This poster documents the brainstorming and product architecture activities between the teams from Medicare and MITRE in September to October 2009. While the eventual product will ultimately deviate from this document in ways that are impossible to predict, it will service as the framework for the design and help guide early choices around product structure, content, and interaction.

Client: Medicare.gov September to December 2009 Document Version 0.1 on 2.Oct.09

Team: Paul Kroft, Mike Nosal, Rob McCready, Harry Sleeper, Juhan Sonin, Dan Speece

SERVICE PLATFORMS

Web Service

Widget

Website

Facebook

Email

AFFINITY GROUPS

After unpacking all the features of the product in as explicit terms as possible, groups emerge based on relationship, functionality, and technical considerations. Affinity groups represent the team's organizational model of the product architecture and becomes the basis for how to think about the product's underlying components in real world use.

Browse Resources Browse Tags FILTER

BROWSE

Browse Plans

Browse Drug Plans

Browse Questions

Browse Facilities

Browse Care Plans

Browse Events

Browse Articles

Browse Claims

Browse Forms

Browse Home Health

Browse Announcements

Browse Medical Suppliers

Filter by Geo Filter by Premium Filter by Topic Filter by Rating/Quality Filter by Relevance Filter by Date Filter by Deductible Filter by Coverage

Filter by Plan Filter by Medicare Participants Filter by Language Spoken Filter by Publication ID Filter by Age Filter by Tag

What am I looking for? View Search Results via Content Types View Search Results via Map

HOME SCREEN, UNAUTHENTICATED

50% Browse

20% Suggest

5% Filter

5% Login

5% Header

2% Footer

1% Help

1% Print

1% Mailing List

5% Timeline

SORT

Sort by Type

Sort by Date

Sort by Price

Sort by Plan

Sort by Distance

Sort by Rating Sort by Quality Sort by Tag Sort by Timely Care Sort by Coverage Sort by Deductible Sort by Premium Sort by Staying Healthy Sort by Managing Chronic Conditions Sort by Handling Appeals Sort by Customer Service Sort by Member Complaints, Staying w/Plan

Sort by Member Experience Sort by Patient Safety Sort by Restrictions Sort by Geo Sort by Gender Sort by Language Spoken Sort by Medicare Participation (by doc) Sort by Doctor Choice Sort by Vision Service Sort by Dental Service Sort by Health Inspections Rating Sort by Staff Rating

LOCAL HOME SCREEN, UNAUTHENTICATED

40% Browse

20% Suggest

15% Timeline

5% Question

5% Alert

5% Search

5% Header

2% Footer

1% Help

1% Print

1% Mailing List

LOGIN

SUGGEST

HEADER

MAIL LIST

FOOTER

Sort by Certified Beds

Sort by Ownership

Sort by Contract ID

Edit Profile Sort by Alpha-numeric Edit "Profile" Info (Medicare Number, Last Sort by Relevance Name, Date of Birth, Gender, Email Address, Relationship to Beneficiary, Your Name if not Beneficiary, Zip Code) Show "Profile" Info Specify Proxy Delete Last Name Set Secret Password Set Secret Answer Delete My Account Change password Terms of Service Change address Add Veteran Status

PROFILE

Set Coverage (Employee, Union Plan,

Medicare....)

PROFILE SCREEN, PRIVATE

45% Profile

10% Timeline

10% Suggest

5% Browse

5% Eligibility

5% Alert

3% Tag

2% Search

2% Header

2% Footer

1% Help

10% Proxy

PROFILE CORE Enter Date of Birth Enter Last Name Enter Zip Code Enter Medicare Claim Number Enter Effective Date for Part A/B Set Marital Status Set Tax Filing Status Set Type of Medicare Coverage Set Medicaid coverage Set Living in US Status Set Income Set Health Benefits Set Health Tax Status

Enter Zip Code Enter Plan Name View Plan View Enrollment Status Enroll in Plan Set Eligibility Check List Enter "Profile" Info Enter Medicare Claim Number Set Hospital (Part A) Effective Date Set Medical (Part B) Effective Date Set Premium Payment Enter Coverage Status Enter Long-term care Status

Enter Last Name Enter Birthday Enter Zip Code Set Health Status

DRUG FINDER

50% Drug Plan

20% Suggest

10% Browse

3% Filter

3% Search

2% Header

2% Tag

1% Footer

1% Help

5% Annoucement

ELIGIBILITY

Enter Date of Birth Set Marital Status Set Tax Filing Status Set Type of Medicare Coverage Set Medicaid coverage Set Living in US Status Set Income Set Health Benefits Set Health Tax Status

