Kaiser Permanente Flagship 4.0

UX Deliverables – iOS Digital Membership Card (Phase 1)

Sprint N/A

Contents

Change Log

Screens

February 18, 2014

3,4,7-9   Added functionality to share cards.

February 21, 2014

Removed proxy card notification.

February 26, 2014

Updates for 4.0 release.

4   Changed scrolling behavior on the back of the card.

March 13, 2014

1,12   Added error scenario upon DMC feature launch.

March 21, 2014

Denoted emailing card(s) as out of scope

August 1, 2014

Added Inactive card feature and fleshed out the share card functionality now that it is in scope.

How To Review a Wireframe

This document is intended to be viewed digitally to take full advantage of its interactive features

Purpose

Wireframes primarily communicate functionality, behavior, and priority of content. Wireframes help establish relationships between screens in an experience and put the distinct pieces into context. Wireframes can effectively demonstrate ideas and concepts, while measuring the concept's practicality and illustrating user interactions.

Because wireframing occurs early in the development process, not all the concepts and ideas presented are release-ready. If you see something that isn't working — point it out. Without constructive and targeted feedback, especially around specific areas of concern, we won't arrive at a final product that you're happy with. In the interest of saving time and money — and ensuring that you're satisfied with the final product — give us feedback early and often.

Feedback

When you first set your eyes on an idea that is attempting to solve a problem for you, a whirlwind of "what-ifs" will generally run through your mind—this is valuable to us. When providing feedback, nothing is too obvious, and it's important that you share all your thoughts and ideas with the team. Just as we're experts in mobile and user experience, you're the expert in your business, so share your knowledge and expertise to help inform the best possible solution for your needs.

Let's dig deeper into providing constructive feedback. We recommend:

- Focus on mapping feedback to user and business goals rather than feelings. Instead of "Our logo feels too small," think about the implications of that design decision. A response of "Our brand seems to get lost in the background of all the other content" provides us with better guidance.
- Negative feedback is ok...as long as it's constructive! Let us know what isn't working, so we can reach a collaborative solution.
- Provide timely feedback. It's crucial to the entire process and should be treated as such.

Do

Review the wireframes, and take notes to capture first impressions, thoughts, and questions. Then, ask your stakeholders the following questions:

- Are the goals of the user being addressed?
- Are business goals being addressed?
- Is navigation between screens clear?
- Is the purpose of the screen clear?
- Is it clear how the user will interact with the information on screen?
- Is all necessary content on the screen? Is anything important missing?
- Is there anything on the screen that shouldn't be there?
- Do you know what all the elements on the screen are?
- Are the interactions between elements straightforward?

Don't

- Providing feedback on icons, typography, or color of elements is not necessary. These will be addressed during the visual design component and do not need to be reviewed at this stage.
- You don't need to fix problems by yourself. Tell us what you see and we'll work together to find creative solutions.
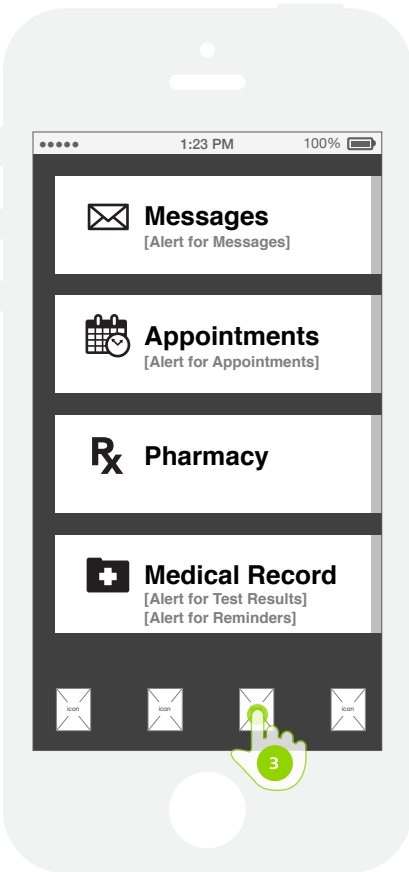
Assumptions

- This is a living document and will be added to and updated throughout the project.
- Colors, tints, shades and shapes shown in this document do not represent final visual design.
- All copy, messaging and text shown within the views in this document need to be reviewed and approved prior to implementation.

