

Cutting Edge

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HCI design studio

Project 4 Interaction Design

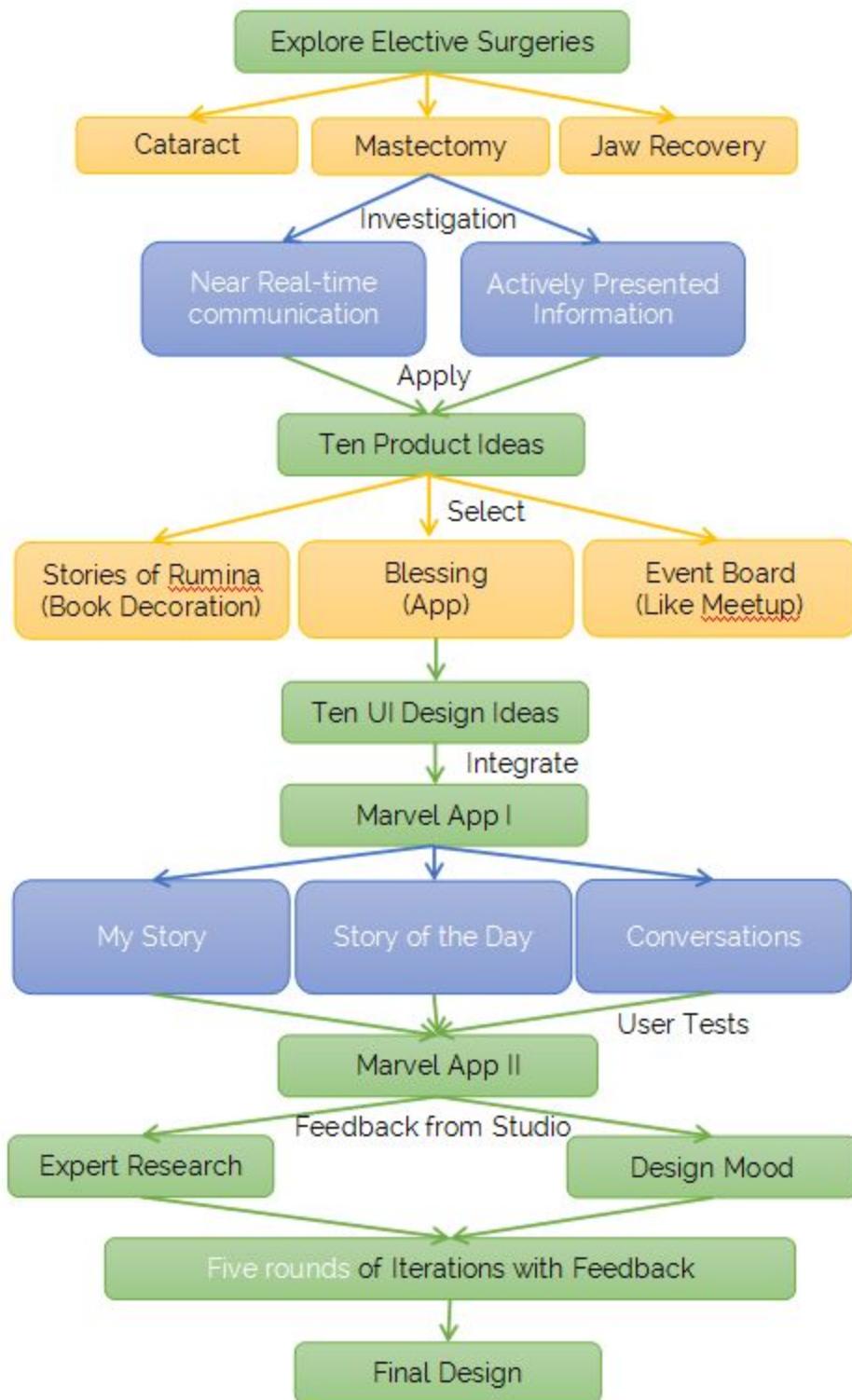
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Our Conceptualization Process - An Overview



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I. Preparation

1. An Overview of Insights

In the process of understanding our target users, we obtained two insights that we have used to define our UI concept:

1. People can better absorb near real-time information than sift through an endless number of written experiences
2. Information that is actively presented to the users is more accessible than that which stays on an online platform forever.

Based on these, we formalized our design concept as “randomly assign new breast cancer experiences/stories/queries written by each user to other users on a daily basis. Upon receiving these stories, users can connect through text chat and start their own conversations.”

2. How We Began

We started by exploring elective surgeries - i.e. those which are planned ahead of time. This led us to mastectomies (surgical removal of breast tissue in patients suffering from breast cancer). Through a detailed analysis of shared stories and experiences on online forums, we gained empathy for patients who are battling breast cancer. We learned that many critical choices, both physical and mental, would have to be made in the journey from diagnosis to life after surgery.

“When I look down at my chest, I sometimes get depressed. My boobs are gone. I liked my boobs. They nursed my children, they pleased my husband, they made me feel feminine... they were a part of my identity.”

This quote from “Flat and Fabulous: Life After Breast Cancer and a Double Mastectomy” had a great influence on our decision to design an application for mastectomy/breast cancer patients.

3. What Can We Do?

We investigated the forum of breast cancer community (please refer to Appendix I for full report on investigation), and found the following:

- a. Posts whose topics are on experience-sharing are almost always newly created threads and continue to be the most popular posts in their respective forum sections. For example, the topic “For Arimidex (Anastrozole) users, new, past, and ongoing (13,816 Posts 357,541 Views)” wrote:

“I found a couple of older threads about Arimidex, but they covered a large time span with a gazillion posts, so I thought I would start a new thread for Arimidex /Anastrozole users ...”

The topic “Radiation recovery (14,734 Posts 249,283 Views)” wrote:

“ I know there is another thread but I thought, since it is 60 pages old, I would start a new one for those of us just finishing radiation...”

We can infer that people prefer near real-time communication as opposed to trudging through a huge amount of information. They prefer fresh information, even though it might be a reiteration. In many ways, conversing and connecting with others going through similar things is more important than the information itself.

- b. We found a “unique” post which wrote:

“I'm 4 weeks out from my last AC and any positive encouragement (and "you're almost there" posts) would really make this week wonderful.”

We recognized that sometimes simply receiving supportive words from people like you is better than reading about others' experiences.

- c. Patients want opportunities to share positive feelings with one another. Rather than just communicating about their surgical experience, they also seek real-person meetups with each other, and to create positive experiences together. The post titled “I look for other flat chested women. A rant. (4,112 Posts 104,603 Views)” wrote:

“ I would love to take over a hotel, make noise, laugh, cry, be flat together-to see you. I want to meet other women who, like me, have decided not to reconstruct.”

We did further research on breast cancer events on www.meetup.com, and the website www.lumptolaughter.org (created by Renee Ballard and Connie Hill, who went through the journey of breast cancer together). We were particularly interested in how these websites helped breast cancer patients, and what deficiency they may have. We identified a problem that makes these really nice resources less accessible: they are not exposing themselves to their target users actively. If we had not typed for “breast cancer” in the search bar, such information wouldn’t pop up. Therefore, we decided to take advantage of the users’ innate desire for curated ongoing content brought to them, and bring them wonderful stories every day from people battling cancer, just like them.

II. Three Product Ideas

Inspired by the results of our research, we brainstormed ten ideas (See Appendix II for all sketches) on UIs which can help connect breast cancer patients. We considered four broad classifications of interpersonal communication in modern society:

1. text-based chat
2. phone call
3. online video chat
4. meeting in person.

From these we picked three ideas that were the strongest in terms of attractivity to users and facilitation of back-and-forth communication between patients.

Product Idea 1: Everyday Blessing



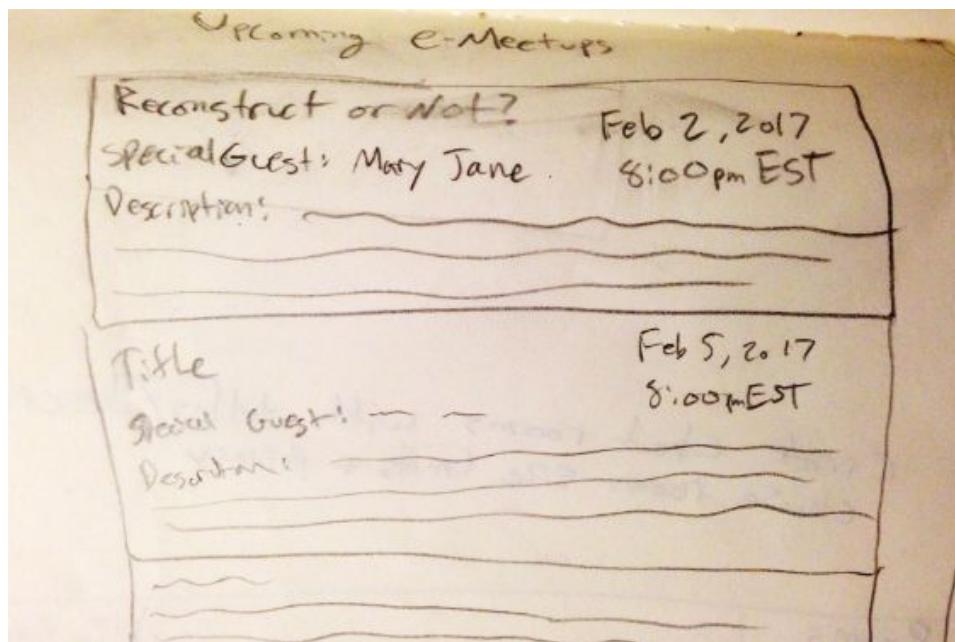
Imagine that you are ready to start your new day at nine o'clock. You open our app as a daily practice, pick a blessing sentence, and hit send. Then somewhere else in the world, a randomly selected app user (also a breast cancer patient) receives it. She sees your blessing, and she receives hundreds of blessings everyday from people like you. This blessing really makes her day. You might get a chat request from her expressing her gratitude. The next day, you will send a new blessing, talk to new people, and have a new experience.

Product Idea 2: Legends of Rumina



There are too many important decisions to make when planning surgical procedures to fight breast cancer. Doctors will help, but you may not get all the information you're looking for. To supplement this, doctors keep a book in their offices. These are books in which other women like you, who've been through what you're going through, can write down their thoughts and feelings. They can leave their contact information in the book as well, so that you can get in touch with them for further support.

Product Idea 3: Online event rooms



This service allows for planned meetups to occur. These meetups happen in chat rooms, but the pre-planned nature allows focusing their purpose. Meetups can also include special guests to have (reddit) AMA style, back and forth conversations with one another.

Choosing an Idea:

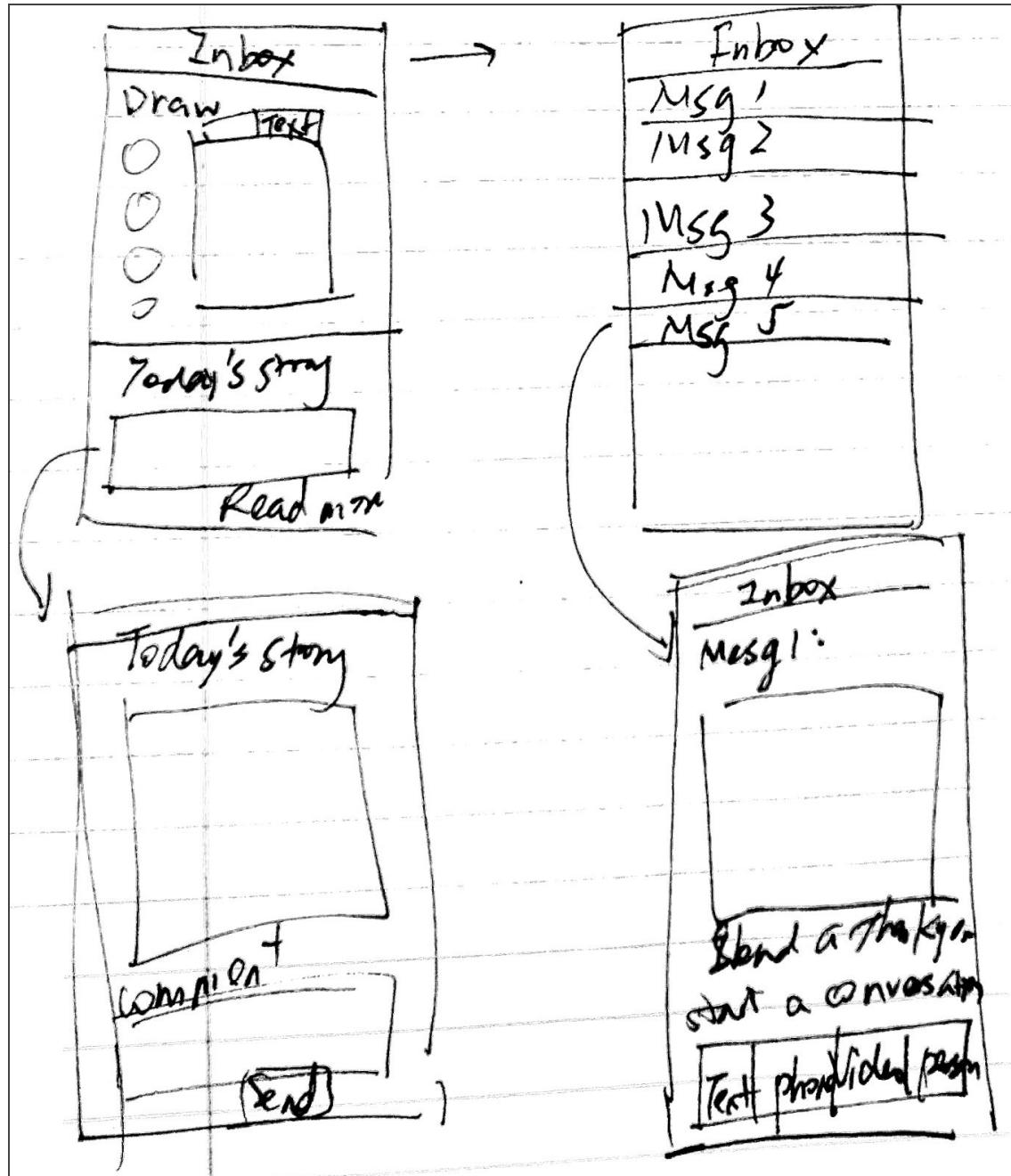
From the perspective of novelty and practicality (and complementing, rather than replicating, platforms that already exist for breast cancer patients), we chose the “everyday blessing” application to work on. We made some conceptual changes to our idea - we decided to integrate personal stories with establishing one-to-one connections between patients. We envisioned an app whose users are patients at different stages of battling breast cancer. Every user can write a post chronicling their feelings during their journey, and we call these records “chapters”. These chapters form a unique “personal story”. When composed, a chapter will be sent to randomly selected users. Recipients

can choose to either send a personalized “blessing”, or initiate a conversation. We hope this app helps facilitate deep one-to-one interactions between users through these randomly assigned connections.

