

## CASE STUDY

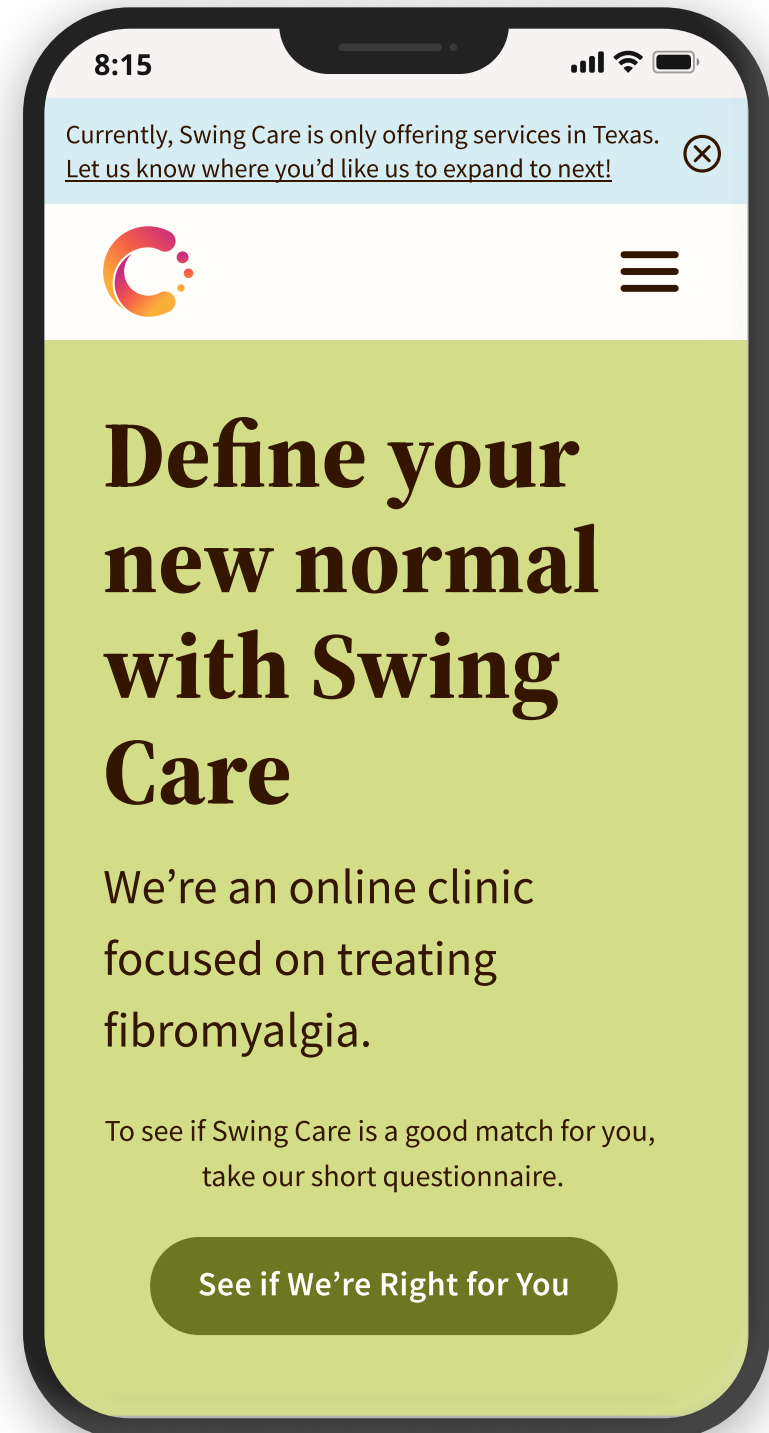
# Launching an online clinic for people with fibromyalgia.

Swing Care needed an online experience to reach qualifying patients, through a regulatory-informed web experience.



