Health Care activity on a college campus

UXD Fall 2017

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Company and Sponsor Information

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Meet the Team

Nicholas Wong

Nicholas Wong is a Senior at Purdue University, majoring in User Experience Design. Combining a well-organized approach with strong technical and written skills, Nicholas is highly committed and thorough in detail-oriented projects, and enjoys balancing his time between independent and team related ventures. Currently, he is looking to broaden his design intuition and experience. For more information, contact him at nwong@purdue.edu

Joseph Hoggatt

Joseph Hoggatt is a student in Purdue Polytechnic's Human Centered Design and Development program. He assisted in designing a scouting app for his high school's FIRST robotics team. In his spare time, he occasionally takes on Graphic design work from friends and family, and works with new design tools to search for better ways of conveying what he can see in his mind. Joseph can be contacted by email at jhoggatt@purdue.edu.

Amelia Lim

Amelia Lim is a Junior in Human Centered Design and Development minoring in Psychology at Purdue University, West Lafayette. She is interested in the UI design field and is experienced with multiple Adobe applications. She has previous UIUX working experiences, which include working independently for Purdue Polytechnic Office of Engagement to achieve the goal of improving their engagement portal's Graphical User Interface (GUI). She's truly passionate in designing different digital work to enhance user experiences. Her work is her my passion. Amelia can be contacted at amelia_lim96@hotmail.com.

Delaney Rundell

Delaney Rundell is a sophomore at Purdue University pursuing a degree in User Experience Design with a minor in Psychology. She is passionate about user research and strives to become a user researcher. She is especially strong at usability testing, user interviews, and developing high-level takeaways from findings. After interning as a product researcher, she has developed an interest in web and mobile accessibility and conducting accessibility testing. Her goal is to make the world a more usable and accessible place for everyone. You can reach her at drundell@purdue.edu.

Rhea Manocha

Rhea Manocha is an undergraduate studying UX Design at Purdue University. Her skill set is predominantly in user research, user interface design, and prototyping. Rhea has experience working with cross-disciplinary teams to design for primarily web products. While working at a cybersecurity startup, she helped build the application flow and initial UI patterns, prototype the web UI using Sketch and InVision, and create the visual design for their minimum viable product. Currently, she is interning at Purdue OIRAE. She is focused on conducting user research to improve Tableau dashboards that track and compare Purdue student performance. She can be reached at rmanocha@purdue.edu.

AJ Vetter

AJ Vetter is a student at Purdue University studying UX Design while pursuing a certificate in Entrepreneurship & Innovation. He has experience doing design and film in commercial, non for profit, and corporate settings. He has filled roles including, but not limited to: Graphic Designer, Video Producer, and Digital Marketing Manager.

Project Overview

Project Description

This is a research project in which Cerner is interested in how college students interface with the Health Care system. More specifically, Cerner is interested in what hurdles they encounter when engaging with the Health Care system and how/if they've overcome these hurdles all together.

Hypothesis

College students tend to not make health a priority during their college career – why is this? How does it affect their health when they graduate? Are recent grads more engaged in the health care system? And why is that?

Goals

1. Research data to help inform Cerner's UX team on how to approach college students and their lack of/increased interaction with the health care system.
2. Understand how to approach college students and their lack of interaction with the health care system and develop an appropriate solution.

Stakeholders

- Cerner - UX team
- Colleges

Users

- Four-year college students
- Community college students
- Graduate college students

Methodology

Research
- Primary
    - Expert interviews
    - College student interviews
    - Email surveys
    - Interviews at other colleges
- Secondary
    - Academic Research
    - Online resources
    - App analysis

Research Analysis
- Affinity Diagramming
- Persona Development

User Journey Mapping
- Visualizing Emotions
- Finalized Visualization

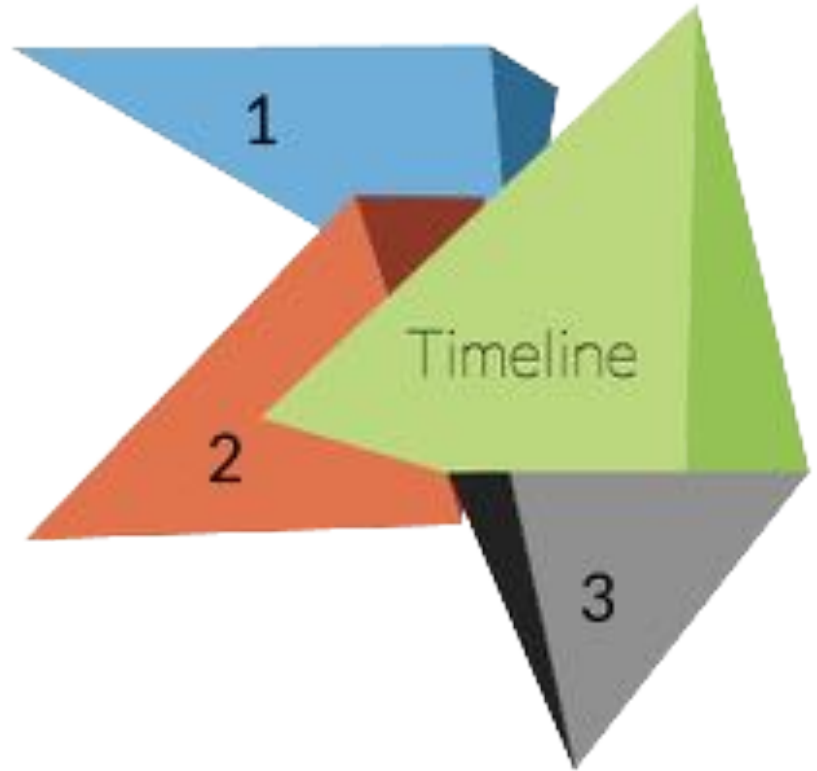**Storyboard Development**

Campaign Development

Research

Primary

　　Expert interviews
　　College student interviews
　　Email surveys
　　Other colleges

Secondary

　　Academic Research
　　Online resources
　　App analysis

1

2

Timeline

3

Research Analysis

　　Affinity diagramming
　　Personas
　　User Journey Mapping

Campaign

　　Logo
　　Branding Kit
　　Campaign Mockups
　　Testing

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Primary Research

Overview

The bulk of our primary research happened concurrently throughout the end of September and most of October, gathering information from both students and faculty on PUSH and health in general. Each source helped to inform the type and order of the questions asked.

Executive interviews allowed us to gain a basic understanding of how PUSH operates and gave us another potential area of exploration, in the form of age groups. We also learned of limitations that PUSH faces in terms of both operation and what they can publicize, factors that affect any recommendations we are able to make.

The interviews and surveys allowed us to reach a saturation point with data about student's experiences and stories about Healthcare and PUSH, which led to our findings after analysis of all the data. The breadth of the data allowed us to find patterns in students not only at Purdue, but also across the country. Concurrently using both research methods allowed us to evaluate the accuracy of the patterns we were finding.

Expert Interview #1

Expert Interview Summary
We talked to Dr. Gail Walenga, the Director of PUSH (Purdue's on-campus health center).

Goal
Understand PUSH's perspective on addressing student health care needs

Questions

General Questions *Identify strengths and weaknesses of PUSH's current operations*
1. What do you think PUSH does well?
2. What would you like PUSH to improve on?
3. Do you have a percentage/any statistics on how many students at Purdue utilize PUSH's services?
4. Is there anything PUSH does to promote health and wellness on campus?

Service-Related Questions *Gain a background on what PUSH offers*
5. What services do you offer and how often do students use them?
6. How do you let students know what services you offer?
7. What services do you charge for and what do you not charge for?

