

Colleen Sullivan

Open to Options

A web app developed for
Cancer Support Community

2019–2020

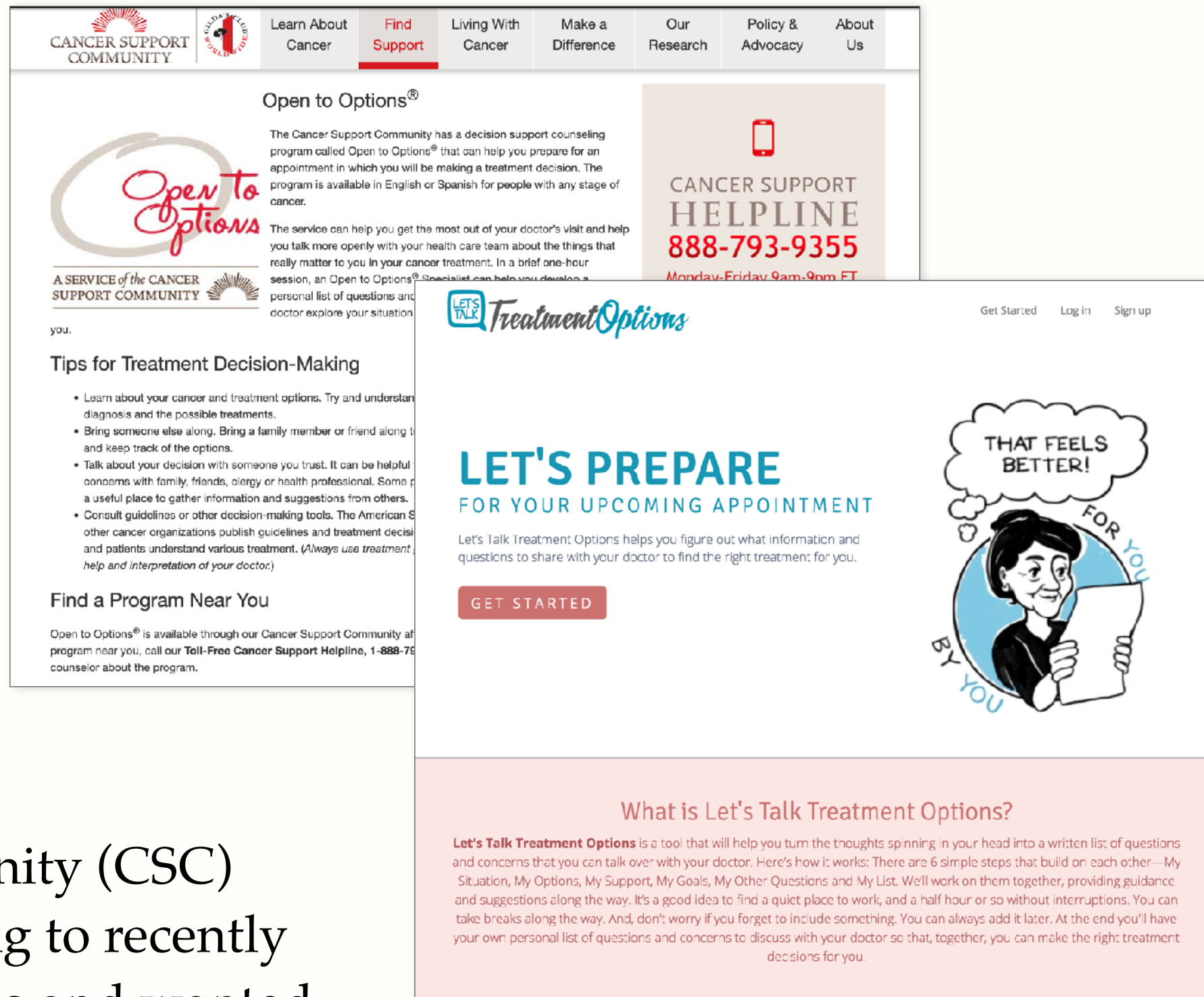
The What, Who, Why, and How of the

Design process

UX, UI, branding requirements, user testing, and html/css coding, working with Behavioral Science, Design, and Development team members.

What

Cancer Support Community (CSC) offers personal counseling to recently diagnosed cancer patients and wanted a web app to help with the demand.



The image shows a screenshot of the 'Open to Options' website, which is a service of the Cancer Support Community. The website has a navigation bar with links: Learn About Cancer, Find Support (highlighted), Living With Cancer, Make a Difference, Our Research, Policy & Advocacy, and About Us. The main content area features the 'Open to Options' logo, a description of the program, and a 'Tips for Treatment Decision-Making' section. A sidebar on the right promotes the 'Cancer Support Helpline' with the number 888-793-9355. Below the main content, there is a 'Find a Program Near You' section. To the right of the website screenshot is a graphic for 'Let's Talk Treatment Options' featuring a cartoon woman holding a document, with a thought bubble saying 'THAT FEELS BETTER!' and the text 'FOR YOU' and 'BY YOU'. A 'GET STARTED' button is also visible.

CANCER SUPPORT COMMUNITY

Learn About Cancer Find Support Living With Cancer Make a Difference Our Research Policy & Advocacy About Us

Open to Options®

The Cancer Support Community has a decision support counseling program called Open to Options® that can help you prepare for an appointment in which you will be making a treatment decision. The program is available in English or Spanish for people with any stage of cancer.

The service can help you get the most out of your doctor's visit and help you talk more openly with your health care team about the things that really matter to you in your cancer treatment. In a brief one-hour session, an Open to Options® Specialist can help you develop a personal list of questions and doctor explore your situation.

A SERVICE of the CANCER SUPPORT COMMUNITY

Tips for Treatment Decision-Making

- Learn about your cancer and treatment options. Try and understand diagnosis and the possible treatments.
- Bring someone else along. Bring a family member or friend along to help you understand and keep track of the options.
- Talk about your decision with someone you trust. It can be helpful to talk about your concerns with family, friends, clergy or health professional. Some people find it a useful place to gather information and suggestions from others.
- Consult guidelines or other decision-making tools. The American Society of Clinical Oncology and other cancer organizations publish guidelines and treatment decisions that help patients understand various treatment. (Always use treatment decisions with the help and interpretation of your doctor.)

Find a Program Near You

Open to Options® is available through our Cancer Support Community affiliate program near you, call our Toll-Free Cancer Support Helpline, 1-888-793-9355 or ask your counselor about the program.

CANCER SUPPORT HELPLINE 888-793-9355 Monday-Friday 9am-9pm ET

Get Started Log in Sign up

LET'S PREPARE FOR YOUR UPCOMING APPOINTMENT

Let's Talk Treatment: Options helps you figure out what information and questions to share with your doctor to find the right treatment for you.

