

DIGITAL TRANSFORMATION PROGRAMME

OUR UX DESIGN APPROACH

Where we are and where we're going



MACMILLAN
CANCER SUPPORT

**HOW DOES UX AND
RESEARCH ADD
VALUE?**

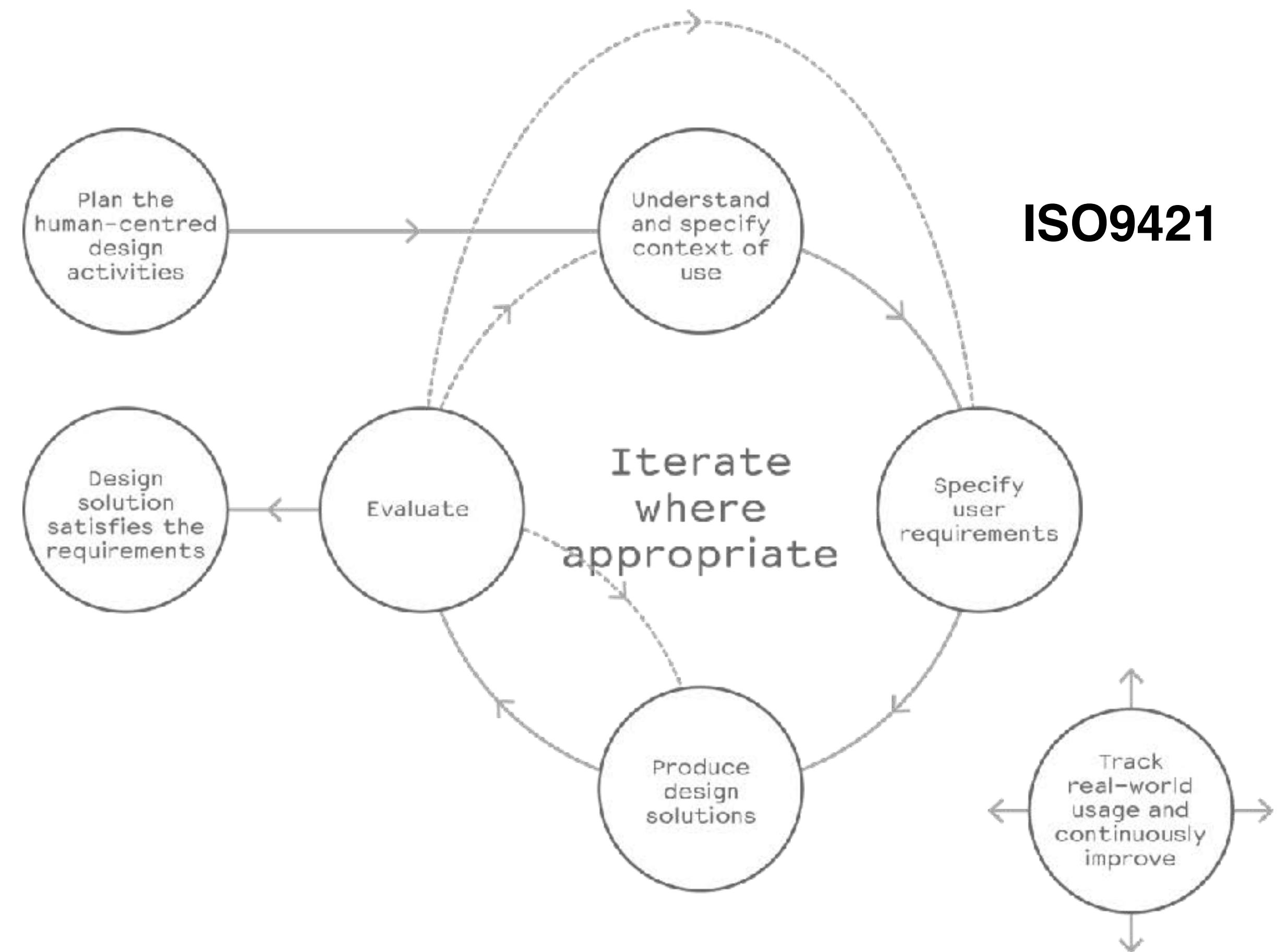
User-centred design

At Endava, we adhere to the **user-centred design process** because it achieves the best quality results and better **adoption**.

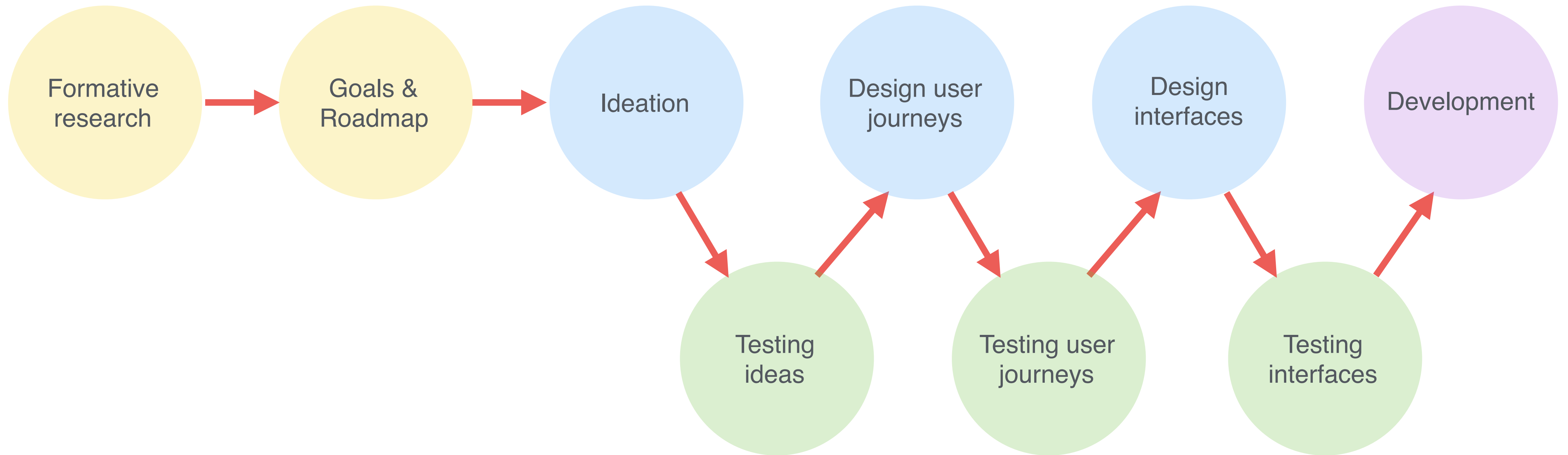
The process starts with an understanding of **end users** - their **needs** and the **context** in which those needs arise.

This understanding produces **insights** that allow us to look at the challenge from a fresh angle, which in turn leads to **more innovative** concepts. Insights are captured in deliverables such as **personas** and **customer journey maps**.

Our **prototypes** make these concepts tangible and give us stimulus to validate with end users in user testing.



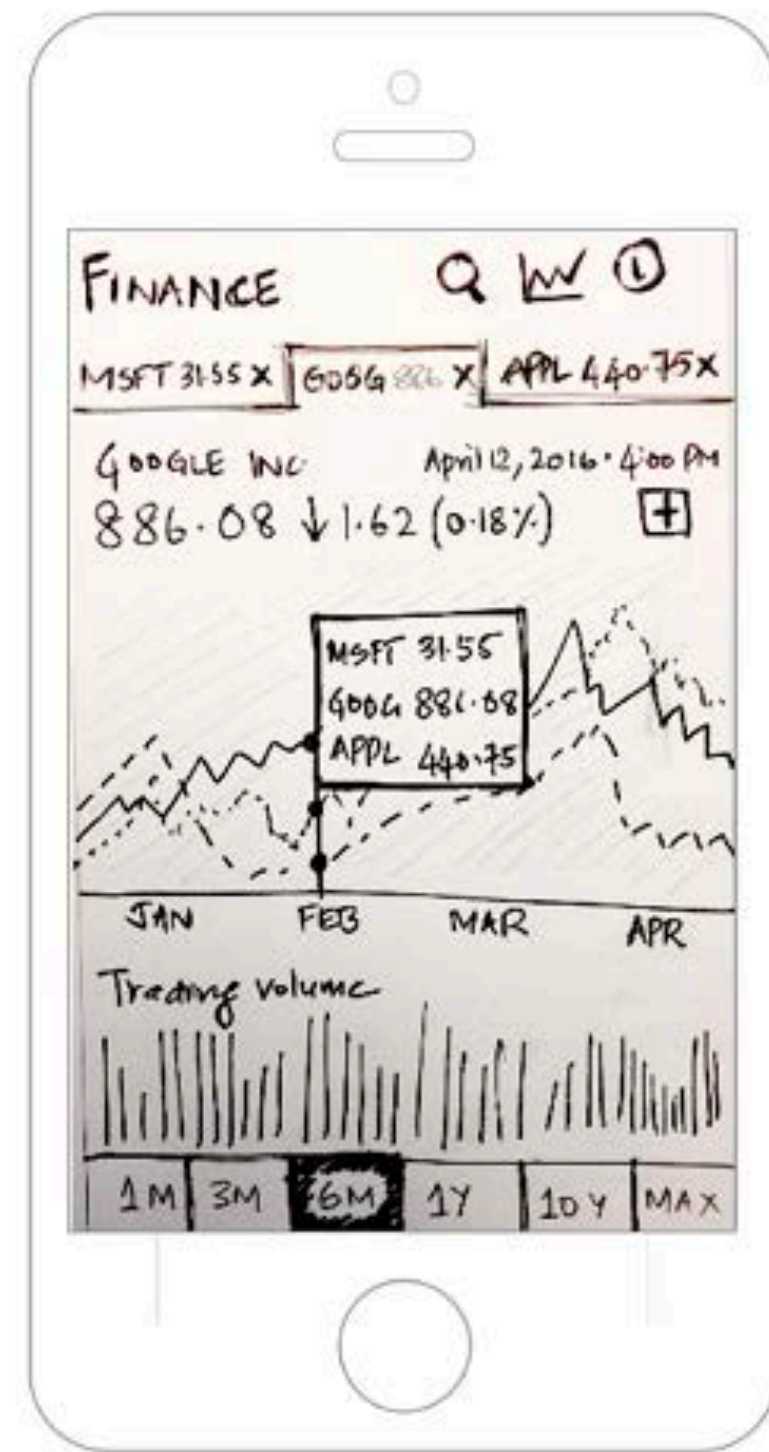
HOW UX AND RESEARCH WORK TOGETHER



LEAN APPROACH

Three rounds of design stages for the risk management

Stage 1

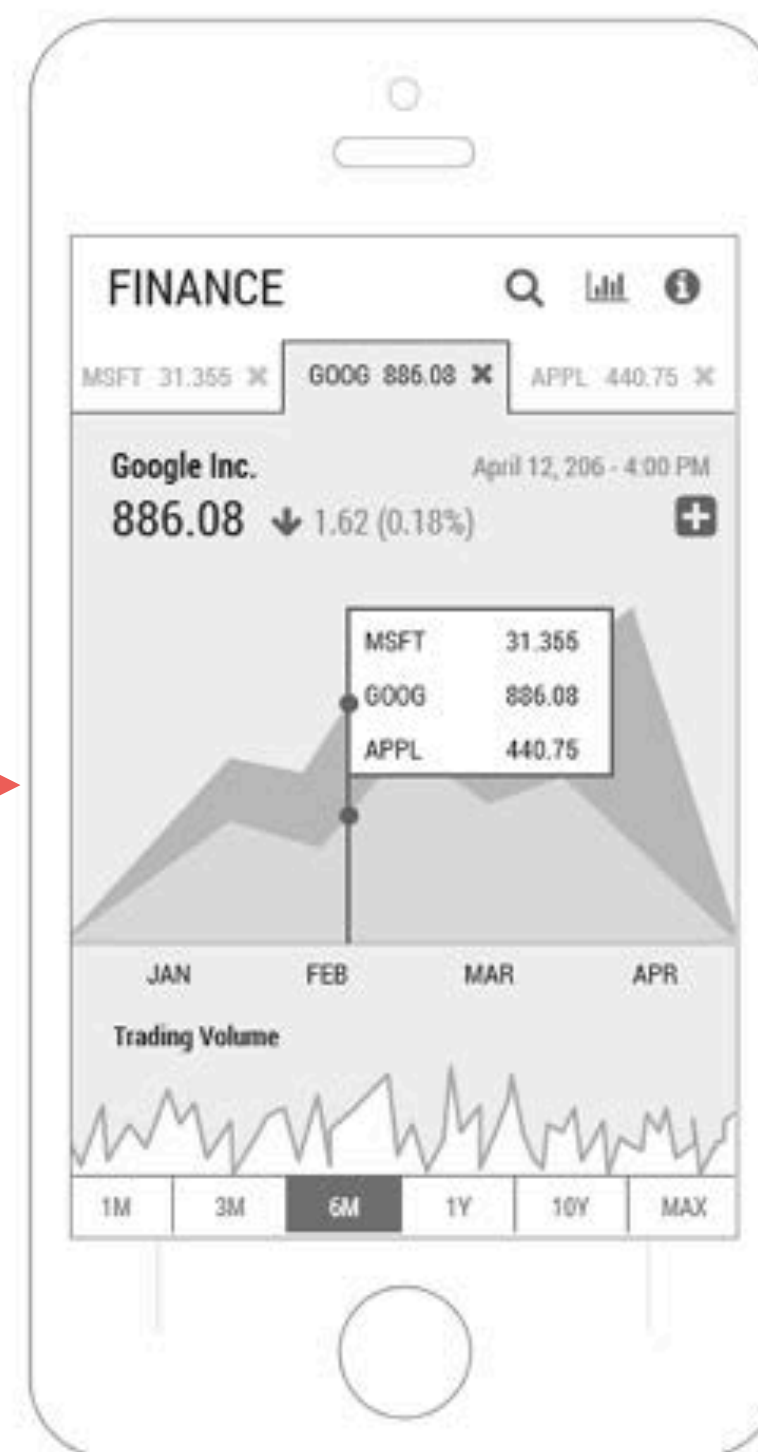


Low fidelity
= Testing ideas

Testing concepts prioritised
based on complexity of the issues
& alignment with goals

User
testing

Stage 2

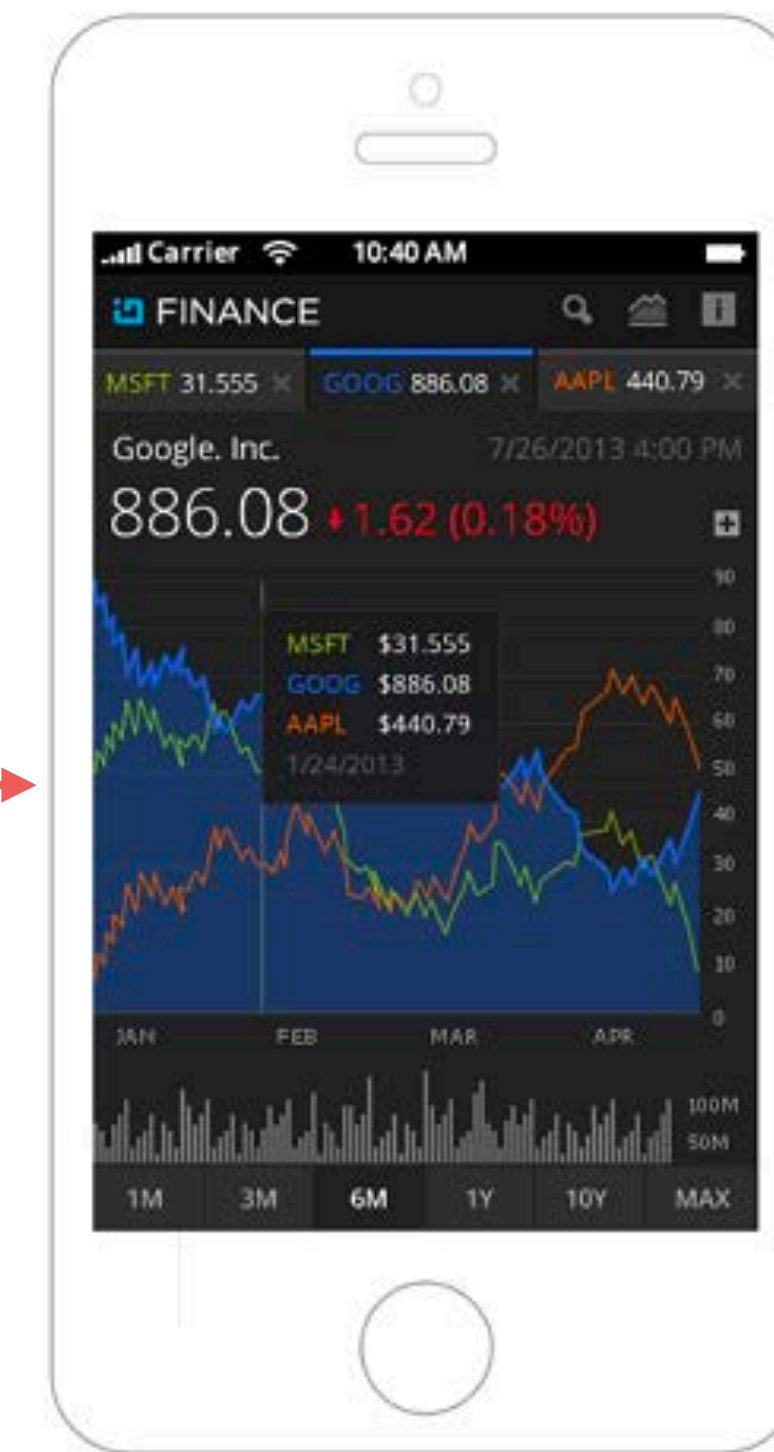


Mid-fidelity
= Testing user journeys

Combining the winning
concepts into coherent
user journeys

User
testing

Stage 3



High-fidelity
= Testing user interface

Applying the brand's look and feel,
thinking through fine interactions &
perfecting details

User
testing

**HOW DOES THIS APPLY
TO MACMILLAN?**

1. FORMATIVE RESEARCH & INSIGHTS

STAKEHOLDER INTERVIEWS

01: Amanda Davis

Head of Data Development

“Our key strategic objective is to convert data into insights and get a single view of the customer, but this is a project that will take many years.”

Key Takeaways

- Insights through data is at a low level of maturity.
- The biggest challenge is ownership - responsibilities are scattered and there is no overall clarity about what the 4 teams do.
- The main challenge for the Digital Transformation Project is sorting out the segmentation models to give it consistency and introducing the digital component.
- Is your key strategic objective to convert data into insights and get a single view of the customer? A: Yes, but this is a project that will take many years.
- 7.5 million records in the current CRM - all interactions stored are non-digital.
- Macmillan website - they hardly use the data coming from this at all.

40: Grainne Kavanagh

Head of Specialist Advisory Engagement

“When treatment ends, patients can feel like they’re falling off a cliff; they have far less support and find they’re dealing with a whole range of issues.

Key Takeaways

- eHNA is a set of questions 1) How anxious do you feel today, 2) what is the root of that anxiety?
- We want to build engagement with up to 80,000 professionals, including affiliates who can support. We want to create tools for them to use when they support PLWC.
- We want is a range of integrated tools, made up of Macmillan and non-Macmillan tools.
- With Right By You, we'd like to know what care plans have been developed. We need to keep the quality of interactions despite the increased volume.
- There can be a high level of content sharing between Workforce and Right By You. This is because the information is about people's holistic needs; it's not about heavily medical issues.
- The above can be avoided if Right By You encourages regular assessment; reinfection triggers and other emergencies could be acted on much more quickly.
- The support worker can call the patient and help them feel more in control. Also practical stuff like transport to get to the hospital.