Wireframes
Digital Membership Card – Phase 1

1. Dashboard

2. First Launch (with proxies)

3. Digital Membership Card (Front)

4. Digital Membership Card (Back)

5. Digital Membership Card (Inactive))

Screen 1 – Dashboard

1:23 PM   100%

Messages
[Alert for Messages]

Appointments
[Alert for Appointments]

Rx Pharmacy

Medical Record
[Alert for Test Results]
[Alert for Reminders]

Screen 2 – First Launch (with proxies)

1:23 PM   100%
[Membership Card]   [Done]

KAISER PERMANENTE
[Health Plan]

[logo]   [logo]

[Member Name]

[Quick Tip]
Lorem sociis natoque penatibus et
magnis dis parturient montes.

[OK]

Screen 3 – Digital Membership Card (Front)

1:23 PM   100%
[Done] [Membership Card]

KAISER PERMANENTE
[Health Plan]   ICON

[logo]   [logo]

[Member Name]
[Prefix] [Medical Record No.]
XX   XXXX XX YY XXX XXXXX
[Date of Birth]   [MM/YYYY]
[Region]   [Region Name]

[Primary Care Co-Pay]   [$XX]
[Specialty Care Co-Pay]   [$XX]
[After Hours Care Co-Pay]   [$XX]
[Emergency Co-Pay]   [$XX]
[Hospital Admit Co-]   [$XX]

[CMS]   [XXXXX XXXX]
[Rx BIN]   [XXXXXXXX]
[Rx PCN]   [XXXXX]

Screen 4 – Digital Membership Card (Back)

1:23 PM   100%
[Done] [Membership Card]   ICON

[Advice Nurse]   (XXX) XXX-XXXX
[After Hours]   (XXX) XXX-XXXX
[Customer Service]   (XXX) XXX-XXXX
[Pharmacy Benefits]   (XXX) XXX-XXXX
[TTY]   XXX

[MAIL CLAIMS TO:]

[1st line]
[2nd line]
[Claims Address]
[Claims City, State ZIP]
[Payor ID]

Aenean lacinia bibendum nulla sed consectetur.
Maecenas faucibus mollis interdum. Cras mattis
consectetur purus sit amet fermentum. Praesent
commodo cursus magna, vel scelerisque nisl

Screen 5 – Digital Membership Card (Inactive)

1:23 PM   100%
[Done] [Membership Card]   ICON

(INACTIVE)
KAISER PERMANENTE
[Health Plan]

[logo]   [logo]

[Member Name]
[Prefix] [Medical Record No.]
XX   XXXX XXXX XXX XXXXX
[Date of Birth]   [MM/YYYY]
[Region]   [Region Name]

[Primary Care Co-Pay]   [$XX]
[Specialty Care Co-Pay]   [$XX]
[After Hours Care Co-Pay]   [$XX]
[Emergency Co-Pay]   [$XX]
[Hospital Admit Co-Pay]   [$XX]

[CMS]   [XXXXX XXXX]
[Rx BIN]   [XXXXXXXX]
[Rx PCN]   [XXXXX]

