

**My
Design
Stuff**

Case study

Memorial Sloan Kettering Cancer Center

The Lounge

The Lounge (Memorial Sloan Kettering Cancer Center)

Visual design, UI, UX

Memorial Sloan Kettering Cancer Center (MSKCC) was building a dedicated space for their Teen and Young Adult (TYA) cancer patients and sought our help to design a social media app creating a private online community for patients and survivors enabling them to access support services even when the new physical space was unavailable.

My role was primarily in visual design, designing a cohesive design system across iOS and Android platforms, including branding. At Moment we collaborate throughout the design process, I contributed early on during the initial product definition phase which included value proposition workshops, competitive audit and a user definition guide.

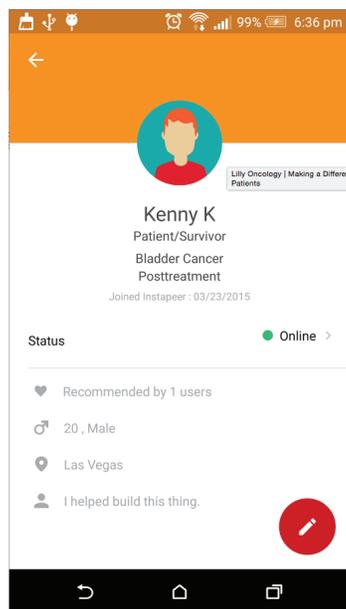
Together we created a vibrant, user-friendly and hugely adopted app. I was especially proud of the app we developed because it encapsulated everything I love about design – solving complex problems, through empathy. And therefore crafting a functional rich experience – and it provided a way for young people to find community in the face of what is inevitably an incredibly isolating experience.

Competitive audit

This is a summary of the themes and opportunities that emerged during the competitive review. We surveyed products and services that specifically support patients with cancer, as well as analogous services and popular messaging apps.

Cancer Support

Chat apps, forums, and discussion boards that foster community among current and former cancer patients and supporters.



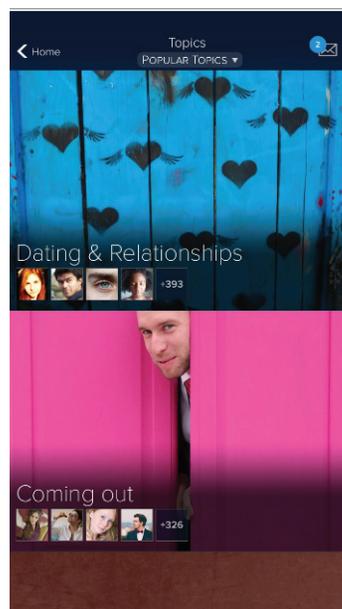
Instapeer

What are the gaps and opportunities?

Outdated message board formats lend themselves to a specific form of communication (Q&A) and can lose momentum over time. Furthermore, unmoderated peer-to-peer advice can lead to misinformation and confusion. Visually, most web-based support forums are out-of-date, providing an opportunity for a fresh, mobile-first look and feel that will appeal to younger audiences.

Analogous Services

Chat apps, forums, and discussion boards that support different communities, including breast cancer patients and survivors, pregnant women, and LGBTQ youth.



Distinc.tt

What are the gaps and opportunities?

There is an opportunity for a mobile-first product that draws on the strengths of these analogies for an AYA audience to share their experiences around cancer. Creating a bespoke, dedicated visual identity that ties together the AYA community, will create a strong connection with MSKCC. The identity system will also help patients own the experience, thus increasing engagement during and after treatment.

Messaging Apps

Mobile apps geared towards young people that allow for one-on-one communication as well as group and forum chats.



Snapchat

What are the gaps and opportunities?

Open forums lack privacy, and the nature of these fast-paced, ephemeral services do not promote discussion around more serious or personal topics in everyday conversation. That said, the MSK AYA app could benefit from the more visual forms of communication popular in messaging

User stories

User Stories include profiles of fictional AYA patients and their hypothetical MSK experiences. These stories will guide our explorations and help us define the product's features.

