

# Breeze Healthy App by Kaiser Permanente

Design Sprint

**Product Manager: Arwa Omar Almashjari**



# Set the stage

Set the stage for the Design Sprint by framing the problem

# Initial PRD

- **Background**

Kaiser Permanente is a health organization was established in 1965. Currently, **12.6 million members** across 8 states and the District of Columbia are served. The goal of Kaiser Permanente is improving the well-being of our members and the communities we serve while offering high-quality, affordable healthcare services. The company was ranked first in the nation by NCQA with 67 quality measures (National Committee for Quality Assurance).<sup>[1]</sup>

Kaiser Permanente highlights the growth of chronic diseases and the resulting risks to people's lives. An examples of this is type 2 disease, which has increased, and studies have shown that over 37 million Americans have the disease (about 1 in 10) around 90-95% of them have type 2 diabetes.. Therefore, we made the decision to lend a helping hand to our dear KP patients through an application that helps them to live a healthy life at every moment of their lives.<sup>[2]</sup>

- **Problem**

Breeze Healthy is the name of the app we intend to create in order to reduce the high number of people who have chronic diseases that keep continuing in increase such as; type 2 diabetes and heart disease because of being inactive and eating unhealthy food. we need to spread knowledge and support to our KP patients' healthy lifestyle choices. Moreover, we create this app in order to raise our company's profits after the year's second quarter net loss brought on by the Corona pandemic and the current investment market conditions.

- **Goals**

- The app gets a high rating from patients.
- Benefit and positive outcomes for patients.
- The commitment of many patients to the health plan.
- Increase income and profits from the application.

# Understand

Create a shared understanding of the space, problem, and goals

# How Might We

Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc

How might we motivate them daily?

How might we attract them with the reward system?

How can we make them feel it's time for a change?

How might we avoid them going back to old habits?

How to make daily habits easy for them?

How do we make their health habits fun?

How might we guide them toward the right choices?

How might we attract profitable healthy ads from other companies?

How might we inform them about the dangers of bad choices?

How might we deal with those who keep making bad choices?

How can we make healthy food delicious for the patient?

How might we make patient reduce sugars?

How might we prevent patients from skipping sports days?

How might we choose sports according to patients' fitness?

How might we define a specific plan for diabetes?

How might we divide the work among the medical staff?

How might we ensure that we provide the right plans?

How might we prevent forgetting to record daily data?

How might we share health information?

How might we study the genetic record?

How might we predict diseases before they occur?

How might we encourage them to eat healthy meals?

How might we increase subscription for breeze healthy app?

How might we promote the application?

How might we get a high app rating?

How might we set the alarm for medication?

# Encourage good habits

How might we gamify healthy habits?

How might we create a rewards system?

How might we reward people for good behaviors?

How might we reduce healthcare costs for healthy patients?

How might we motivate them daily?

How might we attract them with the reward system?

Incentives & motivation

How might we make patients feel accountable?

How might we build a social support system?

How might we make them feel it's time for a change?

Accountability

How might we promote healthy habits?

How might we get people to build healthier habits?

How might we avoid them going back to old habits?

How might we make daily habits easy for them?

How might we make their health habits fun?

How might we set the alarm for medication?

Routines

# Change specific behaviors

How might we make it easier to make healthy choices?

How might we warn users about unhealthy choices?

How might we prevent patients from making unhealthy choices?

How might we guide them toward the right choices?

How might we inform them about the dangers of bad choices?

How might we deal with those who keep making bad choices?

Prevent bad choices

How might we teach patients how to mediate?

How might we reduce a patient's alcohol intake?

How might we make patient reduce sugars?

How might we help reduce high blood pressure?

How might we encourage people to drink more water?

How might we help patients stop smoking?

How might we make healthy food delicious for the patient?

Change other behavior

How might we convince people to exercise regularly?

How might we reduce sedentarism?

How might we get people to walk 30 minutes every day?

