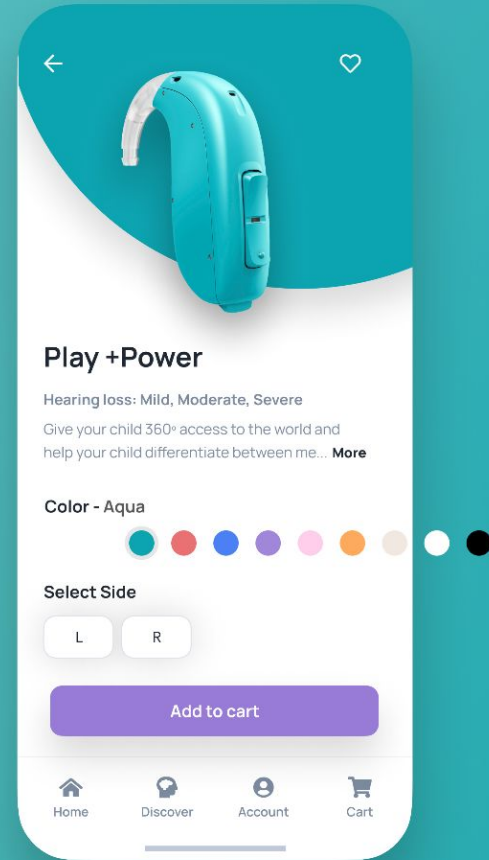
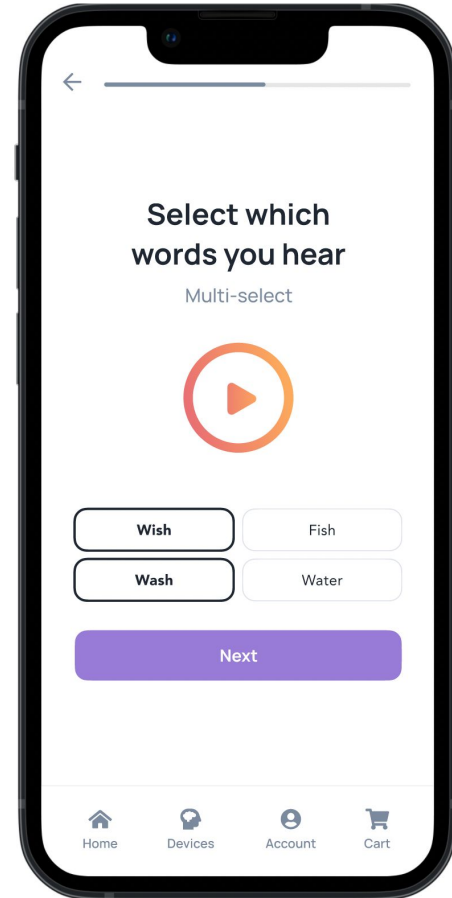


MVP Hearing Aid app



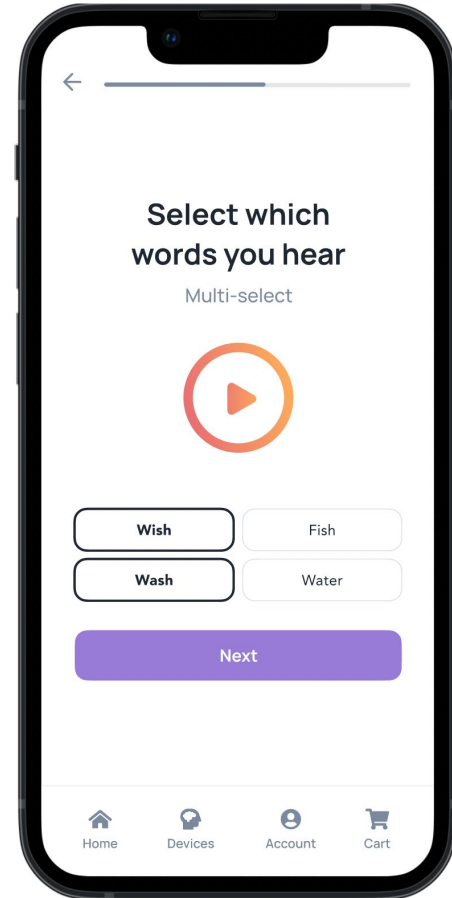
Executive summary

An e-commerce solution to change the way adolescent hearing loss is approached



Executive summary

- + Clean UI and intuitive functionality
- + Provided a solution
- Lacked specific information



Audience

“As a caregiver, I want to understand my child’s medical needs so that they can have a better quality of life.”