View Eligibility

INSURANCE

Enter Medicare Claim Number Enter Effective Date for Part A/B

PLAN

+Profile Core

Find Plan

View Plan

Enter Age

LONG TERM CARE

Enter Marital Status

Enter Immediate Need

Set Current Housing Status

Enter Zip Code

Set Health Rating

Set Veteran Status

Set Medicare Status

Set Life Insurance

Set Ventilator

Set Physical Therapy

Set Memory Status

Enter Annual Income

Enter Financial Resources

Set Tracheotomy Tube

Set Home Equity Status

Set Self-sufficiency Status

Set Skilled Nursing Service

Set Speech/Occupational Therapy

Set Medical Equipment

Set Long-term Care/Private Insurance Status

View Long Term Care Services Report View Long Term Care Financing Report View Plan Details

PHYSICIAN +Profile Core Enter Zip Code Enter Distance Enter Speciality View Physician

INSURANCE PLAN FINDER

50% Insurance

20% Suggest

10% Browse

5% Search

5% Header

3% Footer

2% Help

5% Tag

HOME HEALTH

Enter Zip Code Set Nursing Care Services Set Physical Therapy Services Set Occupational Therapy Services Set Speech Pathology Services Set Medical Social Services

Set Home Health Aid Services View Home Health Services List Set Measures Related to Improvement in Getting Around Set Measures Related to Meeting the Patient's Activities of Daily Living Set Measures About How Home Health Care Ends Set Measures Related to Patient Medical Emergencies

DRUG PLAN

Add Drug View Drug Select Drug Delete Drug Enter Refill Quantity Enter Refill Frequency Add Doses

View Quality Measure Information Report

MEDIGAP

PHYSICIAN FINDER

50% Physician

15% Suggest

15% Browse

5% Tag

5% Search

5% Header

3% Footer

2% Help

Enter Zip Code Enter Age Range Set Health Status Set Medigap Status View Medigap Policy

DIALYSIS FACILITY

+Core Profile View Facility

NURSING HOME Enter Name Enter State Enter Zip Code Enter Distance

Enter City LOGIN View Facility

TIMELINE SCREEN, MY DATA

40% Timeline

25% Suggest

15% Proxy

5% Browse

5% Alert

5% Search

3% Header

2% Footer

1% Help

FORMULARY Enter State

Add Drug Delete Drug Enter Refill Quantity Enter Refill Frequency Add Doses View Plan

MEDICAL SUPPLIER

Enter Zip Code Set Category View Supplier View Map View Directions

PRINT

Print Generate a Printable Version

FORM List Form Download Form

ALERT

Add Alert

Delete Alert

Set Preferences

Retrieve Password Retrieve Username Register as User

Request an account

Enable/disable Screen Reader View Enable/disable Spanish View List of Links Corporate Static Links

MY DASHBOARD

HOME HEALTH FINDER

Undefined

Undefined

FOOTER

Corporate Static Links

QUESTION Ask Question

Edit Question (post save) Save a Question as Draft Ask a Question Anonymously Remove Question Close Question

Glossary FAQs

ANSWER Answer Question

HEADER

MAILING LIST

Set Preferences

Sign Up

Remove

REPORT

SHARE

View Question Set ok/not ok to Receive Alerts Set Question as "Top 5"

Answer Question Anonymously Edit Answer (post save) Remove Answer

Report as Off-topic Report as Inappropriate Report as Mis-tagged

Write Tag (function of system) Write Tag (function of user) Set Age Set Geo Set Topic Choose Tag Suggest Tag (function of system)

TEMPLATE: ARTICLE

LONG TERM CARE FINDER

Undefined

Undefined

Share via Service (Facebook, Twitter)

Create Event Edit Event Delete Event Set Event Date and Time

Set Event Location View Event View Event in Calendar Format Export Event to my Calendar Set Event as Recurring

RATING Rate 1-5 stars

REVIEW Write a Review

Delete a Review Edit a Review

Add Link Add Photo Add Video

Create Article Delete Save as Draft Publish

Request for Feature

ARTICLE

Assign as Feature **ANNOUNCEMENT** View Announcement

Delete Timeline Zoom Crowdsource Relevant Milestones Crowdsource Relevant Content View my Partner/Proxy on the Timeline View Illness/Wellness Timeline

SUGGEST

TIMELINE

Set Granularity

Add Timeline

Add Proxy's Gender

View Proxy

Set Custom Milestone

Split Timelines by Topic

Suggest a Plan

Suggest a Doctor

Suggest a Service

Suggest Medicare Content

TEMPLATES

Post

Delete

Select theme Create new template (?) Edit page properties Edit layout (move, resize) Edit template metadata

Edit an existing article template

PROXY Add Proxy's Name Add Proxy's Medicare # Add Proxy's Picture Tag Proxy Add Proxy's Age

Once affinity groups are defined, they are used to populate screens. A screen is a snapshot of the product in action, sometimes a web page, other times the layout of a desktop client application's interface. After affinity groups are assigned to one or more screens, they are given a weight of importance based on the context or purpose of the screen.

