Selfi Breast Cancer App

A unique and cutting-edge app integrated with a physical breast cancer scanning device to help you monitor your breast health, including a breast cancer scanning feature that uses advanced technology to detect any potential issues early on. Stay on top of your breast health.

YEAR	PROJECT	AGENCY
2019	Mobile UI Design User Research	Redd Experience Design

Overview

Your health at your fingertips

Introducing a revolutionary breast cancer scanning app that gets integrated with a physical breast cancer scanning device to enable women or men to perform regular breast exams in the comfort of their own homes. With this app, you can now detect any signs of breast cancer early on, helping to increase their chances of successful treatment and recovery.

By combining cutting-edge technology with the convenience of home scanning, this app is a game-changer in the fight against breast cancer.

The process

To identify our target audience, we needed to understand our user personas. To achieve this, we visited a hospital to observe people who go for breast cancer checks and how they undergo the process.

The device pictured below is the scanning device that you hold in your palm and place on your breast. You hold the button down to scan that specific location, and the app notifies you of any lumps detected. To comprehend the full user experience, we created empathy maps.

Persona

A persona was built based on the data collected to help drive decision making and keep the product focused on solving users pain points, frustrations, and goals.

Prajakta

Age: 52 years
Gender: Female
Job: Lead Architect
Location: Bangalore, India

> *I want to stay independent to take care of my health.*

Background

Prajakta is a 52 year old working woman residing in Bangalore. She is well educated and is currently working as a Lead Architect at Gensler.

She has dense breasts and during her regular mammography checks she endures pain.

Frustration/Pain Points

- Difficulty accessing medical care or long wait times for appointments
- Lack of knowledge or understanding of how to perform self-examinations properly

Goals

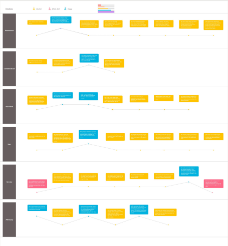
- She is looking for an alternative way of checking her breast wellness.
- She wants a convenient and non-invasive method of screening for breast cancer.

Hobbies

- Cooking
- Likes to stay active, loves yoga

Empathy Map

Empathy maps helped in developing the breast cancer scanning app by providing insights into the users' emotions, behaviours, and attitudes towards breast cancer screening. An empathy map is a tool that helps to understand the user's perspective and to develop a user-centred design



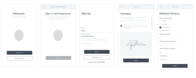
The road ahead

In order to thoroughly understand the product, we conducted a comprehensive study process which assisted us in developing the overall structure of the product. During this process, we also conducted a card sorting session for Information Architecture which helped us organize the categories in the app.

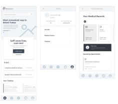
Wireframes

Using the feedback and insights gained from research, analysis and sketching, a how-fidelity prototype was created to begin user testing.

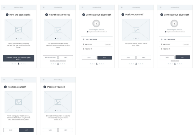
Onboarding



Homepage & Profile

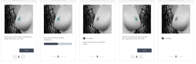


Connecting Breast Cancer Scanning device



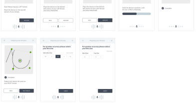
Mapping Breast

The user has to stand facing the front camera. The app then detects your nipples position to map the breast, resulting in an accurate scan.



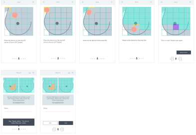
Measuring

The user will take the device to measure the breast size. At the end, the app will ask to enter the bra size for accurate measurement.

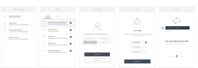


Scanning

User takes the physical scanning device and places it on the top left corner of the breast and goes on to scan the entire breast. If any anomaly is detected, you can contact the doctor for examination.



Support & Voice Assistant



Design

A focus on self care

The UI Design reflects the user's desire to have a clutter free, curated look and feel.

Typography

Avenir is a geometric sans-serif typeface. The font family is characterised by its clean, modern lines and has become a popular choice for both print and digital designs.

