



KAISER PERMANENTE APP

Research Plan

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STATUS: **DRAFT**

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Objectives

We will perform this research with aim to answer the following questions:

- Background questions to understand more about the user, his healthier habits and other relevant questions.
- Present the prototype that the team has been working on and ask about feedback, feelings and improvements suggestions.

Methodology

- We will perform qualitative research interview in order to engage and capture feedback from users and also perform a usability tests on the prototypes developed;

Participants

To conduct these interviews we selected 03 participants with the following characteristics:

- 01 Engineer that wants to exercise in order to reduce sedentary habits;
- 01 Project Manager that want to practice healthier diet and reduce weight;
- 01 Regular Youth that practice exercise on the daily basis;

Interview Sessions

Introduction

Hi, My name is Nélio and I am a Product Manager here at Kaiser Permanente. The team has been working on some exciting new ideas about changing health habits, improve patient satisfaction and wellbeing through physical activity “exercises” and eating healthier “healthier diet” and we wanted to share them with you and get your feedback.

The way that this interview will run is... I have a few background questions to get to know you a little bit better and some of your health habits. Then, we will switch gears and I will show you a prototype that the team has been working on and ask you for your feedback.

Before we get started, please review this NDA and sign it. It is important that the things we show you and the ideas that we discuss today stay confidential.

Do you have any questions before we get started?

No questions... Great! Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation. It also helps make sure that we don't miss anything in the notes

Background Questions

We will start the interview asking the following background questions:

- Can you tell me a little bit about yourself?
- Can you tell me about your city and neighborhood?
- How long have you been living in this city?
- Can you tell me about your profession?
- When was the last time that you did any physical exercise?
- How often do you exercise?

Actual Scenario: User physical exercise, diet and wellbeing

We will perform questions about the user's experiences with physical exercise, diet and wellbeing in order to deep dive on user healthier behavior:

- What are actions or behaviors in order to improve your wellbeing?
- What you would like to improve related to your physical activity and wellbeing?
- Have you ever download and app to exercise online? Why or why not?
- What types of exercise or tips would you consider to see on that app? Why?
- Do you have any concerns about practice exercises with an app? Why?
- If you were to exercise with an online assistance app, which types of exercise you would like to see or get? Why?

Tasks

Now I'm going to show you a prototype that the team has been working on. Keep in mind that this is not a test...And there is no right or wrong answer. We're trying to understand how well this idea works for you. And because it is a prototype, not everything you see in the app may work.

One more thing... As you start using the prototype, I am going to ask you to think out loud. I'm interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do.

Task 1

Setup an account and try one of the exercises pack:

- Go ahead and look around. Can you describe what you see?
- How would you go to setup or account? Can you show me?
- Let us say that you wanted to perform exercises. How would you do that?
- Imagine that you want to see receipts to help you with your diet, how would you do that?
- What are the different options for performing exercises? Which one do you prefer? Why?

Task 2

Based on your feelings, provide feedback and improvement comments:

- Do you think this is something you would use? Why or why not?
- Is there anything you think could be improved?
- Is there any other feedback you want to share with the team?

Wrap Up

Engage with the user to provide an overall feedback answering the following questions

- Would you use it?
- How would you make it better?

Thank you message to the user for participating

Thanks so much for coming in! We really appreciate you taking the time to share your thoughts about what we have been working on.