

Meet *Knock*

Team SICKOCODE

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Sarah Davidson



Fiona Harkin-Newsome



Talullah Kay



Serena Kuang



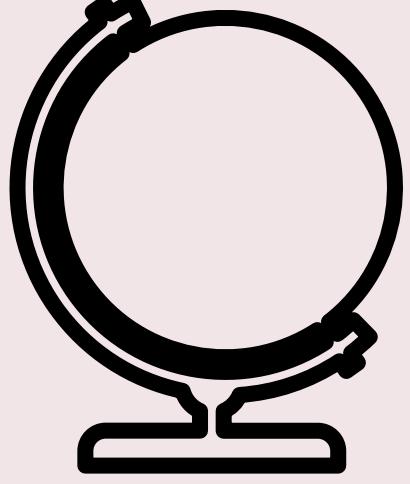
Seema Patel



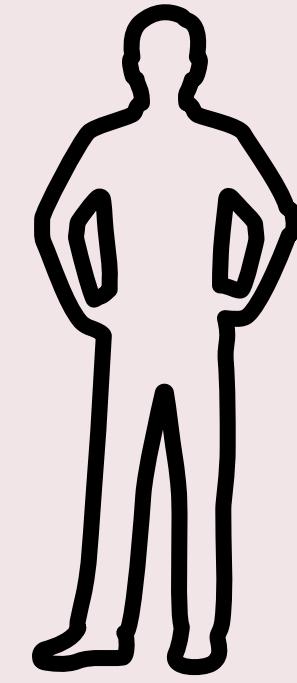
Sarah Tucker



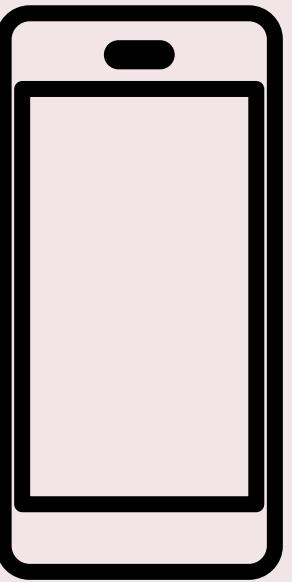
How might we develop a **technology** solution that
promotes and/or enhances the **fight against breast**
cancer?



