

A health app by Kaiser Permanente

Design Sprint

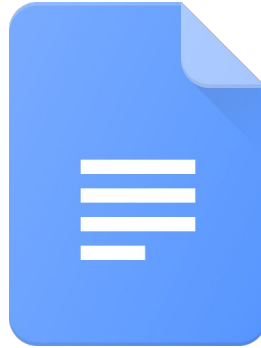
Product Manager: Saloni Suman



Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

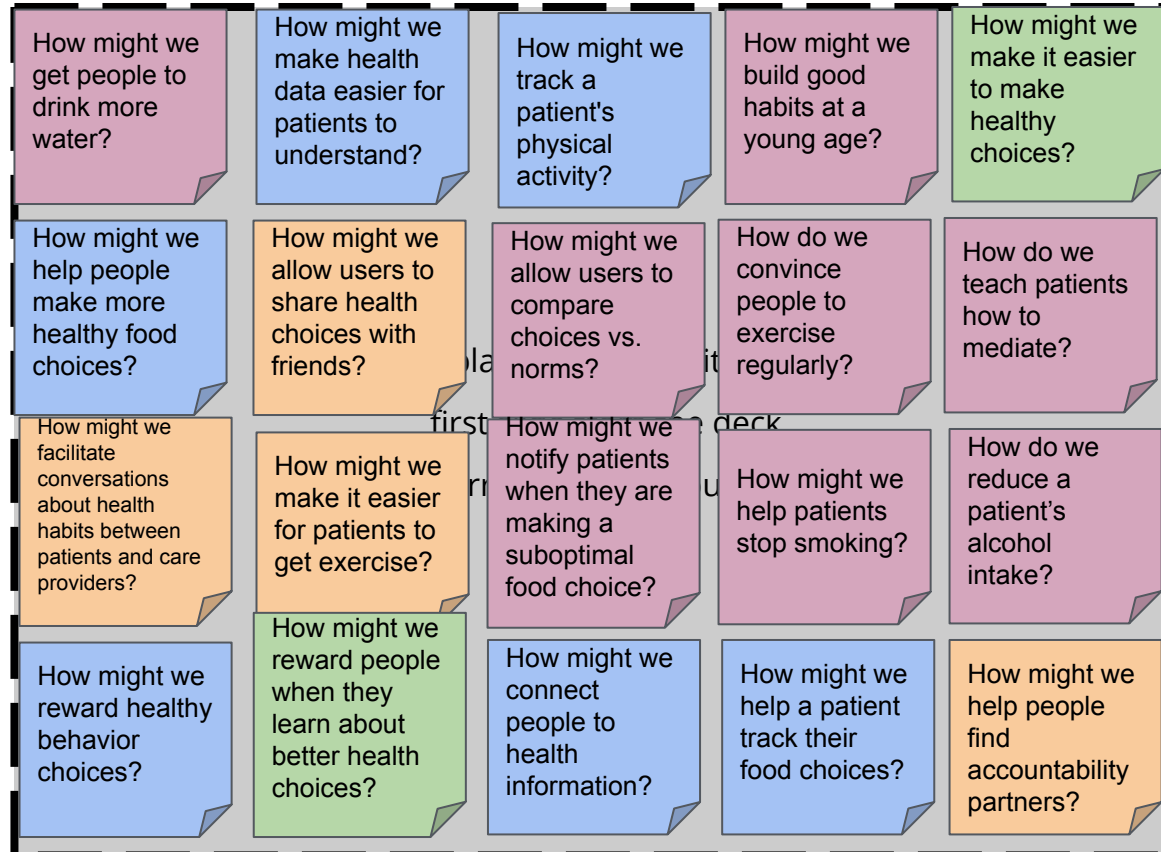


<https://docs.google.com/document/d/1NPcK-QbZAVdZjTOugNhCFeVACLfuZjsx2SiihN-tLNI/edit?usp=sharing>

