

Mobile Video Mockup

The Work

This work was done as part of a Cigna Design Thinking project. Participants were asked to submit their ideas and votes were cast. My idea for a Cigna mobile video application was selected.

The Approach

- Research: evaluated mobile video applications from Workday and SAP.
- Sketch: quickly sketched some concepts and got feedback from product and user experience designers.
- Prototype: created prototype from the best sketch idea.
- Shared: my prototype with designers and captured their feedback using an idea forum.
- Iterated and annotated on the design.

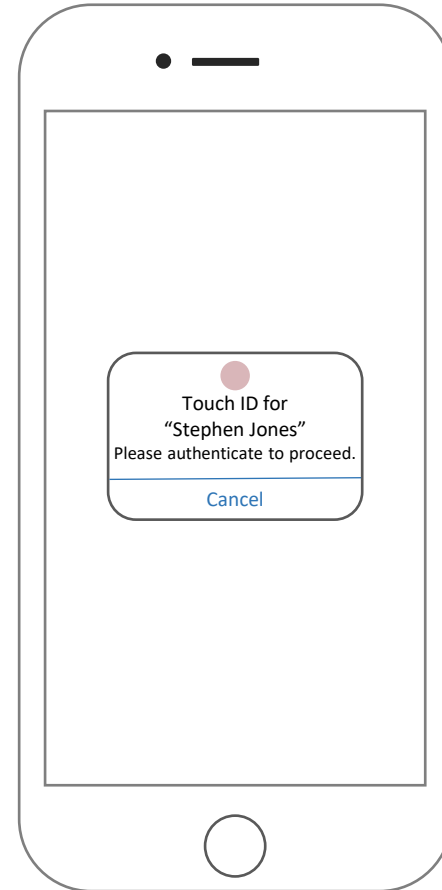
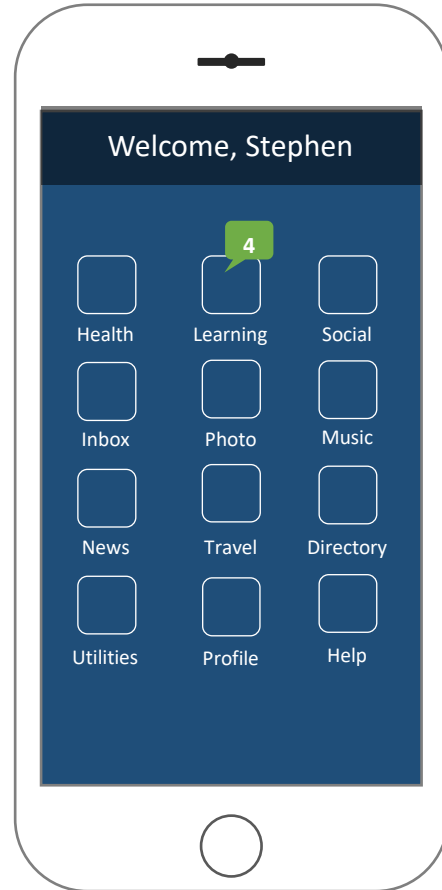
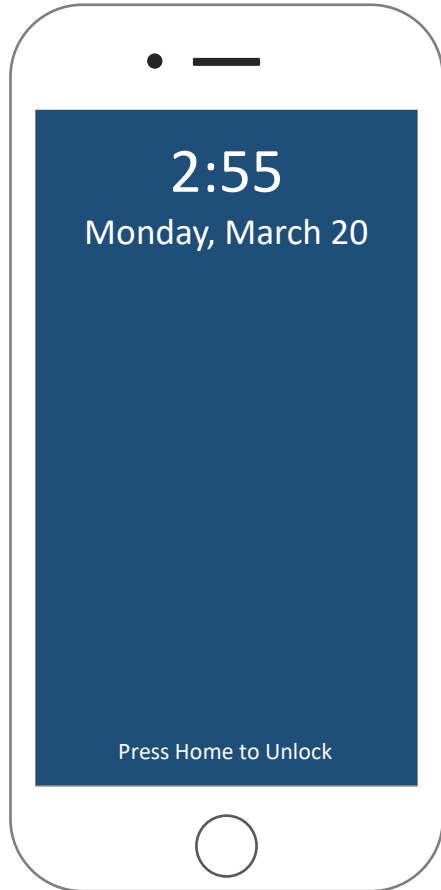
The Challenge

