Health4U

Design Sprint

© 2019 Udacity. All rights reserved.

Set the stage

Set the stage for the Design Sprint by framing the problem

© 2019 Udacity. All rights reserved.

Initial PRD

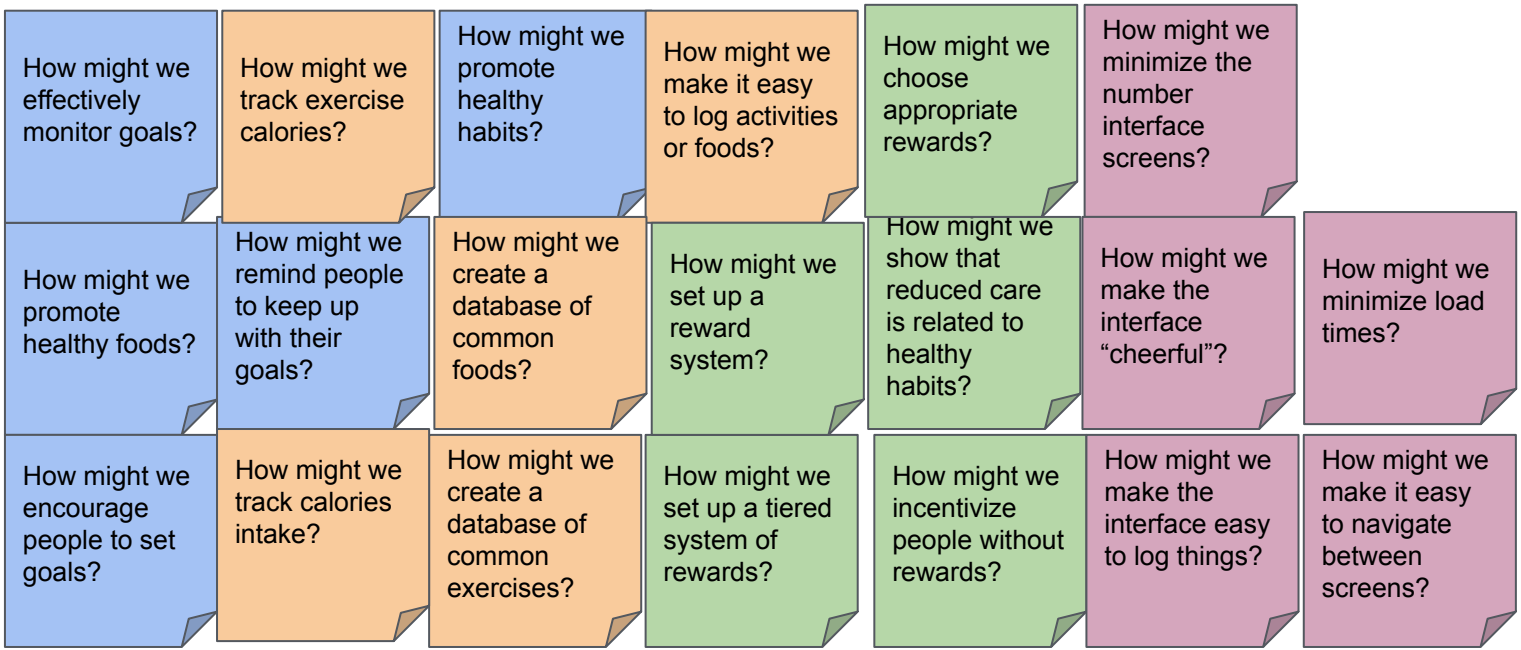
Understand

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

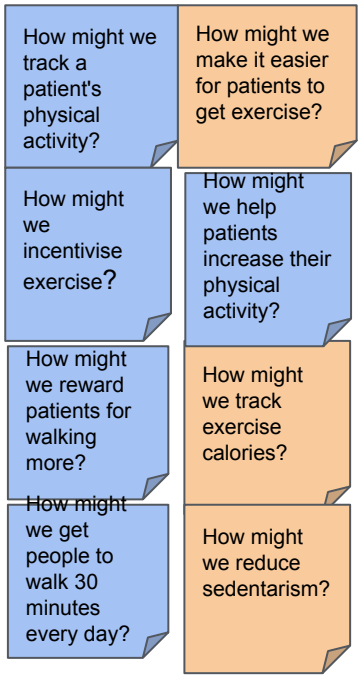
© 2019 Udacity. All rights reserved.