**3** Opens the Digital Membership Card in a modal view.

Once the user enters the DMC feature, if any portion of any card cannot display, go to **Screen 12**.
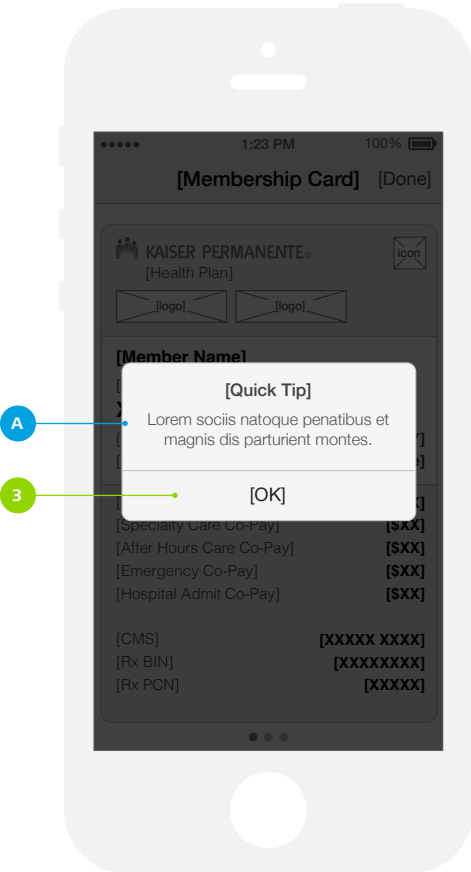
A If user has proxies when they first launch the feature, an alert message will display with information about how to view proxy cards.

If user previously accessed this feature when they did not have proxies, this alert would display the first time they access this feature after proxies have been added to their account.

