

# Hakuna

*Improving the home caregiver experience.*

Design Recommendations from the Spring 2014 UXDI Team:  
Alison Jeng, Bonnie Bouman, Rachel Hsiung

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# INTRODUCTION

Hakuna seeks to revolutionize the homecare industry by improving:

- the process of **finding and scheduling** a caregiver
- the **communication** between families and their caregivers



Home Care means  
quality care for our  
clients, they feel safe  
in their own places. We  
will fight for clients  
rights. They get the  
help they need & deserve  
to keep them safe

# INTRODUCTION

Their solution is a **mobile app** for the two parties most often involved:

- families
- caregivers

We decided to first focus on the **caregiver interface**.



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# KICKOFF!





# BUSINESS GOALS (caregiver interface)

- Provide caregivers with consistent job opportunities, and more of them.
- Improve the care given by caregivers by giving them better tools and a better work environment.
- Provide caregivers with a better wage.

# BRAND GOALS

- Trustworthy, reliable, consistent
- Friendly, approachable, huggable, kind

# USER GOALS (of caregivers)

- Find work.
- Easily and quickly communicate with families.
- Record important information about the person they are taking care of.

# COMPETITIVE ANALYSIS

|                                     | Hakuna                                      | Care.com<br>There for you™  | HOMEtrak   | accessible<br>SOLUTIONS            | bettycare                          |
|-------------------------------------|---|---|--|------------------------------------|------------------------------------|
| Features                            |   |   |  |                                    |                                    |
| Search                              | No  | No  | Yes  | No                                 | Unclear                            |
| Check In/Out                        | Yes   | No  | Unclear  | Yes                                | Yes                                |
| Alerts/Push Notification            | Yes   | Yes   | Yes  | No                                 | Yes                                |
| View and edit caregiver information | Limited to view, no edit                    | Yes   | Yes  | No                                 | Unclear                            |
| View and edit caregiver schedules   | Yes   | Yes   | Yes  | No                                 | Unclear                            |
| Full calendar with work schedule    | Yes   | No  | Yes  | No                                 | Unclear                            |
| Task List                           | No  | No  | No   | Yes                                | Yes                                |
| Document Activities w/Journal Entry | Yes, for family and other caregiver to view | No  | Yes, but in the form of a note that is for caregiver to see only | No, but there is a task list       | Unclear                            |
| Phone the Care Recipient's Family   | Separate App                                | Separate App  | Separate App   | Separate App                       | Unclear                            |
| Chat with Care Recipient's Family   | Yes   | No  | No   | No                                 | Unclear                            |
| Linked-in type Connection           | No  | Yes   | No   | No                                 | Unclear                            |
| Reviews                             | No, Possible Future Iteration               | Yes   | No   | No                                 | Unclear                            |
| Maps & Directions                   | Yes   |   |  | Yes                                | Unclear                            |
| Interoperability                    | Website Unclear, iPhone                     | Website, iPhone, Android  | Website, iPhone, Android   | Website, iPhone, Android           | Website, iPad                      |
| Usability                           | Testing Phase                               | Ease of use on the website. Poor usability on Android. App had trouble uploading information in bio name. | Unable to test, need a Hometrak ID & Access Key                  | Unable to test, need a Customer ID | Unable to test, need a Customer ID |

## Main Takeaway

Hakuna will be the only homecare company that is B-to-C.

They are the first to implement an instant messaging service for caregivers and families.



# USER RESEARCH

With **eight unique participants**, we conducted:

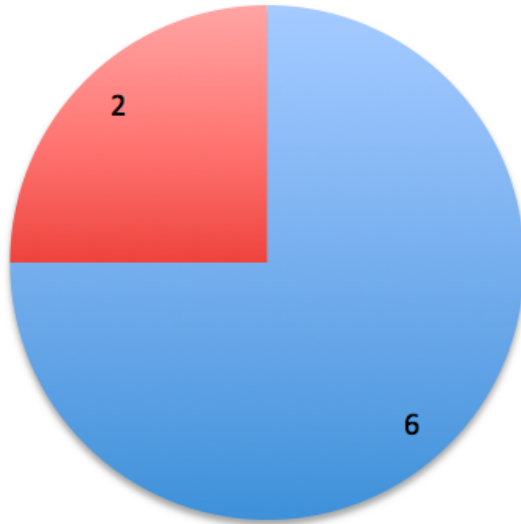
- 1 initial round of **user interviews**,

followed by:

- 2 more rounds of interviews coupled with **usability testing**.

