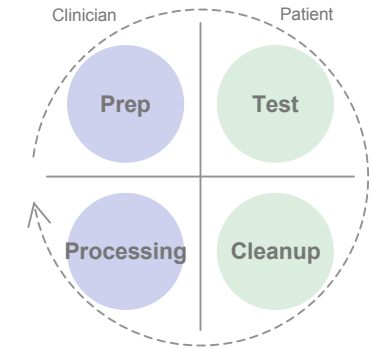




The Brief: Overcoming the Ick Factor

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 about adherence to their motor skills.



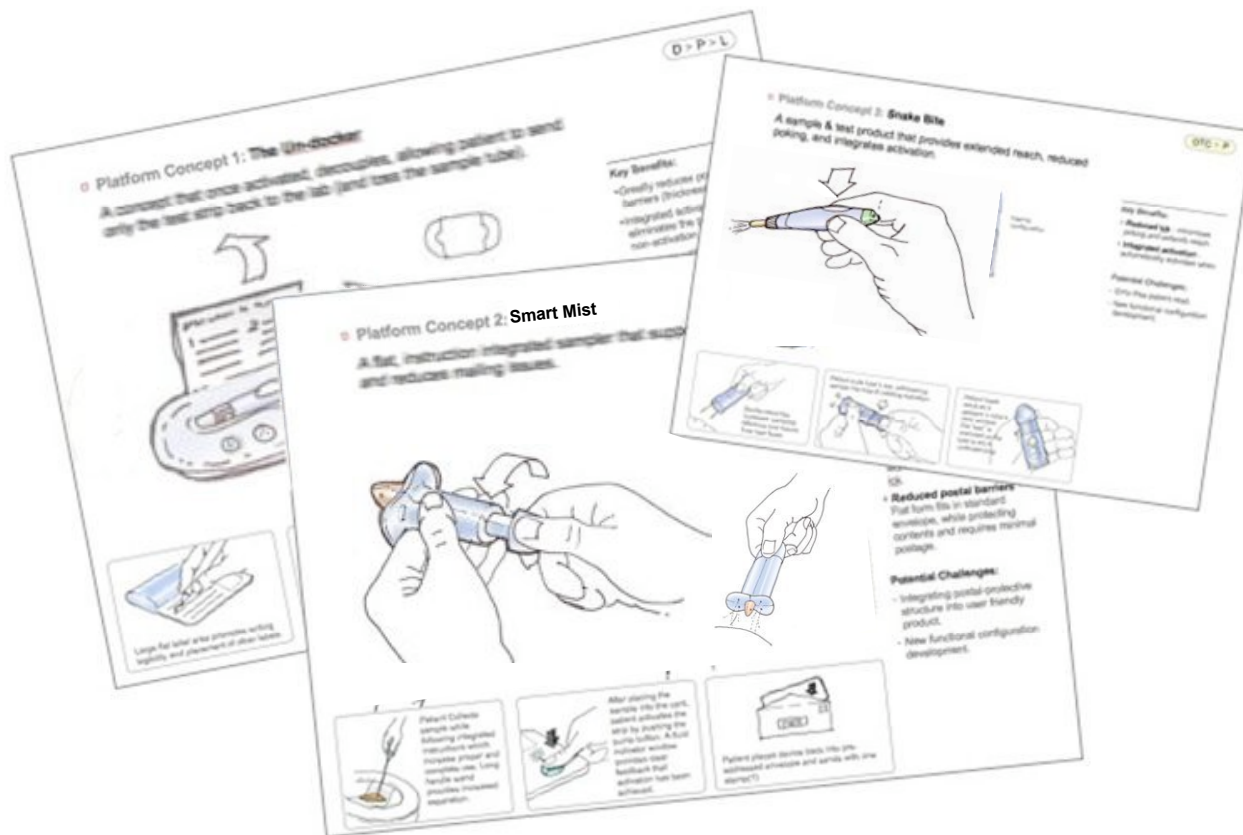
Embody a theme of fun

Increase patients' sense of ease and reduce fear by presenting a process that makes information.



Integrate information design

Integrate intuitive user cues into the product and packaging.



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Contribution: Ick-Reducing, Compliance Increasing Platforms

Opportunity frames drove scenario and concept generation to address a range of ick-reducing interaction issues. Seven new platform proposals provided a range of solutions for improving patient compliance.

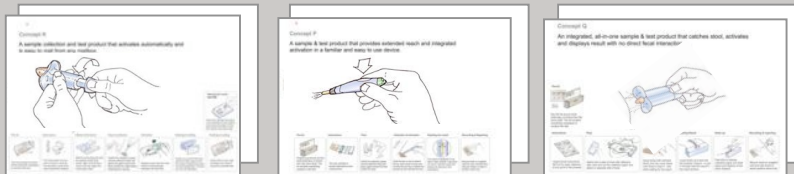
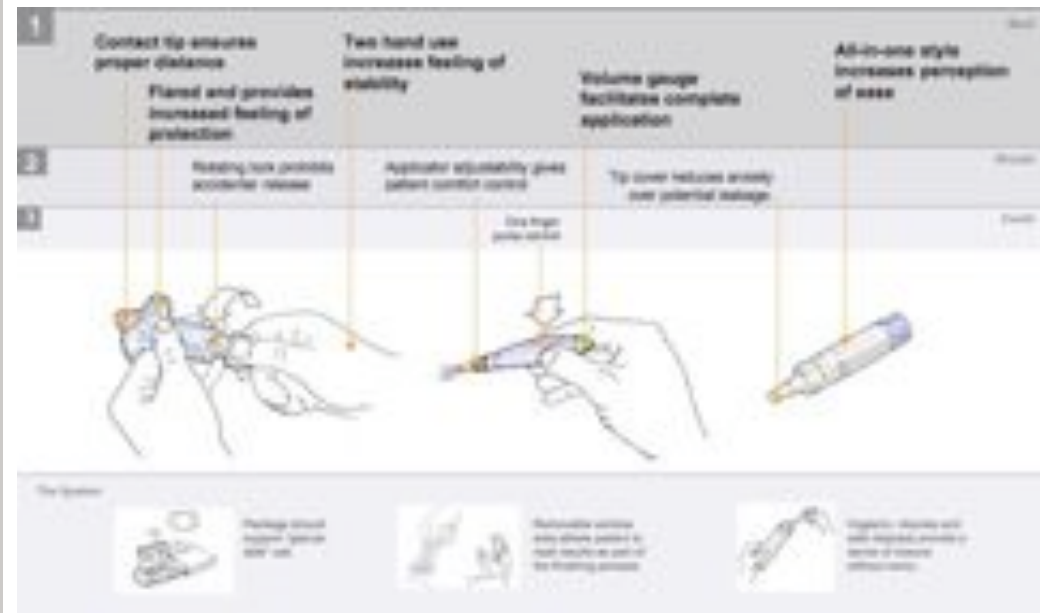


Stakeholder perspectives

- Will increase compliance 50%
- Lets me get better quality data.
- Makes my job more efficient.
- Helps me understand the details.
- Allows family member of 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.