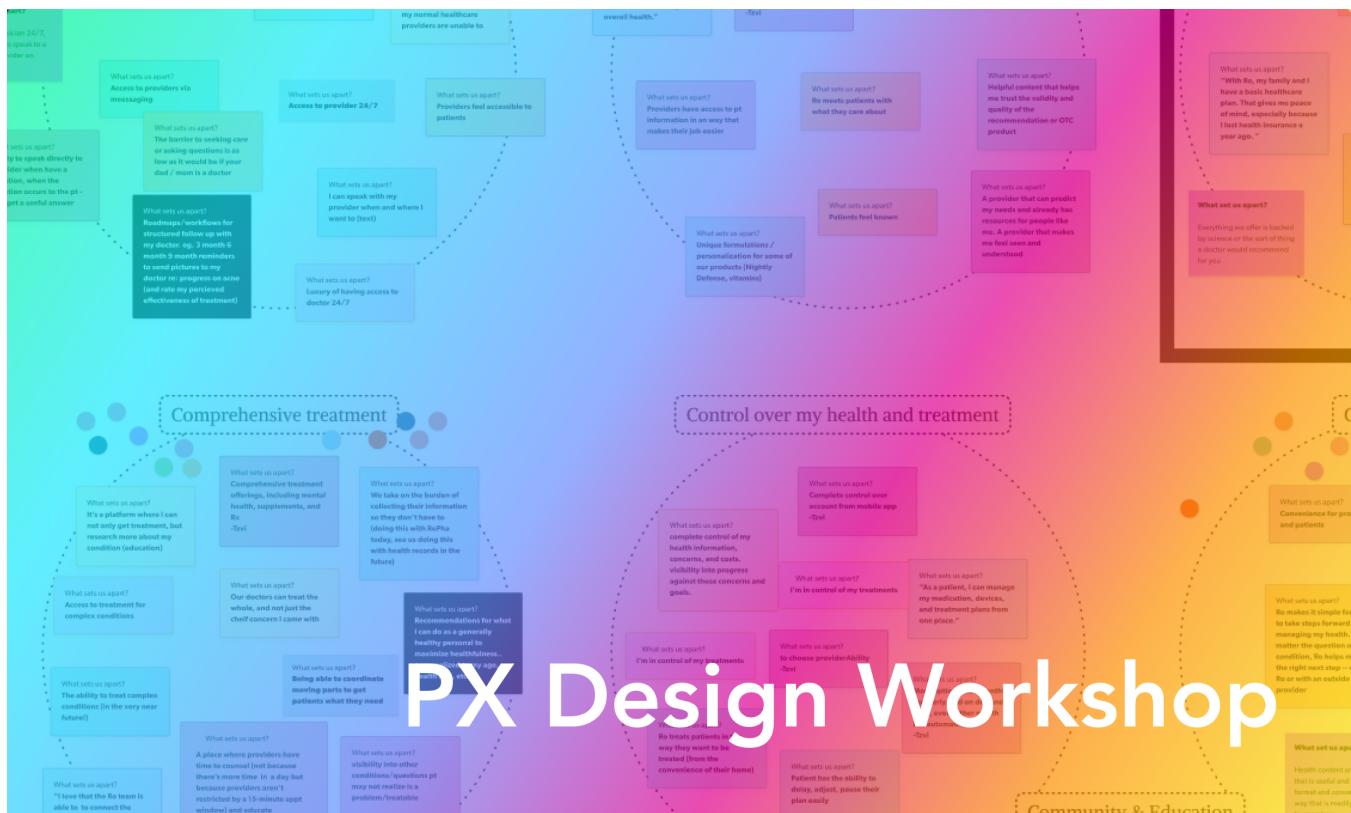


Patient Experience Workshop to Uncover Mobile JTBDs

Role: Lead Designer / Platform: iOS / Aug 2020

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Introduction

In mid-2020, Ro embarked on the beginnings of a mobile app. At a high level, the goals were to deepen the patient experience and increase retention on the platform. However, why would someone download and use an app made by Ro?

This led us to want to understand what JTBDs would lead a patient to our experience. As the design lead for this project, I created and led the process. I involved all of my product, engineering, leadership, medical, legal, care, and fulfillment team partners.

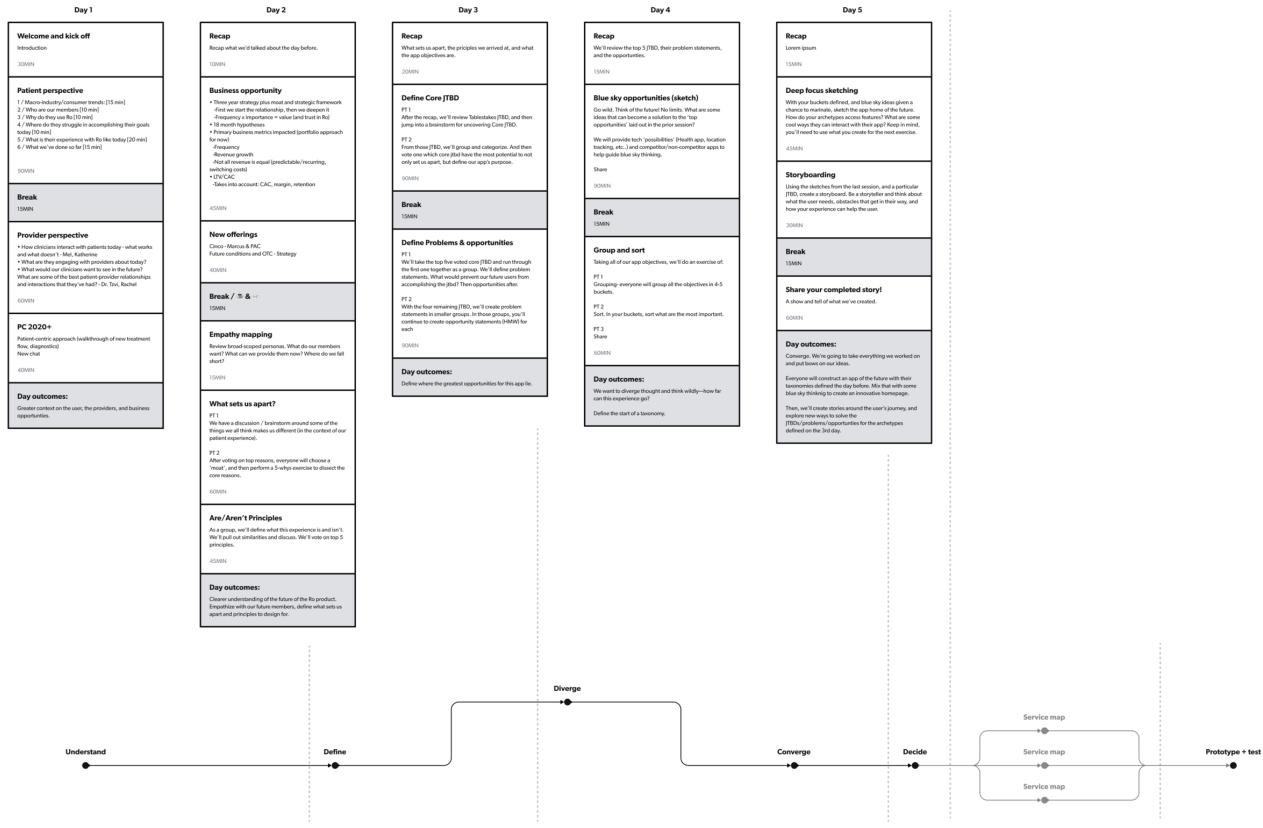
This needed to be done in a remote environment since we were in the summer wave of the pandemic. So I needed to facilitate sessions with colleagues familiar with brainstorming tools, as well as those like doctors who aren't as savvy with tech.

Step One – The Plan

The first step of any workshop is to design the workshop itself. Knowing that my goal for the workshop is to understand key JTBD, I worked backward from there. I considered that by the end of the workshop, user stories tied to key JTBD would be the best way to share and get alignment on future steps. A JTBD is great, but having user stories tied to them only strengthens their importance and understanding to those outside of the process.

In the image below, you can see the 5-day schedule for this workshop. For day one, we did a download of all the context, goals, and perspectives from across the company to get all of the participants engaged with the core content and patient empathy at the center of our process.

Workshop Schedule pre-established scope



5-day workshop schedule

Day 2 – Empathy & Principles

We began day 2 with remaining information about the business goals, but quickly moved into exercises around empathy mapping, what sets us apart, and More/Less principles.

