

Preventative Healthy Habits

Application

Design Sprint

Product Manager: Nikola Georgiev

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Background

- Physical activity market is estimated to be \$1.1 trillion in 2023 and growing – [source](#)
- We currently have 12.2 million customers with operating costs of \$81.8B

Problem

- Only 1 in 4 US adults and 1 in 5 high school students get the recommended levels of physical activity – [source](#)
- Sedentary lifestyles:
 - increase all causes of mortality, double the risk of cardiovascular diseases, diabetes, obesity, increase the risks of colon cancer, high blood pressure, osteoporosis, lipid disorders, depression and anxiety
- Our operating cost is high and can be reduced by customers through physical activity increase and improvement on healthy habits

Goals

- User have recommended levels of physical activity
- Users regularly exercise to reduce possibility of specific diseases
- We generate savings by converting customers to regular users

Understand

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

How Might We

How might we show what diseases user prevents?

How might we convert our customer to our user?

How might we promote special offers?

How might we help users with their morale?

How might we use doctors and our partners to preselect possible diseases

How might we create a ranking system?

How might we show user why is he doing it?

How might we prevent users from stopping?

How might we involve doctors and our partners to create a personalized plan

Encourage good habits

How might we gamify healthy habits?

How might we create a rewards system?

How might we show what diseases user prevents?

How might we promote special offers?

How might we reward people for good behaviors?

How might we reduce healthcare costs for healthy patients?

How might we make patients feel accountable?

How might we build a social support system?

How might we promote health habits?

How might we get people to build healthier habits?

How might we create a ranking system?

How might we show user why is he doing it?

How might we convert our customer to our user?

Incentives

Accountability

Routines

Change specific behaviors

How might we make it easier to make healthy choices?

How do we teach patients how to mediate?

How do we convince people to exercise regularly?

How might we warn users about unhealthy choices?

How might we prevent patients from making unhealthy choices?

How might we help reduce high blood pressure?

How do we reduce a patient's alcohol intake?

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

How might we reduce sedentarism?

How might we prevent users from stopping?

How might we help patients stop smoking?

How might we encourage people to drink more water?

How might we help users with their morale?

Prevent bad choices

Change other behavior

Be more active

Planning & Tracking

How might we create a personalized plan?

How might we help patients set health goals?

How might we involve doctors and our partners to create a personalized plan

Personalized planning

How might we provide activity tracking?

How might we provider diet tracking?

How might we help patients monitor their goals?

How might we help people manage their weight?

Personal tracking towards plan

Education

How might we help people better understand diabetes?

How might we make people aware of risk factors?

How might we raise awareness across society?

General education

How might we use doctors and our partners to preselect possible diseases

How might we identify and warn pre-diabetic patients

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

Personal assessment

Other

How might we
provide better
insights to
doctors?

How might we
build good
habits at a
young age?

Sprint Focus

Focus	Planning & Tracking
Slide #	8
I selected this theme because	Planning and tracking is the core of our application, users should be able to plan and schedule seamlessly

Define

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

Preventative Healthy Habits Application by Kaiser Permanente

Kaiser Permanente launched their new application aimed to build healthy habits. At the current state, this application is exclusively shipped to their existing client base as a free part of their product offering.

The application naturally enhances their existing cooperation with doctors, health centers, and other partners by adding them the possibility to follow and track custom fitness and food plans to prevent diseases, health issues, and other health problems. Application is tracking your progress and helps with the generation of healthy habits.

Customers love this because they can see what progress they are making to mitigate the risk of specific diseases in the future.

The application offers them a 360 view of their current health based on communication with doctors, health centers, and other partners with the view of what and how this will shape in the future based on their preselected plans.