Who did we solve the problem for: Christine, age 37, mother of 3

What motivates them: Christine is motivated by her children. She wakes early in the morning to make sure that they are taken care of during the day by getting their lunches packed and items ready for school. Christine also works full time and is aware that she does not have a lot of downtime. She is looking for ways to be efficient and tools that make life a bit easier.

What are their biggest struggles: Understanding and compartmentalizing this new information



Audience

“I don’t want to spend hours at the doctors office. I just want to play with my friends, not spend time doing chores or doing grown-up stuff”

Who did we solve the problem for: Andy, age 7

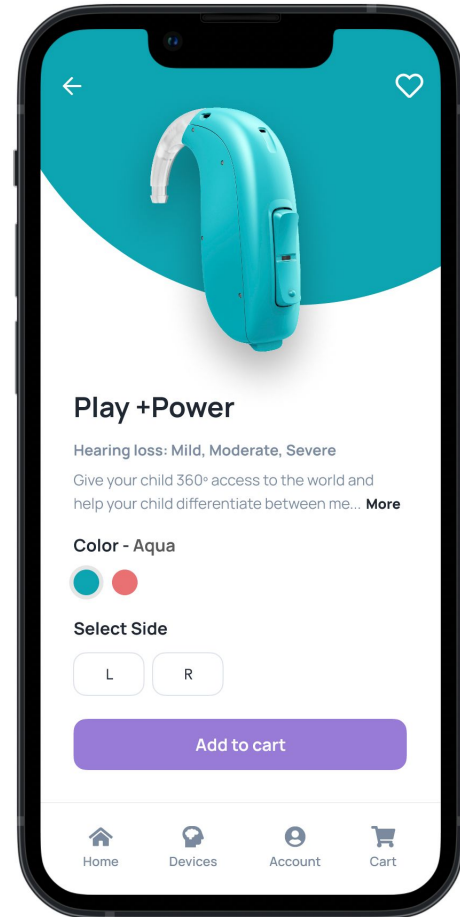
What motivates them: Andy is a people pleaser and likes to do well in school, sports, and at home. He spends his time playing basketball with his neighborhood friends and playing video games. He is motivated by the wanting to make others happy because he cares what his peers say about him.

What are their biggest struggles: Sitting still and listening to instructions.



The opportunity

Change the way hearing is tested and treated for children.





Goals/Success Metrics

Caregivers can test hearing and get results from the comfort of their own home.

The app can help caregivers identify hearing loss and provide the user with a plan for an official diagnosis.

Users can learn more about hearing loss and purchase devices that will aid in the prognosis.

