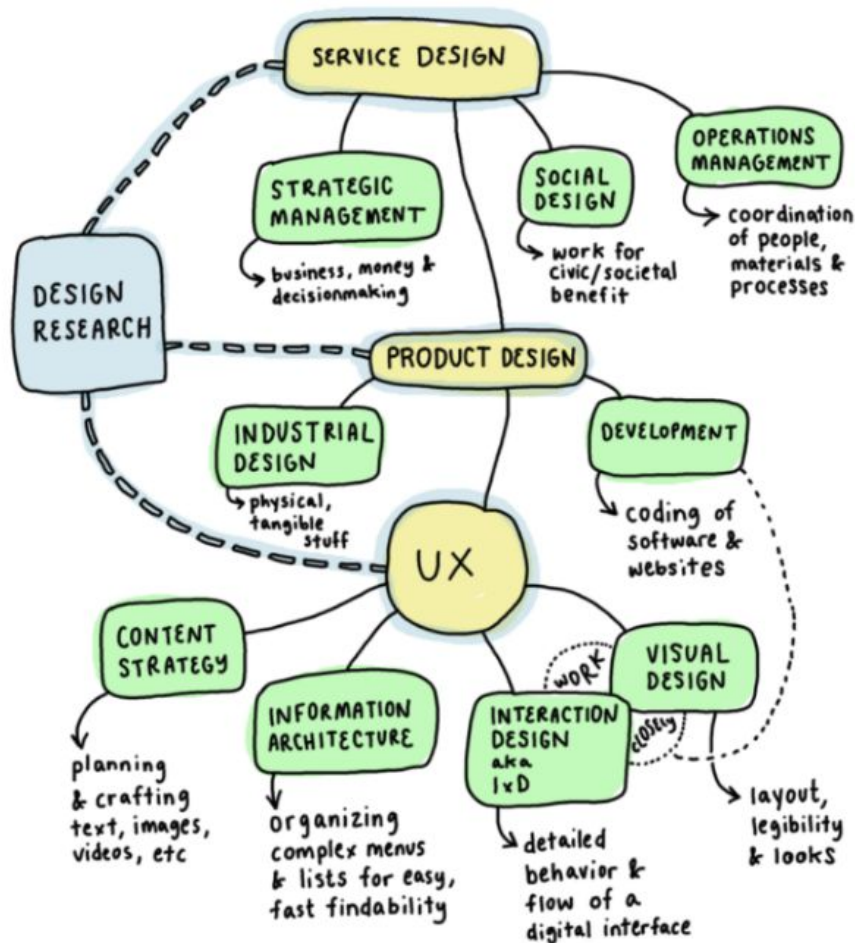


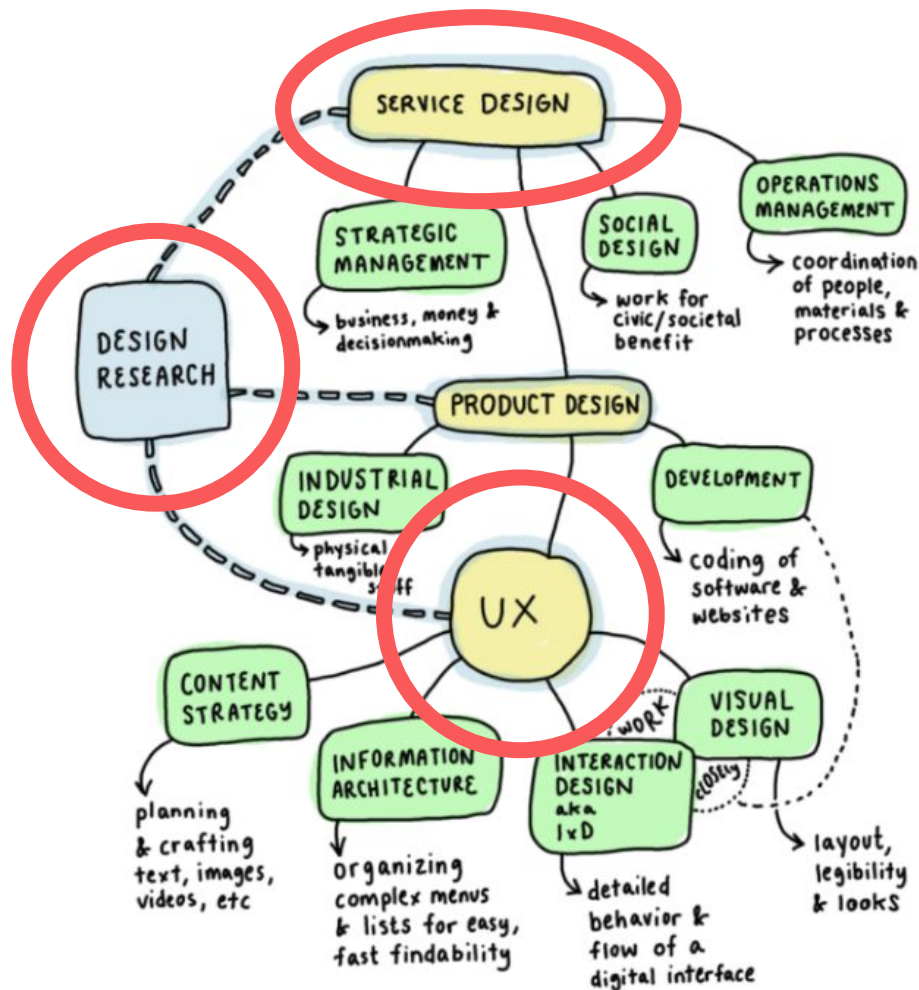
Experience Design

What is it?



Project Focus

- Create a phygital experience for a future retail space
 - Emphasize
 - Define
 - Ideate
 - Prototype
 - Test



Well+E Health

Healthcare Your Way.
On Your Way.



