Valuable Health
Design Sprint

Product Manager: Sarah Al-Muhaysh

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

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 create a rewards system?

How might we gamify healthy habits?

How might we reward people for good behaviors?

How might we build a social support system?

How might we remind users to keep up with their goals?

How might we promote healthy food?

How might we track exercise burned calories?

How might we promote healthy habits?

How might we get people to build healthier habits?

How might we monitor goals effectively?

How might we help patients set health goals?

How might we create a database for healthy food?

How might we create a database for daily exercises?

How might we track users' consumed calories?

How might we create a personalized plan?

How might we provide activity tracking?

How might we help people manage their weight?
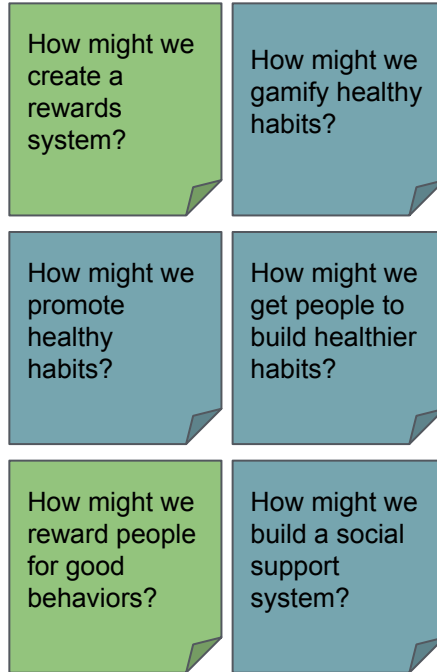
How might we provider diet tracking?

How might we encourage people to drink more water?

How do we convince people to exercise regularly?

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

Sorted Stickies
Healthy Habits

How might we create a rewards system?

How might we gamify healthy habits?

How might we promote healthy habits?

How might we get people to build healthier habits?

How might we reward people for good behaviors?

How might we build a social support system?

Encourage Healthy Habits

How might we encourage people to drink more water?

How might we promote healthy food?

How do we convince people to exercise regularly?

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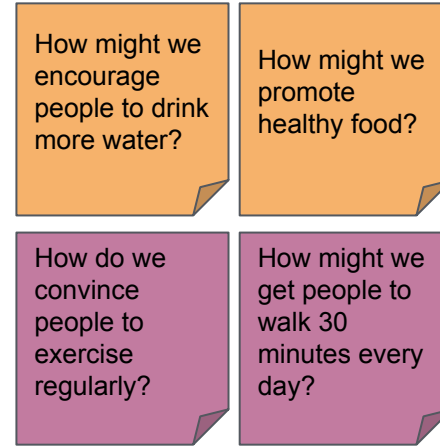
Build Healthy Habits

Sorted Stickies Cont.
Building Application

How might we track users' consumed calories?

How might we provider diet tracking?

How might we track exercise burned calories?

How might we provide activity tracking?

How might we remind users to keep up with their goals?

How might we monitor goals effectively?

Track User Activities

How might we create a database for healthy food?

How might we create a database for daily exercises?

Data

How might we create a personalized plan?

How might we help patients set health goals?

How might we help people manage their weight?

Personalization

Sprint Focus

Focus	Building Application
Slide #	slide # 7
I selected this theme because	Building an application that promotes physical activities is the core objective of the application. Increasing physical activities can reduce the probability of catching diseases related to poor physical activities. Additionally, it can help in promoting healthy habits.

Define

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

Kaiser Permanente where your Health is Valuable

Published by Sarah Al-Muhaysh

Kaiser Permanente is pleased to announce the release of the Valuable Health application for all of its members and non-members. The company's main objective is to decrease chronic diseases and increase the community's health awareness by promoting fitness. Chronic diseases, such as heart diseases and obesity, are prevented by conducting physical activities. The application encourages users to perform physical activities, eat healthy food, and build healthy habits leading to a healthy self-aware community.