Scenarios *Understand how different situations are handled*
8. Could you walk us through the process of how you help an injured student?
9. Could you walk us through the process of how you prescribe medication?
10. What do you do if someone does not have insurance and is not able to pay?
11. How do you handle walk-ins who don't make an appointment?
12. How do you help students with chronic conditions?

Research *Explore future research opportunities*
13. Have you collected any observational research?
    a. Is it possible for us to have access to it?
14. Conducting observations in PUSH
15. Shadowing doctors
16. Access to survey questions and data

Expert Interview #1

Interview Results

Summary

- Communicating with students is limited and challenging
- PUSH offers many free or low cost services, including a pharmacy next door
- Lack of insurance can be a barrier for services such as lab work and radiology, but consultations are free regardless
- The primary services students use are appointments with providers, chronic allergy management, and immunizations
- Appointments must be booked online, a common requirement that students ignore
- Students do not generally visit on a regular basis apart unless managing chronic conditions

Quotes

A few key quotes stood out as common frustrations PUSH has, especially in regards to reaching students. These quotes gave us the realization that PUSH struggles with helping and reaching out to students who don't know their services or how to take care of their health.

"One of our biggest challenges is how we **communicate** with our students, and how students **understand the expectation** of health care."

"For many students, this is the **first time** they've dealt with their health care **themselves.**"

"There's **not a lot of information** we put out there… There's really **no good way** that we have found yet to get to most students if they need something."

Next Steps

The expert interview with Dr. Walenga was influential in helping us understand that there is a gap in communication between PUSH and students. Combined with research from our student interviews and survey, (discussed later on) this provides a clear problem:

Many students do not take advantage of health care services because they are not aware that these services exist, or are free/low-cost.

This was the beginning of an idea to develop a campaign for PUSH to help close the gap in communication.

Expert Interview #2

Expert Interview Summary
We had an informal conversation with Professor Matthew Murawski, a graduate pharmacy professor at Purdue.

Goal
Discover factors of health care systems that affect students' access or motivation to use health care.

Summary
- In his opinion, having access to on-campus health care does not increase student's motivation to access healthcare because the tendency for the 18-25 age group is to believe that they are "invincible," or in other words that they can easily overcome sickness without external help, thus as an age group they tend not to take advantage of health care services
- Alternatively, another reason could be that this age group simply gets (beyond a minor cold) sick less often than those of other demographics, so they do not take advantage of services until they begin to have health problems later on in their 30s
- Within healthcare, there is a core group that does not take advantage of care due to lack of insurance and similar barriers, and many college student fall within this population

Next Steps
Professor Murawski suggested that looking into behavior of the population in the same age group to understand whether trends are general to the population or specific to college students. As 18-25 year olds not in college are less accessible to interview, our next steps are to look at scholarly research and professional journals for findings.

Survey

Survey Summary

We sent out a qualtrics survey through various mediums to reach students about their experiences and frustrations with the On-campus student health facility.

Goal

To gain a better understanding of who uses college health centers, and more about their experience. Interviews

Length/Reach

The survey started on September 13, 2017 and ran until October 5, 2017. The survey was sent out through the Purdue CGT listserv, as well as through various social media groups to reach as many students as possible.

Questions

Demographic *Identify if the participant falls within our target audience.*

1. What is your gender?
2. What is your current age?
3. Are you in school?
   a. Yes
   b. No
      i. End of Survey
4. Please select your current level of school
   a. High School
      i. End of Survey
   b. College
      i. What college do you attend?
   c. Other Higher Education

Healthcare Experience *Gain an understanding of an experience at their local student health facility.*

1. On a scale of 1-10, how important is your health to you?
2. What do you do at college to maintain your health?
3. What have you done when you start feeling sick?
4. When was the last time you saw your primary care provider?
5. What was the reason for your last visit to your primary care provider?

*Detailed Survey in Appendix

Survey

Questions (cont)

Healthcare Experience *Gain an understanding of an experience at their local student health facility.*

6. In the past year have you, or someone you know, been to your College Health Center?
    a. Yes
        i. Briefly explain why you, or someone you know, went to your College Health Center?
        ii. How satisfied were you, or the person you know, with the experience?
        iii. Did you, or the person you know, experience any problems or complications with your College Health Center?
            1. Please Explain.
        iv. What was it like coordinating with insurance and your College Health Center?
    b. No
        i. If you have not been to your College Health Center, is there a reason why?

7. Have you heard of any other urgent care facilities where you live?
    a. Yes
        i. Please list them
    b. No
8. Would you be interested in participating in a focus group to further talk about your health care experience?
    a. What is your email address so we can contact you?
9. Clicking the next button below will submit your survey. Thank you for your time.

*Detailed Survey in Appendix

Survey

Demographics

58% | Male
42% | Female

96% | 17-25

95% | Currently Enrolled

Insights

Student Care

Students care about their health. It is a priority in their lives, they take a lot of preventative steps to keep in good health. The issue arises after they get sick.

- **75%** of students put their level of care for their health from 8-10 (1-10 scale)
- **Majority** have seen primary care provider **within 6 months**
- Ranked eating Health & Exercise on average **3** (1-5 scale)
- Have knowledge of Health Centers

Extremes

For students PUSH is a last resort for if nothing else works. The main plans of action for when students are sick include resting, drinking, and medicine. All of which students have access to without PUSH.

- Reasoning for visiting: Illness, Allergy, **Flu**, **Strep**, Rash
- Actions when they are getting sick: Drink, Rest, **Medicine**, Water
- Actions when they need to see a doctor: Schedule an appointment with **PC doctor**, or Nothing

Logistics

Issues with PUSH logistically prevent students on the border from considering visiting and from returning. Issues with insurance, scheduling, or diagnosis problems prevent students from trusting PUSH.

- Why not visit PUSH? **No reason**, Hear bad things, No emergency
- **1/4** of people who visited had complications
- Most people were **somewhat satisfied**, very few were completely satisfied
- Very slow, Wrong diagnosis, Insurance Issues, Scheduling Issues

Next Steps

We got an abundance of data from this survey and we next moved into analyzing it. We learned a lot about the process of health systems and how college students use them. Combining our data with the interview data will allow us to get the best possible outcomes from our primary research.

*Detailed Survey in Appendix

Student Interviews

Student Interview Summary

We interviewed seventeen college students. We had two goals for these interviews:

Goal
1. **Understand how students prioritize and take care of their health**
2. **Hear stories and experiences about students' health care in college**

Questions

These are the questions we asked the students in the interviews:
1. How big of a priority is your health?
2. Is there anything you do to try maintain your health?
3. Do you use any health or wellness related apps?
4. How often do you get sick?
5. Is there anything health-related you have to keep track of/monitor year round?
6. Do you know any reasons on why you might start getting sick?
7. What do you initially do if you start feeling sick?
8. What do you do if you know it's getting worse?
9. In the past year, have you, or someone you know, been to PUSH?
    1. How many times?
    2. Why?
    3. How was your experience(s)?
    4. Did you make an appointment or walk-in?
    5. What was it like coordinating with insurance and PUSH?
    6. What was something positive you got out of that experience?
    7. What do you think PUSH could improve on?
10. If you have not been to PUSH, is there a reason why?
11. What would you do if started getting a symptom that you didn't know what it was?
12. Have you heard of any other urgent care places around Purdue?
    1. If so, what? And have you been to them? Tell me about it.
13. What would you do if you got severely injured? Would you go to PUSH or the emergency room?
14. Do you have any stories either about your health or a friend's that you would like to share?
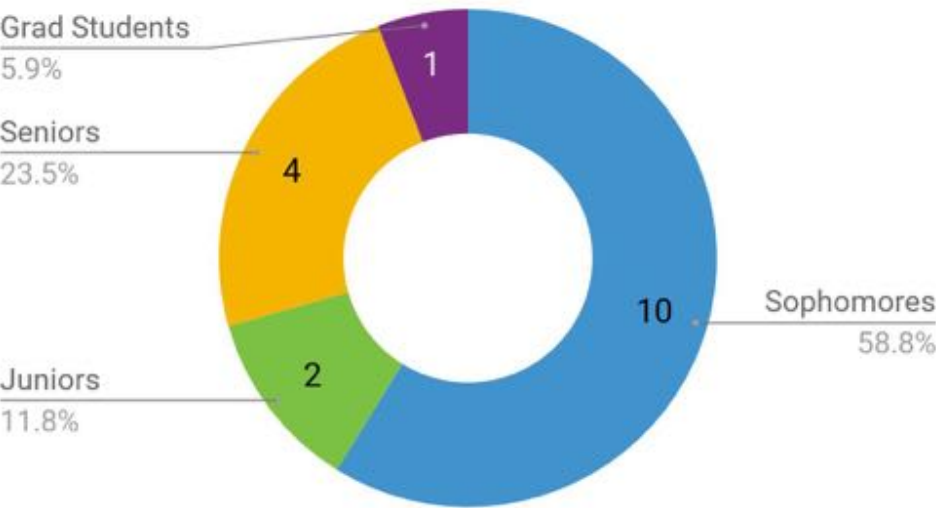
Student Interview Demographics

