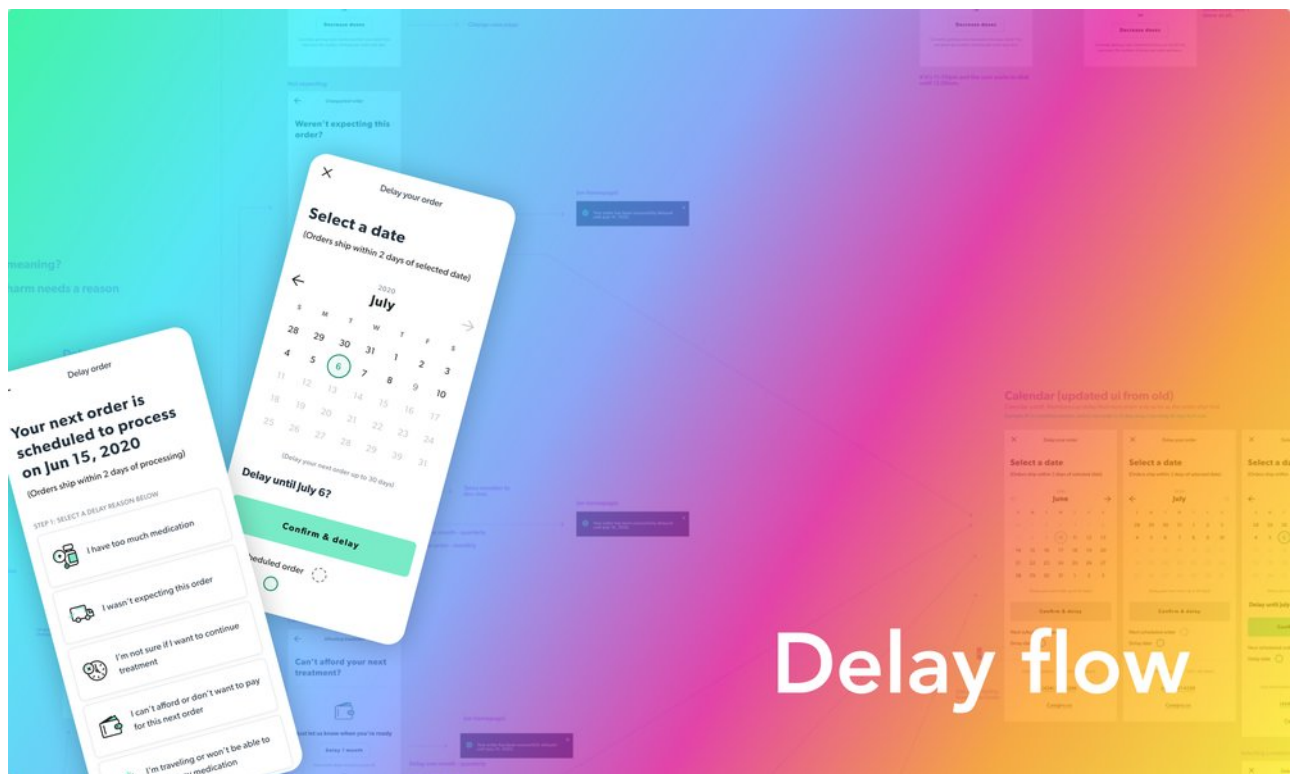# Delay flow (Ro)

Giving patients control over their orders.

Role - Lead Designer / Platform - Web / July 2020

Project goals

Enable members to feel greater control over their plan/treatment.

Provide education around what actions are best suited to their concerns.

