

noggin

My Story

I was diagnosed with epilepsy when I was 18 years old during my freshman year of college. After 4 other seizures that year, I understand firsthand how epilepsy can turn one's life around as well as their family's. There are many different pain points that arise with the diagnosis, a lot of independence is lost, and it is a lot of trial and error with medications. It's a rollercoaster for sure. Luckily I have been over 2.5 years seizure free due to my amazing neurologist and my incredible support group.

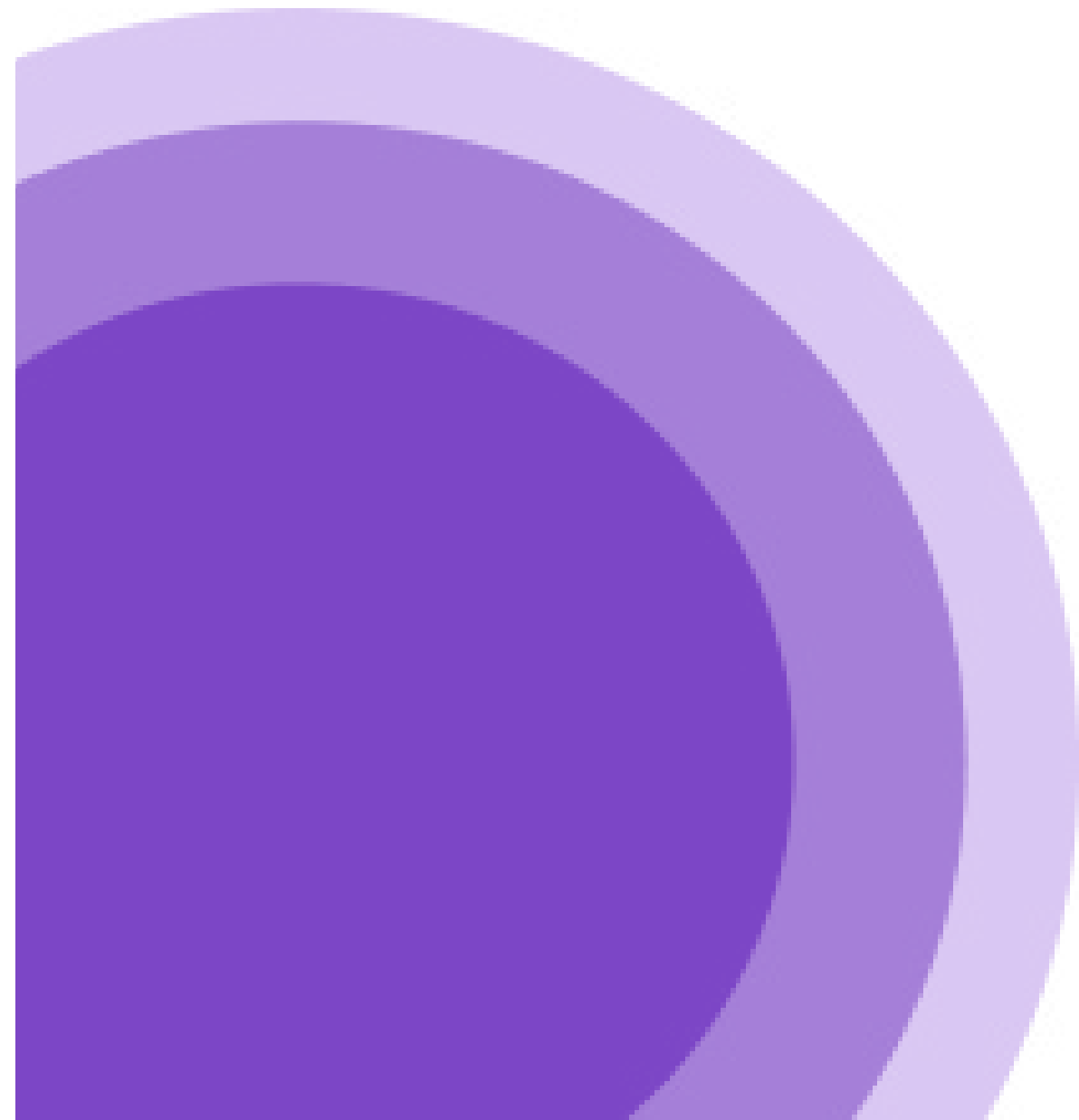
Currently there is a need for epilepsy management resources. My hope is with Noggin, individuals can take control of their epilepsy and gain back their independence.

Sincerely,
Brianna



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Proposal



Topic Overview

Epilepsy is a neurological disorder in which nerve cell activity in the brain is disturbed, causing recurring unprovoked seizures. 3 million adults and 470,000 children in the U.S have epilepsy. There are many different types of seizures and it affects everyone differently.

There is no cure for epilepsy. Controlling epilepsy is all about seizure management.

Design Opportunities

Primary Touchpoints

Branding & Character

App

Secondary Touchpoints

Micro-Animations

Widgets & Notifications

Apple Watch Medical Band

Noggin is a *digital application* that encourages individuals to *take control of their epilepsy* and take back their *independence* through fun and personalized medication reminders, daily mental health activity modules, and other resources.

Research



Media Scan

TikTok

- “Feeling like a burden to others”
- Post seizure depression
- Fear/ Anxiety
- Loss of independence
- Physical exhaustion
- Brain fog
- Embarrassment

Reddit

- Fear
- Anxiety
- Numbness
- “I wish I was normal”
- Helplessness

Epilepsy Apps

- Seizure Timing
- Recording of Seizures
- Journaling
- Connection to Apple Watch
- Days seizure free
- Daily Mood

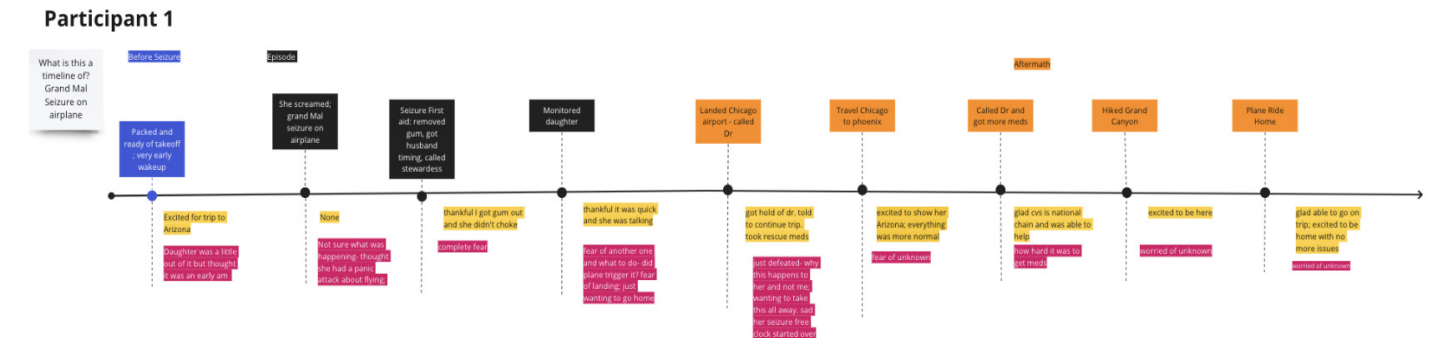
Habit Apps

- Streaks
- Collect items/ badges
- Parents set rewards or choose existing rewards
- Parents select habits that children do

Co-Design

The goal of this experience map was to help me find overlap in individuals’ journeys with epilepsy diagnoses and seizures. I recruited participants from the survey and had them map their experiences within Miro using a pre-made template. It helped me to see the bigger picture of epilepsy as a whole and helped me narrow down which area of research to focus on.

From this, I was able to identify an individual’s journey, actions, thoughts, and emotions. In addition, it allowed me to empathize and build relationships with my participants.



Conclusions:

- Parents have a lot of anxiety and fear for their child
- Parents overwhelmed with medications
- A lot of positives happened despite limitations of diagnosis

Survey

The goal of sending a digital survey was to gain insight into the lives of parents of children with epilepsy. This survey was also able to help me narrow down my target audience and the direction for the children's book. This survey was shared through the Facebook group, "Parents of Children with Epilepsy Support Group".

At the end of the survey, they had the option to leave contact information for follow up research opportunities.



After receiving the survey responses, I transferred them into FigJam and copied them onto post-it notes. This allowed me to color code the post-its and group them more easily to identify patterns.

Conclusions:

- Emotional impact was mentioned a total of 48 times
- 15 responses mentioned general knowledge of epilepsy and 12 mentioned seizure first aid
- Routine was mentioned only 9 times neurologists mentioning it is the most important part of living with epilepsy

"He sometimes feels like he can't "do things" because we are worried about his safety. "

"It's not just a big seizure. It is so much more."

"The meds that he takes are what keep him alive... He has to take his meds every 12 hours... No matter where we are or what we are doing it's time for meds. "

"My biggest struggle with a routine is that she does not understand and gets very upset when things are not a specific way."

"I can see the fear in other people's eyes."

"I've been diagnosed with anxiety, depression, and even PTSD over my daughter's epilepsy. My therapist has been helping me learn to cope with the fear so it doesn't ruin mine and my family's lives."

