May 2018

BMJ Best Practice

How to get your app from 2 stars to 5 stars

Elin Goodwin | egoodwin@bmj.com | @elliejs82

Sources:
https://www.i-webservices.com/top-5-reasons-why-mobile-apps-fail-iweb-services/ ; https://www.startupgrind.com/blog/9999-in-10000-mobile-apps-will-fail-heres-why/ ; https://www.gartner.com/newsroom/id/2648515

Project: New BP app

Setting the scene

BMJ advancing healthcare since 1840

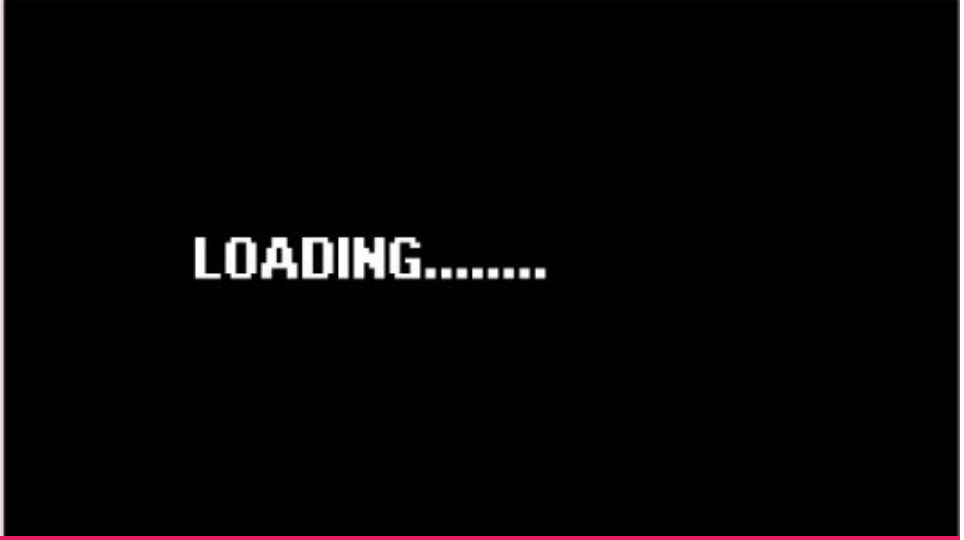
Working with healthcare professionals in over **153** countries

“A healthier world”

BMJ Best Practice

Digital clinical decision support - to be easily accessible anywhere and at any time

Advice on symptom evaluation and treatment approaches



At one point, bundle download success rate was only 4% for Android

And taking up over 1GB of storage

Steps	Time Taken
Installation from Play Store	1 minute
Download all topics	10 minutes
Unpacking and indexing	20 minutes
Total Time	***31 minutes***

Gif by: dailyyonder.com

Danny Cyclone 10 March 2015

★☆☆☆☆

So unstable. Awesome app. When it works. Which is never. Slow, and when you actually manage to search a topic, it'll either freeze it crash. Useless.

Alfred Wong 16 February 2015

★★☆☆☆

Keeps crashing Managed to download all subscribe topics but keeps crashing upon restarting the app. Had uninstalled & re-downloaded the topics but to no avail. Please fix. Xperia Z1

"Unstable and useless"

★☆☆☆☆

Still bugged by **Keyes89**

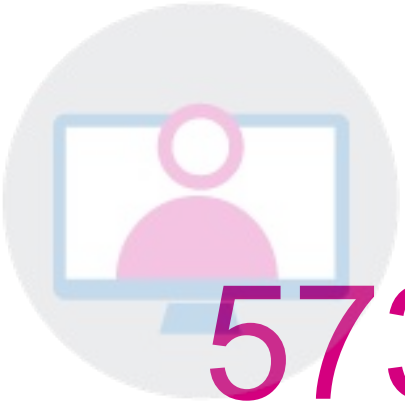
The new format is appealing and faster in performance. However the navigation from searching is too complicated- why search by chapter or subheading. The biggest issue is that of content stability - frequently the topics unsubscribe then need to re install; seemingly taking half a day. What point is a quick reference that is not quick at all!? Beyond that and now there is an appalling flaw that is the lack of resources. I have a full subscription and only 866 topics are available. For Gods sake is your IT department just trolling the general public here? GET IT TOGETHER.