Potentially solve early issues members have with their treatment to thwart moves to on-demand.
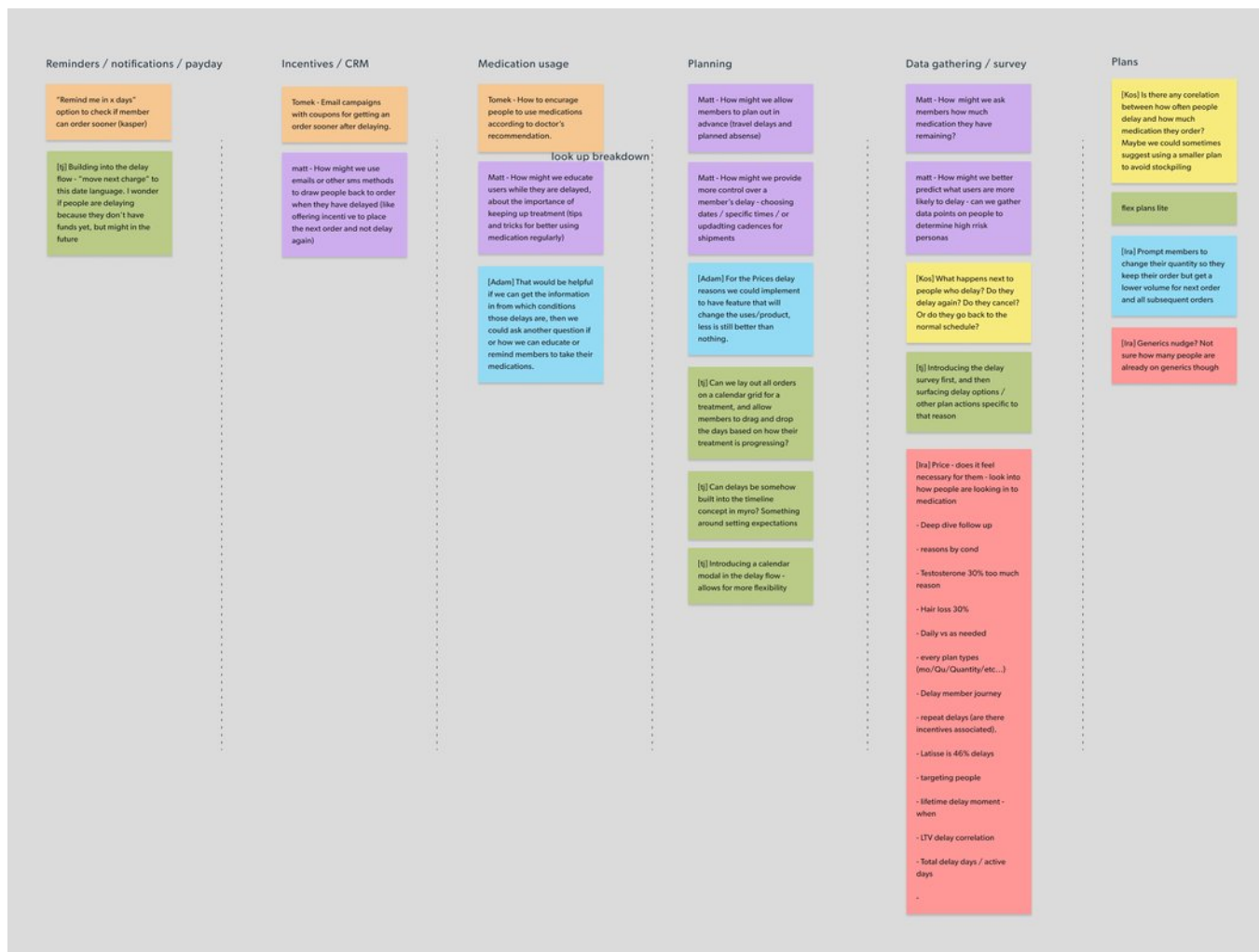
Problems with the current state

Members are only provided with 2 options for delay, regardless of their plan type.

There's not much context on how to think about the different delay types presented.

