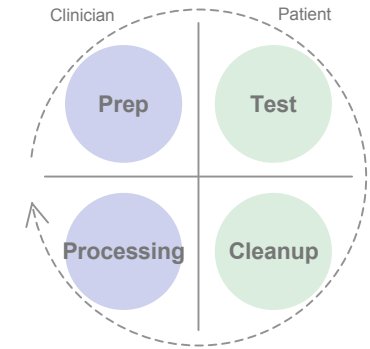




### The Brief: Overcoming the Ick Factor

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:**

- Help increase activity & encourage the most powerful motivation for each patient.
- Include “hit to action” in packaging and QR codes.
- Provide advice and positive reminders to help improve health.
- Gain compliance by providing greater patient awareness & accountability.

## Embody a theme of fun

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

**Potential opportunities:**

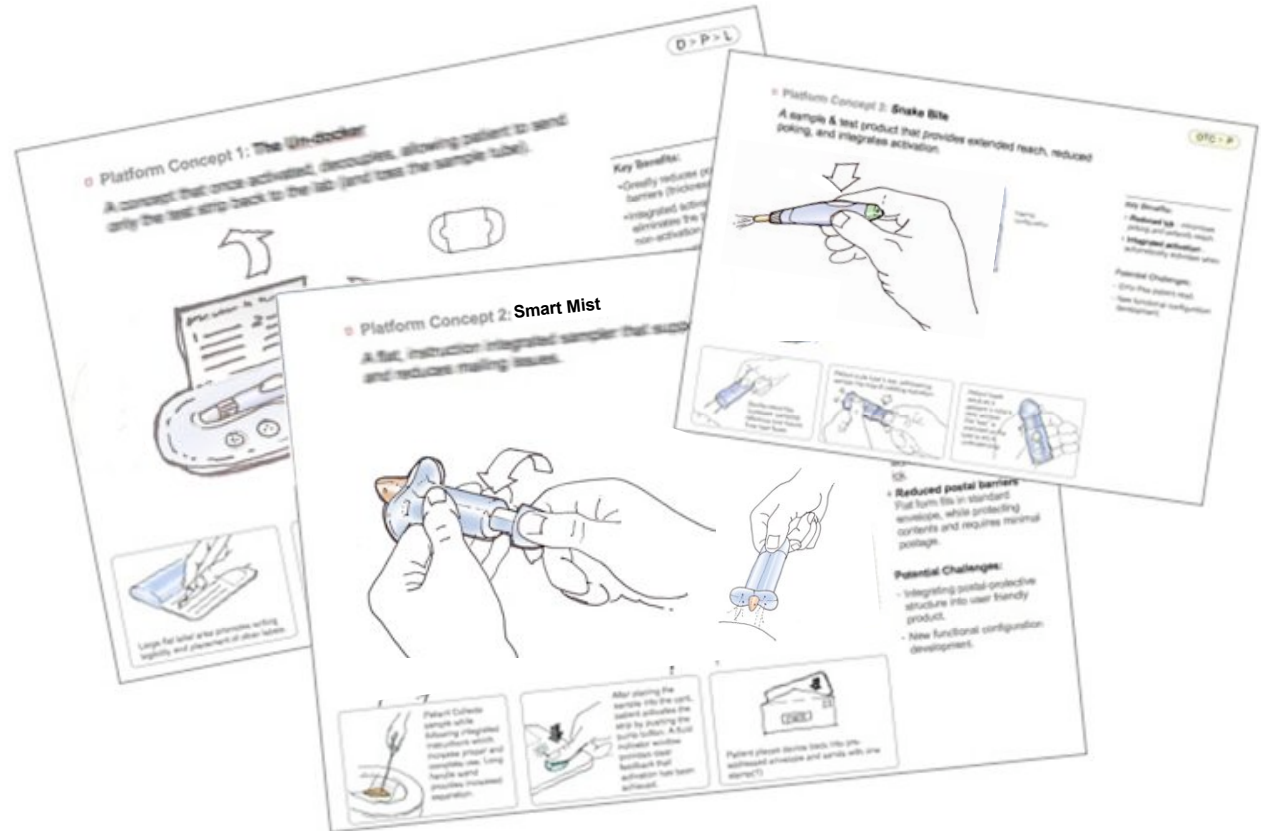
- Overcome barriers that separate users from use.
- Engage users to reduce or avoid pain.
- Increase separation from fears.
- Reduce anxiety of dealing with fears.

## Integrate information design

Integrate intuitive use cues into the product and packaging.

**Potential opportunities:**

- Engage users to address instructions that are not used.
- Design cues functionally – require user into behavior 22 and the device.



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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.

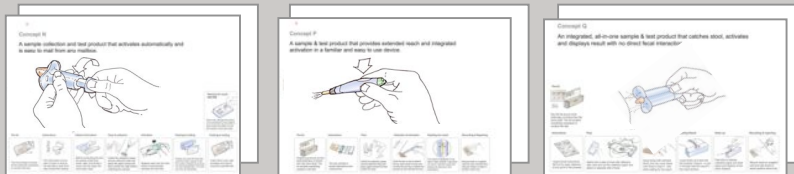
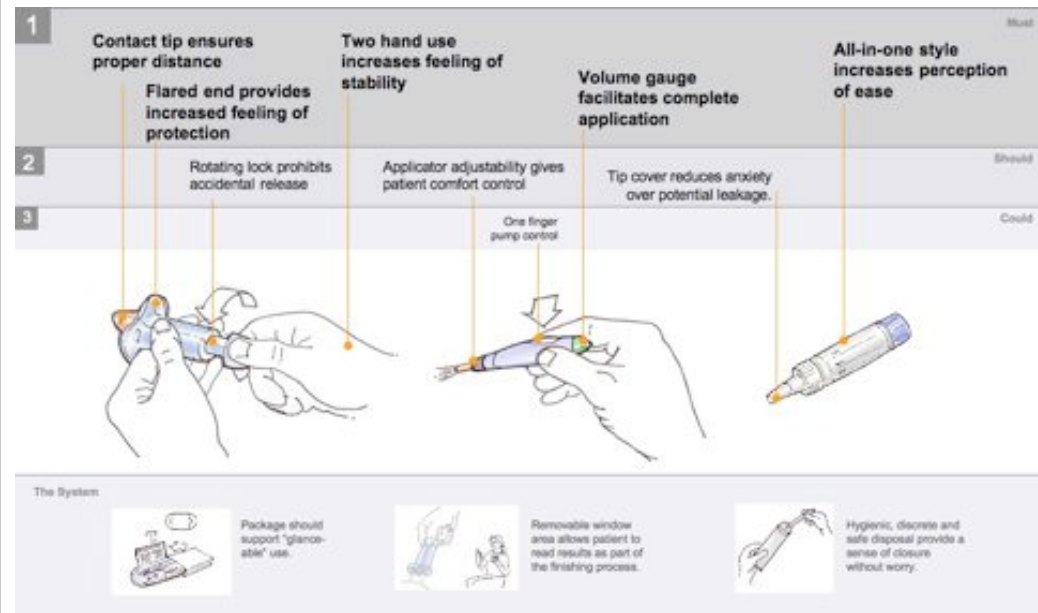


### Stakeholder perspectives

- + 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.