

AARP STAYING SHARP

BRAIN HEALTH ADVOCACY

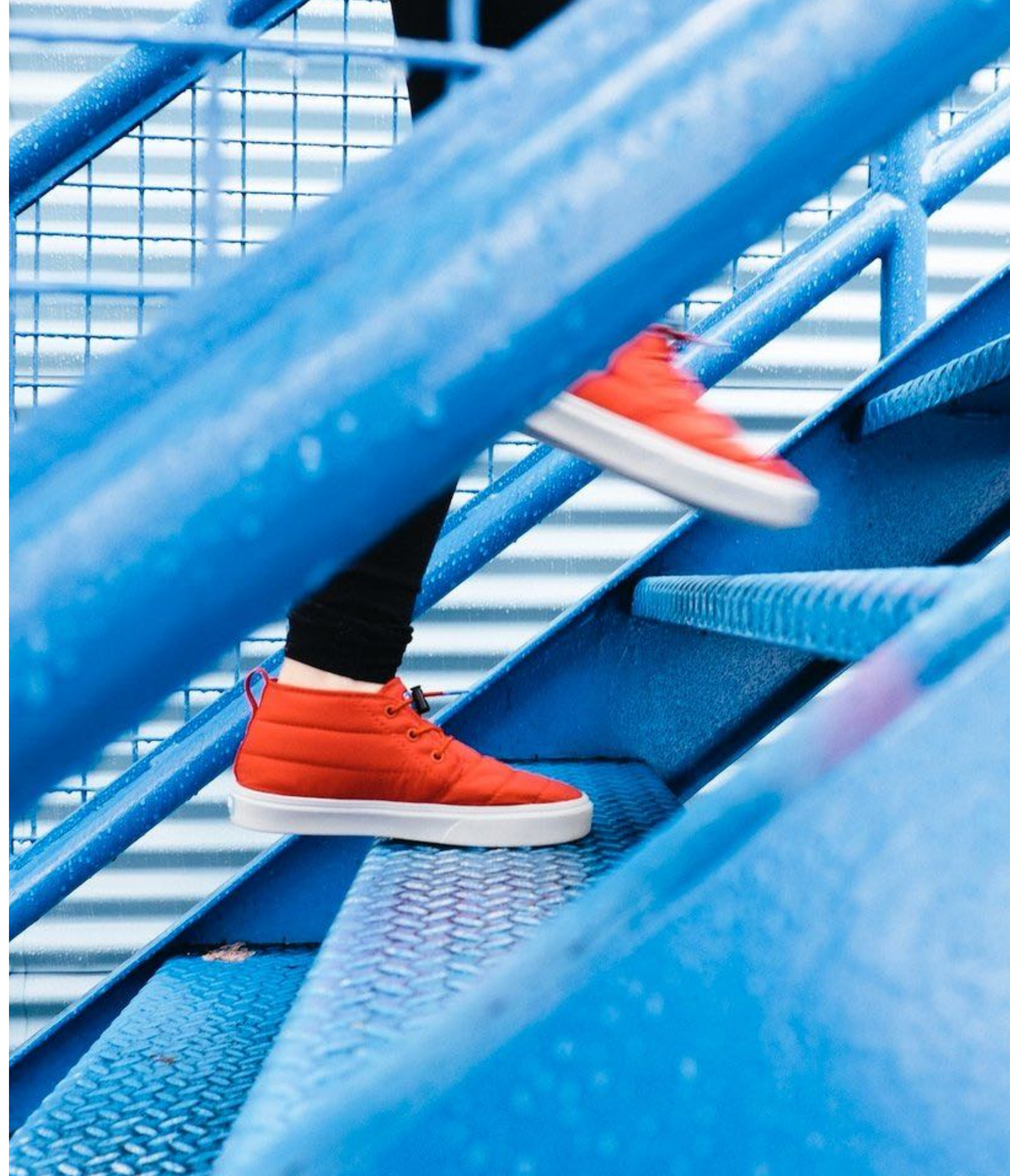
RESEARCH + STRATEGY + DESIGN

AARP Staying Sharp

Brain Health Advocacy

Staying Sharp is one of AARP's first digital products. 10 million invested into an experience that brought 15k users.

While AARP members are typical of an older demographic, the Staying Sharp team wanted to leapfrog the competition by creating an experience that supported people of all ages on their brain health journey.



Project Process



Deep Discovery

BUSINESS + USER RESEARCH



Conceptual Framework

IDEATION + SKETCHING



Detailed Design

WIREFRAMES

Deep Discovery

Uncovering the problems + understanding
the users





PARKING
LOT

A grid of approximately 40 small posters or documents pinned to the wall. Some visible text includes "Relax" on a blue poster and "RP" on a red poster. The posters feature various images, including people, charts, and abstract designs.



YouTube

- Exciting to get something in mail
- Positive Message
- Simple/Instant
- Transformative



Good things await you



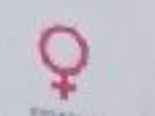
hello.



What is your gender?



MALE



FEMALE

No. Another Carbons Brain. ITS typical

#58 Focused eddy choice interactive clear progress

#41 Automate my life Complementary efficient unclear (?) message too much (?) too busy

#45 no missing no need insight clean analog + digital being digital

with a result in memory

#34 quick the plan right color guide + easy click make first!

#5 Compare visual represent for a busy & healthy

#42 elegant simple clean no instructions creative penmanship



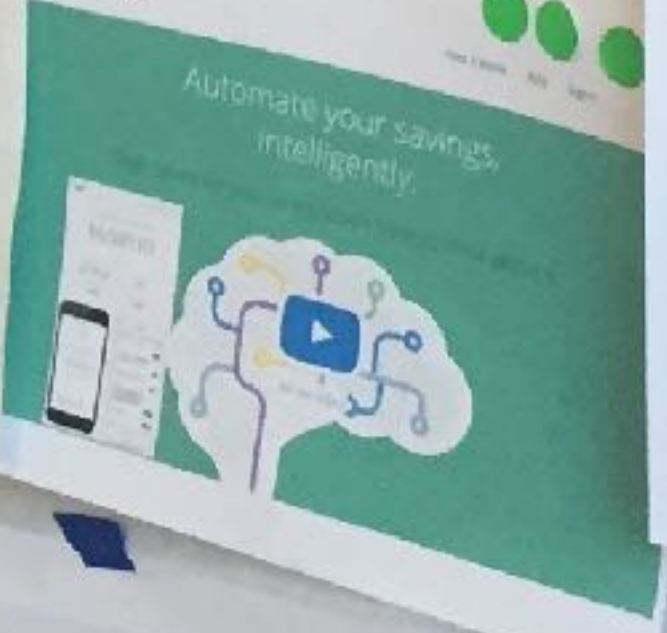
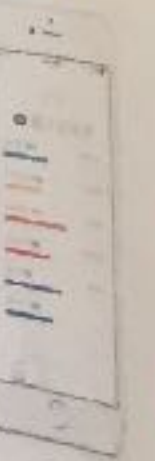
(+) #24 ACTION MOVEMENT HEALTH (-)

#40 Cool/Simple printing Diff way to look @ site interactive? Print? no Probability yes!

Fresh Fruits



appreciate the power of the actual job for some into context



Automate your savings intelligently.



TOMS One for One



Relax



mozilla



MAY 12 2017



Heart disease is the #1 killer of women



100%



Play



Strength



Great job

Chish #85 - like that - find using color - focus refresh - young - like a play - better photography - variable (-) - variable (-) - try to hand

#40 Cool/Simple printing Diff way to look @ site interactive? Print? no Probability yes!