Users can successfully connect the device to their mobile device



Process/Approach

Weeks 1-10



Empathize

Understand
the experience

Define

Persona
Opportunity

Ideate

User, wire, and
screen flows

Prototype

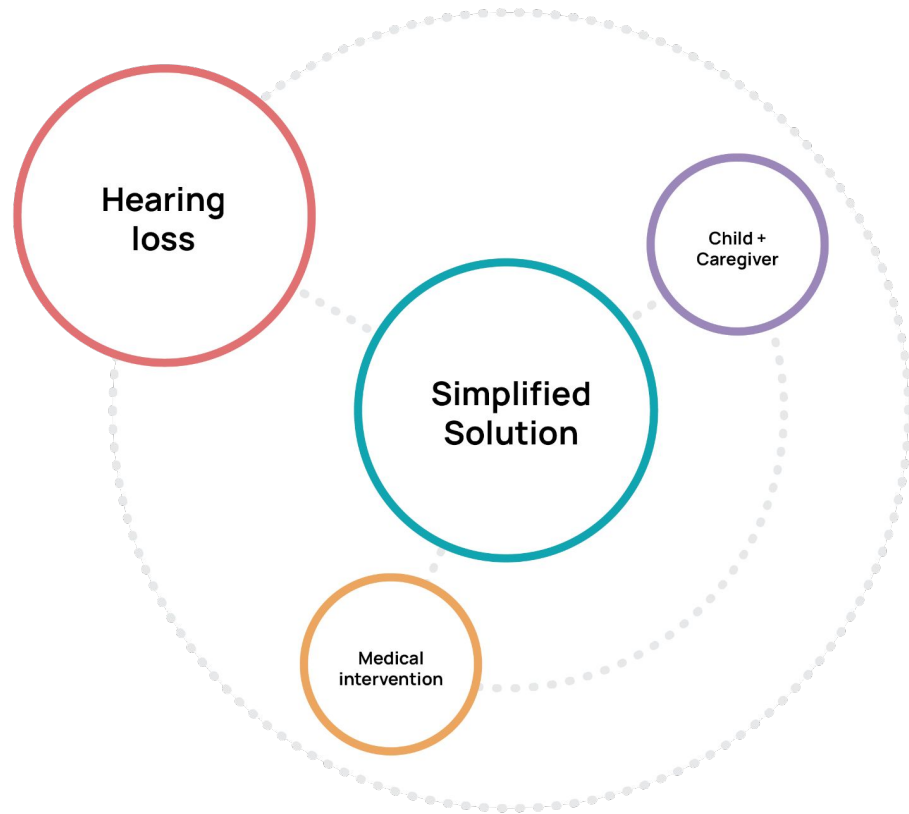
Paper prototyping
Digital prototyping

Test

Usability tests

Process | Empathize

To understand the experience, we created a
Concept model to illustrate the opportunity at a high level

