CHRONICAL

Sharing Your Health Story

By Jessica Malony

CONTENTS

Welcome To Chronical

Chronical is a Health and Wellness Brand focused on simplifying self management of chronic conditions and illnesses through an uplifting and personalizable data tracking app as well as other resources.
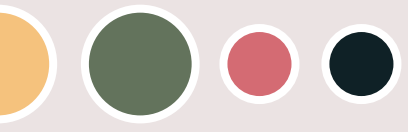
TOPIC

Problem

" *Engaging patients in their own healthcare is*

Difficult due to fatigue and lack of education.

Tracking data is physical and emotional work. "
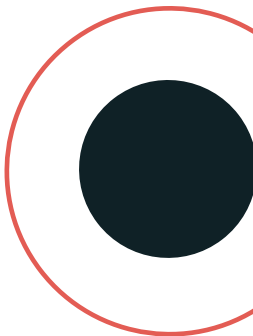
Design Opportunities

Provide Education

Foster Community Connections

Provide a simplified process that is rewarding

THESIS

*Designing and **branding** the mobile app, **Chronical,** created for people suffering from **chronic conditions** meant to motivate them to take **control** of their health care **journey.***

RESEARCH

Secondary Research Methods

- **Media Scan:**
  12 websites consisting primarily of medical journals and news articles.
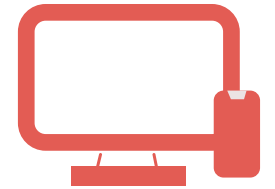
- **Competitive Analysis**

Objective:

My secondary research was done with the intention of uncovering what chronic illness is and who it impacts, understanding current practices for Management, and evaluating preexisting competitors.

Secondary Research Goals

1.   Understanding Prevalence of Chronic illness

2.   Understanding Prevalence of Co morbidity

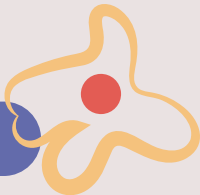3.   Gathering chronic health metrics

4.   Understanding common practices for health data tracking

5.   Finding current products and deciphering pros and cons

6.   How to analyze health data

Chronic Condition:

" *A disease or condition that usually lasts for 3 Months or longer and may get worse over time.* "

- NIH

Media Scan

In doing my media scan consisting of 12 different websites, I gathered information based off of a series of key questions or topics. I then organized that information by making note of points of repetition, statistics, pain points, and opportunities that helped me summarize my findings.

Questions

How common is chronic illness/disease/pain?

What are the most prevalent chronic conditions?

How often does co morbidity occur?

What are common co morbidities?

Why do co morbidities happen?

What are commonly used heath metrics for wellness? '

What are common practices for tracking health data?

What are the most efficient ways to track health data?

How to analyze health data?

Current health management applications and services?

Prevalence of Chronic Illness & Co morbidity

133 Million Americans

Suffer from at least one chronic illness (nearly half The population).

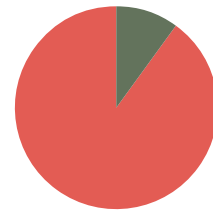*1/4 us adults have two or more chronic conditions and more than half of older adults have three Or more.*
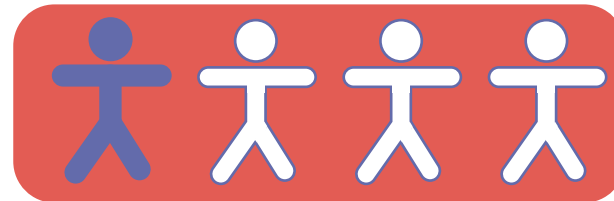
5/10

Leading causes of death in the US are related to Chronic conditions.

Most Common Illnesses

- Cancer
- Musculoskeletal Conditions
- Chronic Respiratory Conditions
- Dementia
- Diabetes
- Heart and Vascular Diseases
- Mental Health Conditions

90% of the health care budget goes to chronic Conditions.

Chances of co morbidities may increase with age and can negatively impact treatment outcomes.

Health Metrics and Self Management

Self care and management is critical and consists of most of 99% of daily care performed.
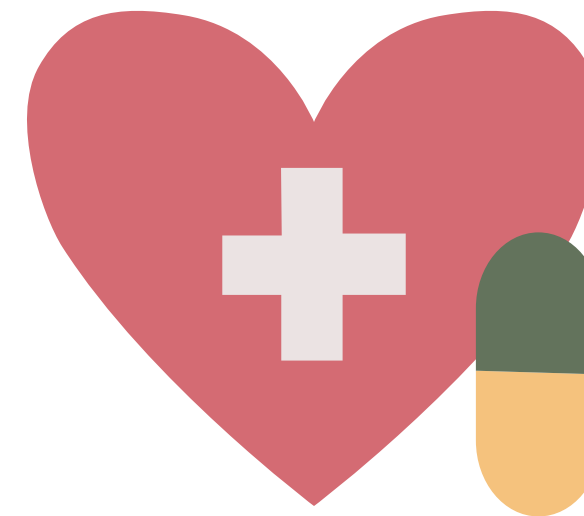
3 Pillars of Self Management:

1. treatment adherence
2. health promoting practices
3. behavior and condition monitoring

"Many chronic conditions are preventable through lifestyle choices and early detection."

-AHA

Self-care refers to "the ability of individuals, families, and communities to promote health, prevent disease, maintain health, and cope with or without the support of a healthcare provider."

-NCBI

Data Tracking and Analysis

**Patients track health information for a variety of reasons including their own understanding, self-management to reporting to the doctors.
Patients often notice that...**

Physicians trust tech measured data such as lab reports over patients' self-tracked data.

- 49% of trackers say they keep track of progress "in their heads."
- 34% say they track the data on paper, like in a notebook or journal.
- 21% say they use some form of technology to track their health data."

-PEWResearch

"Continuous monitoring features allow for real-time health management, which can be crucial for conditions that require close observation. Patients and healthcare providers can detect potential issues before they escalate into serious health events."

-thesuperbill

`AI can be game changing in health management.`

Media Scan Analysis

Based on key points I found to summarize my data, I looked for overarching themes of information. The themes I found include: Problems, Hopes for the Future, and Statistics and Facts.

Pain Points

- We live in a sick society with no focus on wellness and preventative measures.

- Co morbidity decreases saftey and effectivity of treatment.

- Health Management in Emotionally strenuous.

- Tracking data feels like work and people are already exhausted.

Competitive Analysis

My competitive analysis evaluated existing applications meant to help self manage chronic illness, and evaluated their mission, features, intended demographic and overall design. I then explored what makes each app unique, superior, similar, and what they lack. I used this information to rate each app according to key characteristics needed to address the pain points of chronically ill users.

ChartSpan

Mission
To improve patients' quality of life through personalized preventive care programs, one patient at a time. Through collaboration and Innovation, we deliver healthcare solutions that promote self-management, facilitate resource access, and nurture strong patient-provider relationships.

Features
Handles patient enrollment, education, care plans, prescription refills, and more with 24/7 access to a nurse care line.

Demographic
Sold to doctor's offices as a tool meant to be used by people 65 and up.

Design
Clean and minimal using blues and greens which provide a sense of professionalism but coldness

Unique
A tool for medical practices to manage everything except in person care that provides support for caregivers and family members.

Needs Improvement
It is professional to the point of being cold as well as impersonal and unpersonalizable. It requires emotional and physical work the same way interacting with a doctor does

Customizable
Personal
Simple
Compatible
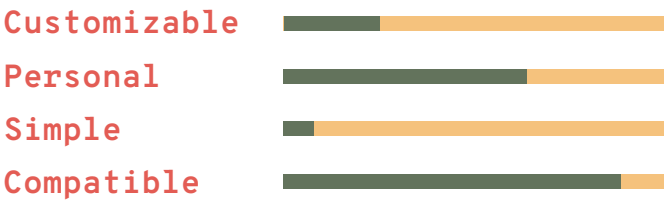
Omada

Mission
We inspire and nurture lifelong health, one day at a time.

Features
Data empowered human led care teams that interact with your data and help you make goals to increase your health. Features community chats and provides provider reports to share data with doctors

Demographic
Adult patients

Design
Clean and minimal using blues and oranges it provides a professional but warm look. clean icons and photos with lots of graphics

Unique
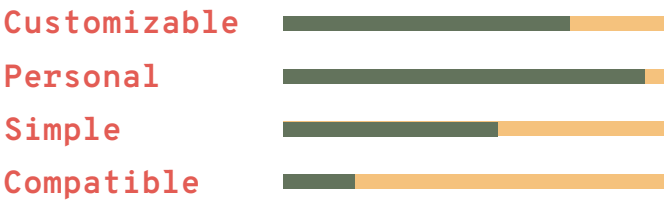You work with a care team that looks at your data and makes personalized suggestions, incorporates goal setting, and connects patients with support groups.

Needs Improvement
Currently only provides care for a smaller sampling of conditions.

Customizable
Personal
Simple
Compatible

Llif

Mission
To improve personal data management.

Features
Location-based environmental data, symptom diary capabilities, secure and private services, and integrations with popular data providers. Log any and all symptoms to then see trends over time on graphs. Log medications. Track treatments and medications to visualize how effective they are for you. See your environment. Powered up with environmental data, see how your surroundings impact your health. Syncs to other health trackers and location and environmental alerts

### Demographic
Everyone

Design
Uses pinks, purples and blues, as well as colorful icons but bland information display and excessive information.

Unique
Provides location based environmental data and uses warm colors.

Needs Improvement
Bland app design that is not personal, and gives too much information to the point users would be overwhelmed.

Customizable
Personal
Simple
Compatible
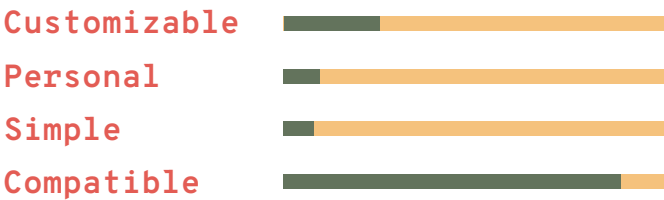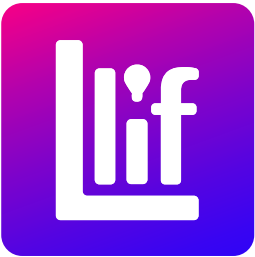
Wave Health

Mission
Track your health, learn from insights, and finally take control.

Features
Wave Connect Portal streamlines care management by helping providers keep up to date with patient outcomes, questionnaire responses, and other data. By learning how your activities, medications, and more impact how you feel, you and your care team can make treatment changes that help you feel your best.

Demographic
Everyone

Design
Primarily blues with pops of other colors and graphic heavy branding.

Unique
Tracks treatment effectivity and connects to providers.

Needs Improvement
Not personal or customizable.

WAVE HEALTH

Customizable
Personal
Simple
Compatible
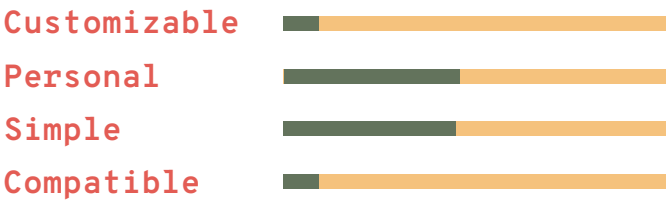
FlareDown

Mission
The world's most advanced symptom tracker

Features
Provides visual data summaries, checks in on symptoms, offers customizable symptom logs according to condition. tracks mental health, weather, food, activity, medications, and supplements. You can also create your own trackers.

Demographic
Everyone

Design
Uses a light teal color with muted rainbow supplementary colors and clean, minimal design with heavy use of graphics.

Unique
Customizes symptoms according to your inputed condition, tracks supplements and allows you to create your own trackers.

Needs Improvement
The app is pretty generic, it doesn't stand out.

FLAREDOWN

Customizable
Personal
Simple
Compatible

Bearable

Mission
Become the architect of your health..

Features
Track chronic illness triggers, symptoms medications, treatments, and self-management for chronic illness.
You can also create and track unlimited custom triggers, symptoms, medications, treatments, and self-management tactics.

Demographic
Everyone

Design
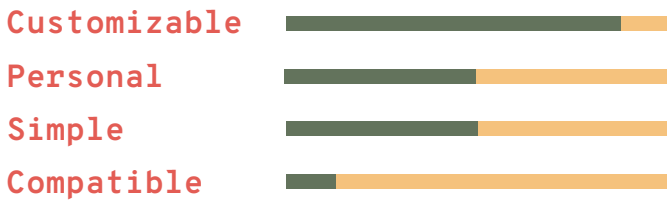Uses primarily deep blue with multi colored icons and graphs usually in more pastel or muted colors. Clean and simple with bold graphics. still maybe a little overwhelming

Unique
You can create and track custom information, and the app focuses on self-management. You can also track your treatment plan.

Needs Improvement
The app is very generic and does not stand out.

