

Information design challenge

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Outline

1. Design Process
2. Prototype

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Design Process

1. User research
2. Information architecture
3. Develop prototype
4. User testing
5. Design iteration

User Research

- A new CCO employee
- Background in marketing (not healthcare)
- Goal of improving Cancer screening rates

How does the user think?

- How do they approach the problem?
- What questions do they ask?
- What tools and functionalities are they accustomed to using?

Where does the target audience live?

Are there high-risk groups to prioritize?

What is their perception of cancer screening?

What barriers exist to getting screened?

What are their media consumption patterns?

Who's the audience?

What's the message?

How to send it?

Where does the target audience live?

Are there high-risk groups to prioritize?

What is their perception of cancer screening?

What barriers exist to getting screened?

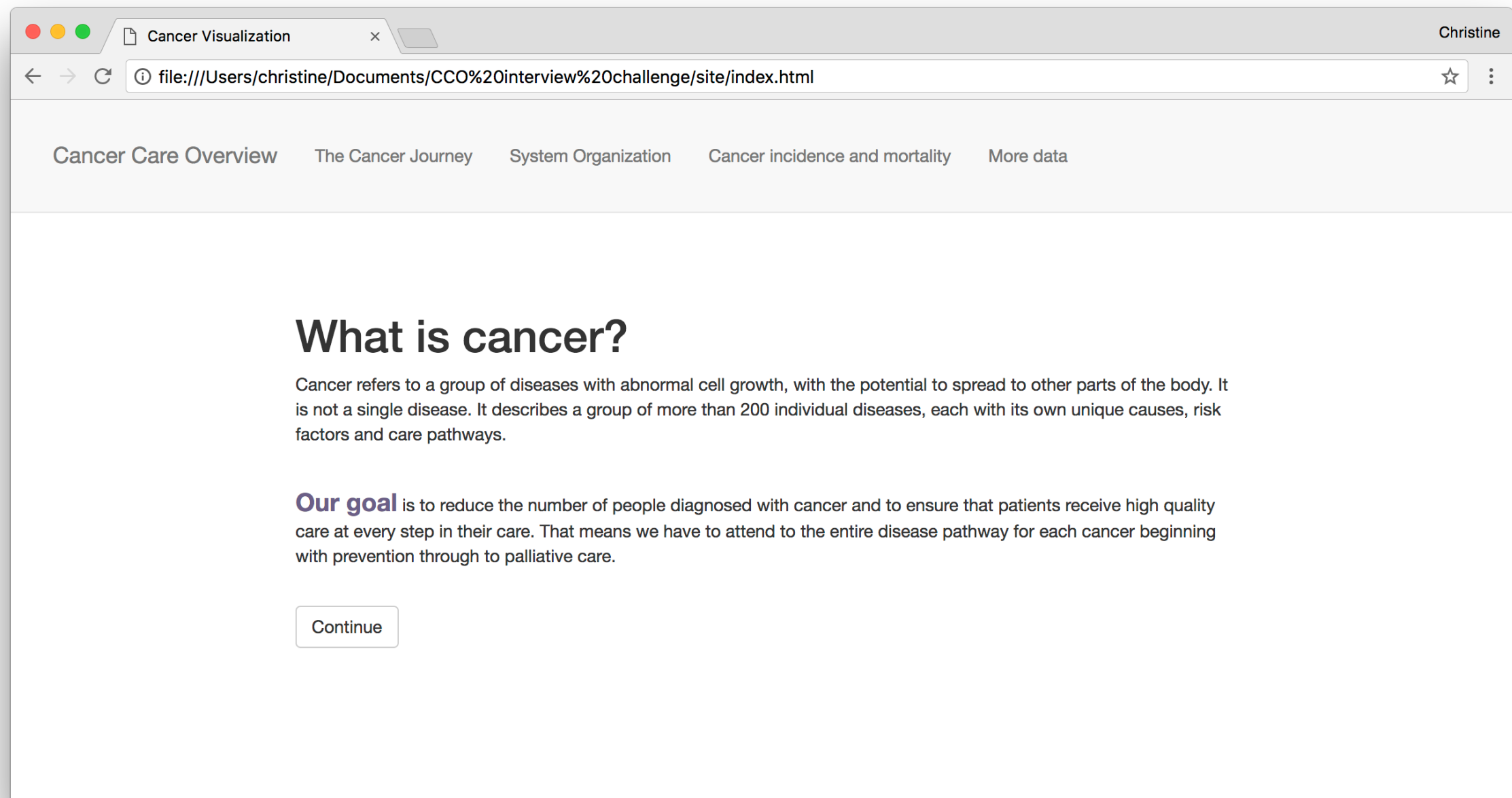
What are their media consumption patterns?

