



FIGHT  
CANCER



Midpoint Proposal Original  
Lu Wang 03762080

Present on 5 Mar, 2014, 10am

*Personal Information Tracking*

Get Well

*No One Should Face Cancer Alone*

*Academy of Art University, Graduate School of  
Web Design & New Media*

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# Autobiography

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# Resume



Name: Lu Wang

Address: 860 Sutter, San Francisco, CA

Phone Number: 415-972-9041

E-mail: wwanglu2012@gmail.com

Website: www.bestluwang.com

## Education Background

Sep, 2012 Academy of Art University, Graduate School  
of Web Design and New Media, San Francisco

Sep, 2008 University of Henan, Undergraduate School of  
Mass Communication, China

## Employment History

May, 2013 Huawei Technologies Co, Ltd, Beijing  
Worked as UI designer

Jan, 2012 Henan Satellite Television, News Channel  
Worked as News Presenter

## Relevant Skills

HTML5	Adobe Illustrator
CSS	Adobe Photoshop
JavaScript	Adobe After Effects
JQuery	Adobe Flash
	Adobe Premiere

Autodesk Maya  
Nuke



**Artwork Title**  
*WNM 661, John Smith      Fall 2013*



**Artwork Title**  
*WNM 661, John Smith      Fall 2013*



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# Thesis Abstract



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# Statement of Interest



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# Thesis Project Proposal



## **Define the project in detail(Why what how)**

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## **Initial Concept**

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# Thesis Project Proposal



## Challenges I faced with this project

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## How I evolved in this project

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## User Needs

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## Emotional Concerns

**Angry Anxiety**

Insecurity Sadness

**Frustration**

Isolation **Fear**

## Late Effects

**Secondary Cancer**

Heart and Lung Problem **Sleepless**

**Pain** Dental and Vision Problem

**Infertility** Bone, Joint and Soft Tissue Problem

Spinal Cord and Nerve Problem

**Learn and Memory problem**

Hormone System Problem

**Fatigue**

## What is cancer?

Cancer known medically as a **malignant neoplasm**, characterized by **uncontrolled growth and spread of abnormal cells**. If the spread is not controlled, it can result in **death**.

## Who is at risk of developing cancer?

About 5% of all cancers are strongly **hereditary**.

Diagnosed cases increases with **age**. Most cases occur in adults who are **middle aged or older**.

## Survival Statistics

**68%**

Based on 5-year relative survival rate for all cancers diagnosed between 2002 and 2008.

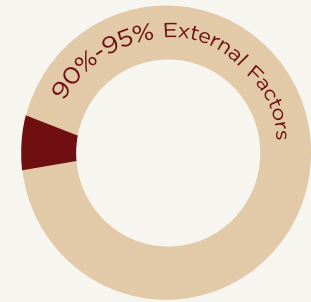
Survival rate vary greatly by **cancer type and stage(TNM)** at diagnosis.

## Why cancer happen?

**5% - 10%**

### Internal Factors

- Immune conditions
- Inherited mutations
- Hormones



**90% - 95%**

### External Factors

- Diet and obesity 30%-35%
- Infectious organisms 15%-20%
- Lack of physical activity
- Environment pollutants
- Tobacco 25-30%
- Radiation 10%
- Stress

## Prevent Cancer

Greater than **30%** of cancers deaths could be prevented by avoiding tobacco, alcohol, obesity, insufficient diet, physical inactivity, sexually transmitted infections and air pollution.

## Treatments been used

Surgery  
Radiation  
Chemotherapy  
Palliative care

Hormone therapy  
Biological therapy  
Targeted therapy

## Money been cost

**\$201.5 billion** The overall costs of cancer in 2008

**\$74.4 billion** Direct medical costs

**\$124.0 billion** Indirect mortality costs

(Estimated by The National Institutes of Health, NIH, 2008)

## How many people alive have ever had cancer?

**13,700,000**

Americans with a history of cancer were alive on Jan 1, 2012. Some were cancer free, some still receiving treatment.

(Data from The National Cancer Institute)

## How many except to die of cancer this year?

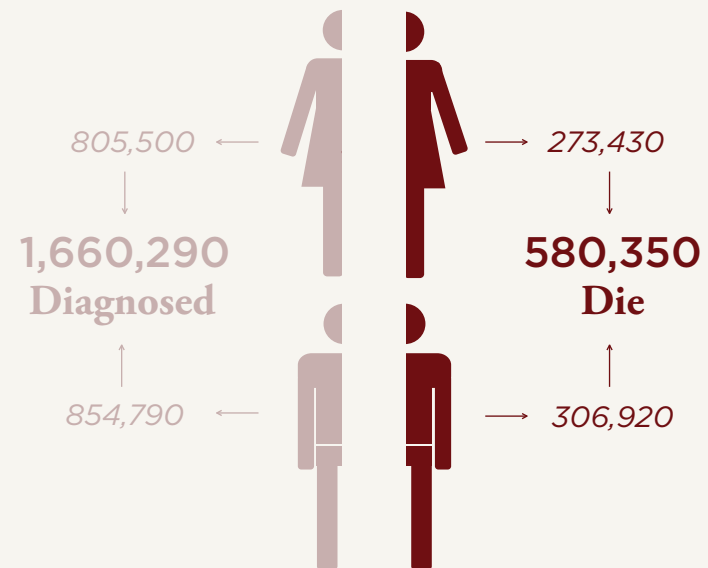
**580,350** Americans are expected to die of cancer in 2013.

**1,600** Americans die of cancer in one day.

**2nd** cause of death, exceeded only by heart disease.

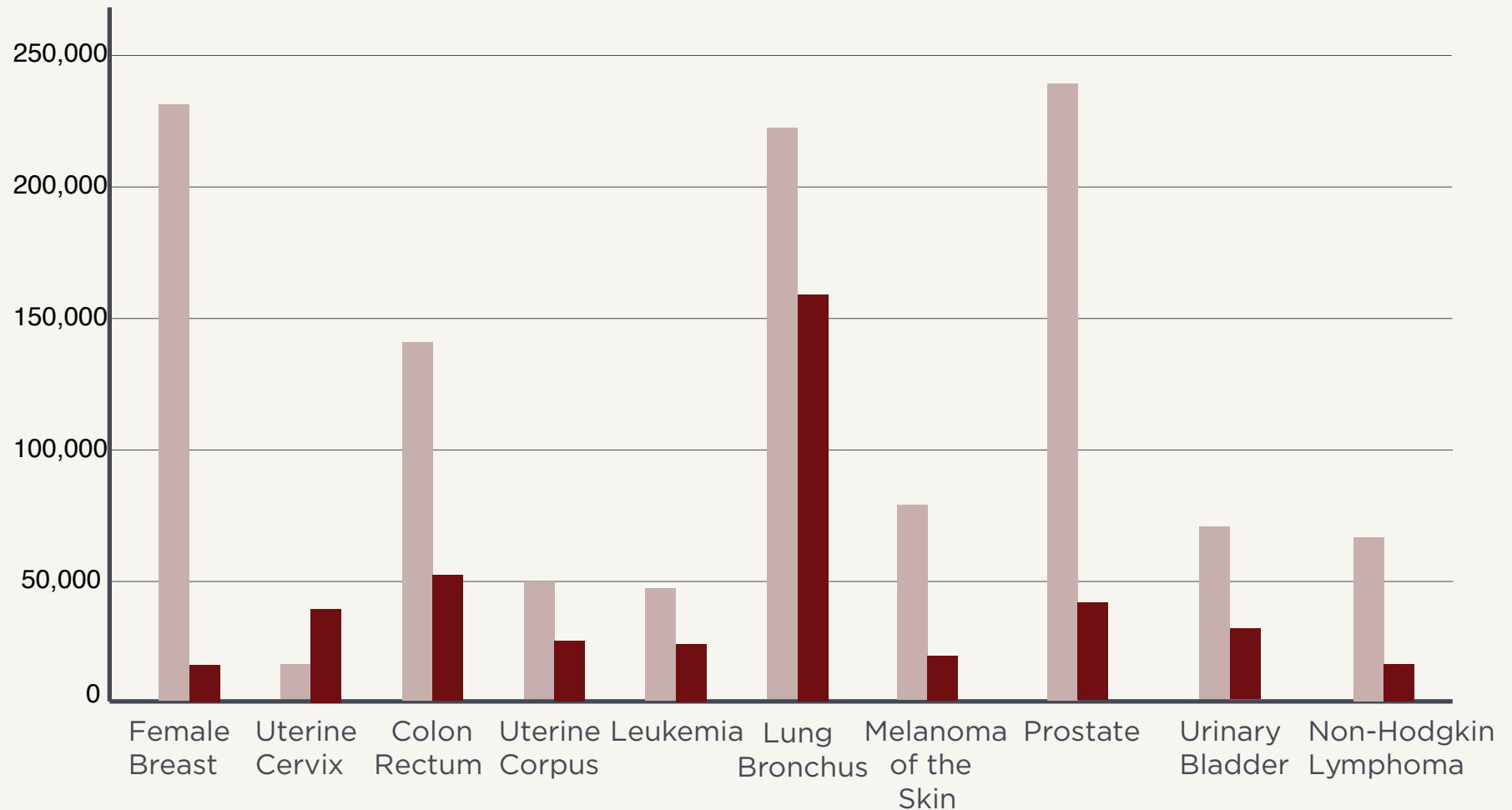
**1/4** Account for nearly 1 of every 4 death disease.

