

CheckUp

Problem:

Once millennials are no longer on their parents health insurance, they often forgo yearly doctor's appointments, despite paying hefty amounts for health insurance. How can we make it easier for them to go for annual checkups?

User Research & Findings

We interviewed three people, ages 26, 29, and 60 to get their perspectives on a number of topics, including health insurance, health trends, primary care physicians, technology and education. Though some of their answers varied, we found quite a few overarching trends .



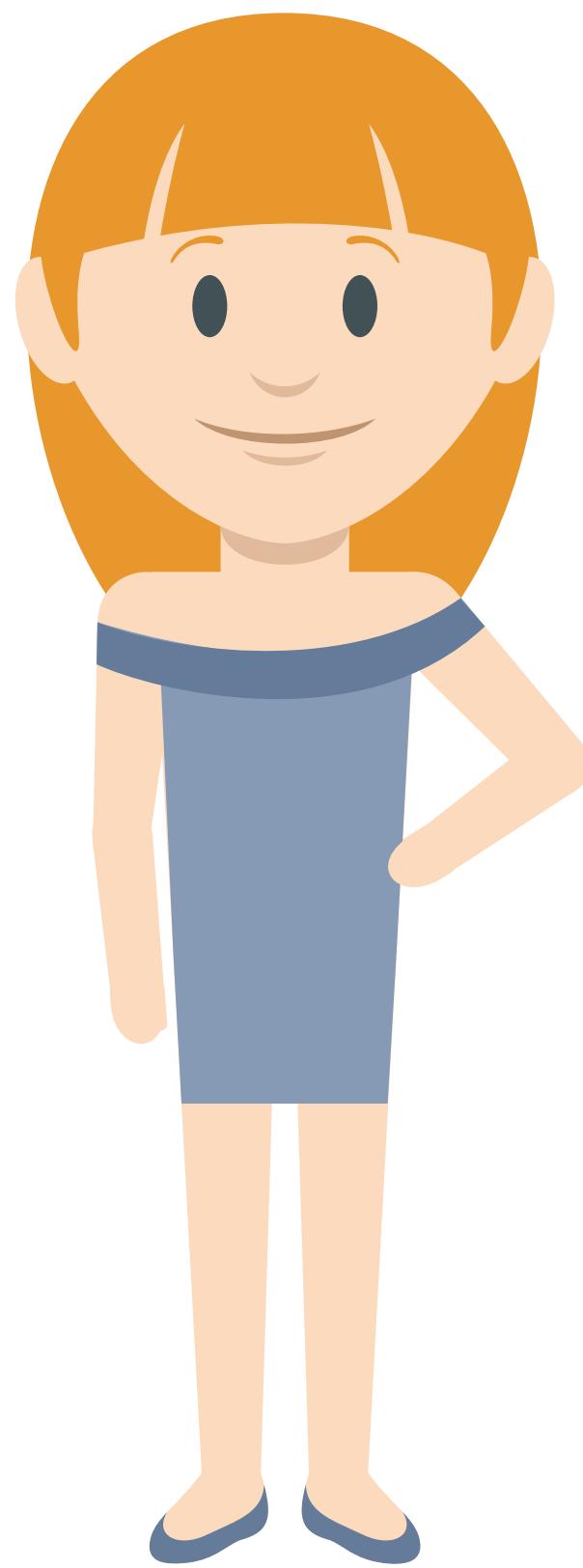
Making doctor's appointments is an inconvenience, but know they should probably go.



Find health insurance confusing, and do not know the full extent of their benefits.



Use a few health apps to keep general activity, and occasionally use websites to look up information about doctors.



STACY

Age: 27

Occupation: Boutique Manager

Stacy is the manager of a popular clothing boutique in New Jersey. Stacy is a former college soccer player. She did not go to the doctor extremely often as a kid, but went quite frequently in college.

Stacy had back surgery a few years ago, after getting a second opinion. She feels her surgery really improved her quality of life. After her surgery, she made a point to go to the doctor every year, until she lost a prescription for lab work, and the office never gave her a new one. Now, she just goes to the gynecologist, who does not do lab work, but not a primary care physician. She thinks her health insurance is worth the money, though she knows nothing about it.

Frustrations

- Dealing with the doctor's office
- Keeping prescriptions organized
- Finds health insurance confusing

Needs

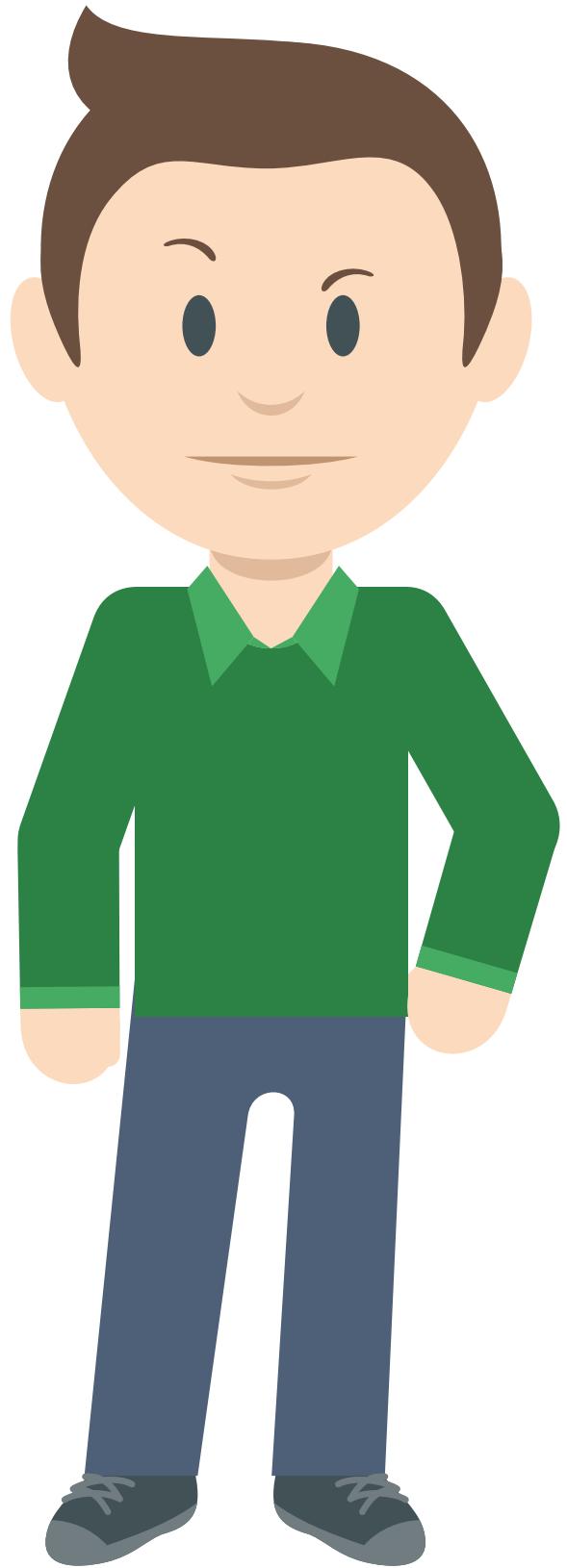
- Needs a way to understand her insurance
- Needs options for keeping prescriptions organized
- Needs better system for dealing with the doctor's office

