

Younger Hearts Prototype Catalogue

A Collection of Intake Experience Artifacts
and the Design Principles Behind them

PROTOTYPE 7: First Log-in

BIG AHAS

- + Comparing individual data points to their average cohort relative to other people. This could be incentive for tracking.
- + People want to inform themselves of all their choices before engaging to them is the most important. (Linda)

NICE WINS

- + People resonated with rewards, whether it was positive feedback or resources & coaching were really interesting.
- + Community Resources & Coaching were really interesting.
- + Most participants wanted to track weight, BP, steps.

SMALL TWEAKS

daily vs. Weekly data, what is realistic? Worry about the option to configure the frequency of reminder. People had different preferences about being forced to change higher in readiness to change will want ability and increased value into a guided way.

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Purpose of this catalogue

We set out to design a best-in-class community-based health program to help pre-hypertensive adults 55+ manage their blood pressure.

From May 2016 to August 2016, the Heart & Stroke Foundation of Canada collaborated with Bridgeable, a strategic design consultancy.

This book is intended as a central resource for all prototypes produced from the Bridgeable and Heart & Stroke collaboration. It details an in-depth overview of the program (the Intake Experience Map), and the prototypes we have created to support program implementation.



This prototype catalogue was developed for **the Heart and Stroke Foundation** as part of the **Bridgeable Pro Bono Program**. This program gives organizations an opportunity to tackle a business challenge or explore a market opportunity by using a design approach, without the financial risk of a paid project. Each year, we work with participating organizations to achieve meaningful progress on a defined challenge.

Bridgeable is a strategic design firm based in Toronto, Canada. Our multi-disciplinary team of designers, strategists, and researchers uses service design techniques to understand the world and create multi-faceted solutions that improve people’s lives.

The Heart and Stroke Foundation of Canada (HSF) is one of Canada’s largest and most effective health charities. HSF is sustained by the commitment and generosity of more than 125,000 volunteers and 1.4 million donors. The mission of HSF is to prevent heart disease, save lives, and promote recovery.

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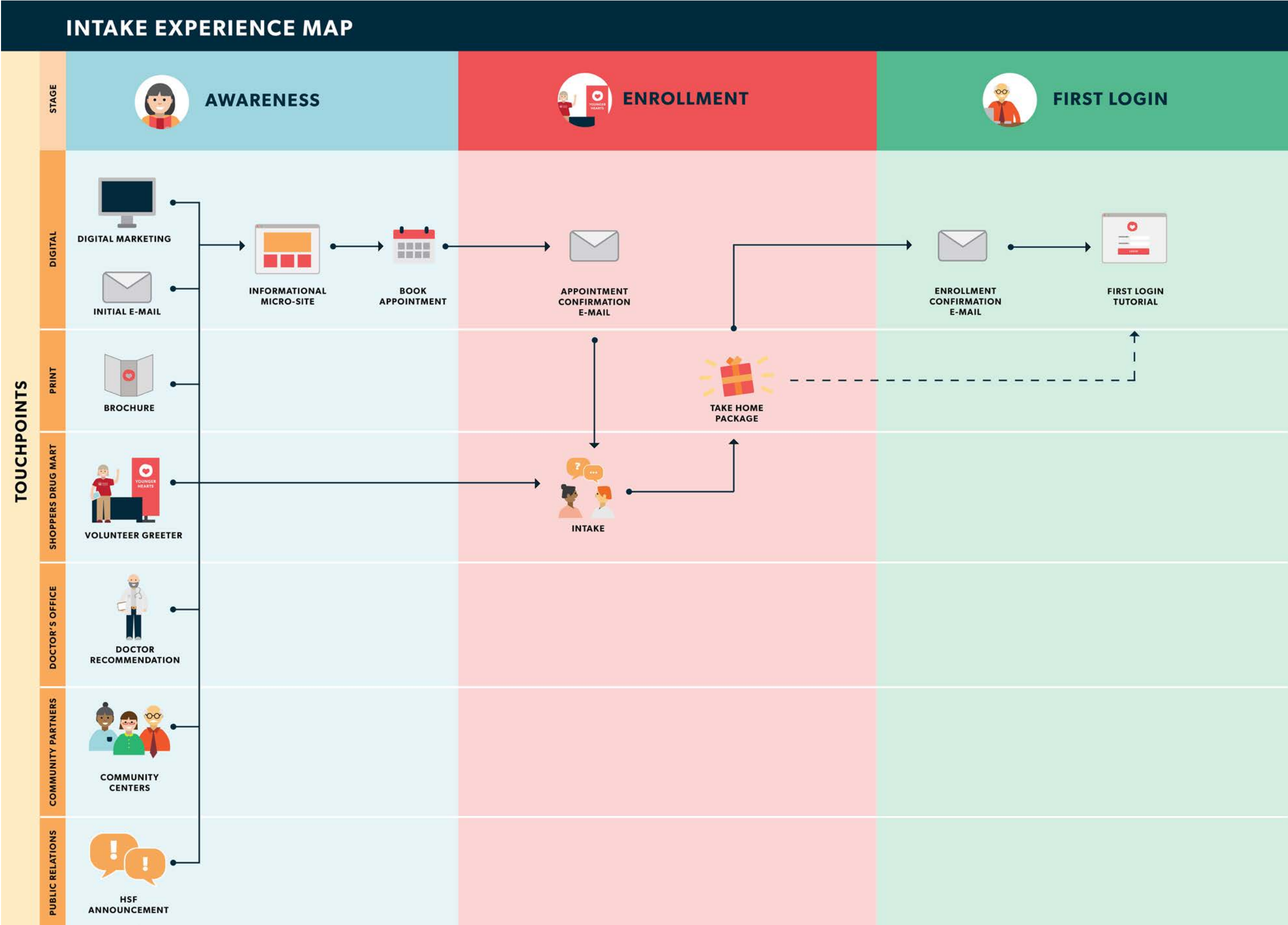
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OVERVIEW
OF INTAKE

The intake experience is divided into three stages: Awareness, Enrollment, and First Login.

Each stage details the prototypes and the channels through which users are directed to each prototype.

The experience map is intended to demonstrate the connections between prototypes and specify the broader user journey.





