

Kaiser Permanente Project: Healthy Fun App

Design Sprint

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Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Background

The cost of preventable illnesses was estimated at US\$730·4 billion in the USA as of 2016 - more than the 2019 GDP of 171 countries in the world. Yet a high proportion of these illnesses and deaths are preventable with simple lifestyle changes. Prevention in medicine saves more lives than treating diseases after occurrence. With the exclusion of genetics as a cause, lifestyle diseases are completely preventable. Poor eating habits and physical inactivity are the leading causes of lifestyle diseases. Investing in physical well-being and healthier eating habits will reduce these numbers significantly in the near future, using this mobile application.

Problem

Many people are conscious about their health and have embraced managing fitness online. In 2020, users across the globe spent \$269 million on in-app purchases of different health applications. The main competitor is Fitbit App.

Initial PRD

Fitbit- tracks users activity throughout the day, estimated revenue of 1.13 billion USD as of 2020 with over 50 million downloads

Features

- Exercise tracking
- 24*7 Heart Rate Tracking
- Guide about nutrition
- Track sleeping pattern

Other competitors include aaptive, 8fit Workouts & meal planner, muscle booster workout planner, strava, peloton, fitcoach

KP spends largely on treating lifestyle diseases, which are preventable, how about solving the problem from its root cause? A change in lifestyle particularly eating habits paired with increased physical activity will greatly improve patient's health. The proposal for this is an easy to use cross platform mobile application for users that will;

- Track users daily activities
- Reminder to users in case of inactivity
- Meal plan suggestions to users to promote healthier eating habits
- Create a community of people accountable to each other on healthy living
- Create awareness about lifestyle diseases and prevention

Initial PRD

It is important to understand what the competition does because we are targeting similar market segments, with the goal of addressing similar customer challenges.

Goals

Kaiser Permanente is looking to enter into the preventative care space to help their patient base increase physical activity and improve on healthy habits. While the overall goal is improved patient satisfaction and well-being, the specific financial goal is reduced cost by emphasizing improved health prior to any adverse conditions developing. Overall, KP wants to decrease spending on conditions such as type 2 diabetes. Kaiser Permanente (KP) aims to help their patients increase physical activity and adopt healthy habits to prevent lifestyle diseases using a mobile application to help realize this goal. Therefore;

- Build a cross-platform app that accurately tracks and monitors users daily activities
- Increase user's physical activity through reminders after time specified by user in reminder settings
- Increase user morale for physical activity and healthy eating habits by connecting users to each other in a community of 'health superstars'

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
get users to
be more
active?

How might we
promote
healthier
eating
behavior
among users?

How might we
build a
community of
health
'superstars'?

How might we
convert
freemium
users to a paid
plan?

How might we
create Meal
plan
suggestions
based on the
age and body
type of users?

How might we
create weekly
progress
updates for
user
activities?

How might we
encourage
active users to
refer the
application to
other users?

How might we
Encourage
users to
maintain the
better life
choices for
their health?

Encourage good habits

How might we gamify healthy habits?

How might we create a rewards system?

How might we reward people for good behaviors?

How might we reduce healthcare costs for healthy patients?

How might we make patients feel accountable?

How might we build a social support system?

How might we promote health habits?

How might we get people to build healthier habits?

Incentives

Accountability

Routines

Change specific behaviors

How might we make it easier to make healthy choices?

How might we warn users about unhealthy choices?

How might we prevent patients from making unhealthy choices?

How do we teach patients how to mediate?

How might we help reduce high blood pressure?

How might we help patients stop smoking?

How do we reduce a patient's alcohol intake?

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?

How might we reduce sedentarism?

Prevent bad choices

Change other behavior

Be more active

Planning & Tracking

How might we
create a
personalized
plan?

How might we
help patients
set health
goals?

Personalized
planning

How might we
provide
activity
tracking?

How might we
provider diet
tracking?

How might we
help patients
monitor their
goals?

How might we
help people
manage their
weight?

Personal tracking
towards plan

Education

How might we help people better understand diabetes?

How might we make people aware of risk factors?

How might we raise awareness across society?

General education

How might we identify and warn pre-diabetic patients

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

Personal assessment

How might we build good habits at a young age?

Young age

Other

How might we
provide better
insights to
doctors?

