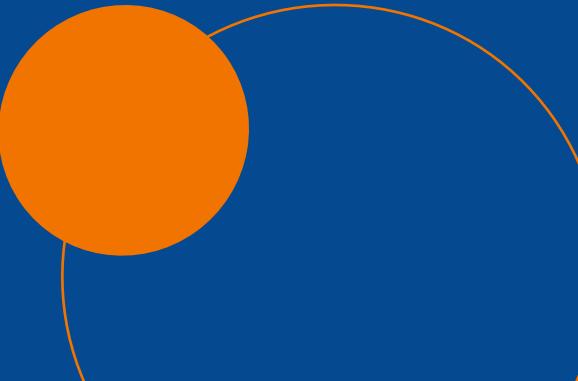


MedExplorer

TEAM AWESOME: Jacob Grunwald, Laura Pendleton, Kameron Pacheco

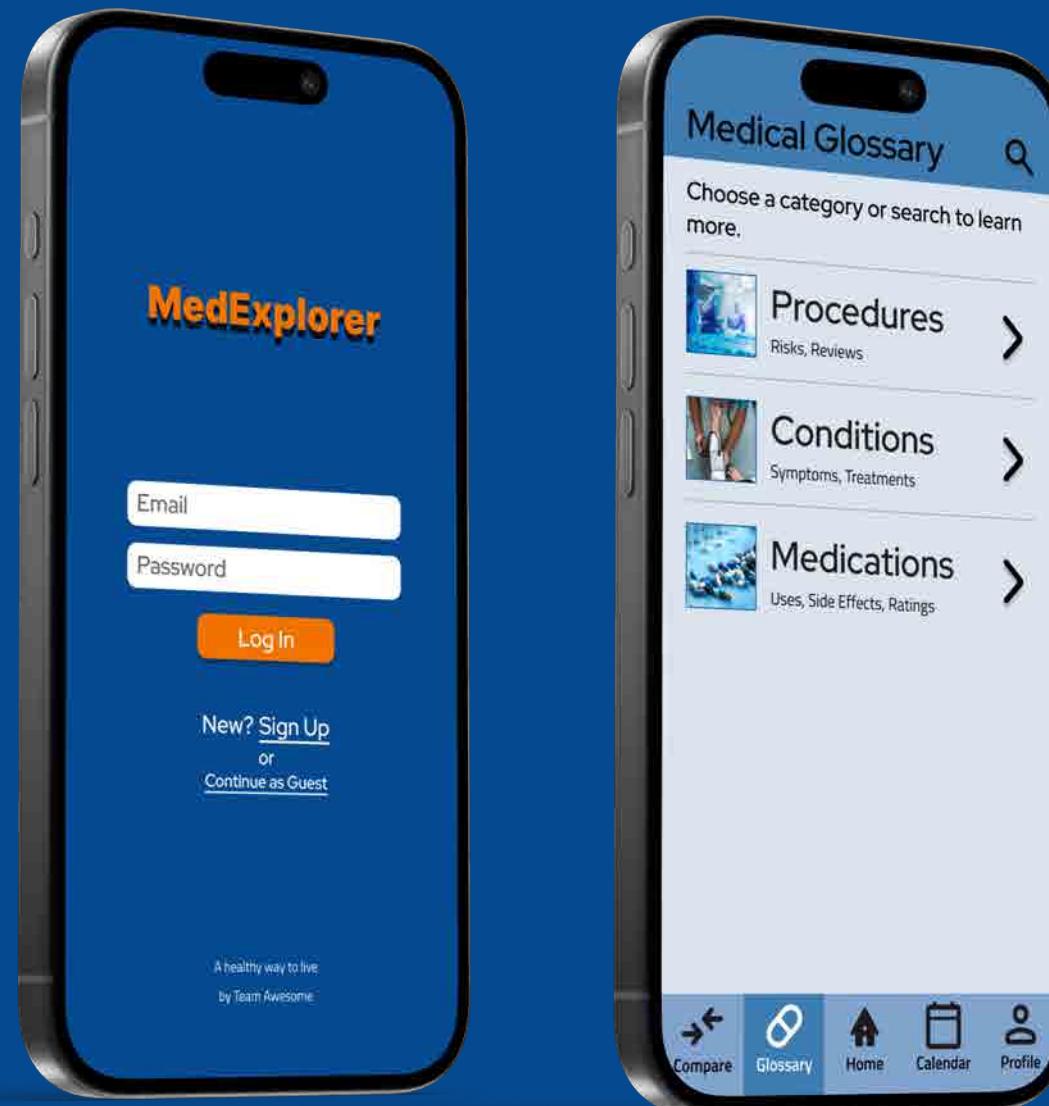


Project Summary

Goal: Make healthcare easier to understand and obtain.

Problem Statement: Help people overcome challenges they face when seeking out or maintaining healthcare.

Product Brief: A companion app meant to educate people on their benefits and what healthcare actually is/ how it works, and help people keep track of important medical information such as visits, costs, and test results.

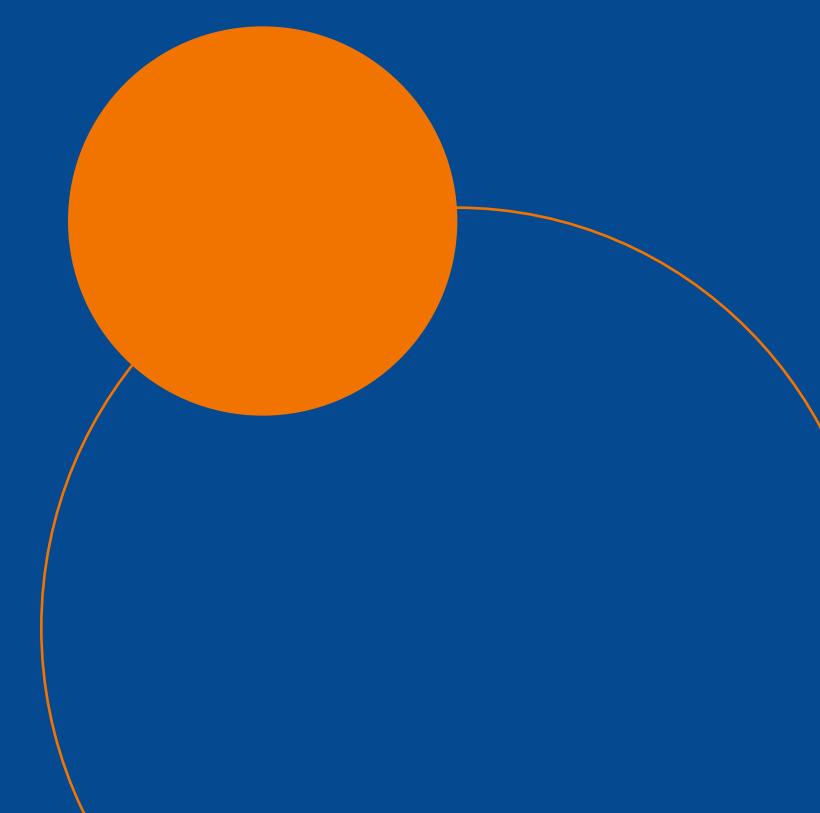


Competitive Analysis

	Easy Info Access	Clarity Of Info	Minimal User Flow	Legible UI
Kaiser	✓		✓	✓
TruliaCare		✓	✓	✓
ZocDoc		✓	✓	✓
Healthline	✓	✓	✓	✓
MedExplorer	✓	✓	✓	✓