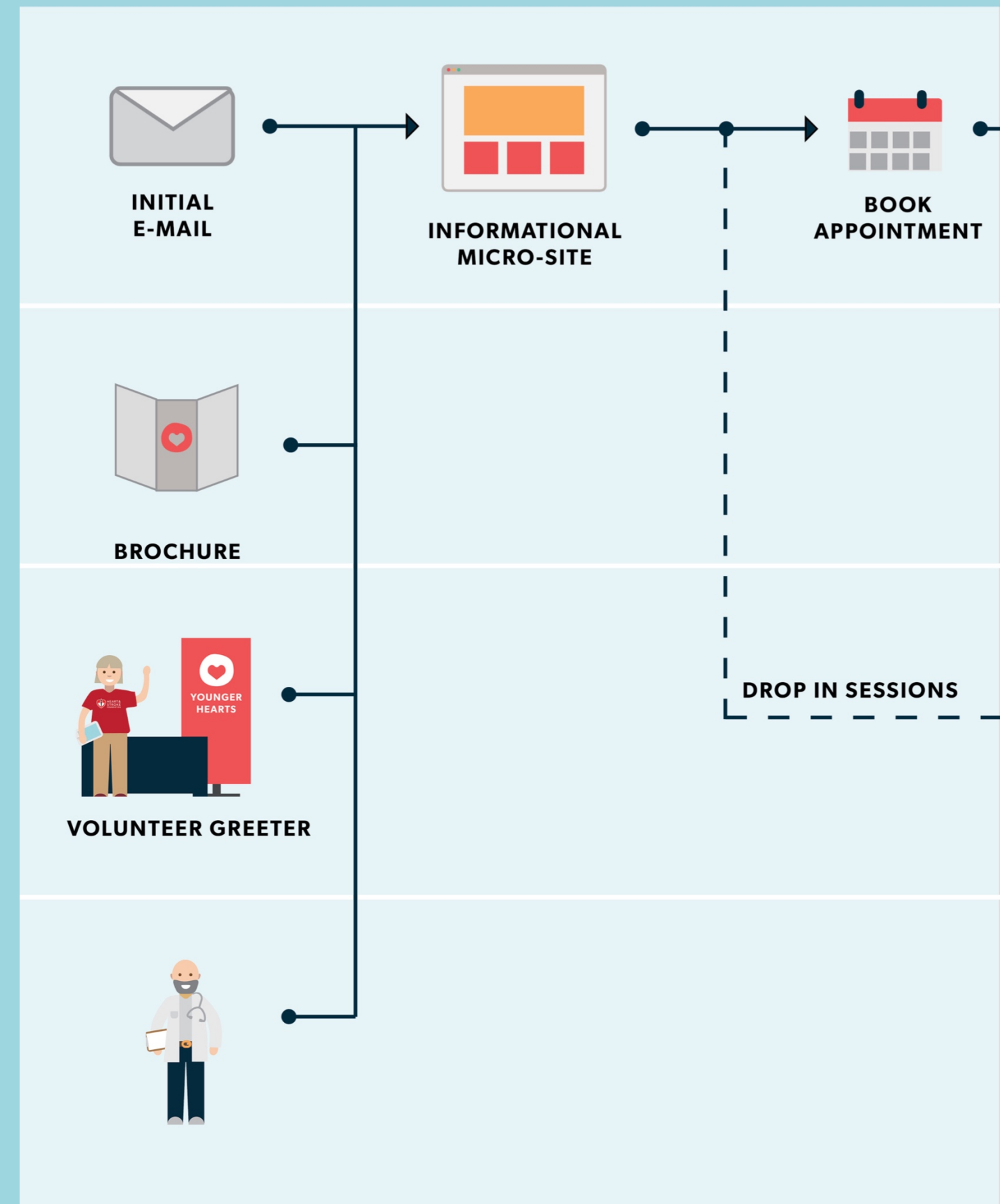
AWARENESS

STAGE ONE:

Awareness

Potential participants hear about the program from a variety of channels.

To learn more about the program they visit the informational micro-site to book an online appointment and sign up at their local Shoppers Drug Mart.



STAGE: AWARENESS

Brochure

In many cases, potential participants will learn about the program by seeing this brochure in a Doctor’s office, by mail or in Shoppers Drug Mart.

The brochure outlines what the program is, what it can offer the participant, and clear next steps to direct them to sign up for an appointment online.

Referral Opportunity

- **Involve Family & Friends**
Gives participants an opportunity to share this brochure with others who might benefit from the program.

High Five

- **Celebrate Small Successes**
Little messages reinforce positivity, emphasizing that even by reading this brochure, participants are already taking a small step forward in making health changes.

Sign-up Instructions

- **Simple, Clear & Easy**
- **Fun & Friendly**
Simple instructions that lead participants to the informational microsite; visual call out of next steps that is memorable to participants.

Program Overview

- **Benefit Before Details**
Clearly explains why this program was created, showing the benefits before going in depth into the details of the program.

Call to Action

- **Simple, Easy & Clear**
- **Connects Healthy Aging to Heart Health**
Clearly calls out the next steps for participants, bridging the knowledge gap of heart health and healthy aging.

Partnerships

- **Highlight Trustworthy Sources**
Clearly explains the role of each partnership, so that organizational relationships are transparent.

Logo

- **Highlight Trustworthy Sources**
People already trust HSF; logo is large and is prominently placed so it catches people’s eyes.

Tagline

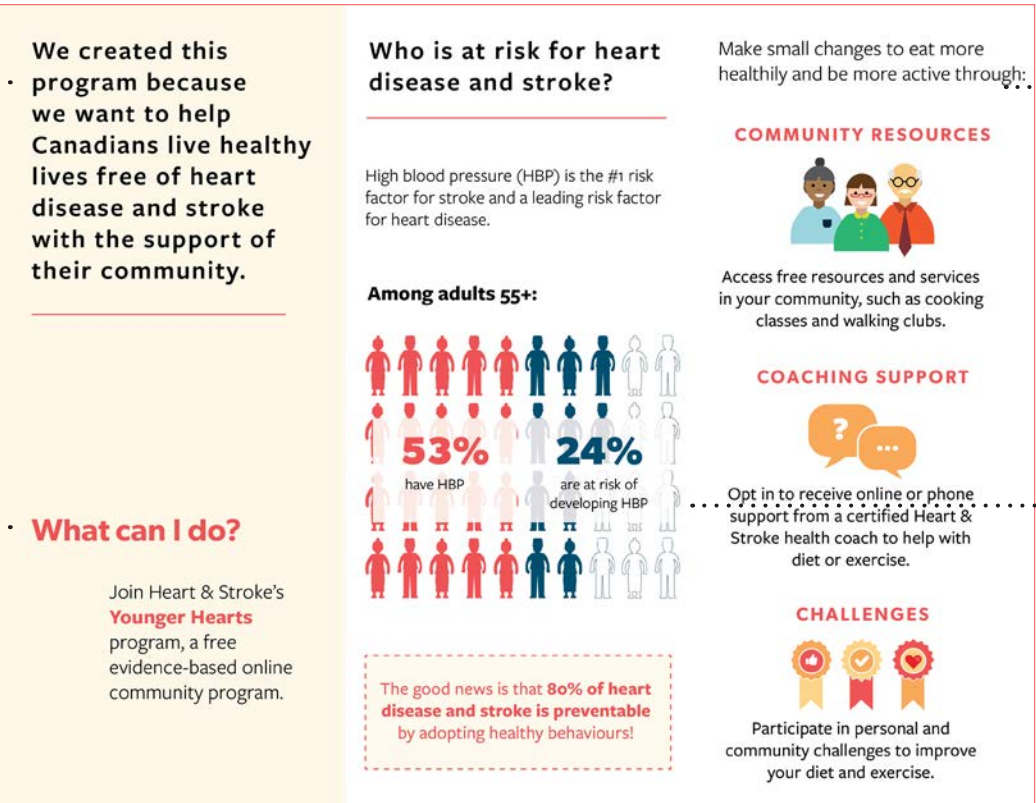
- **Fun & Friendly**
- **Builds Community**
- **Simple, Clear & Easy**
Soft tagline that appeals to both pre-hypertensive and hypertensive people, emphasizing this is a community program.

Program Details

- **Fun & Friendly**
- **Benefit Before Details**
- **Simple, Clear & Easy**
Fun, friendly visuals to explain the three key features of the program that will get participants excited to learn more.

Infographic

- **Simple, Clear & Easy**
- **Connects Healthy Aging to Heart Health**
Visually articulates statistics that otherwise might be skimmed over by people; builds a sense of urgency.



Initial E-mail

Program Overview

- Clearly explains why this program was created, showing the benefits before going in depth into the details of the program.

Clearly explains the role of each partnership, so that organizational relationships are transparent.



- Personalized e-mails help participants feel as though the program was created just for them.

Clearly calls out the next steps for participants, bridging the knowledge gap of heart health and healthy aging.

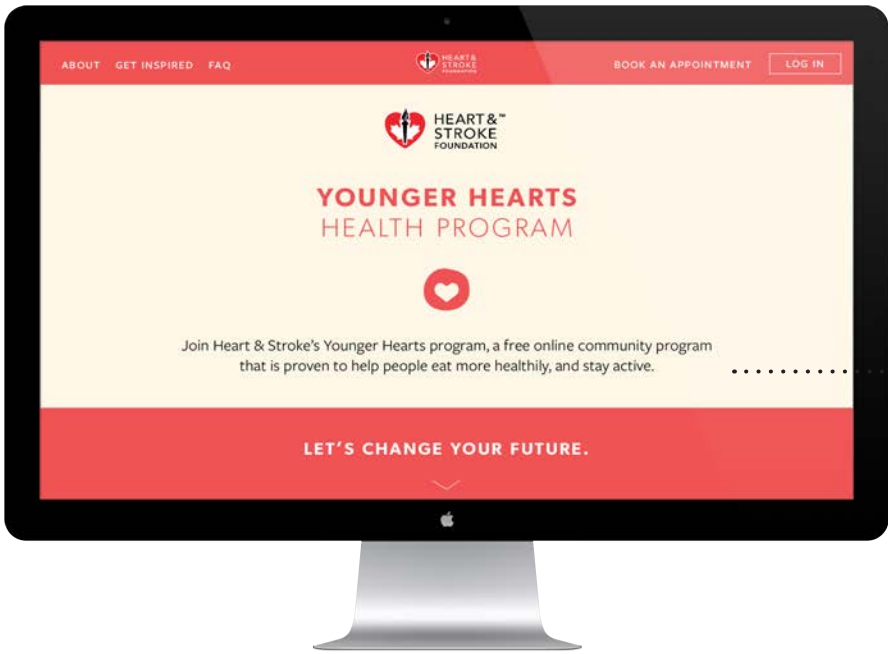
Visually articulates statistics that otherwise might be skimmed over by people; builds a sense of urgency.