Sprint Focus

Focus	<i>Prevent bad choices</i>
Slide #	# <i>Slide 9</i>
I selected this theme because	This theme aligns with the goal of the client which is to enter into the preventative care space to help their patient base increase physical activity and improve on healthy habits, and this begins with the choices the user makes.

Define

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

Healthy is fun & Springer Publishing.

KP develops a cross-platform mobile app that helps users make informed decisions matters health. How cool is that?

Jessica M. is a young mum of two boys who was diagnosed with gestational diabetes from her second pregnancy which resulted to diabetes. She would like to get fit and eat healthier to attain a healthy weight, but has no idea where to start. That is where KP comes in. The KP mobile application is for anyone who is conscious about their health and would like to be healthier, whether they have already pre-existing health conditions or are in perfect health. This app aims to promote healthier lifestyle choices by ensuring that users make informed choices when it comes to their health, for example, staying active throughout the day and hydrating as much as possible. With a healthier life a great feeling of contentment and self worth, and also saves costs that would otherwise have been spent on medication and hospital visits. This app aims to create a significant impact in the lives of users by addressing the problem from its root cause – making the right health and or lifestyle choices prevents a bunch of problems. When life gets tough, rely on a helper such as the KP app to keep you healthier for a longer and happier life. With the KP app Jessica will be on her way to a healthier longer fulfilling life!

Success Metrics

	Goals	Signals	Metrics
Happiness	Personalized recommendations based on their body type	Personal health data submitted	Number of users submitting their health data to get personalized feedback
Engagement	Counselling and support	Frequent visit and time spent on the counselling and support page	Number of users signing up for counselling sessions
Adoption	Referrals to the app	More new signups in the app	Number of new users signing up in the app
Retention	Weekly user sessions on the application	Frequent login to the app	Average weekly sessions
Task Success	Informed health choices	Frequent visit to the Affordable options page	Number of users opting to try out affordable healthier options suggested

Sketch

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

8 Sketches

BIO DATA

Name	<input type="text"/>
Date of Birth	<input type="text"/>
Gender	<input type="checkbox"/>
Address	<input type="text"/>
Email address	<input type="text"/>
Hobbies	<input type="text"/>
Emergency contact	<input type="text"/>

BIO DATA

Allergies	<input type="text"/>
Blood Group	<input type="text"/>
Height	<input type="text"/>
Weight	<input type="text"/>
Pre-existing conditions(s)	<input type="text"/>

COUNSELLING & SUPPORT

Nutritionist	<input type="text"/>
Dietician	<input type="text"/>
Healthcoach	<input type="text"/>
Therapist	<input type="text"/>

Inperson Telehealth

RECOMMENDED
Based on Bio data,
Drink at least 2L of water
Walk 30min per day
Reduce Sugar Intake
Reduce Salt Intake

[Learn More](#)

AFFORDABLE OPTIONS

Option 1

Option 2

Option 3

Option 4

[Learn More](#)

HEALTHY FUN

Tips & Tricks

Recipes

stay Active

Alternatives

Current Alternative

[Learn More](#)

KNOW MY HEALTH

Accessible Resources

Blogs

Articles

Hospital websites

chat [Learn More](#)

MY WINS

Journal 1

Journal 2

Journal 3

Journal 4

[ADD NEW JOURNAL](#)

Detailed goal setting process

Detailed healthier choices recommendation process

BIO DATA	
Allergies	<input type="text"/>
Blood Group	<input type="text"/>
Height	<input type="text"/>
Weight	<input type="text"/>
BMI	<input type="text"/>
Pre-existing conditions	<input type="text"/>
Additional Info	<input type="text"/>

RECOMMENDATION

Based on Your Bio data.

Recommendation 1.