Customizable
Personal
Simple
Compatible
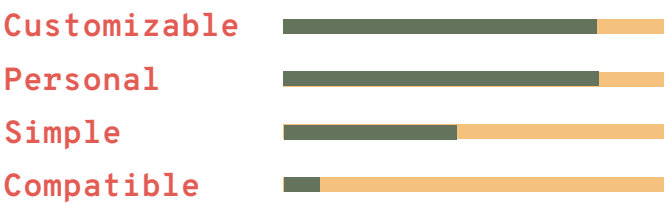
Visible

Mission
We're making invisible illness, visible.

Features
Visible combines a wearable heart rate monitor with an award-winning app to give you personalized pacing insights. Use PacePoints to help you track and budget the energy you use throughout the day. Get notified on your phone when you're over-exerting so you know when to rest. See the impact of your activities, so you can de-cide where to spend your energy. Track your HRV, symptoms and medication to see what's making you better or worse.

Demographic
Everyone experiencing energy issues due to chronic conditions.

Design
Uses blue yellow and orange for a very dreamy effect. The app is warm and inviting,

Unique
The brand provides a state of the art heart rate monitor and uses pacepoints to track energy as well as sending phone notifications giving advice.

Needs Improvement
The app focuses only on energy levels and is not customizable.

Customizable
Personal
Simple
Compatible
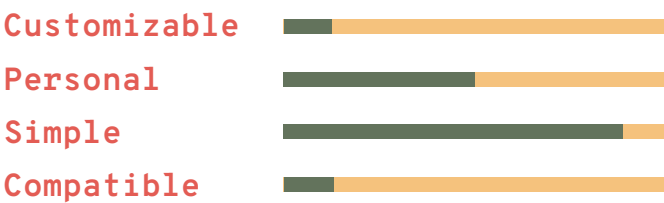
Primary Research Methods

- **Survey:**
  consisting of 7 anonymous participants.

- **Interviews:**
  consisting of 3 participants.

- **Experience Mapping:**
  Done by the people interviewed.

Objective

To understand what people are doing about their health, how their health impacts them, how satisfied they are with their current routine, what people want and need to support their healthcare journey, the pain points of healthcare and self-management, and Ultimately understanding more about people's feelings regarding their health.

Primary Research Goals

1. Understand how people currently manage their chronic ailment.

2. Understand what people want and wish for in their wellness journey.

3. Understand how people track information and their likes and dislikes about it.

4. Understand tracking information for doctors vs personal use.

5. Understand what do people do with the data they collect, if anything.

6. Determining people's satisfaction with current systems and openness to new methods
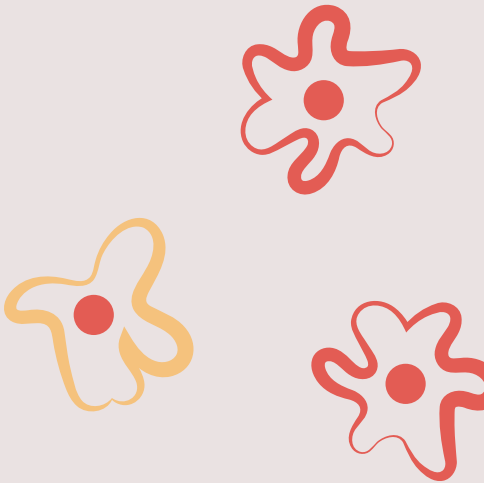
Survey

A google forms survey was sent out to people I know as well as sent out in chronic illness support groups.

Questions

What Chronic illness, disease, or source of chronic pain are you managing for yourself or someone else? List all if more than one

How do you currently manage your illness or pain

How do you track health i information for doctors?

How do you track health information for your own use?

What do you do with the data you collect?

Are you satisfied with your current health management system?
'

What are resources you wish you had while managing your wellness?

Would you use an app or website to help manage and collect data on your illness?

What would you look for in an app meant to help you manage your illness?

Do you have any accessibility needs when it comes to electronic devices?

What information about your health is important for you to keep track of?

Survey Analysis

To organize my data I sorted out the answers to each question and deciphered the answers to find common themes.

Statistics

2/6 people mentioned a psychological condition as well as a physical condition

2/6 mentioned doctor interactions as management

5/6 track health information somehow for doctors

4/5 of people that log infortmation write things down in some sort of document or log

4/6 people mentioned taking medication as management

5/6 mentioned self care/self management as a way of managing their health

4/6 track information for themselves

3/6 use information for their doctors

2/6 use information for their own analysis

Statistics Continued

Satisfaction with Current System

Somewhat Unsatisfied
16.9%

Neutral
16.6%

Somewhat Satisfied
66.4%
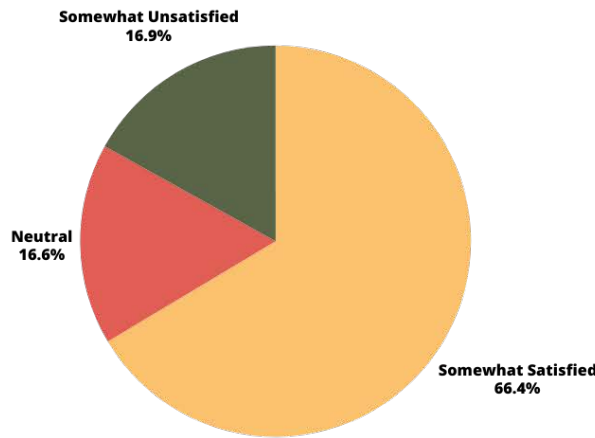
Would You Use a Health Tracking App

Yes
100%

Weight — 4 (57.1%)
Exercise — 6 (85.7%)
Nutrition — 5 (71.4%)
Blood Sugar — 2 (28.6%)
Symptom Tracking — 7 (100%)
Blood pressure — 2 (28.6%)
Sleep — 2 (28.6%)
Heart rate — 3 (42.9%)
Blood Oxygen Levels — 1 (14.3%)
Bloodwork Results — 3 (42.9%)
Doctors Appointments — 5 (71.4%)
Medication and Supplement… — 6 (85.7%)
Resting Heartrate — 3 (42.9%)
Mood — 5 (71.4%)
Sodium intake, water intake — 1 (14.3%)
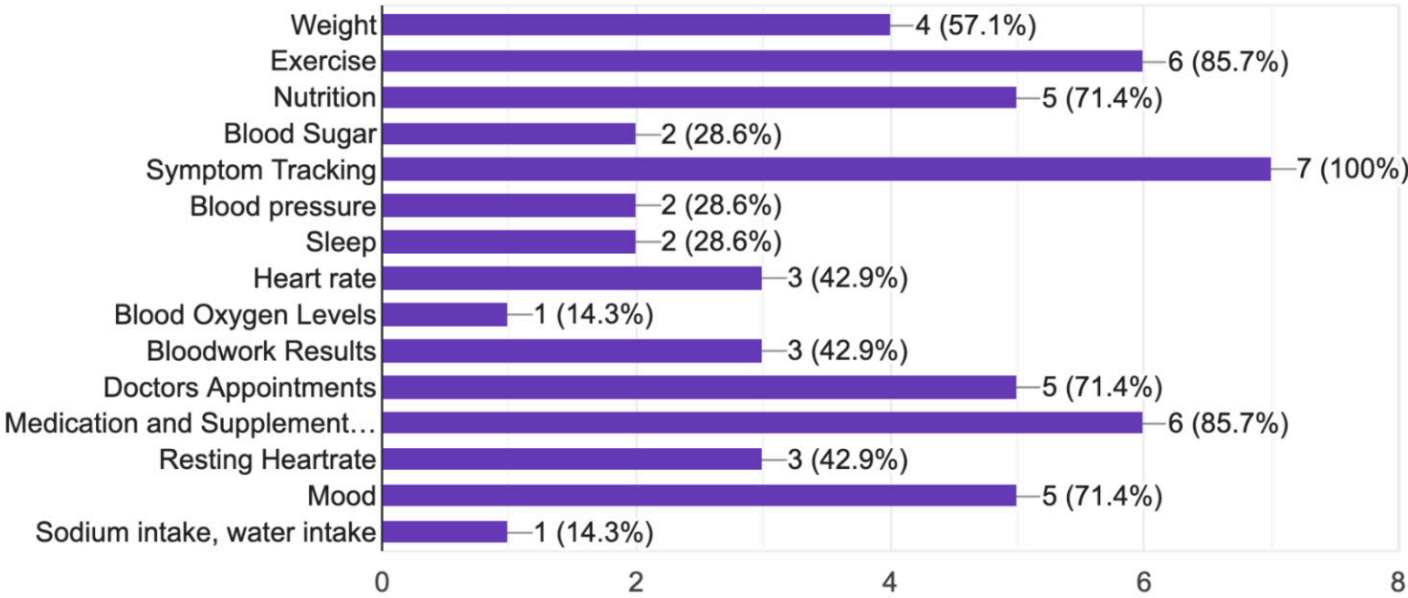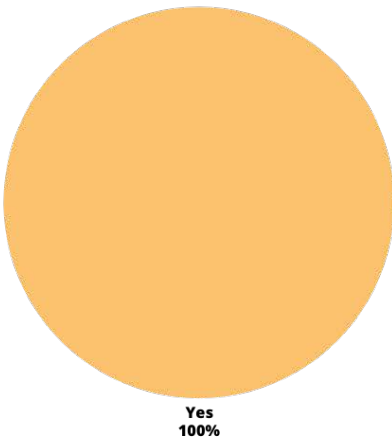
Quote Insights

Want...

"better charting/lists of practitioner names & numbers as well as med lists in the instance of emergency or for sharing between practitioners"

"a reminder for putting things in. I keep for- getting what app or when to log or that i even need to log it"

"One that shows all my history and makes it easy to look at graphs/charts"

"consistent and accurate readings and tracking"

"Easy to use, easy on the eyes"

Interviews

The Interviews were held in person with a small sampling of people from different walks of life including nearing retirement, being a college student, and working a blue collar job. .

Questions

What is your chronic illness and how does it impact your life?

How do you currently manage your illness if at all?

How do you track health information for doctors if at all?

How do you track health information for your own use if at all?

What do you do with the data you collect?

What challenges do you run into while managing your wellness and symptoms?

Would you use an app to help manage and collect data on your illness?

What would you look for in an app that is meant to help manage your illness, or what would make it something you WANT to use?

Interview Analysis

To organize my data I sorted out the answers to each question and changed the color of the sticky note to reflect pain points, neutrality and hopes or wants. I then sorted the answers by topic into 6 categories: co morbidity, daily impact, doctor/patient relationships, self management, tracking health data, and wishes/needs. I summarized key points found in each color category and used the colors as a heat map to determine the areas of ones health journey with the most pain points.

Pain Points

• The biggest pain points of being chronically ill are the daily impact and self management

• Chronic illness limits physical and sometimes mental capability

• Life and health is unpredictable and FRUSTRATING to the point of not wanting to do anything

• Chronic illness is lonely. family, friends, and even doctors often don't understand. and when you miss things you become isolated

Experience Mapping

Experience maps were filled out in person by the people who were interviewed. They detailed each person's experience from pre-chronic illness to their hopes for the future.
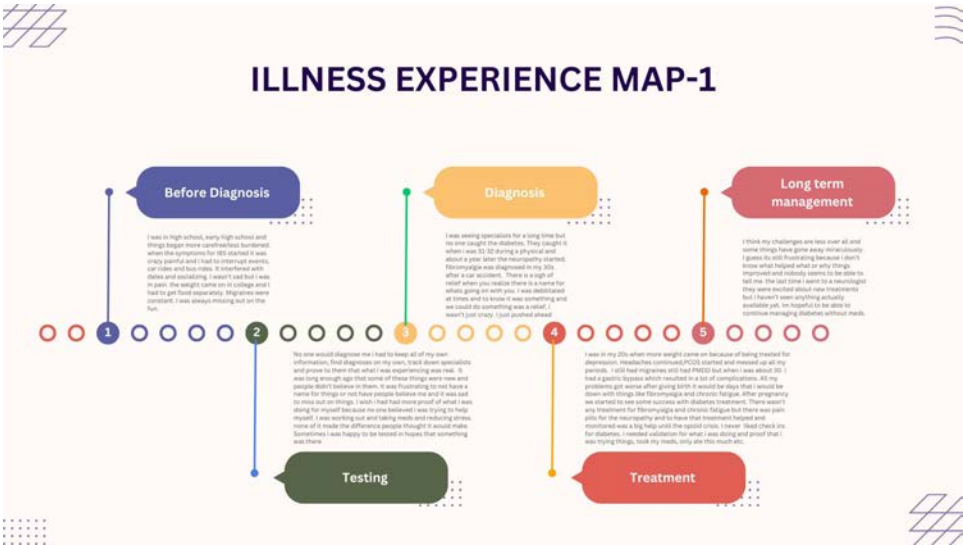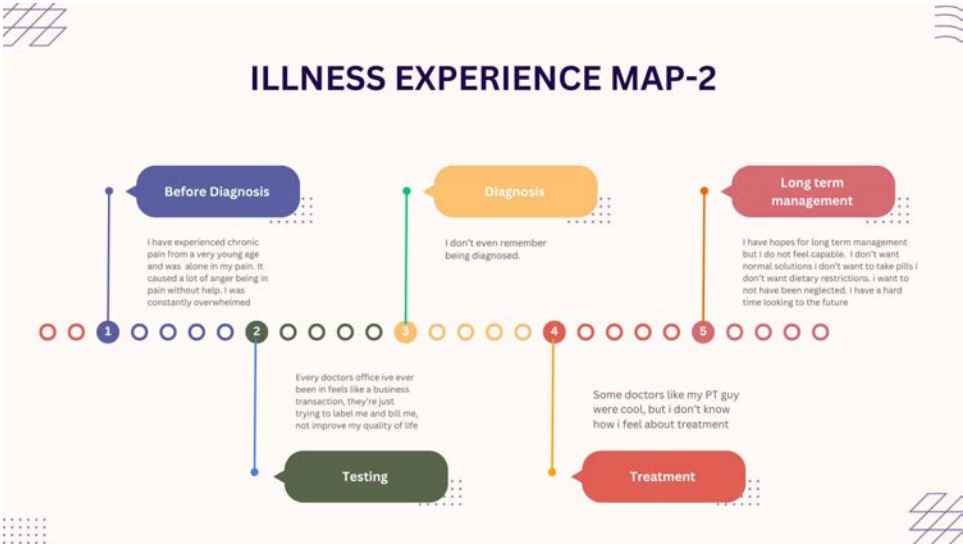
Experience Map Analysis

To Analyze the Experience Maps, I summarized the pain points of each response and categorized positive, neutral, and negative responses. I then looked for commonalities between responses based on the different stages of each person's journey.