What information does the user
need to answer these
questions?

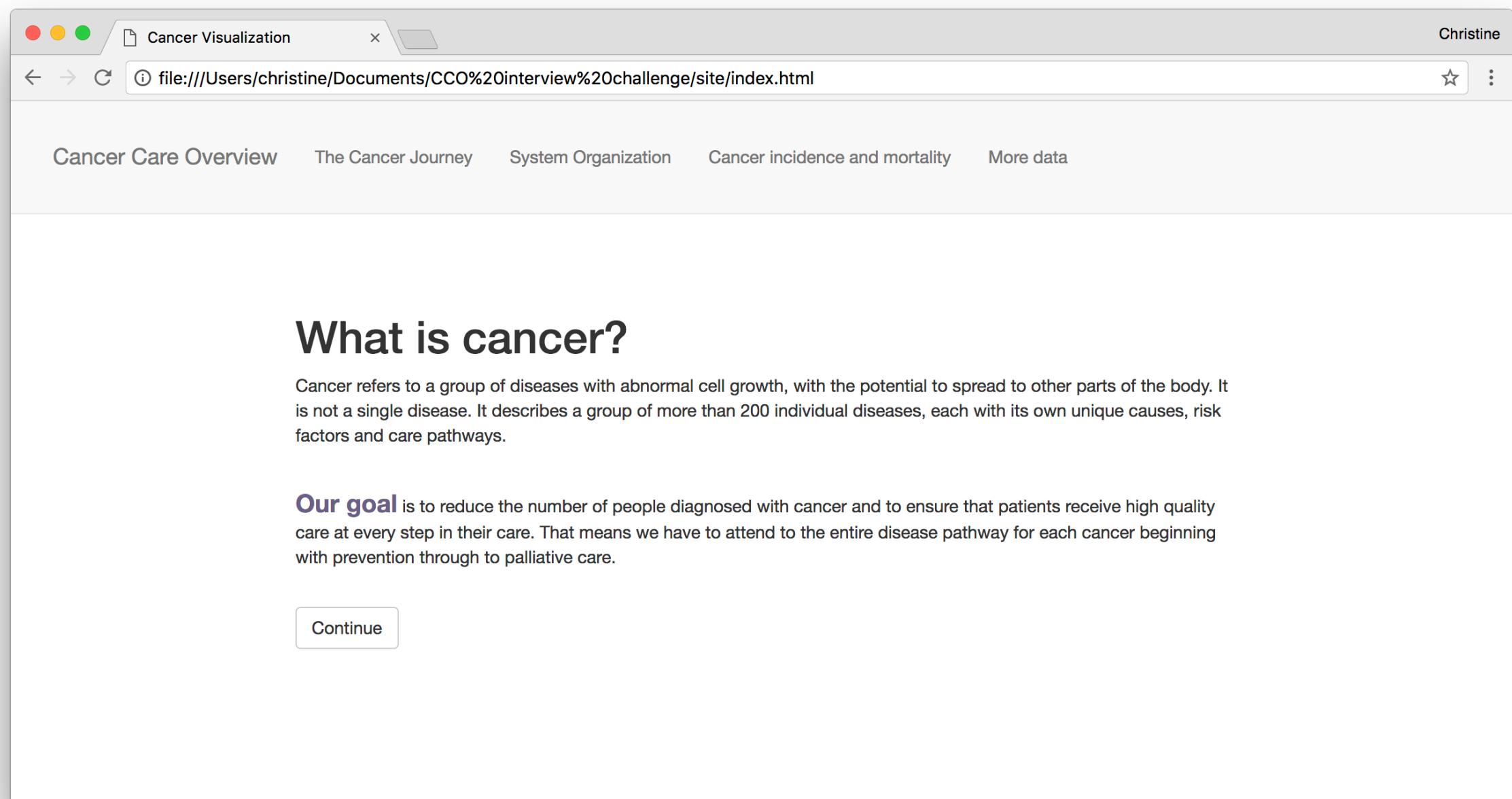
What information does the user need to answer these questions?