#44 - like that - find using color - focus refresh - young - like a play - better photography - variable (-) - variable (-) - try to hand

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Am I Normal?
FEAR
(Family Fear)



Sabrina

47 y/o
Mother of 2
Widow
Paralegal
Income 60-75k
Husband Passed
OF Brain Aneurysm
Close Uncle w/
Dementia
Grandma w/ Alz
(deceased)

Behaviors

Commutes 1 hr to/from work (train)
Football Mom
Listens to Podcasts - Pop Culture
Light-exercise
Multi-tasker
23 & Me Test / Fit Bit

Brain Health Behaviors

Concerned/studies Sports Concussions & Alz
Sudoku/Crosswords
~~Notices~~ Noticing Changes w/ Parents
Is over-protective of Parents
(Take away Parents Keys)
Takes Supplements

Needs

Focused ~~X~~ Exploratory
Self-directed ~~X~~ Wants Guidance

New Community/Friends
Ways to free up time/organize
Companionship

PERSONALIZATION

Full of last time - remember the night

Full on power you want from, so good in daily habit

contribution

the rate of shopping list

and program

what into to why by?

put out

activity of reward

1. program design (eg. dueling)

2. track across time w/ 3 levels of completion (eg. 50%)

3. stats across plans (eg. exercise)

4. reflect on emotions

5. team badge / reminders

6. team mixture of streaks

7. reward with images / adult coloring

8. reward w/ story collab

9. compare stats to peers

10. program over icon timeline

11. collect icons / badges per week / day

12. keep your best activities (rewards for team goals)

13. robot tractor / reward streaks

14. check best of tasks

15. stats of completion dash.

16. brain power / health measurement

17. location near you that support still marked off.

18. name

ASSESSMENT

1. program design (eg. dueling)

2. track across time w/ 3 levels of completion (eg. 50%)

3. stats across plans (eg. exercise)

4. reflect on emotions

5. team badge / reminders

6. team mixture of streaks

7. reward with images / adult coloring

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#3 ENGAGEMENT

1. Take a break!

2. You did it!

3. You did it!

4. You did it!

5. You did it!

6. You did it!

7. You did it!

8. You did it!

9. You did it!

10. You did it!

1. attacks
2. ask if they accomplished tasks w/ Y/N
3. reward improvements
4. show projected milestones
5. help plan next task/outlet
6. show calendar view of progress
7. remind about past tasks (eg. broccoli in fridge)
8. offer brain facts
9. set goals for day in morning
10. new so-called for day

show reminder w/ activity

#2 ENGAGEMENT

1. send motivation / cheer on your friends

2. share facts

3. earn badge for group

4. quiz yourself + share

5. challenge friends to answer questions

6. stress multiply your support

7. group relay multiply support

8. play w/ friends to keep streak going

9. provide research about recipe ingredients

10. tell which population you fit in

11. get advice from others based on your answer.

1. chat w/ doctors/experts
2. pillars / categories of acts. support causes
3. articles - studies / research
4. gain points / donations for activity
5. communicate improvement + support
6. social engagement - more reward / donation
7. donation match
8. activity data - helps research
9. voting for articles (reddit-esque)
10. share facts
11. win/loss debates

#1 ENGAGEMENT

1. friend referrals

2. share goals/successes

3. join activities nearby

4. feed of successes nearby

5. join people near you in games/challenges

6. work out w/ kaycee near you

7. plan day by places near you

8. print out kid receipts

9. steps to initiate community activities

10. reward for 0 week

1. friend referrals
2. share goals/successes
3. join activities nearby
4. feed of successes nearby
5. join people near you in games/challenges
6. work out w/ kaycee near you
7. plan day by places near you
8. print out kid receipts
9. steps to initiate community activities
10. reward for 0 week

PROGRESS

1. program design (eg. dueling)

2. track across time w/ 3 levels of completion (eg. 50%)

3. stats across plans (eg. exercise)

4. reflect on emotions

5. team badge / reminders

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17. location near you that support still marked off.

18. name

1. likeable = free; cognitive = paid
2. segment of assessment = free
3. answer simple questions + measure data over time
4. ask lifestyle questions daily for continued engagement
5. choose your coach
6. diff coach for diff pillars
7. chat w/ your coach/friend (eg. dueling)
8. 1st time working on goal/pillar = assessment follow up questions
9. continuously evaluate w/ usage
10. show how your responses compare to peers play w/ those like you!
11. ask lifestyle q's throughout the day as relevant
12. ask (daily) q's based on goal / path choice
13. show only assessment for selected paths (free)
14. sample assessment w/ some cog + lifestyle
15. q's responses -> research data
16. - milestone assessments w/ mini throughout
17. provide facts w/ statistics

#3 CONTENT

1. alarm is coach (complete a puzzle to snooze / turn off)

2. suggest brain breaks based on activity (large watching)

3. communicate how game helps w/ daily life

4. come up to decide what activities to pursue w/ a pillar

5. use come up in programs

6. come up to select pillar

7. customize when notify

8. suggest brain game @ start of day w/ ability to swap

9. select a pillar

10. track progress w/ Y/N -> celebrate / encourage

11. coherence of admin activity / reminders based on activity (suggest reminders more frequently for slow activity)

12. overnight analysis / learn more

1. chat w/ doctors/experts
2. pillars / categories of acts. support causes
3. articles - studies / research
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#2 CONTENT

1. alarm is coach (complete a puzzle to snooze / turn off)

2. suggest brain breaks based on activity (large watching)

3. communicate how game helps w/ daily life

4. come up to decide what activities to pursue w/ a pillar

5. use come up in programs

6. come up to select pillar

7. customize when notify

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9. voting for articles (reddit-esque)
10. share facts
11. win/loss debates