3 Dismisses alert.
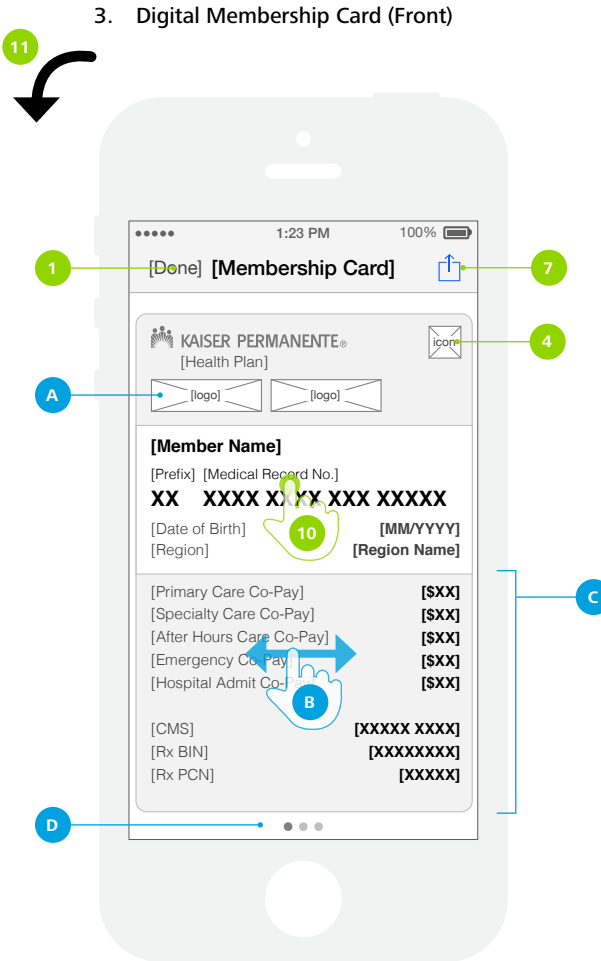
10 User may rotate device to load landscape orientation.

1 Dismisses modal view and returns to Dashboard.

7 Opens action sheet.

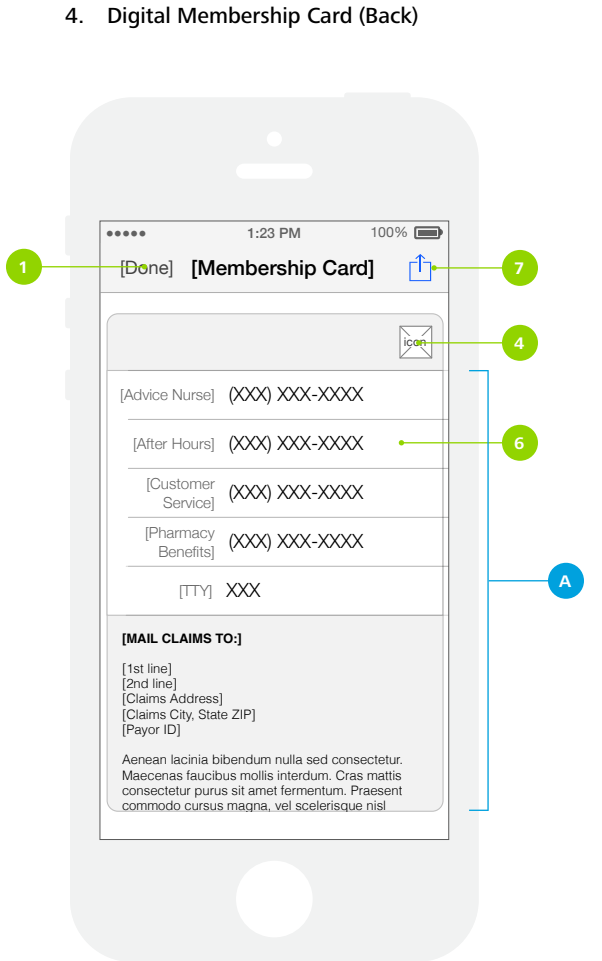**A** Additional logos, if required.

4 Flips to back of card.

10 User may tap anywhere in the Member Information area to load landscape orientation.

B If proxy cards are available, user may swipe between cards.

C This area can scroll if needed.

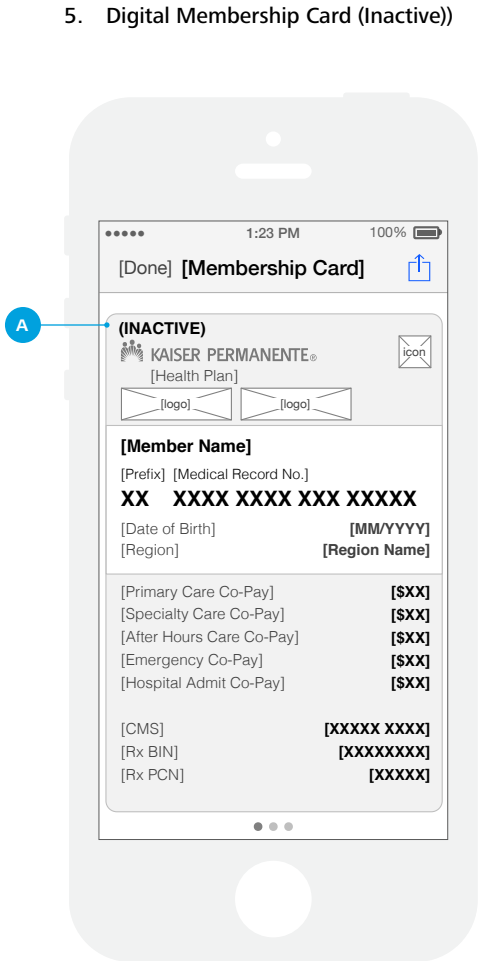**D** Indicates proxy cards are available (does not appear when viewing the back of the card).

