User experience led design:
Developing an online health checker in York

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The Challenge

“How might we encourage people to consider their health and wellbeing assessment and to make better health choices?”
A user centred approach

- The digital development team – established through software development projects with futuregov
- Small team 5-8 people, developers and designers
- User experience, empathy, and evidence at the core
- The YorWellbeing service is perfect – health is very emotive
Personas

**Sally**

**Age:** 55

**Gender:** Female

**What is their current engagement with health services?**
- Menopausal - Has visited GP about this
- Generally doesn’t have time
- Google's symptoms and treats at home

**What are their health behaviours and habits?**
- Active, cycles to work
- Enjoy walking some weekends
- Has difficulty sleeping - tried at weekends
- Snacks at work as she isn’t sleeping
- Has put on a lot of weight in the last 12 months, feeling a bit down/moody but not seen GP

**What is their social or family environment like?**
- Lives in York
- Married
- Elderly parents whose care needs are increasing
- Disabled adult child - lives at home

**What is their Economic situation?**
- Works for CYC
  - Full time
  - Comfortable economics

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**Anna**

**Age:** 65

**Gender:** Male

**What is their current engagement with health services?**
- Anti-inflammatory for arthritis
- On repeat prescription
- Mainly sees pharmacy but sees doctor a lot for wife

**What are their health behaviours and habits?**
- Keeps pigeons
- Dodgy hips and knees
- Used to be a footballer
- Not a confident cook - His wife used to do it

**What is their social or family environment like?**
- Care for wife with Alzheimers - early so still living at home
- Dressed
- Daughter prompting him to take care of his health

**What is their Economic situation?**
- Part time worker

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User research:

- Hosted user workgroups with HealthWatch York
- Spoke to potential users at Acomb Library
- Joined Wilberforce Trust and Age UK sessions to speak to people
- Interviewed people as a part of the 50+ Festival
- Synthesised research and identified insights
The insights

1. People like the idea of health checks
2. ...but their previous experiences vary
3. People think GP surgeries are the best place for health checks
4. Users want empathy
5. Data concerns taint an online service
6. An online service isn’t inclusive
7. People want a local service
Working together, to improve and make a difference

PUBLIC HEALTH CHECK USER JOURNEY

Online Health Check

Make the change

We’ll invite you to a health check

We’ll see you again in 5 years!

Creating a plan

Face-to-face health check

Optional Tests you would be offered

Talk with us about setting goals that make changes to your lifestyle

45-60 minute health check

Confidential between YorWellbeing, your GP and you

Optional Tests you would be offered:
- Finger prick blood test
- Hba1c blood sugar levels
- Cholesterol
- Blood pressure
- Step test - heart rate/lung capacity

Face-to-face health check includes:

Complete your health check online

What you’ll be asked about

See your summary instantly

Print off your results

Useful info you might be interested in

If we have identified you’d benefit from a health check, we’ll contact you to arrange a face-to-face appointment

Advise you see your GP

Refer you to the YorWellbeing team

Your check will be shared with your GP

Personalised summary of your check

Buddy Scheme

Social Wellbeing

Weight

Exercise

Alcohol

Smoking

Alternative telephone option available
Designing the software

- Observed people using existing software
- Sketched early ideas
- Built a prototype
- Usability and user experience testing central to all decisions
Testing the software

• HealthWatch York
• Community events in the city
• Sporting Memories Group at Bootham Crescent
• Continuing to test (and learn) with users
Where are we now:

Online health check

Face-to-face

Separate components with shared data

Working together, to improve and make a difference
## Alcohol

**How often do you have a drink containing alcohol?**

<table>
<thead>
<tr>
<th>Never</th>
<th>Monthly or less</th>
<th>2-4 times per month</th>
<th>2-3 times per week</th>
<th>4+ times per week</th>
</tr>
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</table>

**Save**
Alcohol

How often do you have a drink containing alcohol?

Never  Monthly or less  2-4 times per month  2-3 times per week  4+ times per week

How many units of alcohol do you drink on a typical day when you are drinking?

1-2  3-4  5-6  7-9  10+

How often have you had 6 or more units on a single occasion in the last year?

Never  Less than monthly  Monthly  Weekly  Daily or almost daily

Find out more
Cholesterol

Total cholesterol: 2.50
healthy

LDL (mmol/l): a
not-risky

HDL (mmol/l): 0.5
not-risky

Triglycerides (mmol/l): 1.00
no guidelines available

Non-HDL (mmol/l): 1.00
no guidelines available

Cholesterol ratio: 5.00
not-risky

1 Find out more
1) Basic details
2) Health info
3) Medical info
4) Family medical

Do you know your blood pressure?

- Yes
- No

Back Next
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Given your results, it is strongly recommended that you contact us for a health check

From what you have told us you are at an increased risk of developing diabetes within the next ten years.

The risk score alone can only give us so much information. To find out more about your health and personal risk we recommend that you contact us for a free health check appointment.

In this appointment we will run a few additional tests. We will use the results to offer you personalised lifestyle advice on how to reduce your risk.

Lots of people with diabetes in the UK do not know. It’s really important to come in for a full health check if you have a higher risk.

In the meantime, here are some resources which you might find interesting to read.
Try our online health checker

www.yorwellbeing.org.uk

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