Interview

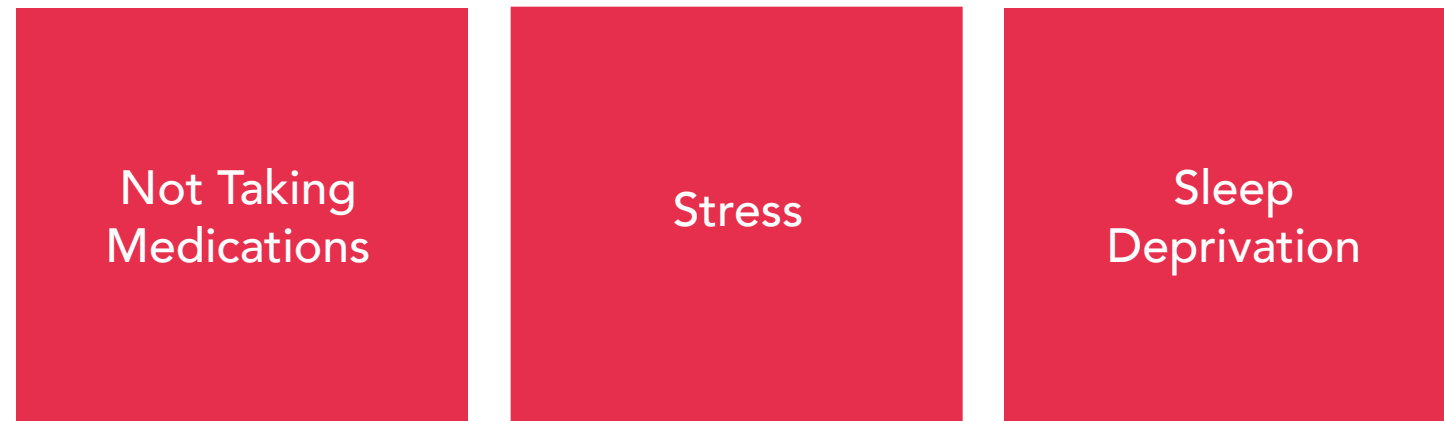
Dr. Sarita Maturu is an Epileptologist at Ohio Wexner Medical Center in Columbus, OH. She helped develop the Epilepsy Transition Clinic that partners with Nationwide Children's Hospital to provide a smooth transition from youth to adult services. She also has relationships with two international nonprofits: My Epilepsy Story and Epilepsy Alliance.



This interview helped me:

- Identify a general journey/timeline with epilepsy
- Age group in need of most resources
- Top triggers for epilepsy
- Features she would like to see implemented

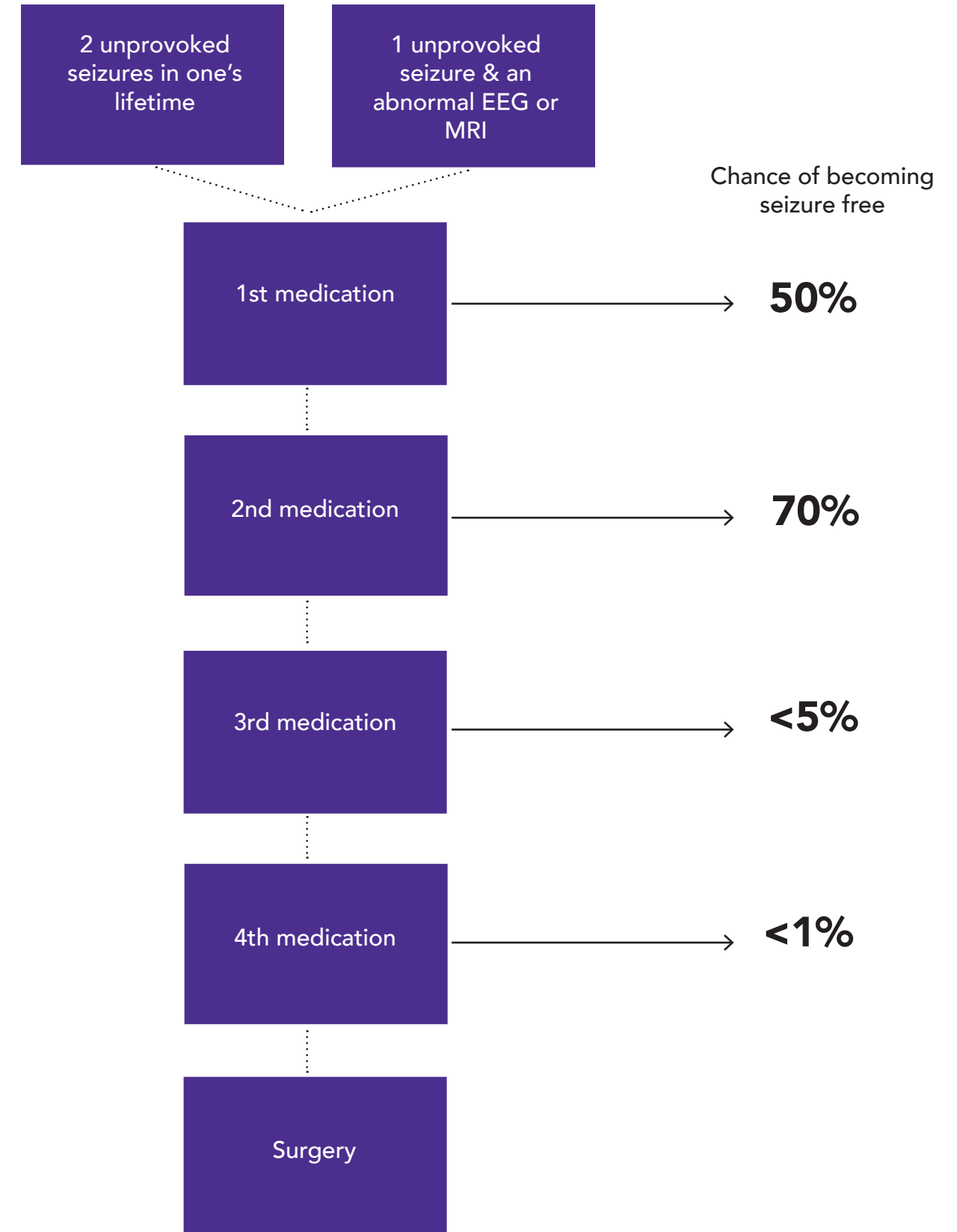
Top 3 Triggers



Patients will also find their own triggers such as hormones, intense workouts, alcohol, caffeine, etc.

Key Insights

What does treatment look like?



Personas & User Journey



Young Adult

16-26 years old
 Busy with school/work
 Adjusting to adulthood
 Wants independence
 Has to manage epilepsy
 Still figuring out triggers



Anxious Parent

Feels helpless
 Extreme anxiety
 Learning to let go
 Cares about child's safety
 Wants to be "in the know"



Caring Neurologist

Data-driven
 Wants patient to succeed
 "What happens between appointments?"

Pain Points

Depression, anxiety, and agitation

- 50% of individuals with epilepsy have depression
- Anxiety and agitation are the most common side effects for epilepsy medications

Balancing parent anxiety vs. young adult's independence

- Many parents of children with epilepsy suffer from PTSD or seek therapy

Identifying triggers

- This age group is exposed to new triggers such as alcohol, extreme workouts, hormonal changes, etc.

Accountability

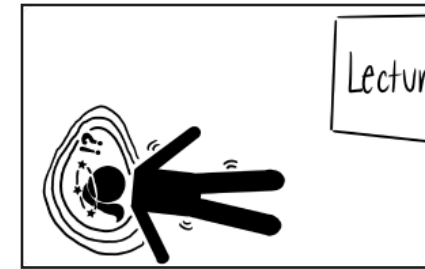
- Responsibility for meds and a schedule gets transferred from the parents to the young adults

Adjusting treatment plans

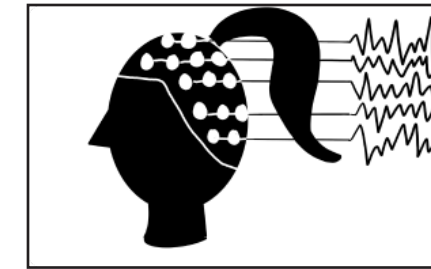
- Neurologists look for breakthrough seizures, side effects of meds, and mood changes in between appts.

Current solutions aren't working

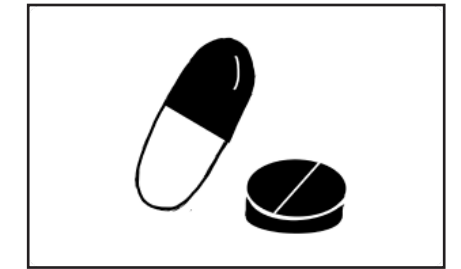
- Many apps are outdated, take a long time to log information, and none alert parents/family members of taking medications



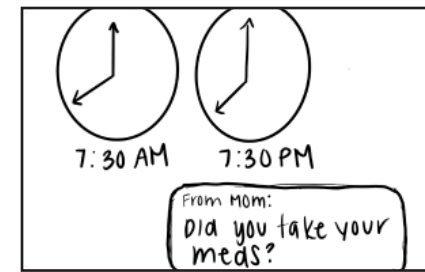
Emily had a breakthrough seizure while in a lecture class in college.



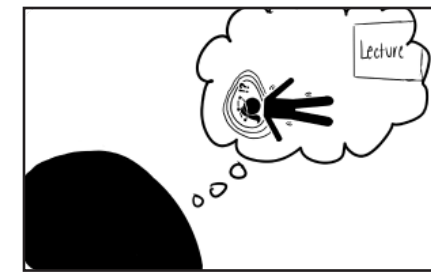
She was taken to the hospital where the EEG came back abnormal. Her parents came to visit and she was diagnosed with epilepsy.



Emily was put on her first medication and was given a first aid plan.



