

Lilly + 

BOLUS CALCULATION RIC

**FINAL PRESENTATION
10.06.2016**



AGENDA

1. A BIT ABOUT FROG & OUR APPROACH 10m

2. OUR THINKING & GURU DESIGN INSPIRATION 15m

3. MEET GURU DEMO 60m

Enrollment & Onboarding
Meal Time Calculations
Outputs & Insights

4. Additional Considerations 10m

Stickiness
Modularity

5. Q&A 15m



THANK YOU

Our team is beyond excited to have had the opportunity to participate in the RIC and define breakthrough and differentiated solutions for people living with diabetes.

We feel that our mix of multi-disciplinary skills, experience, and passion makes us the ideal partner, to help you make a difference in the lives of your customers. Here's what makes us frog...



FROG IS A GLOBAL DESIGN AND STRATEGY FIRM

We transform businesses at scale by creating systems of brand, product and service that deliver a distinctly better experience.

SERVICES

GROWTH STRATEGY

Tools and capabilities that help our clients capture value by identifying untapped opportunities in the market and converting them into meaningful strategies.

INSIGHTS

PRODUCT STRATEGY

BRAND STRATEGY

TECHNOLOGY STRATEGY

EXPERIENCE STRATEGY

Strategy and design that choreographs interactions between people and a brand's products and services over extended time.

EXPERIENCE ASSESSMENT

EXPERIENCE ENVISIONING

EXPERIENCE PLANNING

EXPERIENCE MANAGEMENT

PRODUCT & SERVICE DESIGN

The concepting, planning and engineering of products and services that connect on a functional and emotional level.

BRAND DESIGN

PHYSICAL DESIGN

SOFTWARE & DIGITAL DESIGN

DESIGN SYSTEMS

PRODUCT REALIZATION

Capabilities to get our clients products to market quickly by supporting internal development and manufacturing processes.

DESIGN FOR MANUFACTURING

PRODUCT REALIZATION MANAGEMENT

SOFTWARE DEVELOPMENT

DESIGN SYSTEMS DEVELOPMENT



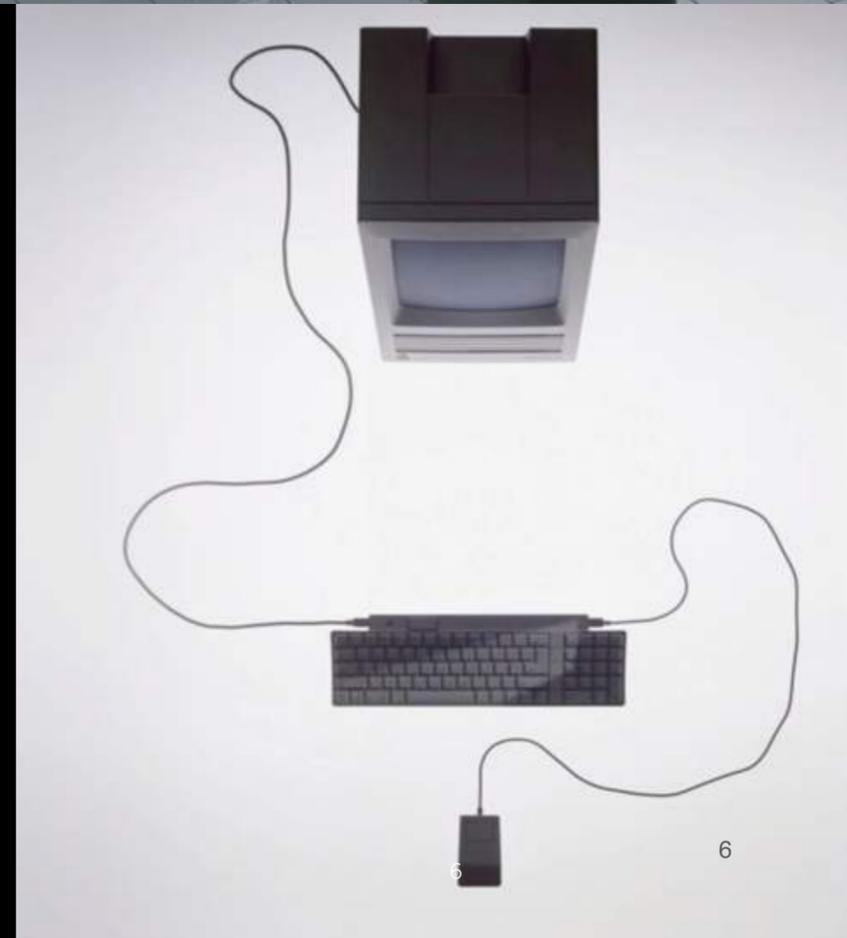
REACH

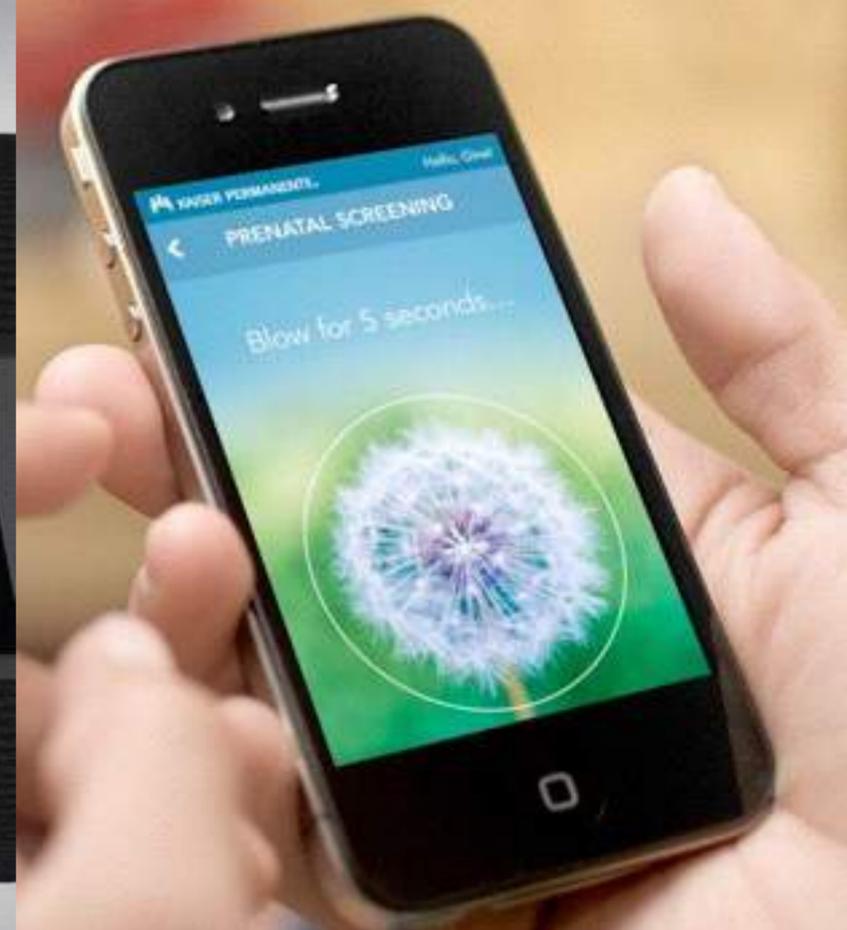
We are more than 500 designers, researchers, strategists, and technologists who partner with clients across industries and geographies.





WHAT GOT US STARTED





AT FROG, WE ARE PASSIONATE ABOUT CREATING MEANINGFUL SOLUTIONS THAT ADVANCE THE HUMAN EXPERIENCE.



FROG HEALTH + WELLNESS

frog has been working in the healthcare space since the 1970's. From our first medical device projects, to our latest work in experience design for major healthcare providers, we love to partner with our clients to solve big problems with tangible and actionable solutions.

IMPROVING PATIENT EXPERIENCES AND CLINICAL OUTCOMES THROUGH NEW AND INNOVATIVE PRODUCTS AND SERVICES

Developing intuitive digital health management platforms to foster new levels of patient and practitioner compliance

Building medical products to fit seamlessly into the lives of those who use them daily

Creating healthcare solutions to support community health workers in developing countries

UNDERSTANDING AND DESIGNING FOR COMPLEX HEALTHCARE ECOSYSTEMS

Designing systems that streamline communication between patients, healthcare providers, and caregivers

Improving patient journeys and care pathways by uncovering unmet needs, pain points, and opportunity areas

IMAGINING THE FUTURE OF HEALTHCARE AND PREPARING FOR IT

Conceptualizing and developing strategy for our aging population to continue living independently, even as their life expectancy increases

Establishing service design principles to serve as the framework for the future of care within large healthcare networks

Forecasting possible futures that provide the foundation for product and service roadmaps and development

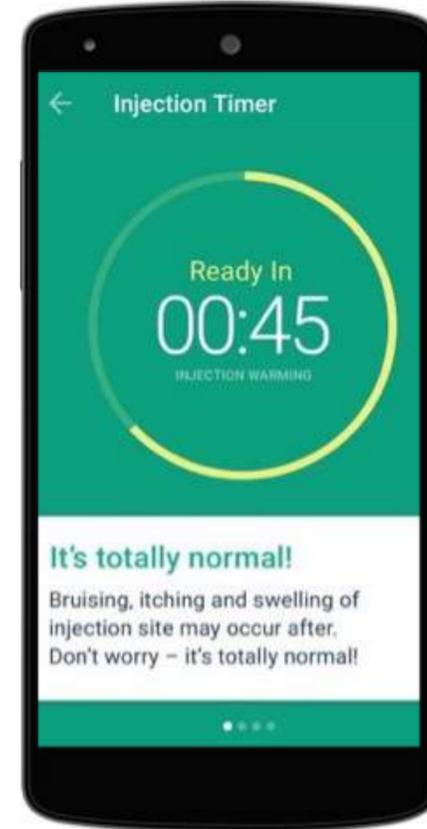
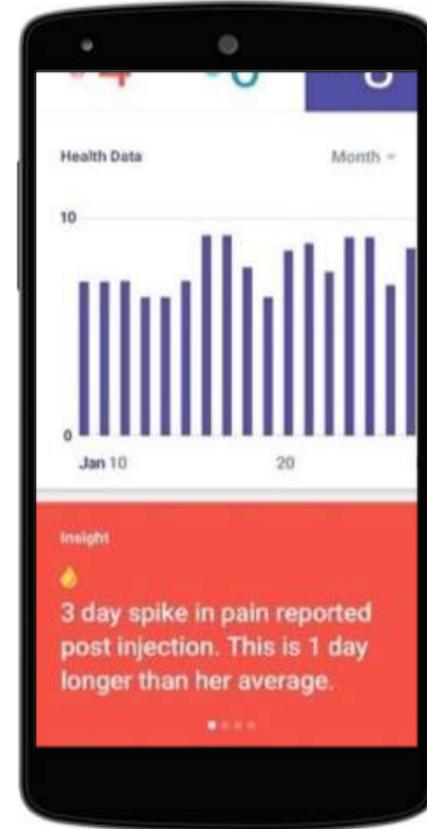
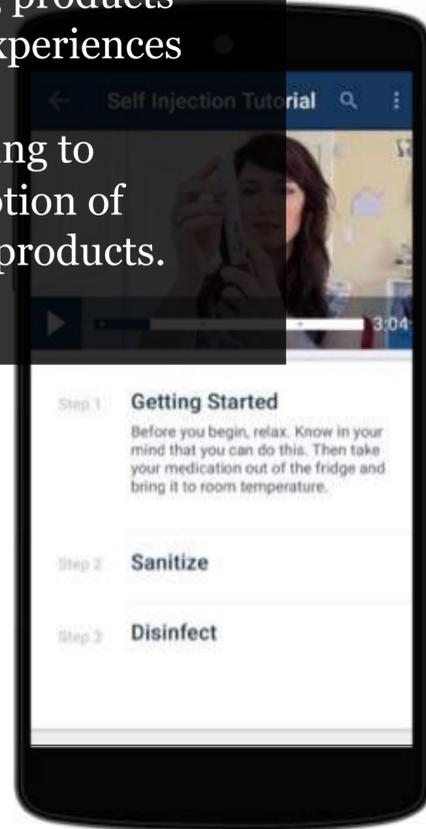
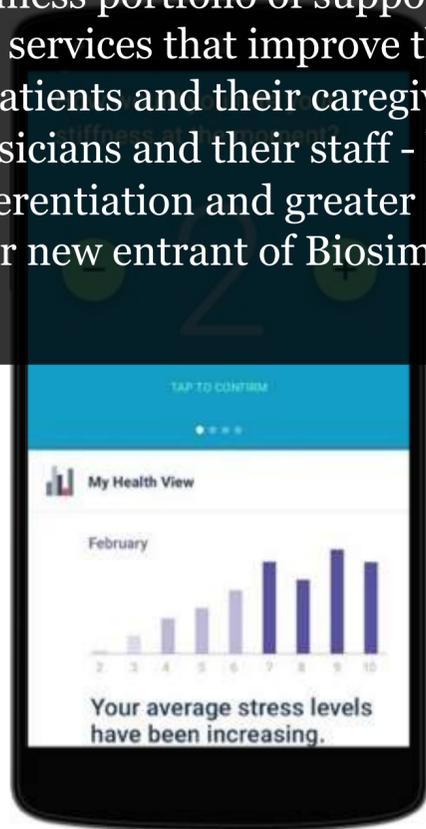


**WE SPECIALIZE IN BOTH
PHYSICAL & DIGITAL
EXPERIENCES**



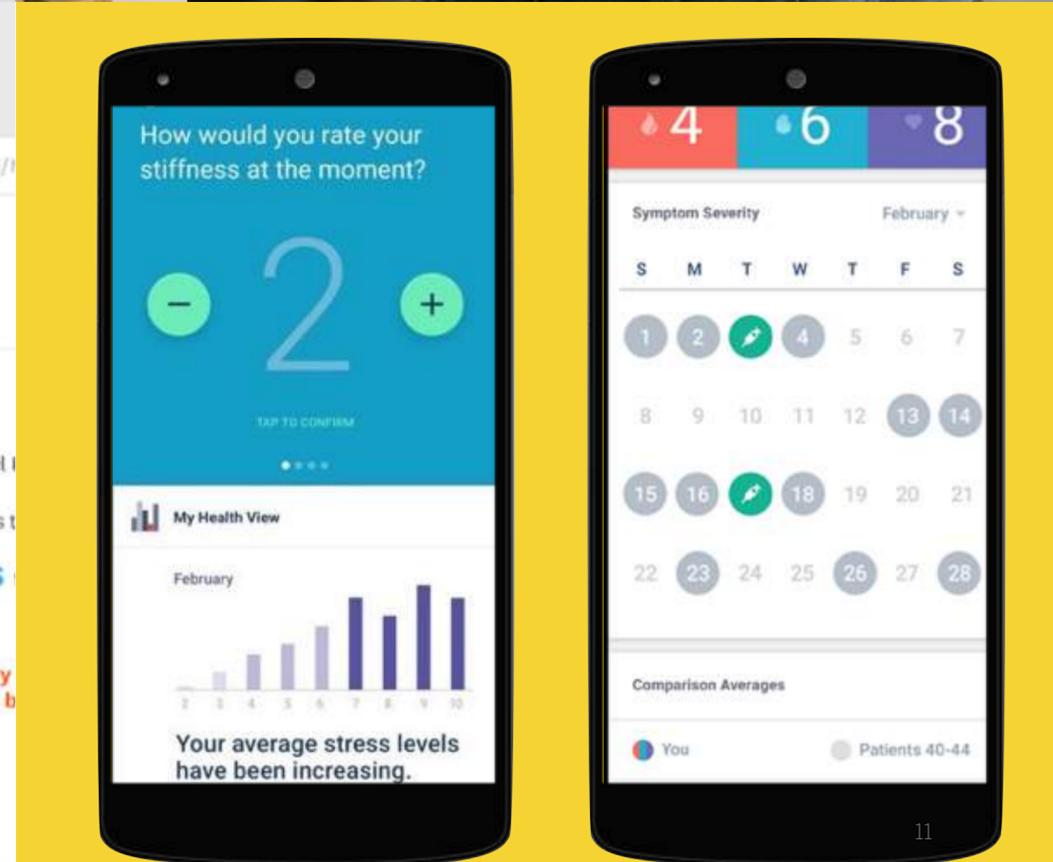
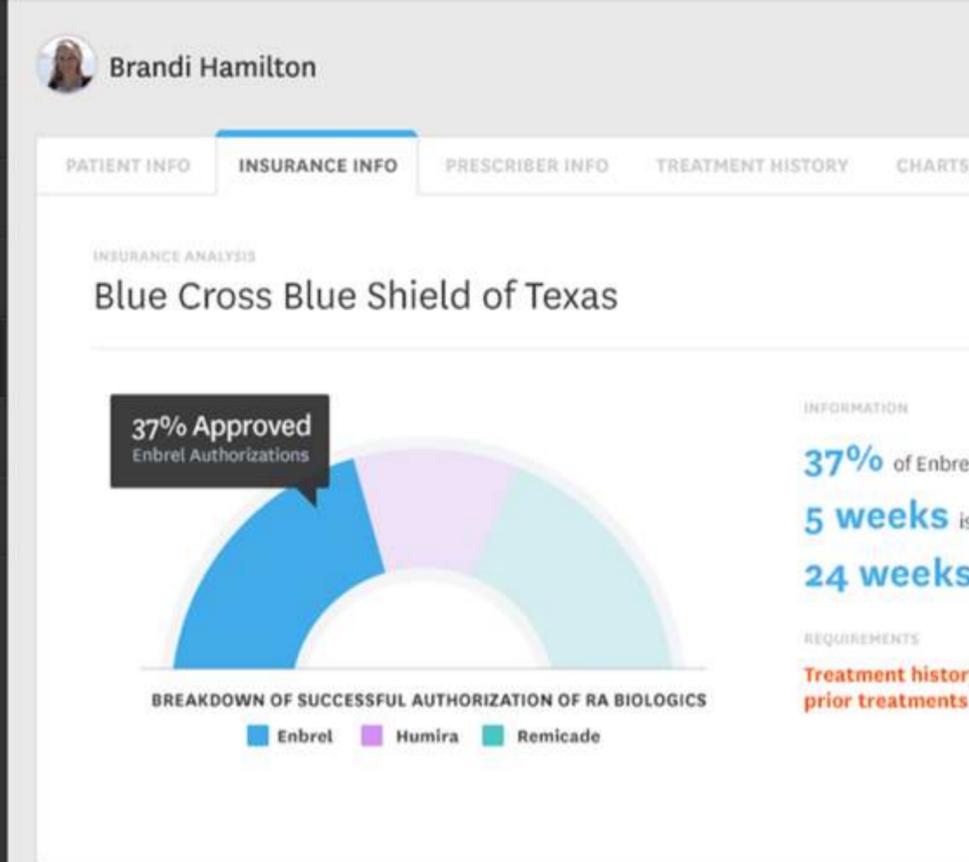
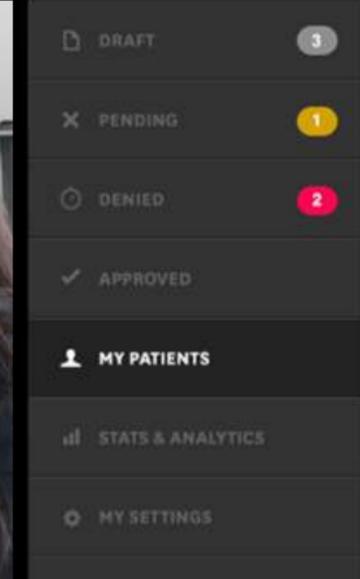
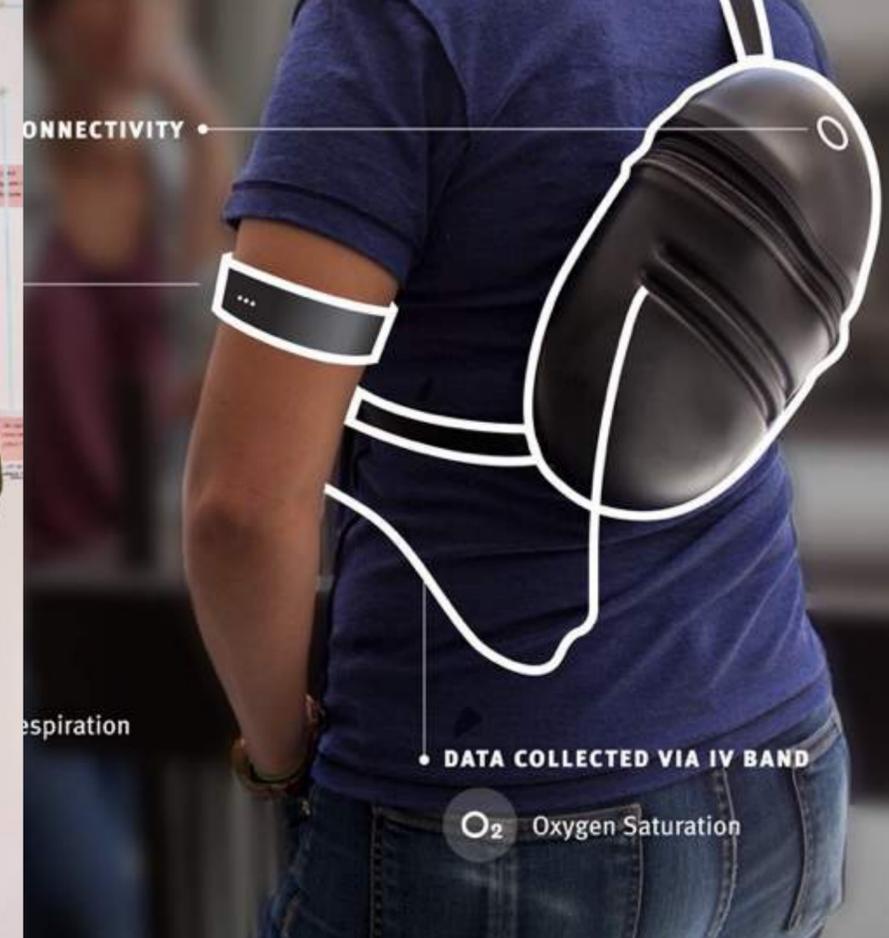
+ GLOBAL PHARMA SOLUTIONS PORTFOLIO

frog helped a global pharma define a new business portfolio of supporting products and services that improve the experiences of patients and their caregivers, physicians and their staff - leading to differentiation and greater adoption of their new entrant of Biosimilar products.



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**+ GLOBAL PHARMA
PROJECT ARTEMIS**

A global pharmaceutical engaged frog in a multi-track program to help deliver a better Anti-TNF experience for patients through the design of a portfolio of injection device designs, packaging solutions, starter kits for patients and instructors, and instructions-for-use.

INSTRUCTIONS FOR USE

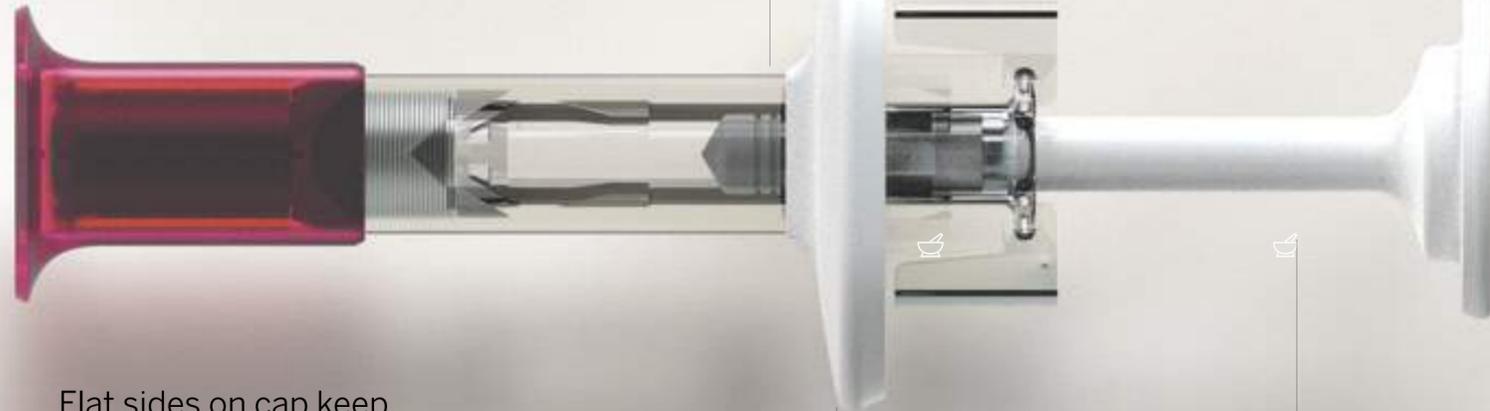
PFS + AUTO INJECTOR
PACKAGING



Bottom flange provides pulling surface for easy removal

Squirrle flange is not orientation-specific

PRE-FILLED-SYRINGE



Flat sides on cap keep PFS from rolling around

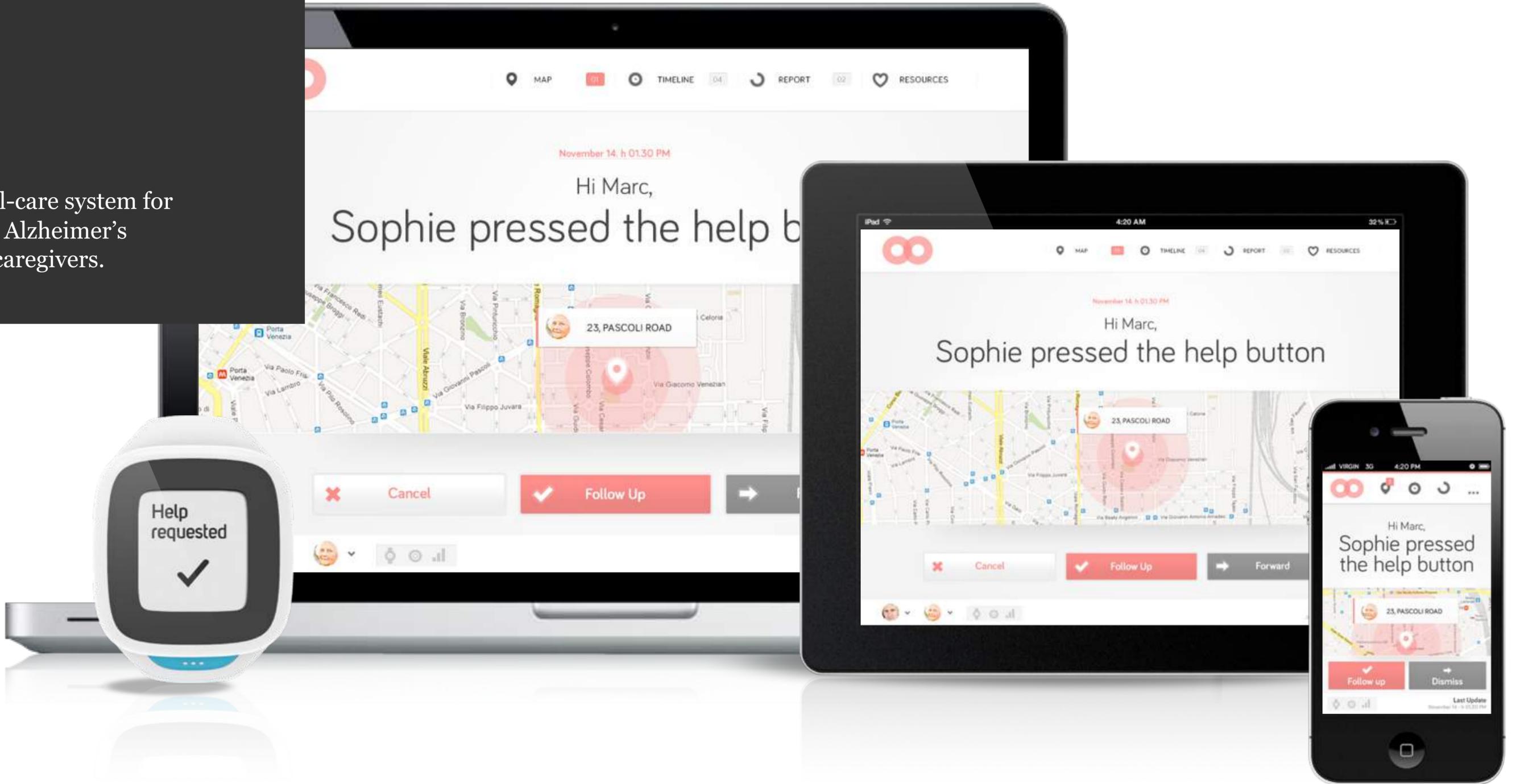
Rubberized surface for improved grip

Rubber surface on plunger for improved grip



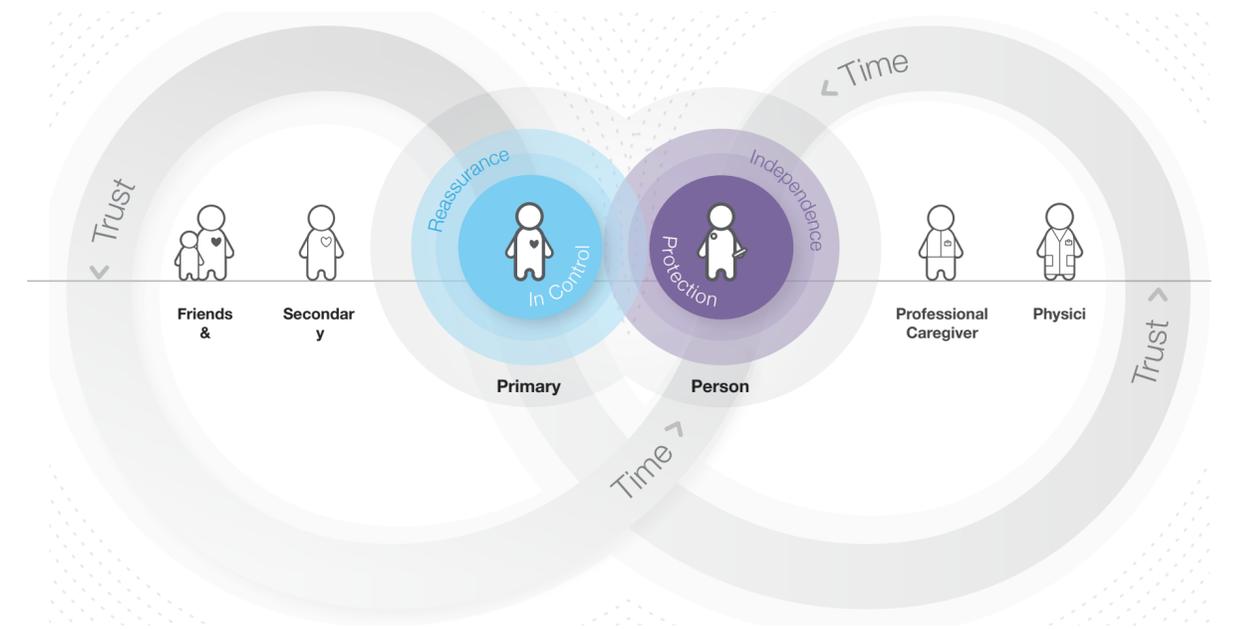
+
NOVARTIS
EXELON

frog created a total-care system for people affected by Alzheimer's disease and their caregivers.



+
NOVARTIS
EXELON

frog created a total-care system for people affected by Alzheimer's disease and their caregivers.



WE ADAPT OUR APPROACH TO MEET EACH SPECIFIC OPPORTUNITY

Every program has its own unique challenges: there is no one-size-fits-all engagement model. The pillars of our methodology are shared across studios and programs, but are constantly evolved and adapted to meet the specific needs of each client engagement and challenge.

HOW WE WORK

IMMERSION

We understand the current knowledge base, agree on the problems we're trying to solve, and generate goals and hypotheses to focus our user interviews and secondary research.

IN THIS PHOTO: Understanding routines and dependencies of the subject matter landscape.



HOW WE WORK

COLLABORATION

We understand the current knowledge base, agree on the problems we're trying to solve, and generate goals and hypotheses to focus our user interviews and secondary research.

MAD LIBS WORKSHEET

Guru feels like A GREAT SPORTS COACH
 Guru looks like CLEAN, SIMPLE, OBVIOUS
 It adds value to my life like GOOGLES

FRIEND	TRANSFORMATIVE	FAST FOOD	EFFICIENT
COUNSELOR	GRAPHIC	SURROGATE	PROXY
APPLE	DISCRETE	INSURANCE	SUV
EMOTIVE	NATURAL	SUPPORT	HATCHBACK
FRIENEMY	SIDEKICK	SIMPLE	SEDAN
GUARDIAN ANGEL	CONCIERGE	DILIGENT	COMPACT
HIGH-TECH	BESPOKE	ARCHIVE	TRUSTED
LOW-TECH	EMPATHETIC	OBJECTIVE	BUTLER
SLEEK	INVISIBLE	SUBJECTIVE	DRIVER
FRIENDLY	POLITE	TECHNICAL	GAME
CASUAL	MOTHERLY	NIKE	EDUCATION
SCIENTIFIC	SWISS ARMY KNIFE	MICROSOFT	MANUAL
NERDY DATA-DRIVEN	SCALPEL	NORTH FACE	AUTOMATIC
CONVERSATIONAL	BLANK CANVAS	CLARK'S	DIY

MAD LIBS WORKSHEET

Guru feels like TESLA... SEMI-AUTO DRIVING.
 Guru looks like SLEEK.
 It adds value to my life like SHERPA ... ALWAYS ~~BE~~ THERE HELPING.

MAD LIBS WORKSHEET

Guru feels like your supersmart bestie
 Guru looks like serious fun
 It adds value to my life like My phone
 (I could live without it, but why???)