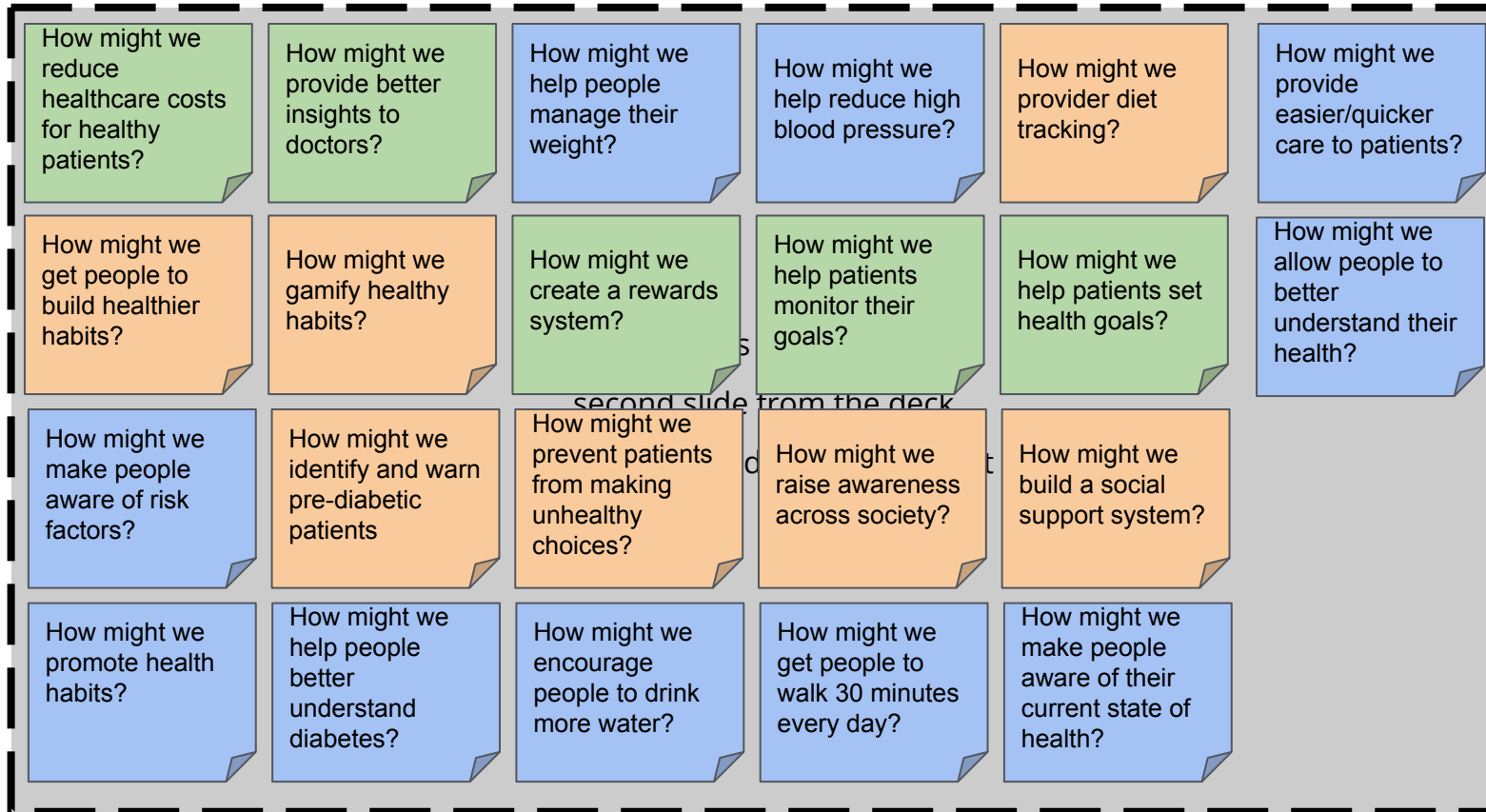
Understand

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

Other stickies 1



Other stickies 2



Other stickies 3

How might we reward patients for eating more vegetables?	How might we reduce sedentarism?	How might we incentivise exercise?	How might we identify healthy habits with the most benefit?	How might we gamify positive lifestyle changes?	How might we allow people to better track their own health data?
How might we create a personalized plan?	How might we warn users about unhealthy choices?	How might we make healthy food choices accessible?	How might we make healthy food choices affordable?	How might we encourage goals patients already are trying to make?	How might we use ubiquitous technology to improve patient health?
How might we make patients feel accountable?	How might we provide activity tracking?	How might we improve patient satisfaction and well being without increasing costs?	How might we educate our patients about healthy habits?	How might we help patients increase their physical activity?	How might we use ubiquitous technology to track patient data securely?
How might we reward patients for walking more?	How might we reward people for good behaviors?	How might we educate our patients about preventative health care?	How might we allow for safe and secure sharing of health data btw patient and caregiver.	How might we gamify health?	How might we allow people to better access their medical records?

How might we stickies..

Healthy eating/drinking habits

how might we get more people to drink more water?

how might we help people make more healthy food choices?

how might we help a patient to track their food choices?

how might we help a patient stop smoking?

how do we reduce patient's alcohol intake?

how might we provide diet tracking?

how might we make healthy food choices affordable?

how might we make healthy food choices accessible?

how might we reward patients for eating more vegetables?

how might we educate people about healthy habits?

how might we educate people about preventive health care?

how might we help people build healthier habits?

How might we stickies..

Conversation between healthcare and patients

how might we facilitate conversations about health habits between patients and care providers?

how might we connect people to health information?

how might we provide easier/quicker care to patients?

how might we allow safe and secure sharing of health data between patients and caregiver?

how might we provide quicker/easier care to patients?

Rewards

how might we reward healthy behaviour choices?

how might we reward people when they learn about better health choices?