User Stories | Janet, The Hesitant Engager



| | |
|-------------|--|
| Age | 24 |
| Job | Elementary school teacher |
| Cancer type | Osteosarcoma |
| Character | Curious, goal-oriented, and wary of meeting new people |
| App trigger | Can't find reliable answers to her questions elsewhere |

About Janet
Janet is having a hard time dealing with her diagnosis. She wants to learn everything she can about her disease, treatment and side effects. She comes to treatments with her mom, who is very involved. Still, she has questions she doesn't want to ask her mom. She's usually too uncomfortable to even ask her doctor. Emotionally, Janet feels depressed, alone, and tired of fighting.

Treatment Experience



| EXPERIENCE STAGES | Enter | Engage | Extend |
|-------------------|---|---|--|
| USER NEEDS | Get help | Understand | Escape isolation |
| USER EMOTIONS | Shocked, anxious | Worried, self-conscious | Isolated, lonely |
| KEY MOMENTS | <ul style="list-style-type: none"> Janet recently finished college and was about to begin a teaching job when she's diagnosed with cancer. She has a lot of questions about her treatment but is overwhelmed with all of the information. At her first appointment, she flips through her new paperwork, and learns about the MSK AYA app. A nurse comes in and offers to help her register, so Janet downloads the app and, with Nurse Jackie's help, registers. | <ul style="list-style-type: none"> Following her surgery, Janet is alone in her room. Her mind is flooded with questions. She wants to talk to someone but it's 3am. Janet starts researching her body image concerns online. There's a lot of information, but she doesn't know who to trust. While she's searching, Janet remembers the app, and logs in to search for advice. | <ul style="list-style-type: none"> Over time, Janet often searches for information on the app, occasionally posing questions of her own. As chemotherapy ends, she starts to feel anxious about what's next. Janet tries to connect in her friend, Susan, but Susan doesn't know how to help. Janet decides to reach out to the community of peers she met on the app to talk about some of the side effects she's been having, like hair loss and weight gain. Some of the people she talks to share similar experiences, which is really comforting. |

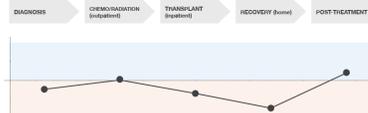
User Stories | Lucy, The Social Butterfly



| | |
|-------------|--|
| Age | 18 |
| Job | High school senior |
| Cancer type | Hodgkin's lymphoma |
| Character | Chatty, energetic, and extroverted |
| App trigger | Wants to meet peers like her and talk about how she really feels |

About Lucy
Lucy is not letting her diagnosis get in her way. She often gets tired, and faces a long inpatient admission for transplant, but she tries to stay cheerful and positive. Lucy loves social media. Before her diagnosis, she used multiple apps to post updates and photos, but since her treatment, she hasn't been comfortable posting anything on mainstream apps. Lucy is feeling lonely and is looking for others who "get it".

