

Digital service design

Class process

1. Project proposal
2. Customer journey
3. Value proposition testing
4. Feature development
5. Information structure
6. Interaction prototype
7. Strategy

Grading

Team assignments	Individual assignments
<ol style="list-style-type: none">1. Customer journey ~ 10 points2. Value proposition testing ~ 10 points3. Feature development ~ 10 points4. Information structure ~ 10 points5. Interaction prototype ~ 10 points6. Strategy ~ 10 points	<ol style="list-style-type: none">1. Project proposal 20 points2. IRB training ~ 5 points3. Peer reviews ~ 20 points4. Individual effort ~ 20 points

1. Project proposal

Is this a **real** problem?

Is it **worth** it to solve the problem?

Why can **we** solve the problem?

1. Project proposal template

Name:

Project name:

Your future or current profession:

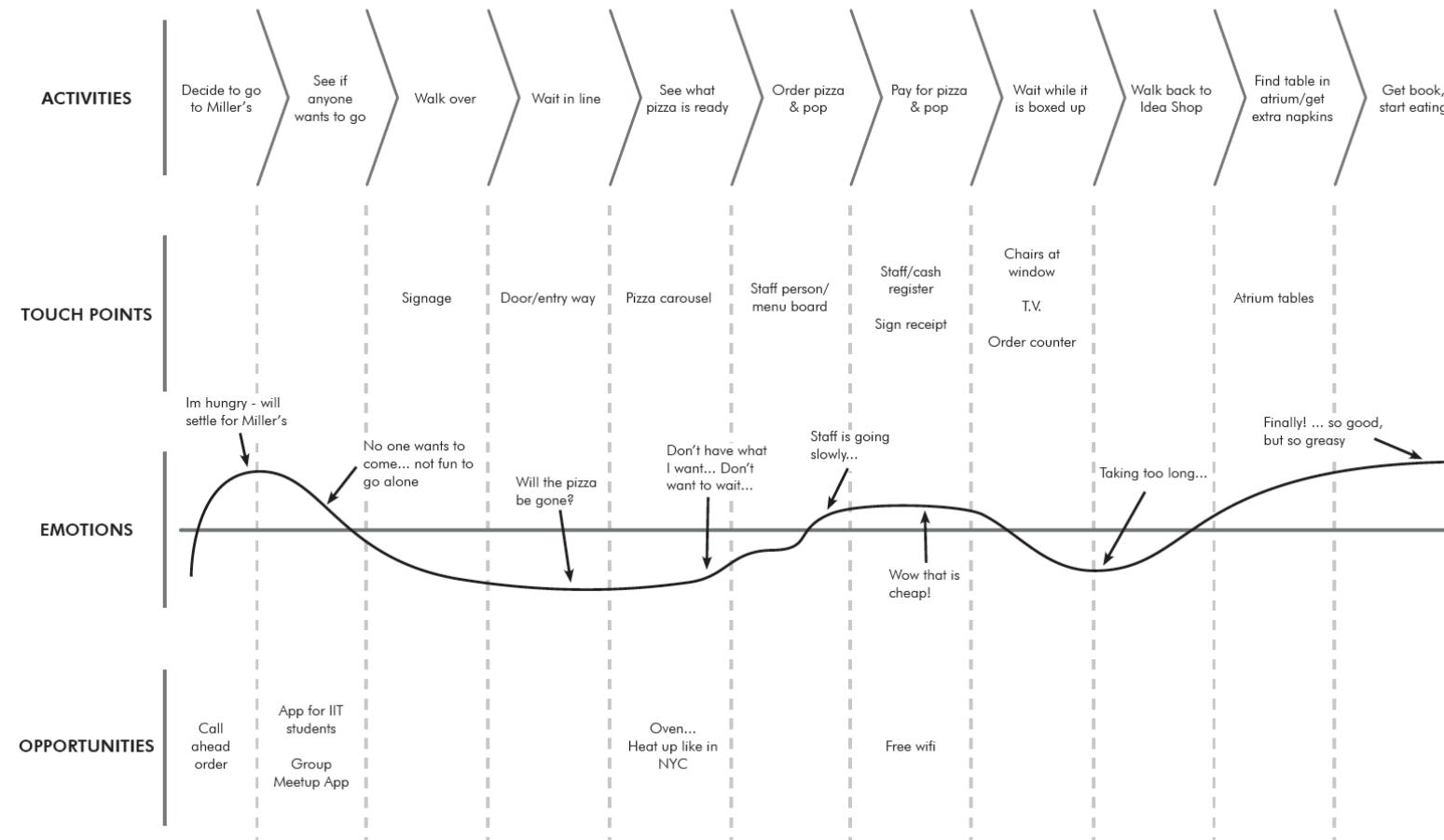
Describe why this a **real** problem. What evidencie and facts support your claim? Be sure to include your source?

