

Seeing is the First Step in Believing: Design Principles to Improve Patient Message Engagement

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THINKING ABOUT DESIGN



ONE

Identify appealing &
engaging features

TWO

Design &
develop eHealth

THREE

Test & optimize
based on user experience

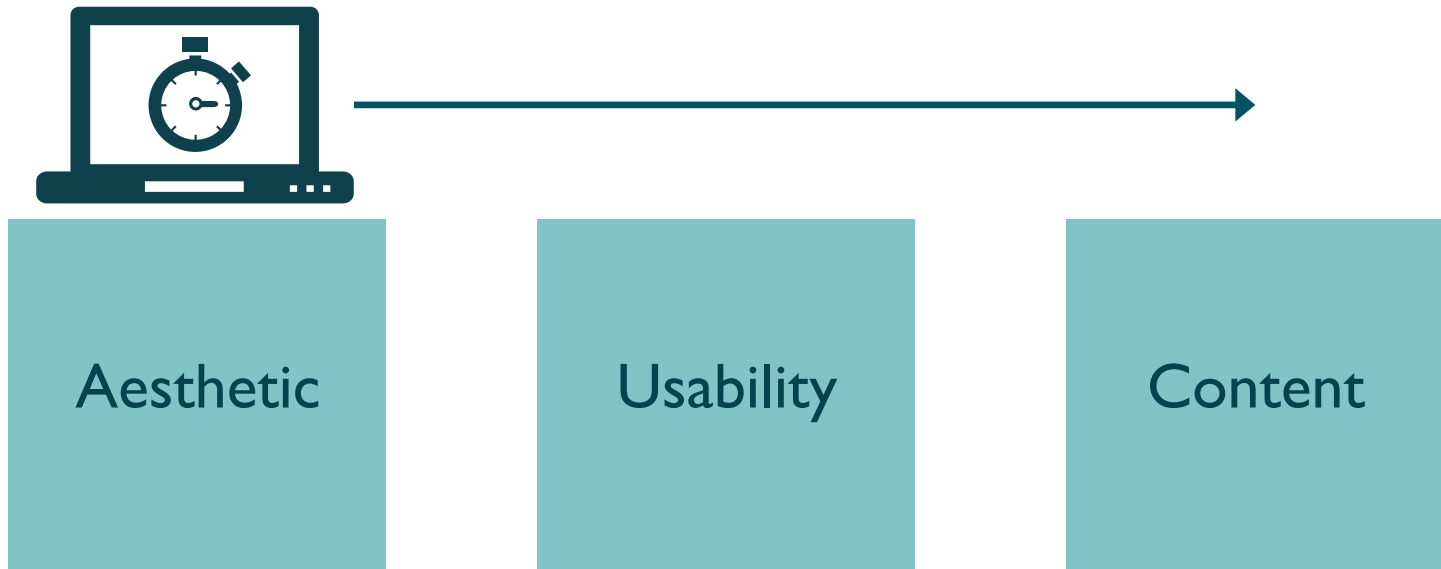
FIRST IMPRESSIONS

Lindgaard et al. (2006)



BACKGROUND

Lindgaard et al. (2006); Thielsch (2014)



UNCOVERING DESIGN INSIGHTS

AIM: What are appealing and engaging features for anti-tobacco websites?

4 focus groups (N=40) were conducted with:

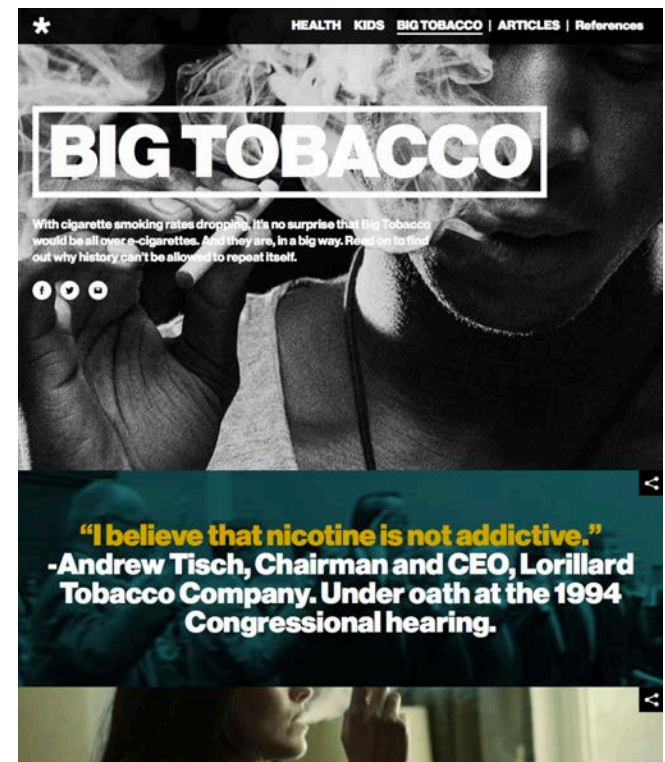
- 1) young adult (18-25 year old) OTP users
- 2) young adult non-users
- 3) adolescent (16-17 year old) OTP users
- 4) adolescent non-users