GET STARTED

What is Let's Talk Treatment Options?

Let's Talk Treatment Options is a tool that will help you turn the thoughts spinning in your head into a written list of questions and concerns that you can talk over with your doctor. Here's how it works: There are 6 simple steps that build on each other—My Situation, My Options, My Support, My Goals, My Other Questions and My List. We'll work on them together, providing guidance and suggestions along the way. It's a good idea to find a quiet place to work, and a half hour or so without interruptions. You can take breaks along the way. And, don't worry if you forget to include something. You can always add it later. At the end you'll have your own personal list of questions and concerns to discuss with your doctor so that, together, you can make the right treatment decisions for you.



Why Do I Need Support?



Should I Join a Support Group?



Patient-Centered Care



Making a Treatment Decision That Is Right
For You



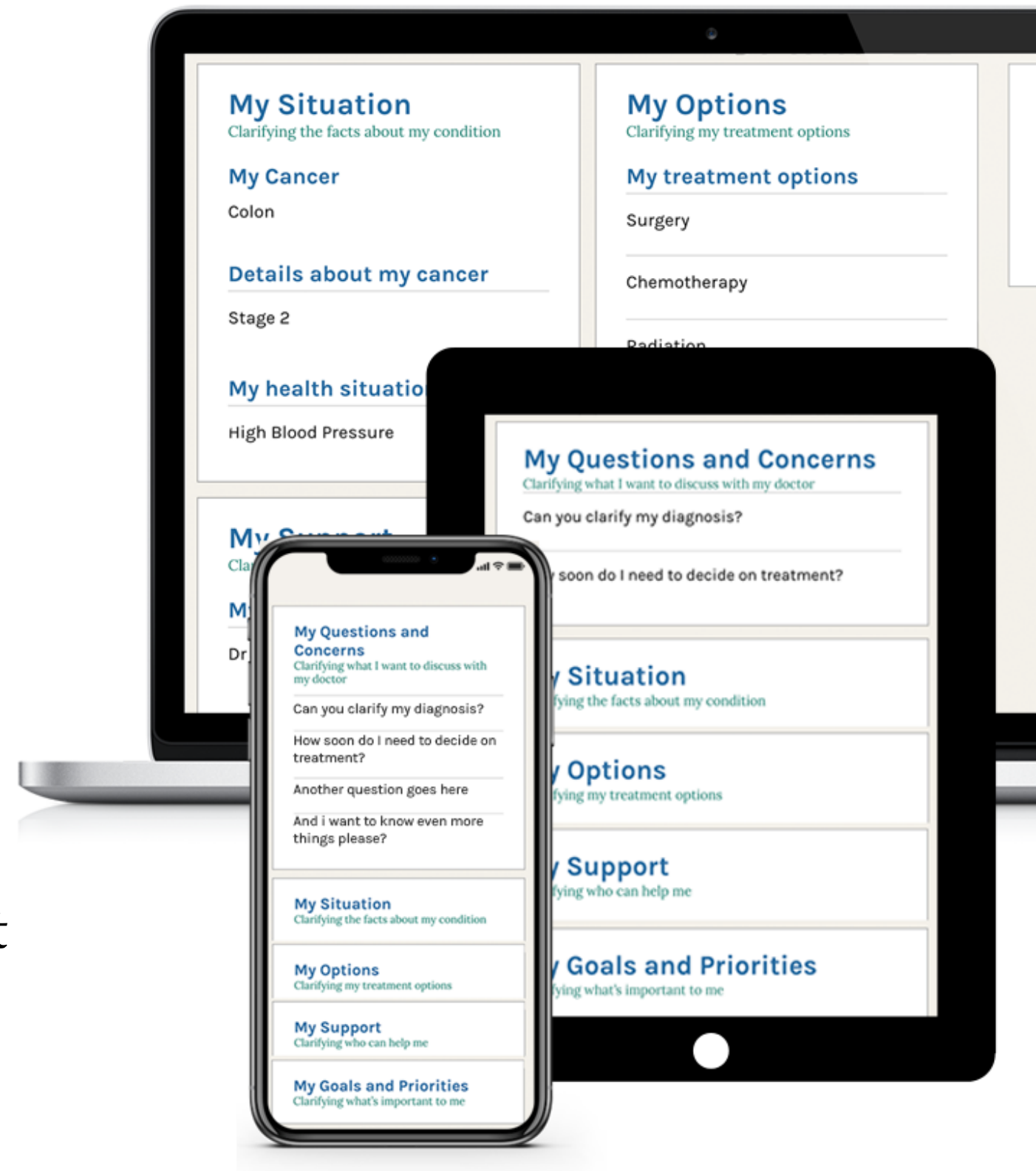
Distress Screening

Who

The web app is for recently diagnosed cancer patients who need to make decisions about their treatment options.

Why

At the end of the process, the patient will have a list of questions and priorities to share with their doctor while deciding on cancer treatment.



How

Onboarding meetings to learn:

- how CSC works with patients and presents info.
- App target audiences, how patients found CSC, and other sources of info
- clarified site expectations, branding requirements, technical specs, and so forth



Name: DE-IDENTIFIED PATIENT
Question List for Appointment with: DR. ALWAYS RIGHT
Today's Date: January 8, 2013
Facilitated by: Torie Gettinger, LMSW

MY SITUATION (clarifying known facts about my condition):

- Diagnosed with Non-Small Cell Lung Cancer in 2004
 - Recent scans in September revealed new clouded areas on lungs--Not expecting; disappointed
- PET scan completed on Tuesday, results pending
- Last time I was on chemo was April 2012
 - When I am not on chemo, I have more energy

MY OPTIONS (clarifying which options are available):

- At this time, options unknown as based upon results from recent scans

MY NETWORK (clarifying roles and responsibilities):

- I am actively involved in Ladies Group. I have many friends.
- I have a relatively supportive son. I also have a daughter. My grandchildren are very important to me.

MY GOALS (clarifying my goals and priorities):

- Life is important to me.
 - Quality of life involves ability to 'be social' and have will power (independence)
 - Spending time with grandchildren, family, and friends is important. "Having the energy to spend time with them is even more important."
 - I enjoy playing cards (casually), movies, traveling as I can, spending time with the Ladies Group/friends, and caring for my cat.
 - My faith is important to me.
 - Being independent is very important to me. Being able to do tasks that are important to me is important for my physical/mental health. Being able to organize my home and own affairs is especially important to me. When off treatment, I feel I am able to accomplish some of these tasks. "My hope is to be able to put my house in order for whatever is going to happen."
- Concerned side-effects of treatment may outweigh beauties of life. Not sure it is worth going on with treatment.
 - I believe in "never giving up"—Always new things happening, but is there a time to say 'WOW' and stop this?

