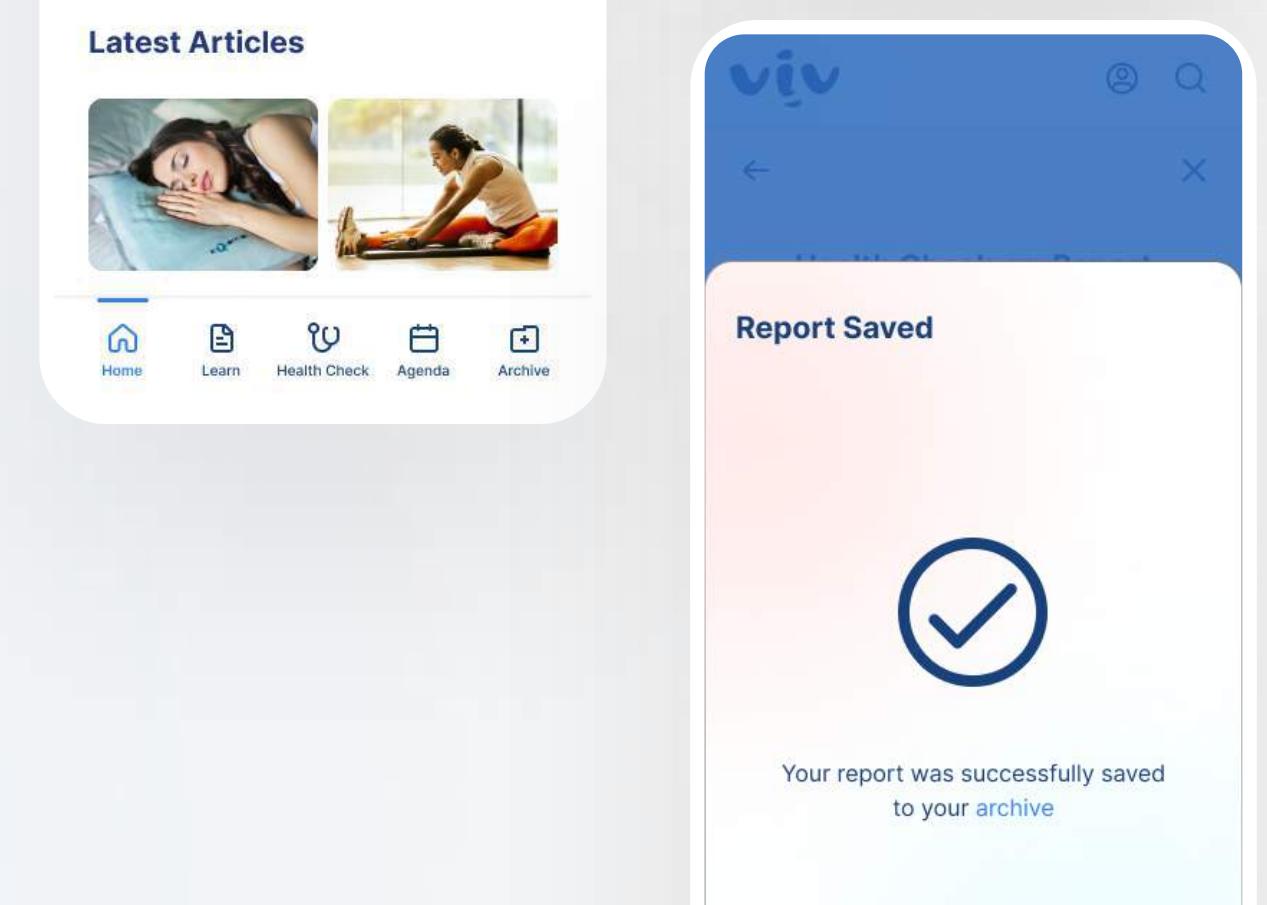
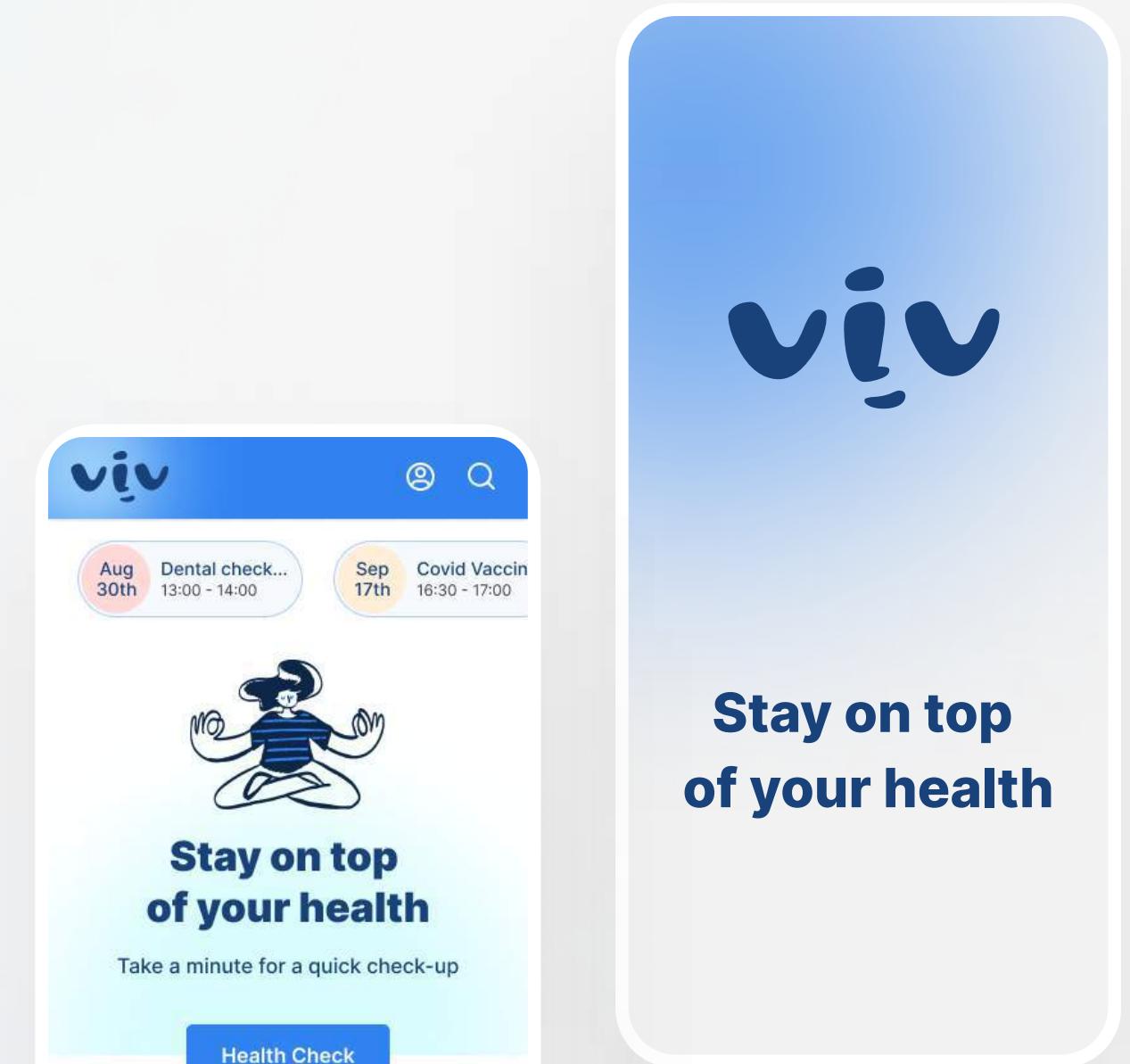




On top of your health

A go-to platform when it comes to manage people's health.



Role & Responsibilities

Role:	Responsabilities:	Time invested
UX Design	User Research	Mar 2021 - Jan 2022
UI Design	Prototyping	12 hours/week while working
Graphic Design	Usability Test	fulltime job plus freelancing
	Visual Design	

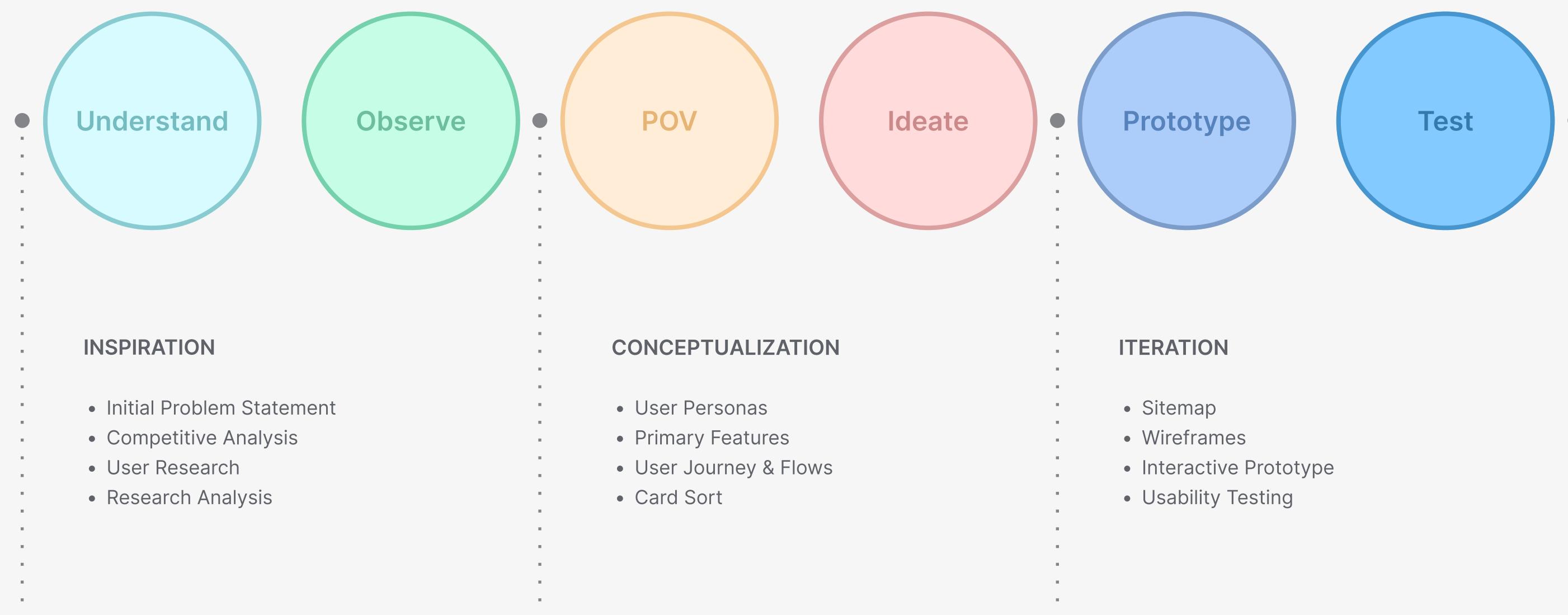
The Challenge

Whether caused by the "always on" lifestyle, information overload, stress at work or life in general, people are struggling more and more to manage their health.

