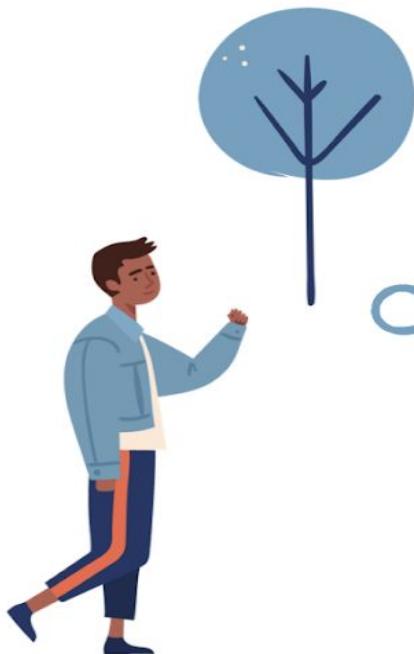


# User Generated Content

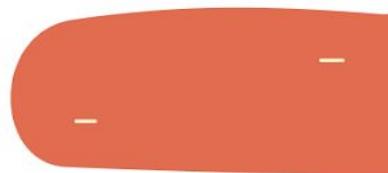
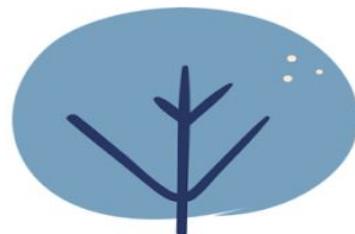
Maria Crisan

Souradip Mokerjee



## Content Creation is Expensive

UGC can help M.A to  
create content at a lower cost.