RoPX Persona

Patient health profile

Age 45.5

Deeper connection (+1 condition) 9.43% (+2 = 1%)

Income 72k

Health habits of interest Weight, sleep, and exercise

Condition breakdown

ED — 49%
PE — 14%
Latisse — 10%
Hair loss — 7%
CS & GE — 6%

Overview

1 Members are increasingly looking to treat their health more holistically
Evidenced by the incredible early traction we've seen in cross-poll, combined with qualitative insights from member interviews.

2 Mental and physical well-being is important to members so they can look/feel good and live longer
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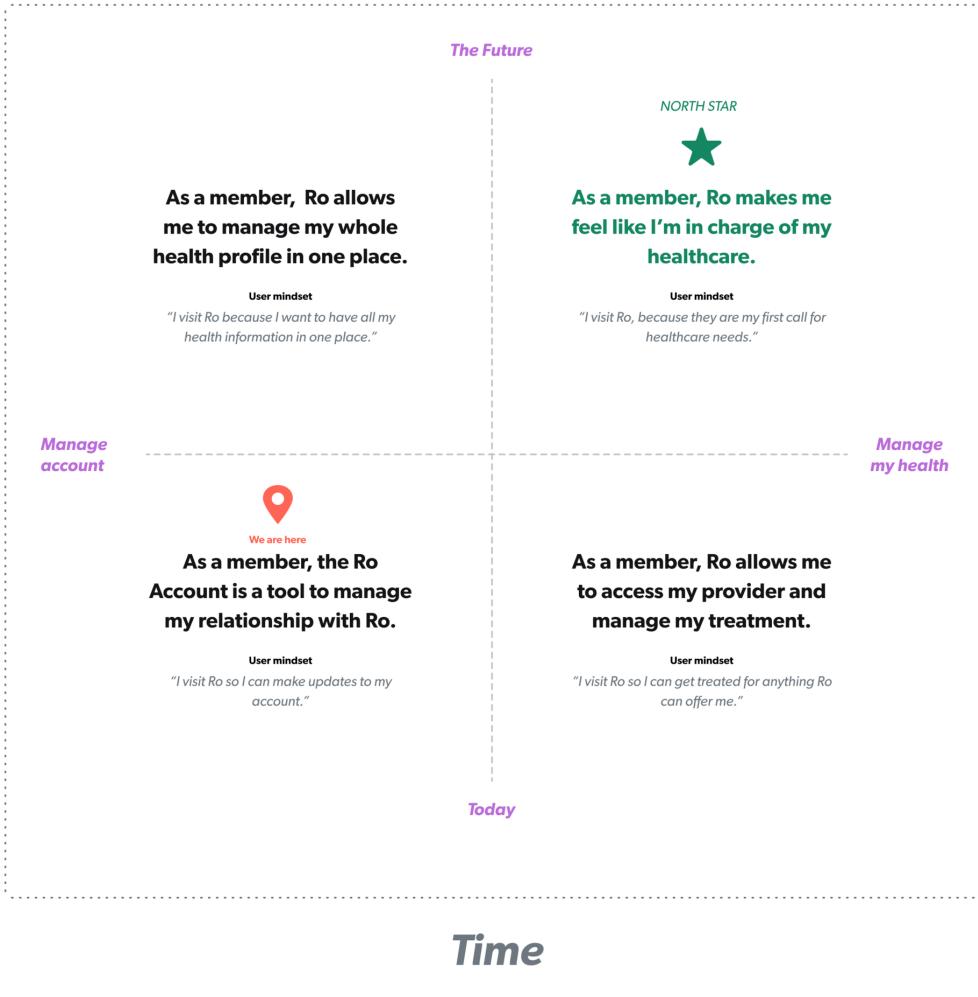
3 Members struggle to maintain healthy habits
Behavioral change is hard. Members often fail to attain their health goals because it's hard to maintain good habits.

4 Convenience is king
Across the board members cited convenience and ease as the #1 factor that both led them to Roman/Rory and that keeps them using our service.

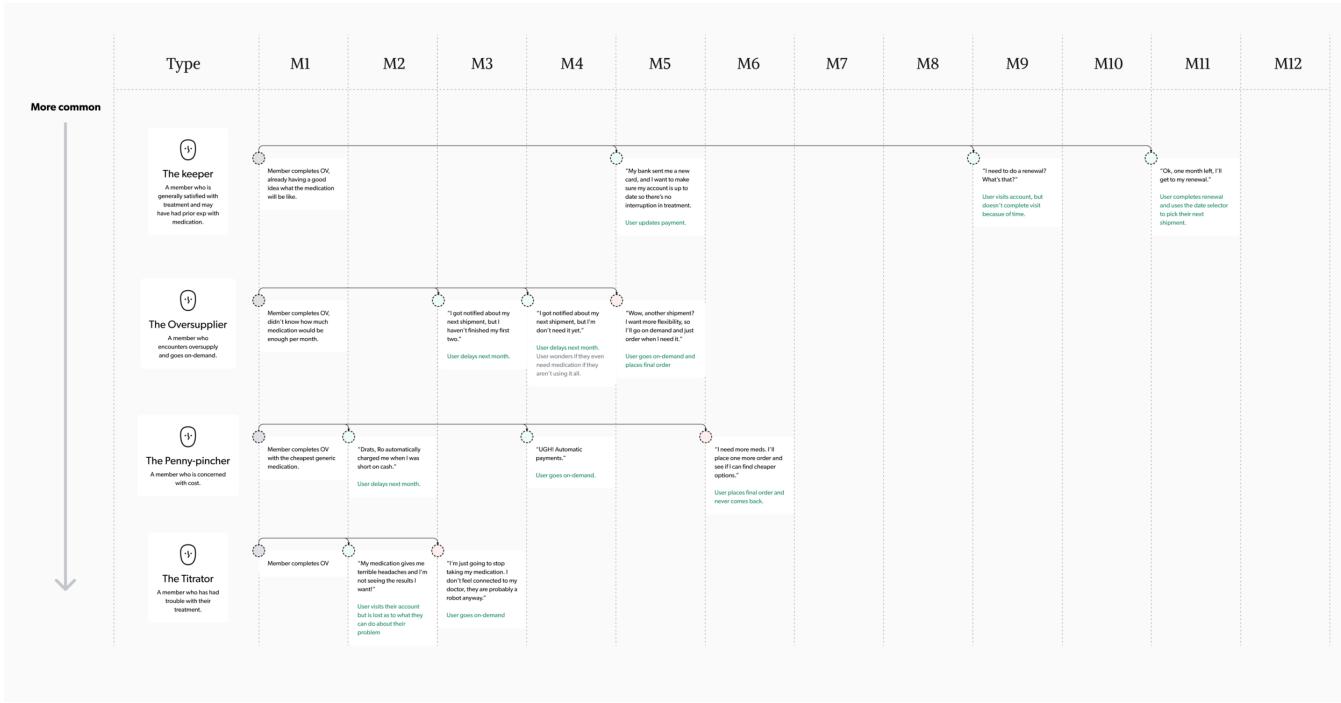
5 The old way < The Roman way
For members, it's just as much about getting away from the hassle of going to the doctor's office/pharmacy as it is about the ease of an online doctor and delivered medication.

Patient profiles

Context switch



Empathy mapping matrix



User archetypes

In our next session, we worked on defining what sets Ro apart from the competition and other apps in the market.

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What sets us apart?

The scope
Together, we'll determine what separates Ro, and in particular, the Ro Patient Experience from the rest of the market.

1. We take 5 minutes to write up ideas.
2. Spend the rest of the time discussing and voting.

“What sets the Ro Patient Experience apart from all other health platforms?”

