

SLEEPSTER PROCESS BOOK

IxDs P1 Mobile Service Design

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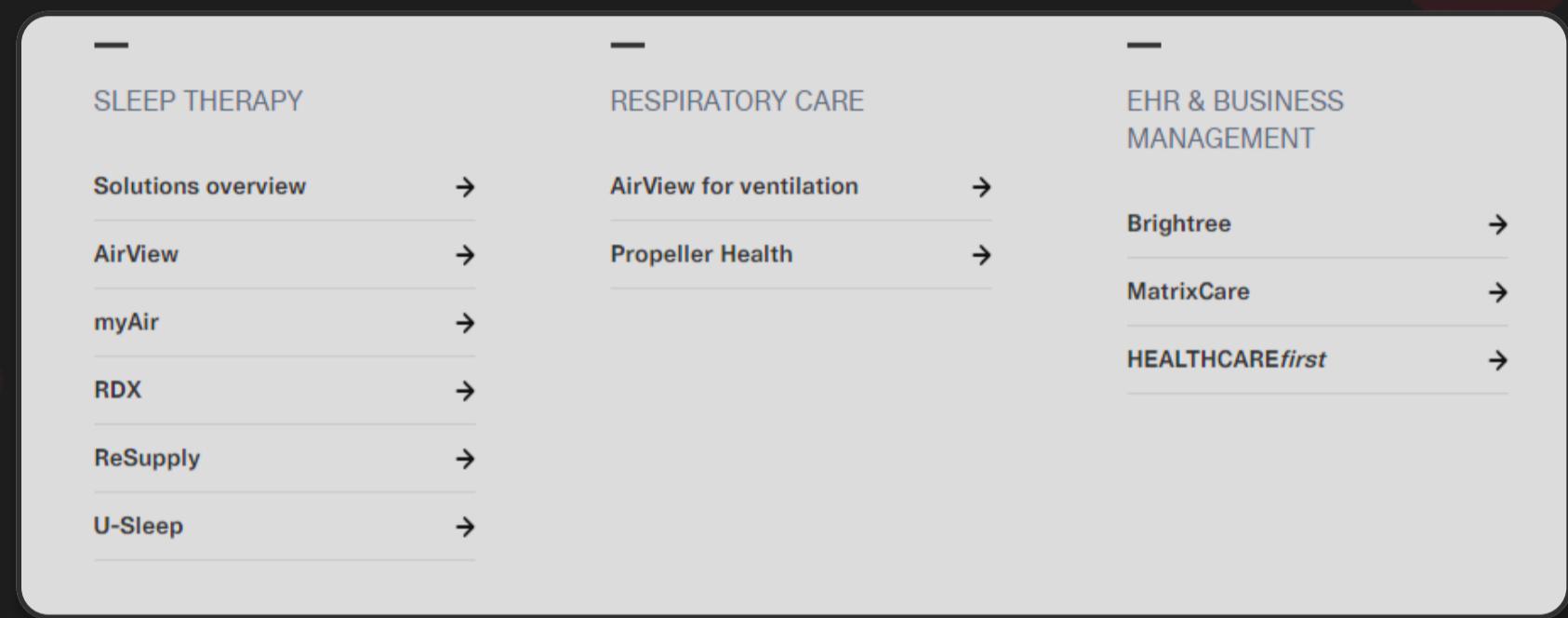
1

DOMAIN RESEARCH

Company Operations

Resmed is a medical equipment company that sells both physical products and digital service that helps treating respiratory diseases.

There are three main categories that Resmed focuses on. The first one is Sleep where Resmed sells both CPAP products (machines and masks) and digital solutions (myAir App). For respiratory care, it sells ventilators (Aircurve, Astral and Stellar). Lastly for SaaS (Software as a Service), it sells mask selector, HelloSleep, Brightree, MatrixCare, HealthCare first and so on.



ResMed

Company Goal

Resmed emphasizes **user experience**; they're continuously working to make their products quieter, more comfortable, and easier to use. Currently, they are in the sleep-disordered breathing market, but they saw an opportunity to grow in the respiratory care and cardiology area. They probably value R&D, seeing as they dedicate 7% of their annual revenue to it. Lastly, based on their website, Resmed is not only concerned with getting people to buy their products and services, but also **spreading awareness** about sleep-disordered breathing.

Company Competition

Resmed's top competitors are Fisher & Paykel Healthcare, Philips Healthcare, GE Healthcare and Dentsply Sirona.

Unlike most of its competitors, Resmed specializes specifically on sleep apnea research and treatments and is, therefore, able to offer a wider range of products and services.



2

NEED
IDENTIFICATION

User Needs

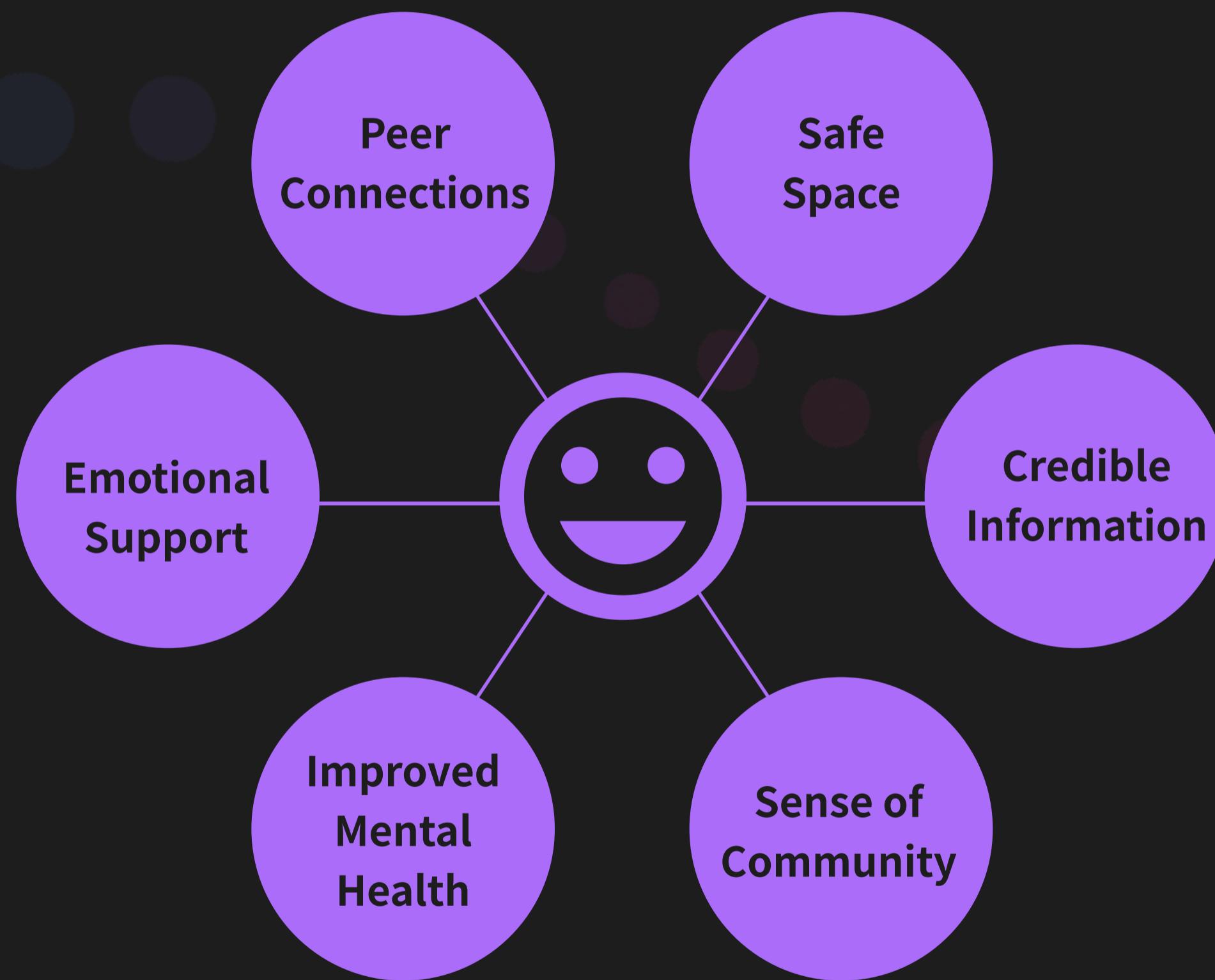
Improve Mental Health

Respiratory disease usually requires long time treatment. During the treatment, patients may go through some emotional breakdowns such as loneliness and depression. It's very common that patients feel like no one in their life can relate to what they are going through. Patients are often left to digest their emotions alone.

Gather Information

Patients who are newly diagnosed with respiratory disease are often have many questions about Resmed products and treatment process. However, most of the time, doctors are often too busy to answer all those questions. Patients have to search online to find answers.