#1 CONTENT

1. geolocation / time suggestions

2. pillar progress

3. select a pillar / goal to work on

4. build your plan

5. offer paths based on assessment

6. focus on 3 focal areas / week

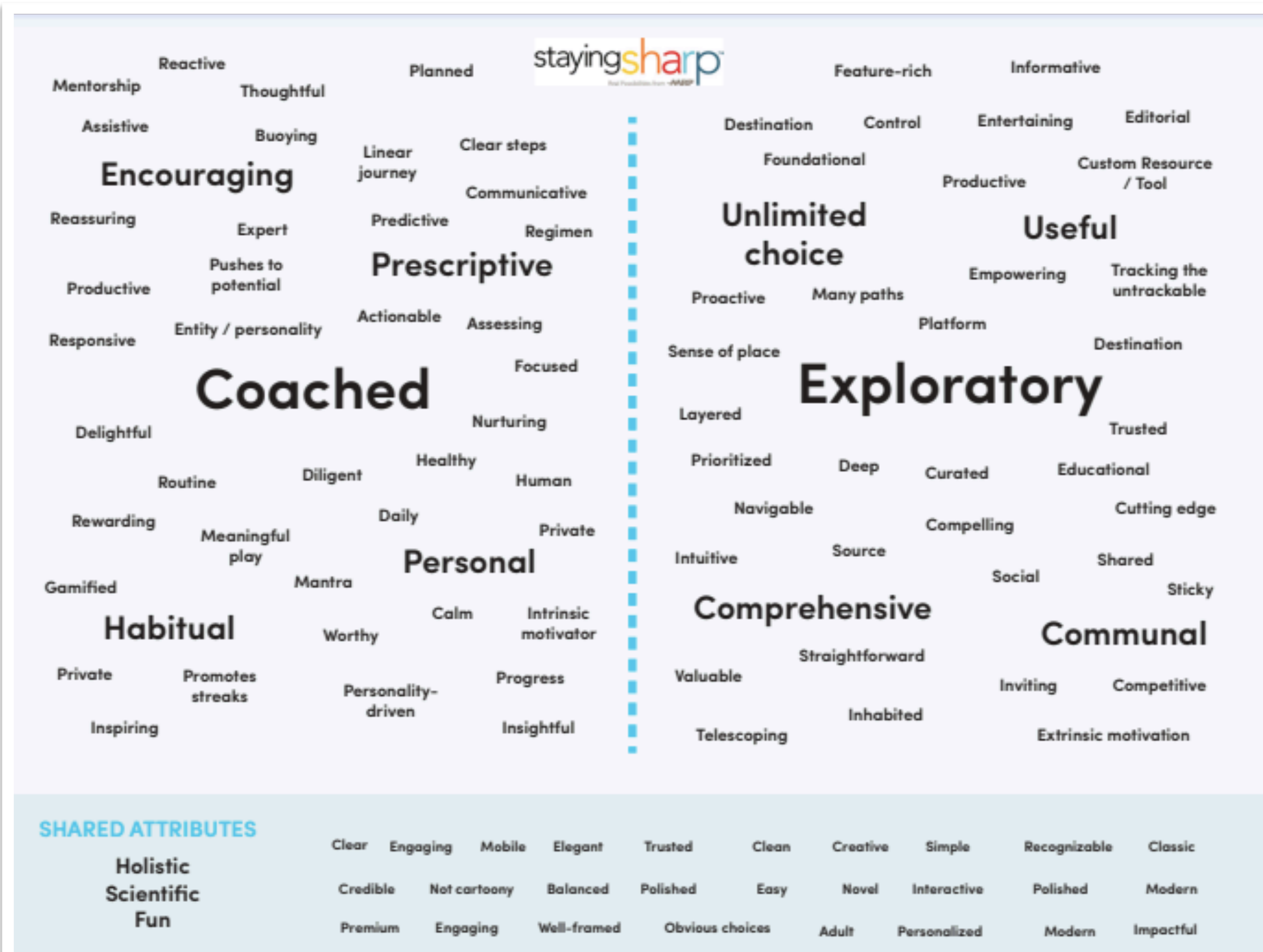
7. daily suggestions by goal

8. social motivation through local gathering.

9. show pillars on map

challenge about pillar

1. geolocation / time suggestions
2. pillar progress
3. select a pillar / goal to work on
4. build your plan
5. offer paths based on assessment
6. focus on 3 focal areas / week
7. daily suggestions by goal
8. social motivation through local gathering.
9. show pillars on map



SYNTHESIS

Design Principles

Based on our conversations, your target audiences are more likely to be interested in a brain health solution if it embodies the following attributes:

Credible

Elicit trust with evidence and supporting details

Socially Engaging

Captivate by connecting people in fun and engaging ways

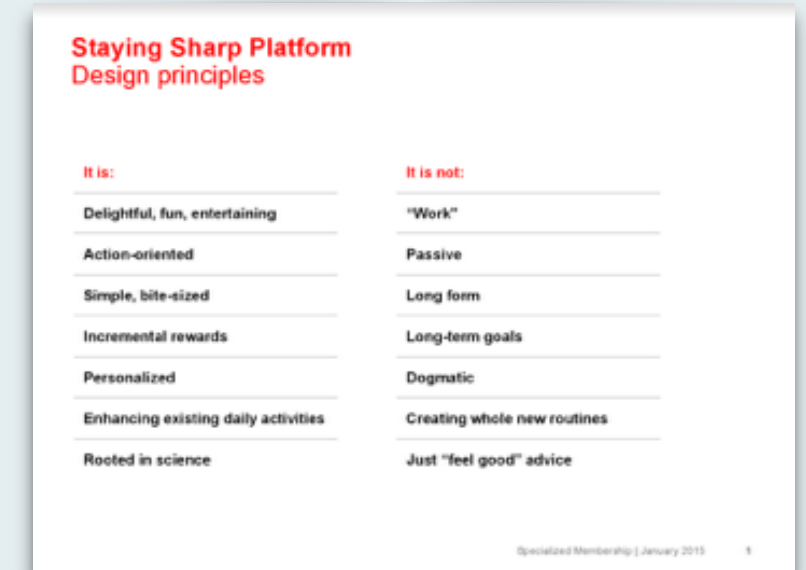
Actionable

Advise with a sense of achievement

Educational

Empower through knowledge

We will use these attributes during the design phases to make sure we are taking a human-centered approach that aligns with the target audience's expectations of the ideal solution.



Nice Validation

We were encouraged to hear that our research also supports Staying Sharp's own design principles.

AARP Staying Sharp Personas

JAMIE single professional

GOALS

- Engage in a healthy lifestyle
- Desire for personal mastery
- Seek enthralling conversation with peers

BRAIN HEALTH IS...

If my brain is healthy, I am alert and processing information correctly.

GAME BEHAVIOR

- Plays traditional games (e.g., chess, crosswords) to improve cognitive ability
- Enjoys competition with close friends + family

PLAYS GAMES FOR...



NEEDS

- A research-driven, credible resource for managing all aspects of brain health
- Customized support that guides and tracks healthy living habits

BRAIN HEALTH UNDERSTANDING



BRAIN HEALTH ACTIVITIES



ALEX empty nester

GOALS

- Enjoy time with friends + family
- Age well into later years

BRAIN HEALTH IS...

It's all connected - If you don't have your mind, you don't have anything.

GAME BEHAVIOR

- Keep in touch with friends + family by playing addictive and social games online (e.g., Words With Friends, Candy Crush)

PLAYS GAMES FOR...



NEEDS

- Cognitive improvement while staying socially engaged with a network of family and friends

BRAIN HEALTH UNDERSTANDING



BRAIN HEALTH ACTIVITY LEVEL



MORGAN retired

GOALS

- Doesn't want to burden family in later years
- Avoid disease

BRAIN HEALTH IS...

It's a combination of genetics and your health - are you eating the right things?

GAME BEHAVIOR

- Enjoys a variety of single player games that stimulate the mind (e.g., hearts, brain teasers, sudoku)

PLAYS GAMES FOR...



NEEDS

- Clear progression of cognitive improvement and overall brain health
- Actionable resources about brain health and disease prevention

BRAIN HEALTH UNDERSTANDING



BRAIN HEALTH ACTIVITIES



TAYLOR young family

GOALS

- Keep up with expanding family
- Maintain lifestyle

BRAIN HEALTH IS...

Getting the right amount of physical activity and taking vitamins.

GAME BEHAVIOR

- Spends evening hours doing activities with family (e.g., board games, hide and seek, Pokemon Go)

PLAYS GAMES FOR...



NEEDS

- Seamless integration of brain health activities with busy routine
- Healthy habits and activities that facilitate family bonding

BRAIN HEALTH UNDERSTANDING



BRAIN HEALTH ACTIVITIES



KRIS newly diagnosed

GOALS

- Manage diabetes and its effect on daily life

BRAIN HEALTH IS...

Playing games and crocheting to relieve stress.

GAME BEHAVIOR

- Relaxes and passes time by playing solo games (e.g., Angry Birds)

PLAYS GAMES FOR...



NEEDS


- To see value of brain health in supporting existing disease management
- Support in relaxation and stress relief

BRAIN HEALTH UNDERSTANDING



BRAIN HEALTH ACTIVITY LEVEL





Jamie

single professional

Jamie strives for holistic personal mastery, and is constantly looking to new ways to challenge themselves. They're eager to stay well-informed and quick-witted to connect conversationally with peers. Jamie plays traditional strategic games like chess and crossword puzzles with close friends and family, but never shares these on social media. Jamie will happily subscribe to a service that provides personalized brain health coaching, but will quickly dismiss any source that isn't credible and research-driven.

GOALS

- Engage in a healthy lifestyle
- Desire for personal mastery
- Seek enthralling conversation with peers

NEEDS

- A research-driven, credible resource for managing all aspects of brain health
- Customized support that guides and tracks healthy living habits



BRAIN HEALTH IS...

If my brain is healthy, I am alert and processing information correctly.




GAME BEHAVIOR

- Plays traditional games (e.g., chess, crosswords) to improve cognitive ability
- Enjoys competition with close friends + family




PLAYS GAMES FOR...







 

BRAIN HEALTH UNDERSTANDING

BRAIN HEALTH ACTIVITIES

 COGNITIVE IMPROVEMENT  COMPETITION  SOCIAL ENGAGEMENT  FUN  RELAXATION  MOVE  NOURISH  CONNECT  DISCOVER  RELAX

SCENARIO 1

Jamie Tries Out Staying Sharp.

