

Case Study

Process & Case Study.

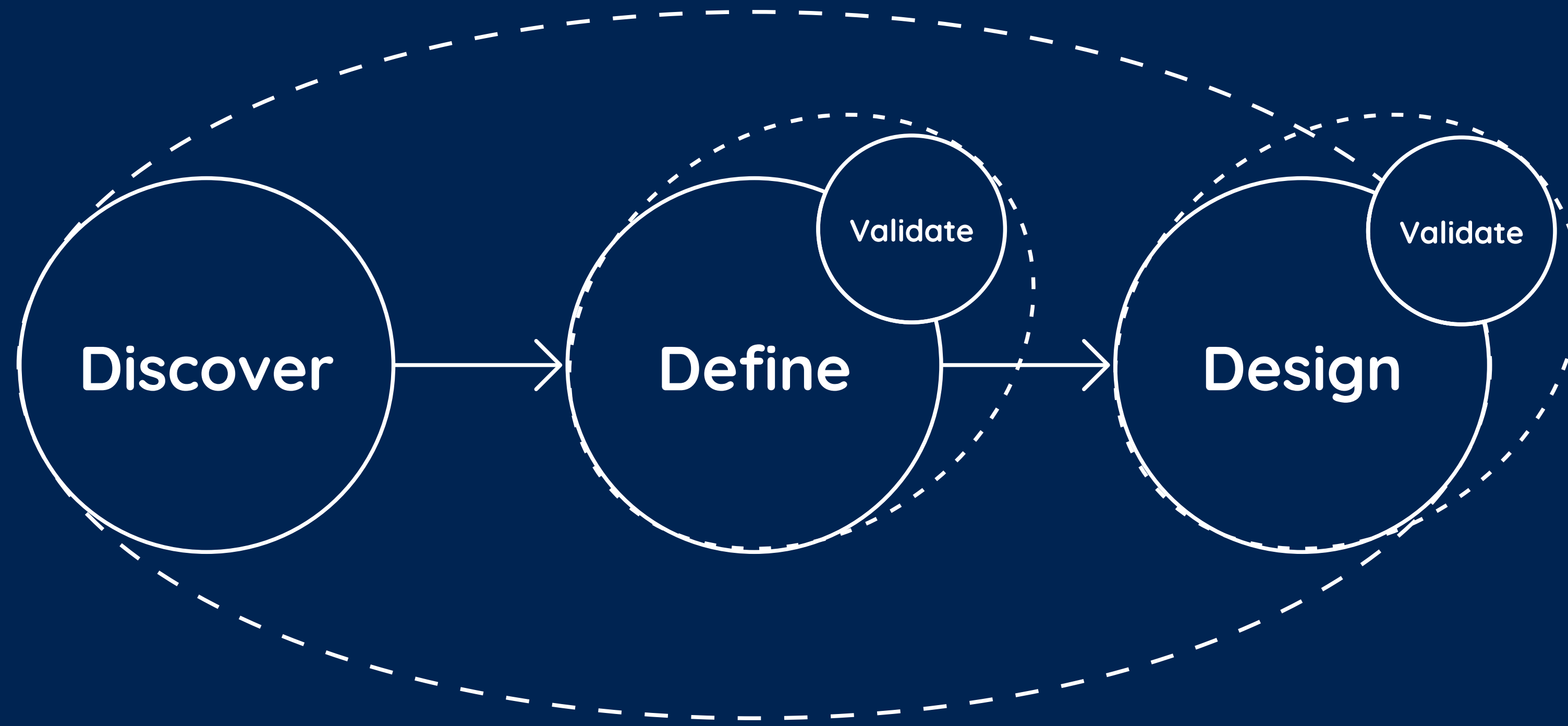