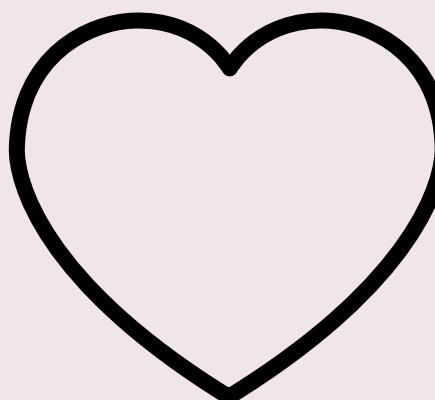
Think globally



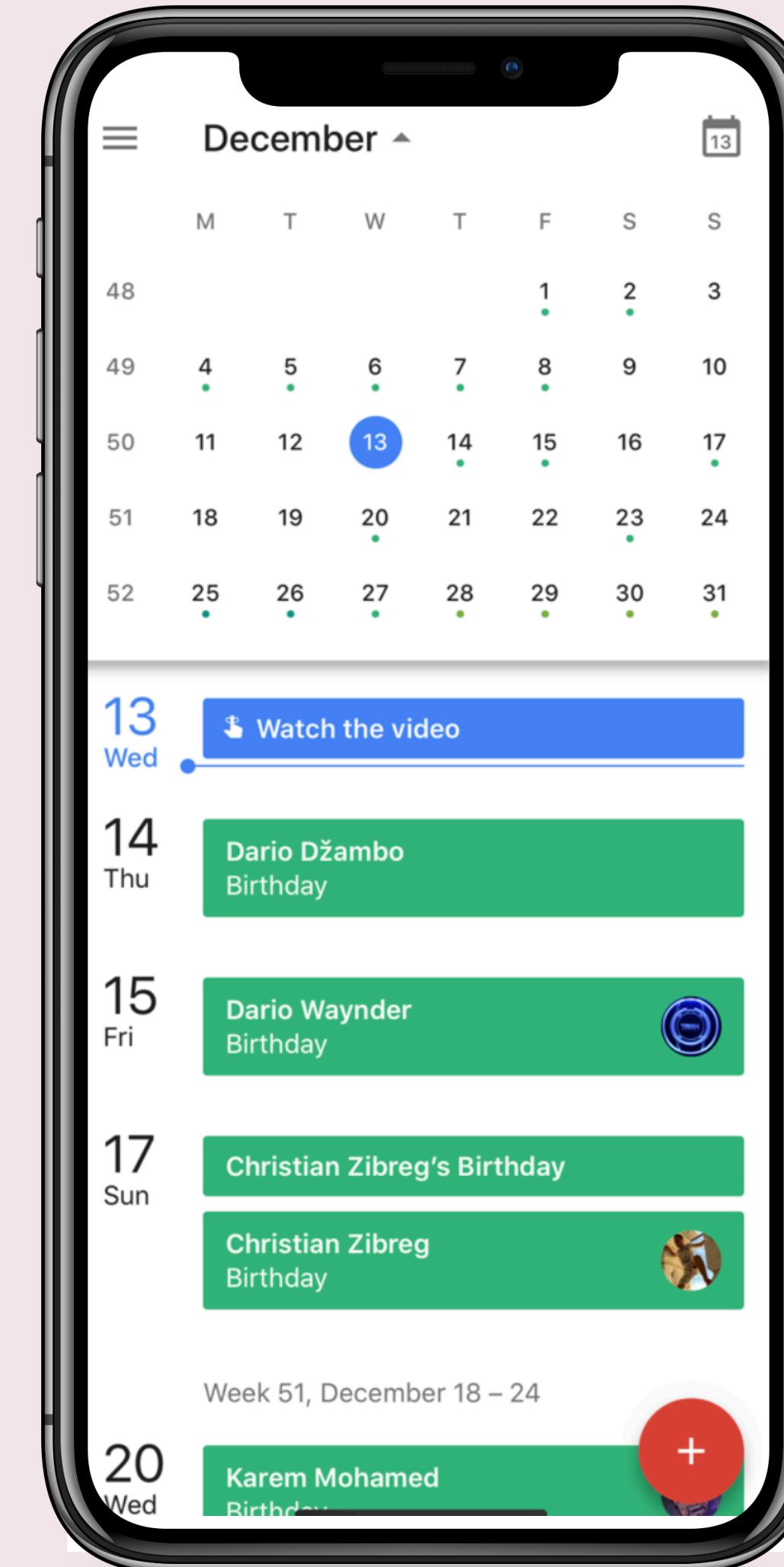
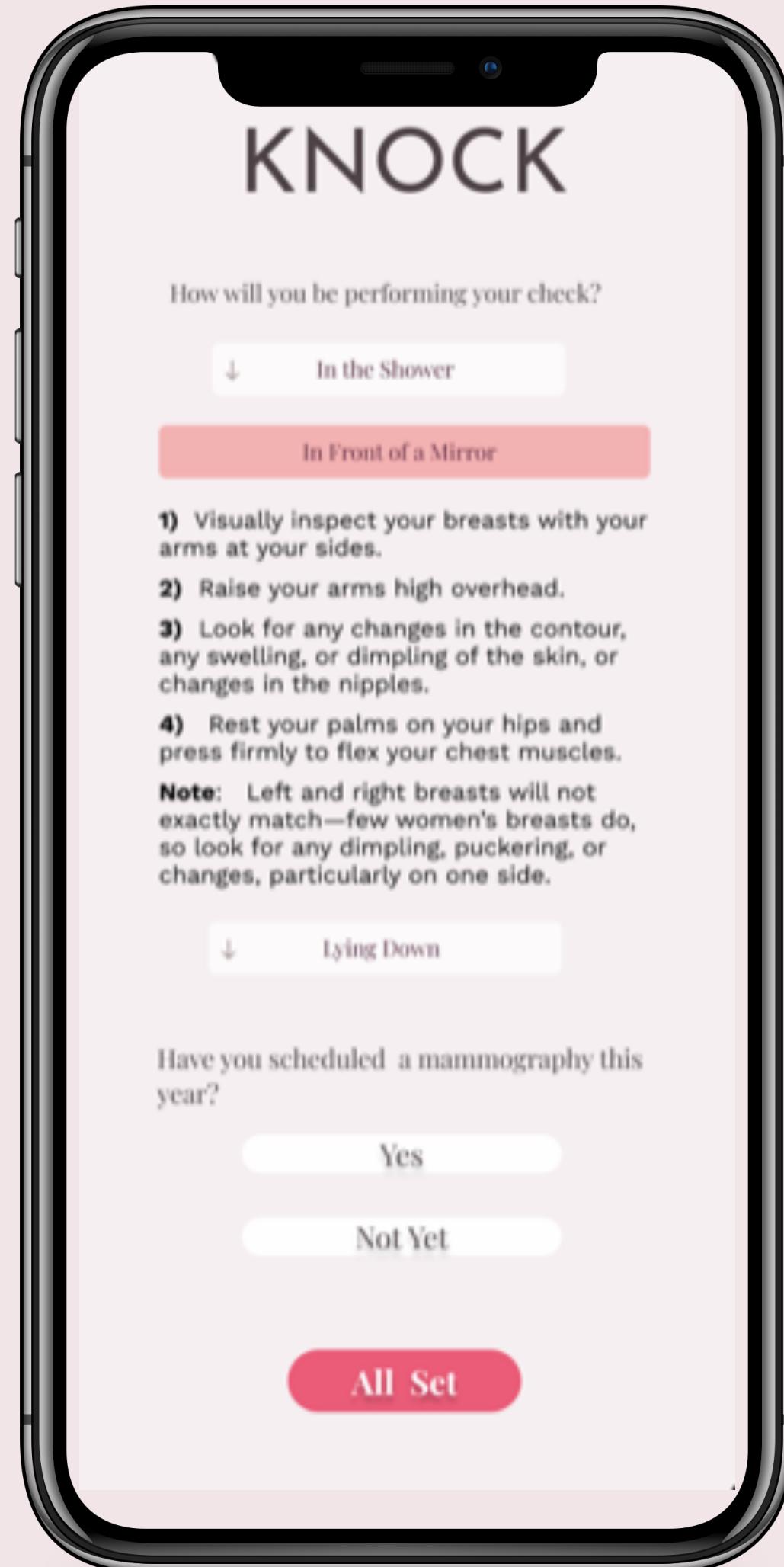
Target all
people