(Data from The National Cancer Institute)



## Estimated Number\* of New Cancer Cases and Deaths, US, 2013

Reported by the North American Association of Central Cancer Registries (NAACCR)



\* Estimated new cases are based on cancer incidence rates from 49 states and the District of Columbia during 1995-2009 as reported by the North American Association of Central Cancer Registries (NAACCR), representing about 98% of the US population. Estimated deaths are based on US mortality data during 1995-2009, National Center for Health Statistics, Centers for Disease Control and Prevention.

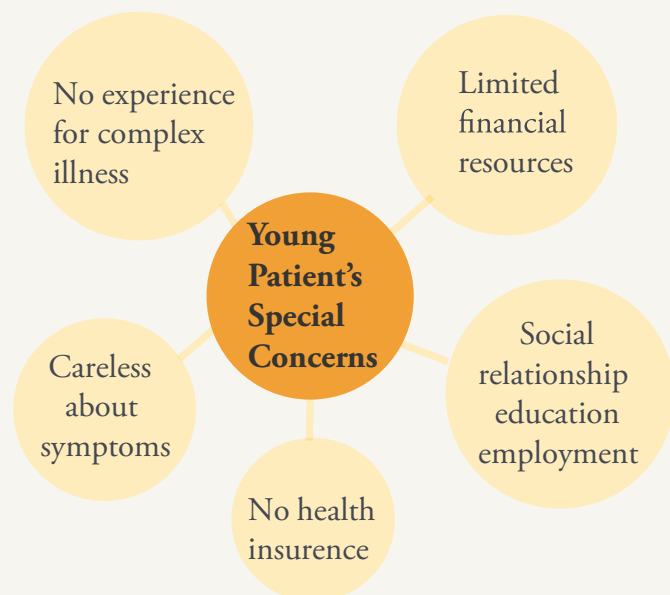
## AYAs Adolescent and Young Adult cancer patients

There are nearly **72,000** AYAs are diagnosed with cancer each year.

### Top 10 cancers occur to young adults

Brain tumors	Lymphoma
Breast cancer	Melanoma
Cervical cancer	Ovarian cancer
Colorectal	Soft tissue sarcoma
Leukemia	Thyroid cancer

### Ayas have different concerns from other group



### Ways to Find Help and Support to improve life quality



#### Talking with family and friends

Families and friends are the best supporters



#### Talking with other young adults with cancer

Share fears and concerns



#### Connecting online

Join online support group and update your progress



#### Finding professional help

Talk to a counselor social worker or therapist



#### Writing about the experience

Writing the journey with cancer can help process



## My Cancer Manager

### Pros

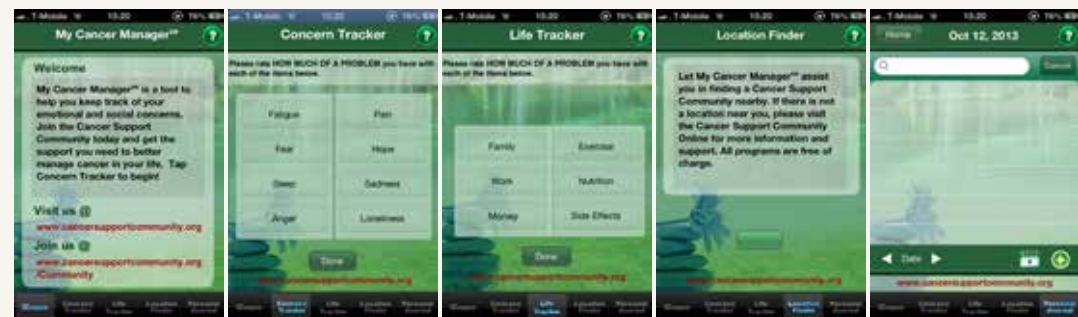
My Cancer Manager is an application helps users manage the stress of cancer. It empowers people living with cancer to rate and track concerns over time and report progress to their health care team. Users can also write their personal journal to record thoughts and questions. With the location finder, users can also find a nearby cancer support community and be connected with other patients.

### Cons

After recording users' concerns, there's very limited choices for users to manage their problem. To some extent, it's just a digital track sheet.

Personal journey part is very hard to navigate. It can be hard to find a former journey.

Old style design and the dark green make this app seem dull and passive.







### REX Cancer Care

#### Pros

Released by Rex Cancer Center, this application help patients connect to their care team and manage their treatment.

Rex Cancer Care is one piece of the comprehensive care be offered at Rex Cancer Center. It gives users the ease of tracking your treatment, managing care team, and keeping patients connected and entertained throughout the journey.

#### Cons

There are only three options for patients to choose to evaluate their feeling. Which is definitely not specific and accurate.

For the diagnosis part, more options should been provided to patients, such as cancer type, stage, what kind of test have the patient done and what treatment have been used after the diagnosis. It's very valuable to the patient's care team member. If the patient





### REX Cancer Care

#### Pros

From the American Society of Clinical Oncology (ASCO).

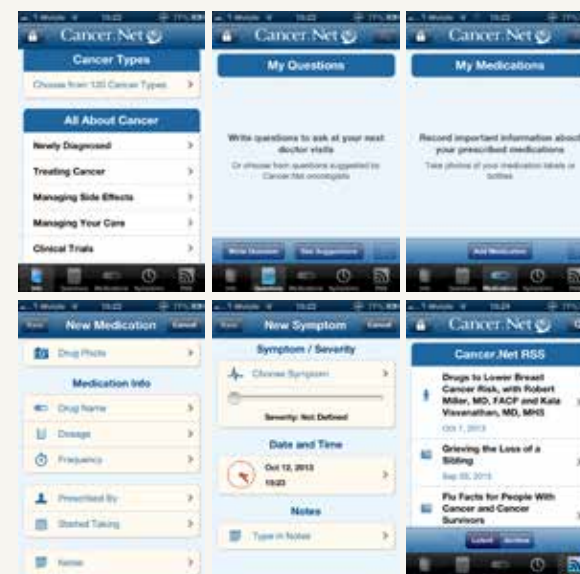
Accurate oncologist-approved cancer information from Cancer.Net, with tools to help plan and manage cancer treatment care.

