

HCD UX Strategy

PeaceHealth Analytics Platform

PeaceHealth Analytics UX Strategy

Adaptive Approach

For fast-paced sectors (Tech, E-commerce, etc.)

RISK LEVEL

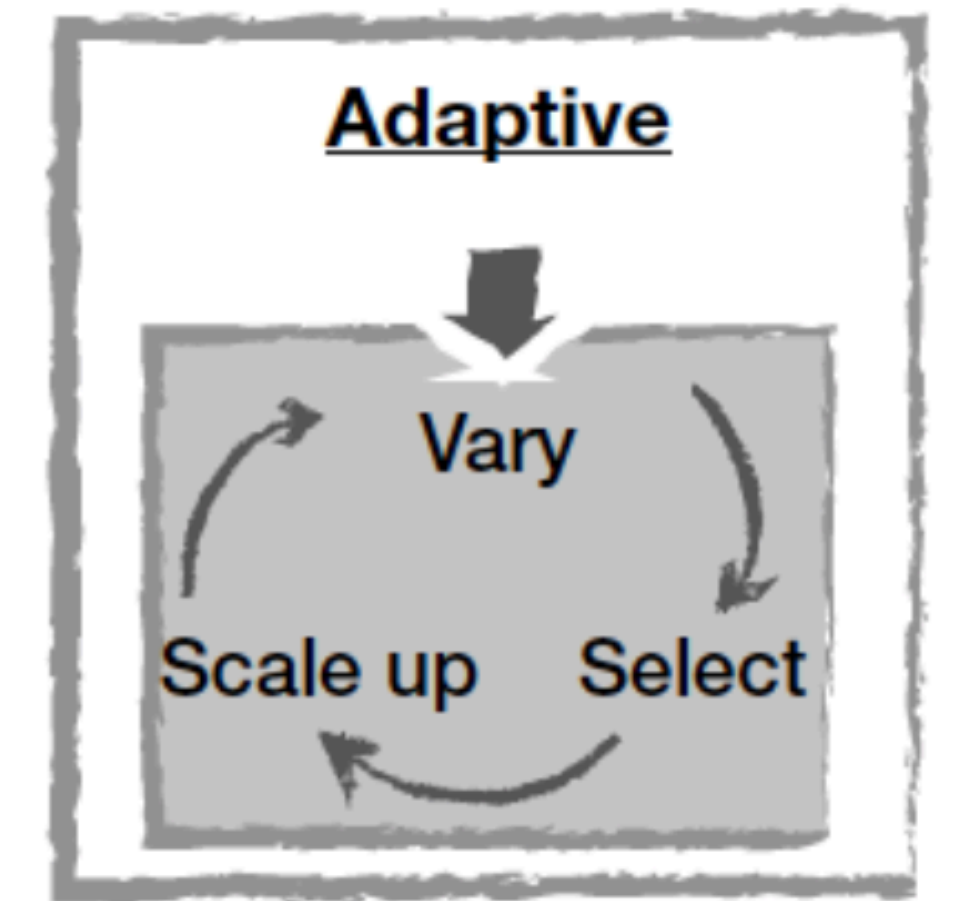
Needs to be considered and explained. Learn by doing.

Steps to take:

- Target Key Partner(s)
- Define User Problems that directly impact business results
- Select "low-hanging fruit" projects
- Implement, measure, and evangelize successes.
- Institutionalize wins
- Re-define & re-select
- Repeat!

Actions at the Project Level:

- Defined problem statement (that the whole team agrees on) from both the business & end-users perspectives
- UI Design feasibility discussions
- UI Design guidelines, standards, frameworks, components that make development fast and easy to communicate across team roles
- Project baseline and targeted success measures (both business and user)