Robert Sheppard Design Limited



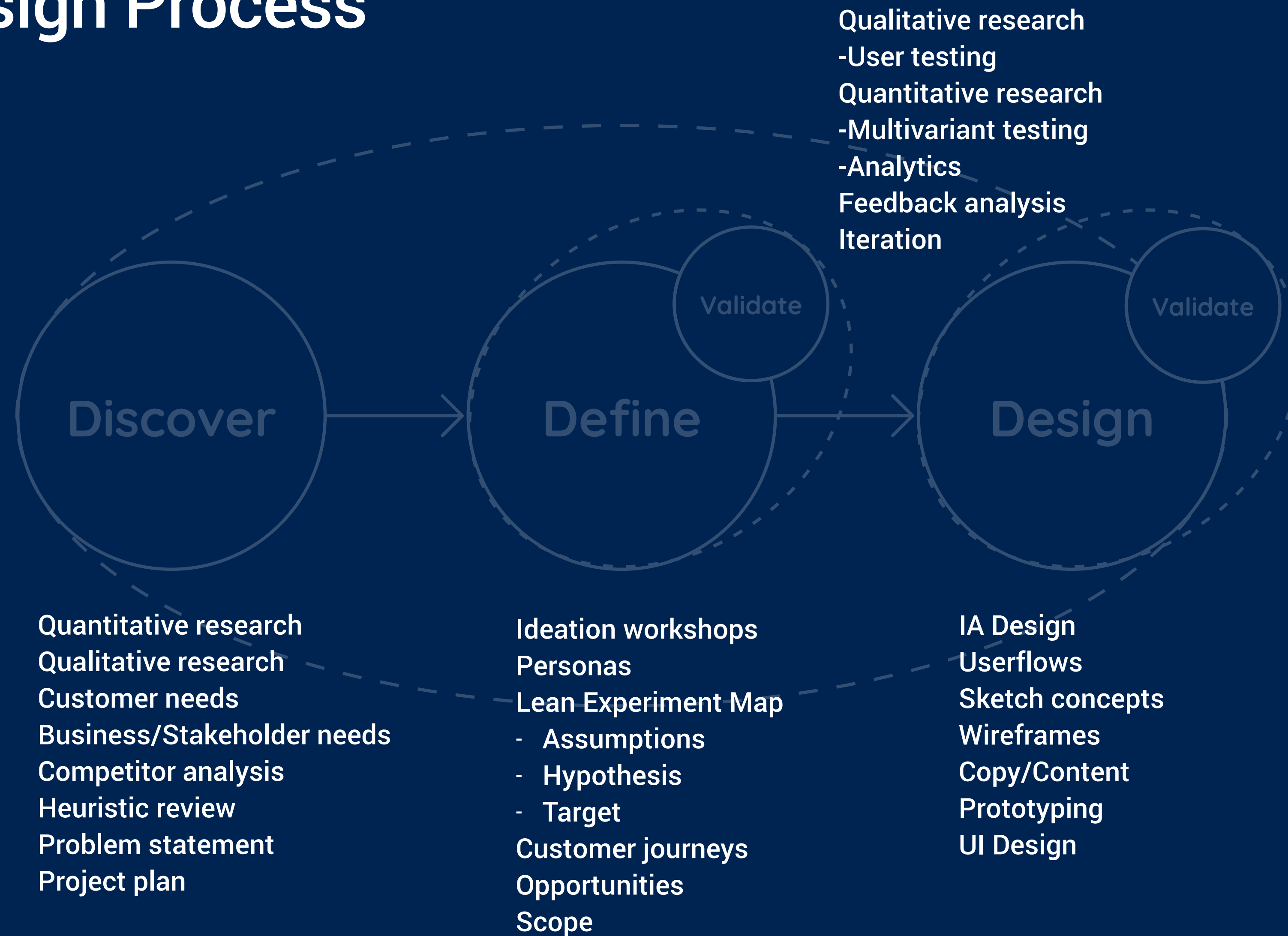
Why have a design process?

