

Design Matters 2022

Digital health tools: Meeting people  
where they are







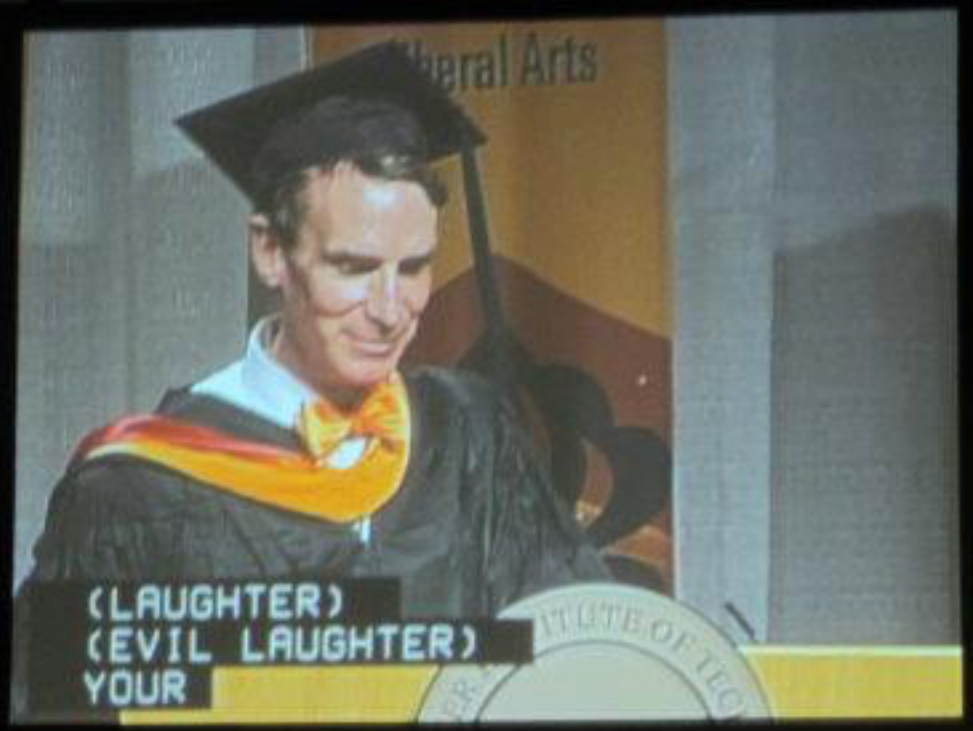
**R**



**I**



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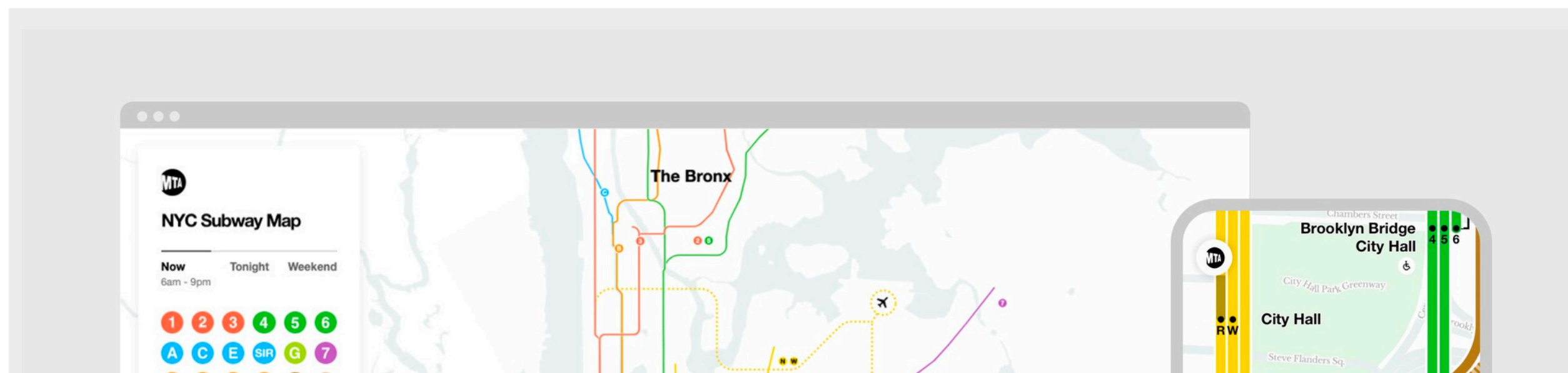


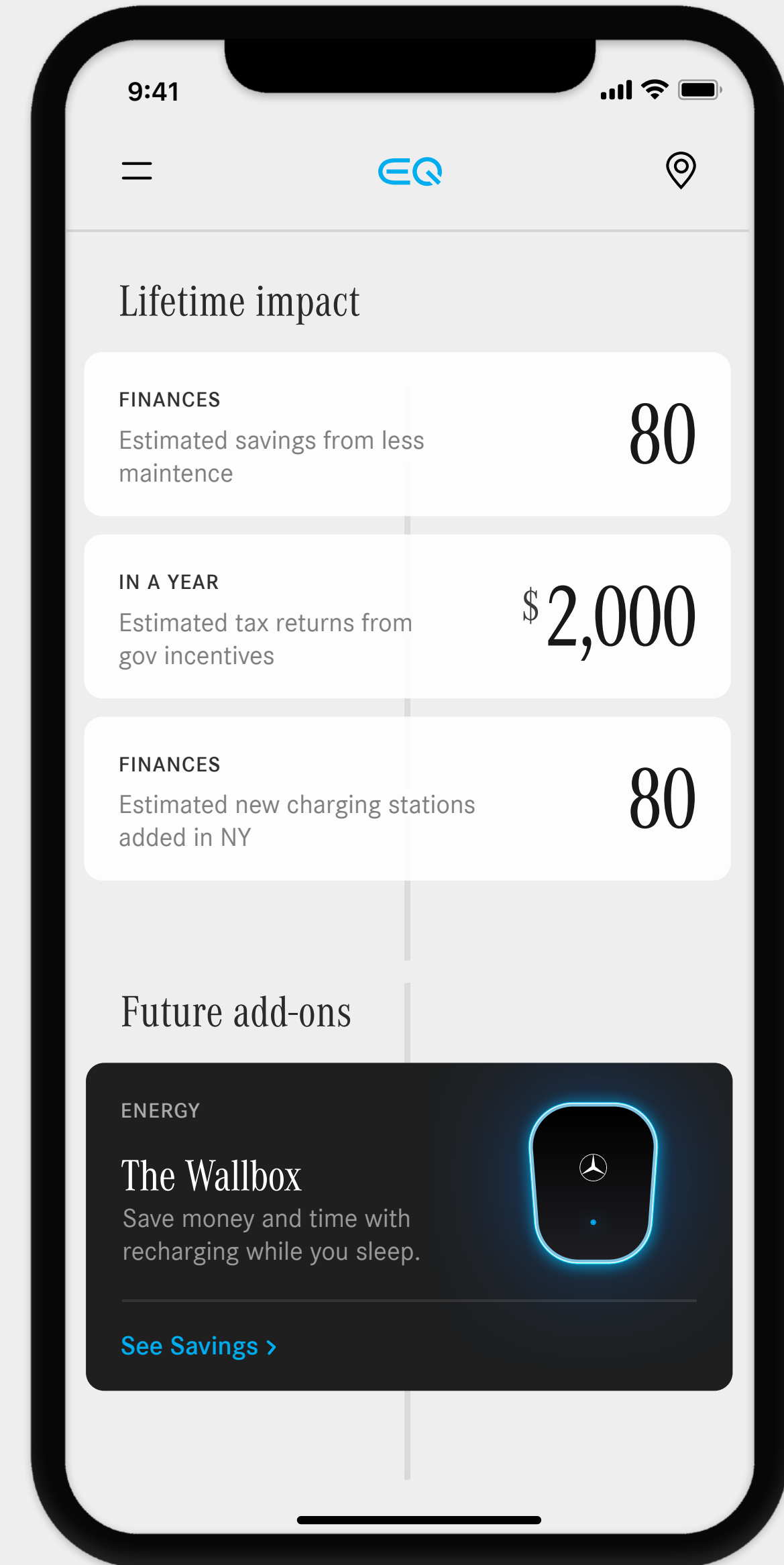
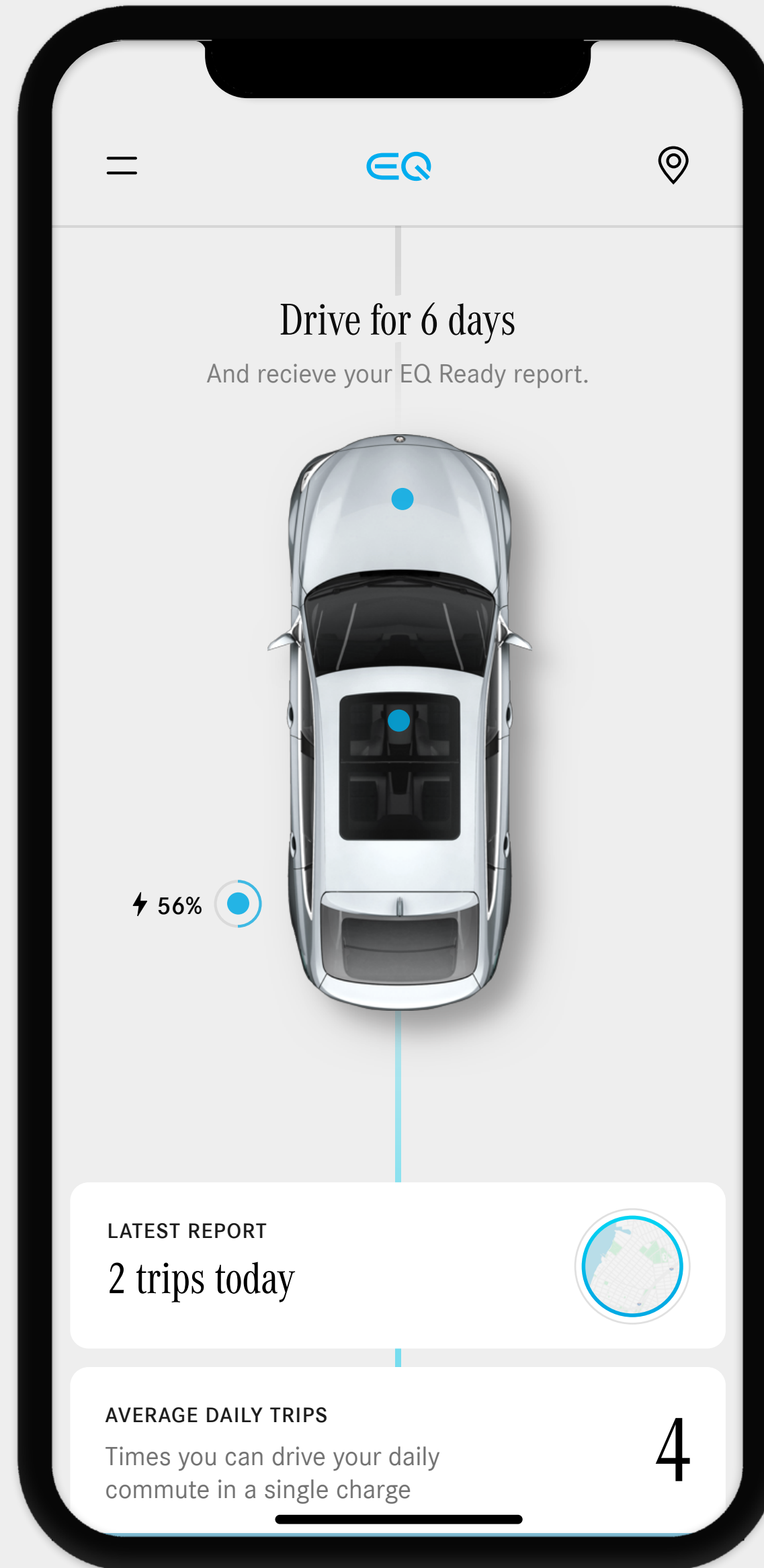
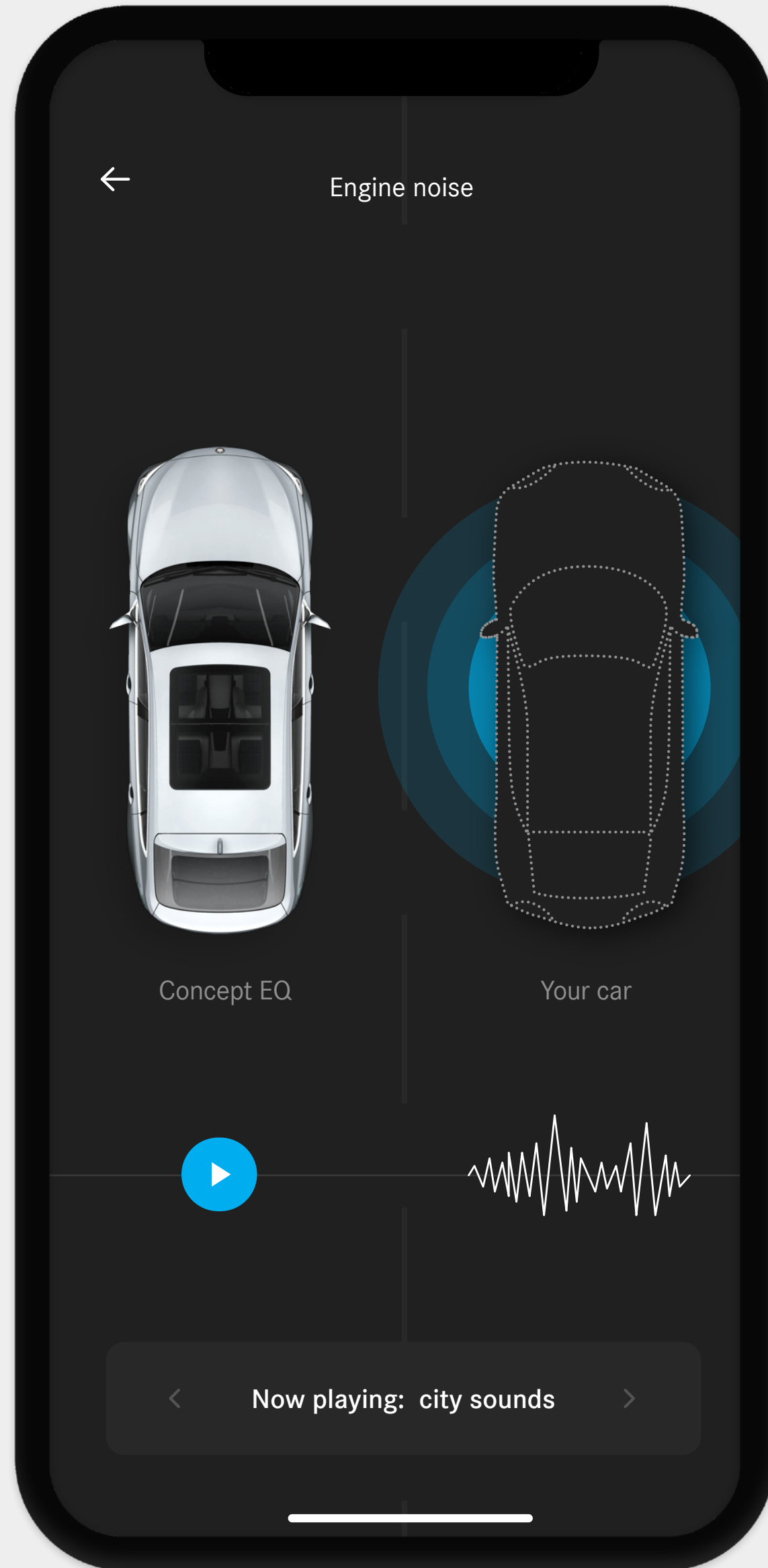


# We design and ship digital products that transform companies.

“Clients are tapping Work & Co to design a roadmap for how they connect with consumers in the future.” [Read more](#)

— **AdAge**







# Live Art with Robert and Dice Artist Duos

The founders of beloved Tonko House will paint a vibrant picture of  
Apple Union Square side by side using iPad Pro and Apple Pencil.

2:00 p.m. – 4:00 p.m.