Fun, friendly visuals to explain the three key features of the program that will get participants excited to learn more.

Gives participants an opportunity to share this brochure with others who might benefit from the program.

STAGE: AWARENESS

Informational Microsite



<https://invis.io/6P83lOK7U>

The purpose of the informational microsite is to communicate in-depth information about the program to prospective participants.

On the site, they can also play

their heart age and book an appointment to sign-up at their local participating Shoppers Drug Mart.

Once signed-up, participants can log in to the digital platform through this site.

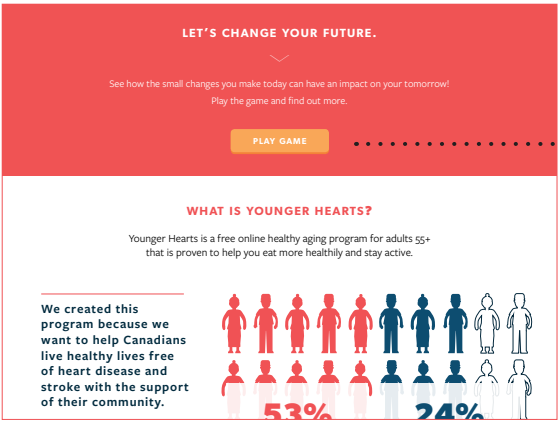
Navigation Bar

- *Simple, Clear & Easy*
- Fixed bar gives participants the ability to navigate the microsite easily and they are constantly reminded to book an appointment.

Tagline

- *Highlight Trustworthy Sources*
- *Builds Community*
- *Simple, Clear & Easy*

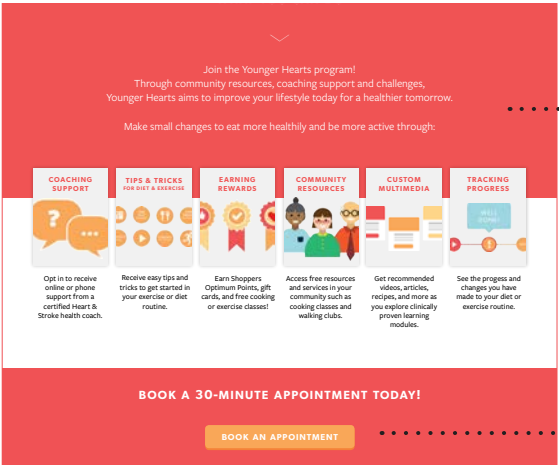
Soft tagline that appeals to both pre-hypertensive and hypertensive people, emphasizing this is a community program.



Game

- *Fun & Friendly*
- *Connects Healthy Aging to Heart Health*

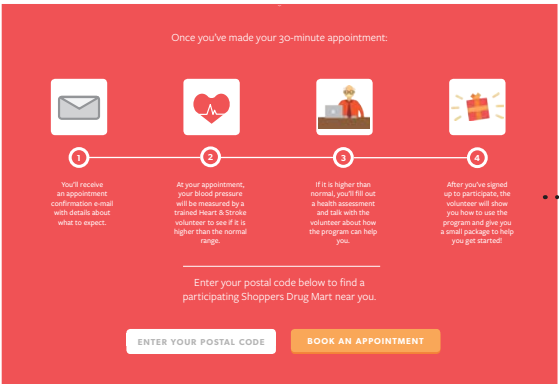
Call out to click through to an interactive game where participants can see how small changes can have an impact on their lives.



Program Details

- *Fun & Friendly*
- *Benefit Before Details*
- *Simple, Clear & Easy*

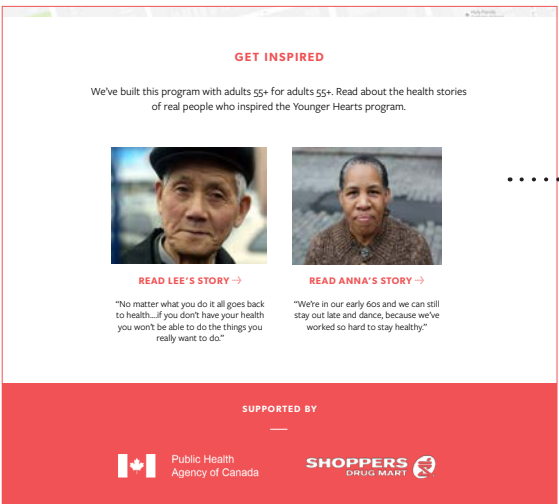
Fun, friendly visuals that explain the main features of the program, getting participants primed and excited for signing up.



Call to Action

- *Simple, Clear & Easy*

Clear call out to click through to book an appointment; easy to book an appointment and sign-up.



Outlined Journey

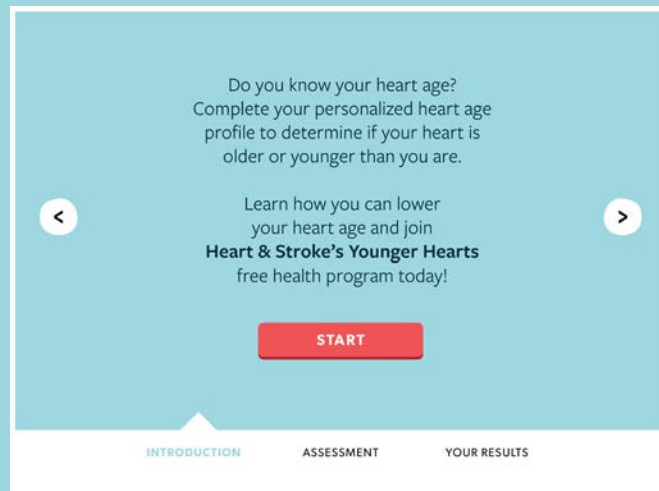
- *Simple, Clear & Easy*
- *Fun & Friendly*

A visual journey of what is to be expected when participants arrive for their appointment, allowing participants to feel more comfortable with the sign-up process.

Health Stories

- *Builds Community*
- *Connects Healthy Aging to Heart Health*

Stories from real people that participants can read to get inspired.



Interactive Questions

- **Connects Healthy Aging with Heart Health**

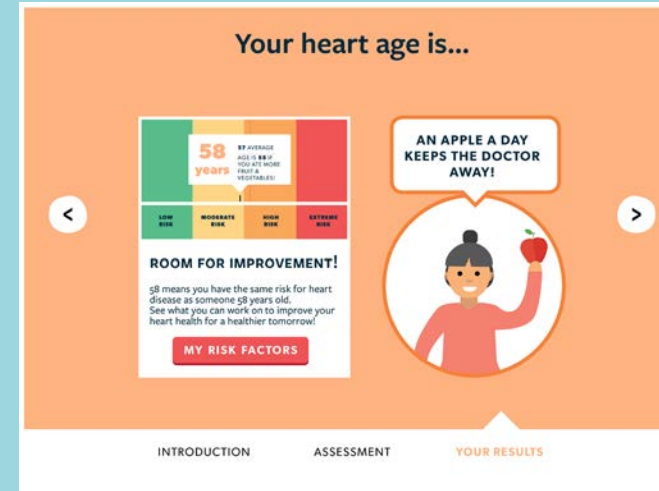
Interactive survey lets people input their health information and receive tangible feedback about heart age.



