hearMax Campaign Strategy

Why/Strategy/User Experience/KPIs & Branding

Version 1.0
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Deloitte.

Objective

What you will find:
1. What is hearMax?
2. Why hearMax?
3. Why Focus on Farmers?
4. 12 Week Activity Plan
5. Skills Required
5. POC Wireframes
6. Style Guide
7. Key Performance Indicators
8. Future of hearMax

What is hearMax?

This section contains:

What is hearMax?

What are the components of hearMax?

Target market audience

hearMax Defined

What is hearMax?

hearMax is a tonal application system based on gamification. Its intention is to set off unique tones at unpredicted interval times. When the user is interacting with the game, the user must hit a button indicating that they heard the tone. The amount of times and the speed at which they correctly indicate hearing the tones gains the user points. Tones are set on a timer and if the user does not hear the tone within set time, the user receives zero points for that play turn. They can choose to either compete on a social media platform with friends and family or play solo.

## What are the components of hearMax?

hearMax is an ecosystem designed to evaluate hearing by integrating a consumer-oriented facing responsive application, admin responsive application, native app and eventually a wearable device. The wearable device is a choice between three different pieces: a pendant that can be linked to a preferred design choice such as leather or chain, a watch or a key chain. The smart phone app is a native application and its use is fundamentally for the gamification quality of hearMax.

Target market audience

hearMax is primarily geared towards lowering the risks associated with hearing loss. The hope is to serve as a bridge between members of society at risk for hearing loss such as: miners, DJ & nightclub staff, construction workers, musicians, airport staff, firefighters & paramedics, armed force professionals, plumbers, carpenters, those in the manufacturing trades as well as motorcycle couriers. Importantly, hearMax considers healthcare statisticians, doctors and other medical professionals as the admin target market audience group. The admin role will be to follow users' on progress, better understand patients' needs as well as have a clearer understanding of the current statistical trends behind hearing loss. Because farmers are one group in New Zealand that have a high risk of hearing loss, our primary target will be farmers.

Target Market Audience
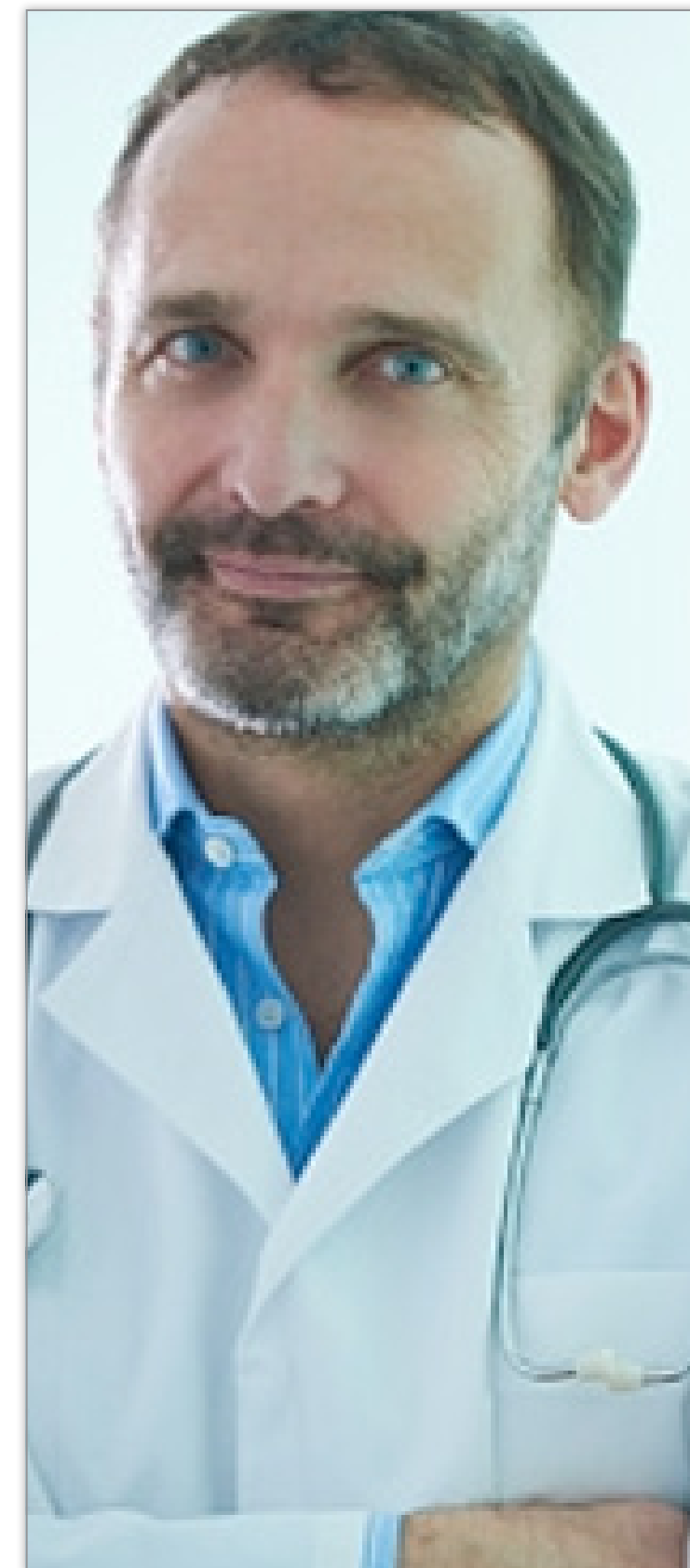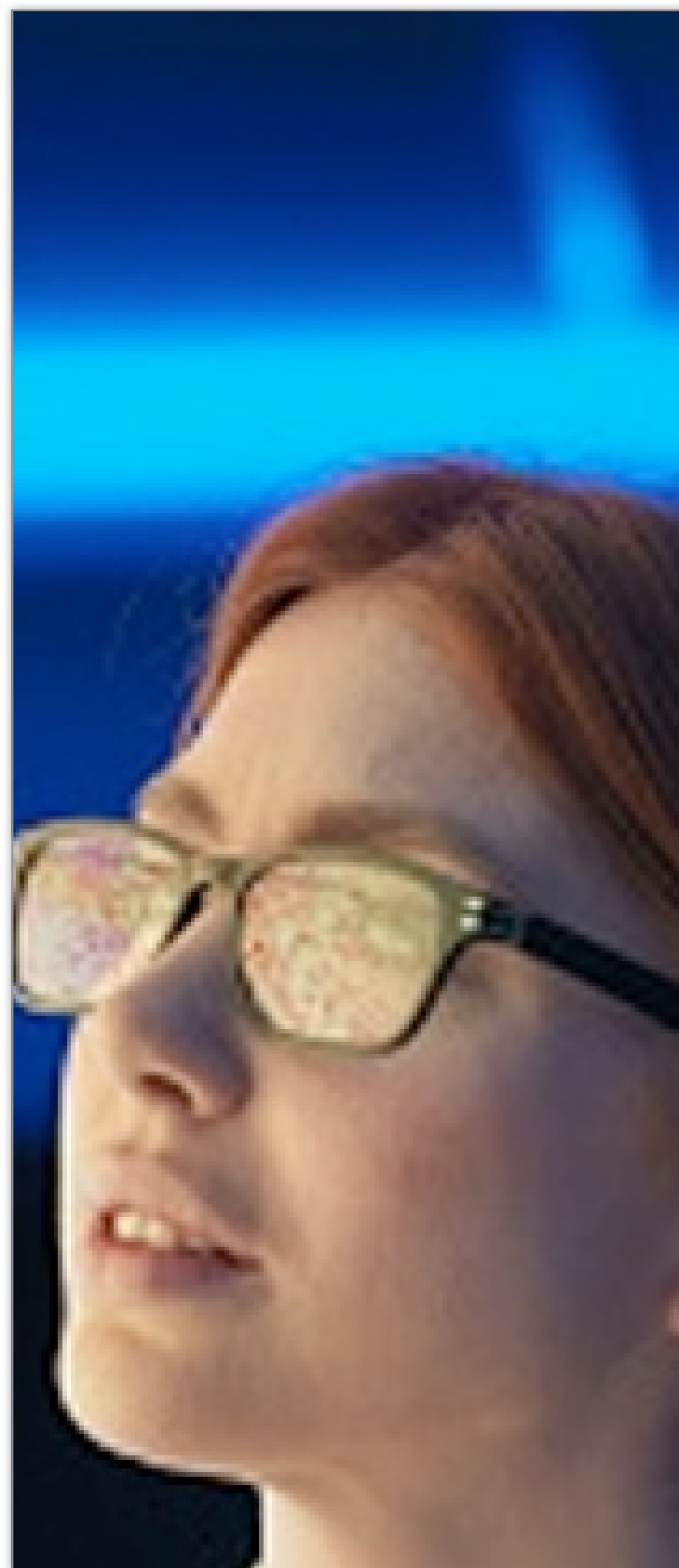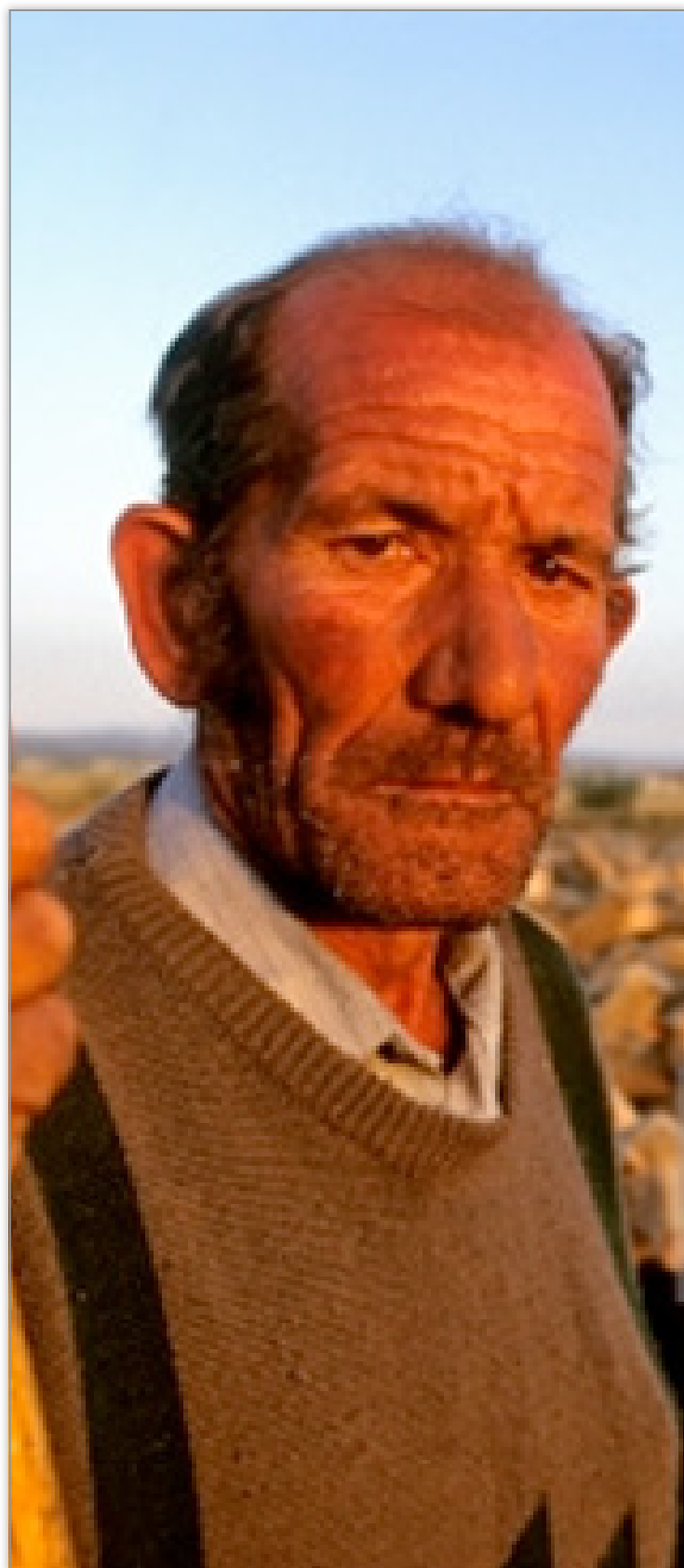
Why hearMax?

