

Sprint 0

Lilly



Group E

Esophageal



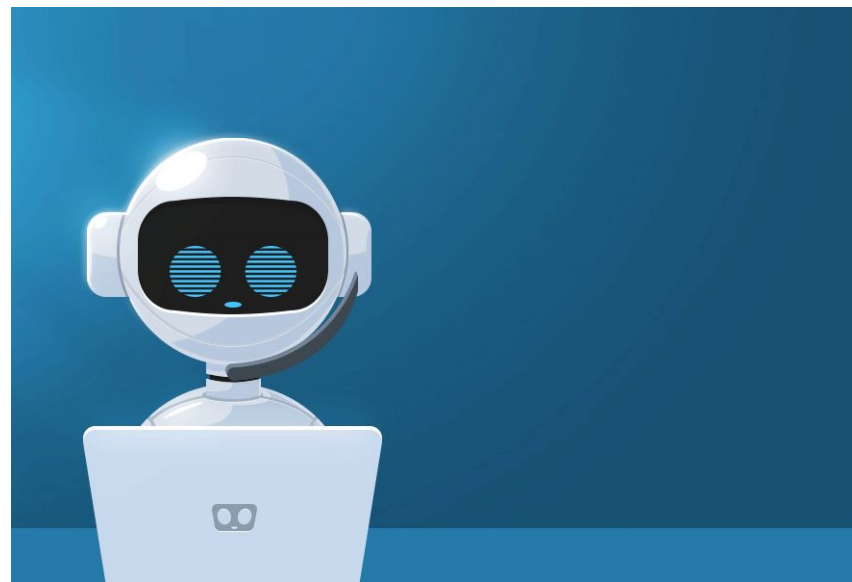
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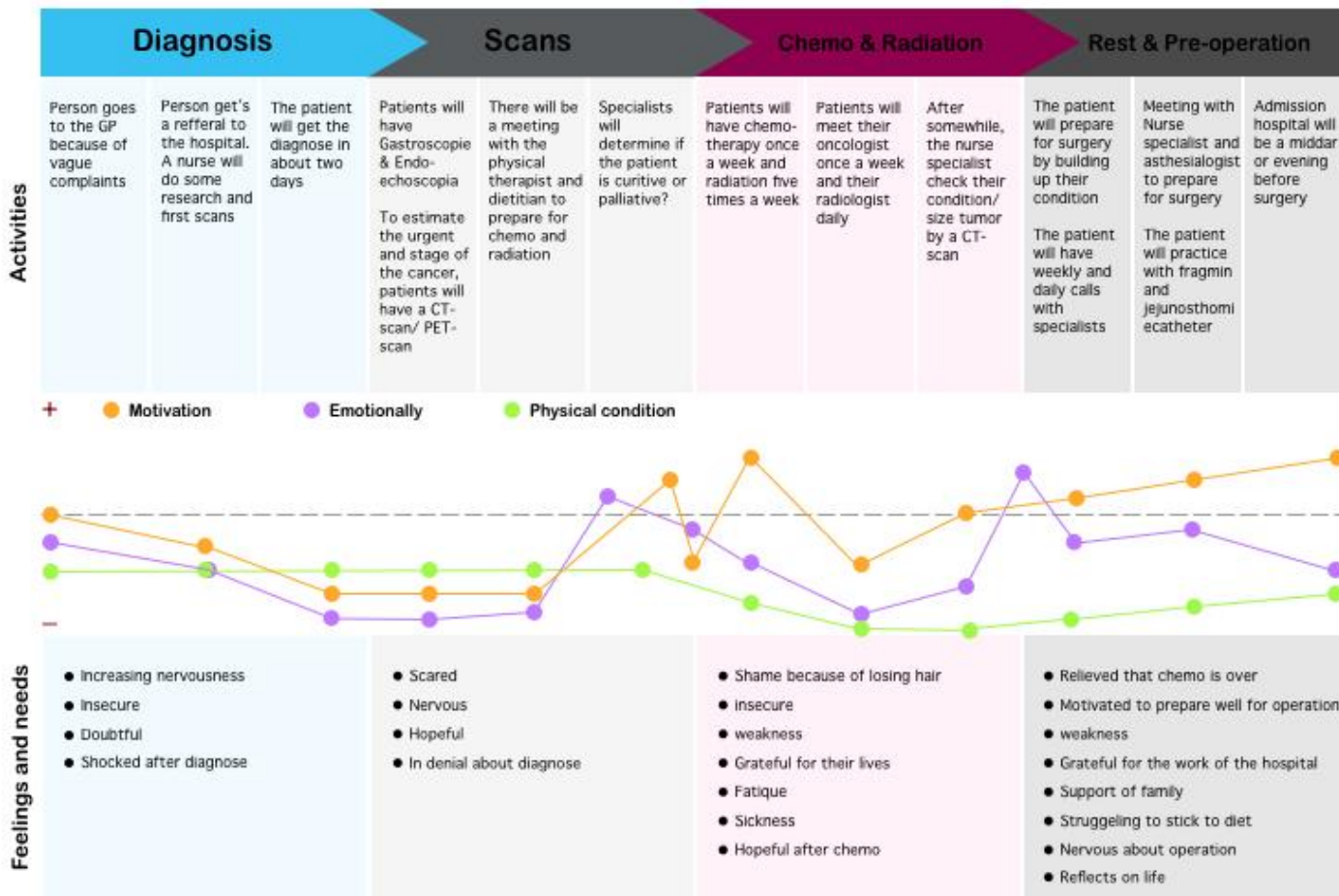
Project Definition



Optimal condition and patient experience

- The cancer
- The process
- Required diet
- Healthier life
- Exercise
- Emotions and experiences





