

Client project reading guide

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Introduction

As the pandemic unfolded and the need for medical assistance grows, RondOm and Stofloos came up with a solution for diabetes type 2 patients. An app that allows you to send pictures to ensure you have the best assistance regarding your medical situation.

Diabetes can cause nerve damage, commonly known as diabetic neuropathy, which can cause tingling and discomfort and lead you to lose feeling in your feet over time. When you lose sensation in your feet, you may not notice a rock in your sock or a blister on your foot, which can result in cuts and sores. Cuts and sores have the potential to get infected. That is why it is so important for diabetes type 2 patients to regularly check their feet.

As the users of this app tend to drop this check from their daily routine, we come into play. As a group of media design students we will come up with a new application design and applicable methods that will help make the check a habit.

The stakeholders of this project are as follows:

Deborah Pelders (Design Researcher, Fontys Paramedische Hogeschool) and Lenn Tjin-A-Sie (Data Consultant & owner Stofloos).

The client of the project is RondOm Podotherapeuten.

Our group consists of four FHICT students; Daan Sewüster, Luca Megens, Sjors Driessen, Stefan Vandenboorn, Laurentiu Dumitrache and Shahaab Rouine.

Approach

My approach was to define first, this helps orientate on how can we can achieve the goal. What are the research questions. I chose for the **design process “define, ideate and design”** because it helps me set clear expectations and decreases the risk of failure.

Define

As we tackle this broad challenge as a group, we decided to **split** this into **multiple research questions** that are also decided into sub research questions. These sub research questions are assigned to our group members.

For the ease of holding important information we decided to use Miro, a website where you can create a digital whiteboard with sticky notes.

I focussed on the question: **“How can we keep the user engaged”**. In this sense, engagement means keeping the user active on the app and make a habit of checking their feet.

Before starting the research I wrote my hypotheses to target my approach on the research, as I already expected some outcomes. This is a brief conclusion of the research:

When looking at **best practices, gamifications** and **easy on-boarding** is often used, this makes it easier for the user to understand the application and stay in the loop. **Giving the user feedback** in the app would be a major improvement, because the lack of feedback in the app is the main reason users drop the check from their routine.

More can be read in the document ‘[Subquestion Research](#)’. For this research mostly **library** research has been done.

Ideate

Now with the direction of solution in mind, I can begin sketching an idea. We held lots of brainstorming sessions to broaden our vision. This helped for me to open my mind and think of other solutions. We made a wireframe of the current structure of the application to get a better picture of the total user experience. From this wireframe we created a new one, one that would benefit and help engage the user more. This can be found [here](#).