# Needs

1. Low **engagement** of the customers



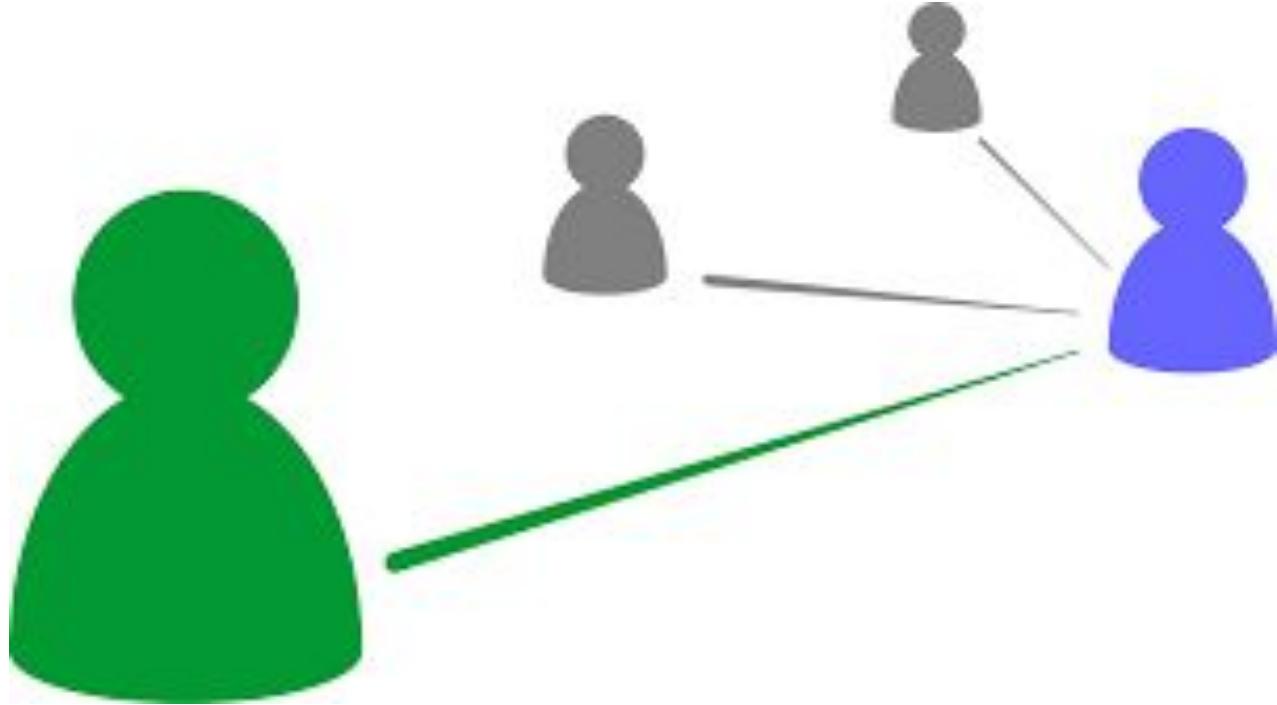
# Needs

2. Low **visibility** and **credibility** on search engines



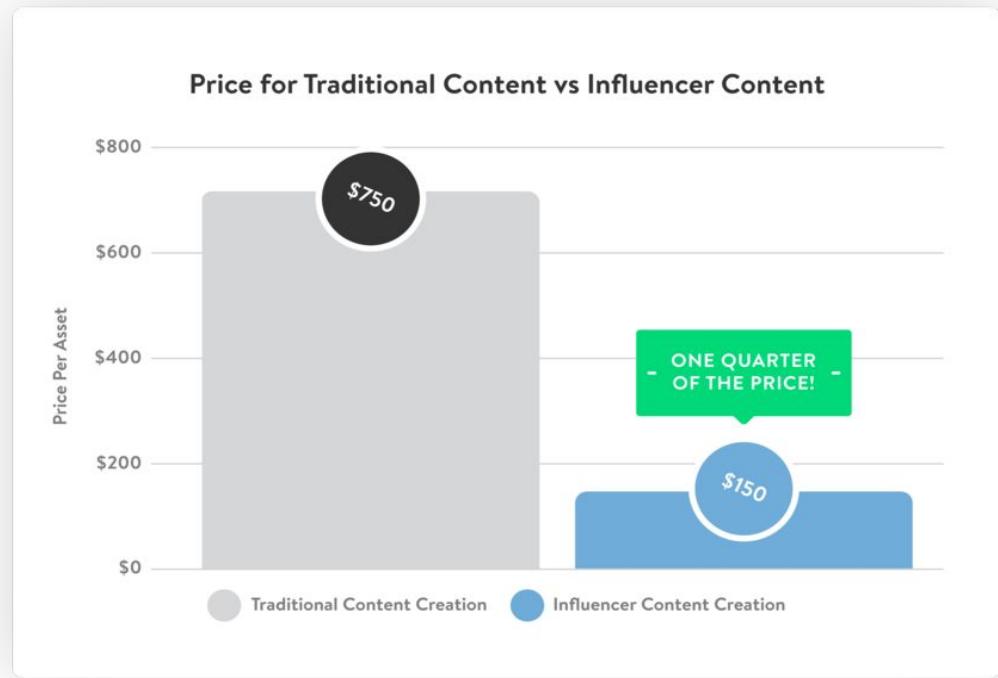
# Needs

**3. Connectivity** between  
Customers  
Consumers  
Clients



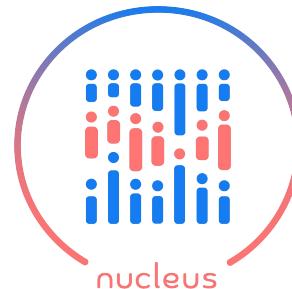
# Needs

4. Content creation is expensive  
=& not **scalable!**



# Needs

5. UGC can help us build out our **programmes** for a lower cost and is better for **cash flow**



# Product Planning

**We want people to be able to submit courses for approval.**

## **Resources:**

1. Platform
2. Design: course title, description, Subsections, specific content for each subsection (e.g. videos, text)
3. Team (engineering, business, ux, healthcare education).

**Intermediate STEP:** all of the submitted information → autofill a thinkific course

**Scope of this is about the first problem and not the second.**



# 1 - USER RESEARCH

## Create a sketch

We started by creating a REACT version  
of how the new product should look like

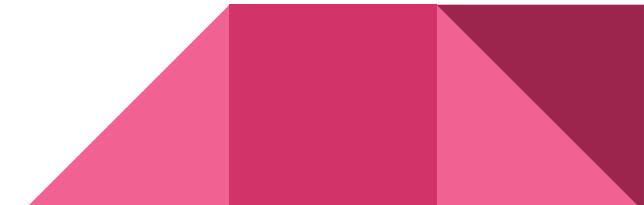
## Questionnaires

We did questionnaires, researching  
what our users would like to see in  
a product on UGC for healthcare.