FRIEND	TRANSFORMATIVE	FAST FOOD	EFFICIENT
COUNSELOR	GRAPHIC	SURROGATE	PROXY
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CONVERSATIONAL	BLANK CANVAS	CLARK'S	DIY
FLEXIBLE	FACEBOOK	BEAUTIFUL	SIRI
RIGID	PRIVATE	VARIETY	JELLO
TOUGH LOVE	CONNECTED	CLARITY	LION TAMER

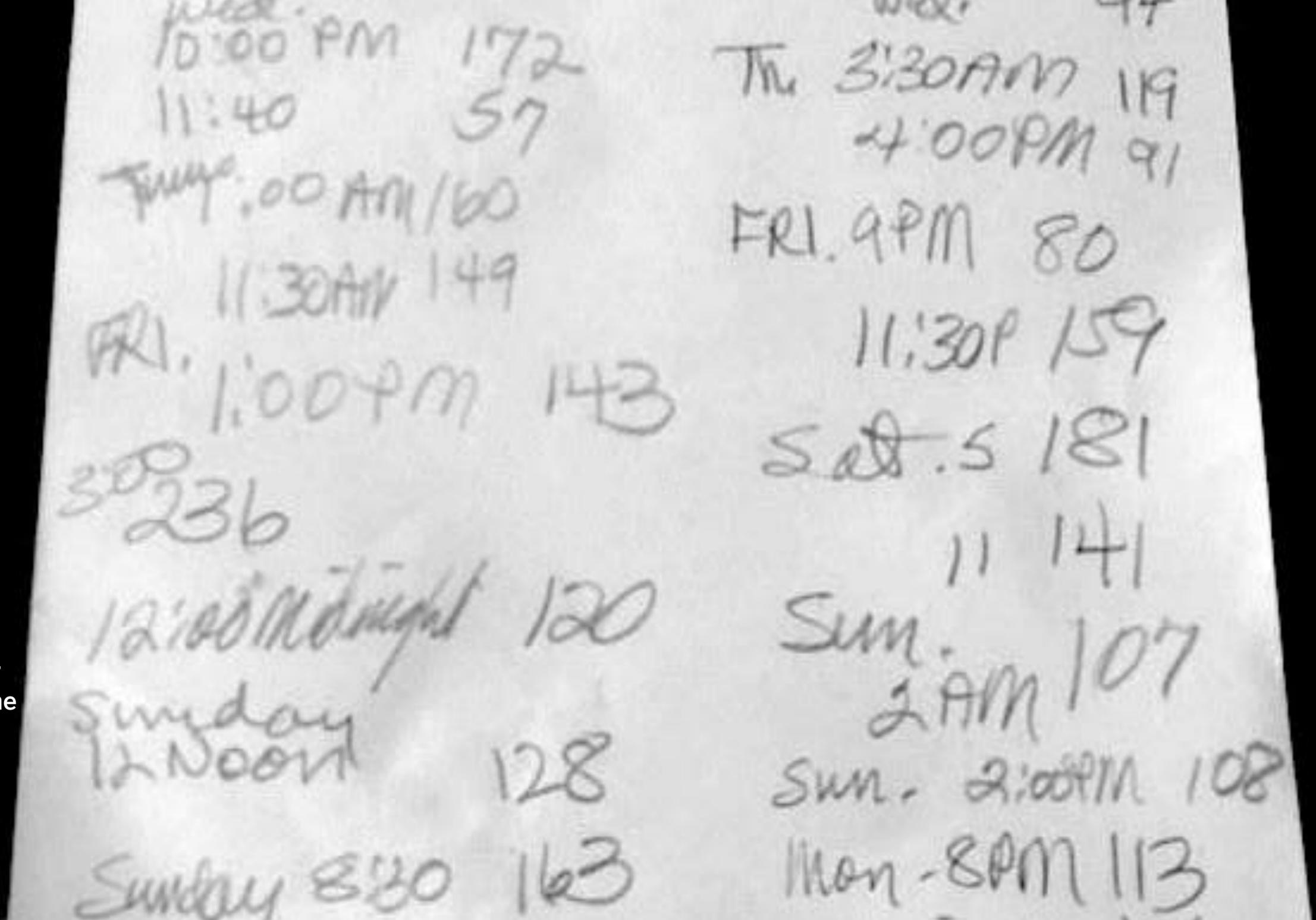
IN THIS PHOTO: A lateral thinking exercise we used with Lilly and Matchstick stakeholders during our Midterm Review.



HOW WE WORK

LISTENING TO PEOPLE

We conduct user interviews to understand their perceptions, behaviors, and needs specific to the design challenge.



IN THIS PHOTO: A user we talked with showed us how she currently records blood Glucose Measurements.



OUR APPROACH

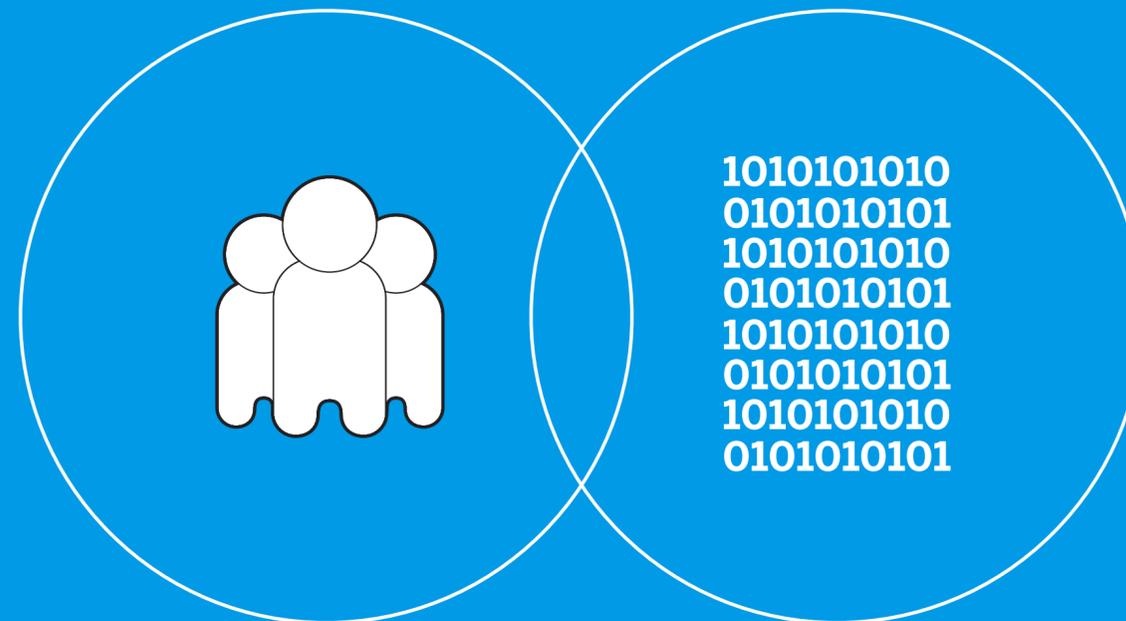
GREAT DESIGN HAPPENS WHEN YOU TAKE A STEP BACK FROM THE CHALLENGES AT HAND TO UNDERSTAND HOW THEY FIT WITHIN THE BROADER CONTEXT.

The challenge of this RIC is to create a better and differentiated way for users to make mealtime calculations, enroll and on board into the Guru ecosystem and visualize the outputs Guru captures.



OUR APPROACH

IN STEPPING BACK FROM THESE
SPECIFIC CHALLENGES, WE OBSERVED
THE PROBLEM THROUGH TWO LENSES:
HUMAN AND DATA



OUR APPROACH

**THE MOST OBVIOUS TAKEAWAY:
ALL PEOPLE REALLY WANT IS A
NORMAL LIFE.**



WE HEARD

“I feel like I am a bolus calculator. It’s simple math, so it’s second nature for me.”





SNEAKY CARBS

The challenge of a bolus calculation begins with knowing what has carbs in it. From sugar in salad dressing to big meals of protein that convert to carbs over time. It's incredibly challenging to recognize a carb.

“Even after years of doing it I can still go to a restaurant and think that I’m not eating sugar but then my blood sugar spikes.”





A BASEBALL OF CHICKEN

Once you've identified the carbs in your meal, determining the portion size presents a new hurdle. People don't travel with measuring spoons or scales, and even those with experience "eyeballing" are often wrong.



IT'S ABOUT PLANNING

Timing and preparing for meals add further complication. How do you know how much you're going to want to eat? What if you didn't know about dessert?

"You can really easily forget or say I'll go take my shot later. Its so easy to get side-tracked."



WE HEARD

“My doctor asked me to record everything I ate so we could talk about my control. I changed doctors, because I’m just not going to do that.”





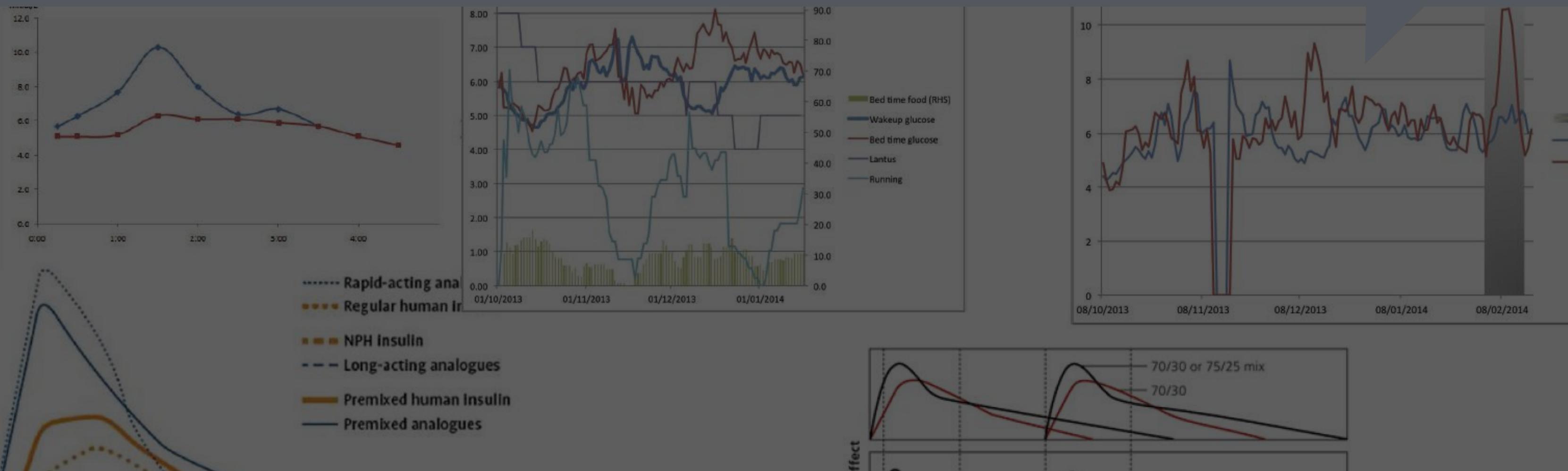
RELATIONSHIPS, NOT TECHNOLOGY

People depend on their HCP to help them manage their diabetes. But they only see them once every three months.

“My day is made up of making sure I'm stable, I rely on my GP to do the math.”

WE HEARD

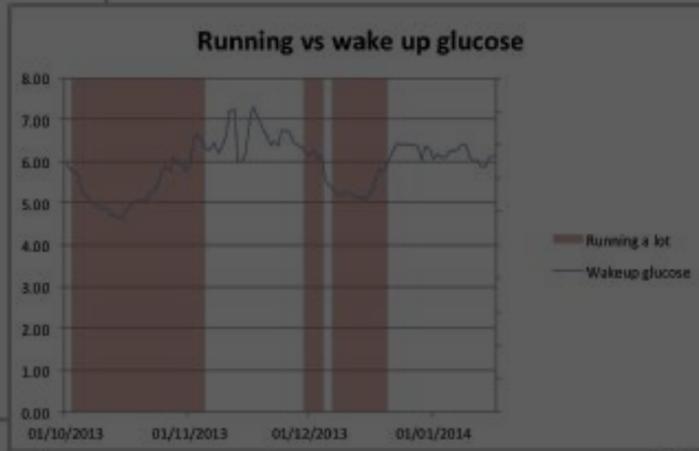
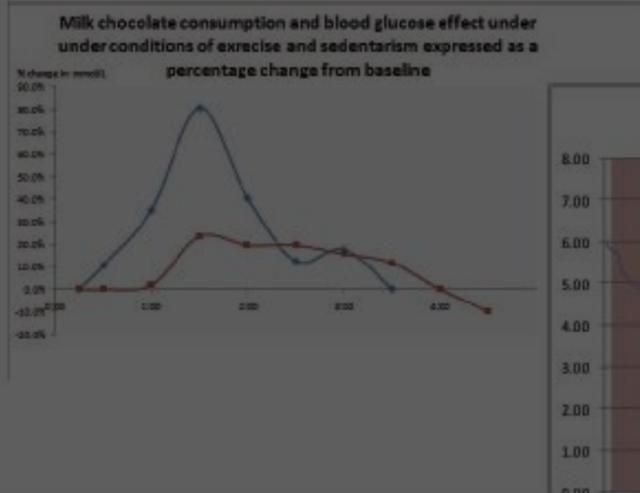
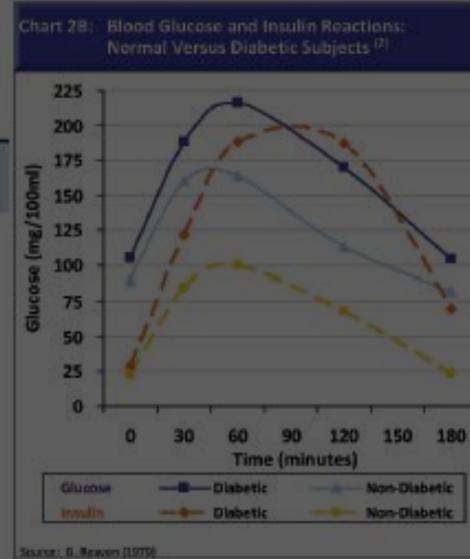
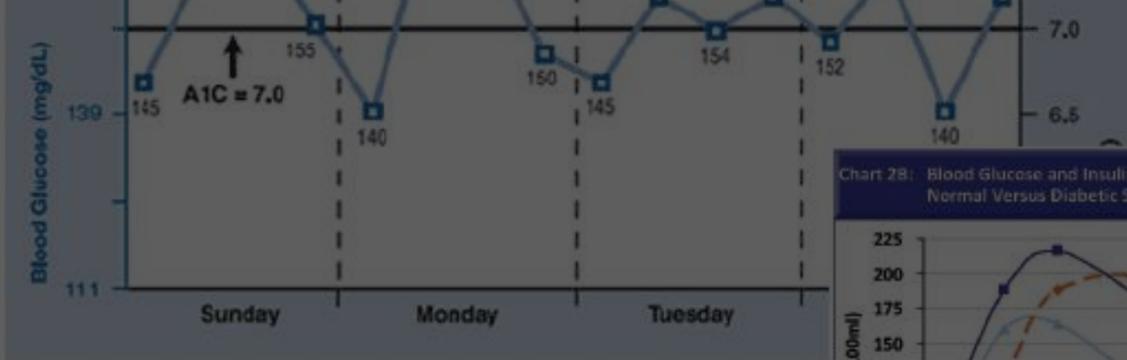
“I can't be focused on my results 365 days a year—there are days when I'm just trying to get through the next meal— it's hard to make connections, to see cause and effect.”



INSIGHTS, NOT DATA

Data and numbers are meaningless without actionable, personalized, recommendations. Even high skill, high will users can't be expected to be data analysts.

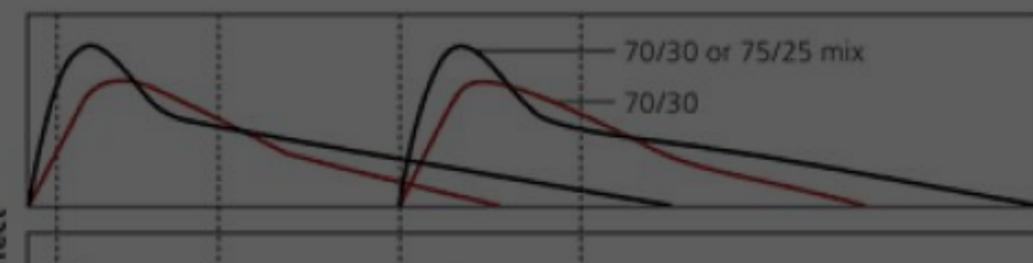
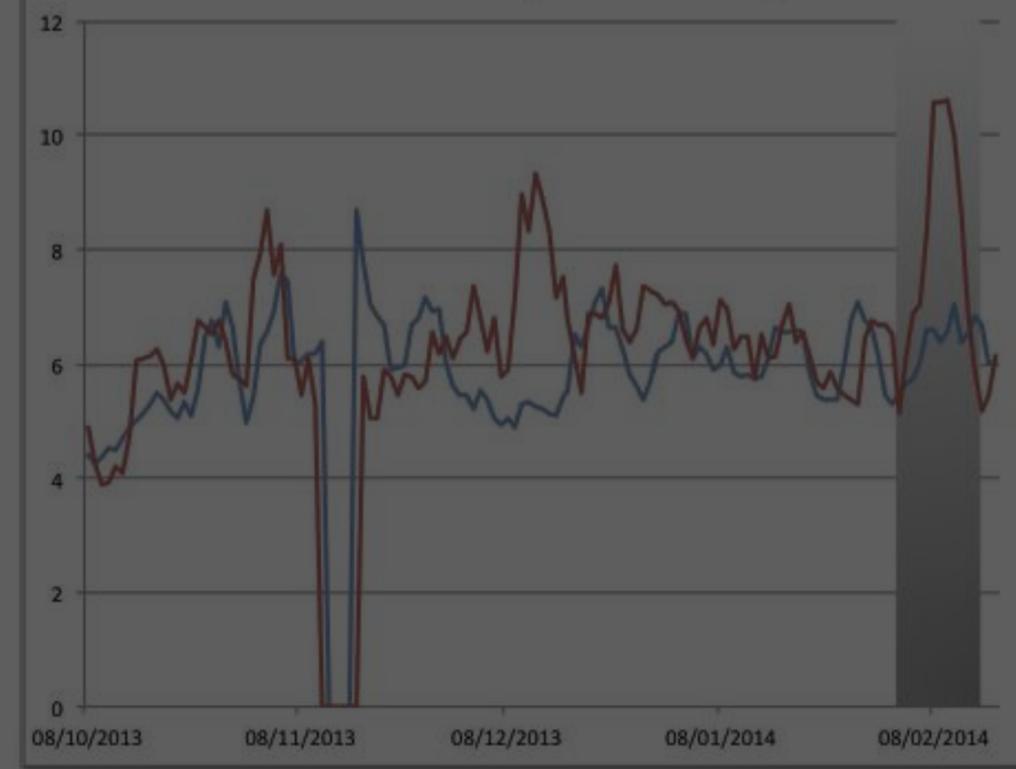
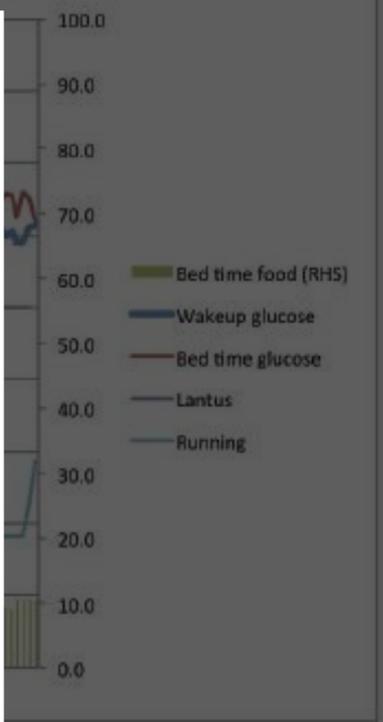
"I don't really care about going through log of BS. I need to know what my BS is doing over all and then what I need to do right now."



Milk chocolate consumption and blood glucose effect under

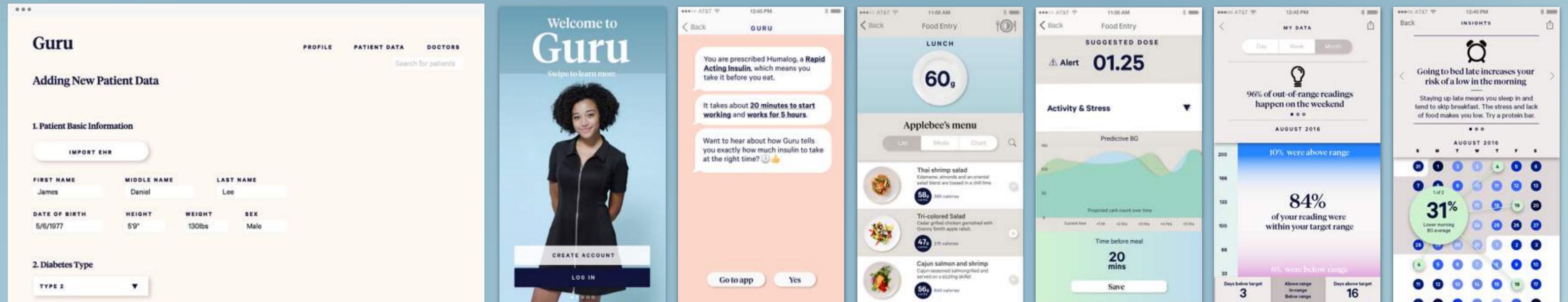
Factors affecting waking glucose

Wake up vs Bed time glucose

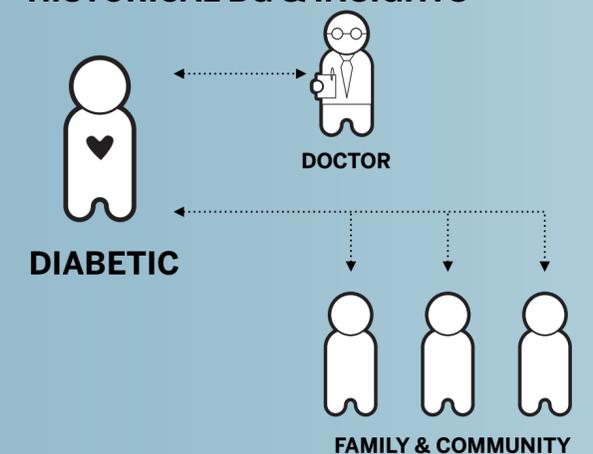
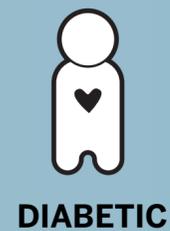


Premixed analogues

CONCEPT PROTOTYPE



CONFIGURATION & ENROLLMENT ONBOARDING MEALTIME DATA ENTRY HISTORICAL BG & INSIGHTS



ONBOARDING & ENROLLMENT



ON BOARDING & ENROLLMENT PROVOCATION

**THE IDEAL
ENROLLMENT
EXPERIENCE IS NOT
HAVING TO
ENROLL...GURU
SHOULD ALREADY
KNOW YOU.**

- No data entry
- Feels like a personal introduction
- Seamlessly integrated in existing relationships



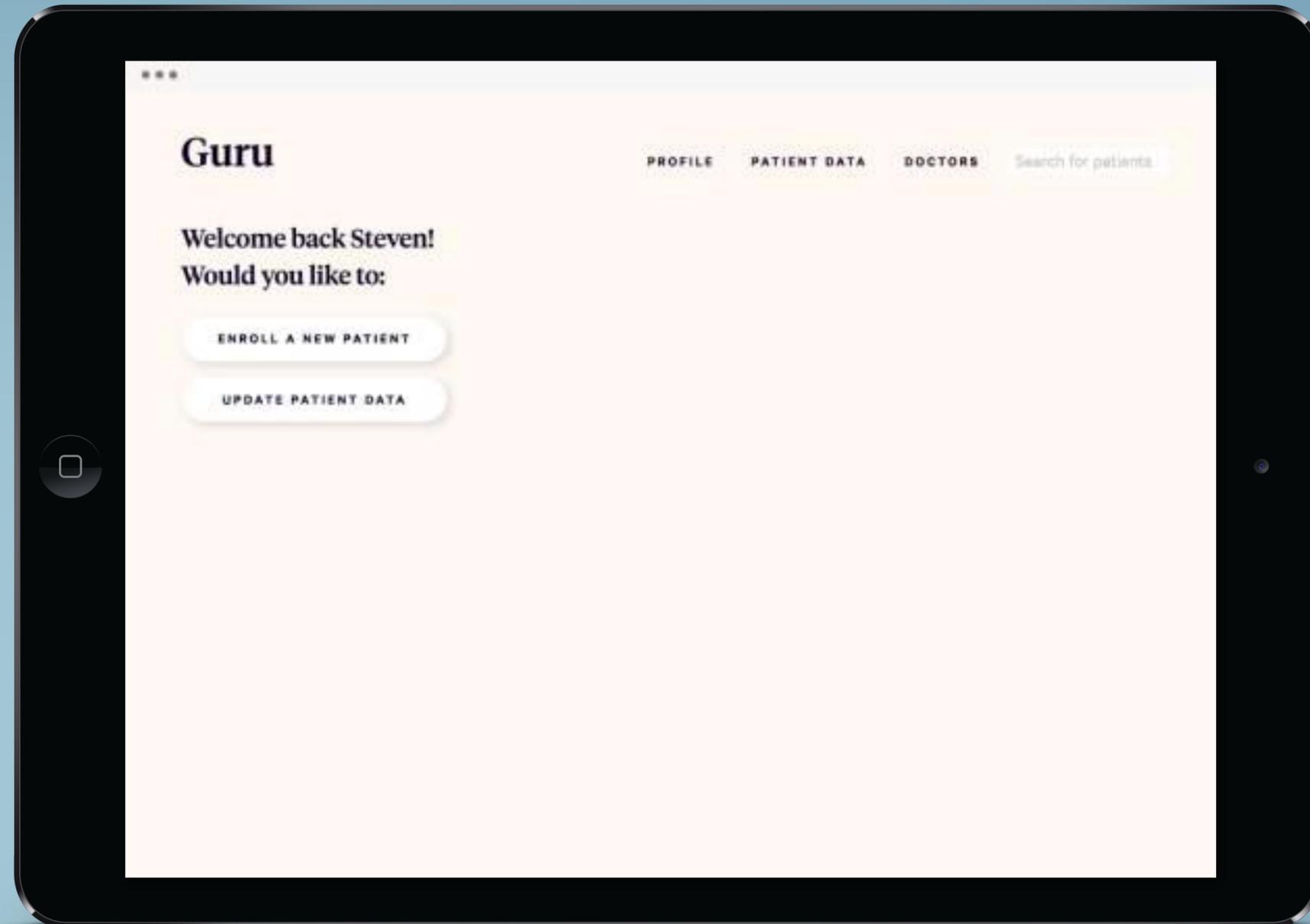
ON BOARDING & ENROLLMENT ASSUMPTIONS

ASSUMPTIONS WE MADE FOR THE FOLLOWING CONCEPTS.

- EHR are available for most patients and will become increasingly common
- EHR contain most of the MVP required data
- HCP would be willing to enroll new users



DOCTOR SUPPORTED ENROLLMENT



HCP WEB PORTAL



USER ONBOARDING



ONBOARDING & ENROLLMENT KEY FEATURES

By involving Health Care providers in new user enrollment, Guru is able to be personally tailored and insightful from the moment users open the app.

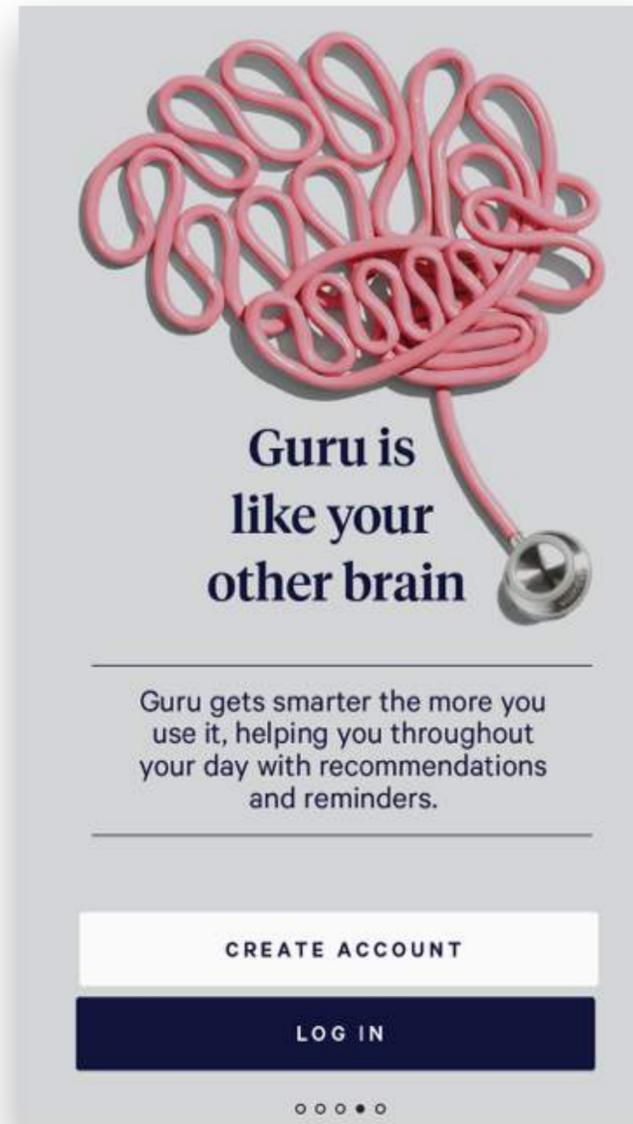
ENROLLMENT THROUGH HEALTH CARE PROVIDER

The screenshot shows a web-based form titled "Adding New Patient Data" with the following sections:

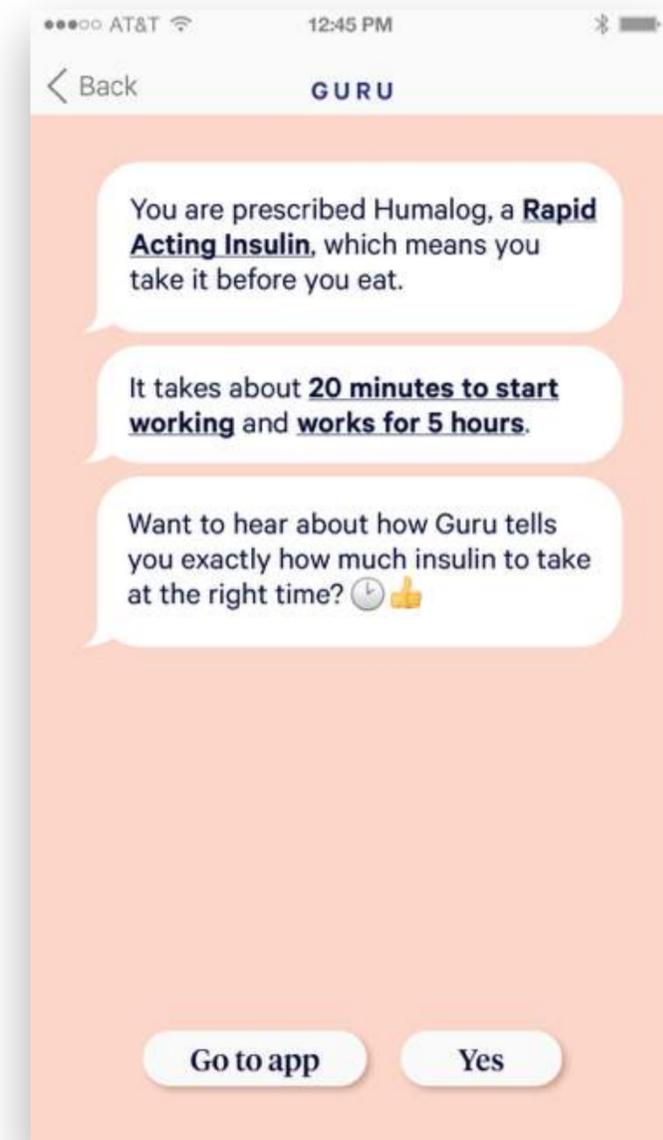
- 1. Patient Basic Information:** Includes an "IMPORT EHR" button and fields for First Name (James), Middle Name (Daniel), Last Name (Lee), Date of Birth (5/6/1977), Height (5'9"), Weight (130lbs), and Sex (Male).
- 2. Diabetes Type:** A dropdown menu set to "TYPE 2".
- 3. Insulin Type:** A dropdown menu set to "APIDRA" and a "BASAL" section with a "HUMULIN NPH" dropdown and three "ITEM" fields.
- 4. Correction Factor:** A field set to "30" mg/dL.
- 5. Target Glucose Range:** Fields for Lower Limit (82) mg/dL and Upper Limit (110) mg/dL.
- 6. Insulin to Carb Ratio:** A field for Lower Limit (10) grams.
- 7. Medications that Affect Insulin:** A dropdown menu set to "N/A".

A "SUBMIT FOR APPROVAL" button is located at the bottom of the form.