Visualizing Change

- **Fun & Friendly**

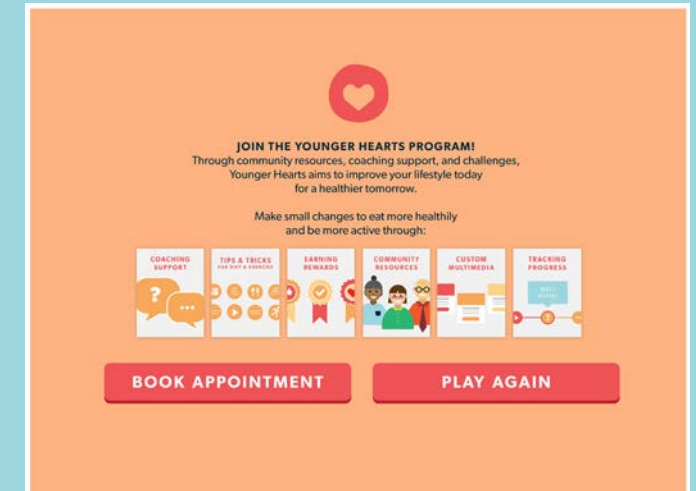
Questions about health are displayed in a fun and friendly tone building a sense of comfort and playfulness with participants.



Game Results

- **Fun & Friendly**
- **Create Agents, Not Patients**

Results are displayed in a fun and friendly tone. The heart age result gives participants context for their health information and gives them specific advice on how they can improve their health.



Call to Action

- **Fun & Friendly**
- **Create Agents, Not Patients**

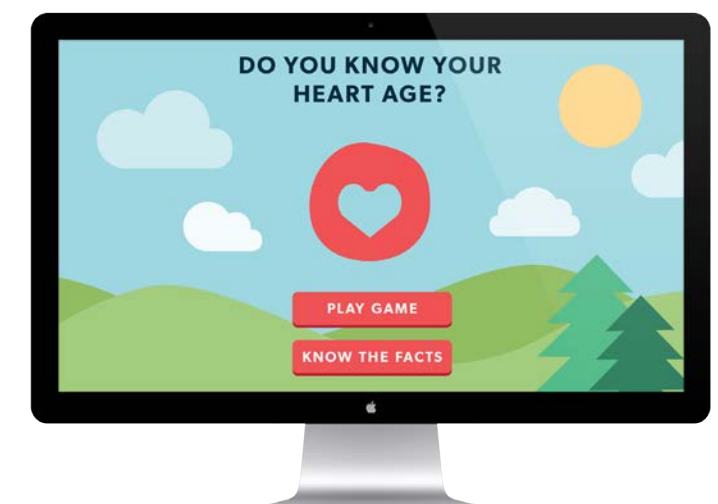
Participants are invited to join the program and improve their overall health. Visuals are fun and friendly and communicate a sense of empathy and support.

STAGE: AWARENESS

Heart Age Game

The Heart Age game is a fun and interactive tool for users to find out how their lifestyle currently affects their predicted heart age.

The game demonstrates how small changes can impact heart health.



<https://invis.io/6V8D98oTZ>

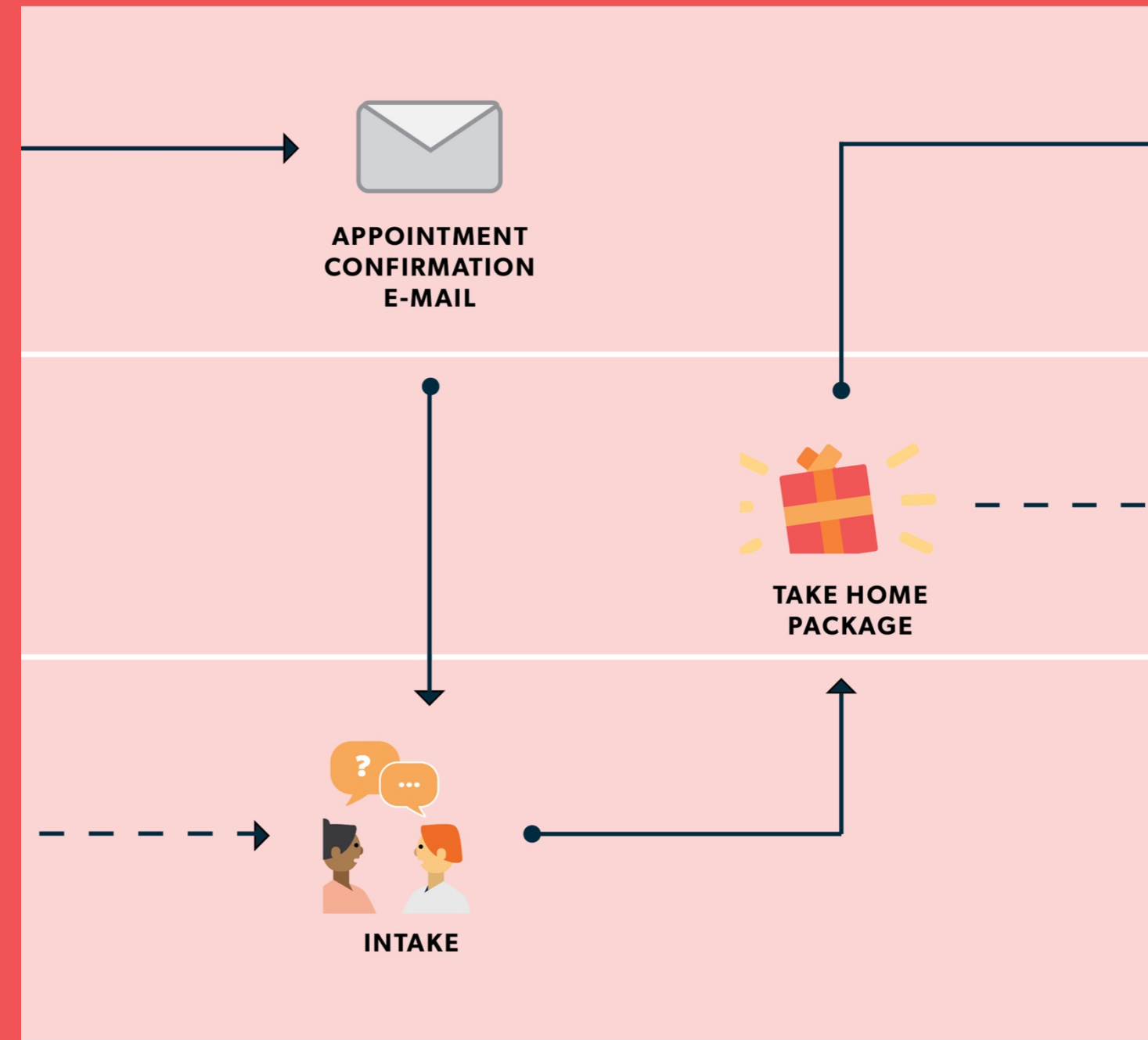


ENROLLMENT

STAGE TWO:

Enrollment

Participants arrive at a Shoppers Drug Mart for an intake session with a volunteer. During the intake session the participant has their blood pressure taken, registers for an online account, and completes a health assessment. At the end of the session the participant is given a take home package.



Intake

FRONT OF STORE - VOLUNTEER #1

BACK OF STORE - VOLUNTEER #2

STEPS IN PROCESS **Question** **Terminal Interaction**

Prospective participant arrives for a pre-booked appointment.

1. GREET PROSPECTIVE PARTICIPANT WITH PROGRAM INTRODUCTION

Would participant like to learn more about the program today?

Yes → **1B. EXPLAIN PROGRAM & DEMONSTRATE PLATFORM.**

No → **COMPLETE INTERACTION**

Does participant know what their blood pressure is?

Yes and on blood pressure medication → **COMPLETE INTERACTION**

No/ knows they are pre-hypertensive or hypertensive → Would participant like to book a 30-minute screening & sign-up appointment?

Yes → Book appointment and give appointment card. Provide **BROCHURE** to refer family/friends. **COMPLETE INTERACTION**

No → Provide **BROCHURE** & direct to website if interested in booking appointment later or referring family/friends. **COMPLETE INTERACTION**

2. EXPLAIN TODAY'S PROCESS

3. ASK ABOUT MEDICATION/DIABETES/ CONSENT TO MEASURE BLOOD PRESSURE

Is participant taking blood pressure medication?

