GetFit by KP

Design Sprint

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Set the stage

Set the stage for the Design Sprint by framing the problem

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Initial PRD

PRD

Understand

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

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How Might We

Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc

How might we….track a user's step count?

How might we….monitor user's heart rate?

How might we.. encourage users to track their weight on the app?

How might we…. Make it easier for the user to find calories in their food?

How might we… encourage users to exercise regularly?

How might we….create awareness about preventive healthcare?

How might we….encoura ge to people drink more water?

How might we….encoura ge people to update their food intake in the app?

How might we….help users set up appointments

How might we…help people understand their eating patterns?

How might we….make people aware of the risks of bad eating?

How might we….have build a community to enhance accountability ?

How might we…nudge users to persist on difficult days?

How might we….gamify the system to encourage users to stick to the goals?

How might we….teach people to focus on mental health?

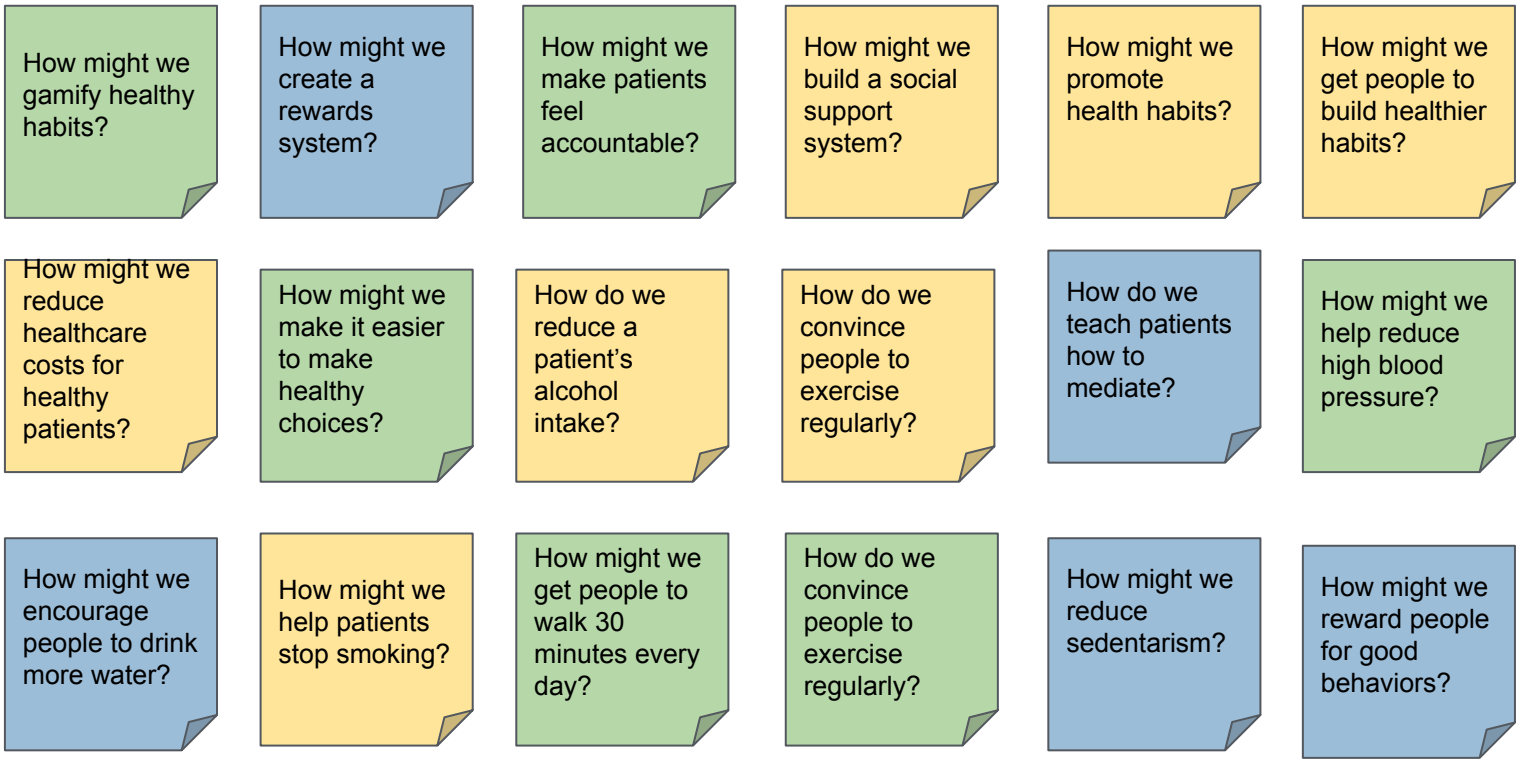
How might we….have smaller goals which will encourage to continue?

