



# CarePass Incentives

UX Design Review #5

June 6, 2013

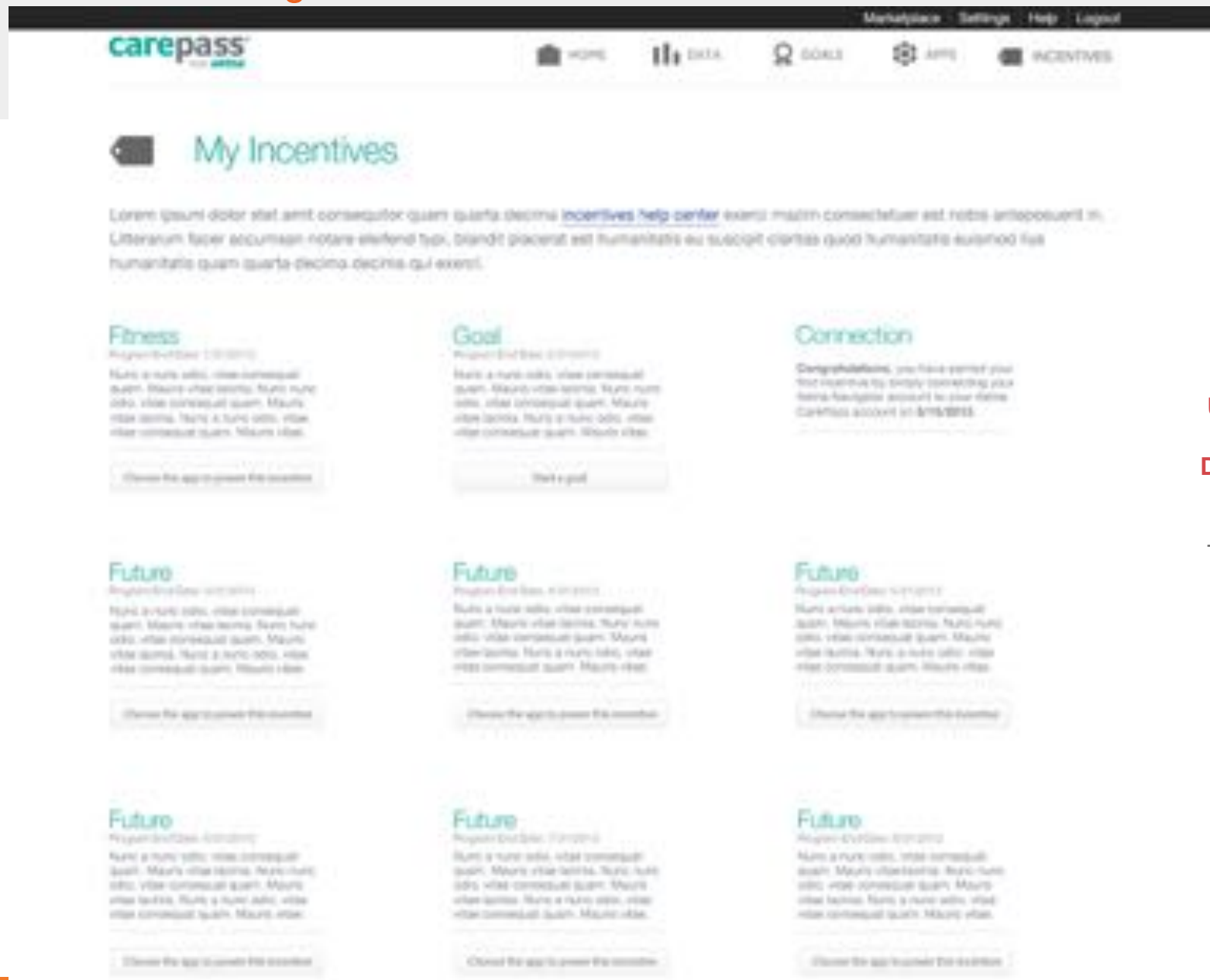


# Screen Inventory

Note: Screens with no updates are grayed out in the list below and can be found in the Appendix.