Robert Kondo  
Filmmaker



Dice Tsutsumi  
Filmmaker





Marcus Checking Slide to unlock

Online Savings 1882 \$50,350.00  
% APY

High-yield CD \$20,190.00

Cash Flow

Monthly Income \$560.00  
My spending budget \$2,000.00

Remaining from budget \$105.56  
\$246.13 last month

Time savings \$159.23  
Saved last month \$102.56

Family Finances

\$14,800  
\$1,290

\$7,350  
\$5,200

\$124.99  
of \$200

Others

NJ  
 \$856.91  
 of \$1600

Add member

M:

Introducing Marcus Checking!

The smart checking account.

Transfer Pay Deposit Check

Earn \$169  
in 14 days

Maintain your locked balance above \$12k until March 20 to cash your reward

166/180 days March 20 Sep 20

Manage Card

Invite people to join your card group

Rose
 
 Nancy

Save

Income distribution

You got paid!  
Distribute your money.

\$10,000

Auto-distribute Income

Done

Nice new Nike gear!  
Do you prefer to:

Happy Birthday!

We hope that you had fun at La Cotena yesterday.

Smart Re-balance

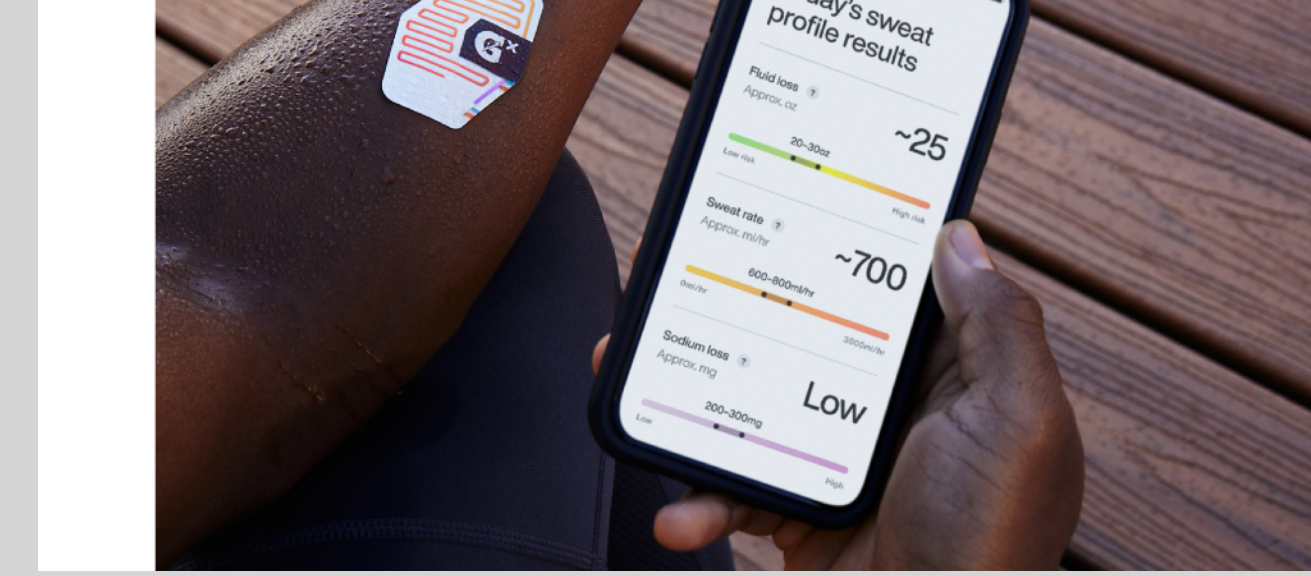
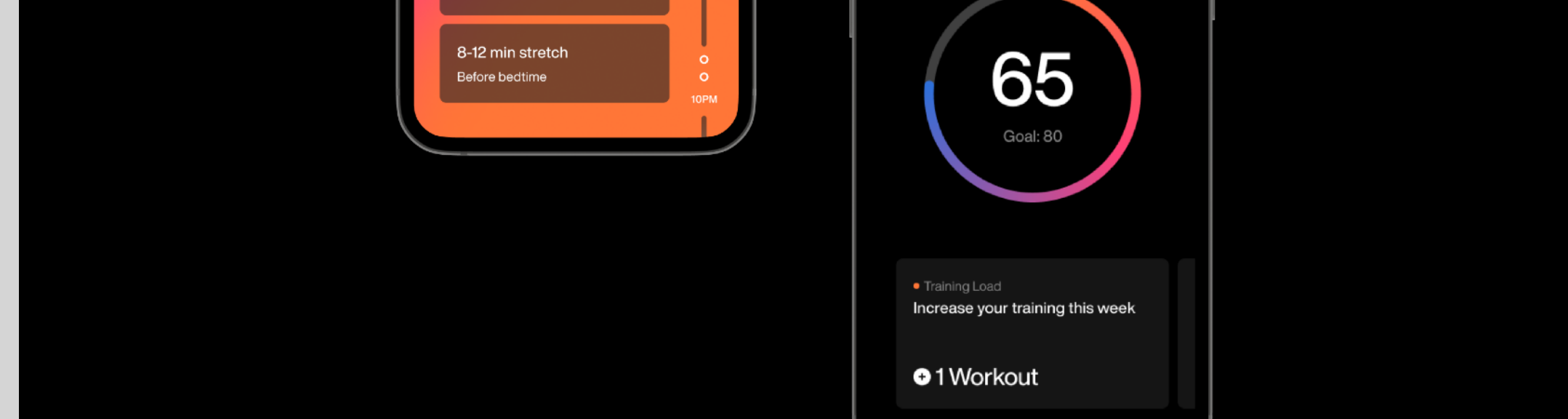
Set up a target checking balance

If your checking balance goes above the target range, we'll move extra cash to your Savings. If it falls below, we'll move cash back.

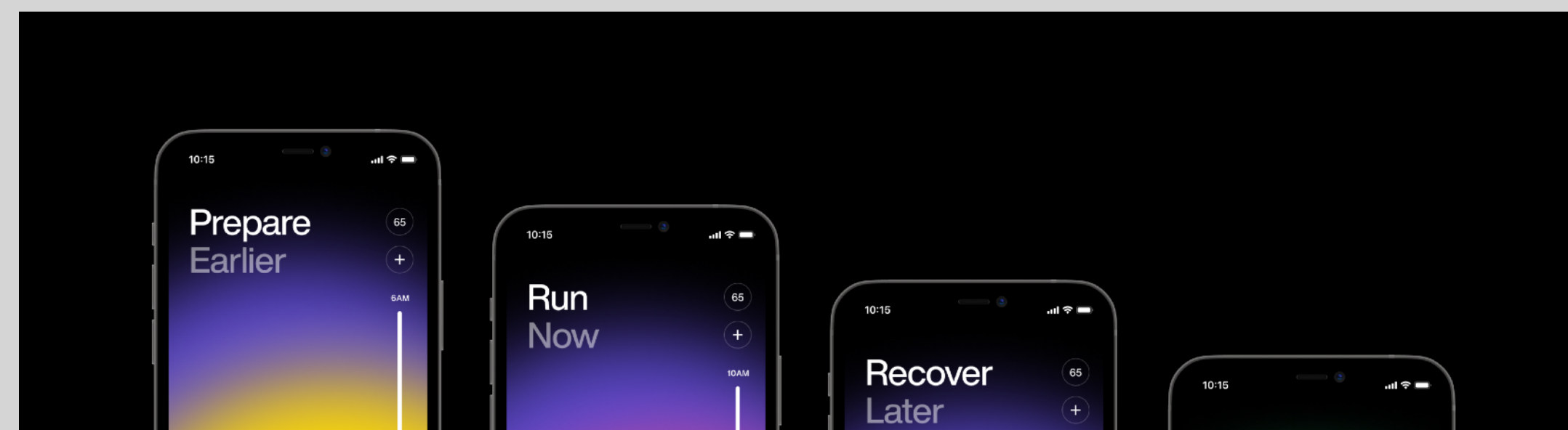
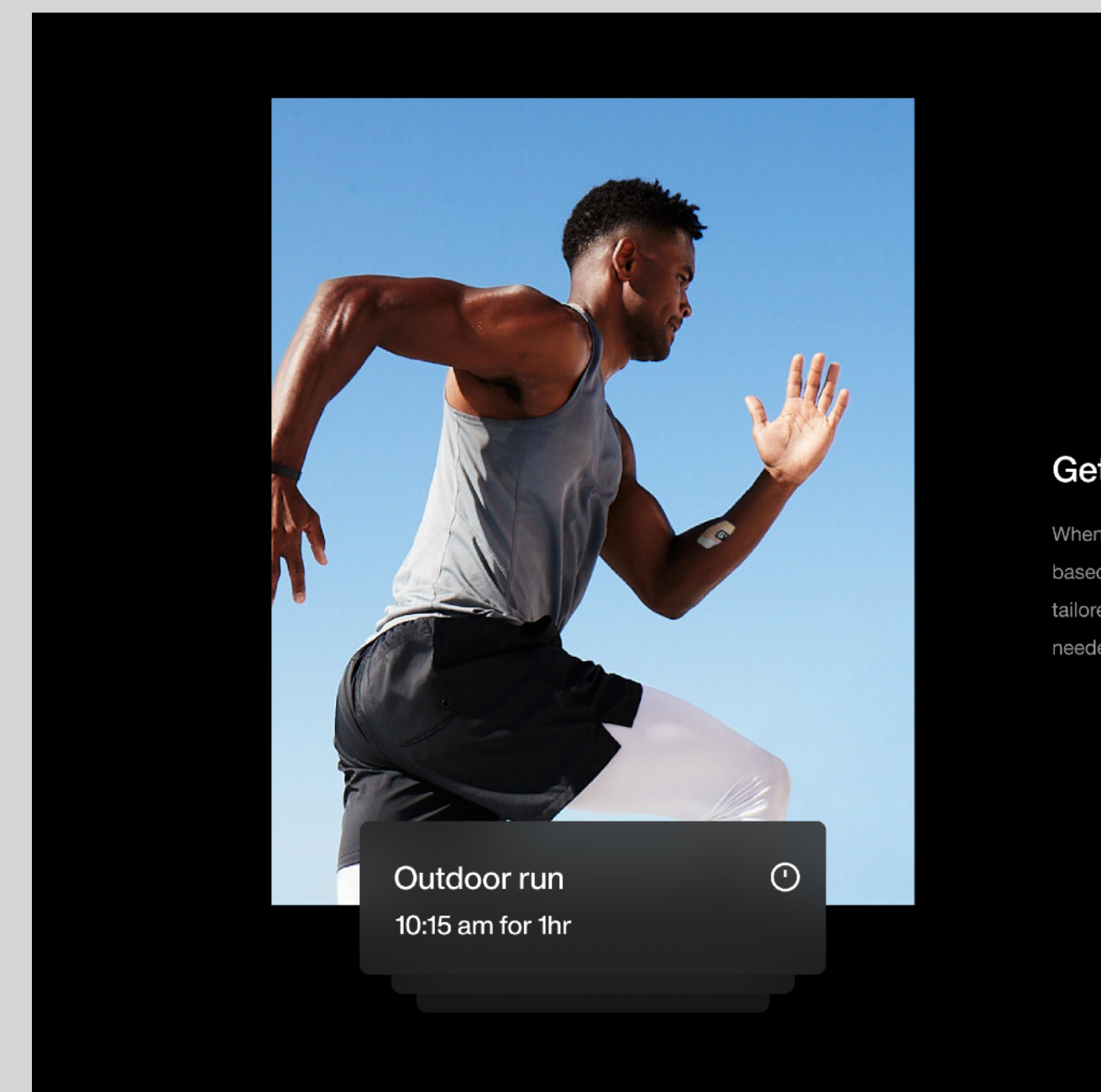
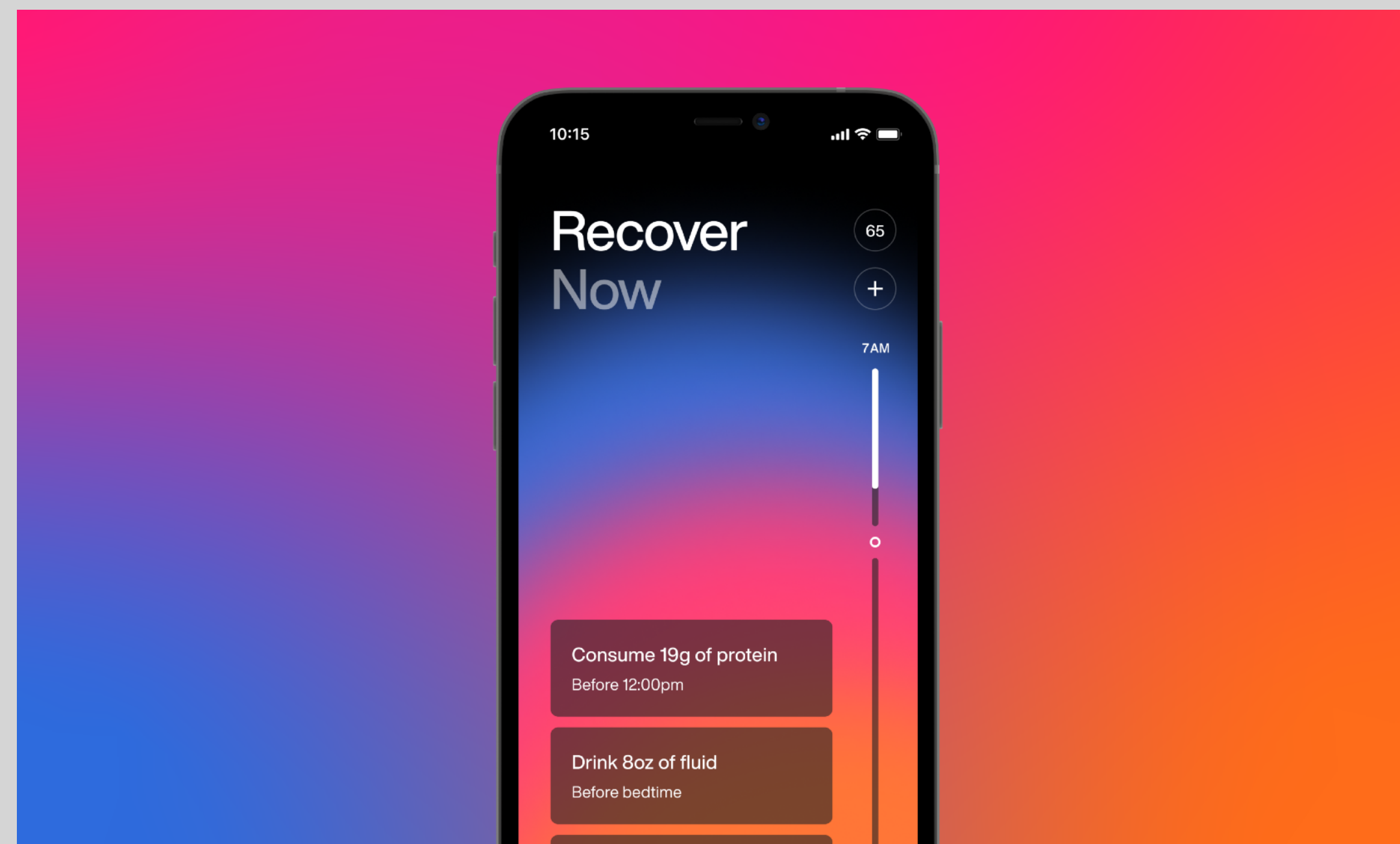
\$8,000

