FOCUS ON USER AND ALL ELSE WILL FOLLOW

Liga Letina

Design
User Experience

— If the system
doesn’t solve
your users - patient's problem,
it wouldn’t solve yours.

Usability problems of eHealth systems

- Navigation
- Information density
- Nested and hidden data
- Misleading data sorting
- Language & terminology

ISO 9241-210 (2010) Human - Centered Design for Interactive Systems

- understand and specify the context of use
- specify the user requirements
- produce design solutions to meet user requirements
- evaluate the designs against requirements

BUSINESS REQUIREMENTS
USER/ PATIENT NEEDS
ANALYSIS
USER RESEARCH/ TESTING
FINAL REQUIREMENTS
STRUCTURE
USER RESEARCH/ TESTING
WIREFRAMES
USER RESEARCH/ TESTING
DESIGN
USER RESEARCH/ TESTING
DEVELOPMENT
USER RESEARCH/ TESTING

Health Seeking | Patient Journey

	Caregiving 2 Years	Health Incident 2 Months	Diagnosis 2 Weeks	Treatment 2 Days	Living With Future
Situation					
Care Providers	Father's care team: surgeon, oncologist, pharmacist, chemotherapy nurse	Primary care physician Nurse	Attending physician Staff resident	Cardiologist Electro-physiologist Nurse practitioner	
Touchpoints	Family and friends, Web, clinicians	Social media friends, doctor, pharmacy Hypothyroid, metabolic syndrome, anxiety, multiple medications	ER, lab, insurance, pharmacy Medications—cardiac condition	Hospital, family, clinical team Medications—SVT ablation	Social media, health communities Medications
Journey	Family caregiver	Primary care—initial diagnosis	Emergency care—cardiac diagnosis	Specialist care—cardiac treatment	Health community advocate
Patient Role	Caregiver/consumer	Ambulatory	Outpatient	Inpatient	Advocate

Father, Relatives, Friends, Daughter, Elena

Elena

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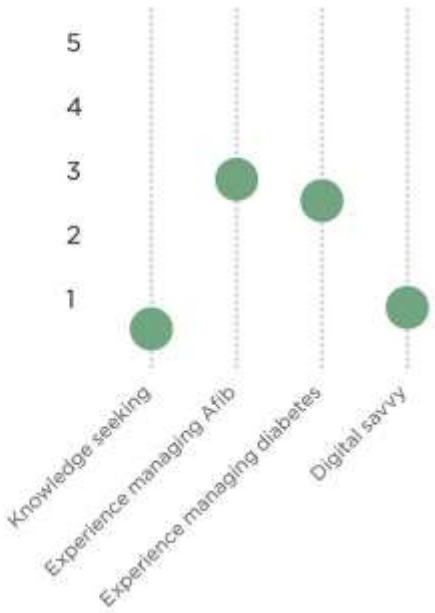
A Guy's Guy | Tom

Profession: Mechanic Age: 62

"I'm not interested in taking rat poison"

Tom is a mechanic. He immigrated to Canada from Poland at age 30. Tom refuses to go on blood thinners for stroke prevention because he read somewhere that it is rat poison. He calls himself a "simple guy" and enjoys poker with his friends on the weekends, watching car racing on TV and 2 beers/night. He is divorced and does not have children. He hates technology and has been frustrated at work recently because of a new policy where he has to enter his work orders into a computer. He eats out at his favorite diner 4 nights a week, except for the weeks he sees his family doctor because "he wants his cholesterol number to be good when he does his bloodwork."



Key Characteristics	Medical History	Medications	Influencers	Frustrations & Pain Points
Identifies as a "simple guy"	Type 2 DM	Atenolol 50mg OD	Friends	Hates technology
Traditional	CAD	Metformin 1g BID	Family doctor	Resistant to blood thinners
Divorced	MI	Ramipril 10mg OD	Tradition	Gets frustrated easily
Hates technology	AF	Atorvastatin 40mg OD		
		ASA 81mg OD		

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Consumer design research methods	Stage 1: Ideation and market analysis	Stage 2: Research and concept design	Stage 3: Product development	Stage 4: Beta and launch
Market surveys	**Important**	Critical	A little too late	Good for assessing market response
Focus groups	A little early	**OK, but not sole method**	Too late, except for pricing	
Direct customer feedback		**Initial product idea from users**	Useful for validation	Are we on track?
Sales and service feedback	Address emerging market issues	Useful to know desired features		Help with early feedback from beta
Customer demonstrations	**Is product acceptable?**	**Interactive prototype demo**	Useful for validation	
Concept testing	Generate concepts	**Build and test concepts**	Compare concepts to product	
Heuristic evaluation/ experience critique	**Very helpful**; analyze existing sites and products	**Helpful**; analyze and compare concept with current product		
Usability evaluation		Usability testing of current product to set baseline	**Early product tests**	**The earlier the better**
Web surveys		Gather and evaluate ideas		Helpful for early release feedback
Participatory/ generative methods	Gather range of ideas and latent needs	**Create and elaborate on concepts**		
Contextual inquiry user interviews	Very helpful; fit concept to user need	**Combine with concept walkthrough**		

