

# maple

## Product Management Master Class

Product Faculty | Cohort II | Final Project

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# maple

“ Instantly connect with Canadian doctors for online medical care from your phone, tablet or computer. ”

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**Medical Records**

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Stakeholder Alignment

## Product Strategy Canvas

Product  
Strategy  
Canvas

DIAGNOSIS

Where are we today?

- Doctors need a patient's medical history in order to provide the best patient care
- Medical history/records are usually managed by the patient's family practice not the patient; most often records are scattered across different providers and not easily shared
- The process of adding medical records to Maple (on desktop or mobile) is a tedious, cumbersome and manual

GOALS

Where do we want to be (OKRs)

Make it really easy to collect, maintain and share personal medical history and medical records

- Increase the # of return patients by 20%
- Increase the frequency of patients seeking medical advice for pre-existing conditions by 20%
- Expand the breadth of non-emergency issues that a doctor can treat a patient for

DECISIONS / HYPOTHESES

Patients are less likely to discuss pre-existing conditions with a Maple doctor due to a lack of trust. Thus, Maple doctors most often see new Patients who are experiencing new symptoms.



A Patient's trust in Maple doctors will be greater if they know the doctor has access to their medical history. By improving the Medical Records experience, Patients will be more likely to volunteer their medical records.



More trust in Maple doctors will result in more frequent visits by existing Patients.

ACTIONS

- Allow Medical Records to import Apple HealthKit data
- Improve file attachment user experience
- Partner with 3rd party provider (e.g. Dot Health)

METRICS

- Frequency of Medical Records usage increases for both Maple doctors and Patients
- Decrease in the churn rate



