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BRIEF:

CREATE A DIGITAL COMPANION TO  
EMPOWER INDIVIDUALS LIVING  
WITH DIABETES.

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# PROBLEM STATEMENT:

Diabetes is a terminal illness that must be treated holistically with insulin and lifestyle adjustments in both mental and physical health to slow down the disease's progression.

***Impact:*** Patients struggle to surmount mental health hurdles in order to address their physical needs.

***Solution:*** Create a tool that empowers individuals living with diabetes by holistically addressing mental and physical health.

## COMPETITION

# Separating ourselves from the competition

## HUMAN CENTERED DESIGN

- User Experience
- Simplicity
- Personalization
- Behavior change



## Functionality

- Relevant Capabilities
- Clinical recommendations
- HCP facing tools
- Automation

## POINTS OF DIFFERENTIATION

- User Experience
- Autonomy (clinical recommendation)
- Personalized education & goals
- Physician dashboard & pattern identification
- Comprehensive functionality, even in MVP\* (release 1)

## DESIGN PRINCIPLES

# Setting guard rails for experience and prioritization

## PRODUCT ESSENCE

Energetic

Pragmatic

Designed by Experts

Approachable

Aspirational

## DESIGN PRINCIPLES

- **Contemporary:** A modern design that conveys emotion; consumer orientation to user experience
- **Simple & Intuitive:** Use clear & intuitive way-finding at all levels.
- **Data Centric:** Easy data capture; aggregate/visualize data to make it actionable for patients & HCPs
- **Personalized:** Meet the user where they are; right information at the right time
- **Small Steps:** Incremental behavior change approach to patient mastery (not a transformation)
- **Objective Focus:** Patient outcome is the primary goal; subtly promote Lilly, but must be 'Switzerland' positioning

## PERSONA DEVELOPMENT

*“Sandra, I have some bad news for you. Your last blood work shows that you have diabetes and need to start taking medication.”*



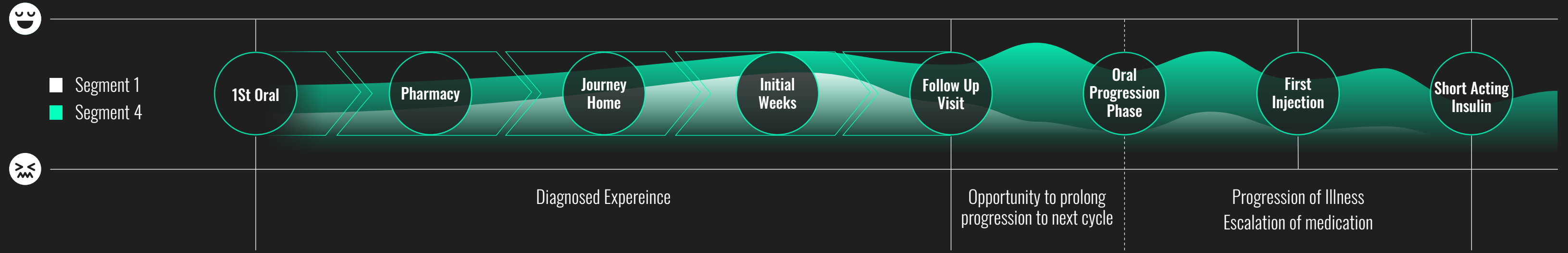
**SANDRA IS DIAGNOSED WITH TYPE 2 DIABETES**