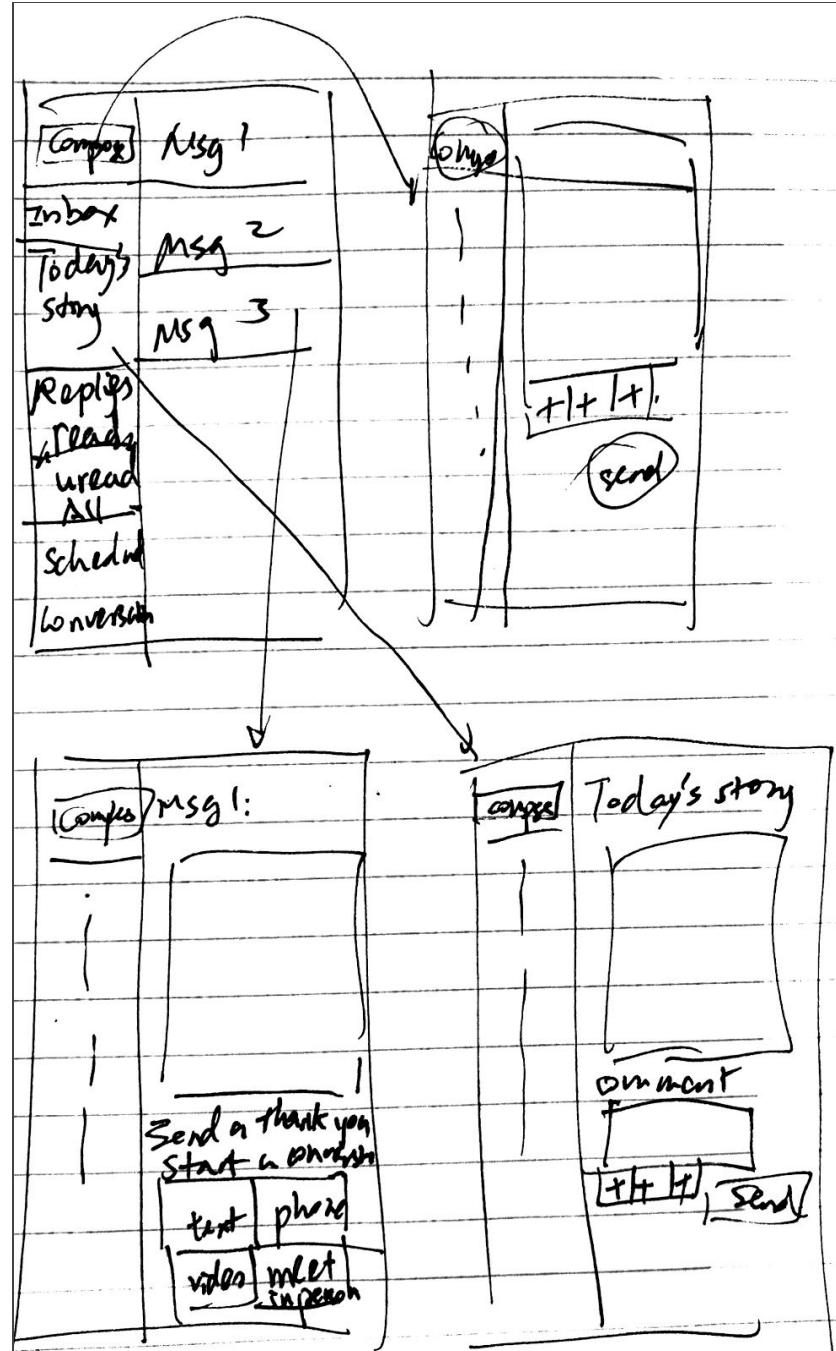
III. Thumbnails of UI Design Ideas



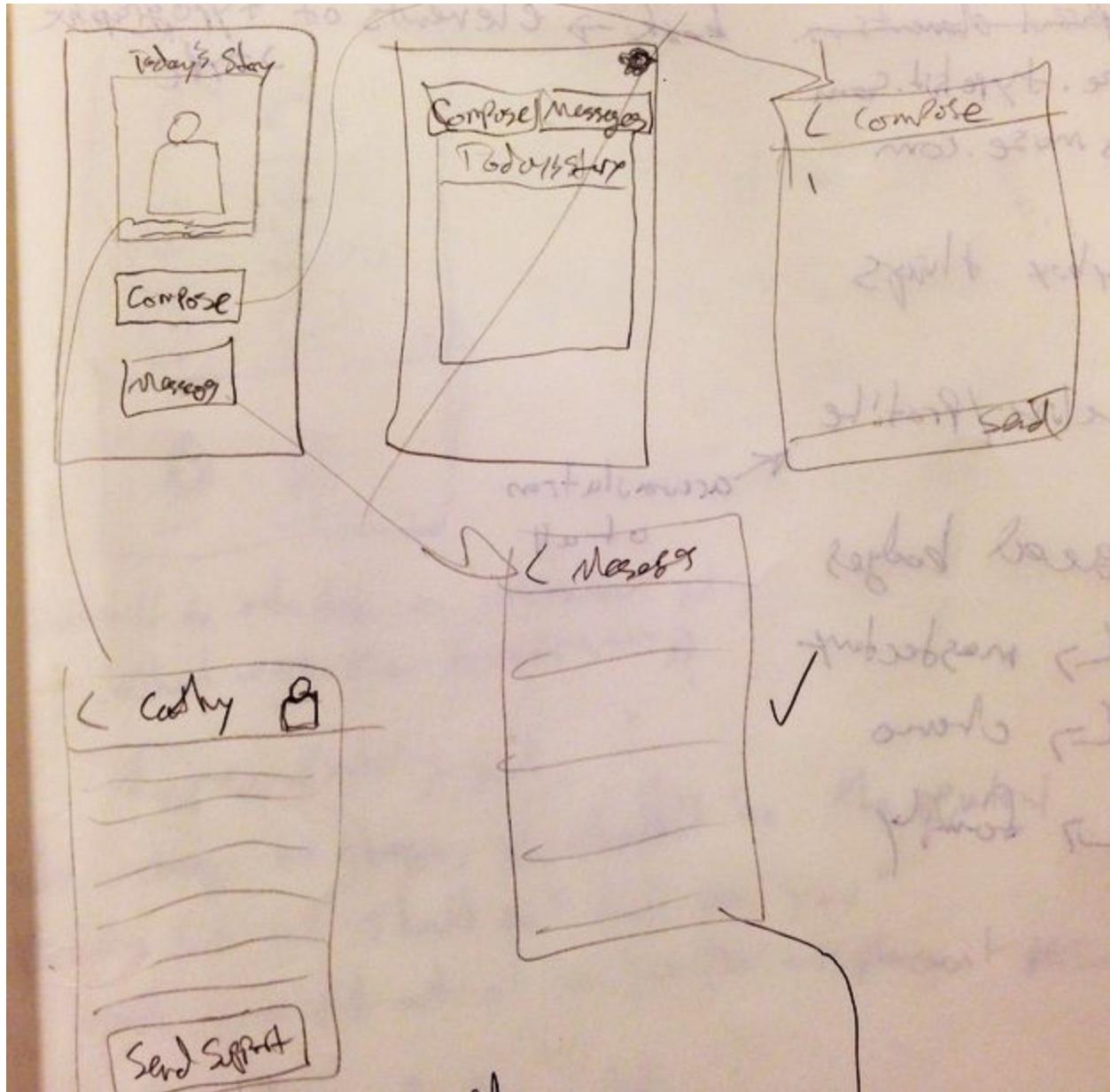
This sketch starts with a split design main view, one half of which leads to outbox, and the other half of which leads to the inbox. This design puts equal emphasis on the concept of “giving out” and “taking in”. In outbox, the user can compose a paragraph on how they feel, and send it to other random users. The inbox is split into two sub-tabs: the comments from other users reading your story, and a random story assigned to you today. The user can read through today’s story, and send a comment to the composer, or they can start a conversation with the commenter.



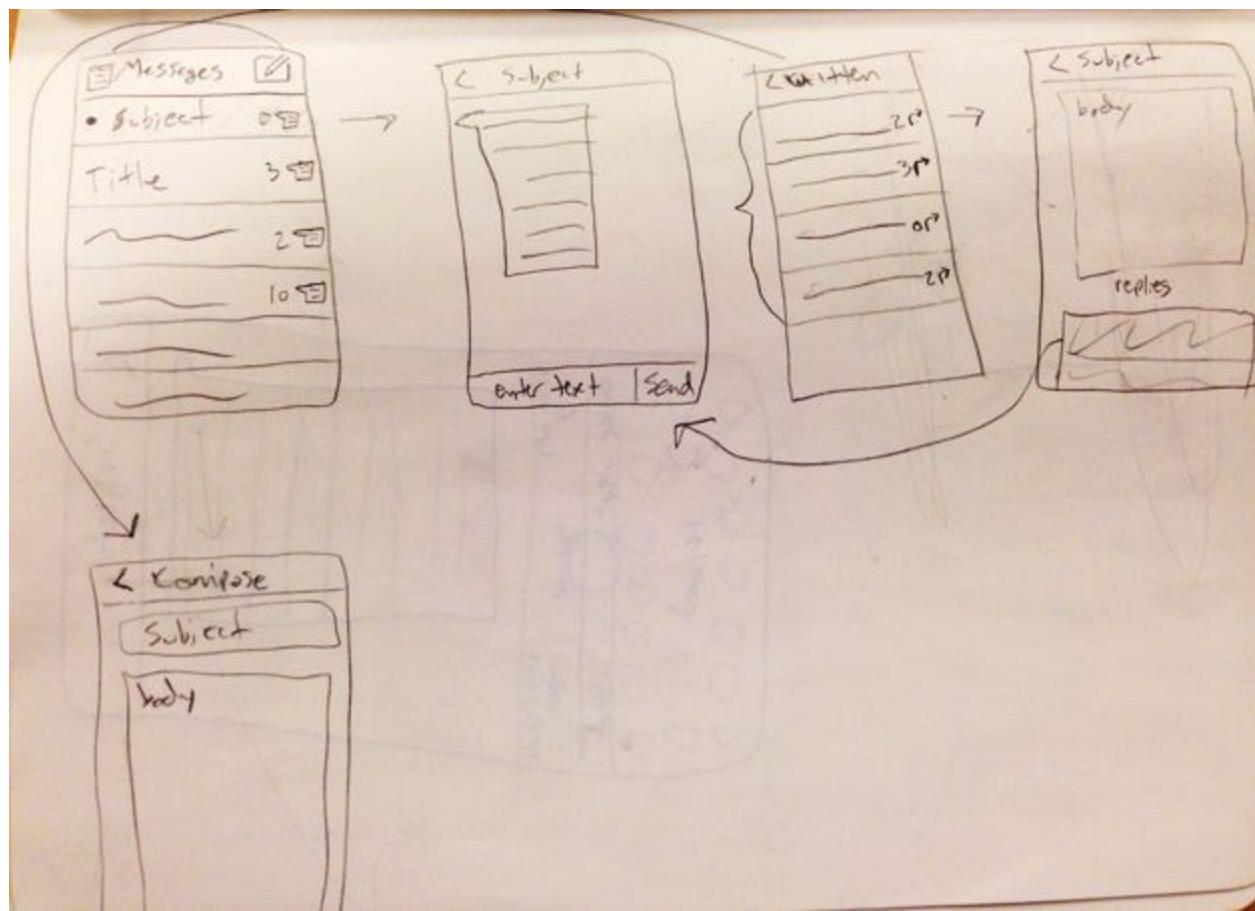
This sketch starts with a $\frac{1}{3}$ composing and $\frac{1}{3}$ featured story view. The design tends to encourage users to write a story, in a non-text form - photo, video, drawing, and audio.



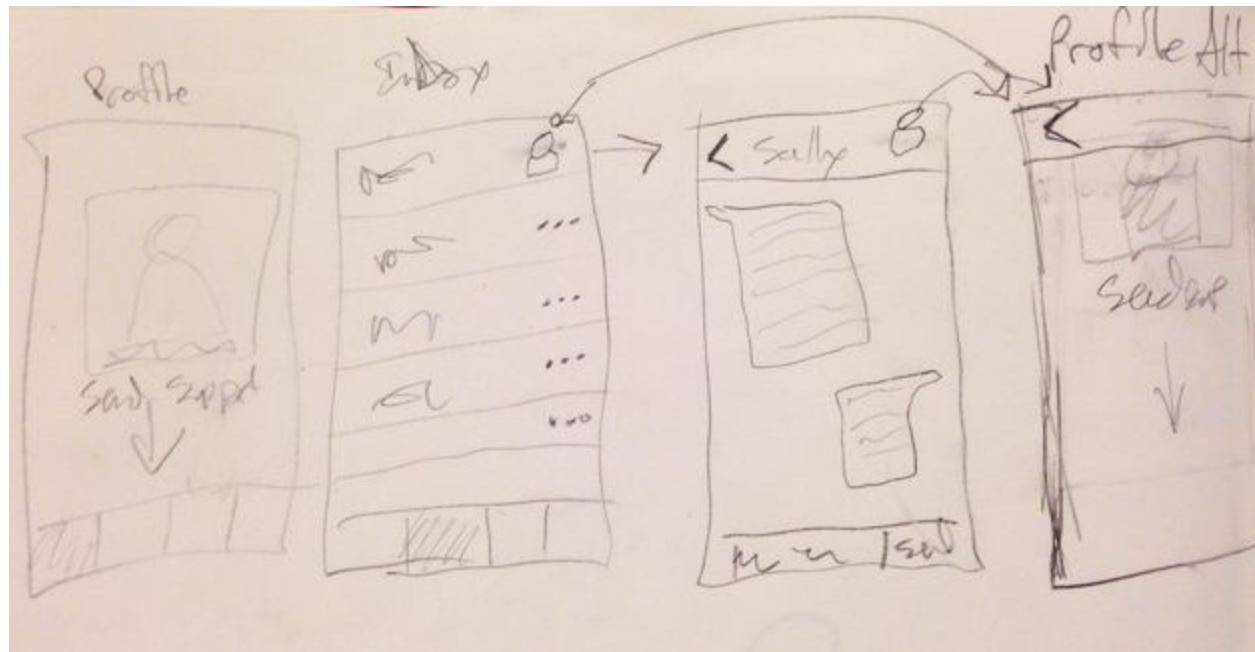
This design is inspired by gmail, which shows the messages (all, unread, read) on the main view, with a left-aligned navigation bar. Compose will lead to the writing view. There is a concept called “schedule conversation” and “status” in the sketch, because people can be too busy to start a real-time conversation.



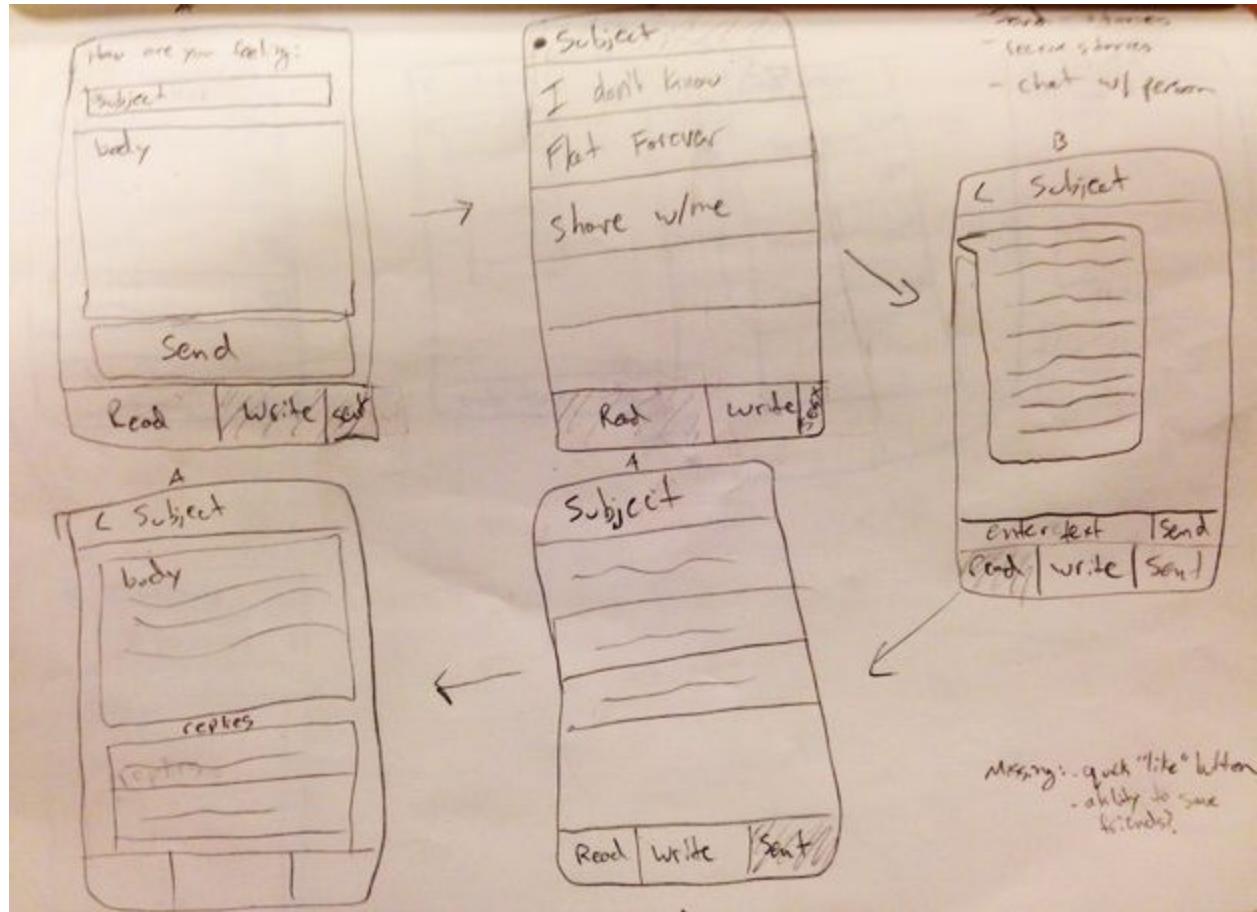
The above sketch uses a main screen which allows for the 3 main actions: read today's story, message friends, and compose my own story. It explores using top bar navigation stacks as the users traverse the various app flows.



This sketch explores the app as solely a messaging app. This means that while composing your story, you feel as if you're just sending a message out to the world. You can then view what you've sent, and the replies that it has gotten.



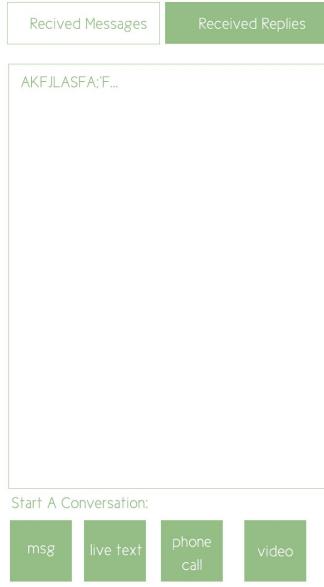
This sketch shows a possible flow of viewing people's profiles/stories through the messaging app. It also explores the use of a bottom navigation bar. As pictured, we knew that a bottom navigation bar would need to disappear for the messaging screens because we can't have too many target zones stacked on top of each other.



This sketch further explores a bottom bar and its place on all screens - it attempts to break the app into 3 pieces: Read, Write, Sent.

IV. Three Sketch Wireframes

Wireframe 1



This wireframe starts with a split design main view, one half of which leads to outbox, and the other half of which leads to the inbox. This design puts equal emphasis on the concept of “giving out” and “taking in”. In outbox, the user can compose a paragraph on how they feel, and send it to other random users. The inbox is split into two sub-tabs: the comments from other users’ reading your story, and a random story assigned to you today. The user can read through today’s story and send a comment to the composer, or they can start a conversation with the commenter.

Wireframe 2

The wireframes show a messaging interface integrated with a drawing tool. The top row shows the inbox and a message screen, while the bottom row shows a detailed view of a story.

Top Left Wireframe: Shows the inbox with a green header "INBOX" and a "Busy" status indicator. Below it is a toolbar with "painting" and "texting" buttons. On the left, there's a sidebar with drawing tools: "Color" (with "Brush" and "Add Text" options), "Eraser" (with "Clear all" option), and "Image/Video" addition buttons. A large central area for drawing or writing is followed by a "SEND" button. Below this is a section for "TODAY'S STORY" with placeholder text "afiajdfa'fkafka..." and a "READ" button.

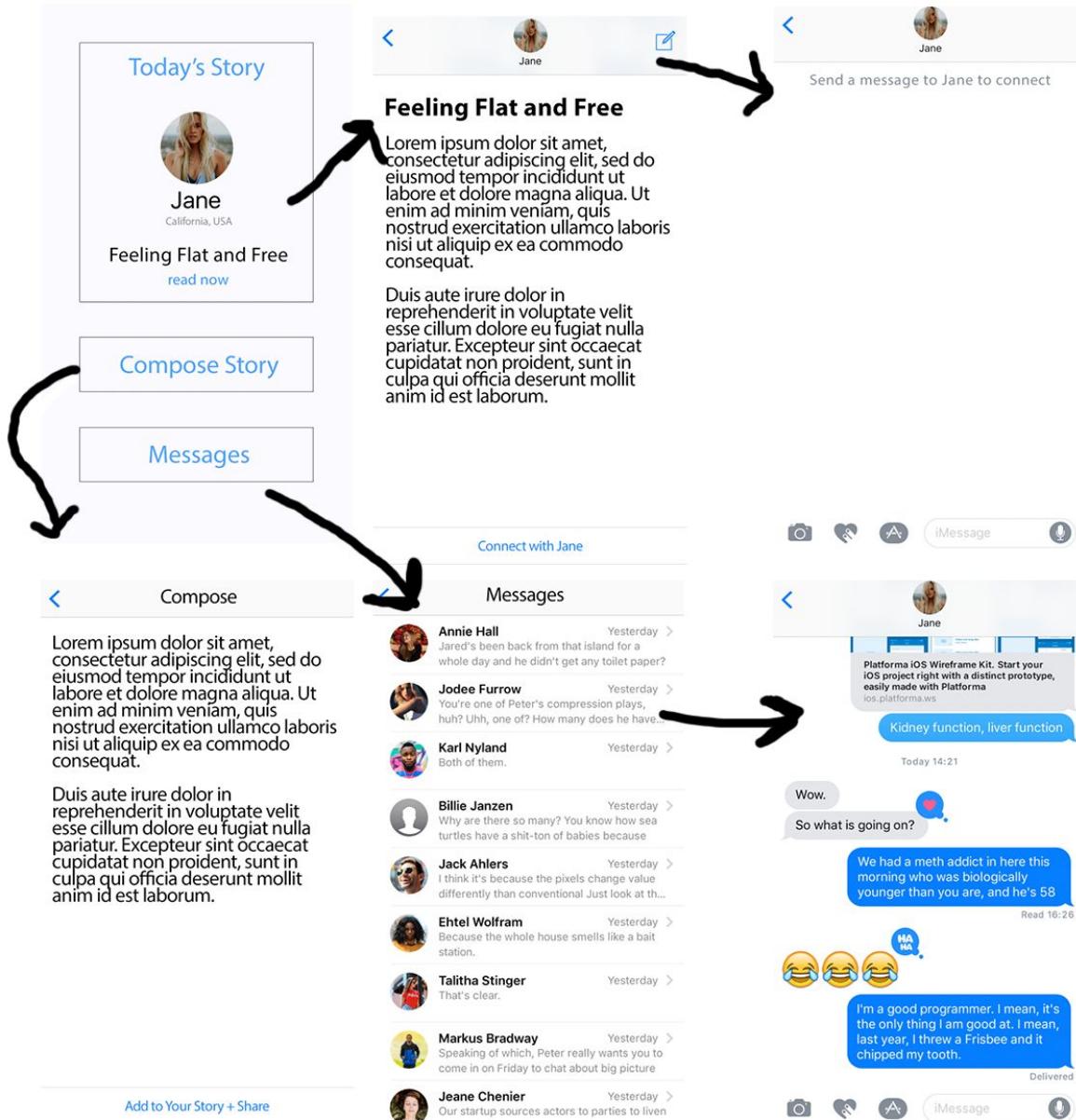
Top Middle Wireframe: Shows the inbox with a green header "INBOX" and a "Busy" status indicator. It displays a list of messages from "Hi there! I've read your story..". The first message has a timestamp of 11:30 and a "texting" status. Other messages show timestamps of 10:20, 9:50, and 5:00, along with "Brush" and "Clear all" options. A "SEND" button is at the bottom.

