



lxtant:

A User-Driven Perspective on the Healthcare Experience

Marty Gage, VP, Design Research

OUR HEALTH

World

Usability

Day

The Healthcare Experience Today

Assessing the current patient experience

**People find themselves in
moments throughout the
patient journey**

**All of our research
reveals a similar
emotional outcome**



Should I seek care?



What's my condition?



What should I expect?



What are my treatment options?

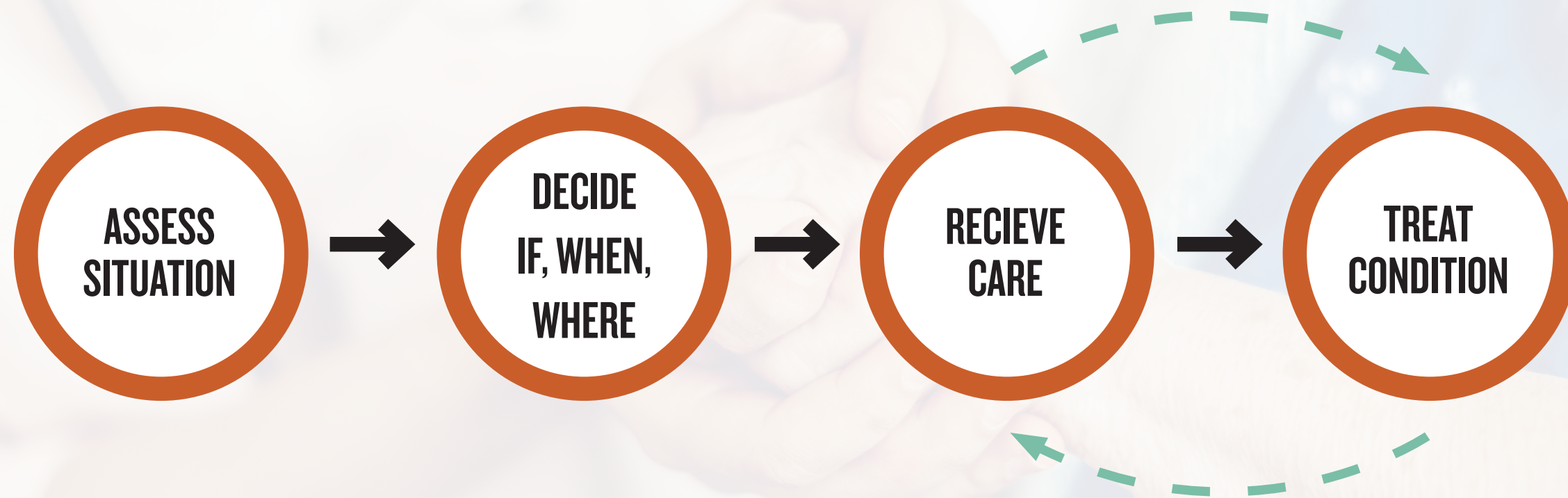
A close-up photograph of a person's hands, wearing a bright yellow long-sleeved sweater, pouring small, round, white pills from a white plastic container into their open palm. The background is softly blurred, showing a blue surface and a white object. The lighting is warm and focused on the hands and pills.

**How should I manage
my condition?**



Am I doing it right?