UX Framework

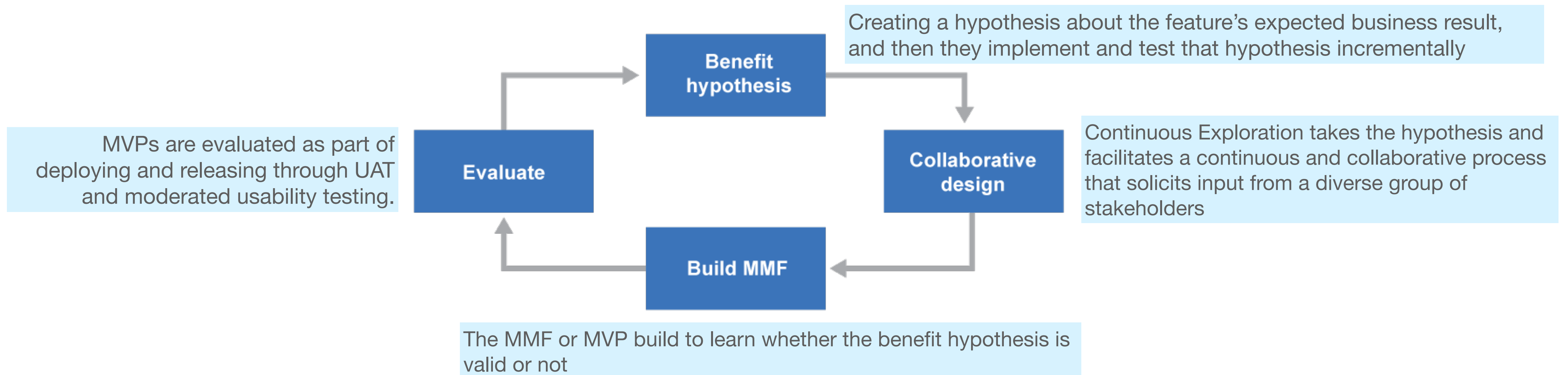
Employ a two-pronged approach

1. Lean UX

For January 1, 2021 deliverables

Lean User Experience (Lean UX) design is a mindset, culture, and a process that embraces Lean-Agile methods. It implements functionality in minimum viable increments and determines success by measuring results against a benefit hypothesis.

