

Jacob Mazonson Design

Case Studies



Project Index



ADHOC

Addressing the loneliness epidemic for patients aging with HIV



MeltingPoint

Helping employees understand and utilize their benefits

Project Index



ADHOC

Addressing the loneliness epidemic for patients aging with HIV



MeltingPoint

Helping employees understand and utilize their benefits

The ADHOC Web App

(Aging with Dignity, HIV & Other Conditions)

A platform addressing the loneliness epidemic for patients aging with HIV

Responsibilities

Led Product Design:

- Design facilitation & research
- UI sketches, wireframes, and high fidelity prototypes
- Developer friendly style guide
- Marketing materials

Team

ClearCost Health

Client / Partner

A Leading HIV Life Sciences Company

Timeline

1 year

How does ADHOC work?

ADHOC allows patients to create a comprehensive profile.

ADHOC securely joins this profile with clinical data to help patients and providers:

Create Community

Patients connect through common interests and experiences

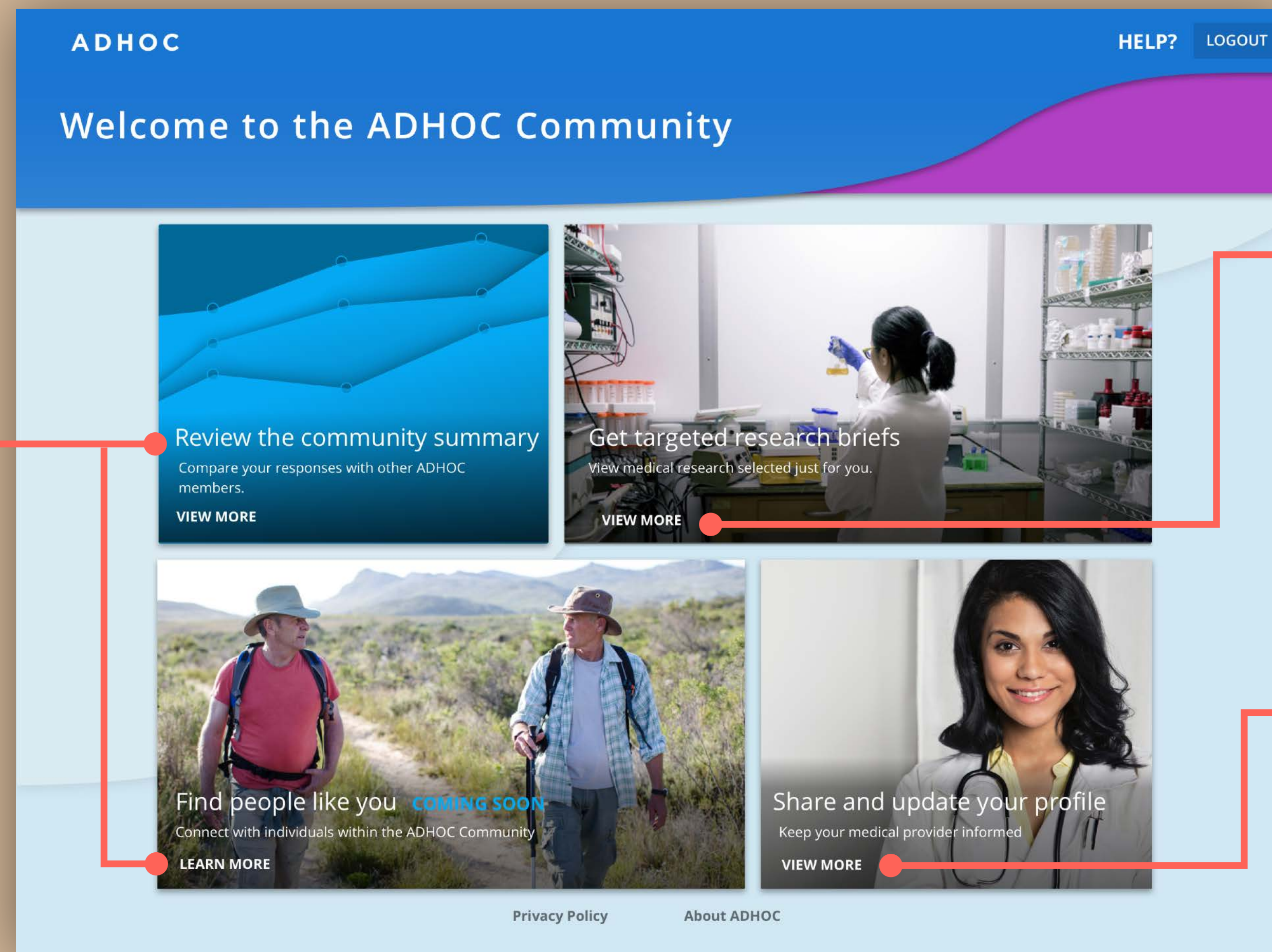
Foster Research

Patients receive the latest research updates relevant to them.

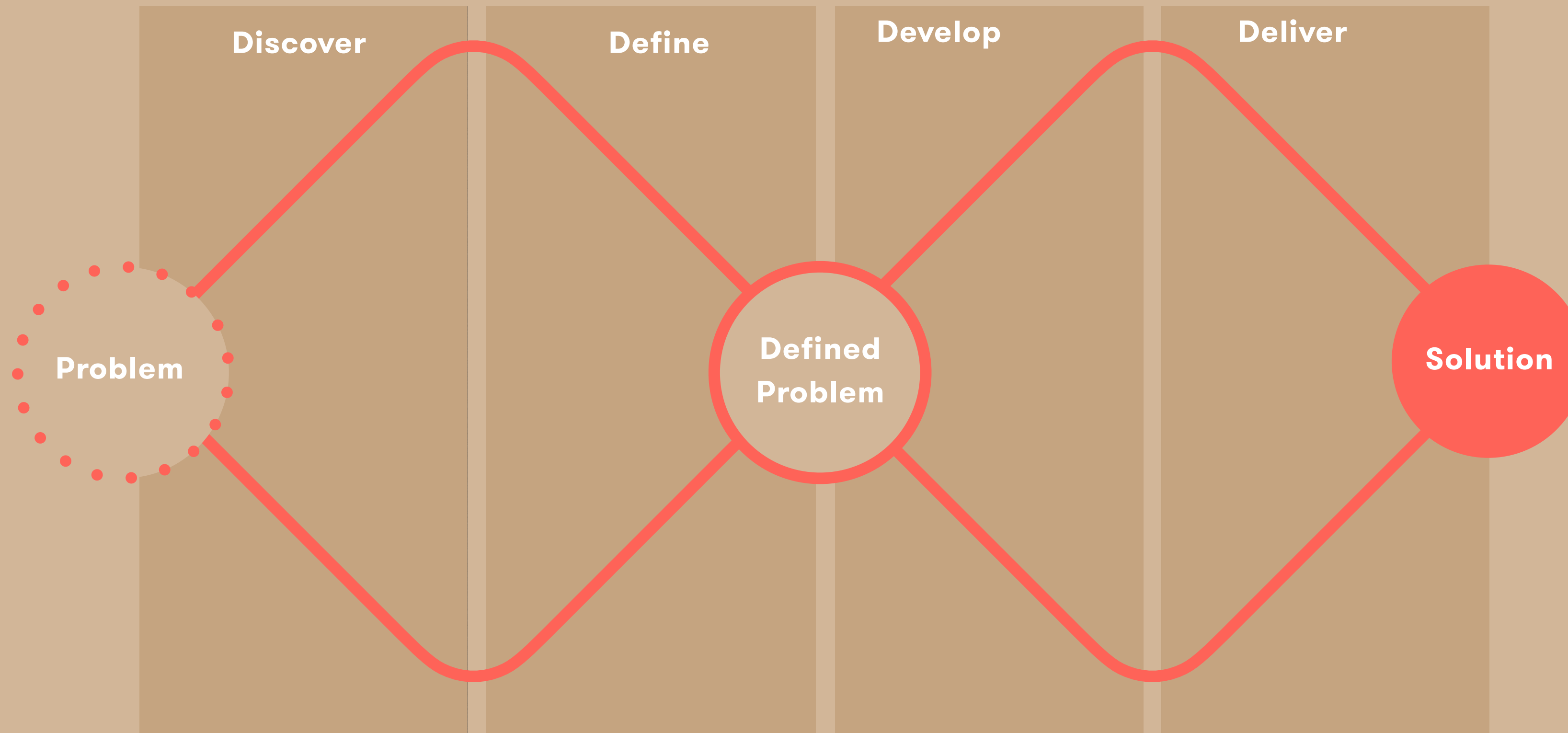
Researchers use profile data to study the loneliness epidemic.

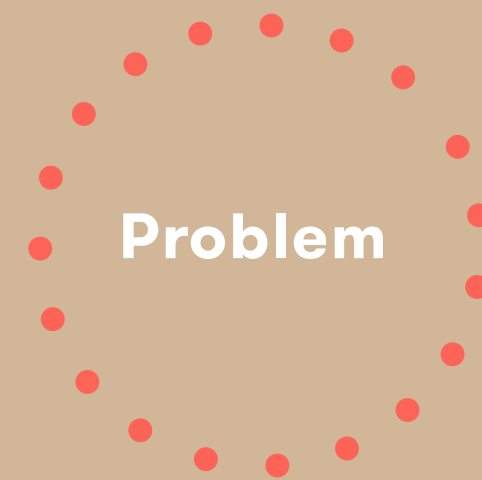
Improve Care

Patients can share the profile with their doctors.



How we got there.

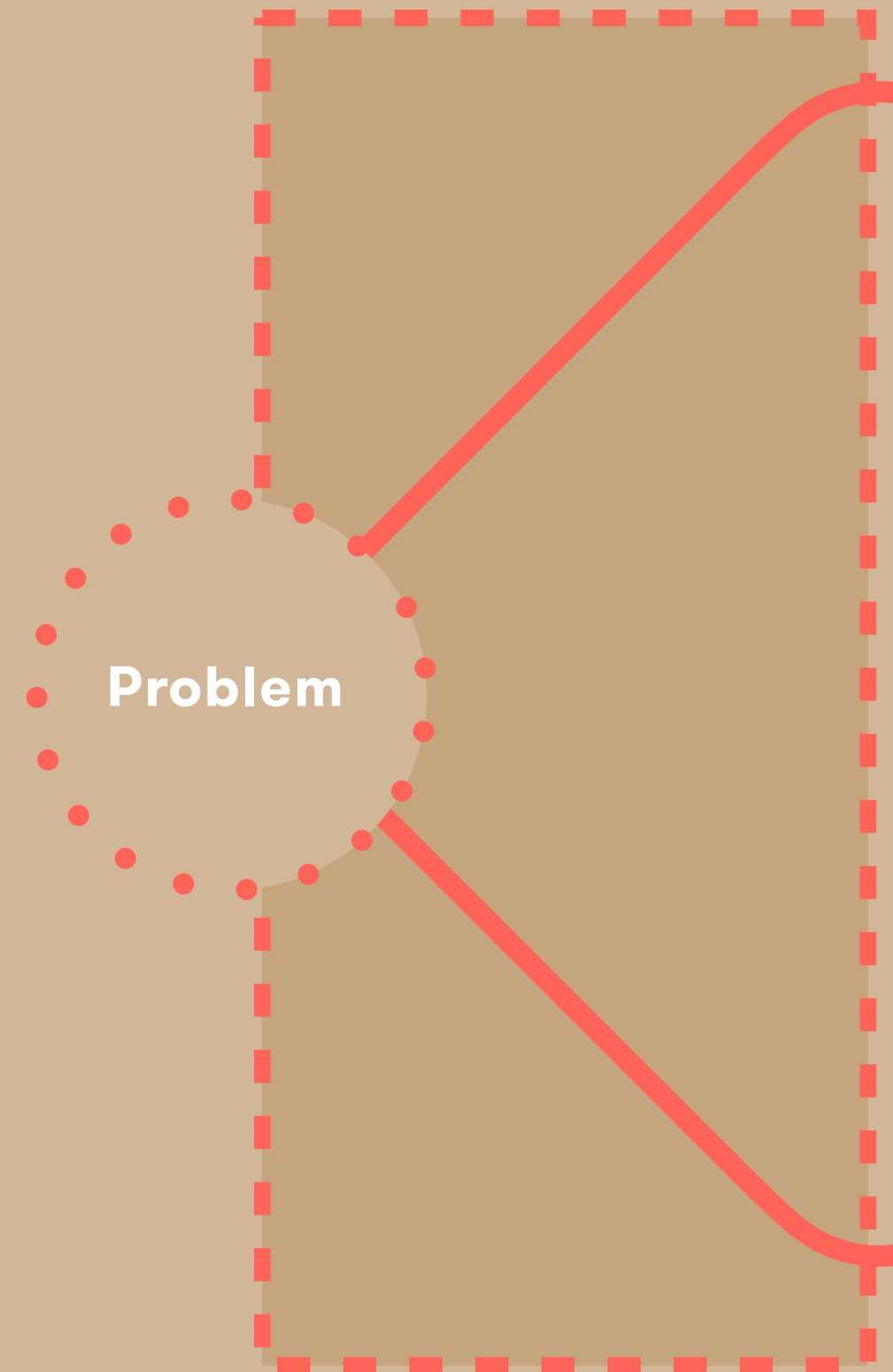




There is currently a lack of social & clinical support capable of addressing this loneliness epidemic.

ADHOC

(Aging with Dignity, HIV & Other Conditions)



Discover

My Role:

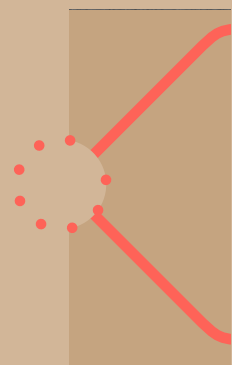
- **Primary Research: Patient / Provider Interviews**
- **Secondary Research: Scientific Papers**
- **Competitive Analysis**



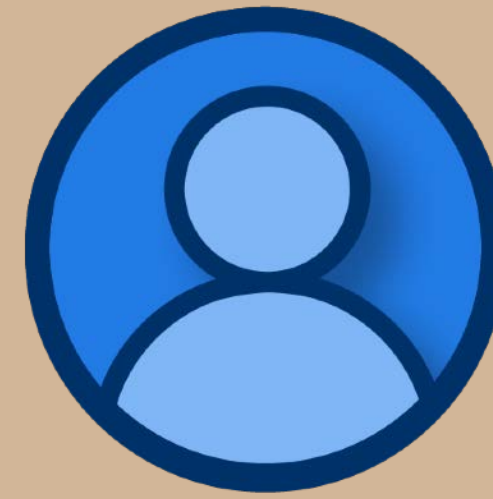
The Over 50 HIV Patient's Experience

“I went to a painting class, but no one there would want to be friends with a guy like me.”

-Patient Interviewee



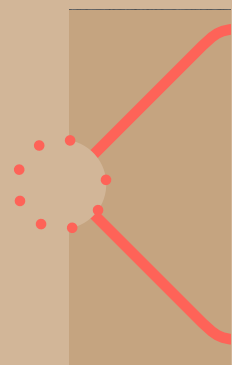
Discover



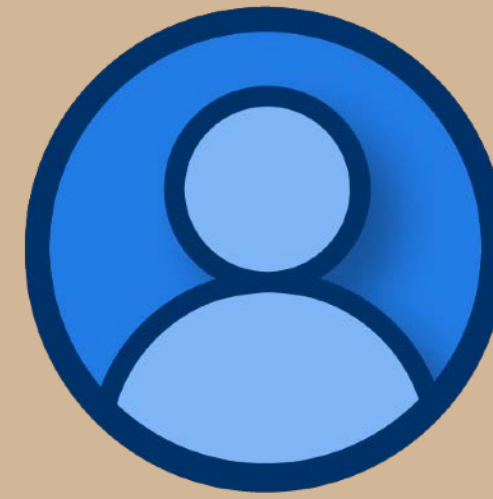
The Over 50 HIV Patient's Experience

“Support groups are depressing, I want to meet people that I share a passion with.”

-Patient Interviewee



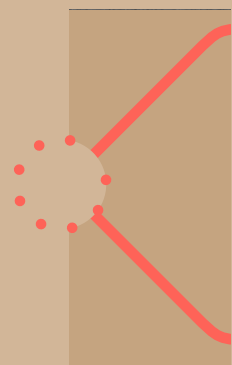
Discover



The Over 50 HIV Patient's Experience

In the UK 82% of over 50s living with HIV experienced moderate to high levels of loneliness.

Age UK (no date) Loneliness and Social Isolation: Evidence review [Online]. Available at: <http://www.ageuk.org.uk/documents/>



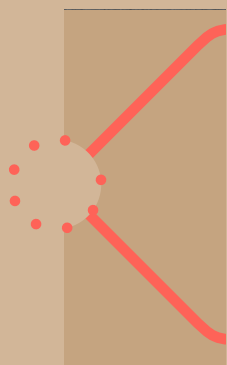
Discover



The Care Provider Experience

“A patient of mine had a surgery and after the procedure they had no one they could call to drive them home.”

