

# BRIDGING THE GAP

## Understanding and Reimagining Bridge Study Manager

### The Problem



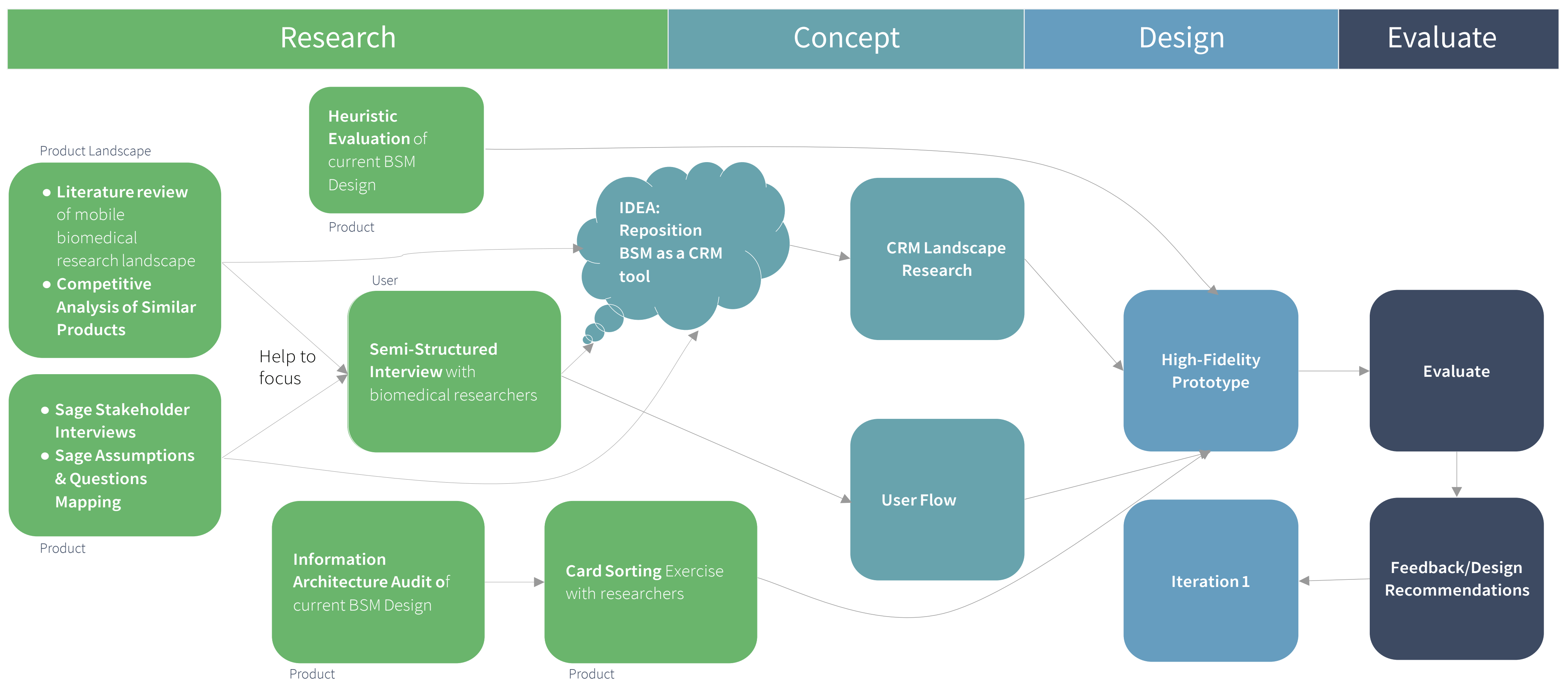
The Bridge Study Manager (BSM), originally built as an internal tool, has seen consistent low usage from external researchers due to a lack of user validation.

### 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.

The screenshots show the redesigned interface with several key features highlighted by yellow callouts:

- Intuitive Navigation:** A sidebar menu for easy access to different study components.
- Know exactly where you are in your study:** A study timeline and progress indicators.
- Easily Track Measure Completion Rates:** A dashboard with key metrics like '100% COMPLETION' and '85% COMPLETION'.
- Customizable dashboard to effectively monitor and track important data:** A dashboard with charts for recruitment, active participants, and participant demographics.
- Track recruitment & the minimum number of participants for statistical significance:** A recruitment progress chart.
- Track active participants over time to monitor engagement:** A chart showing participant activity over time.
- Know more about your participants to see potential bias in your recruitment:** A world map showing participant distribution by country.
- Create custom participant lists:** A table with filters for last name, email, group, consent, completion rate, and last sign-in.
- Filter and group participants to schedule communication easily:** A list of participants with checkboxes for selection.
- Rich overview of all communication campaigns:** A table showing communication campaigns with columns for subject, status, and completion rates.
- Flexibility in create custom communication templates:** A template editor for creating personalized messages.