

WeCare:

Your healthcare coach

Design Sprint

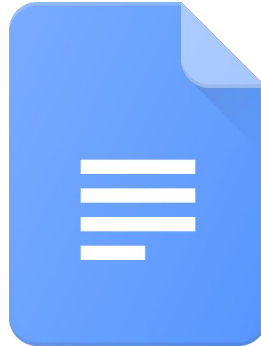
Product Manager: Christian Kulik



Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD



[Link to "WeCare" PRD v1](#)

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...remind people to drink water often?

How might we...motivate people to eat an apple a day?

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

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

How might we...let people use a stress ball daily?

How might we...check their posture at the office table?

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

How might we...get people to know the bad food additives of sugar?

How might we...structure information for people that they know the basics?

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

How might we...coach people so that they don't get hurt?

How might we...warn people against unhealthy choices?

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

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

How might we...encourage people to fill out a risk profile so that they know what to look for?

How might we...convince people to eat less sugar?

How might we...advertise the app for elderly people?

How might we...track what people have eaten?

How might we...encourage people to eat less meat?

How might we...recommend people to eat less fast food?

How might we...explain complex diseases in simple words?

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

How might we...track people without being a stalker?

How might we...get people active every hour?

How might we...propose meal plans for people with families?

How might we...encourage people drinking less milk?

How might we...nudge people to eat more fish?

How might we...let people eat less deep-fried food?

Other stickies 1

How might we get people to drink more water?

How might we make health data easier for patients to understand?

How might we track a patient's physical activity?

How might we build good habits at a young age?

How might we make it easier to make healthy choices?

How might we help people make more healthy food choices?

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

How might we allow users to compare choices vs. norms?

How do we convince people to exercise regularly?

How do we teach patients how to mediate?

How might we facilitate conversations about health habits between patients and care providers?

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

How might we notify patients when they are making a suboptimal food choice?

How might we help patients stop smoking?

How do we reduce a patient's alcohol intake?

How might we reward healthy behavior choices?

How might we reward people when they learn about better health choices?

How might we connect people to health information?

How might we help a patient track their food choices?

How might we help people find accountability partners?

Other stickies 2

How might we reduce healthcare costs for healthy patients?	How might we provide better insights to doctors?	How might we help people manage their weight?	How might we help reduce high blood pressure?	How might we provider diet tracking?	How might we provide easier/quicker care to patients?
How might we get people to build healthier habits?	How might we gamify healthy habits?	How might we create a rewards system?	How might we help patients monitor their goals?	How might we help patients set health goals?	How might we allow people to better understand their health?
How might we make people aware of risk factors?	How might we identify and warn pre-diabetic patients	How might we prevent patients from making unhealthy choices?	How might we raise awareness across society?	How might we build a social support system?	
How might we promote health habits?	How might we help people better understand diabetes?	How might we encourage people to drink more water?	How might we get people to walk 30 minutes every day?	How might we make people aware of their current state of health?	

Other stickies 3

How might we reward patients for eating more vegetables?

How might we reduce sedentarism?

How might we incentivise exercise?

How might we identify healthy habits with the most benefit?

How might we gamify positive lifestyle changes?

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

How might we create a personalized plan?

How might we warn users about unhealthy choices?

How might we make healthy food choices accessible?

How might we make healthy food choices affordable?

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

How might we use ubiquitous technology to improve patient health?

How might we make patients feel accountable?

How might we provide activity tracking?

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

How might we educate our patients about healthy habits?

How might we help patients increase their physical activity?

How might we use ubiquitous technology to track patient data securely?

How might we reward patients for walking more?

How might we reward people for good behaviors?

How might we educate our patients about preventative health care?

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

How might we gamify health?

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

Increase activity levels

How might we...get people active every hour?

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

How do we convince people to exercise regularly?

How might we reduce sedentarism?

How might we track a patient's physical activity?

How might we help patients increase their physical activity?

Get a activity routine

How might we...check their posture at the office table?

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

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

How might we...coach people so that they don't get hurt?

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

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

Concrete activity plans

Change different habits

How might we...warn people against unhealthy choices?

How might we warn users about unhealthy choices?

How might we prevent patients from making unhealthy choices?

Prevent bad habits & choices

How might we help patients stop smoking?