Aa

Typeface - Avenir

Book

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heavy

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Color

#ECEAE2	#3F5260	#F77A64
#8E8A89	#666973	#FF9365 #FF6362

Solution

Health care at your fingertips

Introducing a revolutionary breast cancer scanning app that gets integrated with a physical breast cancer scanning device to enable women or men to perform regular breast exams in the comfort of their own homes. With this app, you can now detect any signs of breast cancer early on, helping to increase their chances of successful treatment and recovery.

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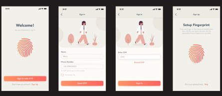
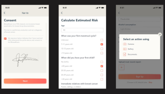
Onboarding & Sign In/ Sign Up

The user can sign in or sign up for the app through their mobile number, providing an easy way to access the app. Once registered, users can also register their fingerprint to make the login process quicker.

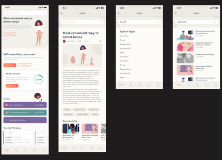
A consent form is signed for privacy and security purposes.





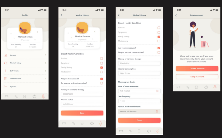
Homepage

Screen 1: The first section describes how to detect lumps and how the process works. Users can start a scan in the second section.
Screen 2: "Learn More" will take the user to an article that describes all the relevant details.
Screen 3: Users can explore topics covered by published articles.
Screen 4: A list of published and available articles is provided.



Profile & Timeline

Screen 1: Profile view
Screen 2: Medical History where you can see your history of scans and enter more health details
Screen 3: Scrolled view of screen 2
Screen 4: Delete Account

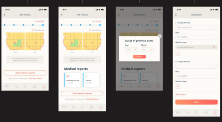


Screen 1: This screen displays a timeline of your last scan along with its status. You can add medical reports using the designated button, and get in touch with your doctor through the "Find My Doctor" button.

Screen 2: Once you have added your medical reports, you can view them on this screen.

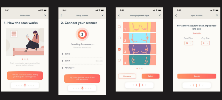
Screen 3: This screen allows users to add previous scan dates.

Screen 4: Once the user clicks on the "Add Medical Reports" button, this page is shown where they can add all the details such as tests performed, date, and report PDF.



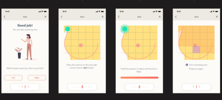
Scanning

Screen 1: Instructions
Screen 2: Connecting your physical breast cancer device to your phone through Bluetooth
Screen 3: User identifies the breast type and selects
Screen 4: This helps in generating more accurate result, user can enter the bra size



Screen 1: This screen shows up once you have connected your physical breast cancer device through Bluetooth.
Screen 2: The user places the physical scanner on the breast as indicated on the screen.

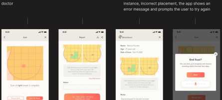
Screen 3: The user holds the scanner still in one place until the bar is filled. Once the bar is filled, it means that the scan is complete for that particular section
Screen 4: If an error occurs during the scan, for instance, incorrect placement, the app shows an error message and prompts the user to try again



Screen 1: Right breast scan complete indication

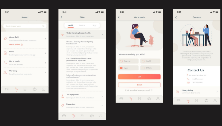
Screen 2: The system generates the report if an anomaly is found. User can add notes and contact the doctor

Screen 3: The user holds the scanner still in one place until the bar is filled. Once the bar is filled, it means that the scan is complete for that particular section
Screen 4: If an error occurs during the scan, for instance, incorrect placement, the app shows an error message and prompts the user to try again



Support

Screen 1: Support screen allows users to get help and support when they encounter issues or have questions
Screen 2: The FAQs screen provides users with a list of frequently asked questions and their corresponding answers
Screen 3: Get In Touch is to encourage users to reach out to customer support or sales teams for assistance or additional information
Screen 4: The "Contact Us" screen is similar to the "Get in touch" screen but may provide more detailed information about how to contact the company or organisation.



Chatbot

A chatbot screen typically displays a chat window where users can enter text or voice commands to interact with the chatbot in case if they have any quick query to resolve.