

A large, stylized number '8' logo. The top and bottom loops are light green, and the central horizontal bar is light blue. The logo is positioned on the left side of the slide.

third **brain** studio

About Us

third brain studio, llc specializes in qualitative user experience research primarily for the hi-tech and health care industries. Well executed research can transform an organization's understanding of its customers and help your team create compelling experiences. We create teams specifically for the needs of your project.



A patient being interviewed about medication compliance shares how he takes his insulin.

Bios

Janna C. Kimel is the Chief Experience Officer and has been practicing design and design research with a focus on accessibility, high tech and health since 1991. Her work focuses on performing well executed research to transform an organization's understanding of its customers and create compelling experiences.

She has consulted with innovative companies such as IDEO, Ziba, and Herbst Lazar Bell and health care companies including EnteroMedics, Providence Health and Services and Blue Cross Blue Shield. Janna spent several years working with Intel's Digital Health Group where she was part of research and development. Janna has published journal and conference papers on medication compliance, motivation, user research and wearable technology. She holds a master's degree in industrial design from Georgia Institute of Technology.

Dave Glaze is a Marketing and Sales Professional based in Portland, Oregon. He has many years of experience in the high-tech world, having worked for both Intel and Texas Instruments. While at these leading companies, Dave gained extensive experience with a broad array of products, from more technical products such as Microprocessors, PC's, and Servers, to more consumer oriented products such as Digital Cameras, Digital Watches, MP3 Players, Video Conferencing Software, and Kids Digital Learning Tools and Toys.

Prior to his high-tech endeavors, Dave gained extensive experience in Retailing. And more recently, he owned and managed a successful 150-seat restaurant. Among other activities, Dave now does Business, Marketing, and Sales Consulting.

Bruce Weinberg is a senior-level advertising and direct marketing Creative Director with proven successes for various Medical Technologies, Health and Wellness and Pharmaceutical products and services. He started his career over 20 years ago at Ogilvy & Mather and his pedigree includes stints at Y&R, Grey Advertising, JWT, and TBWA's Japanese affiliate K&L. His unique ability is to develop a brand personality through world class marketing communications that are compelling, cost-efficient and prompt a definitive call-to-action. He has extensive experience in marketing medical technologies, such as spinal implants, aesthetic and optometry lasers, cardiovascular products and diagnostic devices.

In addition, third brain studio has graphic designers, video editors, industrial designers and assistant researchers to round out any team as needed.

Past projects conducted for:



HERBST LAZAR BELL INC

MARKETSTRATEGIES
INTERNATIONAL

ISITE Design



Project Outline

Based on an introductory conversation, the following pages outline places where your company may benefit from research and additional services provided by [third brain studio](#).

We can provide research to support the development of an e-commerce web site focused on products for health and aging.

Support may include

Vendor research

User research

Purchaser research

Stakeholder research

Product research

All research results in actionable information or guidelines that will inform next steps.

Expertise

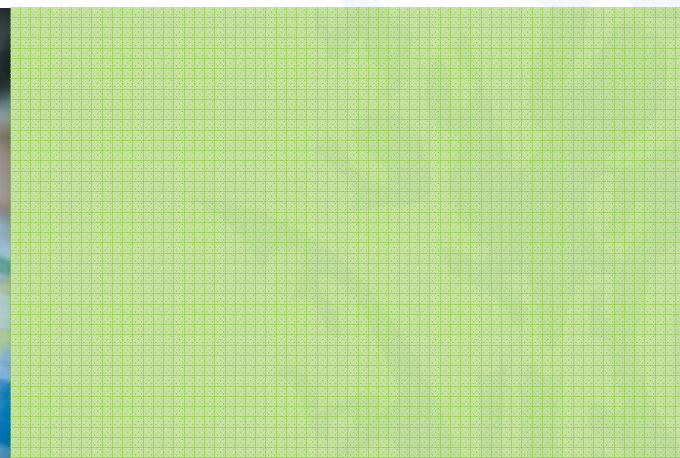
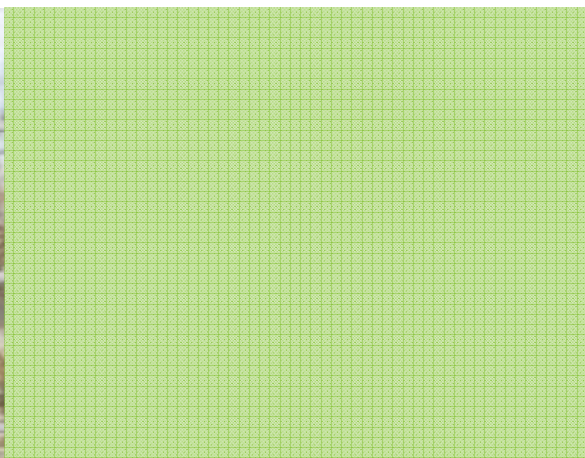
We have a passion for people.

What **motivates** each individual to do what he or she does?

What is their **passion**?

