Information design challenge

April 20, 2017 Christine P'ng

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?

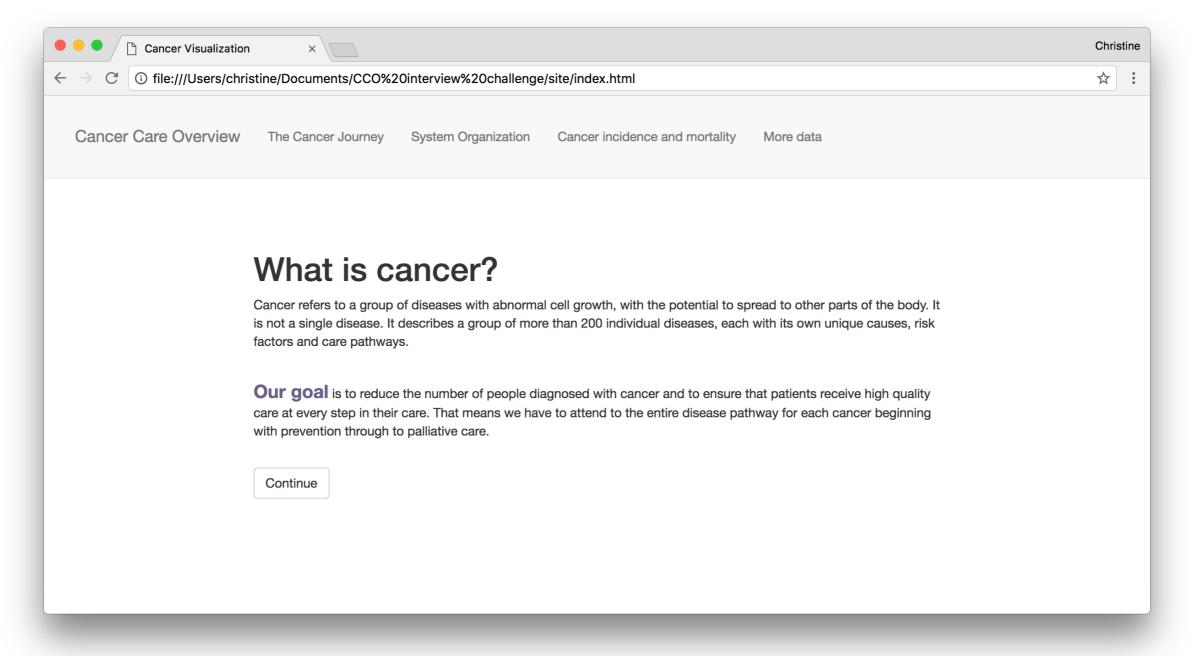
What are their media consumption patterns?

What information does the user need to answer these questions?

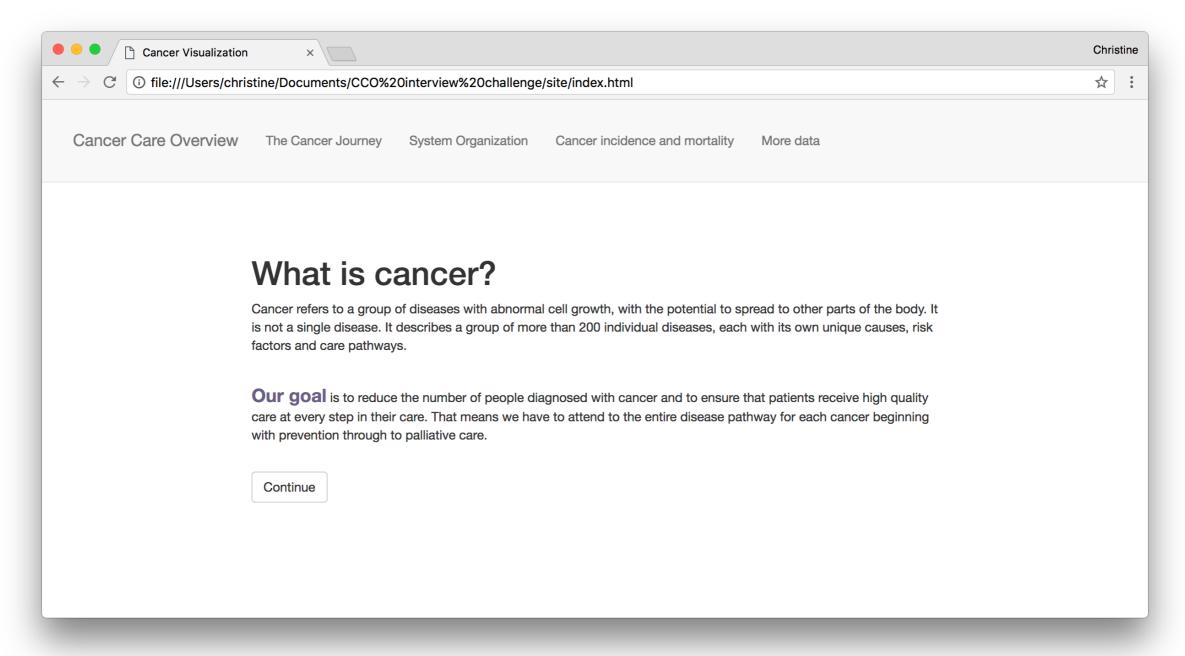
What information does the user need to answer these questions?