The application provides access to a massive database of daily exercises programs and healthy food recipes to facilitate achieving health goals. Valuable Health subscribers have premium access to a personalized fitness experience where one-to-one sessions with a trainer and nutritionist are provided throughout the user fitness journey. In addition, Valuable Health users receive virtual rewards for accomplishing monthly challenges to entice them during their fitness journey. The application is available to download for both iOS and Android devices.
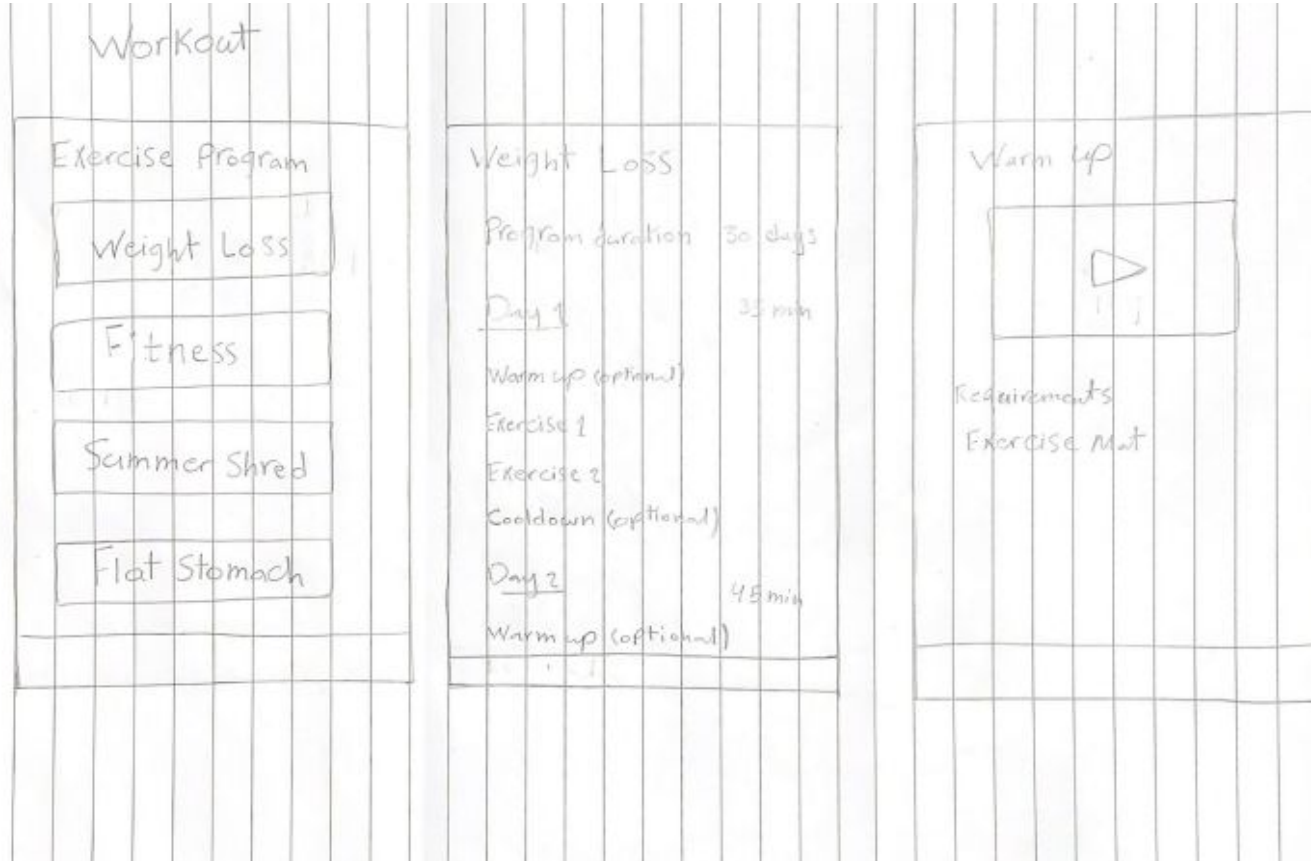
Sketch