Group and vote

- Personalized treatment**
 - Monolithic - Access to providers
 - Control over my health and treatment
 - Community & Education
 - Comprehensive treatment
 - Customization
 - Notable
- True-building / Transparency & Quality**

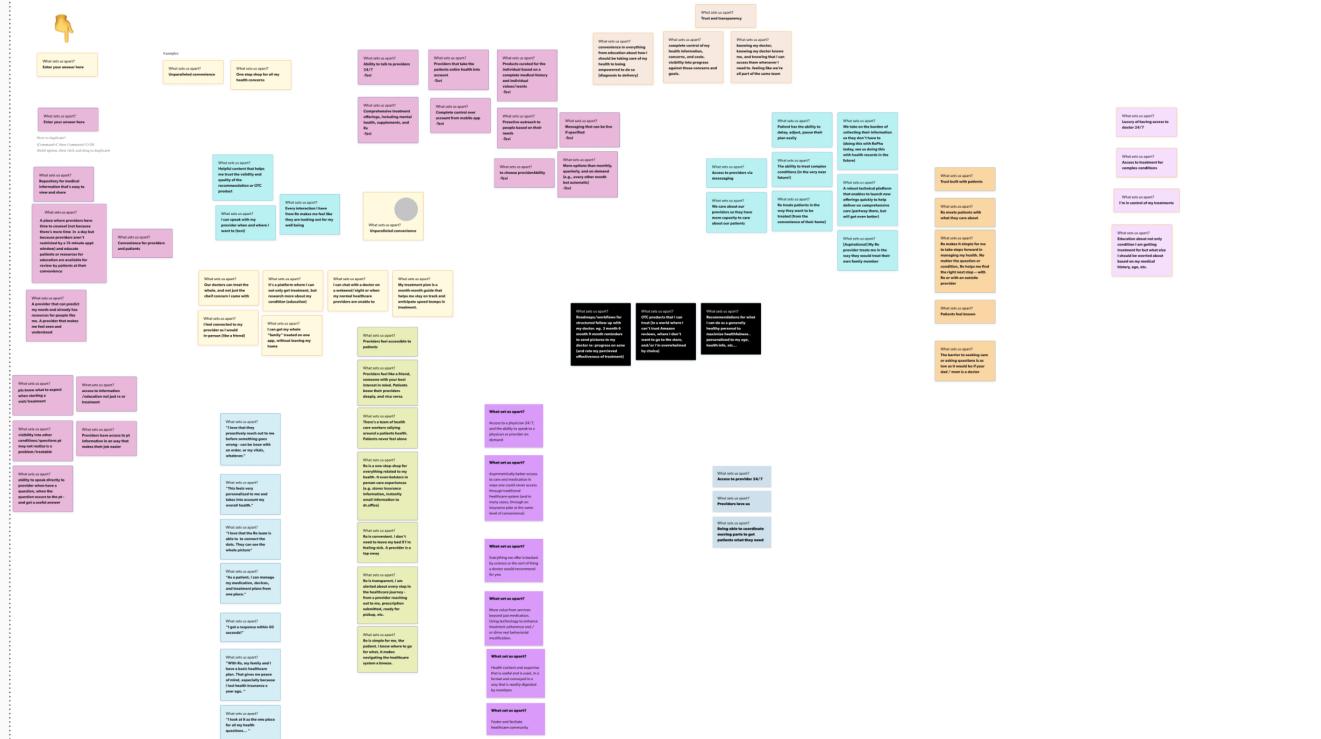
Claim a sticky

Vote!

Competitive differentiation exercise

What sets us apart?

① 10 MIN



Claim a sticky ➡

(Command+C then Command+V) OR
(Hold option, then click and drag to duplicate)



Group and vote

⌚ 50 MIN



Following that session, we jumped into a More/Less exercise. This is to align on experience principles moving forward.

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Is/Isn't

The exercise
As a group, we'll define what this experience is and isn't. We'll pull out similarities and discuss. Then, we'll talk about experience principles the same way.

1. Brainstorm
2. Discuss

High-level Values 0 10 100

Consider brief, high-level values that would describe the patient experience.

Is / Isn't

Vote!

More/Less exercise

Consider brief, high-level values that would describe the patient experience.

