

# Veterans Affairs Participatory System Dynamic Platform (VA PSD)

WireFrame Design – Discussion Document  
12-Aug 2017



# Topics

1. Objectives
2. Users and Use Cases
  1. Our understanding of Users and how platform will be used
  2. Conceptual Overview of Users, Groups, Games, Data
3. WireFrames
  1. Basics
  2. Expected deliverables
4. Examples

# Wireframes – Objectives

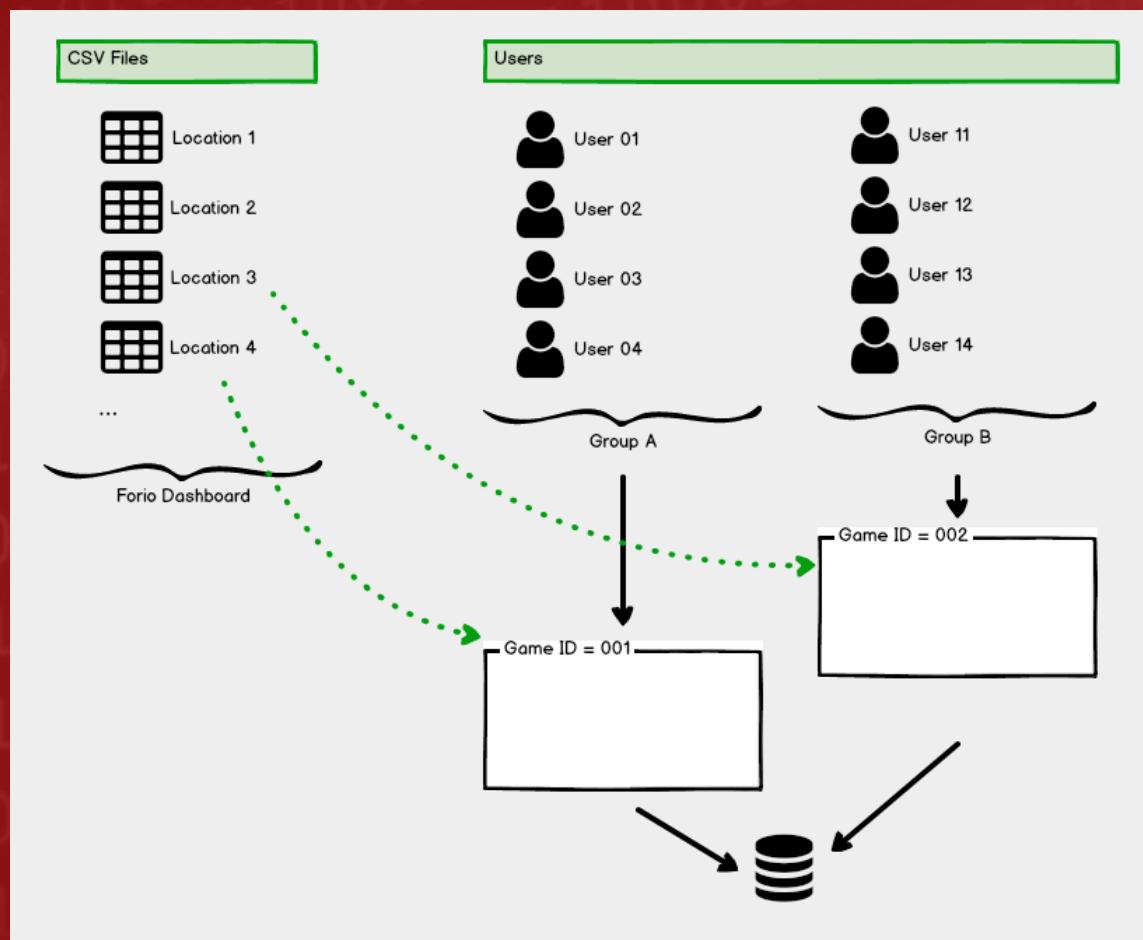
## Why do we want Wireframes?

