

# Johnson & Johnson

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## Challenge:

Mobile App for Digestive Health Monitoring for women

## Client:

Johnson & Johnson (J&J), a global leader in healthcare and consumer wellness

## Product:

MyRhythm, a mobile app for digestive health tracking

## Goal:

Create a user-friendly app to help individuals monitor and improve their digestive health

# Background

Digestive health issues, including conditions like IBS and acid reflux, affect millions of people worldwide. Johnson & Johnson recognized a gap in user-friendly tools that empower individuals to manage these conditions through tracking and lifestyle adjustments. The company sought to design a mobile app that allows users to track symptoms, identify dietary and lifestyle triggers, and receive guidance for better gut health.

# Objectives

**User Empowerment:** Provide an intuitive, easy-to-use interface for logging symptoms, diet, and lifestyle factors that affect digestive health.

**Personalized Insights and Recommendations:** Use tracking data to offer insights and actionable tips, helping users make informed lifestyle choices.

**Support Brand Engagement:** Incorporate educational content on digestive health and relevant J&J products in a way that adds value without overwhelming the user experience.

**Data Privacy and Security:** Ensure users feel comfortable sharing health data, with clear communication on data security and privacy controls.

# Solution

The J&J team collaborated with a mobile app software development agency and UX designers to design and build a women-centric mobile app, "MyRhythm." The project included three core phases:

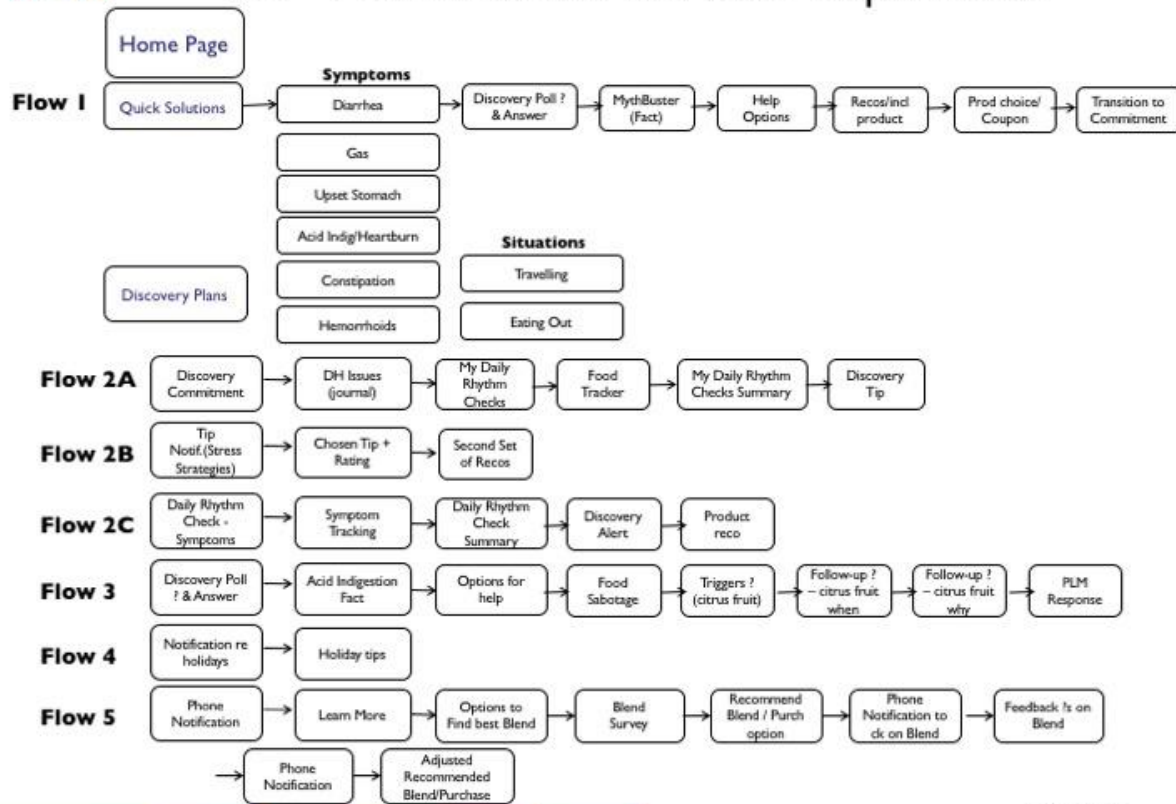
- Research & Discovery
- Design & Prototyping
- Development & Testing

# J&J

# Research & Discovery



## DH - Flow Chart of the User experience



# Research & Discovery

The UX team conducted in-depth user research to understand the experiences and needs of individuals dealing with digestive health issues. Through interviews and surveys with a diverse group of potential users, the team identified several common challenges, including:

- Difficulty identifying dietary or lifestyle patterns that trigger symptoms.
- A need for simple, consistent tracking that doesn't feel overwhelming.
- Desire for reliable information on digestive health and product recommendations.