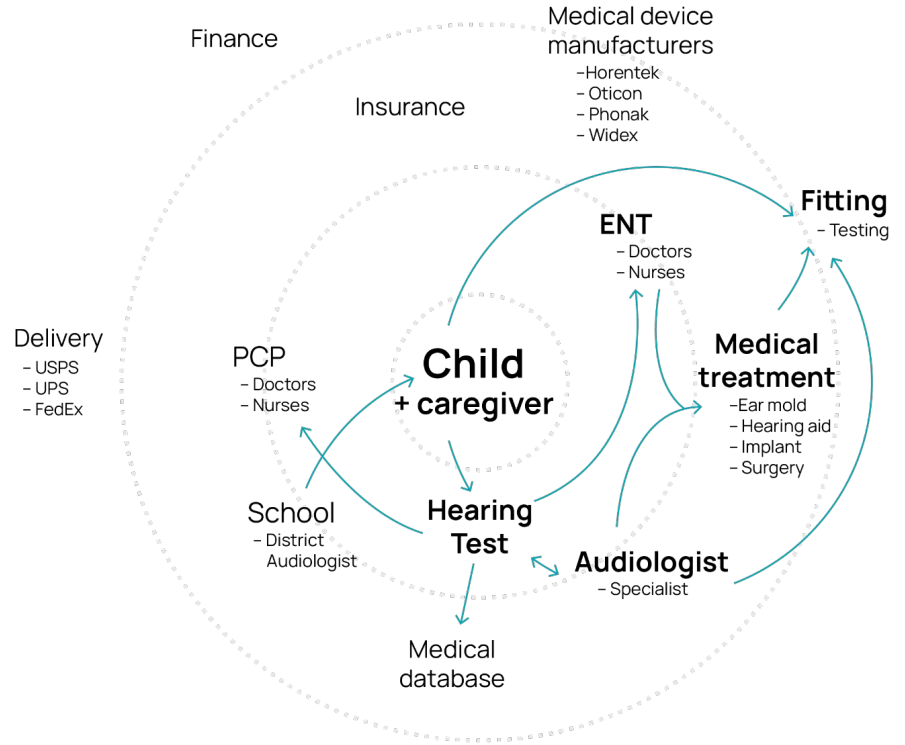


Process | Empathize

To understand the experience, we created a

Concept model to illustrate the opportunity at a high level

Ecosystem map to identify key players, touchpoints, and pathways



Process | Empathize

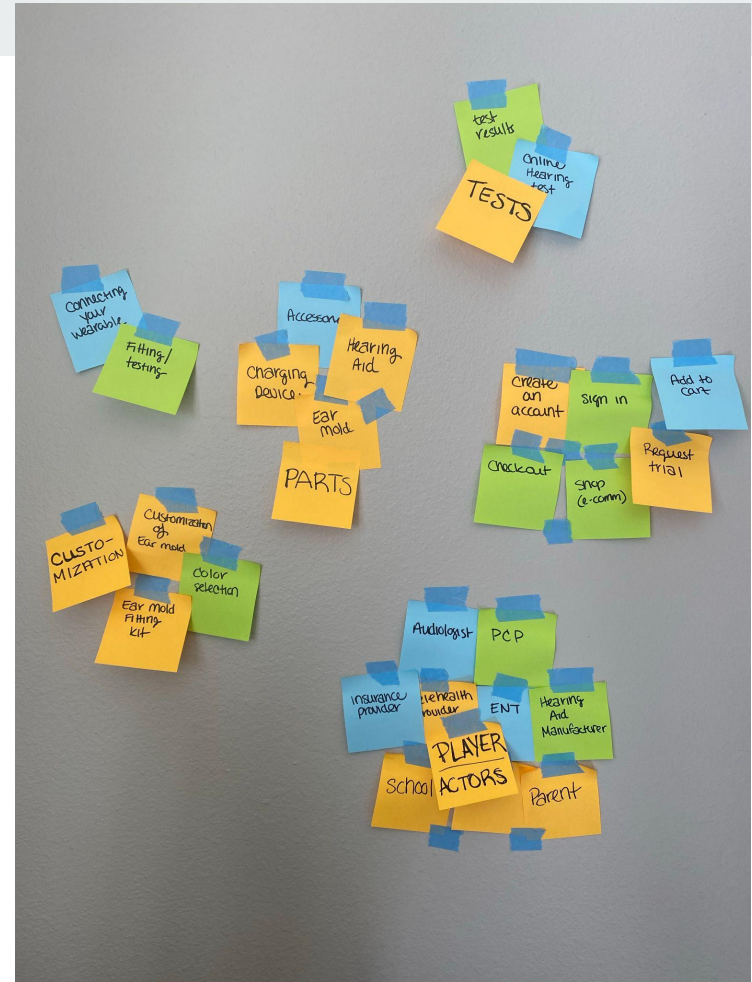
To understand the experience, we created a

Concept model to illustrate the opportunity at a high level

Ecosystem map to identify key players, touchpoints, and pathways

Card sorting to begin grouping ideas in order to form a structure






Outcome: Gained a greater understanding of the process and needs of our audience.



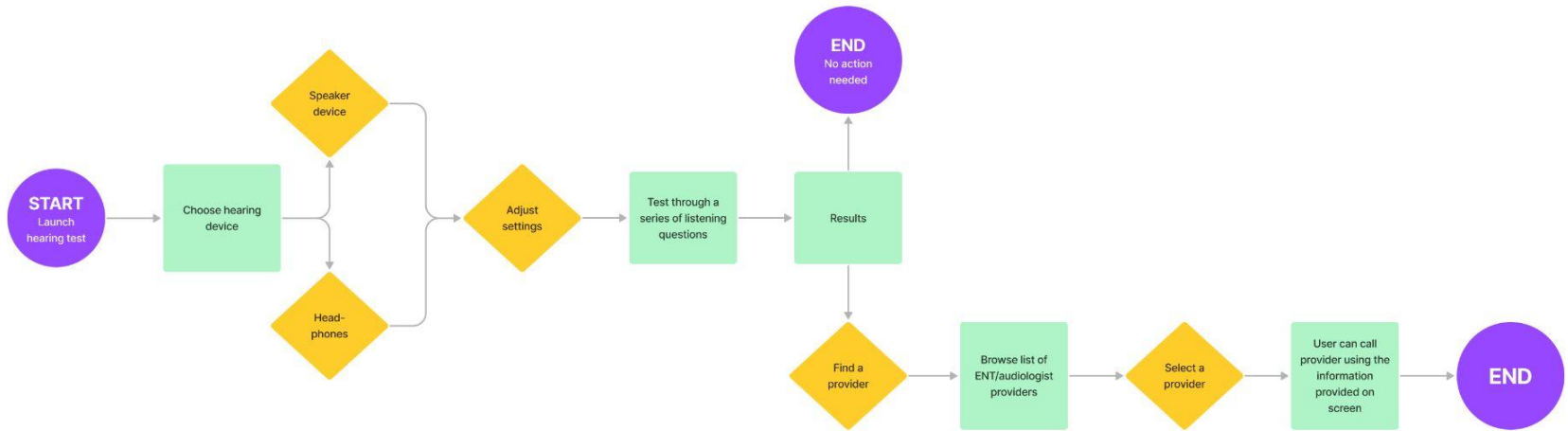
Process | Define

Customer journey map to identify the target audience, major touchpoints, and emotions of the user at each phase.

