Proposal For Health Advice Group [HAG]

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1.0 Organization Overview

The Health Advice Group is a charity offering support to people who fall ill as a result of weather and environmental conditions. They assess the risks and pitfalls of climates from a medical perspective within the home, offering advice to those with conditions such as hayfever and seasonal allergies. They want a digital system for weather and air-quality tracking, and provides assistance to those who are more vulnerable to the elements.

1.1 Problem Overview

The problem as I understand it is that the digital system I’m being commissioned for is either to replace an existing, inferior system or to be their first venture into online hosting. Without this system, or with a less useful one, it could be a detriment to public health that their information is not reaching the wider population. There can be major misconceptions about some of these ailments that need to be explored but this cannot be distributed in any meaningful way until is is put online. It could also limit overall income for the charity if the only money being received is in-person donations, from a business standpoint e-commerce is a no-brainer in this regard as the growth could then become exponential for the organization. The possible exposure is also a benefit, perhaps making seasonal illnesses a talking point for more people and improving general quality of life.

1. User Groups

The users for this website are more than likely going to be people seeking out medical advice for either themselves or a familiar, so therefore accessibility needs to be a consideration due to the potential vulnerability of the clientele. For instance, a dark mode to accommodate those with sensitive eyes, or colour settings for those with dyslexia or colourblindness. As well as this, the management and staff need to find the website legible and efficient to provide assistance

2.1 Empathy Map

|  |  |
| --- | --- |
| Says   * My [insert illness) has been flaring up again, where can I get help? * I feel like I can’t trust what google says, it could be wrong * I don’t want to pay for treatment if there is a free alternative out there. * The doctors are giving me complicated instructions that I struggle to follow and don’t seem to help much | Thinks   * I wish there was an easy, reliable source that tells me what I actually need to know about (Insert Illness) * All of these websites feel like they’re giving me no new information * It would also be great if there was a face-to-face location as well, talking may help me understand this better |
| Does   * Seeks advice from potentially unqualified sources * Continues spending money on unnecessary/ineffective treatments * Mental health and quality of life destabilize as a result | Feels   * Conflicted * Upset * Overwhelmed with information |

2.2 User Stories

|  |  |  |  |
| --- | --- | --- | --- |
| As A (User) | I Want… | So That… | Acceptance Criteria |
| First-Time User Of HAG’s Services | A stable, efficient and easy-to-use website with concise information and reliable sources. | I can successfully mitigate my own/someone else’s ailment and learn how to cope with it to the best of my ability. | The website should be accessible and welcoming with subtle, not too over-the-top aesthetics and well-structured information across several pages that can be flipped between easily. |

2.3 Laws & Legislations

2.4 Alternative Systems

2.5 Risk Assessment

Generic operational impacts such as energy uses, website management and security have to be taken into consideration even if they’re necessary for all web-related projects. Beyond this is the more serious and specific concerns such as storing the minimum level of data due to the nature of the website, and the ethics of the overall content, as it could be untrustworthy, misinformed or exploitative even. The content must be fine-combed and unable to be taken out of context to promote transparency and trust, and avoid doing things such as over-promising results and being secretive about funding.

2.6 Webmap – WIP

2.7 User Acceptance Criteria

The first thing greeting a user of this service should see is a home-page with a swift summary of the functions the website provides and a small peek at the features involved before directing them to login, the industry standard for this kind of system. The only things necessary are an email and password, with perhaps vague location and region info stored to keep security tight. The theme needs to be minimalistic and consistent to keep the website business-professional and dignified. Information should remain consistent, accurate and frequently updated.

For the consumer-base to accept the solution it also needs to meet accessibility standards such as WCAG, to make sure there is no unintentional discrimination against those with visual, auditory or physical impairments. There must be a variety of settings to accommodate for this.

3.0 Key Performance Indicators (KPIs)

The key performance indicators of this website will be in two main forms which is click-through/user retention, as well as user-given feedback on the website itself whether through an email or third-party.