BRIDGING THE GAP

Understanding and Reimaging Bridge Study Manager

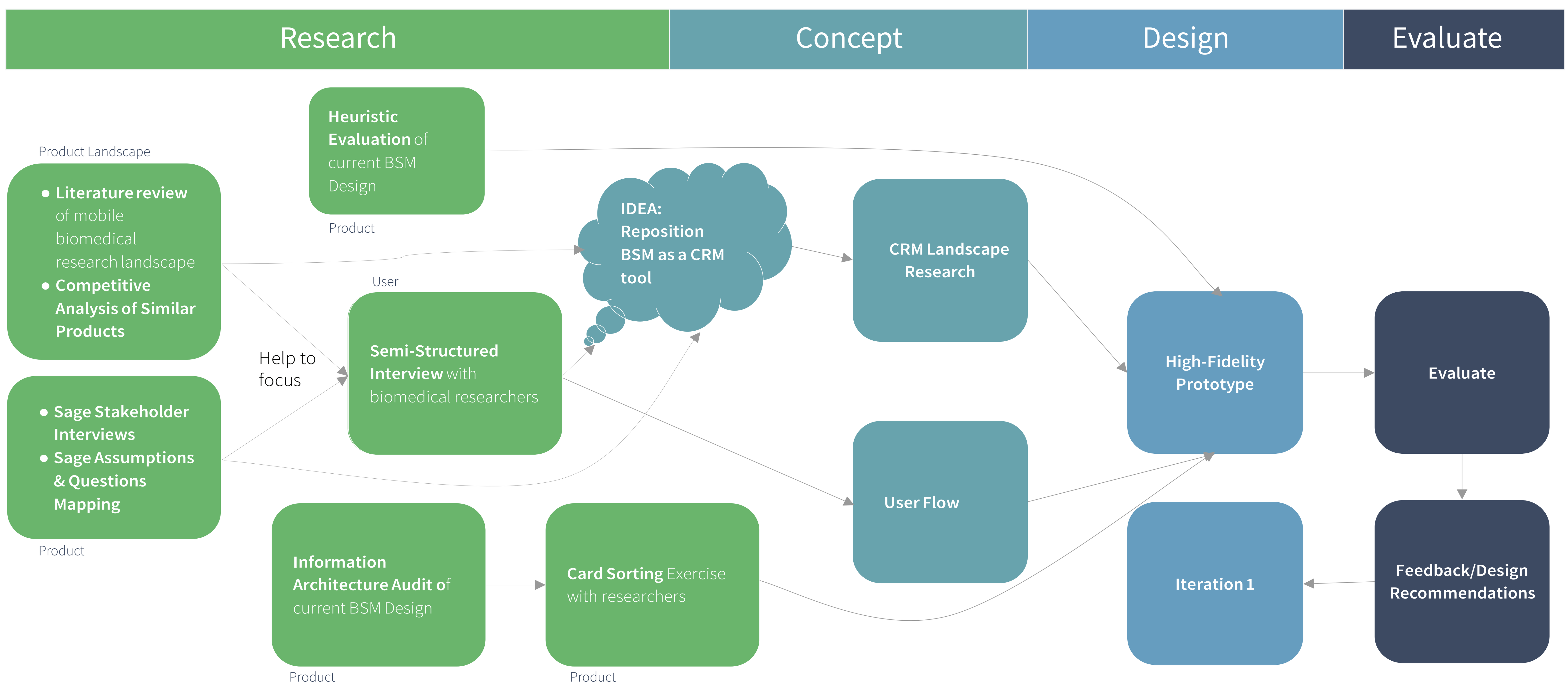
The Problem

The Bridge Study Manager (BSM), originally built as an internal tool, has seen consistent low usage from external researchers due to a lack of user validation.

The Opportunity

Reimagine BSM with a clear product identity by focusing on the user needs uncovered through the User Centered Design process.