- » Permissions Modal
- » CarePass Hub - Notification regarding incentive program
- » Incentive Manager –
  - default (updated language regarding program end date to match Navigator)
  - choose an app (revised app selection method to match app manager)
  - app selected (no changes)
  - activity tracker open (simplified UI, allow multiple apps to power incentive) – added button to allow user to see fitness activity in fitness profile
  - Change/remove app (revised app selection method to match app manager, added a remove function)
  - goal incentive tracker (enhanced design of goal tracker since last review) – added copy to notify user how many goals are in the tracker
  - ineligibility (added program expiration date) – updated text
- » App Manager-
  - app selected (no changes)
  - disconnect app that is being used for incentives from app manager page (no changes)
- » Unlinking Accounts Confirmation Screen – updated copy to say “if eligible”

# Incentive Manager – default



Updated language to “Program End Date: XX/XX/XXX to match navigator.

This update applies to all Incentive Manager screen.

# Incentive Manager – activity tracker open – today’s date



## My Incentives

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### Fitness

**Fitness**  
Get active. Get paid.  
Dance better. Watch  
your weight.  
Track your loss.

Activity    [View my fitness](#)

### Goal

**Goal**  
Track your progress  
toward your goal. Earn  
points for every step.  
Track your progress  
toward your goal. Earn  
points for every step.

Completed    [View my goal](#)

### Connection

**Connection**  
Congratulations, you have earned your  
first incentive by simply connecting your  
fitness tracker account to your online  
Carepass account in 2/15/2013.

Congratulations, you have earned points toward your Fitness incentive

On Wednesday, May 15th, 2013 you earned 100 points. Powered by

4639 total points

May 2013						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

0 → 100 total points

[View my daily fitness activities](#)

### Future

**Future**  
Track your progress  
toward your goal. Earn  
points for every step.  
Track your progress  
toward your goal. Earn  
points for every step.

[View my future](#)

### Future

**Future**  
Track your progress  
toward your goal. Earn  
points for every step.  
Track your progress  
toward your goal. Earn  
points for every step.

[View my future](#)

### Future

**Future**  
Track your progress  
toward your goal. Earn  
points for every step.  
Track your progress  
toward your goal. Earn  
points for every step.

[View my future](#)

User opens activity tracker.  
Point value of fitness activity on each day will be displayed in the lower right corner of the calendar date.

By clicking on the date, the user will see what app(s) powered points for that date. By clicking on the “View my daily fitness activities” button, he can see details of fitness activity performed on that day in the fitness profile.

On left hand side, user can see total points earned for the program (from processed data).

# Incentive Manager – goal incentive tracker (completed/in progress or start new)



## My Incentives

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### Fitness

Progress: 0/100%

A square icon with a grid of dots, representing fitness or activity tracking.

**Fitness**  
Get active. Eat and drink better. Measure your weight. Track your food.

Activity   

### Goal

Progress: 0/100%

**Goal**  
Start a new goal, view completed goals, Manage your goals, Start new goal, view completed goal, Start new goal, view completed goal, Manage your goals.

### Connection

**Congratulations**, you have earned your first incentive by simply connecting your health-tracking account to your online Carepass account in 2/15/2013.

Congratulations, on completing your goal    showing 2 of 3

You lost 10 pounds    Goal completed on 1/29/2013

A large graphic of a black belt buckle with a silver metal buckle, centered on a white background with green arrows pointing left and right.

### Future

Progress: 0/100%

**Future**  
Start a new goal, view completed goal, Manage your goals, Start new goal, view completed goal, Start new goal, view completed goal, Manage your goals.

### Future

Progress: 0/100%

**Future**  
Start a new goal, view completed goal, Manage your goals, Start new goal, view completed goal, Start new goal, view completed goal, Manage your goals.

### Future

Progress: 0/100%

**Future**  
Start a new goal, view completed goal, Manage your goals, Start new goal, view completed goal, Start new goal, view completed goal, Manage your goals.

If the user has completed goals and has goal in progress, he will see “completed” and “in progress” or “Start New” buttons.