1 Dismisses modal view and returns to Dashboard.

7 Opens action sheet.

4 Flips to the front of the card.

6 Tapping on any phone number Initiates calling sequence.
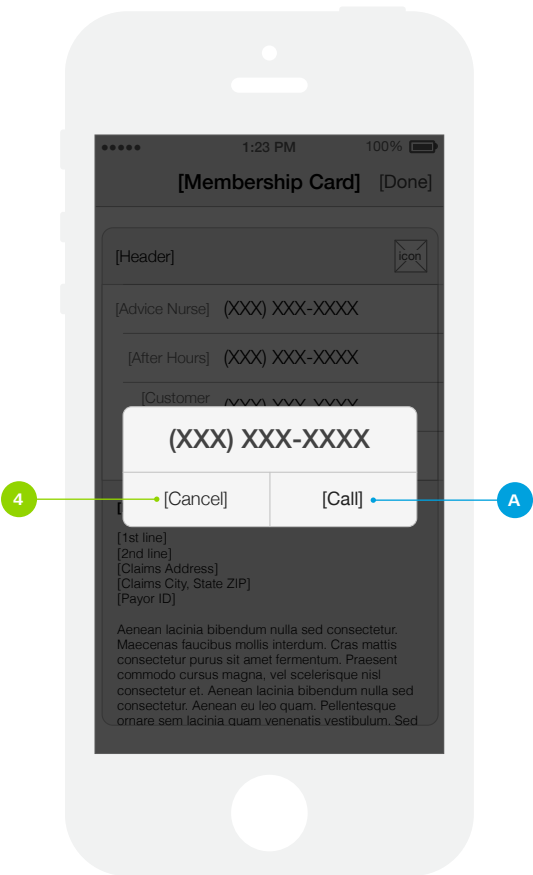
A This area is scrollable.

A Inactive label shown for user who has become an Inactive member in the last 90 days. Inactive label should show for each DMC card that is Inactive
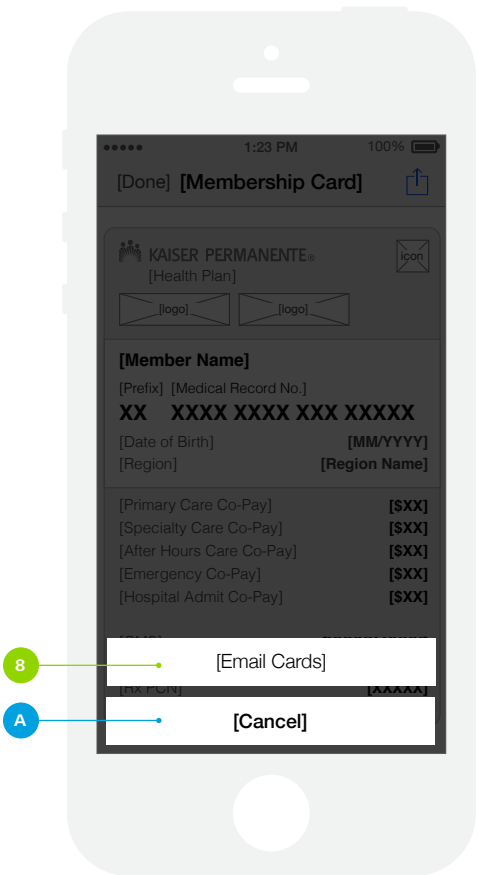
Wireframes
# Digital Membership Card – Phase 1 (cont'd)

6. Dial phone number

(XXX) XXX-XXXX

[Cancel]   [Call]

7. Action Sheet

[Email Cards]

[Cancel]

8. Choose cards to share

[Cancel]   **[Share Cards]**

[CHOOSE CARDS TO SHARE]

[User]

[Proxy 1]

[Proxy 2]

[RECIPIENT]

[Email Address]

[Confirm Email Address]

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Vivamus sagittis lacus vel augue laoreet rutrum.

[Send]

9. Choose cards to share selected

[Cancel]   **[Share Cards]**

[CHOOSE CARDS TO SHARE]

[User] ✓

[Proxy 1]

[Proxy 2] ✓

[RECIPIENT]

drname@kp.org

drname@kp.org

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Vivamus sagittis lacus vel augue laoreet rutrum.