Gender

Male 29.4% — 5

Female 70.6% — 12
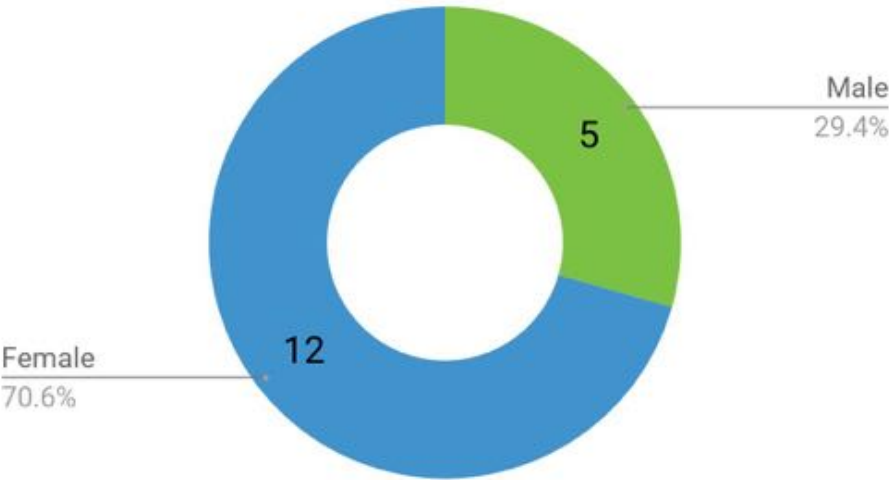
13 Purdue students

4 students from other schools

Class

Grad Students 5.9% — 1

Seniors 23.5% — 4

Juniors 11.8% — 2

Sophomores 58.8% — 10

Student Interviews

Findings

Here are the main points we found amongst our interviews.

1. Majority of female students said health is a top priority and take actions to maintain their health. They claim they exercise and eat healthy regularly.
2. Students claim they get sick a few times a year often due to stress from academics.
3. A majority of students have visited the campus health care center at least once, but some have never been. Those who have been were for an illness, vaccination, or physical.
4. There were about an equal number of positive and negative experiences at the campus health care center. Those with negative experiences had issues with payment or were given an incorrect diagnoses.
5. There are many pain points that prevent students from going to the campus health care center when they're sick. The main pain points are lack of knowledge of what their campus health care center does and what the process is, a lack of time in their schedule to make a visit, and hearing stories from friends giving a negative reputation.

Student Interviews

Key Insights and High-Level Takeaways

We found several interesting insights from our interviews. Many patterns overlapped among interviewees. Here are the high-level takeaways with supporting quotes we gathered. We chose these quotes because they best explain the pain points that students have with managing their health and their campus health center.

1. **There is a false self-belief in how students prioritize their health. Students claim health is a top priority, but academics are often prioritized over health.**

    " *If I'm sick, and I have homework to do, **I'll do the homework, despite being sick.*** "

    -International student, 19

    " *I see the immediate effects of my academics, but **I don't really see the immediate effects** of taking bad care of my health.* "

    -Out-of-state student, 19

2. **Students' last resort when they're sick is to go to their campus health center.**

    " *I really **hate going to the doctor**, so I try to put that off as much as possible.* "

    -Out-of-state student, 19

    " *I don't want to be that stupid person that goes to PUSH for something that's completely common.* "

    -Out-of-state student, 19

3. **Reputation and stigma play a major role in whether students go to their campus health centers.**

    " *I've heard that they [PUSH] generally will tell you either one of two things: either you're pregnant or dying...or give you some weird diagnosis.* "

    -In-state student, 19

Next Steps

From these findings and insights, we created an affinity diagram with the connecting survey data to group similarities together. From these groupings and subgroupings, we developed personas to understand students' motivations and frustrations and how they take care of their health. These interviews and personas will help guide our solution to create something that will be most effectively utilized.

App Analysis

Analysis Summary

We reviewed multiple mobile apps from various healthcare providers to get an understanding of their features and the spread of their use because college students are primarily an online community, utilizing their phones and laptops more often..

Goal

To gain a better understanding of how mobile apps are used in the experience of users of health insurance services and, if successful, what makes them so.

Extent

We analysed seven apps from the Android Play Store, documenting the features each promoted as key on their description page, as well as their downloads and reviews.

Data

Features *What features did the apps promote on their store pages?*

- Functions as Insurance ID
- Manage Payment, Deductibles, Claims, etc.
- Find/Contact Doctor/Nurse
- Contact Insurance
- Prescription Help
- Coverage/Benefits Info
- Perks/Rewards

Popularity *What is the spread of these apps, and how are users seeing them?*

The average and most common rating among the apps was three stars, not an encouraging number. The overwhelming majority of the negative reviews mentioned not being able to log in, suggesting that unreliability is the main concern. The download numbers were rather low, with only United's app, Health4Me, reaching at least one million downloads, and the others trailing far behind in the thousands.

Next Steps

It appears that companies' mobile applications do not currently widely impact how people access their health insurance, being both unpopular and unreliable. It would therefore not likely be a justifiable course of action to attempt to make anything app-based for PUSH to boost engagement.

Analysis

Affinity Diagram

Summary

After we closed the survey in early October and conducted interviews with current students, we brought all of that data together utilizing Affinity Diagramming, a process used to visually show relationships between different sets of information. We were able to group the survey data along with the interview data into several thematic categories with three overarching goals.

Goals
1. Gather our large data set (student interviews and survey), and group similar patterns.
2. Help inform our persona creation.

Pain Points
1. Students lacks info about the services that health care centers provide
2. Students didn't know about PUSH as a freshman
3. Not sure if insurance covers
4. Transportation is a barrier
5. Time is barrier
6. Lacks on-campus specialists
7. College healthcare center is very well known for its bad reputation

Affinity Diagram

- **Reputation** - students will avoid the center due to receiving wrong diagnoses themselves or because the center has a bad reputation
- **Logistics** - Due to logistical issues, such as finding time to visit, many students don't visit, and those who do tend to not return (unless they are managing a chronic condition)
- **Extremes** - Many students had a misconception that PUSH is for extreme cases only, not a free resource you can visit
- **Communication** - there is a disconnect in the communication of services and students' perception

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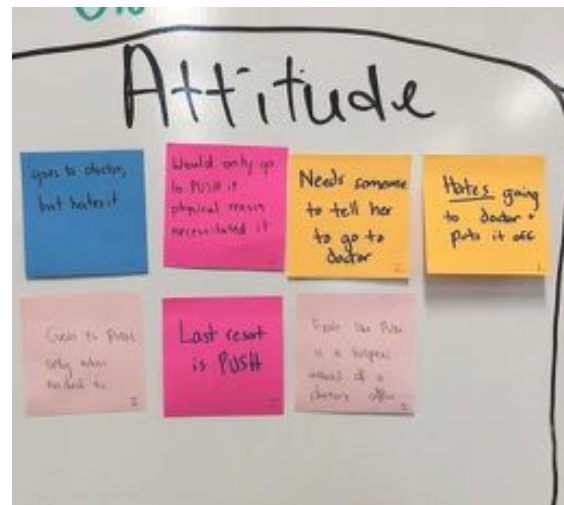
Personas

Why Personas?