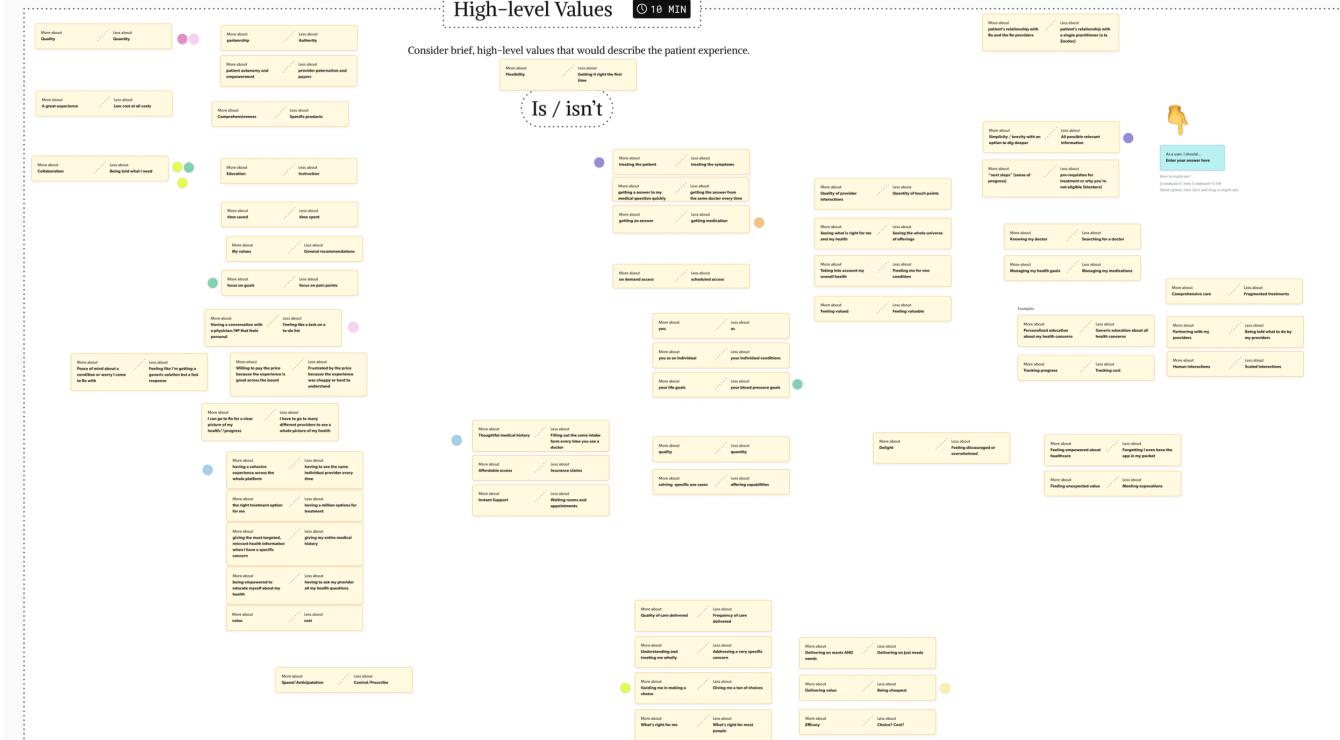


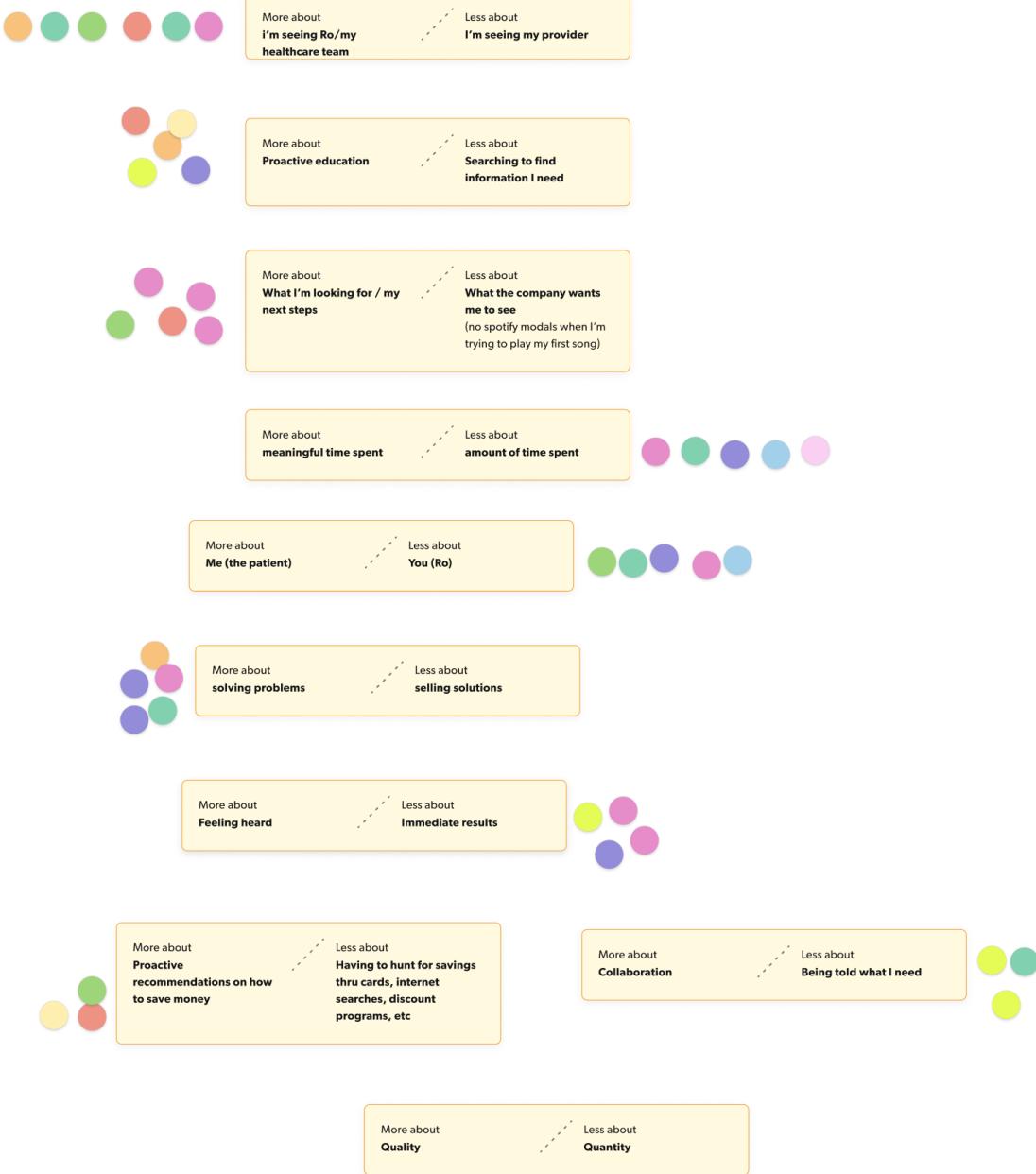
High-level Values

© 10 MI

Consider brief, high-level values that would describe the patient experience

Is / isn't

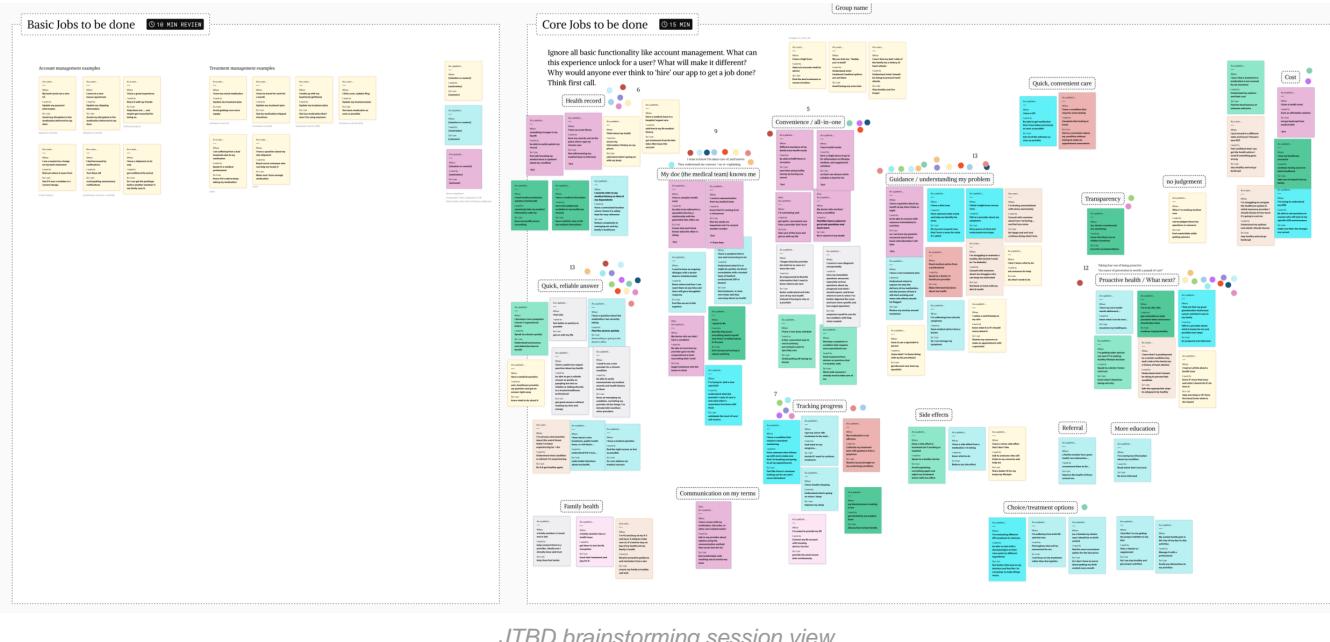




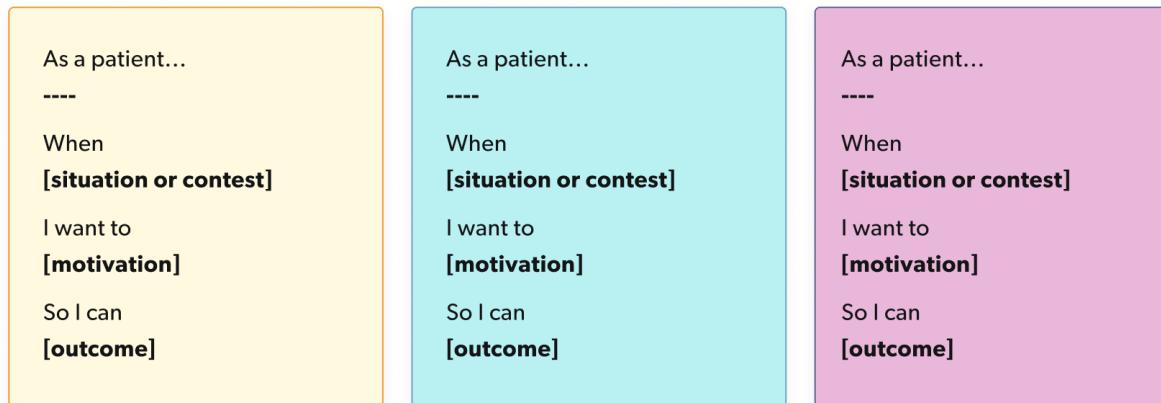
Day 3 – JTBD Definition

After downloading all we could about the patients, business, and aligning on principles and what sets us apart, we were ready to begin the crucial step of defining our core JTBDs.

The first exercise of the day was around brainstorming core JTBDs. Below, I created templates and instructions on what a JTBD is, and how to think about it.



JTBD brainstorming session view

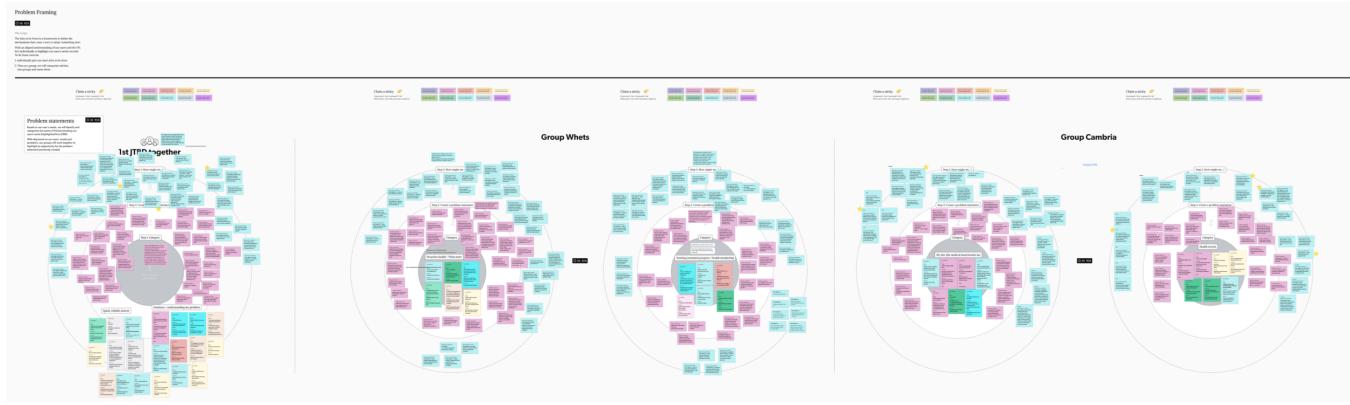


How to duplicate?

(Command+C then Command+V) OR
(Hold option, then click and drag to duplicate)

Following this exercise, we moved on to developing problem statements and opportunity statements:
JTBD → Problem statements → Opportunity statements.

