Overall ...
Tap to view full symp...

Home | Reports | Chat | Profile

John Smith

Prescription Savings Card ⓘ

Prescription Drug
Savings Card

wellinks

BIN **022600**
PCN **WDN**
Group **CS4**

Member ID
CS45678

Powered by **GoodRx**

famulus

Customer Questions
855-213-1275

Pharmacist Questions
855-344-1842

17 Aug

17 Aug, 1...
61.40
BODY ...

14 A...

❓ Help

Hello, Joleen! ›

Today's To Dos ✓

Action Item Title   ↻ Daily
🕐 Monday, Dec 12
0/4 Complete

@

Walk 10 Minutes   ↻ Daily
🕐 Monday, Dec 12

Create Nutrition Guide

Call Doctor to revaluate oxygen needs
🕐 Monday, Dec 12

Schedule session w/ Bree   ↻ Weekly
🕐 Monday, Dec 12

Quick Actions

Your Past Readings

As Needed Doses

Taken Today

You haven't taken any
as needed doses today

Spirometer
Taken 3 hours ago

FEV1
3.65
L

PEAK FLOW
657
PF L/min

Pulse Oximeter
Taken 1 day ago

SPO2
93
SpO2%

PULSE
117
BPM

Wellinks

Live Fully, Breathe Freely.
COPD Management Service

Spirometer

Taken 3 hours ago
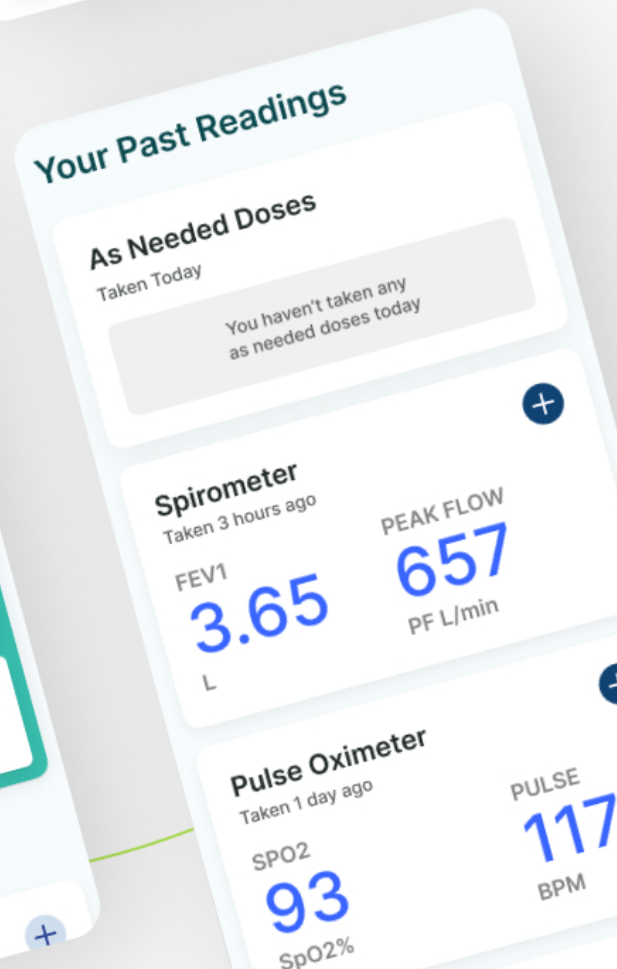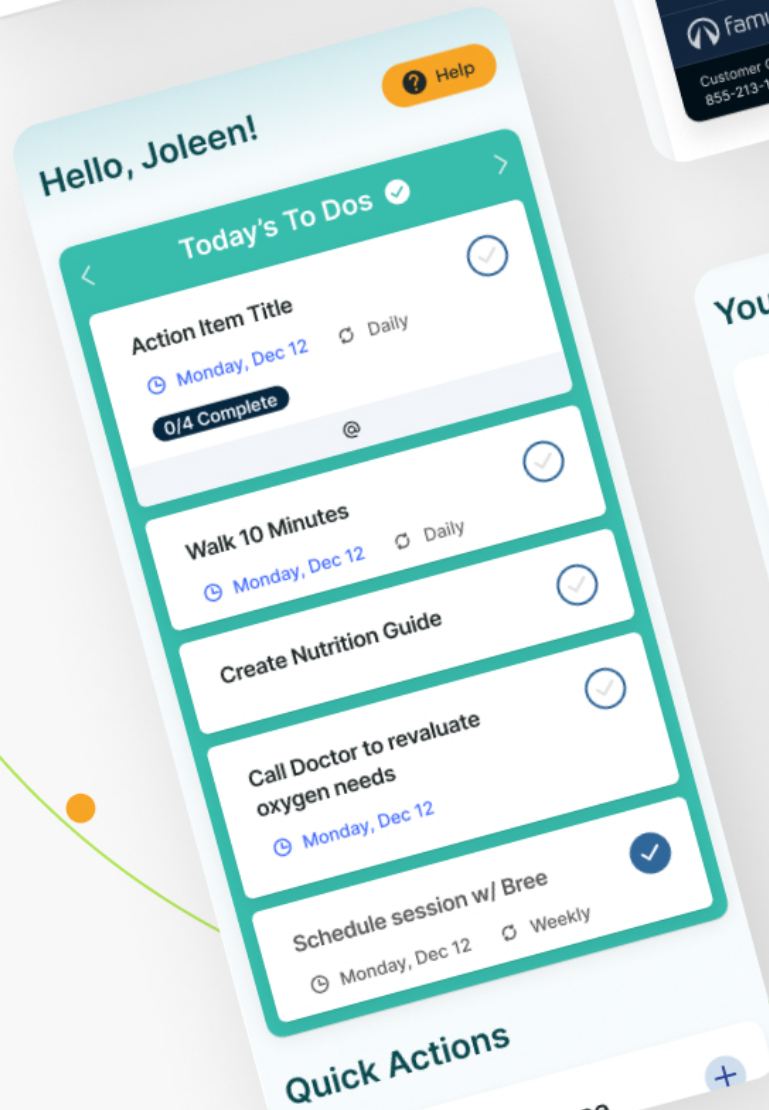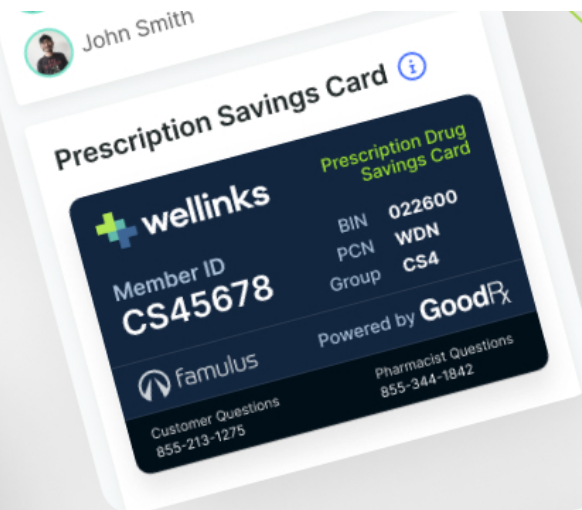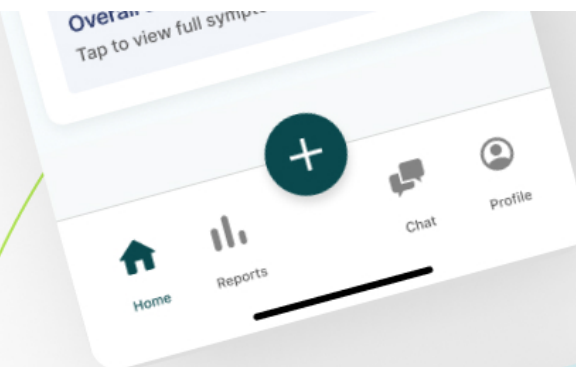
Overall Score