Personas

“I try to go to the doctor as often as I can, but the inconveniences involved make me not want to bother with a primary care physician.”

Personas

“I know I should go to the doctor yearly, but I feel I’m generally healthy.”



“I know I should go to the doctor yearly, but I feel I’m generally healthy.”

AARON

Age: 29

Occupation: Full Stack Developer

Aaron is a full-stack developer living near the beach in New Jersey. He was an athlete in high school, and went to the doctor every year to get a physical. Now as an adult, he hardly goes to a physician, despite having good health insurance that pays for a checkup every year. However, he does not know the specifics of his insurance.

Aaron feels he is generally healthy, and would only go to the doctor if he really needed a prescription. He reads about health through blogs and websites, and enjoys using the fitness app that came with his phone. He knows he should stay on top of his health, but it is often not a priority with his busy schedule, especially if he has to take time out of the work day.

Frustrations

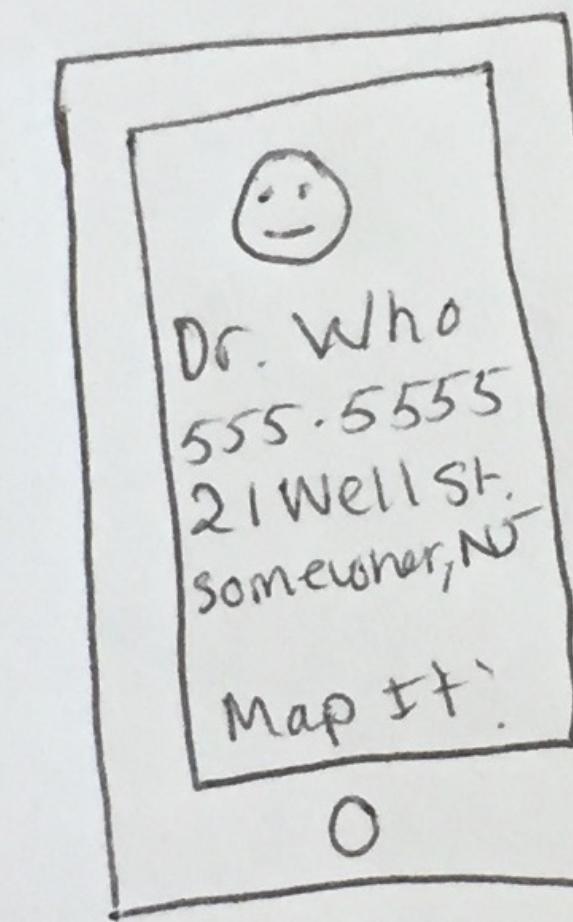
- Has a busy schedule, and feels bad taking time out of the work day
- Finds doctor visits pointless if not getting a prescription
- Does not know specifics of health insurance

Needs

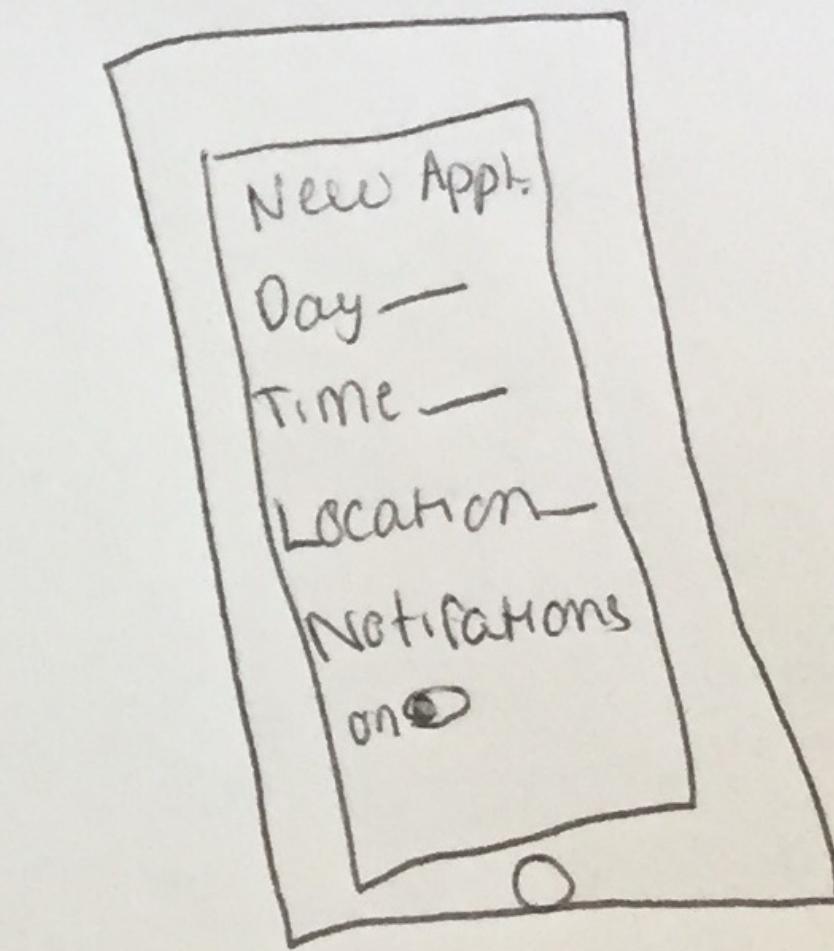
- Needs a way to keep going to the doctor from interfering at work
- Needs a better understanding of his insurance
- Needs motivation to go to the doctor for checkups



Stacy needs
to make
a doctor's
appointment.