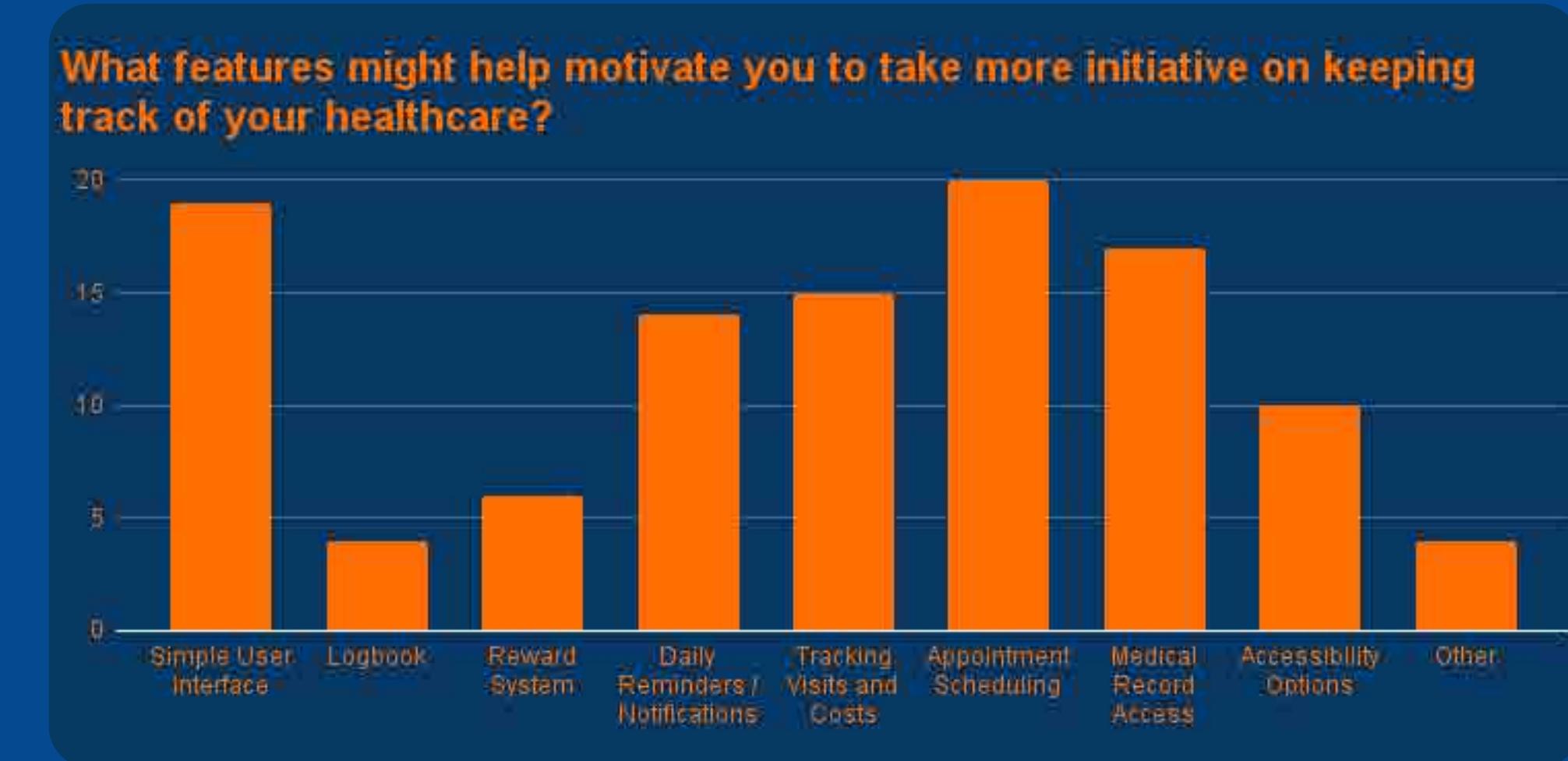
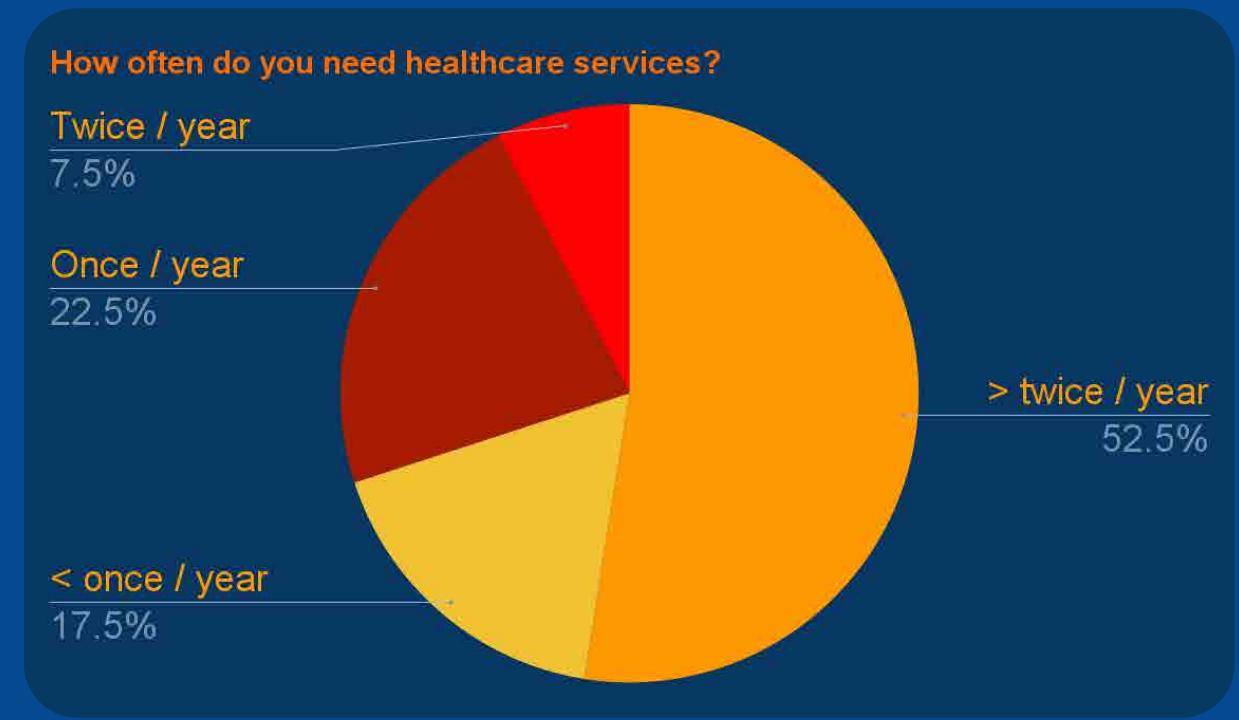
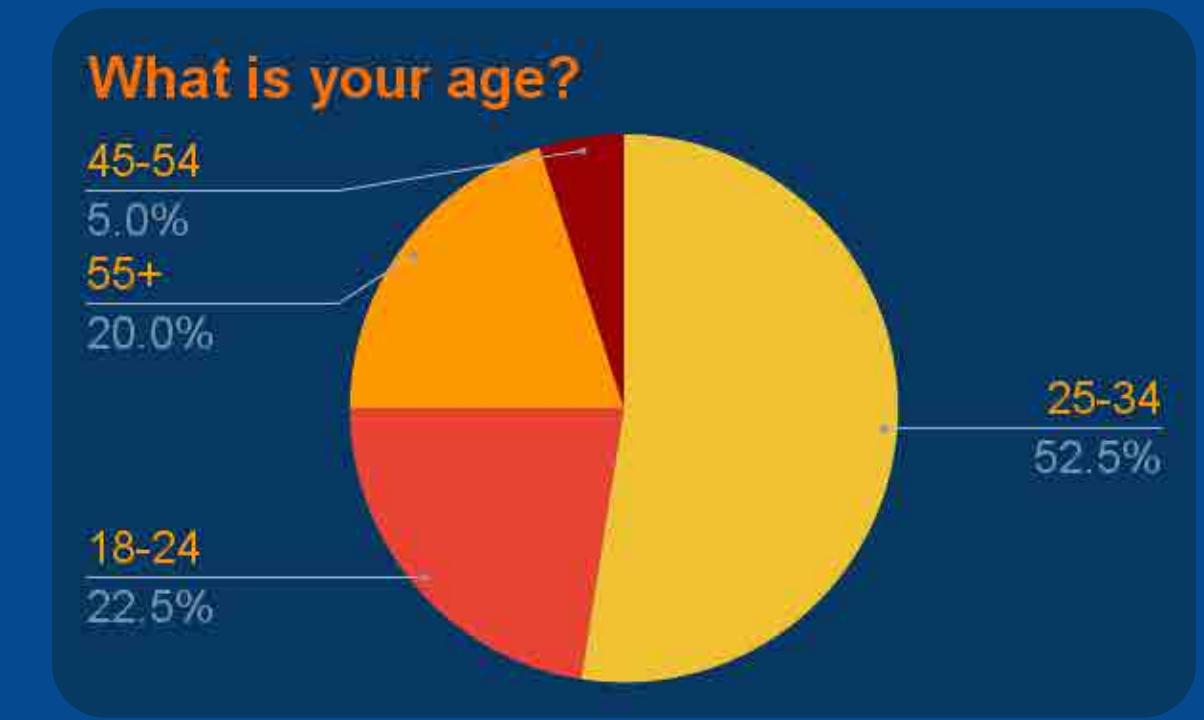
Summary:

Most of the top healthcare apps feature user-friendly flow and navigation. Additionally, the important information that the user may be seeking is easy to locate and understand.



Research Summary

- We wanted to gauge people's **overall satisfaction** with the care they received, and what sort of features they might look for in a healthcare companion app.
- Most people already have healthcare but are **somewhat dissatisfied**.
- The majority of people facing similar challenges are **between the ages of 25-34 years old**.
- Many young adults are getting their first experience with their own healthcare and **often need guidance or advice**.



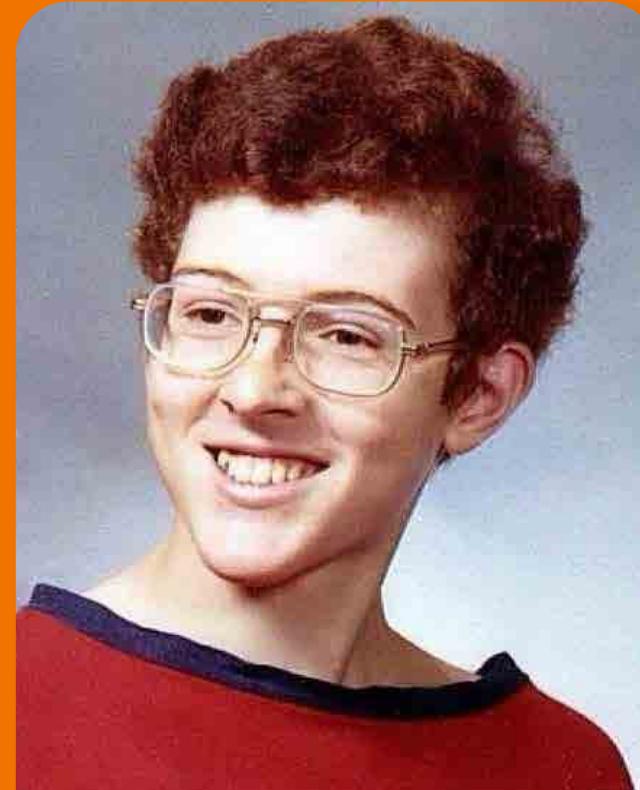
“Very few offices want to take my plan as it's the cheapest government plan.”

“I wish pricing was more transparent and upfront.”

“I'd like there to be an easy list of where I can go to seek healthcare and be covered. It's difficult.”

Persona: Todd

Todd



Age: 25

Occupation: Amazon
Delivery Driver

Healthcare: Medi-Cal

Income: \$29,000

"My back aches a lot, constant day in and day out. I want to quit Amazon but I think I'm better off there than somewhere else. It's just hard with how much pain killers cost."

Todd lives in San Francisco, California. He's recently moved out of his parent's house and moved in with his friend in a 2 bedroom apartment. Since he moved out, he's had to work more hours than ever, doing long ours making deliveries as an Amazon Delivery Driver. Twisting and turning, constantly moving up and down stair cases, the stress of fear of being fired or attacked by robbers, he's struggling. This is exasperated due to him having reoccurring back pain. While his paycheck may be sustainable for him, the cost of medicine makes it difficult to financially stay afloat, even with a roommate paying half of their paycheck on rent. He's trying to get away from the stress of manual labor in hopes of an office job somewhere in the city. But working as a driver is his only immediate solution to keeping the lights on.

