

# Fooducate Healthy: Your HealthCare Coach

Design Sprint

**Product Manager: Abhinav Pathak**



# Set the stage

Set the stage for the Design Sprint by framing the problem

# Initial PRD

## Background

In America people die of preventable diseases. In international comparison, the USA is the sad frontrunner. Add to that one of the most expensive healthcare systems in the world. Diabetes in particular is one of the most widespread diseases in the country. 34 M Americans have diabetes which is also the seventh leading cause of death. The citizens of the USA are very concerned about their health, yet many people do not know that diseases can be prevented - especially diabetes. The healthcare cost of KP members alone is roughly 12B/ Year.

## Problem

The digitization of the healthcare system is on the advance - we can feel this especially when we look at the competition, which is investing several millions in the transformation. In addition, customers are constantly asking for new digital solutions. At the same time, this creates the opportunity to bring tailored preventive measures closer to our customers and the citizens of the United States. The diabetes treatment market as well as the health coaching market offer us great potential. Americans spends around 155 \$ per month on fitness

In order to protect people from preventable diseases, to keep pace with our customers' demands, and to reduce our high level of healthcare spending through prevention, we need to create new technologies and digital offerings. We need to establish an intelligent solution for advanced proactive healthcare. Plus US healthcare market is predicted to hit 28 B by 2030.

## Goals

- Build an app to raise awareness for preventable diseases.
- Advice and coach customers to increase physical activity and healthy habits.
- Connect with patients through a digital channel for improved customer satisfaction.

# 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

## Prevent bad choices

How might we..help people get helthy eating routines

How might we warn people about eating unhealthy habits?

How might we..help people be ware of diabetes

## Change User Behaviour

How might we track what people have eaten

How might we encourage people to drink more water

## Be Active

How might we...motivate people to stay focused on bad days?

How might we..reward people so that they feel motivated

How might we.. coach people to use the stairs?

# Increase activity levels

How do we convince people to exercise regularly?

How might we make it easier for patients to get exercise?

How might we reduce sedentarism?

Get a activity routine

How might we help people manage their weight?

How might we...get companies involved for a daily activity routine?

How might we...influence a family to run together?

How might we create a personalized plan?

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

Concrete activity plans

# Change different habits

How might we warn users about unhealthy choices?

How might we make patients feel accountable?

How might we prevent patients from making unhealthy choices?

How might we help patients stop smoking?

How do we reduce a patient's alcohol intake?

Prevent bad habits & choices

How might we make it easier to make healthy choices?

How do we teach patients how to mediate?

How might we help reduce high blood pressure?

Learn tangible new habits

How might we reduce sedentarism?

How do we convince people to exercise regularly?

How might we get people to build healthier habits?

Support of good habits

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

How might we...nudge people to open our app so that they checkin daily?

# Get Motivation, Incentives or Rewards

How might we...motivate people to stay focused on bad days?

How might we help patients monitor their goals?

How might we make patients feel accountable?

Motivate the people

How might we gamify healthy habits?

How might we build a social support system?

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

Push with gamification

How might we reward healthy behavior choices?

How might we create a rewards system?

How might we reward patients for walking more?

How might we incentivise exercise?

How might we reduce healthcare costs for healthy patients?

How might we reward people for good behaviors?

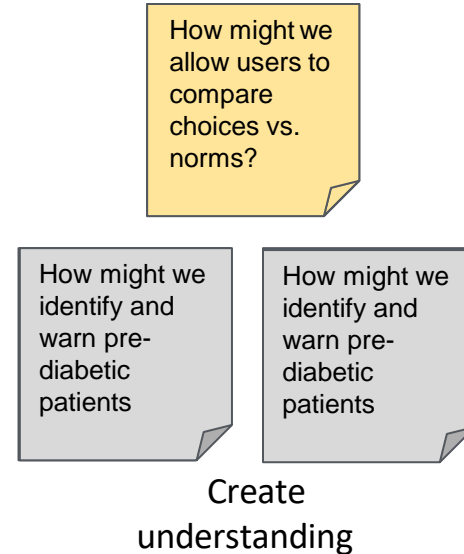
Earn rewards / incentives



# Educate and inform about health



Inform the people



# Tracking, Data & Technology of health

How might we...check the vital parameters of people?

How might we help people manage their weight?

How might we help a patient track their food choices?

How might we help reduce high blood pressure?

How might we make people aware of their current state of health?

How might we provider diet tracking?

How might we allow people to better track their own health data?

How might we help patients set health goals?

How might we provide activity tracking?

Tracking of  
own parameters

How might we allow people to better access their medical records?

How might we allow for safe and secure sharing of health data btw patient and caregiver.

How might we use ubiquitous technology to improve patient health?

How might we help people manage their weight?

How might we create a personalized plan?

Technology driven

# Others

How might we create a personalized plan?

How might we provide easier/quicker care to patients?

How might we provide better insights to doctors?

Treatment of patients

How might we allow users to share health choices with friends?

How might we help people find accountability partners?

How might we raise awareness across society?

