# **CareConnect: PARTICIPANT ACTION PLAN**

**I. What groups of people will you gather data from? (Characteristics). Explain what makes these people representative of the intended users of your technology**

1. Age Groups:

- Young Adults (18-30): This group represents tech-savvy users who may primarily use smartphones and digital tools for healthcare needs. They often seek convenience and speed in appointment booking.

- Middle-Aged Adults (31-50): This demographic includes individuals managing family health needs, making appointments for themselves and dependents. They are likely to value a user-friendly interface and comprehensive provider information.

- Seniors (51+): Older adults often have specific healthcare requirements and may need an intuitive and accessible interface. They may represent patients with chronic conditions or complex healthcare needs.

2. Healthcare Needs:

- Routine Health: Users who book appointments for regular check-ups and preventive care. They represent patients who want quick and easy access to their primary care providers.

- Chronic Illness Management: Individuals with chronic conditions who require frequent medical appointments. These users need efficient appointment scheduling and may prioritize specialist availability.

- Urgent or Emergency Care: Patients seeking immediate medical attention represent a group that values timely booking and requires emergency contact information.

3. Tech Proficiency:

- Tech Enthusiasts: Individuals comfortable with technology who use apps for various purposes. They can assess the app's usability for those who embrace digital tools.

- Tech Novices: Users less familiar with technology who may require an intuitive and straightforward interface. Their experience can highlight the app's accessibility for less tech-savvy individuals.

**II. How will you access such users? (colleagues, friends, strangers, students, etc.)**

1. Online Surveys and Questionnaires:

- Use online survey platforms to distribute surveys and questionnaires to a broad audience.

- Include questions to identify potential participants based on demographics, health conditions, and technology usage.

2. Social Media and Online Communities:

- Utilize social media platforms such as Facebook, Twitter, and LinkedIn to share recruitment announcements.

3. Family Networks:

- Tap into personal and professional networks to reach a wider pool of potential participants.

4. In-Person Outreach:

- Conduct in-person outreach by attending local community meetings, support groups, or healthcare-related events.

**III. Do you plan to conduct UX research and testing sessions in-person or remotely? What testing tools will you use? (if known)**

- We feel a hybrid approach may be suitable. This involves a combination of in-person and remote sessions to gather a range of insights.

- We want to conduct initial in-person interviews and usability tests with a small group of participants to understand their needs deeply. Then, we would follow up with remote sessions to test a larger audience more efficiently.

- For in-person sessions, we will use traditional usability testing tools, such as video recording equipment, screen capture software, prototypes, consent forms and notetaking equipment.

- For remote sessions, we will leverage video conferencing platforms (Zoom), online survey tools (Google Forms), and user testing platforms designed for remote testing (UserTesting, Maze).

**IV. How many user research participants (subjects) do you plan to work with? How many have you secured so far?**

We plan to work with around 10-15 participants to get better feedback. So far we have secured 7.

**V. What times/days of the week have you agreed upon that they can be available to you?**

We are planning to meet either virtually or physically twice a week with each session lasting 30 minutes. The days are varied and different for each participant and host depending upon their availability, but most will be conducted on the evenings of weekdays.

**CONTRIBUTIONS:**

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Maseerah: User characteristics & outreach

Shaiz: User groups and characteristics