"GET IT TOGETHER"

Project: New BP app

Involving the user

40 workshops



573 prototype tests

50 site visits

1000+ healthcare professionals

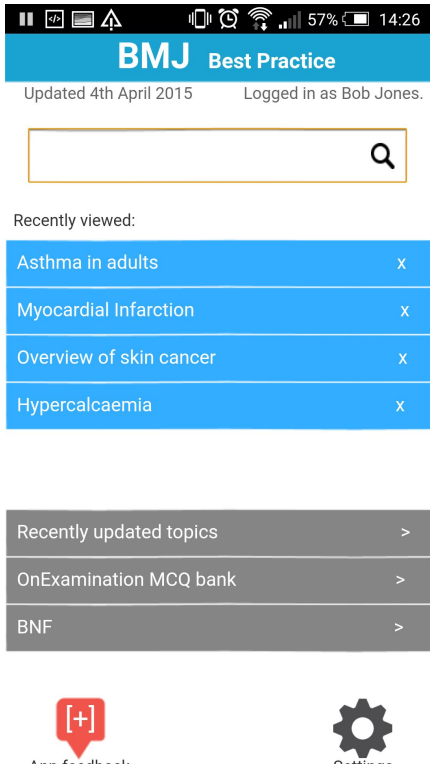
318 interviews

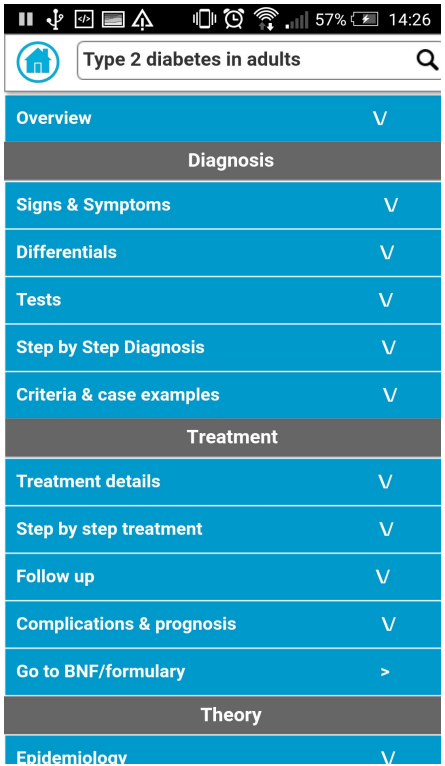
15 countries

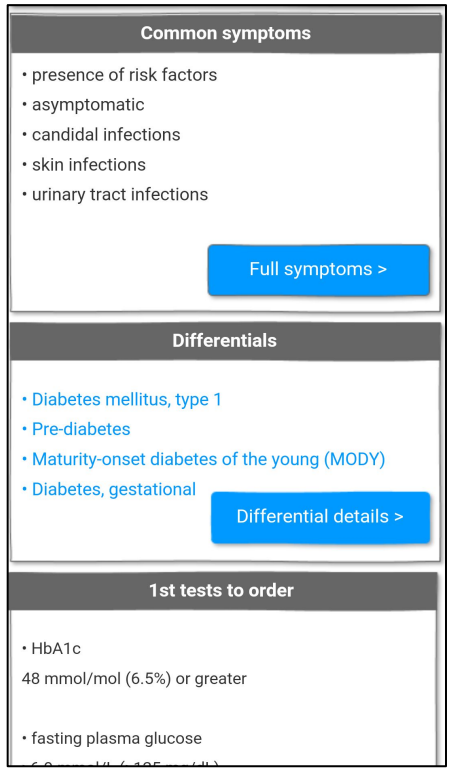
(May 2018)