This section contains:

Importance of hearing

Why hearMax

Hearing Importance

Why is hearing important?

Hearing empowers us and enriches our lives. It enables us to socialize, work, interact, communicate and even relax. It keeps us safe and warns us of potential danger or someone else's distress.

Hearing loss can lead to feelings of isolation or even depression. Hearing forms the bridge between the world and how we interact with it.

It can affect us at home, at work, at social situations, for our own safety and how we learn.

Hearing loss and its stigma

People with hear-impairment are subject to much prejudice and misconceptions. Others simply believe that they "are old," "less intelligent," "mentally ill," or "they only hear what they want to hear."

People do not want to go to the doctor for hearing loss. If they do, the have a tendency to avoid the doctor's advice. This affects understanding the true statistical facts in investigating auditory concerns. The longer that people wait to get their hearing fixed, the worse it becomes.

Early intervention importance

As we grow older, hearing loss may become evident. On average, people tend to wait 5-7 years between first experiencing hearing loss problems and actually getting help for it.

However, early intervention yields significant benefits:
• Getting help early slows the secondary effects of hearing loss
• Early intervention slows cognitive decline and communication problems
• Early intervention improves the use of hearing aids themselves
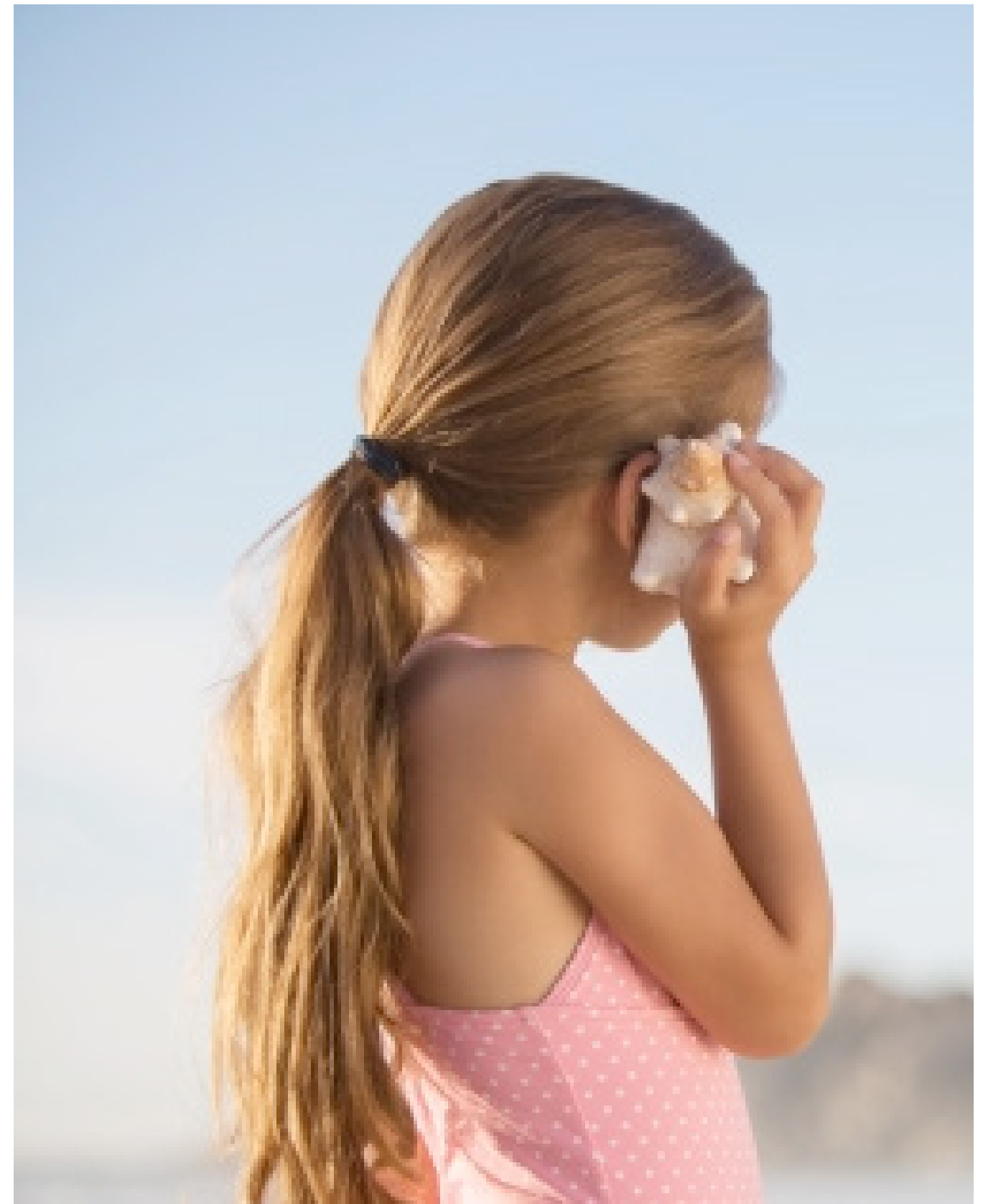
Why hearMax
hearMax's goals

hearMax not only wants to help those that may be suffering from hearing concerns but to also help those that have concerns around the issue of hearing.
For example:
• Musicians want to make sure that they are always in tune with their band members
• Single girls walking home late at night want to make sure that they are aware of their surroundings
• New fathers want to make sure that they can hear their baby crying in case of an emergency
• Doctors want to understand their patients needs even if the patient claims to not have an issue

At hearMax (in association with Deloitte), we understand that there is a stigma to hearing loss. We understand that collecting statistics is difficult and not reliable. We want people to gain a sense of early intervention. We are here to help.

Why Focus On Farmers

This section contains:

Farmer focus

Farmer Focus

Why farmers?

We know that farmers are one group in New Zealand that have a high risk of hearing loss. We want to target them. Our goal is to get them to want to take control of their hearing loss, go to a doctor, follow treatment plans and talk about it to other farmers. We know that many farmers are not heavy web and app users, especially the 50-65 demographic.

