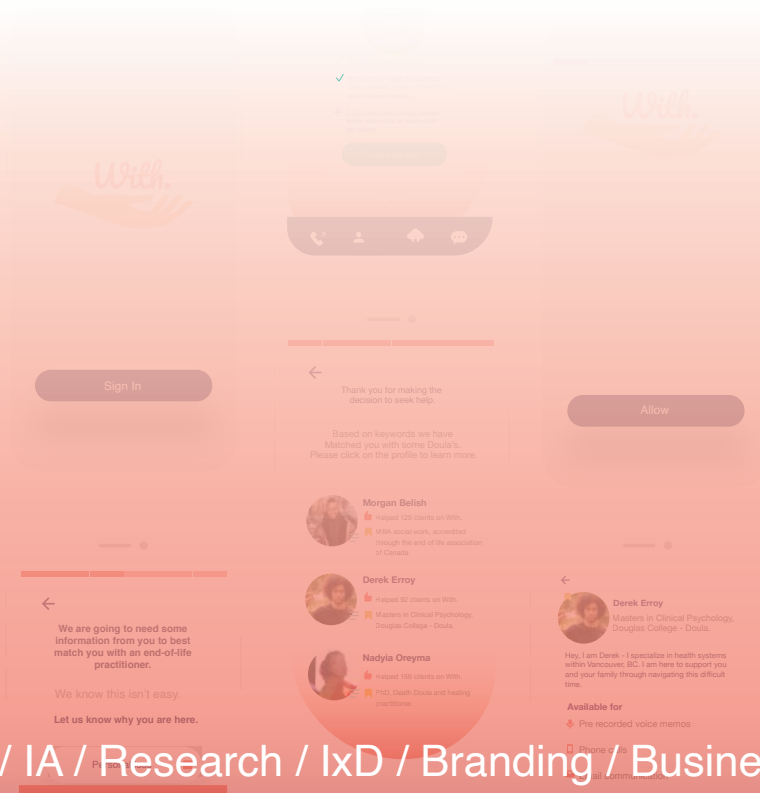


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With



UX/ UI / IA / Research / IxD / Branding / Business analysis

ROLE

Innovation, discovery, UX/
UI, research, IA, IxD,
branding and business

PROJECT DURATION

2019-2020
3 Months

CLIENT

Personal project for a business
development course

Process

INNOVATION

Concept
Define

RESEARCH

Contextual Study
User Pain Points

ANALYSIS

Problem statement
Use case
SWOT
PEST

IDEATION

Narrative

DESIGN

Logo, palette
Low-fi wireframes
High-fi wireframes
Interactive
prototypes

ITERATIVE
DESIGN

Testing
Critiques
Redevelopment

Overview

OBJECTIVE

There is currently a growing awareness for end-of-life practitioners. There is also a growing number of people in this field. Many of whom cannot reach the audience that they would like to.

The objective is to design an end-to-end experience of connecting with a death doula online. This platform connects clients with death doulas across North America allowing them to reach a wider audience and

DELIVERABLES

The platform UI prototype must be fully flushed out and be user driven on both the client side and the doula side.

APPROACH

As I am not a end-of-life practitioner and I am know there is a lack of knowledge around this profession I was my end product to be informational. The end platform being entirely driven by the data collected and A/B tested.



Research

CONTEXTUAL STUDY

This platform currently does not exist for end-of-life practitioners and their needs. Talkspace is an online platform that connects therapists to clients - but does not have the usability that death doulas would like to see.

CLIENT/ USER PAIN POINTS

What are the problems that this application would solve?

Death doulas having a wider reach (not restricted by geography)

Increased education about Death doulas

Death doulas being able to handle more clients

Analysis

PROBLEM STATEMENT

Death doulas are currently restricted to geography, needing to practice in person. This limits their reach.

USE CASE

“ I don’t know how to support my partner, who just lost their parent - I need someone to help me navigate the funeral process. ”

“ I am about to release a person who had a still born from the hospital - I want to be able to recommend a platform to help them navigate the coming months. ”

“ I need help in telling my family that I am terminally ill. ”

