

Jim Senti, MFA

Content and Experience Design
in Healthcare

Content Design

Content Audits

|

Content Strategy, Web Design

|

UX Writing, Mobile Design

|

Some Editorial Guidelines

|

And more!

Experience Design

Training AI to help doctors and patients

|

Helping nurses with mass vaccination

|

Bringing mental and physical health together

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Content Audits

Universal Health and Wellness

My first task as sole UX Content Strategist was to audit product content.

The Problem

The Universal Team had built two products, (with one on the way!) with no content system in place. How might I give the products a more empathetic voice and help across team communication?

The Solution

A content audit and inventory of every product allowed me to create writing guidelines and a tonal heirarchy. Ultimately, I was able to give the products a more human and empathetic voice.

Content Audit and Inventory

I conducted a full audit and built a content inventory for three products. I customized the inventory based on team needs.

Column 1 is the section

Column 2 is current content

Column 3 is suggested content

Column 4 is field type

Column 5 is UX brainstorming

Once the audit was complete it was time decide which areas to start working on.

Model	Original copy/ Field Description	Suggested copy/ Field Description	Field type	Content type	Field options
Registration					
Options	Good Morning! All you healthcare needs are right here		Static Header (H1) Bodytext	Text Text	
	Log In		Button	Text	
	Register		Button	Text	
	Call Emergency 982911		Hyperlink - phone	Text and Numbers	
	Terms & Conditions		Hyperlink	Text	
Register					
	Register		Static Header (H1)	Text	
	*First Name		Label	Text	
	First Name		Required Form Field	Text	
	*Last Name		Label	Text	
	Last Name		Required Form Field	Text	
	*Mobile Phone		Label	Text	
	Mobile Phone	e.g. 555-555-5555	Required Form Field	Text	
	Next		Button	Text	
	Already have an account?		Hyperlink	Text	
	Call Emergency 982911		Hyperlink - phone	Text and Numbers	
Email Verification					
	Register		Static Header (H1)	Text	
	*Email (User Name)		Label	Text	
	Email	e.g. email@email.com	Required Form Field	Text	
	Send Verification Code		Hyperlink	Text	
	*Verification Code		Label	Text	
	Verification Code		Required Form Field	Text	
	Please enter correct 6 digit code		error message	Text	
	Next		Button	Text	
	Already have an account?		Hyperlink	Text	
	Call Emergency 982911		Hyperlink - phone	Text and Numbers	
Phone Verification					
	Register		Static Header (H1)	Text	
	*Mobile Phone		Label	Text	
	e.g. 555-555-5555		Required Form Field	Text	
	Send Verification Code		Hyperlink	Text	
	*Verification Code		Label	Text	
	Verification Code		Required Form Field	Text	
	Please enter correct 6 digit code		error message	Text	
	Next		Button	Text	
	Already have an account?		Hyperlink	Text	
	Call Emergency 982911		Hyperlink - phone	Text and Numbers	
Resend Verification					
	Register		Static Header (H1)	Text	
	*Email (User Name)		Label	Text	
	Email	e.g. email@email.com	Required Form Field	Text	
	Re-send Verification Code		Hyperlink	Text	
	Enter the verification code we just sent to your email(user name).		bodytext	Text	
	*Verification Code		Label	Text	
	Verification Code		Required Form Field	Text and Numbers	
	Please enter correct 6 digit code		error message dynamic text	Text	
	Next		Button	Text	
	Already have an account?		Hyperlink	Text	
	Call Emergency 982911		Hyperlink - phone	Text and Numbers	
Create Password					
	Register		Static Header (H1)	Text	
	*Create Password		Label	Text	Hide text>Show text
	Create Password		Required Form Field	Text	
	*Confirm Password		Label	Text	Hide text>Show text
	Confirm Password		Required Form Field	Text	
	Password doesn't match		error message dynamic text	Text	
	At least 8 characters		bodytext	Text	
	1 lower case letter		bodytext	Text	
	1 upper case letter		bodytext	Text	
	1 special character - !@%*		bodytext	Text	
	1 number		bodytext	Text	

Key Lessons

Remember you're creating a communication tool for a team.

Get it all into one place.

Ask a lot of questions.

Content Strategy, Web Design

uVax

I reenvisioned and simplified the content on a patient information and appointment card.

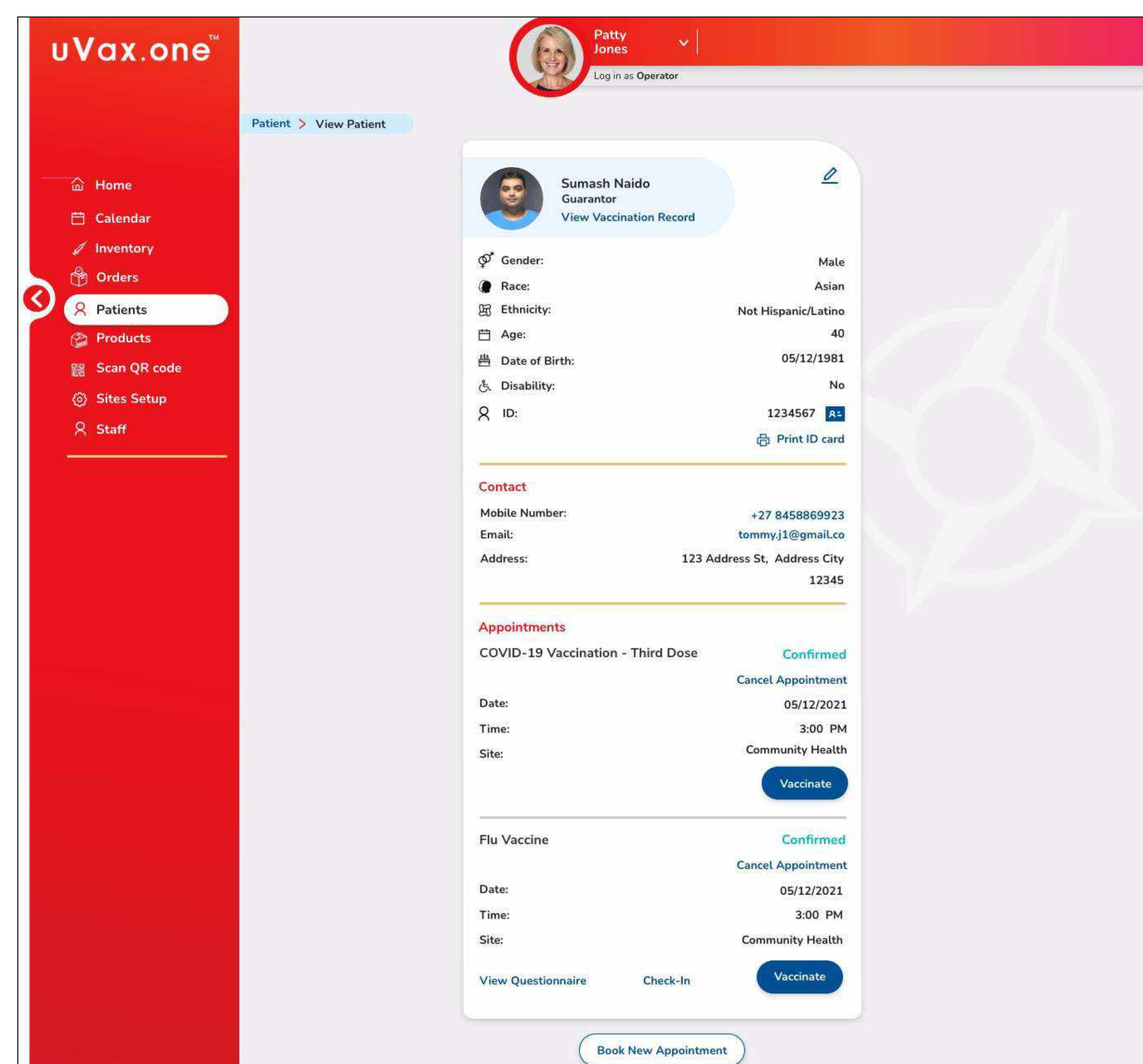
The Problem

uVax's Patient Card needed help. Nurses administering vaccinations we're saying it was "hard to read." How might we get the user through the flow quickly without making a vital mistake?

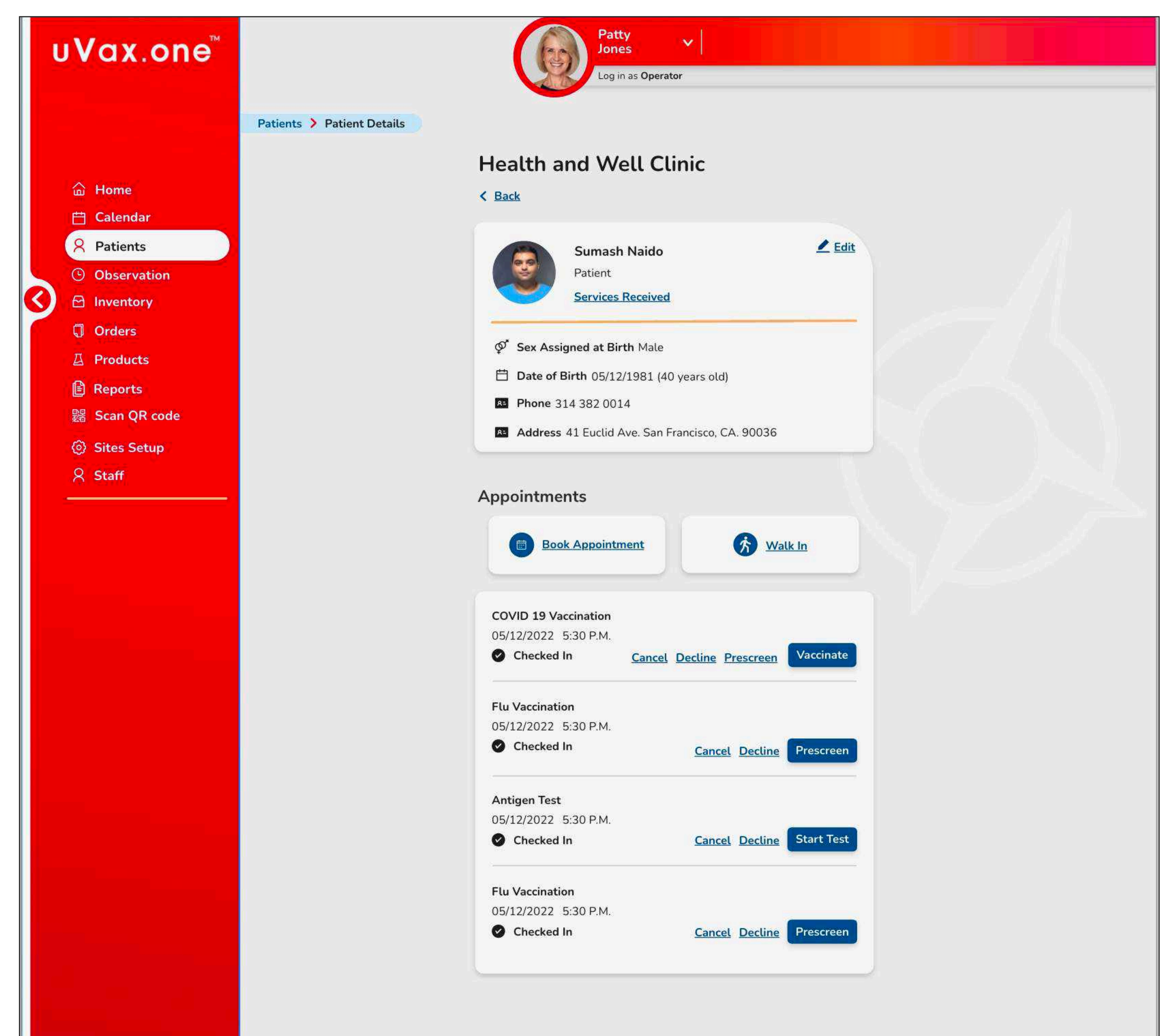
The Solution

After user tests, interviews, and comparative research I worked closely with the rest of the design team. We made some advised assumptions that we believed would work.