That is why we have introduced wearables!

Wearables offer the farmer to have the convenience of having the device, not in a pocket, but rather on a key chain, wrist or neck that they will have no fear of losing the device.

Wearables that are affordable

We need devices that are:
• Simple
• Easy to use
• Can provide key functionality of the application platform
• Can be governmentally subsidized

And what's with the name?

hearMax was named to honor the sheep dog's that are so important to New Zealand. Max is both the most common dog name in New Zealand and max (as in maximum).

The awesome sheep dogs of New Zealand: watch!

Featured Short List

This section contains:

Needs for our requirements

Requirements
What we are producing

Social media platform
• Users can share points via gamification
• Users can play against each other
• Users can connect and promote the game
• Doctors have access to an admin view and the ability to post events and appointments to promote interaction
• And, don't forget, #hearMaxNow for twitter following

Calendar syncing of events and appointment
• Message on website that can be synced with user's personal calendar
• Message on native app
• Message displayed on wearable device

Directory of nearby clinics/doctors
• Available on website
• Available on native app

Hearing test function
• Available on website
• Available on native app (native app can detect if user is online via wearable activity or mobile activity)
• Available on wearable

Treatment plan menu and progress tracking
• Available on website
• Available on native app

News Feed
• Available on website
• Available on native app

Responsive Design
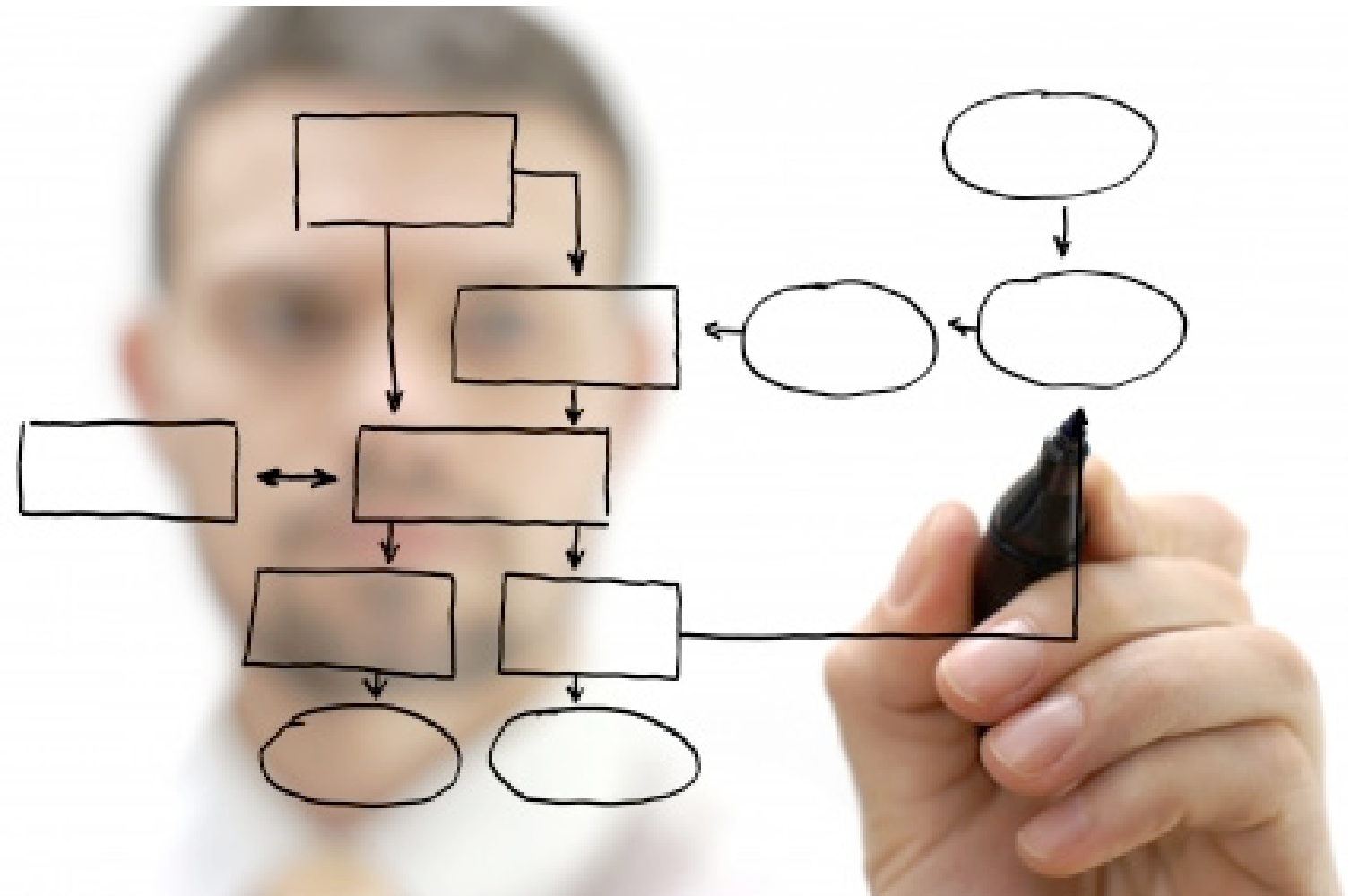• Website design will be responsive (bootstrap)

Map of nearby services/conveniences
• Available on website
• Available on native app

Alarm clock/time function
• Game activation has a response time limit
• Wearable and native app provide notifications for upcoming events and appointments.

12 Week Activity Plan

This section contains:

12 Week Activity Plan
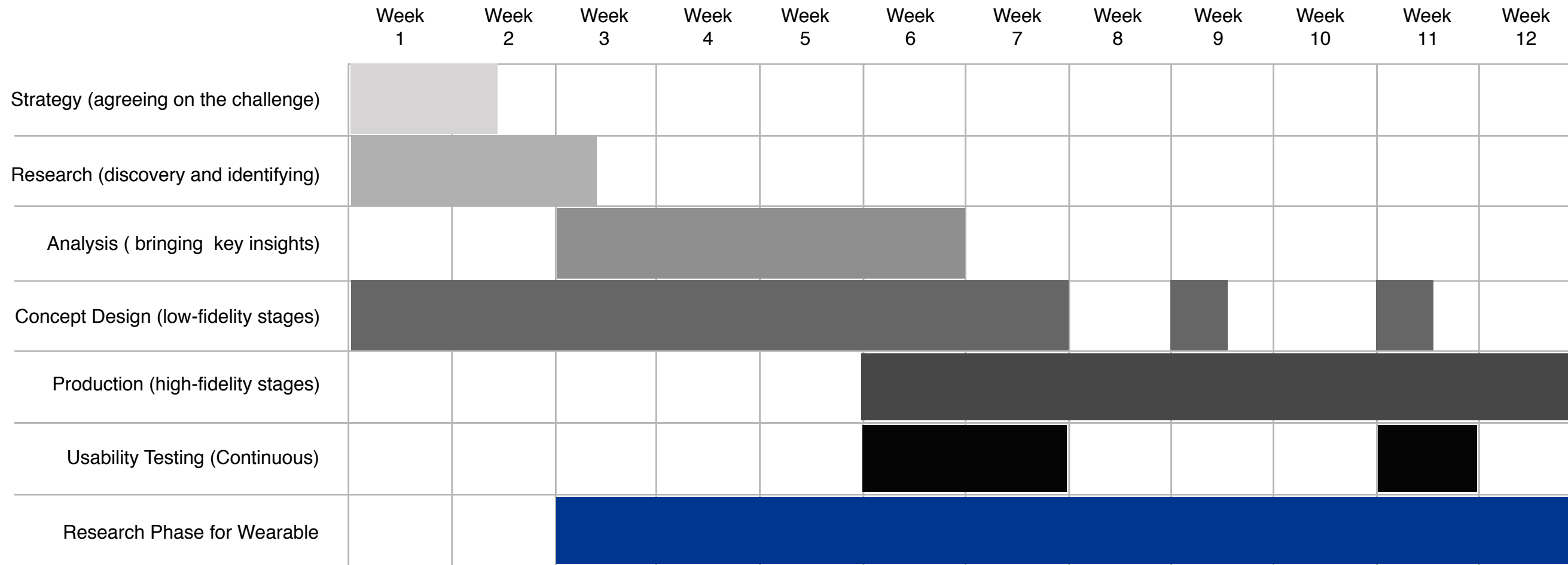
Deliverables at Each Stage

12 Week Activity Plan

12 Weeks, we got this covered

There are 3 different areas that need to be focused on. These include a website for both admin (doctors and statisticians reviews) and users, a native app and a wearable. We have a concept and a need - we can get this done. The wearable strategy is out of scope for this initial phase.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Strategy (agreeing on the challenge)	██											
Research (discovery and identifying)	██	██										
Analysis (bringing key insights)			██	██	██							
Concept Design (low-fidelity stages)	██	██	██	██	██	██			██		██	
Production (high-fidelity stages)						██	██	██	██	██	██	██
Usability Testing (Continuous)						██					██	
Research Phase for Wearable			██	██	██	██	██	██	██	██	██	██

Truth is:

We all need to pull together. We can't forget that problems do arise and changes need to be done. Sometimes we backtrack. We are a team that pushes forward!

