



**SUPPORTING MEANINGFUL CONNECTIONS BETWEEN
BREAST CANCER ACTORS IN COLOMBIA**

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About the project.

00.

ABSTRACT IN ENGLISH — 0 a.

The subject of this thesis is to analyze the current situation of the women diagnosed with breast cancer for the first time and posteriorly develop a service that can help them through their journey with the disease. The investigation will focus on this illness and how women are, specifically in Bogota, the capital of Colombia, dealing with it while navigating through the possible ups and downs that the disease can confront them with. There will be an analysis of the role of service design in the field of healthcare and how trends are emerging from this to approach the topic of design in healthcare differently. Interviews, co-design sessions, and case studies benchmark will support the research as well as the development of a concept focused on providing comfort and support to women that are going through breast cancer for the first time.

Consequently, after the research and analysis phase, Voyage will be created. A phase of conceptualization and prototyping with the possible users, will provide valuable insights about the project. A service that helps breast cancer patients and survivors to connect, but also their friends and family, since they are a vital part of their support system. The service will work through an app that will connect them through filters like type of cancer, age, closeness, and type of treatment. The intention behind is to find others in the same condition or women that already went through the process and are willing to help in any way the ones that continue fighting the disease. In addition to this, they will be able to track and share their entire process with their trust circle through short videos, as well as with the entire community of Voyage through journey stories related to breast cancer. Women that are survivors and want to help others still in the process will also have the possibility to create workshops or moments of gathering for them, depending on their skills and the approach they believe could work during this time in their lives.

ABSTRACT IN ITALIAN — **Ob.**

L'oggetto di questa tesi è analizzare la situazione attuale delle donne a cui è stato diagnosticato per la prima volta un tumore al seno e sviluppare posteriormente un servizio che possa aiutarle nel loro percorso con la malattia. L'indagine si concentrerà su questa malattia e su come le donne si trovano ad affrontarla, in particolare a Bogotá, la capitale della Colombia, mentre navigano tra i possibili alti e bassi che la malattia può presentare. Si analizzerà il ruolo del design dei servizi nell'ambito dell'assistenza sanitaria e le tendenze che ne derivano per affrontare in modo diverso il tema del design in ambito sanitario. Interviste, sessioni di co-design e casi di studio di riferimento supporteranno la ricerca e lo sviluppo di un concetto incentrato sulla fornitura di comfort e sostegno alle donne che stanno affrontando il cancro al seno per la prima volta.

Di conseguenza, dopo la fase di ricerca e di analisi, verrà creato Voyage. Una fase di concettualizzazione e di prototipazione con i possibili utenti fornirà preziosi spunti di riflessione sul progetto. Un servizio che aiuta le pazienti colpite dal cancro al seno e le sopravvissute a connettersi, ma anche i loro amici e familiari, poiché sono una parte vitale del loro sistema di supporto. Il servizio funzionerà attraverso un'applicazione che li collegherà attraverso filtri come il tipo di cancro, l'età, la vicinanza e il tipo di trattamento. L'intenzione è quella di trovare altre persone nella stessa condizione o donne che hanno già attraversato il processo e che sono disposte ad aiutare in qualsiasi modo quelle che continuano a combattere la malattia. Oltre a questo, potranno seguire e condividere l'intero processo con il loro circolo di fiducia attraverso brevi video, così come con l'intera comunità di Voyage attraverso storie del percorso legate al cancro al seno. Le donne che sono sopravvissute e che vogliono aiutare coloro che sono ancora nel processo avranno anche la possibilità di creare laboratori o momenti di incontro per loro, a seconda delle loro capacità e dell'approccio che ritengono possa funzionare in questo periodo della loro vita.

INTRODUCTION ———— 0 c.

“Breast Cancer is a disease that only in 2018 affected over two million people in the entire world, it is the second most common cancer overall and has a faster increase in low and middle-income countries” (Polaine, Lovlie & Reason, 2013), Colombia being one of them.

Breast cancer is a disease that receives much attention in this country, and many efforts are being put on making women and men notice the importance of breast cancer and being aware of the risks and possible diagnosis of what could lead to in the future. However, these efforts are concentrated in the early stages or the late stages of the disease, with awareness of the importance to be continually doing checkups, or highlighting the great survivors that made it through the process and now are cancer-free. The only institutions focused on the women that are patients at the moment that are still struggling with the disease are the private foundations of breast cancer. Their efforts are focused on helping women that do not have the resources to have private health insurance and the right to all the treatments or surgeries, it involves lawyers and a fight that people have been having for a long time with the government.

In addition to this, the process for these women to find out they have breast cancer, acknowledging it and fighting it, is tiring and it is a process that involves not only them as patients, but also their families and friends. It is a moment of adaptation of everyone to everything, including diet, time, and mindset about what life means at the moment and what it could mean in the future.

These women are aware they are going through the process alone at some level, this does not mean that they don't

want the help of family and friends, but that they are not able to understand them in some levels that instead women in the same condition, not even with the same type of cancer but only in the same situation can be more understanding of it all.

Keeping this in mind, there is an excellent opportunity to help the women that are fighting breast cancer to find each other and help each other during the entire process. At the moment, the only way patients of breast cancer are meeting each other is by chance in waiting rooms, by common friends, or through support meetings in the private foundations mentioned before. However this last option hasn't been successful, since women consider this a very private matter and feel judged by women that despite they are going through the same situation, are not related to their past, their life and feel entitled to judge their decisions about the disease.

Breast cancer is a susceptible and delicate matter that if it is approached correctly, can give the possibility to patients to support each other, to not judge each other and realize that they are not alone in this process, starting from the moment they find out they have breast cancer. However, there is not a precise ending stage, because as they have described it before, cancer does not end at the moment they are told they are officially cancer-free or they are considered survivors. This is a part of their lives that stays with them forever in mind and body, and what better way of acknowledging it, than by providing them the possibility to help each other always.

About Breast Cancer

01.

INITIAL BRIEF ————— **1a.**

Help women that are being diagnosed for the first time with breast cancer in Bogota, during the process of adaptation to the new disease. There is a lack of information and support to these women that is important to tackle from the beginning.



I would like to begin by giving a short but very precise definition of what breast cancer means. According to the American Cancer Society, breast cancer is “A type of cancer that starts on the breasts and the cells on it begin to grow out of control. These cells usually form a tumor that can often be seen on an x-ray or felt as a lump. The tumor is malignant (cancer) if the cells can grow into (invade) surrounding tissues or spread (metastasize) to distant areas of the body. Breast cancer occurs almost entirely to women, but men can get breast cancer too.” (American Cancer Society, n.d)

Breast cancer can start in different ways; it can begin in the ducts that carry the milk to the nipples or in the glands that make the breast milk. However, despite these two being the most common causes for it, other types of breast cancer are not that common but equally challenging to go through. It all starts in changes or mutations in the DNA of the cancer patient, these changes can be carried from one generation to another, or even the way people eat can affect the chances of the population having the disease but at this point, medicine can't confirm with certainty what are the factors that are involved in this DNA changes.

This is a disease that only in 2018 affected over two million people in the entire world, it is the second most common cancer overall and although its incidence is higher in high-income countries, there has been a faster increase in low and

middle-income countries, which also have lower survival rates. Breast cancer has become the leading cause of cancer death among women.(Senkus-konefka, Cardoso, Douillard, Bramley, Longo & Jezdic, 2018)

Breast cancer is usually diagnosed by clinical examination, although is not totally accurate and it's necessary to do checkups very frequently, self-examination can be the easier and at-home prevention for all women wanting to prevent the disease. Usually the clinical examination includes imaging with the help of mammography, ultrasound or MRI and next a biopsy which is the one that will determine what type of tumor it is and how the treatment is going to be in the next few months. Depending on how advanced the cancer is, the treatment might change from one patient to another; the most common possibilities for it are surgery, radiotherapy and chemotherapy.

Over the course of the entire disease, supplementary interventions are needed to help the patients, these include supportive care to help the patients manage all their symptoms and the side effects that could be related with the therapy that they are into, survivorship care for the patients that have survived breast cancer and this includes support groups, education about what is coming after the disease and rehabilitation depending under which conditions the patient ended the treatment.

BREAST CANCER IN COLOMBIA ————— 1c.

“Between January 2, 2016 and January 1, 2017, 50,887 women with breast cancer were reported throughout the Colombian territory. Of the cases reported in that period, 4,627 were new cases. The total number of deceased patients was 2,279, with a general mortality for the country of 9.0 per 100,000 women.” (Acuña, Soler, Valderrama, Daza, Fuentes, Barbosa, Castillo, Niño & Vasquez, 2018)

A lot of campaigns and efforts have been put in the early diagnosis for patients leaving a hole in the process for all the women that are going through it already. There is a lack of healthcare services offered to these women and therefore a design opportunity to explore.

When we talk about breast cancer in Colombia, we are talking about a disease that has a huge impact on the healthcare sector; it is the most known cancer in developed and developing countries. This disease has increased its mortality during the past few years, leaving a not so encouraging forecast; this could be related to situations like a late diagnosis, lack of treatment or efficacy in it.

Let's take a look at the case of the capital city for example, "In Bogotá, more than 50% of symptomatic women take longer than three months between the first consultation and the beginning of breast cancer treatment, which constitutes a disadvantage in terms of the prognosis of the disease." (Acuña, Soler, Valderrama, Daza, Fuentes, Barbosa, Castillo, Niño & Vasquez, 2018) This has also to do with the fact that the healthcare service in Colombia doesn't offer the necessary help for everyone in an equal

way since it's private. People with a low range of resources have the help of the healthcare system of the government but the conditions are not the same and it could take a long time to get a diagnosis of any kind, to being able to run tests or have an easy and normal consultation; so, by the time this women have a final diagnosis, sometimes it could be too late.

The mortality from breast cancer in Colombia was very focused on the large urban centers of the country, for example, Bogotá and Medellín; big cities. That was particular for breast cancer, and what was seen during this research was that it has a high mortality/incidence relation, higher than that of other Latin American countries that have better conditions of social and economic development.

The Role of Service Design

02.

SERVICE DESIGN AND HEALTHCARE ————— 2a.

The way that healthcare problems are seen in the design world is changing thanks to service design radically. The field is starting to become more engaged with the different challenges that our society is facing, and healthcare is beginning to be seen as more than just treatments and interventions. Designers are starting to pay attention to the entire journey of a patient, meaning pre-care and prevention, getting care, post-care, and maintenance, to create innovative projects that can develop new offers or even improve the existing experiences. Besides, the dimensions of the impact of service design in the field, are evolving to becoming even broader than just the user journey, these dimensions are also including organizational change, policies and regulation, cultural change and education.

ABOUT SERVICE DESIGN

Despite the fact that service design as a field and outcome is a very complex matter, it is easy to allocate merely as a product or just as a simple experience, however it is important to remember that is the exchange of relations between all these different actors what makes the service itself, every single one of its stakeholders helps to provide a clear and complete service to its users.

When we talk about services, the amount of work and systems behind the experience presented to the user is infinite, all the possibilities are well thought and in so many cases services could end up being even invisible or too abstract to be grasped by the users from the first contact, “services require us to design systems that adapt well to constantly changing parts. Networks, organizations, and technology evolve on a daily basis, but the service still needs to deliver a robust customer experience” (Polaine, Lovlie & Reason, 2013) . Design systems make the services powerful and really useful for the customer, it is not anymore about thinking how is it possible to keep a certain standard of living but is more now about improving the quality of life, of work, of transportation, always thinking about the users as a center of the whole experience.

Services are more than just systems, they are about the interactions between people as I have mentioned before; they are about their motivations and behaviors and their participation into the service itself as users and also, in many cases nowadays, as co-producers. If you want to go to the root of the problem, you have to talk to the people experiencing it every day, what is going on in their minds, why do they think that this is happening, and more importantly how do they think that they could help fix all these situations.

This is why the users are also called co-producers; they are active thinkers and part of the situation so, why not make them part of the solution? The service design systems are already complex on their own, so having help, correctly, coming from the ones personally implicated, is huge point in favor for the innovation of services.

“Another important aspect of service design is its potential for design innovation and intervention in the big issues facing us, such as transport, sustainability, government, finance, communications and healthcare” (Polaine, Lovlie & Reason, 2013). Is clear that Design and innovation go hand in hand, even if so many service design projects are about improving previous ones, the point of view from where the improvement comes will try to be innovative, the focus will be to try to help its users in a meaningful way and to develop a service that can really create an impact on its community.

In the case of healthcare which is a topic that will be explored more in depth in the next section, design and service innovation is about the relationships that health care professionals, patients, among others, have between each other and are reflected in the healthcare organizations or in many cases outside of them and focus more on the problems that are involved with healthcare in a more personalized and unique way.

ABOUT HEALTHCARE & SERVICE DESIGN

As we mentioned before, the service design practices inside the healthcare system have been gaining a lot of importance, as well as in the everyday life, and services for the community such as transportation and government duties. These design practices pose new approaches to the health care system, where the ultimate goal is to understand the patient as a fundamental part to create efficient, engaging and valuable solutions for them.

The focus remains in the patients since is important to see them as a co-producer, a co-creator of his own service, all with the initiatives to make them more than just a passive receiver of healthcare, whatever the situation is. As designers, watching the real and actual patient's journey, can help us challenge our own assumptions, to be more emphatic

and understand where changes could be done in order to improve the system and the experience given to them. We need to recognize that disconnections are always happening, the job of the service designer is never done because a service is never perfect and is never complete, even more in such complex situations as healthcare.

In service design it is important to help establish patients (or the main users, according to the case) as creators and enablers of their own care, create a new role for them to invite them to share as catalyzers of a new approach, the approach of service into big systems such as healthcare in every country. Nowadays more and more patients and healthcare providers are noticing the importance of creating communities, networks and organizations that can extend the social connection maintained so far between all the actors. "Those organisations cannot be delivered top down, in the shape of a traditional institution. We need a minimal level of external, professional design to allow bottom-up initiative from within society" (Cottam & Leadbeater, 2004). Because of this, there is an urge to create communities of co-creation, it is necessary to change the way that we see problems and attend them, giving them a total spin. It is essential to give the possibility to all the possible and different users to be part of it, to show their concerns, their ideas and goals, and like this create organizations that could deal with complex but exciting tasks.

As we talk about community, it is also good to keep in mind that in this specific topic, the relationship is not only based in communities related to hospitals. A community can be created among family, among the same patients. It can lead to projects focused on prevention, on support, assessment among others, and the result will be an evolving system that will never stop learning and changing, but it will always remain focused on the real user to provide better experiences.

Co-creation is a huge part of service design in the healthcare system, the reason behind its importance is the practicality that comes with it and can help the service to be replicated in a better way. Also the fact that, since it involves an institution of such magnitude, it is impossible only to have designers as a source of information. It is necessary to create an open environment to hear all the problems, insights, and possible solutions coming from the different fields involved, it is even possible that some fields are connected and never knew it or that they were connected. In addition, the help of platforms as guides and providers of information, can help to share knowledge and motivate people to use it at the same time.



TRENDS IN DESIGN HEALTHCARE ————— 2b.

In order to support the research about healthcare in service design, it was important to also analyze the trends, that could support the creation of a service, that is thought to be presented and evolve in the healthcare context. The research about the trends, would also give a clear idea to which possible paths the project could take, in order to develop the concept and eventually the final idea, since they are found and analyzed, in the context of service design.

Person-Centric Healthcare

“The challenge and opportunity for design in healthcare is to place the person as an active agent in all aspects of healthcare, from the promotion, to the delivery and treatment. The focus here is designing for a person rather than for a patient aiming at improving a person’s quality of life along with health.” (Tsekleves & Cooper, 2017) This is why service design becomes important and valuable, since it listens the users/patients, learns about their behaviors, their goals, their true needs and their fears in order to create projects that could eventually tackle and remove all the problems that the patient is facing during his/her journey.

Digitalization in the healthcare field

It is true that technology is playing an important role in every aspect of the daily life of an user and with no doubts it will do it even more in the future. However as service designers it is important for us to recognize that technology is part of the solution but not all of it. E-health is changing the way we approach patients and even the entire circle of stakeholders but the solutions must be focused to go into a deeper level than just creating apps. “There is a demand for bigger transformations in the processes, service offers and experiences. It does not make sense to translate bad analogue services into bad digital services”. (Service Design Network, 2017)

Community healthcare

These new services are created with the aim to explore the possibilities of healthcare beyond personal health, by creating and having communities that can help the patients leverage their situation. This would also promote more community-based built and complex environments. This approach not only tackles the health of the patient with a scientific approach but it also recognizes the importance of mental health during their journeys. “The involvement of users and other actors in the early stages of service development opens the door to more efficient, effective and customized experiences” (Service Design Network, 2017).

Co-Design

“The notion of co-design is precisely based on the idea that people having different voices should collaborate within a design process” (Manzini, 2015) Service design through this trend has the possibility to empower the patient and allows him to become not only a user but also a producer in the service that is about to be created, it recognizes the value as mentioned in the first trend and facilitates the process of open innovation in order to combine not only opinions but also different visions of the same problem. “In particular the main issue for co-design is to overcome “yes or no” answers, facilitating the emerge of complex ideas, combining not only opinions, but also visions and proposals”. (Meroni, Selloni & Rossi, 2018) It allows having a deeper understanding of the user interactions and addressing fundamental topics that are generating pain points in the process only by working hand in hand with the patients involved.

These trends highlight the fact that we as service designers, have the possibility to create meaningful changes in the way people visualize healthcare, we can have a bigger picture of the processes and journeys as never before, we learn not to judge but to create possibilities among problematics and healthcare is not the exception. With service design, the chance to work hand in hand with the people involved in the processes allows us as designers to really create improvements or even change completely for the better the journeys of patients, hospitals and other stakeholders involved.