Key Insights

• Pre Diagnosis is lonely and separates you from other people.

• Testing and working towards a diagnosis often involves fighting for quality care.

• Receiving a diagnosis can be a relief or unsubstantial..

• Treatment involves mixed emotions and side effects. You want help but the help is not always very helpful

• There is hope for the future, but looking towards the future is emotionally strenuous.

Notable Quotes

" *No one would diagnose me i had to keep all of my own information, find diagnoses on my own, track down specialists and prove to them that what i was experiencing was real. It was long enough ago that some of these things were new and people didn't believe in them.* "

" *I wish i had more proof of what i was doing for myself because no one believed i was trying to help myself.* "

" *Every doctors office I've ever been in feels like a business transaction, they're just trying to label me and bill me, not improve my quality of life* "

User Journey Map

Sharing Data

- Receive reminder of doctors appointment
- share pdfs of data visualization with doctors office
- Pull up summary of current treatments (meds, last a appointment)
- pull up summary of experiential notes

Using App

- Symptom Tracking
- Manually inputting health data
- Approving data pull from secondary source
- Viewing analysis

Customizing App

- Setting up dashboard
- Connecting to any health tracking devices or apps
- Scan or Manually insert medical history

First Introduction

- Learn about app
- download app
- create and account

Roboto

Chronic Illness Management App Experience Map

This experience map visualizes the ideal user experience, specifically for our proto-customer, Daniel. This map will serve as our guide as we design the product, particularly the first prototype.

Daniel -
"I am looking to live a healthier lifestyle and take control of my illness"

Age: 35
Family: Single, no children
Household Income: $70,000

Stages	FIRST INTRODUCTION	CUSTOMIZING APP	USING APP	SHARING DATA
Key Actions	• Learn about app • download app • create and account	• Setting up dashboard • Connecting to any health tracking devices or apps • Scan or Manually insert medical history	• Symptom Tracking • Manually inputting health data • Approving data pull from secondary source • Viewing analysis	• Receive reminder of doctors appointment • share pdfs of data visualization with doctors office • Pull up summary of current treatments (meds, last a appointment) • pull up summary of experiential notes
Doing	Hears about app from doctor or peer interacts with information online about the app Finds the app in the app store Dowloads app Creates account through app using email	Customizes look, feel, and services of dashboard Give permissions to other apps and devices to share data Share medical history document and save via scaning, information sharing, or manually inputting information	Sees notification prompts from app Tracks symptoms Manually inputs information Takes pictures of nutrition labels, lab documents, appointment summaries, water intake Sees lifestyle change suggestions Sees prompts to consult with doctor based on anomalies Sees data visualization	Receives appointment reminder Export recent data visualization Provide doctors contact information to send data Pull up current treatment plan pull up any notes made
Touchpoints	Huma interaction (word of mouth) App Email	health tracking devices (dexcom, fitbit, oura ring, heartrate monitor App Camera /Scanner	Medical Documents App Camera /Scanner	Notification App
Questions	How does this app work?	Will this app protect my privacy/data? Why do they need this information? How do I know what I need to track? What will the app do with this data?	Am I using this correctly? What if I forget to log data Why do they need these docs? I'm almost done right? How do I understand the data	How do I share this information with my doctor? Will my doctor take me seriously? Am I forgetting anything?
Emotions	Excited, Optimistic, Skeptical	Frustration Confusion Skeptical	Stressed Emotional Conffusion	Confident Prepared Relieved
Opportunities	• Educate Doctors/Healthcare Workers • Educate user on what the app is • Provide a simple download and clear steps to create an account	• Provide Privacy Explanation and agreement • Explanation of how the app uses information, everything is optional • Use service to request docs on behalf of the user, which would reduce the load on user • Enter diagnosis/issues and receive a prompt for what data metrics to add • Design a clear document flow system • Automatically convert files to PDF so clients can take photos	• Provide confirmation, encouragement and suggestions • Send out data logging reminders • Provide incentives/rewards • Educate users on the benefits of self management • Give lifestyle change suggestions and recommendations to see a doctor based off of data • Explanation options of what the data visualization means and normal ranges	• Provide prompt for doctors office information to send over • Give encouraging reminders

Summary of Insights
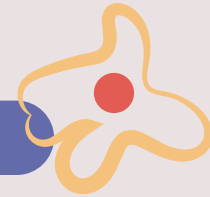
- We live in a society focused on treatment, not prevention leaving almost half of Americans suffering from chronic conditions.

- Chronic conditions are exhausting, lonely, and restrictive.

- Self management of health, specifically data tracking is physical and emotional work.

Chronic Condition:

" *I don't want to think about it, it already consumes so much of my life.* "

Personas

Daniel Gallego
Front-End Engineer
Located in London, UK
Age 35
Married
No Kids
Annual Income: $70,000

Interests
Travelling, cooking, sports, reading books, psychology.

Diagnosis
Struggles with type 1 diabetes.

Management
Medication management and tracking blood sugar.

Goals
To obtain tools to keep logs of insulin dosages and blood sugar, manage nutrition, and track symptoms and activity.

Motivation
To live a healthier life and take control of his illness.

Frustration
Inaccurate and inconsistent readings, lack of easy data sharing with family and doctors.

Personas

Kimberly Nyguen
Retired
Located in Boston, Massachusetts
Age 71
Widowed
3 Kids
Annual Income: $100,000

Interests
Art, Writing, Listening to Music.

Diagnosis
Struggles with bone cancer, chronic back pain, anemia, and fibromyalgia.

Management
Medication management, regular check ins with doctors, chemotherapy, mobility aides, pacing, and rest.

Goals
To track medications, symptoms, doctors appointmentse, nutrition, activity/exercise, and sleep.

Motivation
To beat cancer and be able to play with her grandchildren.

Frustration
Pain makes it hard to be active, symptoms from cancer and other illnesses overlap, and chemo makes her extremely tired and out of it.

Personas

Elizabeth Knowlton
High school Student
Located in Columbus Ohio
Age 17
Single
No Kids
No Income

Interests
Art, Writing, Listening to Music.

Diagnosis
Struggles with POTS, ME/CFS, Hypermobility Syndrome.

Management
Medication management, regular check ins with doctors, braces and mobility aides, extra salt and electrolyte consumption, pacing, and rest.

Goals
To track medications, symptoms, doctors appointments, water intake, nutrition, activity/exercise, and sleep.

Motivation
To manage symptoms so she can graduate high school and go to college.

Frustration
Brain fog causes her to be forgetful, symptoms overlap and are confusing, nutrition trackers don't go in depth enough. Tracking is time and energy consuming.

BRAND CONCEPT

Design Principles

- **Empowered:**
  Giving people the strength the take control of their health.

- **Connection:**
  Providing a community of people with similar experiences.

- **Personal**
  Creating an individualized experience meant to truly help YOU.

- **Inclusive:**
  Cultivating a space that is usable by anyone who needs it.

- **Encouragement:**
  Providing validation, kind words, and support along peoples health care journeys.

Mood Boards

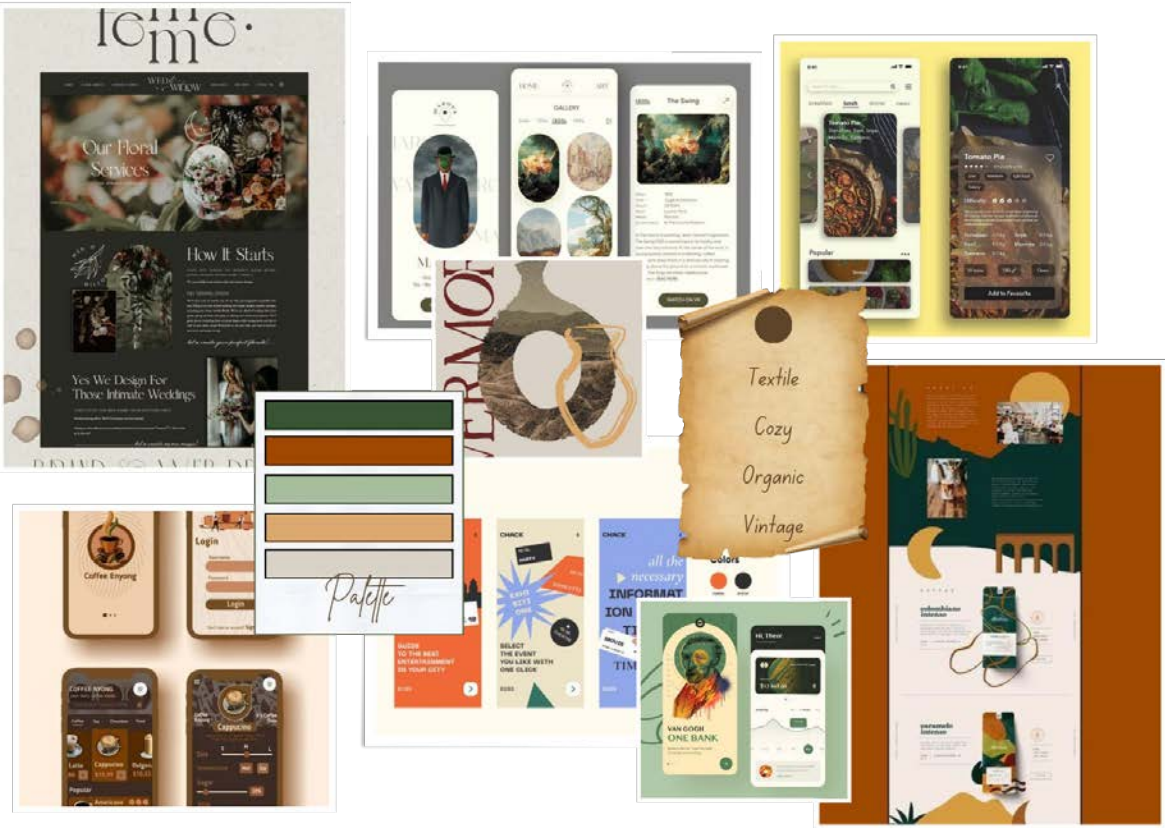Before ideating for my brand system, I browsed Pinterest to find inspiration for the look and feel of the app. Then I pulled images to create vision positioning boards for three concepts. Ultimately I chose my third mood board, Bright Day.
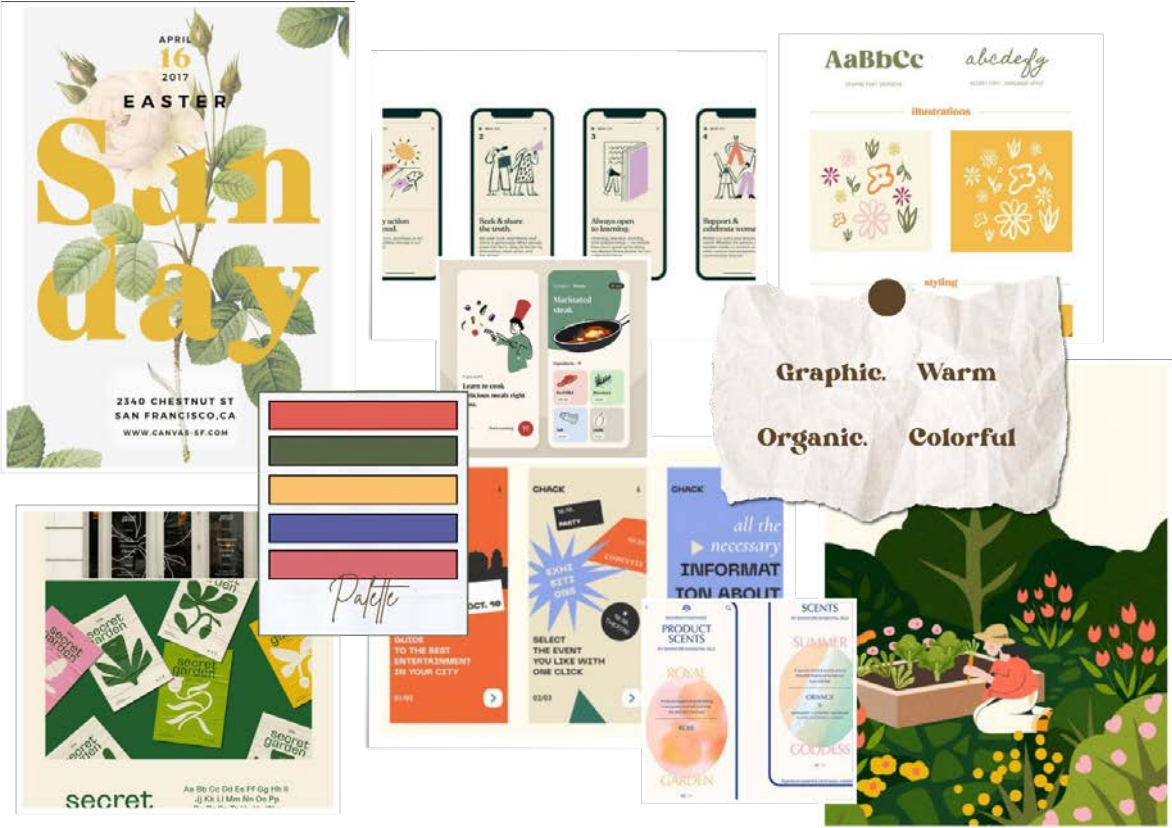
Bright Realism