Subjective	vs	Objective
Personal perspectives		Hard facts
Feelings		Customer feedback
Opinions		Evidence

Product Design Process



Product Design Process



Lean Experiment Map

Declare Hypothesis

We believe:

If we do X

We expect:

Y = audience

To do:

Z = behaviour

(increase £Z)



Run the experiment

Design experiments that drive expected behaviours

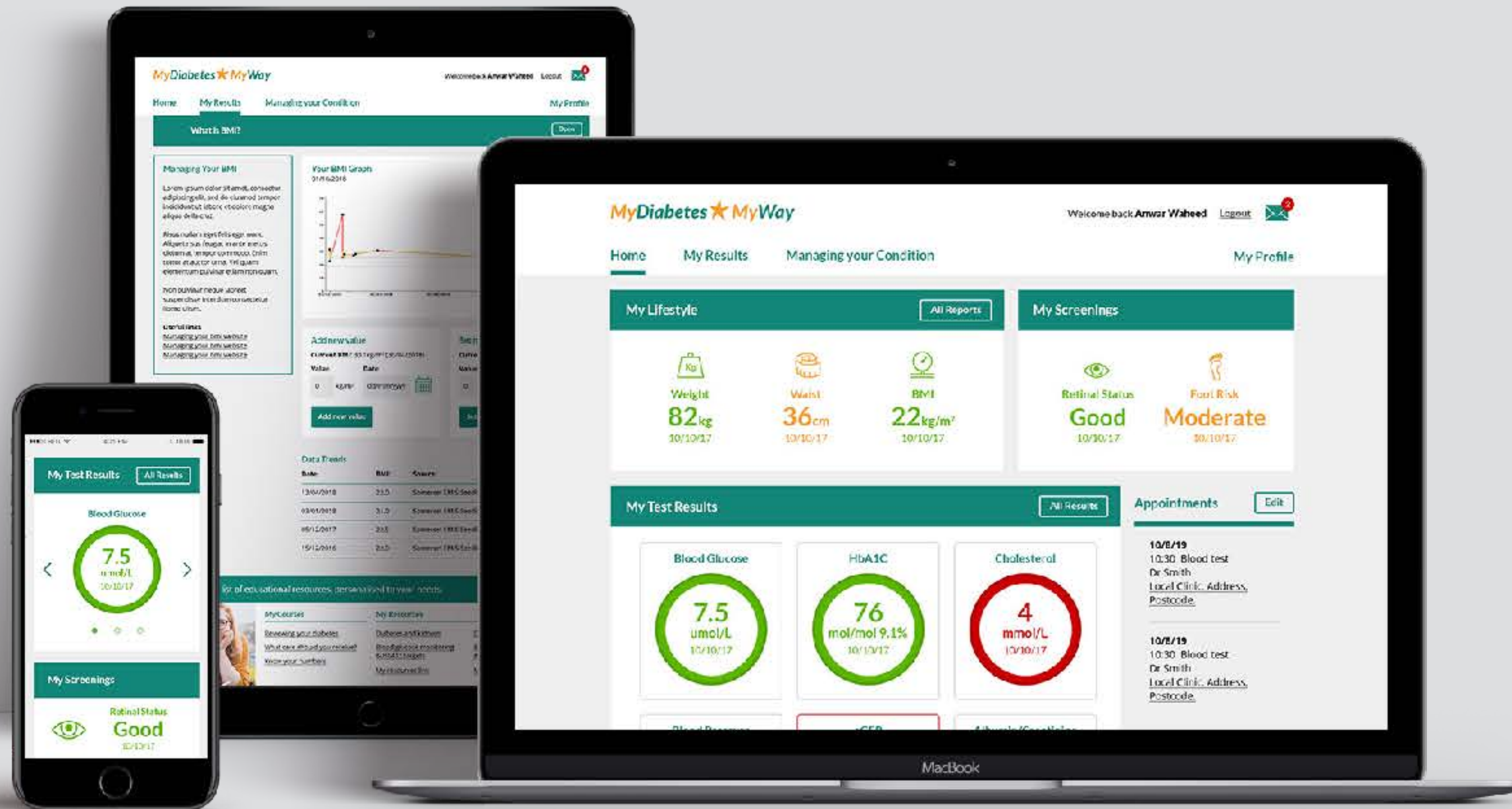
What do we feel is achievable target?