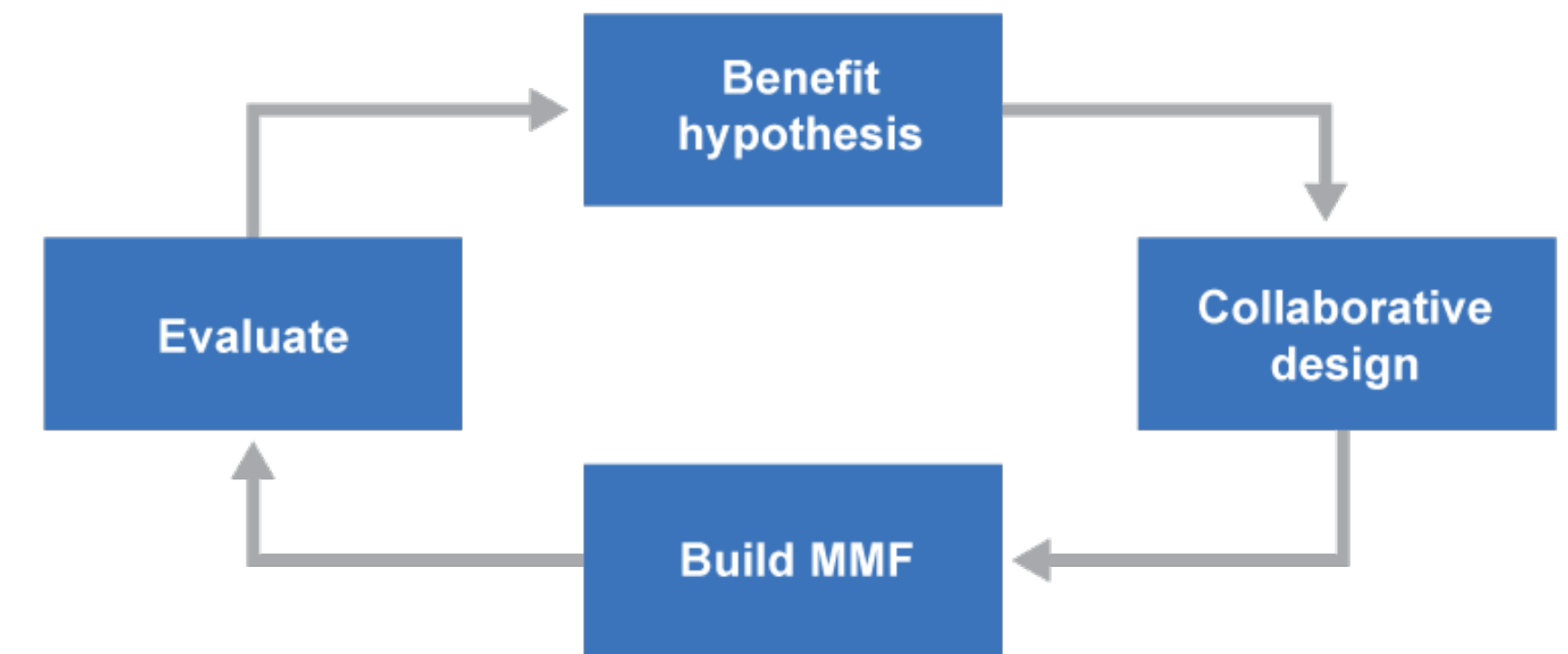
The Lean UX Process



UX Framework

1. Lean UX

For January 1, 2021 deliverables




Apply the Lean UX Process in our Sprint Cycles

Benefit hypothesis: Creating a hypothesis about the feature's expected business result, and then they implement and test that hypothesis incrementally

- Create Epic
- User persona insights to write benefit hypothesis for each feature
- Create user story and acceptance criteria

Collaborative Design: Continuous exploration takes the hypothesis and facilitates a continuous and collaborative process that solicits input from a diverse group of stakeholders

- Initial wireframe ideas from business stakeholder inputs
- Incorporate input from UX and Key Agile team member to finalize design

 **Cary the Consumer**
Age: 36
Location: Reno, Nevada, USA
Time in App: 10 minutes

"I'm a working dad with three children ages 3, 6, and 10. I'm also in a band, which means I want to spend as much time as possible with my kids and my band. I need my package delivered on time so that I can maximize time with my family."

I like technology! I have an iPhone, iPad, and nice home Wi-Fi setup	I'm not home on some weekends	I'd rather order online than dial the phone and talk to somebody
My wife also works during the week, so she doesn't have much spare time to help	Text is my favorite form of communication with suppliers	I don't own a computer, only tablets and phones

What benefits does Cary want?	What features might deliver these benefits?
Benefit Hypothesis	Potential Feature
24/7 access	iPhone app for tracking order status
Ability to receive packages without being home	Secure package delivery/ability to designate delivery to a neighbor
Packages delivered where I want, even if I change my mind	Rerouting packages in transit

Normally, we talk about 'Feature-Benefit'. But in design thinking, it often helps to **flip the ordering** and talk 'Benefit-Feature' as this helps promote considering different features that can provide the desired benefit.

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Build MVPs: Build dashboard in Power BI, add analytics tracking to measure application usage

Evaluate MVPs: MVPs are evaluated as part of deploying and releasing through UAT and moderated usability testing.