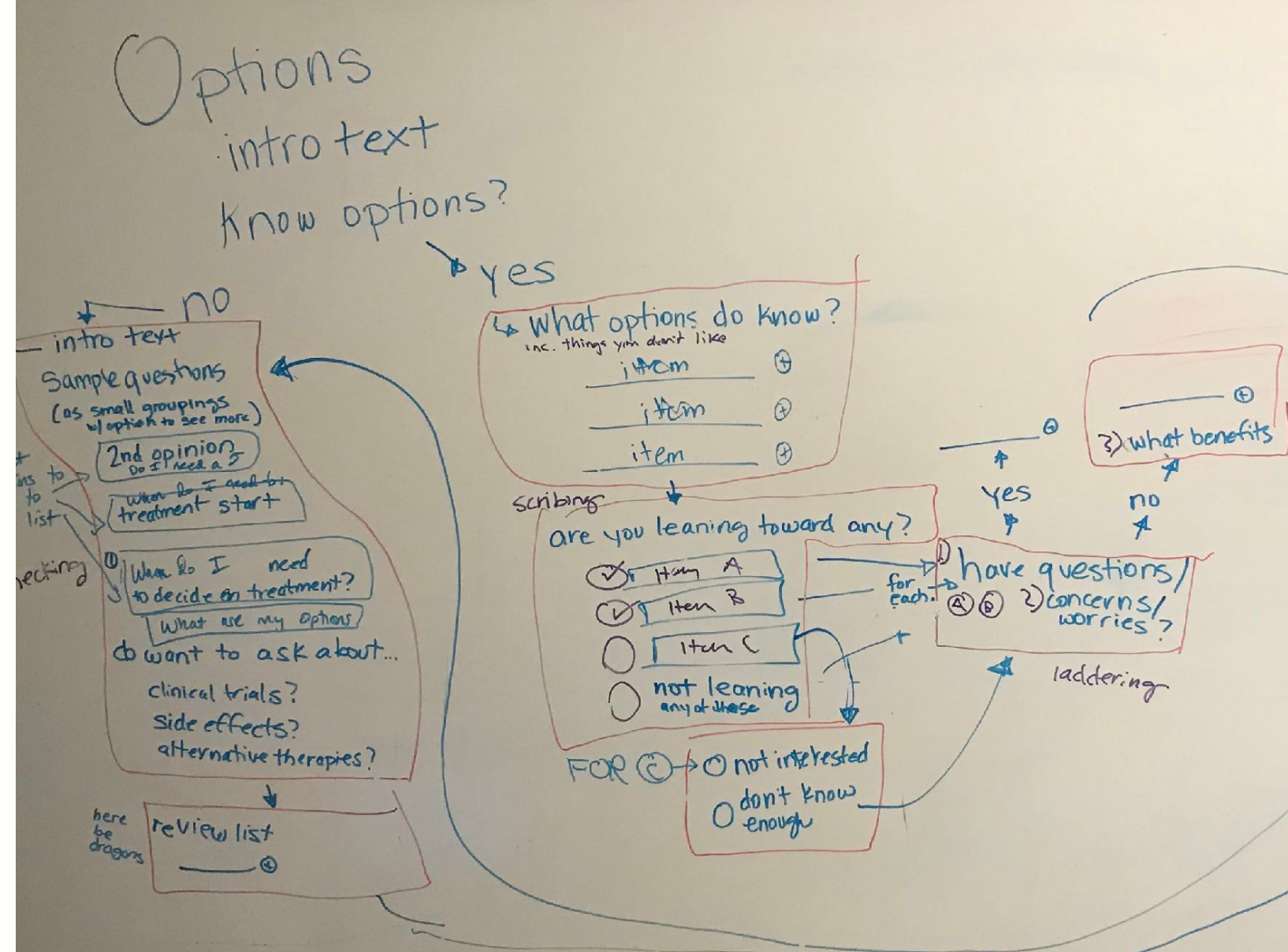
EVALUATION (clarifying how my choices affect my objectives):

- What are my options if the cancer is back?
 - "If it is showing growth, is it worth 4 months of being a 'pig' (not participating in activities that bring my joy/quality of life)"
- What are the side effects of the treatment options?
 - What will my endurance level be if I do need to receive treatment?
- If the cancer is back, what outcomes are expected if I do have treatment?
 - How will you know treatment is working? When will you know treatment is working?
 - How long do you think the 'potential' outcomes would last before the cancer recurs?
 - How long could this pattern (recurrence/treatment/recurrence) continue (5, 10, 20 years)?
- Am/Could I be depressed?
- How detrimental is it if I do not do treatment now?
 - Is it too late if I wait for it to grow more before I decide to go forward with treatment?
 - Would I experience a lot of pain? If yes, how would this be managed?
- At this time, I'm beginning to question my quality of life vs quantity of life.

This question list summarizes concerns as expressed by the patient. The Cancer Support Community does not provide medical advice or specific treatment information. Open to Options is for information only and not intended to take the place of medical care or discussions with the health care team.

How

Internal meetings to work out how the process would work, how questions could be asked in chat form, etc.



Creative Brief

Simple creative brief to make sure I understood the visual goals, and to have a common language when evaluating designs.

Open to Options Visual Design Brief

The goal of this creative brief is to describe how the project will look and feel. This step ensures we all agree on the descriptive words, which I'll use as a guide to working on site visuals and themes. We can also use this when evaluating designs to make sure they match this brief.

We'd like to discuss your reactions and feedback at our next meeting.

Project summary

Helping cancer patients and their health team have a productive conversation to decide what treatment is right for them, using a question list created in the Open to Options software tool.

The patient will be guided through their understanding of the situation, their treatment options, their health team and personal network, and goals for what is important to them. They will be given tips, hints, and examples to help along the way. After each section the patient can review and revise what they've written. At the last step, the patient is given an explanation on how to organize their info so they can maximize the time spent with the doctor discussing treatment options. They will be able to save the list on the site, download to their computer, or print for their own reference.

Audience

Newly diagnosed cancer patients who:

- Have an upcoming doctor appointment
- Have not yet started a treatment path
- Have access to a computer or tablet connected to the internet

Problem

A cancer diagnosis means a lot of decisions have to be made. While there is a lot of information available for treatment options, the best source for each patient's unique situation is their own medical team. But during a doctor visit, it can be hard for a patient to remember what questions they want to ask, and to know what details might help the doctor when evaluating treatment options.

