

Digital Discovery



Helping U-M faculty and staff move early stage software-based ideas from unstructured brainstorming into well formed concepts and mock-ups.

Created to help research teams translate their rough idea for a mobile app or website into a well-defined concept with marketing materials and a series of wireframes/mockups of how it might look and function. The teams can then take this information in the hope of achieving two main outcomes:

1. To facilitate understanding of their proposed project with potential sponsors/partners, such as including in grant application or to use during meetings with partners.
2. To facilitate detailed conversation with technical resources - hopefully saving time and money on scoping and development costs.

This is a free, rolling-intake program that runs over the course of 6-8 weeks. There is no formal application, just a meeting with our team to sync up criteria and timelines.

If interested, please email digitaldiscovery@umich.edu

Learn more at innovationpartnerships.umich.edu/licensing/digital-technologies/

Digital Discovery - Case Study

MoveRx - a mobile and web platform

Physical Therapy

Mobile First

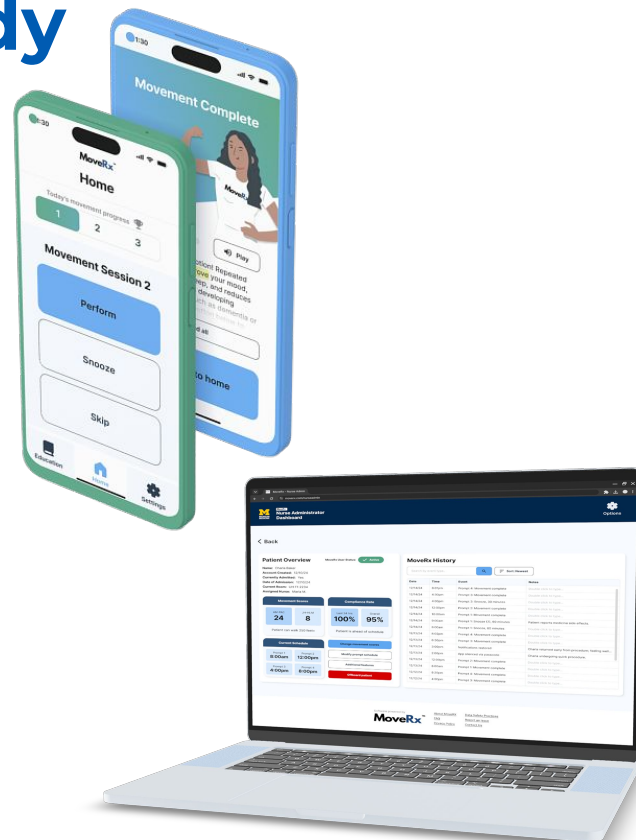
Aging Adults

Fighting hospital-associated deconditioning in patients through a digital intervention

Older patients with frequent hospitalizations suffer from hospital-associated deconditioning: a condition which results in rapidly declining physical and mental health.

The inventors of this tool were experts in the techniques required to solve this issue, but lacked the knowledge necessary to transform their expertise into a usable digital product.

Digital Discovery stepped in to provide the digital user experience and product planning knowledge needed.



Step 1: Kickoff

Understanding the product, team, and user needs

Initial Meeting

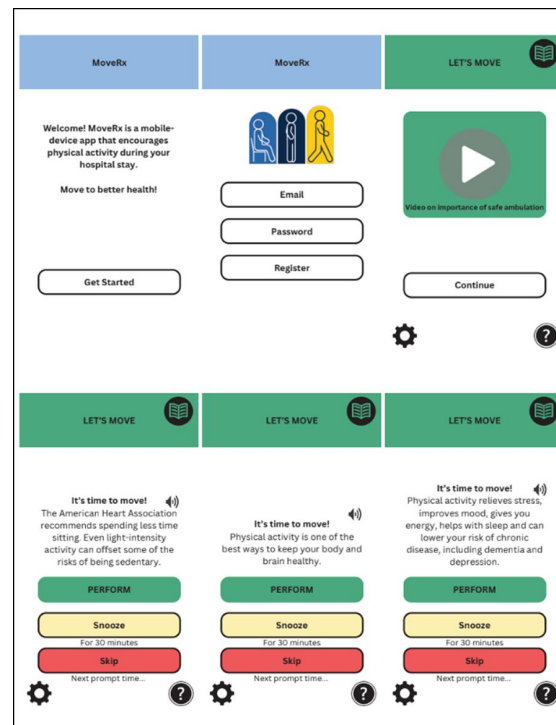
Digital Discovery and the MoveRX team met with our team to get to know each other, and understand - in plain language - what MoveRX was trying to be and do for its target audience.