Employees want to acquire knowledge from training material that is accessible on their own mobile devices

Goals

- *Test the usability of a mobile device as a platform for just-in-time learning resources that are targeted at specific on-the-job needs.*
- *Provide a more individualized learning experience.*
- *Engage with employees not located in an office and contribute to their development.*

Mobile Video Mockup



Explanation

Description:

Idle screen with Home button. Welcome screen showing 4 learning notifications.

Location:

Mobile. User is always connected.

Role:

Any Cigna employee.

Actions:

User presses the Home button to unlock mobile device and display main menu on the Welcome screen.

User taps the Learning icon to check out the latest Cigna YouView videos, experts and other featured content.

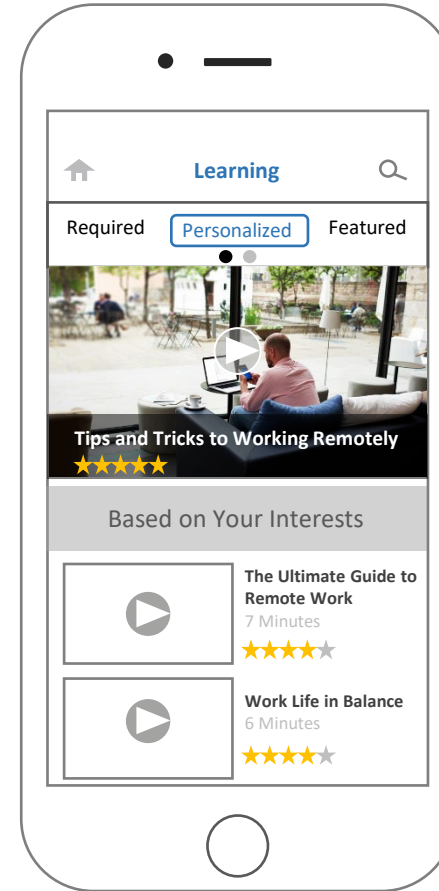
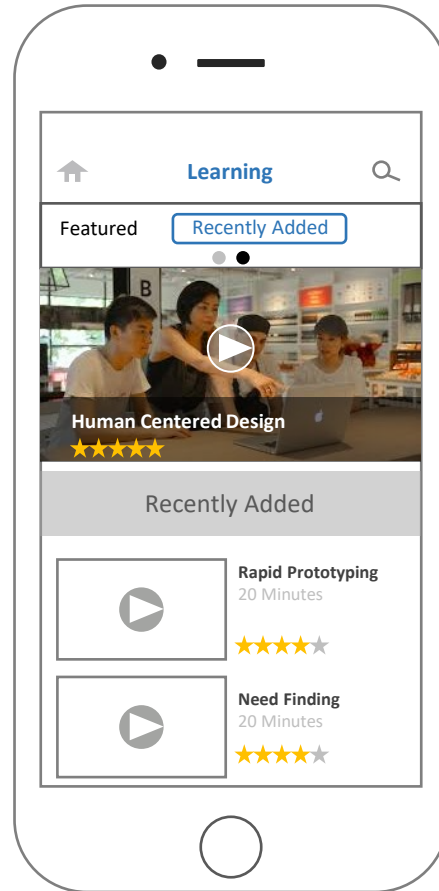
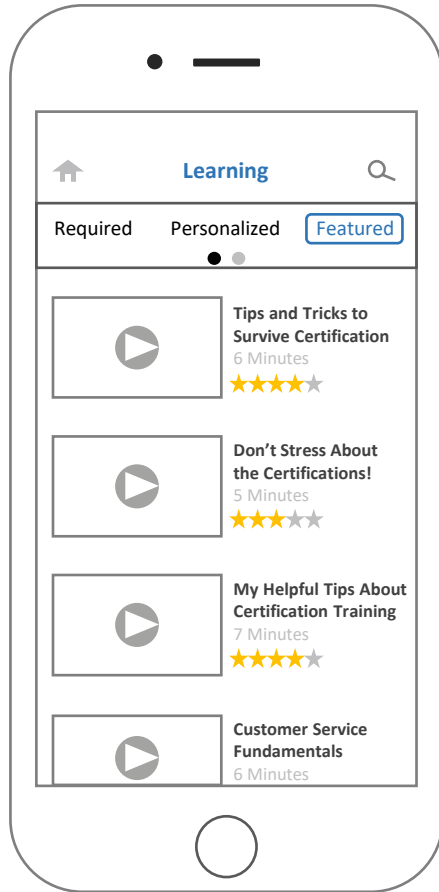
The user can upload a favorite video. Videos uploaded by the user are added to their Learning page.

