

**Slalom facilitated a design sprint to define the scope and accelerate the design of an MVP mobile app.**

**Hands-on activities helped the team understand needs, map tasks, visualize and prioritize design ideas, and validate core app features with end users.**

# Agenda



## DAY 1

- Introduction
- Explain the pitch
- Review research and past work
- Set a long-term goal
- Establish sprint questions
- Make an experience map
- Lunch
- Finish the experience map and map known pain points
- Interviews with stakeholders
- Interviews with users/clients
- Post-interview affinity analysis
- Choose targets

## DAY 4

- Create interview script
- Develop interactive prototype in Sketch and InVision

## DAY 2

- Gear up
- Lightning demos
- Decide whether to divide or swarm
- Job stories
- Sketch: Rough ideas
- Sketch: Crazy 8s
- Lunch
- Sharing Crazy 8s
- Repeat Crazy 8s
- Sketch: Solution sketching

## DAY 5

- Conduct interviews with 5-10 end users representing target personas

## DAY 3

- Critique each solution: Art museum and heat map
- Straw poll
- Lunch
- Storyboard the final solution (create site map)
- Write a list of “the big” things to test
- Collect branding assets for prototype
- Daily retrospective

A grayscale photograph of a person's hand pointing at a document on a desk. In the background, a laptop is visible, and the scene is softly blurred. The text 'Mapping goals' is overlaid in a bold, blue font.

