

# CONIFER HEALTH

PROPOSED PLAN FOR THE  
FIRST YEAR OF UX

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# WHAT THIS DOCUMENT IS

THIS IS A QUICK OVERVIEW OF WHAT I  
THINK CONIFER HEALTH NEEDS OVER ITS  
FIRST YEAR OF UX.

## CAVEATS

- THIS IS BASED ON A THIN SLICE OF INFORMATION I RECEIVED ABOUT CONIFER'S UX NEEDS.
- EVERYTHING CHANGES WHEN FACING THE REALITY OF BUSINESS – WHEN THERE ARE 40 TECH WORKERS, AND 900 WORKERS OVERALL, THINGS DON'T ALWAYS CHANGE THAT EASILY.

IN SHORT – CONSIDER THIS A STARTING POINT.

*"HOW DO I EXPLAIN WHAT [UX IS] AT A PARTY? THE  
SHORT VERSION IS THAT I SAY I HUMANIZE TECHNOLOGY."*

— FRED BEECHER, DIRECTOR OF UX, THE NERDERY

# THE OVERALL GOAL

HERE IS MY CONCEPTION OF THE  
OVERALL GOAL FOR THE FIRST YEAR

## WHAT THIS IS

I BELIEVE THE OVERALL GOAL IS 'TO GET CONIFER HEALTH'S UX PROCESS GOING.'

THIS IS NOT GARY KAPLAN'S *BLUE YARN SYSTEM* - GARY KAPLAN IS A DOCTOR WHO COMPLETELY OVERHAULED A HOSPITAL'S PROCESS WITH SKILLS OF JAPANESE CAR-MANUFACTURING.

IE THIS IS NOT A COMPLETE OVERHAUL OF ALL PROCESSES. THE FIRST STEP IS TO GET UX GOING - AFTER THAT WE CAN DISCUSS THE NEXT STEPS.

## IN SHORT

THE UX LEADER'S ROLE IS TO  
GET CONIFER HEALTH'S UX PROCESS GOING.



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# THE MAIN PLAN

## LAY OUT OUR PLANS IN A UX SECTION OF CONFLUENCE

I AM A BIG FAN OF CONFLUENCE. IT SAYS 'HERE IS WHAT WE ARE DOING.' WHAT THAT IS CAN CHANGE, BUT IT IS A GOOD PLACE TO BRING YOUR OVERALL GOALS, LIKE THE ONES BELOW.

## USER JOURNEYS

WE JUST NEED TO GET USER JOURNEYS UP ON AN OMNIGRAFFLE DOCUMENT - FROM DOCTORS TO NURSES, TO EXECUTIVES TO PATIENTS. FROM FIRST TIME USERS TO RETURNING USERS. WE JUST NEED TO GET IT ALL ON PDF.

## UX MADE TECHNICAL DOCUMENTATION

THERE MUST BE TECHNICAL FLOWS - IE BACKEND OR FRONTEND ENGINEERING FLOWS - THAT NEED DOCUMENTATION. WE DON'T NEED TO DO THIS FOR EVERY ONE, BUT SOMETIMES IT IS OK TO MAKE THESE IN OMNIGRAFFLE FOR STAKEHOLDERS AND TO INCREASE INTERDEPARTMENTAL COMMUNICATION.

## BUSINESS INTELLIGENCE ANALYTICS.

WE JUST NEED TO GET THIS GOING. DO WE HAVE ANY ANALYTICS? FOR BI ANALYTICS, IN MY OPINION - IT'S GETTING A 'CULTURE OF BUSINESS INTELLIGENCE.' JUST GETTING IN THE HABIT OF BI, AND FINDING TIME TO REVIEW.

