

## Final Task:

- Define a community problem you want to solve with technology and the people who it affects that you want to serve.
- Write a full description of your application and bonus points for including drawings(digital or physical). [Here are some free wireframing tools.](#)
- Lastly Fill out a lean business canvas with all the necessary factors.

### 1) Empathise:

- **What is the effect of the problem?** I currently work at an optometrist office and I have seen many people come to do an examination and get diagnosed with ocular conditions such as glaucoma. The treatment for this condition is very expensive (200-300 per visit every 3-6 months) and it tends to make people very hesitant to go to see a specialist because they do not have insurance. A lot of them decide to not see the doctor and end up losing their vision slowly. People are too scared and uneducated of what their options are that they will rather be blind then seek help.
- **What are the pain points?** People not knowing who to ask or where to seek help regardless of immigration status.
- **Are they time based financially or other?** Financially.
- **What about the current situation creates this negative effect?** I think everything people see in the media and news about people being deported, they aren't taking any chances of getting deported.
- **Who does this hurt the most? Are there multiple groups? If so, which group is affected the most?** Usually older people in their 50s and up. I think younger immigrants who grew up here (like me) have a better understanding of their rights and know that in certain circumstances where their legal status doesn't matter.

## 2) Define the Problem:

- **What is the underlying source?** I think this problem is created through word of mouth and media because people feed on each other's fears and talking about the possibility of being deported makes it so much harder for them to give out their information to apply for the resources.
- Once we understand the effect the current situation has on the lives of those we want to serve, we need to do the research, potentially interviewing people in the affected industry/group about the problem and their thoughts on where it is coming from. It may also be necessary to conduct a [power mapping exercise](#). Once we identify the people, situations, and/or factors that contribute to the root cause of our issues, we can start thinking about what our solutions and goals are.
  - **Are we looking to tackle the root cause?** Yes. I think the root of the problem is in people's mind. Once they understand that their health is more important and because it is an emergency, it automatically qualifies them for a lot of help. In response, they will better know their rights and treat their condition.
  - **Are we looking to directly address a single or multiple pain point(s) of the problem?** I want to focus on educating people and pass forward their own experience to others. Since others will be able to relate it might make them less hesitant to reach out and apply for help.
  - **Are we looking to solve the problem directly or are we trying to provide information/aid in an action that our users can take to solve the problem themselves?** I think with the resources and life stories/experiences of other users will create a community and make it a safe place for people. After they learn of what others have gone through and how they were able to seek help, they will then be less hesitant to do so and improve their situation.

3) **Ideate:** Once you identify the problem you want to solve and the aspects of the problem you want to tackle, the next step is to brainstorm possible solutions. This is why no matter what aspect of a problem you are looking to attack, it is important to understand what aspects of the problem cause the actual pain points because at whatever level you are working, the solution must be able to address at least one of those pain points thoroughly. There are hundreds of

Ideation techniques such as Brainstorm, Brainwrite, Worst Possible Idea , and SCAMPER . Note that a good solution addresses one thing well. It is better to have a single purpose app that does what it does in a well thought out way than have an application that has multiple purposes, as this can confuse users.

- I will create a simple website short of an interactive blog where people can share their experiences and how they were able to receive treatment.
- There will be a section that explains the major ocular conditions, their treatments and average cost. Cheapest cost per area. The point is to make it simple and easy for people to understand. I won't be using any complicated terms and use pictures and videos so that people can better visualize how the condition develops, gets treated and what happens if it goes untreated. When people are better educated on their condition they are more likely to not leave it unattended.

4) **Prototype:** Once you have your core idea, it is important to map out your MVP solution.

→ What is an MVP? MVP (in this context) stands for Minimal Viable Product. Basically, it is a stripped down version of a solution that does only what is necessary to solve the problems without the bells and whistles. b) Why an MVP? When solving problems, time may be of the essence and keeping features to a minimum helps get solutions out faster. In addition, we often don't know what additional features users may want, that is why getting a product out fast and testing it with actual users is super important. c) MVP prototypes, whether they are functioning apps or interactive wireframes, should be tested internally first and then rolled out to potential users for testing.