How might we….create personalized diet plans?

How might we….motivate people to eat more fruits everyday?

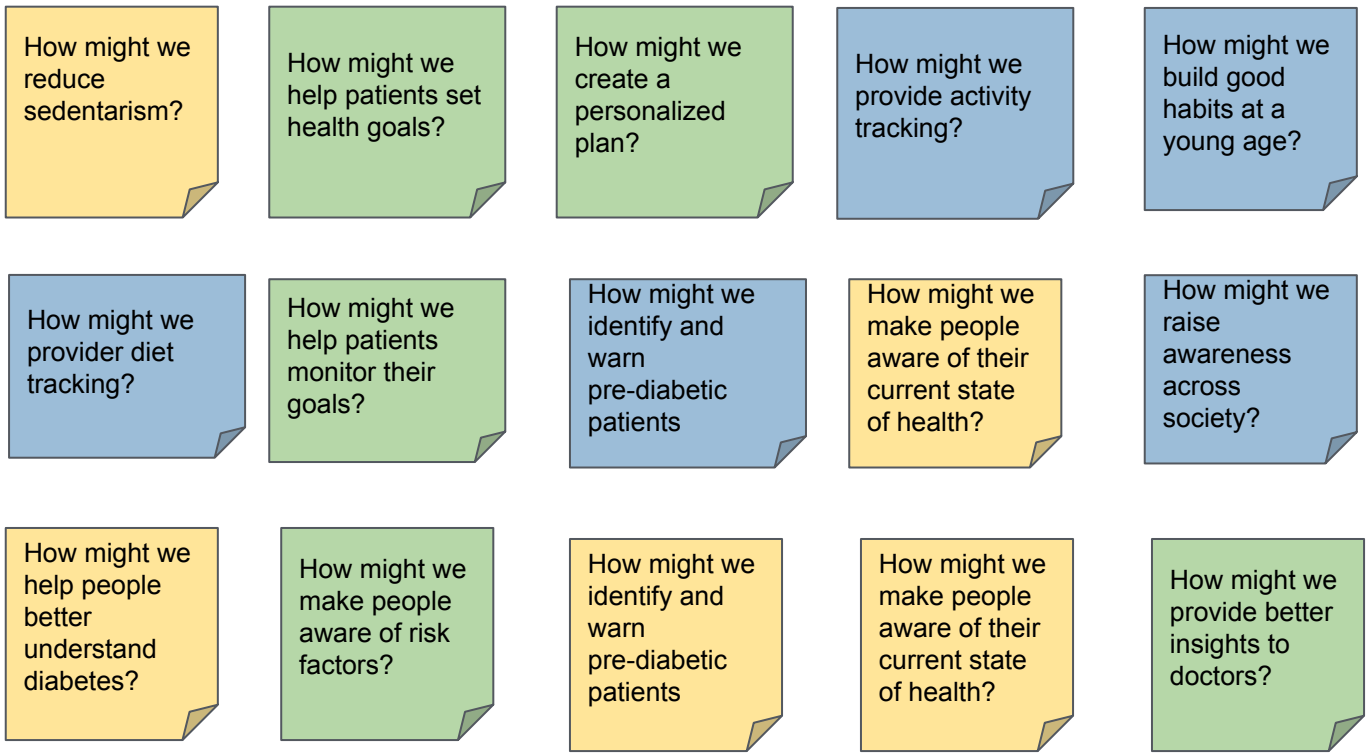
Other Stickies - 1

Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc

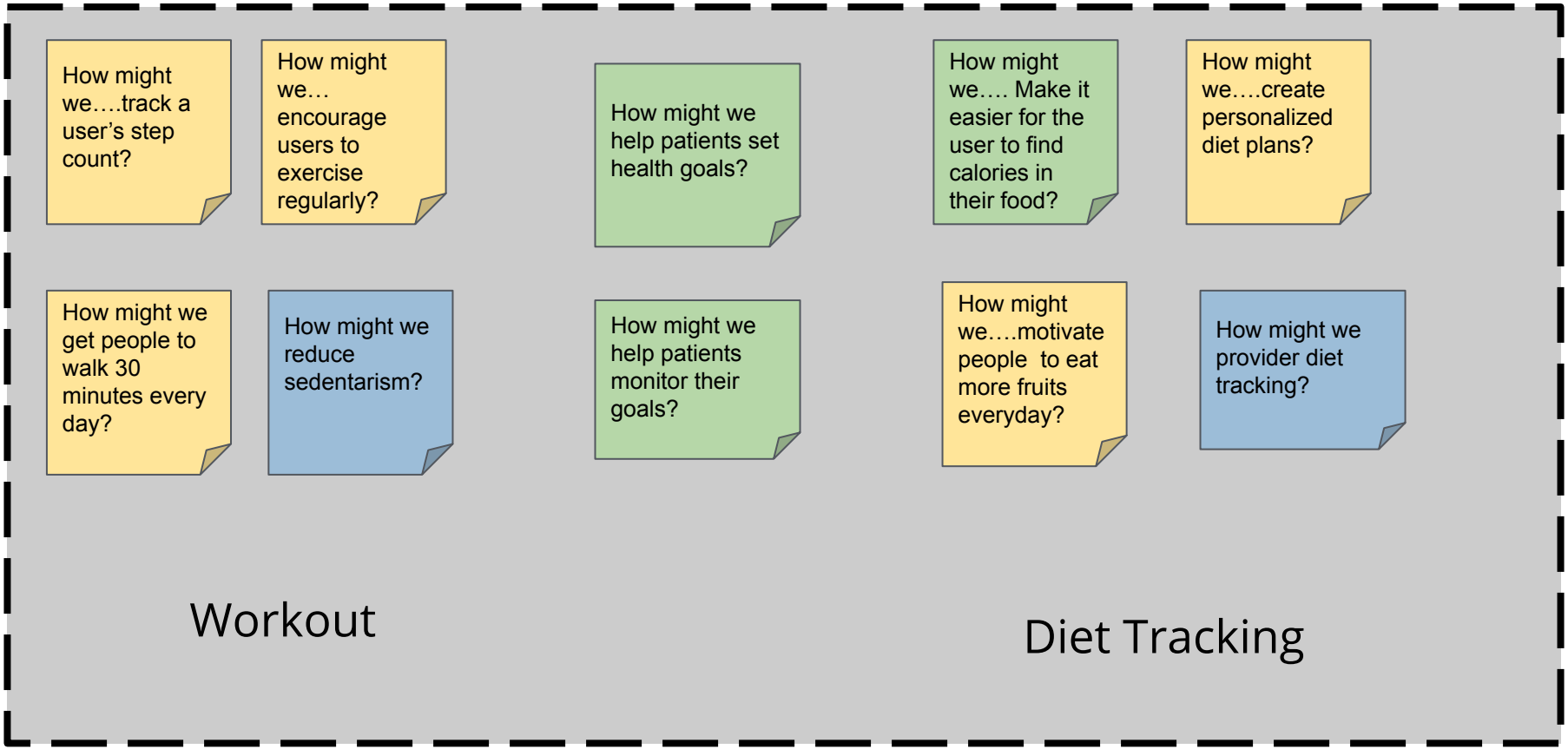


Other Stickies - 2

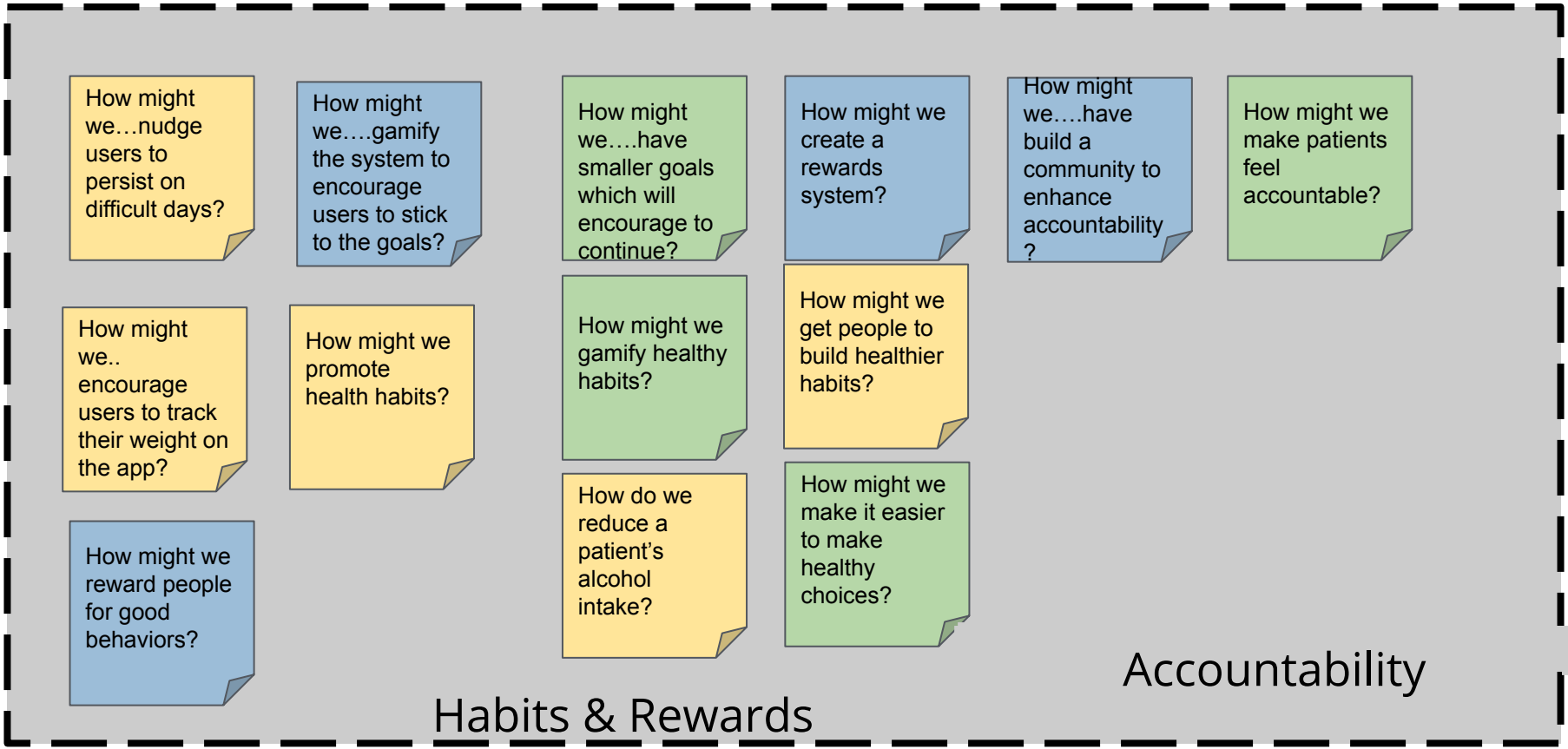
Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc



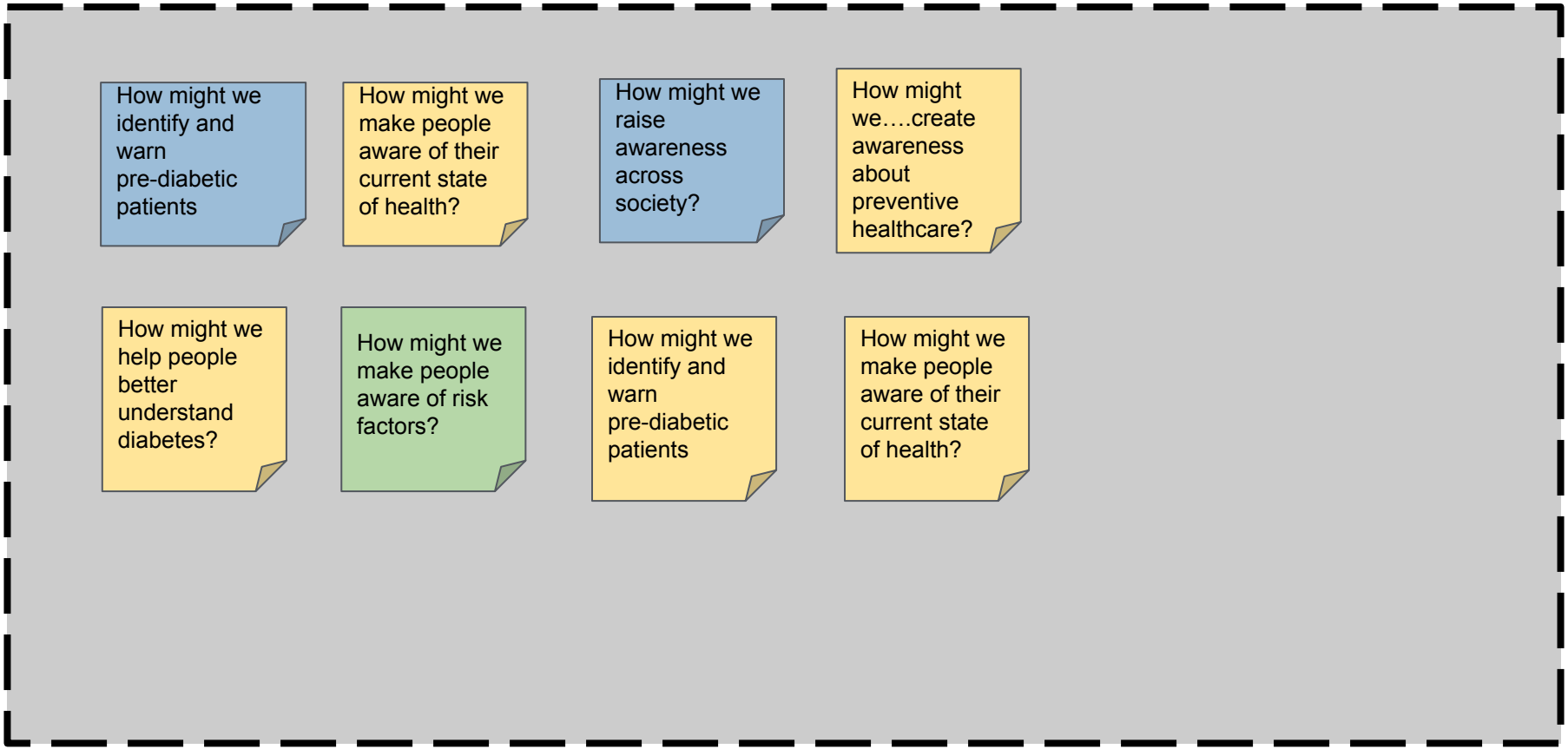
Theme - Workout & Diet Tracking



Theme - Habits & Reward systems



Theme - Awareness



Theme - Others

How might we provide better insights to doctors?

How might we….help users set up appointments

Digital Appointments

Sprint Focus

Focus	**Tracking, Habits and Reward Systems**
Slide #	**#8,#9**
I selected this theme because	KP has decided to focus on this theme, since a positive motivation and push could help users change their habits over a period of time. With the right nudge and accountability, users would be able to set health goals, track them. This coupled with the fact that we can use the existing data to focus at risk users will not only help achieve KP reach its goal but also help its users lead a healthier life.

Define

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

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Reimagine preventive healthcare, with GetFit By KP

The current pandemic has highlighted the importance of being healthy and drawbacks of sedentary lifestyle. Data shows that more than 80% of the hospitalizations due to COVID are due to comorbidities. Many of these comorbidities are preventable. KP has a long history of working with healthcare providers and a lot of data and research on preventive healthcare.

Armed with this data and network of health care professionals and hospitals, with the focus on improving their users habits and lifestyle, KP has decided to launch the GetFit application. KP would use this app to raise awareness among the users about preventive diseases, such as Type 2 diabetes and obesity. GetFit would nudge users set specific activity and diet goals, track them and thereby achieve their health goals.

GetFit by KP app would would be available for all KP members on both Android and iOS platforms. GetFit would also make setting up digital appointments easy with the use of the app.

Success Metrics

- Set at least two user-centered *goals*
- Identify changes in user behavior will *signal* success in reaching the goal
- Create a *metric* to measure each signal

	Goals	Signals	Metrics
Happiness	• Returning users • User reward system	• Existing users logging in • Users agree to rate the app • Users completing activities to get awards	• # of existing users logging in/week • Avg app store ratings • Net Promoter Score • # of reward points/user
Engagement	• User checkins • Creating goals • Updating goals	• Amount of time spent on the app • Amount of time spent in creating and updating goals	• # of user checkins/week • # of goals achieved/week • # of goals created/week
Adoption	• New user sign ups • Referral signups	• User registration • Registration using referral links	• # of new user registrations/week • # of registrations/week using referral links
Retention	• Paid subscriptions	• Users opting for subscriptions	• Daily active users • Churn Rate • Subscription renewal
Task Success	• Achieving health, diet goals • Risk profile for diabetes, other diseases	• Users updating that the goal has been reached • Users completing their risk profile	• % of users updating risk profile • % of users reaching their goals