What are their **goals**?

What **gets in the way** of achieving their goals?



Research Options

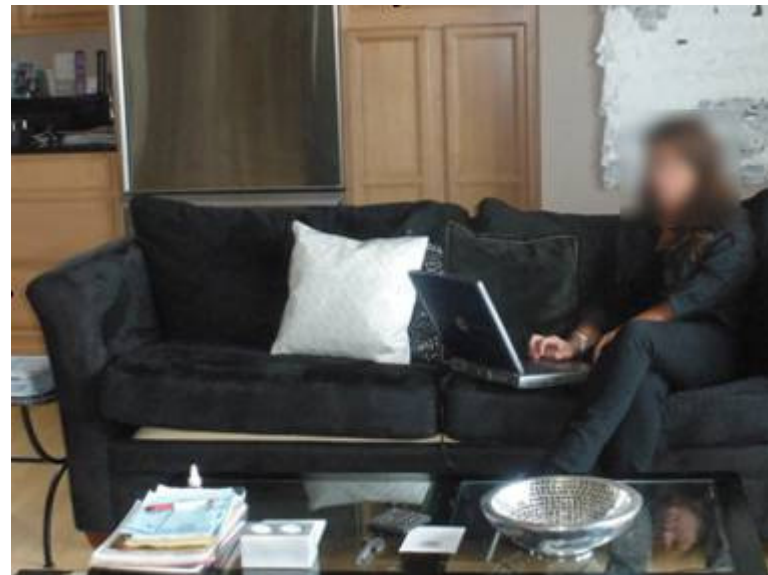
Interviews

Interviews – People are asked to come to a particular location and conduct a series of interviews of the course of a few days. These semi-structured interviews give insights to a persons, values, motivators, thoughts and feelings which inform how, when, why they engage with a particular product or service.

Contextual interviews - To learn more about users, vendors or stakeholders, it is often valuable to interview them or observe them in their “native” environment. Cues from the space and the way it is used, other people and objects in the space often give a more comprehensive view of a use can than in a lab or office.

Focus Group Facilitation

Get 6 – 10 people in a room and what can they tell you? A lot – depending upon what you do with them while they are there. Utilizing conversation and participatory design methods, focus groups can be valuable to help set direction and understand where the value of your product or web site lies. They give insights into values, emotions and beliefs.



A participant in her home during a contextual interview sharing the location for typical laptop usage.

User Testing

Once software, products or web sites are in development, it is valuable to get them in front of users early and often, making iterative changes along the way. Testing can be done with items of various fidelity from a mocked up product to static PDF or JPG images that allow a user to have the sense of a web site before it is fully coded and developed.

Observation/Shadowing

Watching and following users, stakeholders or vendors helps to uncover unknown issues, needs, wants, successes and failures. It is a way to capture complex issues that may not be articulated in the average interview

Research Tools

Participatory Design

By using images, or materials or words, users are asked to engage in various exercises to more deeply explain their experiences. Participatory design is valuable in that it takes an individual out of the “thinking” space of a traditional interview and with a hands on engagement encourages a “feeling” more conversation as well as providing visual evidence of their thoughts.



Write a Eulogy

To better understand the value of a product or service, participants are asked to write a “eulogy” thinking how it would feel if it was removed from their life.

Collaging

Gathering insights on values, beliefs and behaviors is often best supported by hands-on activities. Creating a collage gives visual representation to a participants thoughts.

Play-Doh

Similar to the collaging technique, using this childhood medium allows people to have fun and give form to their ideas that may be difficult to articulate. It helps to share both abstract and concrete thoughts.

Cognitive Maps

Participants use various media to show how they think of an item, a space or a system. This gives insights to what is top of mind for a user.

PS3 CONTROLLER
Think about the controller you use most for your PS3.
Which one is it? _____
Without looking at the controller, please draw it including the buttons and joysticks, in the space below.

Now, use a highlighter or colored marker to indicate what you use the most often on the controller.

This diary page included a cognitive map for a game controller research study.

Deliverables

Results can be delivered in many forms.

Internal Use: Power point presentations, thorough documentation, video, developer guidelines, design guidelines, concept sketches, wireframes

External Use: White papers, magazine articles, presentations for speakers

third brain studio, llc

Fifth International Workshop on Smart Appliances and Wearable Computing (IWSAWC) (ICDCSW'05)

Thera-Network: A Wearable Computing Network to Motivate Exercise in Patients Undergoing Physical Therapy

Columbus, Ohio, USA
June 06-June 10
ISBN: 0-7695-2328-5
Janna C. Kimel, Georgia Institute of Technology
DOI Bookmark: <http://doi.ieeecomputersociety.org/10.1109/ICDCSW.2005.135>

ABSTRACT
There is a growing field of smart medical devices for home use. The Thera-Network is designed for patients under the care of a physical therapist. A 2004 survey by the author found that motivation and regulation are the largest deterrents for patients participating in a course of at home exercise between therapy sessions. With the Thera-Network, motivation is offered through an on-line buddy network, and regulation occurs through distant monitoring by physical therapists between sessions. This device is designed for patients recovering from various types of temporary knee pain and is currently in the prototype phase.