We don't action off of the issues that members are surfacing to us at the point of delaying
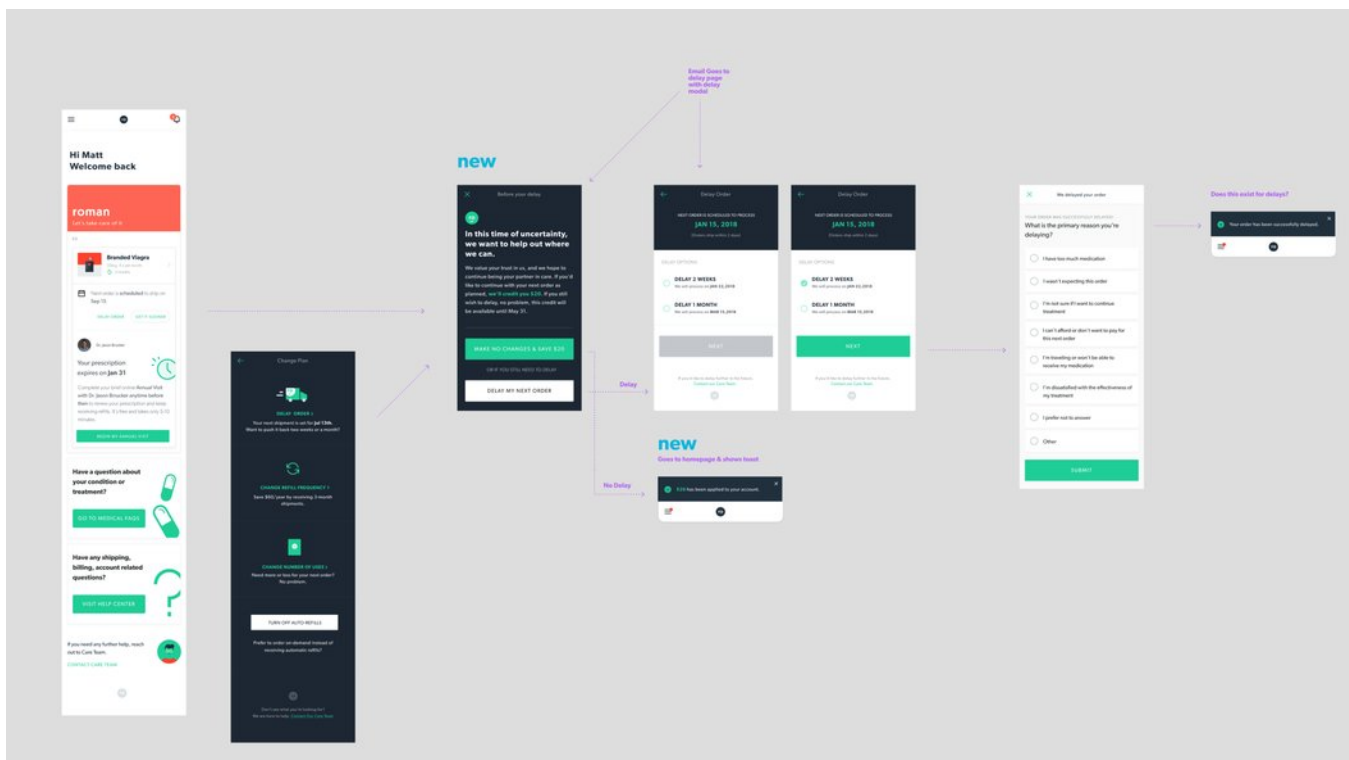
Step 1 - New team + brainstorm

As a brand new team, we started by reviewing data. Although I'm unable to present that here, it helped initiate our first brainstorm together.

Reminders / notifications / payday

"Remind me in x days" option to check if member can order sooner (kasper)

[tj] Building into the delay flow - "move next charge" to this date language. I wonder if people are delaying because they don't have funds yet, but might in the future

Incentives / CRM

Tomek - Email campaigns with coupons for getting an order sooner after delaying.

matt - How might we use emails or other sms methods to draw people back to order when they have delayed (like offering incentive to place the next order and not delay again)

Medication usage

Tomek - How to encourage people to use medications according to doctor's recommendation.

look up breakdown

Matt - How might we educate users while they are delayed, about the importance of keeping up treatment (tips and tricks for better using medication regularly)

[Adam] That would be helpful if we can get the information in from which conditions those delays are, then we could ask another question if or how we can educate or remind members to take their medications.