## Product Strategy Canvas

### **DIAGNOSIS**

*Where are we at today?*

**Adding medical records to Maple is tedious**

## Product Strategy Canvas

### GOALS

*Where do we want to be (OKRs)?*

**Make it easy for patients to collect and share medical records**

## Product Strategy Canvas

### INITIAL HYPOTHESIS

**More trust in Maple doctors = More return patients**



## Product Strategy Canvas

### METRICS

 Frequency of *Medical Records* usage

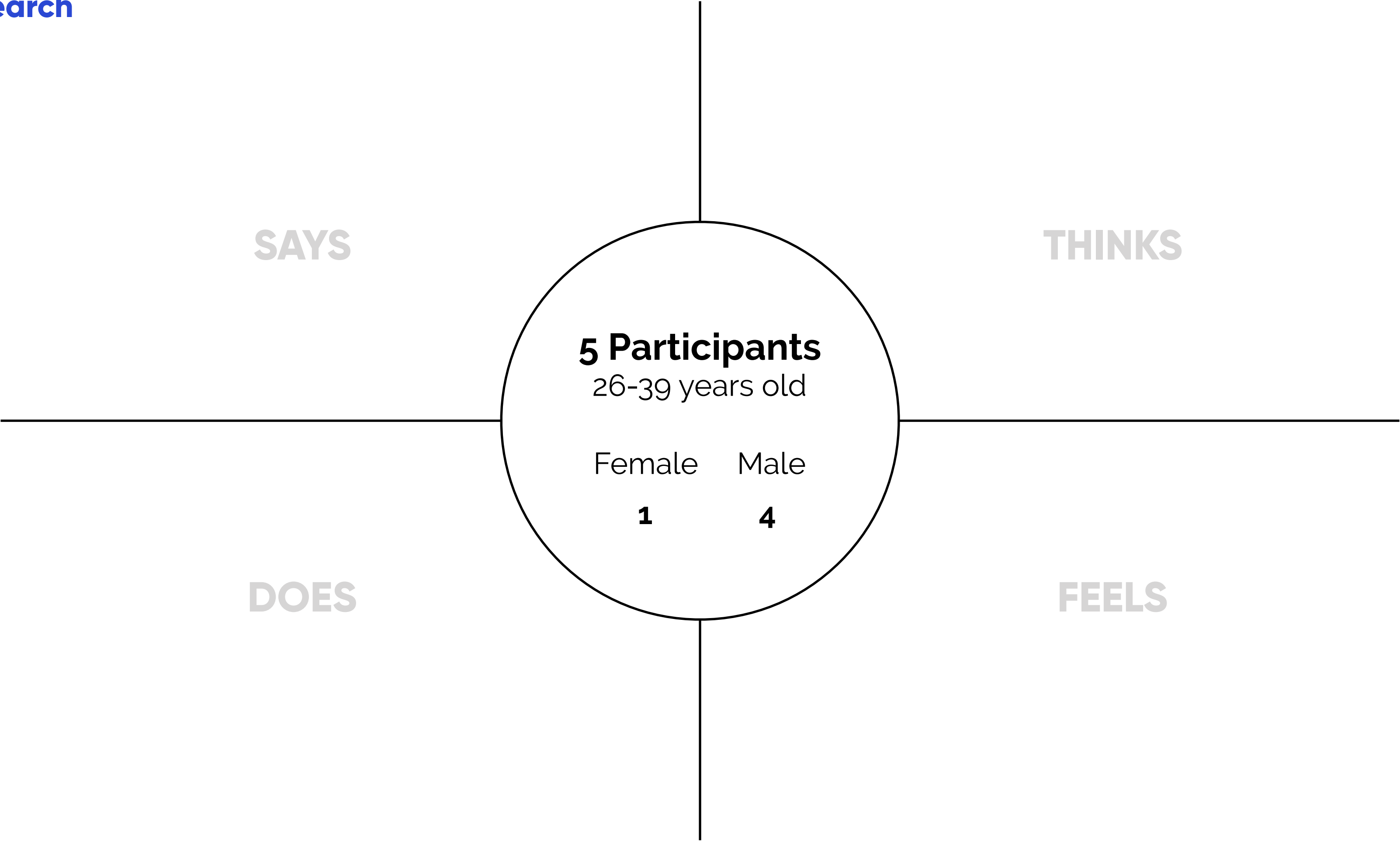
 Churn rate

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Qualitative Research

## **Audience Research**

Audience Research



Customer Empathy Map

SAYS

<b>“Access to medical records should be standard.”</b>	<i>“A relationship with your doctor is important.”</i>	<b>“Hurry the f**k up!”</b>
<i>“Health is such a critical factor in your life, you don't want to take any chances.”</i>	<b>“A system for managing medical records is valuable, but not necessarily a priority right now.”</b>	<i>“Why do I have to wait for something to get bad enough, then need a specialist?”</i>
<i>“Everyone has that little box of pages with all the irrelevant stuff like certificates...”</i>	<i>“My family doctor keeps good records and I've never had a need to see them.”</i>	<i>“Doctors visits are annoying. They never go smoothly and they're an impersonal experience.”</i>
<b>“I trust my family doctor because he knows me.”</b>	<i>“Why do I have to wait for something to get bad enough, then need a specialist?”</i>	<i>“I usually just remember my health records.”</i>

THINKS

Modern western medicine isn't the only path to healthcare.	There's a lack of communication in Emergency.	<b>Assumes medical records are shared between providers.</b>
People should be able to do whatever they wish with their medical records.	Someone older with a diagnosed condition has a greater need to maintain health records	If there's a certain kind of medication I need to take, I usually just remember it.
<b>Wishes visits to walk-in clinics could be faster</b>	Don't feel included in the system.	A visit to my family doctor requires a lot of advance planning.
I'm young and healthy and don't have any serious health conditions to worry about.	<b>There should be a central and public system where an individual's medical records/results are accessible</b>	

DOES

Has a regular family doctor.	Doesn't have a family doctor in Toronto.	Uses a walk-in clinic.
<b>Doesn't have a relationship with GP</b>	Visits GP to get a referral to a specialist.	Doesn't let ailments linger before seing a doctor.
Takes control health through proper nutrition, exercise, meditation and naturopathic remedies.	<b>Has visited different medical clinics / specialists. Each new visit requires a similar medical intake form needed to be completed.</b>	<b>Keeps a personal file of medical records and/or commits certain things to memory.</b>
Called into work late, or taken a day off, because of a walk-in clinic experience.	Infrequently helps older parents with their doctor visits.	Has paid money to obtain medical records from GP.

FEELS

Frustrated and annoyed by the process of interacting with family doctor.	<b>Excited by the idea of having complete and transparent access to all her medical records.</b>	There is a certain amount of anticipation and anxiety involved when waiting for an appointment.
<b>Filling out intake forms at different medical facilities is annoying and repetitive.</b>	The family doctor does a good job taking care of parents health care.	Feels apprehensive, as though at a disadvantage in the hospital emergency room.
Stranded, hopeless, not comforted	Frustrated by how difficult, and disruptive to my day, a visit to the family doctor is.	<b>Feel a sense of comfort and trust when the doctor knows my history / uneasy when the (walk-in) doctor doesn't know my history.</b>

## Audience Research

**SAYS**

*“Access to medical records should be standard.”*

*“I trust my family doctor because he knows me.”*

*“Hurry the f\*\*k up!”*

**Audience Research**

**DOES**

Has no relationship with family doctor

Visits to different clinics required similar medical intake forms to be completed

Keeps a personal file of medical records

## Audience Research

### THINKS

Assumes medical records are shared between providers

Wishes visits to walk-in clinics could be faster

There should be a central and public system where an individual's medical records/results are accessible

## Audience Research

### FEELS

Excited by the idea of having complete access to personal medical records

Filling out intake forms at different medical facilities is annoying and repetitive

Feel a sense of comfort and trust when the doctor knows my history



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Qualitative Research

**Other Research**

News articles

Medical journals

Policies / Laws

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**Final Hypothesis**

## Final Hypothesis

We believe that:

**Making it easier for patients to provide their health data will build trust, leading to an increase in return visits.**

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**Making it easier for patients to provide their health data will build trust, leading to an increase in return visits.**

