Product/Technology

Experience Guide: Building the Future

User Experience Team

2025 Onwards

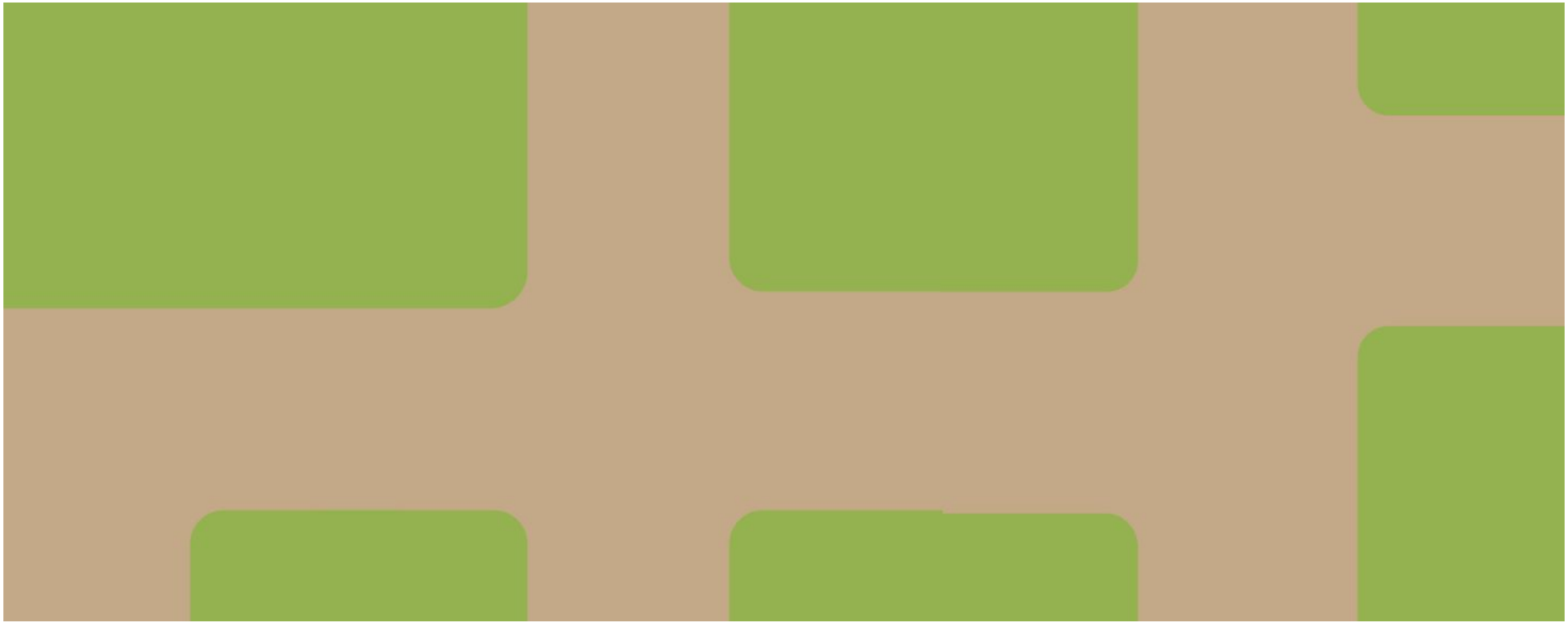
WebMD HealthServices

Imagine our platform is a city we are building

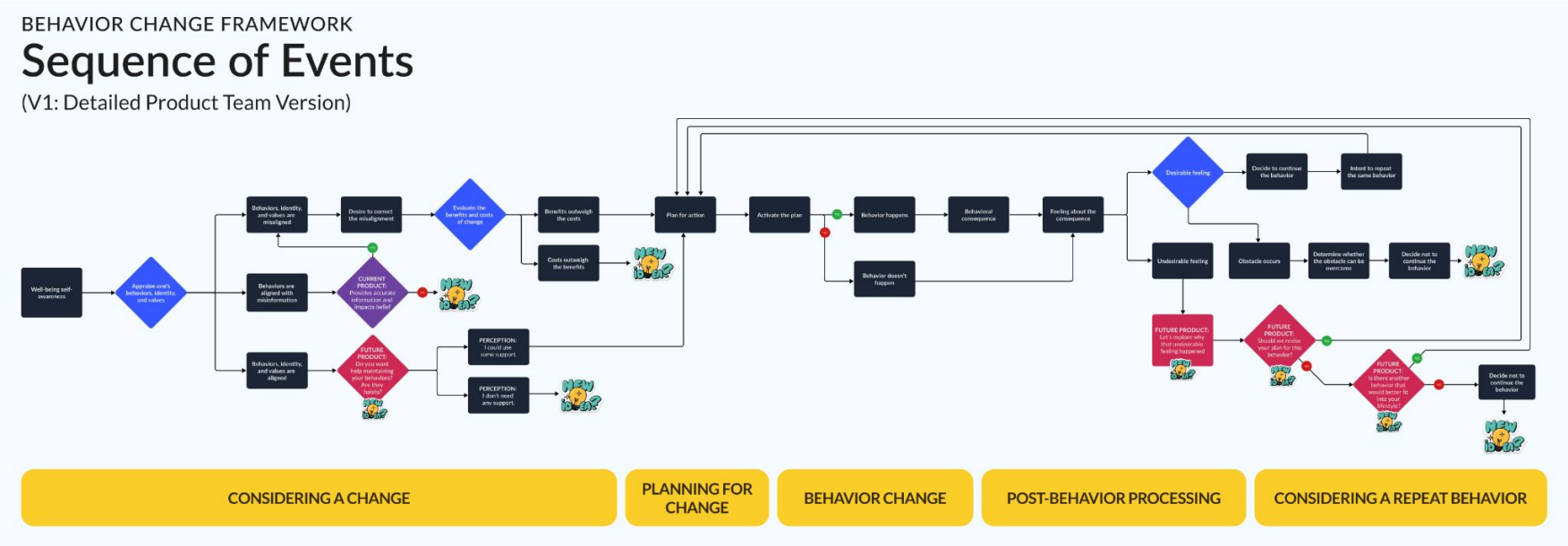