How should this information be presented and organized?

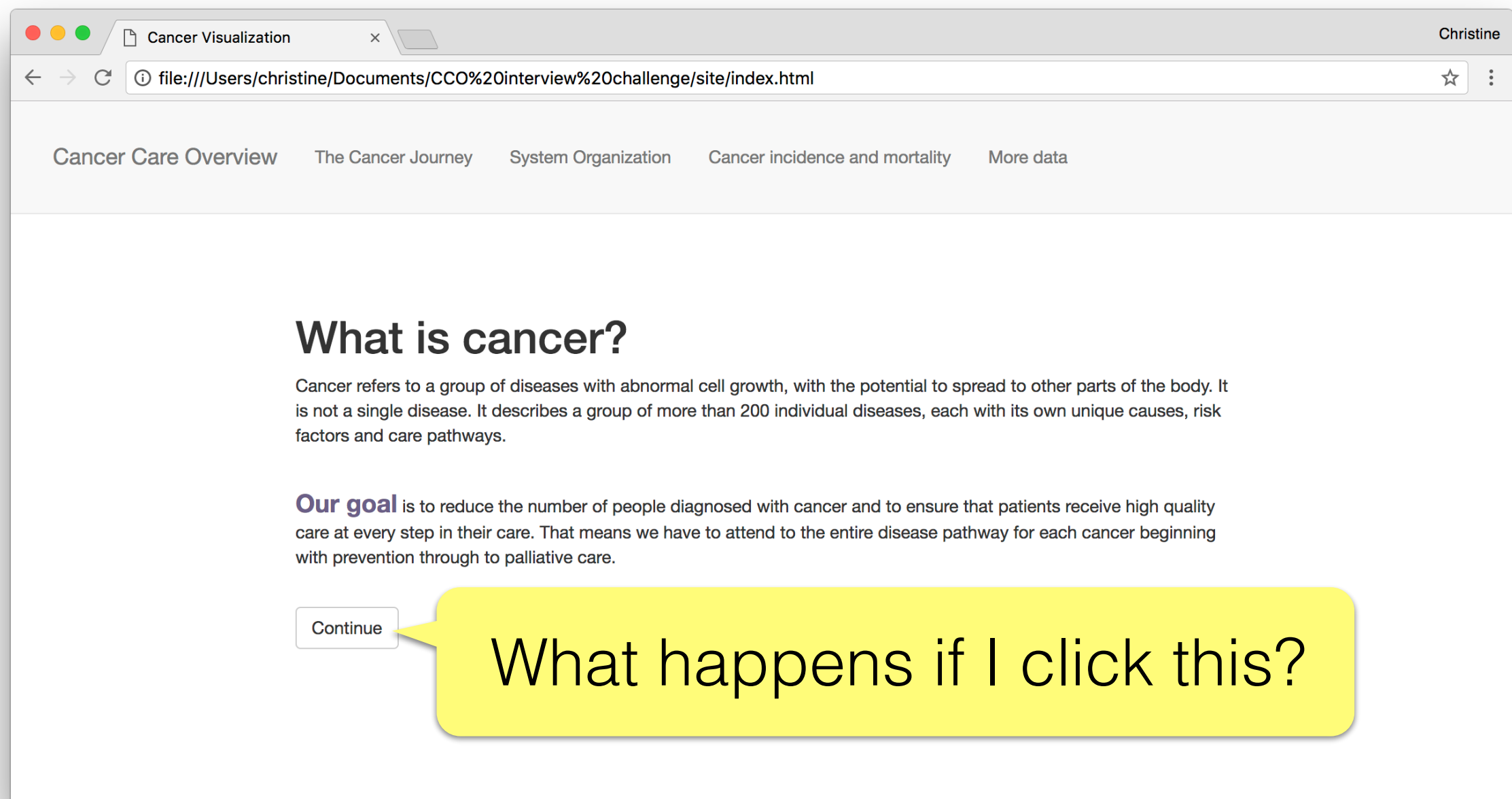
Develop Prototype



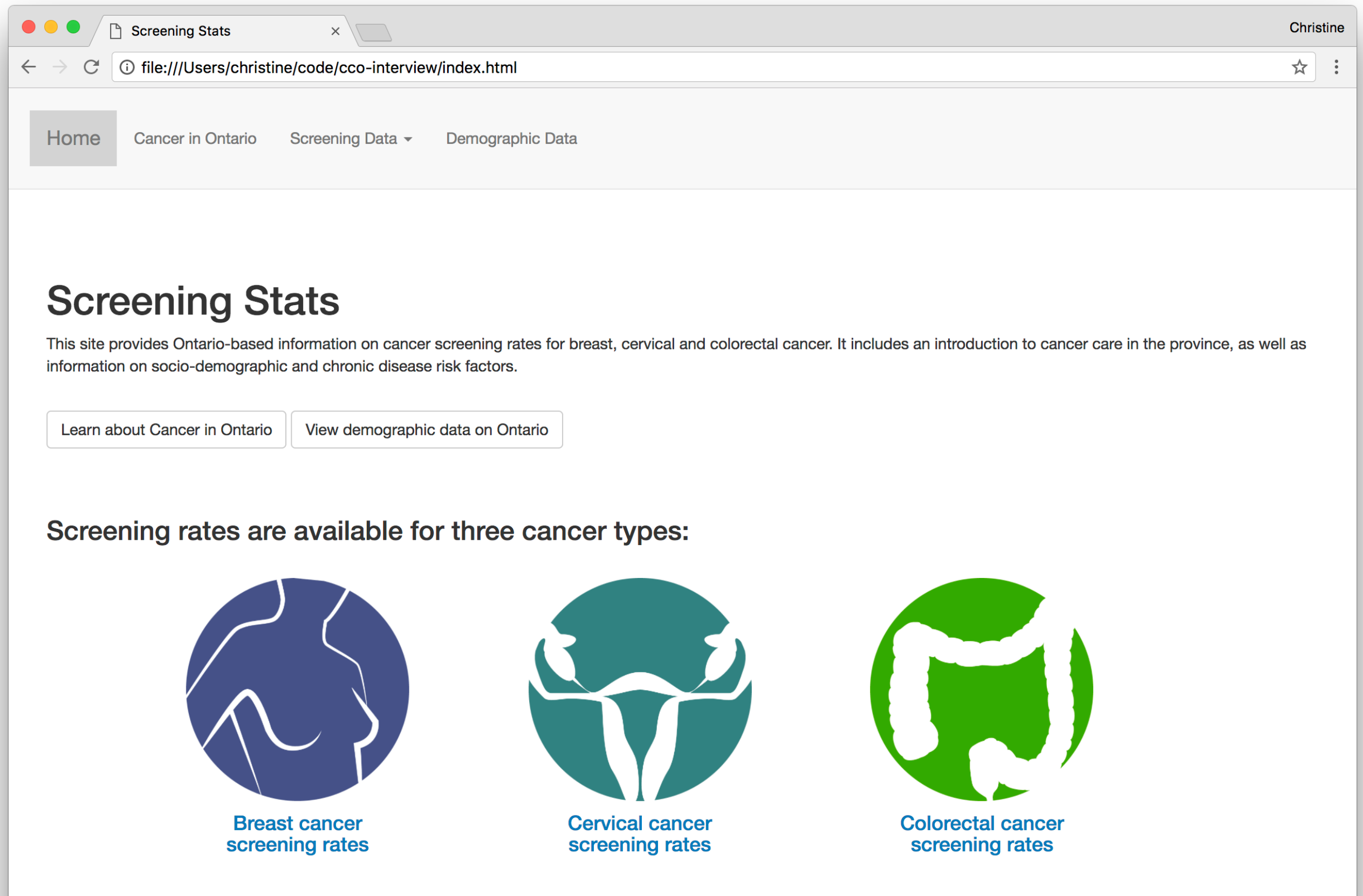
User Testing



User Testing



Design Iteration



Outline

1. Design Process

2. Prototype

Prototype Link

Prototype

- User experience
- Storytelling
- Data visualization

Considerations to build and
deliver an enterprise scale final
product