Programme alignment

GTP	Digital Ecosystem	Information Review	SLG	Online Community	Right to You	Workbooks	Access List Page
Amanda Davis	Richard Taylor	Richard Dodd	Derek Nott	Derek Nott	Fay Scullion	John Pearson	Richard Dodd
Clara Avery	Vicky Watson	Allen O'Leary	Ann O'Flynn	Ann O'Flynn	Declan Hunt	Carol Beckford	Allen O'Leary
John Pearson	Hannah Redmond	Naomi Neilland	Leanne Farrell	Leanne Farrell	James Austin	James Austin	Nabil Verdick
Carol Beckford	Janine Windust	Peter Gerry	Zoe Kabir	Zoe Kabir	Nikki Cannon	Nikki Cannon	Hannah Roche
Richard Taylor	Heather Pearl	Anna Leibowitz	John O'Hare	John O'Hare	Robin Vaughan	Alex Devereux	Vikki Varsanyi
Vicky Watson	Andy Cruickshank		Carrie Whitham	Carrie Whitham	Helen Surana	Jenny Freeman	
Hannah Redmond	Alasdair Glen		Amanda South	Amanda South	Aston Seymour		
Janine Windust	Ed Tallis		Sean Conroy	Sean Conroy	Neil Paton		
Heather Pearl	Anna Westscott		Ellen Lang	Ellen Lang	Stephen Knight		
Alasdair Glen	Milad Ahmed				Brett Walker		
Ed Tallis	Chris Parker				Fran Woodard		
James Renwick	James Renwick				Katharine Digger		
Hayley Short	Hayley Short				Steve Mecrow		
Lindsay Grieve	Vicky Abery				Paul Hudson		
Kate Barker	Mandy				Ben Welch		
	Kate Barker				Culainn Shanahan		
					Jenni Parker		
					Ottia Arrigoni		
					Georgina Wiley		
					Grainne Kavanagh		
					Dany Bell		
					Hannah Roche		


Themes

- Omnichannel
- Personalisation
- Smart navigation
- Learning and training
- Buying platforms
- Speed to market / innovation
- Integration



USER RESEARCH

SECONDARY RESEARCH & GAP ANALYSIS



Amy, 33

High Wycombe

Lives with partner Dan, 35

Amy worked full time in HR for John Lewis before her diagnosis. She was unable to work for some time, however her employer was supportive by paying her extended sick pay and allowing her to return to work slowly with an adjusted role.

Amy and Dan are comfortable financially, however cancer put a strain on their finances. Amy has since been able to return to work part time which has helped.

The main reason I am struggling with recovery is because it is nothing like I expected

Amy's story

Amy was diagnosed with neck cancer 3 years ago. She initially found a lump in her neck which she self-diagnosed as a swollen gland after chatting with an online doctor, but after a few months she decided to visit her GP.

Once Amy saw her GP she was quickly referred for tests, but she felt frustrated at the lack of information given to her. After all the tests and waiting, she was relieved when she finally had a clear diagnosis.

"This is supposed to be a bad news day but it feels like good news to us"

Amy's treatment included surgery, chemotherapy and radiotherapy.

Amy is an active blogger and shared her journey online.

Throughout her cancer journey Amy has had the support of her partner Dan, who attended most of her appointments with her. They have two dogs, Jasper and Jinx, and have always enjoyed going for long walks in the hills. Cancer did however put a strain on their relationship, particularly when Amy temporarily lost her voice and hearing and they couldn't even chat anymore.

"I don't know what I would have done without the internet - for support, for shopping, for keeping in touch with friends"

Although treatment and living with the effects of cancer have been difficult, Amy feels lucky to have had support from the online community, her partner and her employer, and is positive about the future.


Support network

Partner
Friends
Online community
Colleagues

Technology

Devices I use: [Mobile, Laptop, Tablet]
Use of technology: High
What I use technology for: Blogging, social media, shopping, staying in touch with friends, online banking

Amy actively engages with the online support community and regularly blogs about her cancer journey. She used to use forums and online doctors to get health advice but no longer does this.



Robert, 76

Kilmartin

Lives with Ailish, 65, his wife of 30 years. They have two adult sons who they have a close relationship with.

Robert worked for the same company all of his working life and became very senior. He continued to work past retirement age but reduced his days. He has now fully retired due to his health.

Robert and Ailish are both retired and live in a home that they own. They have a good pension due to Robert's long service with the company he worked for.

I'm one of these guys who accepts what's going on and tries to get on with it as best I can. I am quite positive, but unfortunately not very communicative

Robert's story

Robert and Ailish live in the small village of Kilmartin in western Scotland. They have a son who comes round almost every day, helping out with jobs around the house. Their other son lives in Brighton, however they speak on the phone often and he is very helpful as he's a medic. They also have a dog, Winston, who is an important part of the family.

Robert first had cancer 16 years ago in his pituitary gland. He had surgery followed by radiotherapy, which he recovered well from. Following several health concerns and a range of tests over the last 2 years, Robert was diagnosed with prostate cancer. He is currently undergoing hormone therapy and chemotherapy.

Ailish goes with Robert to every appointment that she is allowed to go to, and they feel that they are quite self-sufficient.

They do however have lots of support around them, for example neighbours who help out with walking Winston or taking him to doggy care.

"You see a big thing on a bus saying 'you are not alone' and I want to shout back yes I am! We've got a lot of support and everyone does their best to try to help but you do feel alone."

Robert has friends from work and golf whom he continues to see on a weekly basis. He does however worry about picking up bags, so he avoids going out just after chemo.

Robert and Ailish regularly eat out for lunch, sometimes five days a week.

"There are two little restaurants we tend to go to and they know us and our situation so they take a lot of care"

Robert is very private and struggles to talk about how he is feeling, preferring to distract himself with reading or doing the crossword.

"I wouldn't be comfortable in a group discussing problems. I would get upset or down hearing other people's problems. But it's good to have one other person to talk to and to tell you not to worry."

Robert and Ailish have tried using the internet to get more information about his cancer, however they have found it quite a scary experience and found that they end up reading things they wished they hadn't.

Support network

Wife
Two adult sons
Former employer
Friends

Technology

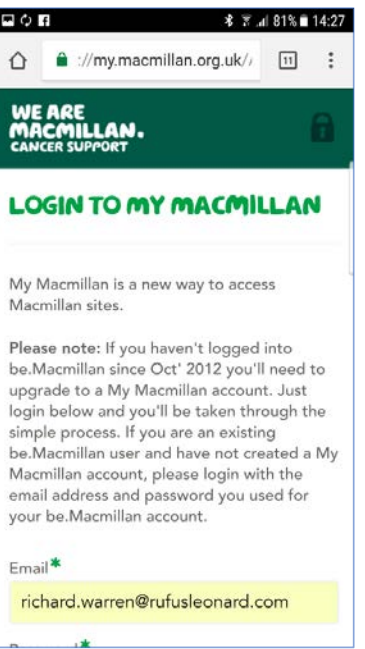
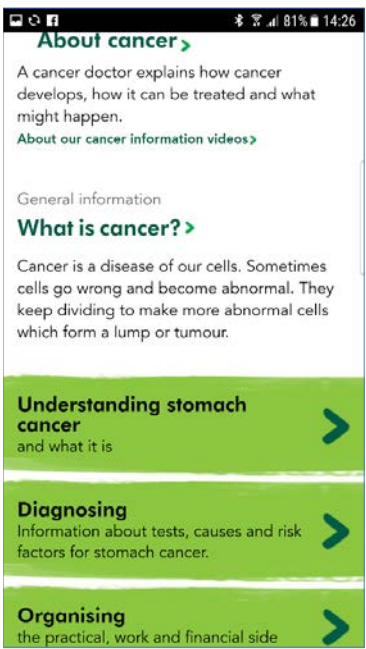
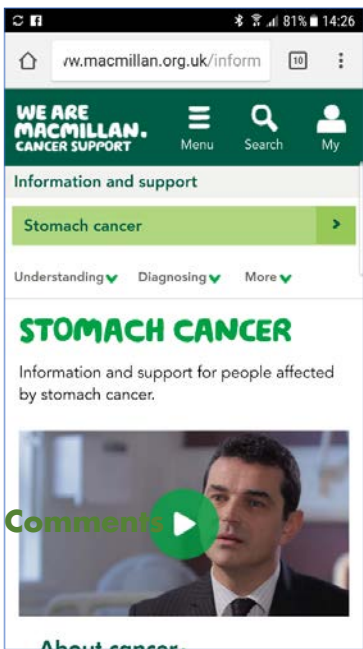
Devices I use: [Mobile, Laptop, Tablet]
Use of technology: Low / Medium
What I use technology for: Reading the newspapers, doing crosswords and watching documentaries

PRIMARY RESEARCH



COMING BACK ON MOBILE

"I just find it [mobile] a wee bit fidgety" - Catriona, 42



Comments

- Starting on macmillan.org
- Thrown over to be.macmillan, non-optimised
- Login barrier; thrown over to my.macmillan – common look and feel, but now disoriented

COMPETITOR RESEARCH

BEST IN CATEGORY

Endava // Macmillan Landscape Analysis

Best In Charity or Healthcare American Cancer Society

Google Search

Home Page

Cancer A-Z & More Type of Cancer

Breast Cancer & About Breast cancer

Find American Cancer Society website through external search for 'cancer organisations'

Learn more about ACS
Where to find detailed information? Is this site trustworthy? What kind of support is ACS offering? How could I reduce my cancer risk? What kind of campaigns are they running?

Investigate how to acquire relevant information
How can I find the information I'm looking for? Is the page easy to navigate? Can I acquire all the information that I need easily?

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BEST PRACTICE

Endava // Macmillan Landscape Analysis

Best Practice TripAdvisor

Travel guides - Landing page

Travel guide - landing page

Travel guide

Event/Landmark page

Travel guides are exclusively commissioned by TripAdvisor, and written by experienced members called 'destination experts'; These travel guides give a great overview of the trip and very detailed tips and advice.

Most popular travel guides are promoted at the top to make the choice easy.

Names and pictures of each guide's author are featured boldly which frames the content with positivity and 'people like me'

Each travel guide is highly visual, yet the information is very well prioritised and curated, giving a good overview about the recommended trip (e.g. highlight, top tips, number of days, number of places and cities included, map view, popularity, tags, etc)

Each recommended destination is well linked to user generated reviews and to the main content area.

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PREVIOUS ATTEMPTS

Control Panel: Personalise your Macmillan content

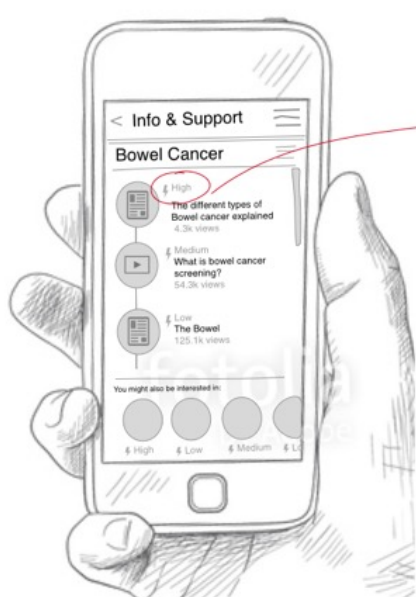
3 of 8



An information and content control panel, where the user can managing the flow and focus of information across the Macmillan digital ecosystem.



FILTER CONTENT



RESPONSIVE ALERTS



'TRIGGER' CONTENT FLAGS



I was advised at hospital not to look online about my condition as they said it was trustworthy. [Pu]



GIVE. A reason to look online and valuable service to encourage more do

GET. Improve self-care and reduce dependence on support services (e.g. CNS time).

Introduction | Concepts taken into the first phase of prototyping

1. Sam



2. Cancer Coach



3. Taskers



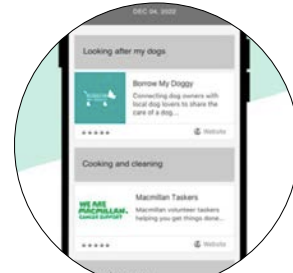
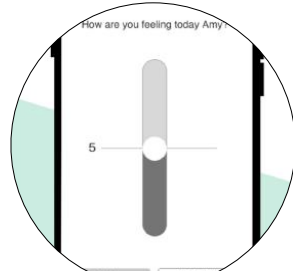
4. Peer support in hospital



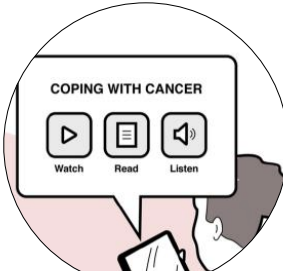
5. Interactive tools for exploring concerns



6. Tracking symptoms & tailored recommendations



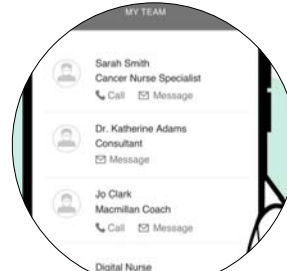
7. Curated multimedia content



8. Support at Home & Remote Support



9. Me & My Team

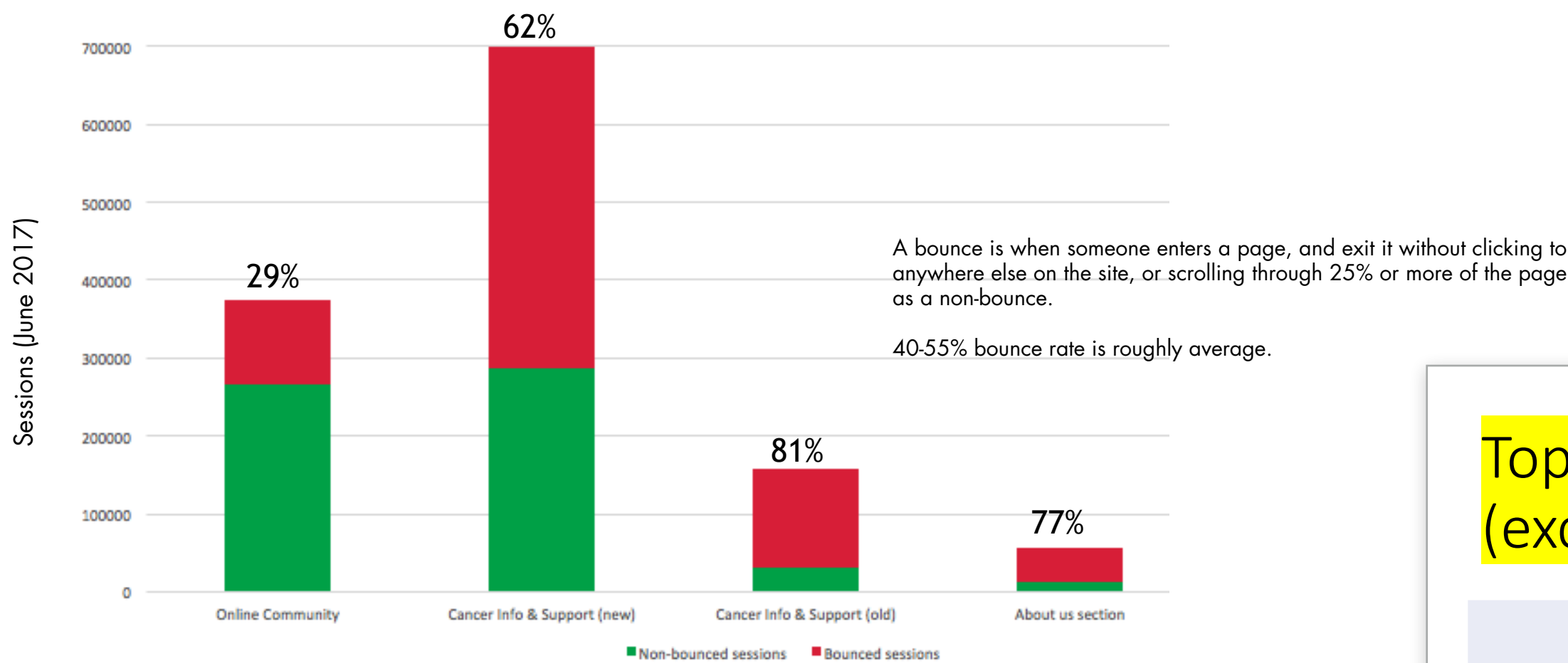


10. Online Community 2.0



SEE WHAT ANALYTICS SAYS

MANY VISITORS LEAVE STRAIGHT AWAY



Top 10 organic (unpaid) searches by volume (excluding ‘Macmillan’ keywords)

Keyword	Ranking URL	Ranking Position	Search Volume
scans	www.macmillan.org.uk/information-and-support/diagnosing/how-cancers-are-diagnosed/tests-and-scans	4	79225
prostate cancer	www.macmillan.org.uk/information-and-support/prostate-cancer	5	54394
lymphoma	www.macmillan.org.uk/information-and-support/lymphoma	1	53644
skin cancer	www.macmillan.org.uk/information-and-support/skin-cancer	4	49706
bowel cancer	www.macmillan.org.uk/information-and-support/bowel-cancer	4	48617
pancreatic cancer	www.macmillan.org.uk/information-and-support/pancreatic-cancer	5	47145
ct scan	www.macmillan.org.uk/information-and-support/diagnosing/how-cancers-are-diagnosed/tests-and-scans/CT-scan.html	5	44969
ovarian cancer	www.macmillan.org.uk/information-and-support/ovarian-cancer	3	42596
bone cancer	www.macmillan.org.uk/information-and-support/bone-cancer	5	37234
breast cancer	www.macmillan.org.uk/cancerinformation/cancertypes/breast/breastcancer.aspx	5	35366

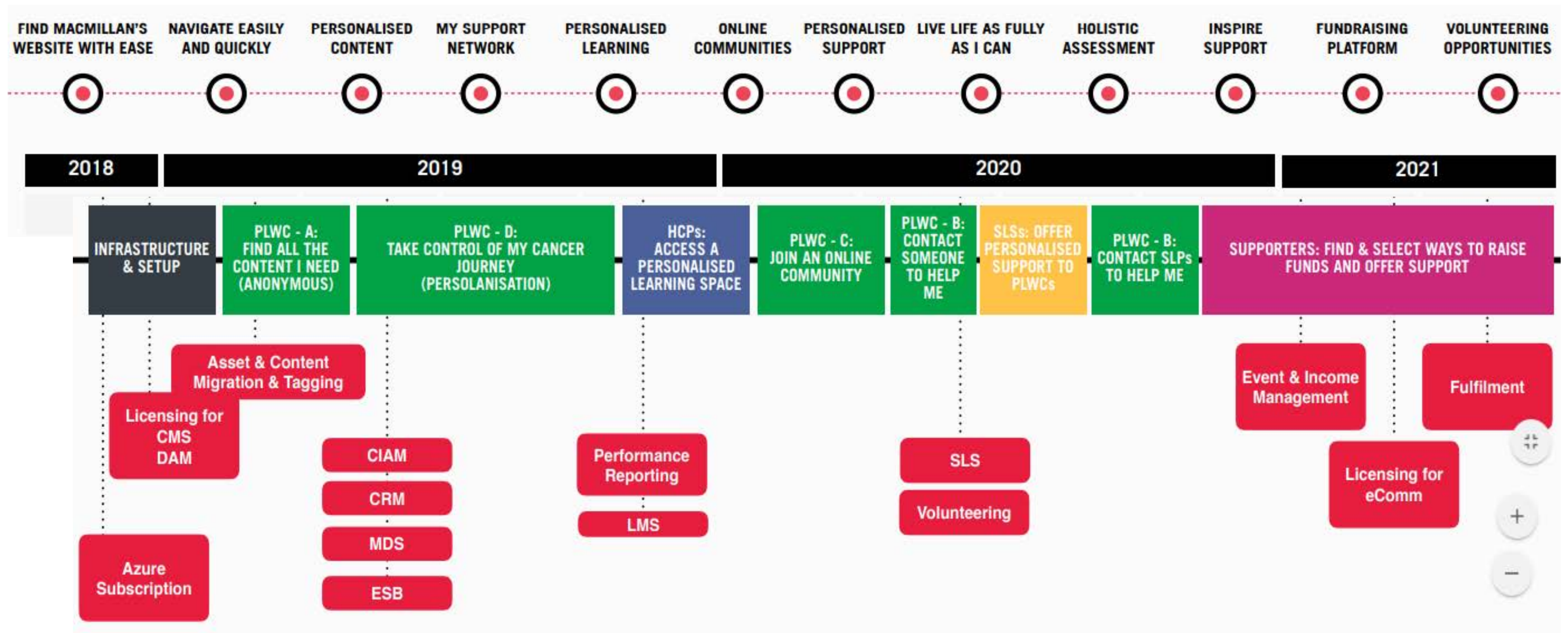
For only one of the top searches on Google a Macmillan page is the first appearing (lymphoma). For all the other top searches, the first Macmillan page is often in 4th or 5th place. A number 1 ranking is likely to attract more people.