Before



After



Key Lessons

Clear Call to Actions (C.T.A.'s) and copy lets users know where they are headed.

Break up information, it helps users find what they're looking for.

Clear headings give users confidence.

Let images do the work.

UX Writing, Mobile Design

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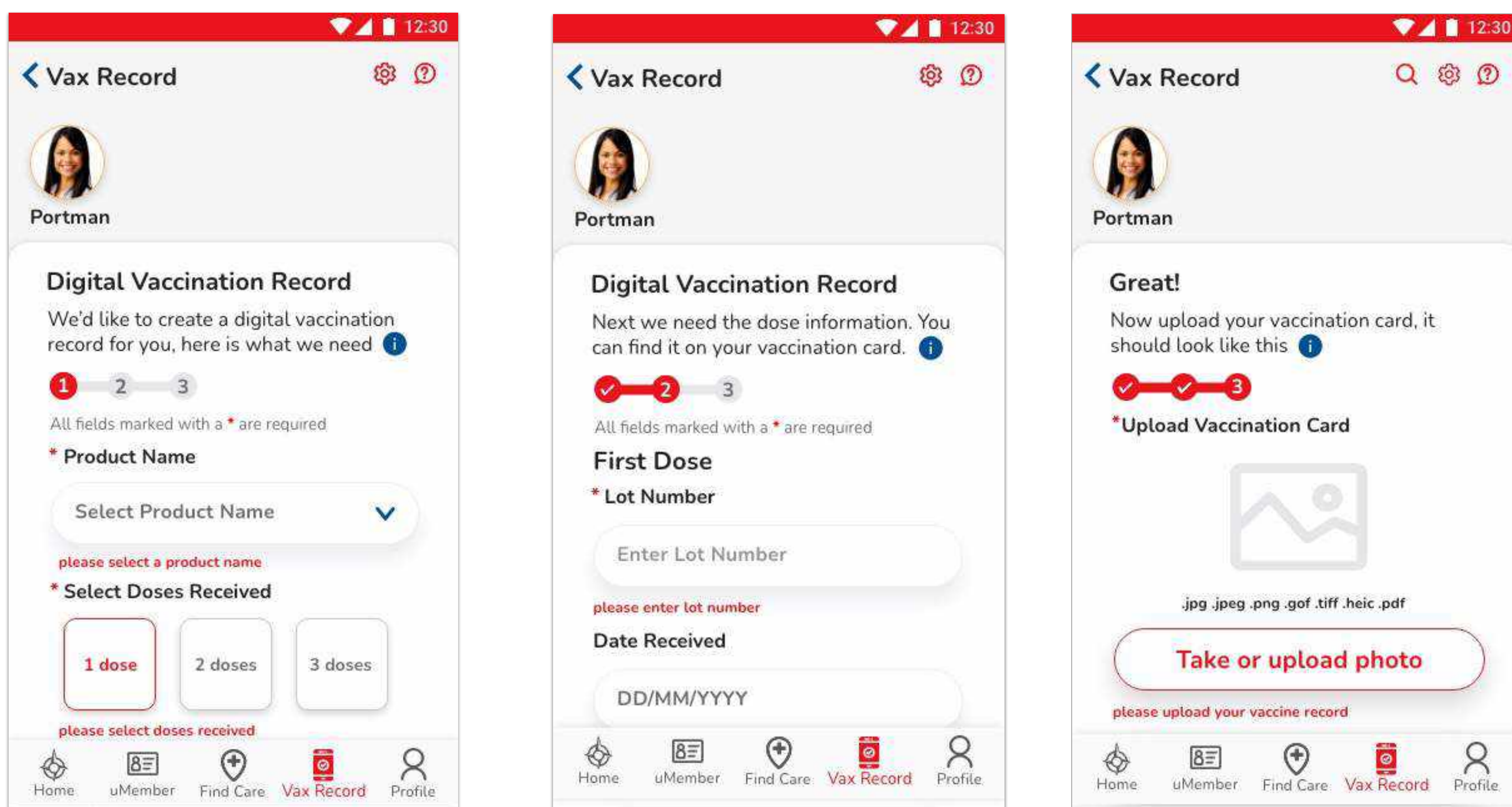
Users were uncomfortable with digital formats. UX Writing helped.

The Problem

A large number of the users weren't comfortable managing their healthcare in a digital format. How might we help and guide these users?

The Solution

After reviewing the functional requirements and business requirements, I conducted interviews and decided the ultimate goal of the content strategy for this feature was to build user confidence.



Key Lessons

Verbs in the form fields help the user move forward.

Balance concision with a conversational tone.

Clear visual examples are never a bad thing.

Product Editorial Guidelines

Universal Health and Wellness

As the products have grown I have established Product Editorial Guidelines. Here are a few.

Formatting

Copy Guidelines

Labels

All labels are in **Title Case**.

The first letter of every word is capitalized.

Form Fields

All text inside of a field are **Title Case**.

The first letter of every word is capitalized.

* Title Case Label

 Form Field

error messages

Error Messages

All error messages are in **lower case** and in **red**.

Modal Messages

Both the primary message (bold 20 pt) and sub message (regular 14pt) in modal messages are sentence case.

Example

Your request has been sent.

You'll receive the certificate by email once it has been processed.

OK

Tone

Tone Hierarchy

Level 1

Headlines, subject lines, big story and headers

Tone should be engaging, human, and emotional

Level 2

Subheads, preheaders

Tone should be more directional and informational

Level 3

Body copy, subsections.

Tone should be conversational, supportive and instructional

Level 4

Bullets

Tone should be straightforward, and to-the-point

Level 5

Call to action

Tone should be direct, and short

Don't and Do

First and second person pronouns

Don't say: The system is processing the request.

Do say: We're working on your request.

The active voice

Don't say: A message **has been sent** to your email account.

Do say: **We've sent** a message to your email account.

Replace ambiguous terms with full sentences

Don't say: "Medicine Variant"

Do say: "What kind of medicine would you like?"

Emphasize the outcome

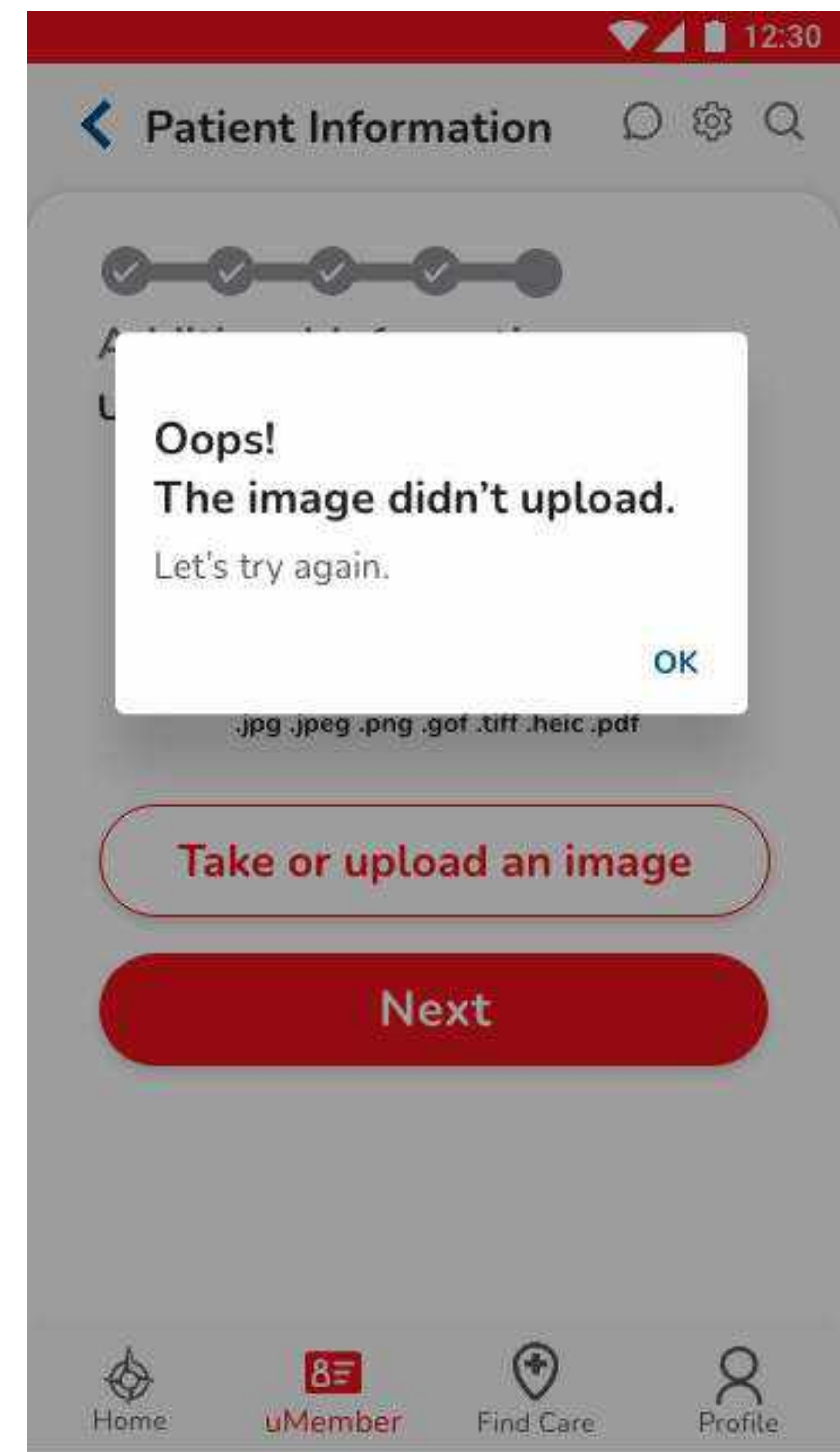
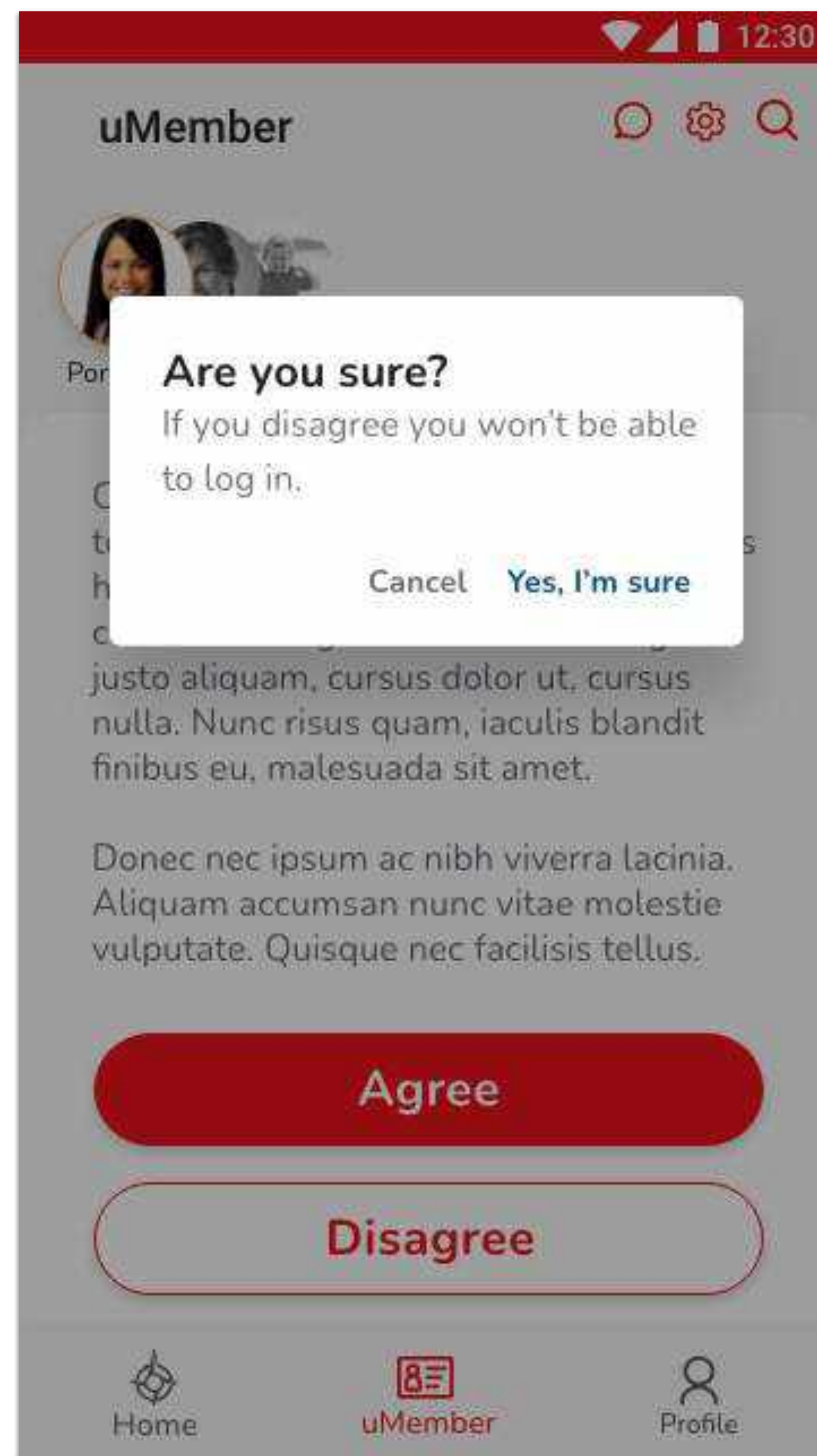
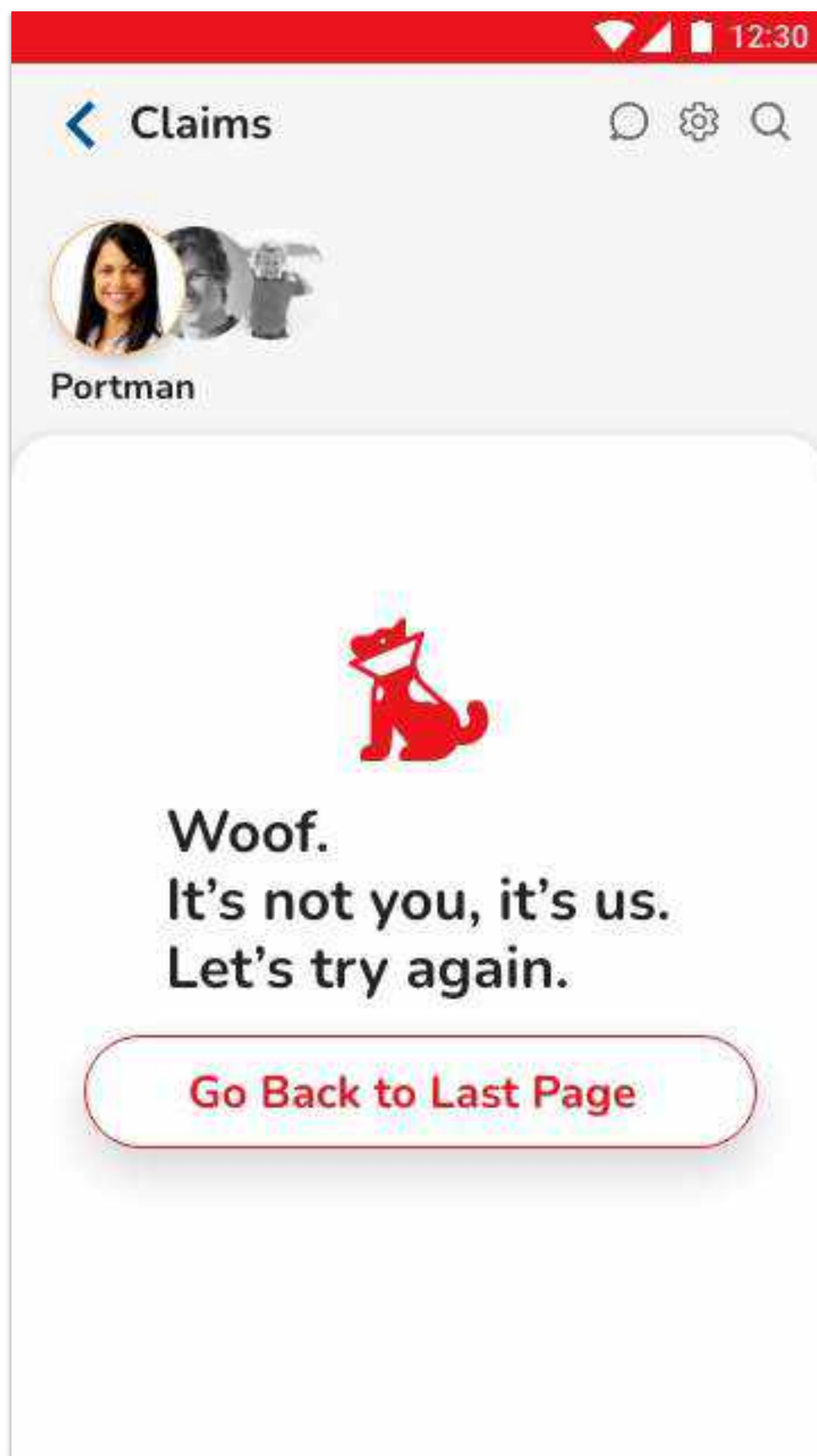
Don't say: Join the Universal's Newsletter.