1. SOW requirement and deliverable – including testing for Graphic Standards
2. Technical development & testing
  1. Guide for subsequent design and work
  2. Efficiency once we've established template
3. Test with users
  1. Does the design and flow make sense to the user (UX)
  2. Does it support the use cases
4. Requirement for Iteration A  
“Logon, basic UI, screen flows, initial input/output”

# Our Understanding of Users and Uses

1. Modeling Workshop
  1. Team meets every month for a year
  2. Months 7 – 11 are model-focused
  3. Objectives of Modeling Workshop:  
Learning, Decisions, Improve Care Delivery
2. Teams will use PSD Platform before, during, and after Modeling Workshops
3. Each Team = 5 – 7 Users at a location (for example, Stockton)

# Conceptual Overview of Users, Groups, Games



# Conceptual Overview of Data from Games

GameID	Time	Variable	Value
001	Y1 Q1	Input_ABC	15
001	Y1 Q1	Input_DEF	195
001	Y1 Q1	Output_JKL	0
001	Y1 Q1	Output_MNO	0
001	Y1 Q2	Input_ABC	15
001	Y1 Q2	Input_DEF	195
001	Y1 Q2	Output_JKL	965.2
001	Y1 Q2	Output_MNO	14.8
002	Y1 Q1	Input_ABC	12
002	Y1 Q1	Input_DEF	210

Other data

1. Teams, Users
2. Chat

# Wireframes

## Basics – Overall Template/Structure (example)

A Web Page

http://

Title / User

---

Status / Metrics

Chat / Messages

---

Input / Detail



A Web Page

http://

Wellville Care Delivery Simulator  
Stockton

UserName

---

Text and Metrics Status

One Two Three Four

Text & Metrics

Chat and Messages

---

not selected

selected

indeterminate

disabled

disabled selected

disabled indeterminate

ComboBox

option 1 (selected)

