Redeveloping Diabetes UK’s online risk score

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What is the online risk score?

- Validated tool to understand your risk of developing Type 2 diabetes in the next 10 years
- Seven questions, score 0-47, four risk levels
- Developed with University of Leicester and University Hospital of Leicester NHS Trust
Performance 2010-13

- 250,000 uses from July 2010 to June 2013 (100K year 1, 75k years 2 & 3)
- Licensed versions to corporate partners
- Under-reporting? (‘Unscientific’ research)
- Collecting user stories for later development
User research – aims and objectives

- Outdoor ad campaign planned
- Commissioned ethnographic user research to see:
  - whether suspicions would be confirmed
  - what had changed since launch; new needs and considerations
  - how to optimise the test.
Findings and issues – user experience

- Users in ‘test mode’ while answering questions
- Pop-ups during test were a distraction – users not in ‘learning mode’
- Users wanted more information at the end – more personalised and practical
- Confusion about sharing
Improvements – user experience

- Pared-down responsive design
- Moved info to end of test
- Showed numerical score on a scale as well as risk levels
- Gave scores for each question
- Broke down risk factors
- Linked to practical next steps
- Clarified what is shared
Findings and issues – measurements

- Lower digital literacy
- Users not measuring their height, weight or waist size
- Sliders tricky on touchscreens
- Didn’t use slider for actual measurement, eg just estimated position on ‘underweight to obese’ scale
Improvements – measurements

- Clearer, more precise language
- Cleaner interface
- Replaced slider with text entry
- Specified the importance of accurate measurements
- Home screen button and email reminder options for mobile users to re-do later/at home
Results

- 30,000 uses in the fortnight of the ad campaign
- 245,000 uses in the nine months following the campaign
- 27% of users referred to their GP – up from 16.5%
- 38% of those surveyed had visited their GP
What next?

- Doubled the number of uses in less than a year since redesign – and no sign of slowing down
- Next wave of user testing to inform improvements – to the functionality and the content
- Focus on behaviour change and support more people to reduce their risk
Thank you

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