Cancer.Net provide accurate cancer information such as cancer types, treatment and how to manage side-effects. An interactive tool have been provided to patients to ask doctor questions online. More specific information are provided in the medication part.

#### Cons

Although patients can track their symptoms, they still do not have other choice to deal with their symptom, such as send to their care team, generate an infographic if their symptom is serious.

Cancer.Net care more about patients' physical concerns, but pay very little attention to their mental condition (such as sad, fear, anxiety or sleepless), which is also crucial in the recovery stage.





### **REX Cancer Care**

#### **Pros**

This section of the American Cancer Society's Web site comprises personal stories from cancer survivors that are published in an effort to share resources and offer hope and strength to others.

There are discussion groups on virtually every type of cancer as well as on issues such as emotional support and cancer in the workplace. Patients can post messages to the network's discussion boards and participate in chat groups.

Patients can create their own web spaces, and populate it with favorite "expressions", including poems, photos, audio/video, and blog entries

#### **Cons**

Only accessible with desk top.

Too many people talk together in the discussion group, which make it hard to keep a long term connection with someone else.

The discussion boards are a public forum, which means open to the public (i.e. non-CSN members)

and the content can be found via internet search engines. Members are strongly advised not to share their personal identifiers such as real names, email address, telephone, street address, etc. can be used to identify them and link them to the content they provide.

Some survivors don't really want to talk about their past experience, they would try to forget that memory and try to stay away from the word "cancer" as far as possible. So they unlikely to join the chat group initiatives.

# Thesis Project Proposal

## Competitive Analysis





### **REX Cancer Care**

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## Competitors Matrix

	Patient Connect	How do I feel today	Concern Tracker	(Find) Support Community	Personal Journal	Cancer Information	Personal Medication
 Cancer.Net			++				+
 Rex Cancer Care	+	+	++				
 My Cancer Manager		++		+	+		
 Cancer Survivor Network	+			+	+	+	



## **Stupid Cancer**

i'm too young for this!

Young adults, a largely unknown group in the war on cancer, account for 72,000 new diagnosis each year. That's one every eight minutes. It's also seven times more than all pediatric cancers combined. This is not OK!

Stupid Cancer is a non-profit organization that empowers young adults affected by cancer through innovative and award-winning programs and services. Their mission is to empower young adults affected by cancer by: building community, improving quality of life, providing meaningful survivorship. Their vision is no survivor alone.





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When developing my personas, I strived to base on real people whose lives have been touched by cancer. I did some interviews with them in person, I also joined the cancer survivors network to check the posts in the forum and chat with them online. The communication with them was really helpful for my project. I had a better understanding of how their lives are like and what they really want and need.

**THESE SORT OF  
DISEASES ARE  
FOUGHT FROM  
INSIDE**



**THE MIND IS  
THE BIGGEST  
WEAPON**

**THEIR LIVES HAVE  
BEEN TOUCHED BY  
CANCER  
THEY ARE TRUE HEROES**





Name: Hua Nan

Age: 23

City: Urumchi, China

Type: Lymphoma

Diagnosed date: 27th March, 2009

Diagnosed stage: II- III

*The worst has already past, and nothing can stop me to embrace my brilliant future. I hope all my friends stay well.*

## Treatment received:

Bone marrow biopsy 8 times

Lumbar puncture 4 times

Chemotherapy 18 rounds (5-7days /round)

Bone marrow collection 3 times

BMT (Bone Marrow Transplantation)

PBSCT (peripheral blood stem cell transplantation)

## Backgrounds

The most opinion I heard about Hua Nan from our friend, is that, he would not get it if he were not a super optimistic guy.

He is a boy who love football and warcraft, he was enjoying his life until been diagnosed with lymphoma in the first year of college. He have struggled with cancer during the following 4 years and been send home in 2012. He is definitely a hero, his courage and willpower help him to overcome all the pains and difficulties. He is doing well after he back home and is trying best to embrace his new life.



## Fighting history:

27th Mar, 2009 Diagnosed  
29th Mar, 2009 Received treatments in  
Xinjiang Cancer Hospital  
Apr, 2010 Took test and scan,  
results show clean  
Jun, 2010 Been diagnosed with  
second cancer  
Jun –Oct, 2010 Received Chinese treatments  
in Nantong, Jiangsu  
15th Mar, 2011 Received treatments in  
Tianjin Lymphoma Hospital  
Oct, 2011 Received PBSCT  
May, 2012 Back home



## Concerns

Feel isolation sometimes. Nan have received treatments in hospital for almost 4 years, when he back to home and talk to his friends, he found they changed. They are talking about some new online games or technology that he never heard about, this made him depressed and feels outdated.

Sometimes he just lost his temper to his families unreasonable. This made him feel so bad since he know how hurt it will be to his parents, but he can't control, he want someone professional to help him change this. He is doing much better this year, but when he chats with his friends online, he found some of them really need some courage and be more optimistic. He was there before, he know exactly how is that feel, he wants to help them.

## Needs

Connected with his patient friends, he feels easier when talk with them.

Some professional help him with his mental concerns.



Name: An Huang

Age: 39

City: Zhengzhou, China

Diagnosed date: Jun, 2013

Diagnosed stage: T3N0M0

Type: Esophageal Cancer

Treatment received:

Esophagectomy

Chemotherapy 3 rounds

(Paclitaxel)(5-7days for 1 round)

*I feel awful these days, I want my oncologist know everything about my recent situation.*

## Backgrounds

An was diagnosed with esophageal cancer in a relative early stage. The size of tumor is not optimistic, but his lymph nodes and other parts are clean.

He was trying his best to fight this disease during the past 6 months. Finally he has finished his chemo treatments and free to go home. He was prepared well with the side effects of chemo but these days he finds the side effects is almost overwhelming. He wonders if his reaction is abnormal or not, since he feels too bad. He wants his oncologist know everything about his recent situation.

## Fighting history:

20th Mar, 2013 Diagnosed

28th Mar, 2013 Received the Esophagectomy

15th May, 2013 Received Chemotherapy

1st Sep, 2012 Back home

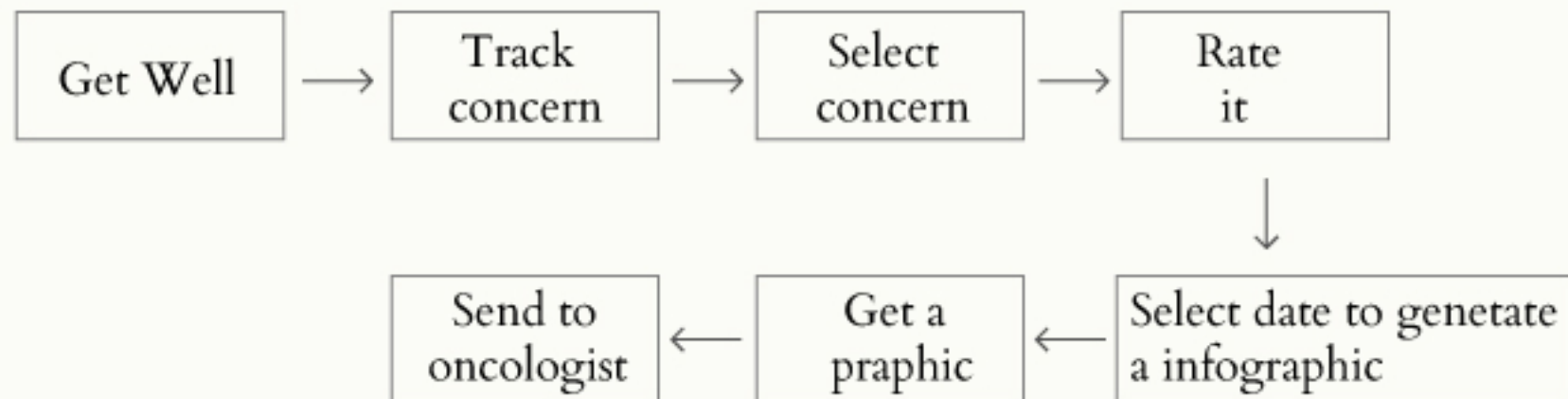


## Concerns

Except of fell dizzy, low appetite, short of breathe, An still feels fatigue and weak these days. His oncologist suggests him to try his best to take a walk everyday, but it's so hard for him to walk for only 3 minutes. He also feels sleepless almost every night, which make him feel even worse than his scar painful.