Do say: Get Healthy Lifestyle Tips in Your Inbox.

And more!

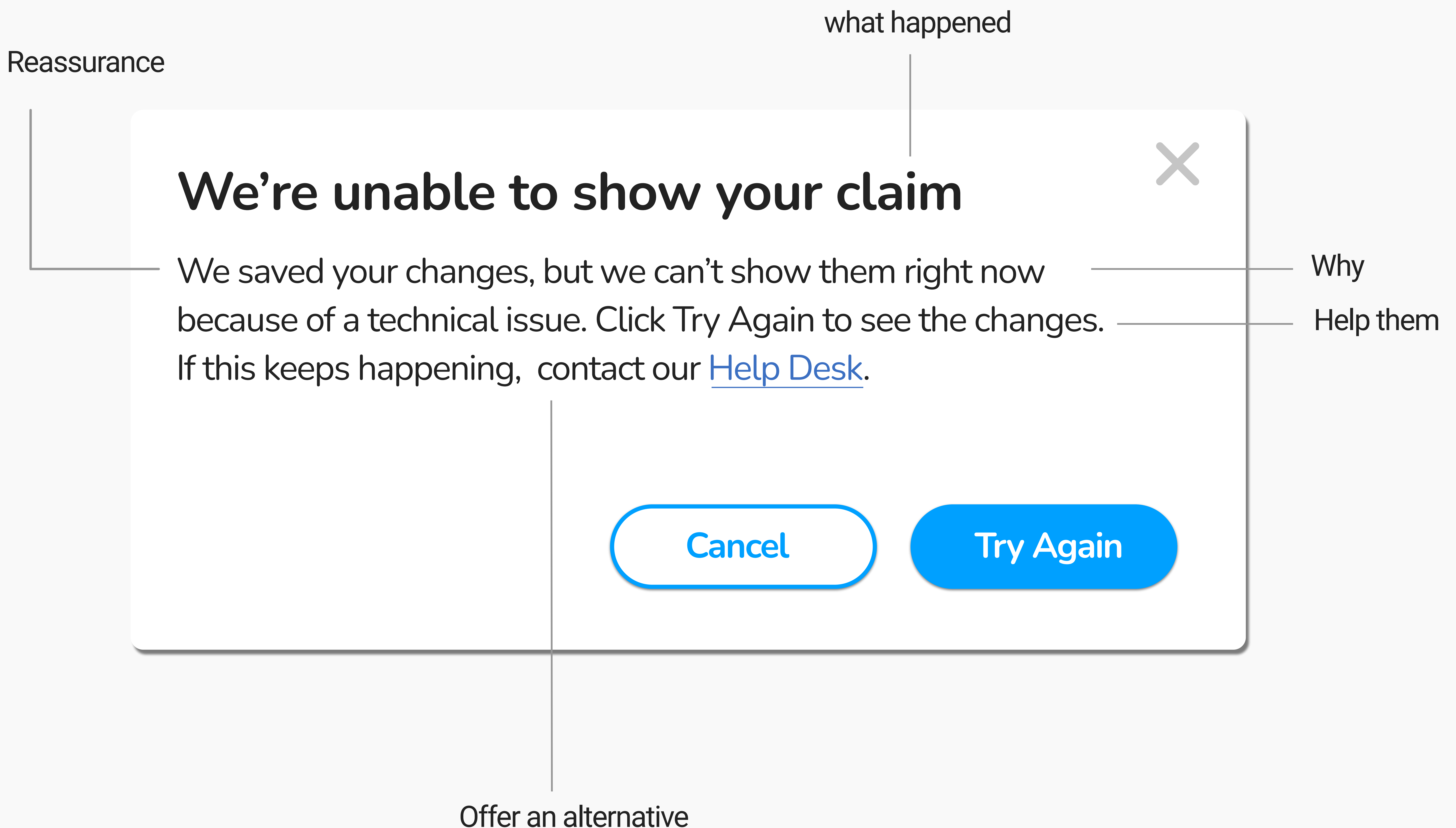
Multiple products

Here are a few more examples of some content strategy and user experience writing.



User Feedback

This modal helped our users and reduced the number of help tickets by 19%.



Educational Material

This Health Guide increased user retention by 40%.

Lowering Blood Pressure

High blood pressure, or hypertension, is sneaky and dangerous. It quietly damages our blood vessels and leads to serious problems. It's vital we listen to health professionals. Let's look at some ways they suggest to lower blood pressure.

Eat Well

Heart-healthy diets lower blood pressure and reduce the risk of heart attack, stroke, and other health problems. When cooking at home, try heart-healthy recipes. When dining out, look for healthy options.

Aim to eat

- Fruits
- Vegetables
- Whole grains
- Low-fat dairy products
- Skinless poultry and fish
- Nuts and legumes
- Non-tropical vegetable oils

Limit

- Saturated and trans fats
- Alcoholic beverages
- Sodium
- Fatty meats
- Items with added sugar such as sugar-sweetened beverages

Read labels

Read food labels and choose your foods wisely. Avoid saturated and trans fats, and limit sodium to reduce cholesterol and blood pressure.