User Goals



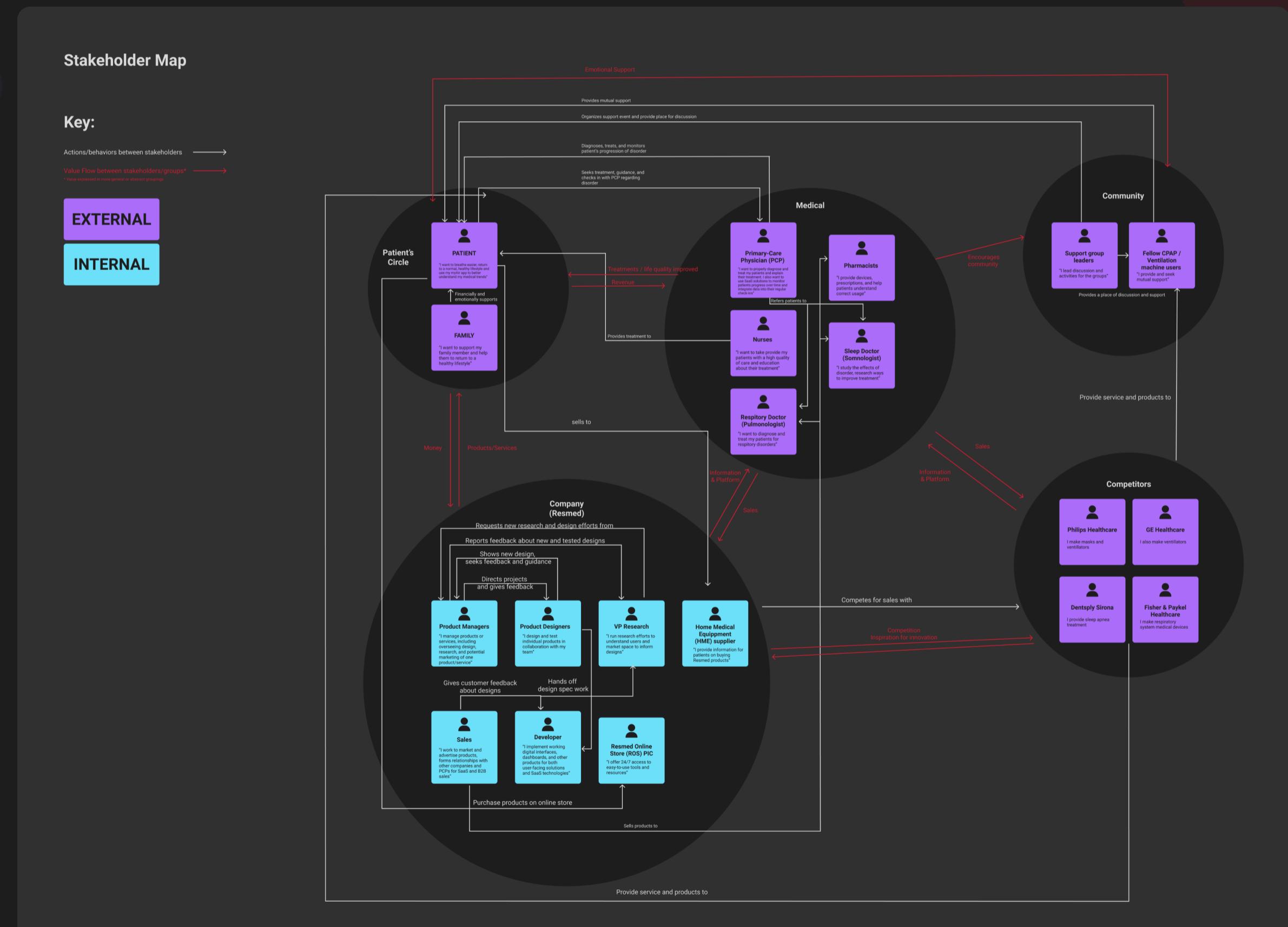
3

CONCEPT MAP

Stakeholder Map

While not completely comprehensive or fully granular, you can see the multiple groups and types of individuals that are involved in the respiratory disorder community.

In particular, note the tight coupling between Resmed, the Medical community and the Patient's circle - here is where a significant amount of effort and time has already been spent in creating services and products.



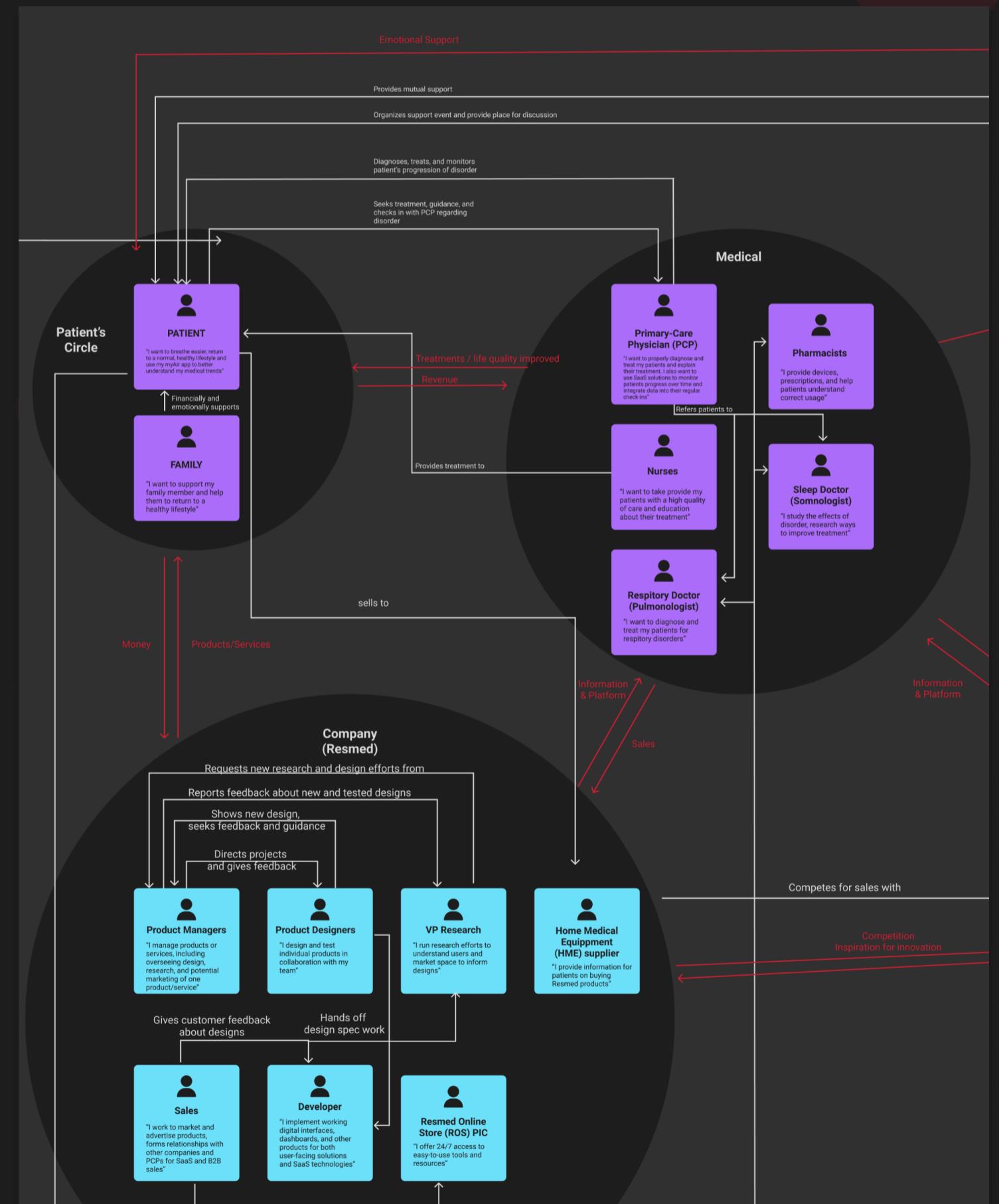
Look closer at the stakeholder map and value flows here:

<http://bit.ly/ResmedStakeholderMap>

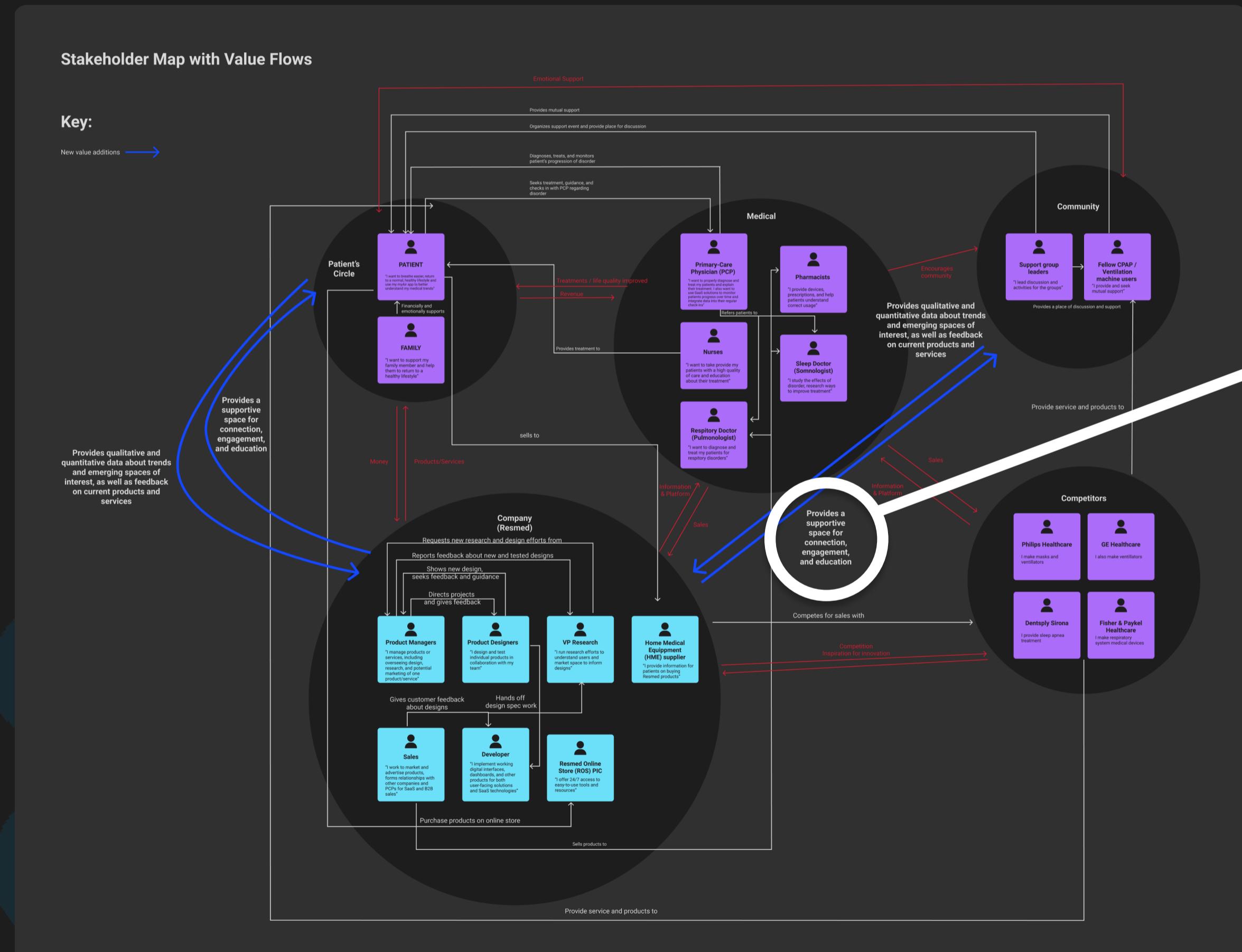
Stakeholder Map

A key insight that we understood in the creation of the stakeholder map is how **transactional** the current values are between Resmed at the Patients or Users.

It seemed as if the products and services are excellent, but lack a long-standing engagement for support and enduring care, rather than a single transaction of care, especially outside of the Resmed-Medical Community-Patient's Circle triangle.



Value Additions

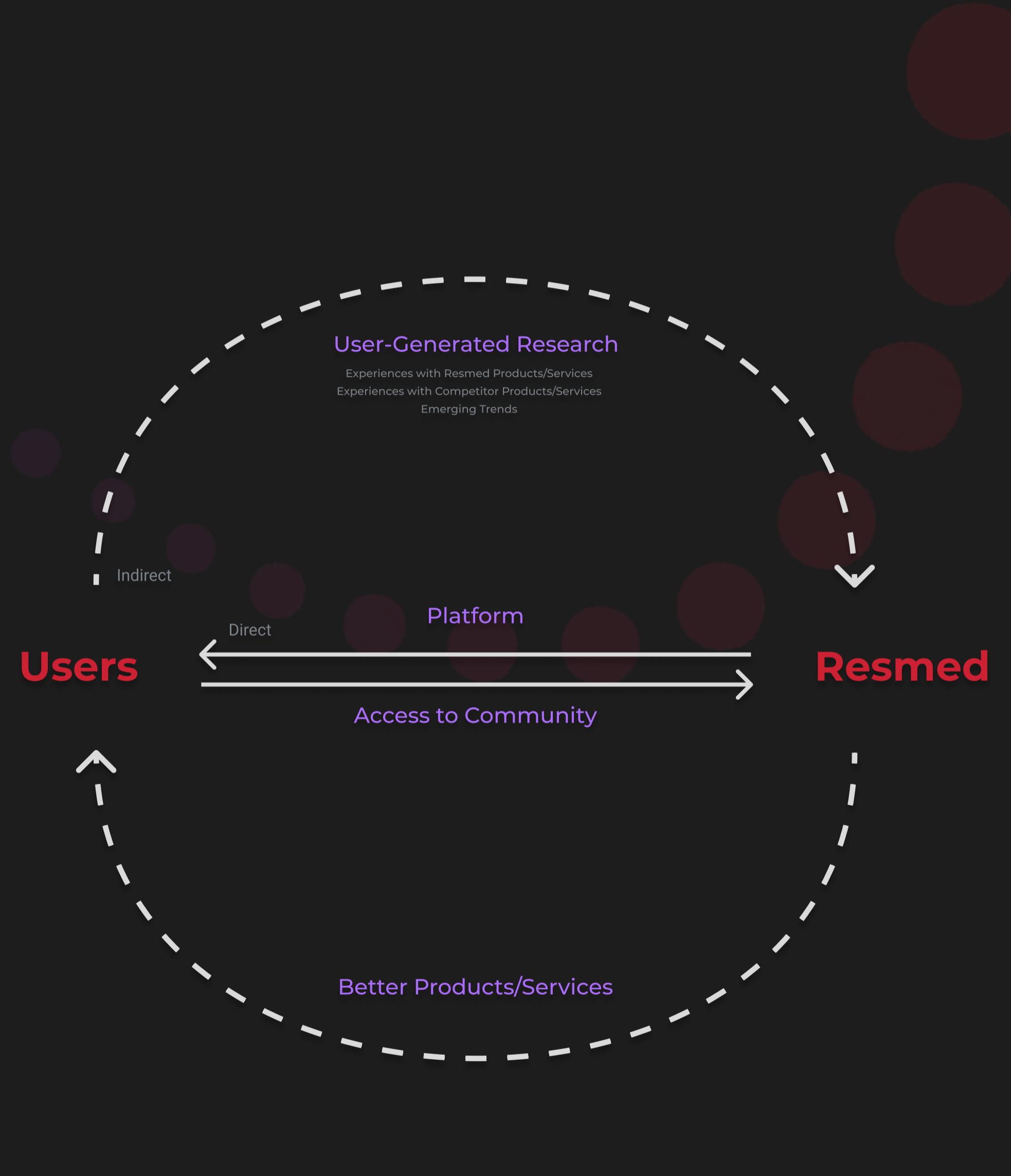


Here, we see the opportunity to help the community at large, including Resmed's patients, to engage in educational and supportive practices with both professional and user-generated content.

Value Flow Model

The value flow is cyclical, starting with the users and Resmed exchanging tangible value of community and access for longer term value in research and better products and services.

This value addition is poised to benefit both the users and Resmed mutually, and can truly innovate experiences for both parties.



4

VOICE AND
TONE

Tone

Resmed is a company that interacts with medical companies and patients with medical disorders, therefore the brand's voice and tone needs to remain professional and respectful to maintain this relationship.

Additionally, we aim to provide a safe space for encouraging and supportive communication with informative aspects, so the app needs to be approachable and friendly enough that users want to engage with it.

After careful consideration of the intersections between Resmed's goals and the app's potential users' goals, our team decided on three pillars to follow when it came to the app's tone:

- We're professional but not dry
- We're informative but not pedantic
- We're sympathetic but not overly consoling

	Tone Dimensions							
	+3	+2	+1	0	+1	+2	+3	
Funny						★		Serious
Formal						★		Casual
Respectful	★							Irreverent
Enthusiastic						★		Matter of Fact

Tone Key Words - Describe the voice to be used for written brand content.			
Authoritative	Caring	Cheerful	Casual
Coarse	Conservative	Conversational	Dry
Edgy	Enthusiastic	Formal	Frank
Friendly	Fun	Funny	Humorous
Informative	Irreverent	Matter-of-fact	Nostalgic
Passionate	Playful	Professional	Provocative
Quirky	Respectful	Romantic	Sarcastic
Serious	Smart	Snarky	Sympathetic
Trendy	Trustworthy	Unapologetic	Upbeat
Witty			

Voice

Since the premise of the community-based app revolves around user-generated content, our team knew that native copy was going to be limited. However, the few times that copy was presented to a user, it needed to represent Resmed as **professional, informative, and sympathetic**.

In order to accomplish this, we established that it was vital to: use industry-appropriate terminology that sounds confident, courteous, and sincere - without sounding too dry; cite reputable sources and use accessible copy - without being pedantic; and use friendly language to create a safe virtual environment - without being overly consoling.

By following these guidelines, our team would ensure that the app reflected the professional standards of the medical community while still fostering a safe space for open communication and user interactions.