## Needs

He hopes his oncologist can know all his problems and concerns and help him overcome these problems.







Name: Emily Helck

Age: 35

City: Jersey city

Type: Breast cancer

Diagnosed date: 18th Mar, 2008

Stage: III

*Cancer is NOT always fatal. It can be survived. I am extremely grateful to be a living example of that truth.*

## Backgrounds

Emily have her 6 month check up today and she is CLEAN. It will actually be 6 years next February that she was diagnosed. But this checkup marks 5 years from the end of surgery, chemo and radiation.

Being a cancer survivor inspired Emily to become an activist and a caregiver, hoping for a cancer-free future and all her sisters can overcome their problems. She have now participated in the ACS "Making Strides Against Breast Cancer" walk for the last 5 years, and intend to be a contributor and volunteer in many other ways as long as she possibly can.

## Treatment received:

Bilateral mastectomy

Lumbar puncture 4 times

Chemotherapy 8 rounds (5-7days /round)

Radiation 7 rounds

Taken Tamoxifen for 5 years



## Fighting history:

Dec 2007: "Felt" something was wrong (pain)  
in the top left quadrant of her  
left breast

Mar 2008: Diagnosed

April 2008: Bilateral mastectomy

Jun 2008: Received chemo & radiation therapy

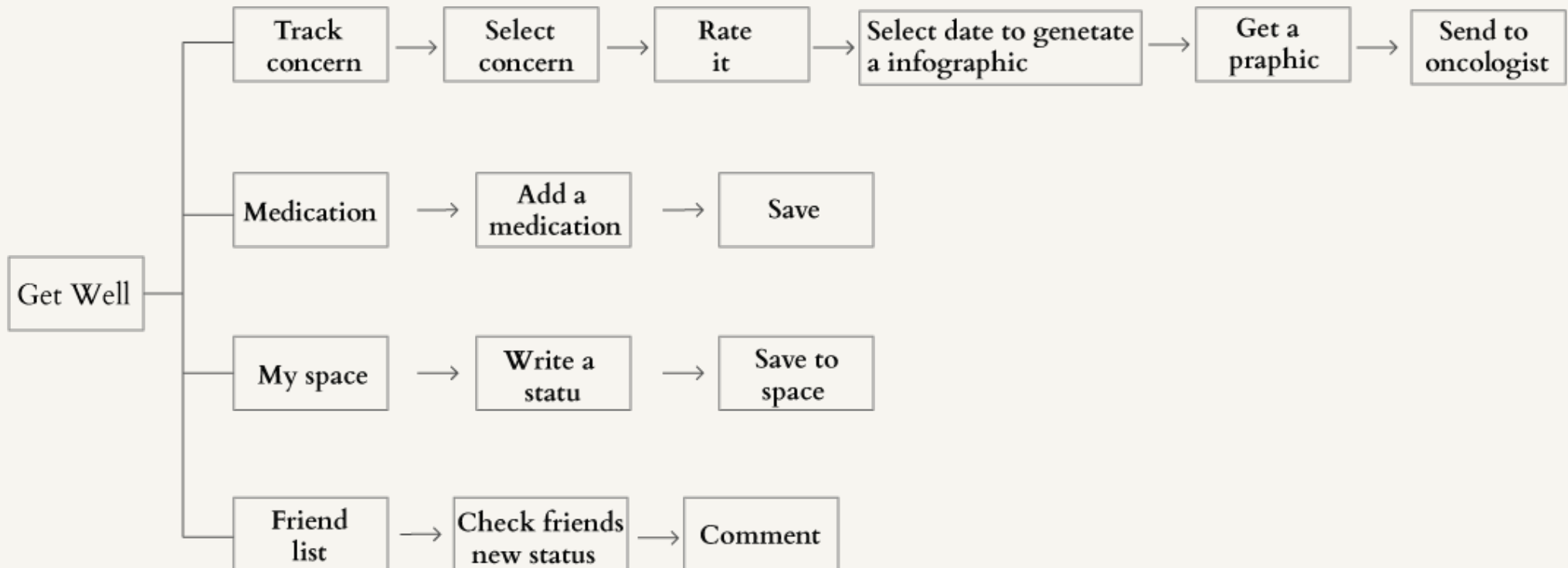
## Needs

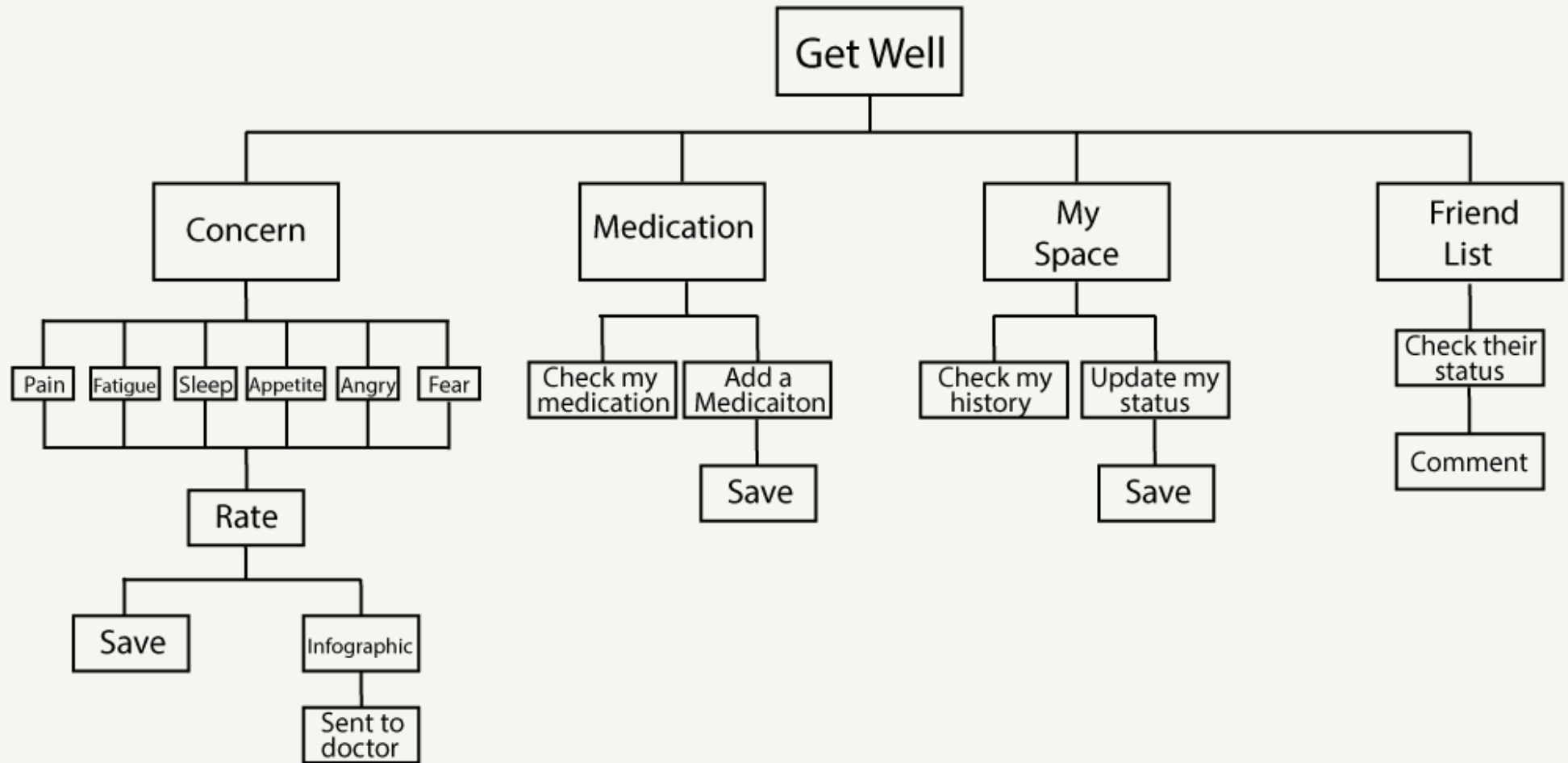
Emily wants to share her happiness and cheer up her friends.