The Journey



The Solution

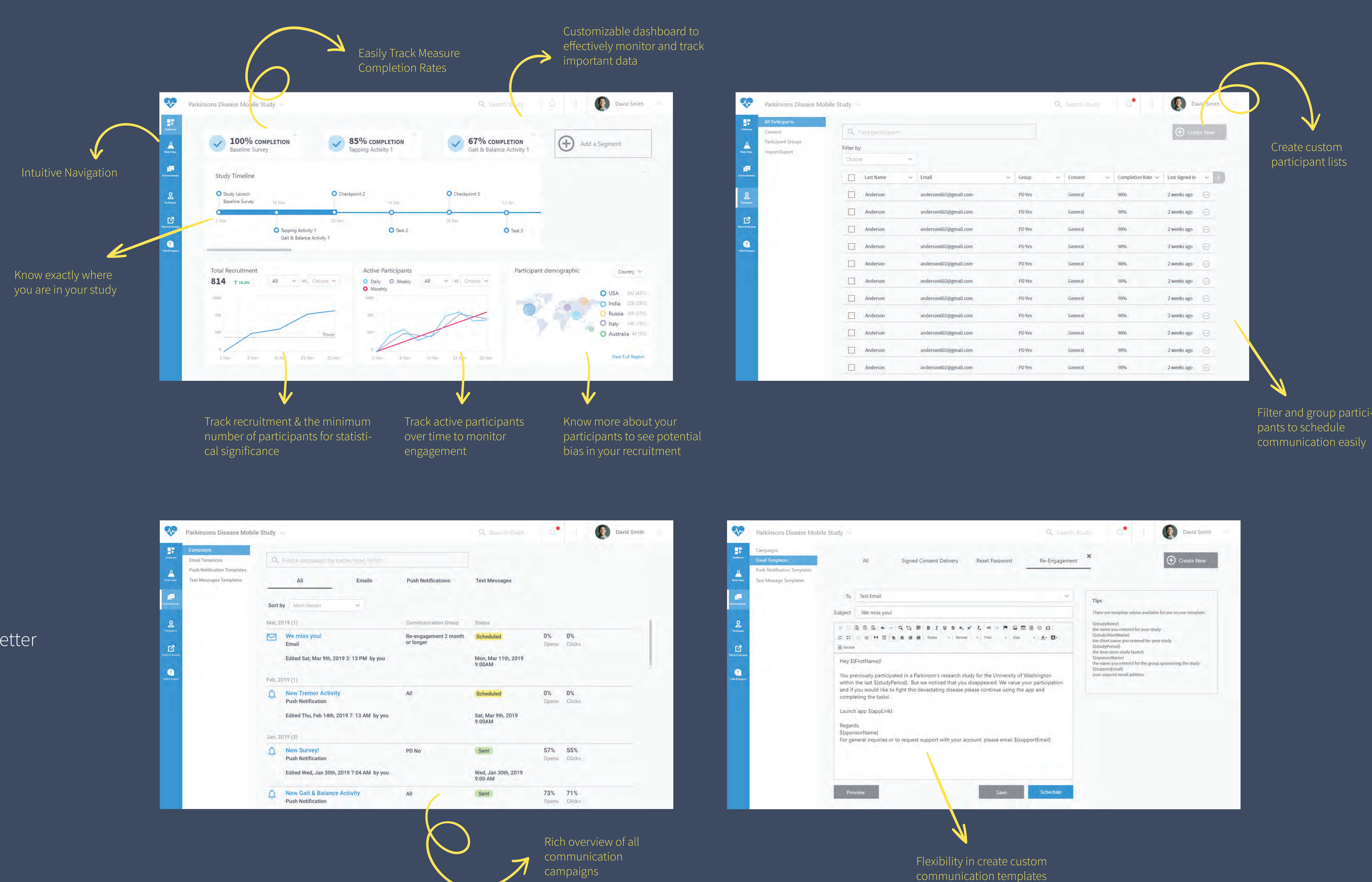
Redesign BSM as a Customer relationship management tool (CRM)

Key Research Findings

- The ability to manage participant information is key. Otherwise, interaction and communication with participants will be severely hampered.
- There is a greater need for mobile studies to communicate and interact with participants to keep them engaged.
- All participant interaction and communication needs to be preapproved by IRB.

Key User Needs

- As a researcher, I need a tool that allows me to better manage all of the participant information.
- As a researcher, I need a way to quickly monitor important data such as recruitment numbers, compliance rates, retention, etc.
- As a researcher, I need the flexibility to template different methods of communication.



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