Why Is this vital
Where do I start
Tips and tricks

Recommendation 2

Why Is this vital
Where do I start
Tips & Tricks

MY WINS

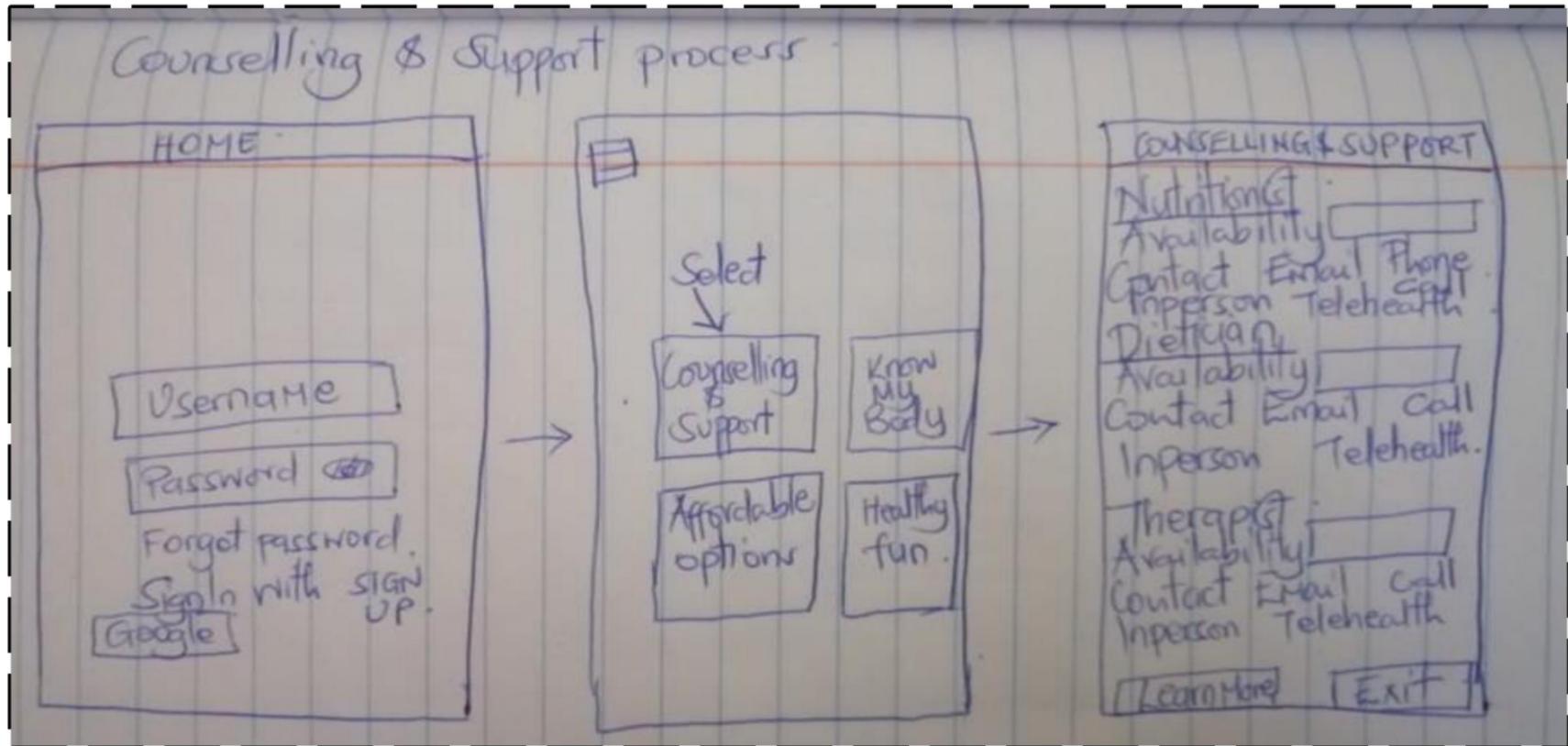
Set Targets

Journal 1
Goal 1
Goal 2
Notes to self

Journal 2
Goal 1
Goal 2
Notes to self

+ ADD JOURNAL

Detailed counselling and support process



Decide

Pick the final concept that you develop into a prototype

Decision

Decision	Detailed counselling and support process
Rationale	The theme selected that aligns with the goal of KP is Prevent bad choices. For the user to do anything with the app it begins with making a choice. One way the user can make an informed choice is through having a session with a professional and just share their thoughts , after which they may be more informed thus make better choices.

Prototype

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

Storyboard



Jessica M. is worried about her weight and diabetes. She is an overweight young mum of two boys. She developed diabetes from her pregnancies. She would like to eat healthier and attain a healthy weight.



**WELCOME TO
HEALTHY LIVING!**

Landing screen. Jessica M. downloads the Healthy Fun app and clicks on it.

Email address

Password

 [Forgot password](#)

Remember me for 30 days

Log in

Don't have a Clarity account? [Register now](#)

Login page. Jessica M. creates an account on the Healthy fun app and logs in.