Today is her 5 years birthday, she would like to record a short video to commemorate today and share it on her space.



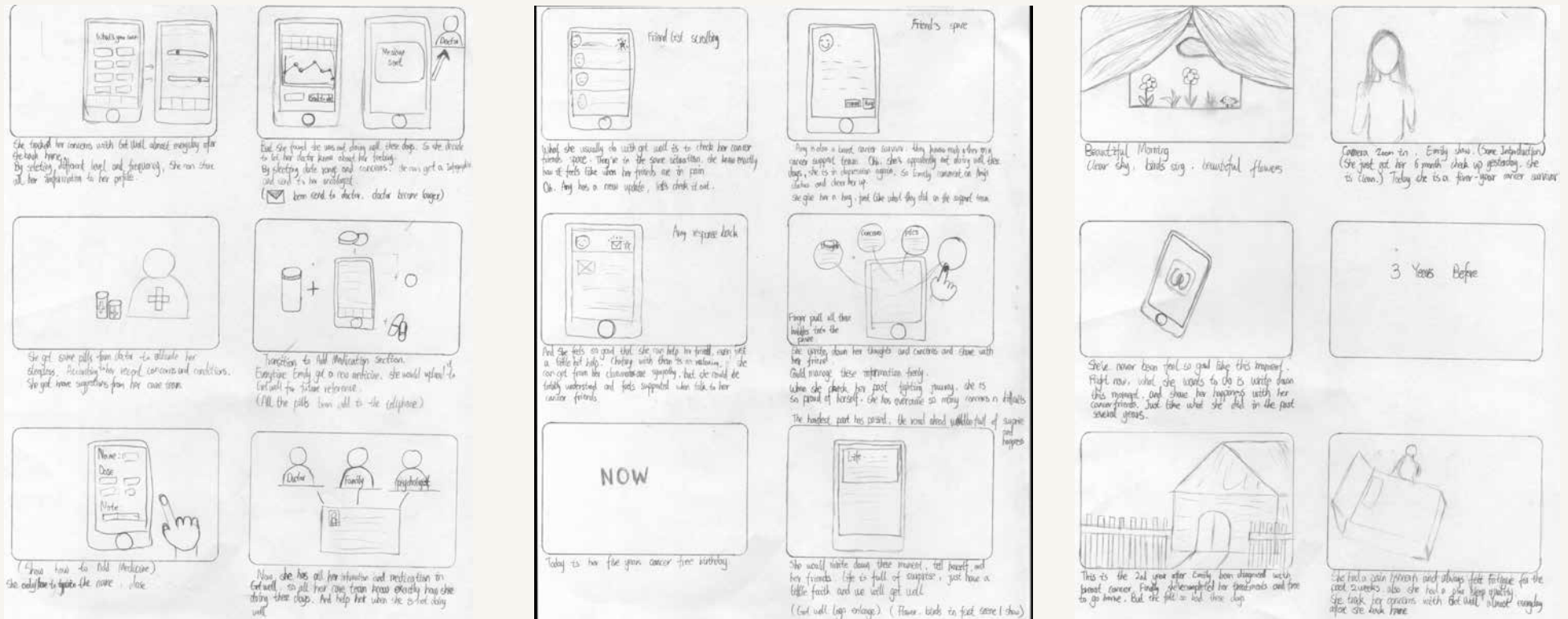






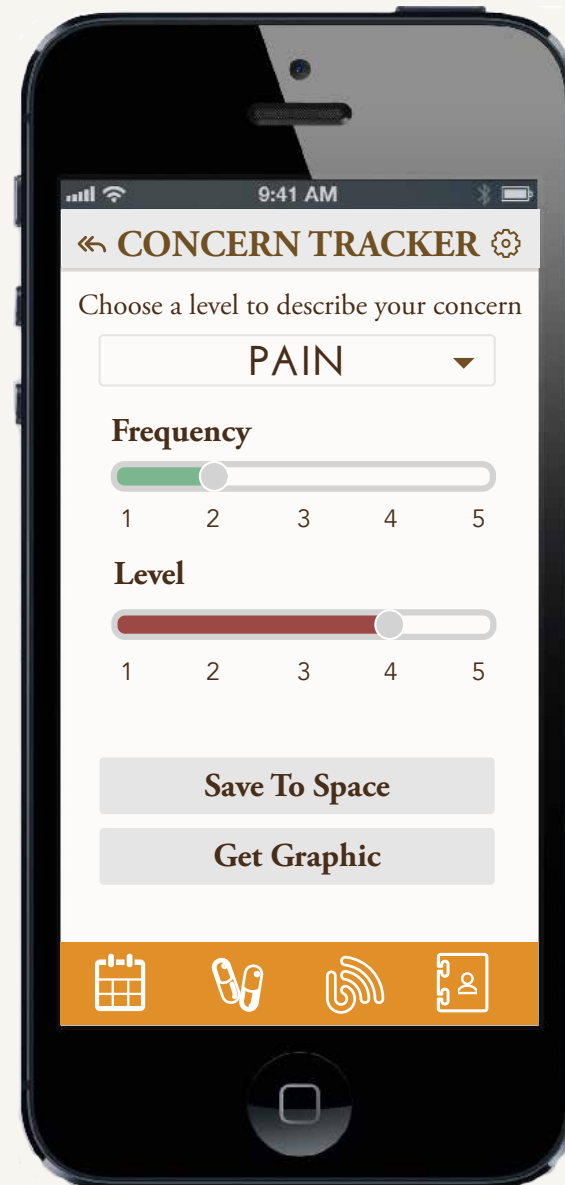
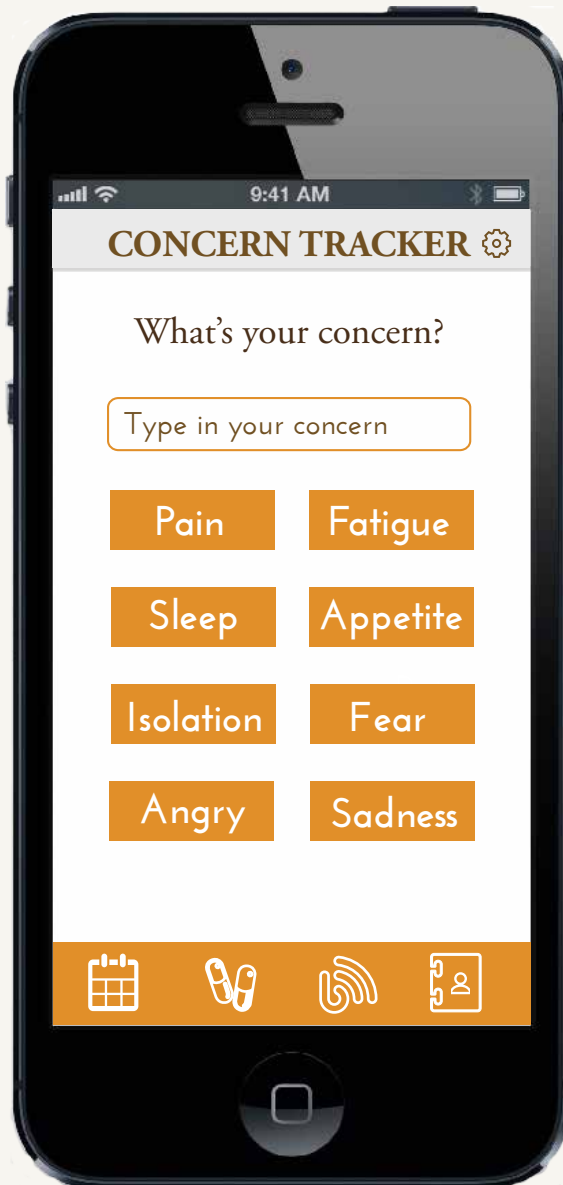
# Thesis Project Proposal

