




Assignment 3: Concept Video

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About Thyme

How did your team land on the name?

- Thyme is a play on words for time, as well as an analogy for taking care of a plant. When you take care of a plant, you start to develop a routine for care. Caring for the plant never stops, it just becomes more of a habit - in the same way that caring for yourself never stops, it just becomes more of a habit.
 - Our goal is to help people “turn a new leaf” in their physical and mental health.

One liner: **take thyme. be well.**

Value Proposition: From our market research, we’ve found that our app is unique from other medical journal and medication tracking apps due to its “gamification feature.” Similar to language learning apps like Duolingo, our app keeps a “streak” that increases every time a user successfully fills out their medication journal or takes their medication for that day.

Our Problem Domain

Primary user: People who take medication frequently, and with limited medical knowledge.

Problem: There is a communication gap between the medical professionals and the patients who do not have enough medical knowledge.

Proposed solution: **Thyme** is a medication journal app that serves as a medical "translation" layer between patients and doctors, helping to reduce the communication gap between medical professionals and patients.



01

Market Research

What does our competition look like?

Bearable



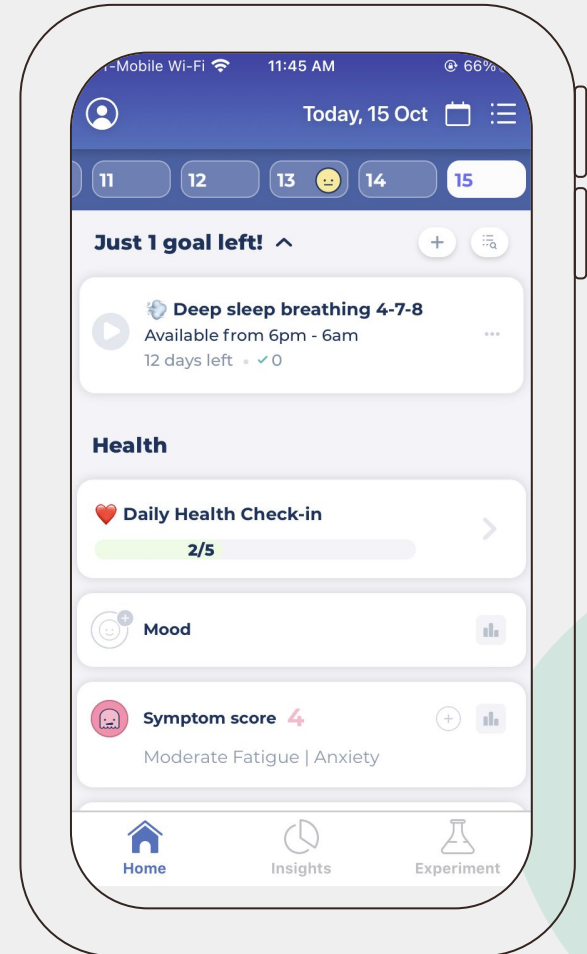
Symptom Tracker, Mood Journal, and Health App

What works for our problem space

- Allows users to track a variety of health-related information (e.g., physical symptoms, mental symptoms, mood, sleep)
- Takes into account user's health goals
- Visualizations of insights over time

What doesn't work for our problem space

- Lack of feedback when inputting information
- Overwhelming amount of information to fill out
- Valuable features hidden behind paywall
- Lack of personalization (felt lackluster)



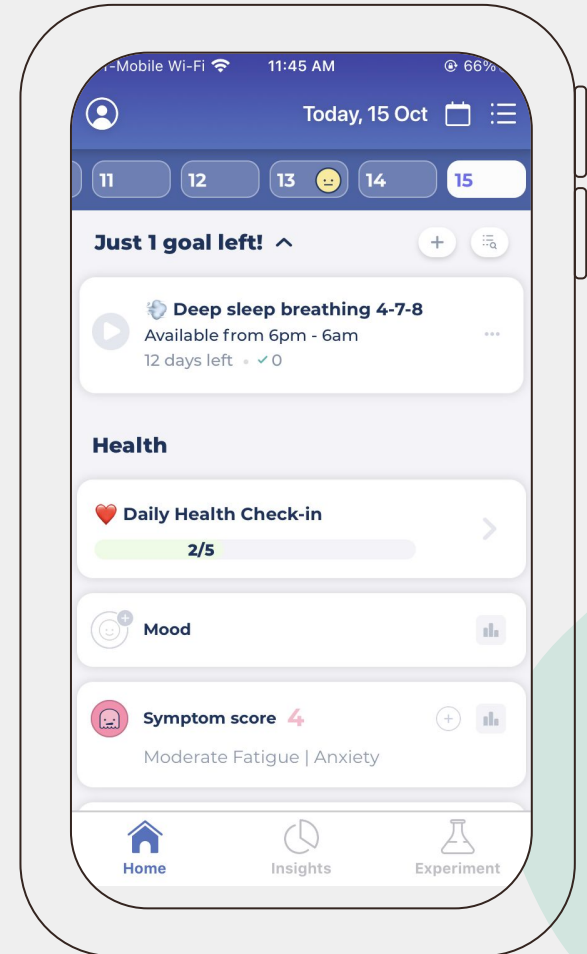
Bearable



Symptom Tracker, Mood Journal, and Health App

What are the implications

- It is important not to overwhelm users with amount of options to fill out
- User goals and other forms of user input can help shape journaling options
- Visualizations and feedback can help motivate users to continue to fill out their journal
- It could be nice for users to be able to reflect their personality into their journal



Medisafe Medication Management



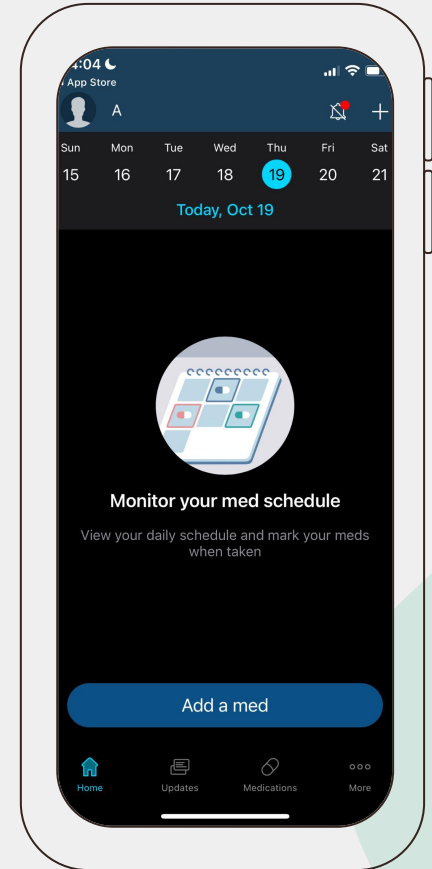
Pill and Medicine Management

What works for our problem space

- Keeps track of medication, refills, and upcoming doctor appointments
- Allows the user to remind family members and friends who are also on the app to take their medication
- Includes information on drug interactions for each medication the user takes

