

The Price is Your Right: A Design Challenge

Design Brief

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

I. Description of your team's objective.

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

Target Audience is anyone in Massachusetts who is looking for a new doctor.

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

I am designing a website, because my idea involves a user doing multiple drill-down searches to do comparisons of different providers. This kind of activity is more well suited for desktop, and the associated information can be more easily consumed via a desktop interface

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

Lets say a user needs to get a procedure done. Before the user goes in for the procedure, they could look up the provider offering the service, and they can tell whether or not there are 1) more experienced providers for the service they are undertaking, and 2) If they are paying a fair price for the service. This information would help a user decide to go forward with the provider or choose another one who is more experienced or provides a cheaper rate.

II. Description of mobile app or website.

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

The user would need to provide the name of their provider that they are going to get their treatment from. Thats all that is necessary.

Optionally, if CPT codes were available, one could input in natural language the procedure / treatment and we would be able to determine providers that offer that service.

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

- MA: ProviderNameAnchored
- MA: CostEstimate
- MA: ServiceCode (CPT)
- MA: NumberServices

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?

The challenges with providing this information via a website is that most users in 2019 are mobile first. To that end, I would make sure my website is mobile responsive, but providing a website means risking that it will get less market traction.

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.

I would run Facebook ads in the massachusetts area for men and women aged 35+ advertising a free tool that will allow them to compare their current doctors to others in the state and determine if they are overpaying for the services they are using.