Palette

Energetic
Bright
Photo
Realistic
Scientific

Jessica Malony

Moody Hybrid ————————————————

Bright Day ————————————————

Jessica Malony

Jessica Malony

Brand Overview

What?
Chronical is a health data tracking app that stores all of your medical information in one easily accessible place, and analyzes your data to create personalized feedback based off of your needs, symptoms, conditions, and how they connect to each other.

Why?
Chronic conditions are stressful and exhausting to manage. The main source of treatments is at home self-management which can be complex and overwhelming, especially for users with multiple conditions that often overlap.

Who?
This app is for anyone coping with a chronic condition or caring for someone with a chronic condition.

How?
The brand accomplishes it's mission by addressing the emotional and physical labor involved in managing chronic conditions and catering to the pain points of self-managing in order to create a platform meant to be simple and rewarding.

Ideation

I began my process by exploring potential names, which I narrowed down to two. I then sketched mark concepts that aligned with the potential names.
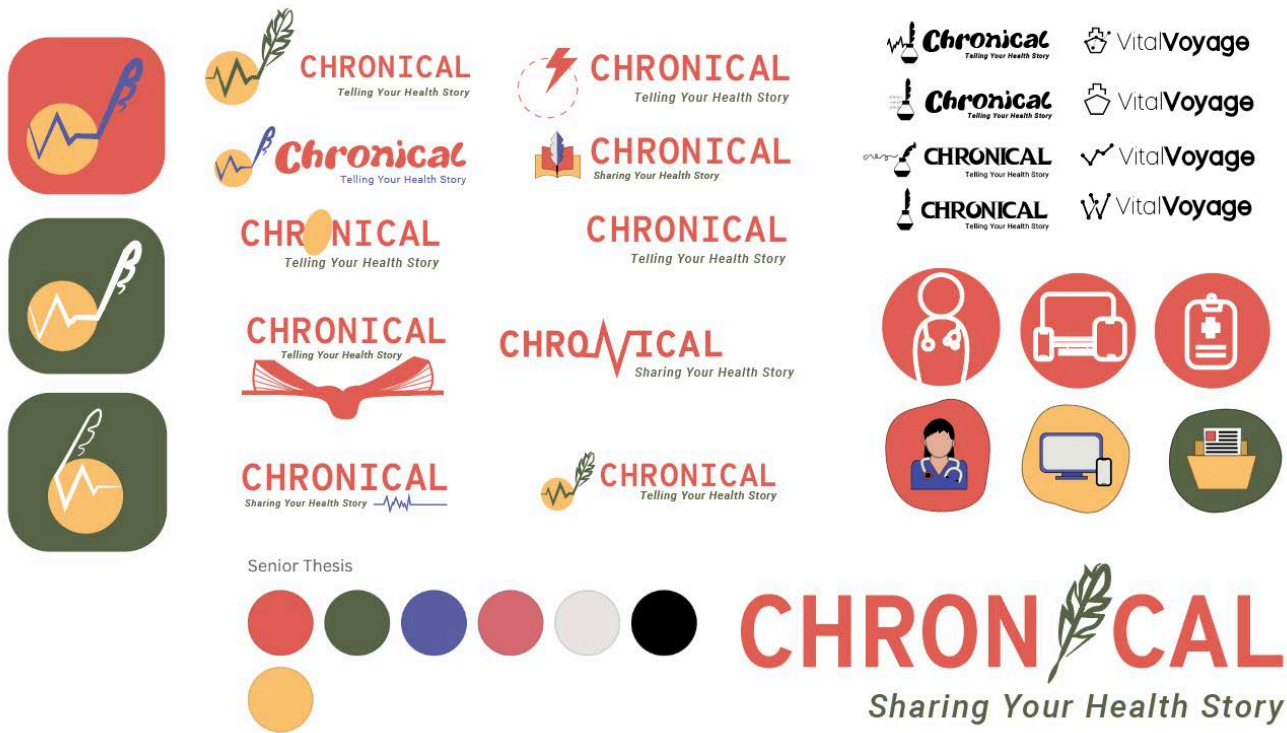
Ideation Continued

I also explored different typefaces for each or my brand name options before combining the work mark with a graphic mark.

Additionally, I explored color usage and combinations based off of my mood boards, as well as some iconography designs in order to determine the brand's visual language.

Logo mark

Name: Chronic + Chronicle = **Chronical**

A play on the combination of chronic conditions and chronicling a story which is further emphasized by the addition of a feather or quill mark, traditionally used for writing.

Typography

Chronical utilizes the accessible and typewriter inspired serif font, Overpass Mono in bold, for headings and the word mark in order to tie into the idea of writing your own story. Additionally Roboto is used in multiple different weights as a sans serif accessible font, commonly used in the healthcare industry. For a touch of whimsy to call back to the idea of chronicling, the font, Fairytail is used sparingly for special call outs.

Wordmark   Mark

CHRON|CAL
Sharing Your Health Story

Tagline

Overpass Mono Bold	Roboto Bold	Roboto Regular	FairyTail
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABCDEFGHIJKLMN OPQRSTUVWXYZ	ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz
HEADING	SUBHEADING	BODY	ACCENT

Color Application

The brand color palette is warm and uplifting, using high contrast colors that are ever so slightly subdued so as not to be too overwhelming to the eye. The brand features a variety of colors to cater to clear graphics and data visualization.

Scampi	Ebb	Mandy	Rajah	Willow Grove	New York Pink	Dark Blue
R: 100 G: 108 B: 172	R: 234 G: 226 B: 226	R: 226 G: 92 B: 84	R: 245 G: 194 B: 125	R: 100 G: 116 B: 92	R: 211 G: 108 B: 116	R: 16 G: 33 B: 39
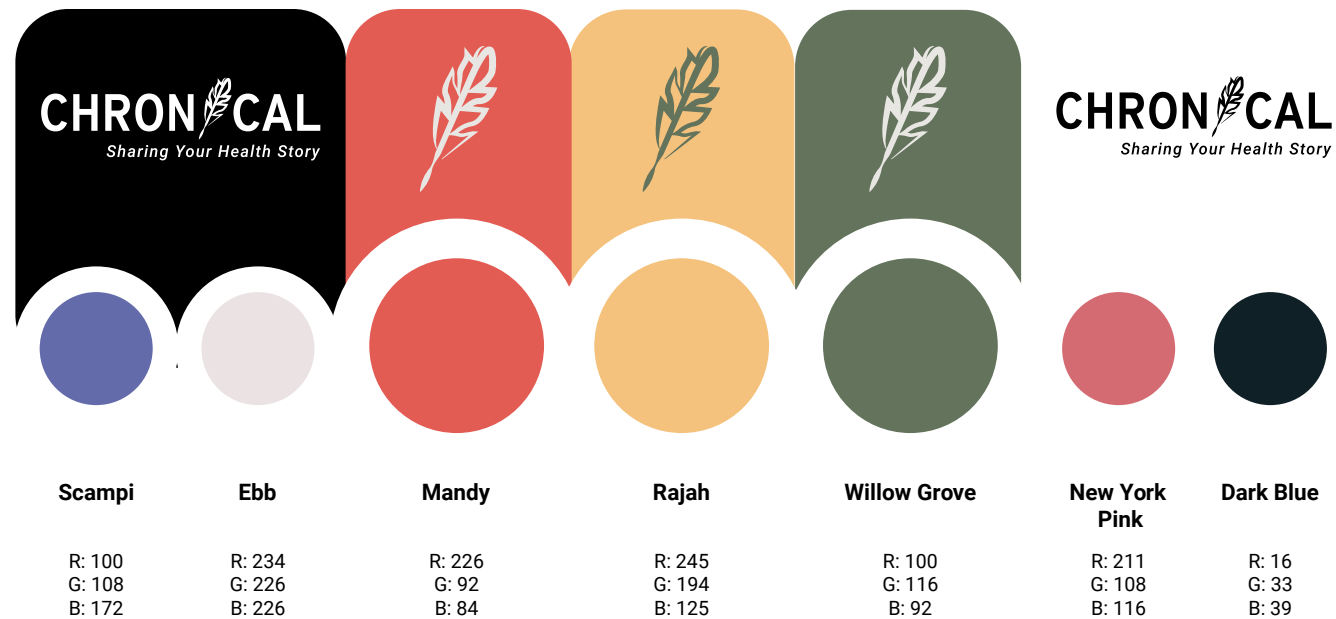
Graphics

The brand's graphics are bold and playful with a warm and illustrative feel to them.

SOLUTION

App

- **Site Map:**
  Web showing how the different screens of the app are
  connected. A navigation system

- **Priority Guides:**
  Organization system for crucial touch points
  and information.

- **Ideation:**
  Process of organizing layout.

- **Wire frames:**
  A clean and structured preview to the app's look
  and feel

- **Final Design**

Site Map

I created two different site maps. One is a simplified version exhibiting the most important pages of the app and how they connect to each other. The second is more complex and expands upon pop up and secondary screens.
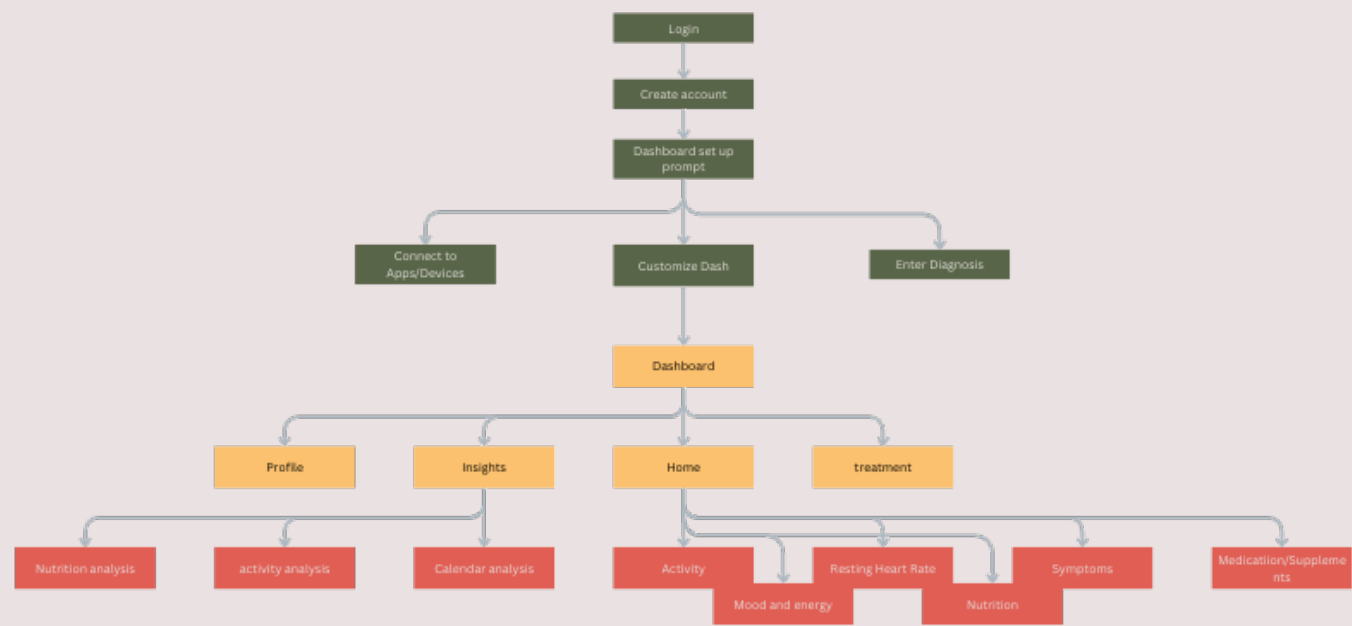
The second is more complex and expands upon pop up and secondary screens.