How should this information be presented and organized?

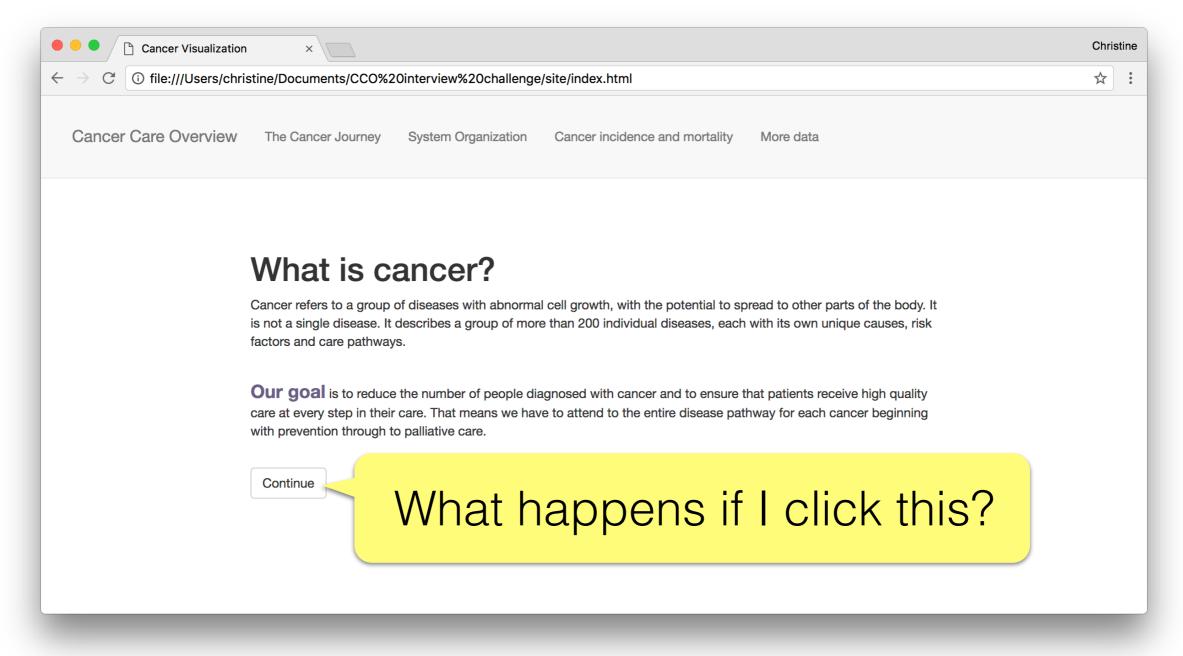
Develop Prototype



User Testing



User Testing



Design Iteration



Screening Stats

This site provides Ontario-based information on cancer screening rates for breast, cervical and colorectal cancer. It includes an introduction to cancer care in the province, as well as information on socio-demographic and chronic disease risk factors.

Learn about Cancer in Ontario

View demographic data on Ontario

Screening rates are available for three cancer types:







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Prototype Link

Prototype

- User experience
- Storytelling
- Data visualization

Considerations to build and deliver an enterprise scale final product