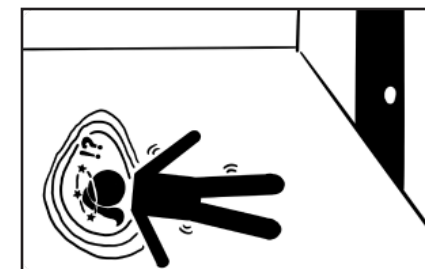
Emily has to take her meds at the same time morning and night. She sets alarms on her phone and her parents text her everyday making sure she took her meds.



Emily has been very agitated with friends/ family. She is embarrassed after returning to classes. She is scared she will have another seizure and feels out of control of her life.



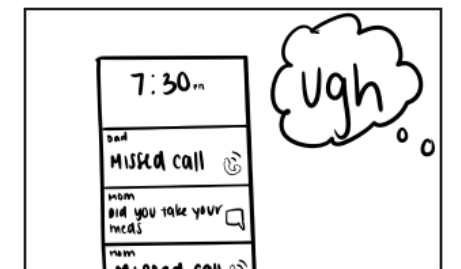
Emily has been seizure free for 1 month and her parents have stopped texting her. She goes out for a late night with friends and forgets to take her meds in the morning.



Emily has another seizure. Her seizure first aid plan is followed.

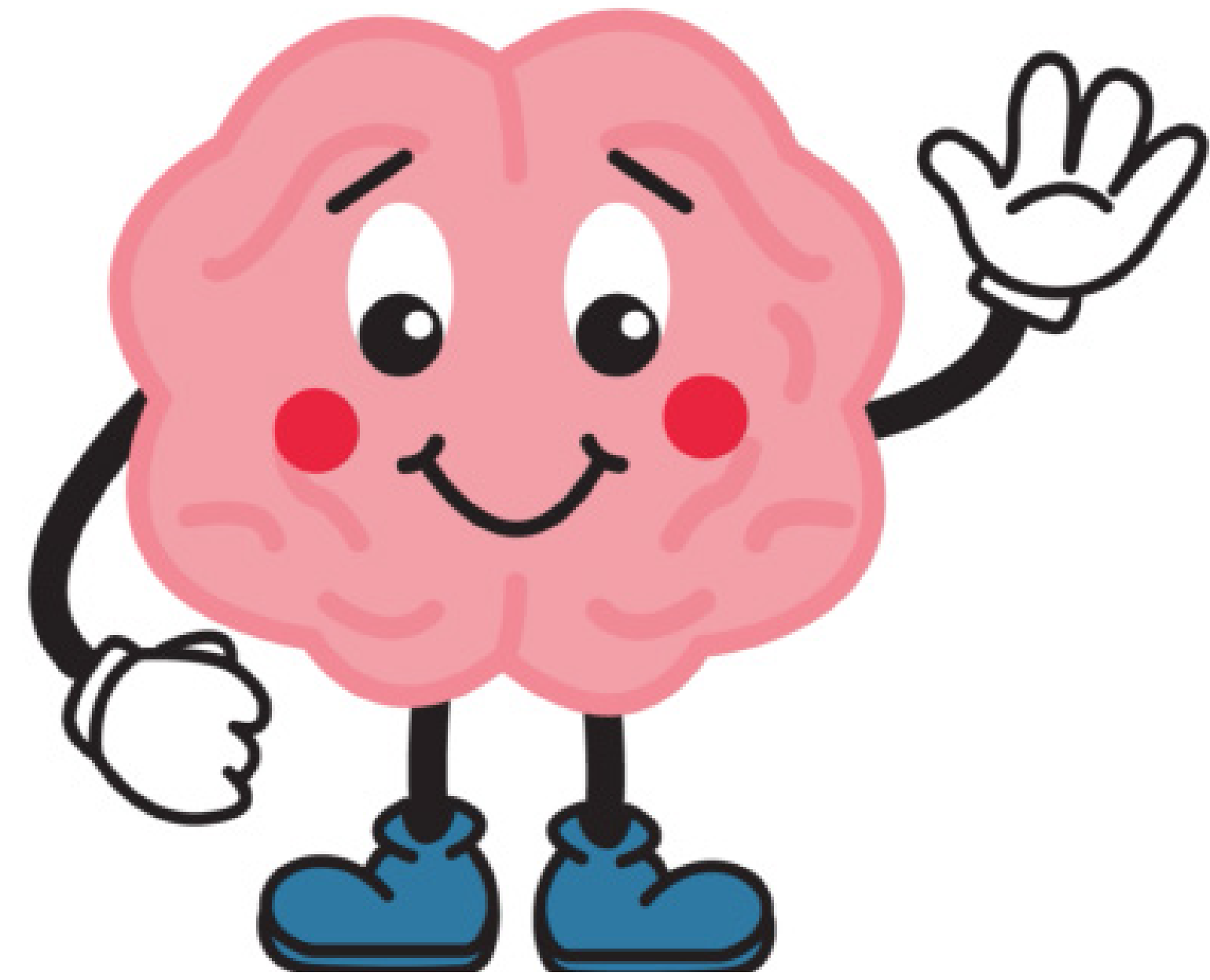


Emily alerts her neurologist of the breakthrough. Emily's medication plan is changed.



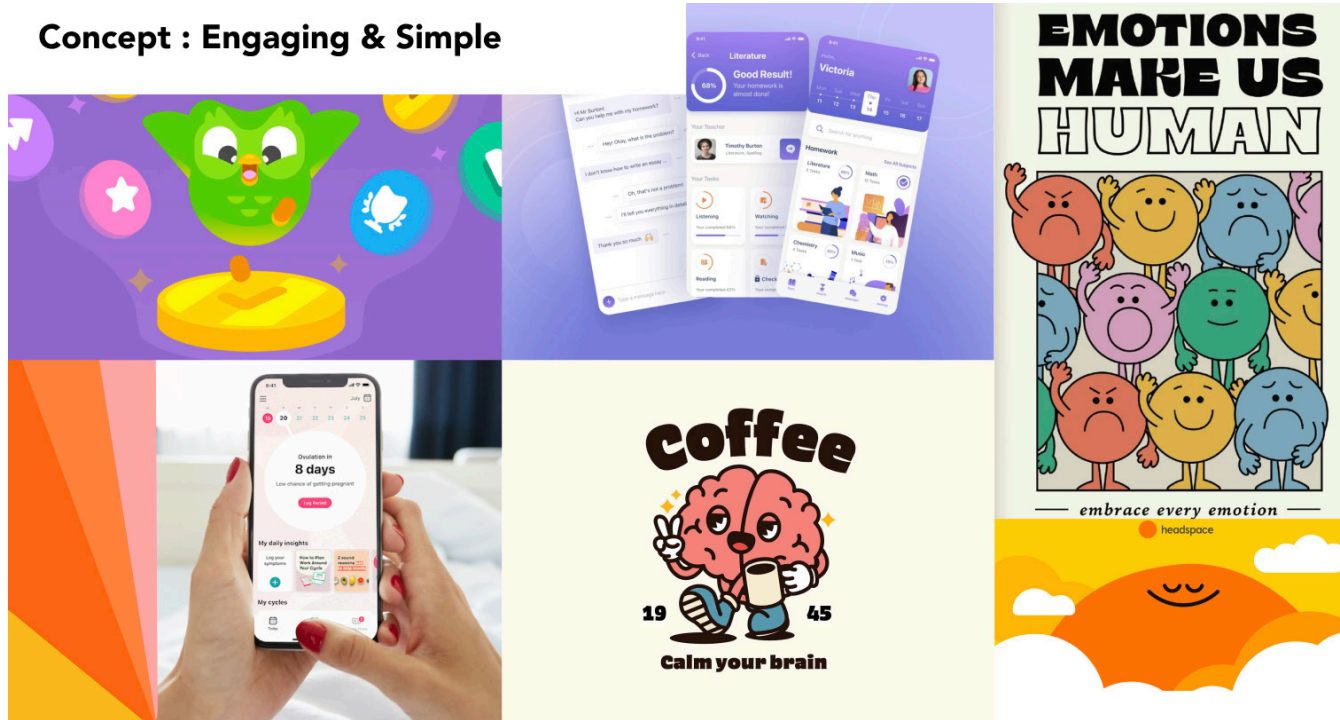
Emily's parents are more anxious and call her to check if she takes her meds. Emily just wants to be normal.

Branding & Character



Inspiration

Concept : Engaging & Simple



Mark

Mark

nogggin

Things to consider:

3% of individuals with epilepsy have photosensitive epilepsy. This means that their seizures can be triggered by visual patterns, flashing lights, neon lighting, and video games with quick animations.