how might we create a reward system?

how might we reward patients for eating more vegetables?

how might we reward people for good behaviour?

How might we stickies..

Workout help/tips

how might we incentivise exercise?

how might we provide activity tracking?

how might we gamify health?

how might we help patients increase their physical activity?

How might we get people to walk for 30 minutes everyday?

how do we teach patients how to meditate?

how might we encourage goals patients are already trying to make?

Tracking information/data

how might we connect people to health information?

how might we help people to track their food choices?

how might we provide activity tracking?

how might we help patients track their own health data?

how might we use ubiquitous technology to track patient data securely?

how might we allow for safe and secure sharing of health data between patient and caregiver?

How might we stickies..

other -

how might we create a personalized plan?

how might we provide better insights to doctors?

how might we reduce health care costs for health patients?

how might we raise awareness in society?

diabetes -

how might we help people understand diabetes?

how might we identify and warn pre-diabetic patients?

Theme 1 - Workout/eating habits

How might we help people make more healthy food choices?

How might we help patients reduce alcohol and smoking

How might we provide diet tracking?

Healthy eating

Track workout/physical activities and recommend based on their health data

- activity tracking
- suggesting every day walk,meditate and have goals

Track eating/ habits and recommend what to eat and what not to eat

- drink more water,make healthy food choice
- reduce smoking and drinking alcohol
- educate patients build healthier eating/drinking habits

how might we provide activity tracking?

how might we help patients increase their physical activity?

How might we help patients to achieve goals?

Workout

Theme 2 - Track your health data,talk to the care providers & understand diabetes

how might we connect people to health information?

how might we allow for safe and secure sharing of health data between patient and caregiver?

how might we help patients track their own health data?

Access to health data

- allow for safe and secure sharing of health data between patient and caregiver
- facilitate conversations about health habits between patients and care providers
- have a personalized plan for the patients
- identify and pre-warn diabetes patients
- help people understand diabetes

how might we create a personalized plan?

how might we help people understand diabetes?

how might we provide easier/quicker care to patients?