1. Framing

3. Prototyping

5. Experiencing

Four months

2. Exploring

4. Experimenting

**Lifesize
Pop-up**

Project Roadmap

Team

Left to right

- Liberty
- Sarah
- Brian
- Mary
- Vianka (me)



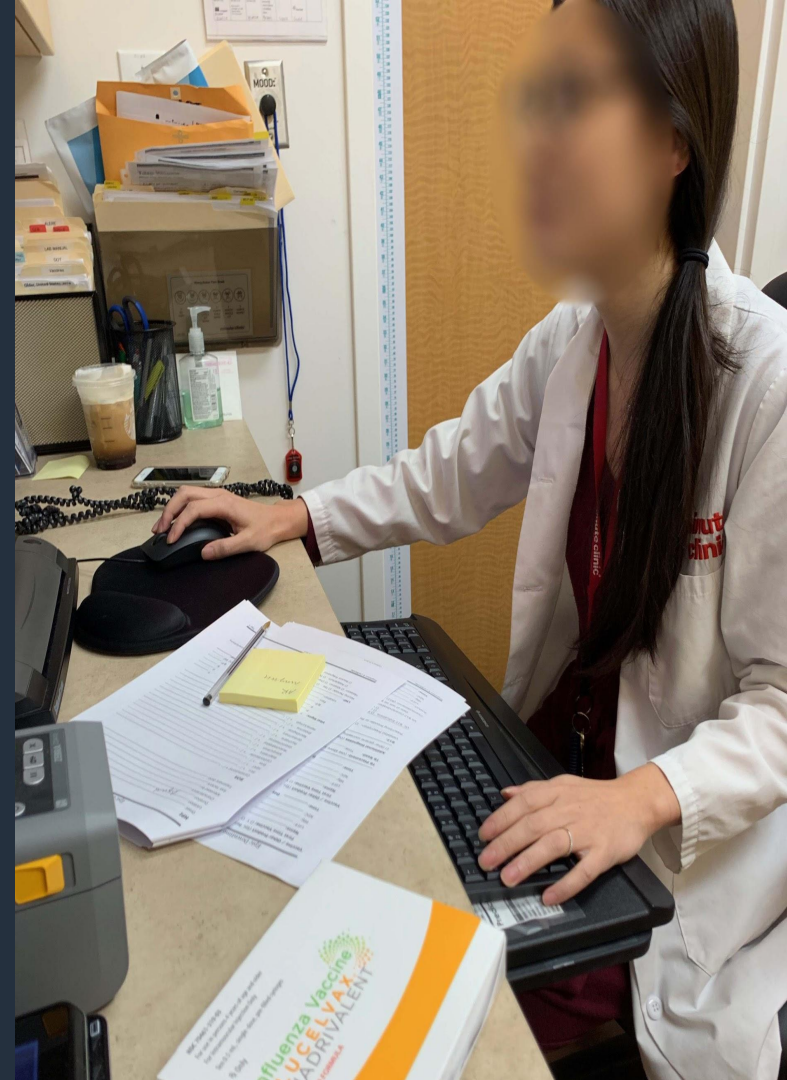
What does the future of the Minute Clinic look like?