This means no:

- Gradients
- Repeating patterns
- Extremely high contrast
- Quick transitions or animations

Fonts

Primary Font:

Candal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary Font:

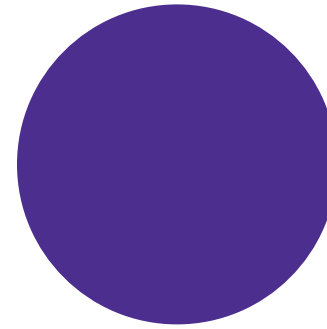
Avenir

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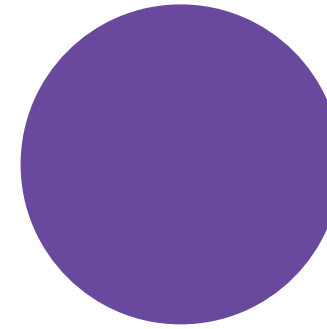
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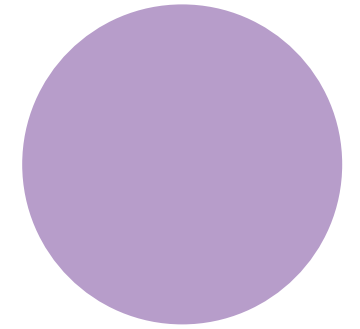
Color Palette



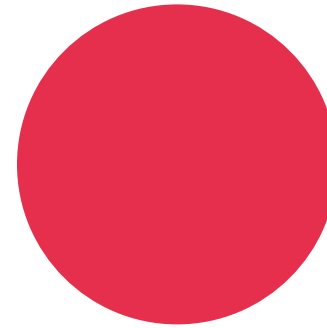
Valiant Violet
#491195



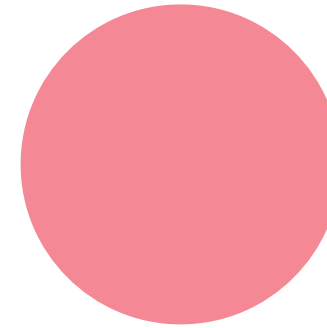
Perfect Purple
#6A489D



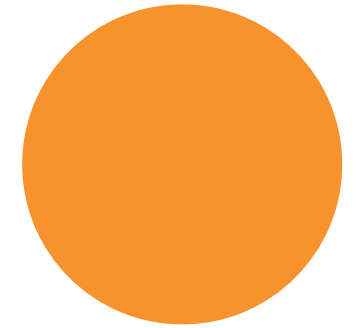
Lavender Haze
#BD9DE9



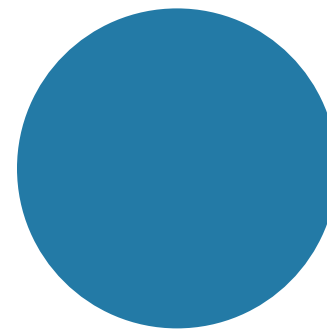
Blushing Red
#E4314C



Brainiac Pink
#F48994



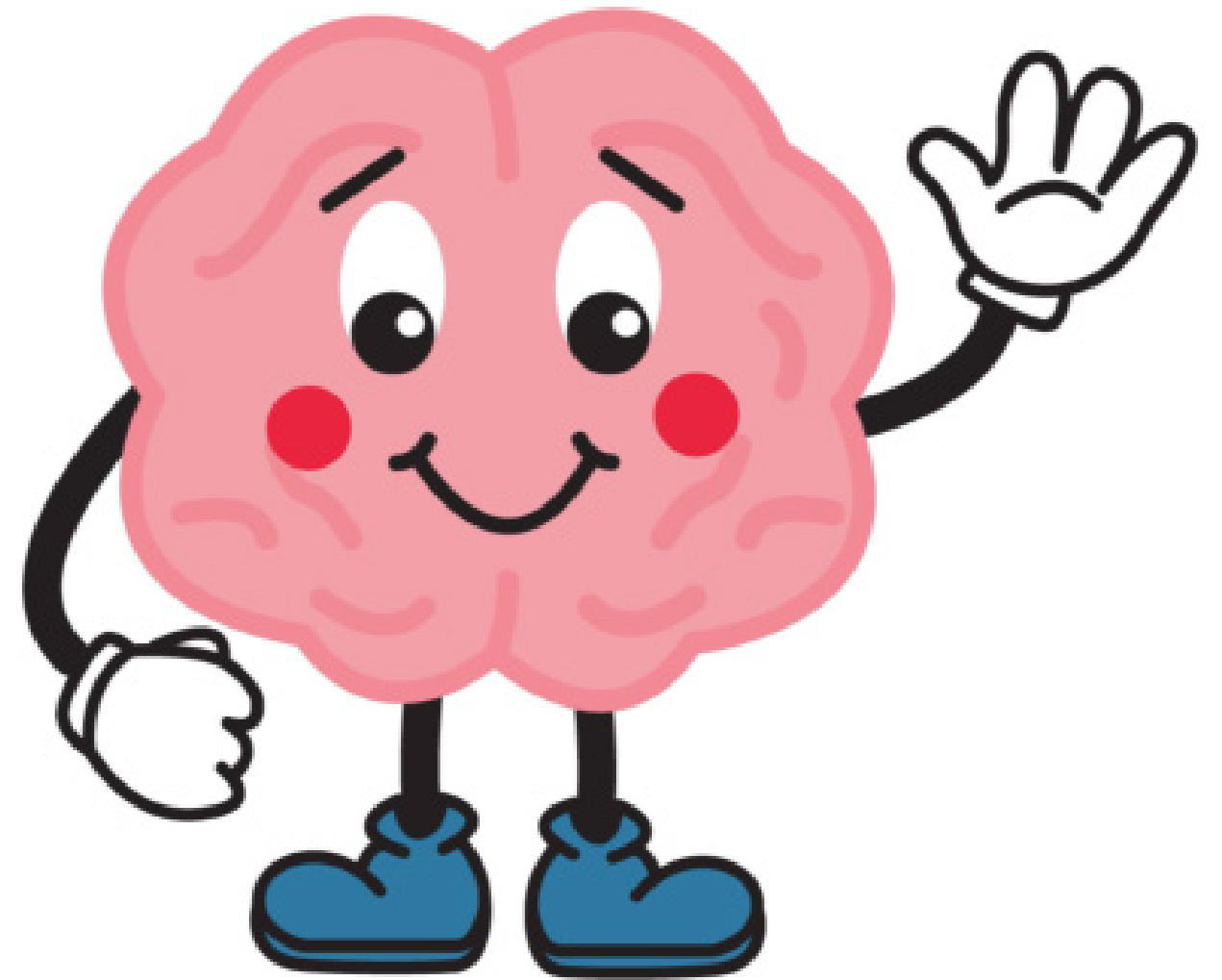
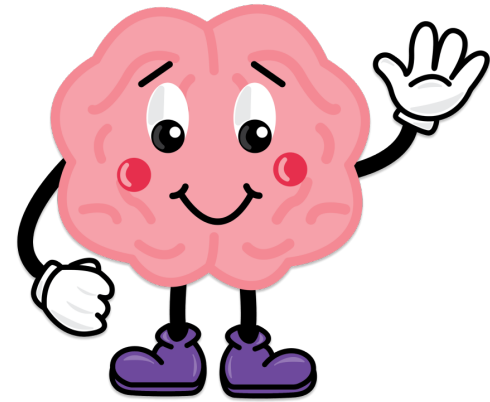
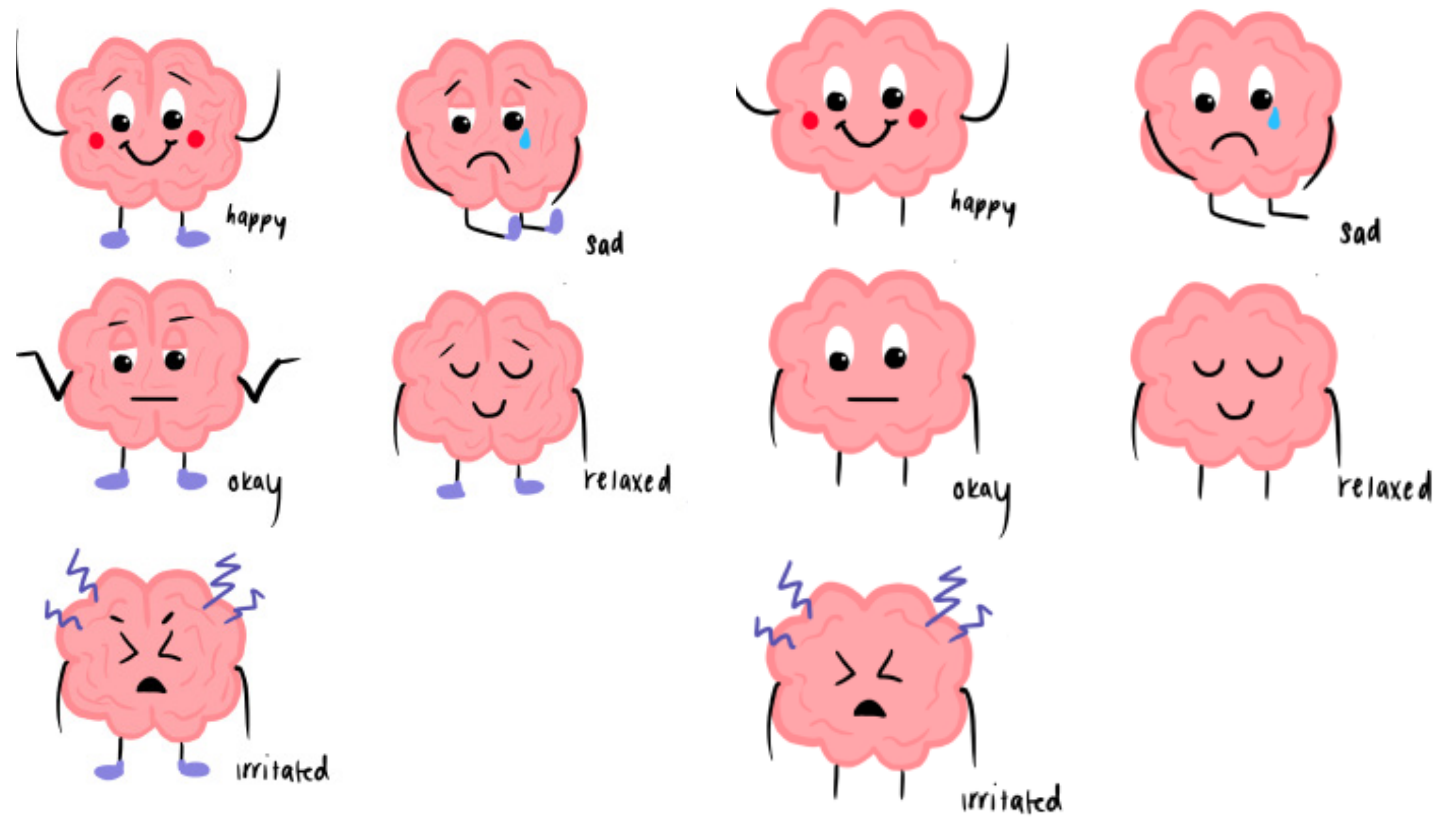
Optimist Orange
#FF9527



Trusted Teal
#2679A5

*Purple is the official color for epilepsy and lavender is the international flower for epilepsy.