How might we build a social support system?

Support of social networks / society

How might we improve patient satisfaction and well being without increasing costs?

How might we reduce healthcare costs for healthy patients?

Reduce costs

# Sprint Focus

Focus	Get Motivation, Incentives or Rewards
Slide #	# 8
I selected this theme because	<p>A motivation system will be beneficial for positively balanced emotions towards a mindset change for habits and activities. Positive reinforcement and a reward system are stimuli that people will work towards and that will make habits easier to learn.</p> <p>An intelligent incentive system can create added value to support other objectives and is therefore selected first.</p>

# Define

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

# Can an app teach you how to live healthier?

## **Fooducate Healthy from Kaiser Permanente is an useful and fun app for preventive health care.**

If you've been thinking about your healthcare lately, you're probably not alone. Literally everyone in the United States worry about healthcare all the time. And that's for a good reason: The American Diabetes Association says, that 84 million Americans have prediabetes. Also, 1 of 10 Americans have diabetes type 2. That means chances are high that someone from your family is affected by this.

We've looked at the available healthcare apps in the app store and found just one app that claims to support you with preventable diseases. The app was developed by Kaiser Permanente and was just released. It's worth noting that currently this app is for Kaiser Permanente members only, but we've been told that the registrations opens up for everyone later this year.

If you have symptoms of a disease you probably know what to do after talking to a doctor, but if you're healthy right now what can you do to maintain this status? Fooducate Healthy will support you with that. After logging in, you'll start right away with a survey for your personal health action plan. You get detailed information about your personal risk of preventable diseases, such as diabetes. If anything doesn't look like a healthy status, you get advices and recommendations to check for.

Also, you can lookup all the information in the knowledge base - smart. Experts curated the information and its excellently presented - not boring at all!

Creating activity plans, setting up meal plans for you and your family and a direct way to communicate with health coaches will guide you through the next weeks. We tested them and they felt well balanced and carefully chosen. You can explore more detailed information about the diseases and your health status. We especially liked the reward system with gamification elements - that will help everyone to get rid of habits on a daily base. After two weeks of usage, we definitely feel healthier and motivated than before. Fooducate Healthy is an app that we recommend for your healthcare!