option 2

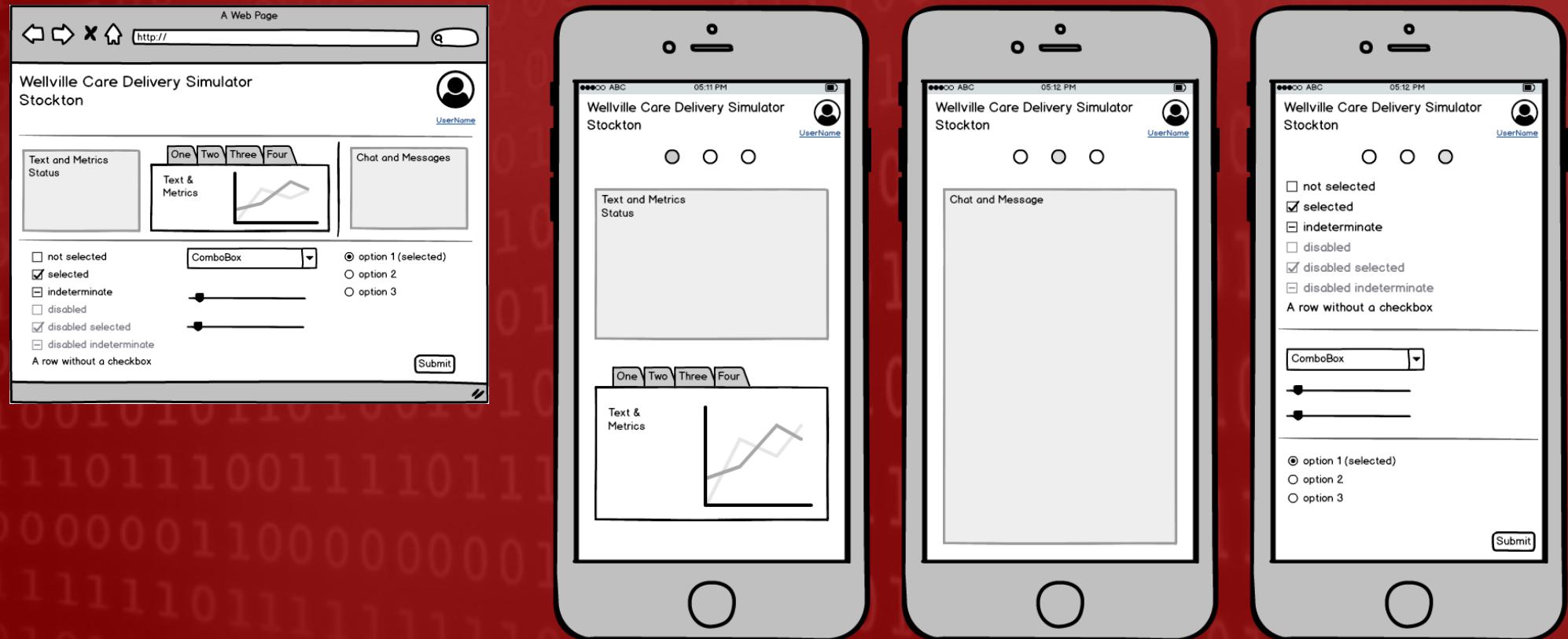
option 3

Submit

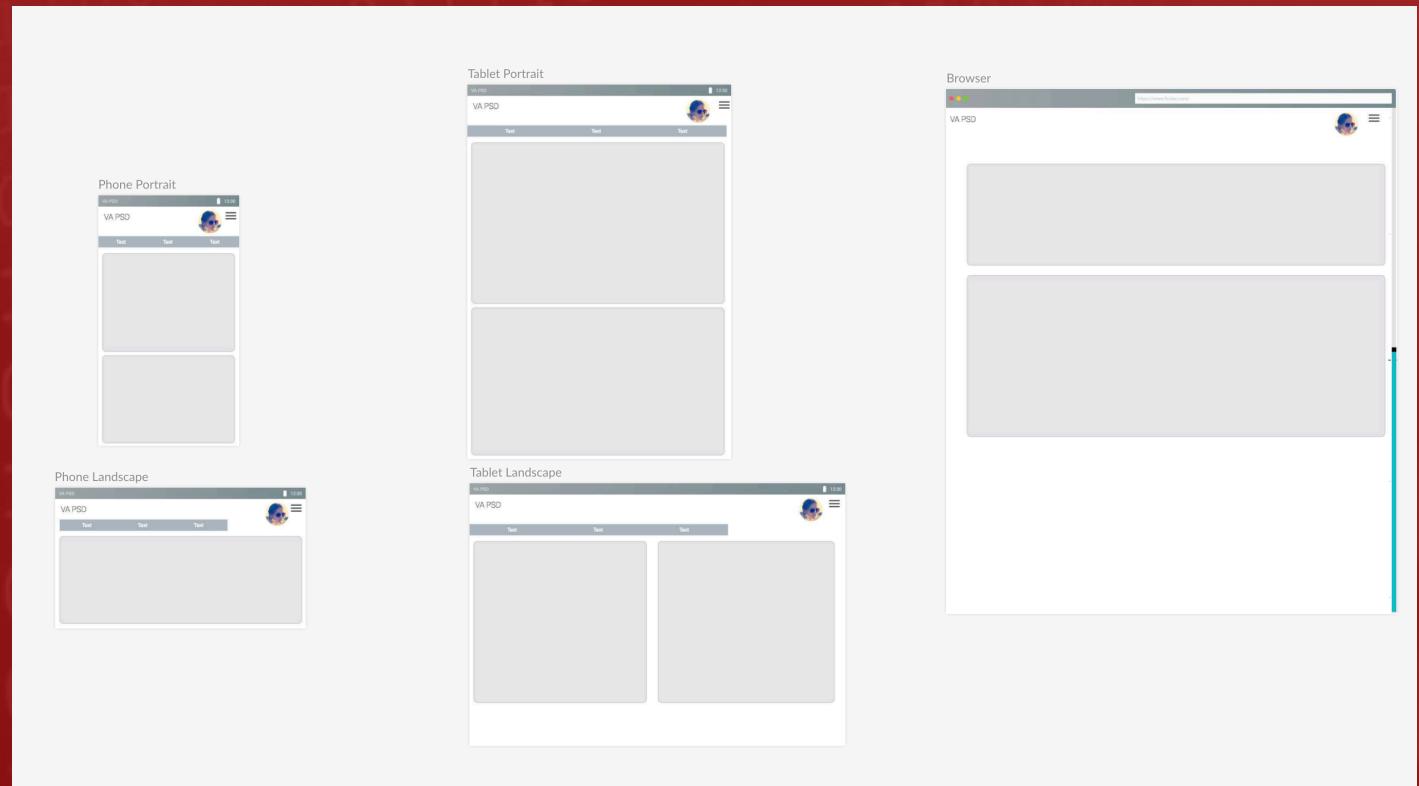
A row without a checkbox

# Wireframes

## Example Template/Structure applied to Phone



# Responsive Design Formats (Phone/Tablet x Portrait/Landscape, Browser)



# Expected Deliverables

## 1. Screens & Flows

Wireframes will have some specific graphical elements but may not have the specific graphs, metrics, and other details defined.

## 2. Admin-User (i.e., the facilitator) Screens and User Screens

## 3. Responsive Design

# Some UI Examples

## Forio – HBS Food Trucks (A)

**Food Truck Entrepreneur Simulation**

Harvard Business Publishing

Map Reports Leaderboard

Week 2, Day 1

CITY MARKET

Strategy for Week 2, Day 1

GO!

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Developed in partnership with /forio

**HARVARD BUSINESS PUBLISHING** New Venture Exercise: The Food Truck Challenge

Map Reports Leaderboard

Market Data Observations

**FROZEN INDUSTRY REPORT (2017)**

**Snapshot**  
1% Annualized Growth expected over the next 5 years  
\$12B Frozen Treat Industry  
\$3.2B from Foodservice Locations

Category	Percentage
Ice Cream	59%
Frozen Yogurt	22%
Other	19%

**Industry**  
Foodservice: 45%, Ice Cream: 59%, Frozen Yogurt: 22%, Other: 23%

**Demographics by Location (2016)**

An old friend of the family, who ran a sorbet stand in Boontown for 12 years, until last year, has offered to tell you about the demographics of each neighborhood.

**Demographic Mix per Location (2016)**

- Beach:** mostly young families with children, and students
- Arts District:** children, young couples, and older couples
- Train Station:** working commuters
- University:** students
- Downtown:** working professionals
- City Market:** young couples and older couples

**Sales by Location (July 2016)**

An old friend of the family, who ran a sorbet stand in Boontown for 12 years, until last year, has shared his sales records with you.

Location	Avg. Daily Orders
University	~140
Train Station	~110
Downtown	~100
City Market	~115
Beach	~90
Arts District	~80

**Trends**

1. HEALTH CONSCIOUSNESS: increased health awareness, dietary preferences towards frozen yogurt, smoothies, and others perceived to be less unhealthy.
2. FRAGMENTED MARKET: the increasing number and variety of frozen snack options is fragmenting the market.
3. POPULARITY OF LOCAL: the increased popularity of "local" and "hand-crafted" products is giving greater power to local, independent ventures (at the expense of major chains).