LIFESTYLE & RESULTS FOCUSED INTRODUCTION

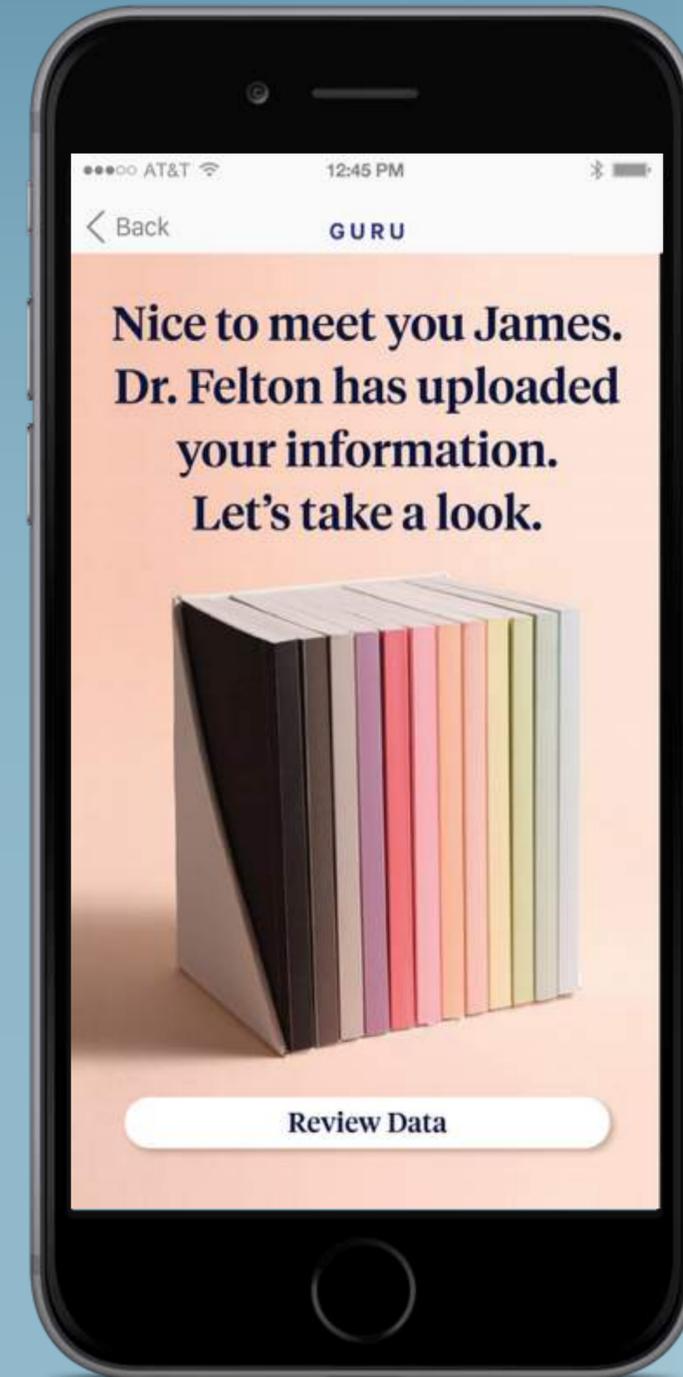


PERSONALIZED CONVERSATION THAT STRENGTHEN RELATIONSHIPS



ON BOARDING & ENROLLMENT IMPROVEMENT & DIFFERENTIATION

- No data entry for users
- HCP involvement lends credibility to GURU
- Has the potential to improve care provided and strengthen the relationships between users and HCP
- Reduced risk of errors



HOME SCREEN



HOME

**MAKE THE
INVISIBLE,
VISIBLE
TO SHOW USERS
THEIR STATUS AT
A GLANCE**



- CRITICAL STATS
 - LAST BG READING
 - ESTIMATED CURRENT BG LEVEL
 - PREDICTED FUTURE BG LEVEL
- VISUAL AVATAR TO PROVIDE CONTEXT
- ACTIONABLE INTERPRETATION

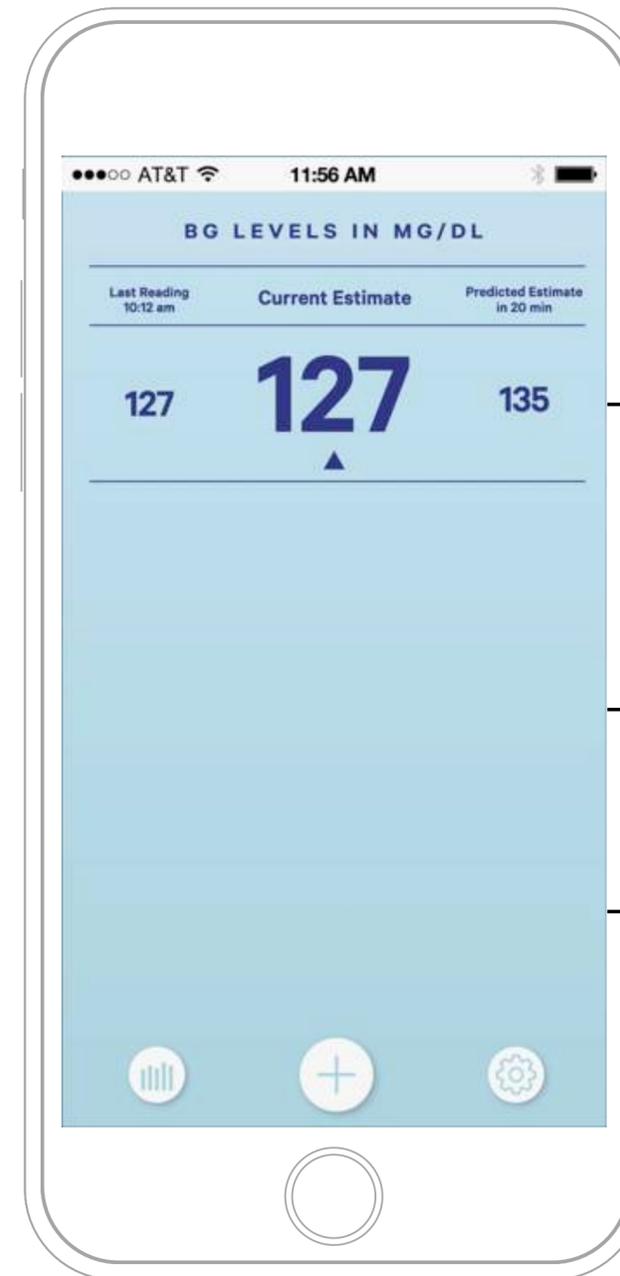


STICKINESS

SHALLOWNESS

The home screen has been designed to subtly reward people for engaging. Each time a user opens the app, it will be different: they will see an animation of the BG trajectory since the last time they looked.

Similarly, the animation and screen is designed to be attractive and not draw attention, so that users feel comfortable opening and checking the app where ever they are, whenever they want to.



CRITICAL STATS

LAST BG READING

ESTIMATED CURRENT BG LEVEL

PREDICTED FUTURE BG LEVEL

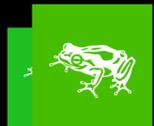
VISUAL AVATAR TO PROVIDE CONTEXT

ACTIONABLE INTERPRETATION



MEAL TIME CALCULATION

INFORM, DON'T JUDGE



MEAL TIME CALCULATION

**THE IDEAL
EXPERIENCE FOR A
BOLUS CALCULATOR
RECOGNIZES &
COUNTS CARBS FOR
YOU...**WHEREVER
YOU'RE EATING.****

- No Looking up carbs
- Helps users estimate portions
- Reassures users they can eat anywhere
- Supports healthy eating and pre-bolusing
- Simultaneously logs whole meals and connects bolus dose to meal
- Sensitive to context in which users are calculating and eating



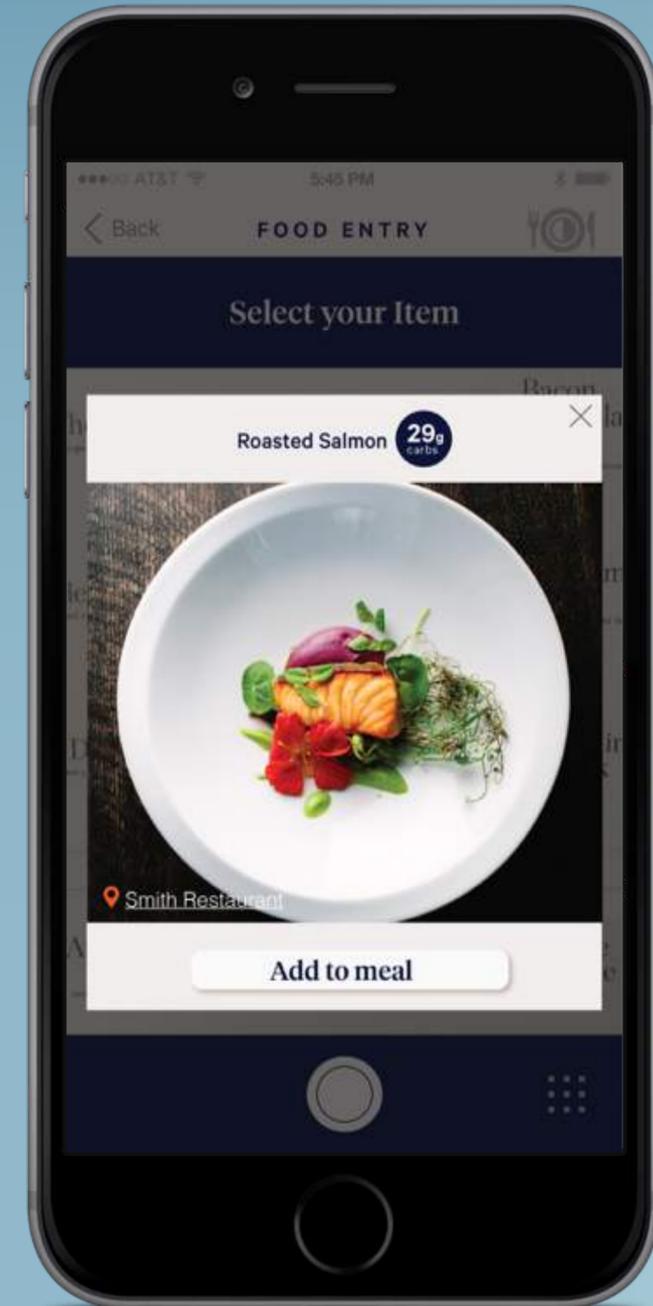
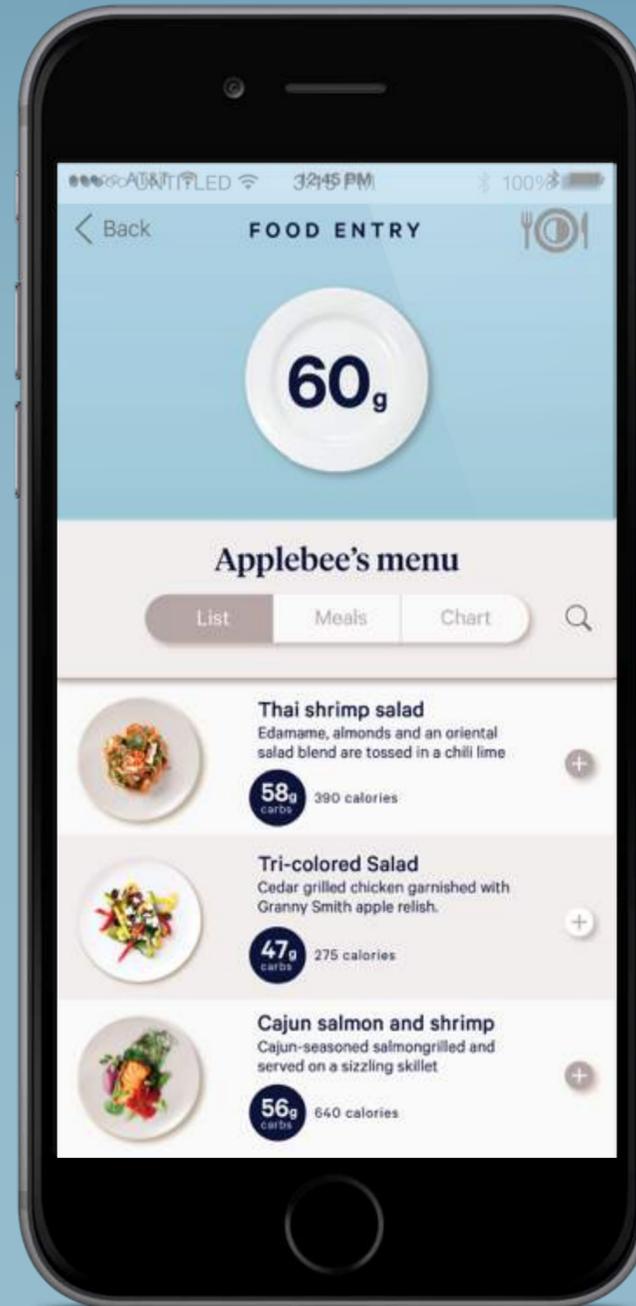
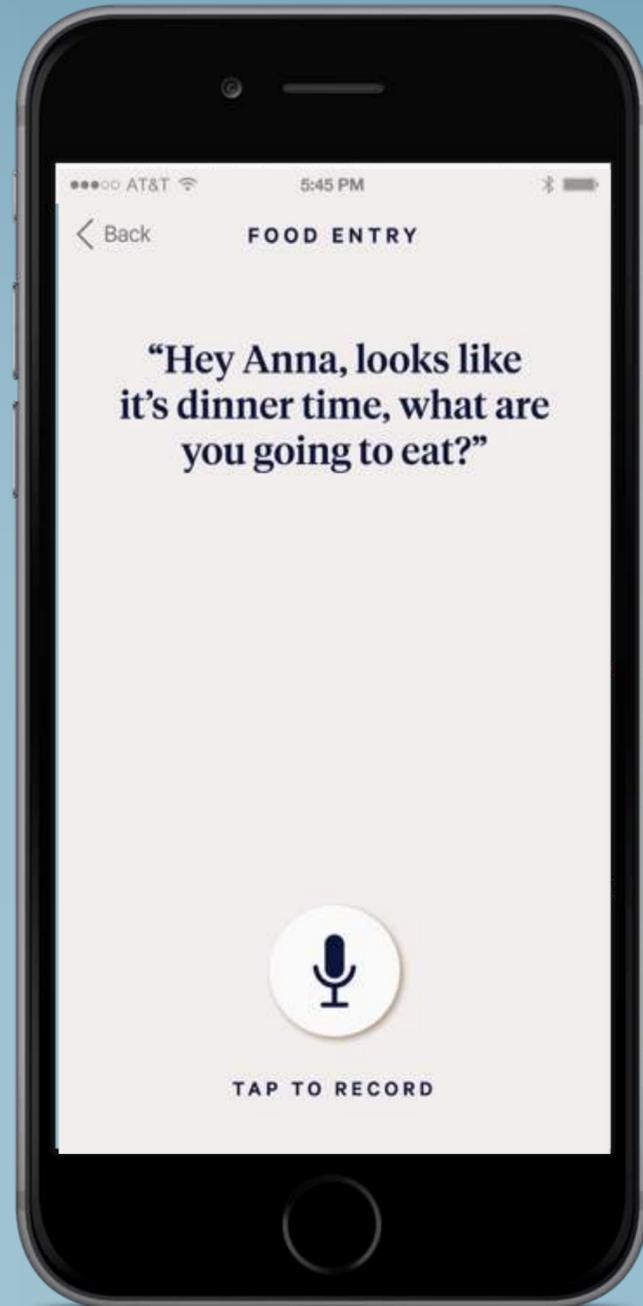
MEAL TIME CALCULATION

ASSUMPTIONS WE MADE FOR THE FOLLOWING CONCEPTS.

- Integration with publicly available nutritional data and user generated content
- Ability to track user location
- Intelligent portion defaults
- Integration with online recipes for portion estimation
- Image recognition software
- Voice to text functionality



MEAL TIME CALCULATION



MEAL TIME CALCULATION

KEY FEATURES

To maximize the convenience for users, Guru provides several contextually specific ways to streamline carb counting and bolus dose calculation.

VOICE TO TEXT



INTEGRATED DATA

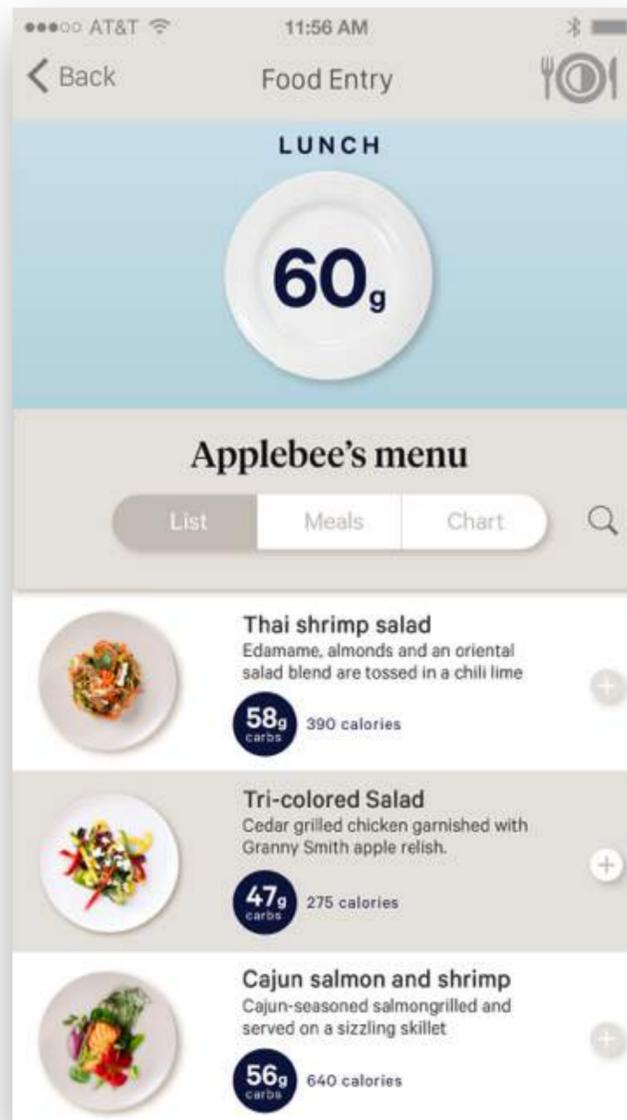
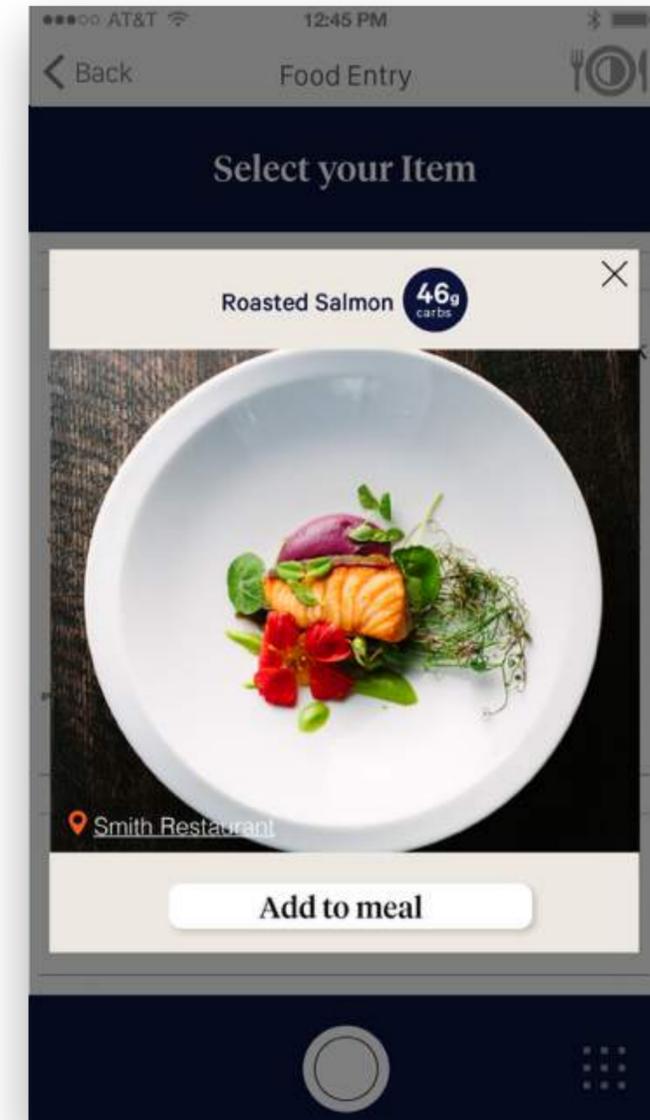


IMAGE RECOGNITION

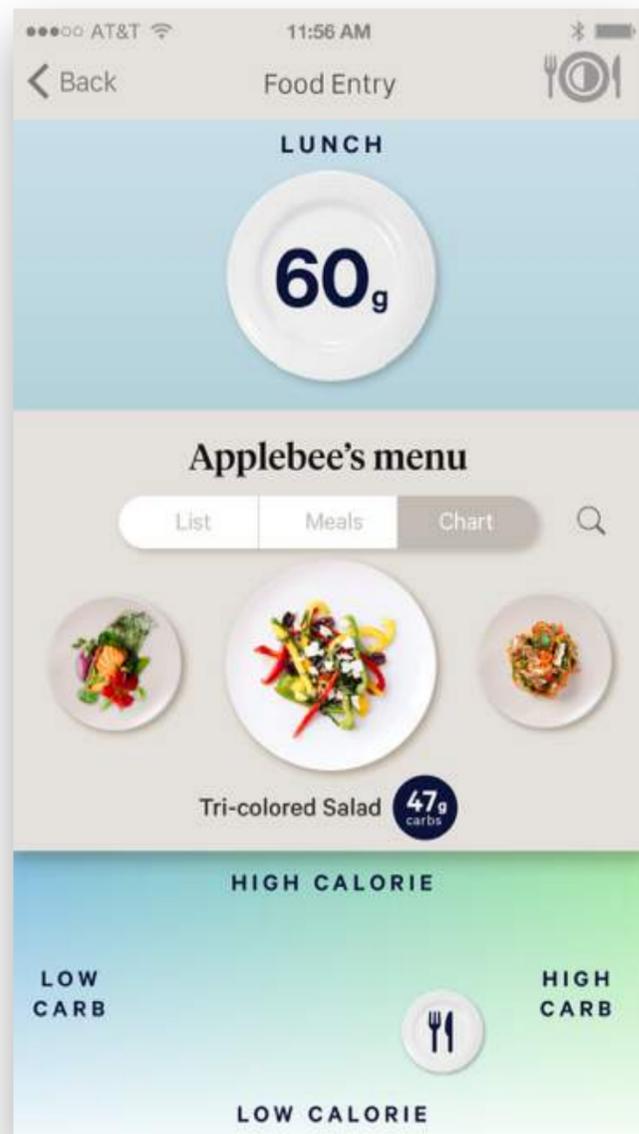


MEAL TIME CALCULATION

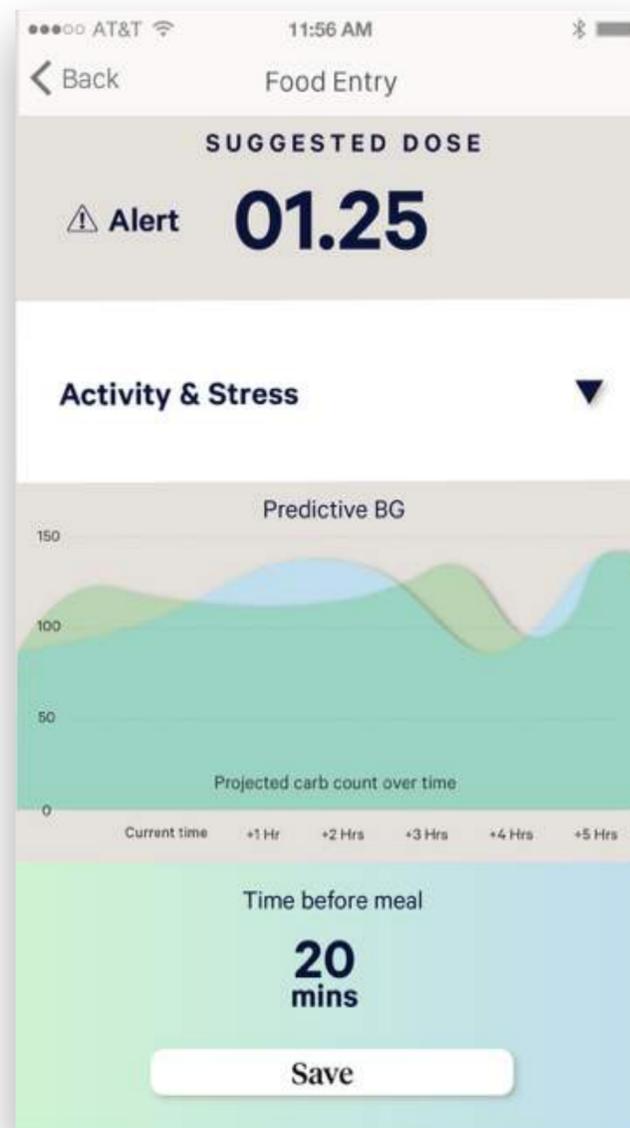
KEY FEATURES

To create better habits and help users achieve their lifestyle goals, we focused on two specific features to support users in making healthier meal choices and bolus timing decisions.

HEALTHY MEAL PICKER



PRE-BOLUS TIMING RECOMMENDATION



INTERACTIVE PORTION ESTIMATOR



MEAL TIME CALCULATION IMPROVEMENT AND DIFFERENTIATION

**GREAT MEAL
ENTRY FOR
DIABETICS,
DELIVERED IN A
WAY THAT HELPS
USERS SEE
EATING IN
CONTEXT.**

MEAL ENTRY

- Solutions for the range of user contexts
- Support for portion estimation
- Voice to text meal input
- Solutions for dining out in restaurants with and without data
- Support for healthy choices
- Location-based menu presentation for fastest selection

BOLUS CALCULATION

- Interactive pre-bolus BG visualizer
- Correction of bolus dose based on past data when repeating a meal
- Predicted BG and insulin curve



OUTPUTS

DATA-DRIVEN INSIGHT



**A VIEW OF
HISTORICAL BG
THAT INTERPRETS
DATA FOR USERS
AND PROVIDES
INSIGHTS FOR
BETTER TITRATION.**

- No data analysis
- Connects lifestyle and behaviors to BG and doses
- Doesn't let users make the same mistake twice
- Provides a personal narrative to the data
- Demonstrates the rewards of proper bolus



ASSUMPTIONS WE MADE FOR THE FOLLOWING CONCEPTS.

1. The ability to integrate data from 3rd party APIs
2. The ability to create medically responsible suggestions and interpretations of data
3. Regular BG monitoring



OUTPUTS

HISTORICAL BG AND INSIGHTS



HISTORICAL BG & OUTPUTS

KEY FEATURES

Because users don't want or need more data, Guru always displays the interpretation over the data. Multiple views aid pattern recognition and actionable insights that connect the dots for users, help them to understand how their actions affect their BG.

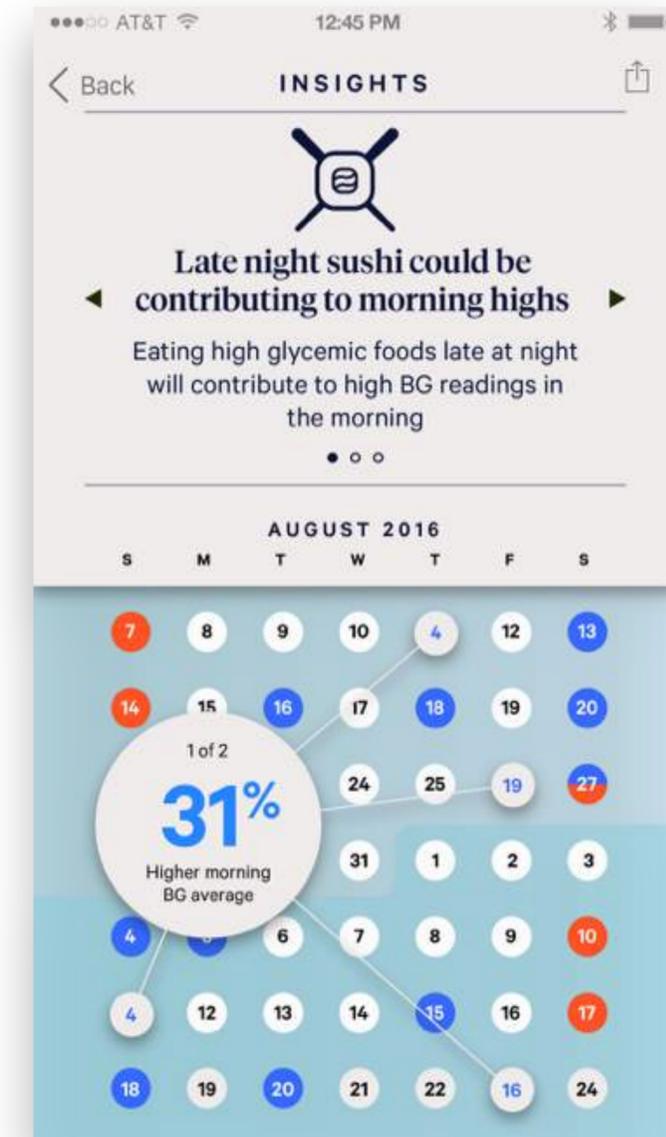
INTERPRETATION OVER DATA



MULTIPLE VIEWS TO SUPPORT PATTERN RECOGNITION



ACTIONABLE INSIGHTS



OUTPUTS

IMPROVEMENTS & DIFFERENTIATION



- Interpretation of data for users
- Multiple views to enhance pattern recognition
- Actionable insights for improved control
- Connecting the dots between



LOOKING AHEAD



LOOKING AHEAD

PROMOTE ACCESSIBLE DESIGN

Diabetics face increased risks for vision impairment. In detailed design, Guru design language should be rigorously tested and designed to accommodate all users.

CRAFT A HOLISTIC PERSPECTIVE

Product thinking becomes meaningful and provides value by helping us understand the user experience of a product as a whole; not purely as an app. Guru functionality should extend from the holistic view as a hub.

CONTEXT IS EVERYTHING

Context is more than a device or platform. Engaging in the broader care ecosystem for diabetics moves us from a features-first ethos towards a user-first mentality. It fulfills real needs and solves actionable problems for people by placing the user at the core of any experience.



PROVOCATIONS

THINKING BEYOND THE APP



MODULARITY

GURU CONNECTS DATA FROM ACROSS A USER'S LIFE

MODULARITY

FINANCIAL TRANSACTIONS
WEATHER
SOCIAL MEDIA

THIRD ORDER

IOT DEVICES
CONNECTED HOME
WORK CALENDAR
PERSONAL CALENDAR

SECOND ORDER

WEARABLES
ACTIVITY DATA
INSULIN PEN
BG METER

FIRST ORDER

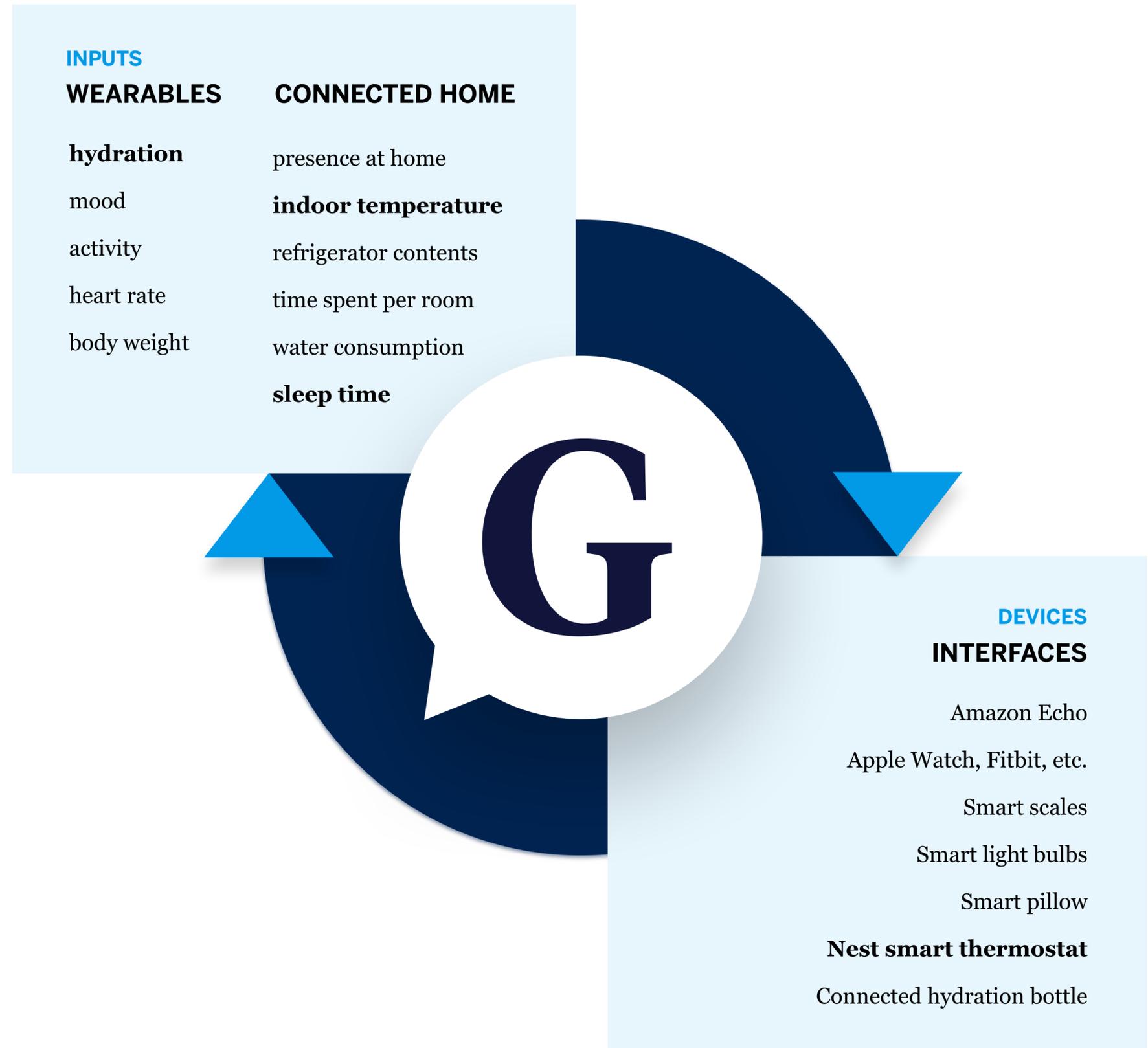


MODULARITY

IOT CAN MAKE GURU A PARTNER NOT JUST AN OBSERVER

Integrating with the ecosystem of connected devices in a user's life can not only provide raw data for analysis but also make life better for diabetics. Guru could serve as a controller of other devices in a positive feedback loop of measurement, insight, and action.

For example, knowing how sleep affects your BG, Nest™ could be adjusting temperature and humidity to provide the best conditions for you to recover from a day with abnormal readings. Helping a user start from the same baseline every day.