Initially, our goal is to have an interconnected social digital platform to communicate with peers, doctors and statisticians.

Primary goal:

• Create a media platform that consists of both browser and native app functionality
• As we want to target an audience that does not regularly utilize these technologies, the application possibilities need to be affordable and, potentially, subsidized

Deliverables at Each Stage

What is needed at each stage

Strategy
• Understanding users' needs
• Assessing that our concept matches user needs
• Establish a list of quantitative key performance indicators
• Consider ideas that can be incorporated in the future
• Consider the use cases for New Zealand farmers

• Stakeholder sign off

Research
• Speak with doctors to better understand healthcare professional needs
• Speak with statisticians to better understand statistical research needs
• Speak with users to better understand what would encourage them to interact with the application
• Subject matter expert reviews

• Stakeholder sign off

Analysis
• Initial wireframing work and paper prototype testing
• Map out user flows
• Establish taxonomy and site mapping
• Establish all target market audience use cases
• Decide which technologies will be used
• Stakeholder sign off

Concept Design
• Establish final style guide
• Begin to implement visual design and hierarchy
• Infographic design and implementation
• Second round of prototype testing

• Stakeholder sign off on all wireframes and visual design

Production (Website & Native App)
• HTML/CSS/JavaScript production
• Database build and construction
• User testing and evaluation
• Analyze whether expected build matches wireframes and business strategy
• Q&A testing
• Stakeholder sign off

Research Phase for Wearable
• Functional specifications defined
• Mechanical specifications defined
• Stakeholder sign off

Activity Specific

This section contains:

What we have & what we need

Needs

Skills required:

We have a great user experience designer focused on all aspects of design: that includes desktop, tablet, mobile and touchscreen. Now what we need is someone interested in designing for wearables. The largest failure at wearable design is that it's just another accessory. hearMax plans to employ a part-time fashion designer who understands that we are gearing toward older individuals who do not want 'flashy fun' but a simplistic design. Secondary goals will be to invest in a mechanical and electrical engineer to study the feasibility of implementing a wearable device.

Tools required:

For desktop and app development, we need developers that know basic coding (HTML/CSS/JavaScript) and developers that can provide back-end coding. We also need simple infographic designs in order for the statisticians and doctors to view and evaluate what is occurring with users/patients. For the wearable device, we also need a fashion stylist, an electrical engineer and a mechanical engineer that understands bill of materials (BOM).

Review process and sign-off:

hearMax believes in an agile process. We are professionals who work in a round-table committed effort. We also agree in continuous user testing experiences (whether internal or external). That means everyone from our CEO to our secretary can provide insight. Consistent, quality review is better than the quantity of our reviews.

Customer/client engagement:

In order for continuous customer/client engagement, our development is continuous. We ask questions continuously. We engage and interact regularly. We believe our clients are excited to use our product and will help promote a better digital solution.

Common challenges:

1. What are wearables? Did we find the right staff?
2. Designing up and coming concepts to continue improving our application
3. Most viable product build / and will it work?

Web and App Team size:

1. Lead designer
2. 2 associate designers (one focused on native app and one on browser)
3. 7 developers (1 front end, 1 focused on mobile, 2 full stack, 3 back end)
4. Subject matter expert in hearing loss (part-time)
6. Subject matter expert in music theory (part-time)
7. Project manager (communication expert)

Wearable Specific Team size:

1. Subject matter expert in fashion (part-time)
2. Electrical engineer
3. Mechanical engineer

Importantly: don't forget the need!

1. Health of hearing
2. Social survival
3. The music!

Wireframes: Desktop (User)

This section contains:

Dashboard

My Calendar

Find a Clinic/MD

hearMax

Desktop: Dashboard

[Page Title] - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Back | Search   Favorites

Address   http://www.someaddress.com/   Go   Links

hearMax

1 my account   sign out

Dashboard | My Calendar | Find a Clinic/MD

Welcome Pablo!

2 Find Online Friends   **3** Play with hearMax!

5

►   🔊   0:04 / 0:45

Your Score: 65/100!   **6** Post Score

Your Score Progress

7

[Date]   [Date]   [Date]   [Date]   [Date]   [Date]   [Date]   [Date]

65
55
45
35
25
20
18
15

Treatment Plan
8
1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
3. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
4. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
5. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Events Near You!
9
Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

News Feed
4

Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

Mark Jones just scored 76 points!
See if you can beat him!
Play hearMax now!

New Article
Should You Wear Hearing Aids at Night
Read Now!

Dr. Peters is having an open clinic!
8:00 AM-Noon
Register Here!

Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

Kelly Brands just scored 82 points!
See if you can beat here!
Play hereMax now!

Dr. Thompson is having an open clinic!
8:00 AM-Noon
Register Here!

Connect: f ▶ t

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Annotations

1. Ability for user to edit their account or sign out
2. Ability for user to find friends online/on mobile device/on wearable
3. Ability for user to play solo
4. News feed. Design indicates whether there is a news article, a clinic event or a score posted
5. Living space for audio. Audio space has a unique layout dependent if user is playing with friends or solo
6. Ability for user to post to social media as well as hearMax news feed
7. Score progress that is recorded. Score progress will be sent to statisticians for tracking capability and optionally sent to their doctor.
8. If the user is working with their doctor, a prescribed treatment plan
9. Event information that is a flexible module space. If user has an upcoming appointment, module space reflects appointment information.

Desktop: My Calendar

[Page Title] - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back   Search   Favorites

Address   http://www.someaddress.com/   Go   Links

hearMax

1 my account   sign out

Dashboard | My Calendar | Find a Clinic/MD

Welcome Pablo!

2 My Calendar

* You have a calendar event coming up [month/day/year]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac facilisis ante. Curabitur aliquet lacinia quam, vitae facilisis urna auctor eget. Aliquam est diam, vehicula eu gravida pulvinar,

Add to My Calendar

3 - sync up my calendar now -

4

Scheduled Events

5 ‹ December 2011 ›

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

News Feed

6 Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

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New Article
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8:00 AM-Noon
Register Here!

Kelly Brands just scored 82 points!
See if you can beat here!
Play hereMax now!

Dr. Thompson is having an open clinic!
8:00 AM-Noon
Register Here!

Upcoming Events

Dr. Johnson is having an open clinic!
8:00 AM-Noon [month], [day], [year]
7 [My Clinic]
8 **Register Now!**

Dr. Johnson is having an open clinic!
8:00 AM-Noon [month], [day], [year]
at [My Clinic]
Register Now!

Dr. Johnson is having an open clinic!
8:00 AM-Noon [month], [day], [year]
at [My Clinic]
Register Now!

Connect:

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Annotations

1. Ability for user to edit their account or sign out
2. Ability for user to see their current calendar information
3. Ability for user to add event to a personal calendar
4. Ability for user to select which personal calendar they want to sync to (google/outlook/etc.)
5. Ability for user to see which events they signed up for.
6. News feed. Design indicates whether there is a news article, a clinic event or a score posted
7. List of upcoming events
8. Ability for user to register for an event

Desktop: Find a Clinic/MD

[Page Title] - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back   Search Favorites

Address   http://www.someaddress.com/   Go   Links

hearMax

1 my account   sign out

Dashboard | My Calendar | Find a Clinic/MD

Welcome Pablo!

2 Nearby Clinics
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac facilisis ante. Curabitur aliquet lacinia quam, vitae facilisis urna auctor eget. Aliquam est diam, vehicula eu gravida pulvinar,

Address

3 Postal Code   State

Find Nearest Location!

4 Nearby Doctors
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac facilisis ante. Curabitur aliquet lacinia quam, vitae facilisis urna auctor eget. Aliquam est diam, vehicula eu gravida pulvinar,

Address

5 Postal Code   State

Find Nearest Location!

News Feed

6 Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

Mark Jones just scored 76 points!
See if you can beat him!
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New Article
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Read Now!

Dr. Peters is having an open clinic!
8:00 AM-Noon
Register Here!

Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

Kelly Brands just scored 82 points!
See if you can beat here!
Play hereMax now!

Dr. Thompson is having an open clinic!
8:00 AM-Noon
Register Here!

Nearby Services & Conveniences

Address

7 Postal Code   State

Find Nearest Location!

8

Connect:

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Annotations

1. Ability for user to edit their account or sign out
2. Ability for user to find the nearest clinics
3. Ability for user to enter in address for selecting nearby clinic
4. Ability for user to find the nearest doctors
5. Ability for user to enter in address for selecting nearby doctors
6. News feed. Design indicates whether there is a news article, a clinic event or a score posted
7. Ability for user to enter in address for selecting nearby services and conveniences
8. Google-based location map

Wireframes: Desktop (Admin)

This section contains:

Dashboard

My Calendar

Services

Desktop: Dashboard

[Page Title] - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Back | Search | Favorites

Address   http://www.someaddress.com/   Go   Links

hearMax

1 my account   sign out

Dashboard | My Calendar | Services

Welcome Dr. Pennington!