Here's how to understand nutrition labels: [English \(PDF\)](#) | [Spanish \(PDF\)](#)

Try the DASH plan

DASH, or Dietary Approaches to Stop Hypertension, eating plan has been proven to effectively help you manage blood pressure. DASH focuses on healthy food and limits:

- Red meat
- Sodium (salt)
- Sweets, added sugars and sugary drinks

Limit Alcohol

Exercise

Manage Stress

Quit Smoking

Take Medications

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Experience Design

**Training AI to help doctors
diagnose patients**

|

Helping nurses with mass vaccination

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**Bringing mental and physical
health together**

Training AI to Help Doctors and Patients

Everyone is excited by the potential Artificial Intelligence (AI) brings to every aspect of our lives. Being on a health digital solutions team, we asked, **how can AI help patients?**

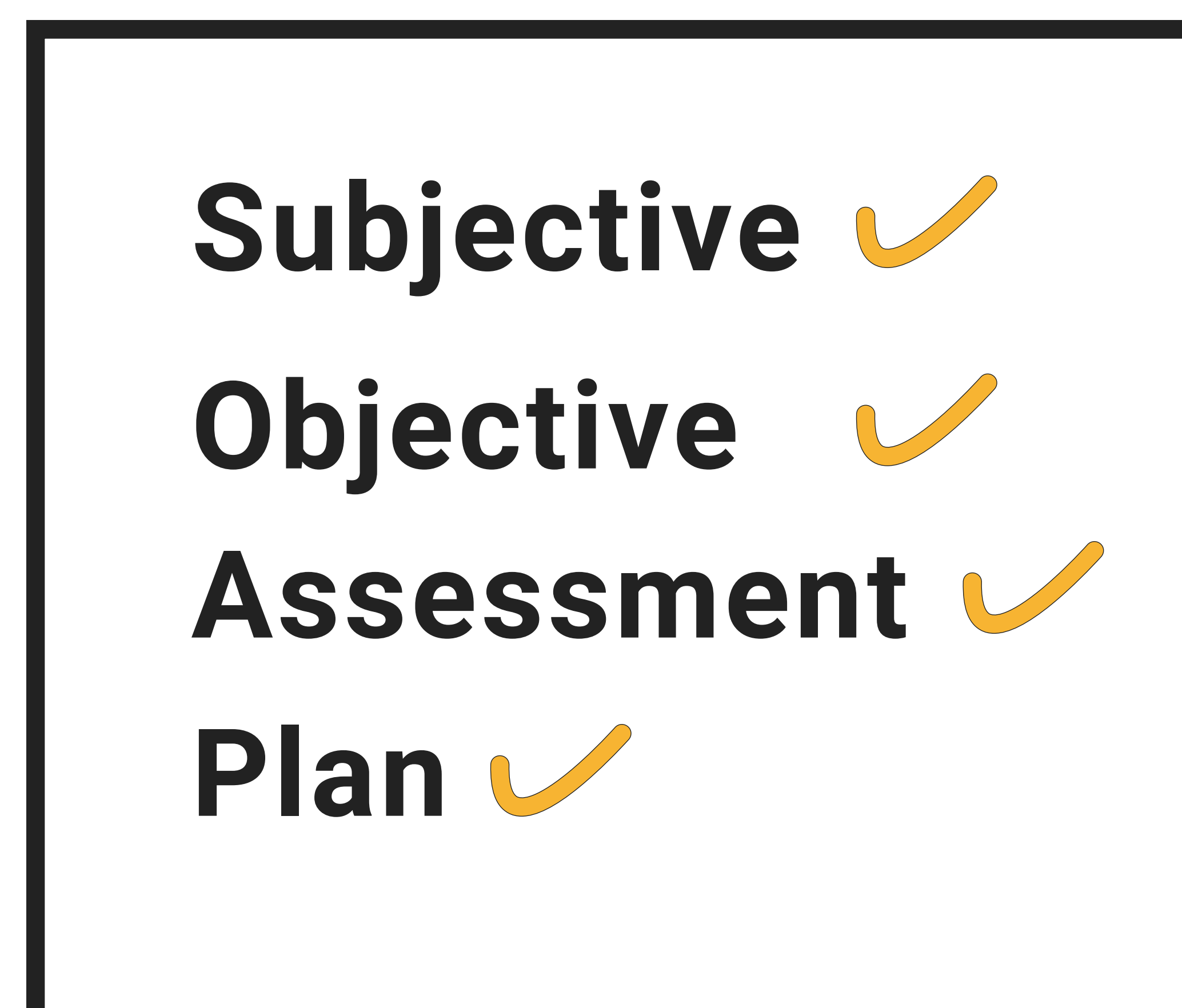
We talked to doctors.

In our discovery interviews with doctors and healthcare practitioners across many fields, **3 points stood out** - a better way to take notes, a better way to summarize those notes, and a better way to diagnose a patient.



We got a crash course in patient care.

We needed to understand how a doctor even arrives at a diagnosis. So, we pooled a team of doctors, nurses, and administrators and asked them many questions. They taught us the basics.



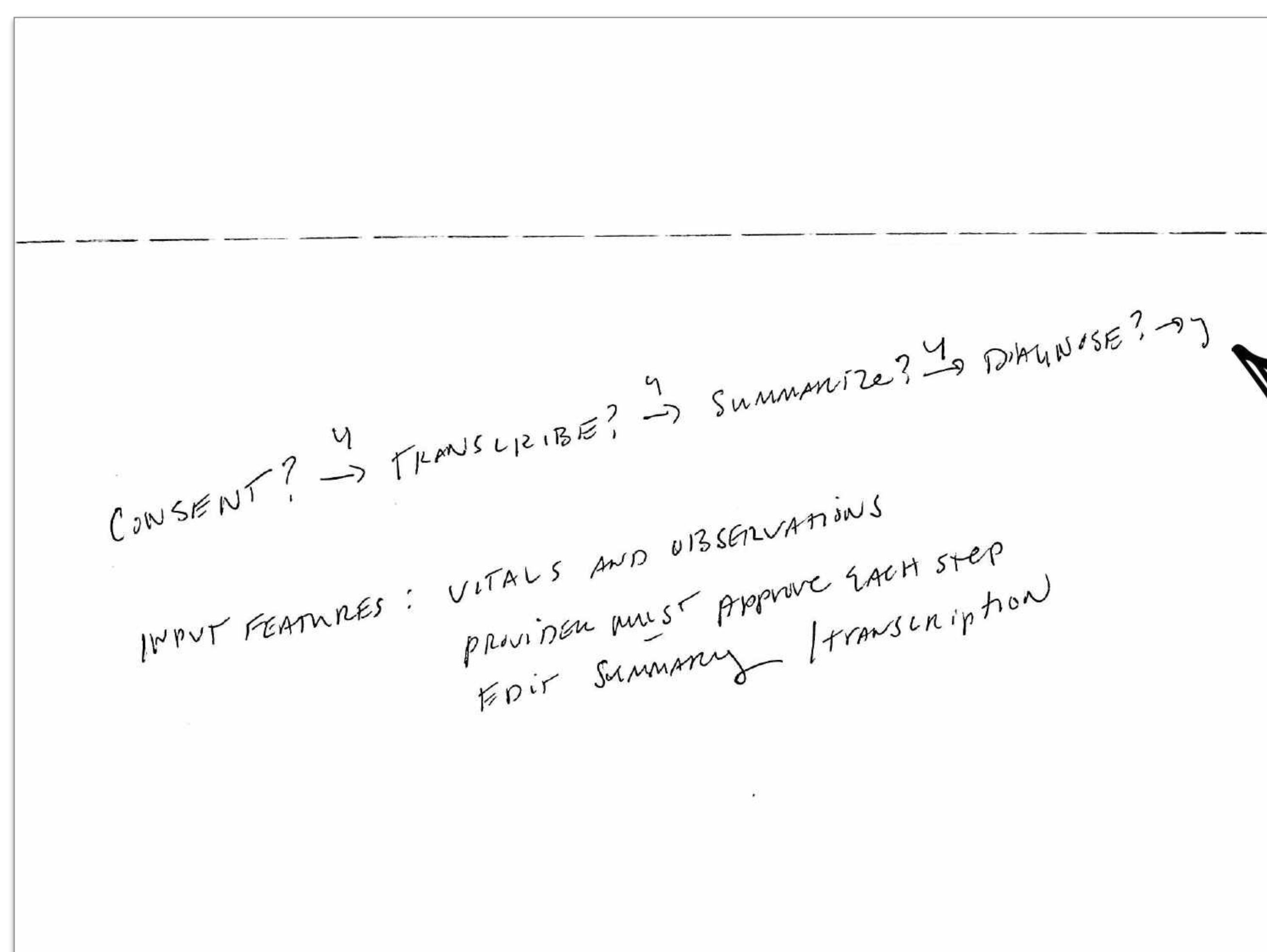


We discovered voice-to-text was key.

Every doctor spoke to how they wished AI could record the conversation with the patient and transcribe it. We then asked ourselves if our app could summarize and give diagnosis suggestions.

We created a user flow...

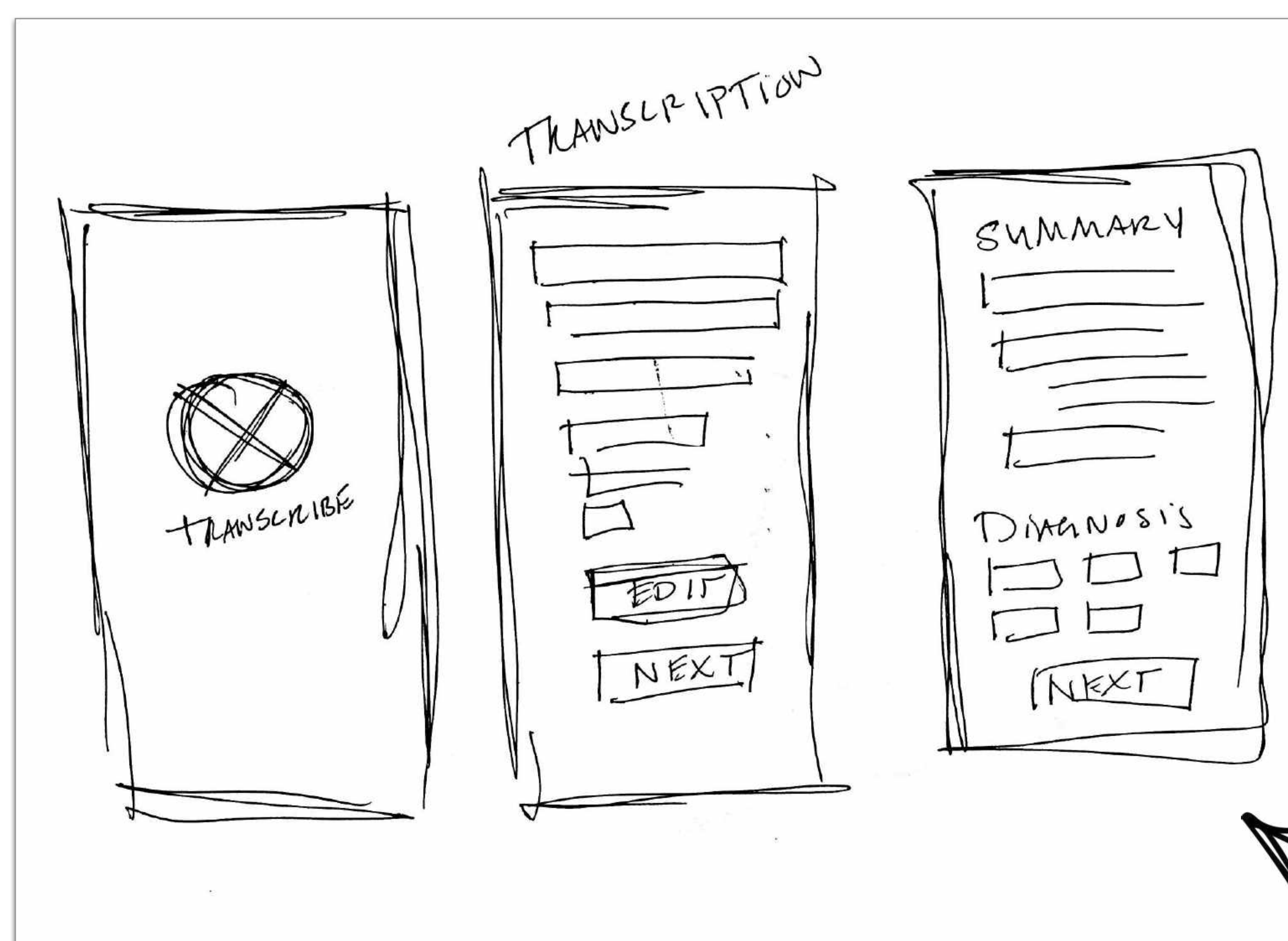
It was a natural choice to follow the universal care steps healthcare providers use to diagnose the patient. We followed the S.O.A.P. process and included some details we gathered from the discovery interviews.



The very first user flow.

...and considered the environment.