How do we reduce a patient's alcohol intake?

How might we make it easier to make healthy choices?

How do we teach patients how to mediate?

How might we...let people use a stress ball daily?

Learn tangible new habits

How might we identify healthy habits with the most benefit?

How might we build good habits at a young age?

How might we get people to build healthier habits?

Support of good habits

How might we promote health habits?

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

Get Motivation, Incentives or Rewards

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

How might we help patients monitor their goals?

How might we help patients set health goals?

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

Motivate the people

How might we gamify health?

How might we gamify positive lifestyle changes?

How might we gamify healthy habits?

Push with gamification

How might we reward healthy behavior choices?

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

How might we reward people for good behaviors?

How might we reward patients for walking more?

How might we incentivise exercise?

How might we reward people when they learn about better health choices?

How might we create a rewards system?

Earn rewards / incentives

Give nutritional advice

How might we...remind people to drink water often?

How might we...encourage people drinking less milk?

How might we get people to drink more water?

How might we encourage people to drink more water?

Optimize drinking

How might we...encourage people to eat less meat?

How might we...motivate people to eat an apple a day?

How might we...convince people to eat less sugar?

How might we make healthy food choices accessible?

How might we...propose meal plans for people with families?

How might we notify patients when they are making a suboptimal food choice?

How might we help people make more healthy food choices?

How might we...nudge people to eat more fish?

How might we...recommend people to eat less fast food?

How might we reward patients for eating more vegetables?

How might we...let people eat less deep-fried food?

How might we make healthy food choices affordable?

Optimize food intake

Educate and inform about health

How might we...get people to know the bad food additives of sugar?

How might we...structure information about healthy food for people that they know the basics?

How might we educate our patients about preventative health care?

How might we identify and warn pre-diabetic patients

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How might we educate our patients about healthy habits?

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How might we connect people to health information?

How might we make people aware of risk factors?

How might we help people better understand diabetes?

How might we allow users to compare choices vs. norms?

How might we make patients feel accountable?

How might we allow people to better understand their health?

Create understanding

Inform the people

Tracking, Data & Technology of health

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

How might we help people manage their weight?

How might we help a patient track their food choices?

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

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

How might we help reduce high blood pressure?

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

How might we provide diet tracking?

How might we use ubiquitous technology to improve patient health?

How might we...track people without being a stalker?

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

How might we...track what people have eaten?

How might we provide activity tracking?

How might we use ubiquitous technology to track patient data securely?

Tracking of
own parameters

Technology driven

Others

How might we create a personalized plan?

How might we provide easier/quicker care to patients?

How might we provide better insights to doctors?

Treatment of patients

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

How might we help people find accountability partners?

How might we raise awareness across society?

How might we build a social support system?

Support of social networks / society

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

How might we reduce healthcare costs for healthy patients?

Reduce costs

How might we...advertise the app for elderly people?

Other

Sprint Focus

Focus	Get Motivation, Incentives or Rewards
Slide #	#11
I selected this theme because	<p>A motivation system will be beneficial for positively valenced emotions towards a mindset change for habits and activities. Positive reinforcement and a reward system are stimuli that people will work towards and that will make habits easier to learn.</p> <p>An intelligent incentive system can create added value to support other objectives and is therefore selected first.</p>

Define

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

Success Metrics

- Set at least two user-centered *goals*
- Identify changes in user behavior will *signal* success in reaching the goal
- Create a *metric* to measure each signal

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

Can an app teach you how to live healthier?

WeCare from Kaiser Permanente is an useful and fun app for preventive health care.

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

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

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

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

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

Kaiser Permanente launches WeCare app to rethink health action plans

WeCare empowers consumers to learn about preventable diseases, nutrition and healthy habits.

Healthcare is one of the most discussed topics in the United States. Latest number show staggering costs of healthcare and the need for active counteract of preventable diseases. There are more than 80 million Americans who have an increased risk of diabetes due to their lifestyle, without knowing it. Kaiser Permanente has a strong history of research and education of preventable diseases. But how can these cutting edge insights & knowledge improve the life of our members?

Today Kaiser Permanente released an app to fight preventable diseases and to support a healthy way of life. For the first time, WeCare will encourage consumers to get the latest information about preventable diseases, such as prediabetes and diabetes type 2, helping them improve their overall health. It is an all-encompassing preventive care. The WeCare app allows members to manage their activities and habits. It will improve the life of our patients by intelligent advisors and connecting experts with patients for tailor-made healthcare.