How Might We

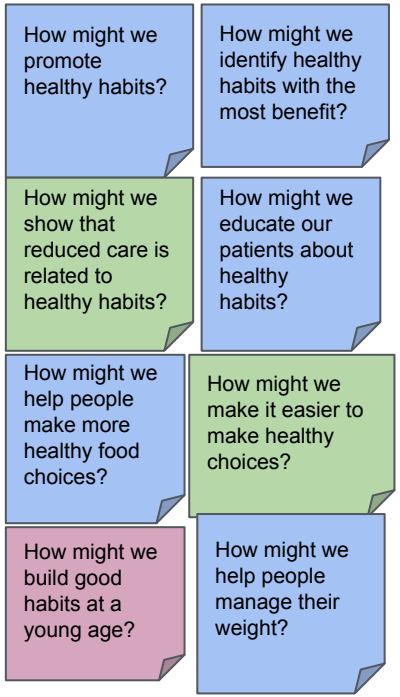
Using digital stickies - PM generated



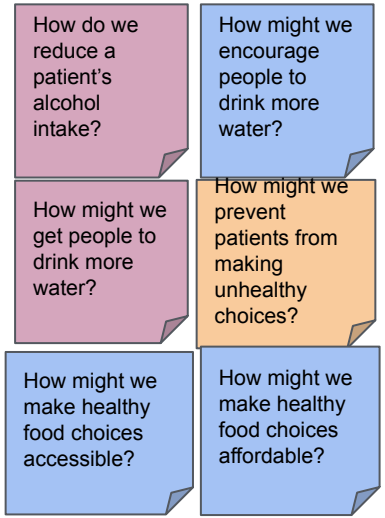
Patient Health



Promote Exercise

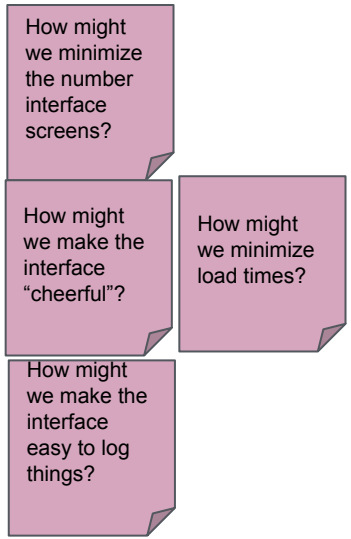


Build Habits



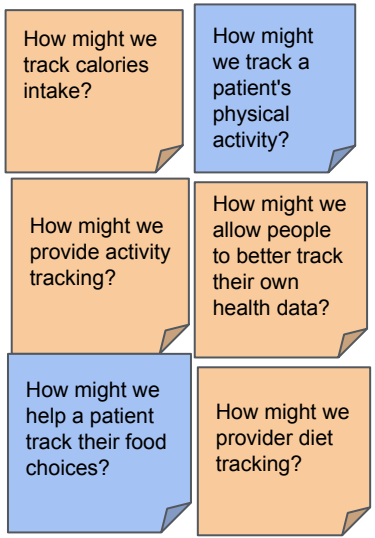
Diet

App Design

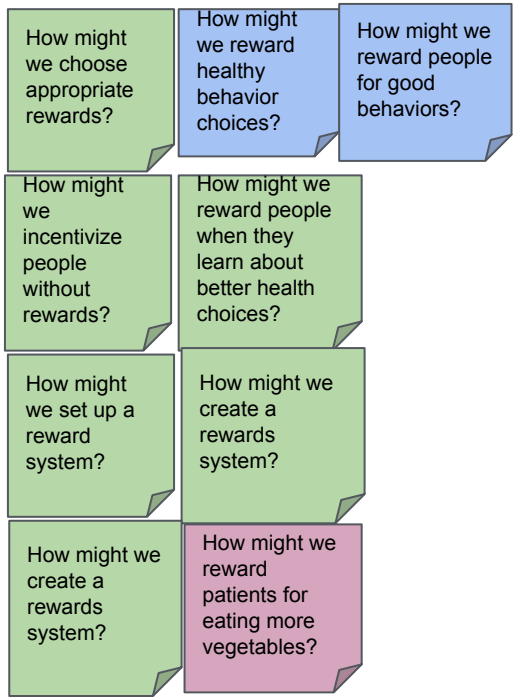


Interface

Data

