<u>Design Brief- Team Bollywood</u>

I Description of your team's objective

Who is our target audience?
Our target audience is the population of Massachusetts that are living below the average level of income. We want to provide aid and assistance to people who are struggling and unaware of how to find a healthcare provider suitable for their individual needs and provide them with the best value option.

https://datausa.io/profile/geo/massachusetts##targetText=Median%20household%20income%20in%20Massachusetts,of%20females%2C%20which%20is%20%2465%2C619.

$77,385 - Massachusetts
https://datausa.io/profile/geo/new-hampshire
$73,381 - New Hampshire

Are you designing a mobile app or a website and why?
We are designing a website because we believe more people have access to a computer than a smartphone. Also, it is not easy to get people to download an app, and many prefer online platforms than downloading apps. People are also more likely to be exposed to a computer that are found in libraries or other public spaces. Additionally, elderly people are more familiar with a platform on the internet than with a smartphone. Another reason we decided to go forward with a website is because it would widen our customer base by allowing more people to access the site. Low-income people might not own (or afford) a smartphone in order to access a healthcare provider. Since we are aiming to make this tool extremely accessible for anybody under the mean wage of the country, this could range from elderly people to youngsters. We also have to take into account the important concept of the digital divide. The digital divide refers to the concept of the disparity between those that are in higher socio-economic situations with those who are not. This concept in particular refers my to the ready access and education with regards to computers and the internet. We can infer from our primary as well as secondary research that our target user isn't very proficient with using computers and thus we want to make the process as straightforward and easy it can be.

In what situations do you think this mobile app or website would come in handy?
Financially-sensible households who might have young children and are unsure where to get a suitable healthcare provider, and want more information about their preferred service. These people can find the best price-quality ratio that fits them best. They can compare the wide range in prices and analyse customer reviews of different healthcare providers based in close proximity.

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?

When new users would arrive at our homepage, they would be presented with a brief description of the website and would have a button to "Search for healthcare providers". Upon clicking on this button, they would be navigated to another page where they would be asked to sign-up/sign-in to the website. While signing up, new users would provide information such as their names, address, health insurance providers and plan details and medical problems if any. Once we have this information about a user, we can create a profile for them. After this, any time a user wants to access data from out website, they would just need to input their medical problem in the search bar and the website would suggest medical service providers based on location, cost and other factors, based on the user's medical difficulty.The first piece of information that one enters on the home page is on the 'Find' bar. This can be any key words that the user wants to enter and the algorithm will use this as a filter. Keeping in mind that the user would not be well educated in the medical field, this search bar will take into account leigh men terms such 'nose job' instead of 'rhinoplasty' to make it easier for people to search. They also need to input the location in which they are searching for and this will give them all the search results.

2.) What pieces of your mobile app or website 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 provide, plan type, location consumer ratings, accessibility, quality ratings)

Data fields we used from the Massachusetts dataset - Provider name, Provider taxonomy group, Provider Address, State , Zip, Cost Estimate, Number Services, Service Type_ Level 1/2/3/4, Service Description.

Data fields we used from the New Hampshire dataset - Procedure Name, Short Description, Category Name, Med Allow, Price Precision, Patient Complexity, Payer, Provider Name, Address, City, State, Zip, URL.

3.) How does this data enable users to be better healthcare consumers?
The consumers will be more aware of the available options and make a well-informed decision and be able to choose the best option at the lowest price, which can prevent them from getting themselves into a financial crisis as healthcare costs are extremely high, especially in the US. Another benefit of this type of transparency of information, will be the fact that users would not have to search around and waste their time on consolations of different doctors offices only to realise it is out of their budget or does not meet their needs. This will make it easy for people to understand reviews and pricing of

different institutions in a click of a button. The hope for this platform is that the information literacy will make it so people are more likely to go to the doctors they have scoped out as they are aware of the pricing and the whole process is not as daunting.

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

The design of our website is simple and it is easy to navigate through it. We have used the source factor of capacity to gain our user's attention by keeping things simple so users have ease when using our website and retain the knowledge about how to use it the next time. Even for users with low technical knowledge, it would be easy to obtain information about the best healthcare providers.

Another reason that this may appeal to the audience is that the reviews and information are crowd sourced and people can feel like it is a more accurate representation of what one should actually expect.

5.) How would you make the language and design accessible to people with different levels of health and numerical literacy?
The data would be tabulated in a very easy to understand manner, that would be understood by anyone who is at the most basic level of education. We want to be user-friendly. If the information is not understood by anyone, there would also be a FAQ page that would clear any doubts that our users would have. In addition to this there would be an option to chat with an agent who could further answer any questions.

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 constantly be updating our data sources through more research and also other sources that would be available. Another way to keep the information on our website accurate and updated would be to ask users to rate their experiences at a given healthcare provider and also give an estimate of how much the entire medical procedure cost them.

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 user may misinterpret the data and not choose the wrong option for themselves. Also, they may want to directly contact a healthcare provider for more clarity. Another reason is that the health service they may require might not be listed.

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 - unaiza n vidit

- Partner with non-profit healthcare organizations so they can reference the website to their members, and pass on pamphlets to them for more information
- Partner with health care providers / hospitals to gain permission to set up an information counter that is handled by a person who can explain what the website is and how it works (face-to-face communication -source factors: vividness and sensory proximity)
- Sponsored ads via instagram, Google and Facebook