HOW DO WE GET FROM HERE …

… to here?

Behavior Change Framework



Behavior Change Framework



[Behavior Change Framework Figma]

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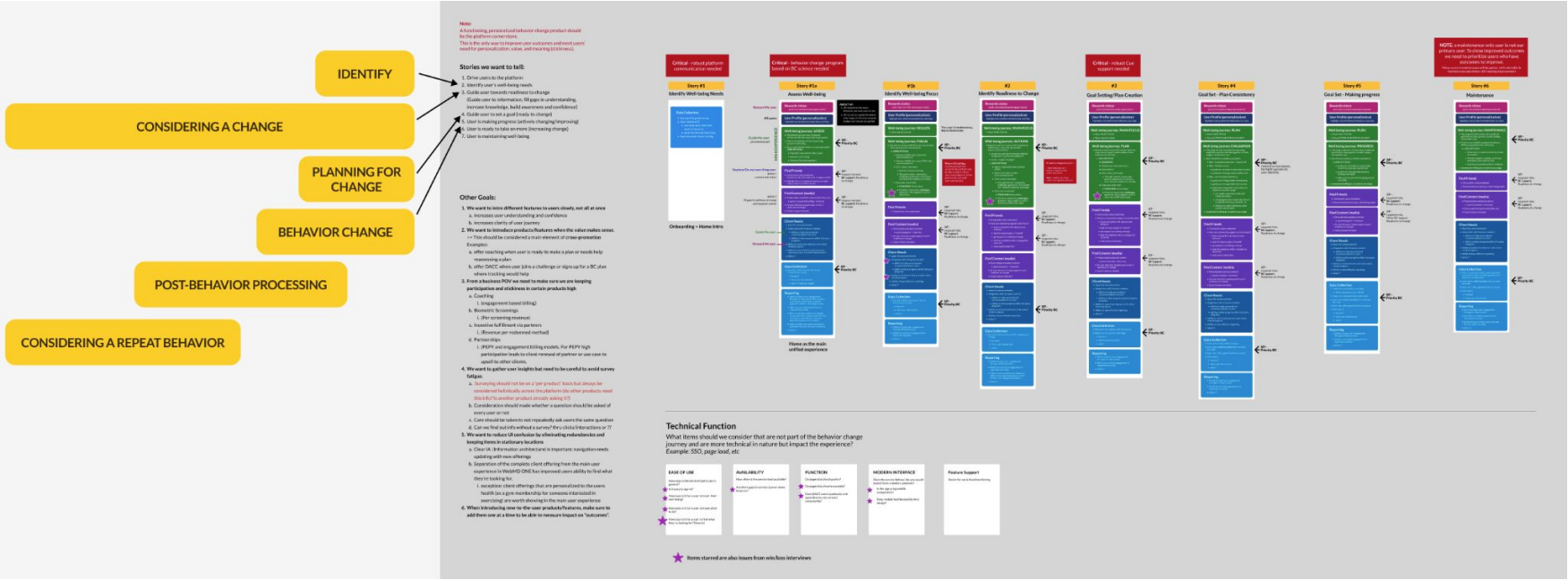
Behavior Change Framework

