

HealthY-Kaiser Permanente

Design Sprint

Product Manager: Diana Vile



Set the stage

Initial PRD

Kaiser Permanente Project

Kaiser Permanente is looking to enter the preventative care space to help its patient base increase physical activity and improve healthy habits. While the overall goal is improved patient satisfaction and well-being, the specific financial goal is reduced cost by emphasizing improved health prior to any adverse conditions developing. Overall, Kaiser Permanente wants to decrease spending on conditions such as **type 2 diabetes**.

Background

In the United States (US), **6 in 10 adults live with a chronic disease**, and 4 in 10 adults have more than one. Potential causes include *poor nutrition* (90%), *lack of physical activity* (50%), *excessive alcohol use* (20%), and *extensive tobacco use and exposure to second-hand smoke* (25%). A combination of these potential causes often leads to chronic diseases. Moreover, every **2/3 in 10 premature deaths of adults** (20-30%) could be prevented by conducting physical activities. 90% of these costs could be saved with preventive healthcare.

The US spent **\$4.1 Trillion in Annual Health Care Costs** on chronic disability such as diabetes, depression, high blood pressure and heart diseases care and premature death". Take **Diabetes**. In 2022, 133 million Americans (both children and adults) were diagnosed with Diabetes (37M) and Pre-Diabetes type 2 diabetes (96M). That year, \$327 billion is spent on treating diabetes, a chronic disease related to lack of physical activity and poor nutrition. In addition, \$117 billion is spent annually on treating diseases related to insufficient physical activity and \$173 billion related to poor nutrition.

- Diabetes healthcare costs in total (adults & children): \$327 billion.
- Adults with Diabetes: 77.8% (adults) * 133 million Americans (total population): 103.474 M Adults with Diabetes.
- Preventable Diabetes healthcare costs for Adults: \$327 billion/103.474 M Adults with Diabetes= 3,160.21416B * 90% = **2,844.19274 billion**.

Initial PRD

Problem

Chronic diseases such as Diabetes and Pre-Diabetes (Diabetes type 2) not only affect people's health, it also affects their productivity at work, due to frequent medical and hospital visits with a calculated \$2.8 Billion of unnecessary healthcare costs if preventive healthcare is taken more seriously.

As a result, Kaiser Permanente aims to **reduce expenses on preventable diseases**, such as Diabetes and Diabetes type 2 (Pre-Diabetes), **increase health awareness** and **promote fitness and physical activity as a healthcare provider**. Therefore, Kaiser Permanente is currently partnering with health-related businesses and technology partners to create tailored health initiative programs for the existing Kaiser Permanente App on mobile devices iOS and Android. These digital modules in the form of Paid Subscription to the existing free Kaiser Permanente App are:

- Module 0: Healthy tips from Health pros.
- Module 1: Sports & Nutrition.
- Module 2: Self-care (future build).

Consequently, we propose a **Paid Subscription add-on Module to the existing application** to promote physical activities and improve customers' nutrition. Assuming 5% of the 12.6M Kaiser Permanente members will subscribe and benefit from it in the first year. In the second year, we focus on attracting more customers to subscribe and increase our member base as well as creating the second module Self-care.

Initial PRD

Goals

First-year:

- Build an application that encourages customers to perform physical activities and manage their nutrition.
- Provide personalized training and nutrition programs to paid subscribers.
- Decrease diseases associated with lack of physical activities.

Second year:

- Increase the number of subscribers' base.
- Improve patient satisfaction and well-being.
- Reduce annual health costs.

Success Metrics

- 5% of current members (12.6M) use the subscription model.
- 30% of current members (12.6M) download the Application.
- 50% of application users with Paid Subscription module reduced the infection of chronic diseases.

Understand

Create a shared understanding of the space, problem, and goals

How Might We

Kaiser Permanente Project- HealthY

Kaiser Permanente is looking to enter into the preventative care space to help their patient base increase physical activity and improve on healthy habits. While the overall goal is improved patient satisfaction and well being, the specific financial goal is reduced cost by emphasizing improved health prior to any adverse conditions developing. Overall, KP wants to decrease spending on conditions such as type 2 diabetes

How Might We

Digital stickies to capture ideas. Generated by the Product manager (PM).

How might we make it easier for people to create healthier habits?

How might we create a rewards system?

How might we reward people for healthy behaviour?

How might we create a Database for healthy food?

How might we promote healthy food?

How might we encourage people to drink more water?

How might we get people to walk 30 min a day?

How might we create a personalized health plan?

How might we promote healthy lifestyle habits?

How might we gamify healthy lifestyle habits?

How might we build a social support system?

How might we convince people to exercise regularly?

How might we track calorie intake?

How might we track exercise burned calories?

How might we reward monitor goals effectively?

How might we help people manage their weight?

How might we provide activity tracking?

How might we create a database for daily exercises?.

How might we get people stop smoking?

How might we get people eat healthy?

How might we educate people to create a healthier lifestyle?

How Might We

Digital stickies to capture ideas. Generated by the Product manager (PM).

How might we provide diet tracking?

How might we effectively monitor goals?

How might we create a rewards system?

How might we choose appropriate rewards?

How might we minimize the number of app interface screens?

How might we make it easy to navigate between screens?

How might we reduce sedentarism?

How might we create health, sports & nutrition goals?

How might we identify healthy habits with benefits?

How might we allow secure health data sharing?

How might we incentive people without rewards?

How might we make the user interface fun & easy to use?

How might we make interface screens easy to log?

How might we build healthy habits on a daily basis?

How might we help people set health goals?

How might we make it easy to log food?

How might we make it easy to log activities?

How might we educate people on healthy habits?

How might we minimize load times?

How might we help people to increase exercise?

How might we reward people for eating more vegetables?

How Might We

Digital stickies to capture ideas. Generated by the Product manager (PM).

How might we help people to reduce alcohol intake?

How might we make healthy food choices accessible?

How might we reward people for healthy behaviour?

How might we help people track their food choices?

How might we provide better insights to doctors?

How might we help reduce high blood pressure?

How might we make health data easy to understand?

How might we encourage people to drink fewer soda drinks?

How might we prevent people from taking unhealthy choices?

How might we gamify healthy lifestyle habits?

How might we help people track their physical activity?

How might we reward people for decreasing unhealthy behaviour?

How might we notify people when they make an unhealthy food choice?

How might we connect people to health information?

How might we reward get people to drink more water?

How might we make healthy food choices affordable?

How might we make healthy food choices available?

How might we allow people to compare their choices?

How might we get people stop smoking?

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

How might we allow people to access their medical records?

How Might We

Digital stickies to capture ideas. Generated by the Product manager (PM).

How might we make people aware of risk factors?

How might we identify and warn pre-diabetic patients?

How might we educate people about preventive healthcare?

How might we help people stop smoking?

How might we encourage goals people already try to make?

How might we create personalized food plans?

How might we gamify positive lifestyle changes?

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

How might we allow people to better understand their state of health?

How might we help people set health goals?

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

How might we create a personalized health plan?

How might we make people feel accountable?

How might we gamify health?

How might we use technology to track patient data security?

How might we allow people to better understand their state of fitness?

How might we warn users about unhealthy choices?

How might we help people monitor their goals?

How might we create a personalized fitness plan?

How might we teach people to meditate?

How might we gamify fitness?

How Might We

Digital stickies to capture ideas. Generated by the Product manager (PM).

How might we use technology to improve people's health?

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

How might we provide quick and easy care to people?

How might we use technology to improve people's fitness?

How might we help people to find health partners?

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

How might we reduce healthcare costs for healthy people?

Roses, Buds & Thorns

Sort and group stickies
for Kaiser Permanente
Project-HealthY

Organize the How Might We's into
clusters and themes.

Sorted Stickies: Patient Health

Encourage good habits

Be Accountable	Create healthy Routines	Educate yourself
How might we make patients feel accountable?	How might we promote health lifestyle habits?	How might we identify healthy habits with benefits?
How might we build a social support system?	How might we get people to build healthier habits?	How might we educate people on healthy habits?
How might we make it easier for people to create healthier habits?	How might we make it easier to make healthy choices?	How might we build healthy habits on a daily basis?

HEALTHY HABITS

LEGENDA of Clusters

HEALTHY HABITS

BEHAVIOUR CHANGE

SPORT

NUTRITION

APP

DATABASE

TRACK & LOG

REWARDS & GAMIFICATION

INFO

OTHER

Sorted Stickies: Patient Health

BEHAVIOUR
CHANGE

Prevent unhealthy choices

Change negative behaviour

Change bad habits

How might we notify people when they make an unhealthy food choice?