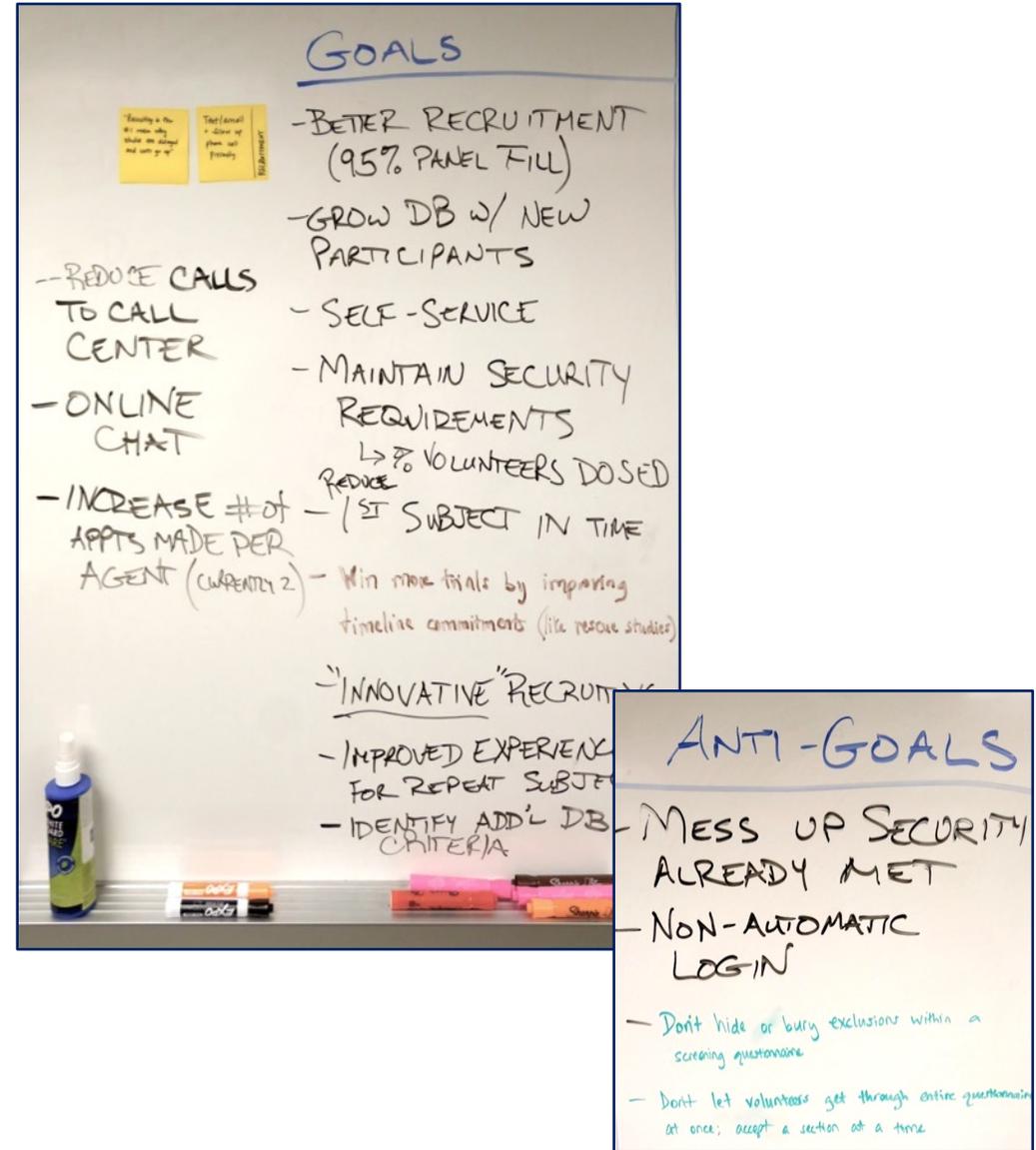
# Mapping goals

# Goals

- Improved recruitment (95%+ SLAs met)
- Reduce volume of calls to the call center
- Increase number of appointments made per call center agent
- Grow the database with new potential participants
- Increase self-service for applicants
- Win more work by improving timeline commitments
- Create an innovative environment
- Improve user experience
- Identify additional recruiting criteria
- Allow for online chat functionality

# Anti-goals

- Enhancements should not:
  - Disrupt current security requirements
  - Require repeated logins
  - Eliminate transparency
  - Repeat questions or allow for changed answers