[Send]

10. Privacy Disclaimer

Privacy Warning

Lorem sociis natoque penatibus et magnis dis parturient montes. Lorem sociis natoque penatibus et magnis dis parturient montes. Lorem sociis natoque penatibus et magnis

[Close]   [Accept]

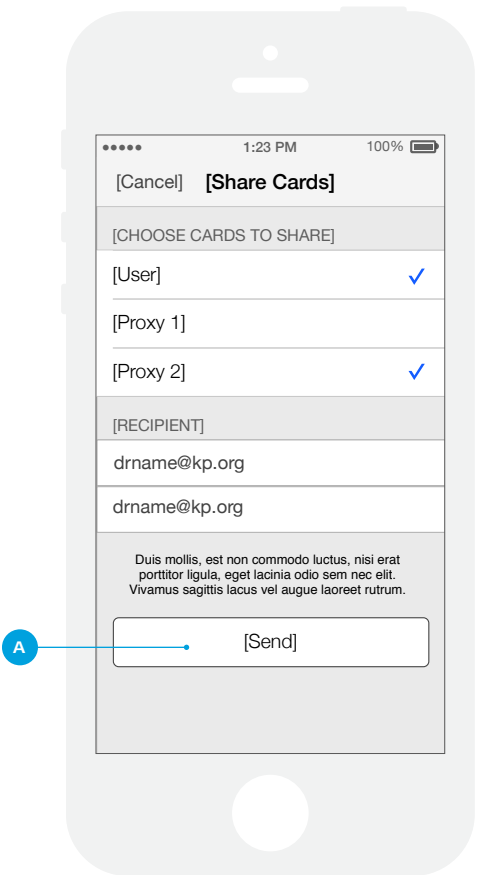**4** Dismisses alert.

A Initiates call from device.

8 Opens screen to choose cards to share in modal view or, if user only has one card, will launch compose mail screen in modal view.
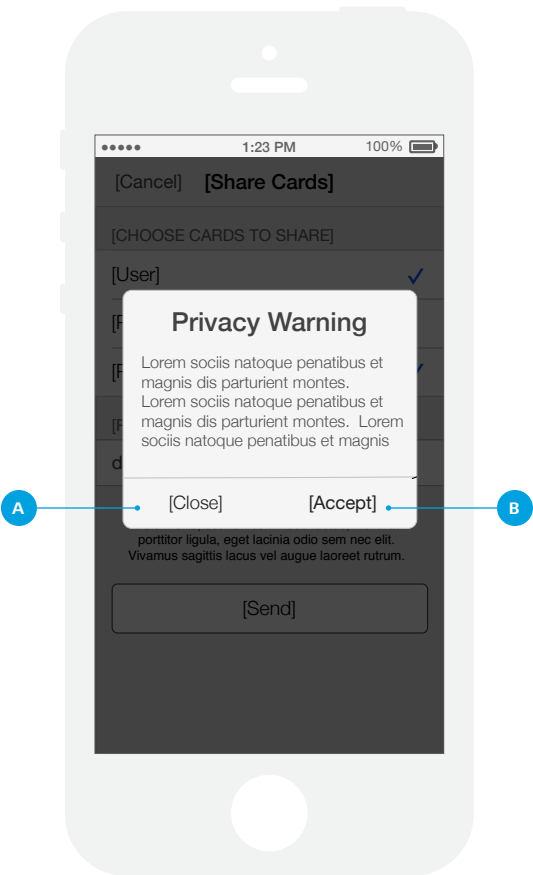
A Dismisses action sheet.
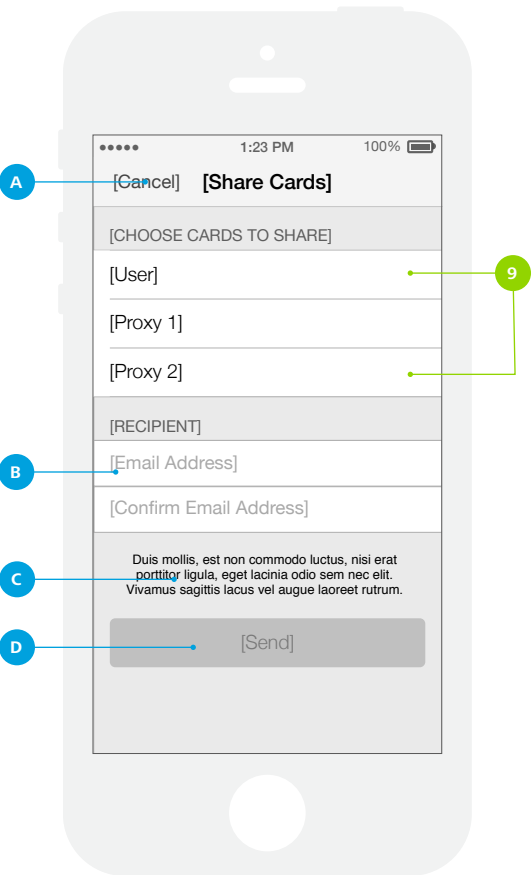
A Dismisses modal view and returns to the view where the user initiated the share functionality.