*“Why Me? I can’t deal with this right now.”*

**SANDRA IS ASSESSING THE IMPACT OF DIABETES**

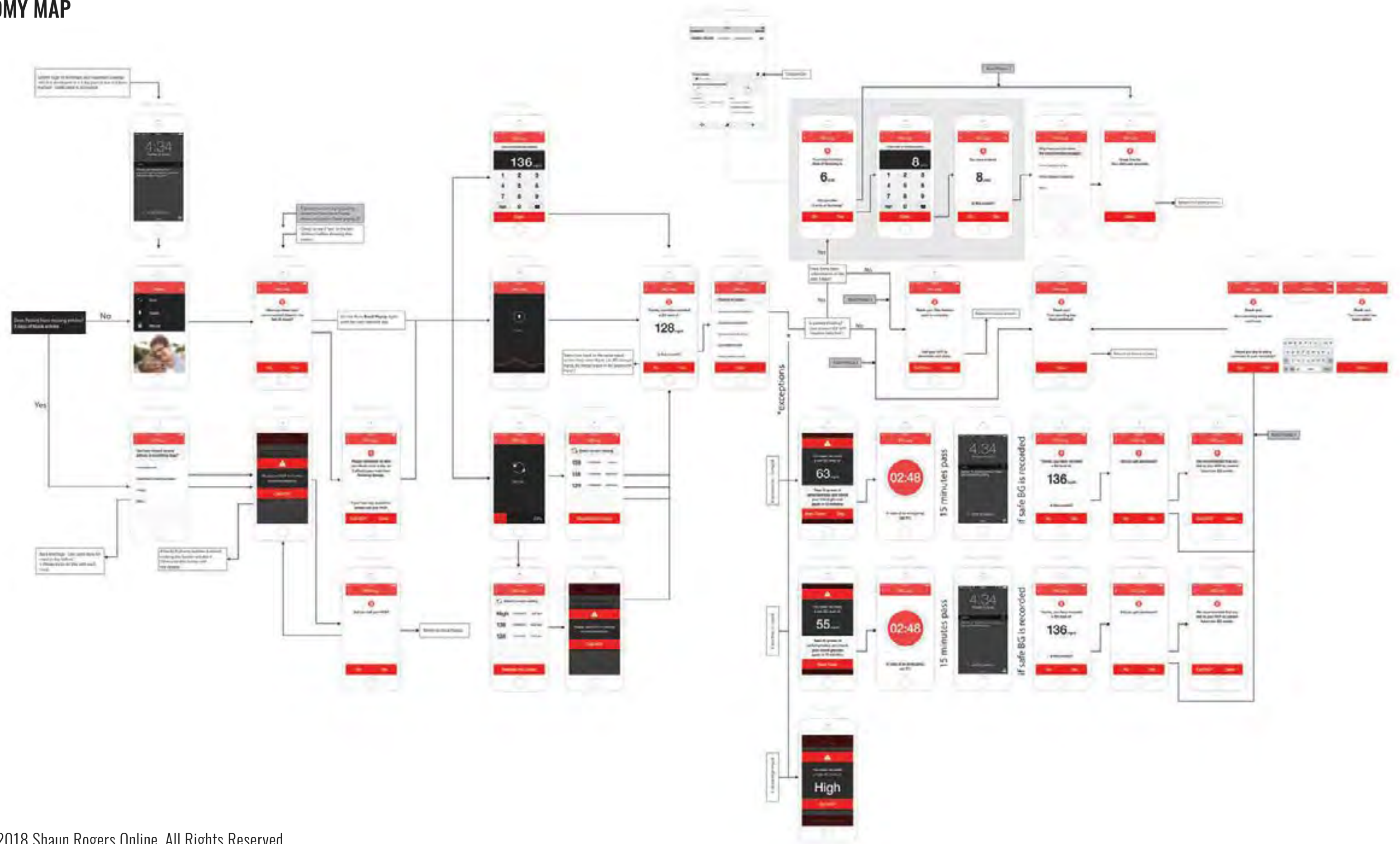
# PATIENT JOURNEY MAP



<b>Segment 1 Reactions</b>	"I heard what the doctor said, but what does it mean?"	"I am so overwhelmed, and scared. I can't focus."	"What am I going to do, who can I talk to?"	"It's been rough, I hope I can find a way to manage."	"I don't have time for this... there are too many things on my plate."	"How am I expected to remember all this... this is so unfair."	"I thought I was doing everything right, how could this happen."	"I have to make sure that everyone around me will be OK"
<b>Segment 4 Reactions</b>	"I should of seen this coming, how could I have missed it?"	"I'm so upset with myself. How can I manage this?"	"How could I allow this to happen?"	"I have to stay on top of this. Too many people are counting on me."	"I need more information, what do I need to do?"	"I have figured out ways to adjust my normal routine."	"It was just a matter of time, I have to stay on track."	"How can share my story with others."
<b>Key Paint Points</b>	"I was confused, how could this happen?" "I knew there was a chance I would get it, It runs in my family. But still wasn't ready." "Thought I was doing everything right to prevent it..."	"I was a little overwhelmed... How can I manage diabetes along with my everyday life..." "I saw what my dad went through, I knew it would be difficult"	"A million things ran through my mind, but mostly how do I tell my family and friends." "All I could think about was why me. It felt like I was getting punished..." "I just wanted to go home and ball up."	"I was depressed, didn't want to do anything." "At first I appreciated the support, but after a while it just was a reminder I had this terrible thing being held over my head." "Not much changed."	