Sketch

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

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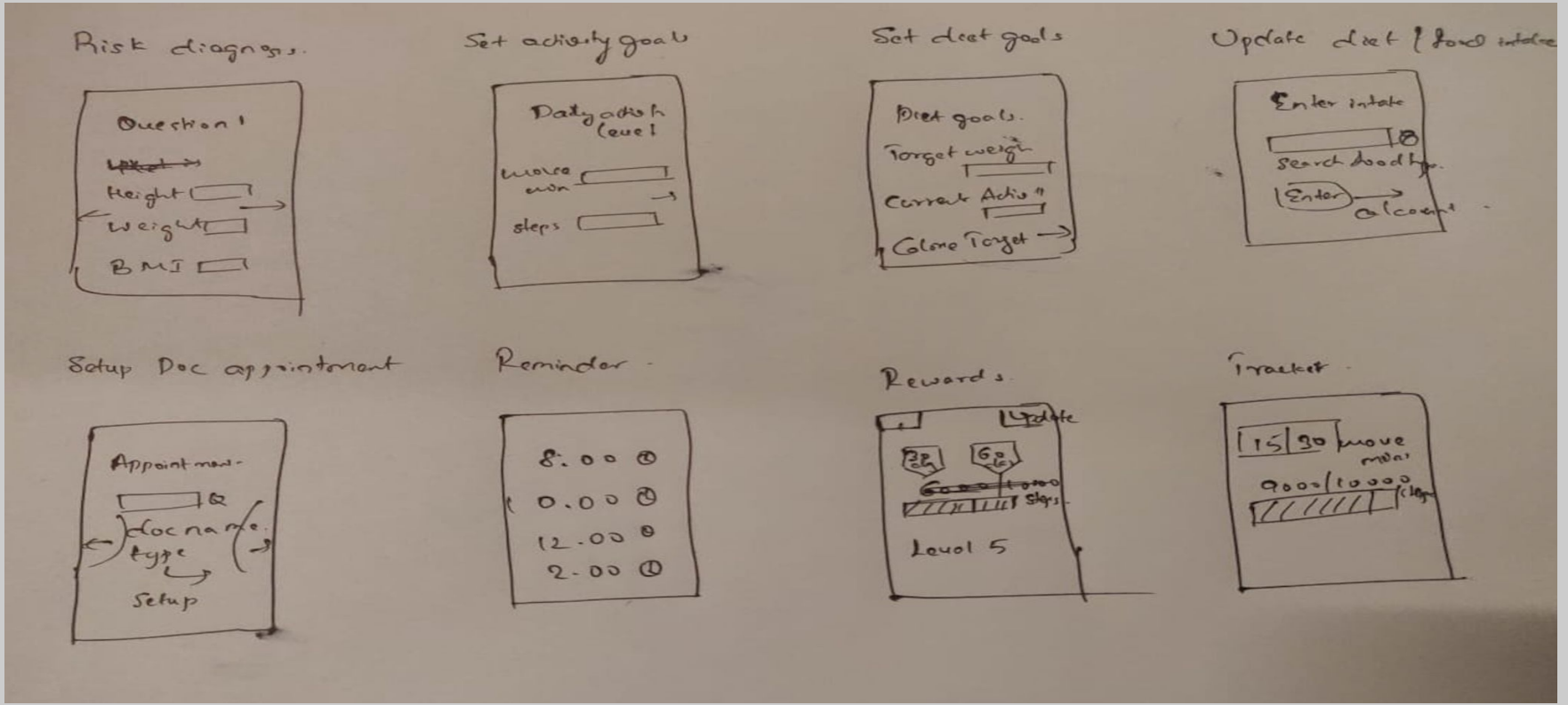
8 Sketches