# Success Metrics

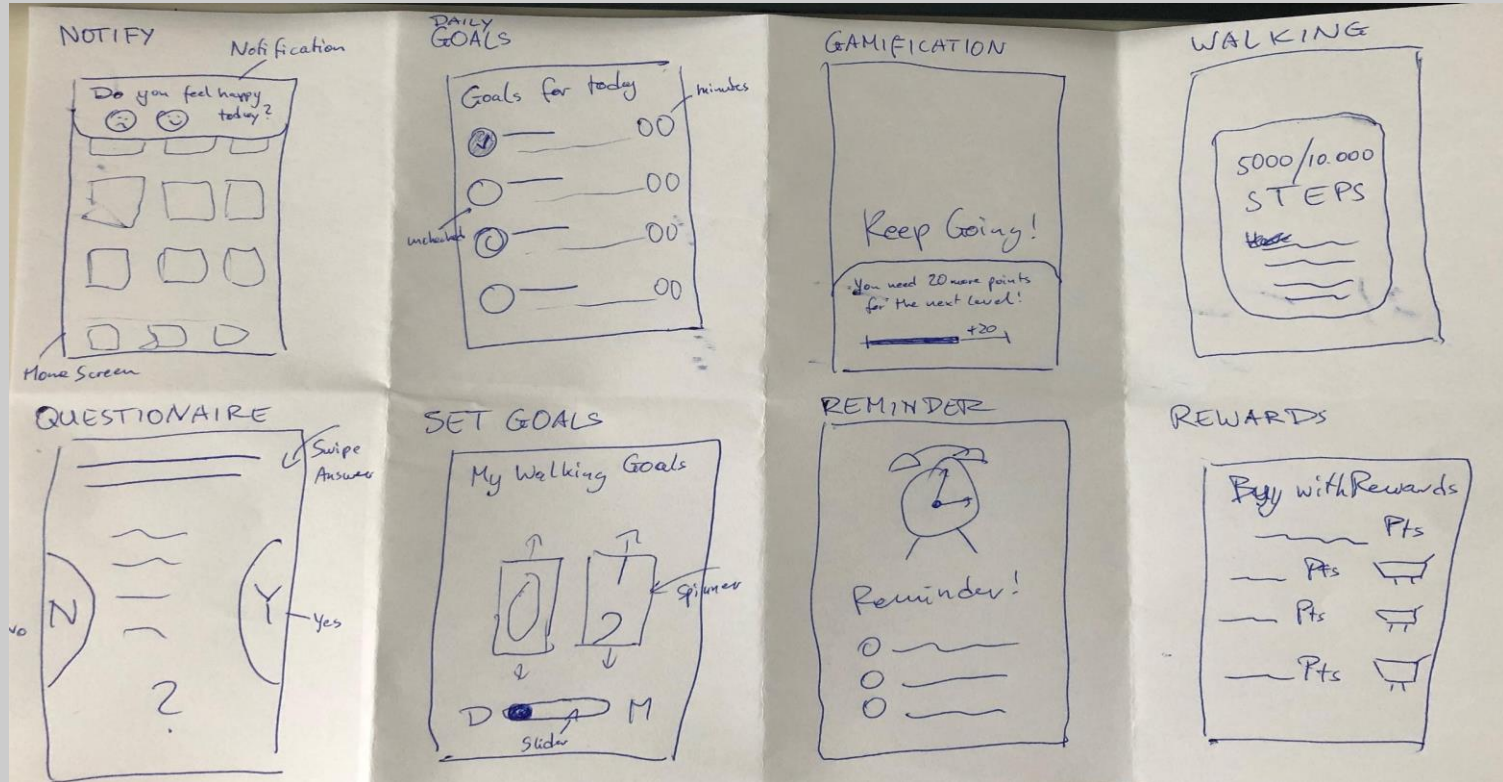
	Goals	Signals	Metrics
Happiness	<ul style="list-style-type: none"> <li>• Users check-in often</li> <li>• Users find information helpful</li> <li>• Users are happy to use the app</li> <li>• Users get rewards</li> </ul>	<ul style="list-style-type: none"> <li>• Daily rating of happiness</li> <li>• Send feedback of information provided</li> <li>• Leave app rating</li> <li>• Survey completed</li> <li>• Reward points assigned to user</li> </ul>	<ul style="list-style-type: none"> <li>• Avg # of check-ins per user</li> <li>• # of 4&amp;5 star reviews</li> <li>• Avg appstore rating</li> <li>• NPS</li> <li>• Avg # of rewards points</li> </ul>
Engagement	<ul style="list-style-type: none"> <li>• Explore preventable diseases</li> <li>• Create weekly activity schedules</li> <li>• Coaching for mealplans</li> <li>• Checkmark of activities done</li> <li>• Users discover new content</li> </ul>	<ul style="list-style-type: none"> <li>• Amount of time spent in app/articles</li> <li>• Amount of activity schedules</li> <li>• Amount of tracked activities</li> <li>• Amount of time using app</li> </ul>	<ul style="list-style-type: none"> <li>• # of visits per user per week</li> <li>• Avg # of created mealplans</li> <li>• % checked/unchecked activities per user</li> <li>• # of videos/articles watched</li> <li>• Avg session length</li> </ul>
Adoption	<ul style="list-style-type: none"> <li>• Recommendation to friends</li> <li>• New users last 7 days</li> </ul>	<ul style="list-style-type: none"> <li>• Referral link send to friends</li> <li>• Registration of user</li> </ul>	<ul style="list-style-type: none"> <li>• # Signups with referral link</li> <li>• # of new users</li> </ul>
Retention	<ul style="list-style-type: none"> <li>• Subscription of Paid features</li> <li>• Users continuing to use app</li> </ul>	<ul style="list-style-type: none"> <li>• Opt in for subscription</li> <li>• Web Analytics of returning users</li> </ul>	<ul style="list-style-type: none"> <li>• Churn rate</li> <li>• Subscription renewal rate</li> <li>• Daily Active Users</li> <li>• Monthly Active Users</li> </ul>
Task Success	<ul style="list-style-type: none"> <li>• Awareness for likelihood of prediabetes</li> <li>• Find favourite articles later</li> <li>• Reduce app crashes</li> <li>• Reduce abandoned profiles</li> </ul>	<ul style="list-style-type: none"> <li>• Completed personal risk profile</li> <li>• Articles added to favourites list</li> <li>• Crash Feedback send</li> </ul>	<ul style="list-style-type: none"> <li>• % of users with completed risk profile</li> <li>• % of users with favourites</li> <li>• Avg # of crashes per user</li> <li>• # of aborted risk profiles</li> </ul>