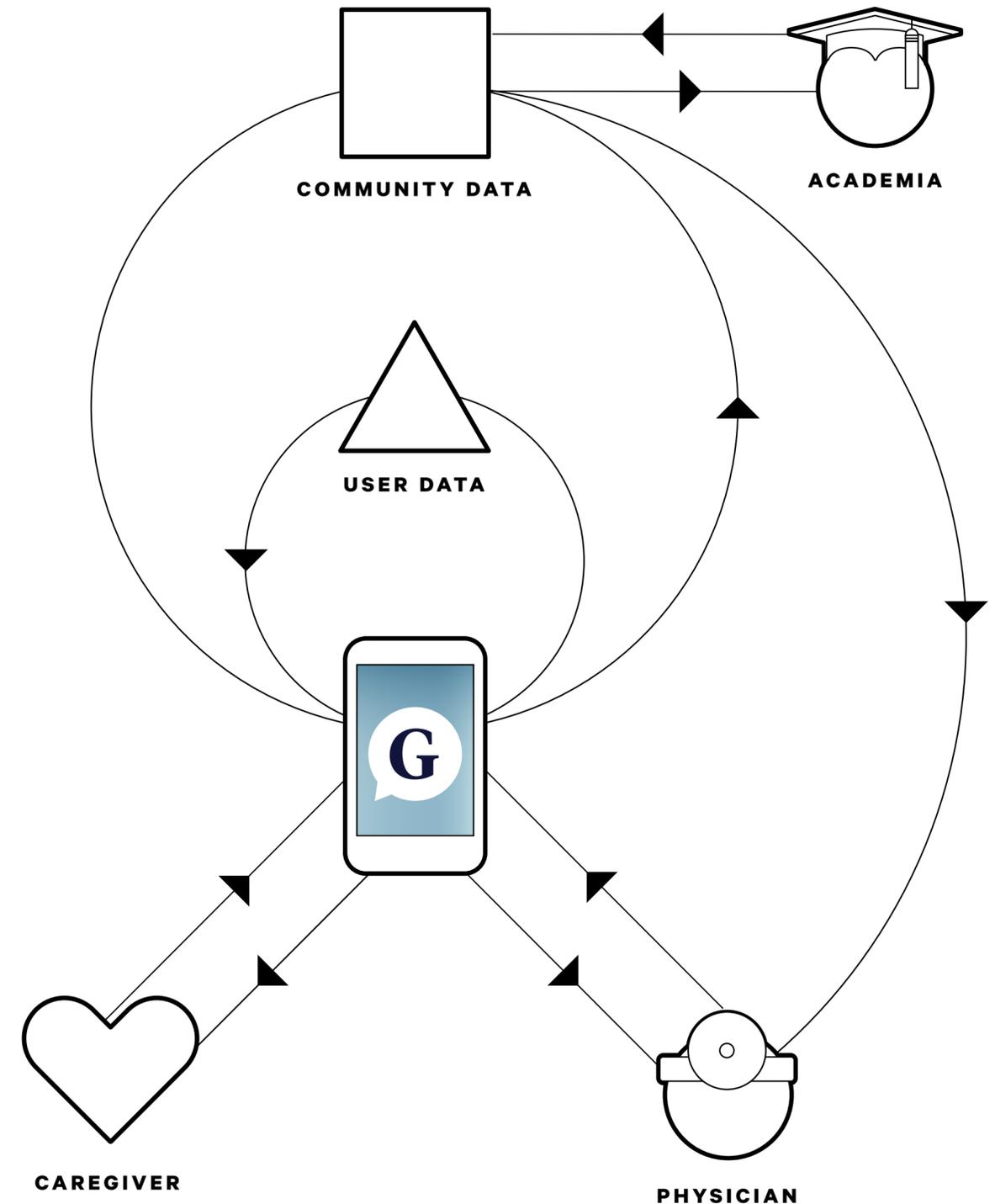


MODULARITY

LEVERAGING THE POWER OF COMMUNITY DATA

The app can improve its predictions by drawing on an ever-expanding corpus of aggregated user data. With an entire user base logging activity, meals, mood, hydration, BG, and bolus doses, Lilly could have access to some amazing clinical data. When properly anonymized and secured this data set would be tremendously valuable to clinicians and researchers.

If positioned towards treatment and cure research it aligns with what every diabetic wants, liberation.



Welcome to
Guru

**We designed an app that feels less like
a calculator and more like a partner**

...

We invite you to view some of the moments that make Guru special.

MEET GURU

CUTTING ROOM FLOOR

FIND OUT MORE



Say goodbye to

You already know



MacBook



froglillypad.com

USER LILLY

PASSWORD GURU

MacBook



REFLECTIONS

TWO CENTS

What if the RIC was actually shorter and in three quick phases?

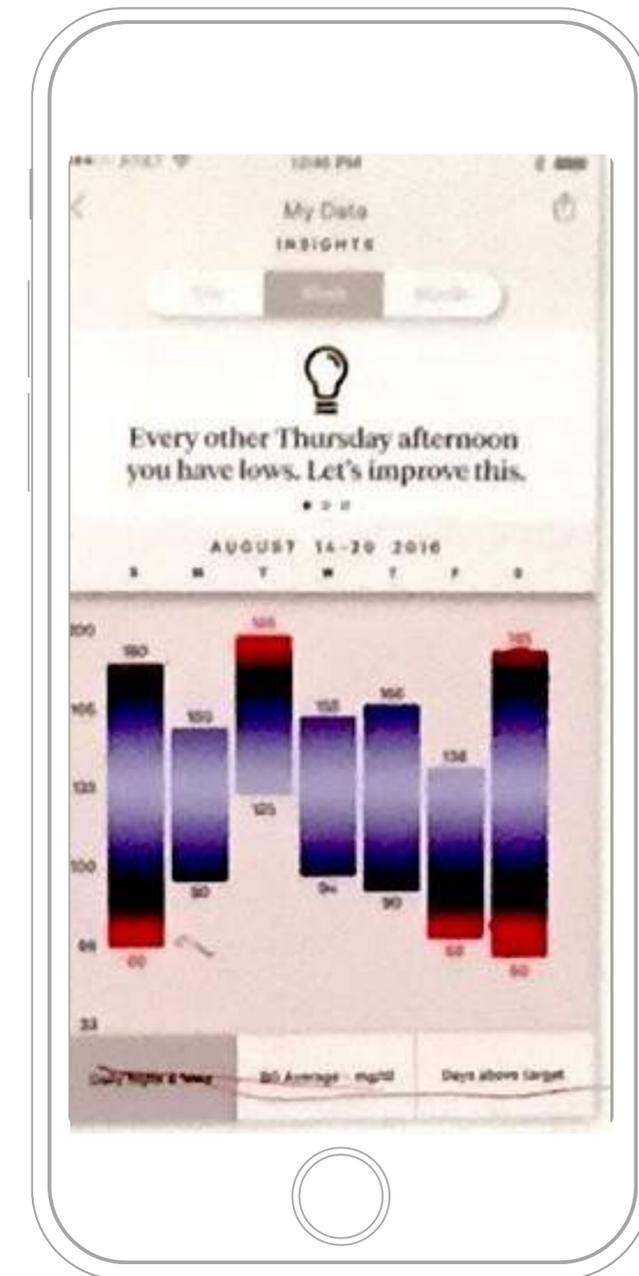
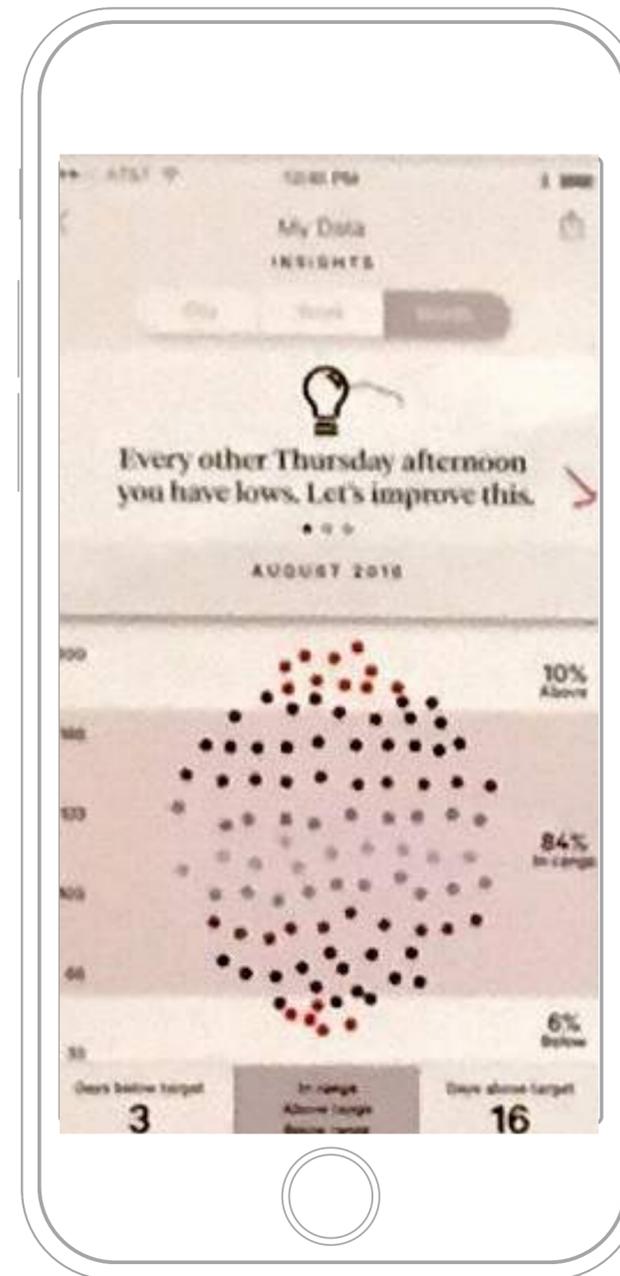
1. First, we focused on creating 3 hypotheses.
2. Then we take the three hypothesis and co-create test and learn with users?
3. Next, we then blended the best of the best in a collaborative synthesis RIC?



STICKINESS

INSIGHT OVER DATA DUMP

Guru provides layers of data starting with high level insights that help users see what can't normally be seen. The app could learn and get smarter the more a user tracks, and the more users contribute data. Over time new types of insights can be generated to continually help diabetics understand their bodies in new ways.



STICKINESS

RELEVANCE IN CONTEXT

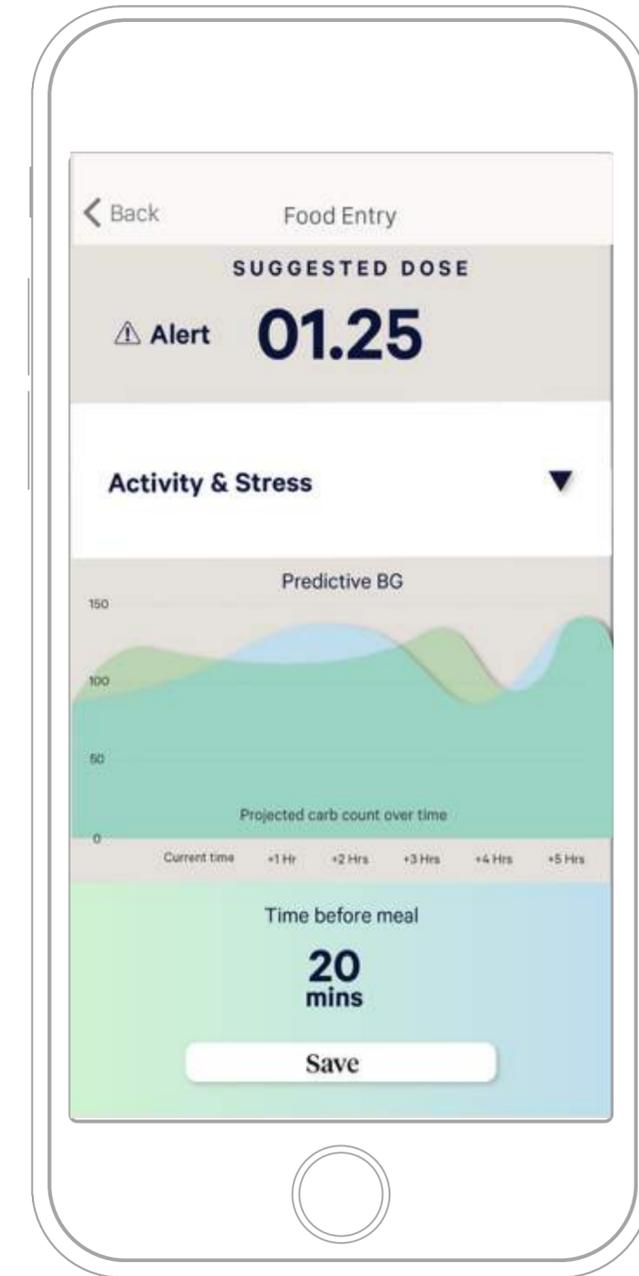
Integration allows Guru to work with other technology in your life and being seamlessly aware of the context in which your data is taking place.

Dynamic views in the app will look different every time you open it. Current numbers, forecasted statistics, and data-driven insight continue to provide new understanding of how actions a user takes affect their life.



BEHAVIORAL TRENDS

work / personal calendars, wearables, connected home devices, iot devices, social media events, phone activity data, historical weather data



SEEING FUTURE TRENDS

Users can experiment with the



APPENDIX

1. FINAL CONCEPT SCREENS

ENROLLMENT
ONBOARDING
MEAL TIME ENTRY
OUTPUTS & INSIGHTS

2. GOOD FLOWS, BUT NOT PRESENTED

ENROLLMENT & ONBOARDING
MEAL TIME CALCULATIONS & OUTPUTS



FINAL SCREENS

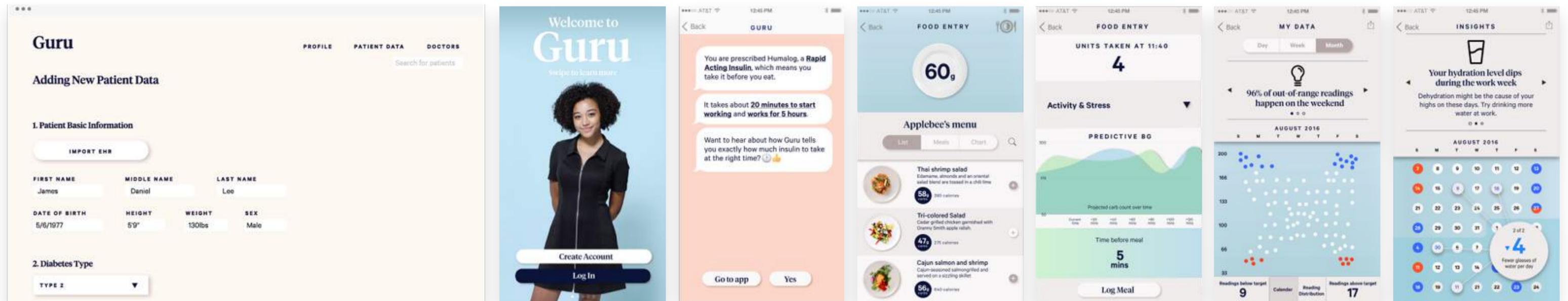
ENROLLMENT,
ONBOARDING,
MEAL TIME ENTRY,
OUTPUTS & INSIGHTS



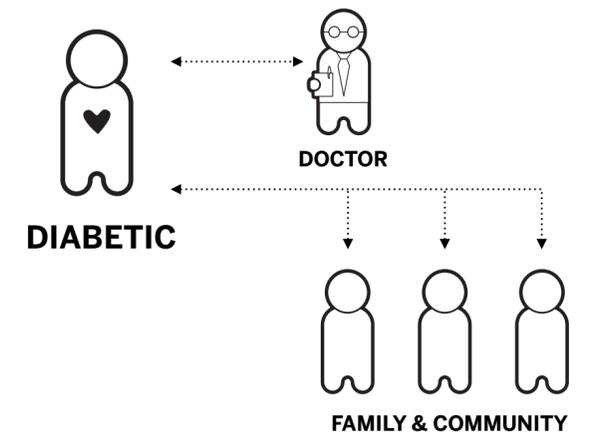
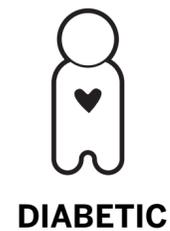
CONTINUUM OF CARE

FROM HEALTHCARE PROVIDER TO DIABETIC

Guru is a smart virtual advisor that enables healthcare providers to streamline the patient enrollment while empowering the user with actionable information and relevant insights.

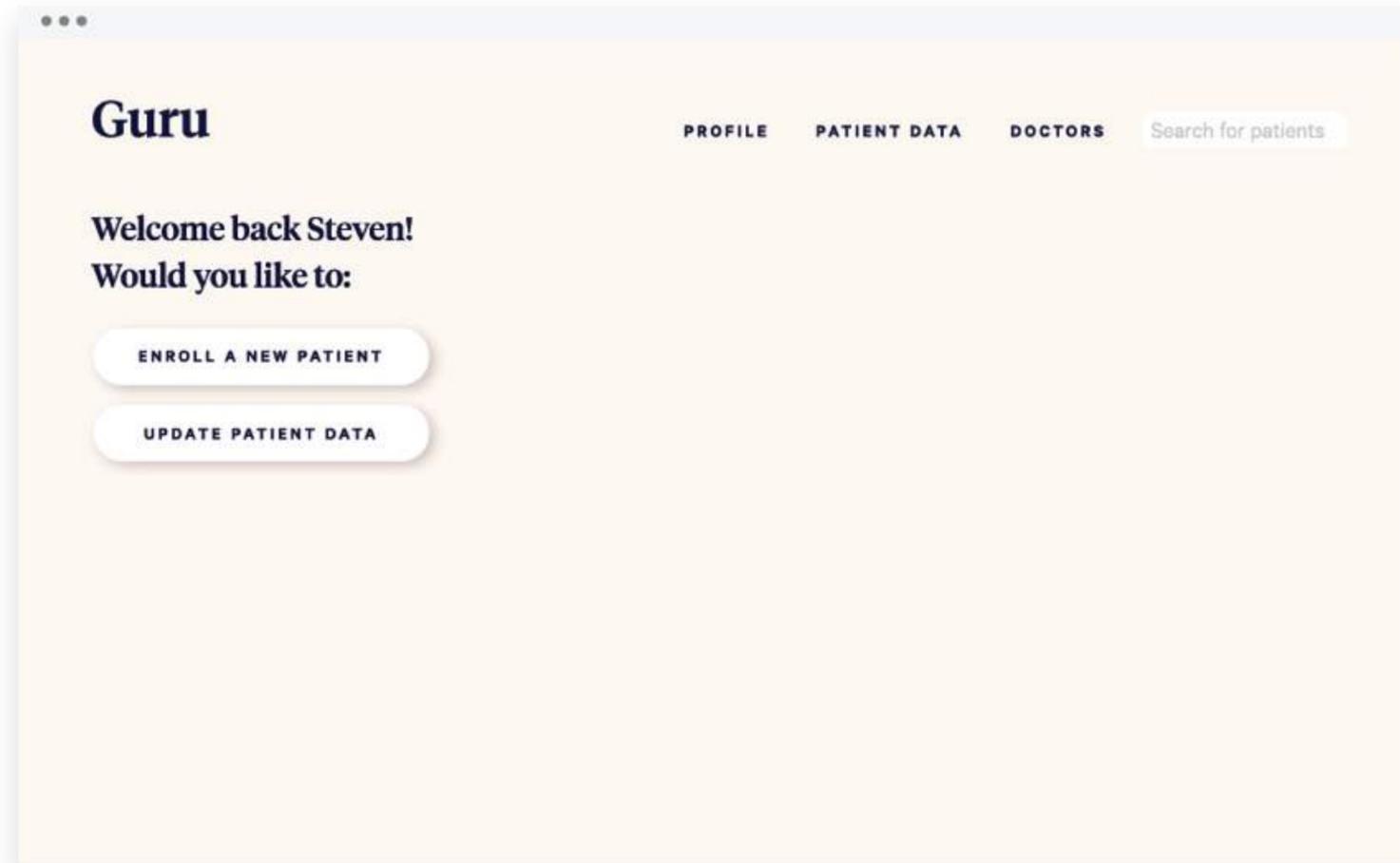
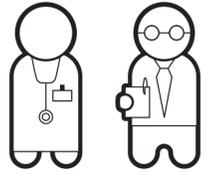


CONFIGURATION & ENROLLMENT ONBOARDING MEALTIME DATA ENTRY OUTPUTS & INSIGHTS



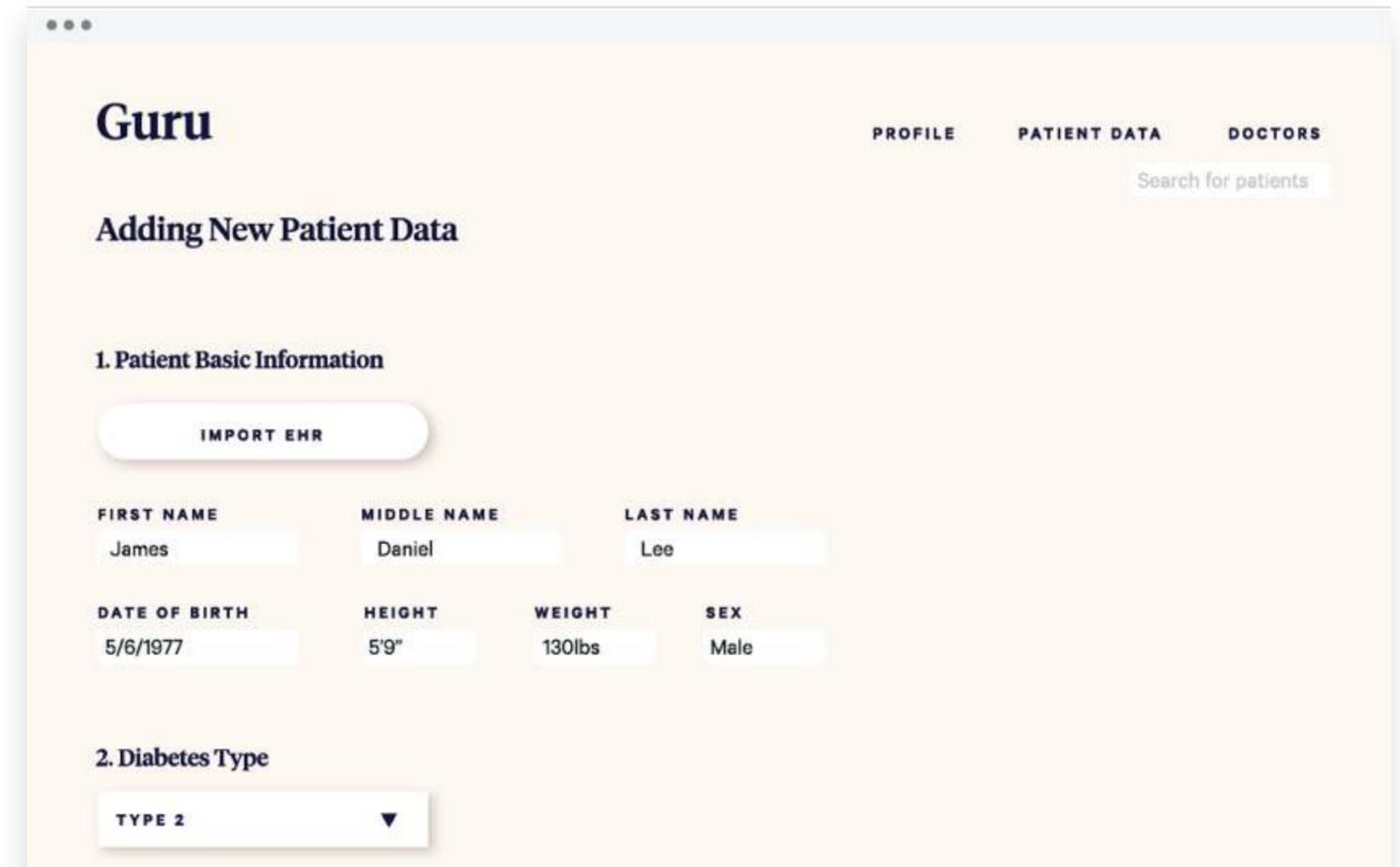
ENROLLMENT

HEALTH CARE PROVIDER FACING



ENROLLMENT THROUGH HEALTH CARE PROVIDER

The provider sets up and updates the user's Guru account when needed



IMPORT EHR

Seamless data migration by importing existing user EHR



ONBOARDING

VALUE PROP



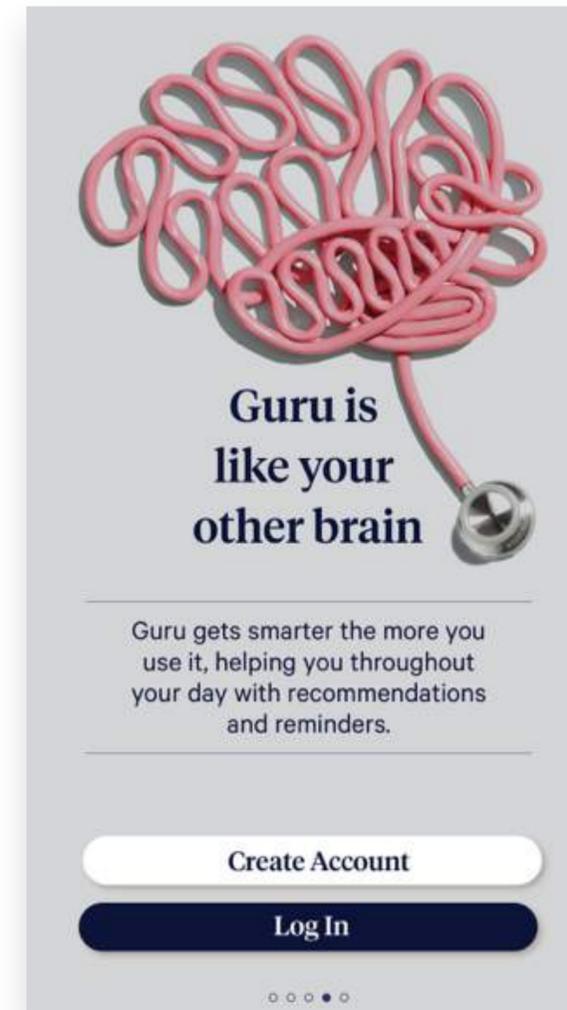
FRIENDLY AND ENGAGING

A diabetes app that doesn't look like a diabetes app



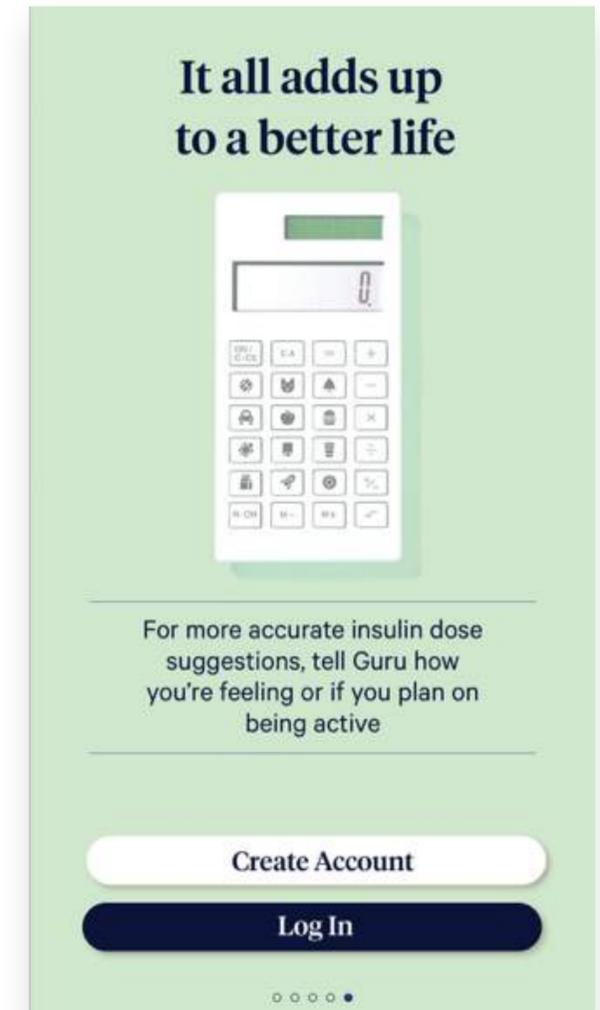
SIMPLE EXPLANATIONS

Benefits described through easy to understand pithy language



STICKINESS THROUGH ADAPTIVE LEARNING

Guru becomes smarter and surfaces better recommendations the more it's used



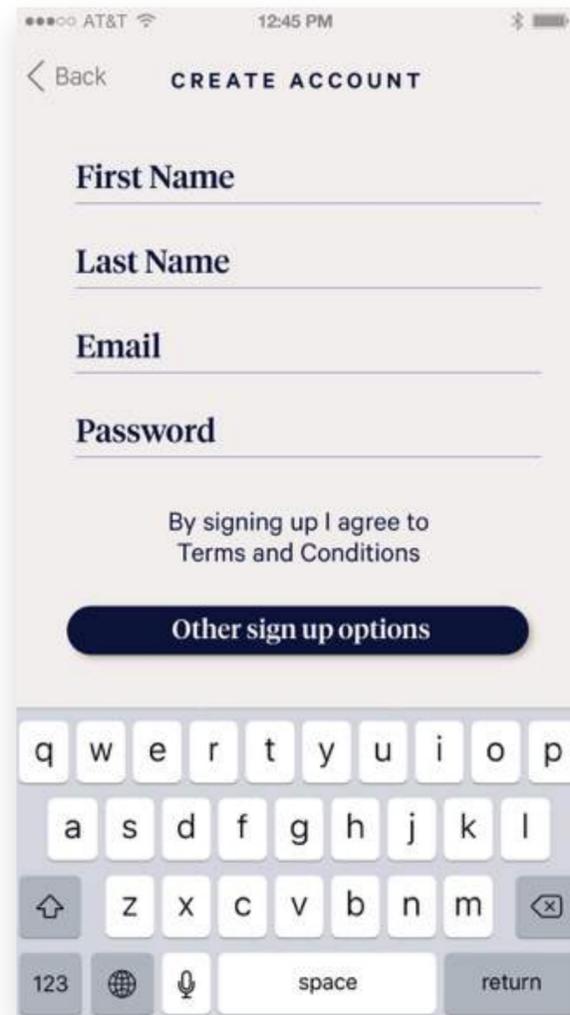
ADDITIONAL DATA

Guru's suggestions become more accurate with more data points entered



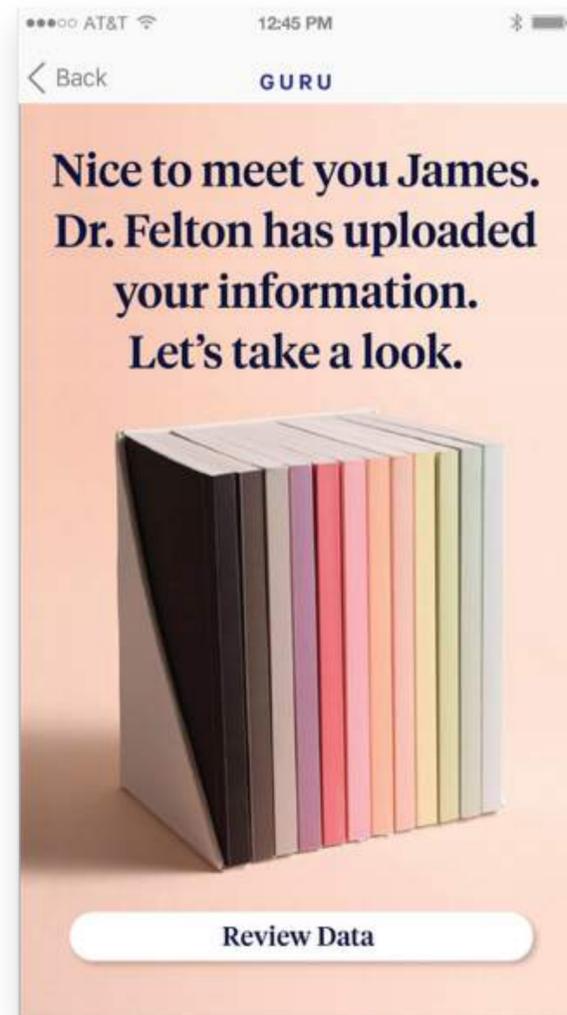
ONBOARDING

USER INFO



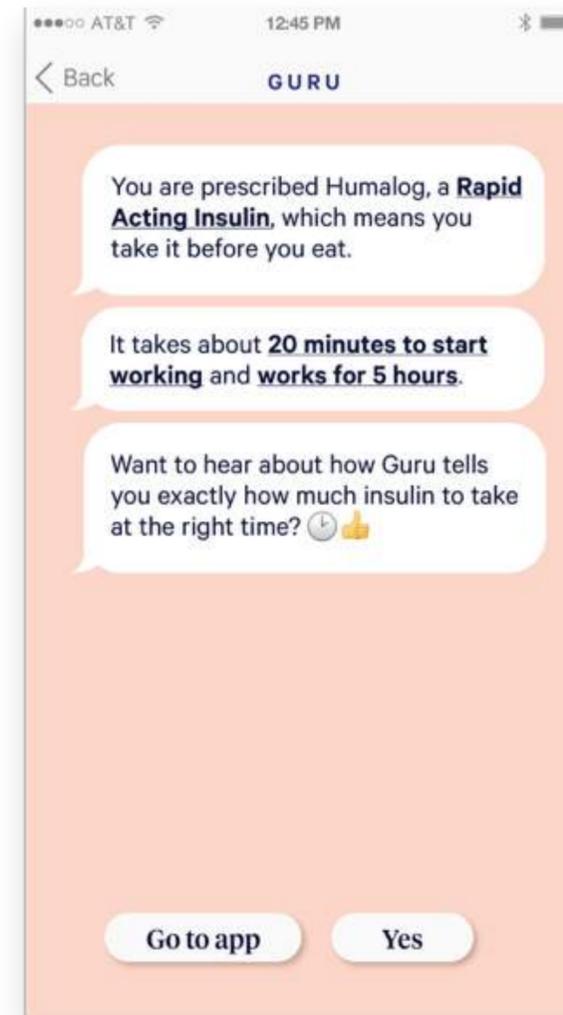
LOW BARRIER TO ENTRY

Guru is already configured by the user's health care provider, so they are ready to use the app right after they create an account