- Provider Interviewee



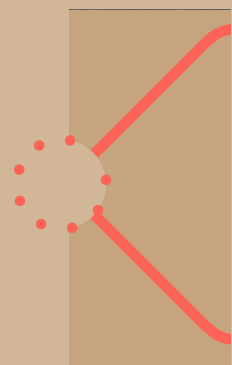
Discover



The Care Provider Experience

Social isolation is associated with 50%
greater odds of early death

Holt-Lunstad, J. (2017). The Potential Public Health Relevance of Social Isolation and Loneliness: Prevalence, Epidemiology, and Risk Factors. *Public Policy & Aging Report*, 27(4), 127-130. doi:10.1093/ppar/prx030



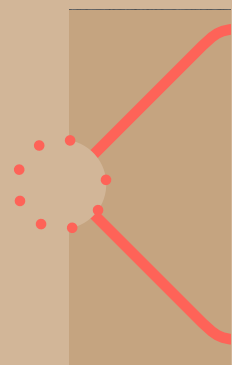
Discover



The Care Provider Experience

“[As clinicians] we don’t often screen patients for loneliness.”

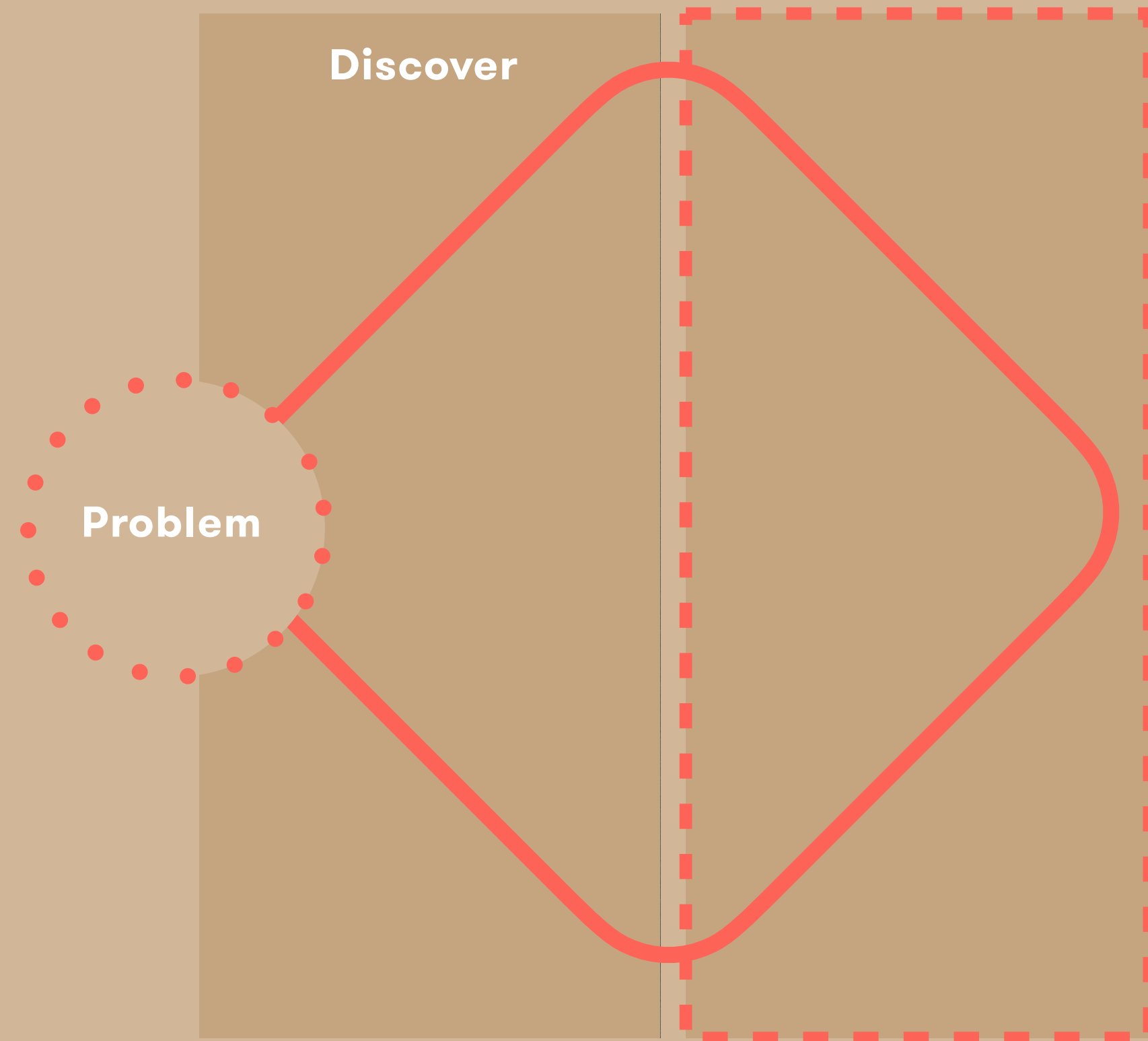
-Surgeon General 2017



Discover

ADHOC

(Aging with Dignity, HIV & Other Conditions)

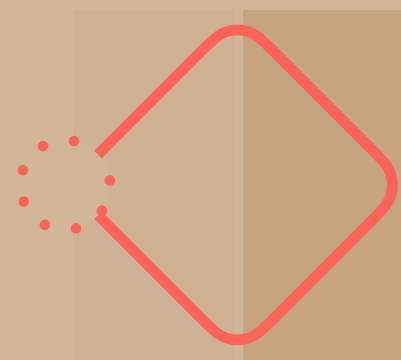
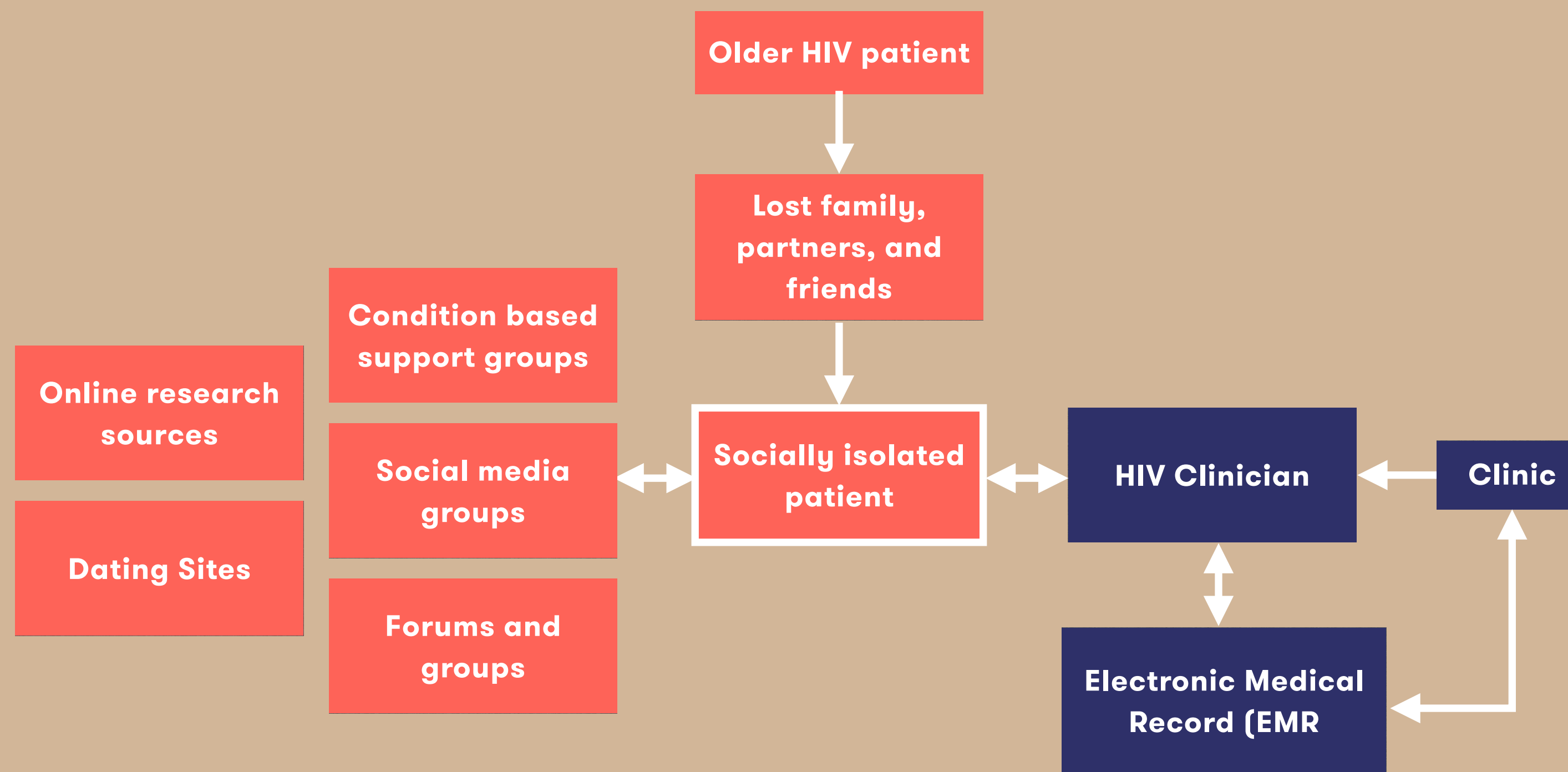


Define

My Role:

- Existing Systems Mapping
- Affinity Mapping

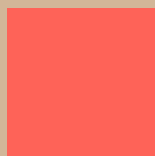
The existing clinical system is not addressing social isolation



Define

Determining areas of focus through affinity mapping

Patient



Care Providers



Peer Support

Support groups are not personalized

Social media is not secure

Social media can leave people feeling MORE lonely

Some want to meet in person some online

Gay dating community has high stigma of HIV

Witnessed patients making meaningful connections

patient matching is a novel approach

Don't feel accepted in other communities

Concerned about being outed as HIV positive

Physician Support

Recognize the need for more involvement

Time & resources are limited

Desire to show life sciences has not forgotten over 50s

Helpful to have motivation to change behavior

Opinion carries weight

Choose what to share, when, and with whom

Study recruiting is standard

Closer relationship = better outcomes

Requires HIPPA compliance

Research Support

Ability to test and scale interventions

Ability to fund development and pay participants

Avoiding adverse events

Research is a way to give back

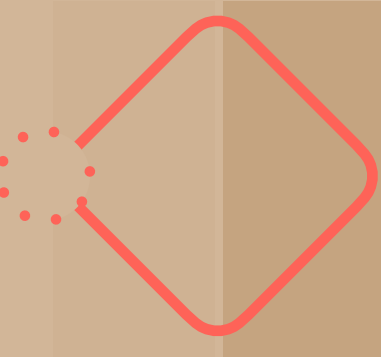
Ability to fund development and pay participants

Strict IRB approval process

Want to see results of the studies

Avenue for innovation

I want to know that I'm not alone



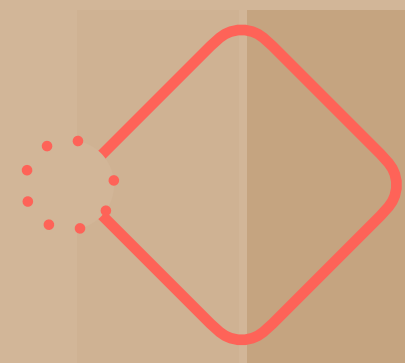
Define

Opportunity Areas

A Better Way to Find Community through personalized patient matching

A Clinician Support System Using Patient Data to Improve Care

A Research Study to test interventions and understand the loneliness epidemic



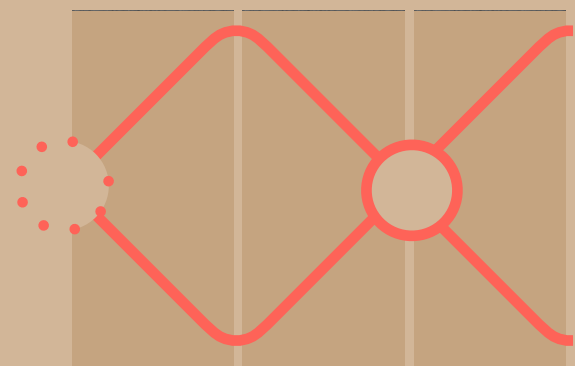
Define

Design Development Process

**A Better Way to Find Community through
personalized patient matching**

A Clinician Support System Using
Patient Data to Improve Care

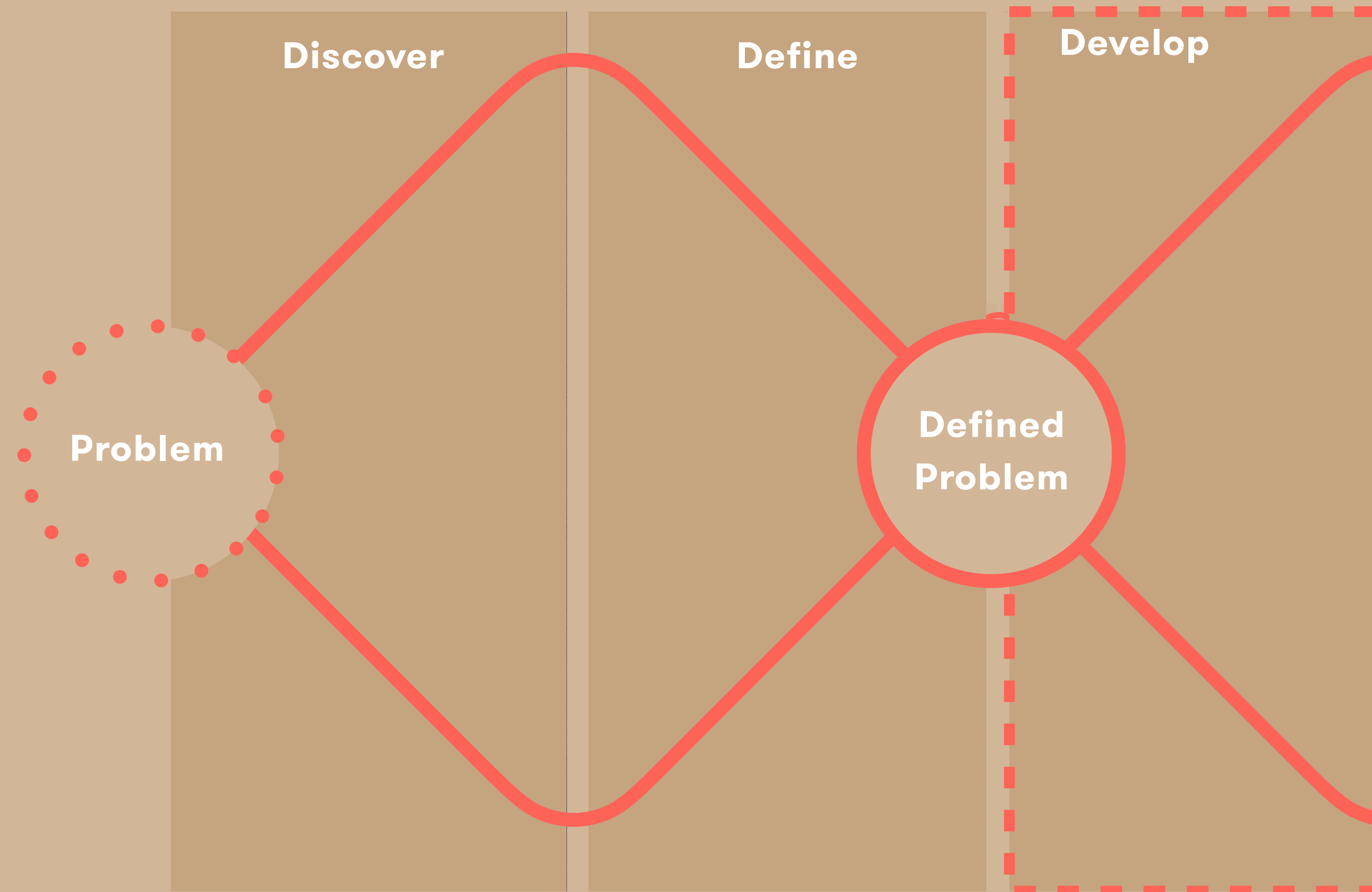
A Research Study to test interventions
and understand the loneliness epidemic



Develop

ADHOC

(Aging with Dignity, HIV & Other Conditions)