**Maggie Avila**

Senior Product Designer



# What does a successful, specialized, and regulatory aware online clinic experience look like?

## THE PROBLEM

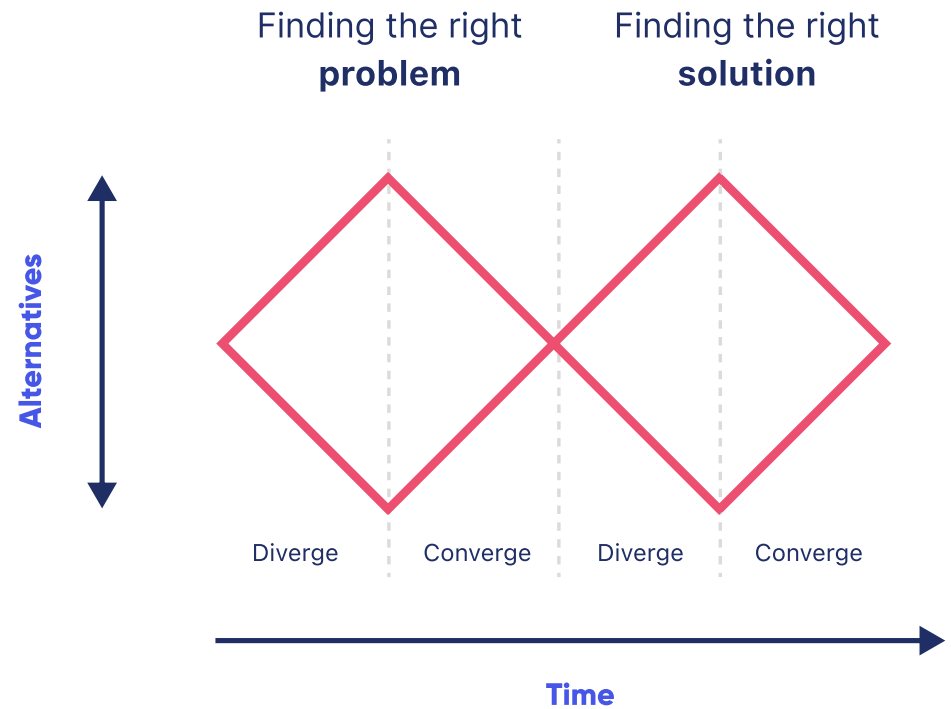
### Questions I set out to answer:

- What regulatory restrictions do we need to be aware of?
- What are best practices when handling Protected Health Information (PHI)?
- What are the unique considerations to keep in mind for our patient population?
- What does successful treatment look like for our patients, and how do help facilitate it?



# Double diamond process for problem and solution validation

I decided to use the double diamond framework (as best as our resources and timeline allowed) to help discover our product and problem space, define it clearly, explore solutions, and test those solutions for the best option.

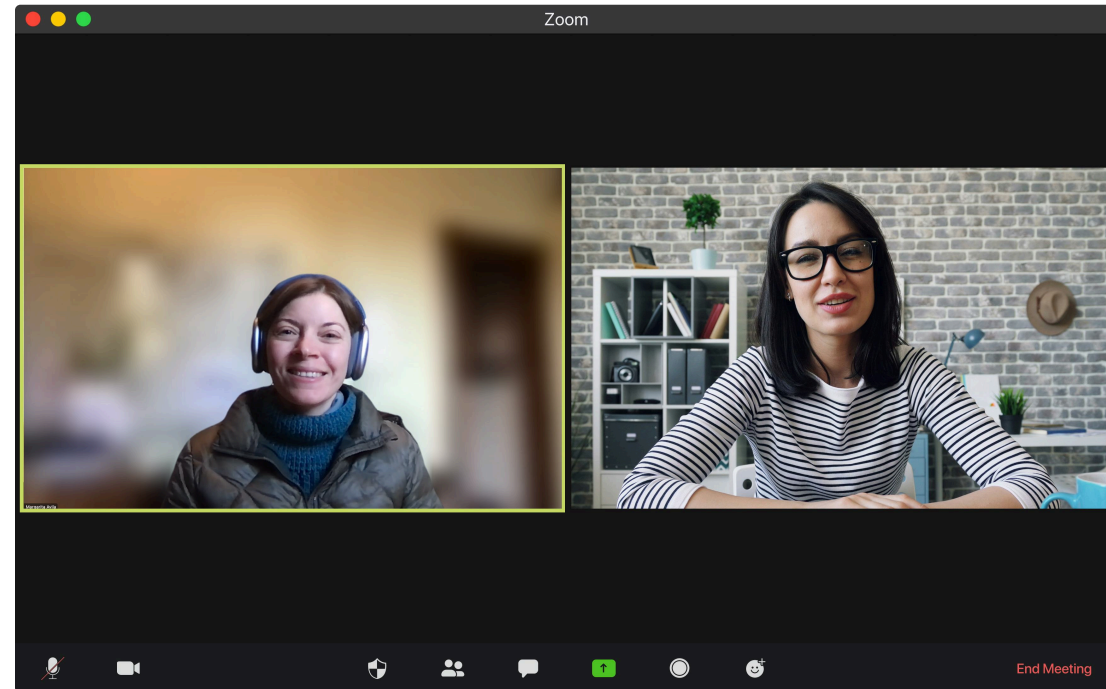


# Identifying problems to solve

## USER INTERVIEWS

I worked with our in-house User Researcher on discovery interviews. The following insights were surfaced:

- Telehealth increased accessibility for patients who commonly experience body wide chronic pain symptoms.
- Patients were concerned about having their physical pain symptoms evaluated through a digital telehealth experience.
- The price of care would be a major deciding factor, since many patients lived on a fixed income.



# How might we solve the problem?

## SERVICE BLUEPRINT

We decided to create a journey map inspired by our competitive research and user research interviews.

### Paula's Patient Journey with the virtual clinic [WORK IN PROGRESS]

PAULA&FIBROS PATIENT JOURNEY (happy path, formal fibro diagnosis)

**LEGEND**

**Emotions:** Our best guess at how Paula is feeling at this point in the journey.

**Probable risks:** Where there may be negative factors in the customer journey.

**Assumptions:** Points in the service blueprint that have assumptions and can be researched future.

**Pre-MVP:** Indicates elements that are planned to be developed post-MVP.

**Payments:** Indicates elements that are related to payments for treatment.

**Process:** Workflow, procedures, or rules needed to perform the service successfully.

**Notes:** we are targeting patients with existing fibro diagnosis.

Phases	Awareness	Investigation	Eligibility: self-screener questionnaire	Scheduling telemedicine appointment	First telemedicine appointment
<b>Phase description</b>	Paula becomes aware of virtual clinic.	Paula decides to investigate Virtual Clinic	Paula goes through screening process on our website.	Paula schedules her first telemedicine appointment with the virtual clinic.	Paula attends her first telemedicine appointment with the virtual clinic.
<b>People, Audience:</b> Patient, "Paula"	<p><b>Ideal Patient Journey actions, milestones in Paula's journey of interacting with the virtual clinic</b></p> <p>Paula locates address of Virtual Clinic. Paula decides to investigate virtual clinic website. Explores virtual clinic microsite. Searches for similar products on various sites. Searches for similar products on the mobile app. Paula decides to try treatment visit. Paula begins with virtual treatment. Paula completes software assessment. Paula verifies eligibility status on website. Paula verifies her identity. Paula schedules appointment with virtual clinic. Paula receives appointment link via email. Paula receives appointment link via text. Paula receives appointment link via app. Paula receives appointment link via phone call. Paula receives appointment link via mail. Paula receives appointment link via fax. Paula receives appointment link via courier. Paula receives appointment link via drone. Paula receives appointment link via robot. Paula receives appointment link via teleportation. Paula receives appointment link via time travel. Paula receives appointment link via teleportation. Paula receives appointment link via time travel.</p>				
<b>TIME</b>	1-7 days (aggressively ideal length of time it takes px to move through phases)	1 hr (ideally)	1 hr (ideally)	10 minutes	5-10 minutes
<b>CODESTACK:</b>	Tracking reimbursement codes along with the cadence of appointments dictated by said codes.				
<b>TECH:</b>	Tools used by Paula to accomplish goals.				
<b>ARTIFACTS:</b>	artifacts px acquire from interacting with virtual clinic				
<b>PITFALLS, RISKS, POINTS OF FRICTION</b>	Identified risks and points of friction throughout the journey.				
<b>METRICS:</b>	how we evaluate px successfully moving through phases				
<b>EMOTIONS:</b>	How Paula may be feeling throughout her patient journey.				
<b>OPPORTUNITIES:</b>	Opportunities identified (ie Research, Product, Data)				



# What is user's desired outcome?

## JTBD

Our business needs and preliminary user research pointed us towards crafting our jobs to be done.

