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?
        Our target market would be Generation Z individuals aged 18-24 in Massachusetts. We plan on targeting all genders, as we want to be inclusive with our healthcare service tool. MA has high levels of college graduates, young working professionals, etc. who get off their parents' plan for the first time and have to navigate healthcare alone. This is also a relevant market as well because they're tech savvy and a large consumer group.

2. Are you designing a mobile app or website and why?
        An app is more beneficial to our target market. Generation Z are tech-savvy, and will prefer to use an app over a website because it is more convenient. Apps allow notifications and instant online and offline access, providing important healthcare information easily and quickly, allowing consumers to stay updated 24/7.

3. In what situations do you think this mobile app or website would come in handy?
        As students start to get off their parents' healthcare and have to take care of their own medical needs, proper information on the different healthcare providers is necessary. Often times because they rely so heavily on their parents to take care of these matters, students do not know where to get treated, how insurance works, and what places will provide them with proper care. This app will be a great way to make such seemingly confusing information much clearer in a platform and design that they are more familiar with. This healthcare service tool will allow them to find out the best places to go based on the specific service they may need, with consideration of factors such as price, coverage, location, and consumer ratings. For example, if a student needed to see a physical therapist, they can use the app to filter out options using the factors mentioned and easily compare choices. Because all of these important factors are displayed at the forefront of the search, it allows for transparency and alleviates the decision making process. Many students also go to the health clinic that is on campus; however, these clinics are often on a first come first serve basis resulting in long wait times upwards of two hours. People usually deal with the wait time because they do not know other alternatives. This app will allow for more efficient ways in finding these alternatives without the guesswork.

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?
        As the app is intended to be simple and user-friendly, the only upfront information necessary is: sought out service, location, and price range. Afterwards, these filters will push the user into a page that offers specific types of care they can choose from. Finally, they will be able to see the differing costs of local healthcare services and easily find healthcare providers unique to their existing 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

Our data fields pulled from the MA cost datasets include price, location, and service functions. Landing Page 1 of the wireframe demonstrates how we show different types of Physical Therapy (such as a therapeutic massage to 1 or more areas). Specifically, we used the datasets to find total cost, the address, and the zip code. The home page also has different types of care that consumers can filter through (such as blood work, urgent care, etc.).

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?

Other data sources such as Healthcare Bluebook was used to determine the UI of our app. However, because Healthcare Bluebook was lacking the information necessary to make pricing transparent, we addressed these issues. Additionally, the website and app both provide information on types of services, which we used to determine which filters would be necessary from consumers. We also used Guroo.com to analyze how other healthcare service tools were approaching price transparency, however, we found faults that we aimed to solve in our app. For data sets, we analyzed Northeastern University's Student Health Plan under Blue Cross Blue Shield, looking at BCBS's summary of benefits. We wanted to analyze what current Gen Z-ers might be receiving in terms of healthcare coverage and price.

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

This data allows consumers to be informed consumers by having the power to do extensive research before going in for a consultation or any other medical visit. Unfortunately, the healthcare industry lacks transparency of prices, which hurts consumers with difficult financial circumstances.

Our app aims to be used as a "shopping" tool for healthcare. For example, Generation Z often uses the food service rating app, Yelp, where you can filter by factors such as location, price, etc. Our app uses the same model by allowing consumers to filter by location, price, ratings, and service type. This was created after conducting interviews with different Generation Z college students in the Massachusetts area. Many mentioned the necessity for price, location, consumer ratings, and service variety. Thus, by providing different options we aim to create better consumers. Consumers who are informed will be able to make their own decisions regarding their health, and put these matters into their hands' rather than the healthcare companies'.

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

As our target audience is primarily composed of young, educated, and tech-savvy members of Generation Z, we believe our simple and clean mobile interface will be well received. According to our interviews, college students tend to lead fast paced and busy lives, and frequently have little patience and the time to sit down and research healthcare sources. A click through Google, a fast scroll past Instagram's discover feed is all the time students seem to have these days. We designed our user experience based on simplistic and efficient app models like those of Yelp and Uber. With streamlined options and filters, our young target audience

should have a fast and informative user experience that helps them find useful information in regards to their healthcare services search.

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

As our survey results and interviews responses indicate that young adults find research regarding healthcare services very confusing and difficult, we wanted to design our interface with helpful symbols and filters. Through our research we found that many healthcare tools provide an overwhelming amount of information and text that made it difficult for users to navigate their sites and to effectively search for their needs. As a result, in our app we begin with a simple homepage that guides users into a page where they can easily filter their general search terms. By using a marker symbol to represent location, dollar signs for price, and an eyeglass for our search bar, we communicate through simple images to our audience the three items they need to filter. Additionally, we provide category symbols like teeth for dental or an eye for eye-care for easy to understand and simple access to commonly searched health services. As our tool goes more in depth, we continue our pattern of minimal text and on our final landing page we offer images of the final selected healthcare service, its contact information, and general price range. All information is concise and our filtering feature will hopefully lead our users to their answers.

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?

As Freedman currently has an ongoing database of Massachusetts Health Care service providers we hope to continually update the app with any newly identified providers. We hope through frequent app updates, our clients will be able to always have access to our latest information regarding healthcare providers.

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?

Because our tool is designed to be delivered through a mobile app, the main limitation is that you can only access it while on a phone. Thus, we may be losing out on a portion of our target demographic if they do not have a smartphone. However, one of the primary reasons we chose our target demographic and our platform is because they tend to be the most tech savvy and roughly 95% of those own a smartphone (Watson 2018). Another limitation is that our current wireframe is designed for iOS, which means those who have an Android will not be able to use the app until it is optimized for their operating system, which can be created later in the timeline.

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.

Since our service tool is a mobile app, the best way to reach our audience is most likely through social media. Williams stated that 54% of Gen Z prefers social media as the top influence channel, ahead of websites (Williams 2019). Utilizing ads on platforms such as Instagram, Facebook, and Twitter will allow the most coverage, especially since 35% of Gen Z uses their phone for 5 - 9 hours a day and 26% use them for 10+ hours a day (Watson 2018). We can also use campus ambassadors since we are trying to target mainly college students.

Ambassadors will appeal to the target audience as they are similar to them and more relatable as opposed to traditional salesmen. Going along with this technique, we could let health related clubs at universities know about the app and have them spread the message among their members. A final method of promoting the app will be advertising through the health clinics on campuses. Experiences at these on campus health clinics are not always the best, but despite this students go because it is the only option they know. These are the type of students we want to especially target and educate.

Sources

Watson, H. (2018, September 12). How Obsessed is Gen Z with Mobile Technology? Retrieved from https://genhq.com/how-obsessed-is-gen-z-with-mobile-technology/

Williams, R. (2019, July 25). Study: Gen Z prefers social media as top influence channel. Retrieved November 07, 2019, from https://www.marketingdive.com/news/study-gen-z-prefers-social-media-as-top-influence-channel/559487/