# Sketch

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

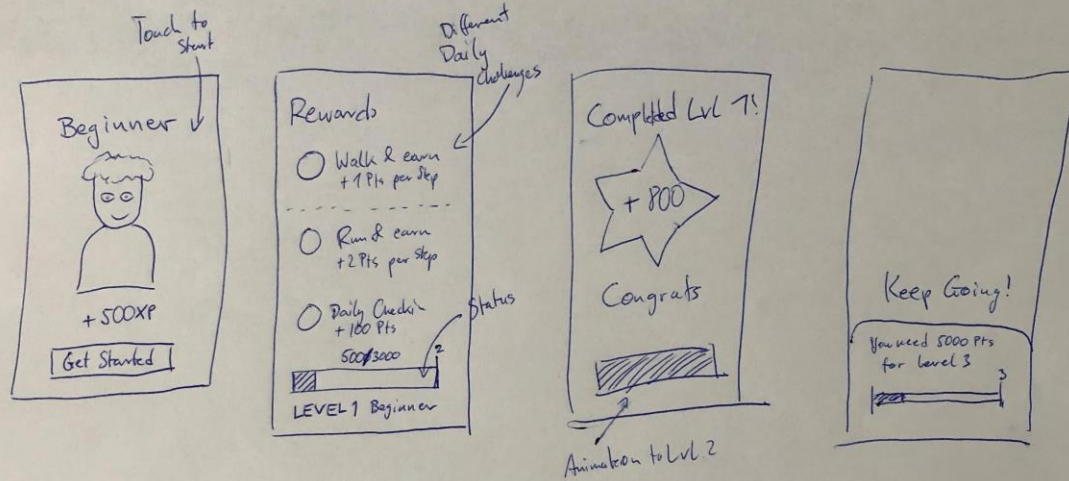


# 8 Sketches



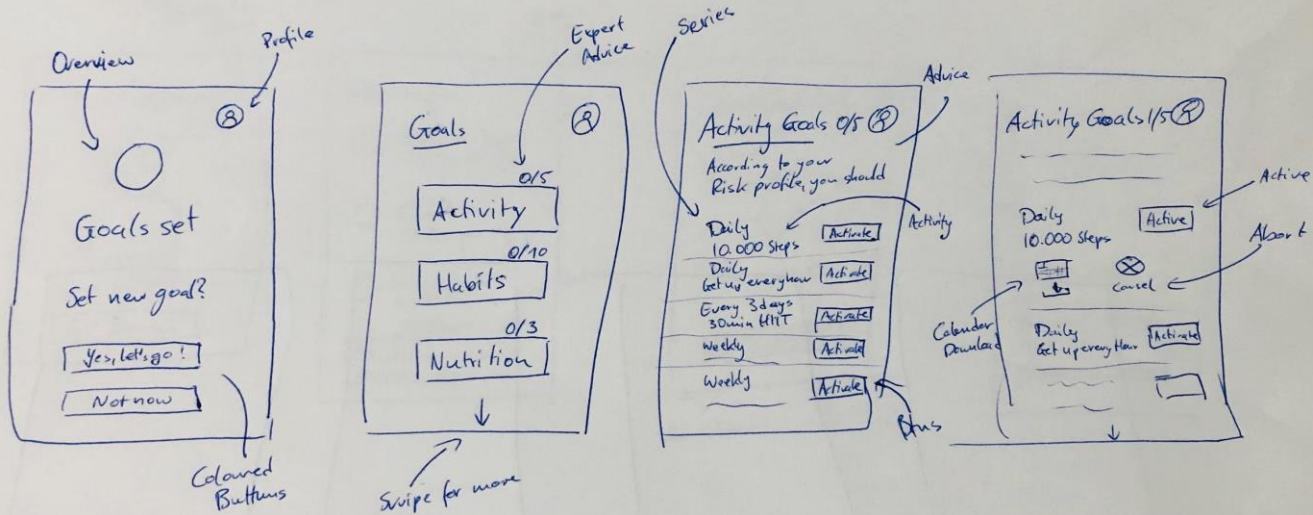
# Solution Sketch 1

## GAMIFICATION



# Solution Sketch 2

## SET GOALS



# Decide

Pick the final concept that you develop into a prototype

# Decision

## Decision

SETGOALS (Slide #20)

## Rationale

“SET GOALS” is an important aspect for the user journey in learning new habits and getting more active. The App should advice and coach customers to increase physical activity and healthy habits, therefore a mechanism to set goals for activities is a valuable and crucial part of the app.

# Prototype

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

# Storyboard



Ria is a single girl living in a big city. She is married to her job and works 70 hours a week. All these long working hours has take a toll on her health. She felt constantly unwell and asked her doctor for advice. Her doctor suggests to try Foodcuate healthy app from KP to change her lifestyle



Ria downloads the app from the app store right away . As a KP member , she is able to login immediately with her KP id . She takes the initial personal risk survey to get intelligent advices



Ria is notified after the survey to set some goals as a first step . She accepts and starts the assistant

# Storyboard



The intelligent expert advice is clear and recommends to look for activities and nutrition. Ria like the idea to be more active and drives deeper into that topic.



The 3 activity goals recommended for Ria look ambitious. But Ria is determined to take it from here and make a positive change . She activates all three goals.



To be notified every time , she downloads the calendar series for next weeks. Now she gets reminded to be more active every day. With a smile starts the next morning into day 1 of being active



# Storyboard



Fast forward : After setting and completing goals for last 3 months, Ria feels healthy and fit again. Ria has her self confidence back. She feels great ! It's noticeable too . She and Jack meet at a cafe and start talking. Her first date is soon a reality .

# Prototype

## Description

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

The user is asked to login with his/her ID. Then the user will be notified to take the initial risk survey (is done automatically).

Afterwards, he will be notified about new goals. The user can select the activity goals. In the follow up, the user is able to activate the Daily 10.000 steps goal. The user is also able to download calendar notifications.

