

Kaiser Permanente Project

Design Sprint

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Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD



[Kaiser Permanente PRD](#)

Understand

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

How Might We Other Team Member Stickies

Kaiser Permanente
project scenario

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 - Other Team Member Stickies 01/03

How might we get people to drink more water?

How might we make health data easier for patients to understand?

How might we track a patient's physical activity?

How might we build good habits at a young age?

How might we make it easier to make healthy choices?

How might we help people make more healthy food choices?

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

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

How do we convince people to exercise regularly?

How do we teach patients how to mediate?

How might we facilitate conversations about health habits between patients and care providers?

How might we make it easier for patients to get exercise?

How might we notify patients when they are making a suboptimal food choice?

How might we help patients stop smoking?

How do we reduce a patient's alcohol intake?

How might we reward healthy behavior choices?

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

How might we connect people to health information?

How might we help a patient track their food choices?

How might we help people find accountability partners?

How Might We - Other Team Member Stickies 02/03

How might we reduce healthcare costs for healthy patients?

How might we provide better insights to doctors?

How might we help people manage their weight?

How might we help reduce high blood pressure?

How might we provider diet tracking?

How might we provide easier/quicker care to patients?

How might we get people to build healthier habits?

How might we gamify healthy habits?

How might we create a rewards system?

How might we help patients monitor their goals?

How might we help patients set health goals?

How might we allow people to better understand their health?

How might we make people aware of risk factors?

How might we identify and warn pre-diabetic patients

How might we prevent patients from making unhealthy choices?

How might we raise awareness across society?

How might we build a social support system?

How might we promote health habits?

How might we help people better understand diabetes?

How might we encourage people to drink more water?

How might we get people to walk 30 minutes every day?

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

How Might We - Other Team Member Stickies 03/03

How might we reward patients for eating more vegetables?

How might we reduce sedentarism?

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 create a personalized plan?

How might we warn users about unhealthy choices?

How might we make healthy food choices accessible?

How might we make healthy food choices affordable?

How might we encourage goals patients already are trying to make?

How might we use ubiquitous technology to improve patient health?

How might we make patients feel accountable?

How might we provide activity tracking?

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

How might we educate our patients about healthy habits?

How might we help patients increase their physical activity?

How might we use ubiquitous technology to track patient data securely?

How might we reward patients for walking more?

How might we reward people for good behaviors?

How might we educate our patients about preventative health care?

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

How might we gamify health?

How might we allow people to better access their medical records?

How Might We - Stickies

How might we help people with personalized plan?

How might we provide a report of our Physical Activity to doctors?

How might we help people with personalized exercise?

How might we help people track their reduce high blood pressure?

How do we gamify physical activity?

How might we warn users about sedentary behavior?

How do we simplify the development of an physical activity plan?

How might we connect people to health information?

How might we create a rewards system for physical exercise?

How might we help patients monitor their health and diet goals?

How might we recommend health goals to users based on their routine?

How might we help people manage their weight?

How might we make fun the experience of loss or gain weight?

How might we create a personalized plan?

How might we prevent users from diabetic?

How might we connect with friends, family and doctors to share our physical activity?

How might we provider physical tracking mechanism?

How might we help users track their of eating diet ?

How might we build good habits regardless the age?

How might we help people better their health and physical situation?

How might we encourage people to exercise more on the daily basis?

How might we reward patients when their follow a healthier eating plan?

How Might We Clustering Stickies

Kaiser Permanente
project scenario

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.

Improve Physical & Health Activity

How do we convince people to exercise regularly?

How do we reward people when they exercise regularly?

How might we help patients stop smoking?

How might we build good habits at a young age?

How might we make it easier for

How might we get people to build healthier habits?

How might we allow people to better track their own health data?

organize their physical plan ?

How might we

How might we provide activity tracking?

How might we incentivise

How might we track a patient's physical activity?

How might we use ubiquitous technology to track patient data securely?

How might we educate our patients about preventative health care?

How might we help patients increase their physical activity?

How might we

How might we

How might we warn users about

How might we make patients feel accountable?

their Health Habits?