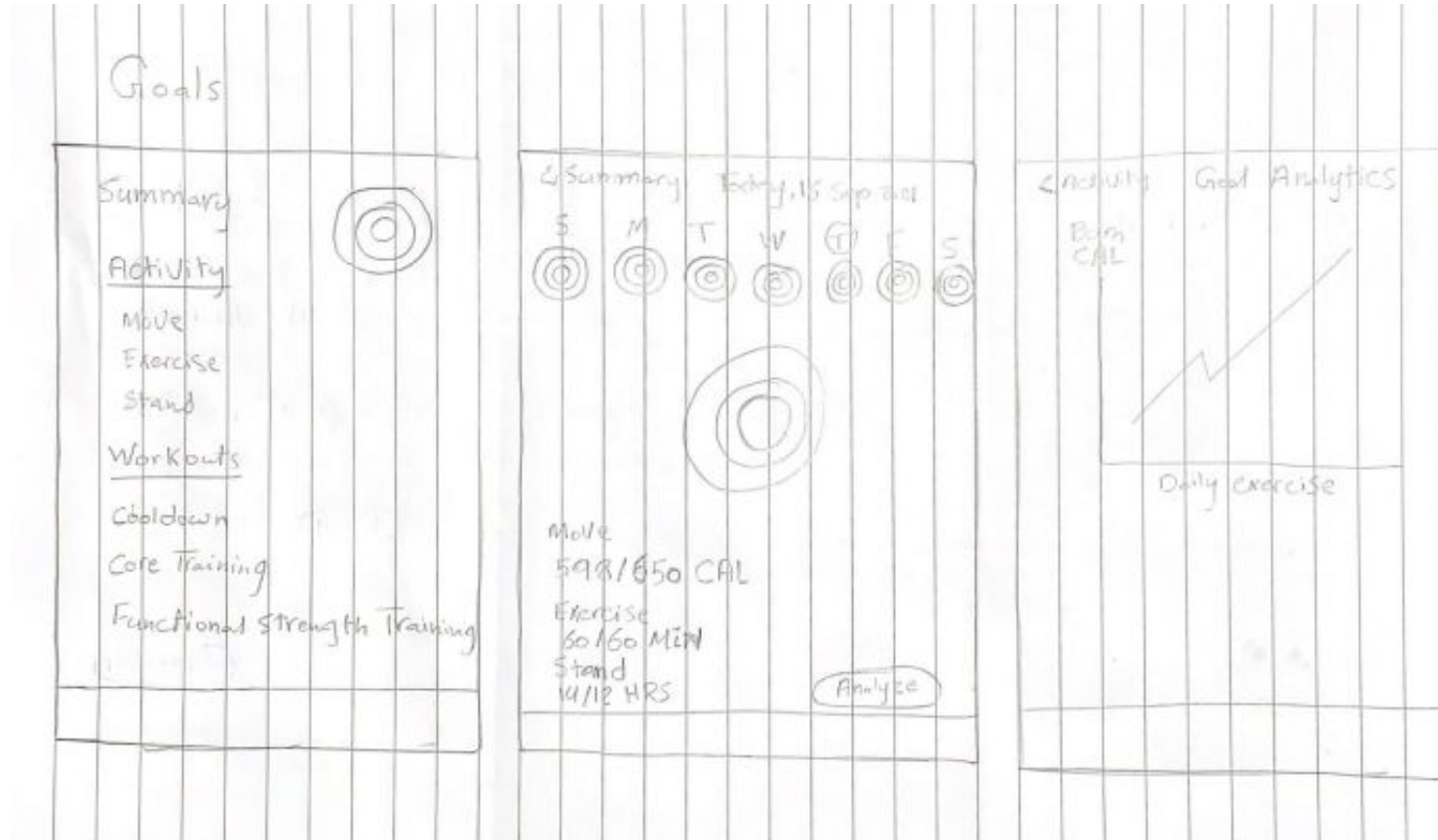Generate tons of ideas, then narrow them down to two in depth solution sketches