The goal of this technology is to hasten the healing process through better patient-therapist communication and a networked support system. Insurance companies also stand to benefit from the system. Therapists can easily monitor their patient leading to patients who are more likely to adhere to their home-exercise program; all reducing time from injury to wellness.

ADDITIONAL INFORMATION
Citation:
Janna C. Kimel, "Thera-Network: A Wearable Computing Network to Motivate Exercise in Patients Undergoing Physical Therapy," icdcs, vol. 5, pp.491-495, Fifth International Workshop on Smart Appliances and Wearable Computing (IWSAWC) (ICDCSW'05), 2005

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<p>P1 is a high tech person who uses about seven computers within a month; currently three are up and running. He constantly changes them himself. He bought Maxtor Manager but says it doesn't work well with Vista. He uses mozy.com for his backup system now and recommends mozy.com to clients. Backup is an "insurance policy".</p>	
<p>P2 has used his computer about four years; he's currently a student (medical assistant) who built his own computer. Lost his hard drive about a month ago; doesn't want to lose sentimental things like photos - they're "irreplaceable." Although he has Nero, he primarily uses CDs, a zip drive, and email to his fiancée for saving files. Backup means important files are saved forever.</p>	
<p>P3 has had a hard drive fail. Currently he burns photos to CDs but has no ongoing backup plan. He says backup is in case of failure; it's not just for storage. Says the Maxtor "looks good" and assumes the "vent" should be on the side. He prefers to have control over what happens. Doesn't want it to occur automatically and doesn't leave his computer on overnight. He would like a reminder to backup; that's the best of both worlds.</p>	
<p>P4 says backup is storage in case of a crash. If there's a blue screen, he would use his Windows Install CD. He has used System Restore for email viruses. He prefers a disc to a backup product; he doesn't make daily changes to files. He bought his wife a 4GB flash drive for her photos. He uses a laptop that he moves</p>	

Deliverables

Personas

“Personas are the types that describe the various schools and observed behavior patterns among your potential users and customers,” describes Kim Goodwin of Cooper design.

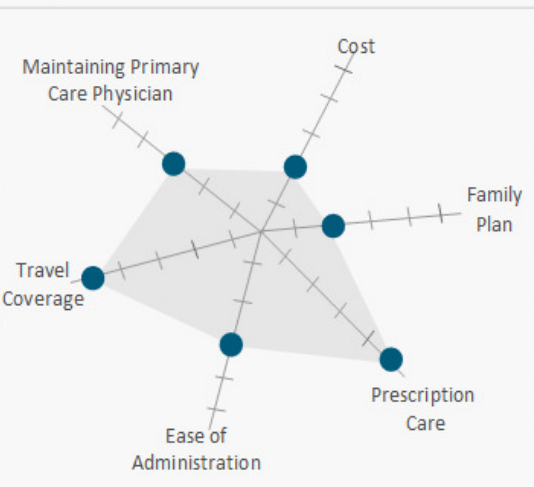
These descriptions can help your team understand the goals, the challenges, in the priorities of your end-user.

Sally Persona



Demographic
Age: 70 Marital Status: Single Occupation: Retired

Importance of Health Care Plan Factors



Shopping for Health Care

Background
Carefully reviews insurance options at yearly renewal anniversary.

Scenario
Sally already has a lot on her plate and wants to quickly look through insurance options online.

Needs

- Easy to navigate
- Able to find health plan factors she is most interested in
- Confirm that she will get the needed care

Features
Mostly wants information about

- Prescription Care
- Travel Coverage

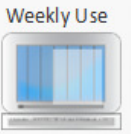
Behavior
At first concerned that she won't be able to find what she is looking for and then becomes frustrated and gives up when the information is not easily available.

Technology

Attitude




Weekly Use



Health

- Several chronic medical conditions
- Actively engaged in her health care – research

Favorite Travel Locations



Research Options

Pricing

It is difficult to price research before it is scoped. Some parameters to keep in mind:

Cost is affected by:

Number of participants

Amount of travel required for researcher(s)

Site rental to conduct research

Type of report out or deliverable

Secondary research is less expensive than primary research.

Research in a single location is less expensive than traveling from site to site – that is interviews where the interviewer is in one location and participants come to her are less expensive than visiting participants in their homes or offices.



After asking elders to place medication reminders around their homes. We returned to find this one by the kitchen sink...right next to the lighter fluid!

For more information contact:

Janna C. Kimel
Chief Experience Officer
third brain studio, llc
1111 East Burnside #304
Portland, OR 97214

www.thirdbrainstudio.com

jannak@thirdbrainstudio.com

503-200-0099



*When asked, “What motivates you to do your physical therapy?”
This diary study participant took a photo of his biking clothes
and bike shirt which remind him he is anxious to get riding
again.*