Participants interacted with...

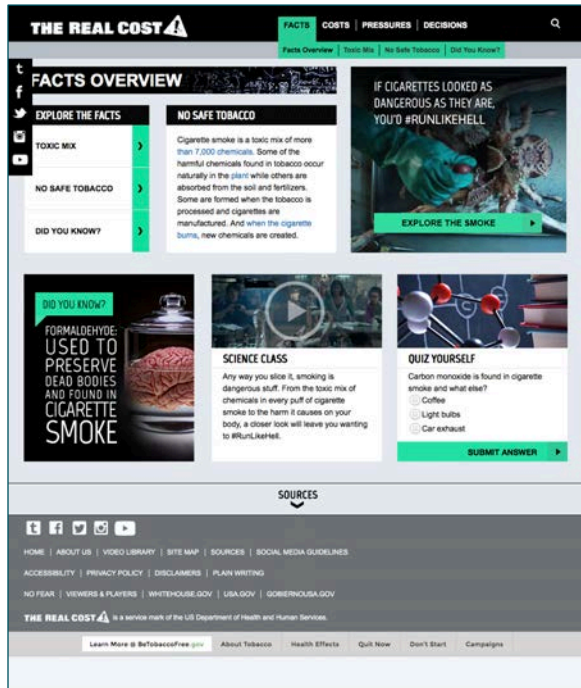
- 1) www.therealcost.com
- 2) www.thetruth.com
- 3) www.stillblowingsmoke.org

...and shared opinions about the aesthetics, usability, and content.

Lastly, participants gave feedback for a static, developmental mock-up of our OTP website.



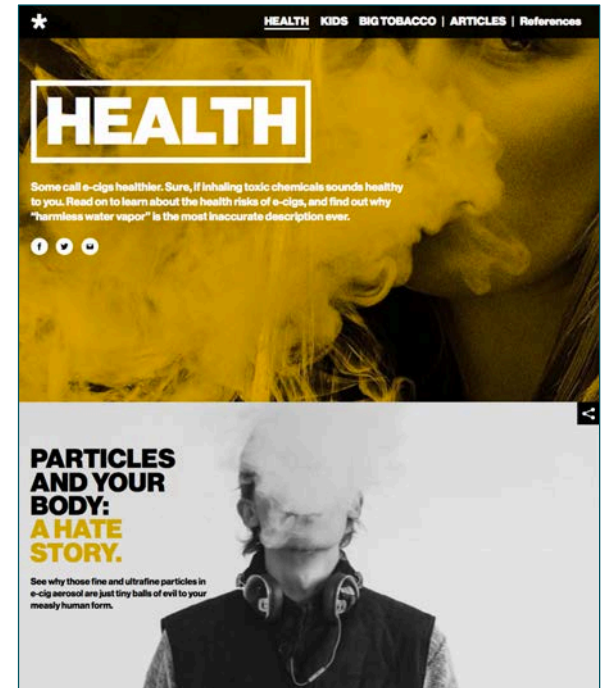
EXISTING SITES



The Real Cost



The Truth



Still Blowing Smoke

KEY INSIGHTS

Novel facts are important.