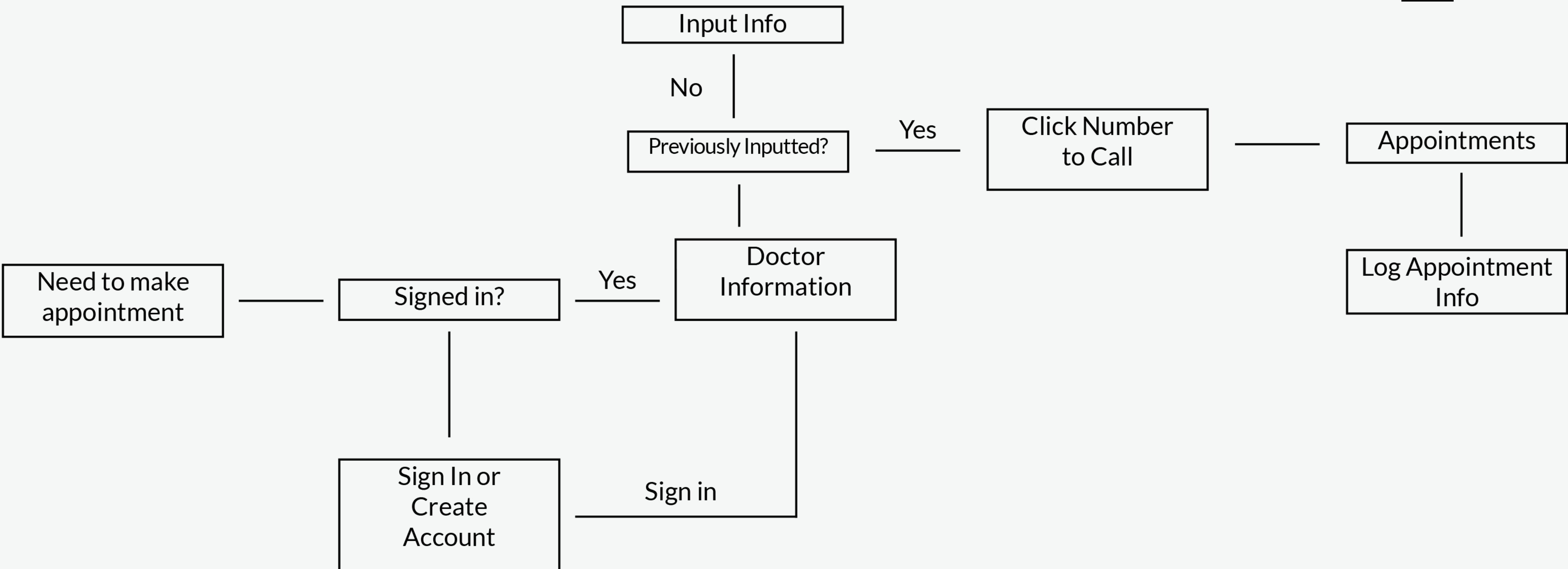
So she looks
up her doctor's
info in her
iphone app.



After calling, she logs the
appointment in the calendar,
which will remind her the
day before to gather her docu-