Top Right Wireframe: Shows the inbox with a green header "INBOX" and a "Busy" status indicator. It displays a message "I have read your ..." with a timestamp of 23:40 and a "+Video" option. A "SEND" button is at the bottom. To the right, there's a section titled "Read Conversation Scheduled" with a "Send a thank you" button and a "Start a Conversation" button. Below these are four options: "Text Chat", "Phone Call", "Video Chat", and "Meet In Person".

Bottom Wireframe: Shows a detailed view of a story. The top part is a "Today's Story" section with a green header "INBOX" and a "Busy" status indicator. It contains a text input field with placeholder "I'm xxx...." and a "Give me a new story" button. Below this is a "Comment" section with a text input field and an "Allow conversation" checkbox. At the bottom are buttons for "+pic", "+sound", "+video", and a "Send" button.

This wireframe starts with a $\frac{1}{3}$ composing and $\frac{1}{3}$ featured story view. This design tends to encourage users to write stories in a non-text form like drawing. The basic idea of reading and commenting on today's story, receiving messages and starting conversations are the same as above.

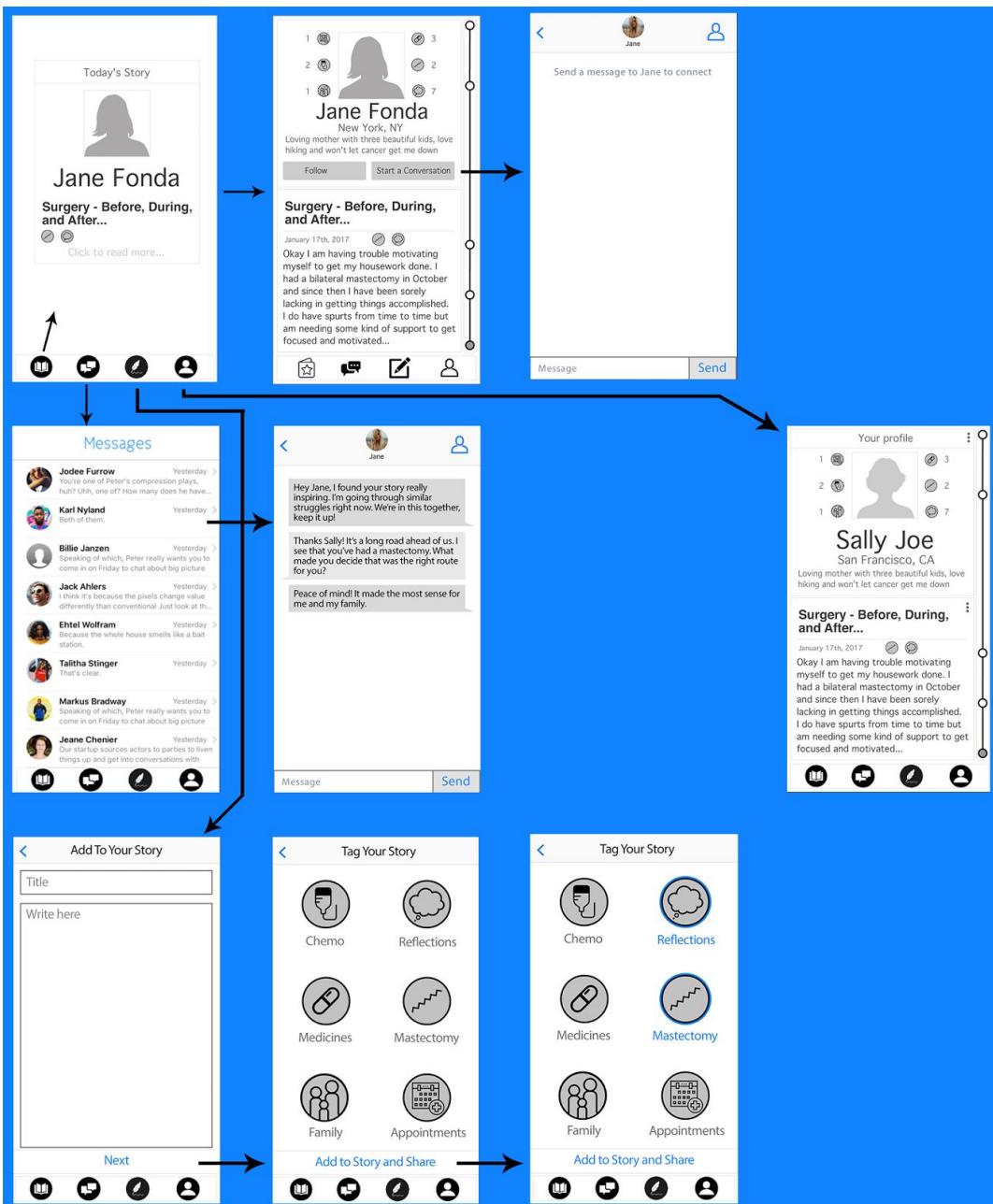
Wireframe 3



This wireframe shows the flow of an app with one central view from which we can begin any given task. The problem here is the number of times a user must press 'back' to start a new task.

V. Marvel Prototype 1

We took our favorite parts of the first three wireframes, and with a focus on usability and simplicity, we created our first Marvel prototype. [Click here to view the live prototype \(<https://marvelapp.com/2bg97g1>\)](#). Below is an app flow diagram for the prototype:



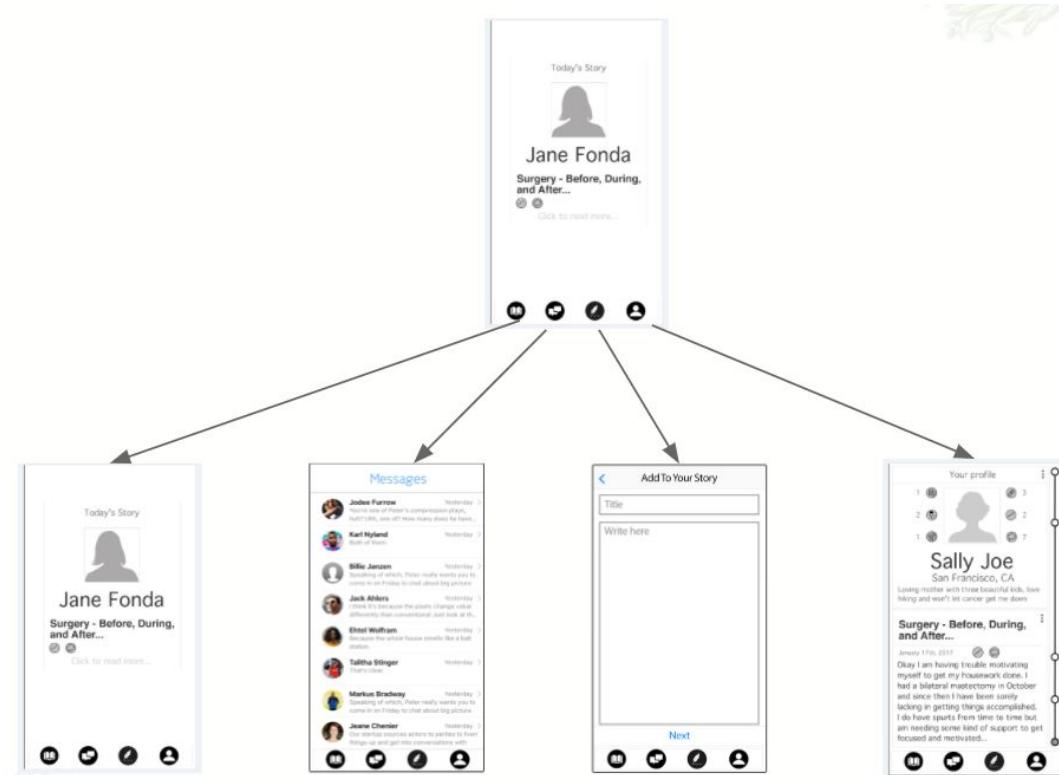
VI. Testing Method

For each user test, we first explain the application's purpose: "This application is meant for breast cancer patients to share their stories, read other breast cancer patients' stories, and to facilitate one-to-one conversations between them."

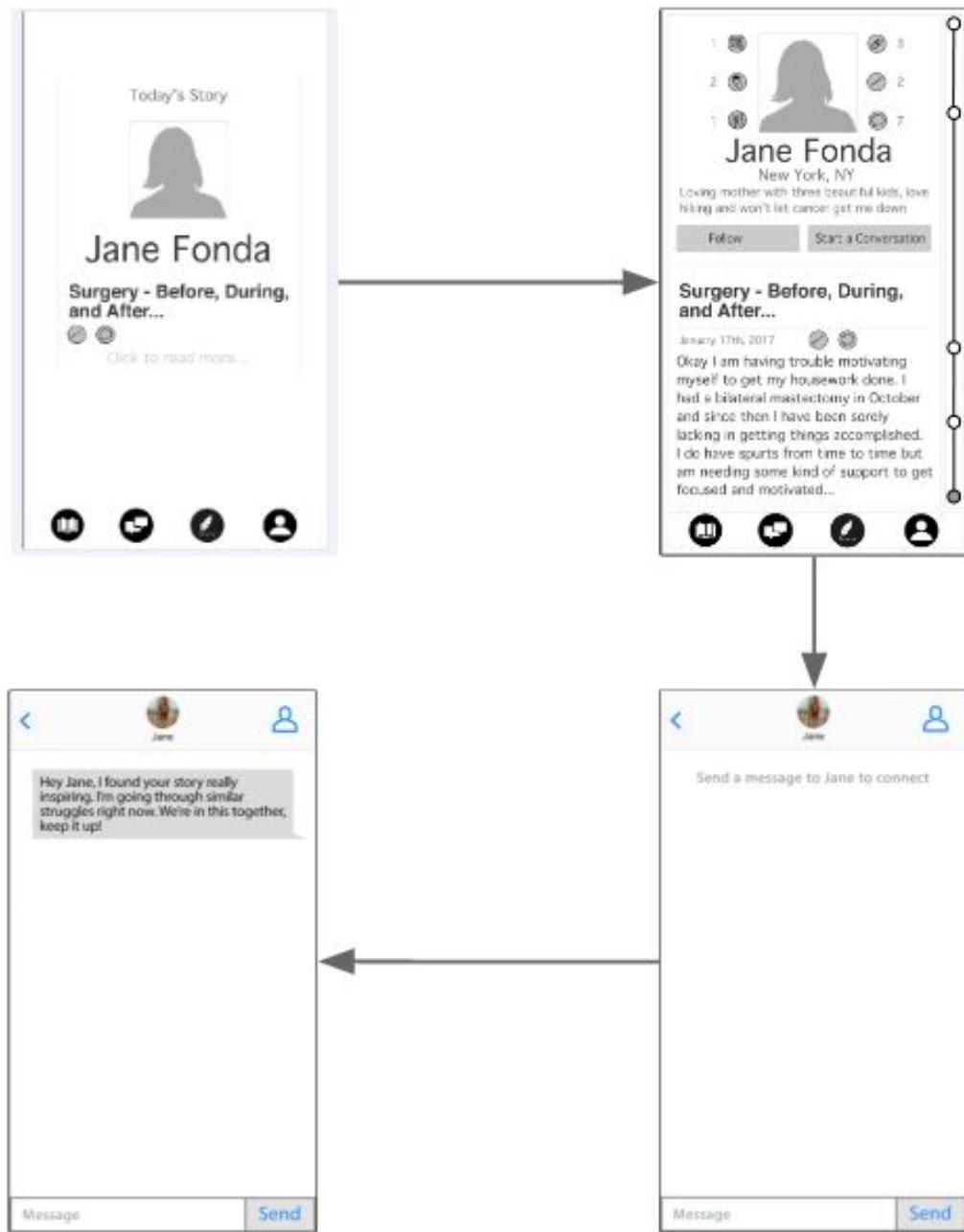
We then gave the user a few minutes to explore the Marvel prototype.

Next, we assigned a number of tasks, one at a time. While the user worked on the task, we remained silent and observed unless they became obviously stuck. The tasks in order:

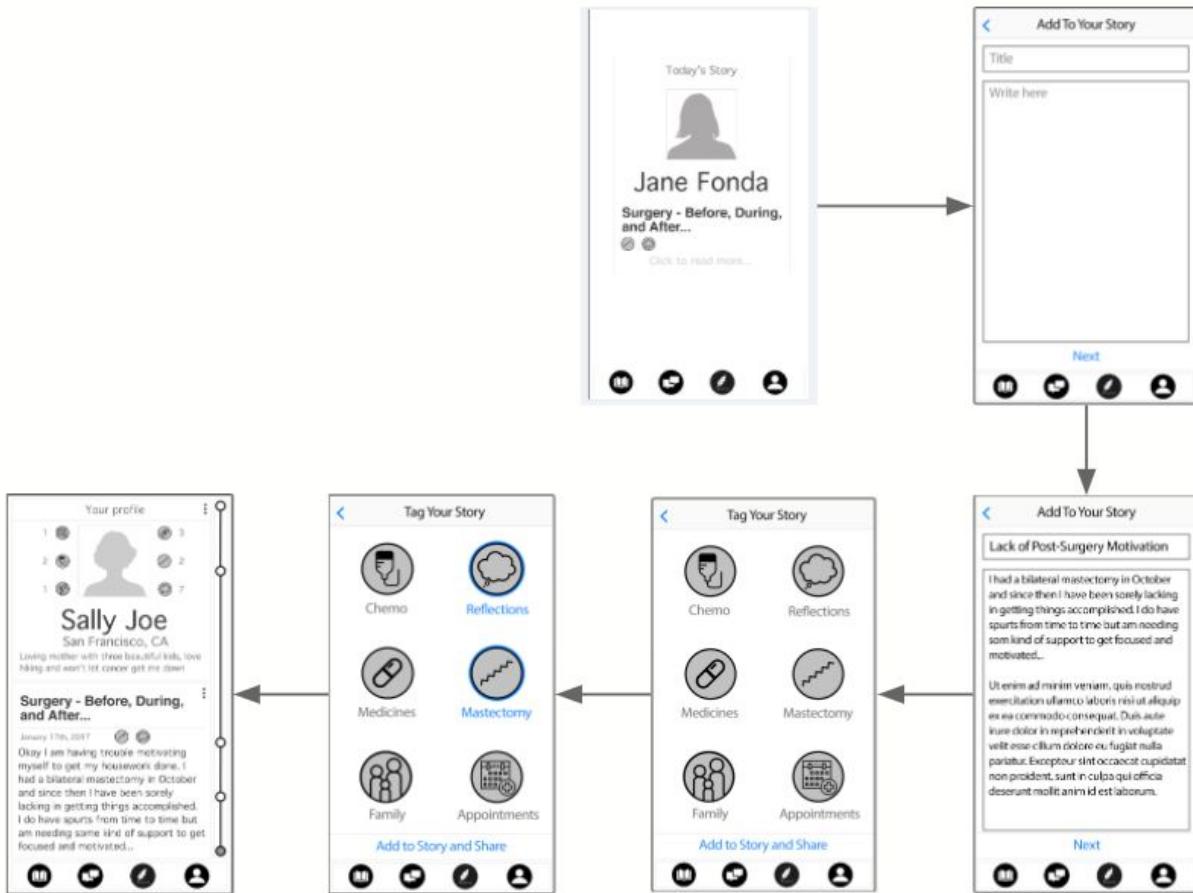
1. Navigate to screen X, where X is any of the 4 views from the bottom nav bar.



2. Read today's story. Then write a message to the person from today's story.



3. Compose a new chapter for your story.



After the task tests were over, we then took the opportunity to talk about the app as a whole and get feedback on certain things like icon choice, the concept of “story tags,” and general app feedback.

VII. User Feedback

The first user test of our Marvel prototype was performed on a former breast cancer patient whose present occupation has her working with breast cancer patients on a daily basis - a 57 year old woman (from Germany)¹. Testing was done remotely - she was first explained the purpose of the application and then was asked to perform the tasks as mentioned in section VI (in order). Here is a summary of the main feedback and how we believed we could change the app to solve these issues:

Observations from user behaviour	Our Response - changes to the application
The user was confused as to which view is presently active and why, in the flow, she was taken to a particular view.	Apart from adding appropriate visual indicators of the “active tab” we would also improve the logically grouping together of icons on the navigation bar
The icon for messaging did not make sense to the user	Moving a step further from the previous point, we would also add text labels beneath icons to remove all ambiguity
The user was easily able to perform the task of composing and sending a message	The present “inbox” and “messaging” views and workflow are very familiar (as they are similar to traditional messaging applications). We should refrain from drastically altering this design. If we do make drastic changes, then the new flow should be obvious and prominently displayed.

¹ Many thanks to our CA, Ludwig Schubert

<p>After sending a message, she was confused as to which view she was sent back to</p>	<p>Apart from implementing our response (1), we should provide visual feedback of the message that has been sent, and take the user back to the HOME view.</p>
<p>For the task ‘compose a message..’ the user instinctively went to the message inbox, because message composition usually happens from there</p>	<p>We would make it more clear in the HOME view (i.e. the featured story of the day) as to how to start a conversation with the user. We will also consider adding this option to the messaging inbox view.</p>
<p>The user didn’t know what the tags meant until she composed her own story.</p>	<p>Require a new user to write a story before they can do anything else in the app. This will force the discovery of the tags before seeing them without their titles.</p>

Based on this feedback and speaking to two other normal users (i.e. without breast cancer), we opted to do a quick redesign so that we could immediately start testing an improved marvel prototype.

VIII. Marvel Prototype 2

[Click here to view the live prototype \(https://marvelapp.com/7g19869\)](https://marvelapp.com/7g19869). Below is an app flow diagram of the new prototype.



The new app combines a couple app flows together to create a more intuitive user experience. We now have 3 items on the bottom nav bar, which was achieved by combining the My Story and Add to Your Story views. The Featured Story tab now brings the user directly to the person's profile, resulting in fewer taps. Additional visual features were added to make the app more approachable - we added titles and 'active' states to the tab bar, changed the tag selection visuals, and removed superfluous icons. Finally, the Add to Your Story flow was improved to use the affordances of the top nav bar to move forward as well as backward in the process.

IX. Feedback from Milestone I

We got a lot of feedback from our section instructor and peers. Below are the three main concepts we knew we needed to improve.