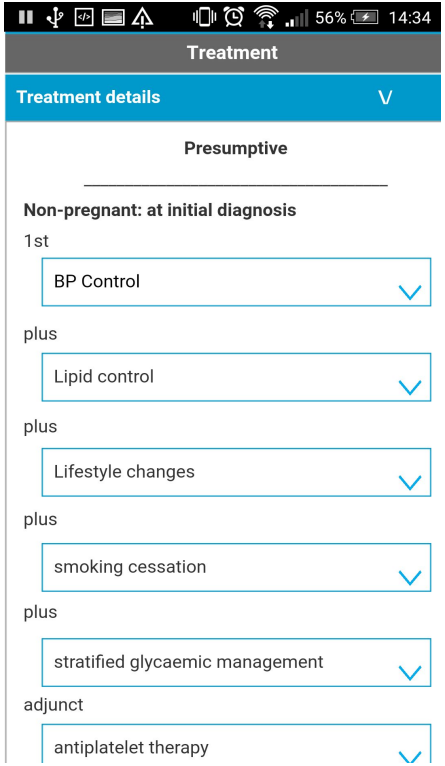
Prototypes and testing feedback

10 rounds of initial prototypes



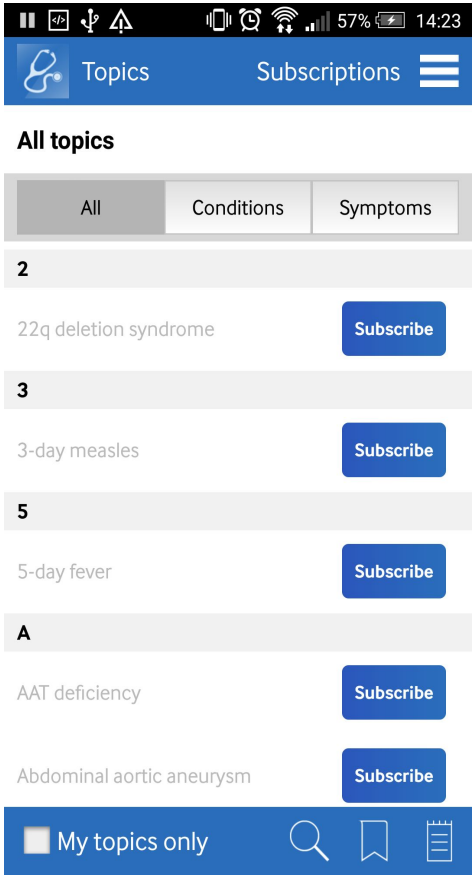




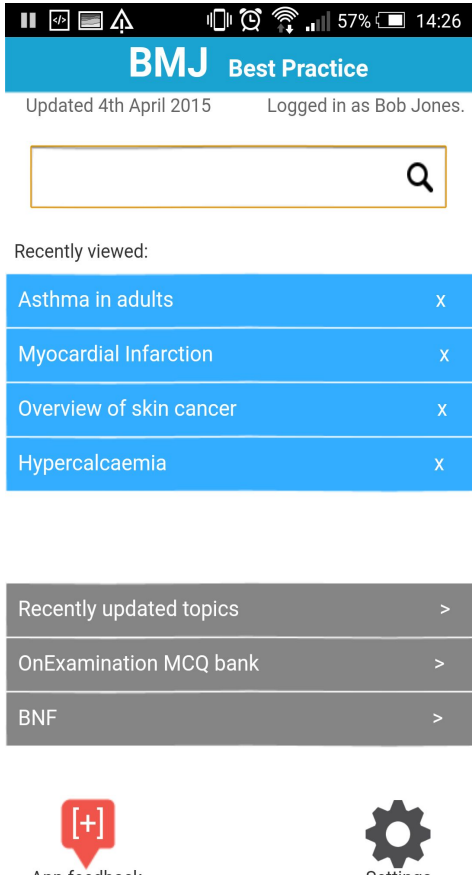


Users told us they wanted an app that:

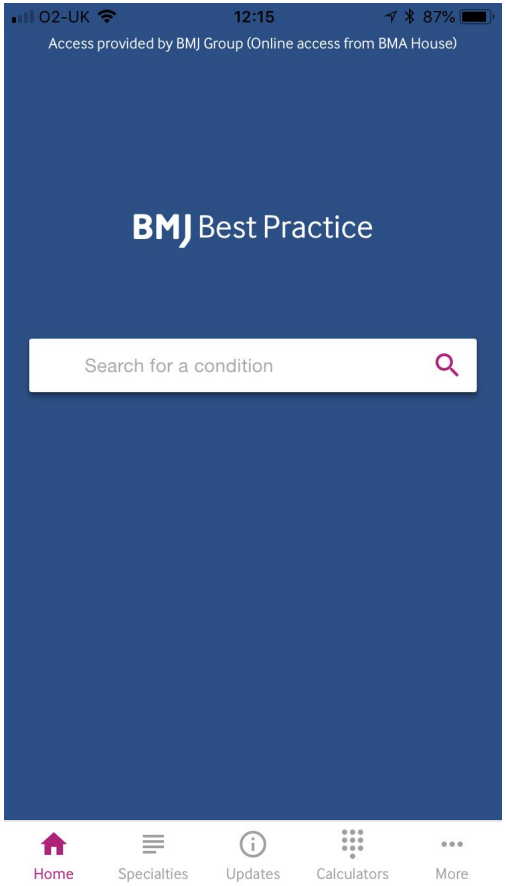
- Is quick to download
- Has minimal storage requirements
- Has full offline functionality
- Updates in the background
- Distraction-free interface and great search
- Provides fast access to content
- Records activity for CME/CPD purposes