Sketch

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

8 Sketches

PLAN 1
PROGRESS 95%

1.1	2.1	3.1
4.1	5.1	6.1
m	✓	✓
..
m	✓	m
..
✓	m	✓

FOOD FOR TODAY
RECIPES **INGREDIENTS**

TRACKING OF FOOD
~~INTAKE~~ vs Burn
70% PROGRESS

FOOD VITAMINS TRACKING

A	-	120%
B1	-	100%
C	-	20%

SELECT better Plan **FOOD IMPROVEMENT**

FITNESS
PLAN - WILL BRING YOU THESE BENEFITS

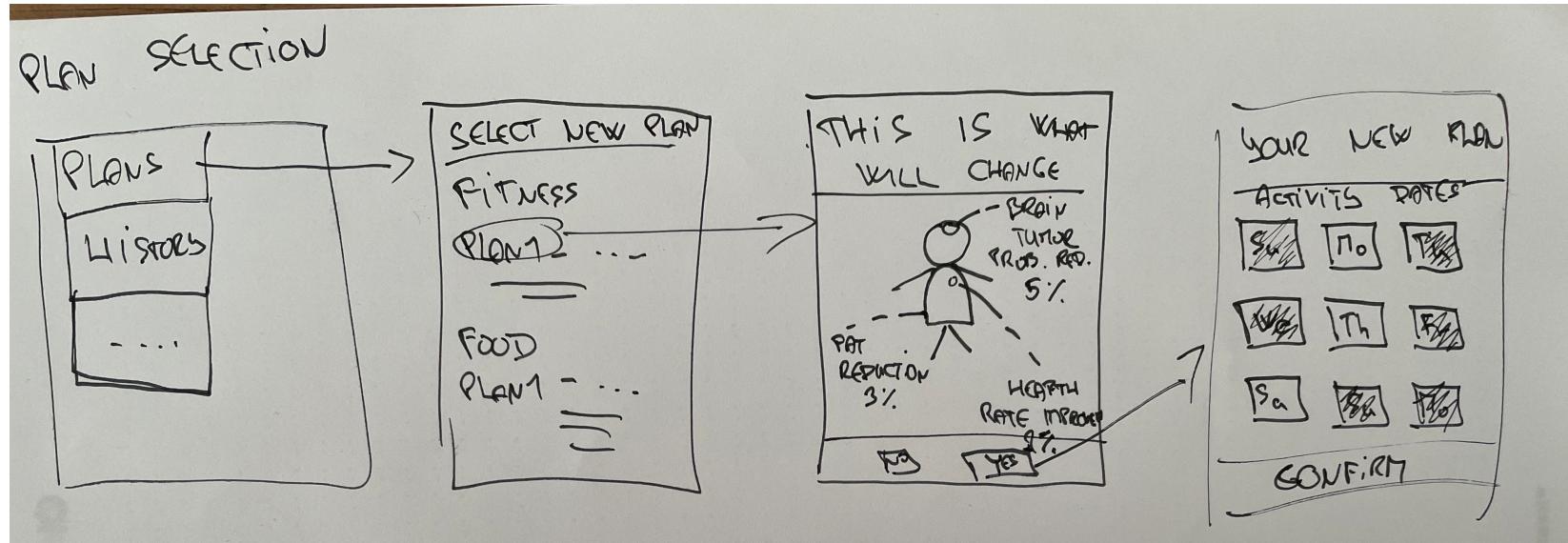
How do you FEEL TODAY?
😊 😊 😊

FOOD **→ THESE BENEFITS**

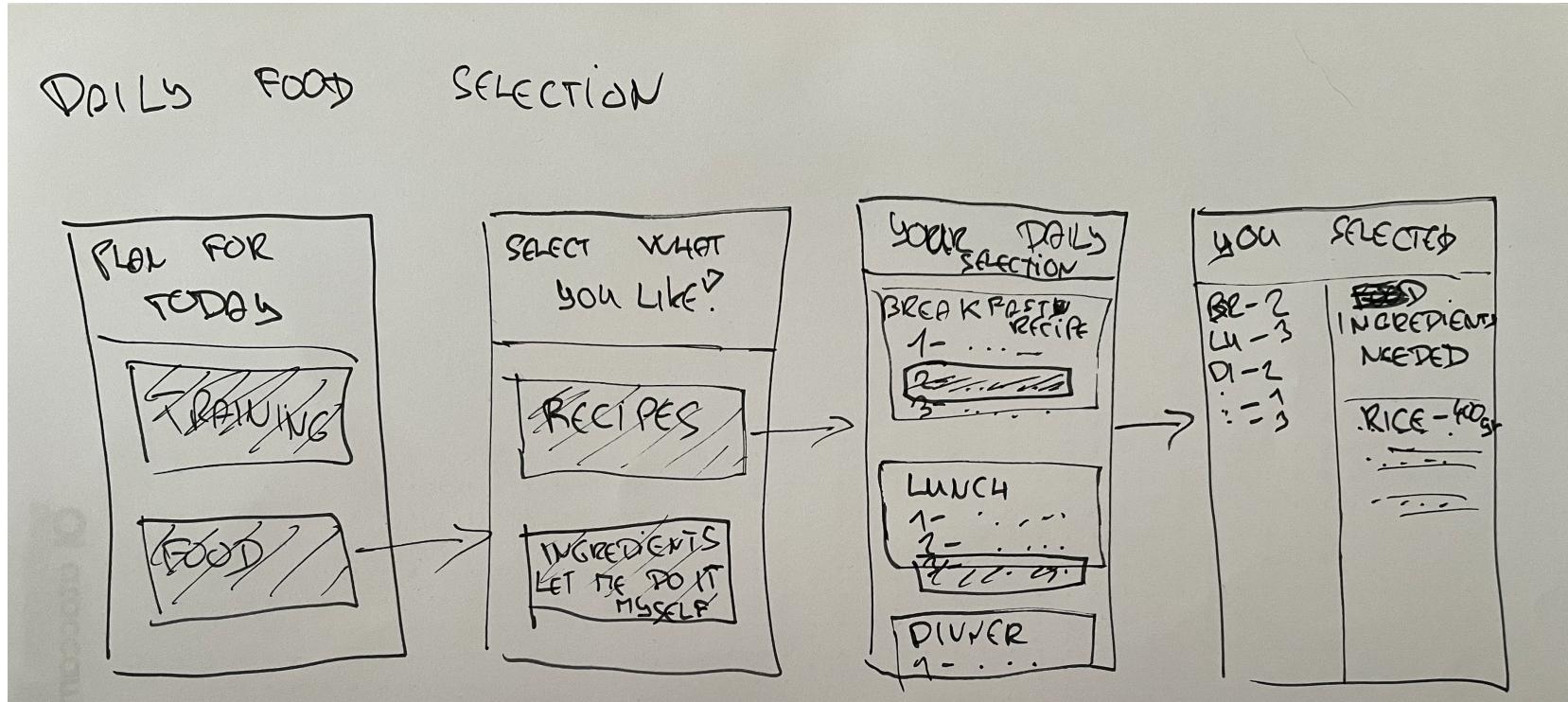
TRACKER

workouts 46
kcal/w 248
time/w 130 min
progress towards goal 73%

Plan selection



Daily food selection



Decide

Pick the final concept that you develop into a prototype

Decision

Decision

Rationale

Plan selection

This is the core of our app and we believe this graphical vision where you can directly see your possible improvements is advantage over our competitors.

With a graphical description it is more likely that users will retain recommended levels of physical activity and will regularly exercise to reduce possibility of specific diseases. This will generate savings to our company.

Prototype

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

Plan selection

PHH App Plan Selection

1 John Dee wants change



Description

John Dee, our customer who already has this application decided it is time to prevent diseases and get more fit.

2 App Opening



Description

He opens our app with the aim to see what it takes to do.

3 Josh Details



We already know about you!
Do you want to edit smth?
Weight, description, etc.

4 Plan Selection

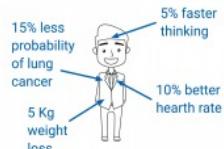


Select plan that you like!

Description

He is offered a set of multiple already prepared plans for him, each with a slightly different goal bringing slightly similar benefits and time options.

5 Details of the plan



Description

He can immediately see what improvements this plan will have on his body and mind.

6 Plan selected



Description

After selecting a plan that is the best fit for him he selects this plan as his current and can start with the plan steps.