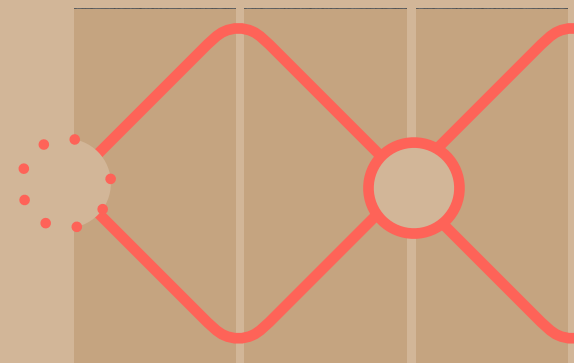
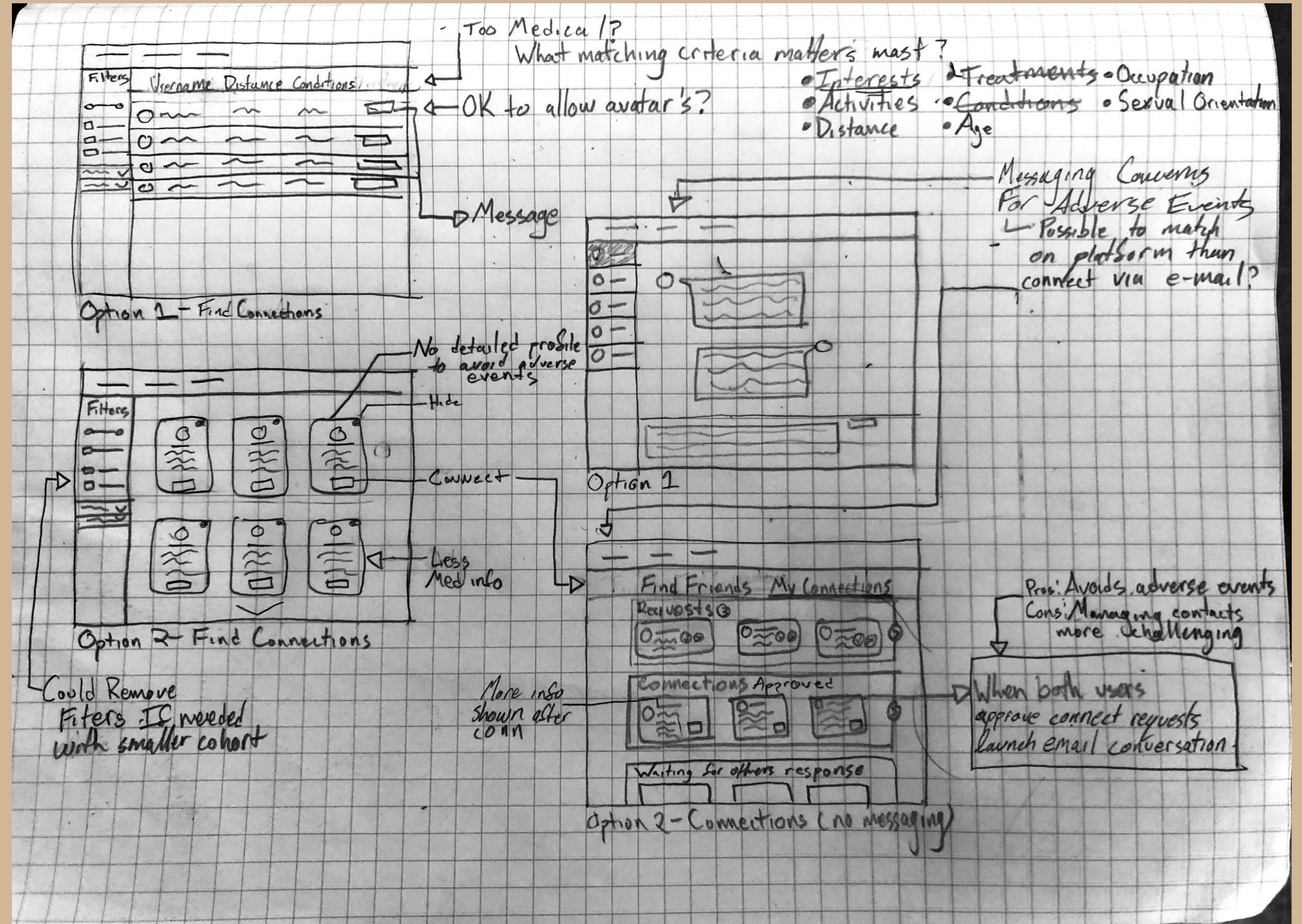


Develop

My Role:

- System Mapping
- Sketching
- Wireframing
- High Fidelity Prototyping

Patient Matching: Exploring Options in low fidelity



Develop

Anonymous Identity

I designed an autogenerated identicon and username system to bring personality to an anonymous ADHOC identity.

Relevant User Needs

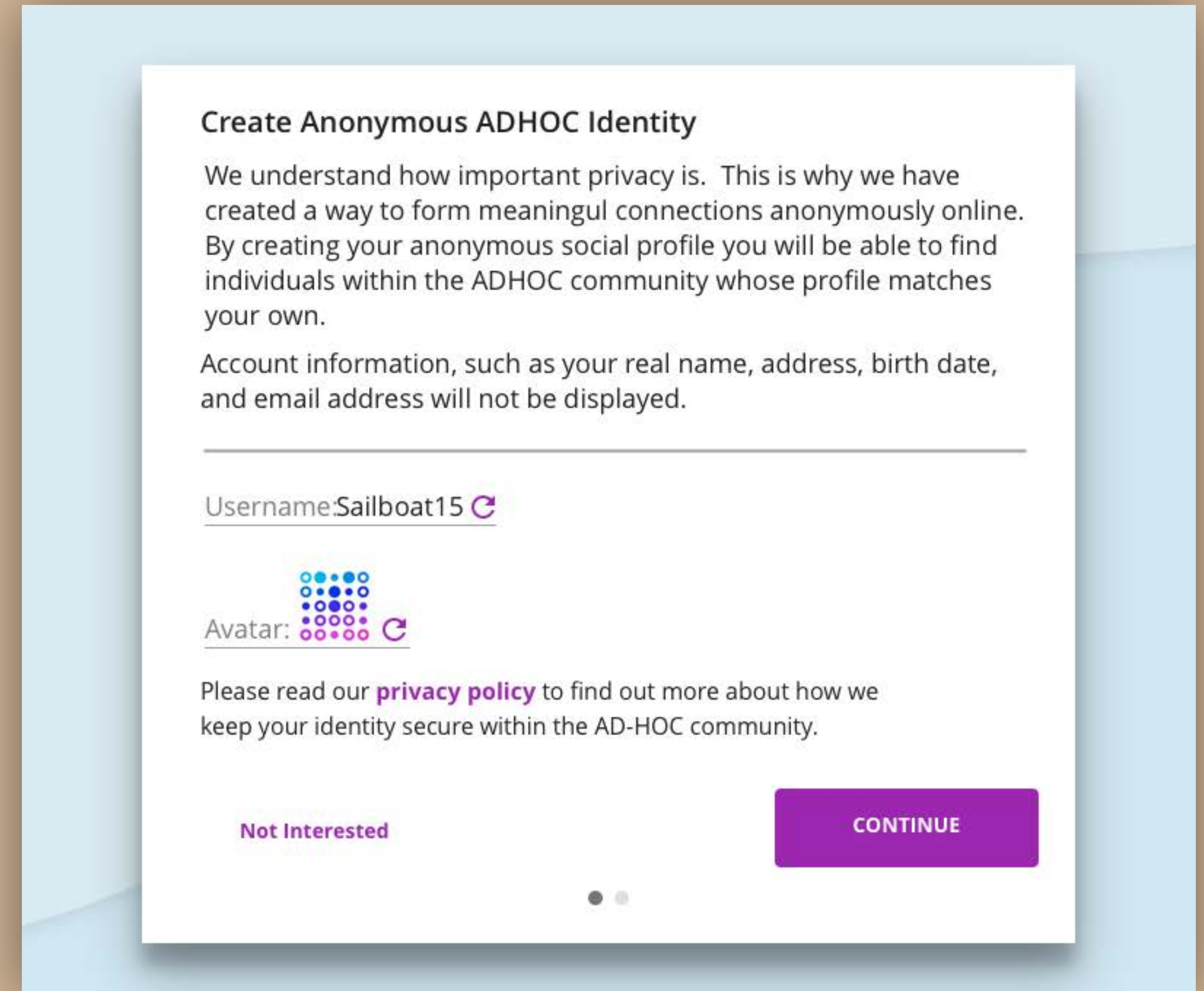
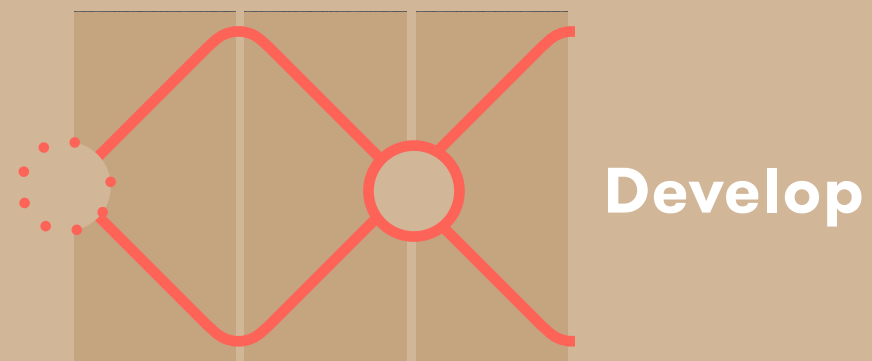


Constraints

Our client partner could not tolerate the risk of a patient's HIV Status being outed via ADHOC.

Finding a solution

I revealed a need for a patient identifier through wireframes. Amongst the other options I presented, the identicon system was the most scalable, secure, and appealing.



How to connect: Option 1

- Pros
 - More information for matching
 - More results on screen
 - Easier comparison of results for user
- Cons
 - May not be enough results for filtering to be useful
 - Not all users will want to share each data field

ADHOCFind People Like MeHELP?LOGO

← GO BACK

Filters

Age: 50 - 65

Gender

☒ Male

☐ Female

☐ Transgender

Year of diagnosis

Family status

Employment Status

Living Situation

Looking for...

Co-occurring conditions

Type a condition

Connect

Contact

Current Search

Active Filters: 50 - 65 X Male X Clear this search ↺

Sort by: Last Online ▾

6 Community members match your search

	shoretrumpet	50-55 Montana	Activities or interests: Car restoration, Bowling	Looking for: Activity partner	CONNECT
	laserliberty	55-60 Virginia	Activities or interests: Hiking	Looking for: Activity partner	CONNECT
	keystonescatter	50-55 Wisconsin	Activities or interests: Cats, Reading, Crosswords	Looking for: Social Support	CONNECT
	homeheartfelt	60-65 New Mexico	Activities or interests: Wine, Photography	Looking for: Online Friend	CONNECT
	fieldingample	60-65 Oregon	Activities or interests: Cooking, Travel	Looking for: Friends, Committed Partner	CONNECT
	velvetyplucky	60-65 Massachusetts	Activities or interests: Red Sox, Patriots, Billiards	Looking for: Online Friend	CONNECT

Develop

How to connect:

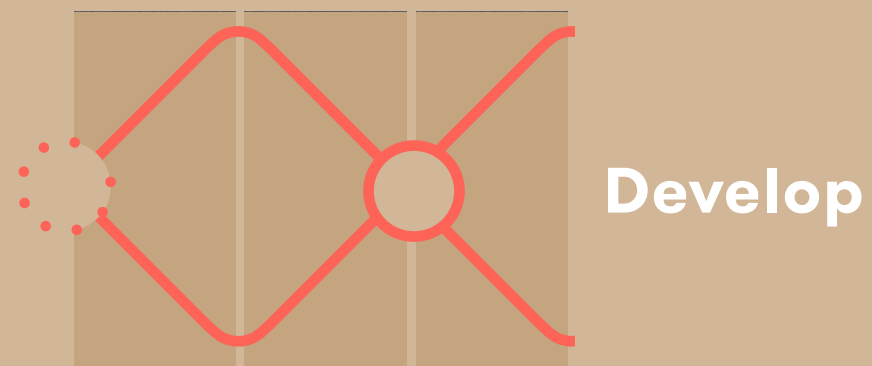
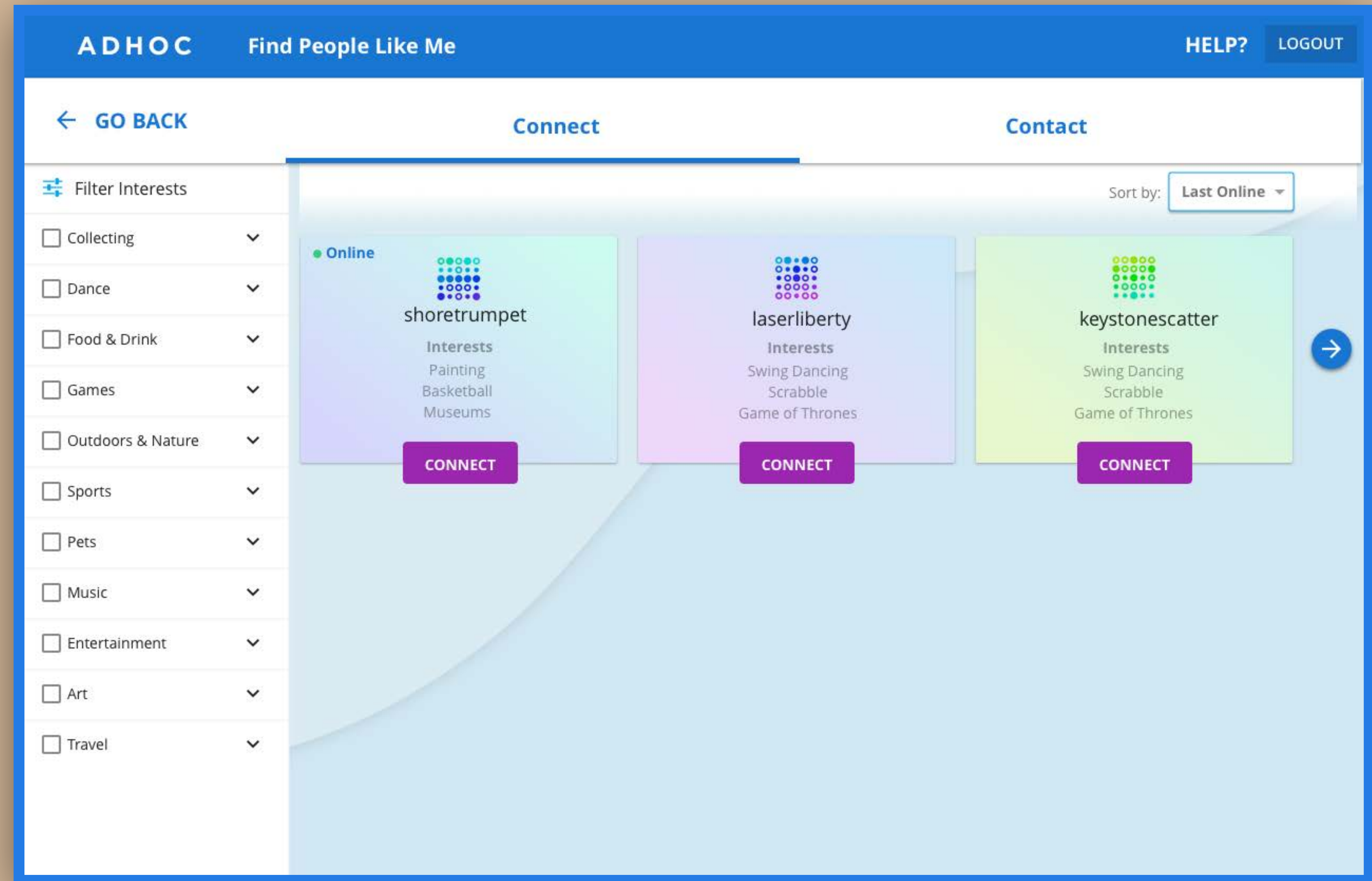
Option 2 Implemented

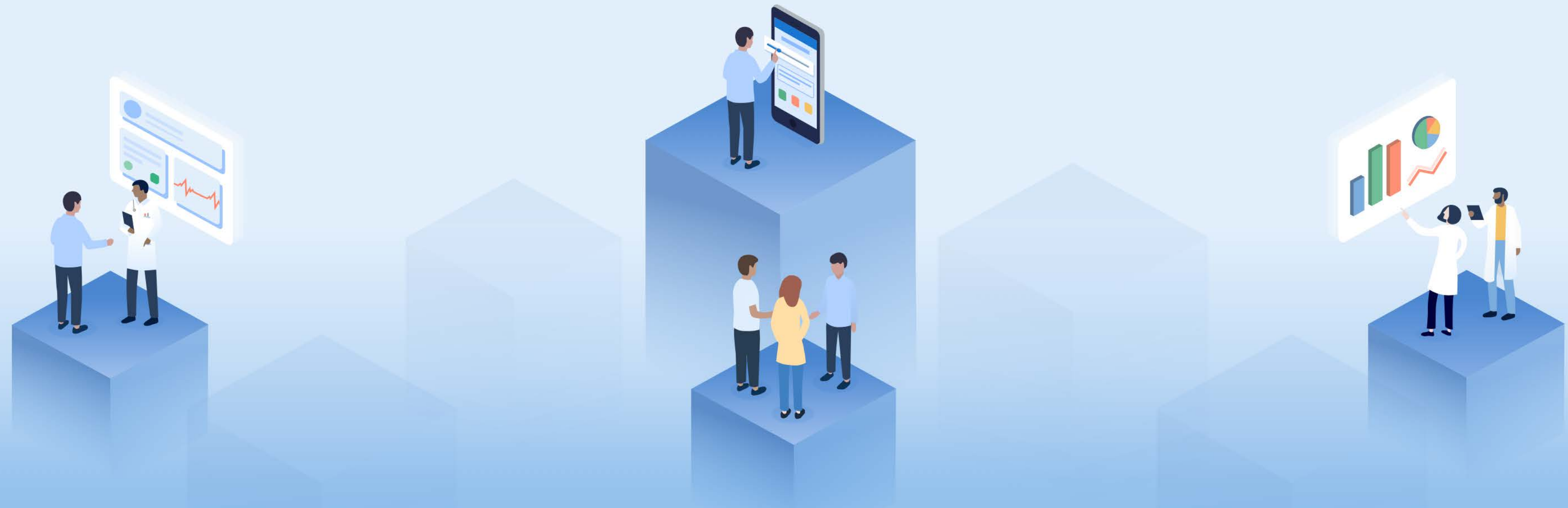
● Pros

- Matching on interest
- Less filtering is safer for small initial user base
- Card design promotes focus
- Easier for retaining anonymity
- Mobile friendly