**Local Competition (Current Year)**

**Foot Traffic by Subway Stop (2015)**

**Make Decisions**

Method:  
Food Truck, Pushcart, Market Data

Menu:  
Ice Cream, Frozen Yogurt, Smoothie

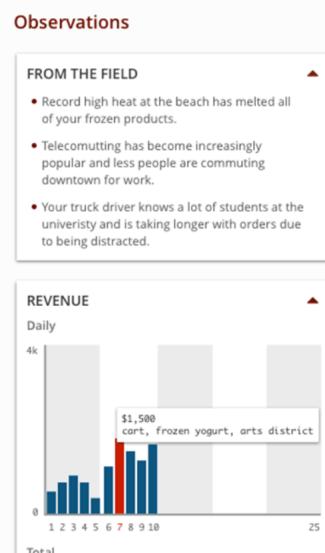
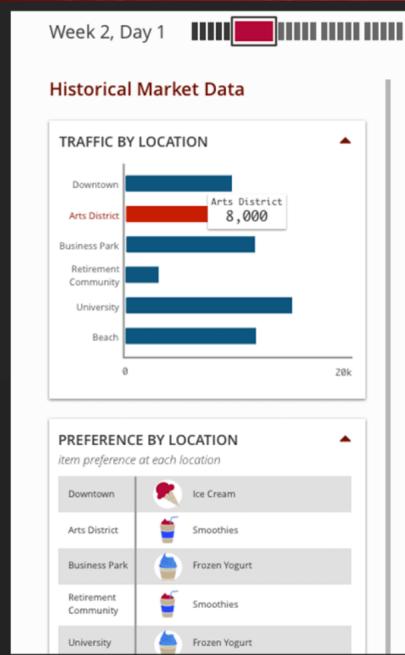
Location:  
Downtown, Arts District, Train Station, University, City Market, Beach

Strategy For Week 1, Day 1

GO!

# Some UI Examples

## Forio – HBS Food Trucks (B)



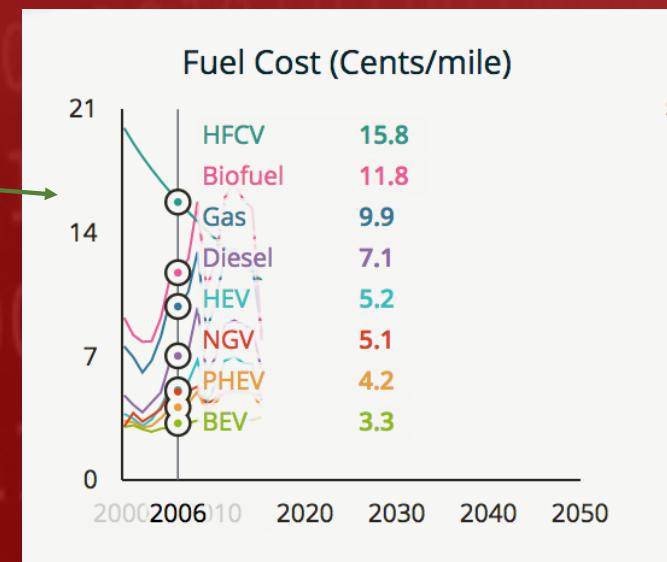
MIT Driving the Future | Dashboard

[Back to Dashboard](#) [Policies](#) [Scenario Assumptions](#) [Menu](#)

Vehicle Platforms		Scenario Assumptions	Energy Prices
When will each vehicle platform be available to new vehicle buyers?		How much will energy prices change by the year 2050? (% change in real baseline price relative to today's price)	
Year Introduced	Platform	Gasoline and Diesel	0%
Gas 1900	Gasoline Vehicle	Electricity	0%
HEV 2000	Hybrid Electric Vehicle	CNG	0%
PHEV 2010	Plug-in Hybrid Electric Vehicle	How quickly will the cost of emerging fuels improve?	
BEV 2010	Battery Electric Vehicle	Set the strength of the learning curves for biofuel and hydrogen (H2). For example, a 10% learning curve means the cost per gallon of gasoline equivalent falls 10% with each doubling of cumulative production experience for that fuel.	
Diesel 1930	Diesel Vehicle	Biofuel Price in 2015	\$ 2.34 / gge
Biofuel 2010	Biofuel Vehicle	Biofuel Learning Curve Strength	5 %
NGV 2010	Natural Gas Vehicle	Hydrogen Price in 2015	\$ 8.13 / gge
HFCV 2015	Hydrogen Fuel Cell Vehicle	Hydrogen Learning Curve Strength	10 %
How quickly will the efficiency of new vehicles improve?		Fuel Efficiency Learning Curve Strength	20 %
<b>Start</b>			

# Some UI Examples

## Forio – HBS Food Trucks (C)



# Some UI Examples

## Forio – HBS Food Trucks (D)

**HARVARD BUSINESS PUBLISHING** Global Supply Chain Management Simulation

Logout

Introduction

YEAR 3

Design Room

Team

Product Options

Forecasting Room

Production Room

Boardroom

Scorecard

Year 1  
Profit: \$41,915,000  
Votes: ★★

Year 2  
Profit: \$39,470,100  
Votes:

Year 3  
Profit: \$0  
Votes:

Decision History

### Design Room

Estimated Model Demand  
Without Options, Monthly Units in thousands

	Andrei	Aya	Lorenzo	Claire	Byron	Ruth	Consensus
Model A	67	58	68	63	68	60	66
Model B	34	16	36	26	36	20	32

Product Options

Extended Battery

Durability

GPS Anti-Theft Tracking

Audio Quality

View Discussion

Estimated Monthly Impact of Selected options on Demand  
in thousands, Impact the same for both models

Estimated Impact of Selected Options on Per-Unit Profit  
in US dollars

	Base Model A	Model A w/ options	Base Model B	Model B w/ options
Price	\$200	\$229	\$240	\$269
Cost	\$130	\$154	\$150	\$174
Profit	\$70	\$75	\$90	\$95

\*Please write a short statement about the strategy you employed in this room:

Impact per Unit

Estimated Demand Forecast  
with and without options, in thousands a month

Show Model A Show Model B

	Average	Standard Dev.
Without Options	64	4
With Options	62	6

Andrej Aya Lorenzo Claire Byron Ruth Consensus

88  
68  
48  
28  
0

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# Some UI Examples

## Forio – HBS Food Trucks (E) – Responsive Design

**Historical Market Data**

**TRAFFIC BY LOCATION**

Location	Revenue
Downtown	\$1,250
Arts District	\$8,000
Business Park	\$1,110
Retirement Community	\$4,598
University	\$5,000
Beach	\$3,000

**PREFERENCE BY LOCATION**

Location	Item	Preference
Downtown	Ice Cream	High
Arts District	Smoothies	High
Business Park	Frozen Yogurt	High
Retirement Community	Smoothies	Medium
University	Frozen Yogurt	Medium
Beach	Ice Cream	Low

**DECISION HISTORY**

Date	Action	Location
Day 1	Push Cart	Arts District
Day 2	Market	Arts District
Day 3	Push Cart	Arts District
Day 4	Market	Arts District
Day 5	Push Cart	Arts District

**Observations**

**FROM THE FIELD**

- Record high heat at the beach has melted all of your frozen products.
- Telecommuting has become increasingly popular and less people are commuting downtown for work.
- Your truck has seen a lot of students at the university and it is taking longer with orders due to being distracted.

**REVENUE**

Strategy for Week 2

GO!

**MAP, RESULTS, LEADERBOARD**

**Map**

**Week 2, Day 1**

**REPORTS**

**LEADERBOARD**

**Historical Market Data**

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**MAP, RESULTS, LEADERBOARD**