How might we help reduce high blood pressure?

How might we encourage people to drink fewer soda drinks?

How might we help people to reduce alcohol intake?

How might we teach people to meditate?

How might we get people stop smoking?

How might we warn users about unhealthy choices?

How might we reduce sedentarism?

How might we encourage people to drink more water?

How might we prevent patients from making unhealthy choices?

Sorted Stickies: Sport

SPORT

Become more active

How might we convince people to exercise regularly?

How might we help people to increase exercise?

How might we get people to walk 30 min a day?

How might we allow people to better understand their state of fitness?

Sport

Sorted Stickies: Nutrition

NUTRITION

Nutrition

Choose healthy food

Make Food plans

How might we promote healthy food?

How might we make healthy food choices affordable?

How might we create personalized food plans?

How might we get people eat healthy?

How might we make healthy food choices available?

How might we make healthy food choices accessible?

Sorted Stickies: App

APP

App

Technology

How might we use technology to improve people's health?

How might we use technology to improve people's fitness?

How might we use technology to track patient data security?

Interface

How might we minimize the number of app interface screens?

How might we make the user interface fun & easy to use?

Navigation

How might we make it easy to navigate between screens?

Load times

How might we minimize load times?

Sorted Stickies: Database

DATABASE

Database

Database

How might we create a Database for healthy food?

Data

How might we make health data easy to understand?

Secure sharing

How might we allow secure health data sharing?

How might we create a database for daily exercises?.

Sorted Stickies: Track & Log

TRACK
& LOG

Track & Log

Log

Track

How might we
make
interface
screens easy
to log?

How might we
provide
activity
tracking?

How might we
help people
track their
food choices?

How might we
make it easy
to log food?

How might we
track calorie
intake?

How might we
help people
track their
physical
activity?

How might we
make it easy
to log
activities?

How might we
track exercise
burned
calories?

How might we
allow people
to compare
their choices?

How might we
provide diet
tracking?

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

Sorted Stickies: Rewards & Gamification

REWARDS & GAMIFICATION

Rewards & Gamification

Rewards

How might we create a rewards system?

How might we reward monitor goals effectively?

How might we reward people for eating more vegetables?

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

How might we choose appropriate rewards?

How might we reward people for decreasing unhealthy behaviour?

How might we reward people for healthy behaviors?

How might we incentive people without rewards?

Gamification

How might we gamify fitness?

How might we gamify positive lifestyle changes?

How might we gamify health?

How might we gamify healthy lifestyle habits?

Sorted Stickies: Info

INFO

Info

Social Care

How might we build a social support system?

How might we provide quick and easy care to people?

Insights

How might we provide better insights to doctors?

How might we help people to find health partners?

Connect

How might we connect people to health information?

How might we allow people to access their medical records?

Educate

How might we educate people about preventive healthcare?

How might we allow people to better understand their state of health?

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

Sorted Stickies: Other

OTHER

Other

Goals

Personalized

Cost reduction

How might we help patients set health goals?

How might we help people manage their weight?

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

How might we create health, sports & nutrition goals?

How might we create a personalized health plan?

How might we reduce healthcare costs for healthy patients?

How might we encourage goals people already try to make?

How might we create a personalized fitness plan?

How might we help people monitor their goals?

Sprint Focus

Focus	Patient Health- Healthy habits
Slide #	List slide #14-15.
I selected this theme because	<p>Building an application that promotes physical activities is the core objective. Focussing on Patient Health- Healthy habits is the most impactful given the purpose of this application - reducing patient costs through encouraging better health with exercise (promotes physical activities) and diet (promotes healthy food choices).</p> <p>Before building the app, it is important to think about how increasing physical activities and promoting healthy habits can reduce expenses on preventable diseases, such as Diabetes and Diabetes type 2 (Pre-Diabetes) related to physical inactivity and poor nutrition.</p> <p>Therefore, we would start with Module 0: healthy tips from Health Pros with the end goal to <u>create healthy habits</u> (slide 14) and <u>health awareness- change bad habits</u> (slide 15) roadmaps people can follow.</p>

Define

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

Become the healthiest version of yourself with “**HealthY**”: health, sport& nutrition and self-care- Kaiser Permanente app.

Young children move a lot, eat little, play, rest a bit, think positively about themselves and others and make friends. They are vital and health comes naturally to them. By the time they are adults, many of us live a sedentary life, eat all we can, spend hours on digital screens, play little, live with insecurities and have more friends on social networks than in real life. We lack time because we have a company to run, a career to make, a family to provide for and take care of, households awaiting, and busy agendas to keep all ongoing. Health comes last on our never-ending to-do list.

The consequences? **1 in 6 adults in the US have a chronic disease** and American's Annual healthcare costs are sky-high. Take **Diabetes**. In the year 2022, the United States spent \$327B on treating diabetes, a chronic disease related to a lack of physical activity and poor nutrition for 103.4M adults with Diabetes. **90% of chronic diseases can be prevented** by adopting a healthier lifestyle. That year alone, **\$2.8B** could have been saved on preventable Diabetes healthcare costs for adults, if adults would have put health first on their list.

I get it. Becoming a healthier version of yourself isn't easy. I have made some false starts myself and tried several health apps in the market, but they were all too complicated and time-consuming. So, I easily gave up. Until I tried **healthY**, the all-in-one-health app for health, sport& nutrition and self-care inside the Kaiser Permanente app. I started with one small health goal. And then another one and another. Two months later, I lost 3 kg, my cholesterol dropped significantly, I started to walk on a daily basis and even made a few new friends along the way. I now understand what healthy habits are and which behaviour to avoid. Gamifying my health with tips from professional healthcare takers, daily health steps, handy notifications and nice rewards did it for me. Available **for Android and iOS** on both Google and Apple Play stores. And **only \$50 a year** or one Starbucks coffee a month! Can't think of anything more fun and affordable to put my health first. Can you? Why not give it a try? Become the healthiest version of yourself with healthY: one step at a time!

Success Metrics

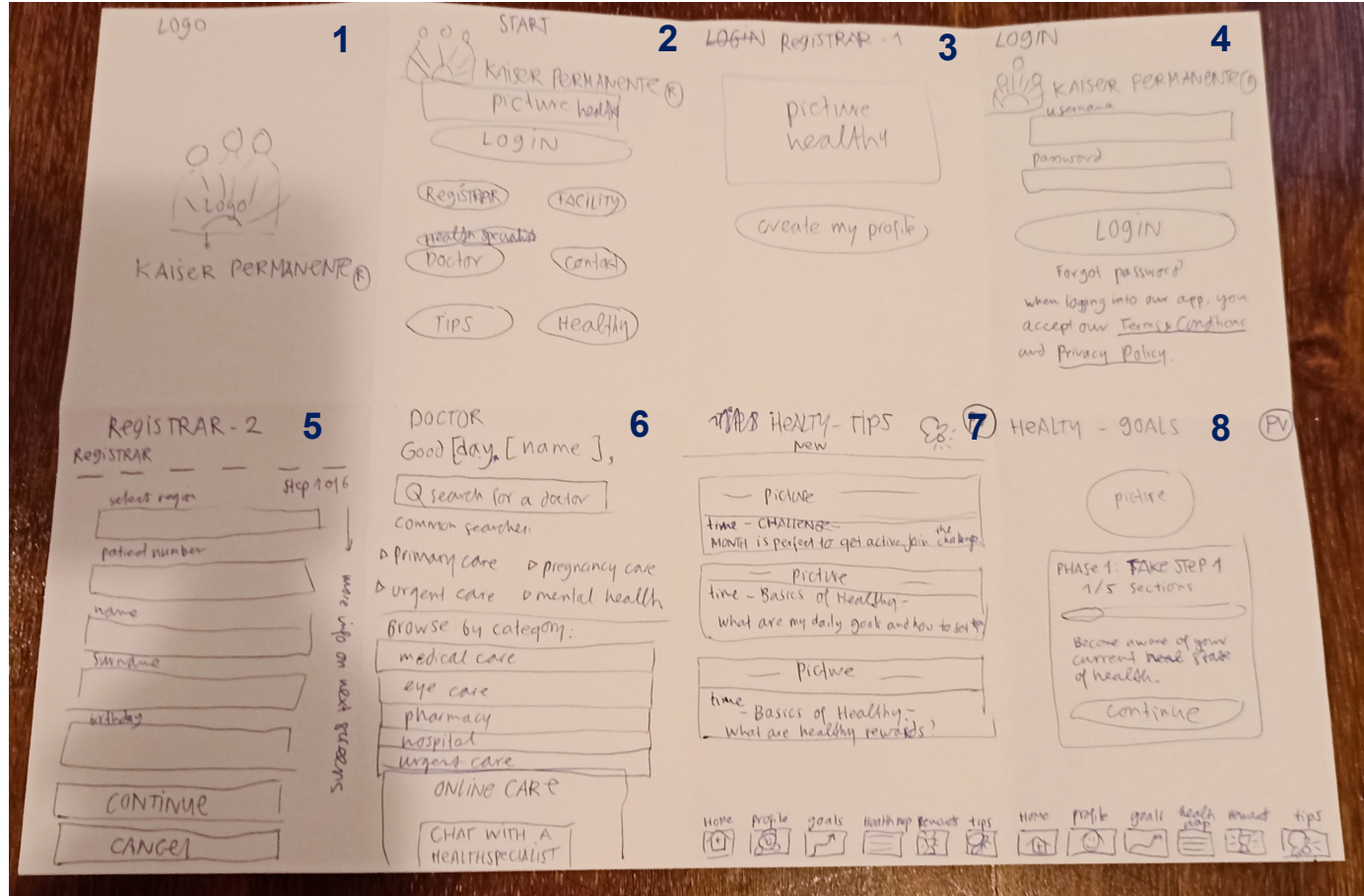
- Set at least two user-centred *goals*
- Identifying changes in user behaviour will *signal* success in reaching the goal
- Create a *metric* to measure each signal