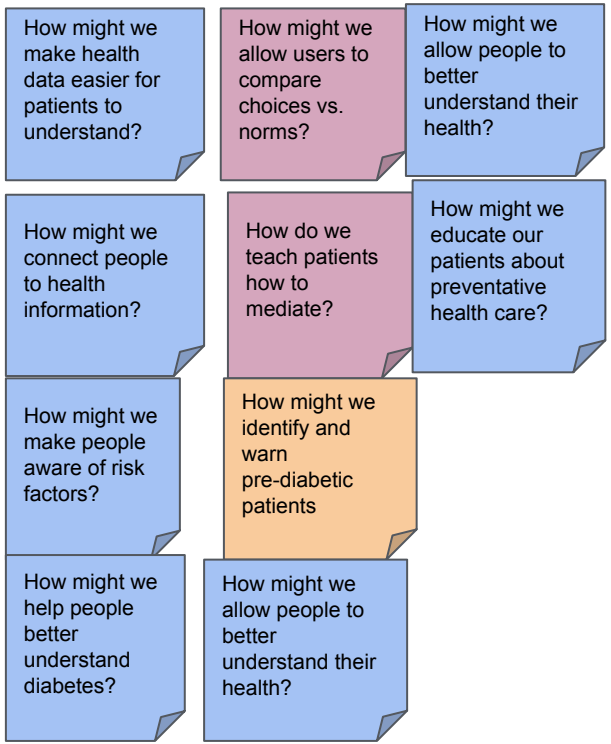


Tracking

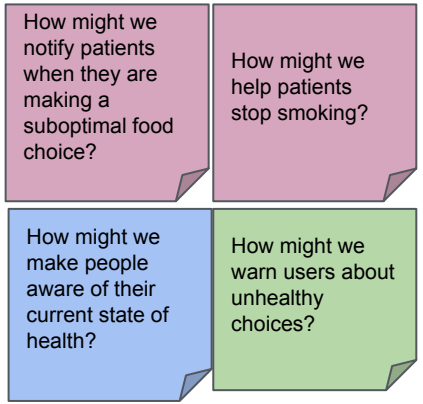


Rewards

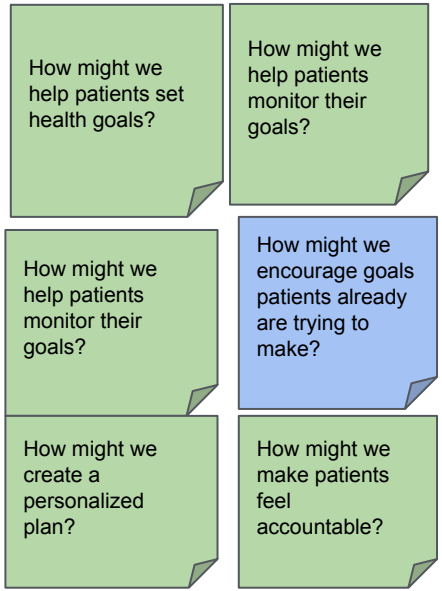
Information



Knowledge

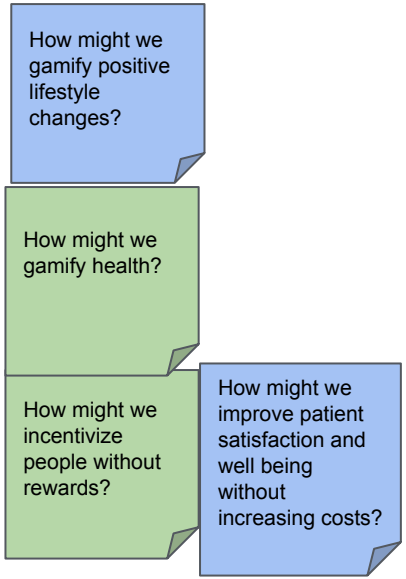


Reminders

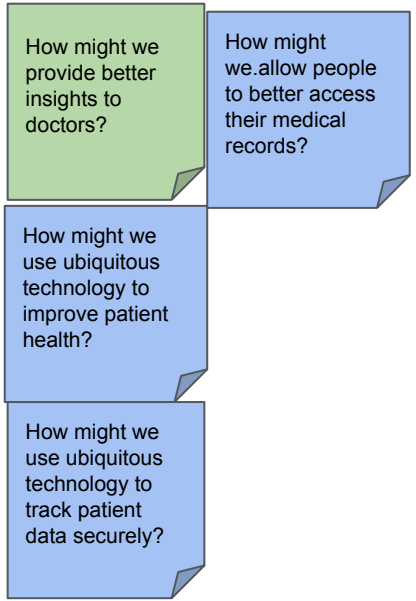


Goals

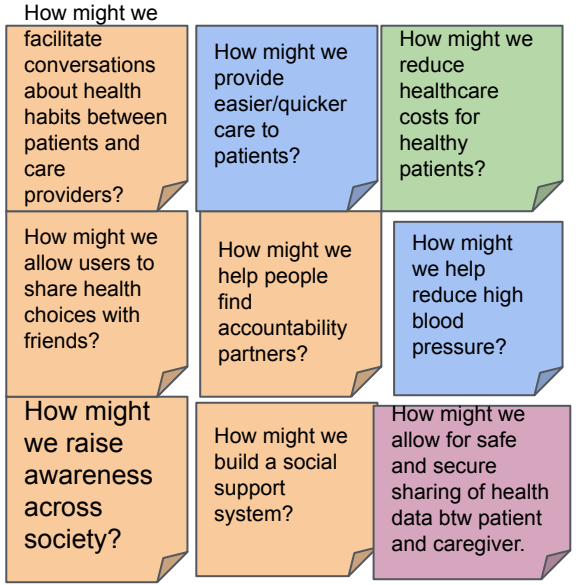
Other



Ex-Rewards



Technology



Misc.