Talk to care providers

Sprint Focus

Focus

Tracking workout and eating habits, track your health data, talk to the care providers & understand diabetes

Slide

#12,13

I selected this theme because

The main idea of the Kaiser Permanente health app is to track patient's eating and workout habits and make recommendations based on their health data and their habits. The company is also aiming at reducing diabetes risk or have the diabetes levels in control for already existing patients. In order to do this, it's important for the patients to know about their health data, talk to the doctors, understand diabetes and make changes to their existing lifestyle

Define

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

Success Metrics

- Set at least two user-centered *goals*
- Identify changes in user behavior will *signal* success in reaching the goal
- Create a *metric* to measure each signal

	Goals	Signals	Metrics
Happiness	Signing up to the app	Using the app post sign up	Numbers of users signing up for the app
Engagement	Number of visits per week	Getting subscribed to the app	Average number of times user's visit the app and use its features
Adoption	Share success stories with friends, inspire them to use this app and follow recommendation	Number of new sign ups with referrals	Sign up rate with referrals
Retention	Subscriptions to the app	Opt in for subscriptions	Rate of monthly subscription
Task Success	Have a healthy body	Number of times patients use the app	Average time to achieve the goals following the recommendations

A health app by Kaiser Permanente (Press Release)

It is for the patients/subscribers of Kaiser Permanente. Its an attempt to make subscribers healthier. It has a personalized plan for the subscribers which recommends what changes they should implement in their eating and workout habits. Also, it comes with an extra feature, which is connecting to the healthcare givers. It will also have dietary food recommendations purely based on user's preferences. The company will have tie ups with the Gyms where patients could avail an offer too.