Character



Brand Personality

Accessible	Effortless	Mindful
Approachable	Empathetic	Motivating
Authentic	Empowering	Optimistic
Balanced	Energetic	Personal
Bold	Engaging	Playful
Captivating	Fearless	Practical
Collaborative	Functional	Self-disciplined
Committed	Genuine	Simple
Colorful	Human	Sincere
Compassionate	Humble	Trustworthy
Comprehensive	Hopeful	Uncomplicated
Convenient	Inspiring	Understanding
Curated	Interconnected	Uplifting
Custom	Intuitive	United
Efficient	Meaningful	User-friendly
Easygoing	Mindful	Valuable

Empowering: You are incredibly strong and inspiring. You are not in this alone. We understand epilepsy comes with its ups and downs but we want to encourage you to take control of your epilepsy. Setting milestones helps you to stay on track and become one step closer to becoming your best self!

United: We understand your friends and family care about you, but we also understand you want to live your life. We allow you to invite friends, family, and doctors to view your seizure logs and get notifications of when your meds are taken, making communication easier.

Engaging: Who said tracking wellness has to be boring? With daily check-in modules curated specifically for you, tracking medications, sleep, stress, and mood have never been more fun or easy!

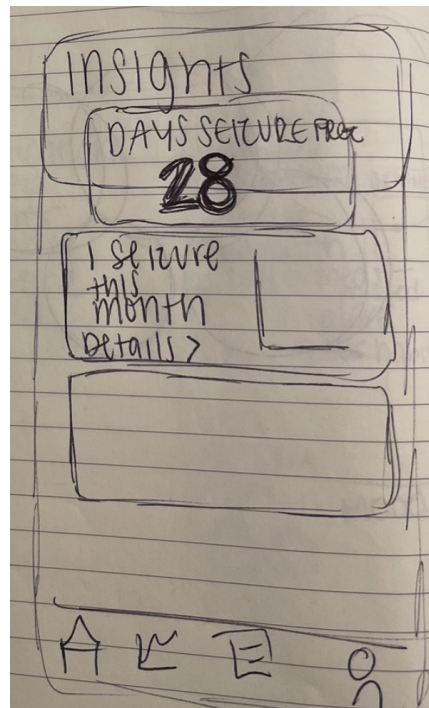
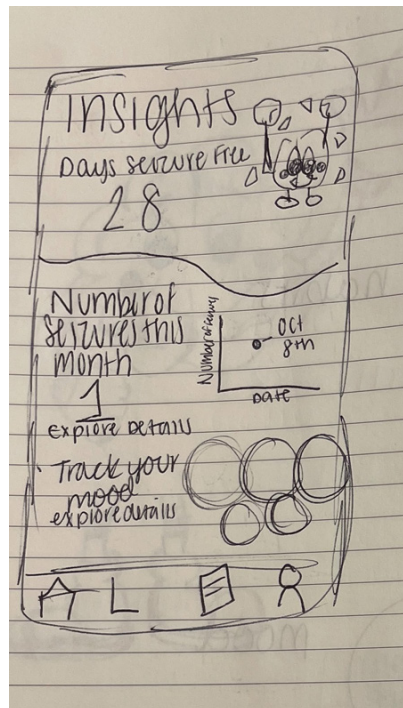
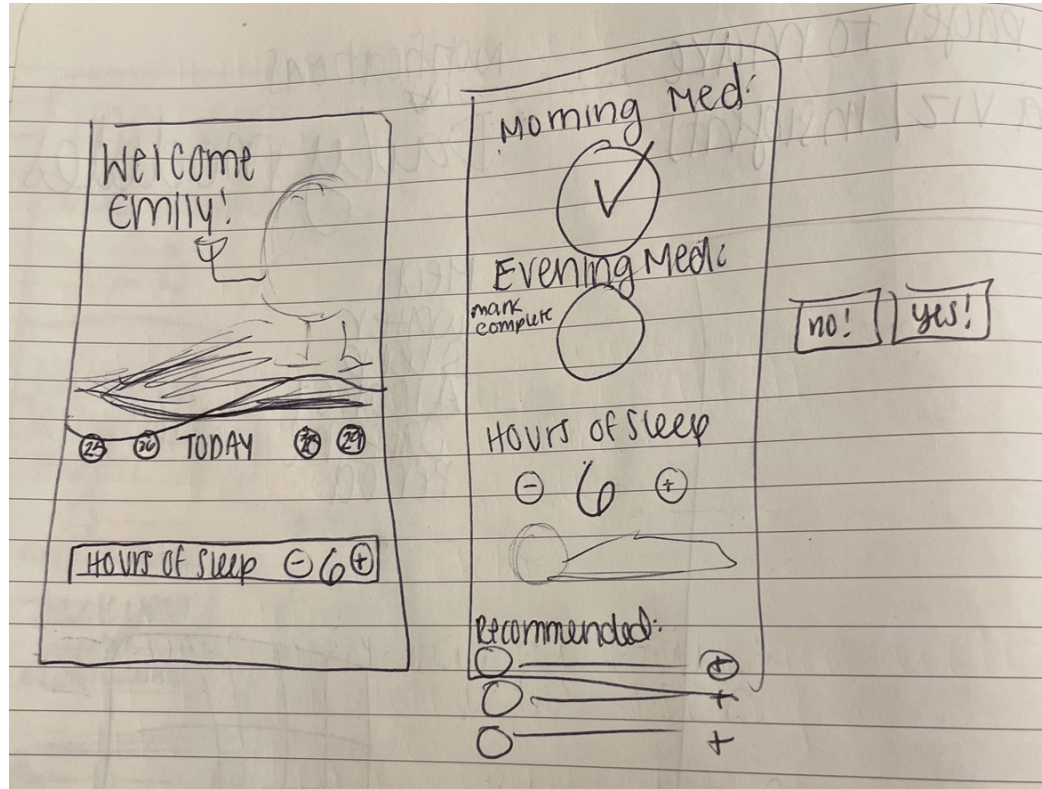
Personal: You are more than just someone with epilepsy. You are uniquely you with your own interests, quirks, and memories.

Uncomplicated: You live a busy life. We get it. Epilepsy management shouldn't be another stressor and should be quick and straightforward, giving you more time to chase your dreams.