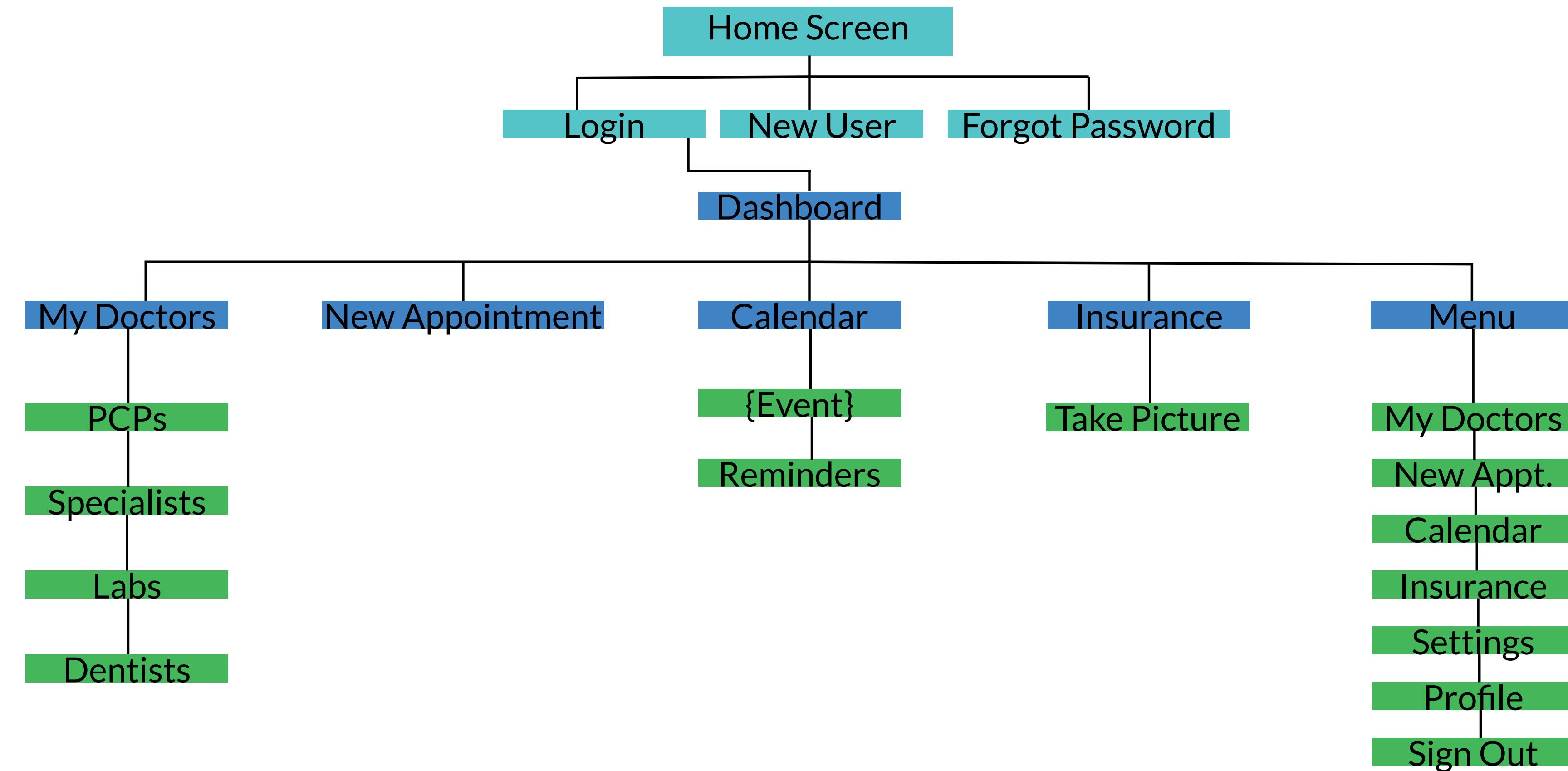
Storyboard

User Flow



Sitemap

Site Map



Takeaways

Before getting into the look and the feel of the app, we discovered several features through our research that needed to be included based on the user's needs.

A calendar is the minimum viable product for this app. A calendar is necessary in order to facilitate a number of the other features in the product. This is needed to log appointments, launch reminder notifications, and ultimately, is the basis for the entire app. However, a calendar alone is not enough to solve the user's needs.

A user should be able to pre-load their doctor's pertinent information (i.e., things needed to make an appointment) in order to quickly pull it up, and take out some of the hassle. This should solve the problem of taking extra steps to find a doctor's phone number.

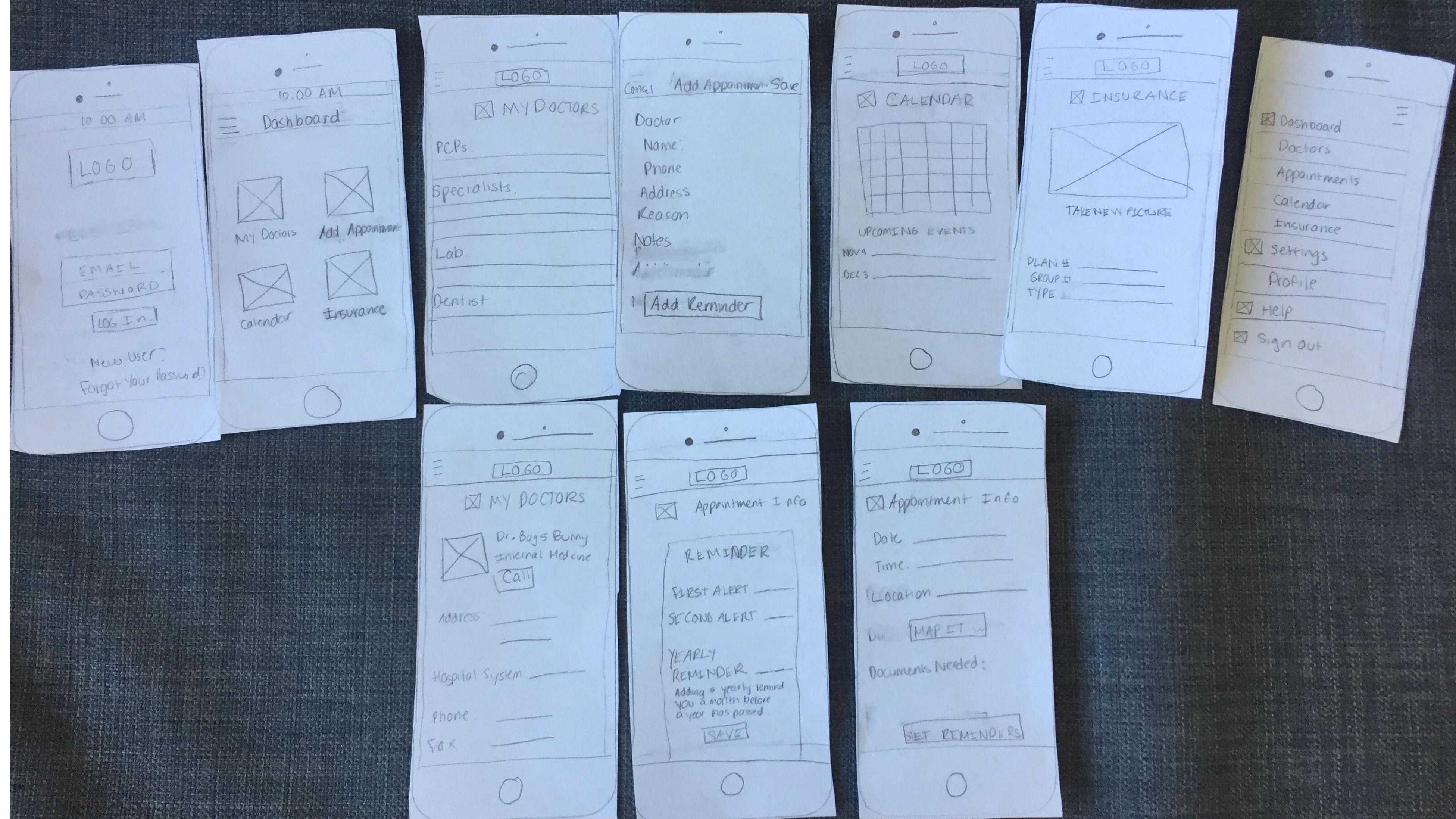
Reminders will be used to notify a user when an appointment is coming up at pre-set times. While a regular calendar app can also use reminders, this will solve the need of remembering when one last went to the doctor, since the reminders will also notify a few months, weeks and days before so the user can set their yearly appointment.

This is prominent on several other apps, and needed in order to compete in the marketplace. It is used again to quickly show information, however, this alone is not enough to solve user's needs--which is why in the high impact, unexpected quadrant, I would want to add insurance plan information--which explains everything on the card, and their plan.