SOCIAL INNOVATION ————— 2c.

Keeping in mind the trends discussed before and the rise of service design in healthcare, it is important to finally highlight how all these concepts converge in one called Social Innovation, where people want to be part of the creation of services and products in order to create solutions that are more efficient, as Ezio Manzini says “An unprecedented wave of social innovations, an expansive open co-design process in which new solutions are suggested and new meanings are created”. (Manzini, 2015) The reason behind it, is as we have mentioned before, the users are hidden resources that can really improve the offer and the co-creation enhances the capability of these users to act and get involved in the delivery of these solutions

creating a blurred line between producers and consumers increasingly leading to a concept called prosumers.

Social Innovation is starting to become crucial in design, it enables new collaborative forms of sharing, new forms of exchange, new models of production based on locals and a fair and direct trade between producers and consumers; it allows a type of innovation that is good for the society and enhances its capacity to act, you could say that is potentially an agent of change. It focuses on needs that are social and creates new relationships between societies.

About Colombian Warriors

03.

COLOMBIAN WOMEN AND THEIR JOURNEYS

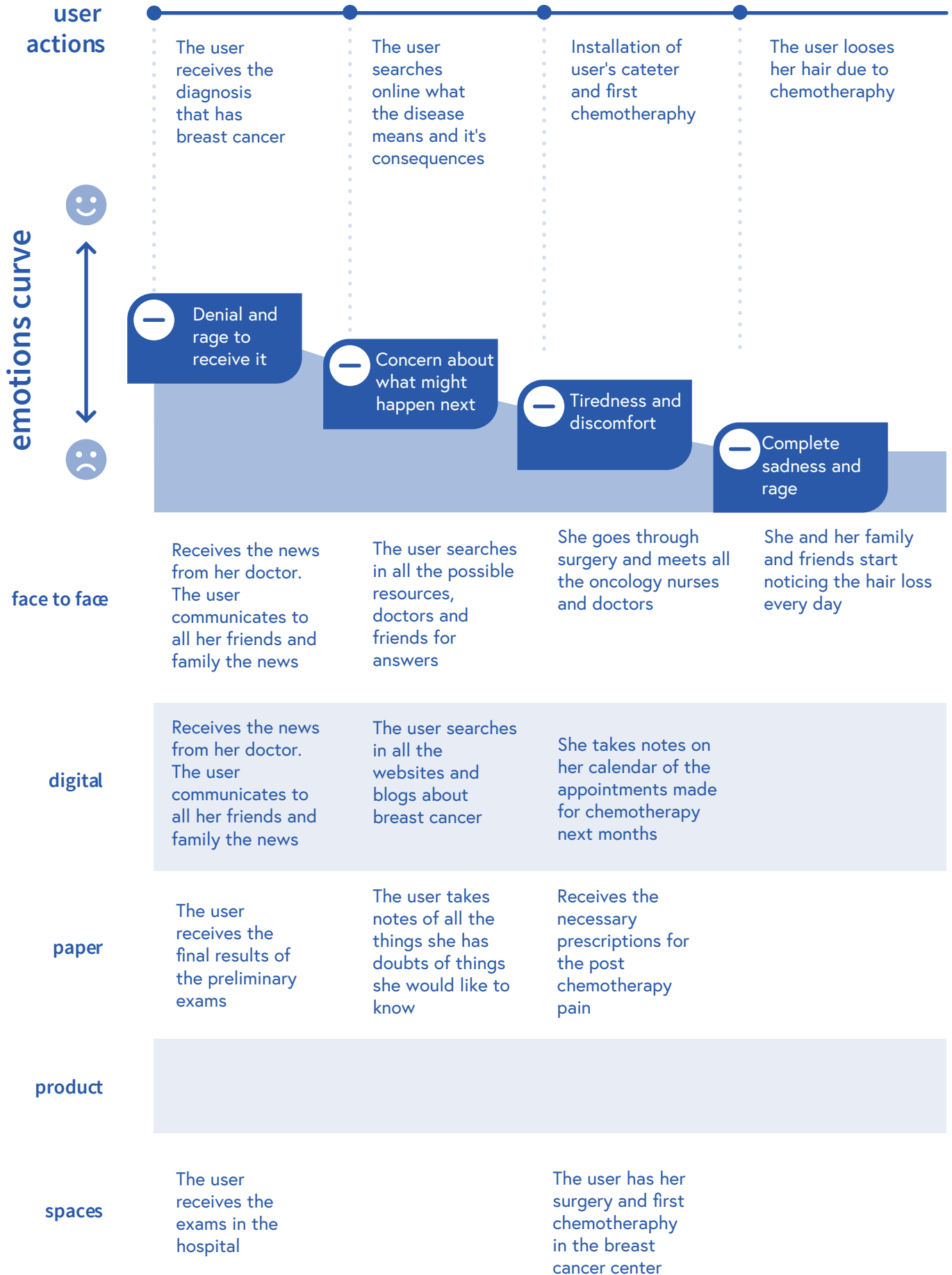
3a.

The initiative to work with a project about this breast cancer came to me from having a friend going through this disease. It allowed me to recognize in an up-close way the pain points that family, friends and the patient can go through during the entire journey, from finding out about it, to finishing the treatment and calling themselves survivors. This is a learning process from day one for everyone being part of the closest circle of the patient, and despite that many of these women have a good private healthcare system, they feel powerless, and the necessity of support is present but not tackled.

As important as it has been in Colombia to create campaigns and awareness about doing breast self-exams and incentives the checkups with doctors, prevention and survivorship seem to be the only alternatives to talk about breast cancer. But what about all the women who already have breast cancer, or that haven't finished their treatment,? none of the solutions are focused on tackling the huge group of women that every year for many reasons

end up having the disease. Part of it, is because it is normal to think that since these women have cancer, the only possibilities for them are to go to the doctor, go through chemotherapy, go through surgery and trust the medical board.

However, there is a necessity from these women to have and experience support during the entire process, even more if it is for the first time. These women feel that they don't have the control over their lives anymore, they have never gone through something like this before, so they do not even know how much time it is going to take them, or also if they are going to finish the entire process successfully. There is fear, uncertainty, and anxiety in every step of the way. It makes it harder for them to talk about it with someone besides the doctors since no one around them can understand their feelings altogether, even if there is a willingness from the circle around them to offer support.



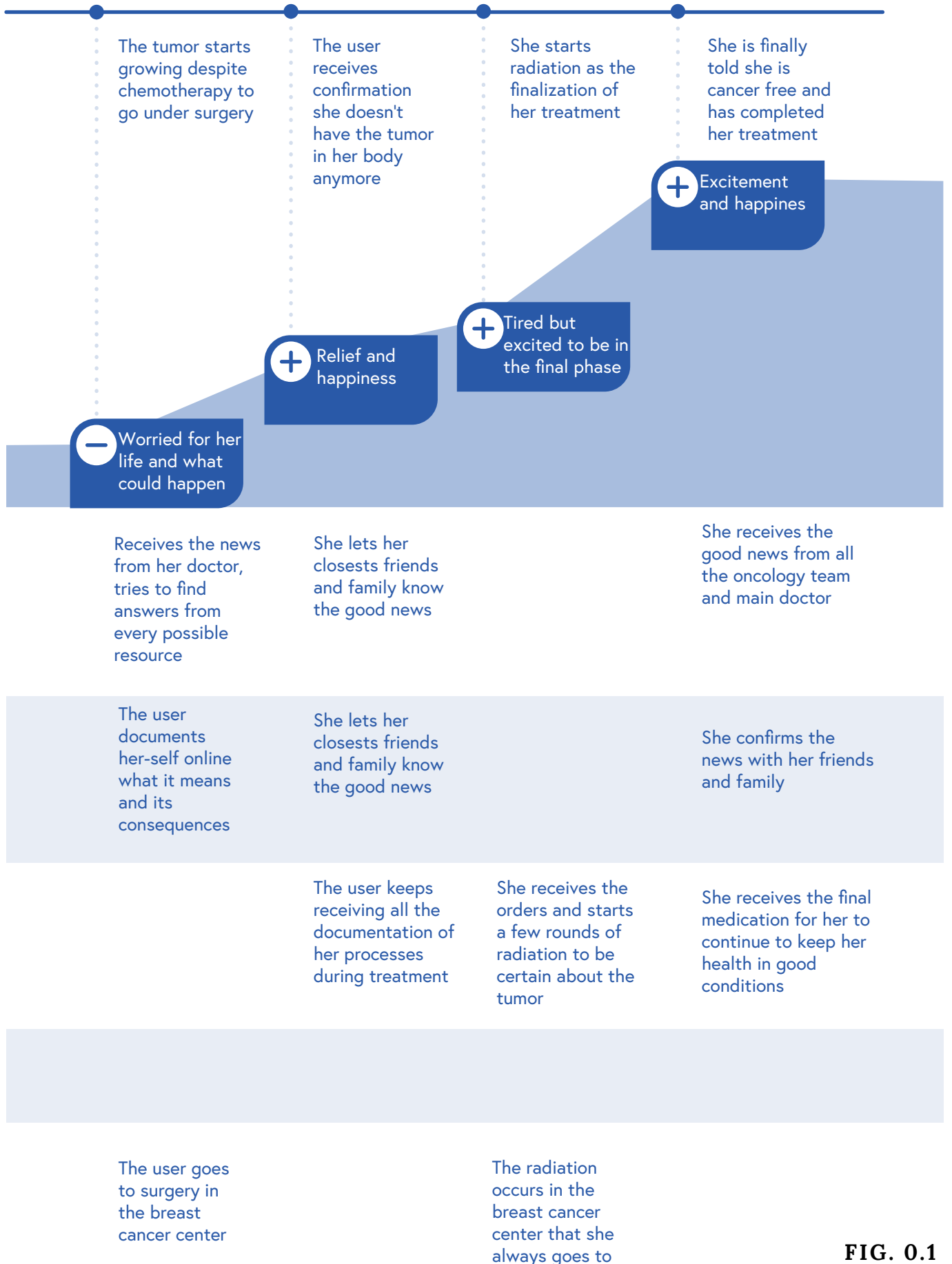


FIG. 0.1

As an analysis tool I decided to define the problems, opportunities and insights so far acquired, in order to define, categorize and delimit all the information obtained at the moment. These were the following results:

Problems

The private healthcare system in Colombia is only focused on creating awareness about breast cancer when it comes to prevention or highlights the women that have been survivors of the disease.

The scientific approach to breast cancer is not deniable but there is a lack of emotional care that seems to be necessary for this women and their family and friends.

In many cases women have to fight legally to have the treatment needed since their private insurance or public insurance does not cover all the treatments.

Opportunities

Women going through breast cancer are noticing the lack of support that exists between each other while going through the entire journey.

The breast cancer movement is very meaningful and important in Colombia, even more in a city like Bogotá; also many of the women that have the disease are living in big cities like this one.

There is a necessity between these women to help each other but they don't know how to do it.

Insights

They feel the pressure of a society that imposes a lot of behaviours and perspectives that women with cancer can't live by it. The fact that it is still assumed that the woman must have long hair to be a woman radicalizes them within a context where they do not feel understood.

Breast cancer patients feel strongly connected with each other, it is important for them to find other women going through the same situation .When they talk with each other they finally feel related and this helps in healing process.

There is a lack of knowledge that friends and family face by not going through the same thing as the patients, which only portrays them as outsiders that could help more.

Breast cancer foundations in Colombia provide the help they consider necessary for these women, however the range of breast cancer patients joining the support groups is low considering the amount of women that discover they have breast cancer every year.

Patients never obtain all the answers that they need from the visits with the doctors, so for them other sources that can answer their questions or help release their anxiety is important, like websites and blogs in the internet.

Patients never obtain all the answers that they need from the visits with the doctors, so for them other sources that can answer their questions or release their anxiety is important.

REDEFINITION OF BRIEF — **3d.**

When we talk about breast cancer patients that find out for the first time about their disease, it is challenging for them to handle all the information that comes after the announcement of the results. Also, it is not only the patient who suffers the consequences but also the family and friends surrounding her, which makes it even more complicated. This is why I want to create a solution that could ease the impact for these women when they find out that they have cancer and their support system to understand it and deal with it in the best possible way. Helping them to create and have a support network in which they can be part of and bring together the expertise of all these survivors that went through the same process and want to help the ones that just started the journey and the family and friends that don't know how to deal with all the new changes.

So to begin the project, I wanted to do some research on case studies that could be useful to see what was in the market at the moment and if there were other services that were addressing this specific problem. I divided the case studies in three main categories, General breast cancer case studies, Innovative case studies and Latin America case studies.



Case Studies

04.

INTRODUCTION ————— 4a.

As part of the research process it was necessary to understand what were the services that at the moment existed in the market and were giving these women comfort and understanding about a disease as breast cancer. It was also important to find out if many of the services offered around the world including Latin America were related only to one part of the process or to all the experience linked to the breast cancer disease. As a research method I looked for all the possible innovative case studies related to breast cancer, innovative cases that could add some information or help the research but were not necessarily linked to the breast cancer disease and finally, case studies only in Latin America that are related to the breast cancer disease or innovative ones outside the disease.

Following this, a criteria was also developed to catalog all the case studies and understand what was necessary and expected for the new service to create, including in which stage of the disease was this project created for :

Before (The prevention)

Diagnosis (When they find out they have breast cancer)

During (The entire process of fighting breast cancer)

After (survivors stage)

★ Digital project

★ Physical project

★ Before project

★ During project

★ Finalization project

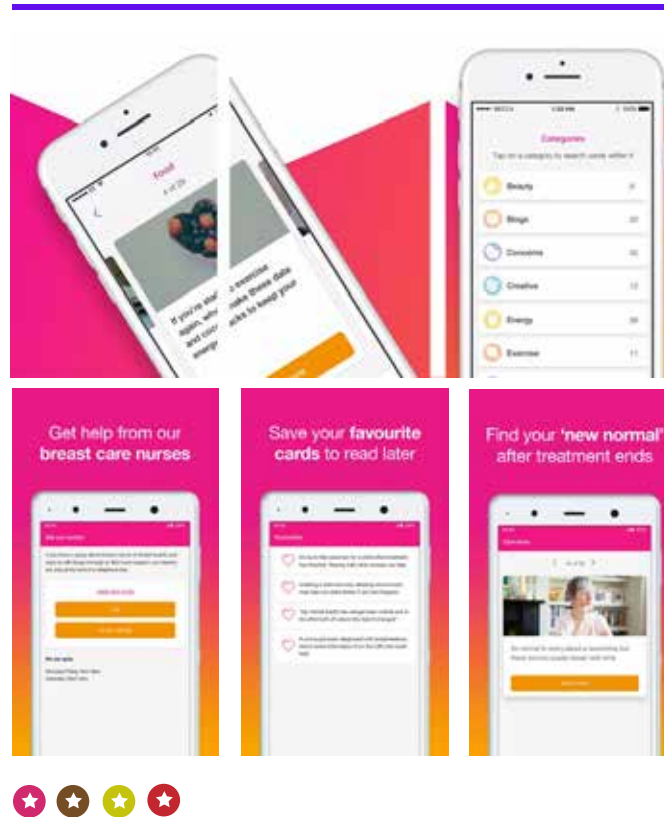
★ After project

★ Community

★ One Person

★ Healthcare

★ Wellness



1. BECCA THE BREAST CANCER APP

For : Women that went through breast cancer.

Stage: After

Where: UK

DIGITAL TOUCHPOINT

* Daily tips in topics like exercise, diet, mindfulness, concerns and support.

* Since it's an app that does not involve live information, it is always available for these women.

* It focuses on providing the user a full and complete back on track experience.



2. REDUCING DIAGNOSIS BY 90%

For : Women being diagnosed and medical group

Stage: Diagnosis

Where: Norway

PHYSICAL TOUCHPOINT

* A new routine to reduce the diagnosis period for breast cancer patients.

* It reduces the patient stress and anxiety during this difficult time.

* It makes the doctors journey much easier and productive to be able to communicate the patients the results in a better way.



3. DECISION MAKER

For: Professionals and patient

Stage: Finalization

Where: Denmark

PHYSICAL TOUCHPOINT

* Helps to make the conversation easier between patients, doctors and relatives.

* Helps the user to understand that there are actually choices that she can make according to her health.

* It's a decision making tool that provides knowledge and helps establish priorities and needs for the patients.



4. AR FOR BETTER BREAST HEALTH

For : All women, breast examination

Stage: Before

Where: Frog NY

DIGITAL TOUCHPOINT

* It's an easier way to create awareness and help women learn to examine their own breasts.

* Help women integrate breast examination into her health routine.

* Integrate technology like augmented reality in our daily life routine as women in order to make easier the breast examination.