- Jamie is intrinsically motivated to achieve personal mastery. This person absorbs information from many sources and enjoys listening to info-rich podcasts on morning runs.
- On a recent run, the podcast "Startup" (a favorite of Jamie's) was sponsored by Staying Sharp - a program to help challenge and strengthen the brain. Intrigued, Jamie scrolls through some reviews on the way home. It seems to be a sort of personalized coach for a healthy mind. Jamie decides to check out the website.
- Jamie is impressed that Staying Sharp offers support from medical providers. It all seems pretty straightforward and listens to several video testimonials, Jamie decides to give the free version a try by taking a sample assessment. Jamie wonders what the results will be.
- The sample assessment is fun, quick and requires only a little personal information to see details around performance and recommended areas of focus.
- Then Jamie is prompted to fill out a few lifestyle questions to help Staying Sharp provide more customized support. The platform recommends five areas that Jamie may want to focus efforts on. Jamie decides to start simple and focus on one of the five, setting a goal for that area. Staying Sharp congratulates Jamie and suggests some customized daily engagement activities.

(Cont'd)

IDEATION ALERTS:

How might we make Jamie feel like the content is credible?

How might we provide Jamie detailed performance and recommendations for areas to focus on?

How might we utilize the lifestyle questionnaire to provide customized support/content for Jamie?

How might we engage Jamie with customized daily activities?

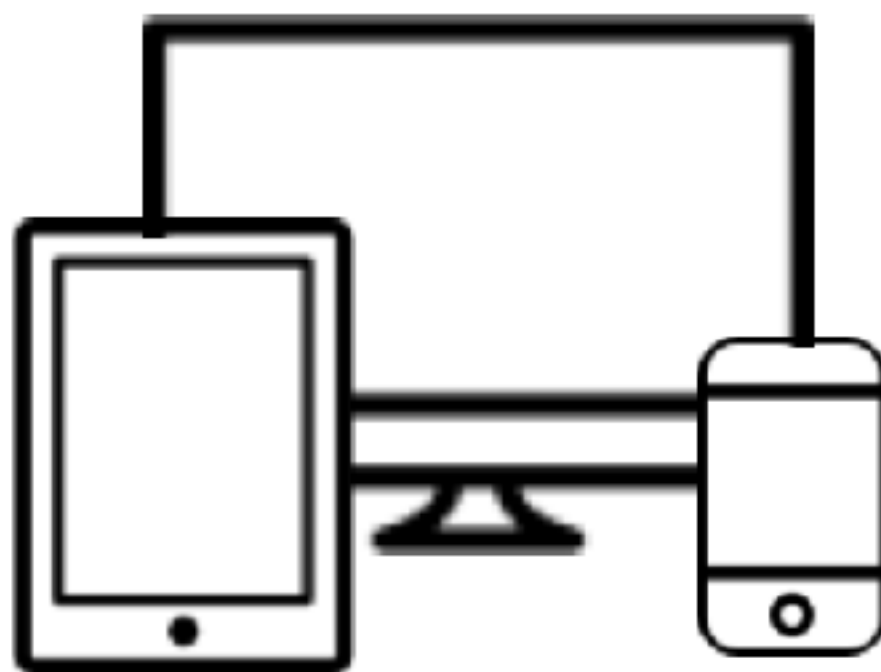
Our recommendation: Design a native app first and then a responsive-web experience

1



Mobile Native App
(responsive to tablet)

2



Responsive-website
(mobile-first)

*We'll design key flows and/or screens that complement the native app experience.



We will not be creating designs for these interfaces; however, we'll leverage information from wearables.

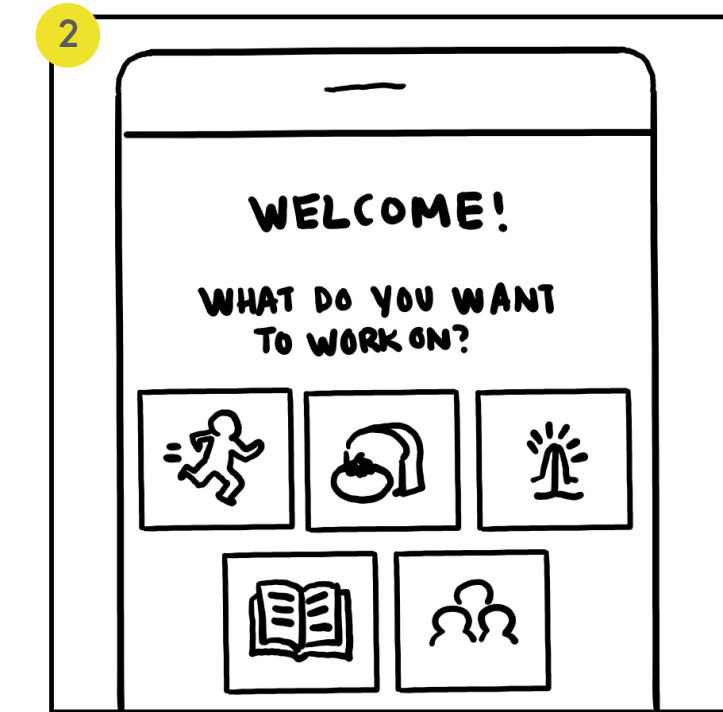
Concept Exploration

Defining and shaping the design direction for the Brain Health experience

Train Your Brain



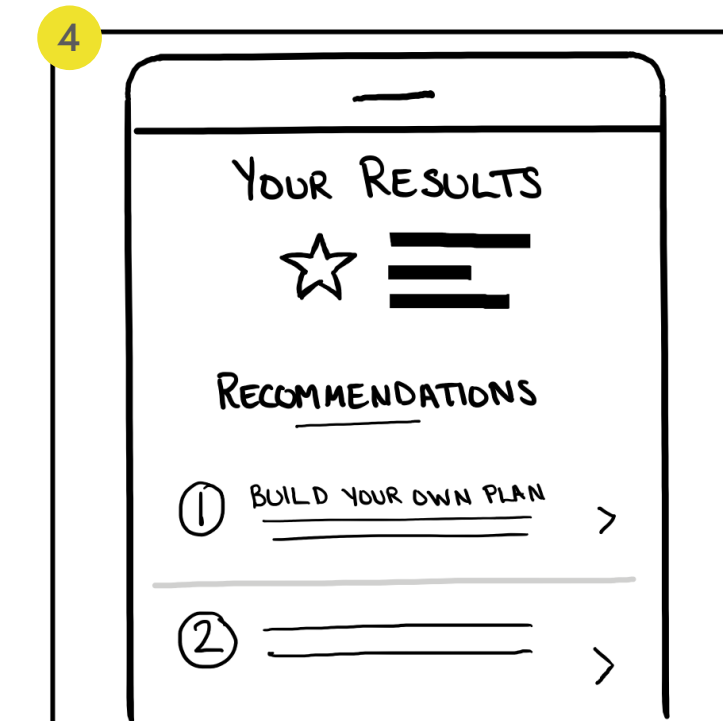
1 You recently heard about Staying Sharp, an app to help challenge and strengthen your brain. You download the app on your phone.



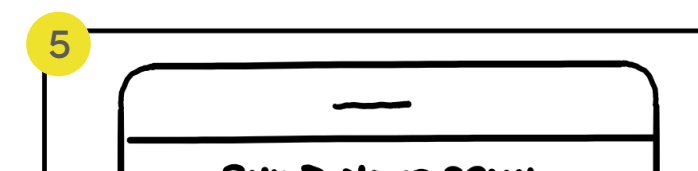
2 When you first open the app, you are prompted to select aspects of brain health that you are most interested in.



3 Based on your areas of interest, you take a quick assessment to see how healthy your brain is in these areas.



4 With your brain health results, you see a set of recommendations including 'bootcamps', 'tracks', and 'hacks' for your specific needs.