Yes → Explain that the program is designed to prevent high blood pressure, so it is unfortunately not a good fit. Provide **BROCHURE** to refer family/friends. **COMPLETE INTERACTION**

No → **4. MEASURE BLOOD PRESSURE**

5. EXPLAIN BLOOD PRESSURE READING (with blood pressure print out)

Normal? (<120/<80)

→ Explain that the program is designed for people in the at-risk range, so it is unfortunately not a good fit. Provide **BROCHURE** to refer family/friends. **COMPLETE INTERACTION**

Dangerously high? (>180)

→ Follow emergency procedure. **COMPLETE INTERACTION**

Pre-hypertensive or hypertensive (>120/>80)

Yes → **6. CREATE USER ACCOUNT & CONSENTS TO PARTICIPATE/COLLECT DATA/RECEIVE HSF MARKETING E-MAILS**

7. COMPLETE HEALTH ASSESSMENT

8. CONDUCT MOTIVATIONAL INTERVIEW TO SELECT DIET OR EXERCISE FOCUS

9. DEMONSTRATE PLATFORM/PROGRAM FEATURES THAT WILL HELP SPECIFIC PARTICIPANT

10. WRAP-UP AND GIVE PARTICIPANT TAKE HOME PACKAGE

COMPLETE INTERACTION

MATERIALS

- BROCHURE
- PLATFORM/ PROGRAM DEMO
- BLOOD PRESSURE PRINT OUT
- HEALTH ASSESSMENT
- TAKE HOME PACKAGE

Terminal

- **Highlight Trustworthy Sources**

that the program is designed to prevent high blood pressure, so it is unfortunately not a good fit. Provide **BROCHURE** to refer family/friends. **COMPLETE INTERACTION**

Please fill out the following information so you can get started.

I think that the program is designed to help people who are at-risk, so it is unfortunately not a good fit for me. I would like to refer family/friends.
COMPLETE INTERACTION

- **Highlight Trustworthy Sources**
Participant is informed how their personal information will be used by HSF and that it will not be shared by Shoppers Drug Mart or PHAC.

- **Fun & Friendly**
- **Create Agents, Not Patients**

Warmth and empathy for participant's barriers and enablers are conveyed.

Participant is provided with options to fit the program to meet their needs.

1 serving = 1 small apple

- ***Fun & Friendly***
- ***Benefits Before Details***
- ***Simple, Clear & Easy***
- ***Celebrate Small Successes***

An explanation of why questions are being asked and how they will inform a more meaningful health assessment is provided beforehand. A mandatory task is made more fun and engaging with colourful, interactive visuals. Questions are written in plain language and large font. Progress bar shows how many questions are left and “high fives” are given for progress.

Prospective participant is approached with a positive, proactive message and it is clear to the participant that HSF is not asking for donations. The benefits of participating are explained before demonstrating what the program is on a tablet for visual interest. The options to book a 30-minute appointment for a later date or to go through the screening/sign-up process today are offered.

- *Simple, Clear & Easy*
- *Connects Healthy Aging to Heart Health*

Prospective participant is provided with a visual representation of their blood pressure measurement, explaining what the numbers mean, putting the measurement in the context of a range, and explaining the health implications of where they fall within that range.

<https://invis.io/GB85UVoMH>

5. EXPLAIN BLOOD PRESSURE READING (with blood pressure print out)

- **Create Agents, Not Patients**
Warmth and empathy for participant's

Warmth and empathy for participant's barriers and enablers are conveyed. Participant is provided with options to fit the program to meet their needs.

- **Celebrate Small Successes**

An explanation of why questions are being asked and how they will inform

25

STAGE: ENROLLMENT

Take Home Package

As the final step of the enrollment process, participants will receive a take-home package based on their Health Assessment results. (i.e., Diet or Exercise). Inside the bag there will be login instructions as well as other tools to help participants make health changes.



Reusable Canvas Bag

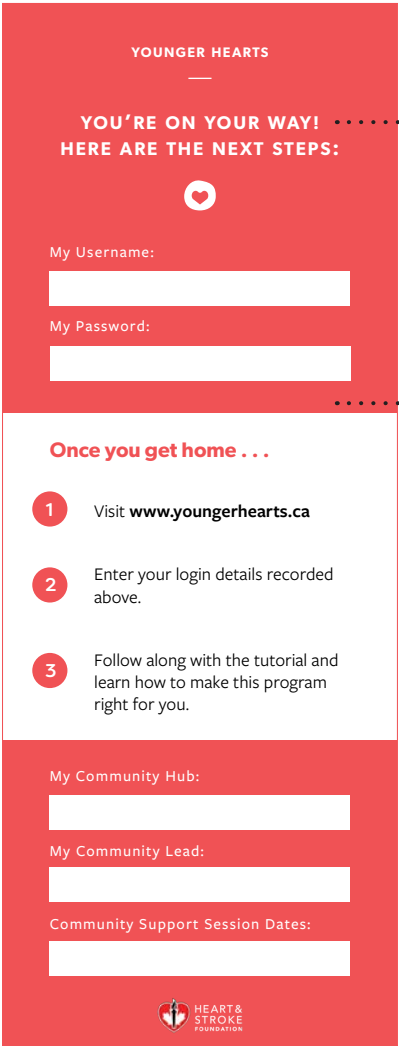
- *Celebrate Small Successes*
- *Fun & Friendly*

Participants will likely reuse the bag for other purposes, advertising their participation in the program.

Word Cloud

- *Connects Healthy Aging to Heart Health*
- *Involves Family & Friends*
- *Builds Community*

Prominent messages draw attention and acts as a reminder for participants to continue logging on to the digital platform.



High Five

- *Celebrate Small Successes*

Positive messages to encourage participants to log in, emphasizing that the whole enrollment process is easy.

Instructions for First Login

- *Simple, Clear & Easy*

Participants are given all of the information to log in and a clear description of how to do so.



Fridge Magnets

- *Fun & Friendly*
- *Simple, Clear & Easy*
- *Involves Family & Friends*

Fun, bright visuals to help remind participants about the program, as well as encourage them to continue tracking. Encourages discussion with family and friends.



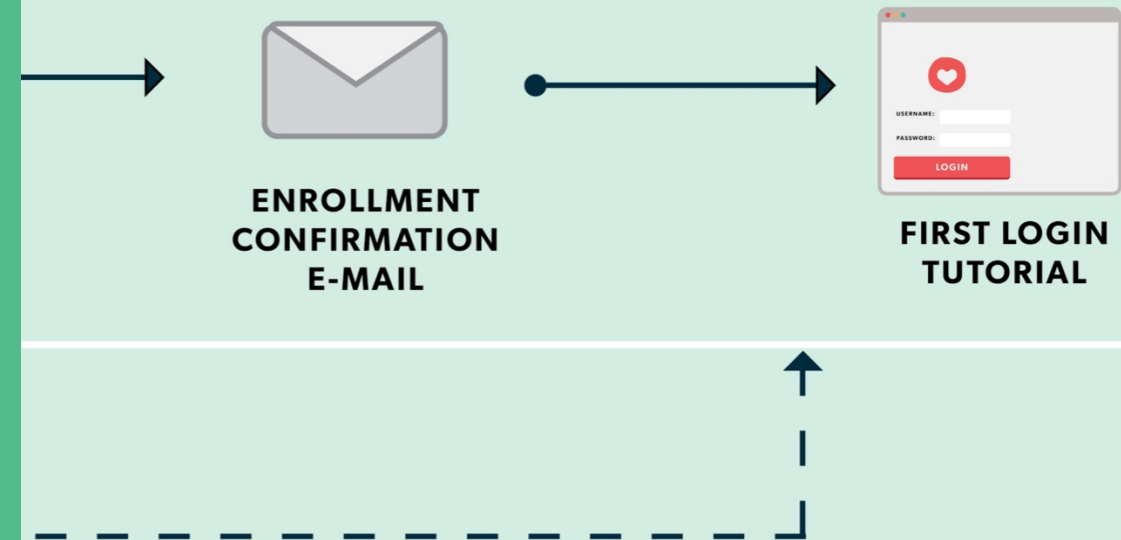
Motivational Shoe Tags

- *Fun & Friendly*
- *Builds Community*
- *Involves Family & Friends*

A small reminder for participants in the exercise stream to continue logging in and tracking. Encourages discussion with family and friends.



