ANATOMY OF A CARD

DESIGN CRITERIA 1
Must illuminate all sexual health topics and let adolescents decide what they want to ask.

OBJECTIVE
We conducted participatory design workshops with adolescents to iteratively test and refine a counseling tool to facilitate sexual health conversations. We conducted two iterative prototyping workshops, and real and simulated patient visits to test the resulting tool. Formative research included: intercept interviews (n=50), focus groups (n=33), and semi-structured interviews (n=20). Participants included adolescents ages 14-18 (n=89) and clinicians (n=31).

PROTOTYPE TESTING WITH ADOLESCENTS AND PROVIDERS

ADOLESCENTS PROVIDERS
3 focus groups (n=11)
Intercept interviews with card sorts (n=50)
Workshop (n=11)
Prototype testing in-clinic (n=9) and mock-consultation (n=12)

RESULTS
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PHASE 1
We conducted participatory design workshops with adolescents to iteratively test and refine a counseling tool to facilitate sexual health conversations. We conducted two iterative prototyping workshops, and real and simulated patient visits to test the resulting tool. Formative research included: intercept interviews (n=50), focus groups (n=33), and semi-structured interviews (n=20). Participants included adolescents ages 14-18 (n=89) and clinicians (n=31).

PHASE 2
Prototype testing in-clinic (n=9) and mock-consultation (n=12)

PHASE 3
2 prototype testing workshops (n=7)

INSTRUCTIONS ON DECK PACKAGING
Must support purposeful exploration by signaling topics that may be personally relevant.

INFORMATION ON DECK PACKAGING
Adolescents don’t want to miss an opportunity to educate themselves, yet it can be hard to figure out what information is important to them. Categories allow adolescents to quickly identify topics, and navigate them in a personal, organized, and easy way.

CATEGORIES
- Puberty
- Gender & Sexuality
- Birth Control
- STI & STD
- STI & STD
- Pregnancy
- Health

LIMITATIONS
- The cards brought up questions that I didn’t know I even had.

Examples of responses from adolescents:
- "I noticed the color coding, it stuck out to me, because I accidently pulled one of the wrong cards. I remembered the color of the card. So I was able to find it quickly." - Adolescent participant
- "I’m more of the type…like the ones at school which are stupid."
- "The cards are great because they are not overwhelming." - Adolescent patient
- "The cards are small. This is enough." - Adolescent participant
- "I have an assumption that young people don’t have questions or want to ask providers about them if they do." - Pediatrician

PROTOTYPE VERSION 1 (V1)
First version of a clinical study.

INSTRUCTIONS ON DECK PACKAGING
Must build confidence of adolescents to navigate their own (personal) healthcare

INFORMATION ON DECK PACKAGING
Adolescents recognize the expertise of healthcare providers and desire hearing medically accurate information directly from them. Yet, many adolescents do not know they can take the lead, or sometimes fear asking questions during a patient visit.

OFFERING ADEOLESCENTS A SET OF QUESTIONS MEANS THEY ARE IN A SAFE, NONJUDGMENTAL SPACE. IT IS NORMAL TO ASK QUESTIONS, AND HELPS TO SET EXPECTATIONS FOR FUTURE CLINICAL INTERACTIONS AS THEY ENTER ADULTDOM.

Example of responses from adolescents:
- "You’re just like, being charged of what you’re going to talk about. It was great for me. I used it." - Adolescent patient
- "I like the design. It makes me a little bit more excited about asking about it, rather than if it was just boring.

INFORMATION ON DECK PACKAGING
Visual design must show how to use the cards

INFORMATION ON DECK PACKAGING
"I like the symbols and the colors because they help me understand what the topic is about." - Adolescent participant
- "It made me feel like I was able to find it."

INFORMATION ON DECK PACKAGING
Visual design must speak to adolescents and their peers

INFORMATION ON DECK PACKAGING
"I like that the design makes me want to read more." - Adolescent participant
- "I’m more of the type…like the ones at school which are stupid."

INFORMATION ON DECK PACKAGING
Information must be right-sized and balanced

INFORMATION ON DECK PACKAGING
Adolescents desire medically accurate information, but often find the way it is usually communicated overwhelming and/or boring.

INFORMATION ON DECK PACKAGING
Instead, adolescents wish for bite-sized introductory content that is short, sweet, and incomplete—like an Instagram ad—so they can find what they might want more information about, or may want incomplete information about, rather than to see complete sexual health topics.

INFORMATION ON DECK PACKAGING
"Questions…figured straight to the point like the ones at school which are stupid."
- Adolescent patient
- "The cards are small. This is enough." - Adolescent participant
- "The cards are great because they are not overwhelming." - Adolescent patient

INFORMATION ON DECK PACKAGING
Future

INFORMATION ON DECK PACKAGING
Final analog version

INFORMATION ON DECK PACKAGING
First version of progressive app