"I would say I was doing the right things, but I know I wasn't" "It was hard to accept at first, but I had to..." "I did a lot of research... I wanted to stay on top of this."	"It was like hearing you had it all over again" "No matter how much you know, still never feel like your prepared" "It sucks... no matter what you do you know it will still progress."	"It's was embarrassing, I really didn't want anyone to know, but you can't really hide it." "My whole routine had to change... had to fit everything around my medication"	"I was angry, at everyone and everything..." "It became less about me... I just wanted to make sure those around me would be OK."
<b>Takeaways</b>	Comfort and Support; Allowing space to digest information	Educate in easy, simple, understandable ways		Follow up; Provide tools to educate and support	Clearly outline whats to come; define expectations	Reduce anxiety by providing clarity and transparency. Create tools for patients and support team. Provide a platform to share experiences.		



# AUTONOMY MAP



# USER FLOW FOR PROTOTYPING





# Overall, both patients and HCPs found the solution valuable and provided insights for improvements

## BG Tracking and Dosing

## Goals

## Education

### Delightful

- Will be the most important and frequently used component
- HCPs and patients like the ability to see the big picture around their historical data

- Small, actionable goals appeal to and engage patients
- Personalized goals appeal to patients
- HCPs find value in seeing patient goals being pursued

- Patients like content that supports them along their treatment journey
- Nutrition, exercise, and food are most popular; balance with medication
- Patients like that they can review material on the go