How might we prevent patients from skipping sports days?

Be more active

# Planning & Tracking

How might we create a personalized plan?

How might we help patients set health goals?

How might we provide activity tracking?

How might we provide diet tracking?

How might we choose sports according to patients' fitness?

How might we define a specific plan for diabetes?

How might we help patients monitor their goals?

How might we help people manage their weight?

How might we ensure that we provide the right plans?

How might we prevent forgetting to record daily data?

Personalized planning

Personal tracking towards plan



# Education

How might we help people better understand diabetes?

How might we raise awareness across society?

How might we make people aware of risk factors?

How might we share health information?

General education

How might we identify and warn prediabetic patients?

How might we study the genetic record?

Personal assessment

How might we make people aware of their current state of health?

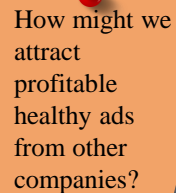
How might we predict diseases before they occur?

How might we build good habits at a young age?

How might we encourage them to eat healthy meals?


Young age

# Others




How might we attract profitable healthy ads from other companies?


Profits



How might we get a high app rating?




How might we promote the application?

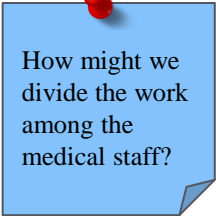


How might we increase in subscription?

App metrics



How might we provide better insights to doctors?



How might we divide the work among the medical staff?

Health staff

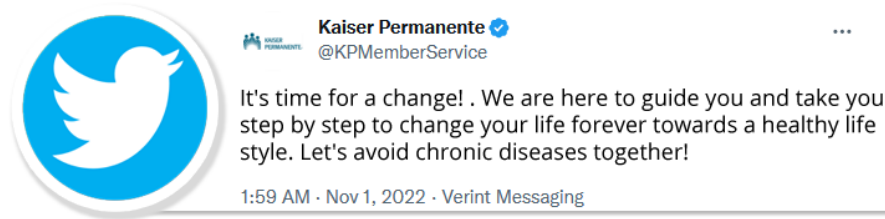
# Sprint Focus

<b>Focus</b>	Change specific behaviors
<b>Slide</b>	#7
<b>I selected this theme because</b>	<p>The core of this app is to guide patients and change them for the better, by letting go of unhealthy habits and building a better version of themselves. They need explanation and guidance, they need to see a clear path and plan for them to start changing, the clearer the path, the more eager the client will be to follow it.</p>

# Define

With an understanding of the problem space, create focus and align on specific outcomes for the Design Sprint

# Kaiser Permanente (Breeze Healthy App)



Kaiser Permanente announces a pleasant surprise to all our dear patients and clients. That is, our exclusive application is a **breeze healthy**. Which leads you towards a healthy and bright lifestyle. This application offers them the appropriate and accurate steps to avoid the exacerbation of chronic diseases and rebuild their lives in healthy ways. Our app provides a plan to increase physical activity and fitness, avoid fast food with high-calorie and sugary foods to convert their diet to a healthy diet. Our application also offers quick service and prompt answers to the questions of our valued patients from the medical personnel.

This Kaiser Permanente application was a huge help to me and marked a significant turning point in my life. I had type II obesity, which contributed to elevated blood sugar. I decided to use the app since I started to worry about my health. This program stands out since it offers multiple sections, such as those on fitness, Nutrition, medications reminder, drinking water reminder, and many others, that are essential for everyone who wishes to improve their level of health. I made the decision to enroll in a fitness and diet program as a result. This app's motivational focus made it easier for me to stay on top of the plan. My blood sugar has decreased, I've lost weight, and I feel healthier and more active now.

Studies have proven that nearly 4.3 million hospital visits due to chronic diseases in the united state could have been avoided through a healthy lifestyle. This application is the ideal remedy if they are experiencing symptoms or have hereditary risk factors for developing chronic diseases in the future. We are putting a lot of effort towards improving their lives.

