



Adam Keller

User Experience
Design & Direction

Case Study: Gut Check App

Client: Janssen Pharmaceuticals

Business Objective: To provide IBD and Crohn's Disease patients with a helpful tool that also collects patient-reported outcomes for use in redefining prescribing restrictions

Solution: Mobile app for patients to record their disease symptoms, and track their progress over time using a data visualization dashboard

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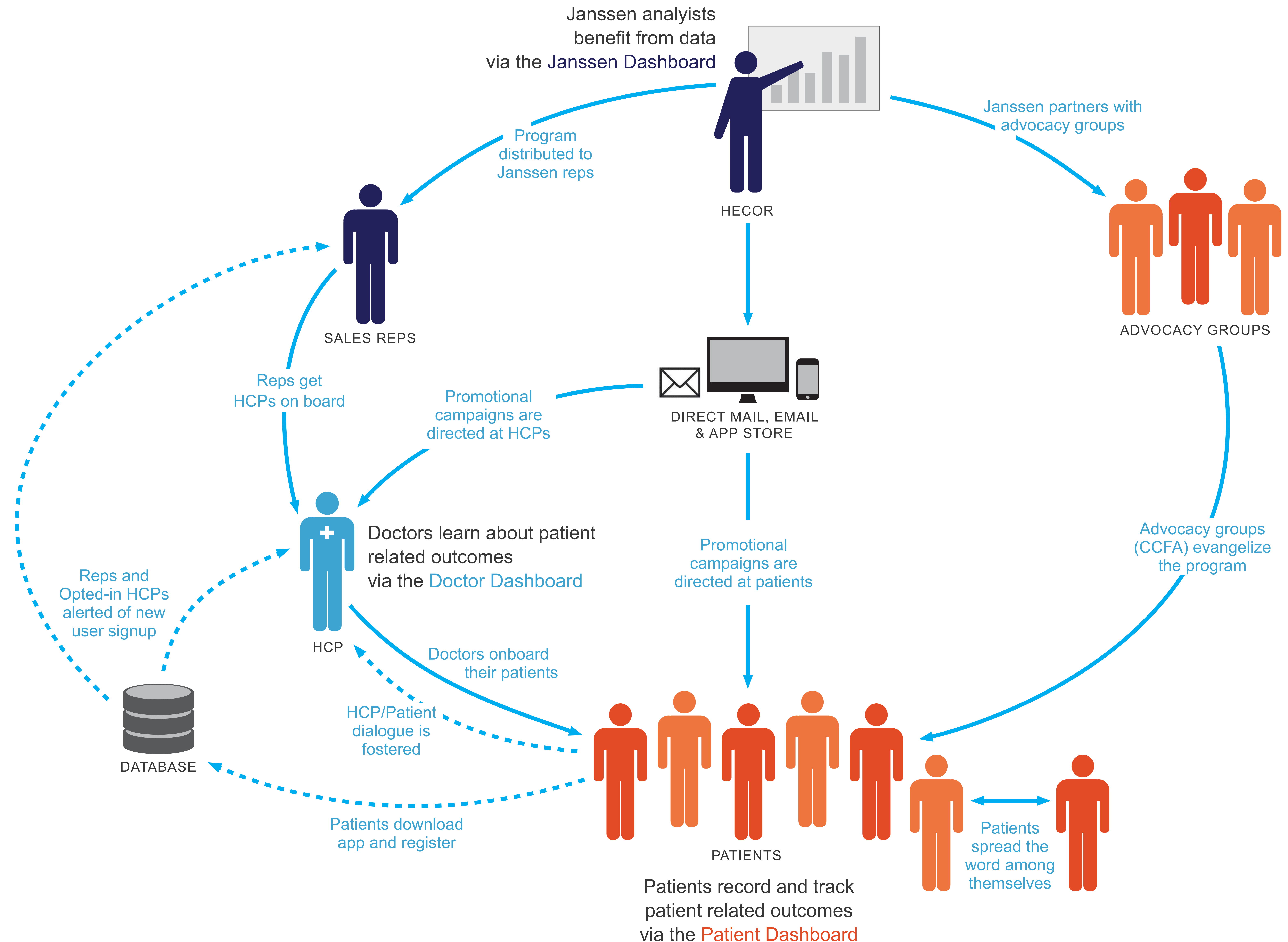
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Gut Check App Promotion and Data Flow

We first researched and established how the app can collect data from patients, and be distributed to various outlets.