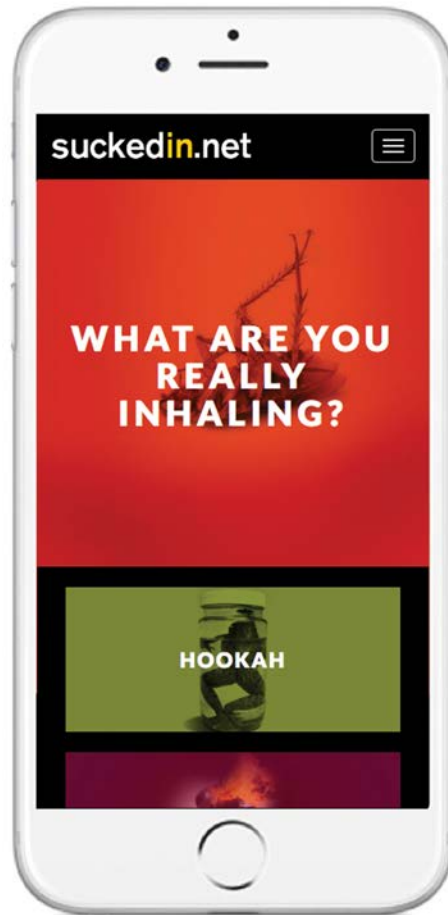
Facts must have **sources**.

Tone matters.

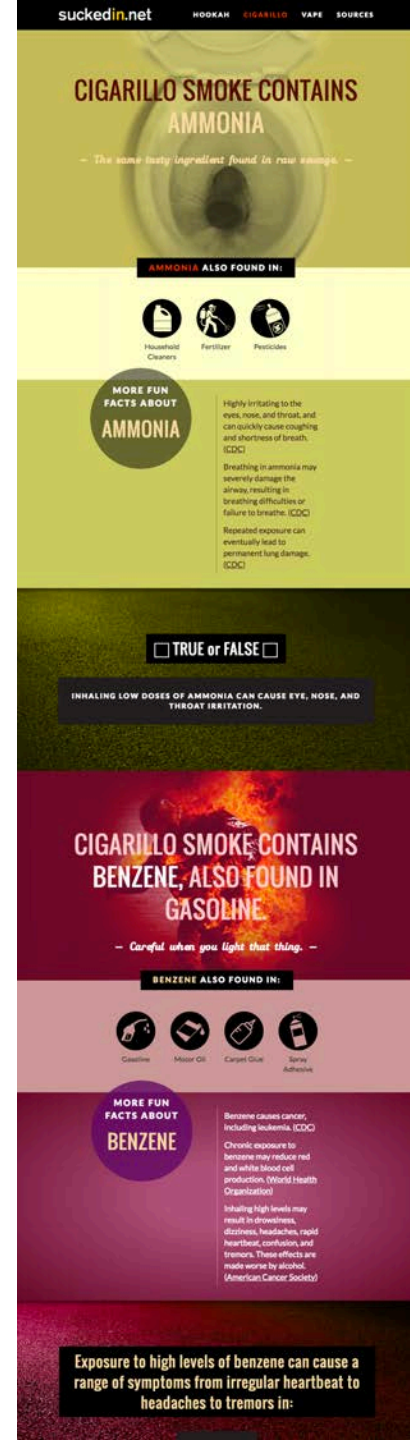
There is a desire to **engage**.

Don't send **mixed** messages (with visuals).

