The Price is Your Right: A Design Challenge

Design Brief

Namrata Ray, Muy Lin Loh, Kyra Rieger, Amanda Coelho, and Tobias Waldau

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?

Our target market are adults who are above 25 years old with middle to lower-income, living in Massachusetts. These individuals have recently graduated from college so they are price-sensitive and are in need of another health plan or need to research healthcare costs online.

2. Information customer needs

We will provide our customer with the average price of different services and compare them to the cost of the same services at different hospitals. Also, we will provide the location of the hospitals and find ones in the customers area.

3. Research plan

We will be conducting surveys and in-depth interviews. The surveys will seek to find information regarding our target audiences' general perceptions about healthcare and what kind of features would be helpful in their search for healthcare data. In-depth interviews will be conducted by presenting the participants with two wireframe templates and asking them which one they'd prefer. We will be conducting these interviews with the goal of identifying pain points, highlighting useful features and understanding how users would navigate the website.

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

We're designing a website because it's more easily accessible compared to an app; it's more convenient to download and disseminate information via a website than it is through an app. It's also easier to compare results by switching back and forth between tabs. You can also upload data from Excel more readily from your computer as this is not a viable option from your phone.

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

A website would come in handy when you are getting ready to go to the doctor and you have time beforehand to look online to see what is the best option for them regarding healthcare. Apps would be more helpful if this was a frequent occurrence, however researching for healthcare costs does not happen very regularly and only happens if there is a need. Therefore, on the occurrence that they do need to check for costs, a website would be most useful to visualize the data.

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 input their zip-code to narrow the results down to locations that are close in proximity. The user would also have to input basic information such as type of medical professions they want to see (e.g. pediatrician, ENT specialist), type of procedure/exam required.

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?**

Our website will provide the ability to filter data by service type, zipcode and healthcare provider. We will also be providing information about average cost per procedure and the providers' locations.

   a. List out the data fields that you'd pull in from the MA cost datasets
   Provider name, taxonomy group, address, state, zip code, estimated cost, total cost, service level 1-4.
   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?
   Distance from the hospitals to the client's zip code (Google maps)
   Excel sheet of taxonomy codes and description for services provided

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

This data will provide consumers with user-friendly information about high-quality healthcare at a low price so that they are more inclined to get the medical help they need. Additionally, having simplified information about healthcare costs will enable consumers to become more aware of the options and are able to make a choice that is right for them. They are able to compare costs and be certain that they are getting the best price possible.

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

A common problem that people face when dealing with healthcare is getting through the complicated data to find what you're really looking for. Our product will be simple to read, easy to navigate and aesthetically appealing. We aim to be minimalistic because our target audience would appreciate a simple design instead of a website that is overloaded with information. Additionally, it is not overly complex to input information because one of the challenges we're addressing is the frustration that comes with filling out lengthy forms.

We will focus on making our website as intuitive as possible, by guiding the user along their search from the initial stage with the centralized search bar, to the landing page with a step-by-step form where they fill out required information to further filter the data, all the way to the search results, where they are able to clearly see the different prices at various providers, as well as a map to indicate their specific locations. Therefore, users are able to find a low cost, high quality provider for any given service within their community.

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

Customers will be able to filter out specific health needs and the website will clearly indicate what category the data is referring to. We will also be adopting a minimalistic theme so that the information is not cluttered. Additionally, the terminology will be rather simple and the numbers present in the website are going to be rather intuitive (such as the average cost).

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?**

It is the healthcare facilities' responsibility to update their costs and services on a regular basis, which will be reflected on our website when these changes are reviewed. We are striving to make the information visible on a dynamic spreadsheet, such as Google Sheets, and embed that onto our website so that the data can always be up-to-date.

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?**

One of the limitations that are associated with using a website is that it's not as convenient as an app. An app could save all your data so you don't have to type it in again while you would need to make an account on a website to save your information. Therefore, an app would be great for on-the-go searching. Also, if someone doesn't have an internet connection they won't be able to use our website.

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.**

We think the best way to promote our website is by putting ads on the sides of buses and subways in boston. this way people living in massachusetts will be exposed to seeing these ads as they commute or are just traveling around boston and the rest of the state. Also have posters up in hospitals advertising our website. In addition to physical ads we would want to have ads on Youtube because they are cheaper than television ads but we think they will be just as effective. We want our ads to be based around the idea that people are overpaying for healthcare to grab people's attention and want to use our website to compare prices.