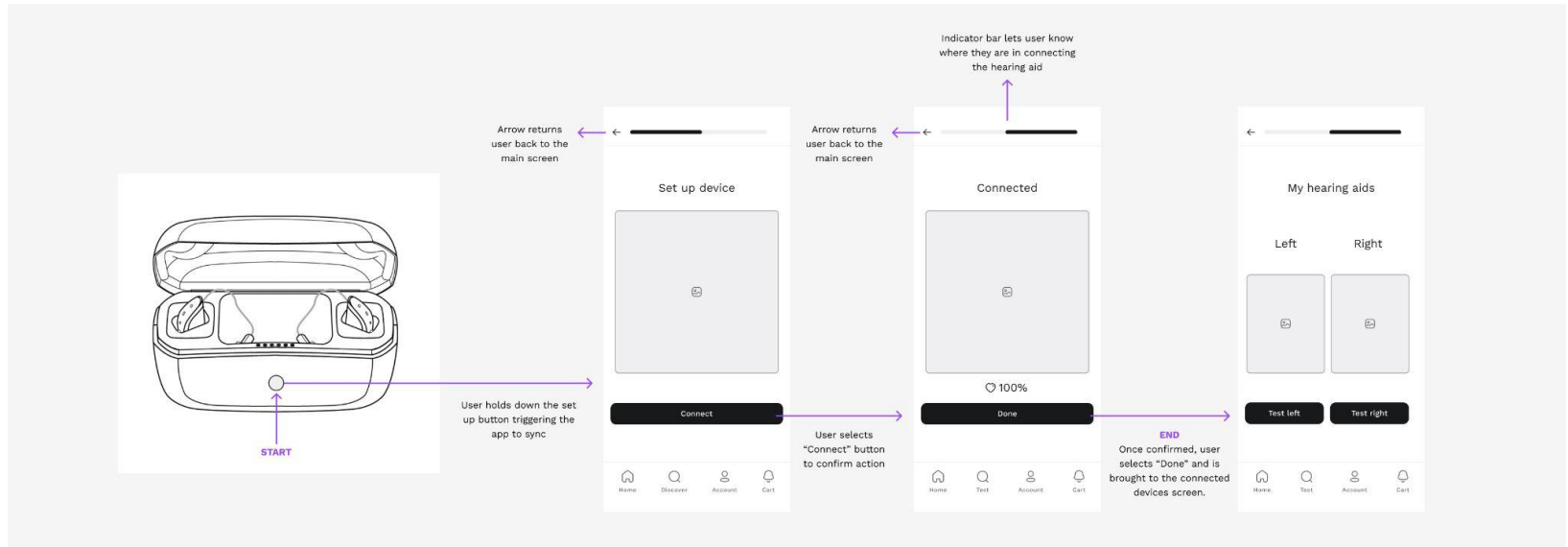
Outcome: Identified key opportunities to meet the needs of the caregiver and patient.

Persona	Christine, age 37, mother of patient				
Stages	Awareness	→ Education	→ Purchase	→ Retention	→ Advocacy
Emotions					
Thoughts	What does this mean and what do we do? Who do I contact?	Thanks to the medical staff now I understand my child's hearing loss better.	What type of device does my child need? What colors does my child want?	Every 6 months my child needs to be retested? And every 3 months the hearing aid needs to be checked?	The support I receive has been important to the success of my child's hearing.
Actions	Mom receives report of a failed hearing test from the school district	Mom and child visit the ENT and audiologist for additional testing.	Selects the hearing aid style and colors. Gets a mold fitted for child's ear.	ENT and audiologist provide ongoing hearing support.	Tells others who experience hearing loss about their experience with the process.
Opportunity	Become a resource for the district audiologist.	Online learning guides, FAQs, or tutorials.	Offer hearing aid styles specific to patient needs. Make this process easy.	Offer online testing for hearing and for hearing aid device to avoid high medical cost.	Offer referral incentives. Buy a hearing aid and give one to a child in need.