# Research & Discovery

Based on this research, the team established core personas representing users with different digestive health needs and identified the following key features for the app:

**Easy, Quick Logging:** A streamlined process for tracking symptoms, meals, and lifestyle factors.

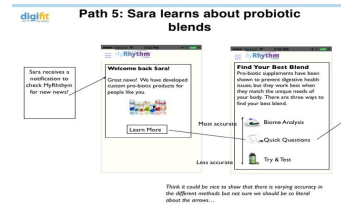
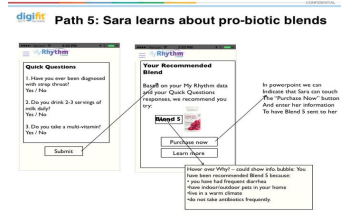
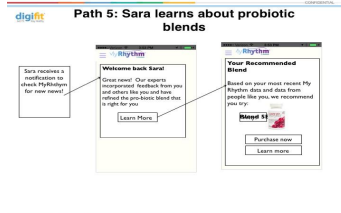
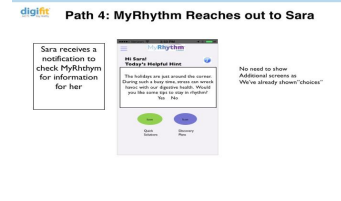
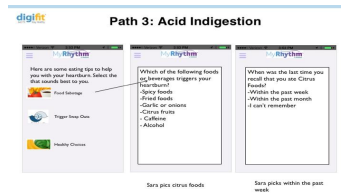
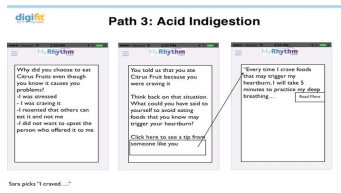
**Insightful Trends and Reports:** Visualizations to help users identify potential patterns over time.

**Content Hub with Personalized Tips:** Articles, recipes, and product recommendations that align with the user's tracked data.

**Reminders and Notifications:** Gentle nudges to maintain consistency with logging and self-care activities.

# Design and Prototyping

The design phase focused on creating an intuitive interface with accessible, digestible (pun intended!) features to encourage user engagement. Using a mobile-first approach, the team crafted wireframes and a prototype that went through several rounds of usability testing and iteration based on user research.



# Development

The development team chose a cross-platform approach using the company's industry-grade CMS and authoring for seamless functionality on both iOS and Android devices. This ensured accessibility for a broad user base and minimized development costs.

# Key Design Considerations:

**Simple, Clean Interface:** Minimize cognitive load by focusing on essential features and avoiding clutter.

**Friendly, Supportive Tone:** The app's voice is encouraging and empathetic, reducing anxiety around digestive health issues.

**Visual Insights:** Use color-coded charts and visual cues to quickly highlight correlations between diet, symptoms, and lifestyle factors.

**Accessible Navigation:** A navigation structure that lets users easily switch between logging, viewing reports, and exploring content.

The team also prioritized data security in the design, ensuring that users understood how their data would be handled and had the option to anonymize or opt out of data sharing for research purposes.

## Development & Testing:

After finalizing the design, the app was developed using proprietary CMS for cross-platform functionality, ensuring a smooth experience for both iOS and Android users.