	Goals	Signals	Metrics
Happiness	<ul style="list-style-type: none">• Daily tips from healthcare professionals.• Reduction in yearly Health visits.	<ul style="list-style-type: none">• Daily tracked healthy habits.• Less scheduled visits.	<ul style="list-style-type: none">• Number of subscriptions to the app.• % of subscribers read tips.• % reduction in health visits- physical inactivity.
Engagement	<ul style="list-style-type: none">• Users believe in the app: start using it.• User chooses a goal on the app.• User gets a health reward.• User improves health score in the app.• Usage of the application.	<ul style="list-style-type: none">• Interaction on the app.• Goal setting on the app.• Receive a reward via the app when completing a health goal.• Increase of total health score per user.• Interaction on the app.	<ul style="list-style-type: none">• Time spend on the app.• % of subscribers opened the app.• % of users who set a health goal.• % of users report goal progress.• % of users who get a health reward.• % of users who improve health score.
Adoption	<ul style="list-style-type: none">• User recommends the app.• High rating and recommendation of the app in Google and Apple App stores.• User connects with other users.	<ul style="list-style-type: none">• Reviews in Google & Apple App store.• Number of connection requests.	<ul style="list-style-type: none">• average star rating (4+) 50 reviews• % of users who made app friends.• Referral signup rate.
Retention	<ul style="list-style-type: none">• Continuous usage over time.• Recurring health rewards for each health journey milestone step reached.• Keeping user profile updated	<ul style="list-style-type: none">• Progress tracked on health goals.• Redemption of 1+ rewards.• Renewal subscriptions.	<ul style="list-style-type: none">• % of users who update health goals.• % of users who have 1+ rewards.
Task Success	<ul style="list-style-type: none">• Number of users on the app increases.	<ul style="list-style-type: none">• Positive user feedback.	<ul style="list-style-type: none">• % of users who increase health.

Sketch

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

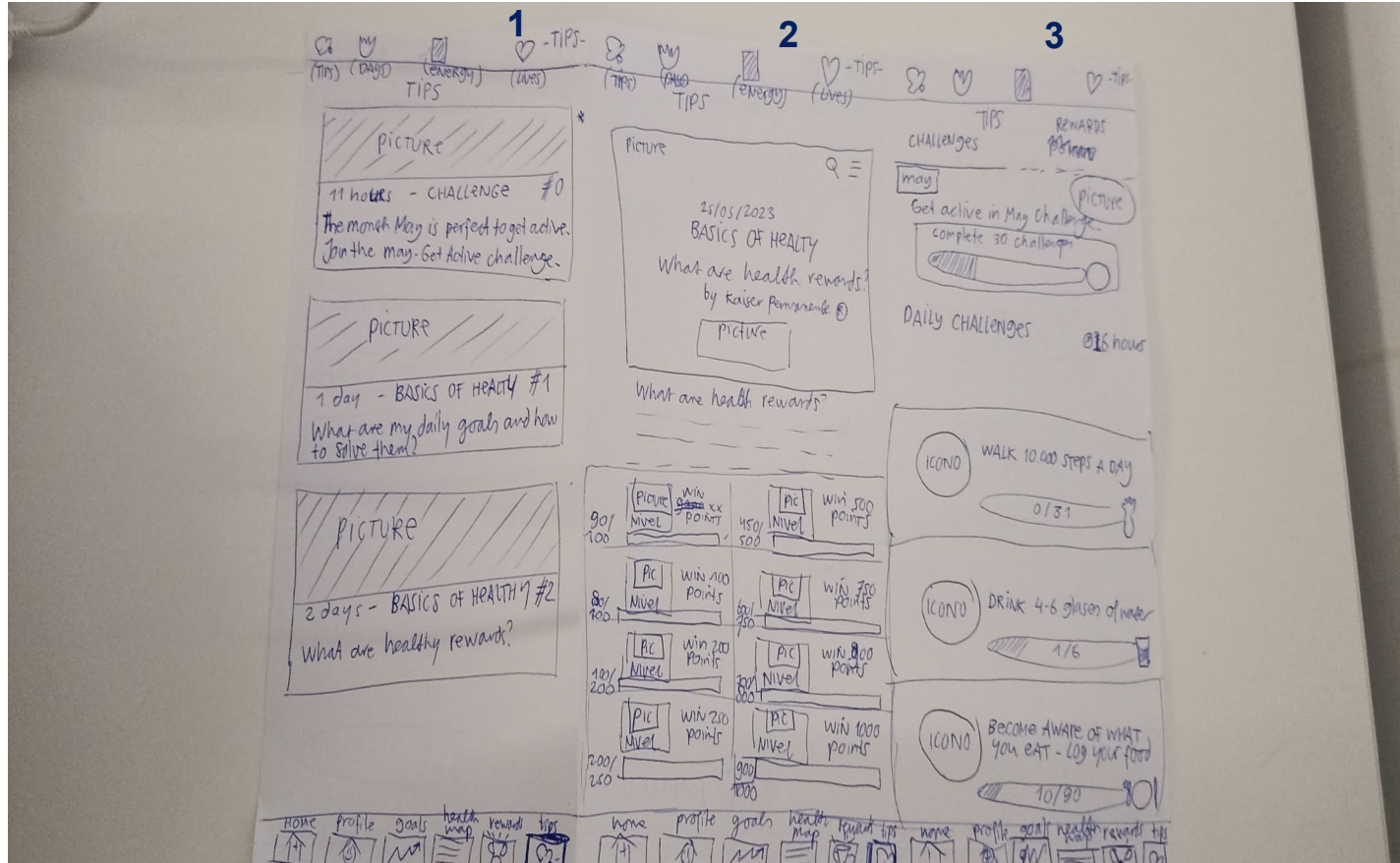
8 Sketches



Legenda

- 1- Logo
- 2- Start (Home)
- 3- Registrar-1
- 4- Login
- 5- Registrar-2
- 6- Doctor
- 7- HealthY- Tips
- 8- HealthY- Goals