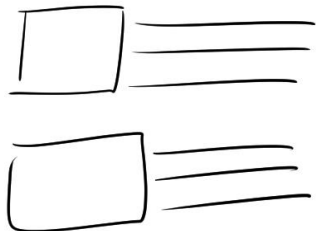
We believe that our customers and patients will love this app, for our moral support, clear plans, and everything they need to start a healthy life is in this app.

# Sketch

Generate tons of ideas, then narrow them down to two in depth solution sketches

# 8 Sketches

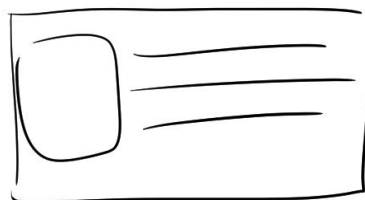
Example of  
healthy food



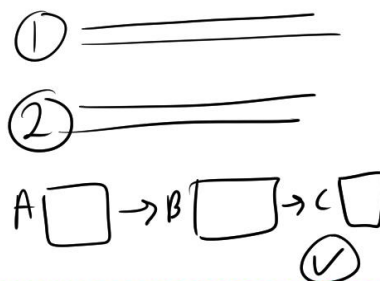
 Avoid



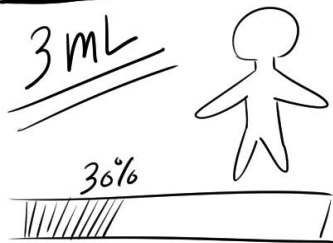
Health  
information



Cook healthy



Water goal



your plan to quit  
a bad habit



Walking goal



Exercise



# Solution Sketch 1 : Daily water goal

## Daily water goal

help us to choose your water daily plan:-

AGE:  ▼ Weight:  ▼

Height:  ▼ Active:  ▼

NEXT

## Set your Time

Let us know when your day begins and ends:



:AM



:PM

Do you want us to remind you each

1 hour ▼

2 hours ▼

NEXT

## WELL DONE

YOUR PLAN: <sup>10%</sup>

2.7 m/L



Type of the drink :-



More type of drinks → ▼

The amount of water you drink:  300ml

More type of drinks → ▼

BACK



# Solution Sketch 2 : Daily walking plan

## Daily walking plan

How many times you walk in a week?

Daily

How quickly do you always walk?

4.5 mph, Fast

Are you ready to walk daily?

Certainly

NEXT

Do You know  
"If you walk 30 min  
Daily...."



## Your daily walking plan

50%

✓ walked 15 min Today



★ Total calories burn Today: 200 Kcals

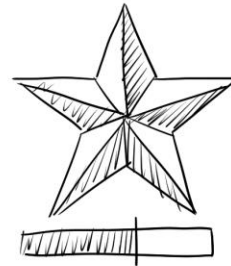
★ Calories usage overall for this week: 700 Kcals

MAP RECORDS ACHIVMENT

## Your daily walking plan

100%

✓ walked 30 min Today



- month goal
- gained +500 stars

Back

# Decide

Pick the final concept that you develop into a prototype

# Decision

## Decision

Solution Sketch 2 : Daily walking plan (Slide #17)

## Rationale

One of the best basic daily activities that people of all ages can do is go for a walk every day. Studies show that regular walking lowers the risk of developing chronic conditions including type 2 diabetes and heart disease, and this is the goal of our application. Both busy people and those who are obese or inactive can start with it easily.

# Prototype

Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas

# Storyboard



## Script:

Anne was starting to feel very unwell, her fitness was almost non-existent, and her weight had increased significantly. Because she eating fast food Also, she sits for a long periods in front of the desk to study & work at home to get additional income. She became afraid for her health, to develop chronic diseases such as type 2 diabetes, which her mother suffers from. Ann decided it was time for a change. But how can she balance her work, study and health? she need guidance and a constant reminder to pay attention to her health.