2 Find Online Patients   **3** Run hearMax

5 ▶   🔊 0:04 / 0:45

Client Score: 65/100!   **6** Record Score

Patient's Progress

Search Patient: First Name   Last Name   🔍   **7**

John Jones

[Date]   [Date]   [Date]   [Date]   [Date]   [Date]   [Date]   [Date]

8   15   18   20   25   35   45   55   65

Treatment Plan	Edit	Delete
1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.	✏	✖
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit.	✏	✖
3. Lorem ipsum dolor sit amet, consectetur adipiscing elit.	✏	✖
4. Lorem ipsum dolor sit amet, consectetur adipiscing elit.	✏	✖

9

Add Treatment

News Feed   **4**

Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

Mark Jones just scored 76 points!
See if you can beat him!
Play hearMax now!

New Article
Should You Wear Hearing Aids at Night
Read Now!

Dr. Peters is having an open clinic!
8:00 AM-Noon
Register Here!

Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

Kelly Brands just scored 82 points!
See if you can beat here!
Play hereMax now!

Dr. Thompson is having an open clinic!
8:00 AM-Noon
Register Here!

Connect: f   ▶   t

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Annotations

1. Ability for user to edit their account or sign out
2. Ability for user to find patients online/on mobile device/on wearable
3. Ability for user to run game locally with patient
4. News feed. Design indicates whether there is a news article, a clinic event or a score posted
5. Living space for audio. Audio space has a unique layout dependent if user is playing with patients or running game solo for patient in room
6. Ability for user to post to patient results
7. Ability for user to search for patients
8. Progress chart
9. Editable patient progress chart

Desktop: My Calendar

[Page Title] - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

Address http://www.someaddress.com/ Go Links

hearMax

1 my account sign out

Dashboard | My Calendar | Services

Welcome Dr. Pennington!

2 Upcoming Appointments for mm/dd/yy 3 ‹ ›

Name	Time	View
John Jones	8:00-8:45	👤
Jack Roberts	9:00-9:45	👤
Sarah Parker	10:00-10:45	👤

4

5 **Add to My Calendar**

Upcoming Events

Dr. Johnson is having an open clinic!
8:00 AM-Noon [month], [day], [year]
7 [My Clinic] **Register Now!**

Dr. Johnson is having an open clinic!
8:00 AM-Noon [month], [day], [year]
at [My Clinic] **Register Now!**

Would you like to schedule an event?

8 **Schedule Now!**

Connect: f ▶ t

News Feed

6 Dr. Johnson is having an open clinic! ▼
8:00 AM-Noon
Register Here!

Mark Jones just scored 76 points!
See if you can beat him!
Play hearMax now!

New Article ●
Should You Wear Hearing Aids at Night
Read Now!

Dr. Peters is having an open clinic! ▼
8:00 AM-Noon
Register Here!

Dr. Johnson is having an open clinic! ▼
8:00 AM-Noon
Register Here!

Kelly Brands just scored 82 points!
See if you can beat here!
Play hereMax now!

Dr. Thompson is having an open clinic! ▼
8:00 AM-Noon
Register Here!

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Annotations

1. Ability for user to edit their account or sign out
2. List of upcoming appointments
3. Ability for user to sort through events by date
4. Ability for user to see the patient name and their progress chart
5. Ability for user to add events to their calendar
6. News feed. Design indicates whether there is a news article, a clinic event or a score posted
7. List of upcoming events with the ability to register
8. Ability for user to schedule their own event

Desktop: Services

Annotations

1. Ability for user to edit their account or sign out
2. Ability for user to add their own service
3. Ability for user to search nearby services and conveniences
4. News feed. Design indicates whether there is a news article, a clinic event or a score posted
5. Ability for user to send a message about a new convenience. They can select a user individually or by specified group using the drop down.
6. Editable message area

[Page Title] - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Back   Search   Favorites

Address   http://www.someaddress.com/   Go   Links

hearMax

1 my account   sign out

Dashboard | My Calendar | Services

Welcome Dr. Pennington!

2 ## Add a Service
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac facilisis ante. Curabitur aliquet lacinia quam, vitae facilisis urna auctor eget. Aliquam est diam, vehicula eu gravida pulvinar,

Service type

Service date [if applicable]

Add Service

3 Nearby Services & Conveniences

Address

Postal Code   State

Find Nearest Location!

4 News Feed

Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

Mark Jones just scored 76 points!
See if you can beat him!
Play hearMax now!

New Article
Should You Wear Hearing Aids at Night
Read Now!

Dr. Peters is having an open clinic!
8:00 AM-Noon
Register Here!

Dr. Johnson is having an open clinic!
8:00 AM-Noon
Register Here!

Kelly Brands just scored 82 points!
See if you can beat here!
Play hereMax now!

Dr. Thompson is having an open clinic!
8:00 AM-Noon
Register Here!

Email Service Information

5 To

6 Message....

Send!

Connect: f y t

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Wireframes: App

This section contains:

Intro

Play with Friend

Play with hearMax

App: Intro

Welcome Pablo!

What shall we do today?

message center

2 **Play With Friends**
let's see whose online!

3 **Solo**
it's me & you hearMax!