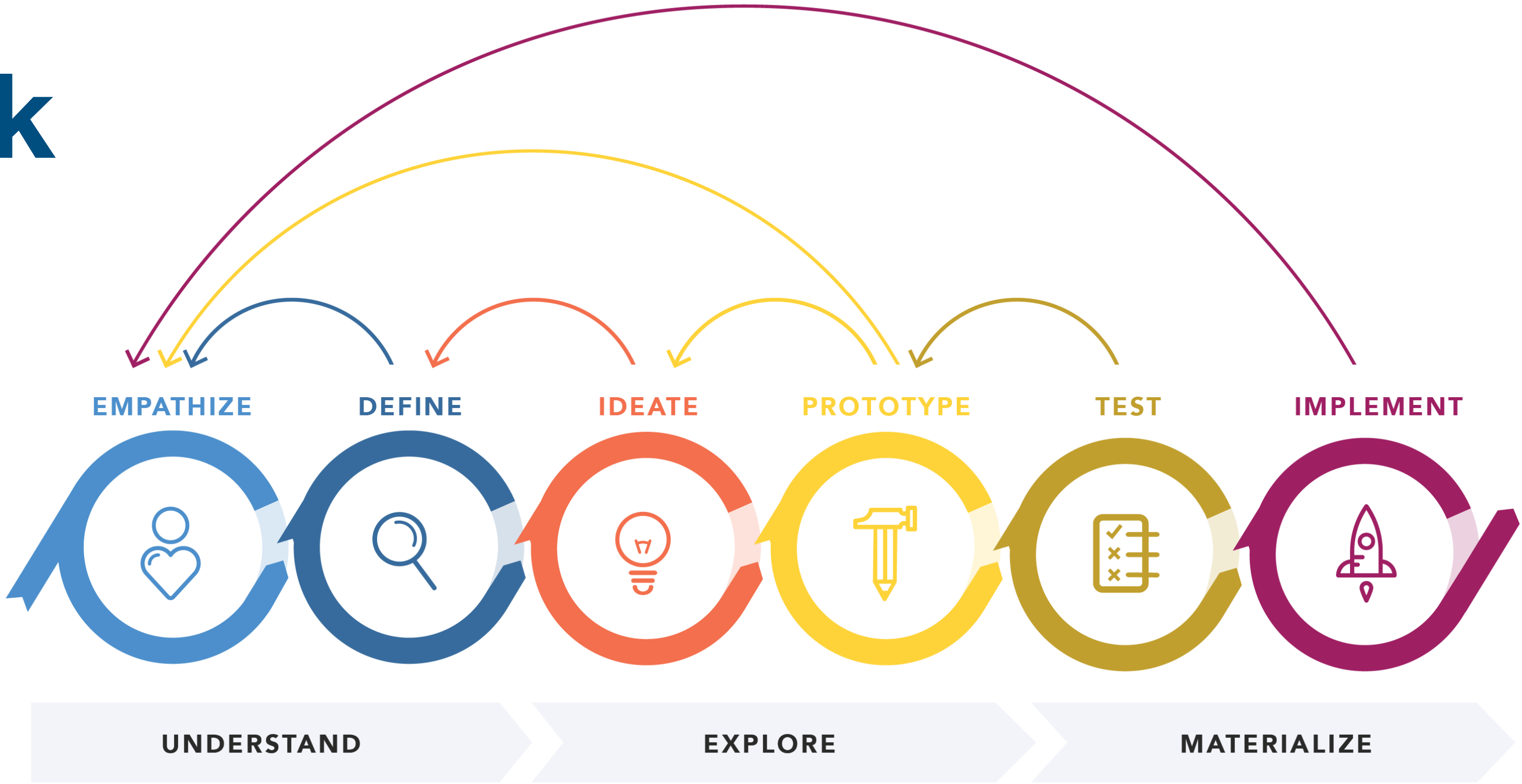
UX Framework

2. Traditional UX

After January 1, 2021

Follow the 3 phases in HCD

- 1. Understand
- 2. Explore
- 3. Materialize



Research to understand the problem to be solved, user needs and pain points

- Desk Research
- Interviews
- User testing with user panel group*
- Dashboard user analytics data from previous release

Ideate possible ideas for personas based experience

- Ideation Workshop
- Brianwriting
- Co-creation white boarding

Create wireframe and mockup prototype

- Low-Medium fidelity wireframe/design mockup
- Clickable prototypes

Conduct usability testing/cognitive walk through with users

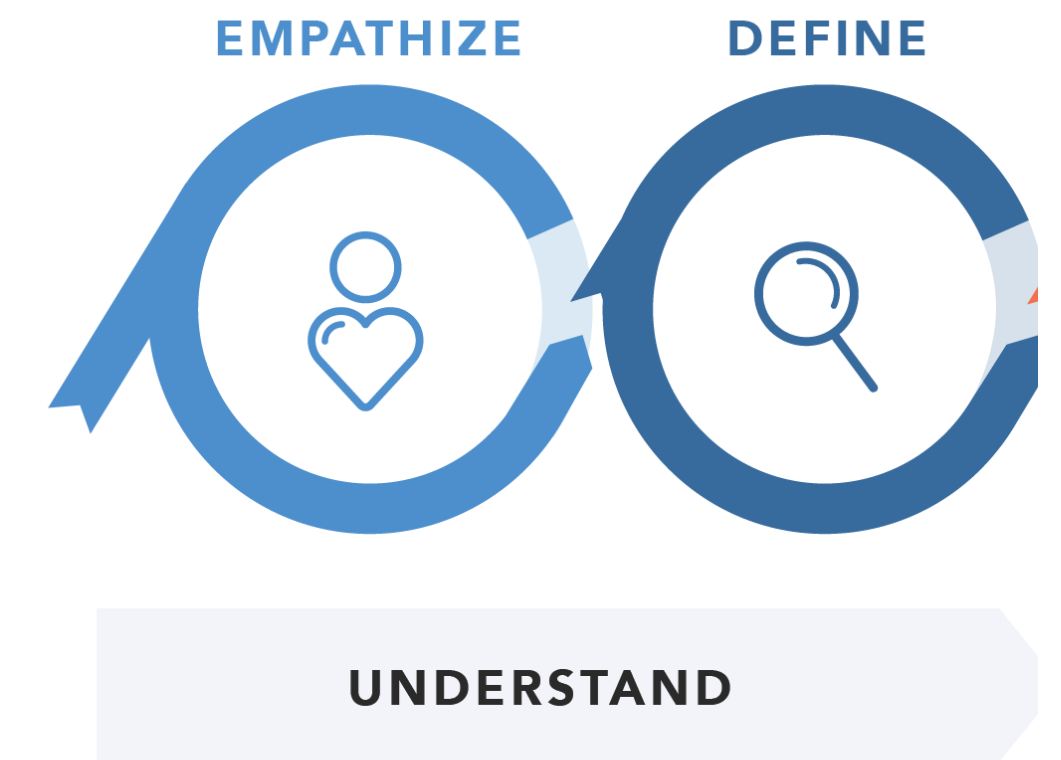
- Test wireframe/mockup prototype
- Iterate on design mockup