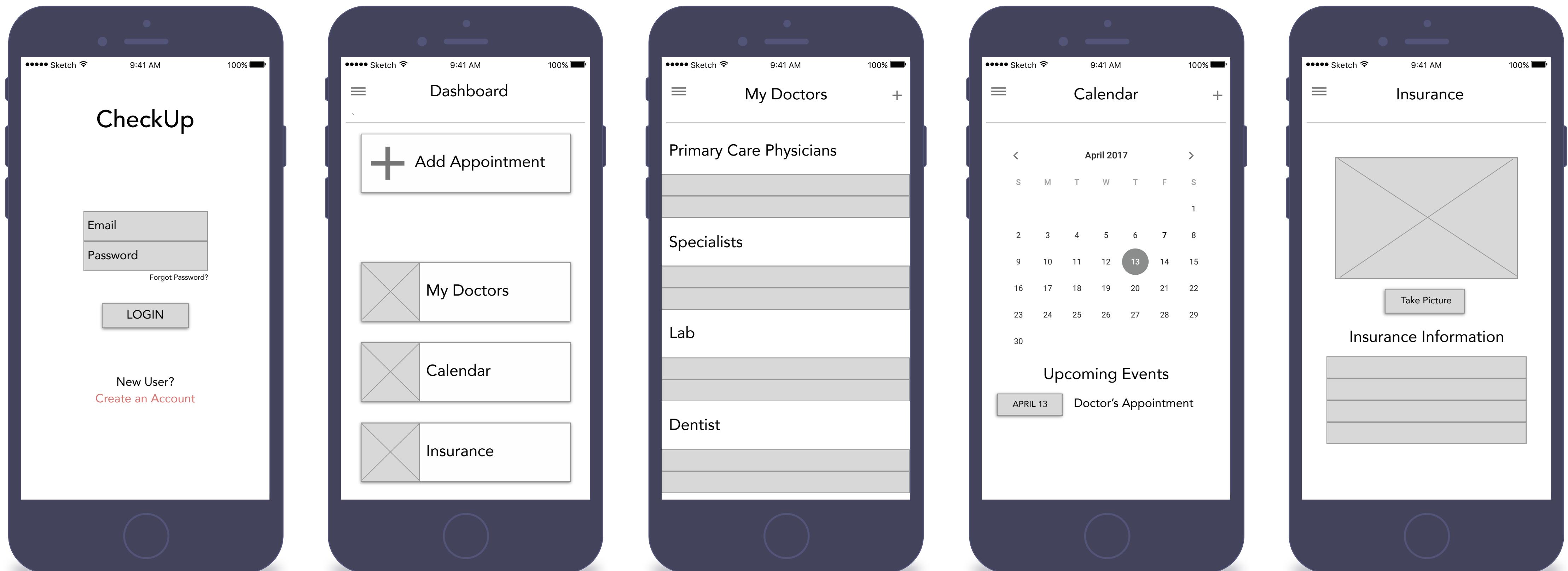
Wireframes

Paper

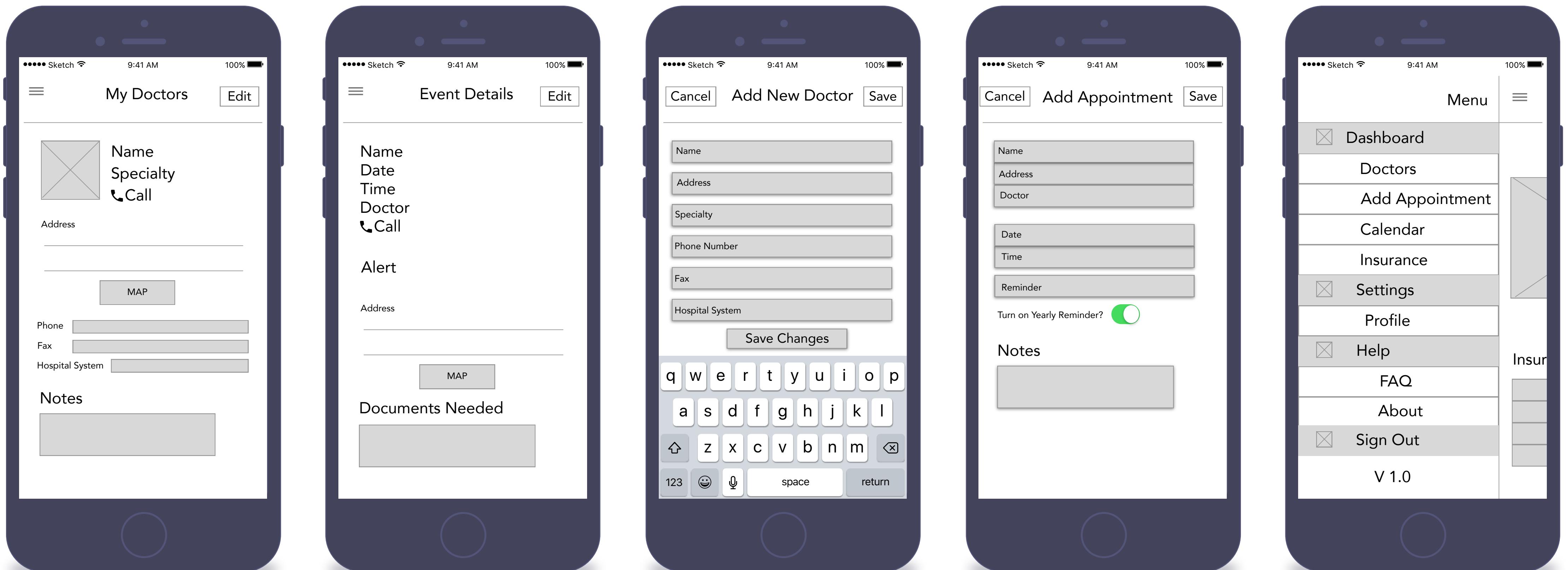
Testing the paper prototype highlighted a few areas of confusion on the appointment screen, and calendar screen. The user also wanted to get in and out of the app as fast as possible. The changes were made before creating wireframes in Sketch.