Value Proposition & Use Cases

The MoveRX team and our Digital Discovery Intern worked collaboratively to create specific use cases and a summarized value proposition for the product.

After this was completed, the Intern extracted specific qualities, mechanisms, and goals that the interface needed in order to function properly.

MoveRX also provided their own wireframes, with the intent to guide development in a specific, user-friendly direction. This was built upon in the initial sketches.



MoveRX team wireframes via Canva

Step 2: Lower Fidelity Wireframes

A visual framework to guide discussion



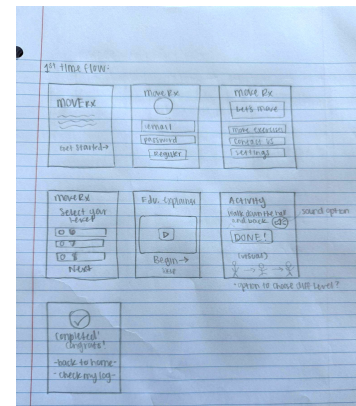
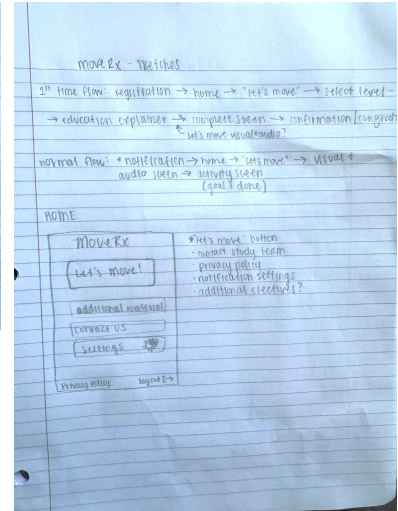
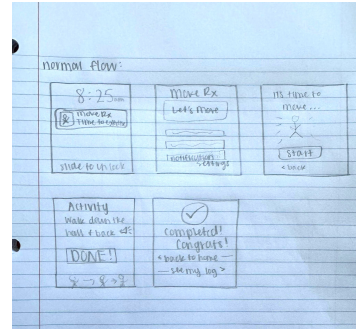
Sketching & Planning Flows

The Intern chose to begin with basic sketches, a common practice in design, in order to quickly and easily plan out screens and flows for the product. The product needed careful planning, and sketching aided this need.

Architecture-First Approach

Every project is slightly different in needs and scope, and every designer has a slightly different skill set. For MoveRX, simplicity and accessibility are core needs for their target users.

By using sketches to communicate plans and organization, this plan is more quickly and effectively communicated to the product team. Less time is spent in the visual polish, and more effort can be placed in the organization of information and interactions.