Goal

The Open to Options process guides a patient through identifying needs and questions, and having a list to refer to during a doctor visit. The goal is to make the most out of doctor visit while feeling more in control about their options and confident in the decisions they make.

Function

Open to Options will be designed to mimic the question generating session with an O2O therapist during a call. Instead of voice, the site will function like a chatbot using free text and predefined responses. The patient will focus on each question in turn, and given options to take their time or come back later. The interface will gently encourage completing the session in one sitting.

The process will work best on a computer or tablet—something with a wide screen that will allow them room to see the entire context of the task and a keyboard for quick entry. It will be mobile-friendly but not optimized for use on a phone. While a visitor could choose to use voice-to-text, we won't optimize for voice technology for this pilot.

The patient won't be interacting directly with a therapist during the process, but since it is designed from a therapist's perspective it should have a feeling similar to that expectation: calm, professional, and focused.

Design

The site will be a guided chatbot, with patient interaction along a set pathway to the end goal. While the site won't pretend to be human, it will try to soften and humanize the experience for the patient through empathy and tone.

Site personality:

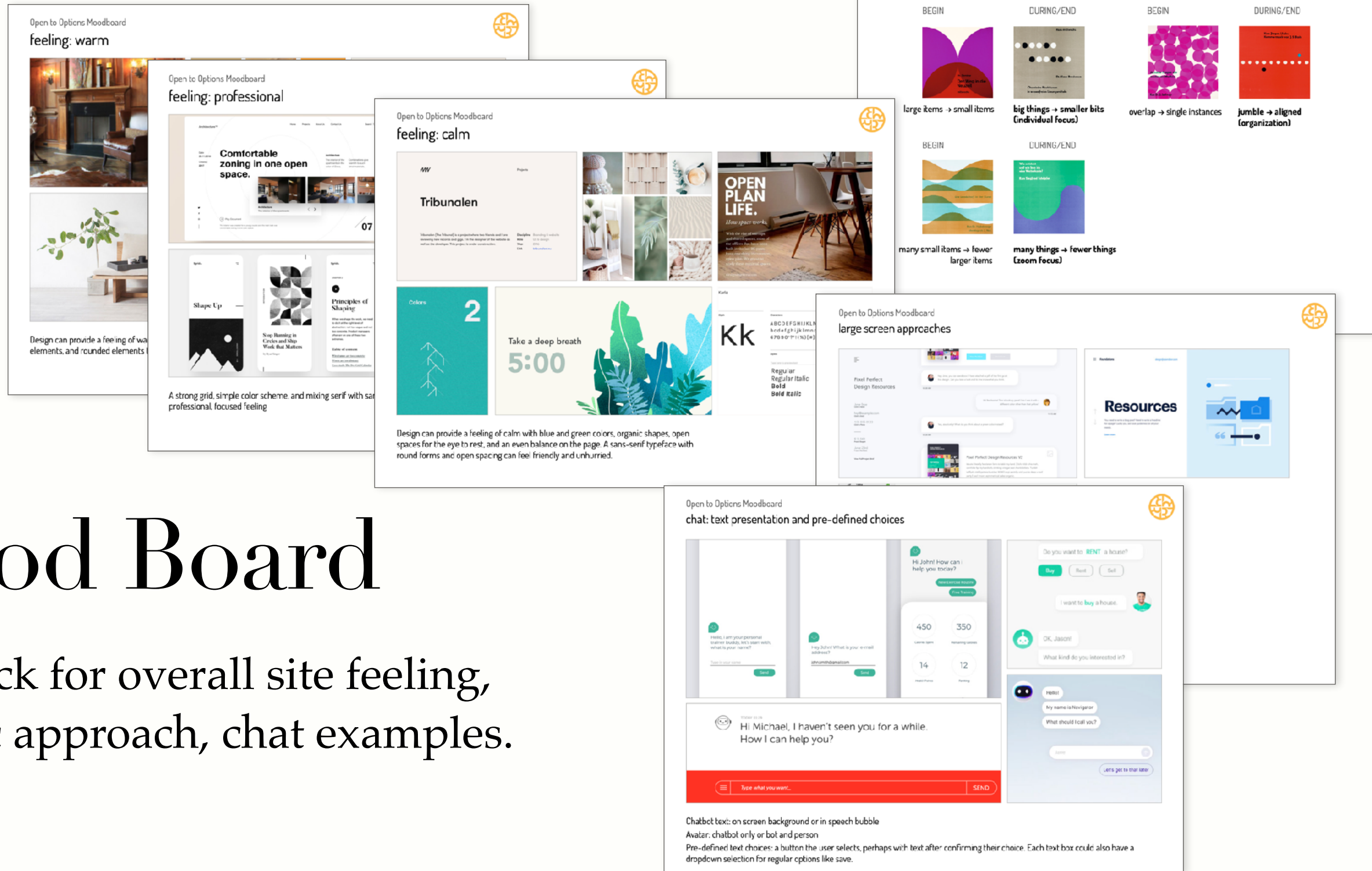
- Focused — *do one task at a time*
- Gentle — *no judgement and we'll help along the way*
- Unhurried — *take the time you need*
- Professional — *our knowledge and experience can help you*
- Directed — *there is an end goal we're working toward*

Visuals should elicit feelings of:

- Warm — *not happy sunny but like a comfortable chair*
- Calm — *both in terms of unhurried timing and matter-of-fact tone*
- Professional — *not sterile/medical or like a chatty friend*

Next Steps

I'll show a visual moodboard so we can talk about how designs will work. After that I can begin working on individual elements and pages. Every design step is an opportunity to talk about the design direction and progress, and for you to share your thoughts and expertise.



Mood Board

Feedback for overall site feeling, graphic approach, chat examples.