Reach people on
familiar platforms



Gentle & relevant
communications





NOT A BREAST CANCER PATIENT

Jonathan

Age 25

PROFILE

Jonathan is not a breast cancer patient, but he has family members and work colleagues that have been affected by the disease. He wants to better understand how he can support them in their cancer journey and help educate people about the disease in general. He's tried getting involved before, but was ultimately deterred by the overwhelming number of resources.

Familiarity with Breast Cancer



Willingness to Get Involved



Technology User



PAIN POINTS

- Breast cancer is not top of mind for him
- Unsure of the best way to support friends and families on their personal breast cancer journeys
- Most information he's found is around the actual disease rather than advice for support and/or volunteer opportunities

PREFERENCES

- Likes being well-informed before sharing information
- Doesn't want to download a new app or create an account to get the information he wants
- Simple is better



AT HIGHER RISK FOR BREAST CANCER

Katherine

Age 46

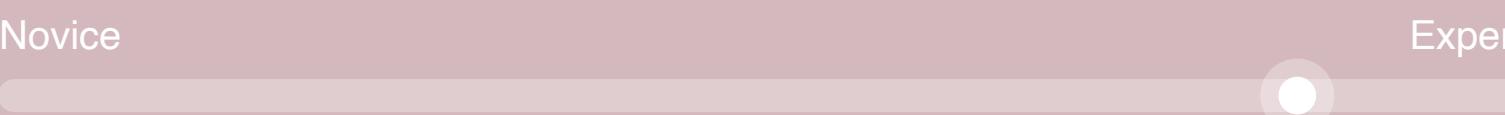
PROFILE

Katherine is not a breast cancer patient. However, she does have a family history of breast cancer. She is currently aware that she is at higher risk for breast cancer, but has not gotten a mammogram. She is a frequent user of technology and social media, specifically Instagram.