1. Tags

The concept of a “tag” is very confusing. We had to use examples to illustrate this concept, even though the tag itself has been widely used in many social networks. We initially proposed to create a tutorial, but users don’t usually bother reading the tutorial. We came up with several possible ways to make tags more intuitive to our users:

- a. Change the function of a tag to “indicate how much one has experienced” (like the concept of a “level”)
- b. Make tags fall into obvious categories, like “feelings” (i.e. happy, depressed, angry, sad, confused, horrified)
- c. Add explanations throughout the app to describe a tag’s purpose.
- d. Require our first-time users to compose a story first, so that they see the tags page with explanations before encountering tags in other places in the app.

2. Conversation vs. blessing

As we shifted the function of our App from “blessing” to “one-on-one conversation”, some of our original design ideas stopped fitting. We had assumed that our users could start a conversation by writing encouraging words (i.e. “you are almost there girl!”). However, people might be more accustomed to talk about logistical information when they open a messaging view (i.e. “I am very interested in your chapter. I will have the surgery tomorrow...”). The difference gives rise to another problem: reply messages. If one receives logistical message, then she possibly has to reply something to it. However, since her story is sent to 10 different people every day, she might get a dozen of messages, making it hard to reply them all. Encouraging messages, on the other

hand, the composer of which usually do not expect a too long reply and a “Thank you” will do most of the time.

3. How purposeful are patients when they read story?

Normal people (not breast cancer patients) are usually more interested in the chapter that is at the same surgical stage as theirs. However from our investigation on the forum, breast cancer patients seem to be more caring. We assumed that breast cancer survivors have a stronger desire to create a loving community. We hope that with a fixed random story every day, every user will have a chance to both get and give encouragements.

Problem 2 and 3 requires talking to real breast cancer patients. We applied a testing method of faking a bunch of breast cancer experience (adapt from the forum) which cover different surgical stages, patient ages and personal interests, and show it to our tester in the marvel app. If they expressed any willingness to start conversation, we ask them to write down the actual message they will send to these stories’ composers.

In addition, we have changed several small things:

1. Change “featured story” to something that indicates daily basis, i.e. woman of the day. Hero of the day. Warrior of the day.
2. Test marvel app on mobile phone in case some buttons are really small and bother users
3. Add “search tags” function
4. How to arrange the tags in the “tag selection” page

X. Phone Call with Connie Hall

Regarding the feedback from milestone I, we did expert research on the next day. We met with the founder of Lump to Laughter website, Connie Hall, who walked us through the what many women are looking for as they battle breast cancer. As a survivor, she co-founded Lump to Laughter and has been working with other breast cancer patients in North Carolina for years.

We first reaffirmed our users' needs. Connie has a yellowbook of North Carolina breast cancer community, which is "insanely huge" according to her description. The breast cancer survivors have been constantly coming back to her, asking her to connect them with other patients like them.

"It's impossible to keep a yellow pages for the whole US breast cancer community."

Connie appreciated the idea of sharing stories. She saw three main incentives for people to share their stories: survivors want to help other people, they think that what they are going through means something, and sharing stories can be a benefit to someone else.

The phone call session resulted in an important insight: breast cancer patients have a strong need to connect with patients **like them**.

1. Need for Connection

In the first one or two years, most breast cancer patients care about logistical information like "Surgery - Before, During and After". They meet with their doctors frequently, but after two years, breast cancer survivors usually only talk with their doctors every six months. Patients are often stuck in that time period, wondering what to do next. This is a time when a supportive community of other breast cancer patients is especially helpful.

2. Type of Connection

We confirmed the users' need of "talking to patients just like them". Newly diagnosed people really want to talk to people who are very similar to them. Patients who are brand new don't want to hear from those in their final stages.

This insight stresses the importance of matching users on relevant demographics rather than randomization.

3. Confidentiality in Connection

When searching for a community, breast cancer patients don't feel the need to be confidential. They want to talk to similar people, and they are willing to give out information for the search.

This stopped any ideas of anonymizing local stories.

4. "Fit" Character in Stories

In addition to seeking for therapeutic support, people want to talk to other patients because they want to make sure that they are "normal." Patients are usually hooked by a person's story because they find one character to fit with the story.

This result solidifies our idea to connect people by "story", but suggests more "purposeful" connection. Therefore, we designed our backend to be intelligent that can learn the users from their stories (i.e. scan for keywords), and do a purposeful match based on what it has learned. Users will still only receive a featured story, but this story will be "specially selected for you".

5. Location Is Important

Breast cancer patients like live support meetings. Lump to Laughter holds two workshops on a regular base in NC breast cancer community.

The App will become more meaningful if breast cancer communities in other places in US can connect people to meet with each other.

We therefore put certain efforts into “location”. We show location as part of the “essential profile information” in profiles. Location has high priority in the matching algorithm in our backend. In fact, we will try to connect our users with other local patients to lower the cost of meeting, and therefore encourage meetup in real life.

6. Everyone is Different

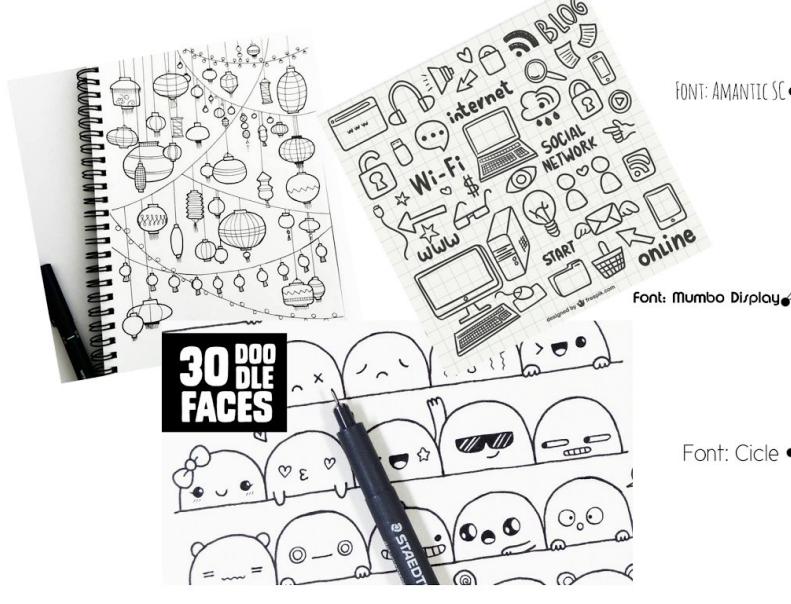
Everyone’s way of dealing with their journey in conquering the breast cancer is different. Some believe in faith, some only want to hear positive stories.

To respond to the variety, we consider categorizing users stories, and readers can filter to read the stories that they really want. The concept is a little similar to the “tag” right now.

XI. Design Mood

We picked three keywords: simple, classic, flowery, and created a set of font and color theme that reflects the mood conveyed by each keyword.

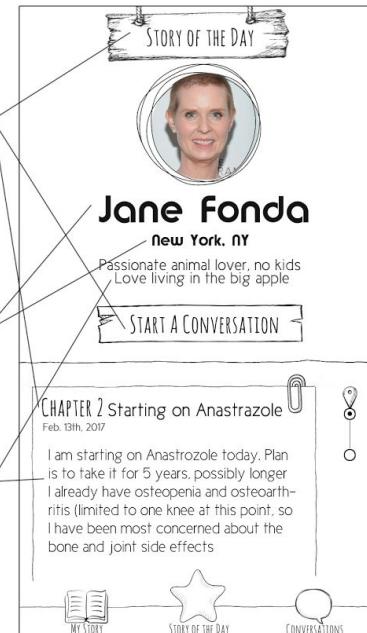
DESIGN MOOD #1 KEYWORD: SIMPLE, DOODLE



Font: AMANTIC SC

Font: Mumbo Display

Font: Cicle



DESIGN MOOD #2 KEYWORD: CLASSIC



Font: TRAJAN PRO

Font: Constanția

Font: Palatino Linotype



Design Mood 3 Keyword: Love, Flower



We finally agreed on adopting the third design mood. Pink expresses a playful, feminine feeling - love, flower, and diary. We cleaned up decorations for more efficient space use. We finalized our visual design:

Local Stories

Jane Fonda
New York, NY
Passionate animal lover, no kids, love living in the big apple.

Read Jane's Story

My Story Local Stories Conversations

Font

Indie Flower
Coming Soon

Color:

Dark Pink: #ff89a0

Light Pink: #ffced8

Dark Brown: #624e2f

Light Brown: #96825e

XII. User Feedback and Design Iterations

We went through five major rounds of user feedback (starting from the marvel prototype; with incremental rounds in between based on testing done on volunteers and friends). We grouped these logically into different “clusters” of changes, which helped us decide which major dimensions to move along in the (n-dimensional) design space. These are discussed in detail in subsections below. Wherever possible, we have supplemented an explanation with a visual exhibit as well.

purpose of the app		Keep on Old Linen Second Floor		Problem Category
User freedom		Inappropriate distribution of sections	Full info	Featured Story (what it does to show, how to show)
		Text label	Design of Icons	My Profile (Way of showing +)
		things to do in the future	→ Abort	Navigation bar
what to input	how to input		Order of input	Tag
Need explain			how to explain	Conversation (Change + purpose)
Inappropriate size		Tension between legibility & aesthetics		Collecting User Info
				Help / Guide
				Art / visual Design

Figure: The summary of our major design changes. Rows in this table indicate major change areas (labeled in pink on the right column). Each post-it note has one unique piece of feedback written on it. These have been grouped together to summarize the feedback or user need which needs to be addressed with an annotation on the whiteboard (in brown). Text feedback on the post-it notes have been re-written in the subsections below.

1. "Featured Story" Feature (how to display information)

The 'featured story' section (now called the 'Local Stories' section) has gone through many iterations. It started as a section that would show a new random member of the HerStory app user community every day, with whom the user could choose to start a conversation. It has now been transformed into a 'feed' in which we show a curated list of profiles (by a smoke-and-mirrors data mining process) which would be the 'closest' matches to the present user. We presently display a collapsed version of multiple profiles in the feed. Details of the actions taken based on feedback received are summarized below:

a. User Freedom and forming connections

b. Space Utilization

One major piece of feedback we got was that

These two points of feedback were used to make the following design upgrades:

Jane Fonda
New York, NY
Loving mother with three beautiful kids, love hiking and won't let cancer get me down

Follow Start a Conversation

Surgery - Before, During, and After...

January 17th, 2017

Okay I am having trouble motivating myself to get my housework done. I had a bilateral mastectomy in October and since then I have been sorely lacking in getting things accomplished. I do have spurts from time to time but am needing some kind of support to get focused and motivated...

Local Stories

We've found a lot of local women just like you. Connect with them by reading their stories and reaching out.

Audrey Allen
Audrey lives in your neighborhood. She is a mother and cares about her family alot.

Her recent chapters

- Story Title
- Story Title

Shawna Bunch
Shawna lives in your neighborhood. She is a mother and cares about her family alot.

Her recent chapters

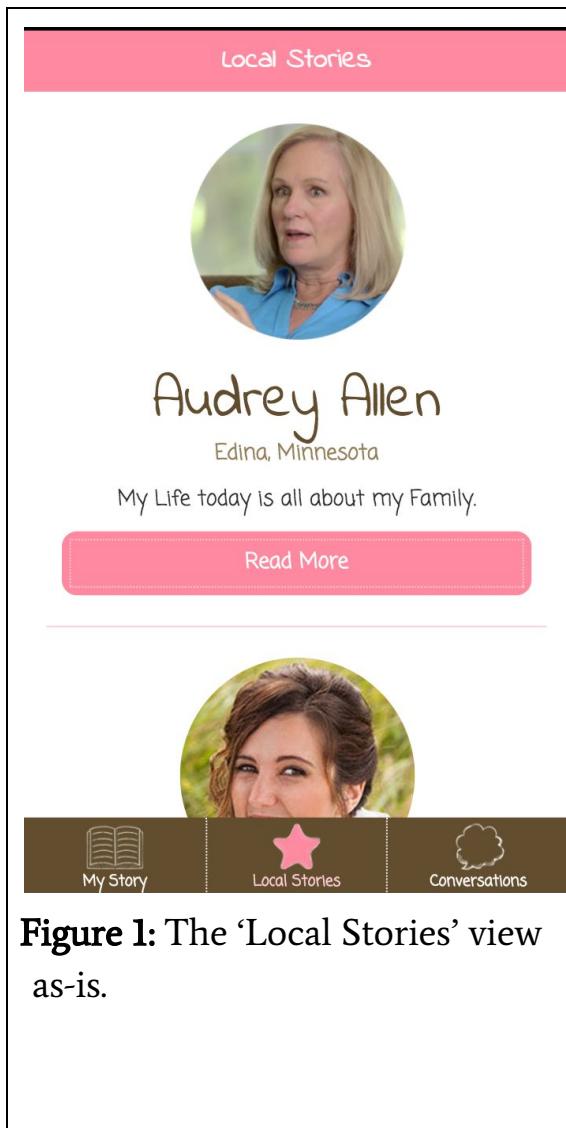
- Story Title
- Story Title

My Story Local Stories Conversations

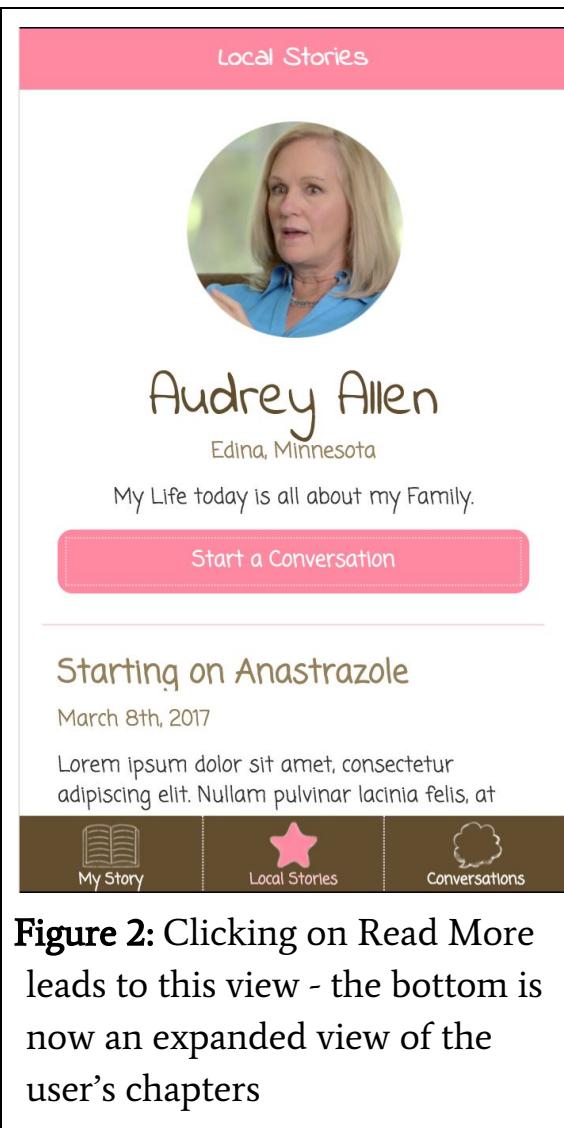
Based on this feedback, we added a condensed/collapsed version of the user profiles - showing only their name, photo and bios (the most vital pieces of information, in our opinion).

c. Confusing UI Design

These are with reference to the previous (first two points) and modified UI (rest of the points). Clicking on 'Read More' opens up the profile in-place and replaces the 'Read More' button with a 'Start a Conversation' button.



Audrey Allen
Edina, Minnesota
My Life today is all about my Family.
[Read More](#)



Starting on Anastrazole
March 8th, 2017
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pulvinar lacinia felis, at
[Start a Conversation](#)

Figure 1: The 'Local Stories' view as-is.

Figure 2: Clicking on Read More leads to this view - the bottom is now an expanded view of the user's chapters

Based on these suggestions, we decided to implement a version of the Local Stories view which showed information in an even more condensed form contained in clear 'cards'. Clicking on the cards leads to the user's detailed profile (which also contains their stories).

d. Guiding the user to conversations

This feedback was received after moving to an improved iteration - where there was a separate 'profile' and 'local stories' view (shown below).

Local Stories

We've found a lot of local women just like you. Connect with them by reading their stories and reaching out.

Audrey Allen

Audrey lives in your neighborhood. She is a mother and cares about her family a lot.

Her recent chapters

- Story Title
- Story Title

Shawna Bunch

Shawna lives in your neighborhood. She is a mother and cares about her family a lot.

Her recent chapters

- Story Title
- Story Title

Samantha lives in your neighborhood

My Story **Local Stories** **Conversations**

Figure 1: The Local Stories screen with cards implemented

< Back **Audrey's Story**

Audrey Allen
San Francisco, CA
This is my bio yo

Start a Conversation

Story Title
March 13, 2017
Some great content

Story Title
March 13, 2017
Some great content

Story Title
March 13, 2017
Some great content

My Story **Local Stories** **Conversations**

Figure 2: Clicking on a 'user card' leads to this view. Bio, story title and content are placeholders in this situation.

We put the call to action as a big button which followed the user as they browsed a user's stories and profiles.

Local Stories

We've found a lot of local women just like you. Connect with them by reading their stories and reaching out.

Audrey Allen

Audrey is a single mother battling breast cancer like you.

Her recent chapters

- Found a Better Place
- Doctors are Terrible!

Shawna Bunch

Shawna was diagnosed around the same time as you.

Her recent chapters

- Discussing Treatment
- Removed Tumor

Shawna Bunch

Shawna is a mother and has stage 2 breast cancer like you.

My Story **Local Stories** **Conversations**

Figure 1: The same card view

< Back **Audrey's Story**

Audrey Allen
San Francisco, CA
“My life is all about my family.”

Start a Conversation with Audrey

Removed My Ovaries

December 20, 2016

The doctor told me that I am pre-menopausal. My medical oncologist felt it critical to stop the hormone that was manifesting the cancer because my cancer was related to hormones. So I had a surgery that removed my ovaries yesterday. I am going to receive Arimidex, a hormone therapy drug, in addition to breast cancer radiation... Merry Christmas to me!

Found a Better Place

My Story **Local Stories** **Conversations**

Figure 2: The large “Start a Conversation with Audrey” is personalized, and stays with the user as they scroll through the user’s profile. Also, the chevron pointing down allows the user to expand/collapse the profile of the user being viewed (Audrey).

< Back Audrey's Story



Audrey Allen
San Francisco, CA
“My life is all about my family.”

 Audrey is 39 years old, married, has no children.

 Audrey is at Stage 2 and was first diagnosed in November, 2016

▲

[Start a Conversation with Audrey](#)

Removed My Ovaries

December 20, 2016

The doctor told me that I am pre-menopausal. My medical oncologist felt it critical to stop the hormone that was manifesting the cancer

 My Story
 Local Stories
 Conversations

Figure 3: Clicking on the chevron expands the user’s profile, so those interested can know more about them - presented in a friendly manner which is easy to interpret.

< Back Audrey's Story

[Start a Conversation with Audrey](#)

‘hormone’ therapy drug, in addition to breast cancer radiation... Merry Christmas to me!

Found a Better Place

November 30, 2016

My friend recommended me to a cancer treatment center. The morning after we arrived at the center, they started the process of evaluation. They were really open to talk.

