Kaiser Permanente PreMCare App

Design Sprint

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Set the stage

Set the stage for the Design Sprint by framing the problem

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Initial PRD

Link to "PreMCare" PRD v1

Understand

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

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How Might We

How might we….teach more people about preventive care

How might we….entice more people to screen their blood for illnesses

How might we….encourage more people to do physical exercises

How might we….make companies do group exercises weekly

How might we….like our advices

How might we….make people engaged with doing daily exercises

How might we….make people to keep up with exercises agains friends

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

How might we….motivate people to drink 1 cup of water each morning

How might we….track people's exercises each day

How might we….make people share their daily activities with others

How might we….keep each exercises done per day/week

How might we….build personal health plans for our customers

How might we….help detect pre diabetes with our customers

How might we….show information about preventable to users

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

How might we….encourage more people to go for personal coaching

How might we….make people want to track their health status

How might we….share user's advice for voting

How might we….nudge individuals to use our app.

How might we….make our sers to share our app

How might we….encourage people to take an apple per day

How might we….make people to eat a healthy/complete diet.

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

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

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

How might we….encourag e people drinking less milk?

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

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

How might we….warn people against unhealthy choices?

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

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

Other sites

How might we….reward patients for eating more vegetables?

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 make it easier to make healthy choices?

How do we teach patients how to mediate?

How might we make patients feel accountable?

How might we….make healthy food choices accessible?

How might we….use ubiquitous technology to improve patient health?

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

How might we….build personal health plans for our customers

How might we….How might we reward patients for walking more?

How might we warn users about unhealthy choices?

How might we prevent patients from making unhealthy choices?

How might we promote health habits?

How might we….create a personalized plan?

How might we….reduce sedentarism?

How might we….make patients feel accountable?

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

How might we….encourage people to take an apple per day

How might we get people to build healthier habits?

How might we reduce sedentarism?

How do we convince people to exercise regularly?

How might we help reduce high blood pressure?

How do we reduce a patient's alcohol intake?

How might we help patients stop smoking?

How might we encourage people to drink more water?

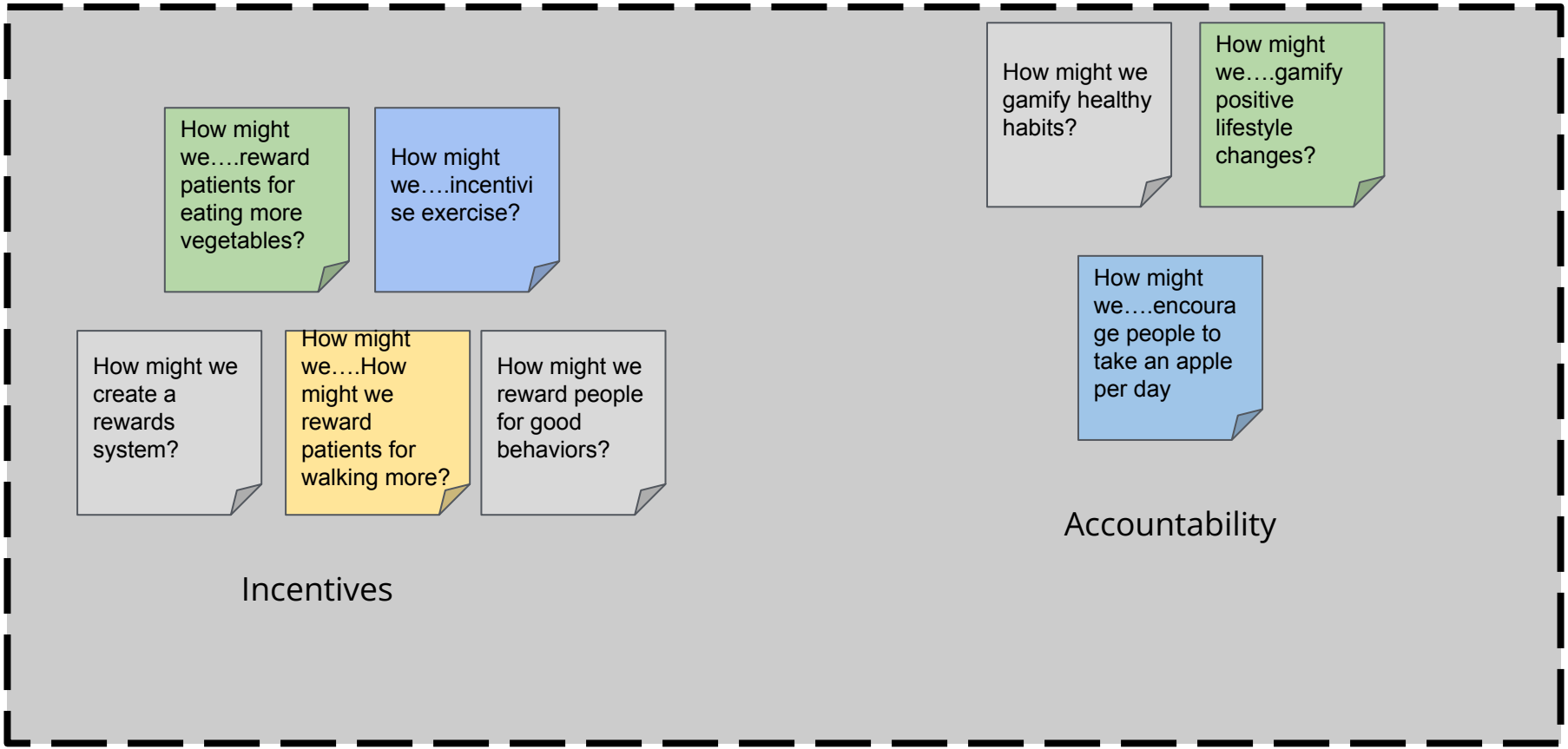
How might we help patients monitor their goals?