Sales reps, advocacy groups and ad campaigns encourage doctors and patients to adopt the program.

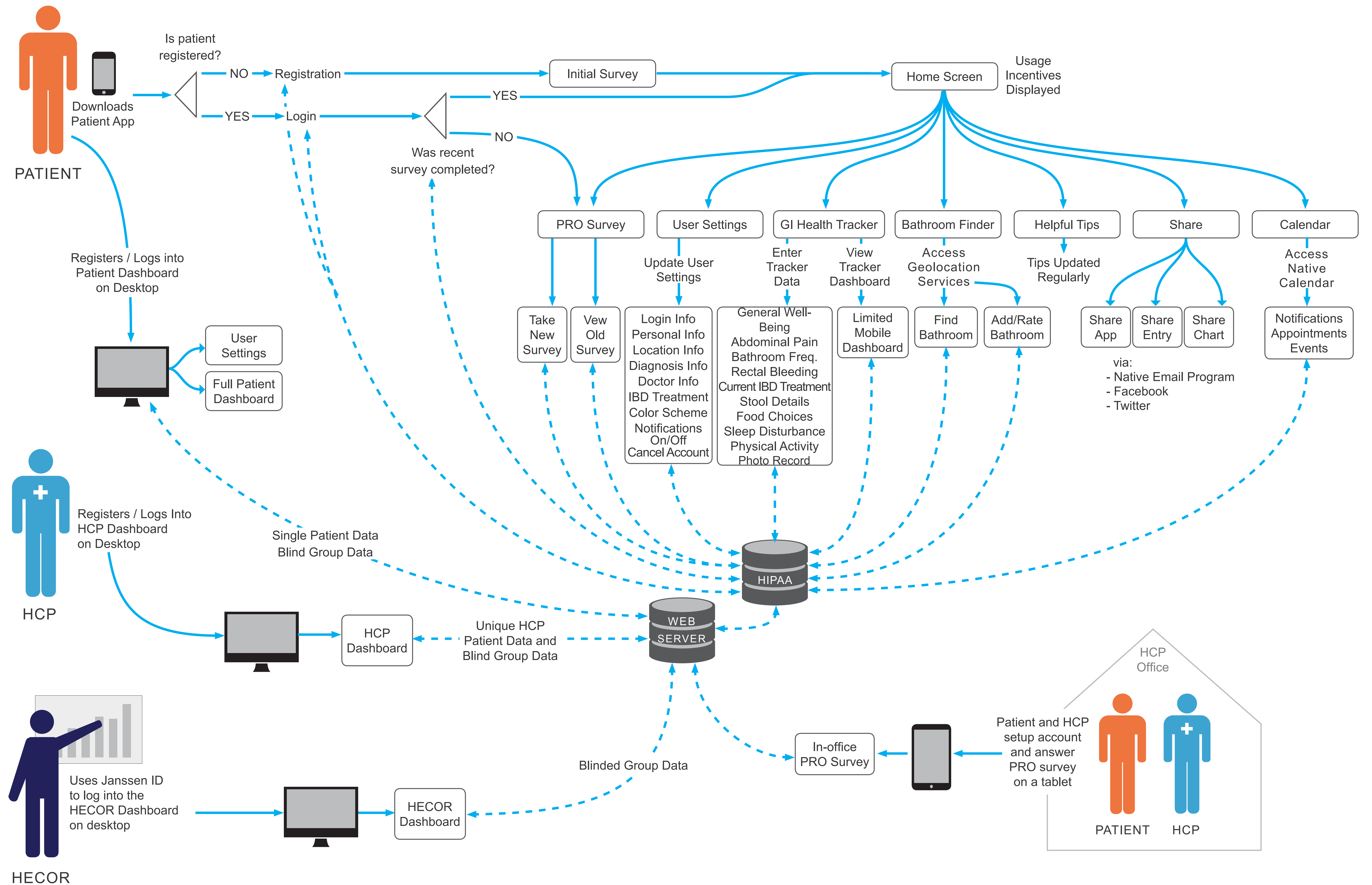
Data showing symptom progression is analyzed and reported by drug manufacturer to help update the product label.