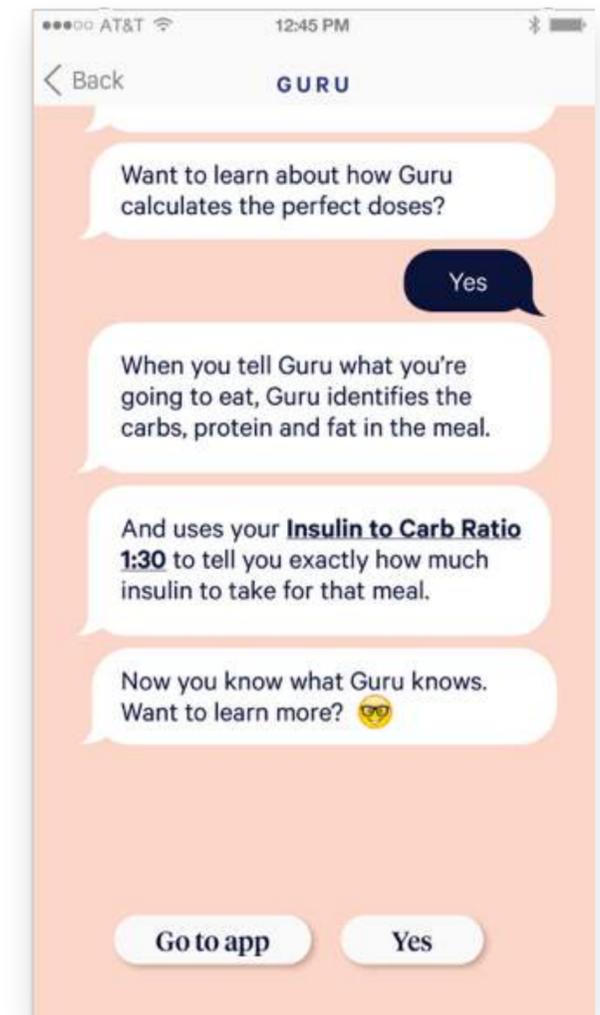
CONVERSATIONAL INTERACTION

Guru acts like a knowledgeable friend, ready to aid the user



HELPFUL ADVICE

Guru serves up important info, however the user has the option to advance straight to the app



DIABETES EXPLAINED IN COLLOQUIAL TERMS

Educating the user up front through simple explanations and letting them know they have their back



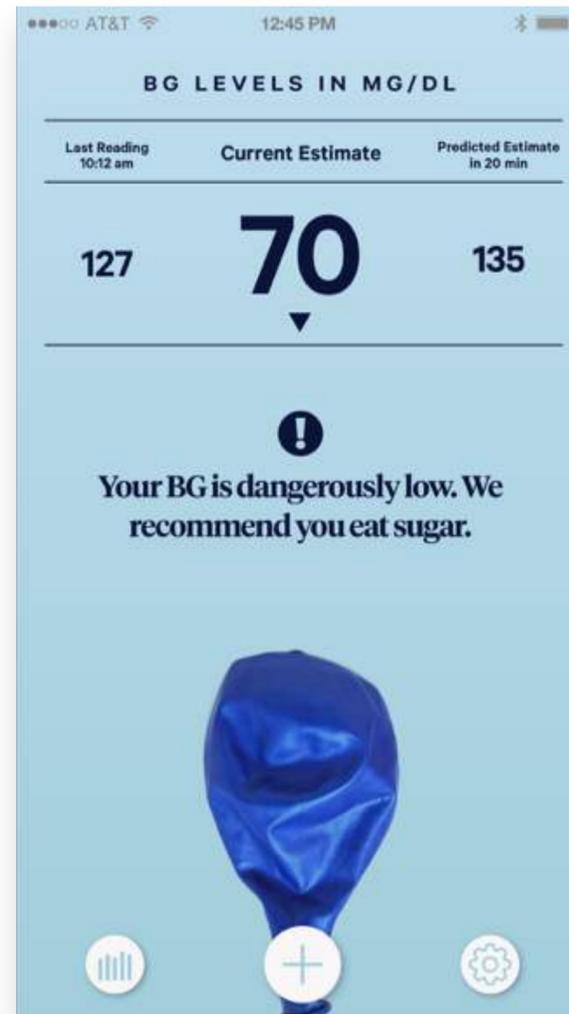
DASHBOARD

SIMPLIFIED HOMESCREEN



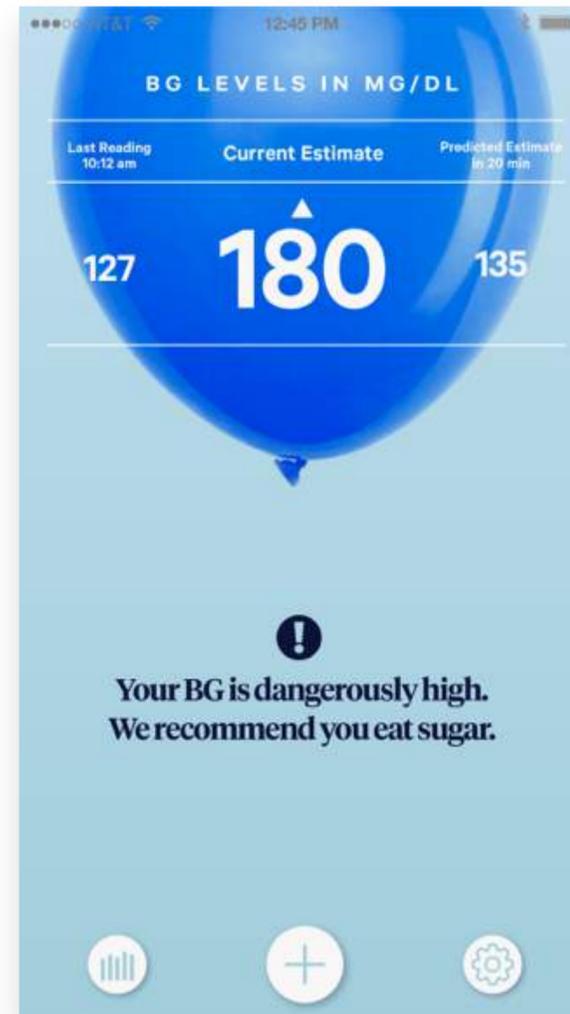
GLANCEABLE DATA

The home screen is simple and decluttered, only showing BG related info



RELATABLE STATUS AVATAR

Visually depicting BG status in a clear relatable manner through a selection of avatars



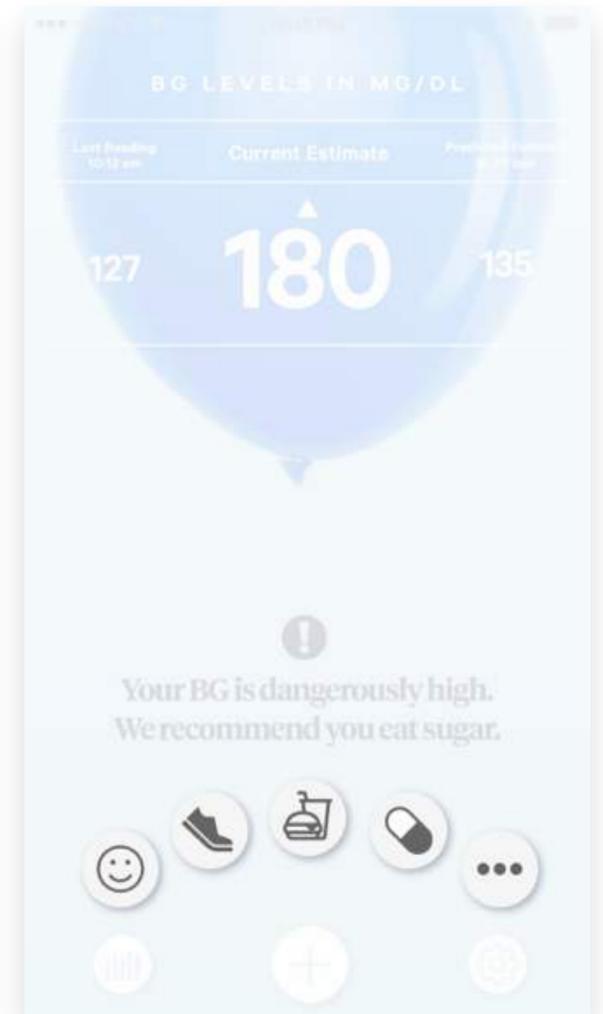
SUPPORTING RECOMMENDATIONS

Guru serves up rotating curated suggestions based on the users BG at the time



STICKINESS THROUGH BITE SIZED ACTIONABLE INFO

Curiosity, delight and education keep the user checking the home screen



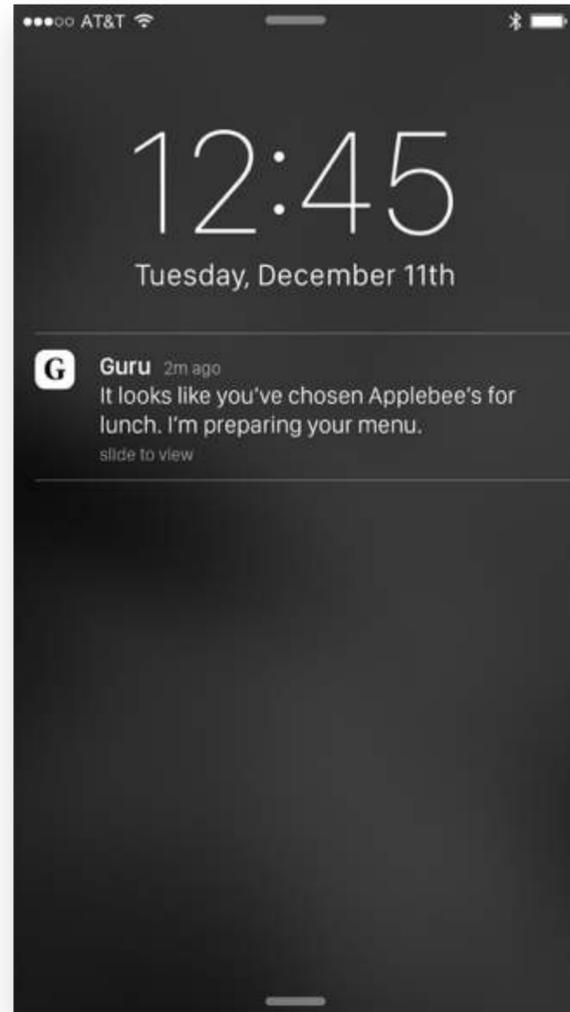
SIMPLE NAVIGATION

Guru's navigation architecture is easy to understand with emphasis on logging moments



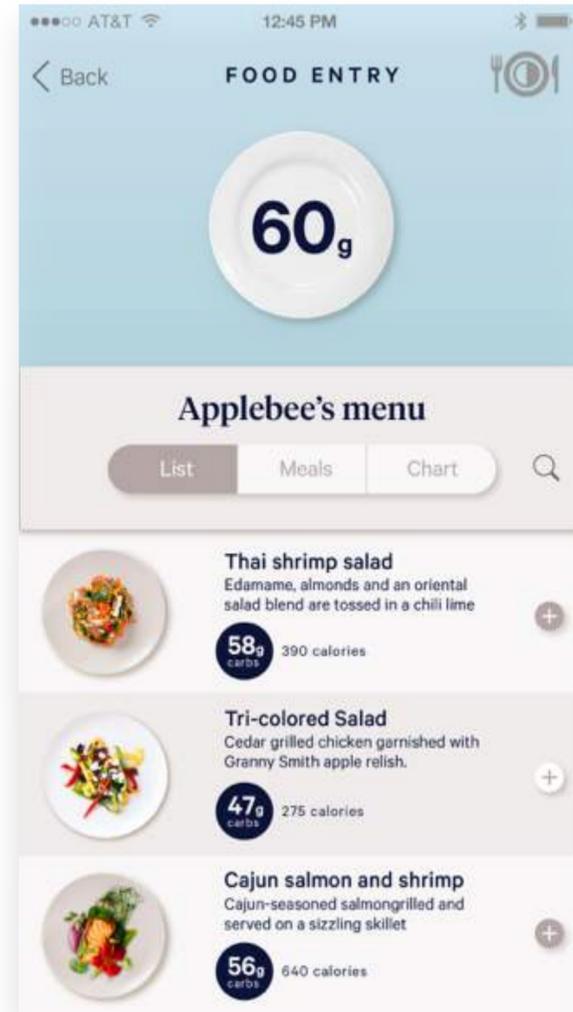
MEAL ENTRY

CHAIN RESTAURANT



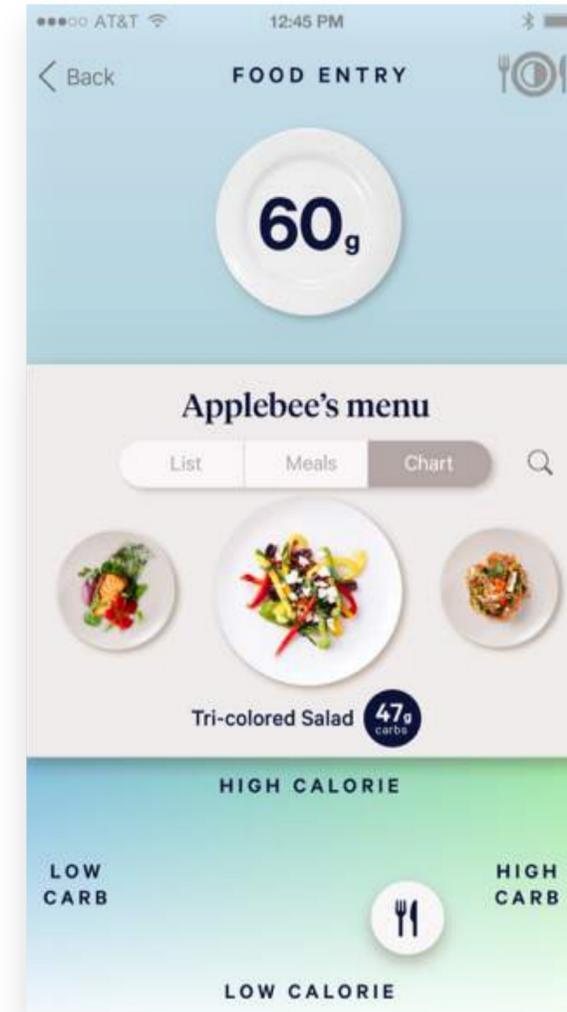
GEOLOCATION RESTAURANT RECOGNITION

Guru pushes notifications based on preferences, meal time and user location



CARB COUNT RECOMMENDATION

Entrees and meal combinations are suggested based on carb count target



EDUCATIONAL EXPLORATION

Guru's carb/calorie interactive picker helps users learn about meals to make better choices



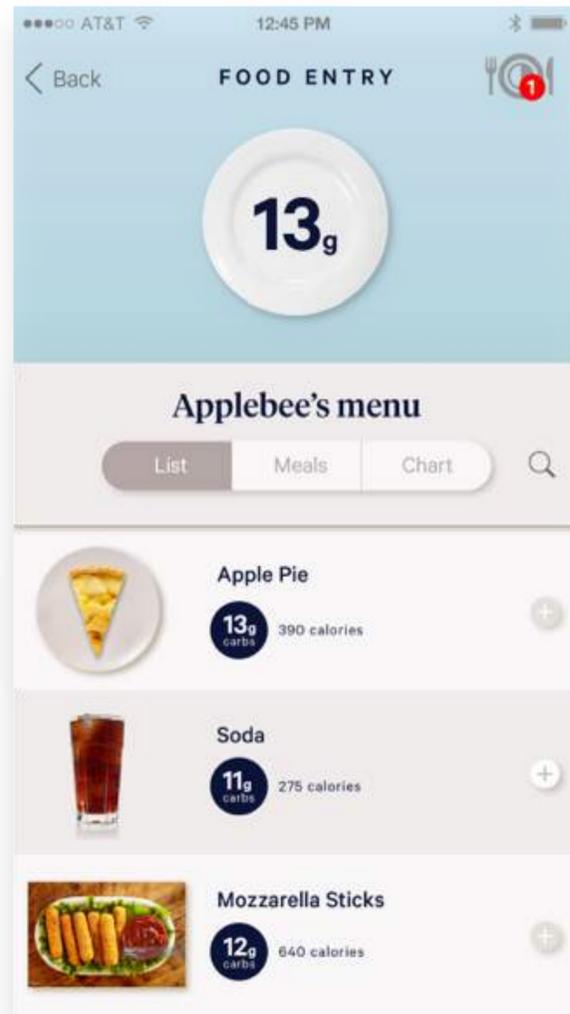
DETAILED NUTRITIONAL INFO

Nutritional info available with additional details



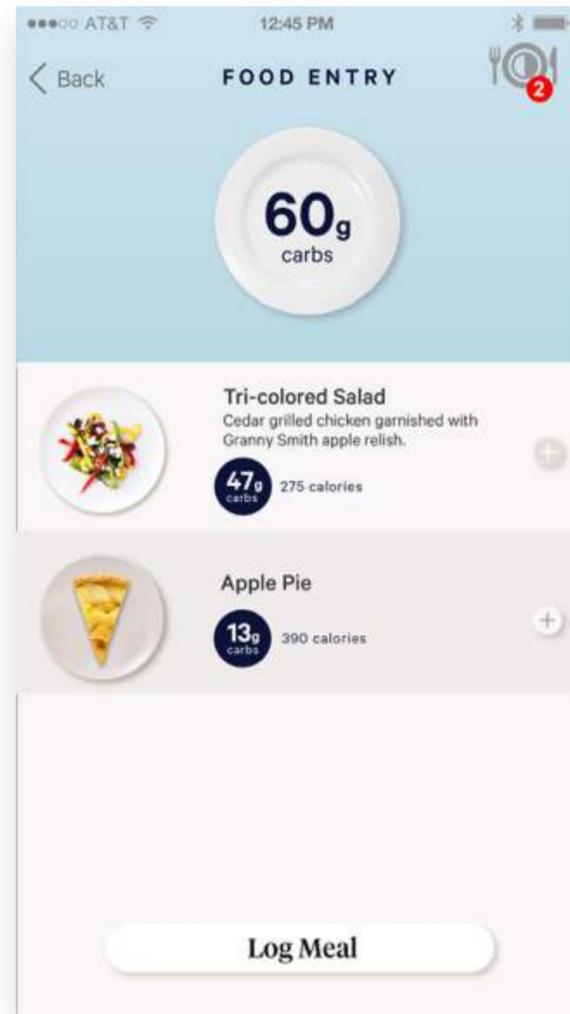
MEAL ENTRY

CHAIN RESTAURANT



SUGGESTIONS FOR ADDITIONAL ITEMS

Guru recommends food pairings based on remaining carb allotment



CARB CART

Referencing ecom shopping flow, carb count of items selected is totaled



REMINDERS

Guru reminds the user to record the moment they begin to eat for more accurate BG info



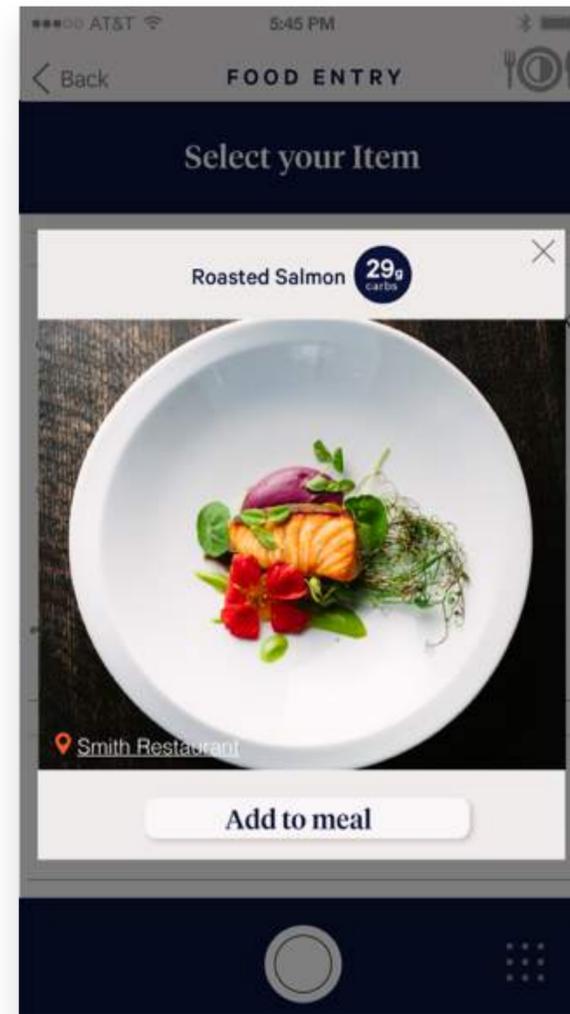
MEAL ENTRY

RESTAURANT WITHOUT ONLINE MENU



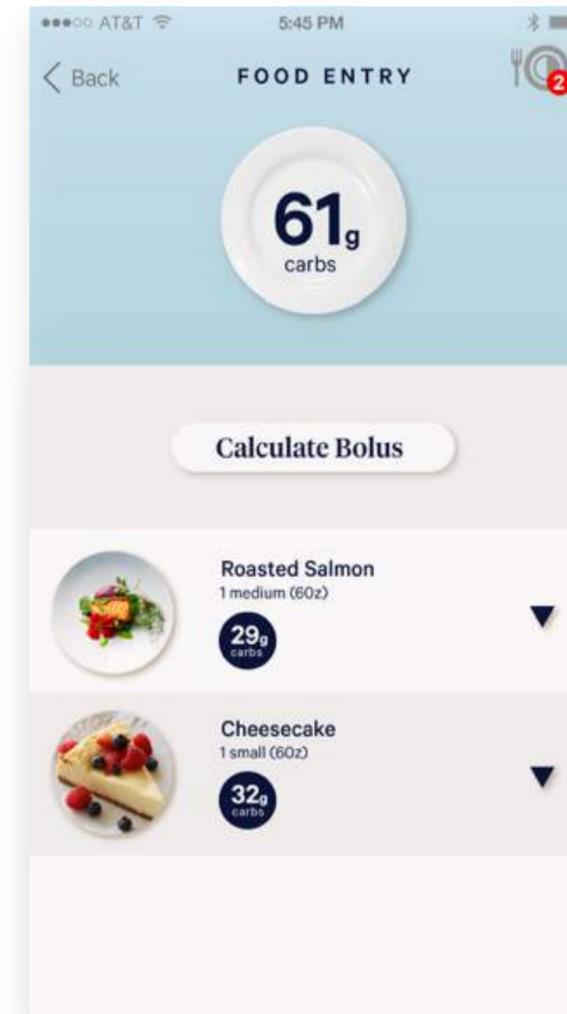
MACHINE TRANSLATION

Food items are identified through user's photo of their menu, similar to Google Translate



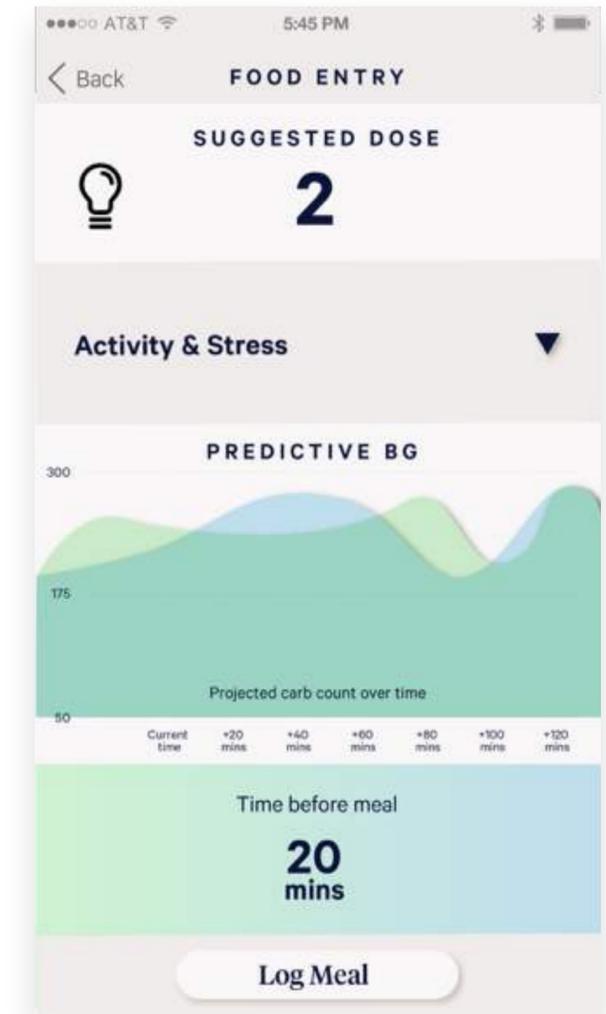
MATCHING TEXT WITH IMAGE

Guru searches an online inventory of geotagged images and matches the translated menu text with a user generated image including estimated carb count



TOTAL CARB COUNT

Guru calculates the estimated carbs of the meal the user is planning to eat before it calculates the bolus dose



PREDICTIVE BG GRAPH

Suggested insulin dose and time before meal with ability to view future effects



MEAL ENTRY

RESTAURANT WITHOUT ONLINE MENU



FEEDBACK NOTIFICATION

Guru reaches out to user for input to improve the accuracy of user uploaded data



USER IMAGE CAPTURE

User uploaded photo is geotagged and logged into the system

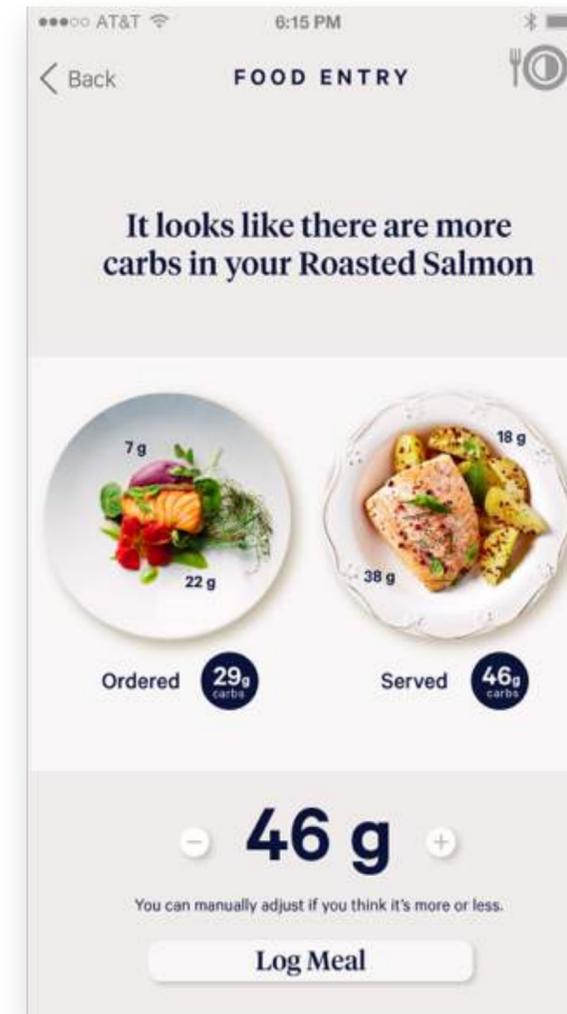
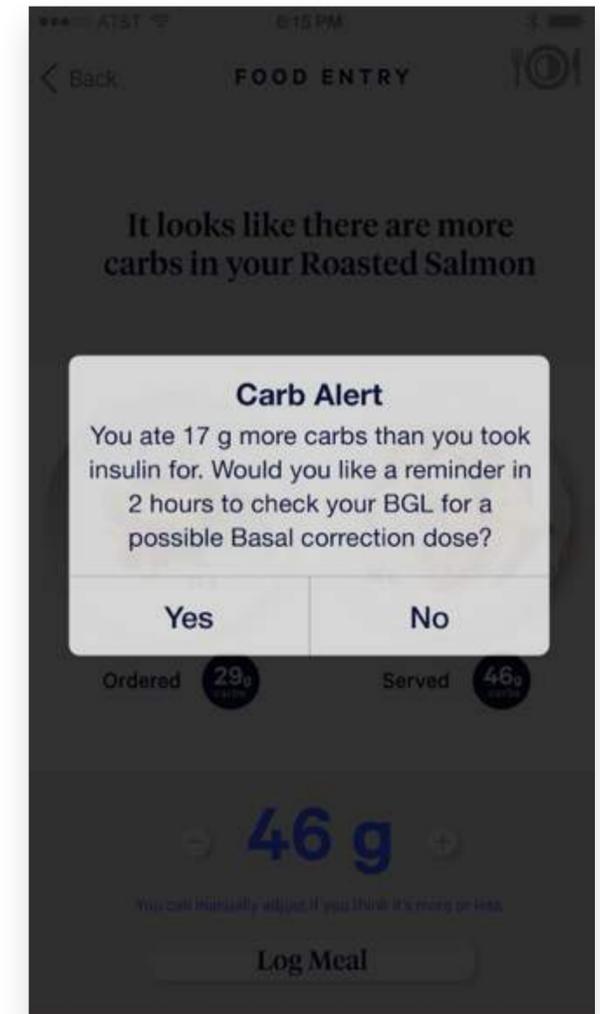


IMAGE RECOGNITION & COMPARISON

Meal Match compares the meal the user ordered with what they were served and the difference in carbs



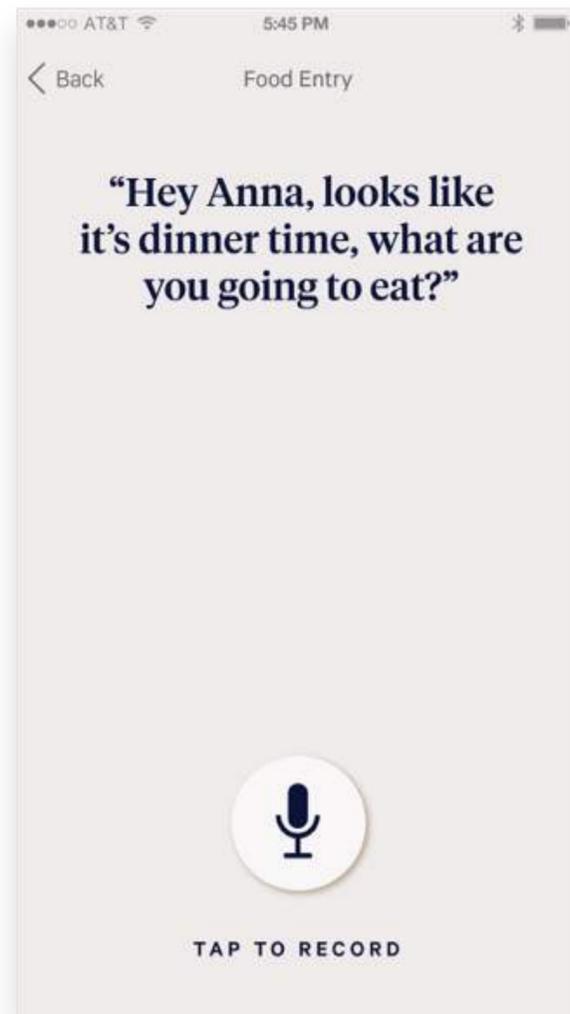
BASAL NOTIFICATION

If Guru detects a discrepancy in the amount of insulin the user took with the carbs consumed, a notification can remind them to take a basal dose



MEAL ENTRY

COOKING AT HOME



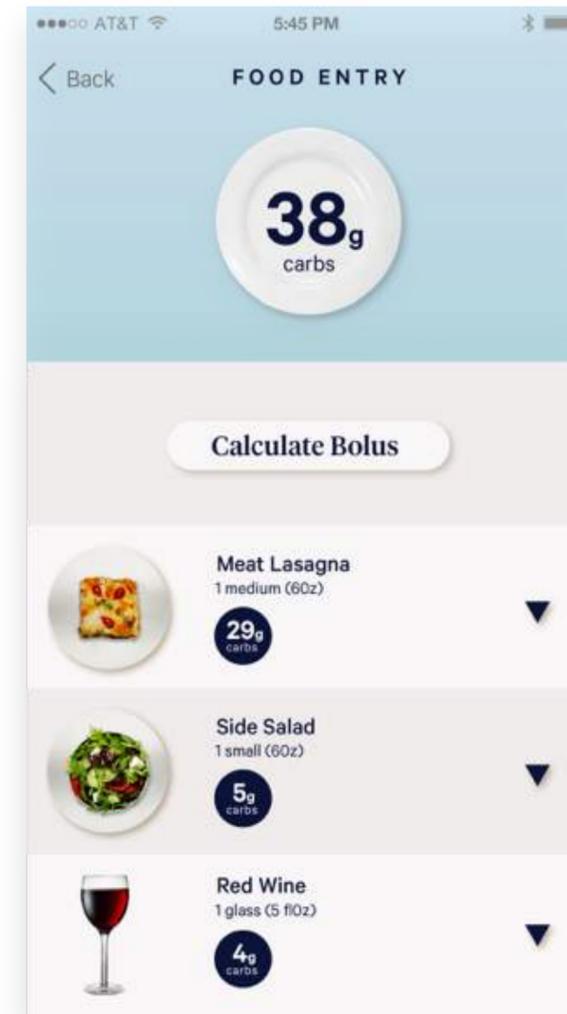
CONVERSATIONAL VOICE ASSISTANT

Guru inquires about the user's meal based on time of day



COLLOQUIAL FOOD ENTRY

The user states what they are planning to cook using common language



VOICE RECOGNITION

Guru identifies food items and estimated carbs based on user voiced inputs



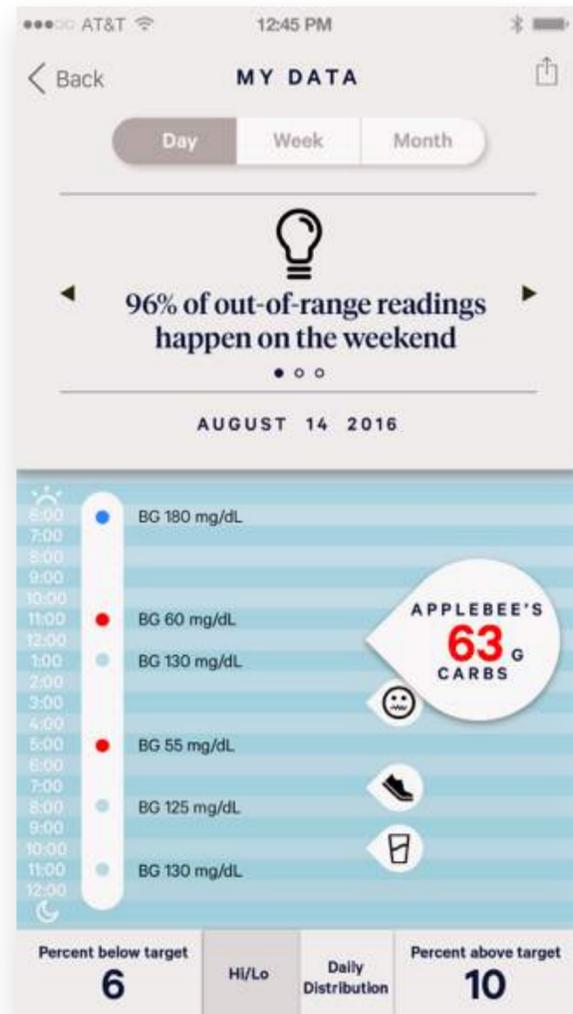
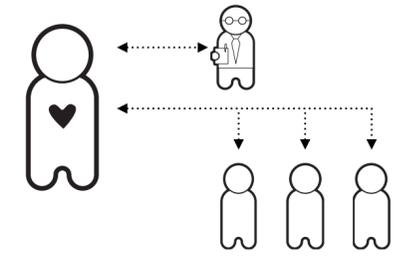
ADJUSTABLE PORTIONS