How might we help people manage their weight?

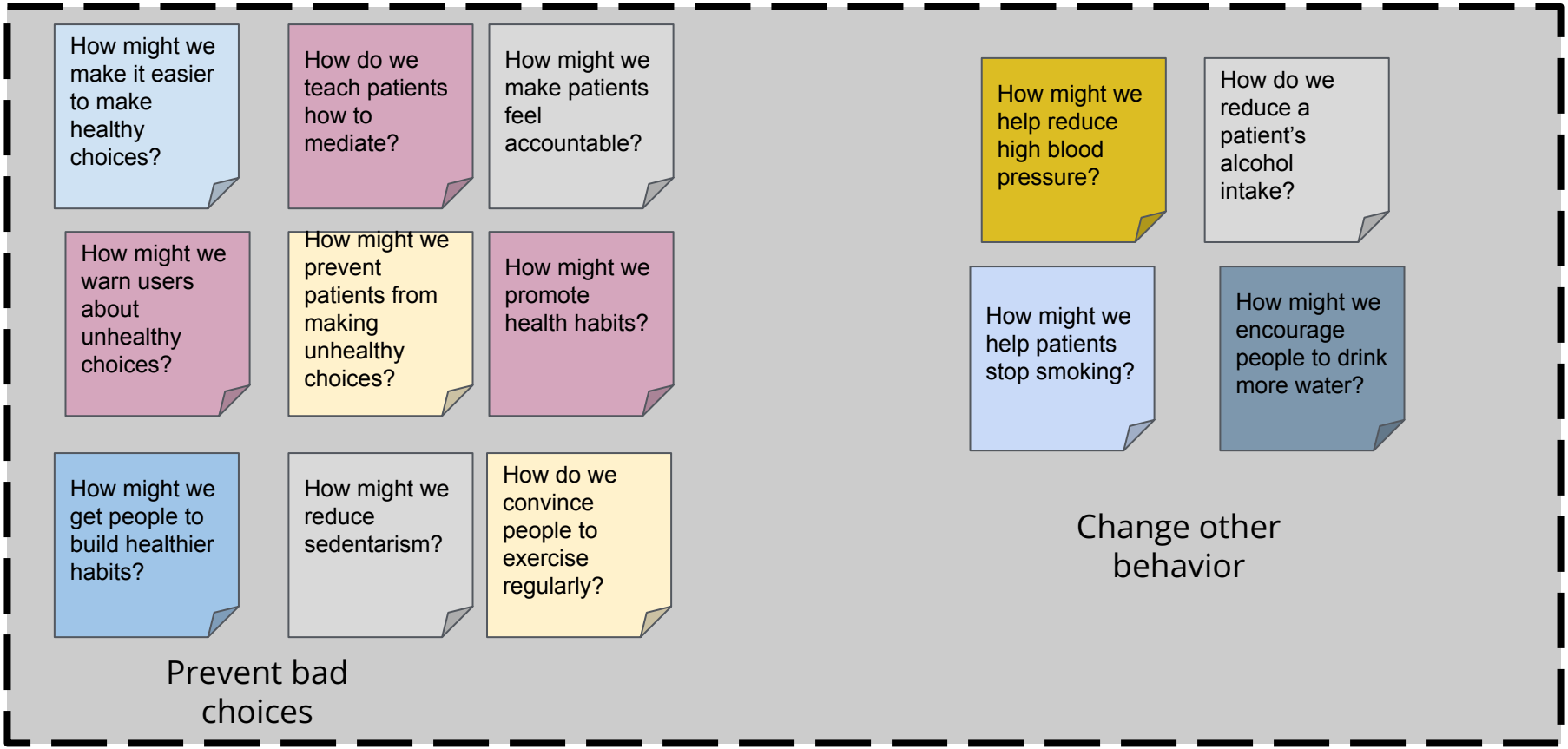
How might we create a personalized plan?

How might we provide activity tracking?