What doesn't work for our problem space

- Lack of user flexibility (they can't take a medication early)
- Too many reminders throughout the day



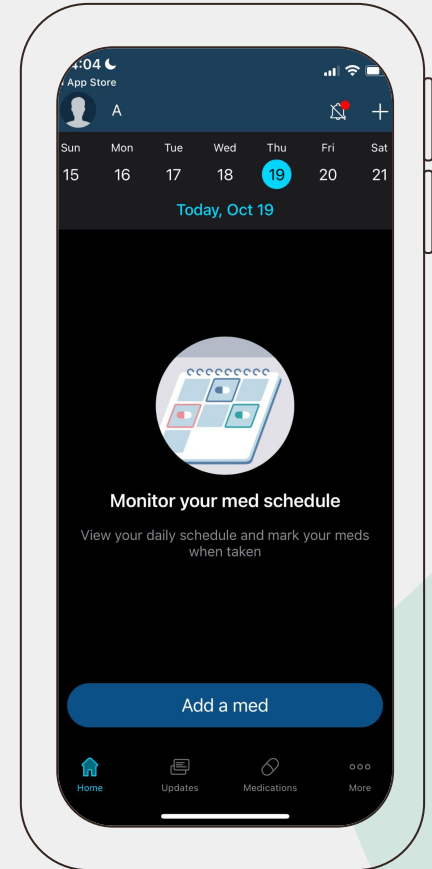
Medisafe Medication Management



Pill and Medicine Management

What are the implications

- Interoperability with different health apps (i.e. Apple Health) to be able to sync health data across different apps
- HIPAA Compliance (in order to guarantee user security and privacy, and compliance with regulations)
- User friendly/focused - keeps the purpose of the app focused and easy to understand



Max - Pill reminder

Medication Alarm & Tracker

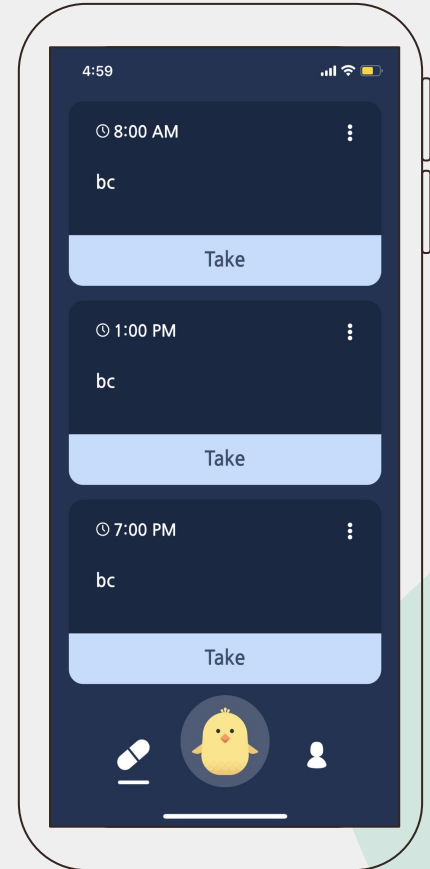


What works for our problem space

- Friendly and entertaining environment
- UI and app behavior encourages usage
- Customizable functionality
- Unique notifications

What doesn't work for our problem space

- No safeguards against reword(taking all your pills at once)
- Limited functionality & stored info beyond basics
- No real privacy features



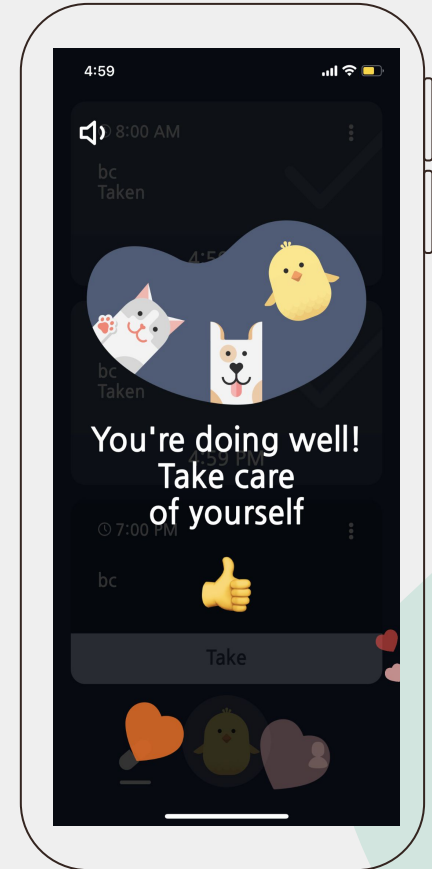
Max - Pill reminder

Medication Alarm & Tracker



What are the implications

- Sensibility to risk- This app encourages taking medication, even at inappropriate times
- User friendly functionality- This app is easy to navigate
- Engaging features - engaging and customizable visuals may important features to certain audiences



Pill reminder - All in One

Pill and Medication Calendar

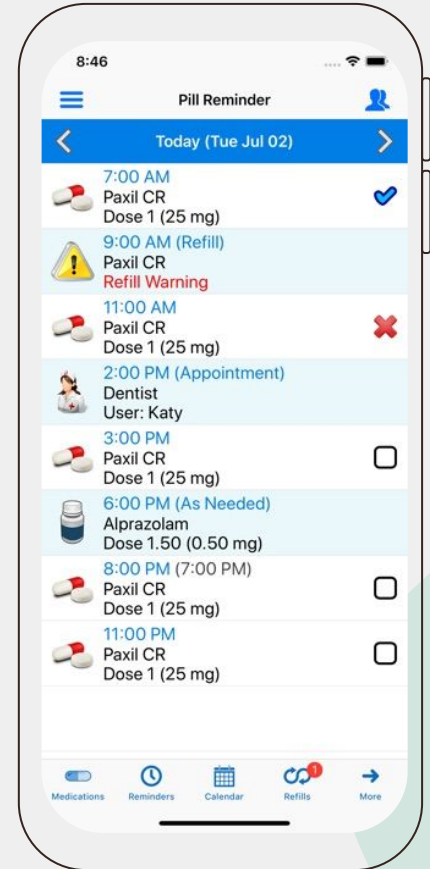


What works for our problem space

- Tracks the medication usages in a natural way(calendar and list).
- Send out reminders for the refills.
- Simple Navigation.
- Reminder notifications for Doctor appointments.