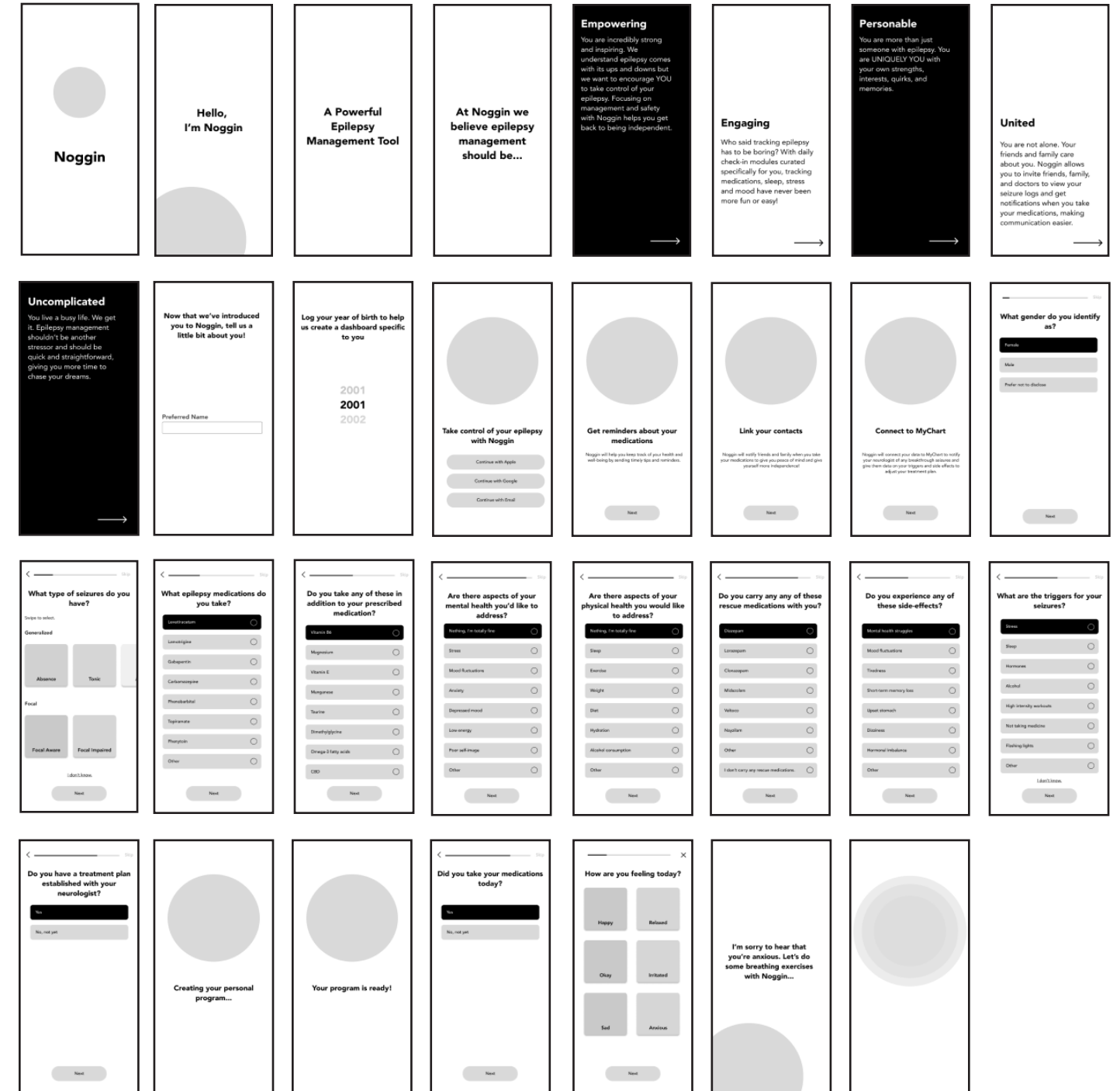


The App

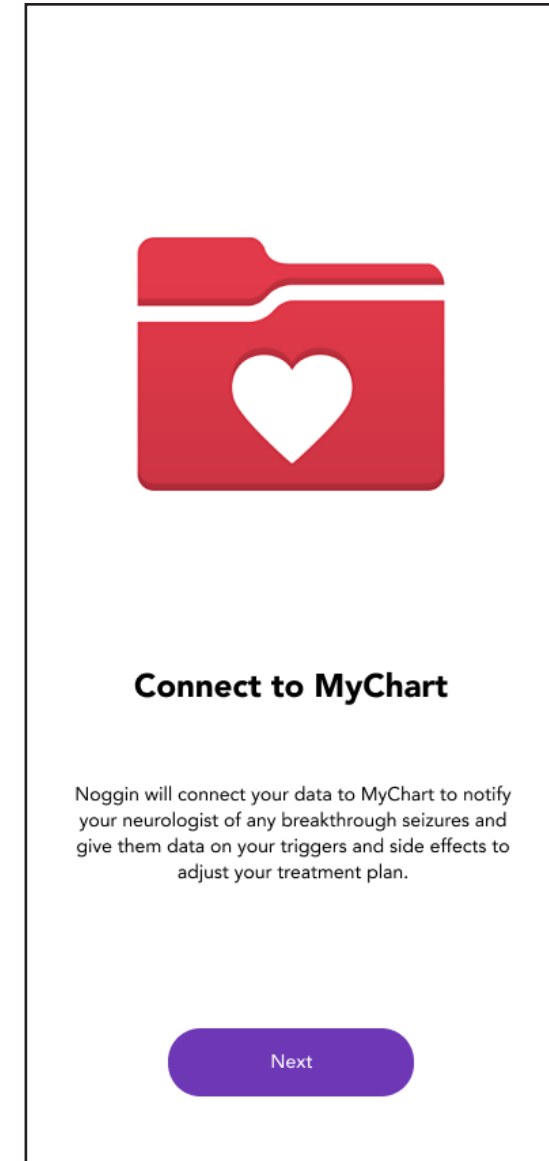
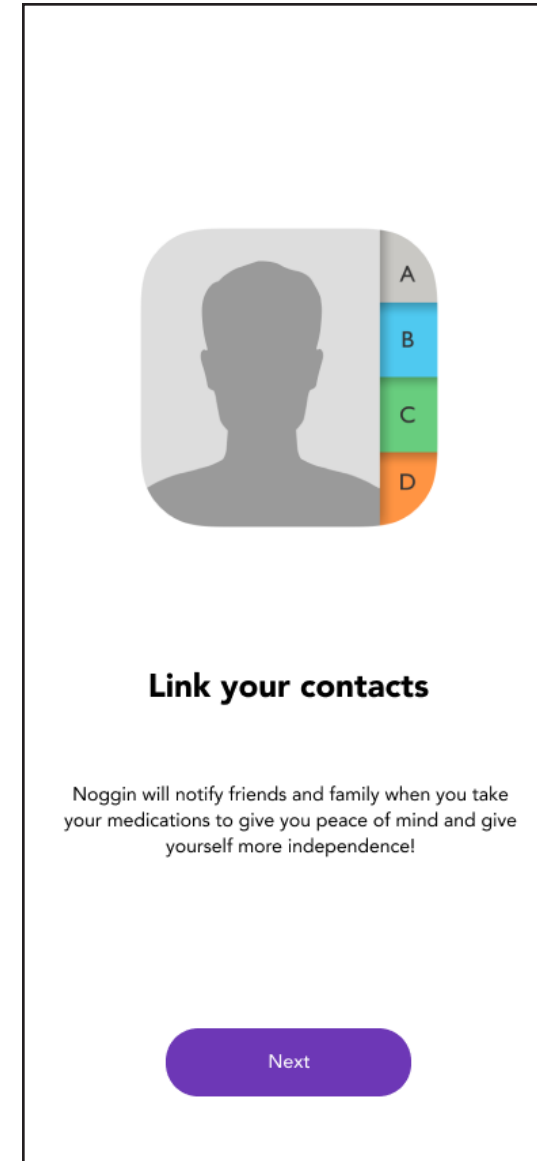
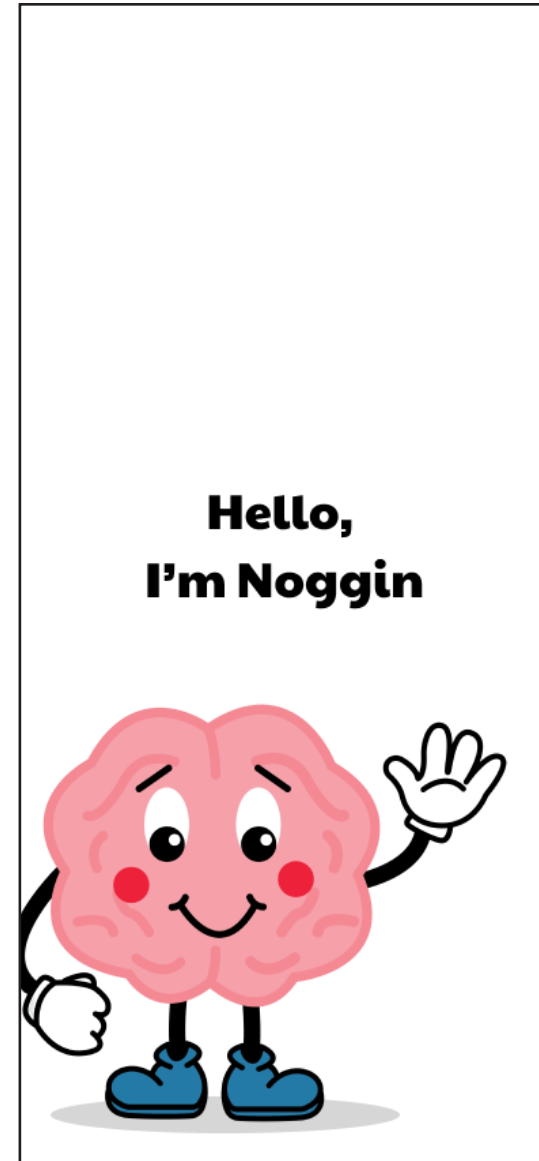
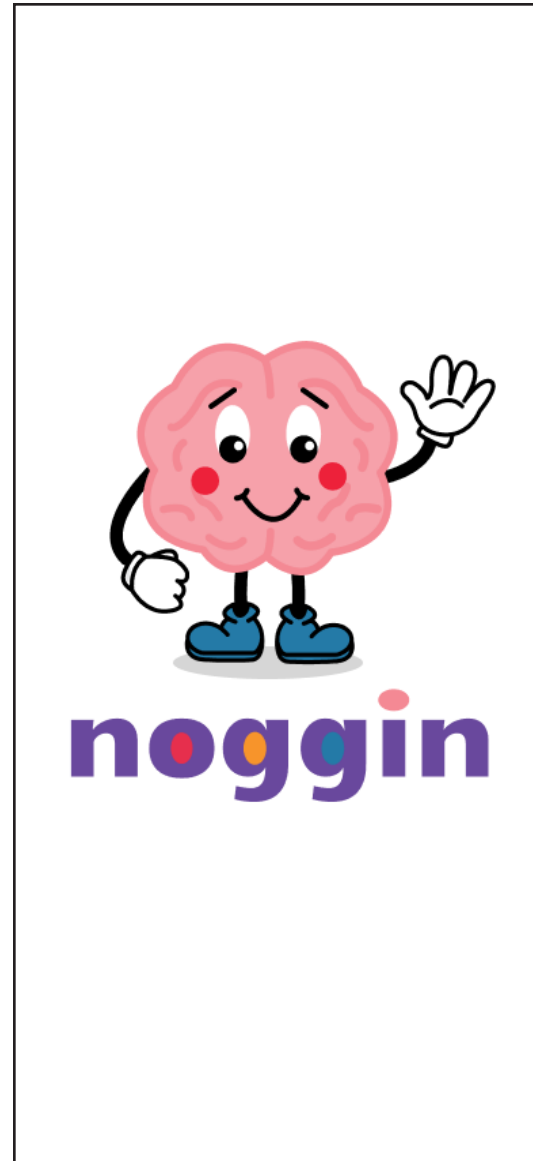
Early Explorations



Wireframes



Onboarding



Onboarding Questionnaire

< Skip

What epilepsy medications do you take?