2. GOAL SETTING & ROADMAP

NEEDS MAPPING



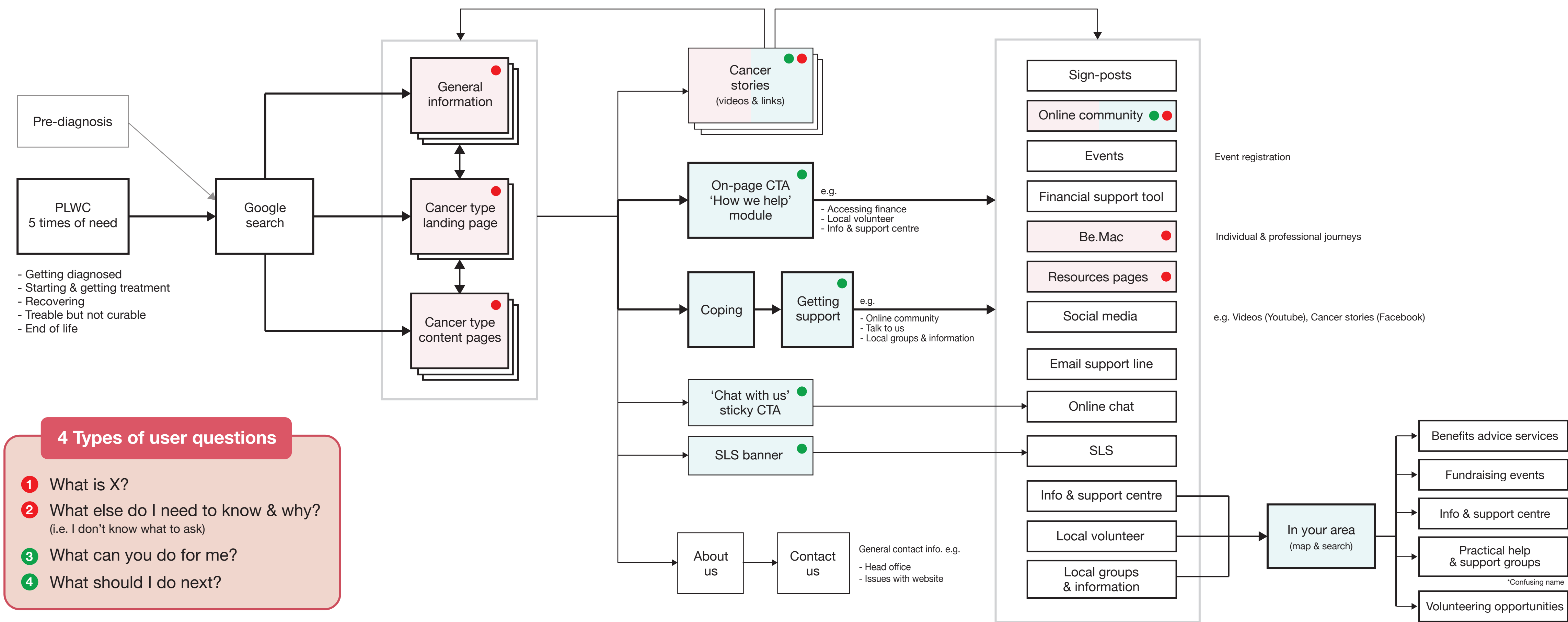
ROADMAP FOR THE DTP (DIGITAL TRANSFORMATION PROGRAMME)



3. IDEATION THROUGH DESIGN WORKSHOP

CURRENT JOURNEY MAPPING

Epic A: PLWC's Cancer Information Journey (Logged-out, self-serve)



EACH EPIC STARTS WITH A CREATIVE WORKSHOP



These are snapshots from UX kick-off workshop from Digital Transformation programme - epic A, which was held on the 6th – 7th Nov at Endava head office.

Why workshop?

The benefits of running creative workshops are:

- Various teams get an opportunity to be involved early on
- Ignites the creative spark and get excited
- People from different sectors / background bring different strength, various perspective and ideas to the table



KEY ACTIVITIES ON DAY 1

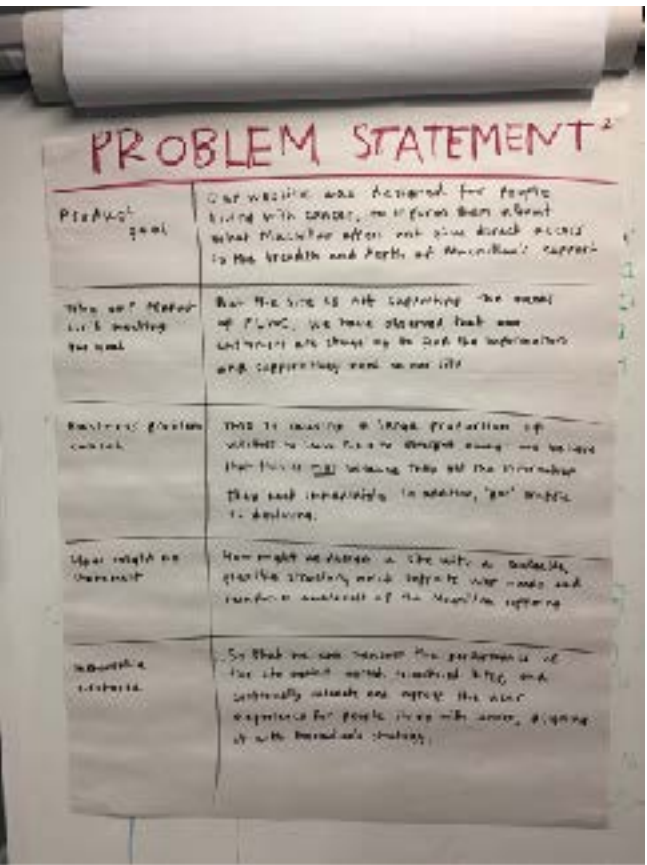
AUDIENCE & USER NEEDS



CURRENT USER JOURNEY - OVERVIEW



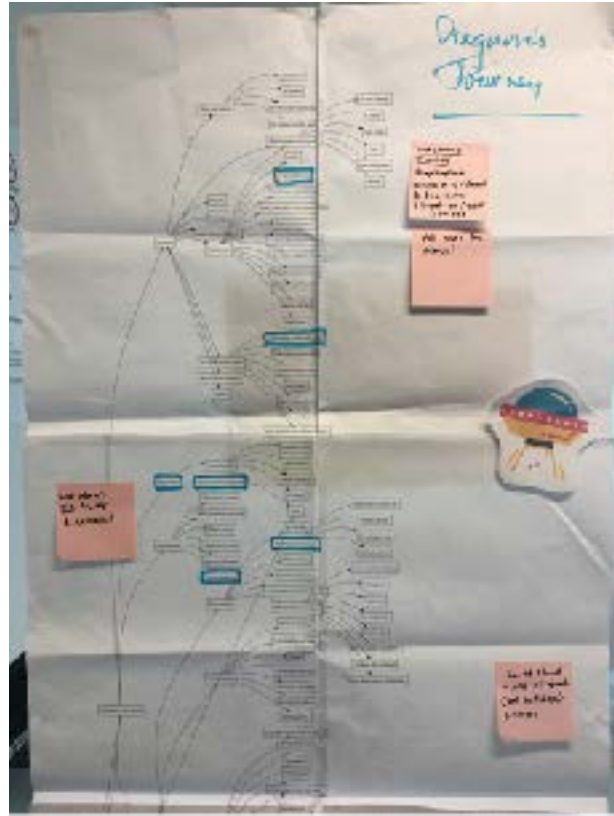
PROBLEM STATEMENT



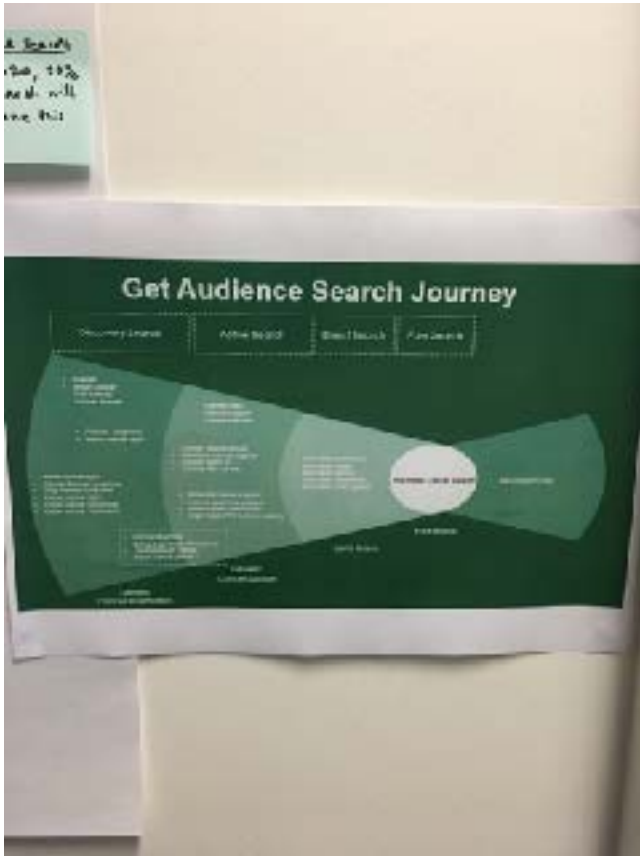
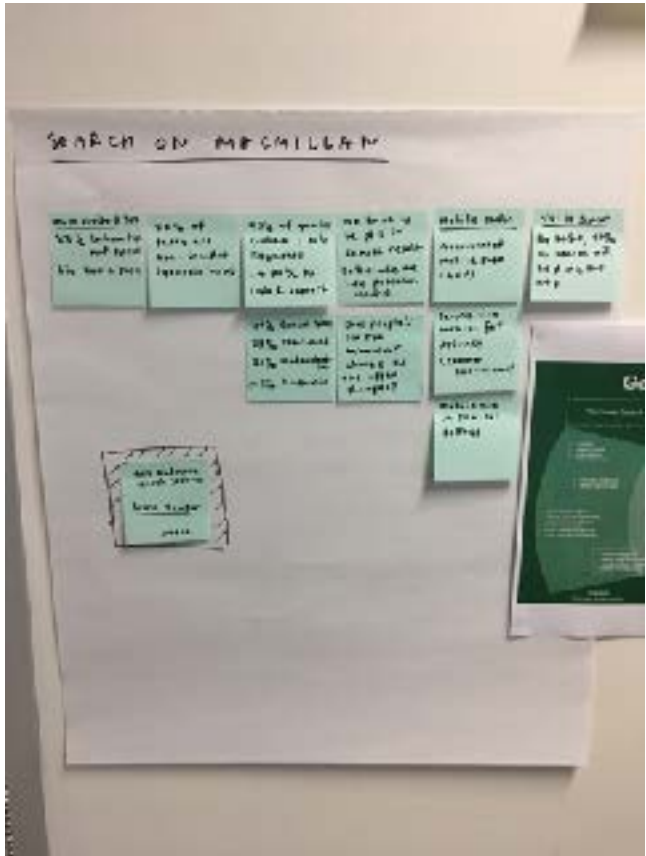
PEN PORTRAIT