FIRST LOGIN



STAGE THREE:

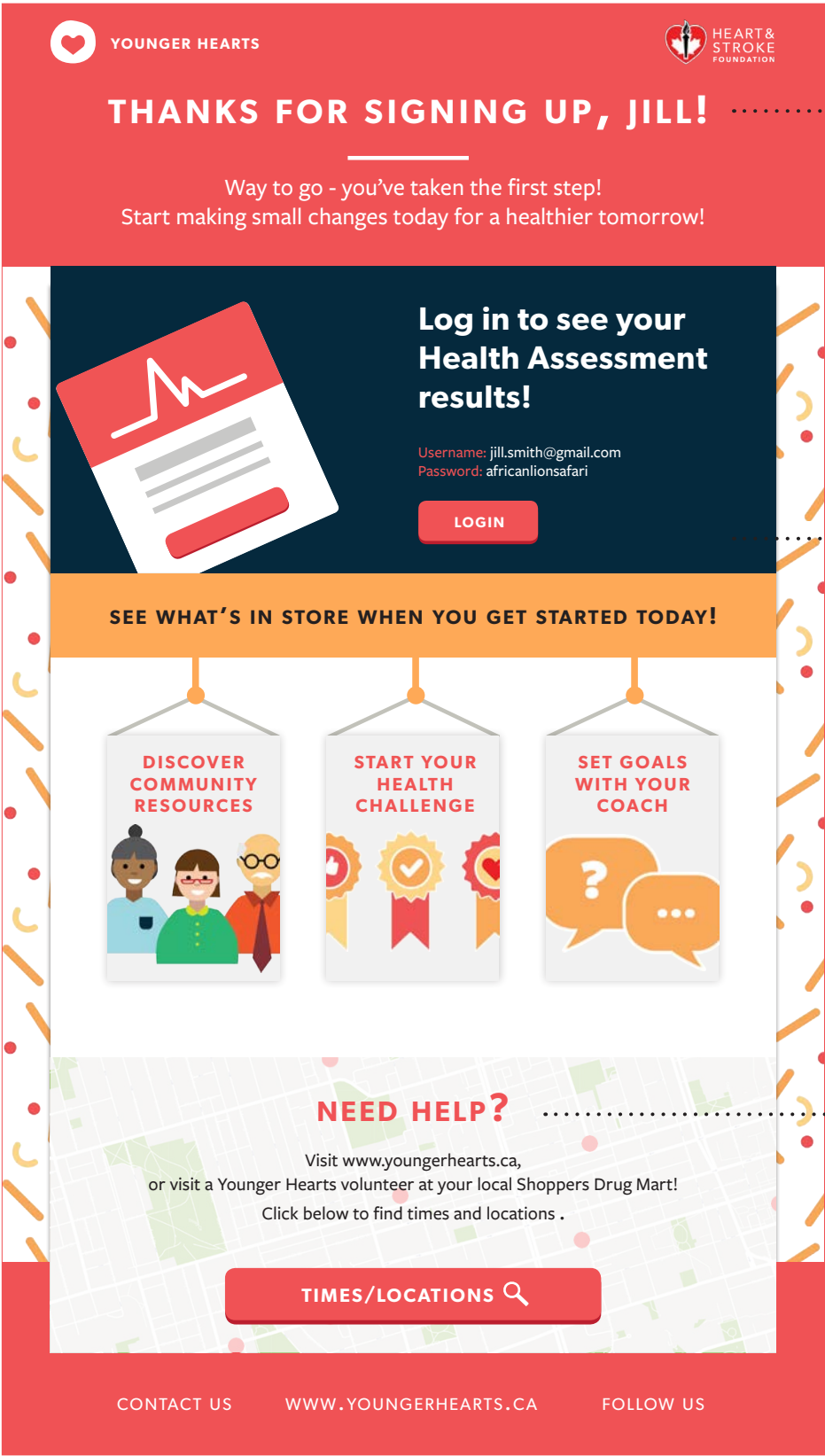
First Login

Participants receive confirmation e-mail, they log in to the digital platform for the first time and begin the program tutorial.

Enrollment Confirmation E-mail

This enrollment confirmation e-mail will be triggered automatically after participants have registered for an online account.

It will include various prompts and activities to build excitement for participant and remind them to log in to the digital platform.



Personalized Greeting

- **Fun & Friendly**
- **Celebrate Small Successes**

The personalized greeting communicates familiarity and celebrates program sign-up as part of a broader health journey.

Login Prompts

- **Simple, Clear & Easy**
- **Create Agents, Not Patients**

The login allows participants to click directly into the platform and visually presents resources that support health change.

Volunteer Support

- **Builds Community**
- **Highlight Trustworthy Sources**

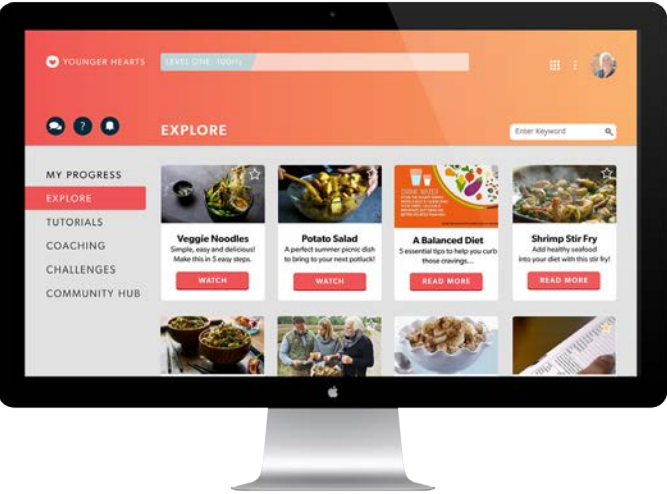
Participants are given a link through which they can find local in-person support from a volunteer they may have met during intake.

STAGE: FIRST LOGIN

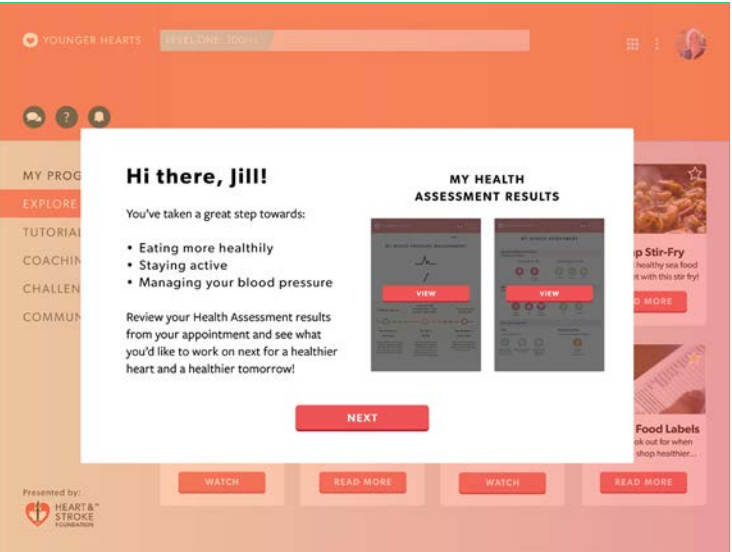
First Login

The first login experience teaches participants how to use the platform and demonstrates immediate value.

We highlighted some of the top features that were resonant with users we interviewed and here we show possible ways of displaying features in a desirable way.