What

Personas are fictional characters, which we create based upon research in order to represent the different users that might use the service, product, site, or brand in a similar way. Creating personas helps us to understand users' needs, experiences, behaviors and goals.

Creating personas help us step out of ourselves as designers. It helps us to recognize that different people have different needs and expectations, and it can also help identify the user you're designing for.

Personas make the defined problem less complex, they guide our ideation processes, and they help us to achieve the goal of creating a good user experience for the target user group.

How

Based on our interviews and the data we collected from the survey, we were able to identify issues which formed the base characteristics for our personas. We found common patterns in motivation and actions students take during affinity mapping, and incorporated the different levels into personas.

We wanted to reflect the diversity of characteristics we found during research. As we conducted research both in Indiana and in other states, our personas either go to Purdue, where the majority of our research was conducted, or at a college in another state we conducted research at which students had similar access and frustrations to Purdue students.

Additionally, as in-state and out-of-state students have varying levels of access to resources such as their primary care provider, this often influences students' decision making pertaining to health care; thus, one persona is an in-state Purdue student, and another is an out-of-state Purdue student.

Key Factors

Robert is an **in-state Purdue** junior who **has access** to his primary care provider. To maintain his health, he **works out** every day.

Josephine is an **out-of-state Purdue** sophomore who **does not have access** to her primary care provider. To maintain her health, she eats a **healthy diet**. She has often **heard negative things** about PUSH.

Katherine is an **in-state Cal Poly** (California) freshman. She is **unsure** of how to take care of her health, and hopes **drinking tea** often will help.

Robert Campbell

22 | Junior | Purdue University

"I would say health is top priority because I work out every day"

Summary

Robert is a junior studying Computer Science at Purdue University. He is in-state student from Fishers, Indiana. He enjoys going to the co-rec everyday to stay fit and gain some muscle. To balance his intense workouts, he eats a lot of high-fat junk foods and very few nutrient-heavy foods. He also gets very little sleep because he stays up late coding and working on projects for CS. Even though he gets sick a few times a year, he has never been to the campus health care center. He doesn't really know what services the center offers and what the process is. Instead, he goes back home to his primary care doctor whenever he needs a vaccination or is severely sick.

Motivations

- Wants to gain muscle so he exercise every day
- Takes OTC medicine when he gets sick
- Has access to primary care provider, either by email or driving home

Frustrations

- Thinks health is a big priority, but it isn't as much of a priority as he believes
- Still gets sick several times a year even though he thinks he is being health-conscious
- Doesn't visit PUSH because he doesn't have the time
- Has to pull frequent all-nighters for his CS projects
- Doesn't know anything about his insurance and if the campus health care center will take it

Josephine Davenport

19 | Sophomore | Purdue University

"I only go to the campus health care center as a last resort"

Summary

Josephine is a sophomore studying Political Science at Purdue University. She is an out-of-state student from Michigan. Josephine maintains a healthy lifestyle by eating a balanced diet and walking everywhere. However, although her health is important to her, she often prioritizes academics, such as by staying up late to finish an assignment often or drinking many cups of coffee to stay awake. Being out-of-state, the only way she can access her primary care provider is through a phone call or email, so she relies on the on-campus health center. However, the times she has been, she hasn't had the best experience, but it is her only option. She has had issues coordinating insurance, as well as received an incorrect diagnosis.

Motivations

- Maintains a healthy diet and tries to walk to her destinations often
- Takes OTC medicine when she gets sick
- Both academics and health are big priorities for her, but she tends to put academics over health
- History of diabetes in the family so she takes steps to prevent it

Frustrations

- Gets sick about 1-2 times a year
- Out-of-state, so she doesn't have access to her primary care provider
- Goes to on-campus health center but receives an incorrect diagnosis
- Has trouble coordinating insurance with on-campus health center

Katherine Tranh

18 | Freshman | Cal Poly

"I've heard some pretty bad things about the campus health care center"

Summary

Katherine is a freshman studying Graphic Design at California Polytechnic University. She is an in-state student from San Francisco, California. This is her first time taking care of her health, and she doesn't really know what to do. She is scared of going to the campus health care center for the first time because she has heard bad things, such as receiving the wrong diagnosis. She is also unsure of how co-pay and insurance works and can't find any information online. Whenever she starts getting sick, she calls her mom who will give her home remedies, such as drinking tea. She wishes they let the freshmen know more about the campus health care center during orientation because she doesn't know where to find information.

Motivations
- Enjoys drinking tea
- Strong believer in home remedies
- Has supportive parents and friends she can reach out to for advice and help
- She is worried about gaining the Freshman 15

Frustrations
- Doesn't know how to take care of health by herself
- Doesn't enjoy exercising
- On-campus health center has a bad reputation, so she avoids it
- Is unsure how insurance would coordinate with health center, co-pay rules are unclear
- Still doesn't know her way around campus and where to find the health center

User Journey Map

Journey Mapping

Summary

Using the themes, insights, and pain points we ascertained from affinity diagramming, we began journey mapping. We began by outlining the different general steps of the process, from the lifestyle of the student to the actions they took along the way to the eventual resolution.

To understand their emotional journey, we used each persona's motivations to plot points along the journey. We also began to develop a story for each persona. We made educated guesses on what they would do and how they would feel based on common patterns in action or feelings of students in our primary research.