What doesn't work for our problem space

- No safeguards against reword(taking all your pills at once).
- Outdated and buggy UI resulting bad UX.
- No real-time sharing feature.



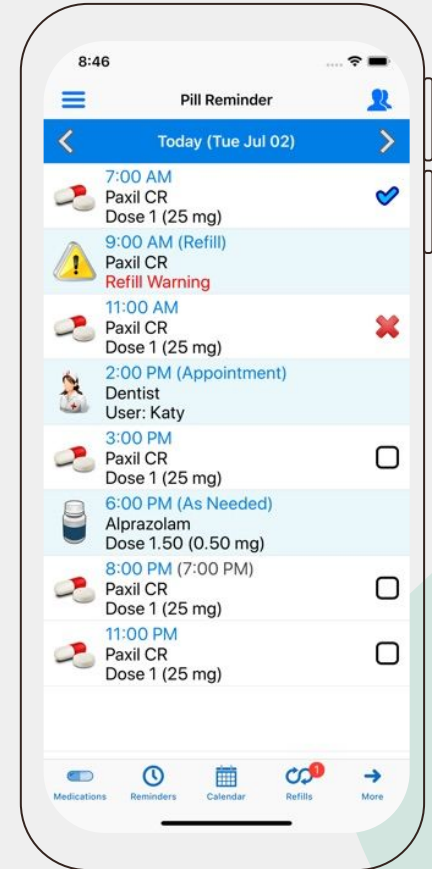
Pill reminder - All in One

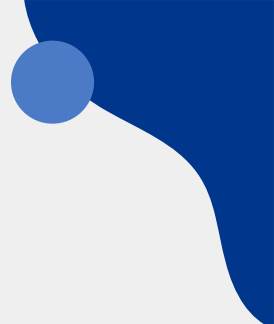
Pill and Medication Calendar



What are the implications

- In-app purchase - This app takes \$1.99 to unlock all its features. That means a lot of people might delete the app once they found out about the purchase.
- Reminder Notifications - People will use this app to remind them when to make refills.
- No calendar preview - Even though there is a calendar but there is no preview of the medication. It takes users an additional click to see the details.





02

Stakeholders and Ethical Implications

Our Values in Design



Ethical Implications: Tarot Card #1

Prompt: “What is the worst headline you can imagine about your product?”

Headline 1: *App causes addictive & abusive medication use just to “beat the game” for the patients*

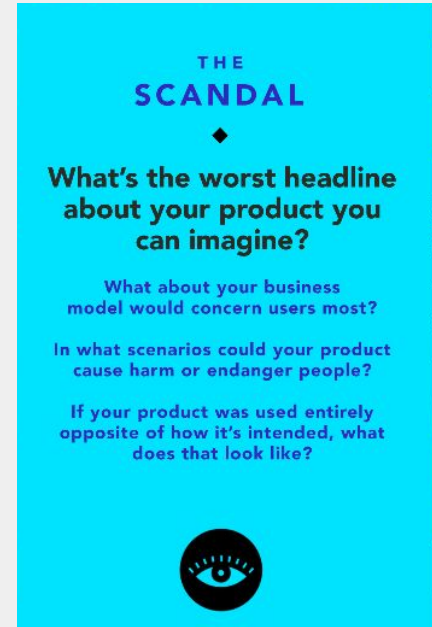
Underlying value tensions: Tension between encouraging consistent user engagement for their own health benefits **and** promoting medication misuse or addiction

Previously overlooked stakeholders: Users with addictive behaviors

Addressing these ethical implications:

avoiding punitive measures and enabling flexibility in the gamified elements to mitigate addictive and abusive medication use

including a recovery celebration feature to encourage wellness for those with addictive behaviors



Ethical Implications: Tarot Card #1

Prompt: “What is the worst headline you can imagine about your product?”

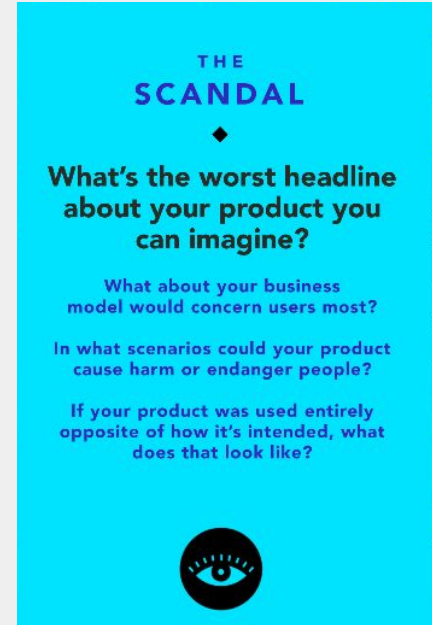
Headline 2: “*Medical Data leaked into the wrong hands*”

Underlying value tension: Tension between helping users store/share medical information **and** keeping health information private and personal

Previously overlooked stakeholders: People who are tech skeptics/tech illiterate

Addressing these ethical implications:

We could allow the patients/users to: **1.**Customize the sensitive information they want to store and share with other parties in”reports” **2.** Safeguard who has access to each generated “report”



Our Stakeholders

Direct Stakeholders:

- users of the app or patients who use our app to:
 - track and journal their medication use habits, reaction, experience
 - share their journal with medical professionals or friends
- caretakers who:
 - help others manage their medication, and thus use the app to keep track of that person's reactions and experiences with medication

Indirect Stakeholders:

- Family members or medical providers who receive the information / are concerned with the health of primary users
- Doctors/pharmacists who patients are able to share their journals with, in order to communicate certain symptoms from medications
- (Malicious intentions, for us to address + safeguard against) Companies who might want to use our confidential data about our patients to dictate the price of the medicine

Ethical Implications: Tarot Card #2

Prompt: “What could a bad actor do with your product?”:

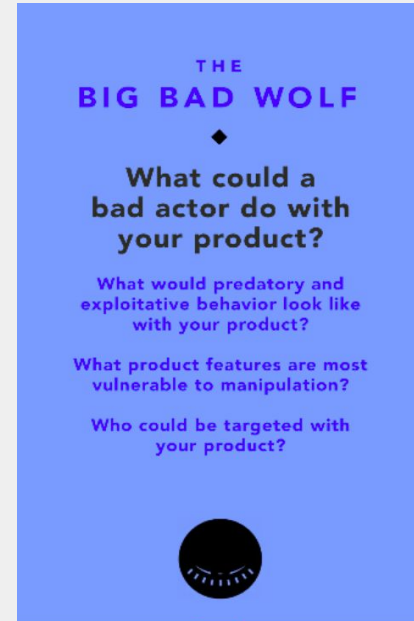
Manipulate information or use a user’s information to their advantage, and not the user’s

Underlying value tensions: Tension between facilitating communication between indirect + direct stakeholders **and** protecting sensitive user data

Previously overlooked stakeholders: People who are susceptible or vulnerable to manipulation

Addressing these ethical implications:

- 1. Add a disclaimer** reminding users to only share information with people they trust.
- 2. Add verification of medical professionals or family members** to determine who is allowed access to medical information from the patients.
- 3. Adding biometric safeguarding features** to gain access to our app.





03

App Tasks



In our prototype video, we addressed many anticipated tasks :

1. Encouragement to take medicine
2. Frequency of medication administration tracked

Simple Tasks


1. Goals created and tracked
2. Prevent overuse of medication

Moderate Tasks

1. Health information easy to share with professionals
2. Medication info sharable virtually with concerned parties
3. Gamify app experience

Complex Tasks





This task will be used daily or very frequently

Encouragement to take medicine



Simple task(s)

This is likely a task that the user will use the most

Track frequency of medication use





Moderate task(s)

This is a feature which not every user will use, but still may be common

Create & Track Goals

Fewer users (elderly expected) will need help not taking medication more than needed

Prevent overuse of medication





Complex task(s)

additional:

Few may use apps in presence of a medical professional


Assist in communication with professionals

Because of the private nature of health, few users inclined to share health info

Invite others to track medication use

Process of gamifying will be extensive on our part as we confront concerns

Reward consistent behaviors related to user goals



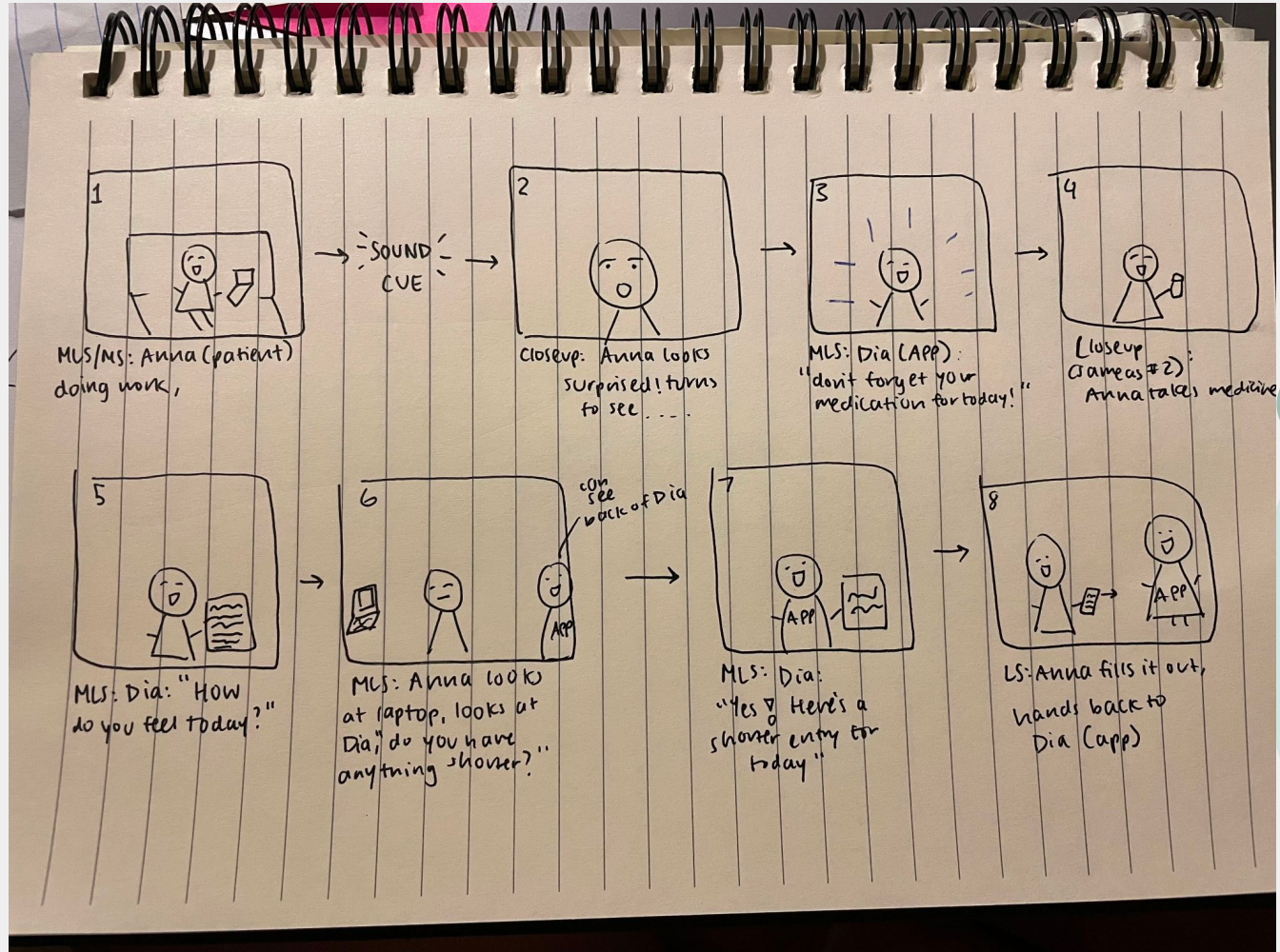


04

Video Storyboards



Scene 1: Storyboarded



Scene 1: Filmed



MLS/MS: Anna (patient)
doing work,

SOUND
CUE →



closeup: Anna looks
surprised! turns
to see . . .

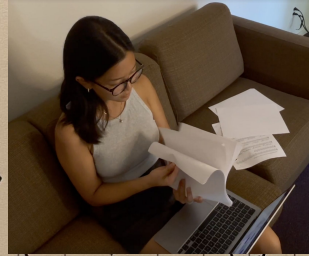
MLS: Dia (APP):
"don't forget your
medication for today!"