Treatment Experience



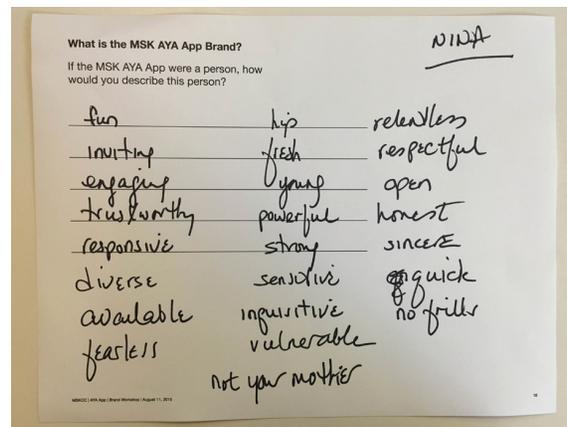
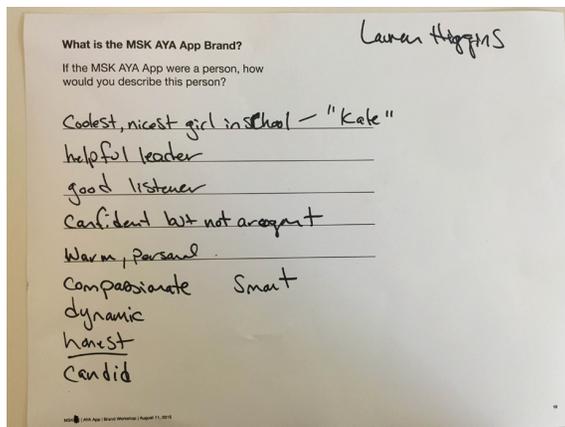
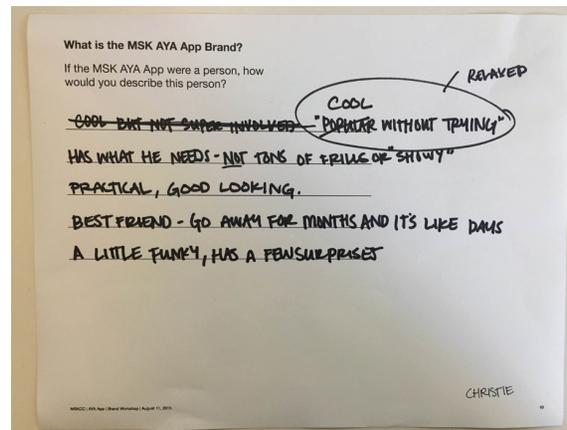
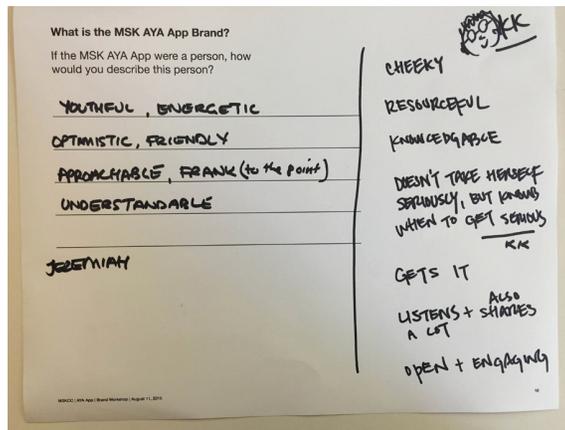
| EXPERIENCE STAGES | Enter | Engage | Extend |
|-------------------|--|---|--|
| USER NEEDS | Get help | Escape isolation, cure boredom | Escape isolation |
| USER EMOTIONS | Scared but hopeful | Cocooned | Alone |
| KEY MOMENTS | <ul style="list-style-type: none"> When Lucy is first diagnosed, she doesn't really grasp the gravity of the situation. She's happy to let her mom worry about treatment. Lucy learns about the new lounge and decides to check it out. Her outgoing personality makes it easy for her to strike up conversations. While she's hanging out, Lucy notices a poster for the MSK AYA app and decides to download it, but doesn't have a passcode yet. Fortunately, one of her new friends, Todd, has the app, and he shows Lucy what it's like. | <ul style="list-style-type: none"> During her first treatment, Lucy is given a code to log on to the app. She logs in and searches for Todd and her other new friends. After browsing friend's profiles, she stumbles across upcoming events. Lucy adds a Movie Night to her calendar, then spends the rest of her time chatting with friends or on different forums. Throughout Lucy's outpatient experience, she spends a lot of time hanging out in the lounge to pass the time and meet people. | <ul style="list-style-type: none"> Lucy's last stage of treatment includes a stem-cell transplant, which leaves her confined to her room as an inpatient. After Lucy's transplant, she is stuck at home for a time. Often, she gets too tired to even text or chat with friends on her phone. Mostly, Lucy uses the AYA app to check out what others are saying and going and sends an occasional response. When she's really lonely or feeling sad, she finds comfort in sharing her thoughts with others like her. |

Brand workshop

I ran a branding workshop to create a unified but appropriate brand for the Teen and Young Adult demographic of 18-30 year olds.

