



Health Equity Carrot

Framework for determining best practices for creating an equitable and inclusive cancer monitoring and prevention app

IIT Institute of Design, Chicago
Fall 2020

IIT Institute of Design

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Project Description and Our Process

Our Goal: To build a framework for companies to reference when developing best practices for a healthy equity app.

Our Process: Our team took a top down approach for this project. To build our framework, we went through a “Yes And...” brainstorm exercise ,and analyzed health equity trends in digital media, to generate insights on qualities and features that were important to develop an app that caters to the health and wellness of people of all races, cultures, abilities, and socio-economic backgrounds.



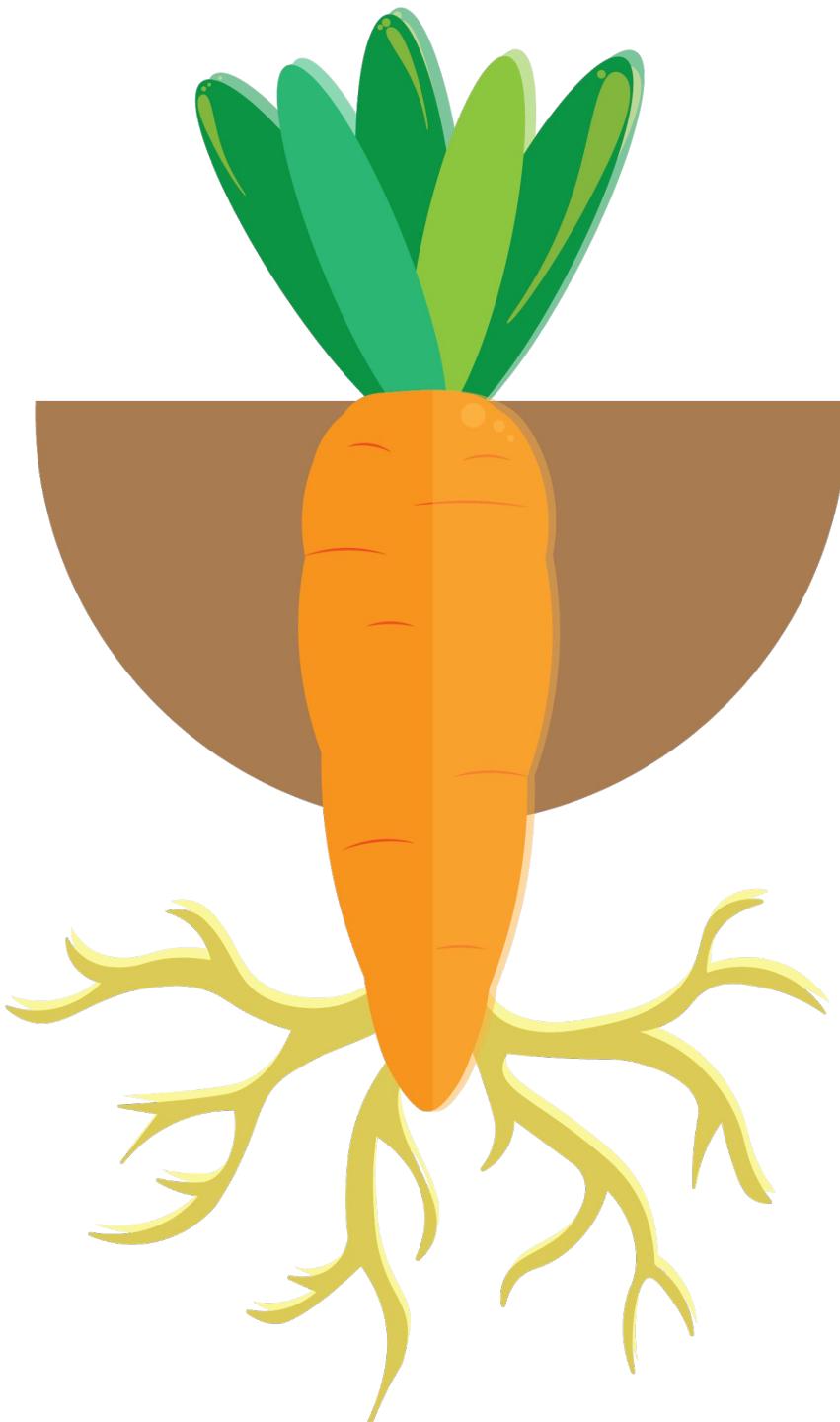
Summary:

Translation/ multiple languages	Incentives for using app	Web design accessibility	Fostering communities/ support groups	Minimal jargon/ jargon dictionary	BIPOC representation in physicians and media influencers	Health/ financial Literacy	Safe/ privacy usage	Real - people providing info/ help	Daily tips (push notif./ health tracking)	Customizable
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Companies:

Instagram MediQuo? Apple	Drop Sweatcoin Grammarly Honey	Google Maps American Airlines Chegg	Huddle Facebook Homeis Everyday Inclusion	HowStuffWorks Bad Astronomy Life in Layman's	Reading Rainbow Ayana Liberate Color Dating	Health IQ TradeHero TurboTax Adobe Microsoft	Arrive? Gmail/google Afterpay	MediQuo BrainFuse Silo	Flo Duolingo Buzzfeed	Yoga Studio Citibank Spotify Uber Eats
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Health Equity Carrot



(see appendix A for worksheet.)

Usability:

Usability acts as the leaves of the carrot. Providing a functional, easy to use application that fits the needs of users that are often overlooked. Without usability, users would not be able to recognize the benefits from the application, just like without leaves, a carrot could not be spotted.