# USER RESEARCH: FINDINGS

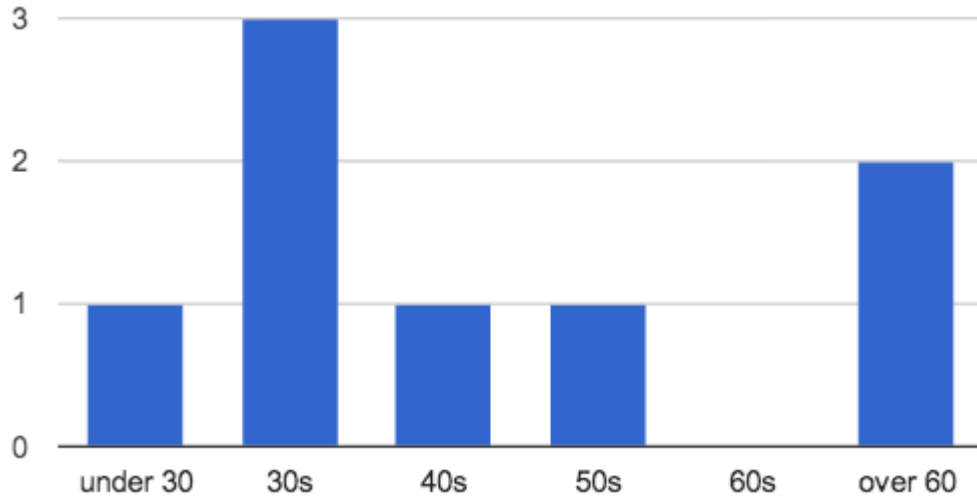
## Gender of Caregivers



Female: 75%  
Male: 25%

# USER RESEARCH: FINDINGS

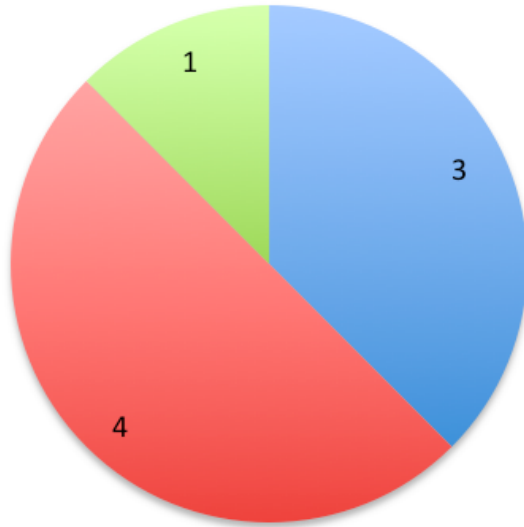
## Age of Caregivers



Most caregivers we interviewed were either mid-30s or over 60.