## Script:

Ann shared her problem with her best friend, Joseph. Joseph informed her of the **KP Breeze Healthy Hospital application**, stating that he is taking part in the weight-loss program and had received the support and outcomes he had been looking for in fineness and eating healthy. Ann decided to download the **KP Breeze Healthy app** and give it a try!



## Script:

The **Breeze healthy APP by KP** was downloaded from the App Store. Ann began to register her data in the application. Ann was taken aback by her last weight record in the profile system, which revealed that she had gained 6 kg since her last visit to the KP Hospital.

# Storyboard



## Script:

She discovered the daily walking for 30 minutes health plan while browsing **the Breeze Healthy app**. Ann read about the remarkable effects of everyday walking for just 30 minutes inside the plan feature. Ann believed that this is the best option for her to regain her health in her busy time!



## Script:

Ann began registering for the plan and entering the data needed to start setting her goal of walking for 30 minutes each day. She saw the application features, which are alerts, calorie burning rate, according to steps, walking speed, walking location in kilometers and even more.



## Script:

Anne is on her way home from college, a notification was sent from the **Breeze Health app** reminding her that it's time for a walk! Ann decided to walk for 30 minutes! This app helped her to remember!

# Storyboard



## Script:

Anne achieved her first day of walking for 30 minutes for 1.5 km! With 7000 steps recorded in the application. she read the motivational message after her first achievement and the points in her account. This made her even more excited to continue! Ann starting to feel the change!



## Script:

A month has passed and now Anne has lost 2 pounds. Anne noticed that she had the time to walk for 30 minutes or even an hour but had no one to motivate her or remind her of daily physical activity. she found the solution with the **Breeze Healthy application**.

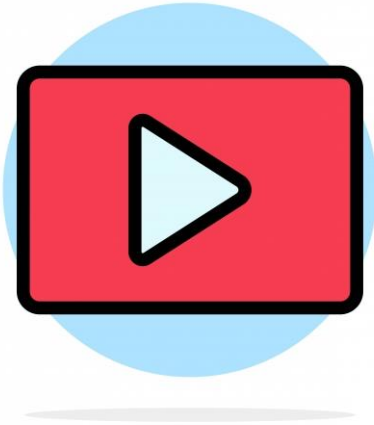


## Script:

It's been two months since she started with the plan, Anne became different, walking fast every day for 45 minutes with 10,000 steps! Ann felt this application really helped her lose weight, made her energetic, healthy and improved her mood! Today, after this achievement, she decided to use the rest of the application's features from eating healthy food, fitness exercises, as well as drinking water. Ann shared her achievements in the app community and the first supportive response was from her friend Joseph.