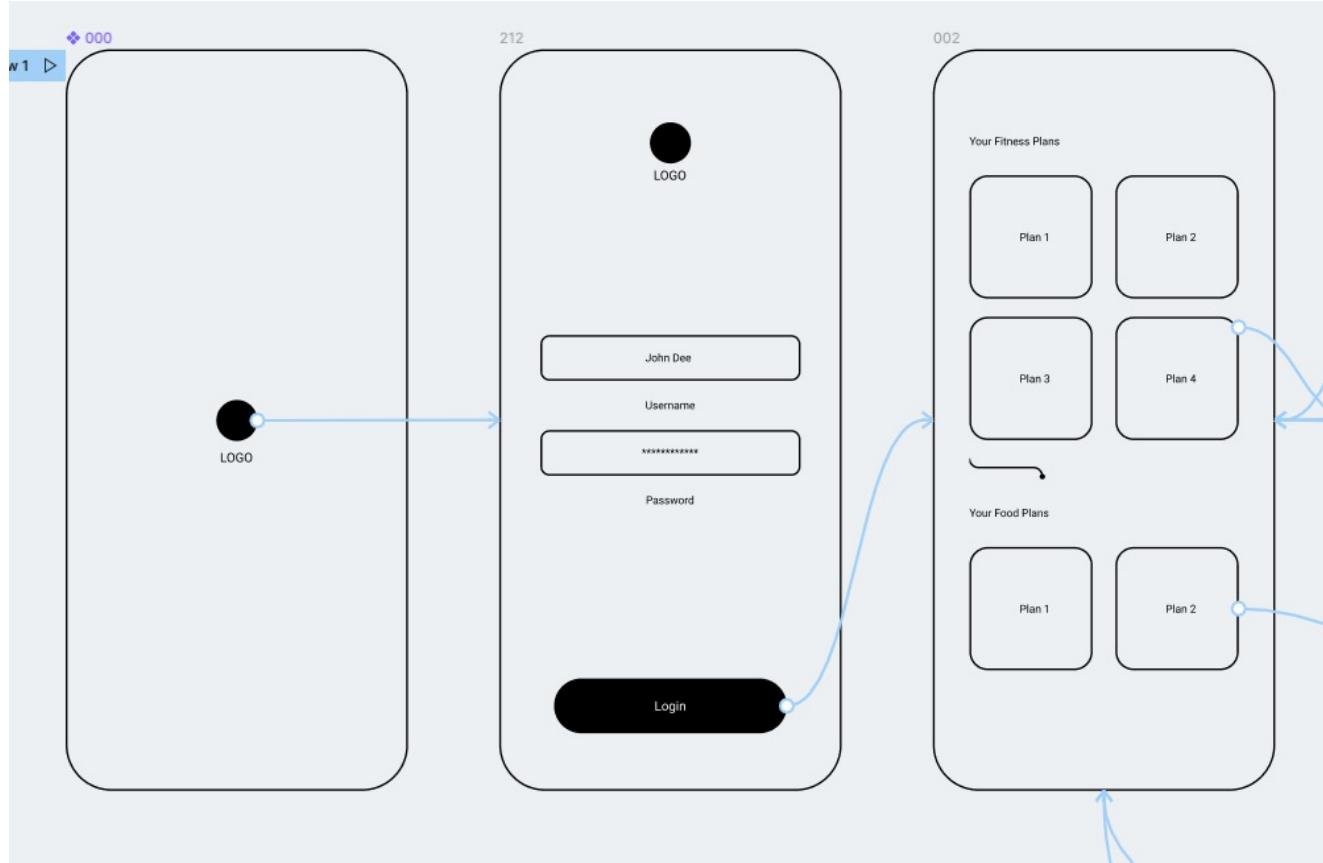
7 John starts with the plan



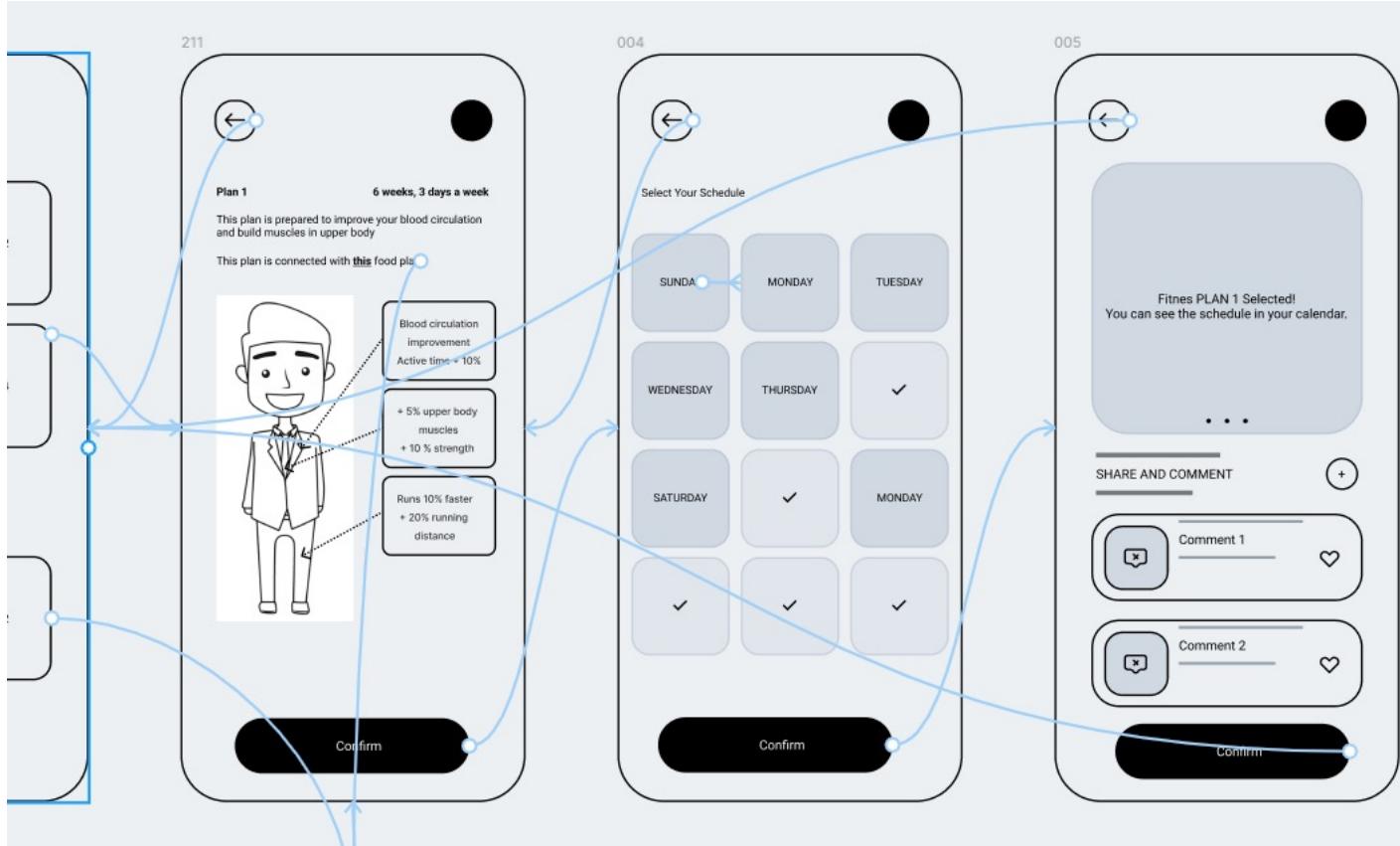
Description

He plans his day according to selected plans

Prototype

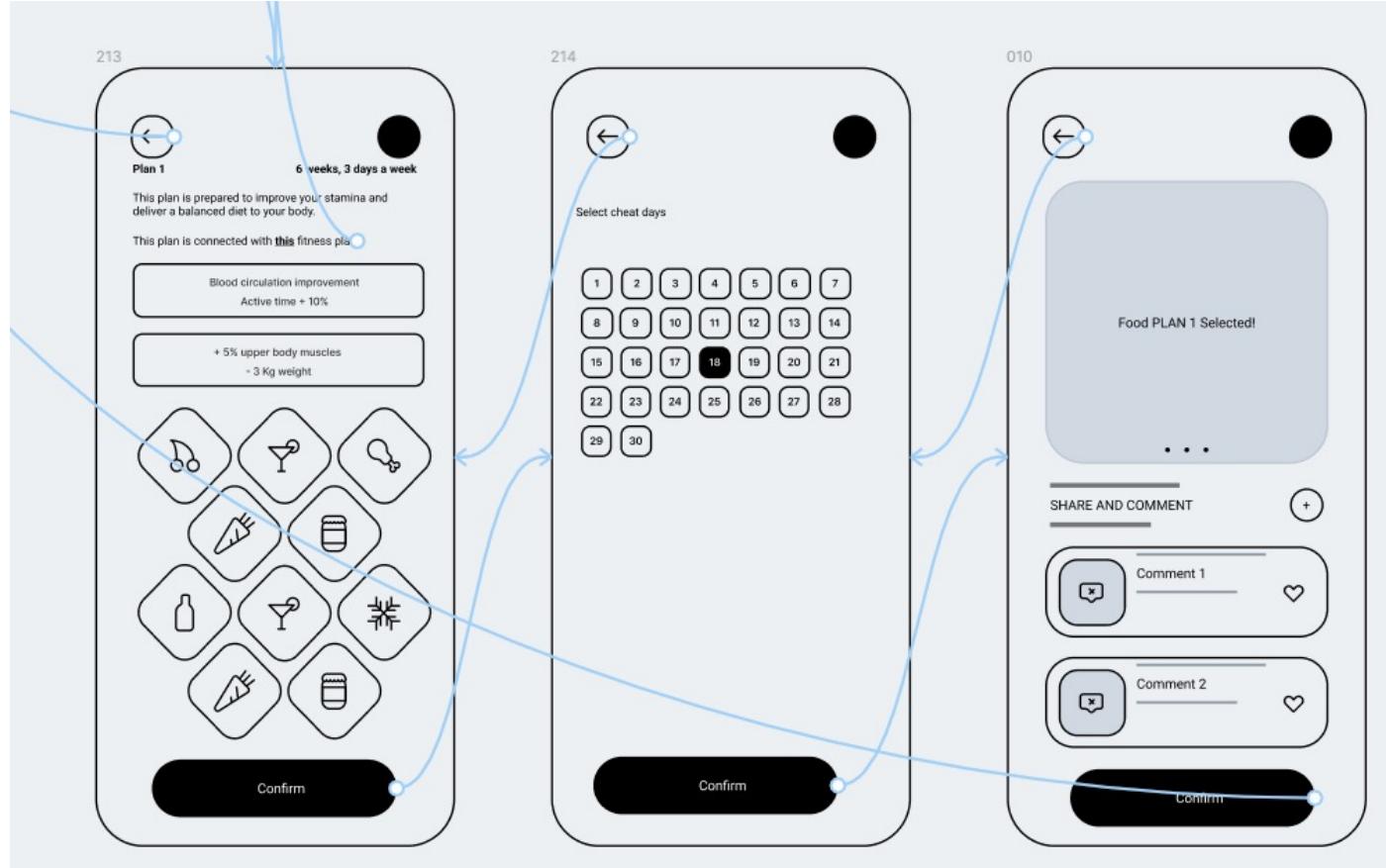


Prototype



[Link to prototype](#)

Prototype



Prototype

Description

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

This prototype shows flow of how user can access the application, select a fitness plan, and schedule it.

Assumptions

- Any assumptions within the prototype

Prototype only shows what is needed in this flow, events are not available

[Link to prototype](#)

Tasks

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

User can login into the application, browse plans, select one plan, and schedule it.

Validate

Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

PHH Application: Research Plan

PM: Nikola Georgiev
STATUS: DRAFT

Objectives

Our main goal from this research is to see whether people would be interested in this application and whether they like the main flow of plan selection.

Methodology

Sessions are conducted online through Teams. **Participants did not give consent to record audio.**

Participants

Karel Kriz, Denisa Novotna

PHH Application: Interview Sessions

Introduction

What we want to collect from this session is a first feedback on our new application. We want to know what you think about it, whether the main flow seems usable for you, and how likely would you used it.

Background Questions

Please tell us your basic information as is gender, age, and health status.