CC ANALYSIS

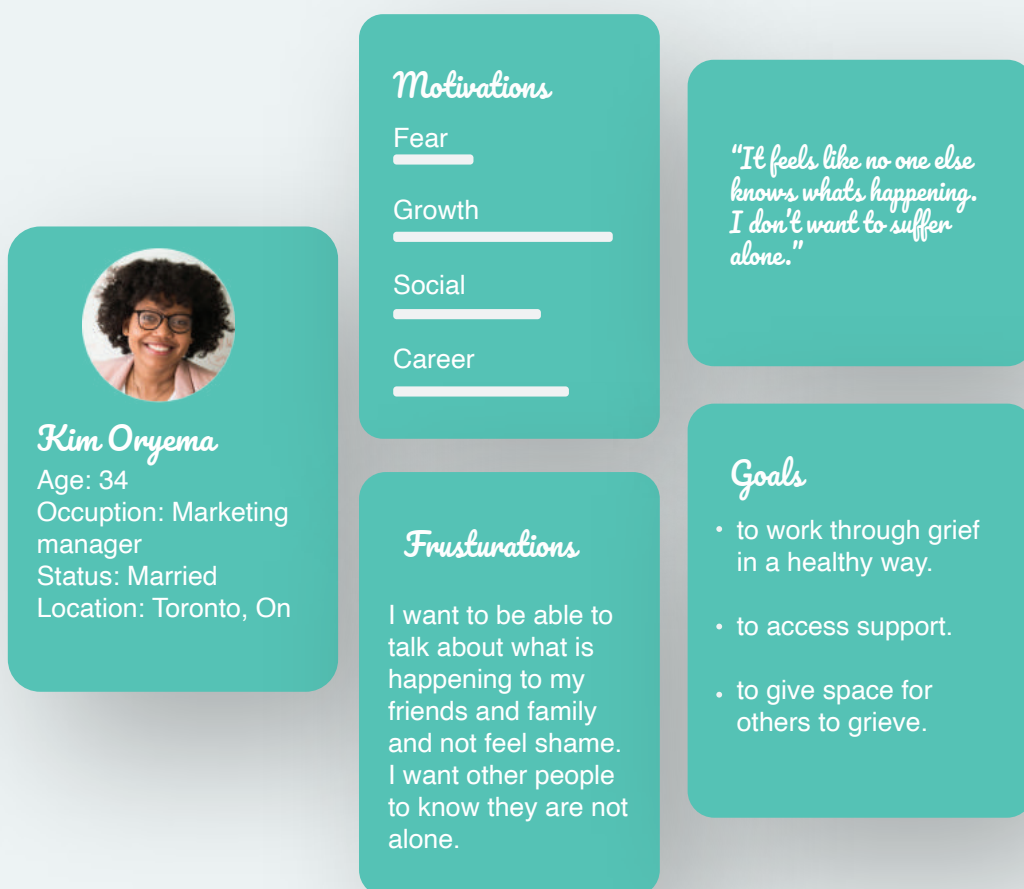
Name of business	Pricing model	# of therapists	# of clients	Online rating	Colour palette
Talkspace	Clients pay through app, Talkspace takes a percentage.	5,000 +	1 mil +	★★★★★	
Better help	Clients pay through app, Talkspace takes a percentage.	6,500 +	1 mil +	★★★★★	
7 Cups of tea	Was free until 2013, now also has a paid service. Very competitive pricing.	1,000 + calls/ week	25 mil +	★★★★★	

DOMAIN RESEARCH

There is an increased number of people using online therapy applications. These applications have allowed people from all over the world access to mental health practitioners that would normally not have this option. Currently, as of Feb 2020, there is no online application that connects Death Doula's with clients. Based on my research, this would meet a need for both clients and Death Doulas.

The concept of Death Doulas was born in New York City in 2003 and has been on the rise ever since. By the year 2030 death rates will rise by 25% and the need in assisting this population will increase. The only course that accredits Death Doulas in Canada is in Douglas College, it is now taught all over Canada, with their program increasing every year.

PERSONA





Margaret Phillips

Age: 45

Occupation: Teacher

Status: Married

Location: Vancouver, BC

Motivations

Fear

Growth

Social

Career

"I need consistent support and someone I can access all the time during these first few months."

Frustrations

I am frustrated with the health system for not providing the support I need in an accessible way while I am grieving.

Goals

- to work through grief in a healthy way.
- confidential access.
- to have support for my family.

SWOT ANALYSIS

STRENGTHS

Currently no competitors

Personal investment in the end product

Unique concept

Easy access to help with in trauma situations

Fast delivery of information

WEAKNESS

Not a huge number of death doulas in Canada

Education around death doulas is low

No in person connection

Lack of resources when the client and doula are in different locations (laws differing across provinces or borders)

OPPURTUNIES

Few competitors

Doulas feel like they need the platform

THREATS

Other folks developing a similar product

Not enough doulas to make the platform profitable

PALETTE

The original palette was based on surveys. The question that lead to this was, “What is a calming colour for you.” This palette was too close to Talkspace - which is our main competitor.