Chatbots in healthcare

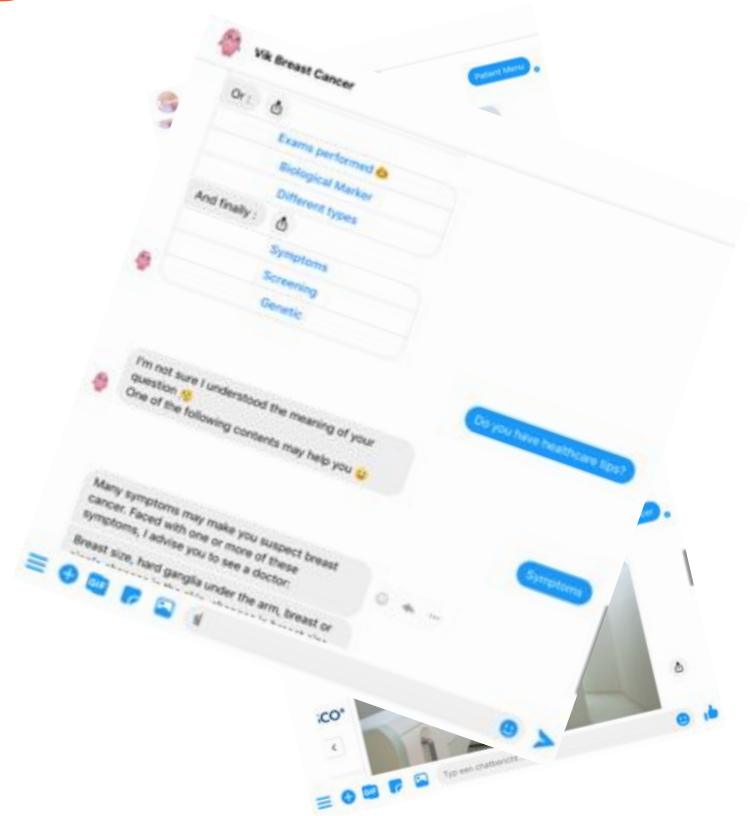
Advantages of chatbots

- Healthcare monitoring
- Active way for a patient to gather information
- Emotional and informational support

Obstacles for the target group

- Trust
- Communicates in a not-natural “non-human” way

Potential in Healthcare, physicians believe...



Personas

Persona
Say hello to Gerald



This is Gerald. **Gerald** is a **68-year-old** man who lives near Eindhoven. He **lost his wife** a few years earlier and had **no children** of his own. He is **very positive** in life and has no problem with being alone. He **loves music** and has a **passion for singing**. His passion gives him a lot of opportunities to meet new and interesting people.

He has **three really close friends**. One friend is a **62-year-old man** who he met because of music. This friend named **Karl plays piano** but is in an early stage of **dementia**. Gerald as his best friend is always there for Karl to **help him** in and around his house. Gerald was a **marketing strategist** but **retired** only 4 years earlier. **Gerald is a positive man who loves life and is helping friend**.

After struggling with **endless tiring hiccups**, he visited a doctor. This doctor sent him directly to hospital for **diagnostic tests**. After a few days he got the dreaded call. He had to come to the oncologist and he immediately knew what was wrong. He taught, **his life was going to be very different from what he was used**.

Persona
Anja sends her love.



Meet Anja, a super hip 62-year-old **grandma** with lots of style. She loves to be in the **center of attention**. With lots of **friends, family and the love of her life** supporting her in every way possible. She is never alone because she **loves to entertain her grandchildren**. Having two working daughters she is full time nanny for her loving granddaughter and two grandsons.

She is a **creative** being and loves to be out with her **friends in the city**. Drinking lots of **thea and an occasional glass of red wine**. Her husband is a well-traveled man from whom she learned all about the **world cultures**. She would have loved to see the Stars on the Hollywood walk of fame and to see the Niagara Falls in Canada. Unfortunately, her **health was never that good**.

Being **asthmatic** she had to **cough a lot** and sometime has a hard time breathing. She is a adventures woman and wanted to get cleared for traveling to a country far away. During this checkup the **doctor found something that would change her life** and her relationship with friends and family.

Designing for the target-group

What color can achieves trust?



| | | | |
|--------|--------|---------|-------|
| Health | Warmth | Calm | Calm |
| Life | Happy | Fun | Fun |
| Growth | Bright | Vibrant | Peace |
| | | Cool | |



| | | | |
|---------|-------|------------|----------|
| Love | Trust | Dominant | Sweet |
| Passion | Sky | Attention- | Soft |
| Power | Sea | grabbing | Love |
| Anger | | | Feminine |
| Blood | | | |
| Danger | | | |

Blue is the first color that is affected vision decline due to age. Blue becomes harder to distinguish and can become faded or desaturated.

Designing for the target-group



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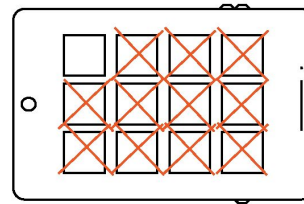
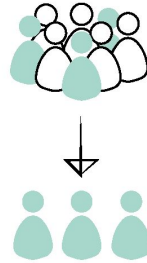
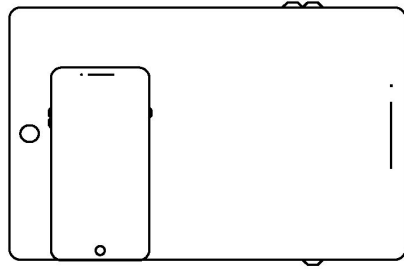
Don't **fear** text



Space



Designing for the target-group



Next Iteration

Creative Concept

Concept Iteration

Concept visualisation

Prototyping

Sprint 1

Prototype

Scenario and wireframe



User Journey