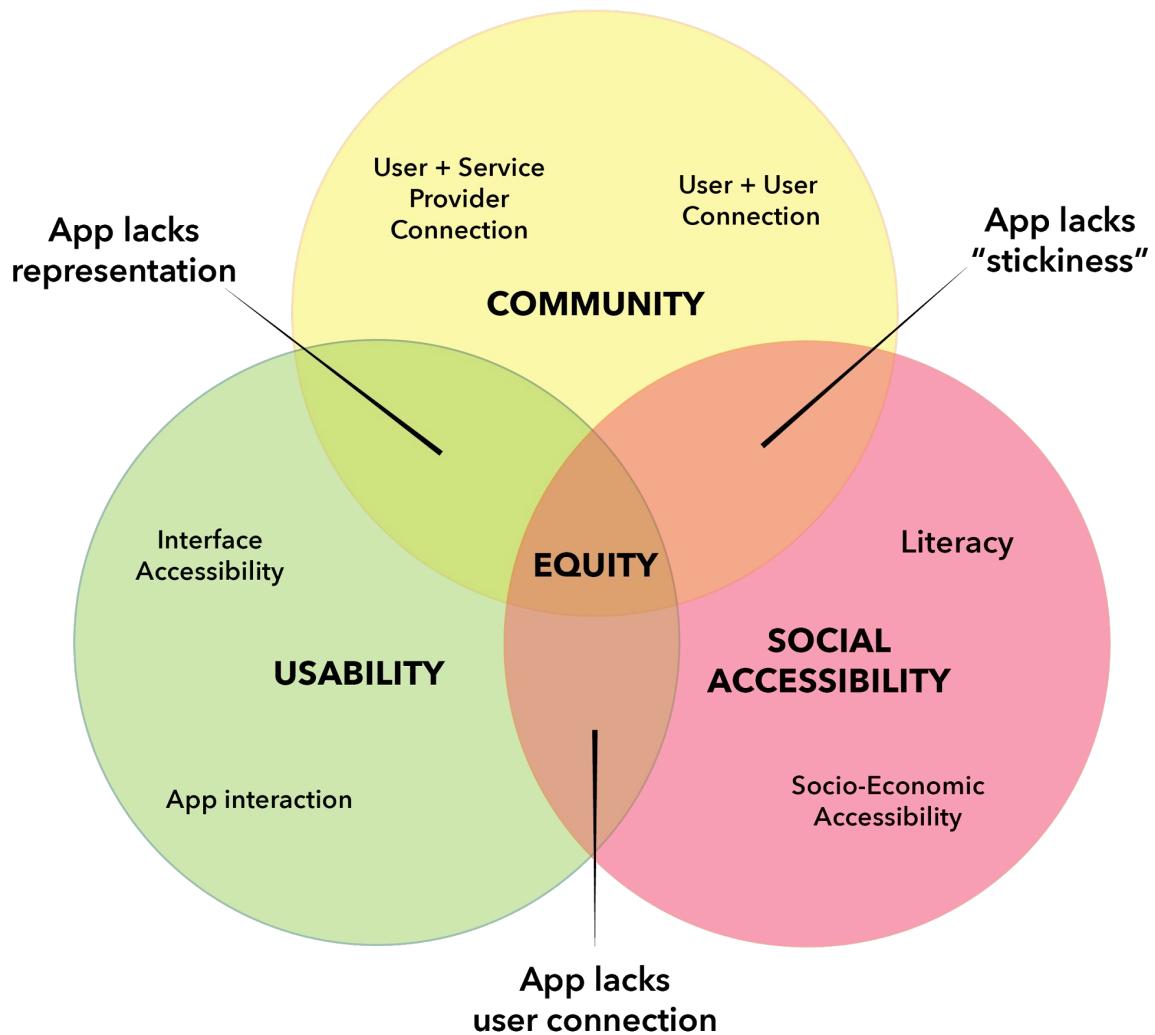
Social Accessibility:

Acting as the body of the carrot, Social Accessibility is the core of an equitable application, providing features that recognize and feed the needs of diverse users.

Community:

Community is represented by the roots of the carrot. The application should spread and reach into diverse communities by representing those communities and creating connections between users and with the service provider.

The carrot needs all three components to exist



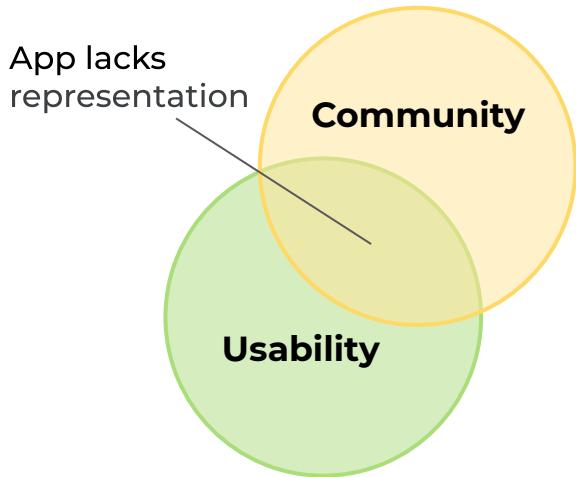
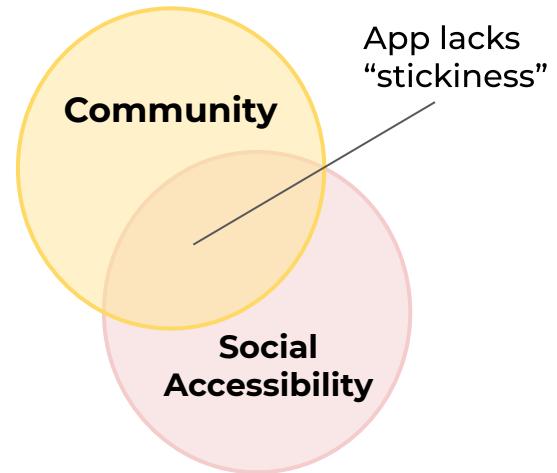
Usability: A health equity app needs to be appealing, purposeful, and technologically accessible for the language and sensory needs of all people.

