

# KPFit by Kaiser Permanente

Design Sprint

**Product Manager: SUMIT SHARMA**



# Set the stage

Set the stage for the Design Sprint by framing the problem

# Initial PRD

## Background

As the cost of healthcare is increasing every year and the cost of Type 2 Diabetes has increased over 26% in last 5 years. Kaiser spends billions of Dollars every year on Diabetes related costs. As there's no cure for type 2 diabetes, but preventive care methods like losing weight, eating well and exercising can help you manage the disease.

## Problem

To make our app successful the required features are tracking calorie intake, Physical activities tracking, a progress dashboard, community support, and educating the community by providing various courses.

Lose it is one of the competitors and it offers Calorie tracking and diet plans.

- To get started, user can input their profile details and app will calculate the daily calorie budget best for use.
- User can get calorie count by taking snaps for their food.
- By paying in app cost users can track more than just calories including macro, protein, water, carb, sugar, body measurements, sleep cycles, and more.

Cronometer is another competitor which offers nutrition and calorie tracking.

- Users can Log their meals and track all their macro and micronutrients.
- This app provide options to create custom foods, recipes, exercises and biometrics.
- Premium Cronometer Gold subscription offers Ad free!, Target Scheduler, Recipe Importer, Timestamps on diary entries and much more.

## Goals

Our app will be focused on 12.6M KP members and we will offer this app to each of them. This app will be designed by taking input from the KP community and we will be able to lower our healthcare cost eventually due to active users living a healthy lifestyle.

The initial goal is to help our users track their food, activities, and sleep daily. They join relevant groups and share their tracking related posts with the community.

They will continue maintaining that by tracking their goals and daily journal and sharing with the community.

# 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 encourage users to switch food habits?

How might we encourage users to exercise more?

How might we motivate users for a healthy lifestyle?

How might we encourage users to track activity?

How might we allow users to share their goals with others?

How might we build an health focused community?

How might we create and educated community?

How might we help users to share their progress with community?

# Encourage good food habits

How might we reduce healthcare costs for health patients?

How might we reward people?

How might we make engaging healthy habits?

How might we create accountability awareness in community?

How might we create a supportive social network?

How might we make users feel accountable for their health?

How might we create healthy routines?

How might we motivate people for healthy habits?

Incentives

Accountability

Routines

# Change the routine

How might we make it easier to switch to a healthy routine?

How might we stop users from continuing unhealthy routine?

How might we encourage people to keep track of water intake?

How might we help users to keep on with blood pressure?

How might we help users reduce or quit smoking?

How might we help users reduce or stop alcohol intake?

How might we encourage users to be more active?

How might we encourage people to exercise more?

Encourage better routines

Change in routines

Be active



# Personalization & Keeping up with the plan

How might we help users set health goals?

How might we help building a educated community?

How might we help users to create a personalized plan?

Personalization

How might we motivate users to maintain their health goals?

How might we encourage users to continue good food choices

How might we encourage users to build health conscious groups?

Keeping up with the Plan

# Track & Share

How might we add diet tracking?

How might we add activity tracking?

How might we add weight tracking?

How might we add goal tracking for users?

Personal goals Tracking

How might we help users share their progress?

How might we help users to share their goals with community?

How might we help users to share their achievement with community?

How might we help users to track their community progress?

Sharing & Tracking with community

# Education

How might we raise awareness in community towards healthy lifestyle ?

How might we spread awareness about diabetes, specially type 2 diabetes?

How might we aware community about the risk factors of unhealthy lifestyle?

Educating community

How might we educate community to build good habits at a young age?

How might we Identify and help pre-diabetic patients?

How might we make people aware about their current health?

Personal Assessment

# Sprint Focus

<b>Focus</b>	Education
<b>Slide #</b>	
<b>I selected this theme because</b>	Education plays a vital role in betterment of community. If users get better information within the app it will help them to adopt a healthy lifestyle and also educate them with benefits of being active, with this users will share their knowledge with other members of society who are not part of KPFit community and this will increase the user base for the app. A educated community will be focused on staying on track of healthy lifestyle and this will reduce the health insurance cost.