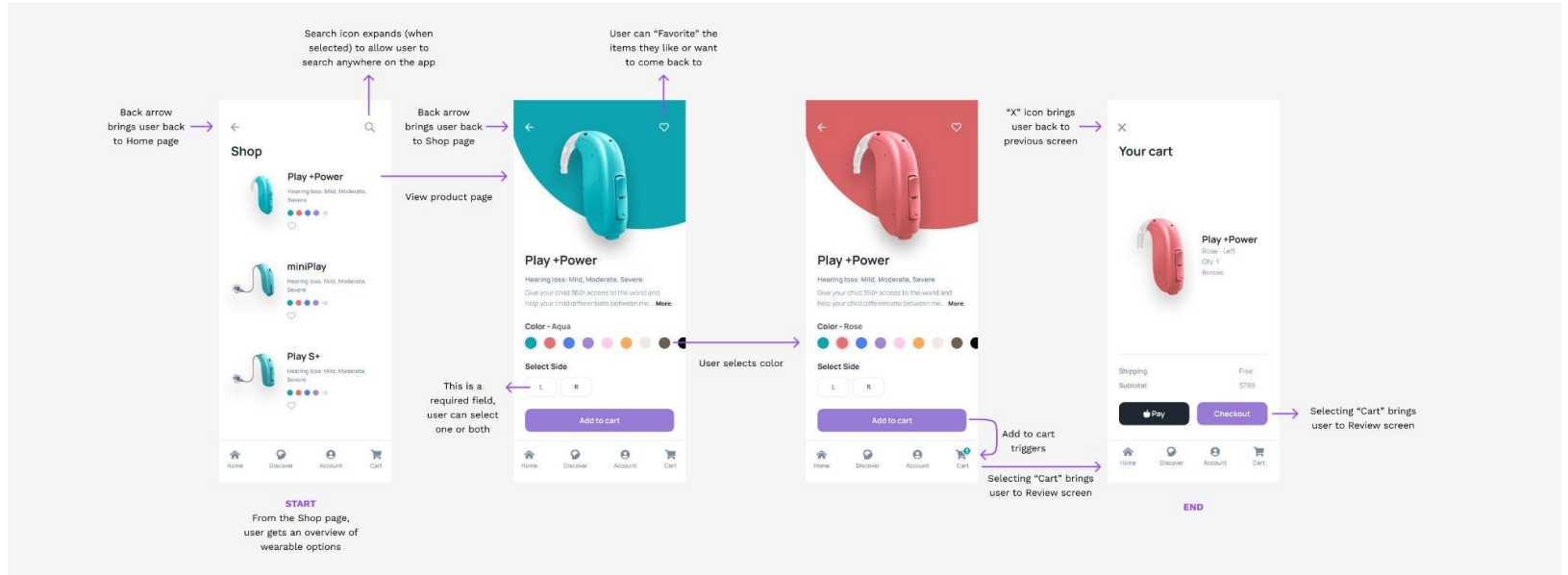
Process | Ideate



Process | Ideate



Process | Ideate

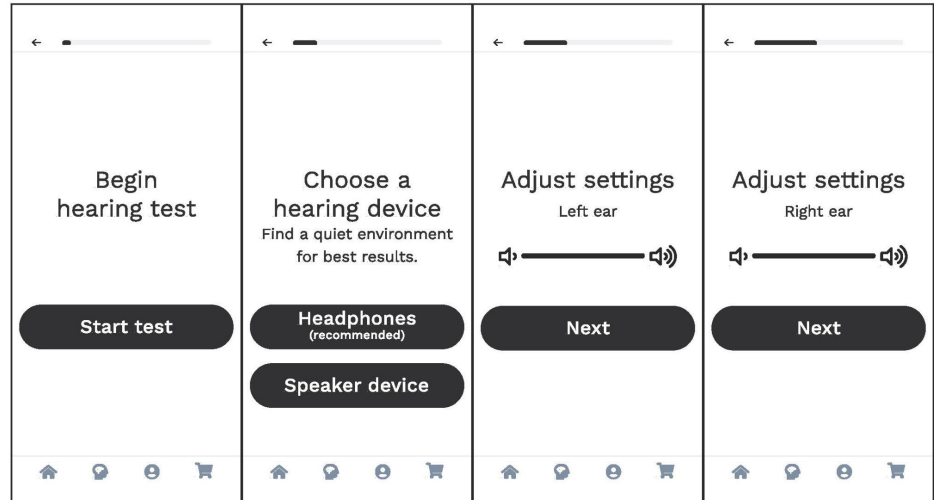


Process | Prototype & Usability Tests

What worked well: step by step guidance for hearing test.