We knew we needed to keep each step simple and understandable. Healthcare providers are juggling a lot and need ways to help them focus. **It was essential to show the right content at the right time.**

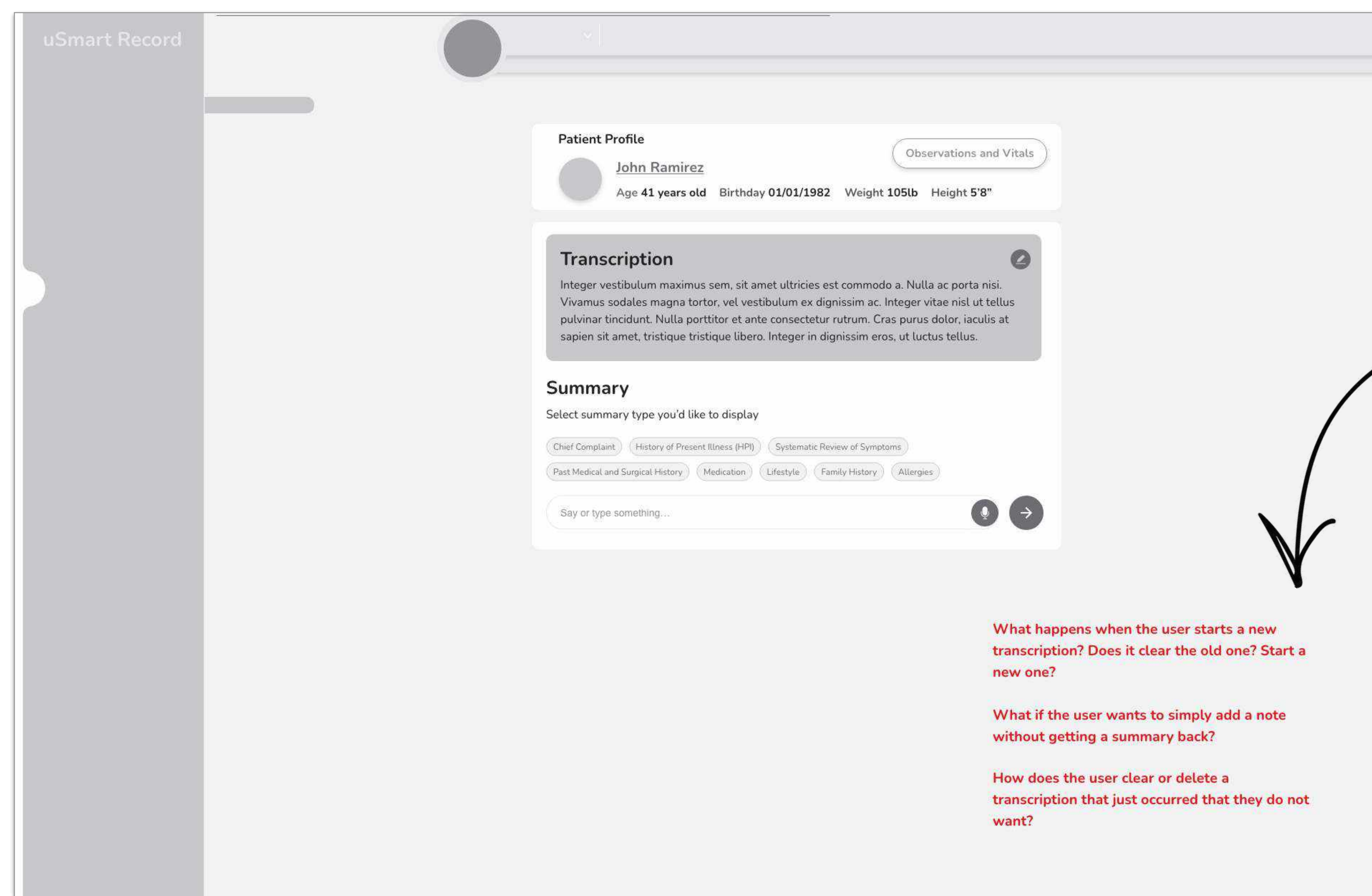


Sketches from a design workshop.

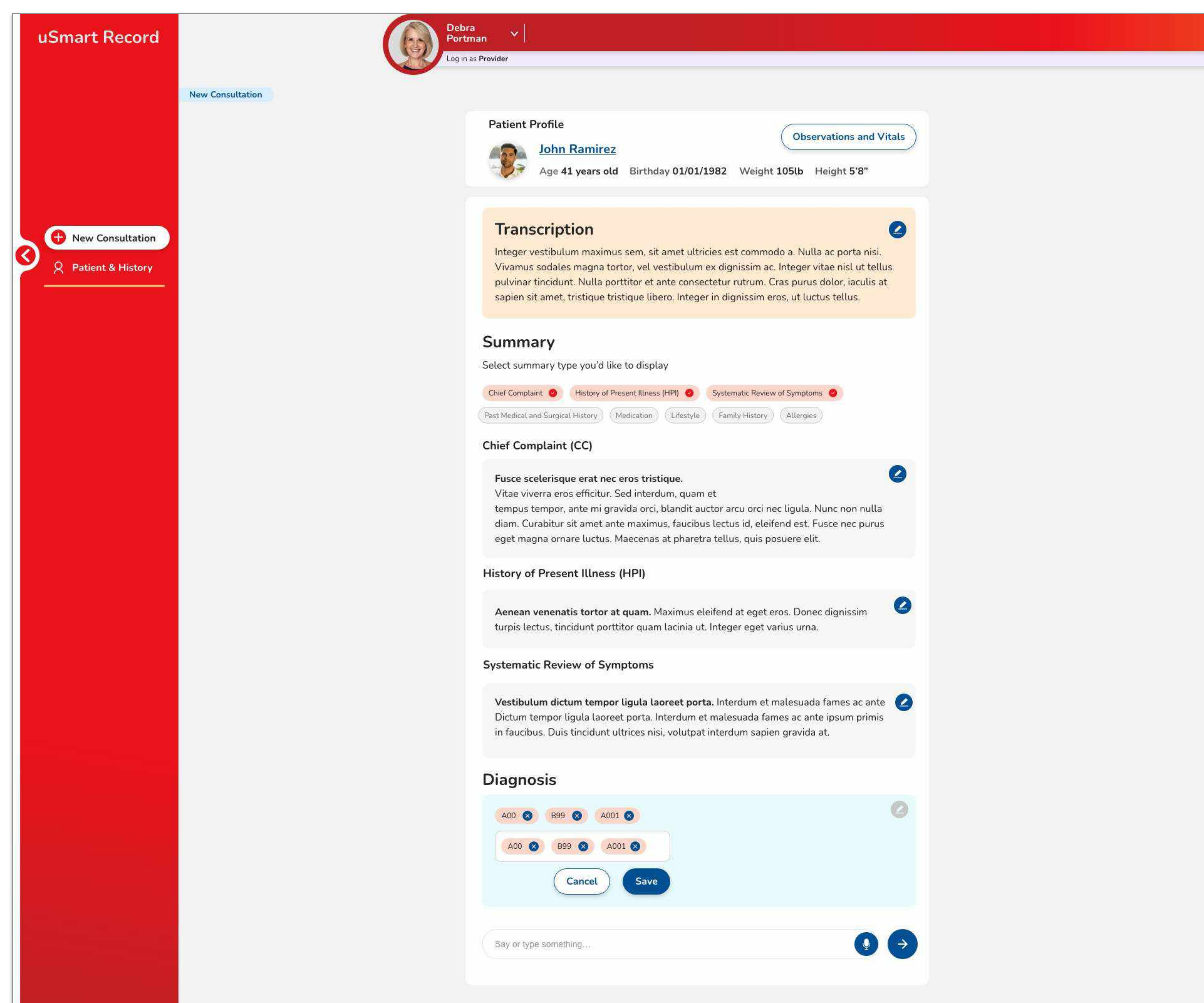
We made wireframes and tested.

Testing revealed great insights.

- 1) We can't count on a practice or clinic to be run the same way.
- 2) Doctors need to input information in other ways than just voice.



We kept designing with more user control and freedom in mind. Voice-to-text can't always be the only way to input details. So, we included the adjustments.



Key Lessons

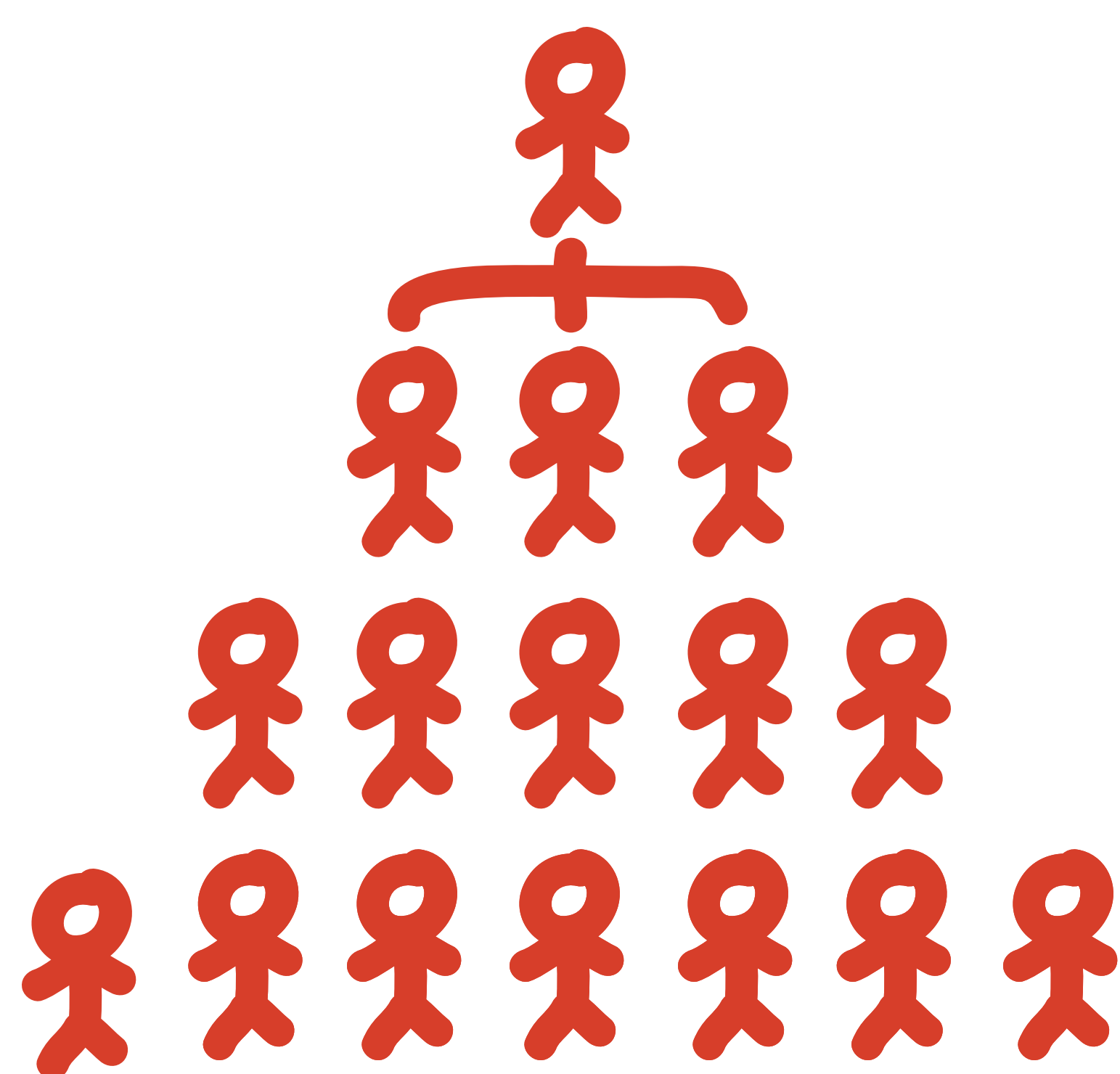
Remember, these are tools. People use hammers in different ways.