Social Accessibility: A health equity app needs to cater to people with different socioeconomic backgrounds and levels of education/literacy of the health/medical topics in question

Community: A health equity app needs to build a sense of connection between users and with the service provider, and grow the community to reach marginalized populations

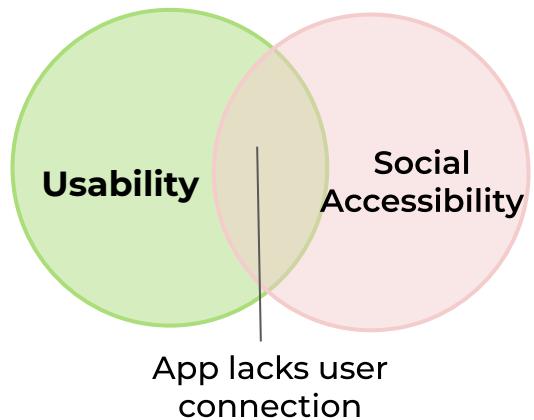
What happens if a part of the carrot is missing?

Usability is an extremely important quality for the success of any type of app. An app could have great promise for being socially accessible and fostering a community, but if the interface is confusing, hard to use, or proves to not be useful to users, the app will lack stickiness and users will not use the app again or recommend it to others.



A health app may be very successful by being usable and fostering community, however, without intentionally designing for social accessibility, the community that is fostered may exclude people who are from marginalized races or certain socioeconomic statuses.

By fostering a sense of community amongst a diverse population of users, a health equity app can develop a connection between the service provider and the users. Without a broad community, the users could feel underrepresented, and the service provider could be limited to learning about the health experiences of a narrow array of people.



Equitable health app



What is it?

Flo is the number one period tracker in the United States.

What does the app do to be usable?

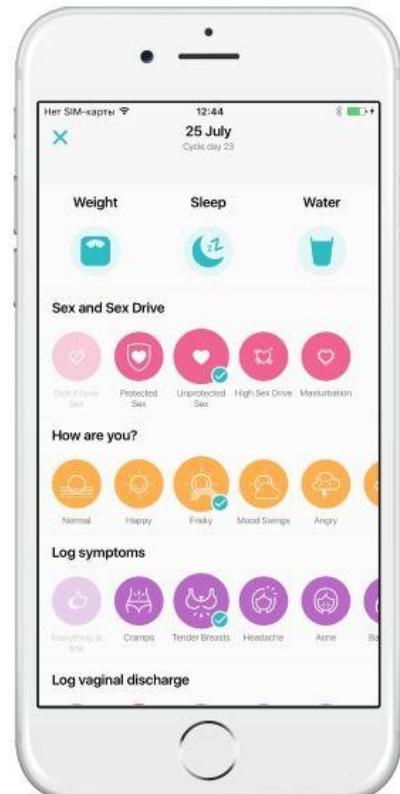
Flo offers twenty one language translations within the application, providing support to over 153 million women worldwide.

What does the app do to be socially accessible?

Flo utilizes a feature called "Health Insights", where information is provided on health, menopause, sex, puberty and lifestyle. All information given is often in layman's terms to be accessible to a wide range of literacy levels. Each category contains sources, articles and real advice from MD's who have contributed information to the application.

What does the app do to foster community?

Flo provides users the opportunity to use forums. Forums are used as a place where users can ask questions and have them answered by other users as well as the contributing health professionals. The users and health professionals participating come from a variety of countries around the world. Each category has information about the selected topic with clear explanations and definitions.



HOW?

Currently, Flo partners with acclaimed medical experts, research institutions, universities, and research groups all over the world. Through universities like North Western University, Texas Christian University and more, they conduct studies and send surveys that reach a wide demographic. (see appendix B for more information.)

Best Practices of a Health Equity App

Usability

Interface Accessibility:

- Language translation
- Explanatory/ colloquial media
- Clear/ intuitive interface for all ages and physical abilities

App Interaction:

- Customizability
- Incentivizing task completion
- Daily tips/ push notifications

Social Accessibility

Literacy:

- Cater to different levels of health/ financial literacy
- Minimal jargon/ jargon dictionary included

Socio-Economic Accessibility

- Accessible with/without employment or insurance
- Accessible despite lack of citizenship

Community

User + User Connection:

- Fostering communities/ support groups

User + Service Provider Connection:

- BIPOC representation
- Real people providing info/help

Company Practices

Usability

Interface Accessibility: Language Translation



Facebook

Social media and social networking platform with users from all over the world

Language Translation: Best practices:

Facebook includes settings that give users the option to translate a posts original captions into their preferred language.

Language and Region Settings			
Facebook language	Show Facebook in this language. English (US)	Save Changes	Cancel
Region format	Formats for dates, times and numbers	Edit	
	Temperature	Fahrenheit	Edit
Posts from friends and Pages	Language you'd like to have posts translated into	English	Edit
	Languages you don't want to be offered translations for	English	Edit
	Languages you don't want automatically translated		Edit
Multilingual posts	A feature that lets you post multiple language versions of a status	Turned off	Edit

Pros:

- 30+ different languages available, including some languages that are read from right to left
- Available on both Apple and Android products

Cons:

- AI is not perfect, some colloquial phrases can get lost in translation
- The “See Translation” touch point to trigger translation on posts is difficult to find for the first time

How is Facebook successful in implementing this?