Ideation

During the ideation phase I experimented with basic layout designs for key screens from my site map..
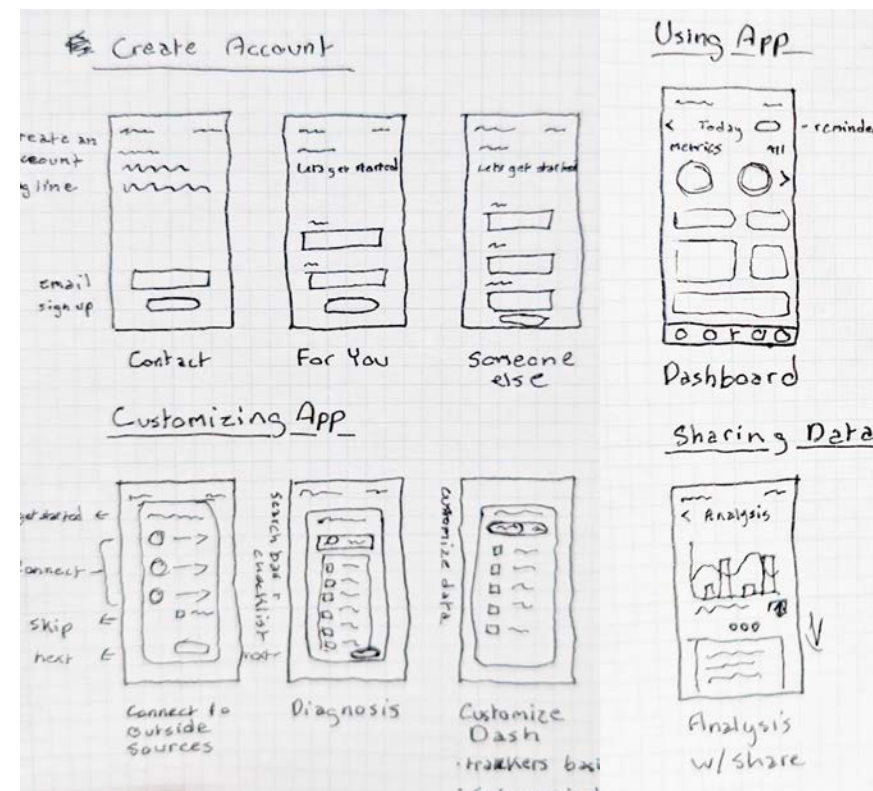
Priority Guides

Before Jumping into wire frames i created priority guides *inspired by ZoCo. to organize some of my crucial touch points and information. I focused on organizing the content for the login/account creation process, setting up the users dashboard, and the dashboard itself

Wire frames
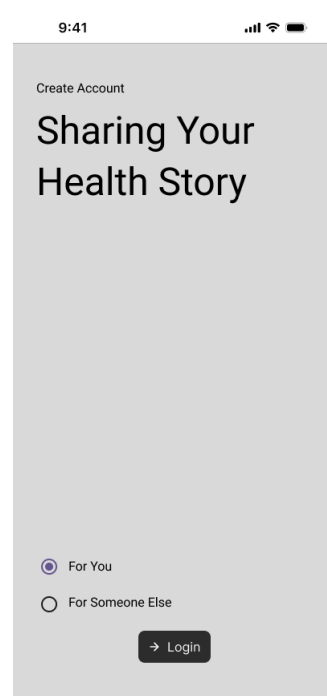
Create Account/ Login
This page invites you to give your contact information and asks if the account is for you or someone else.
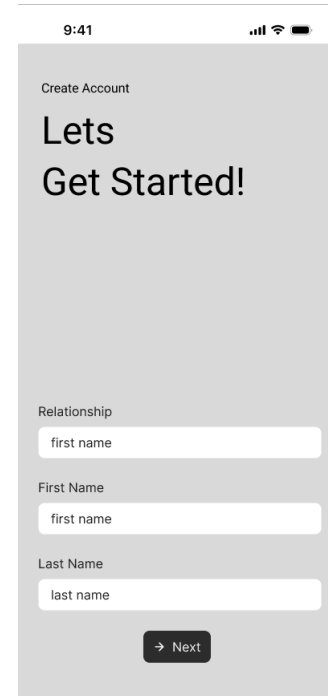
Create Account
This page is your second glance at the app, it invites you to give you to share who the account is for.

Create Account
This page is your second glance at the app, it invites you to give you to share who you are.
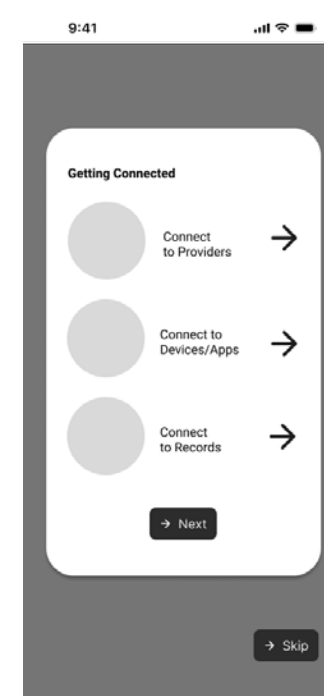
Get Connected
This page prompts security agreements and connects the user to outside apps and devices Additionally you can download medical records.
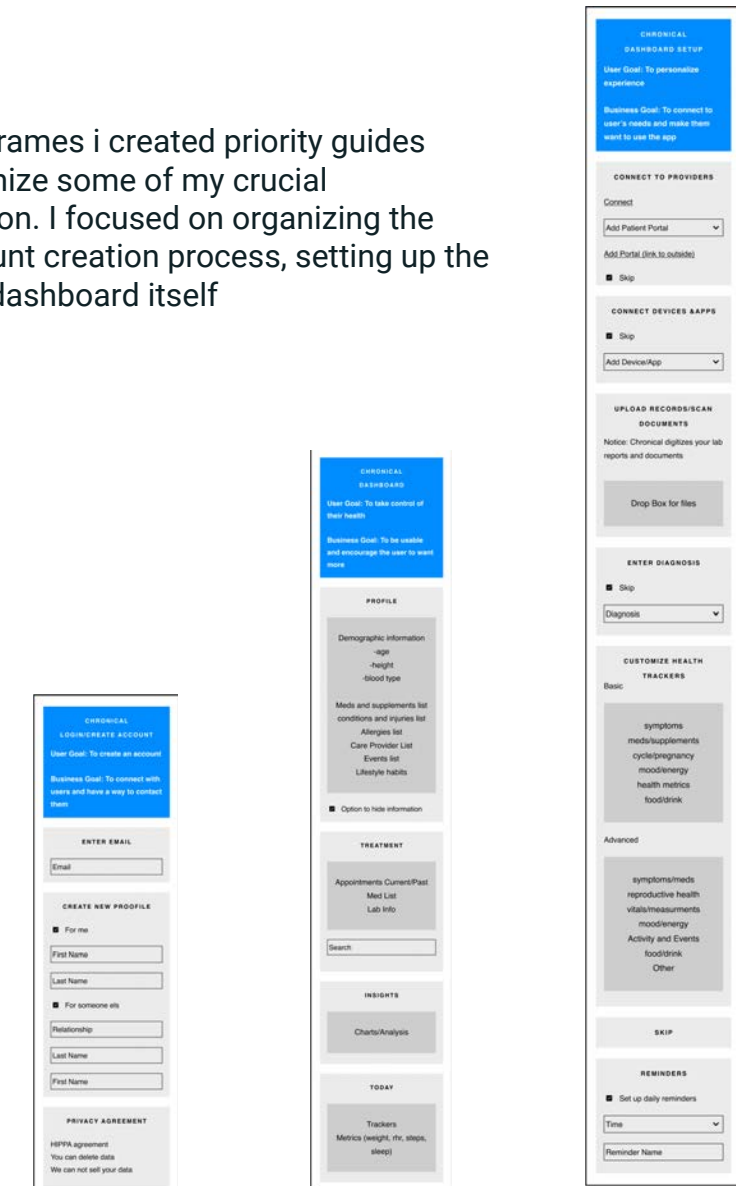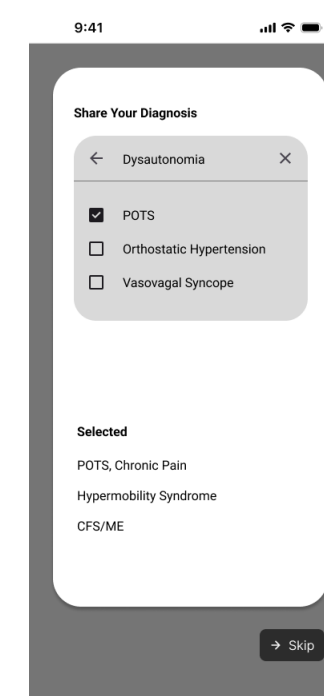

Diagnosis
This page invites users to log their illnesses or conditions. The user can use the search bar to look up their diagnosis or search alphabetically.
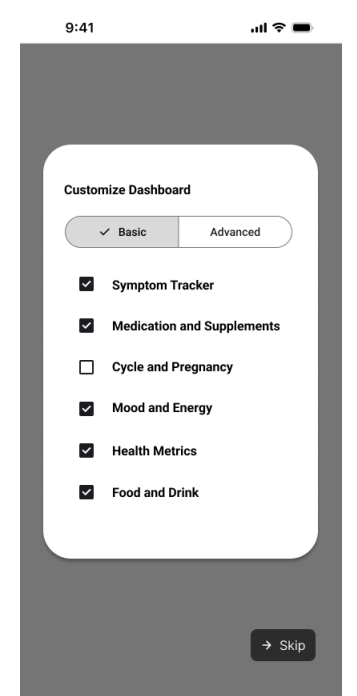
Customize Dash
This page prompts you to check off health and wellness information that you want to track. The page provides basic or advanced metrics.

Wire frames Continued
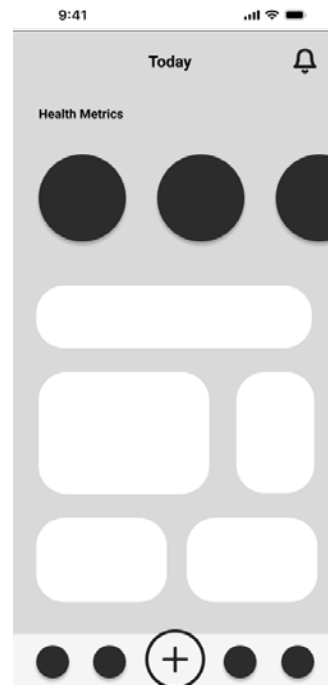
Dashboard/Home
This page shows places to input health and wellness information and summarizes your information for the day.
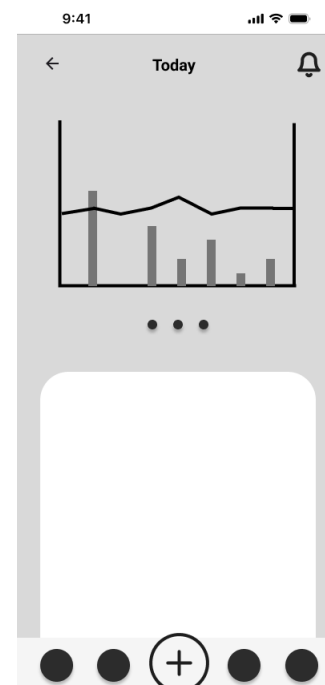
Activity Analysis
This page shows your heart rate highs and lows/resting heart rate, and activity/steps over the course of a week. At the bottom of the page, stats are laid out.
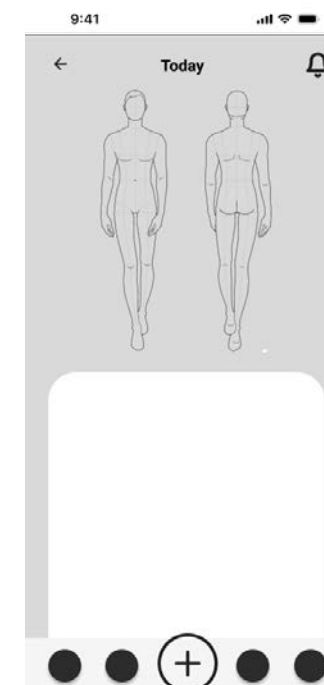
Symptom Analysis
This page shows the location of symptoms in the recent past using a body heat map and the option for deeper insight such as type of pain and notes about the topic.
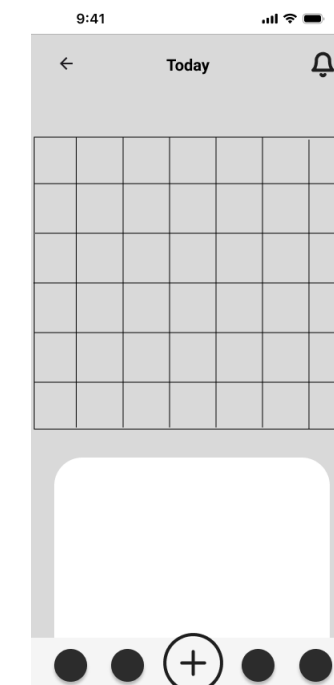
Calendar Analysis
This page tracks medication management, mood, and energy over time using a calendar.