I've got a feeling diagnosis codes aren't memorized.

Keep it simple.

Helping Nurses with Mass Vaccinations

Universal.one's platform, uVax, supports over **2,000 healthcare workers across 28 clinics** to vaccinate vulnerable populations. As a part of our design strategy, I sit on weekly calls with the nurses designated as team leads across all the sites. **They had a problem.**



Nurses were struggling with large groups in observation.

After a vaccination, the care team needed to observe the patient for 15 minutes. The number of vaccinated patients was far higher than those on the team. It could be 50 to 1, easily. They couldn't manage to coordinate the correct timer with the right patient.

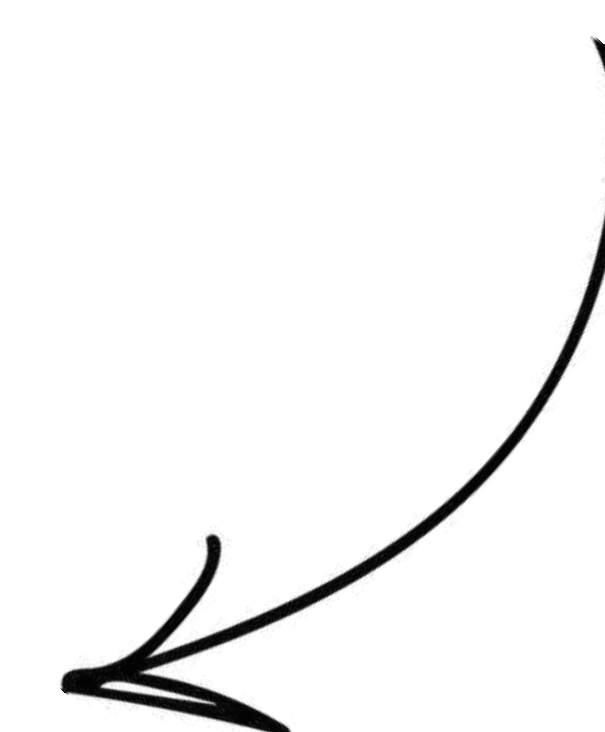
So I asked the nurses and ENTs questions.

I asked the nurses to describe to me the clinic setup and operations. I also asked what was needed when observing and discharging a patient after vaccination. They gave me the requirements. I went back to the design team to start workshopping.

Register patient on platform → **Select service** → **Prescreen** → **Vaccinate** → **Observe**

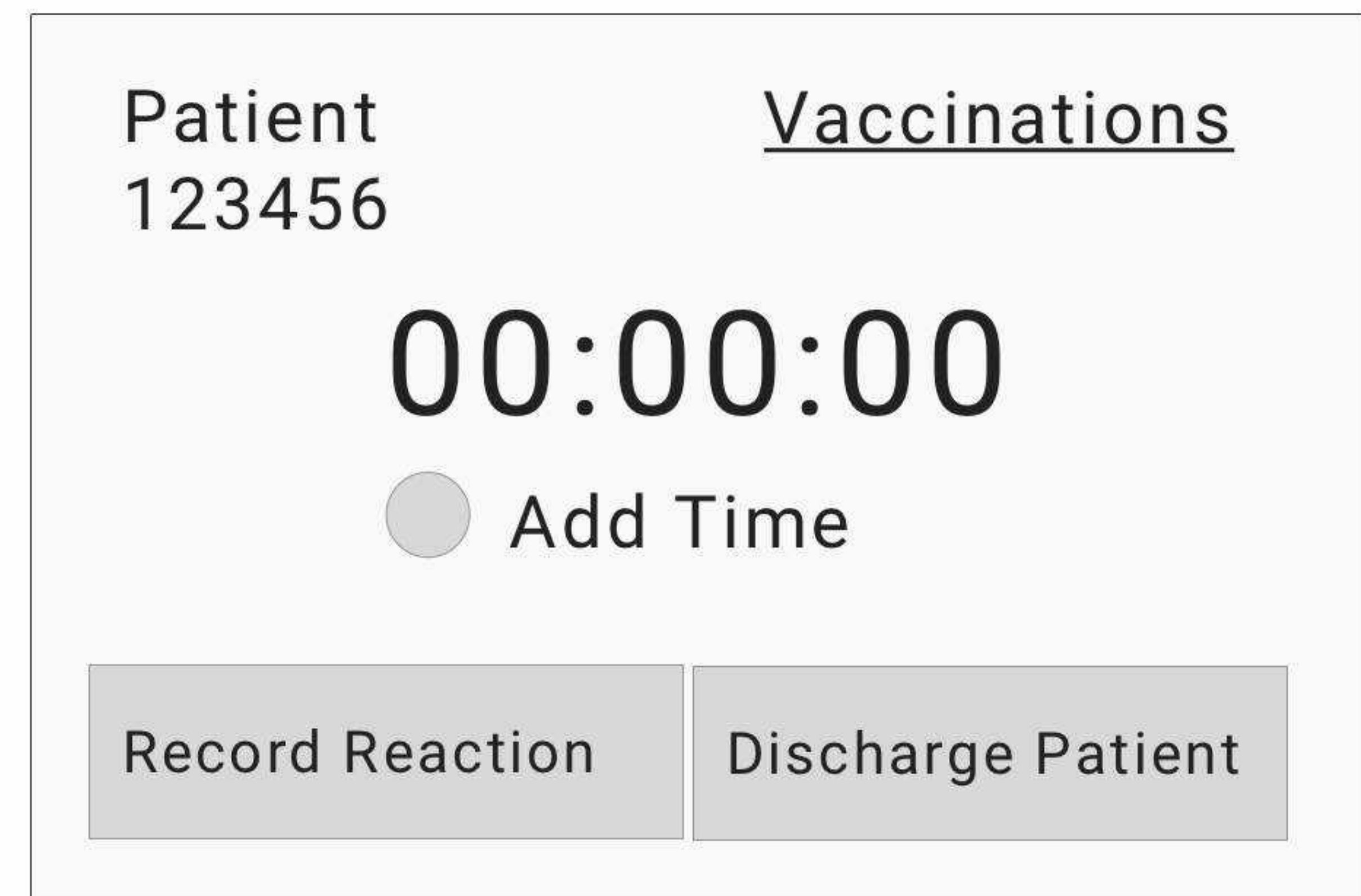
Feature List

View vaccination record, record adverse reactions, discharge patient, add time, and view a timer.

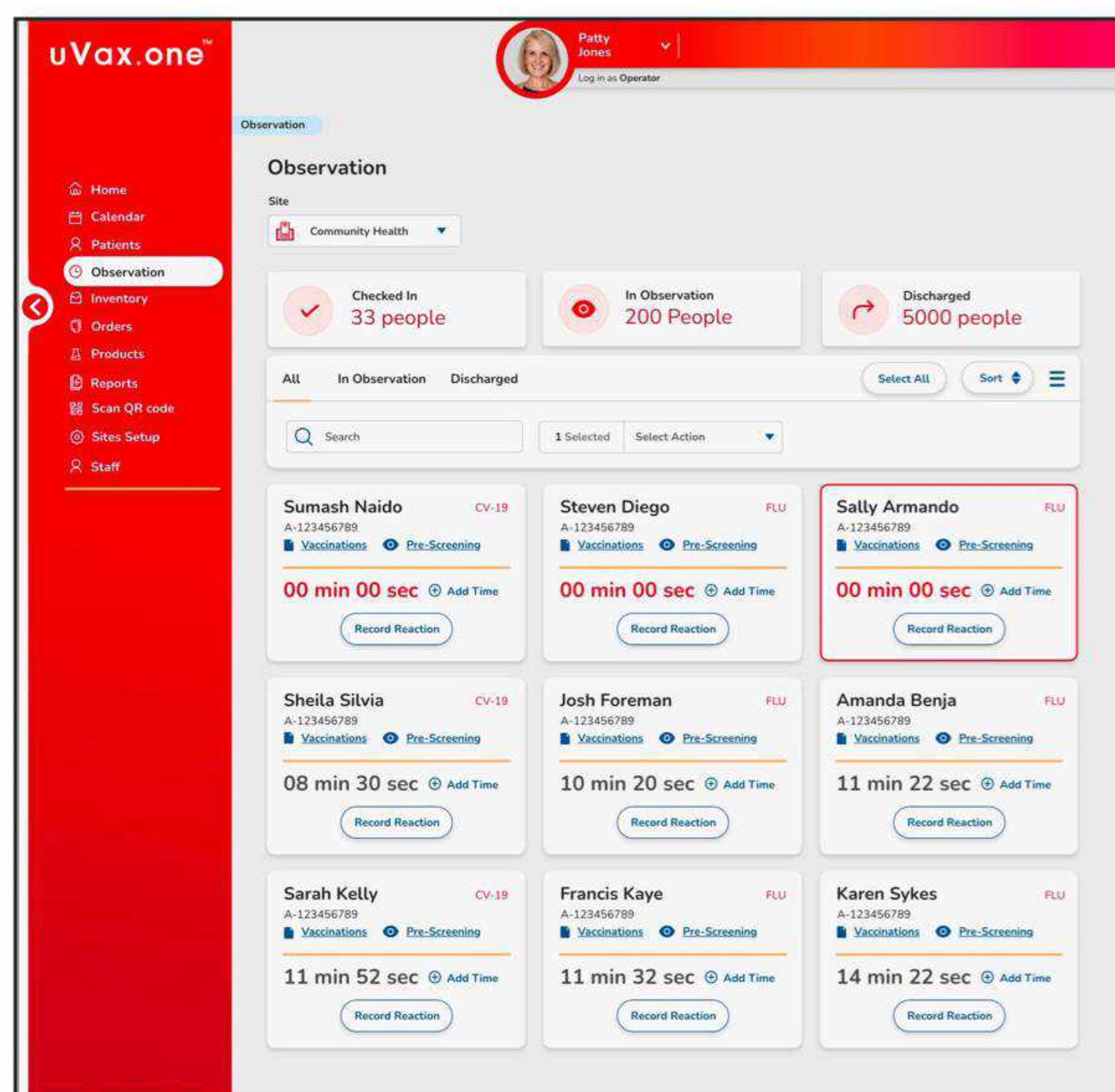


I built a low-fidelity prototype.

We did a round of moderated user tests. I made some assertions about features, so we were sure to ask which was most important and why. We made some discoveries.