# Define

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

# KPFit a app by KP to help prevent diabetes

Sumit Sharma

KP is introducing it's new app to revolutionize the healthcare system "KPFit". This personalized app focuses on educating the community about type 2 diabetes and also helps in preventing such chronic diseases.

Now there is a way to identify diabetes symptoms and maintain a healthy lifestyle to fight or prevent pre-diabetes. KP hopes to cure this chronic disease with help of preventive care. 12.6M members of KP community can utilize the personalized features of this app to strategically make food and activity choices with the help of advanced AI.

'KPFit' provides recommendations based on health records or medical history shared by user. It will consider your current medications and health needs to make recommendations of food and physical activities. With real time tracking of vitals and physical activity it will provide you accurate information on the dashboard.

The goal is to spend less on healthcare cost by raising awareness about preventive health care. With the help of this app members can plan their health goals accordingly. They can make healthy food choices and track their physical activities with just one app.

The personalized tracking feature of the app reflects important information on the dashboard. This will help the members to stay motivated and keep working towards their goal of healthy lifestyle. The AI of this app takes input from users and improve itself as per the personal goals set by user.

One of the key feature is community. A portal to connect with rest of the members of KPFit to build a health focused community. It encourages members to interact with other members, share their personal goals, achievements, and progress in their journey of healthy lifestyle. Users can invite their family and friends in this community and share their food recipes and achievements, even they can appreciate other member's success and achievements.

The app provides educational courses related to personal health and development, better lifestyle and much more. The app will also help in finding nearby health related events like yoga session, fitness meet n greet, marathons etc. So that users can meet with members of the community and join them in the sessions.

In the KPFit premium version users will get additional features & benefits related to their goals. There will be more partner offers and deals. KP envisions this app to be your personal assistant towards you healthy lifestyle journey.