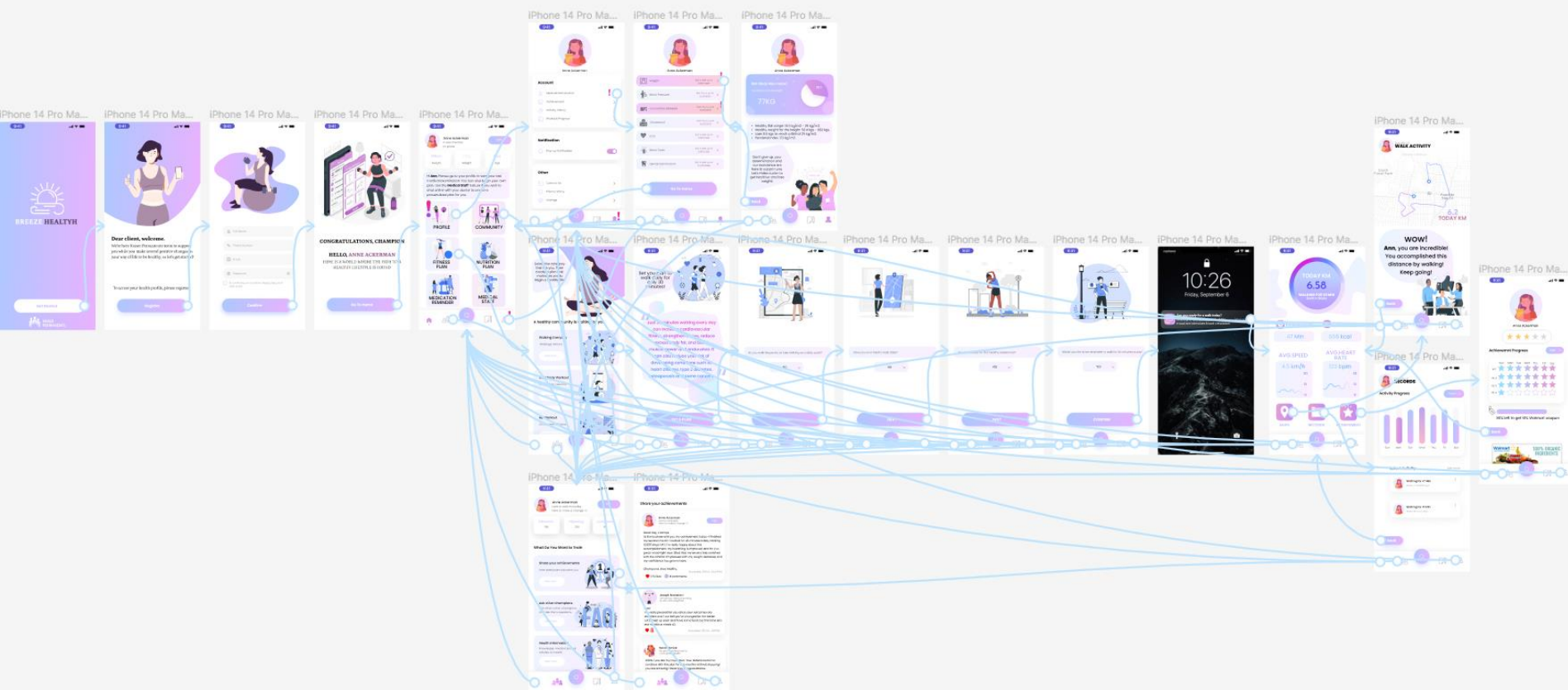
# Prototype

Video of the Breeze Healthy app created by Figma





# Prototype Flows



# Prototype



Link your  
prototype

## Description

- High level overview of the prototype
- What does it do?

- You are required to register and enter your phone number which you registered already with KP System. After confirmation, the application will take you to home to view its features (Profile, Community, Fitness plan, nutrition plan, Medication reminder and The medical Staff).
- When you click on each feature, it will take you to the special page for the option, for example: The Fitness plan contains options such as: Walking Everyday, lower body workout and AB workout.. etc.
- We have focused on our solution which is Walking Everyday, so if you click on this option. It will show you information about the benefits of daily walking. And then you must complete the set for your plan, the APP will measure your activity and enthusiasm for Daily walking through simple questions.
- The APP will remind you daily to walk, and you can view to your Walking Everyday page to see: (Your Activity, #Km, #of steps, Map, #Activity record and Achievements).

## Assumptions

- Any assumptions within the prototype

- The patient will view the results of his last examination.
- All patient health records can be found in the app as well as their medical reports.
- The patient will view the home and know the sections of the App easily.
- Pictures make it easier for the patient to focus on the features.

## Tasks

- What are the tasks that a user can complete in the prototype?

- It requires the registration to enter the App you suppose to register with the same phone number that registered in the KP system.
- The patient is free to move around in the application, but we show an alert that it is better to look at his health file to know his health problems.
- The patient can set his own plan or ask for help from the medical staff.
- The patient keep with his plan and can view his records of the plan.
- The patient can share his achievements with the App community.