Risk diagnosis.
Question!
Height
Weight
BMI
Set activity goals
Daily activity level
Move min
steps
Set diet goals
Diet goals.
Target weight
Current Activity
Update diet & food intake
Enter intake
Search food
Enter
Setup Doc appointment
Appointment
Doc name
type
Setup
Reminder
8.00
10.00
12.00
2.00
Rewards
Update
Level 5
Tracker
15 30 move min
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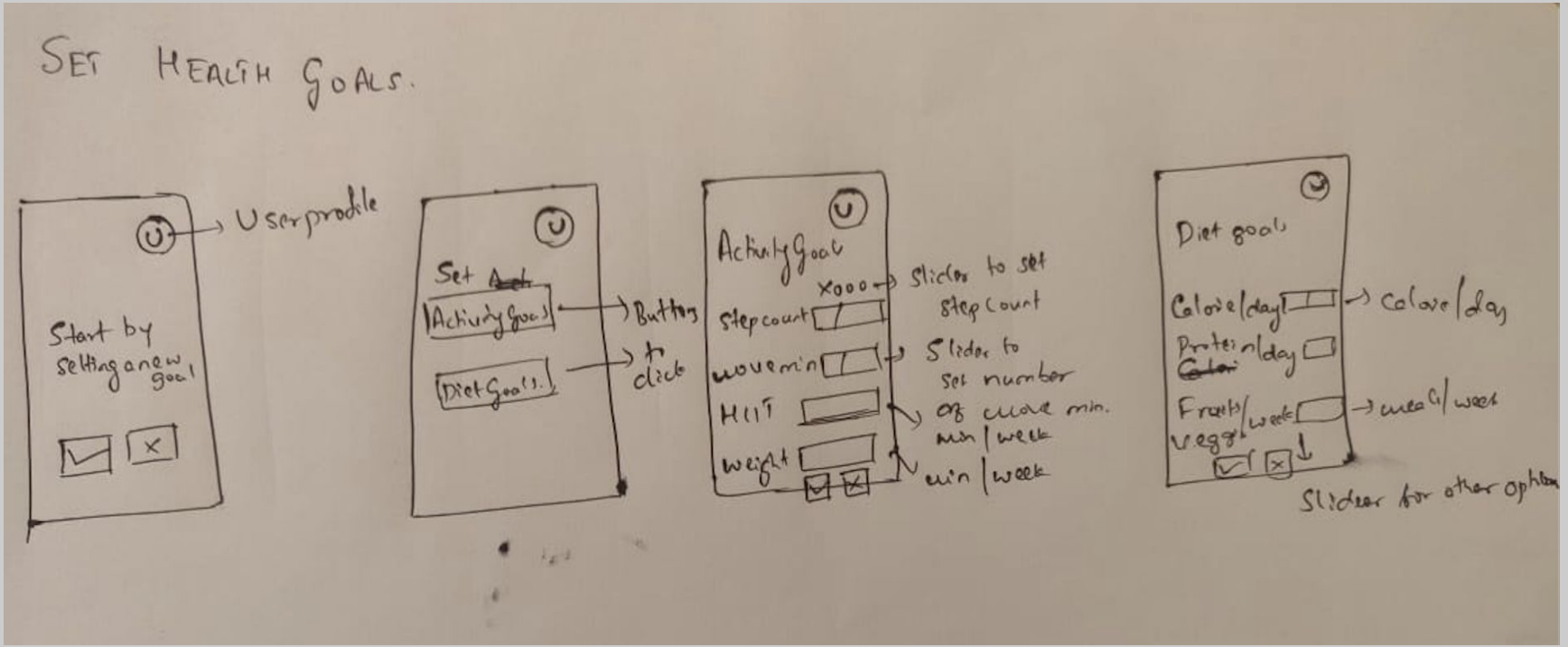
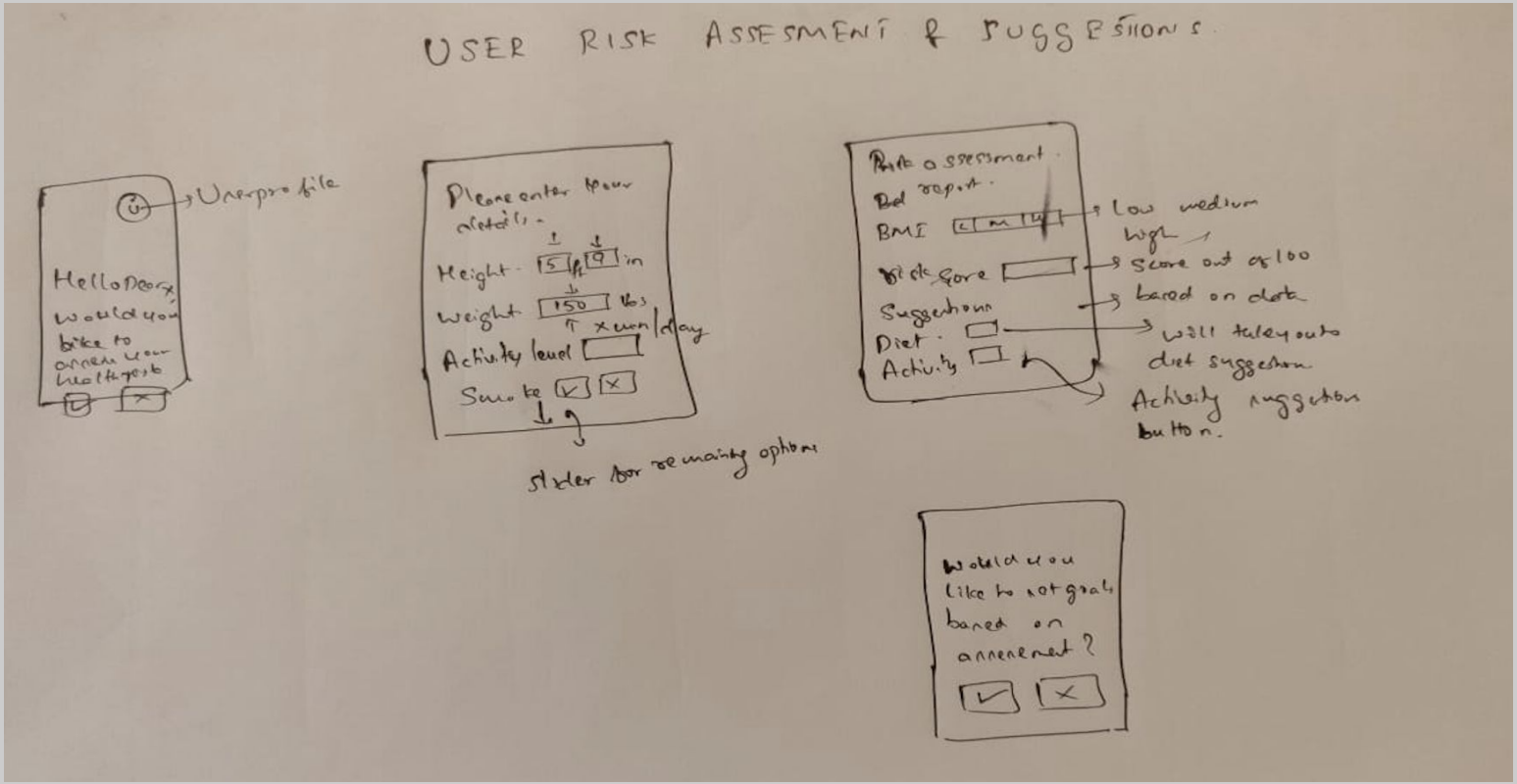
steps

