

Primary goal of project

The Research Program Needs More Participants. To Achieve this we need to use the mobile tools to work in combination with the research and report the participants health status.

<p>Challenges</p>	<p>What are the problems that need to be solved? What are the obstacles that need to be overcome?</p>				
<table border="0"> <tr> <td style="vertical-align: top;"> <p>Problems</p> <ul style="list-style-type: none"> → Our value proposition is not well articulated → There's too much UX friction in our product → We don't have tools to enable dynamic communication → No mechanism to integrate Participant EHR and DHT data. </td> <td style="vertical-align: top;"> <p>Obstacles</p> <ul style="list-style-type: none"> → HIPPA Compliancy rules can create hurdles → Business understanding of consent process requirements → Government run programs have poor public perceptions (lack trust) → 3rd Party DHT Integration not standardized </td> </tr> </table>		<p>Problems</p> <ul style="list-style-type: none"> → Our value proposition is not well articulated → There's too much UX friction in our product → We don't have tools to enable dynamic communication → No mechanism to integrate Participant EHR and DHT data. 	<p>Obstacles</p> <ul style="list-style-type: none"> → HIPPA Compliancy rules can create hurdles → Business understanding of consent process requirements → Government run programs have poor public perceptions (lack trust) → 3rd Party DHT Integration not standardized 		
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<p>Aspirations</p>	<p>Focus Areas</p>	<p>Guiding Principles</p>	<p>Activities</p>		
<p>What are the ideal desired outcomes of the project? What needs to be achieved?</p>	<p>What is the scope of the strategy? What will be focussed on for the most impact?</p>	<p>How will the challenges be overcome? What specific mantras will guide the project?</p>	<p>What types of activities solve the problems? What capabilities achieve aspirations?</p>		
<ul style="list-style-type: none"> → leverage social and altruistic dynamics to motivate long-term participation in All of Us Research Program → Increase app user retention rate → Creating a place for people hoping to fight disease and provides a mission, means to do so. → Increased popularity and visibility of iOS app → Create a sense of community 	<ul style="list-style-type: none"> → Users and personas identified based on research findings → User journies (Personas have a different need and use case of a social feature) → Product features which will be added as part of social integration to create a community → Information Architecture (Adding features to the existing content structure) → Key user flows (consent process, onboarding, community development, easy registration, and PPI Development) → UI Patterns & Library 	<ul style="list-style-type: none"> → Empowering design: Empowering design ensures products center on the value they provide to people over the revenue it can generate. → Inclusive experiences: Create a Inclusive design methodology that enables and draws on the full range of human diversity. → Create an environment of transparency: Be clear about intentions, honest in actions and free of dark patterns. 	<ul style="list-style-type: none"> → User research → App product map → User flows → Wireframing → Low fidelity prototyping → UI Kit → Usability testing 		
		<p>KPI (Measurements)</p>	<p>What types of measurements will be employed? What metrics will be used to gauge success?</p>		
		<ul style="list-style-type: none"> → Better task completion rate (Usability testing) → Positive user feedback → Increase in program registration → Frequency of use of social features → Increase in app downloads 			