# Initial Design

MedicsAcademy	
 Name here	
Enter course title here	
Introduction  +  click to add another section	Enter text content here  Enter video link here
Settings/Preferences	



# Initial Design

The image displays three screenshots of a mobile application's initial design, showing a sign-up screen and a course creation screen.

**Sign Up Screen:** The title "Sign Up" is at the top center. Below it are four input fields: "Name", "Profession", "Email", and "Password". At the bottom are two checkboxes: "I would like to receive your newsletter promotional information from Medic" and "I accept the terms and condition.", followed by a large teal "Sign Up" button. A "Forgot your password?" link is located below the keyboard. A standard iOS-style keyboard is visible at the bottom.

**Create Course Screen:** The title "Create Course" is at the top center. It includes a "Back" button on the left and "Next" on the right. Below the title is a teal "Browse file" button. To the right of the button is a list of five input fields with placeholder text: "Enter Course Title here...", "Enter summary of your course...", "Enter name/(s) of the author/authors", "Choose topic of your course...", and "Level of knowledge (A-I-B)...". Each placeholder has a circular toggle switch to its right. Below the input fields is a course card for "Technology in healthcare today by Dr. Shaf". The card includes the title, a brief description ("How to influence physicians to use last technologies for a better patient's health."), and a timestamp ("2 months ago"). At the bottom right is a large teal "SUBMIT!" button.

# Initial Design

9:41

Congratulations!

You're course is on its way published. Thank you for choosing us and hope your journey here it's finished.

You'll receive an e-mail when your course is ready.

[Click Me](#)

Contact us!

SUMMARY

Labore sunt veniam amet est. Minim nisi dolor eu ad incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[SUBMIT](#)

Profile Create course

Post Title Here...

Author

Summary: Labore sunt veniam amet est. Minim nisi dolor eu ad incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Trending

Impact AI Health \$29.99

Leadership in Residency \$25.99

Pandemic and leaders \$19.99

Advanced courses

# Initial Design

The image displays three mobile application screens illustrating a course management system:

- Profile Screen:** Shows a large blue play button icon. Below it, under "Trending," are two course cards: "Impact AI Health" (\$29.99) and "Leadership in Residency" (\$25.99). A sidebar on the right lists items with colored dots (blue, cyan, orange).
- Tier Level Screen:** Displays a circular chart titled "TIER 2" containing "8 courses". Below the chart is a section titled "Courses" with a legend.
- Courses Screen:** Shows a grid of course items. The legend indicates:
  - Blue dot: Item
  - Cyan dot: Item
  - Orange dot: Item
  - Yellow dot: Item
  - Purple dot: Item
  - Red dot: ItemA section titled "Courses by month" lists courses categorized by month and statistic.

**Legend:**

- Item

**Courses by month:**

Category	Month	Statistic
AI in Surgery	Jan	
Leadership in NHS	Feb	
Technology and health	Feb	
Item	Statistic	
Item	Statistic	
Item	Statistic	

## 2 - Create first UGC

### Analyzed Results

Creating the first REACT version of the UGC we realised we have to think about how we can engage users quicker and have a more friendly and design looking version.

### Landing page

We started by creating 2 different landing pages to be able to express differently.



# Implementation Strategy



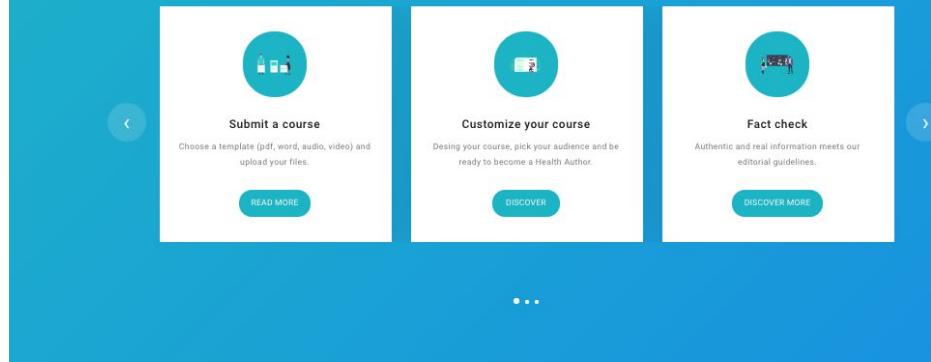
## Adapt a *Wordpress* plugin:

- Fast
- Would fit in easily with rest of website
- But might not do exactly what we need
- Might not be able to grow

## Create from scratch

- Clean codebase, might make implementation faster
- Will do exactly what we need, nothing more nothing less

# Initial Landing Page



## Frequently Asked Questions

Everything you need to know, so you can use Health Author like a pro.