The user has the option to adjust portions to match what they plan to eat if it differs



OUTPUTS

HISTORICAL DATA



DAILY PATTERNS

User can view insulin doses, carbs, activity and moods with effects of BG mapped to them



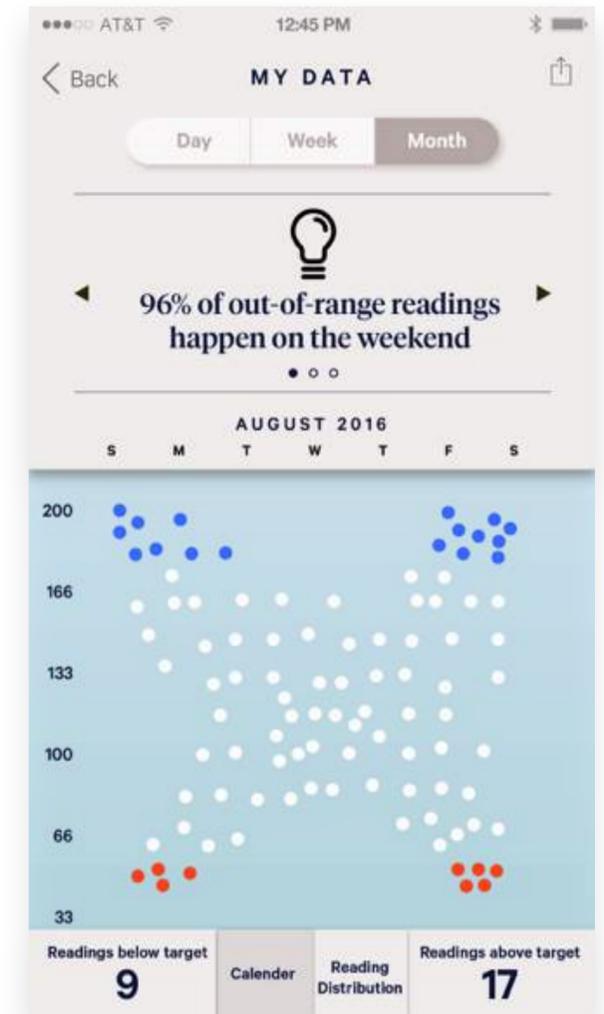
WEEKLY PATTERNS

High and low BG readings can be compared throughout the week



MONTHLY PATTERNS

Monthly readings are viewable with the option to see more details



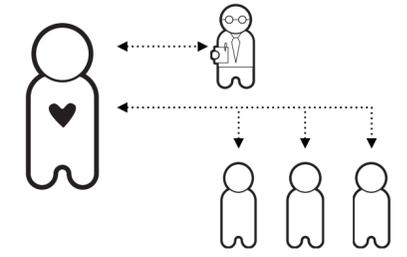
MACRO TRENDS

Connecting user behaviors to insights through aggregating and analyzing data



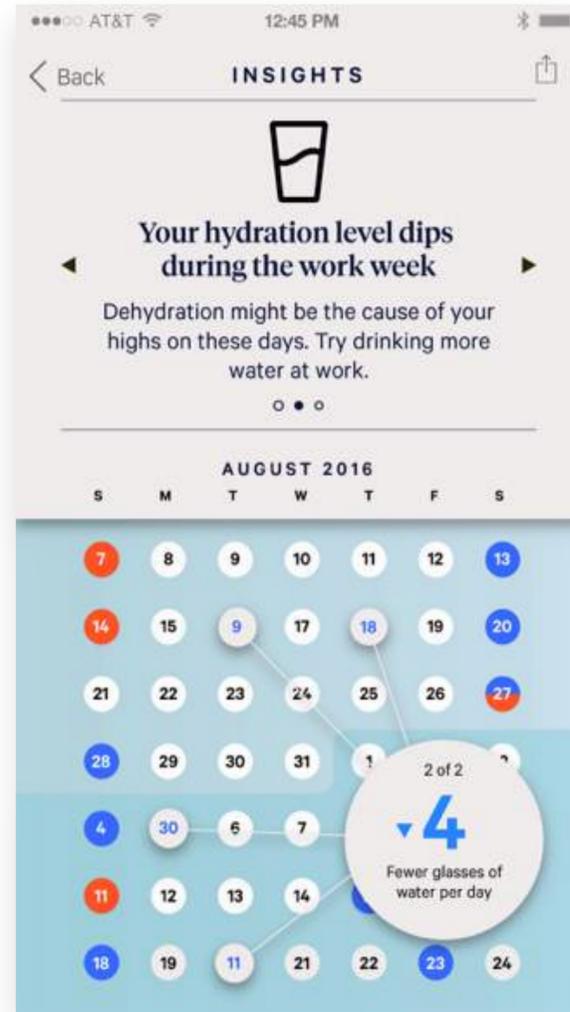
INSIGHTS

TRENDS & SUGGESTIONS



INSIGHTS BASED ON HISTORICAL DATA

Suggestions are served to the user through cause and effect relationships



BETTER INSIGHTS THROUGH MORE DATA

Guru's insights become more accurate and relevant to the user through a longer duration of use



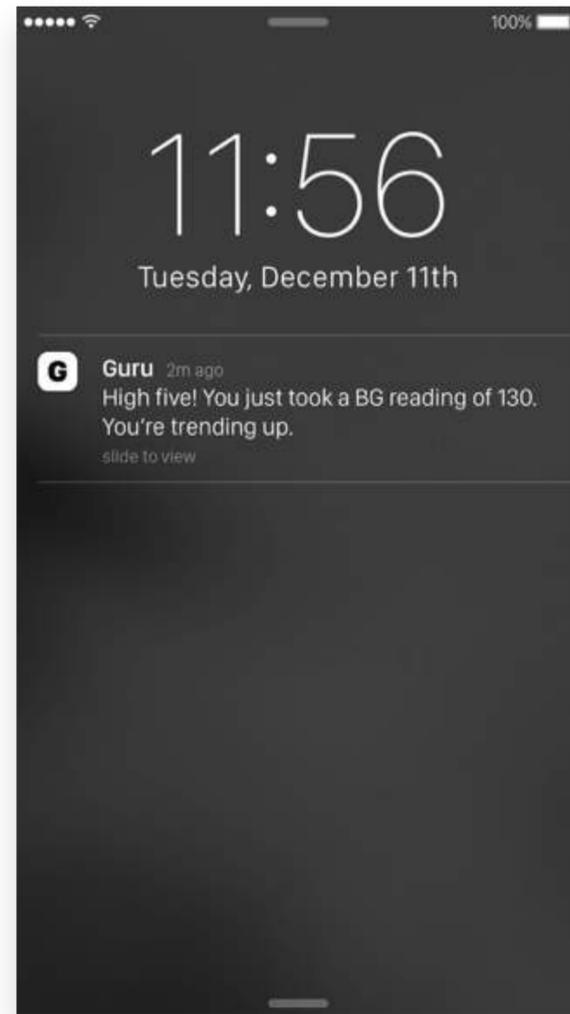
SHARABLE DATA

The user has the option to send reports directly to their doctor or family



POST BG READING

CONCEPTUAL WIREFRAMES



BG MONITOR CONNECTED TO GURU

A push notification confirms user of latest BG reading with condensed insight



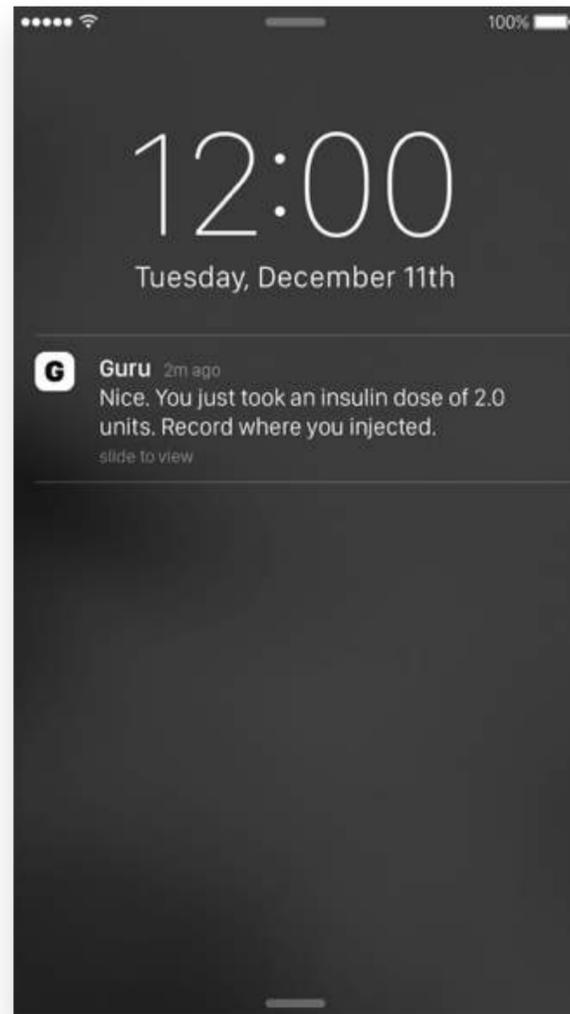
OPTION TO LOG ADDITIONAL DETAILS

The user has the option to swipe left on the notification to log additional moods & activities



POST BOLUS DOSING

CONCEPTUAL WIREFRAMES



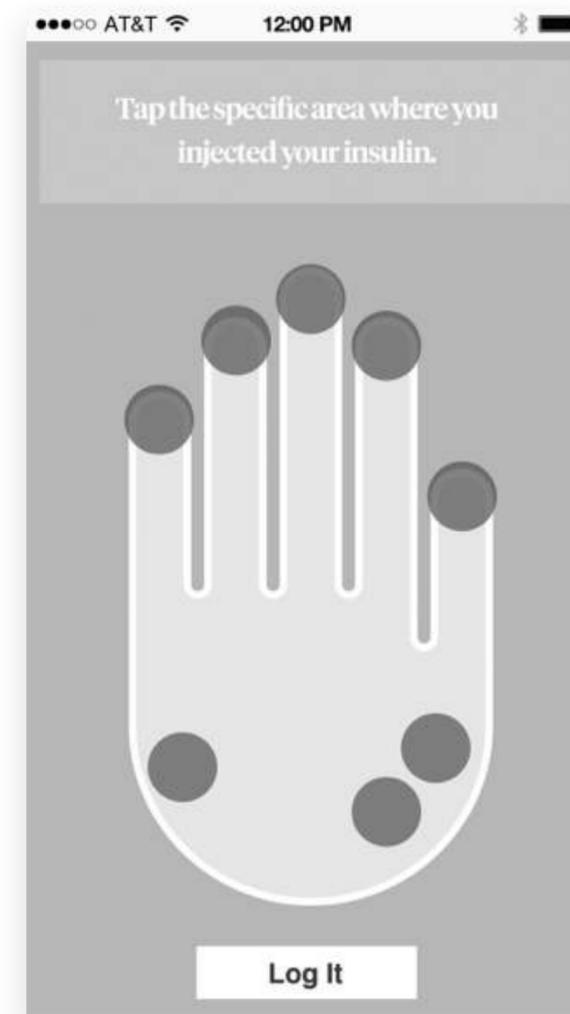
INSULIN PEN CONNECTED TO GURU

A push notification confirms user of latest insulin dosing



OPTION TO LOG INSULIN INJECTION AREA

The user has the option to swipe left on the notification to log where they injected the insulin



SPECIFIC INJECTION AREA LOGGING

Guru can suggest areas for next injection, avoiding multiple injections in the same area

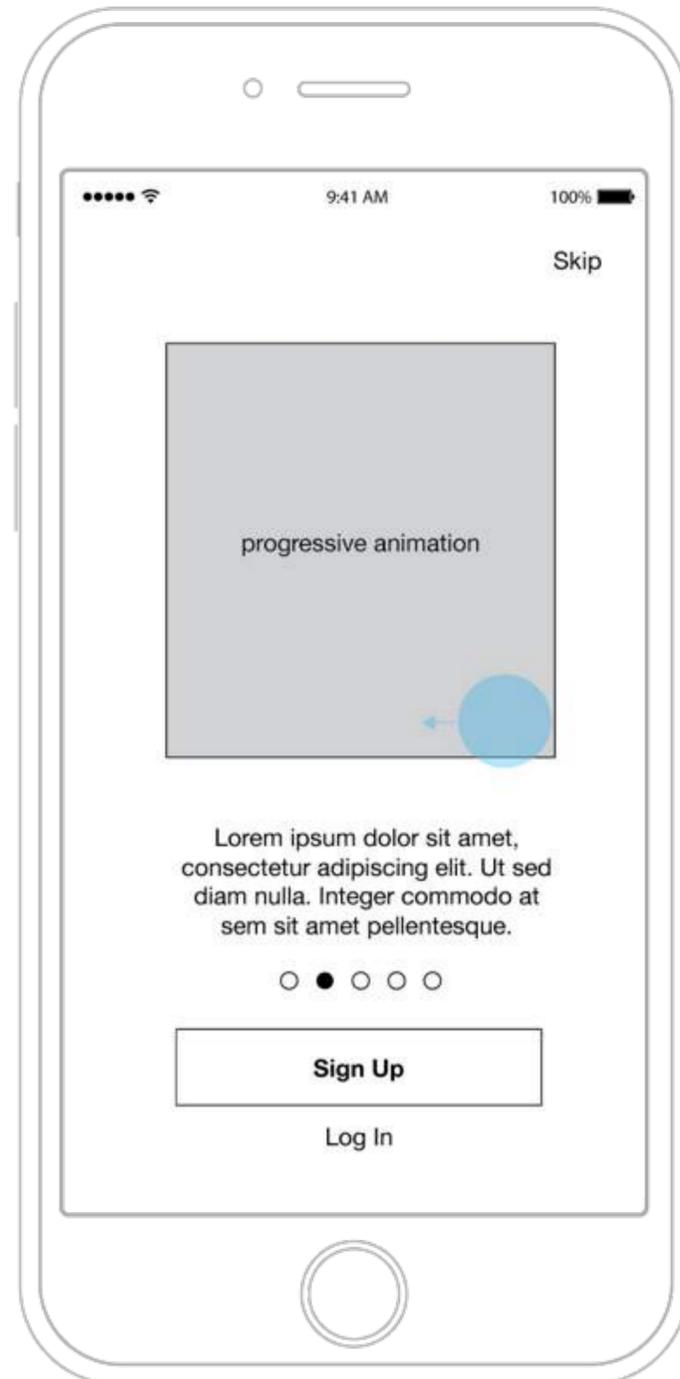
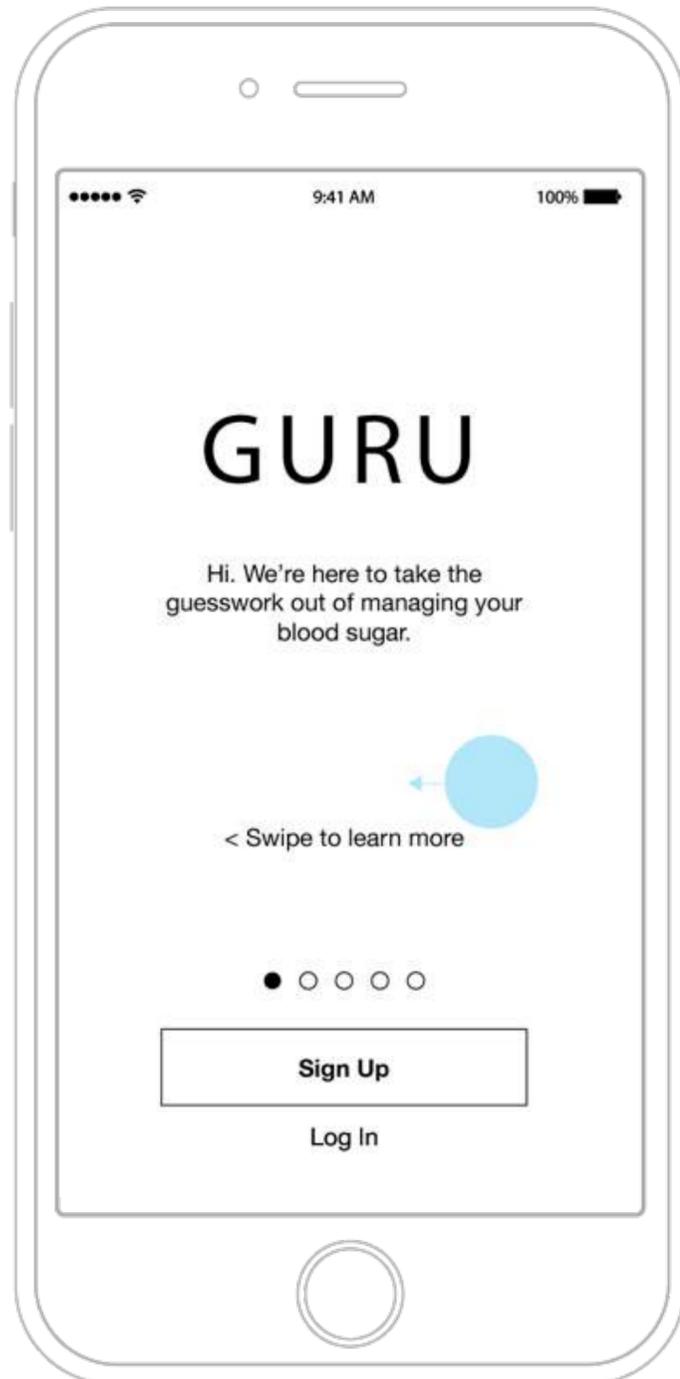


WIREFRAMES

MVP ENROLLMENT & ONBOARDING



ONBOARDING VALUE PROPOSITION



Reinforce why the user has downloaded this app and provide a compelling reason for users to complete the profile configuration. Language is familiar, not scientific. Message is that of confidence and empowerment to the user to be free from the tedium of manual guesswork and calculations.



ONBOARDING REGISTRATION

Social sign-in (Facebook or Google) truncates this step and eliminates typing. Speedy if the user is interested in it. We won't ask to share any information - just a secure credential.

9:41 AM 100%

< Back Sign up

First Name

Last Name

Email

Password

Sign up with facebook

Sign up with Google

By signing up I agree to [Terms and Conditions](#)

Next

9:41 AM 100%

< Back Sign up

Anna

Johnson

anna.johnson@gmail.com

Password

Sign up with facebook

Sign up with Google

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 space return

9:41 AM 100%

< Back Sign up

Anna

Johnson

anna.johnson@gmail.com

[At least 8 characters] SHOW

Password

Sign up with facebook

Sign up with Google

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 space return

9:41 AM 100%

< Back Sign up

Anna

Johnson

anna.johnson@gmail.com

password| HIDE

Password

Sign up with facebook

Sign up with Google

q w e r t y u i o p

a s d f g h j k l

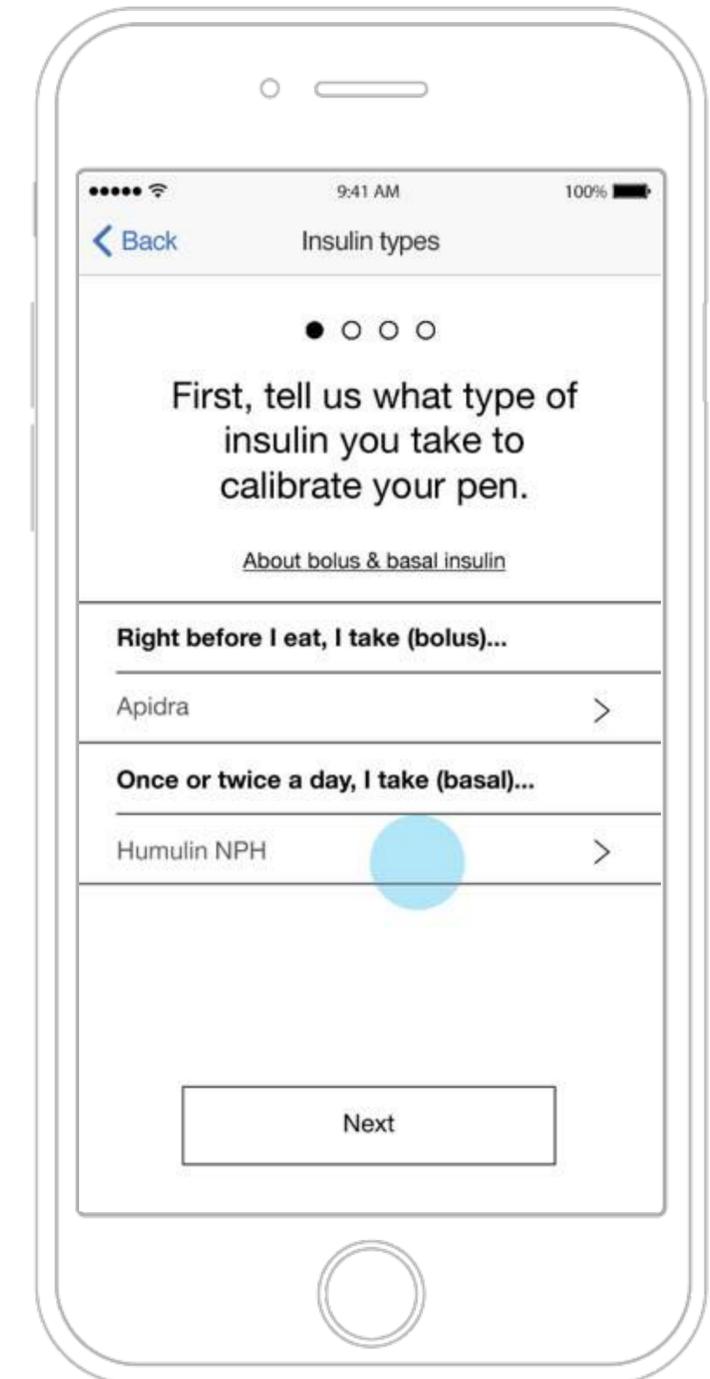
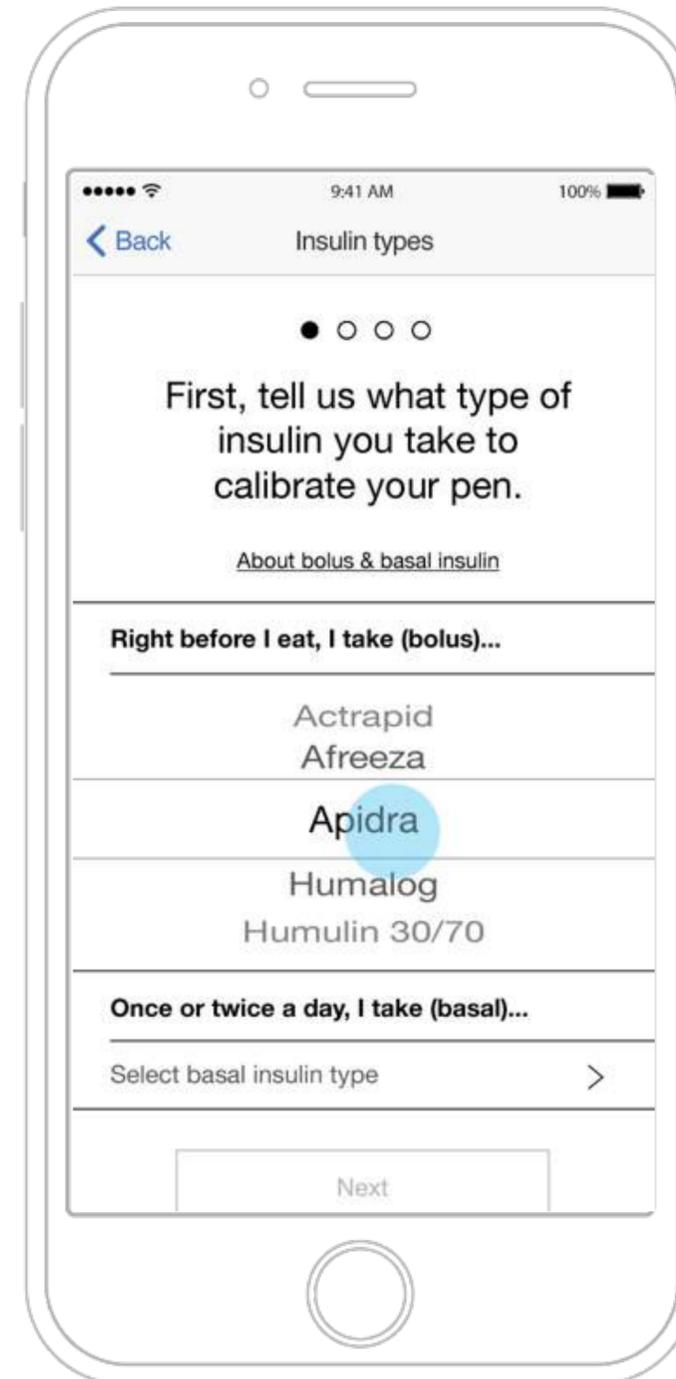
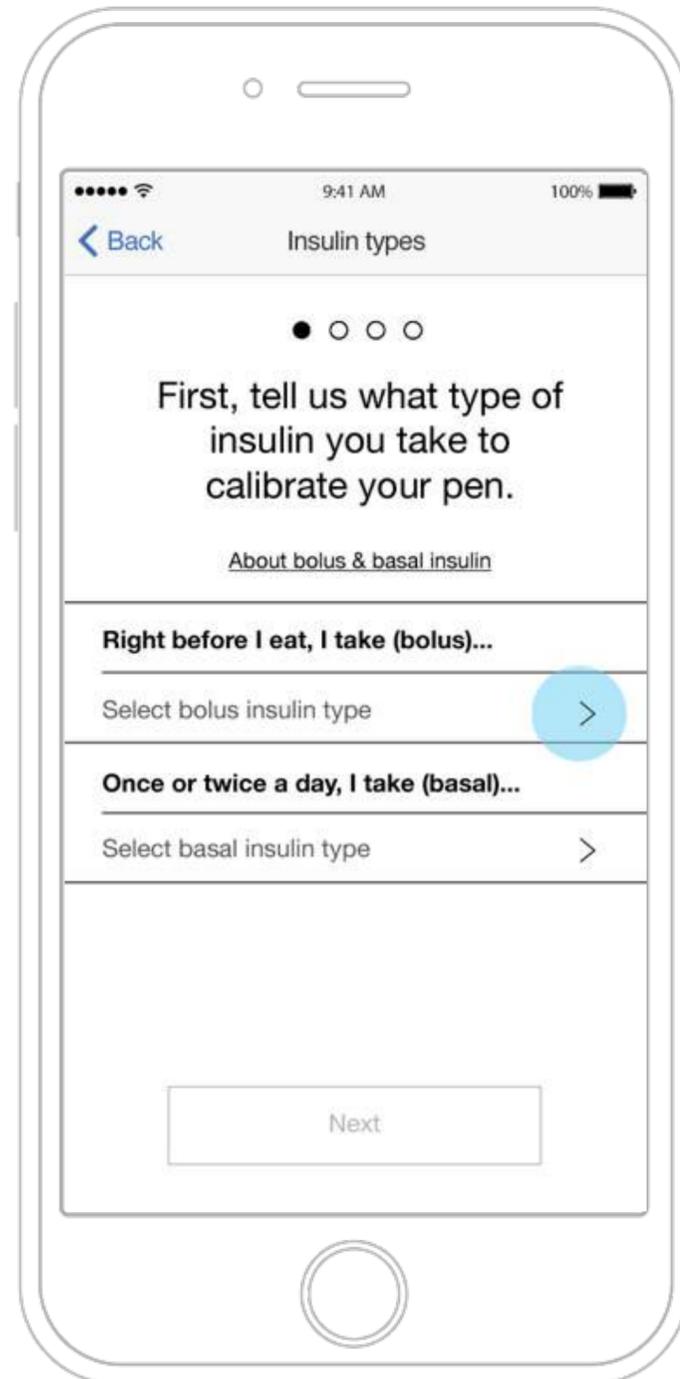
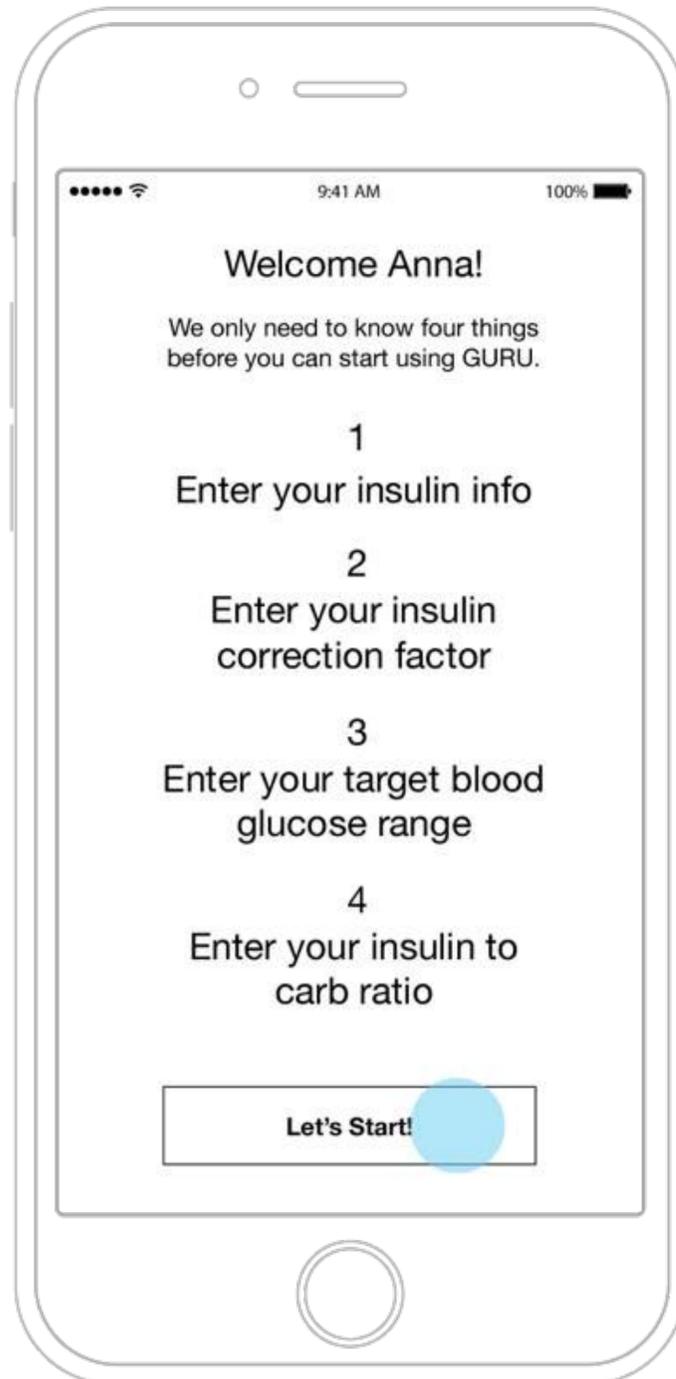
z x c v b n m

123 space return



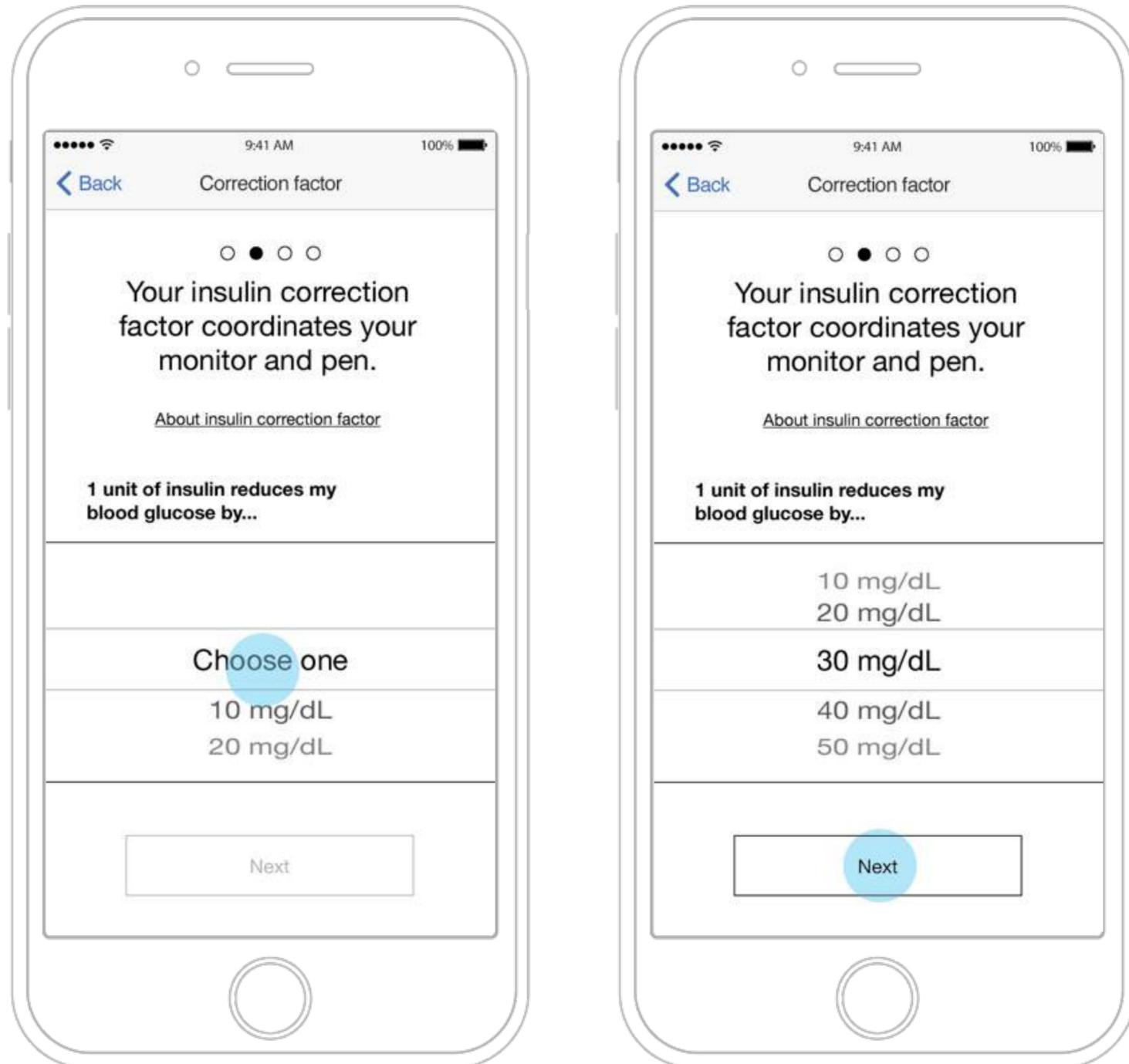
ONBOARDING INSULIN TYPES

Each of the four steps is explained in familiar language that describes why we're asking for the information. Links explaining the topic and what we are doing with the information, support users entering data confidently. Form fields frame the information in ways that are familiar.