Several pages of sketches, exploring pages and user flows for MoveRX

Step 3: Feedback

Touching base to share the current design direction

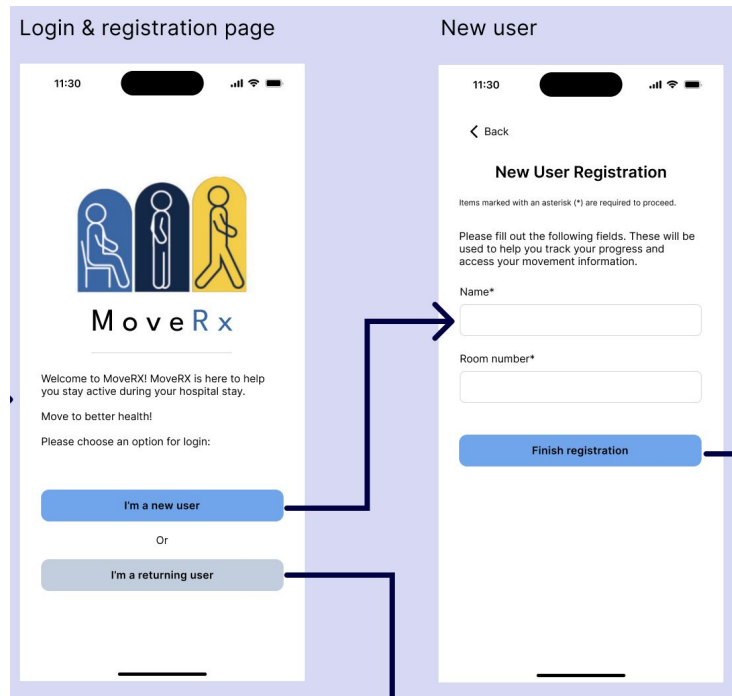
Direct Email Communication

Since the designs were labeled sketches, a detailed email was sent that outlined content and asked for thoughts on the current work. MoveRX provided direct feedback and those changes were incorporated.

Async Feedback for Final Designs

The MoveRX team was excited about the Intern's work, but needed a few key additions:

- Stronger indication that educational modules are sequential, and not free to skip.
- Multiple points of access for important resources like the Treatment Evaluation Script.
- Direct links with tasteful levels of "push" to encourage users to fill out research surveys.
- Room for nudges on the device to help guide user behavior in a low effort way



Step 4: Redesign & Prototype

Shifting designs around feedback and improvements

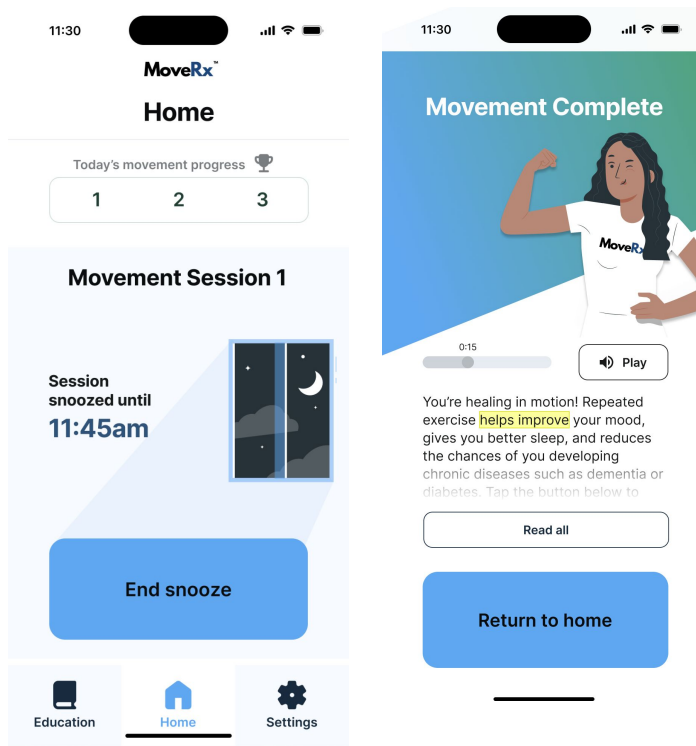
Elevating Designs to High Fidelity

The previous sketches and provided wireframes were translated into a set of digital wireframes at a high level of fidelity, complete with an initial set of visual design elements and associated “languages”.

Initial Interactive Prototype

Leveraging Figma, the Intern created a minimum viable prototype that showcased the primary user flows and structure of the product. Since Digital Discovery is small in scope, it didn't include everything possible for users to do – but it provided the groundwork for future additions by establishing patterns and navigation.

MoveRX's product needed to lay out the critical interactions for patient activities and display a way to reach important care team settings for patient oversight.



Step 5: Workbook

The final written deliverable for next steps

How The Workbook Helped

MoveRX's workbook consolidated all of our previous work, links, and artifacts in a document centered around next steps - how this product can actually be made, and advice on how to do it with the most impact possible.

Next Steps

Digital Discovery receives projects at various stages of development. For MoveRX, they needed to both seek development and use prototypes as a research tool to get additional feedback from peers and users.

Using this project's work, they have gone to seek development funding and are working towards launching the first finished version in 2025.

This was made possible by Digital Discovery!



Contact Digital Discovery

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Don't know if Digital Discovery is right for your idea? Send us a message and we can schedule time to talk