Tasks

Prototype-- not everything may work, it is a first prototype. You're not being tested. We just need your feedback on what we've built. Thinking out loud is a great way for us.

Task 1

How would you browse plans?

Is the selection according to your expectations. Is there anything that seems out of way?

Task 2

How would you schedule and confirm you plan?

Is it working according to your expectations? Is there anything that seems out of way?

Wrap Up

How do you like it? Would you use it? How would you make it better? Thank you!

User Testing: Karel Kriz Key Findings

[LINK TO MP3](#)

What worked well

*Flow is according to his expectations
Really liked how the potential results are visible*

Where participants got stuck

Plan selection, missing filters and descriptions

Other observations

*Schedule seems fine, although he needed to open his calendar (maybe connect calendar?)
How it will work when I change the plan in the meantime
Connection between food and fitness*

Karel Kriz: Interview Notes

33 years old male, has issues with his back from his sedentary lifestyle mainly due to his work as a programmer.

When explained about how we would know his health details (doctor cooperation), he said that it is a really good idea, and that he needs something that will help him stay fit – a long time problem.

He thinks the scheduling needs more work to work cross multiple other sources – food, fitness, his calendar.

User Testing: Denisa Novotna Key Findings

[LINK TO MP3](#)

What worked well

*Able to go through both tasks seamlessly
Excited from how the results are visible, thinks it would help her with her morale*

Where participants got stuck

*Second plan selection
Food vs Fitness*

Other observations

*Would like to create her own plans
Has interest in food, is really missing the food plan selection, and is curious about how it will work together.
Gym plan missing.*

Denisa Novotna: Interview Notes

28 years old female, healthy, regularly visits the gym.

Uses different fitness app which is helping her to practice sets of workouts in the gym. This feature is missing.

Loves food x fitness together. Is interested in healthy food.

Says that as she already knows some exercises, she would like to have the possibility to create her own plans with a set of predefined exercises.

Handoff

Updated PRD

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- Sedentary lifestyles:
 - increase all causes of mortality, double the risk of cardiovascular diseases, diabetes, obesity, increase the risks of colon cancer, high blood pressure, osteoporosis, lipid disorders, depression and anxiety
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Goals

- User have recommended levels of physical activity
- Users regularly exercise to reduce possibility of specific diseases
- Users eat healthy and a balanced diet
- Users can connect food and fitness and see the results immediately
- We generate savings by converting customers to regular users

Updated PRD (page 2)

Key Features & Scope ->

Core UX Flow

Link to prototype

Priority	Feature	Description
P ₀	Fitness plans selection	As User I want to be able to select between multiple fitness plans (7-10) As User I want to have 7 - 10 fitness plan ready and preselected for me, based on my health status.
P ₀	Food plans selection	As User I want to be able to select between multiple food plans (7-10) As User I want to have 7 - 10 food plan ready and preselected for me, based on my health status.
P ₀	Dynamic schedule, multiple days a week	As User I want to be able to schedule my fitness plan to follow this activity only a multiple days a week. As User I want to be able to skip or postpone activities in my selected plan.
P ₀	Plan management - edit and delete existing plans	As User I want to be able to edit my existing plans (reschedule), and remove them from my schedule. As User I want to be able to use new plan over the old selected plan, and continue with the new one.
P ₀	User can follow and edit food plan schedule, and fill their calories	As User I want to see my food schedule based on my selected plan. As User I want to be able to fill detailed information about my food intake. As User I want to see how accurate I am in following my selected food schedule.
P ₁	Create your own plan	As User I want to be able to create my own fitness and food plans. As User I want to have a set of recommended recipes and workouts that I can use to create my own plans.
P ₁	Notifications of upcoming activity	As User I want to be notified about my upcoming food and fitness activities, so I am ready for it each time.
P ₁	Ranking system	As User I want to have the possibility to climb ranks and compete with other users.
P ₁	Connection to doctor	As User I want to be able to send messages to my doctor through this application. As Doctor I want to be able to respond to Users on their messages. As Doctor I want to see how User who messaged me is performing so I can give him an advice.
P ₁	Calendar connection	As User I want to have my calendar connected, so I can see my schedule directly in other schedules in this application.