1. Framing

Goal:

- Understand the 'Minute Clinic'
- Define our hypothesis
- Visit existing locations and conduct user interviews
- Conduct competitive analysis
- Identify key insights
- Scope out challenge statement



Challenge Statement



How might 'Minute Clinic' offer a **trustful healthcare relationship** that empowers Gen-Z and millennials in metropolitan USA through a democratized delivery of a full spectrum of treatment options?

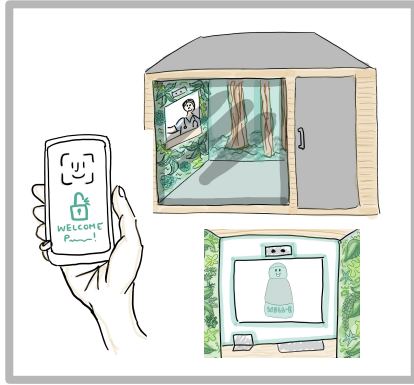
2. Exploring

Goal:

- Identify our differentiators
- Storyboarding
- Conduct additional interviews
- Gather & document user feedback
- Stimulus testing



Well-E airport pod features



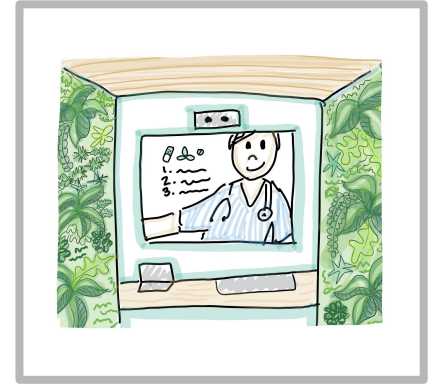
Signing in via app



Self administered



Soothing
sounds & smells



Virtual doc visit

3. Prototyping

Goal:

- Refine experience
- Target recurring insights
- Identify key touchpoints
- Build small scale prototype
- Scenario playout
- User critique & feedback