\$6,200 average spending

Save




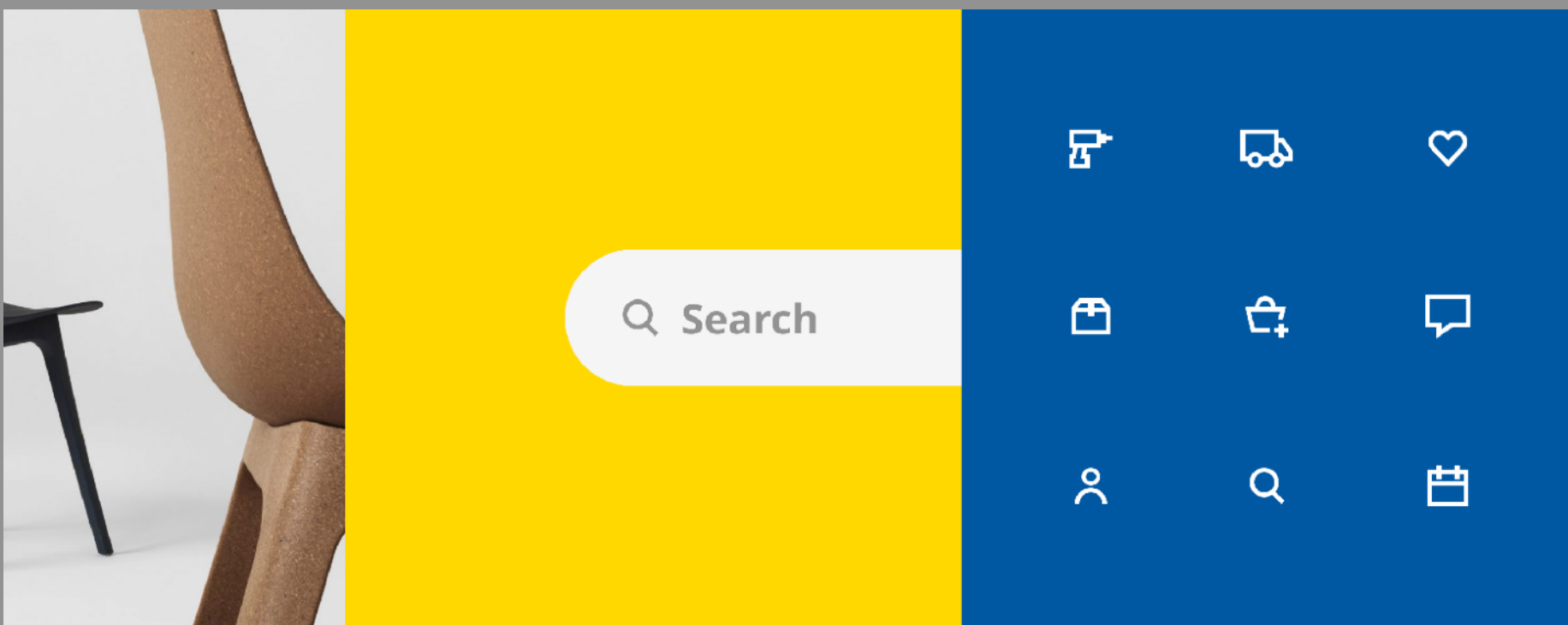
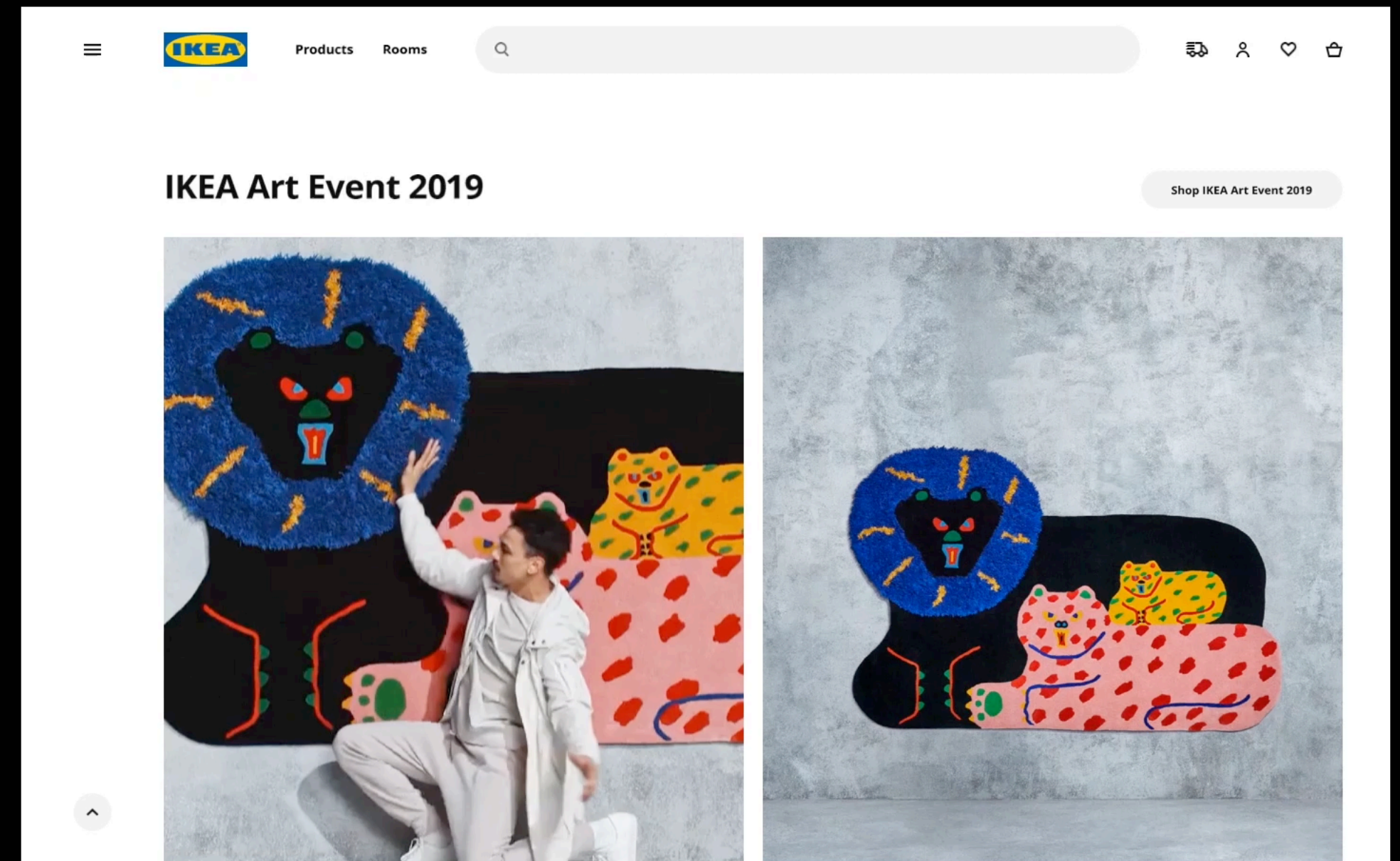
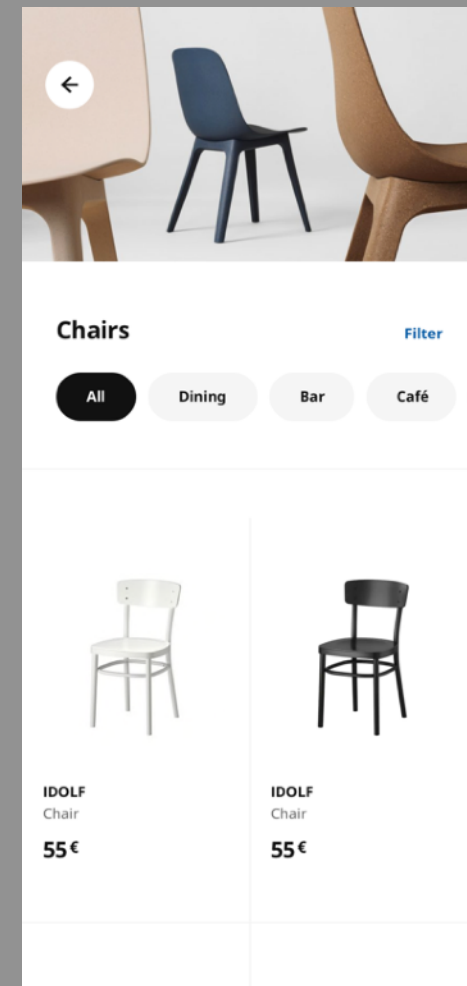
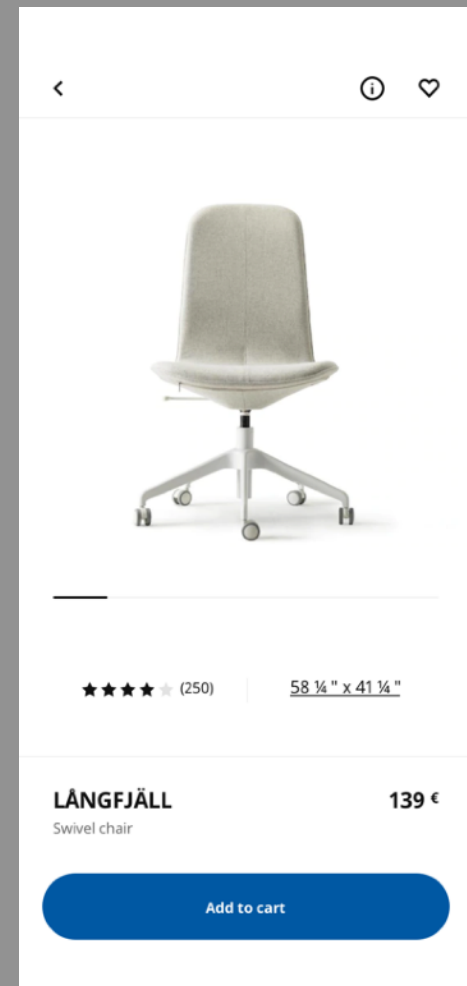
Running  
Basketball  
Cycling  
HIIT  
Football  
Soccer  
Lacrosse



**Gx Hydration**  
A customizable 30oz Gx bottle and 4-pack of formula pods.

- SERENA BOTTLE
- GATORADE EXCLUSIVE BOTTLES
- PATTERN BOTTLES
- NFL BOTTLES





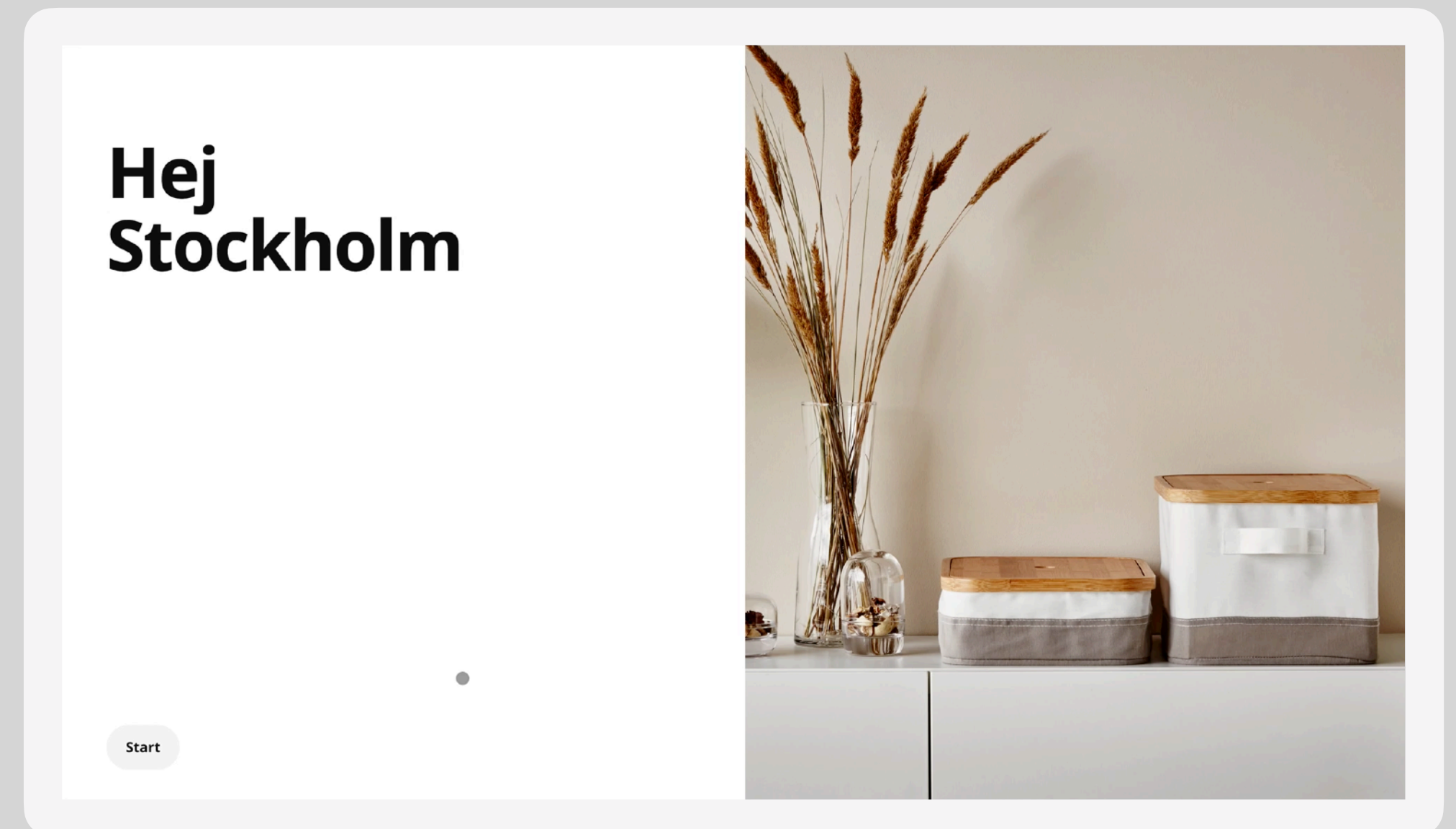
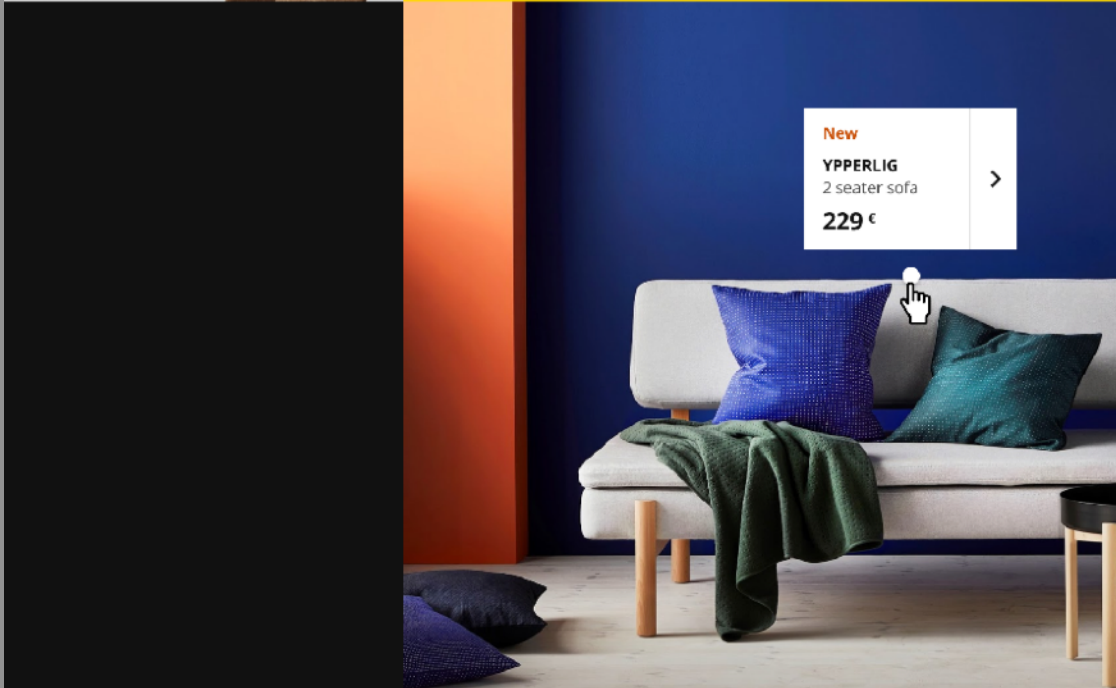
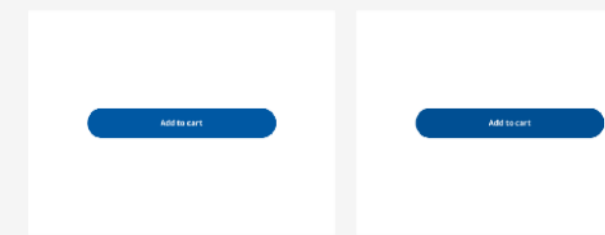
# Noto IKEA