(closeup
Camera #2):
Anna takes medicine

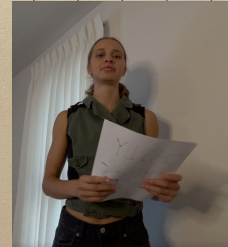


MLS: Dia: "How
do you feel today?"



MLS: Anna looks
at laptop, looks at
Dia, "do you have
anything shorer?"

of Dia →

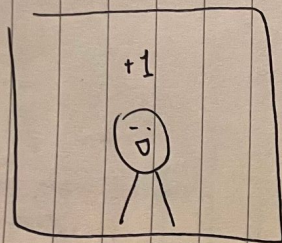


MLS: Dia:
"Yes! Here's a
shorer entry for
today"



LS: Anna fills it out,
hands back to
Dia (app)

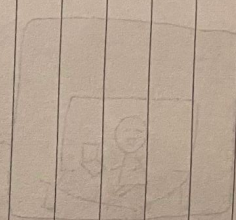
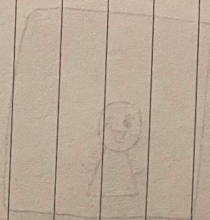
Scene 1: Storyboarded (cont)



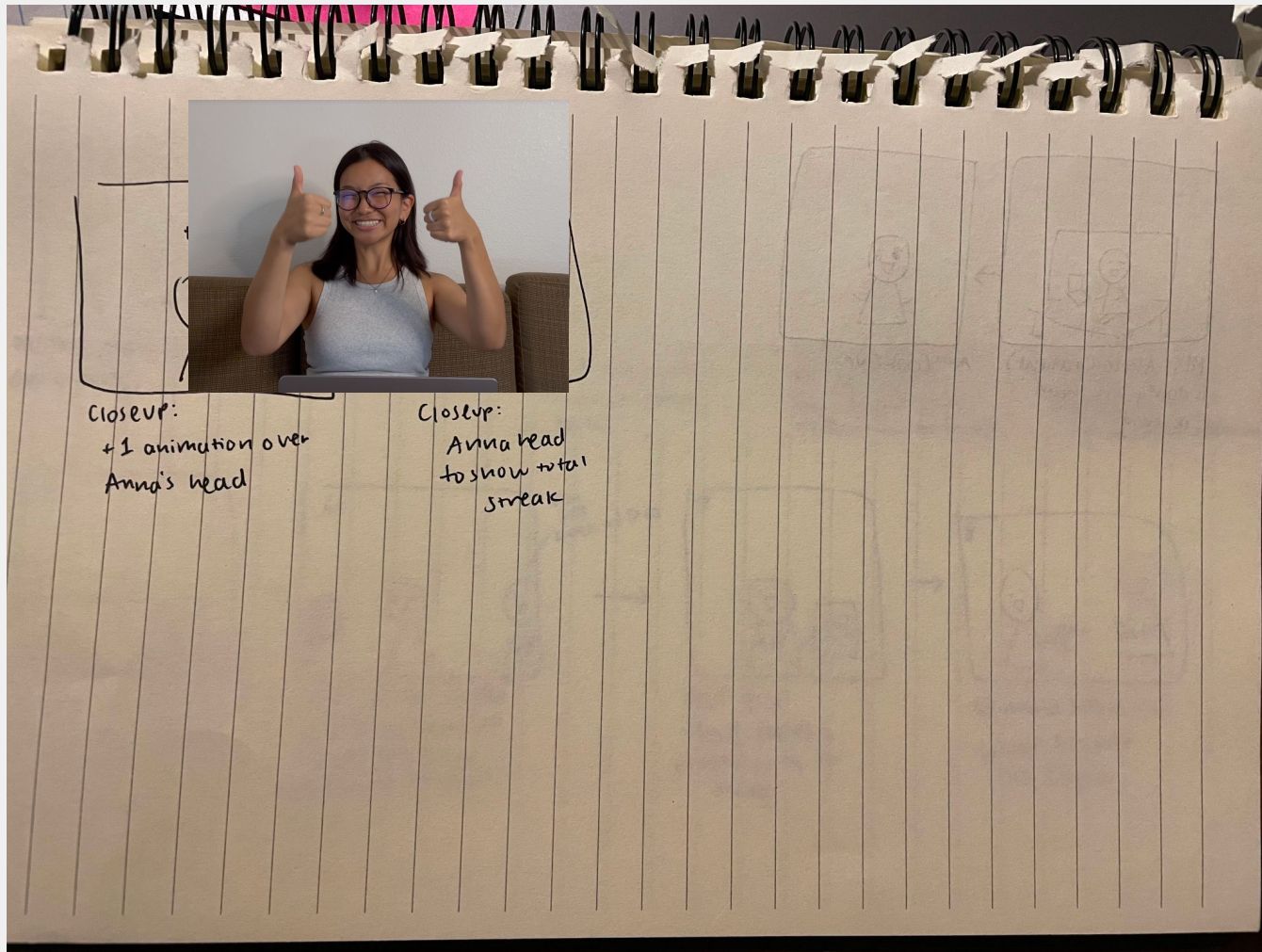
Closeup:
+1 animation over
Anna's head



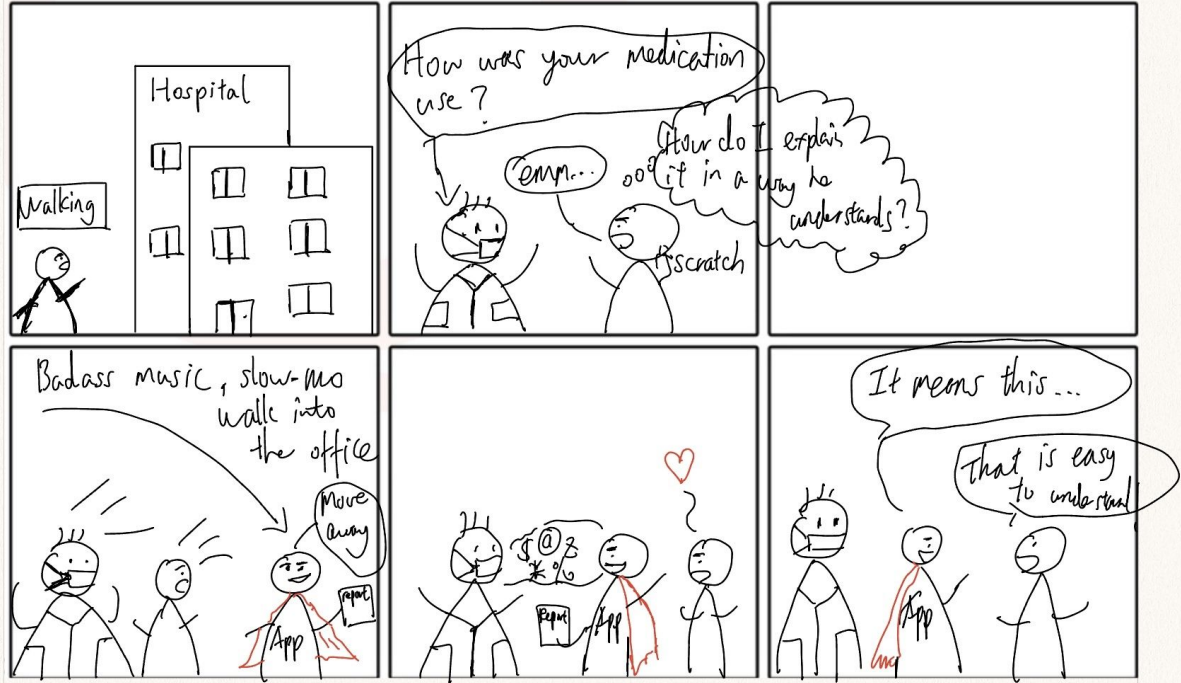
Closeup:
Anna head
to show total
sneak



Scene 1: Storyboarded (cont)

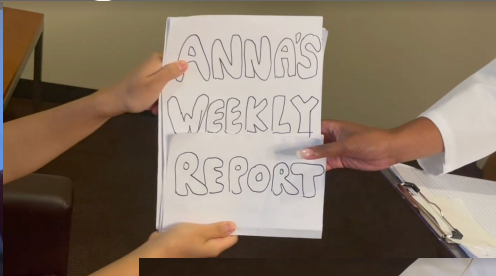
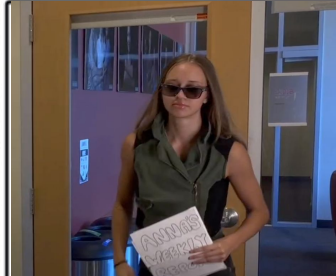


Scene 2: Storyboarded

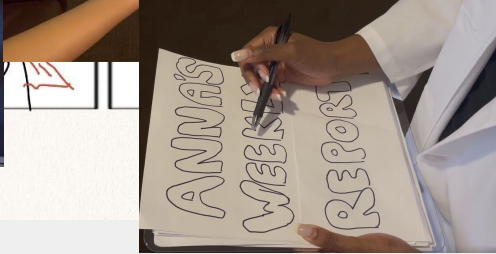


17 Oct 2023 at 10:12