The screenshot shows a frequently asked questions section with a light gray background. On the left, there's a heading 'How can we help you?' followed by a paragraph of text and an email address. Below that is a 'CONTACT US' button. To the right, there's a list of questions with arrows to expand their answers:

- First Common Question** (with a dropdown arrow):  
Duis vulputate porttitor urna sit amet pretium. Phasellus sed pulvinar eros, condimentum consequat ex. Suspendisse potenti.  
Pellentesque maximus lorem sed elit imperdiet mattis. Duis posuere mauris ut eros rutrum sodales. Aliquam erat volutpat.
- Second Question Answer** (with a right arrow):
- Third Answer for you** (with a right arrow):
- Fourth Question Asked** (with a right arrow):
- Fifth Ever Question** (with a right arrow):
- Sixth Sense Question** (with a right arrow):



## 3 - Ideation

### Landing Page

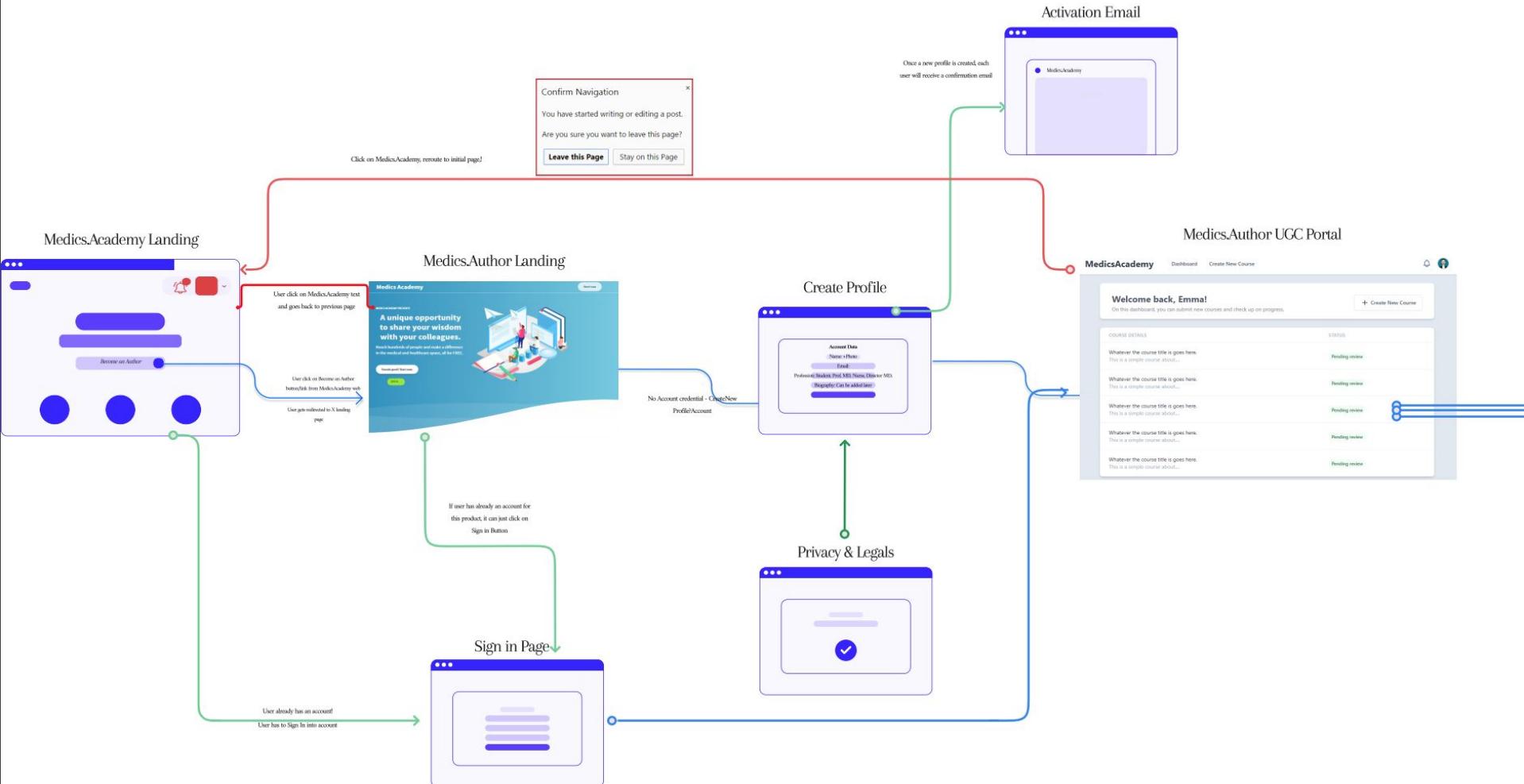
Creating a landing page where users can feel welcome and wanted was a challenge.