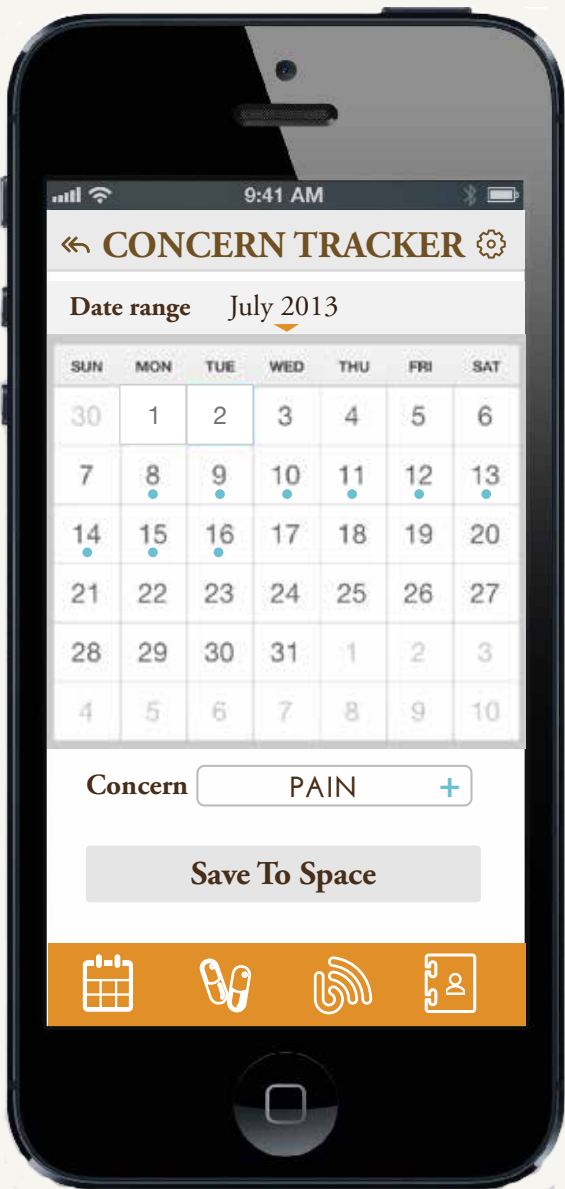
## Story Board

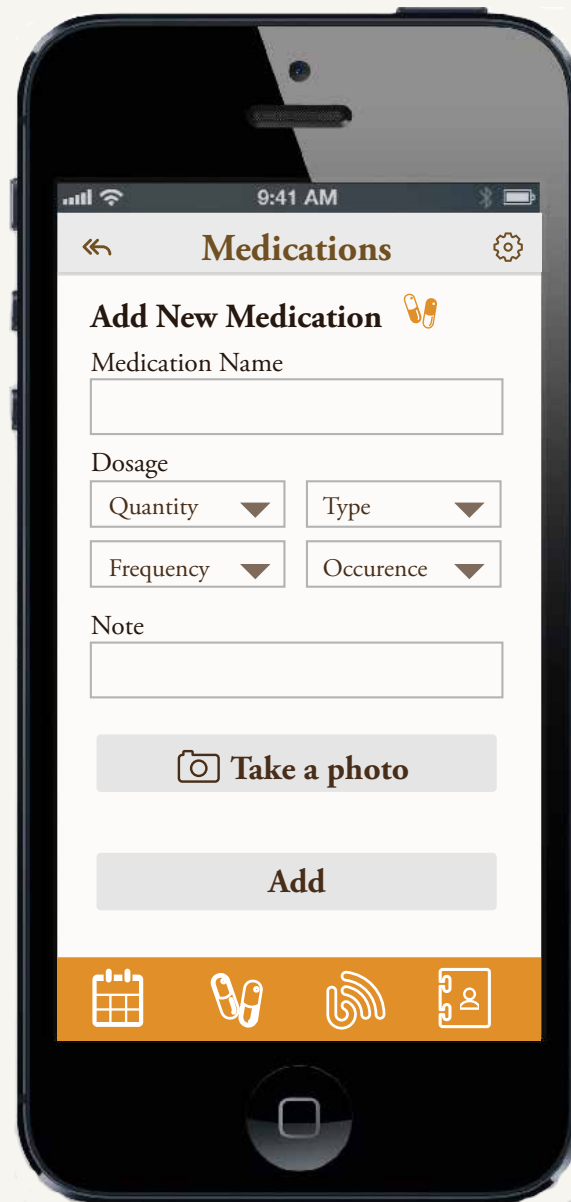




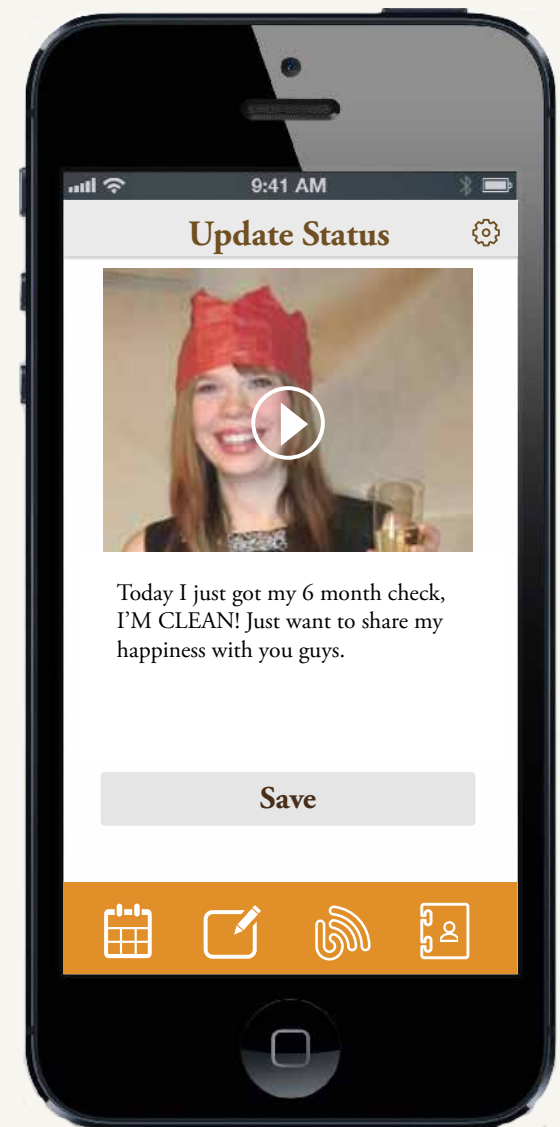