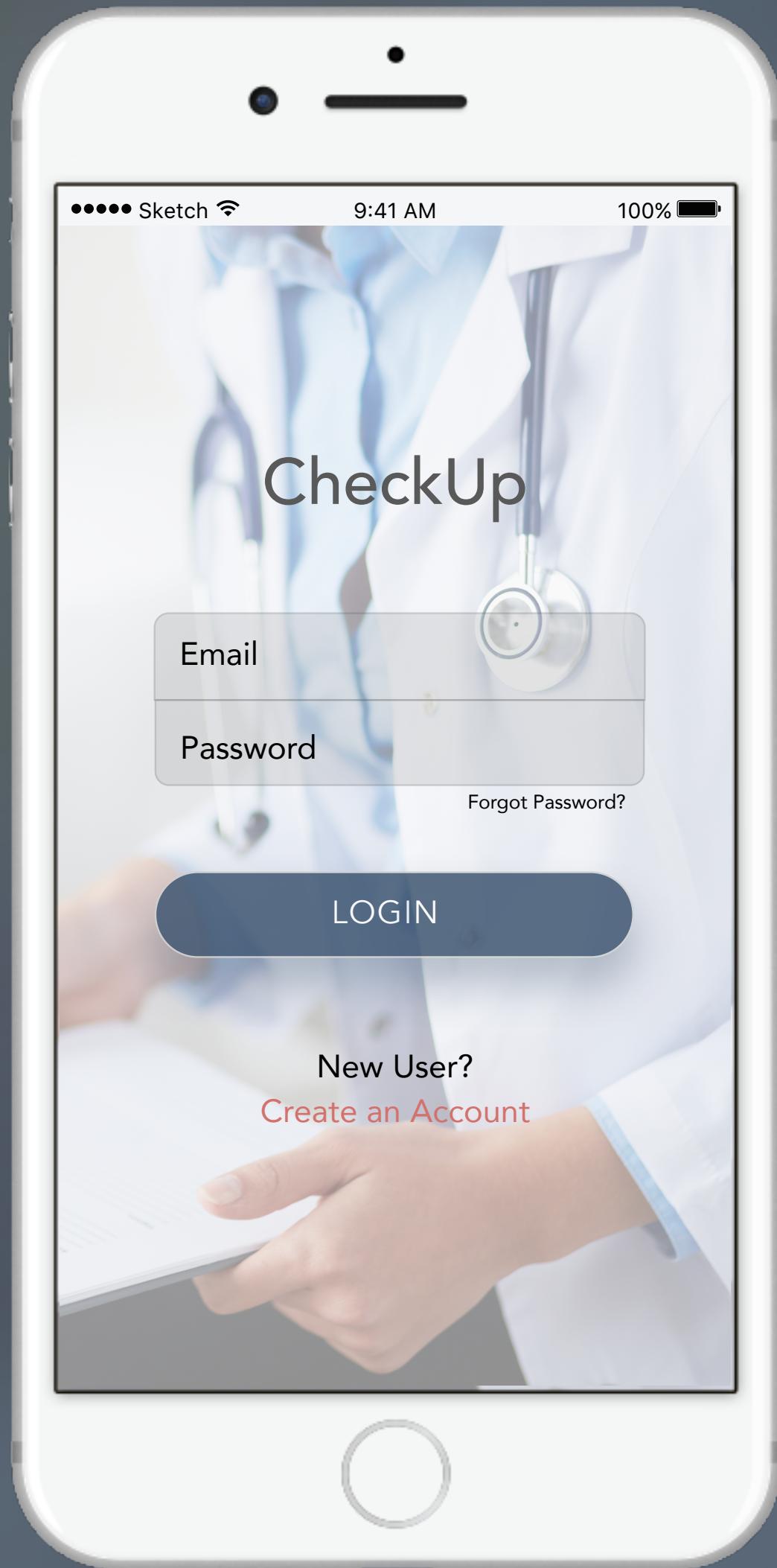


Hi-Fi



Hi-Fi





Prototype

Click to Launch

Usability Testing

What Went Well

Easily found map

Drawn right to the calendar in the first task

Thought finding the last appointment was simple using the calendar

Insurance Task was straightforward

Liked the yearly appointment feature

Felt this would be useful to keep track of multiple doctors

What Didn't

Thought he should find previous appointments in doctor information

Confused by wire outline of picture in insurance

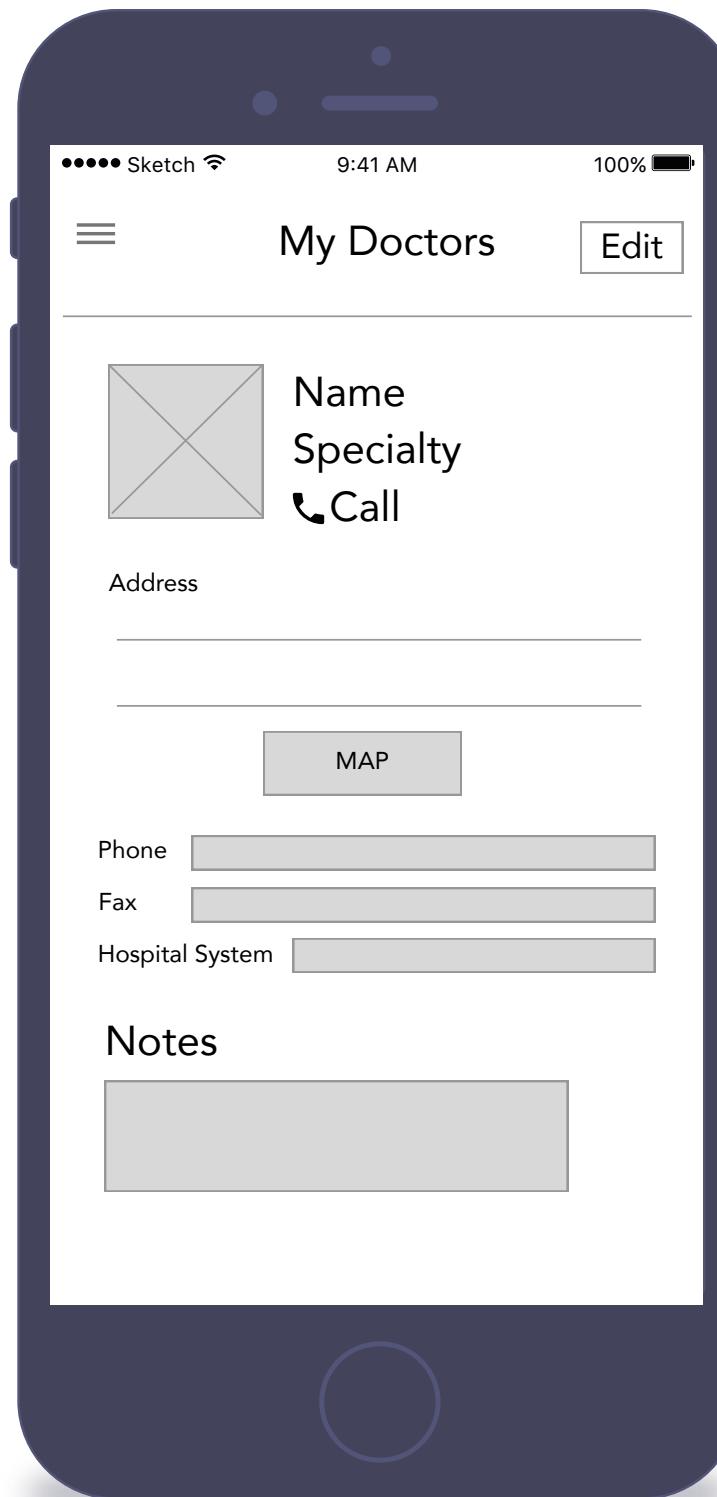
Wanted upcoming appointments right on the dashboard