Old app



Prototype



Latest version of new app

Project New BP app

The technical innovation

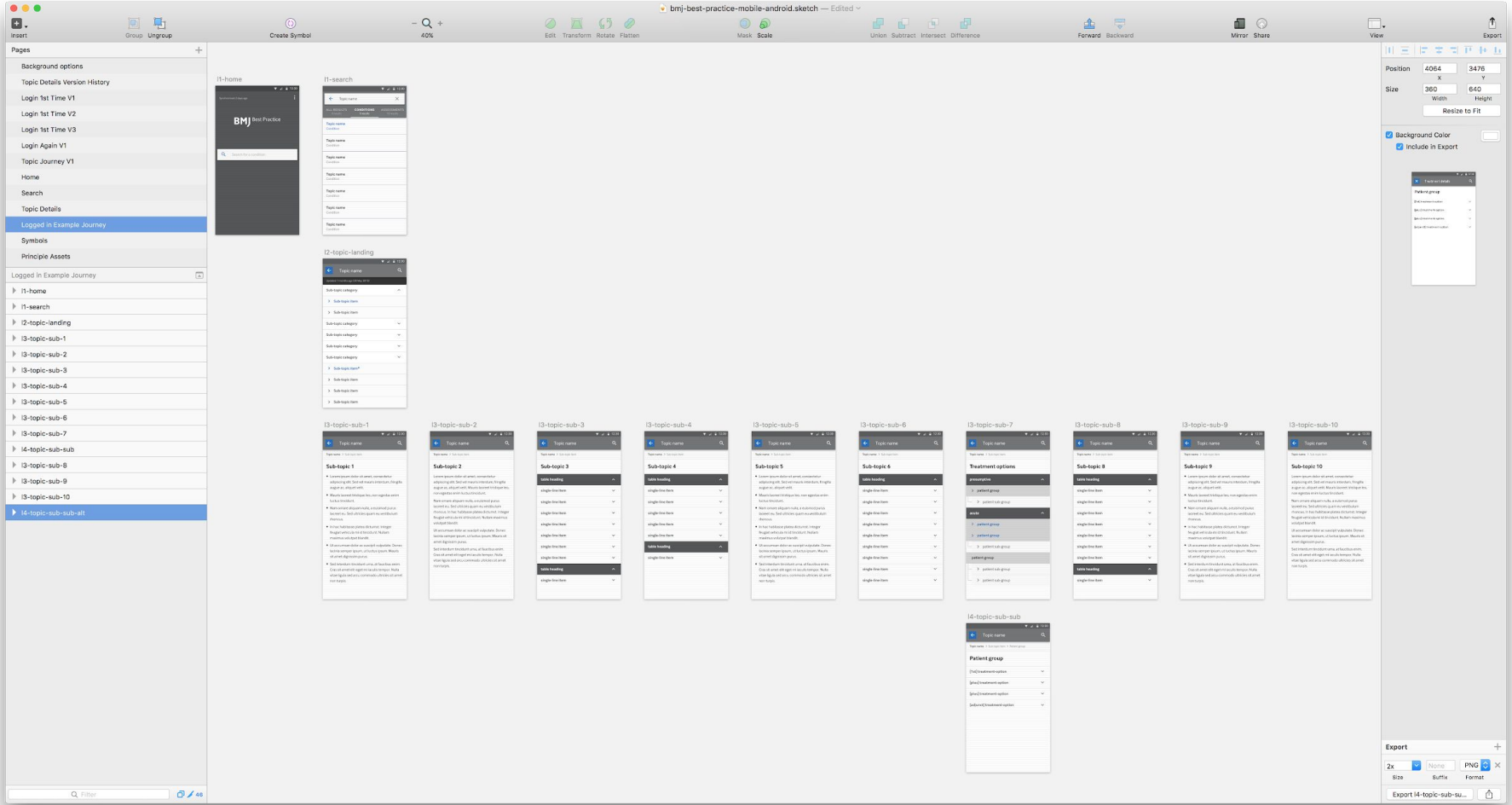
Tom Houdmont | Solution Architect - Box UK | tom.houdmont@boxuk.com

- 1000+ clinical topics
- 4,000+ medical images
- 6000+ clinical guidelines
- 65,000+ references
- 700+ Cochrane Clinical Answers
- 250+ medical calculators
- 3,000+ patient treatment groups, and 12,500+ sub-groups

