

# 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?

We target college students in Massachusetts, mainly those in the age range of 18 to 22. We chose this group as our target audience because as college students ourselves, we know the specific needs of students and what the difficulties are in understanding and accessing healthcare in the United States. Based on our healthcare survey, 61.1% of college students lack the knowledge of what the process of getting a healthcare is like. Many students are restrained from going to a doctors office because they don't know how much it would cost or they're not sure where to go. We are also aware that since Massachusetts is one of the states with countless universities and colleges, our service would not only have enough demands but also have potential consistent growth with respect to the size of such segmentation.

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

With more than 300 million people in the United States today that have access to the internet, our team has decided to present our ideas in the form of a website. We believe that a website can provide better organization of complex information, and that it is more accessible and affordable. Downloading an app may require making an account and providing credit or debit card information, which is something not everyone may have. Also, not everyone may own a phone to use the app. A website, on the other hand, is more open because it can be accessed through any phone or a computer. Even if one does not own a computer, one can access a computer at a local library.

[\(300 million internet access\)](#)

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

Our website would be useful for college students looking for suitable healthcare services or generally interested in healthcare information. The website we are designing contains various information such as healthcare costs, healthcare facility locations, quality of services, and the types of treatments available for different services.

### 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?

Different types of information users would need to input include desired cost range, location, their insurance, and the type of service they wish to get. After inserting these information and using our filter system, users will be able to retrieve the information they wish to get. Filtering by cost range is likely to be the function used the most because it's the most complex information to find on search engines since it depends on the individual's location and desired quality of service. Furthermore, the majority of the population is concerned about service costs and prioritizes this over many other criteria. To get this cost range, it is important that users input the insurance they may have. Searching by location can be helpful if the user is trying to find a hospital closest to him or her. In order to get any information out of this website, users will, of course, need to put in the type of service they wish to get.

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?

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

Provider name and location such as ZIP code and state information will certainly be selected from the data fields. The types of services available, service description, and cost estimates for both out of pocket costs and total costs will also be collected. From the cost datasets, we plan to develop a cost comparison feature that automatically compares the different costs for the options the users are given based on their desired elements. Doing so will provide recommendations and visualization charts that will make it easy for users to get a better insight of what their choices are.

- 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?

One of the most important data we will need will be the insurance provider information. We will also need to know the prices under various insurance plans because costs will vary for users depending on their insurance plan types. This process may take up time, but the information accumulated will be a great asset because it will allow the essential feature of showing possible choices of receiving a healthcare service with reduced cost - one of the greatest concerns for college students seeking medical service. Followed by insurance plan types, we must also collect information about whether the insurance will be accepted by the healthcare providers by checking with each institutions, facilities, and organizations. Our website also wish to provide hours of operation for each healthcare institutions or facilities, and thus need to retrieve related information from provider website.

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

The data will provide various medical service types, provider locations, and the different prices of the desired health service based on the user's insurance. Users can

then utilize this data to appropriately select the provider and service that best fulfill their preferences. The users hereby can get proper health service in a timely manner and at a rational cost.

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

Our design would appeal to our target audience because of how easy it will be to use our website due to its simplicity. As we have chosen to use a filter system, all one needs to do is select the desired attributes that apply to him or her. With this simple design, the users will only get the information that applies to them, with no extra data not relevant to them.

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

The design for our website will be moderately decorated with three main color themes to make the website more focused on information provided rather than aesthetic appeal. The appropriate use and emphasis of colors, fonts, and other visual aids such as pictures, diagrams, charts, animations and more will underscore crucial information that the users must know, and present other additional information in a simple, straight-forward manner. The format for information provided will always include brief background description related, and will be in an accurate and concise style for receivers of any level of knowledge to understand clearly. Furthermore, extensive use of jargon and professional terminologies will be restricted and will always be followed by short explanations when used. The overall language and tone will be neither strictly professional nor completely colloquial, but rather friendly yet informative. Users will be led through a step-by-step process on our website with filter features to easily select wanted options. Design plans listed above is to better serve the users: to draw attention to crucial information and put less importance to unnecessary information, to reduce time for the user to understand, to reduce complexity, to eventually to be rapidly accepted among the population.

### 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?

Physicians/healthcare institutions would be able to request update of latest information, and team members could update additional information obtained from professionals. Users could easily contact with experts via physicians' contact information, phone number and email address, shown below corresponding healthcare service web page.

- Website
  - Let doctors can request update of their info every time.
    - Write phone number at the bottom
    - Write email at the bottom

- Get help from others
  - Use team members to update information which is requested by doctors.
- 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?

Websites are mainly for usage through computers and laptops, so relative portability is lower than that of mobile apps. Also, marketing through word of mouth is one of the most effective ways of spreading recognition and attracting consumers, but while recommendation for mobile apps can happen readily through such method ubiquitously, website may seem more complicated and immobile and thus limit effective marketing. Moreover, although website can be more organized, but it can also be bombardment of information to users and can overwhelm them if information is not presented nicely. Therefore, the challenge is in how the website is organized and presented.

#### 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.

McKIS would further build micro marketing programs to meet the needs and wants of college students in the age range of 18 to 22. Since college students are highly exposed to the internet platform, McKIS would initially focus on internet marketing. According to our survey, 43.1% of the responses from age 18 to 22 have found information about health service providers through internet browsing. Such data further validate how internet marketing would be an effective marketing strategy specific to college students. McKIS would mainly utilize social media and blog to advertise our website. Social media which college students generally use such as facebook and instagram are main marketing strategies. We will make an advertising video and promote our website through facebook page for Korean foreign students and by posting on instagram. Also, McKIS would upload an informational editorials that delineates the importance of finding the right healthcare program and prices throughout numerous online publishing platforms such as Medium. To further customize the marketing strategy for the college students, McKIS would create a school flyer that can be particularly exposed to college students.