CONTENT DEEP DIVE



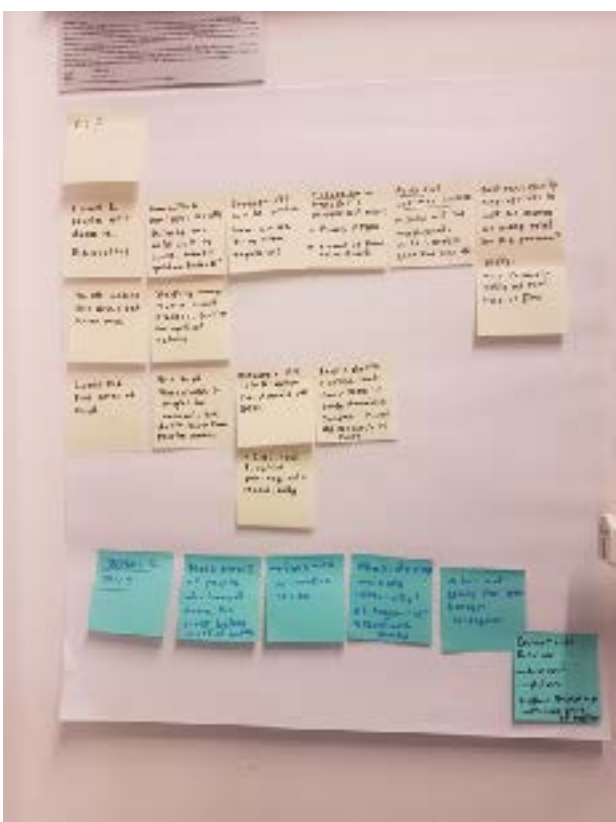
SEARCH OPTIMISATION



CONTENT FRAMEWORK



CUSTOMER TRANSFORMATION PROGRAMME



THE PARTICIPANTS



Yunmie Kim – User Experience

Ashwin Ahuja – Strategy

Krasimir Stoimenov – Product Design

Usman Suhail – Technology

Stefan Oliver – Business Engagement Manager

Allen O'Leary – Project Manager

Sam Taradash – CID subject matter expert

Nabil Verdickt – SEO



Jonathan Culling – User Research & Insight

Vasil Dinkovski – Business Analyst

Veselin Vasilev – Product Design

Steven Knight – Technology

Richard Dodd – Digital Experience

Selina Corkey – CID / CIR content

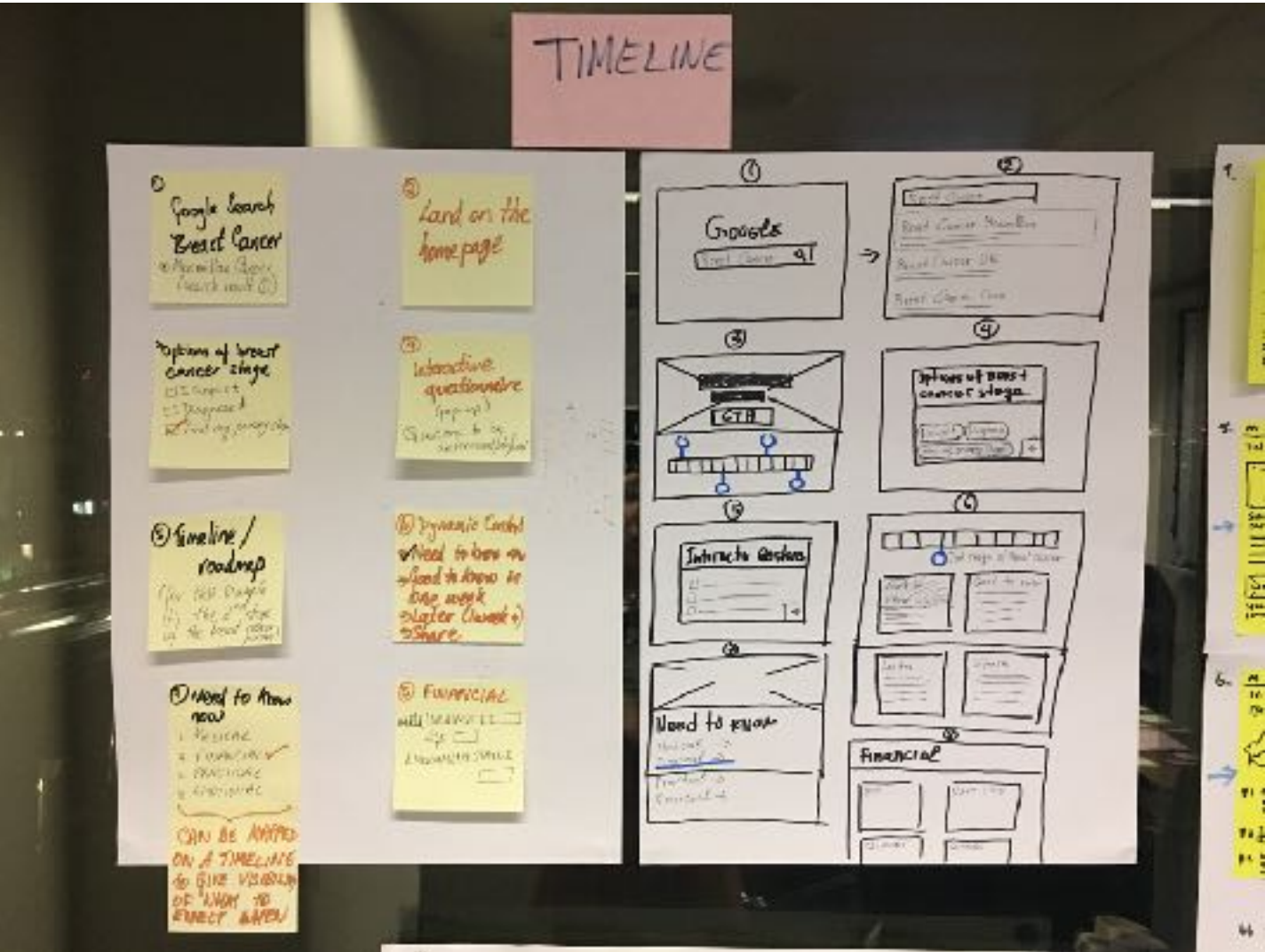
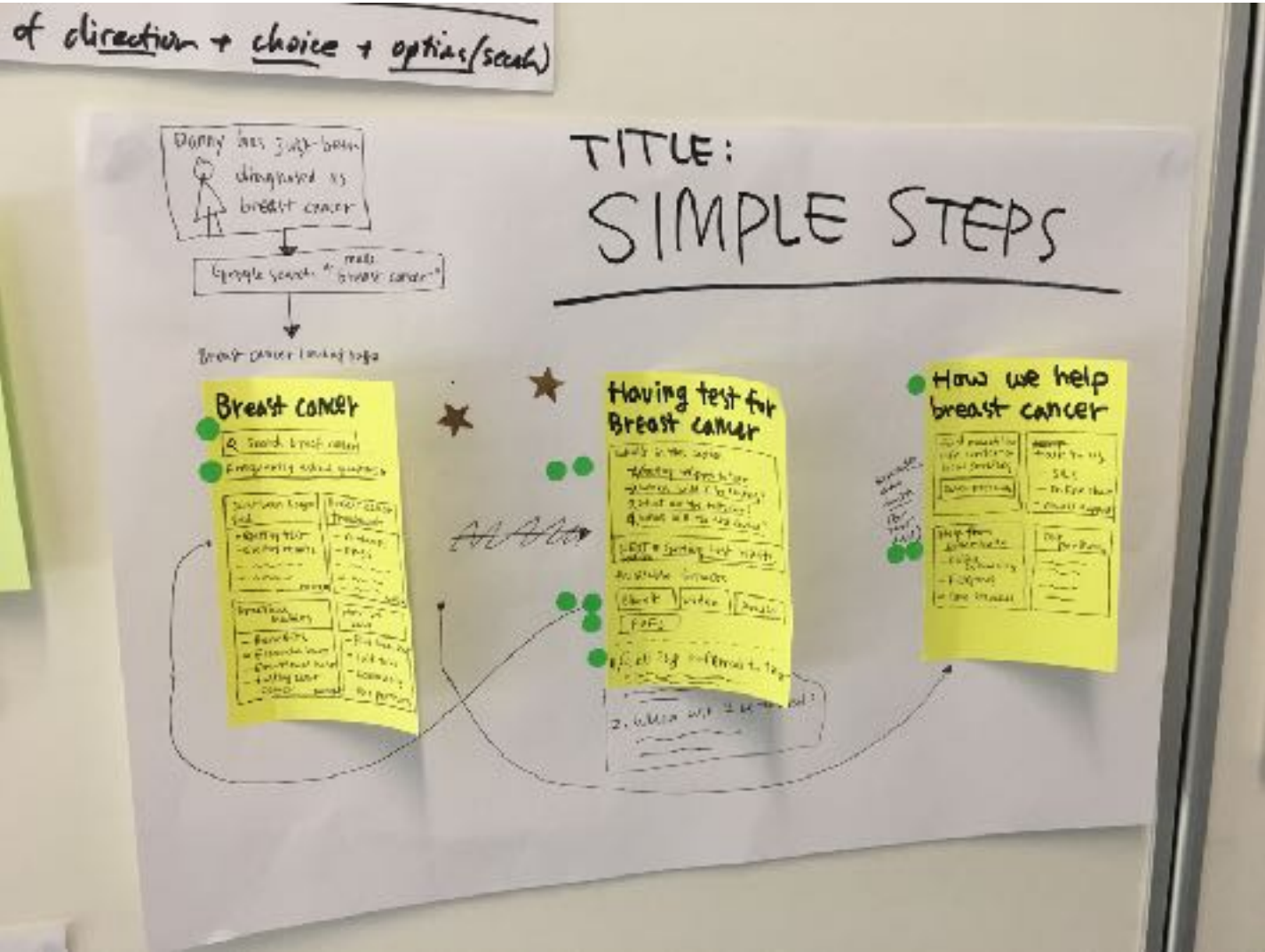
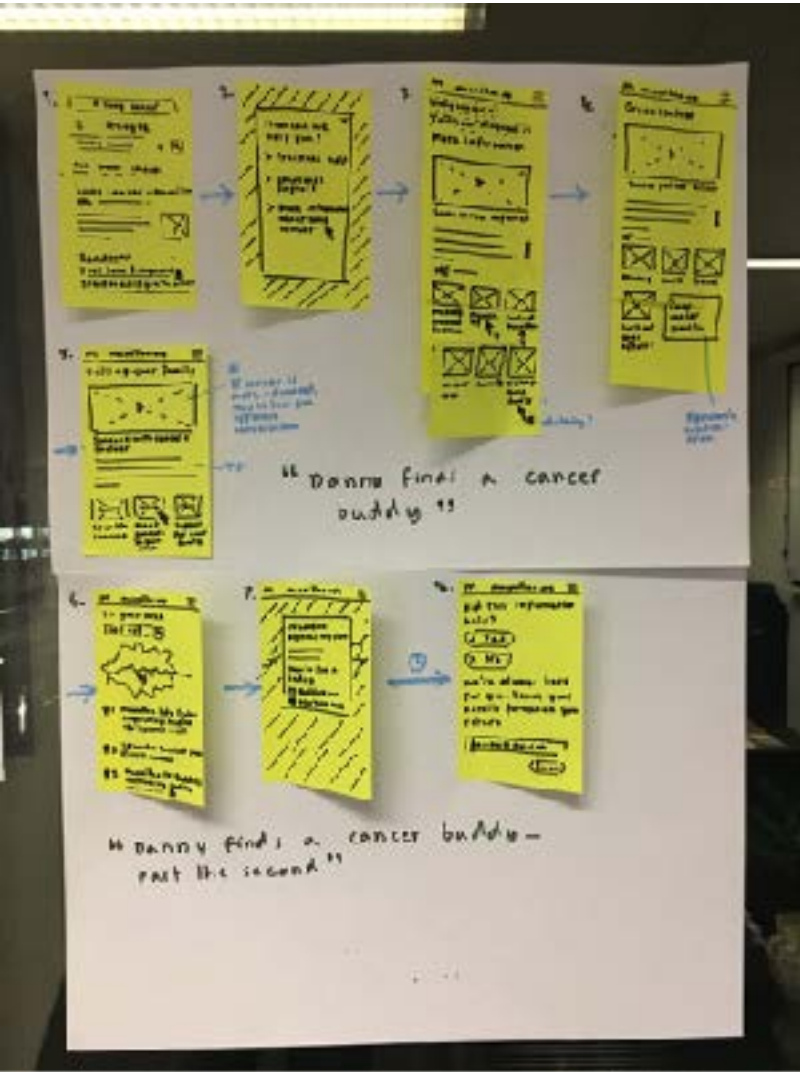
Helen Osborne – Content Manager

Alasdair Glen – FMC Response Marketing



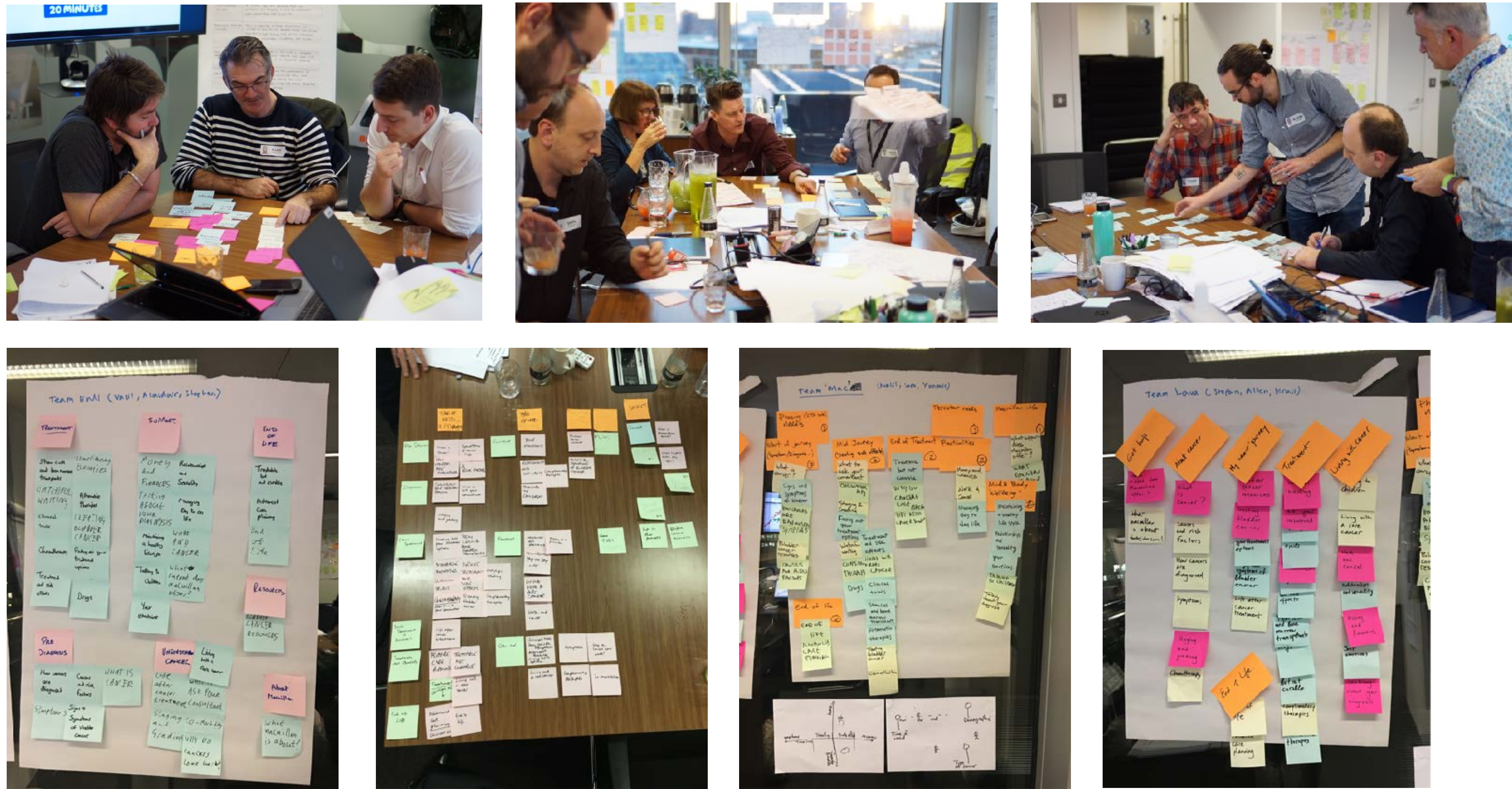
KEY ACTIVITIES ON DAY 2

INDIVIDUAL & GROUP IDEATION



KEY ACTIVITIES ON DAY 2

CARD SORTING FOR INFORMATION ARCHITECTURE



THEMES FROM UX WORKSHOP

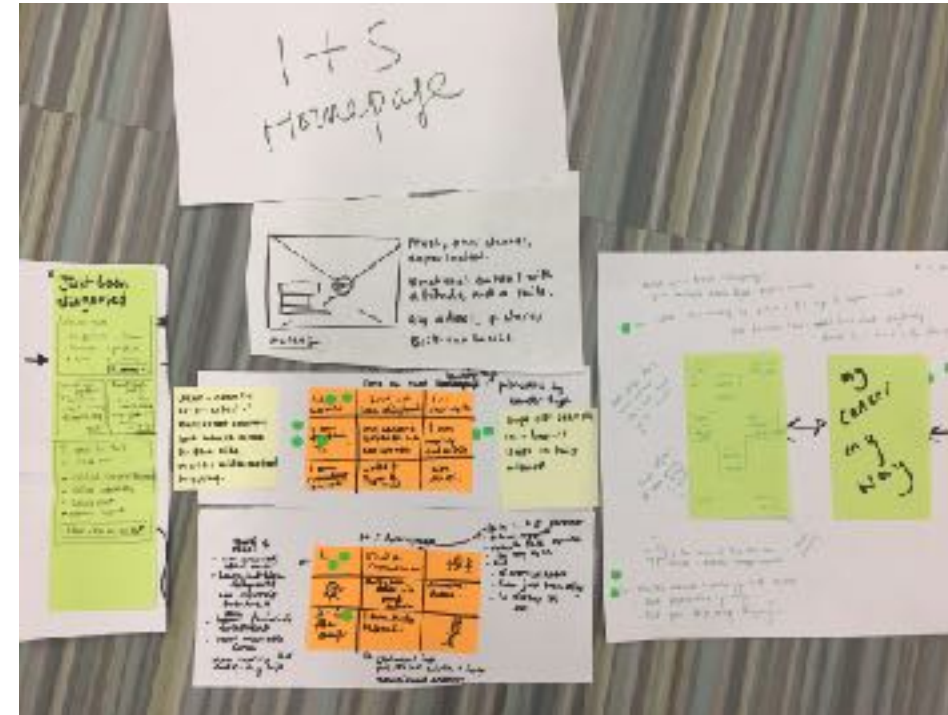
Support content



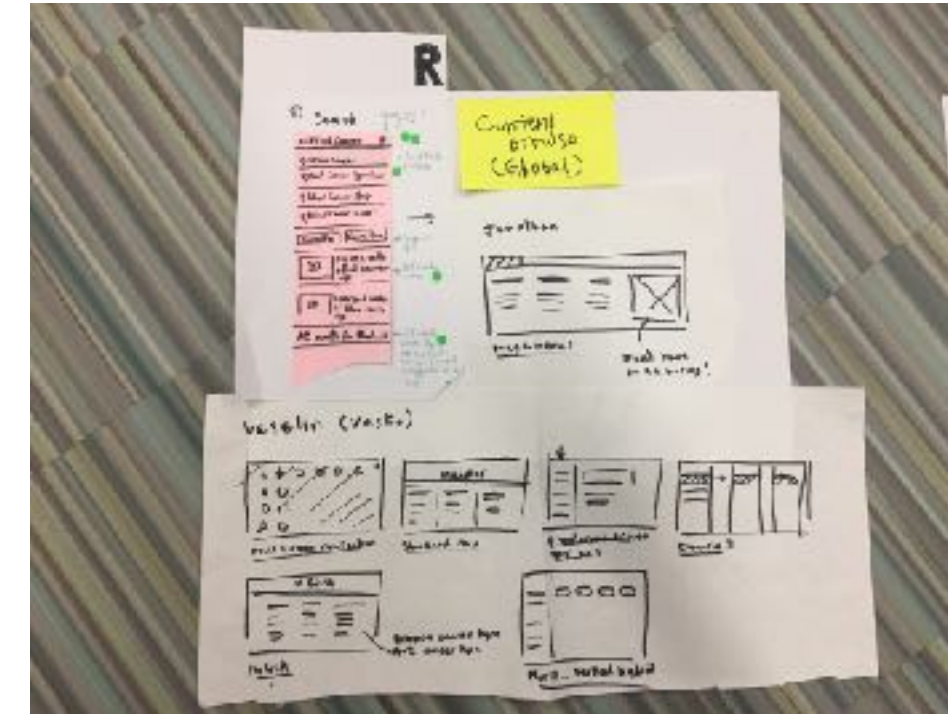
Content layout (general)



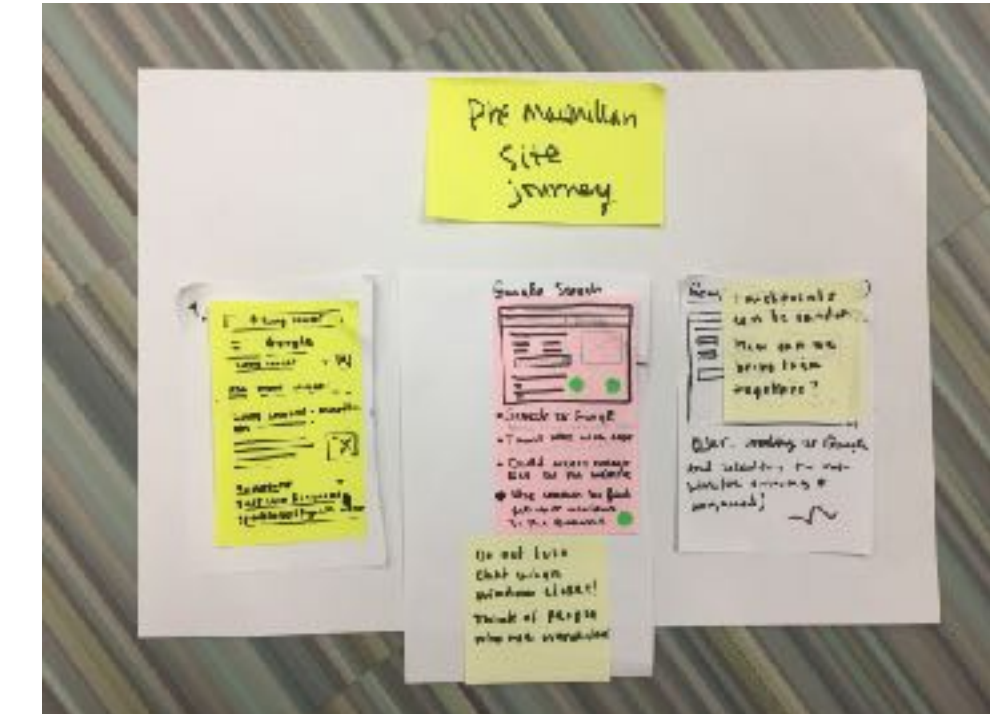
I&S and general information



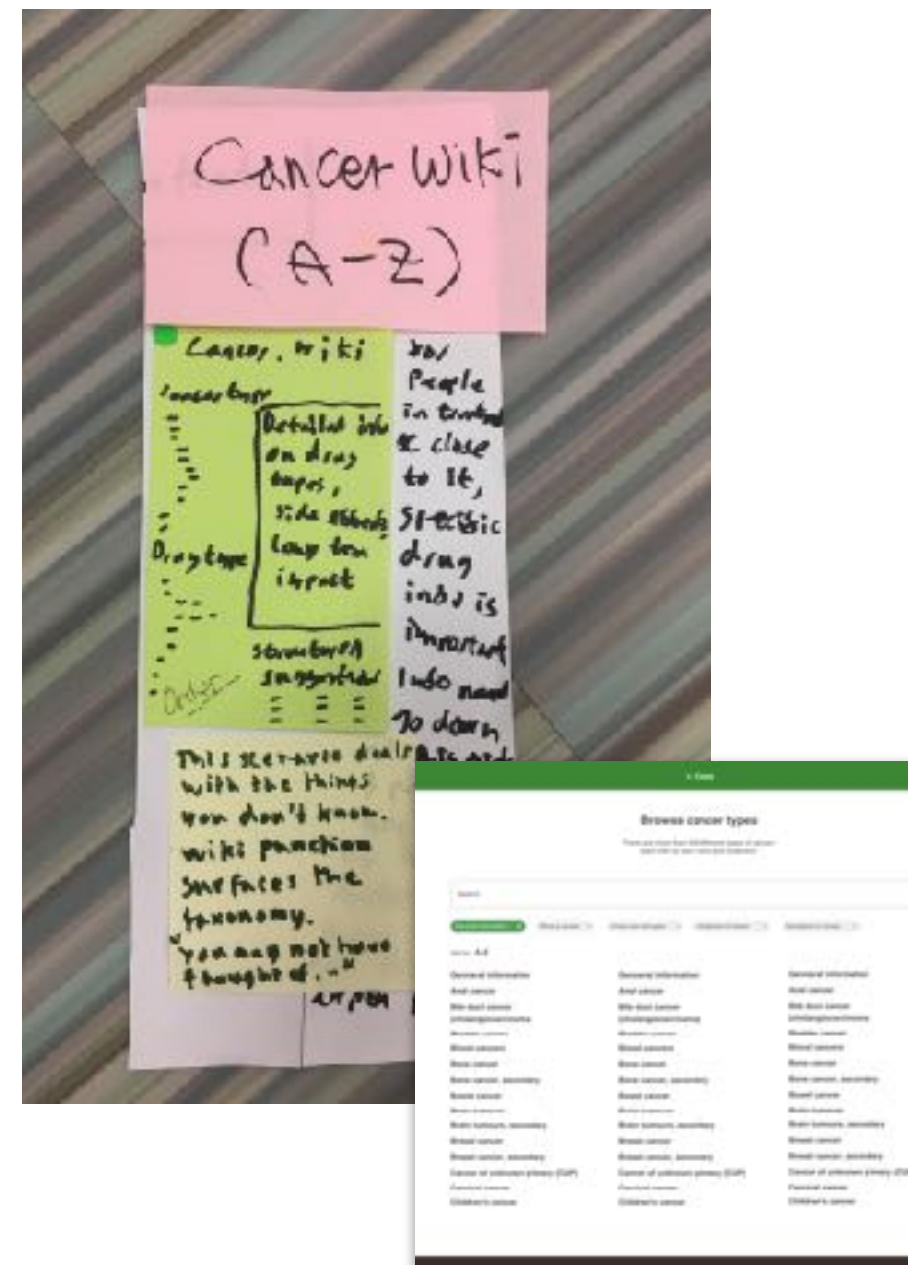
Content browse (global)