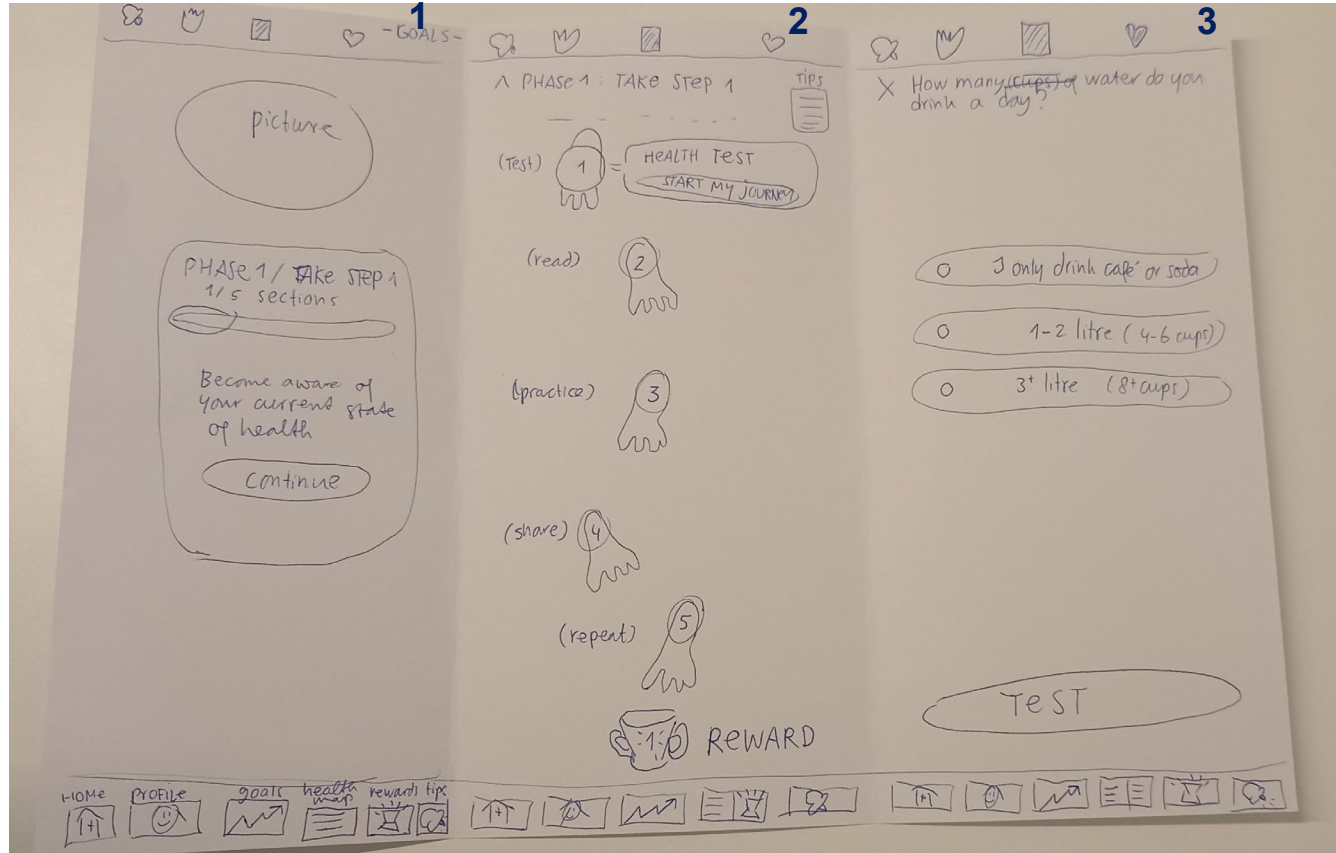
Solution Sketch 1- Health TIPS



Legenda Healthy- TIPS

- 1- Tips- overview
- 2- Tip 1- Rewards
- 3- Tip 2 Challenges

Solution Sketch 2- HealthY goals



Legenda Healthy- GOALS

- 1- Goals- overview
Overview of Main Goal
- 2- Goals- the Health Roadmap, 5/5 sections
 - Test
 - Read Health Tips
 - Practice
 - Share
 - Repeat
 - Get Reward
- 3- Step1 Health Test
Section 1/5
Health Test, Question1

The app stops here.

Decide

Pick the final concept that you develop into a prototype

Decision

Decision

Sketch 2: HealthY Goals

Rationale

The whole idea of the application is to improve health one step at a time. Chronic diseases, such as diabetes are closely related to unhealthy habits and inactivity. Therefore, I focus on **HealthY Goals** as the most compelling solution sketch. It is here that the user can make actionable lifestyle changes.

Changing your health step by step by following a roadmap that consists of healthy lifestyle changes will put the user in charge of their own health care.

Not only will they become more aware but also fully accountable for their own health, with small, actionable steps, putting the user in control is the most powerful to make lifestyle changes.

Users become more active and might even gain confidence. This impact of small, actionable steps make people healthier step by step and will lead to reduced health expenses and a decrease in preventable diseases over time.

Prototype

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

Storyboard

STORYBOARD HEALTHY

Kaiser Permanente- HealthY

Click on Plot.io Logo to see the storyboard online.



[Link to Plot.io](#)

SCRIPT

A person with an overweight and sedentary lifestyle visits the family doctor because of a lack of energy.

The doctor's health screening shows a BMI >28 and a blood test indicated high cholesterol and insulin resistance.

The family doctor recommends to try the Kaiser Permanente app with paid subscription HealthY to improve healthcare, sport& nutrition and selfcare to prevent pre-diabetes, type2.



SCRIPT

Kaiser Permanente

1

ACTION

App Logo is loading.



SCRIPT

Kaiser Permanente
Login
Registrar
Facility
Doctor
Contact
HealthY
Tips

2

ACTION

Menu overview- options to choose from.
Button: Login
Button: Registrar
Button: Facility
Button: Doctor
Button: Contact
Button: Healthy



3

SCRIPT

Registrar

Create my profile

ACTION

Button: Create my Profile

Storyboard

STORYBOARD HEALTHY

Kaiser Permanente- HealthY

Click on Plot.io Logo to see the storyboard online.



[Link to Plot.io](#)

SCRIPT

The patient, motivated to improve their energy and health, registers for the app.

After signing up, the home screen welcomes the patient and shows an overview of the stats and rewards.

The patients create a profile to get started.



4

SCRIPT

Registrar (step 1-6)

Select region
Select patient number
Name
Surname
Birthday

Continue
Cancel
Registrar

ACTION

Button: Continue
Button: Cancel
Button: Registrar



5

SCRIPT

Login

Kaiser Permanente

Username
Password
Login

Forgot password.

When login into our app, you accept our Terms & Conditions & Privacy Policy.

ACTION

Button: Login



6

SCRIPT

Good day Diana

member since [date]
health goals
Add friends

Stats
Days:
Points:
Rewards:
Top 3

Rewards
Reward 1- progress
Reward 2- progress
Reward 3- progress

ACTION

Storyboard

STORYBOARD HEALTHY

Kaiser Permanente- HealthY

Click on Plot.io Logo to see the storyboard online.



[Link to Plot.io](https://plot.io)

SCRIPT

The patient checks HealthY and sees there is a goals section.

The patient follows the step-by-step guide to becoming healthier.

The goals roadmap guides the patient to a health road, phase 1, step 1. Become aware of your current health state.

The patient starts with the step 1 Health Test.

This is where the app flow stops.



7

SCRIPT

Phase 1- Take step 1
1/5 sections

Become aware of your current health state

Continue

ACTION

Progress slider
Button: continue



8

SCRIPT

Phase 1- Take step 1
Tips

1- Health Test
Start my journey

2- Read

3- Practice

4- Share

5- Repeat

Reward

ACTION

Button: Start my journey



9

SCRIPT

X TEST

How many water do you drink a day?

TEST
go back - continue

ACTION

Button: answer 1
Button: answer 2
Button: answer 3

Button: Continue
Button: Go back

Prototype V1

Description

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

- The prototype starts from scratch at the loading page.
- Next, the user can register/login, setup/edit profile, go to home screen Goals, and start health Goal 1 (Phase 1, step 1).
- The destination is Goals, phase 1-step 1, Health test question 1.

Assumptions

- Any assumptions within the prototype

- The Health Goals Journey is a fixed health journey divided in Goals, Phases and Steps.
- The prototype shows the flow from loading the app to starting the health test under Health Goals Journey, phase 1, step 1, Question 1 Health Test.

Tasks

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

- The user can:
- Load the app.
 - Register or log in to the app.
 - Create a profile.
 - Check three options screens: Find a doctor, Find a Facility, Contact Us.
 - Go to the dashboard screen (all goals)
 - Choose the Goals screen.
 - Click on Goal 1 to start the Health Goals Journey, phase 1, step 1.
 - Answer Question 1 of the Health Test in Health Goals Journey.