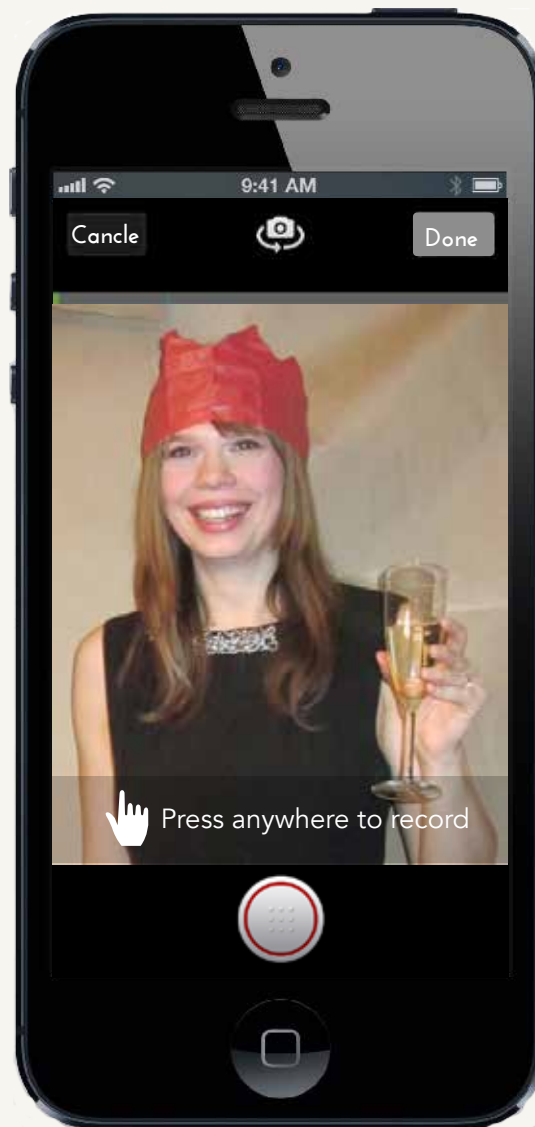
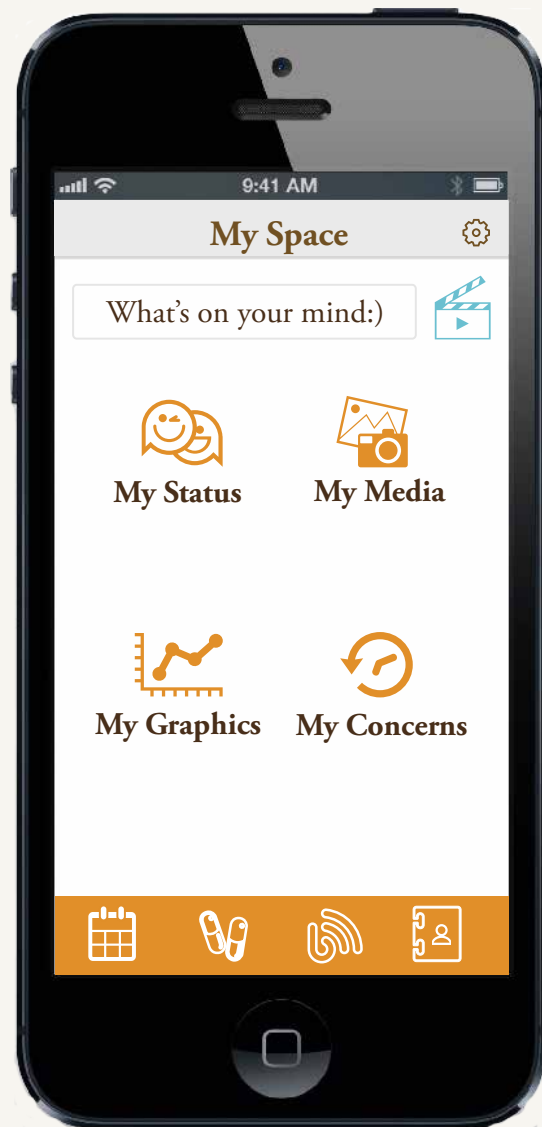


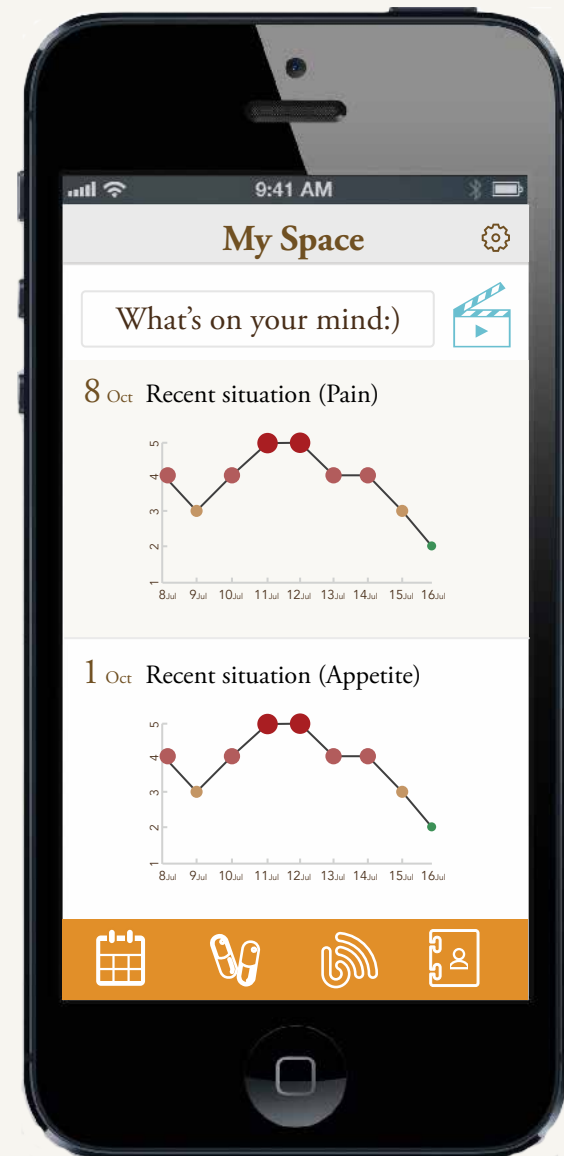
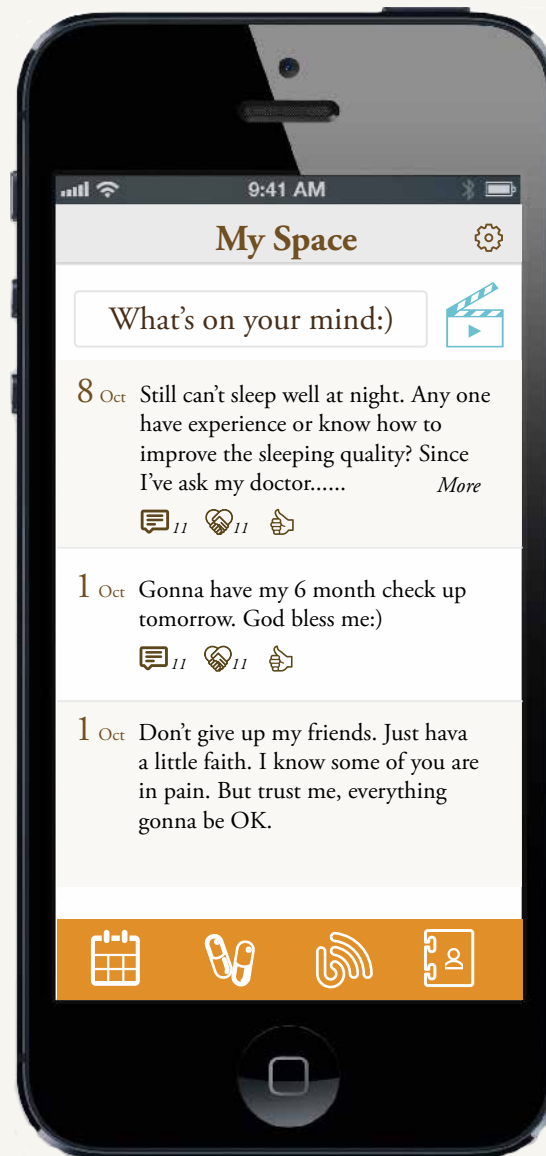