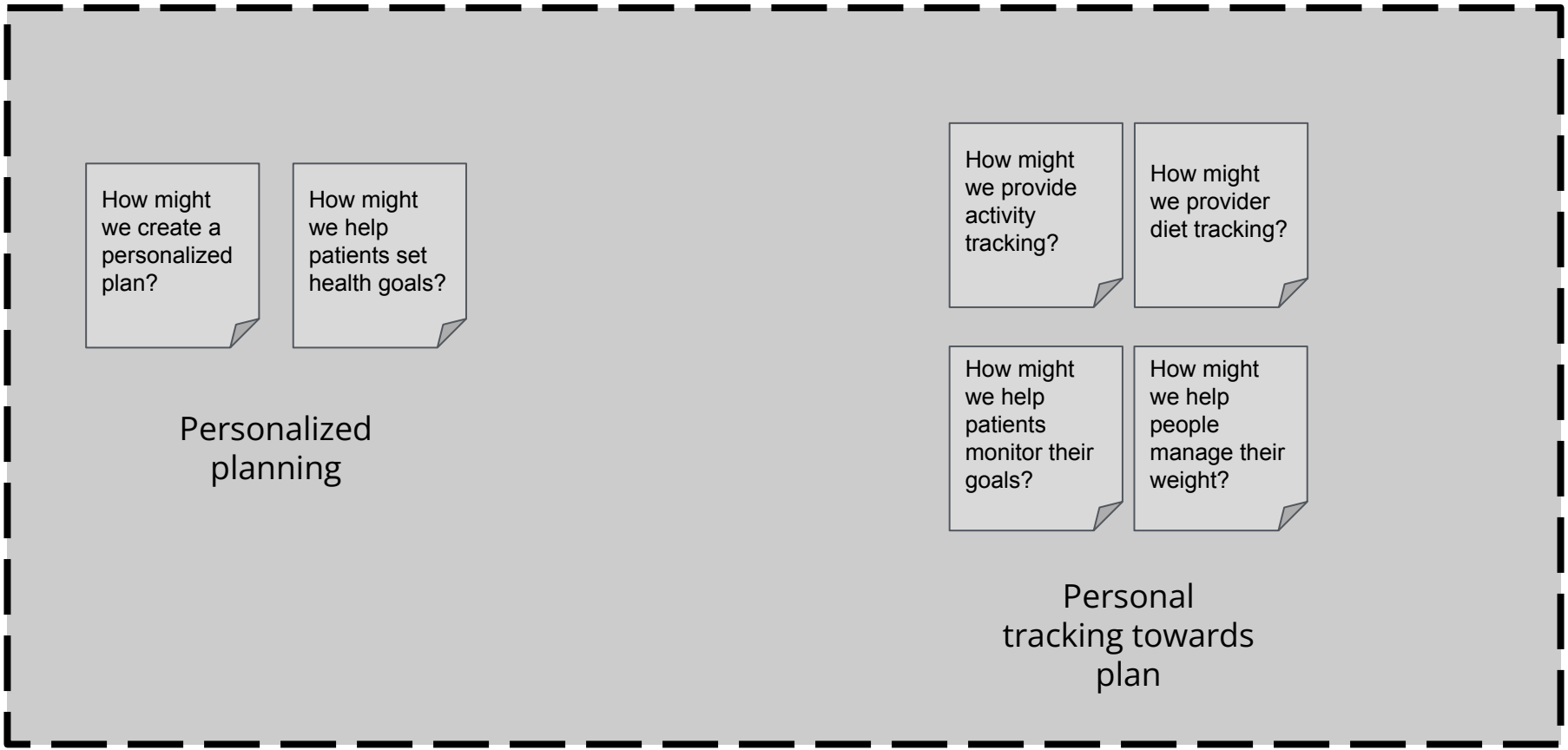
Rewards


How might we gamify healthy habits?
How might we….gamify positive lifestyle changes?
How might we….reward patients for eating more vegetables?
How might we….incentivise exercise?
How might we….encourage people to take an apple per day
How might we create a rewards system?
How might we….How might we reward patients for walking more?
How might we reward people for good behaviors?
Accountability
Incentives