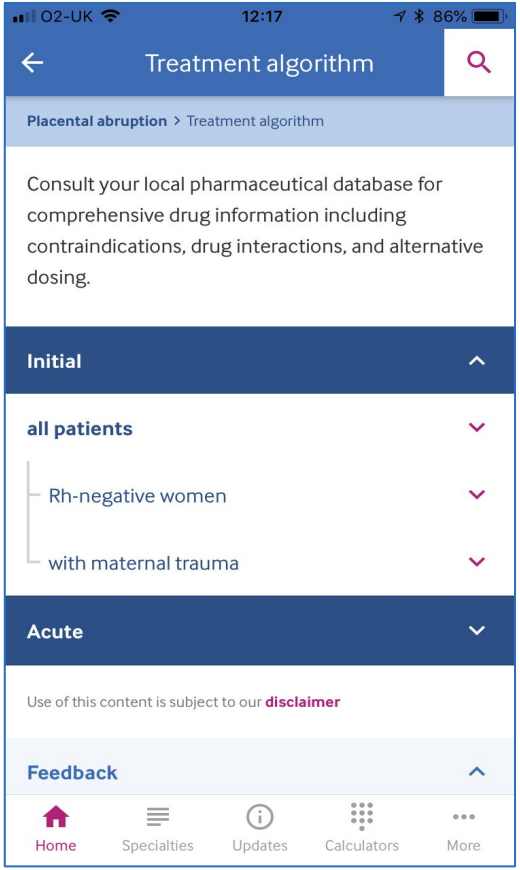
Offline: anywhere/anytime

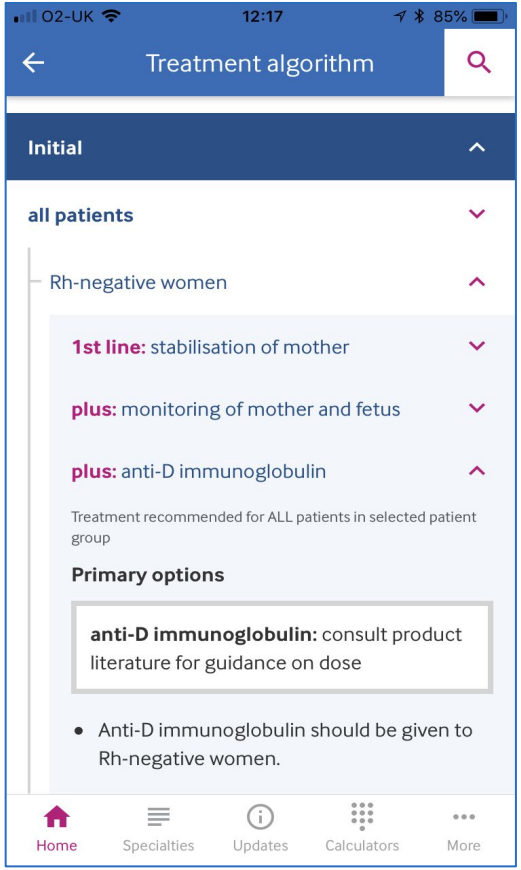
Quick answers: under 1 min

Patient safety: Provide correct information in a clear manner


bmj-best-practice-mobile-android.sketch — Edited
Insert
Group
Ungroup
Create Symbol
40%
Edit
Transform
Rotate
Flatten
Mask
Scale
Union
Subtract
Intersect
Difference
Forward
Backward
Mirror
Share
View
Export
Pages
Background options
Topic Details Version History
Login 1st Time V1
Login 1st Time V2
Login 1st Time V3
Login Again V1
Topic Journey V1
Home
Search
Topic Details
Logged in Example Journey
Symbols
Principle Assets
Logged in Example Journey
l1-home
l1-search
l2-topic-landing
l3-topic-sub-1
l3-topic-sub-2
l3-topic-sub-3
l3-topic-sub-4
l3-topic-sub-5
l3-topic-sub-6
l3-topic-sub-7
l4-topic-sub-sub
l3-topic-sub-8
l3-topic-sub-9
l3-topic-sub-10
l4-topic-sub-sub-alt
l1-home
BMJ Best Practice
l1-search
l2-topic-landing
l3-topic-sub-1
Sub-topic 1
l3-topic-sub-2
Sub-topic 2
l3-topic-sub-3
Sub-topic 3
l3-topic-sub-4
Sub-topic 4
l3-topic-sub-5
Sub-topic 5
l3-topic-sub-6
Sub-topic 6
l3-topic-sub-7
Treatment options
l3-topic-sub-8
Sub-topic 8
l3-topic-sub-9
Sub-topic 9
l3-topic-sub-10
Sub-topic 10
l4-topic-sub-sub
Patient group
Position
4064
3476
Size
360
640
Width
Height
Resize to Fit
Background Color
Include in Export
Export
2x
Size
None
Suffix
PNG
Format
Export l4-topic-sub-su...