Resmed [COMMUNITY APP] Brand Voice Chart			
Trait	Description	Do	Don't
Professional	Our copy should reflect the medical industry's communication standards in regard to language and boundaries.	Use appropriate terminology while sounding confident, courteous, and sincere.	Be too dry
Informative	Our content is approachable, backed in science, and helps users understand their diagnosis.	Cite reputable sources and use copy that is accessible to the average user.	Be pedantic
Sympathetic	Our voice should sound empathetic towards the users' conditions and circumstances.	Using friendly language to interact with users and create a safe virtual space.	Be overly consoling

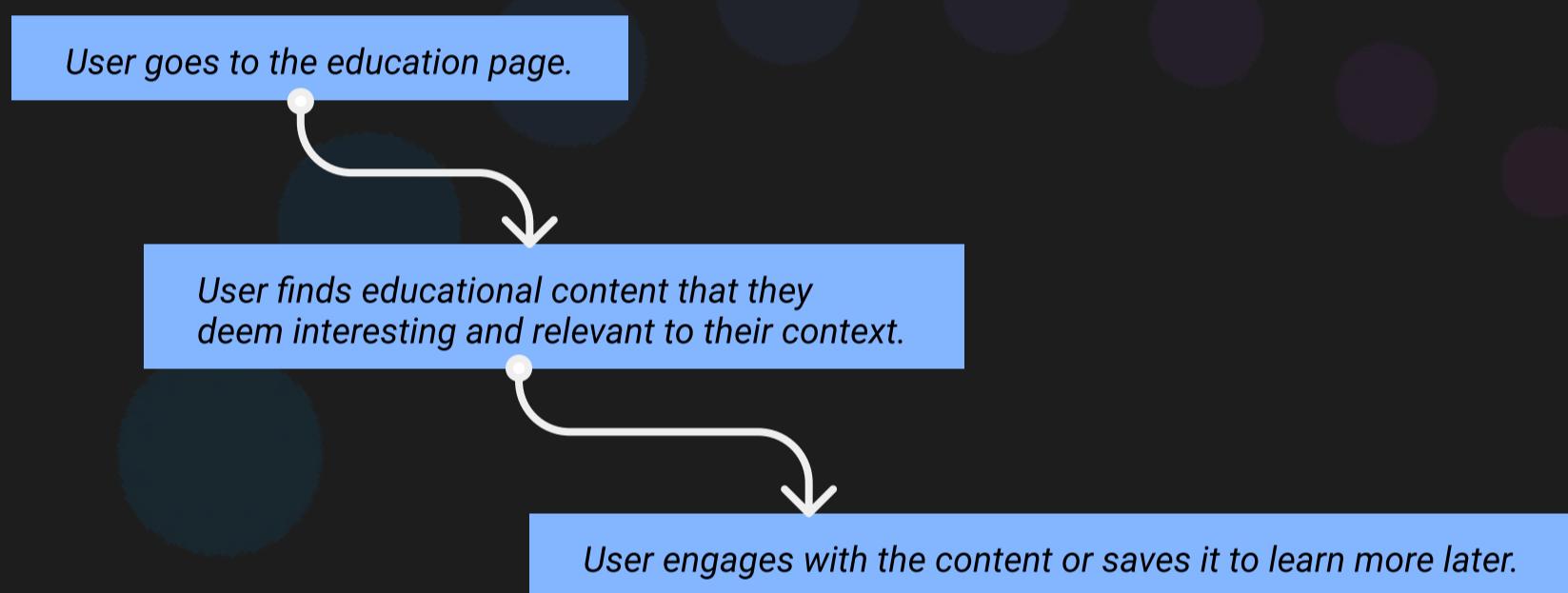


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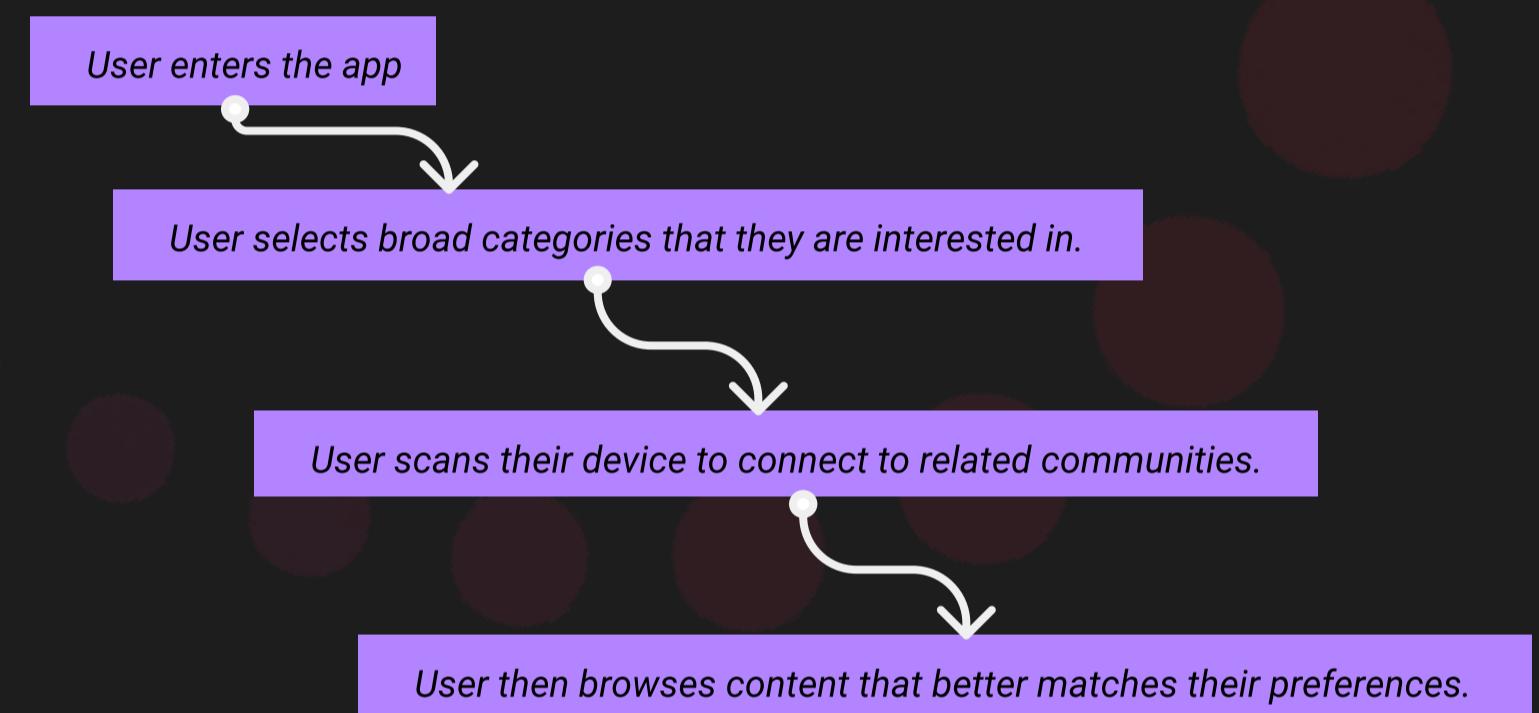
DESIGN ITERATIONS

