

Fuzzy Math Whitepaper

# Interactive Health



Moving the needle on user satisfaction.





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# We are a user experience design, strategy, and innovation firm in Chicago.

Through research and design we solve complex user-centered problems that ultimately help our clients make their users happy.

## Your team of experts

Our small, stable roster means our clients get **a team of dedicated UX professionals** ready to quickly jump in and start solving problems. We work directly with our clients, forging collaborative relationships that ensure there are no surprises at the end of the project.

## User champions

We believe that the best design is one that focuses on the **real people** who will be using it. Through research, experience, and empathy, we identify the current and potential “ugh!” moments and fix them at the source.

## Strategy & Planning

We attune our clients to the voice of their customers through primary research and solve challenging business problems through proven design frameworks. We help our clients get a complete picture of their customer experience ecosystem, and formulate roadmaps for future growth.

## Organizational Development

We help drive internal improvement by reviewing existing product design and development processes and recommending methods to improve delivery and communication and better integrate voice of the customer. We provide training on user-centered design and implementation of design activities and deliverables.

## Interaction Design

We craft the experience of using a digital interactive tool, product, or application while advocating for the needs of users. We design process and workflows, as well as the organization and classification of information, and create modern, pixel-perfect interface designs and design systems.

We've worked with everything from early-stage startups to some of the largest enterprise businesses in the world, on projects across devices, industries, and continents:





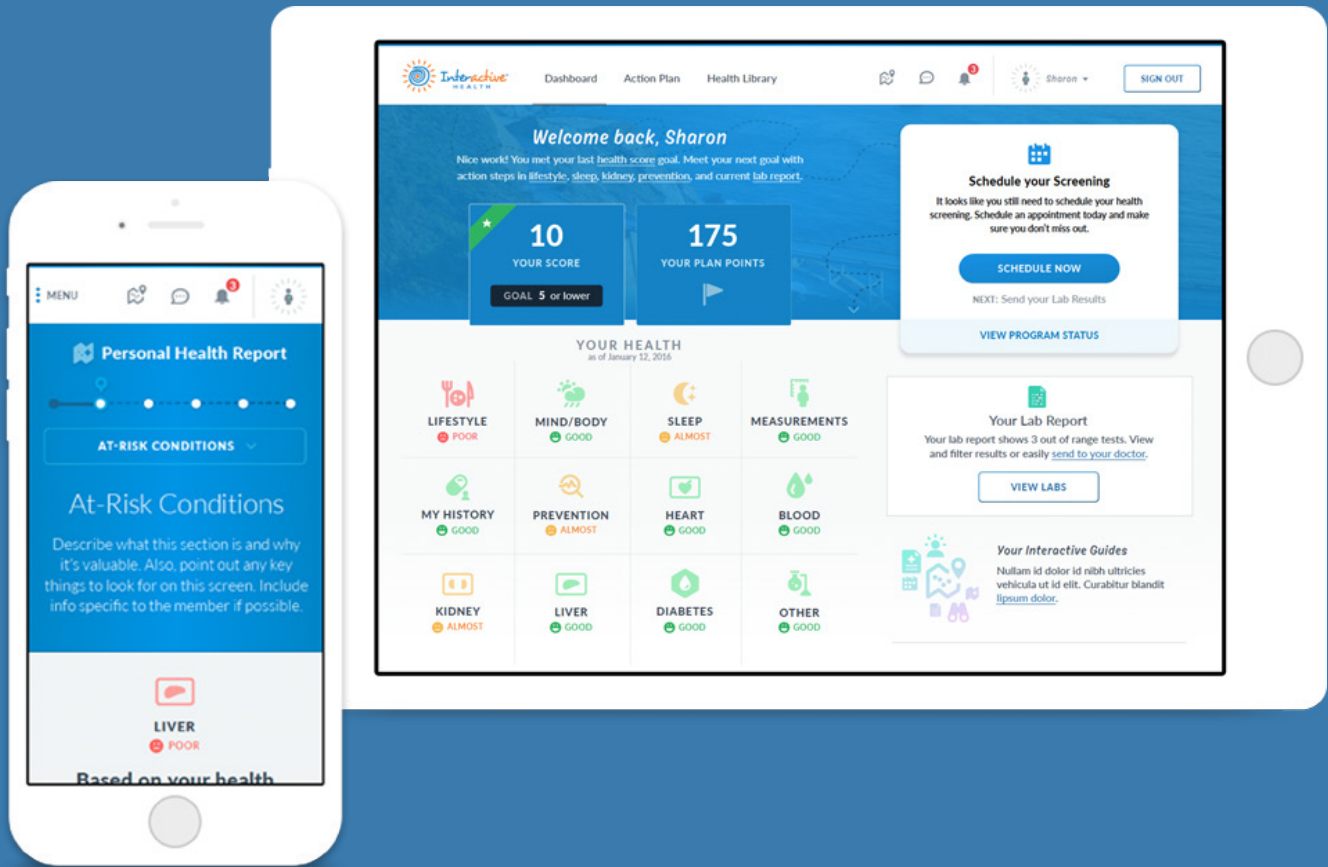
“We launched the new web tool three weeks ago, and in the time since, have collected an extreme amount of positive feedback from existing clients. From large employers and their employees, our clients are thrilled with the ease of use on our new website, and the visual appeal that it offers. Some of our services, such as the ability for members to share their health testing results with physicians, have seen an 100% increase year over year – an impressive shift for us.”