Expanding service ideas through rapid prototyping



Team concept



Sci-fi lens



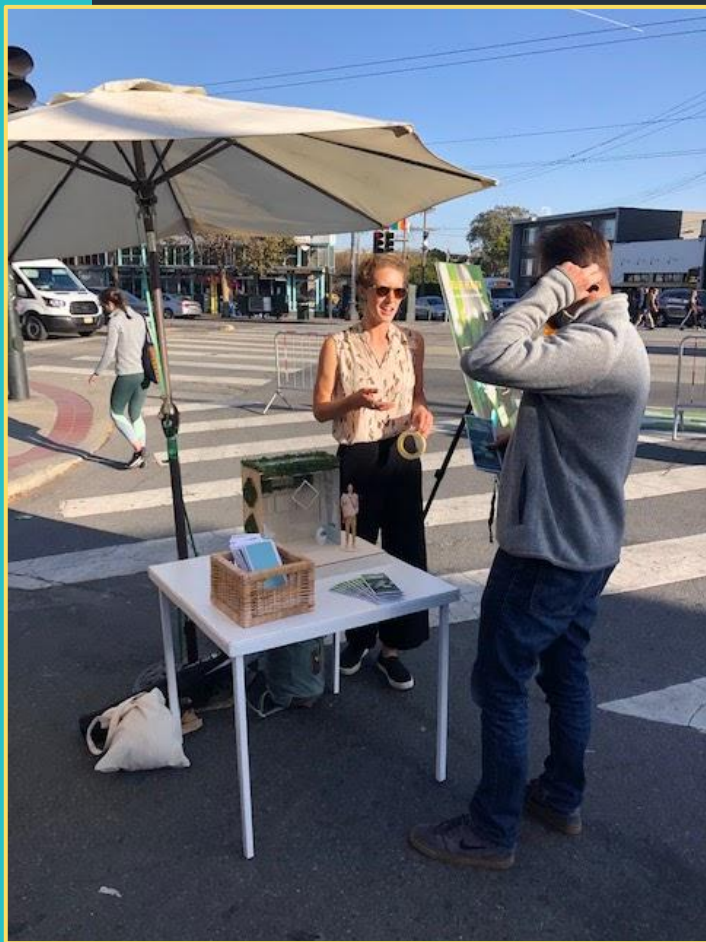
Harry Potter lens

4. Experimenting

Goal:

- Create & conduct micro pilot
- Define brand identity & language
- Capture live reactions and feedback
- Plan lifesize pop-up build





Micro-Pilot

A micro pilot is similar to a prototype in which you create a sample or model. Only this time you have people walk through the experience as if it were a real service. The goal is to test the product and the **service**. The team observes, track responses and capture feedback.

Is **Well+E health** credible and approachable?

Micro-Pilot Feedback



People Interviewed: **20**

- 30s | 6 Female, 4 Male
- 40s | 6 Female, 4 Male



Brochures Taken: **35**



Website Visits: **12**

Extra Enthusiastic

"So future-y!" ~ 12 yr old

"Oh, like the MinuteClinic?" -30s M

"It's great... a lot of people don't go to the doctors because it's inconvenient" -40s F

"Exactly what I want to see! Amazing!" ~ 40s F

Medical Professionals

"There would be obvious limitations- no narcotics for example" ~40s F Nurse

>50% Respondents:

"I could see myself using this" ~12 people

"It's nice to have a variety of treatments" ~ 12 people

Critiques

"I like to go see the real doctor. I want them to... see me in person... I wouldn't trust that it's clean" -40s M

"How is this different from OneMedical?" -30s M & F

Micro-Pilot Results



A few people
opened up
about their
health histories



Multiple people
asked if we have
funding or are
about to launch
a company



25%+ of the
interviewees
were actively
attracted and
came over to
ask what it was



GenX
seemed less
open than
millennials



Very few
questioned
the robot

Micro-Pilot Results

- Concerns

- Security and safety concerns
- Data and visit privacy worries

+ Validations

- Desire for expanded choice
- Importance of proactive care
- Convenience of all-in-one offer
- Desirable brand aesthetic