● Cons

- Less information for users with specific preferences





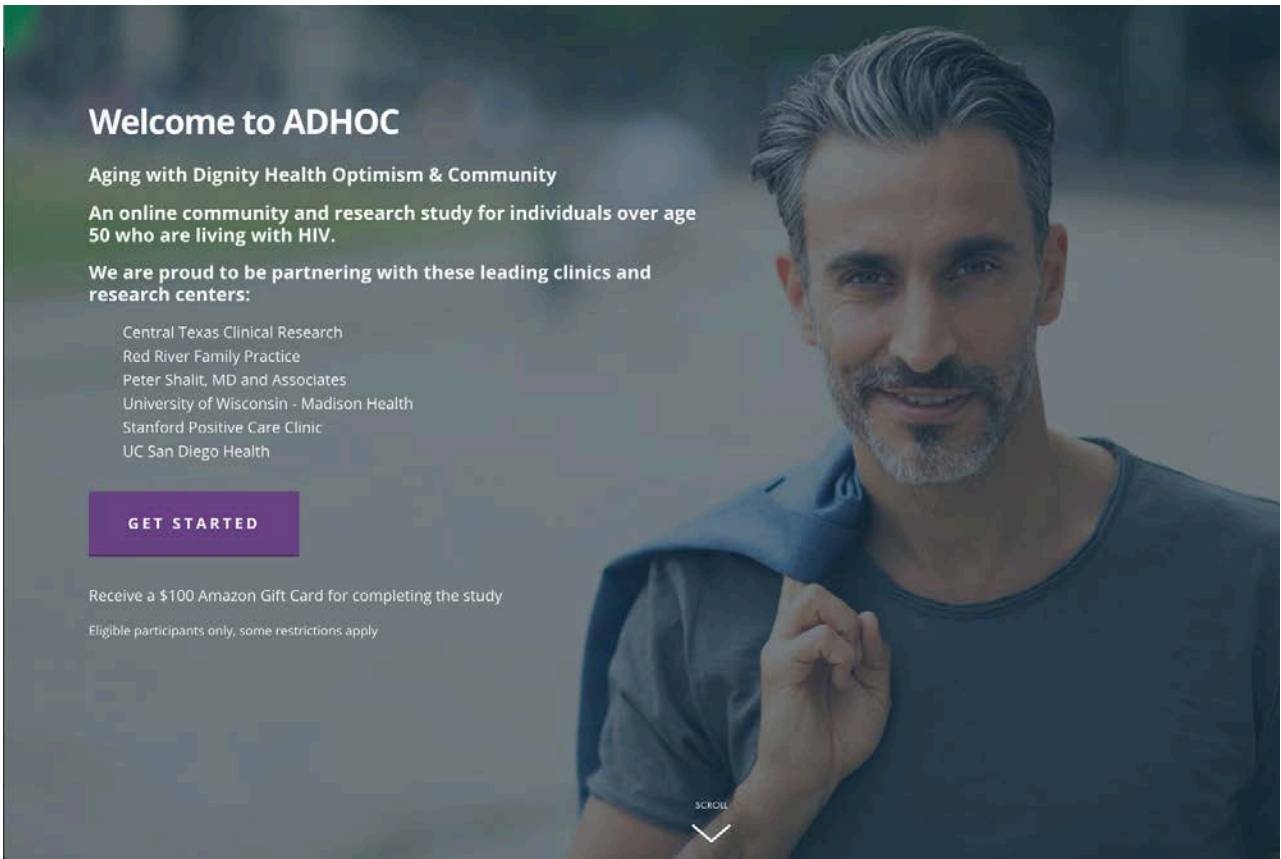
Additional Product Features

On-boarding Process



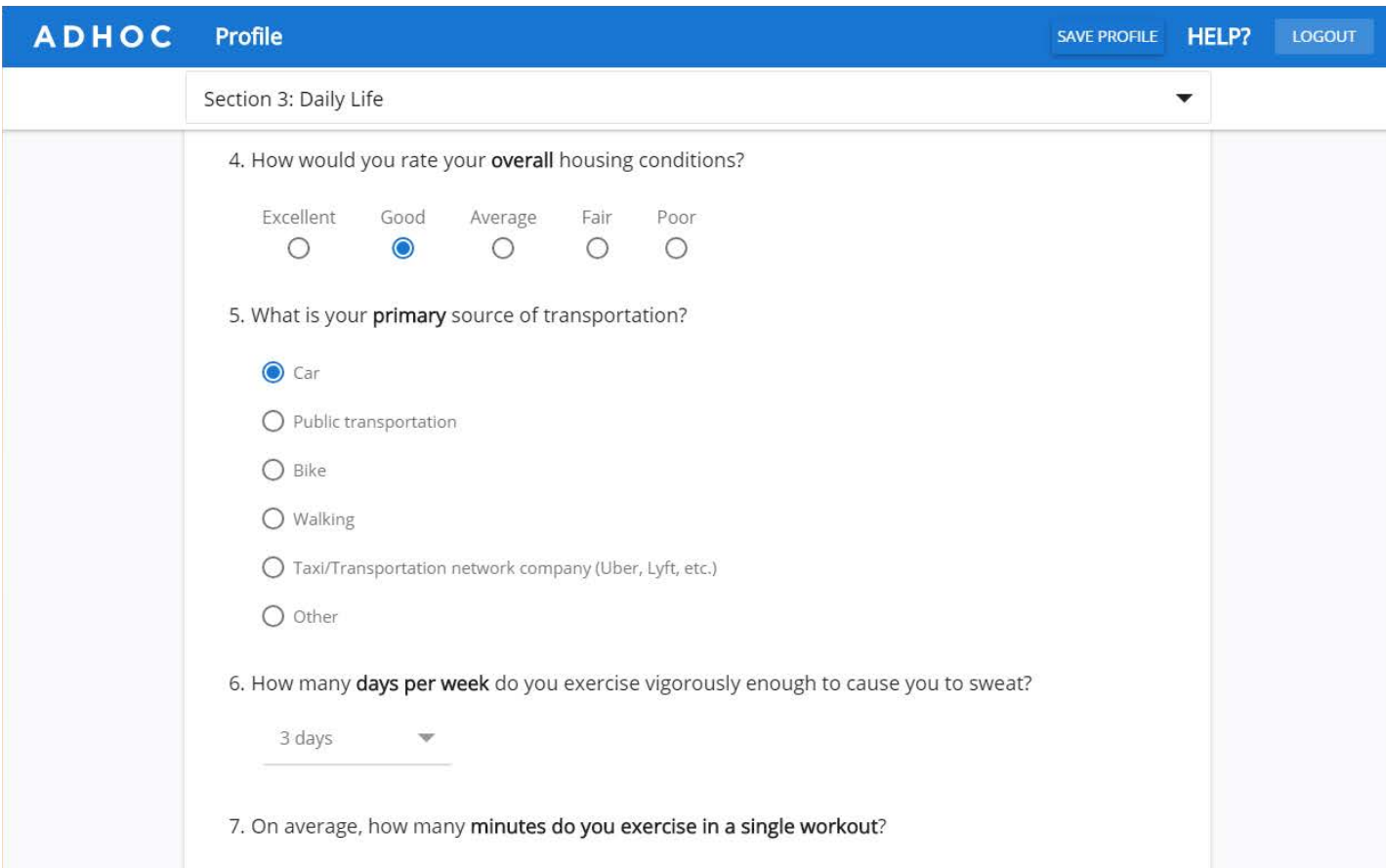
Recruitment Brochure

Care providers presented to patients



Informational Patient Site

User testing was used to select banner image and insure a compelling pitch for the study



Registration & Online Profile

User testing revealed some questions could be triggering for patients. I included increased messaging and worked with research team to alter question wording. Font sizes were increased as well.

Summary for Provider

Would you like to share a summary of your updated profile with your provider?

Sharing your profile summary may improve your care by allowing your doctor to better understand all the ways that HIV affects your life.

Please Note: On the next page, you can control which sections you choose to share.

NO

YES

Prompt To Share

After profile completion, the patient has the choice to share.

ADHOC

HELP?LOGOUT

Please select which sections you would like your provider to view.

If you would like your provider to see all of them, choose "SELECT ALL SECTIONS".

PLEASE NOTE: This summary is not intended to communicate urgent information to your provider. If you need to do that, please call your provider's office or call 911.

☒

SELECT ALL SECTIONS

☒

Introduce Yourself

Last updated: 3/13/2017

I was diagnosed with HIV in 2004. My spouse passed away in 2009 after battling AIDS for many years. As I get older, I am worried about my finances as I don't have much saved for retirement. I enjoy being a Project Manager, but the hours are long. I'm not sure how much longer I can work full-time.

☒

Favorite Activities & Interests

Last updated: 3/13/2017

Scrabble

Facebook

Dogs

Gardening

Photography

Watching baseball

☒

Social and Demographic Information

Last updated: 3/13/2017

Demo:

59 yo Caucasian, male

Employment:

Full time, Project manager

Education:

Graduate degree

Orientation:

Gay or Lesbian

Veteran:

No

Relationship status:

Widow

Annual household income:

\$75,000 - \$99,999

Enough money to meet needs:

Yes, most of the time

CANCEL

PREVIEW

Select Information to Share

Care providers presented to patients

ADHOC

HELP?

Preview

Below is the information that will be sent to your provider. We recommend that you also print your summary to review with your provider at your next scheduled visit.

ADHOC

Summary for Provider

This profile contains 9 of 9 sharable profile sections.

Introduce Yourself

Last updated: 3/13/2017

I was diagnosed with HIV in 2004. My spouse passed away in 2009 after battling AIDS for many years. As I get older, I am worried about my finances as I don't have much saved for retirement. I enjoy being a Project Manager, but the hours are long. I'm not sure how much longer I can work full-time.

ADHOC

Summary for Provider

This profile contains 9 of 9 sharable profile sections.

Favorite Activities & Interests

Last updated: 3/13/2017

Scrabble

Facebook

Dogs

Gardening

Photography

Watching baseball

ADHOC

Summary for Provider

This profile contains 9 of 9 sharable profile sections.

Social and Demographic Information

Last updated: 3/13/2017

Demo:

59 yo Caucasian, male

Employment:

Full time, Project manager

Education:

Graduate degree

Orientation:

Gay or Lesbian

Veteran:

No

Relationship status:

Widow

Annual household income:

\$75,000 - \$99,999

Enough money to meet needs:

Yes, most of the time

ADHOC

Summary for Provider

This profile contains 9 of 9 sharable profile sections.

HIV Medication Adherence Self-Report

Last updated: 3/13/2017

In last month,

I took 40% of my HIV medication.

Adherence barriers:

Ran out of pills, Simply forgot

ADHOC

Summary for Provider

This profile contains 9 of 9 sharable profile sections.

Social Support

Last updated: 3/13/2017

I have people to help me if I need it:

Yes

Lost spouse (or partner) due to HIV:

Yes

Children:

4

Primary Social Support:

I get emotional support

Grandchildren:

PRINT

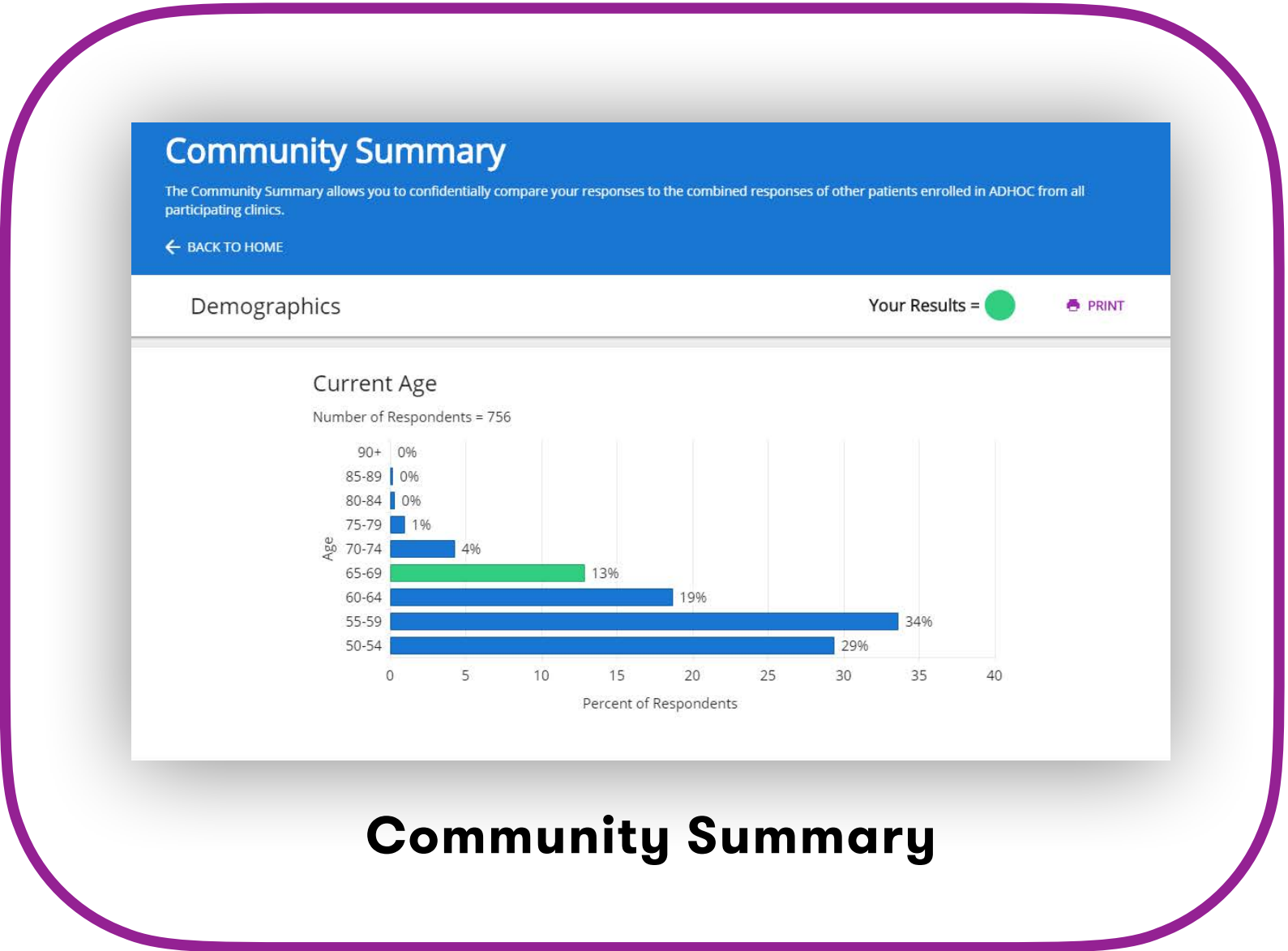
Preview and Send

Patient can review information

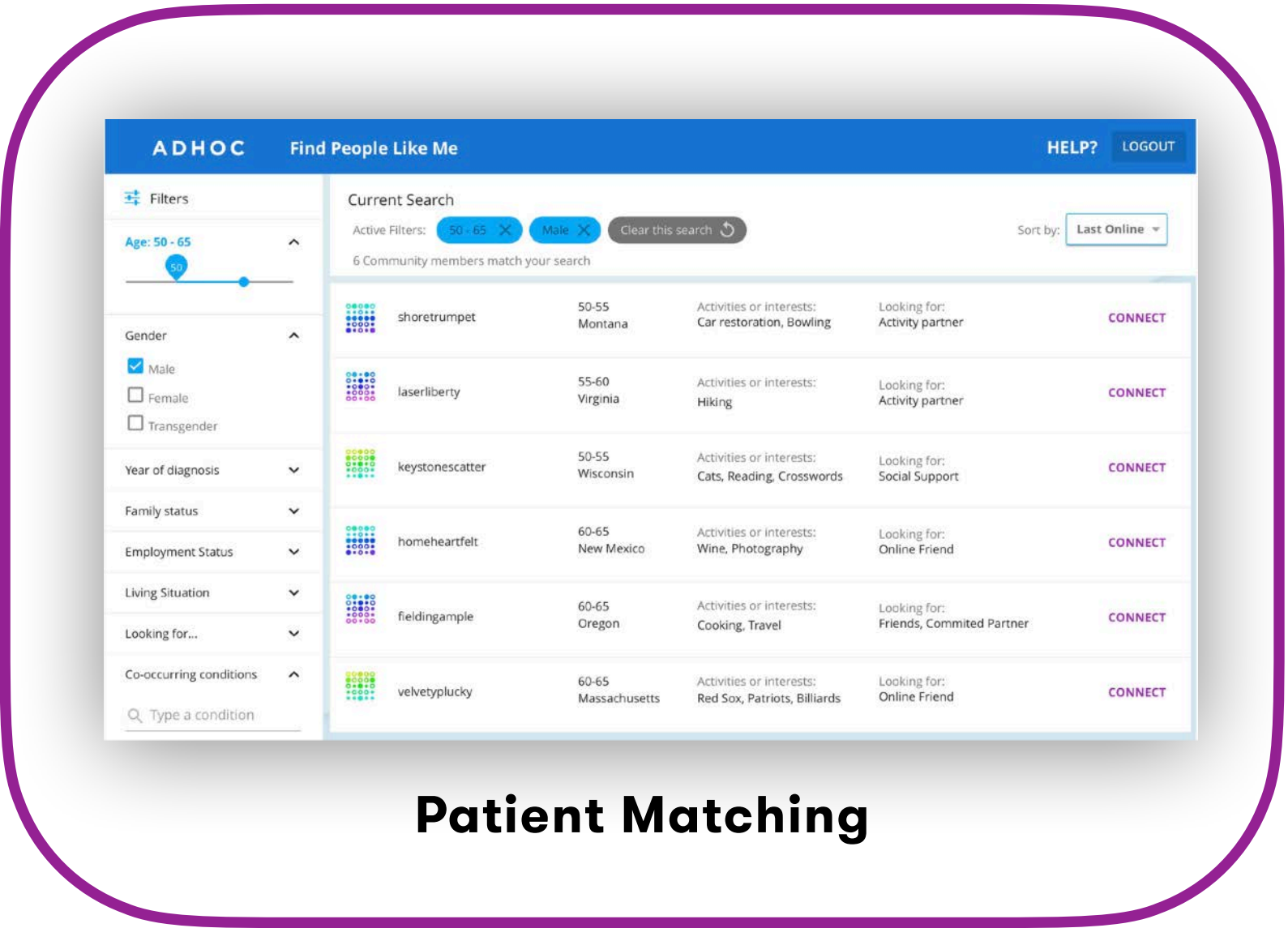
The ADHOC Community



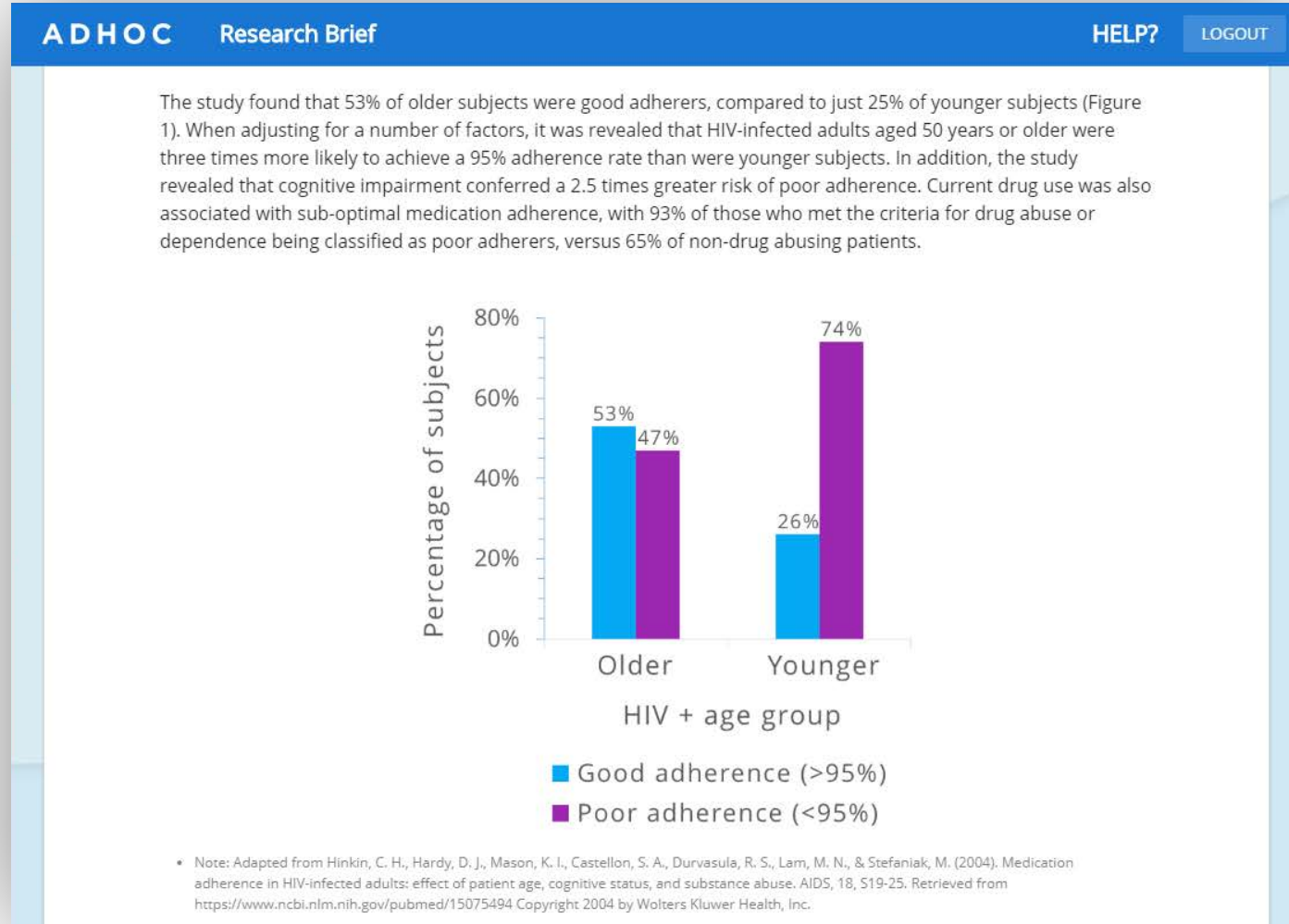
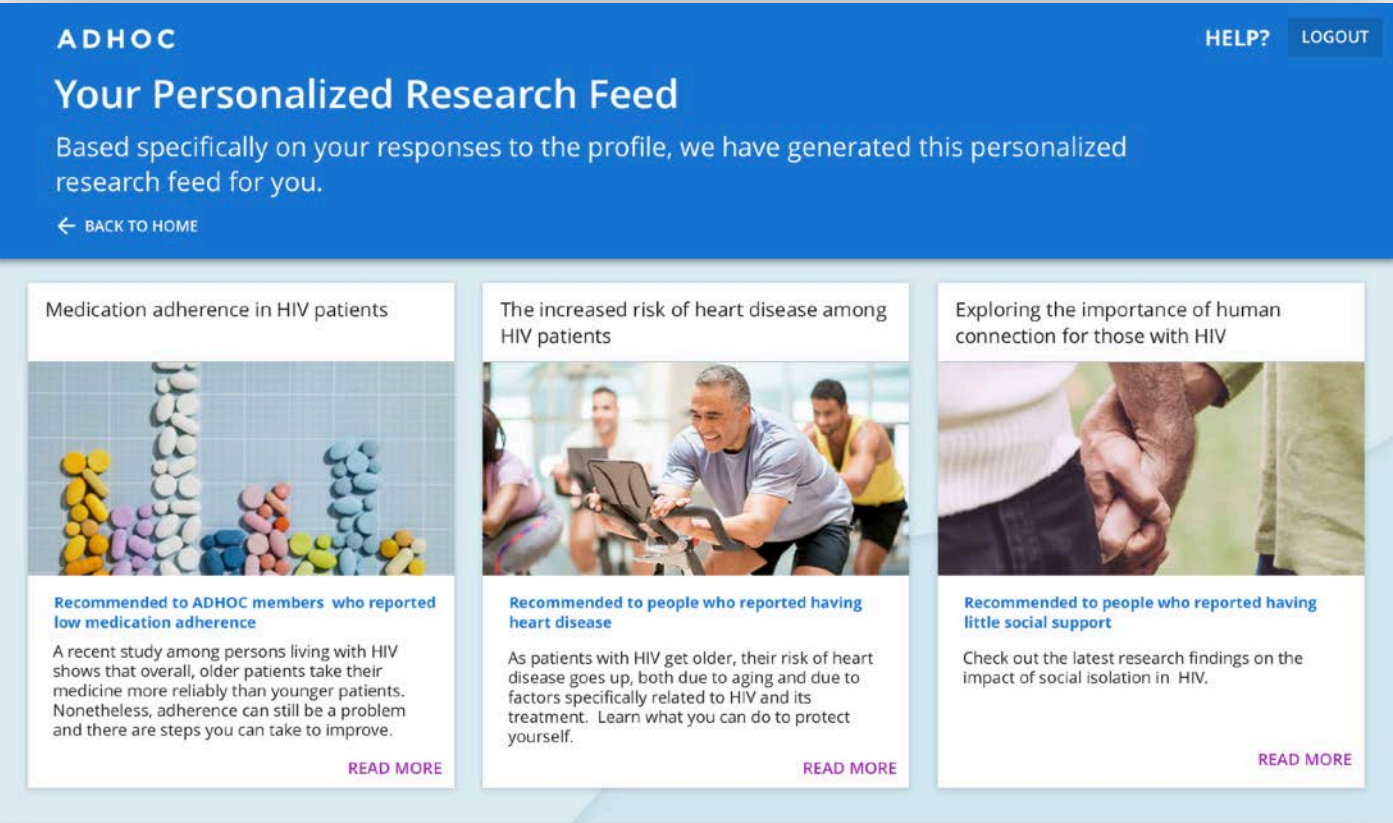
Home Screen



Community Summary



Patient Matching

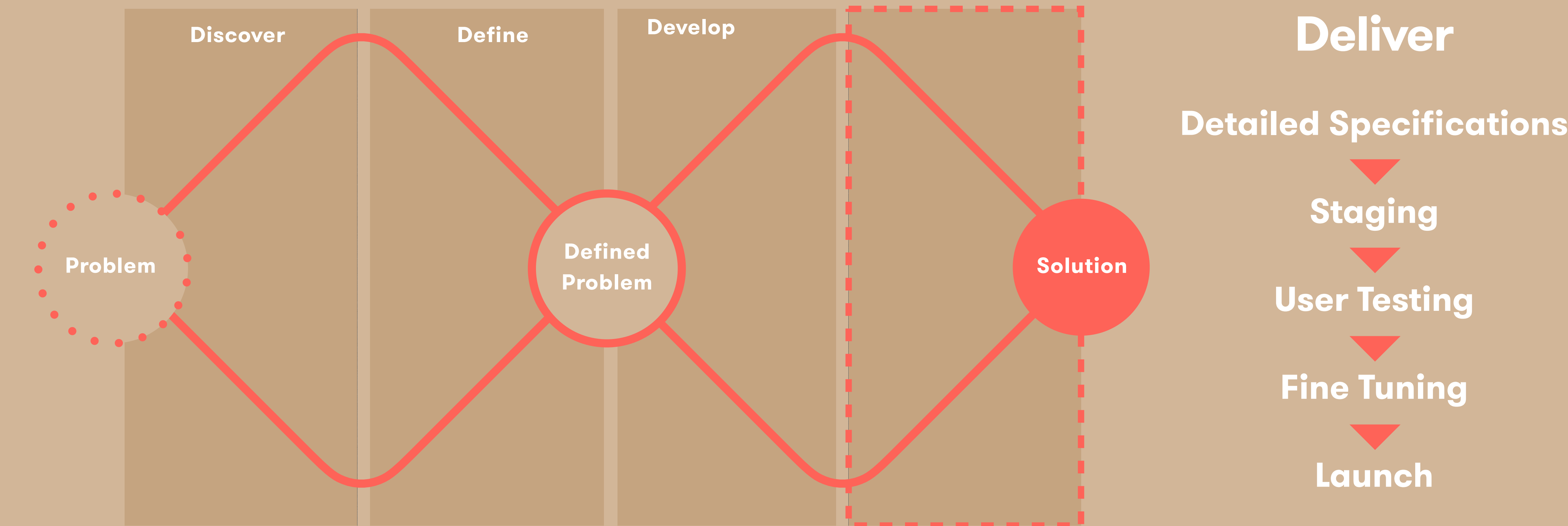


Research Briefs

The latest in HIV and aging research curated for each patient based on their profile

ADHOC

(Aging with Dignity, HIV & Other Conditions)



The ADHOC Pilot Outcomes

Creating Community

- Enrolled 200+ patients from 5 leading clinics in < 1 month
- IRB approval and signed contract to deploy and scale patient matching nationally
- Deployed community summary: “It was comforting and distressing to see my community is struggling with the same problems as I am.” - Patient Interviewee

Improving Care

- 60% of patients chose to share their profile with their doctor
- “ [ADHOC] provides valuable data about this population and will inform us as to how we can better help them.” -Care Provider Interviewee

Fostering Research

- Published research findings at Infectious Disease Week 2018 bringing awareness to 3X rate of loneliness
- Implemented analytics for all ADHOC functionality and gained funding for longitudinal study

Project Index



ADHOC Case

Addressing the loneliness epidemic for patients aging with HIV



MeltingPoint

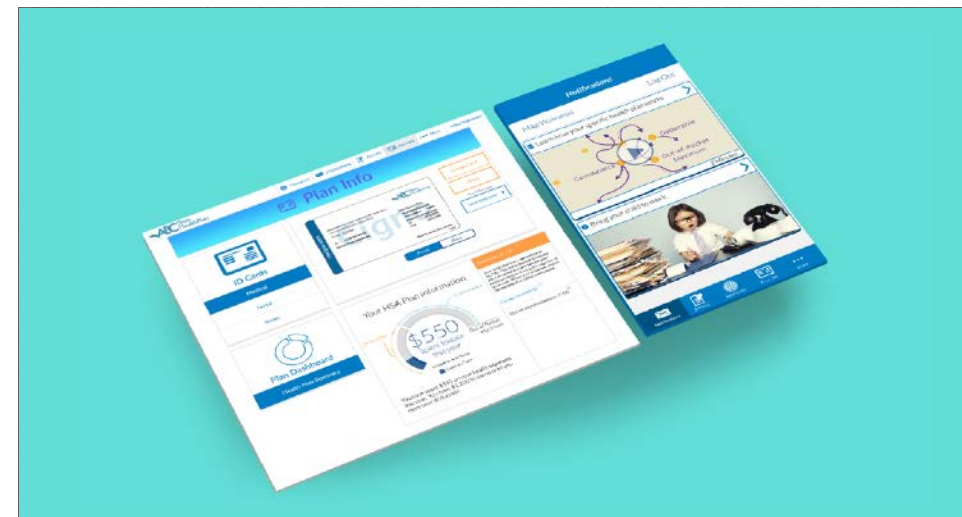
Helping employees understand and utilize their benefits

Project Index



ADHOC Case

Addressing the loneliness epidemic for patients aging with HIV



MeltingPoint

Helping employees understand and utilize their benefits

The MeltingPoint Mobile App

The MeltingPoint Mobile App is a white labeled enterprise mobile app. It offers a collection of features designed to make benefits more accessible to employees.

Responsibilities

Led Product Design

Team

ClearCost Health

Clients

Large Employers (50k+)

Timeline

6 months

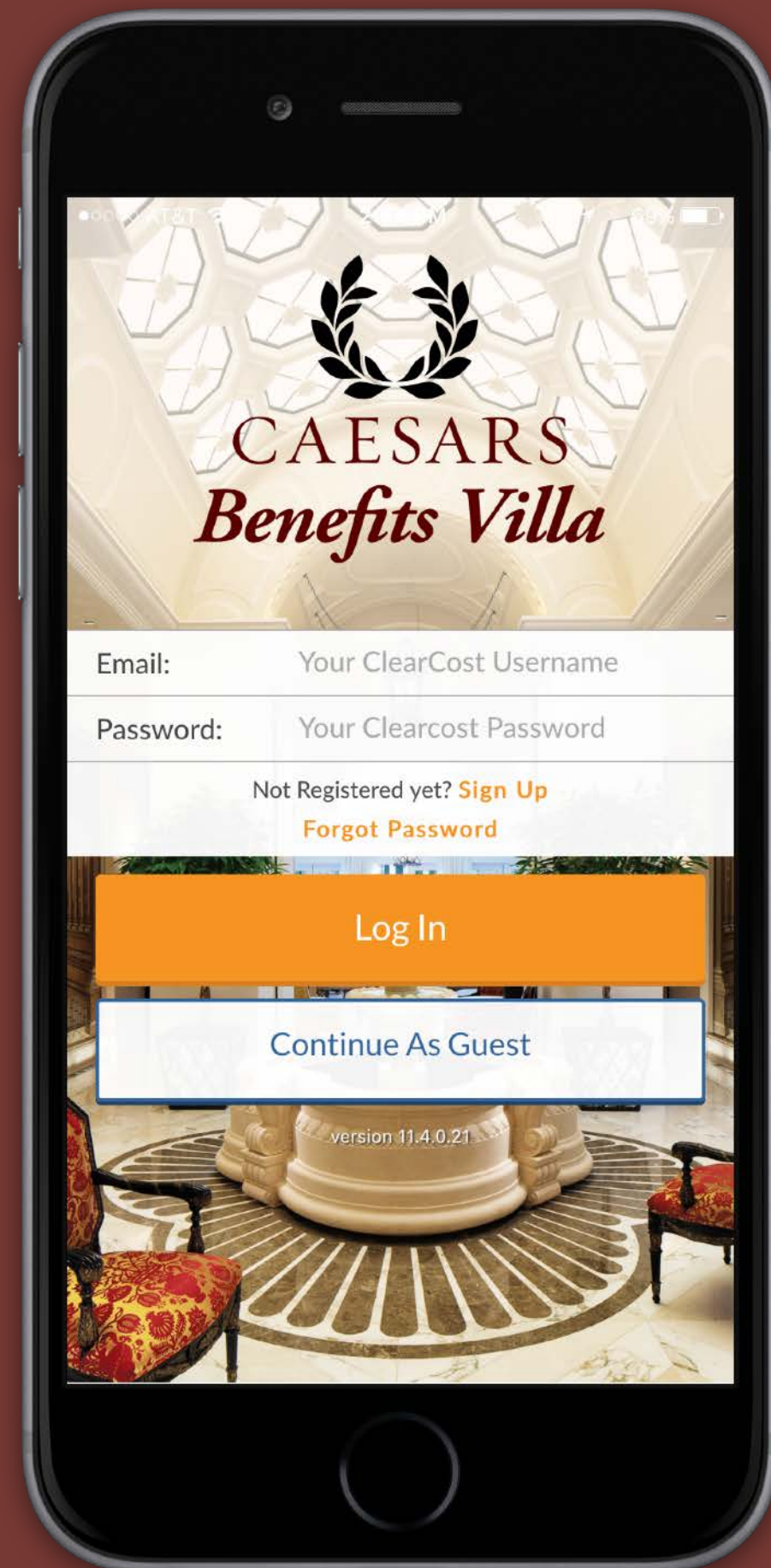
Developing the Logo

I created the logo and brand of MeltingPoint. I wanted the brand to communicate a state change, from static to activated through modern simplicity.