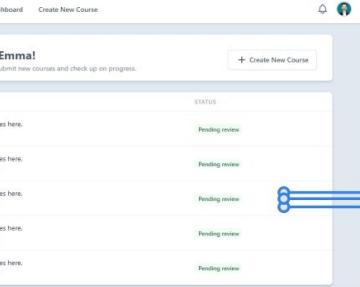
### Development

The back end of the new product is more than just some css, and html is developing new structures in React to fit our customers need.





## Medics.Author UCC Portal



User will upload data about its course and das will be stored in a Google Drive for the beginning.

Warning Message!  
- if you don't have bio

### Congratulations!

Your course is on its way to be published. Thank you for choosing us and hope your journey here it's just1% finished.  
You'll receive an e-mail when your course it's ready.

[Click Me](#)

[Contact us!](#)

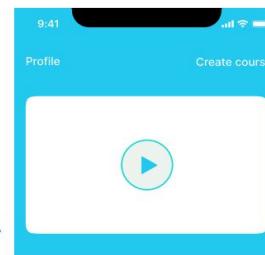
Courses uploaded by users will be stored in a Google Drive Account . Oncefile will be in charge to create courses on Thinkific with that content.



### Google Drive

When a course is ready, to be posted on website we will send a confirmation email to user to access its course.

Once the course is uploaded on Thinkific, we will upload the content on the Website (MedicsAcademy).



User can see his content, the price of his content and create new courses from their account.

### Trending



Impact AI Health      Leadership in Residency      Pandemic and leaders  
\$29.99      \$25.99      \$19.99

### Advanced courses



### Confirmation email





## 4- Design



### Prototype

The work behind what our user will see was a bit of creativity, design thinking, tech development and social development.

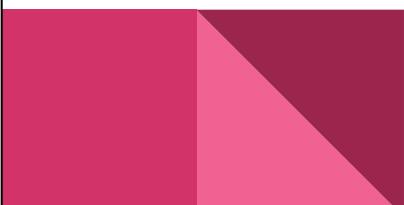
# The Dashboard

**Use case:** we would also need a dashboard showing the list of submitted courses and status (approved/pending review)

Then could reuse this for the Medics.Academy team to look at the list of submissions in their “inbox” to go in and review each submission and provide feedback/approve.

# The Dashboard

<a href="#">Create new submission</a>	
First submission	Approved
Another submission	Pending review
Blah	Pending review
Test	Pending review
Test	Pending review



# Platform

[Dashboard](#)[Create New Course](#)

## Stroke

[Edit](#)

Untitled Course Section

Untitled Course Section

What kind of content should go on this page?

