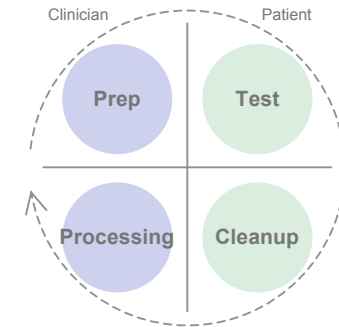




The Brief: Overcoming the Ick Factor

Two-Thirds of patients given a take-home colorectal cancer screening test just throw them away because of the “ick factor”. How can the user experience be optimized to overcome barriers to an uncomfortable, universally repulsive test?



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Contribution: Understanding use and avoidance

Contextual interviews and competitive product assessment led to user frameworks and activity models that pinpointed issues and opportunities.

Encourage large muscle exercise

Encourage large muscle interaction to engage older users avoid reliance on fine motor skills.

Potential opportunities:

- Replicate activity, & activate the most powerful motivation for each patient.
- Include “let’s do this” in packaging and QR codes.
- Provide advice and positive reminders to keep going high.
- Gain compliance by providing greater cultural awareness & acceptability.

Embody a theme of fun

Increase patients sense of ease and reduce fear by presenting a process that invites interaction.

Potential opportunities:

- Consider barriers that separate users from fun.
- Explore ways to reduce or make more fun.
- Increase separation from fear.
- Reduce anxiety of dealing with fear.

Integrate information design

Integrate intuitive use cues into the product and packaging.

Potential opportunities:

- Explore ways to achieve instruction free use.
- Design guide functionality—require step one before 2 can be done.

Platform Concept 1: The Un-docker
 A concept that once activated, decouples, allowing patient to send only the test strip back to the lab (and toss the sample tube).

Platform Concept 2: Smart Mist
 A fast, instruction integrated sampler that speeds and reduces mailing issues.

Platform Concept 3: Snake Bite
 A simple & fast product that provides extended reach, reduced poking, and integrates activation.

Key Benefits:

- Greatly reduces barriers (thru-out)
- Integrated solution
- Eliminates the y non-activation

Key Benefits:

- Reduced postal barriers
- Put form fits in standard envelope, while protecting contents and requires minimal postage.

Potential Challenges:

- Integrating postal protective structure into user friendly product.
- New functional configuration development.

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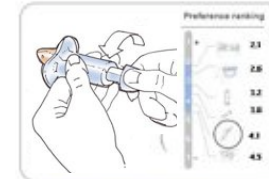
Contribution: New Platforms

Opportunity frames drove scenario and concept generation that address a range of use issues as well as reduce the “ick”. Seven new platforms directions cover the range of different approaches to addressing the range of use issues.

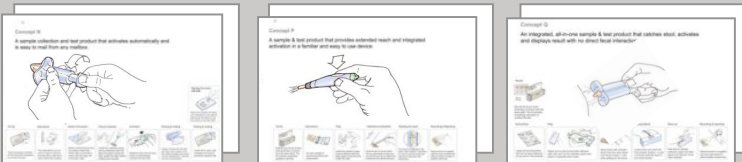
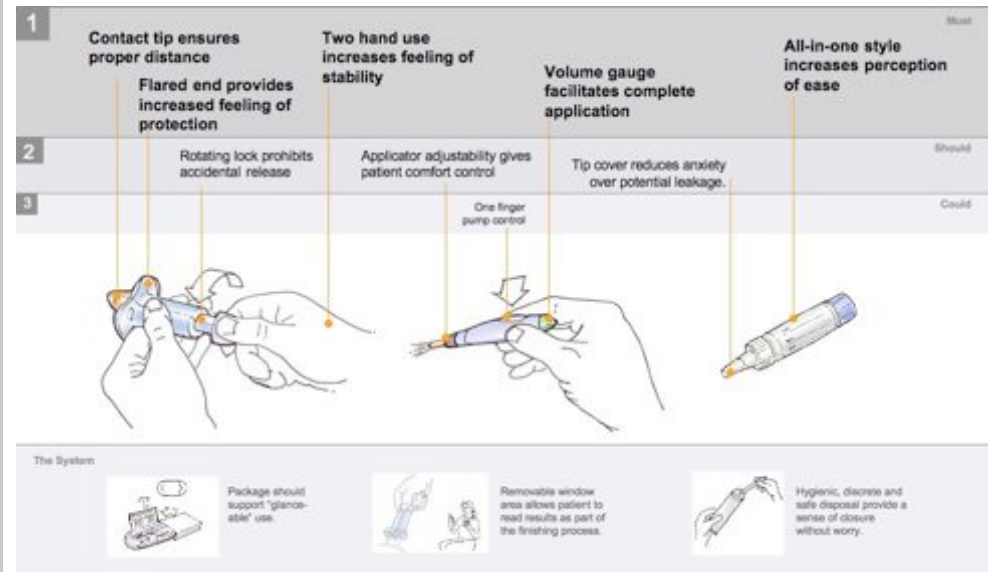


Stakeholder perspectives

- + Will increase compliance 50%
- + Lets me get better quality data.
- +/- Makes my job more efficient.
- + Helps me understand the details
- + Allows family member to participate
- + N/A



“Offers a much more intuitive/friendly process” - Physician



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Outcome: Clear, validated direction

Concept scenarios were evaluated with a range of stakeholders including patients, doctors and labs. The strongest attributes were identified and elevated to platform concepts for further development.