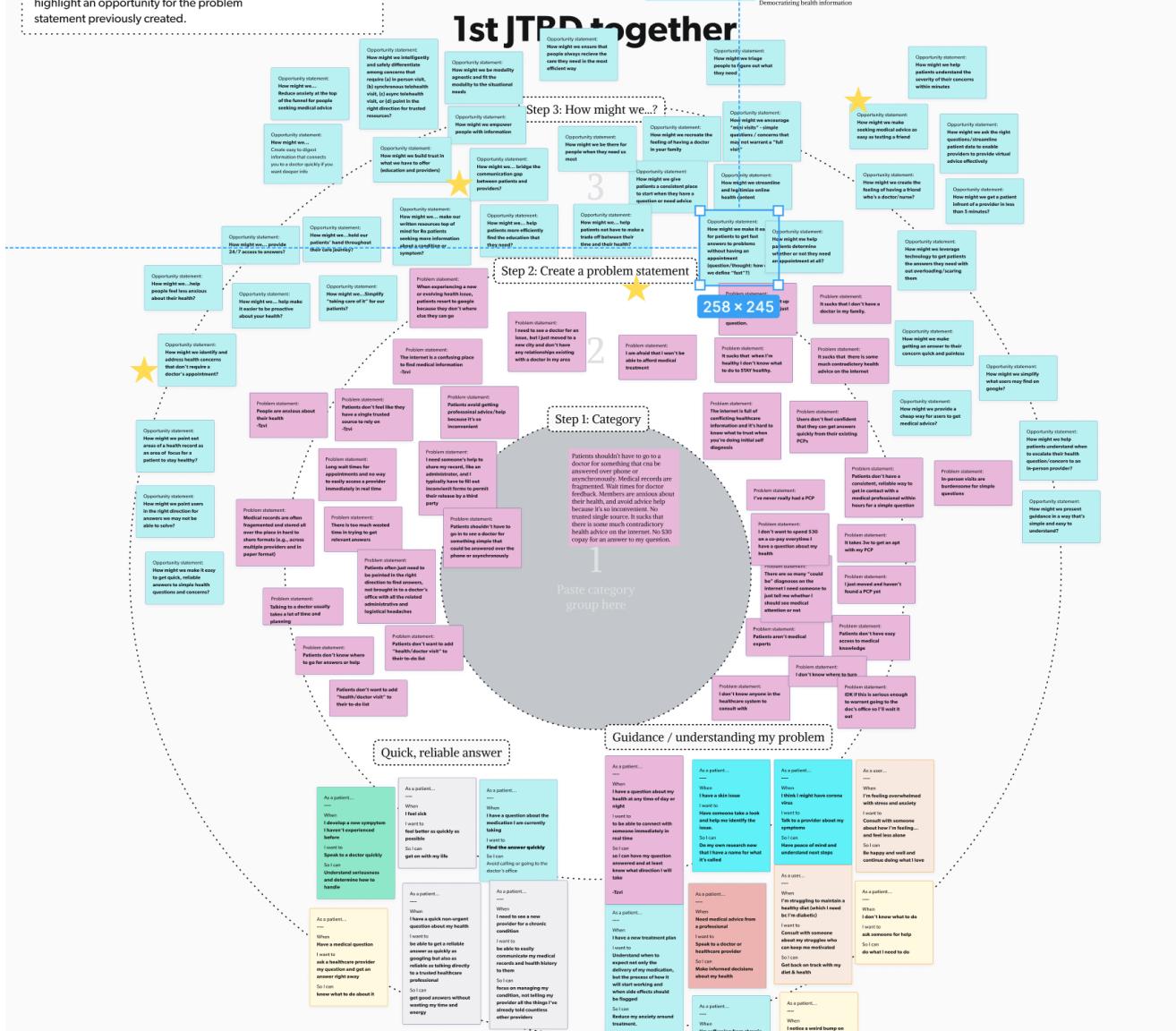
Having voted on and established what groups of JTBDs everyone was gravitating towards in the last session, we completed an example of problem framing together. We started with creating problem statements from the JTBDs, and then created opportunity statements from those problem statements. As everyone became familiar with the process, we broke up into two groups and did four more based on the remaining groupings.



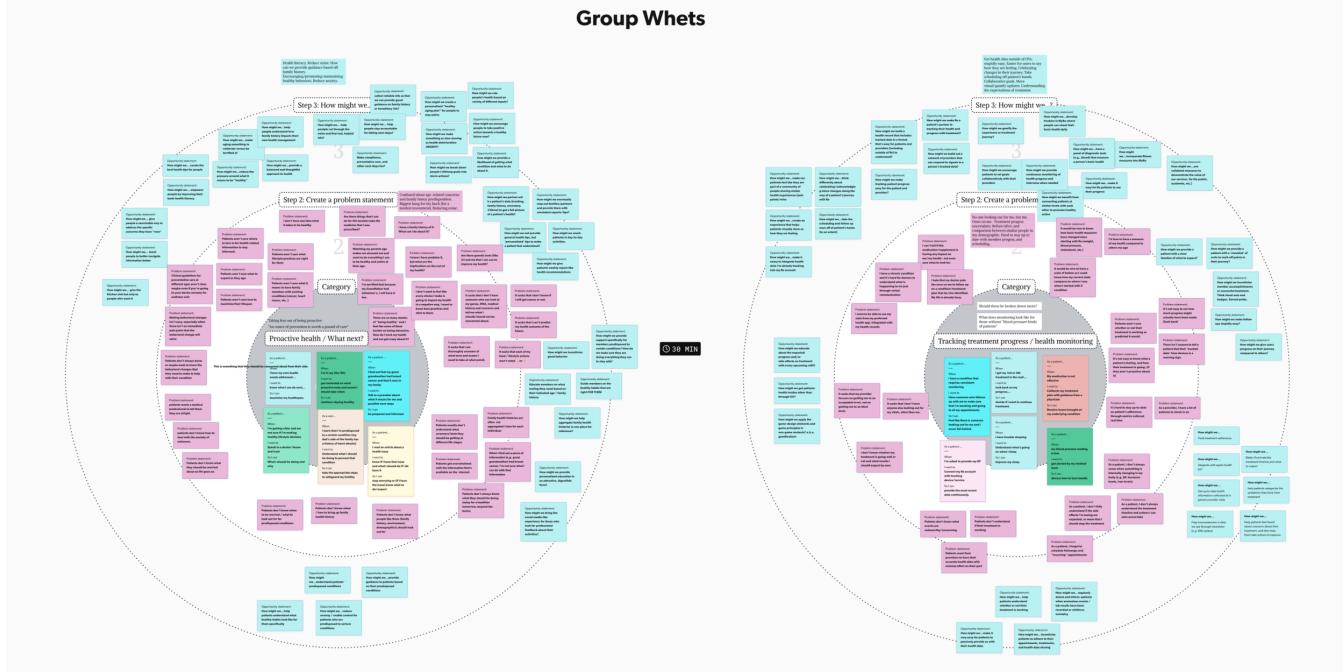
Problem framing

categorize the points of friction blocking our users needs (highlighted from JTBD).

With alignment on our users' needs and problems, our groups will work together to highlight an opportunity for the problem statement previously created.