Conceptual Storyboards

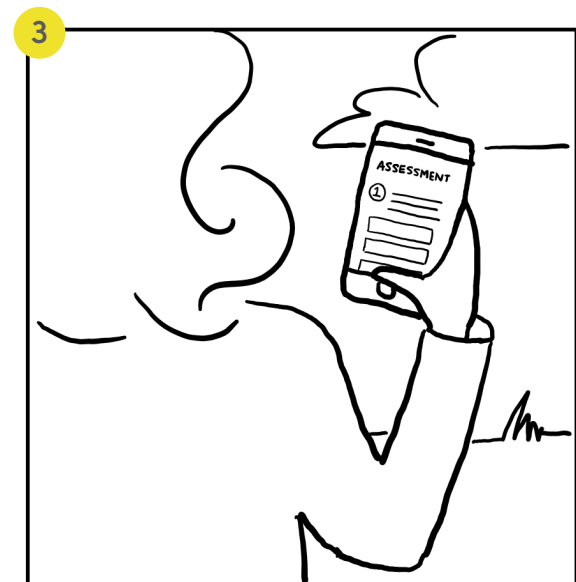
Train Your Brain



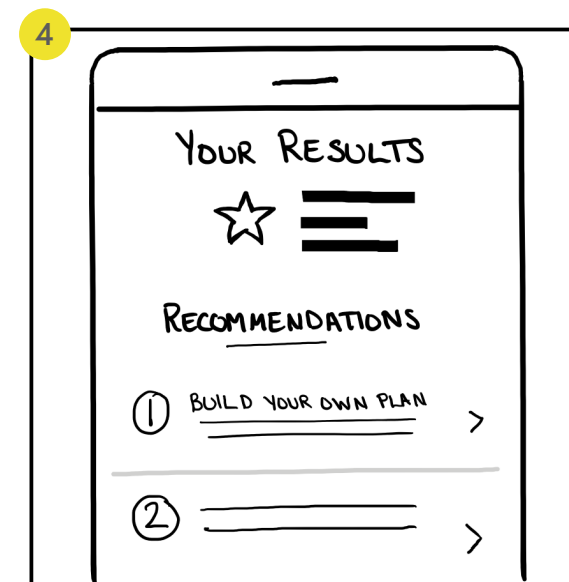
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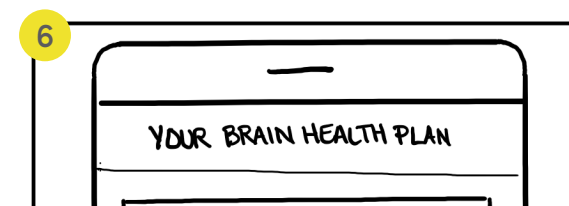
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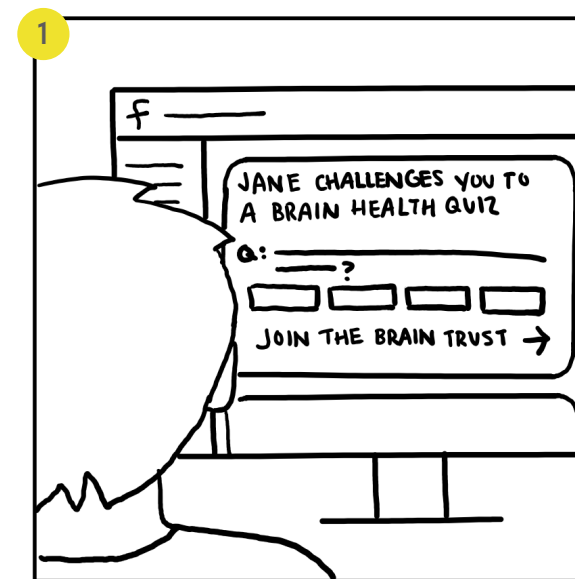
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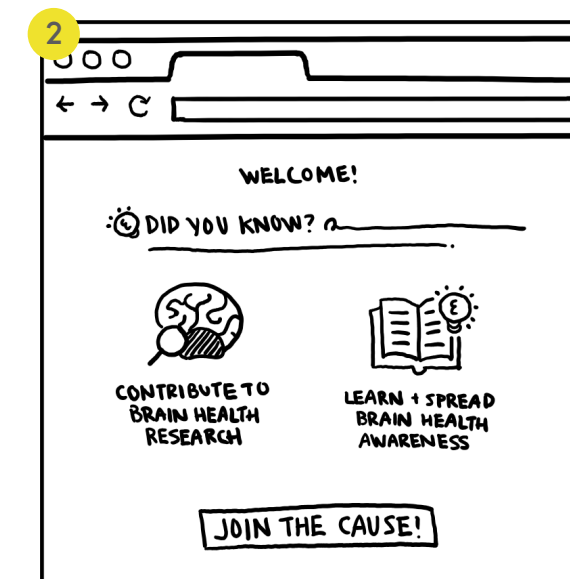
4 With your brain health results, you see a set of recommendations including 'bootcamps', 'tracks', and 'hacks' for your specific needs.



Join the Brain Trust



1 You're on Facebook and see your friend Jane has posted a brain health quiz. You take the quiz about brain health and habits, and learn some new facts. You decide to check out how to get more involved with the Brain Trust.



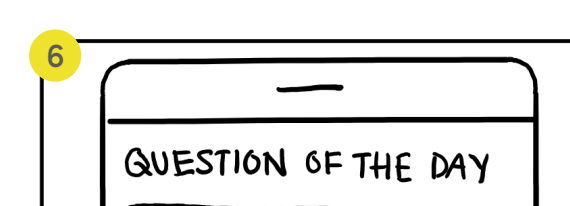
2 On the website, you learn that you can join the brain trust and help contribute to brain health research while learning and spreading brain health awareness. You decide to join in on the cause.



3 Once you join, you see the option to share your involvement with your network, or even add a facebook profile photo frame.



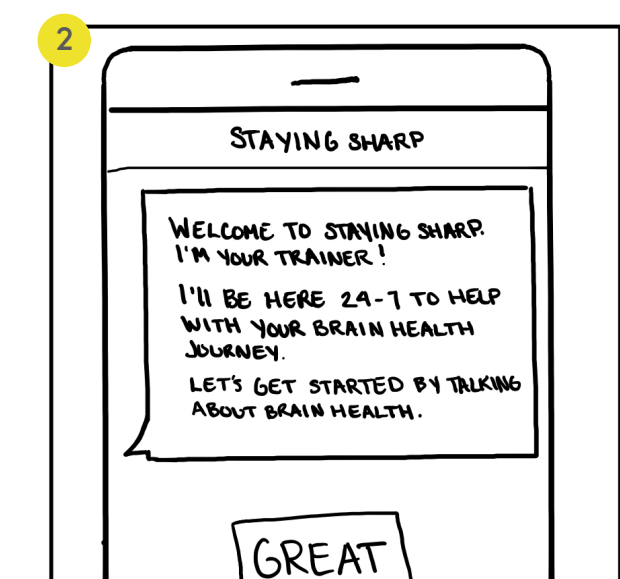
4 You share your new profile photo with a "brain health ambassador" frame, and share your new brain health cause with your network.



