Design Thinking Through the BIG Game

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Cincinnati Cohort Biomarker Program (CCBP) is conducting qualitative research regarding Biomarkers in patients with certain neurodegenerative diseases. The program struggles to attract participants and maintain engagement from existing ones due to patients experienceing decreased functional mobility and cognitive ability.

This research looks into how to improve the quality and longevity of engagement by exploring an alternative to the offered monetary incentive. As a quick fix cannot be offered, the co-creation Biomarker Idea Generation (BIG) game was played together with researchers from CCBP to develop shared understanding and goals.
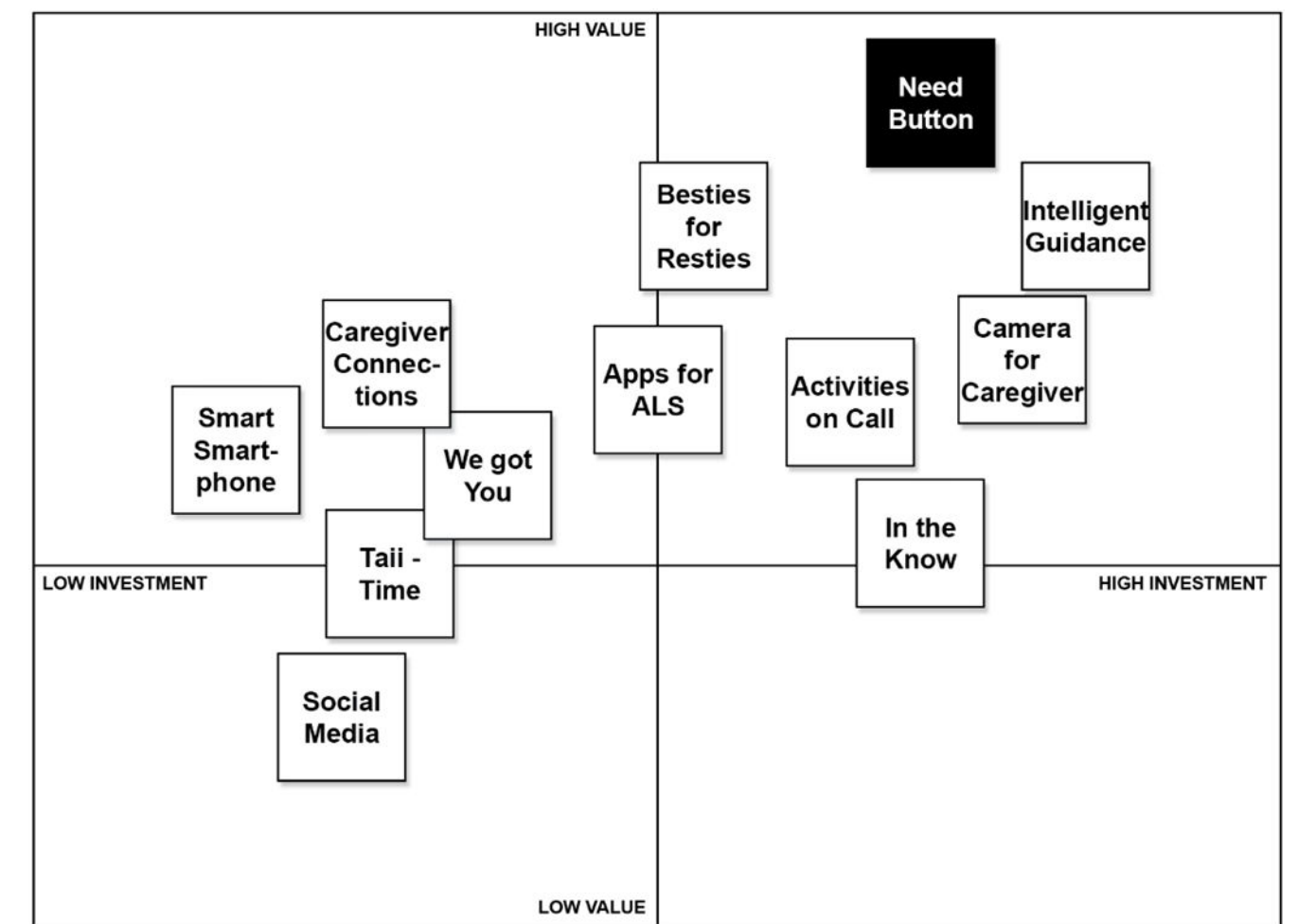
After mapping the 36 ideas, we chose a combination to try to offer a positive impact on patients' daily well-being and the realtionship with the program. We designed a simple and accessible input device that connects to any of the user's computing devices. This interface works in conjunction with a software program that allow

patients to access personal health data, telehealth appointments, personal video calls, social media, activities, and information databases for neurodegenerative illnesses and CCBP progress.