8 Sketches
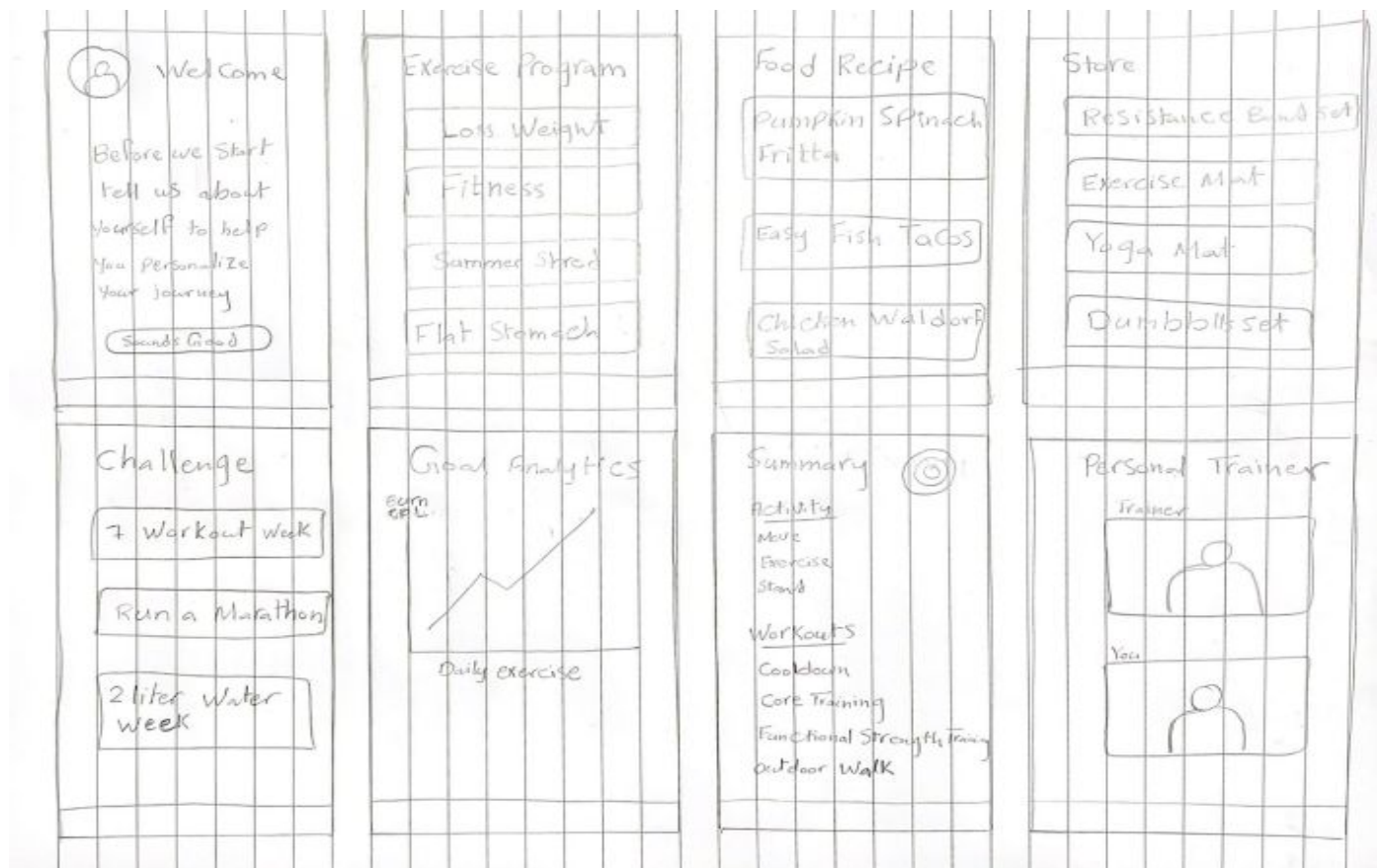
Solution Sketch 1

Solution Sketch 2

Decide

Pick the final concept that you develop into a prototype

Decision

Decision	Workout
Rationale	Selecting the desired program is similar to setting a fitness goal because both can lead the user to have a sense of achievement. Additionally, exercise programs directly impact the user's health and can lead to a healthy lifestyle. Therefore, it decreases the possibility of having a chronic disease.

Prototype

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

Storyboard

Prototype

Description ● High level overview of the prototype ● What does it do?	The prototype is an app that prompts fitness for Kaiser Permanente members and non-members. The prototype homepage shows its full functionality for non-members. The user can start his fitness journey by selecting a program. Additionally, the user can view the selected program daily exercises.
Assumptions ● Any assumptions within the prototype	● The user is not a premium subscriber to Kaiser Permanente ● The application only shows one program in details
Tasks ● What are the tasks that a user can complete in the prototype?	● Start → "Login" or "Sign up" ● Sign up →Personal information → Click "Submit" → Click "exercises" → Click "Weight Loss Program" → Logout ● Login → Click "exercises" → Click "Weight Loss Program" → Logout

Valuable Health 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

Valuable Health Research Plan

User Testing: Participant 1 Key Findings

What worked well	- Good layout - Simple layout - Buttons can show their purpose
Where participants got stuck	-
Other observations	- Better to activate the "Food Recipe" button - Would use the application

User Testing: Participant 2 Key Findings

What worked well	● User-friendly ● Straight forward ● Good utilization of iCons
Where participants got stuck	-
Other observations	● Fear of getting scammed or that I will not receive a satisfying service or results ● Will use the application

Handoff

Updated PRD

Thank you