While attending a UX CareerFoundry course, I had the opportunity to work on a web app intended to be a go-to tool when it comes to manage people's daily health issues.

Design Process

Design Thinking was the selected framework to guide the project. The three main phases are **Inspiration, Conceptualization and Iteration**.



01. Defining the Problem

We can't find solutions for problems that we don't understand.

Before even starting to think of solutions, I created the problem statement. Not only did it help to keep focus on the problem but also on the potential users.

The problem statement was later modified based on user research.

PROBLEM STATEMENT

Health-conscious users need a way to easily record and update health and medical data, as well as get access to health improvement guidance, because they want to stay in control of their health and wellness condition as much as possible.

We will know this to be true when we see a recurring number of visits per user, as well as an increasing volume of uploaded information.

02. Competitive Analysis

At this point, there was little understanding of which kind of solutions already existed in the market to address the problem.

I conducted a competitive analysis in order to understand who our competitors were, learn how they've managed to solve similar problems, and what opportunities/gaps existed.

OPPORTUNITIES FOUND

The possibility of combining multiple practical features in one app alone.

A simple, minimal app that can be used in the most stressful of contexts.



SWOT PROFILES

Strengths

- Very trustable
- Simple value proposition
- Clear conceptual model
- Self-assessment and tailored advice
- Great amount of trustable information
- Health tracking Journal
- Well supported (investors)

Weaknesses

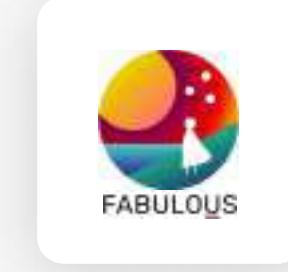
- Weak search engine results
- Lack of more practical utilities
- Lack of in-App tailored programs.

Opportunities

- Combine multiple practical features, in one app alone. A go-to app, for health related subjects

Threats

- Apps with better search engine results
- Apps with in-App habit-building tools and step by step guidance.
- Apps with more practical utilities (e.g. scheduling appointments).



Strengths

- Science-backed (trust)
- Simple value proposition
- Clear conceptual model (Journey)
- Engaging visual content
- Extense library of exercises and training resources
- Community of fellow users

Weaknesses

- Confusing navigation structure
- Too much information and notifications

Opportunities

- A simpler, minimal app, that can be used in the most stressful of contexts.

Threats

- Simpler Apps with more practical utilities (e.g. scheduling appointments and uploading personal info.).

03. Interviews

After gaining a better perspective of the problem space, it was time to engage with potential users and identify their actual needs and goals. To that effect, a user research was conducted by means of interviews.

User interviews seemed to be a great first approach, as they're quite inexpensive and allow to collect relevant qualitative data.

Prior to the actual user interviews, it was necessary to set up the research goals.

RESEARCH GOALS

1. To understand users on a deeper level regarding their health: what their habits are, what routines, goals, obstacles.

2. Get to know users' opinions on existing Apps and competing platforms.

3. Collect data that may validate previous assumptions.

KEY FINDINGS

- Health seems to be a subject that drives a lot of the respondents' decisions during the day.
- These kind of apps are somehow useful but the fact that you need one application for each kind of issue makes it all that more confusing.
- All of the participants struggle when trying to find a document, an exam result, or that prescription. Lack of organization seems to be the cause of some stress.
- Most of participants have tried a few self-care apps to assist them with their meditation, help them sleep better, or simply to track some biometric data.
- When it comes to scheduling appointments, they usually do it by phone and save the date on their digital calendars.

04. Research Analysis

After a reasonable amount of **data** was collected from the previous stages, it was time to **explore**, make some sense of it, and turn it into meaningful **insights**.

This step consisted of pulling out behaviours, needs, goals, frustrations, quotes and facts from the interviews' data.

The next move was to sort information and build clusters of related notes/ideas by creating an **Affinity Map**.

FINDINGS & INSIGHTS

Self Assessment

Teach users to ask the right questions and to focus on relevant symptoms.

before thinking of more intrusive clinical exams, we should be able to perform self assessments and measure our current wellbeing

Mental health is something that concerns me the most. I don't know exactly how to deal with it.
What if I'm unaware of my condition?

Sharing Information

Help users to take note and share all the relevant information with the medical staff.

I always try to give doctors more information than they ask for

doctors need as much information as possible so that they can do their job right.

When I'm at the doctor I can describe almost everything I'm feeling, but maybe that's because I come from a scientific background

When I speak to a doctor I have tremendous difficulty describing how I feel.
I don't think much about the details and I forget to mention a lot of things

Upload Information

Allowing users to upload, classify and categorize all documents or piece of information.

Users might then use different filters to find what they are looking for.

It would be useful to have a way of recording and be reminded of all this important exams and appointments.

I don't store any medical exams or documentation, but I know I should

I do store certain exam results in a physical file. Not the most accessible way, I know!

I try to keep some medical information organised and store what I can in my google drive

I use a physical agenda because it is like a ritual, something that gives me some pleasure and comfort. I don't feel the same with digital agendas.

I rarely take notes of anything, I rely on my memory. sometimes it fails me :)

I lose track of almost every document, and can't find things when I need them

Although I store most of the information, It takes an eternity to find what I want.

05. Rethinking the Problem

Based on new insights gathered from user research, I decided to reformulate the problem.

NEW PROBLEM STATEMENT

Health-conscious users need a way to properly assess their own health condition, save medical and health information and share it with others.

because they want to stay in control of their health and wellness condition as much as possible.

We will know this to be true when we see an increasing volume of performed assessments and uploaded information.

06. User Personas

New findings from users interviews allowed for the creation of user personas with very **real needs, behaviours, pain points and goals.**



"I try to have a life based on routines and habits"

"I love my morning ritual"

Age	32 Years old
Pronouns	she / her
Status	Single
Job	Quality Technician
Location	Leiria

Kate The early bird

Rituals
Gardening
wakeupearly
Iforgot

About

Kate loves her everyday rituals, it's where she seems to find her comfort. She likes to get up early, do some exercise and prepare her meals.

Kate is the first to get to the office, but once she's there, stress takes over and the little habits that she so much praises, get to second plan. She can't wait for the day to be over and return home to take care of her small garden.

Goals & Needs

- Avoid forgetting important health events
- Being able to self-measure her current wellbeing
- Stay motivated while pursuing new healthy habits
- Being able to control stress and be herself at work
- Being able to communicate her symptoms

Everyday Activities

- Wakeup early
- Morning exercise
- Commute
- Gardening
- Call her boyfriend Who's abroad

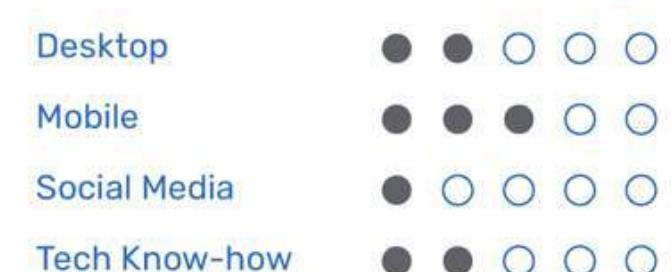
Motivations

- Enjoy her routines and little pleasures
- Develop a healthier lifestyle
- Being able to be herself

Frustrations

- Doesn't have a viable system of keeping and organising all her documents and medical information.
- Most Apps feel cold and impersonal
- Difficulty finding a doctor that meets her expectations
- Can't trust her memory
- Forgets important medical appointments
- Inability to cope with stress at work
- Inability to explain doctors what she feels.

Device & Internet Usage



Samuel Eternal student

Learning
truth
method
trust

About

Samuel is a young biology researcher, currently taking his phd in London. Like most scientist, Samuel has a very methodical approach to life. To Study, to learn new things, that's what he enjoys the most. So it's no surprise that one of his main concerns is related to mental health.

Samuel tries to maintain a healthy life, but his dedication to study sometimes overrides things...

Goals & Needs

- Make sure his personal data is secure
- Being able to track his health condition (particularly mental health)

Everyday Activities

- Take the train to work
- Go to the gym
- Exercise 3 times a week
- Meditate before bed

Device & Internet Usage



Ruben The Altruistic

Family
positiveimpact
workfromhomeruleless
creativechaos

About

Ruben is a passionate architect living in Leiria, Portugal. He is a very creative individual, and as with his buildings, he can envision a better perspective in this world not only for himself but for those around him. He has been working from home for the last 4 years and has been one of the ones defining his work-life balance. He understands how important it is to have an optimal work-life balance, and his creativity depends immensely on it.

Used to spend time with his girlfriend and friends, but his parents every single day, and tries to visit them whenever he can.

Goals & Needs

- Being able to help others with their health condition
- Make the most of his work-from-home situation
- Having tailored programs