How might we gamify health?

Improve Food & diet Habits

How might we notify patients

How might we reward patients for eating more vegetables?

help patients develop a healthier eating plan?

How might we reward patients when they follow a healthier

How might we help patients stop smoking?

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

How might we provider diet tracking?

How might we allow people to better track their own health data?

How might we gamify healthy habits?

How might we help people make more healthy food

How might we

How might we make healthy

How might we make healthy

How might we connect people to health information?

How might we identify healthy habits with the most benefit?

How might we provide better insights to doctors?

How might we make it easier to make healthy choices?

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

Satisfaction and Wellbeing

How do we teach patients how to mediate?

How might we reward patients for eating more vegetables?

How might we allow for safe and secure

How might we

How might we build good habits at a young age?

How might we reduce sedentarism?

How might we build a social support system?

How might we prevent patients from making unhealthy choices?

How might we allow people to better track their own health data?

How might we make health

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

How might we educate our patients about healthy

How might we allow people to better access their medical records?

better access their medical records?

How might we create a rewards system?

How might we help patients monitor their goals?

How might we help patients set health goals?

How might we create a personalized plan?

Other

How might we get people to drink more

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

choices vs. norms?

How might we help patients stop smoking?

How do we reduce a patient's alcohol intake?

How might we facilitate conversations about health habits between patients and care

How might we help people find

How might we identify and warn pre-diabetic

How might we raise awareness across society?

How might we build a social support system?

How might we encourage goals patients already are trying to make?

lifestyle changes?

How might we make people aware of risk

How might we reward people for good behaviors?

How might we help patients monitor their goals?

How might we create a rewards

How might we warn users about unhealthy choices?

Sprint Focus

Focus	Improve Physical activity, Health activity & diet habits.
Slide #	Slide 11, Slide 12
I selected this theme because	<p>I selected this theme to matches the following company goals:</p> <ul style="list-style-type: none">• Improve patient physical activity, health food habits, satisfaction and wellbeing;• Reduce the cost by emphasizing improvements on health habits prior to any adverse conditions developed by the body;

Define

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

Success Metrics

	Goals	Signals	Metrics
Happiness	<ul style="list-style-type: none"> Good physical shape; Healthier diet on the daily basis; 	Perform App Reviews Answer Health Surveys	App Rating NPS Rating
Engagement	<ul style="list-style-type: none"> Exercise regularly Eat healthier food regularly 	Sign-up on Workout and Nutrition; Time spend on YouTube Channels About Exercise/Workouts & Nutrition advise;	Avg. Session on Health Apps (Workouts, Tracking and Nutrition); Avg. Session on YouTube Health Subscribed Channels
Adoption	<ul style="list-style-type: none"> Download the app and subscribe to exercises Share the App with Friends 	Refer the app to a Friend Download of the App	Referral sign-up rate # of Downloads
Retention	<ul style="list-style-type: none"> Subscription for Workouts Exercise Subscription for Nutrition Services 	Recurrent payments Opt in to Subscription Tab	# of Monthly Subscribed Users Avg. Monthly Subscribed Users
Task Success	<ul style="list-style-type: none"> Find a good series of exercises Find a good combination of health food 	Exercise added to wish list Items added to diet plan	% of users with subscription active on monthly basis % of users with nutrition services subscribed

Healthier Guru – Your Personal Guru

“Healthier Guru is a digital accessible coach that makes you achieve your goals on an efficient way. This solution is for ordinary people, for achievers, from thin people who want to fight sedentary behaviors, from fat people who want to lose weight, from athletes who want to continue score better, build or maintain muscles, and improve their eating habits on a daily basis. Healthier Guru is a artificial intelligence personalized coaching / trainer and nutrition guru accessible everywhere, any time, any where as a mobile app that walk by with you and proactive advise or provide tips about how you can improve a little on daily basis and stand out on long term! Health is what matters, the rest are in no hurry ”

Sketch

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

8 Sketches



HEALTHIER
GURU

COACHING YOU TO
A HEALTHIER AND
PHYSICAL ACTIVE LIFE

Loading...