5. TRIP COMPANION

For : Cancer survivors

Stage: After

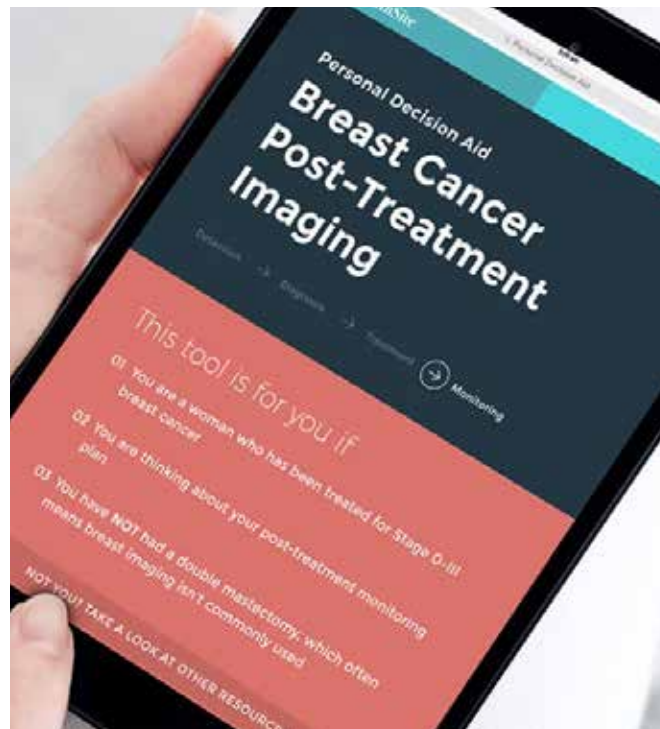
Where: USA

DIGITAL TOUCHPOINT

* Provides a health care plan including a calendar, frequent questions for the user.

* Provides motivation and takes into account the mood of the patient, health rate and exercise.

* The idea is to help the user create a routine after she finishes her treatment.



6. SIMBA

For : Cancer survivors

Stage: After

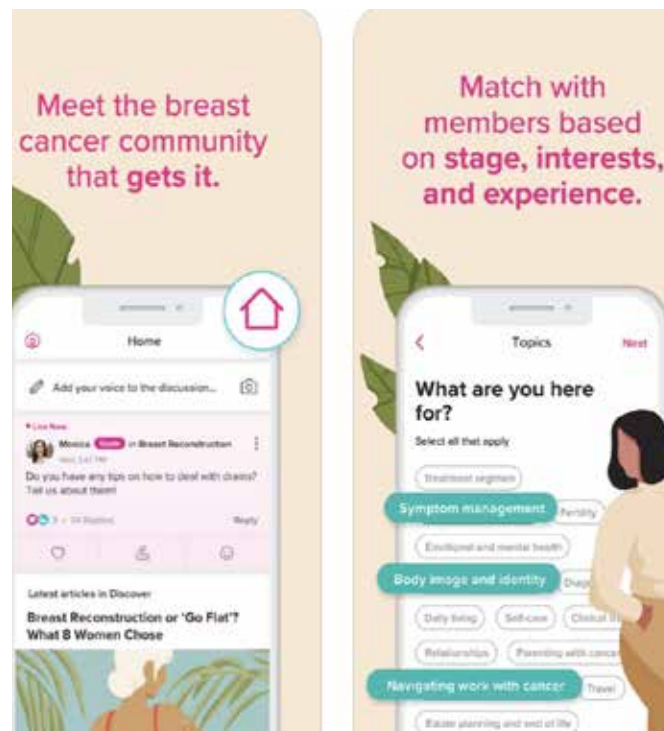
Where: USA

DIGITAL TOUCHPOINT

* Helps the patient to learn important factors about the next step of their disease.

* It involves stories from women that picked the different options for their treatments making the whole process more human.

* Helps the patient to compare options and take an informed decision about what is about to come.



7. BREAST CANCER HEALTHLINE APP

For : Cancer patients

Stage: During

Where: USA

PHYSICAL & DIGITAL TOUCHPOINT

* Allows women to pick the reasons why they are using the app, they make the filter, the app doesn't impose anything.

* Includes a matching feature, it connects women according to their treatment, stage of cancer and personal interests.

* The community can also be created in a digital way in order to know the answers to quick questions.



8. CLEANING FOR A REASON

For : Women going through cancer

Stage: During

Where: USA

PHYSICAL TOUCHPOINT

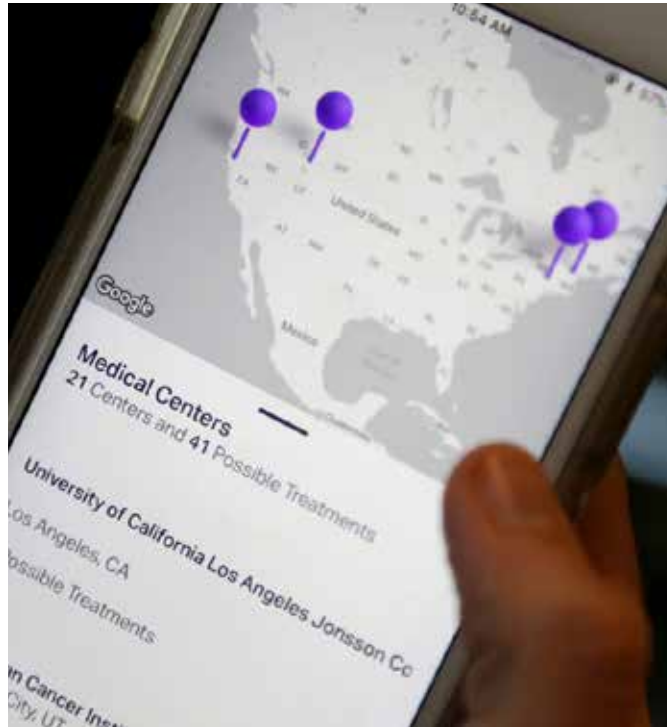
* A volunteer service from women to women.

* They help women with cancer, cleaning their houses, it is all connected to cleaning companies that would like to volunteer.

* The idea is to remove a worry from the cancer patients so they can focus on their health.

INSIGHTS.

1. A lot of the projects for breast cancer focus surprisingly when the patients finish the treatment and start living a life after breast cancer.
2. The projects focus on simplifying choices, creating awareness and making life easier after breast cancer, only one project focuses on the middle of the process the “during” part.
3. With these projects there are relations between patient and medical team or only the patient itself, there is only one project that pretends to create a connection patient to patient.



1. DRIVERS - CLINICAL TRIALS

For : Cancer patients searching trials to participate

Stage: During

Where: USA

DIGITAL TOUCHPOINT

* It makes easier the whole process of searching for studies that could help cancer patients.

* It's a subscription service that allows the patient to provide a sample of their tumor and medical record for doctors with possible studies to offer to analyze in record time.

* It reduces time and connects two different stakeholders in a much easier way.



2. BELONG LIFE

For : Cancer patients and doctors

Stage: During

Where: USA

DIGITAL TOUCHPOINT

* The possibility to solve questions about the cancer treatment with oncologists, radiologists, researchers and nurses.

* Organize and manage documents from the patient all online.

* Free clinical trial options service for the specific type of cancer.



3. CANCER CARE CONNECTION

For : Cancer patients and caregivers

Stage: During

Where: USA

PHYSICAL TOUCHPOINT

* It's the service of a counselor that will listen through this difficult time and will coach the patient to find the answers needed.

* Also provides a face to face counseling service in some places.



4. TYZE PERSONAL NETWORK

For : Any patient receiving care

Stage: During

Where: USA

DIGITAL TOUCHPOINT

* Network that connects people around someone receiving care, communicating with family, friends and helpers.

* The possibility to schedule appointments and keep them all present in the platform.

* Share files, photos and updates for the patient.



5. NEXTDOOR

For : Neighbours

Stage: During

Where: Italy

DIGITAL & PHYSICAL TOUCHPOINT

* It connects neighbors, it creates a social network for your neighborhood.

* It's a service of requests and answers that could be from finding a last minute babysitter to contributing to a local activity.

* It's a new way to connect neighbors and to meet new people around you.

INSIGHTS.

1. Most of the project focus on the stage where the help is needed (meaning) during, something that does not happen with the breast cancer case studies.
2. The projects focus on giving support during these difficult times, finding the answers to the questions that the patient might have and create connections not only patient to patient but also family and friends.
3. There are other projects also that focus on simplifying the process, allow more accesibility and at the same time create connections.



1. EVA BRA

For : All women

Stage: Before - Prevention

Where: Mexico

PHYSICAL TOUCHPOINT

* It's a bra that is equipped with biosensors to map the surface of woman's breasts together with the temperature.

* It only needs to be worn from 60-90 minutes per week and the results can be seen through an app via bluetooth.

* It reduces diagnosis gaps by up to 95%.



2. FUNDACIÓN SIMMON

For : Women going through breast cancer

Stage: All stages

Where: Colombia

PHYSICAL TOUCHPOINT

* Accompaniment to patients, family members and caregivers, also nutrition psychology and other issues associated with cancer.

* Advocacy in health policies for the cancer patients struggling with medical insurance.

* Workshops and talks, it's important to keep in mind that all of them demand the physical presence of the patient in order to create community through all these gatherings.



3. LIGA CONTRA EL CANCER

For : Women going through breast cancer

Stage: All stages

Where: Colombia

PHYSICAL TOUCHPOINT

* Support groups, consultation in psychology in an individual and group session.

* A separated support program for mastectomies patients.

* Accessories like wigs for cancer patients in general.



4. ASOCIACIÓN AMESE

For : Women going through breast cancer

Stage: All stages

Where: Colombia

PHYSICAL TOUCHPOINT

* Emotionally support women diagnosed with breast cancer in all phases of the disease.

* Weekly workshops on complementary medicine to help women diagnosed with breast cancer and their families to overcome the disease.

* The Association AMESE in partnership with the legal offices of the Andes, Javeriana, Autónoma universities attends to their legal concerns.



5. HOUSPOON

For : People that want to meet people

Where: Colombia

DIGITAL & PHYSICAL TOUCHPOINT

* It's a platform for people that want to meet new people through events that involve food.

* The idea is to book the event that the user prefers through the app, the user pays at that moment and arrives to the house of a stranger to eat breakfast, lunch or dinner

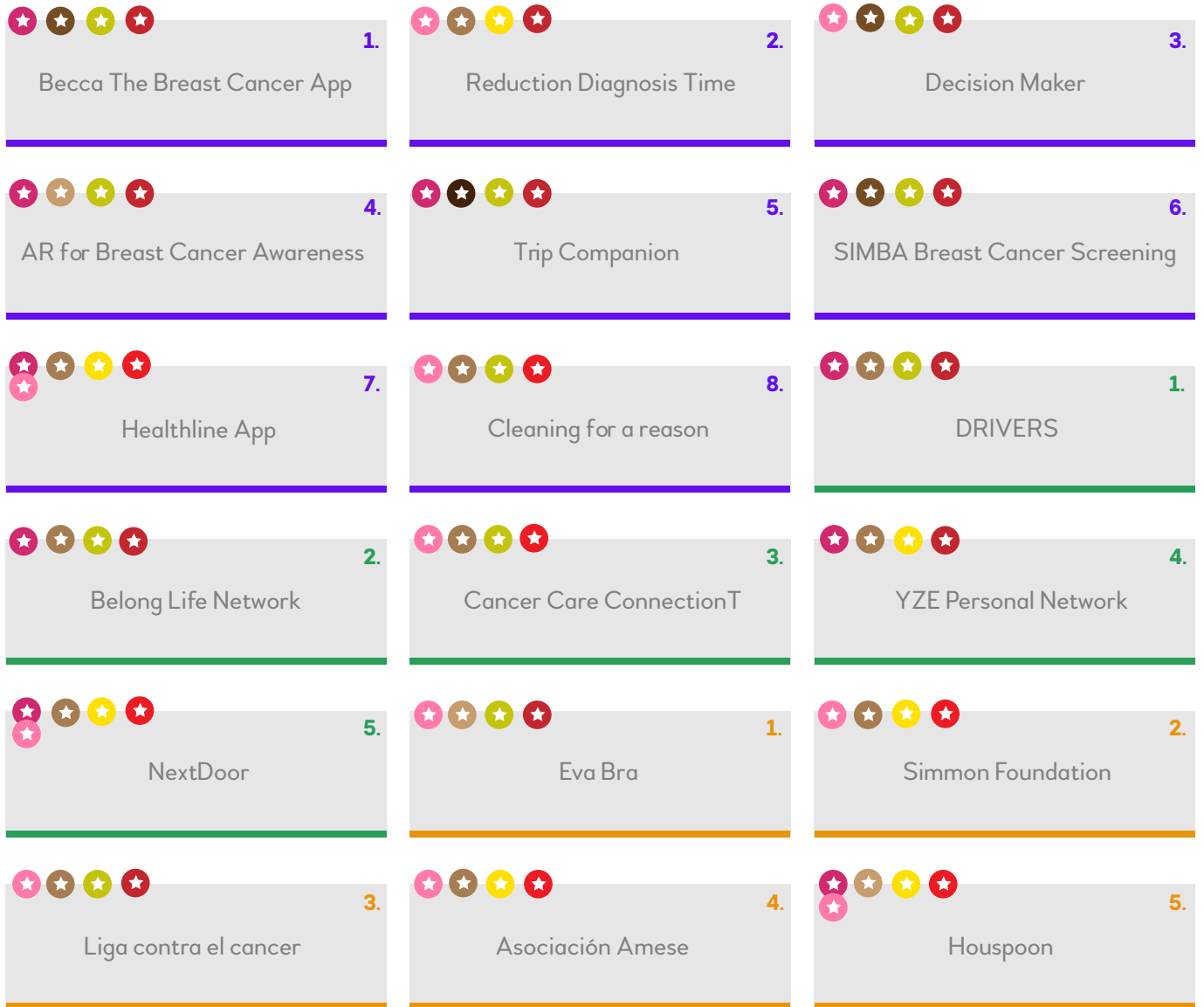
* It's a new way to connect people through food, the dinners could involve themes too.

INSIGHTS.

1. Even though there are foundations in Colombia focused on breast cancer, they don't seem to be effective for women in this condition.
2. Women prefer not to share their situation in support groups to strangers. Even more when they are just starting. Women in Colombia tend to feel entitled to give their opinions and sometimes these opinions don't match with the others.
3. Foundations focus a lot on legal advice for these women since medical policies in Colombia are difficult for people with a low income.

CASE STUDIES CATEGORIZATION

4e.







- Digital project
- Before project
- Finalization project
- Community
- Healthcare
- Physical project
- During project
- After project
- One Person
- Wellness

FIG. 0.2

What would the perfect combination for this project?



-  A digital and a physical project
-  That involves the During-Finalization-After stages of the illness
-  Creating community among these women
-  Allowing them to acquire information about healthcare and wellness.

Concept Development

05.

HOW MIGHT WE QUESTION ————— 5a.

HOW MIGHT WE HELP FIRST TIME BREAST CANCER PATIENTS FIND AND HELP EACH OTHER DURING THE ENTIRE ILLNESS, IN ORDER TO CREATE A SUPPORT COMMUNITY THAT HELPS THEM SOFTEN THE BURDENS THAT COME WITH BREAST CANCER?

After reviewing all the case studies, I realized that a lot of the solutions were focused on helping the survivors. Still, just a few were focused on supporting the patients that were going through the process in a way that could help them find answers in a less personal way. The projects were focused only on self-improvement, never creating a community among the patients but among patients with doctors to solve their questions, the solutions were mainly digital and didn't encourage physical connections, finally, they were primarily focused only in one stage of the illness but never in all of them, them. It is essential to see cancer not as a single thing that happens and then everything goes back to normal; the entire process from learning that they have the disease, going through the treatment, surviving and continuing a life full of monitoring, involve cancer. This is why I decided that the solution that I wanted to find needed to be:

- A physical and digital project
- A project that involves the During-Finalization-After stages of the illness
- Create community among these women
- A project that allows patients to acquire information about healthcare and wellness.

BRAINSTORMING IDEAS _____ 5b.

Keeping this into consideration I brainstormed a few ideas that could be useful for these women in the context of Bogota, Colombia and this was the result.



Godmothers By/For women

Most of the women that have experienced breast cancer at least once in a lifetime, can empathize more easily with the ones that are going through it at the moment. They also, as survivors, feel in many cases the will to share their knowledge with these other women in order to ease the pain and help them in any possible way. So, why not creating a network of women called godmothers that will be taking care of women that have just found out about their breast cancer situation?



Friendship Tinder for women with cancer.

The concept of this idea is to facilitate the possibility to meet other women that are going through the same breast cancer situation. At the moment the doctors tell them that they have this disease they feel alone and look for the support of people that could really understand them so the idea is to connect women to again support each other and find each other in a more easy and descriptive way, matching people through interests, through the same type of breast cancer, etc.



Provide knowledge in exchange of a coffee.

The possibility of exchanging knowledge about the disease is important for these women, what worked for one could work for another, it becomes a willingness to really help and give knowledge. When they manage to find each other but don't know each other a nice cup of coffee or tea can be a good excuse and the perfect amount of time to see each other and exchange all the experiences about breast cancer.



Platform to share their stories.

Since most of the women that are survivors want to also share their story, it does not matter if it is in the earlier stages or when they have finished the treatment, the important matter is to help. This idea is about creating a platform where they can record and upload videos telling everything they want to tell about their experiences and how they overcame symptoms and feelings that overwhelmed them. A platform to share but also to again, help each other.



Cleaning service for women with cancer.

It is clear that when these women start their treatments, their time and energy reduces. One of the biggest challenges that these women have to go through, is finding the time to perform the house tasks, despite being ill. This idea is about supporting them, creating a group of voluntary woman that will help them clean their apartments or houses while they can rest after their chemotherapies.



Car Sharing for appointments of women with cancer.

In Colombia the distances are very large and sometimes the hospitals are located in a distant area from where they live, in addition to this, not all of them have a car and public transportation can be difficult in a city like Bogotá, so I thought about a car sharing service where all the women that live in the same area can take turns depending on their chemotherapy schedule and go together to these type of appointments since at the end the hospital is their common space.



Workshops by/for/between women with cancer.