Picking a few screens to use for exploration, the team draws as many variations as they can of the affinity groups inside each screen. Both the screens and the affinity groups are represented as simple boxes, using the weights defined above to determine the size, which in turn leads to compositional variations. This approach allows for exploration of as many structural layouts as possible before jumping in a more time intensive wireframe or design work.

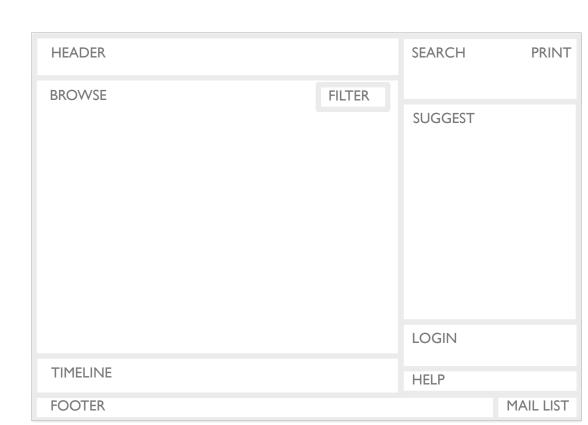
HOME SCREEN, UNAUTHENTICATED HEADER SEARCH

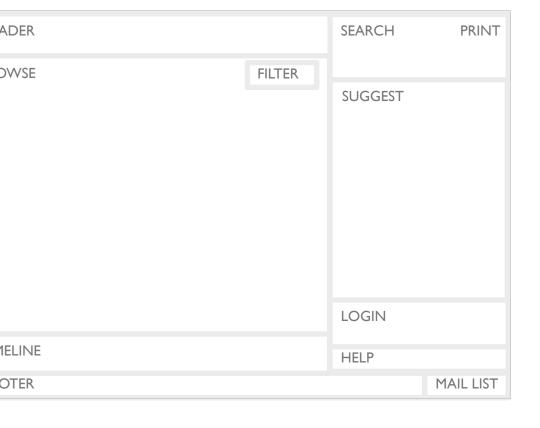
PRINT

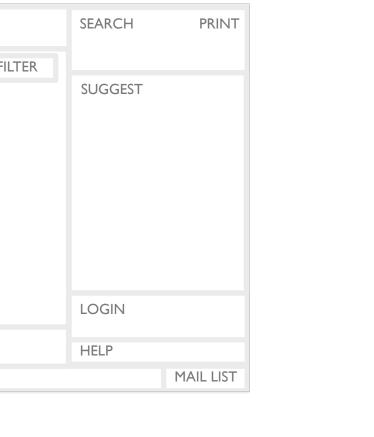
BROWSE

FOOTER

			017 ((C))				
TIMELINE							
FILTER	FILTER	FILTER	FILTER				
BROWSE	BROWSE	BROWSE	BROWSE				
SUGGEST	SUGGEST	SUGGEST	SUGGEST				
BROWSE		BROWSE					



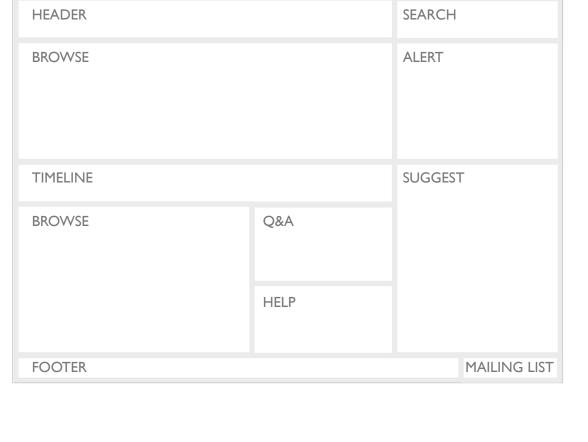




PRINT

FILTER

MAIL LIST



HEADER			SEARCH		
BROWSE			SUGGEST		
			ALERT		
TIMELINE					
BROWSE	BROWSE	BROWSE	BRO	WSE	
SUGGEST	SUGGEST	SUGGEST	SUG	SUGGEST	
Q&A					
FOOTER				MAILING LIST	