## Assumptions

- Any assumptions within the prototype

- User is KP member, has an ID for login
- User will fill out initial survey automatically, survey not part of this prototype
- Intelligent Advisor will analyze data, finds tailor-made goals for the user
- User needs no password, just the KP member ID
- User logs in for the very first time, profile is created automatically (+picture)

## Tasks

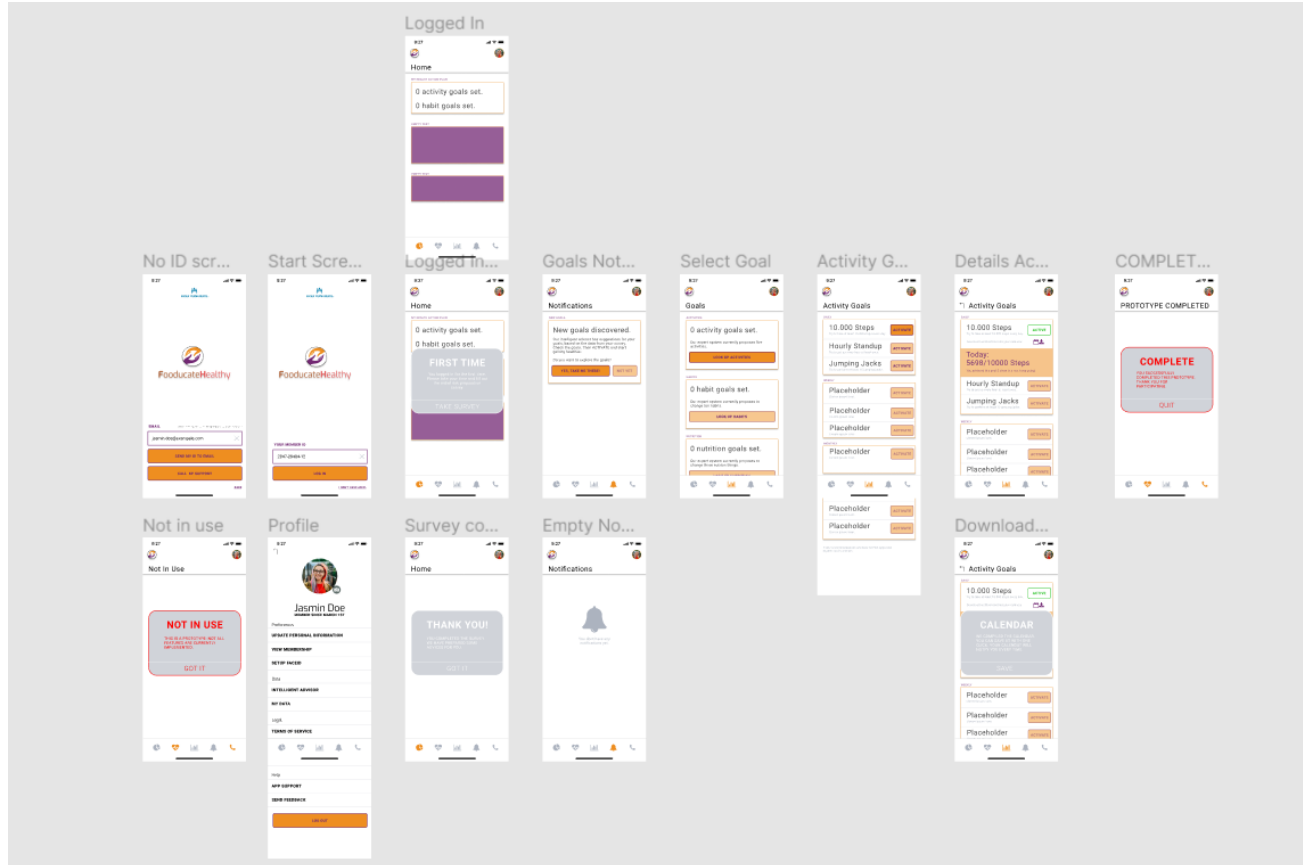
- What are the tasks that a user can complete in the prototype?

- User can login with KP member id, User is able to log out
- User can be denied if he/she has no KP member ID
- User is notified about new goals
- The user can view the proposed goals, user can select activities
- User can explore activity goals. User is able to activate 10.000 steps goal
- User can lookup status of steps goal
- User can download calendar notifications
- User can lookup own profile settings.



Link your  
prototype

# Prototype Screenshot



# Validate

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

# Fooducate Healthy Research Plan

PM: Abhinav Pathak  
STATUS: DRAFT

## Objectives

In this research we will conduct a Usability test with questions regarding the User Interface, the functions for SET GOALS and the usefulness of those functions. We're interested in the happiness of the user with the function and the wireframe model of the specific prototype

## Methodology

- The session will be conducted on-site.
- Questionnaire and Prototype
- 1 Room, 2 persons (Instructor and participant) - Length about 30mins.
- We will record the whole interview.
- The participant will use a prototype. This will be controlled via PC in a web browser.
- Instructor is taking notes while the participant is going through the prototype.
- We will not use Eye tracking hard- or software.

# Fooducate Healthy Research Plan

PM: Abhinav Pathak  
STATUS: DRAFT

## .Participants

The research will be conducted with users from the following groups. We're aiming to find at least 9 people.