Track and capture actual results

Interpret why we might be seeing these results

Make further improvements or pivot

MyWay Digital Health



MyWay Digital Health

Discover



Problem

Setting lifestyle goals unlocks new content and engagement for the user such as alerts and more personalised advice.

However, users are not engaging with the current functionality.

The image shows a mobile app interface with a white background and rounded corners. At the top, there's a section titled 'Add new goal' in green. Below this, there's a dropdown menu with 'Cholesterol...' and a downward arrow. Underneath, there are two input fields: 'Value' with '0' and 'kg/m²', and 'Date' with 'dd/mm/yyyy' and a calendar icon. A green button labeled 'Add new Goal' is at the bottom of this section. Below this, there's a green header for 'My Learning' with the text 'A list of educational resources, personalised to your needs.' At the very bottom, there's a photo of a woman with glasses and long hair, resting her chin on her hand.

Hypothesis

Users do not understand the reason or benefits of setting goals. It's too manual and not engaging enough.

They don't understand what values to input.

Users do not know where to find this tool.

Users need a 'hook' and an easier way to set a goal.



Experiment

Create an interactive tool that allows users to see the impact that lifestyle has on their condition (cause/effect).

Make it easy for them to turn these changes into goals.



Behaviour

We expect more users to immediately grasp the concept of lifestyle changes and therefore, goal setting.

Making it easy to set goals will increase the use of this feature and MyWay can develop more targeted content.