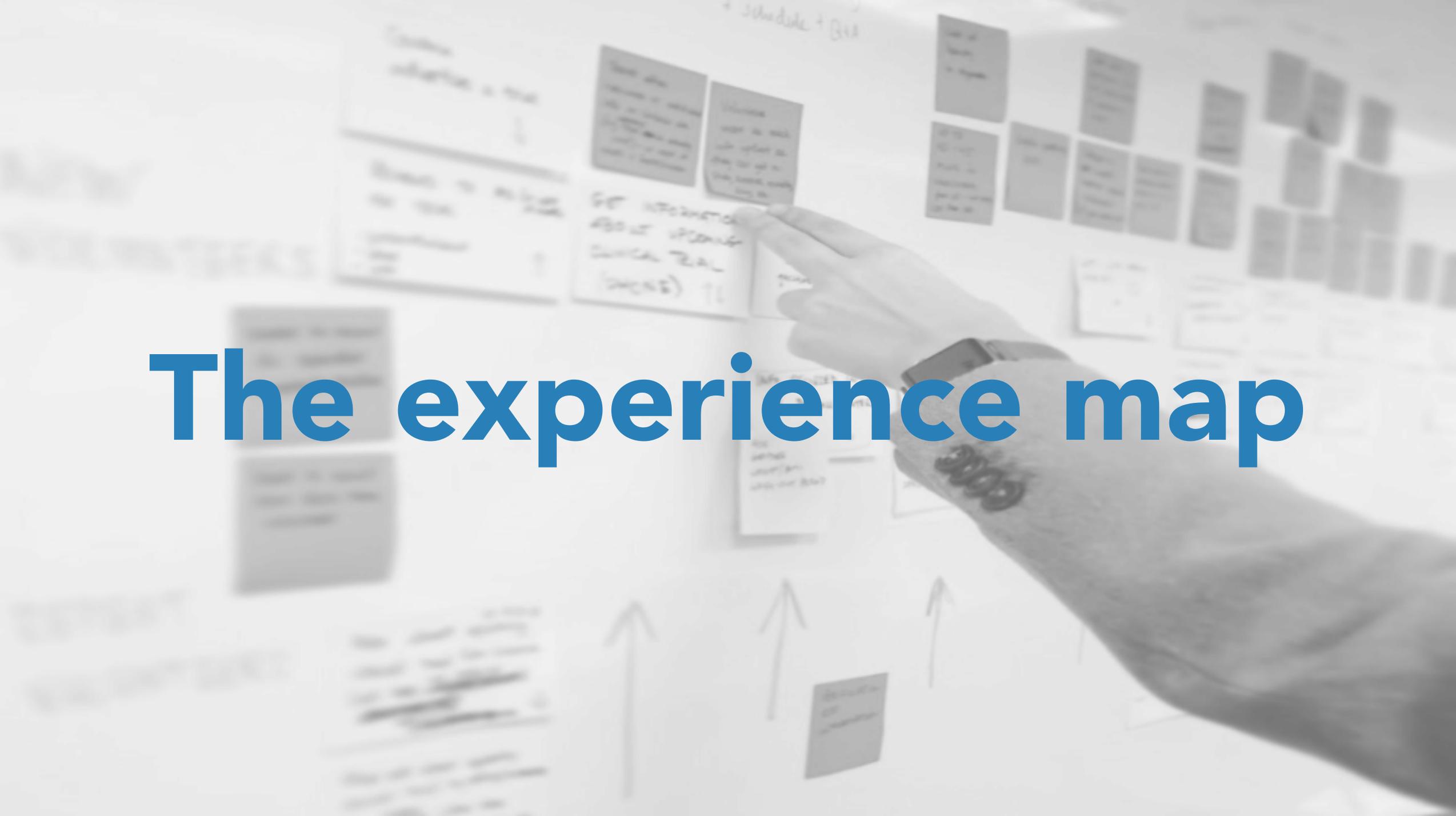
## Business challenge

Design an app that supports recruitment and scheduling to help identify more potential participants, enhance the efficiency of call center representatives, and improve participants' experience when engaging with our company.

## Long-term goal of design sprint

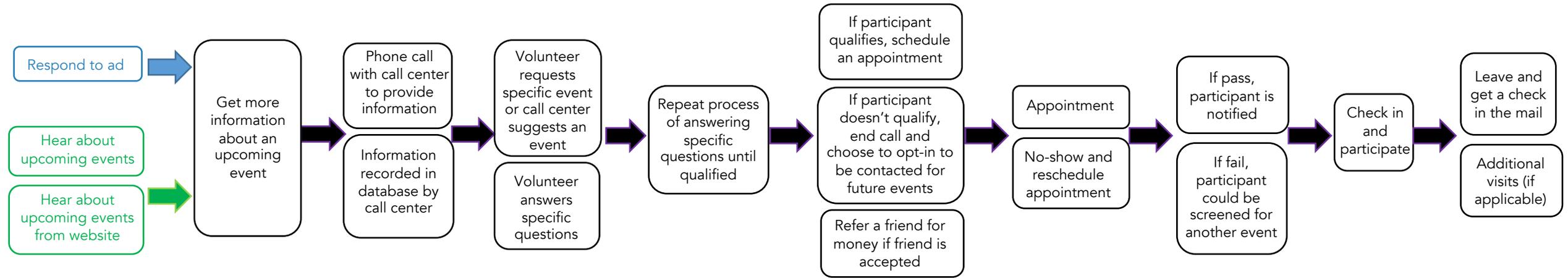
Create a digital solution for new and existing participants to improve their recruitment experience, in an effort to brand our company as a desirable, innovative, company.



A hand in a grey suit sleeve points to a sticky note on a whiteboard. The whiteboard is covered with various sticky notes, some with handwritten text and others with diagrams. The background is slightly blurred, emphasizing the hand and the sticky note it is pointing to. The overall scene suggests a collaborative workspace where ideas are being organized and discussed.

# The experience map

# Experience map for new and experienced participants, based on key tasks





A grayscale photograph of a person's hands writing on a sticky note with a pen. The person is wearing a striped shirt. The sticky note has some handwritten text, including a list of items and a box with a smiley face. The text "User stories" is overlaid in blue on the image.

# User stories

Once the experience map was complete, validated, and mapped to pain points, the team began to define key tasks – articulated as user stories – to explain wants and needs of the participants we interviewed. These stories were created to drive the solution, so that all sketches were entirely based on user needs.