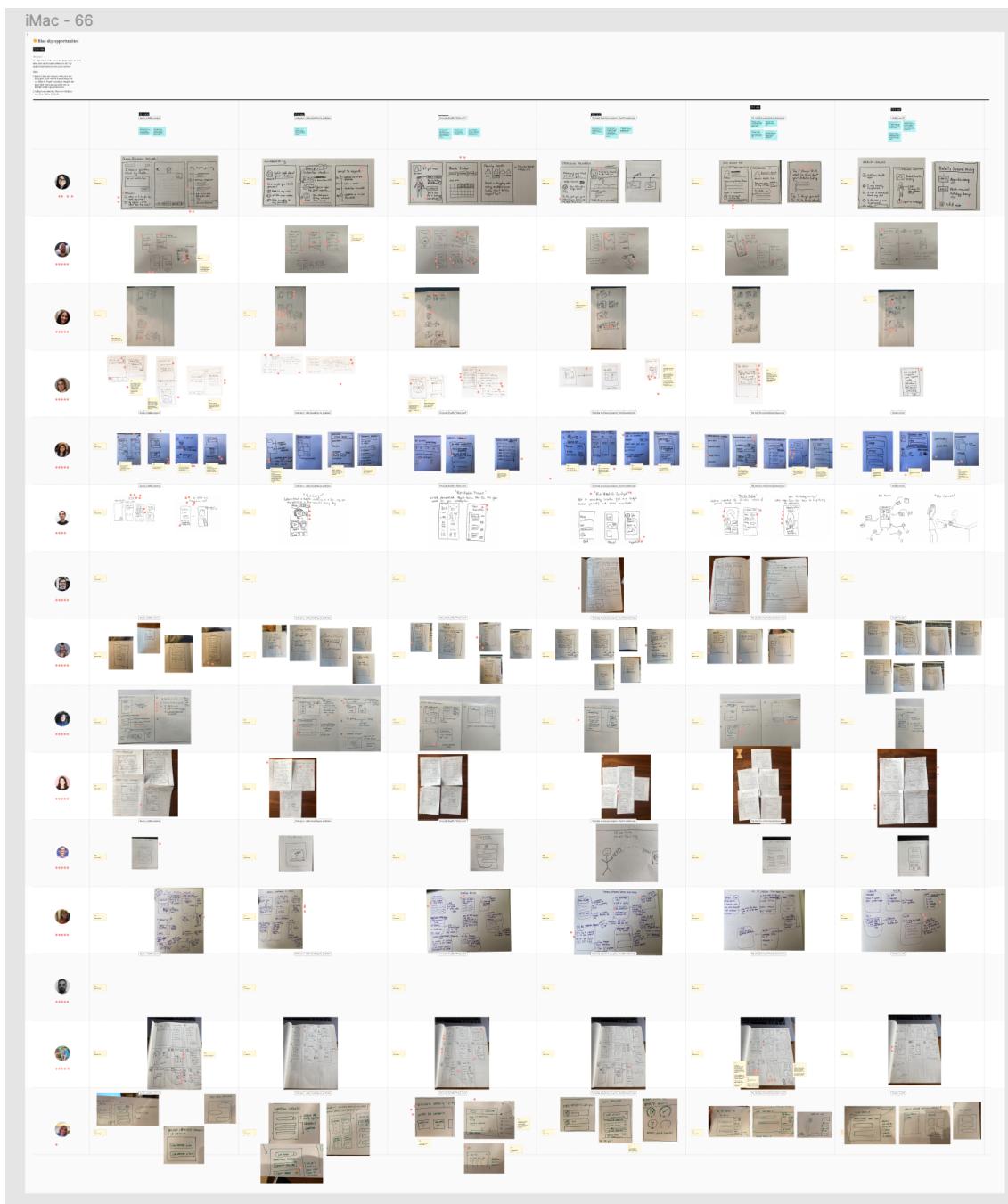
Group Whets



Opportunity statements

Day 4 – Ideation

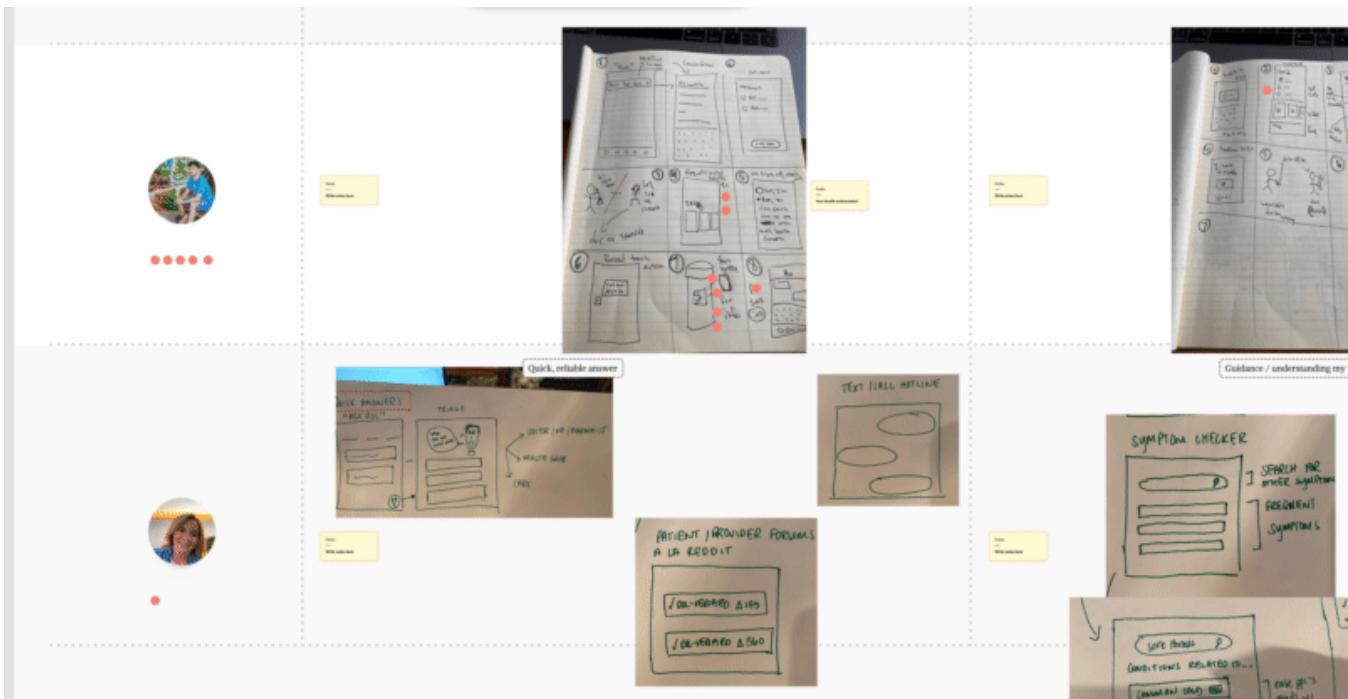
On day four, we did a series of Crazy 8's for each major grouping of opportunity statements from the day before within our JTBD groups. This was a blue sky brainstorm. No limits. Be creative. Because we had been remote, I had everyone draw on their own paper, take a photo, and drop it into Figma.