User Flows

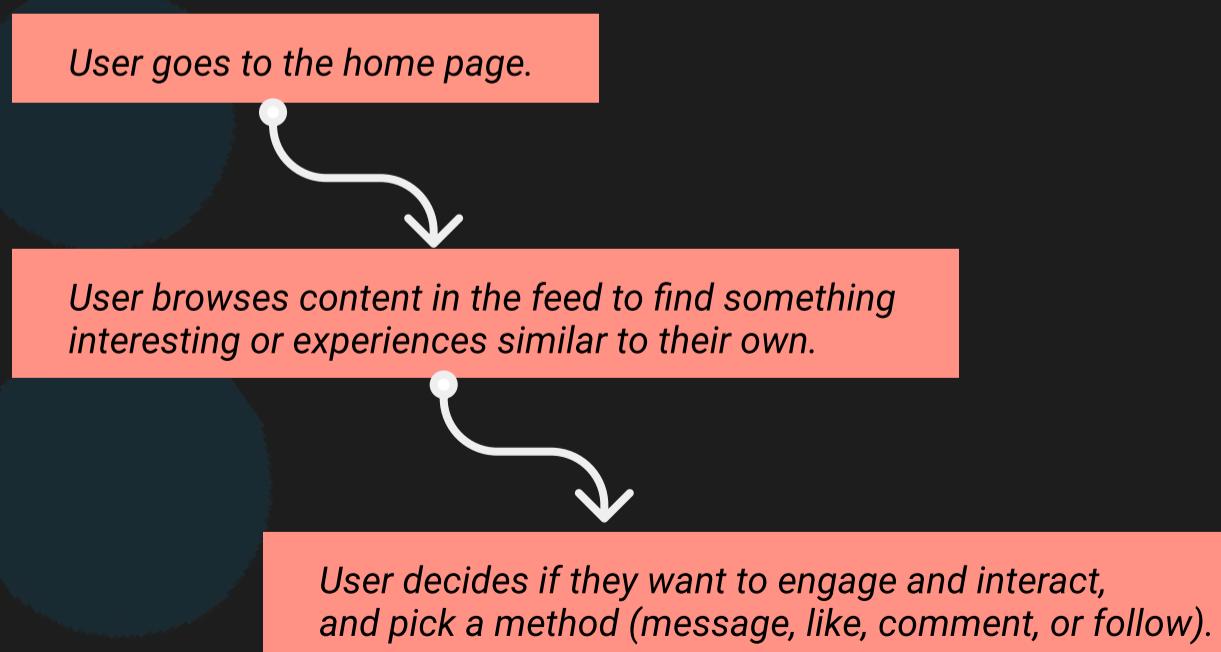
Engaging With Content



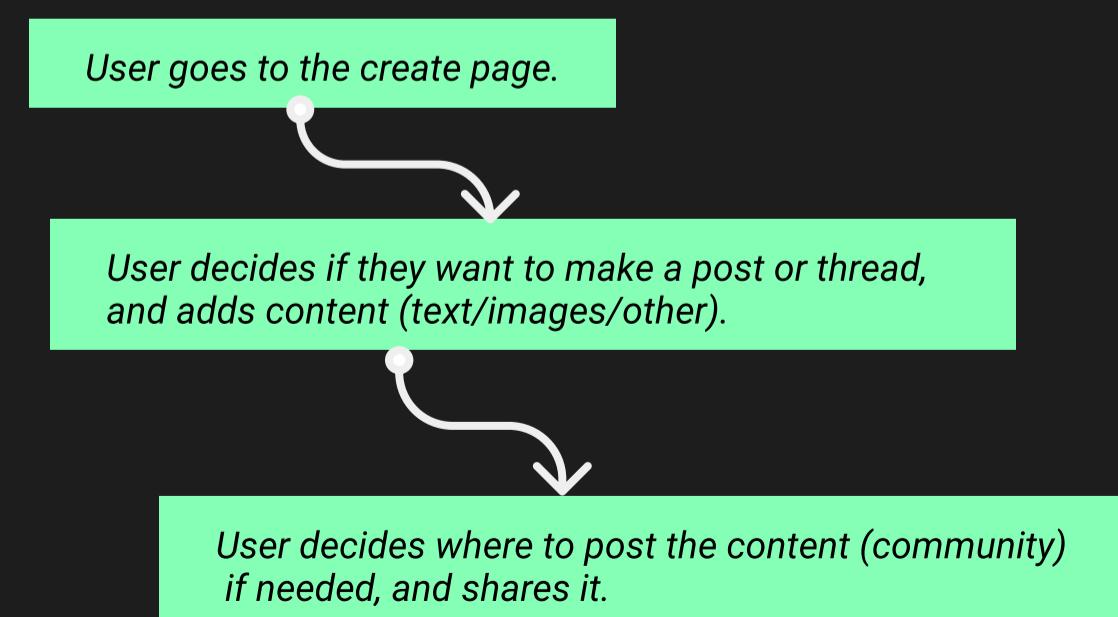
Curating Content



Connecting With Others



Sharing Content



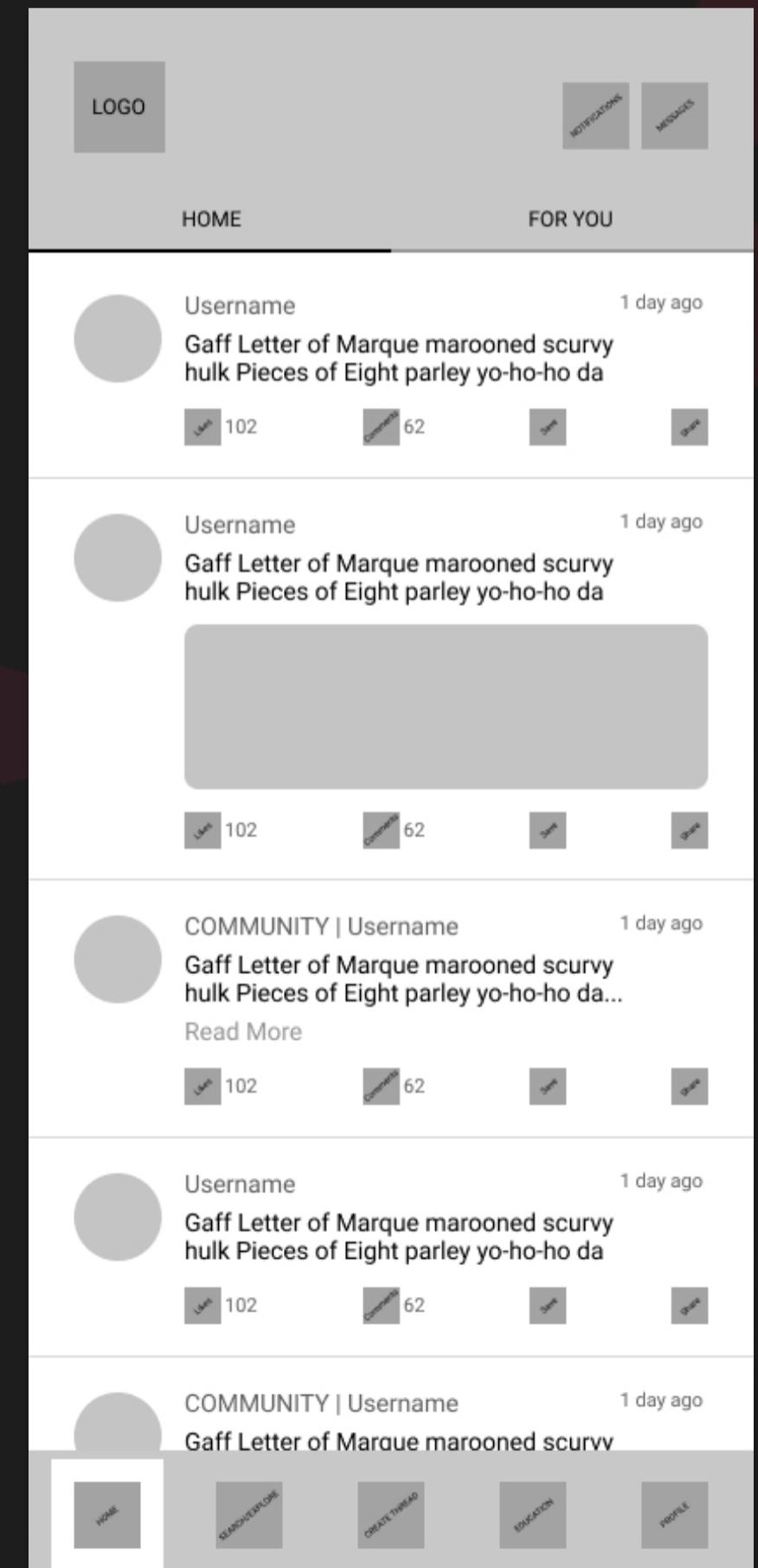
Five Sections of our Focus

Home

We separated the contents on the Home screen to the ones that they choose to follow, and the ones that we think that they would be interested in based on the contents they choose to view, the communities that they show interest in, and the device they scan in through AI/ML algorithm calculation in the For You tab.

Value Added

1. The AI recommended post is meant to help feed contents that they might be interested in to the users.
2. It brings value to the customers as the contents are more tailored to their interest so that they don't need to waste time browsing through the contents that they are not interested in.
3. It would also help Resmed learn more about what different subgroups of the apnea community are interested in so that they could use the information to better deliver contents to the users or to improve their products.



Five Sections of our Focus



Explore

Users could go to the Explore page to search for specific content or topic, or just browse through anything posted to the community. We choose to categorize the contents under different **themes** to help users save time if they are only interested in certain theme.



Post / Thread

Users are free to choose to create either a post or a thread based on the length of the content. A **post** is usually a twitter-like short status update. A **thread** is usually a longer piece tied to discussions and Q&As posted to a specific community. We made the decision to separate these two kinds of content so that serious discussions could be more easily located while people still have the freedom to casually post their updates.



Education

We created the education page seeing that the education purpose is a main priority for Resmed. Under this page, contents are also separated under categories and the articles tend to be longer, including peer-reviewed articles.



Profile

Users can edit their profile, see their followers and people they are following, contents they created, and the contents they saved in their profile page.

Feedback and Consolidating User Scenario

Lo-fi feedback

We get some positive feedback on taking into consideration of the brand attributes and how we are able to focus our design on what we think the client is interested in. We, on the other hand, also get some questions on how we are going to use built-in mobile functions to enrich user experience interacting with the app. Also, we are asked to pay more attention to how the data could be used to add the value for both Resmed and the users.

User Scenario

We decide to concentrate the user scenario from a patient's perspective. The user was recently diagnosed with Sleep Apnea and was given a list of recommended CPAP machines by their doctor. As they were learning more about each device, they saw that one company, Resmed, has a community app that advertises its "collective knowledge and support to help each person through their journey, challenges and triumphs of breathing disorders". They download the app to learn more about the community and find resources and assistance in picking the right machine for themselves or just emotional support.