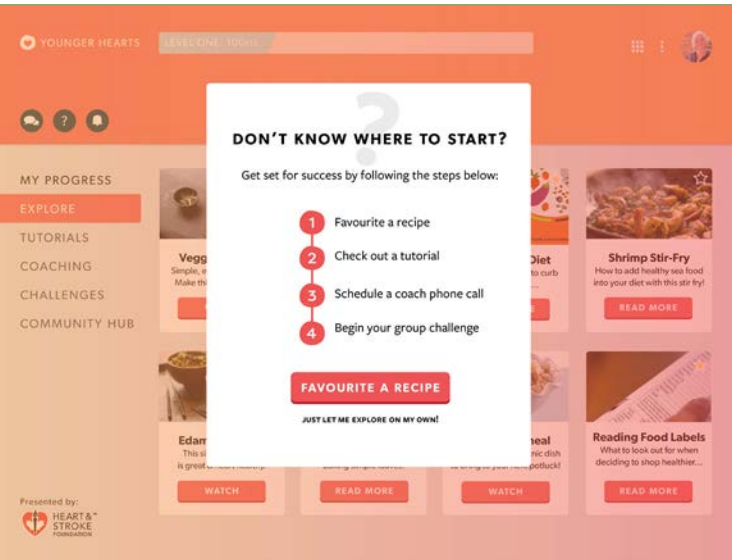
 <https://invis.io/CT8BQ5N3B>



..... Welcome Panel

- Celebrates Small Successes
- Fun & Friendly
- Connects Healthy Aging to Heart Health

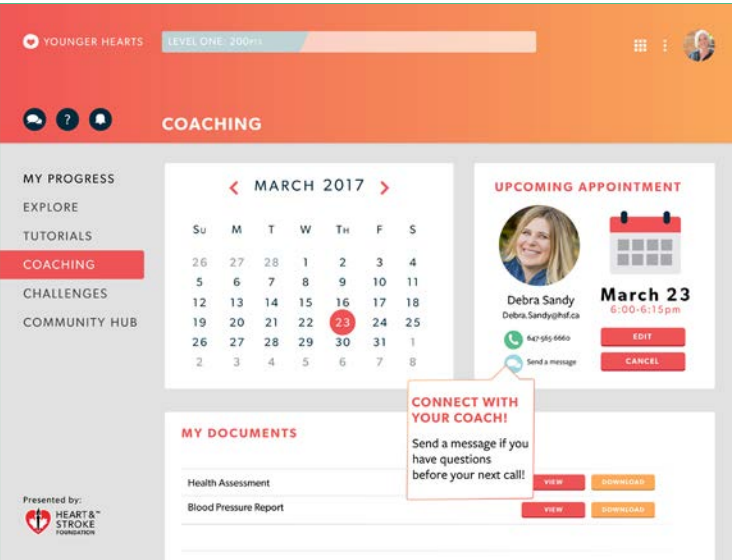
The welcome panel gives a “high-five” for logging in and connects this small step to a broader healthy aging journey.



..... Learning by Doing

- Create Agents, Not Patients
- Simple, Clear & Easy

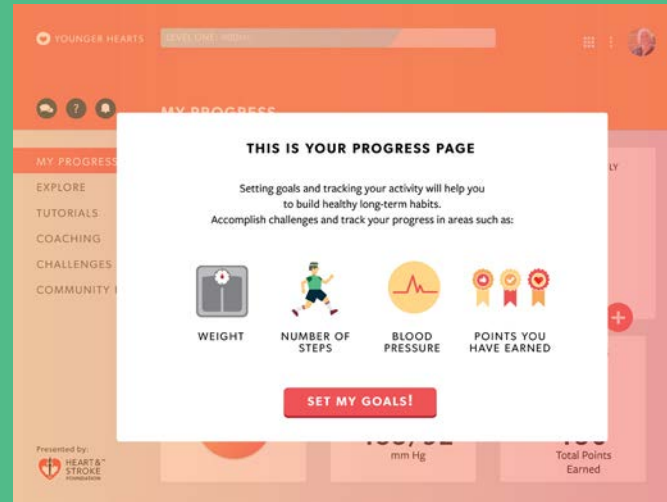
Participants are given a clear set of tasks that demonstrate the value of the program and encourages learning by doing.



..... Book a Coach

- Simple, Clear & Easy

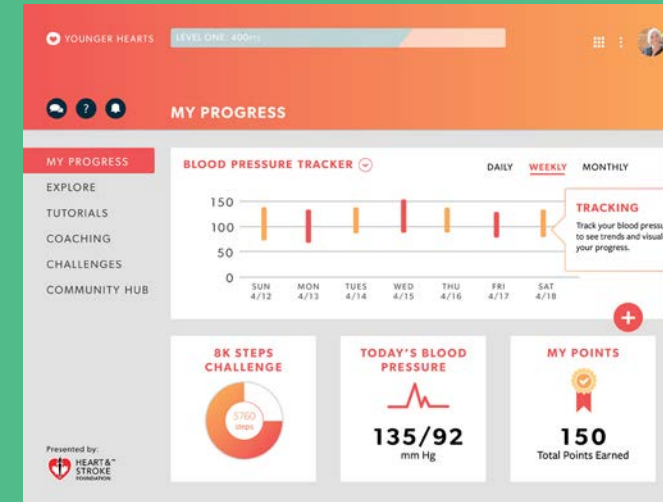
The book a coach feature allows participants to view a prospective coaches calendar and pick a time convenient for them.



Benefits Pop-Up

- **Benefit Before Details**

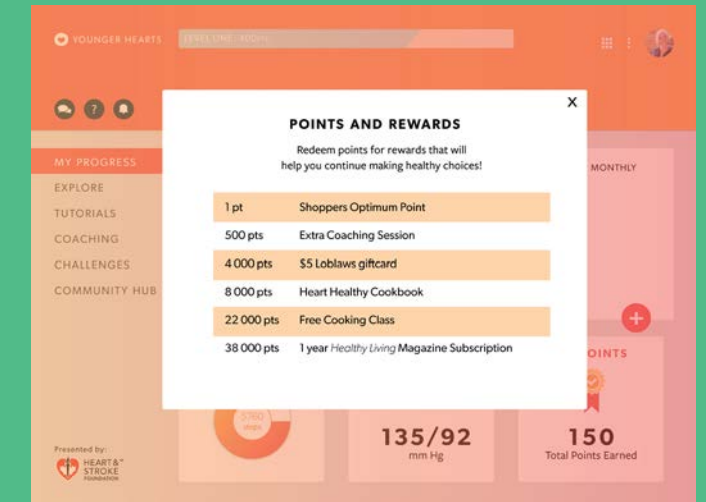
Introduces tracking by stating the benefits up front. Tracking is contextualized as a tool for broader health change.



Tracking Biometrics

- **Simple, Clear & Easy**
- **Create Agents, Not Patients**

Tracking is clear and easy to use, and has built-in data comparisons with other users. Giving participants a comparison for their own data empowers them to make informed decisions about their health.



Points System

- **Fun & Friendly**
- **Benefit Before Details**

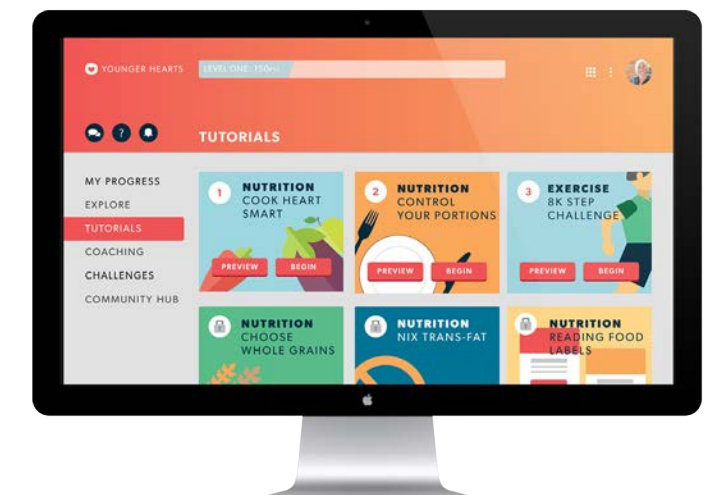
The description of points gives participants a clear picture of what rewards they are working towards and gamifies engagement with the program.