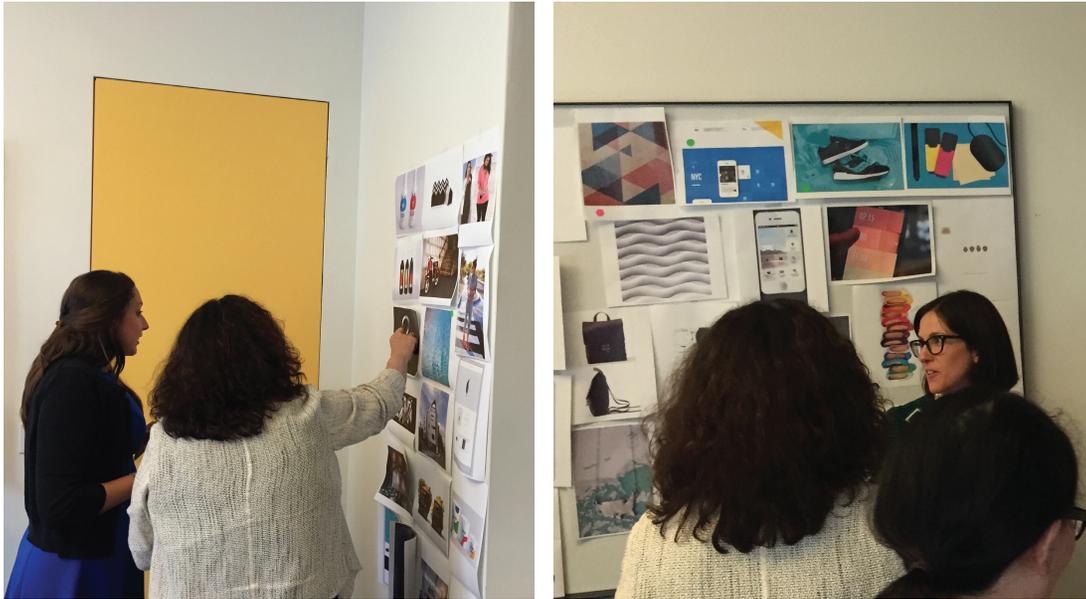
Together with the projects main stakeholder and the head of Marketing we spent a whole day defining the voice of the brand as well as identifying image styles to explore.

If the app were a person...



Brand activity

Each participant was given 10 red dots and 10 green dots, denoting undesirable and desirable attributes respectively. 20 minutes was allocated to walk around the room mark images they found desirable and undesirable.



Brand activity

After the main sticker activity, images from undesirable attributes on the left to desirable attributes on the right were placed on the wall. We then had a discussion around key images and what they evoked, using post-its to capture relevant words.



Findings

Desirable attributes

Relentless
Bold
Simple
Playful
Authentic
Stable
Straightforward
Dynamic
Intuitive

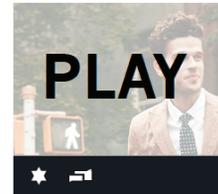
Undesirable attributes

Cold
Clinical
Antiseptic
Arrogant
Dull
Too Playful
Slick
Mysterious
Confusing

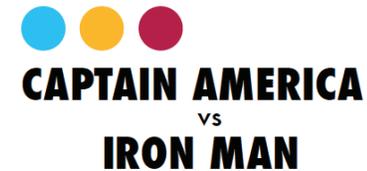
Brand concepts

Below are the adjectives which emerged from our brand workshop. They are grouped into 3 directions.

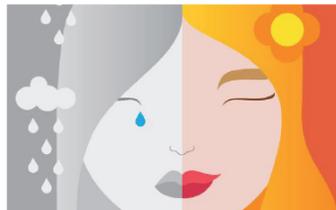
Bold
Relentless
Stable
Hip
Engaging
Present
Responsive
Cheeky
Empathetic



Dynamic
Playful
Intuitive
Creative
Fresh
Trustworthy
Cool



Simple
Authentic
Straightforward
Witty
Knowledgeable
Honest
Practical
Vulnerable
Diverse



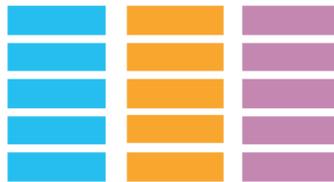
Design concepts

This document outlines 3 different organizational models for the MSK AYA Community app. Each concept provides the same basic content types and allows for the same user actions.