Final Design

First Interaction

The login in pages give users the opportunity to fill in their contact information as well as determine whether the account is for them or they are creating it for someone else. These wire frames offer a personal and inclusive approach in alignment with my design principles
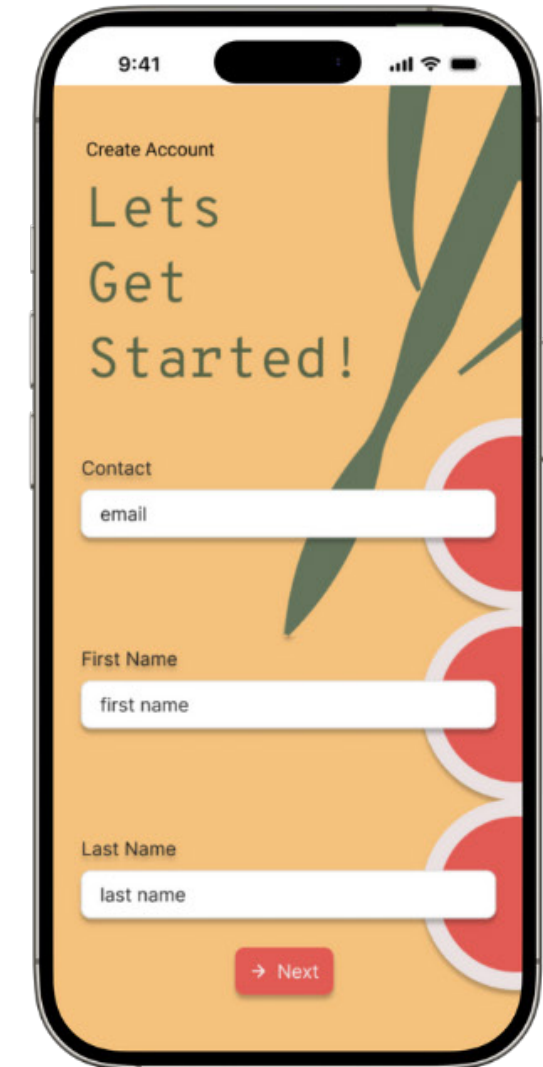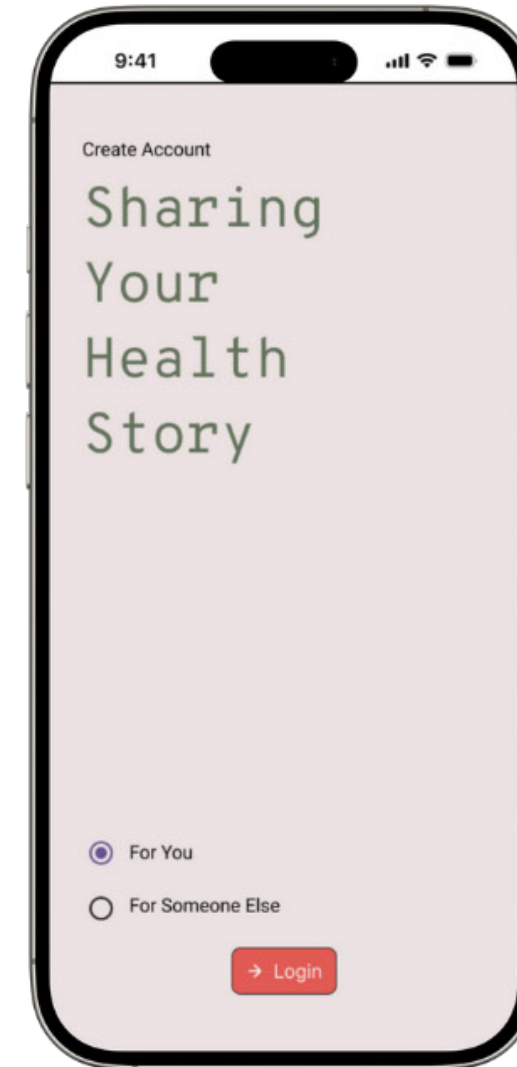
Final Design
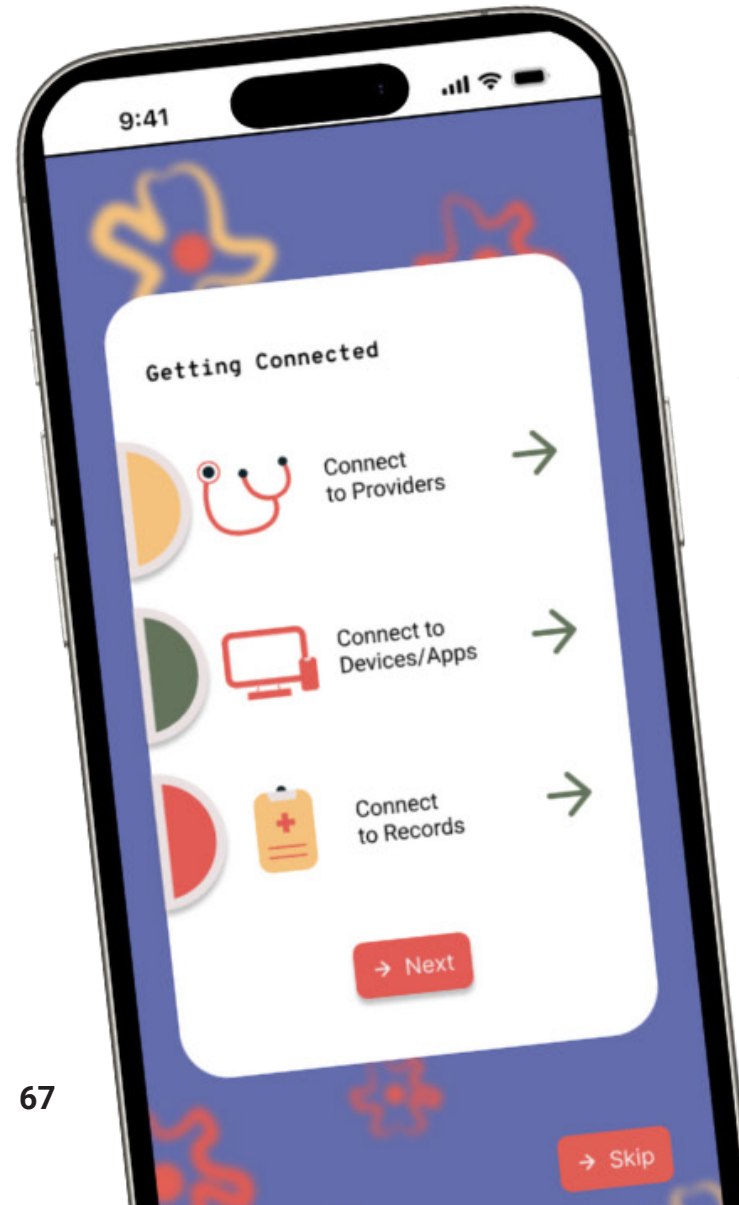
Custom Dash

The customization pages gives the user the opportunity to connect to their providers, other apps and devices, and your medical records. Then the user can fill in their diagnosis, and choose what data they want to track. The customizable features align with my design principles being empowering and personal.
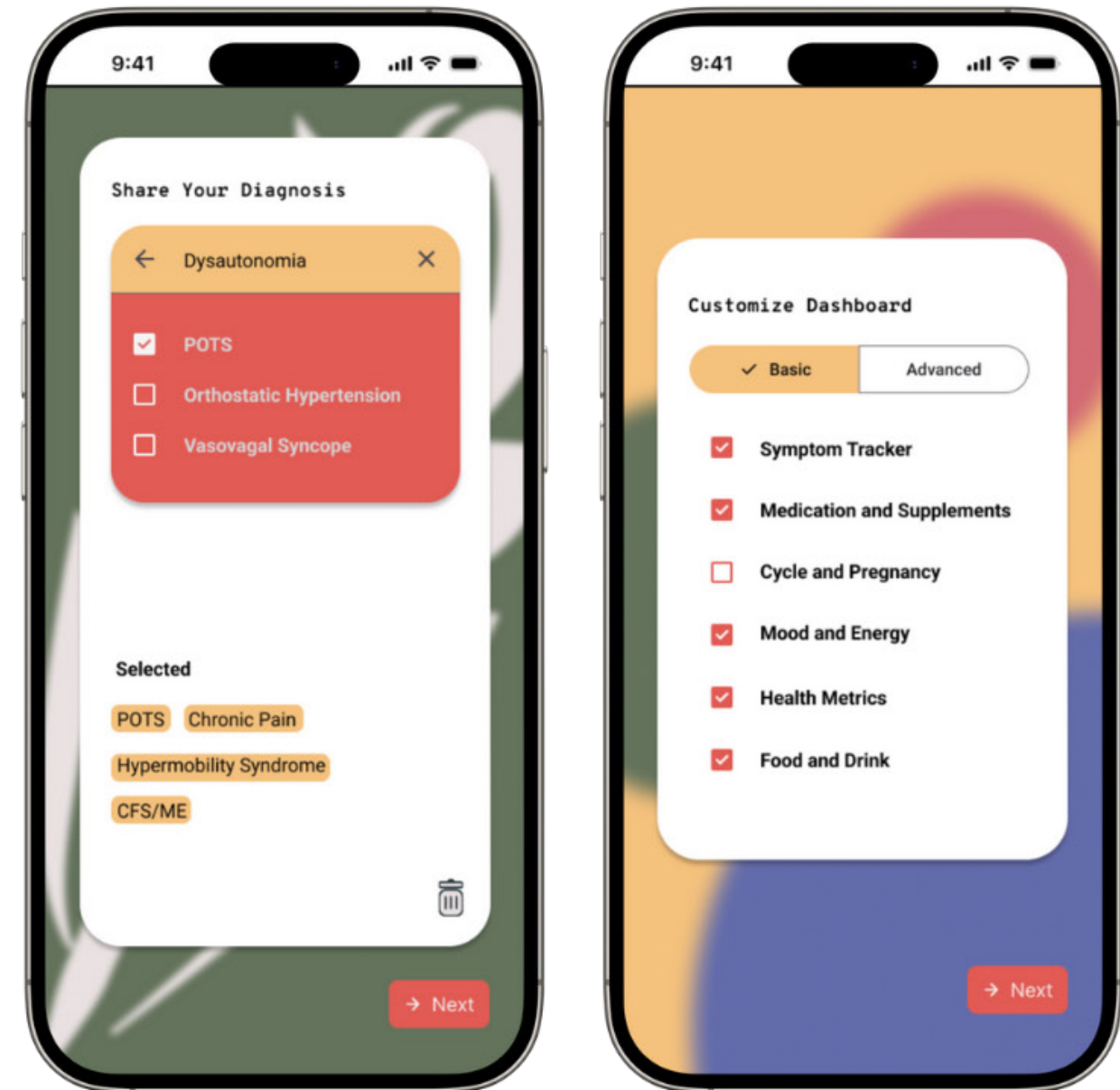
Final Design