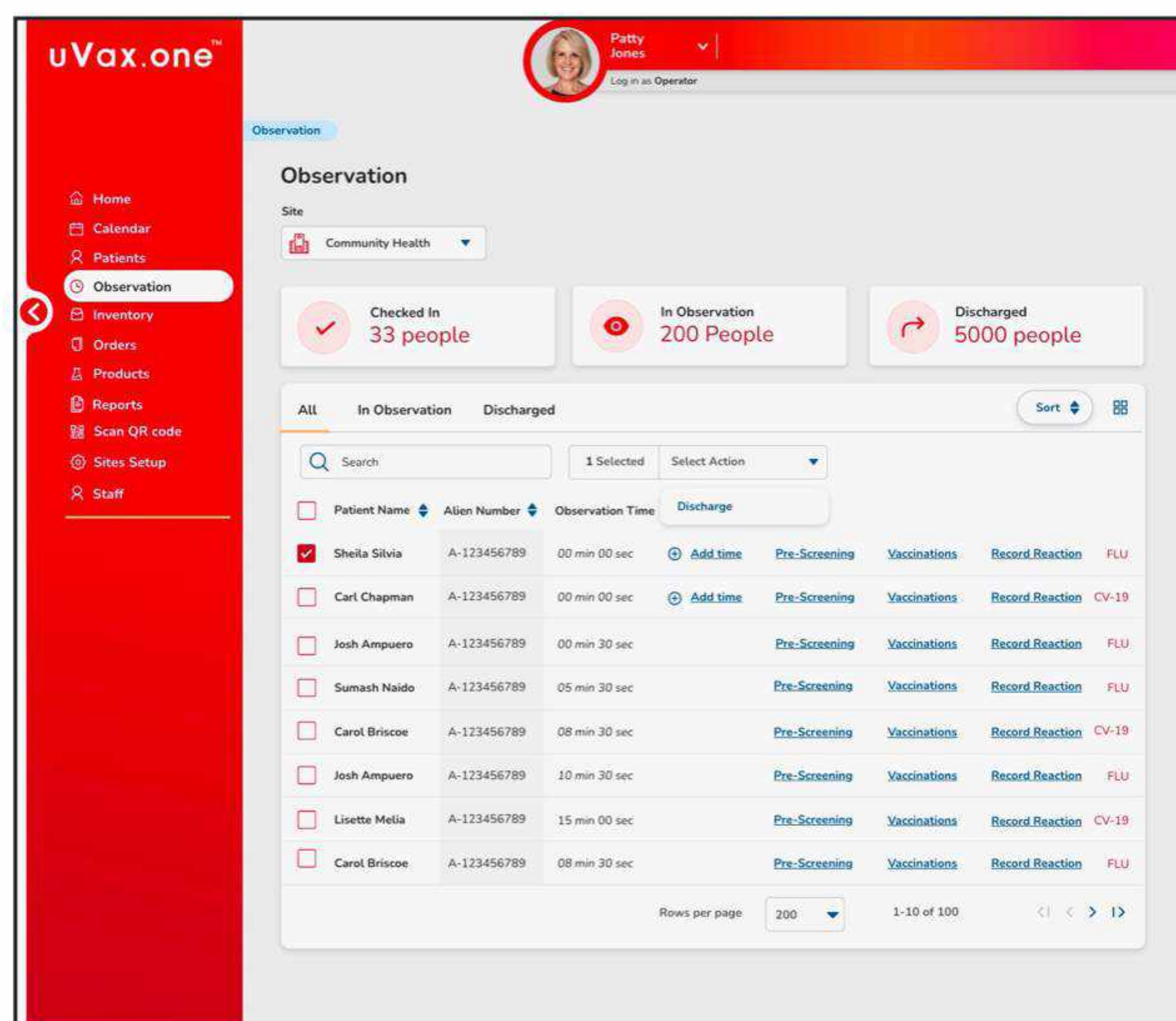
Our lo-fi patient card would sit on a dashboard.



We built a high fidelity prototype.

We did another round of moderated user tests. **We discovered we needed to prevent our nurses from discharging patients early and make room for more content.** We also found the cards could take up too much real estate on the screen.

Now, one nurse can observe patients at scale.



We implemented tactics to slow the user down created an option for another view in case the nurses needed to see more patients at once.

Key Lessons

Always consider the environments in which your user will use the product. It affects behavior.

When working on a part, consider the whole.

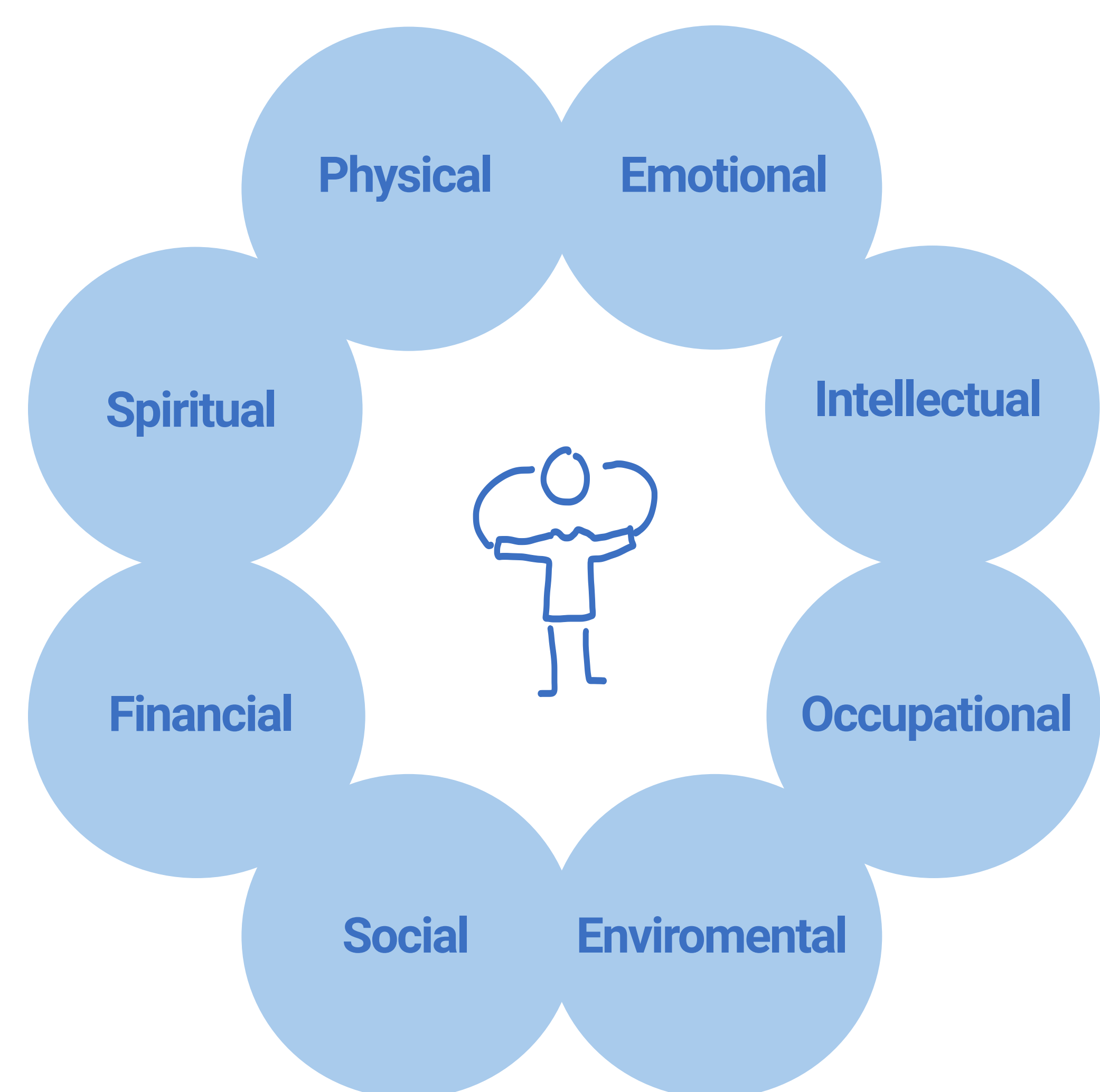
Always test your assertions.

Bringing Physical and Mental Health Together

Employee physical health and mental health are plummeting. Even though Physical and Mental health are interconnected, folks still juggle different apps and programs to support what they perceive as other areas of their life. **An employee wellness manager came to us with a challenge.**

Can one app help people in every aspect of life?

Employee wellness programs typically use the **8 Dimensions of Wellness** to support employees. The 8 dimensions correlate. Each dimension can affect the other.



We worked with subject matter experts

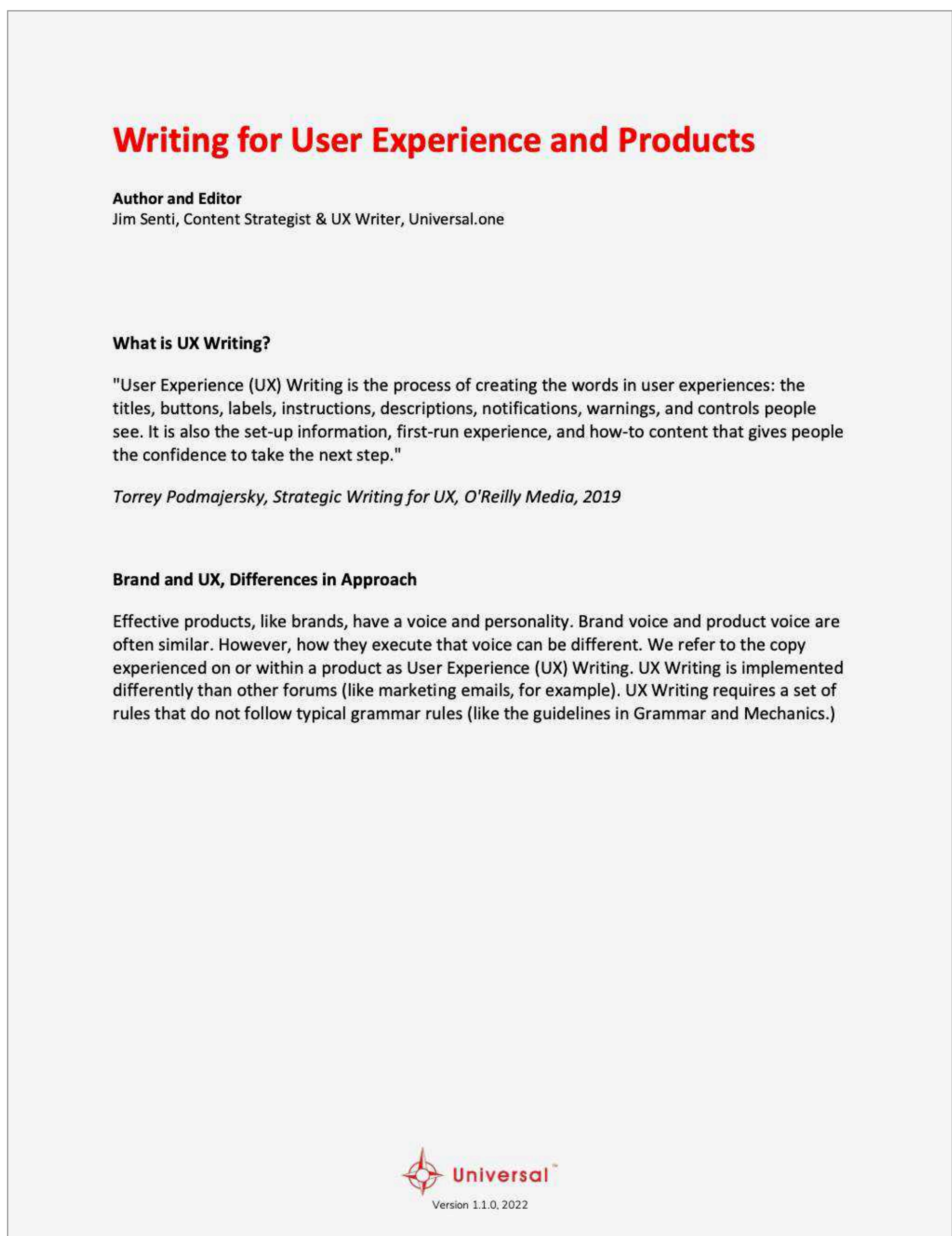
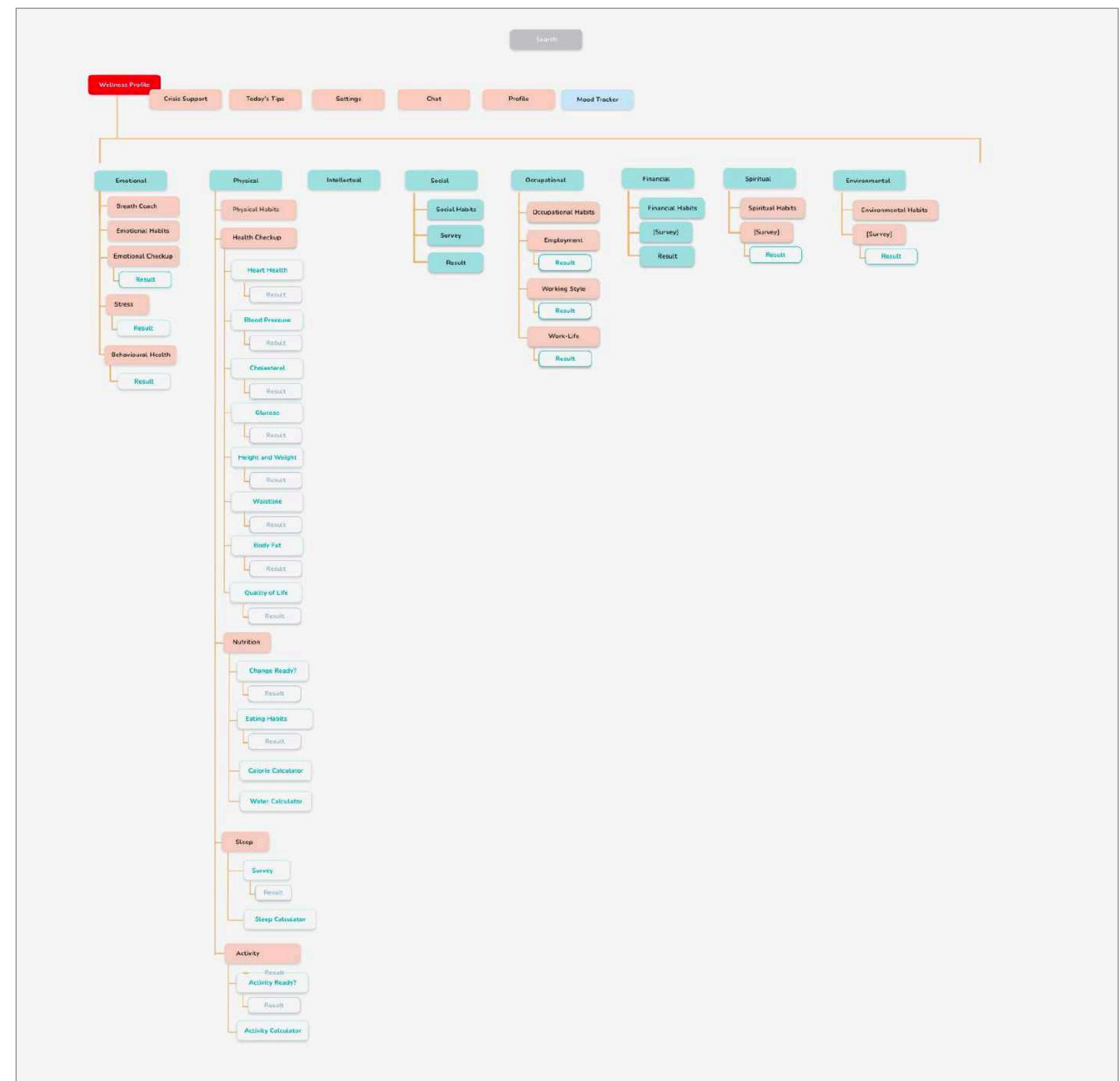
Our design team worked closely with nutritionists, psychologists, and healthcare professionals to ensure the content was vetted and evidence-based. **The proposal had a lot of content - with many features** - surveys, calculators with scored results, and health guides with customized tips. It was time to organize it and make sure the content was relatable.