Doctors are Terrible!

November 19, 2016

I consulted with a local oncologist and radiologist today. They were so impersonal! They didn’t want to listen to a word I was saying. They wanted to put me in one of those cookie-cutter scenarios.

 My Story
 Local Stories
 Conversations

Figure 4: Scrolling down through the user’s story chapters keeps the ‘Start a Conversation with Audrey’ icon stuck to the top - this is a very clear affordance and call to action to the user, funnelling them through to the one-to-one conversation phase.

Supplemental feedback on this iteration:

These have not been implemented in the present iteration (in the demo) but have been accounted for in the “Future Improvements” section, since these would assume importance when a user is in the 100th day of app usage (i.e. they are accustomed to the application and thus want shortcuts for important/common actions).

2. My Profile (and ways of displaying it)

a. Basic profile display

These valuable pieces of feedback were used to make the ‘profile’ view better and more useful for the user. These learnings were also used for the profile view of the other user (i.e. Audrey), reached from the local stories page - leading to a unified, single profile view for all users. This would lead to less confusion and give better “information scent” to a user who may be looking to identify specific information about another user.

In response to this, profile photos were reduced in size (see following diagram) and important information was better presented. We have made several attempts in the grid division as below:

Overall Effect	Grid Division

We finalized our “my profile” design.

<p>Your Name</p> <p>Stanford, California</p> <p>Your Bio</p> <p>Write a New Chapter</p> <p>March 13, 2017</p> <p>My Story Edit</p>	<p>Your Name</p> <p>“ I love to be spontaneous with my family. We travel the world and enjoy life to the fullest. ”</p> <p>Write a New Chapter</p> <p>Should I Travel for Treatment?</p> <p>December 3, 2016</p> <p>My friend recommended me a breast cancer center, but I didn't call right away that day. The location is far away from my home. I have three children, one of whom has cerebral palsy and needs constant care, and I didn't see how I could logistically travel for treatment. So what was the</p> <p>I My Story Local Stories Conversations</p>
---	---

Figure A: The user profile, name and bio are the only pieces of information that are displayed in the profile view. They also take up a large amount of screen real estate.

Figure B: The profile picture takes less space, more information has been shown but is in a ‘collapsed’ state (as explained in the previous section). This information is the same information which is asked from the user when they create a profile (explained later in section 5).

On this iteration, the major piece of feedback we received was:

This was fixed by adding a clearly distinguishable Edit button on each section - to clearly explain visually to the user that each section is editable separately.

The image shows a mobile application interface. At the top, it says "My Story". Below that is a profile picture of a woman named Samantha Stanford from Stanford, CA. There is a quote: "I love to be spontaneous with my family. We travel the world and enjoy life to the fullest." Below the quote is a pink button with the text "Write a New Chapter". Underneath this is another section titled "Should I Travel for Treatment?", dated December 3, 2016. This section also has an "Edit" button. The text in this section reads: "My friend recommended me a breast cancer center, but I didn't call right away that day. The location is far away from my home. I have three children, one of whom has cerebral palsy and needs constant care, and I didn't see how I could logistically travel for treatment. So what was the point in calling?" At the bottom of the screen is a dark brown navigation bar with three items: "My Story" (with a book icon), "Local Stories" (with a document icon), and "Conversations" (with a speech bubble icon).

In this iteration, the Edit buttons are in a deep pink colour - the same colour as is used for the other calls to action. There is also sizeable negative space surrounding them, making them very clearly visible. The profile and each chapter also has an Edit button clearly attached to it.

3. Bottom Navigation bar(s)

The bottom navigation bar plays a key role in letting the user explore the application. This was the first set of icons that we designed for the bottom navigation bar (for the marvel mockup):



In order, the icons represent the following functionality - Featured Stories, My Inbox/conversations, write a new chapter of your story, my profile.

This was starkly obvious in retrospect. Without text, it is not immediately clear what the icons are referring to. Additionally, we felt that grouping the icons more logically would result in a more intuitive experience. Thus, we grouped “conversations” functions together, as well as “user profile” functions. We also decided to keep the “featured stories” functionality separate, as it is the primary means for inter-user interaction. Our navbar would also definitely remain at the bottom, as our use case is on a mobile phone screen. We moved to the following next iteration:



The icons now have a text explanation - and the larger ‘featured story’ acts as a call to action for the user to explore it. The icons are also highlighted in blue when a user is in the view represented by them.

The feedback we received on this generation of icons was that it was hard to understand when an icon was highlighted, and it was hard to read the text.



The icons are now of the same size, and have been custom modified to make them part of the same ‘family’.

The following feedback was received:

The legibility issue had been solved, but the icons still needed more work. We iterated and built a new set of custom icons:



The final icons are legible, have no fine detail and clearly come from the same family. They are far more appealing and intuitive to users.

Changes in the nav bar also went hand-in-hand with a title bar on the top of the screen, which also showed the user which section of the app they were presently in.

4. Collecting user information (welcome/signup screen)

The signup screen was added in a later iteration of the prototype as a way to introduce the user to the application and ask them for their personal information. The following are the very first mockups that we had - these were shown to expert reviewers and to users to get feedback. We also only mocked up 2 out of the 4 screens to quickly get feedback and converge to the best visual layout.

<p>So great to meet you!</p> <p>Help us get to know you a little better! All questions are optional.</p> <div style="border: 2px dashed #e67e22; padding: 10px; margin-bottom: 10px;"> <p>Name</p> <input type="text" value="Shawna Bunch"/></div> <div style="border: 2px dashed #e67e22; padding: 10px; margin-bottom: 10px;"> <p>Age</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border: 1px solid #ccc; padding: 2px;">below 20</td> <td style="border: 1px solid #ccc; padding: 2px;">20s</td> <td style="border: 2px solid #e67e22; padding: 2px;">30s</td> <td style="border: 1px solid #ccc; padding: 2px;">40s</td> </tr> <tr> <td style="border: 1px solid #ccc; padding: 2px;">50s</td> <td style="border: 1px solid #ccc; padding: 2px;">60s</td> <td colspan="2" style="text-align: center; padding: 2px;">over 70</td> </tr> </table> </div> <div style="border: 2px dashed #e67e22; padding: 10px; margin-bottom: 10px;"> <p>Step 1 Step 2 Step 3 Done!</p> <p>Next ...</p> </div> <div style="margin-bottom: 10px;"> <p>Step 1: Takes basic info like Name, and Age</p> </div>	below 20	20s	30s	40s	50s	60s	over 70		<p>So great to meet you!</p> <p>Help us get to know you a little better! All questions are optional.</p> <div style="border: 2px dashed #e67e22; padding: 10px; margin-bottom: 10px;"> <p>Marital Status</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border: 1px solid #ccc; padding: 2px;">Single</td> <td style="border: 2px solid #e67e22; padding: 2px;">Married</td> </tr> </table> </div> <div style="border: 2px dashed #e67e22; padding: 10px; margin-bottom: 10px;"> <p>Number of Children</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border: 1px solid #ccc; padding: 2px;">None</td> <td style="border: 1px solid #ccc; padding: 2px;">One</td> <td style="border: 2px solid #e67e22; padding: 2px;">Two</td> <td style="border: 1px solid #ccc; padding: 2px;">Three</td> </tr> <tr> <td colspan="4" style="text-align: center; padding: 2px;">Four and up</td> </tr> </table> </div> <div style="border: 2px dashed #e67e22; padding: 10px; margin-bottom: 10px;"> <p>Step 1 Step 2 Step 3 Done!</p> <p>Next ...</p> </div> <div style="margin-bottom: 10px;"> <p>Step 2: Family information like marital status and number of children</p> </div>	Single	Married	None	One	Two	Three	Four and up			
below 20	20s	30s	40s																
50s	60s	over 70																	
Single	Married																		
None	One	Two	Three																
Four and up																			

We received the following feedback:

1. The breadcrumb indicators at the bottom (Step 1, Step 2...) looked like buttons. They are only supposed to be breadcrumbs which indicate where in the signup flow the user is presently located. Not just how they look, but also the fact that they are positioned at the bottom makes it seem to a user that they are clickable and part of the navigation experience.
2. There needs to be a ‘previous’ button so that one can go back and make changes. The visual elements need to be consistent with one design language.

Based on this, we created the following working version (NOTE: There was a bug due to which the bottom nav bar was folded into the bottom of the screen and would show up on scrolling. We have shown scrolled up and down versions in the following exhibit):

<p>welcome!</p> <p>1</p> <p>Welcome! Please help us to learn you more. Note that all profile information can be modified later.</p> <p>Name</p> <p>Your name</p> <p>Profile Photo</p> <p>Choose A Photo</p> <p>Age</p> <p>Your age</p> <p>Bio/Motto</p> <p>< Prev Next ></p>	<p>welcome!</p> <p>2</p> <p>Step 2: Please tell us a little about your family.</p> <p>Marital Status</p> <p>Single</p> <p>Married</p> <p>Have Children</p> <p>Yes</p> <p>No</p> <p>< Prev Next ></p>
<p>Step 1 - collect personal info (added bio and ability to change photo)</p>	<p>Step 2 - collect family info</p>

welcome!

3

Step 3: Please tell us about your breast cancer stage and when were you diagnosed.

Stage

Stage I Stage II

Stage III Stage IV

Diagnosed Date

< Prev Next >

Step 3 - collect information about the cancer/condition

welcome!

4

Step 4: Your profile is ready. Now please write a chapter to start your story.

Title

What are you thinking right now ...?

< Prev Next >

Step 4 (part 1) - start writing your first chapter. In this portion, you write the title and content (We assume that the current date is automatically picked up by the application).

welcome!

The Treatment Process



Chemo Medicine

Interactions at the Hospital



Hospital Surgery

Things closest to your heart



< Prev Next >

Step 4 (part 2) - Add tags to the chapter. Clicking 'Next' sends you to the my profile view.

We got the following broad classes of feedback. Our final signup screen is shown and explained thereafter.

a. What to input?

To clarify this to users, we added a small disclaimer that told them that their location was automatically taken, and also gave them the option to change it manually.

The first point about tags is taken up in the next section. We ultimately ended up removing the whole concept of tags altogether. As for children, we concluded that the dividing users up into broad binary classes of “no children” and “have children” is good enough to be useful to users - more granular levels of detail could be added by them to their bio if they are comfortable sharing it.

b. How to input?

This once again relates to the concept of tags and their removal - this is addressed in greater detail in the next section. In summary, we asked the user more useful questions about themselves in the signup screen and our system would mine this information to make suggestions.

c. Order of Input?

We wholeheartedly agreed with this last point. Writing a short bio is far less intimidating than writing a first chapter to one's story. Based on these learnings, we finalized upon the following design for the welcome screen. The design language was kept consistent with the rest of the app, and also with the 'edit profile' view in the 'my story' section.

The image displays two side-by-side screenshots of the HerStory app's welcome screen. Both screens feature a pink header bar with the word "welcome!" in white. Below the header, there is a horizontal progress bar consisting of five small circles, with the third circle from the left being filled red.

Left Screen (Step 1):

- A text message: "Help us to learn more about you so we can match you with others just like you."
- Input fields for "Name" (placeholder: "Your name") and "Date of Birth" (placeholder: "mm/dd/yyyy").
- Input field for "Profile Photo" with a "Choose Photo" button.
- Input field for "Location*" (placeholder: "Stanford, CA") with a note: "*Your location was automatically detected".
- At the bottom is a dark brown navigation bar with a left arrow, a right arrow, and a vertical line in between.

Right Screen (Step 2):

- A text message: "You're doing great! Tell us a little about your family."
- Two toggle switch questions:
 - "Are you married?" (switch is on)
 - "Have you any children?" (switch is off)
- At the bottom is a dark brown navigation bar with a left arrow, a right arrow, and a vertical line in between.

Text Labels Below Screens:

Step 1 (indicated by breadcrumbs on the top of the screen - which are thinner, take less space and give a clear visual cue). Margins have been reduced and all personal/logistical information has been grouped together in this stage. Input box

Step 2 - Family information is kept 'binary' and gotten through much simpler and aesthetically pleasing sliders.

styles have been made consistent throughout. There is also a clear indication that the location was automatically pulled, and the user is also given the option of entering it manually.

welcome!

Tell us about your diagnosis. This will help us match you with other members of the community.

what stage are you at right now?

Stage I Stage II

Stage III Stage IV

when were you first

December 2016

← →

Step 3 - Information about diagnosis
 - the user selects which stage they are presently at (among four possibilities). They also indicate when they were first diagnosed - these two help our application use data to get a sense of how far along the process the user is.

welcome!

Thank you

We'd like to invite you to write a brief bio - everything about yourself that you'd like the members of our community to know. It doesn't have to be too detailed - members of our community have written things like "proud mom of two kids", or "professional in a multinational organization."

Your Bio

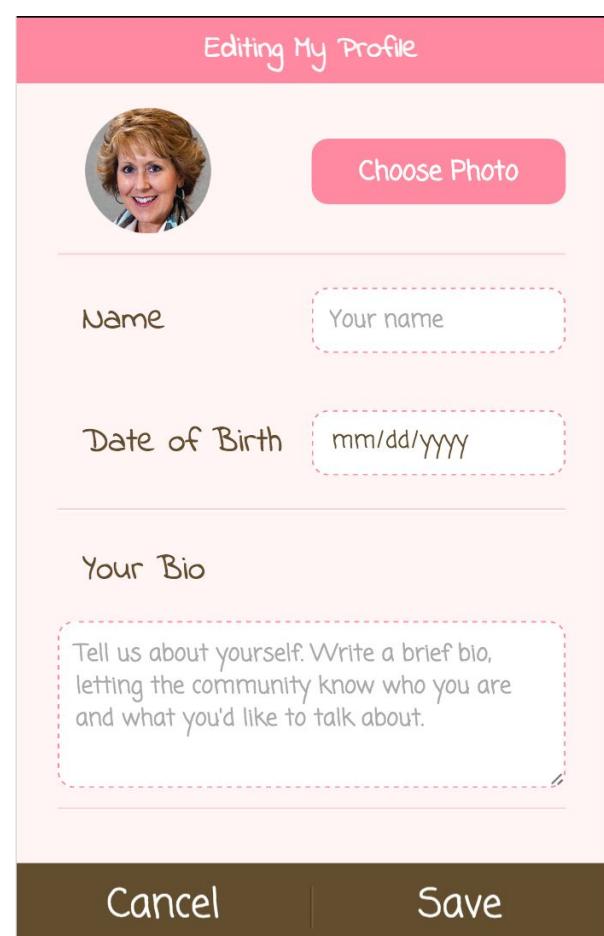
Tell us about yourself. Write a brief bio, letting the community know who you are and what you'd like to talk about.

← DONE >

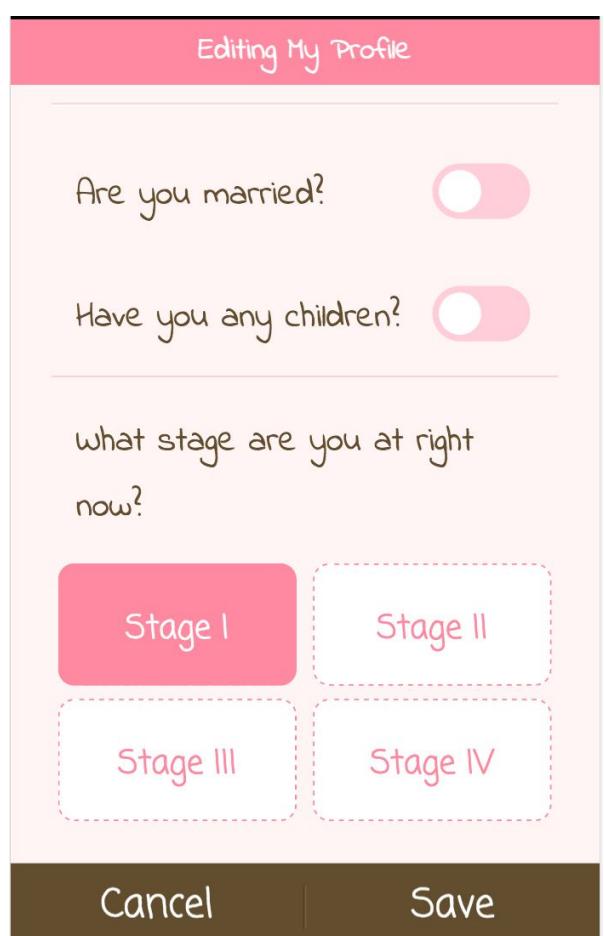
Step 4 - Once this information is taken from patients, they are invited to write a personal bio. Having been taken by our app through the previous stages of information gathering, we have pre-empted them to talk about themselves. The detailed explanation at the top also gives them enough of a prompt of how they may best utilize this

resource in our app. The ‘DONE’ button below indicates that they are done with the process. Once they are done, they are taken to the ‘Local Stories’ screen (NOT the my story screen), where they are ‘rewarded’ by showing them a few profiles of users with whom they have been matched.

For the sake of completeness, we have also included our ‘Edit my profile’ screens here as well - they match completely with the welcome screens (except that all information is laid out linearly in one single page) and



The top of the edit profile screen recounts the basic ‘logistical’ info,



Scrolling down, we see the same options for family details and the

<p>with the notable addition of the bio. The bio also can function as a status and can be updated from time to time as important/milestone events occur or as the user learns more about how to leverage the bio to get the best user recommendations.</p>	stage of cancer
<p>Editing My Profile</p> <p>what stage are you at right now?</p> <p>Stage I Stage II</p> <p>Stage III Stage IV</p> <p>when were you first diagnosed?</p> <p>December 2016</p> <p>Cancel Save</p> <p>Scrolling to the very bottom of the screen has the date when the user was first diagnosed - something which is very unlikely to change.</p>	

5. Tags (and how they may be of use)

Tags were introduced as a way for the user to “tag” chapters in their story into 6 different preset categories. This would enable other users to quickly understand the subject matter of each other's' chapters and stories by looking at the tags which were used. The way a user would interact with tags is in the second step of the two-step process of creating a new chapter in one's story.



Figure 1:
Tags are shown as the second step of writing a chapter in one's story. The user taps one or more of the icons shown and the story is associated with those particular tags.

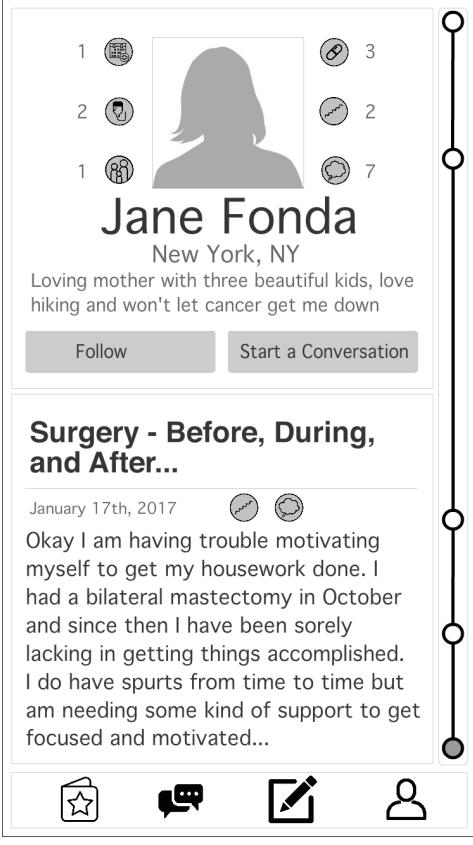


Figure 2:
The tags show up (bound by grey circles) under the chapter heading next to the date, and surrounding the user profile image - where they indicate the number of each type of tag used in all the chapter written by the user.