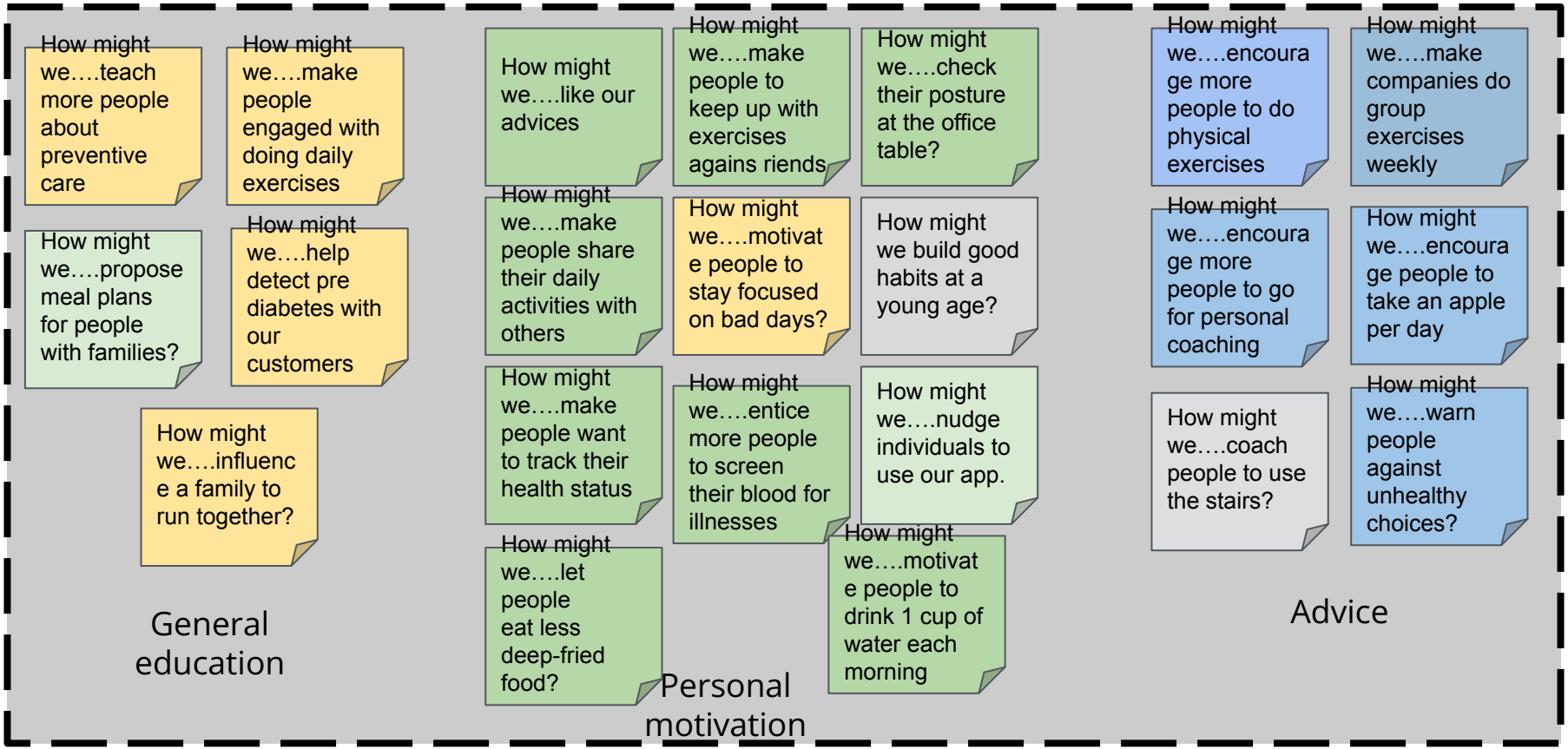
Education


How might we make it easier to make healthy choices?
How do we teach patients how to mediate?
How might we make patients feel accountable?
How might we warn users about unhealthy choices?
How might we prevent patients from making unhealthy choices?
How might we promote health habits?
How might we get people to build healthier habits?
How might we reduce sedentarism?
How do we convince people to exercise regularly?
Prevent bad choices
How might we help reduce high blood pressure?
How do we reduce a patient's alcohol intake?
How might we help patients stop smoking?
How might we encourage people to drink more water?
Change other behavior

Planning and Tracking



Educate, Motivate and advice



Sprint Focus

Focus	Educate, Motivate and Advice
Slide #	#10
I selected this theme because	People need to be more aware of the importance of preventive health using motivations quotes targeted around the topic. When such come from system personal coaches, specialists and system users it feels more personal for the interested users to like, follow and get involved in the general health care improvement community and the particular disease communities.

Define

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

This app can make you live healthier and longer

More and more people care about their health. Google trends show Americans account for the greater percentages among others. Statistics from American Diabetes Association show more than 90millions Americans have prediabetes. Also, 1 of 10 Americans has diabetes type 2. That means there are high chances someone from your family is affected.

Kaiser Permanente recently launched the solution to these problems, the PreMCare app. It focuses on making more Americans aware of preventable diseases, provide expert advice on specific preventive health topics while allowing users to rate how helpful an advice has been to them. It also offers daily tops on current preventive health trends discussed in our society hour after hour.

Each user can share rate expert advice and provide some to be curated by domain experts before it is shared with the community because as health is concerned, one can always have a say or two. PreMCare is your personal healthcare app.

Kaiser Permanente goes first with app for “Prevention is better than cure”

We all have felt it at some point in time:

- The need to prevent worst health cases before they occur.

Online searches show Americans seek for such solutions daily.

Kaiser Permanente has thought it all and brought to us a succinct solution with PreMCAre app. This app uses specialist advice from Doctors and coaches to present simple, fun, and rewarding health tips to all users daily and weekly. One can share one’s own advice to be curated by experts before publishing.

The Concept is this simple: using grammy’s simple health care approach and language to provide expert tips to follow, like and share with our networks. The experience of having an expert confirm an excellent health top I may have to help others is exhilarating. PreMCare is just the definition of “Prevention is better than cure”.

Success Metrics

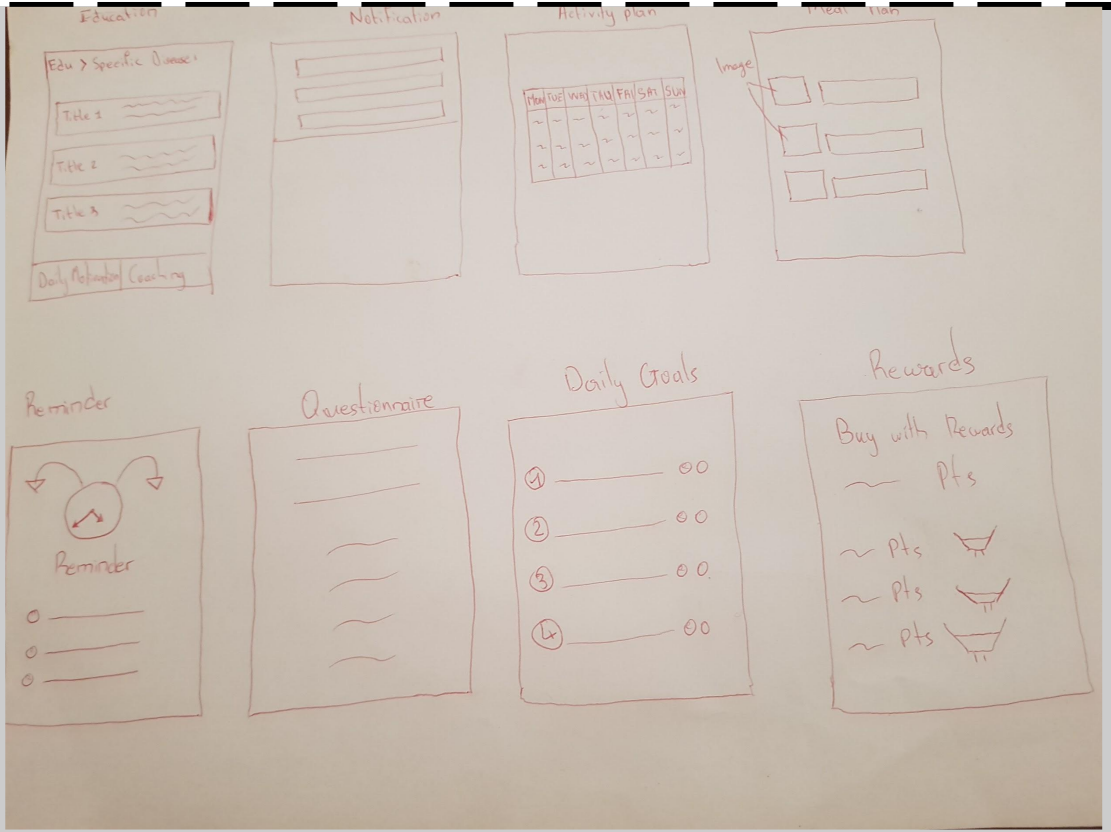
- Set at least two user-centered *goals*
- Identify changes in user behavior will *signal* success in reaching the goal
- Create a *metric* to measure each signal

