LAB GROUPS DAY 2
PROTOTYPE, TEST
// Prototype to learn - not to prove
// Small tests of components of your design
// Iterate!
// Go into this with humility and no attachment to ideas
**Paving the Way**

Prior to a scheduled visit, you receive engaging information about colon cancer screenings and topics you may want to discuss. During the visit you commit to a screening plan with your doctor, and then receive assistance in following through.

- Select your screening option: colonoscopy, flexible sigmoidoscopy
- Plan for screening window of 60-75 years old
- Personal pledge

**Real Stories**

A digital community hub connects you to real, personal stories about peoples’ experiences with colon cancer screening.

- See the people like you, treatment, outcomes, experiences, beliefs
- Real stories, real voices
- Other views, personal stories, real pain stories
### Performance & Activity

**Compare Your Performance To:**
- SP500
- Dow Jones
- NASDAQ
- More

![Graph showing stock performance from 4.1.09 to 8.1.09 with highlighted periods.](image)

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
<th>Reason</th>
<th>Asset</th>
<th>Shares</th>
<th>Value</th>
<th>Ask About This</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sold</td>
<td>Ecolab</td>
<td>Company Forecast (more)</td>
<td>EQ</td>
<td>2,200</td>
<td>+$91K</td>
<td>Now Later</td>
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<tr>
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<td>Coca-Cola</td>
<td>Sector Performance (more)</td>
<td>EQ</td>
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<tr>
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<td>Altaria</td>
<td>PNC Analysis (more)</td>
<td>EQ</td>
<td>5,500</td>
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<td>Bought</td>
<td>King City Wash.</td>
<td>Portfolio Balance (more)</td>
<td>MB</td>
<td>20,200</td>
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<td>EQ</td>
<td>3,400</td>
<td>+$91K</td>
<td>Now Later</td>
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It's been a long day at work, and you're looking forward to receiving your mid-shift update soon.

Your phone dings and you know it's the update so you open the text portal and read about your child's condition, vitals and updates. Content with the new information you go back to work.

As you're doing the dishes that evening you receive the end of shift update and read it. Nothing has changed but it's nice to feel in the loop.

As you go to bed, you think about your child and how you wish you could be with them. But you find comfort in knowing you'll wake up to an update in the morning.
Tom's friend Susan has noticed that something is wrong with Tom, but she's not sure how to reach out to him.

Susan downloads the Heartline app onto her phone.

She adds Tom...

"Add the person you want to check on!
Phone number: "

...and then adds some of Tom's other friends to help check in on him.

Periodically, the app will remind Susan and the others to check in on Tom.

Susan checks in with Tom and tells him how much she cares about him. Tom begins to feel less disconnected and alone.

Periodically, as Tom's friends are reminded, they check up on him, and Tom is reminded of his support system.
As a trained Health Guide, Julie has the experience to help you with products to make you feel better and services to keep you on track.
**Mobility**
Rethinking the design of the IV pole through different prototypes to enable safe patient mobility and additional functionality.

**Drug Prep**
Prototyping tools to help streamline the drug delivery and preparation in order to enable chemo-ready nurses.
Communication

Prototypes of a communication tool that allows nurses to monitor mobile patients and drug delivery progress, and to anticipate next steps.

Observing

Prototyping ways to streamline the daily work flow and treatment monitoring and to enable better communication and coordination between nurses.
Not pass/fail
Use this as an opportunity to co-design with your users
Have a thick skin...the user is always right
“If you’re not prepared to be wrong, you’ll never come up with anything original.”
PROTOTYPE, TEST

// Create prototype of 1 idea
// Plan how you will test your idea