Everyday Activities

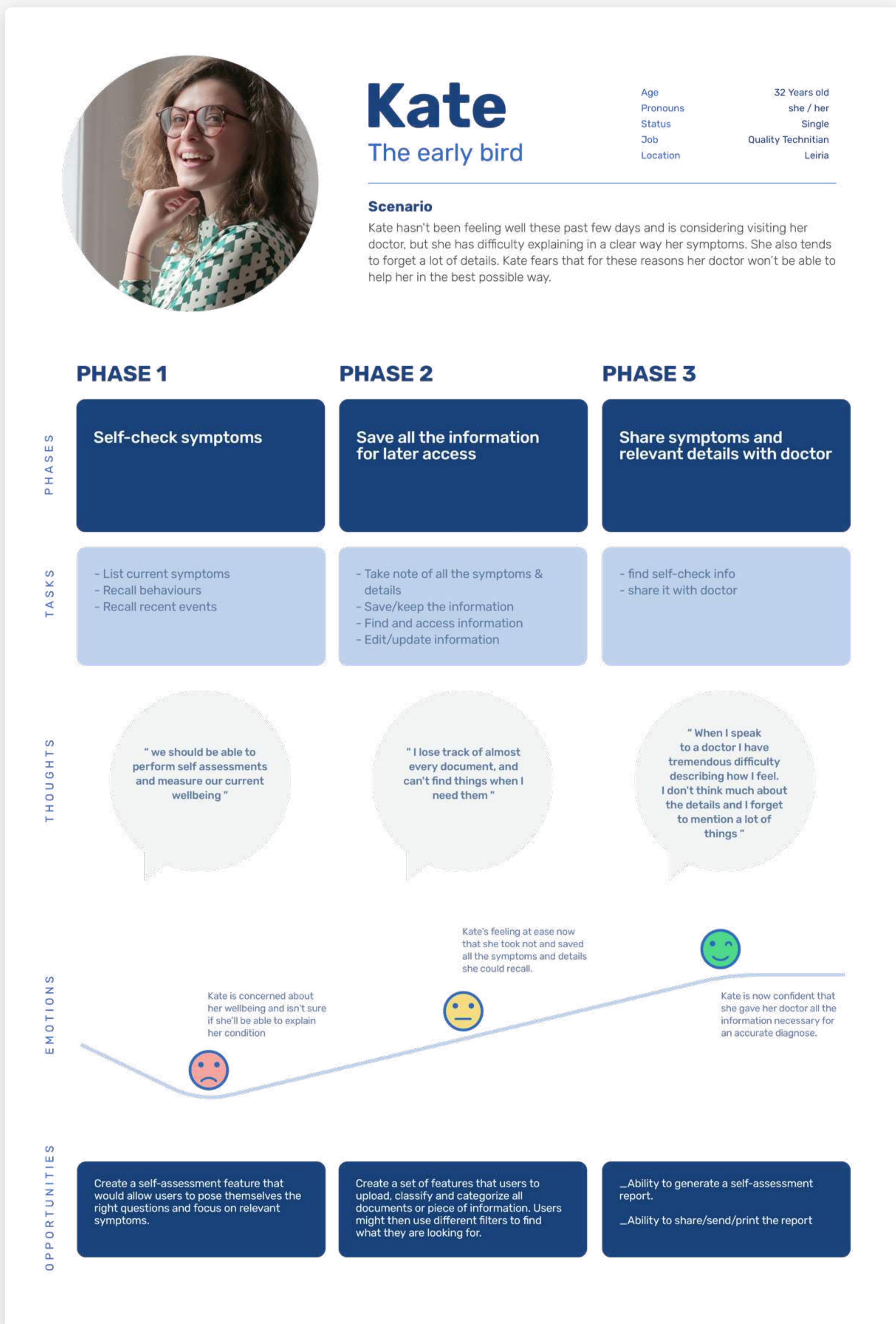
- Online Meetings
- Visit construction sites
- Go to the gym
- Call his parents
- Dine with his girlfriend

Device & Internet Usage



07. User Journey Maps

Once the Personas' Frustrations, Motivations, Needs & Goals were identified, I could start working on journey maps and visualize the processes that users go through to achieve their individual goals.

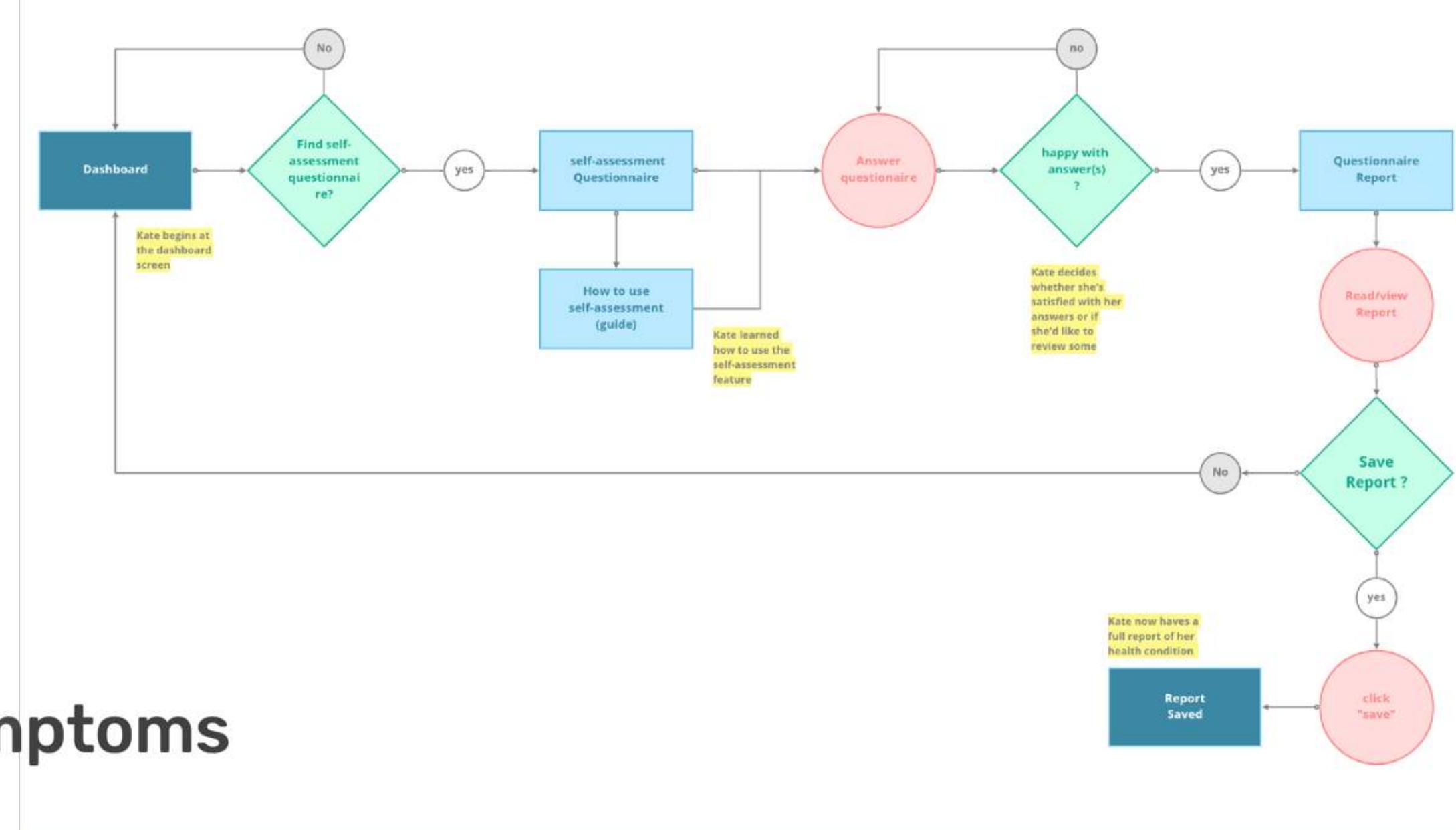


08. User Flows

Users flows are a great tool for discovering what set of pages and screens need to be created. To make sure that every persona's need is being covered, I created 3 userflows, one for each task.



Kate
 The early bird



The user flow diagram for 'Self check Symptoms' starts at the Dashboard. Kate begins at the dashboard screen. She finds the self-assessment questionnaire and decides to answer it. She goes through the self-assessment questionnaire, answers it, and then reviews the report. She can choose to save the report or exit. If she saves it, she has a full report of her health condition.

Objective

As someone concerned with my own health I want to be able to self-assess my symptoms so that I can clearly understand my health condition.

Information Gathering

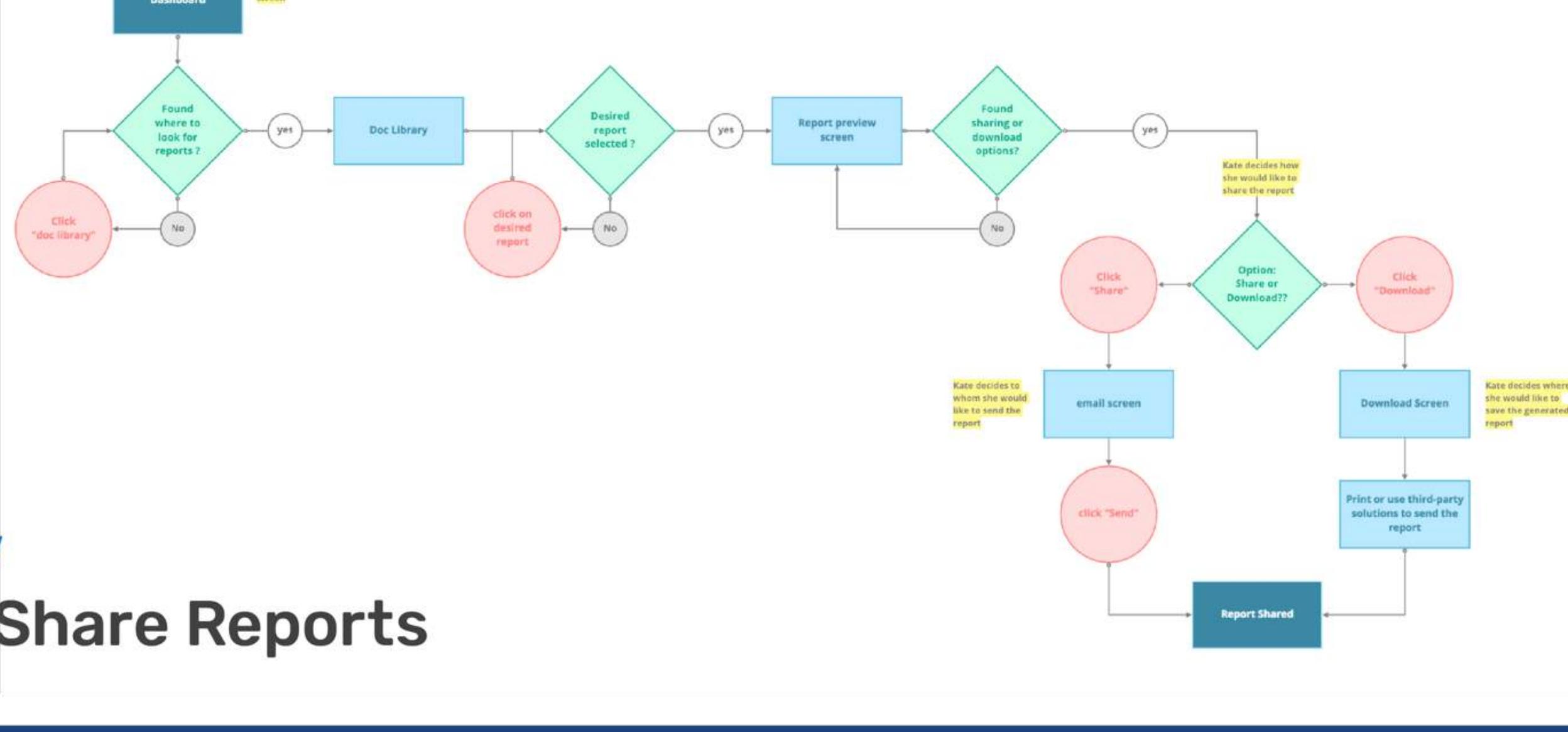
- Kate has been prompted to begin the task because she's feeling ill for a few days.
- Kate will know her task is finished when a report of her condition is generated.
- Kate is tech-savvy and has used web-platforms before but she may not be familiar with self-assessment feature.
- Kate needs to know how to use the self-assessment feature.
- Our platform has all the features needed for kate to complete her task.