Most of the women that are survivors want to help but have different approaches to it, they like to share knowledge, experiences and also expertise but don't know how or where could be a good option for them or even how to find the audience for it. This is why I thought about doing workshops by, for and between women with cancer, this way they can connect with each other, learn from each other and give all the knowledge they have been wanting to share.



Platform to handle appointments, doctors, medical history.

Since when these women when they are told they have breast cancer have to schedule a long list of medical tests and appointments. I decided to have as one of the brainstorm ideas the possibility to create a platform that could handle and store all the appointments, all the doctors and all the medical history of every women and share it with their families and friends who also most of the time want and need to be aware of the actual situation after all the tests and appointments.



Game to ease communication between patients and family about cancer.

It is difficult to involve families and friends when it comes to talk and explain all the process and feelings that involve breast cancer as a disease and also the hours spent in a hospital waiting for appointments and to do tests are endless. So I thought that maybe a way to make it more interesting, less scary and more open the entire situation was to create a sort of game that could allow an easier and fluent communication between patients and families and friends.



Writing courses for these women.

After finding out that they have cancer, these women go through a lot of emotions in a short period of time, they feel a lot and want to put the feelings out in the world but don't know how, this is why I thought about creating a service that could allow this women to put their thoughts and feelings out there in a written way so they could feel more light and release all the things that could worry them and make them feel sad or depressed.



Bookclubs for patients and their families.

Bookclubs to me are a way to connect and allows to share experiences that are not necessarily related to the book that is being read. The whole point of the experience more than reading a book is to find people with whom they feel related to in a more deeper level. The book clubs would be not only for patients but also for families and friends, like this, they would also have the possibility to share their experiences and feelings.



Dinners and food events to meet other women.

Food is something that always gets together people and in this case it is not an exception, food also after being diagnosed with breast cancer, becomes an important part of their lifes, they get aversion to some food, some smells, the way that they take care of each other's body is different. So why not creating events about food where these women can meet each other, cook, have a nice time despite the disease and share knowledge and experiences?

SCENARIOS

5c.

I then grouped them into scenarios that will help me communicate ideas about my user actions. It will also help me formalize ideas and to take creative approaches to those ideas that I had brainstormed before. Here are my three scenarios.



“I’ve got your back”

This scenario is about creating community among these women facing breast cancer. It's about supporting each other, emotional support more than any other thing and most importantly the opportunity to find each other in an easier way.

Projects

Knowledge for coffee
Dinners and food events
Godmothers
Friendship Tinder
Platform to share stories



“Two heads work better than one”

It's about offering these women the possibility to feel release from the every day tasks in order to help them focus more on their illness. It's about showing support through actions related with the medical issues.

Projects

Cleaning service
Car sharing service
Platform to handle appointments



“Move along”

This scenario is about offering these women with cancer the possibility to distract the mind and give them other alternatives to do it in order to make them feel good again, happy, relaxed and recognize that cancer does not define them.

Projects

Workshops for/by/between women
Game for family and patients
Writing courses
Bookclubs for patients

With the co-design session, the aim was to confirm that the path chosen from the previous research was the right one. Even though a concrete idea hadn't been chosen, there were possible scenarios that could be created, and speaking with women that had gone through breast cancer could give real insight and confirm which were their real needs and the possible solutions for it. The participants were:



GIGI NUNEZ

Writer and Conferencist.

Lives with her husband. She went through surgery and had one of her breasts removed. She didn't go through quemo. Had surgery. Recently created a course for all women to accept and love themselves as they are, she created it after going through breast cancer 2 years ago.



CAROLINA ALONSO

Psicologist. She lived with her mother and her dog.

Fought cancer since January 2016, went through quemo, surgery, radiation. She was free of cancer for over a year and in 2018 she found out she had methastasis. Created an instagram page to share her story and participated in different cancer projects highlighting women as more than just the breast cancer disease.




FIRST CARD SELECTION



The co design session was created with the following method :

1. I gave them all the brainstorm idea cards and as a first part of this exercise they would have to pick with stickers the ones they liked the most, each one with have four stickers and could only vote once for each idea.

The ones rated with 2 gold sticker were :

- ●  Cleaning service for women with cancer.
- ●  Provide knowledge in exchange of a coffee.
- ●  Godmothers By/For women

The ones rated with 1 gold sticker were :

-  Friendship Tinder for women with cancer.
-  Workshops by/for/between women with cancer
-  Dinners and food events to meet other women
-  Platform to share their stories.
-  Car Sharing for appointments of women with cancer
-  Game to ease communication between patients and family about cancer.

SECOND CARD SELECTION



The ones selected were:



Cleaning service for women with cancer.



Provide knowledge in exchange of a coffee.



Godmothers By/For women



Friendship Tinder for women with cancer.



Workshops by/for/between women with cancer.



Dinners and food events to meet other women.

The co design session was created with the following method :

2. After the first card selection they had to reduce their liked ideas to only six and explain the reasons behind it, also explain why the others were not attractive to them.

WHY THE SIX CARDS SELECTION



**Cleaning service
for women with
cancer.**

Carolina: “I think that to offer the possibility to these women to release some stress from their lives is very important. I know that it is more of a personal experience and could not think how would it work in Colombia but I think Gigi and I wanted to point it out.”



**Friendship Tinder
for women with
cancer.**

Gigi: “Well, I’ve never used Tinder before but from the way you are explaining it to me I think that it would be a great way to find each other as women going through cancer and need help and women who went through and want to help”



**Provide knowledge
in exchange of a
coffee.**

Gigi: “The second time that Caro and I met we went to drink a cup of coffee, this is why we I think we both picked the coffee idea. The first time was over the phone, so really when we saw each other was that second time”



**Workshops
by/for/between
women with
cancer.**

Gigi: “I think that from my experience I have confidence that these workshops work, I think that you can change at least one person by doing these type of courses. I have many experiences that I could share”



**Godmothers
By/For women**

Carolina: “Talking with someone that has gone through the same thing I think it makes a difference. You can acknowledge the feeling with her, you can talk about it and respect how the other person is feeling.”



**Dinners and food
events to meet
other women.**

Carolina: “You generate taboos around food, it happened to me and I was scared to eat some things. Maybe this could be the way to gain confidence about what we eat and meet more people going through the same thing”

WHY THESE WERE LEFT OUT



Platform to share their stories.

Gigi: “I liked the digital platform to share stories, I think that not everybody would do it, I mean speaking in a video or a podcast, sharing their stories but it would definitely be interesting in a future.”



Game to ease communication between patients and family about cancer.

Carolina: “ I didn’t like the game but maybe it’s because of my personality and I think that between patients wouldn’t work for me. ”



Car Sharing for appointments of women with cancer.

Carolina: “Car sharing is cool but it has to be very structured and maybe it’s difficult in this city. But eventually if I don’t know the person I will end up being uncomfortable, I prefer to avoid responsibilities.”



Writing courses for these women.

Gigi: “I agree with Carolina and also with the writing club, how can you motivate all of these women to write about their stories when is really difficult for them to share them even with their families ”



Platform to handle appointments, doctors, medical history.

Gigi: “If I think it in Colombia I don’t see it possible, because of our health system. We are lucky and we have a private one, but other that, don’t I think it would be much more difficult to have all your records on time. ”



Bookclubs for patients and their families.

Carolina: “I think that it is difficult because how can you make that all of these women from different backgrounds enjoy reading the same book? picking the book is difficult for women in this condition”

THIRD CARD SELECTION



The co design session was created with the following method :

3. In the final card selection they would have to leave only 3 options, the most important ones and explain their reasons behind it, they ended up mixing some of them to create a hybrid and present it as one.

The ones selected were:



Godmothers By/For women

Friendship Tinder for women with cancer.



Workshops by/for/between women with cancer.

Dinners and food events to meet other women.



Cleaning service for women with cancer.

INTERVIEWS ————— 5e.

After doing the co-design session, a lot of doubts were noticed and issues that women that have been through breast cancer have, could be studied more in depth and could become potential insights. The co-design session opened for them the possibility to talk more freely about these issues, say what they thought and wanted, and at the same time, share their ideas about it. The interviews were beneficial since they confirmed a lot of the insights mentioned before and gave more ideas of what the service could look like in the future.

The main intention of the interviews was to confirm that these women would like to connect and find each other knowing that they are going through the same situation. Also to find out what would be the filters that they would have into consideration, trying to find a person they could relate to and how do they feel about the services and possibilities that they have/had at the moment of their disease, if they would change something and what and how.



INTERVIEWS

Carolina Alonso & Gigi Nunez

How did you two meet?

C: We have a friend in common, her name is Ana and when I came back to Boston and I had just finished my first treatment she told me like Caro, I have a friend, she has also been through breast cancer and I think you two would benefit from each other. Two days after Gigi called me and we talked like two hours, we connected super well.

When we met, Gigi was about to go through surgery; she didn't have to do chemotherapy her process was different than mine, she had to go through surgery and then radiotherapy.

G: To me was really beautiful to sit and talk with her because I thought wow there is someone that is actually having the same thoughts that I have been having, to me to know that other person had the same crazy thoughts in her head as me, made me think.. ok maybe I'm not so crazy after all. That gave me a lot of calm and empathy with me, with my process. Because it is very difficult when you are used to move around, to be a very active person and start noticing that the body is telling you something else, it is an inside struggle between the I can't but I want to, so it was difficult to accept what was happening in my body but listen to another person that was going through the same thing helped me a lot.

Also when Caro has been sad I try to see what to do to inject her energy and make her feel better, and I feel that when we are together we give energy to each other.

Did you meet other people during this process?

G: I meet some women but never became friends with them, there was only one girl that I met her in a waiting room because we had the same doctor back then and she didn't have cancer but had surgery as a way of prevention, I have talked to her a couple of times and I now that right now she is very healthy. The others I met them waiting for an exam or for chemo.

The other thing is that there are a lot of women that tell their story during the process, I couldn't do it that way, I decided to tell my story when I was good, this was because I think that I was portraying myself all the time as a strong independent woman and now saying that I had cancer was like saying that I was weak. So in middle of all this bad things to see the strength of the women, the character of the women, that capacity to say I am going to get through this and that also made me connect with what really means being a woman and value it. Women are always thinking how to help others, even in situations like this one, the attitude is a choice.

C: I met Marcela, I met her in Boston, she is the mother of three kids and during her process she found out that her husband was cheating on her and she went through her process almost alone. I met her because of Lucy my therapist, she asked me if I would like to talk to her and I said yes and we met in Boston and the same first day she told me all that, she told me everything, she had kept so many things to herself that when she gave herself the chance to speak I think it was a relieve for her. We eventually became friends, I used to go with her to medical appointments and to me she was also a huge support in Boston the last period, she listened my fears and what Gigi said, you think a lot of things but you have to be very crazy to think them, like it's not normal and when you sit with someone that tells you "me too" you feel great. These are fears very internal that you don't verbalize. These are things that when you tell them out loud, they free you and are things that you can only talk about with people that has gone through the same experience and know that they will understand.

G: This is another thing, talking helps a lot but we don't give ourselves the chance having breast cancer. Telling how was your own experience I felt it was very healing.

C: And I think that there are taboos about what it means to

INTERVIEWS

Carolina Alonso & Gigi Nunez

be a woman, being a woman is not having long hair, or big boobs.

G: also I think that sometimes we minimize things, the society does not understand, how can you complain if you are alive. Society does not understand, I think that post cancer is something that we don't talk about. Another thing that I think is very useful is to make grief about parts of your body because I lost a boob, and yes I have prothesis but I prefer my other boob that is natural than the one that is not mine. I think that that is something that should be inside the treatment process.

C: Yes I think that is very important because you loose all the time and nobody is telling you, hey I'm sorry, no, the doctors are like, ok well there is nothing else you can do if you want to be alive. So you start feeling like a piece of meat. They tell you yes after this, after that everything will be back to normality, well let me tell you, nothing is normal ever again. If you don't do this grief it's like you end up thinking, I'm just a body, I don't matter anymore.

C: Actually you can never stop thinking about cancer, it's like going through a break up, you continue living your life but you are still thinking about it.

Was it easier to communicate between you two or with your families and friends?

G: I Think it was easier to talk to Caro, and not because I didn't have anybody I mean there were my sisters but I felt that at the end there was this vibe of trying to minimize my feelings, I mean I understand from where it is coming from, in the sense that wants you to be ok and try to minimize the feeling that you want to feel in the moment, but with Caro I could talk to her and not hide any of my feelings. She was never going to judge me, or tell me no but you don't have to feel this way.

C: You can acknowledge the feeling with her, you can talk

about it and respect how the other person is feeling.

I have noticed a lot of breast cancer foundations in Bogota, did you ever go to any of these foundations and tried to met new people or go to the support groups?

G: Honestly I think I thought that I wasn't going to find real support.

C: To me, sharing something so intimate with someone that I don't know doesn't feel good. Even if we are going through similar experiences at the same time they are different and sometimes people here tends to be disrespectful. They think that because they went through the same they can tell you what to do and what not to do. I don't need to listen to the advices of people that don't interest me.

For example when I went to Ámese, one of the most famous foundations here, all the support groups are for old women, so it's even more complicated. So the experience of women that has 60 or 70 years is different from the one that Gigi and I have had, and Gigi has 44.

G: with the cancer also you generate taboos around food, it happened to me and I was scared to eat some things.

I didn't like the platform to handle medical appointments and to have all your records in digital, if I think it in Colombia I don't see it possible, because of our health system. We are lucky and we have a private health system but for the women that don't I think it would be much more difficult to have all your records on time.

The book club for women and families I think it's boring and for the writing club and courses, the reason why I didn't pick it was because of the education level that we have in Colombia, for us there is no problem but if we want to get to as many women as possible maybe that could leave a huge part behind, also with the book club, if these people

INTERVIEWS

Carolina Alonso & Gigi Nunez

don't know how to read it's impossible.

With the car sharing what I thought was that I could do it a few times if we live nearby but, if that eventually I don't know the person I will end up being uncomfortable giving the ride to someone else, I prefer to avoid responsibilities.

I liked the digital platform to share stories, I think that not everybody would do it I mean speaking in a video or a podcast, sharing their stories but it would definitely be interesting. I also liked the game because I think that there are a lot of spaces where we as patients with our family end up losing time that could be really useful, these hours waiting to speak with the doctor or to go through an exam.

C: I didn't like the game but maybe it's because of my personality and I think that between patients wouldn't work for me.

With the book club I think that is difficult because how can you make that all of these women from different backgrounds enjoy reading the same book, picking the book is difficult for women in this condition and also I agree with Gigi and also with the writing club, how can you motivate all of these women to write about their stories. Car sharing is cool but it has to be very structured and maybe it's difficult in this city.

G: I think that doing these exercises made me notice and remember the lack of control that you have during this period of time, during this process. People tell you, think positive, well I've never been a negative person and here I was with breast cancer.

The second time that Caro and I met we went to drink a cup of coffee this is why we I think we both picked the coffee idea.

When I found out that I had cancer it was difficult for me

to accept it, the doctors kept saying that I needed to get surgery and I just kept thinking about my meetings and trips.

C: Denial is part of the things that are under our control. Is the only thing that you have. They took away everything from you.

G: I told people about my cancer when I was about to have the surgery. I didn't want people to make me feel sad, I wanted them to encourage me.

INTERVIEWS

Carolina Gomez

How did everything start?

C: In August 2015, I went on vacation, I felt very tired, with a lot of pain in my heels, pain in my back and waist and itchy hands. When I returned to Bogotá, I had days of great stress and on September 11 bathing I felt a mass in my right breast, which did not fade. That same day I consulted with my gynecologist, who recommended me to have an ultrasound because she did not feel the mass and recommended that I assist with a breast specialist. I requested an appointment with the breast specialist and on September 14 he attended me and suggested immediately to do a breast ultrasound.

How much time elapsed between the discovery and the diagnosis?

C: On September 14, after the medical appointment, I had an ultrasound, the radiologist based on the image immediately suggested that I do a biopsy. At that moment I knew that I was not well because the radiologist told me that I should fill myself with patience and courage because what was coming was very difficult times. So 3 days passed after the discovery and on September 21, the result of the biopsy pathology was confirmatory.

Did you know anything about breast cancer before diagnosis?

C: Yes, in fact I work in the area of health, I have often had contact with patients with different types of cancer.

What were the first things you thought when you got the diagnosis?

C: The first thing I thought was "I'm going to die," I was very distressed that it was going to happen with my 12-year-old daughter. Her dad has never really been taking care of her, which was my biggest concern.

What did you feel?

C: I felt that the world came upon me, one begins to question and question God, why he allows those things to happen to you. I felt full of fears, although I have some medical knowledge on the subject, I felt very apprehensive about what could happen.

Who were you with when you received the news?

C: The day of the consultation and the biopsy was alone. The day they gave me the confirmatory diagnosis I was with my mother and daughter.

How important would you say is the support of others in these circumstances?

C: It is totally important. Accompaniment is absolutely necessary, that your relatives, that your friends put themselves in your shoes. Although only one person who has been through this is able to fully understand and support you in this situation.

How did you tell your friends and family about the news?

C: In my case everything went very fast, the same day of the biopsy I told my mom and daughter and my friends by phone. I was close to the country, a friend went to look for me and talk to me that same day.

When you heard about the diagnosis, the doctors told you everything you wanted and needed to know?

C: Initially the doctor told me that I should do conservative surgery, as the pathology revealed a tumor of non-aggressive behavior. I asked him to do a radical surgery because it is your life that is at stake, I think one of my

INTERVIEWS

Carolina Gomez

immediately. He said that I would only know when I had surgery, the need or not for chemotherapy.

Did you find information in other sources?