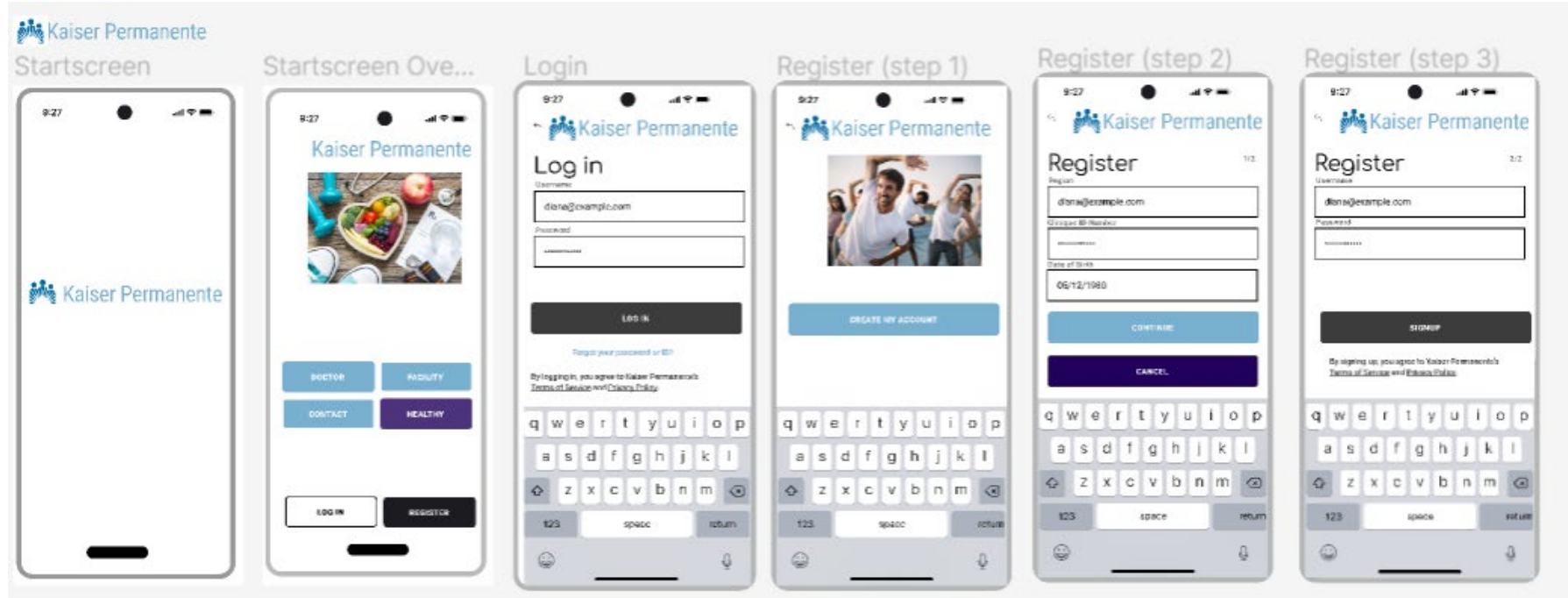


Link to
[DESIGN](#)



Link to
[PROTOTYPE](#)

Prototype – logo, login & signup screens



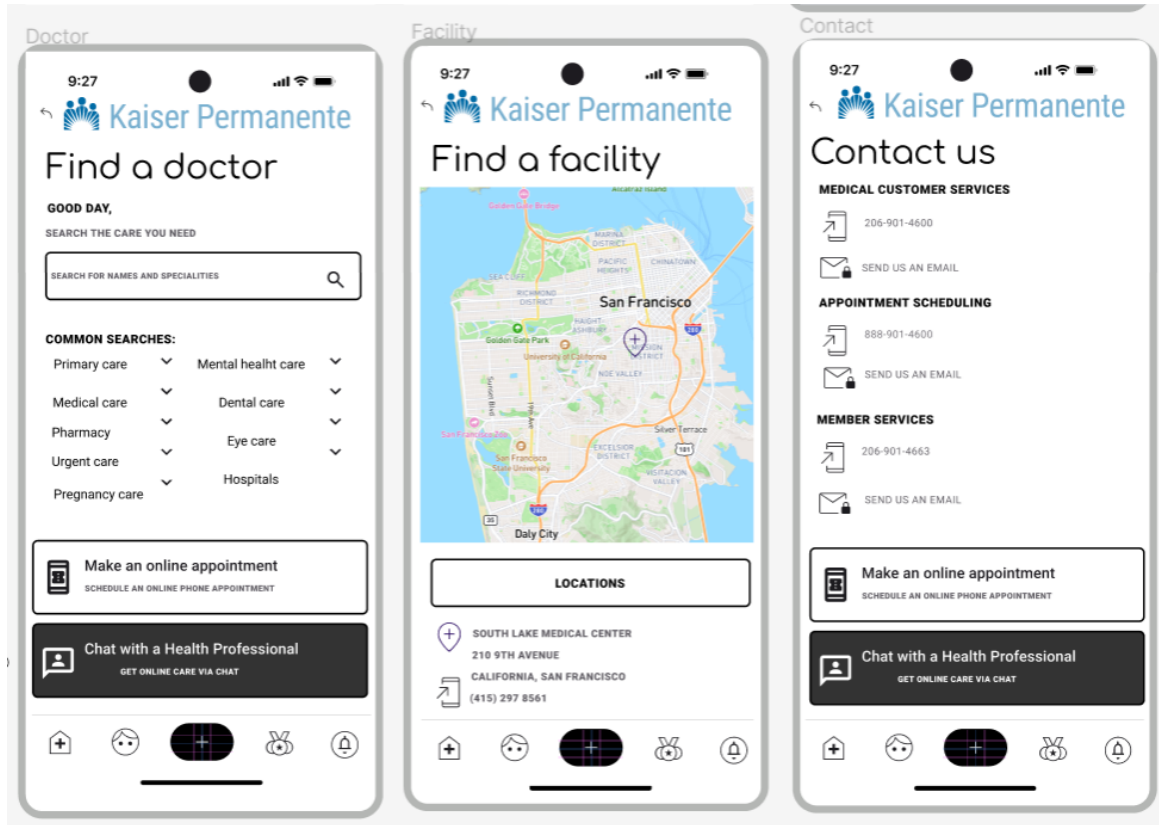
Legenda

Logo, login & signup screens

- 1- Logo- loading screen
- 2- Start screen Overview (+ option screen)
- 3- Login Screen

- 4- Register screen (step 1)
- 5- Register screen (step 2)
- 6- Register screen (step 3)