- Split between active persons (2-3+ activities per week) and non-active persons (0-1 activities per week)
- Split between singles, couples without kids (1 member), families (1 member)
- At least three persons from each age group: 18-39 / 40-69 / 70 and older
- Split between people with and without diagnosed prediabetes or diabetes type2, slightly skewed to without any diagnosed diseases
- Split between men and women

	1	2	3	4	5	6	7	8	9
Activities per week	2-3	0-1	2-3	0-1	2-3	0-1	2-3	0-1	2-3
(S)ingles (C)ouples (F)amilies	(S)	(C)	(F)	(F)	(S)	(C)	(C)	(F)	(S)
Age group	18-39	40-69	70+	18-39	40-69	70+	18-39	40-69	70+
(W)ithout (P)rediabetes (D)iabetes	(W)	(P)	(D)	(P)	(D)	(W)	(W)	(W)	(W)
Sex	M	W	M	W	M	W	M	W	M

# Fooducate Healthy: Interview Sessions

## Introduction

Hi [NAME OF THE PERSON] - great to have you here.

My name is Abhinav Pathak and I'm a Product Manager here at Kaiser Permanente. We've been working on an exciting new app for advanced new healthcare and this product is going to be launched soon. But before it goes live we wanted to share it with our members. Today I'm looking forward sharing it with you and getting your feedback.

And as a last comment: it's not about testing you and your skills. We want to have your opinion and we want to hear your feedback about the new concept.

It's important to know that we will not share any personal health related data outside of the team. Your answers will be anonymized and will only be used for statistics.

*OPTIONAL: [Before we get started, please review this NDA and sign it. It's important that the things we show you and the ideas that we discuss today stay confidential.]*

Ok, how are we going to structure this session:

I have a few background questions to get to know you a little bit better and some of your activities and habits. Also some basic questions about healthcare, but nothing intimidating. Then, we'll switch gears and I'll show you a prototype that the team has been working on and ask you for your feedback.

It would be great if we could hear everything from you! That means, please think out loud as you go through the prototype - there is no right or wrong, I will take notes of everything you say. I'm interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do.

Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation. It also helps make sure that we don't miss anything in the notes.

I hit the record button as soon as you are ready.

# Fooducate Healthy: Interview Sessions

## Background Questions

- Can you tell me a little bit about yourself?
- How do you feel today?
- How important is being active for you?
- Did you have any health related issues in the last year?
- Can you tell me some good or bad habits you have?
- Are there any concerns regarding healthcare you would have?

## Tasks

Now I will show you the prototype for today. As I said earlier, we are excited to hear from you what you think. There is no right or wrong - everything will help us and we want to understand how well this works for you. Also please keep in mind: this is a working prototype, but there will be functions that will not work or may be deactivated. We will have two tasks for today and I guide you through.

Ok, let's go and remember: Please speak out loud what you see, how you interpret it and what you think or expect it should do.



# Fooducate Healthy: Interview Sessions

## Task 1

This prototype is an app, but you will control it with the mouse. It is a click dummy so we will use fixed data, for example the profile will be created for you. Also, in some cases the prototype advances automatically at some points - for example a survey. This is for simulation purposes only.

- Please, start looking around. Can you describe what you see?
- How would you find new activities? Can you show me?
- Are there any obstacles? What would you do?
- What is your way to set a new goal?
- Is it well structured? Do you miss anything?
- Can you please describe the structure. What would you do differently?

## Task 2

Ok this was task number 1. Now comes Task number 2.

- Again please start looking around. Is there anything special?
- Are you missing anything when looking around?
- Now, please find a way to activate the activity and afterwards download the activity plan to your calendar. How would you do it?
- What are the different options to get new goals?
- Can you please find your profile and logout. How do you think it should work?

# Fooducate Healthy: Interview Sessions

## Wrap Up

It was an awesome session with you, [NAME OF THE USER]! Thanks so much for going through all of this prototype with us. You've been really honest with us and that is what we need.

Just a few more questions:

- Do you think this is something you would use? Why or why not?
- Is there anything you think could be improved?
- Is there any other feedback you want to share with the team?

# User Testing: Participant 1 Key Findings



Link your audio  
recording

## What worked well

- *Structure and general UX concept is clean, reasonable and comprehensible*
- *Navigation was clear for the user*
- *User profile well understood*
- *Download function of calendar notifications was well recognized. User appreciates*
- *No problems with login or logout mechanism*
- *Overall: User could complete tasks without knowledge. User thinks this is feature is useful*

## Where participants got stuck

- *Manual edit of activities was missing*
- *Icons/pictograms for activities would be beneficial*
- *Percentage of achievement per goal would be beneficial*
- *Confusion about the grouping of goals, needs to be revised from user's perspective*
- *Profile pic is too small, wasn't discovered easily*

## Other observations

- *User confirms importance of Goals, achievements, rewards*
- *General questions leading to "what is working, what not" due to prototype reasons*
- *Confusion of the survey conducted automatically in the background*
- *Missing options in the profile section (e.g. connect devices/wearables)*
- *User would use this function*
- *Share achievements with friend would be awesome*

# Participant 1: Interview Notes

## **Background Questions**

Activity: very important. Works at desk in the office

Running, gym -weight lifting specifically.