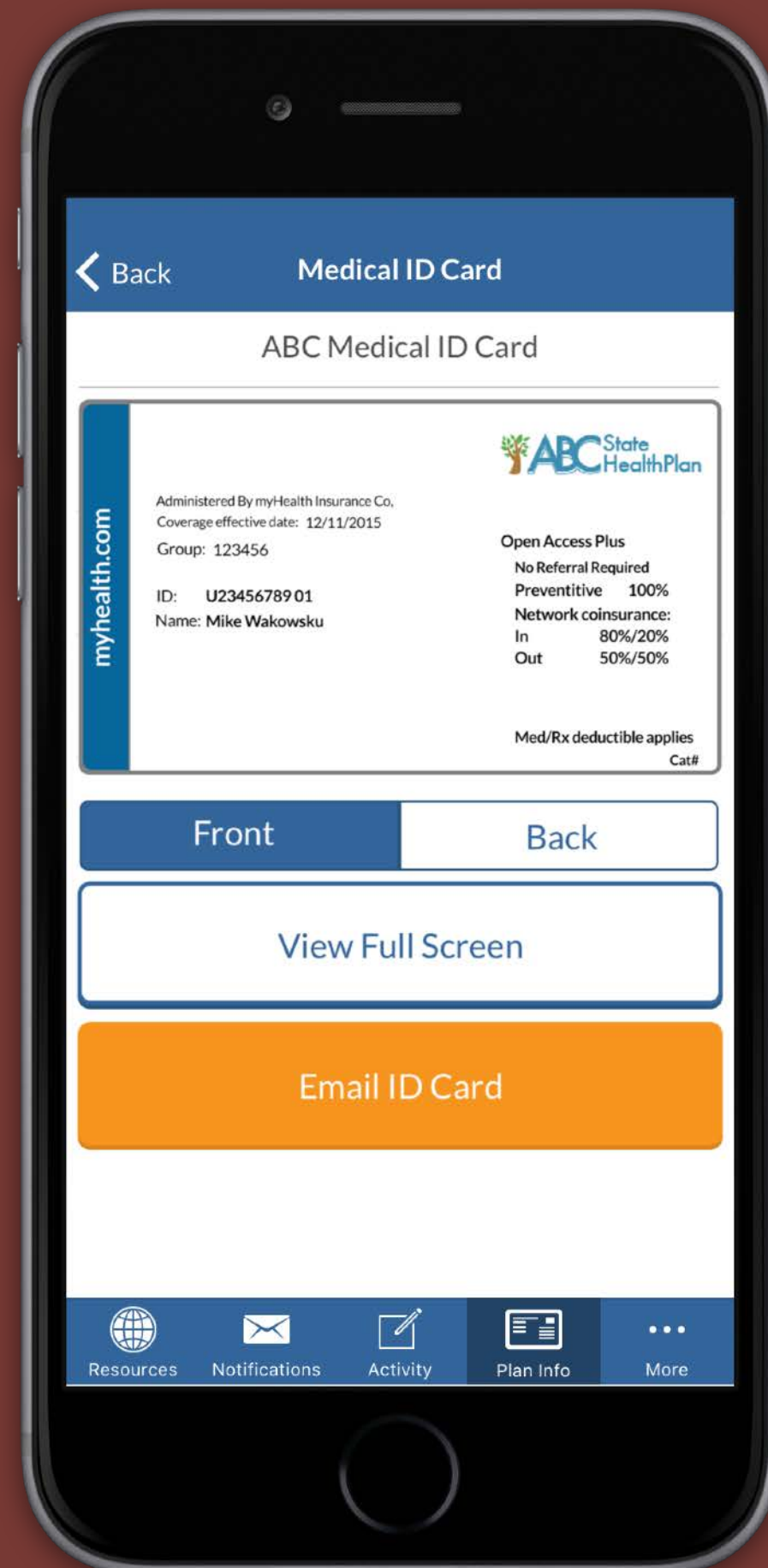
The logo for MeltingPoint mobile features the word "MeltingPoint" in a sans-serif font, with each letter colored to represent a temperature gradient: M (blue), e (light blue), l (teal), t (green), i (light green), n (yellow-green), g (yellow), P (orange-yellow), o (orange), i (dark orange), n (brownish-orange), t (dark brown). Below the letters "l", "t", "i", "n", "g", "P", "o", "i", and "n" are small dots of the same color gradient. To the right of these dots, the word "mobile" is written in a grey, lowercase, sans-serif font.

MeltingPoint
mobile

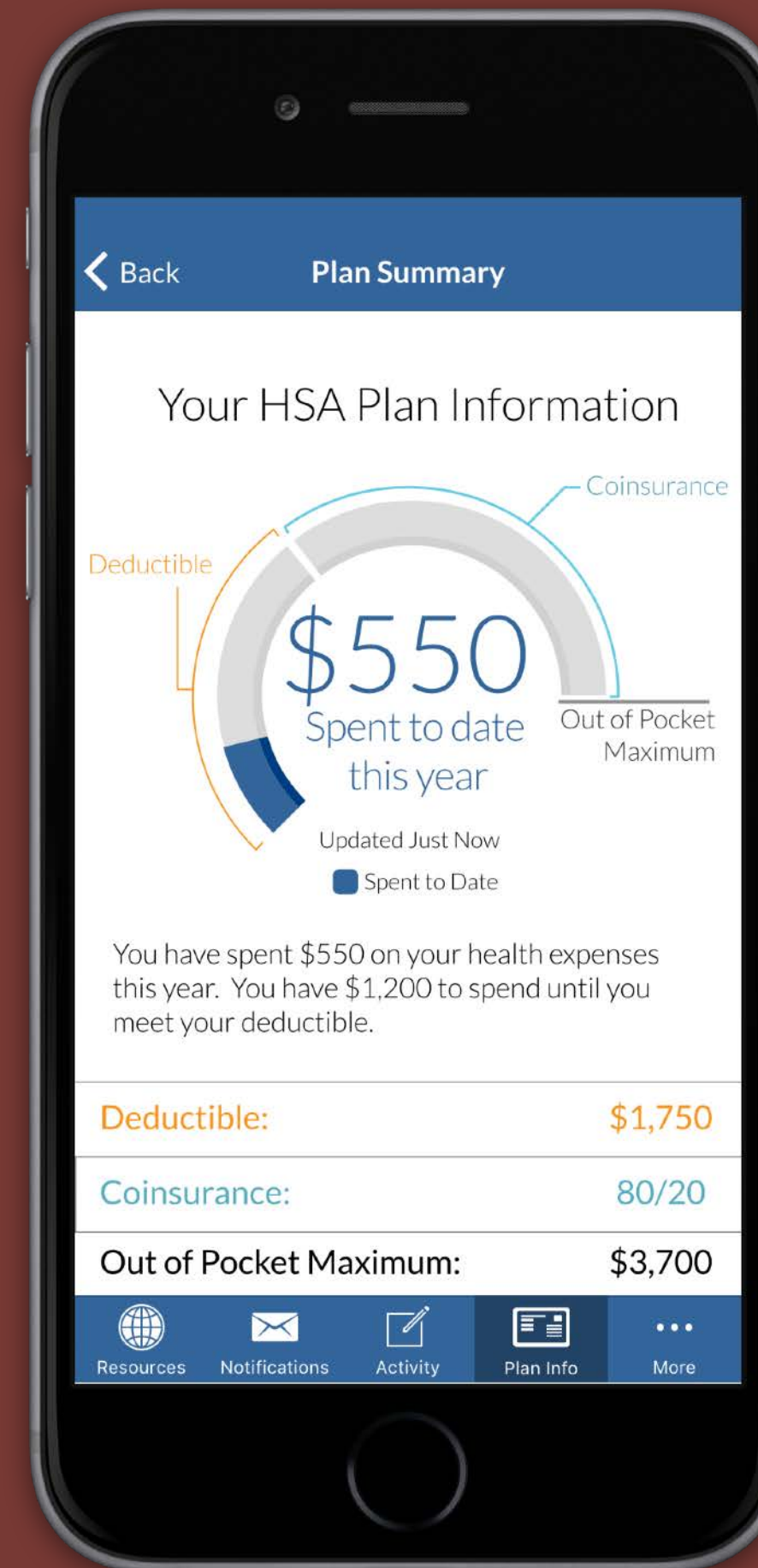
The MeltingPoint User Interface



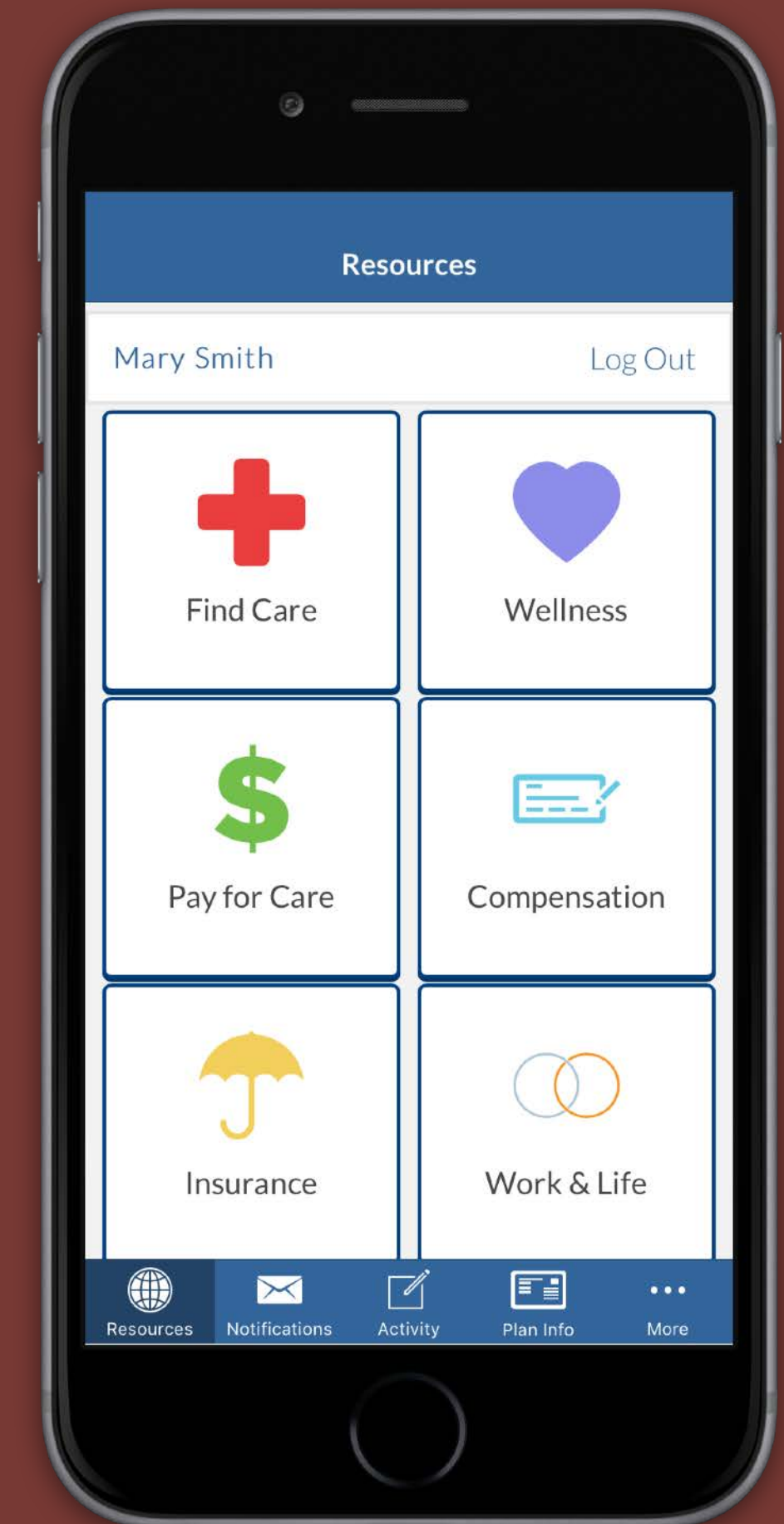
Employer Branded



Health ID Cards

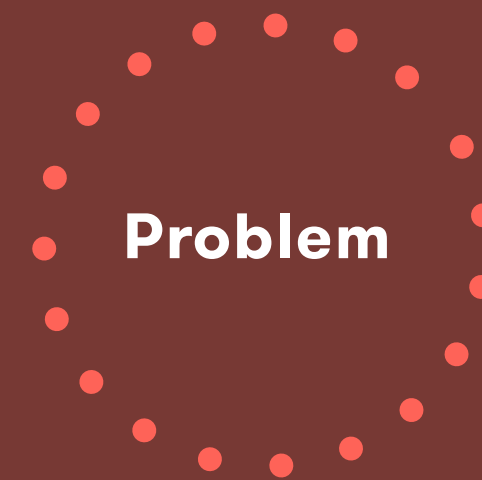


Plan Summary

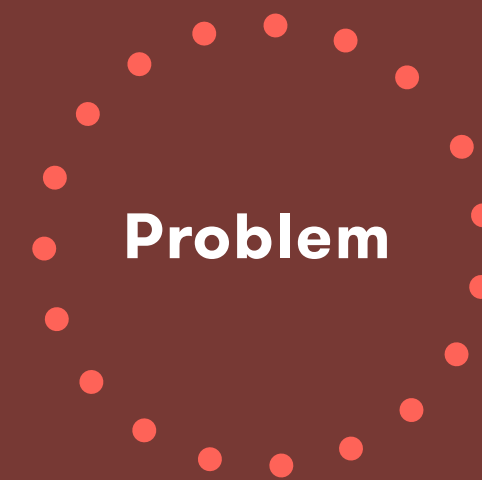


Benefits Catalogue

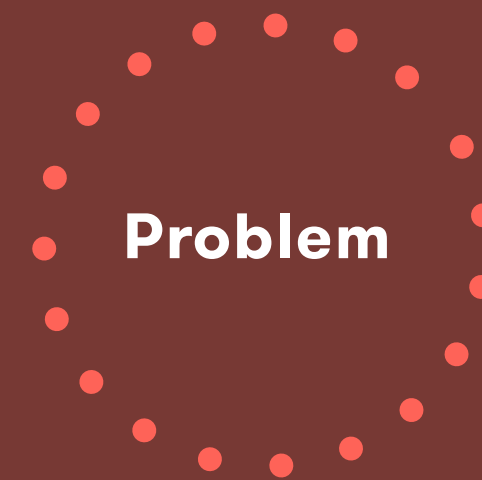
My Process designing two core features:
Mobile Health Plan ID Cards
Personalized Health Plan Summary



Large enterprises use their HR benefit packages to attract and retain top talent.