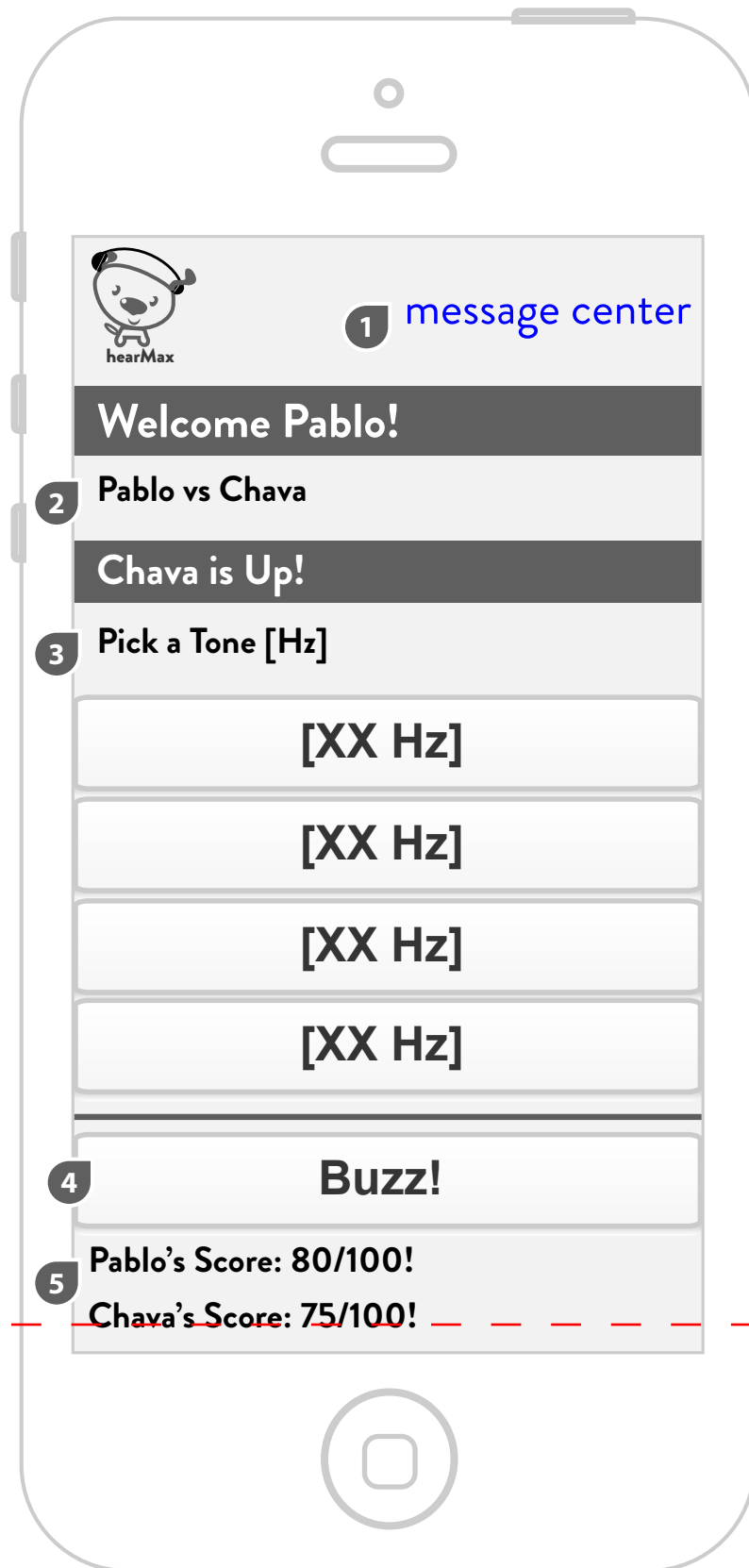**4** Find Nearby Services

5 View Progress & Plan

6 View News Feed
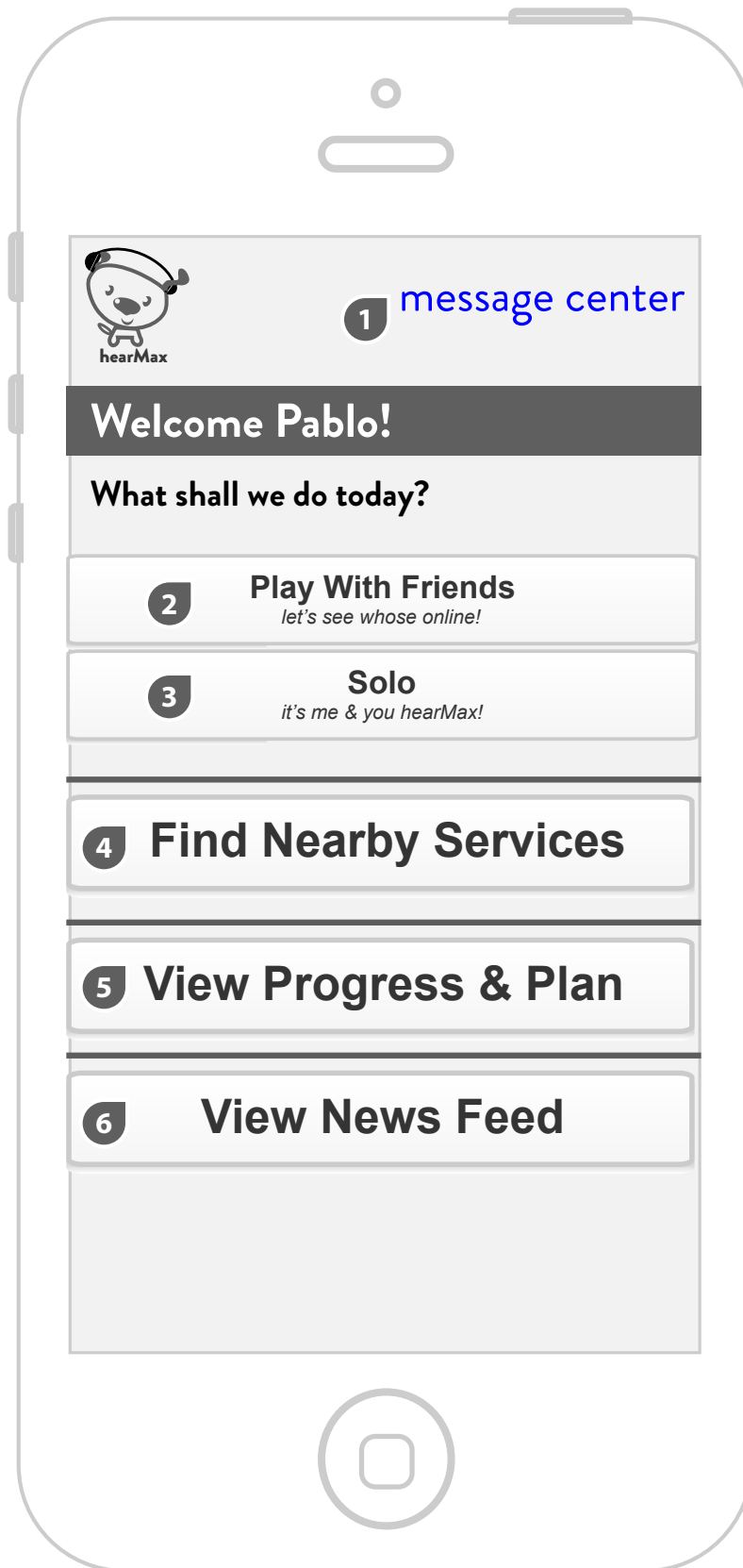
Annotations

1. Message center to alert users for upcoming appointments or events
2. Ability for user to find friends online or invite to play
3. Ability for user to play directly with hearMax
4. Ability to find nearby location services based on GPS detection
5. Ability for user to view their progress & plan for improved hearing capability
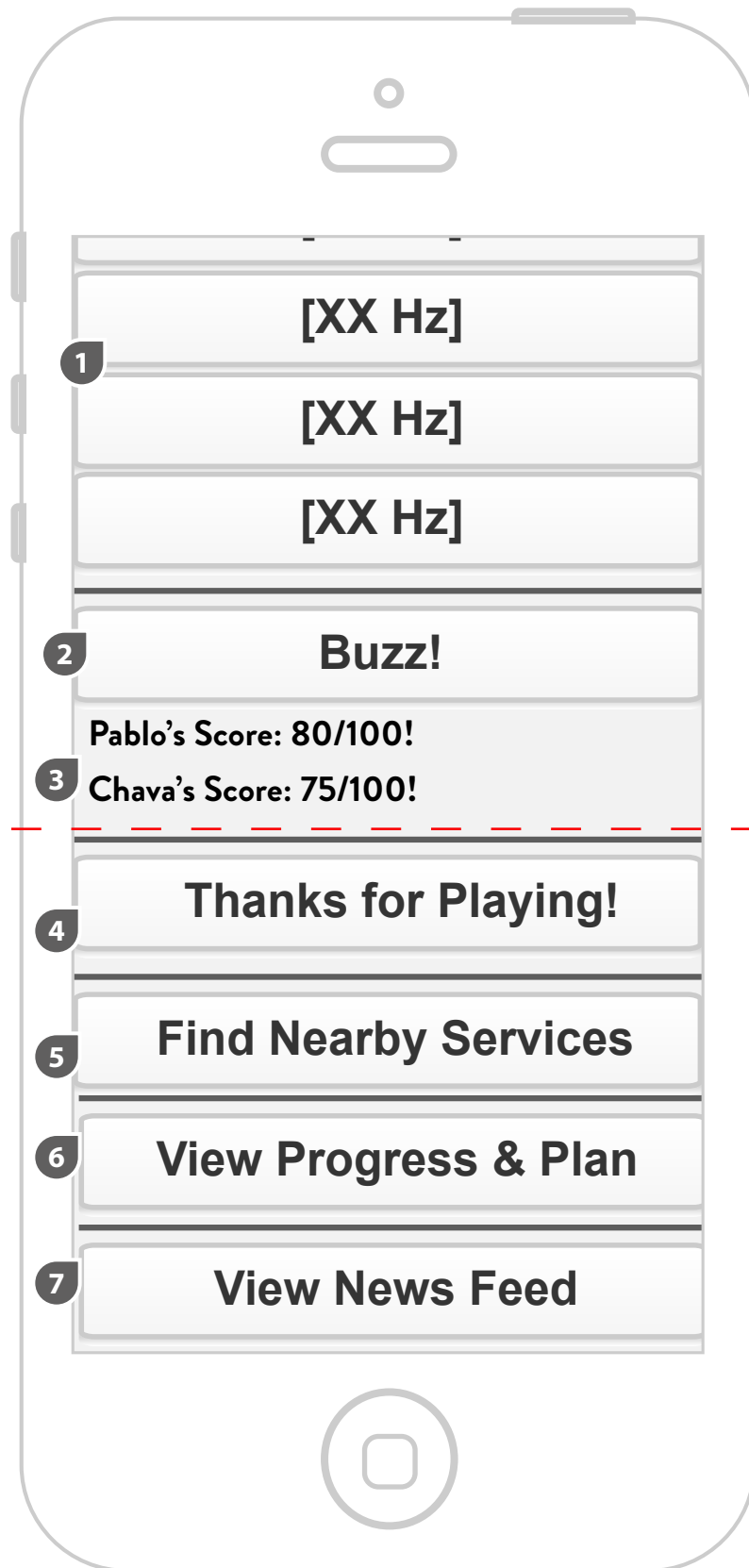6. Ability to view news feed

App: Opponent Play

message center

Welcome Pablo!

Pablo vs Chava

Chava is Up!

Pick a Tone [Hz]

[XX Hz]

[XX Hz]

[XX Hz]

[XX Hz]

Buzz!

Pablo's Score: 80/100!

Chava's Score: 75/100!