Story #	Priority	Technical complexity	Category	User Story [1]	Actor	Requirement type
0XY	L	Medium	Favoriting	As an exec, I want to be able to favorite custom filters, so that I can return to that view in future.	Execs	Client suggestion
001			Profile	When my BMI or other information (like address) has changed, I want to be able to edit my profile so that I'm more accurately matched with upcoming trials	Trial Participant	Client suggestion
002			Profile	I want to be able to confirm or update my information on email # of phone # so that my profile is more accurate	Trial Participant	Client suggestion
003	L		Profile details	When I'm deciding whether or not to sign up for an account, I want to be able to use BMI calculator and other tools so that I can find trials I can participate in	Trial Participant	Client suggestion
004			My preferences	When I'm looking for trials to participate in, I would like to exclude studies with procedures that I am uncomfortable with (e.g. # of blood draws, etc.) so that I do not apply for anything that I won't end up participating in	Trial Participant	Participant suggestion
005			My preferences	When I see an account I want to enter my profile and let my friends know that I am participating in a trial so that they can see my secret	Trial Participant	Slalom suggestion
006			Refer a friend	When I'm accepted to a trial, I want to let my friend who referred me know that I was accepted or rejected so that they know to expect a check.	Trial Participant	Client suggestion
007			Reminders/ Notifications	When I have outpatient visits to attend, I want to be notified so that I don't forget about the appointment	Trial Participant	Client suggestion
008			Current status	When I'm selected for a trial, I'd like to be notified immediately so that I'm not left wondering.	Trial Participant	Client suggestion
010			Current status	When I start a trial, I want to see a progress bar for other participants so that I can see what steps are on, so that I can see how many more steps there are if I qualify.	Trial Participant	Slalom suggestion
011			My preferences	When I'm rejected from a trial, I want to be able to be contacted for a future study so that I can immediately receive a phone call for the next trial I qualify for.	Trial Participant	Client suggestion
012			Refer a friend	When I'm looking at the details of a new study, I want to be able to share it with my friends so that I can let friends know about great studies (and get paid for it).	Trial Participant	Client suggestion
013			Reminders/ Notifications	When a study becomes available, I want to be notified on my phone so that I'm aware immediately.	Trial Participant	Participant suggestion

Sample user stories

A hand in a checkered shirt sleeve points to a sticky note on a wall. The wall is covered with numerous other sticky notes and sketches, some containing diagrams and text. The overall scene suggests a collaborative workspace or a brainstorming session.

# Solution sketches

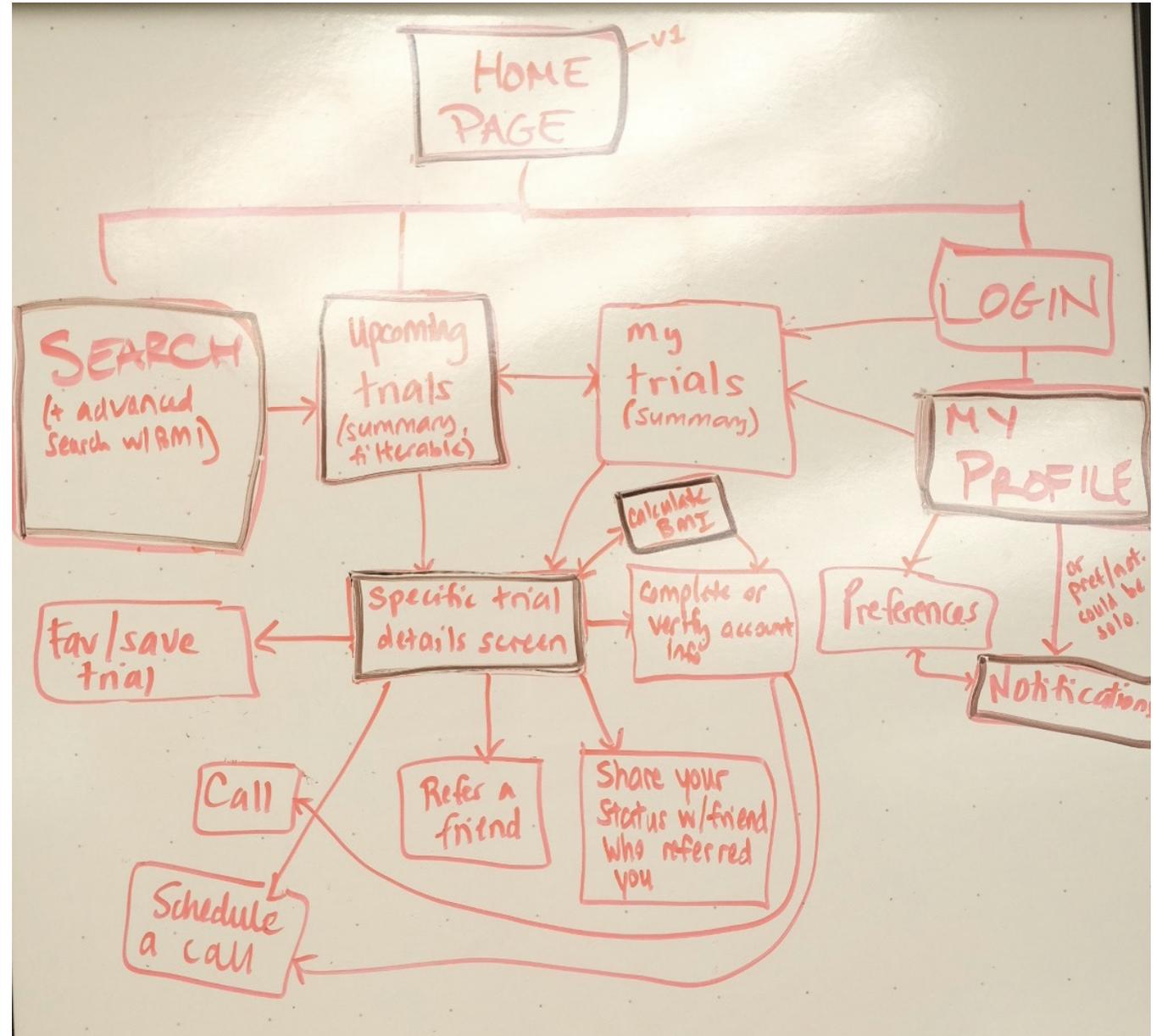
The team individually sketched solutions for all user stories generated. Design sprint participants then used dot voting to indicate which feature ideas were most popular and valuable for prototyping the following day.