The Patient Journey



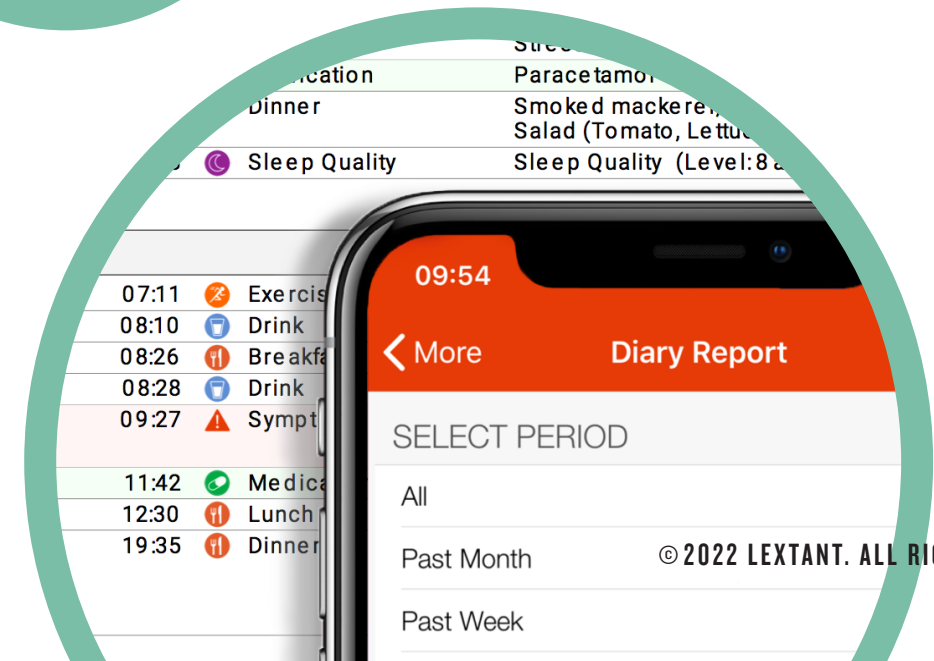
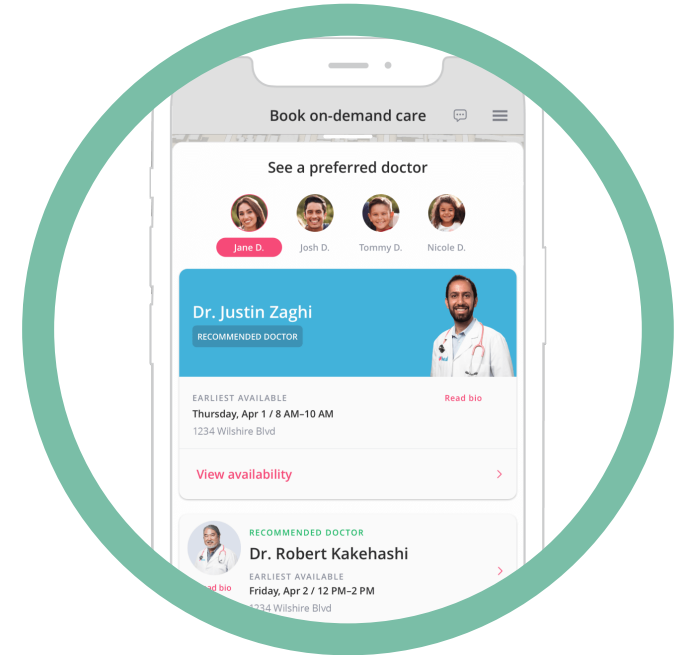
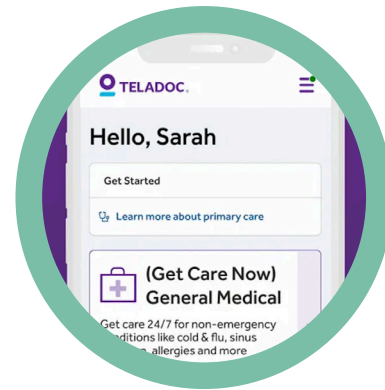
Touchpoints: People



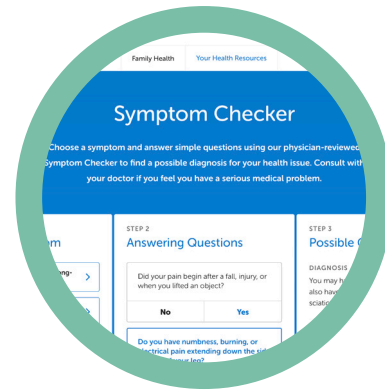
Touchpoints: Devices



Touchpoints: Apps



Touchpoints: Websites



Touchpoints: Medication



**Touchpoints
are confusing**

Current Experience:

The emotional outcome that results from the interaction between a person and something.