Project Overview

Wellinks is a COPD virtual health coach and pulmonary therapy program with the goal for members to live fully, breathe deeply and avoid hospitalizations.

Process

Dive In

To get a sense of the magnitude of the project (and my new company) I dove into the highest priority feature they had on the backlog. Prove value while learning.

Research & Learn

I used this first project to ascertain the magnitude of the UX needs & UX maturity, and to create a research study that would gauge user tasks & priorities.

Immediate Improvements

While processing the research and identifying the pain points, it's time to create an incremental better solution based on known user needs & UX best practices.

Design Maturity (Long term)

The UI had been designing by multiple free-lancers and agencies. Lack of oversight and organization of the design files led too inconsistent application of the designs as well.

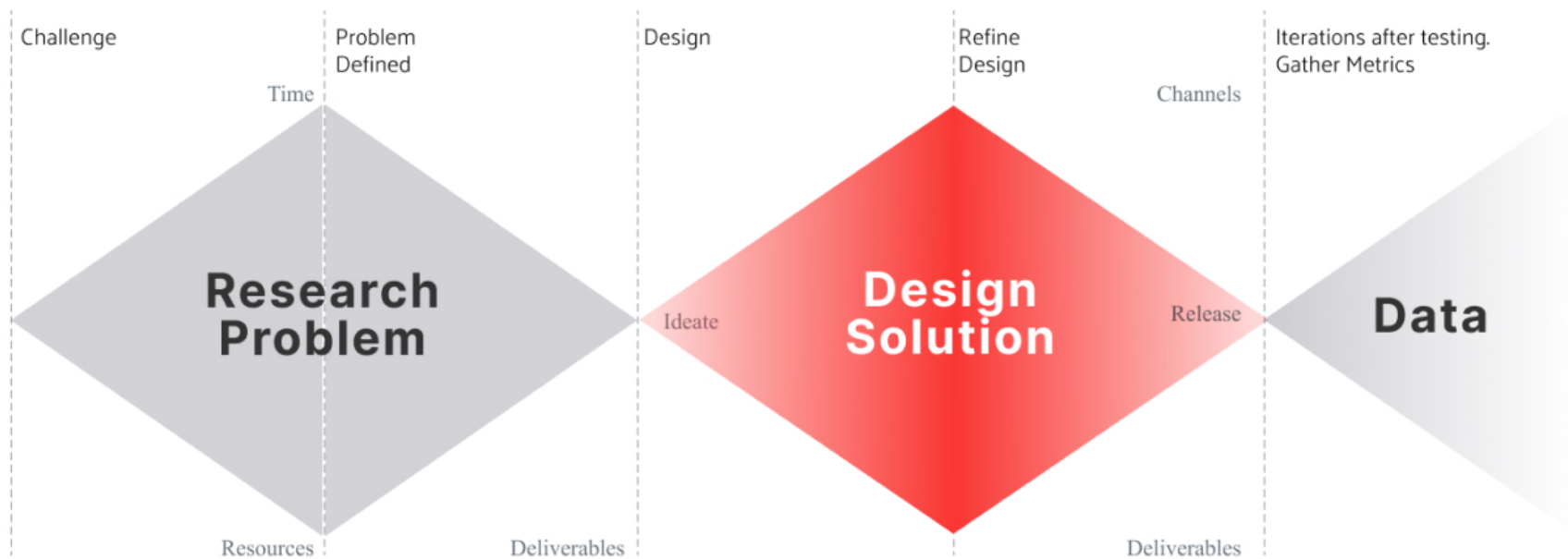# Methodology

Discover   Define   Develop   Deliver   Test / Iterate

When I start a new project with a new team, my first step is to investigate and identify the biggest problem that needs to be addressed. This problem should be significant for both the users and the success of the business or UX team. Once we have found the problem, we analyze it from multiple perspectives as a group and agree on it. Then, I break down the 'epic' problem into smaller, more manageable issues, and identify the most impactful sub-issue to tackle first. I usually do this in a group discovery session. Once we have identified the key sub-issue, we start generating multiple solutions. Then, we rank the solutions, ideally with user testing, to find the best ones. Next, we refine those solutions by doing more testing, if necessary, and making improvements based on the feedback we receive. Finally, we release the new solution into the real environment and collect metrics to evaluate its efficacy. The process of iteration begins again, leading to a new or redefined research problem.

Product Users

People with COPD have a median age of 65 or older which has impact on accessibility. The majority have to deal with oxygen issues. There is often a stigma to having COPD because of it's association with a history of smoking. They have a wide variety of levels of tech know-how.

Meet Harold

Harold is a retired truck driver with Type 2 Diabetes who has been a heavy smoker for 30 years. He's been hospitalized with 2 COPD exacerbations in the past year. His mobility restrictions prevent him from going to pulmonary rehab, and he does not feel confident he can do anything to get his life back.