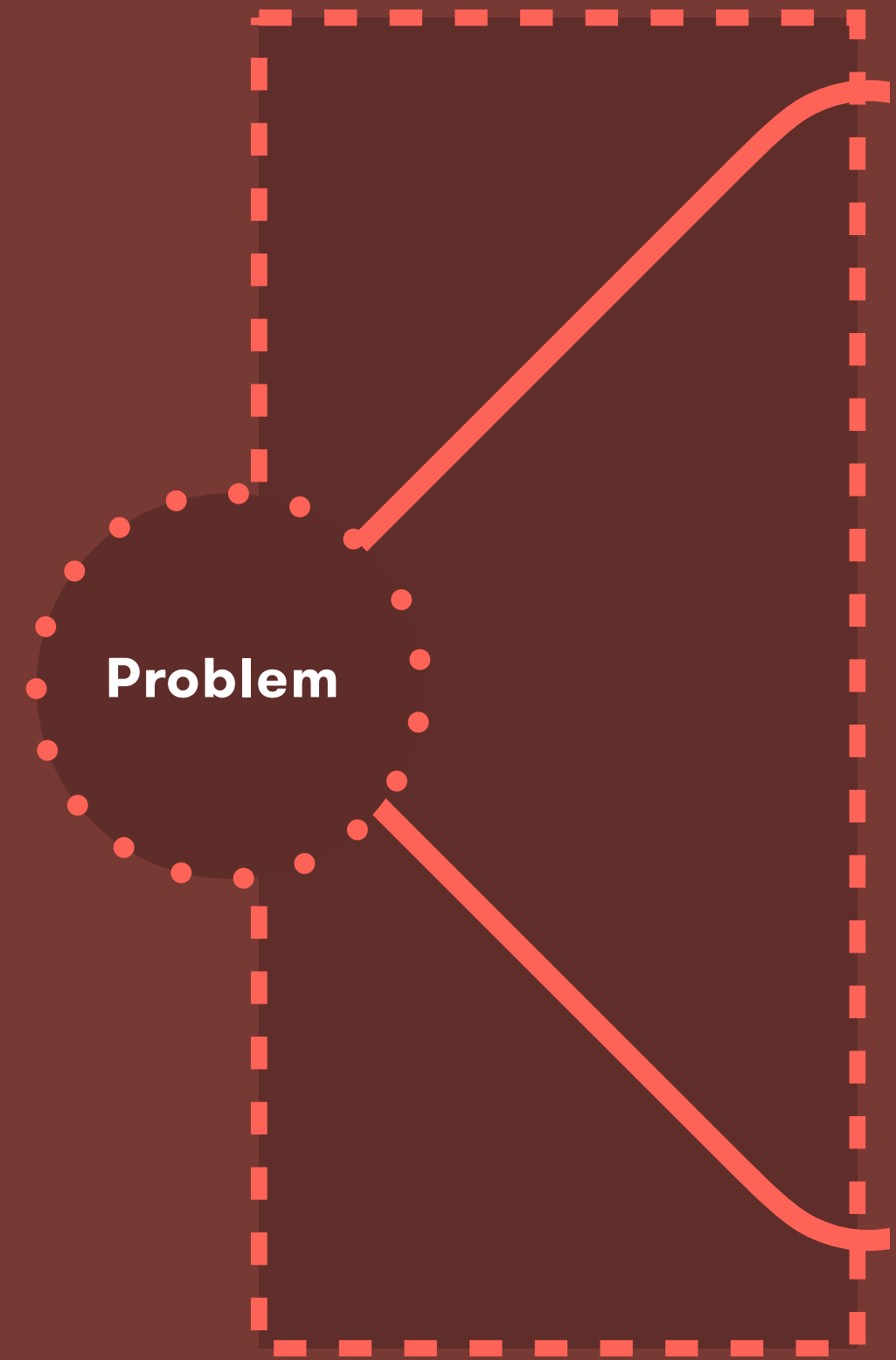


HR Executives contract dozens of vendors with disconnected systems and communications.



This leaves employees feeling
frustrated rather than cared for.

MeltingPoint Mobile



Discover

My Role:

- HR and Employee Interviews
- Site Visits
- Stake Holder Interviews
- Competitor Research

Employee Discoveries

“I had a new dentist. I couldn’t find my ID card and they needed it before they would fix my cavity.”

-Caesars Entertainment Employee

“I don’t know where I am against my deductible and I need that info before I decide about elective surgery.”

-Caesars Entertainment Employee

The HR Exec Experience

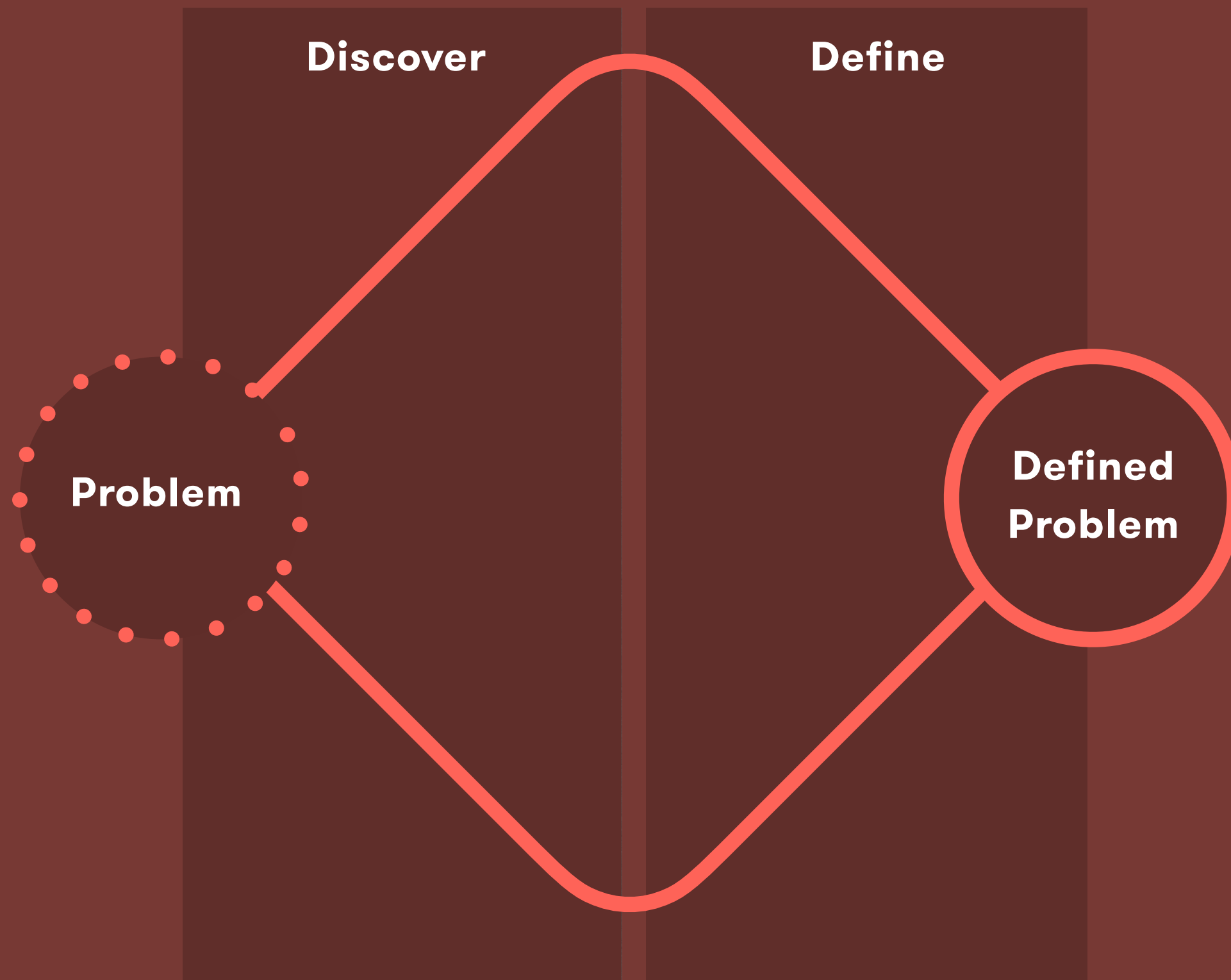
**“One of our most common calls are for
[health] ID card related requests”**

- VP of Human Resources

Market Assessment

Other apps were avoiding personalized healthcare features. Our teams' experience using healthcare data was a competitive advantage.

MeltingPoint Mobile



Definition

I facilitated a collaborative workshop to synthesize our findings into two core problems.

Two Core Problems:

1. A better way of managing employee health plan IDs
2. An ability to view and understand up to date healthcare spending within the context of your plan

Problem 1: Health Plan ID Cards

I created wireframes to help our team visualize potential solutions and foresee implementation challenges

Option 1: Displaying card information in a standard format

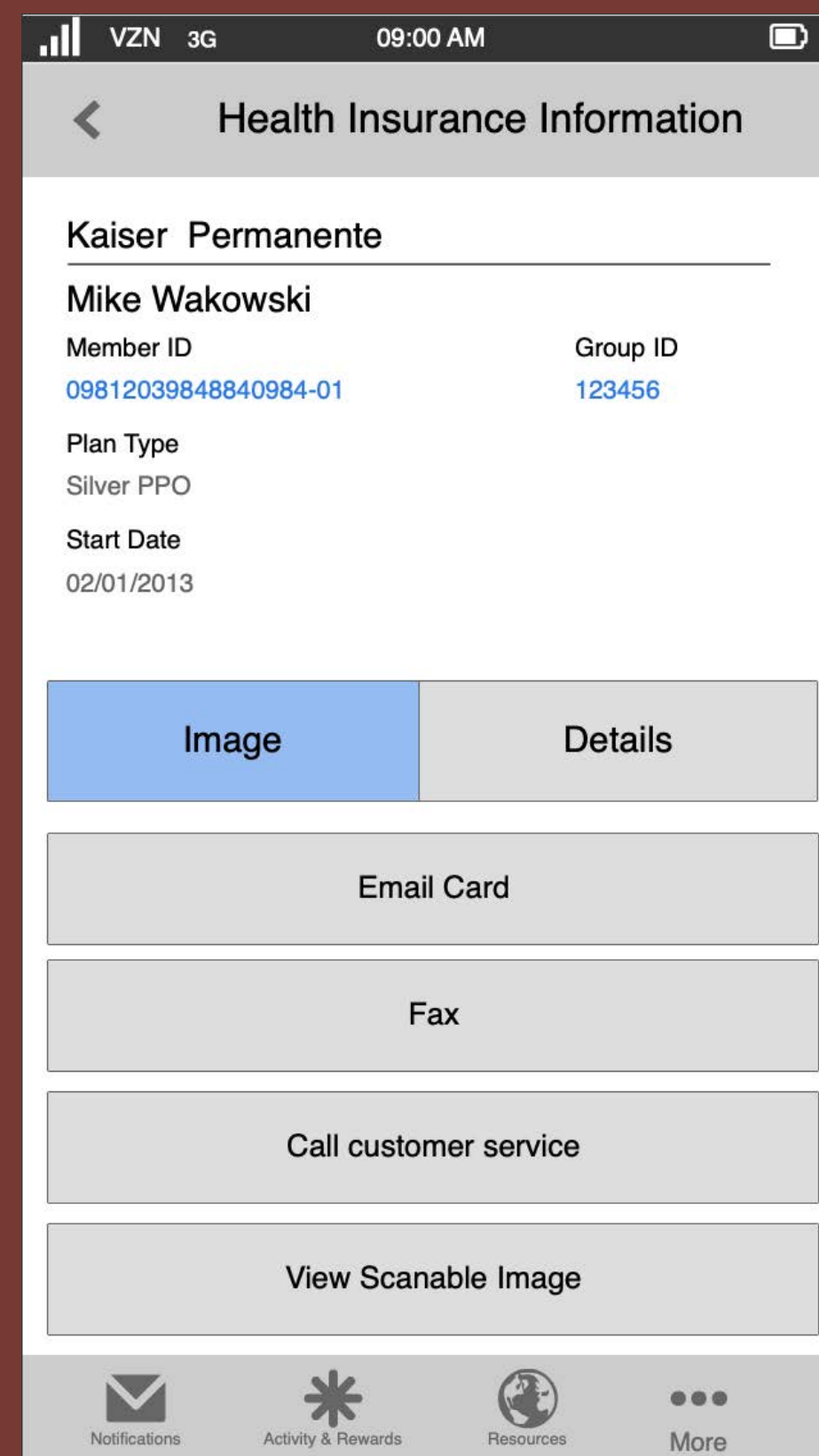
● Pros:

- Easier to scale without need to create custom UI for every client

- More readable on mobile screens

● Con:

- Might not be accepted as a card replacement by some doctors.



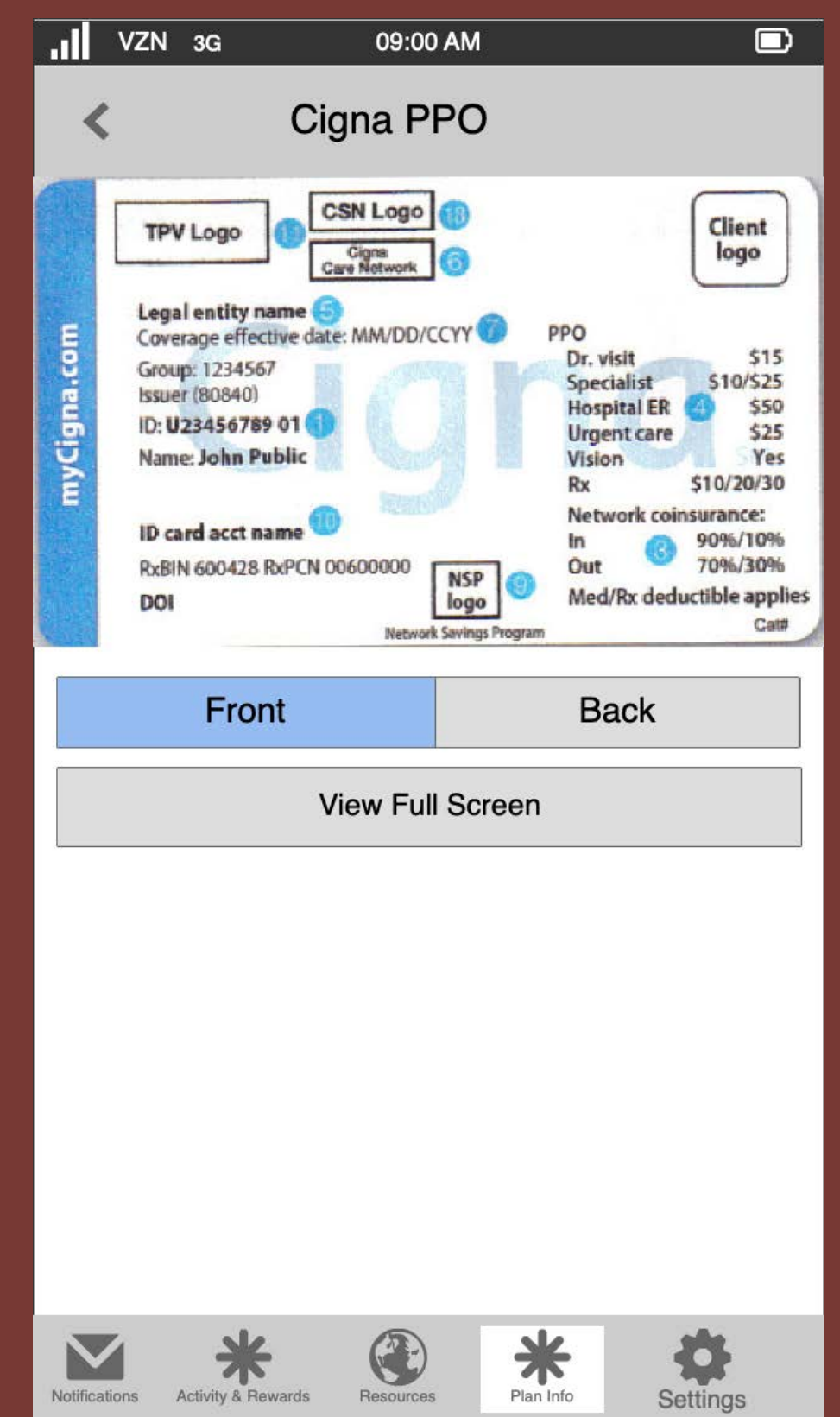
Option 2: Mimicking payer card formatting (selected)

● Pro:

- Feels like a card replacement

● Con

- Harder to scale product
- Card sized text challenging to read on mobile screen.