	Goals	Signals	Metrics
Happiness	Users check-in often Users find information helpful Users are happy using the app	Daily rating of happiness User like and share content Leave app rating	Avg # of check-ins per user # of content linked or shared App store rating
Engagement	Explore preventable diseases Create weekly schedules Coaching for meal plans Check mark of activities done New Content	Amount of time spent in app Amount of scheduled activities Amount of time using app Amount of activities done	# visits per user per week Avg # of created meal plans # of articles/videos watched Avg session length # of checked activities
Adoption	Recommendation to friends New users last 7 days	Referral link sent to fiend(s) Registration of user	# of sign ups with referral link # of new users
Retention	Subscription to paid plan Continuous usage of app by users	Opt in for subscription Statistics of returning users	Subscription renewal rate Daily active users Monthly active users User churn rate
Task Success	Awareness of likelihood of prediabetes Find liked artibles later Reduce app crash Reduce abandoned profiles	Articles liked Completed personal risk profile Crash feedback sent	% of users with completed risk profile Avg # of crashes # of aborted risk profiles # of articles liked

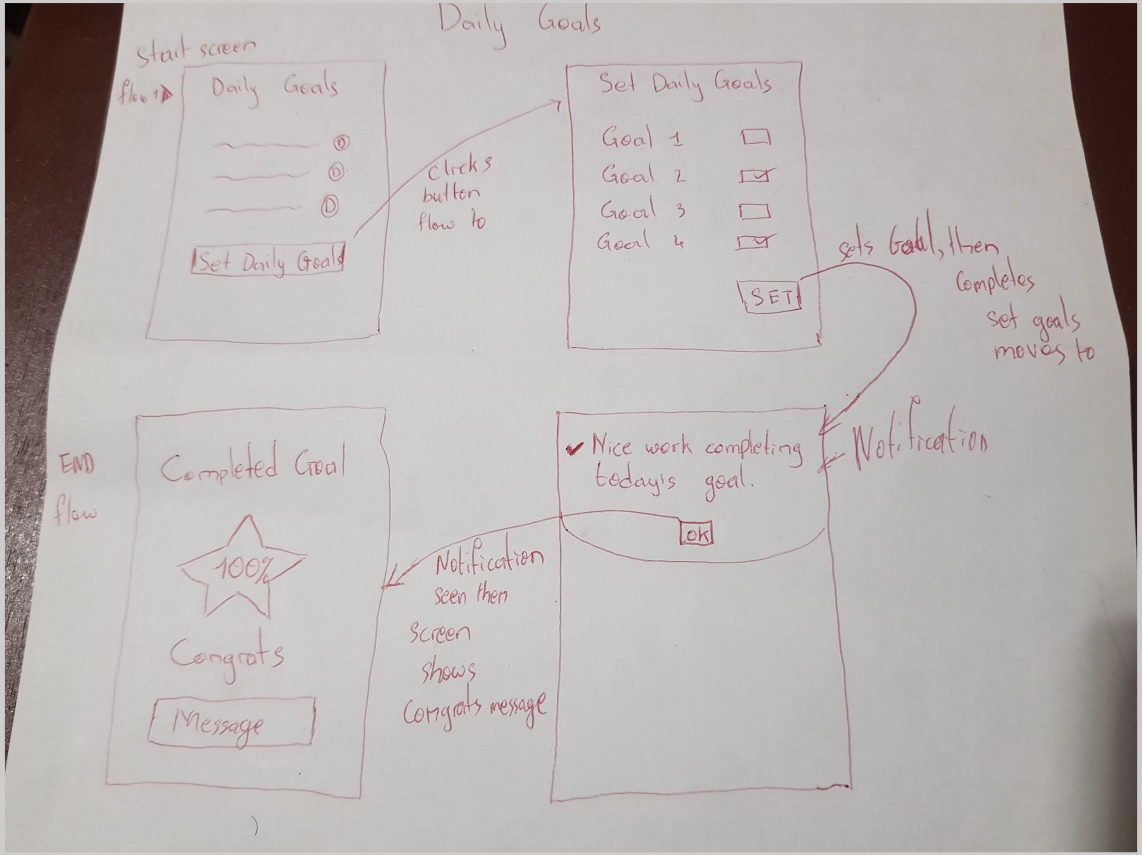
Sketch

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

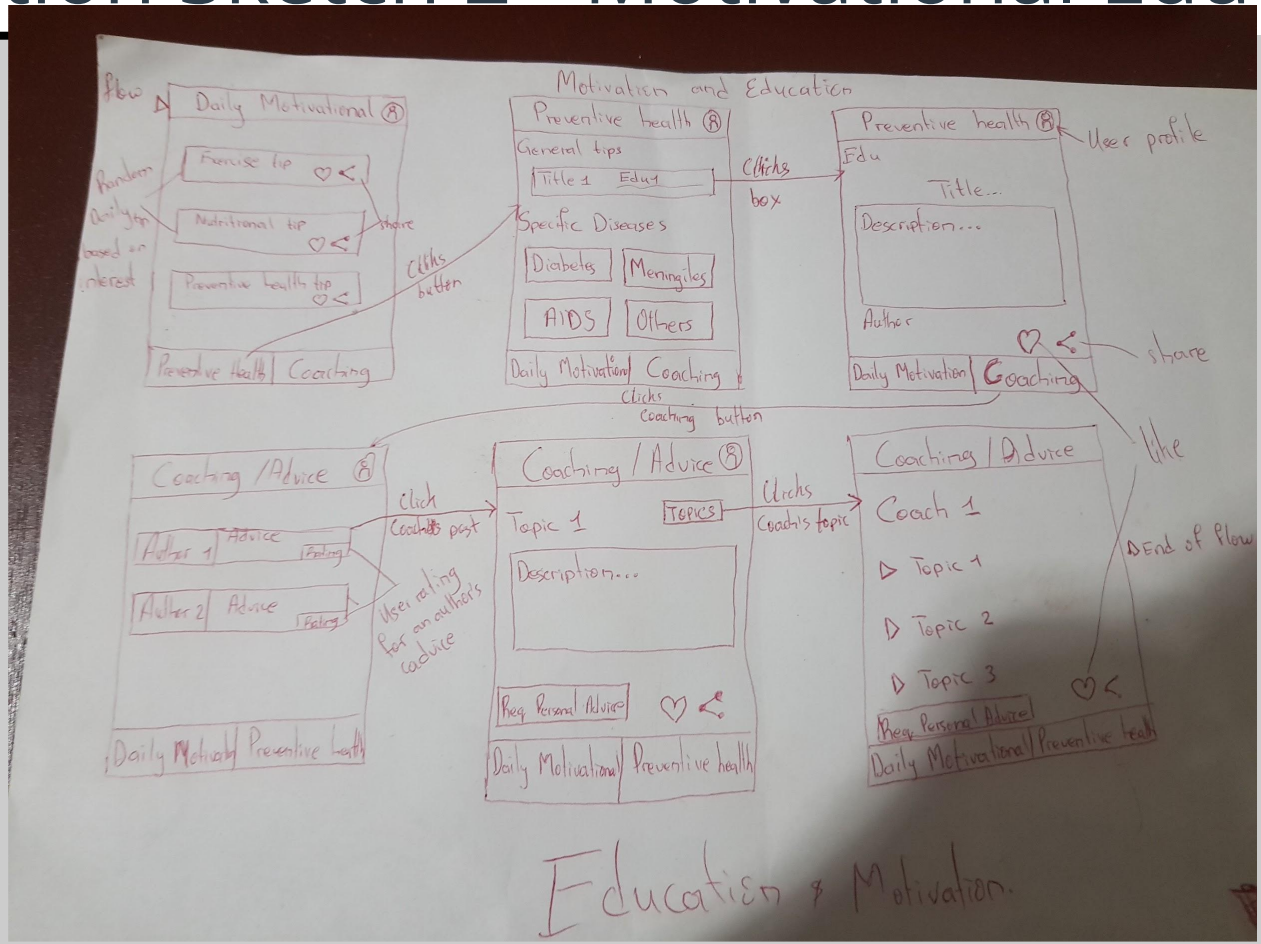
8 Sketches


Education
Edu > Specific Disease
Title 1
Title 2
Title 3
Daily Motivation
Coaching
Notification
Activity plan
MON
TUE
WED
THU
FRI
SAT
SUN
Image
Reminder
Reminder
Questionnaire
Daily Goals
1
2
3
4
Rewards
Buy with Rewards
Pts
Pts
Pts
Pts

Solution Sketch 1 - Daily Goals



Solution Sketch 2 - Motivational Education



Decide

Pick the final concept that you develop into a prototype

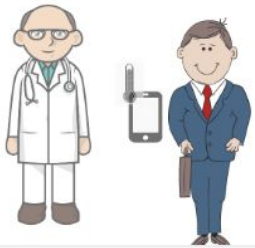
Decision

Decision	MOTIVATIONAL-EDUCATION (Slide #19)
Rationale	MOTIVATIONAL EDUCATION is an important aspect of the user journey in learning new daily tips for one's health. Without appropriate expert selected tips for one's particular health, no one may know what exactly to focus on. The motivation targeted tip is a vital feature to have in the app to let people know exactly what is good to do to preventively care.

Prototype

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

Storyboard



1

SCRIPT

Samuel recently broke up from a highly engaged emotional relationship. He still feel depressed from this experience and it's affecting his daily habits. He asks advice from his doctor , Francis. Francis recommends he uses PreMCare app to change his lifestyle