Pre-Macmillan journey



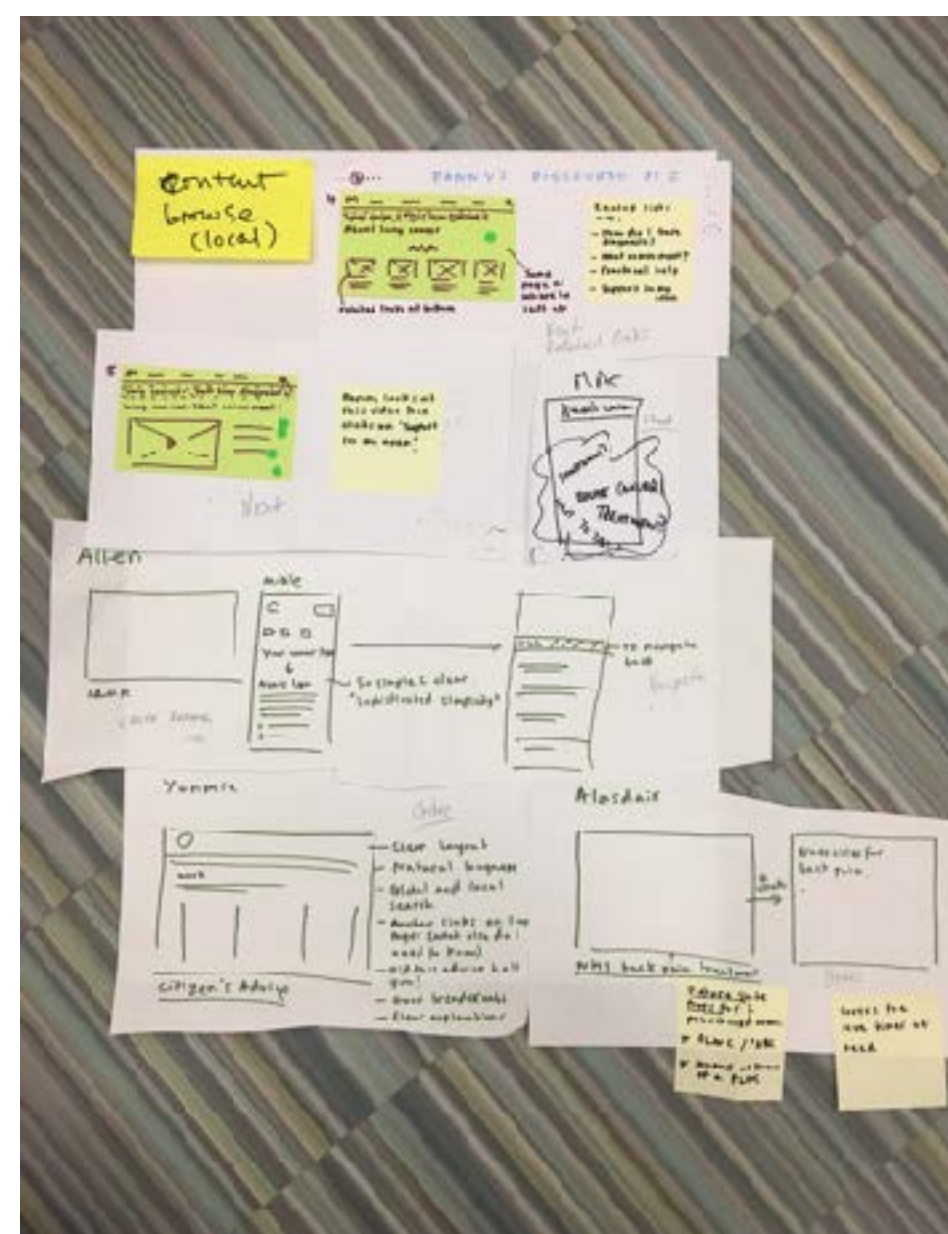
Cancer A-Z (or Wiki)



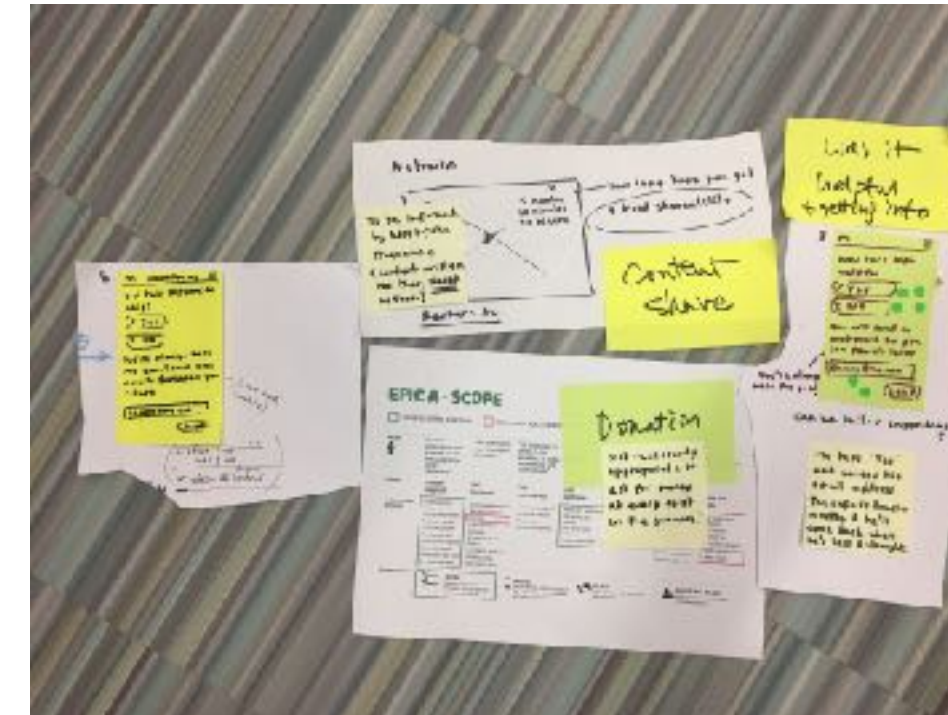
Cancer type landing page



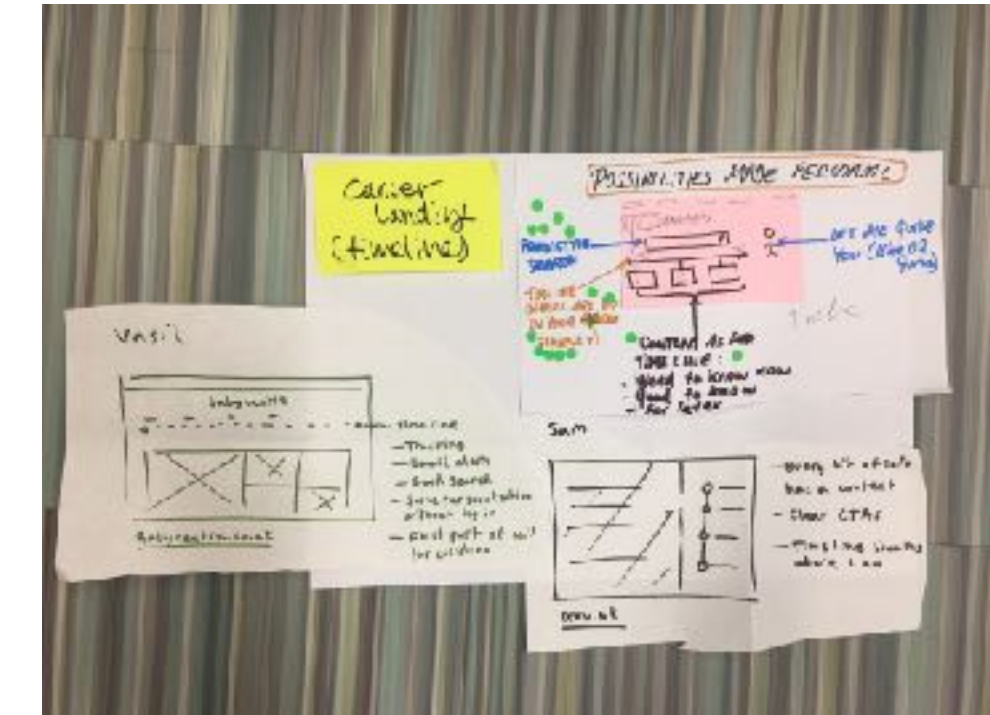
Content browse (local)



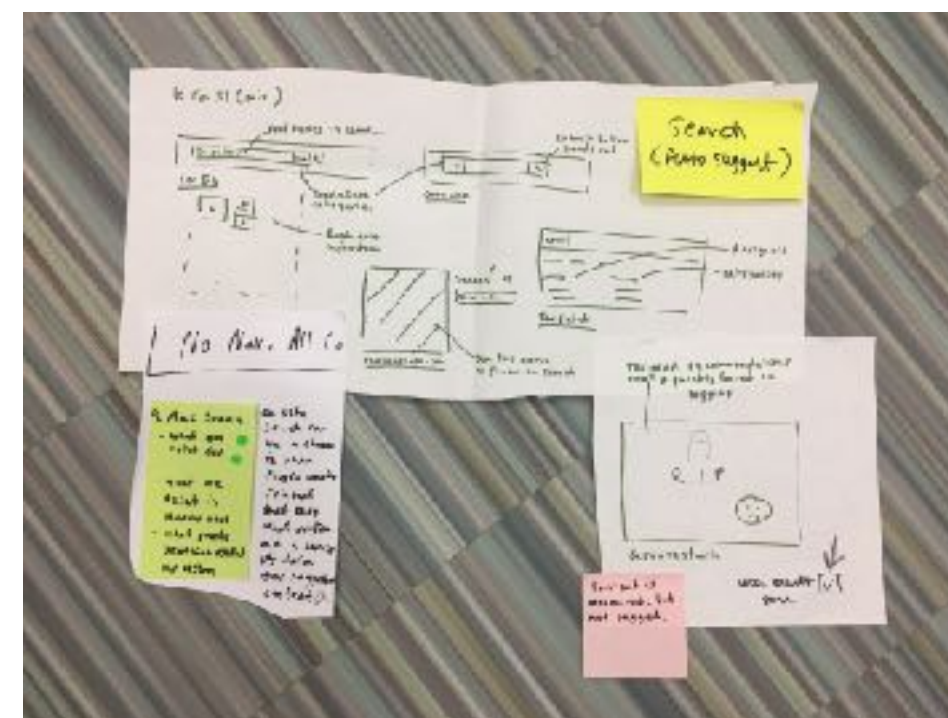
Utilities & everything else



Cancer timeline



Internal search



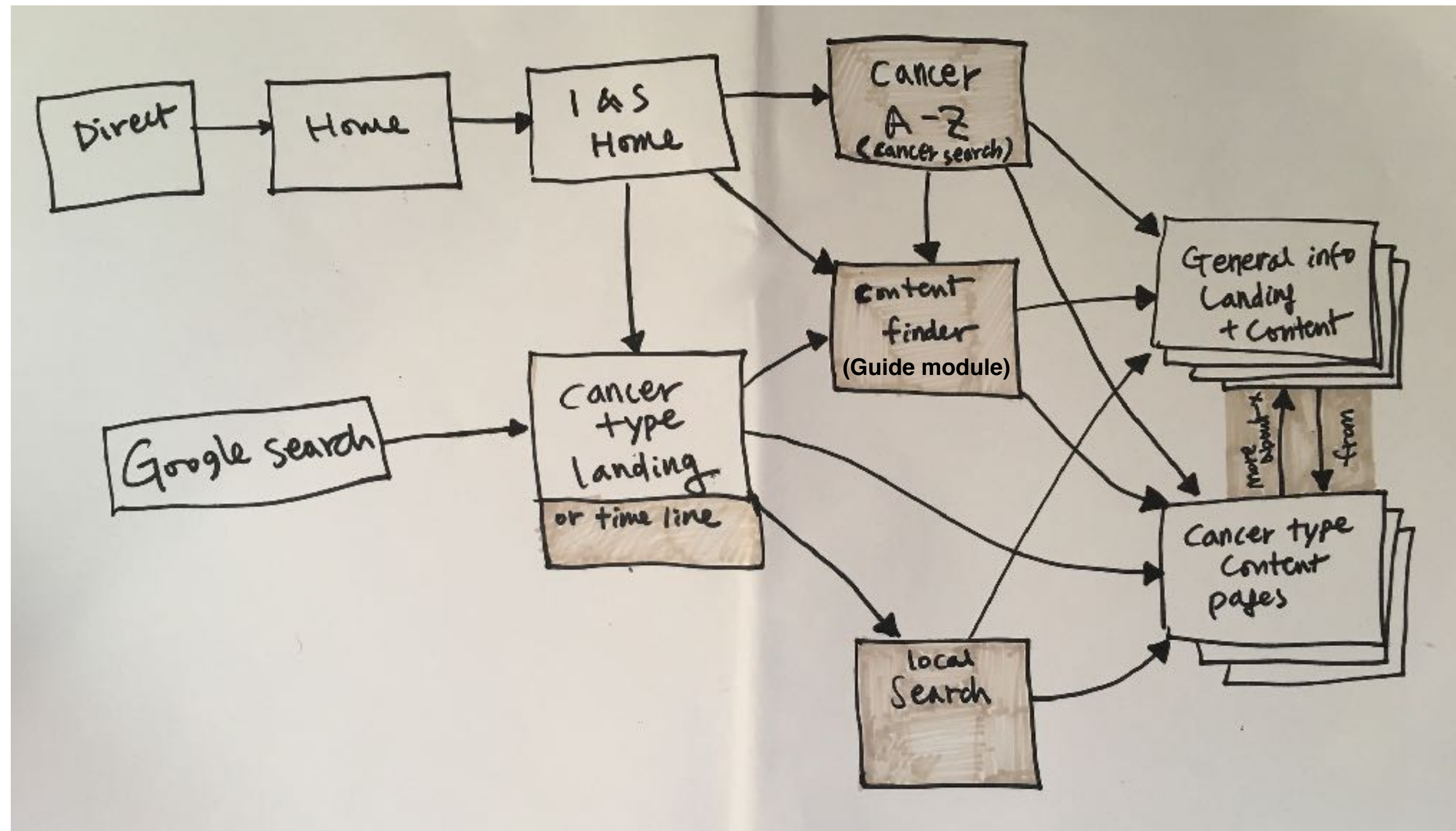
Guide module



4. ITERATIVE DESIGN & EVALUATIVE RESEARCH

DESIGN CONCEPTS

PRIORITISED THEMES (for the 1st round of testing)



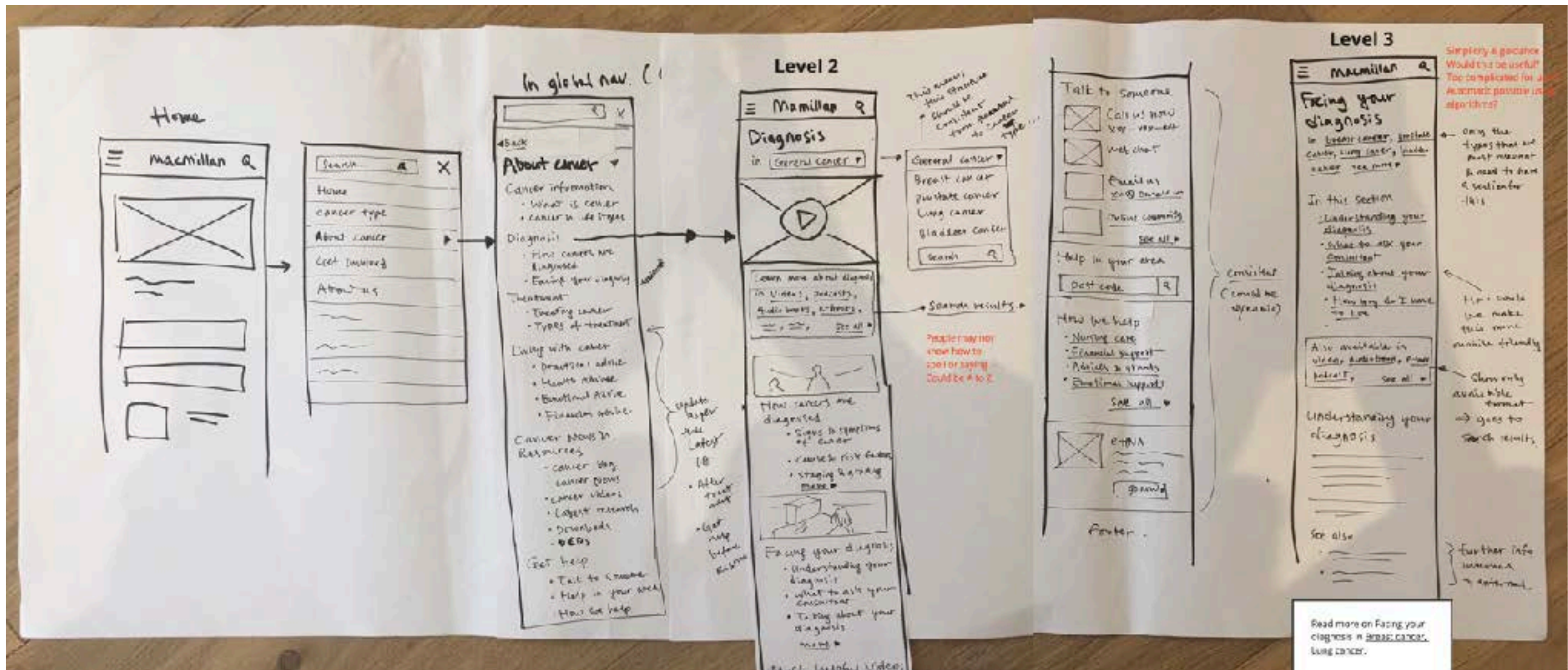
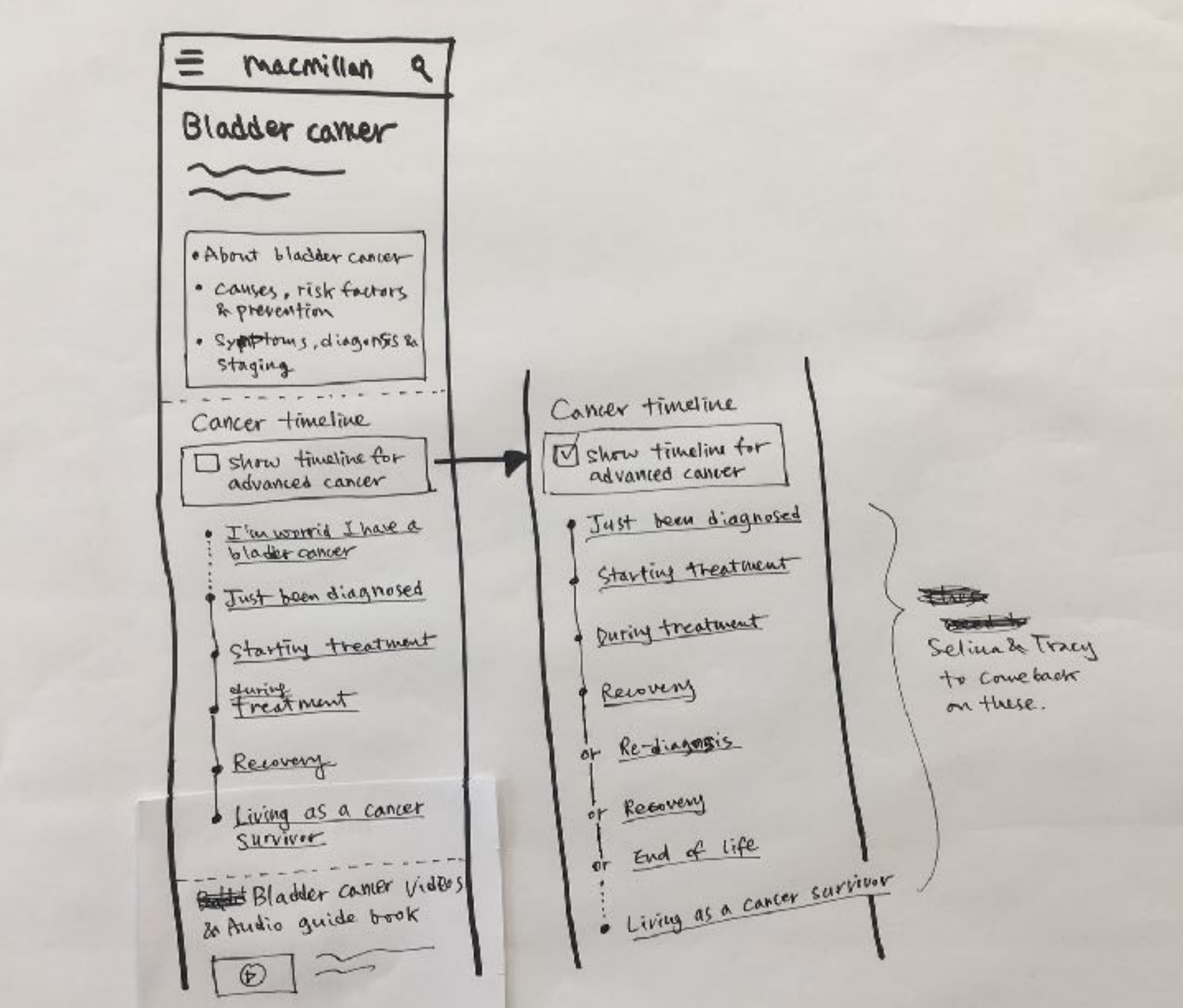
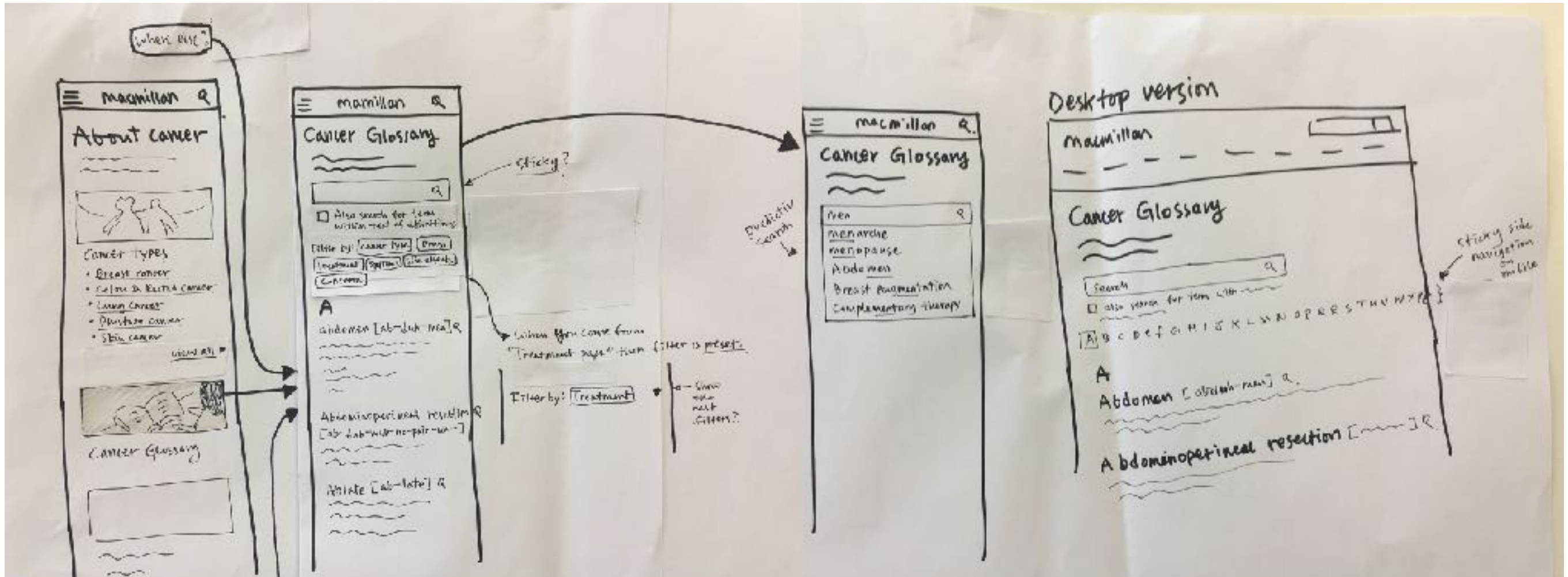
Paper prototyping priority