Gut Check App User Flow

We then established how different users would interact with the app.

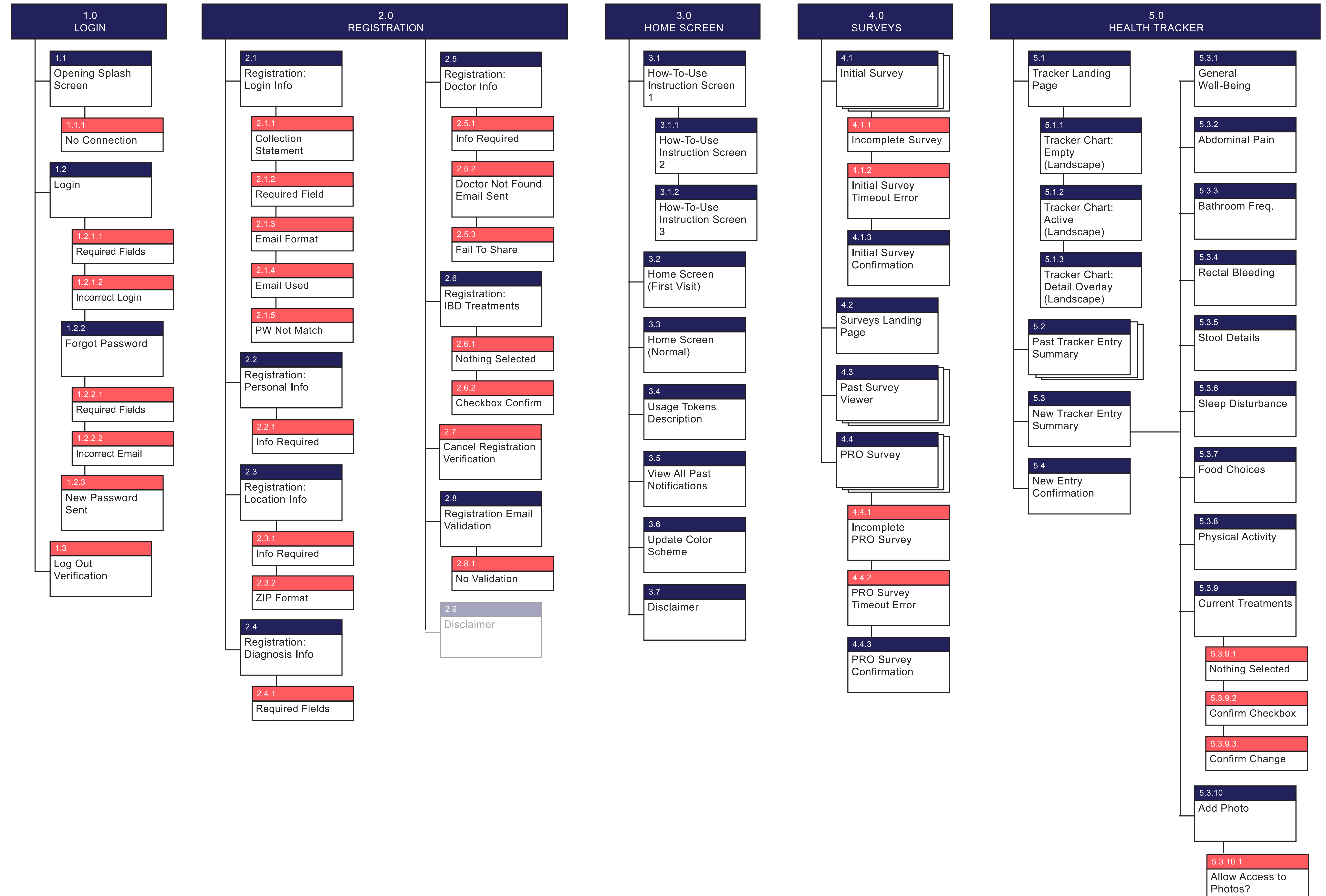
We outlined the different sections of the app, and how different actions were performed.