Facebook AI uses M2M-100, the first multilingual machine translation (MMT) model that can translate between any pair of 100 languages without relying on English data. [M2M-100](#) can be open sourced on Github.

How can this practice be used in a health equity app?

The ability to read information on an application is fundamental to apps usability. Varying language options is a core piece in engaging people of all cultural backgrounds.

Interface Accessibility: Explanatory/Colloquial media

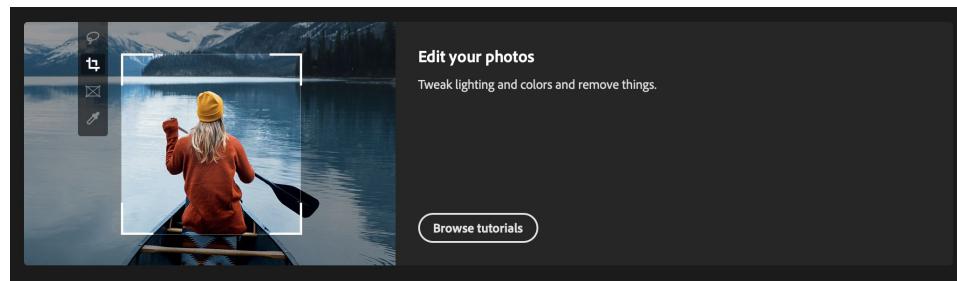


Adobe

American multinational computer software company.

Explanatory/Colloquial media: Best practices:

Adobe values educating its users by offering clear and simple in-application tutorials that guide users on their creative journeys.



Pros:

- Highlights editing tools to better showcase its functions
- Reduces intimidation for first time users with step-by-step videos
- Comprehensive: Showing visual and text explanations for different new features

Cons:

- Possibly redundant if user has used application before
- Can be disruptive to design process
- Might not align with users learning style

How is Adobe successful in implementing this?

Adobe partners with certified instructors and Adobe authorized training centers to provide trainings and tutorials for customers. Both certified instructors and authorized training centers must meet rigid standards and adhere to strict guidelines.

How can this practice be used in a health equity app?

Knowledge and literacy levels often differ between users, especially in regard to healthcare. Allowing consumers explanatory tools to understand complicated cancer or treatment related content can be a helpful asset in interface accessibility.

Interface Accessibility: Clear/Intuitive Interface for all ages

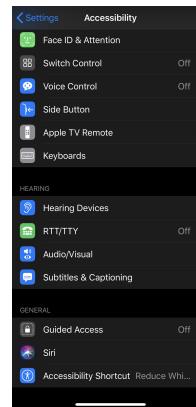
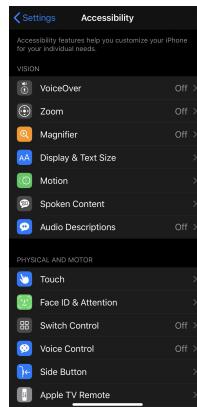
iOS

Apple iOS

Apple's mobile operating system exclusively used for its hardware products

Clear/Intuitive Interface for all ages Best practices:

Apple utilizes assistive technology such as VoiceOver and accessibility features such as display accommodations to expand the way people use their devices.



Pros:

- Includes zoom-in and audio play-back features for visually impaired
- Ability to create original gestures to complete tasks on phone for dexterity impaired

Cons:

- Will have to keep updating tech with new knowledge of user needs

How is Apple successful in implementing this?

Apple designs with accessibility in mind by prioritizing simplicity and perceivability for everyone regardless of their capabilities or situation. It supports personalization, by providing accessible features for people to personalize the way they interact with their devices.

How can this practice be used in a health equity app?

1 in 7 people in the world live with disability or impairment that affects the way they interact with the world and their device. A health equity app that intentionally takes various disability conditions into consideration can positively impact the way these users gain accessibility to services that could improve their quality of life.

App Interaction: Customizability



YogaStudio: Mind and Body

Yoga app that provides a library of pre-recorded yoga instructions which can be combined into personalized yoga classes for each individual user

Customizability Best practices:

YogaStudio allows users to choose content and create classes based off of their skill levels, pose preferences, and how much time they have.

Pros:

- Users can save the the classes they create, and can even download them to access them without internet connection
- Clear library of content to make searching easy
- Compile moves into building blocks to help users create a class that flows

Cons:

- Users may experience choice overload
- Users may feel intimidated when first tasked with creating their class



How is YogaStudio successful in implementing this?

The app has a library of 25 hours of pre-recorded content that users can choose from. There are 1,700 video clips that users can use to “stitch” together personalized classes.

How can this practice be used in a health equity app?

No one's health journey is the same, so the app should enable each user to have a personalized experience when it comes to managing their health and learning about cancer prevention. In the app, users could control whether they want detailed/in depth explanations of cancer related topics, or a “TL DR” version. They could also alter their experience based off of whether or not they currently have cancer, and how knowledgeable they are about cancer.