# Validate

Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

# [Breeze Healthy App] Research Plan

PM: Arwa Omar Almashjari

STATUS: DRAFT

## Objectives

In this research, We want to know whether they have a strong desire to live a healthy lifestyle and whether they struggle to keep on a healthy diet.

We also want to know about their medical history and current condition of health. Do they maintain a balanced diet and engage in frequent exercise?

We are interested in the application user's goals and their overall impressions of our prototype.

## Methodology

- I'll speak with two people for two sessions.
- The session should last between 10 - 20 minutes.
- They will do the session on a PC, allowing them to share their screen when using the prototype version.
- Using two programs that work for them (Zoom, Discord).
- Personal questions about their health, lifestyle, and desire to adopt a healthy lifestyle will be asked throughout the interview.
- Inform them about the prototype and seek their feedback.

# [Breeze Healthy App] Research Plan

PM: Arwa Omar Almashjari

STATUS: DRAFT

## Participants

	P#1	P#2
<b>Ages</b>	40-59	20-39
<b>Gender</b>	Female	Male
<b>Eat healthy</b>	Sometimes	No
<b>Workout</b>	Not regularly	Not regularly
<b>Health problems</b>	Don't have	Have
<b>Want to change into healthy lifestyle</b>	YES	YES

# [Breeze Healthy App By KP]: Interview Sessions

## Introduction

Hello Dear, my name is Arwa Almashjari and I am a Product Manager of Kaiser Permanente healthcare. Our team is working on a new product idea for our dear KP patients, to support their health and make them avoid chronic diseases such as type 2 diabetes. SO as KP team we want to provide the best lifestyle for our KP patient. So, we would love your help, are you agreed? Do you have any questions before we start?

Excellent first I will ask you a few questions so that the audience can get to know you better. Then we will go through our prototype to get your feedback. And then we are done!

## Background questions

- Do you consider yourself as an active person?
- Do you work out or exercise regularly?
- When was the last time you worked out?
- Do you have any health problems?
- Do you have a family history of chronic diseases?
- Do you always think about exercising but don't find the motivation or don't know how to start your plan?
- Do you eat healthy balanced nutrition?
- What do you think of health applications? Have you ever tried any fitness app, nutrition app, etc.?
- What do you think of an application that contains your hospital medical record, and you can access it?
- What do you think of making your own plan through the application for fitness or food with medical staff advice while you are at home?
- Are there any concerns that you would have? About an app like this.

# [Breeze Healthy App By KP]: Interview Sessions

## Tasks

Now let's try Prototype, we're still not done with it yet. And there is several sections of the app we are still working on. We just want you to use it and tell us about your impression. It is not a test for you, okay?, we just want to understand a user feedback, **it will be great if you help us with** our weak points ,suggestions or positive comments, feel free to tell. We would appreciate if you speak loud in every step, you walkthrough in the app. Also, I am going to ask you some questions when your walkthrough the prototype.

## Task 1

Ok can you see it and move the mouse? Well start clicking until you are done with registration, and you reach to the home page. Tell me about your impression before every click:

### Question

- Is registration clear and easy?
- What do you think of the home page?
- Do you think that the application makes it easy to know and read its features?
- Now I would like you to go to the profile Can you access it?
- What did you saw first in the profile?

### *Now try going to weight*

- Is the information easy to read? Did you know Ann's has overweight?
- Great, now we're done with your first task, can you go back to the home page?

# [Breeze Healthy App By KP]: Interview Sessions

## Task 2

### Question

- Can you click on fitness plan feature?
- What do you think of it ? does it make you feel excited to start a plan?

*Please go for a walking every day*

*Now you are free to continue to set up for this plan. I would like you to tell me what you think about every click. Go ahead.*

Stop on notification Do you feel that notification is a good idea?

*Now click on the notification and go around the section, you can click on maps, records, achievements.*

- What do you think of walking everyday features ?