ONBOARDING

INSULIN CORRECTION FACTOR

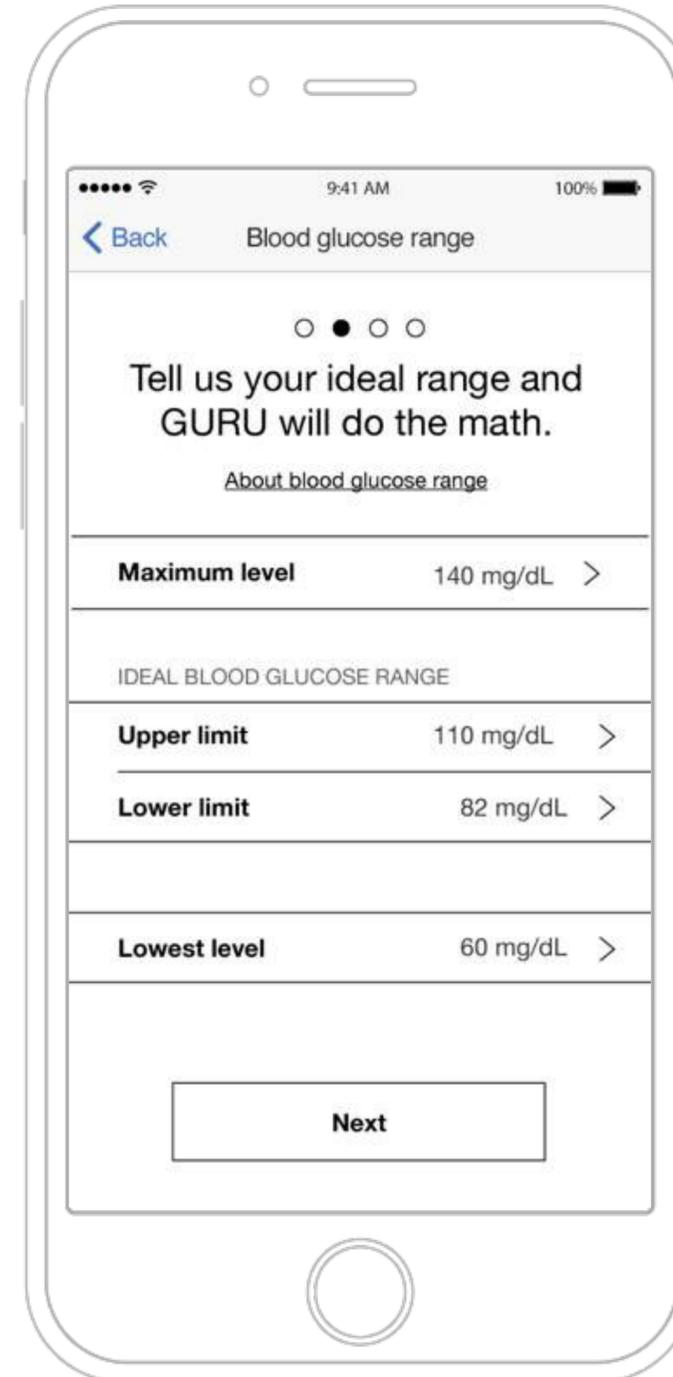
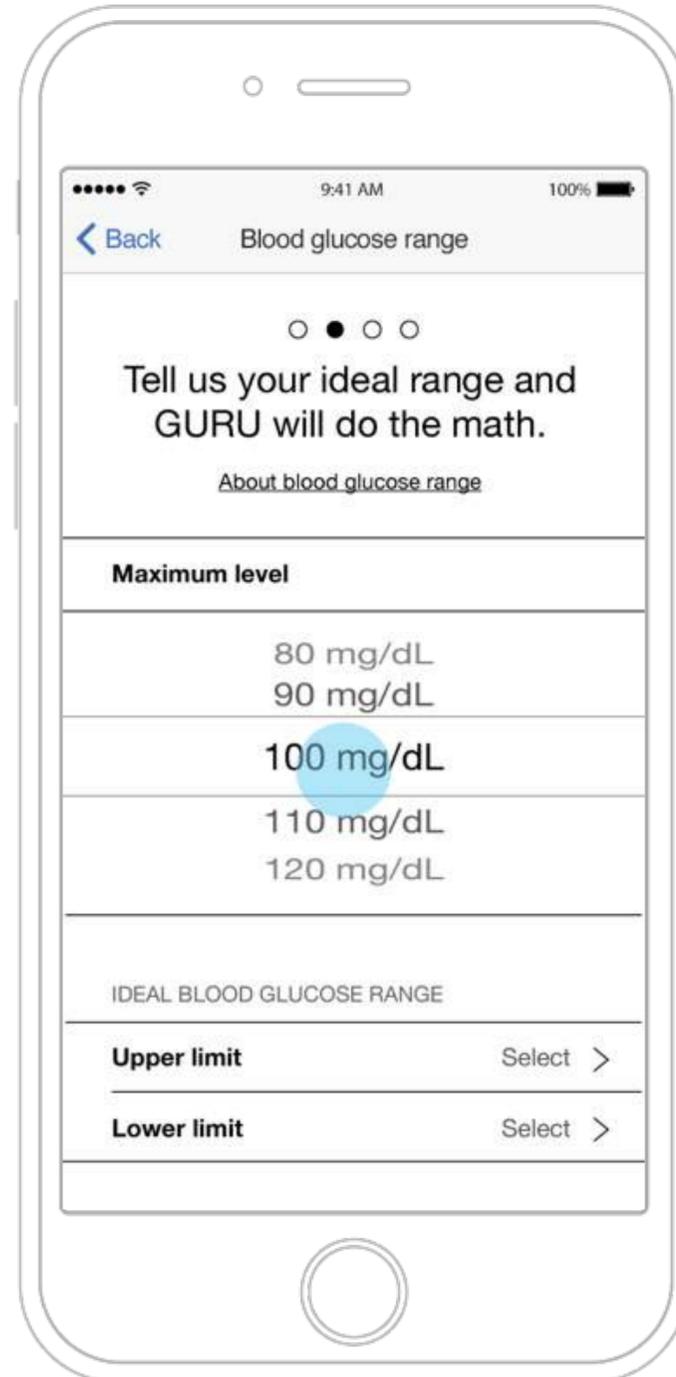
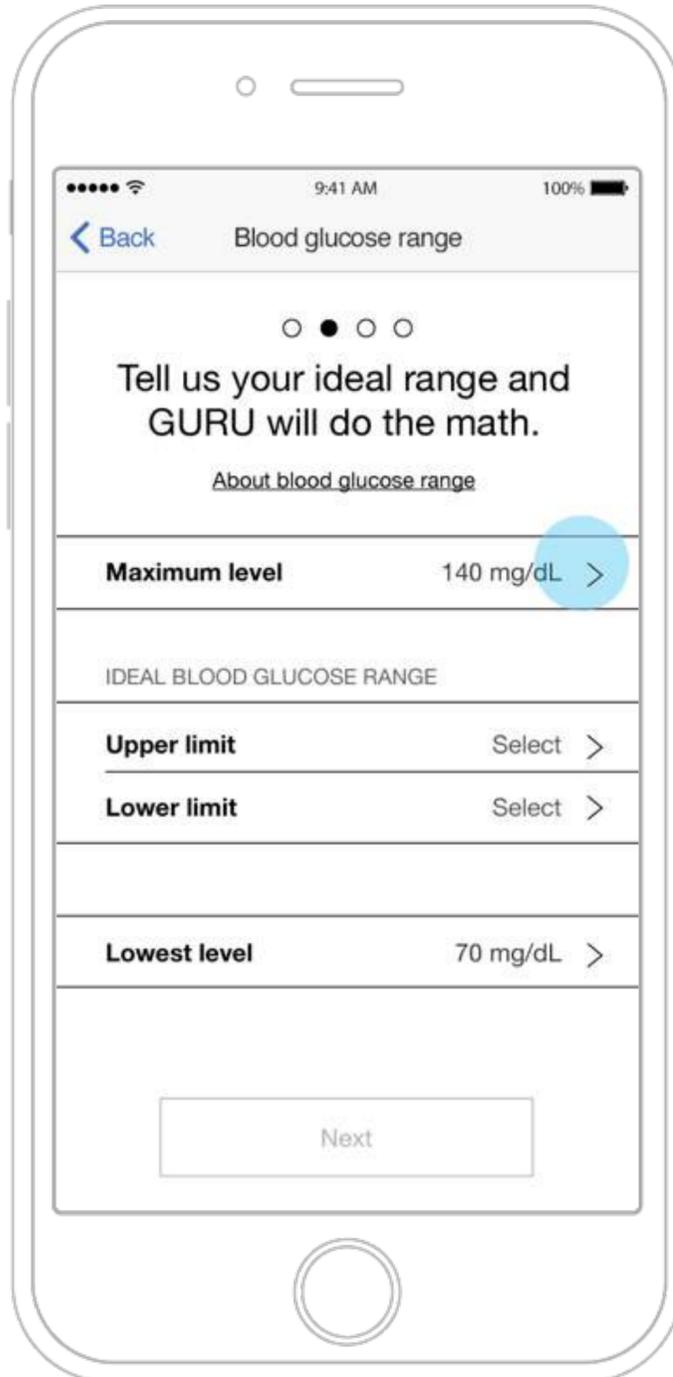


Instead of putting all these questions on one page, we have chosen to show the user one topic at a time so they can rapidly move through each screen. This gives people a better sense of progress than filling out a single dense screen. The progress indicator below the title bar also provides context.



ONBOARDING IDEAL BGL RANGE

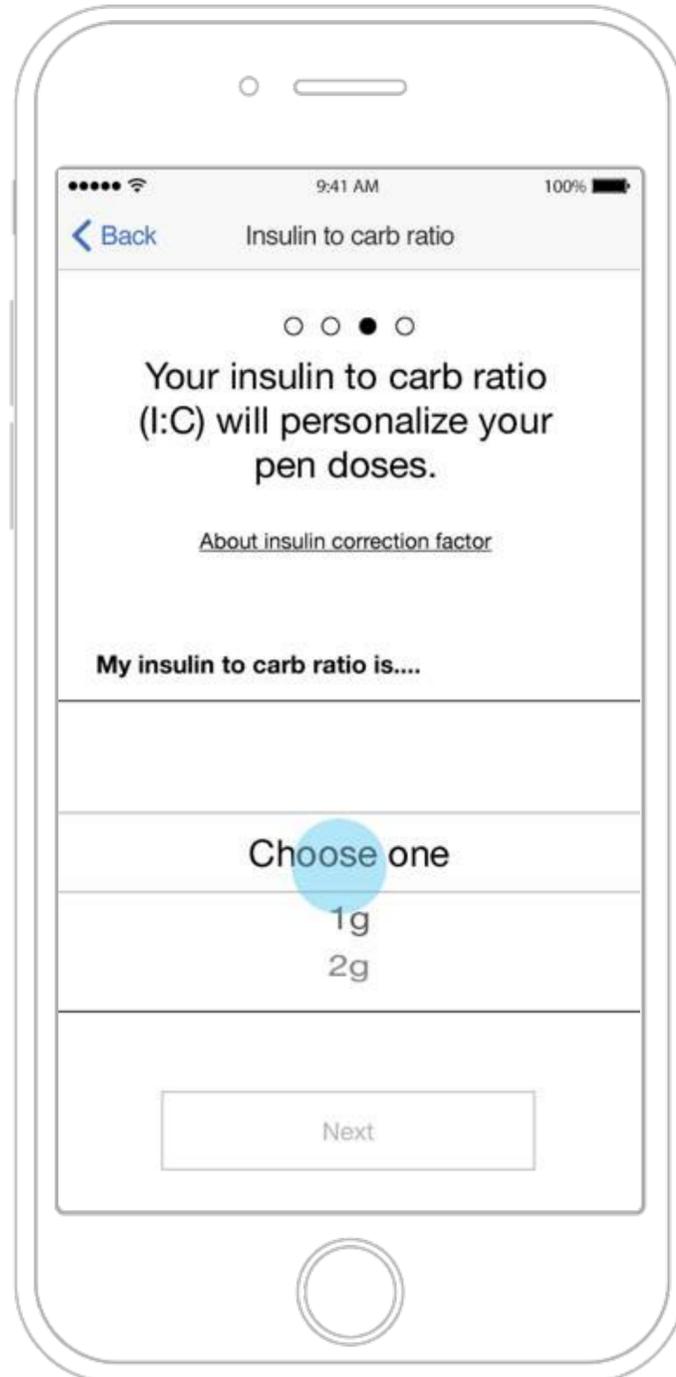
Wherever possible we want to take educated guesses and provide smart default settings. One opportunity could be the maximum and minimum BG settings.



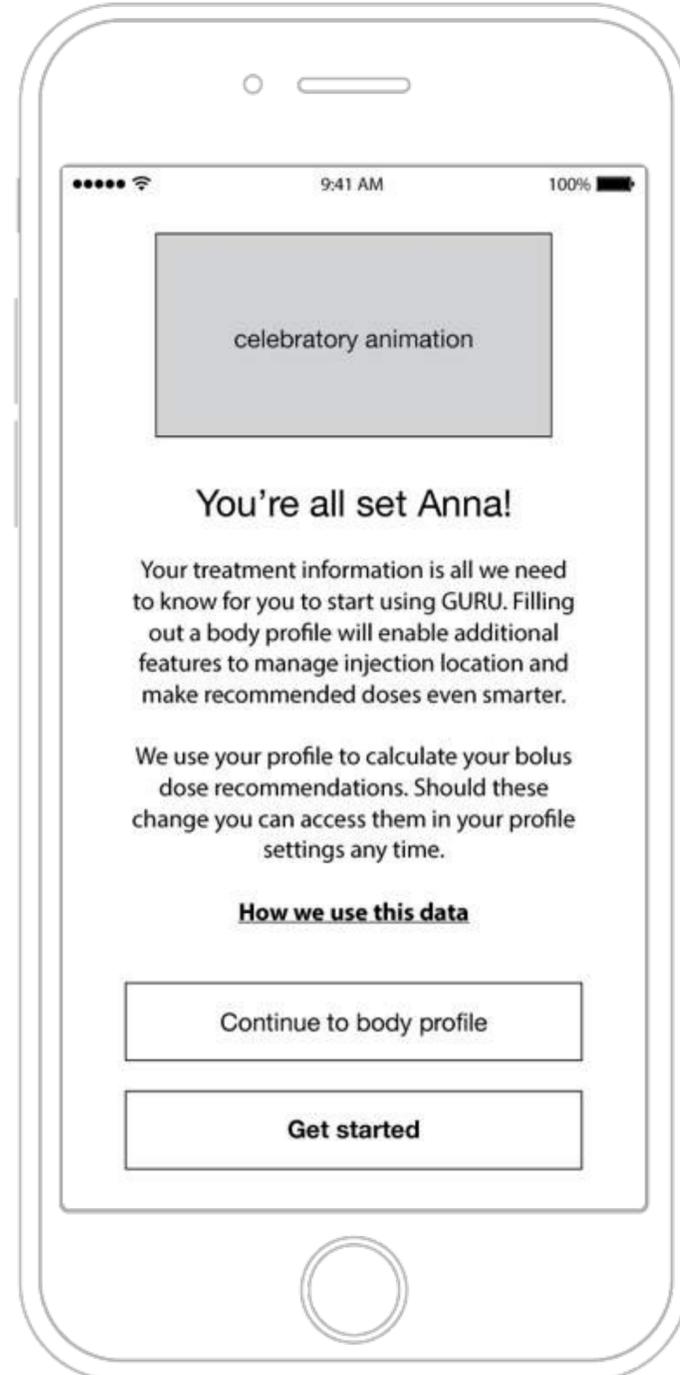
ONBOARDING

INSULIN TO CARB RATIO

Using the same iOS conventions throughout the flow makes data entry faster.



ONBOARDING REVIEW AND CONFIRMATION



A summary presentation of all the critical info GURU just gathered. Fields are editable and users have one last opportunity to make any adjustments. Once they have confirmed we take the opportunity to lighten the mood with an animation, photography, GIF, or live background. This is the last bit of education where we tell the user where to access their profile and how to make GURU even smarter. If they want to take the time and continue giving us personal information like weight, height, and behavioral qualities (exercise habits, favorite foods, favorite restaurants, etc.) we provide a link here.



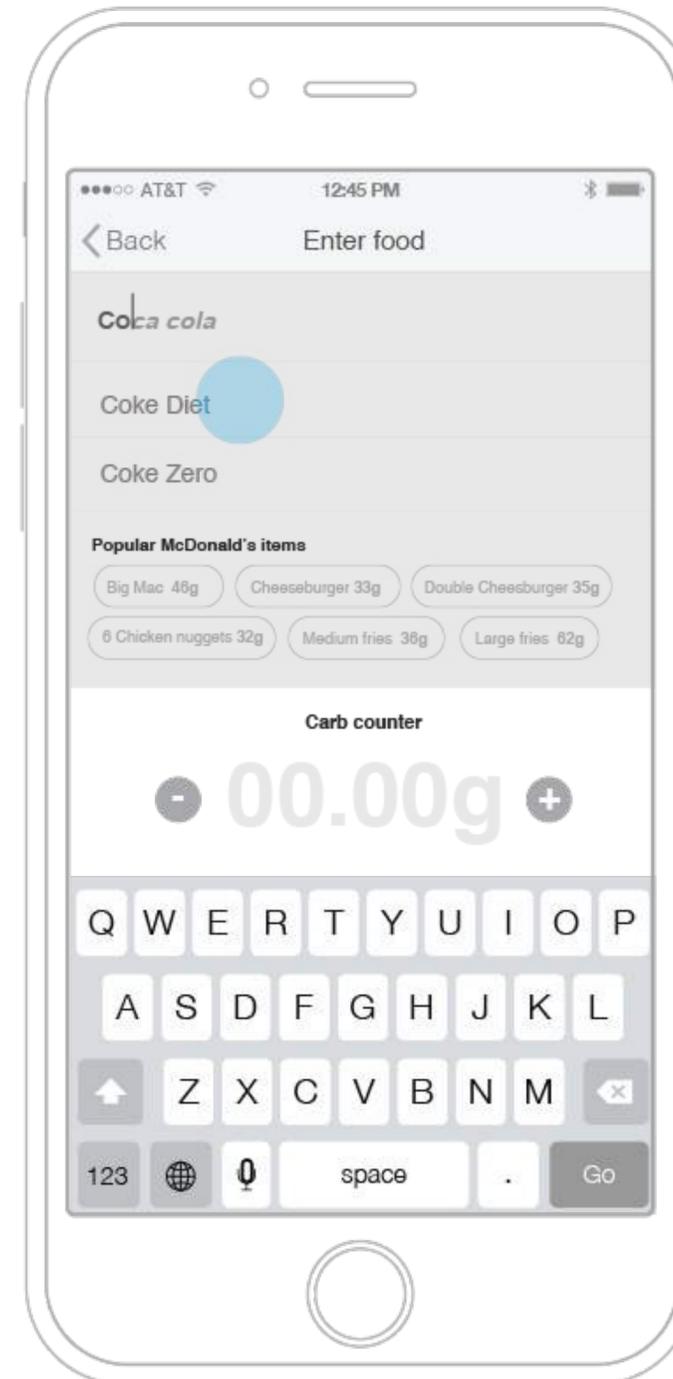
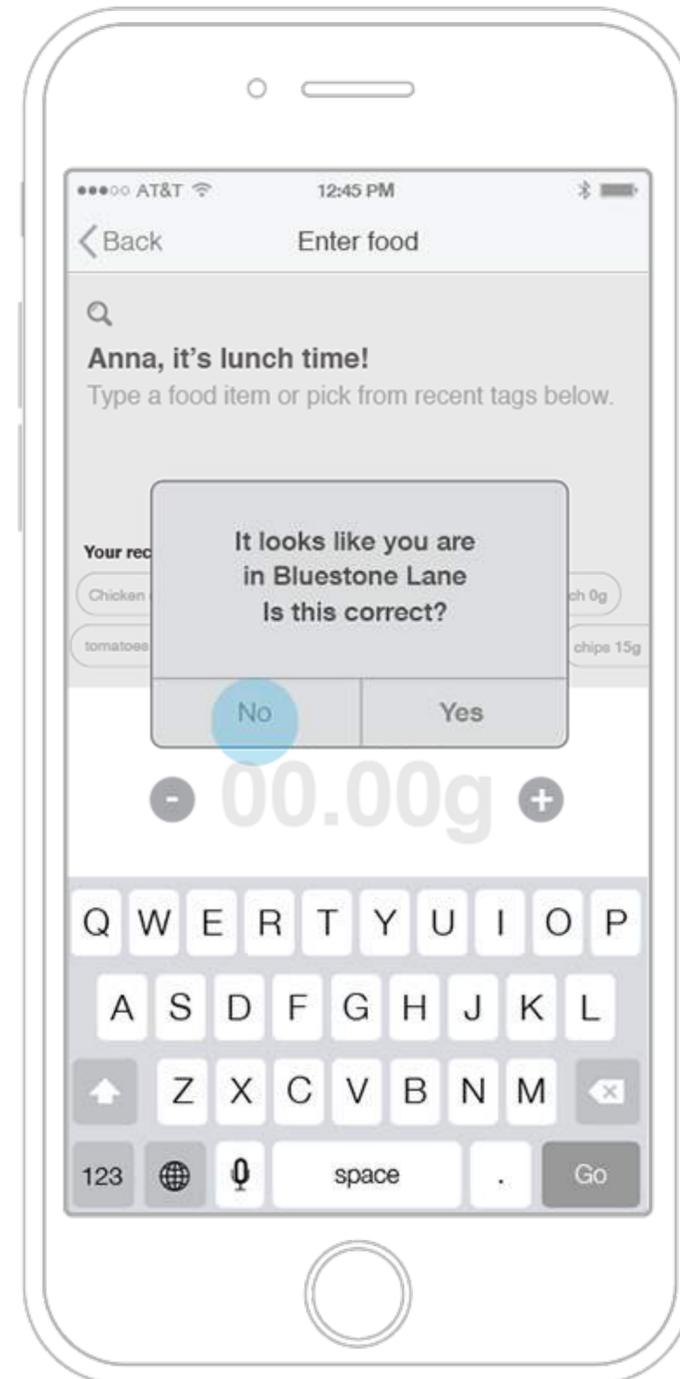
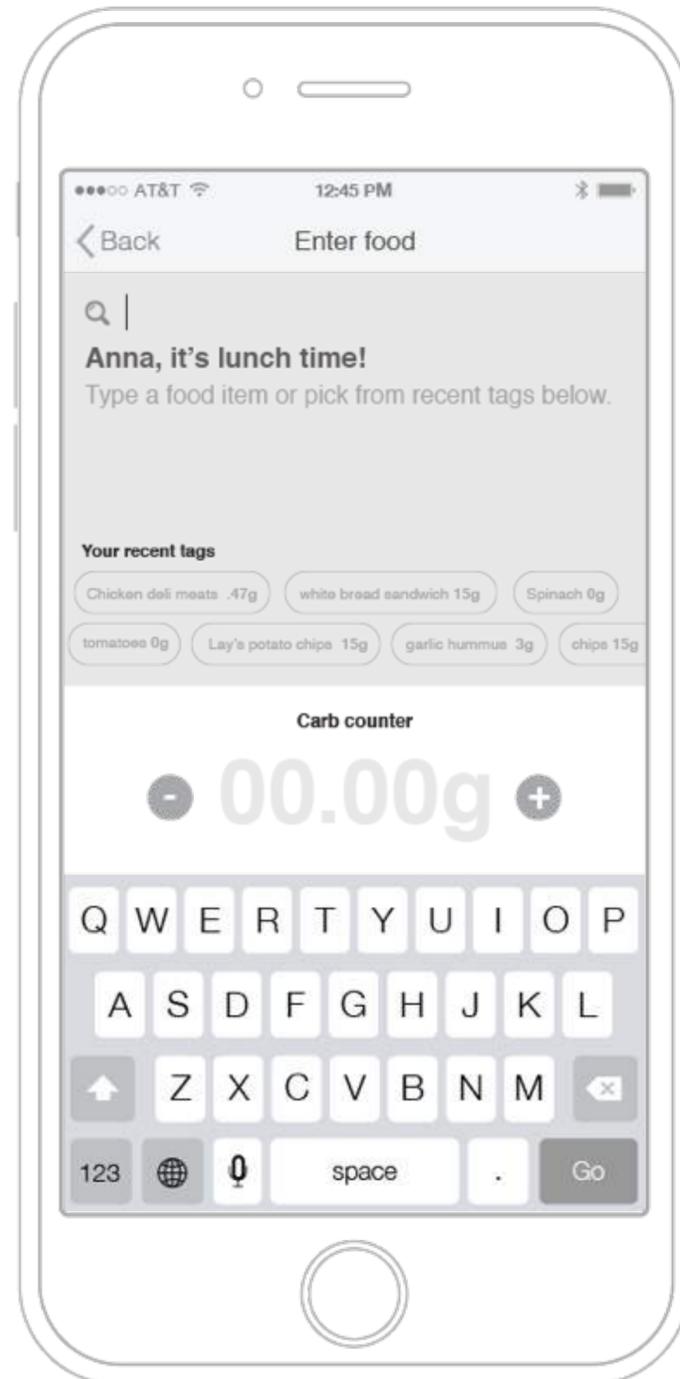
WIREFRAMES

MVP MEAL TIME DATA ENTRY & OUTPUTS FLOW



MEAL TIME DATA ENTRY

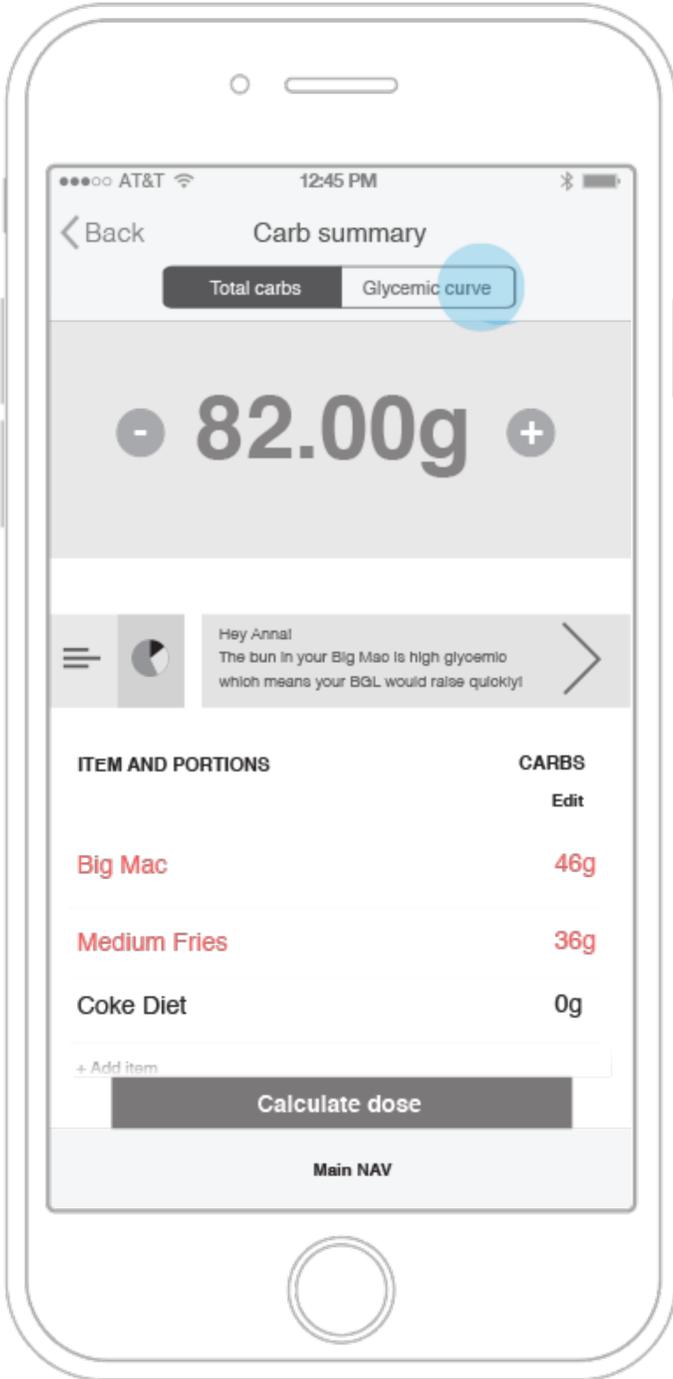
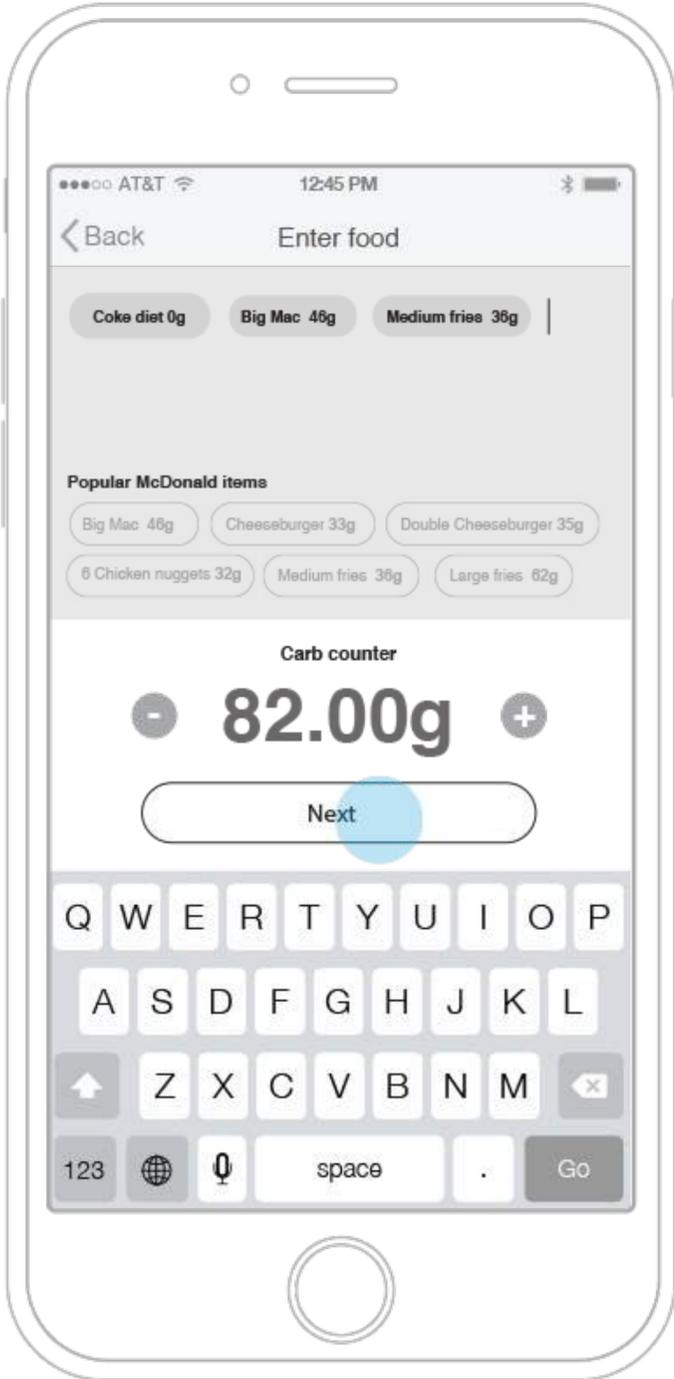
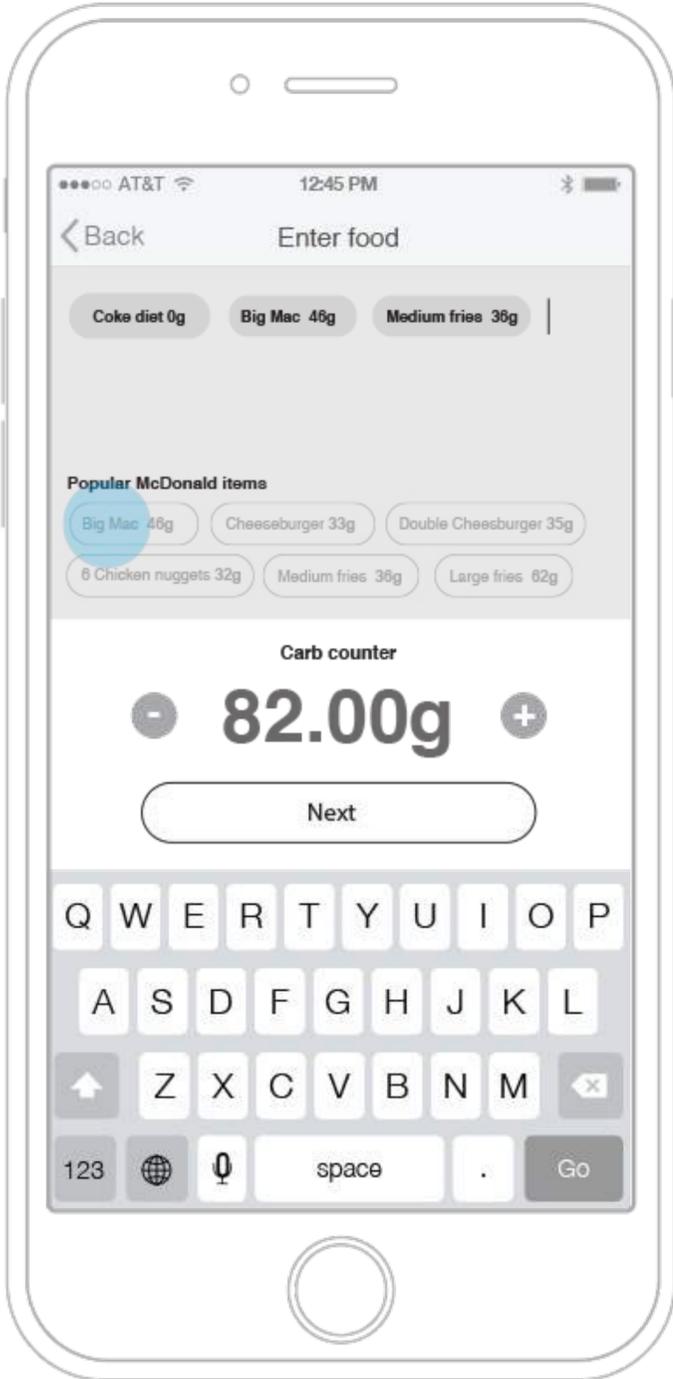
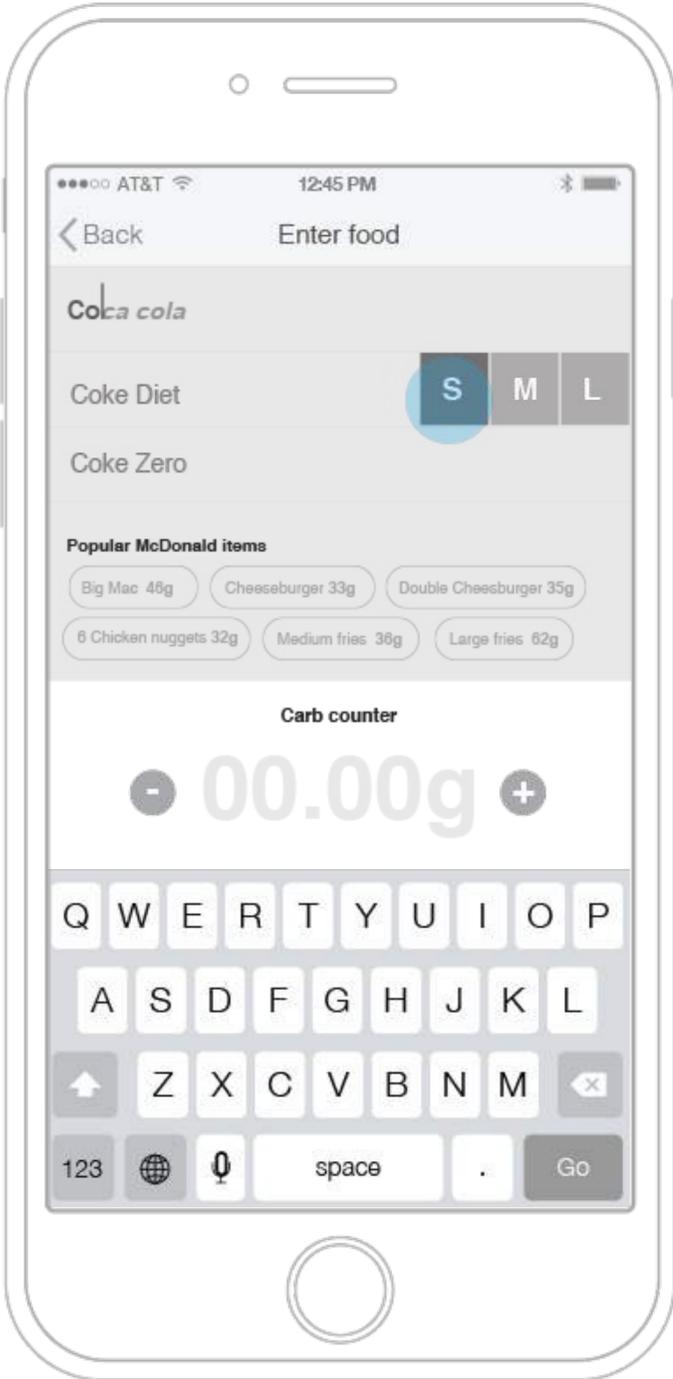
This flow seeks to improve precision and alleviate the data entry fatigue that's typical in meal-time carb counting. This will improve the ease and effectiveness of bolus decision making.