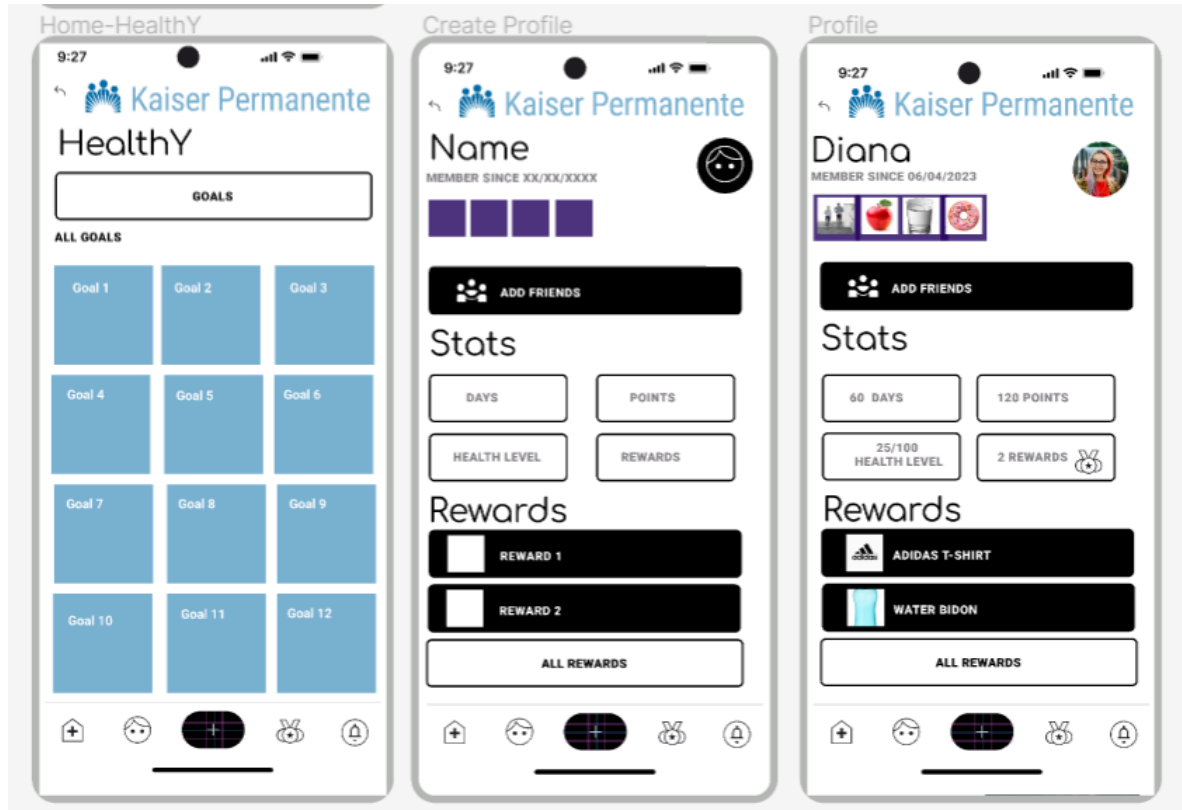
Prototype –options screens



Legenda Options screens

- 1- Find a doctor
- 2- Find a facility
- 3- Contact us

Prototype –home & profile screens

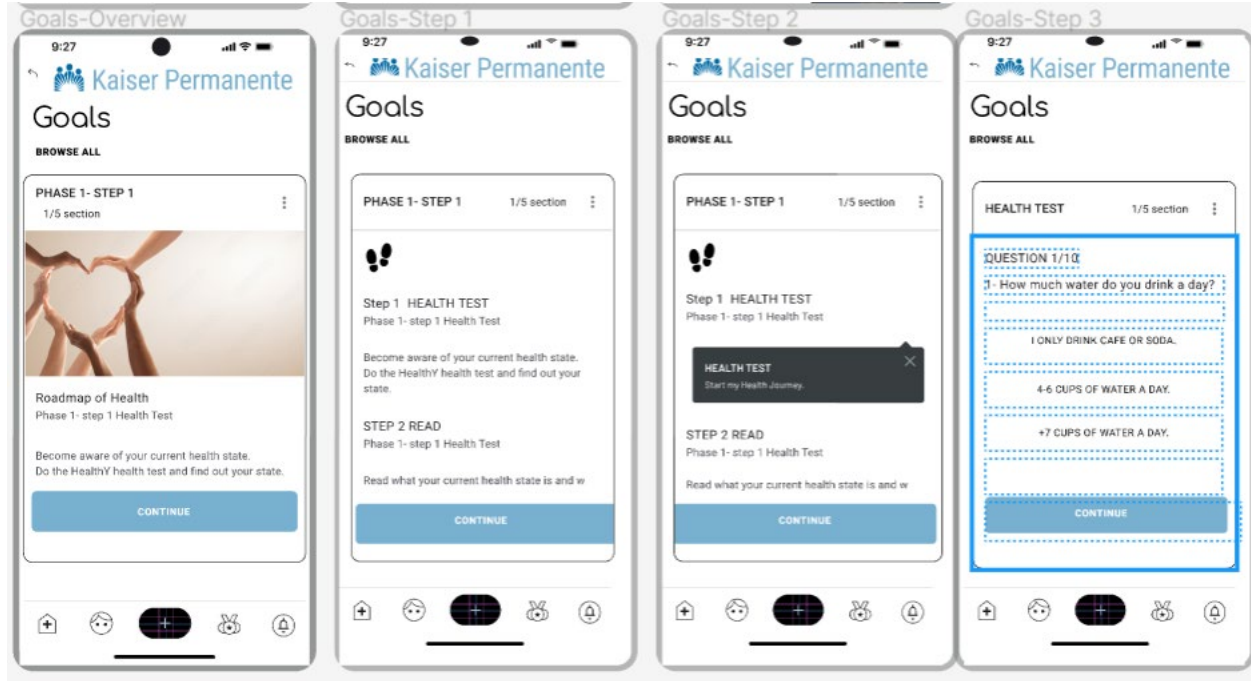


Legenda

Home & Profile screens

- 1- Home screen
- 2- Create a profile screen
- 3- Profile screen overview

Prototype –HealthY goal screens



Legenda Goals screens

- 1- Goals Overview screen
- 2- Goals step 1 screen
- 3- Goals step 1 tooltip
- 4- Health test- Question 1

Validate

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

HEALTHY- Research Plan

PM: DIANA VILE
STATUS: DRAFT

Objectives

The key research questions to answer in the Kaiser Permanente app with “HealtY” paid add-on modules are:

- 1- What motivates a person to improve their health?
- 2- What might cause obstacles /demotivate a person to improve their health habits?

Methodology

- All sessions will be conducted via an online video call.
- At the beginning of the session, the interviewee will ask permission to record the session for research.
- Each session will take max. 30 minutes in total.

Participants

To compare the results of the study, the participants are divided into two target groups:

- 1- people with low physical activity rate (people with/prone to chronic diseases).
- 2- people with medium/high physical activity rate (HealthY people).

HEALTHY: Interview Sessions

Introduction

Hi, my name is Diana Vile. I'm the product manager at Kaiser Permanente, an American all-in-one Healthcare Application. My team is working on "HealthY", a paid subscription part to add to the existing free Healthcare app "Kaiser Permanente".

The focus of this new application for health care is to encourage healthy habits (increase physical activity, healthy diet), and decrease unhealthy lifestyle habits (stop smoking, reduce alcohol, stop overeating).

Is it ok if I record the session and if I take notes on this session? This is for internal research usage only.

During this interview,

- I will ask a few **background questions** to get to know your current healthy lifestyle.
- Then I will show you a **prototype of the application** we are working on and ask you for feedback.
- Before we get started, it's important to know that the prototype you are going to interact with is confidential, as it is not yet launched to the public. You are not allowed to talk about it outside this test environment.
- **Do you have any questions before we get started?**

HEALTHY: Interview Sessions

Background Information (Questions)

- Can you tell me a bit about yourself?

Physically Active

- Do you consider yourself an active person? / Do you enjoy being physically active? Why?
- Do you exercise regularly (+1 times a week)? For how long?
- If you don't exercise, why not?
- What type of exercise do you do?
- Do you have family, friends, neighbours, or acquaintances that sport regularly?
- What sports do you enjoy most? Why?

Health state

- Do you have a healthy BMI (Body Massa Index)?
- Are you overweight ((BMI>25)?
- Do you have high blood pressure?

HEALTHY: Interview Sessions

Healthy Habits

- ☐ Do you eat a balanced diet? What does it consist of?
- ☐ If not, what prevents you from doing so?
- ☐ Do you have any health goals you would like to achieve?
- ☐ Do you meditate or do relaxation exercises? How often?
- ☐ Do you drink water daily? How much?

Unhealthy Habits

- ☐ Do you sit down most of the day?
- ☐ Do you smoke? How much?
- ☐ Do you drink alcohol daily? How many glasses?
- ☐ Do you often snack? What kind of snacks do you take? (e.g. cake, candy, cookies, chips.)
- ☐ Do you eat fast food? How often?
- ☐ Are you often stressed? Why?
- ☐ Do you drink soda drinks? How often?

HEALTHY: Interview Sessions

Tasks

Disclaimer: This is a Prototype and not everything may work yet. We want your feedback on what we've built. Please think out loud.

Task 1

- ☐ Can you try out the application? Is the application understandable?
- ☐ Is the application easy to navigate?

Task 2

- ☐ Can you show me where you would start with your health goal on the given screens?
- ☐ Would you follow the given path "Do the Health Test"? Why (not)?

HEALTHY: Interview Sessions

Wrap Up

- Would you use this app to improve your healthcare? Why (not)?
- What can be improved on this app?
- Do you have any further feedback?

Thank you

for participating in the research study for the app
Kaiser Permanente- HealthY.

User Testing: Participant 1 Key Findings

Key Findings from Participant 1



[Audio
recording](#)

What worked well

Clean layout, easy to understand.

Where participants got stuck

While using the prototype, the participant was confused with the structure of the app. Especially with:

- login/dashboard process
- How do you know you are logged in?

Other observations

- **Add a setting page** to set up health goals to make the app easier to understand.
- Put a **menu** on each screen.
- **Delete the + sign** in the menu.
- Registration is **not logical**. It is now **shown too late**. Need to be at the start.
- Add a **Dashboard**.