HEALTHIER
GURU

REGISTER

☐ REGISTER with FB

☐ REGISTER with Google

☐ REGISTER with Email

HEALTHIER
GURU

ABOUT YOU



relo.munro@gmail.com

GENDER

BIRTHDAY

WEIGHT

HEIGHT

NEXT

HEALTHIER GURU
YOUR GOAL

1. GAIN MASS ☐
2. BUILD MASS ☐
3. GET HEALTHIER ☐

LOSE WEIGHT

GAIN FAT

IMPROVE FITNESS

INCREASE ENDURANCE

RELIEVE STRESS

NEXT

HEALTHIER
GURU

FITNESS LEVEL
ASSESSMENT

Not fit at all ☒

"I lose my breath
when walking up a
couple flights of stairs"

NEXT

HEALTHIER GURU

TYPE OF TRAINING

☒ BODY WEIGHT

☒ RUNNING

☒ BARBELL AND MATHS

NEXT

HEALTHIER GURU

DIET PREFERENCES

do you have any
food restrictions?

NONE

PESCEARIAN

VEGETARIAN

MORE

NEXT

HEALTHIER GURU



PERSONALIZED

SINGLE
EXERCISE

EMERGE
SPLINT

DIET

GOAL

Profile

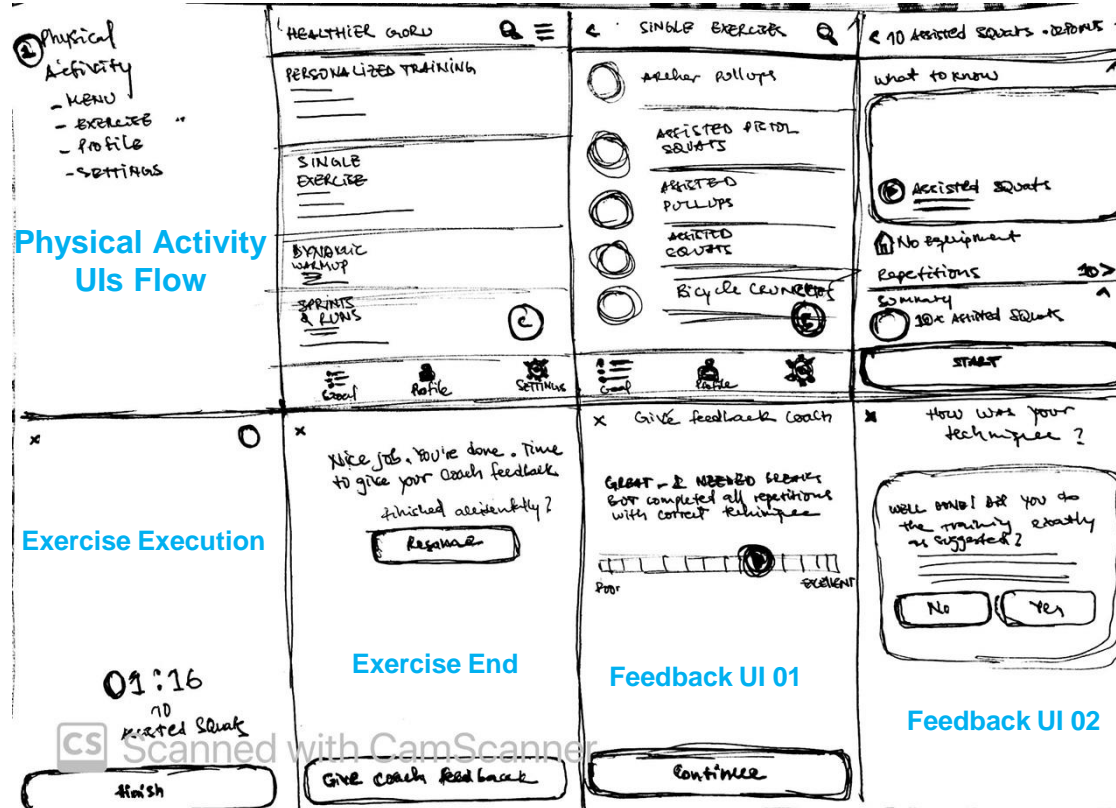
Settings

Solution Sketch 1

Main Menu

List of Exercises

Inside Exercise

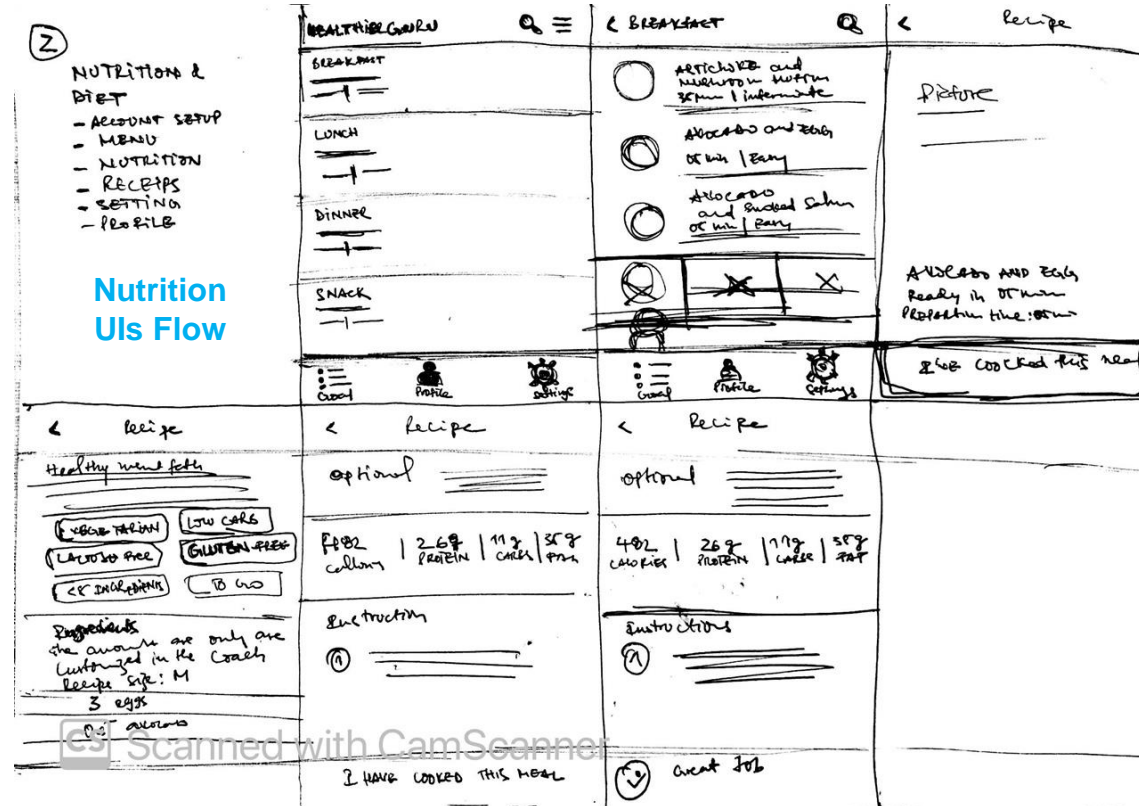


Solution Sketch 2

Main Menu

List of Receipts “Diet”

Inside Receipt UI - 01



Inside Receipt UI - 02

Inside Receipt UI - 03

Inside Receipt UI - 04

Decide

Pick the final concept that you develop into a prototype

Decision

Decision

Physical Activity - Solution Sketch 01

Rationale

I chose to explore more about this sketch to proactive solve the part of problem that consist on avoid or reduce deaths by changing physical behaviors, improving physical activity on a gamified way.

Prototype

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

Storyboard 1/2



Healthier Guru



[Dashboard](#) [My Account](#) [Billing](#) [FAQ](#) [Logout](#)



SCRIPT

Mafuza is 27 years old and has been increasingly focused on work over the last few years. He has not been as active and has put on some extra weight. For the New Year, he made a resolution to lose 20 pounds during the year.