We defined the following:

- Paula understands what it's like to receive online fibromyalgia care
- Paula knows what the price of treatment will be
- Paula can check if Swing Care is licensed to operated in her state
- Paula can book a free call or her first appointment with the clinic

**When I**

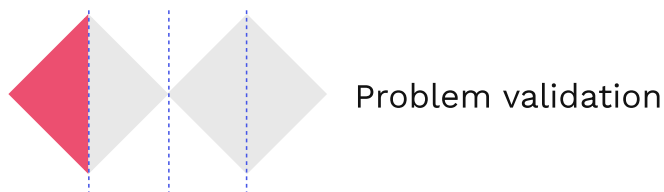
*visit Swing.Care*

**I want to**

*know what fibromyalgia treatment options are available, how much they cost, and if I'm eligible*

**So that**

*I can become a patient and get care for my condition.*

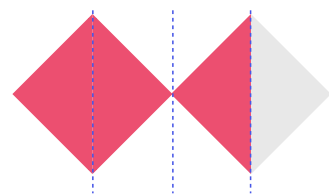


# Finding the best solution for the problem

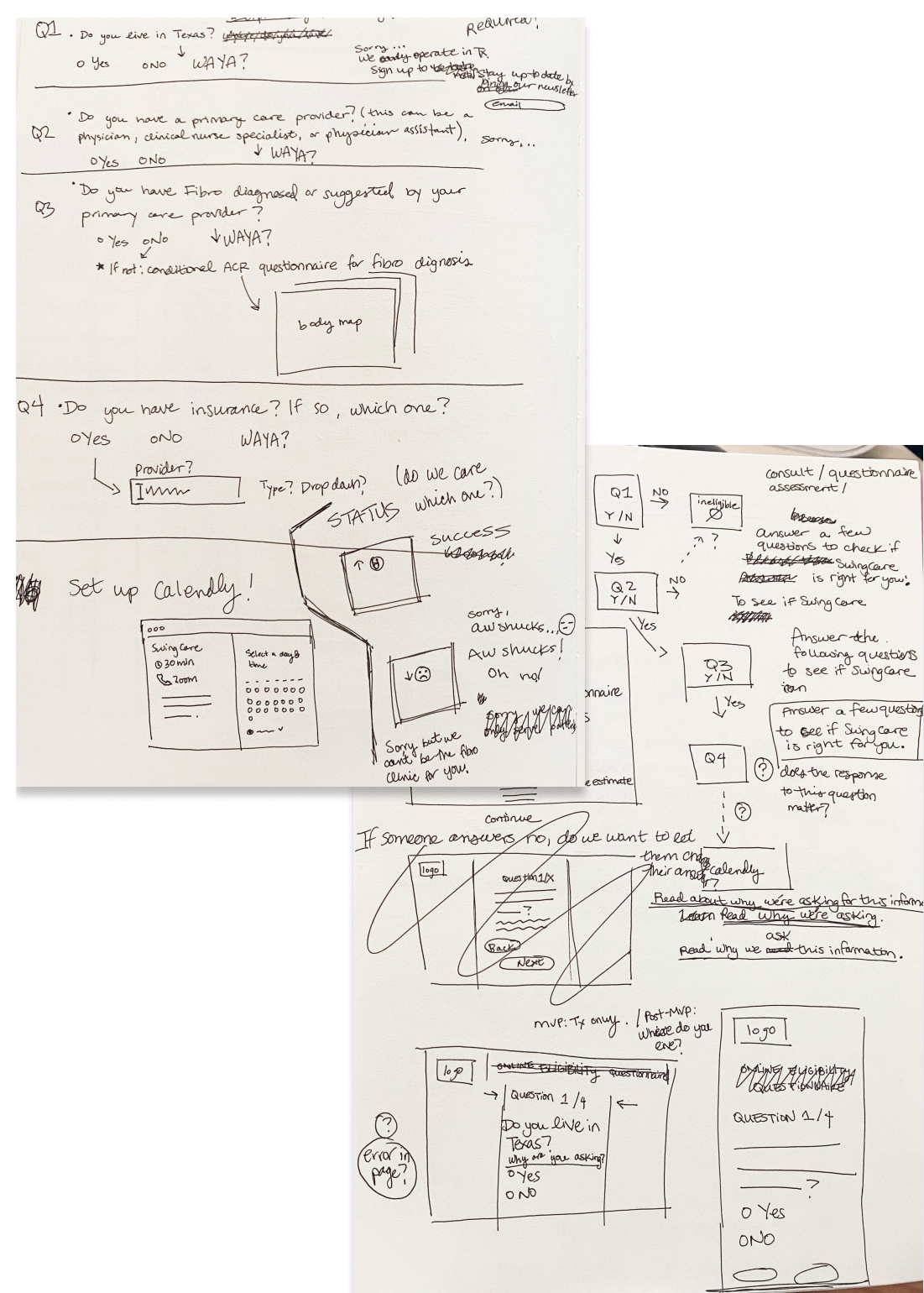
## SKETCHES / WIREFRAMES

I sketched wireframes for the various pages of the clinic's website, with a particular focus on creating modules of information to address the insights surfaced during our user research interviews. I also sketched the qualification questionnaire.