## Development & Testing:

A beta version was launched to gather initial feedback, focusing on:

**Ease of Use:** Testing whether users could quickly understand and navigate key features.

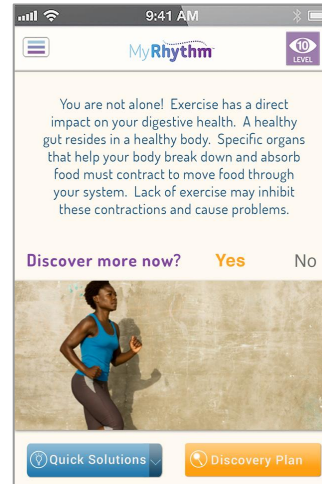
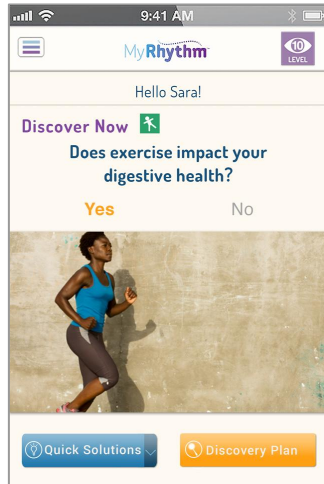
**Engagement with Insights:** Evaluating how helpful users found the insights generated from their tracking data.

**Privacy Comfort:** Assessing whether users felt secure and informed about their data privacy.

Based on feedback, adjustments were made to the layout, including clearer data visualization and an enhanced user onboarding process to ensure that users could navigate key features confidently.

# Final Product

MyRhythm launched to the public.



# Final Product

## Features:

**Symptom and Lifestyle Tracking:** Users can log symptoms, diet, hydration, sleep, and stress, with an easy, quick-entry format.

**Personalized Insights:** Based on user data, MyRhythm offers insights and identifies potential patterns between symptoms and lifestyle.

**Digestive Health Content Hub:** Users can access articles, recipes, and relevant product information tailored to their interests and health needs.

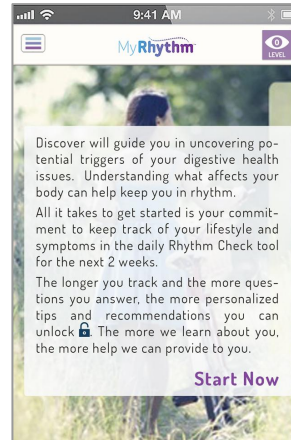
**Reminders and Alerts:** Optional reminders help users log consistently and stay mindful of hydration, diet, and self-care.

# Results

- User Retention and Engagement
- Positive Feedback on Usability
- Increased Interest in J&J Digestive Health Products
- Data-Driven Insights for Product Development

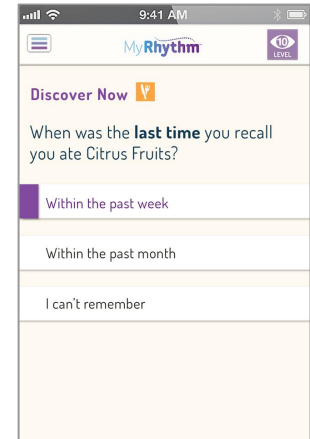
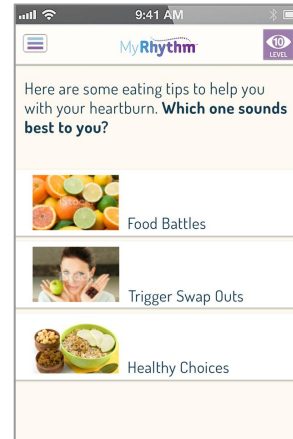
# Results

User Retention and Engagement: MyRhythm achieved a 60% retention rate in its first three months, with most users regularly logging symptoms and lifestyle factors.



# Results

Positive Feedback on Usability: Over 85% of users rated the app highly, appreciating its ease of use and the value of personalized insights.



# Results

Increased Interest in J&J Digestive Health Products: The content hub saw high engagement, with users exploring J&J's educational content and products.



# Results

Data-Driven Insights for Product Development: With user consent, anonymized data gathered from MyRhythm has contributed valuable insights into digestive health, helping to guide J&J's future product development.

# Key Learnings

**Start with User Needs:** By focusing on users' specific needs and pain points, the team avoided unnecessary complexity and created a truly useful tool.

**Value-Driven Design:** Keeping users' goals and challenges front and center enabled the team to design features that genuinely help users manage their health.

**Clear Privacy Communication:** Transparency around data privacy and security earned users' trust, encouraging data-sharing for J&J's research initiatives.

# Conclusion

MyRhythm exemplifies J&J's commitment to empowering users with meaningful health tools. This UX-focused approach highlights how thoughtful design can help users build awareness of their own health patterns, enhancing both engagement with J&J's products and the broader impact on digestive health research.