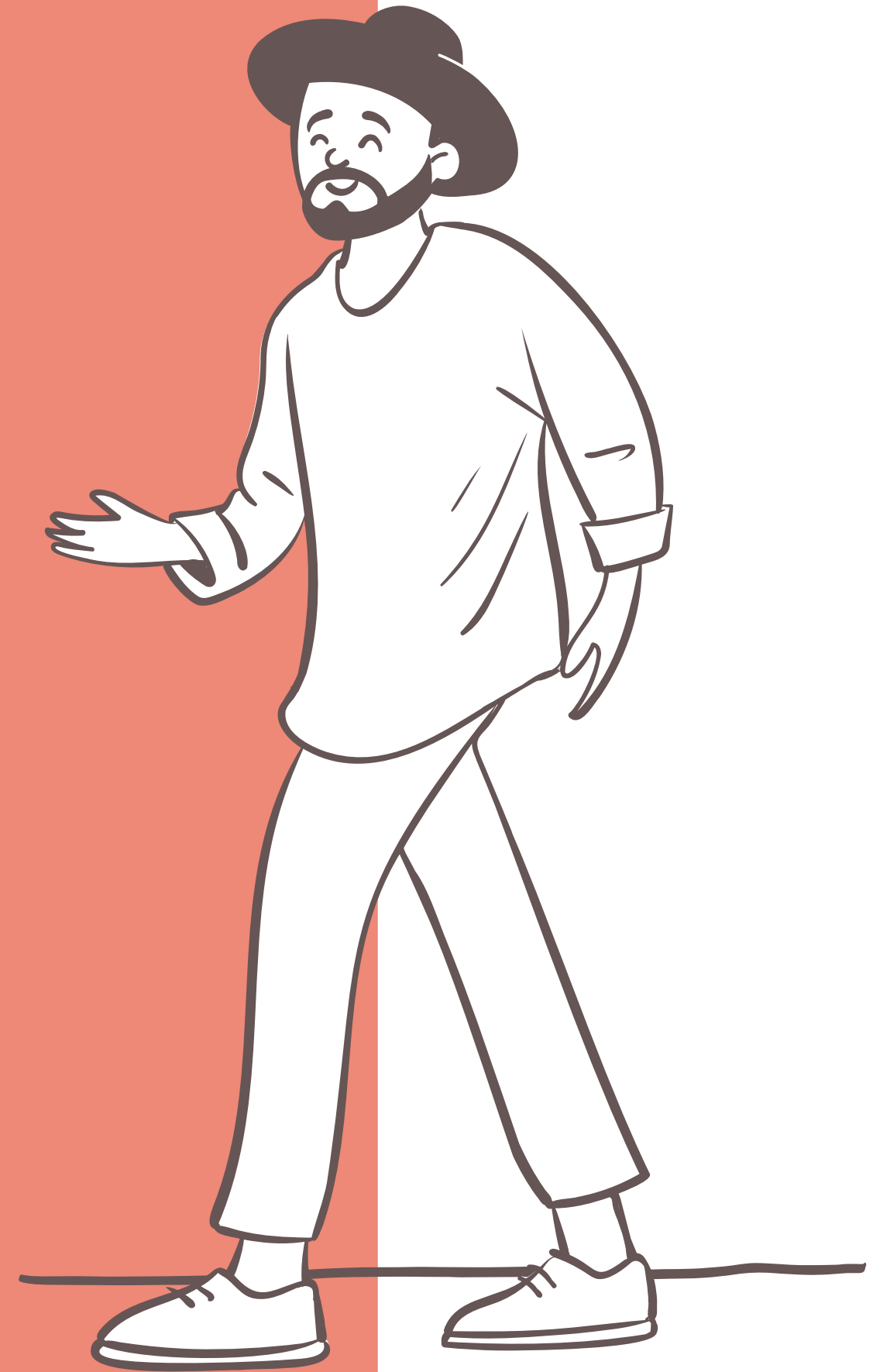


# KNOW CANCER

By: Cheryl Ouyang, Katherina Hu, Miffy Chung and Tracey Nguyen



# Problem Statement

The current available resources on cancer often presents data and information in a manner that is daunting and overwhelming to the user. This may have adverse effects on the mental health of users, especially for young adults. In addition, detailed information on specific areas of cancer are not widely accessible and misinformation is often shared on the web.