Confused about what "name" meant in add appointment

Did not use my doctors to find address of doctors—used previous appointments

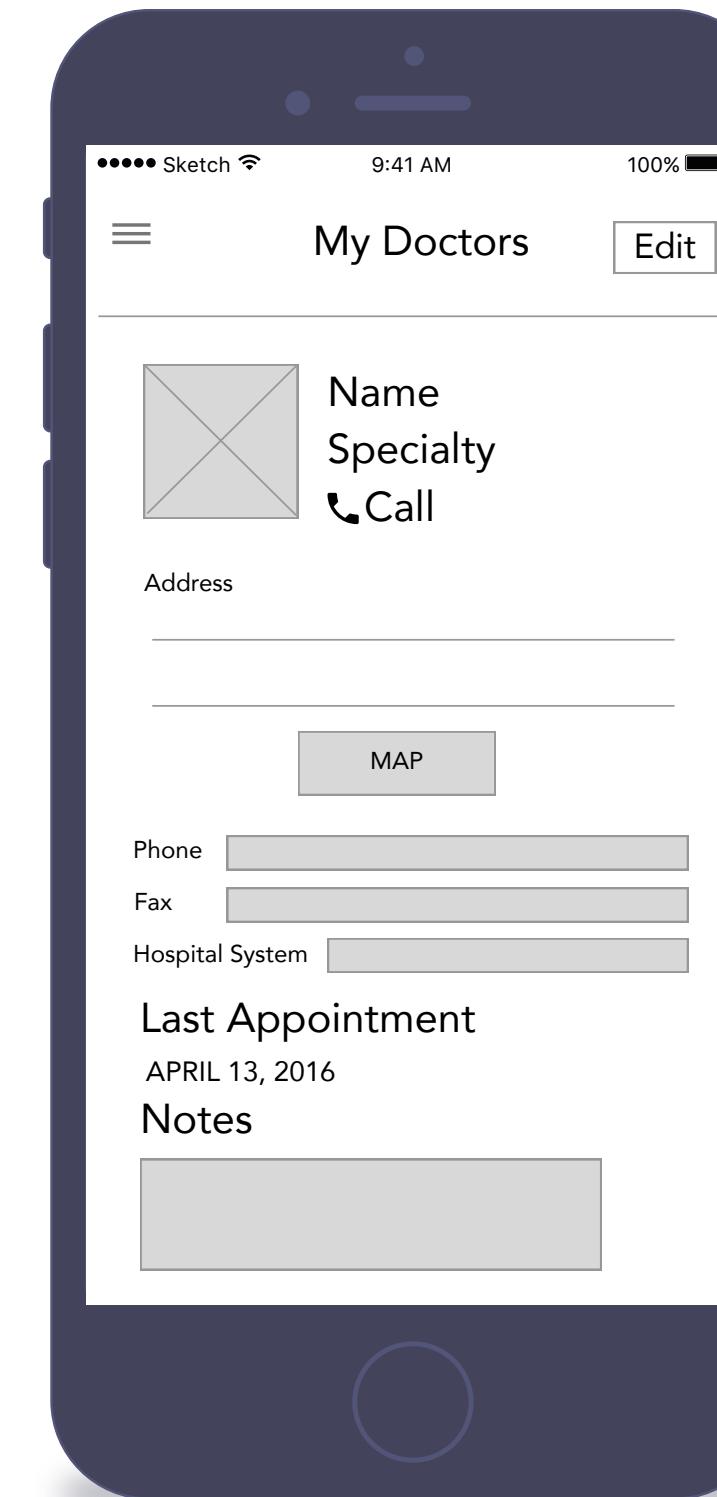
Revisions

After the first round of usability testing, there were changes made to several wireframes.