This new app will be available starting from today to all Kaiser Permanente members, for Android and iOS phones. Kaiser Permanente members will be able to login easily with their ident number. Registration for non-members of Kaiser Permanente will be available later this year.

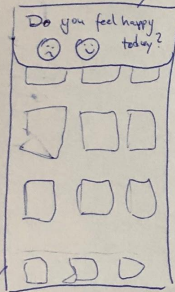
Sketch

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

8 Sketches

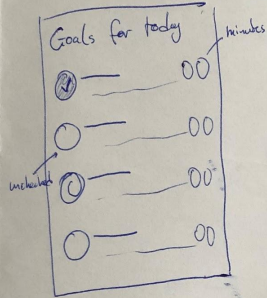
NOTIFY

Notification



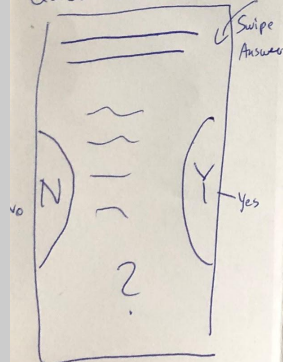
Home Screen

DAILY GOALS

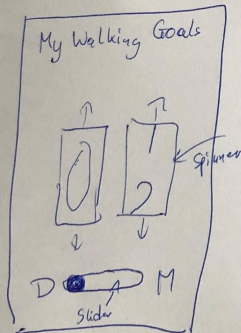


minutes

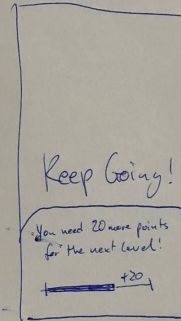
QUESTIONNAIRE



SET GOALS



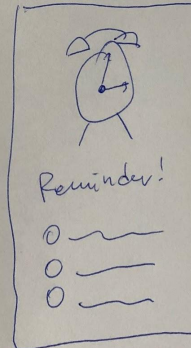
GAMIFICATION



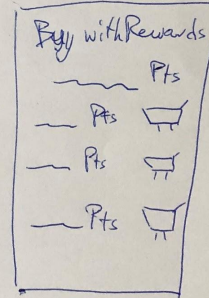
WALKING



REMINDER

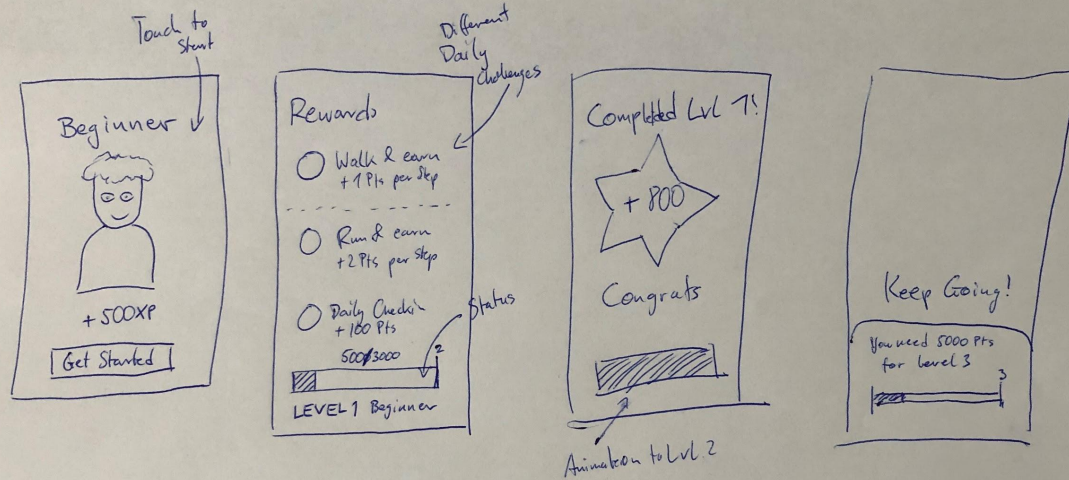


REWARDS



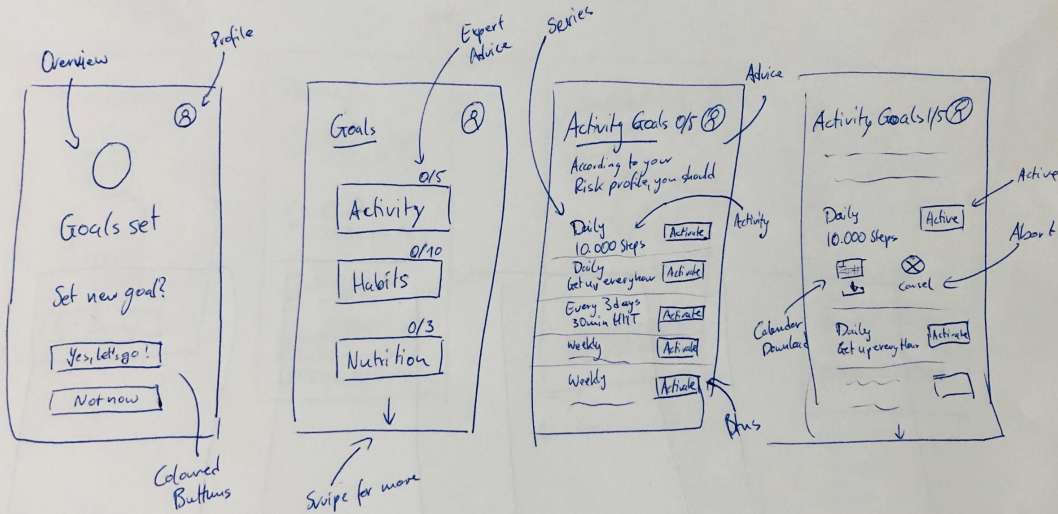
Solution Sketch 1

GAMIFICATION



Solution Sketch 2

SET GOALS



Decide

Pick the final concept that you develop into a prototype

Decision

Decision	SETGOALS (Slide #24)