Sprint Focus

Focus	Patient Health
Slide #	**7**
I selected this theme because	This is the most impactful focus given the purpose of this application - reducing patient costs directly through encouraging better self-care with exercise and diet.

Define

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

© 2019 Udacity. All rights reserved.

Success Metrics

	Goals	Signals	Metrics
Happiness	• Progress towards goals • Reduction in overall health visits	• Regular tracked exercise or healthier foods • Less scheduled patient visits	• % of users who have reported progress towards goal • % reduction in overall visits regarding low physical activity diseases
Engagement	• Setting fitness or diet goals on the application • Redemption of reward	• Goal set on application • Rewards awarded by the application	• % of users who have a set a goal • % of users who have received an award
Adoption	• Initial usage of application • High rating of application in the app store	• Interaction with application • Users giving reviews on the app store	• % of subscribers who have downloaded or opened application • At least an average of 4 stars for 100 reviews
Retention	• Continued use over a period of time • More than one reward awarded	• Progress tracked on goals • Redemption of more than one reward	• % of users who set goals who have updated • % of users who have been awarded more than one reward

Kaiser Permanente Health4U App!

Kaiser Permanente is proud to present the upcoming release of the Health4U application for all of its health care subscribers. The company aims to help its customers reach their fitness goals and healthy eating habits by making motivation accessible all through an application on their phone. With conditions such as heart disease and Type 2 Diabetes affecting millions of Americans, simple things like exercise can make a big difference in the lives of customers, keeping them away from preventable treatment and allowing them more time for the things they want to do.

The application provides a large database of exercises and foods to make setting goals easier than before. Tracking progress only takes a few minutes a day along with personalized recommendations as to what customers may want to try for exercise or eat maintaining progress towards their goals.

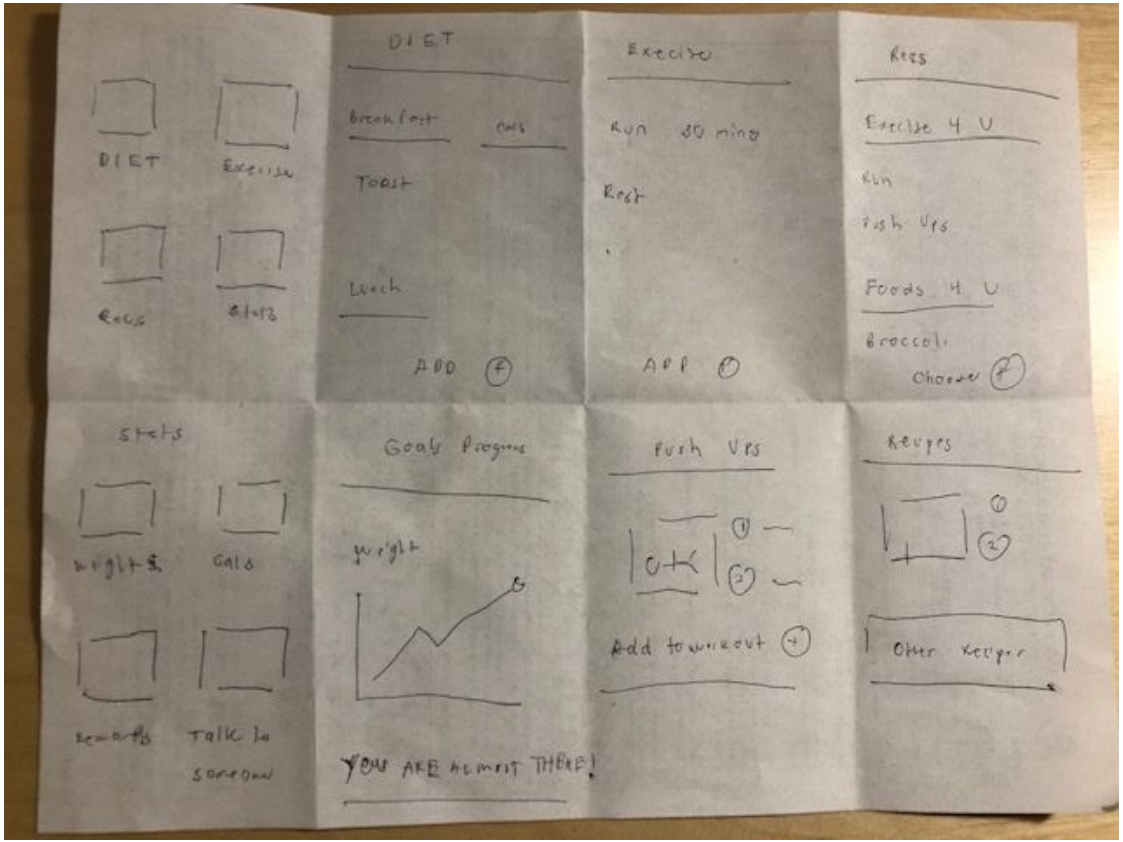
Customers will be happier than ever with their improved health and the rewards that come with it! Aligned with a premier health care provider, the application strives to make a big difference in all lives. Customers will be available to download the application for the Apple App Store or Google App Store.