App Interaction: Incentivizing Task Completion



Fetch Rewards

Shopping rewards app where users submit their grocery receipts and receive points redeemable for prizes

Incentivizing Task Completion: Best practices:

In the Fetch app, when a user submits a grocery receipt, the user receives points for the submission and extra points for purchasing products by specific brands. Users can redeem their points for cash back or gift cards to popular restaurants, retailers, and tech companies. The app enables the user to develop a habit of saving receipts and submitting them

Pros:

- Users can submit either a photo of the receipt or submit an eReceipt
- App can scan user emails to submit receipts automatically
- App reminds you to submit receipts

Cons:

- Receipts need to be submitted within 14 days of purchase in order to be accepted
- Shopping at local stores or buying off-brand items will not earn users as many points

May 2020	25 pts
1 receipt scanned \$116.43 spent	
April 2020	1,066 pts
1 receipt scanned \$105.21 spent	
March 2020	50 pts
1 receipt scanned \$60.94 spent	
February 2020	856 pts
2 receipts scanned \$287.47 spent	
January 2020	886 pts
2 receipts scanned \$150.45 spent	

How is Fetch Rewards successful in implementing this?

Brands pay Fetch to give certain amounts of points to users for buying their items, and Fetch uses that money to provide the users rewards. The app is used to focus on scanning barcodes, so it recognizes product ID numbers on the receipts and compares them to products in their database.

How can this practice be used in a health equity app?

If users can be incentivized to develop certain buying habits, users could be incentivized to develop cancer-preventing habits. Users can be rewarded by submitting proof of doctor's appointments and cancer screenings, or even completing healthy lifestyle habits

App Interaction: Incentivizing Task Completion



Rakuten

E-commerce company where shoppers can earn cash back while shopping online with partnering 2,500+ retailers

Incentivizing Task Completion: Best practices:

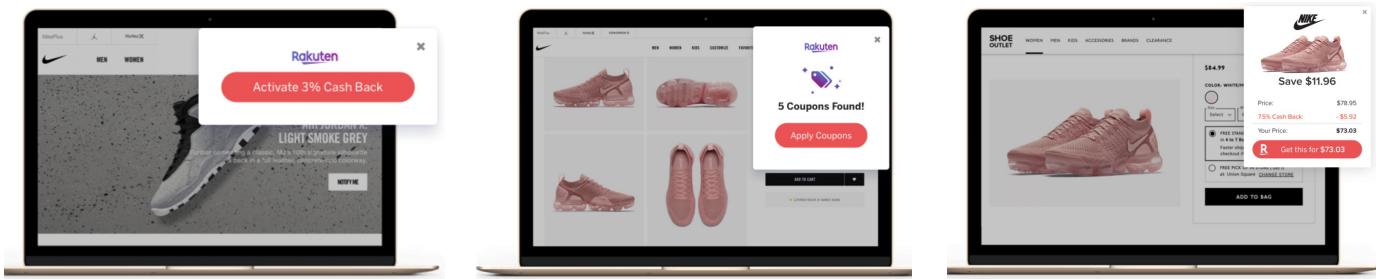
Rakuten offers cash back and coupons for shoppers while they shop at their favorite online store via the Rakuten app or website. Shoppers can also install an extension on their Chrome web browser to apply coupons to their item with one click. The digital service incentivizes users by helping them easily save money.

Pros:

- Allows users to easily find coupons and deals
- Allows users to earn cash back while they shop

Cons:

- Users may not want their shopping habits easily tracked
- Users may not want to take the extra step of shopping through a third party website



How is Rakuten successful in implementing this?

Brands pay Rakuten commission for sending their members to shop at the brands' websites, and Rakuten shares the commission to their members as cash back every three months.

How can this practice be used in a health equity app?

Providing tangible rewards is a great incentive for users. For a cancer-prevention app service, users may be more inclined to engage with the app if the app had discount deals or coupons with other services and products that promote healthy lifestyles.

App Interaction: Daily Tips/Push Notifications



Co-Star

An AI-powered, hyper-personalized app that merges NASA data to generate daily astrology forecasts for its users

Daily Tips/Push Notifications: Best practices:

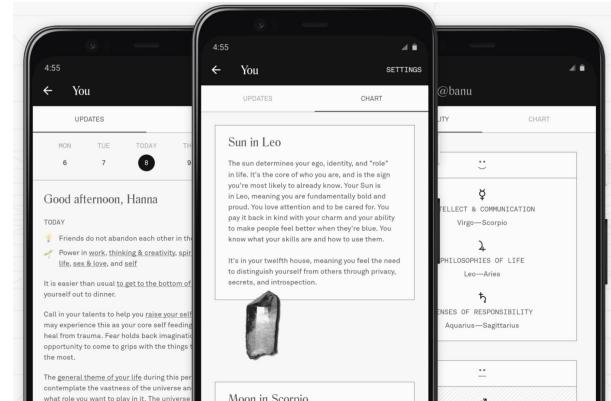
Co-Star provides users with a daily, highly personalized, real-time insight with analysis about the user's personality and how they might be feeling, plus tips on how to proceed with the day. The app also provides reminders to check the astrology update so users can remember to reflect upon their results for the day.

Pros:

- Information previously only offered through consultation is now available to anyone who is interested
- TL;DR and in-depth versions
- Allows users to look back at days that they missed and even look ahead

Cons:

- Some users may not want their birth info shared with the app
- There are days when the analysis is more accurate/ relatable than others



How is Co-Star successful in implementing this?

Users provide their exact birth date and time on the app. Taking data from Jet Propulsion Laboratory (publicly accessible), Co-Star uses its proprietary algorithm to map out the position of the planets. Combining the data collected, data sourced through NASA and the knowledge of professional astrologers, it is able to create the natal astrology charts that are specific to each user. It also has in-house writers who translates these data points into digestible daily horoscopes for users. The Apps intention is not to predict the future, but to allow its users a deeper way of understanding themselves and their relationships.

How can this practice be used in a health equity app?

Daily personalized insights can be a fun way for users to engage with an app. A health equity app could provide interesting and personalized daily tips specific for the user's body type and environment. This could help users better understand their bodies and lead people to healthier lifestyles.