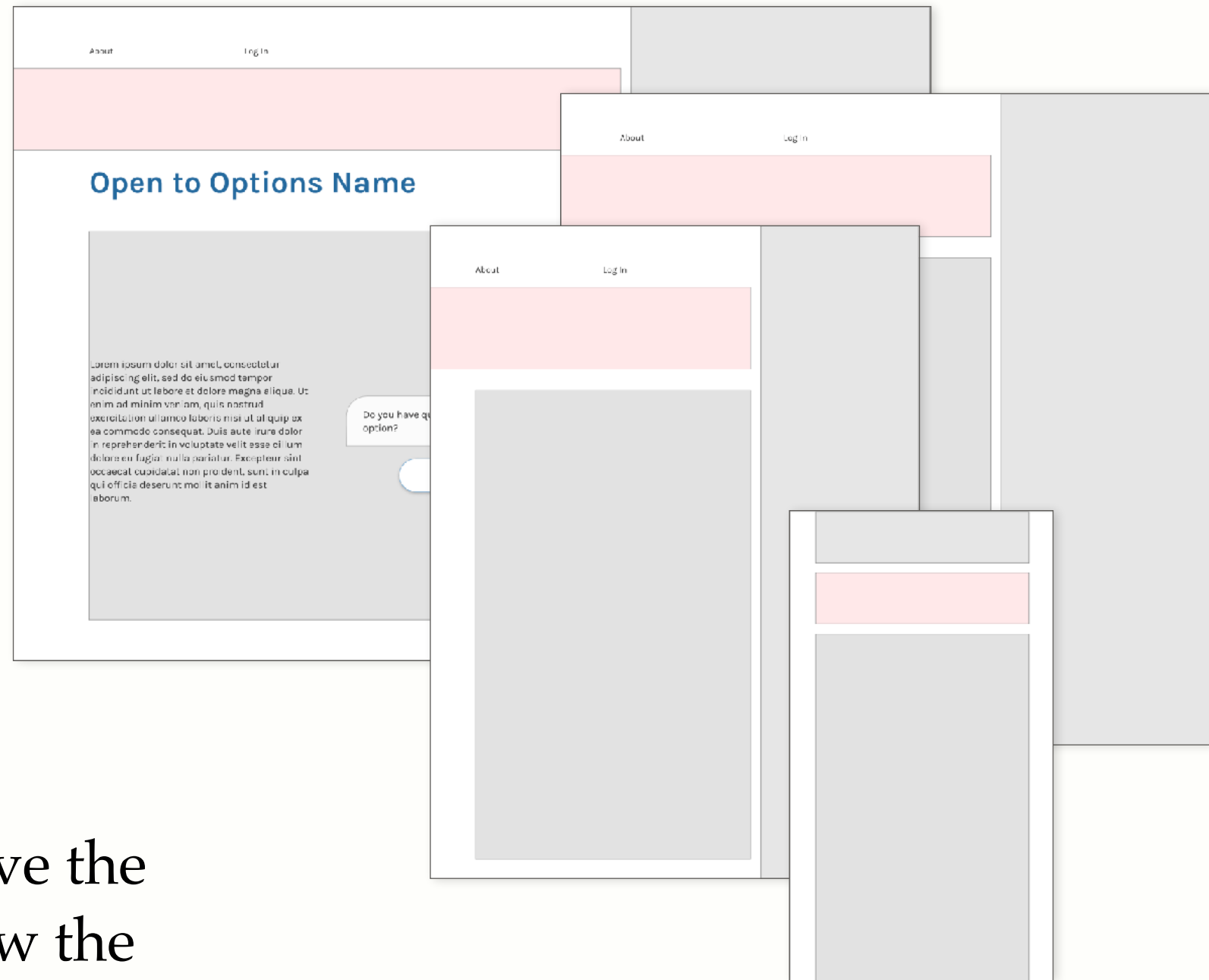


User testing prep

We needed test users to be able to type their own text in, so I found a program that allows that and set up wireframe pages.

Page Layout

I usually start with a grid to give the page structure. These show how the grids work at different screen sizes, since we expected the audience to be primarily on larger devices.



Typography

The selected typefaces have a large x-height and rounded lettering for a feeling of openness and friendliness. A serif is used for some headings and lede text for contrast.

H1 This is the most important heading

H2 The second heading

H3 The third heading

H4 The fourth heading

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[Learn More](#)