**TIM HARDY**

Chief Technology Officer, Interactive Health







**We introduced a shift towards user-centered design thinking in an organization that previously had none.**

We demonstrated along the way the benefits of feedback as a way to grow closer to the real needs of members. By empowering the company to list for and incorporate user feedback regularly, Interactive Health can better empower members to accomplish tangible health outcomes and improve their lives.

**14.3%**

**NET PROMOTER SCORE**

**75%**

**USABILITY SCORE**

**100%**

**KEY FEATURE  
ADOPTION**

**95%**

**CLIENTS RETAINED  
LONGTERM**



## Synopsis

Although Interactive Health had a proven track record for illuminating underlying health risks and getting its members on track to meet their health goals, its user experience was operating mostly in the dark<sup>1</sup>. The company knew that it needed to make some big changes to modernize its platform, but it didn't know how to conduct user research, plan for, or execute on the steps to make real progress. Fuzzy Math filled these gaps by providing processes and strategies for Interactive Health to see their product as less of a standalone feature within their offering, and more of a uniquely powerful customer touchpoint within a broader customer ecosystem.

## Backstory

Interactive Health is a health benefits management platform aimed at helping employers enrich employee health for millions through its workplace wellness programs. Companies work with Interactive Health to keep their employees healthy and happy, ultimately resulting in fewer missed days of work due to health issues.

For 25 years, Interactive Health has collected an impressive cross-section of data from more than 2,000 corporate clients that proves the effectiveness of their programs. By enrolling in Interactive Health's programs, nearly 45 percent of at-risk participants discover conditions that they didn't know existed prior to testing. About half of those participants choose to participate in coaching to lower their risk, and 71 percent of the participants who do eventually achieve the health goals they've set for themselves, such as lowering their blood pressure or losing weight.

Companies can choose from two program options that will most benefit their employees. Healthy Starts, the first step to awareness of one's health status, includes finger stick biometric screening, blood pressure, and BMI reporting, as well as a 38 panel venipuncture. Lab results are available to employees within 24 to 72 hours, at which point they can sign up for one-on-one health education and more detailed health reports. Healthy Triumph, which includes all of the above, also includes health coaching, a personal health score, and goal-setting, all achieved through Interactive Health's web-based member platform and coaching accountability. As part of the service, Interactive Health provides customized implementation and ongoing support for a client's wellness program.



## Opportunity

While Interactive Health excelled at identifying health risks and getting members on track to meet their goals, its lack of user research was impeding its ability to make strategic decisions that could radically improve their offerings and harmonize their services. The company offered clients an online website for its wellness program members, but an overabundance of information and a lack of design updates over several versions contributed to a cluttered member platform with a clinical feel, leaving a dated impression on visitors -- one very different from the impression left by the highly engaged client services and member health coaching the company provides. With so many benefits and resources obscured, Interactive Health struggled with prioritizing its content, presenting its personalized health data, and empowering members to take action to improve their own health situations.

This disconnect between the quality of their service and the unavailability of their content revealed a frustrating gap for Interactive Health: a desire to improve its members' experience, stunted by a struggle to envision and implement a plan for doing so.