**We added text to let the user know they are viewing goal “XX of XX” and made the right and left arrows more visible.**

By clicking the “In Progress” button, the user is taking to the goal profile page where he can see any goals in progress. When there are no goals in progress, the button says “Start New”

# Incentive Manager – ineligibility



## My Incentives

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### Fitness

Program End Date: 12/31/2015

**Fitness**  
Get active. Eat right. Sleep better. Manage your weight. Track your food.

Activity    Update application

### Goal

Program End Date: 12/31/2015

Start a new goal, view completed goals, Manage view settings, Start, Pause, edit, view completed goals, Manage view settings, Start a new goal, view view completed goals, Manage view

Start a goal

### Connection

**Congratulations**, you have earned your first incentive by simply connecting your health insurance account to your online Carepass account in 2/15/2015.

### Future

Program End Date: 12/31/2015

Start a new goal, view completed goals, Manage view settings, Start, Pause, edit, view completed goals, Manage view settings, Start a new goal, view view completed goals, Manage view

Close the application this incentive

### Future

Program End Date: 12/31/2015

Start a new goal, view completed goals, Manage view settings, Start, Pause, edit, view completed goals, Manage view settings, Start a new goal, view view completed goals, Manage view

Close the application this incentive

### Future

Program End Date: 12/31/2015

Start a new goal, view completed goals, Manage view settings, Start, Pause, edit, view completed goals, Manage view settings, Start a new goal, view view completed goals, Manage view

Close the application this incentive

## Closed Incentives

You will no longer receive offers for future incentives if eligible. | Learn more about how to view information associated with

### Fitness

Program End Date: 12/31/2015

**Fitness**  
Get active. Eat better. Manage your weight. Sleep better. Track your food intake. More »

View all expired fitness incentives activity

### Goal

Program End Date: 12/31/2015

Start a new goal, view completed goals, Manage view settings, Start, Pause, edit, view completed goals, Manage view settings, Start a new goal, view view completed goals, Manage view

View all expired goal incentives activity

### Future

Program End Date: 12/31/2015

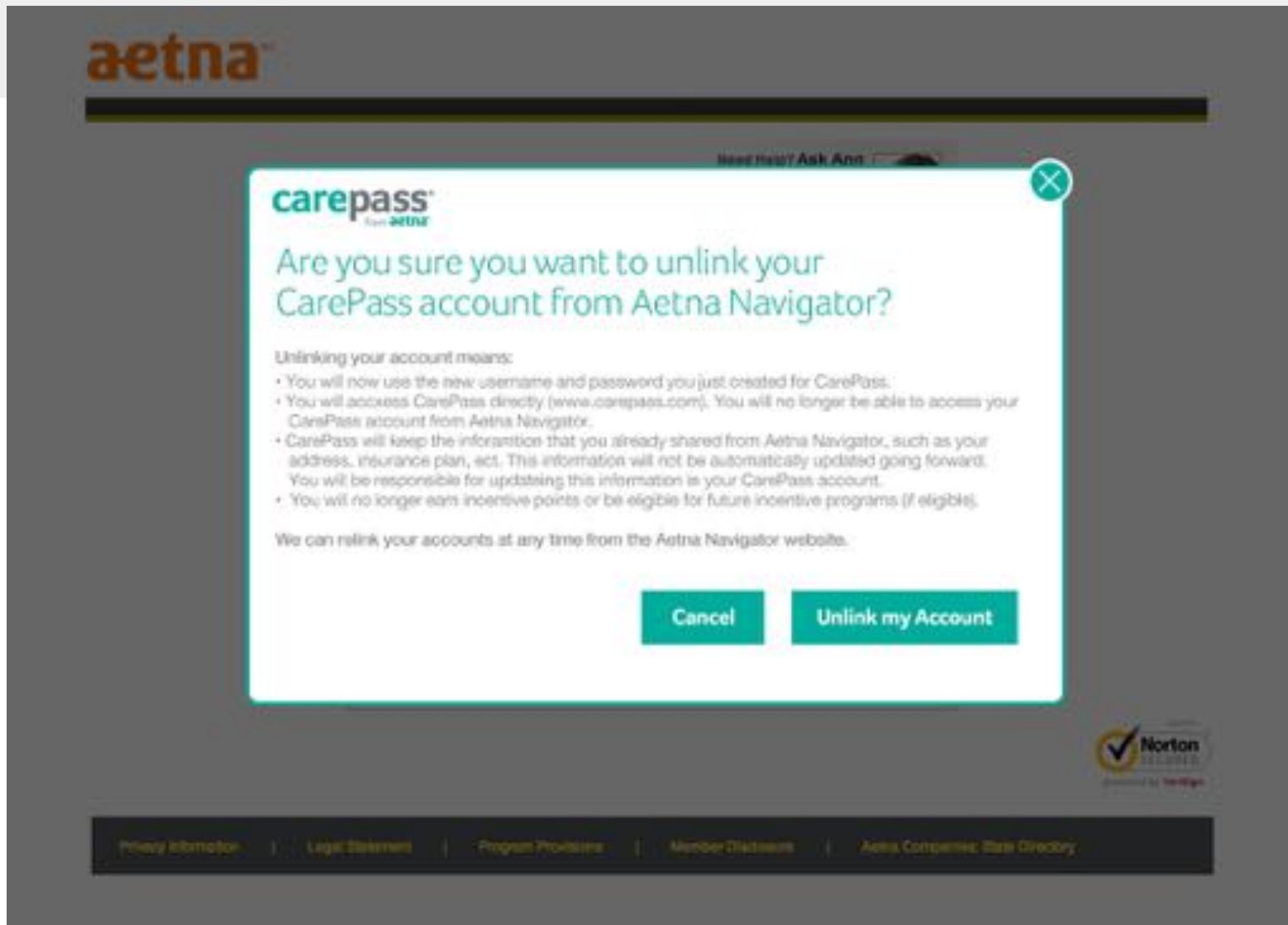
Start a new goal, view completed goals, Manage view settings, Start, Pause, edit, view completed goals, Manage view settings, Start a new goal, view view completed goals, Manage view