Storyboard



Counselling and Support. Jessica M. starts by accessing the Counselling and Support center to book an appointment with a healthcare provider

The storyboard consists of three panels. The first panel shows a mobile application interface titled "Booking widget" with tabs for Location, Category, Service, Time, and Client details. It displays a grid of service icons with "Select" buttons below them. The second panel shows a mobile application interface for a "Nutritionist" booking, showing a nutritionist character holding an apple and a burger, with a speech bubble and hearts floating around her. The third panel is a close-up of the nutritionist character from the second panel.

Counselling and Support. Jessica M. starts by accessing the Counselling and Support center to book an appointment with a healthcare provider

Book an appointment with a healthcare professional. Jessica M. checks the availability of the nutritionist and books a date for her appointment

Have a session with the healthcare professional on the scheduled date and time. Jessica M. attends her scheduled appointment with the nutritionist on the day and time she booked

Description

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

The prototype shows the basic steps a user goes through on the app to book an appointment with a healthcare worker.

Link to Prototype

https://www.figma.com/proto/U9iTsw4S0KyOTysEPHCceb/KP_Protoype?type=design&node-id=56-498&t=kksEjLjmVXpPTN-1&scaling=scale-down&page-id=53%3A2&starting-point-node-id=56%3A498&mode=design

Assumptions

- Any assumptions within the prototype

The prototype assumes that the user already has an account

Tasks

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

- The user clicks on the landing page
- He is directed to the login page
- The user signs in
- The home page is the support center where the user can search for a doctor, or click on the categories shown. Upon clicking either, the user lands on the 'All healthcare workers' screen.
- The user can select the healthcare worker they would like and click 'Book'.
- The user is taken to the Appointment screen where they can book an appointment based on date and working hours of the doctor.
- The user then sets an appointment and proceeds to pay.



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

KP Healthy Fun App Research Plan

PM: AGNES MUNZALA
STATUS:FINAL

Objectives

Have you ever consulted a healthcare professional online before?

What was your experience like?(If yes to the former question)

What is your opinion around health consultations online?

Are there any health issues you feel must be consulted in person?

How often do you consult healthcare professionals?

How do you feel about consulting healthcare professionals online?

Are there any concerns you may have?

Methodology

Interviews with target users will be carried out. I would interview about 6 people for the first round of interviews.

The interviews would last 40-50 min.

Participants

Someone who has a desire to get healthier but does not know where to start

Someone who has used online health consultation before

Someone who has never used online consultation before

KP Healthy Fun App : Interview Sessions

Introduction

Hello, I'm Agnes the Product Manager for the healthy fun app. Our team has been working on an app to simplify consultations with a health care professional, and would like to share the app with you to get your feedback. For this interview, I'll ask a few background questions to know you a bit better. Please feel free to pass on a question you are not comfortable answering. I'll then share the prototype we've been working on to get your feedback. Any questions for me before we get started? None...okay...Can I record the session? The recording is only for reference purposes to ensure the team does not miss any of your valuable feedback.

Background Questions

Could you tell me a bit about yourself? Who is Jessica M.?

How long have you been living in this town?

Could you tell me the last time you consulted a healthcare professional?

Would you consider having online health consultations? Why or Why not? Any similar apps you have used before? How was your experience?

How do you feel about online health consultations? Any concerns you may have?

How would you like the process to be if you were to consult a health care professional online?

KP Healthy Fun App : Interview Sessions

Tasks

I would like to get your honest feedback on this prototype that we've built. Its not a test, and there 's no right or wrong answer. Please feel free to think aloud. Kindly note that all features may not be working as it is a prototype.

Task 1

Have a look at the prototype. Try and interact with it in any way you think of.

Could you describe what you see?

How would you login, access your healthcare provider?

Task 2

Try and book an appointment with the healthcare provider of your choice

Are you able to make the booking? Could you show me how you did that?

Suppose you wanted to pay for an appointment, how would you do that?

Wrap Up

What do you think of it?

How would you make it better?

What did you not like about it?

Is there any other feedback you would like to share about the prototype?

Thank you so much for your time and engagement. Your feedback is very valuable to the team.

User Testing: Participant 1 Key Findings



Link your audio recording

What worked well

The booking process is quite simple actually
I love the color theme of the app, though can someone customize it to their favorite color?

Where participants got stuck

How else can someone pay apart from cash and debit card, will it be possible to use Mpesa?
How does someone cancel an appointment?
How does someone reschedule an appointment?