*Before image of the Interactive Health Member Website*

The screenshot shows the Interactive Health member website. At the top, the logo is on the left, and user information 'Welcome, Jack' with links for 'My Account' and 'Log Off' is on the right. A blue navigation bar contains links: 'My Results', 'My Support Team', 'My Action Plan', 'My Rewards', 'My Health Library', 'Español', and 'Help?'. Below this is a light blue banner with an 'Update Email' button and a message: 'You do not have a valid e-mail address on file, please update it now.' The main content area is divided into three sections. On the left, a pink box titled 'Schedule Your Health Evaluation' contains a welcome message and a link to schedule an evaluation. Below this is a 'My Personal Health Score' section showing four metrics: Blood Pressure-Systolic (140, Score 1), Blood Pressure-Diastolic (89, Score 0), LDL Cholesterol (123, Score -5), and Glucose (98, Score -5). The middle section is titled 'Start Your Personal Health Action Plan' and includes a paragraph about discovering what's included in the plan and a link to view the plan. On the right, a 'Sample Personal Health Action Plan' section shows a progress bar for 'Total Points: 100' and a table of 'Sample Activities' with columns for 'Max Points' and 'Points Earned'. The activities listed are: '100 Points for Completing the Health Assessment', 'Complete Health Evaluation', 'Fax Your Interactive Health Biometric Results to Your Physician', 'Complete the Nutrition Challenge', 'Complete the Weight Loss Challenge', and 'Complete Digital Workshops (10 points per'.

**Interactive HEALTH**

Welcome, Jack | My Account | Log Off

My Results | My Support Team | My Action Plan | My Rewards | My Health Library | Español | Help ?

**Update Email**

You do not have a valid e-mail address on file, please update it now.

**Schedule Your Health Evaluation**  
Interactive Health Demo Company  
(not your company?)

Welcome to your personalized health portal. The next step towards managing your health is to schedule your health evaluation by clicking here.

**My Personal Health Score:** -5  
As Of 11/6/2012

Blood Pressure-Systolic	Score
Ideal 140 160	1
Blood Pressure-Diastolic	Score
Ideal 89 100	0
LDL Cholesterol	Score
Ideal 123 180	-5
Glucose	Score
Ideal 98 180	-5

**Start Your Personal Health Action Plan**

Discover what is included in *your* Personal Health Action Plan by [clicking here](#) or selecting My Action Plan above. It looks like the sample plan to the right.

Does your plan include completing your Health Assessment, competing in a challenge, taking an online workshop, logging exercise or choosing a meal plan? [View your plan](#) to find out your next

**Sample Personal Health Action Plan**

Total Points: 100 Details

0 40 60 100 160 200 240 280 320 360 400

Max Points Points Earned

**Sample Activities**

**Activity Samples**

- 100 Points for Completing the Health Assessment
- Complete Health Evaluation
- Fax Your Interactive Health Biometric Results to Your Physician
- Complete the Nutrition Challenge
- Complete the Weight Loss Challenge
- Complete Digital Workshops (10 points per