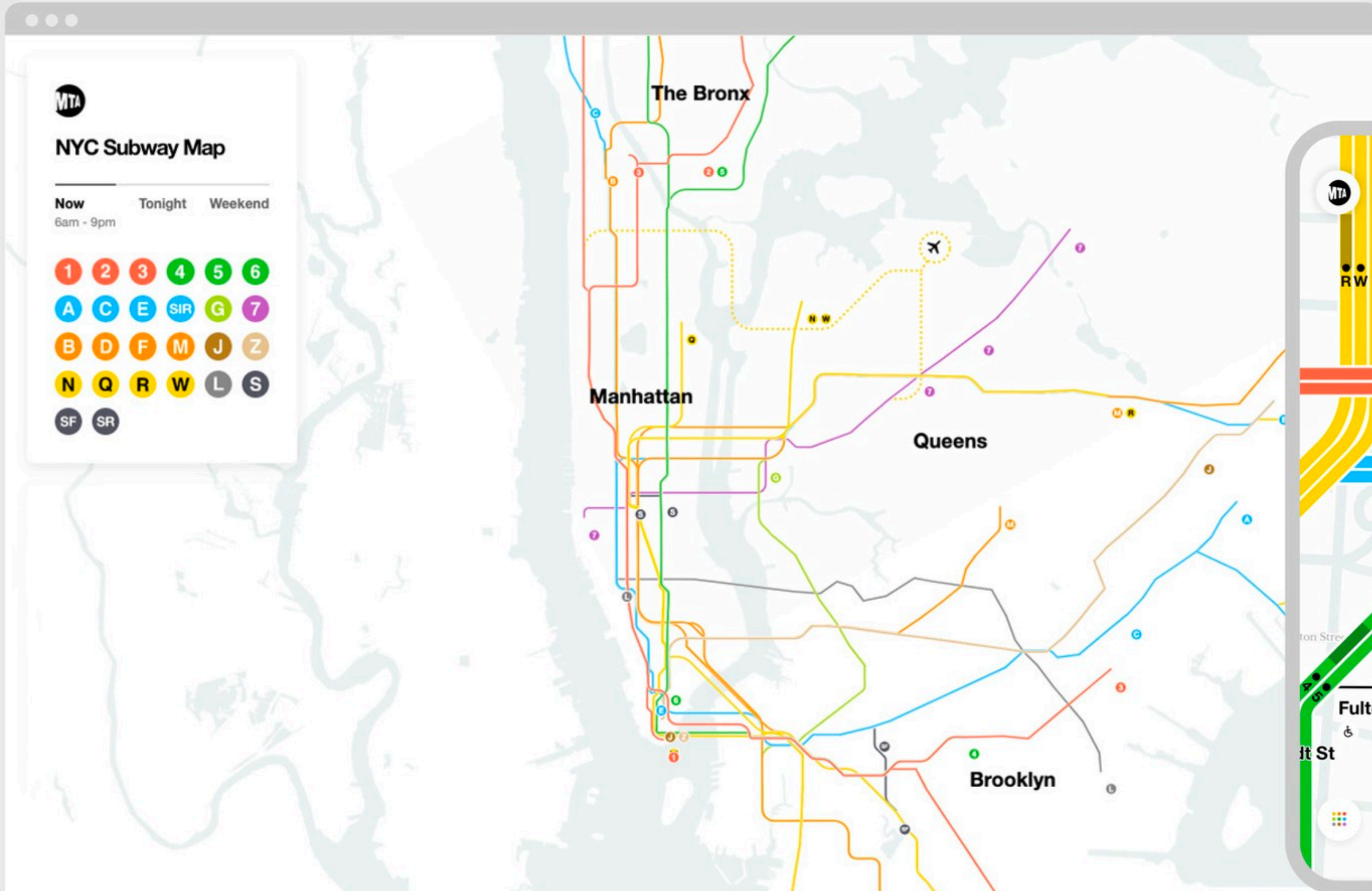
Heading 1

## Noto IKEA Latin

Heading 2

### Noto IKEA Latin Bol





/ Accessible

/ Inclusive

/ Accessible

/ Inclusive

/ Ethical

SCIENCE / HEALTH / CORONAVIRUS

# Older adults struggle to access COVID-19 vaccine appointment websites / They're not accessible for people who need them most

By **NICOLE WETSMAN**  
Jan 12, 2021, 3:47 PM EST | [0 Comments](#)



washingtonpost.com


The Washington Post  
*Democracy Dies in Darkness*

Try one week free Sign in


Made by History About Made by History and Contact

# Racial bias is built into the design of pulse oximeters

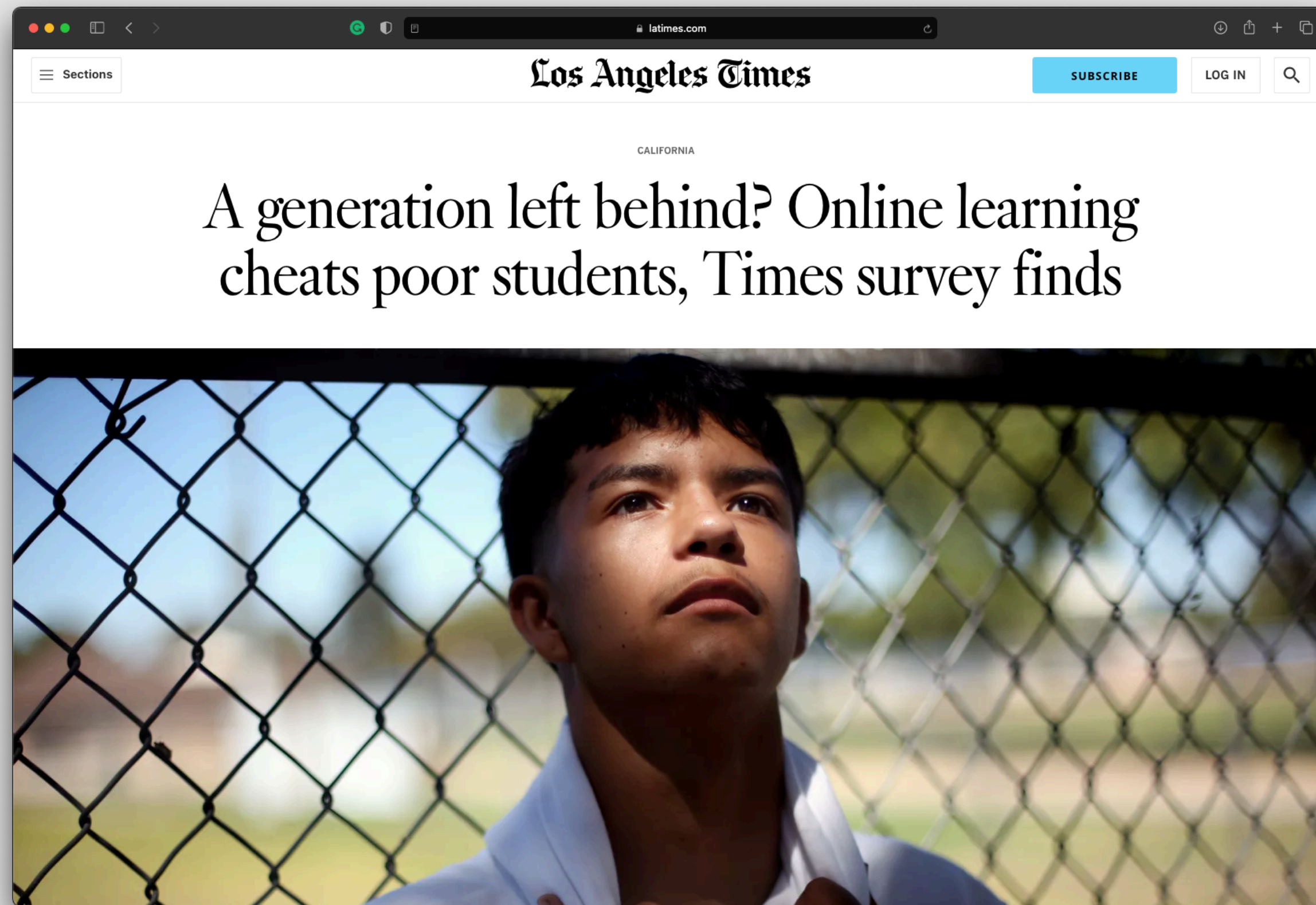
Achieving equity in medical care and devices requires intentionality.

 Perspective by Simar Bajaj  
Simar Bajaj studies the history of science at Harvard University and is a research fellow in cardiothoracic surgery at Stanford University School of Medicine. He has previously written for The New England Journal of Medicine, The Lancet and Nature Medicine.

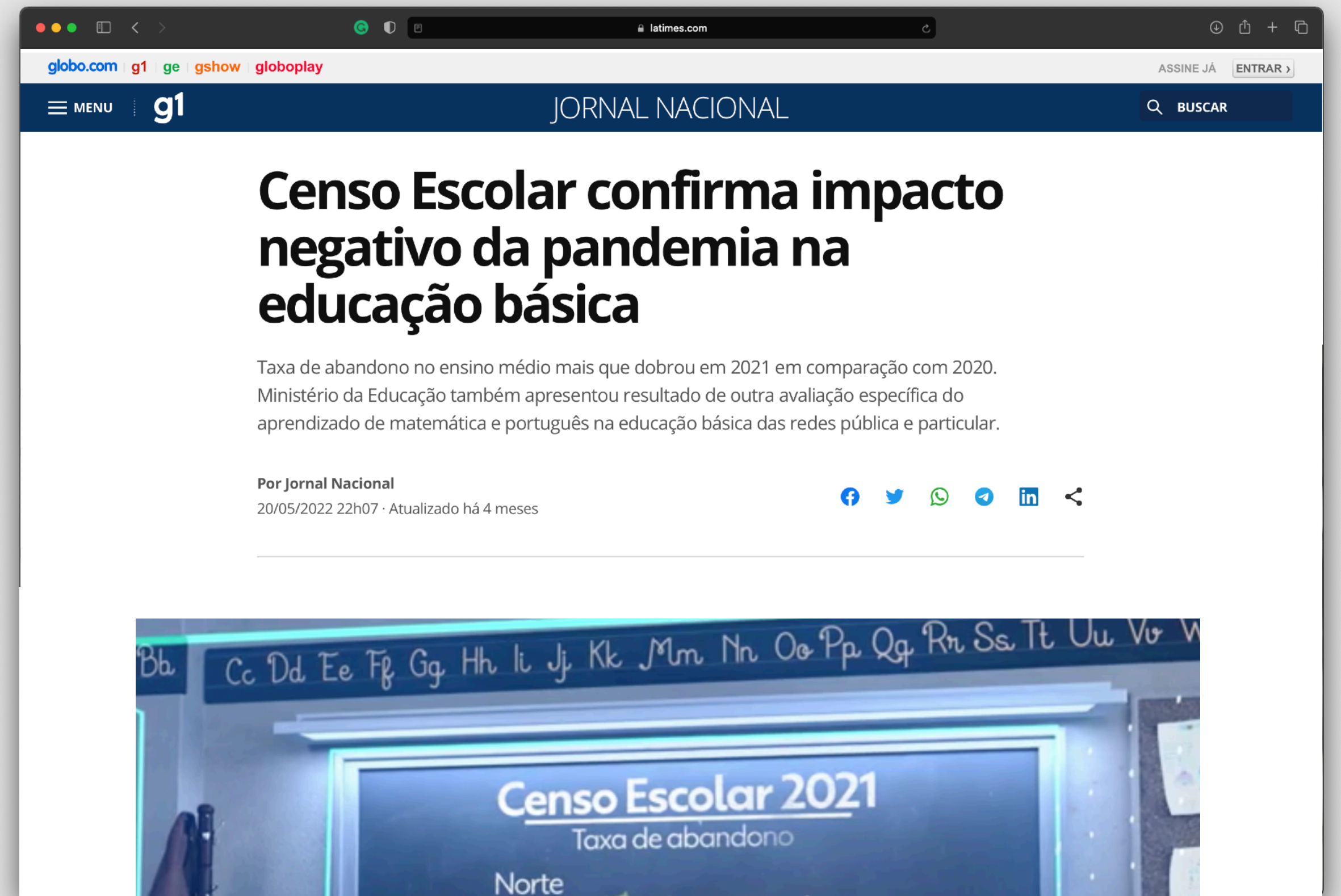
July 27, 2022 at 6:00 a.m. EDT







United States: Los Angeles Times, 2020



Brazil: GloboNews, 2022

How can we build  
a better future?