Taks Analysis

Entry Point	Success Criteria
Dashboard	Save Health Report
1 - Find a way to perform self-assessment	3 - Answer self-assessment questionnaire
2 - Learn how to perform self-assessment	4 - Save report



Kate
 The early bird



The user flow diagram for 'Export & Share Reports' starts at the Dashboard. Kate begins at the dashboard screen. She finds the Doc Library and selects a report. She then preview the report and decides if she wants to share or download it. If she shares it, she chooses the recipient via email. If she downloads it, she chooses the save location. Finally, the report is shared.

Objective

As someone who has difficulty describing symptoms, I want to be able to export self-assessment reports so that I can share it with my doctor previously or at the time of the consultation.

Information Gathering

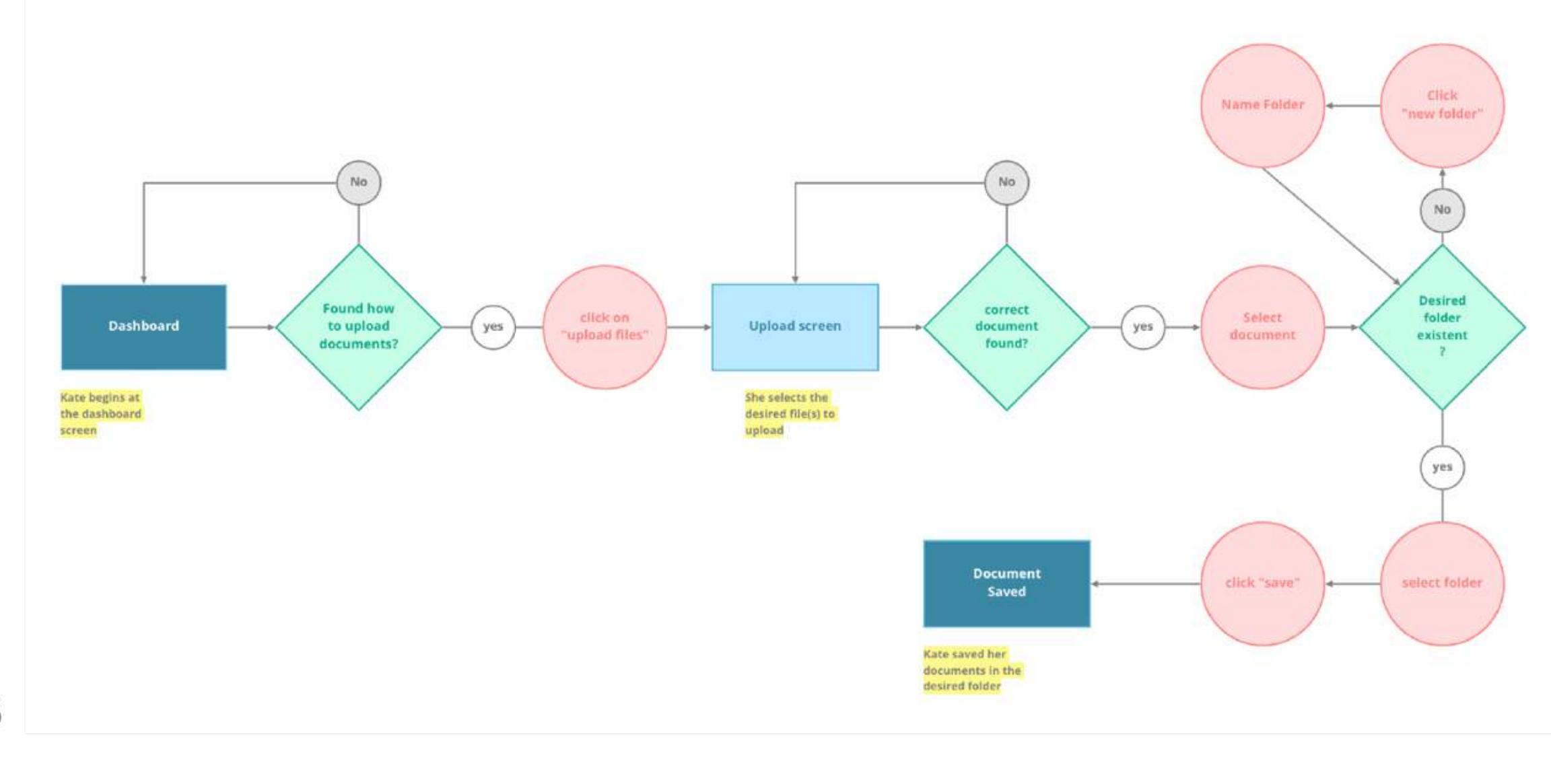
- Kate has been prompted to begin the task because she has an upcoming medical appointment.
- Kate will know her task is completed when have successfully shared or downloaded the desired report.
- Kate is tech-savvy and she should not find it difficult to download and/or share files.
- Kate might need to learn how to find the desired files and how to export them.
- If Kate decides to download the report, she might need third-party solutions in order to share it with others.

Taks Analysis

Entry Point	Success Criteria
Dashboard	Report shared
1 - Find where reports are located	3 - Decide how to share it
2 - Find the correct report	4 - Share it



Kate
 The early bird



The user flow diagram for 'Upload Files' starts at the Dashboard. Kate begins at the dashboard screen. She finds the way to upload documents and uploads a document. She then selects the document and checks if it's in the correct folder. If not, she creates a new folder, selects it, and saves the document. Finally, the document is saved.

Objective

As someone who keeps losing track of important documents and information I want to be able to upload and/or save information in a single place so that I can find it whenever I need it.

Information Gathering

- Kate has been prompted to begin the task because she needs to keep her documents and health-related info organized and accessible.
- Kate will know her task is completed when her files are saved into the correspondent folders of the platform.
- Kate knows how to upload files from her device into the platform.
- Kate might need to learn how to create folders.
- Our platform has all the features needed for kate to complete her task.

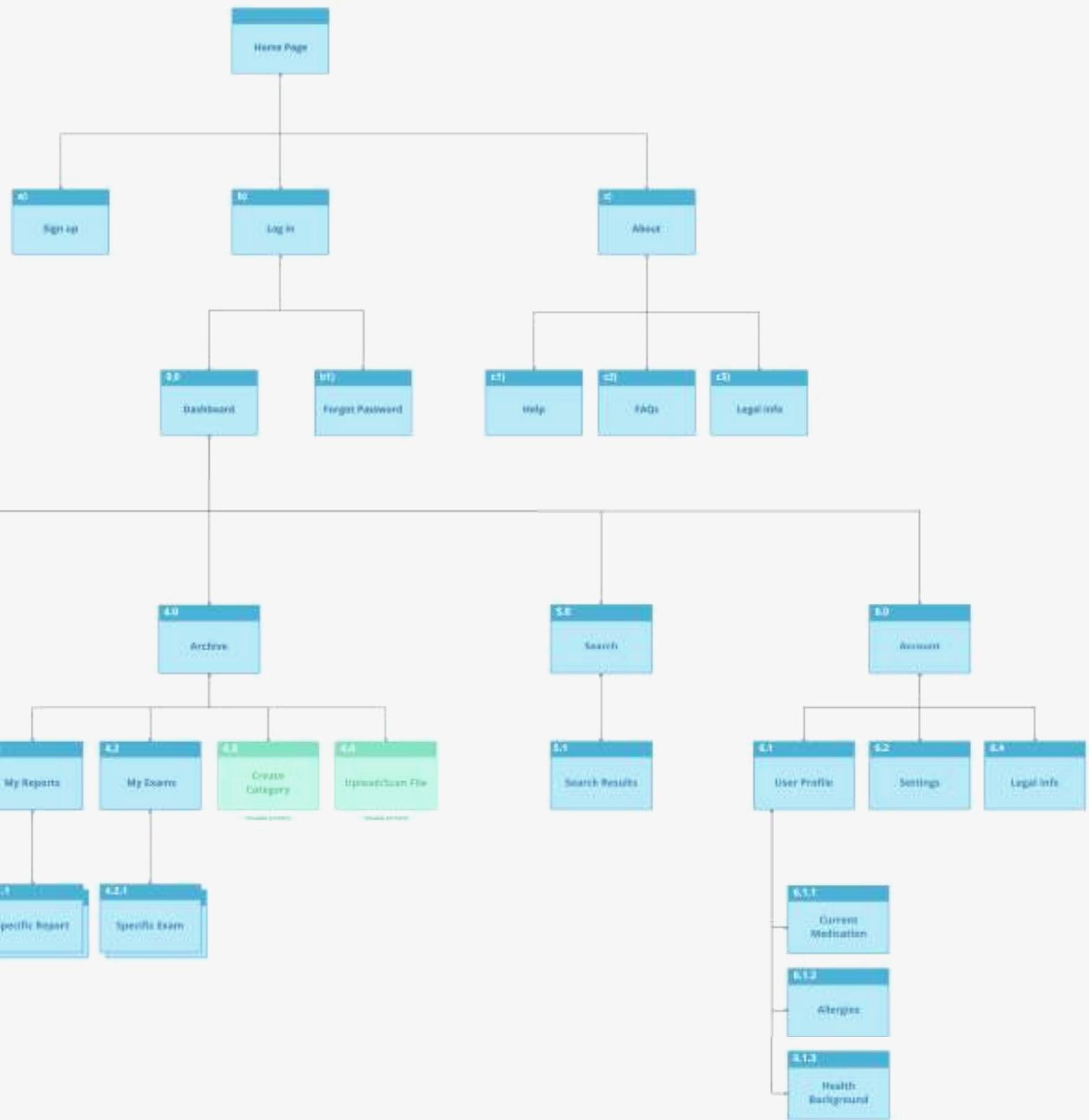
Taks Analysis

Entry Point	Success Criteria
Dashboard	Save file/document
1 - find a way to upload documents	3 - Upload files
2 - select or create folder	4 - Save file in the respective folder

09. Sitemap

Based on learnings from previous research, I created a Sitemap in order define the best structure and hierarchy between screens within this web portal.

It creates a structure that help users understand how the app is organized, how to navigate between different sections and ultimately achieve the desired goals.