Dashboard

The user's dashboard is based off of what they chose to track and can be changed at any time using the plus button. The dashboard always features links to pages for the users profile, treatment plan, data analysis and medical records, as well as a notifications button that signifies any alerts. The dashboard is personal and empowers users.
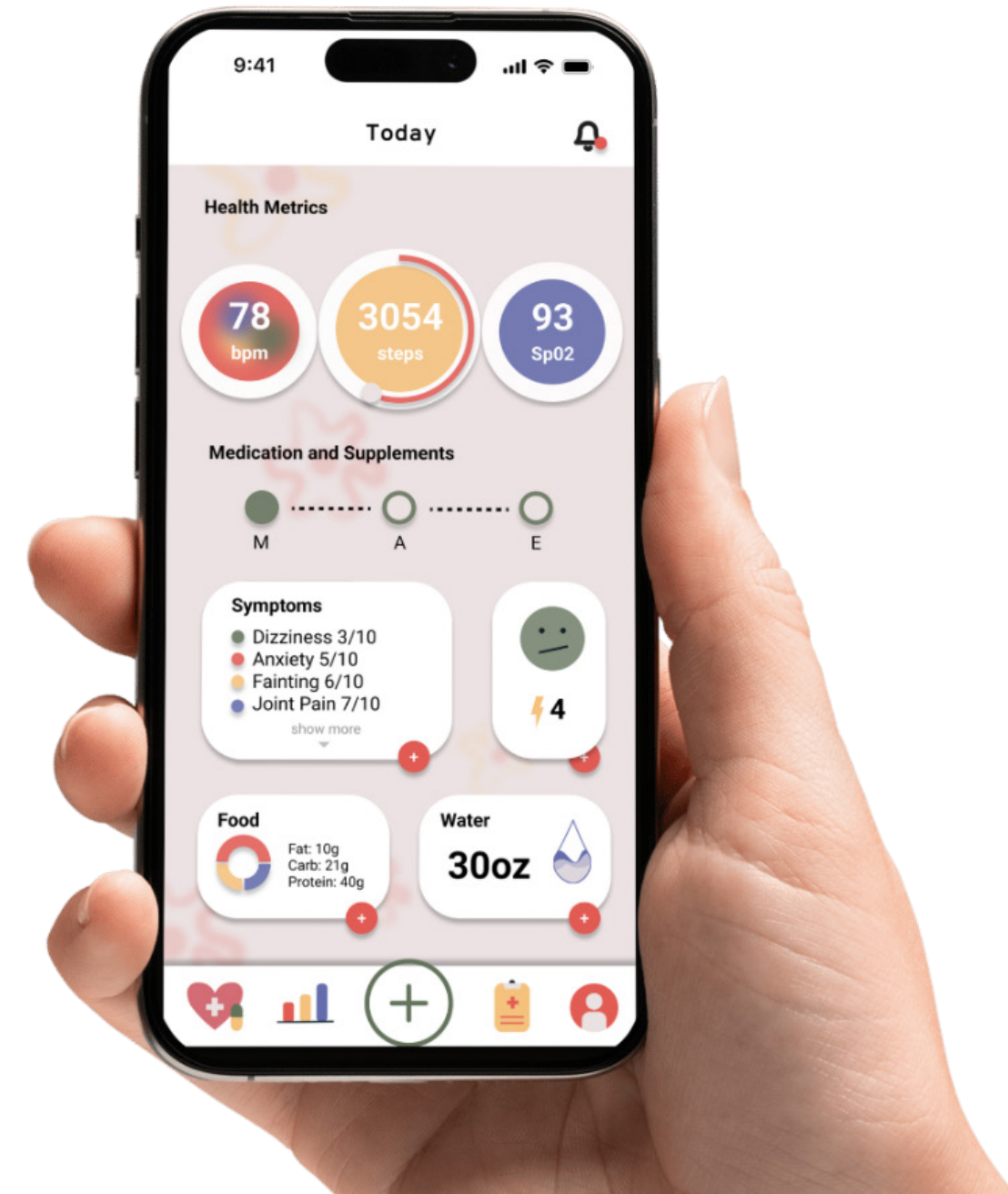
Final Design
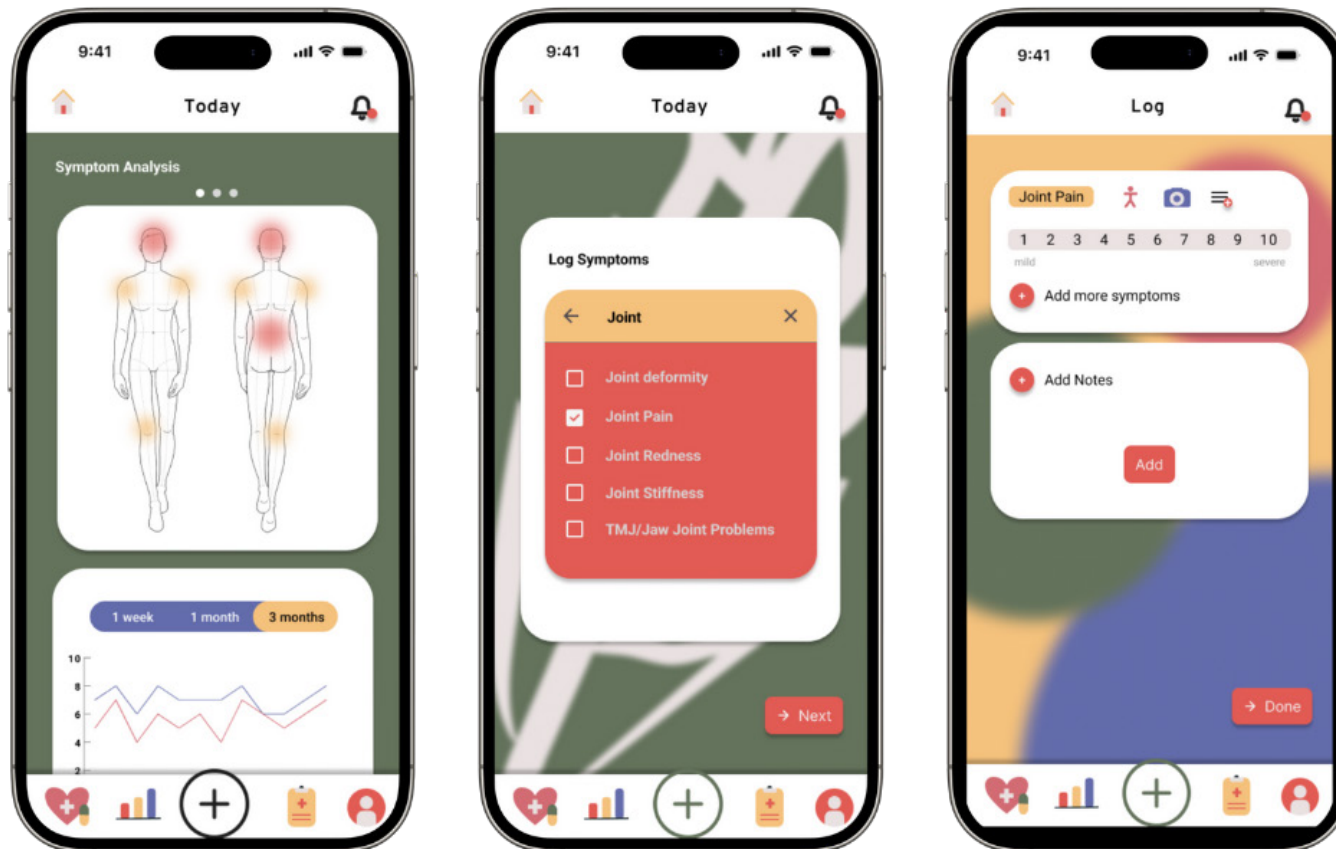
Dashboard

The user's dashboard is based off of what they chose to track and can be changed at any time using the plus button. The dashboard always features links to pages for the users profile, treatment plan, data analysis and medical records, as well as a notifications button that signifies any alerts. The dashboard is personal and empowers users.

Secondary Touch points

- **Instagram Carousel:**
  3 photo compositions designed for Instagram to advertise and event being put together by Chronical.

- **Newsletter:**
  A front and back printable piece detailing living with chronic condition and giving tips and tricks.

- **Merchandise:**
  A series of apparel items, stickers, and mugs representing the Chronical brand.

Objective

Through my secondary touch points I aimed to expand upon the Chronical universe by showing that Chronical is more than just an app, it is a lifestyle brand there to help users in all aspects of their wellbeing. This looks like a sampling of real world applications that can be interacted with by users.

Instagram Carousel

Newsletter

CHRON CAL
Newsletter | Volume 02
Nov. 11th, 2024

Dear Readers,

Chronic illness is an ongoing reality for millions of people around the world. Whether it's an autoimmune condition, chronic pain, mental health challenges, or another long-term health condition, managing your health day in and day out can often feel like a full-time job. But the good news is that you don't have to navigate this journey alone — and you certainly don't have to do it passively.

In this issue, we explore key strategies for self-managing chronic illness in ways that empower you to live a full, meaningful life. From taking charge of your health care to building supportive habits, we'll dive into tools, mindsets, and practices that can help you thrive, not just survive.

**Self-Management:
It's More Than Just Coping**

By focusing on small, consistent actions, people with chronic illnesses can improve their quality of life, reduce symptoms, and build resilience.

Knowledge of Your Condition:
Understand your diagnosis, treatment options, and how your condition impacts your body and life.

Active participation in care:
Communicate openly with your healthcare providers, ask questions, and advocate for treatments that align with your goals.

Lifestyle adjustments:
Nutrition, exercise, sleep, and stress management all play a crucial role in how you manage your illness day-to-day.

Building Your Chronic Illness Toolkit

Everyone's experience with chronic illness is unique, but there are certain tools and practices that can help most people manage their condition more effectively. Here are some to consider adding to your own toolkit:

Medication Management   **Mindfulness and Stress Reduction**   **Physical Activity and Movement**   **Sleep Hygiene**

Setting Realistic Goals:

When living with a chronic illness, it can be easy to feel overwhelmed by the day-to-day challenges. One key to self-management is setting realistic, achievable goals — and remembering that progress may come in small steps. Focus on things you can control, and break tasks down into manageable parts. For example, instead of saying "I need to feel better," you could set specific, attainable goals like:

- "I will do 10 minutes of stretching each day."
- "I will track my food intake to identify triggers."
- "I will rest for an hour in the afternoon to manage fatigue."

By celebrating small wins, you'll create momentum and a sense of accomplishment, which is invaluable for emotional well-being.

Nurturing Your Emotional Health:

Chronic illness doesn't just take a toll on the body; it affects mental health, too. Recognizing these emotions and seeking support is crucial for long-term self-management. Consider these tips to care for your emotional well-being:

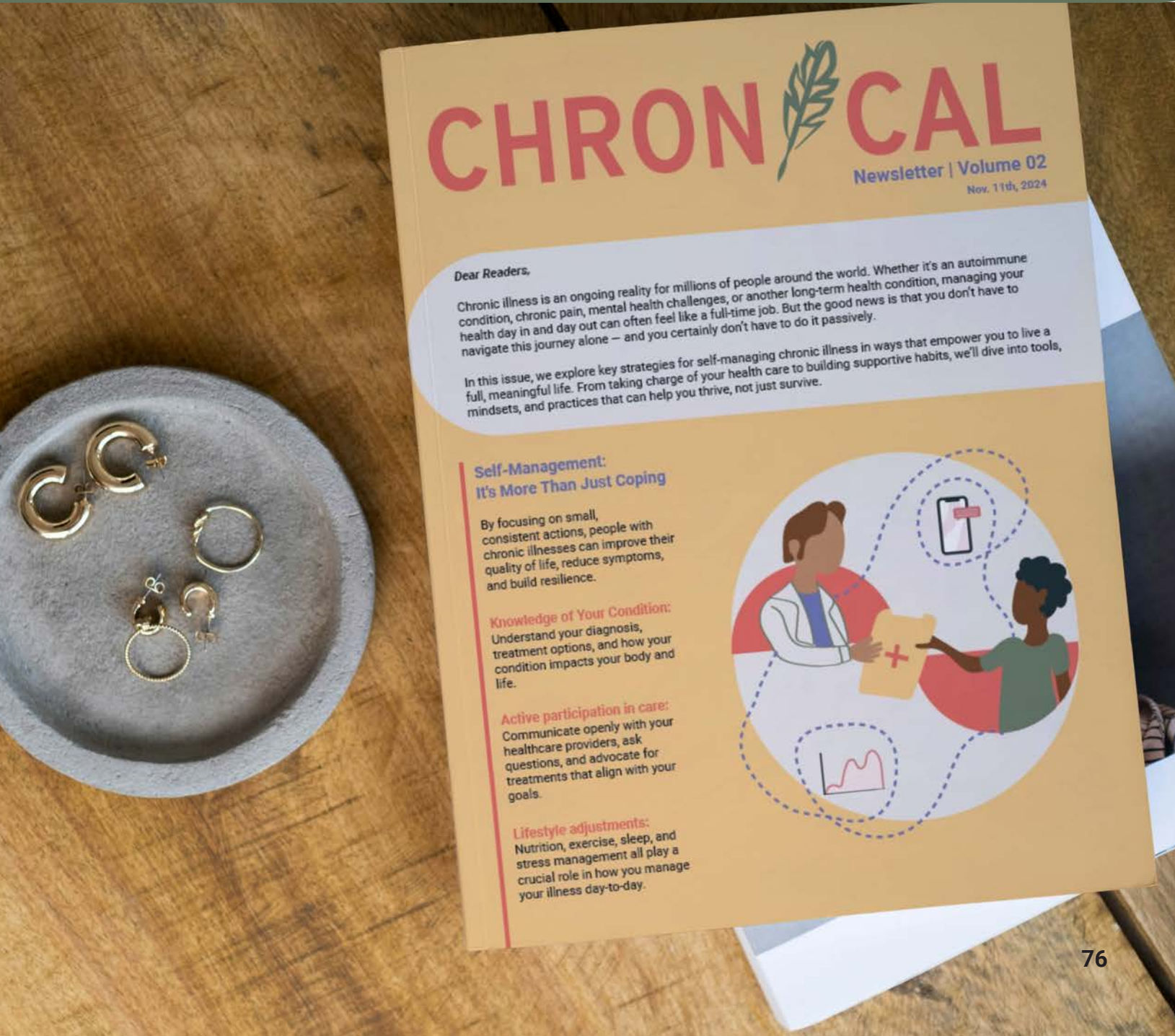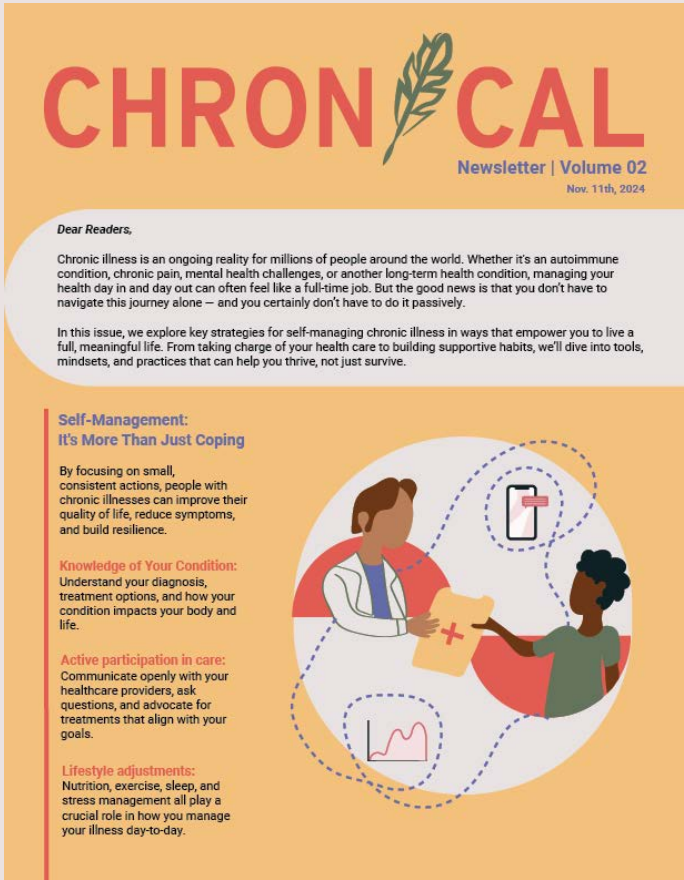- Talk to a professional: A therapist, counselor, or support group can help you process difficult emotions and develop coping strategies.
- Connect with others: Whether through online communities or local support groups, sharing your experiences with people who understand can be incredibly validating and helpful.
- Self-compassion: Be kind to yourself on days when things are tough. Accept that some days will be harder than others, and that's okay.