## Ways to meet people where they are

01

Shift  
perspective

02

Understand  
holistic context

03

Empower  
autonomy

01

Shift perspective

Discovery

Ideation / Concepting

Design

Build

Discovery

Ideation / Concepting

Design

Build

User testing

Day 0: User input

Discovery

Ideation / Concepting

Design

Build





 Planned  
Parenthood  
654

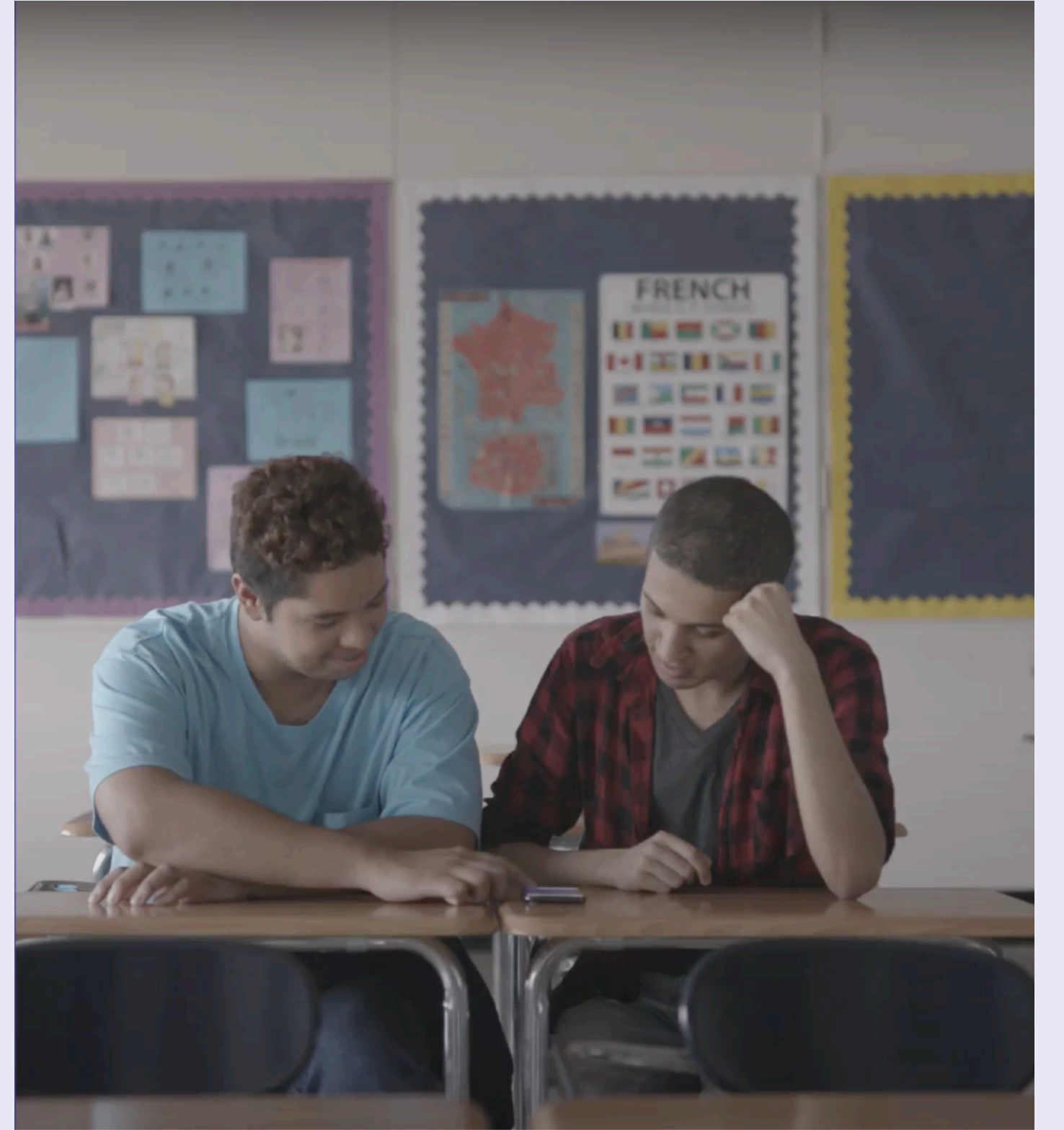
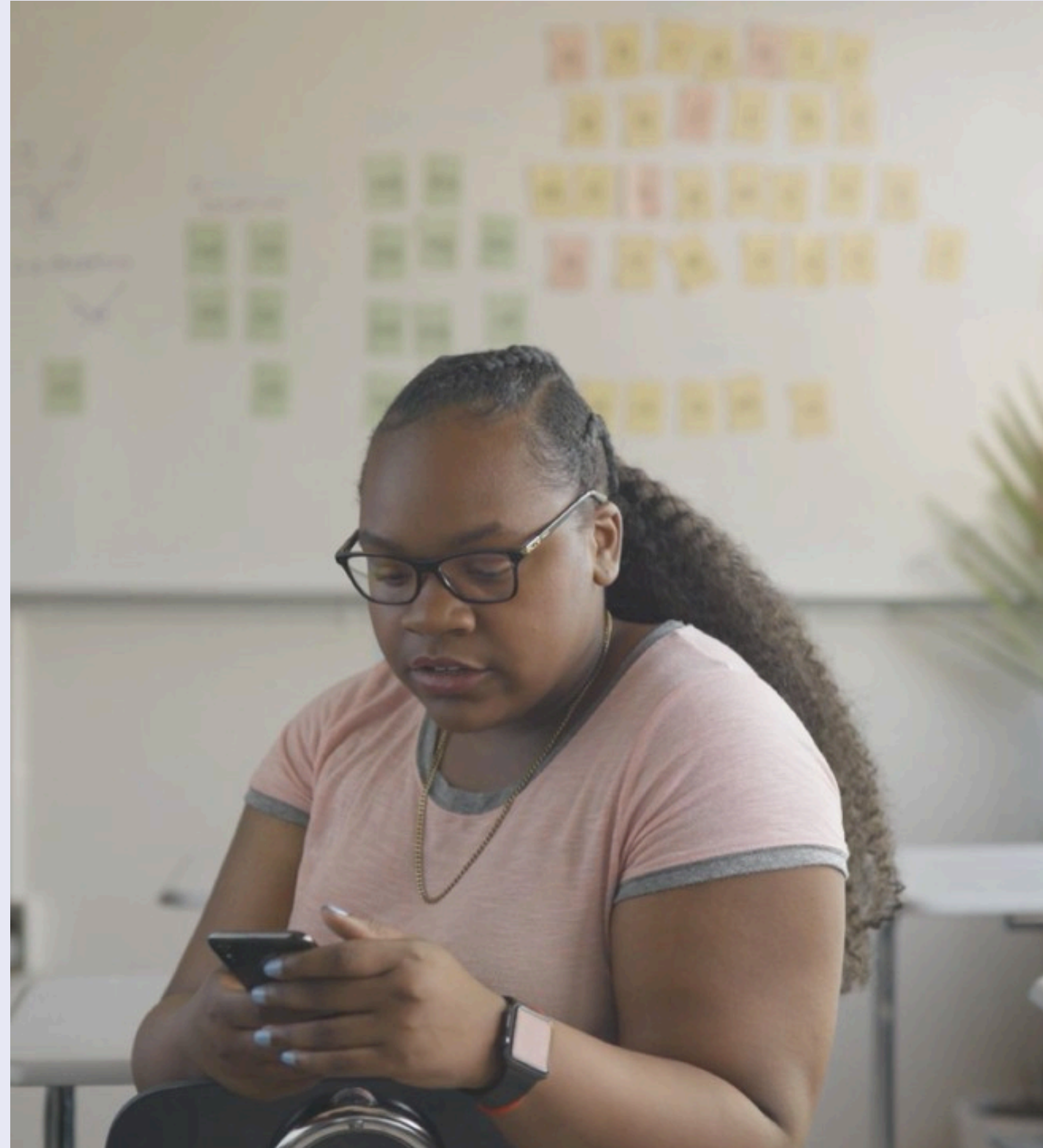
PLANNED PARENTHOOD  
ADMINISTRATION  
AND EDUCATION