Planning

Matt - How might we allow members to plan out in advance (travel delays and planned absense)

Matt - How might we provide more control over a member's delay - choosing dates / specific times / or updaciting cadences for shipments

[Adam] For the Prices delay reasons we could implement to have feature that will change the uses/product, less is still better than nothing.

[tj] Can we lay out all orders on a calendar grid for a treatment, and allow members to drag and drop the days based on how their treatment is progressing?

[tj] Can delays be somehow built into the timeline concept in myro? Something around setting expectations

[tj] Introducing a calendar modal in the delay flow - allows for more flexibility

Data gathering / survey

Matt - How might we ask members how much medication they have remaining?

matt - How might we better predict what users are more likely to delay - can we gather data points on people to determine high risk personas

[Kos] What happens next to people who delay? Do they delay again? Do they cancel? Or do they go back to the normal schedule?

[tj] Introducing the delay survey first, and then surfacing delay options / other plan actions specific to that reason

[Ira] Price - does it feel necessary for them - look into how people are looking in to medication

- Deep dive follow up

- reasons by cond

- Testosterone 30% too much reason

- Hair loss 30%

- Daily vs as needed

- every plan types (mo/Qu/Quantity/etc...)

- Delay member journey

- repeat delays (are there incentives associated).

- Latisse is 46% delays

- targeting people

- lifetime delay moment - when

- LTV delay correlation

- Total delay days / active days

- .

Plans

[Kos] Is there any corelation between how often people delay and how much medication they order? Maybe we could sometimes suggest using a smaller plan to avoid stockpiling

flex plans lite

[Ira] Prompt members to change their quantity so they keep their order but get a lower volume for next order and all subsequent orders

[Ira] Generics nudge? Not sure how many people are already on generics though

First team brainstorm for the 3 of us.

User testing the current flow

The existing flow, as mentioned in the problems above, had been limiting for the user, and not offering the most flexibility.

Existing flow tested via usertesting.com and with members to dig deep into what the patient's mindset is when they are delaying.

Exploration

The next step was to explore options and variations for the flow. Test again with users, and iterate. We came to the conclusion that users who delayed had other underlying issues leading them to this feature. Either their medication was working, or they were traveling or out of town. To build the best flexibility, we released a survey on our existing for to gather data.

The data gathered confirmed some assumptions and provided a few surprises. A lot of them we could address. And so we explored options where we add a little friction to the flow to allow those who have had trouble with medication to reach out to their doctor. Or if they were traveling, to give them a calendar to set the right date for them to get their medication.
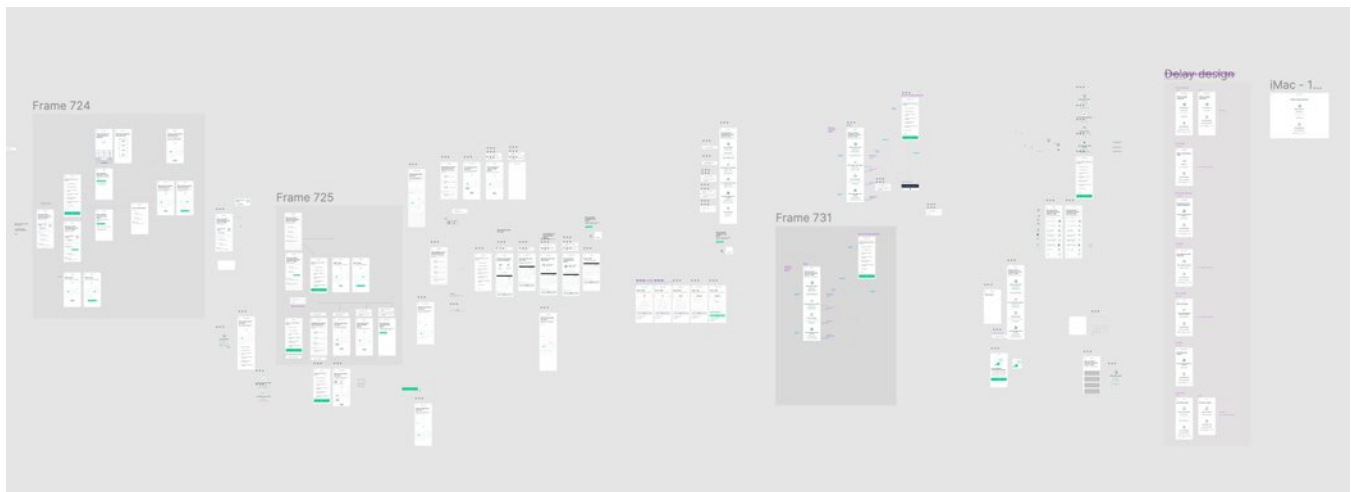
Just a snapshot of some rough ideation.