Goals

1. Visualize the emotions our personas would feel throughout the journey.
2. Develop a story for each persona around the process.
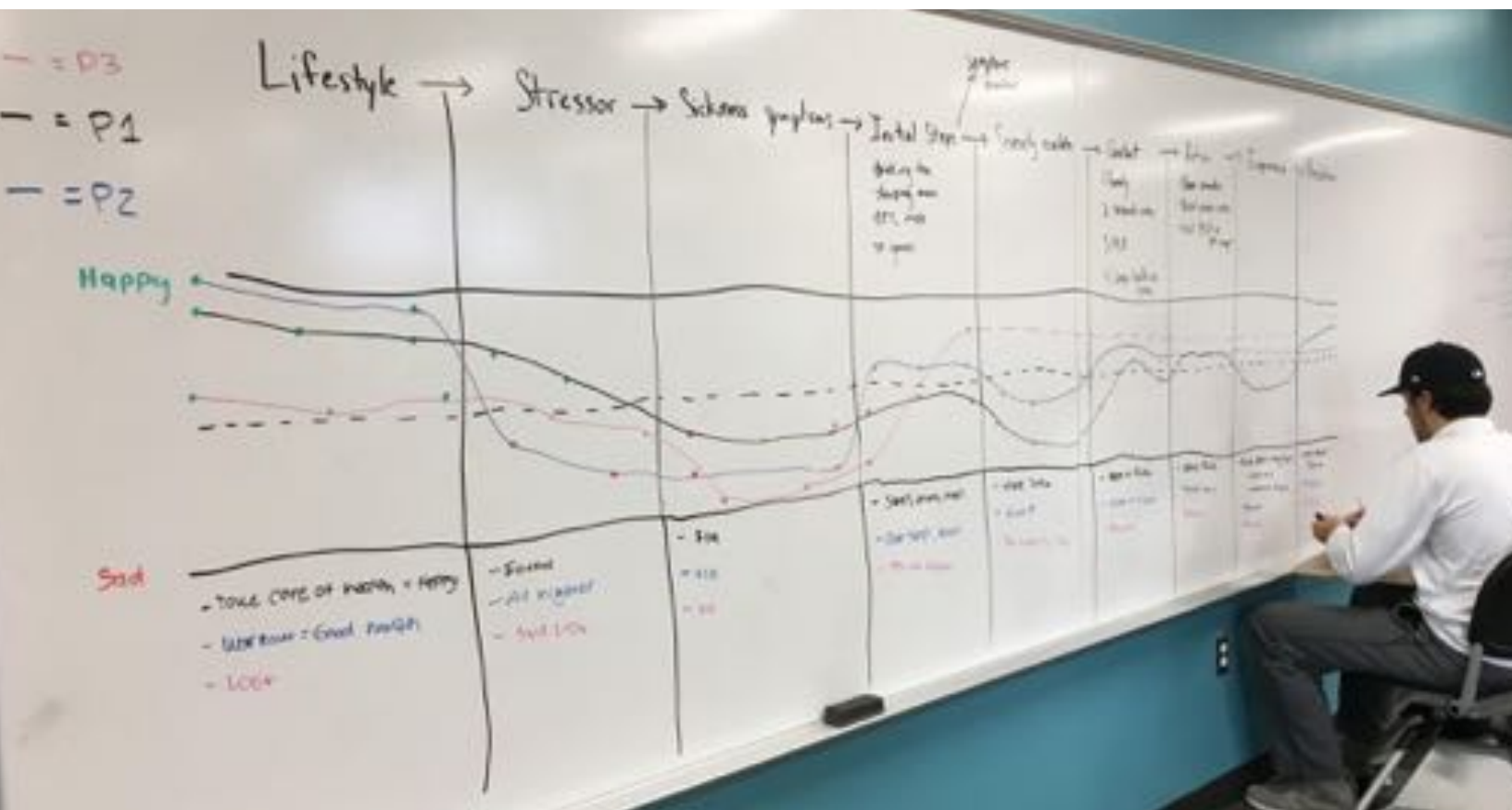
Journey Mapping

*See Appendix

Secondary Research

Research on College Student Health Care

Research Summary

We looked at scholarly articles that relate to this area and the primary research we conducted.

Find standing scholarly research that has been conducted in this area to compare to the primary research we conducted.

Findings

- "By most criteria, college students are significantly healthier than non-students in the same age group" (Skorten & Altschuler, 2013).
- "College students' use of medical services is different from that of the general population. **It is not uncommon for students to delay treatment of acute respiratory and gastrointestinal infections until an opportune time in their class schedule;** then they request immediate access to healthcare. These drop-in services for students represent an important rationale for the existence of conveniently located student health centers with flexible scheduling" (Grace, 2010).
- "A number of unique stressors are present in the collegiate environment: examinations, public speaking, interpersonal relationships, and the transition from structured home environments to independent living conditions. **How students cope with such stressors can have major lifetime consequences**" (Grace, 2010).
- "**Stress contributes to many of the emotional and physical symptoms common in the college population**, such as fatigue, hypertension, headaches, depression, anxiety, and an inability to cope. Excessive stress reduces work effectiveness, contributes to bad habits, and results in negative longterm consequences, including addictions, crime, absenteeism, poor academic performance, school dropouts, professional burnout, and, ultimately, career failure" (Grace, 2010).
- "The college years present a distinct set of nutritional priorities, and **poor eating habits often worsen during this time.** One study reported that 69% of college students did not eat any fruit once a day, and 48% ate vegetables less than once daily" (Grace, 2010).
- "More important, an epidemic of long-standing unhealthy behaviors is occurring on campuses today. **College students are not adopting the preventive behaviors they know about"** (Grace, 2010).
- "For campus health programs to be effective, they need to concentrate on all the dimensions of wellness: the spiritual, the emotional, the environmental, the social, the vocational, the intellectual, as well as the physical. **In addition to caring for students with injuries and illnesses, wellness programs should reach out to students who do not present themselves for medical care, extending the boundaries of the health center into the surrounding campus community"** (Grace, 2010).

Research on College Student Health Care

Key Insights and High-Level Takeaways

- The college years (age 18-24) are the some of the most crucial years to maintain your health and the things you do during those years will affect your health as you age. However, **college students are not taking all of the necessary actions to maintain their health.**
- College students deal with a great amount of stress. Stress in college students is one the leading contributors to poor health and has serious consequences for both their physical and emotional health.
- Campus health programs need to focus on all different aspects of wellness to be effective towards students.
- Campus health programs need to reach out to the students who are not using their services and try to help them maintain a healthy lifestyle.
- College students are on average healthier than non-students in the same age group because of the easy and close access to services.

Next Steps

Address these main issues in college student health care along with our takeaways from primary research and build a campaign to reach out to students who don't utilize Purdue's health care center. We will conduct research on how to build an effective campaign and use that as a direction.

Research on Existing Campaigns

Research Summary

We looked for pre-existing campaigns of a similar nature to ours, to assess what made good campaigns successful. This included brand awareness campaign techniques.

Goal

Find campaign techniques that lead to a strong and successful campaign.

Findings

- Define Audience
- Define Success
- Know where audience is

Key Insights and High-Level Takeaways

- Social media campaigns are focused on humanizing, making it relevant through personal stories (students can see themselves/similarities in the story)
- Most current research is around promoting mental health
- Mixed channels in a campaign - talks, emails, social media, giveaways

Next Steps

Define our target audience, our criteria for success, and plan a campaign for both. Create a series of campaign advertisements that provide a simple, punchy message and/or a personalized sentiment.

PUSH Branding

Ideation

During our ideation process, we started out by observing the common logo that associates well with the Purdue University Student Health Center(PUSH). For one, its the Caduceus symbol that is relatively well known in the medical field. It is also currently displayed on the front the PUSH building. Thus, we thought it would be a good idea to incorporate it into PUSH's logo, where it will be easier to be recognized. The heart symbolizes warmth and friendliness, which could help rebrand PUSH positively. The door symbolizes PUSH being an "open door," or somewhere students can easily come in for help and resources.

Preference Testing
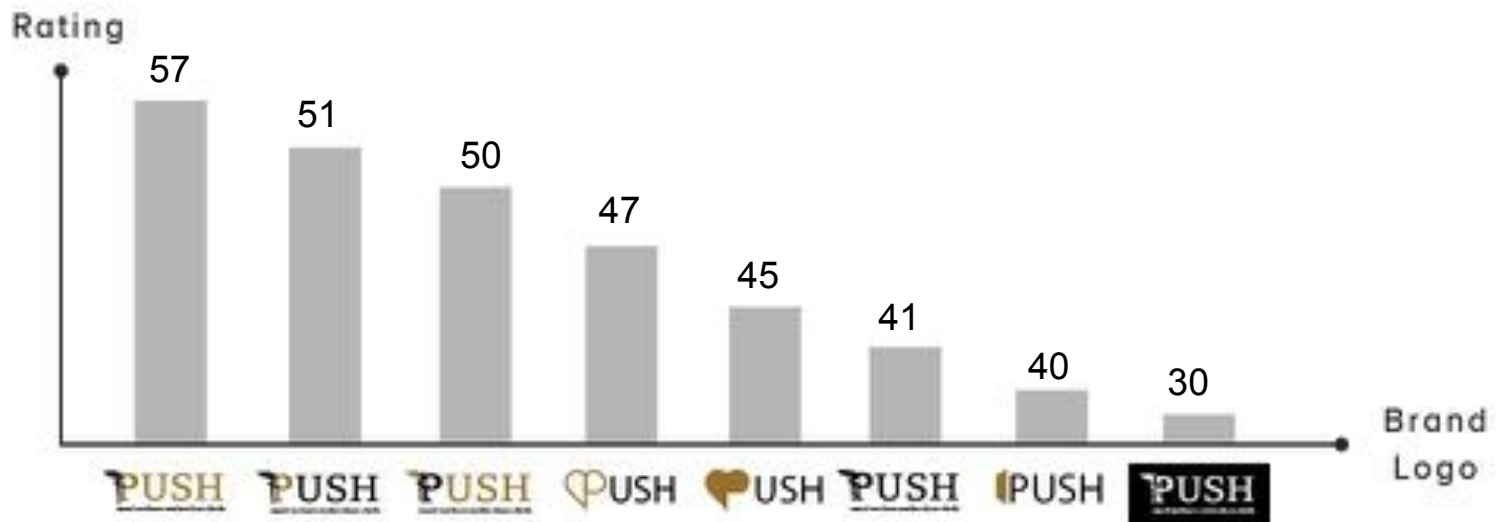
Logo Preference Testing Protocol