A photograph of two men sitting at a table in a dimly lit room. The man on the right has a blood pressure cuff on his left arm and is looking down at a small electronic device on the table. The man on the left is also looking down at the device. The scene is bathed in a warm, orange light, suggesting a relaxed or clinical setting. The word "Stressed" is overlaid in large white text across the center of the image.

Stressed

A woman with dark hair is shown from the chest up, resting her head on her clasped hands. She has a thoughtful or perhaps overwhelmed expression. The background is a soft, out-of-focus light color. The entire image has a warm, orange-brown color overlay. The word "Overwhelmed" is written in large, white, bold, sans-serif font across the center of the image.

Overwhelmed

Making it difficult to...

Making it difficult to...

- **Make decisions**

Making it difficult to...

- **Make decisions**
- **Follow procedures**

Making it difficult to...

- **Make decisions**
- **Follow procedures**
- **Understand complex information**

**There's a fundamental
usability issue with the
healthcare experience**

The Desired Healthcare Experience

Defining a desired patient experience

Desired Experience:

The emotional outcome people desire when interacting with something.

The Anatomy of the Desired Healthcare Experience



The Anatomy of the Desired Healthcare Experience

1 EMOTIONS

How do people want to feel?



The Anatomy of the Desired Healthcare Experience

1 EMOTIONS

How do people want to feel?

2 BENEFITS

How does the service deliver the benefits?



The Anatomy of the Desired Healthcare Experience

1 EMOTIONS

How do people want to feel?

2 BENEFITS

How does the service deliver the benefits?

3 FEATURES

What does the service have to provide to make people feel this way?



The Anatomy of the Desired Healthcare Experience

1 EMOTIONS

How do people want to feel?

2 BENEFITS

How does the service deliver the benefits?

3 FEATURES

What does the service have to provide to make people feel this way?

4 SENSORY CUES

What attributes do people associate with these features?



**This is what people
tell us they want**

I. EMOTIONS

CALM & IN CONTROL

2. BENEFITS



Informed in these moments:



3. FEATURES

EASY TO UNDERSTAND

Easy to understand touchpoints:



4. SENSORY CUES

Statistics

23,678

Expenses

25,348 +13%

Profit

33,243 +12%

Revenue

54,333 +

Calendar

July 2020

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

Analysis

3,562

Summary

10.07.2020

Expenses	13%
Profit	5%
Revenue	-12%

Expenses	25,348
Profit	7,895
Revenue	33,243

Forecast

54,333

ALL IN ONE PLACE

4. SENSORY CUES

Create delivery advice

Exit



Step 1

Step 2

Step 3

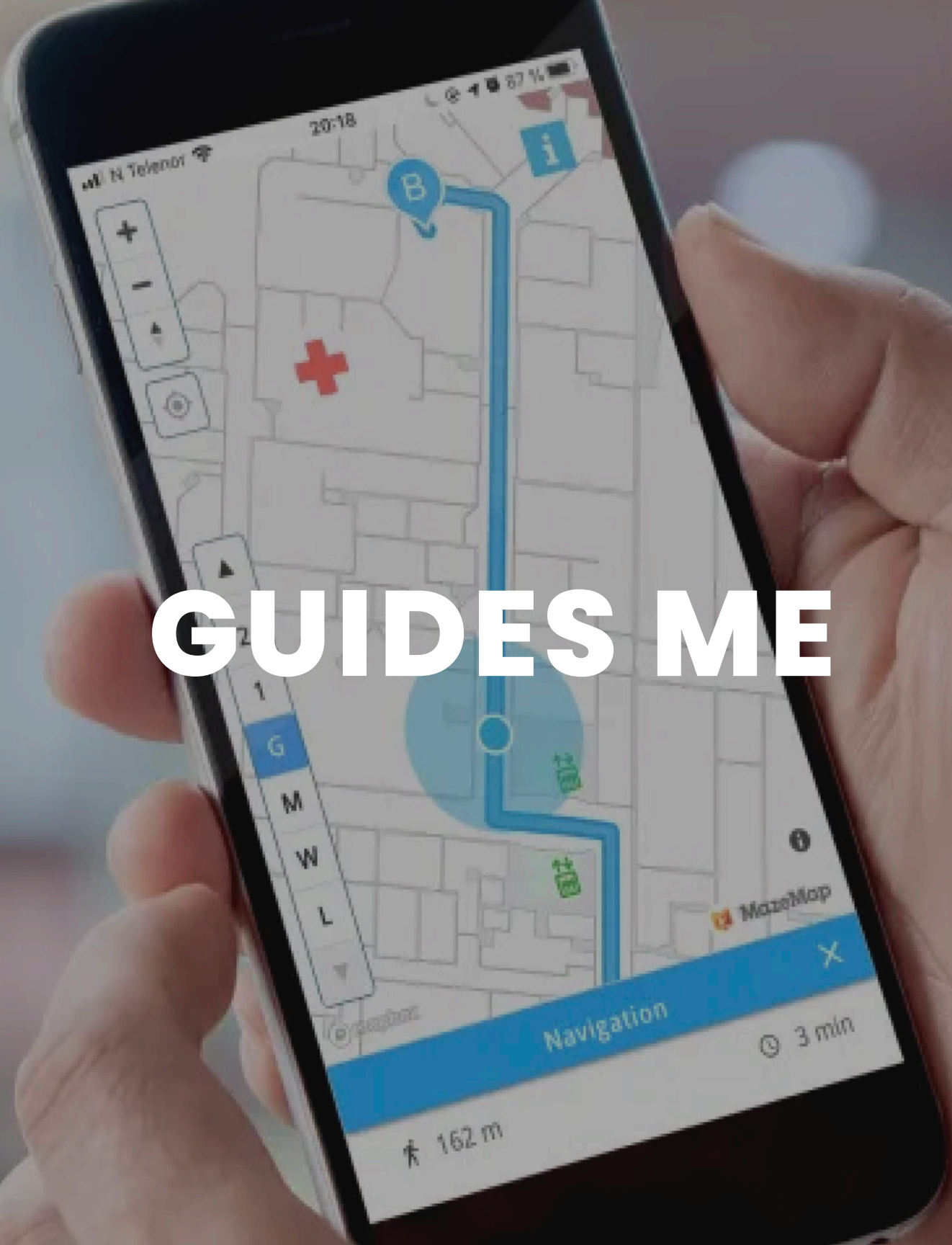
MINIMAL STEPS

NGR: 14019095 - JOHN CITIZEN

Delivery date



4. SENSORY CUES



GUIDES ME

4. SENSORY CUES



UP TO DATE

4. SENSORY CUES

SIMPLE LANGUAGE

4. SENSORY CUES

CONCISE

1 Register

To get started, register your unique Kit ID located below at helix.com/start and read the online instructions carefully before providing your saliva sample

Register this unique [com/start](https://helix.com/start)