- Levetiracetam
- Lamotrigine
- Gabapentin
- Carbamazepine
- Phenobarbital
- Topiramate
- Phenytoin
- Other

Next

< Skip

Do you experience any of these side-effects?

- Mental health struggles
- Mood fluctuations
- Tiredness
- Short-term memory loss
- Upset stomach
- Dizziness
- Hormonal imbalance
- Other

Next

< Skip

Do you have a treatment plan established with your neurologist?

- Yes
- No, not yet

Next

< Skip

What are the triggers for your seizures?


- Stress
- Sleep
- Hormones
- Alcohol
- High intensity workouts
- Not taking medicine
- Flashing lights
- Other

[I don't know](#)

Next

Home

Welcome, Emily!
Let's look at today's overview!



Daily Module Scheduled for 7:30 PM

Morning Medication:
Taken at 7:30 AM

This Week: S M T W T F S (all taken)

Evening Medication:
Scheduled for 7:30 PM

Hours of Sleep:

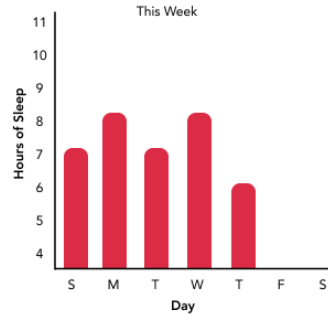
Morning Medication:
Taken at 7:30 AM

This Week: S M T W T F S (all taken)

[View More Insights](#)

Evening Medication:
Scheduled for 7:30 PM

Hours of Sleep:
This Week: 6



Average Hours of Sleep for This Week: 7.2

[View More Insights](#)

Level of Stress:
Rank your level of stress on the scale.

Not stressed | Moderately Stressed | Extremely stressed

This Week: S M T W T F S (stress levels indicated by dots)

[View More Insights](#)

Recommended Metrics to Track:

- Menstrual Cycle (+)
- Alcohol (+)

Log Seizure

Log Seizure

Date: October 8, 2024

Duration: 1 min, 2 min, 3 min, 4 min, 5 min, 6 min

State: Awake, Sleeping

Was the action plan followed? Yes, No

Were rescue meds used? Yes, No

Notes (Optional): Your text here

Add Video (Optional)

I understand that this information will be shared automatically to MyChart for doctors to view.

[Submit](#)

Home | Insights | Add New | Resources | Account

Log Seizure

Date: October 8, 2024

Duration: 1 min, 2 min, 3 min, 4 min, 5 min, 6 min, 7 min, 8+ min

State: Awake, Sleeping

Was the action plan followed? Yes, No

Were rescue meds used? Yes, No

Notes (Optional): Your text here

Add Video (Optional)

I understand that this information will be shared automatically to MyChart for doctors to view.

[Submit](#)

Home | Insights | Add New | Resources | Account

Daily Module

< _____ Skip

Did you take your medications today?

Yes

No, not yet

Next

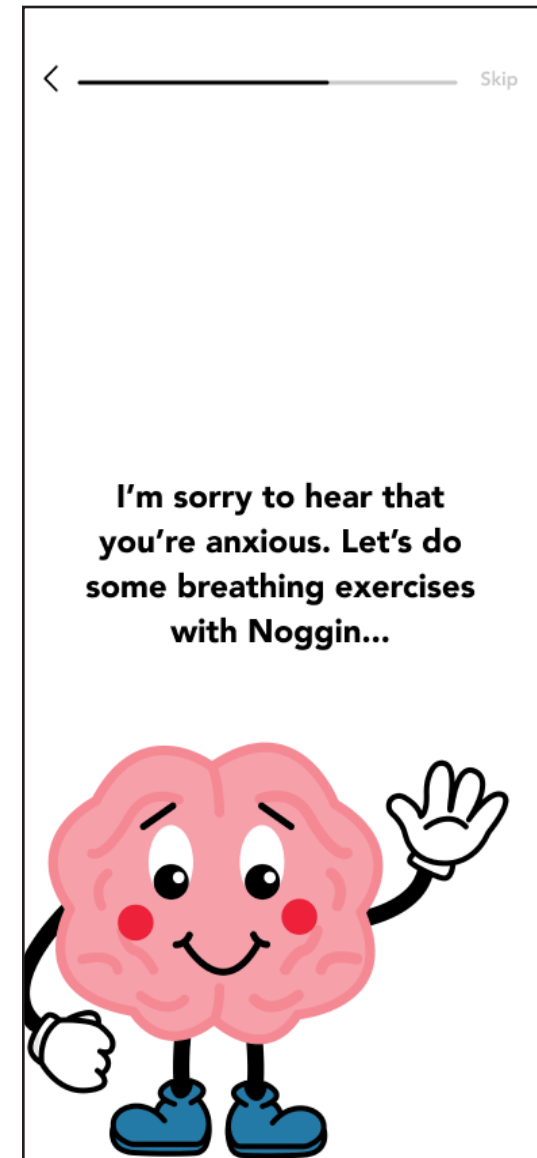
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How are you feeling today?

Sad Anxious Irritated

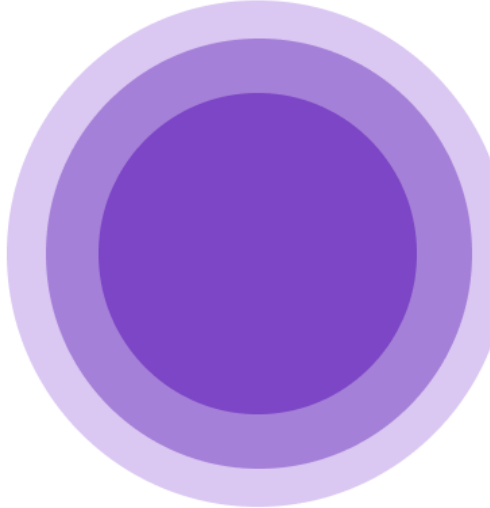
Neutral Relaxed Happy

Next



< _____ Skip

Breathe in for 3.2.1



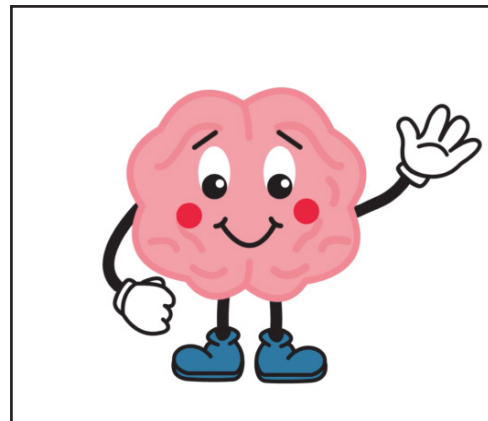
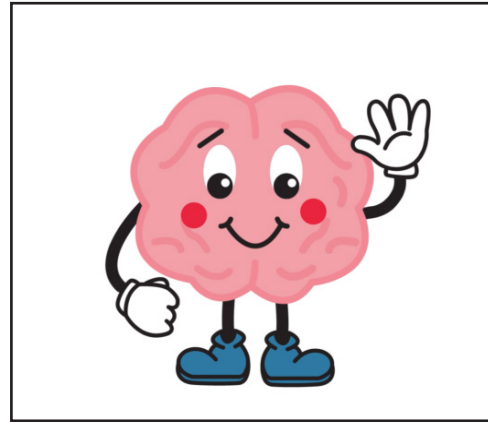
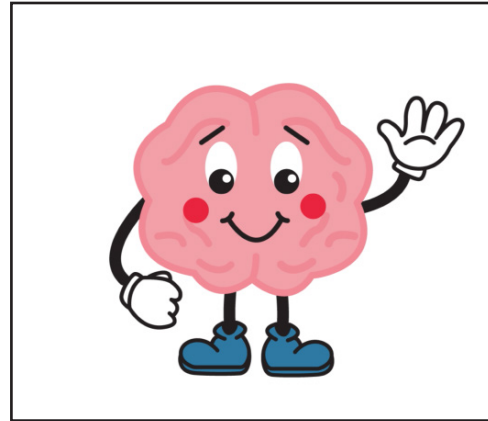
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Next

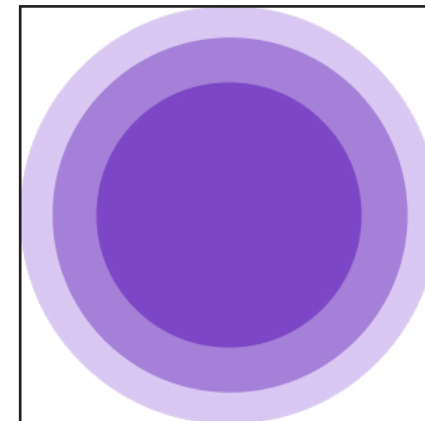
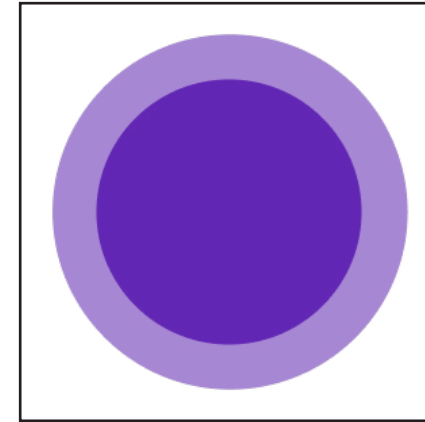
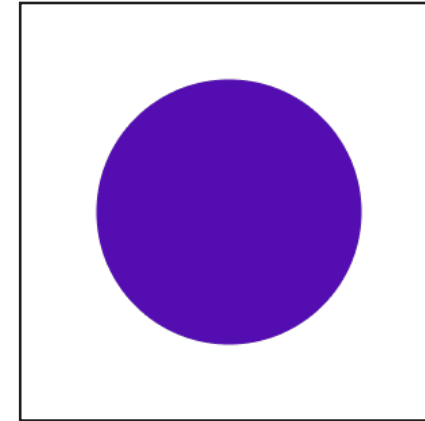
The background of the left half of the slide is white, featuring two large, overlapping purple circles. Each circle is composed of three concentric rings of varying shades of purple, from a light lavender to a deep, dark purple. The circles are positioned in the top-left and bottom-left corners, partially cut off by the edge of the frame.