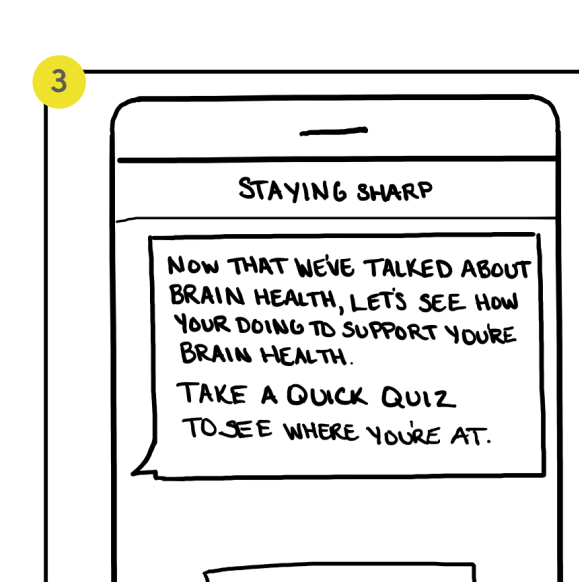
Coach Your Brain



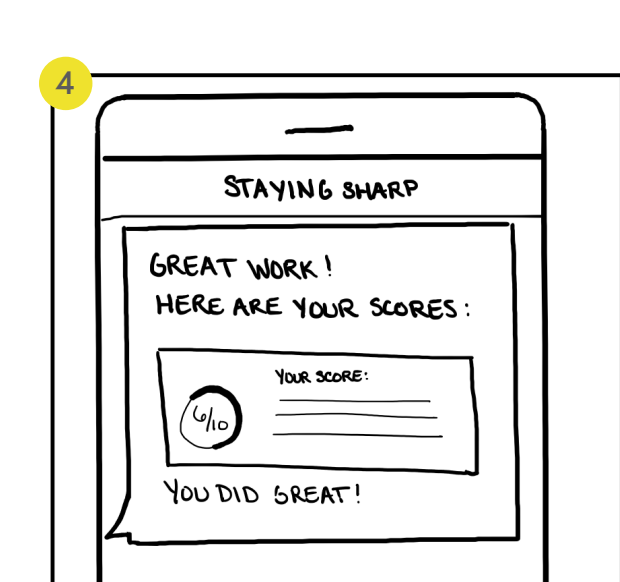
1 While listening to your favorite podcast, you hear about Staying Sharp, an app to help train and challenge your brain. You download the app on your phone.



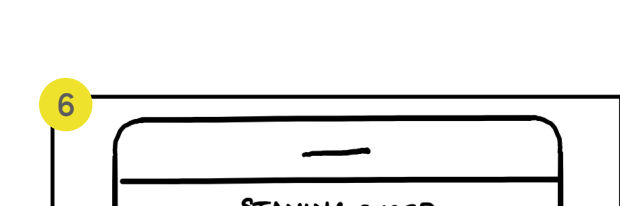
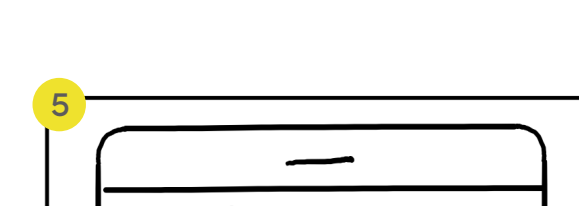
2 When you first open the app, you are greeted by a virtual trainer who tells you about the benefits of brain health.



3 The virtual trainer recommends that you take a quick quiz to understand where you are with your brain health.



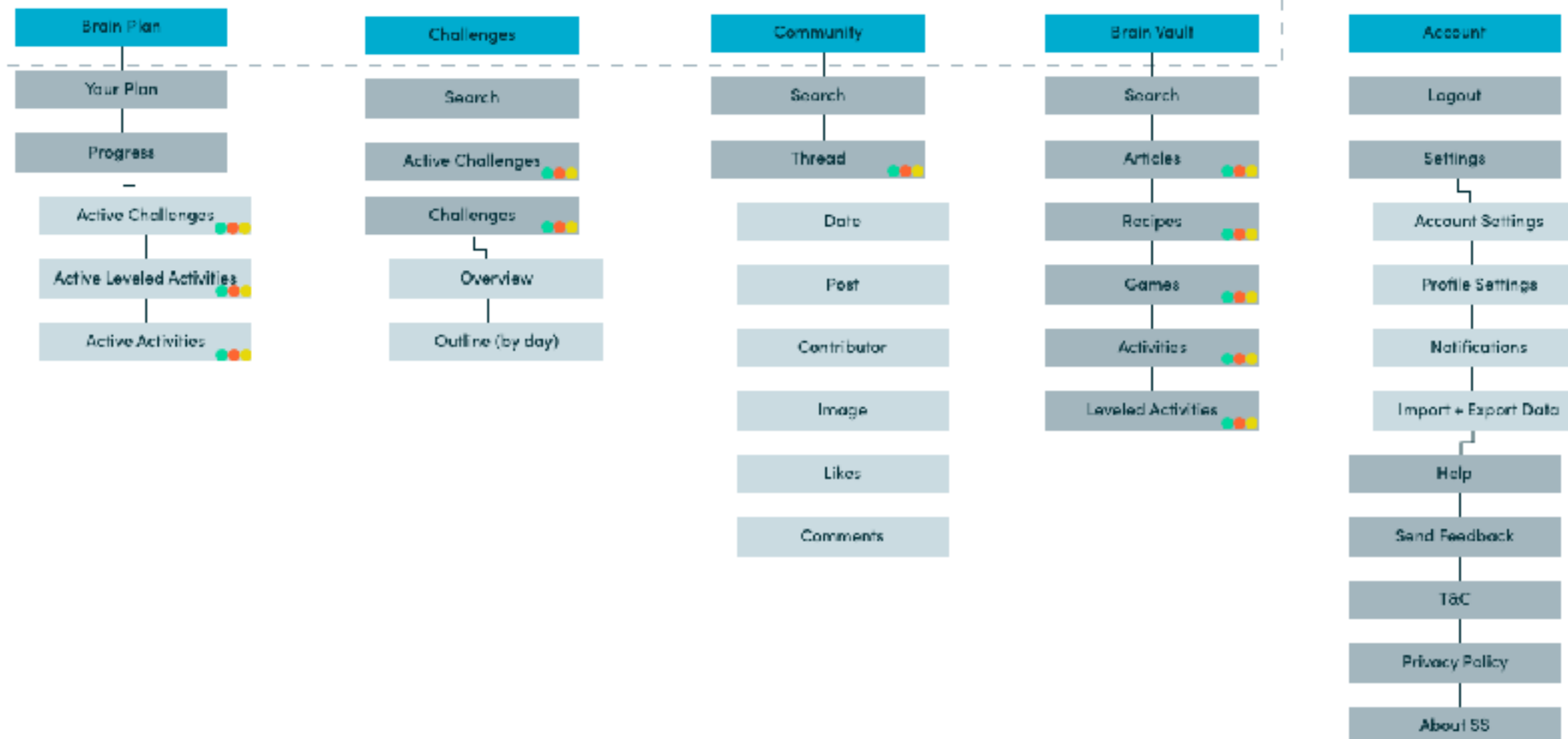
4 After taking the quick quiz, your virtual trainer shows how you did and where there is opportunity to grow.



AARP Staying Sharp IA + Nav

Key: Level 1 Level 2 Level 3

Primary Navigation



Tagging Structure



Our recommendation: Design a native app first and then a responsive-web experience

1
2
This is where it became more complicated...



Mobile Native App
(responsive to tablet)



Responsive-website
(mobile-first)