C: Yes, you rely on the internet, the experience of other people. However, my attending physician suggested that I should not seek information from any other source because, according to him, "If they have been investigating for so long, they are still not clear"; much less could I clarify the doubts.

Did you find useful sources and why?

C: Yes, very useful, although the doctor suggested not to inquire; but thanks to these I could find answers to many questions, what treatment should be followed, and to persist despite the medical mistakes they made with me.

What were the most frequent questions you asked yourself during cancer and how did you solve or overcome them?

C: When you have cancer, you want everything resolved now. You have to be full of patience, all the time you live with an uncertainty of not knowing what will happen, if the cancer is responding to treatment. In my case in particular, clearly the chemotherapy to which I feared so much, did not work, the tumor grew while undergoing chemotherapy, after the mastectomy my hopes went to the floor because the tumor that was initially "non-aggressive" was behaving like a monster so at that time I thought that maximum I would live 1 or two more years.

Have you met other cancer patients during this process?

C: Yes.

Have you helped them?

C: I have helped other people, but also other patients who have been through the same have helped me. When you are living this painful stage, you need someone to testify that there is hope, that you can get ahead.

In whom did you find support to continue during the time you had cancer?

C: My motor was my daughter and my mom. It is a situation that is difficult not only for you but for your family. I had a lot of support from my patients, your family in particular helped me a lot to change my doctor because I lived this stage with a lot of professionalism and humanity from doctors and some people nearby. I had a patient, a child, who every time I went to chemotherapy encouraged me to keep going and not lose hope. Unfortunately he passed away but it was an example of struggle until the end.

If you could help a friend who just discovered she has breast cancer, what would you do?

C: First, sticking with God, I made a mistake and it was getting away from him and yet he never got away from me. Then I understood that if I could survive it was because he was destined to do so
Recommend to my oncologist, my radiologist and my mastologist
In my case, becoming critical, not "swallowing whole," pressuring doctors to act quickly and well. If I had not been "intense" I might not have been able to survive
Offer my support, my accompaniment, which really counts on me.



1.

When they found meaningful relationships, it has been through friends and family. They don't trust strangers to tell their story to them. The support network exists but it's created individually.

"We had a friend in common; her name was Ana. When I came back to Boston, I had just finished the first treatment, and Ana told me she also had a friend, that had been through breast cancer and thought we would benefit from each other."

Carolina Alonso

2.

It is important for them to find other women going through the same situation even though sometimes is not the same treatment. When they talk with each other they finally feel related and in a healing process.

"To me was really beautiful to sit and talk with her because I thought, wow there is someone that is actually having the same thoughts that I have been having, to me to know that other person had the same crazy thoughts in her head as me, made me think.. ok maybe I'm not so crazy after all. That gave me a lot of peace and empathy with myself, with my process."

Gigi Nunez

You think a lot of things but you have to be very crazy to think them, like it's not normal and when you sit with someone that tells you "me too" you feel great. These are fears very internal that you don't verbalize. These are things that when you tell them out loud, they free you and are things that you can only talk about with people that has gone through the same experience and know that they will understand.

Carolina Alonso

This is another thing, talking helps a lot but we don't give ourselves the chance having breast cancer. Telling how was your experience I felt it was very healing.

Gigi Nunez

3.

They feel the pressure of a society that imposes a lot of behaviours and perspectives that women with cancer can't live by it. People see them and feel sorry for them, the fact that it is still assumed that the woman must have long hair to be a woman, radicalizes them within a context where they do not feel understood.

The other thing is that there are a lot of women that tell their story during the process, I couldn't do it that way, I decided to tell my story when I was good, this was because I think that I was portraying myself all the time as a strong independent woman and now saying that I had cancer was like saying that I was weak.

Gigi Nunez

And I think that there are taboos about what it means to be a woman, being a woman is not having long hair, or big boobs.

Carolina Alonso

Also I think that sometimes we minimize things, the society does not understand, how can you complain if you are alive. Society does not understand.

Carolina Alonso

4.

There is a lack of knowledge that friends and family face by not going through the same thing as the patients which only portrays them as outsiders that could help more.

I think it was easier to talk to Caro, and not because I didn't have anybody I mean there were my sisters but I felt that at the end there was this vibe of trying to minimize my feelings, I mean understand from where it is coming from, in the sense that wants you to be ok and try to minimize the feeling that you want to feel in the moment, but with Caro I could talk to her and not hide any of my feelings.

Gigi Nunez

I told people about my cancer when I was about to have the surgery. I didn't want people to make me feel sad, I wanted them to encourage me.

Gigi Nunez

Accompaniment is absolutely necessary, that your relatives, that your friends put themselves in your shoes. Although only one person who has been through this is able to fully understand and support you in this situation.

Carolina Alonso

5.

Breast cancer foundations in Colombia don't provide the right conditions that these women need in order to join them. In addition the Colombian culture doesn't allow this to be possible.

Honestly I think I thought that I wasn't going to find real support.

Gigi Nunez

To me, sharing something so intimate with someone that I don't know doesn't feel good. Even if we are going through similar experiences at the same time they are different and sometimes people here tends to be disrespectful. They think that because they went through the same they can tell you what to do and what not to do. I don't need to listen to the advices of people that don't interest me.

Carolina Alonso

For example when I went to Ámese, one of the most famous foundations here, all the support groups are for old women, so it's even more complicated. So the experience of women that has 60 or 70 years is different from the one that Gigi and I have had, and Gigi has 44.

Carolina Alonso

6.

Patients never obtain all the answers from the doctors either because they forget during the appointments or don't think about it in that moment so for them other sources than can answer their questions or release their anxiety are important.

you rely on the internet, the experience of other people. However, my attending physician suggested that I should not seek information from any other source because, according to him, "If they have been investigating for so long, they are still not clear", much less could I clarify the doubts.

Carolina Gomez

I think is very useful, although the doctor suggested not to inquire; but thanks to these links I could find answers to many questions, what treatment should be followed, and to persist despite the medical mistakes they made with me.

Carolina Gomez

Sometimes you are in the appointment and one of the answers leaves you so worried that you can't even remember the other questions till next day. It's hard.

Carolina Alonso

PERSONAS

5g.

To understand who the real actors of this project are and how to create a service that could help them practically and concretely, it was necessary to develop personas. I decided to focus on four in particular, according to the discoveries and advances in the project so far. The first one is the woman that finds out for the first time that she has breast cancer, the second one is the woman that is the survivor, meaning that she already went through the entire disease and survived it so she knows how the whole process is, third is the friend, the one that is there during the whole illness, wants to help, wants to support. Additionally, there is the family, someone that is with the person with breast cancer 24/7 and takes care of them during the entire time.



Lorena

Lawyer

About

Age : 32 years old

Status : Single

Lives with : Mother and dog

Bio

Lorena is a successful lawyer, loves to date and meet new people. Her mother and dog are the loves of her life. She was in the middle of her masters degree when she found out she had breast cancer. She is new with all this process, she is confused, scared and doesn't know how to approach this disease.



WARRIOR

"I just want to know what is it that I am supposed to do in this situation, I'm tired of being scared and not being able to talk about it."

Personality

Extrovert Introvert



Passive Active



Thinking Feeling



Goals

- End with this disease as soon as possible.
- Finish her master.
- Find as much information she can about breast cancer and keep herself informed.

Pain Points

- It's only the beginning but she feels very lonely, no one she knows truly understand how she feels.
- It's hard for her to keep up with all the information that the doctors give her.
- She doesn't want to ask strangers for help or guidance.



Catalina

Artist

About

Age : 30 years old

Status : Single

Lives with : Alone

Bio

Catalina is a rising artist, she is very committed with her passions and with her friends. She met Lorena back in the university and have been friends for over 10 years. She is one of her best friends. Right now she feels lost, sad and confused because she doesn't know how to support her friend during this difficult times.



GUARDIAN

“It is hard to see someone you love go through a situation like this, I can't believe that I can't do more than just comfort her about this”

Personality

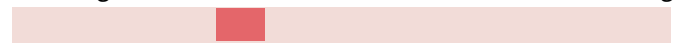
Extrovert Introvert



Passive Active



Thinking Feeling



Goals

- Find as much information she can about breast cancer and keep herself informed.
- Know how to support her friend.
- Help her friend with what she needs.

Pain Points

- She is scared to say or do the wrong things around her friend.
- She wants to help but at the same time she doesn't want that their entire relationship turns around cancer anymore.
- She doesn't know who to talk to about this situation, she would usually talk to her friend.



Margarita

Dentist

About

Age : 44 years old

Status : Married

Lives with : Husband and her daughter

Bio

Margarita is a successful dentist, married 18 years ago. Two years ago she was diagnosed with breast cancer and had to go through surgery to remove one of her breasts. She is now cancer free, still takes some medicine but feels that she learned so much through this process that wants to help more women.



GODMOTHER

“I know how difficult it can be to go through a situation like this and I know how lonely you can feel, I just want to help but don’t even know where to start”

Personality

Extrovert Introvert



Passive Active



Thinking Feeling



Goals

- Share her story
- Help other women that are going through breast cancer
- Create awareness to all women

Pain Points

- She wants to help but doesn't know how besides sharing her story.
- She doesn't trust the breast cancer foundations in Colombia so doesn't know where she can offer her help.



José

Dentist

About

Age : 47 years old

Status : Married

Lives with : Wife

Bio

José is the husband of Margarita, they met in the university and loves her very much. They don't have kids so she is her family. When she gave him the cancer news it was very difficult for him, he didn't know who to talk to, coexisting with her was hard. After a while he learned how to deal with it but knows how difficult it can be.



GUARDIAN

"I can understand how frustrating it is from the side of the family, people don't realise it but cancer does not only affects the patient"

Personality

Extrovert Introvert



Passive Active



Thinking Feeling



Goals

- Wants his wife to do what makes her happy and he knows that breast cancer is something she feels very passionate about.

- Wants to help her with her initiative but doesn't know how.

Pain Points

- He is very shy and it's difficult for him to make new friends out of nowhere.

- He wants to have time with his wife, he doesn't want her to be all the time and with her mind only thinking about breast cancer.

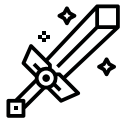
Final Concept

06.

More than just tips or pieces of advice on how to do things with the disease now acquired, these people that are struggling with having breast cancer for the first time are in need of someone that listens to them, supports them but above all someone that understands them. The concept needed to be precise and gather words that meant support, care, having the other's back. This is why the final concept for this service is called "Emotional Care". This concept means having support of any kind but above all, the emotional support of knowing that at any moment these people will have someone that will listen to them, give them advices, understand them and be there for them because they know what it is to be there.

At the same time, it was necessary to develop a second concept around it to support the first one. The reason for this was that, since the goal was to create an app that could provide the connection service between patients and survivors and there were so many actors involved, it was important to create the best narrative for these people to understand the concept, accept it and live by it. The service could not call them anymore patients because thanks to the interviews, we found out that they felt objectified in the moment they stopped being people and started becoming patients, meaning when they received the news they had cancer for the first time.

This is how Voyage is born, a concept that explains how these patients that go or went through this process. They embark in a journey that they didn't want to be part on, with its ups and downs and don't know where this journey is going to take them.



THE WARRIORS
MUJERES EN LA BATALLA

The patient



THE SURVIVORS
SOBREVIVIENTES

Patient who finishes the treatment



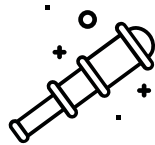
THE CONSTELLATIONS
CONSTELACIONES

Patient that dies during the journey



THE GODMOTHERS
GUIA /MADRINAS

All the woman that have been through it and want to help warriors



THE GUARDIANS
LOS GUARDIANES

The family and friends that want to be for the warrior



THE ANCHORS
EL ANCLA/WORKSHOP

Moments that godmothers create for the warriors to help them and their f/f



THE JOURNEY
LA TRAVESÍA

All the process itself



THE TRAVEL JOURNAL
EL DIARIO DE VIAJE

All the notifications made by the warrior to her circle



THE JOURNEY STORIES
HISTORIAS DE VIAJE

All the Calls to Share from the platform to the users to share a particular part of their journey

FIG. 0.3

- 1.** They are navigating in a journey they didn't embark on.
- 2.** The metaphor is related to sailing in the ocean because it has ups and downs.
- 3.** The use of smart objects is important since they think they have to embark on this journey alone, but in reality their friends, family and godmother will be always with them, supporting them.
- 4.** The personas have smart objects. The godmother has the smart object of The Map and compass, she gives her the advices, the support needed when it comes to follow possibilities in her journey, who to talk to, what to do, how to deal with her life now.
- 5.** The family and friends have the smart object of The Spyglass, they are the ones giving the safety to the warrior, they will always support her, help her find her north, listen to her even though they don't understand well the situation, illuminate her path.
- 6.** The workshops have the smart object of The Anchor, these are the workshops that can give a break to all the nonsense to these warriors, a place to being able to identify with other women, talk, do something different, grow their support community.
- 7.** The warriors that die are the smart object of The Constellations, they will always be remembered and are the ones guiding the path of the warriors that are still fighting the battle in this journey they are navigating.
- 8.** Their stories are the The journey stories and experiences, this are CTA called #ACallToShare and the idea is to ask the warriors to share publicly with all the platform their thoughts and feelings about certain moments, ideas, etc., related to their journey
- 9.** Their updates are the The travel journal, these are all the notifications, updates that the warrior have and want to share with their closest circle and community of supporters, they can also have a private journal. Basically they decide what to show and what not to.

FIRST DRAFT OF APP FLOW --- 6c.

In order to have a better idea of how to approach the creation of the platform and what should it contain, the next step was to create a first draft of the user flows for each one of the most important actors in the platform and which would be their most important contribution to it. From this it would be possible to create the first prototyping session with women and families that have been through breast cancer.

Warriors

searching

Godmothers

During one of her visits to the hospital she finds out about this new platform and decides to download it

Finds out she has to sign up with at least one member of her closest circle. She adds her best friend.

She fills her profile including
* **Personal Info**
* **Personality**
* **Type of cancer**
* **In which language are you comfortable communicating?**
* **In which neighborhood you live?**
* **What is your hospital?**

She decides what she wants to find

* A friend/warrior going through the same situation.
* A godmother willing to help.
* Both.

She picks the **Godmother:**

The platform now shows her all the godmothers available, with the % of affinity, personal info and an introductory video.

She picks the godmother and sends her a request to connect

The godmother accepts the invitation and starts the conversation with a introductory and more personal video.

After days of exchanging information, they set up a meeting to talk in person.

They arrange it and create the event in the calendar of the app. They meet in a cafe.

After they meet the user let's the app know how the date went.

Was it better than expected?

Maybe not the right person for you?

If the feedback is good they will continue talking through other type of social media.

Days after her godmother asks her to join her in her flower workshop she planned.

She finds all the information about the workshop including a video form her godmother explaining it in the app and also purchases the ticket there too.

By joining one event she receives recommendations of other events that could interest her.

The events are held by the community from the app.

Now that she has made more connections in the platform, she is watching their updates and encourages them to keep going with the special messages from the app.

Encouraging others also makes her want to share more her story.

That's why she accepts this #MessageInABottle to share her scariest moment so far in the process.

●

Warriors
searching
warriors

●

During one of her visits to the hospital she finds out about this new platform and decides to download it.

●

Finds out she has to sign up with at least one member of her closest circle. She adds her mom.

●

She fills her profile including

- * Personal Info
- * Personality
- * Type of cancer
- * In which language are you comfortable communicating?
- * In which neighborhood you live?
- * What is your hospital?

●

She decides what she wants to find

- * A friend/varrior going through the same situation.
- * A godmother willing to help.
- * Both.

●

She picks the **Friend:**

The platform now shows her all the godmothers available, with the % of affinity, personal info and an introductory video.

●

The user that has been chosen is the one that has to accept the request to connect and will start the conversation with an introductory and more personal video.

●

After days of exchanging information, they set up a meeting to talk in person.

They arrange it and create the event in the calendar of the app. They meet in a cafe.

●

After they meet the user let's the date went.

●

If the feedback is good they will continue talking through other type of social media.

If the meeting went well, the app will offer them events they could attend together.

●

She finds all the information about the workshop including a video form her godmother explaining it in the app and also purchases the ticket there too.

●

By joining one event she receives recomendations of other events that could interest her.

The events are held by the community from the app.

●

Now that she has made more connections in the platform, she is watching their updates and encourages them to keep going with the special messages from the app.

●

Encouraging others also makes her want to share more her story.

That's why she accepts this #MessageInABottle to share her scariest moment so far in the process.

Godmother

Wanting to help she tries to find answers with her doctors and nurses and finds out in the hospital about this new platform and downloads it.

She finds out that she has to sign in with at least one partner from her closest circle. She picks her husband.

She fills her profile including
* **Personal Info**
* **Personality**
* **Type of cancer**
* **In which language are you comfortable communicating?**
* **In which neighborhood you live?**

As a godmother in addition the app asks her to think of a way she can help her new friends.
For now is only placed as an idea.

She decides who she wants to help
* **Warriors**
* **Guardians**
* **Both.**

Then she decides if she **wants or not to connect with more survivors.**

After creating her profile she has to wait for the requests from the patients to connect.

She receives 3 requests and decides how many she wants to accept. **She can have top 5 patients.**

For every person that she accepts, she has to create a **video of minimum length of 30 seconds talking personally to the person. She initiates the conversation.**

The app continuously offers her guidance about what and not to say to her patients.

After days of exchanging information, they set up a meeting to talk in person.

If the meeting hasn't happened after a few days she will receive a gentle reminder to make it happen.

In case she had picked also the survivors, the flow will behave like a patient.