Rationale	“SET GOALS” is an important aspect for the user journey in learning new habits and getting more active. The App should advice and coach customers to increase physical activity and healthy habits, therefore a mechanism to set goals for activities is a valuable and crucial part of the app.

Prototype

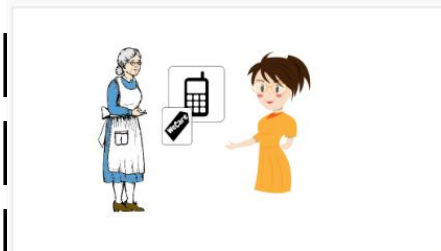
Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas

Storyboard

Note: I can't share a public link to "ThePlot.io" since I don't have a premium account (I'm only allowed to share it with email addresses). Here is a screenshot only, but on request I can add an email for the storyboard. Also discussed in the KB <https://knowledge.udacity.com/questions/91683>



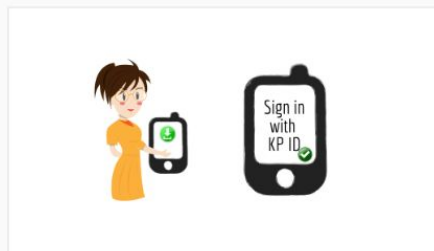
Link your plot



SCRIPT

Jasmin got divorced 1 year ago. During these stressful times in her life, she didn't live very healthy. She felt constantly unwell and asked her doctor Lisa for advice. Lisa suggests to try the WeCare app from KP to change her lifestyle.

ACTION



SCRIPT

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

ACTION

Enter text here...

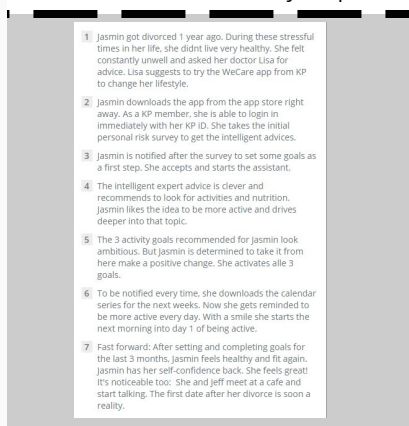


SCRIPT

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

ACTION

Enter text here...