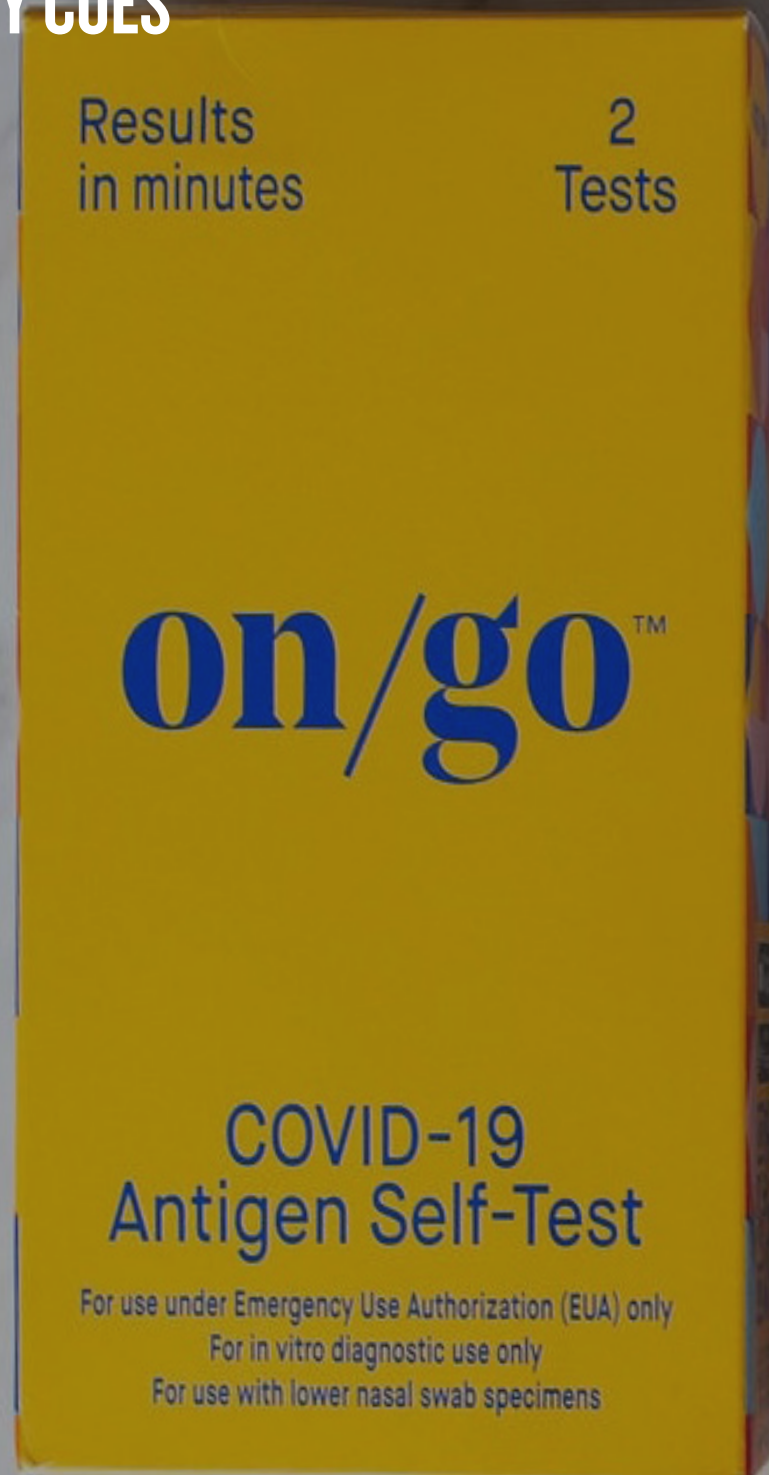
2 Collect

Use the provided tube to collect your saliva sample. Please do not eat, drink, smoke, or chew gum 30 minutes prior.