## Wrap up

- We've completed viewing at the prototype; can you now tell me about the overall feedback?
- Would you use this app?
- How would you make it better?

Thank you so much for your time it was an honor for me to speak with you.



# User Testing: Participant 1 Key Findings

P#1



Link your audio recording

## What worked well

- The user found it to be quite simple to navigate the prototype.
- The user can see every feature.
- The home page is straightforward.
- The user was inspired to participate in the plan by the design's unique and appealing features.
- Both the achievements' features and the walking everyday features were appealing to the user.
- Notifications are a good idea.

## Where participants got stuck

- The user suggests that we need to ask questions like: are they feeling good today to walk? before we establish a plan in our daily walking feature. To quickly assess their health. Are they in good health, any heart issues? Breathing issues like asthma?.

## Other observations

- The user gave us a 9 out of 10 for our Prototype.
- The user would like to try the app in the future.

[https://drive.google.com/file/d/1LWC8ITwxOk3GC\\_Lb4kb\\_UJPKPKbcK41P/view?usp=sharing](https://drive.google.com/file/d/1LWC8ITwxOk3GC_Lb4kb_UJPKPKbcK41P/view?usp=sharing)

# Participant 1: Interview Notes

## Prototype notes P#1:

She said the prototype easily works perfectly,

**Registration:** she likes the background , clear & easy, brief (she likes brief registration).

**Home page:** Nice coloring, All the information is clear, she likes the menu. (she can find and read the feature and give the overview easily)

**Profile:** can access the profile, the mark is noticeable, (the information is easily to read for people who have some problem with their medical records, the information provide is helpful to understand the problem).

> *Returning to home perfectly.*

**Fitness Plan:** she said it is clear the steps that she has to go through it, she said it looks great dose not feel it is a boring app.

> *Went to walking everyday perfectly.*

**Walking everyday:** the questions are very clear , it is motivating.

**Notification:** is good idea to help them to remember, if she forgetting she will love that she have a timer to remember.

**Walking everyday home page:** she liked the design a lot (very nice) its summaries all the activity in one page she like it. (The feature is very nice; she liked the achievement she showed some interest specially about the time needed to finish the achievement to get the gift). motivated 100% because of the coupons.

**Overall feedback:** Rate 9/10, ( -1 because add feature of ( questions before you set a plan in your walking everyday feature, she give a suggestion that we need to ask question like: are you feeling well today to walk? To get a brief idea of his health is he feeling well any problem heart? Breathing?.

**Use it or not:** surly she will use it.

**Make it better:** only adding the walking everyday health statue question.

# User Testing: Participant 2 Key Findings

P#2



Link your audio recording

## What worked well

- The registration was simple.
- The user liked the Home page it looks clear with lot of information to guide him.
- The App is motivating.
- The user liked the idea of App notification to remind the user.

## Where participants got stuck

- The information is not easy to read about weight for someone who has no idea of BMI, but it is clear that Anne has overweight.
- The user requests that we include a food feature that lists the user's nutritional needs.

## Other observations

- The user found the information and the design motivating.
- The user will surely use the App in the future.

[https://drive.google.com/file/d/1oPwiFMPYy\\_o1x0t7aGWqE-VzgkpC5LJe/view?usp=sharing](https://drive.google.com/file/d/1oPwiFMPYy_o1x0t7aGWqE-VzgkpC5LJe/view?usp=sharing)

# Participant 2: Interview Notes

## Prototype notes P#2:

**Registration:** is so easy, it is clear.

**Home page:** The home page it looks simple, lot of information, it looks fine and clear.

> *Access to the profile easily.*

**Profile:** looks very organized. The medical examination capture his eyes first, The information is not easy to read about the weight for someone who has no idea of BMI, but it is clear Anne has overweight.