SCRIPT

The intelligent expert advice is clever and recommends to look for activities and nutrition. Jasmin likes the idea to be more active and drives deeper into that topic.

ACTION

Enter text here...



SCRIPT

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

ACTION

Enter text here...



SCRIPT

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

ACTION



SCRIPT

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

ACTION

Prototype

Description

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

The user is asked to login with his/her ID. Then the user will be notified to take the initial risk survey (is done automatically). Afterwards, he will be notified about new goals. The user can select the activity goals. In the follow up, the user is able to activate the Daily 10.000 steps goal. The user is also able to download calendar notifications.

Assumptions

- Any assumptions within the prototype

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

Tasks

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

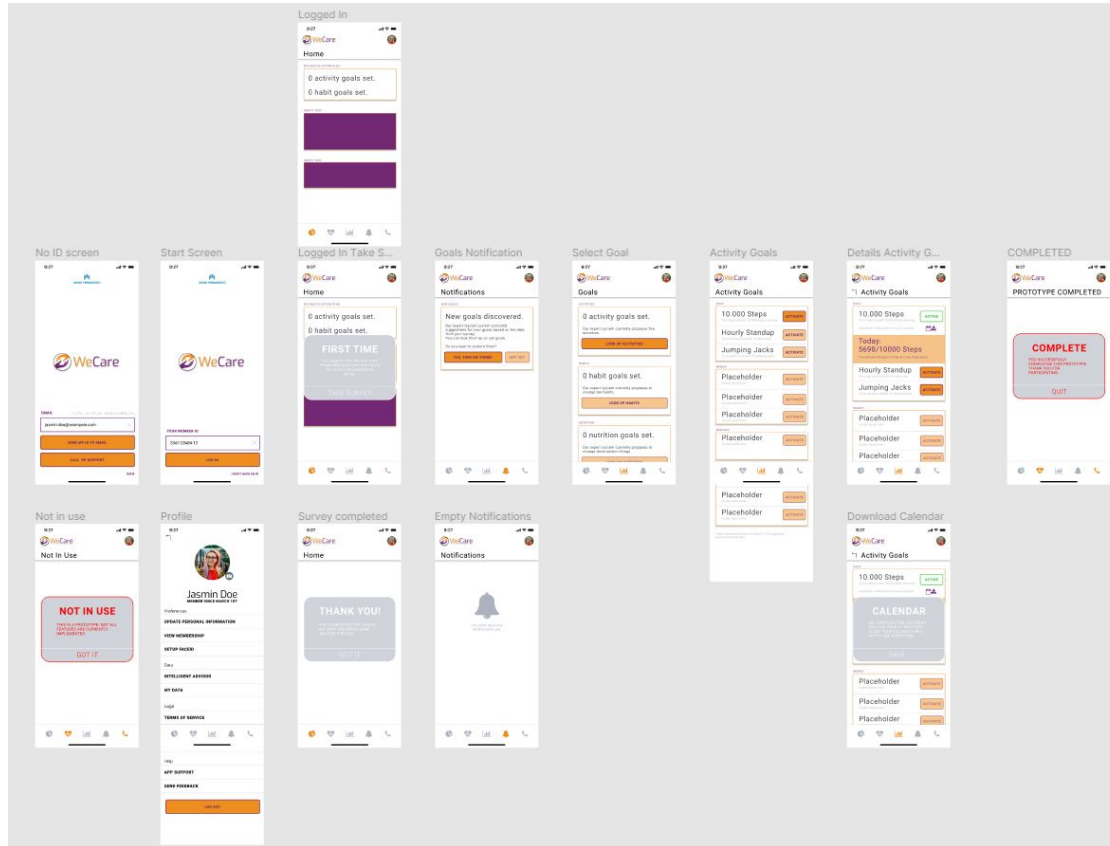
- User can login with KP member id, User is able to log out
- User can be denied if he/she has no KP member ID
- User is notified about new goals
- The user can view the proposed goals, user can select activities
- User can explore activity goals. User is able to activate 10.000 steps goal
- User can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



[Link your prototype](#)

Prototype v1 Screenshot

FOR STUDENT DOCUMENTATION PURPOSES



Validate

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

Plan and recruit for research



[Link your
research plan](#)

User Testing



[Link your notes](#)



MP3: [Link your audio recording](#)
M4A: [Link](#)