Gut Check App Content Map

Once we have identified all of the content and interactions in the app, we organize all of the screens into a content map.

Different colors denote different types of pages.

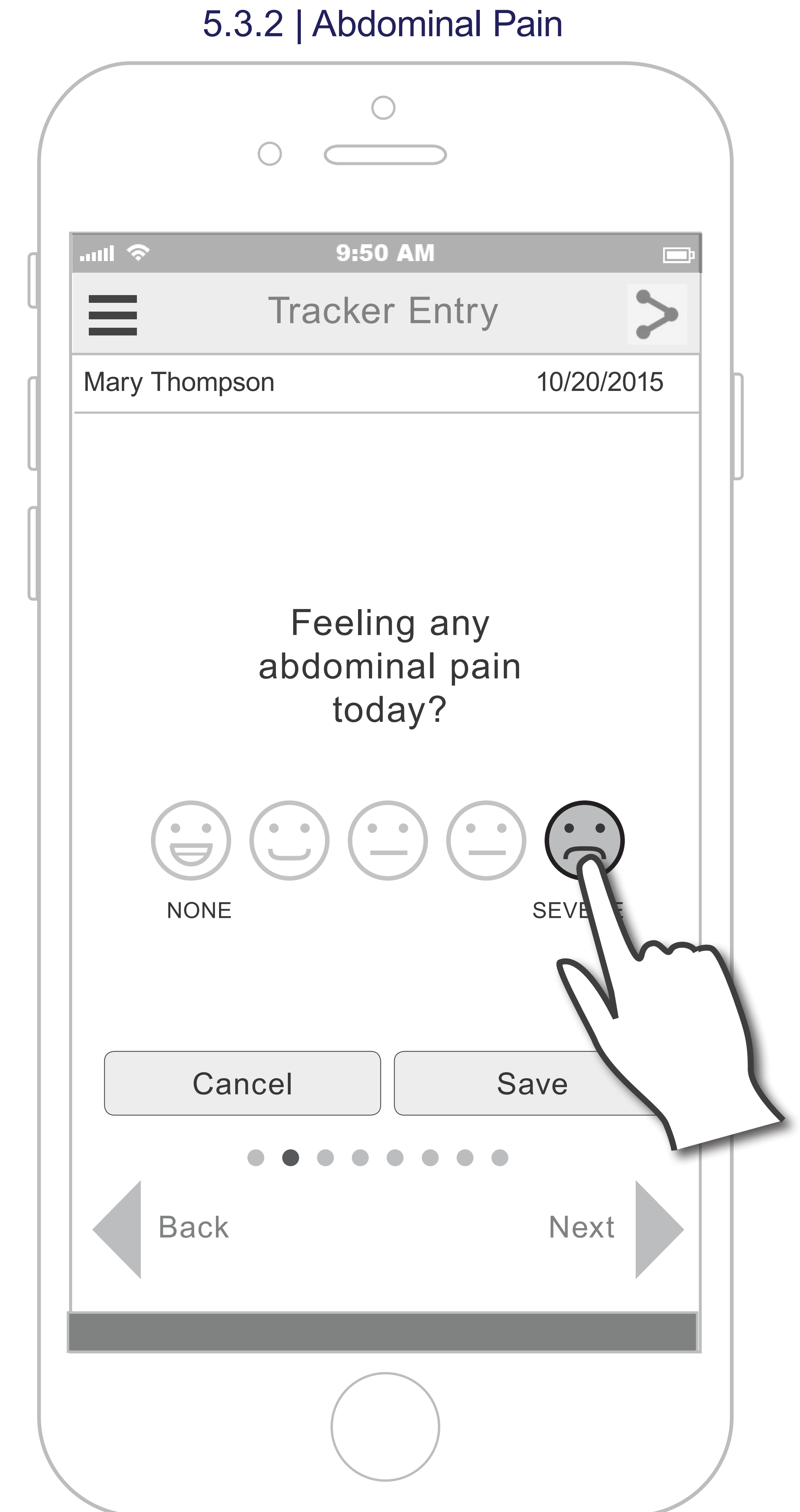
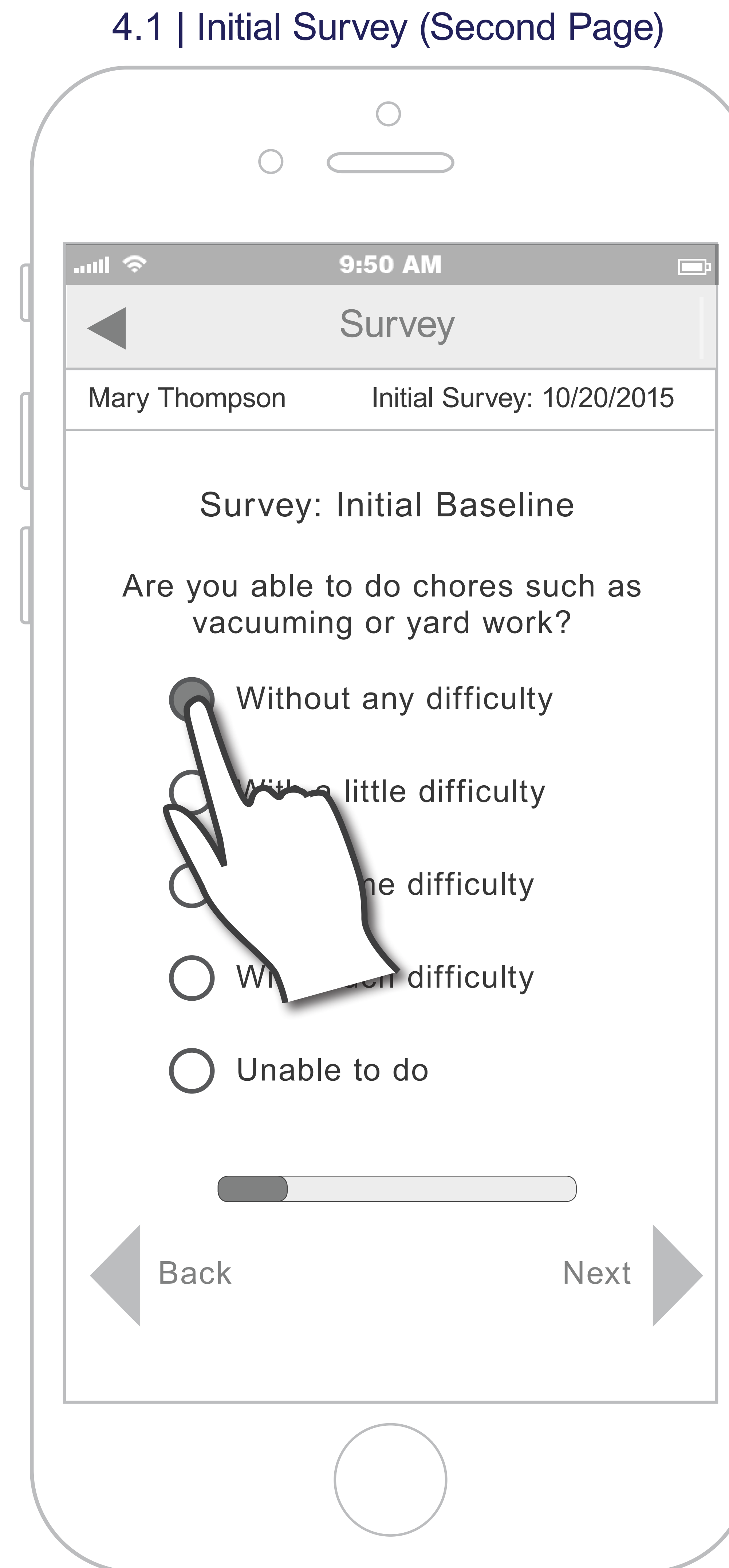
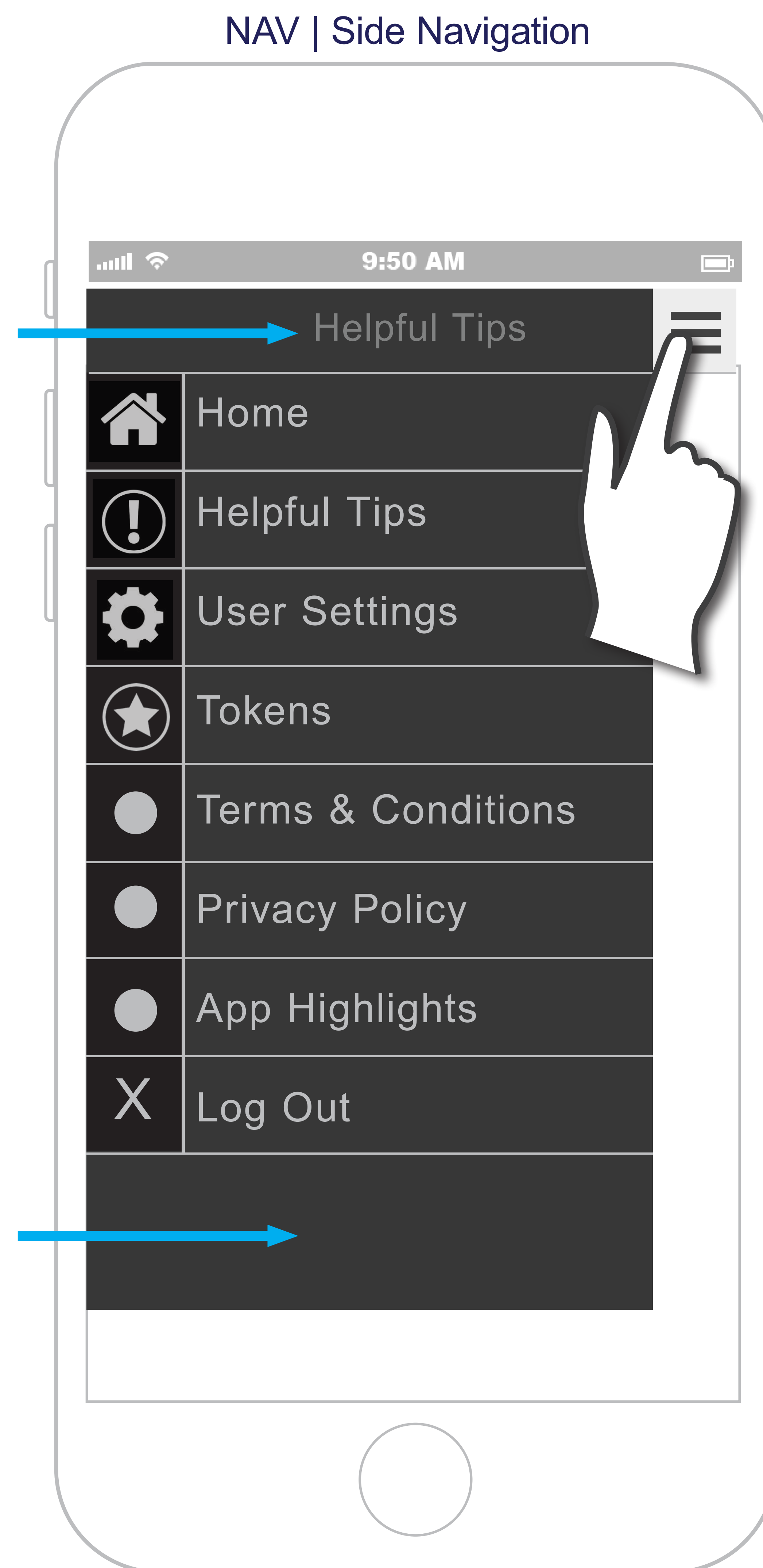