- Smart search feature auto populates likely items based on time of day
- Ability to save recent searches for streamlining future calculations
- Human POV for portion measuring and smart default options
- Visual summary of total carb counts with optional educational information on glycemic index of each item

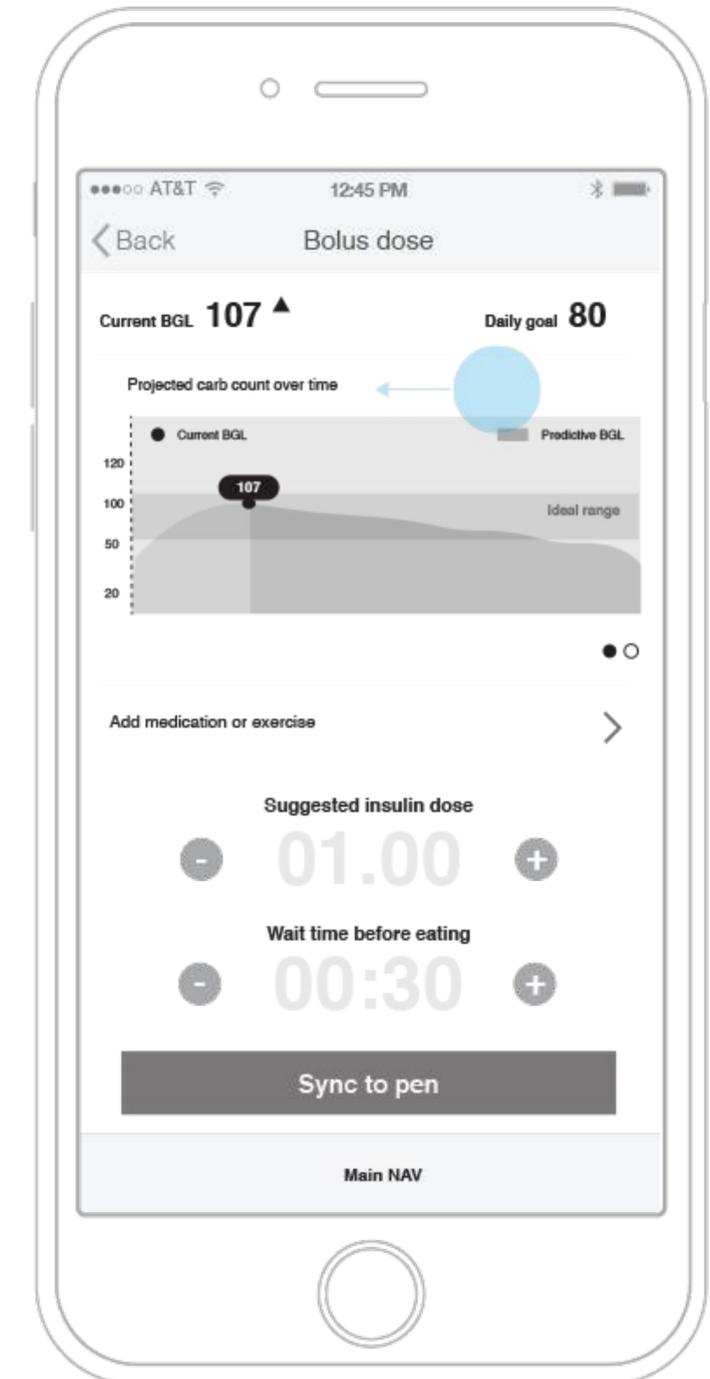
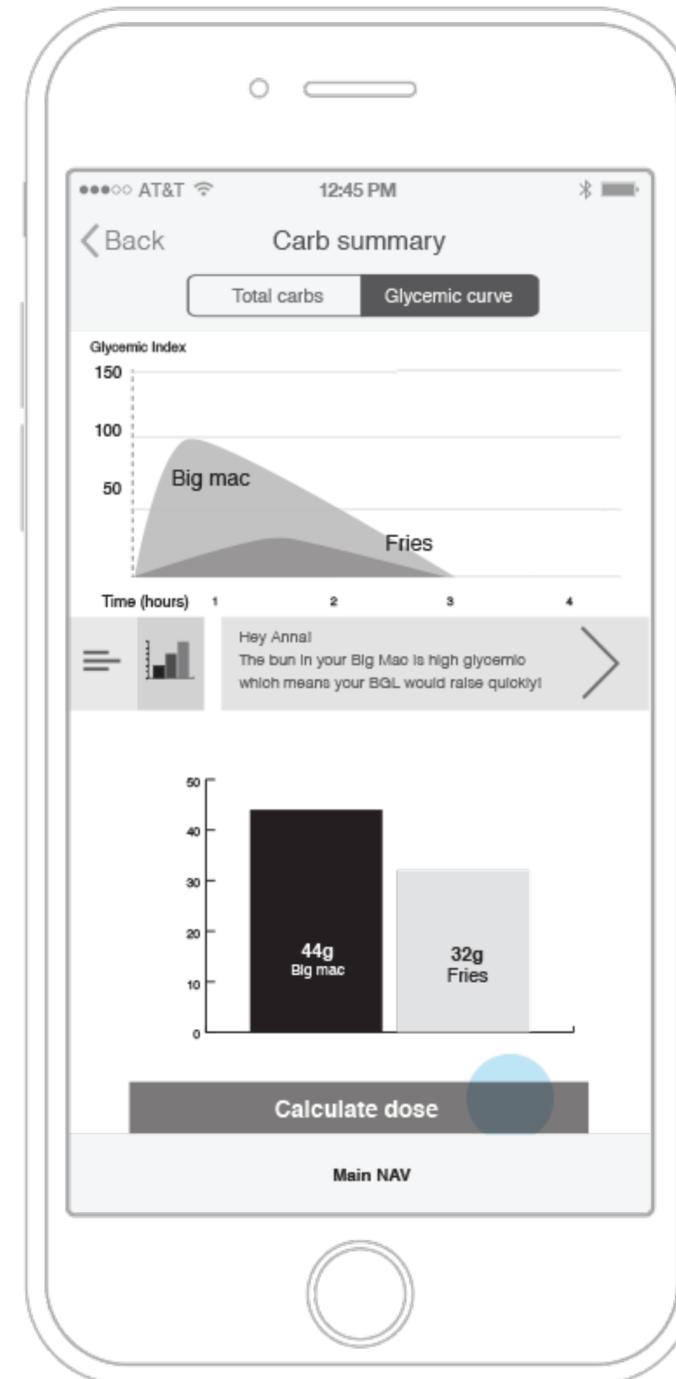
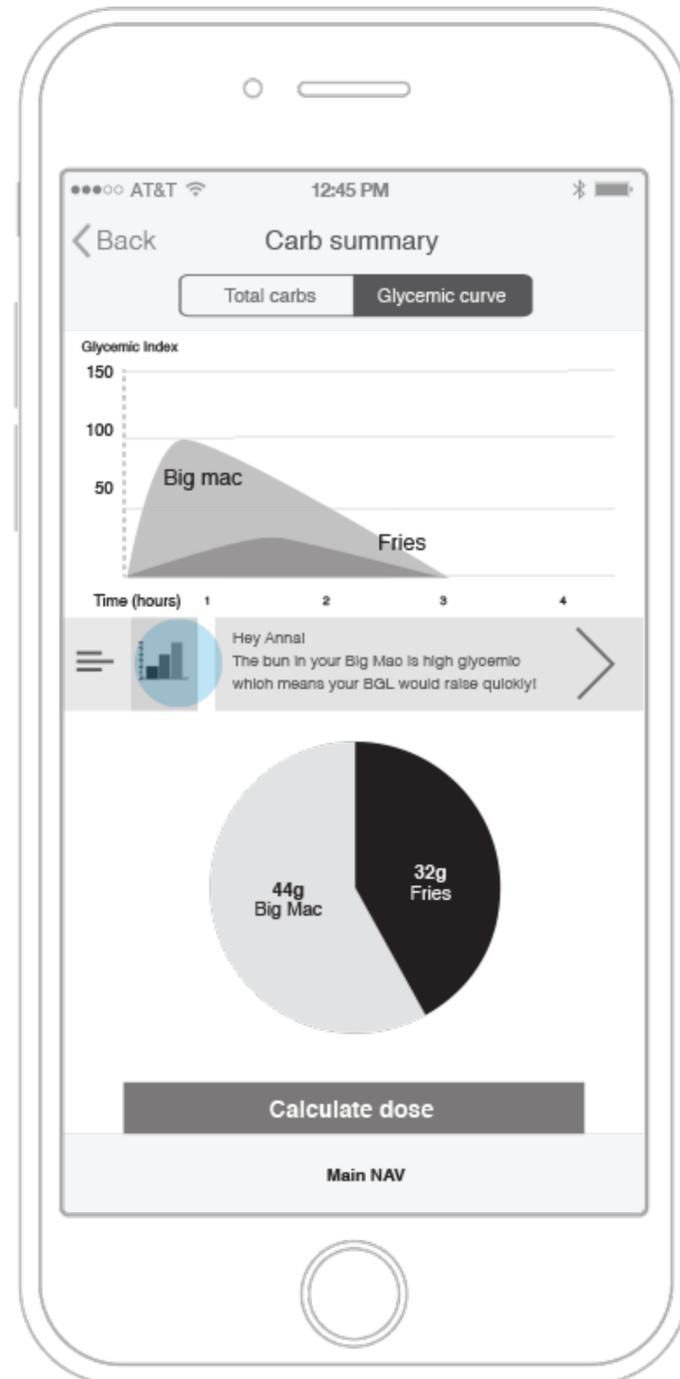
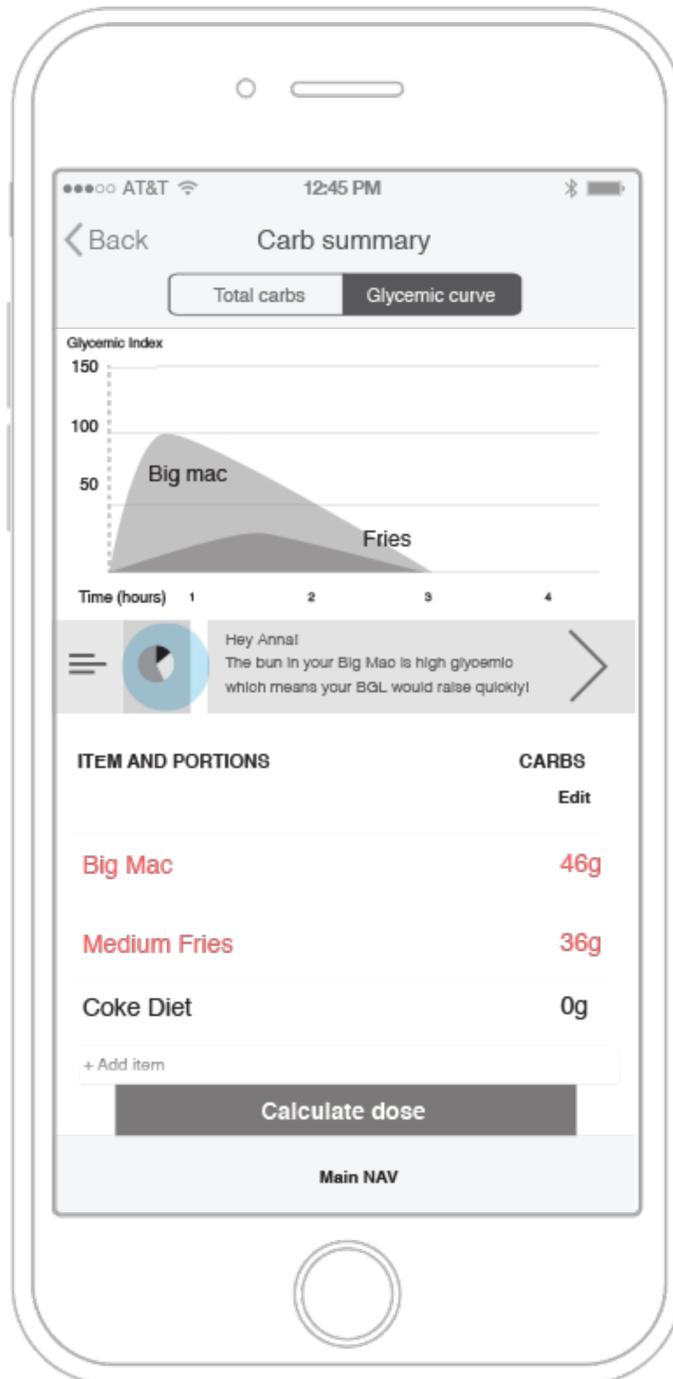


MEAL TIME DATA ENTRY



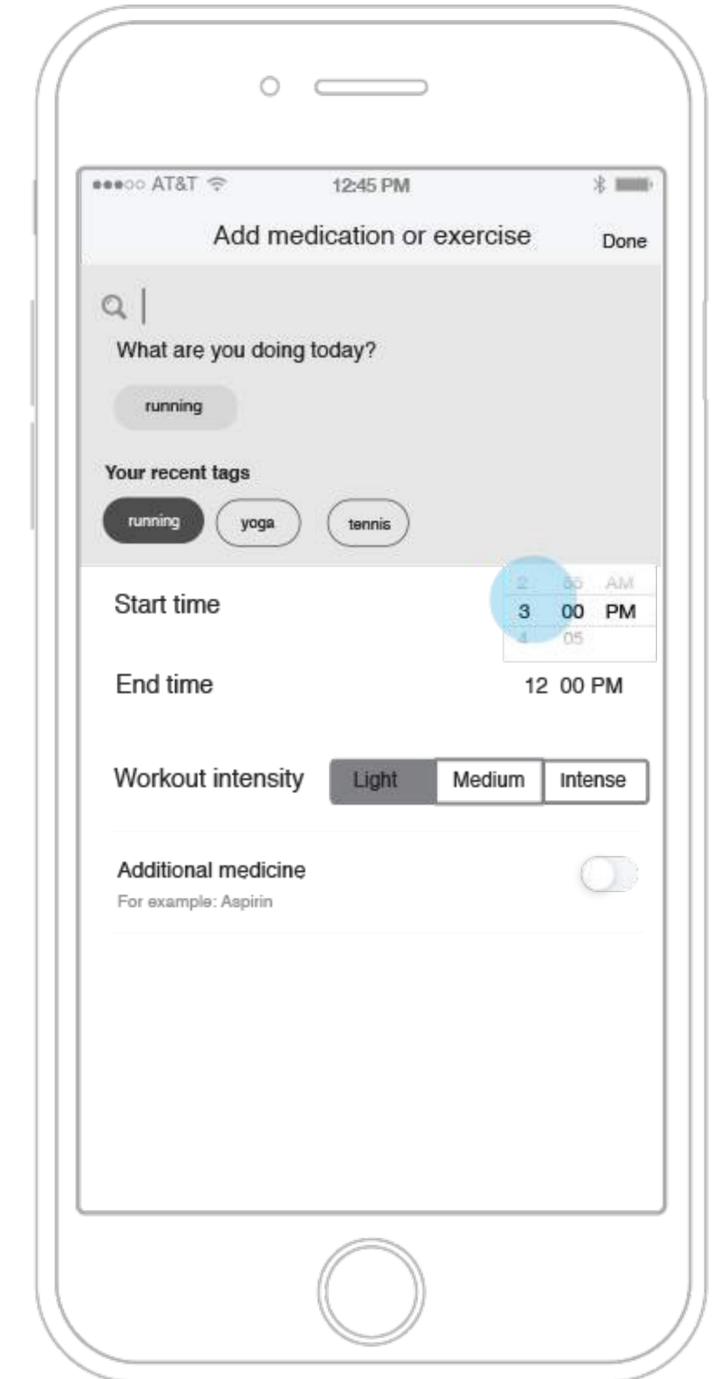
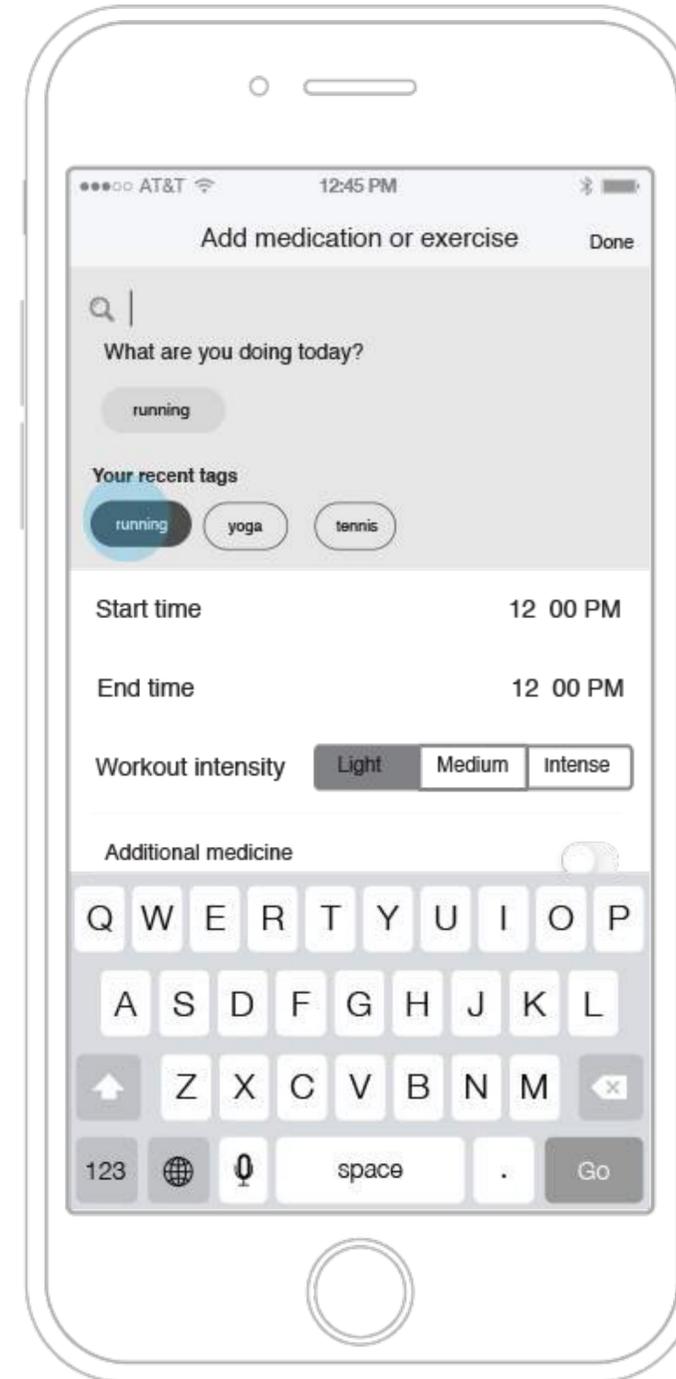
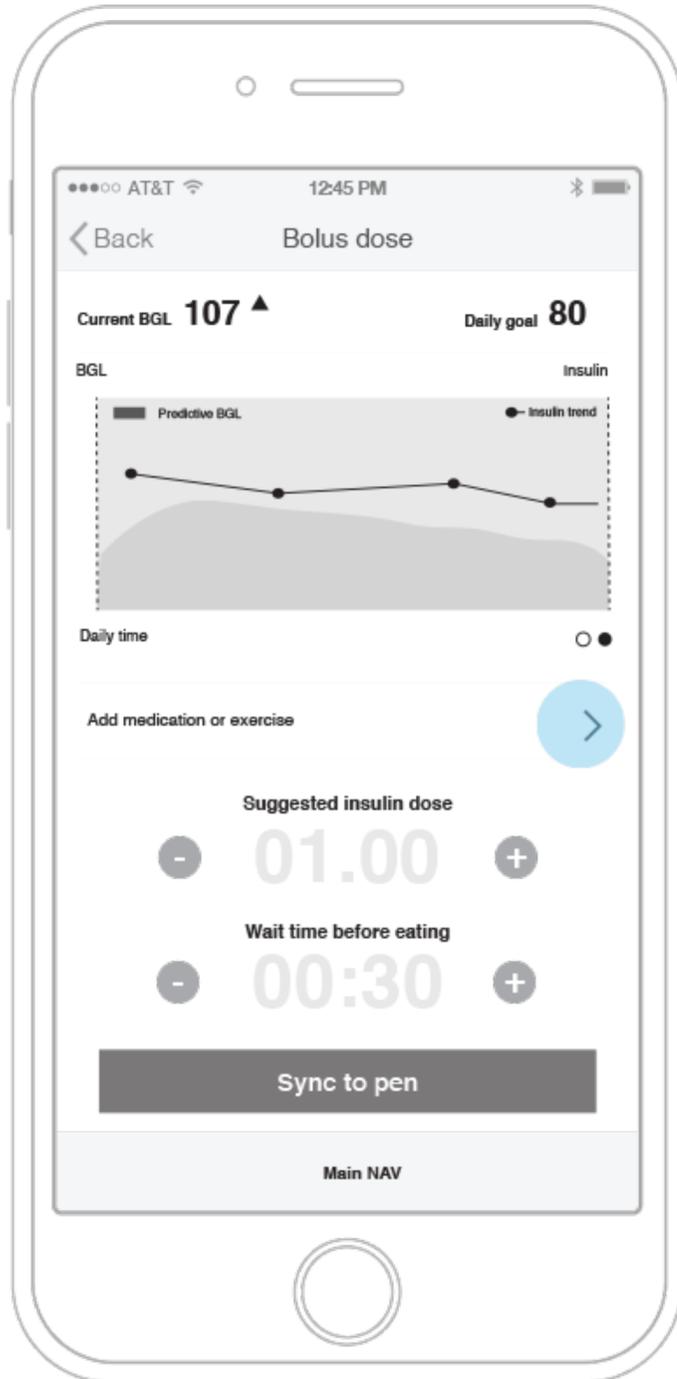
OUTPUT FLOW

Visual summary of total carb counts with optional educational information on glycemic index of each item. Visualization of interactive predicted BG and time before eating seeks to help users connect the dots between their action and the effects on BGL.



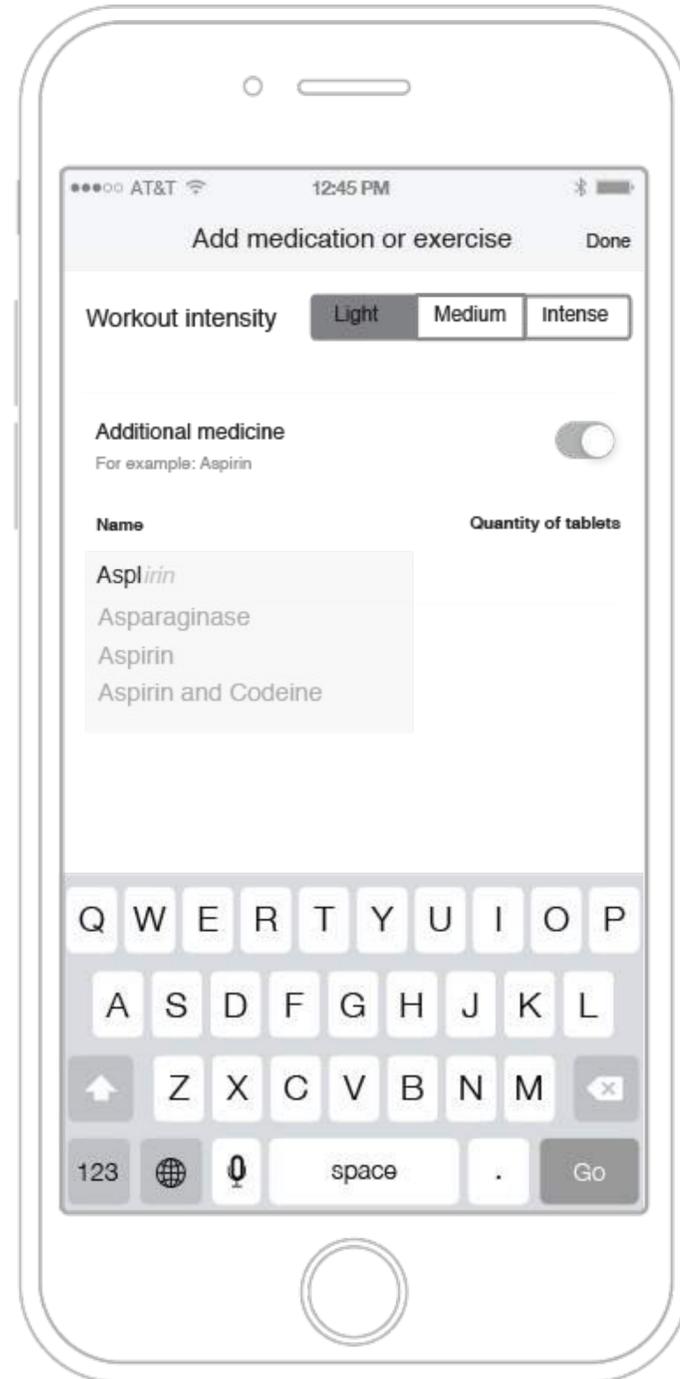
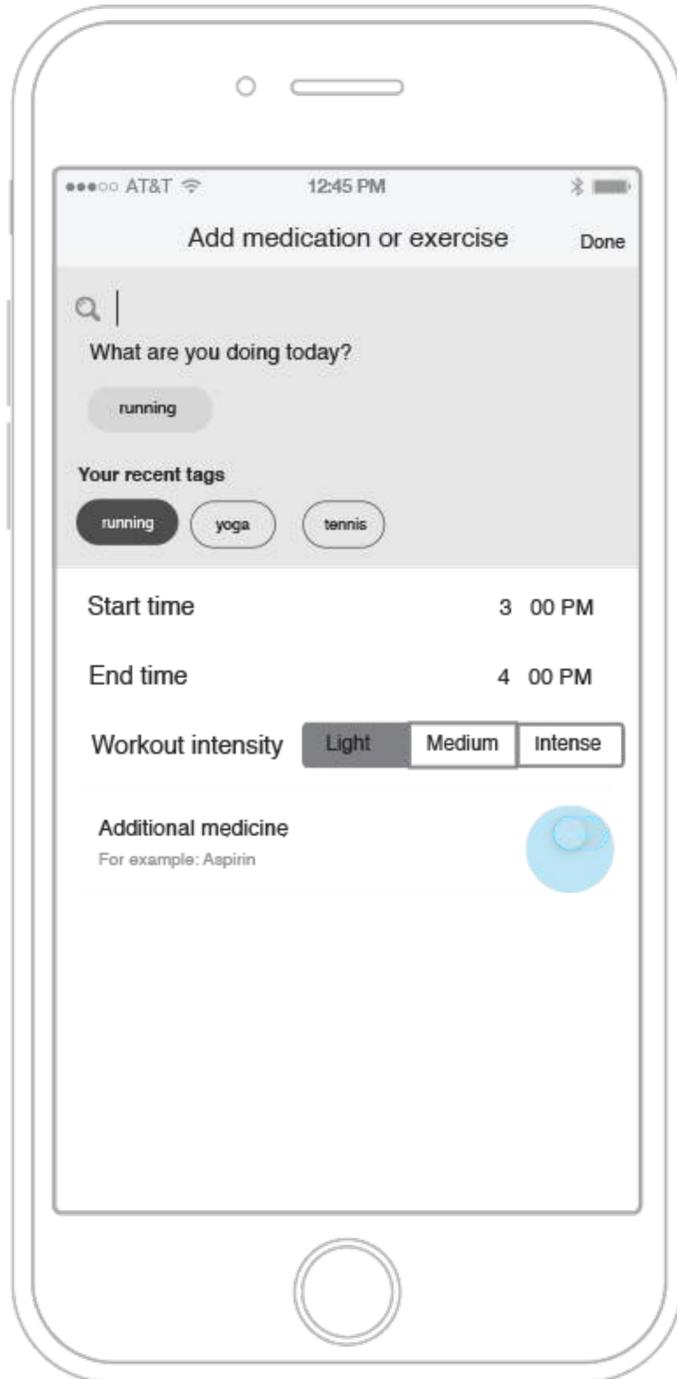
OUTPUT FLOW

Easy input of future physical activity and medications allows for dynamic update of recommended dose.



OUTPUT FLOW

Easy input of future physical activity and medications allows for dynamic update of recommended dose.



OUTPUT FLOW

Helpful reminders for follow up activity, coach users into better habits.