# Success Metrics

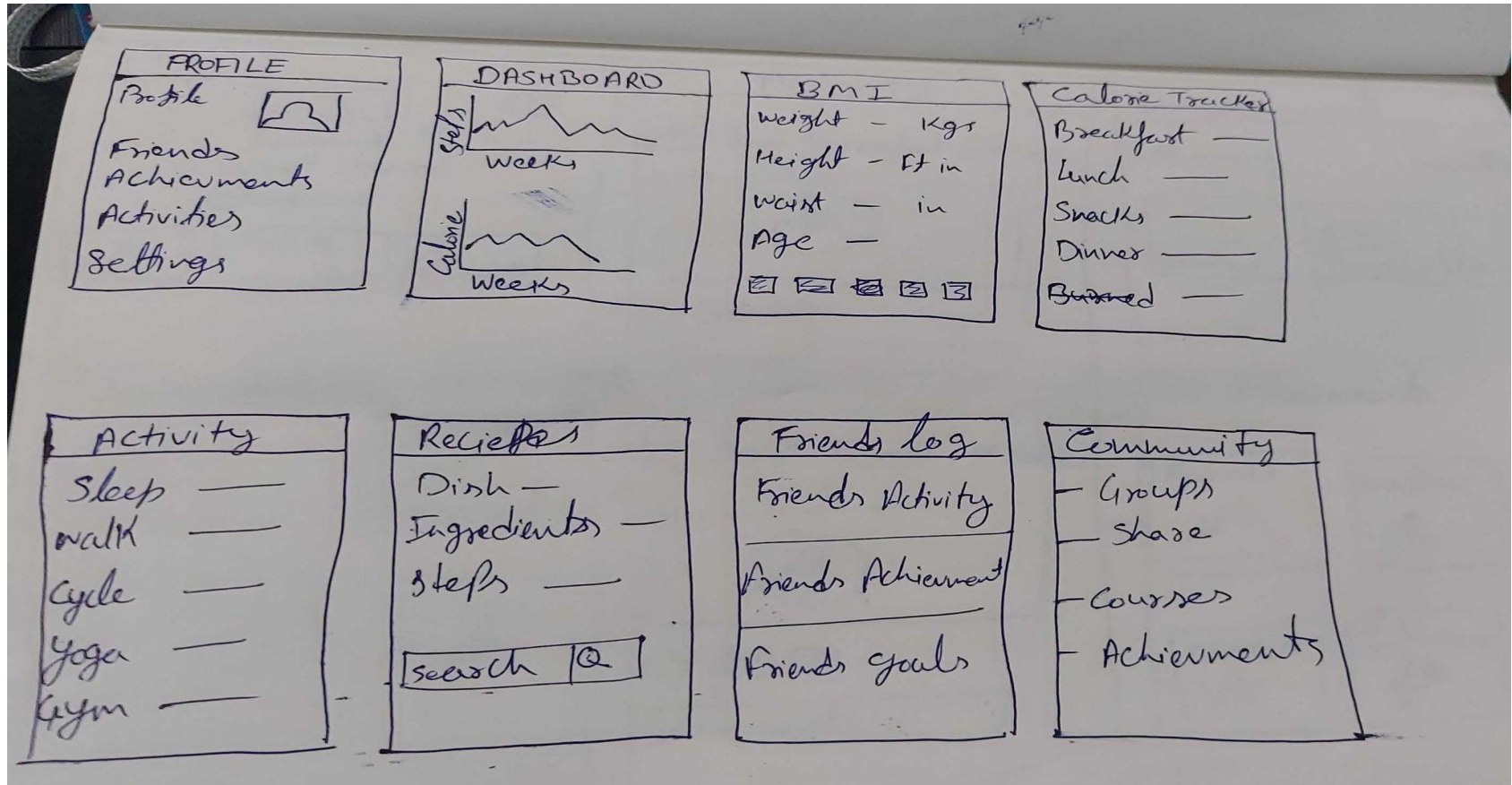
	Goals	Signals	Metrics
Happiness	Plan weight loss or fitness goals.	Calories intake, calories burned and physical activity goal.	Number of days following plans to achieve the goal.
Engagement	Track food and step counts.	Food plan, Sleep cycle, daily calorie requirement.	Activity log to keep track.
Adoption	Share with friends & family	Referral	Sign up percentage through referral.
Retention	Education courses & community interaction	Share goals, progress, success and achievements in community, enroll in courses	Post made, engagement on posts, enrollment in courses & course completion
Task Success	Food recipes & fitness activities nearby	Added in the clipboard as per app data or by searching the web	Time spent on the log