Sketch

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

8 Sketches

RECOMMEND-
ATION ON
EATING
&
WORKOUT
HABBIT

CONNECT
TO
SOCIAL
MEDIA

SELL SHOES
&
GYM
GEAR

MAKE
APPOINT
MENT
WITH
NUTRITIONIST

REFER A
FRIEND

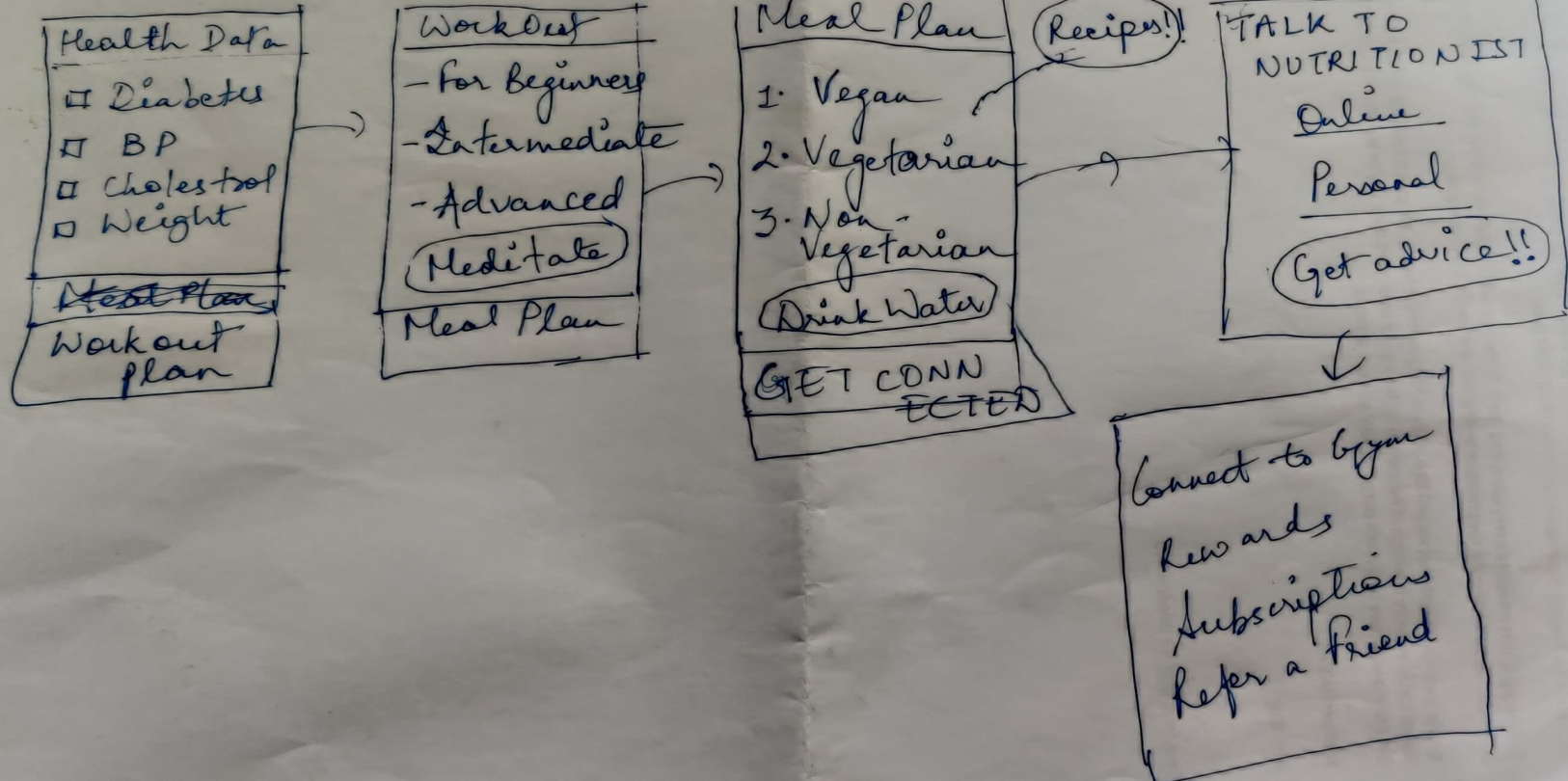
INSURANCE
POLICY
DETAILS

MEMBER
SHIP WITH
GYM &
TRAINERS

DISCOUNTS
OR
REWARDS

Solution Sketch 1

RECOMMENDATIONS ON EATING & WORKING HABITS



Decide

Pick the final concept that you develop into a prototype

Decision

Decision

Recommendations on eating and workout habits plus connecting to the nutritionist and the gym

Rationale

The main idea is to recommend the type of workouts the user should follow in order to lead a healthy lifestyle. Looking at the patients health data it will be advised to them. Also, the subscribers to this feature will get a chance to talk to the health care providers to understand and get the advice from them. I would also like to add Rewards,Subscriptions,Refer a friend and Connect to a Gym options.


Prototype

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

Storyboard




<https://app.theplotstudio.com/>

**Plot**

Kaiser Permanente Health App

DashboardMy AccountBillingFAQLogout


Time to change Lifestyle



SCRIPT1
John is 45 years old, recently got diagnosed with higher levels of diabetes. He realized that he has been living a very unhealthy lifestyle and now its a time for change.

ACTION
Enter text here...



Found the app




SCRIPT2
John is a Kaiser Permanente subscriber and gets to know about the health app offered by them. He is very excited to see what they offer and how it can improve his health conditions.

ACTION
Enter text here...

Eat right



Workout right



SCRIPT3
John gets the app ready to go with his subscriptions set. He sees that the app is already linked to his health data and he can see recommendations on what should he eat and what exercise routine he should follow.



ACTION
Enter text here...

Dietary Options

Vegan

vegetarian

Non vegetarian






SCRIPT4
John is a vegan and is very happy to see the dietary options given to him. He can choose from a wide range of healthy variety.

Start working out

Go for a walk!