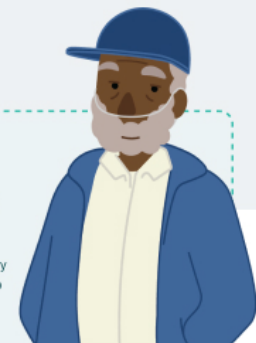
Challenges

→ System as a whole needs to get new members to the first one-on-one Health Coach meeting with as little as possible friction & cognitive load

→ Program needs a consistent way to keep more secure members engaged, but move to having less one-on-one coach time to secure business success

→ User interfaces need to be aligned to an established user hierarchy of needs

→ Mobile app was based primarily on a medication delivery device that was no longer part of the program. We need to redirect focus of app to current devices.

→ Native mobile apps need an updated UX approach that aligns with user goals

→ No consistent UI throughout production views and designs

Dive Into the 'About' View

The first project was to integrate some of the new

The first project was to integrate some of the new features that came with a new health backend system and a new web portal to the native mobile iOS & Android applications into the mobile app About view.

This was a good way for me to get a sense of the UX maturity of the company and the previous designs.
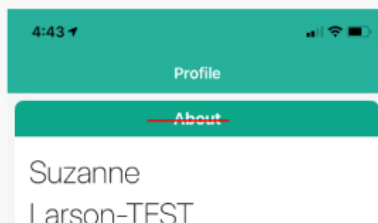
The 'About' view

Right away without user research, doing a simple UX audit the application tells us a story about the app and the many hands that have touched the design & design system.

Exploration

Work in progress

UX Review
Find and notate all the possible issues, questions and positive attributes

Fully explore the workflow

What is the first interaction to the last. What are the points in the user experience no one has thought of. Usually you don't know answers until you explore the question.

Solve the user problem

Don't forget to solve the user need or issue. Secondarily solve the business issue. Keep notes. Use the comment tool to aid your memory of why you made changes or why you did or didn't not like an aspect of a design. Your future self will thank you.

Sample of information cards used in Figma for developer guideposts to help navigate the Figma file. Also cards helped new design team members

Current App View

4:43
Profile
About
Suzanne
Larson-TEST

Some sort of feedback of you are in the right account. Your Picture or your name. This helps QA testing as well.

Which of these fields or data does the user need to USE regularly? What items are important? What items might change? Do we allow for change.
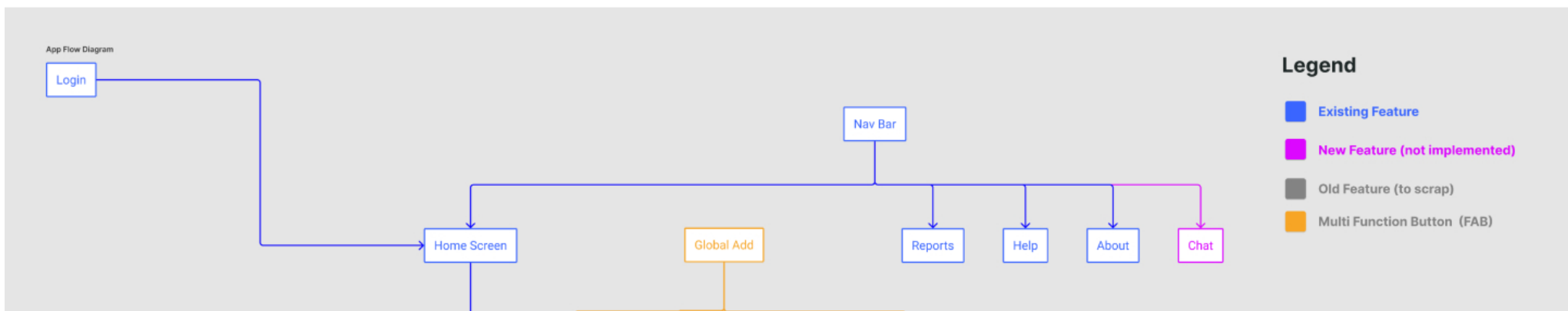
Do these fields ever

Who uses these fields? Who are

Healthie App Profile View

Basic Information

Phone Number

Group
No Group ?