Sketch

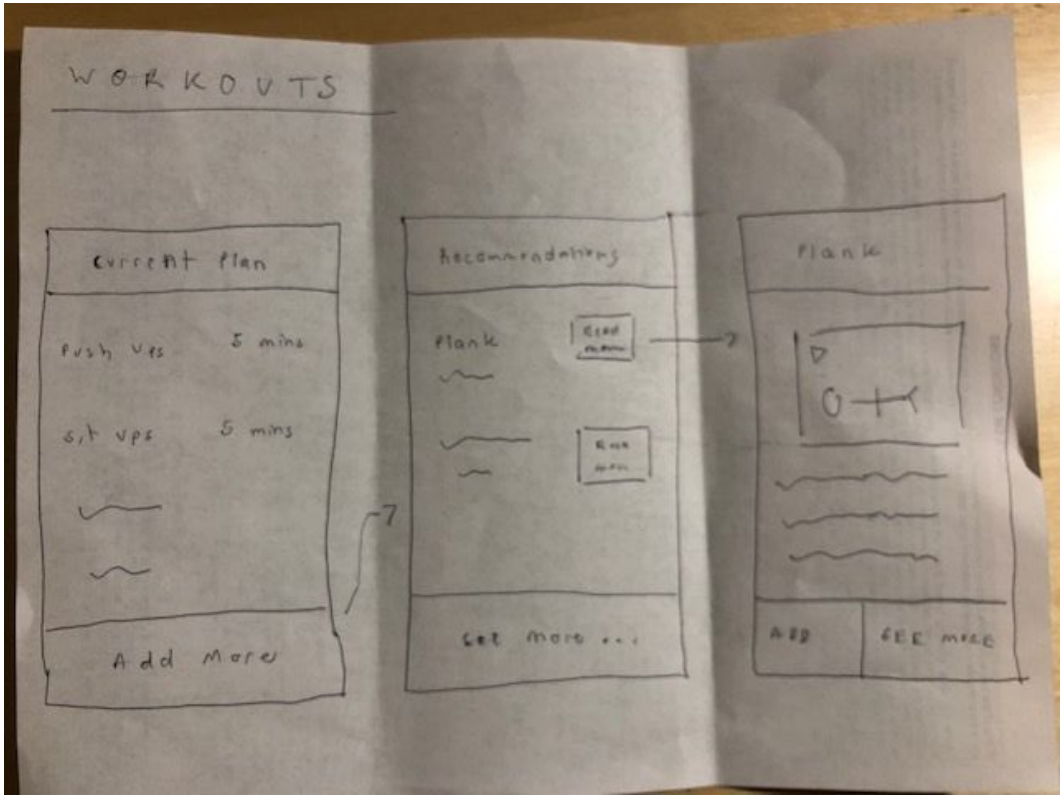
Generate tons of ideas, then narrow them down to two in depth solution sketches

© 2019 Udacity. All rights reserved.