Other observations

There are screens with only the back icon, without the home button at the bottom of screen. The user has to move back several steps to get to home page or profile page

Participant 1: Interview Notes

Shivachi is a young mom to two boys, I have been battling diabetes that arose after my second pregnancy. I would like to be in touch with a dietician and fitness coach to help me get to a healthier weight, but I have no idea where to start. I last consulted a doctor during a clinic visit for my 6 month old. I fear online consultations because someone can easily overhear private things I share with the doctor. Online health consultation would be great as it saves me time and money, I would totally give it a shot. I have never used any similar apps before, this would be my first actually. As long as the booking process is very short, ill be okay using the app. The booking seems like an easy process which I like but I have three concerns, can I pay using other means like m-pesa, how do I reschedule or cancel an appointment, then that back button/arrow must be clicked severally before it takes me back?

User Testing: Participant 2 Key Findings



What worked well

The booking process is quite simple, but there are instances where the back icon does not work unless you press several times

Where participants got stuck

Will I be able to pay with Mpesa?
What if I make an over payment, how do I get a refund?
Will I be able to book more than one healthcare professional at different times same day?
How do you reschedule an appointment?

Other observations

There are screens with only the back icon, without the home button at the bottom of screen. The user has to move back several steps to get to home page or profile page.
The user seems reluctant about capturing their card details , is it safe or can their account be hacked and money stolen after they submit their details to the app

Participant 2: Interview Notes

Shitanda is a young man aged 28 years, I like using apps because they make my life simpler and I like simple things. I have used Fitbit and Aaptiv and they were pretty nice, I never missed my gym or wellness appointments because of the reminders I am into fitness so I would be glad to sign up for this app as long as its easy to use. I cant remember the last time I consulted a doctor, but I keep in touch with my nutritionist and fitness coach as I work out 4 times a week. My issue with the app is that it only has two payment modes, what about mpesa? If I make an overpayment how do I get a refund?, then can I book with more than one professional in a day? I am also concerned about the security of my bank account if I submit my card details in this app, can I be hacked? I also noticed the back arrow on some screens take a while before I could proceed to the next screen.

Handoff

Updated PRD

Background

The cost of preventable illnesses was estimated at US\$730·4 billion in the USA as of 2016 - more than the 2019 GDP of 171 countries in the world. Yet a high proportion of these illnesses and deaths are preventable with simple lifestyle changes. Prevention in medicine saves more lives than treating diseases after occurrence. With the exclusion of genetics as a cause, lifestyle diseases are completely preventable. Poor eating habits and physical inactivity are the leading causes of lifestyle diseases. Investing in physical well-being and healthier eating habits will reduce these numbers significantly in the near future, using this mobile application.

Problem

Many people are conscious about their health and have embraced managing fitness online. In 2020, users across the globe spent \$269 million on in-app purchases of different health applications. The main competitor is Fitbit App.

Updated PRD

Goals

- Build a cross-platform app that accurately tracks and monitors users daily activities
- Increase user's physical activity through reminders after time specified by user in reminder settings
- Increase user morale for physical activity and healthy eating habits by connecting users to each other in a community of 'health superstars'

Success Metrics

- Number of users who have achieved their fitness goals in the first three months
- Number of users who have lost significant weight(at least 5 percent of body weight lost) within the first 3 months
- Improvement of BMI for users
- Number of referrals obtained within 6 months of operation

Updated PRD

Key Features & Scope

User can create account based on their email address or phone number -P0

Book an appointment with a healthcare provider(short and easy process) -P0

Different options for payment such as mpesa-P0

User should be able to cancel an appointment -P0

User should be able to reschedule an appointment-P0

Refer friends and family to use the app-P1

Make more than one booking with different professionals in the same day-P1

Include the home, profile and appointment icon on every screen at the bottom for easier navigation -P1

Change color theme of App – P2

Out of Scope

User accessing the app using one-time PIN without creating an account

More than 5 categories of healthcare providers on app(For now its - therapist, nutritionist, dietician, fitness coach and general practitioner only)

Updated PRD

Core UX Flow

https://www.figma.com/proto/U9iTsw4S0KyOTysEPHCecb/KP_Protoype?type=design&node-id=56-498&t=ksksEjLijmVXpPTN-1&scaling=scale-down&page-id=53%3A2&starting-point-node-id=56%3A498&mode=design