Date of Birth

Current Weight

Add Mailing Address <edit>
Add Email

Email: slarson@example.com
Birthdate: 1958-05-01
Phone: (003)-881-0697
Zipcode: 90612
Primary Diagnosis:

Medications

🫁 Asmanex MDI (mometasone) puff
🫁 Advair Diskus (fluticasone + salmeterol) puff
🫁 Alvesco MDI (ciclesonide) puff
💉 Brovana Nebulized (arformoterol) vial
💉 Generic Albuterol Nebulizer vial

Wellinks Prescription Card

View Prescription Drug Savings Card ›

My Devices

Devices

Resources

Email Support ›
About Wellinks ›

Log Out

➕

🏠 Home   📊 Report   ❓ Help   ➕ About

Location

Timezone
America/New York

Last Fitbit Sync
Sync Not Set Up

Last Active
Apr 20, 2022

Been a Client Since
Dec 10, 2021

Insurance Eligibility ⌃

No insurance policy saved for client
Manage Insurance Policies

Quick Notes ⌃

B I U 🔗 ≔ ≔ ▦▾

Tasks ⌃

◯ Generate Report for Ellen

Annotations (sticky notes):

- need to be edited? By the user? If not who can edit them??
- they helpful to? Are they the most important data on the page? How often are they needed to be displayed?
- Is primary Diagnosis used??
- Who enters these medications and where? There is no EDIT button. What does a member do when their medications change.
- SHOULD THIS BE HIDDEN?? IS IT USED? Is it IMPORTANT?
- The "resource" section sounds very helpful and could contain a list of helpful articles and videos. But I wouldn't expect it under a profile page.
- My devices only applies to the Flyp. This section will be removed in compliance with Healthie migration
- Email support seems like it would be better in the HELP section. The ABOUT WELLINKS seems out of place with the other items that are about the user.
- "RESOURCES" doesn't seem like a great name for these links. What would be 'PROFILE resources'?
- Is this FAB button high enough contrast for accessibility standards? - With all sections expanded does it cover up data? - Is the FAB NEEDED on this page?
- Navigation Icon has WL logo, and ABOUT title. This would suggest the nav item is all about WL but most of the content on the page is about the user. Does th user need to get info about the company regularly and often? Is it important?!?
- Eventually we could prompt for new timezone when detected by mobile device. Useful when metrics get submitted, and Coaches. When they take medications. For now Manual Edit.
- Not to be shown , FOR NOW, to the user
- Not to be shown , FOR NOW, to the user
- Ins Eligibility not needed for now.
- Coach Notes
- Coach Tasks NOT client tasks!!!
- Programs refers email group. Names are not user friendly currently.

Side Quest - Bottom Nav

→ Sometimes as a UX professional, you find something that is clearly in need of direction and design. Looking at the bottom navigation on the mobile app is was clear it didn't align with business or user needs. Where these nav items really the most important to the user to have at their fingertips?

→ This one component could easily be converted from an unimportant element to a user hero. So it was worth spending extra time to dive in an provide the stakeholders with some improved options.

Map the Navigation

When added something new, taking something away or just diving into a new application always start with mapping the existing landmarks.

App Flow Diagram

Login

Nav Bar

Home Screen   Global Add   Reports   Help   About   Chat

Legend

■ Existing Feature

■ New Feature (not implemented)

■ Old Feature (to scrap)

■ Multi Function Button (FAB)

Bottom Nav Explorations

Exploration

Work in progress

Exploration
Go wild. All ideas are valid.

Fully explore the workflow

What is the first interaction to the last. What are the points in the user experience no one has thought of. Usually you don't know answers until you explore the question.

Solve the user problem

Don't forget to solve the user need or issue. Secondarily solve the business issue. Keep notes. Use the comment tool to aid your memory of why you made changes or why you did or didn't not like an aspect of a design. Your future self will thank you.

Sample of information cards used in Figma for developer guideposts to help navigate the Figma file. Also cards helped new design team members

Are the actions in the bottom nav the most important items to the users? Are they the most used? Do they make sense in their order and grouping?

Home   Report   Help   About

Home   Reports   Help   Profile

Home   Reports   Help   Profile

Home   Reports   Support   Profile
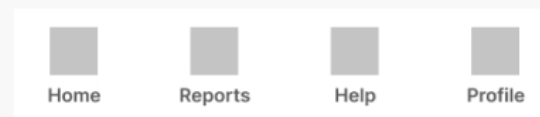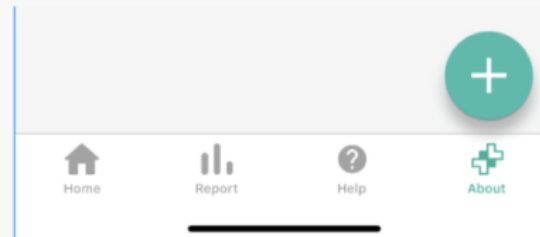
If we move Help out of the bottom nav, we need to establish a new clear way to find help when needed. This should stand out from other navigation.

