

The Price is Your Right: A Design Challenge

Design Brief for Doctor Ease

Please address all the following questions. Each response should not exceed 250 words.

I. Description of your team's objective. 1

1. Who is your target audience (e.g. age, gender, individuals with specific conditions) and why did you choose this group?

Our focus is on targeting individuals of ages 26-28 who are on currently on private healthcare. After carrying out a survey, we noticed that most individuals in this age group are not completely confident in their current healthcare plans. A large amount of the respondents proved that their highest priority is having access to a large network of healthcare facilities to ease the process of scheduling a visit for any reason. Furthermore, individuals of ages 26-28 are more price-conscious and are more focused on finding a healthcare provider in their budget.

According to research, individuals of this age group are typically those who are either getting off a family plan with their parents or are looking for a more beneficial and cheaper option. By targeting this segment, we will be able to provide them with several options that can cater to their direct needs. The survey suggests that people within this group are more likely to use a smartphone to find their nearest healthcare facility. After analyzing our survey results, we learned that individuals above the age of 30 rely more on their computers rather than apps, and are relatively more confident in their current healthcare plans. Therefore, we did not think they would need to be included in our target segment. Moreover, individuals exceeding the age of 30 are more focused on the credibility and capabilities of the doctors rather than the cost of their healthcare providers.

2. Are you designing a mobile app or website and why?

Based on our survey results, we found that our target audience uses their mobile devices to search for healthcare more than computers. Therefore, being that mobile apps are more user-friendly than websites on mobile phones, we decided to design a mobile app that will enable the user to navigate their way to reach a point where they find a healthcare facility that best fits their needs.

3. In what situations do you think this mobile app or website would come in handy?

We intend to create an easy and simple platform for individuals of 26-28 years old searching for a cost-efficient and nearby healthcare provider. By creating this app, we intend to ease their search process and provide them with trust and comfort in the information given on the app.

II. Description of mobile app or website.

The app begins with a landing page that displays a clear sign-up icon for our new users to create a profile. After clicking on the icon, the app takes the user to a second landing page where the user can provide his name, email, and current healthcare plan. The user is then directed to the homepage where he can specify the medical requirements he is searching for, e.g an X-ray. The user is then directed to a data page where the best options for him will be presented, taking into account cost estimates and location. Lastly, the user is directed to a second data page where he can find more information regarding each hospital, including its ratings, address and directions, services, and contact information.

1. What information would a user need to input (if any) to retrieve the data that is of most interest to them?

Our users would have to provide their name, email, current healthcare insurance provider, and location. This would enable the app to create a personalized profile for each user to match them with a healthcare provider that most effectively meets their priorities and needs.

2. What pieces of information does your mobile app or website provide to help the user decide where/when/to whom to go for care? (e.g. cost per procedure, plus ability to filter data by healthcare provider, insurance provider, plan type, location, consumer ratings, accessibility, quality ratings)

a. List out the data fields that you'd pull in from the MA or NH cost datasets

- i. Locations
- ii. Cost Estimates
- iii. Service Types
- iv. Service Descriptions
- v. Organization Website
- vi. Insurance Coverage

b. List out the data elements that you'd pull in from other data sources. What are some existing sources that you could retrieve this data from?

- i. Hours of operation for each location (sourced from Google)
- ii. How to reach each location (would link to Google Maps)
- iii. Ratings for Medical Providers (sourced from Google)

3. How does this data enable users to be better healthcare consumers?

This app enables our consumers to compare various healthcare plans' costs, accessibility, and benefits and choose the one which best fits their needs. By providing a large variety of options, we hope to give the consumer a chance to explore different options before making a firm decision.

4. Why do you think your design would appeal to your target audience?

Being that millennials are encumbered with debt and value convenience and cost, our app shows a price comparison and accessibility comparison for each option of healthcare. Also, the simplistic nature of the application is useful because our target audience is new to this potentially complicated space. By making the user interface and overall user experience as simplistic as possible, we prevent our audience from becoming overwhelmed with information or any other aspects.

5. How would you make the language and design accessible to people with different levels of health and numerical literacy?

We would provide the definitions for the medical terms, including examples of symptoms in layman's terms. By providing users simple estimates of the total cost of the services they are inquiring about it can help alleviate challenges for those who struggle with numerical literacy.

III. Description of what's needed to bring your design to life.

1. How would you keep the information in your mobile app or website up-to-date?

We would source the cost and healthcare service information from the healthcare provider's websites. We would source the location from Google Maps and the hours of operation and ratings from Google. We would get the insurance information from the user and its discounts from the healthcare providers' websites.

2. What are the challenges of providing this information via a mobile app or website? What are some limitations associated with using your selected platform to deliver this information?

Limited screen space on mobile devices is a challenge as it shows fewer options at once (however, this could reduce choice complexity). Comparisons are more difficult when you can't open numerous tabs like you can on a computer.

IV. Description of your marketing strategy.

1. How would you promote your mobile app or website? Discuss some strategies that may be well-suited to your target audience. Please cite sources where appropriate.

- a. Paid Ads:
 - i. Social Media
 - 1. Post advertisements on social media platforms including Facebook, Instagram, and YouTube (social media is popular for our target market)
 - ii. Job Search Websites
 - 1. Post advertisements on job search websites to catch the attention of our target market who have recently gotten off family plans and are likely to be looking for jobs
 - iii. Provide flyers and brochures in hospitals and universities
- b. Search Engine Optimization
 - i. Using SEO tools to maximize the app's website traffic
 - ii. Keywords such as 'cheap healthcare plan' 'affordable healthcare services'