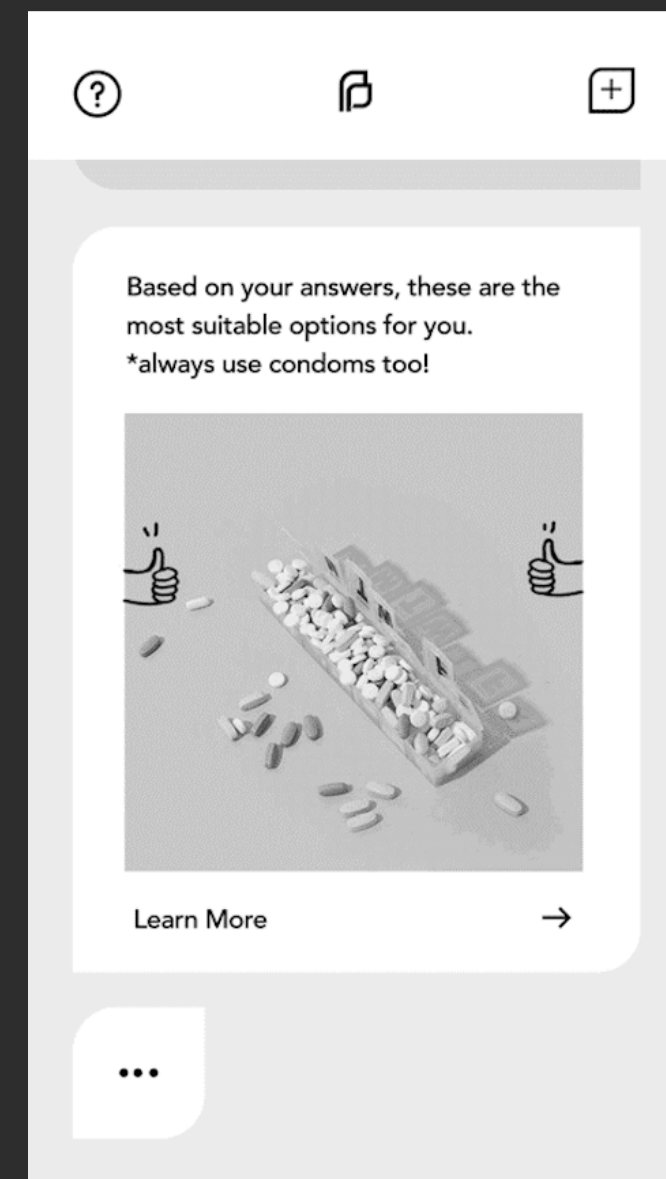
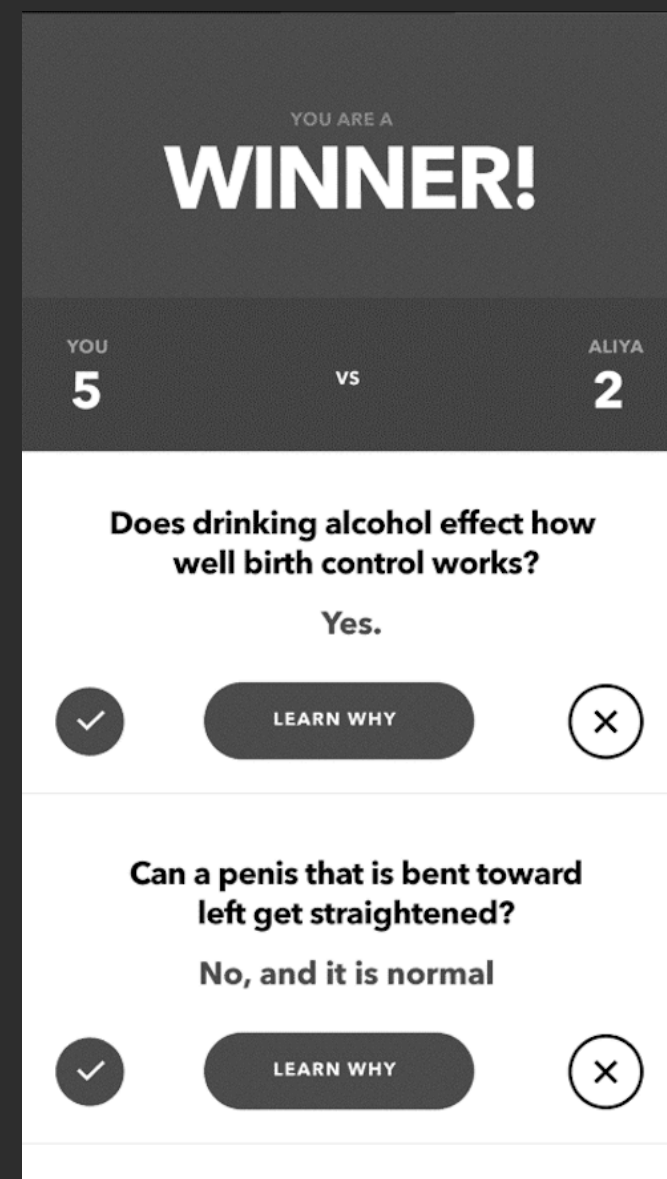
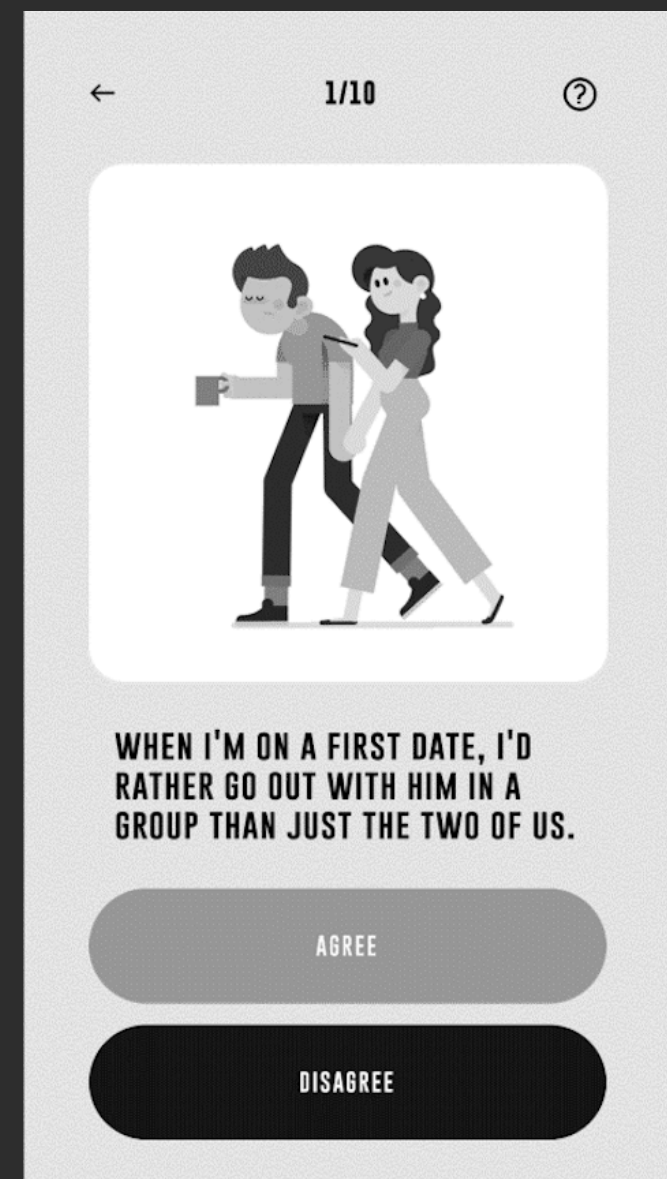
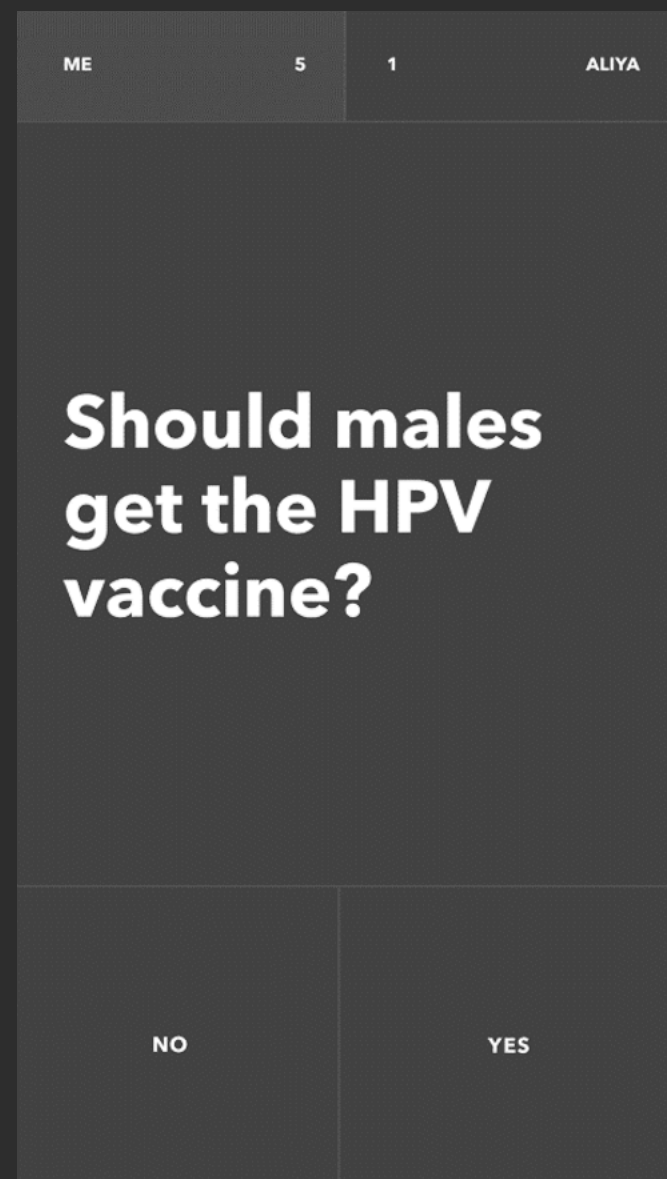
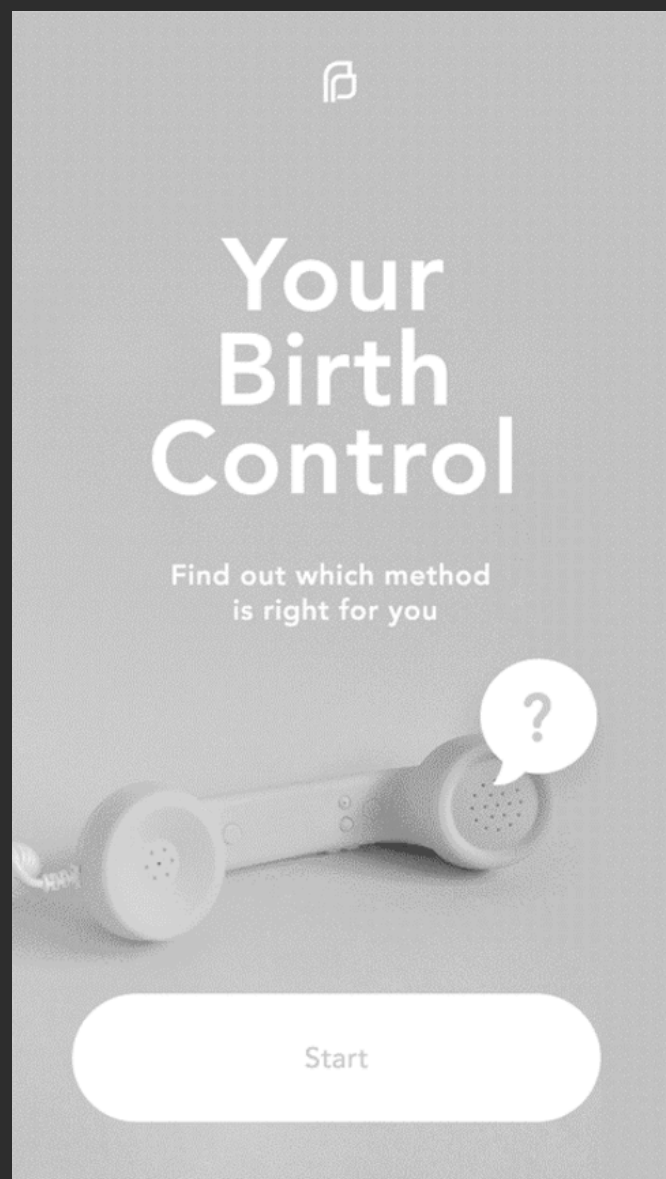
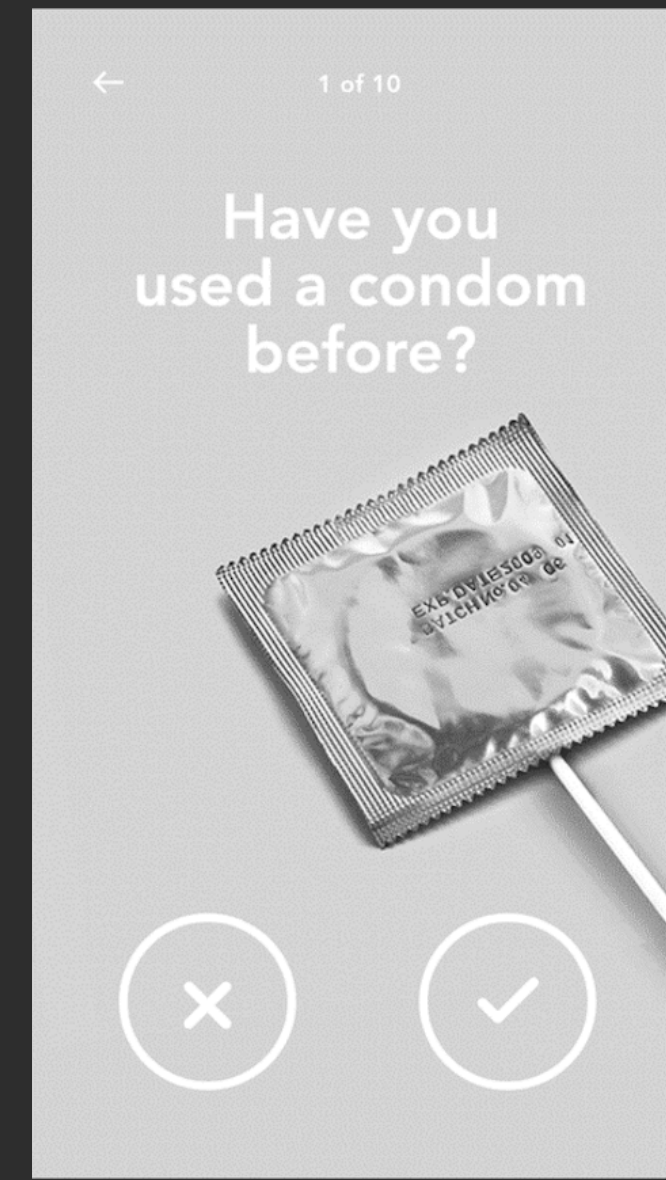
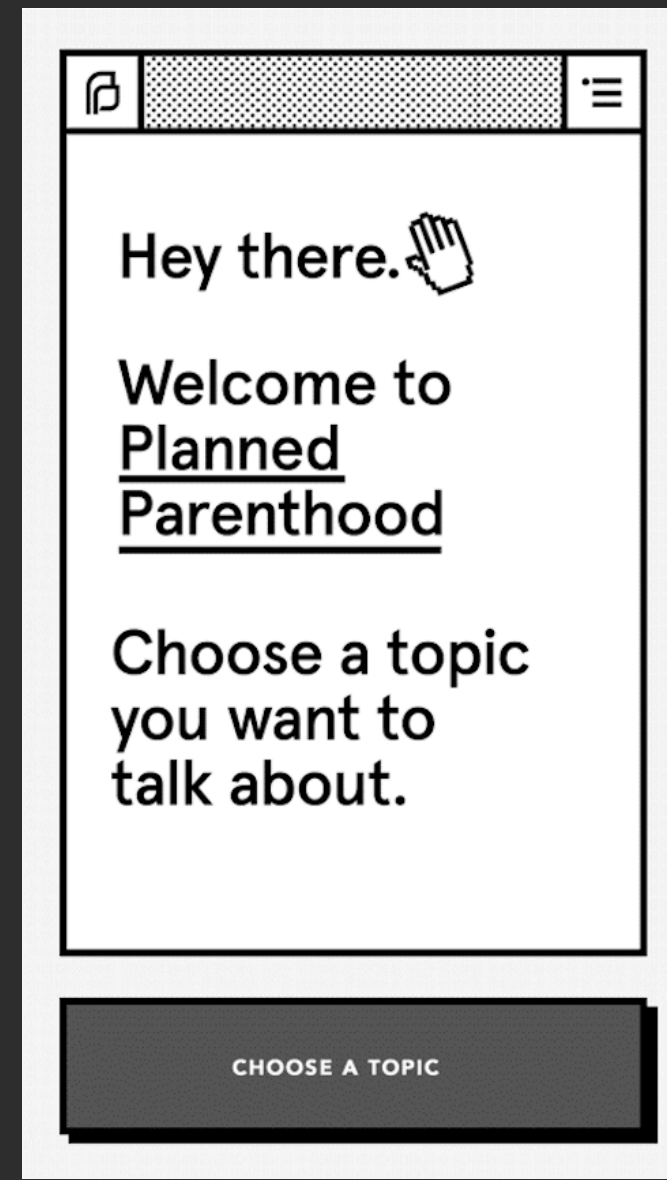
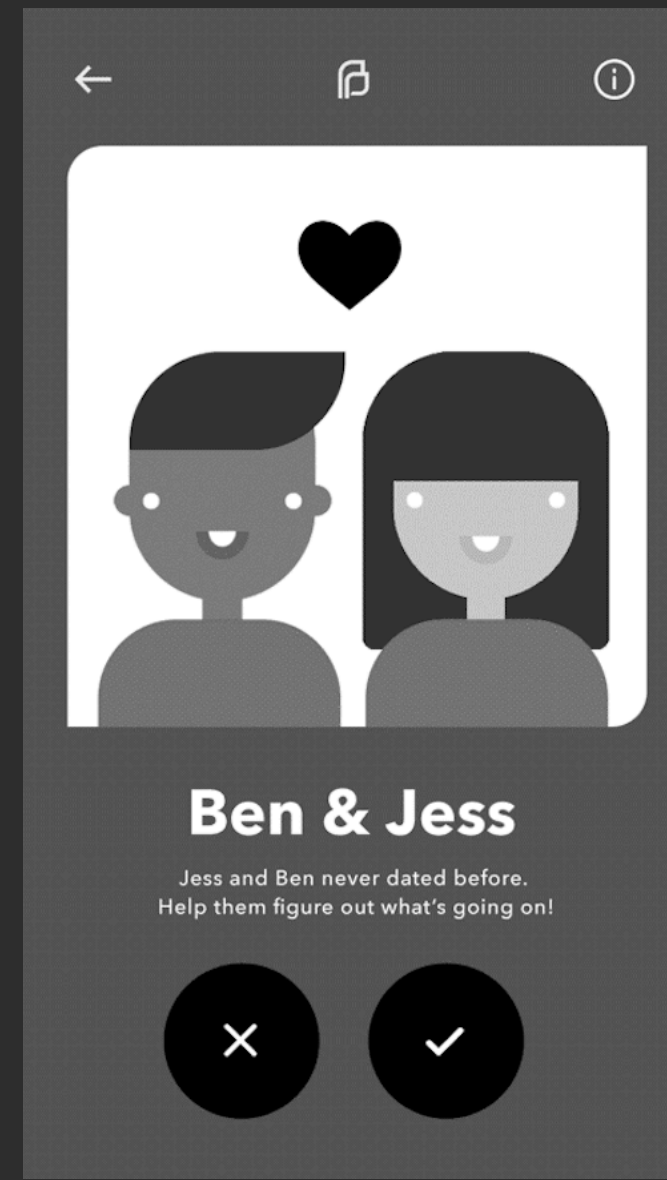
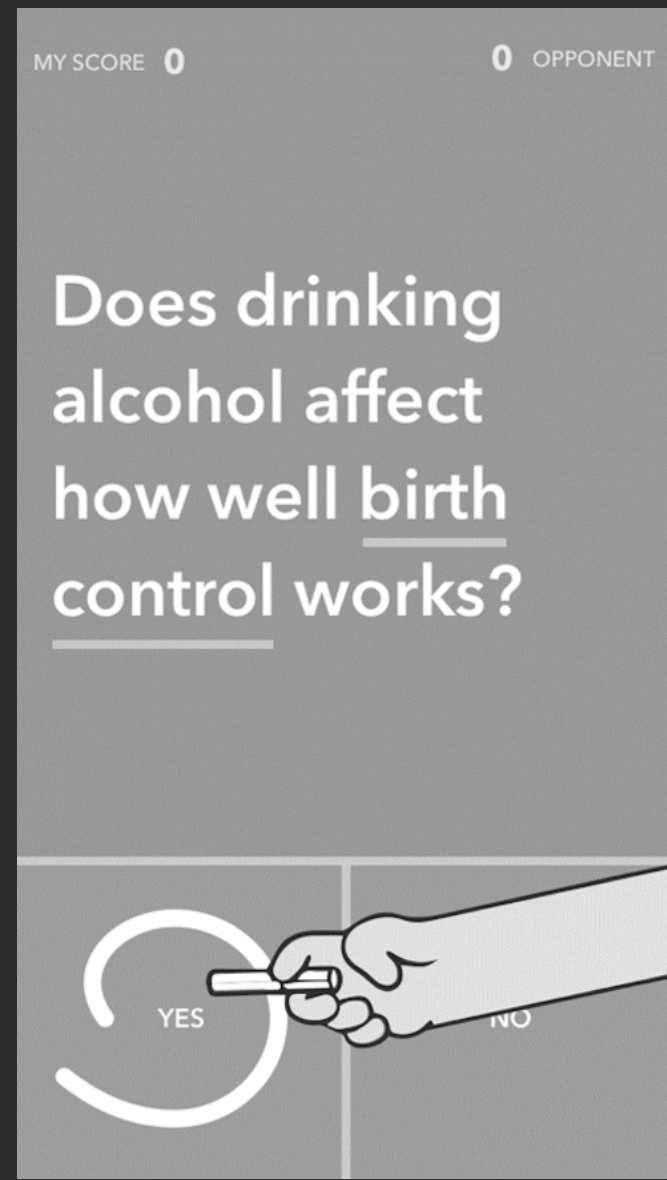
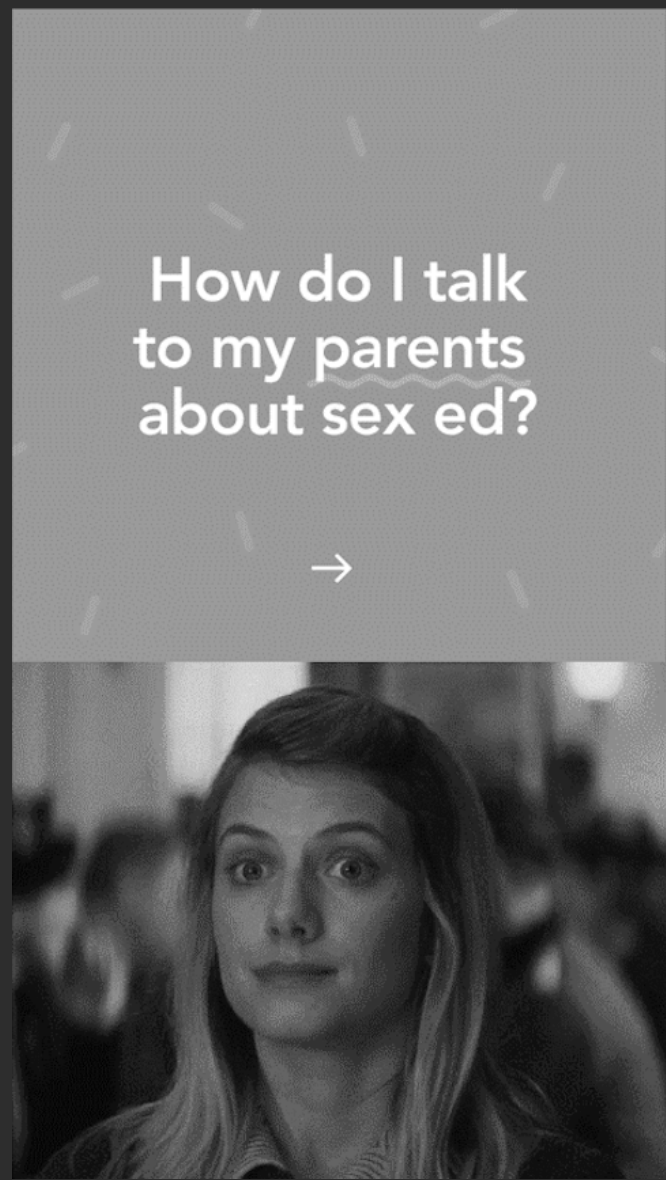
We're here for you.

 Planned  
Parenthood  
**Health Center  
Downstairs**  
Clínica Médica Abajo

NO  
SMOKING

NOTICE

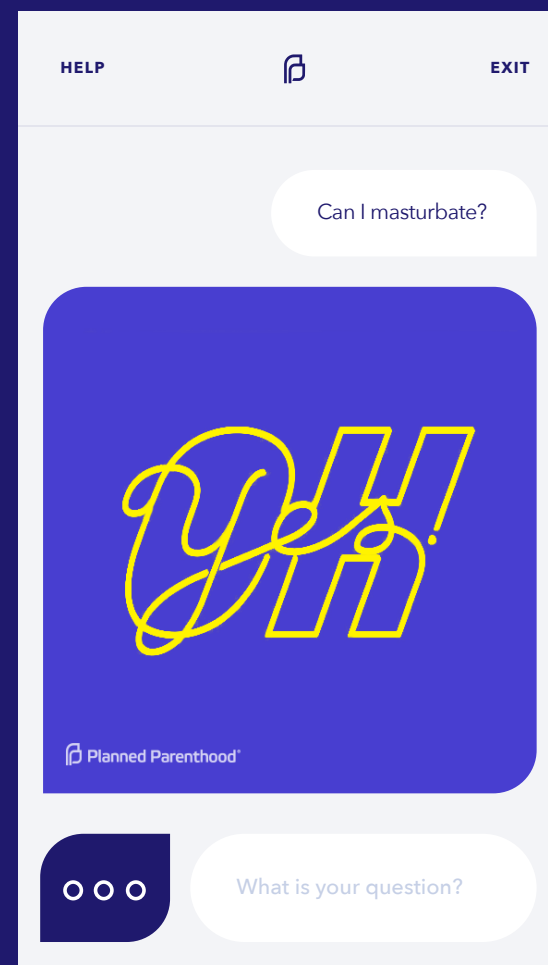
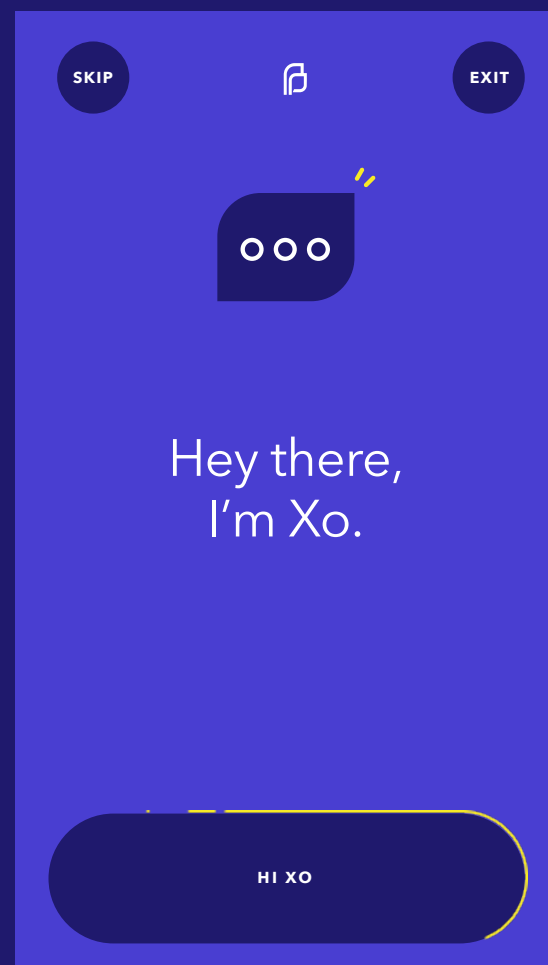
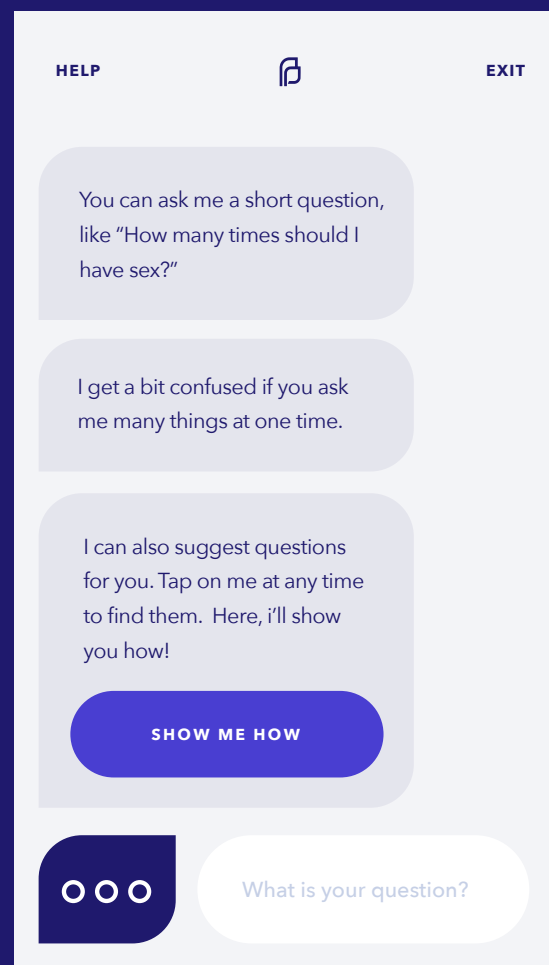




“ The chatbot teaches me,  
but doesn't judge my question.”