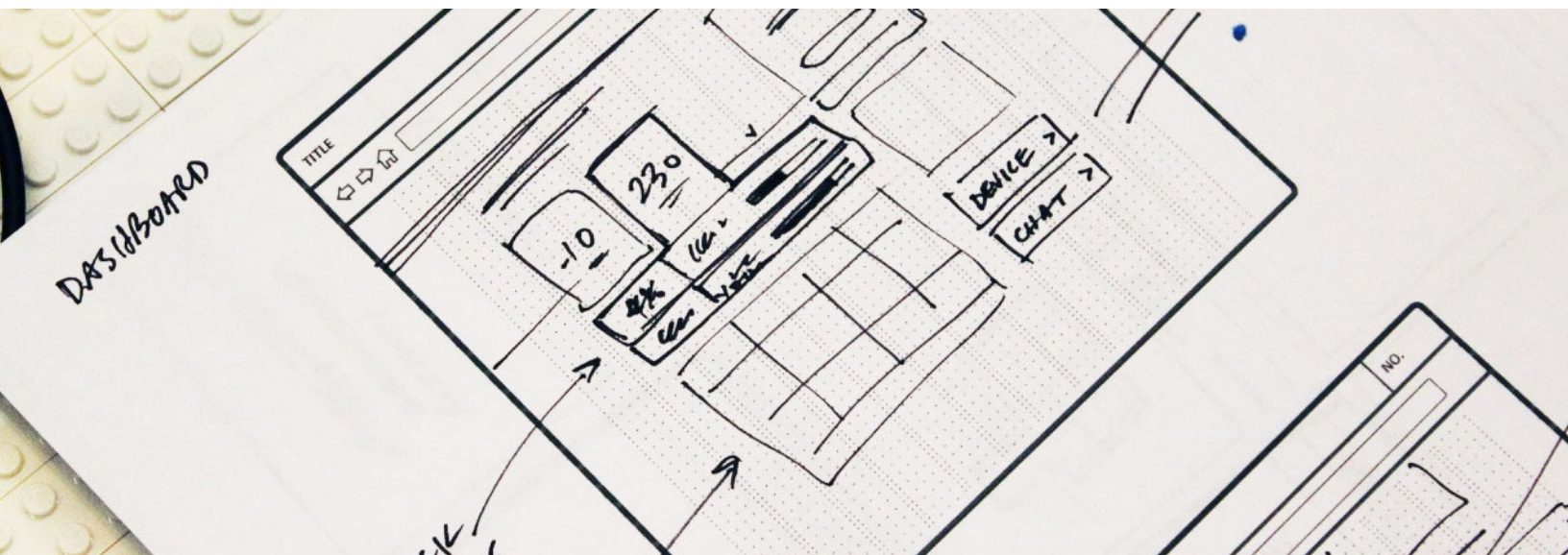
At the recommendation of a trusted Chicago-based mentor known for his work in the healthcare space at the local and national level, Fuzzy Math was selected from a handful of other user experience vendors for our willingness to impart our knowledge of UX systems and process, rather than impose our own methodology. In our first discussions with Interactive Health, we reassured them that our process would adapt to fit the team's level of knowledge and skill, and that valuable time and energy wouldn't be spent trying to convert their employees to an inflexible method of executing.

## Turning Point

Interactive Health's crisis of confidence posed an intriguing challenge to us. How could we enter an organization with no fluency in user experience and teach the language of design as a way of communicating between its teams, stakeholders, and most importantly, its customers?

We wanted to hear what kept Interactive Health's team up at night, before any new strategies were in place or any plans were made. The first thing that the team shared with us was the embarrassment they felt about their lack of knowledge in design as the member website had slowly evolved over time, and how they lacked the ability to support its use across mobile devices.

Beneath that embarrassment, however, we sensed a deep curiosity to not only understand the needed mobile support, but also to understand the actual implications of design decisions on member's perceived experience of their wellness program. With the support of internal stakeholders and team leadership, Interactive Health's thirst for knowledge about how to better improve their customer's experiences became palpable, and their enthusiasm propelled the project forward.





# Goals

Overall, we defined a few qualitative goals in collaboration with their team to guide the vision:

## #1

Increase platform utility, usage, and satisfaction among both corporate clients and individual members.

## #2

Put members at the center of the interactive health experience by making their health management tools truly interactive for the end users, and position their member platform to be more like a trusted advisor.

## #3

Become better at listening to users through research, and build capabilities within the organization that empower members of their team to be more responsive to customer and market needs.

# Process

To ensure the project had the support it needed internally, we gathered a team of Interactive Health's stakeholders, including team members who specialized in information technology, health services, software development, and marketing, along with two of our own project leads and two designers.