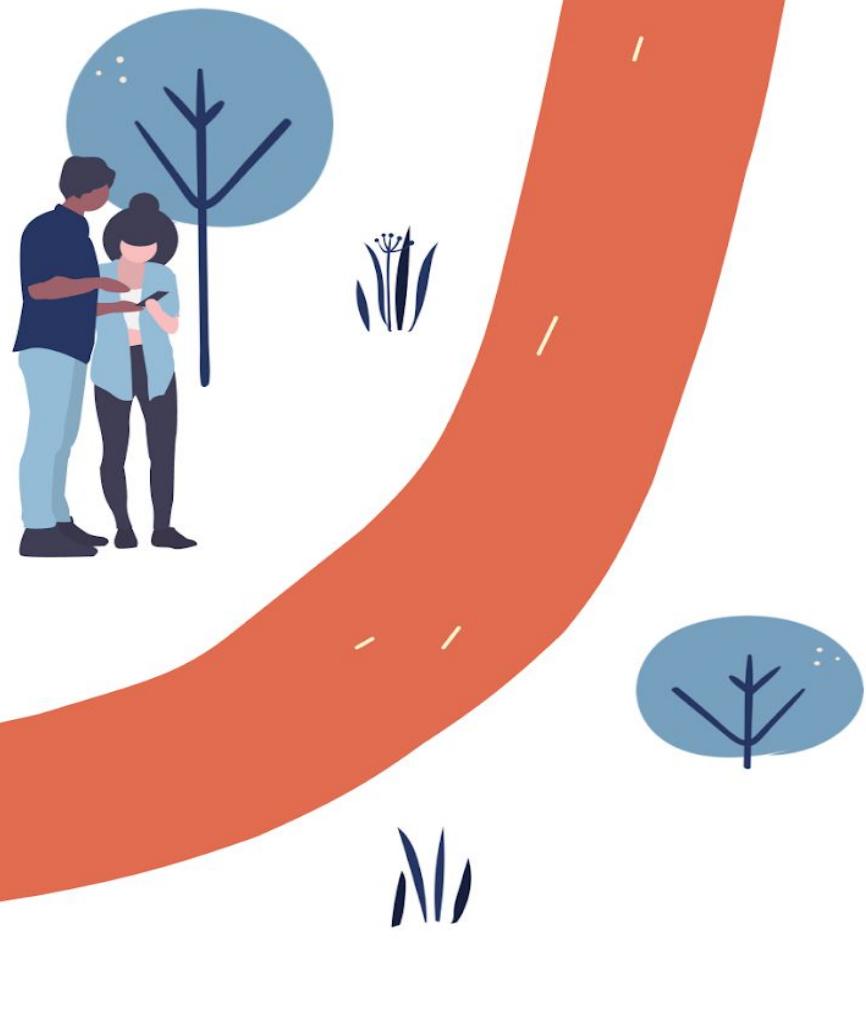
[Text](#)[Video](#)[PDF](#)[MCQs](#)

Status: Please add a title to your section!

## 5 - Testing

### Landing Page & Platform

We will run the landing page as the first interaction between our users and UGC and we will be able to gather information (courses) on our platform through users upload content.



# Marketing



Product

## Become a Creator and Medics.Academy member

We are pleased to invite you to publish your educational content on the Medics.Academy platform ("Product"). The new Product involves features that are currently in development and will help the Medics Academy team better understand the needs of our users and customers.

..

[Read more →](#)



Benefits

## 10% discount on every Medics.Academy product

To thank you for your time and effort, you will receive 10% discount on everything on the Medics.Academy platform. You can even choose to receive more benefits by Level up! Additionally for each course that is submitted by you and falls into a paid one, you'll receive 30% of the revenue.

[Read more](#)



Participation

## Create for FREE and be a healthcare leader

By submitting a course for publication you confirm: (a) you are over eighteen (18) years old; and (b) publishing this content will not violate any agreement with a third party or create a conflict of interest. Your participation is completely voluntary. You may choose to withdraw at any time, without any penalty.

[Read more](#)



Privacy & Data Retention

## Your personal data is our priority!

We may retain, use, or share courses that does not personally identify you for any purpose and without limitation. Any personal information in the product data that could identify you such as your name, email, video or demographic data may be shared internally for the product development.

[Read more →](#)

## 6 - Refinement



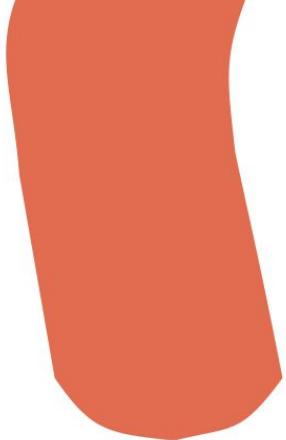
### Data collection

Tracking user mouse movements to improve design based on real-world usage  
Componentizing the dashboard to be useful in other projects (e.g. PGCert).

### Interoperability

Give access to Medics.Academy team to easily access the list of incoming submissions from multiple projects in one place.  
Email notifications for the review process.





# Thank You

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Souradip Mookerjee

Maria Crisan