1. Draft IA / Content navigation
2. Guide module
3. Cancer timeline
4. Cancer A-Z / Wiki / Glossary
5. Internal search Journey

Not priority

1. Multimedia content and page lay out
2. Support & exit journey
3. Everything else

REFINEMENT SKETCHING FOR THE PRIORITY THEMES



PAPER PROTOTYPE TESTING

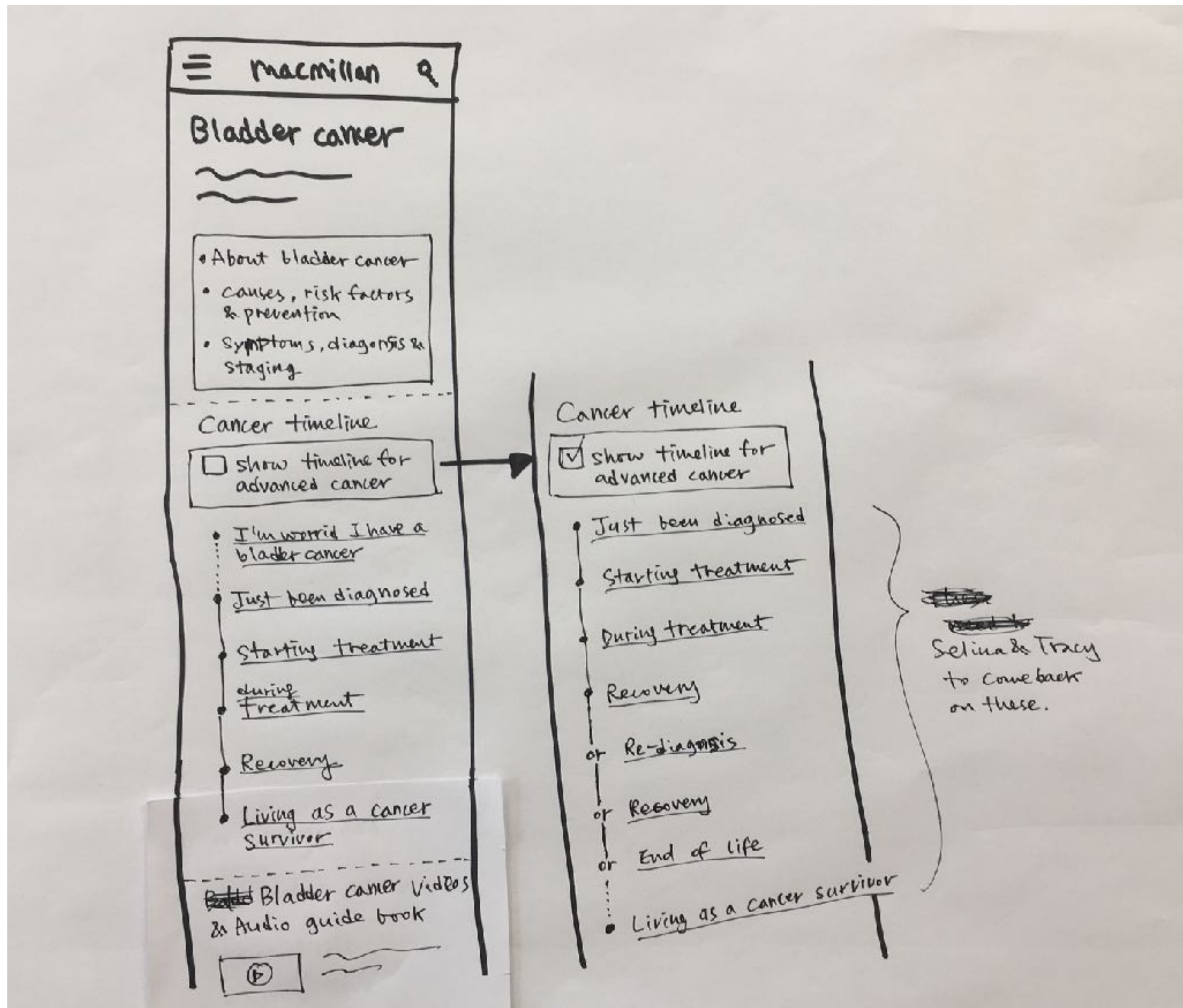
Five concepts in paper prototype, 45 minute sessions with 6 participants



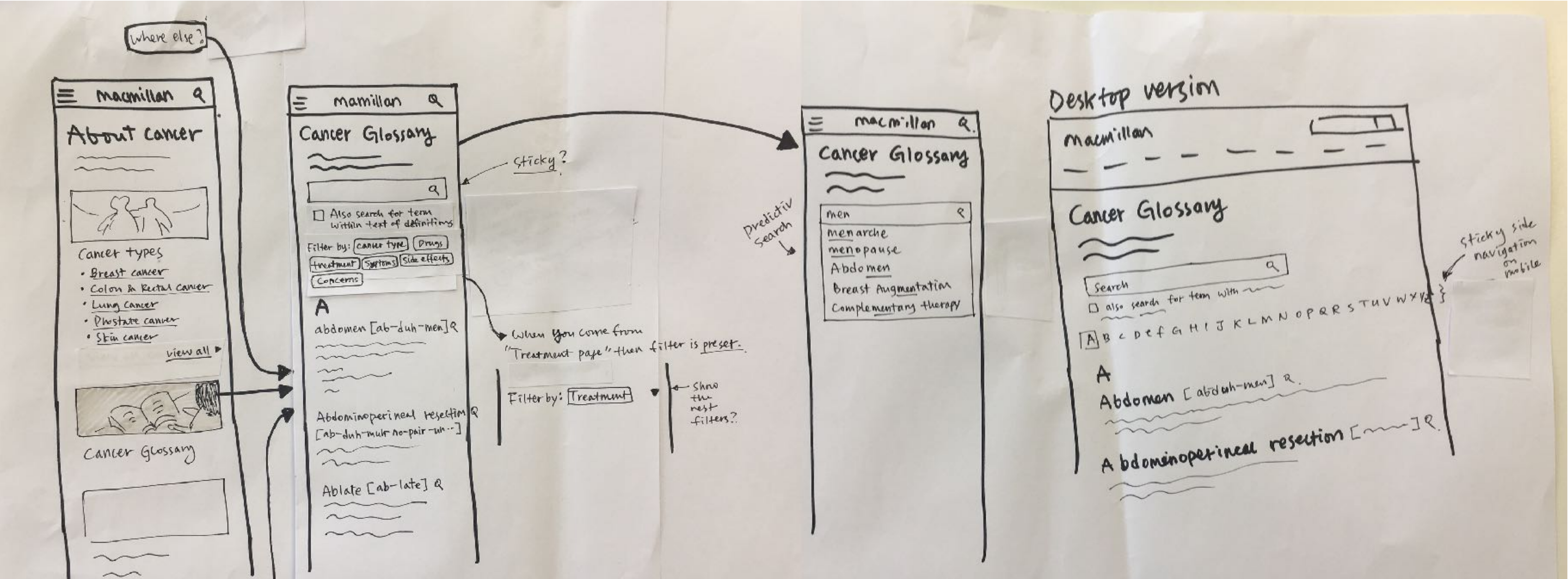
ANALYSING THE RESULTS



TIMELINE MODULE



CANCER A TO Z



MID-FIDELITY

MID-FIDELITY PROTOTYPE

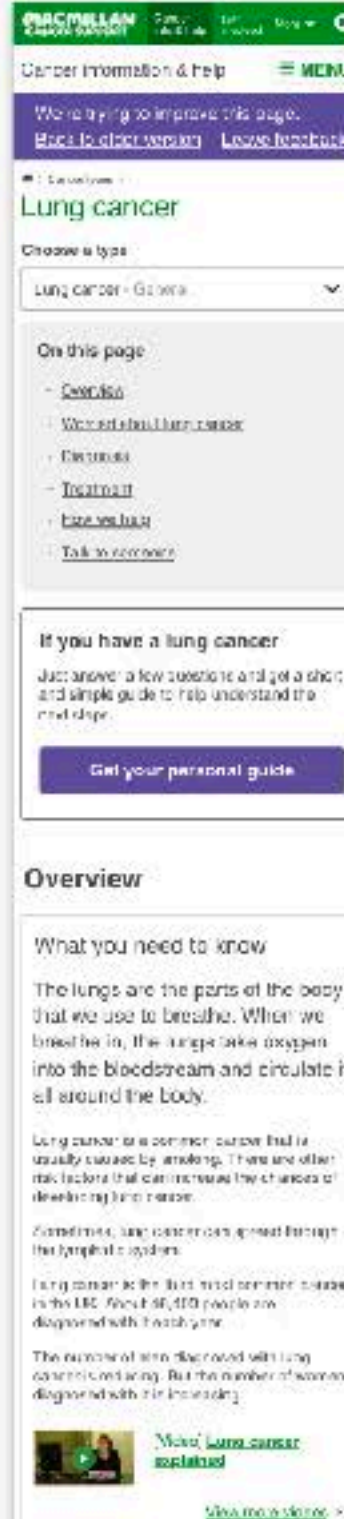
Google Search



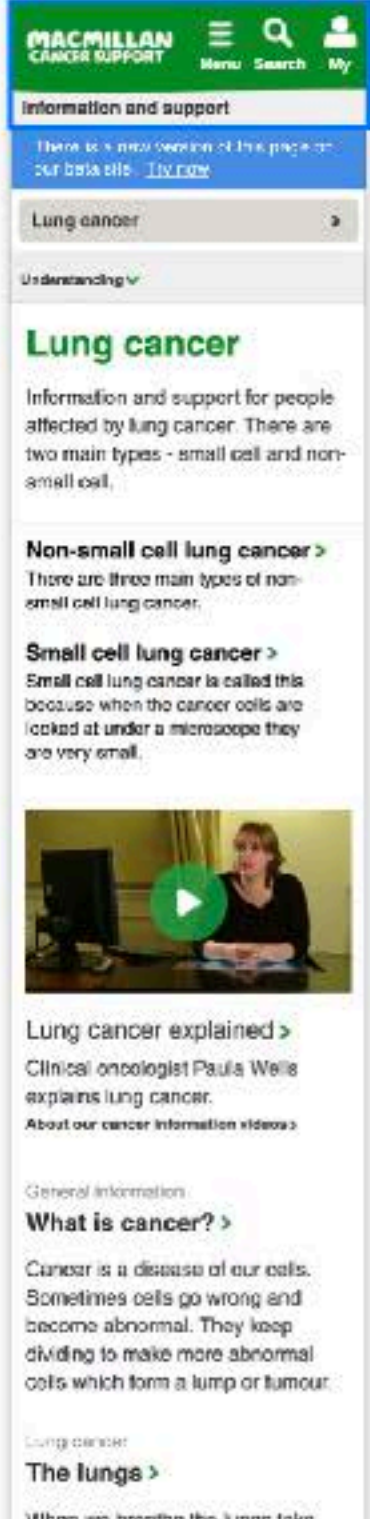
Mobile - Google result



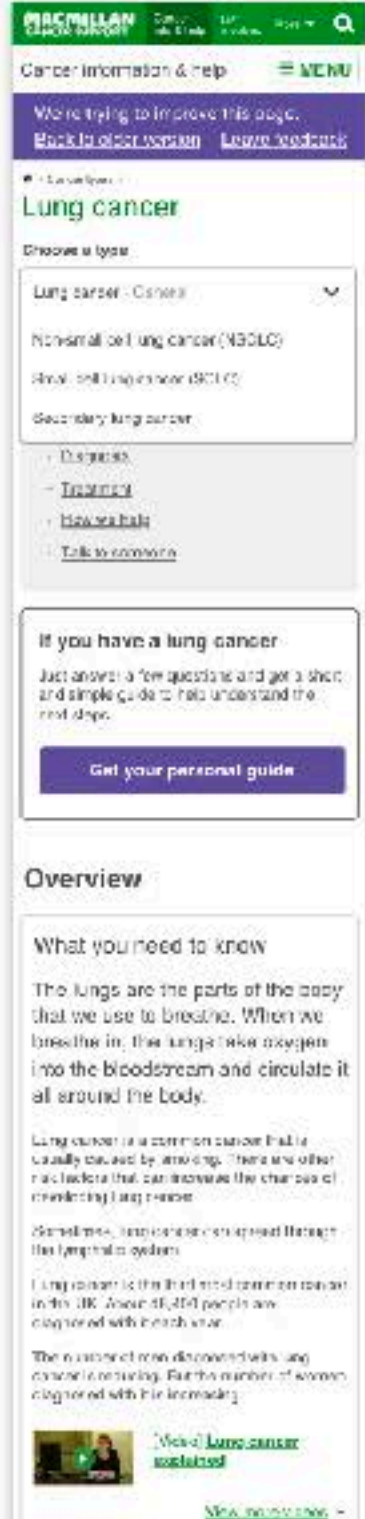
Mobile - Lung cancer



Mobile - Lung cancer old



Mobile - Lung cancer open Copy



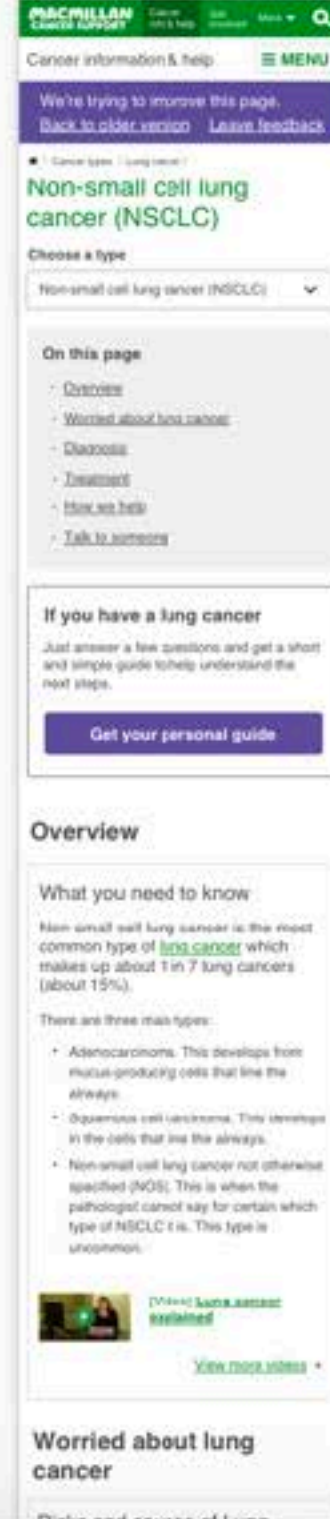
Mobile - Lung cancer header open



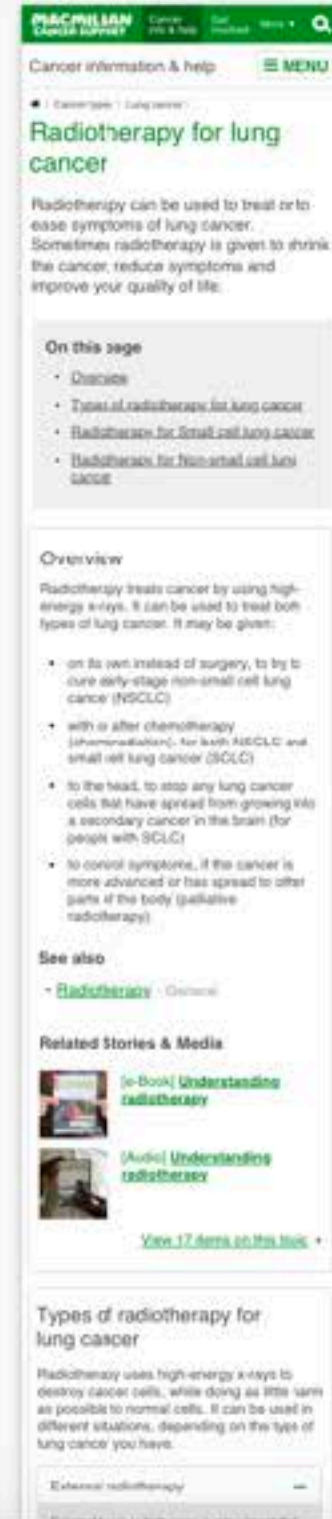
Mobile - Lung cancer menu (1)



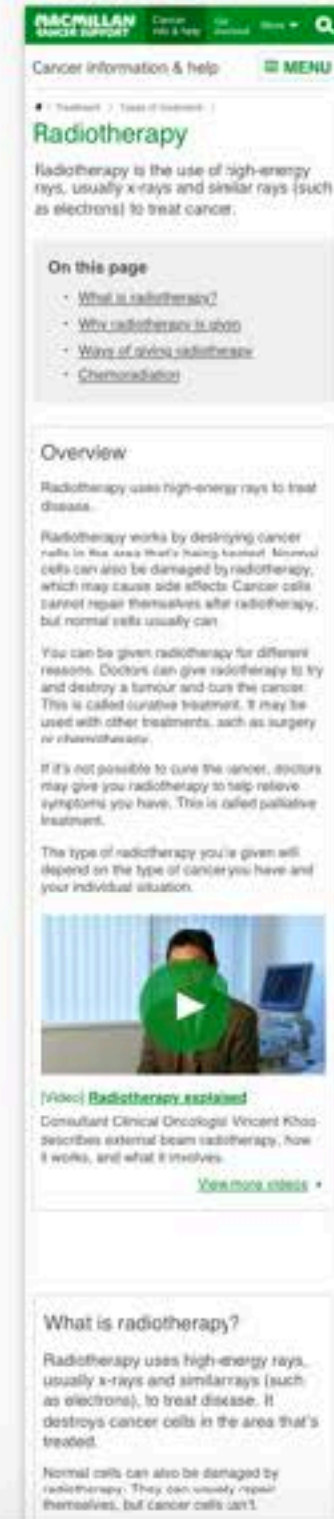
Mobile - Lung cancer N...