◆ I will make a simple wireframe that will consist of 4 sections:

- About the creator which explains my life story and how I was able to receive medical help when I was hospitalized.
- Ocular Conditions that explains the major ocular conditions, their treatments and average cost. Cheapest cost per area.
- Personal Stories/Experiences which has people's experience with seeking help. What worked and what didn't.
- Links to state programs and connections to organizations that focus in helping the immigrant community.

- 5) **Testing:** Once a prototype is completed and testing begins, users will be tasked with using the app, raising issues about usability, understanding how the solution solves the problem (if it misses a major pain point for example), and suggesting new feature sets for future releases.testing.
- a) I will do feedback servers on what users believe the website is missing and what sections need to be improved or worked on. Also how easy/hard it was to find a solution to their specific problem and how easy the website was to navigate.

## **LEAN BUSINESS MODEL STRUCTURE**

### **1. Problem Definition:**

**What is the problem you are looking to solve?** Illegal immigrants uneducated on available medical aid resources for ocular problems e.g. pre-glaucoma. Because of this they end up suffering major complications (sometimes blindness) since they refuse to see a doctor.

### **2. Customer Segments:**

**Who experiences this problem and is likely to use your solution (Who is this for?)** Usually older people in their 50s and up. I think younger immigrants who grew up here (like me) have a better understanding of their rights and know that in certain circumstances where their legal status doesn't matter.

### **3. Solution :**

**What is our MVP solution to this problem?**

I will make a simple wireframe that will consist of 4 sections:

- a. About the creator which explains my life story and how I was able to receive medical help when I was hospitalized.
- b. Ocular Conditions that explains the major ocular conditions, their treatments and average cost. Cheapest cost per area.
- c. Personal Stories/Experiences which has people's experience with seeking help. What worked and what didn't.
- d. Links to state programs and connections to organizations that focus in helping the immigrant community.

#### 4. **Key Metrics:**

##### **How will we know if our solution is effective?**

I would like to have a section for the user's experience, what they learned and what resource, if any, they have applied for. What they needed to apply and how long it took to get approved and receive aid.

#### 5. **Unique Value Proposition:**

##### **What makes our solution different from other solutions solving the same problem?**

The reason why I care about this issue is the same reason why I felt only someone like me can bring this type of information to the public. First I have worked at an optometrist's office for the last 6 years so I understand what are the most common conditions and treatments. Secondly, I was an illegal immigrant myself and recall applying for charity care to be able to be seen for emergencies. Thirdly, My family suffers from this problem so I can relate to the user.

#### 6. **Channels:**

##### **How will we get our solution into the hands of those that can use it? Will it be downloaded/is it free?**

##### **Will you need to train people on how to use it? Etc.**

Online and word of mouth will be the way most users will find about this website. I will also reach out to my connections in the medical field and call several medical offices where they can refer patients dealing with this problem.

#### 7. **Unfair Advantage:**

##### **Is there a factor that makes your solution more effective than other solutions by the nature of a structural advantage either of the product or of your team (for example, do you have access to data that others don't?)**

Most of the websites I saw were general based and didn't have a welcoming feeling. They were also a bit hard to navigate especially for someone new to the subject. I have been explaining these issues to people with this problem for over

5 years and I believe that will give me an advantage to make my website the first option.

**8. Cost structure:**

**What is the base cost it takes to create and maintain your solution?**

I can use: Hostwinds: Which is a hosting service that costs as low as \$4.50 per month for one domain or \$5.50 for up to four domains. For \$6.50 per month, you can have a dedicated IP address. In addition to this cheap hosting, you get free stuff like free website and file transfer, free set-up and free domain name.

If I request a one time \$5 donation it should be enough to host the website and account for miscellaneous costs that might happen. I will be the one coding it so the labor would be free.

**9. Revenue Structure:**

**How will your solution make revenue so it is able to fund itself and consistently provide the service?**

People will have the option to give back to the website if the solution worked for them. This will proof key metrics and will also serve as revenue in case the user base grows and someone needs to be hired full time to maintain it.