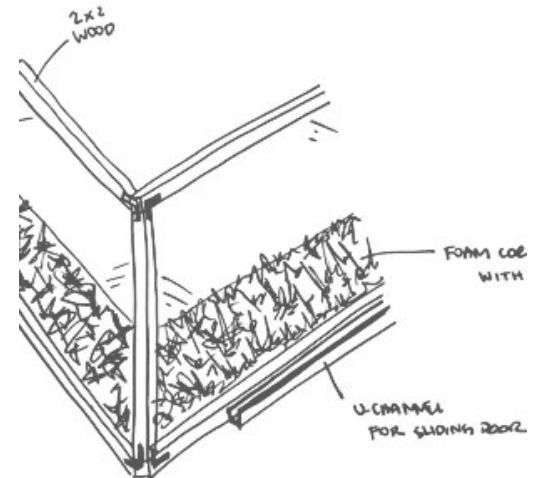
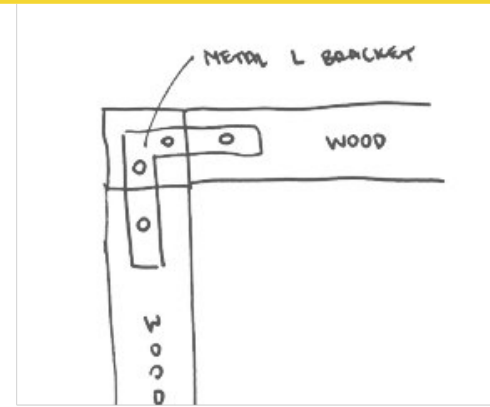
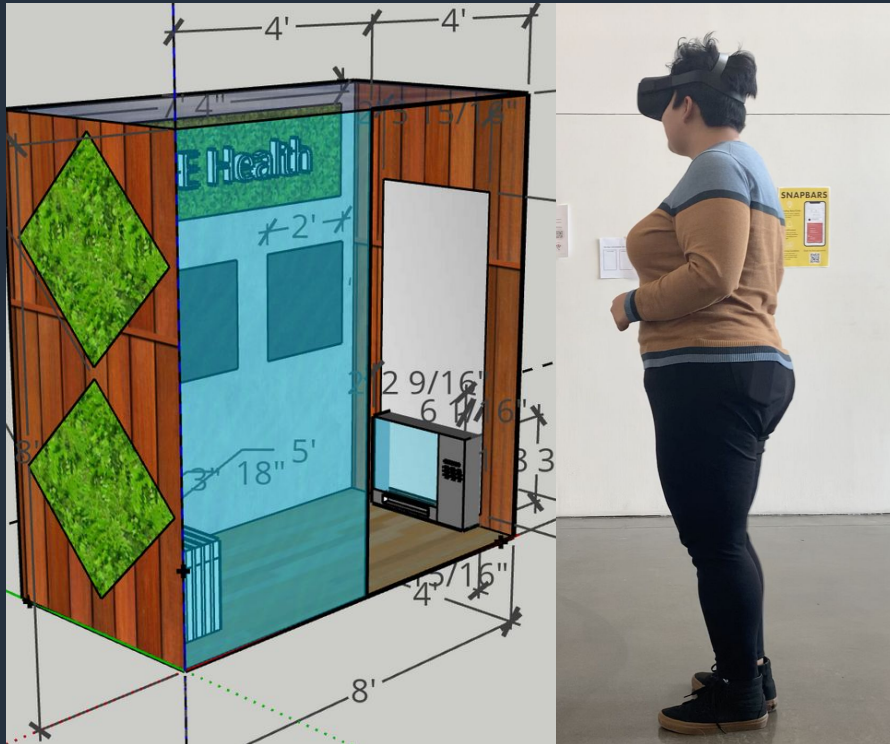
5. Experiencing

Goals:

- Coordinate & plan construction
- Assign roles and scripts
- Design mobile app
- Execute signature moment
- Build pop-up in 12 hrs
- Gather impact and take-away