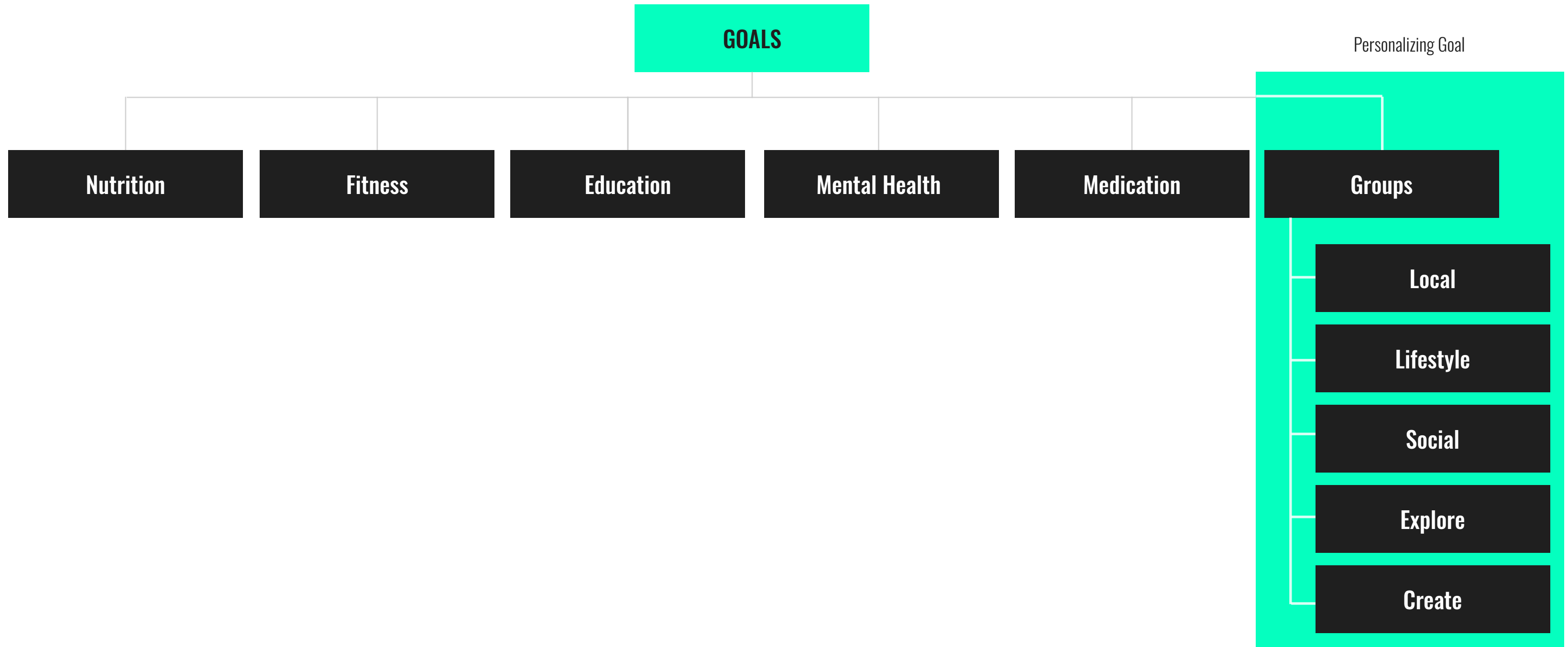
### Improvement Opportunity

- Integration with existing meters is key and should be included in the app
- HCPs may not look at the app between visits as they don't see enough value

- HCP involvement in goal-setting can be beneficial if done right
- Ability to create custom goals will be necessary to make it more impactful
- **Streamline user ability to find the right goals from themselves.**

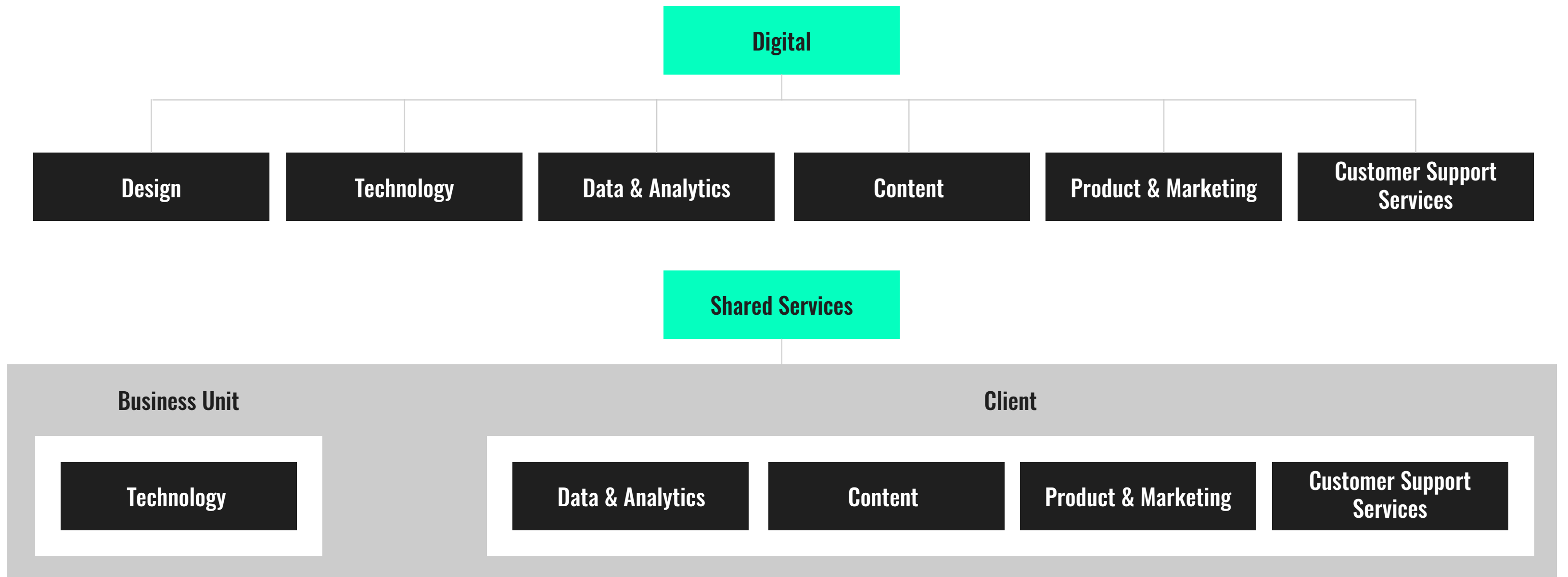
- Would like to see more food and restaurant recommendations
- User want constantly updated and the “latest” information and content