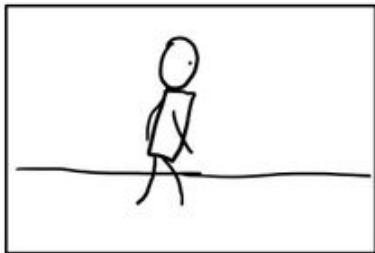
Scene 2: filmed



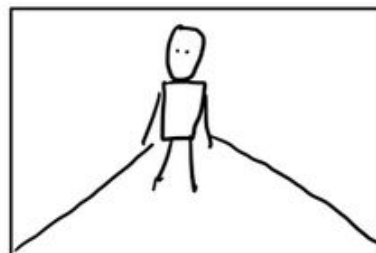
It means this



Scene 3: storyboarded



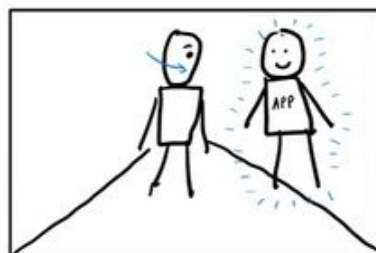
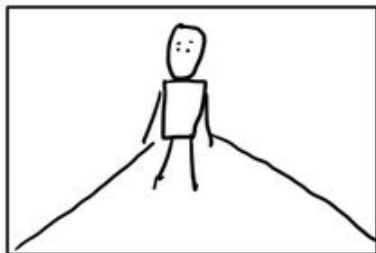
User starts walking home from the doctor's office



User stops in their tracks



User: Wait... has granny taken her meds yet?



* App (Dia) appears *



App: No she has not!

Scene 3: filmed



User starts walking home from the doctor's office



User stops in their tracks



User: Wait... has granny taken her meds yet?

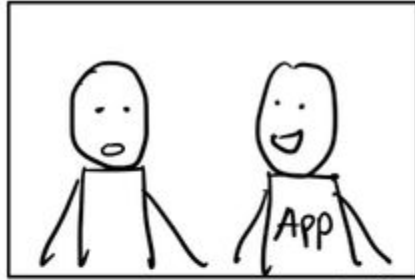


* App (Dia) appears *

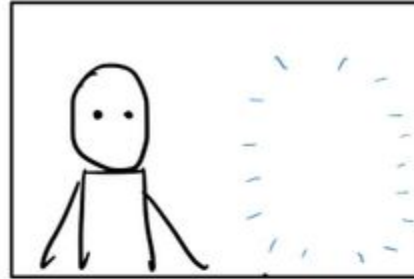


App: No she has not!

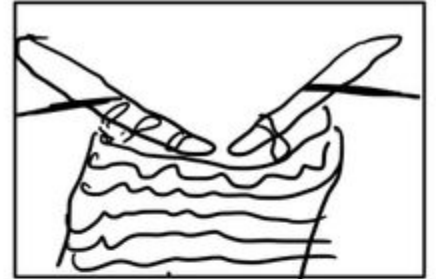
Scene 3: storyboarded



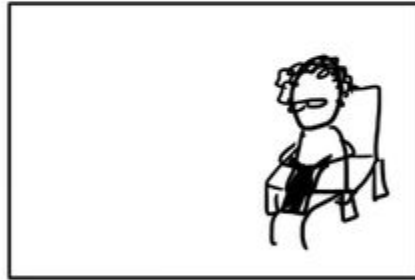
User: Can you remind
her for me?
App: On it!