VR testing & pop-up construction planning



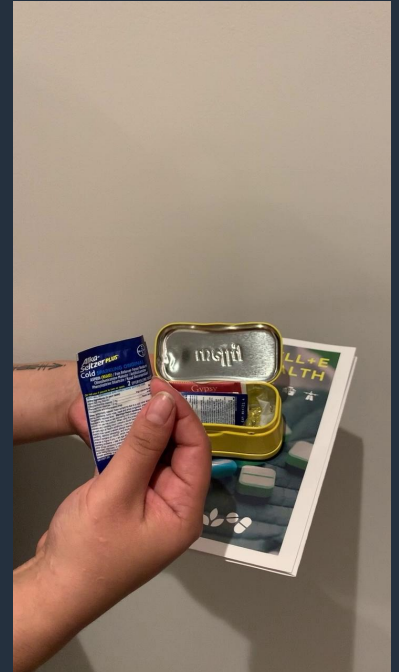
Pop-up main features & Signature moment



'Large Screen' telecommunication station

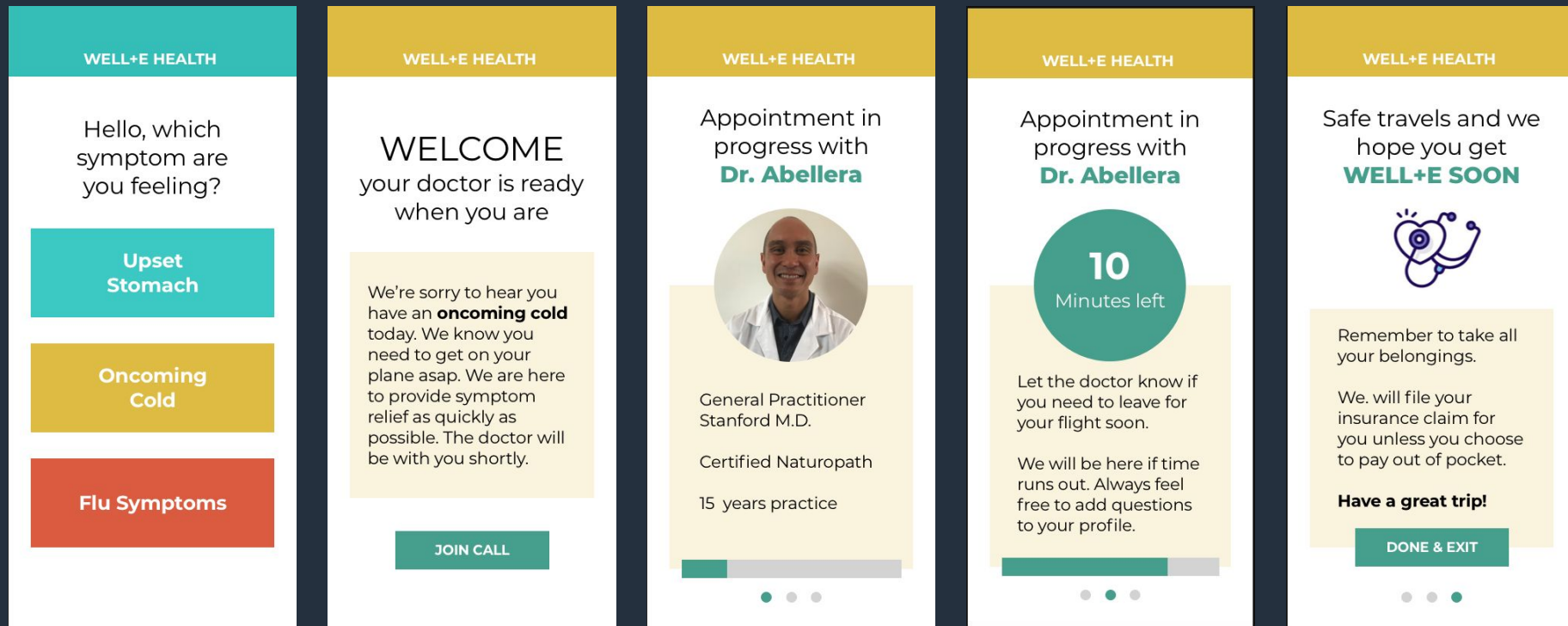


Surprise shelf with medicine dispenser



Custom self-care packages to go

Mobile app sign-in prototype



Final Pop-Up Results

- Concerns

- Make cleaning efforts clearer
- Time limitations when traveling

+ Validations

- Approved clean and simple aesthetic
- People came out saying “I feel much calmer and refreshed.”
- Loved the signature moment with the surprise medication dispenser

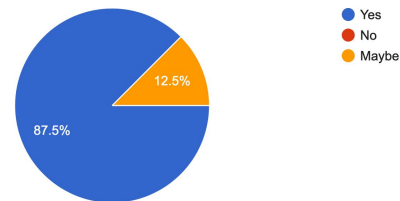




Conclusion

Could you see yourself using the Well+E Health pod at airport?

16 responses



Overall we were able to create a memorable experience and validate the idea through research, prototyping, gathering feedback, and continuously refining per feedback to improve and deliver the best service in under 4 months.