Annotations

1. Message center to alert users for upcoming appointments or events
2. User sees who they are playing against
3. Player chooses level of tone Hz to play
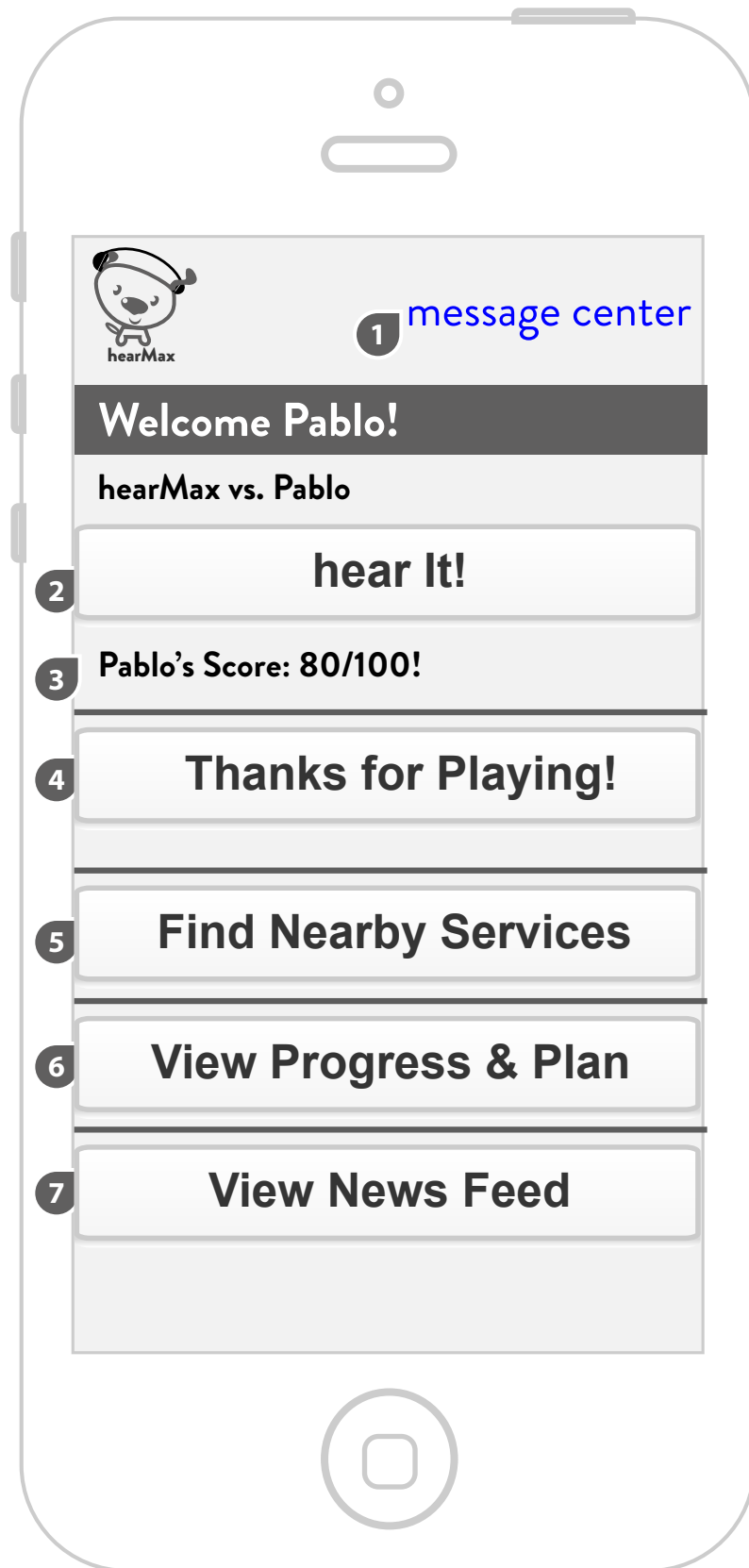4. 'Buzz' button to send tone
5. Current score

App: Opponent Play (cont.)

[XX Hz]

[XX Hz]

[XX Hz]

Buzz!

Pablo's Score: 80/100!
Chava's Score: 75/100!

Thanks for Playing!

Find Nearby Services

View Progress & Plan

View News Feed

Annotations

1. Buttons to select tone
2. 'Buzz' button to send tone
3. Current score
4. Ability to exit out of game
5. Ability for user to find nearby services
6. Ability for user to view their progress & plan for improved hearing capability
7. Ability to view news feed

App: Solo Play

message center

Welcome Pablo!

hearMax vs. Pablo

hear It!

Pablo's Score: 80/100!

Thanks for Playing!

Find Nearby Services

View Progress & Plan

View News Feed

Annotations

1. Message center to alert users for upcoming appointments and events
2. User selects that they hear the tone (same view when user is the opponent against a friend)
3. Current score
4. 'Thanks for Playing' ends game [same as with selected opponents]
5. Ability to find nearby location services based on GPS detection
6. Ability for user to view their progress & plan for improved hearing capability
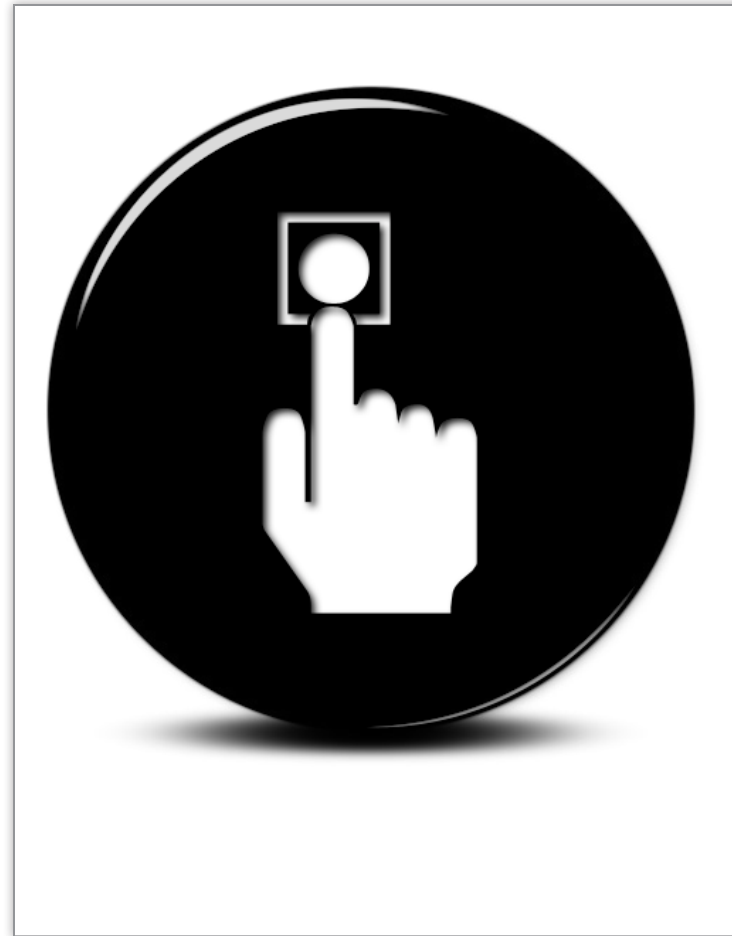7. Ability to view news feed

User Flow: Wearable

This section contains:

User flow for wearable device

Wearable: User Flow
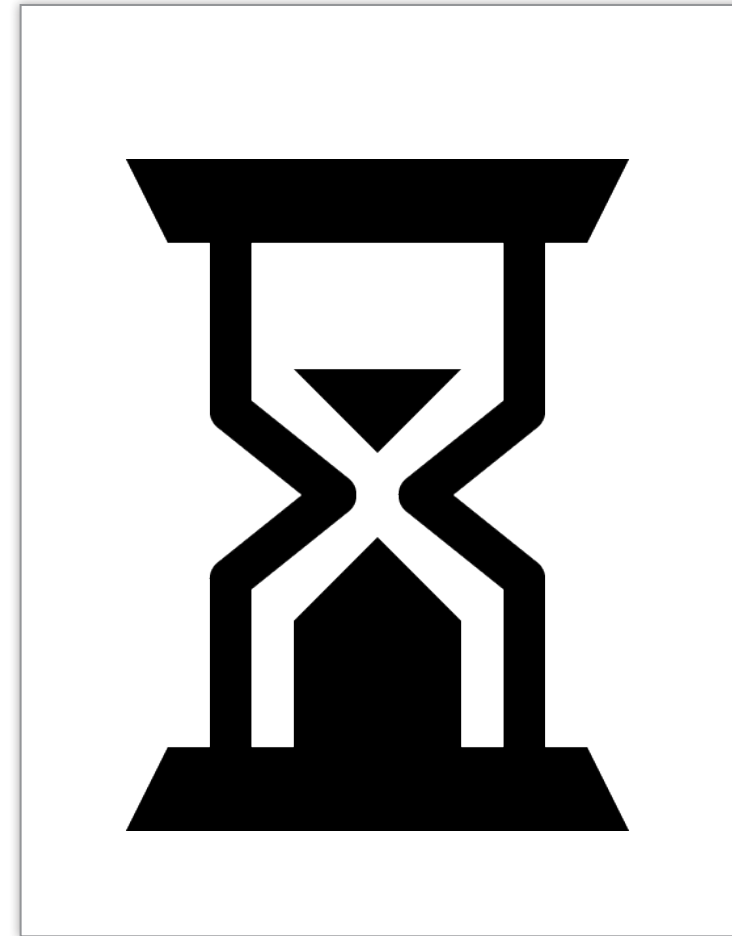
Process Flow #1

User can select the device they want:
• Watch
• Pendant
• Key chain

Process Flow #2

Device has 2 buttons:
1. Ability to start a game either solo or with others
   - To play with others, a rolodex appears with the
   ability to hit the button twice to select the user.
   -Each '2-tap' changes the selection. A solid hold
   of 3 seconds restarts the process.
2. Ability to select when they hear a tone

In addition, the device is linked to the browser for
tracking purposes. The device can notify the user
when they have an event or appointment coming
up.
User can hit the second button (ability to hear) to
accept invitation.