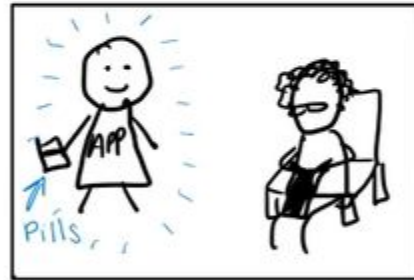
* App disappears *



Close-up shot of
knitting needles



LS revealing Granny



App appears with
pills in hand

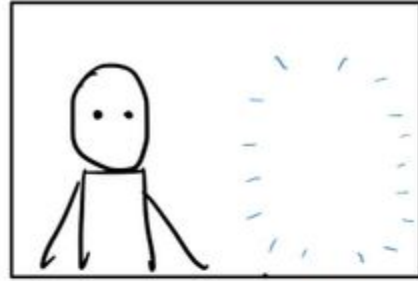


App: Forgetting something?

Scene 3: filmed



User: Can you remind
her for me?
App: On it!



* App disappears *



Close-up shot of
knitting needles



LS revealing Granny



App appears with
pills in hand

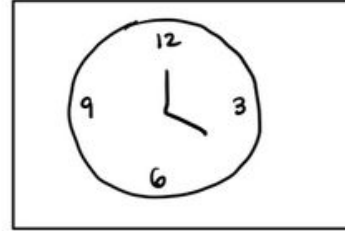


App: Forgetting something?

Scene 3: (storyboarded)



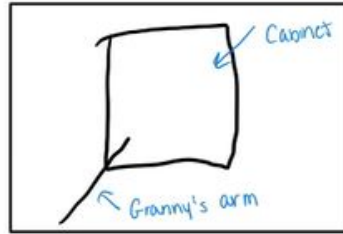
* Happy Granny *



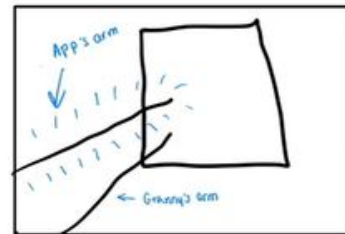
Time passes



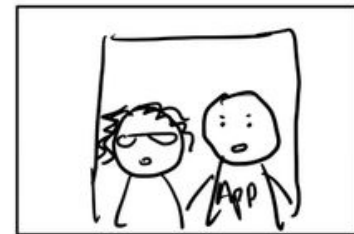
Granny in bathroom, looking in mirror
Granny: Time to take my meds!



Granny's arm reaches to start open cabinet



App's arm appears to stop Granny from opening cabinet

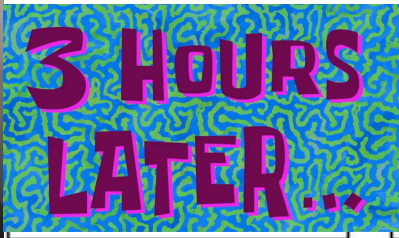


App: Nuh uh un... You already took them today
Granny: Oh yea, thanks!

Scene 3: (filmed)



* Happy Granny *



Time passes



Granny in bathroom, looking in mirror
Granny: Time to take my meds!



Granny's arm reaches to start open cabinet



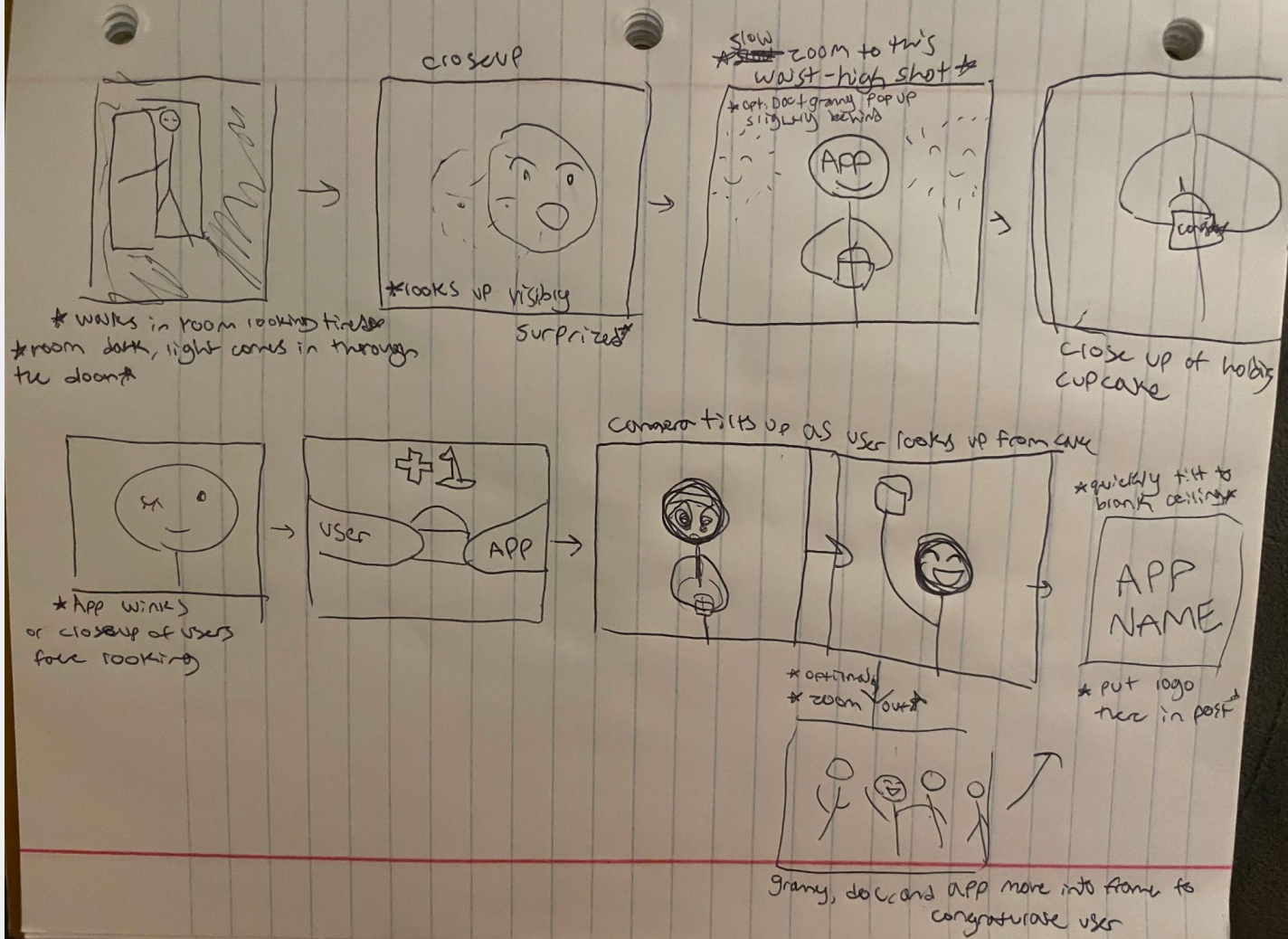
App's arm appears to stop Granny from opening cabinet



App: Nuh uh un... You already took them today
Granny: Oh yea, thanks!