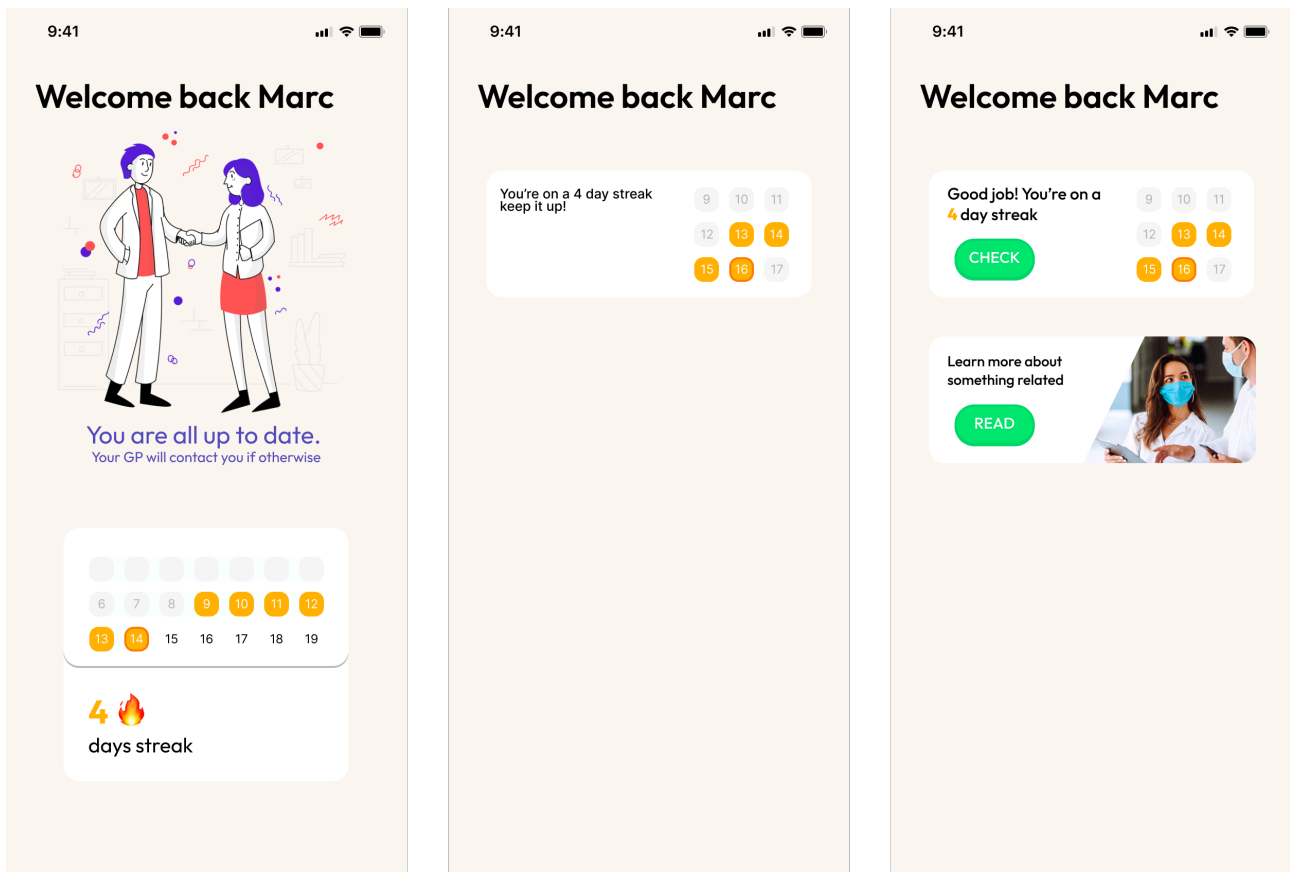


Figure 1 (*iterations of home page feet check application*)

Design

With this new knowledge of how to keep the users engaged, a new design is in order. I usually start a design with just playing with some ideas I created during the previous research phase. My starting designs can be seen above, as I iterate from peer to peer feedback from my group members the design gets more professional. As these iterations happen in minutes a substitution and proof of these small improvements is rather difficult. The full iteration process can be seen in the document '[Design Research](#)', where I break down how I came to a final design and advice.

Test

To evaluate the design that I created, I used an [A/B test](#). This is one of the lab CMD methods. I made two versions of a *streak* calendar and presented it to people that fit into the target audience with instructions. From this user test I found out which design was preferred and that the use of streaks per weeks or months is better than per day as the user would only check their feet every week or month.

Deliver

When I concluded my design was finished, I sat with our team to create a final design from our individual ones. We discussed what features were the best per page and we followed the before made wireframe. This final design was made into a presentable high-end prototype that we presented to the stakeholders.

Research methods

During the research I made use of recommended research methods like CMD.

Library:

A lot of research has been done about user experience, engagement etc., therefore I made use of library research, to not reinvent the wheel.

Field:

When asking people I knew that fit into the target group of the product, I made use of the focus group method.

Lab:

I made use of the A/B testing method when asking for feedback and using multiple designs. As described above, I used this test on people that fit into the target audience. I evaluated the calendar design and found out the days did not work and should be replaced by months or weeks. I also found out that the calendar design is preferred because it helps with the motivation as it shows future days/weeks/months. This can be found at [Design Research p. 3](#).

Showroom:

When delivering our advice document I also made use of the pitch method. The advice document contains all the important researched features we want to highlight and showcase to the stakeholders.

Workshop:

The co-creation method was also used when consulting the target group for feedback while designing the design.

While designing the new application I made use of the following methods; ideation, proof of concept, prototyping and sketching.

Conclusion

I found out that a lot of the user retention and engagement can be positively affected by relatively small changes. Giving the user feedback when sending the picture, letting them know what and when something happens to the information they sent to podiatrist is a crucial part of the user experience. It is the deciding factor of it becoming a habit.

Our product is a high fidelity prototype that was created based on feedback that also has been tested on the target group. This prototype is a good example of a product of the advice document. We sent this prototype to the stakeholder as well.

With the research I have done I made a great addition to the advice document we sent to the stakeholders, explaining what is feasible and what is effective. Small fixes like feedback when the user uploads a picture.

Reflection

To be very blunt and honest, I did not like this project. I did not like the lack of freedom, I had no saying in which group I worked or on what project. That led to a very unmotivated beginning. I would rather have had such a project for a week or two, and after that the individual project. The project itself was very simple and could have been a one man job, so the lack of work also boosted me with laziness.

But there were also very positive sides, I further developed my professional skills like communication.

Stakeholders

The communication with the stakeholders was vague, we were ignored multiple times when mailing them for information. It did not feel like they were interested in our project nor wanted to help. If this would reoccur, I would try to explain this to the stakeholders. Explain what information we need from them, so that we schedule this ahead and hopefully prevent this from happening.

Personal

On a personal level I notice I have grown, for example the way I communicate. Having a group of six and meeting almost every day, having one international student that speaks English requires good communication skills. I learned from that, we were also our own stakeholders from this project in some perspective so we needed to keep up. So when one does not show up at a meeting, I need to say something but also in a professional manner. This is something I want to practice more as it will help me in my future career.

I also had the opportunity to practice my English, I learned a more professional way of speaking. Also writing, I wrote my portfolio in English so that I can ask for peer to peer feedback in the group. I still want to learn English of a higher level and it will help me develop my professional identity as well.

Learning outcomes		Deliverables
1	User Interaction (Analysis & Advice)	Design research Subquestion research
2	User Interaction (Execution & Validation)	Figma my prototype Figma final prototype Design research Advice document Client project presentation
3	Software Design	None
4	Future-oriented organization	Project plan client project Miro board
5	Investigated problem solving	Subquestion research Design research
6	Personal leadership	Reflection
7	Goal-oriented interaction	Project plan client project Advice document Client project presentation Miro board