Leg day yay



Burpees

SCRIPT5
John has also an option to start with lighter workouts, he starts by going out for walks and then move to lunges and burpees.

get connected to the nutritionist



SCRIPT6
John also started talking to the health care givers, discussing his progress and getting feedback from them. John has an option to meet them online or personally.

T

1 John is 45 years old, recently got diagnosed with higher levels of diabetes. He realized that he has been living a very unhealthy lifestyle and now its a time for change.

2 John is a Kaiser Permanente subscriber and gets to know about the health app offered by them. He is very excited to see what they offer and how it can improve his health conditions.

3 John gets the app ready to go with his subscriptions set. He sees that the app is already linked to his health data and he can see recommendations on what should he eat and what exercise routine he should follow.

4 John is a vegan and is very happy to see the dietary options given to him. He can choose from a wide range of healthy variety.

5 John has also an option to start with lighter workouts. he starts by going out for walks and then move to lunges and burpees.

6 John also started talking to the health care givers, discussing his progress and getting feedback from them. John has an option to meet them online or personally.


7 Following the recommendations for a few months, John has reduced weight and also his diabetes levels are in control. John is very happy with his improving health conditions. he is also recommending others to use this app and get the right advice.

IMG_20200414_20...jpgIMG_20200414_20...jpgFA_20200414-0531.zipFA_20200414-0525.zipFA_20200414-0513.zipFA_20200414-0458.zipFA_20200414-0449.zip

Show all

Storyboard


<https://app.thepilot.io/projects/40f386dd-8bab-4>



 **Plot** Kaiser Permanente Health App

Dashboard My Account Billing FAQ Log

Vegan

Vegetarian

Non vegetarian





SCRIPT

John is a vegan and is very happy to see the dietary options given to him. He can choose from a wide range of healthy variety.

ACTION

Enter text here...

Leg day yay





SCRIPT

John has also an option to start with lighter workouts, he starts by going out for walks and then move to lunges and burpies.

ACTION

Enter text here...




SCRIPT

John also started talking to the health care givers, discussing his progress and getting feedback from them. John has an option to meet them online or personally.

ACTION

Enter text here...

Successful Improvements



SCRIPT

Following the recommendations for a few months, John has reduced weight and also his diabetes levels are in control. John is very happy with his improving health conditions, he is also recommending others to use this app and get the right advice.

ACTION

Enter text here...

T

- John is 45 years old, recently got diagnosed with higher levels of diabetes. He realized that he has been living a very unhealthy lifestyle and now its a time for change.
- John is a Kaiser Permanente subscriber and gets to know about the health app offered by them. He is very excited to see what they offer and how it can improve his health conditions.
- John gets the app ready to go with his subscriptions set. He sees that the app is already linked to his health data and he can see recommendations on what should he eat and what exercise routine he should follow.
- John is a vegan and is very happy to see the dietary options given to him. He can choose from a wide range of healthy variety.
- John has also an option to start with lighter workouts, he starts by going out for walks and then move to lunges and burpies.
- John also started talking to the health care givers, discussing his progress and getting feedback from them. John has an option to meet them online or personally.
- Following the recommendations for a few months, John has reduced weight and also his diabetes levels are in control. John is very happy with his improving health conditions, he is also recommending others to use this app and get the right advice.

IMG_20200414_20...jpg

IMG_20200414_20...jpg

FA_20200414-0531.zip

FA_20200414-0525.zip

FA_20200414-0513.zip

FA_20200414-0458.zip

FA_20200414-0449.zip

Show all

Prototype(<https://www.figma.com/proto/yhL1GWBAq0cTCiPFs88JHR/Prototype-1?node-id=7%3A56&scaling=min-zoom>)

Description

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

It's a high level description of the app in reality. It describes the flow from one screen to another.