# TAXONOMY

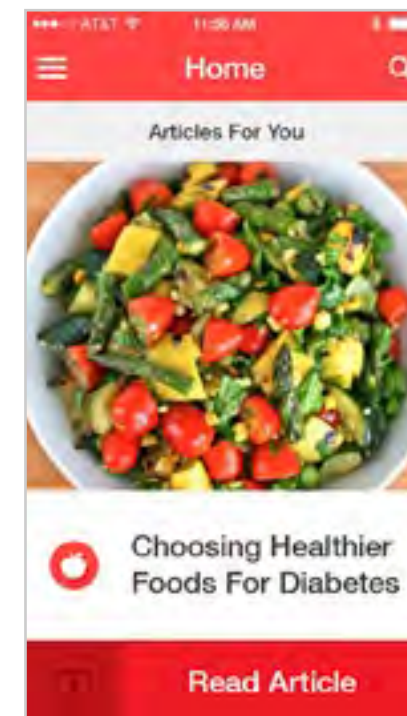


## OPERATING MODEL

To deliver against the key capabilities, key functions will need to be built irrespective of the operating model chosen



# Critical success factors for pilot and commercial launch



Status Summary	
Active	4
Achieved	16
Active	2
Achieved	11
Active	3
Achieved	7
Active	1
Achieved	24
Active	0

- Different regulatory and privacy approval processes can be defined for the digital product development cycle
- Establish new content creation and approval processes
- Pilot partnership can be established in time to iterate the product for a successful market launch

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VISUAL IDENTITY EXPLORATION  
CREATING A DESIGN LANGUAGE  
LEVERAGING METHODS OF  
LEARNING.