STAGE: FIRST LOGIN

Feature Recommendations

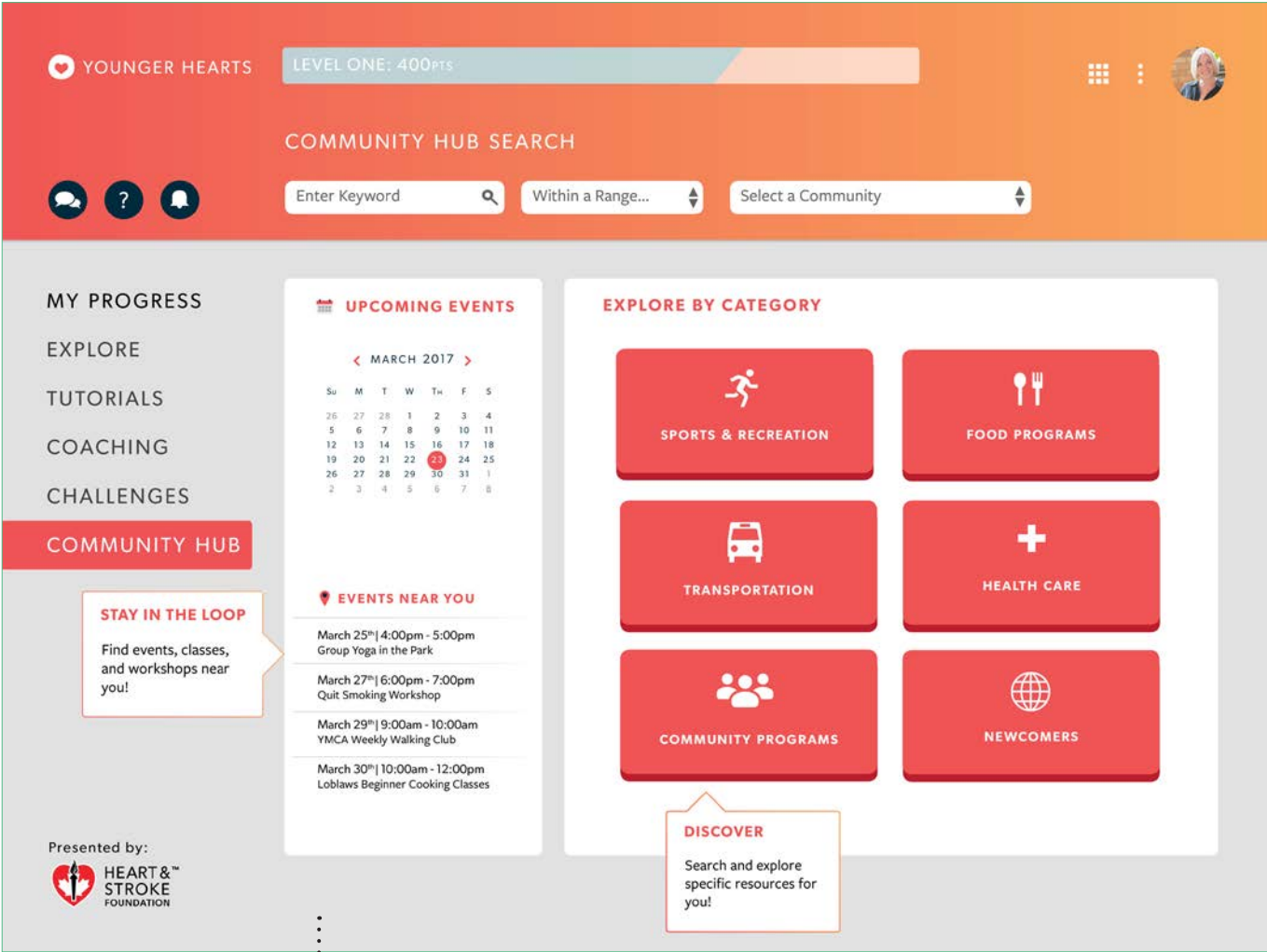
Validation sessions with potential participants gave us insights into what programmatic features are resonant.

The following feature recommendations include mockups of programmatic elements in the context of the Younger Hearts program.



<https://invis.io/CT8BQ5N3B>

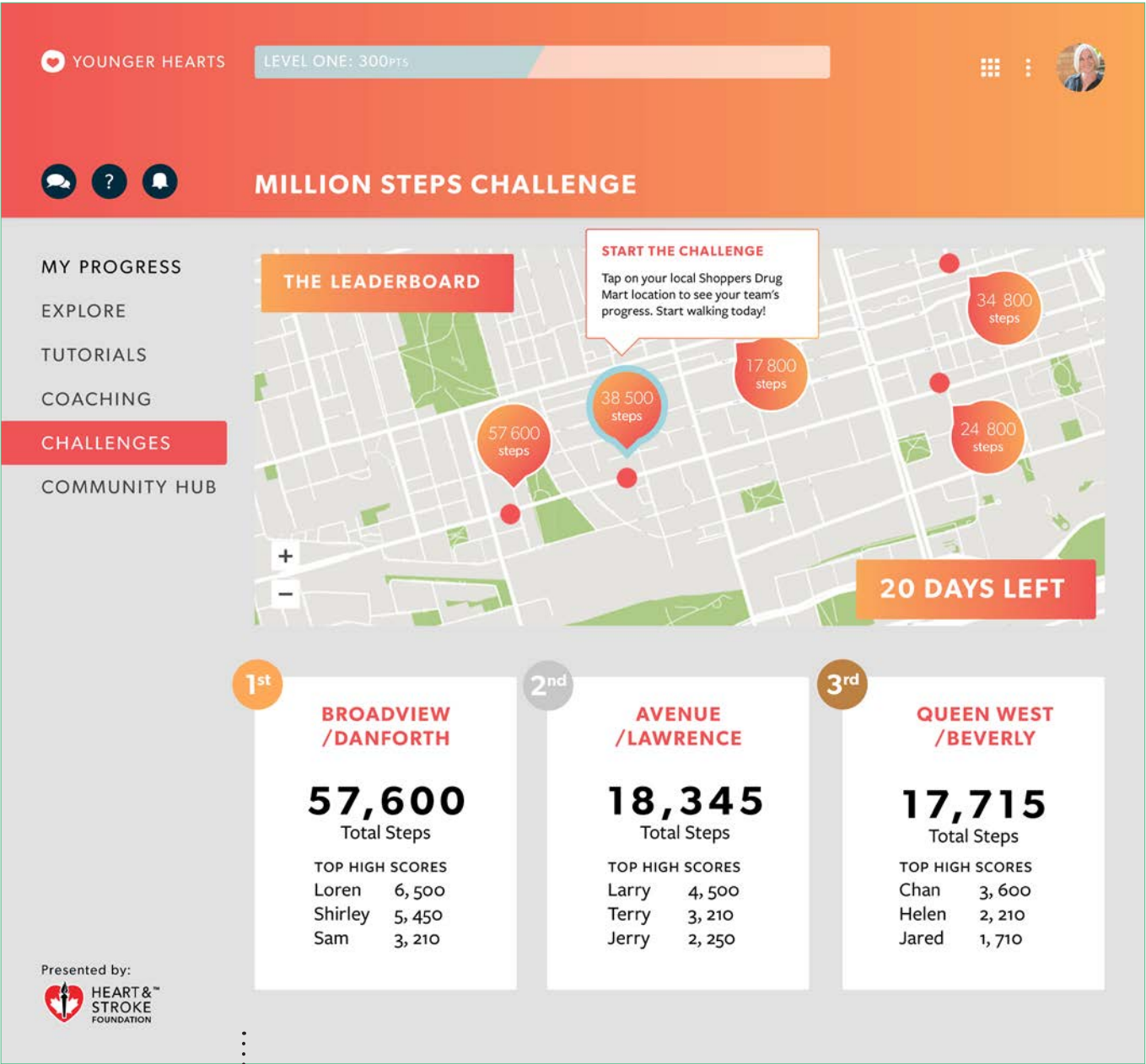
Building Community



Community Hub

- *Build Community*
- *Create Agents, Not Patients*

The community hub connects participants with local resources that support health change. Participants are given several options and are able to pick resources that are a good fit for them.



Health Challenge: Million Steps Challenge

- *Build Community*
- *Fun & Friendly*

Health challenges allow participants to make connections with other participants in their neighbourhood and gamify exercise.



Prototype 2: Feedback

Feedback 1: Brochure

TRACK PROGRESS



COMMUNITY RESOURCES



EARN REWARDS



Earn Rewards
such as gift cards and more!