# USER RESEARCH: FINDINGS

## Mobile Use



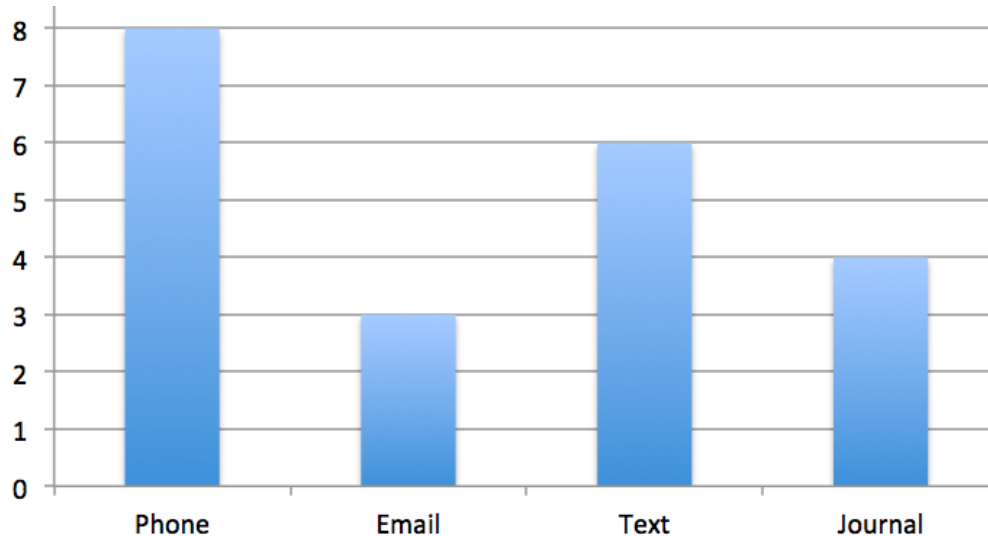
■ iPhone  
■ Android  
■ Flipphone

Android: 50%  
iPhone: 38%  
Flipphone: 13%



# USER RESEARCH: FINDINGS

How do caregivers communicate with families?



Phone: 100%

Text: 75%

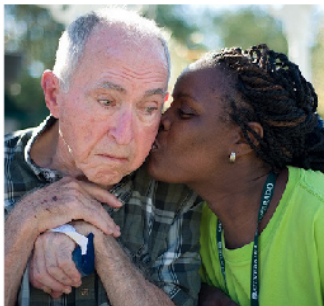
Email: 38%

Journal: 50%

# PERSONAS

Based on our user research we came up with 3 personas.

# Persona #1: Tech-Familiar, Veteran Caregiver



## Gladys Martinique, 48

### Certified Nurse Assistant, Veteran Caregiver

Gladys is 48 years old, divorced, single, and has one grown daughter and two cats. After caring for her mother who had diabetes, she came to realize caregiving as her calling. She wants to provide the same level of loving compassionate care for other families as she did for her mother.

She has over a decade of home care experience. As a caregiver, her job duties have included helping the elderly with showering, dressing, grooming, reminding them to take their medication, light housekeeping, laundry, preparing meals, and companionship.

#### MOBILE USAGE



#### WORK EXPERIENCE



#### CERTIFICATION



#### FINANCE



#### EXPERIENCE

12 years

#### LANGUAGES

English, French

#### MOBILE USE

Android

#### TRAINING

CPR  
First Aid  
Certified Nurse Assistant  
Special Needs Care

#### GOALS

Since many of her care recipients are in the final stage of their life, she finds herself in need of proactively looking for new families to help.

#### OBSTACLES

She makes minimum wage and does not have health insurance.

#### CAREGIVING SERVICES

Companionship, Light Housekeeping, Light Meal Preparation, Personal Care (e.g. Bathing, Grooming), Medical Assistance (preparing medication, reminders to take medication)

# Persona #2: Tech-Savvy Nursing Student



## Veronica Aquino, 23

### Nursing Student, New Caregiver

Veronica is 23 years old. She's currently living at home to save money while she attends nursing school at night. She works as a caregiver on the side to help pay for school and to get experience.

From nursing and fostering stray animals as a child, to volunteering as a candy striper at her local hospital in her teens, Veronica always knew she wanted to be in the healthcare profession. She enjoys being with and caring for elderly people.

#### MOBILE USAGE



#### WORK EXPERIENCE



#### CERTIFICATION



#### FINANCE



#### EXPERIENCE

1 year as hospital volunteer

#### LANGUAGES

English, Tagalog, Spanish

#### MOBILE

iPhone

#### TRAINING

CPR  
First Aid

#### GOALS

She is looking for new caregiver opportunities to pay her way through nursing school.

#### OBSTACLES

She has very little caregiver experience, though she is willing and able. Her work availability is dependent on her class schedule.

#### CAREGIVING SERVICES

Companionship, Light Housekeeping, Light Meal Preparation, Personal Care (e.g. Bathing, Grooming), Light Medical Assistance (reminders to take medication)



# Persona #3: Lo-Tech, Experienced Caregiver



## Klaudia Balázs, 39

### Multilingual Experienced Caregiver

Klaudia is 39 years old, married, and lives with her husband and two children. Klaudia immigrated to the US in her late twenties as an au pair.

After her stint as an au pair she turned to caregiving as a profession, getting jobs mainly through contacts from her previous employer, friends, and word of mouth. She has a maternal soul and loves taking care of people. She wants to help give families peace of mind and know that their loved one is well care for.