The first round of feedback we got was not too helpful - they were mostly superficial arguments.

Deeper analysis led us to the conclusion that tags are not perceived to be useful, especially in the way we have presented them to the user. There was no supporting text explaining the value add of a tag (especially when looking at other people's stories) and these led to a noisy visual experience. We decided that a solution is to make a user write their "first story" in a guided manner through our welcome screen and introduce them to tagging by having them do it at the start.

welcome!

You're done! We'd now invite you to start writing the first chapter of your story. Think of this as you're online diary where you can share your thoughts and feelings with the community. No one but trusted members of the community can read these.

Title of your Chapter

Here's where you can share your thoughts in the first chapter of your story. Be as expressive as you want. Let others know what you're going through. Here's where you can make a connection with others in the community.

< Prev | Next >

welcome!

You're doing a fantastic job! Now we're at the "tag" page. Tags are a way to categorize your story - this helps members of the community find stories on topics that matter to them the most. Please tap on two tags below which you believe are most strongly associated with the chapter you just wrote.



Chemo



Medicine

The Treatment Process

Interactions at the Hospital

< Prev | DONE >

Last screen of the signup process - introducing the 'chapter' concept.

On clicking 'next' after writing a chapter, the user is walked through choosing tags.

At first, the feedback received was once again superficial.

When it was explained to the users that the purpose of tagging is to match and recommend users based on the themes of their stories encapsulated by tag counts, we got much more useful and meaningful feedback:

These suggestions went hand-in-hand with our upgradation of the user profiles view and the information we were collecting from users. Since our purpose with the tags was to enable users to connect with one another, we decided to do this a different way - through personalized recommendations from our application itself. In our user research, we had learned that breast cancer patients (especially in their second year, when they have more time between doctor appointments and thus like to connect with other patients going through a similar situation and also who are demographically similar - for instance, connecting with other single parents, working professionals and several other cases). We thus re-designed the local stories view to include personalized recommendations generated by our app.

Local Stories

We've found a lot of local women just like you.
Connect with them by reading their stories and reaching out.



Audrey Allen

Audrey is a single mother battling breast cancer like you.

Her recent chapters

- Found a Better Place
- Doctors are Terrible!



Shawna Bunch

Shawna was diagnosed around the same time as you.

Her recent chapters

- Discussing Treatment
- Removed Tumor

 My Story
 Local Stories
 Conversations

The collapsed views of profiles ('cards') feature a single statement indicating the 'value'

This information was much easier to understand and interpret than the "tag symbols" and there was a clear hook for the user to read more. Titles of recent chapters also indicate the topics of the recent chapters of their stories. We received much more positive feedback after this change and users said it was much clearer what they need to do at this stage (in the Local Stories view). The piece of text on top also makes it very clear what the next steps are for the user.

In conclusion, we did away with the concept of tags by reaching deeper into what the user needs were and addressing the path to forming a one-to-one connection by reading other users' stories in the app.

6. Help/Guide

a. Explain Everything

One feedback says “should have explanation for everything.” This leads to our placing one or two sentences explaining the view at the top of each view. We took time to come up with a clear and friendly paragraph to guide users through signup view. Below are the three big changes we made on “Explain”.

Before Explaining	After Explaining
<p>welcome!</p> <p>1</p> <p>Welcome! Please help us to learn you more. Note that all profile information can be modified later.</p>	<p>welcome!</p> <p>Help us to learn more about you so we can match you with others just like you.</p>
<p>welcome!</p> <p>4</p> <p>Step 4: Your profile is ready. Now please write a chapter to start your story.</p> <p>Title</p> <p>What are you thinking right now ...?</p>	<p>welcome!</p> <p>Thank you!</p> <p>We'd like to invite you to write a brief bio - everything about yourself that you'd like the members of our community to know. It doesn't have to be too detailed - members of our community have written things like "proud mom of two kids", or "professional in a multinational organization."</p> <p>Your Bio</p> <p>Tell us about yourself. Write a brief bio, letting the community know who you are and what you'd like to talk about.</p>

Local Stories



Audrey Allen

Edina, Minnesota

My Life today is all about my Family.

[Read More](#)

Before adding the explanation and redesigning the layout, the appearances of local stories and my stories are very alike, therefore causing a lot of confusions.

Local Stories

We've found a lot of local women just like you. Connect with them by reading their stories and reaching out.



Audrey
Allen

Audrey is a single mother battling breast cancer like you.

Her recent chapters

- Found a Better Place
- Doctors are Terrible!



Shawna
Bunch

Shawna was diagnosed around the same time as you.

Her recent chapters

- Discussing Treatment
- Removed Tumor



Samantha
Stephenson

Samantha is a mother and has stage 2 breast cancer like you.

Her recent chapters

- My Dear Husband
- It's Actually a Cancer?

7. Visual Design

a. Mixed use of line styles

We didn't realize the mess here until this feedback came up. We notice an inconsistent use of line styles, and change it accordingly in the end.

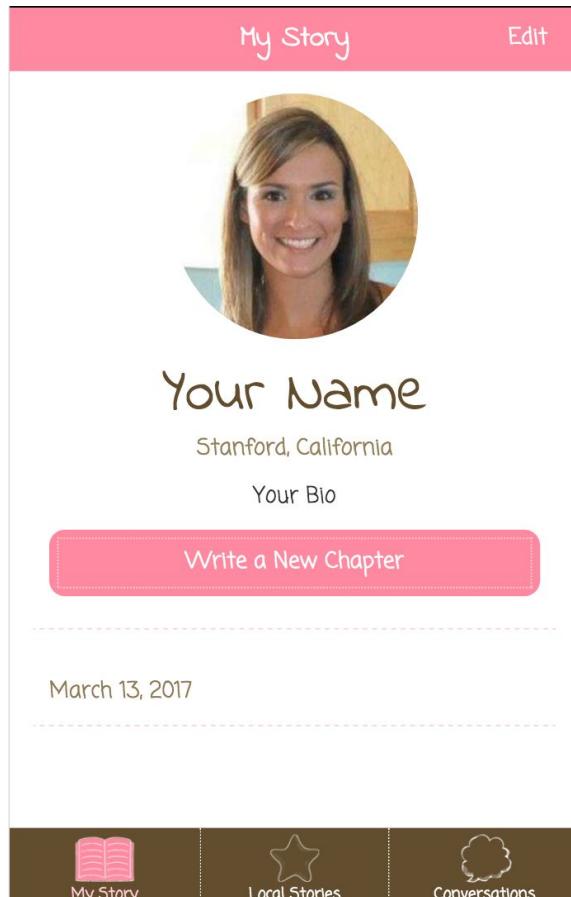


Figure A: In the original design, we used dotted line for the border of the inner button, dashed line for the division line, and dashed line for the navigation bar. It is not consistent in style, and can arouse confusion.

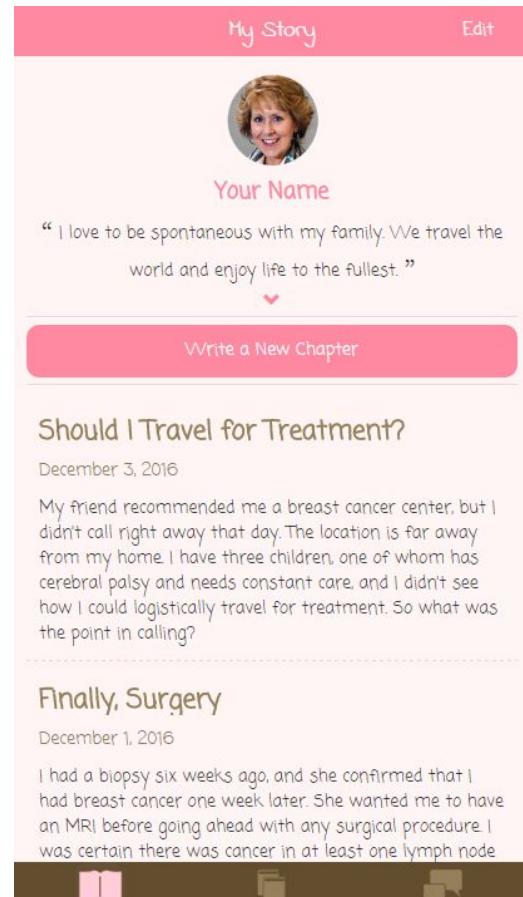


Figure B: We removed the dashed line between icons on the nav bar, and the dotted line for the inner button of "Write a New Chapter" (in my story) and "Start a Conversation" (in her story) for cleanliness. We only use dashed line for division between chapters, and everything else are solid lines.

b. Tension between legibility and aesthetics

We decide on taking a stand in our font and color. We choose “Indie Flower” because it looks flowery, and works very well on the title of the views. “Coming Soon” is a handwritten font that conveys the feeling of “writing a story”. They are also quite readable. As to color choice, we think it good to keep ourselves away from “medical” app, because we want to encourage patients to share more than logistical experience. We hope our users to treat this app more like a “diary”.

c. Alignment and Grid

We received many suggestions to “left align profile details and use the grid.”

Local Stories



Audrey Allen

Edina, Minnesota

My Life today is all about my Family.

[Read More](#)



Shawna Bunch

Shawna was diagnosed around the same time as you.

Her recent chapters

- Found a Better Place
- Doctors are Terrible!



Samantha Stephenson

Samantha is a mother and has stage 2 breast cancer like you.

Her recent chapters

- My Dear Husband
- It's Actually a Cancer?

Local Stories

We've found a lot of local women just like you. Connect with them by reading their stories and reaching out.



Audrey Allen

Audrey is a single mother battling breast cancer like you.



Shawna Bunch

Shawna was diagnosed around the same time as you.

Her recent chapters

- Discussing Treatment
- Removed Tumor



Samantha Stephenson

Samantha is a mother and has stage 2 breast cancer like you.

Her recent chapters

- My Dear Husband
- It's Actually a Cancer?



Figure A: Before left align, we centered everything in the collapsed profile view.

Figure B: We used grid and redesigned the layout for the profile “card”. We realized that information is more well communicated to the user if “matched characteristics” are shown in the first place. Therefore we make the photo smaller, show “how this story matches you”, and display the most recent two chapters’ title.

XIII. Final Pixel Perfect Mockup

Sign Up Flow

welcome!



Help us to learn more about you so we can match you with others just like you.

Name

Date of Birth

Profile Photo

Location*

*Your location was automatically detected

← | →

welcome!



You're doing great! Tell us a little about your family.

Are you married?

Have you any children?

← | →

<p>welcome!</p> <p>Tell us about your diagnosis. This will help us match you with other members of the community.</p> <p>what stage are you at right now?</p> <p>Stage I</p> <p>Stage II</p> <p>Stage III</p> <p>Stage IV</p> <p>when were you first diagnosed?</p> <p>December 2016 ▾</p> <p>← →</p>	<p>welcome!</p> <p>Thank you!</p> <p>We'd like to invite you to write a brief bio - everything about yourself that you'd like the members of our community to know. It doesn't have to be too detailed - members of our community have written things like "proud mom of two kids", or "professional in a multinational organization."</p> <p>Your Bio</p> <p>Tell us about yourself. Write a brief bio, letting the community know who you are and what you'd like to talk about.</p> <p>← DONE ></p>
<p>My Story, Write New Chapter & Edit</p>	

My Story

 **Samantha Stanford** [Edit](#)

Stanford, CA

"I love to be spontaneous with my family. We travel the world and enjoy life to the fullest."

[Write a New Chapter](#)

Should I Travel for Treatment?

December 3, 2016 [Edit](#)

My friend recommended me a breast cancer center, but I didn't call right away that day. The location is far away from my home. I have three children, one of whom has cerebral palsy and needs constant care, and I didn't see how I could logistically travel for treatment. So what was the point in calling?

Finally, Surgery

December 1, 2016 [Edit](#)

I had a biopsy six weeks ago, and she confirmed that I had breast cancer one week later. She wanted me to have

[My Story](#) [Local Stories](#) [Conversations](#)

[← Back](#) [write A New Chapter](#)

Think of this as your online diary where you can share your stories, thoughts, and feelings with others. These chapters help the community get to know you.

Title of your Chapter. Please limit to 35 chars.

Tell a story, reflect, and share your feelings. There are no size limits on a chapter.

[Share](#)

Editing My Profile

 [Choose Photo](#)

Name

Date of Birth

Your Bio

Tell us about yourself. Write a brief bio, letting the community know who you are and what you'd like to talk about.

Are you married?

Has anyone in your life?

[Cancel](#) [Save](#)

Editing My Profile

Are you married?

Have you any children?

what stage are you at right now?

Stage I Stage II

Stage III Stage IV

when were you first diagnosed?

[Cancel](#) [Save](#)

Local Stories and Conversation Box

Local Stories

We've found a lot of local women just like you. Connect with them by reading their stories and reaching out.



Audrey
Allen

Audrey is a single mother battling breast cancer like you.

Her recent chapters

- Found a Better Place
- Doctors are Terrible!



Shawna
Bunch

Shawna was diagnosed around the same time as you.

Her recent chapters

- Discussing Treatment
- Removed Tumor



Samantha
Stephenson

Samantha is a mother and has stage 2 breast cancer like you.

Her recent chapters

- My Dear Husband
- It's Actually a Cancer?



My Story



Local Stories



Conversations

Conversations

Connect with more people by reading Local Stories and starting conversations. All your conversations are listed here.



Shawna Bunch

I learned the great pain that you are suffering from. It's tough



Samantha Stephenson

Nice to talk to you!



My Story



Local Stories



Conversations

Her Story and Messages

< Back Shawna's Story



Shawna Bunch
San Francisco, CA

"It is a blessing to spend time with my family."

Start a Conversation with Shawna

Chemo Is Terrible!

December 10, 2016

I chose an oncologist to work with. That might be a really bad choice. I started my first round of chemotherapy five days ago. But the treatment had really strong side effects! I've been having trouble sleeping and severe mood swings. I am also very nauseous right now. I can't understand why this is happening to me! So far I see no hope to get rid of those side effects, and I wasn't sure I could continue on that path.

Discussing Treatment

December 2, 2016

It's been six weeks from my recovery. I have been meeting with oncologists about further treatment these days. So

< Back Conversation with Shawna

Hil I got your story today.

Oh hil I cannot believe it... Someone received my story!

I learned the great pain that you are suffering from. It's tough

Send

 My Story
 Local Stories
 Conversations

XIV. Future feature additions

This section discusses features to add to the application in the next phase of iteration, which we were unable to do in the limited duration of the course. Most of the following points come from thinking ahead about users using this app for the 10th or 100th time. They have not been implemented in the present demo application, but a brief mockup and explanation of them has been attached:

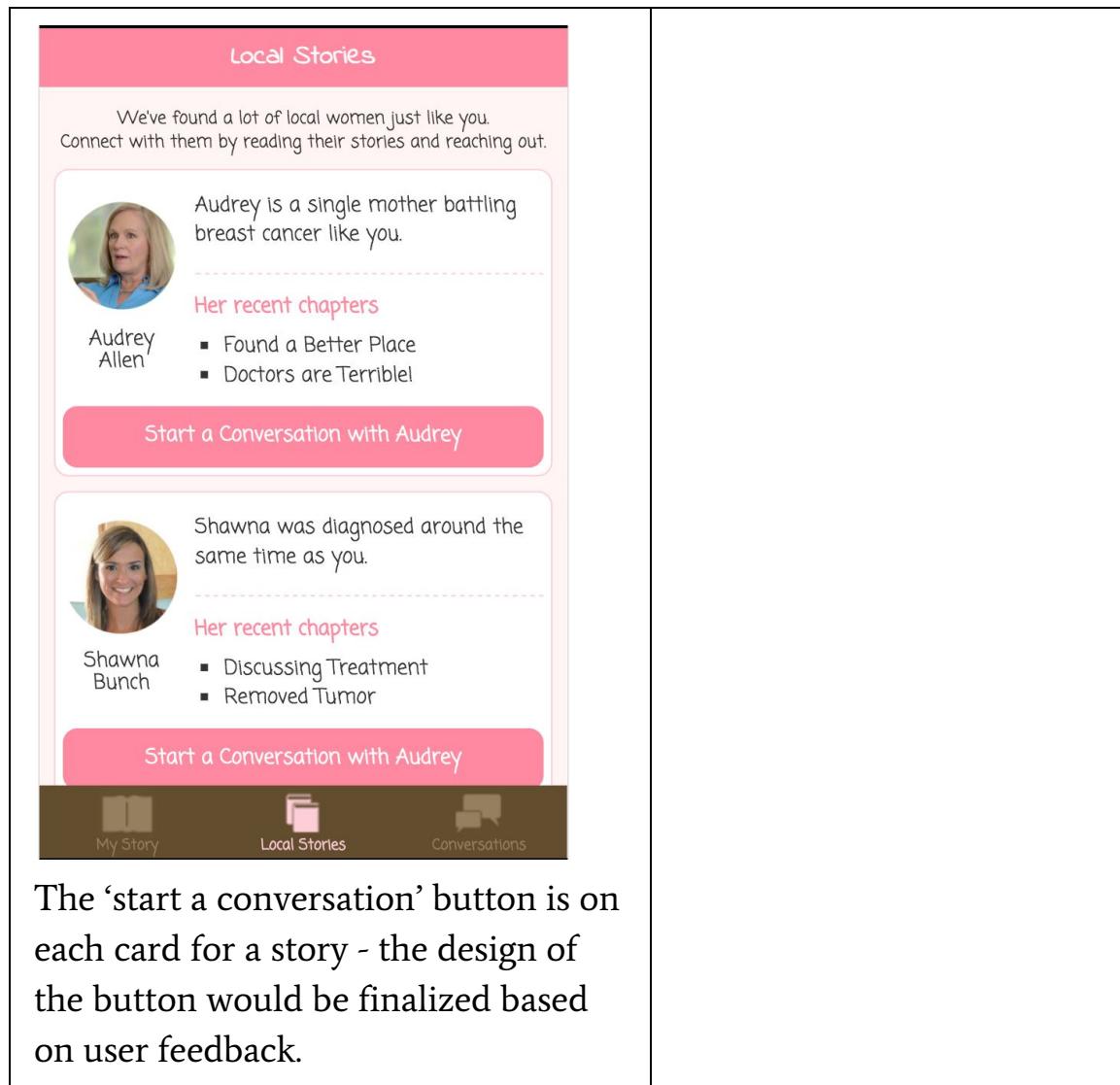
- **Notification of incoming messages**

This has not been implemented in the present version of the application. We envision having a simple notification on the conversations icon in the bottom nav bar. A mockup of this is shown below:



- Add direct start-a-conversation button from the collapsed cards in ‘featured stories’

For users who are used to the application, it would be good to have an option to directly start a conversation from the ‘Local stories’ window.



The ‘start a conversation’ button is on each card for a story - the design of the button would be finalized based on user feedback.

- **How does the user manage their inbox?**

The user is free to ignore messages they do not want to respond to - there is no way for other users to know if their message has been responded to or ignored. We will also give the option to delete unread messages - along with other options like searching their inbox.