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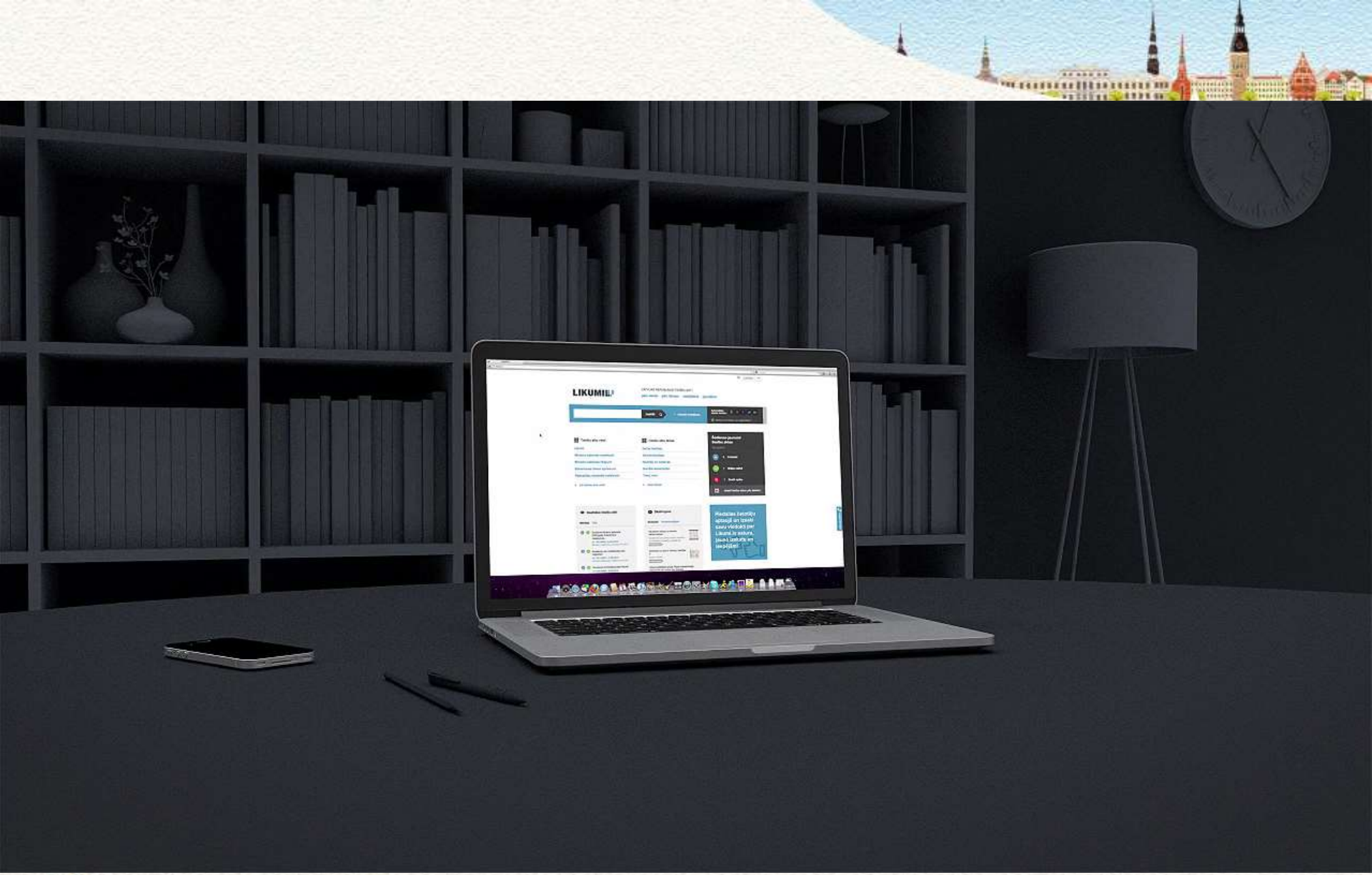

eHealth week 11 - 13 MAY 2015 RIGA, LATVIA

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Results

70% SATISFIED: EASIER TO USE & LEGAL ACTS ARE MORE ACCESSIBLE

+12% USERS

+6% SESSIONS

INTERNATIONAL QUALITY AWARD OF THE YEAR 2013 / FINNISH QUALITY ASSOCIATION

http://likumi.lv/jaunumi/15

— Involve your user
as early as possible.
Design for care.

THANK YOU!

eHealth week

11 - 13 MAY 2015
RIGA, LATVIA

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