#### MOBILE USAGE



#### WORK EXPERIENCE



#### CERTIFICATION



#### FINANCE



#### EXPERIENCE

6 years as live-in caregiver

#### LANGUAGES

English, German, Hungarian, Romanian

#### MOBILE

Flip phone, she is not active in social media

#### TRAINING

CPR  
First Aid

#### GOALS

She is looking for new caregiver opportunities that offer employee benefits.

#### OBSTACLES

Klaudia currently works for a family that does not offer employee benefits. She has had to cut deep into her savings to pay for her medical bills.

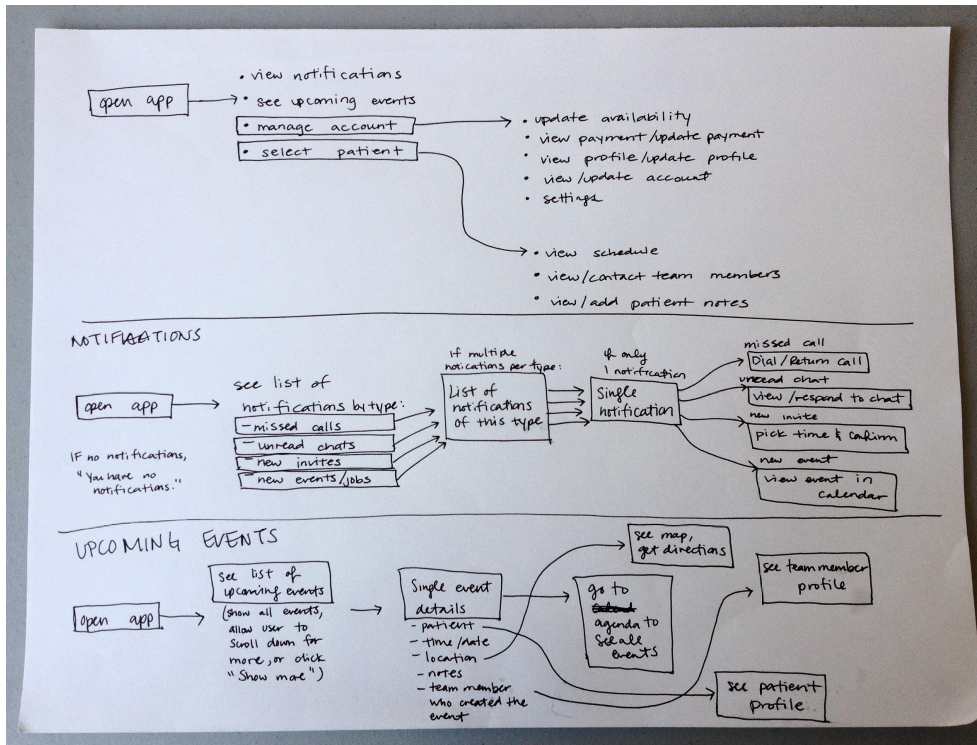
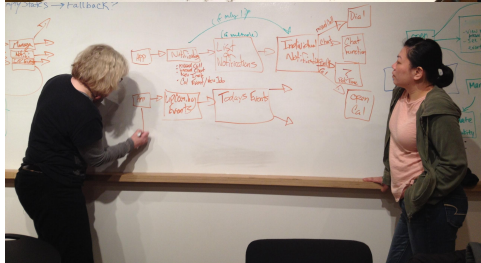
#### CAREGIVING SERVICES

Companionship, Light Housekeeping, Light Meal Preparation, Personal Care (e.g. Bathing, Grooming), Light medical assistance (reminders to take medication), Driving and Transportation