QUESTION AND ANSWER

25% Question

25% Answer

15% Browse

10% Suggest

5% Event

2% Alert

2% Search

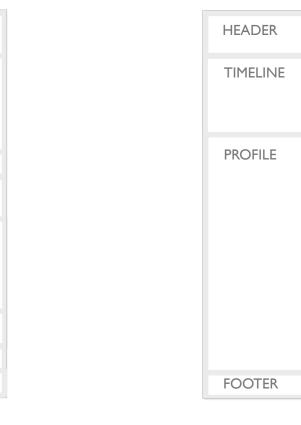
1% Header

1% Footer

1% Help

3% Announcement

5% Tag





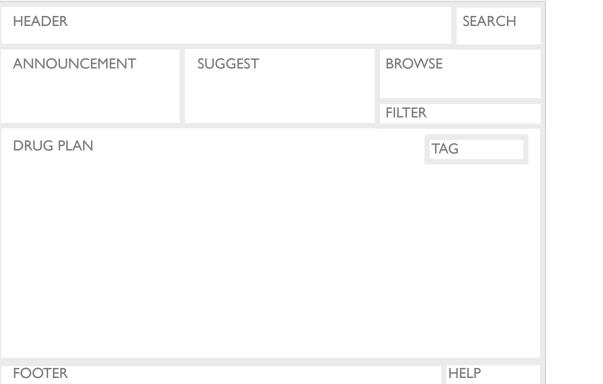
ENROLL IN MEDICARE

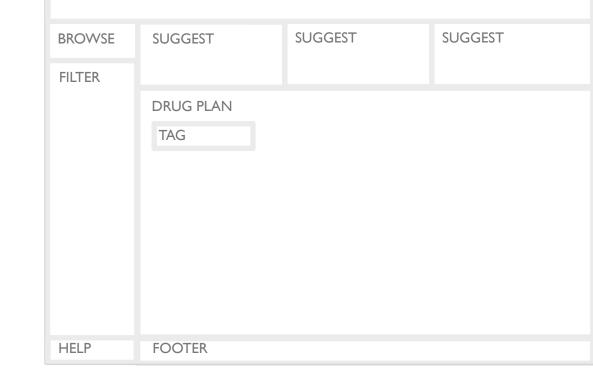
Undefined

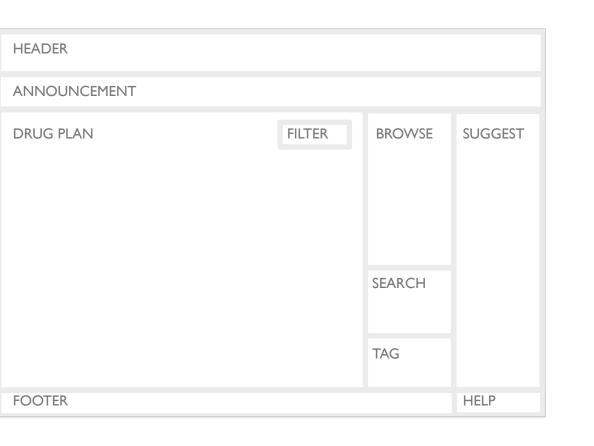
AM I ELIGIBILE

Undefined

DRUG FINDER

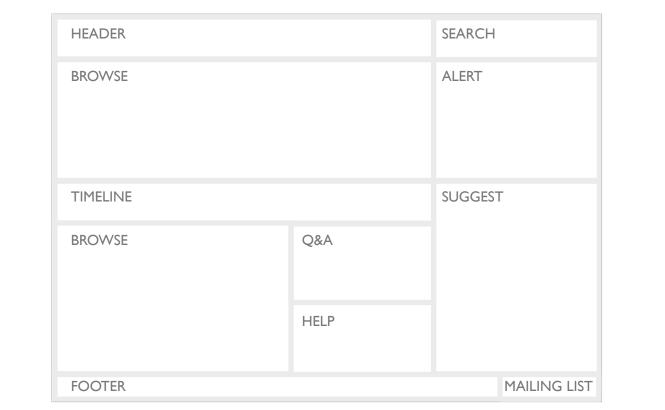








LOCAL HOME SCREEN, UNAUTHENTICATED



	SUGGEST	TIMELINE
Q&A		BROWSE
HELP		SUGGEST
		Q&A
	MAILING LIST	FOOTER

