



Motivate Recover Inspire

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Problem

- 1 Lack of uptake of a particular medication for cancer patient
- 2 Patients need to have access to information and feel supported during their journey

Patients require a way to be engaged and find reliable and quality information during their treatment journey



User Research

- 1 Conduct interviews with patients**
1:1 interview, survey questions
- 2 Speak to doctors and understand the disease and how patients cope with it**
Interviews, workshop
- 3 Have a chat with behavioural psychologists to gain better insights on patient behaviour**
- 4 Understand the needs of the client, pharmaceutical company**
Stakeholder workshops, card sorting workshops

Understand the pain points and summarize to the top 3 -5 key findings in real life case challenge

Persona

Kamala Scott | 38 yrs old, married, working professional

Kamala is a stage 2 cancer patient. She has been battling it for a while. Although she does have the support of her family, she is losing interest to take her medicines on time and get the prescribed treatments overtime. She is looking for some support and encouragement to fight the cancer battle!

Behaviours, Habits, Stories, Scenarios, Frustrations, Needs, Problems, Goals

(this can be determined through user research when more information is available)

Solution

We believe that by creating an application with **gamification, reliable information** and **anonymous social platform** to interact we will achieve increased uptake on medication and improving patient life.

We will know this to be true when their social profile database increases and we have more virtual coins being collected.



Features & Suggestions

Provide goals and milestones for users to reach and finish their medication on time

Introduce a cancer terminology index of symptoms, types and treatments

Create a anonymous social platform for fellow patients to share their progress and motivate others