"We will first start with showing you different logo mockups that would be used to represent PUSH. We ask you to rank these logos by writing rankings under each one: #8 being your favorite, and #1 being your least favorite. Do you have any questions?"

user ranks logos

Questions:

1. Why did you rank these as your top 3 favorites?
2. Why did you rank this as your least favorite?

> **I chose this one [gold text, black wing] because it seems the most professional.**
>
> -Purdue student, 19

> **I didn't like the black background on this, I like the gold lettering and white background better.**
>
> -Purdue student, 21

Preference Testing

According to our preference testing with the logos, participants rated 8 being the most preferred and 1 being least preferred. After adding it up, the first logo was ranked the highest with a 57. Participants liked the gold words contrasting with the black wing in oppose to the white PUSH full logo with the black background. Most of them thought the white words and the black background feels too monotonous. Our goal for the testing is to determine which logo do students prefer and feels most relatable to PUSH. In conclusion of the testing results, we went ahead a created a branding kit with the preferred logo.

Branding Kit

Icon Logo

Positive Logo: Use on light/white backgrounds.

Full Logo

PURDUE UNIVERSITY STUDENT HEALTH CENTER

Reverse Logo: Use on gold or transparent backgrounds.

PURDUE UNIVERSITY STUDENT HEALTH CENTER

Logo

We based the branding kit on Purdue's traditional marketing colors, black and gold. After testing the different logos, we expanded upon the chosen logo to add options so the logo could be used for different purposes.

- The icon logo is best used for app icons and advertisements with minimal space.
- The full logo is useful for letterheads, banners, email signatures.
- When the background is white or transparent, the positive logo should be used.
- When the logo would not otherwise stand out, the reverse logo should be used.

Branding Kit

Logo Clearspace

Minimum amount of space the logo should be positioned next to other elements equals the height of the logo.

Watermark

Use the logo icon with 5% opacity.

Minimum Sizes

Full logo
1.5 inches/ 190px wide

Icon logo
30px wide/ favicon size

Clearspace

The branding kit also contains guidelines about making modifications to the the logo, such as the amount of space around the logo or changing the size and transparency around the logo.

We added guidelines for minimum sizes to be used on websites. For instance, the minimum full logo can be displayed one the header of the site and the favicon can be replaced to better recognized as PUSH's site.

Branding Kit

DO'S

Use contrast by changing opacity of the background or using the reverse logo

Use clearspace when formatting

DON'TS

Change the logo colors

Rearrange the logo

Tilt the logo

Do's and Don'ts

Along with sizing and transparency modifications, we included a few other examples of effective uses of the logo and incorrect uses.

Branding Kit

MISSION STATEMENT

Protecting your health and wellness.

Purdue University Student Health Center has a single-minded focus of protecting students' health and wellness to allow students to focus on their educational and personal goals.

TYPEFACE - LOGO

AaBbCc

Egyptian W01 Regular

TYPEFACE - CAMPAIGN

AABBCC

CHAMPION HEAVYWEIGHT

COLOR

HEX	#98700D
CMYK	0, 26, 91, 40
RGB	152, 112, 13
PANTONE	132 C

#AC956A	#C6B89A	#E2DBCD
75%	50%	25%
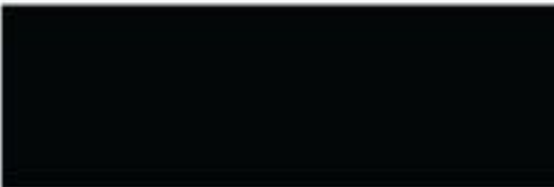
HEX	#000000
CMYK	40, 30, 30, 100
RGB	0, 0, 0
PANTONE	100 C or U

#404040	#7F7F7F	#BFBFBF
75%	50%	25%

Branding Kit

BRANDED ASSETS

Square social media profile picture

Circle social media profile picture

New Message

Recipients

Subject

Sincerely,

Jane Doe
Provider
jane@purdue.edu
(765) 555-1234

Send

Purdue University
Student Health
Care Center

Home

"Push is the best thing I have ever been to omg I love it. I saved so much money."

Jane Smith

Branded Assets

Finally, the branding kit concluded with a few examples of the logo being used in context, such as for a social media icon or an email signature..

Campaign

Background Research

	PUSH	Urgent Care	CVS
Allergy		$97	$99 - 129
Strep		$111	$99 - 129 + $35
Earache		$110	$99 - 129
Physical	$54		$90
Flu	$33	$40	$45

Aside from looking into other campaigns we wanted to look more into the actual costs of services at competitors to PUSH. We thought this would be a good way to leverage students to PUSH. This was the best way to let them see the benefits. We were able to track down a lot of the costs but not all of them. This gave us a starting point to move forward with campaign design.

This information was our focus because of the limits of the information PUSH can release to the public. From our expert interview we found that they are limited in their resources as well as what they can release. We thought that prices are universal. People can understand what is cheaper and more expensive so we decided to move forward with this.

Low-fidelity Mockups

Here we developed our first initial tagline for the campaign. It gets tweaked and improved in later iterations. The text in the bottom half is a bit too small and busy/clustered for our purposes.
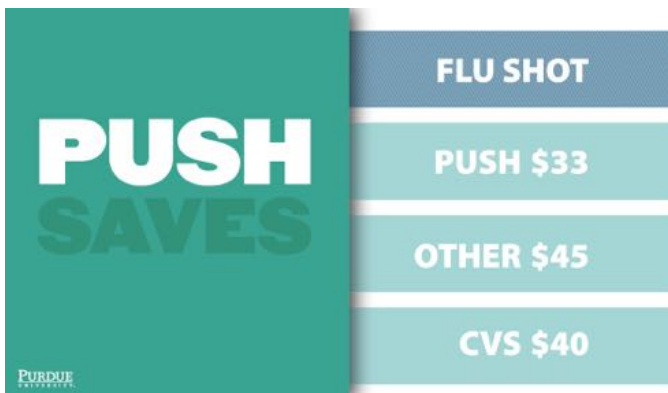

This design is a good implementation of Purdue's existing format commonly used in their posters and other publications. We used the text formatting and color scheme on the left side in later iterations.

Low-fidelity Mockups

Health Services Pricing

CVS
Allergy $129
Strep Throat $129
Earache $129

PUSH
Allergy $00
Strep Throat $00
Earache $00

ON CAMPUS
AFFORDABLE
EFFICIENT

LOCAL HOSPITAL
Allergy $97
Strep Throat $111
Earache $110

These designs tried to incorporate more data into the poster than a single powerful tagline. To this end, they display and contrast three prices for flu shots, those from PUSH, CVS, and a hospital.