Scene 4: storyboarded



Scene 4: filmed

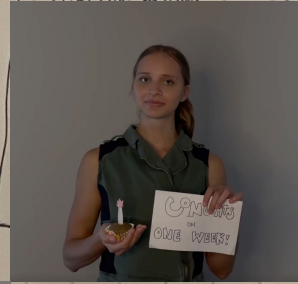


* walks in room looking tired
* room dark, light comes in through the door



Surprised

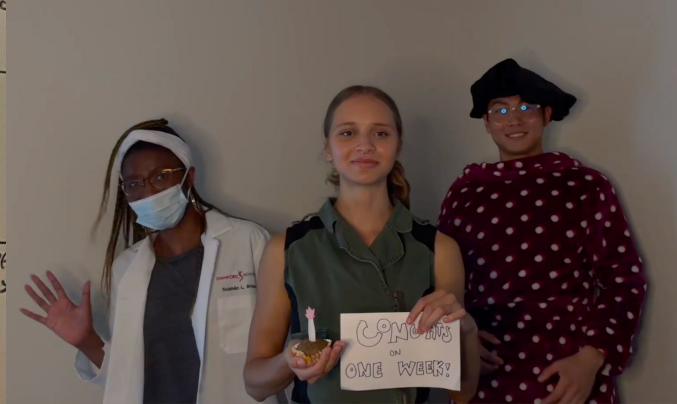
slow zoom to the waist-high shot
* opt. Doct granny pop up



→

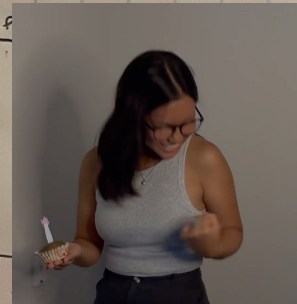


close up of holding cupcake



* app or close face

lets up



cut

* quickly fit to blank ceiling

APP NAME

* put logo here in post

* zoom You



Granny, doct, and app move into frame to congratulate user



05

Concept Video Link

<https://youtu.be/uMzvB4SUjdU>



Appendix



Links to our brainstorming processes :)

Concept video & components brainstorming:

<https://docs.google.com/document/d/1-AOezjsrTtro76r0wIPMcABdmg2NU7JOT7G5Wfo3iok/edit>

Market research:

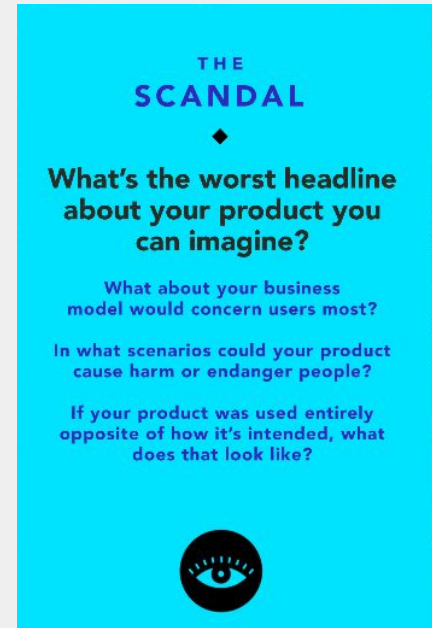
<https://docs.google.com/document/d/1GaNOCx46XkEXrfxxF6HZIxsZ1S5RcOL7FS64jQKnU/edit>

Ethical Implications: Tarot Card #1

First Tarot Card: “What is the worst headline you can imagine about your product?”

Headline 1: App causes addictive and abusive medication use just to “beat the game” for the patients

- **Does this ethical implication reflect an underlying value tension?**
 - This ethical implication reflects the tension between making it easier to log health updates + encouraging user engagement for their own health benefits **and** promoting medication misuse or addiction
- **Does it point to any stakeholders you may have previously overlooked?**
 - We may have overlooked users with previous histories of addictive behaviors in developing our medical journaling solution.
- **How might you go about addressing these ethical implications in your design?**
 - We would address these ethical implications through:
 - **avoiding punitive measures and enabling flexibility** in the gamified elements to mitigate addictive and abusive medication use
 - **includes a recovery celebration feature** where users with past addictive behaviors can see their progress through their recovery journey (to encourage both wellness through medication and overall self care)



Ethical Implications: Tarot Card #1

Headline 2: “Medical Data leaked into the wrong hands”

- **Does this ethical implication reflect an underlying value tension?**
 - This ethical implication reflects the tension between helping users with the process of storing/sharing medical information **and** keeping health information private and personal
- **Does it point to any stakeholders you may have previously overlooked?**
 - This may point to tech skeptics/people who may not understand technology, in addition to people who are vulnerable or susceptible to manipulation by other people (due to letting users control who the info is shared with).
- **How might you go about addressing these ethical implications in your design?**
 - We could allow the patients/users to
 - customize the sensitive information they want to store and share with other parties,
 - view and safeguard exactly which generated report and which sensitive information has been showed with who

THE
SCANDAL


◆

What's the worst headline about your product you can imagine?

What about your business model would concern users most?

In what scenarios could your product cause harm or endanger people?

If your product was used entirely opposite of how it's intended, what does that look like?



Ethical Implications: Tarot Card #2

Second Tarot Card:

What could a bad actor do: Bad actors may manipulate information (e.g., abusive partners and people with Munchausen syndrome) or use a user's information to *their* advantage, and not the user's (e.g., using data to determine which medications can be used to make the most profits or secondary users using data to monitor and control primary user)

- **Does this ethical implication reflect an underlying value tension?**
 - This ethical implication reflects a tension between facilitating communication between indirect and direct stakeholders **and** protecting sensitive user privacy/data
- **Does it point to any stakeholders you may have previously overlooked?**
 - People who are in controlling situations or otherwise vulnerable to manipulation
- **How might you go about addressing these ethical implications in your design?**
 - Add a disclaimer to remind users to only share information with people they trust
 - Only the verified medical professionals or family members are allowed access to medical information from the patients.
 - Adding biometric safeguarding features such as fingerprint and facial recognition to gain access to our app.

THE
BIG BAD WOLF

◆
**What could a
bad actor do with
your product?**

What would predatory and
exploitative behavior look like
with your product?

What product features are most
vulnerable to manipulation?

Who could be targeted with
your product?