Upping the Fidelity

Color Scheme

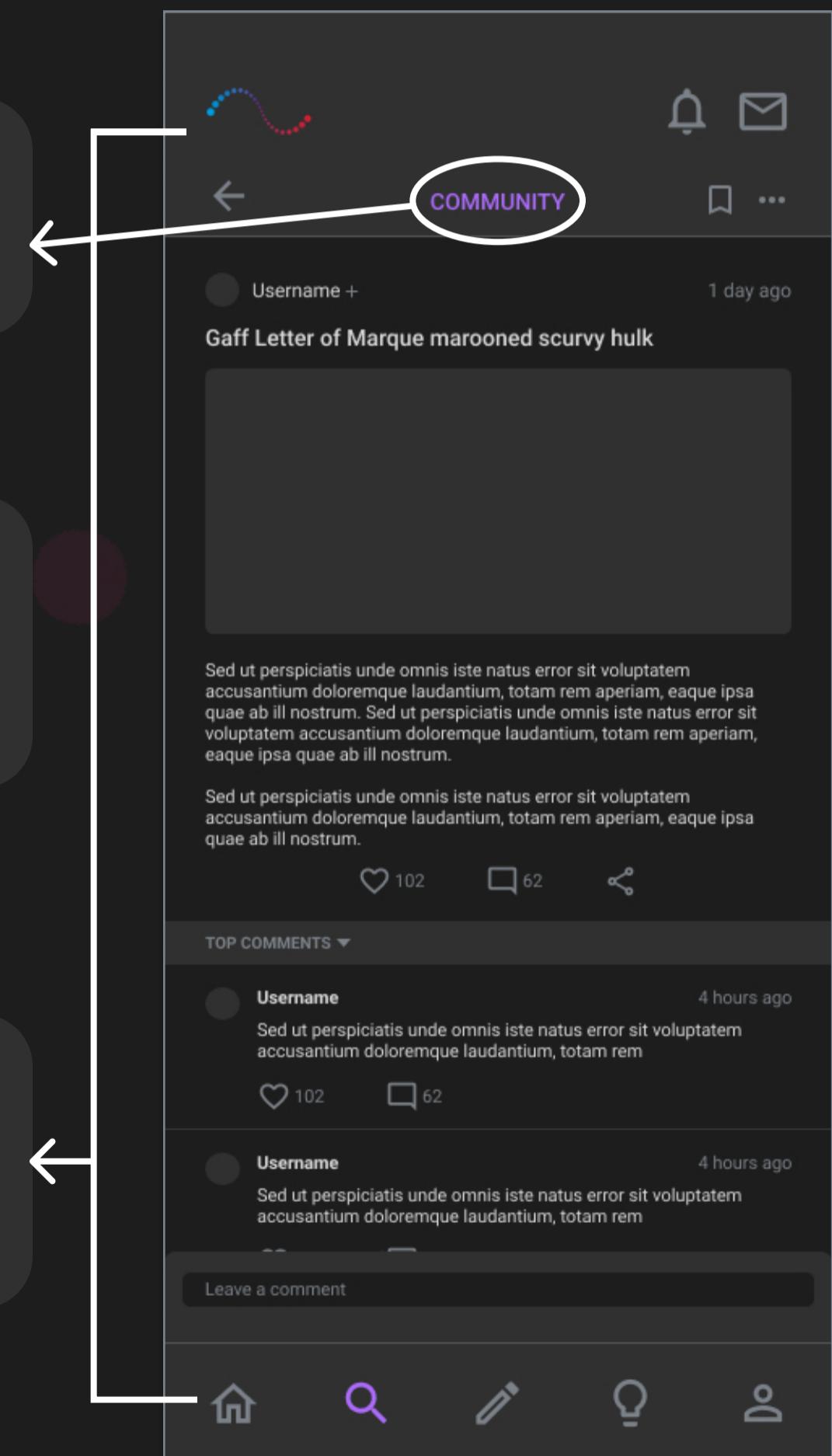
We decide to choose purple as the theme color as Resmed logo is a spectrum from blue to red and purple happens to be in the middle.

Dark Mode

We decide to go with the dark mode because we believe that the users would be interacting the most with our app before they sleep, so a Dark Mode wouldn't be too bright for them to disturb their sleeping mood.

Navigations Bars

We decided to change the colors of the icons to show which tab the users are interacting with and since it is a mobile design, we also want to be consistent with the patterns that users are used to through using other apps.

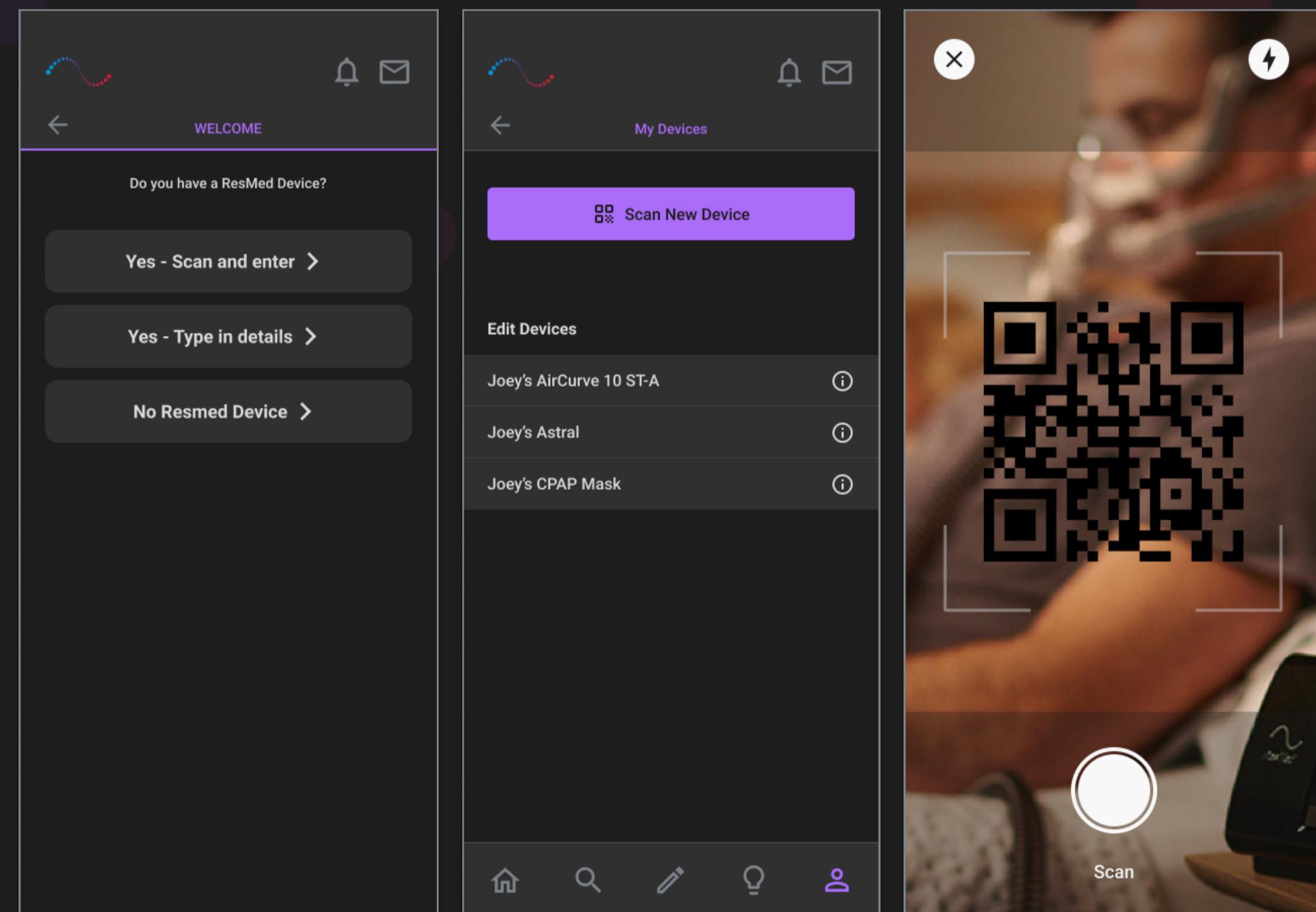


High-Fidelity Iteration

Features Added -- Scanning Device

For the high-fidelity version, we added scanning device feature to help connecting the community experience with Resmed products to encourage people to become Resmed customers. To scan the QR code on the Resmed device for bluetooth connection also, to the most extent, help make the process easier for the users.

There are two places that we give users the option to scan the device in. First, we ask whether they possess a Resmed device right after they complete the intro preference questions. If they do, they could directly scan it in, or if they don't, they can skip for now. If they chose to purchase a Resmed device later, we also give them the option to scan their product in on the profile page.