OUR SITE

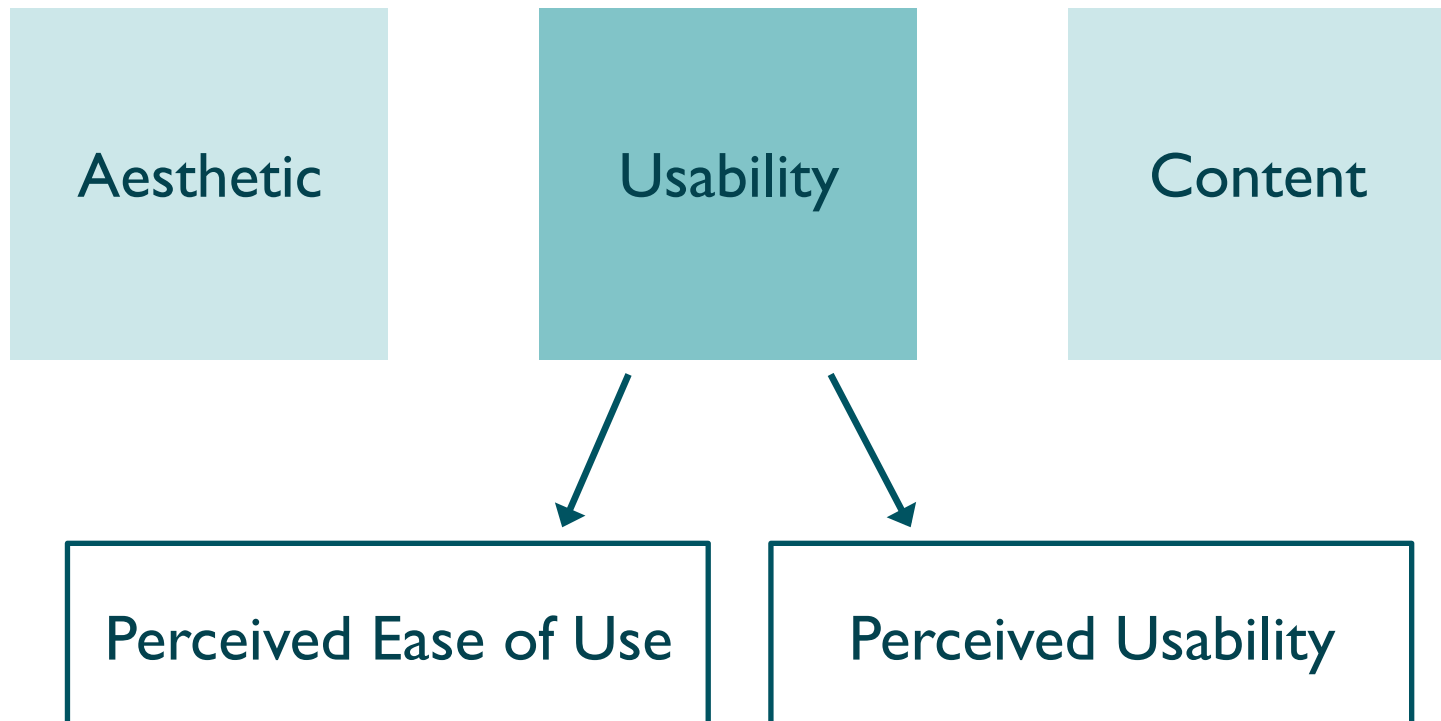


Homepage to single scroll



USER EXPERIENCE

McClellan, et al. (2016); Davis, et al. (1989)



DESIGNING FOR USE

Lazard & Mackert (2015); Venkatesh (2000)