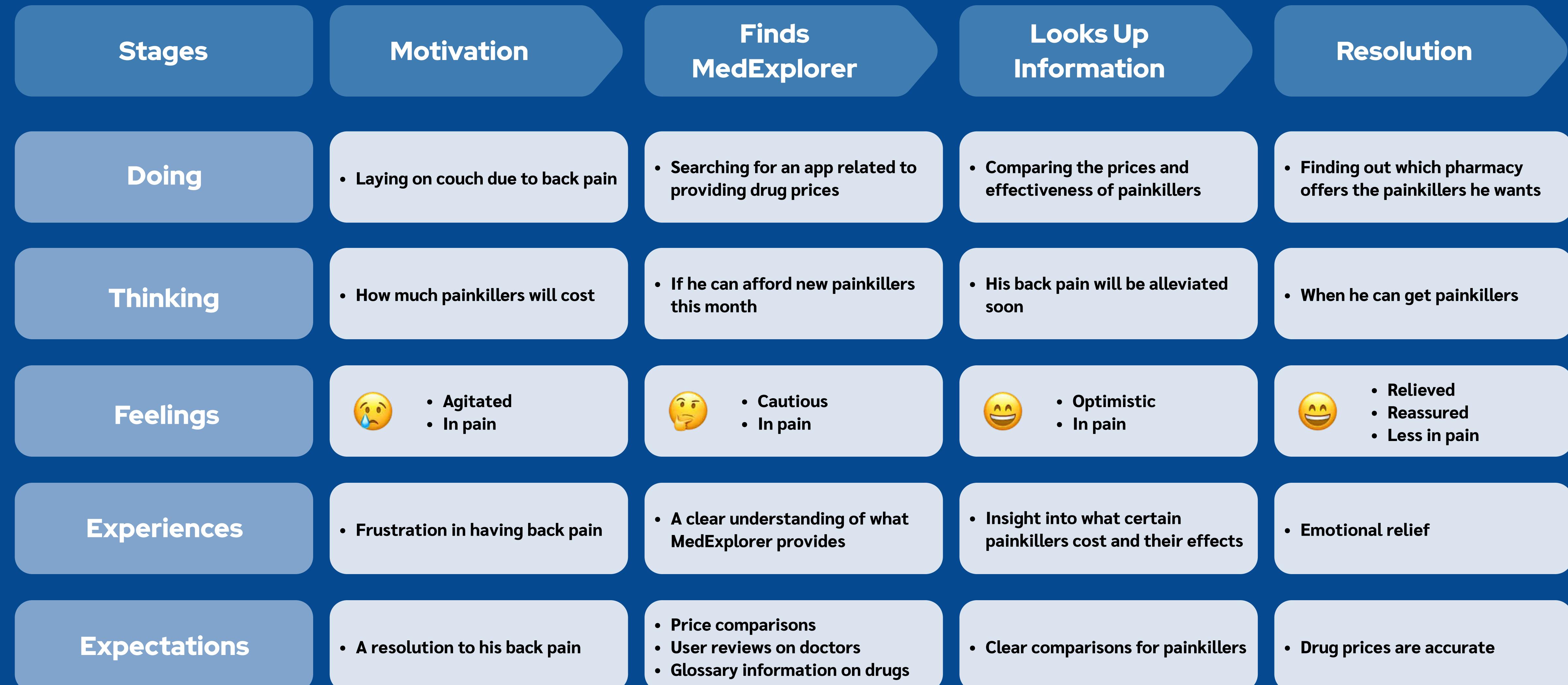
Wants

- Learn painkillers for his backpain
- Take better care of his health

Needs

- A convenient place that can tell him where to get him an affordable prescription
- Comfort in knowing he can find some better financial stability

Todd's Journey Map



Persona: Sarah

Sarah



Age: 34

Occupation: Marketing

Coordinator

Healthcare: Kaiser

Income: \$45,000 per

year

"Navigating the healthcare system is like deciphering a foreign language. It's overwhelming, and I wish there was someone or something to guide me through it."

Sarah is a young, ambitious professional working as a Marketing Coordinator at a mid-sized tech company. She is a college graduate with a degree in Marketing and has been in the workforce for about five years. Sarah faces various challenges when it comes to healthcare. Being in her early thirties, she finds the healthcare system confusing and often struggles to find information regarding medical terms and information about certain medicines. As a young professional with a moderate income, she is also concerned about the affordability of medications. Sarah's primary goal is to have a companion app that can simplify her health experience, making it more educational and less confusing.

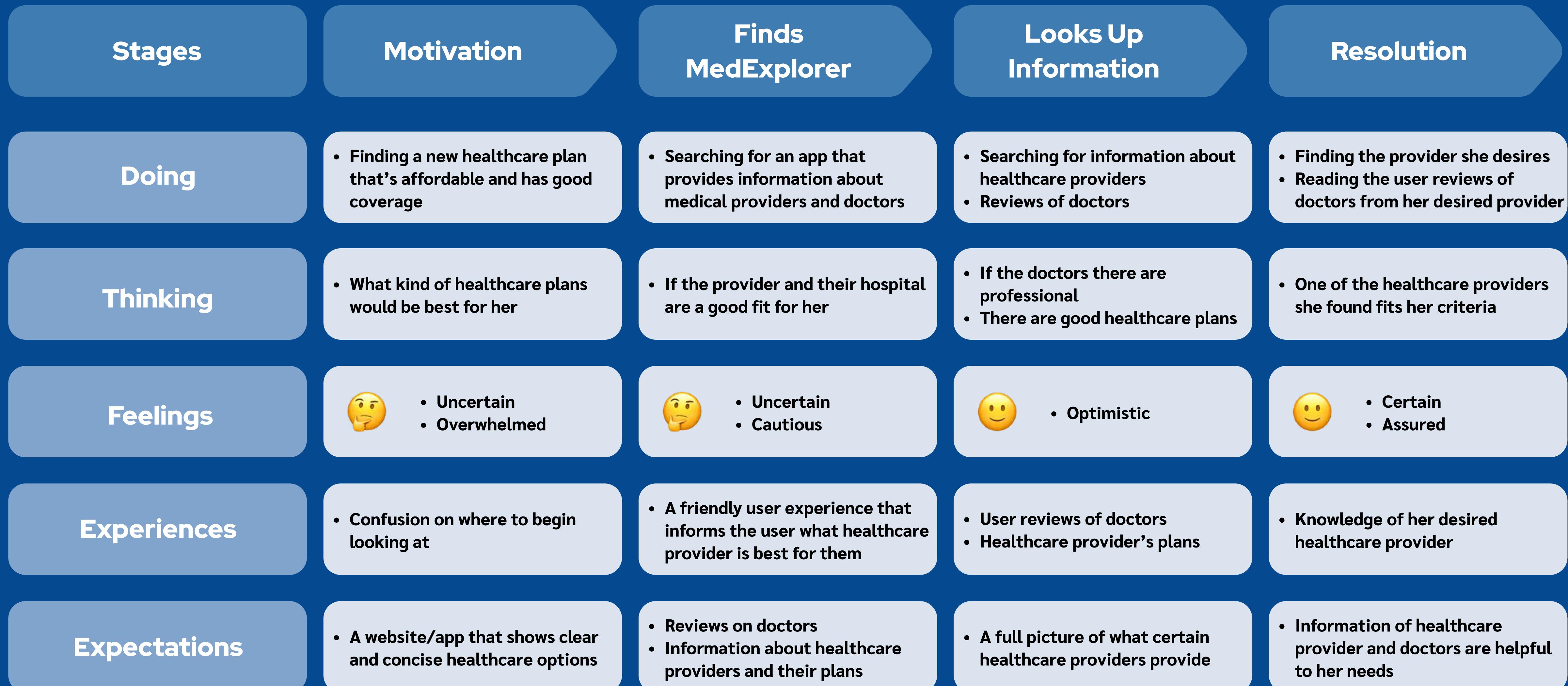
Wants

- A user-friendly healthcare companion app.
- Affordable healthcare plans that suits her.

Needs

- Guidance and advice for health information
- Simplified healthcare navigation.

Sarah's Journey Map



POV and HMW Statements

POV:

- Todd needs to learn how to make a doctors appointment within his schedule because he doesn't have the time or the knowledge to do so easily.
- Sarah needs to get as much information about healthcare providers as possible because she wants to choose one that is right for her.

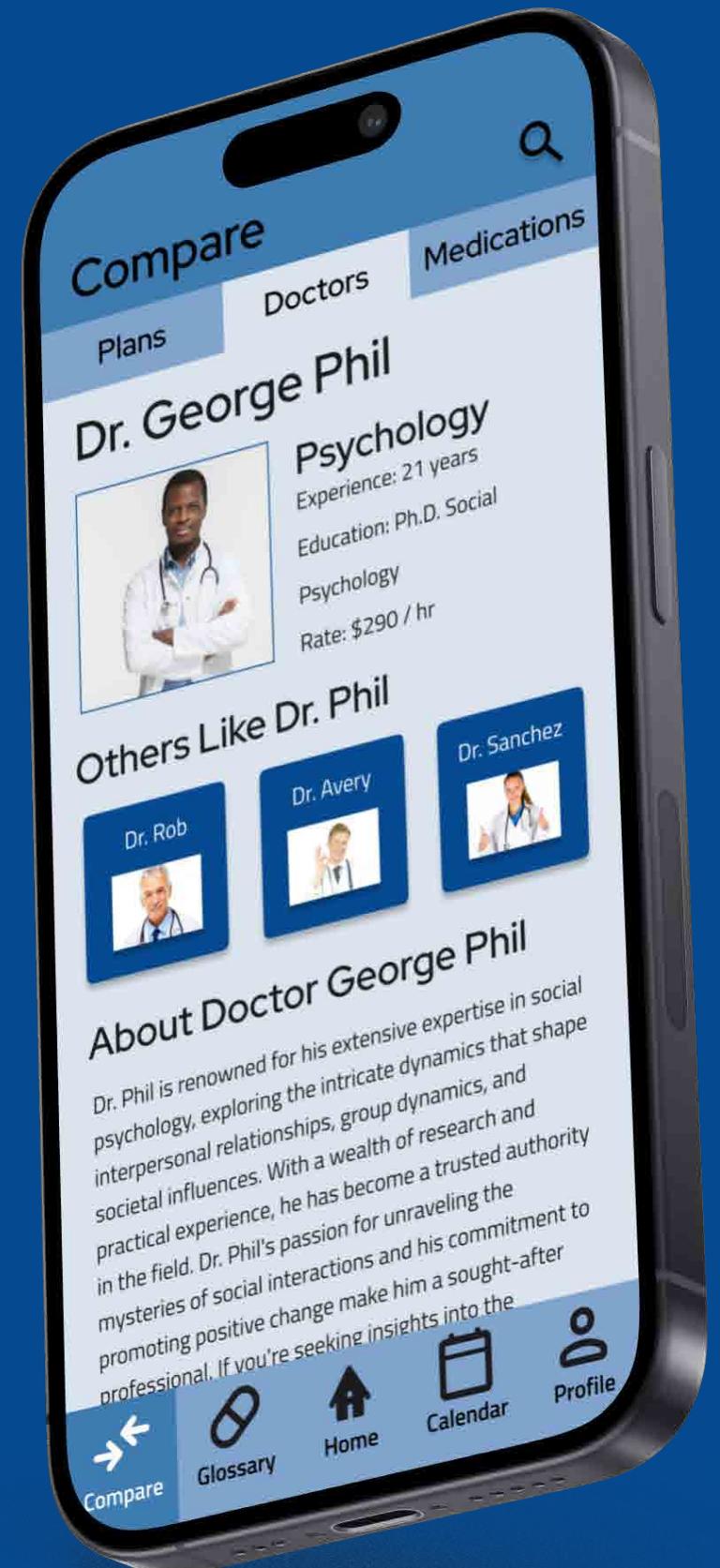
HMW:

- How might we create a scheduling system that is both effective and easy to use?
- How might we provide an answer to any question a user might have about healthcare?