Takeaways

- Answers a foundational platform business question:
  - How do we improve user health/well-being outcomes?
- Describes necessary steps in a behavior change journey
- Provides science-based recommendations

Platform Goals

Platform Goals



[Platform Goals Figma]

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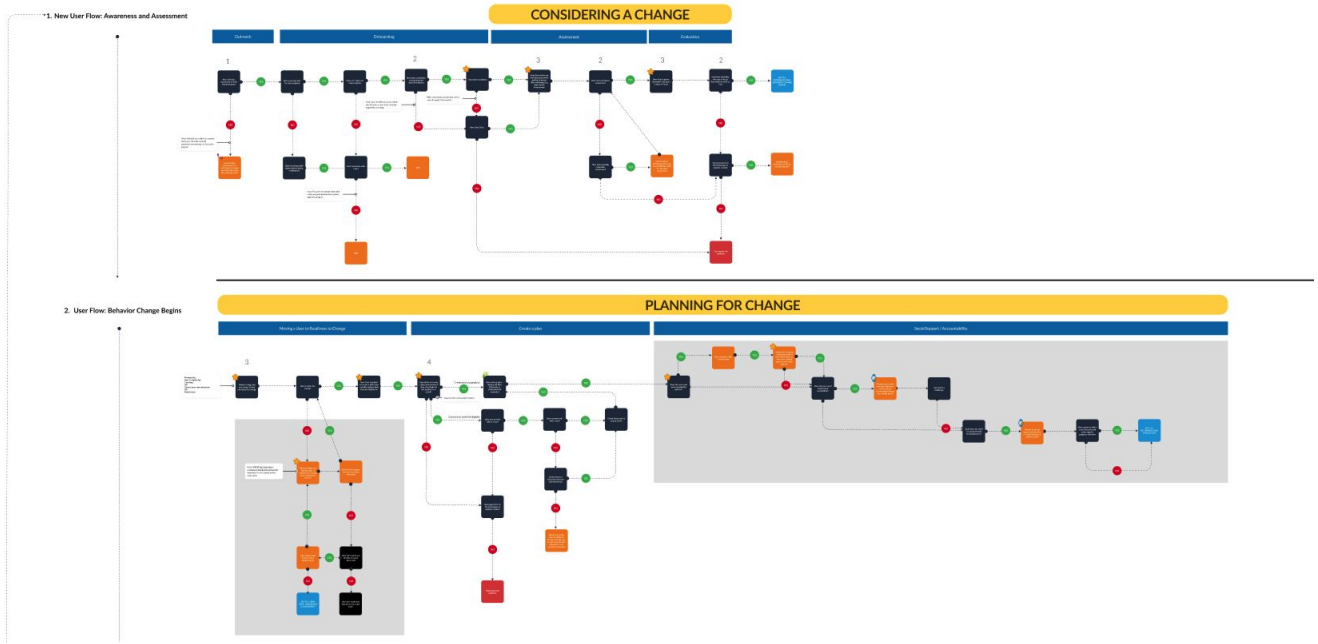
Platform Goals

Takeaways

- A foundational document to align teams on what to build so we have a platform that …
  - has behavior change science as a central tenet
  - has a balanced approach to gamification that targets the behavior change actions we want participants to take
  - supports client needs without disrupting participant's behavior change goals
  - addresses business drivers
  - Takes into account technical impact on UX
  - Allows us to speak to client and end user feedback as true experts in the field

User Journeys

Mapping to a User Journey



[User Journey Mapping Figma]