The second palette was based on colour psychology. Orange signifies shelter, allowing us to evade an grief or disappointment that may be dominating our minds. The color promotes rejuvenation, positivism, and optimism.

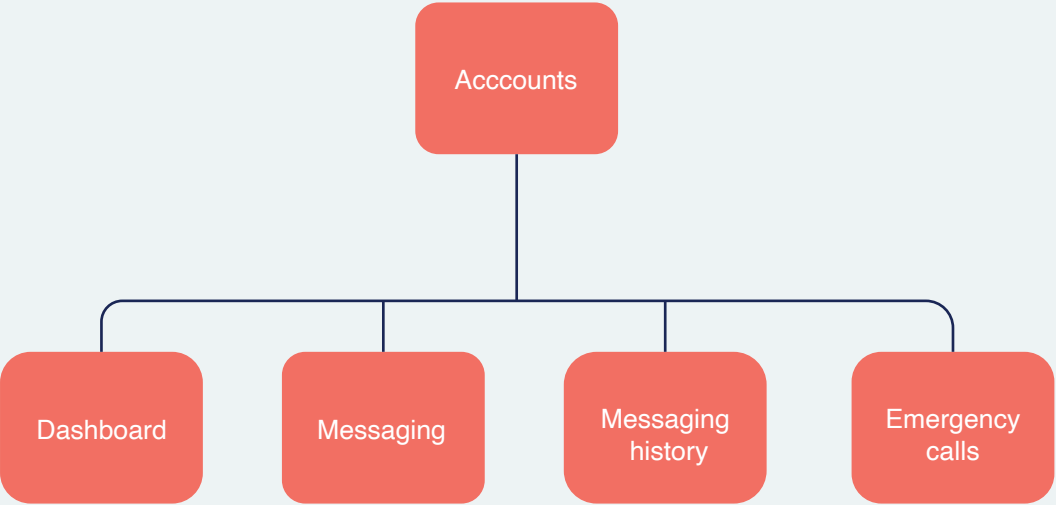
VERSION 1



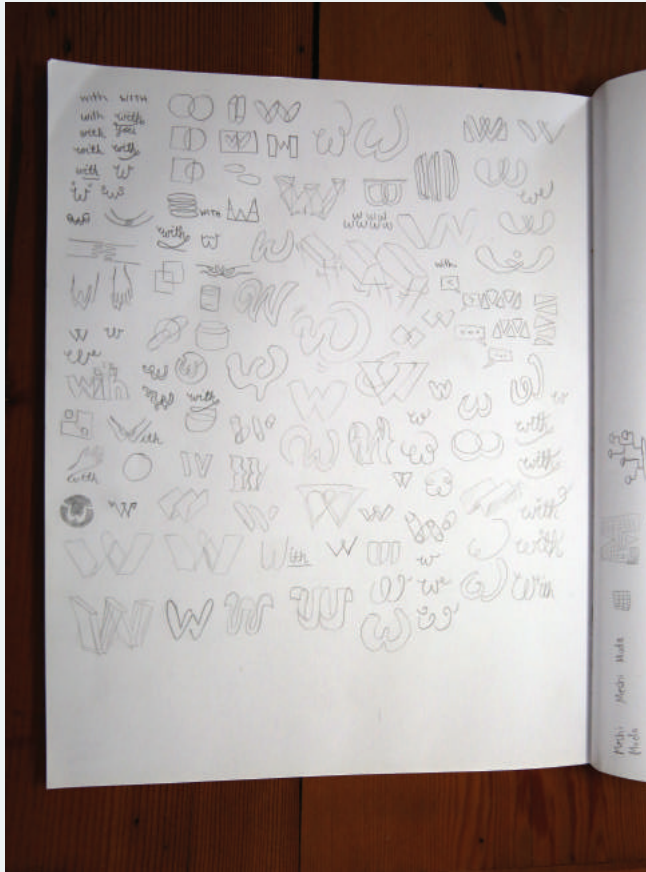
FINAL



SITE MAP



LOGO



FINAL DESIGN



Narrative

IMPORTANT COMPONENTS

One

Matching with a end-of-life practitioner - The program prompts the user by asking why they are here - on the platform. Based on keywords within this matches you with three death doulas.

Two

Waiting for your matched death doula to accept your request - The user is able to request to message with a chosen death doula. Once the doula receives a request they are given 48 hours to review the original message, scope of the client and ensure they have the time to be able serve the client.

Three

Price package onboarding- while you are waiting for your doula to accept your request you are brought through an onboarding with an admin who helps you choose a package that best suits you.