Self Advocacy:

Part of self-management is advocating for yourself — and for others facing similar challenges. Whether it's discussing your needs with your doctor, raising awareness about your condition, or seeking accommodations at work or school, self-advocacy is essential for accessing the resources and support you deserve.

Additionally, consider getting involved with organizations that support your condition. Not only can this offer you a sense of community and purpose, but it can also help raise awareness and push for better treatment options and policies.

In Conclusion: A Story of Resilience
Living with a chronic illness is undeniably challenging, but it also offers opportunities for personal growth, resilience, and self-discovery. Self-management is a journey — and you're not walking it alone. Together, we can share knowledge, strategies, and support to help one another lead fuller, healthier lives.

*Stay Strong, Stay Resilient, and Take Care of Yourself,
Your Health and Wellness Team at Chronical*
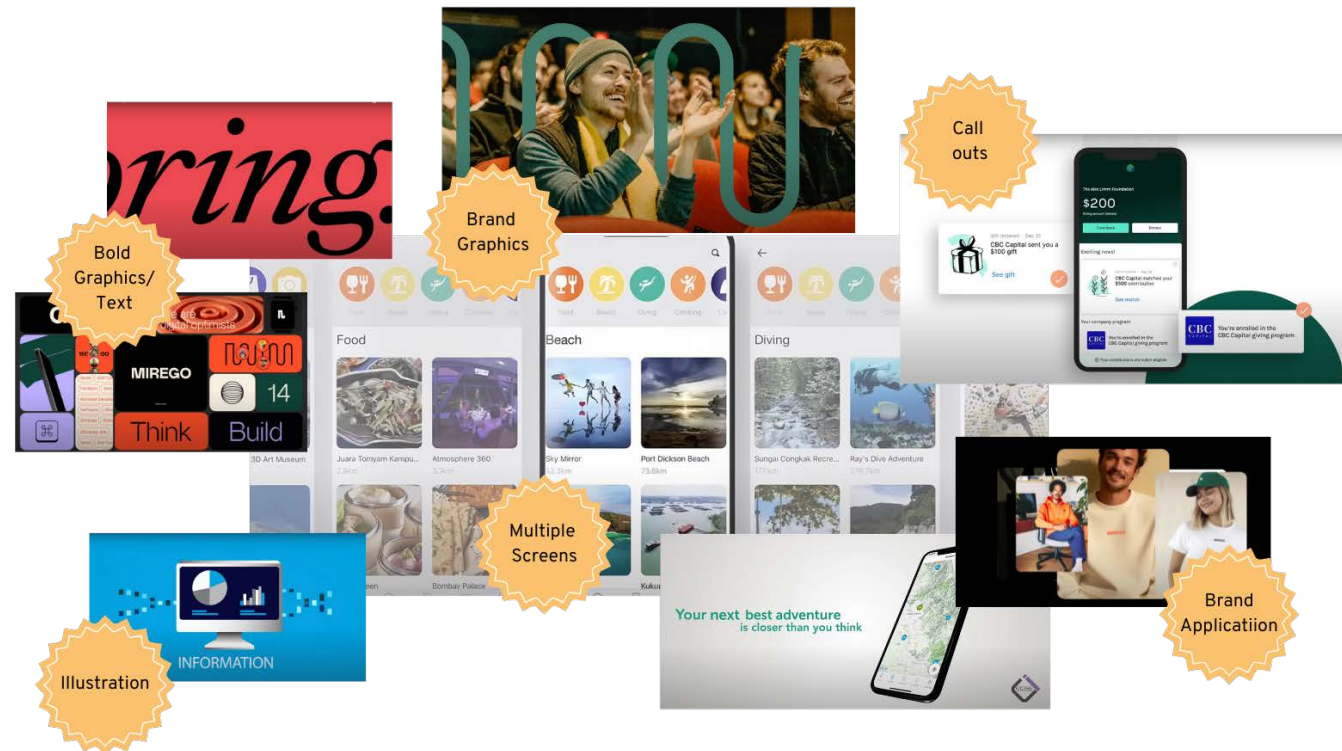
Merchandise

Video Production

- **Mood Board:**
  A Photo collage of inspiration from different promotional and explanatory videos.

- **Story Board:**
  10 still frame telling the intended story progression of my explanation video.

- **Video Stills:**
  A series of screens taken from key moments of my final explanation video..
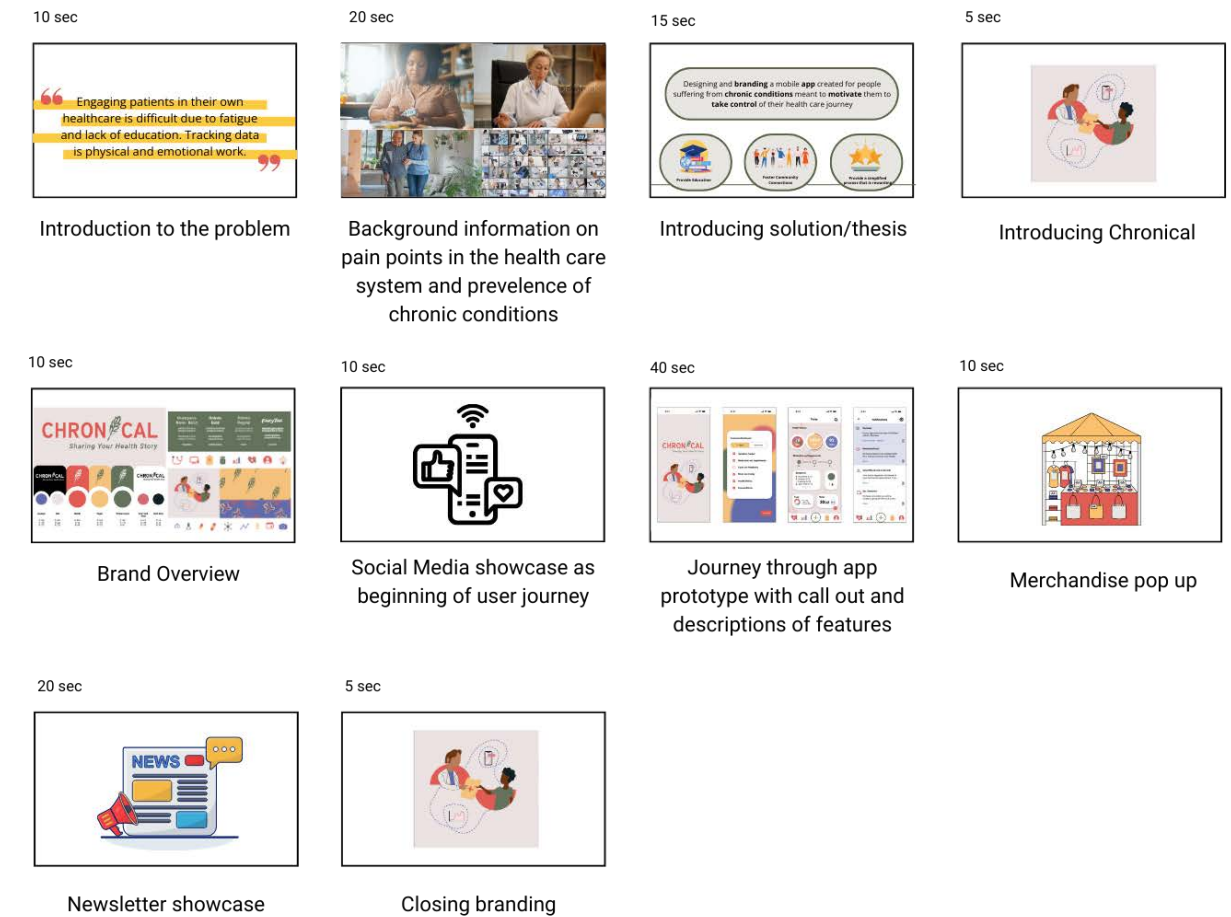
Objective

Through my video I aimed to paint a picture of chronic conditions and the people they impact, as well as providing a sense of hope, empowerment, and community. I used my video to showcase what the Chronical app can do as well as expanding the brand story to show that Chronical is more than just an app.
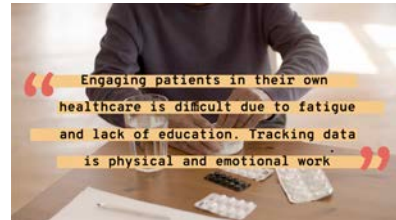
Mood Board

- Bold Graphics/ Text
- Brand Graphics
- Call outs
- Multiple Screens
- Brand Applicatiion
- Illustration

Story Board

10 sec

Introduction to the problem

20 sec

Background information on pain points in the health care system and prevelence of chronic conditions

15 sec

Introducing solution/thesis

5 sec

Introducing Chronical

10 sec

Brand Overview

10 sec

Social Media showcase as beginning of user journey

40 sec

Journey through app prototype with call out and descriptions of features

10 sec

Merchandise pop up

20 sec

Newsletter showcase

5 sec

Closing branding

Video Stills

1

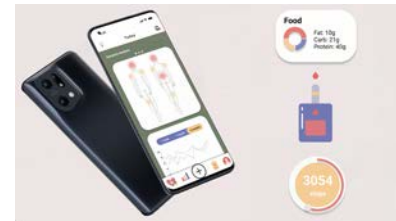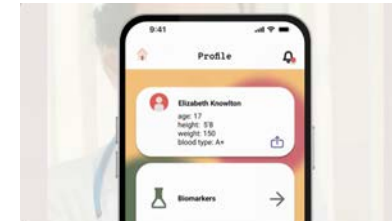2

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https://www.chartspan.com/blog/the-most-common-chronic-diseases-and-how-to-manage-them-with-ccm/

Chronic Care Management (CC)

Chronic Disease Self-Management Program

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https://flaredown.com/

https://www.aha.org/system/files/content/00-10/071204_H4L_FocusonWellness.pdf

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https://www.cancer.gov/publications/dictionaries/cancer-terms/def/chronic-disease

https://www.cdc.gov/pcd/issues/2024/23_0267.htm#:~:text=An%20estimated%20129%20million%20people,and%20Human%20Services%20(2).

https://www.chartspan.com/blog/the-most-common-chronic-diseases-and-how-to-manage-them-with-ccm/

https://my.clevelandclinic.org/health/articles/co morbidities

https://www.mobihealthnews.com/news/new-omada-care-program-cuts-down-pcp-visits-making-its-own-adjustments-patient-meds

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10262344/

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5876976

https://time.com/7010448/health-metrics-everyone-should-know/

Visuals

Pexels

AdobeStock

Canva Pro

Murf.ai

Pinterest

Jessica Malony

Design 5300.03/5103

Thesis Documentation

Fall 2024