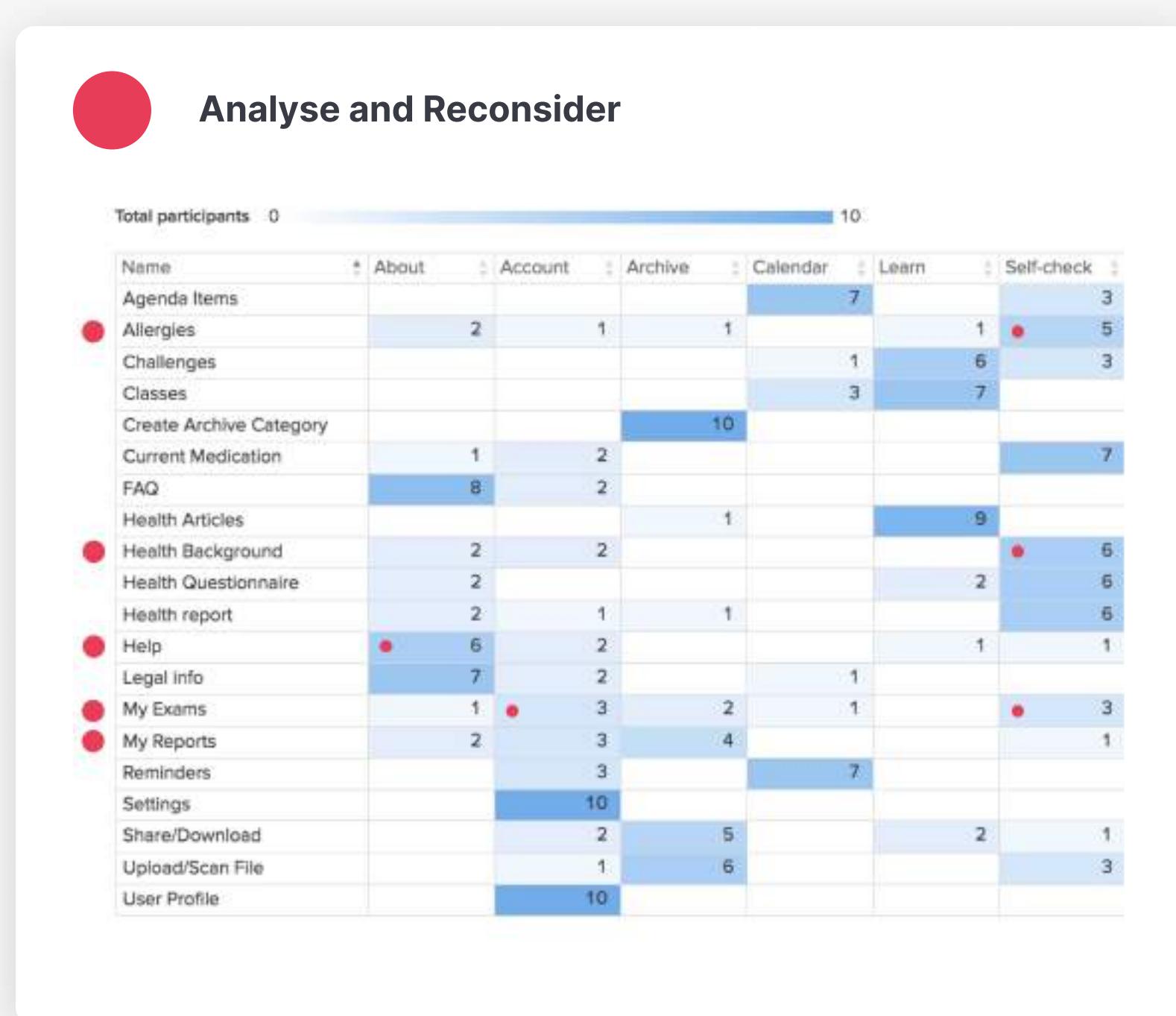


CARD SORTS

A first version of the sitemap was tested through a card sorting session.

Results showed that while most items and categories were matched as expected, others didn't.

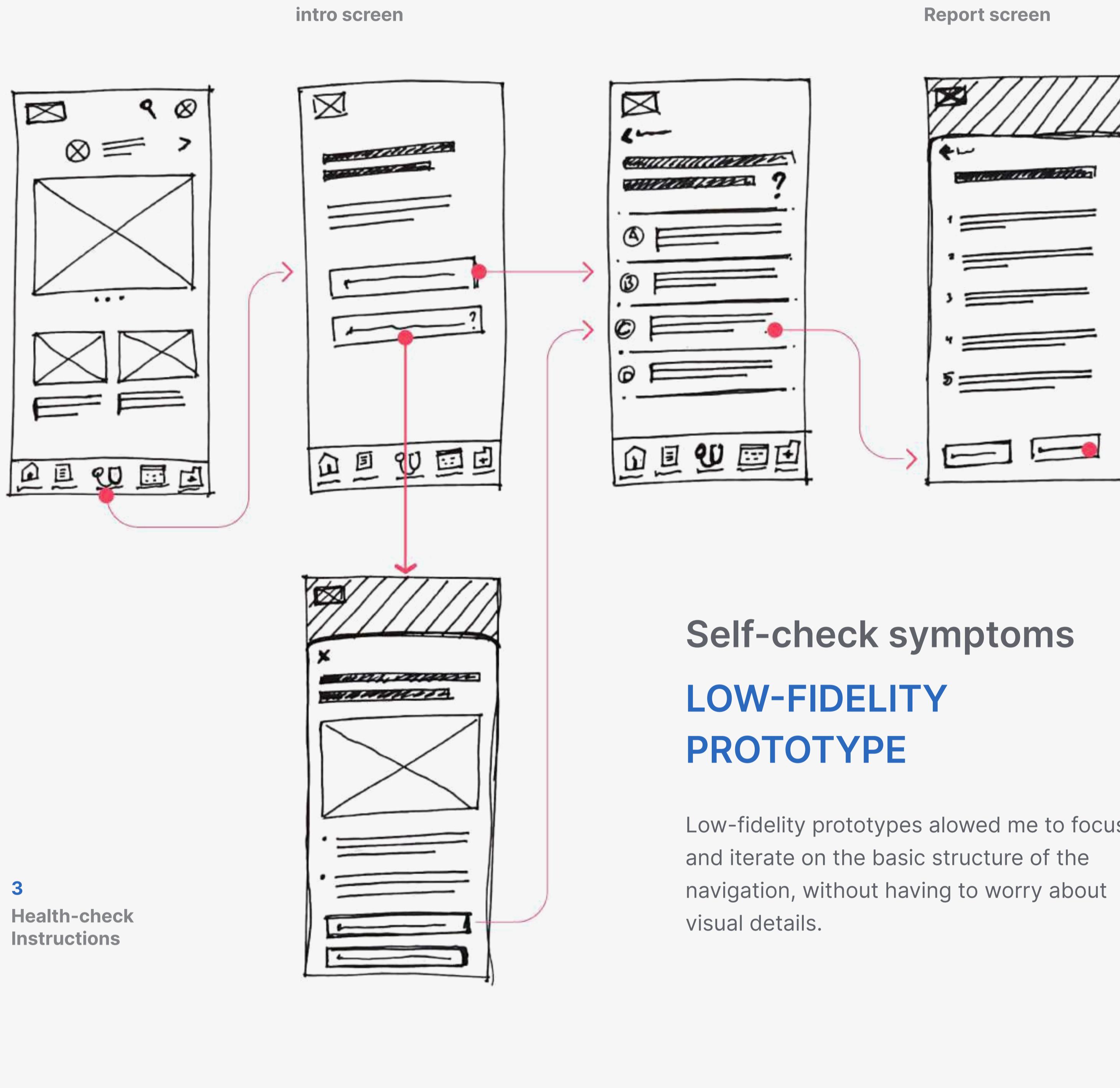
The participants' logic was considerer and some of the changes were implemented.



10. Wireframes & Prototypes

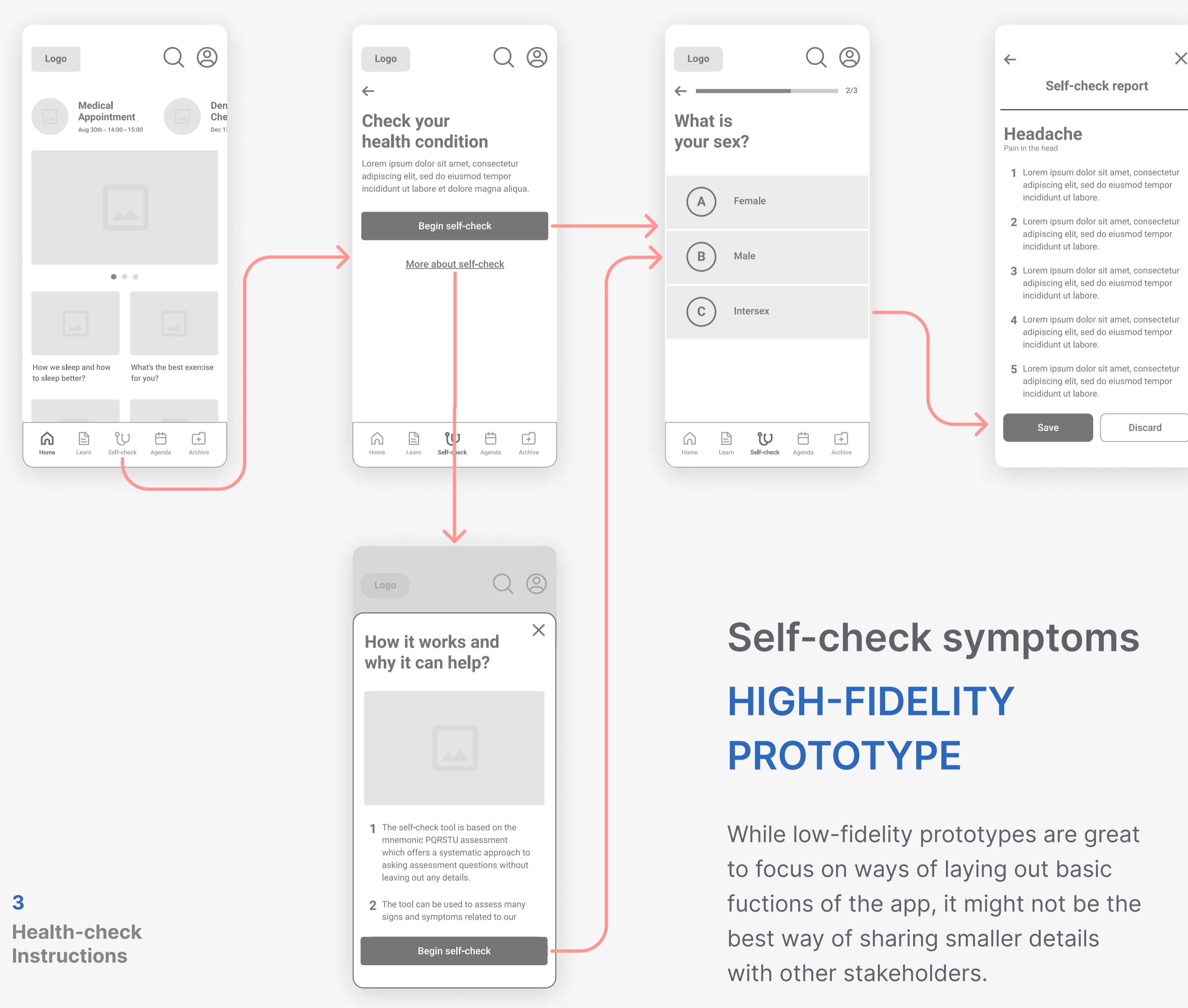
Based on the revised sitemap and previously created user flows, I then started to sketch the first paper wireframes that were then grouped together making low-fidelity prototypes of what I considered to be the 3 core features of the app:

- _ Self-check Assessment
- _ Export & Share Self-check Reports
- _ Upload Files



Self-check symptoms LOW-FIDELITY PROTOTYPE

Low-fidelity prototypes allowed me to focus and iterate on the basic structure of the navigation, without having to worry about visual details.