As a first time she can only work with one.

The platform offers her guidance to provide a better experience.

After they meet the user lets the app know how the date went.

Was it better than expected?

Maybe not the right person for you?

After completing her first 5 meetings, successfully rated, she receives a reminder of the idea she wanted to create.

She now can plan it, she can change her idea if she wants and has to fill certain information to make it valid including a video explaining it.

After the platform team reviews it and approves it she can set a date and post it in the app.

after the event she will receive feedback from the participants in order to improve her next events.

Prototyping

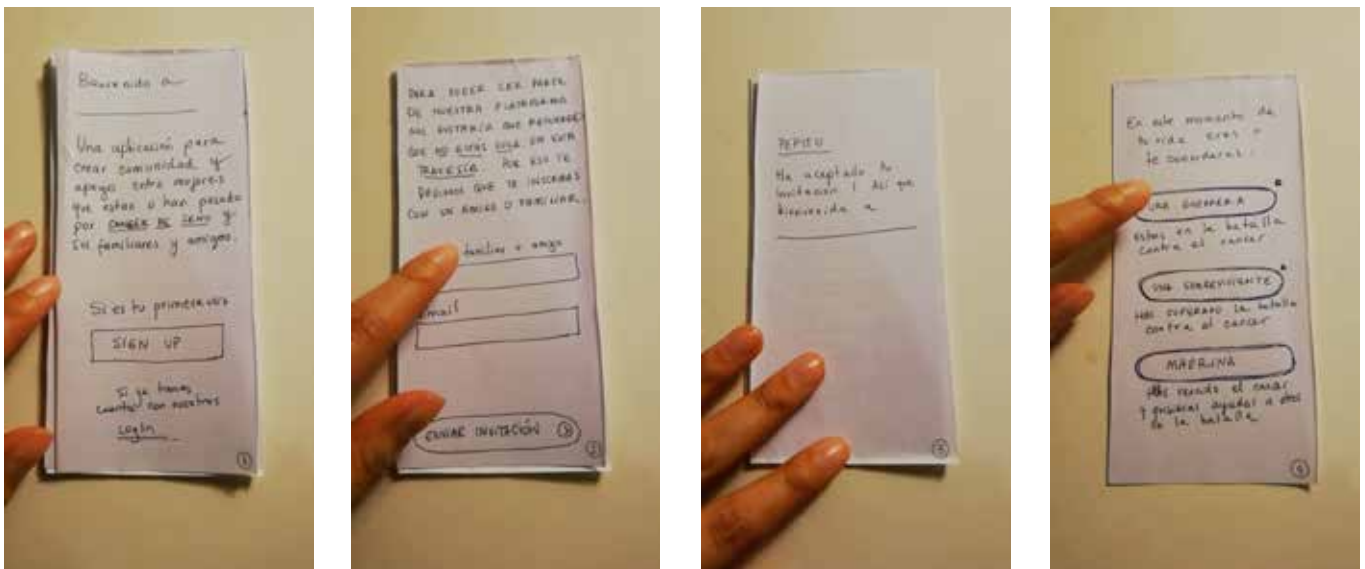
07.

PAPER PROTOTYPING 7a.

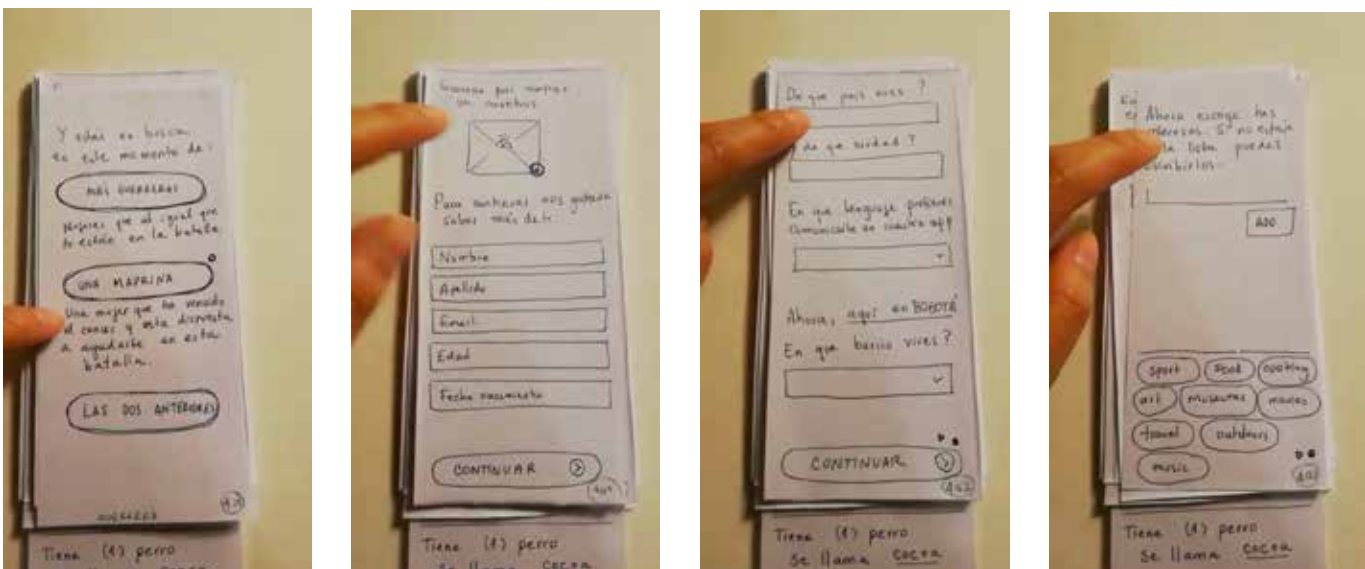
For the first prototyping session I decided to do a paper prototype of the most important flows in the app. I wanted to test it with women that have been through breast cancer and also with family and friends that have been through the

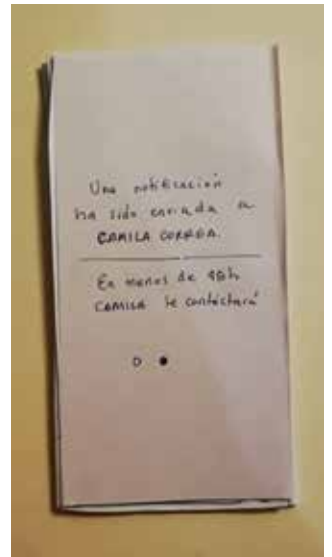
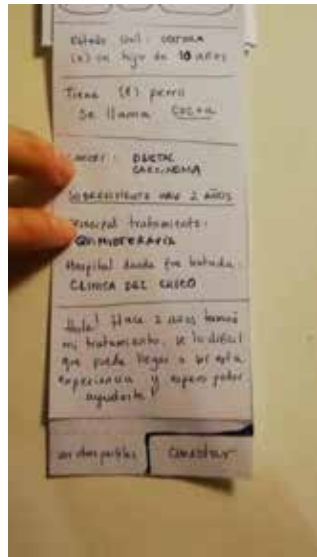
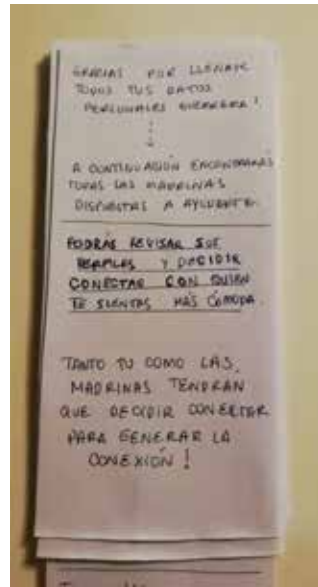
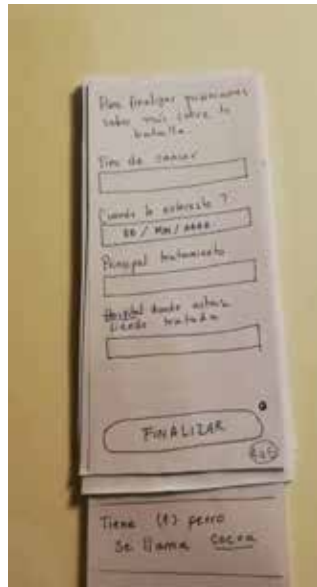
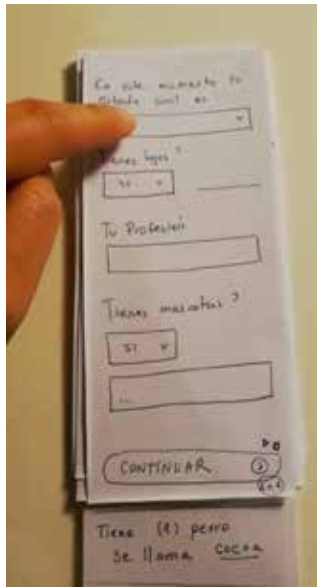
same situation to see if maybe there were things to change and how was the best approach to develop the app and the service itself. These are all the flows tested with the users and also their comments to it.

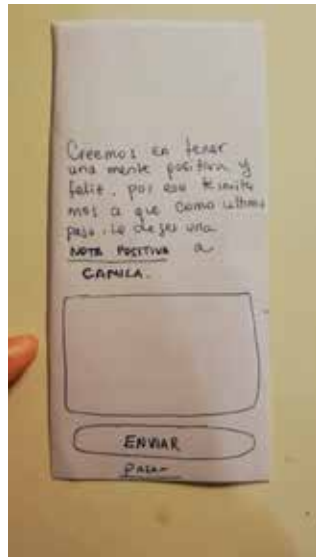
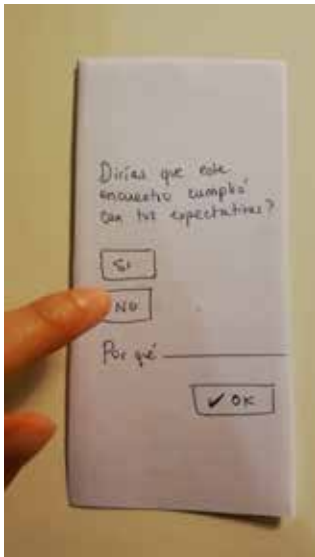
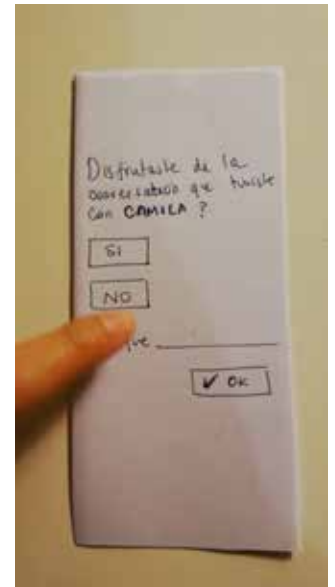
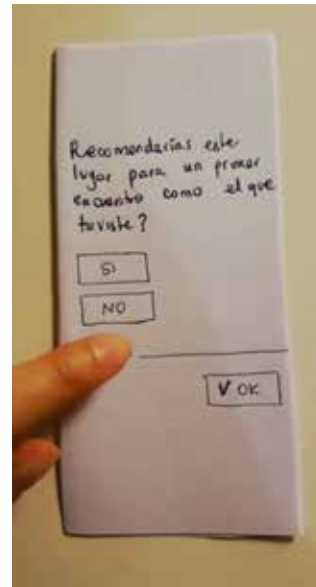
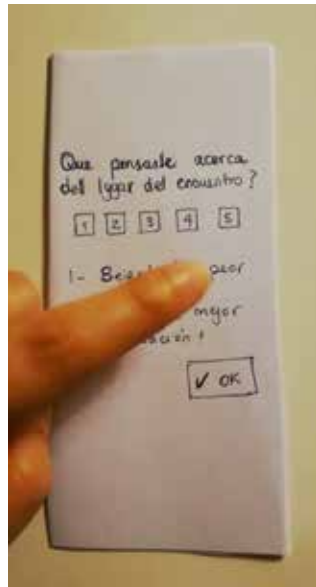
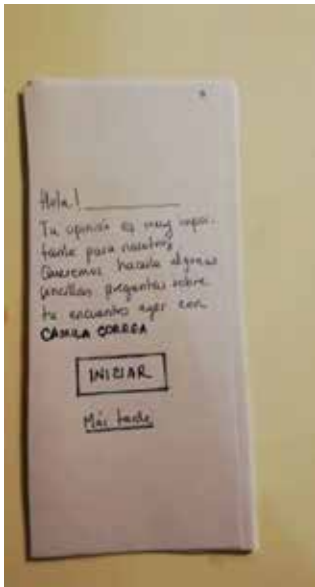
FIRST FLOW-LOG IN FOR THE FIRST TIME PART 1



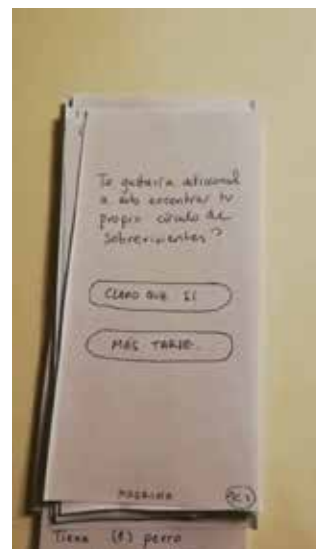
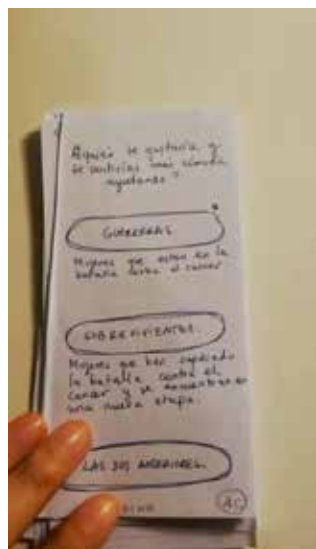
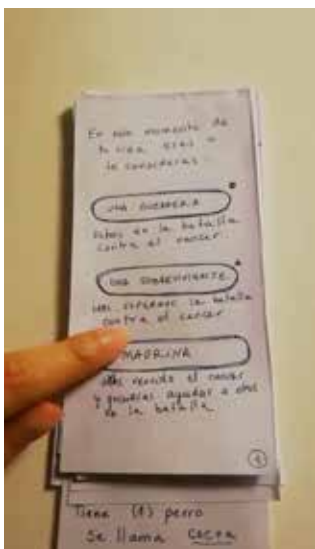
FIRST FLOW-LOG IN FOR THE FIRST TIME PART 2







SECOND FLOW-BECOMING A GODMOTHER



De que país eres?

Tu edad?

¿Cual idioma prefieres comunicarte en nuestra app?

Ahora, aquí te **BOGOTÁ** ¿te que tanto sabes?

CONTINUAR

Si no estás en la lista, puedes escribirlo

AGD

OPORT, PAIS, COOKING, ART, MARIJUANA, MARIKA, JAZZ, DANCE, MUSIC

CONTINUAR

Tiene hijo?

Si =

Tu profesión

Tiene mascotas?

Si =

CONTINUAR

¿Cuándo le enseñaste?

DD/MM/AAAA

¿Cuándo terminó hablando?

DD/MM/AAAA

Principal tratamiento

Hospital donde fue tratado

CONTINUAR

Para finalizar quisiera que escribas aquí a todas las personas que quieras ayudar y cómo eres que puedes ayudarlas. Recuerda hablar desde el corazón.

FINALIZAR

¿CÓMO ME LLENA TODA TU VIDA? ¿QUÉ SENTIMIENTOS PRODUCE?

A CONTINUACIÓN ENCONTRARÁS TODAS LAS Opciones QUE QUIERAS DECIDIR TU AYUDA.

¿PUEDES AYUDAR SUS SENTIMIENTOS Y DECIDIR CONECTAR CON QUIEN TE SIENTAS MÁS CÓMODO?

TANTO TU COMO LAS OTRAS TENDRAN QUE DECIDIR CONECTAR PARA GENERAR LA CONEXIÓN!

CONTINUAR

• GUERRAS •

Hay que para ser el completo.



CAMILA CORREA
28 años - MÚSICA
SE AYUDA TANTO A DOS
QUIERE AYUDAR

CONTINUAR

MÉDICAS



CAMILA CORREA
28 años - MÚSICA
DE COLOMBIA - HOGAR EN ESPAÑA
Profesora hablar en ESPAÑOL
¿QUIERE AYUDAR CAMILA?

OPORT, PAIS, COOKING, ART, MARIJUANA, MARIKA, JAZZ, DANCE, MUSIC

CORREA
28 años de edad

CONTINUAR

(1) un hijo de 10 años

Tiene (1) perro
Se llama Coca

profes: DUCTAL
CARLINA

¿CÓMO SE SIENTE? HACE 2 AÑOS

Principal tratamiento: QUIMIOTERAPIA

Hospital donde fue tratado: CLINICA DEL CALCO

¿cómo se siente? Hace 2 años terminé el tratamiento, se lo di todo y puede llegar a ser una experiencia y espero poder ayudarle!

CONTINUAR




WOW!

Tu y Camila parecen como conectados por muchas cosas en común!