Micro- Animations

Noggin Waving



Breathing Exercise



Widgets & Notifications



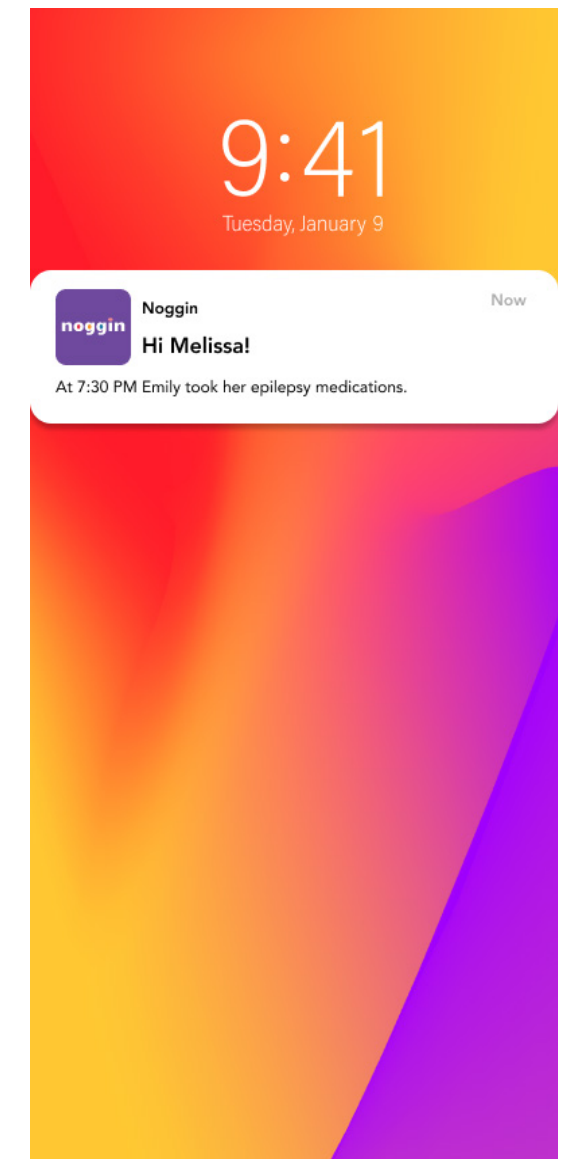
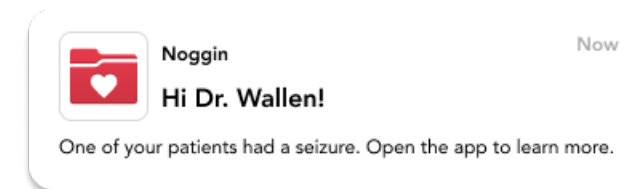
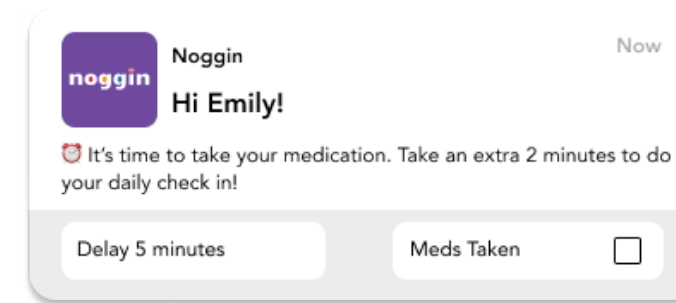
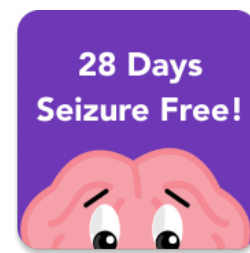
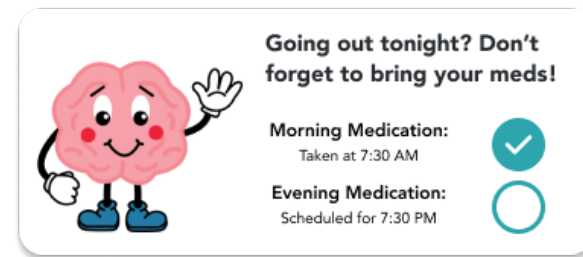
Widgets



These widgets allow you to track your health metrics right from your home screen. You can also set up a Noggin widget to give you encouraging messages when you hit important milestones.

Notifications

Noggin will send you reminders to complete your daily module and can notify family, friends, or doctors in an instant. Noggin is also available on your Apple Watch for quick and easy alerts.

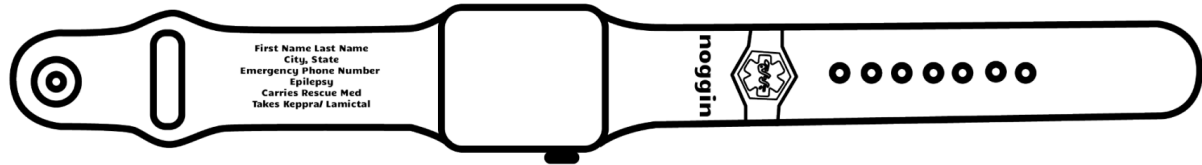




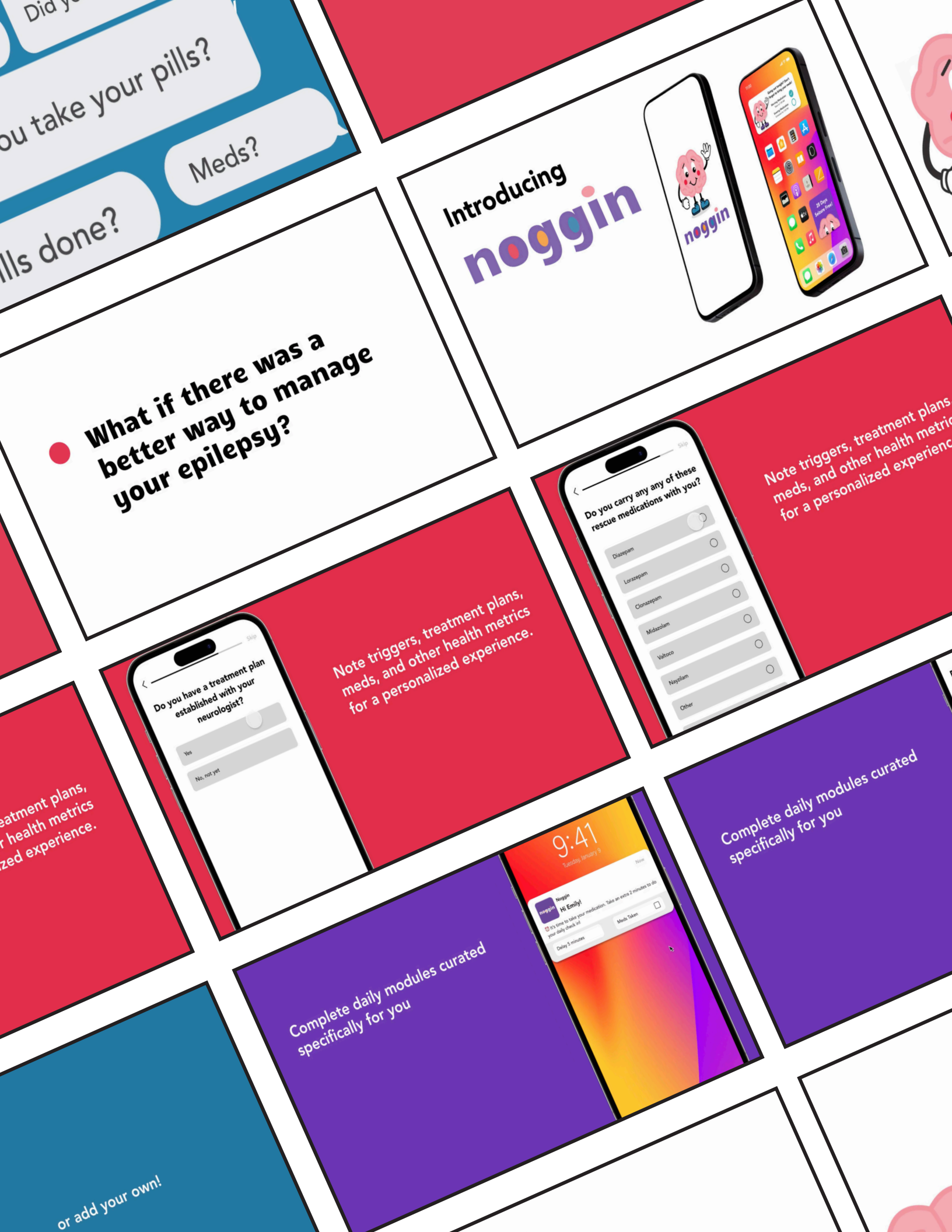
Medical Apple Watch Bands

Sketch & Mockups

These medical bracelets are designed to provide first response personnel with important information regarding your health when you are unable to communicate the details of your epilepsy.



Explanation Video



Frames