2

SCRIPT

He downloads the app from the app store at once. As a KP member, he logs in immediately with his KP ID. He takes takes his personal risk survey to start receiving his targeted advice

3

SCRIPT

Samuel is notified at once to start following advices specific to his health condition

ACTION

Enter text here...

4

SCRIPT

PreMCare advisor app starts giving tips(habit change tip, nutrition tip, preventive care tip) to Samuel on how to relieve from a depressive condition and a specific expertly-made simple habit to adopt at once

5

SCRIPT

Samuel's time checking the tips or him clicking the like button is automatically judged by the app useful to him and thus an encouragement notification is send to ask him to keep up with his will for a happier life by taking the 5 - 15min exercise for today.

6

SCRIPT

Samuel realises the tips are so simple and can be done where ever he is. He does it and presses the OK button to signal accomplishement. This make the app to ask feedback how he feels so far based on exercise to automatically analyse and set the next tip.

Storyboard

7

SCRIPT

Samuel notices the positive impact the app is having on him and follows specific daily tips to continuously improve his health and have better mood

ACTION

Enter text here

8

SCRIPT

Nice thing done. After completing his targeted daily tips for 1 month, Samuel is already well fit and has regained complete mind soundness and strength, is working and has ranked best performance of the month. PreMCare is now Samuel's default preventive health app to go on a daily basis.

1 Samuel recently broke up from a highly engaged emotional relationship. He still feel depressed from this experience and it's affecting his daily habits. He asks advice from his doctor , Francis. Francis recommends he uses PreMCare app to change his lifestyle

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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, get daily exercise, nutrition and preventive health tip targeted to his issue. The user can select activity tip to get more specific about it. In the follow up user will be able to select daily exercise tip, complete it and see activity update when done. Also user will be able to coaching advice, and request personal advice from coach.

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 exercise 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?