> *Access home easily.*

**Fitness Plan:** it is motivating, he is excited to start it.

**Walking everyday:** he asked about the question if he need to answer it.

**Notification:** it help to keep up with the track, and it sounds a good idea.

**Walking everyday home page:** The information provide is helpful for the user who want to walk everyday. The map is easy to read it and reach to it. Achievement feature is good it will motivate people to keep the track.

**Overall feedback:** He love the design of the app, it a good help with the information. It is too easily to use, and he can find every button with no problem.

**Use it or not:** Surly he will.

**Make it better:** He wants us to add the food feature what user need to eat (nutrition's).

# Handoff

# Updated PRD

- **Background**

Kaiser Permanente highlights the growth of chronic diseases and the resulting risks to people's lives. Therefore, we made the decision to lend a helping hand to our dear KP patients through an application that helps them to live a healthy life at every moment of their lives.

- **Problem**

Breeze Healthy is the name of the app we intend to create in order to reduce the high number of people who have chronic diseases that keep continuing to increase such as; type 2 diabetes and heart disease because of being inactive and eating unhealthy food. We need to spread knowledge and support to our KP patients' healthy lifestyle choices. Moreover, we create this app in order to raise our company's profits after the year's second quarter net loss brought on by the Corona pandemic and the current investment market conditions.

- **Goals**

- The app gets a high rating from patients.
- Benefit and positive outcomes for patients.
- The commitment of many patients to the health plan.
- Increase income and profits from the application.

# Updated PRD (page 2)

## ● Key Features & Scope

Priority	Feature	Description
P0	Registration/ sign in	It will need The user phone number that already been registered on the Kaiser Permanente system.
P1	Automatic SMS Code	An easy way and quick for the user to choose SMS automatic code to activate the registration.
P2	E-mail Code	If the user prefer using a code via E-mail.
P0	Home page	The home page is the most first expression of the user, it need to be clear and easy to follow. It suppose to give a general idea of all the app is about.
P1	An Alert for Medical Examination	When it is the first time the user check out the App. The user will get Alert on profile > medical examination. To show if there is some series health conditions from the last test they did in Kaiser Permanente. To keep an eye on, and think it is time to make a change and get involved in the health plan.
P2	A dialogue guide	A simple dialogue to explain the advantages of the application, to make it easy to use for the elderly and those who do not have enough experience in using technology.

# Updated PRD (page 3)

- **Key Features & Scope**

Priority	Feature	Description
P0	Fitness Plan	Contain All workout type such as; walking every day, lower body workout, AB workout, Arm workout and Belly waist workout etc.
P0	Video coaching	The fitness app contain videos of workout to explain how the user do it right, to avoid any bone, muscle injuries. Moreover, it contain GIFs to make it easier for the user to repeat watching the movement.
P0	Measuring results	Here we can measure how much calories are burned, heart rate as well as blood pressure. This feature work with all smart watches such as the Apple Watch. This feature helps to find out if something is wrong with the user's health.
P0	Achievement & Gifts.	The goal of this feature is to keep the user motivated to stick with his health plan. So, we use the stars method; the more stars you get and the longer you stick with the plan, the more rewards Kaiser Permanente will be pleased to provide you!
P1	Motivational notices	Is there anything better than being the first to support our patients? Here we provide a healthy environment that supports the determination of the user through phone notifications that strengthen their determination.



# Updated PRD (page 4)

- **Key Features & Scope**

Priority	Feature	Description
P0	Ads	We do not forget the pain of the financial loss we suffered due to the pandemic; therefore, we may increase profit by running health-related commercials.
P2	Health information	Sharing daily health information to educate the user about diseases and prevention.
P3	Subscribers	Here, the user can access the premium feature, give them priority, to talk to the doctor through the application, without setting any appointment.
P1	Community	In order for users to inspire one another and build connections of support, we need an active community where they can share their successes.

- **Core UX Flow**

[Mocks](#)

[Prototype](#)

# Reference

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# Thank you