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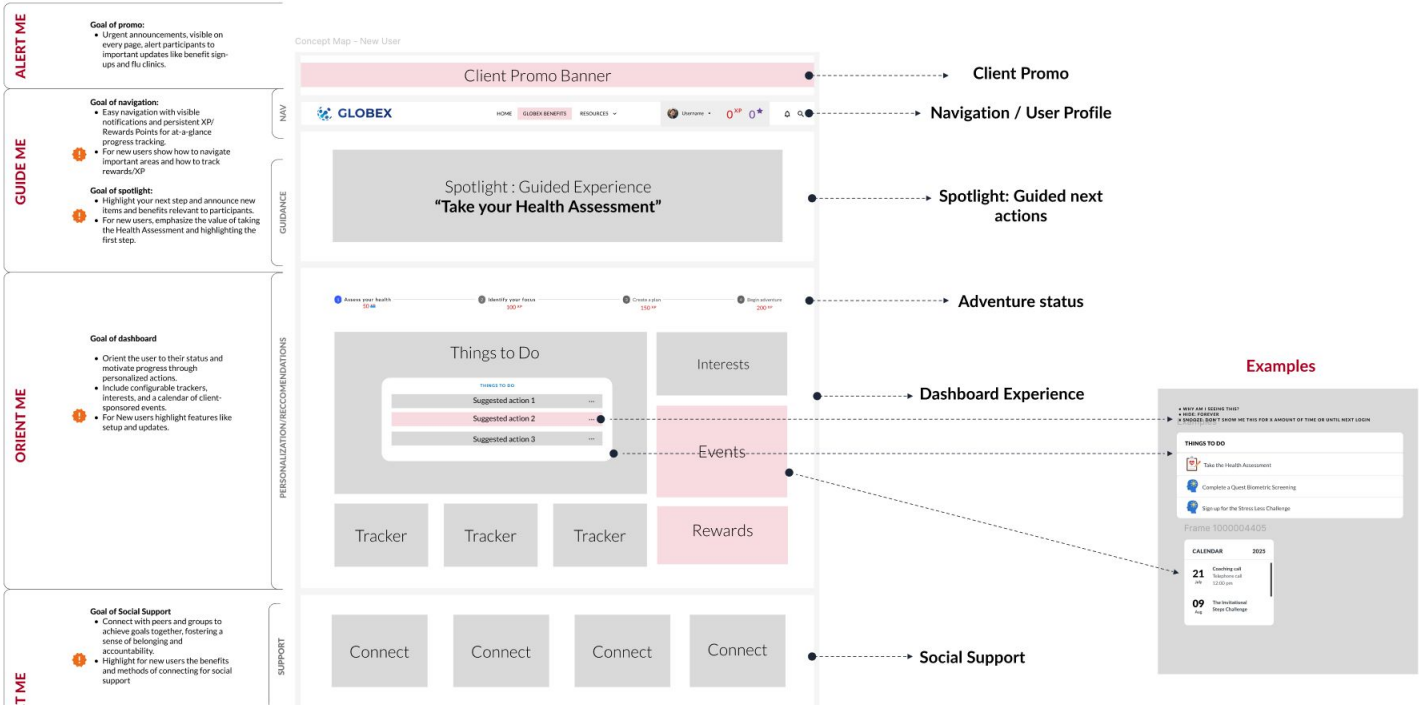
Site Experience

Mapping User Journeys to Site Experience



[Site Experience Figma]

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Mapping to User Journey & Site Experience