The sketches illustrate various components of a clinical trial application:

- Search Results:** A table with columns for 'Trial name' and 'date', showing a result for '\$\$\$'.
- Upcoming studies:** A list of studies with filters for 'All countries' and 'All countries'. A note indicates a 'call homepage shows upcoming + just one button to search'.
- Navigation:** A menu with options like 'My profile', 'Favorites', 'My trials', 'Inspire this app', 'Referrals', 'Contact us', and 'FAQ'. Another navigation section includes 'Find a trial', 'Refer a friend', 'Favorites', 'My Rewards', and 'Contact us'.
- Search for a trial:** A form with fields for 'Component' (\$500 to \$1000), 'Location' (MI), 'Gender', and 'Age'. A 'SEARCH' button is present.
- Getting into a trial - The process:** A 6-step process: 1. Find a trial, 2. Set up your profile + preferences, 3. Schedule a phone screening, 4. Complete phone screening, 5. If you qualify, set up in-person screening, 6. Complete in-person screening. A note explains that collapsed steps expand in the process.
- Mark Kooyman:** A profile card for 'Mark Kooyman' with a 'Profile' icon and the text 'Active "Member" since 2010'.
- My Profile:** A profile card for 'Joe Shmoe' with fields for 'Name of trial (\$2000)', 'Phone screen: 11/10/16', 'In-person screen: 11/24/16', 'Trial start: 12/01/16', 'Status: accepted', and 'Confirm'. It also includes a 'Refer a friend' button.
- My Trials:** A table showing trial status updates. One trial is 'accepted' and another is 'waiting'. A note says 'each trial will be able to more details'.
- Navigation:** A section titled 'Navigation:' with a 'My clinic' card for 'Madison WI' and a 'Google Map' placeholder.
- Search for a trial (continued):** A form with fields for 'Component' (\$100 to \$1000), 'Location' (MI), 'Gender', and 'Age'. A 'SEARCH' button is present.
- My Profile (continued):** A profile card for 'Joe Shmoe' with fields for 'Name of trial (\$500)', 'Phone screen: 12/11/16', 'In-person screen: 12/24/16', 'Trial start: 1/10/16', 'Status: waiting', and 'Confirm'. It also includes a 'Refer a friend' button.
- My Trials (continued):** A table showing trial status updates. One trial is 'waiting' and another is 'rejected'. A note says 'each trial will be able to more details'.