Four

Start messaging - Begin messaging with your death doula

Five

Check in - Check in from our admin team to see how your first session went. If it was what the client expected. If there are anyways the client feels like we can improve their experience.

Research

FOCAL POINTS

Easy

The folks that are using this app will most likely be in distress. This means that navigating this platform has to be intuitive.

Trust

The design of this platform should instill trust and calmness in the user. People feel comfortable using it and inherently understand that their information is private.

Safe

People are coming to this platform because they need help. Their experience should create an environment where they feel supported.

Action

One function that death doulas wanted to see in this platform was an emergency button for clients to contact them outside of regular times.

Alternatives

Death doulas wanted there to be a wide variety of ways for their client to contact them. This is why the platform includes recorded audio and videos.

PEST ANALYSIS

POLITICAL

Rules and regulations for assisted suicide will increase the awareness for death doula's in Canada as often these are the folks that are guiding you through that process and the health system.

ECONOMIC

Increase in baby boomer aging would increase the amount of age related deaths in North America, increasing the need for Death Doulas. This would be separate from awareness.

The product offers the service at an accessible price.

SOCIOCULTURAL

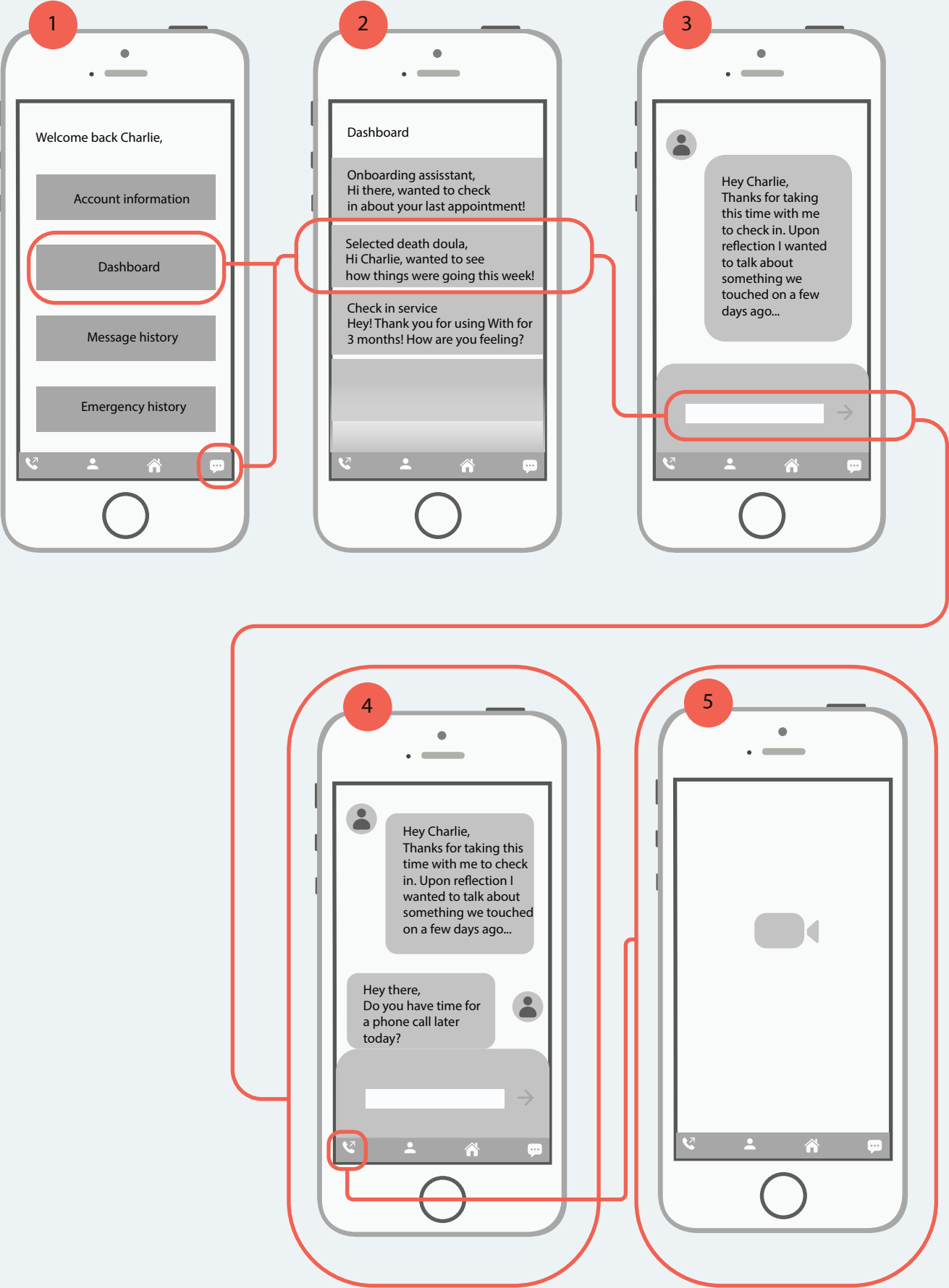
There is an upswing in the education around Doulas and this has been increasing over the past few years with signal boosts such as media outlets and interviews. Death Doula courses have gone from being offered in one province to offered across Canada.