Identified improvements:

1. Add the ability to control sound in test (play, pause)
2. Add ability to skip if no sound is heard

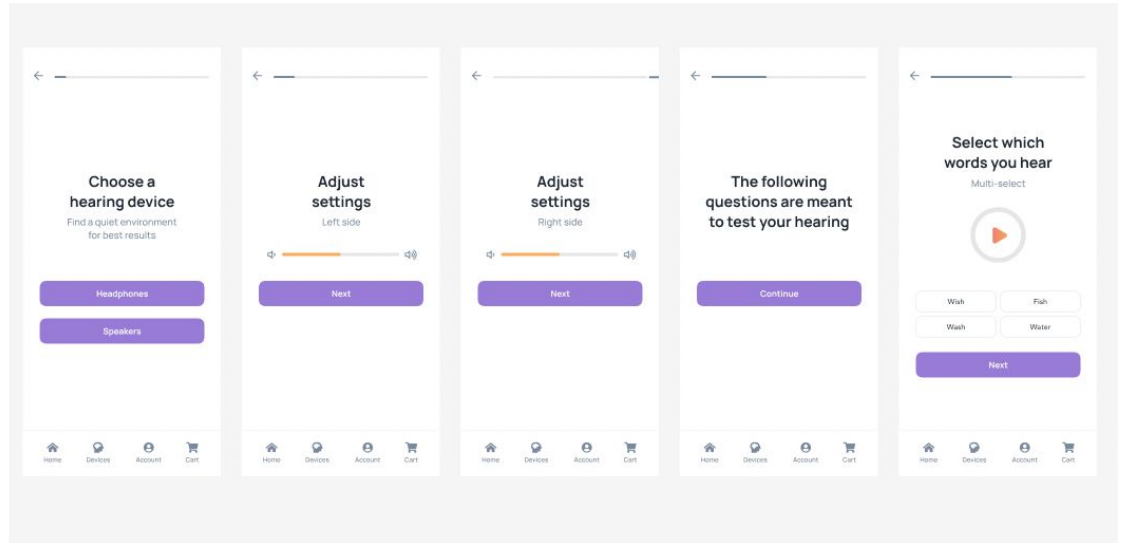


Process | Prototype & Usability Tests

What worked well: Experience was intuitive and design was clean. Users liked that they were provided a solution.

Identified improvements:

1. Users wanted more information regarding in network options, pricing, and provider references.



Lessons learned

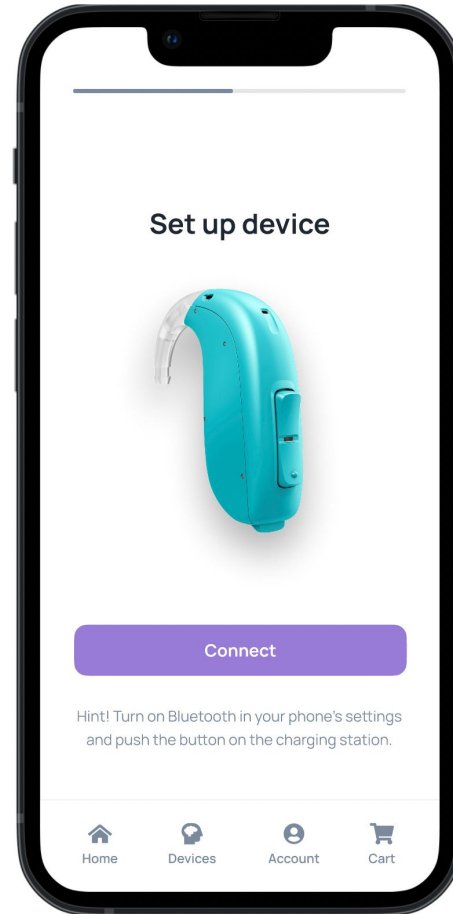
All of the feedback was relevant and important to hear. Here are the top three key takeaways:

1

More instructions and information throughout.