Features

01 Motivational badges

02 Daily reminders and check-ins

03 Information centre with reliable sources

04 Anonymous social space to connect and share

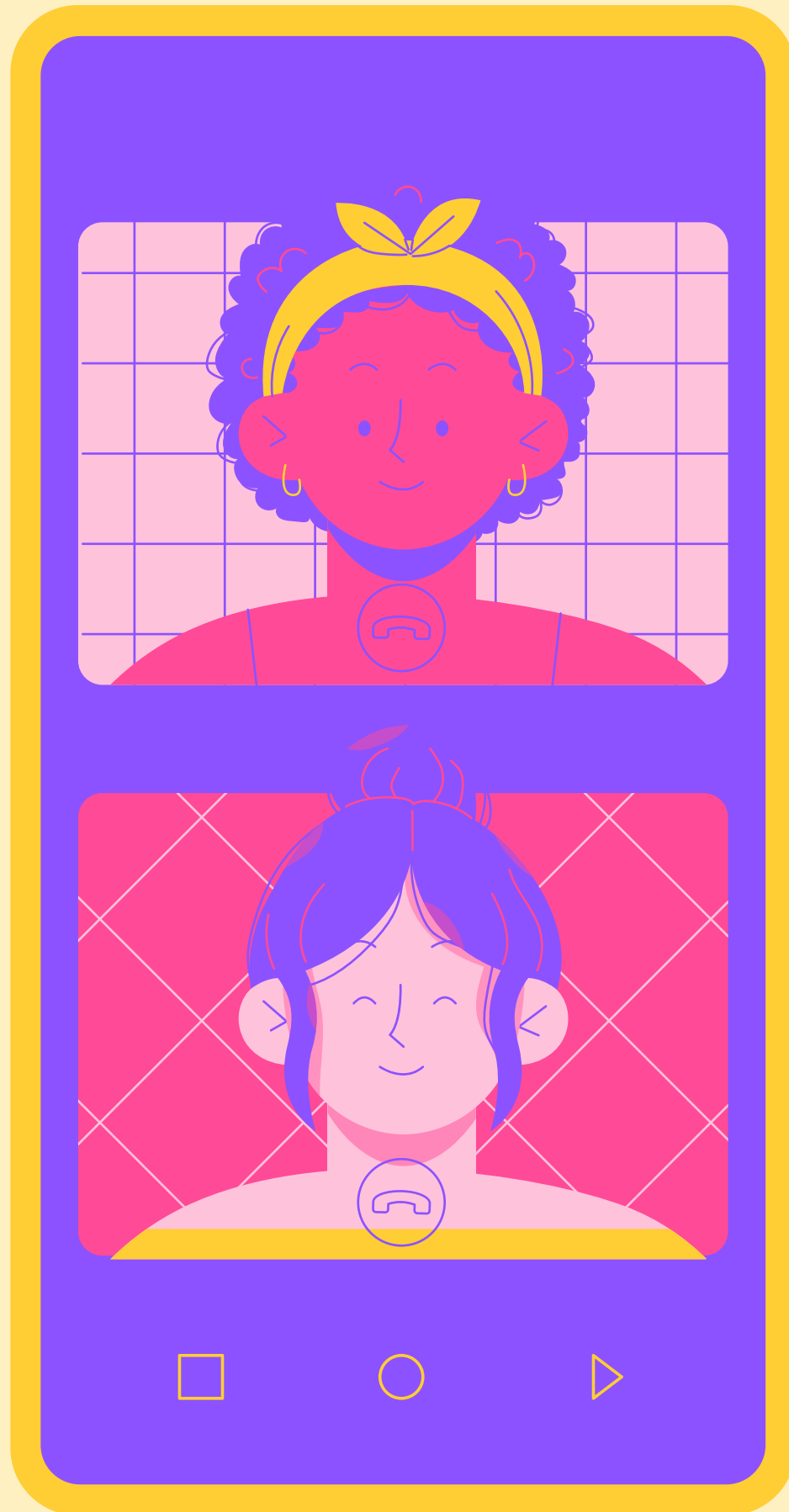
05 Daily tidbits and knowledge inputs

06 Finishing streak achievements weekly

07 Calendar with reminders of appointment

08 Cheering animations on social profile when user completes a milestone

09 Symptoms journal and note taking



Check out CancerAid

[Click to access the Figma prototype](#)

The app name is temporary and will be changed in future



Battling a disease is difficult, but it can definitely be overcome with social motivation and treatments

THANK YOU!

THANK YOU

Please scroll below for references and sketches

Features

Goals

Have goals and milestones for users to reach and finish their medication on time

Provide performance badges everytime they finish a goal

Award virtual coins to motivate them to participate regularly

Calendar & notes

Have a calendar for patients to note their symptoms and notes for the day

In the calendar, provide an option to keep reminders of important doctor visits and follow up treatment services

A view to see all notes when they visit the doctor

Information

Have a cancer terminology of symptoms, types and treatments methods explained to educate and keep them informed

Connect to reliable resources - blogs and medical directories for patients to reach out to