## Research

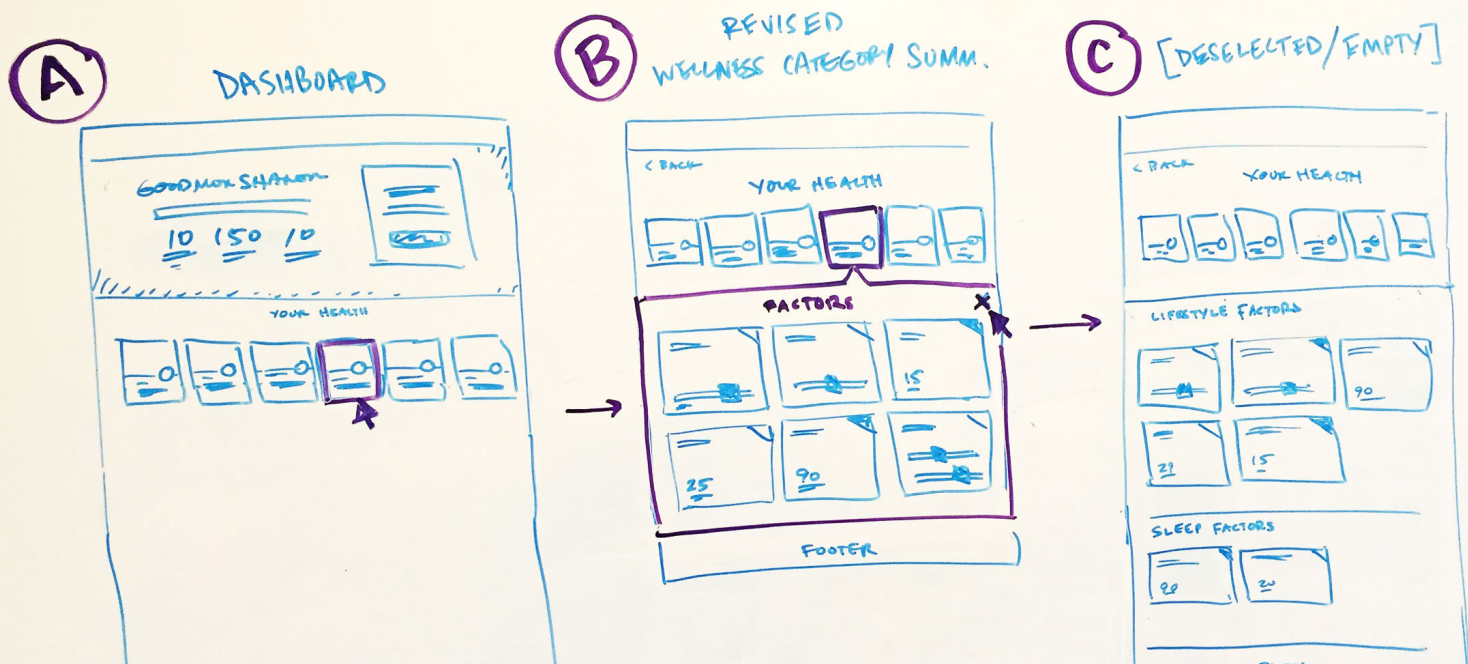
Once the team was assembled, we began to delve into the research phase of the project. We emphasized how research would empower the Interactive Health team to learn more about the everyday struggles of their customers, so they could anticipate those struggles in their product's design and make it easier to use.

Fuzzy Math sat in on sales walkthroughs, to better understand and map the client services process and ecosystem. We listened in on client demos to learn more about not only how the product worked, but how team members were explaining product features and benefits to the customer.

Stakeholder interviews were also conducted with members of many different internal teams, including sales, support, member services, and engineering. Finally, we scheduled calls to talk to Interactive Health's key client contacts, who were managing health programs and were closest to members.

## Revelation

As we worked on the first round of new platform mockups based on our research, we witnessed a monumental shift in perspective, as the Interactive Health team began to see new ways that customer feedback could be integrated into their everyday work, and used to build the next successful iteration of their product.





Everyone from sales to support began to imagine the opportunities that laid dormant in their respective divisions, and the steps in the customer journey that could be turned into moments of meaning, education, and connection between the company and its customers.

As members of the Interactive Health team became more eager to rethink how the member platform impacted the customer journey, more stakeholders joined the project and added their voice to a chorus of feedback. Fuzzy Math's impact is greatest when unifying cross-disciplinary teams within our clients, and soon there were over a dozen engaged stakeholders listening in on the project reviews. We also became a part of the team's weekly project meetings, an outlet for gauging whether we were meeting our own success metrics.

For Interactive Health, this was the moment that the project became more than just a new member website or a handful of deliverables. This was a fundamental shift in viewpoint, one that moved the company into the realm of design thinking that could influence the future of its offering. How might we engage someone who's just had their blood drawn to demonstrate the value of maintaining an awareness of their health situation? How might we re-envision the way that a member's lab results and potential health risks would be actionable and useful to them? Further, how do we help them take those actions, such as faxing their health report to their doctor?

## Pivot

On the cusp of such a revelation, we advised the Interactive Health team to utilize the time to process their ideas related to specific moments in the member's journey. We held a workshop on-site to review each team's concepts and prioritize the most salient opportunities to innovate which was a new experience for Interactive Health.