Why is it **worth it** to solve this problem?
Who will benefit? Why will this service create value?

Why can **you** solve the problem? What insights, capabilties, knowldege will make you and your team successful when others have failed?

2. Customer Journey

USER JOURNEY FOR MILLER'S PIZZA

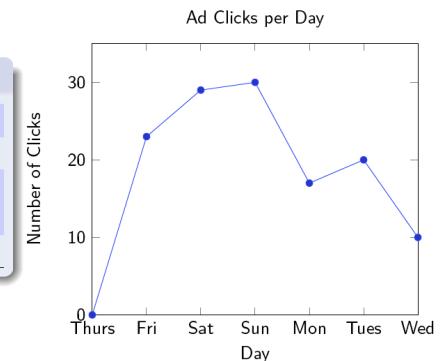


3. Value proposition development and testing

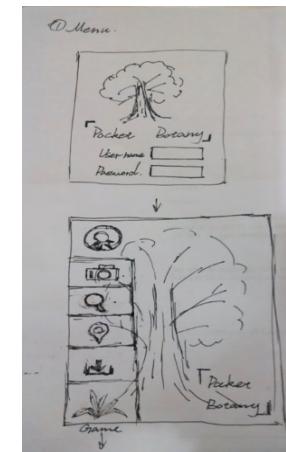
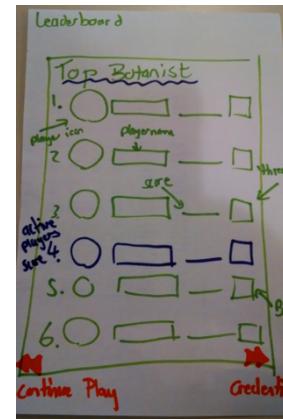
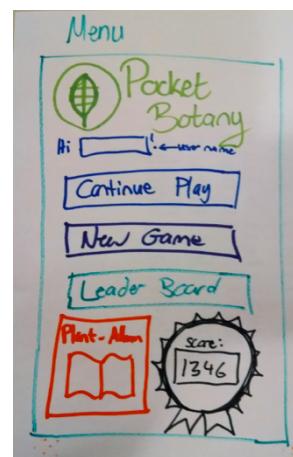
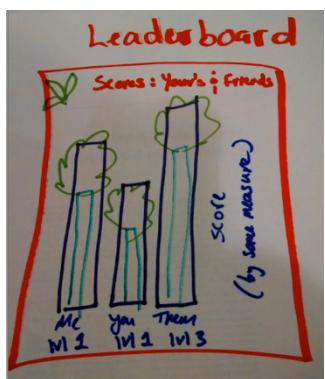
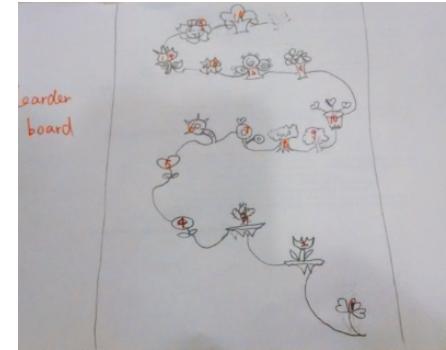
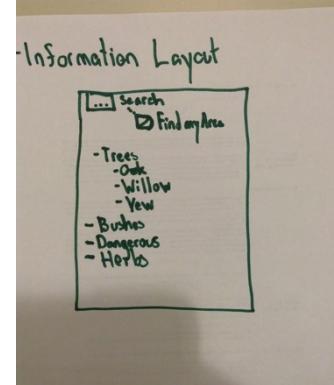
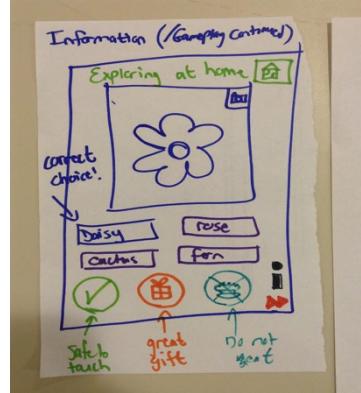
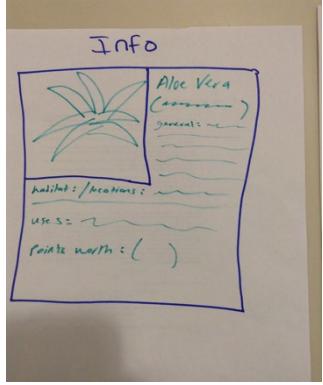