View all expired future incentives activity

User can see the expired date for any expired incentives as well as review historical data.

Changed the copy “Expired Incentives” to “Closed Incentives”

# Unlinking Navigator and CarePass Accounts Modal



If a user chooses to unlink his Navigator/ CarePass accounts, he is notified that he will no longer earn points towards CarePass incentives.

**Added "if eligible" to the line regarding Incentives"**



# Appendix

(screens that did not require revisions)







CarePass is requesting access to the following information from your Aetna Navigator account.

Personal

- Name
- Email

- Gender
- Phone Number

- Race/Ethnicity
- Address

- Primary Language

Plan

- Member ID

- Group#

- Subscriber Name

By clicking continue, you agree to allow CarePass to:

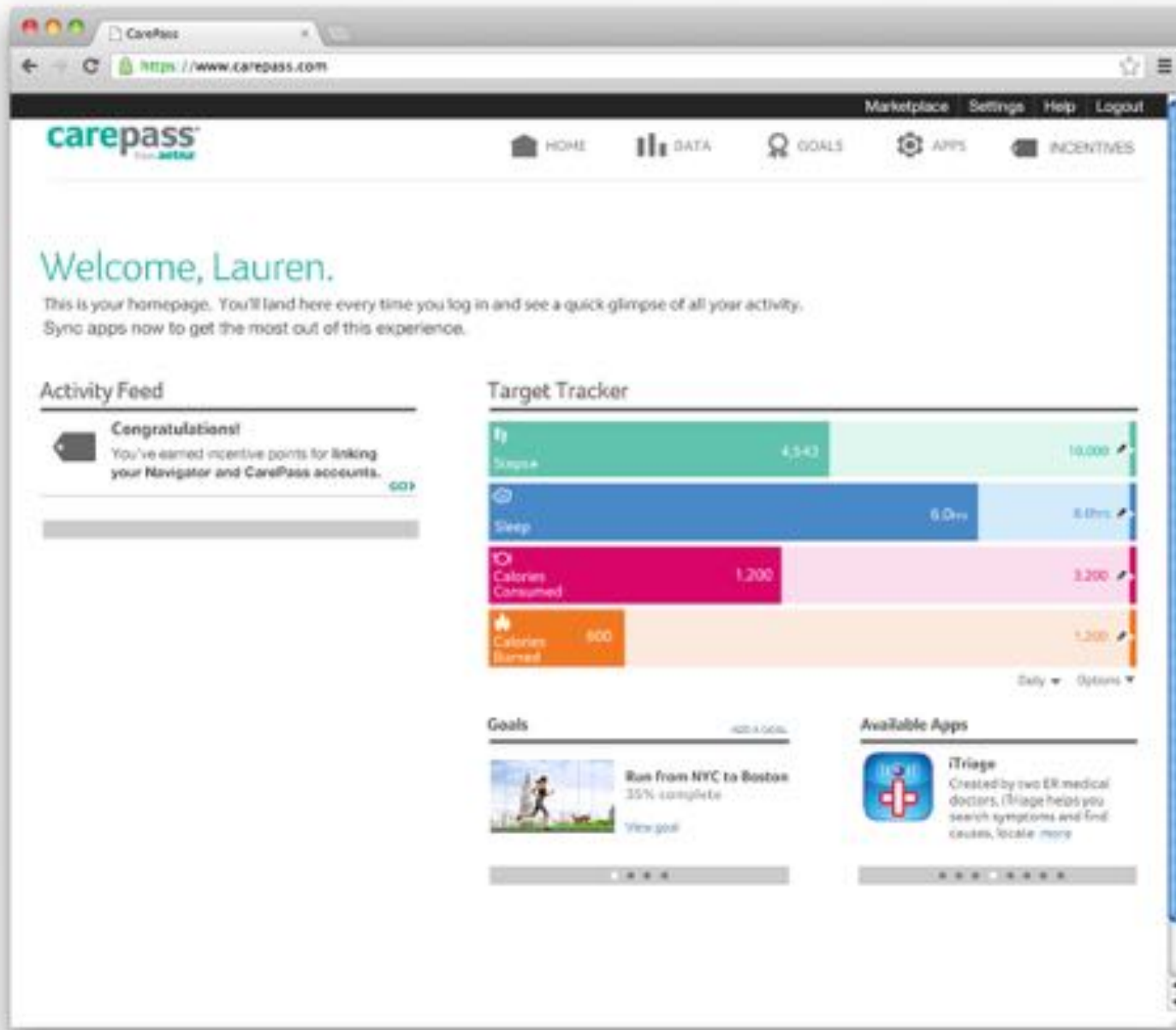
- Populate your CarePass account with your personal data, as outlined on this screen
- Receive updates to these data elements from Aetna Navigator
- Send emails to your email address
- Share your data with Aetna for incentive reward tracking

We will only share data with other CarePass enabled applications that you authorize and permit.

I acknowledge I have read and accept the CarePass Terms and Privacy Statement

Continue

# CarePass Hub – Incentive notification



Upon linking his account, an eligible user is notified that he achieved his first incentive by linking his Navigator/ CarePass accounts.

# Incentive Manager – choose an app



## My Incentives

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### Fitness

Program to track your fitness activity and earn rewards. Choose the app to power this incentive.

Choose the app to power this incentive

### Goal

Program to track your goal progress and earn rewards. Start a goal.

Start a goal

### Connection

Congratulations, you have earned your first incentive by simply connecting your bank/financial account to your online CarePass account in \$15-\$200.

**The app that you choose to power your fitness incentive needs to be synced to your carepass account before tracking activity.**

<b>Fitbit</b> Get active. Eat better. Sleep better. Track your health, activity.	<b>FitSync</b> Connect your wearable device and track your activity and sleep.	<b>MyFit</b> A fully track calories, distance, time, heart rate and more with your phone.
<input type="button" value="Connect"/>	<input type="button" value="Connect"/>	<input type="button" value="Connect"/>

### Future

Program to track your future activity and earn rewards. Choose the app to power this incentive.

Choose the app to power this incentive

### Future

Program to track your future activity and earn rewards. Choose the app to power this incentive.

Choose the app to power this incentive

### Future

Program to track your future activity and earn rewards. Choose the app to power this incentive.

Choose the app to power this incentive

User clicks button to choose app and views apps available to power her incentive.

For apps not synced to CarePass, she has the option to connect and download to phone if necessary.