Key Findings from Participant 1

What worked well

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

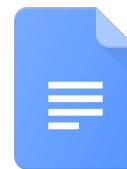
Where participants got stuck

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

Other observations

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

User Testing



[Link your notes](#)



MP3: [Link your audio recording](#)
M4A: [Link](#)

Key Findings from Participant 2

What worked well

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

Where participants got stuck

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

Other observations

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

Improvements

Improvement #1	<i>Adaptation of Goals UI with Icon/pictograms</i>
Rationale	<i>This feature was requested by every participant, therefore it should be implemented to give the user more guidance and improve the speed of grasping what the SET GOALS feature will do.</i>
Improvement #2	<i>Add and edit of goals</i>
Rationale	<i>All participants are missing the option to add or to edit goals within the user study. It does make sense to Add or edit goals manually, hence we need to implement it.</i>
Minor Improvement #3	<i>Feature Addon: Percentage of status of pursued goals Feature Addon: Grouping of goals based on Time series or Feature (not functional)</i>

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI <ul style="list-style-type: none"> What data is needed to draw the UI on the screen? Where is the data coming from 	<ul style="list-style-type: none"> Survey results: Data for the dynamic generation of goals needs data at the right time <i>(Figma Screen "Goals Notifications"; "Select Goal")</i> We need a profile Picture <i>(Figma Screen "Profile")</i> Data for goals, e.g. activities needed <i>(Figma Screen "Activity Goals")</i> 	<ul style="list-style-type: none"> What do we do if the survey does not generate any suggestions for the user? Where is the profile picture coming from? Is there an initial photo to be used in our backend? Where do we get a sufficiently list with goals/activities? Can we leverage any proven data pools (e.g. icons connected to sports)?
User generated data <ul style="list-style-type: none"> Is it stored? Where/how? How will that data be used again? 	<ul style="list-style-type: none"> KP Member ID is unambiguously <i>(Figma Screen "Start Screen")</i> Private health data (including goals), location data, survey results needs to be encrypted <i>(Figma Screen "Profile")</i> Calendar data needs access to user's data outside of the app <i>(Figma Screen "Download Calendar")</i> 	<ul style="list-style-type: none"> Can we map a user to a specific KP member ID? How is the private health data encrypted? Is it stored on the phone only, in the cloud only, cloud and phone synced? In case of data loss: can we/are we allowed to restore the data?
Latency <ul style="list-style-type: none"> How quickly should things load? Are there any operations that might slow down load time (ie: a call to another service)? 	<ul style="list-style-type: none"> Check KP member ID, load profile needs time to load <i>(Figma Screen "Start Screen")</i> Analyze survey results needs time to calculate <i>(Figma Screen "Logged In Take Survey")</i> Generating + download of the CalDav needs time on the server <i>(Figma Screen "Download Calendar")</i> 	<ul style="list-style-type: none"> How does our backend system with the KP member IDs come into play? How can we improve the algorithms for the calculation of user goals? Can we use the native app APIs of the smartphone for the Calendar integration to be faster than a download?
Other	<ul style="list-style-type: none"> Subscriptions 	<ul style="list-style-type: none"> Can we have paid subscriptions?

Iterate

Leverage learnings from your first two user interviews to make changes to your prototype. Then run another round of user interviews.

Prototype v2

Description

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

The user is asked to login with his/her ID. Then the user will be notified to take the initial risk survey (is done automatically). Afterwards, he will be notified about new goals. The user can select the activity goals. In the follow up, the user is able to activate the Daily 10.000 steps goal. The user is also able to download calendar notifications. The user can add or edit goals within the app. Icons will lead the user.