9 User may select one or more cards.

B Enter the email address of the recipient twice for confirmation

C Placeholder for editorial content

D Button remains disabled until user selects at least one card to share and enters an email address.

A Enabled when user has selected at least one card to share, and entered an email address.

When user taps Send, the Privacy Disclaimer modal will appear.

Tapping Cancel will close this modal, and return the user to the view where they initiated the share functionality.
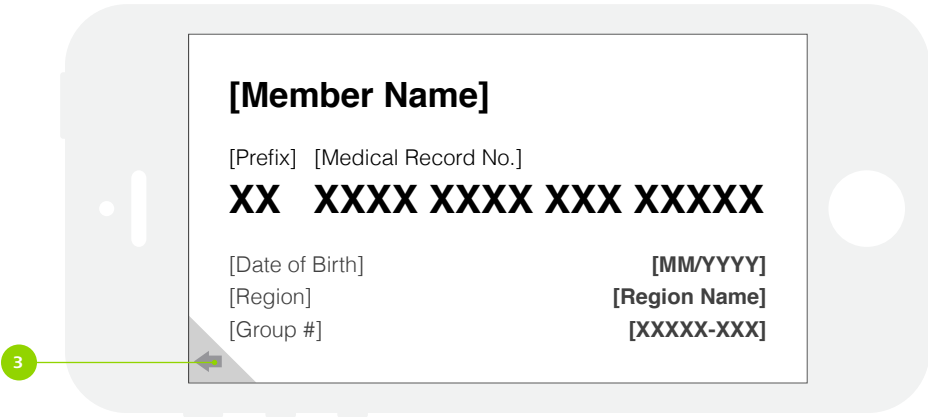
A Close the Privacy Warning. If user closes without accepting, they will be taken back to the Share Cards screen.

B Accept button must be selected for user to progress along the path of sharing their card. User is forced to hit Accept each time that they share a card in this flow.
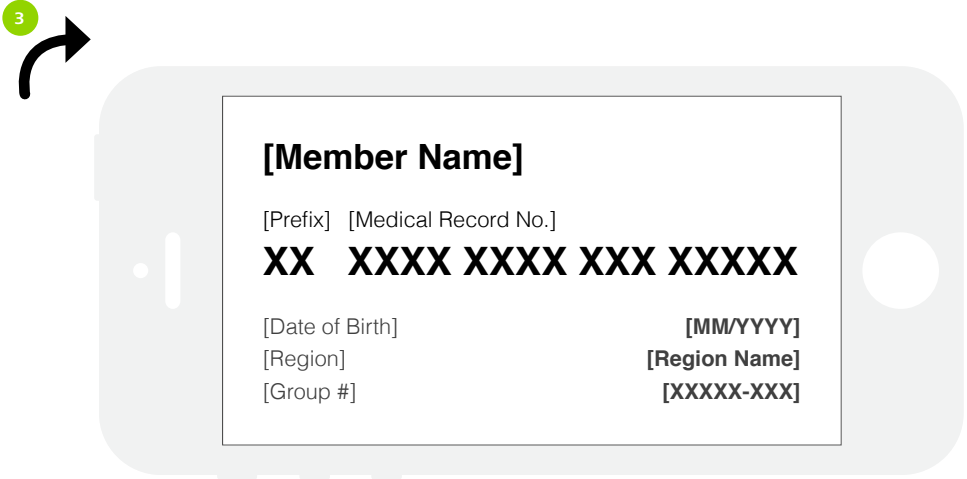
Wireframes
Digital Membership Card – Phase 1 (cont'd)