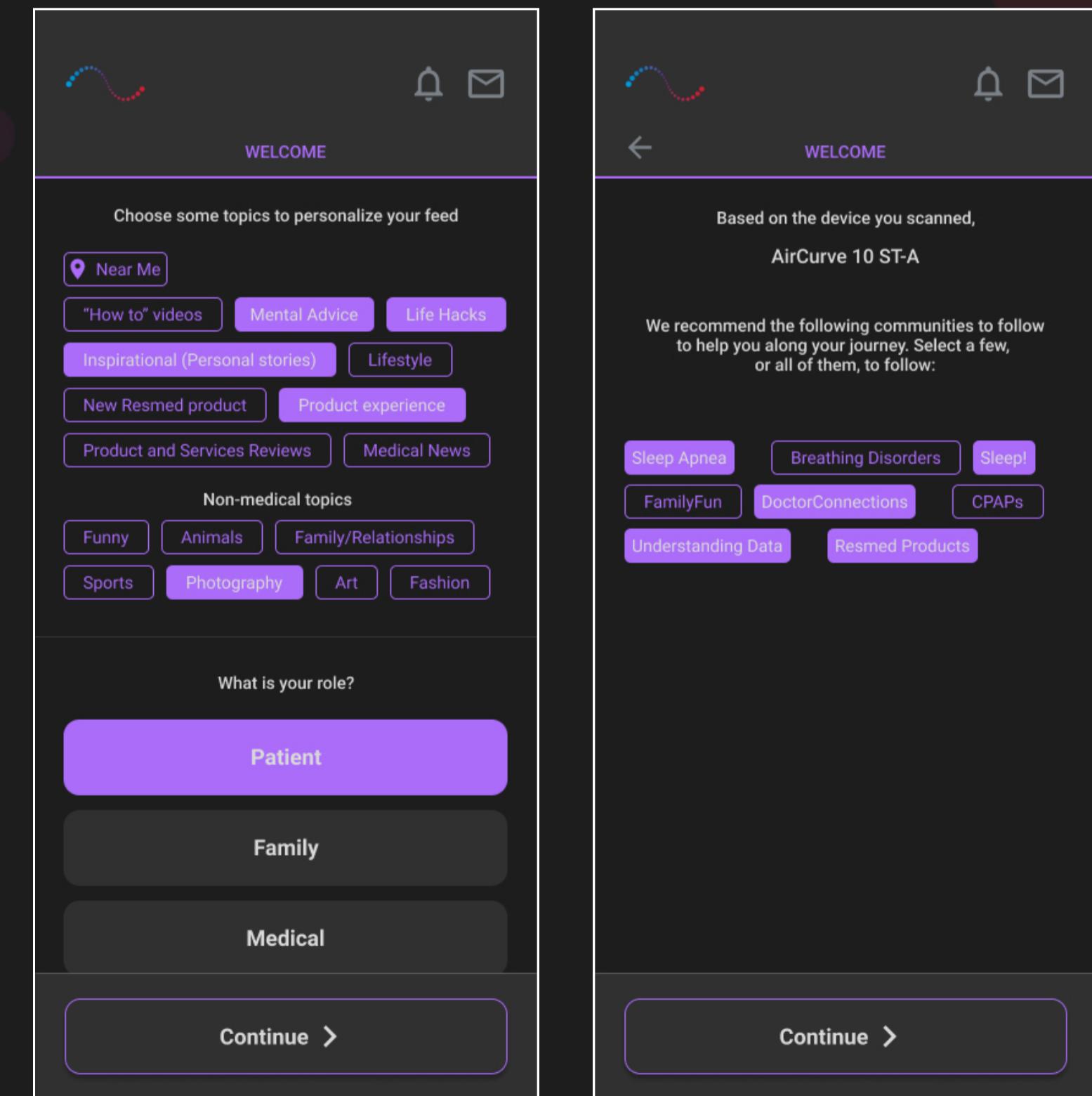
High-Fidelity Iteration

Features Added -- Intro Preferences

We decided to add some questions to learn about users' introductory preferences and their role so that we could make recommendations to them based on their interest.

We also ask them to provide their location to give them the option to meet after the Covid restrictions are cleared out. We believe that being able to reconvene after the long time virtual meetings would be appreciated by our users. It would give Resmed the opportunity to sponsor these meetings to better promote their products.

We also ask the users to identify themselves as patient, family, or medical to better feed them with contents might be of their interest.



6

MICROINTERACTION AND DATA COLLECTION

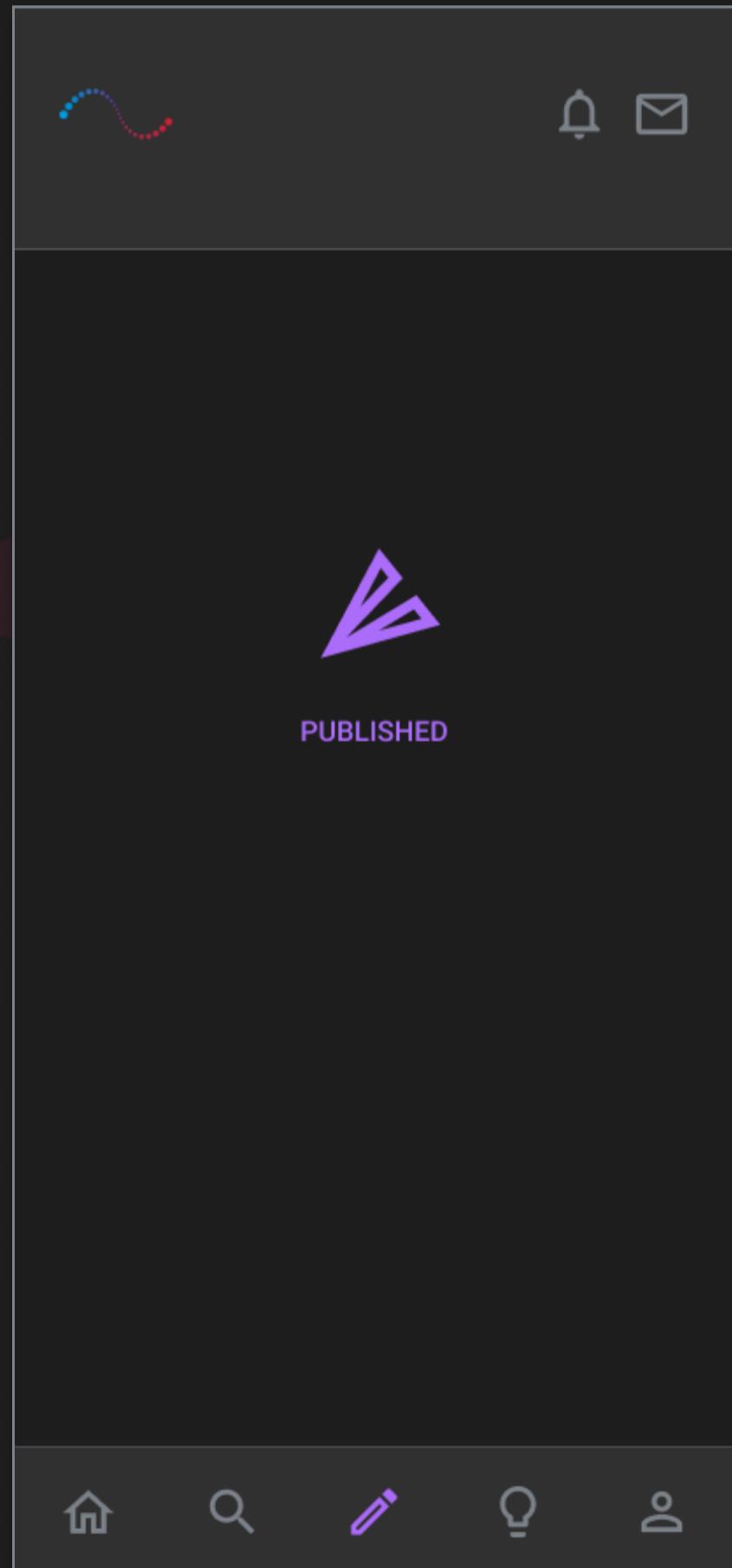
Microinteraction

For our microinteraction, it was important to us that we provide visual feedback to users that their content has been successfully published while also creating a fun and pleasurable moment that would subconsciously incentive users to post content.

On the page where users can create posts and/or threads, we used an airplane icon next to the “Publish” button as an additional visual signifier. When a user clicks this area to publish their content, the word “Publish” disappears and the airplane twirls around and grows bigger until it reaches the middle of the screen. Then, the word “Published” appears below the airplane. Finally, the screen dissolves and automatically switches over to the Home page so users can view their recently posted content directly on their feed.

This animation process creates an enjoyable and satisfying beginning-to-end content posting experience for users.

View animated GIF here: <https://bit.ly/30rlBG1>

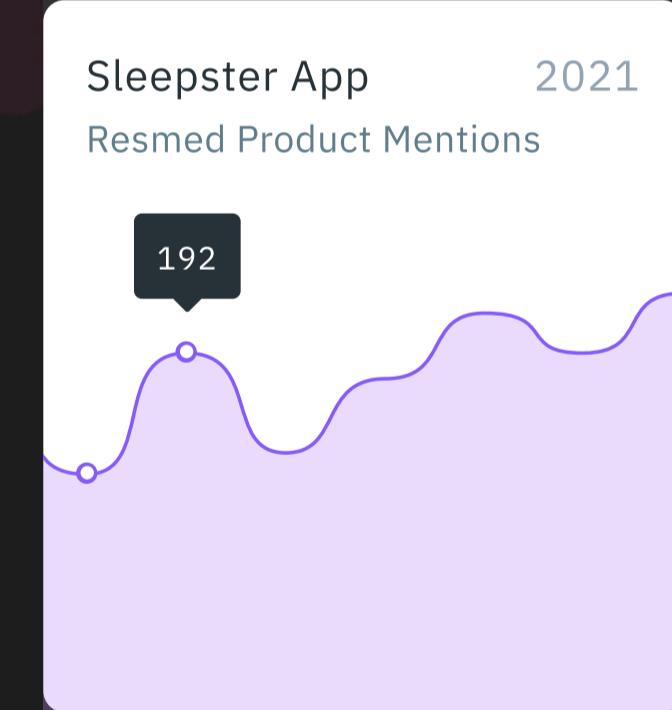
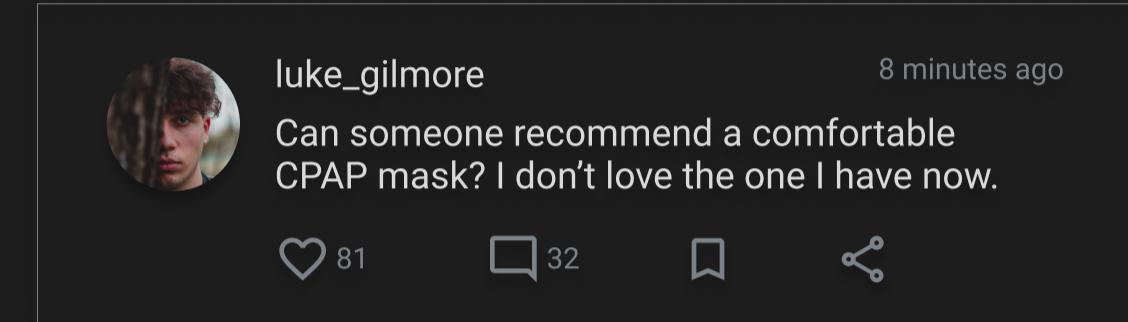


Data Collection

Although a community-based app may not necessarily generate direct data points, the user-generated content created throughout the app's lifetime would contain limitless qualitative data, some of which can be translated into quantitative data.