With an aging population there will be an increased demand for someone to help with the grieving process, navigating the health system etc.

TECHNOLOGICAL

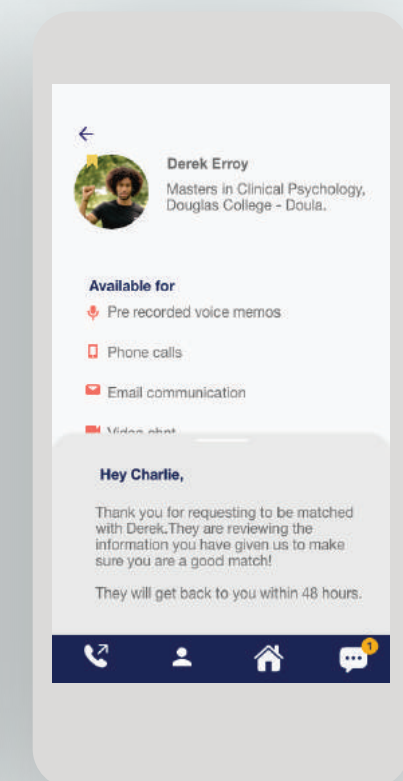
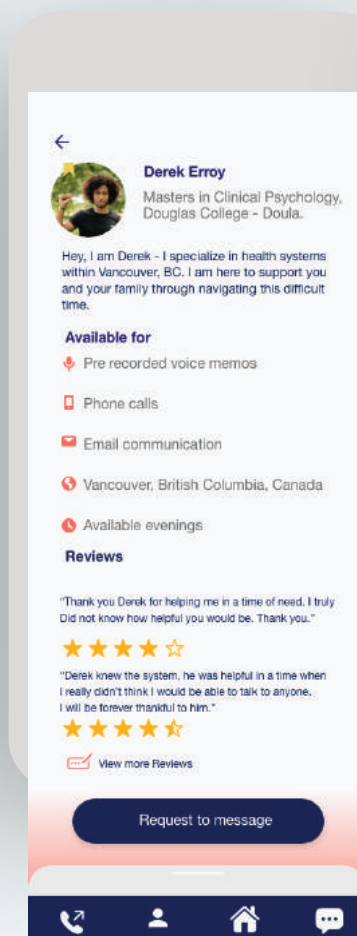
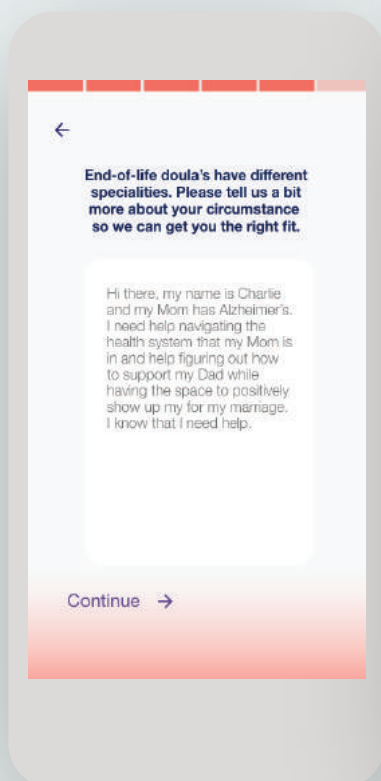
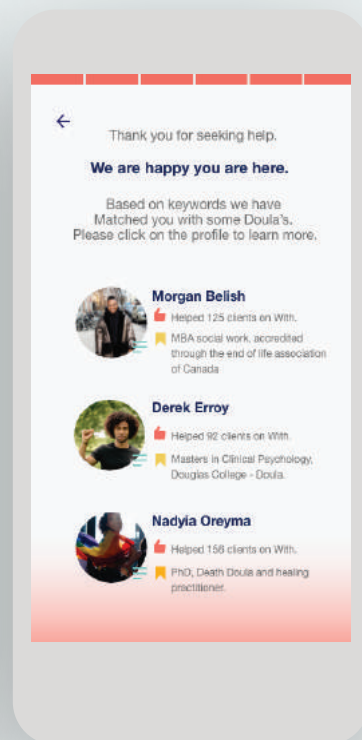
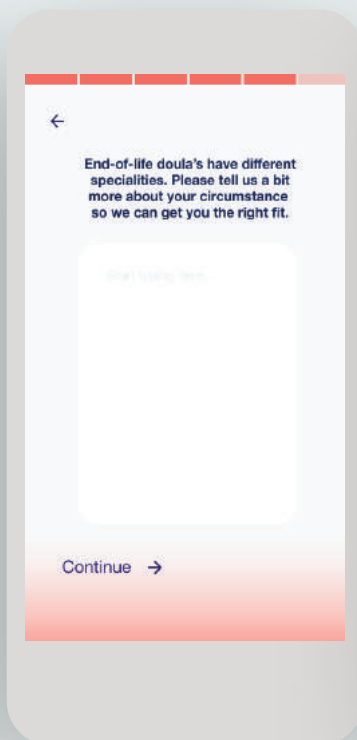
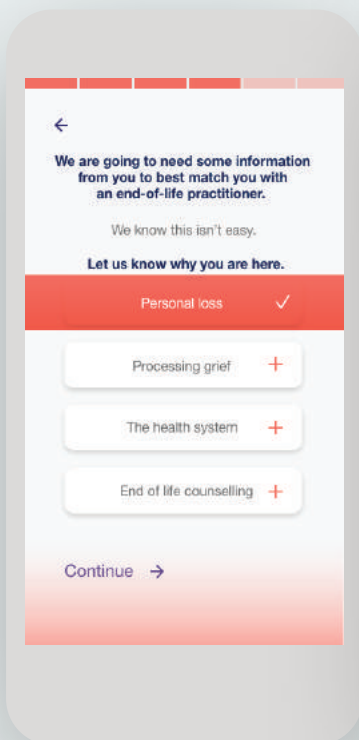
There would have to be a certain level of understanding of technology to use this platform. As the technology develops this would be something that would be increasingly prevalent.