Not doing it every day. 3 times week.

Issues health: problems with back, some smaller hurting

Nothing serious

Habits:

Bad: eating, nutrition - maybe too much wants to lose weight

Good: straight, accurate - manages home improvement. Next project garden

Concerns: all day work, desk is a problem for back problems

Changes of behavior generally a need

Back problems

# Participant 1: Interview Notes

## **Task 1 Notes :**

Start screen Name of application

Clean starting screen good

Logged in - survey notifications ok

Completed survey, a little bit confused

Clicking on notifications (bell)

Found directly the activity goals

Placeholder clicked for new goals (cant set it that way)

User is not sure: New goal not working - I cant create my own goals, cant modify

Separated in different series, daily / weekly occasional

Structure: should be structured through activities - not by time series

Different categories for sports, not routine

Not useful at this point in this order

Time series should be under activities

Pictograms about the activities - would be helpful

Activation button green ==good

Clear to see what's active, and what's not

Nice and clean style, percentage would be nice for each goal

Other/Placeholder not working - prototype

Found Download in calendar = good, reminder do not forget. Saved, quit

Feeling: clean, nice some small additions of icons would be nice

# Participant 1: Interview Notes

## **Task 2 Notes :**

User found the notification, clicked it

Same as before everything is good and clean.

Everything is in place, nothing special

Download calendar same feeling. Went smoothly

Different options missing: get new goals, manual edit

Body information not discovered, something missing (e.g. Connect devices/wearables)

User found: Profile is at the pic, hard to discover (very small profile) --should be different

All the person info and data, good

Connect devices is missing

User wants social features. Live sharing, at a workout right now

Sharing possibility is missing

Logout found, (some miscommunication - do not close the app, but logout),

found logout button at the bottom of profile

# Participant 1: Interview Notes

## **Wrap Up:**

Something u would use? Useful?:

Not sure how it works training plan and goals (survey automated was confusing), but overall interested

Why: clean, could be useful

Why not::

Improvement: customization is important, big need

Clear list of workouts

Summary of calories

Achievements, medals and rewards very important

Healthcare provider not recognized, but useful,

# User Testing: Participant 2 Key Findings



Due to current Pandemic situation , I could manage to find only 1 participant for Interview. For the second interview I acted as interviewer and user. As discussed in Q & A thread

<https://knowledge.udacity.com/questions/557474>

## What worked well

- *Navigation was clear for the user, minor issues at some points (prototype reasons)*
- *Grouping and sorting of activities (time series wise) good, no complaints*
- *User did like messages about how many achievements already earned, motivates her*
- *Download function of calendar notifications was well recognized. User appreciates*
- *No problems with login, logout or “No ID” mechanisms*
- *Overall: User could complete tasks without knowledge. User thinks the features are useful*

## Where participants got stuck

- *Icons/pictograms for activities would be beneficial, also some more text at specific places*
- *User frequently complained about small font or bad contrast of colors*
- *Couldn't edit or add manually some goals*

## Other observations

- *User not sure about privacy, data usage because of sensitive of her health data*
- *User Profile: Payment information, subscription status is missing*
- *User mentioned Missing: delete goals, delete data? quit (membership)?*
- *Navigation via Bottom Nav Bar without complaints*



# Participant 2: Interview Notes

## Background Questions

Ankur: 32 old, Work: Director for Project / Strategy ecommerce  
married, no kids

Activity today? Working from home, short walk outside  
Activities not so important - doesn't enjoy sports

No health problems. 1-2 times a year, a minor flu

Good habits: structure, and organized,  
Bad habits: don't enjoy sports,

Concerns regarding healthcare? Not really, one hopes to stay healthy  
What is Helpful? besides medicine: doctor / wait and see what happens

# Participant 2: Interview Notes

## Task 1 Notes

User sees login page, she can login with her member id

Login button, orange

Don't have an id, ok User registered it

Name of the App "Fooducate Healthy" and company

User Clicks on login right away

Home screen visible, nothing set

Profile picture seems like users profile

Functions bottom navigation bar ,noted

New Activities --

Survey - white font color on light grey not readable

Thank you message notification understood

Yes, take me there - what kind of goals expect? Stay healthy and active

User can see activity goals, sports or similar. Habit goals ok.

