Pharmaceutical companies consider clinical and commercial information to determine solutions for patients, but lack data-driven social insights to holistically capture their patient populations. Our team worked to design and create the UI/UX for a web-based tool to help NNI identify and understand previously undefined personas that can then provide novel and innovative healthcare solutions for Type II Diabetes.

**Research Analysis**

- Grouped interview answers into common themes and found several key findings:
  1. Users wanted an easy way to gain insights on different patient populations/personas.
  2. Users were particularly interested in exploring geographical social factors and their effects on a patient population.
  3. Most users were not familiar with handling datasets and preferred more tool restrictions over full customization.

- Discussed with NNI to confirm which insights were feasible in terms of securing enough data to generate desired insights.

**Requirements and User Research**

- **NNI is currently working on a machine learning model which they hope to utilize to show meaningful insights regarding different Type II diabetic patient populations.**
- **Followed UX process as outlined above to develop and define the tool UI/UX.**

**Stakeholder Interviews**

- **Objective:** To gain insights about long-term outcomes for Type II diabetic patients based on input data
- **Receive input from the user with data regarding Type II diabetic patients.**
- **Have good user experience.**

- **Display actionable insights** about long-term outcomes for Type II diabetic patients
- **Receive input from the user with data regarding Type II diabetic patients**
- **Have good user experience.**

**Requirements**

- **Low Fidelity Prototype with Wireframes**
  - Wireframing allowed us to create low fidelity prototypes of our tool and iterate quickly and cheaply, focusing on the user experience and tool content without getting sidetracked by the visual design.
  - Went through two iterations of wireframing and feedback.

- **User Test Scenarios**
  - Designed and conducted three different user testing scenarios to assess the user flow and navigability of the tool.
  - Analyzed survey feedback from 6 users on satisfaction and pain points.

- **Results**
  - 50% of users reported to be “Satisfied” and 33% of the users reported to be “Very Satisfied” with the design and user experience of the Data Insights tool.
  - Liked the easy usability, the overall design, and information hierarchy of the tool.
  - Needed visual cues and accessible font size to easily locate all the tool features.

**Final Prototype**

- **High Fidelity Prototype**
  - Utilized Figma (prototyping software) to develop an interactive high fidelity prototype of the Data Insights tool which contains all screens complete with visual components.
  - Incorporation of the prototype simulates a complete app without being fully coded.
  - Incorporated user feedback and presented content in a direct way using minimalist design.
  - Final prototype consists of design elements such as collapsible sidebar for page navigation, cards for visualization layout, search bar, and buttons for export and year filter.

- **Future Work, References, and Acknowledgments**
  - Wireframes and design library allow for further iteration as tools develop and increases in complexity.
  - Full design package will be handed over to NNI Data Insights Team to connect the UI/UX interface with usable clinical and social determining data.
  - Post development, the tool can be used by NNI Medical Affairs team to provide individualized treatments to patients.

**USEFUL RESOURCES**

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**Data Insights Engine Platform**

**Abbie Sawyer, Sophia Hwang, Michelle Liu**

**Data Insights Engine Platform**

**Spots:**

- **NOVO NORDISK**
  - **Industry Mentor:** Vanessa Roknic
  - **SPONSORS:** Novo Nordisk, University of Washington

**Project Description**

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