## Draft of sitemap

Prior to creating the prototype, the team generated a draft site map to inform which screens would be required in an MVP version of the app.





# Prototype testing

## Client user interview script: Round 1 Testing

### Intro (5m)

- How many clinical trials have you participated in? Lifetime? In 2016?
- Have you ever used the Covance website to search for a clinical trial?
- What usually makes you download an app from a company? What do you expect to get out of it? Incentives/increased features available on the app?
- If you haven't ever participated in a clinical trial, do you think you would download the app, or would you wait until you were more familiar with the process or had someone who would be able to help you?

### Homepage option #1



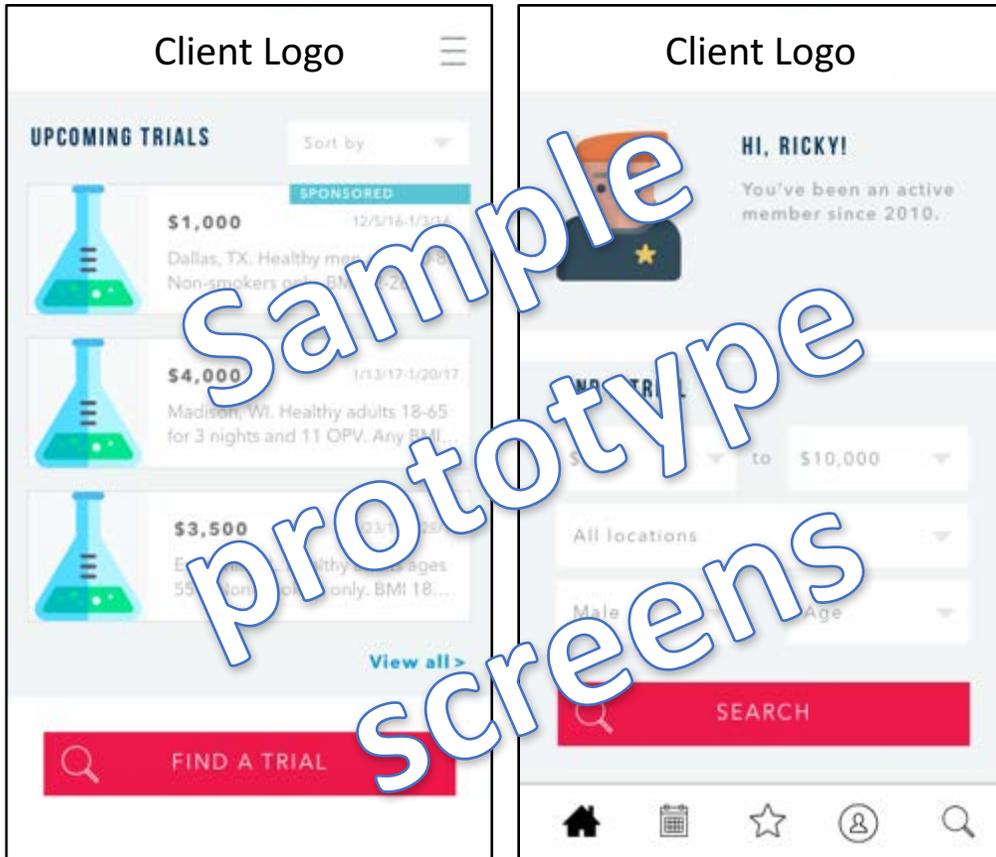
### Invision prototype link:

#### Key questions:

- This is one way we imagined the home screen could look. In this scenario, you would have already signed up for an account, and that would be your picture and name at the top. What do you notice first? What would you click on if this was the first screen you saw when opening the app?
- Is there anything you'd expect to see on this home screen that you don't see?
- Do you notice the bottom navigation? How do you feel about it being on the bottom? What do you think each icon represents?
- If you didn't have an account already, what would make you create an account?
- Are these the right filters to apply when searching for trials? Would you want to see any others?

## Usability testing script

While the team was developing the final MVP sitemap and solution sketches, we created a list of “big things to test” with potential app users. This was then converted into a formal 9-page interview script to guide the types of questions asked during prototype testing sessions.