Company Practices

Social Accessibility

Literacy: Catering to different levels of user health/financial literacy



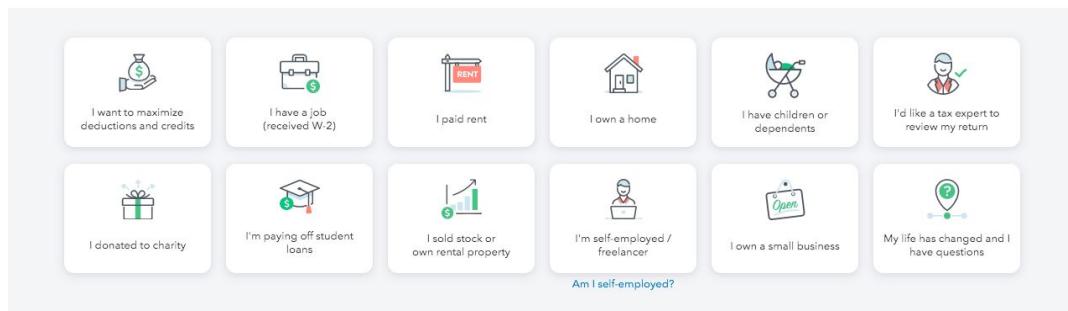
TurboTax

American tax service that provides assistance in filing taxes and acquiring refunds safely and accurately online

Catering to different levels of user literacy: Best practices

TurboTax allows for manual tax filing for those who are confident in paying taxes, and also enables novices to file taxes by walking them step by step through the process of uploading their documents, filling out the forms, and determining their tax reductions

Tell us about you – we'll recommend the right tax solution.



Pros:

- Poses simple questions one at a time for the user to answer and uses those answers to fill out the tax form appropriately
- User can upload photo of W-2 forms or manually type in W-2 info
- Breaks down tax reduction options into simple terms

Cons:

- There is an accuracy guarantee, but sometimes the steps on the app do not end up filling out the state tax form correctly, and users have to resubmit it

How is TurboTax successful in implementing this?

TurboTax was created by the company Intuit, which developed a proprietary software that enables automatic data entry from photos, includes algorithms that search over 350 possible tax reductions, and even incorporates their AI and Cloud-based technologies. The software is updated every year to keep up with IRS regulations.

How can this practice be used in a health equity app?

When new users are learning about cancer treatment, prevention, and care for the first time, a health app should not assume how familiar they are with cancer terminology or care practices. The app should walk the user through the processes, and even walk them through finding out exactly what their insurance covers.

Literacy: Minimal Jargon/Jargon Dictionary Included



Think Dirty.

An app that helps users learn the ingredients in their personal care and beauty products to help users choose “cleaner” options

Minimal Jargon/Jargon Dictionary Included: Best practices

Think Dirty makes it easy for users to understand the scientific information of ingredients in their personal care and beauty products as well as the ingredients' potential effects on the body.

Pros:

- Helps users understand technical terms easily
- Easier to pinpoint possible allergens
- Help people make healthier choices easily

Cons:

- Product database is not complete
- Some information may be harmful but not in the dosage present in products

How is Think Dirty successful in implementing this?

Users scan a product's barcode and the app gives them a breakdown of the ingredients, possible allergens, the chemicals, and possible health implications. The app provides cleaner alternative suggestions. Think Dirty uses independent sources and publicly available data released by nonprofits and government agencies in North America to rate the ingredients used.

How can this practice be used in a health equity app?

Using minimal jargon and providing features to break down medical terms allows users without medical backgrounds to make the most out of a cancer-preventing health app. Users who are curious have the option to do further readings on scientifically backed studies. An approachable health app makes users more willing to engage with it.

Socio-Economic Accessibility: Accessible with/without employment or insurance



amwell

Digital healthcare service offering care 24 hours a day

Accessible with/without employment or insurance: Best practices:

Amwell connects users to board certified doctors 24 hours a day using a phone, computer or tablet. They accept a variety of insurance plans but users don't need insurance to qualify; they simply input credit card information and their cards will be charged. They provide all virtual care for a variety of medical conditions like depression, acne, flu and more.

Pros:

- Can reduce anxiety of going into physician's office
- Confidential- can be done from comfort of your own home

Cons:

- Visits can be expensive and potentially impersonal



How is Amwell successful in implementing this?

Amwell aims to offer quick and easy healthcare services and by doing that they are creating a service that is accessible to a variety of people. By offering the ability to use these services without insurance, they are opening the door to a whole new demographic simply by allowing users to pay using alternative methods like a credit card.

How can this practice be used in a health equity app?

Not every patient has insurance due to job loss, citizenship and more. Offering a way for them to access the same level of care as others who have insurance can be a way to make particular services more accessible.

Socio-Economic Accessibility: Accessible despite lack of citizenship



Monese

Digital bank account that can be opened instantly and used across borders.

Accessible despite lack of citizenship: Best practices

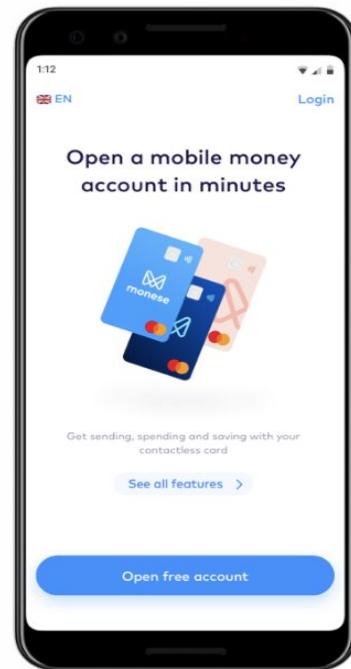
Monese allows for users to create accounts without requiring proof of address or a credit check in a new country, which lifts huge a barrier for new immigrants. Available mostly in the EU, it has 14 languages available and offers financial freedom no matter your status.