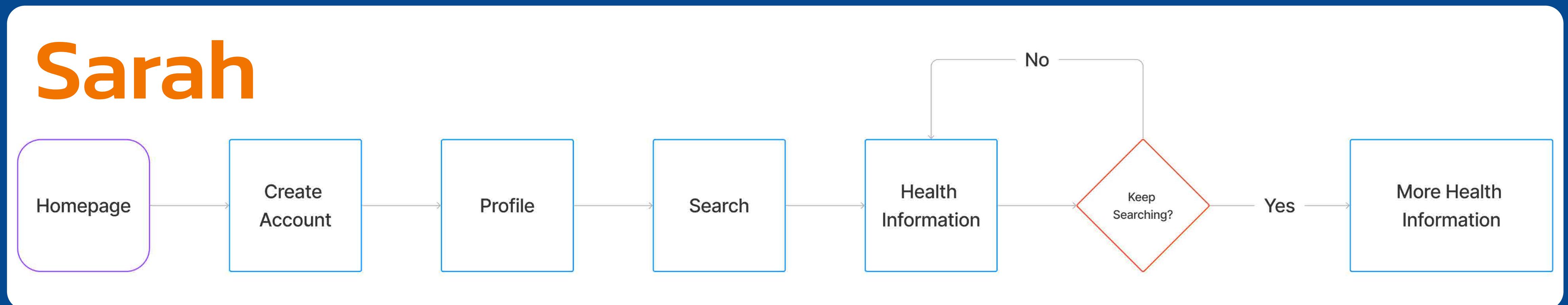
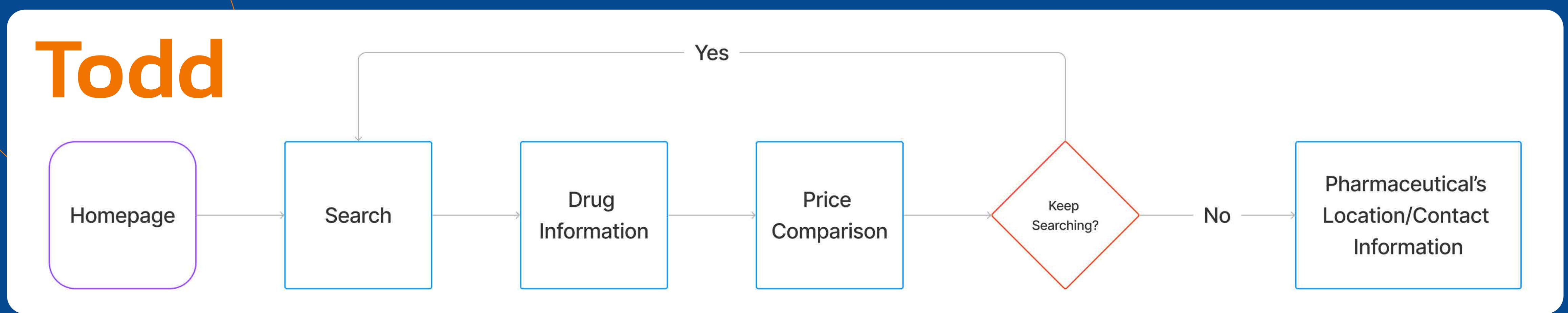
Sections and Features List

Sections: Drug glossary, schedule planner, user reviews, price comparisons, search engine

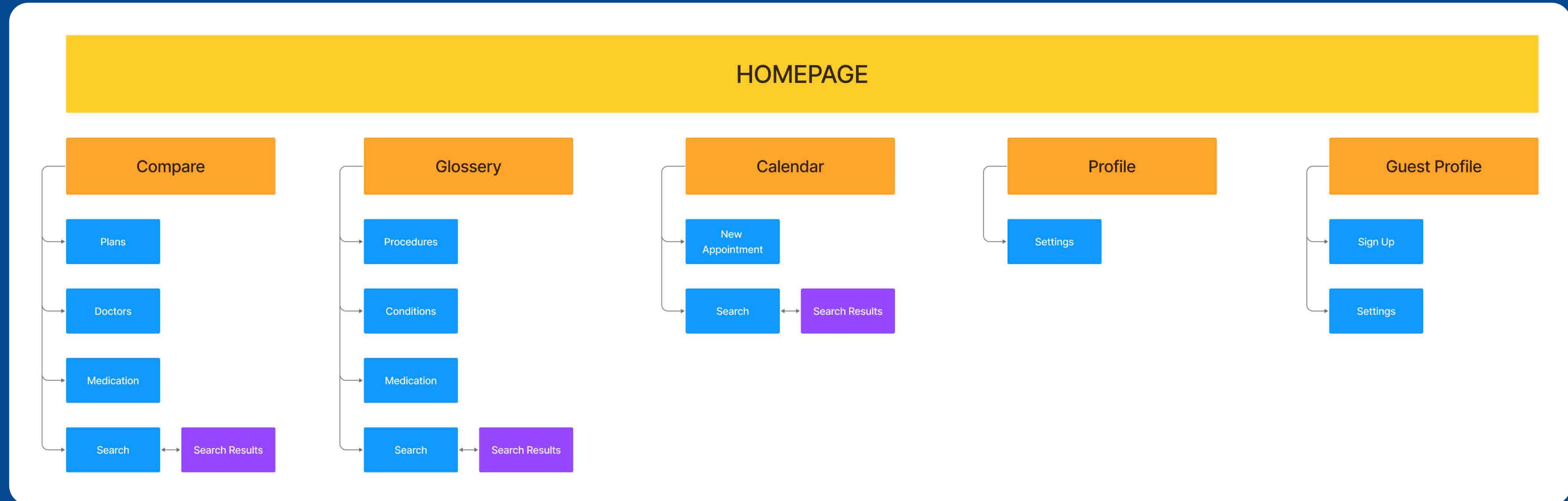
Features: Accessibility, price change notifications, comprehensive healthcare plans list



User Flows



Sitemap



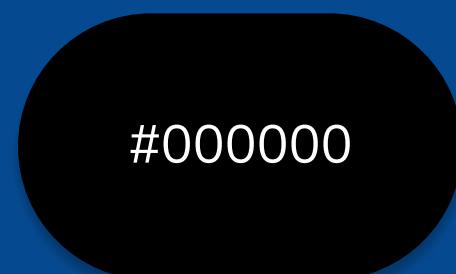
Wireframes

The wireframes illustrate a range of user interface components and layouts:

- Compare:** Multiple search results pages for "PLANS", "DOCTORS", and "MEDICATION". Each result page includes a search bar, a list of items with placeholder text, and a footer navigation bar.
- FAQ:** A page displaying frequently asked questions with placeholder text.
- Calendar:** A monthly calendar for November 2023, highlighting specific dates.
- Medical Glossary:** A search results page for "PROCEDURES", "HEALTHCARE", and "MEDICINE".
- Billy Bob's Profile:** A user profile page for "Billy Bob" with a placeholder profile picture and a gear icon.
- Health Plus:** A login screen with fields for "username" and "password", and links for "Log In", "new? sign up", and "continue as guest".
- Name of Medication:** A medication search results page with a placeholder profile picture and a gear icon.
- Side Effects:** A section showing side effects for a medication, represented by a list of items with placeholder text.
- Reviews:** A section showing reviews for a medication, represented by a list of items with placeholder text.
- Compare:** A page displaying a list of items with placeholder text.
- Medical Glossary:** A search results page for "PROCEDURES", "HEALTHCARE", and "MEDICINE".
- Welcome back, Billy:** A welcome message for "Billy Bob" with a placeholder profile picture and a gear icon.
- Notifications:** A section showing notifications for a user, represented by a list of items with placeholder text.
- Upcoming:** A section showing upcoming events or tasks for a user, represented by a list of items with placeholder text.
- FAQ:** A page displaying frequently asked questions with placeholder text.