ACTION

Enter text here...

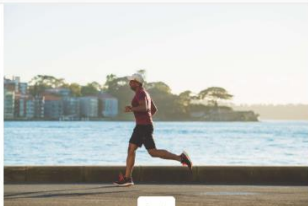


SCRIPT

Mafuza remembers hearing about a new healthier and diet app with one of his colleagues that helps him lose weight and exercise on daily basis. Mafuza downloads the app and sign in using his Gmail account.

ACTION

Enter text here...



SCRIPT

Mafuza see a range of exercises compatible with his behavior and found many receipts that helps him eating healthier and improving his diet;

ACTION

Enter text here...



SCRIPT

Other relevant factor that Mafuza is considering if the fact that he is a busy person, however with personal Guru he was able to adjust his routine with the custom notifications that helps him plan and notify when the time to exercise is close;

ACTION



SCRIPT

Other feature that amazes Mafuza is the personalized coach feature, an AI systems that learn, understand and adapt the exercises according to the routine and behavior of user which can help him catch up with his plan and diet on gamified way;

ACTION



SCRIPT

The app downloaded by Mafuza also provide notifications via email / WhatsApp to his doctor in order to allow them watch his progress with the goal for the year;

ACTION


T



- 1 Mafuza is 27 years old and has been increasingly focused on work over the last few years. He has not been as active and has put on some extra weight. For the New Year, he made a resolution to lose 20 pounds during the year.
- 2 Mafuza remembers hearing about a new healthier and diet app with one of his colleagues that helps him lose weight and exercise on daily basis. Mafuza downloads the app and sign in using his Gmail account.
- 3 Mafuza see a range of exercises compatible with his behavior and found many receipts that helps him eating healthier and improving his diet;
- 4 Other relevant factor that Mafuza is considering if the fact that he is a busy person, however with personal Guru he was able to adjust his routine with the custom notifications that helps him plan and notify when the time to exercise is close;
- 5 Other feature that amazes Mafuza is the personalized coach feature, an AI systems that learn, understand and adapt the exercises according to the routine and behavior of user which can help him catch up with his plan and diet on gamified way;
- 6 The app downloaded by Mafuza also provide notifications via email / WhatsApp to his doctor in order to allow them watch his progress with the goal for the year;



Storyboard 2/2

 **Plot**

Healthier Guru

DashboardMy AccountBillingFAQLogout


4

SCRIPT

Other relevant factor that Mafuza is considering if the fact that he is a busy person, however with personal Guru he was able to adjust his routine with the custom notifications that helps him plan and notify when the time to exercise is close;

ACTION

Enter text here...



7

SCRIPT

Mafuza is happy with the experience on the app and spread his love by a positive rating on Play Store and also by sharing the link to download the app with his mates from work and also his close friends ;


5

SCRIPT

Other feature that amazes Mafuza is the personalized coach feature, an AI systems that learn, understand and adapt the exercises according to the routine and behavior of user which can help him catch up with his plan and diet on gamified way;

ACTION

Enter text here...




6

SCRIPT


The app downloaded by Mafuza also provide notifications via email / WhatsApp to his doctor in order to allow them watch his progress with the goal for the year;


ACTION


Enter text here...





T























Prototype

Description

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

- **Healthier Guru prototype shows the flow from Setup an Account to perform Exercise**

Assumptions

- Any assumptions within the prototype

- **Users will need to Sign In / Register to Access the Features**
- **Users can Set their Goals in order to have a personalized assistance;**

Tasks

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

- **Create an account ;**
- **Define Goal (phisical or eating);**
- **View and execute exercises;**



[Prototype](#)

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 research



[Research plan](#)

User Testing



[Notes](#)



[Audio recording](#)

Key Findings from Participant 1

What worked well

- The Participant understood the core features of the app;
- The Participant understood the objective of the Interview and provide a lot of useful recommendations & feedback;
- The Participant understood the setup of an account and how to perform an exercise;