CVS
$45

PUSH
$33
VISIT 11/00-1/00

LOCAL HOSPITAL
$40

Prices are without insurance
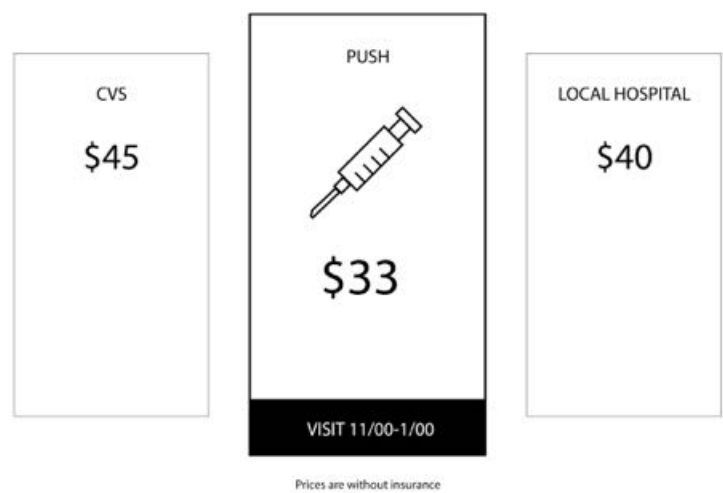
This design attempted to highlight PUSH more than the other contenders, with the possible addition of icons.

Low-fidelity Mockups

This design incorporates both a tagline and the price comparison seen in other designs, but also establishes a color scheme based on the Purdue pallette.

Low-fidelity Mockups

This design is very similar to the previous one, the key differences being that it moves the explanation of flu shots from each color section to the tagline, and shortens the overall shape of the poster or banner.

Low-fidelity Mockups

This poster is a vertical version of the first one of similar design; not much is changed in terms of content, though the layout is clearly changed to fit the new dimensions. It was difficult to add flu shots to the tagline due to the new shape of space with which to work.

Low-fidelity Mockups

This was merely an experiment on turning the titles to align with the slanting lines. It did not work out.

Narrow Down

We liked the tagline of this example, and used it in the later mock-ups.

Being healthy is Inexpensive.

Choose **PUSH** services with your insurance

Fees as low as $10 | Allergy shots • Strep Test • Earache • Physical • Flu Presricption

Providing for your well-being
PURDUE UNIVERSITY STUDENT HEALTH CENTER
765.494.1700

"Push is the best thing I have ever been to omg I love it. I saved so much money."

Jane Smith

We also tried testimonial quotes.

PUSH SAVES YOU MONEY ON FLU SHOTS

Urgent Care	CVS	PUSH
$40	$45	$33

The title style of this mock-up was appealing and easy to adapt to future versions.

PUSH SAVES

PURDUE

FLU SHOT
PUSH $33
OTHER $45
CVS $40

We elected to use colors from these mock-ups in later versions.

Medium-fidelity Mockups

This is an intermediate design amalgamated from the aspects highlighted previously. In the end, we made multiple designs, each of which focuses strongly on one or two of those aspects, instead of trying to get them all featured in one design.

Hi-fidelity Mock-ups

We plan to locate these displays in areas where people are likely to be waiting in one spot, like bus stops, food lines, elevators, etc., and other high-foot traffic areas. We will target dorms and dining courts to target underclassmen.

Hi-fidelity Mock-ups

We chose this bus design as a way to deliver a powerful tagline all throughout campus. The side of a bus offers plenty of space to place a large and legible message, and the bus routes go all around Purdue's campus. We chose the Tagline approach for this design due to the more fleeting nature of a bus, not allowing for much analysis.

Hi-fidelity Mock-ups

We chose this design as a means to convey our tagline to other areas of campus. Its simple poster layout allows it to be used just about anywhere. Here it is shown on a bus stop, but it can be placed in other high-foot traffic areas as well.

This design made use of our idea of price comparison, to show PUSH as the cheapest among three options. The long landscape proportions suit this banner more to banner or possibly hallway use.

Testing

Testing

Testing Summary

To test the effectiveness of the campaign designs, we had 8 college students look at each design and give their opinions on them. We then asked questions regarding the campaign's influence.

Goal

Indicate which logo students like best and how effective the campaign designs are.

Protocol

Introduction

"Thank you for coming in today. We are a group working with Cerner, a supplier of health IT, and we have created a campaign to promote Purdue's health care center, PUSH. Today we are going to show you different logos and advertising designs for PUSH and ask you some questions on these designs. Please give us your honest feedback, as our feelings will not be hurt if you do not like what is shown. Do you have any questions before we begin?"

"First we have a few questions about you and your use of PUSH."

Preliminary questions:

1. What is your year?
2. Have you ever been to PUSH?
   a. If so, why?
   b. If no, why not?
3. How has your overall experience been at PUSH if you have been?
4. How have you heard about PUSH? Are you aware of what their services and prices are?

Protocol

Advertisement/Campaign Testing

"We will show you different variations of the campaign advertisements for PUSH. These advertisements would be shown in several places around campus, such as the Union, bus stops, in front of Stewart, etc. We will show you each one at a time, and when you are presented with each one, take a few seconds to look at it. Then we will ask you a few questions about the designs. Do you have any questions?"

go through each design with user

Questions:

1. What do you think draws in your eyes the most to each design? Why do you think so?
2. What message do you think these designs are trying to convey?
3. What are your top two favorite designs? Why are these your favorite?
4. What is your least favorite design? Why is this your least favorite?
5. What information did you learn from this campaign?
6. Would seeing this campaign around campus influence your typical thoughts and/or behaviors of going to PUSH (or your campus health center)?
    a. Can you explain why or why not?
7. After seeing this campaign, do you associate PUSH (or your campus health center) with a positive or negative connotation? Explain why.
8. Do you have any other comments or questions about these advertisements?

Results

Here are our main findings from our testing with 8 users:

1. Students understood the message that the campaign is trying to get across.
   a. "PUSH is easy and cheaper."
   b. "PUSH is convenient, easy, clean, and simple."
   c. "PUSH isn't that bad."
   d. "I should go to PUSH if I'm sick."
   e. "PUSH is cheaper than other options."
2. Students were most influenced by the advertisements featuring a student and their quote.
   a. "I like the use of the student's face and her major. It makes it seem **real and authentic.**"
   b. "The quotes seem the most **authentic**."
   c. "The ones with the student's face seem most **reliable.**"
3. After seeing the campaign, all students had a positive outlook on PUSH.
   a. "I never knew the real benefits of PUSH until seeing this campaign."
   b. "PUSH is portrayed as a positive thing."
   c. "All the signs are positive."

Next Steps

From our results, we concluded that if our campaign for PUSH was put into use, more students would utilize PUSH do to the positive connotation portrayed in the campaign. We would want to include more of the personal stories and quotes from students, since that is what resonated with most to our users. Our next steps include adding the logo we created for PUSH into l the campaign design, so students can recognize the logo and associate the advertisements back to PUSH. After that, we would work with PUSH to print this campaign and put it in high-traffic areas, such as the student union and on buses and bus stops.

Updated Mock-ups

Updated Mockups

For the updates we decided to add the PUSH logo to the different items. The reason this was the minor change we made is because we wanted to tie the Push branding in with the university's branding as well. Overall the designs got very good feedback so we didn't want to change too much but we felt the logo was important. Having these advertisements across campus is something that Push is able to do now. They have very strict rules about what information they can and can't display. This campaign fits into their restraints very well.

Conclusion

Wrappin' it up

After conducting interviews with experts around Purdue University as well as interviewing and surveying students of the same, we found that despite students' self-stated stance of giving high priority to their health, the university health center (in this case, PUSH) was their solution of last resort when it came to monitoring and improving their health, preferring the advice of family and primary care providers instead. This situation was not helped by the rather widespread belief that PUSH and other health centers are incompetent or otherwise not worth the time and hassle.