Home (v1) – with hamburger nav

Home (v2) – with pervasive bottom nav

## Findings

- Users responded well to seeing upcoming events; they liked seeing compensation first and being able to sort; didn't understand "Sponsored"; some looked for filtering options.
- Maintaining the ability to search is critical – button is ok, surfacing search fields is nicer but home screen should maintain simplicity
- No need to see your photo + stats every time you log into app
- Pervasive bottom nav preferred, but labels might be needed.
- Visual design was acceptable, though some disliked visual icon indicating trials, and many people requested a slightly darker font for body text.
- Basic trial info seems to be better than visual icons, but some were confusing to some (start date vs. date of trial announcement)
- Need to be able to filter from home to see your preferences in order to see only upcoming trials that match those preferences.
- Ability to save favorite was preferred, but people also wanted a way to check on trials they have applied for, or see a calendar of dates for trials they've been accepted for.

## Recommendations

Combine aspects of both versions to create a new home screen, including a search bar (or initial search field) and a list of upcoming trials, but either remove sponsored trials, or mark them "promoted", or use an icon to indicate that compensation has recently increased. Further investigate preferred visual design options, and whether an image is necessary to accompany each upcoming trial in a list.

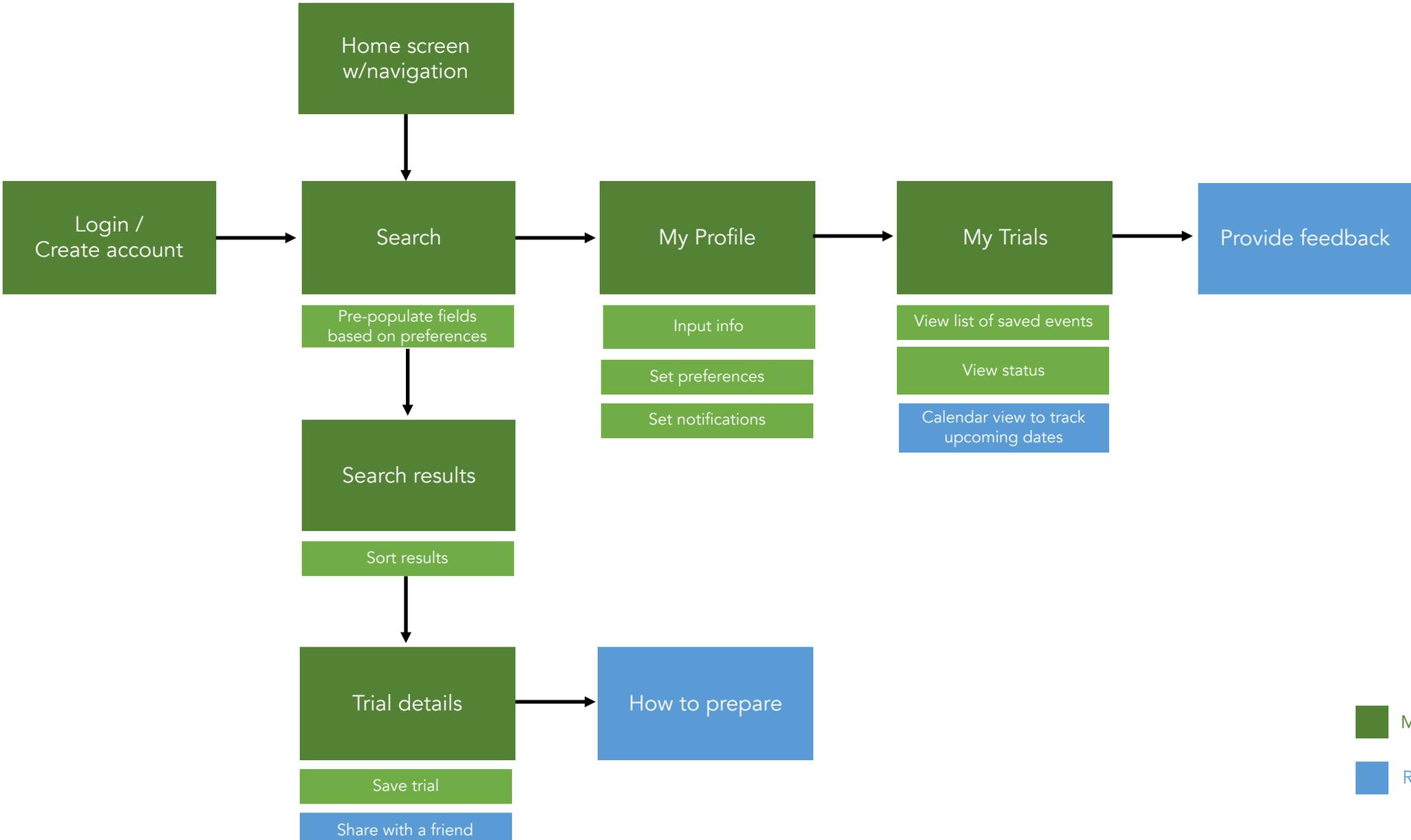
Add labels beneath bottom navigational icons. Replace the star and calendar icons with one icon, to display a new section with your upcoming trials, a history of trials you have applied for, and a calendar to easily view key dates on any trial you've applied for or are attending.