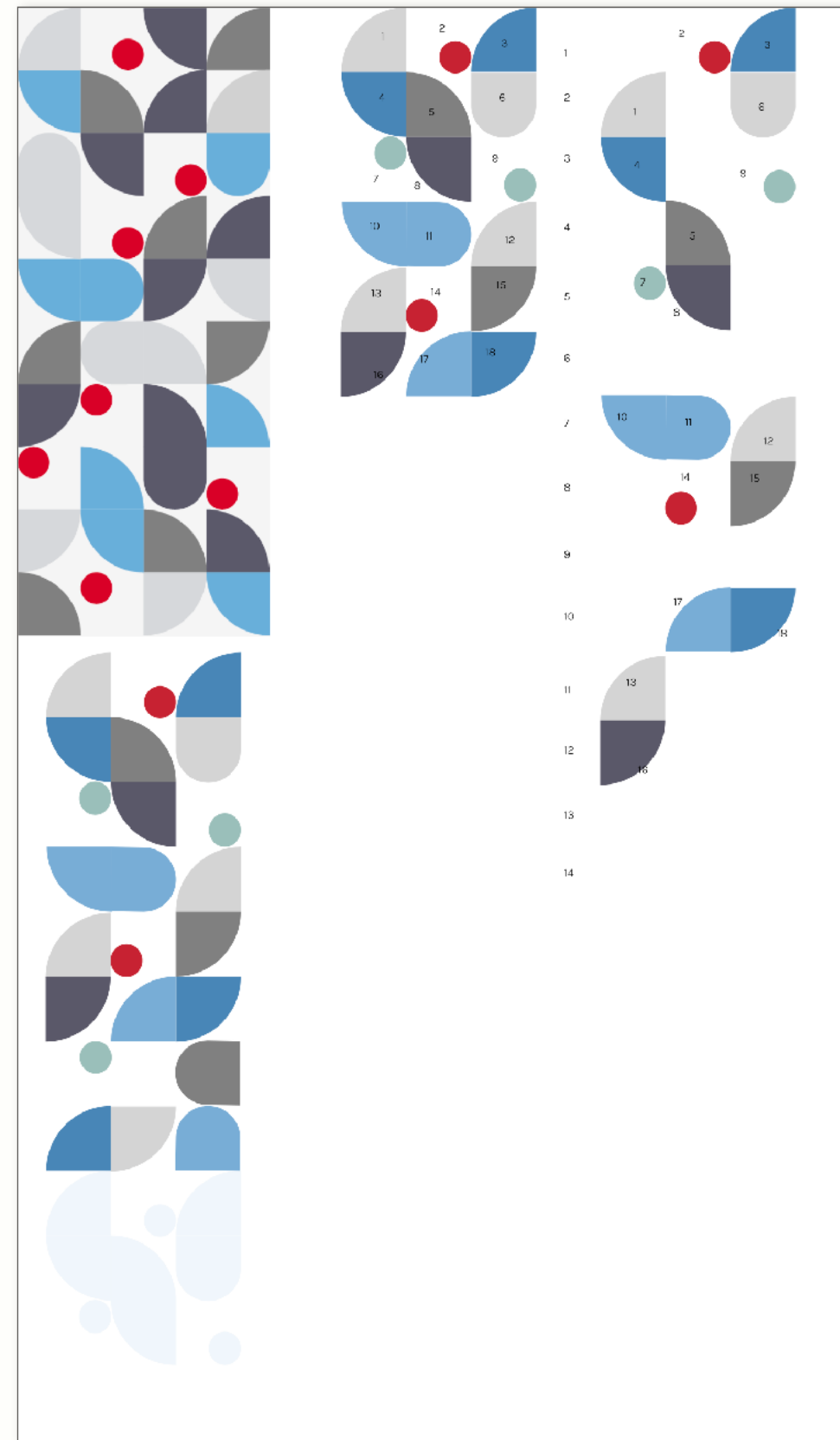
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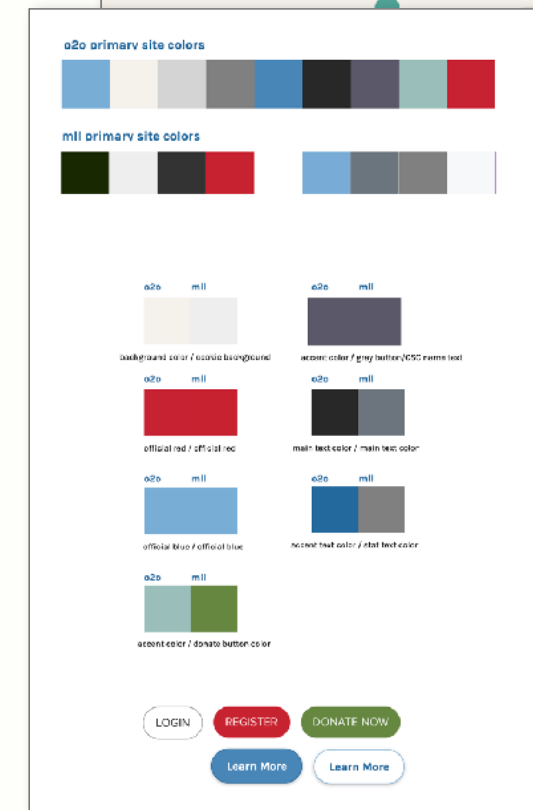
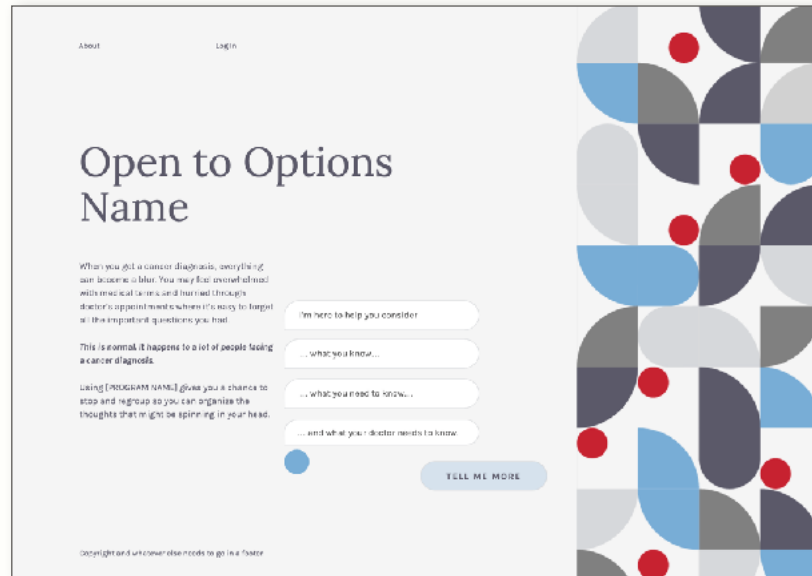
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Pattern

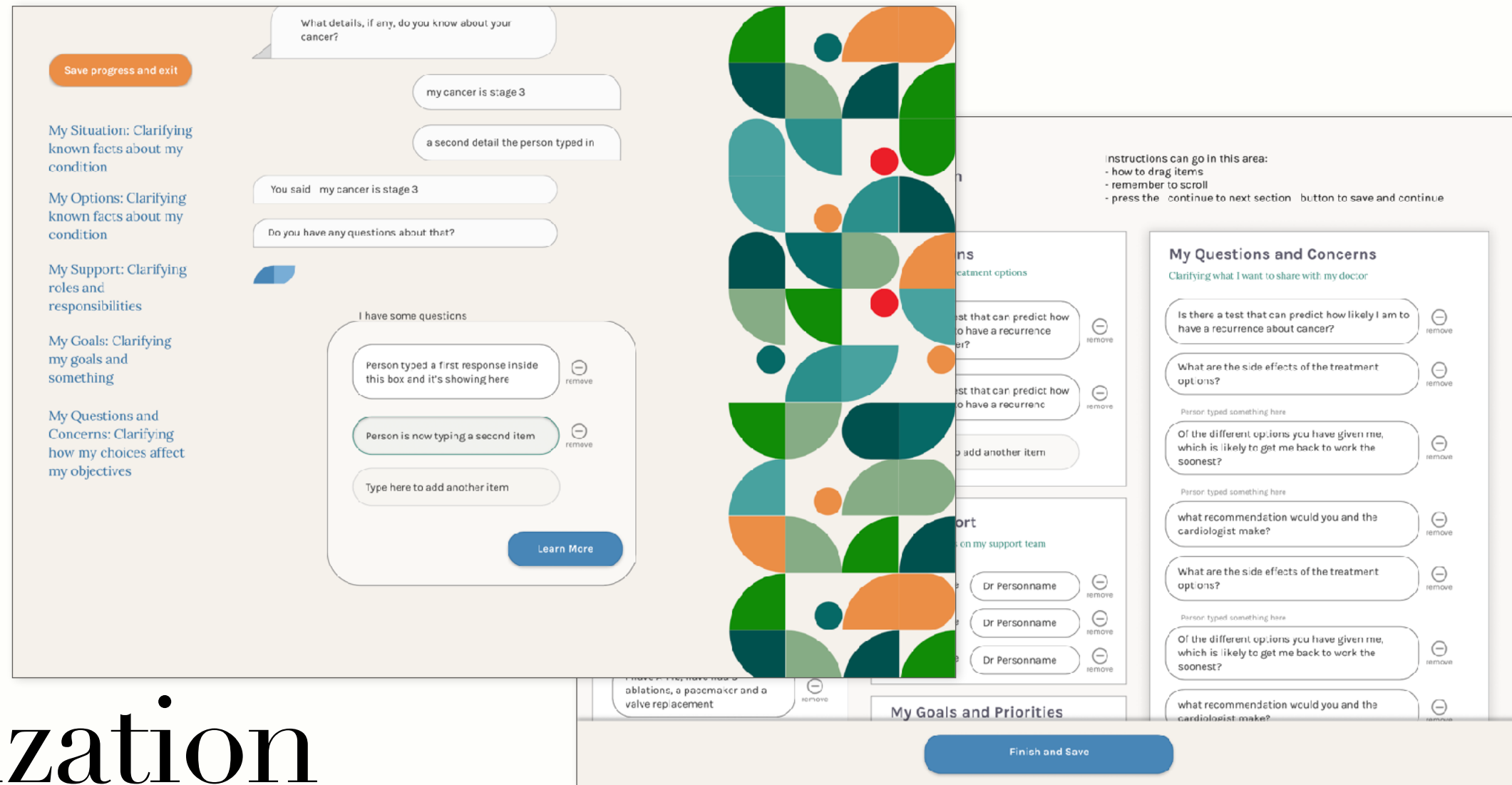
On large screens, the right side pattern was meant to start with a dense pattern that would simplify as the user moved through the app.