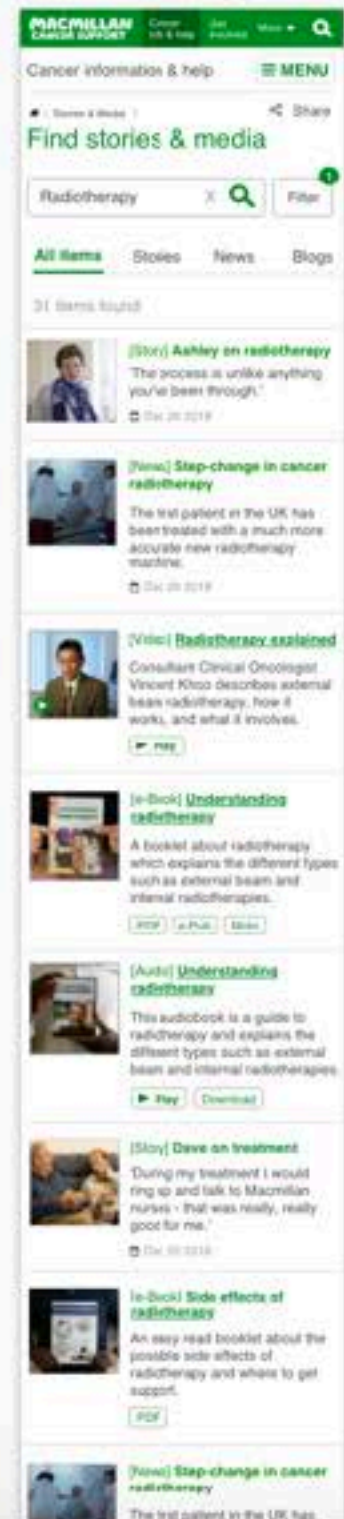
Mobile - Lung cancer therapy (1)



Mobile - Lung cancer Copy 2 (4)



Mobile - Lung cancer support (1)

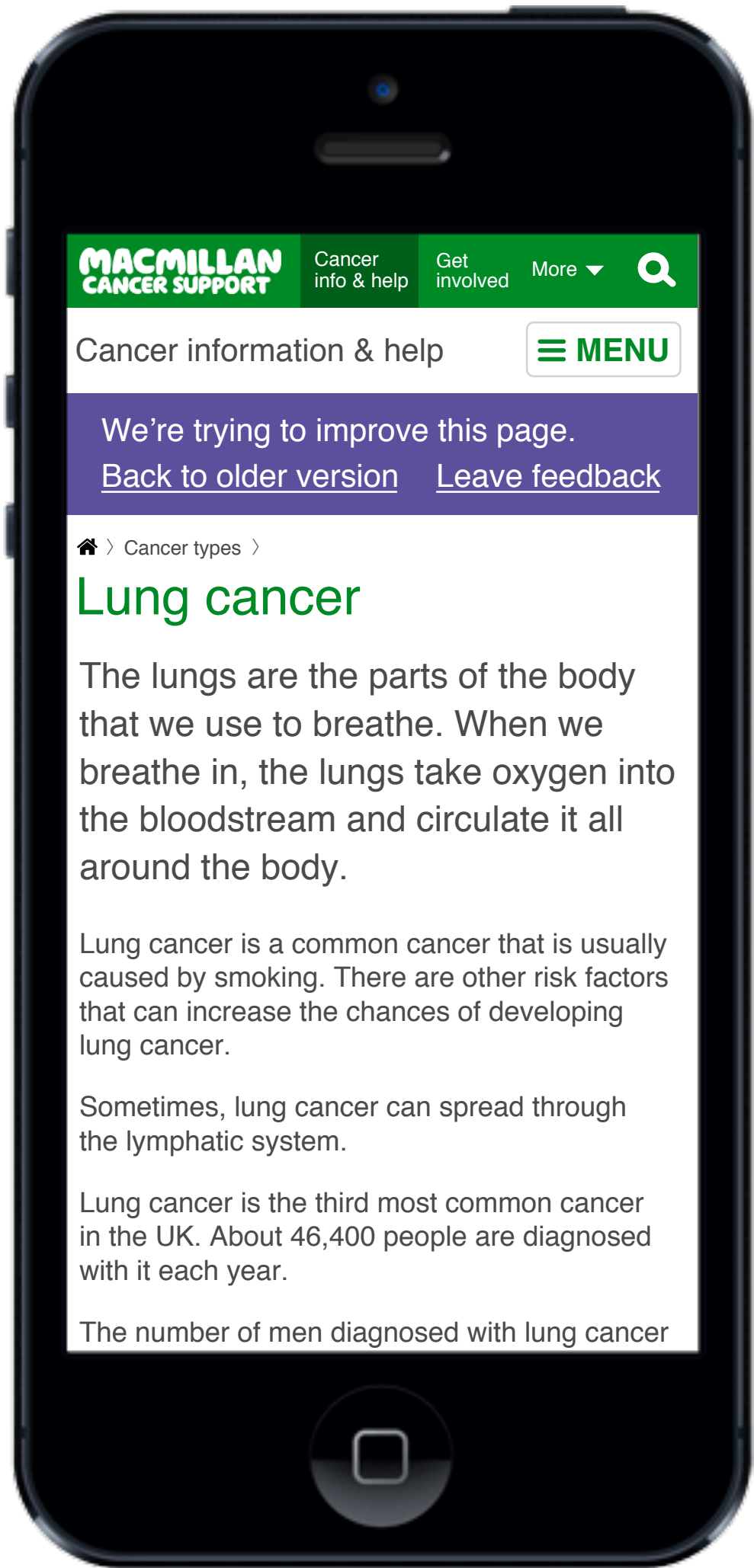


USER VALIDATION RESEARCH

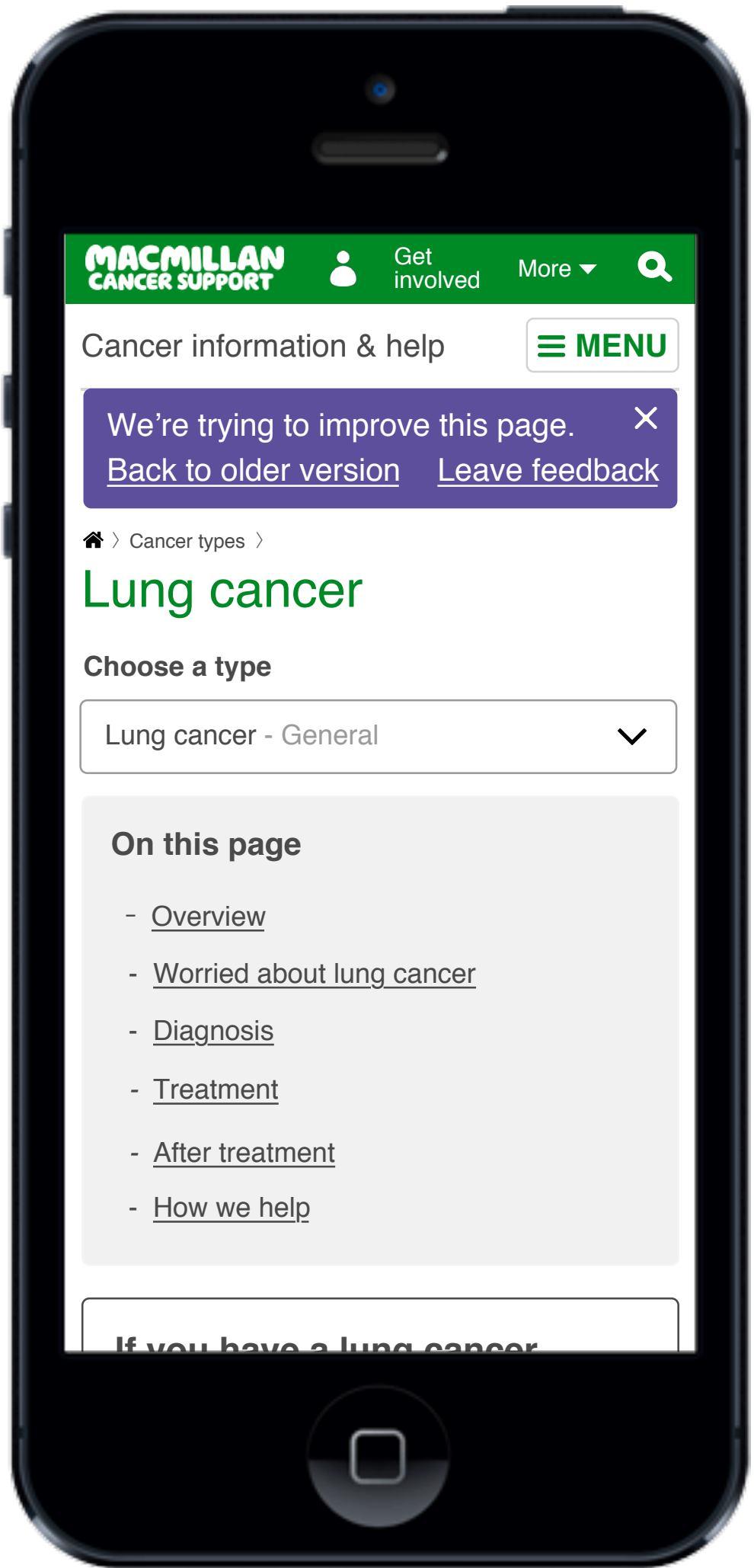
Mid-fidelity mobile prototype, 60 minute sessions with 6 participants



Before



After



Before

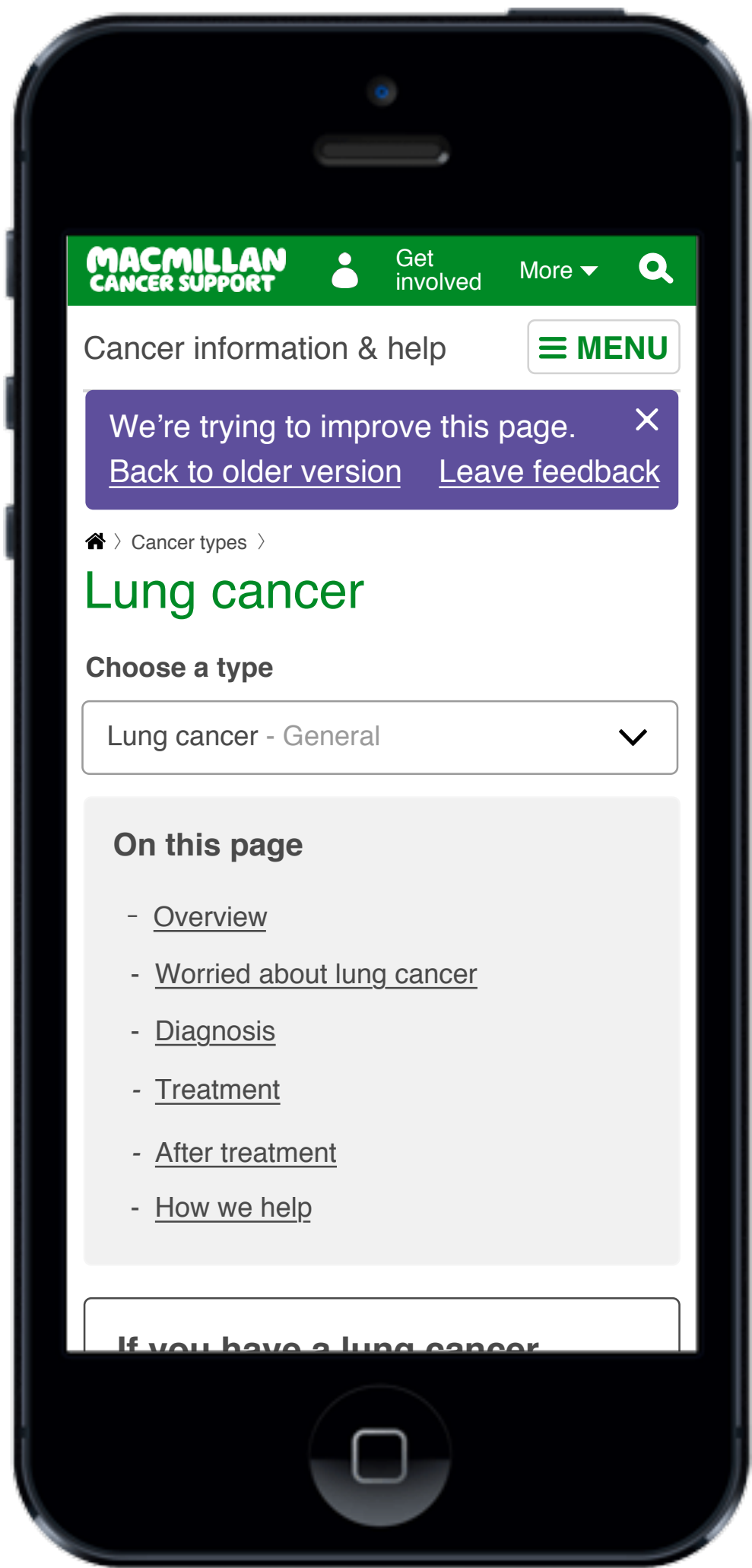
On this page

1. Worried about lung cancer
 - Risks and causes of lung cancer
 - Signs and symptoms of lung cancer
2. Diagnosis
 - Staging and grading
 - Tests and diagnosis
 - Further tests after diagnosis
3. Treatment
 - Treatment
 - Treatment decisions
 - How treatment for lung cancer is planned

After

On this page

- Overview
- Worried about lung cancer
- Diagnosis
- Treatment
- After treatment
- How we help



[→ Next](#)
[Targeted and immunotherapy](#)

Part of
Lung cancer by types

- ▶ 1. [Lung cancer](#) - General
2. [Non-small cell lung cancer \(NSCLC\)](#)
3. [Small cell lung cancer \(SCLC\)](#)
4. [Secondary lung cancer](#)

How we help

CALL US FREE
0808 808 00 00 Mo-Fr, 9AM - 8PM

WRITE TO US
[Complete this form >](#)

CHAT WITH US
[Start chatting](#)

[Online community >](#)
Share experiences, ask questions and vent your emotions, find others who understand on the Online Community.
[Visit online community now](#)

[Help in your area >](#)
Find out about support groups, where to get information and how to get involved with Macmillan where you live.

Current location X

[Macmillan grants >](#)
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[Learn more >](#)

We help people get through cancer. Your donations make it happen.

Donate

Cancer info & help

Cancer type A to Z
Worried about Cancer
Diagnosis
Treatmet

Health information and support
Practical advice and support
Emotional support

More from us

Get involved
Online Community
Learn zone
Be.macmillan

About us

What we do
Who we are
Health professionals
Working with us

HIGH-FIDELITY

CANCER A TO Z
CANCER TYPE PAGE
STORIES AND MEDIA

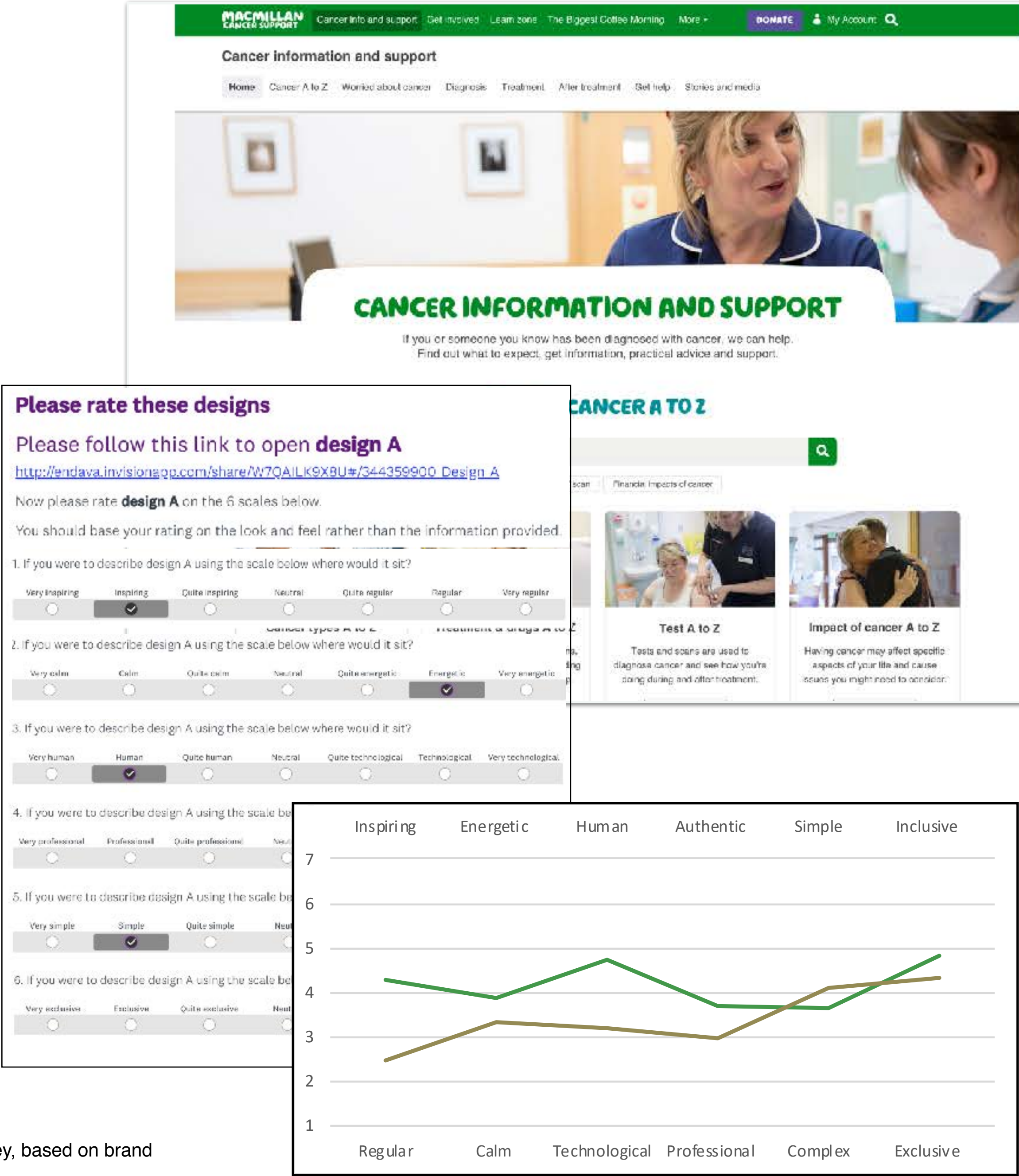
<https://endava.invisionapp.com/share/ZUQV2MUQ4HN#/screens/350619528>

BRAND TESTING

By early 2019, we had created our first high-fidelity designs for Macmillan Cancer Support. To validate these, we devised some scales based on **Macmillan’s brand characteristics**. Survey respondents were asked to rate our new designs and similar pages from best practice sites on these scales.