The user taps the Profile icon to personalize their language settings, select topics of interest and see their current game challenges or achievements.

Validations:

When the user presses the Learning icon he is prompted to authenticate with the Touch ID.

Mobile Video Mockup



Explanation

Description:

Learning page is displayed showing 4 Featured videos. Other navigation options include Required, Personalized and Recently Added learning.

Two small icons appear below the learning options to indicate there are more options and what screen the user is presently on.

Navigates from:

The user navigates to the Learning page from the Welcome screen by tapping the Learning icon.

Actions:

User slides the top navigation to the left and taps on Recently Added. Three recently added videos display in the main window.

The user slides the navigation to the right and taps on the Personalized learning icon. Three Personalized learning items, based on the users interests, display in the main window.

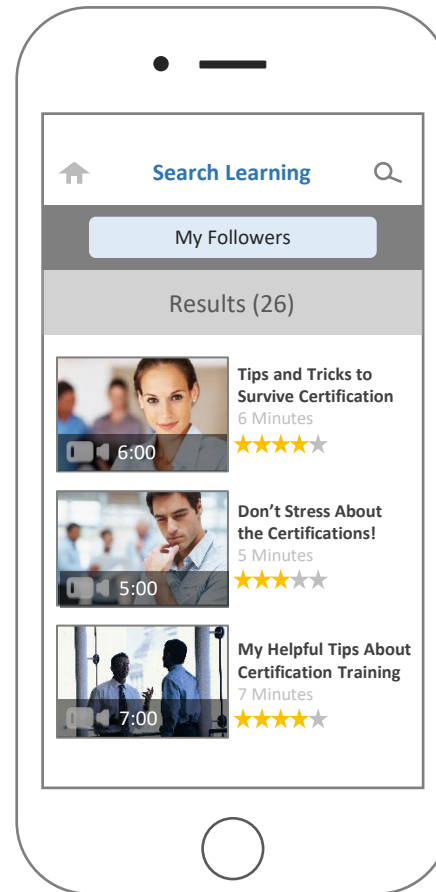
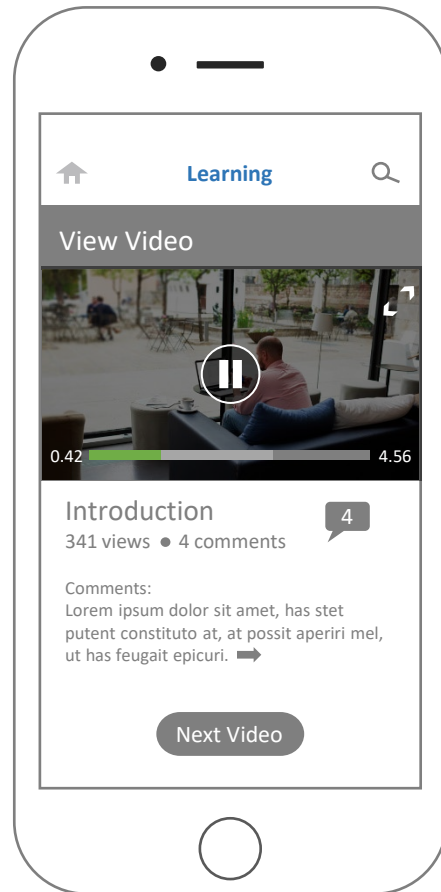
The user selects the Tips and Tricks to Working Remotely video by tapping on the Play button.

The user can return to the Welcome screen at anytime by tapping on the Home icon in the upper left.