- 40+ design prototype stories
- 400+ stories overall
- 6 Sprints (12 months)
- 4 months treatment algorithm





Agile methodology

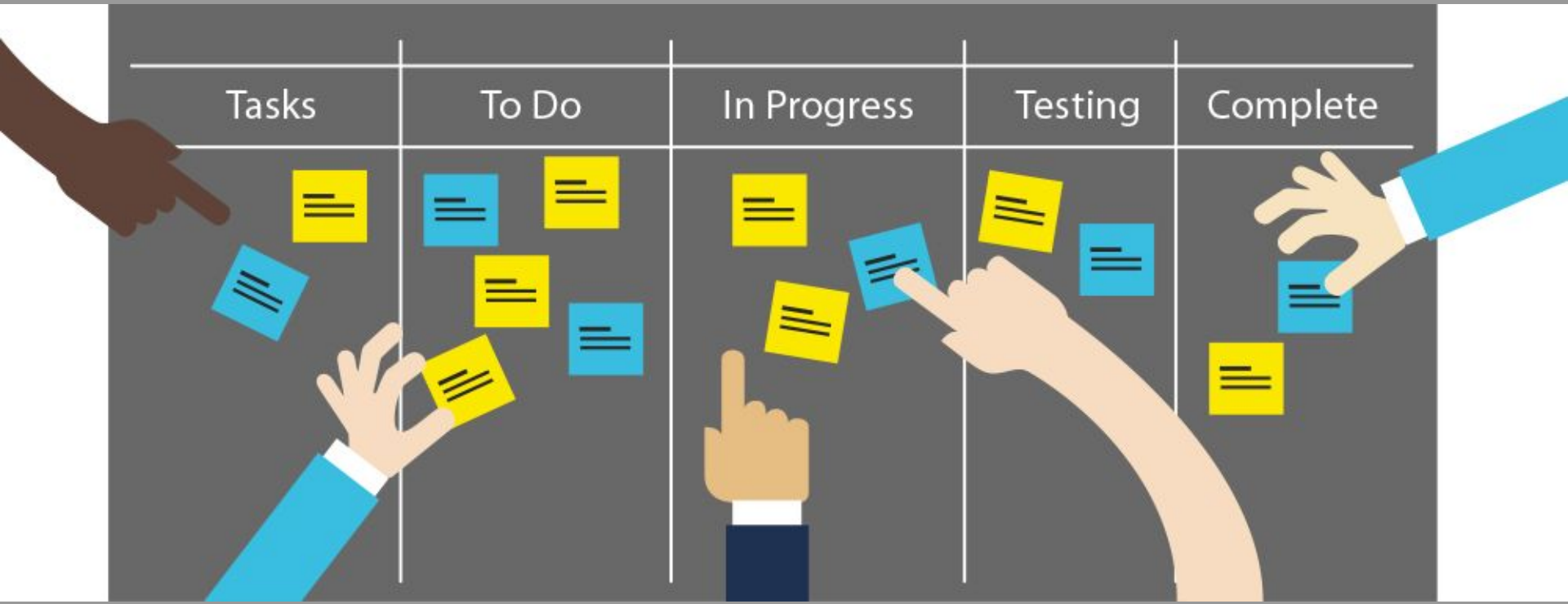
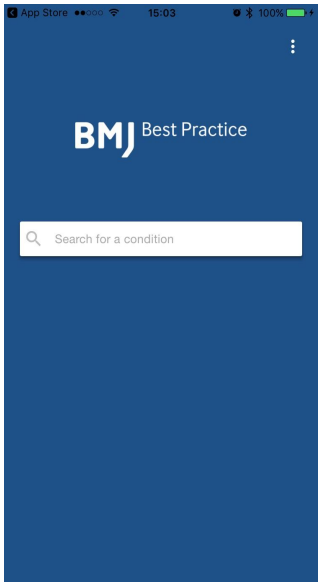
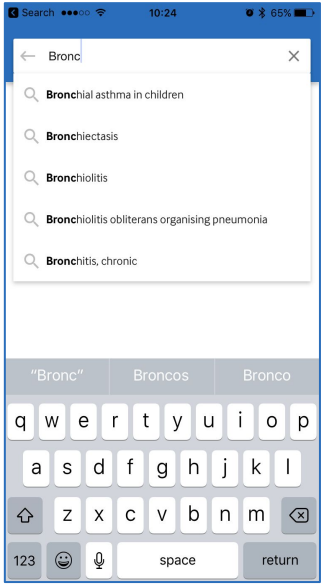


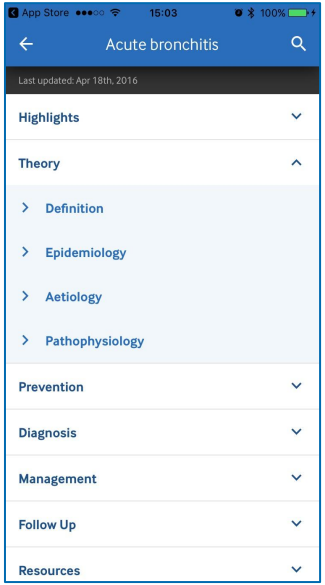
Image: http://www.agilx.com/the-agile-methodology/