Conversations 

Connect with more people by reading Local Stories and starting conversations. All your conversations are listed here.



Shawna Bunch 

I learned the great pain that you are suffering from. It's tough



Samantha Stephenson 

Nice to talk to you!

 My Story  Local Stories  Conversations

The three vertical dots indicate that there is more to be done - like a menu. Clicking on this menu would give options like deleting a message, marking it as unread, decreasing priority, and any other options related to managing a message.

- If you have already conversed with one person, button should say “continue conversation” instead of ‘start a conversation with..’

This would be easy to implement. The button would simply have altered text in the case that there is already an active conversation with that user. This is demonstrated below:

< Back Audrey's Story

 **Audrey Allen**
San Francisco, CA
“My life is all about my family.”


Continue your Conversation with Audrey

Removed My Ovaries

December 20, 2016

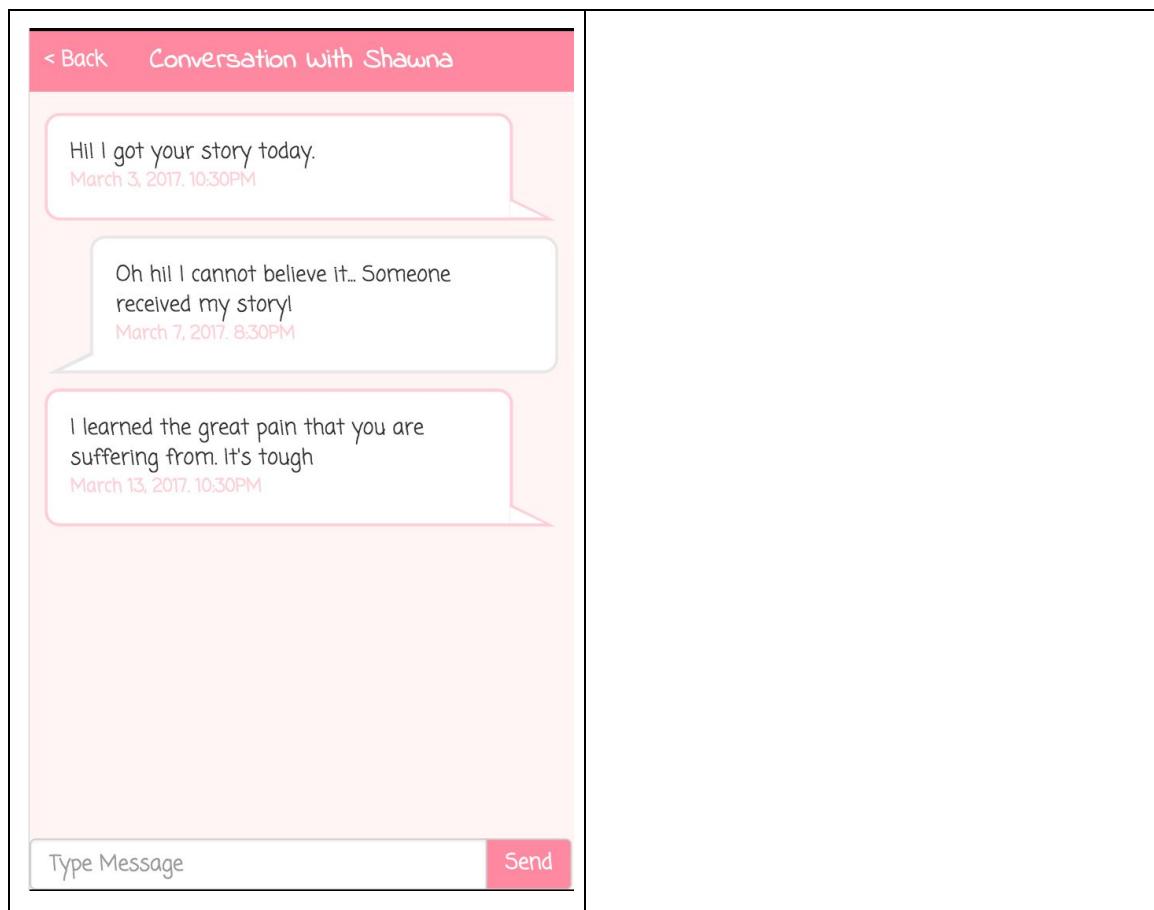
The doctor told me that I am pre-menopausal. My medical oncologist felt it critical to stop the hormone that was manifesting the cancer because my cancer was related to hormones. So I had a surgery that removed my ovaries yesterday. I am going to receive Arimidex, a hormone therapy drug, in addition to breast cancer radiation... Merry Christmas to me!

Found a Better Place

 My Story  Local Stories  Conversations

- **Timestamp/date on messages in inbox**

It would be easier for the user to keep track of conversations once they have timestamps from previous conversations. This is illustrated in the mockup below (time and date indicated in light pink):



XV. Special Acknowledgements

We are extremely grateful to the following persons for their extraordinary guidance and assistance in our expert research and user testing.

- Gitta Salomon, swim design studio, San Francisco
- Connie Hall, founder, Lumps to Laughter
- Ludwig Schubert, course assistant, CS247

XVI. Appendix I

Summary of Investigation on the Forum

Forum from Breast Cancer Community (<https://community.breastcancer.org/>)

- people are seeking for advice on **whether to reconstruct breast** (“Forum: Living Without Reconstruction After a Mastectomy [1,143 Topics 40,840 Posts](#)”, “Forum: Breast Reconstruction [9,981 Topics 285,166 Posts](#)”).
- People are curious about **the surgery** itself (“Forum: Surgery - Before, During, and After [6,664 Topics 179,610 Posts](#)”)
- People are looking for information on **which therapy to take** (“Forum: Chemotherapy - Before, During, and After [6,553 Topics 469,980 Posts](#)”, “Forum: Radiation Therapy - Before, During and After [3,097 Topics 115,482 Posts](#)”, “Hormonal Therapy - Before, During and After [6,249 Topics 139,339 Posts](#)”)
- People want to learn about **treatments** (“Forum: Complementary and Holistic Medicine and Treatment [2,530 Topics 53,450 Posts](#)”, “Managing Side Effects of Breast Cancer and Its Treatment [3,023 Topics 67,020 Posts](#)”)
- Uncategorized issue (“Forum: Lymphedema [4,754 Topics 68,654 Posts](#)”)

Forum: Living Without Reconstruction After a Mastectomy

Topic Title: I look for other flat chested women. A rant. (4,112 Posts 104,603 Views)

(Excerpted from the post) “I know many of you wear prosthesis, so I probably wouldn't be able to see or 'know', but. I look for you. I want to see you. I want to form a union, lol. I wish it were even more accepted, acceptable to be flat. To not wear prosthesis, not feel the need to, to opt out of reconstruction-if that is your choice. I do hope that women who see me, flat as can be, see there are options, that reconstruction isn't par for the course. I want to make flat beautiful, sexy, stylish. Normal. And it is normal for me, is becoming normal, but I am talking about society, norms and expectations. Breast cancer is not about 'boob jobs'. Yes, many of us opt for them, want and need them. But it is also about choosing to be flat.

Geez, would I like to meet up with other flat chested women. I would love to take over a hotel, make noise, laugh, cry, be flat together-to see you. I want to meet other women who, like me, have decided not to reconstruct. I want to be able to see you and high five! I want to experience our society of normal.”

Forum: Breast Reconstruction

Topic Title: Exchange City. (39,335 Posts 807,469 Views)

We love to include everyone's surgery dates - Please PM me and I will update the list to include you! The list keeps changing since we try to move forward as the dates move forward. Thanks. - Jean

Useful websites:

Mentor: http://www.justbreastimplants.com/implants/mentor_specs.htm

<http://www.mentorcorp.com/breastsurgery/reconstruction/breast-implants.htm>

Mentor ultra high profile implants:

<http://www.mentorcorp.com/global/physician-information/silicon-gel-breast-implants.htm>

Allergan: http://www.allergan.com/assets/pdf/natrelle_catalog.pdf

2015: (Long list of date-username-Exchange surgery (completed))

10/5 - Pharmergirl - Exchange Surgery (completed)

...

AnnieAlso - Revision Sister in Waiting!

Forum: Surgery - Before, During, and After

Topic Title: Housework support group!!??!! (12,491 Posts 120,396 Views)

(<https://community.breastcancer.org/forum/91/topics/730136>)

Okay I am having trouble motivating myself to get my housework done. I had a bilateral mastectomy in October and since then I have been sorely lacking in getting things accomplished. I do have spurts from time to time but am needing some kind of support to get focused and motivated. Anyone interested in having a one room challenge? Just post here and tell which room your choosing then for the accountability part post back when you have that room done. Peer pressure can work wonders so I'm posting my bedroom as my one room project for this morning.

Forum: Radiation Therapy - Before, During and After

Topic Title: Radiation recovery (14,734 Posts 249,283 Views)

(<https://community.breastcancer.org/forum/70/topics/774143>)

Hi I know there is another thread but I thought, since it is 60 pages old, I would start a new one for those of us just finishing radiation. My hope is that we can discuss remedies to avoid, tight skin, discuss the emotional side of being at this point of treatment, continue to support one another and keep in touch.

Forum: Hormonal Therapy - Before, During and After

Topic Title: For Arimidex (Anastrozole) users, new, past, and ongoing (13,816 Posts 357,541 Views)
(<https://community.breastcancer.org/forum/78/topics/790338>)

I found a couple of older threads about Arimidex, but they covered a large time span with a gazillion posts, so I thought I would start a new thread for Arimidex/Anastrozole users.

I am starting on Anastrozole today. Plan is to take it for 5 years, possibly longer. I already have osteopenia and osteoarthritis (limited to one knee at this point), so I am most concerned about the bone and joint side effects. I'm already frustrated by finally having some energy and stamina back after chemo and radiation, but now I have trouble exercising due to the bum knee. I'm concerned about that getting to be even more of a problem on the Anastrozole.

Please share your experiences, side effects, questions etc. about Arimidex/Anastrozole here.

Forum: Chemotherapy - Before, During, and After

Topic Title: Hair Hair Hair - Another question (24,300 Posts 871,915 Views)

I know that there have been several threads on this, but I'm asking the question again: on average, when did your hair start growing back in after chemo?????

I'm 4 weeks out from my last AC and any positive encouragement (and "you're almost there" posts) would really make this week wonderful.

Forum: Managing Side Effects of Breast Cancer and Its Treatment

Topic Title: Cold Cap Users Past and Present, to Save Hair (18,005 Posts 387,736 Views)
(<https://community.breastcancer.org/forum/6/topics/735873>)

Hi all, I wanted to start a forum for all us that are using the cold caps to try to save our hair. I am on FEC100 X3 followed by Taxotere X3. My dosage unfortunately is not a guaranteed success. I am 40 days out from my first treatment and will have my third June 17. So far I have thinned but have not required a wig. I have no bald spots; however, around my right ear is the thinnest..I think because the cap wasn't tight there. All in all, I am pleased to still have a good covering. **If you are using or have used the Cold Caps, I would love to hear your experience.**

A summary on breast cancer community forum:

1. Most popular posts are **looking for experience**, i.e. cold cap users to save hair, hormonal therapy, radiation therapy. Hormonal and radiation therapy started their new thread on experience sharing because there has been **too many old posts** in the past few years.
2. Chemotherapy want to hear **encouraging words**
3. Household support group wanted to start a **one-room challenge** to motivate themselves to do housework.
4. Both reconstruction and flat breast forum has a "**real-life meetup**" post as the most popular one.

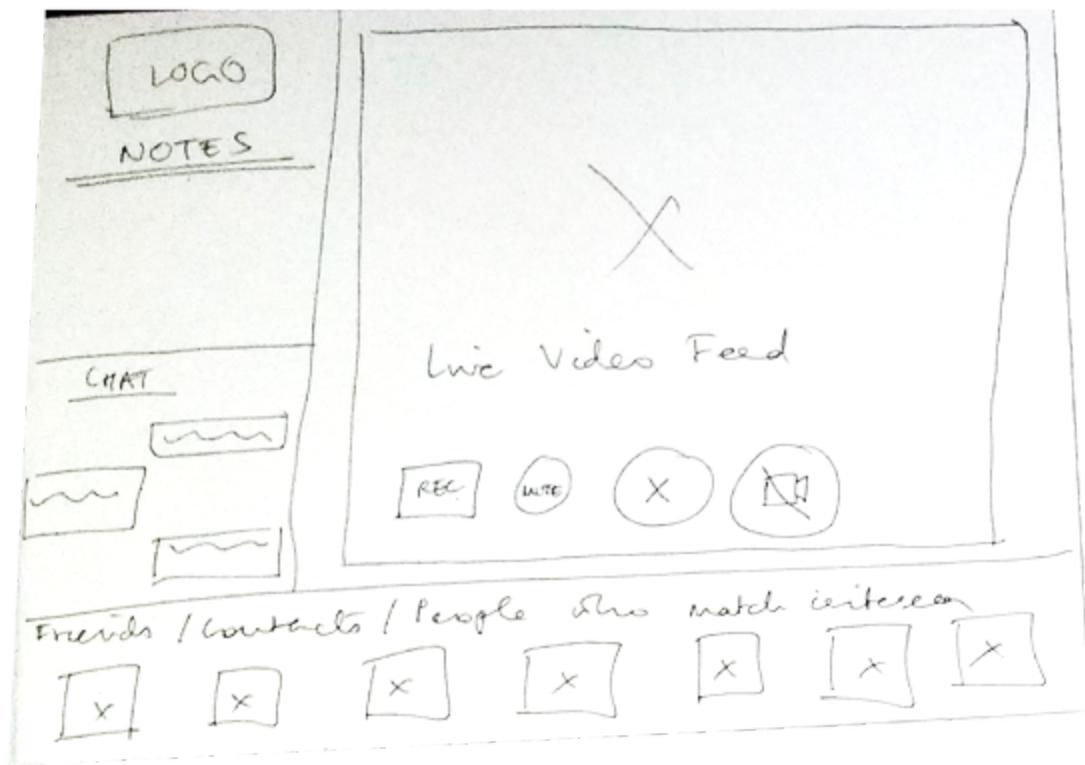
XVII. Appendix II

All Product Idea Sketches

Video Chat interaction

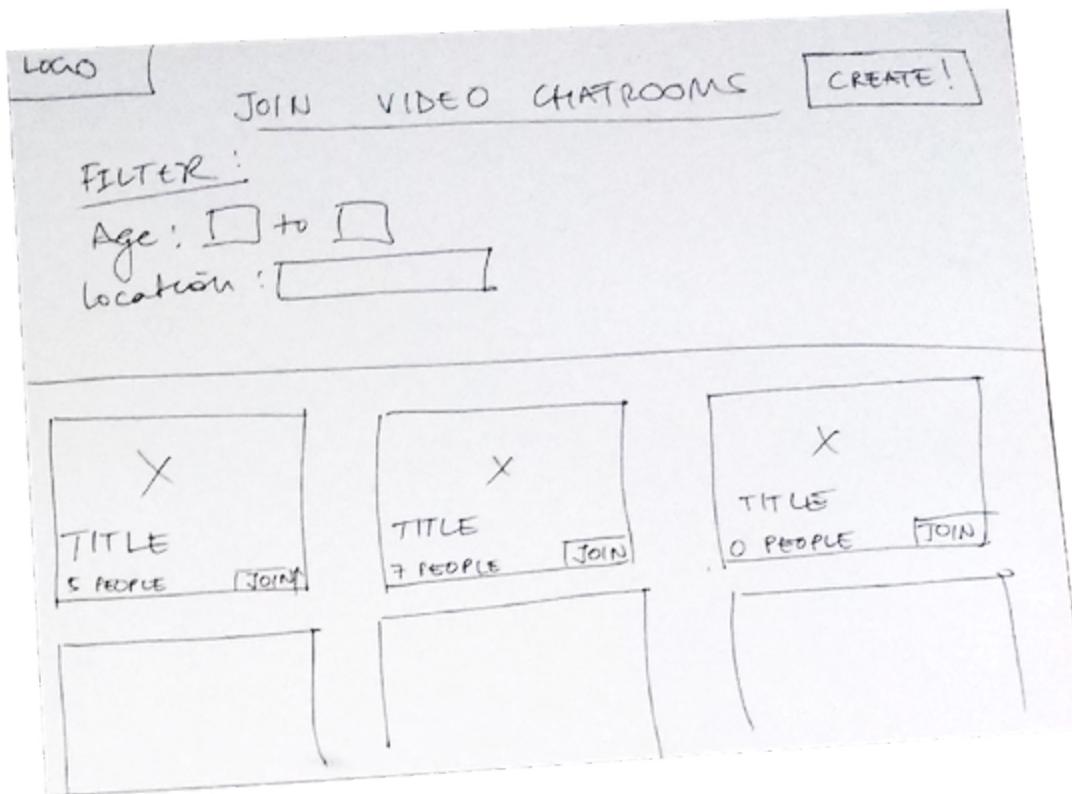
Inspired by video chat rooms and utilities that allow video conference calls (skype, hangouts).

Concept 1



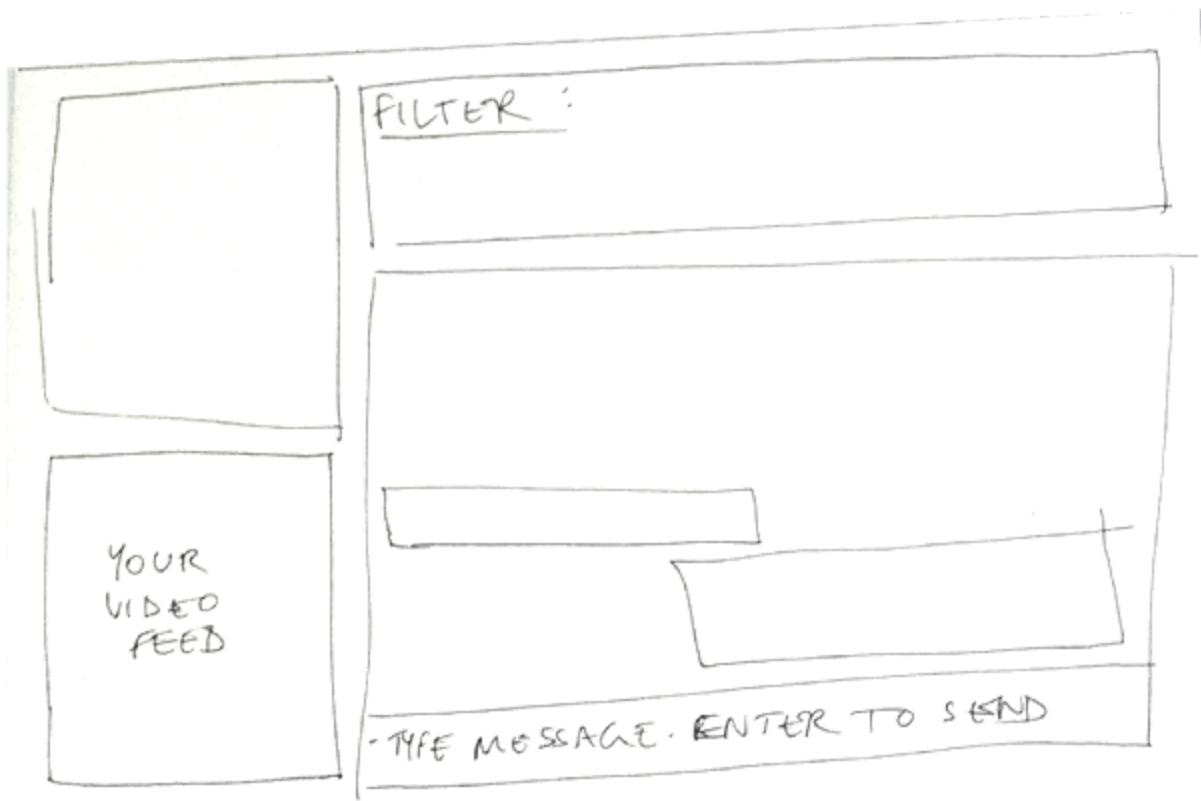
This design centers the user's attention on the video feed from the other person and is limited to a 2-person chat at a given moment of time. The user can take notes (top left) as well as chat (to share text/links) with the user at the other end of the conversation. The layout combines the user's need to express themselves naturally and be heard by someone else (through the video feed) as well as facilitate the information-sharing and "note-taking" that would be required.