Blue sky brainstorming in Figma



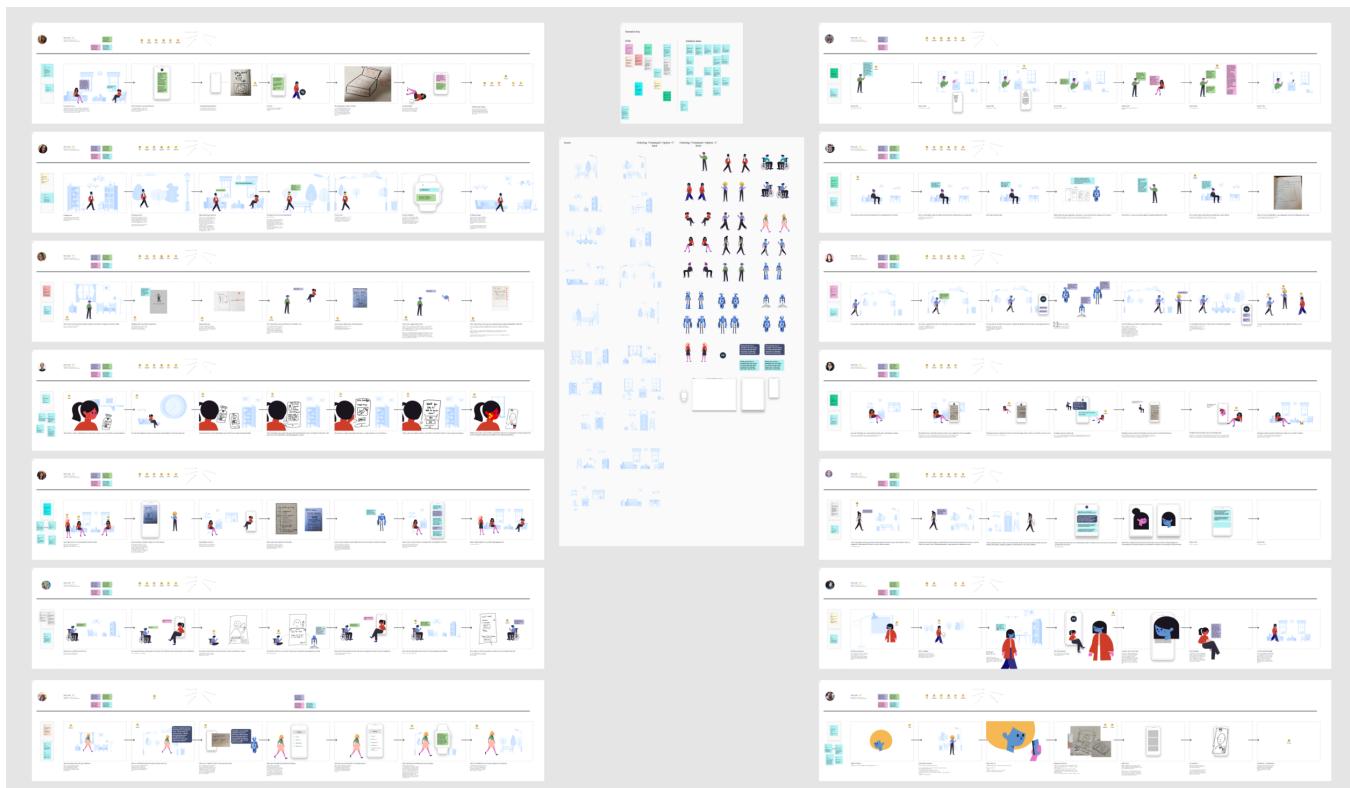
Workshop sections overview



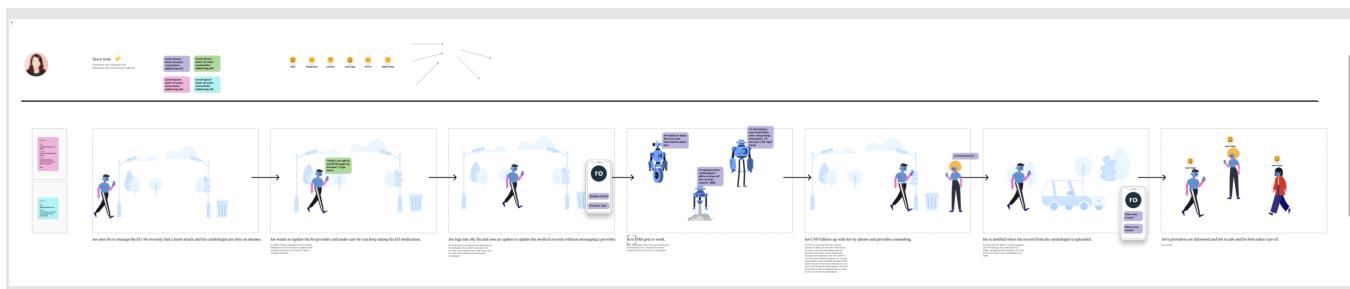
Row view of ideation boards

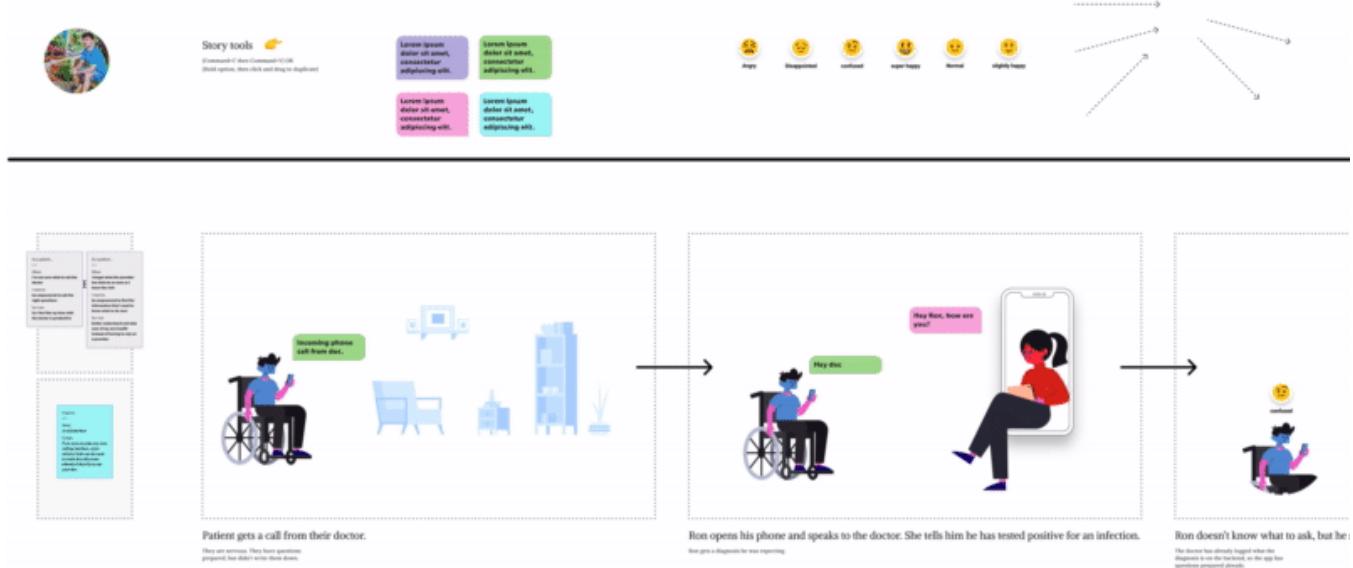
Day 5 – Storytelling

On our final day together, and after everyone became more familiar with Figma, I got ambitious. I dropped in illustrations and boards for everyone to take and roll with. I wanted everyone to take a JTBD + an opportunity, and create a story around it.