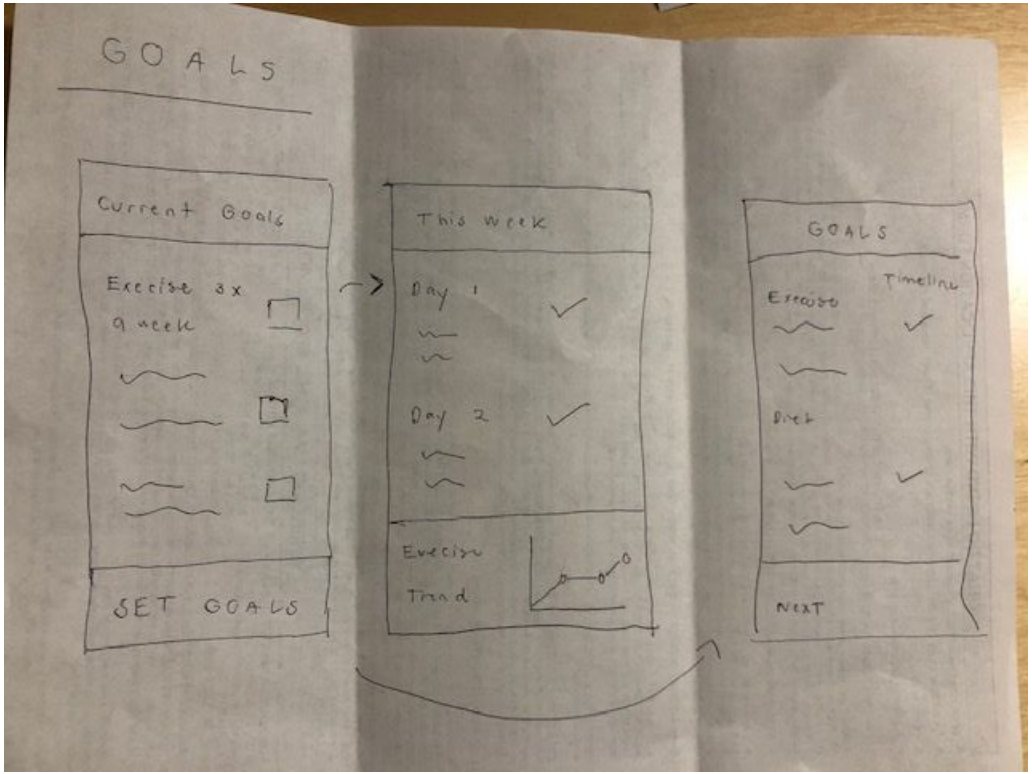
8 Sketches


DIET
Exercise
Recs
Stats
DIET
Breakfast
Oats
Toast
Lunch
ADD
Exercise
Run 30 mins
Rest
ADD
Recs
Exercise 4 U
Run
Push Ups
Foods 4 U
Broccoli
Stats
Weight
Goals
Remarks
Talk to someone
Goals Progress
weight
YOU ARE ALMOST THERE!
Push Ups
Add to workout
Recipes
Other recipes

Solution Sketch 1



Solution Sketch 2



Decide

Pick the final concept that you develop into a prototype

© 2019 Udacity. All rights reserved.

Decision

Decision	Goals
Rationale	Achieving goals is one of the most rewarding things in life. Not only will the user be happier, but these goals are health related which will directly lead into the impact that we are hoping for in a healthy patient base leading to reduced costs in the long run.

Prototype

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

© 2019 Udacity. All rights reserved.

Storyboard

Full Storyboard

SCRIPT 1

Josh has just come back from the doctor where he has been told that he is at high risk for Type 2 Diabetes given his lifestyle choices. He has let his health take a backseat as he doesn't exercise anymore and often goes for unhealthy choices at work. His doctor warned if he doesn't do something soon, he could have to take medication or visit the doctor more frequently.

SCRIPT 2

After thinking about what he needs to do to, a few days later, his health care provider (Kaiser Permanente) notifies him about a new application that will help him get his health back on track.

ACTION

SCRIPT 3

Josh opens the application and is immediately prompted to set a goal. He enters his personal stats and syncs his medical data with the application. He is prompted to select from a few recommend goals.

ACTION

Storyboard

SCRIPT 4

Josh chooses two basic goals: to exercise for 30 minutes three times a week and to log his calories 3 times a week to stay under 2000 calories.

ACTION

SCRIPT 5

Each of the three days for the next few weeks, Josh logs in and sees a recommended workout for him to do

ACTION

SCRIPT 6

Josh logs in his diet three days a week as well. The application gives him recommendations on things that he can do to try to stay under the calorie count.

ACTION

Storyboard

7

SCRIPT

Within a month, Josh sees progress in his goals. Not only has he made progress, but he has also received a $25 gift card for staying on course!

ACTION

8

SCRIPT

Happy with what has happened with him, Josh tells his family and friends about this new application and encourages them to switch providers if possible.