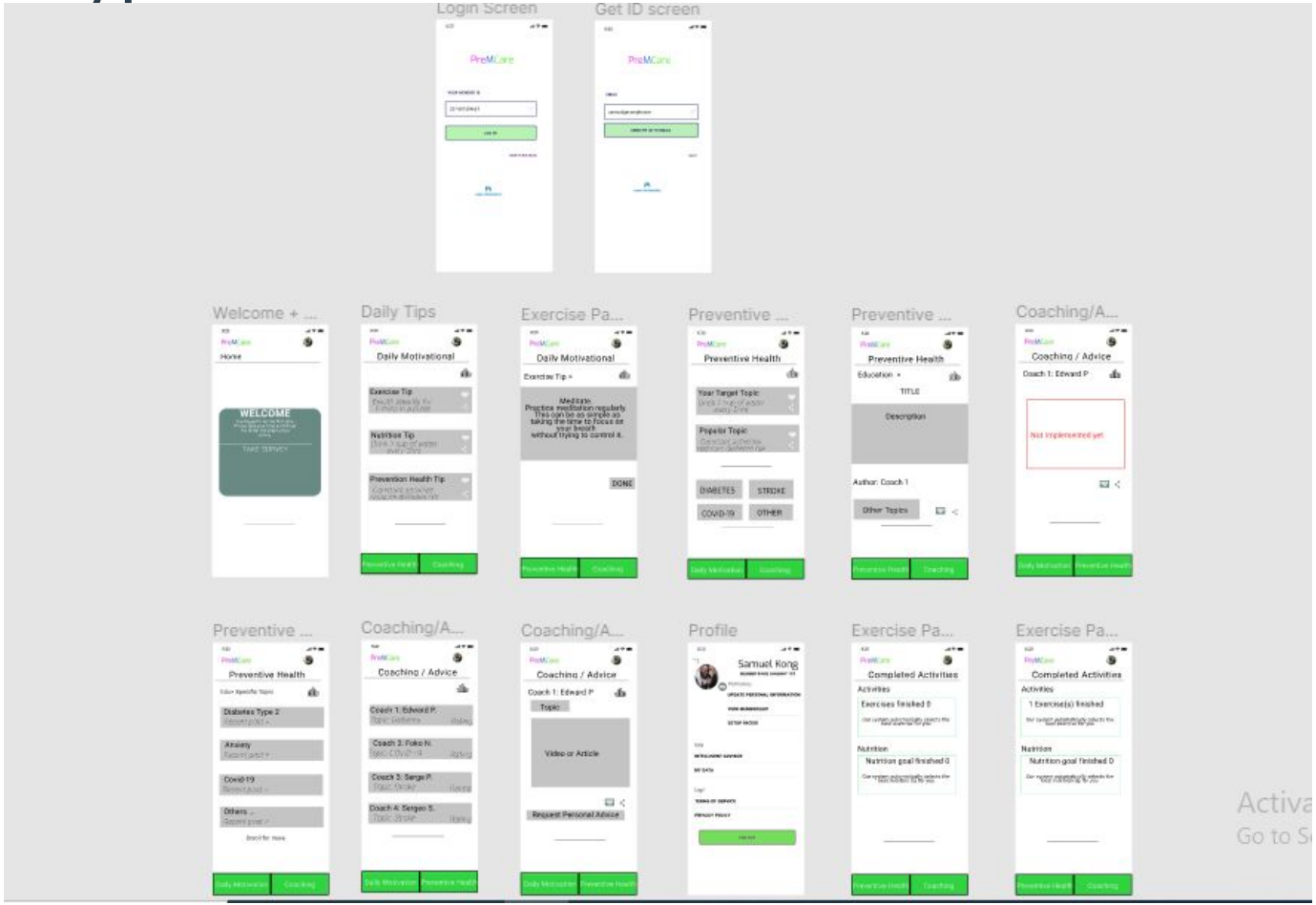
User can login with KP member id, User is able to log out
- User can be denied if he/she has no KP member ID
- User is notified about new goals
- The user can view the proposed goals, user can select activity for details

Use can view preventable health tips for habit change, and change topics at will
- User can view coaches, their advice and request personal advice
- User can lookup own profile settings

Link your prototype

https://www.figma.com/file/puPAfrvqiwMZd9uEKplXXk/PMND-Motivational-Education-v1?node-id=0%3A1

Prototype v1 screenshot



https://www.figma.com/file/puPAfrvqiwMZd9uEKplXXk/PMND-Motivational-Education-v1?node-id=0%3A1

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 user research

Link to "PreMCare" User Research Plan

User Testing

Key Findings from Participant 1

Link your notes

Link your audio recording

What worked well	● Structure and general UX concept is clean, reasonable and comprehensible ● User profile well understood ● 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	● Navigating backward to previous screen ● Was confused why all 3 main functionalities were not see at first sight.
Other observations	● User confirms importance of Goals, preventive health education and good health coaching ● General questions leading to “what is working, what not” due to prototype reasons ● User would use this function ● Likes the like and share idea

User Testing

Key Findings from Participant 2

Link your notes

Link your audio recording

What worked well	● Structure and general UX concept is clean, reasonable and comprehensible ● Navigation was clear for the user ● User profile well understood ● 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	● Add more activities(exercises) daily
Other observations	● User confirms importance of Goals, preventive health education and good health coaching ● General questions leading to “what is working, what not” due to prototype reasons ● User would use this function ● Likes the like and share idea

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI ● *What data is needed to draw* the UI on the screen? ● *Where is the data coming from*	● Survey results: Data for the dynamic generation of goals needs data at the right time (Figma Screen “Daily Tips”) ● We need a profile Picture (Figma Screen “Profile”) ● Data for goals, e.g. activities needed (Figma Screen “Daily Tips”)	● 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 ● *Is it stored?* ● *Where/how?* ● *How wll that data be used again?*	● KP Member ID is unambiguous (Figma Screen “Login Screen”) ● Private health data (including goals), location data, survey results needs to be encrypted (Figma Screen “Profile”)	● 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 ● *How quickly should things load?* ● *Are there any operations that might slow down load time (ie: a call to another service)?*	● Check KP member ID, load profile needs time to load (Figma Screen “Start Screen”) ● Analyze survey results needs time to calculate (Figma Screen “Logged In Take Survey”)	● 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?