MyWay Digital Health

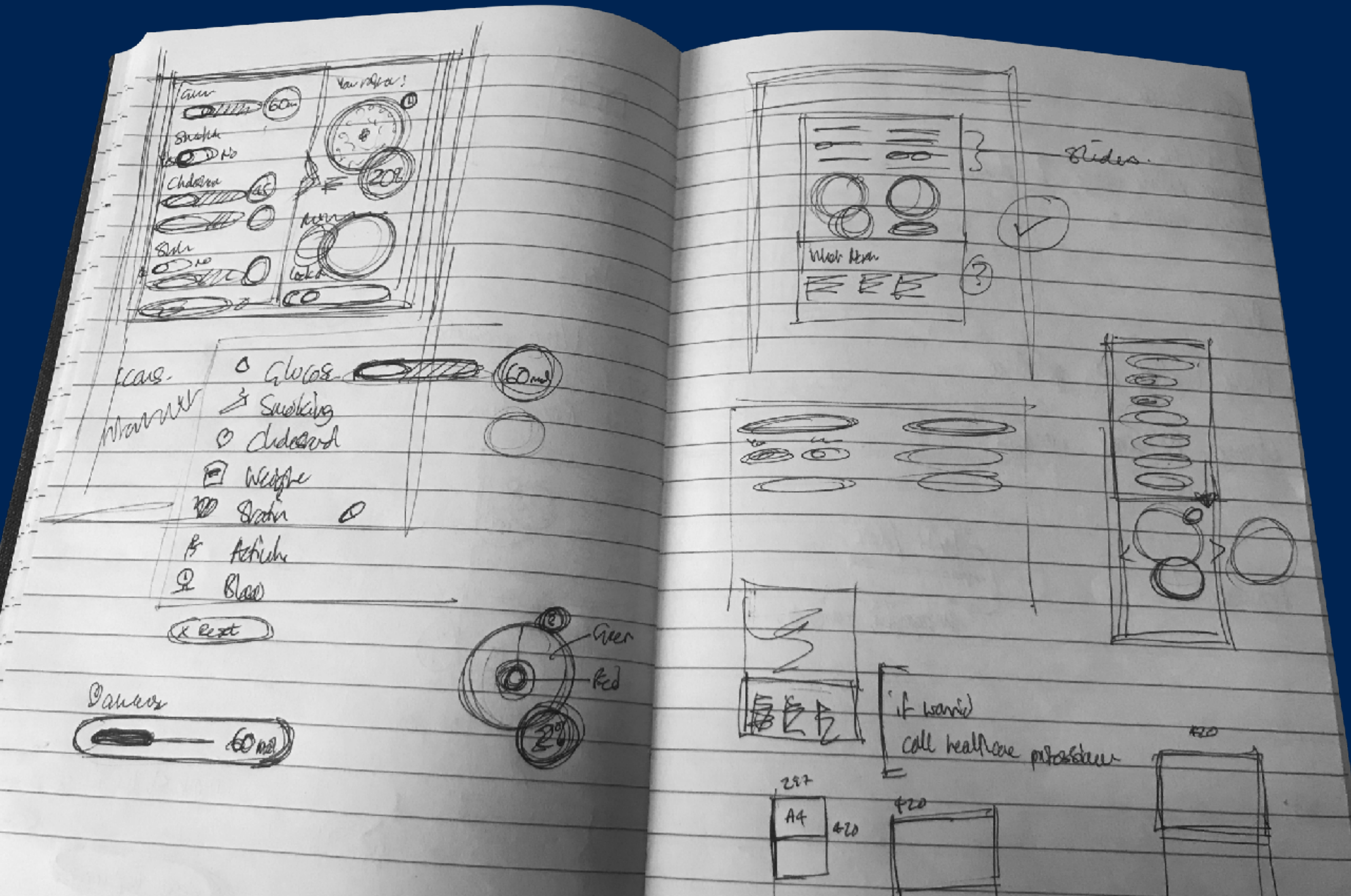
Define

Ideation

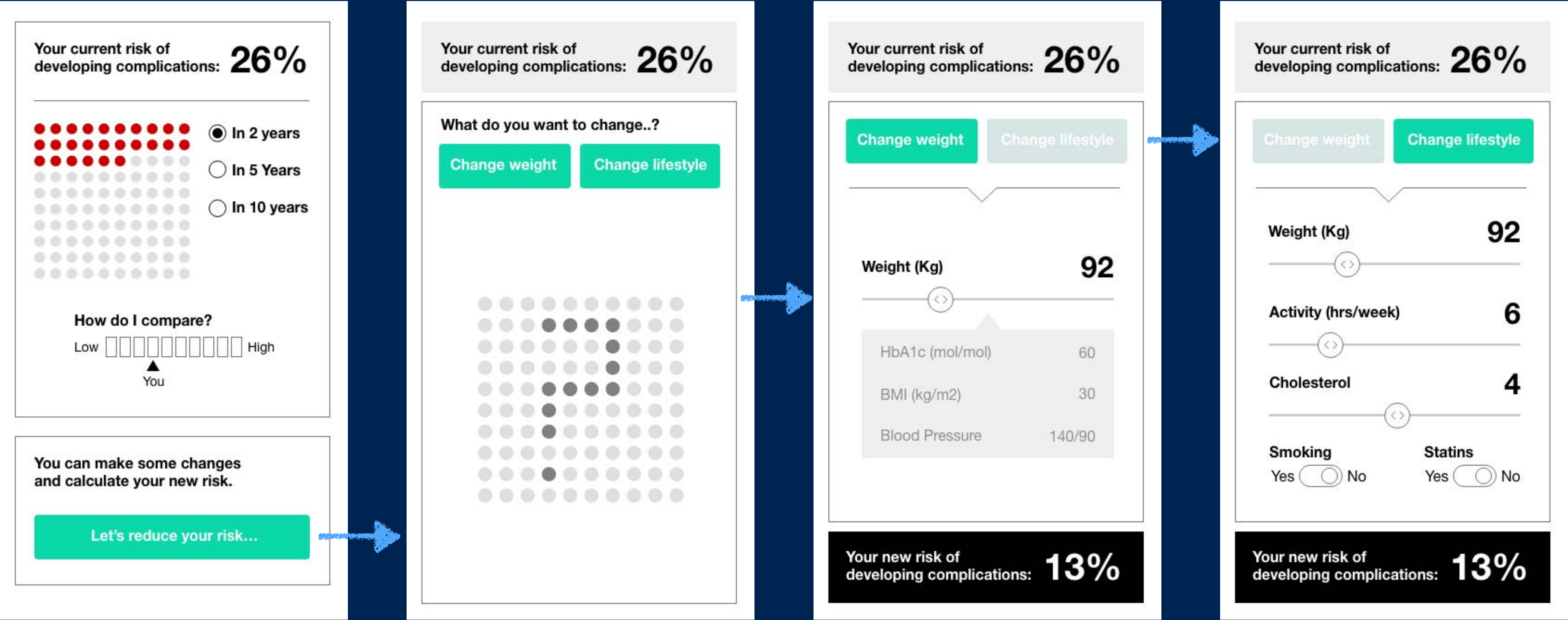
Sketch and workshop ideas.