Results

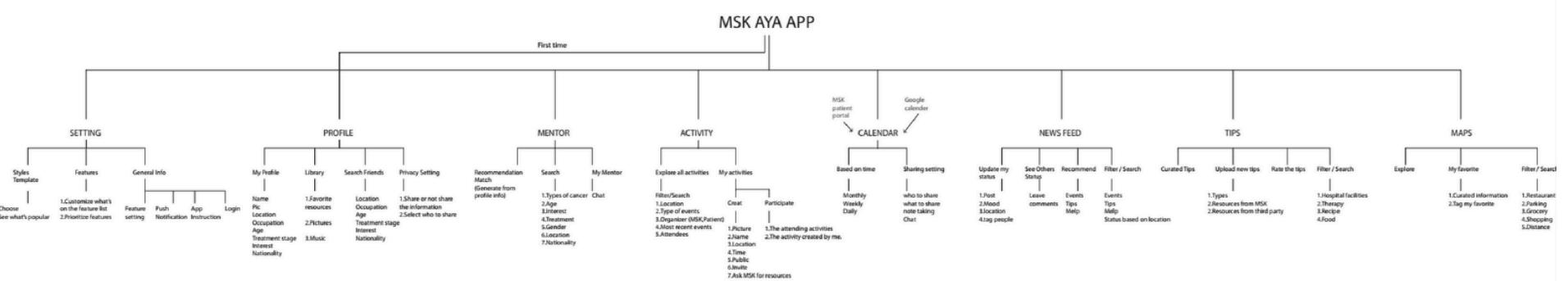
Reach	35,737
Ad Clicks	129
Click-Through Rate	0.769%
Cost per Click	\$0.77



4. Feature development / paper prototypes



5. Information structure

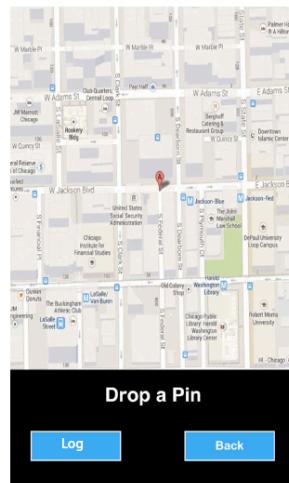


	Tips	411	Sharable schedule	Chat	Mentorship	Activity Creation	News Feed	Profile	Map	Career Network	Shopping	Safe Space/Lockerroom
Content Generation	1.MSK approved info from inside & outside MSK 2.Patients	MSK patient & staff	Patients & Family	Patient to patient	Patient, Survivor	MSK Patient & Third party	MSK patient	Patients, Survivor		Patients & MSK	MSK & Retailers	MSK patient, MSK
Access	Patients & Family	MSK patient & staff	Patients & Family	Patients, Survivor	MSK Patients & Survivors	MSK patient & staff	MSK patient	Patients, Survivor, Parents		Patients & MSK	MSK patient & Family	MSK patient, MSK staff
Curation	MSK overlooks the patients generated contents	MSK	User/patient control/monitor	Administrator oversight and dashboard	MSK approves/invites former patients to participate	MSK	N/A	N/A		MSK	N/A	MSK monitor, patient participation
Key Technology	Searching engine	1.Web-mapping (google map API) 2. Indoor positioning system	1.Future possible integration with MSK portal 2.Google calendar API 3. Web-mapping and indoor navigation	Online chat (secure) Algorithm for key words identification (warning signs)	1.Search Engine 2. Search Database	1.Google Calender API 2.Potential social media events integration 3.Curated database	Content feed conglomerate (how? what is the algorithm?) proximity can make the new feeds relevant	OAuth (facebook authorization, content pull control)		Streaming video, content aggregator from 3rd parties to build out database/news feed	News feed aggregator to showcase wishlist and trending deals	Keywords identification
Scale Strategy	At least 25 (ideally 50) tips per category	1.At least 30-50 recommendations per category (Ratings, comments, reviews). 2. 1-5 new deals per week	N/A, this is for the patient and caregivers they choose to include, not the community at large	Active participation of ideally 200-300 current patients as well as 200-300 survivors. To get this off the ground initial participation by select MSK agents might be necessary.	Ideally at least 200-300 mentors and 200-300 mentees looking for active engagement	5-10 activities a week, at least 20 activities per month.	1. New at least 2-5 new tips and info every week 2.Different popular tips and 411 everyday. 3. Closest and latest updates from closest to me. 4. Identify patients willing to have their post elevated to the top to help build interest in early stages	1.Required info:Age/gender/Emergency Contact / Personal contact / Cancer type 2.Optional info:Treatment stage / Profession / Residential / Ethnicity / Status	Work with MSK educators and psychologist to create robust library of information; feed of patient job search information and potential LinkedIn integration a possibility	3-5 new deals every day. Every month has 3-7 shopping days to promote certain product or brand. Integration of patient wish list (which would link back to profile) a potential way for family to see what patient would want	MSK initiates 20 general cancer related topics as well as 15-20 pressing topics related to life with cancer such as sex and dating, drinking, relating to friends, etc.	
Contents	1.Eating / Exercise / Treatment care / Mental Care / Hospital Facilities / Programs 2.Rating	1.Parking 2.Restaurants 3. Hotel info/BnB 4.Sight-seeing near MSK 5. Car rental 6.Shopping/supermarket / grocery store	Treatment, Activity, Visiting, Medical	1.Group chatting, one to one chatting	1.Personal profile of Mentor&Mentee: Life story, age, cancer type, interests, gender, picture. 2.Chat	Time, attendees, host, roles, pictures, remotely participating	1.Activity (recent happening/ear), music(who near you is listening what), age, gender, Cancer type, Treatment stage, Emergency Contact, Profession, Residential, Introduction, Ethnicity, status, Personal contact	1.Skills teaching 2. Interview Advice 3.Networking	Show current promotions and aggregate news feed of what is trending	Place to explore targeted related wellness questions (sex, dating, life) and coping with life during cancer and cancer treatment		
Execution-back end	1.Only show tips related to your cancer type 2.Medical staff review of patient generated contents (screen of inappropriate info)	N/A	N/A	Algorithm for keyword identification	Algorithm for keyword identification and possible screening criteria/invitation protocol for mentor participation	MSK collaborates with the third party to provide more activities.	Activity, Story, Post&Comment, Tips, 411 aggregation, Keyword identification	N/A	N/A, should be no questionable content generated from this feature	MSK would have to determine partner strategy protocol	Algorithm for keyword identification for harm reduction.	