When possible, I created multiple versions of the modules for layout exploration. I prioritized the mobile experience first, and then expanded my designs to address the remaining breakpoints of the website. (Mobile, SM, MD, LG, XL).



Solution validation





# Swing Care's clinic website and patient questionnaire UX

I began with low fidelity wireframes for each page of the website and the questionnaire. When it made sense, I explored options on how we might present the information best across all breakpoints.

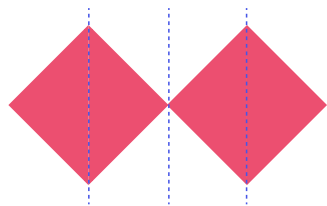


Solution validation

# Getting feedback on early virtual clinic concepts

Usability testing was conducted on the wireframes once the content was finalized. With our in-house UX Researcher, I helped create the testing script, and prototype. We were particularly interested in:

- Responses to the content and overall concept of getting care for fibromyalgia through an online clinic.
- Reactions to the pricing packages, what they included, and if the price point was attractive enough for Paula to purchase.
- Paula's ability to navigate through the eligibility questionnaire and successfully book an appointment with the clinic.



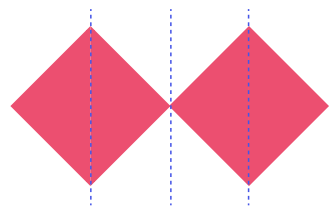
Solution validation

# How early user feedback helped shape the final solution

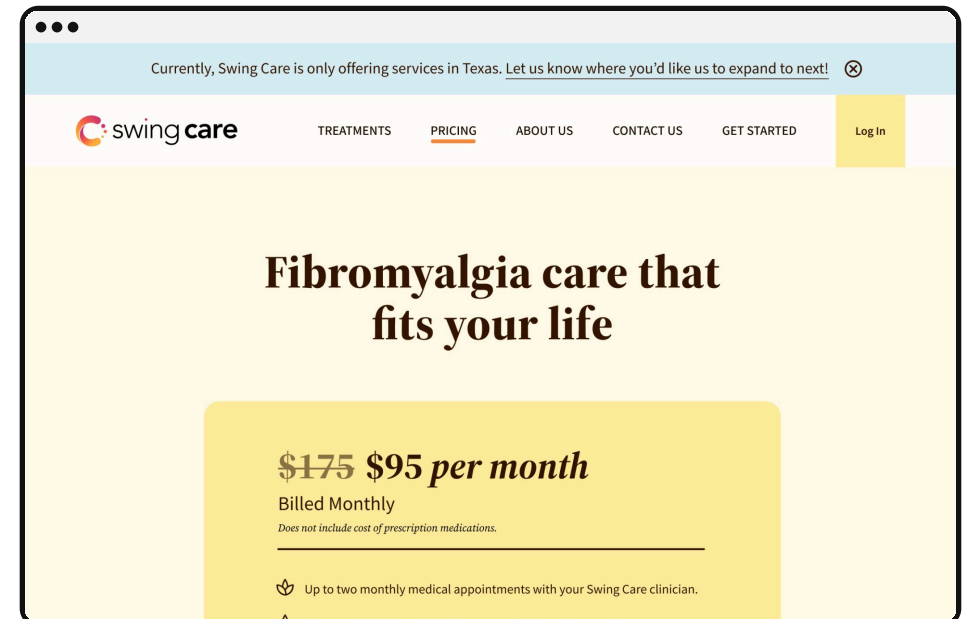
Our biggest source of feedback was regarding the price of care.

Many fibromyalgia patients are on disability, and thus have a fixed income. For many participants, the price point was out of budget, despite being extremely interested in our online clinic.

The Leadership team did its best to lower the price as much as possible, and we moved forward with the design to keep with our company timelines.