Pros:

- Users can set up direct deposit with their employers just like with a traditional bank account
- Allows users to transfer money in the form of different currencies
- Lower exchange rate than traditional banks

Cons:

- Accounts are not insured by Financial Services Compensation Scheme
- Poor customer service makes the users feel a lack of trust for the platform



How is Monese successful in implementing this?

Monese requires photo identification (from any country) and a short “video selfie” verification when creating an account. They’ve partnered with Apple pay and Google Pay to allow users even more freedom when paying online, and using touchless pay.

How can this practice be used in a health equity app?

Allowing more freedom in regard to citizenship and status can provide a more comfortable and accessible health care experience for users. Monese does a great job of initially asking for a limited amount of information, which keeps in mind that not everyone using the service is from any particular country. This is both accommodating and inclusive to a diverse community.

Company Practices

Community

User + User Connection: Fostering Community



Homeis

Hub for immigrants to navigate their new location while staying connected to their roots by having access to resources for job searching, real-estate, medical/ legal services in the user's language, and social events/ social media

Fostering Community: Best practices:

Homeis enables users to connect with local immigrants coming from the same home country by introducing the user to virtual communities.

Pros:

- Users can control how active they are within the community by joining smaller groups/forums, or just browsing the local events listed
- Homeis cultural coordinators and users can submit blog posts on cultural topics

Cons:

- Within the virtual community groups, usual social media risks apply (potential for spread of false information and harassment)
- Similar cultures are clustered together and generalizations are made that do not apply to all cultures in the group

Living abroad?

Bring your two homes together

Where do you live now?

Current (or future) country

What country are you from?

Origin country

Join your community!

How is Homeis successful in implementing this?

Homeis has staff members dedicated to developing and providing app content for different regions that they are either from or connected to. The app functions like a social media app where users can get to know each other. The company also incorporates fintech and digital services and is not reliant on advertising.

How can this practice be used in a health equity app?

People of different races and cultural backgrounds can react differently to complex diseases like cancer. A user can benefit from joining a community of people like them who have gone through similar health situations, and they can benefit from learning how other users are working to prevent cancer. Also, the app could provide cancer information that specifically pertains to certain cultures, such as culturally specific foods that should be avoided during chemo.

User + Service Provider Connection: BIPOC representation



Liberate

A subscription-based meditation app designed for the Black community.

BIPOC representation: Best practices:

Liberate offers meditation practice and talks specifically designed for the Black community and their experience.

Pros:

- Collective effort to support and empower BIPOC communities
- Centers Black voices
- Create a safe space for BIPOC communities to connect

Cons:

- App is not free, exclusive gatherings are for the Liberate Plus users only. Users not paying for the app may feel excluded
- May not cover the entire Black diaspora

“Culturally relevant practices are essential for healing.”

The screenshot shows the Liberate app's main interface. At the top is a search bar with a magnifying glass icon. Below it is a grid of categories arranged in four rows of two columns each. The categories are: Gratitude/Grief, The Body/Love, Mindfulness/Depression, Race/Micro Aggressions, Masculinity/Pride, Other Meditations/Other Talks. At the bottom of the screen are navigation icons for Home, Explore, Favorites, and Profile. To the right of the grid, there is a detailed description of a specific talk titled "Ashé: Becoming Ancestors & Powerful" by Dr. Shanté Paradigm Smalls. It includes a small profile picture of the speaker, the duration (5-20 mins), and a "Meditation" button. A "Collapse" button is also present.

How is Liberate successful in implementing this?

The practices and talks offered on the app are curated by teachers of color and led by teachers from BIPOC communities. Teachers come from a diverse background with various lineages, perspectives, and approach. This helps users identify with the common cultural experiences and further support them on their path to healing.

How can this practice be used in a health equity app?

BIPOC representation needs to be genuine and should not be tokenistic. Authentic BIPOC representation seen in the service providers of a health equity app can be powerful in generating a sense of connectivity between the app and its users.

User + Service Provider Connection: BIPOC representation



Therapy for LatinX

Website that offers a therapist directory, people sharing stories or experiences, and resources for individuals who want to become a licensed mental health practitioner.

BIPOC representation: Best practices:

This site fosters community by having an open forum for individuals from a LatinX background to speak on their issues with mental health, as well as speak to live LatinX licensed therapists. Not only is it providing space to get help but to then pay it forward and help others as well.

Pros:

- Users can set up one-on-one appointments with therapists, or chat with other users experiencing similar issues
- Users feel like their cultural background is understood
- Daily events and workshops

Cons:

- Membership only: some users may not be able to afford an account

The screenshot shows the Therapy for LatinX website's "Mental Health Professionals Results" page. At the top, there's a search bar with placeholder text "Can't find what you're looking for? Get matched!" and a "Get matched!" button. Below the header, there are navigation links for "Home", "Member Directory", "Latest News", "Resources", "Join Today", and "About". A "Select Language" dropdown, a "Donate" button, and a "Member Login" link are also present. The main content area displays a list of professionals. The first result is Luis Resendez, a "Verified" therapist specializing in men's mental health issues and trauma, located in Riverside, California. The second result is Ruth Perez Tortoriello, a therapist inspired by courage, located in New York, New York. Both profiles include a "View Listing" and a "Send Message" button.

How is Therapy for LatinX successful in implementing this?