Bonus

Device also acts like a watch when not in use.
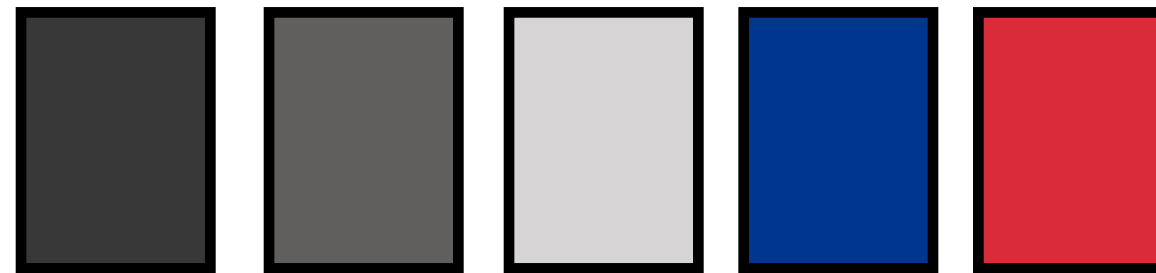
Style Guide

This section contains:

Style Guide

Style Guide

STYLE GUIDE "hearMax"

hearMax

⎯ Color Selection ⎯

#383838	#605f5f	#d6d4d4	#003690	#d82b38

Simple bold and sleek colors, keeping to a New Zealand and modern feel

⎯ Typography ⎯

Brandon Grotesque font with camel back copy.

<h1> 24 px

<h2> 18 px

<h3> 14 px

Helvetica copy with appropriate letters.

<p> 12 px

Key Performance Indicators

This section contains:

Key Performance Indicators

Key Performance Indicators

Is hearMax working?

Are people engaging with the software?
Are statisticians gaining valuable feedback?
Are doctors becoming more aware of their clients' needs?
Does the software have a positive user experience?

How do we solve these questions?

• **Talking to users**
• **Talking to doctors**
• **Talking to statisticians**
• **Heuristic evaluation solving**

How to test?

• **Heuristic evaluations**
• **Field testing**
• **Lab user testing**
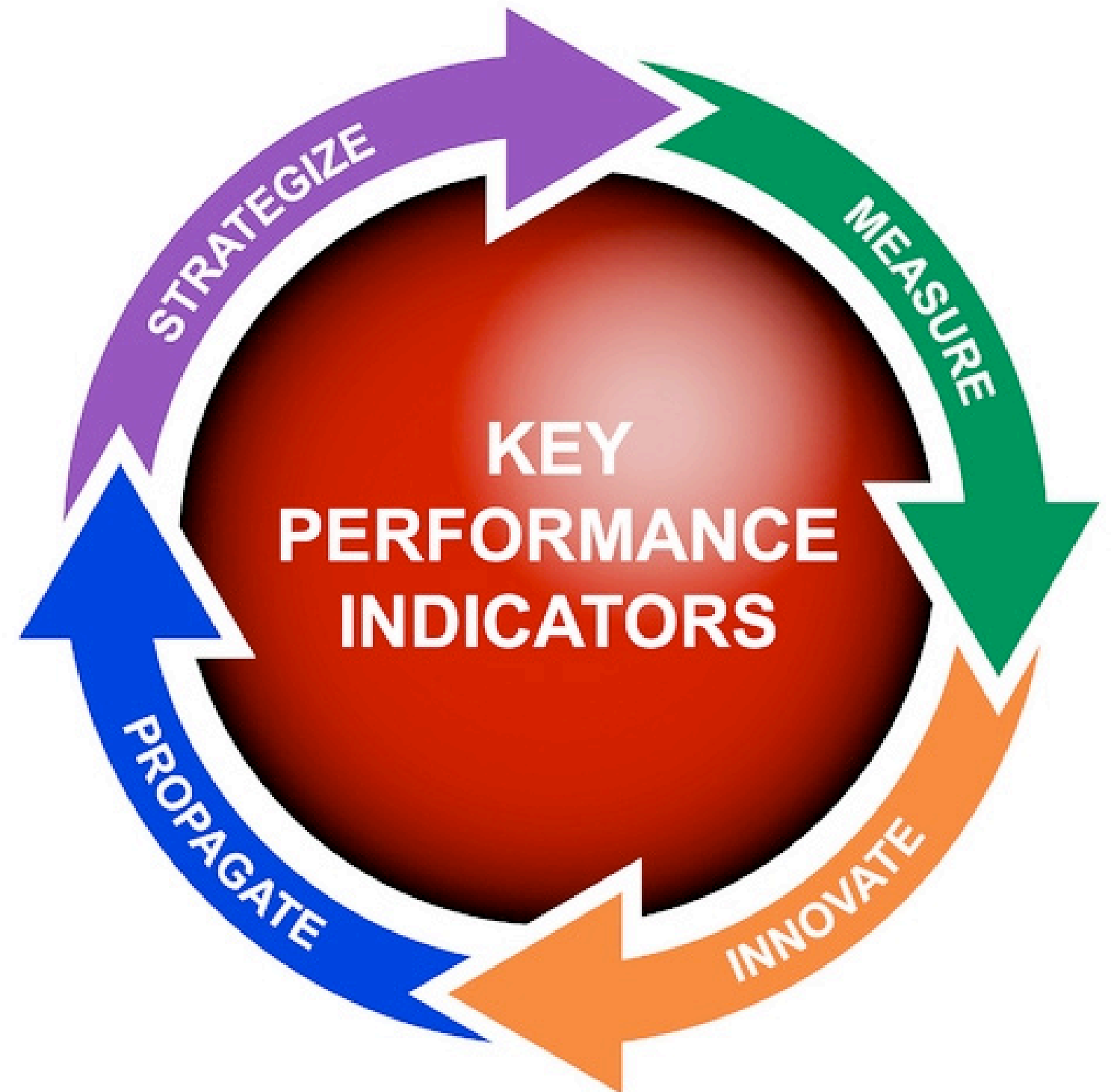
Future of hearMax

This section contains:

Where Do We Go From Here?

Where Do We Go From Here?

Musicians and instructors

hearMax is a great learning tool to understand when a musician hears a note as well as a predictor for instructors to better understand students' needs. hearMax can provide more tones with the game altering to what tone the user is hearing.

Cognitive auditory capabilities

The interaction with hearMax is not solely to test whether the user can hear, but also if they can react in time after hearing a tone. Not only can we test for finger response time to auditory stimuli, our goal is also to improve it.

Statistical understanding

hearMax allows for doctors, statisticians and other health care providers to have a solid understanding of hearing loss. Our continuing news section allows these users to follow up on the most recent hearing loss related issues.

Friends and family gaming

The interactive and gaming quality of hearMax allows for a proper level of competition and social interactions! Whether it's a father/daughter game to check in on one's health or a grandmother/grandson adventure, its all good natured fun.
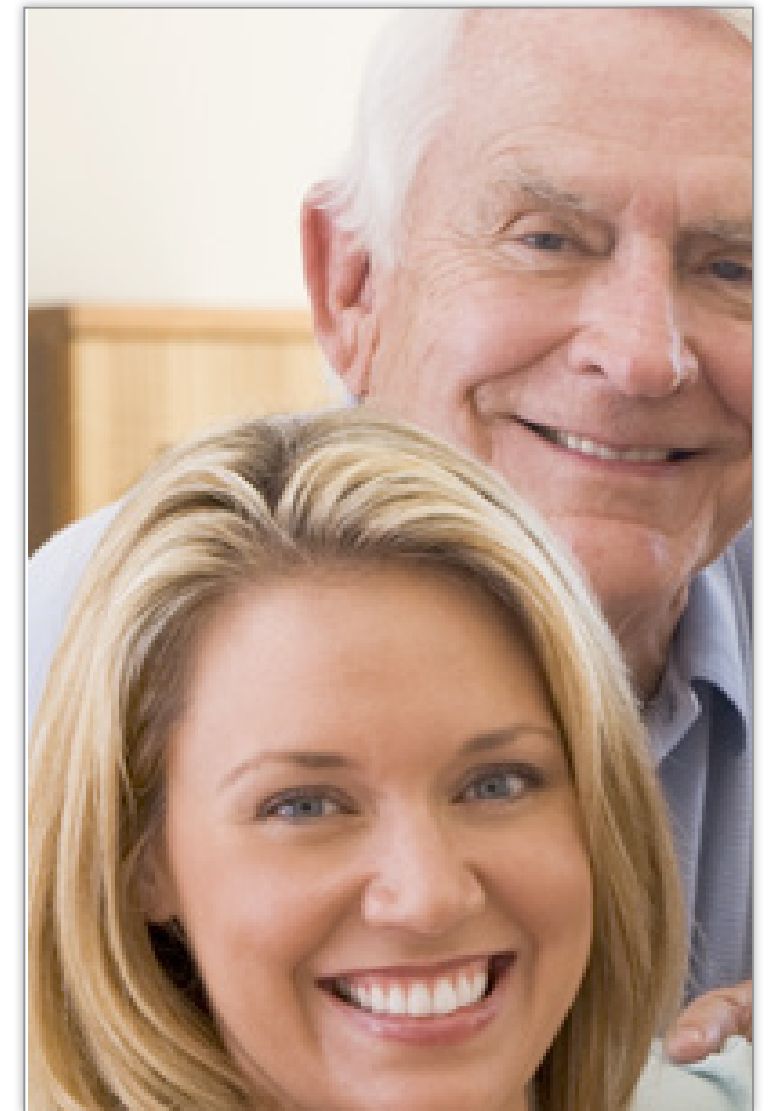
Questions & Answers

You have questions, we have answers!