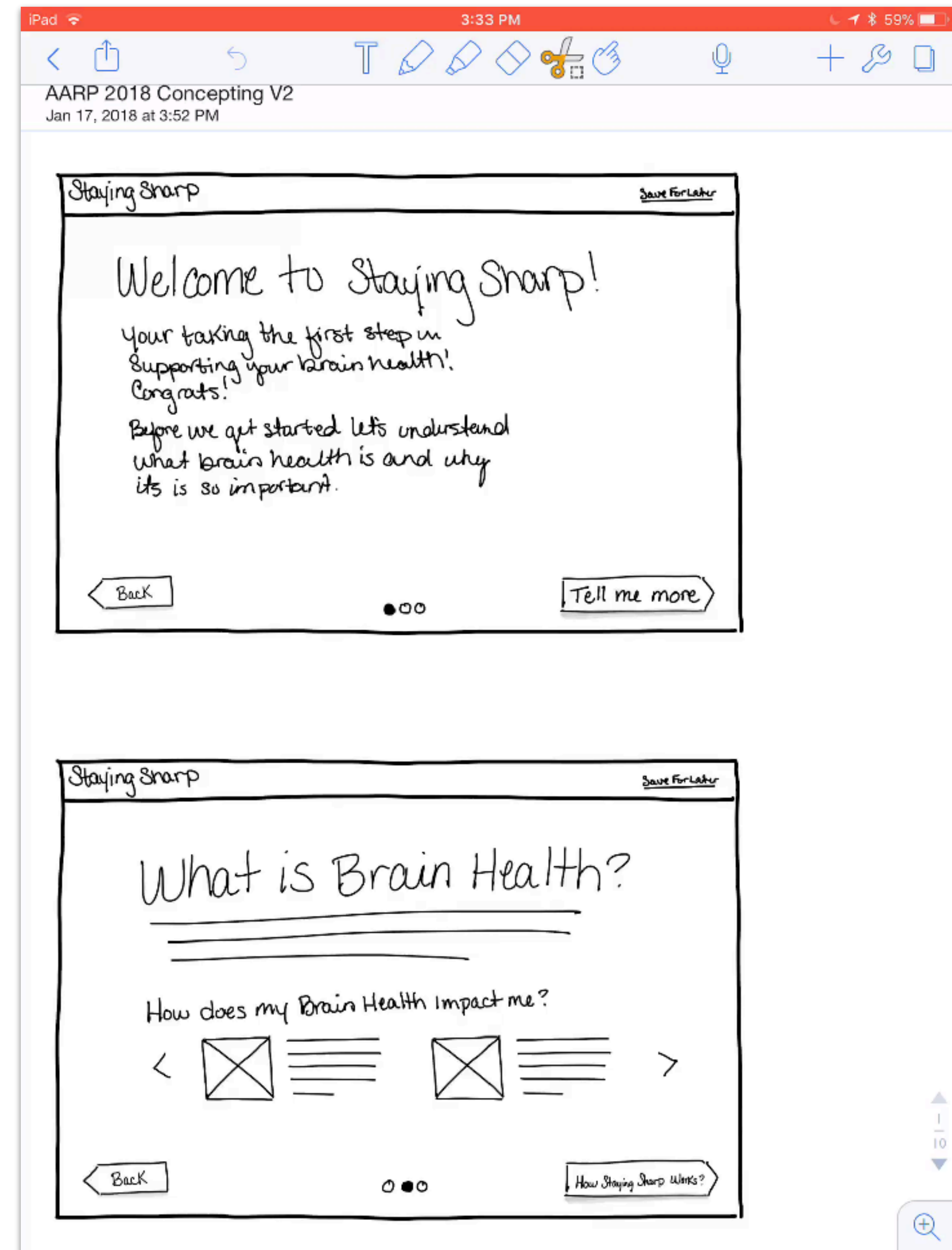
*We'll design key flows and/or screens that complement the native app experience.



We will not be creating designs for these interfaces; however, we'll leverage information from wearables.

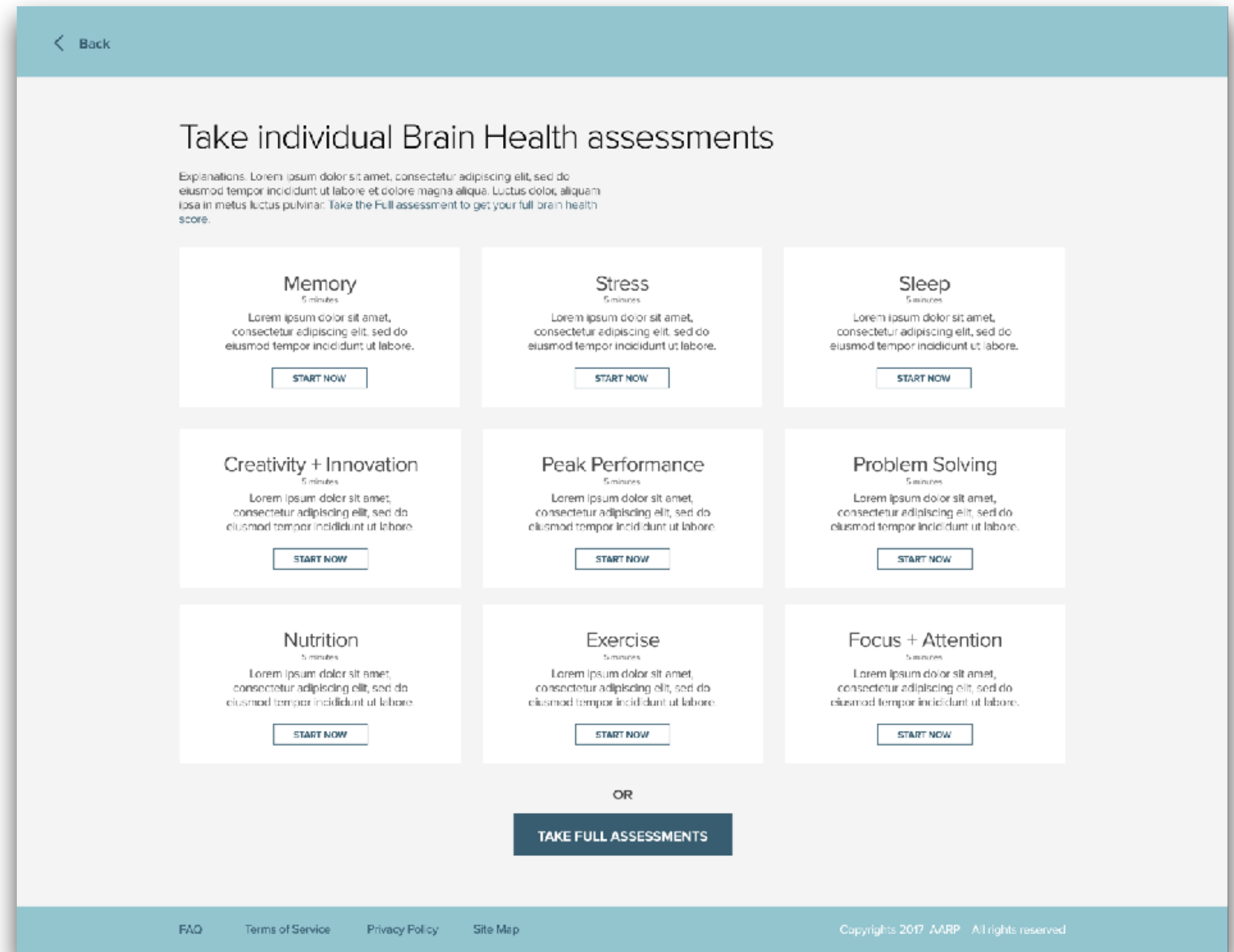
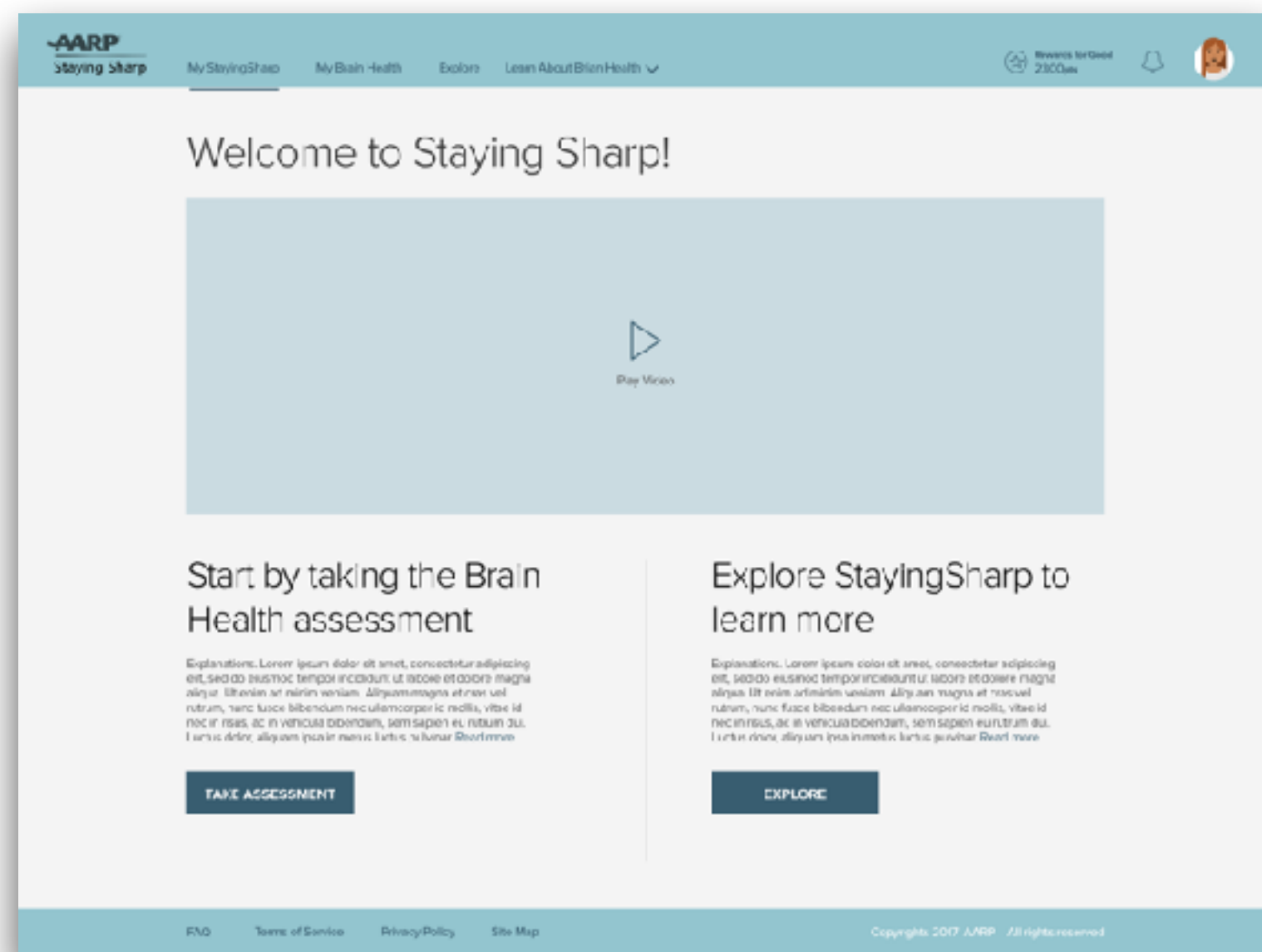
Detailed Design