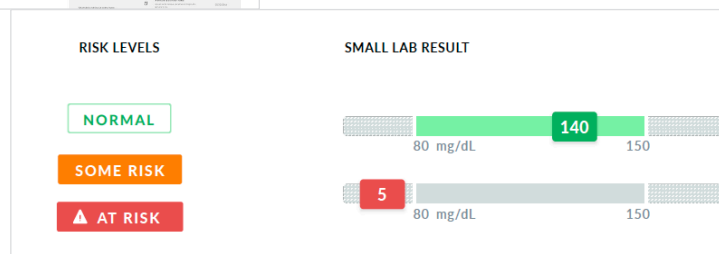
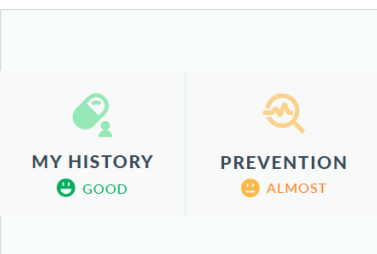
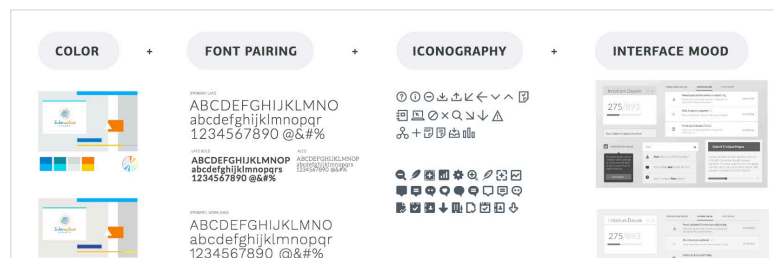
For Interactive Health, this project required more than their cooperation. It required trust in us, trust in the process, and trust in themselves. A redesign of a company's digital touchpoint from the ground up is a significant undertaking in and of itself, but this was also an opportunity for their team to realize an entirely new approach to conducting their business, selling their product, and connecting with their customers in completely new ways.

With such a radical shift in perspective, we were thankful to have the support of Interactive Health's leadership, who encouraged the team to place their trust in our user-centered approach to design.

## Execution

With the team's new energy for personalization along the member's journey, we embarked on our next design sprint. We began with a focus on the Interactive Health Dashboard, and prioritized the content behind the health score, an aggregate of five biometric test results that gave an at-a-glance indication of a member's total health. We simultaneously ran design sprints from low-fidelity wireframing to visual design and front-end code working through the full site flow. These designs, coupled with a new approach to the site's information architecture, made the powerful data behind Interactive Health's offering more accessible and relevant to each member's specific health situation.

Throughout our research, members expressed that having access to Interactive Health's tools on any of their devices, including work computers, personal mobile devices, and tablets, would make it easier for them to make use of those tools. Throughout our efforts, we employed the latest in design methodologies to build a scalable responsive web platform for members that would work well on screens of any size, giving customers access to their personal health scores, goals, and coaching support where they are most likely to engage with it.