Style Guide and Design Systems

Color



Typeface

Display

H1 - Red Hat Display - Bold - 40 px

Header

H2 - Red Hat Display - SemiBold - 36 px

Subheader

H3 - Red Hat Display - Medium- 28 px

Subheader

H4 - Red Hat Display - Medium - 22 px

Paragraph

Paragraph - Titillium Web - Regular - 16 px

Caption

Caption - Titillium Web - Regular - 13 px

Components

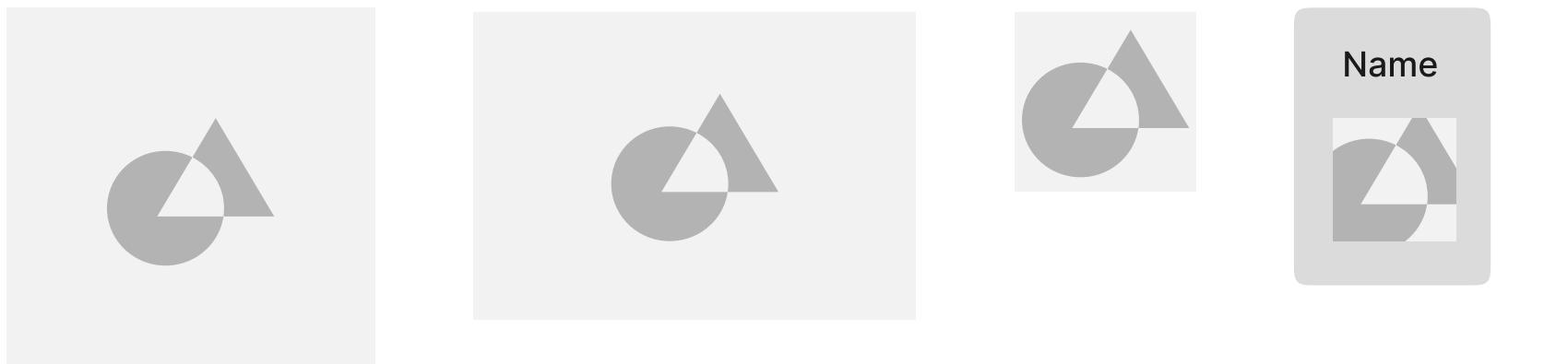
Navigation Component



Navigation



Cards



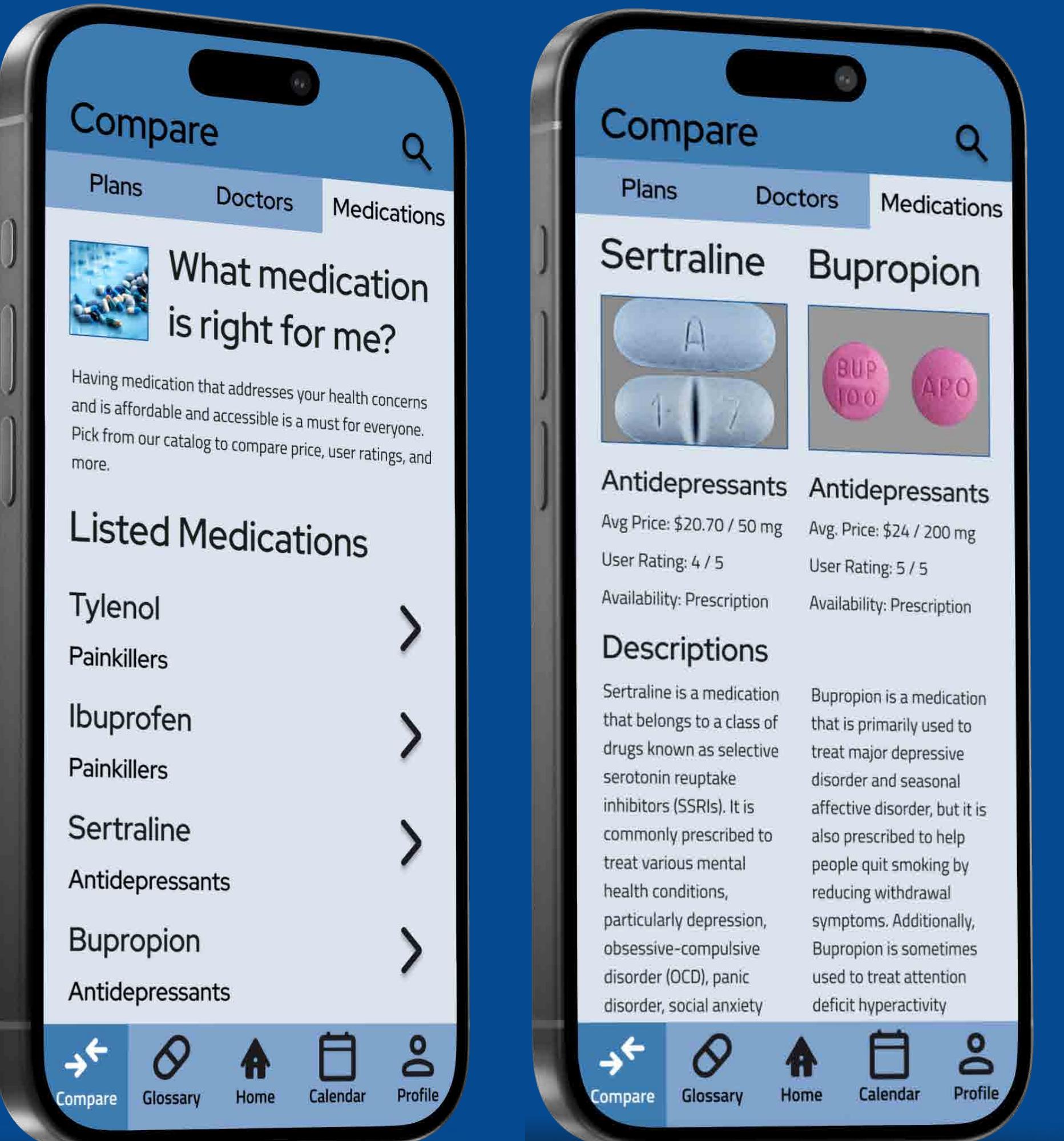
Prototype



• Prototype ->

Usability Testing Summary

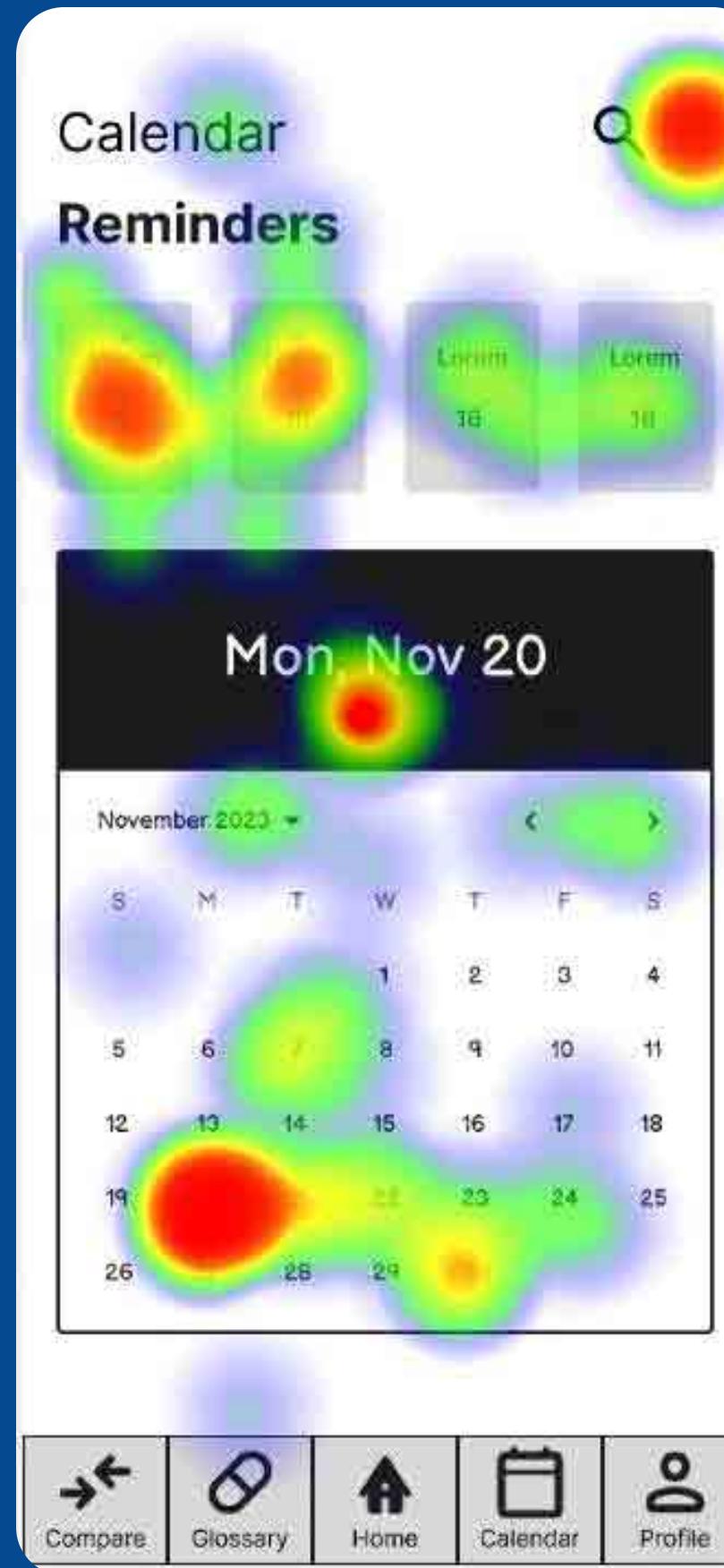
- Throughout our tests, the **most important** thing we discovered was ensuring that all of our features were easy for the users to understand and use.
- In the **first online test**, we discovered that our calendar function needed more work to make it more usable.
- After making some changes for the **second online test**, the calendar was better but we still needed to improve the compare tool by making it more distinct from the glossary.
- During the **observational test**, we found that we needed to further improve on the design of the compare tool so that it was easier.