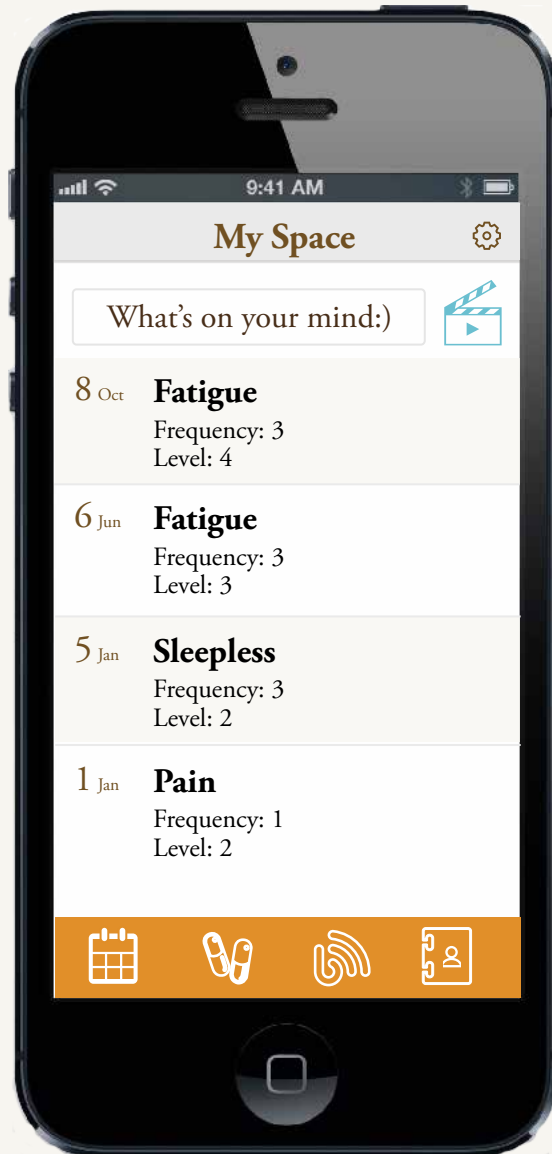














# Data Diagram

# Visual Design



Get Well  
Josefin Sans

Get Well  
Josefin Sans

# Timeline

**Gla** 20th Century Art  
History  
*Andrea Jost*

**642** Time Based Media  
*Mark Badger*

**613** Topics in Motion  
Graphic  
*Michael Ritchie*

**608** Web Technology I  
*Casey Guerrero*

## Spring 2013

**661** Interactive Graphics  
*Joseph Golike*

**617** Mobile Web  
Technology  
*David Kanter*

**643** Interactive Design &  
Concepts  
*Alexander Pineda*

## Fall 2013

## Fall 2012

**601** Inside Programming  
*Dayvid Jones*

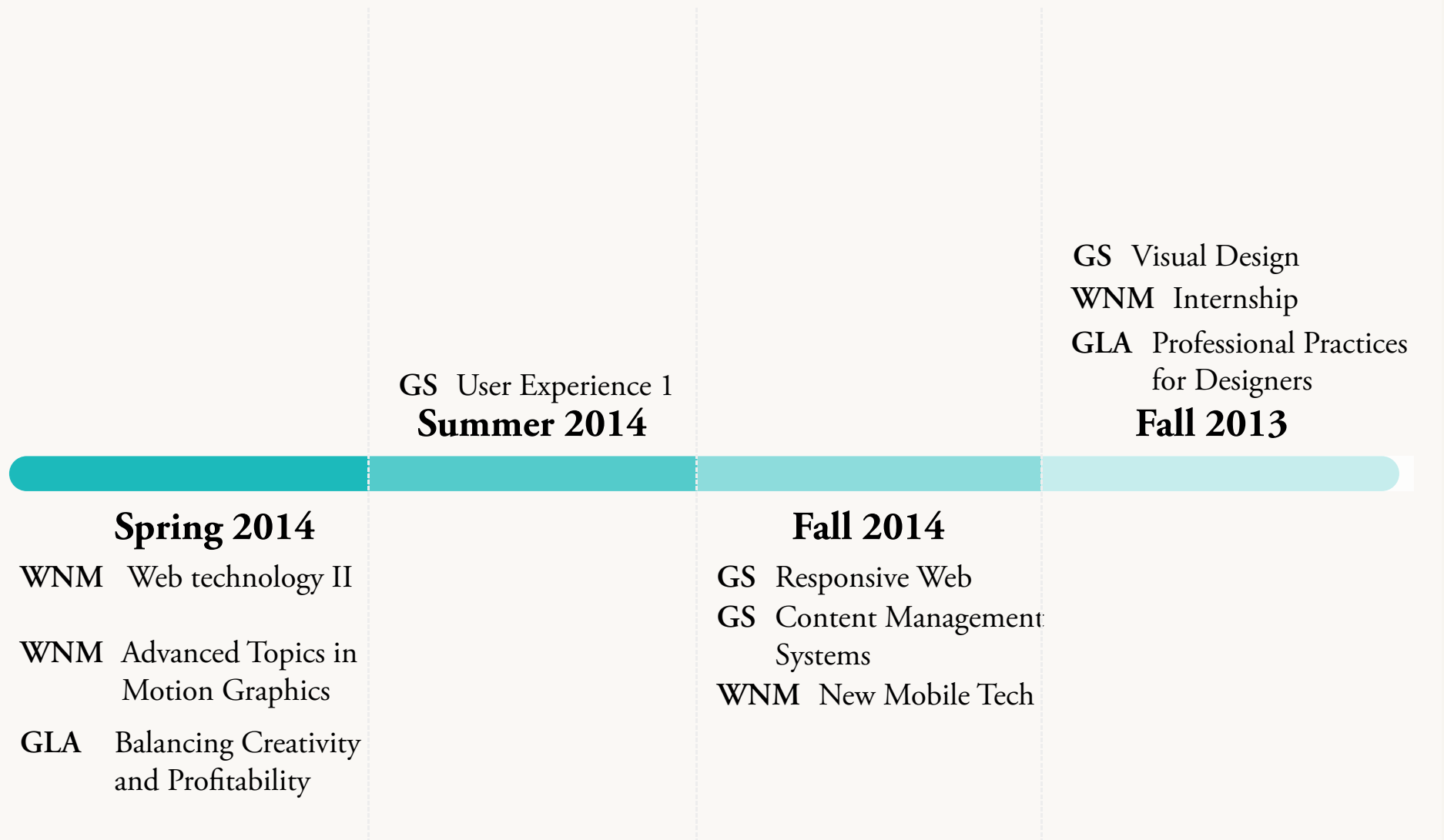
**605** Typography for  
Digital Master  
*Denise Richards*

**606** Principles of User  
Experience  
*Michael Vincent Ang*

## Summer 2013

**Gla** Cross Cultural  
Understanding  
*Anna Glaze*

# Timeline



# Bibliography