Scope

Frame the solution: to take the user on a journey from their predicted risk to a new future risk by allowing them to make theoretical lifestyle changes whilst seeing the effect in real-time. Then easily save those changes as goals.



Wireframes (designing the journey)



MyWay Digital Health

Design

Interactive lo-fi wireframes

Show users their current risk and compare rating against peer group. Allow them to see current risk over 2/5/10 years.

Allow users to see how their risk can change by adjusting key parameters:

- Weight
- Activity
- Cholesterol
- Smoking

Give option to change weight as a quick goal setting feature, or change lifestyle to set several goals.

The wireframe is presented on a white smartphone-like device against a dark blue background. It features two main sections. The top section, titled 'Your current risk of developing complications: 26%', includes a 5x10 grid of dots where the first 13 dots in the top row are red, representing the 26% risk. To the right of the grid are three radio button options: 'In 2 years' (selected), 'In 5 Years', and 'In 10 years'. The bottom section, titled 'How do I compare?', shows a horizontal scale from 'Low' to 'High' with 10 empty square boxes. A black triangle points to the 5th box from the left, with the word 'You' centered below it. At the very bottom, a teal button contains the text 'Let's reduce your risk...'. The entire interface is enclosed in a light gray rounded rectangle.

Your current risk of developing complications: **26%**

☒ In 2 years
☐ In 5 Years
☐ In 10 years

How do I compare?

Low ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ High

▲
You

You can make some changes and calculate your new risk.

Let's reduce your risk...