Assumptions

- Any assumptions within the prototype

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

Tasks

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

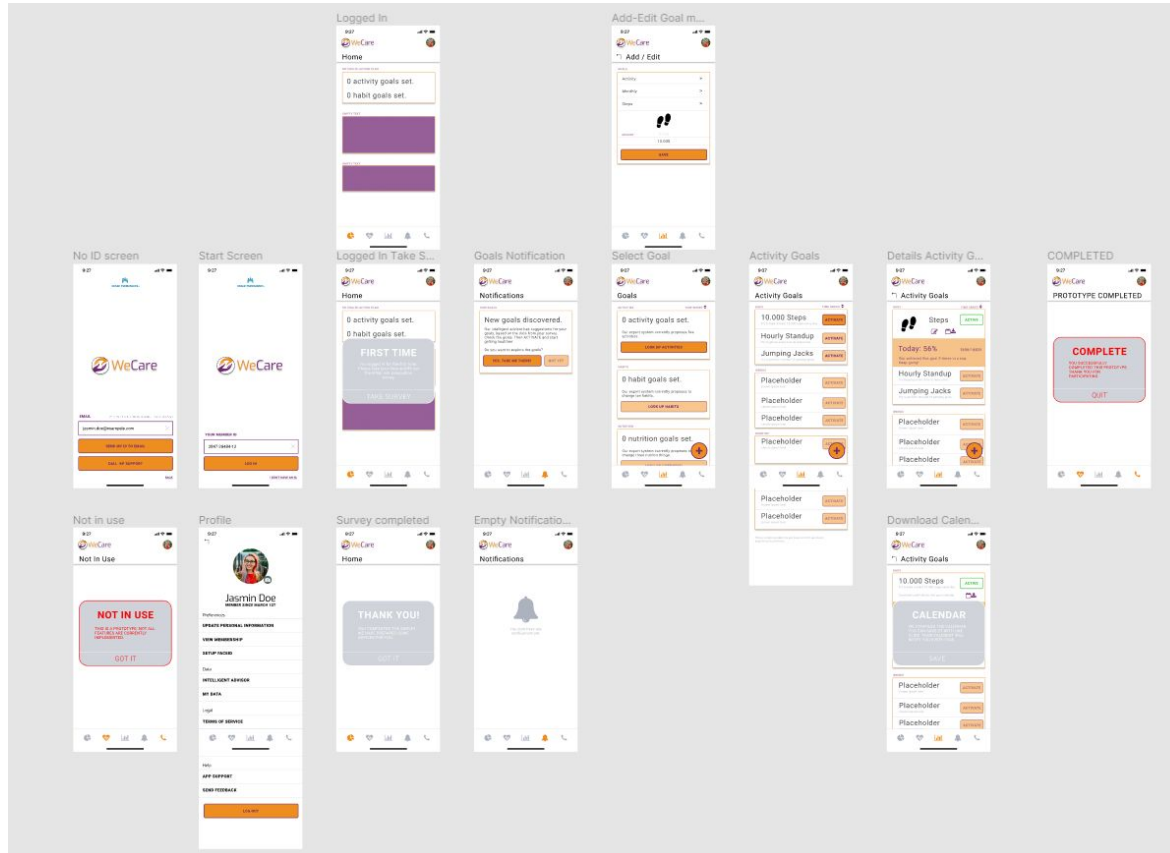
- User can login with KP member id, User is able to log out
- User can be denied if he/she has no KP member ID
- User is notified about new goals
- The user can view the proposed goals, user can select activities
- User is able to add or edit goals on his own
- User can explore activity goals. User is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



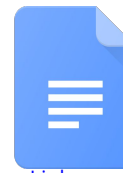
[Link your
prototype v2](#)

Prototype v2 Screenshot

FOR STUDENT DOCUMENTATION PURPOSES



User Testing Round 2



[Link your notes](#)



[Link your audio recording](#)
M4A: [Link](#)

Key Findings from Participant 3

What worked well

- *Navigation was clear for the user, minor issues at some points (prototype reasons)*
- *Add / Edit function was very well received*
- *User did like messages about achievements and goals, motivates her*
- *User likes the icon for the goals a lot*
- *No problems with login, logout or "No ID" mechanisms*
- *User could recognize the navigation bar icons fast*
- *Overall: User could complete tasks without knowledge. User thinks the features are useful*

Where participants got stuck

- *Download function of calendar notifications was not understood at first*
- *User frequently complained about small font or bad contrast of colors*
- *User said, that overall smartphone notifications would be beneficial*

Other observations

- *User recognized an intelligent advisor (mentioned Artificial Intelligence)*
- *Company/Health insurance company recognized and mentioned*
- *User is not happy with colors. Does not fit to healthcare in her opinion*
- *Social Sharing feature is missed by the user*
- *Minor data privacy concerns*
- *User would use this function*

Handoff

Updated PRD



[Link your PRD](#)