ACTION

Prototype

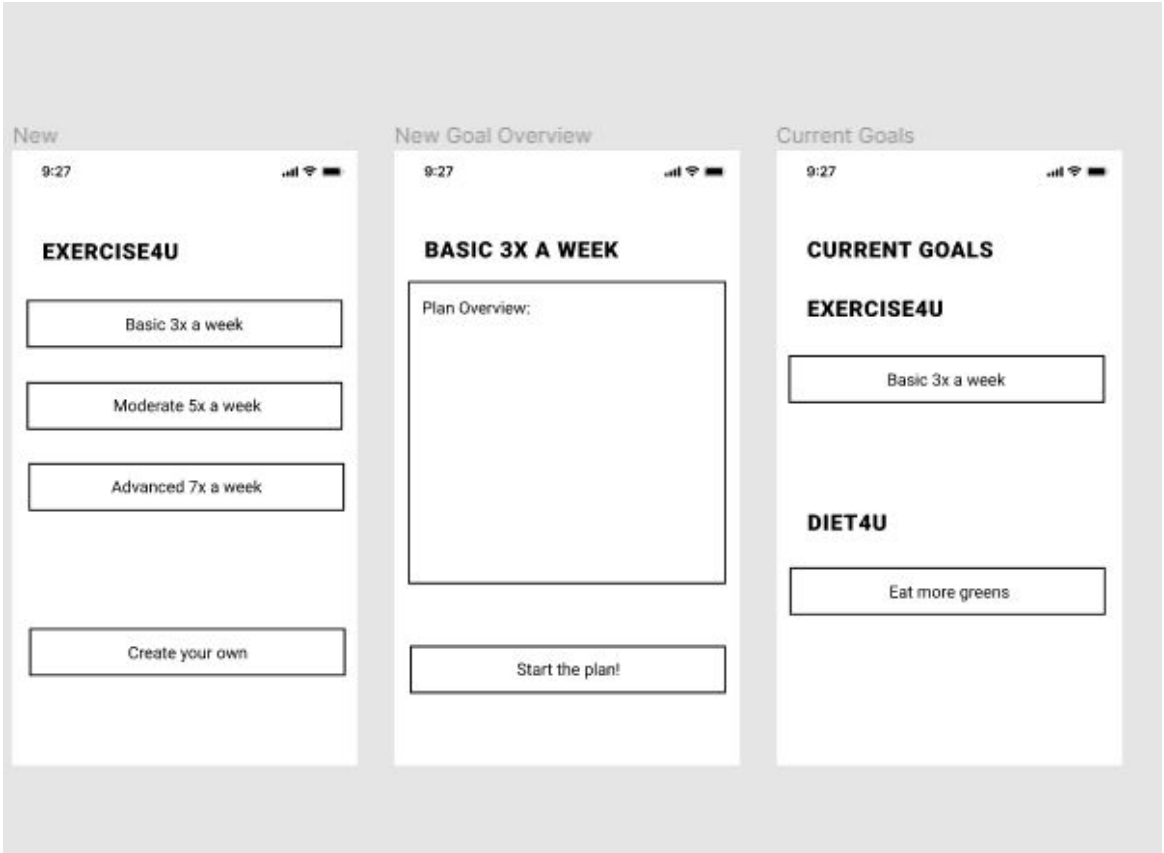
Description • High level overview of the prototype • What does it do?	The prototype goes through from the start page to the basic functionality of the goals page. The user can start by setting goals either using a pre-created plan or create their own. The user can also see existing goals.
Assumptions • Any assumptions within the prototype	• The prototype only shows the exercise related pages
Tasks • What are the tasks that a user can complete in the prototype?	• Choose the “Basic 3x a week” exercise plan • Click through from Register -> Next -> Goals -> Goals / New

Prototype Link

Prototype

Start
Health4U
By Kaiser Permanente
LOG IN
REGISTER
Register
9:27
Register
jane@example.com
Frame
NEXT
Home
9:27
GOALS
BROWSE
DATA
REWARDS
Goals
9:27
GOALS
NEW

Prototype


New
9:27
EXERCISE4U
Basic 3x a week
Moderate 5x a week
Advanced 7x a week
Create your own
New Goal Overview
9:27
BASIC 3X A WEEK
Plan Overview:
Start the plan!
Current Goals
9:27
CURRENT GOALS
EXERCISE4U
Basic 3x a week
DIET4U
Eat more greens

Validate

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

© 2019 Udacity. All rights reserved.

Plan and recruit for research

User Testing

Notes

Recording

Key Findings from Participant 1

What worked well	• Good logical flow of the application • Very nice and simple interface • Like how easy you can see your goals and preset exercise plans
Where participants got stuck	• No back button navigation • Cannot see what exercises are available for the plans
Other observations	• Would like to see a “create your own” feature • Would definitely use this if it were complete!

User Testing

Notes

Recording

Key Findings from Participant 2

What worked well	• Like the UI and how clean the application is • Very simple to use and easy to keep track
Where participants got stuck	• Do not see Browse and Data sections (or Rewards) on the main page
Other observations	• Would like to see other areas of the application including rewards • Would like to see what each plan consists of • How long does each goal last for?

Improvements

Improvement #1	• Back button navigation on each screen
Rationale	• Simply needed for easy navigation in case the user changes his / her mind
Improvement #2	• Build you prototype for the “Browse” , “Data” , “Reward” pages
Rationale	• Integral for the purpose of the application, would be ideal to get a starting point for the main categories of the application

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI • *What data is needed to draw* the UI on the screen? • *Where is the data coming from*	• UI flow is simple and logical, not many graphics (other than occasional video) • Stored most data of exercises and foods in cloud	• How difficult and costly will be maintaining a changing database of exercises and foods?
User generated data • *Is it stored?* • *Where/how?* • *How wll that data be used again?*	• Some data is stored on the phone and some is stored on a cloud • Should be stored initially locally and then sync when possible to cloud	• How much memory will the user data take? • How much memory will a preloaded database of foods and exercises take?
Latency • *How quickly should things load?* • *Are there any operations that might slow down load time (ie: a call to another service)?*	• Sync does not have to be rapid but fast enough where it doesn't take away from user experience	• Will syncing tracking data to the cloud take very long? • How quickly will the database of foods and exercises connect to the phone? • Will video of exercises or recipes significantly slow down the application?