**Map**

**Week 2, Day 1**

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**LEADERBOARD**

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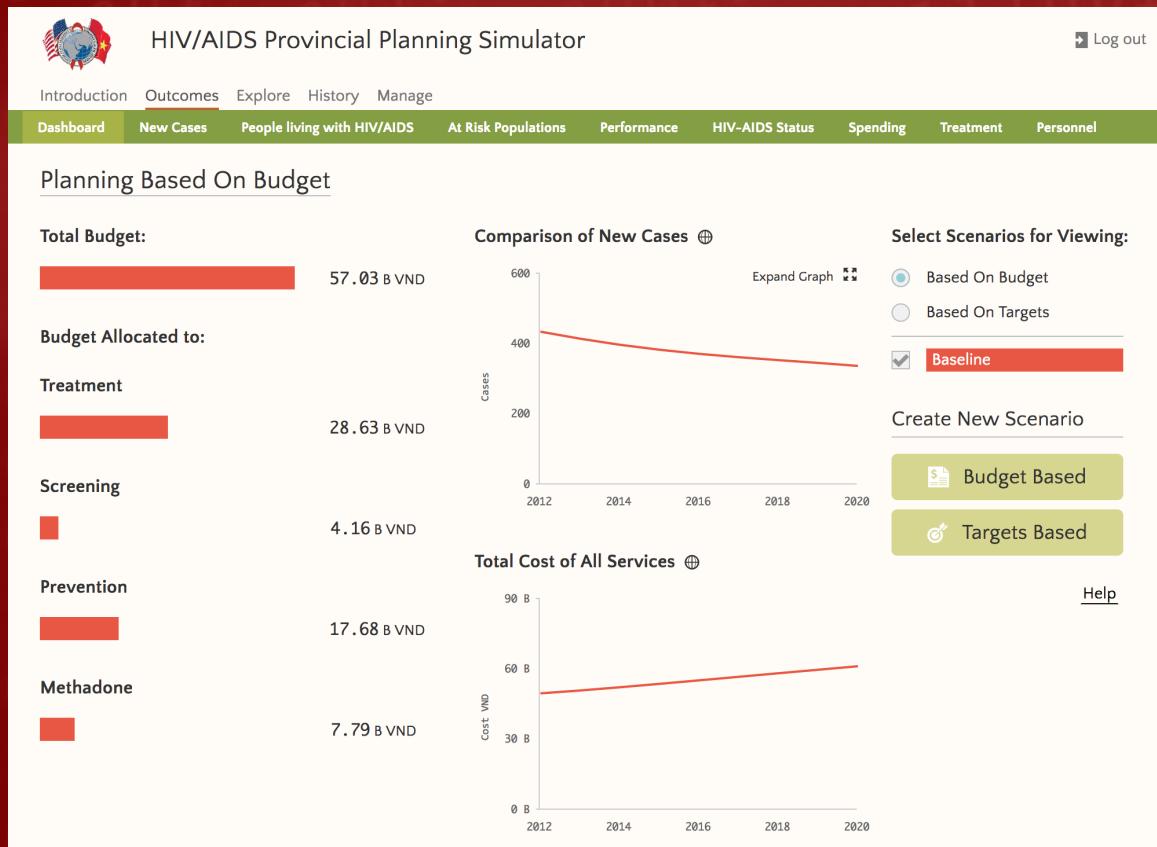
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# Some Examples

