Deck Overall Story

Section	Slide No.	Topic	Headline Story	Content (Speak)	Slide Design (Look like)	Who?
Setup (1 min)		Context		Run through Hypothetical Scenario? (LG)		Lukas
		Current Experience	Tired of waiting in line?	Call medical staff to set up the appointment and have to be stuck on calls for hours just to setup a simple appointment.(PS)		Lukas
		History	Epic is a trusted brand	When the product was introduced		Lukas
		Product Overview	Your Healthcare information at your fingertips	Portal to keep track of medical records, schedule appointments, etc.	Picture of someone happy using mychart or app Add stats	Lukas
Analysis(why) (4 min)		Target	Who is it for?	User: Anyone who recently got control of their healthcare, new to UW Medicine, recently moved to Seattle Customer: Health systems with appointment volume (AG)	Split slide USER | Customer	Lukas
	Moved UP	Current Experience	Tired of waiting in line?	Call medical staff to set up the appointment and have to be stuck		Lukas

			~~on calls for hours just to setup a simple appointment.(PS)~~		
	Competition		Direct: Other EMRS Direct: ChatBot Providers Ex. Intercom.com Indirect: Calling / Online scheduling	4 Quadrants 	Ankit
	Current metrics		Calling is slow and resource intensive *** Our target user prefers to communicate via chat***	4 Metrics w/ icons	Ankit
	Current tech	Other companies are utilizing chat for customer service	How other chat bots/boxes for customer service? Ex amazon/apple etc (LG)	Screenshots of customer service chat bots from other companies. Metrics about how it saves money and increases customer satisfaction***	Ankit
		What is a chat bot vs chat box?	A human touch added to the traditional chat bot.	3 columns (Box, Hybrid, AI)	Ankit
	SWOT	Opportunity to reinvent appointment scheduling	No more calling. Use chat box to get in touch with medical staff to book appointments.(PS)		Punya
	Problem selected	Issues with appointment	Users call to book		Punya

			scheduling	appointments instead of the 'Book Appointment' feature, due to lack of clarity on how to book - require assistance for booking.(AG)		
Proposal(what) (4 min)		Objectives/ Results		The goal of this development is to make MyChart appointment scheduling more seamless and accessible by adding a human touch. This will boost patient confidence and ensure that appointments are scheduled with the right provider at the right time.		Punya
		Ideas & selection	Improvements to appointment scheduling	- Comparison of ideas(AG)		Aayushi
		Assumptions/ Risks		- Current generation is tech savvy and prefers using a chat box - Good user experience from the start to retain users (PS)		Aayushi

		MVP	Schedule Appointment Chat Box	A chat box on the home screen that prompts users whether they prefer to schedule appointments, where the chatbox connects them with a scheduling assistant, which is a form of a Concierge MVP.(AG)		Aayushi
		Scope	What are the reasons to pick up this product and why we have selected this scope?	To develop a chat box on the MyChart home screen that prompts users whether they would like to schedule an appointment.		Vinay
		Sizing, estimation		It costs around $22,000 for around 6 months from ideation, Planning, Executing and Launch of the selected MVP		Vinay
		Timeline		Jan 5, 2023 - Dec 1, 2023		Vinay
		Ask		4 Full Time Developers working @ 120K/year for a 4 month period to deploy the chat box 30K/person(4months) * 4 = $120K

1 Full time QA working @100K/year for | | Vinay |

				1 month to test product: $10K 1 Full Time QA for Maintenance and bug fixes for 1 month: $10K Overall budget: $140K		

Overall Feedback - Great outline. Covers all the important pieces of a product pitch for funding.