– Student, Queens, age 14





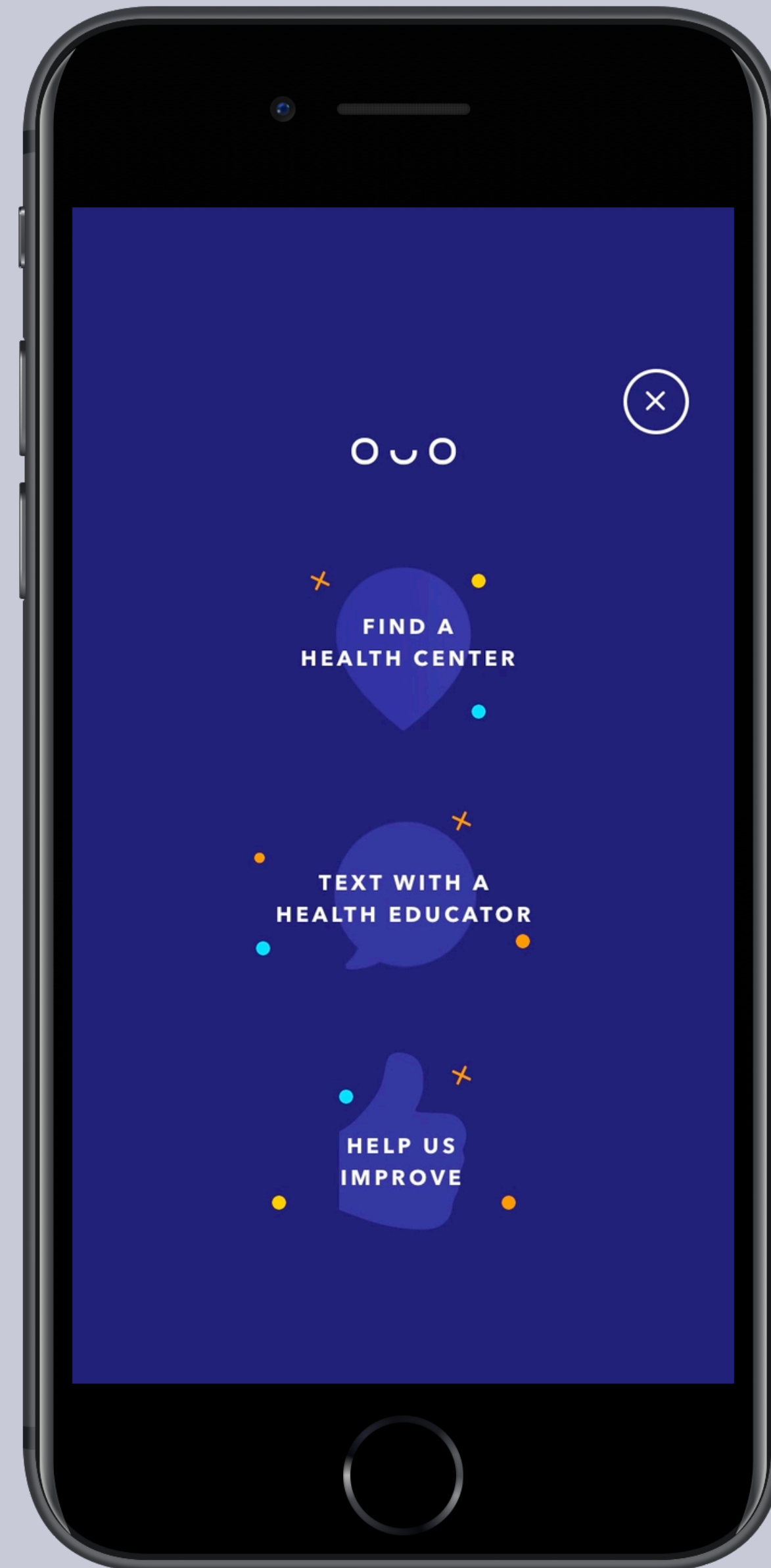
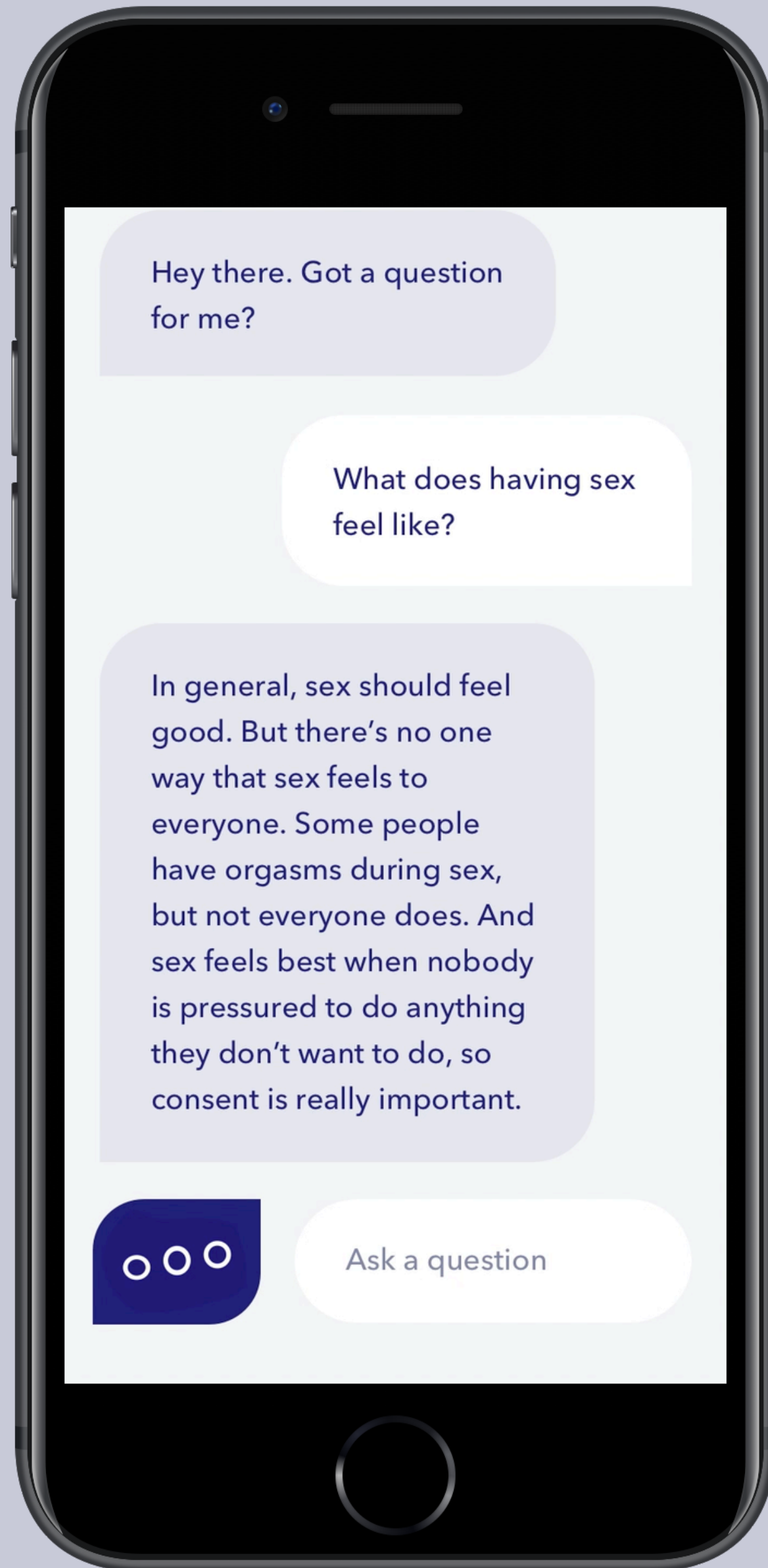
**PPFA Chatbot Content Planning\_v2**

Last edit was made yesterday at 4:41 PM by Jenny Friedler

100% \$ % .0 .00 123 Arial 10 B I U A

fx QA

	A	B	C	D	E	F	G	H	I	
1	QA	PPFA Question	Intent	Entity	Context variables	Bot Response	Bot face	Char Count	Char Max	Gif
2	works - 01/18	Does masturbation have side effects?	#Effects	@masturbation:masturbation && @body: side effect		Nope! (Unless you consider orgasms, stress relief, and learning about your body and your sexuality to be "side effects.")	Smile + Wink	121	280	<a href="http://action4/ef387od">http://action4/ef387od</a>
3	works - 2/7	Will masturbation make me unable to get an erection?	#Effects	@masturbation:masturbation && (@erections:(able to) or @erections:(unable to) or @erections:dysfunction or @erections:short or @erections:hard or @erections:soft or @erections:erection)	&& \$gender: male	If you recently had an orgasm, it might be harder for you to get an erection or have another orgasm again right away — but don't worry, that's temporary. Masturbation won't affect your ability to get an erection long-term.	Smile	222	280	<a href="http://actione/276-c3">http://actione/276-c3</a>
4	works - 2/7	Will masturbation make me unable to get an erection?	#Effects	@masturbation:masturbation && @erections:long	&& (\$gender:female or \$gender:neutral)	If someone recently had an orgasm, it can be harder to get an erection or have another orgasm again right away -- but that's temporary. Masturbation doesn't affect a person's ability to get an long-term.	Smile	203	280	<a href="http://actione/276-c3">http://actione/276-c3</a>
5	works - 2/7	Will masturbation affect how long my erection lasts?	#Effects		&& \$gender: male	Masturbation itself won't affect how long your erection lasts long-term. Once you ejaculate (cum), the erection goes away for the moment, and it will probably take a little longer to get hard again if you try to go for another round right away. But all of that is temporary.	Smile	274	280	<a href="http://actione/276-c3">http://actione/276-c3</a>





02

Understand holistic context



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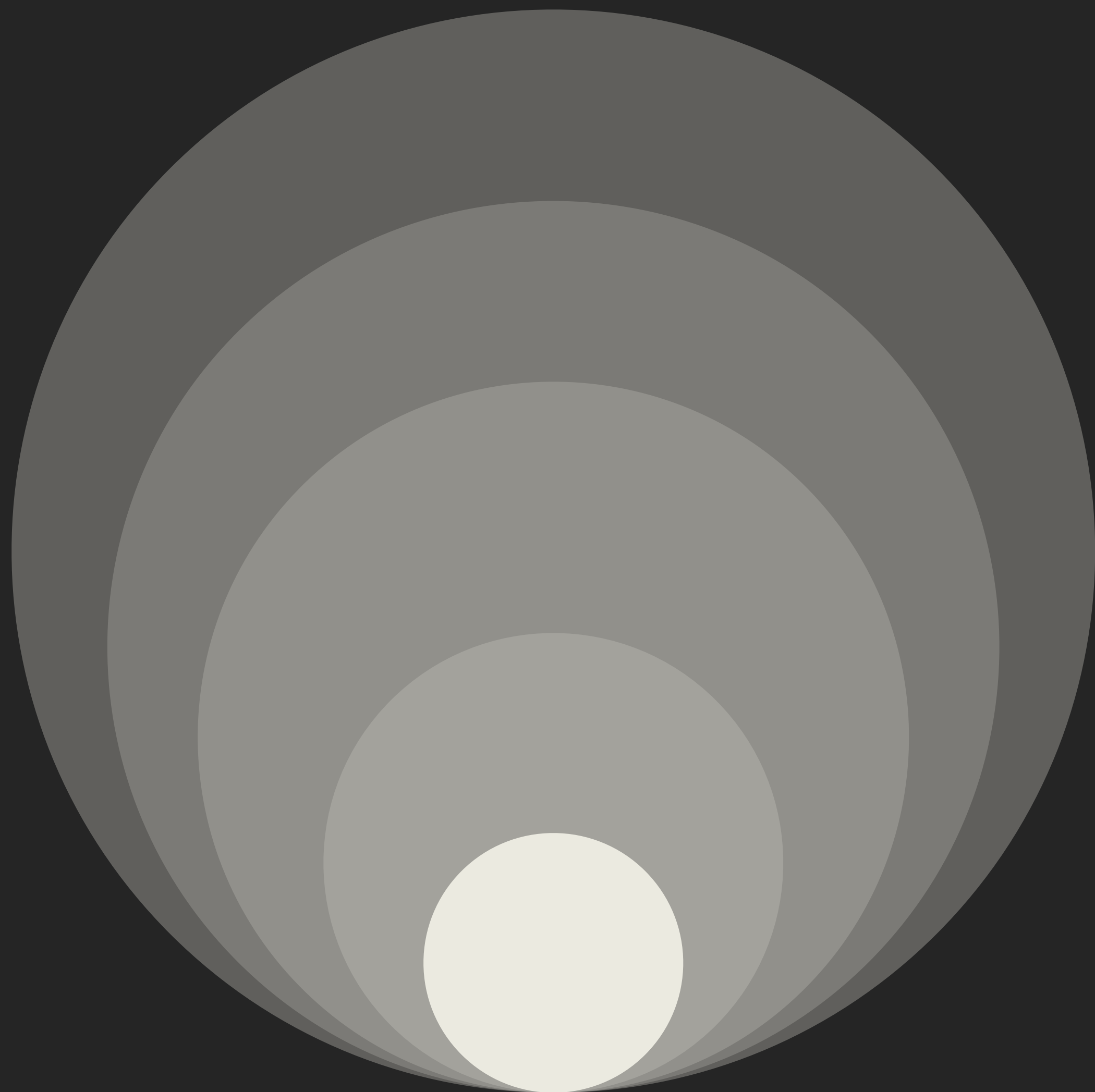
**Individual behaviors**