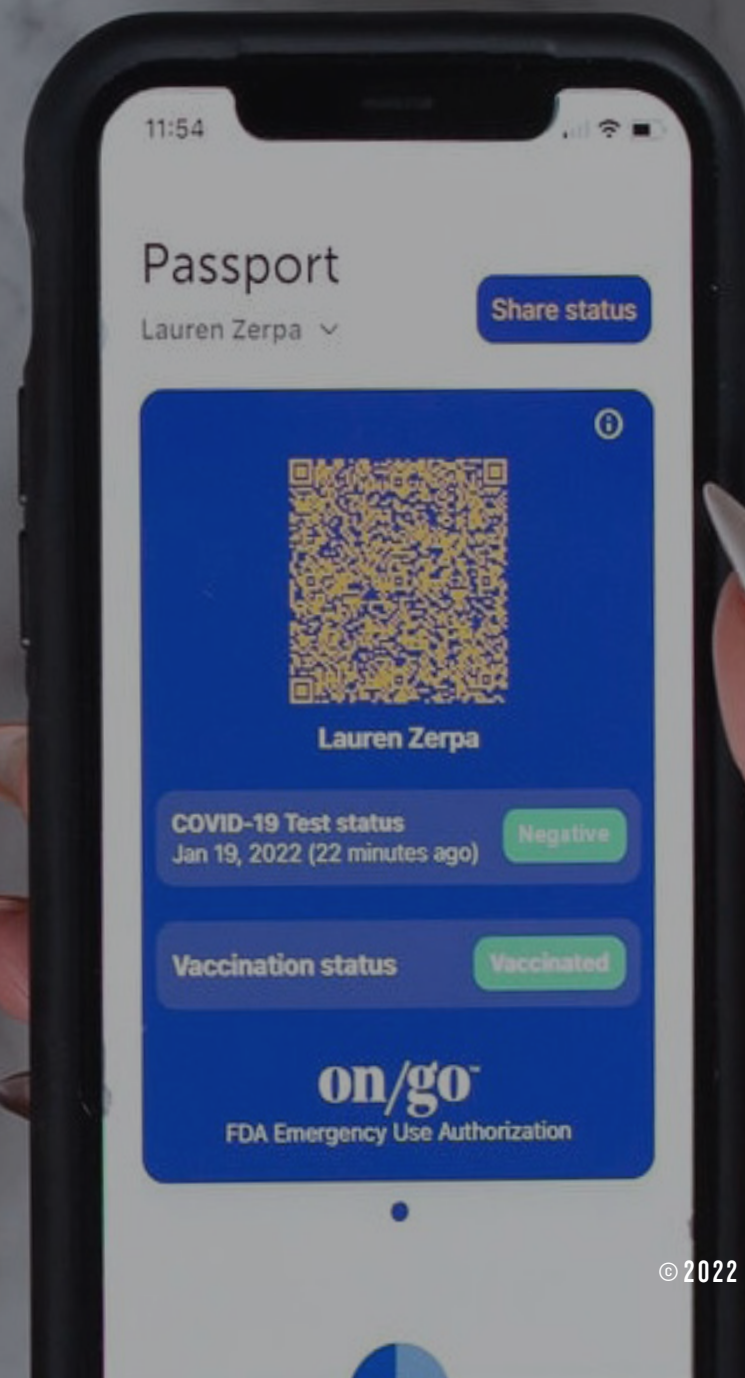
3 Send

Place your saliva sample in this pre-paid shipping box and drop in any USPS mailbox.

