

User experience led design: Developing an online health checker in York

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The Challenge

“How might we encourage people to consider their health and wellbeing assessment and to make better health choices?”

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A user centred approach

- The digital development team – established through software development projects with futuregov
- Small team 5-8 people, developers and designers
- User experience, empathy, and evidence at the core
- The YorWellbeing service is perfect – health is very emotive

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Personas



Name Sally

Age 55

Gender Female

Draw me!

What is their current engagement with health services?

- Menopausal - Has visited GP about this
- Generally doesn't have time
- Googles symptoms and treats at home

What are their health behaviours and habits?

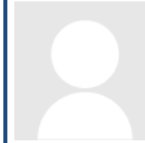
- Active, cycles to work
- Enjoys walking some weekends
- Has difficulty sleeping - tired at weekends
- Snacks at work as she isn't sleeping.
- Has put on a lot of weight in the last 12 months, feeling a bit down/moody but not seen GP.

What is their social or family environment like?

- Lives in York
- Married
- Elderly parents who's care needs are increasing
- Disabled adult child - lives at home.
- Lots of dependants

What is their Economic situation?

- Works for CYC
- Full time
- Comfortable economics



Name Ernie

Age 65

Gender Male

Draw me!

What is their current engagement with health services?

- Anti-inflammatory for arthritis
- On repeat prescription
- Mainly sees pharmacy but sees doctor a lot for wife

What are their health behaviours and habits?

- Keeps pigeons
- Dodgy hips and knees
- Used to be a footballer
- Not a confident cook - His wife used to do it

What is their social or family environment like?

- Carer for wife with Alzheimers - early so still living at home
- Stressed
- Daughter prompting him to take care of his health

What is their Economic situation?

Part time worker

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User research:

- Hosted user workgroups with HealthWatch York
- Spoke to potential users at Acomb Library
- Joined Wilberforce Trust and Age UK sessions to speak to people
- Interviewed people as a part of the 50+ Festival
- Synthesised research and identified insights



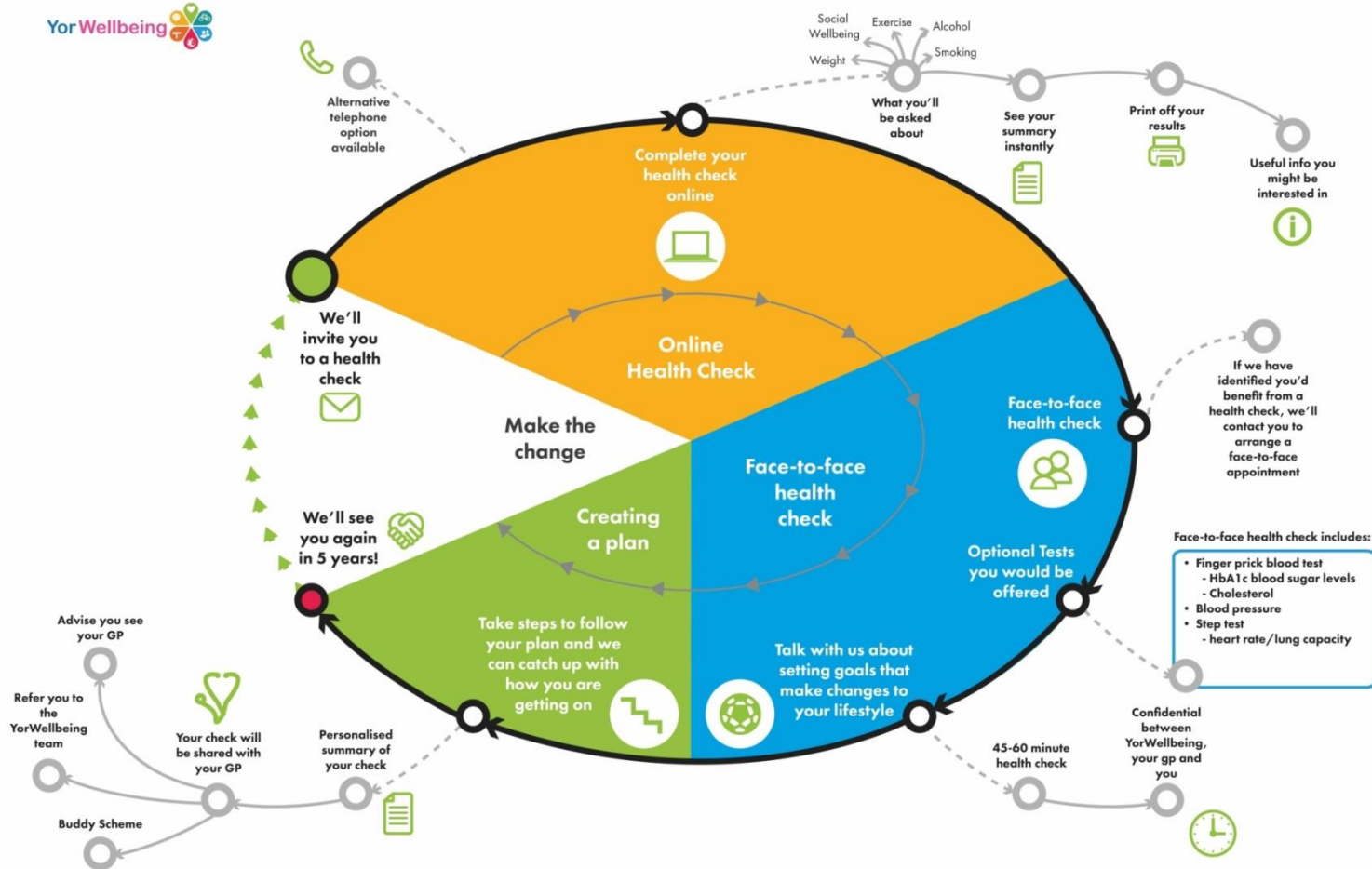
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The insights