ADOLESCENTS AND YOUNG ADULTS WITH CANCER

Emotional Support for Young People with Cancer

Young People Facing End-of-Life Care Decisions

## Adolescents and Young Adults with Cancer

### ON THIS PAGE

- [Types of Cancers in Young People](#)
- [Finding a Doctor and Hospital](#)
- [Treatment Choices](#)
- [Coping and Support](#)
- [After Treatment: Survivorship Care](#)
- [End-of-Life Care](#)
- [Organizations Serving AYAs](#)



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cancer su  
adolescer

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### Types of Cancers in Young People

About 89,000 young people (ages 15 to 39) are diagnosed with cancer in the United States—accounting for about five percent of cancer diagnoses. This is about eight times the number of cancers diagnosed in children, or about one twentieth of the number of cancers diagnosed in adults.

> [BJU Int.](#) 2021 Oct;128(4):435–437. doi: 10.1111/bju.15403. Epub 2021 Jun 21.

### TikTok and prostate cancer: misinformation and quality of information using validated questionnaires

[Alex J Xu](#)<sup>1</sup>, [Jacob Tavl](#)<sup>1</sup>, [Tian Gao](#)<sup>2</sup>, [Rada Mihalcea](#)<sup>2</sup>, [Veronica Perez-Rosas](#)<sup>2</sup>,

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By [Flora Carmichael](#) & [Juliana Gagnani](#)  
Beyond Fake News & BBC Monitoring

🕒 13 September 2019



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🕒 1 hour ago

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# Our Solution



01

Create a website where young adults from around the world can freely access information regarding cancer.

02

Make sure that the information presented onscreen is clear and concise, without overuse of negative words to encourage a more positive outlook.

03

Provide mental health support through clear communication channels to alleviate the fear of going to the doctor's.



# Persona - Cindy

Age: 22

Goals:

- Concerned that she might have breast cancer and wants to be certain

Pain Points:

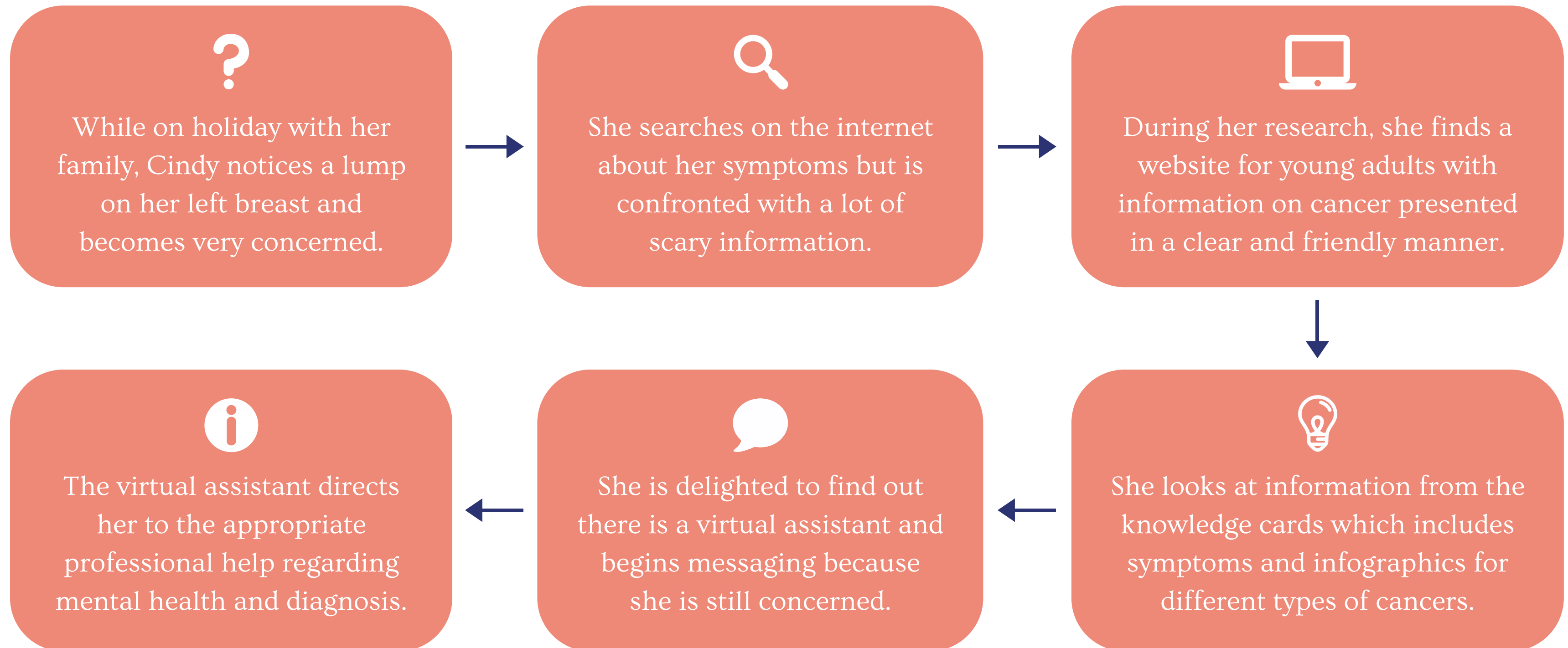
- Misinformation on the internet
- Fear of going to the doctor

Feeling/Actions:

- Searches on Google “is it possible to have cancer at age 22”
- Anxious and isolated



# User Journey



# Knowledge Card Examples:

## Breast Cancer

What is breast cancer?

- Forms in the cells of the breasts.
- Can occur in women and rarely in men
- Breast cancer in women under 40 is relatively uncommon



# Knowledge Card Examples:

## Breast Cancer

What are the symptoms?

Symptoms include:

- Breast pain
- Change in shape of the nipple
- Nipple discharge or turning in
- Changes in the size or shape of the breast
- New lumps or thickening in the breast, especially if in only one breast



# Cancer Data and Information

Links:

- [www.cancer.org.au](http://www.cancer.org.au)
- <https://www.healthline.com>
- <https://portal.gdc.cancer.gov>
- <https://www.cancerimagingarchive.net>

# Website Feature: Virtual Assistant

01

Allow users to discuss and get advice on their worries freely and whenever.

02

Provide users with appropriate information concerning their health issues and links to suitable professionals or offices based on their location.

03

Provides links to or information regarding mental health services to support the user (if user desires)

# Virtual Assistant Conversation Example

Recently I haven't been feeling too well and I am worried that I have breast cancer.

What symptoms are you experiencing? Have you looked at our knowledge cards on **breast cancer**?

I feel like there is a lump on my breast and I feel pain in that area.

There is no need to panic but it would be good to get your symptoms professionally checked out. Where do you currently reside?

# Common Types of Cancer

Breast Cancer

What is breast cancer?

Breast Cancer

What are the symptoms?

Breast Cancer

What are the treatments?

Virtual Assistant



# Common Types of Cancer

- Forms in the cells of the breasts.
- Can occur in women and rarely in men
- Breast cancer in women under 40 is relatively uncommon

**Breast Cancer**

What are the symptoms?

**Breast Cancer**

What are the treatments?

Virtual Assistant

➤

Thank you!