Visual Complexity

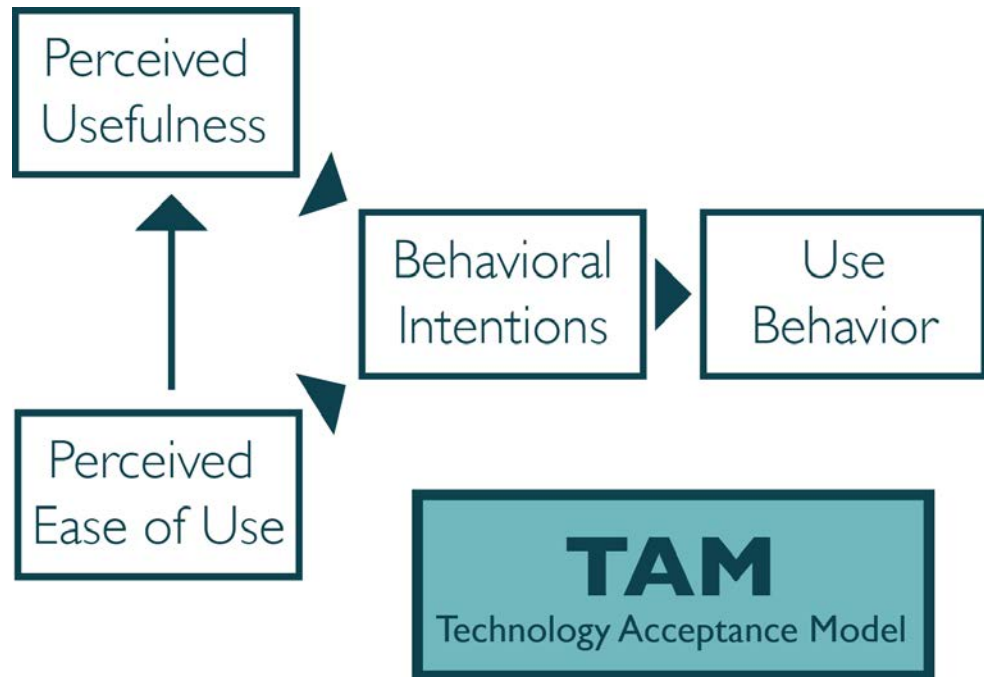
Web Aesthetics

Visual Persuasion

Social Presence

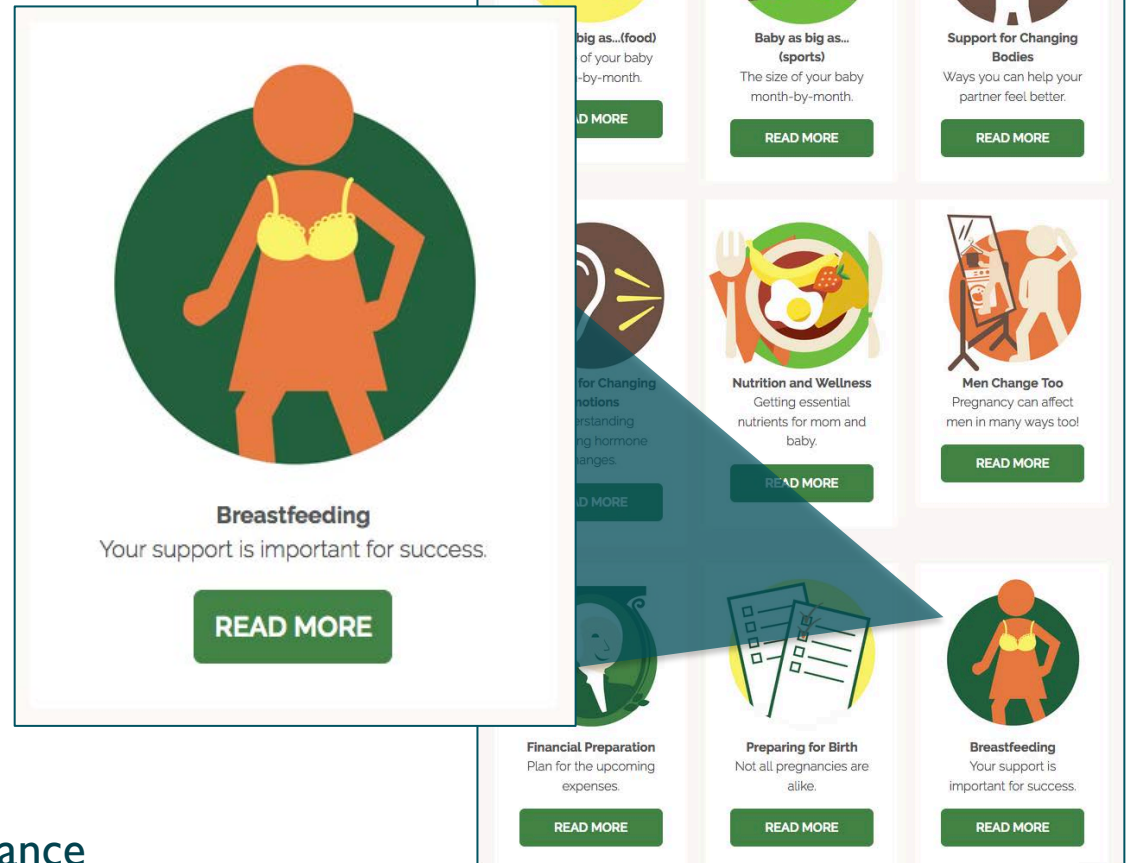
Prototypicality

Affordances



VISUAL PERSUASION

McCloud (1993); Green & Myers (2010)