Cerner can use this information on how students interact with their college student health facilities can help them better focus on health solutions tailored for college students, and make more informed decisions on the subject moving forward. The information provided is detailed and helpful, however they should look to confirm these findings with other colleges across the country, and to discover any solutions that may exist, and the potential for those solutions to be adapted across the nation.

The reputation campaign will be helpful to PUSH by bringing in more students who need their services, by keeping them in the minds of students who may forget about them until their health fails, and by giving them a professional, persistent image around Purdue's campus.

Appendix

References

Grace, T. W. (2010, July 09). Health Problems of College Students. Retrieved November 10, 2017, from
http://www.tandfonline.com/doi/abs/10.1080/07448481.1997.9936894

Skorton, D., & Altschuler, G. (2013, September 23). How College Health Centers Help Students Succeed. Retrieved November 08, 2017, from
https://www.forbes.com/sites/collegeprose/2013/09/23/how-college-health-centers-help-students-succeed/#394c0295184b

User Journey Map

Lifestyle	Stressor	Symptoms	Initial Steps	Worsens	Contact	Action	Experience	Resolution

Katherine

Josephine

Michael

What is your gender?

#	Answer	Bar	Response	%
1	Male		92	57.86%
2	Female		65	40.88%
3	Do not wish to respond		2	1.26%
	Total		159	100.00%

What is your current age?

#	Answer	Bar	Response	%
1	under 16		0	0.00%
2	17-25	████████████	153	96.23%
3	26-39	▊	4	2.52%
4	40-49		0	0.00%
5	50-59		0	0.00%
6	60 or over		1	0.63%
7	Do not wish to respond		1	0.63%
	Total		159	100.00%

Are you in school?

#	Answer	Bar	Response	%
23	Yes		153	96.23%
24	No		6	3.77%
	Total		159	100.00%

Other higher education
M.S.
Graduate

Please select your current school level.

#	Answer	Bar	Response	%
1	High School		0	0.00%
2	College		150	98.68%
3	Other higher education		2	1.32%
	Total		152	100.00%

What college do you attend?

Text Entry
PURDUE
Purdue
Purdue university
University of Nebraska-Lincoln
Purdue University
Purdue University
Purdue University
Purdue
Purdue University
Purdue University

Does your college or program have a health care center on campus?

#	Answer	Bar	Response	%
25	Yes		136	92.52%
26	No		2	1.36%
27	I do not know		9	6.12%
	Total		147	100.00%

What is the name of your health care center?

Text Entry
PUSH
Push
PUSH
Student Health Center
PUSH
PUSH
PUSH
Purdue University Student Healthcare
Purdue University Student Health Center
PUSH

On a scale of 1-10, how important is your health to you?

Detractors	Passive	Promoters	NPS®
15	50	68	39.85%

What do you do at college to maintain your health?

#	Question	Responses	Mean
1	Exercise	133	3.13
2	Eat healthy	133	3.18
3	Preventative health care visits	133	1.89

What have you done when you start feeling sick?

Text Entry
Call mom, google, take meds I have, doctor is last resort
Drink more water. Take cold medicine
Consume more water. If sickness progress, consult doctor.
Wait until it gets bad then go to PUSH
Take airborne
Take a nap
Rest, fluids, take it easy for a bit
Back out of any activities I need to in favor of bed rest.
I usually lay down, hydrate myself, maybe take some sort of medicine or pill. Take a nap if I can.
Taken over the counter medicine to soothe symptoms.

What have you done when you know you need to see a doctor?

Text Entry
make an appt
Schedule an appointment
Set an appointment. If urgent, proceed to health center immediately.
Go to PUSH or CVS minute clinic
Go to the doctor
Go see a doctor
Go to PUSH
Made an appointment with my doctor. As a local townie, my pediatric doctor is still available to me and i go to him instead of PUSH.
Haven't come to the point where I need to see a doctor
Scheduled an appointment as soon as possible.

When was the last time you saw your Primary Care Provider?

#	Answer	Bar	Response	%
12	Within the last month		19	14.29%
13	Within the last 6 months		56	42.11%
14	Within the last year		36	27.07%
15	More than a year		9	6.77%
16	More than 2 years		11	8.27%
17	More than 5 years		2	1.50%
	Total		133	100.00%

Other
No primary care provider
Medication refill
Check-Up
Back pain
Heart checkup

What was the reason for your last visit to your Primary Care Provider?

#	Answer	Bar	Response	%
3	Due to an illness		33	24.81%
4	Follow Up Visit		12	9.02%
5	Annual Physical		56	42.11%
6	Immunizations		14	10.53%
7	Urgent Care		11	8.27%
8	Other		7	5.26%
	Total		133	100.00%

In the past year have you, or someone you know, been to your College Health Center?

#	Answer	Bar	Response	%
1	Yes		103	77.44%
2	No		30	22.56%
	Total		133	100.00%

Briefly explain why you, or someone you know, went to your College Health Center?

Text Entry
I went for a flu shot, my friend went for birth control
Blood tests
I was feeling very sick, and got a blood test, and a strep test
Skateboard accident, fell on my head
Several incedents that needed to be recorded for orientation week
Needed psychological assessment and diagnosis
I have been for illness, women's health checkups, and immunization shots.
Injury that needed to be attended to.
Thought I had strep throat
Someone went because they needed assistance with how to progress with dealing with their health issue

How satisfied were you, or the person you know, with the experience?

#	Answer	Bar	Response	%
8	Extremely satisfied		27	27.27%
9	Somewhat satisfied		44	44.44%
10	Neither satisfied nor dissatisfied		7	7.07%
11	Somewhat dissatisfied		15	15.15%
12	Extremely dissatisfied		6	6.06%
	Total		99	100.00%

Did you, or the person you know, experience any problems or complications with your College Health Center?

#	Answer	Bar	Response	%
23	Yes		21	21.21%
24	No		78	78.79%
	Total		99	100.00%

Please explain.

Text Entry
They didn't take blue cross blue shield at the time
The system failed to schedule an appointment
They took forever to schedule
Wrong diagnosis
Insurance took care of it
It took forever to see a doctor
My doctor did not help me diagnose a problem
Staff is not very knowledgeable
Wrong diagnosis at first
They did not inform him of the price beforehand and they froze the wart off but the treatment was ineffective.

What was it like coordinating with insurance and your College Health Center?

#	Answer	Bar	Response	%
6	Extremely good		23	23.23%
7	Somewhat good		31	31.31%
8	Neither good nor bad		35	35.35%
9	Somewhat bad		5	5.05%
10	Extremely bad		5	5.05%
	Total		99	100.00%

If you have not been to your College Health Center, is there a reason why?

Text Entry
health insurance acceptance
Haven't felt the need to use it yet
none
I have been there
No
Have not been sick
No major issues
I still have access to my general practitioner and pediatric doctor.
I have not felt sick enough in my month here to have a reason to visit.
N/A-I have been to my health center

Have you heard of any other urgent care facilities where you live?

#	Answer	Bar	Response	%
1	Yes		70	54.26%
2	No		59	45.74%
	Total		129	100.00%

Please list them:

Text Entry
IU Arnett emergency
IU Helath
Emergency room
Cvs and urgent care
Arnett Health Center, St. Elizabeth's
Unaware of the name
The Hospital
CVS MinuteClinic
Concentra
IU Arnett clinic

Would you be interested in participating in a focus group to further talk about your health care experience?

#	Answer	Bar	Response	%
1	Yes		12	9.30%
2	No		117	90.70%
	Total		129	100.00%

What is your email address so we can contact you?

Text Entry
perez176@purdue.edu
long225@purdue.edu
jason.a.brier@gmail.com
psieczko@purdue.edu
gouldn@purdue.edu
No
mbietjen@purdue.edu
jpayt001@odu.edu
mnanduri@purdue.edu
jdksfhkhj