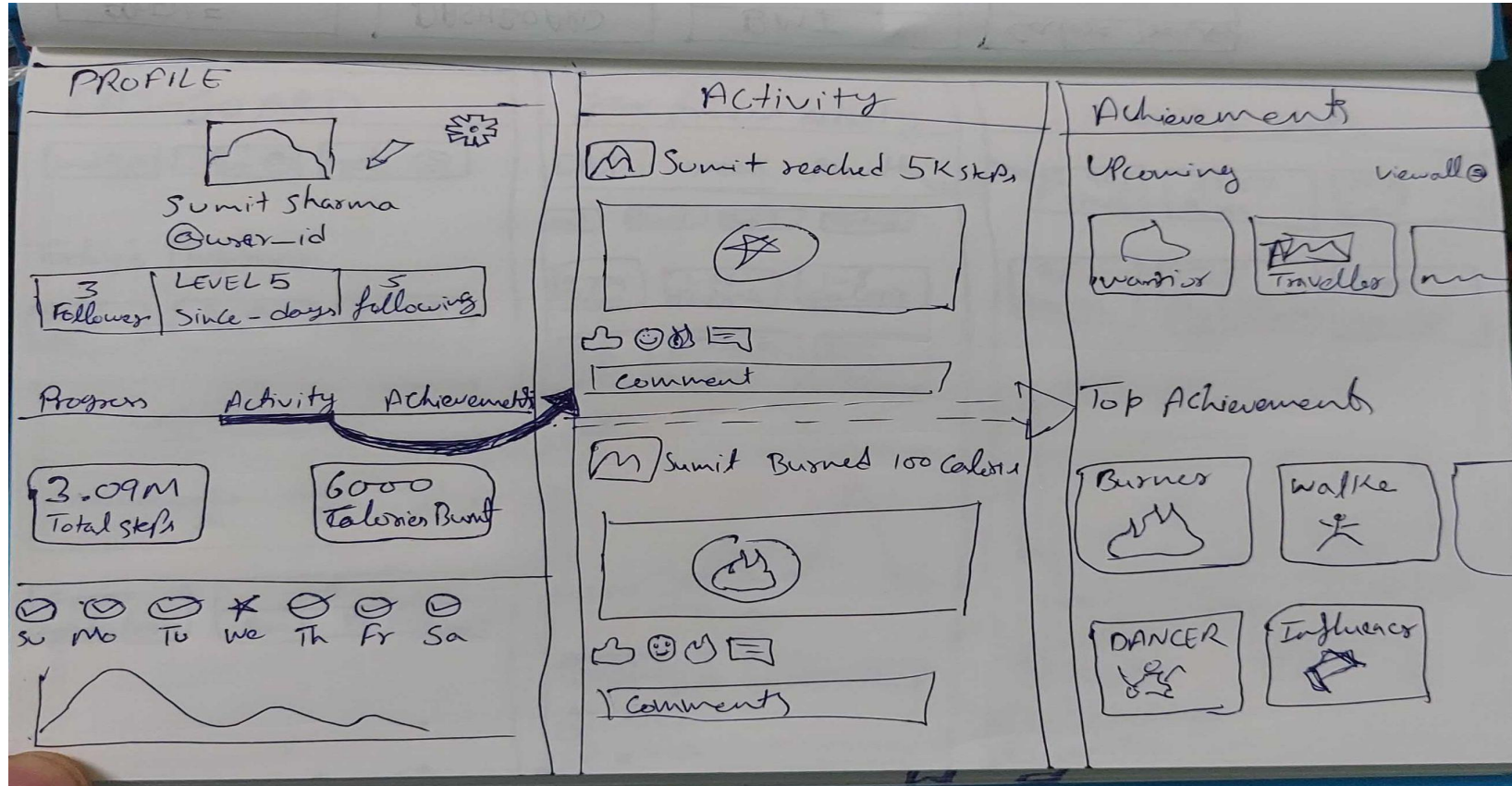
# Sketch

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

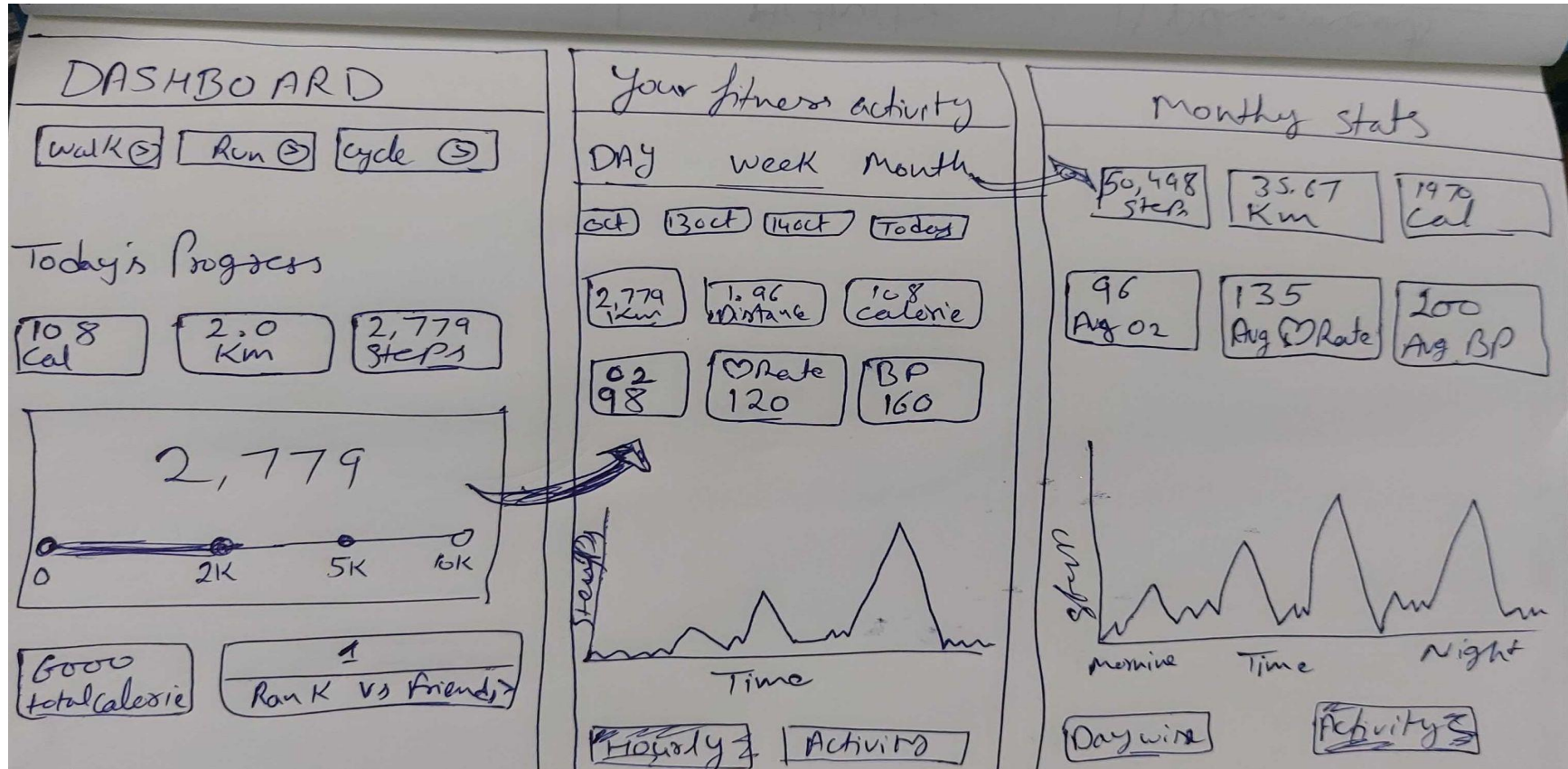
# 8 Sketches



# Solution Sketch 1



# Solution Sketch 2



# Decide

Pick the final concept that you develop into a prototype

# Decision

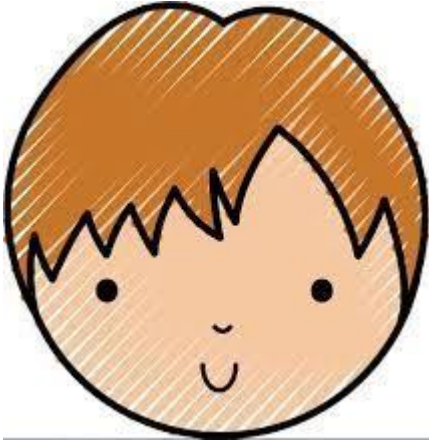
<b>Decision</b>	Activity Log
<b>Rationale</b>	Activity log is very essential feature of the app it will. It is a high value and low effort. Users will stay motivated when they can track their activity and see growth in their routine. Users can track different aspects of their activity in once screen. Also, they see and track their activity on basis of Day, Week & month. It will be a totally different experience for users.

# Prototype

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



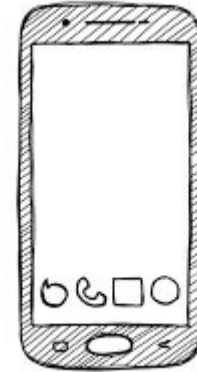
# Storyboard



Kamal is a regular guy having hard time staying fit with his 9 to 5 job, lack of physical activity and food habits.



Kamal's family has history of diabetes and he is scared of it. He recently joined KP as a member.