CONTINUAR

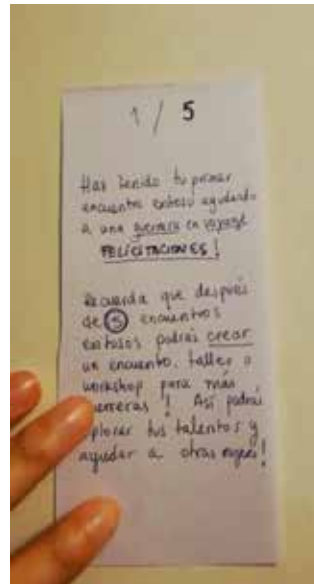
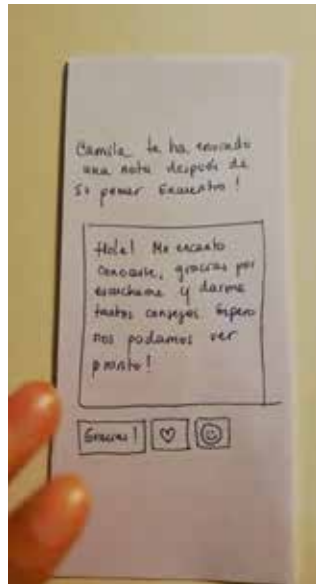
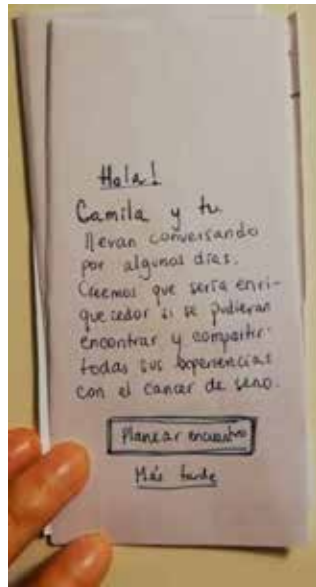
HAY TANTAS COSAS DE MÍ Y CAMILA

Creemos en mucho más que textos en nuestra plataforma! Por eso queremos que grabaras un corto video (máx 1min) presentandote a **CAMILA CORREA**

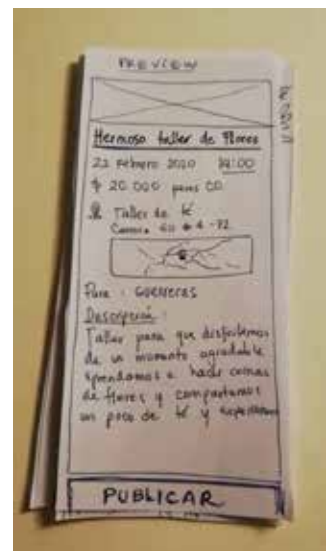
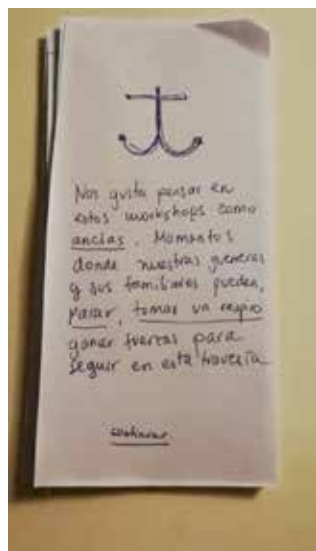
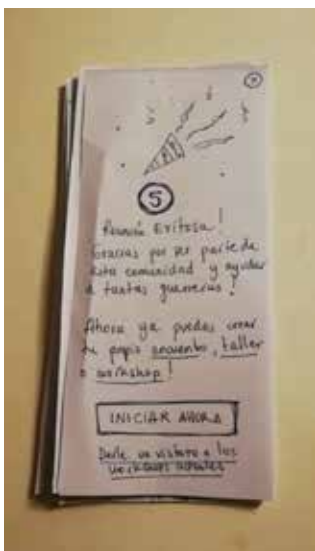
GRABAR



CONTINUAR



THIRD FLOW-GODMOTHER CREATES WORKSHOP





FOURTH FLOW-DISCOVER OTHERS



PAPER PROTOTYPING COMMENTS ————— **7b.**

After creating the paper prototypes and videos explaining the steps of the app, the videos were sent to different woman that went through or were going through breast cancer at that moment. Also the videos were sent to family and friends to see their opinion and reaction to the new app and the service that was being created. Since the app was created especially for patients living in Bogota, it was better to create first the videos and then test them with them through social media like WhatsApp also because of the time difference. These were the results and comments:



Gladys Myriam González

53 years old

Breast cancer

- “The only part of this first flow that I don’t agree with or maybe I don’t understand very well is why the survey starts qualifying first the place instead of my time with the other person, it feels weird the way that the survey starts”
- “I think that the important thing is not the place but what I talked with this godmother, or if Camila helped me or if we found things in common, at some point it seems that you are giving more importance to the place than to the conversation”
- “I think that after seeing this flow I can understand a little bit why you care about the place but still think that maybe it could be nice to give it a little bit more importance to the meeting itself”
- “The only doubt that I have here is the fact that you talk about the workshops which is great but in the flow I don’t understand where the workshops can be found”
- “I have the doubt with this flow about who selects or publishes the challenge of the month, is it going to be a godmother or the platform itself because I don’t have it very clear at the moment”



Nayibe Mejia

50 years old

Breast cancer

“In my case I did not think of looking at a page like that, I really had no idea what I had to go through or better we played because this process involves the whole family, as happened in my case. The reactions are very different depending on the chemo drugs but I have heard about this already when I was in the treatment applications ... I imagine that in the videos that are uploaded they talk about the symptoms that can occur and the tips for cope with it The theme of the godmothers is great because there are people who do not have company for different reasons and if you can accompany the chemo application it is a super help, for example I heard about a lady who came from Boyacá and brought a companion because if there is a godmother this helps to minimize expenses and they do not have to pay more tickets and everything that entails until lodging if they leave very late because in my case there are days that I left 7 and 8 at night.”

“I think that the videos should be like the experiences not only manifesting the moments to be grateful that it is SUPER IMPORTANT and helps us to have more strength every day and this is where I have the doubt where the videos of OTHERS are uploaded CHALLENGES OF THE PAST and the worst day so far, in this one can tell experiences like symptoms and home help?

For example, something that I have doubts about right now in my experience is that my hair is starting to come out but as wool and applied to the platform I would like to know if this hair falls out or better shaves so that it comes out normal or that it is done ... Those things I would like to see them”



Marisol Molestina

57 years old

Breast cancer

“An app like the one you’ve thought about and you’re designing is an excellent option to get out of isolation and overcome fear a bit.”

“It’s not clear for me at this point watching all the videos what is the role of the family and friends, because if you are not subscribed with this person you can’t enter, because then during the flows you don’t mention them again.”

“I think that maybe it shouldn’t be a requirement to have someone being with you necessarily to be in the app because what if I want to be a godmother but it’s been so many years since I have been one so do you really think that is important for example to this woman to have a partner like a friend or like a familiar to be part of the experience? Because I don’t know which role would it play.”

“To me watching the other videos I have a doubt about what is the difference between a survivor and a godmother, I think that those two profiles are super clear but I don’t get what is in the platform for a survivor, if she just finished and does not want to become a godmother?”

“In the last video I thought that it was very important because I think is there where family and friends can really find tips and advices about knowing how to help their person going through breast cancer, I think that it is interesting and the role of family and friends, how could it evolve”



Sebastián Farfán

30 years old

Breast cancer friend

- In the first video before so much writing, maybe it would be nice to have a logo. I don't see why the family or friend but I'm guessing that is because it is necessary to speak and create conscience about it, and I don't know if there will be a necessity of a verification email or how are you thinking this would be.
- In the second one, the app is focused totally on women and I think it is nice because it can't become a dating app eventually. I'm thinking that maybe it could happen because some of the family and friends will be men so I don't know how you've thought about this.
- I don't know if you can put as optional the fact that they want to say if they have kids or if they are married, and that it necessarily didn't have to appear in the platform, in the same way I think that the profiles that you present I think are great but not showing what is their cancer right away. Because you expose them right away and I don't know how good could that be.
- It creates a little bit of anxiety and I don't know if it would be that good that a godmother would reject you, because in the beginning the whole idea is to create a network of support and receiving a rejection could be not so good, so saying to the godmothers like... hey you at least need to accept three or five people in the platform, so maybe that people could be willing to connect with others, it doesn't matter who sends the invitation.

Sebastián Farfán

30 years old

Breast cancer friend

can connect a lot. At least they complain or help each other because of this.

I think it would be nice if a warrior can send an invitation to connect to more than one godmother.

Also it would be nice to highlight the fact that you can make a personalized video because you don't notice it on the platform.

The survey I would first ask how was your meeting with Camila and then that's when I would ask about the place and everything. So it loses a little bit of the sense of everything.

Also I would like the app not only to meet people but also to provide a lot of information about it. How to prevent, how to deal with specific types of cancer, everything is important because women are in search of these things.

I really like it because I speak from the point of view of a psychologist. I think that is interesting because sometimes people open up more easily with strangers so this is why I find this also super interesting.

I don't know what is the role of the familiar or friend, maybe I can work through learning. What are the treatments, how everything works, as a familiar or friend our interest is to access information easy, not because I'm going to be a warrior or someone else.

I like the idea of this idea of creating workshops after successful meetings but I think that the time is completely different for each one of them. What I would do is more text, like explore your skills, be open to everything, like it will make this part strong.



Maria Helena Alonso

58 years old

Breast cancer family

- When I enter the platform I would like to know what is the intention behind it. Is it just remembering or is to invite people to know about breast cancer or is it to create a network or the three of them. Maybe this part could be more specific at the beginning.
- What if she doesn't have anyone to invite, what if she doesn't want to invite people to be part of it, I don't know if it should be absolutely required for them to invite someone because sometimes you want to do the process alone, you choose it or you prefer it that way so I don't know if it's a good idea.
- I'm not sure about the difference between godmother and survivor, to me they are just the same or the difference is just that one of them wants to help and the other not? Still is not a very clear differentiation.
- Age or date of birth? only one would be ok
- Highlight from the beginning that the platform will start only in Bogotá, and that maybe in the future will evolve.
- I think is interesting if there was a part in the platform where you can ask and consult with other people, not necessarily only with the monthly call to share because these women and also their family and friends, if they will remain in the platform, they need a lot of information about what to do and how to do it. Each person is different.

- 1. SURVEY: CONVERSATION BEFORE SERVICE PROVIDERS**

Users find it necessary always to highlight the fact that the meeting with the other person is more important than the place or the discounts that come with it. They believe that is not about giving a grade to a person, is to understand how did they feel and how the conversation went.
- 2. SOLVING DOUBTS IS IMPORTANT**

There is a necessity not also to know the emotional background but also the physical one; they all required the possibility to ask others how they were dealing with symptoms and situations related to breast cancer.
- 3. GIVE A CLEAR ROLE TO THE FAMILY MEMBER OR FRIEND**

It wasn't clear the role of the family member or friend on the platform; they would like to have more information about it. Some of them doubt about adding it since they believe some women prefer to go through the process alone by choice, or some others think they could be useful but only in acquiring information, nothing else. In addition, they see the family member or friend as a possibility with women that are starting the process but not with the ones that already finished it and only they are simply the ones that want to help.
- 4. HIGHLIGHT THE DIFFERENCE BETWEEN SURVIVOR AND GODMOTHER**

There is confusion about the profiles of the survivor and the godmother, for the users, they are the same, and the difference is not very highlighted just by the fact that one wants to help. The other wants to find help, but they emphasize that all the women, in the end, will be happy to give pieces of advice and listen to others.

- 5.** **GUIDANCE TO CREATE THE EVENTS**
User testers see a potential help by providing more help and guidance in the creation of the workshops for these women, they believe that the events could help women explore more their skills and what they could provide in the platform.
- 6.** **COUNTLESS GODMOTHER POSSIBILITIES**
They want more than one godmother at the same time and if it is like this they want users to know it. There is always room for more advices and more support.
- 7.** **CREATING EVENTS CAN'T BE MANDATORY**
Not all godmothers after 5 meetings are ready to create a workshop or some of them are ready in day one so it's important to showcase this part as a requirement only to want to do it but is not necessary. See it as an engagement to the platform and women in the app.
- 8.** **REMAIN AS A WOMEN APP**
There are mixed feelings about dedicating the platform only to women or also to men.

Final Proposal

08.



HOW DOES IT WORK

8a.

1. Hospitals are the common gathering point for women going through breast cancer. At this moment, there will be alliances between the hospitals, more specifically the oncology units and Voyage, so the information about the new app can be displayed, and patients can be informed about this new possibility to create a network of support. It will also work for survivors who have to do checkups regularly and can obtain the information quickly so, the same display of information for survivors wanting to become godmothers and warriors in every stage of their struggle, can be possible.

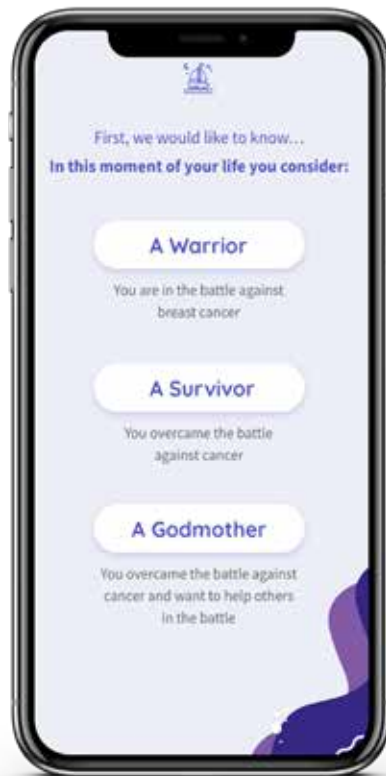
All the users will have to download the app Voyage since it is going to be at the beginning, only one touchpoint available for all of them. In the case of the warriors, they can decide if they want to invite some family member or friends to be part of the experience and understand more deeply the situation thanks to other women.

2. After downloading the app the users will have to enter personal data, how they would describe themselves at this point in their life, for example warriors who are still in the fight against cancer and want to find help. Survivors who have finished the battle against cancer and want to find help in this new stage in their life or godmothers who have completed the battle against cancer and want to offer support to others going through it. The points of connection to create the algorithm to match godmothers with warriors and survivors or between the same warriors depend on specifics like type of cancer, hospital where being treated, doctor, profession, but above all interests. Despite this, the connection is voluntary and can only happen if both parts want to meet each other.

3. After the connection is made, the users can talk to each other through messages for two weeks maximum, during this time the app will suggest for them to meet in







HOW DOES IT WORK

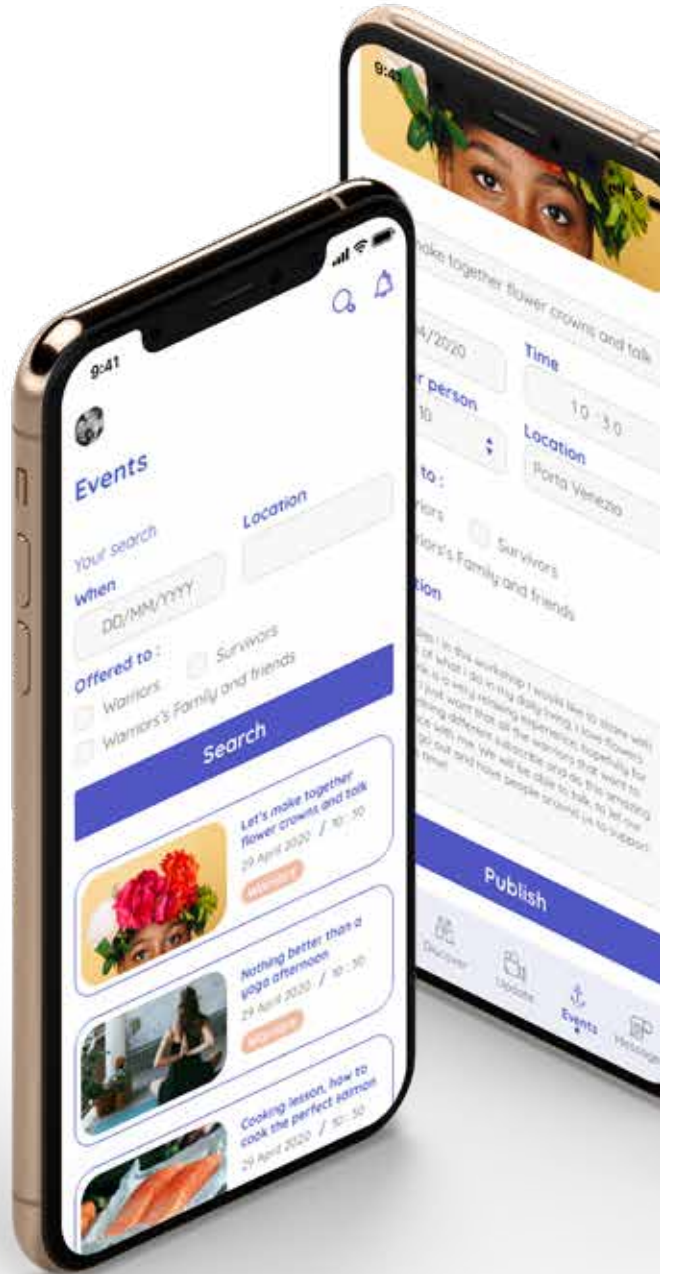
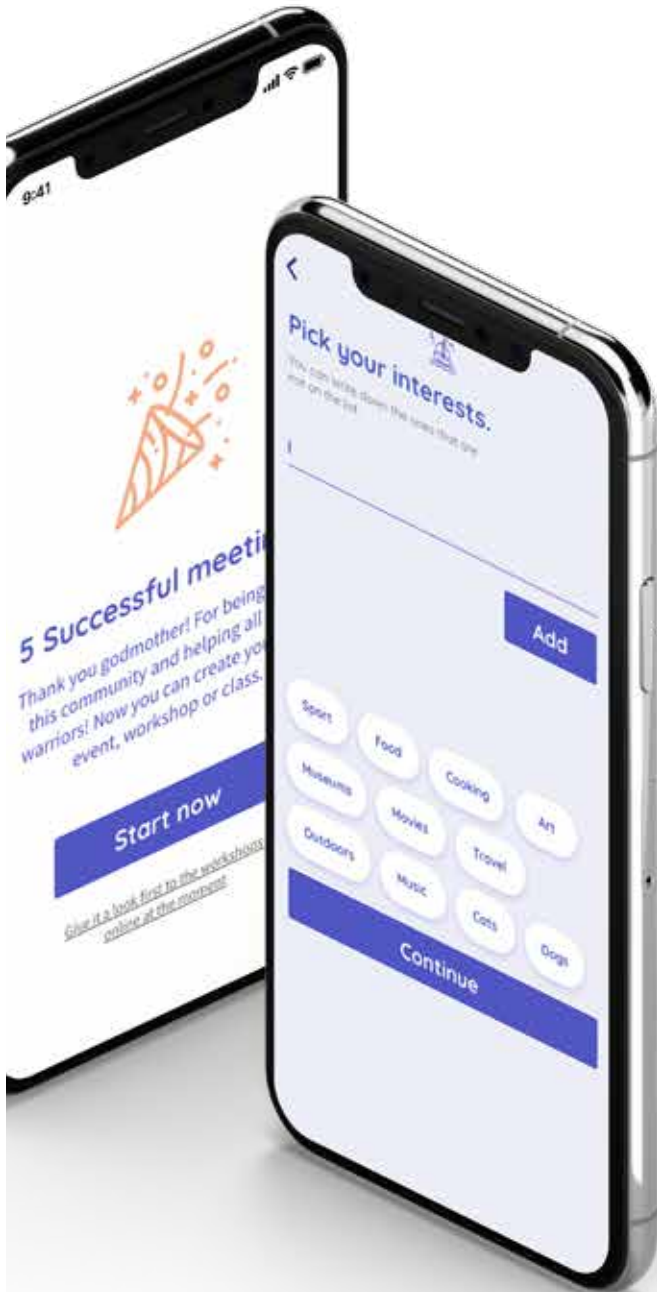
8 a.

person and translate the connection to the real life. This with all the intend to make these woman meet each other and really have talks and share their feelings in a safe environment. The safe environment will also be provided by the app in case users decide to meet in a place different to their own homes, the app will have alliances with different coffee shops, tea places and small and intimate locals for them to meet and spend a really nice time.