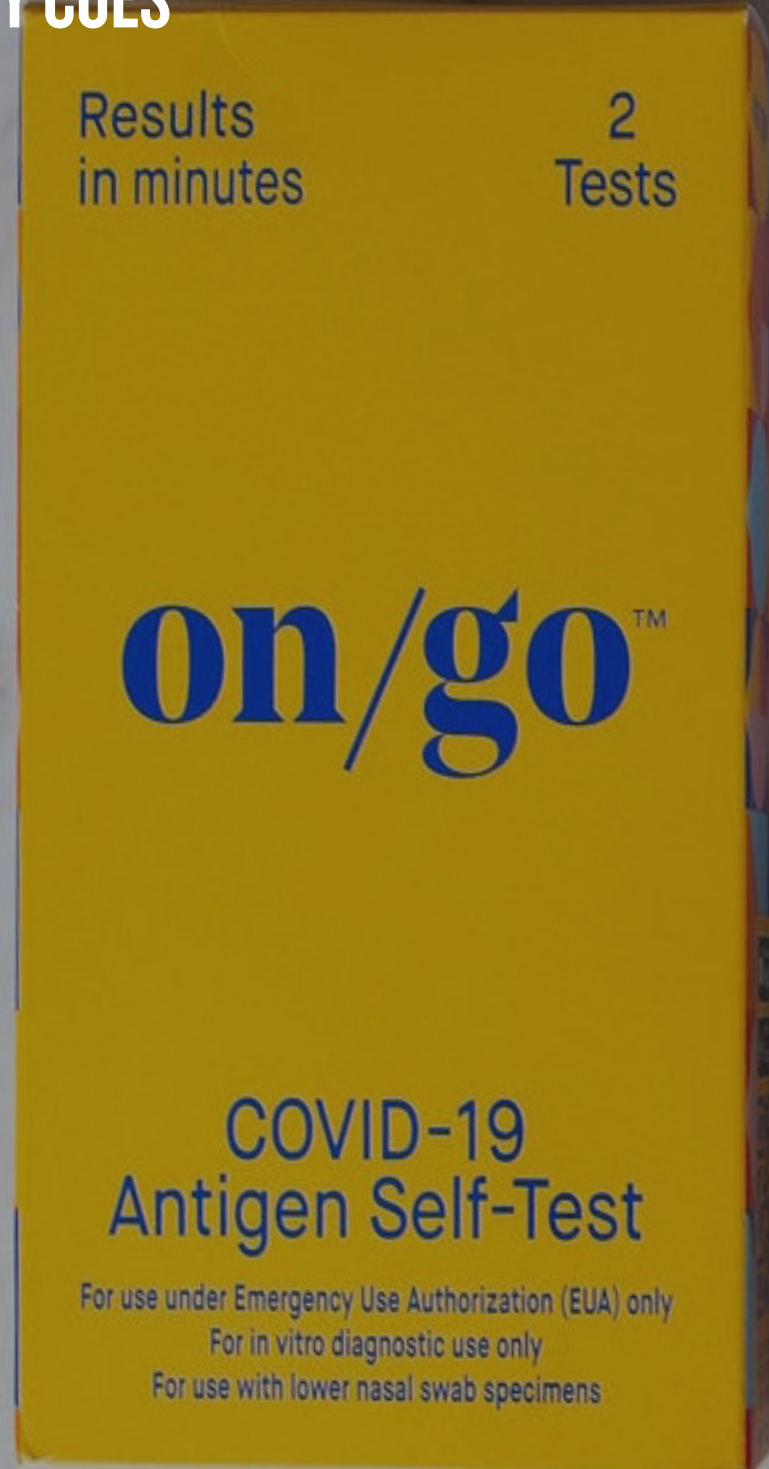
4. SENSORY CUES



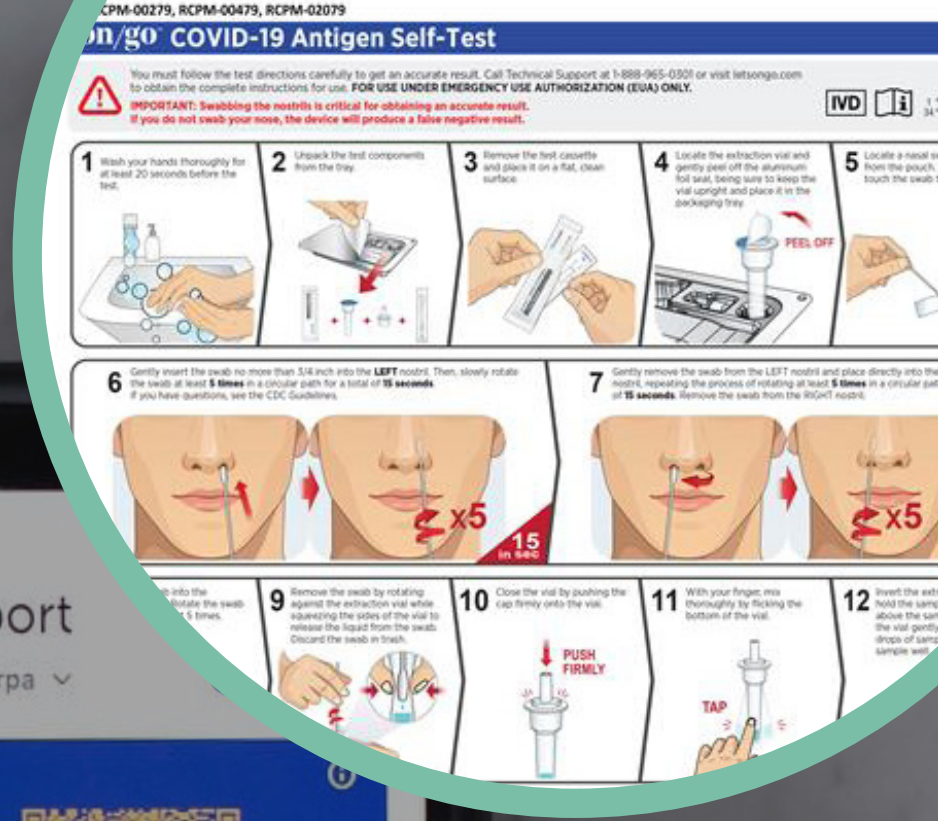
VISUAL



4. SENSORY CUES



VISUAL



The Solution



Assume you have a usability challenge



Treat moments as use cases

Think holistically about use cases

- **Contextual/emotional**
- **Physical, cognitive, and emotional barriers**
- **Desired outcomes**

Touchpoints are the solutions in the moment



A person in a white lab coat is holding a document, looking at it intently. The background is a blurred office or laboratory setting. In the foreground, there are several papers and a pen on a desk. The entire image has a warm, orange-brown color overlay.

**Keep key touchpoints
discreet and focused
with a clear architecture
and hierarchy**

Involve users in determining how the information is delivered



"Ideal Healthcare Experience"

Study Details

Rating Scale

Export

I am in-control



I am informed



Test for usability

It is easy to understand



It is simple & concise



Overall Score

About These Scores

80%

VAsari

61.3%

Brand 2

71.8%

Brand 3

The Healthcare Usability Challenge

- Complex information
- Stress limits
comprehension

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- **Embrace easy
to understand**

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- **Embrace easy
to understand**
- **Design for the
big picture**

The Healthcare Usability Challenge

- Complex information
- Stress limits
comprehension

- **Embrace easy
to understand**
- **Design for the
big picture**
- **Right
touchpoints
for the right
moments**

The Healthcare Usability Challenge

- Complex information
- Stress limits
comprehension

- **Embrace easy to understand**
- **Design for the big picture**
- **Right touchpoints for the right moments**
- **Involve users in the design**

The Healthcare Usability Challenge

- Complex information
- Stress limits comprehension

- **Embrace easy to understand**
- **Design for the big picture**