Iterate

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

Completing this section is not required. However, it’s a good opportunity to validate that your improvements addressed the feedback you identified.

Improvements

Improvement #1	*App Navigation*
Rationale	*This function was requested by users and judged to be useful for effective app usage.*
Improvement #2	*Main menu done to include all functions at first sight*
Rationale	*User will like to see what the app can do at first sight, as seen in other popular apps like whatsapp at first sight.*

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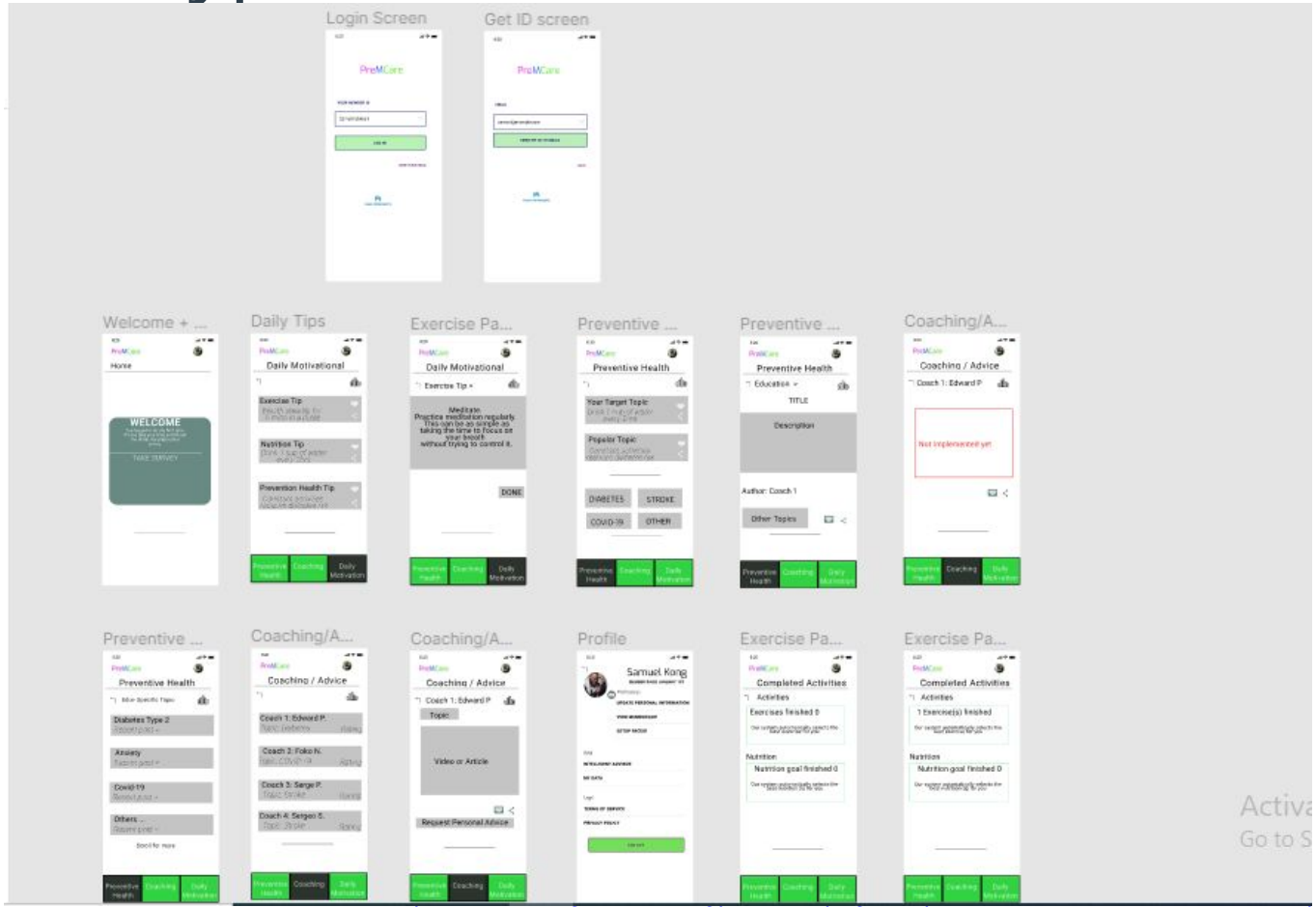
Link your prototype

https://www.figma.com/file/xmAAik0fI8vDdL6K3poKrM/PMND-Motivational-Eduction-v2?node-id=0%3A1

Prototype v2 screenshot



https://www.figma.com/file/xmAAik0fl8vDdL6K3poKrM/PMND-Motivational-Eduction-v2?node-id=0%3A1

User Testing Round 2

Key Findings from Participant 3


Link your notes


Link your audio recording

What worked well	● Structure and general UX concept is clean, reasonable and comprehensible ● Navigation was clear for the user ● User profile well understood ● 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	● Was confused about the capability of the app.However finds it more exciting to use it.
Other observations	● User confirms importance of Goals, preventive health education and good health coaching ● General questions leading to “what is working, what not” due to prototype reasons ● User would use this function ● Likes the like and share idea

Handoff

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Updated PRD

Link to "PreMCare" PRD v2