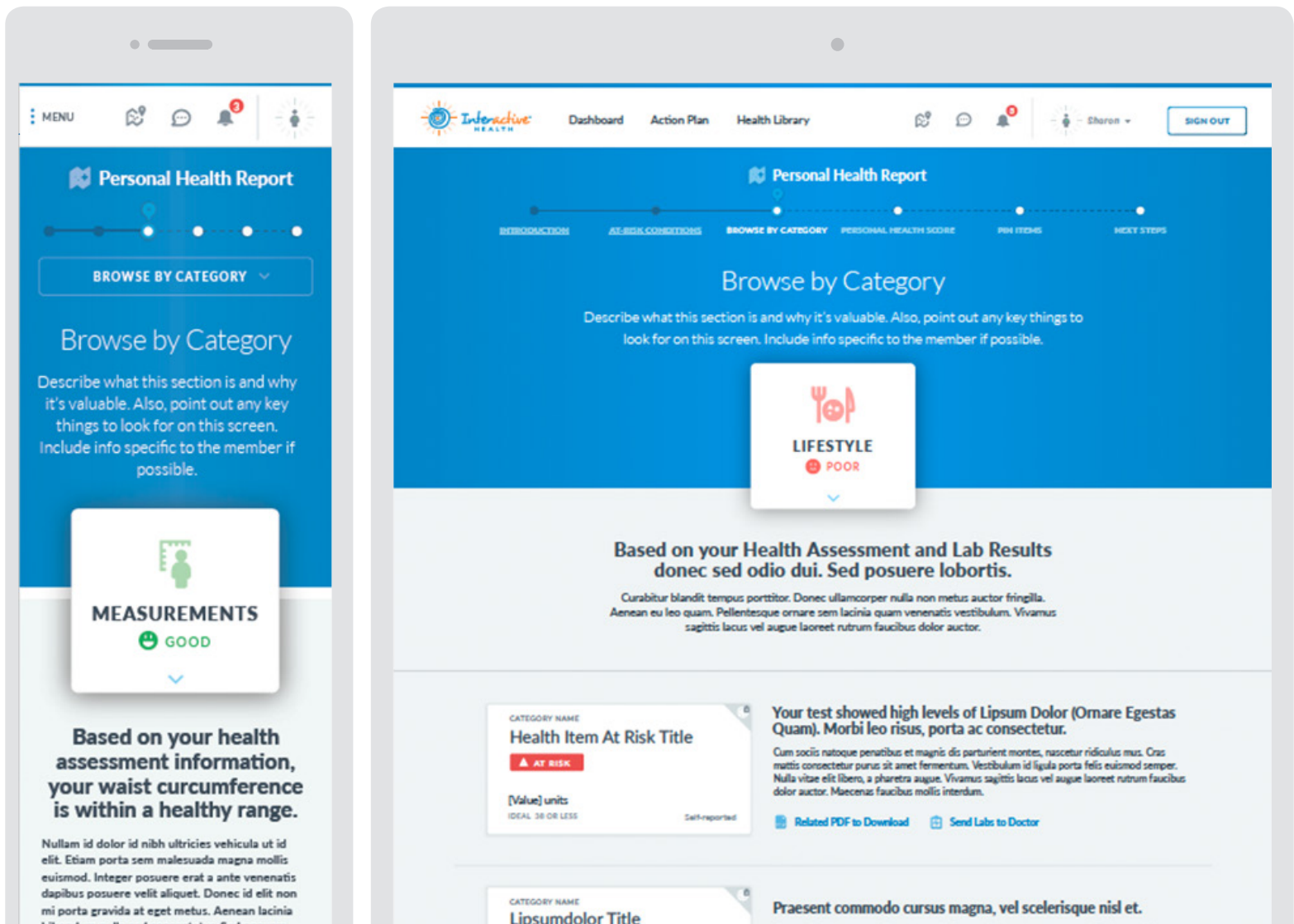


# Outcome

As the new platform relaunch was being scaled to reach clients, we continued to empower Interactive Health by:

- Creating a member services guide that made implementing client customizations twice as fast.
- Facilitating discussions about what qualitative and quantitative success would look like to both the IH team and its clients, and developing an ongoing member research protocol based on this discussion.

This established the company's first baseline metric for measuring overall user experience and satisfaction moving forward, and by using that to track frequency of use, customer satisfaction, and the overall user experience, we saw positive signs across the board.





## Conclusion

As Interactive Health has seen and felt the value of Fuzzy Math's presence, our relationship has evolved from a one-time project into a longterm design partnership, and we're now considered the go-to design partner for all things digital and user experience design. We're actively reorienting the team towards their customers, making outreach and measuring for success a habit to drive consistent growth, and demonstrating how to integrate their feedback to make Interactive Health the responsive company it envisioned at the beginning of our engagement together.

We're frequently on-site with their team to field questions about maintenance, user research, analytics, and innovation, and we're also working with them and a development firm to create their first native mobile apps for iOS and Android, set to launch in 2018.

Our work with Interactive Health has been a powerful example of how design can trickle down to champion and empower. By putting behavioral economics at the center of the product process, and empathy at the core of the customer journey, we've helped Interactive Health develop a framework for fostering innovation by focusing on the member experience.

"Fuzzy Math was introduced to us by a trusted colleague. Although we explored our options with other vendors, we chose Fuzzy Math for the balance between their strengths in user experience research and their abilities in HTML and CSS. They had a strong willingness to work within the project framework that we were accustomed to, as opposed to imposing their own methodology."

**TIM HARDY**

Chief Technology Officer, Interactive Health



# Interested in Working With Us?

We're user experience practitioners that believe design is at its best when it can translate, mediate, and unify the needs of businesses and their customers. We don't chase technology philosophies, strict methodologies or rigid frameworks. We don't adhere to strict protocols. There's no 'one size fits all' thinking here. Instead, we apply what we know to how businesses operate, all in the name of helping our clients solve for their problems in context. The result is highly specialized solutions resulting in easier decisions and more enjoyable experiences.

Interested in working with us?

Just send us an email at  
[hello@fuzzymath.com](mailto:hello@fuzzymath.com).