- **Right touchpoints for the right moments**
- **Involve users in the design**
- **Use information design best practices**

The Healthcare Usability Challenge

- Complex information
- Stress limits comprehension

- **Embrace easy to understand**
- **Design for the big picture**
- **Right touchpoints for the right moments**
- **Involve users in the design**
- **Use information design best practices**
- **Test ideas for usability**



lextant: the human experience firm

“Even baseline or bad experiences in CPG or retail would be viewed as huge wins in healthcare. There’s so much opportunity to flip the script and impact the entire experience along the way.”

Sara Saldoff, OhioHealth

A warm, orange-toned photograph of a woman with glasses hugging a child from behind. The woman is smiling and has her arms around the child's shoulders. The child is wearing a light-colored shirt. The background is softly blurred, suggesting an indoor setting. The overall mood is affectionate and supportive.

**It's not about what you make
it's how you make people feel**

USER EXPERIENCE RESEARCH

DISCOVER WHAT CUSTOMERS REALLY WANT

MARTY GAGE AND SPENCER MURRELL

AGING:

What do people want to use?

Example: I want to feel confident that my phone will not break.

2. BENEFITS

What does your design have to provide in order to make people feel this way?

Example: My phone will not break.

DESIGN:

3. FEATURES

How does your design deliver the benefits?

Example: My phone is shockproof.

4. SENSORY CUES

What sensory cues do people associate with these features?

Example: My phone has rubberized contact surfaces.



A woman with long dark hair in a ponytail and a man with glasses are sitting together, smiling and looking at a laptop screen. The woman is pointing at the screen. The background is a warm, orange-toned office setting with a plant visible in the upper left.

Thank you.

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