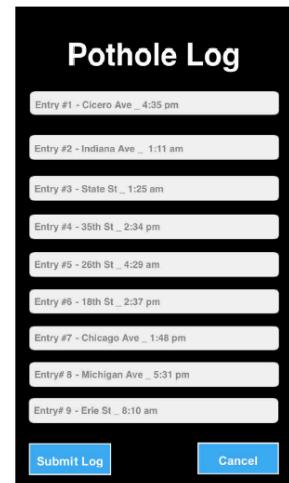
6. Interaction prototype



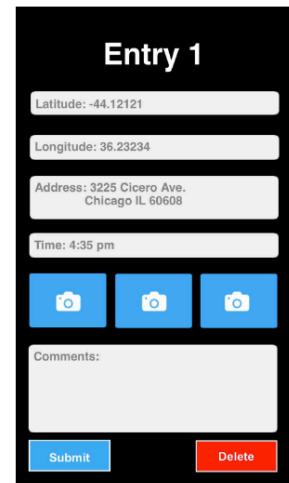
- Report Button:
Allows drivers to log a pothole by one push of a button through the drivers GPS location.
- Pin Drop:
Takes user Drop a Pin feature for delayed reporting
- Log:
Allows the driver to see all their logged potholes.



- Log:
Allows the driver to see all their logged potholes.
- Back:
Takes the driver back to the GPS report page



Allows the user to see all of their logged potholes as well as submit all the logs to Chicago Department of Transportation.
By selecting an individual entry, it will take the user to the pothole entry page where it allow the user to edit, submit or add additional information.



The entry page allows the user to report an individual pothole with additional information such as damage. The user can attach comments and photos which will be added to their registration information and submitted for a damage claim.

7. Strategy

MSK Neighborhood

Let's address the holistic care of the entire community which supports patients at MSK... Patient care is more than the patient.

Strategy	Features
Digital Experience The application exists solely on a digital platform.	Family Page
Hybrid Experience Interaction exists both digitally and facilitates physical activities too.	Community Page
Treat as Patient Help TPA through cancer related psycho-social support.	Family Mentorship
Treat as Person Address daily life needs, especially as they relate to TPA life choices.	MSK Yelp
MSK This app should be branded and "owned" by the hospital.	Sharable Calendar
New Brand This app will stand alone as a new offering with its own name, so it can be scaled outside of MSK hospitals and around the world and also to give teams a fresh perspective of MSK.	Status Update
Open This app should be branded and "owned" by the hospital.	
Close This app will stand alone as a new offering with its own name, so it can be scaled outside of MSK into other hospitals and around the world.	
Patient-Focus Services should primarily cater to TPA patient needs.	
Family-Focus Services actually focus on family needs and how to connect family/care-givers.	

MSK TPA Digital Application | Fall 2014 | IIT Institute of Design

Homework: due next Tuesday, Sept 1 at midnight

- This is an individual assignment
- Complete the project proposal template
- Submit on iGroups by midnight on Jan 20
- Identify a “problem in your (future) profession”. DO NOT be concerned with the solution, in fact you SHOULD HAVE NO SOLUTION IN MIND – just identify the problem.
- Talk to your colleagues, bosses, professors, staff. You can also do secondary research.
- The submitted problems will be reviewed by the faculty. We will pick the 12 problems we think will yield the best projects. Next week you will form teams, picking the project you want to work on.