Self-check symptoms HIGH-FIDELITY PROTOTYPE

While low-fidelity prototypes are great to focus on ways of laying out basic functions of the app, it might not be the best way of sharing smaller details with other stakeholders.

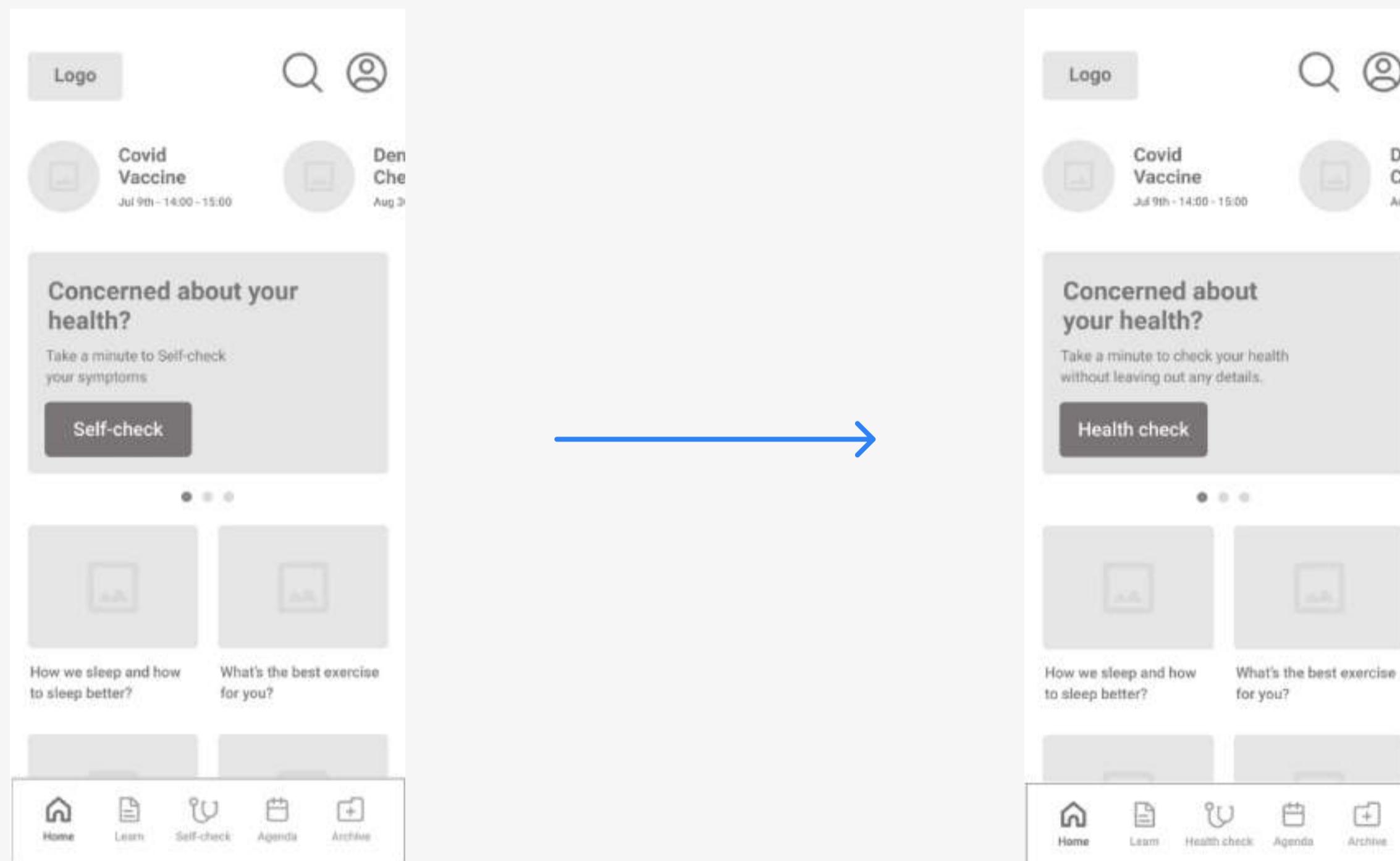
For this reason I've created High-fidelity version prototype, showing a lot more detail regarding layout, buttons, icons and real or placeholder copy.

11. Usability Testing

Having a full functioning and interactive prototype for each core feature, these were now ready to be tested.

The overall goal of the testing was to assess the learnability level of new users when interacting with the mobile version of the Platform for the first time.

After sharing the first high-fidelity prototypes with users in a usability testing round, I was able to collect valuable feedback, identify the main issues and iterate on new versions of the prototype.

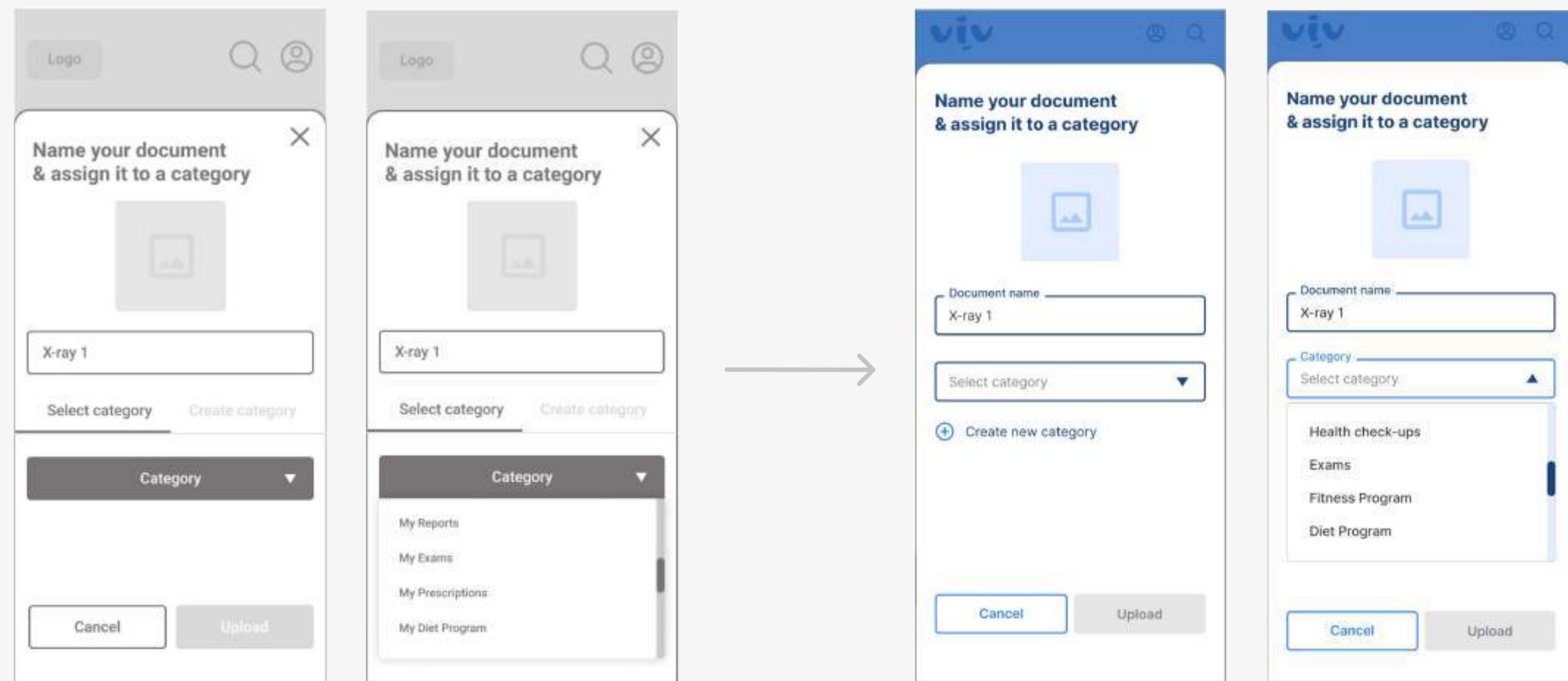


ISSUE 1

When asked to complete a self-check, not all participants recognized "Shelf-check" links as something to assess one's health/ symptoms

PROPOSED SOLUTION

Change copy to something more direct and obvious such as: "Health-check"