Help
Support
Help

About   Resources   Profile
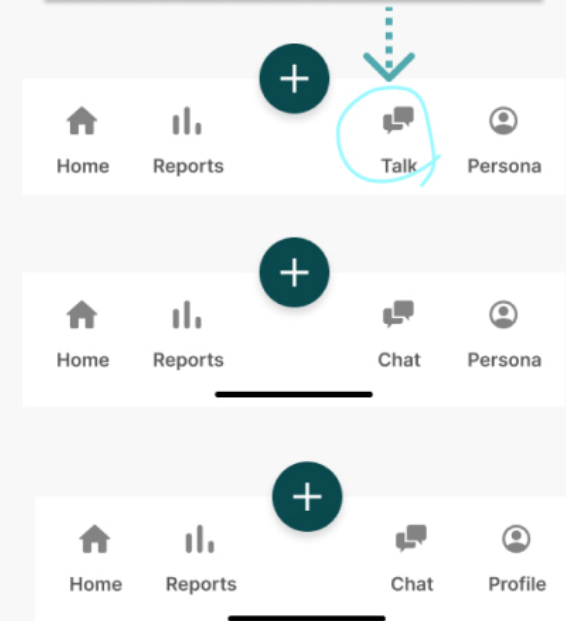
About You   About Wellinks
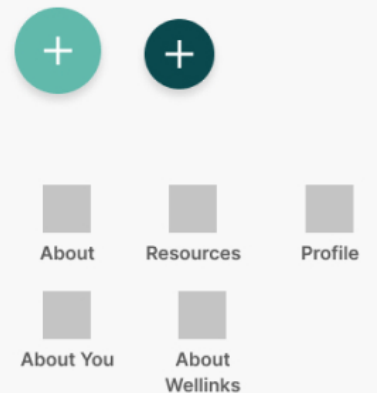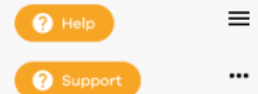
Does the floating action button, +, make sense to our demographic users? Can

Is HELP best placed in the bottom nav? Is it conditional? Could we get better understanding of what help does by putting it next to individual items that need help, and therefore keep it contextual

Home | Reports | Chat | Profile

Home | Reports | Support | Profile | More

Home | Support | Insights | Profile

Home | Help | Insights | Profile
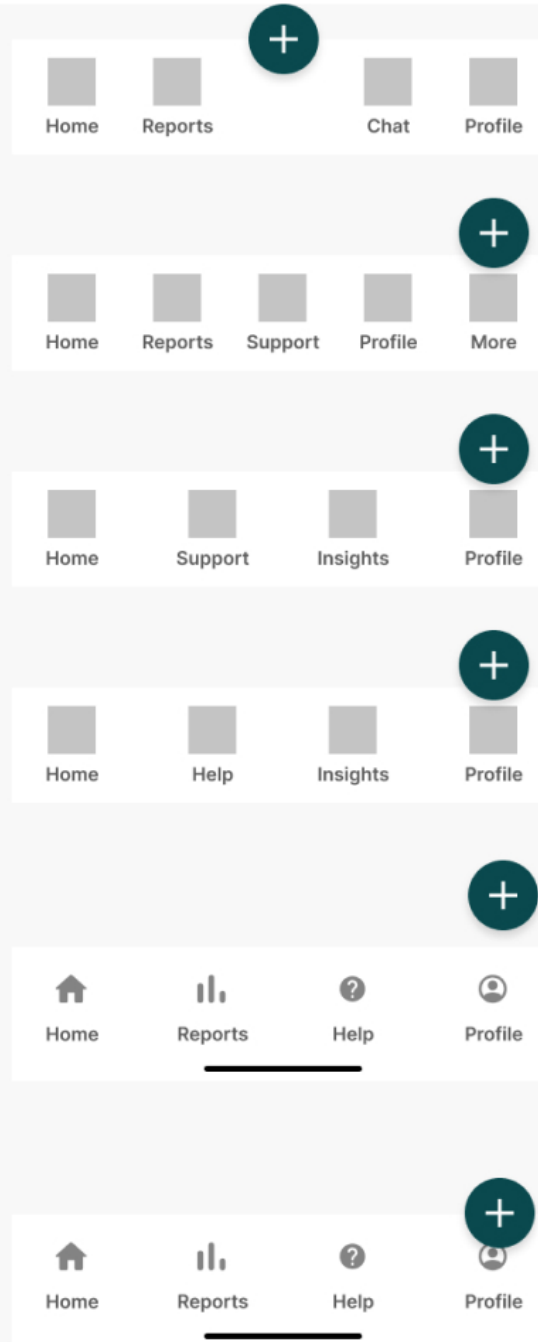
Consider Adding in placeholder for future Chat Feature instead of incrementally changing Bottom Nav over longer period or multiple releases.

Home | Reports | Talk | Persona

Home | Reports | Help | Profile

Home | Reports | Chat | Persona

Home | Reports | Help | Profile

Home | Reports | Chat | Profile

Side Quest Success

Creating a Discussion

Surfacing the issues with the bottom nav opened the door for a larger company discussion based around usefulness, components and future vision of the mobile application.

Improving Help

Moving Help out of the bottom nav allows the team to create more contextual lifeline points that seem attached to action that is confusing the user, wether that be a view or an element or a concept.
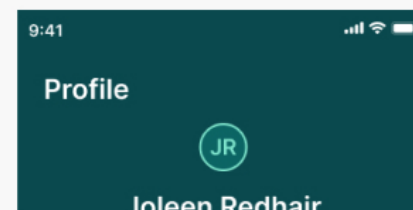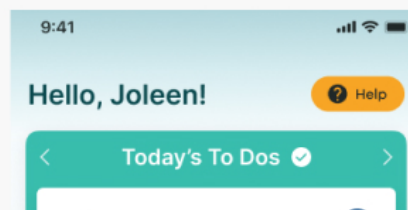
Breaking Patterns

As a team we also realized that the plus or floating action button had never been tested with our users. They were figuring out it's purpose, but was it the most intuitive solutions for new users needed testing.