Consider filtering upcoming events based on preferences the user has set.



# **Go-forward recommendations**

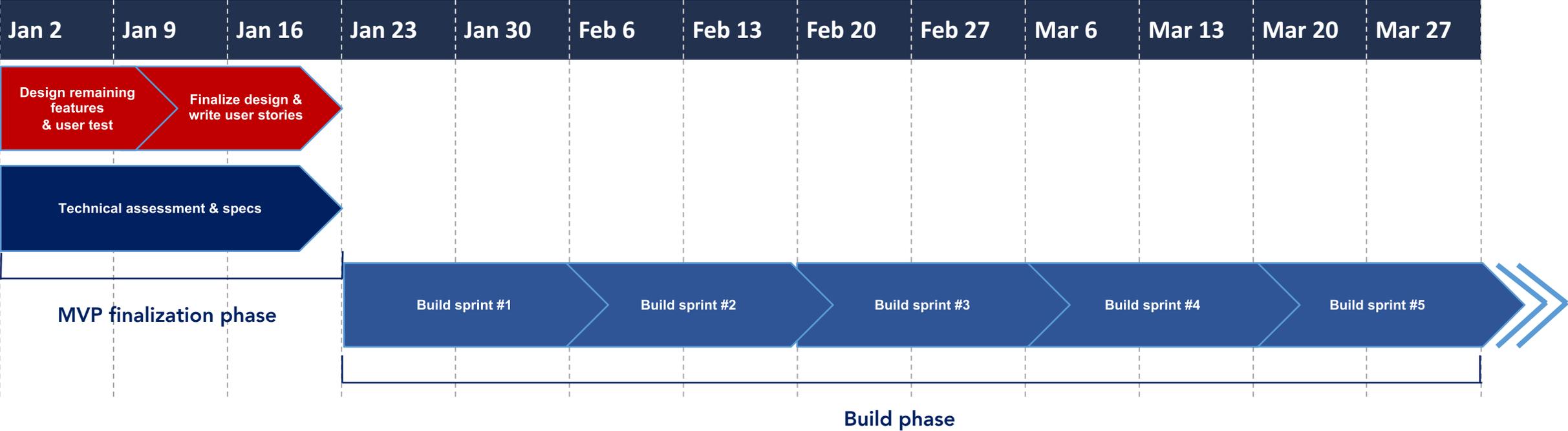
# UX recommendations: MVP vs. roadmap features



■ MVP feature  
■ Roadmap feature

# Summary recommendations

After conducting prototype testing with ten participants (five frequent, five infrequent), we validated the need for the app. To move forward with the MVP build, we recommend that a user-centric design process is employed, wherein key features are finalized and wireframed. A simultaneous technical assessment and architecture phase should follow to determine technical specifications and strategy. App development should be conducted using Agile methodology (sprint-based, iterative cycles) to reduce risk and overhead.



- MVP finalization activities:**
- Updates to screens in prototype based on testing feedback
  - Design new 'My trials' screen, including functionality
  - Explore technical feasibility and ROI for user calendar view
  - Technical architecture and analysis
  - Establish visual styleguide for the app
  - Development of final user stories and functional prototype

# THANK YOU!



**slalom**