Lifestyle Surveys Sleep calculator Height and Weight Calculator
Calorie Calculator Survey Scores Water Calculator Mood Checker Emergency Numbers
Glucose Calculator Progress Charts Stress Guide Sleep guide Budget Calculator
Activity Calculator Recipes Daily Tips Blood Pressure Calculator
Exercise Guide Activity Guide Breathing Coach

I organized the navigation with data.

As lead Content Strategist, I immediately asked questions and surveyed the subject matter experts. The answers would help decide what areas of the app were most important.

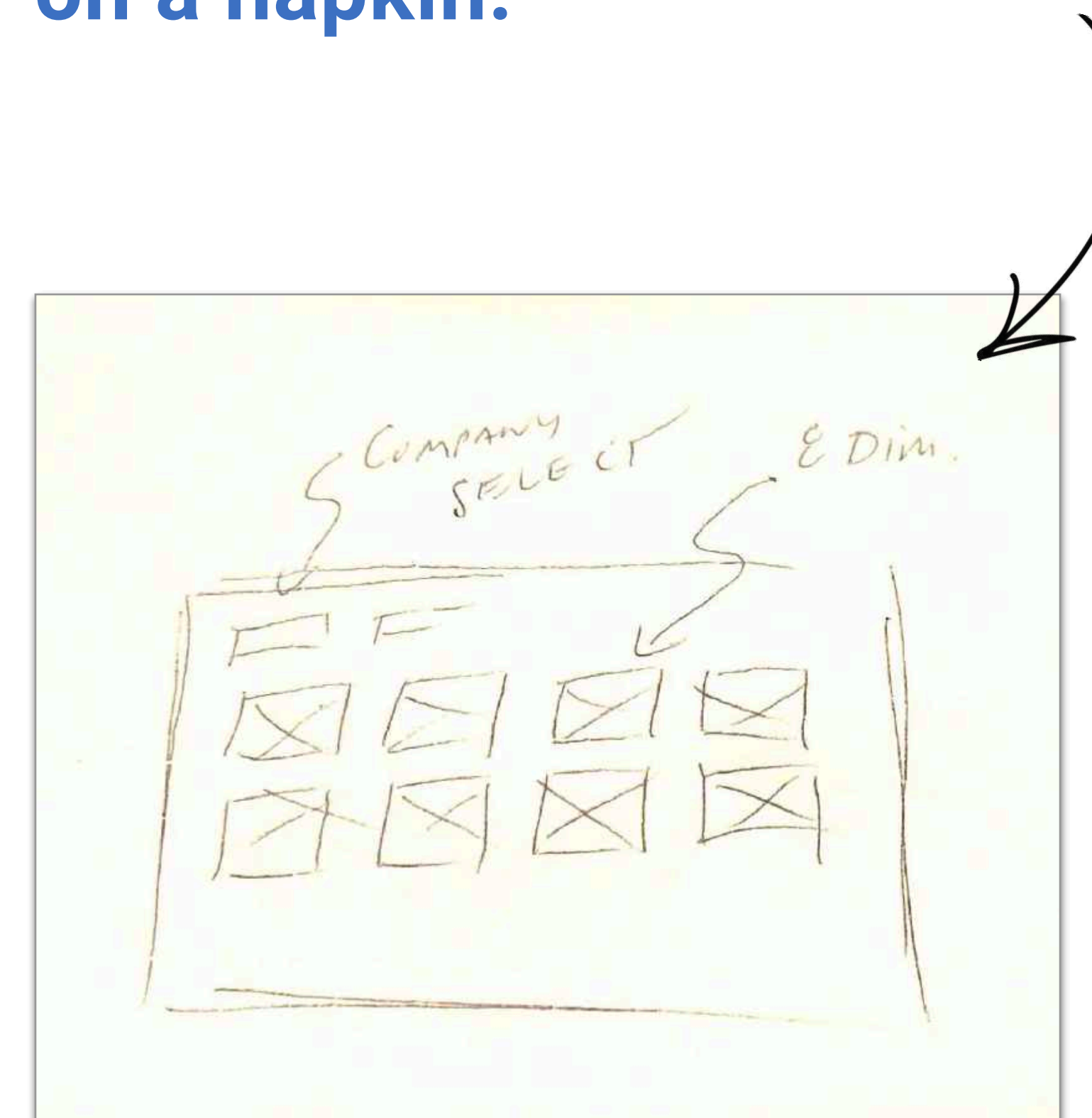
We built an Information Architecture from that feedback and ran a card sort to test it.



I reviewed and translated all of the clinical content.

I had to find a way to ensure the subject matter expert's content was 1) the same tone and voice and 2) relatable. **So, I wrote a product editorial style guide to keep myself in check.**

A sketch I did during the brief on a napkin.

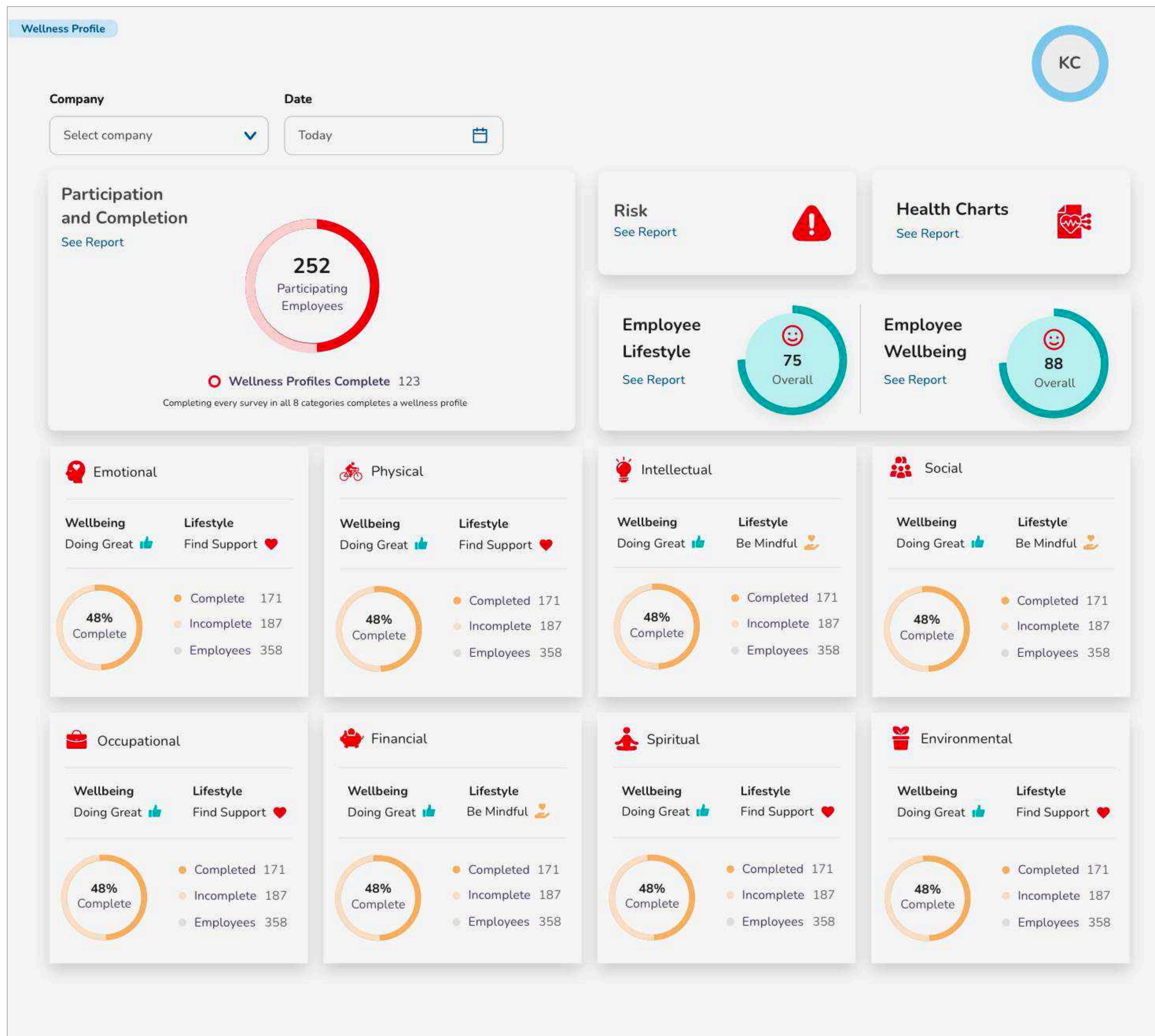


Our client threw in a request.

They wanted dashboards. The employee wellness manager wanted to see a top-level view of employee wellness.

Showing content at the right time.

We learned what content our employee wellness team wanted on hand when they logged in. We created dashboards after I led a few design workshops and moderated testing sessions.



Key Lessons

Break big projects into small parts. Small things make big things.

Please keep the first design simple and lean.

When in doubt, follow a process or create a procedure that involves quality assurance.