Validations:

Watching a Featured item and rating it with 3 or more stars helps the machine learning engine to perfect the algorithm that personalizes the users learning experience.

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Explanation

Description:

Learning page is displayed showing the Tips and Tricks to Working Remotely video in Pause mode.

The user can select a different video from their Personalized Learning options by tapping on the Next Video button.

Navigates from:

The user navigates to the Tips and Tricks to Working Remotely video by tapping the Play button on the Personalized Learning screen.

Actions:

The user taps Play or Pause to advance or pause the video.

The user can tap the Next Video button to advance to the next Personalized Learning item.

The user can tap the Notification icon to display comments and reviews from other users.

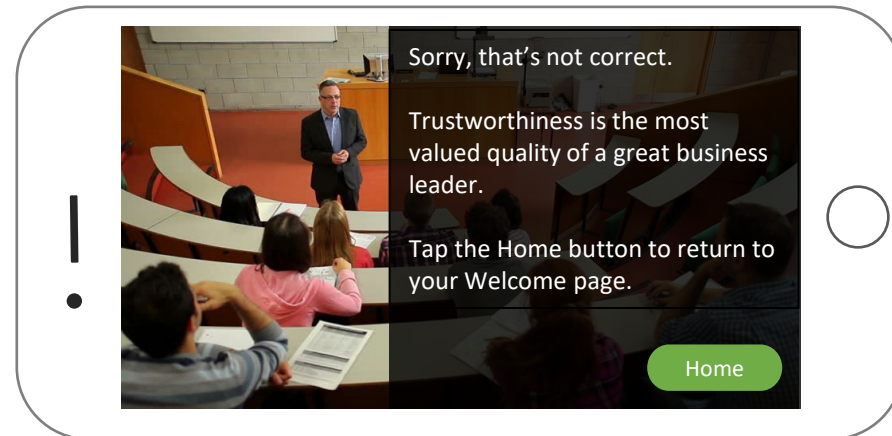
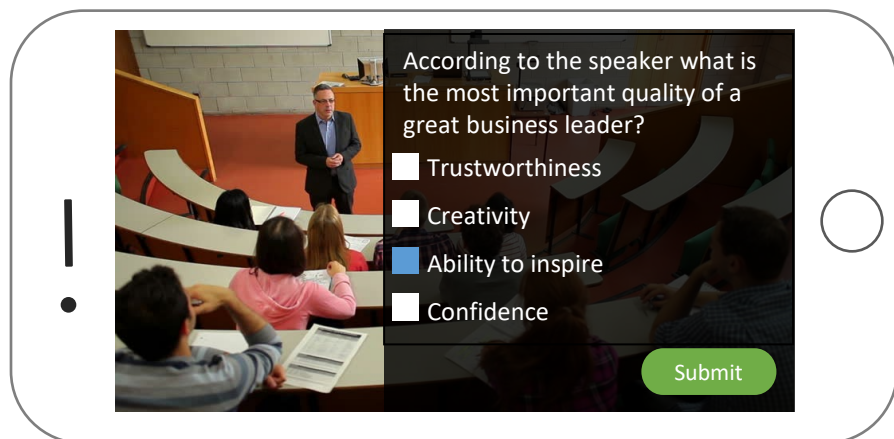
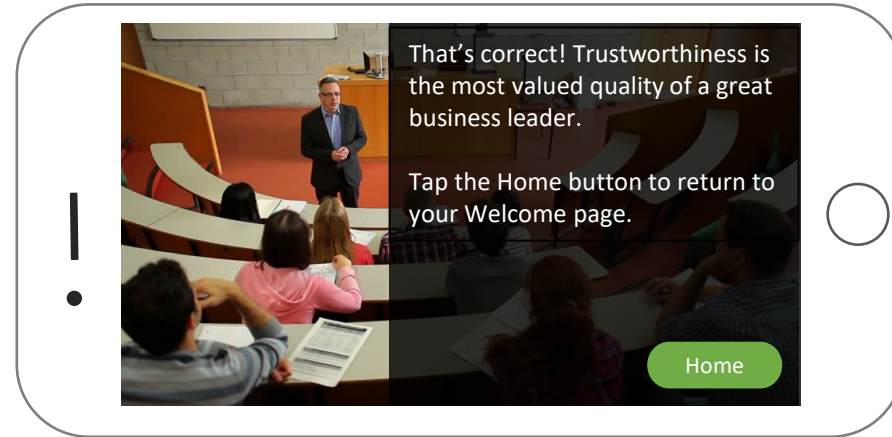
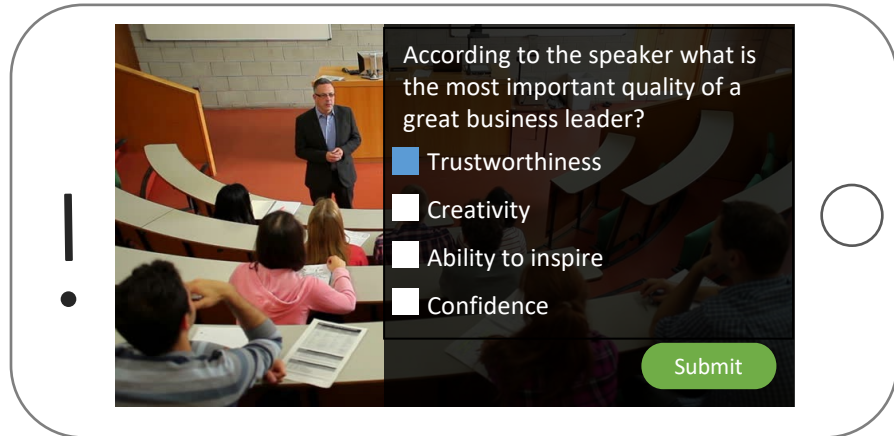
The user can tap the Search icon, in the upper right, to open a free form text field. By entering the phrase My Followers the user is able to display videos that his followers have seen.