About Page - Final Designs

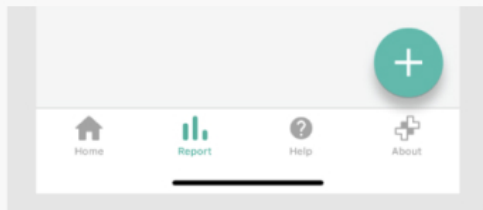Latest Version

Ready

Latest Prototype or

9:41

Hello, Joleen!   ? Help

< **Today's To Dos** ✓ >

9:41

Profile

JR

Joleen Redhair
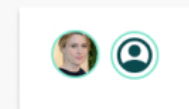
Flow

Move the most recent workflow next to this callout

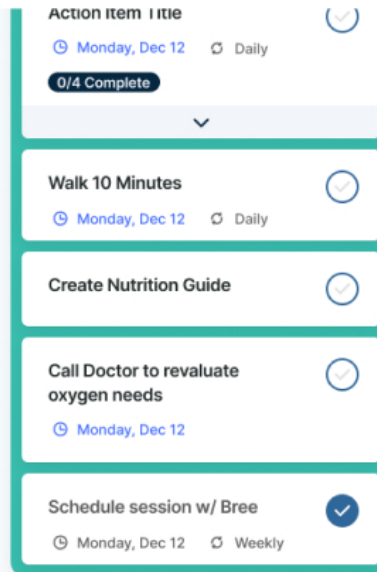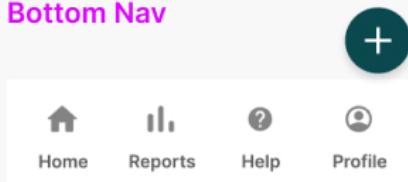**Collect the most recent screens, connect them, and put them here**

Depending on the story you can make a lot of progress by assembling even rought wireframes into a workflow to give the other teams perspective and understanding to your solution.

NOTE: FOR WL-513 and WL521 keep this nav bar and switch out the About icon for the new profile icon
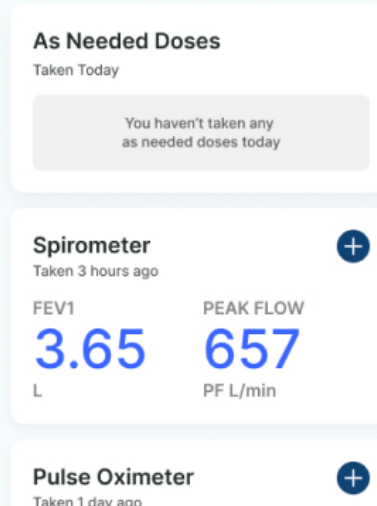
Current bottom Nav - iOS

Home	Report	Help	About

Phase 1 - Bottom Nav

Home	Reports	Help	Profile

Action Item Title
🕐 Monday, Dec 12   🔄 Daily
0/4 Complete

Walk 10 Minutes
🕐 Monday, Dec 12   🔄 Daily

Create Nutrition Guide

Call Doctor to revaluate oxygen needs
🕐 Monday, Dec 12

Schedule session w/ Bree
🕐 Monday, Dec 12   🔄 Weekly

Quick Actions

Add As Needed Dose ⊕

Add Symptom Report ⊕

Your Past Readings

As Needed Doses
Taken Today

> You haven't taken any as needed doses today

Spirometer
Taken 3 hours ago ⊕

FEV1	PEAK FLOW
3.65	**657**
L	PF L/min

Pulse Oximeter
Taken 1 day ago ⊕

Contact Info

📞 (604) 654-1234

@ emc2@gmail.com

📍 555 Main St.
   Springville, CA 23232

🌐 Pacific Time Zone

(If you see errors, ask your coach to update your information)

My Medications

Medication Name
Inhalation - aerosol
90 mcgt/inh

Medication Name
Inhalation - aerosol
90 mcgt/inh

Medication Name
Inhalation - aerosol
90 mcgt/inh

Medication Name
Inhalation - aerosol
90 mcgt/inh

Medication Name
Inhalation - aerosol
90 mcgt/inh

Medication Name
Inhalation - aerosol
90 mcgt/inh

Medication Name
Inhalation - aerosol
90 mcgt/inh

(If any errors are detected consult your coach to update your information)

My Wellinks Team

RJ Ryan Jones

    John Smith

Savings Card Info

Show the Wellinks prescription savings card to your pharmacist to see if you are eligible for reduced prices. Save up to 80% on prescription drugs at virtually every U.S. pharmacy!
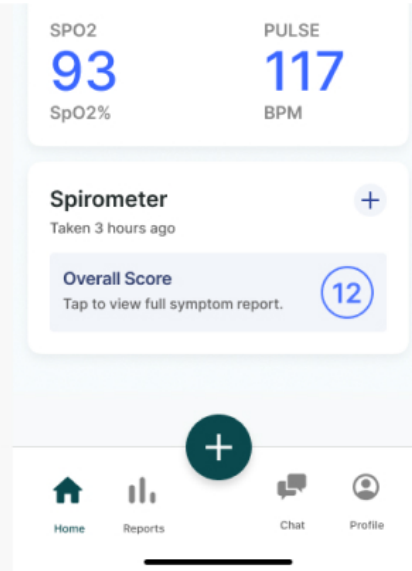The Savings card is NOT associated to YOUR member ID. The card is the same for all Wellinks members.