Assumptions

- Any assumptions within the prototype

- User's health related data is linked to the app
- Users can see the personalized plan for them
- Users are subscribed with Kaiser Permanente

Tasks

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

- Users can login
- Users can look at their health data and personalized exercise and diet plan for them.
- Users can schedule an online meeting or a personal meeting with the health care giver



Link your
prototype

Validate

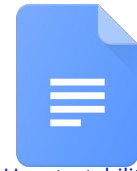
Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

Plan and recruit for research



https://docs.google.com/document/d/1jwS7coZLMFaRSbZc0zi3kX4laGJIWP_Hr_gR0H6gojyM/edit?usp=sharing

User Testing



[User testability notes](#)



[Interview with Gurpreet.aac](#)

Key Findings from Participant 1

What worked well

The interview went well. The participant could understand the usefulness of the health app, said that the app is easy to understand and follow.

Where participants got stuck

The participant could understand my messages and did not get stuck

Other observations

The participant suggested to have a easy workout option included for beginners which is a good feedback and should be looked at.
The participant also mentioned if we are including the recipes with vegetables and chicken, should be looked at.

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI <ul style="list-style-type: none">• <i>What data is needed to draw the UI on the screen?</i>• <i>Where is the data coming from</i>	First, user's health data is needed to appear on the screen, next the recommended workout and food items should be listed. Next the user needs to connect to the appointment system. The user data is coming from the user database. This has to be connected to the personalized plan which might be stored in other database.	Do we already have a user database where his health reports are recorded? If yes, how can we have a personalized plan for them? Can generation of personalized plan be automated? Can we use machine learning here ?
User generated data <ul style="list-style-type: none">• <i>Is it stored?</i>• <i>Where/how?</i>• <i>How will that data be used again?</i>	To be organised in a better way we need to have a different database to track activities on the app. This data can be used to recognize the user pattern which in result can make the recommendation stronger, with proof.	Which database/technology we should use to track user behavior? Do we have an existing system which can be used for this?.
Latency <ul style="list-style-type: none">• <i>How quickly should things load?</i>• <i>Are there any operations that might slow down load time (ie: a call to another service)?</i>	Things should load in fraction of seconds. When the user hits a click button to go the next page, it should not slow down	How do we measure latency? Will latency be impacted with number of growing users?

Iterate

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

User Testing



[User testability notes](#)



Vinayak's interview

Key Findings from Participant 2

What worked well

The interview went well. The participant could understand the usefulness of the health app, said that the app is easy to understand and follow. Also, the user recommended to have calorie count, number of steps and connection to external device to monitor heart rate and sleeping patterns

Where participants got stuck

The participant could understand my messages and did not get stuck

Other observations

The suggestions by participant to include number of steps can be easily added. For heart rate and sleeping patterns we would need the app to be connected to an external device, this can be included in the roadmap.

Prototype v2(<https://www.figma.com/proto/lcJWRInpgXQzXXXyqlfCJq/Prototype-2?node-id=7%3A56&scaling=min-zoom>)

Description

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

It's a high level description of the app in reality. It describes the flow from one screen to another.

Assumptions

- Any assumptions within the prototype

- User's health related data is linked to the app
- Users can see the personalized plan for them
- Users are subscribed with Kaiser Permanente

Tasks

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

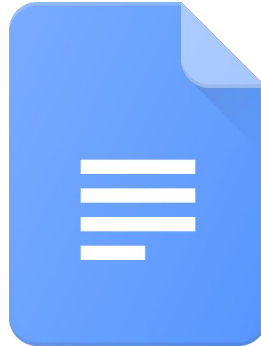
- Users can login
- Users can look at their health data and personalized exercise and diet plan for them.
- Users can schedule an online meeting or a personal meeting with the health care giver
- There is a set of different exercises for beginners
- Users can also get a healthy recipe from the app
- Users can see the number of steps taken



Link your
prototype v2

Handoff

Updated PRD



https://docs.google.com/document/d/1J9M_FlemT_RxYw2mtlvfsAnfzVmmGMm_tRi81r8MPbw/edit?usp=sharing