

## **Concept Statement: Better You**

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There are many professions that require school and training. Treatments and services cost a lot due to the level of expertise and more often than not, people cannot afford most of these benefits. Some of these professional services include hair styling, manicures and pedicures, dental care, massage therapy, and more.

Normally, only people who can afford these services have the luxury to use them. People who live paycheck to paycheck barely have any spare money to do small things for themselves. A great solution to that is training schools.

Training schools offer cheap services with the supervision of a professional. Not only are you getting a services on the cheap, you're also helping an in-training professional get better at their skill. Win-win! Although this sounds like a great way to get professional services cheaply, finding one is a difficult task.

- Only people who are aware of these programs can search online specifically for schools near them and the school advertises on their website information on the program.
- Often word of mouth from friends who know about this program can share information with you.
- At times, even when you are able to find a training school with a program to your liking, calling to get an appointment is difficult and time consuming.

## **Existing Solutions to getting more information**

- Training school website advertisements.
- News paper / specialty magazine advertisements.
- Word of mouth from friends.
- Call in the schools directly to check prices, availability and to make appointments.
- No one easy convenient place to locate information.

## **Concept: Better You**

Better You is a mobile-friendly web app specifically designed to help patrons find information and connect with training schools and programs that offer services cheaply if you allow the trainees to work on you. Some major features include,

- All schools that offer trainee programs that accept customers for services capable of being filtered by price, location and specialty.
- School and program information, integrated reviews from sites like Yelp.
- Information of the trainees working; their experience and portfolio.
- Appointment system allowing you to see availability, make appointments and confirm with a specific trainee or the next available one.

## User Story

1. Anthony needs a deep cleaning for his teeth. His insurance won't cover deep cleaning and the dentist requires paying upfront before any procedure can be done will cost him \$1000.
2. Anthony doesn't have this much money upfront and his dental health is deteriorating.
3. Anthony opens the Better You website/app and finds NYU Dental School is offering deep cleaning services for \$150.
4. Anthony is able to look at the availability of time slots he is able to attend that works with his work schedule.
5. At the same time, he is able to see the students working and how many years the student has been in dental school as well as the supervising doctor as well as his qualifications.
6. A quick confirmation on the website/app sent to his email from Better You and NYU Dental University confirms his appointment.
7. He is given the option to pay for the services through the app or choose to do so later in person at the university.
8. Overall, the entire process took him no longer than 30 minutes with the bulk of his time looking for the right price, school, student and supervising doctor. The rest of the process was very simple and easy to confirm the appointment with a confirmation from NYU Dental University right to his email.