Ok

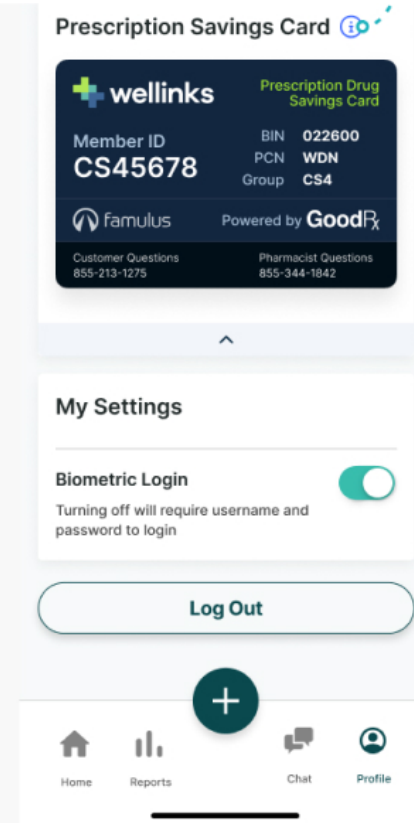*This info is important since user editing is not currently available.*

This card helps remind the users of their WL team's names and promotes human connection.

This Info icon is interactive.

# Lottie Animations

Phone 1 - Home/Reports screen

SPO2
93
SpO2%

PULSE
117
BPM

Spirometer   +
Taken 3 hours ago

Overall Score
Tap to view full symptom report.   12

Home   Reports   Chat   Profile

Phone 2 - Prescription/Settings screen

Prescription Savings Card ⓘ

wellinks   Prescription Drug
                        Savings Card

Member ID   BIN   022600
CS45678   PCN   WDN
                   Group CS4

famulus   Powered by **GoodRx**

Customer Questions   Pharmacist Questions
855-213-1275   855-344-1842

^

My Settings

Biometric Login   ⬤
Turning off will require username and
password to login

Log Out

Home   Reports   Chat   Profile

Qualitative & Quantitative Research

We performed a variety of research methods with our users; (Not just for the above 'About' page) user interviews, open surveys, top task studies and dashboard card sorting.
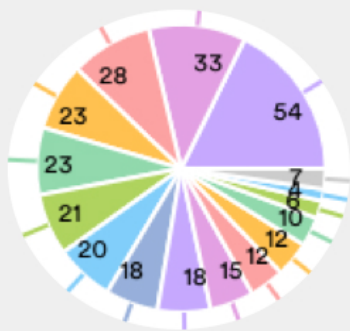
04_Key finding

COPD Education was important to the entire pulmonary rehab program for most respondents

---

Observations   **Opportunities**

Data

Watch videos of & perform physical exercises modified for me

View & learn form COPD training & education resources / library

Access bad day resources

Get encouragement and positive prompts towards achieving my goals

Record symptoms to track and view trends in the future

Schedule a private session with my Health Coach or clinician to help me...

Chat online with my health coach (web or app)

Add readings from connected health devices (pulse oximeter, spiromete...

Join a peer support group meeting facilitated by a Wellinks coach

Create and edit a checklist towards reaching my personal goals

Observations

Based on responses Rs ranked COPD education 2nd after exercise videos modified for COPD. CAVEAT: education results may have been inflated from being the subject of the rest of questions, therefore being top of mind.

"

Optimum ways, methods, and new state-of-the-art medications that help control and manage my COPD.

~ Michael J.

Opportunities

1. Continue to grow modified exercise & general health videos

2. Develop Bad Day resources

3. Test encouraging notifications and reminders for pacing, voice and content for success.

4. Consider testing symptoms recording on web or through chat before committing to app feature.

5. Consider user testing of a symptom recording prototype

6. Continue running beta for group classes for optimum engagement

Top Task Survey - Research Presentation Sample Slide

We used this method to gauge how important a current prospective feature was compared to existing and incoming features. This is a wonderful level set for business to align with user needs and tasks.

Research Insights

Cutting edge technology is a
bias & it isn't always the answer

bias & it isn't always the answer

When testing an MVP approach to activating users we found the MVP solution of email worked well and was preferred by the majority of our participants to sending the content through a mobile app. (At least for out demographic)

Humanity is the most important member benefit

One on one coaching was the most successful and impactful aspect of the program. Repeatedly we heard from testing that members were affected and motivated by their coaching sessions. Diving further we found many behavioral nudges that were part of the experience including social commitment, positive feedback, human connection.

## Modified exercise was important because it is motivating

After one on one coaching, exercise was the most common benefit sighted for the members. Exercise modified to allow for oxygen and a range of activity levels provided the users with more energy and allowed them not to feel constrained or limited by their disease. So the question is how can we make it easier for our members to engage in exercise?