Gut Check App Wireframes

Wireframes are then created based on the screens and interactions detailed in the sitemap and user flows.

Here is shown the app navigation, and how the patient enters their symptoms every day.

Wireframes can also become interactive prototypes, so the app functionality can be tested, evaluated and improved upon.

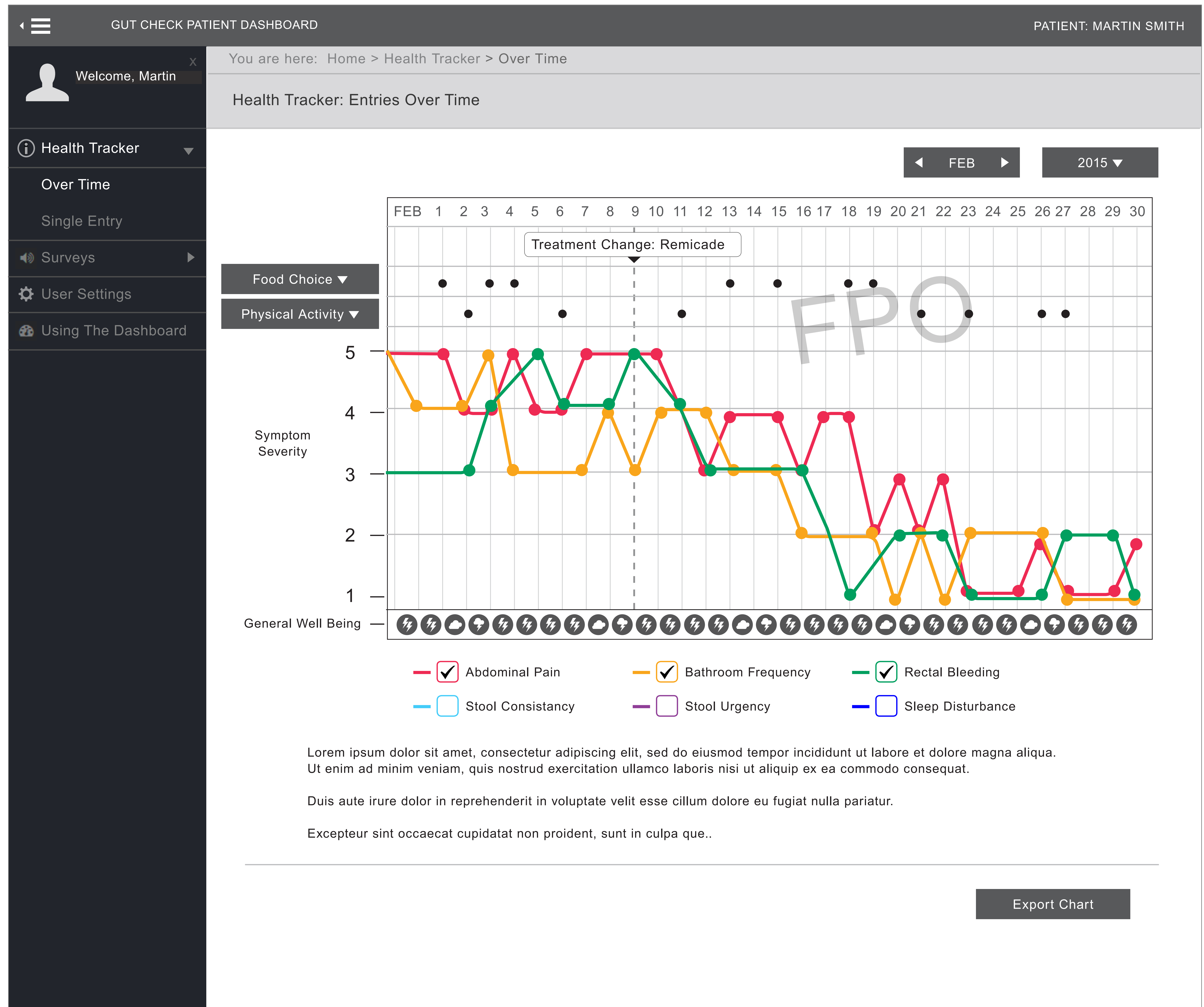


Gut Check App Wireframes

After recording symptoms over time, the patient can view progress in a chart.

They can identify any foods, activity or treatment changes that may show a change in symptoms.

The desktop dashboard shows more detail than can be displayed on the mobile device.



Gut Check App Final Layouts

Wireframes are then brought to life in layout and developed into the finished product.

User testing can identify any usability problems, and further improvements can be implemented.