The user can return to the Welcome screen at anytime by tapping on the Home icon in the upper left.

Validations:

The system validates the users Followers and displays the videos they've rated with 3 or more stars.

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Explanation

Description:

Knowledge Check page in landscape mode.

Navigates from:

The user navigates to the Knowledge Check screen automatically by completing videos and other learning items.

Actions:

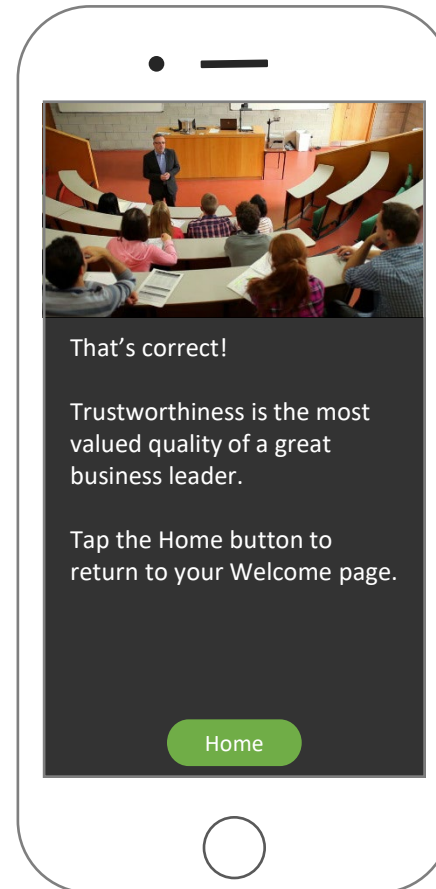
The user selects the correct answer and taps the Submit button.

Validations:

The system checks for the correct or incorrect answer and displays feedback to the user.

Knowledge checks are part of the adaptive learning engine. As users complete each knowledge check the system increases the accuracy of what personalized content recommendations to make.

Mobile Video Mockup



Explanation

Description:

Knowledge Check page in portrait mode.

Navigates from:

The user navigates to the Knowledge Check screen automatically by completing videos and other learning items.

Actions:

The user selects the correct answer and taps the Submit button.

Validations:

The system checks for the correct answer and displays feedback to the user.

Knowledge checks are part of the adaptive learning engine. As users complete each knowledge check the system increases the accuracy of what personalized content recommendations to make.