

Social Computing Capstone

Day 19: Showcase Prep

CSE 481p | Spring 2023

Amy X. Zhang

Instructor

Assistant Professor | University of Washington, Allen School of Computer Science & Engineering

Kevin Feng

TA

Ph.D. Student | University of Washington, Human-Centered Design & Engineering

Schedule for today's class

- Recap plan for Thursday (5 min)
- 5 min for course evaluation: <https://uw.iasystem.org/survey/274659>
- Tips for posters and your elevator pitch (10 min)
- 20 min group work on an “elevator” pitch
- Pair up with another group to practice your pitch (40 min)
 - Also share your poster for feedback and play your video demo for feedback
 - Swap! If there's time left over, find another group and do it again

Recap plan for Thursday

- 11:30-12:50PM Allen School atrium
- Feel free to come early to get set up, I'll probably be there around 11:15
- We will print your posters for you and bring them to the space early. There will be poster easels.
- There will be both a judges' choice award and a student choice award with ballots for voting!
- At least one person from the group should stand by your station. Others can wander around and vote. Switch it up.
- Ideas: bring laptops, monitors to autoplay your video and/or let people try your demo!

Poster Showcase Judges

- Lindsay Blackwell, PhD student at UMSI and T&S at Twitter, Facebook, YikYak
- Mako Hill, (<https://mako.cc/>) faculty in UW Comm and leading scholar on Wikipedia and OSS communities
- Kristin Engel, PhD student in UW iSchool's Social Computing and Algorithmic Experiences Lab led by Tang Mitra (<https://faculty.washington.edu/tmitra/students/>)
- Ruotong Wang and Galen Weld from my lab (Social Futures Lab: <https://social.cs.washington.edu/>)
- Inyoung Cheong, PhD student in UW Law on social media content moderation (<https://inyoungcheong.org/>)
- Anna Shang, PhD student in UW HCDE on human-AI collaboration (<https://ruoxishang.com/>)

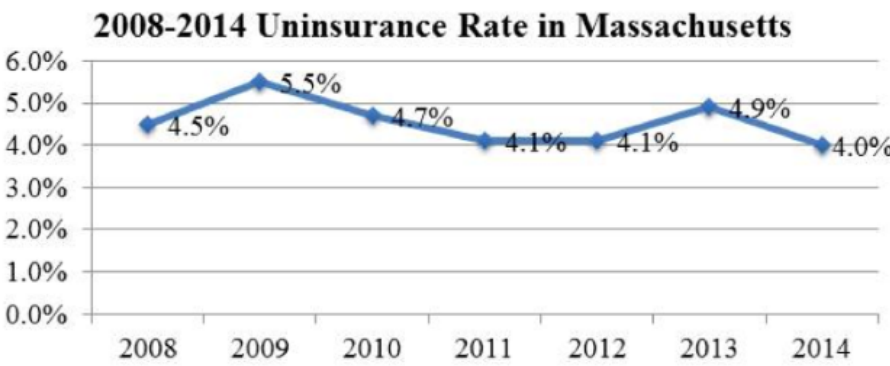
Course Evaluation

- 5 min for course evaluation: <https://uw.iasystem.org/survey/274659>
- Thank you for your feedback! We read your course evals! I will be teaching this course again next year :)

Posters

Outreach & Enrollment
Reaching Those That Need to Re-Enroll in Health Insurance
Student Author
Massachusetts Health Connector

Background



While Massachusetts has the lowest rate of uninsurance in the nation, in the last 6 years the uninsurance rate has remained near 4% of the population.

In order to successfully decrease the uninsurance rate in the state Massachusetts Health Connector* should focus outreach and enrollment efforts on both those who are uninsured and those who are insured but need to re-enroll into a new health plan. Unless those who are insured re-enroll, they will be uninsured after the end of Open Enrollment 2015.

For the 2015 Open Enrollment the focus was on re-enrolling individuals and families in health insurance plans since 7% of the population (slightly under half a million individuals) were currently insured but needed to reapply for health insurance.

Outreach & Enrollment Stage 1 – Open Enrollment 2015

The 2015 Open Enrollment period ran from November 1, 2014 to February 15, 2015. During this period individuals and families could enroll in health insurance. To encourage enrollment in a health insurance plan the Massachusetts Health Connector sent out notices regularly to those who were currently insured but needed to re-enroll in a health insurance plan.