USER FLOW



ONBOARDING

FULL MOCK UP SCREENS



PRICING

Pricing came in two iterations. The first iteration was a model that leaned upon similar platforms. This process was having the client pay through the app for the service and With would then take a percentage of this payment.

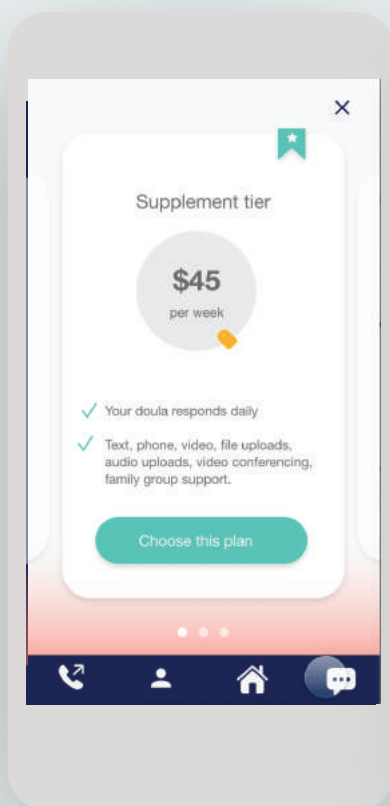
he next iteration made the platform free for both Death Doulas and their clients to use. This concept involves funeral homes, Douglas College and the Death Doula Association of Canada. Many Death Doulas do not have enough clients to have to be a full time profession. If With paired with Douglas College and the Death Doula Association of Canada it would be a way of ensuring work after the program ended.

In the end, for the bounds of this project creating a pay system that takes a portion of the amount that the end of life practioners are charging is the most straight forward, so I ended up going with the first iteration. In the future, if I continued with this project, I would want to make it a free service for the doulas.

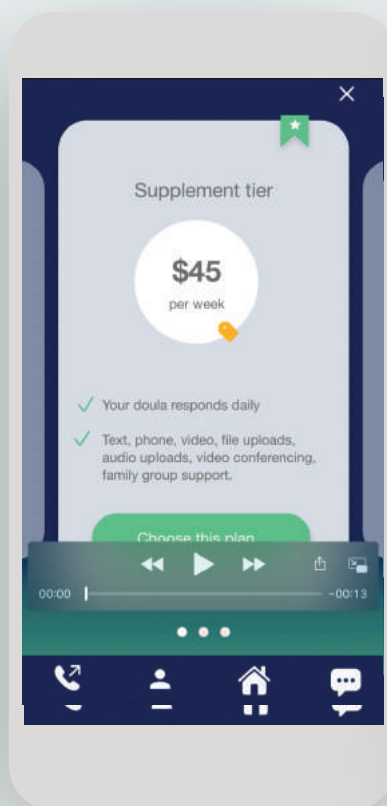
When a death doula takes on clients they take them on in 8 session increments. These sessions are arranged between the doulas and the client and can be services anywhere from a phone call to a meeting in person with their family.