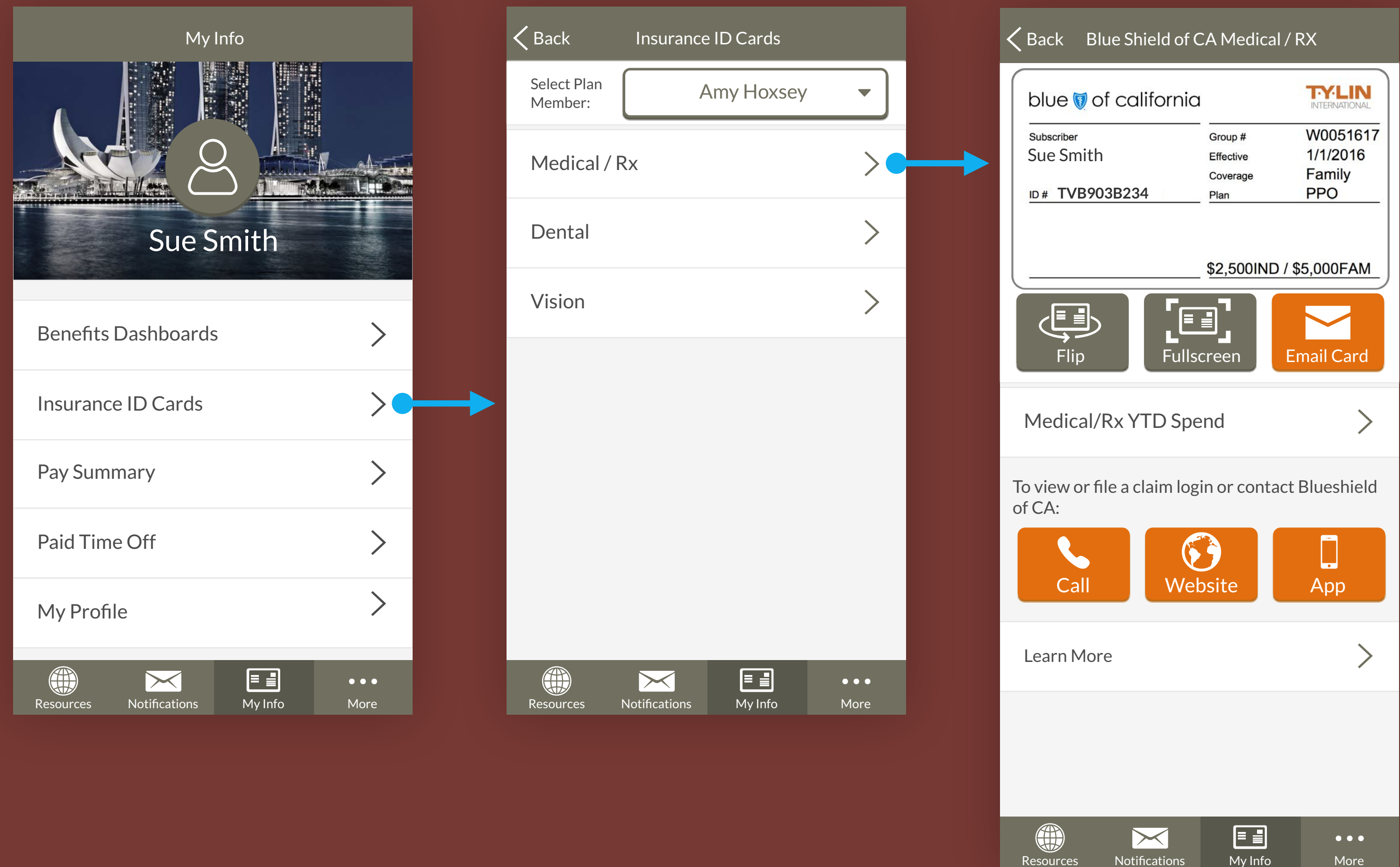
Problem 1: Health Plan ID Cards

I incorporated additional feature requirements into high fidelity prototypes

- Context menus linking to related plan information and touchpoint
- Ability to view dependent's ID cards

Solving for scalability

- I designed a card creation pipeline utilizing SVGs to minimize developer time for new client implementation



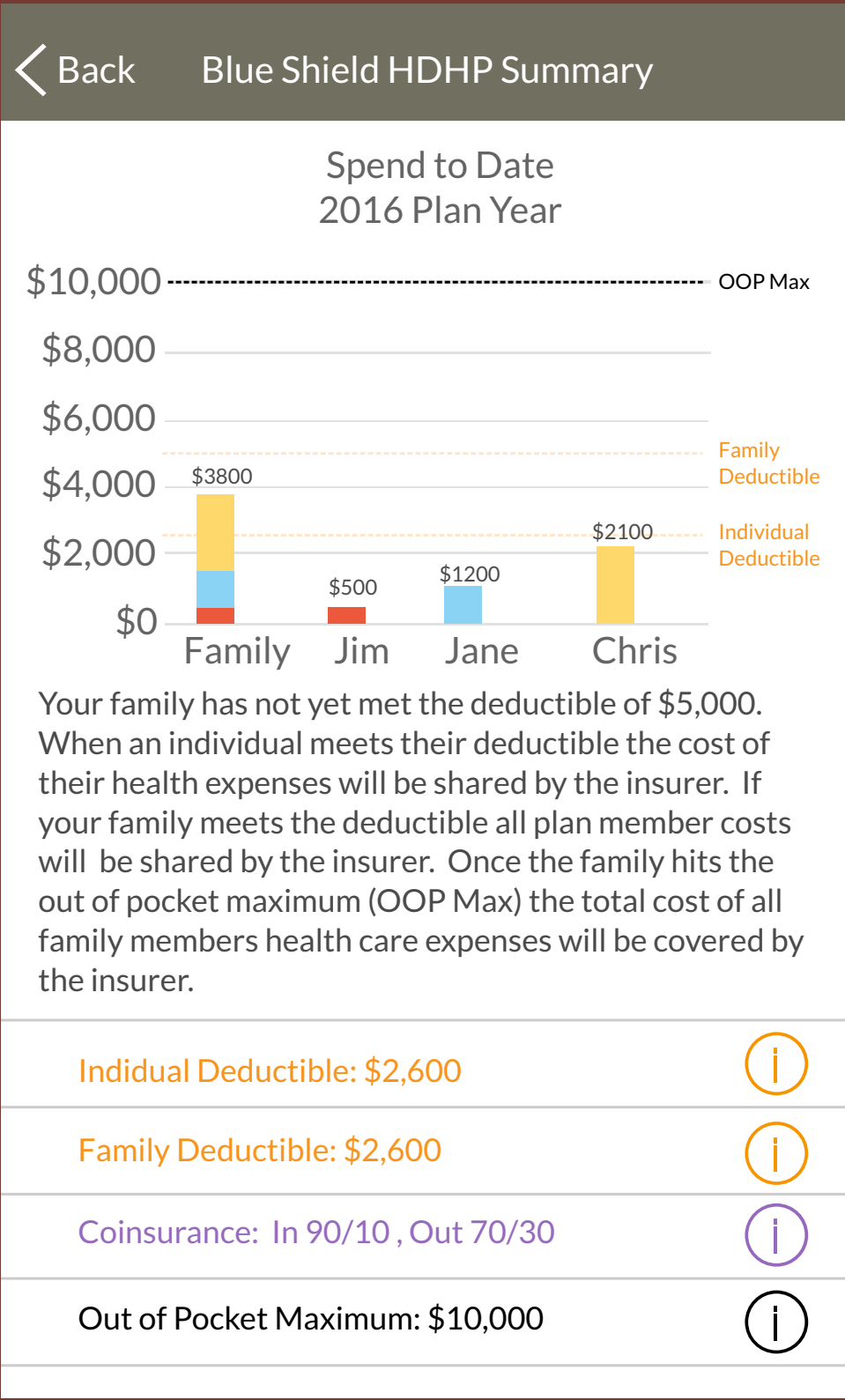
Problem 2: The Health Plan Summary

Iterating through visual representations of spend to date information

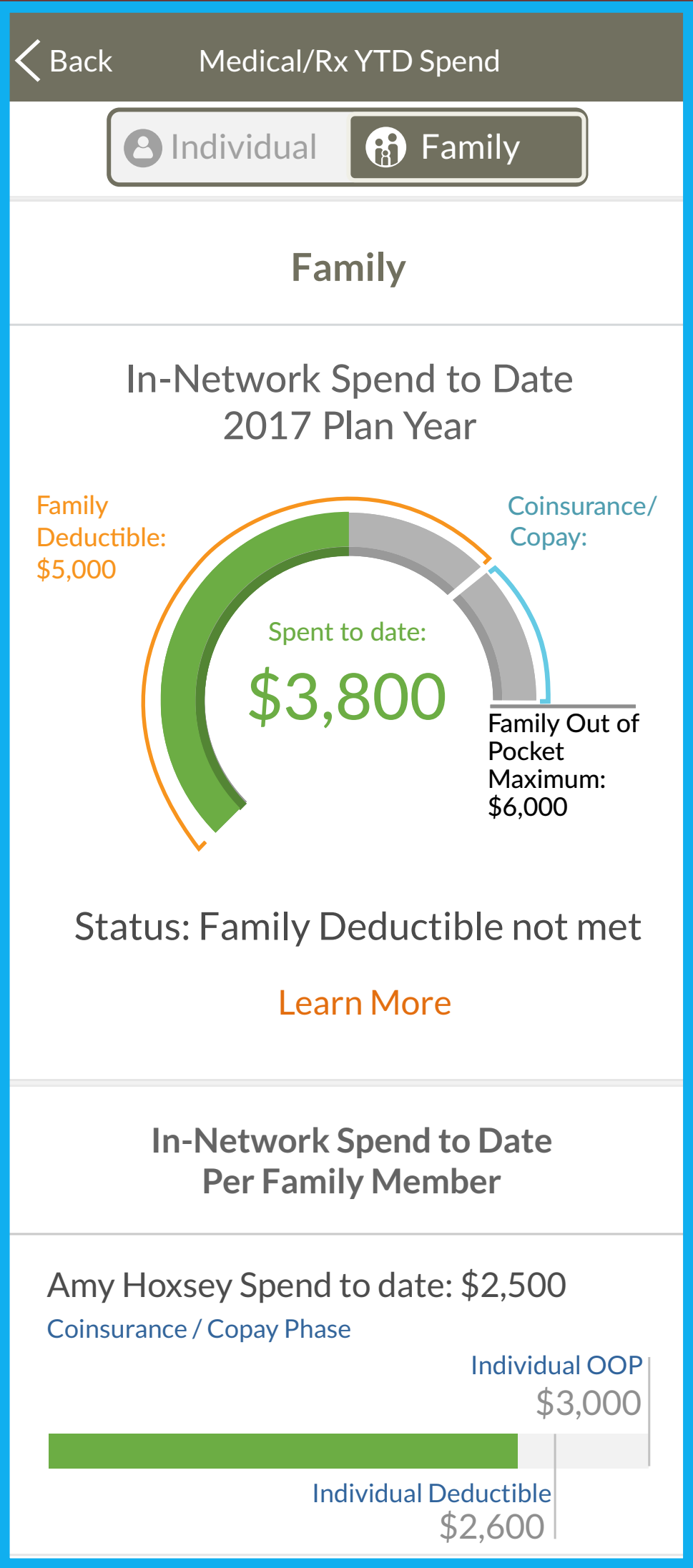
- Ultimately we chose the design that would provide all the necessary context without overwhelming the user



Option 1



Option 2

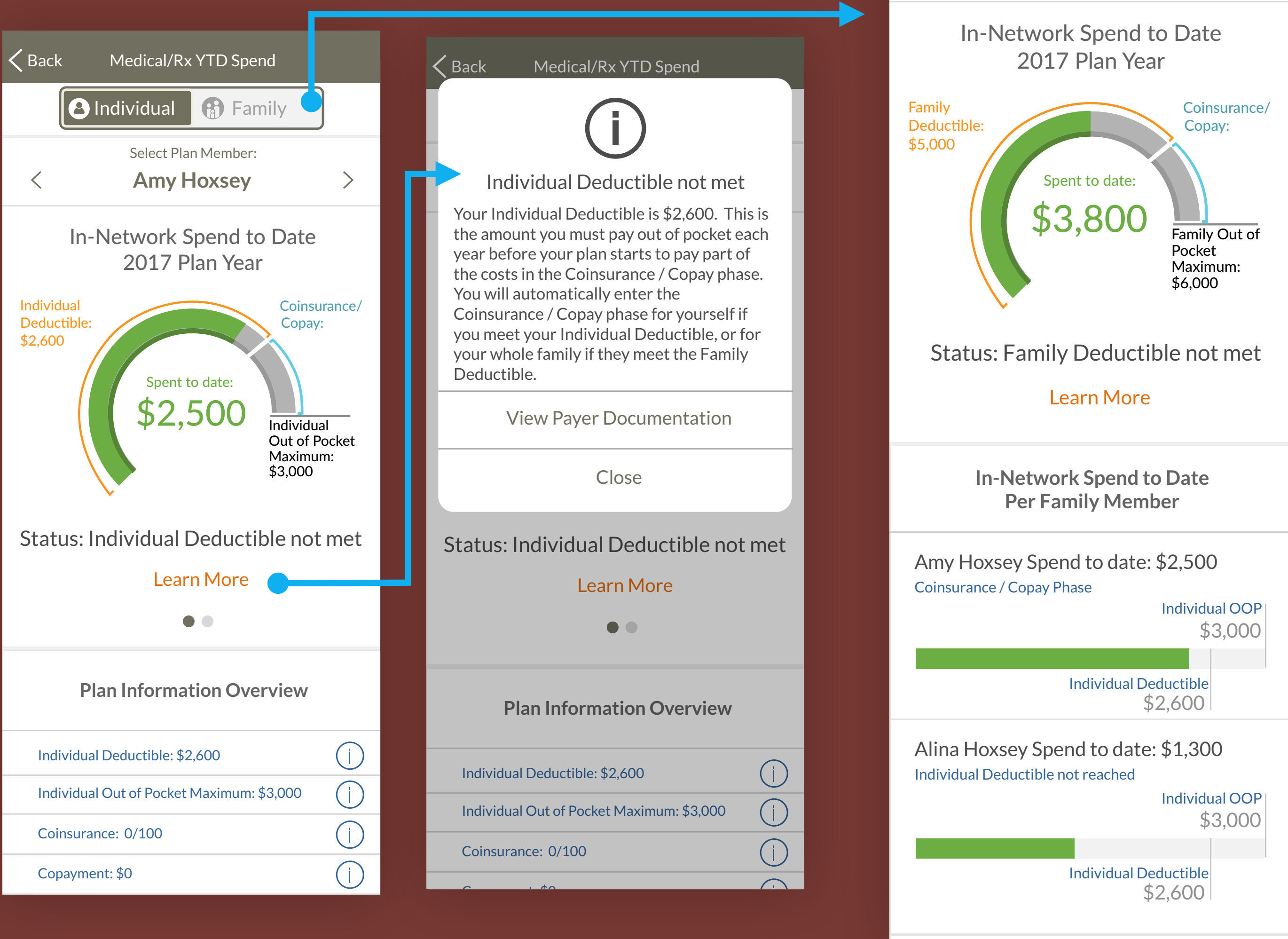


Option 3 - Selected

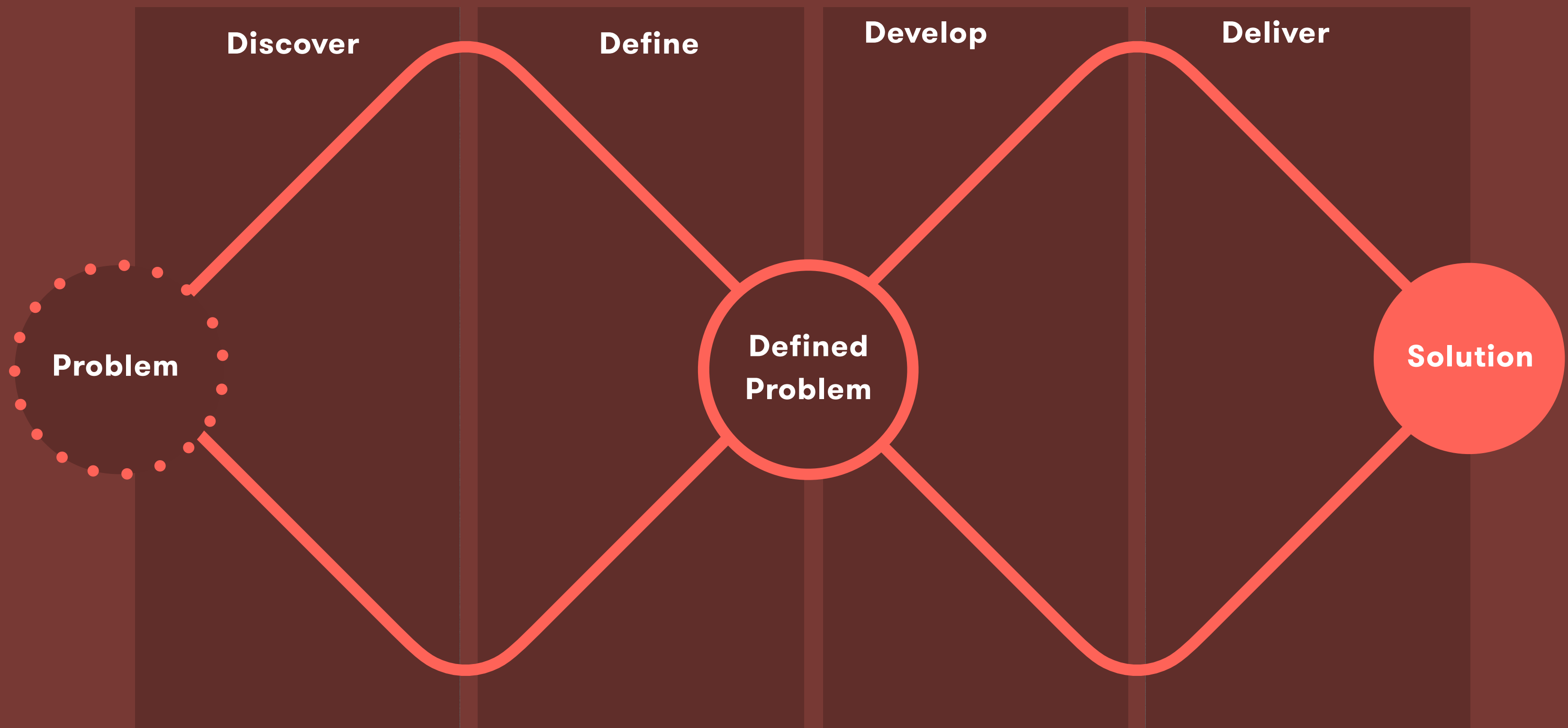
Problem 2: The Health Plan Summary

Realizing the design

- I coded the visualization in D3.js to make the developer handoff as seamless as possible
- I created a matrix of all potential user states and crafted content to help guide our users no matter their situation



MeltingPoint Mobile



Deliver

Detailed Specifications



Staging



User Testing



Fine Tuning



Marketing



Launch

Outcomes

Health Plan ID Cards

- **Surveys showed Health Plan ID Cards were the largest motivator for downloading the app**
- **The addition of health plan IDs to our mid pricing tier made it the most popular amongst new clients**

The Health Plan Summary

- **The Health Plan Summary was deployed and is also being implemented with health coaches for Facebook and Walmart employees**
- **“This is the clearest deductible tracker I’ve ever seen” - HR Executive**

Thanks for viewing



Let's connect:

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