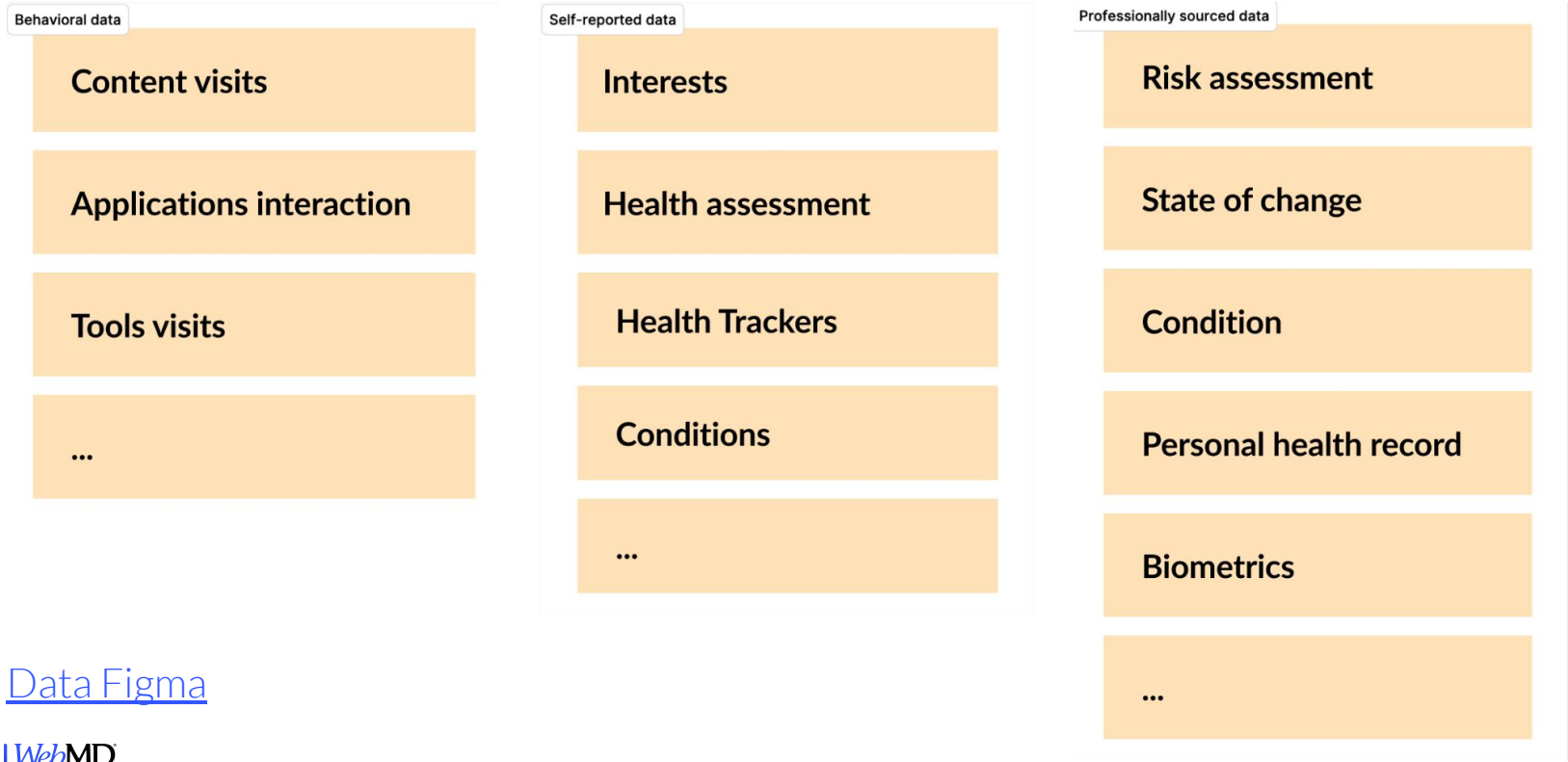
Summary

- The User Journey is a user flow mapping which will:
  - Help identify gaps we have in the product so we can create **“on ramp”** solutions
  - Analyze the specific points where the participant needs **guidance** or **prompts** to encourage them through behaviour change
  - Draw pathways that motivate user progress through **gamification** and **self-evaluation**
- The Site Experience Maps are wireframes which will:
  - Help guide **what** we show, **where** we show it and **why** we show it at each step of the user journey
  - Balance **personalized** experiences **with client needs**

Both Assets: Provide more future facing concepts to enable team collaboration and **iterative improvements**

Data

Data *as a vehicle to fuel personalization*



Data Figma

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Data

Takeaways

- Identify ways to **decrease dependency on HA results to fuel recommendations** through behavioral and other self-reported data.
- Expand the collection of behavioral data to **learn from what participants are doing inside the product** VS reporting to us on a fixed timeline.
- Explore the creation of a robust **living profile that is updated over time to respond in real-time** to the specific needs of a participant.
- Leverage the **untapped potential of stored data** to reduce self-reported data requested.
- **Support behavioral changes to achieve meaningful well-being results**.

Using these documents as a reference

Takeaways

- Work with the UX strategist or your UX designer to make sure your user journey and site map are represented
- When working on an MVP, refer to platform goals to ensure you're on the right track
- Collaborate with Cami, Tech leads, and the Center to understand data
- The Center will work with UX to make sure any adjustments to the behavior change framework are represented