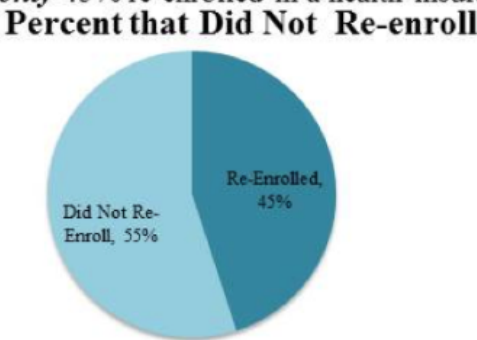


In addition to sending out notices, the Health Connector planned and participated in a number of enrollment events to assist individuals and families apply and enroll in health insurance. Patrice Bergeron, famous Boston Bruins hockey star, promoted and attended an enrollment event in Boston.

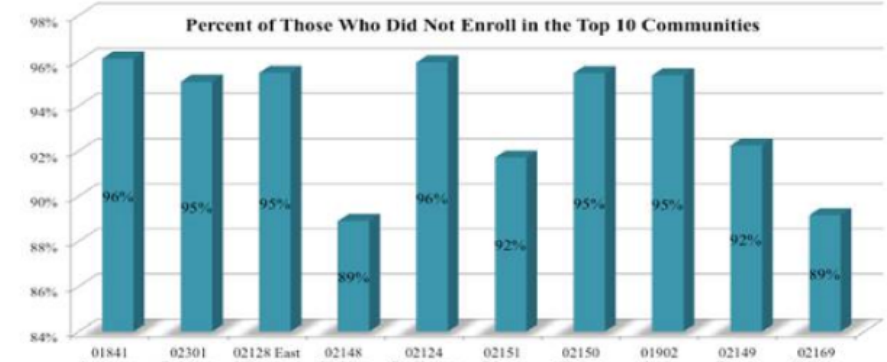
Furthermore, during Open Enrollment the Health Connector staff worked with Navigator organizations (Navigators are grantees of the Health Connector who work in the community enrolling people into health insurance) and Application Assistants to ensure that as many people as possible submitted an application and re-enrolled in health insurance.

Outreach & Enrollment Stage 2 – Understanding Who Did Not Re-Enroll

While Open Enrollment was considered successful overall with over 400,000 people signing up for health insurance, of the 440,000 people who needed to re-enroll *only* 45% re-enrolled in a health insurance plan.



The next step was to understand who the people were that did not enroll and identify ways to strengthen the current outreach and enrollment strategy to reach those who did not re-enroll in health insurance.



Even though the above 10 zip codes account for 15% of those who needed to re-enroll in a plan during Open Enrollment, together they account for 25% of the population that did not re-enroll in a plan.

Language preferences of those who did not re-enroll were reflective of the geographic locations in which people lived. Despite early hypotheses that those who did not re-enroll were non-English speakers, the data shows different with 50% of those who did not re-enroll speaking English. It appears that the common factor across those who did not re-enroll is geographic location and not language.

One of the barriers that may have caused large percentages of the insured population in these geographic areas not to re-enroll was a lack of Health Connector assister organizations in many of these communities. Other barrier are outlined below:

| Barriers | |
|-----------------|--|
| Technology | Some consumers do not have email addresses which are necessary to start and complete an online application for health insurance |
| Health Literacy | Many people do not understand terms like premium, deductible, co-pay, co-insurance or maximum out of pocket |
| Literacy | Example: The Cape Verdean immigrant population has a low general literacy rate in Massachusetts |
| Language | The online application is only available in English with a paper application version in Spanish |
| Cultural | Fears that signing up for health insurance will allow the Immigration and Customs Enforcement Agency to identify deport undocumented individuals |

Outreach & Enrollment Stage 3 – Open Enrollment 2016

Using the results of the enrollment data analysis will allow the outreach and communication team to focus their outreach strategy to specific geographic regions for the 2016 Open Enrollment period which starts in November of 2016.

The following areas are areas that outreach and enrollment efforts should focus on for the 2016 Open Enrollment period:



This can be done in a number of ways as is outlined in the recommendations below.

Recommendations



1. The Health Connector needs to develop partnerships with community organizations and faith based organizations in these communities to strengthen future outreach campaigns and reach those that did not re-enroll.
2. Choose Navigator Organizations in these top 10 areas so that they can assist with the online application and help people enroll in health insurance. (In 2015, seven of these areas did not have a Navigator organization in them.)

*Massachusetts Health Connector

The Massachusetts Health Connector is the state based health insurance marketplace in Massachusetts. It runs the state's health insurance exchange which sells subsidized health insurance plans.