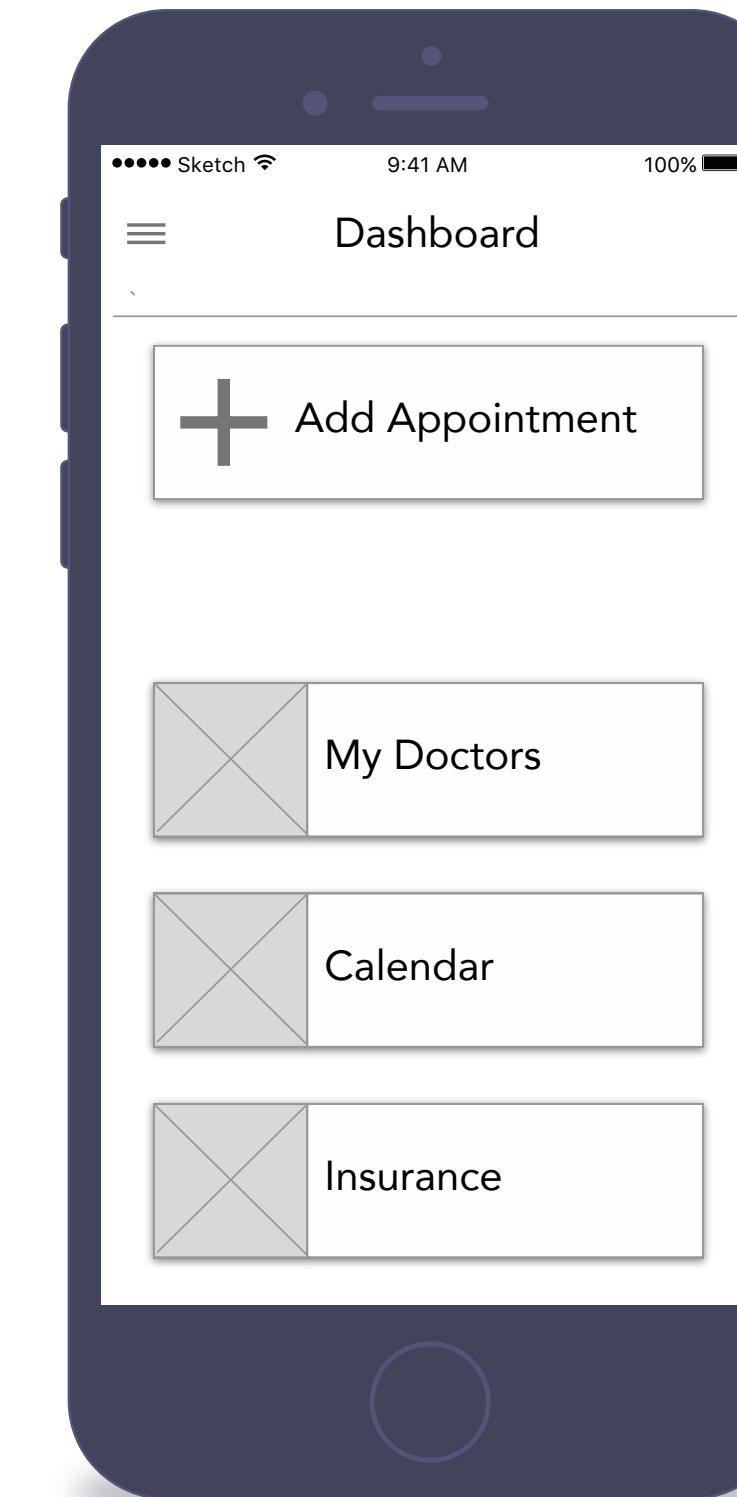
BEFORE

User thought they should be able to find their last appointment in a doctor's screen.



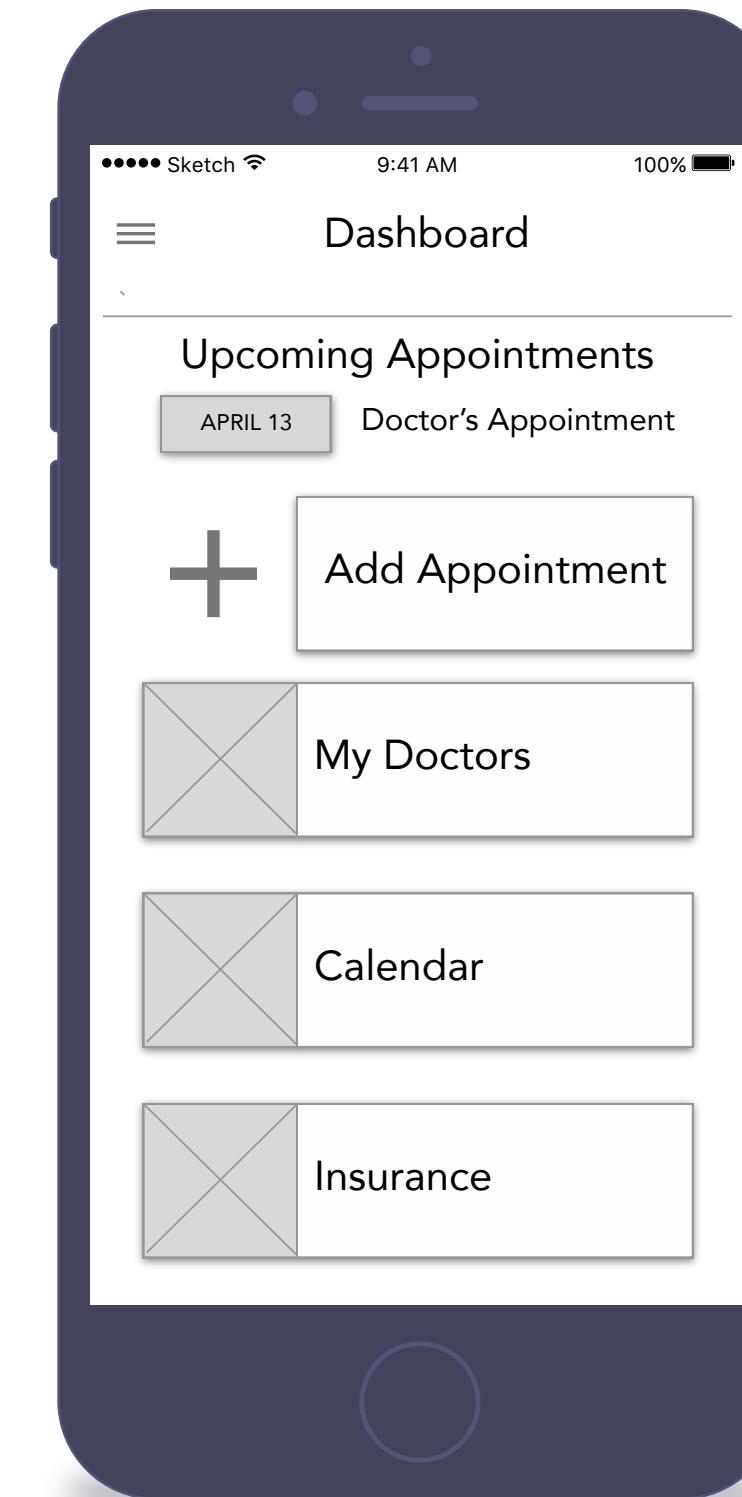
AFTER

Added a section for last appointments.



BEFORE

User felt upcoming appointments were missing on the dashboard.



AFTER

Dashboard will now show the two nearest upcoming appointments (one if there is only one created).

What I Learned

Users wanted a simple, yet effective way to easily keep track of appointments, doctors, and their health insurance. By keeping the application relatively simple, a user can effectively move through the app to achieve their goals. By repeating certain information on more than one screen (i.e., last appointments or upcoming appointments), users who have different ideas of flow can still achieve their goals with the same end result.

A close-up photograph of a doctor's hands wearing blue surgical gloves. The hands are positioned to hold a black stethoscope, with the chest piece on the left and the earpieces on the right. The background is a solid, dark teal color.

Thank you
CheckUp