Branding

The initial request was for the color scheme to match the website blue, gray, and red. That felt too cold so I designed options to show how a warmer palette can coordinate with their site.

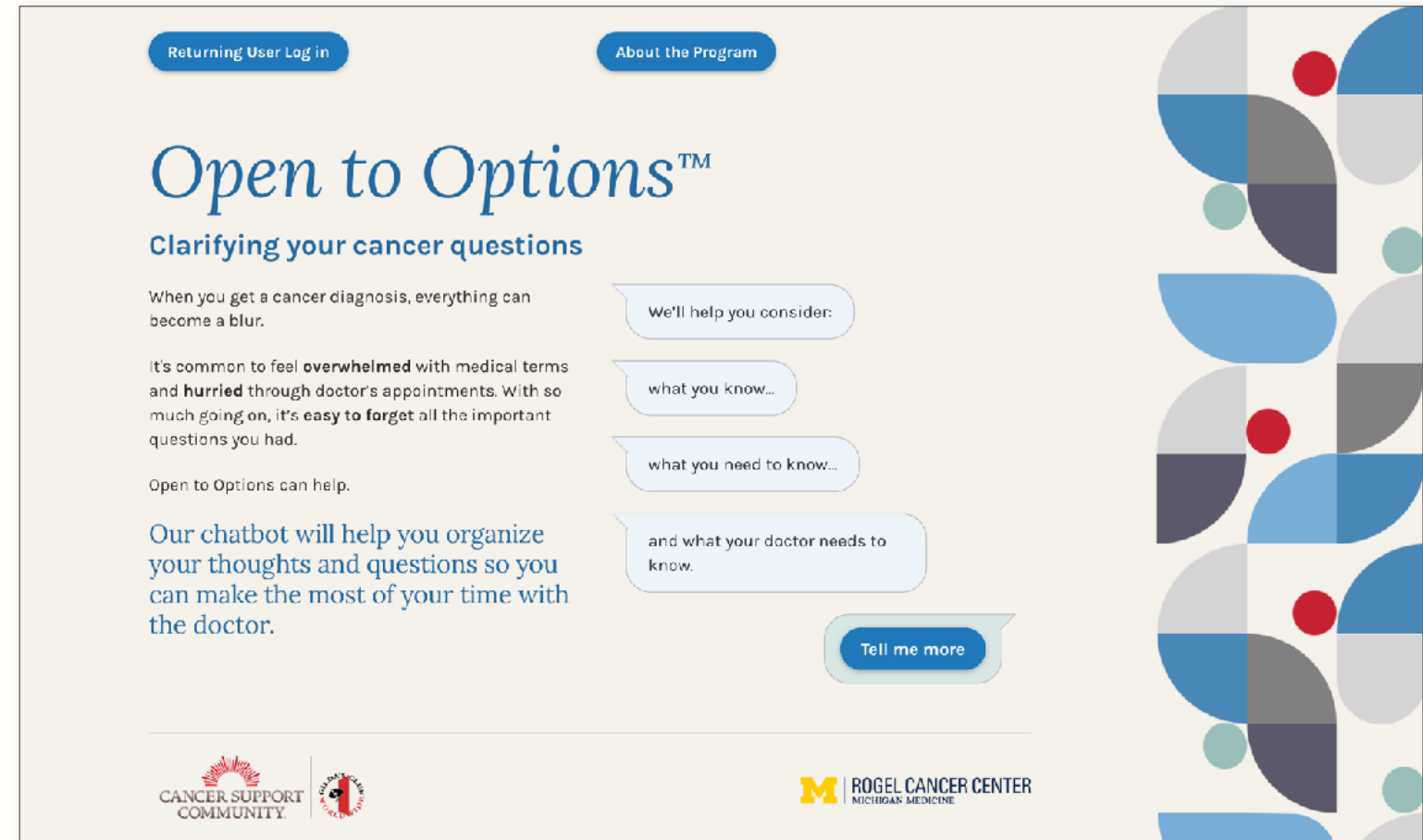


Organization

The main interface is a central chat area, with a left nav area allowing users to skip or save progress. The results of the chat are shown on an editable, printable screen.