Most common mistakes I see:

- way too much text
- long complete sentences and unbroken paragraphs
- tiny and hard to read font!



JANET GAO
KIM LE
KIYANA SALKELD
IAN TURNER

OVERVIEW

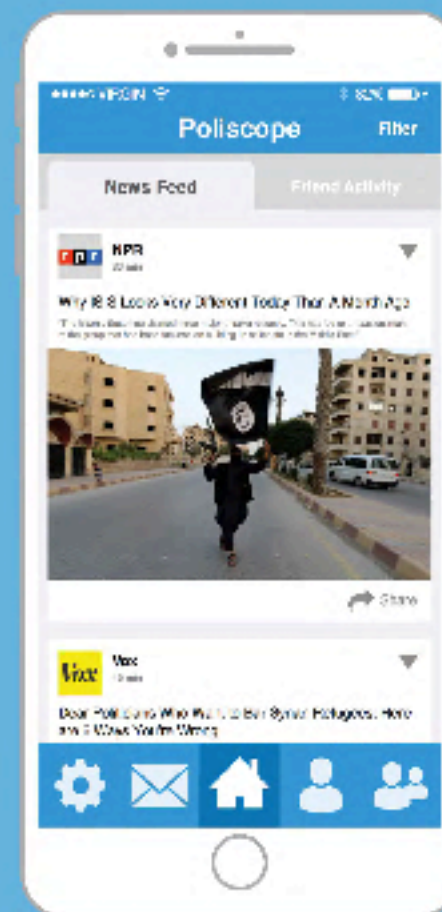
Gaining a well rounded perspective on a news story or political issue often necessitates sifting through multiple news outlets, which is a laborious and tedious process.

TARGET AUDIENCE

Our intended target audience is comprised of college students who are interested in reading the news, but view this activity as being extremely time intensive. These individuals want to stay abreast of the news in the most efficient manner possible.

SOLUTION

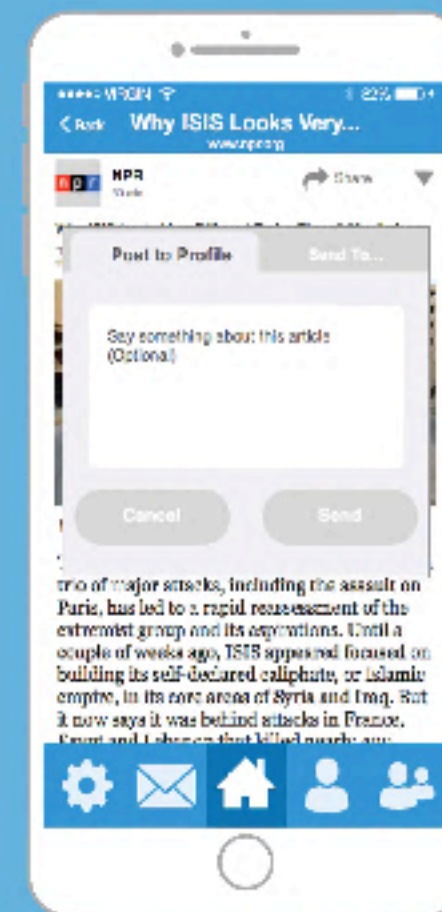
Our proposed solution is a smartphone application that will aggregate personally relevant news stories from multiple outlets into a single location. Additionally, users will be able to keep track of the news their friends are interested in.