# Incentive Manager – app selected



The screenshot shows the Carepass Incentive Manager web application. At the top, there is a navigation bar with the Carepass logo on the left and links for Marketplace, Settings, Help, and Logout on the right. Below the navigation bar, there are icons for Home, Data, Goals, Apps, and Incentives. The main content area is titled "My Incentives" and contains a paragraph of placeholder text. Below this, there are six incentive cards arranged in a 2x3 grid. The first card is titled "Fitness" and features a "Fitbit" app icon. The second card is titled "Goal" and features a "Start a goal" button. The third card is titled "Connection" and features a "Congratulations" message. The remaining three cards are all titled "Future" and each features a "Download the app to receive this incentive" button.



# Incentive Manager – activity tracker open (no data tracked yet)



## My Incentives

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### Fitness

Progress: 0/10000  
**Fitness**  
Get active. Eat and sleep better. Manage your weight. Track your food.

Activity   Fitness tracker

### Goal

Progress: 0/10000  
**Goal**  
Start a new diet, lose unwanted weight. Manage your eating habits. Start a new exercise routine. Manage your health.

Completed   In progress

### Connection

**Congratulations**, you have earned your first reward by simply connecting your fitness tracker account to your online Carepass account in 5/15/2013.

Welcome to your Fitness incentive activity tracker. Here you will be able to view your daily, weekly, monthly and total points earned toward your Fitness incentive reward.

Monday, May 20th, 2013

You have not tracked any data yet.

May							2013
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

How many points did you earn?  
10000 = XX  
0 → 100 (max) / 1000

Connect Medullan to see your points earned & view your daily fitness tracker.

User opens activity tracker and is notified he has not logged any data.

### Future

Progress: 0/10000  
**Future**  
Start a new diet, lose unwanted weight. Manage your eating habits. Start a new exercise routine. Manage your health.

Connect the app to receive the incentive

### Future

Progress: 0/10000  
**Future**  
Start a new diet, lose unwanted weight. Manage your eating habits. Start a new exercise routine. Manage your health.

Connect the app to receive the incentive

### Future

Progress: 0/10000  
**Future**  
Start a new diet, lose unwanted weight. Manage your eating habits. Start a new exercise routine. Manage your health.

Connect the app to receive the incentive

# Incentive Manager – change/remove app



## My Incentives

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### Fitness

Program to track activity



**Fitness**  
Get active. Set goals. Track progress. Measure your weight. Track your food.

Activity

Activate application

### Goal

Program to track activity

Set a goal. Track progress. Measure your weight. Track your food. Measure your activity. Measure your weight. Track your food.

Completed

Following

### Connection

**Congratulations**, you have earned your first incentive by simply connecting your fitness tracking account to your online Carepass account in 2/15/2015.

**By changing or removing your application and incentive you will instantly stop tracking incentive points with Fitness and begin using the new app.**

<p><b>Fitness</b> Get active. Set goals. Track progress. Measure your weight. Track your food.</p> <p>Remove this application</p> <p>Confirm my selection</p>	<p><b>Fitness</b> Get active. Set goals. Track progress. Measure your weight. Track your food.</p> <p>Download to phone</p>	<p><b>MyFitnessPal</b> A fully track calories, macros, and more goals with with with with.</p> <p>Download to phone</p>
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### Future

Program to track activity

Set a goal. Track progress. Measure your weight. Track your food. Measure your activity. Measure your weight. Track your food.

Choose the app to power this incentive

### Future

Program to track activity

Set a goal. Track progress. Measure your weight. Track your food. Measure your activity. Measure your weight. Track your food.

Choose the app to power this incentive

### Future

Program to track activity

Set a goal. Track progress. Measure your weight. Track your food. Measure your activity. Measure your weight. Track your food.

Choose the app to power this incentive

If the user chooses to remove the app powering his incentive, he is prompted to confirm his selection.

If the user chooses to change app, the experience is similar to that of the initial choose app experience.