“Team work”

“Collaboration”







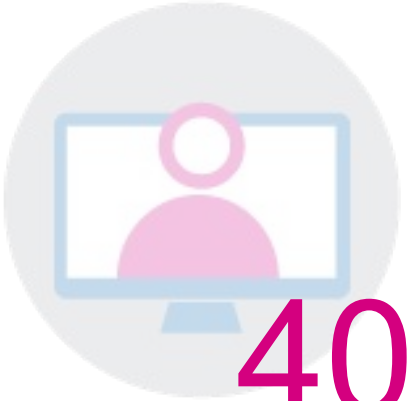
- Hybrid mobile web app
- Multiple platforms
- Ionic and Angular frameworks
- Components
- Optimised for speed and offline

Quick development

Quick deployment

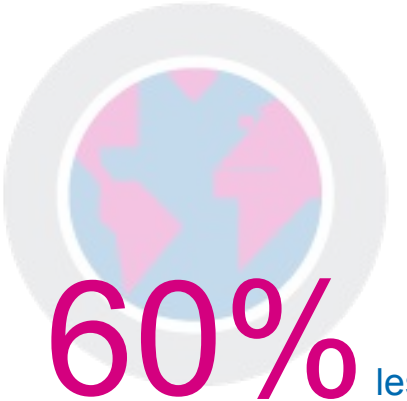
Quick releases

70% faster



400MB storage

<4 mins download time



60% less storage

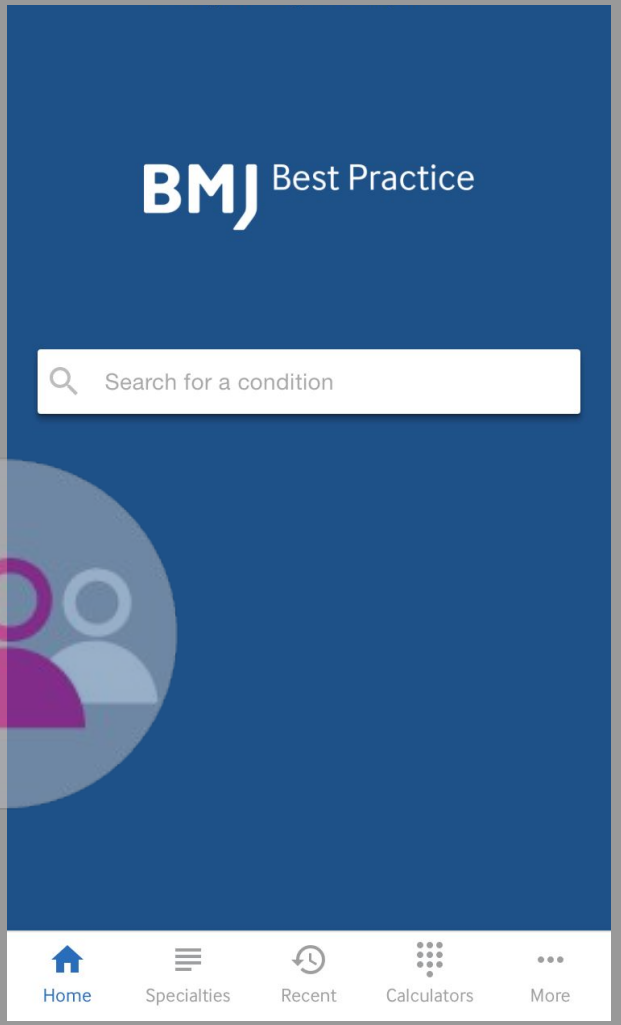
Project New BP app

Post-launch

40,000+ health professionals

90%+ global reach

5 languages



Best second opinion support tool ★★★★★
by DrJOTAW

This is the best mHealth decision support tool I have found.
It links to Cochrane evidence too.
Highly recommended for clinicians and academics alike.

Very helpful ★★★★★
by fpodd

Good tool for medical students on the ward, particularly as it's all available offline

Dr Karen Benson ★★★★★
by Doc KB

Fabulous resource for busy doctors

D

Dr.Nada Darwish 5 Apr 2018 at 11:40 1 0

★★★★★
Very useful I can use it anywhere and anytime

8 Mar 2018 at 21:54 0 0

★★★★★
helpful and awesome

25 Mar 2018 at 07:39 0 0

★★★★★
I love it

M

Mohamad Hussein 6 Mar 2018 at 15:25 0 0

★★★★★
Wonderfull

Farzan Safi 1 Mar 2018 at 19:33 1 0

★★★★★
Great app for medical staff, students and drs.