Concept 2



This concept takes the “chatroom” concept further in the video medium, and builds upon ideas we got from observing behaviour on online forums (like <http://www.curetoday.com/> and <https://community.breastcancer.org/>). People join existing discussions on ‘chatrooms’ online which can be filtered by various criteria (‘Age’ and ‘Location’ being representative here).

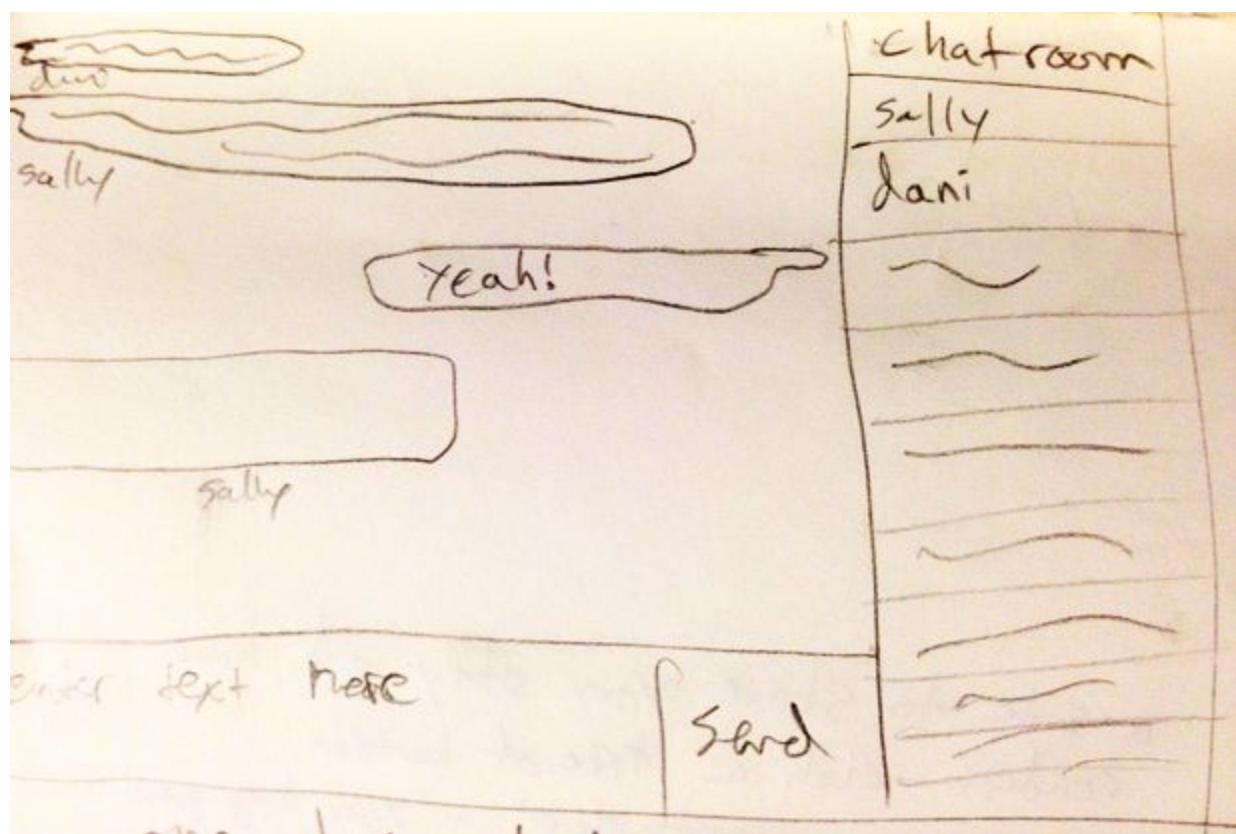
Concept 3



This layout is similar to platforms like chatroulette and camsurf, focusing on a conversation between two users. Two video feeds of the participants are displayed on the left. The 'filter' box helps filter criteria for persons to interact with, and the large 'chatbox' below it facilitates primarily text communication.

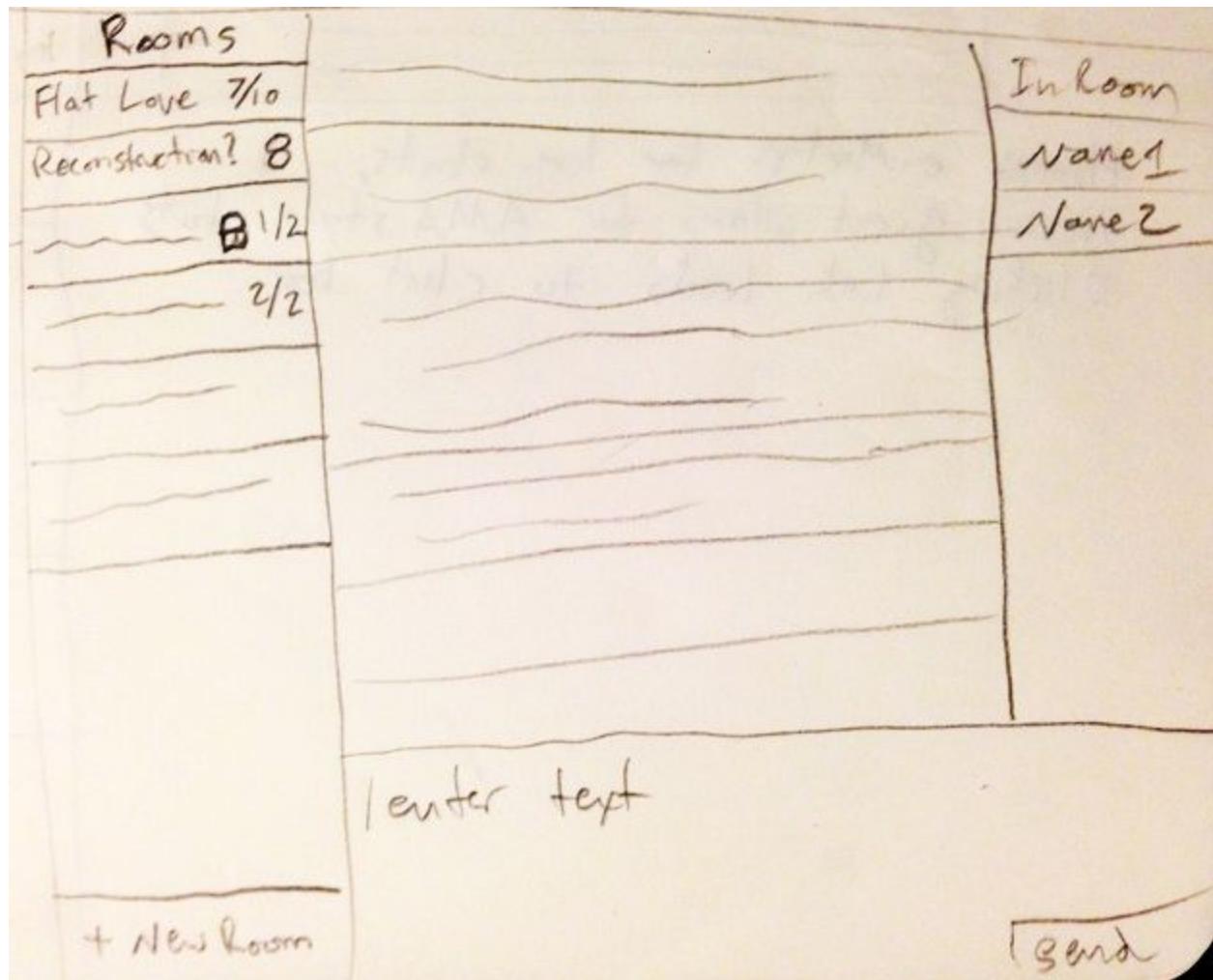
Text Based Connections

Basic Persistent Chat Room



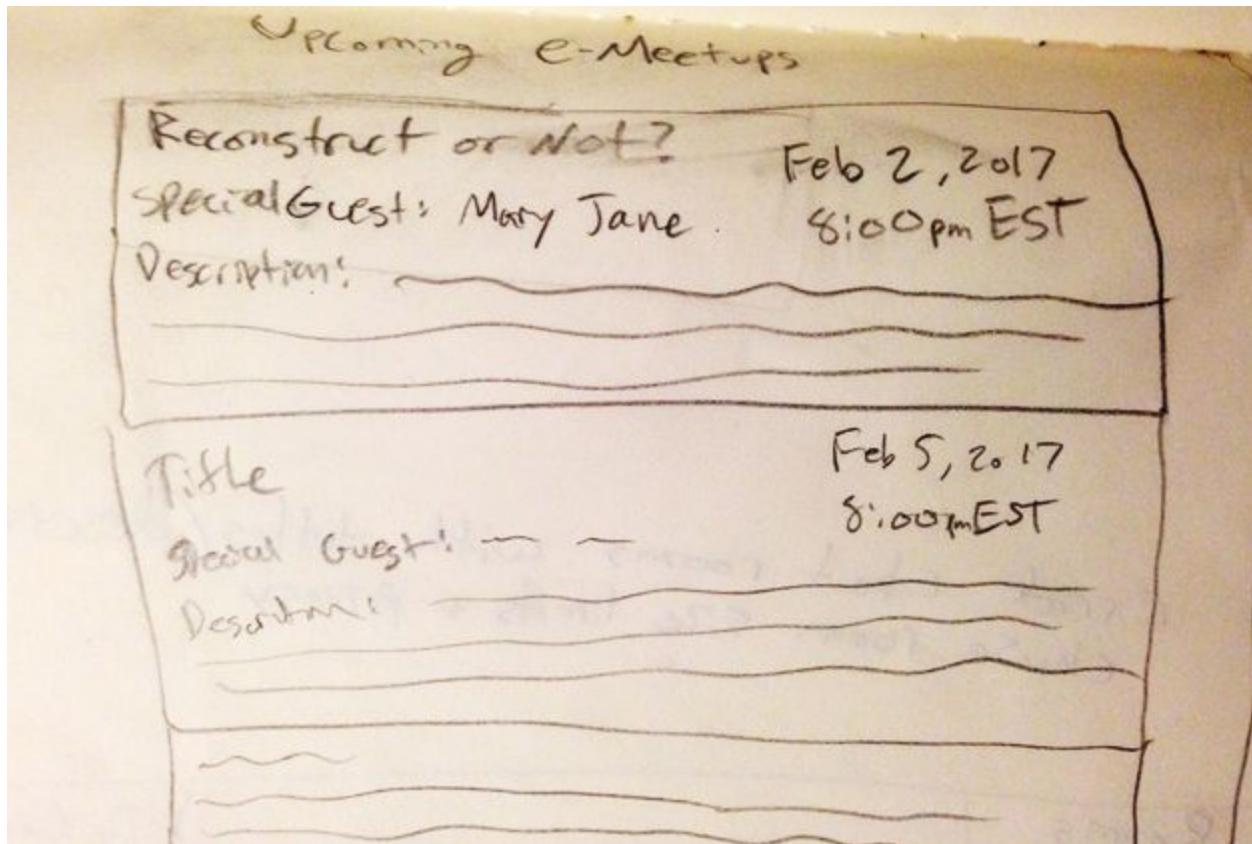
A persistent chat room built with the purpose of connecting people currently going through the process of getting a mastectomy.

Chat Rooms With Options (Live Forum)



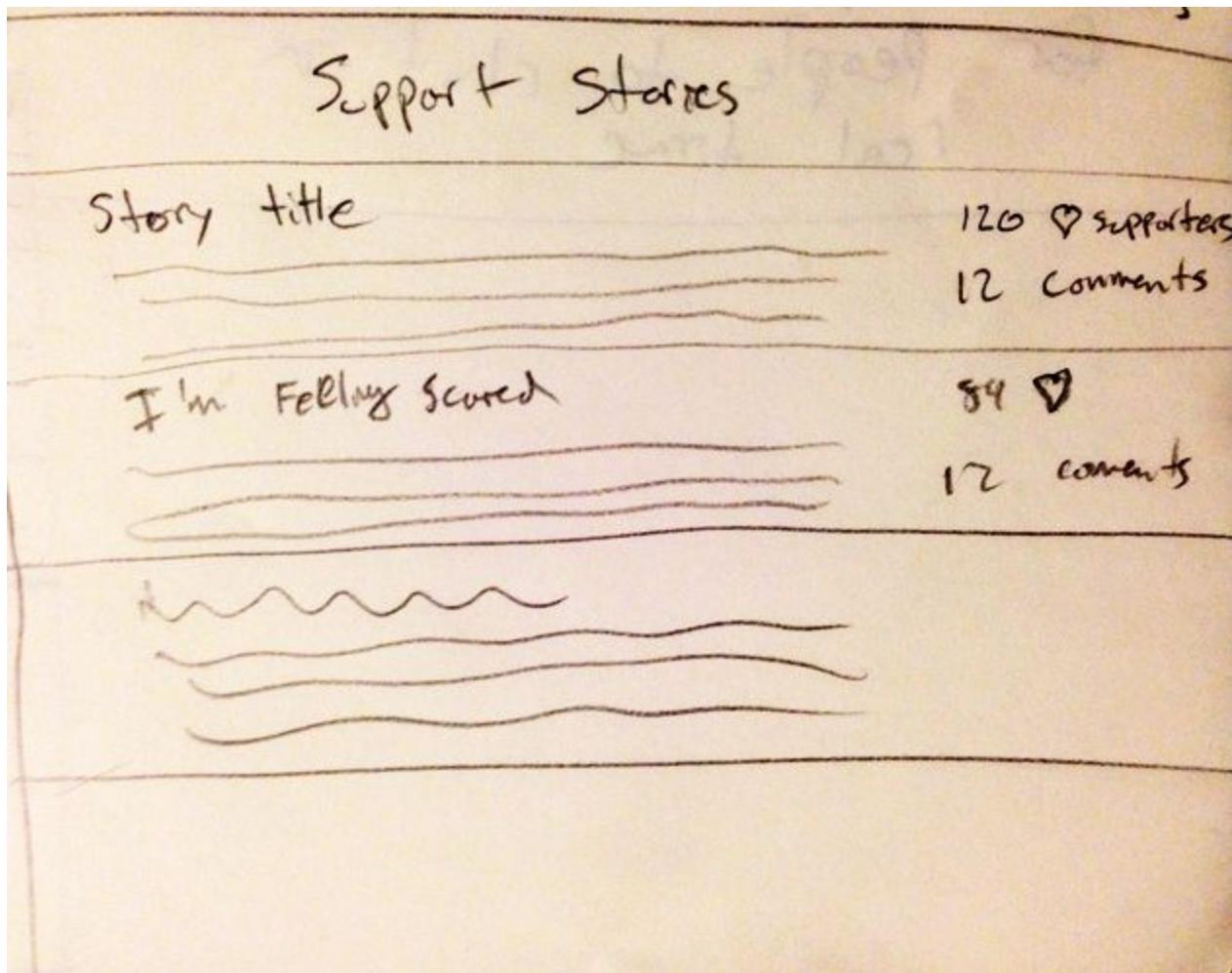
Similar to Discord or Slack, this chat service gives users options to creating new “rooms” to help focus the conversations going on inside. Additional privacy and room limits can be added to rooms.

E-Meetups/Event Board



This service allows for planned meetups to occur. These meetups happen in chat rooms (similar to idea 1), but the pre-planned nature allow for focus and purpose of these chats. Meetups can also include special guests to have a AMA style back and forth.

Share+Support Stories



This app focuses on the user's need to simply share their own story and position. Rather than starting a forum topic with the hope of "You're doing great" replies, users can share their story through this specialized platform. The platform allows readers to click simple encouraging replies like a "I support you" button, but can also add comments for a back and forth if desired.

Meet In Person



It's nine o'clock, and you wake up, ready to start a new day. You open up the blessing app as a daily practice, pick a blessing sentence, and send.

Imagine somewhere else on the world, someone who is suffering from bad mood brought by cancer. She might have lost her hair, or she might just have lost her breast. She felt down and depressed. She saw your blessing, she saw hundreds of blessings everyday from people like you, she is now feeling better and more confident.

You might get a chat request from the random person to whom your blessing was sent. Something magical might happen in this random match.

When the sun rises again the next day, you will send a new blessing, talk to new people, and learn new experience.

Invitation Card



For most residents, they have regular neighborhood meeting where they exchange information on criminal activities, and share food with each other. We can distribute invitation card about breast cancer party at the neighborhood meeting.

Party House Design



We identified a need from breast cancer patients that they need a share on positive emotion more than surgical experience. Women that have undergone a similar surgery and lose their breast, want a place where they are comfortable to enjoy themselves. When they play, when they dance, when they sing, there will be no strange looks from others. Therefore we want to design a party house for them. We decorate the outside as a grand party going inside, and deliver a welcoming message to the women of interest to come. When they enter, staffs will collect essential information (i.e. register them as part of the organization), and educate them. Women and dance, sing, drink, talk over sofa, and enjoy themselves as much as they can in the house. They can even stay overnight in the next-door hotel if they find each other good "sisters", and they really want to spend more time with each other. For people who are not targets for this party, when they walk in front of the house, they won't feel scared nor strange about breast cancer. Such party can be held in different cities in turn every month, and lasts for three days.

Experience Pokemon



This idea is inspired by Pokemon Go. When the user, who registered to “receive notifications on breast cancer experience”, enters an area where contains some breast cancer patient and her experience in the dataset, the phone will notify the user. The user can choose to read the experience pre-written by that person, or stop and find that person to talk.

Special Trip



Holidays are good time to go outside and relax. Why not use that period of time to connect with people, and enjoy the vacation?

Imagine that a three-day holiday is coming, you go to a travel agency's website, and find a 2-day trip to Florida with 19 women registered. Some of them had mastectomy, and some will have, and they are somehow under pressure. If you are a warmhearted person, join us and help them. If you are suffering the same, why not come to see if a trip can help?

Office Diary



There are too many important decisions to make when you get the advice of get your breast removed. Doctors might tell you something, but it's way less than you want. Therefore, doctors can keep a book in front of their desk. For women just had mastectomy, they can write down their thoughts and feelings on the book. They can leave their contacts on the book as well, so that later when someone else comes into the doctor's office, and is ready to talk about mastectomy, she can browse the book and gain some sights from the book.