Familiarity with Breast Cancer



Technology User



Anxiety Level



PAIN POINTS

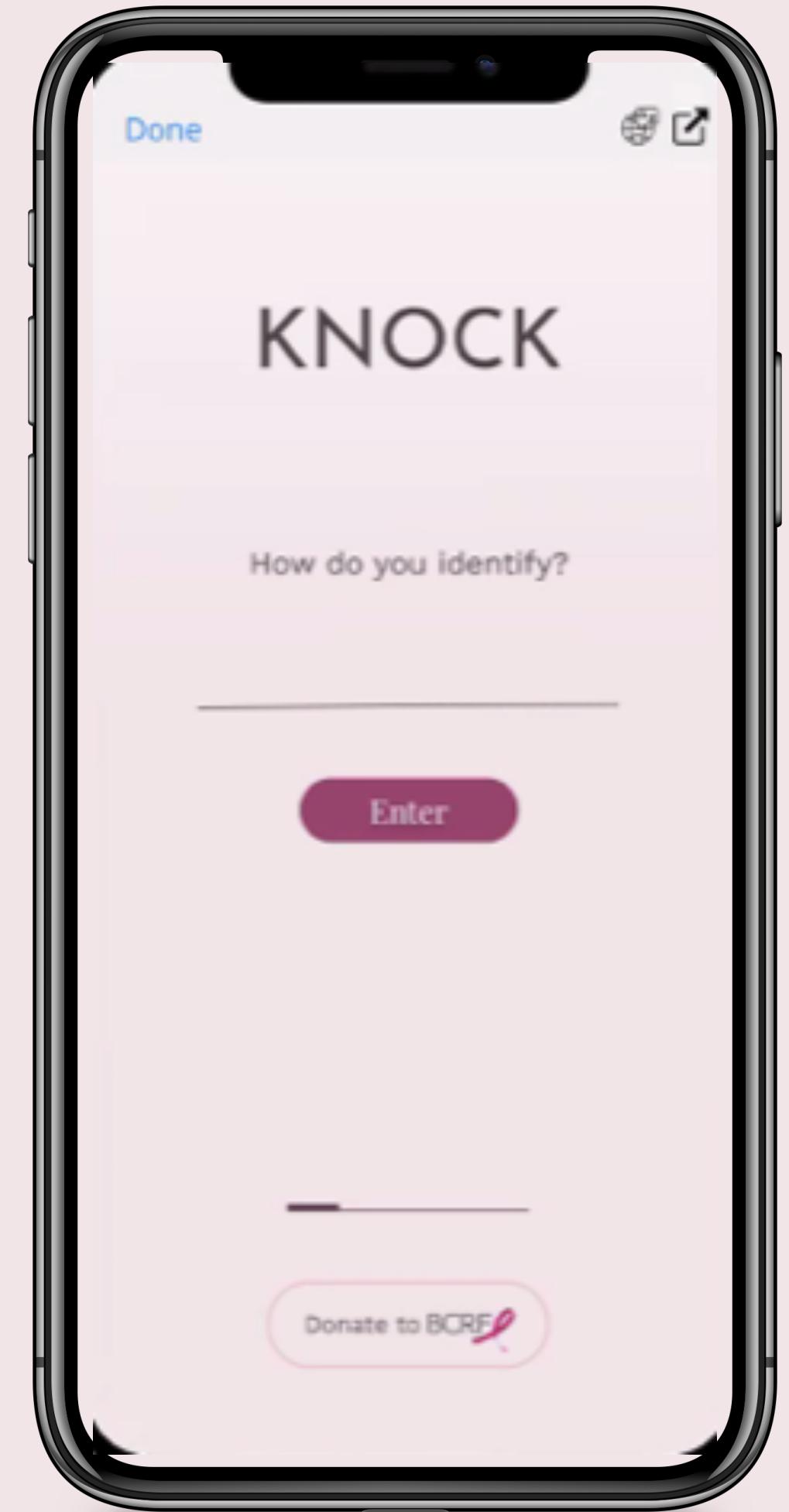
- Unfamiliar with the journey and treatment process of breast cancer patients
- Overwhelmed by information available; fatigue of sifting through materials that are not relevant to her

PREFERENCES

- Likes her life to be organized
- Wants to leverage digital tools she's already using to help manage her breast cancer prevention



PinkData Award by HCL



Thank you!