Kamal has signed up for new KP app "KPFIT"



# Storyboard



Kamal started using the app to achieve his goal to be healthier.

He tracks his daily activity & try to be more active every day.

He joined his company group which helps him stay motivated. Kamal also helps others by sharing his tips.

# Storyboard

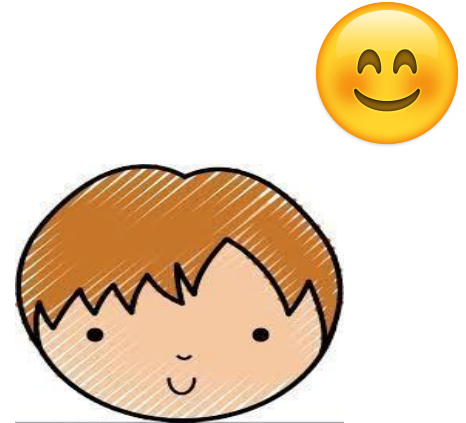


**ACHIEVEMENT**

He found out that people can share their achievements in the app and get appreciated.



With continuous activity and motivation for over a month. He noticed he lost almost 3 kg weight and his stamina increased.



Kamal is now fitter than ever and happier all because of 'KPFit'.

# Prototype

## Description

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

This is a prototype for tracking physical activity and sharing with friends and community.

Users can keep the log of their steps and other physical activities. Healthy food recipes can be found within recipes section of the app.

Posts in activity section will have like and comment option for keeping users motivated.

## Assumptions

- Any assumptions within the prototype

- Users can create profiles
- Track oxygen levels, heart rate and blood pressure.
- Users can join wellness groups in community section.
- Some of the sections in prototype are still under construction.

## Tasks

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

- Users can track their step counts on daily basis, weekly basis and monthly basis.
- Stay updated with their oxygen levels
- After Completing their goals users can get motivation through likes and comments.



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

# KPFIT by KP Research Plan

PM: Sumit Sharma  
STATUS: DRAFT

## Objectives

We want to understand if the prototype makes sense to the user. The overall idea of how the user will interact with the actual app and if that is easy and feasible for them. If the user finds tracking and sharing easier and comfortable to maintain the healthy lifestyle. If the user will like to participate to post and motivate their friends, family members and community groups..

## Methodology

The interview will take upto 15-20 minutes. Give basic idea of the app and features to the participants - something simple like this is a user interview for a health and fitness app, we would love your feedback of what you think of the app, idea, and features. A participant must be prepared with the idea of a interview to have 15-20 minutes.

## Participants

Ideally, participants should have a family history of diabetes or goal of having a healthy lifestyle. Age should be around 25-45 years. One participant should be aware of a healthy lifestyle and want to maintain health. Other participants are not aware of a healthy lifestyle and need more motivation. Both participants should be KP members. The Product Manager will interview both of them.

# KPFIT by KP: Interview Sessions

## **Introduction**

Overview of what a participant should expect from an interview, how the study will run, permission to record the session, any confidentiality disclaimers

## **Background Questions**

- Do you want to maintain a healthy lifestyle?
- Do you like eating nutritious and healthy meal?
- Did you ever used fitness app to keep track of activity, food and other aspects?
- If “yes” please name it, If “No” would you like to try our app?

## **Tasks**

Disclaimers: It's Prototype everything may not work. We want your feedback on what we've built. Please share your honest feedback.

# KPFIT by KP: Interview Sessions [cont..]

## Task 1

- Do you like to share your activity achievements?
- How active you are on social media?
- Do you like to be part of a community where you can share your achievements?
- Have you used the prototype?
- What are your thoughts about it?

## Task 2

- Look into suggestions made by users on any improvements or enhancements.
- Why these improvements are important for user and how it would affect other user's goals.
- Follow up on questions from task 1.

## Wrap Up

Get a overall feedback from participants. Would they use it? How would they make it better? Thank you

# User Testing: Participant 1 Key Findings



## What worked well

Informed the participant about the app and purpose of the interview. Informing about the work in progress prototype helped because Participant got idea of limitations beforehand. Participant was comfortable and open throughout the interview. Participant shared her opinion freely and asked questions related to the app.