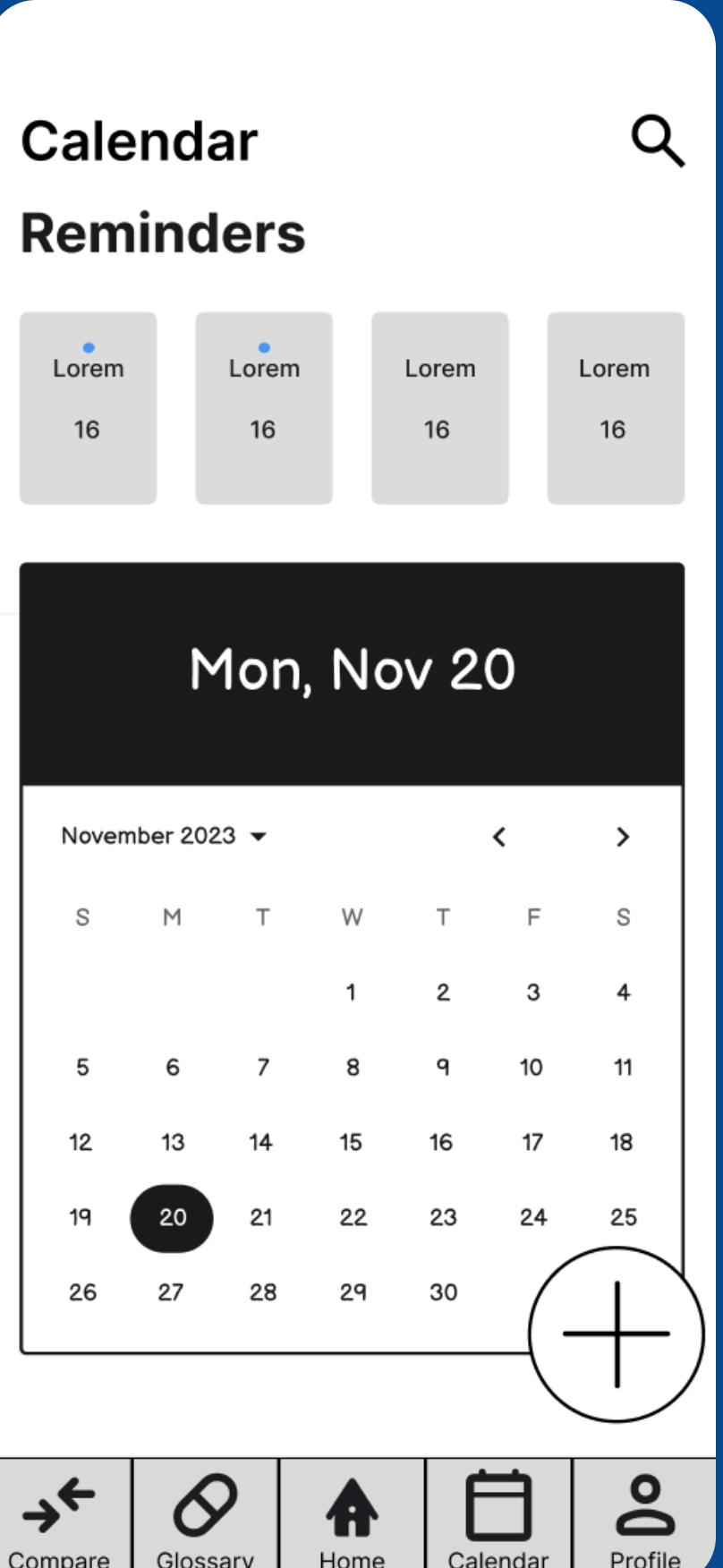
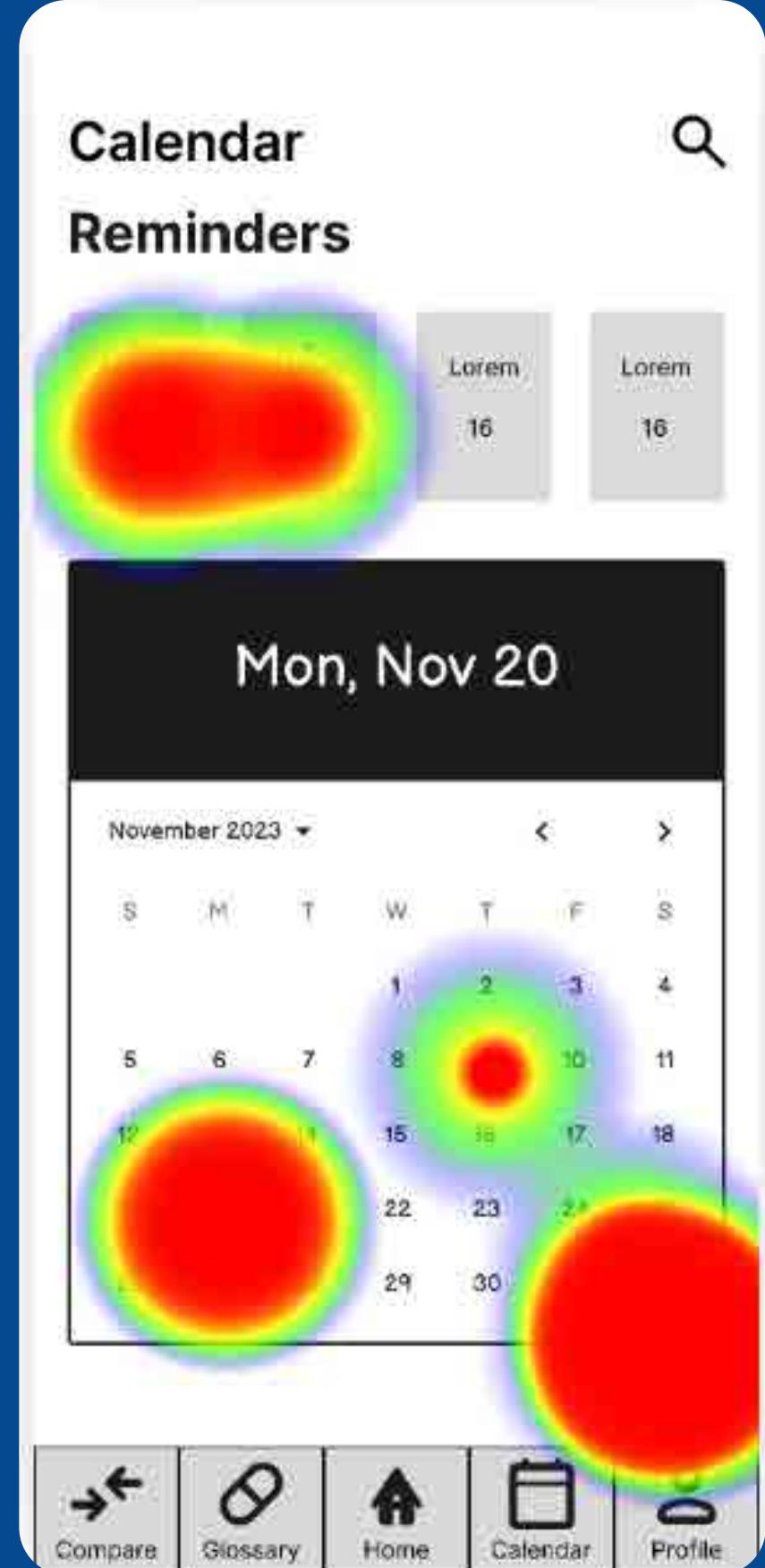
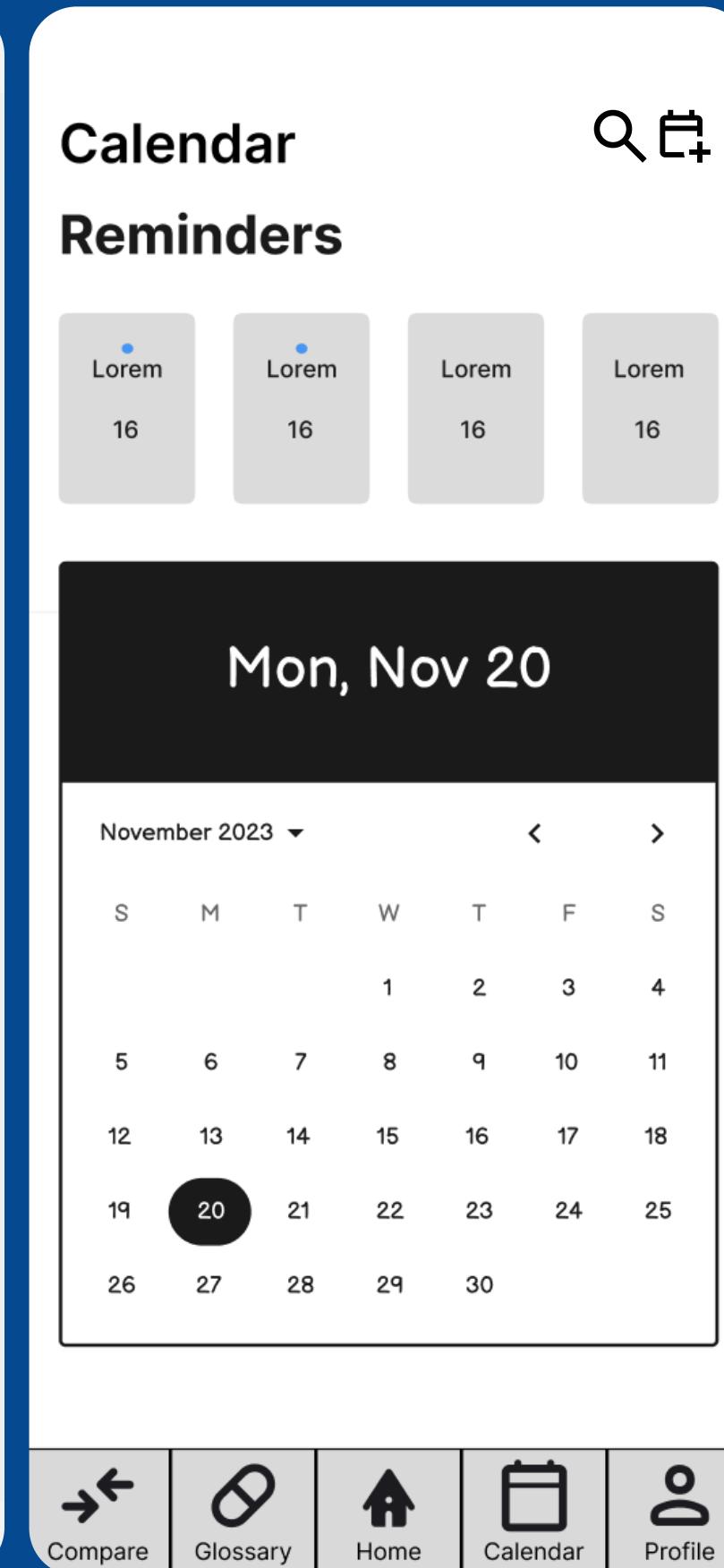
Online Testing: Part 1

Before Changes:

- The calendar system was difficult to understand for some. We will incorporate more signifiers and a clearer layout to help alleviate this.
- To improve usability, we removed the add event button from the top right and created a larger button in the bottom right. This portion of the test went much smoother.