Implement Dashboard

- Develop PBI dashboard
- Implement analytics tracking

*Establish user panel group from business stakeholders and PeaceHealth end users for our research to test and co-create the dashboard experience.

Traditional UX Framework: Understand Empathize & Define



What we need to know

- Understand the root problems to be solved
- Understand PeaceHealth goal and vision for this product
- To better understand current data analytics platform, what works well and what not
- Uncover unmet customers needs, and data analytics needs
- Understand how PeaceHealth currently use and share analytics data to inform business decision
- Understand the desirable future stage for PeaceHealth data analytics needs
- Define success criteria

Traditional UX Framework: Understand Research Plan

How we will conduct the research

1. Desk Research

- Leveraging insights from previous interviews, and SOWs
- Interview with internal team member who represents the “Voice of the Customer”
- Competitive analysis

2. Gap Analysis

- Preliminary Synthesis
- Identify missing information

3. Additional Research

- Conduct stakeholder and user interviews
- Contextual inquiry/system usability testing
- Synthesis



- Understand human needs and motivations
- Understand what our users actual do when using the platform as suppose to what they said they do

Traditional UX Framework: Understand Additional Research

Who we need to talk to and approach we will take

User Panel Group

- **PeaceHealth Executive**
 - Market Medical Director
 - UM Medical Director
 - Market President
- **Clinical Operations**
 - Clinical Analyst
 - Population Health Manager
 - Quality Improvement Manager
- **Market Operations**
 - Analytics Analyst
 - Compliance
 - Physician Alignment
 - Payer Partnership
 - Finance Analyst
- **IT/Data Management**
- **Internal Business Stakeholders**

Methods

- Remote One-on-One Qualitative Interview
- Remote Contextual Inquiry and Moderated System Usability Testing

Traditional UX Framework: Understand Research Deliverables

Artifacts to inform strategic design decision

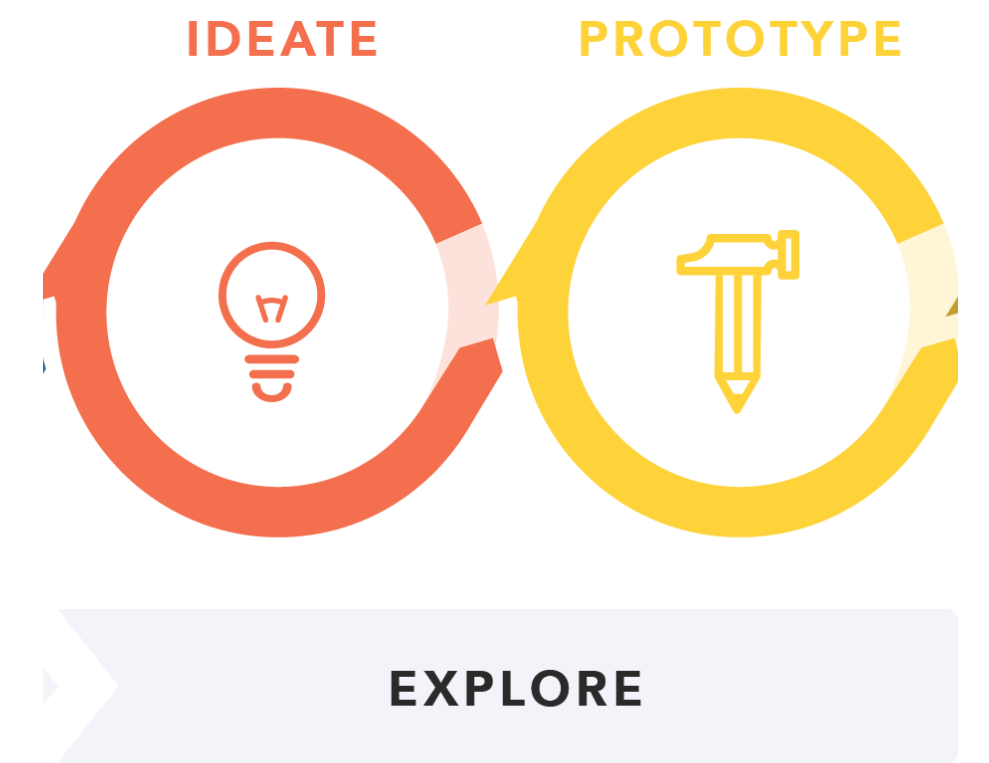
- **Discovery report with findings, including:**
 - A problem statement that articulate a clear understanding of the core problem to be solved.
 - A clear understanding of PeaceHealth goal and vision for data analytics
 - Customer needs, pain points, and an opportunity for improvement
 - Process, platform pain points, and an opportunity for improvement
 - Success Criteria
- **Personas**
- **System Usability Testing Report**