The post to the right is an example of content created by users that would spark conversations amongst the community about Resmed products and services as well as competitor products and services. These kinds of discussions have the potential to become sources of primary research that Resmed would've otherwise needed to spend additional time and resources in order to generate themselves.

Internally, Resmed would also be able to filter the incoming user content by keywords, categories, and discussion topics in order to synthesize the data and discover emerging trends.



7

THE
PITCH

Main Problem

From our practice pitch with Paul, we received a lot of good feedback on our slide deck and presentation. A big issue across all of our slides and throughout our pitch was that what we were saying did not match what were on our slides. In general, the things we were saying were powerful, but not as impactful as they could have been with the visuals from our slides. Because of this, our pitch was also boring and felt dragged on at points because there would be a lot of words said without anything to keep the audience engaged. For our final pitch, we added bullet points that summarized what we were saying and added more visuals. This helped engage both visual and audio people.

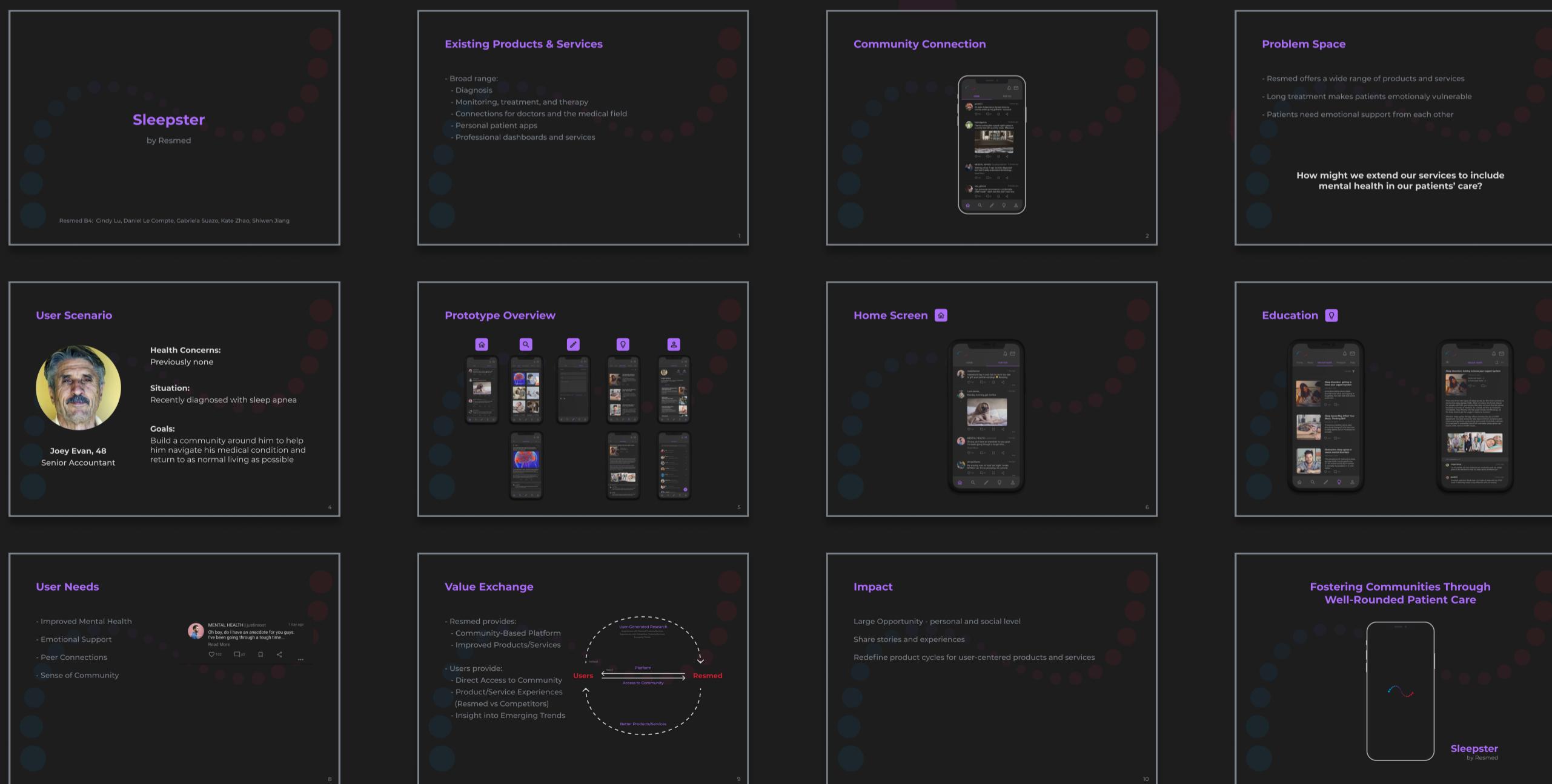
Smaller Points had to do with the logistics of how we conducted our pitch. In some cases, we were a little vague saying things like “something didn’t go well” when setting up the scenario instead of explicitly stating what went wrong. When the person sharing our screen didn’t immediately move to the next slide, there were awkward pauses. During our final pitch if this happened, we simply said “next slide please” and it came across much more organized and prepared. Finally, we added a thank you slide at the end of our pitch to give it a more cohesive ending because we had not previously finalized an official conclusion.

The pitch deck consists of 11 slides:

- Slide 1: Sleepster by Resmed**: Shows the Sleepster logo and team members: Cindy Lu, Daniel Le Compte, Gabriela Suazo, Kate Zhao, Shiwen Jiang.
- Slide 2: Community Connection**: Shows a smartphone displaying a social media feed with posts about mental health and sleep apnea.
- Slide 3: Problem Space**: Asks, "How might we extend our services to include mental health in our patients' care?"
- Slide 4: User Scenario**: Features a portrait of Joey Evan, 48, Senior Accountant, with health concerns (none), situation (recently diagnosed with sleep apnea), and goal (build a community around him).
- Slide 5: Prototype Overview**: Displays a grid of 10 smartphone prototypes showing various app screens.
- Slide 6: User Needs**: Lists needs: Improved Mental Health, Emotional Support, Peer Connections, Sense of Community. Includes a screenshot of a social media post from a user named MENTAL HEALTH justnow.
- Slide 7: Value Exchange**: A circular diagram showing the exchange between Users, Platform, and Resmed, involving User-Generated Research, Better Products/Services, and Access to Community.
- Slide 8: Fostering Communities Through Well-Rounded Patient Care**: Shows a smartphone with a wavy screen icon.

With our pitch, our goal was to convince Resmed why they should keep developing our mobile app. We established our credibility by briefly summarizing the initial research we conducted on the company and their current products and services. Using this information, we went on to explain how although Resmed has a very wide range of existing products that focus on a wide range of things, they are missing a community based app: the one area they're lacking helping patient to patient relationships after they've purchased their products. After introducing this problem space, we used a user scenario to help walk through our prototype.

During our prototype walkthrough, our goal was to highlight the main features of our app while showing how a potential user would interact with our mobile app. By demoing our app from a user's point of view, it was easier to see how someone could benefit from using this app. Lastly, to drive the point home, we talked about the value exchange of our app and the positive impact it could have on both the users and Resmed if they were to use this app.



FINAL REFLECTION

8

Looking Back

One of the biggest problems our team had was in the beginning when we were trying to decide on what direction to move in. After conducting our initial research on the company, its mission, and what they currently do, we found it hard to think of something else they needed - it felt as though they already had all their bases covered! We wanted to create something that was impactful and added significant value to the company, so this step was very difficult for us. Everything we thought of overlapped with a product or service they already had until we came up with this community-based app that helped connected patients with sleep apnea or other respiratory diseases.

Something new that we hadn't done in previous projects in IxDs I was figuring out the tone and voice of our app. We had a lot of fun doing this and it also got us thinking about how we wanted our app to be perceived. Even though we couldn't determine the exact content that would be on this app because it would be mainly user-generated, we could still think about what we wanted our app to look and sound like when we designed it. Our design was inspired by social media apps such as Instagram, Facebook, and Reddit, which are all relatively light and fun. However, since this app is also meant for people with medical conditions, we wanted to keep that in mind and be respectful of the space we're creating. Thus, we decided on an app that was professional, informative, and sympathetic.

Our team's communication was very good throughout the whole project. We mainly used slack and when2meet to set up calls and all worked together on zoom for the weekly deliverables. Whenever a member couldn't make a call or was unable to finish their part before our meetings, they would just message in the slack so we could work around it! Our team had a good dynamic because everyone was very respectful. This allowed us to have better discussions because everyone felt comfortable speaking up.

THE END