Iterate

Leverage learnings from your first two user interviews to make changes to your prototype. Then run another round of user interviews.

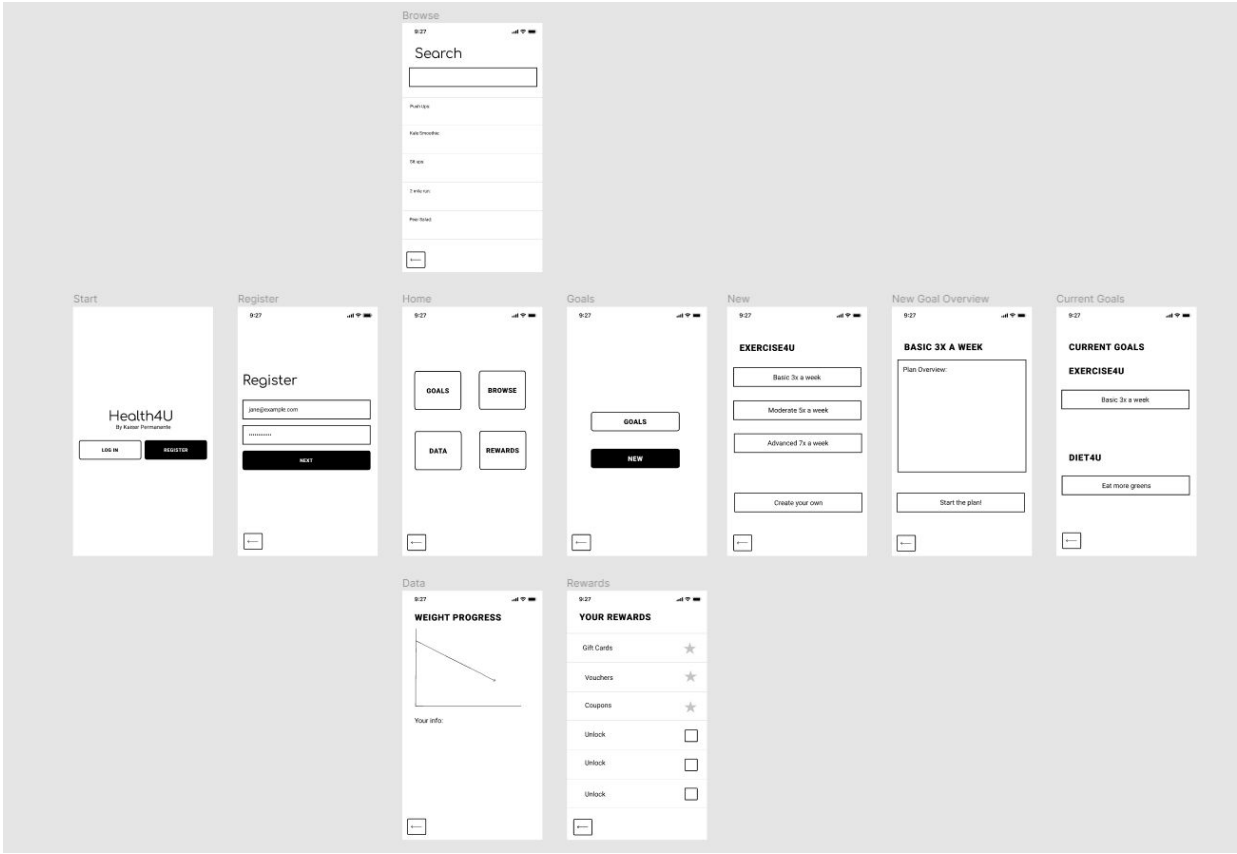
© 2019 Udacity. All rights reserved.

Prototype v2

Description • High level overview of the prototype • What does it do?	The prototype is navigates from the start page to the other menu pages which have been newly added. The most functionality is still the goals page. Back navigation is also added.
Assumptions • Any assumptions within the prototype	• The sub-menus with the exception of “Goals” do not go any further as a prototype
Tasks • What are the tasks that a user can complete in the prototype?	• Choose the “Basic 3x a week” exercise plan • Click through from Register -> Next -> Goals -> Goals / New • Click through Register -> Next -> Goals / Browse / Data / Rewards • Backwards Navigation

Prototype Link

Prototype v2



User Testing Round 2

Notes

Recording

Key Findings from Participant 3

What worked well	• Interface is very clean and easy to flow through • Back navigation is easy and flows well • Search function is a good feature
Where participants got stuck	• Just need further build out of the functions on the sub-menus
Other observations	• Would like to see the details of the plans, both exercise and diet expanded

Handoff

© 2019 Udacity. All rights reserved.

Updated PRD