Bringing the concepts to life through detailed design work



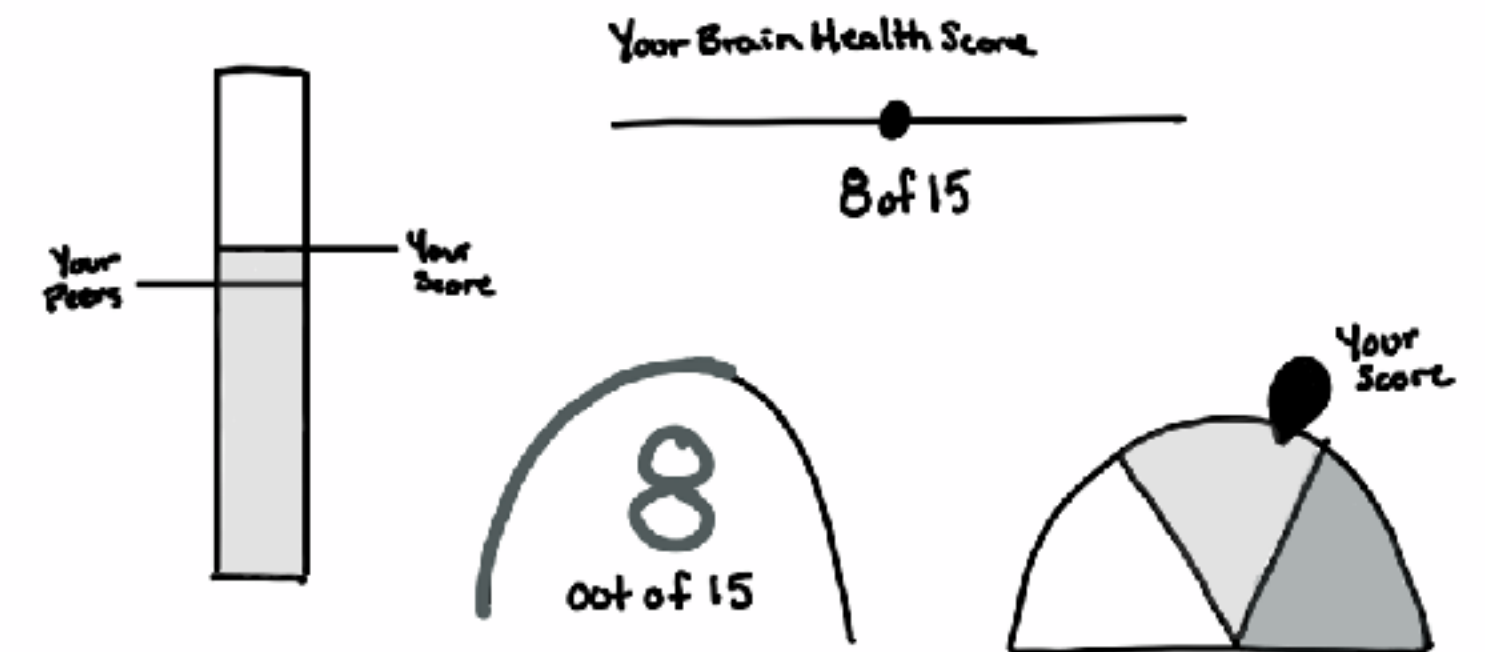
Single or modular assessment

The initial assessment was time-consuming and monotonous. With the help of the brain health experts, we were able to break down the assessment into chunks to help users feel more in control of the process as well as remove friction from a complex form.



Brain Health Score

There are many ways we could go about showing a user's brain health score. It could be numeric. It could be visualized. After interviewing potential users, we learned that a combo would be expected by members and prospective users.



AARP
Staying Sharp

My StayingSharp **My Brain Health** Explore Learn About Brian Health ▾

Rewards for Good
2300pts

Your brain health baseline

Score History

6.5
out of 15

Looking good!

Your baseline

0 3 6 15

- 6-15: Looking good
- 3-6: Doing well
- 0-3: Needs work

Your brain health score measures your strengths in two vital areas: Cognitive, or how your brain works and Lifestyle, how your everyday activities support your brain health.

[LEARN MORE](#)

We recommend you to start with:

[Memory](#) [Stress](#) [Nutrition](#)

[View all results](#)

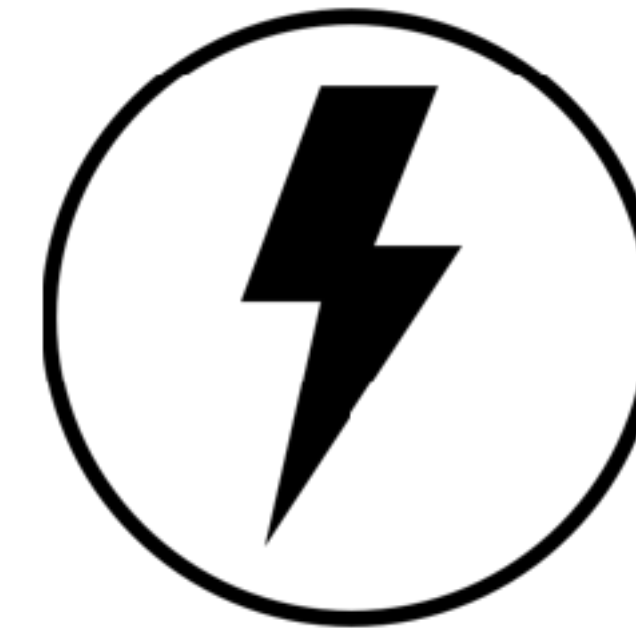
Overall Impact



UX Education



Client Management
Growth



Product / Systems
Thinking