At least 3 discovery sprints or design spikes are needed upfront

Traditional UX Framework: Explore

Ideate & Prototype



Approach

Ideate possible idea for personas based dashboard experience through **ideation workshop** and **white boarding session** with business stakeholder and user panel group

Artifacts to guide our dashboard design

- Dashboard user flow
- Personas-based user experience flow (start with 1-2)
- Wireframe of personas-based dashboard experience (start with 1-2)
- Design mock up prototype for personas-based experience (start with 1-2)

UX sprints are always 2 sprints ahead of development

Traditional UX Framework: Materialize

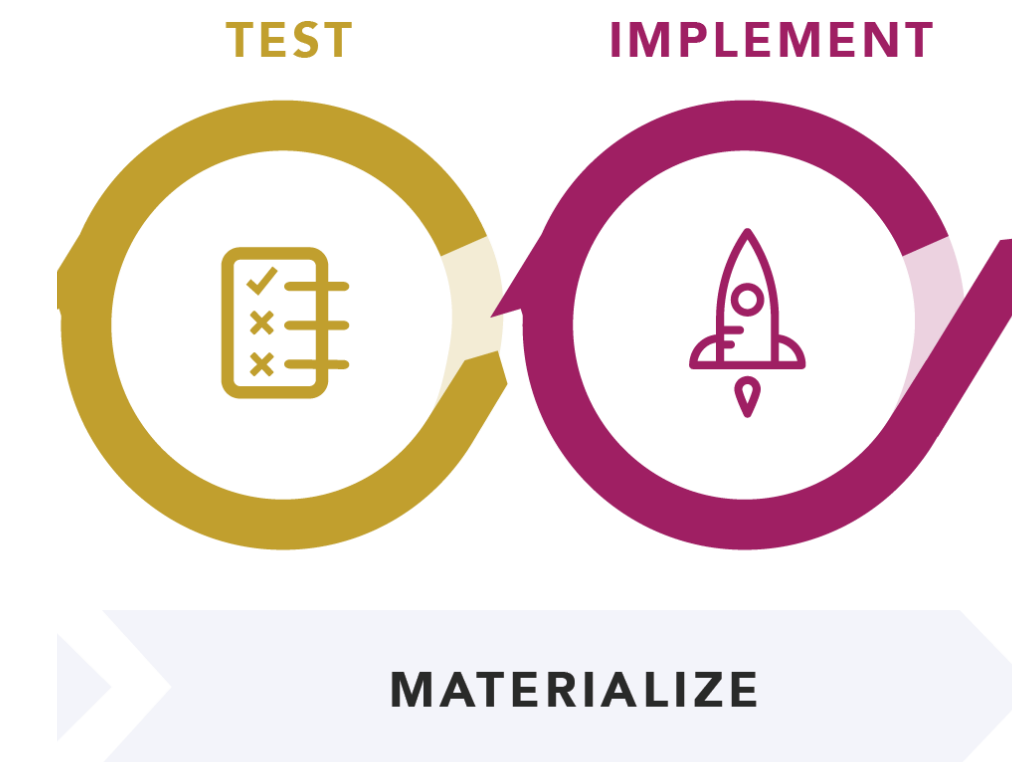
Test & Implement

User testing to iterate on design

- Conduct usability testing and cognitive walkthrough
- Identify and prioritize needed changes
- Incorporate changes on the design mockup

Implement

- Implement Power BI dashboard based on design mockup
- Use application usage analytics data and user testing to benchmark product success and to inform design improvement



UX sprints are always 2 sprints ahead of development

Thank you