Where the test landed

For this feature, we turned the survey into a choice to send a user down a path right for them. For example, if they say they aren't satisfied with their medication, we lead them to another choice where they can decide whether they want to delay or speak to their doctor about adjusting dosing or medication type. We also introduced a Calendar UI for the first time to give users ultimate flexibility in controlling their orders.

Overview of flow.

New calendar ui following existing brand guidelines.

← Treatment effectiveness

Dissatisfied with results?

We recommend speaking with your doctor first

| Chat with doctor |

OR

| Delay 1 month |

One month delay will process July 19

·················> **Takes member to doc chat**

·················>

ro Your order has been successfully delayed until July 19, 2020. ×

(on homepage)

One of the decision pages based on existing ui guidelines.
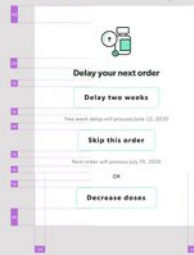
Decision block (medium button)

(should be the same block as in the on-demand flow, except with a larger button)
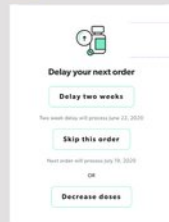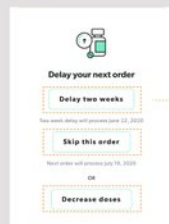
Delay block

Padding

1px line $cGray3

Delay your next order

Delay two weeks

Two week delay will process June 22, 2020

Skip this order

Next order will process July 19, 2020

OR

Decrease doses

Sizing

Delay your next order

Delay two weeks

Two week delay will process June 22, 2020

Skip this order

Next order will process July 19, 2020

OR

Decrease doses

Icon image size

80px assets

Click area

Delay your next order

Delay two weeks

Two week delay will process June 22, 2020

Skip this order

Next order will process July 19, 2020

OR

Decrease doses

Button CTAS may take user to designated page

Responsive

Delay your next order

Delay two weeks

Two week delay will process June 22, 2020

Skip this order

Next order will process July 19, 2020

OR

Decrease doses
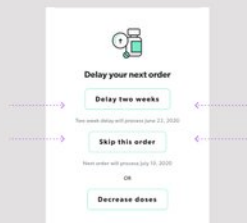
All Content stays centered

Choice block
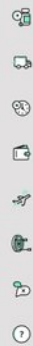
I have too much medication

48px assets

Padding

I have too much medication

Margin

I have too much medication

Sizing

Icon

I have too much medication

Hover

I have too much medication

Shadow 8 -> Shadow 12

Click area

I have too much medication

Whole card is tappable

Responsive

I have too much medication And this is a lot of text for example.

Text area expands

UI breakdown.