Concept 1: “Caesar Salad”

A common activity feed model streams multiple content types into a single activity feed. We freshen up this traditional model with a novel entry point and other interactive features.



Concept 2: “Bento Box”

In this concept, content is separated into different activity feeds based on type, making it easier to digest and interact with.



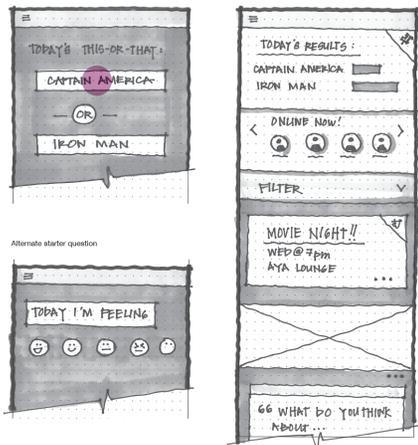
Concept 3: “Bite-Sized Snacks”

Dividing content into individual cards is a fresh way to present and interact with information that could have particular appeal for young adults.

Design concepts

These were the 3 different organizational models for the MSK app. Each concept provides the same basic content types and allows for the same user actions. The client ended up signing off on the “Bento Box” concept.

Caesar salad



Pros

Starter questions provide a novel way to enter the experience

The variety of content feels very dynamic; there is lots of activity

The user has the freedom to choose what content they consume

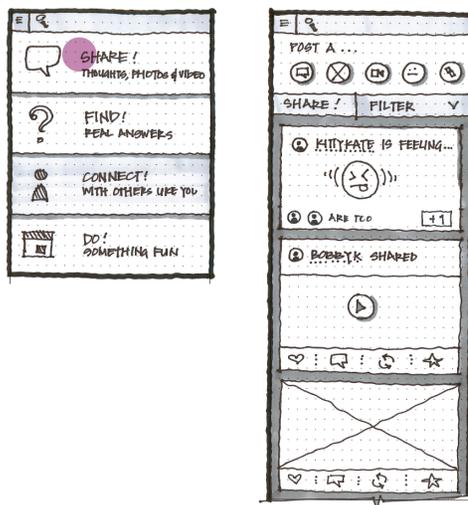
Cons

Content feed could be overwhelming

Navigation is a more traditional model

User may need to spend more time hunting for relevant information

Bento box



Pros

Separate content feeds allow for more focused filtering and provides guidance to the user

Information is easy to digest

In-line sharing provides an easy way to create content

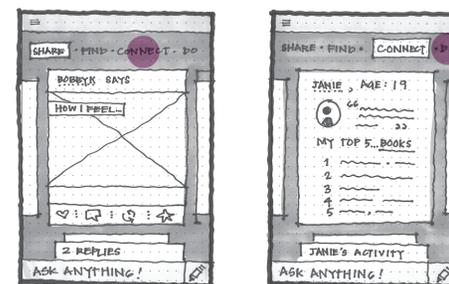
Cons

Users can only view one category at a time

Highly dependent on active content creation

Navigation model is more traditional

Bite-Size snacks



Pros

Individual cards make information easy to digest

The presentation is bold and conveys a strong voice

Actions are contextual to the content being viewed

Navigation model provides a fresh way to present information

Cons

Users are only able to view a single piece of content at a time

Constraints may give users the sense that they have less choice

The content appears less differentiated

Final Screens

Before we reached these final screens below, we first designed wireframes to validate our ideas with the client, and we also used the same low fidelity wireframes to test concepts and interaction patterns with the patients in the form of Invision prototypes. We checked our design a further two times with patients, before finalizing the app.

I created a detailed specification document which we handed over to a development team in Estonia. Alongside, interaction patterns.