1. People like the idea of health checks
2. ...but their previous experiences vary
3. People think GP surgeries are the best place for health checks
4. Users want empathy
5. Data concerns taint an online service
6. An online service isn't inclusive
7. People want a local service

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PUBLIC HEALTH CHECK USER JOURNEY



Designing the software

- Observed people using existing software
- Sketched early ideas
- Built a prototype
- Usability and user experience testing central to all decisions

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Testing the software

- HealthWatch York
- Community events in the city
- Sporting Memories Group at Bootham Crescent
- Continuing to test (and learn) with users



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Where are we now:

Online health check

Basic details | Health Info | Medical info | Family medical

1) Basic details

Intro
Name
Sex
Ethnicity
Date of Birth
Postcode
GP Surgery
Workplace code

Which GP surgery are you registered with?

Front Street Surgery

I can't see my GP practice

Back Next

Face-to-face

BASIC INFO | WEIGHT | BLOOD PRESSURE | CHOLESTEROL | DIABETES | SMOKING | AEROBIC FITNESS | DIET | EXERCISE | ALCOHOL | SUMMARY

SUMMARY

i TEST (AGE 40)
ACCESSIBILITY INFORMATION
N/A

f TEST'S BMI IS 19.19
NEXT STEPS

Separate components with shared data

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Alcohol

How often do you have a drink containing alcohol?

| | | | | |
|-------|--------------------|------------------------------|--------------------------|----------------------|
| Never | Monthly or less | 2-4 times per month | 2-3 times per week | 4+ times per week |
|-------|--------------------|------------------------------|--------------------------|----------------------|

Save

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Alcohol

How often do you have a drink containing alcohol?

| | | | | |
|-------|------------------------|---------------------|--------------------|-------------------|
| Never | Monthly or less | 2-4 times per month | 2-3 times per week | 4+ times per week |
|-------|------------------------|---------------------|--------------------|-------------------|

How many units of alcohol do you drink on a typical day when you are drinking?

| | | | | |
|-----|-----|------------|-----|-----|
| 1-2 | 3-4 | 5-6 | 7-9 | 10+ |
|-----|-----|------------|-----|-----|

How often have you had 6 or more units if female or 8 or more if you are male on a single occasion in the last year?

| | | | | |
|-------|-------------------|---------|---------------|-----------------------|
| Never | Less than monthly | Monthly | Weekly | Daily or almost daily |
|-------|-------------------|---------|---------------|-----------------------|



Find out more



Cholesterol

Total cholesterol:

healthy

LDL (mmol/L):

at risk

HDL (mmol/L):

at risk

Triglycerides (mmol/L):

no guidelines available

Non-HDL (mmol/L):

no guidelines available

Cholesterol ratio:

at risk



Find out more

Save

e



1) Basic details

2) Health info

3) Medical info

- Intro
- Existing conditions
- Medication
- Blood pressure**
- Cholesterol
- Finish

4) Family medical

Do you know your blood pressure?

Yes No

[Back](#) [Next](#)



| | |
|--------------------------|---|
| 1) Basic details | <p>Thank you, you're now halfway through our questions.</p> <p>Next</p> |
| 2) Health info | |
| Intro | |
| Height | |
| Weight | |
| Smoking | |
| Finish | |
| 3) Medical info | |
| 4) Family medical | |



Type 2 diabetes

Your risk of having type 2 diabetes within the next 10 years is...

15.6%

In other words...



2 in 10 people with the same risk factors as you are likely to have type 2 diabetes **within the next 10 years**

[More information about diabetes](#)



Cardiovascular disease (CVD)

Your risk of having a heart attack or stroke within the next 10 years is...

10.3%

In other words...



1 in 10 people with the same risk factors as you are likely to have a heart attack or stroke **within the next 10 years**

[More information about CVD](#)



Given your results, it is strongly recommended that you contact us for a health check

[Contact Us](#)

From what you have told us you are at an increased risk of developing diabetes within the next ten years.

The risk score alone can only give us so much information. To find out more about your health and personal risk we recommend that you contact us for a free health check appointment.

In this appointment we will run a few additional tests. We will use the results to offer you personalised lifestyle advice on how to reduce your risk.

Lots of people with diabetes in the UK do not know. It's really important to come in for a full health check if you have a higher risk.

In the meantime, here are some resources which you might find interesting to read.

Try our online health checker

www.yorwellbeing.org.uk

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