Participant 1: Interview Notes

Key points from User Research #2

- Lisa is a 34-year-old working mother with two small kids. She works as a website developer.
- Problem with the current health system
 - Many apps, there is no combined health care app.
 - Health care is not about prevention, but about diseases.
 - Health, nutrition, sport and wellness are not centralized in health care (silos).
- As a mom, she is not doing much sport. She doesn't go to the gym, but she never sits still.
- Always on the go, biking, cleaning the house, going out to the park with the kids.
- She likes paddle, skiing and biking, but does not have time to do these sports. Biking is only for transport.
- Her environment is not extremely healthy, rather lazy. Except for her best friend, a Pilates teacher living a healthy lifestyle.
- Her BMI is rather too low, she takes care of her health by eating normally, always carrying water, and limiting alcohol. She is not often stressed, but often tired.
- Coca-Cola is the one thing she should drink less.

Prototype

- Liked the interface – clean and simple
- Confused with Register and Login page
- Menu structure need improvement.
- Create customized health goals, starting with a health test at the setup page with AI to improve health would be a great add-on.

Improvements

- Felt some doubt regarding the login page
- Menu structure can be improved.
- Add a setting page for Health goals.

Feedback

- There isn't one platform connecting nutrition, fitness and wellness with healthcare.
- Improve Menu structure.
- Think about where things should go.
- Notifications are a great add-on.
- Curious about if the app would really be built.

User Testing: Participant 2 Key Findings



[Audio
Recording](#)

Key Findings from Participant 2- **SHOWED V2 instead of V1**. Only audio recording off Application testing.

What worked well

The app is logical and easy.
Signup and Login worked, but slight improvements are necessary (V2).
Able to create a profile and go back and forward in the app.

Where participants got stuck

The goal page is vague.
How do I know which goals I can choose from?

Other observations

The participant thinks, adding a notification to the mobile application would be a game-changer.
- **Improve the Goal page** with specific goals.



Participant 2: Interview Notes

Key points from User Research #2

- Adriana is a 46-year-old working mother with an 8-year-old daughter. She works as a digital marketing executive at a digital agency.
- There is a wide variety of apps, but all are separated. It would be great to have one app, in which healthcare, fitness and WellCare are combined and backed up by professional health carers.
- Healthcare is expensive, the nutrition industry is led by marketing, not by what is healthy for humans.
- She used to be sporty, running several times a week, but as a mom, she is not having much time to do sport. She just stopped her gym card, for limited usage.
- She likes to walk, run, and do yoga and is planning to start doing a hiking course in the mountains in September. Also partly biking to work is a habit she is willing to invest in, as she now often takes the bus instead.
- Her environment is mixed. She has one friend far away that is very sporty. The rest of her friends and family are not.
- Her BMI is rather too high, she is overweight. Although she never had weight problems before, she start to realize that her sedentary life and low sports activity, together with a craving for sugary snacks, like chocolate, cakes and croissants not very healthy. She is willing to improve her health.

Prototype

- App is logical and easy to follow.
- Liked the simple interface.
- Able to create and edit a profile.
- Great idea to add health rewards.

Improvements

- Some confusion about login and registration.
- Goals page is too vague and needs more attention.
Make goals more concrete. Not goal 1, goal 2. How do I know which goals to choose from?

Feedback

- When will this app become available? Would like to use it.

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI <ul style="list-style-type: none">• <i>What data is needed to draw the UI on the screen?</i>• <i>Where is the data coming from</i>	<p>UI Data needed:</p> <ul style="list-style-type: none">• Logo, and a few graphics• Logical User Interface(UI) flow (login, registrar, goals, healthy journey)• User Authentication <p>Data Storage:</p> <ul style="list-style-type: none">• Data from Goals• Data from Health test• Data from Health Journey are stored in a cloud database.	<ul style="list-style-type: none">• How difficult will it be to maintain a changing database locally (on the phone) and externally (in the cloud)?• How costly will it be to create a changing database, including goals, health Journeys, health logs and tracking of foods, habits and physical activity?• How much memory does a preloaded database of goals, and health journeys occupy?
User generated data <ul style="list-style-type: none">• <i>Is it stored?</i>• <i>Where/how?</i>• <i>How will that data be used again?</i>	<p>User-Generated Data Storage:</p> <ul style="list-style-type: none">• Initially user data (goals, health journey) are stored locally on the phone• When possible, data will be synced to the cloud and stored there.	<ul style="list-style-type: none">• How much memory does user data occupy?• Is it possible to store user-generated data first on the phone and then sync them to the cloud?
Latency <ul style="list-style-type: none">• <i>How quickly should things load?</i>• <i>Are there any operations that might slow down load time (ie: a call to another service)?</i>	<p>Latency:</p> <ul style="list-style-type: none">• Sync is not needed immediately, but fast enough to not interrupt the user experience	<ul style="list-style-type: none">• How long will syncing tracking and logging data to the cloud take?• How much will data logging and tracking slow down the application?• How quickly will the preloaded database connect to the phone?

Iterate

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

Improvements

Improvement #1	Signup- sign-in (Register and login) screen needs improvement both in structure and simplicity. Now it is too complex.
Rationale	The Users get confused with the Login and Register pages. The Register page is now too far away in the prototype, not logical. And after logging in the user expects a dashboard and a setup page, which she is not getting.
Improvement #2	The menu of the app is not logical and is missing a setting page.
Rationale	The user does not understand the black +sign button and is missing a setting page to make changes to the HealthY goals.

Prototype V2- improvements

Description

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

- The prototype starts from scratch at the loading page.
- Next, the user can register/log in, set up/edit profile, go to the home screen Goals, and start health Goal 1 (Phase 1, step 1).
- The destination is Goals, phase 1-step 1, Health test question 1.
- **Improvement 1:** Improved Register/Login flow for less confusion.
- **Improvement 2:** Changed Menu on the footer. For better user experience
- **Improvement 3:** Added Setting page for Goals. For less confusion.

Assumptions

- Any assumptions within the prototype

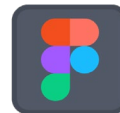
- The Health Goals Journey is a fixed health journey
- Divided into Goals, Phases and Steps.
- The prototype shows the flow from loading the app to starting the health test (phase 1, step 1, Question 1 Health Test).

Tasks

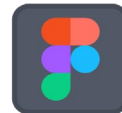
- What are the tasks that a user can complete in the prototype?

The user can:

- Load the app. **OK**
- Register or log in to the app. **SMALL IMPROVEMENT IS STILL NEEDED.**
- Create a profile. **NOT VISIBLE**
- Go to the dashboard screen **OK**
- Choose free options screens: Find a doctor, Find a Facility, Contact Us. **OK**
- Choose paid options screens: **Create a profile**, Add a goal, Health test. **OK**
- Choose the Goals screen: Add a goal, Edit a goal, and see All Goals. **OK**
- Click on Goal 1 to start the Health Goals Journey, phase 1, step 1. **OK**
- Start Health test- Answer Question 1 in Health Goals Journey. **OK**



Link to V2
[DESIGN](#)



Link to V2
[PROTOTYPE](#)

User Testing Round 2:

Key Findings from Participant 3



**NO Audio
Recording
consent**, only
notes.

What worked well

- Simple layout
- Login & Register screens are logical
- Options are all available in a dashboard (free/ paid)
- Handy to be able to search for a specific healthcare professional in a specific area.
- Specific goals available.

Where participants got stuck

- HealthY Roadmap needs improvement. What is that about? What does it consist of? Is it the same for all HealthY goals?
- Profile is not available on Prototype.

Other observations

- **The participant didn't want to be recorded**, so therefore, **no audio recording, just notes.**
- Notifications (reminders) are a great add-on.
- Payment on purchase in Google App Store and Apple App Store when choosing the app, no inbuild payment is needed.
- Will the chat be available for free and paid?
- Will there be a calendar available for online appointments?



Participant 3: Interview Notes

Key points from User Research #3

- Luis is a 43-year-old Architect and father of a boy and a girl. He has his own architecture company.
- Although he travels a lot, he often prefers to take the car or motorbike.
- Some days he goes for a long 1-hour walk.
- Gym does not motivate him.
- He likes CrossFit a lot, for it is efficient and makes him active. Also, it reduces his body weight.
- Due to his work, he is currently not able to do sport.
- He used to swim daily.
- He regularly eats clean food but also eats fast food.
- He is often very hungry and tired.
- His kids sports 3 times a week. His wife goes to the gym twice a week.
- Pedro is willing to start CrossFit again in September. He looks forward to it, although he knows it will be hard in the beginning.
- He is overweight, like his family. High BMI, high blood pressure, heart problems.
- Coca-Cola Zero is his favourite drink.