View news stories aggregated based on topics and news outlets you follow



See the news stories that your friends are reading and sharing

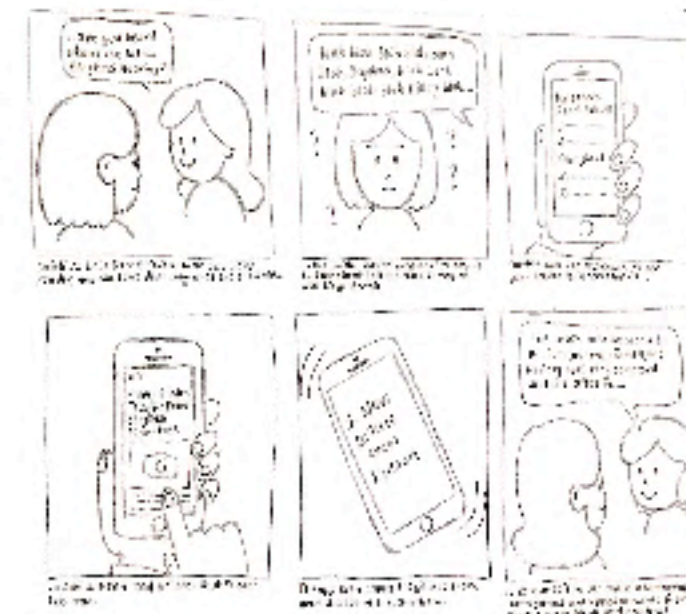


Read articles, and share them with your friends as well

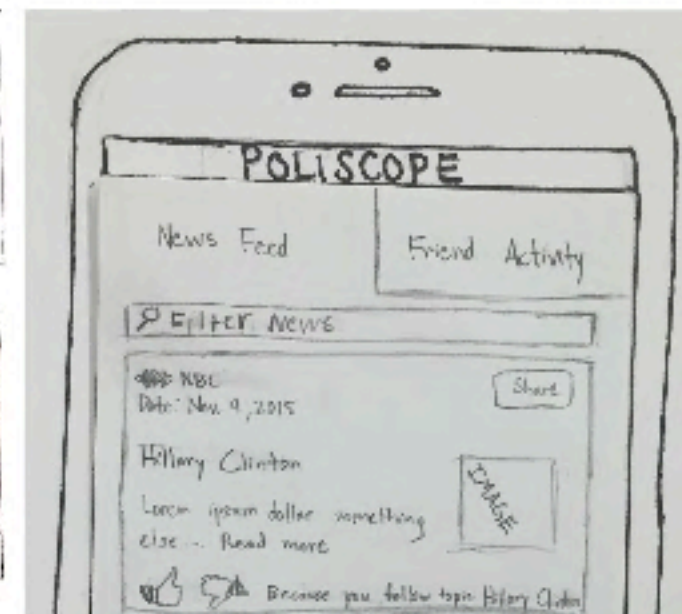
PROCESS



Sketches quickly communicate ideas



Storyboards provide context



Paper prototypes allow design to change in response to usability testing

A better poster has:

- visually distinguishable high level structure and headings
- good visual content, including a logo!
- Some text but not too much. Use of bullets, bold, highlighting, color, etc. to break up text blocks
- Use of color sparingly and strategically (to create contrast and emphasis)

Poster Details

- Email your posters to Kevin by 3PM Wednesday at the latest! Otherwise you're on your own for printing and bringing your poster to the poster session.
- Set your page size to 32in x 40in (portrait) or 40in x 32in (landscape)
- Use Figma, Google Slides, PowerPoint, Keynote, Adobe Illustrator or some other design software
 - For Google Slides go to File > Page Setup > Custom to set the page size to 32" x 40" or 40" x 32".
 - If you're making your poster in Figma, the dimensions for your frame should be 2800 x 2304
 - If you're making your poster in Keynote, the dimensions should be 2595pt x 3456pt

Elevator pitch

“Elevator” Pitch

Short, prepared speech

Includes “why” and “how”

You should take only around 30 seconds in an “elevator” setting.

For your poster session, you’ve got a more captured audience, so you can take up to a minute there.

But it’s helpful to have a few pitches at different time lengths (mentally note specific parts to drop for the elevator one)

What does that translate into?

If 30 seconds:

Most people speak 120-200 words per minute

That means you should aim for a comfortable and comprehensible 75 words for a 30-second pitch (slightly slower than the average speaking speed), 150 words for a 1-minute pitch

Elevator Pitch Tips

Use the prototype and/or poster to help you tell the story.

Use visual cues. Point. Demo. Show me, don't just tell.

Ask questions of the audience to involve them ("Have you ever experienced a time when...?"). Give them space to interject with questions.

Elevator Pitch Tips

Don't 100% memorize it or read it off

Instead: Personalize it! Use words you would normally use

4 team members = 4 slightly different elevator pitches

Shark Tank example

Notice:

- She quickly engages the audience with a question asking them to reflect on their experience. She then sets up the motivation in an evocative way.
- She then dives into the product itself. In the background she can point to the demo in action. You can also have your video open and autoplaying in the background and also point to screenshots on your poster.
- Later, she has iPads for each person to play with. You can guide people through your live system after your pitch is over.



Your turn

With your group, write up a pitch that explains the need and how your prototype addresses it.

Let's do 1 min pitches (150 words). You can incorporate your demo too.

Remember:

- Description of the population and problem statement

- Your solution

- Why your solution? What's special about it?

- Finish with a value proposition

Group pair and share

- Pair up with another group to practice your pitch
- Also share your poster draft for feedback and play your video demo draft for feedback.
 - You can turn in your video demo tonight.
- Swap! If there's time left over, find another group and do it again