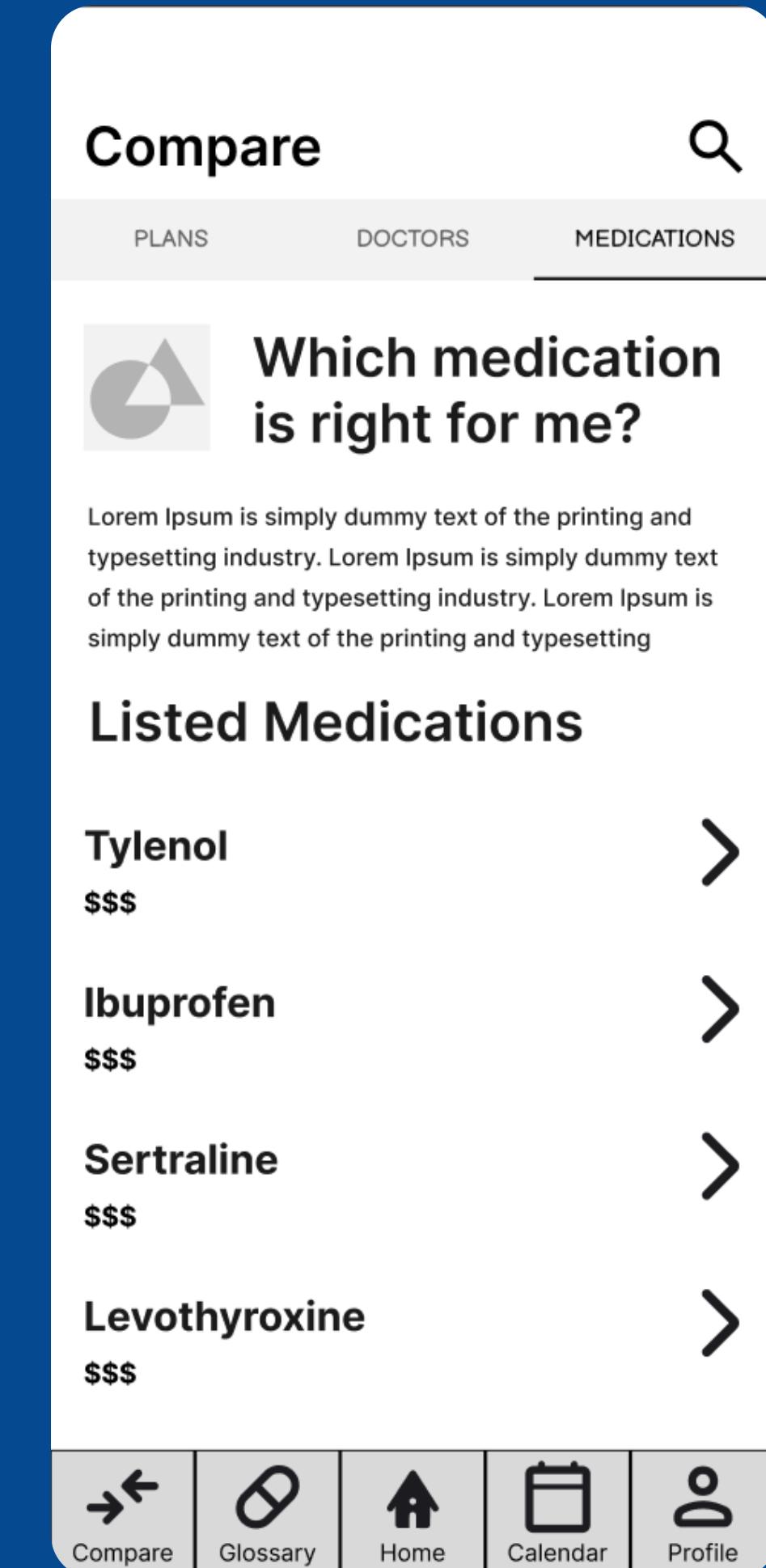
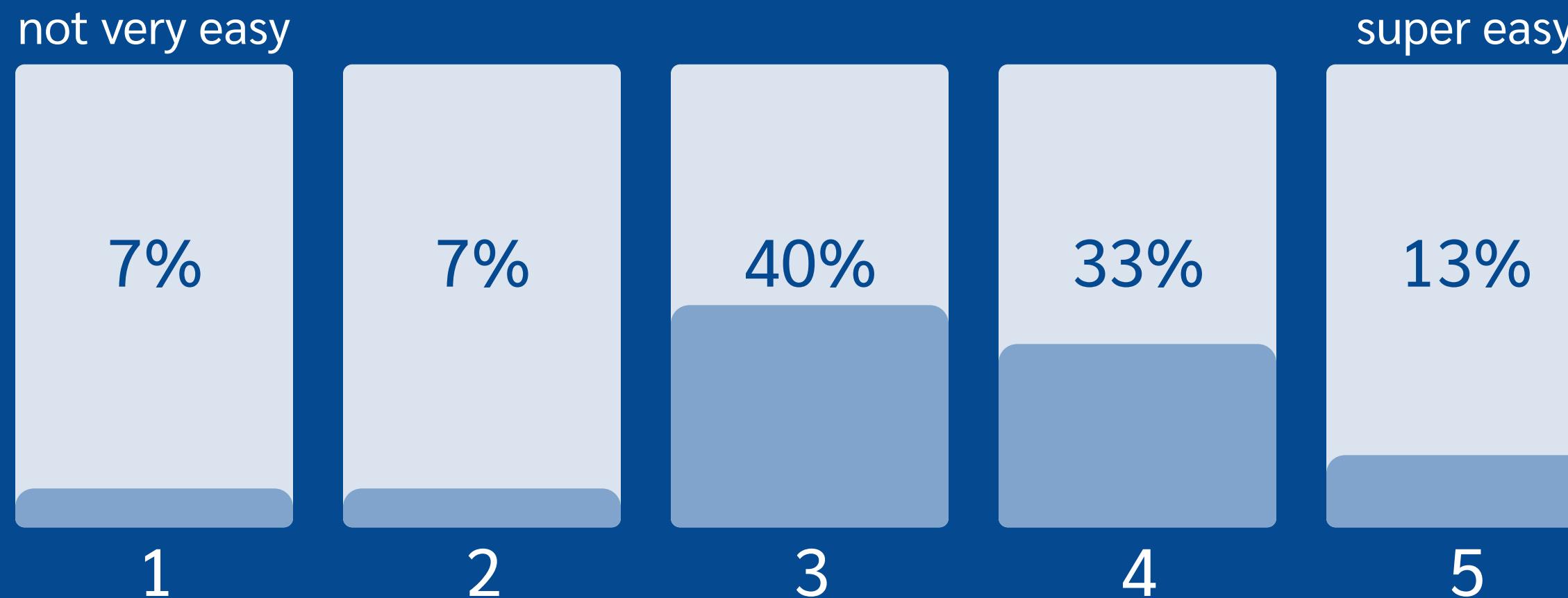
After Changes:



Online Testing: Part 2

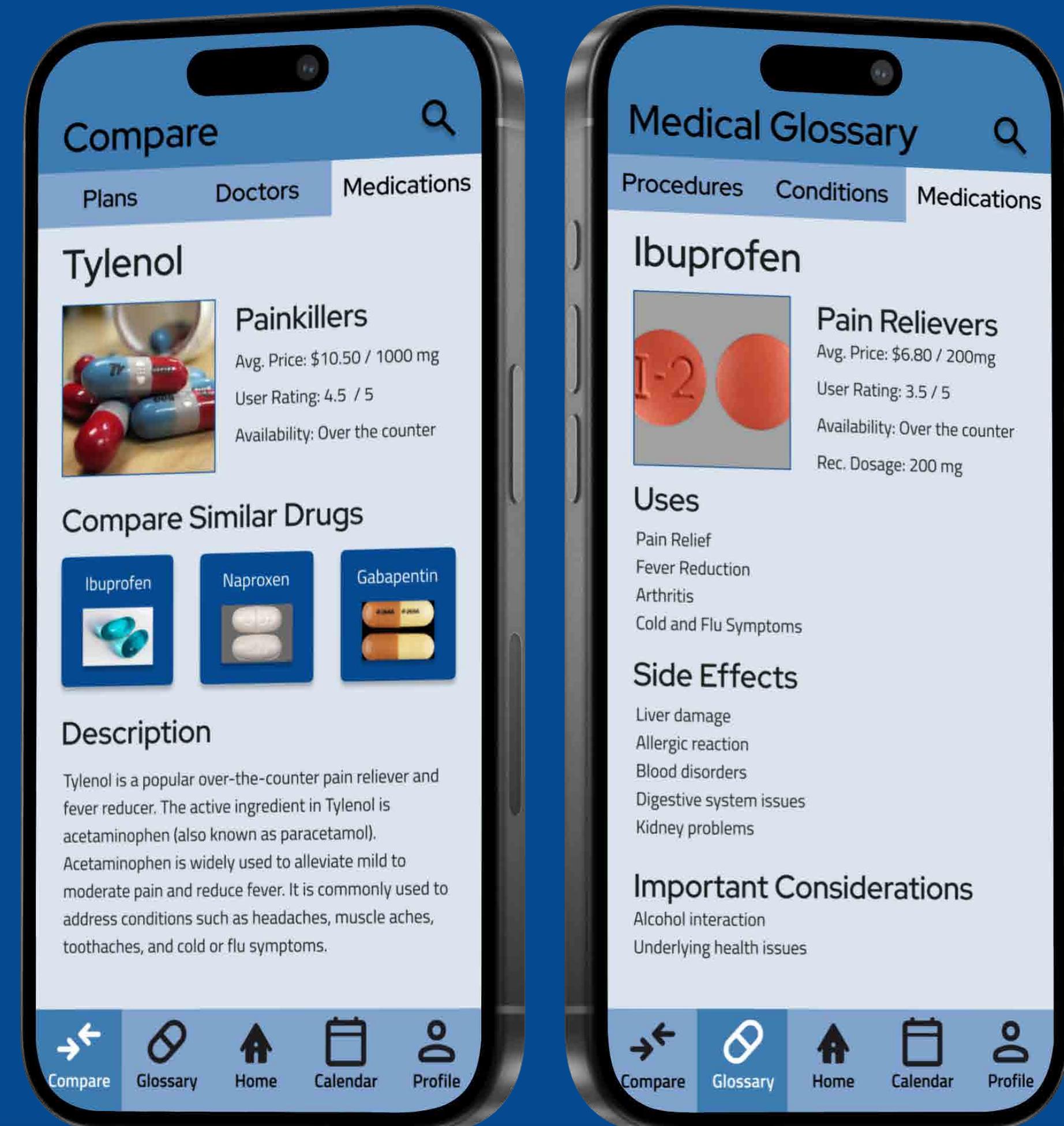
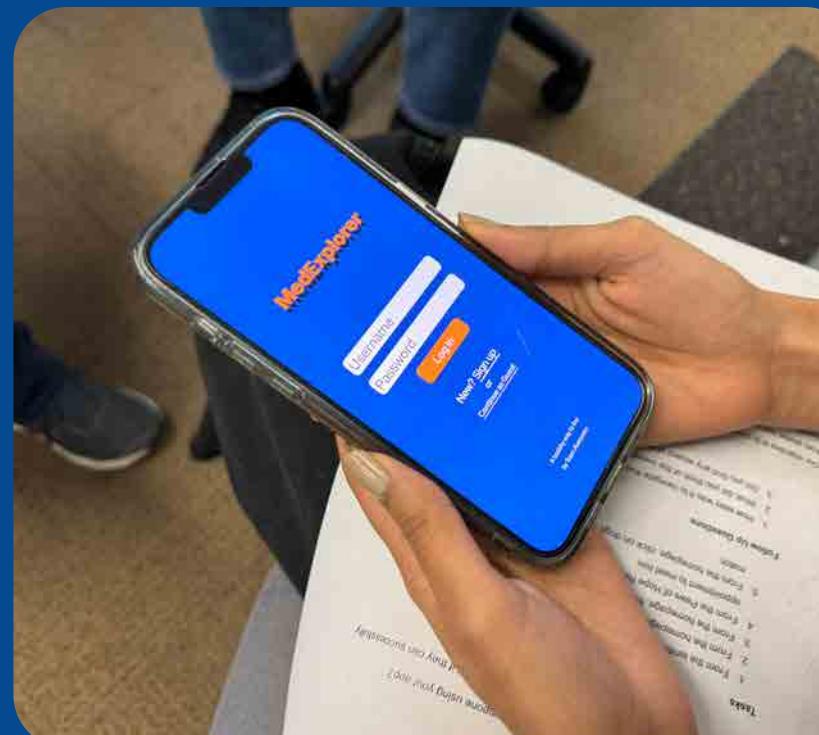
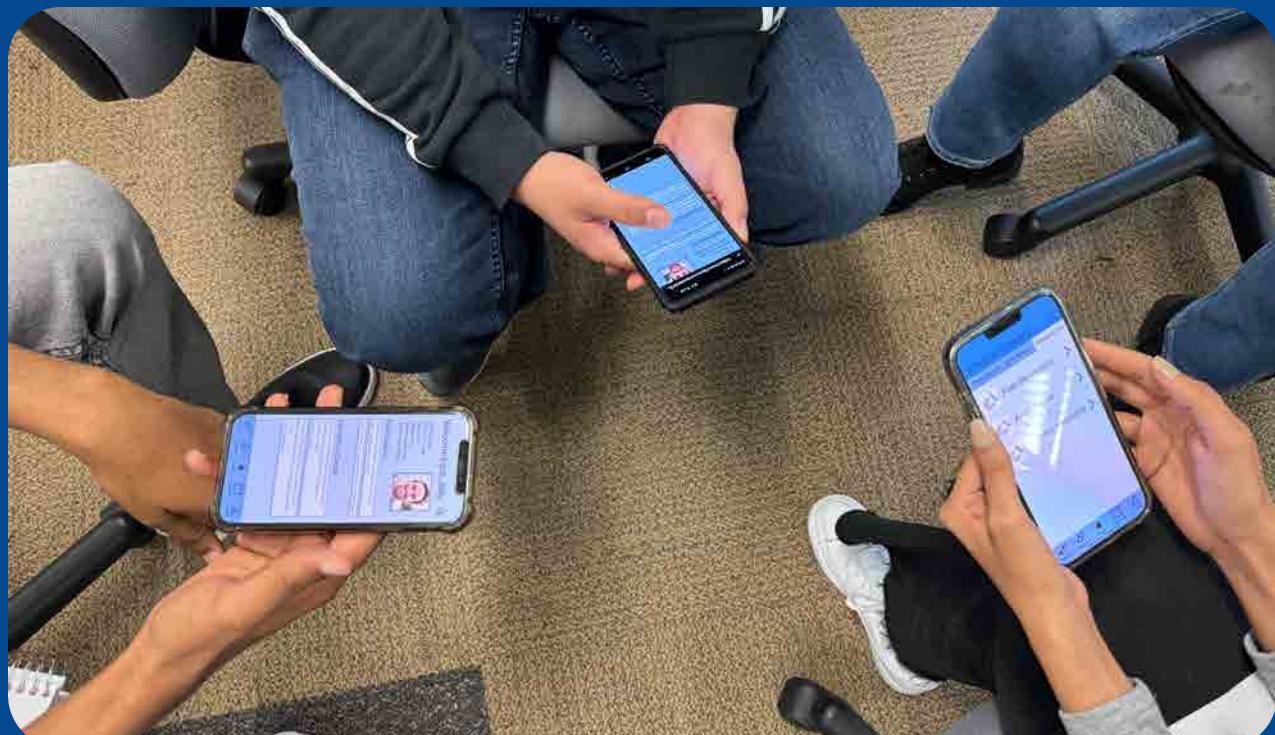
- The compare tool was difficult for some to wrap their head around, so we will add more signifiers as well as a short description. Adding content will also help improve understanding.
- One of our users stated that the app relies on the search function too much, so putting less of an emphasis on that will streamline the experience overall.

Overall, how easy was it to use the app?



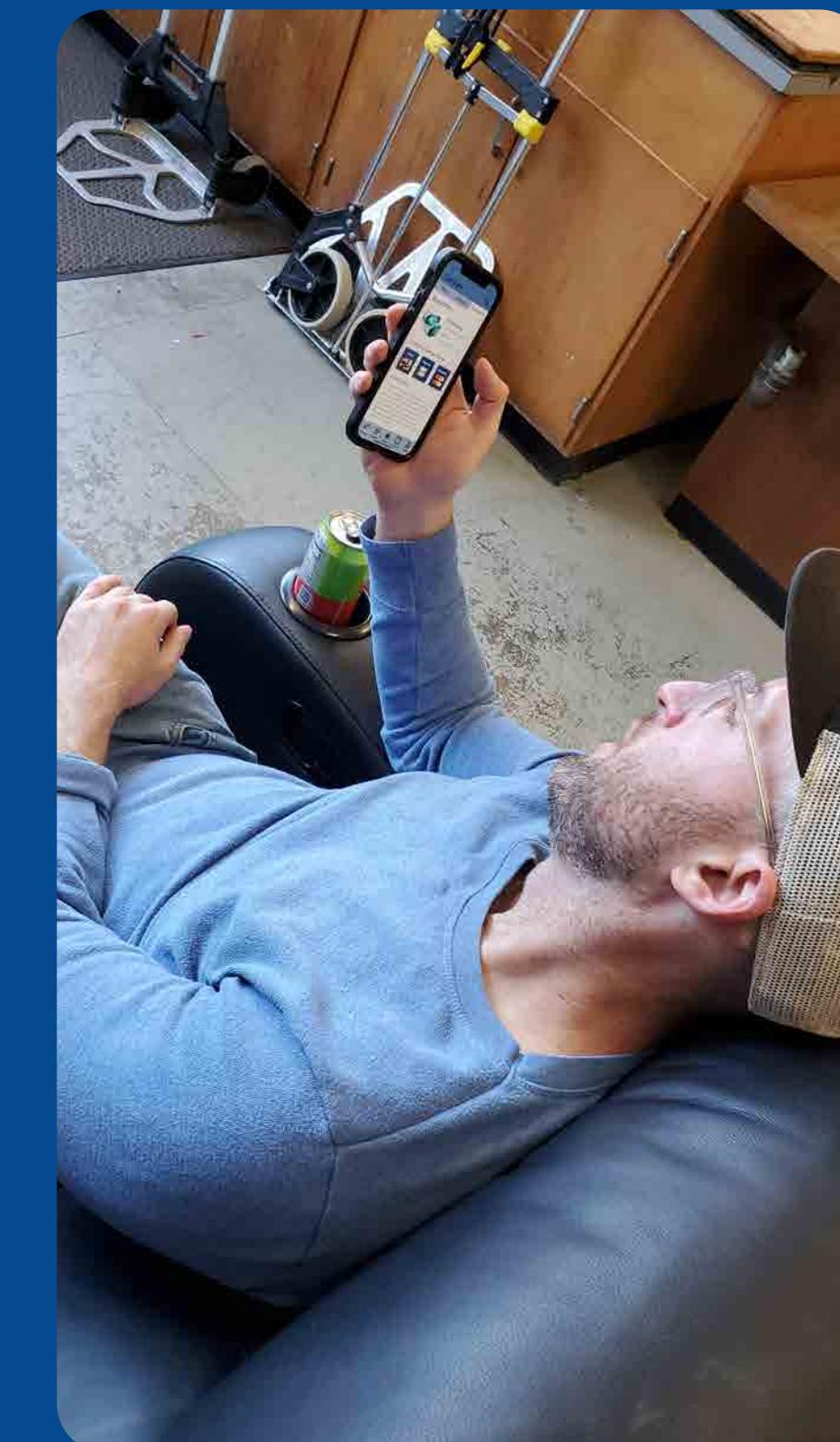
Observational Test

- Although the calendar was not yet fully functional, the users still understood that the **onscreen button** was used to create an event.
- One of our users noted that the compare tool was still a little confusing and too similar to the glossary.
- Moving forward, our priority will be distinguishing the compare tool from the glossary more, and ensuring the functionality of our app.



High Fidelity Prototype Testing

- Added photos and text as well as improvements based on data from previous tests.
- We made the compare tool more distinct from the glossary tool so it was easier for users to understand.
- Our main goal for this final test was to identify errors and receive feedback on usability.
- We learned some more minor design changes we could make.
- Overall, the users understood the app and said it is something that they might use in their everyday life.



THANK YOU!

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