Prototype

- Simple layout
- Login & Register screens are logical
- Options are all available in a dashboard (free/ paid)
- Handy to be able to search for a specific healthcare professional in a specific area.
- Specific goals are available.

Improvements

- HealthY Roadmap needs improvement. What is that about? What does it consist of? Is it the same for all HealthY goals?
- Profile is not available on Prototype.
- Notifications (reminders) are a great add-on.

Feedback

- Payment can be done directly from Google App Store and Apple App Store when choosing the app, no inbuild payment is needed for that.
- Will the chat be available for free and paid?
- Will there be a calendar available for online appointments?

Handoff

Updated PRD

Kaiser Permanente Project

Kaiser Permanente is looking to enter the preventative care space to help its patient base increase physical activity and improve healthy habits. While the overall goal is improved patient satisfaction and well-being, the specific financial goal is reduced cost by emphasizing improved health prior to any adverse conditions developing. Overall, Kaiser Permanente wants to decrease spending on conditions such as **type 2 diabetes**.

Background

In the United States (US), **6 in 10 adults live with a chronic disease**, and 4 in 10 adults have more than one. Potential causes include *poor nutrition* (90%), *lack of physical activity* (50%), *excessive alcohol use* (20%), and *extensive tobacco use and exposure to second-hand smoke* (25%). A combination of these potential causes often leads to chronic diseases. Moreover, every **2/3 in 10 premature deaths of adults** (20-30%) could be prevented by conducting physical activities. 90% of these costs could be saved with preventive healthcare.

The US spent **\$4.1 Trillion in Annual Health Care Costs** on chronic disability such as diabetes, depression, high blood pressure and heart diseases care and premature death". Take **Diabetes**. In 2022, 133 million Americans (both children and adults) were diagnosed Diabetes (37M) and Pre-Diabetes type 2 diabetes (96M). That year, \$327 billion is spent on treating diabetes, a chronic disease related to lack of physical activity and poor nutrition. In addition, \$117 billion is spent annually on treating diseases related to insufficient physical activity and \$173 billion related to poor nutrition.

- Diabetes healthcare costs in total (adults & children): \$327 billion.
- Adults with Diabetes: 77.8% (adults) * 133 million Americans (total population): 103.474 M Adults with Diabetes.
- Preventable Diabetes healthcare costs for Adults: $\$327 \text{ billion} / 103.474 \text{ M Adults with Diabetes} = 3,160.21416\text{B} * 90\% = \mathbf{2,844.19274 \text{ billion}}$.

Updated PRD (page 2)

Problem

Chronic diseases such as Diabetes and Pre-Diabetes (Diabetes type 2) not only affect people's health, it also affects their productivity at work, due to frequent medical and hospital visits with a calculated \$2.8 Billion of unnecessary healthcare costs if preventive healthcare is taken more seriously.

As a result, Kaiser Permanente aims to **reduce expenses on preventable diseases**, such as Diabetes and Diabetes type 2 (Pre-Diabetes), **increase health awareness** and **promote fitness and physical activity as a healthcare provider**. Therefore, Kaiser Permanente is currently partnering with health-related businesses and technology partners to create tailored health initiative programs for the existing Kaiser Permanente App on mobile devices iOS and Android. These digital modules in the form of Paid Subscription to the existing free Kaiser Permanente App are:

- Module 0: Healthy tips from Health pros.
- Module 1: Sports & Nutrition.
- Module 2: Self-care (future build).

Consequently, we propose a **Paid Subscription add-on Module to the existing application** to promote physical activities and improve customers' nutrition. Assuming 5% of the 12.6M Kaiser Permanente members will subscribe and benefit from it in the first year. In the second year, we focus on attracting more customers to subscribe and increase our member base as well as creating the second module Self-care.

Updated PRD (page 3)

Goals

First-year:

- Build an application that encourages customers to perform physical activities and manage their nutrition.
- Provide personalized training and nutrition programs to paid subscribers.
- Decrease diseases associated with lack of physical activities.

Second year:

- Increase the number of subscribers' base.
- Improve patient satisfaction and well-being.
- Reduce annual health costs.

Updated PRD (page 4)

Success Metrics

- 5% of current members (12.6M) use the subscription model.
- 30% of current members (12.6M) download the Application.
- 50% of application users with Paid Subscription module reduced the infection of chronic diseases.

Updated PRD (page 5)

Key Features & Scope

For **Phase 1 of the HealthY Paid Add-on modules** for the Kaiser Permanente app, we will focus on building the basic functionality (Module 0), *not including Fitness & Nutrition (Module 1, phase 2) or Self-care (Module 2, phase 3)*:

Priority level:

- P0 = launch blocker. The product will not launch without this feature.
- P1 = desirable for launch, but not required. Will follow after launch.
- P2 = nice to have.
- P3, P4 = unlikely to get built.

Key Features:

- KEY FEATURE 1: **Register to HealthY** (P0)
- KEY FEATURE 2: **Log in to HealthY** (P0)
- KEY FEATURE 3: **Create a profile** (P2)
- KEY FEATURE 4: **Create a health Goal** (P0)
- KEY FEATURE 5: **Create a Health Test-** (P1)
- KEY FEATURE 6: **Get Health Test results (for HealthY Roadmap- Goal 1)** (P3)

Updated PRD (page 6)

Core UX Flow

Handoff: Link to mocks

Iteration 1:

[V1- Design- HealthY](#)

[V1- Prototype- HealthY](#)

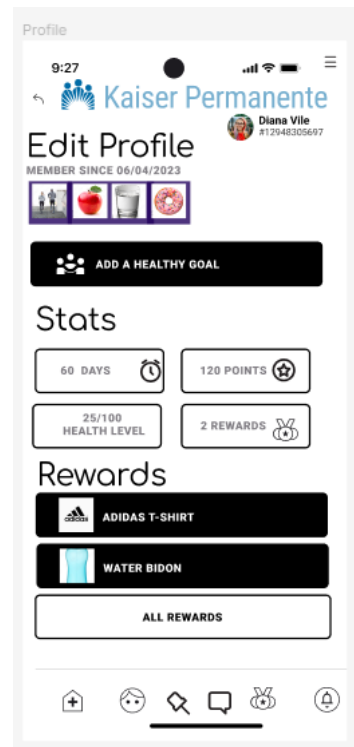
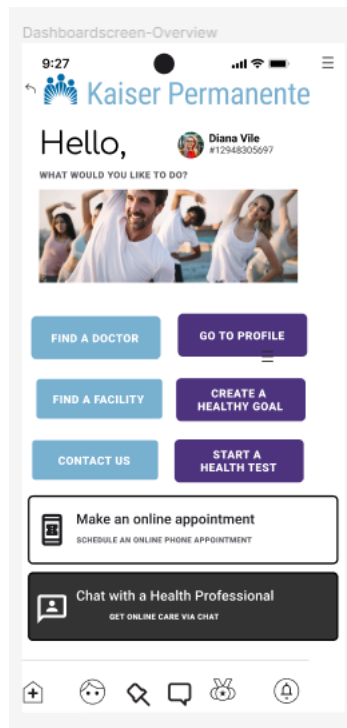
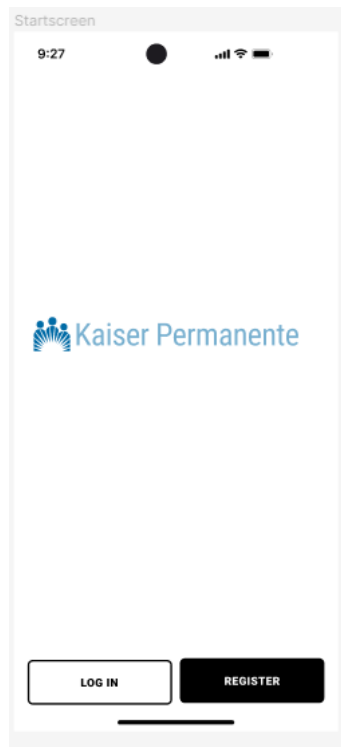
Iteration 2:

[V2- Design- HealthY](#)

[V2- Prototype- HealthY](#)



[Prototype](#)
[V2](#)



Thank you