Storyboard templates

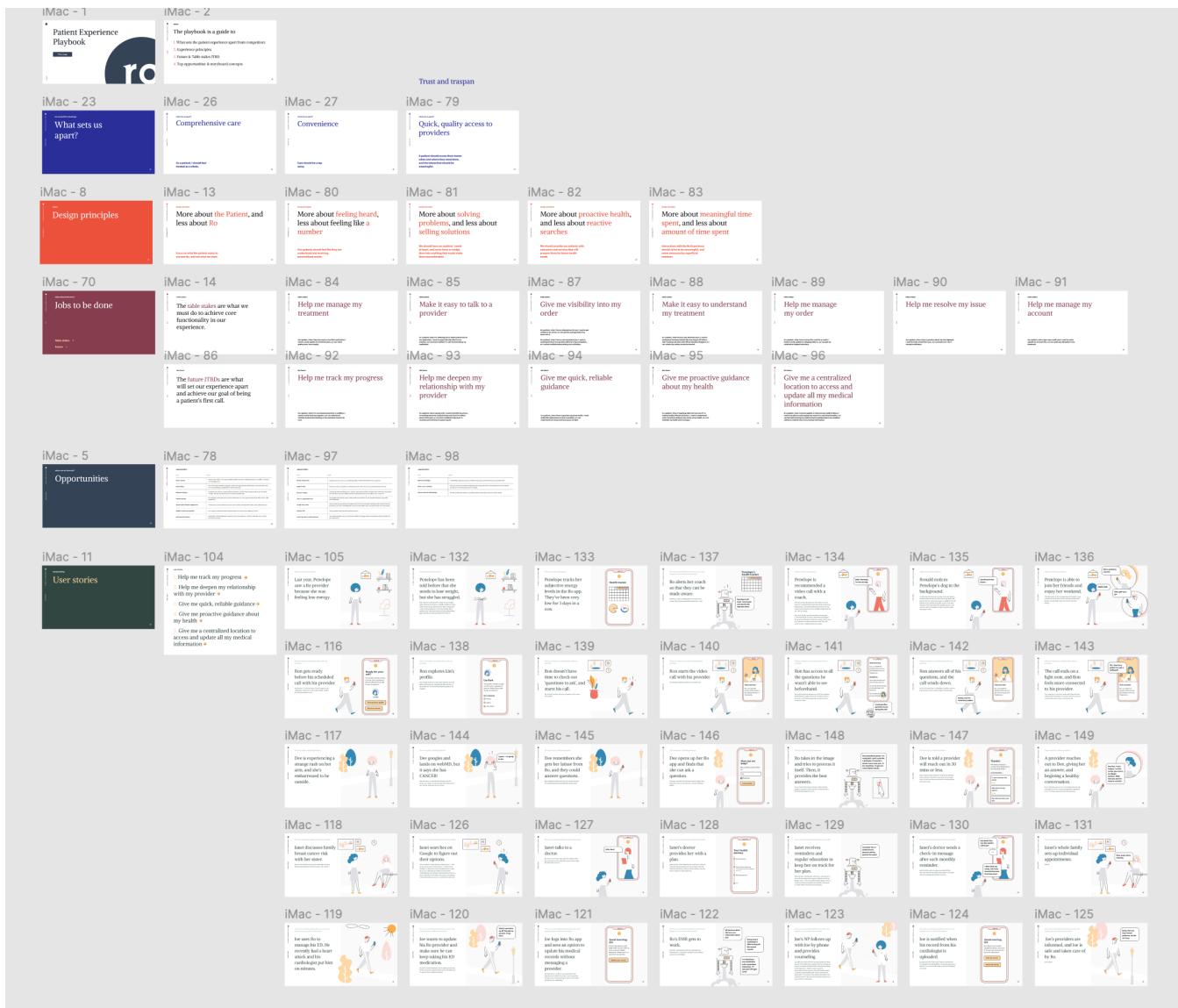




Complete storyboard

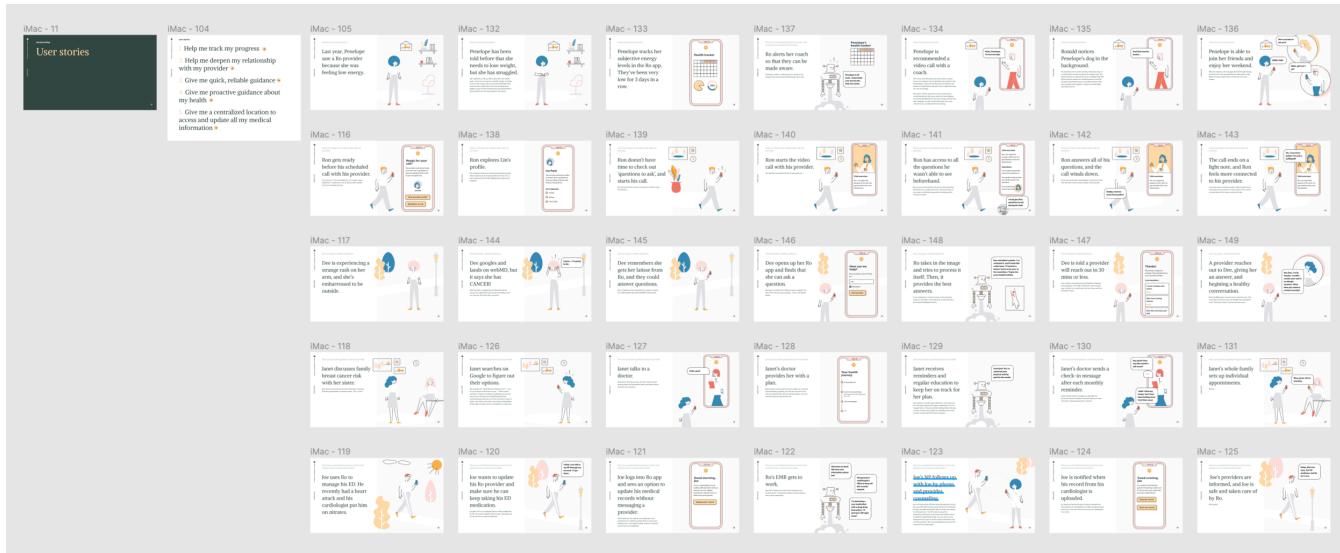
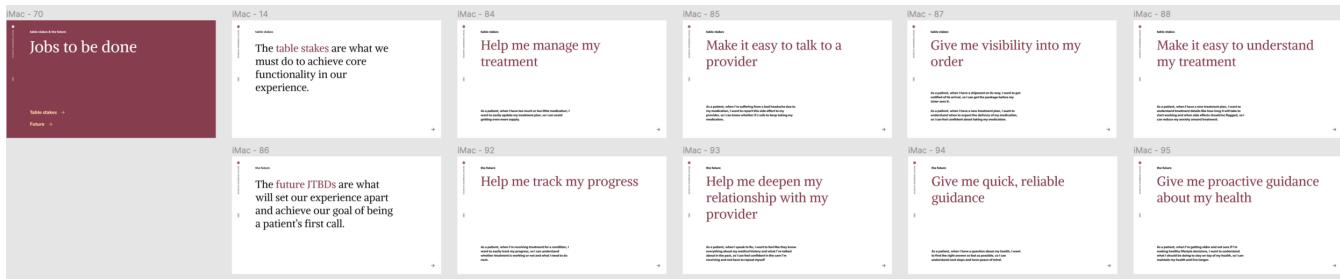
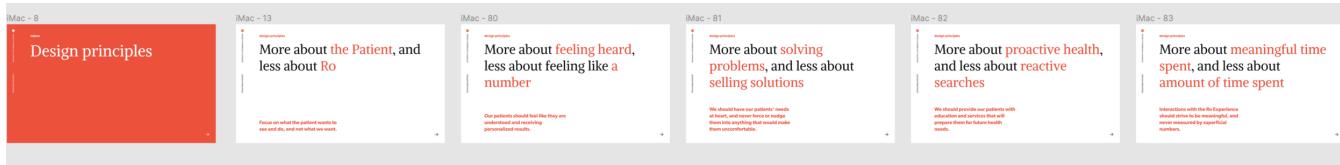
The Outcome

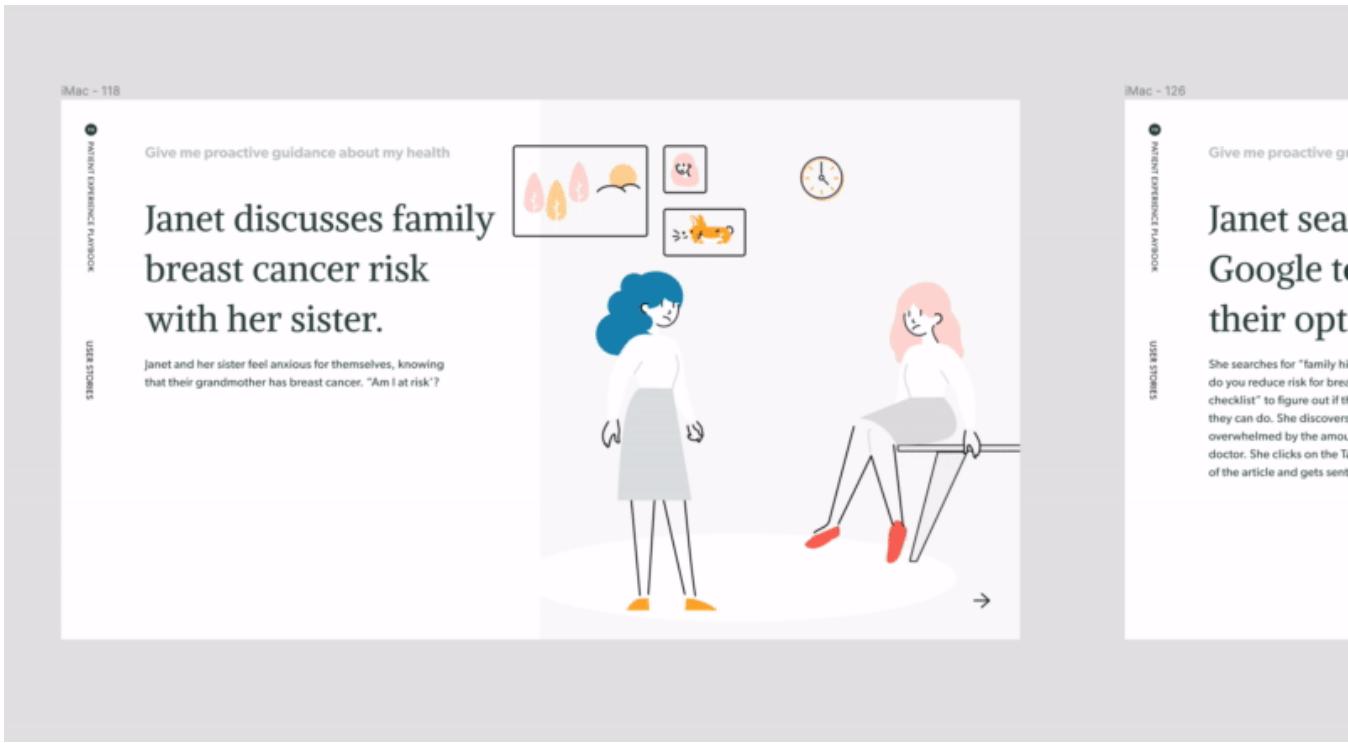
After this workshop, my Product Manager and I reviewed everything the team had come up with—from the early principles to the JTBDs and storyboards. Cleaning everything up visually so it would be shareable to the rest of the org, we created a patient experience playbook to contain everything.



Patient experience playbook overview







Full JTBD board

After this process, we moved on to prototyping. Creating wires and testing them with internal stakeholders and patients. Knowing the core JTBDs led us to a clearer project map and timeline.