# SCENARIO



# INFORMATION ARCHITECTURE

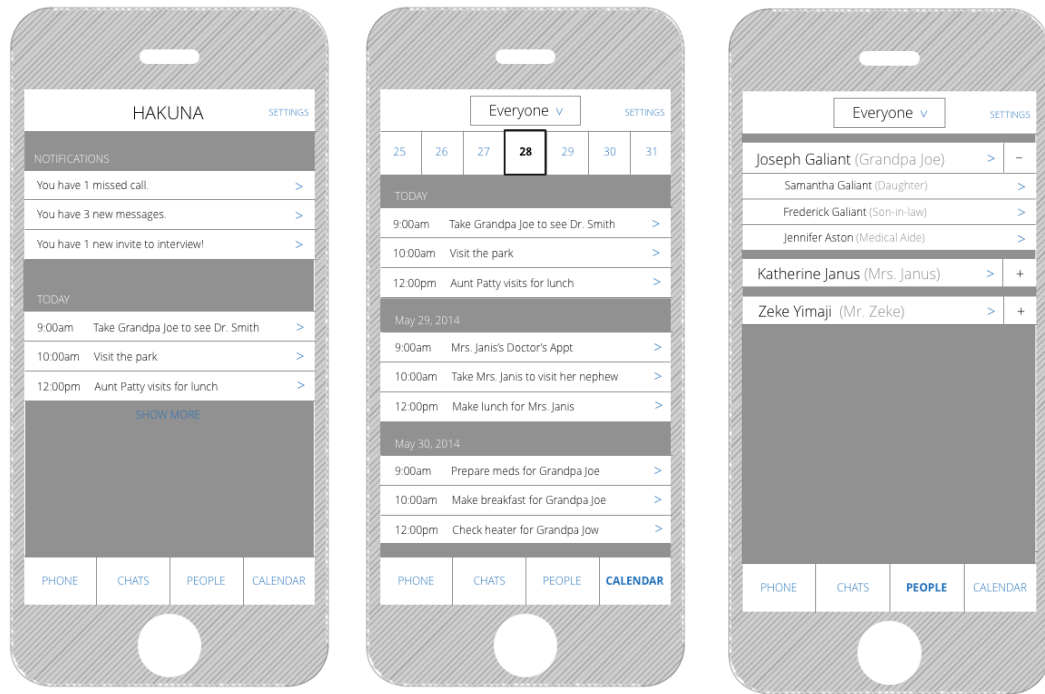




# DESIGN



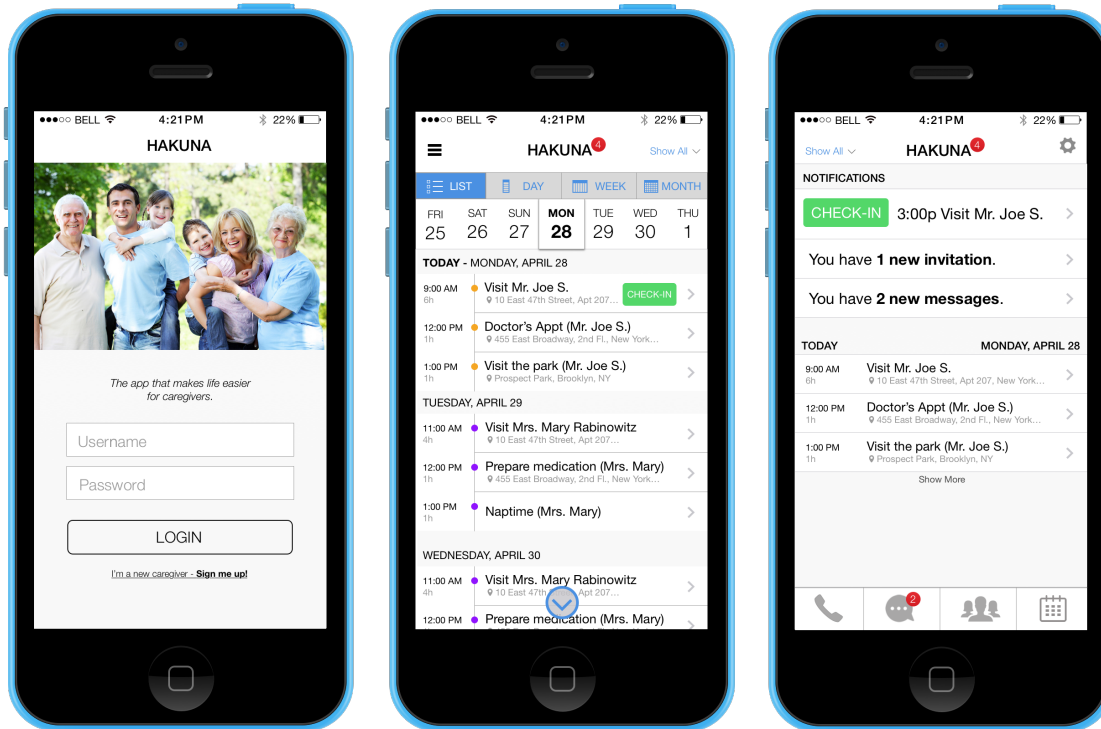
# WIREFRAMES



## Main questions and design challenges:

- What actions do caregivers need most?
- How much information do they need instantly?
- What should the navigation menu items be?
- Should we use a slide-out sidebar navigation or a fixed navigation?
- What kind of information needs to be filterable by care recipient?

# PROTOTYPE V.1



## Prototype design decisions:

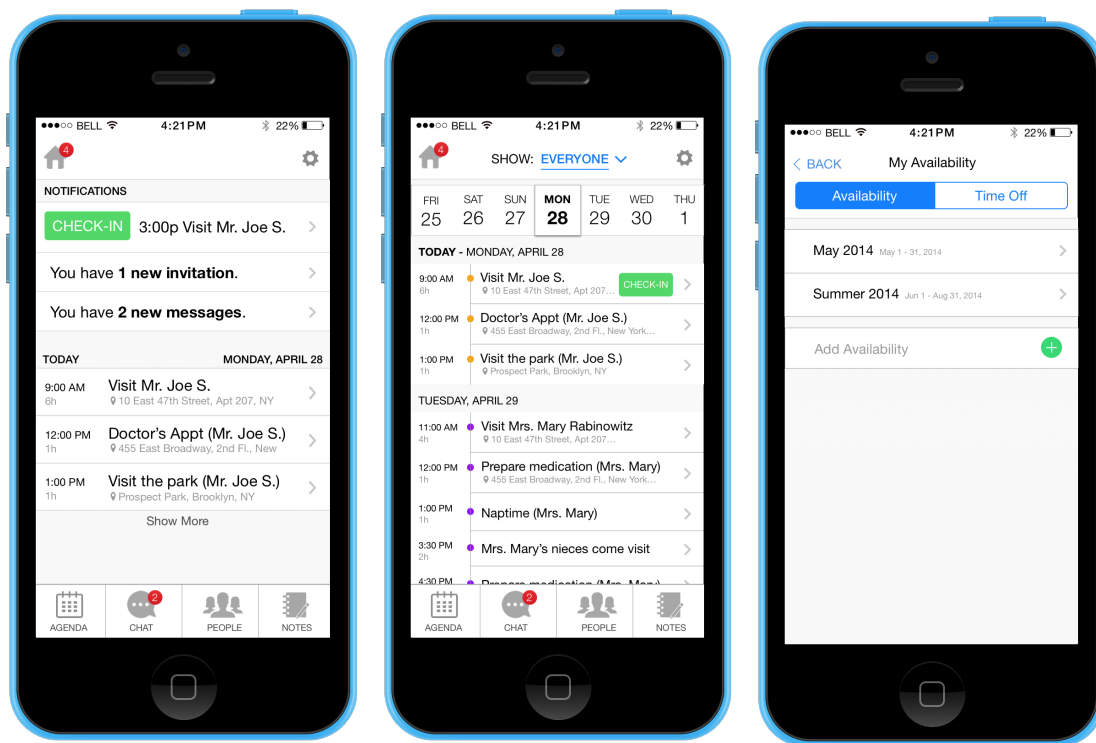
- Included phone button since this was the main form of communication between caregivers and families.
- Made a “Check-In” button easy to access from the home screen and the calendar list screen.
- Created a sidebar and a fixed nav version to test usability.

# USABILITY TESTING



- Users preferred a **Fixed Navigation**.
- “People” was a clearer term than “Team”.
- **Legibility** was sometimes an issue.
- Icons **WITH** text were more clear.
- “How do I filter by patient?”

# PROTOTYPE V.2



- Improved IA (main nav).
- Removed “Phone” button.
- Went with a fixed nav.
- Increased font and icon size.
- Patient filter made more clear.
- Added text to icons.
- Fleshed out availability-editing process.



# WHAT'S NEXT?

We recommend...

More research!

(Some contextual inquiries perhaps?)

...Let's chat more!