Encouragingly, our new Macmillan designs **outperformed** the equivalent pages from the current site and all except one of the best practice sites. The scales where our new designs did not fare quite so well give us clues about the characteristics that we need to ‘**dial up**’ in our next round of designs.

Macmillan design research
Top: One of the page designs tested.
Left: The rating scales used in our survey, based on brand characteristics.
Bottom right: How our new designs (green line) rated against an average score for 4 other websites.

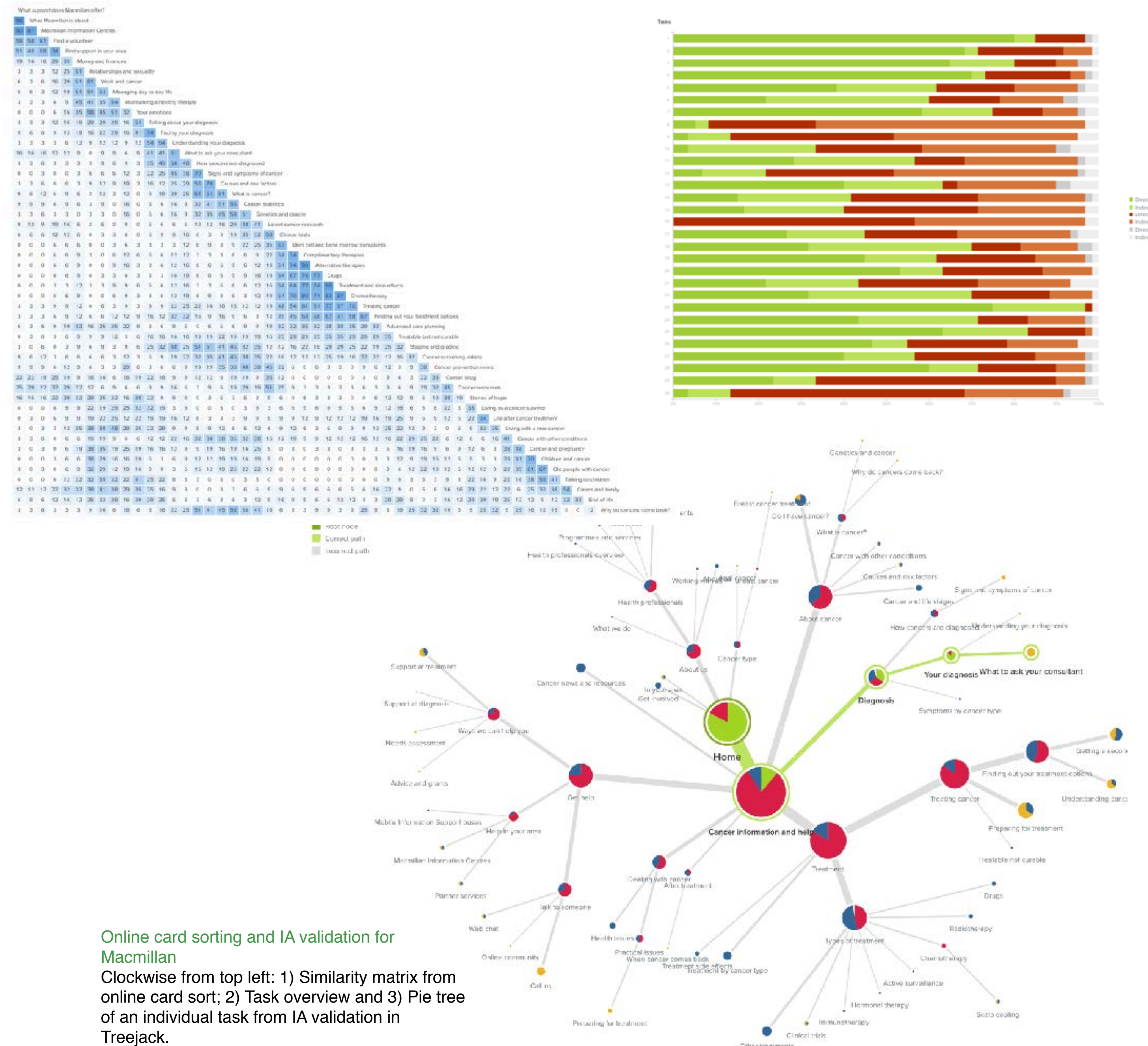


INFORMATION ARCHITECTURE

CARD SORTING AND IA VALIDATION

To improve the information architecture and navigation, we have been using **Optimal Sort** and **Treejack**. Optimal Sort is used for **card sorting**, to establish the first cut of an IA, and Treejack is used to **validate** and refine the **IA** by measuring the success of content-seeking tasks.

Their existing website has a very high bounce rate, suggesting that many visitors are not finding the content that they need. By combining a user-centric IA and navigation system with strong UX design, we expect to significantly improve the user experience of the new **macmillan.org.uk**.



INFORMATION ARCHITECTURE

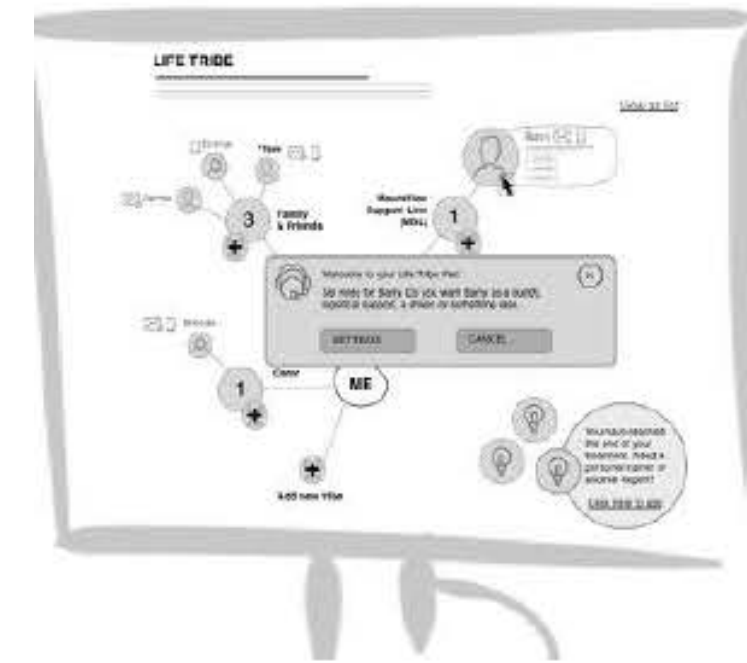
1.0 Home							
2.0 Cancer A to Z	3.0 Worried about cancer	4.0 Diagnosis	5.0 Treatment	6.0 After treatment	7.0 Get help	8.0 Stories and media	
Cancer types	What is cancer?	Staging and grading	Finding out your treatment options	Finishing your treatment	Physical impacts of cancer	Cancer stories	
Anal cancer	Do I have cancer?	If you have been diagnosed	Understanding your treatment	Preparing for the end of treatment	Physical impacts A to Z >	Cancer story 1	
Bile duct cancer (cholangiocarcinoma)	Questions about cancer	Understanding your diagnosis	Questions about treatment	Macmillan Organiser	How we help	Cancer story 2...	
Bladder cancer	Causes and risk factors	Questions about your diagnosis	Getting a second opinion	Recovering after treatment	Cancer information and support phone line	Cancer story n	
Blood cancers	Potential causes of cancer	Talking about your diagnosis	Understanding cancer statistics	Lifestyle and wellbeing	Cancer information nurse specialist phone line	Blog	
Bone cancer	Family history and inherited cancers	Tests and scans	Preparing for treatment	Your feelings after cancer treatment	Financial impacts of cancer	Blog post 1	
Bone cancer, secondary	Pre-cancerous conditions	Diagnosis by cancer type	Types of treatment	Relationships and sex	Financial impacts A to Z >	Blog post 2...	
Bowel cancer	Signs and symptoms by cancer type	Bowel cancer diagnosis >	Radiotherapy	Follow-up care	How we help	Blog post n	
Colon cancer	Bowel cancer symptoms >	Breast cancer diagnosis >	Chemotherapy	Be aware of symptoms	Energy advice phone line	News	
Rectal cancer	Breast cancer symptoms >	Lung cancer diagnosis >	Surgery	Macmillan Organiser	Financial guidance phone line	News article 1	
Small bowel cancer	Lung cancer symptoms >	Prostate cancer diagnosis >	Targeted and immunotherapy	When cancer comes back	Welfare rights phone line	News article 2....	
Brain tumours	Prostate cancer symptoms >		Hormonal therapy	Treatable not curable	Benefits advice and tools	News article n	
Brain tumours, secondary			Stem cell and bone marrow transplants	End of life	Grants to help with the cost of cancer	Videos	
Breast cancer			Active surveillance		Macmillan grants >	Video 1	
Breast cancer in women			Clinical trials		Indirect grants	Video 2...	
Breast cancer in men			Supportive and other treatments		Emotional impacts of cancer	Video n	
Breast cancer, secondary			Treatment & drugs A to Z >		Emotional impacts A to Z >	Audio	
DCIS			Treatment by cancer type		How we help	Audio 1	
HER2 positive			Bowel cancer treatment >		Macmillan support line	Audio 2...	
Triple negative			Breast cancer treatment >		Practical impacts of cancer	Audio n	
Inflammatory			Lung cancer treatment >		Practical impacts A to Z >	e-Books	
Paget's disease			Prostate cancer treatment >		How we help	e-Book 1	
Phyllodes tumour			Side effects of treatment		Macmillan support line	e-Book 2....	
Cancer of unknown primary (CUP)			Physical impacts A to Z >		Work impacts of cancer	e-Book n	
Cervical cancer			Late effects of treatment		Work impacts A to Z >		
Children's cancer					How we help		
Colon and rectal cancer (colorectal)					Work support phone line		
Eye cancer (ocular melanoma)					Macmillan at Work for employers		
Fallopian tube cancer					Holistic Needs Assessment		
Gall bladder cancer					HNA		
Head and neck cancers					eHNA		
Kaposi's sarcoma					Talk to someone		
Kidney cancer (renal cancer)					Call us		
Larynx cancer					Online community		
Leukaemia					Webchat		
Liver cancer, primary					Social media		
Liver cancer, secondary					Email us		
Lung cancer					Help in your area		
Lung cancer, secondary					Local services		
Non-small cell lung cancer (NSCLC)					Macmillan information and support centres		
Small cell lung cancer (SCLC)					Mobile information and support buses		

**WHAT NEXT FOR
MACMILLAN?**

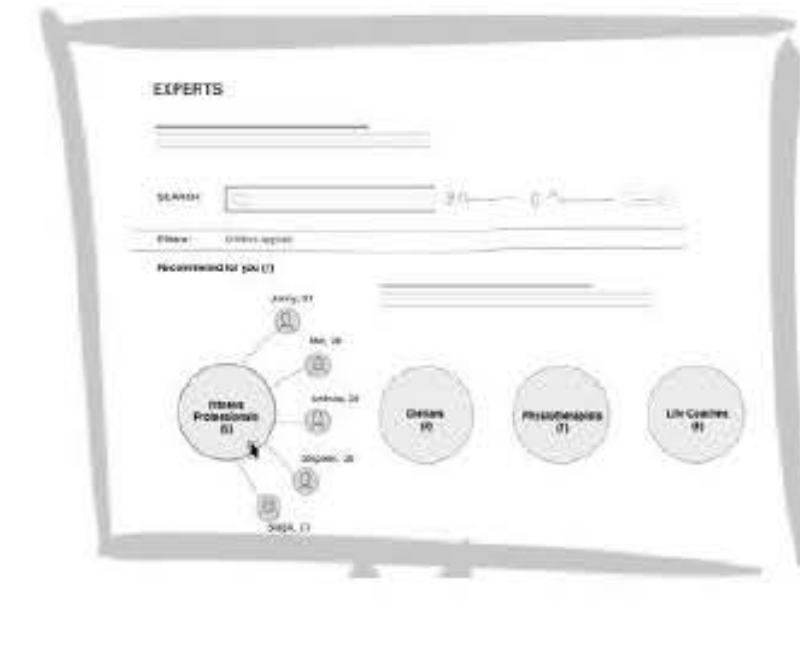
COMING SOON: EPIC D

Epic A's focus was helping people living with cancer to **find and understand the content that they need**. This is now well into the development phase, so the creative team will soon turn its attention to the next priority, Epic D.

The vision on Epic D is **take control of my cancer journey**. It will provide personalisation around the web content that was developed for Epic A.



ASSIGN ROLES TO INDIVIDUALS



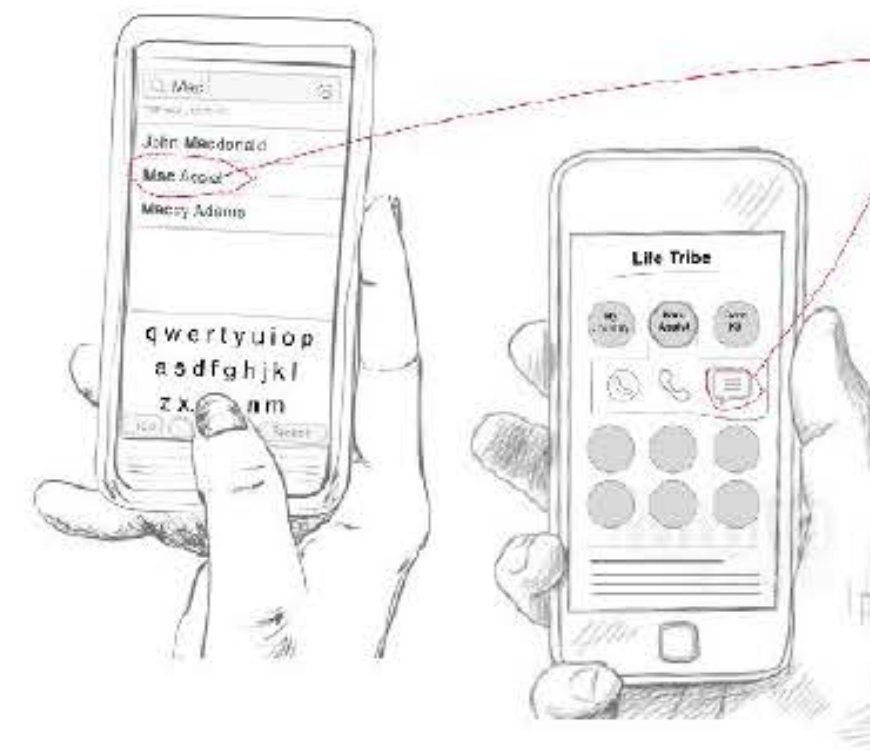
FIND EXPERTS AND INCLUDE



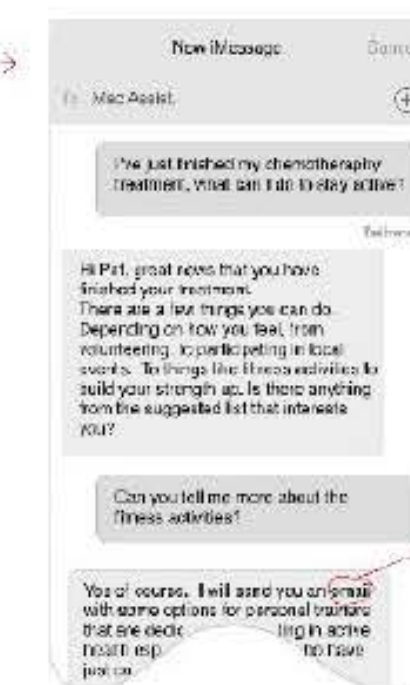
HAVE SUPPORT CONVERSATIONS

Concepts candidates for Epic D

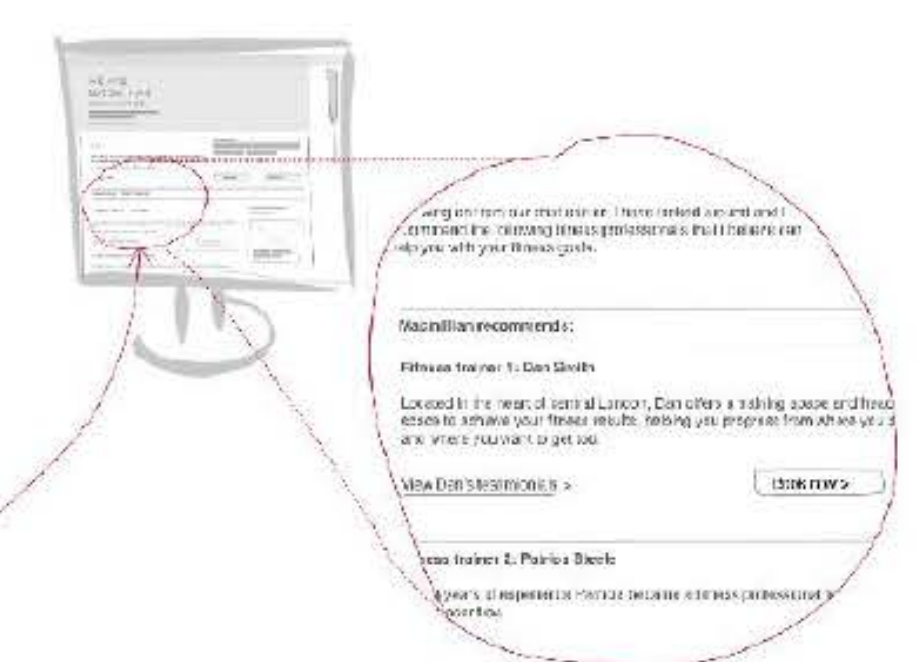
Top: Life Tribe, which allows PLWC to form a support network online
Bottom: Mac Assist, a chatbot which may even be the 'digital twin' of a Macmillan nurse.



MANY WAYS TO START A JOURNEY



JARGON FREE THROUGHOUT



SHORT JOURNEYS