Solution Sketch 1



Solution Sketch 2



Decide

Pick the final concept that you develop into a prototype

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Decision

Decision	**SET HEALTH GOALS**
Rationale	Setting health goals is the most important aspect of the app. The ability to set, track and achieve goals with the reward system and nudges would be the starting point of moving towards a more healthier lifestyle.

Prototype

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

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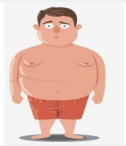
Storyboard

I was unable to share the storyboard public link with the free account. If needed can be shared with specific email id.

Link your plot



1

SCRIPT

Sam has been an IT professional for 15 years. During a routine health checkup, the healthcare professional suggested he is at risk for Diabetes and he starts using the KP app to change his lifestyle.

ACTION

2

SCRIPT

Worried about his health Sam downloaded the GetFit by KP App right away. Sam used his member details to log in to the app. He starts reading about preventive healthcare.

ACTION

3

SCRIPT

Sam takes the risk assessment questionnaire and gets back advice based on his current health report. Sam sees an option to set his. activity and nutrition goals based on the survey.

ACTION

7

SCRIPT

After following the plan for 6 months, Sam sees a considerable difference in his body. He is much fitter, he eats much better than before. His friends start complimenting him on his fitness levels.

ACTION

4

SCRIPT

Sam updates his activity goals based on the suggestion.

ACTION

5

SCRIPT

Sam updates his diet goals based on the suggestion. Sam is happy to see the variety of diet options available.

ACTION

6

SCRIPT

Sam starts tracking his daily and weekly goals. Sam gets motivated by the reward system which helps him level up(gamification) which helps him push through the challenges and reach his goals.

ACTION

Prototype

Description • High level overview of the prototype • What does it do?	In the beginning the user is asked for the KP Member ID to login. Once logged in the user is supposed to answer questions about his current health status. Based on this the app suggests activity and diet goals. User can track their goals on home screen and track their progress on the progress screen.
Assumptions • Any assumptions within the prototype	• Assume the user has KP member ID • Users will update their risk assessment • App can advise the user based on the survey data
Tasks • What are the tasks that a user can complete in the prototype?	• User can login using KP ID • User can update their profile for risk assessment • User can view their goals and accept their goals based on the risk assessment report • User can track their progress

Link your 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

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Plan and recruit for research

Link your research plan

User Testing

Key Findings from Participant 1

Link your notes

Link your audio recording

What worked well	• The user flow makes sense • Structure was easy to understand • Profile was easy to understand • Progress page is intuitive
Where participants got stuck	• Need to make some of the login method more intuitive • Option to edit workouts • Calendar view for the month • Call out that the goals for nutrition are expected goals
Other observations	• Give details on what is risk assessment about • Something which would record intensity and time allotment users can give • More graphics/images

User Testing

Key Findings from Participant 2

Link your notes

Link your audio recording

What worked well	• Simple design • Data based goal setting something which would be useful • Not too many distractions, focused on the use case
Where participants got stuck	• More clarity on the risk profile - the low risk, high risk categories • More options in goal settings
Other observations	• Give details on what is risk assessment about

Improvements

Improvement #1	• Option to edit activity goals
Rationale	*With the current version there is not much option to edit workouts once created. Even the workout options available are very limited.*
Improvement #2	• Add more pictures/images
Rationale	*Currently the goals tab and the progress tab contain a lot of text, a visual representation of the progress and the goals would make it easier for the end users to absorb the information*

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI • *What data is needed to draw* the UI on the screen? • *Where is the data coming from*	• Health Risk assessment survey results • Profile pic and basic user data to be loaded based on member ID	• Running the risk assessment survey and providing the suggested goals as quickly as possible • How do we build goal system which maps workouts based on risk profile?
User generated data • *Is it stored?* • *Where/how?* • *How wll that data be used again?*	• Storing member ID • User health data • Storing users progress, goals and activities	• How do we safeguard user data? Encryption? • Where we do we store the data? Should we backup users personal data to our database? • How do we map the app data to the data we already have for users
Latency • *How quickly should things load?* • *Are there any operations that might slow down load time (ie: a call to another service)?*	• Fetching the user profile based on the member ID • In the progress tracking how do we load the older data?	• How do we get the profile data based on the user member ID quickly? • Can we keep data on phone's local storage

Handoff

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Updated PRD

PRD