For 8 sessions doulas charge an average of \$800. The goal of this platform is for Death doulas to extend their reach. Doulas have estimated that they would be able to take 10-12 clients per month in addition to their client load in person. If a death doula took on 10 clients they would be able to make a range of \$1,800 - \$2,400 per month. If I took a 5% cut from each I would be making \$90-\$120 per month, per subscription. If there were 100 clients using the platform it would generate \$9,000-\$12,000 per month.

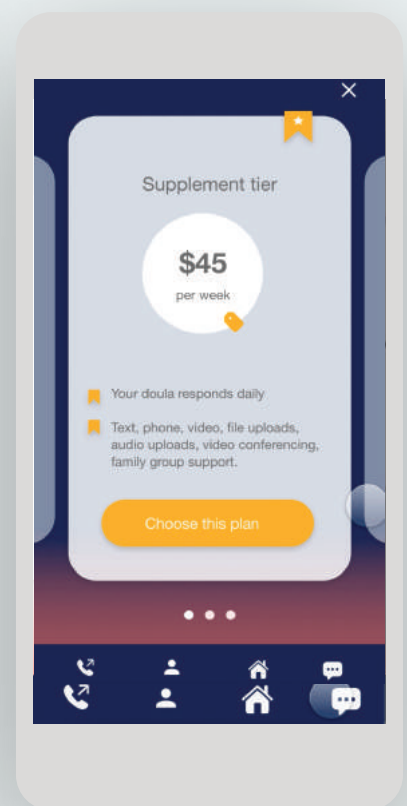
There were three versions that the pricing screens went through when the model was that the clients and Death Doulas would play over the platform- they were AB tested and the result is the final version as well as the gallery below.