Help them understand the reason for medication

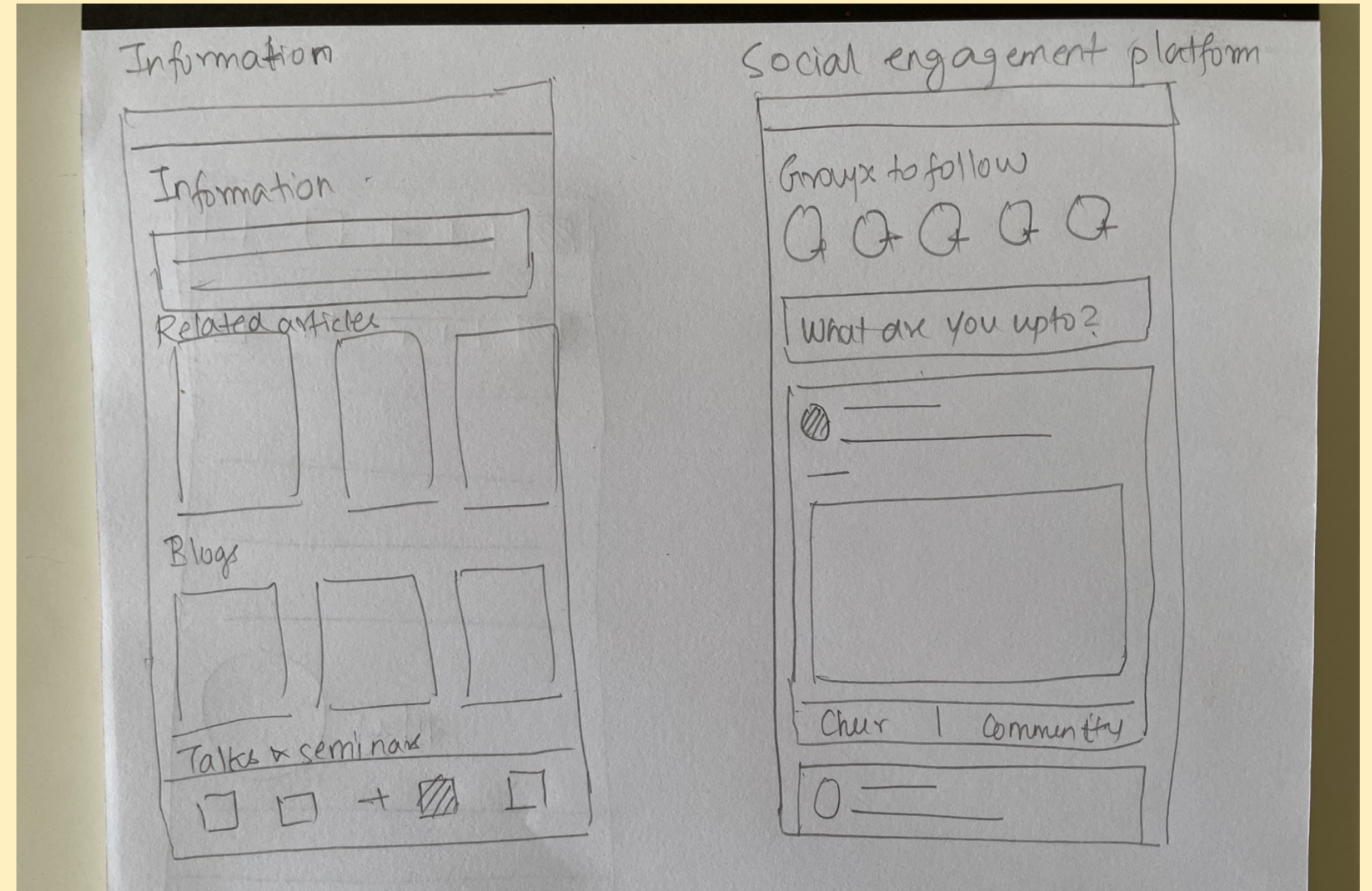
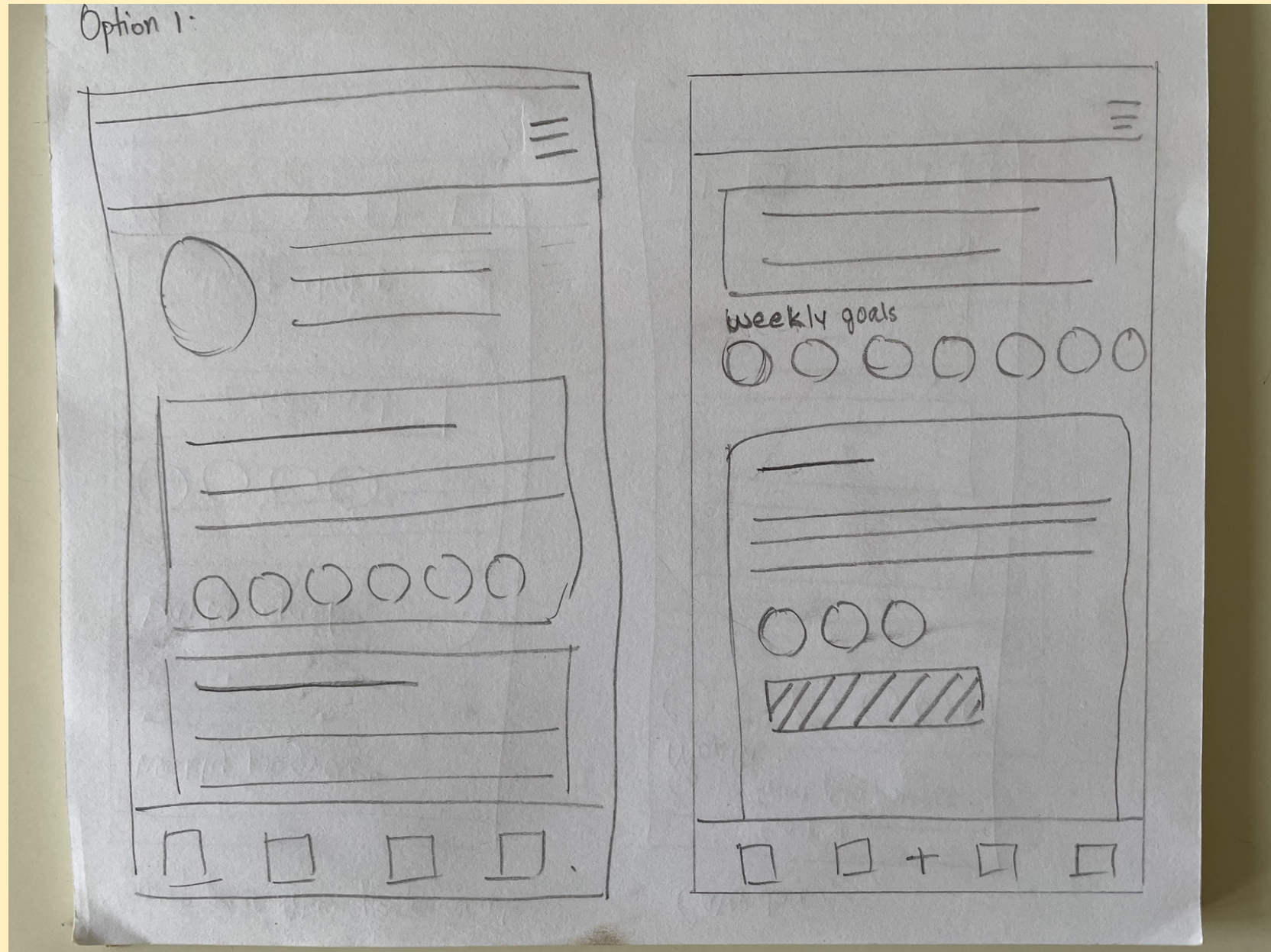
Social engagement platform