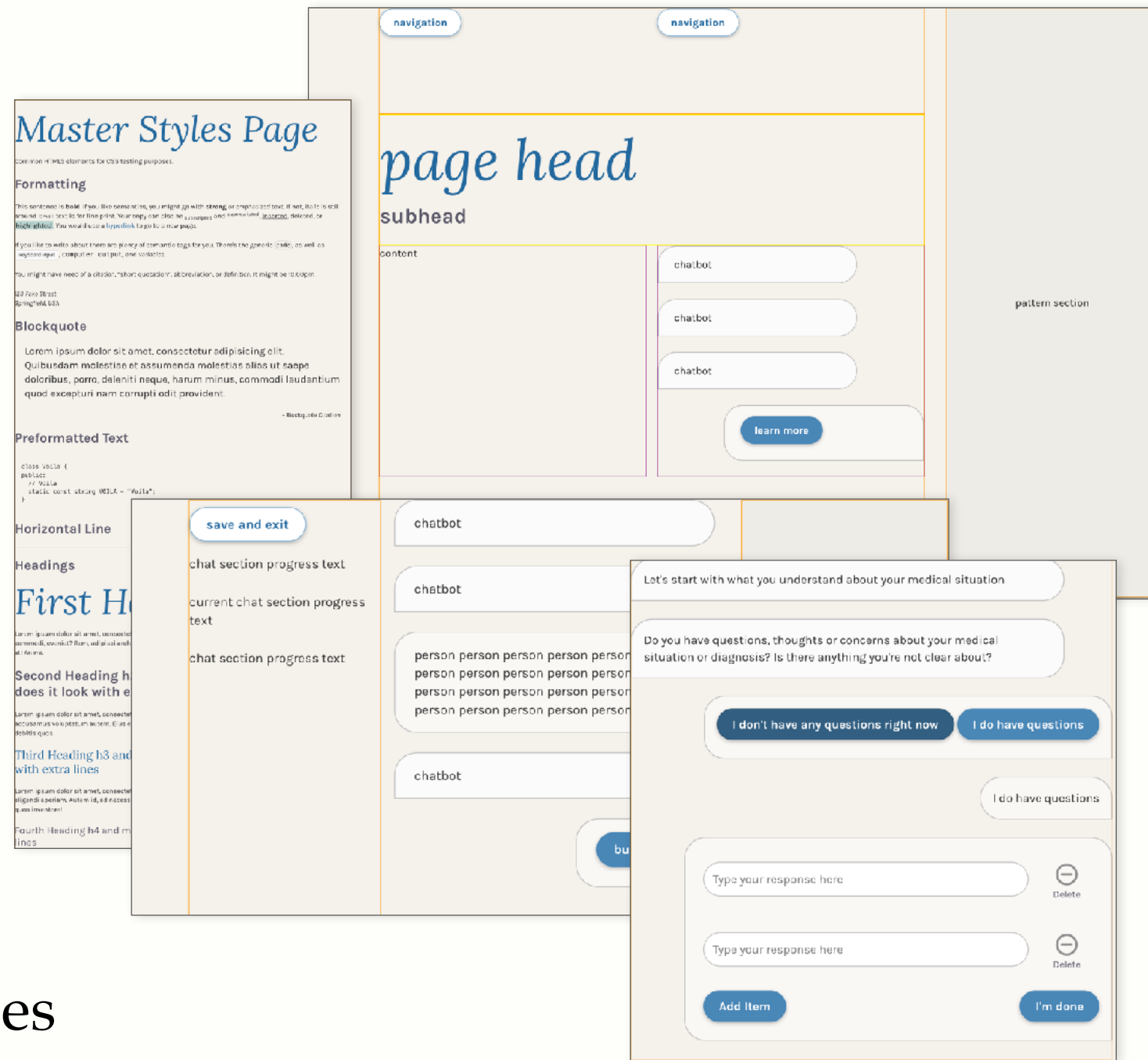
Landing page

Users reach the app from a link on the CSC site. The page design features chat boxes with supplemental information to echo the experience after signing up.



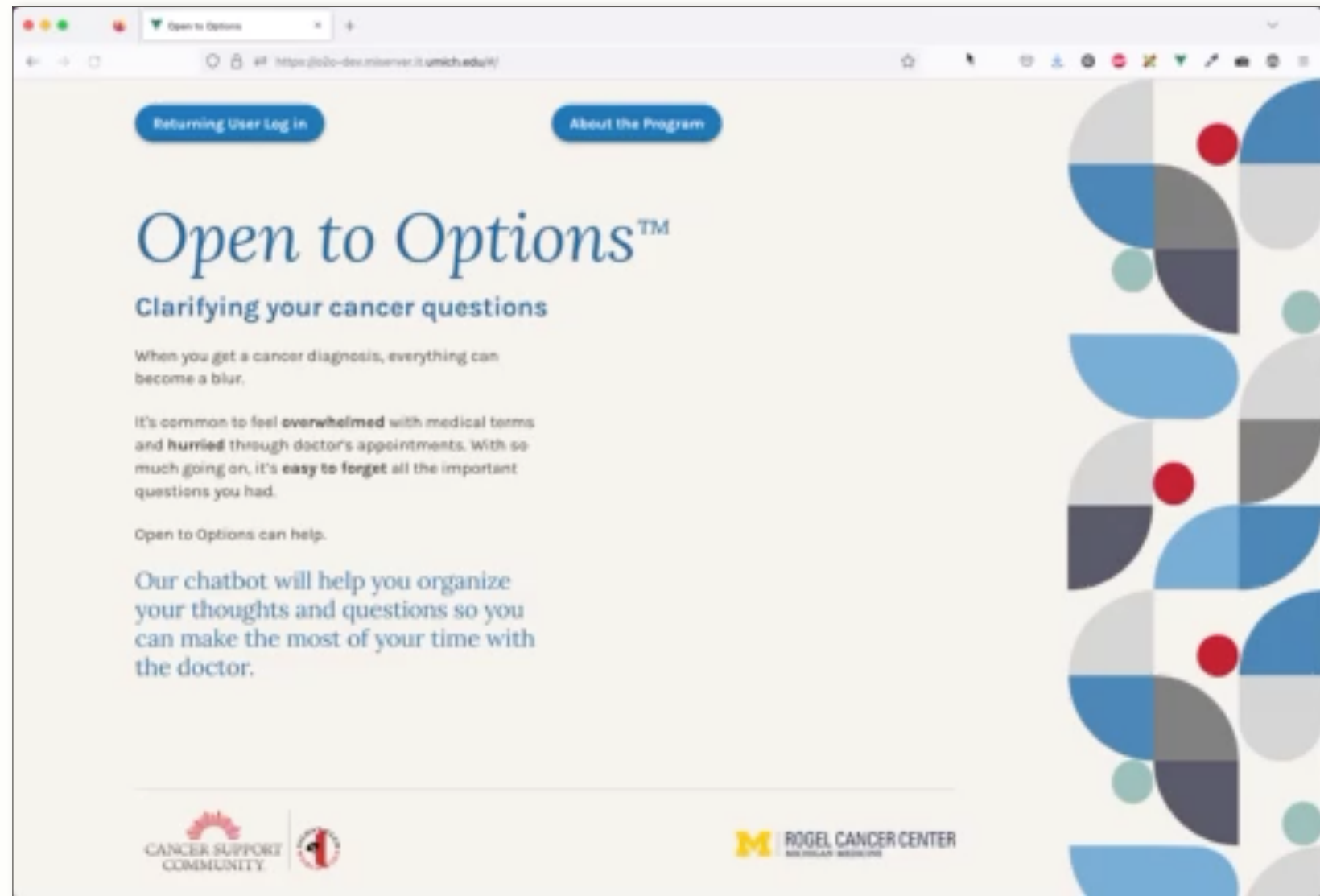
Development

First step is working out basic styles and layout in html and css before integrating into the templating system.



Launch

The finished website landing page and other pages to help the visitor understand the program



Thank You!

Colleen Sullivan