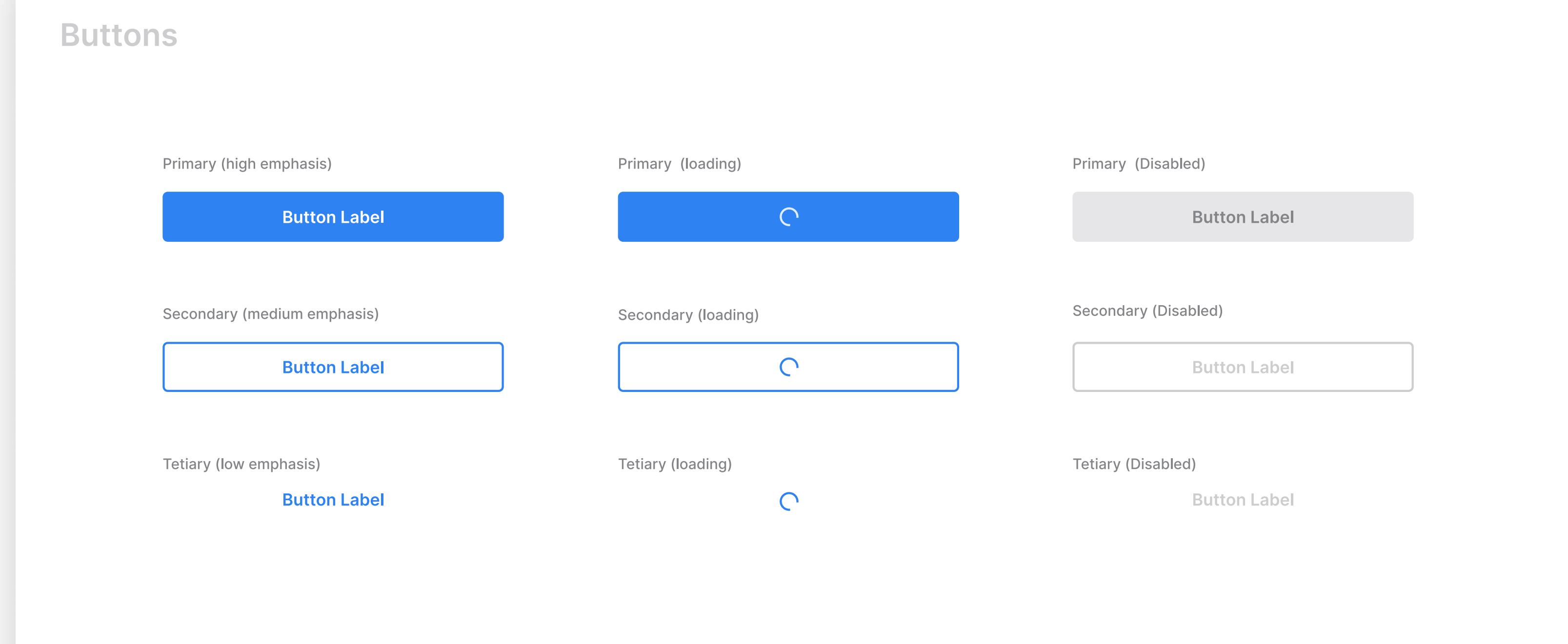
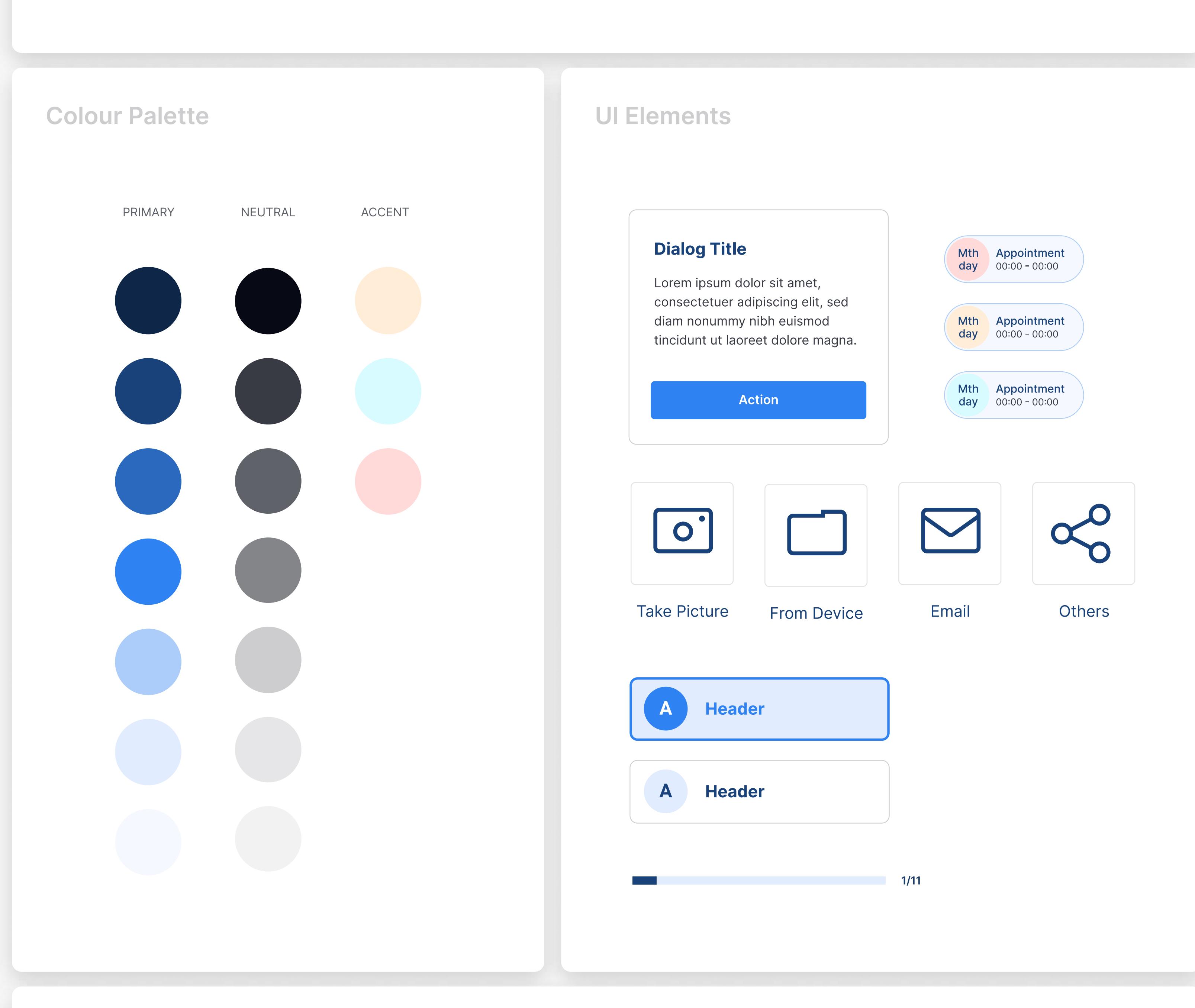
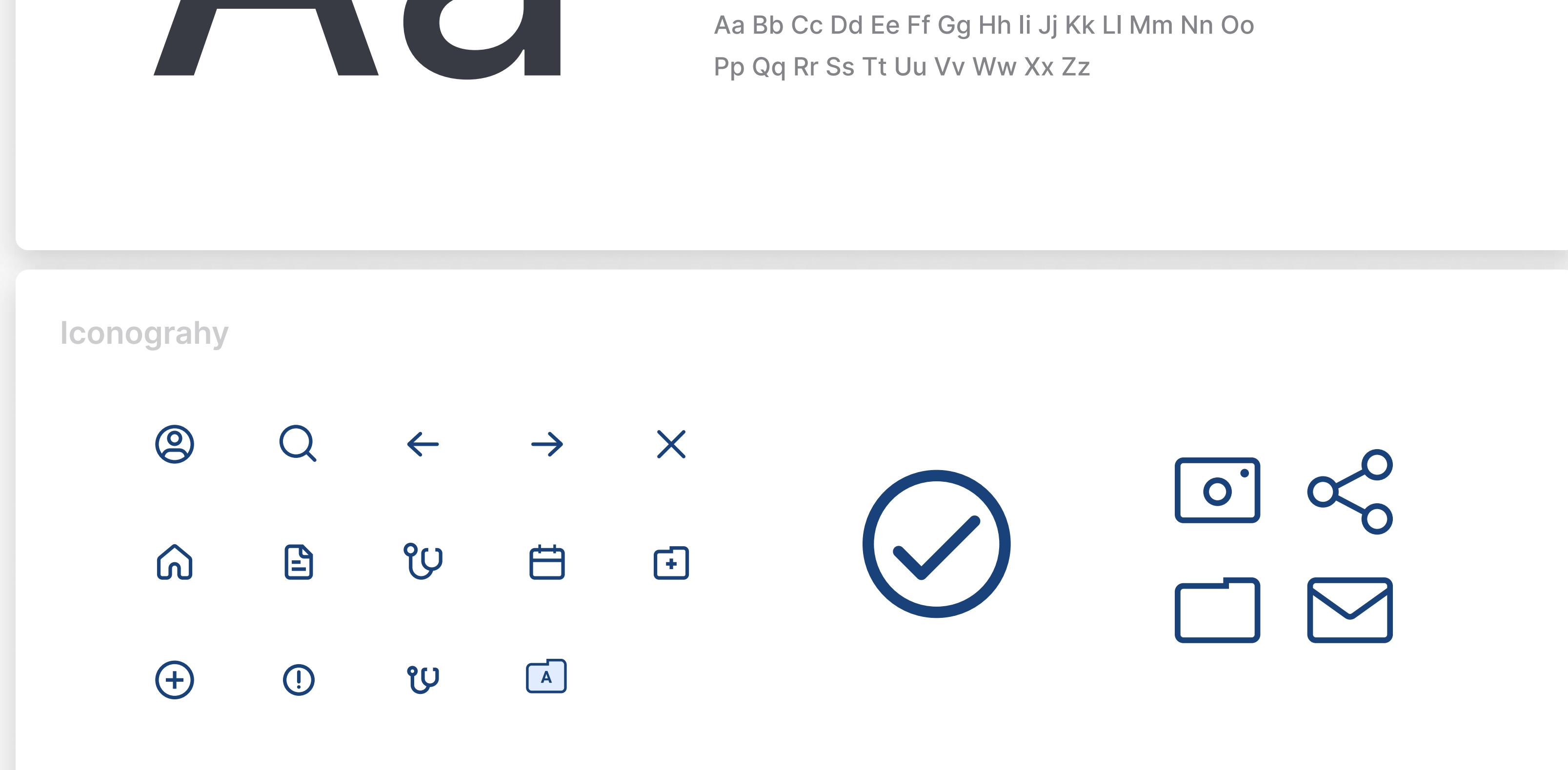
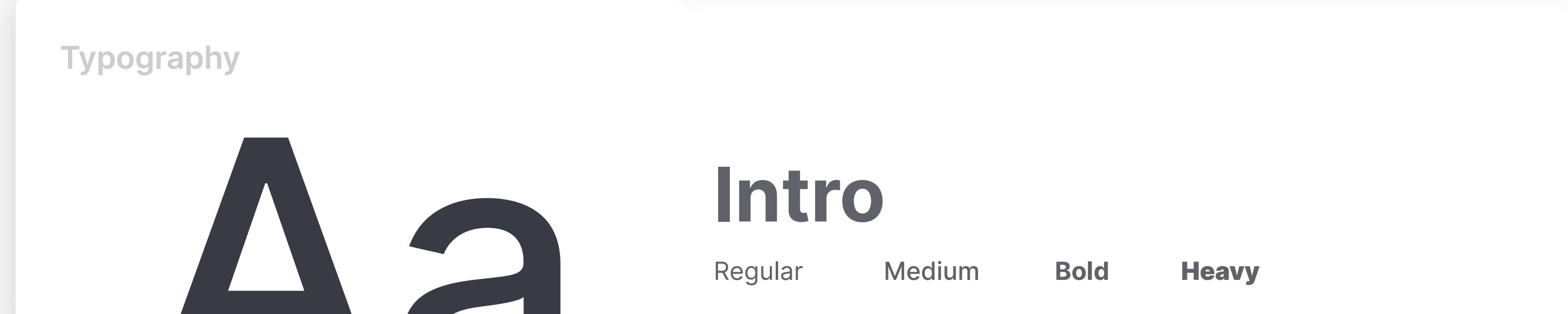
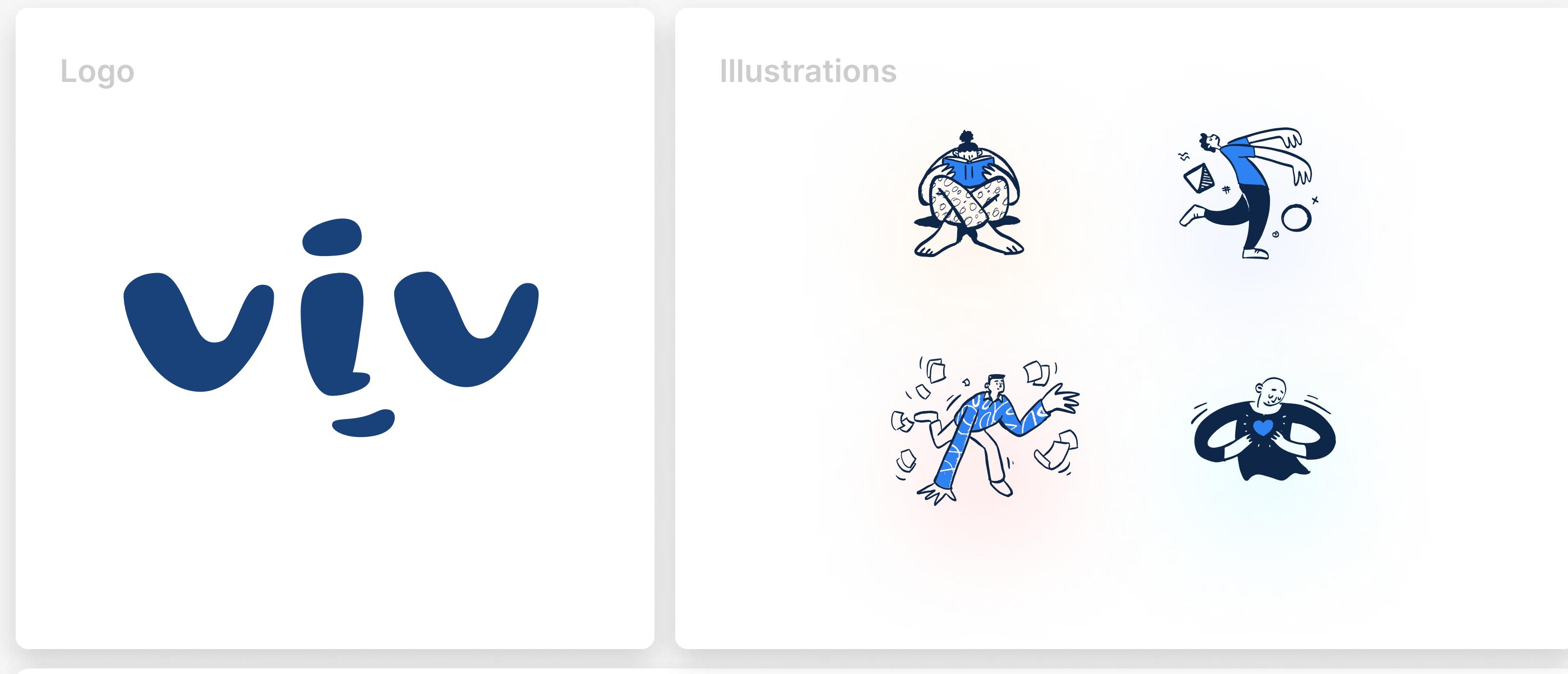
ISSUE 2