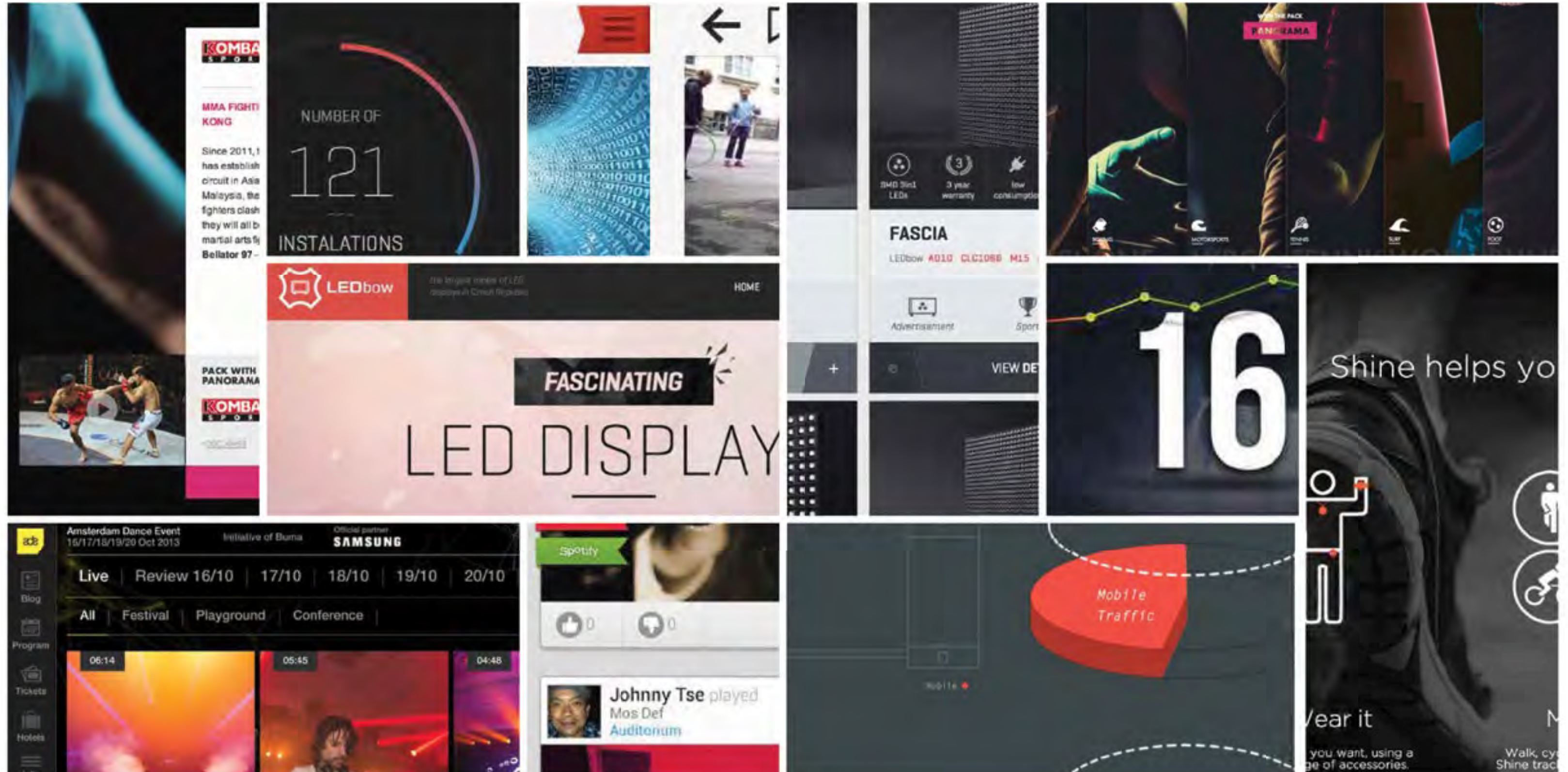


## Visual Persona: Coach

A person who teaches and trains through high motivation and constant encouragement.

**Character Attributes:** Bold; contrast; intense; disruptive, conforming, diligent, strong, assertive, hungry, meticulous, enthusiastic.

**Visual Interpretation:** High contrast intensity, energetic color splashes, bold fonts, heavy shadows.





## Visual Persona: Best Friend

A person who gives assistance; patron; supporter;  
Honesty with no hostility.

**Character Attributes:** Clear, honest, straight forward, transparent, generous, exciting, sociable, loyal, empathic, brave, ambitious, thoughtful.

**Visual Interpretation:** Transparent, layered, overlays, smart gradients, clean thin fonts, lines, warm inviting pallet, simple icon, surprising splashes color.