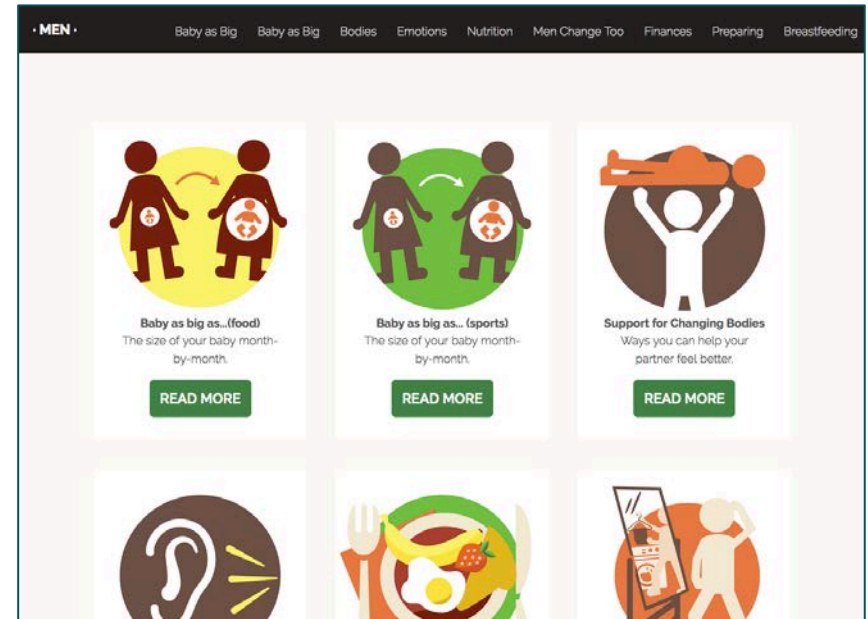
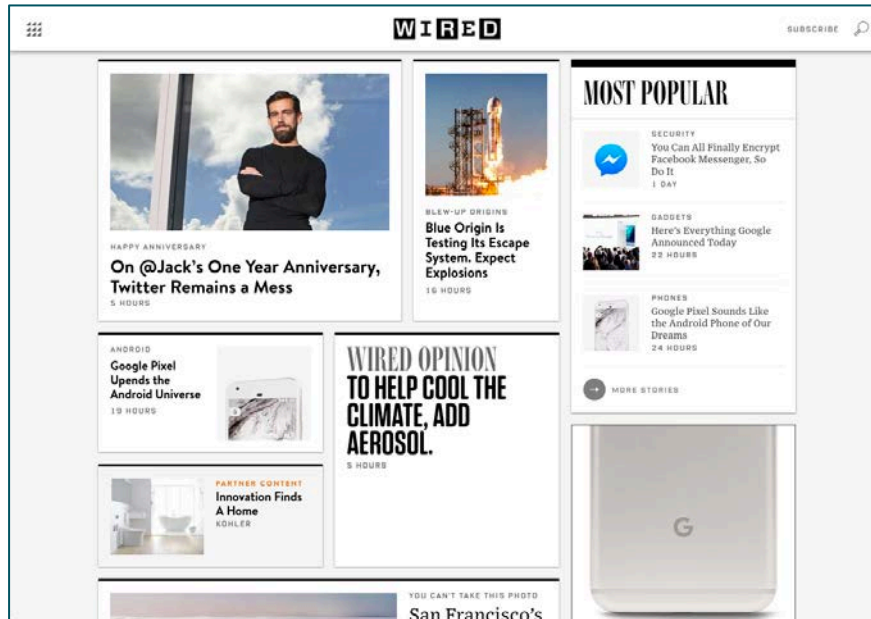


Use visuals that...

- Communicate at-a-glance
- Provide visual-verbal redundancy
- *Potentially* allow for amplification through simplification

PROTOTYPICALITY

Roth et al. (2013)



Choose a format that...


- Fits the audience's mental model
- Looks like others in its category

AFFORDANCES

Gibson (1986); Norman (2002)

Ask your audience...

- What do they think they can do?
- What would they *like* to do?



FINANCIAL PREPARATION


PLANNING FOR UPCOMING EXPENSES

It would be nice if we could plan for everything to happen at the right time, such as having a baby, but in reality, about half the pregnancies in the U.S. are unplanned. This can make people feel unprepared for a child.

Pregnancy, babies, and children are expensive, and financial pressure can lead to a lot of stress for a family. Although you may feel as though it is your primary role as a father to be the provider, sitting down with your partner and discussing finances as soon as she becomes pregnant can help you both feel more prepared.


- Health insurance for you and your family is crucial. If you do not have health insurance through an employer, look into independent plans, the Affordable Care Act, or state-sponsored programs for expecting moms.
- Look into any specialty programs your family may qualify for, such as WIC or Medicaid.
- Create a savings plan with your partner. Every bit you can save in the months of pregnancy will help build a safety net.
- The average cost of disposable diapers for the first year of your baby's life is \$840, or roughly \$70 every month. Each diaper you change costs about thirty cents!
- Ask your family and friends who already have children for advice - buying the designer clothing and nursery furniture is tempting, but very expensive and fleeting. Don't sleep on safety, but look into borrowing from those who are not using their baby stuff.

Have a talk about childcare after the baby arrives. Does your partner work? Can you afford daycare or a nanny? Does it make sense for one of you to stay home with the child to save money?




Financial Preparation

Plan for the upcoming expenses.

[READ MORE](#)

Preparing for Birth

Not all pregnancies are alike.

[READ MORE](#)

Breastfeeding

Your support is important for success.

[READ MORE](#)

THANK YOU!

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