Solution validation

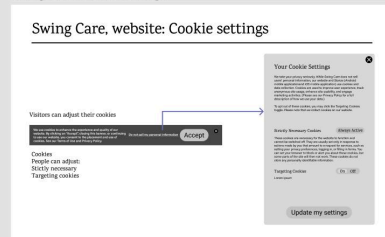


# Moving forward: finalize the designs and handoff for high fidelity design

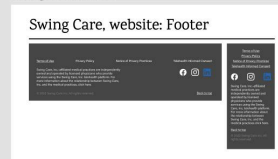
I finalized the wireframe content while our Visual Designer wrapped up working on the clinic's visual branding and style guide. I then handed off the low fidelity mockups for Maria-Ines to apply the visual design to.

## SwingCare Marketing Website

Swing Care Cookie Settings



Swing Care Footer

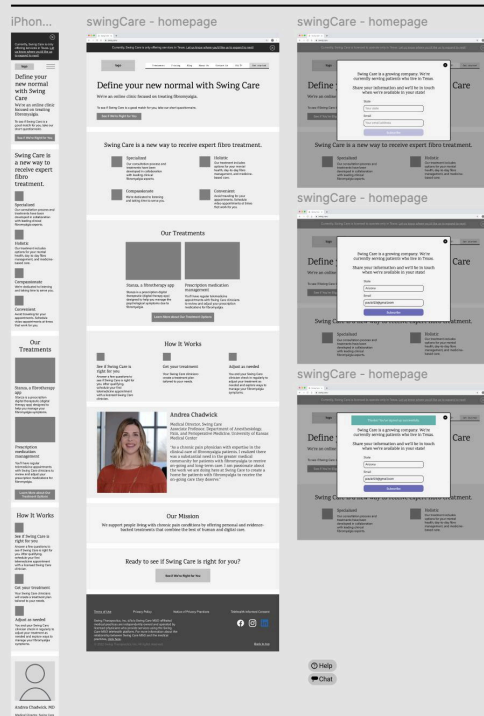


Our Evidence, non CBT/ACT s

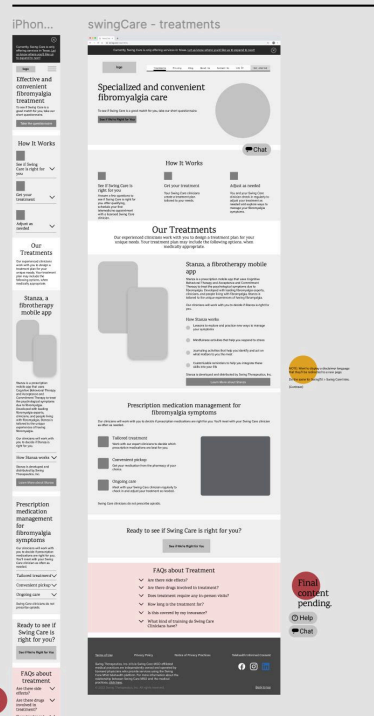
Our Evidence, non CBT/ACT evidence



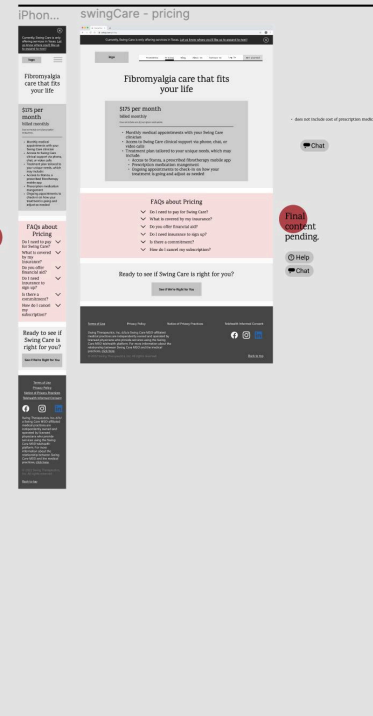
## Homepage: swing.care



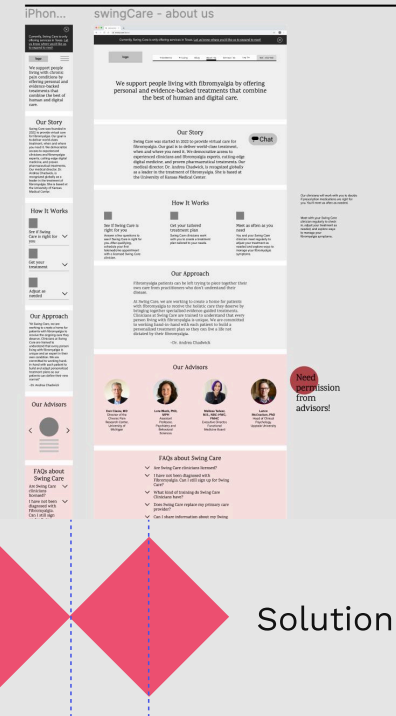
## Treatments page: swing.care/treatments