Where participants got stuck

- The Participant didn't understand the "Diet Preferences" options, what they exactly mean and he advised to put comprehensible terms;
- The Participant didn't understand the "Type of Training" user interface and feature assessment;

Other observations

- The Participant described the different scenarios that we didn't put on our prototype which is Gym or Workout with machinery and without it;
- The Participant suggested to put after level assessment, put small question to capture user goal, things such as "increase weight", "lose weight", and chose day of the week and time so the app can create a personalized plan;
- The Participant suggested reminders and accountability metrics based on the Goal;

User Testing



[Notes](#)



[Audio recording](#)

Key Findings from Participant 2

What worked well

- The Participant understood the core features of the app;
- The Participant understood the objective of the Interview and provide a lot of useful recommendations & feedback;

Where participants got stuck

- The Participant didn't understood the basic setup of an account;
- The Participant got stuck on the Fitness Level Assessment;

Other observations

- The Participant suggested to put an mentor that helps users achieve their goals by showing how far or close there are from their Goal;
- The Participant recommended that put the username on the corner of every relevant UI after the user Sign In;
- The Participant recommended to put the target on the Fitness Level Assessment in order to advise or notify the users how far or close their from their goals to exercise on the daily, weekly or monthly basis;

Improvements

Improvement #1	<i>Improve the account fitness level setup</i>
Rationale	<ul style="list-style-type: none">• <i>Improve Fitness Level Assessment UI and Flow in order to connect with user goal;</i>• <i>Adjust the terms in order to be more understandable on the UI “Type of Training”</i>
Improvement #2	<i>Insert a User Interface to Helps users create the personalized plan and push notifications of tips and daily reminders</i>
Rationale	<ul style="list-style-type: none">• <i>Users need to have their goal connected with a weekly plan that helps them understand if there are on track or far from the defined goals;</i>

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>	<ul style="list-style-type: none">• The basic data will be collected from the user on the setup account;• Users can import data from apps such as Gmail, Facebook and Kaiser Permanente CRM Data;	<ul style="list-style-type: none">• Can we leverage that from any app installed on user cellphone?• Can we connect the app with other reliable apps to get the sensible data such as weight, height and birthday in order to generate a proper personalized experience without errors ?
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>	<ul style="list-style-type: none">• The data of the exercises can be stored locally and then on midnight updated to cloud so we can have backups defined on daily or weekly basis by the user;	<ul style="list-style-type: none">• Which data can be stored locally ? Which data can be uploaded on cloud ?• Which data we can keep using on recurrent manner ?
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>	<ul style="list-style-type: none">• The exercise can be download when user setup their goal on account to perform smoothly;• Download the videos of the exercise can slowdown a bit the app however while its downloading we can provide images that show the core tips;	<ul style="list-style-type: none">• Which development we should consider to have the data of the exercise ready to use ?• Which platform we will be connecting to get data ?

Iterate

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

Prototype v2

Description

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

Healthier Guru is an app that helps users with physical exercises, from Home Workouts to Gym exercises and also provides them with tips and receipts to have a healthier diet.

Assumptions

- Any assumptions within the prototype

Healthier Guru helps you identify your fitness goal, define your weekly plan and helps you stick on track based on reminders and goal progress status report

Tasks

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

- *Setup an Account;*
- *Define a Goal (Physical Goal and Diet Goal);*
- *Define the weekly Plan (days of the week and hours for exercise);*



[Prototype v2](#)

User Testing Round 2



[Notes](#)



[Audio recording](#)

Key Findings from Participant 3

What worked well	<ul style="list-style-type: none">• The participant feels that interface is clean;• The participant feels that the components on the interface are understandable;
Where participants got stuck	<ul style="list-style-type: none">• The Participant didn't understand about + option on Archer Pulls Up;• The Participant doesn't understand well the achievement of the goal;
Other observations	<ul style="list-style-type: none">• The participant suggested that user put other option on diet;• The Participant suggested that have a tooltip that explain the recommended items, basically notes;• The Participant suggested to show the previous selection of the user;

Handoff

Updated PRD



[Link PRD](#)