Provide a social platforms for fellow patients to share their progress and motivate others

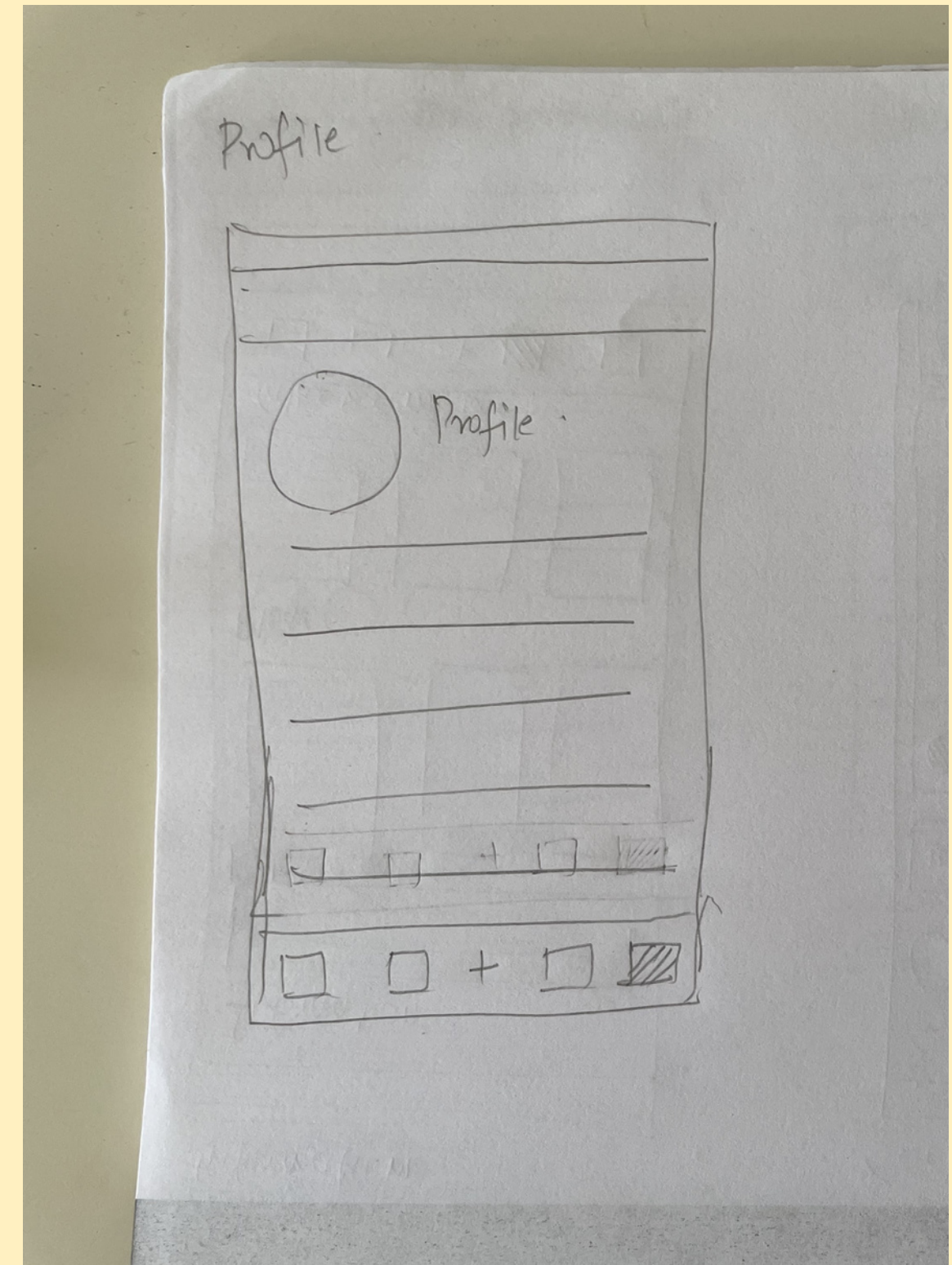
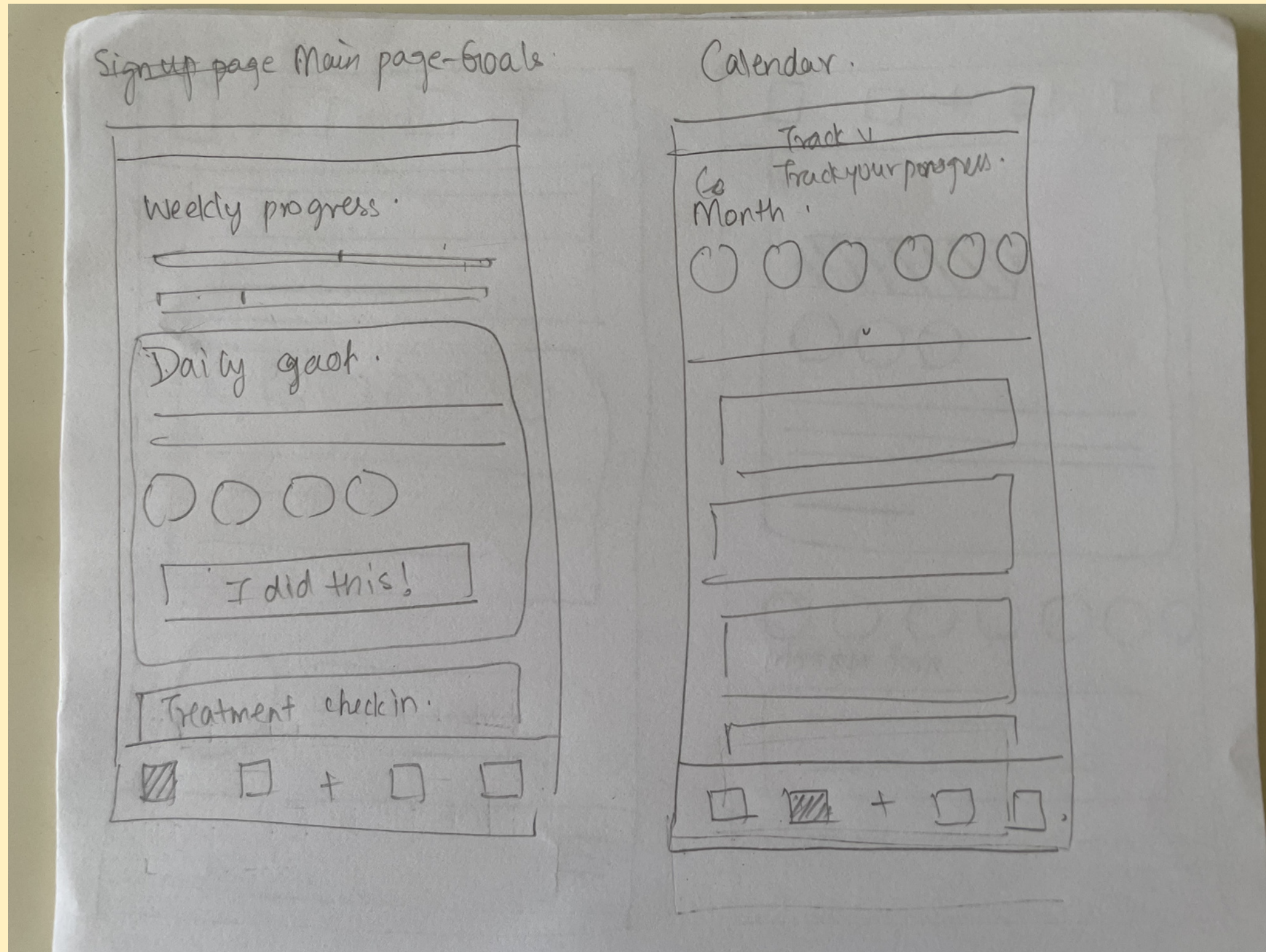
Profile and settings

Profile page to enter their medical condition and recommended treatment to customise the information on

Sketches



Sketches



Tools

- 1 Webflow, Whimsical For userflows
- 2 Whimsical for wireframes
- 3 Figma, Sketch For UI and mockups
- 4 Adobe Invision For prototyping
- 5 Keynote, Canva For Presentation
- 6 Jira, Trello Planning design sprints and product management
- 7 Adobe Illustrator, Adobe After Effects For illustrations and motion design