Design System

After finding inconsistencies across production and UX deliverables it was clear we needed to develop a more up-to-date, regular and simplified Design System with more standardized components that would be easier to use for the entire team.
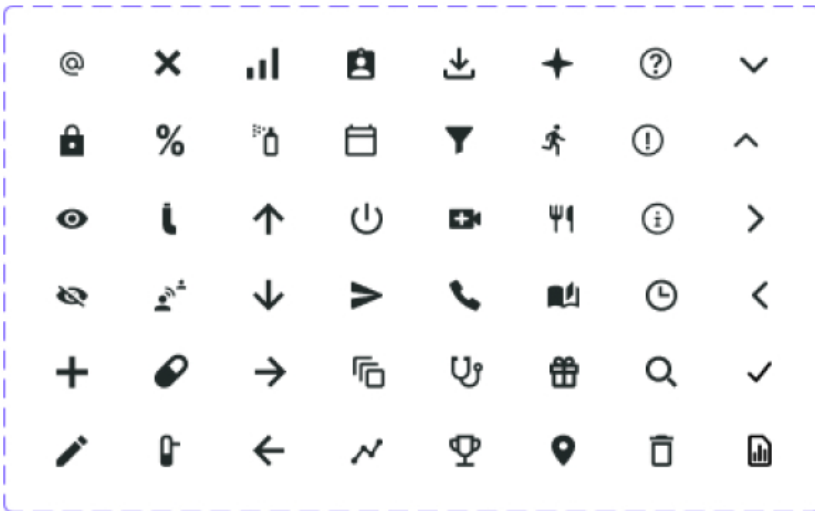
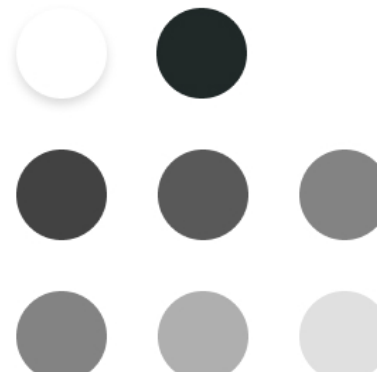## Typography

Ag
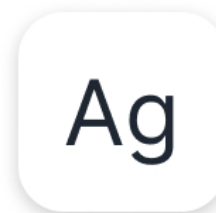
Inter

Regular   **Semi Bold**

Icons

H1	Inter Semi Bold	25/25
H2	Inter Semi Bold	20/24
Body large	Inter Regular	20/24
Body Medium	Inter Regular	16/18
Body Small	Inter Medium	13/16
Button Text	Inter Bold	16/18

Color palette

Primary

Neutrals

Accents

Selected Components

@ **Primary Button**

@ **Secondary Button**

@ **Tertiary Button**

Last Spirometry Reading
Taken 1 day ago

250
Peak Flow (L/min)

3.65
FEV1 (Litres)

Coughing, shortness of breath and mucus
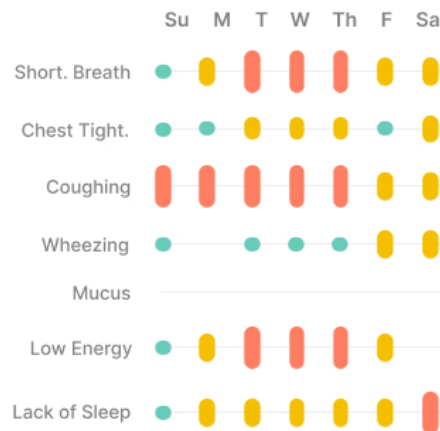
Heart Rate - BPM

100

A

90

Su M T W Th F Sa

SpO2 - %

100

A

Action Items

64%

COMPLETED

PRN Doses

5

0

Su M T W Th F Sa

Symptoms

	Su	M	T	W	Th	F	Sa
Short. Breath							
Chest Tight.							
Coughing							
Wheezing							
Mucus							
Low Energy							
Lack of Sleep							

View Past Readings >

Last Spirometry Reading

Taken 1 day ago

250
Peak Flow (L/min)

3.65
FEV1 (Litres)

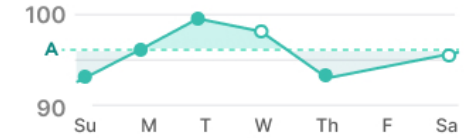Improvement over last week. Slam Dunk!

View Past Readings >

What's the occasion?   3m ago
Can you bring a big salad? I'm on dessert duty.

90   Su M T W Th F Sa

Peak Flow - L/min

100

A

90

Su M T W Th F Sa

Krista Gullickson

Yes. Perfect! Did the action steps show up on your dashboard?

Sun JUN 12, 1:50 PM

You

I am confident leaving my home despite my lung condition

Tue JUN 14, 7:55 AM

KG   Krista Gullickson

Yes. Perfect! Did the action steps show up on your dashboard?

Tue JUN 14, 1:40 PM

Tools Used

Figma

Jotform

UserInterviews.com

Notion

Whimsical

Jira

Slack

MS Teams

Results

→ Approaching onboarding by jumping into a high-priority business need, got me up to speed quickly and provided an immediate benefit to the business and internal teams as well gave me a wide understanding of the current UX issues.

→ The top task survey gave an improved understanding of the users and provided a prioritized roadmap for future features for the entire cross-functional team.

→ Focusing on UX Design System improvements (including WCAG AAA accessibility and Atomic Based design) made the mobile app interface more usable by our key demographic, reduced cognitive load for out users and was more

understandable by our production team.

→ The time to first health coach meeting was reduced thus making the service and the application more sticky for our new users short term and long term.

→ Research with the users showed existing users had a strong need to access exercise, training and learning easily. But the mobile app wasn't the best method for learning delivery for everyone. The team looked at using the app as a conduit to facilitate the user to best channel for delivery. We explored Learning Management Systems that could deliver across channel with less internal resources.