This website has provided a space for people within the LatinX community to learn more about themselves and find ways to improve their lives. There's also a way to connect to others who are in the same community going through the same things they are. Offering an opportunity to meet new people and better oneself.

How can this practice be used in a health equity app?

BIPOC representation is important in the health field. It's also important that the BIPOC community sees themselves in those who they are seeking medical care from. Creating a way for individuals to find someone to treat them that can understand them on a cultural level can be impactful.

User + Service Provider Connection: Real People Providing Info/Help



Brainfuse

Outside service for larger organizations, such as libraries and schools, that provides online tutoring and mentoring for students, job seekers, and veterans affiliates with that organization

Real People Providing Info/Help: Best practices:

Brainfuse provides on-demand, real-time, virtual help from tutors/mentors that can provide lessons in both english and spanish

Pros:

- Option to record meeting for the user to review later
- Snap and Share feature for users who prefer to write using a pencil and paper rather than on a virtual white board
- Provides choice for user to submit work and receive feedback within 24 hours

Cons:

- Tutoring/mentoring availability may be limited
- General tutoring/mentoring sessions may not be one-on-one, may be like an office hour meeting where multiple students can join at once



"I love how I can just work through problems with pencil and paper and share it with my tutor. It's magical."

– Community College Student

How is Brainfuse successful in implementing this?

Brainfuse has a proprietary online platform that optimizes the interaction between tutors and tutees through video conferencing and virtual whiteboard space. The company hires many part-time tutors to maintain the on-demand feature, however, reviews show that tutors are paid very low rates and have minimal job security.

How can this practice be used in a health equity app?

Users who are fighting cancer will have a lot of questions along the way, and it would be beneficial to them to be able to have access to a healthcare specialist whenever the user has any questions. Since users can be of any age and speak a variety of languages, it is important for users to be able to interact with specialists in the ways that they are the most comfortable doing, as well as using the language they are most familiar with.

Appendix

Appendix A

HEALTH EQUITY CARROT

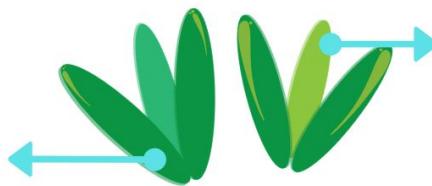


USABILITY

INTERFACE ACCESSIBILITY

What makes an app interface accessible?

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(Prompt: How might the users interact with the app in their first language?)

APP INTERACTION

How can user interaction be optimized?

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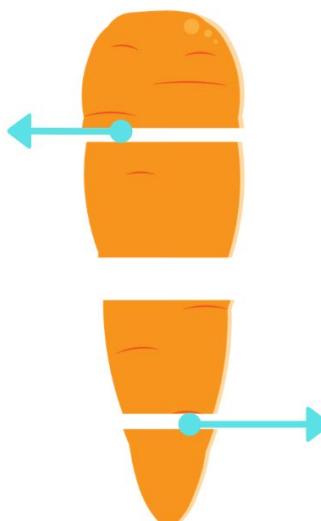
(Prompt: How might the app encourage positive health and cancer preventative behaviors?)

SOCIAL ACCESSIBILITY

LITERACY

How might the app cater to different levels of health literacy?

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(Prompt: How might the app ensure users are not confused by jargon?)

SOCIO-ECONOMIC ACCESSIBILITY

How might the app ensure socio-economic accessibility?

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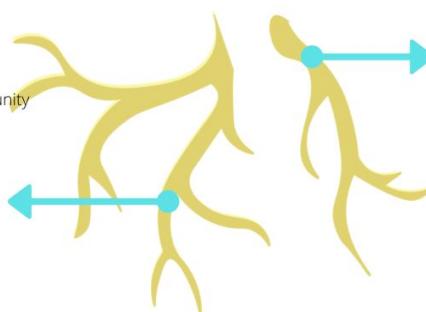
(Prompt: How might the app be accessible for unemployed or uninsured users?)

COMMUNITY

USER + USER CONNECTION

How might the app foster community between users?

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(Prompt: How might the app foster support groups?)

USER + SERVICE PROVIDER

How might the app foster authentic relationships with users?

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-

(Prompt: How might the app increase BIPOC representation?)

Appendix B

Flo Information

Women's health is an underrepresented field of study often lacking in data. Flo values women's health and the data that helps them in understanding Women's health needs on a deeper level. Currently they partner with acclaimed medical experts, research institutions, universities, and research groups all over the world. While data is crucial to providing the best and most accurate information Flo also values the privacy of its users and aims to never use any personal data for analysis.

Flo works with over 50 doctors and experts in Obstetrics and Gynecology, Reproductive Endocrinology, Pediatrics, Nutrition, Neurology, Dermatology and more. In 2018 Flo partnered with the United Nations Population fund (UNFPA) and OWHealth to coordinate in the following areas:

- “Creation of additional content contained within the FLO application, specifically UNFPA will advise OWHealth and FLO application development team on how to convey accurate information about sexual and reproductive health issues, including family planning.”
- Collaboration and support to each entity’s global and local campaigns and social media (where aligned with each entity’s mission).
- Joint research to understand FLO application user behavior and requirements for information on sexual reproductive health and gender issues.”

As mentioned before Flo partners with Universities to conduct research studies in Women's health. They've partnered with universities like North Western University, Texas Christian University and more. There they've conducted studies that study “the correlation between sexual behavior and the frequency of menstrual cycles” as well as one that “aimed to find the prevalence of polycystic ovary syndrome (PCOS) by states in the US and by ethnic groups as well as to characterize the manifestation of the symptoms of this syndrome.” These are just two of the collaborative research studies Flo takes part in to provide the most accurate and comprehensive data for users.

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