## Where participants got stuck

Participant was worried about her personal information being shared because app would show her friends in the app. Made sure to inform Participant that app will feature the option to sync her contacts/social media totally up to her it would not be accessible without her consent and she can even add her contacts manually.

## Other observations

Participant made some suggestions about adding more features and upgrade to current features.



# Participant 1: Interview Notes

## Background Questions

- Do you want to maintain a healthy lifestyle?
  - Yes
- Do you like eating nutritious and healthy meal?
  - Yes
- Did you ever used fitness app to keep track of activity, food and other aspects?
  - Yes
- If “yes” please name it, If “No” would you like to try our app?
  - Diet tracker

## Task 1

- Do you like to share your activity achievements?
  - No, It's just for her
- How active you are on social media?
  - She is active on instagram, but posts occasionally.
- Do you like to be part of a community where you can share your achievements?
  - Yes
- Have you used the prototype?
  - Yes
- What are your thoughts about it?
  - App is really nice and simple. It looks really promising.

# User Testing: Participant 2 Key Findings



## What worked well

Informed the purpose of the interview. Participant was confident throughout interview and able to share his responses and views openly. Participant shared good suggestions related to the future of the app.

## Where participants got stuck

Participant did not get stuck anywhere. Participant was excited for the interview and shared everything confidently.

## Other observations

Participant made the suggestion to add a feature for community members to create challenges and challenge other community members in certain physical activities.

# Participant 2: Interview Notes

## Background Questions

- Do you want to maintain a healthy lifestyle?
  - Yes
- Do you like eating nutritious and healthy meal?
  - Yes
- Did you ever used fitness app to keep track of activity, food and other aspects?
  - Yes
- If “yes” please name it, If “No” would you like to try our app?
  - Cult fitness app and Impulse

## Task 1

- Do you like to share your activity achievements?
  - Yes he likes to share it with his friends and close group of people
- How active you are on social media?
  - He uses instagram most of the time but rarely posts anything
- Do you like to be part of a community where you can share your achievements?
  - Yes, He is excited to meet new people out of his group, excited to know more about their fitness journey.
- Have you used the prototype?
  - Yes
- What are your thoughts about it?
  - App is user friendly and the proposed features are promising.

# Feasibility

	Your Assumptions	Specific feasibility questions
<b>Drawing the UI</b> <ul style="list-style-type: none"><li>• <i>What data is needed to draw the UI on the screen?</i></li><li>• <i>Where is the data coming from</i></li></ul>	Email of KP members and non members. Data of members to track their body weight and dietary needs.	How can we maintain privacy of members? Where the data will be stored?
<b>User generated data</b> <ul style="list-style-type: none"><li>• <i>Is it stored?</i></li><li>• <i>Where/how?</i></li><li>• <i>How will that data be used again?</i></li></ul>	The data will be stored in existing KP database. The will create and utilise separate data for every user.	Does separate data will be feasible? How we can secure it?
<b>Latency</b> <ul style="list-style-type: none"><li>• <i>How quickly should things load?</i></li><li>• <i>Are there any operations that might slow down load time (ie: a call to another service)?</i></li></ul>	Searching recipes should be in seconds.and creating challenges should be done in a minute. Shuffling between pages should be flawless.	What difficulties can arise while integrating the AI? How difficult it will be to create flawless UI?

# Handoff

# Key Features & Scope

Prioritization	Feature	Description
P0	Creating account	Existing and new KP members can login and create their account.
P1	Profile Creation	After creating account, users can finish their profile by entering personal information.
P0	Getting data from KP database	Existing KP members can sync up their patient data from KP database. New members can request for creation of their patient profile in database
P1	Goals creation and tracking	User can create their fitness goals and keep track.
P2	Join Community	Users can join existing groups in community. Users can create new groups as well.
P2	Recipes	Users can search for recipes. Users can upload pictures of food to find ingredients and nutrition value.
P3	Sharing	Users can share their goals, recipes and challenges.