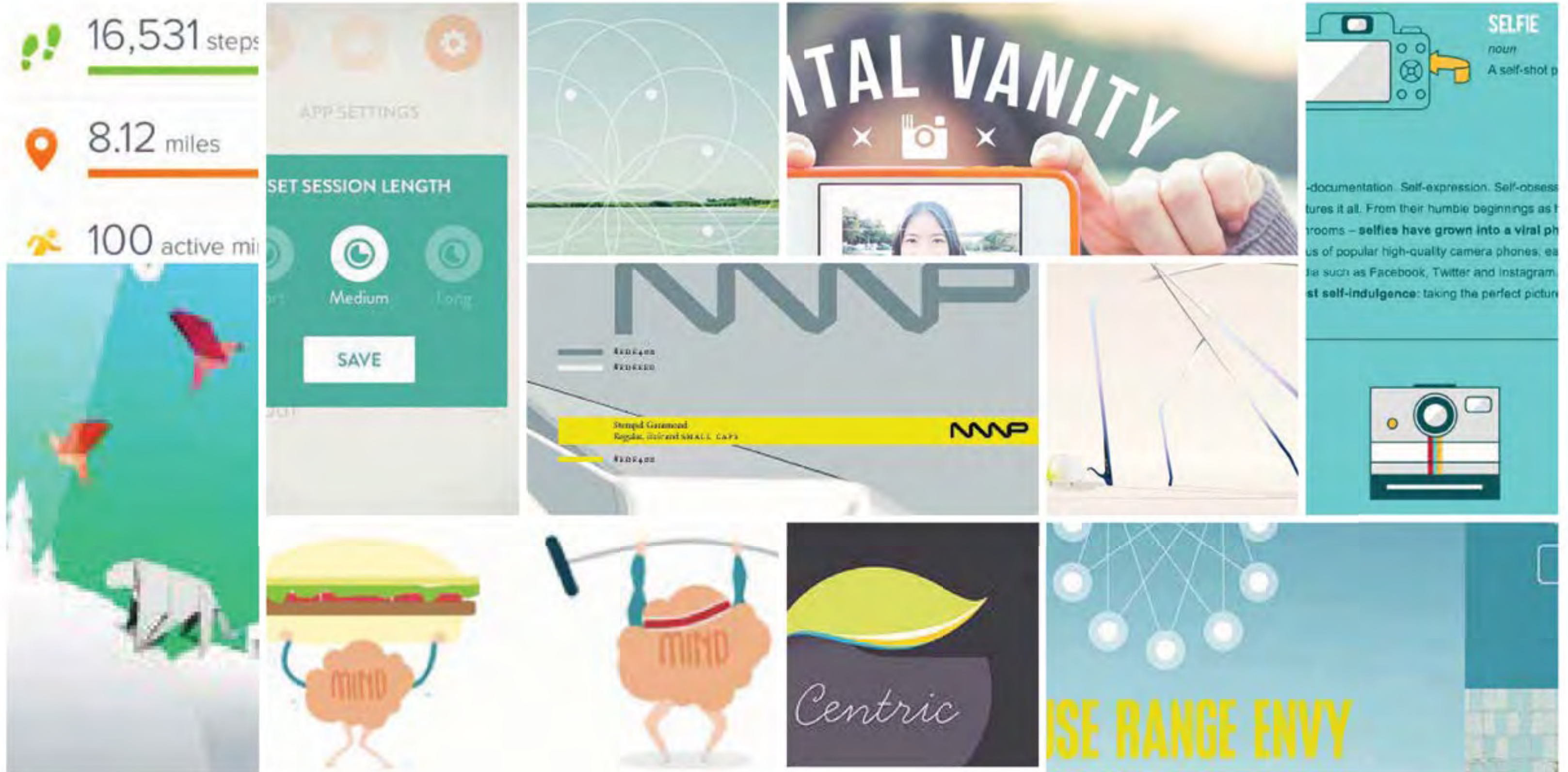


## Visual Persona: Guru

Any person who counsels or advises; mentor; an intellectual or spiritual guide.

**Character Attributes:** Uplifting, inspiring, peaceful, creative, optimistic, calm, bright, empathic, warm, thoughtful, inquisitive.

**Visual Interpretation:** Cool colors, bright contrast, defined solid shapes, minimum gradients, condensed fonts, relaxed spacing, consistent negative space.