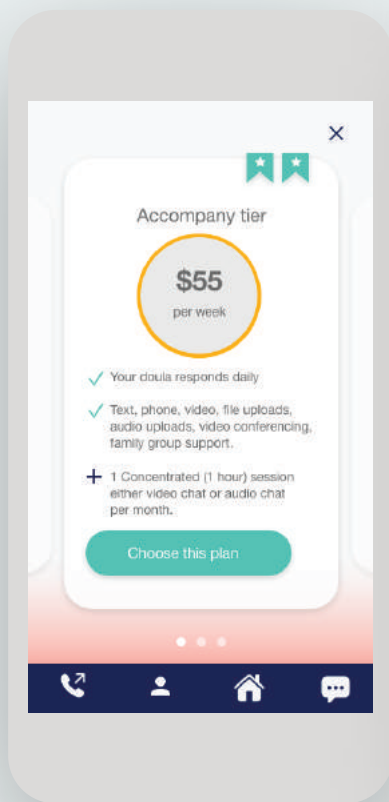
V1



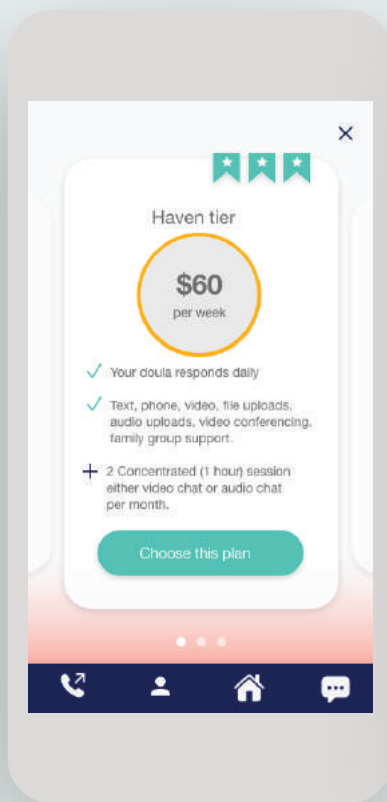
V2



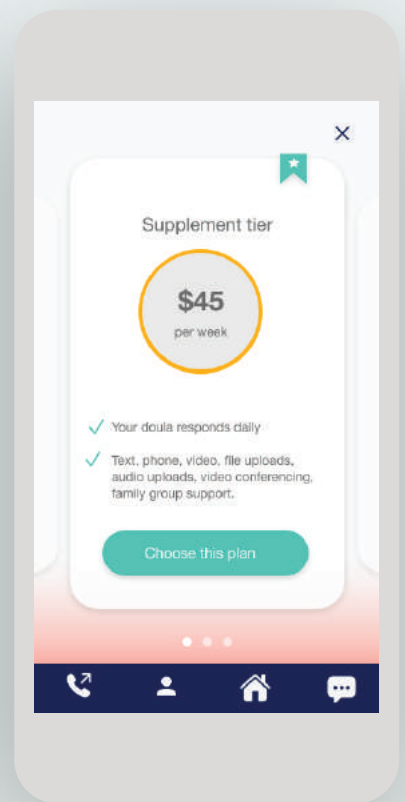
V3



V2

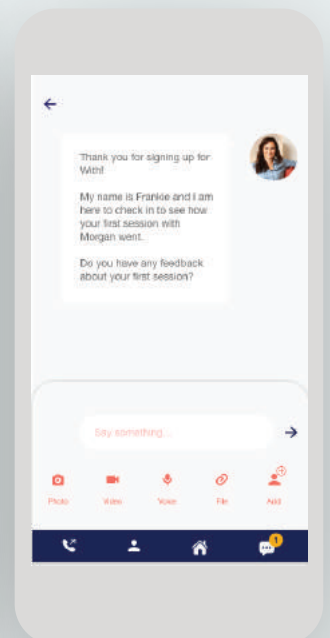
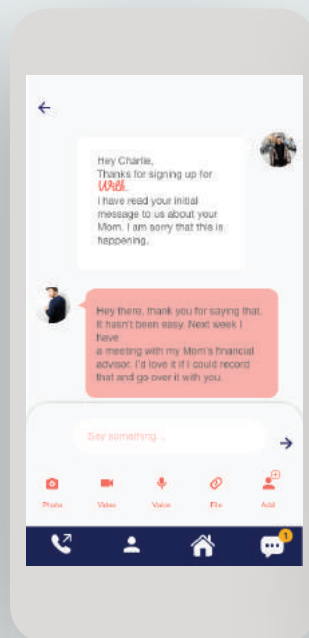
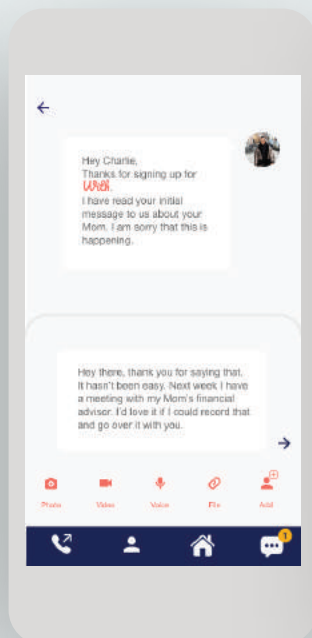
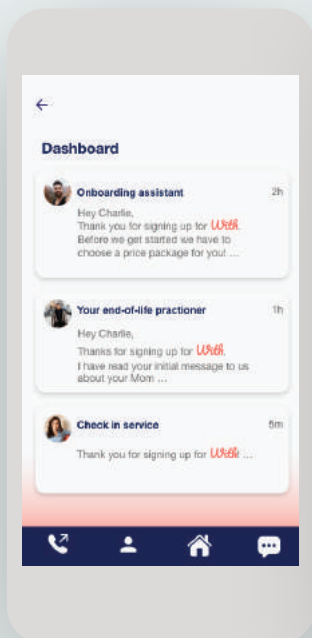


V2



V2

MESSAGING WITH DEATH DOULA



DEATH DOULA ONBOARDING



Iterative

USER TESTING

The user testing that was one on this product was a learning experience for me, as it is the biggest app that I have built out in this fashion. This meant that the feedback recieved was of a large volum every time that it was tested. After the first round of testing I began to do more concentrated AB testing to get faster feedback on smaller design oriented tasks (button placement and calls to action). This worked well and there was less user fatigue.

Outcome

LIVE PROTOTYPE

REFLECTION

Overall, I am happy with the way that this project came together. I struggled with the narrative of bringing it to life when doing surveys and reaching out to folks to get feedback and ask questions about their profession.

I enjoyed the prototyping phases - it was good to iterate the way I did and not worry about how things visually looked. I felt like this allowed me to be fully focused on the user and not drive their opinion one way or the other.

I learned in this project that it is important to talk to as many people as possible. You can hypothesize what your users will want, think and feel but you don't know their true priorities unless you do the research. It was also important for me to be empathetic in this process as this issue is something that is close to me.

If you have made it this far thank you for reading!