11.   Member Information on Tap

[Member Name]

[Prefix]   [Medical Record No.]
XX   XXXX XXXX XXX XXXXX

[Date of Birth]   **[MM/YYYY]**
[Region]   **[Region Name]**
[Group #]   **[XXXXX-XXX]**

3 User may tap to return to portrait orientation.
Rotating the device will not return to portrait
orientation.

12.   Member Information on Rotate

[Member Name]

[Prefix]   [Medical Record No.]
XX   XXXX XXXX XXX XXXXX

[Date of Birth]   **[MM/YYYY]**
[Region]   **[Region Name]**
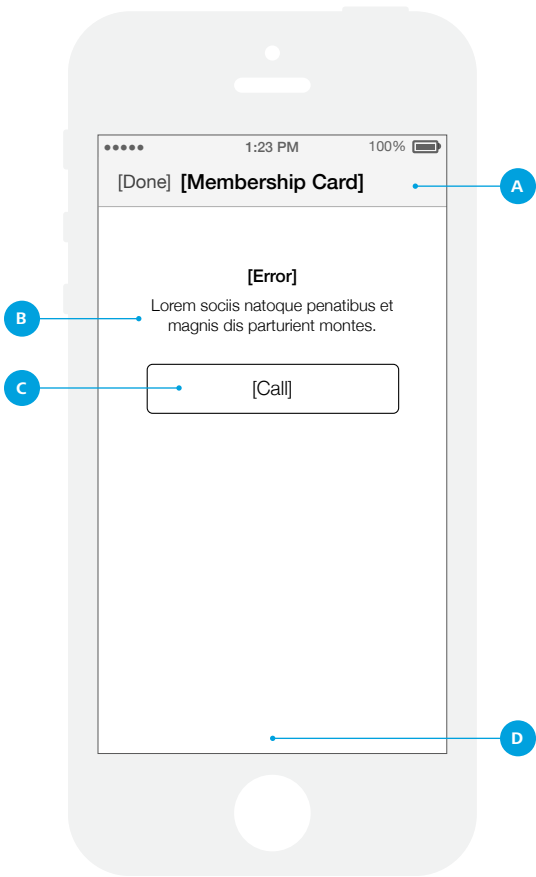[Group #]   **[XXXXX-XXX]**

3 User may rotate device to return to portrait
orientation.

Wireframes
Error Scenarios – Phase 1

13. Error upon feature launch


```
•••••        1:23 PM        100% ▭
[Done]  [Membership Card]                    ──●  A

            [Error]
       Lorem sociis natoque penatibus et
          magnis dis parturient montes.

B ●──
            ┌──────────────────────┐
  C ●────   │        [Call]        │
            └──────────────────────┘

                                              ──●  D
```

If at least one card is unavailable, user will not
be able to view any of their cards.

A When cards cannot display, do not show
Action icon.

B Message telling user that the DMC is not
available.

C Initiates call on device to Member Services.

D If user normally has proxy cards available, do
not show multiple card indicator.