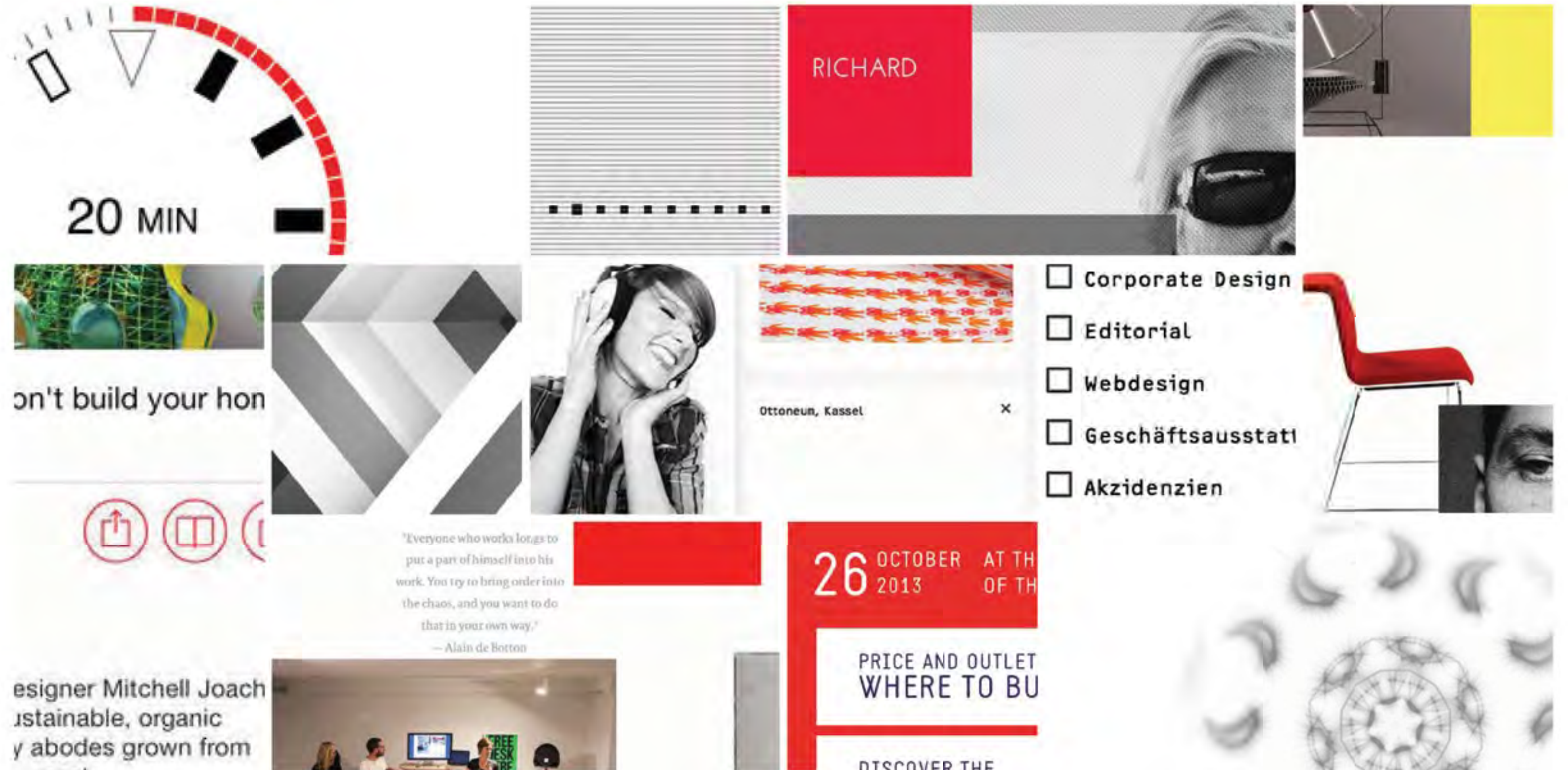


## Visual Persona: Better Self

A contemporary glance into enlightened self well-being.

**Character Attributes:** Clean, sharp, alert, assertive, clean, confident, efficient, lean, sophisticated, stern, vigilant.

**Visual Interpretation:** Sophisticated use of whitespace, structured content, defined grid, minimal, bold use of color, flat.





## Visual Persona: Physician

Professional who practices medicine, which is concerned with promoting, maintaining or restoring human health.

**Character Attributes:** Attentive, careful, cautious, clean, coherent, clear, logical, reassuring, reliable, respectful, responsible.

**Visual Interpretation:** Bold clear fonts, organized infrastructure, active use of white space, cool colors, balanced spacing.