Mohammed Mujalled 26 Mar 2018 at 11:21 0 0

★★★★★
Very lovely and useful for physicians

Andrew Hajewskyj 5 Apr 2018 at 15:21 1 0

★★★★★
Absolutely Fantastic Resource. As a junior physician associate I refer to this at least 2-3 times a day to check my diagnostic or treatment approach is correct.

7 x more users on average

From 3250 reported crashes

to 18 reported crashes

From 2,000 users a month

to 15,500 users a month

Over 30k

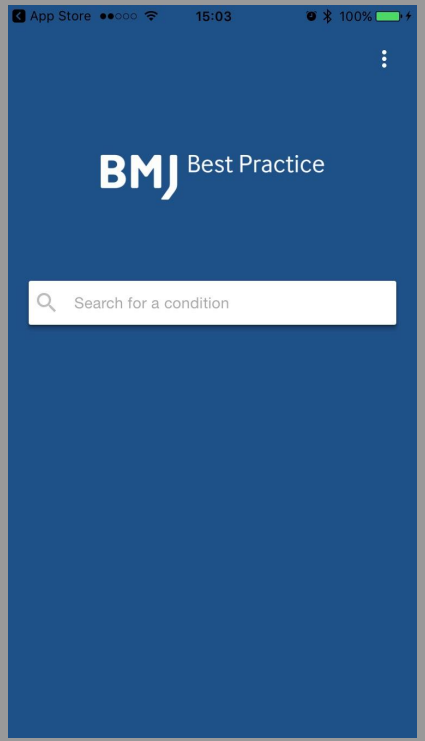
downloads in the past year

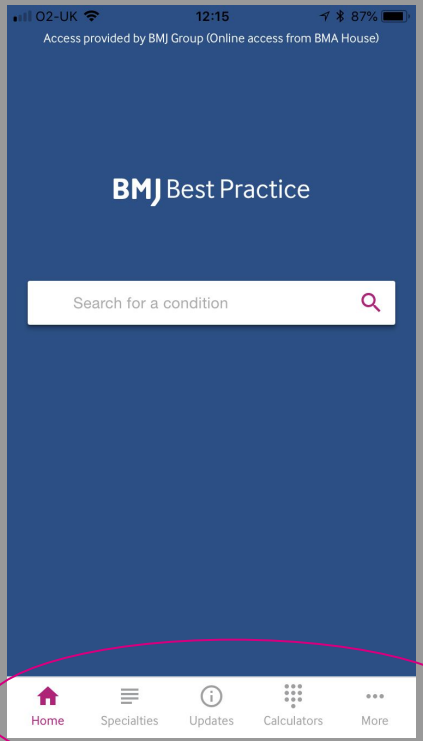
From 2 to 4.7

app store rating

(May 2018)

Continuous improvements





Bad design but excellent contents ★★☆☆☆

Edit Response

by F0cus5 – May 20, 2017

Could the designer give back the category of diseases ? Only search bar there, it could be challenged to choose the key right words. Font should be adjusted in iPad either.

Developer Response - Jun 9, 2017

Thank you for your feedback. I'm happy to report that the ability to browse by specialties will be added to the app in June. If you have any other comments, or would like to provide some more details on the iPad font size, please don't hesitate to contact me. Elin, Product manager - BMJ Best Practice (egoodwin@bmj.com)

Main takeaways

- ★ Continuous improvement
- ★ Show you listen to feedback
- ★ Build relationships
- ★ TEST! Ensure it still meets user needs
- ★ INNOVATE! Build something complex simply
- ★ Keep the app agile
- ★ Team work

FROM THIS:

Danny Cyclone 10 March 2015

So unstable. Awesome app. When it works. Which is never. Slow, and when you actually manage to search a topic, it'll either freeze it crash. Useless.

Alfred Wong 16 February 2015

Keeps crashing Managed to download all subscribe topics but keeps crashing upon restarting the app. Had uninstalled & re-downloaded the topics but to no avail. Please fix. Xperia Z1

"Unstable and useless"

Still bugged by **Keyes89**

The new format is appealing and faster in performance. However the navigation from searching is too complicated- why search by chapter or subheading. The biggest issue is that of content stability - frequently the topics unsubscribe then need to re install; seemingly taking half a day. What point is a quick reference that is not quick at all!? Beyond that and now there is an appalling flaw that is the lack of resources. I have a full subscription and only 866 topics are available. For Gods sake is your IT department just trolling the general public here? GET IT TOGETHER.

"GET IT TOGETHER"

TO THIS:

Ainara Scott August 17, 2017

★★★★★

The best thing ever created. Fantastic format for learning about all the different conditions, presentations, examinations and management.

Thank you

Any questions?

Elin Goodwin | egoodwin@bmj.com | @elliejs82