## Pricing page: swing.care/pricing



## About us page: swing.care/about



Swing Care, Eligibility Questionnaire section  
**SwingCare Eligibility Questionnaire section**

Questionnaire: swing.care/questionnaire/introduction

iPh... swingCare - eligibility...



Questionnaire: swing.care/questionnaire/location

iPh... swingCare - eligibility...



Questionnaire: swing.care/questionnaire/primary-care-provider

iPh... swingCare - eligibility...



swingCare - eligibility...



swingCare - eligibility...



Questionnaire: swing.care/questionnaire/fibromyalgia-diagnosis

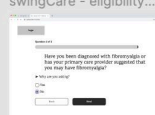
iPh... swingCare - eligibility...



swingCare - eligibility...



swingCare - eligibility...



swingCare - eligibility...

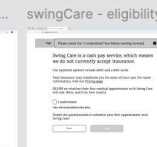


Questionnaire: swing.care/questionnaire/pricing-disclaimer

iPh... swingCare - eligibility...



swingCare - eligibility...

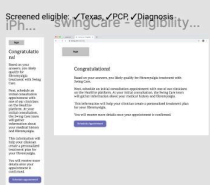


swingCare - eligibility...



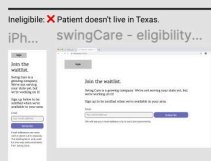
Questionnaire Results: swing.care/questionnaire/eligible

Screenshot: swing.care/questionnaire/eligible



Questionnaire Results: swing.care/questionnaire/ineligible-location

Screenshot: swing.care/questionnaire/ineligible-location



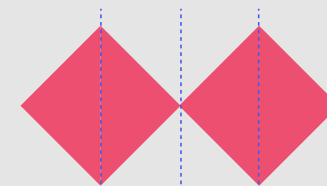
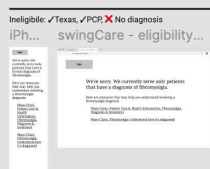
Questionnaire Results: swing.care/questionnaire/ineligible-no-pcp

Screenshot: swing.care/questionnaire/ineligible-no-pcp



Questionnaire Results: swing.care/questionnaire/ineligible-no-diagnosis

Screenshot: swing.care/questionnaire/ineligible-no-diagnosis



Solution validation

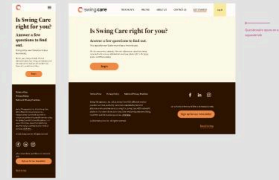


1 mac 1280 x 720  
Plugin: 840

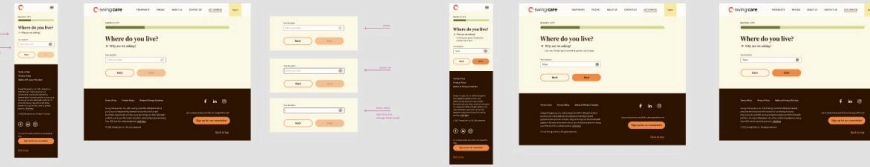


# Swing Care | Eligibility Questionnaire Section

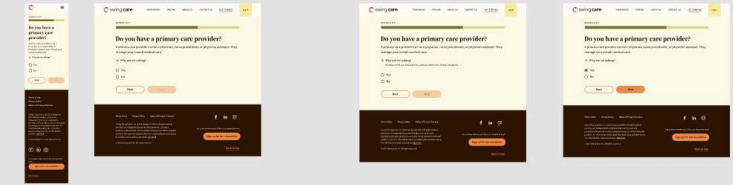
Questionnaire: swing.care/questionnaire



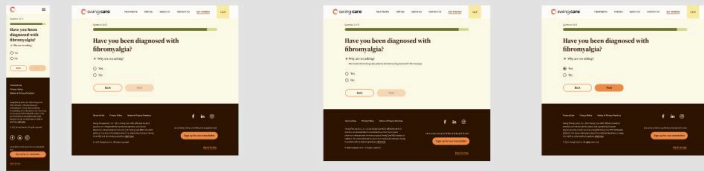
Questionnaire: swing.care/questionnaire/ID#