Diet, exercise, addiction

---

**Individual factors**

Age, genetics



**Social, political, & economic factors**

Power, inequality, poverty, sexism, racism

---

**Living & working conditions**

Housing, pollution, access to food, job safety

---

**Public services & infrastructure**

Education, transportation, healthcare

---

**Individual behaviors**

Diet, exercise, addiction

---

**Individual factors**

Age, genetics



**BREASTCANCER • ORG**

breastcancer.org

Community | Create an Account | Log In

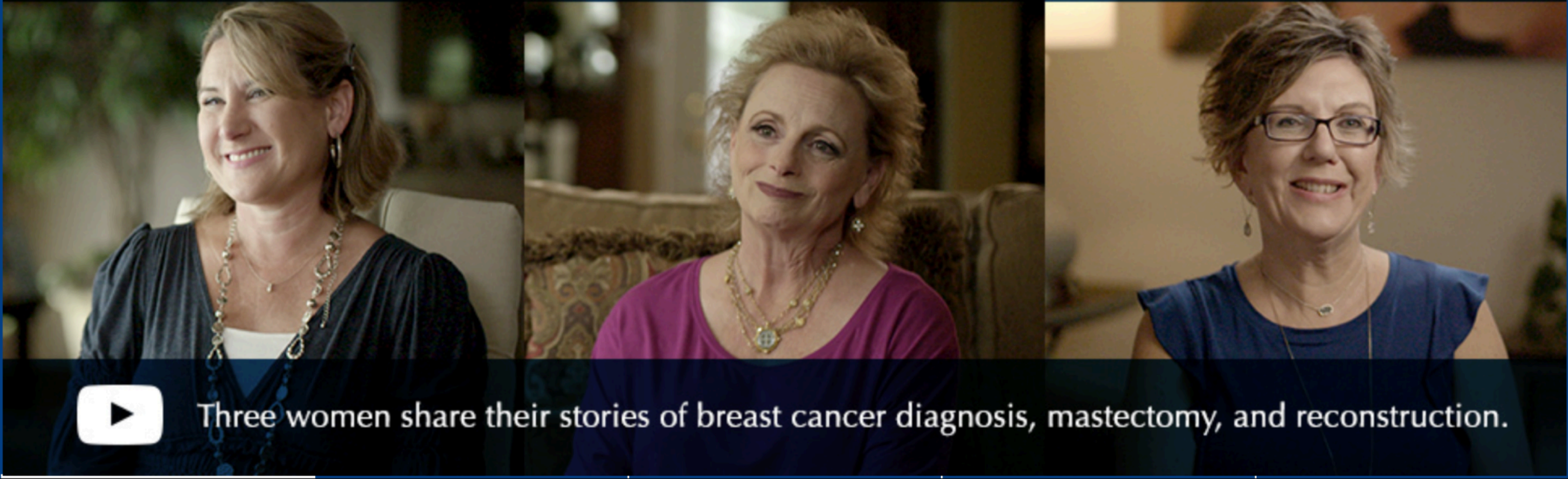
BREASTCANCER.ORG

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Search Breastcancer.org


Symptoms & Diagnosis	Treatment & Side Effects	Day-to-Day Matters	Lower Your Risk	Get Involved
<a href="#">Your Diagnosis</a>	<a href="#">Surgery</a>	<a href="#">Nutrition</a>	<a href="#">Understanding Risk</a>	<a href="#">Support</a>
<a href="#">Understanding Breast Cancer</a>	<a href="#">Breast Reconstruction</a>	<a href="#">Exercise</a>	<a href="#">Breast Cancer Risk Factors</a>	<a href="#">Community</a>
<a href="#">Screening and Testing</a>	<a href="#">Radiation Therapy</a>	<a href="#">Sex and Intimacy</a>	<a href="#">More Topics »</a>	<a href="#">Member Stories</a>
<a href="#">Types of Breast Cancer</a>	<a href="#">Chemotherapy</a>	<a href="#">Breast Cancer &amp; Your Job</a>		<a href="#">Events</a>
<a href="#">More Topics »</a>	<a href="#">More Topics »</a>	<a href="#">More Topics »</a>		<a href="#">More Topics »</a>

## THEIR STORIES: MASTECTOMY AND BREAST RECONSTRUCTION



Three women share their stories of breast cancer diagnosis, mastectomy, and reconstruction.






Supporting someone

When a family member or friend is diagnosed with breast cancer, it can be difficult to figure out how to be supportive. But you are taking an important step in being a good support person by seeking out information on how you can best support your loved one.


Sections



Finished treatment

Completing your main treatments for breast cancer can be a great feeling. Hopefully your surgery went as expected and you had a smooth recovery. And if you had radiation therapy or chemotherapy, perhaps you were excited to ring the bell at the end of treatment.

Sections




Newly diagnosed

Receiving a breast cancer diagnosis can be overwhelming. Here are some resources to help you get informed and organized so you can focus on getting the best treatment for your unique situation.

Sections


Your pathology report



In Treatment

There are more breast cancer treatment options available today than ever before. While that's great news for your chances of successful treatment, going through treatment can be tough. Wherever you are in the process, we are here for you with information and support.

Sections



Concerned about my risk

If you are uncertain about your risk of breast cancer, it can help to learn about the known risk factors and steps you can take to lower your risk as much as possible.

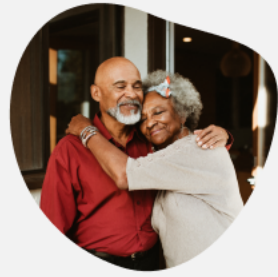
Sections

U.S. breast cancer facts and statistics

Breast cancer risk factors

Clinical trials  
Coughing  
Cold and flu symptoms


Join our community to connect, share, find support, and get answers to your questions from people who understand.



Get started

PODCAST 45:35  
Ira's Story: Living as a Trans Man With a BRCA1 Mutation  
June 16, 2021

EVENT  
Host an event with breastcancer.org  
→



SPONSOR  
Become a partner or a sponsor for breastcancer.org  
May 11, 2021  
→


My account & profile  
Help with registration, managing your account, signing in, profile, privacy settings, and more.  
Learn more →

Community dashboard  
Learn how to start a new topic, add or edit a post, send private messages and more.  
Learn more →


Content Recommendations  
Learn more about how we use your data and create our content recommendations.  
Learn more →

Learn Community

English Login Donate



Overwhelming. After processing doctor which treatment plan is best diagnosed with and its stage.



Sections

- What is breast cancer?
- Types of breast cancer
- What comes next
- Daily life

1 of 8 Save and exit


## Which option describes you the best?

- Newly diagnosed
- In treatment
- Finished treatment
- Living with metastatic disease
- Caring for someone
- Concerned about my risk
- Healthcare provider or other

Skip Next

BREASTCANCER • ORG About you Learn Community

# Podcasts



COVID  
American Rescue Plan: Benefits for the breast cancer community  
Malesuada orci odio id eu, vitae, mattis tortor elementum pellentesque mattis natoque turpis mattis volutpat.  
April 2, 2021 - 27:27

See all 123 topics →

### Treatment

Breastcancer.org can help you understand your cancer stage and appropriate options.

- Second opinion
- Clinical trials
- See all

### Advice

After figuring out a treatment plan, there can still be many things to manage in your daily life.

- Exercise
- Self care
- See all

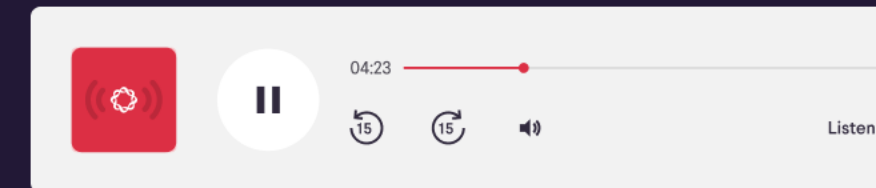
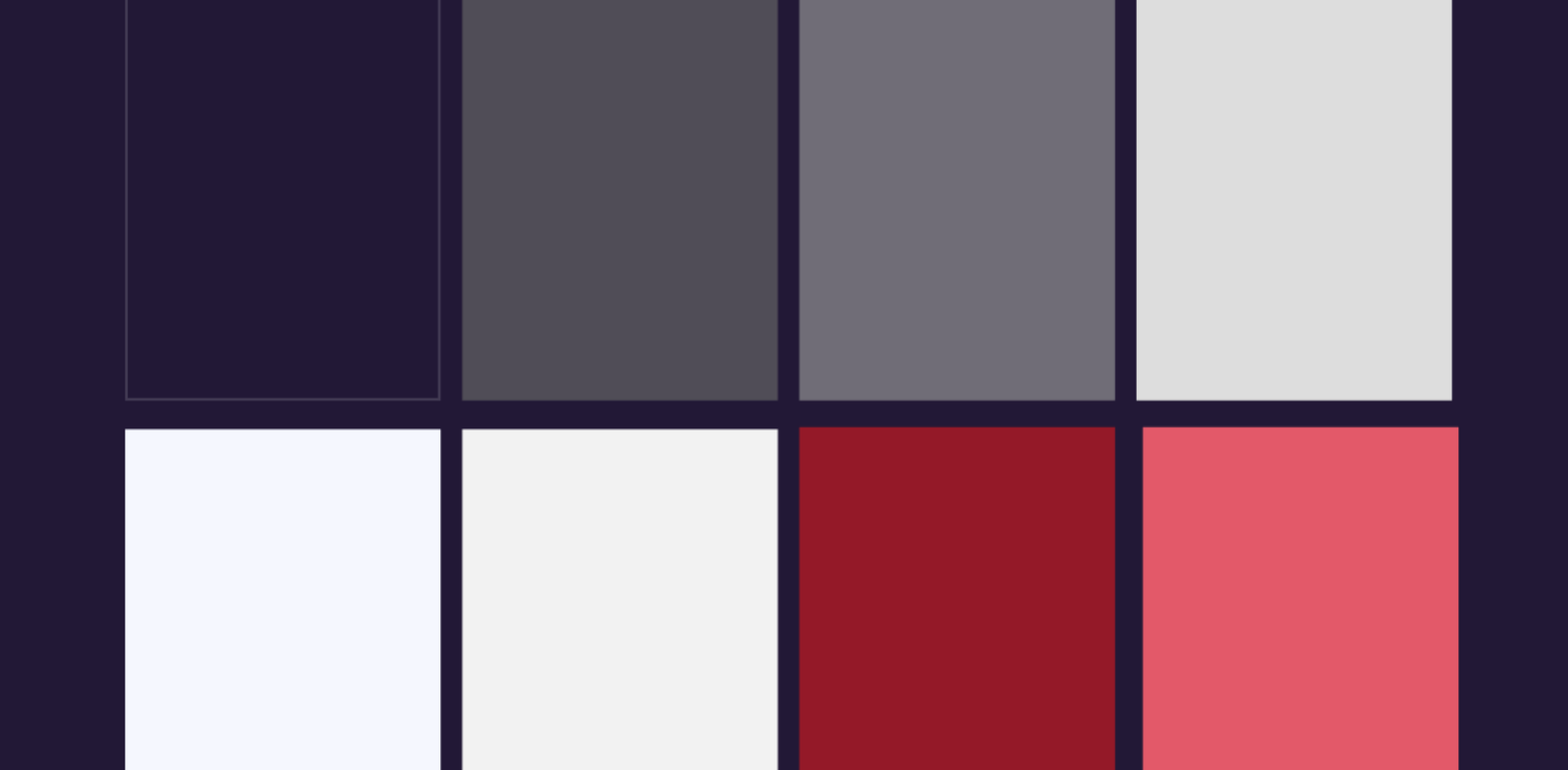
### About you

- Newly diagnosed  
If you have been diagnosed with breast cancer, get informed with the basics you'll need to know.  
→
- In treatment  
Learn how to work with your doctors, manage side effects, and navigate changes in your daily life as you undergo treatment.  
→
- Finished treatment  
After treatment is completed, follow-up care and healthy living are essential. Learn what you need to live a full, healthy life.  
→

BREASTCANCER • ORG About you Learn Community

- Newly diagnosed
- In treatment
- Finished treatment
- Living with metastatic disease
- Concerned about my risk





on  
treatment

Finished  
treatment

Living with  
metastatic  
disease

VIDEO 04:20

Learning about your  
diagnosis



PERSONAL STORIES

Debbie's Story: Finding  
Community With  
Hereditary Cancer

Feb 14, 2022



Button

Button

Button

03

Empower autonomy

I want to talk to a person  
now, roo



## Chat with a human

Our health educators can talk  
about pregnancy, birth  
control, STDs, and abortion

CHAT NOW

## Cri

You c  
Text L  
support



Ask a question



BTW, this chat  
is confidential  
and private.

TELL ME MORE ABOUT PRIVACY

SWEET



## Personal Information

First name

Caroline

Last name

Durham

Location

Location

 Private ▾

Birthday

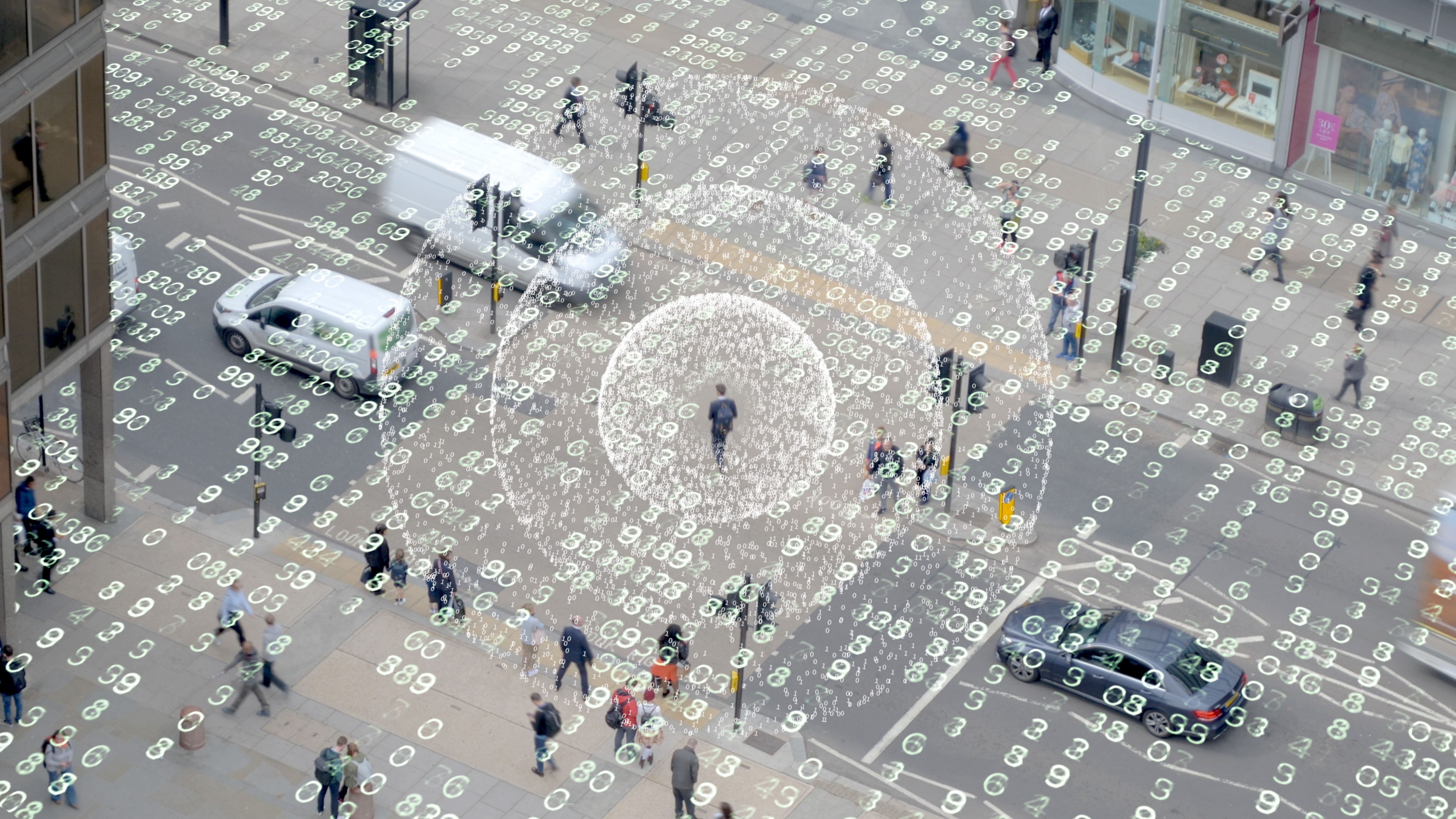
08/10/1988

Privacy

 Private ▾

Cancel

Save changes



## Ways to meet people where they are

01

Shift  
perspective

Are users collaborators or only recipients in the design process?

02

Understand  
holistic context

What societal factors might influence a user's experience?

03

Empower  
autonomy

Is the user safe and in control using the digital product?

Thank you  
Work & Co  
Brooklyn, Portland, São Paulo,  
Belgrade, Rio de Janeiro, Copenhagen,  
Los Angeles, Atlanta