"Going by bike" for example

Structure: user thinks it should be more described, examples-Icons could help

User sees Activities - daily, weekly monthly base. Activate button

User thinks it makes sense to structure it like this

User Activated 10.000 steps, today goals visible - ok

User thinks Download to a calendar is a reminder - smaller font is too small in comparison to the header, also font color not good

Like: message about how many achievements already

User Just did the calendar download - clicked on the symbol- works good

# Participant 2: Interview Notes

## Task 2 Notes

User , clicked through Don't have an id - good

Missing anything? Maybe Nutrition goals disappeared? Ok

Take survey again, straight to activity. No problems

User looks up Profile with the picture - personal information is noted

User mentions Different options

Intelligent advisor - analyzing data so far, but not clear what it is

Anything in the Profile is missing? Payment information is missing, subscription

How to get to activities? User clicked on the Pie chart, then goes to activates

Survey again, but ok

How-to add/edit manually a goal? Look up habits, activities

User assumes placeholders can be edited? Small icon on the bottom right,., plus symbol?

Anything else wondering in the app? User mentioned Missing: delete goals, delete data? quit (membership)?

User looks for Logout: typically near the profile. Top left button? Not understood

Can't find it. Instructor hint: Profile page scrollable.

User would have guessed it!

# Participant 2: Interview Notes

## Wrap Up

Useful: gamification helps to keep doing, seeing success how often helpful

Why? User would use it again, yes

Not? Nothing, concerns about data protection. Personal health data. Sharing of data, brand

Improve? User mentioned minor styling improvements, light grey white, small fonts sizes

# Handoff

# Updated PRD

## Background

In America people die of preventable diseases. In international comparison, the USA is the sad frontrunner. Add to that one of the most expensive healthcare systems in the world. Diabetes in particular is one of the most widespread diseases in the country. The citizens of the USA are very concerned about their health, yet many people do not know that diseases can be prevented - especially diabetes.

## Problem

The digitization of the healthcare system is on the advance - we can feel this especially when we look at the competition, which is investing several millions in the transformation. In addition, customers are constantly asking for new digital solutions. At the same time, this creates the opportunity to bring tailored preventive measures closer to our customers and the citizens of the United States. The diabetes treatment market as well as the health coaching market offer us great potential.

In order to protect people from preventable diseases, to keep pace with our customers' demands, and to reduce our high level of healthcare spending through prevention, we need to create new technologies and digital offerings. We need to establish an intelligent solution for advanced proactive care.

# Updated PRD

## Goals

- Build an app to raise awareness for preventable diseases.
- Advice and coach customers to increase physical activity and healthy habits.
- Connect with patients through a digital channel for improved customer satisfaction.

## Success Metrics

- After launch, the app has a minimum app rating of 4.0 stars (Google Play Store) and 4.5 stars (Apple App Store)
- A minimum of 80% of logged in users completed their risk profile survey
- Across all users 3 goals should be set on average
- Average session length within the app of 15mins per day and user

# Updated PRD

## Key Features & Scope

Priority	Feature	Description
P0	Login with KP member ID	The user can log into the app by entering their Kaiser Permanente Member ID. No password is required. Non-KP members will not be able to login.
P1	Automatic Profile retrieval	When the user is logged in, the matching user profile to the member ID from KP should be retrieved and saved. All member and profile data can be edited by the user in the app.
P0	Initial Health and risk survey	Users should have the ability to conduct an initial survey about their health status and current risk assessment for (preventable) diseases.
P0	Intelligent Advisor	Users should be able to get advice from the expert algorithms ("Intelligent Advisor") based on the survey conducted. The advice should include specific goals for the categories Activity, Habits and Nutrition, based on the current best practices of the KP scientific research.



# Updated PRD

## Key Features & Scope (contd.)

Priority	Feature	Description
P0	Supported preventable diseases	The algorithms and analyzed survey results should focus on the preventable diseases “prediabetes” and “diabetes type 2”.
P1	Goal grouping	On the detailed goals results page (e.g. activity goals, habit goals, nutrition goals), users should have the ability to group the goals as they like. Users should be able to group the goals in the following ways: <ul style="list-style-type: none"><li>•Time series</li><li>•Goal entities (e.g. “Steps” within activities)</li></ul>
P0	Activation of goals	Users should be able to activate and deactivate goals which they will pursue.
P0	Add and edit goals	Goals can be added and modified by the user manually. Every goal needs an icon.
P0	Download reminder for the calendar	Users should be able to download a calendar notification for each goal. Calendar dates should be according to the time series and should include the information of What, When and How.

# Updated PRD

## Key Features & Scope (contd.)

Priority	Feature	Description
P1	Notifications	The user should be notified when <ul style="list-style-type: none"><li>•New Goals will be advised</li><li>•Achievements of goals</li><li>•Urgent updates from Kaiser Permanente</li><li>•Weekly Summaries exist</li></ul>
P2	Weekly summary	A weekly summary of all activities, habits and nutrition facts should be shown to the user.
P0	Knowledge Base	A knowledge base should be implemented with the essential information about every supported disease. Information can include different types of media and text.
P1	Health vital stats	The user should be able to look up their vital stats.
P2	Subscriptions	Users should have the ability to create subscriptions to subscribe to get access to premium content. Premium content should at least include the wellbeing hotline of Kaiser Permanente.

# Updated PRD

## Core UX Flow

The Core UX Flow can be found behind these links: [Mocks](#) [Prototype](#)