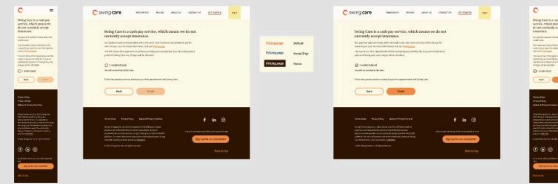
Questionnaire: swing.care/questionnaire/ID#



Questionnaire: swing.care/questionnaire/ID#

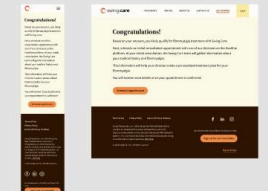


Questionnaire: swing.care/questionnaire/ID#



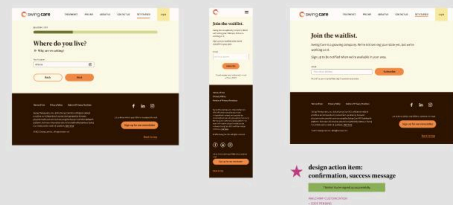
Questionnaire: Results swing.care/questionnaire/eligible

Screens eligible: ✓Texas, ✓PCP, ✓Diagnosis



Questionnaire Results: swing.care/questionnaire/ineligible-location

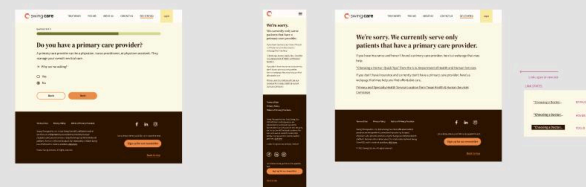
Ineligible: ✗ Patient doesn't live in Texas.



★ design action item: confirmation, success message

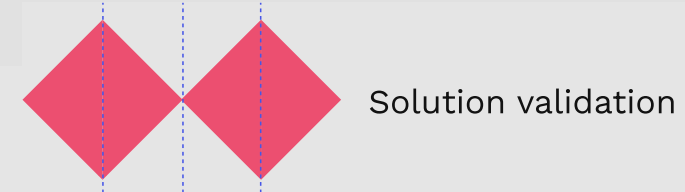
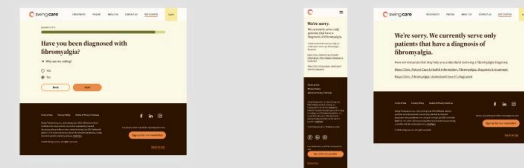
Questionnaire Results: swing.care/questionnaire/ineligible-no-pcp

Ineligible: ✓Texas, ✗ no PCP



Questionnaire Results: swing.care/questionnaire/ineligible-no-diagnosis

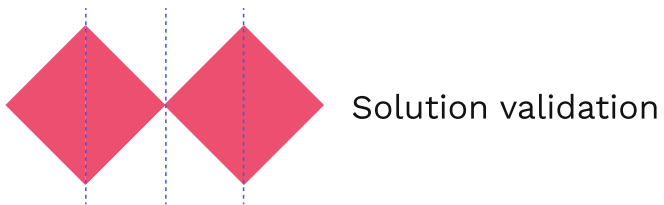
Ineligible: ✓Texas, ✓PCP, ✗ No diagnosis



Solution validation

**“I need this available in my state.  
When can I sign up?”**

**USER TESTING PARTICIPANT**





# I learned the most from the things I didn't expect

## LEARNINGS AND NEXT STEPS

I was surprised by the range of responses from participants regarding the online nature of the clinic. Some loved it, and others we're concerned about not having their chronic pain condition assessed in person by a doctor. I assumed all patients would have trepidation, but they didn't.

If we were able to launch the clinic with health care insurance coverage from the beginning, that would have been awesome!

I'm proud of how the website developed and learned a lot. I learned how powerful it was to have the service blue print and journey maps to drive project definition, consensus, and decision making.



**Trust is integral to people navigating online health care.**



**Cost of treatment *really* matters to people on fixed incomes.**



**Back end tools can be a source for unanticipated feature constraints.**

**Thanks!** 🙌



***Maggie Avila***

Senior Product Designer

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