# Incentive Manager – goal incentive tracker (no goal - start a goal button)



The screenshot shows the Carepass Incentive Manager dashboard. At the top, there is a navigation bar with the Carepass logo and links for Marketplace, Settings, Help, and Logout. Below the navigation bar, there are icons for Home, Data, Goals, Apps, and Incentives. The main heading is "My Incentives". Below this, there is a paragraph of placeholder text. The dashboard features a grid of incentive cards. The first card is titled "Fitness" and includes a "Start a goal" button. The other five cards are titled "Future" and each includes a "Start a goal" button. The text on the cards is placeholder text.



# Incentive Manager – goal incentive tracker (in progress button)



- HOME
- DATA
- GOALS
- APPS
- INCENTIVES

## My Incentives

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### Fitness

Expires on 1/1/2020



**Fitness**  
Get active. Eat and sleep better. Manage your weight. Track your food.

Install

Update application

### Goal

Expires on 2/1/2020

Nam a nunc odio, uter consequat quam. Mauris uter lacina. Nunc nunc odio, uter consequat quam. Mauris uter lacina. Nunc a nunc odio, uter uter consequat quam. Mauris uter.

In Progress

### Connection

Expires on 3/1/2020

**Congratulations**, you have earned your first incentive by simply connecting your bank/financial account to your online Carepass account on 3/15/2020.

### Future

Expires on 3/1/2020

Nam a nunc odio, uter consequat quam. Mauris uter lacina. Nunc nunc odio, uter consequat quam. Mauris uter lacina. Nunc a nunc odio, uter uter consequat quam. Mauris uter.

Click on the app to connect the incentive

### Future

Expires on 4/1/2020

Nam a nunc odio, uter consequat quam. Mauris uter lacina. Nunc nunc odio, uter consequat quam. Mauris uter lacina. Nunc a nunc odio, uter uter consequat quam. Mauris uter.

Click on the app to connect the incentive

### Future

Expires on 5/1/2020

Nam a nunc odio, uter consequat quam. Mauris uter lacina. Nunc nunc odio, uter consequat quam. Mauris uter lacina. Nunc a nunc odio, uter uter consequat quam. Mauris uter.

Click on the app to connect the incentive

### Future

Expires on 11/1/2020

Nam a nunc odio, uter consequat quam. Mauris uter lacina. Nunc nunc odio, uter consequat quam. Mauris uter lacina. Nunc a nunc odio, uter uter consequat quam. Mauris uter.

Click on the app to connect the incentive

### Future

Expires on 10/1/2020

Nam a nunc odio, uter consequat quam. Mauris uter lacina. Nunc nunc odio, uter consequat quam. Mauris uter lacina. Nunc a nunc odio, uter uter consequat quam. Mauris uter.

Click on the app to connect the incentive

### Future

Expires on 12/1/2020

Nam a nunc odio, uter consequat quam. Mauris uter lacina. Nunc nunc odio, uter consequat quam. Mauris uter lacina. Nunc a nunc odio, uter uter consequat quam. Mauris uter.

Click on the app to connect the incentive

# Incentive Manager – disconnect app from app manager notification



## My Apps



Fitbit

Get active. Eat better. Manage your weight. Sleep better. Track your food, activity, more.

Primary App Goal 1

Disconnect



Fooducate

Low weight, eat right, and track your progress. Fooducate guides your food, more.

Primary App Goal 2

Disconnect



FatSecret

Personalized app providing food nutritional info for the food you eat and activity, more.

Set activity goal

Disconnect

By disconnecting your application mid incentive you will instantly stop tracking incentive points with Fitbit and begin using the new app.

Cancel

Disconnect for app

## Additional Apps



FitSync

Choose how workouts fit into your diet. Awarded adding workouts, sync your, more.

Register

Sync



GoodRx

Save 20-80% on prescription drugs. Find deals with insurance, more.

Register

Sync



GymPact

Connect workouts, fitness and more (with rewards for activity), more.

Register

Sync



iTriage

Created by our ER docs, this app helps you answer the questions "What condition, more.

Register

Sync



MapMyFitness

Ready-made calories, step count, time, route, pace with audio plans, more.

Register

Sync



Thryve

Have healthy food coach with ingredients list, weights, a feeding counter, more.

Register

Sync

When a user disconnects an incentive-related app from the app manager page, he sees this notification.



Thank you.