4. After the encounter, both parts will be able to survey to know how was the meeting, if it met their expectations and finally leave a positive comment to the other user. The main idea is to suggest a positive attitude and all times. After the godmothers in specific, have accomplished in a satisfactory way five meetings with survivors and/or warriors, they will be allowed to create events and workshops for more people going through breast cancer so they can expand the help

they would like to give. It is not mandatory but it is a good initiative from Voyage to explore other ways to connect between these women, since support groups from private foundations seem not to meet the expectations of patients.

5. Finally, godmothers, survivors and warriors, each one of the users will be able to create their own community and follow, like updates and share their own, all through videos that allow a better communication between all the users. Videos will also be present to share the monthly cta in the discover section, this one asks users to share their thoughts about different moments during breast cancer so, this is a new way to share information, support each other and find new connections and people that can be there for them.



SERVICE BLUEPRINT

8b.

stages	Pre-service		Service			
steps	Access Platform	Onboarding	Select current situation	Complete profile	Select to who connect	Browse and connect profiles
description	Getting access to Voyage	Getting to know how voyage works and how will it help them	Define in which situation she is right now with breast cancer	Answering questions and interests	Define to who she wants to connect, godmothers or warriors.	Check all the godmothers profiles and decide to connect with whomever she believes can understand her situation better
Physical evidence						
face to face	Doctors and hospitals recommend service					
digital		Voyage app	Voyage app	Voyage app	Voyage app	Voyage app
paper						
product						
spaces						
Frontstage Action						
Warriors	Finds out what Voyage is about	Gets to know how Voyage works	Selects her situations as warrior	Completes her profile as warrior	Browses through all the godmothers with who she could match better	Sends invitation to connect to all the godmothers she believe could talk to
Godmothers	Finds out what Voyage is about	Gets to know how Voyage works	Selects her situations as warrior	Completes her profile as godmother	Browses through all the warriors with who she could match and help better	Sends invitation to connect to all the warriors she believe could talk to
Family member or friend	Finds out what Voyage is about	Gets to know how Voyage works	Follows the path of her warrior	Completes profile as family member or friend	Browses all the videos and discussions in the discovery section	Decides to ask a question in the discussion section
Line of Visibility						
Backstage Action						
Voyage System				Gets quantitative and qualitative data of each user and confirms identity		
Voyage AI				Organize information and classify it		
Service Providers						

Post-Service

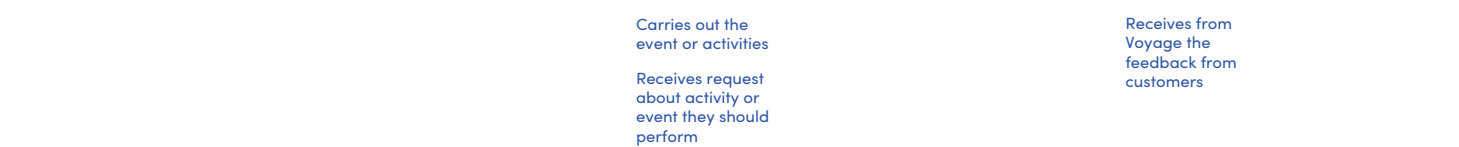
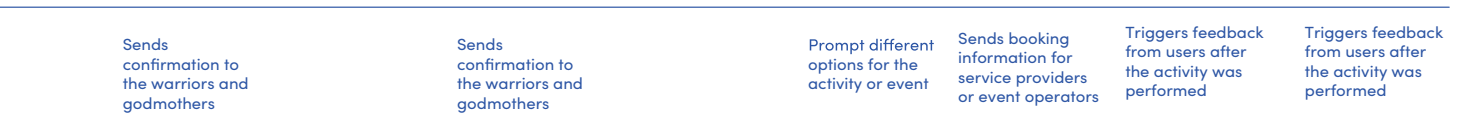
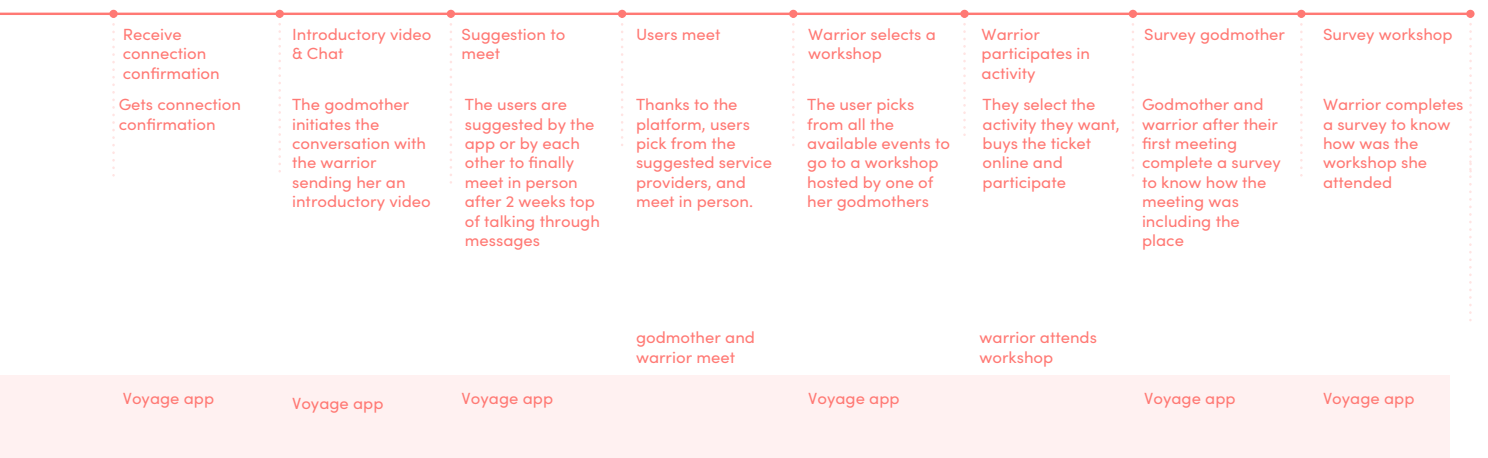


FIG. 0.4

WARRIOR USER JOURNEY STEPS



FIG. 0.5

GODMOTHER USER JOURNEY STEPS



FIG. 0.6

GUARDIAN USER JOURNEY STEPS

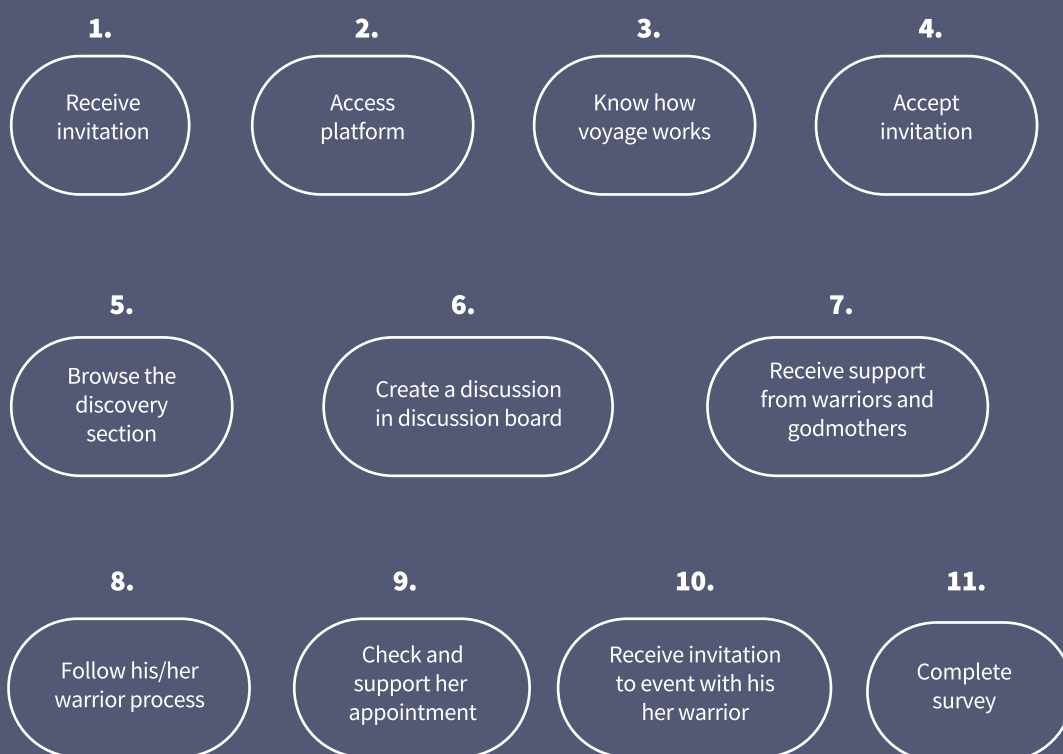
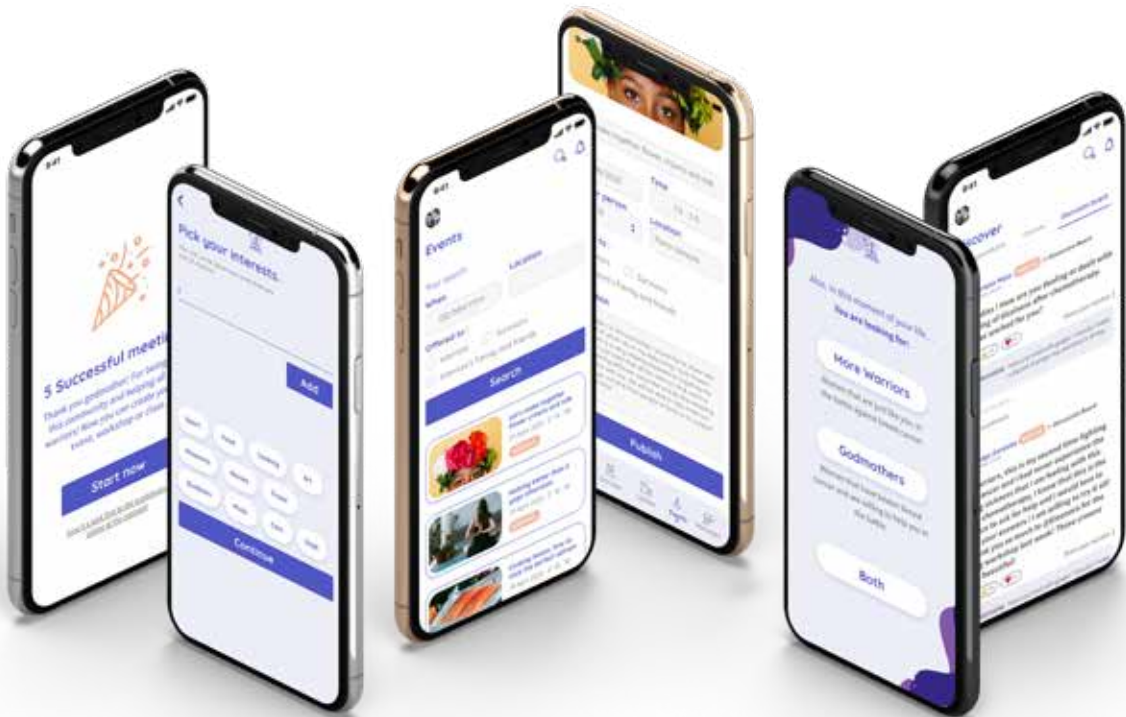


FIG. 0.7



The touchpoints are carefully designed in order to meet the necessity of all the users. For our users, regardless if they are godmothers, warriors or guardians, the app is always the first meeting point for all of them. It is the biggest touchpoint of this project and it contains all the access to new profiles, meaning new people and more support network additions, also all the events, workshops created by the different godmothers that have the willingness to help and support guardians and warriors in their battle. The

app platform becomes the touchpoint to share experiences digitally, to express their feelings and provide a different kind of comfort and support, even if after every chat between godmothers and warriors or even only between warriors the platform encourages the personal meetings in one of our service providers locals, with this we make sure that the experience doesn't remain only digital and THAT they can find all the possibilities of support.

DIGITAL

- Application software
- Online advertisement
- Social Media

HUMAN

- Service Providers

PHYSICAL

- Printed advertisement
- Hospital environment
- Entertainment environment
- Cultural environment

Warriors



- * Connection in a trusted network through common interests.
- * Contact with other warriors through events and workshops created by godmothers.
- * Knowledge and support from godmothers and warriors in topics related to breast cancer.
- * A trustworthy and supportive environment to share her feelings and process during her battle with breast cancer.

Godmothers



- * Connection in a trusted network through common interests.
- * Insights and knowledge from warriors in order to improve her support to them.
- * A selfless possibility to help, give back all the knowledge and insights acquired in her past experiences to all the woman that are going through breast cancer right now.

Guardians



- * Insights and knowledge from warriors and godmothers on how to face and help his/her warrior in the battle.
- * A trustworthy and supportive environment to share questions, doubts and feelings during the process.

Creating this app allows not only warriors, but also guardians and godmothers to support each other. To connect and benefit from it, according to all the research and the insights found at early stages of this project, women that are going through breast cancer believe that despite the fact that they have friends and family that are always there to support them, the biggest benefit comes from someone that is going through the same situation and that can understand thoughts that come to their mind once in a while, fear, anxiety, depression or even sharing the small victories. They believe that is something that women with breast cancer really appreciate and don't see it as something healthy or something not valid enough. In the case of the guardians, they benefit from this app because they can have better pieces of advice and more information in only one place, about what it means to be there for someone that is going through a situation like this.

Additionally, in the case of godmothers, these are women that always wanted to help others, they have been through the experience so they understand the feelings and thoughts that can come with this disease, the most significant benefit for them with this app is the possibility to feel like they are finally giving something back, because after the interviews and co-design session it was clear that there is a necessity coming from them to help others.

Conclusions

09.

1. There is a profound necessity for the women going through breast cancer, to communicate and support each other, it doesn't matter if they have finished their treatment or if they are already survivors, the necessity of support and being supported is something evident during this project, and the creation of the app Voyage has confirmed it.

2. The women that have been through the breast cancer experience in the past, really want to give something back to help women in the same condition. The fact that they can become godmothers in the platform to support others, but even after that, go farther and create events that could be helpful, increases their creativity, and willingness to support others with this project.

3. Despite the fact of the app being created to generate support with their breast cancer condition, warriors see support not only in sharing their feelings and listening to others but also in asking questions and asking for help about possible symptoms and situations in their daily life with breast cancer.

4. Connections among warriors can happen through small things like their interests in common, the hospital where they are being treated, the treatment or even the doctor that treats them, allows warriors to find more things in common to talk about and connect with others.

5. Warriors don't want and don't expect to have only a certain number of connections; they expect to have freely the amount that they wish of godmothers and other warriors in the battle. In the case of godmothers, the situation is different since they have to give support only to a certain amount of women at the same time to make it a pleasant and exceptional experience.

6. The app Voyage is the common point between all the women in all the different stages for breast cancer to find each other and get to know each other. There is not a network like this in Bogotá at the moment; the focus is on women that are survivors or on detecting cancer on time, which makes it a complete platform for any breast cancer patient.

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