## USER TESTING

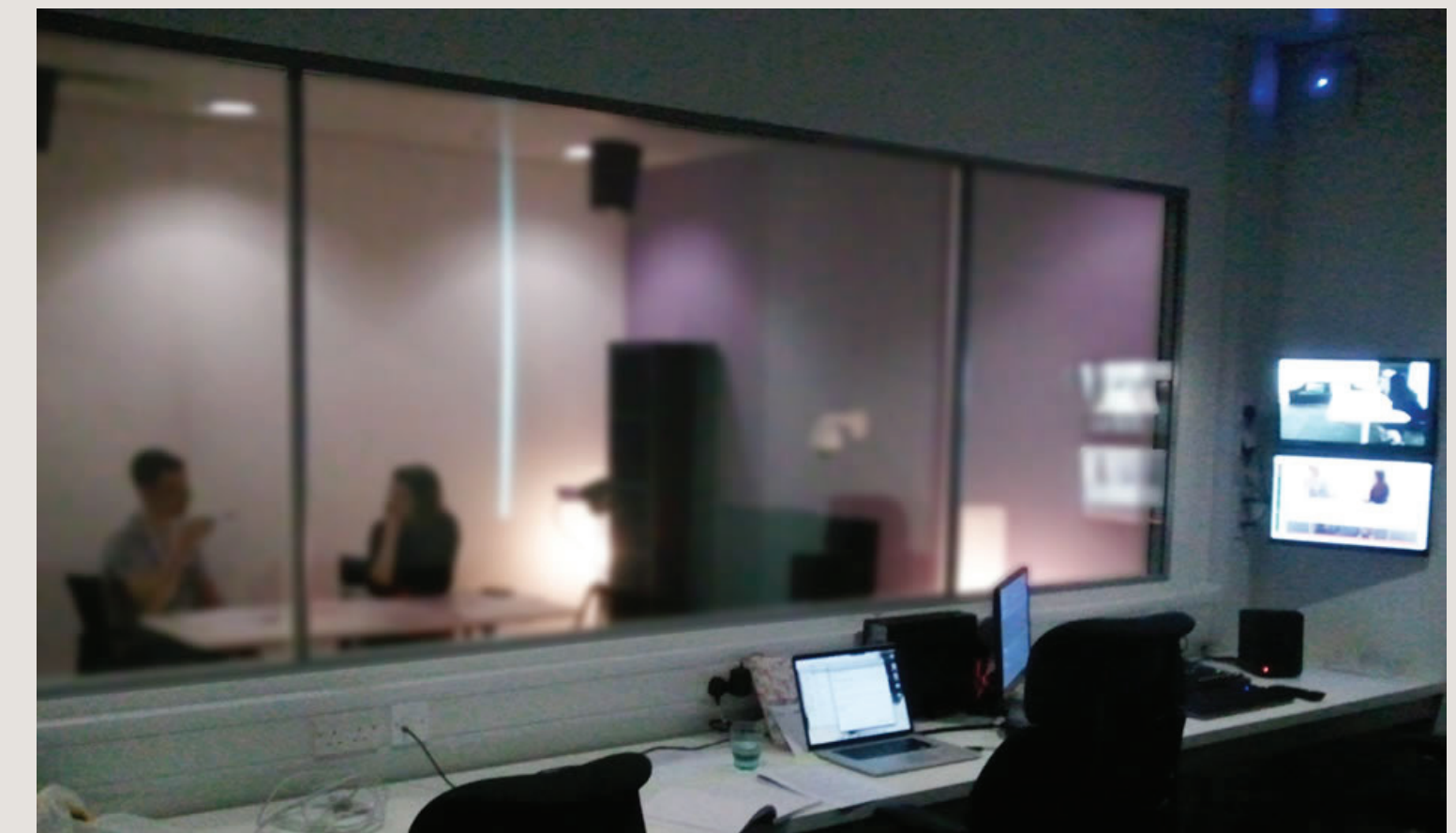
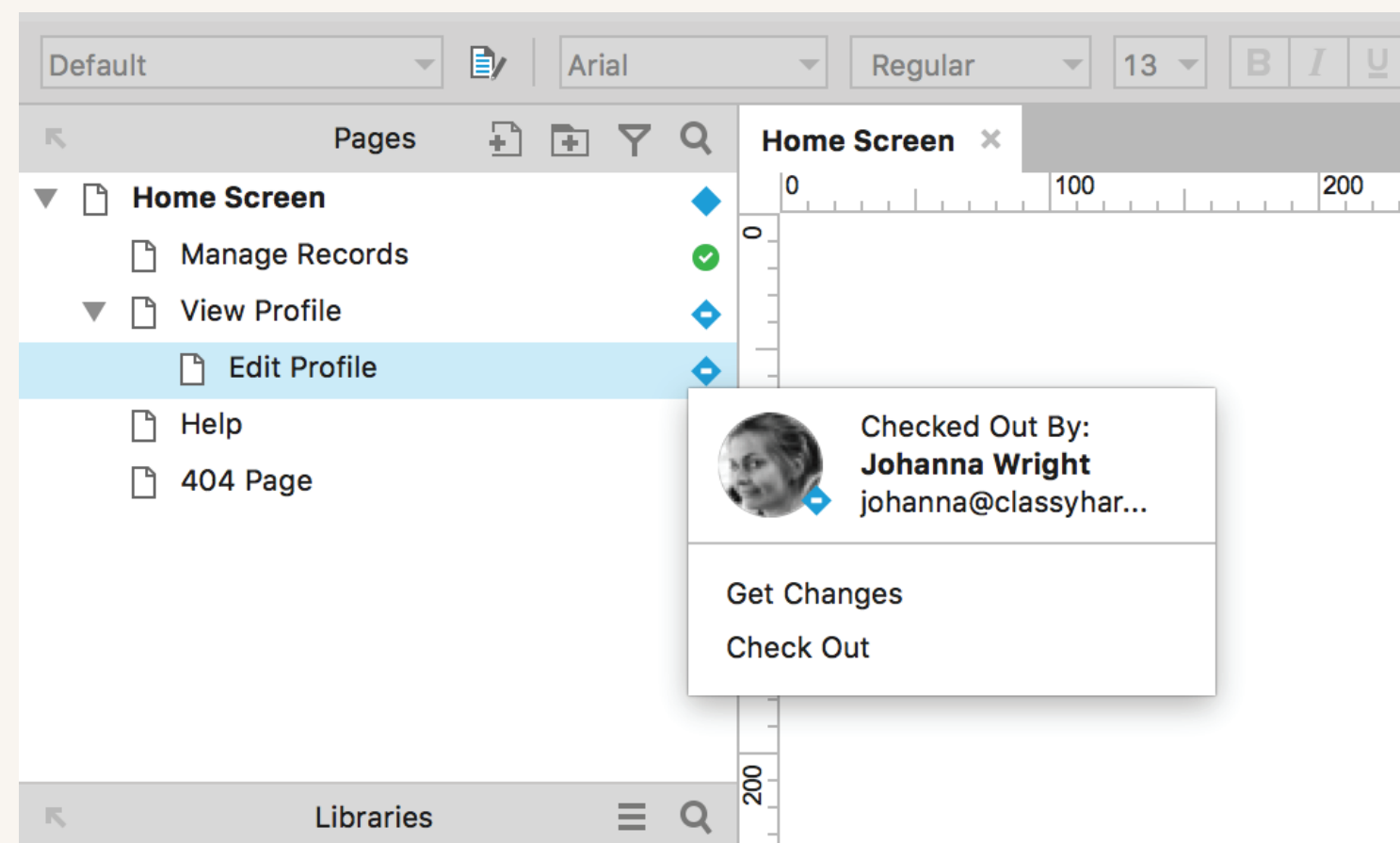
THERE ARE MANY WAYS TO MOVE FORWARD HERE!

- 0 ON-SITE USER TESTS
- 0 LEVERAGING USERZOOM
- 0 STANDARD FORMAT OF USER TESTING DOCUMENTATION - FROM TEST PLAN TO MODERATOR SCRIPTS
- 0 FINDING OUT HOW TO GET USER TEST TAKERS, FROM NURSES TO DOCTORS, FROM EXECUTIVES TO PATIENTS

# OTHER IDEAS

## HERE ARE TWO OUTSIDE THE BOX IDEAS

- CAN WE GET A DEDICATED ONSITE USER TESTING ROOM, AND OUTFIT IT WITH CAMERAS?
- ARE THERE SECTIONS OF THE LIVE SITE WE WANT TO 'MIRROR' ON AXURE? AT CITY NATIONAL BANK, THEY KEPT A MIRRORED FILE OF ONE LARGE PORTION OF THEIR INTERNAL SITE - IT RARELY CHANGED - AND WE 'CHECKED OUT' PORTIONS WE WERE THINKING ABOUT UPDATING - AND THEN TESTED THEM. TBD IF WE WANT THIS - IT'S A VERY SPECIFIC THING.



# THAT'S IT!

CONTACT ME AT ANY TIME!

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