## Vietnam HIV Simulation



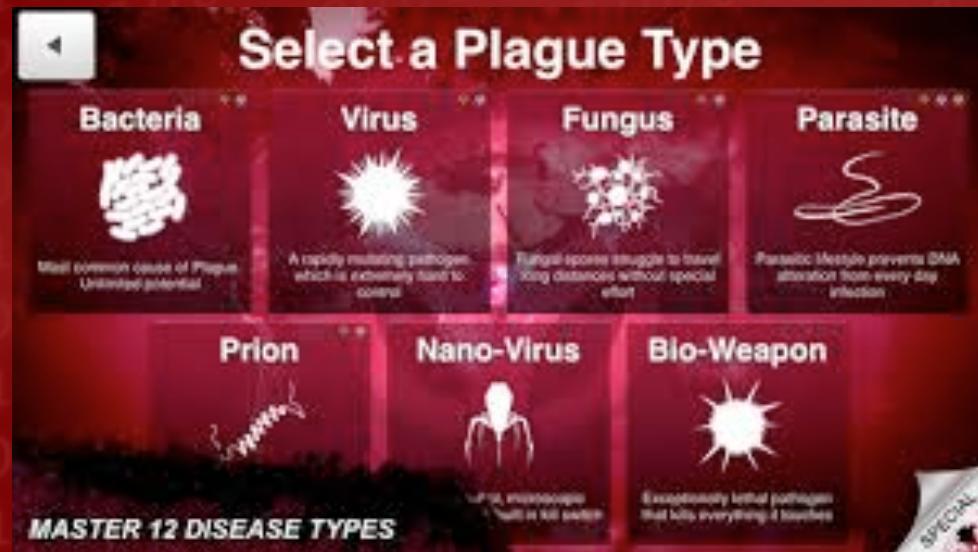
# Some Examples

## Plague, Inc.: non-Forio, mobile game (A)



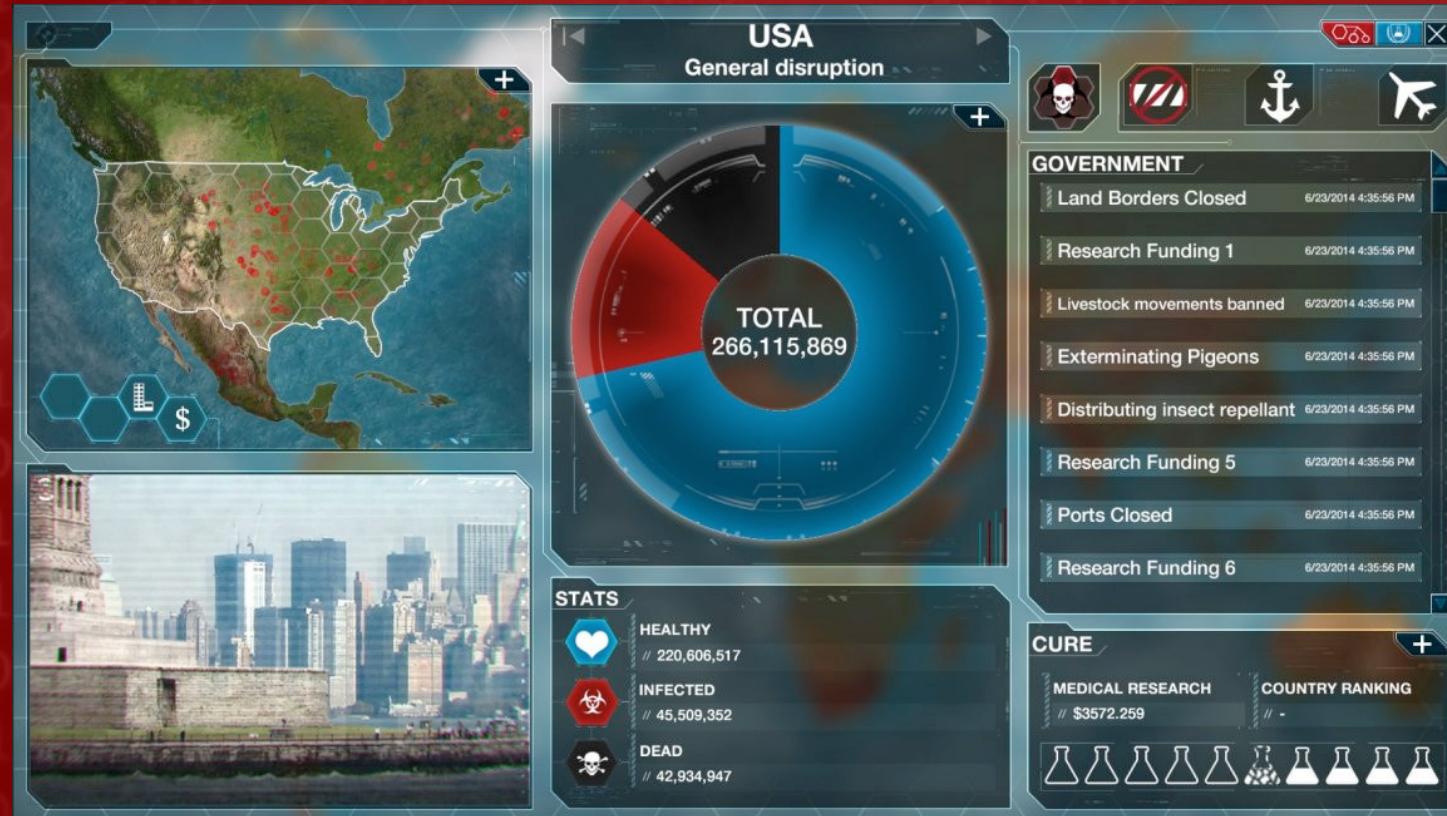
# Some Examples

## Plague, Inc.: non-Forio, mobile game (B) - Select



# Some Examples

## Plague, Inc.: non-Forio, mobile game (C) -- Metrics



# Some Examples

## One-page browser example (look at it sideways)



# Some Examples

## Hospital Evacuation