users should be able to name a file, assign it to a category and finally upload it to the platform. However, this design proved to be ineffective when submitted to a usability test. Users weren't able to recognize the "category" element as a dropdown menu.

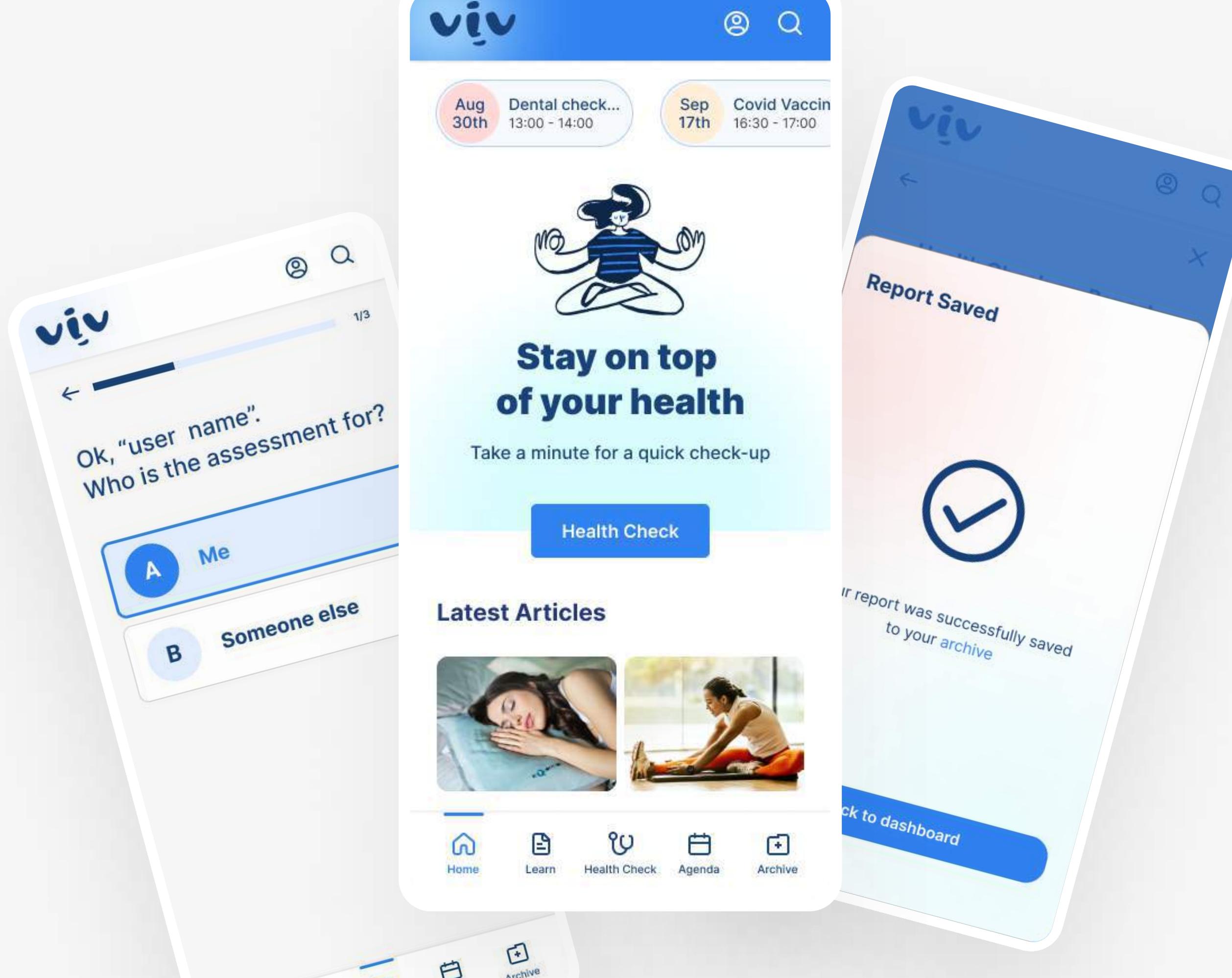
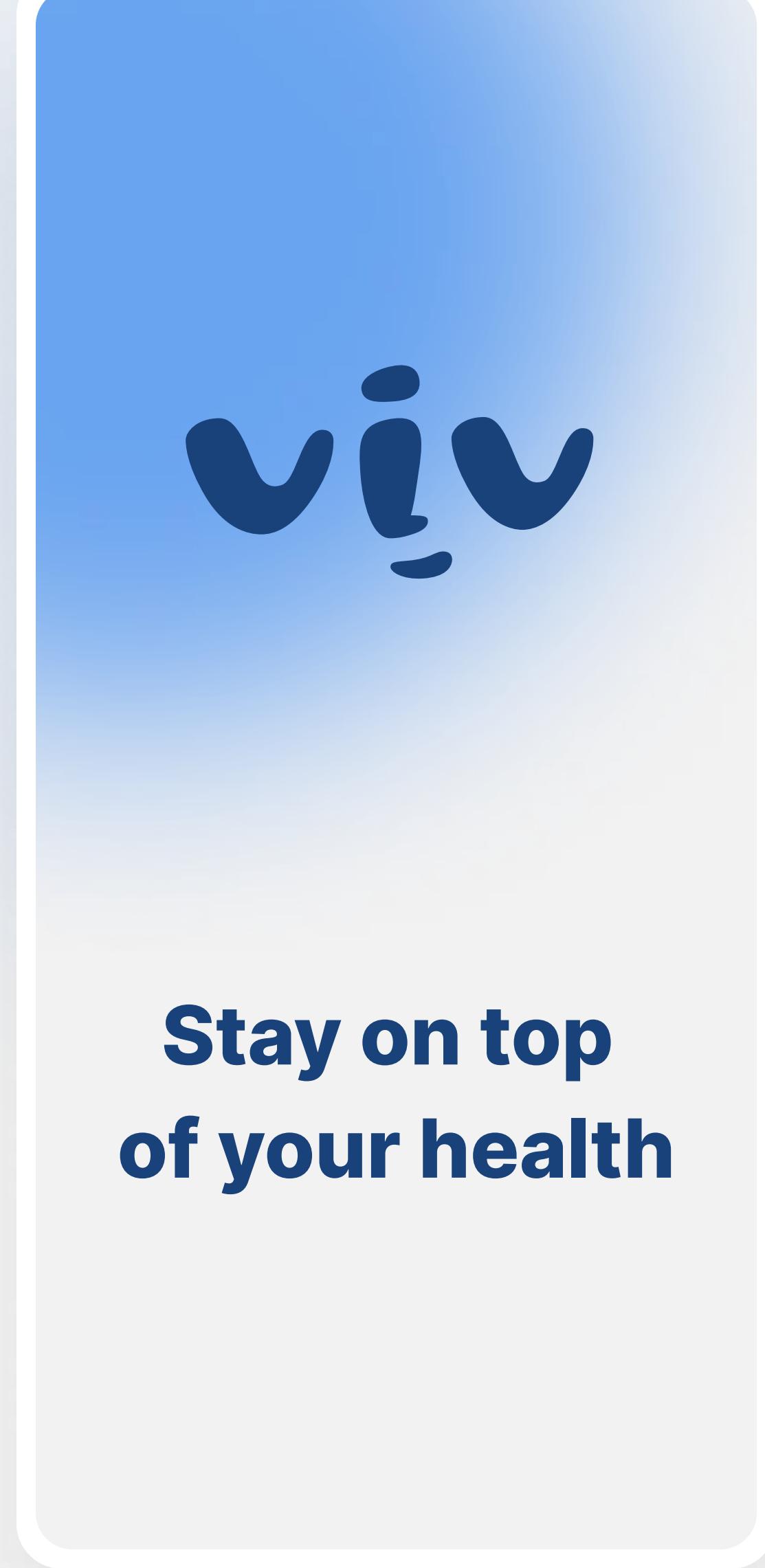
PROPOSED SOLUTION

Change the drop-down menu to a more familiar / common pattern.

12. Style Guide



13. Mockups



**Thank you
For watching!**