Consider how to **add clearer instructions** when it is not **intuitive**. Specifically when connecting your hearing aid to a device for the first time.

Add more details about the hearing aids on the product details page. Users would like to see information about **battery life**, **customer ratings**, **features**, and **price**.



Lessons learned

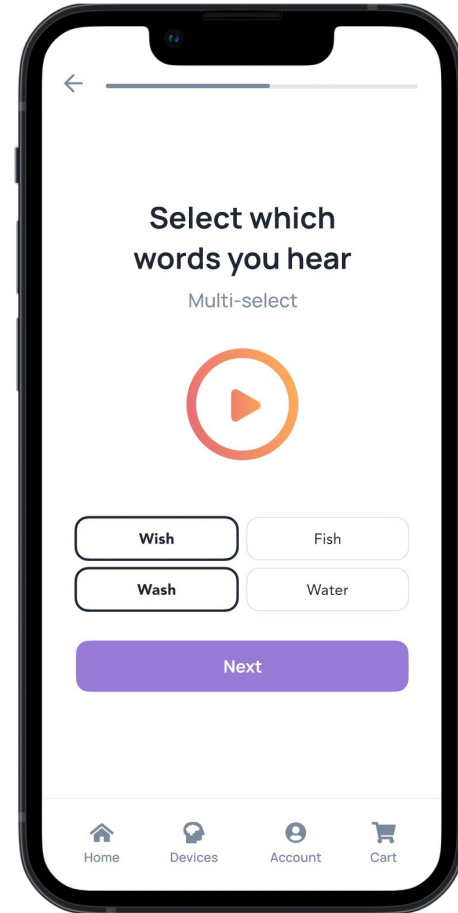
All of the feedback was relevant and important to hear. Here are the top three key takeaways:

2

Better option for early (or non) readers and deaf or hard of hearing.

Consider **adding imagery to the hearing test** for users who cannot read. Possibly allow the user to select if they want text or images.

Add an indicator bar on the Adjust settings to let the user know when sound is playing.



Lessons learned

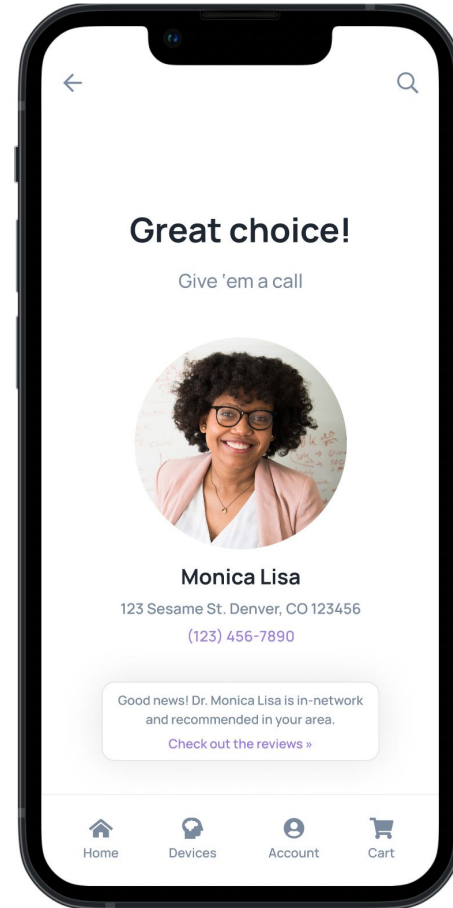
All of the feedback was relevant and important to hear. Here are the top three key takeaways:

3

Insurance details and education

Add more information about how the company works with insurance. Possibly add a section where the user can **add their insurance information** to make sure they are looking at in-network providers.

Educate the user about hearing loss so that they can be an advocate. Consider using language that is reassuring.





Current prototype →

Scenario 1

“You are concerned that you or your child has hearing loss, and you want to test their hearing before getting diagnosed by an audiologist.”

Scenario 2

“You’ve received a diagnosis that your child needs a hearing aid, your doctor has made some recommendations.”

Scenario 3

“You’ve received a hearing aid for the first time and you are ready to set it up”