MyWay Digital Health

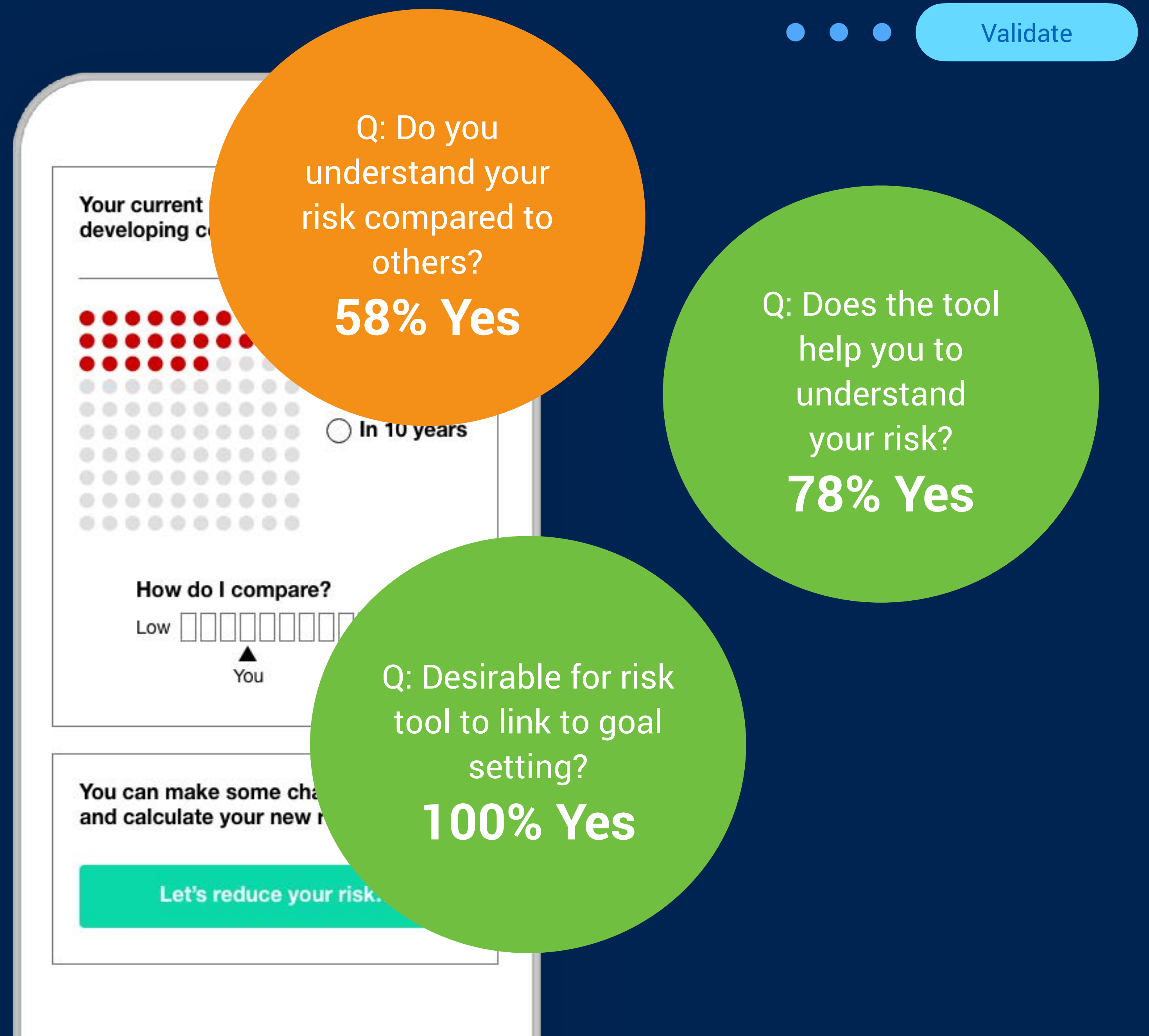
User test

Run user tests with 30 participants, made up of stakeholders and real users. Test for:

Usability - is the feature intuitive?

Task completion - can the user successfully use the feature to create a goal?

Understanding - does the feature clearly present the users current/future risks?



Result

Users reacted positively to the new goal-setting feature and were overwhelmingly more likely to engage with it, when compared to the existing version.



Why?

Because the tool helps them to understand their current risk and allows them to see how lifestyle changes can reduce that risk over time. The system creates the goal for them.



Next steps

More work is needed around showing their risk compared to their peers as this was still not intuitive enough for them to understand. This was simplified for Release 1.

MyWay Digital Health

MyDiabetes★MyWay

2

Your current risk of developing complications is: 26%

How do I compare?

Out of 100 people with your risk factors, this is how many would be expected to develop diabetes-related complications...

In 2 years

In 5 years

In 10 years

Let's reduce your risk

MyDiabetes★MyWay

2

Change weight & others

Change all

Weight (Kg)

72

HbA1c (mol/mol)6.5%

BMI (kg/m2)30

Blood Pressure140/90

Activity (hrs/week)

8

Cholesterol

5.5

Save these settings as goals

Your current risk: 26%

Your new risk: 13%

MyDiabetes★MyWay

2

Change weight & others

Change all

HbA1c (mmol/mol)

60

BMI (kg/m2)

28

Blood Pressure

140/90

Statins

Yes

No

Smoking

Yes

No

Save these settings as goals

Your current risk: 26%

Your new risk: 13%

MyDiabetes★MyWay

2

When you set goals you will unlock personalised plans and advice to help you reach your targets.

Help me to:

✓ Reduce weight to 72Kg

✓ Reduce cholesterol to 5.5 mmol/L

✓ Increase activity to 8 hrs per week

✓ Stop smoking

By date:

DD/MM/YYYY

Set this new goal