1

**FILE UPLOAD  
EXPERIENCE**

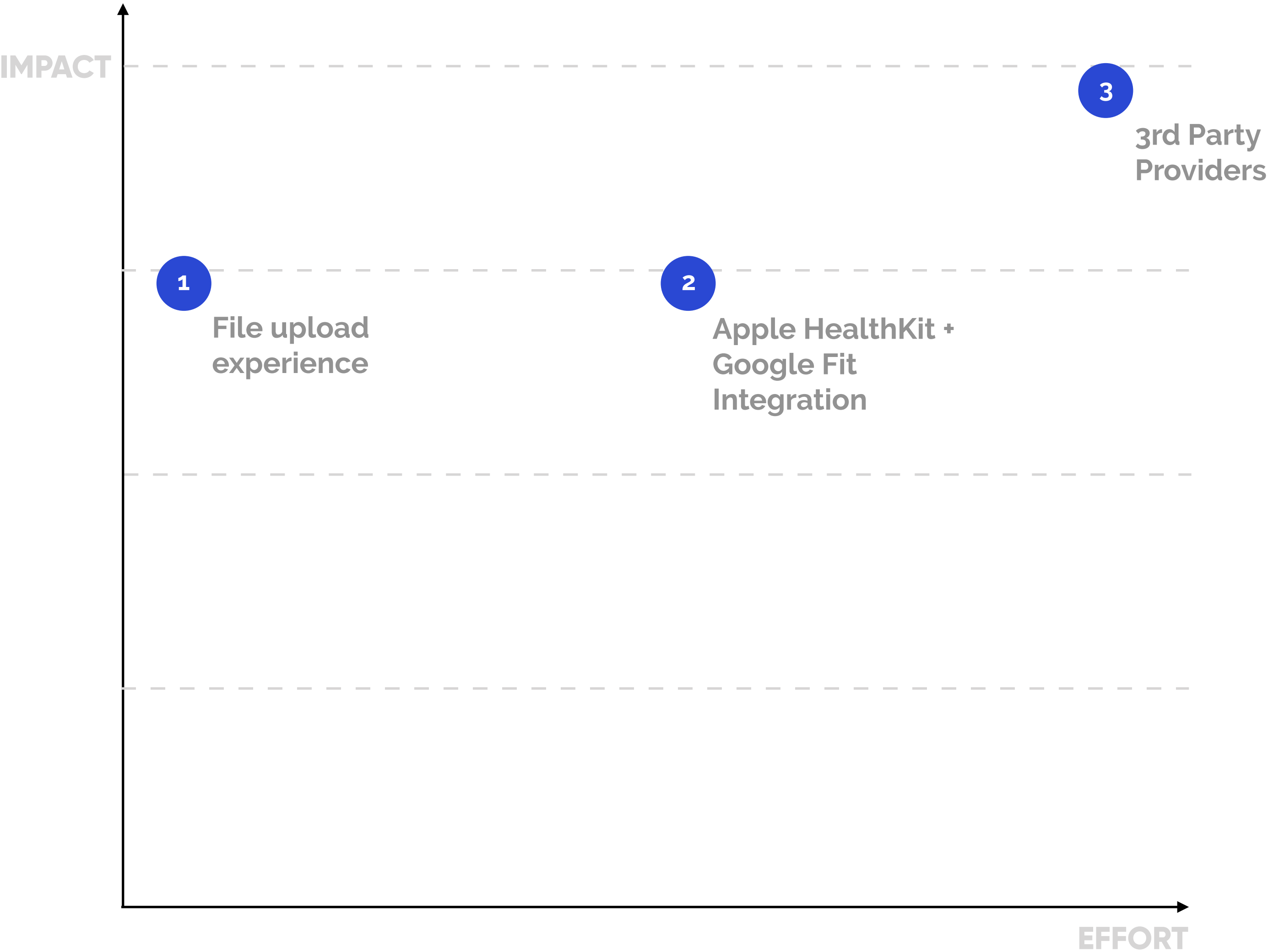
2

**APPLE HEALTHKIT +  
GOOGLE FIT  
INTEGRATION**

3

**3<sup>rd</sup> PARTY  
PROVIDERS**

Hypothesis



## Final Hypothesis

We believe that:

**Making it easier for patients to provide their health data will build trust, leading to an increase in return visits.**

1

**FILE UPLOAD  
EXPERIENCE**

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APPLE HEALTHKIT +  
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## Wireframes

Wireframes

1.0 Add new medical record - Initial state

Add new medical record

Create a medical record for Moharyar Ali

Category

Select

Title

Date of Record (Optional)

Year

Month

Day

Description (Optional)

255 characters left

1

2

Cancel

Create Record

Build a health history

NOTES

1

Drop the file upload button onto the Add New Medical Record dialog box to expose the file upload functionality at the time of record creation. Notable change to interaction: on click immediately opens the Upload File dialog box rather than giving the user the option to upload or take a photo.

2

Buttons move down to create space for the file upload component.

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Wireframes

1.1.1 File upload dialog

Upload file

GIF, JPG, PNG, BMP, DOC, PDF < 10MG  
accepted

Drag file here to uplod -or- click to browse...

Take a photo

Cancel

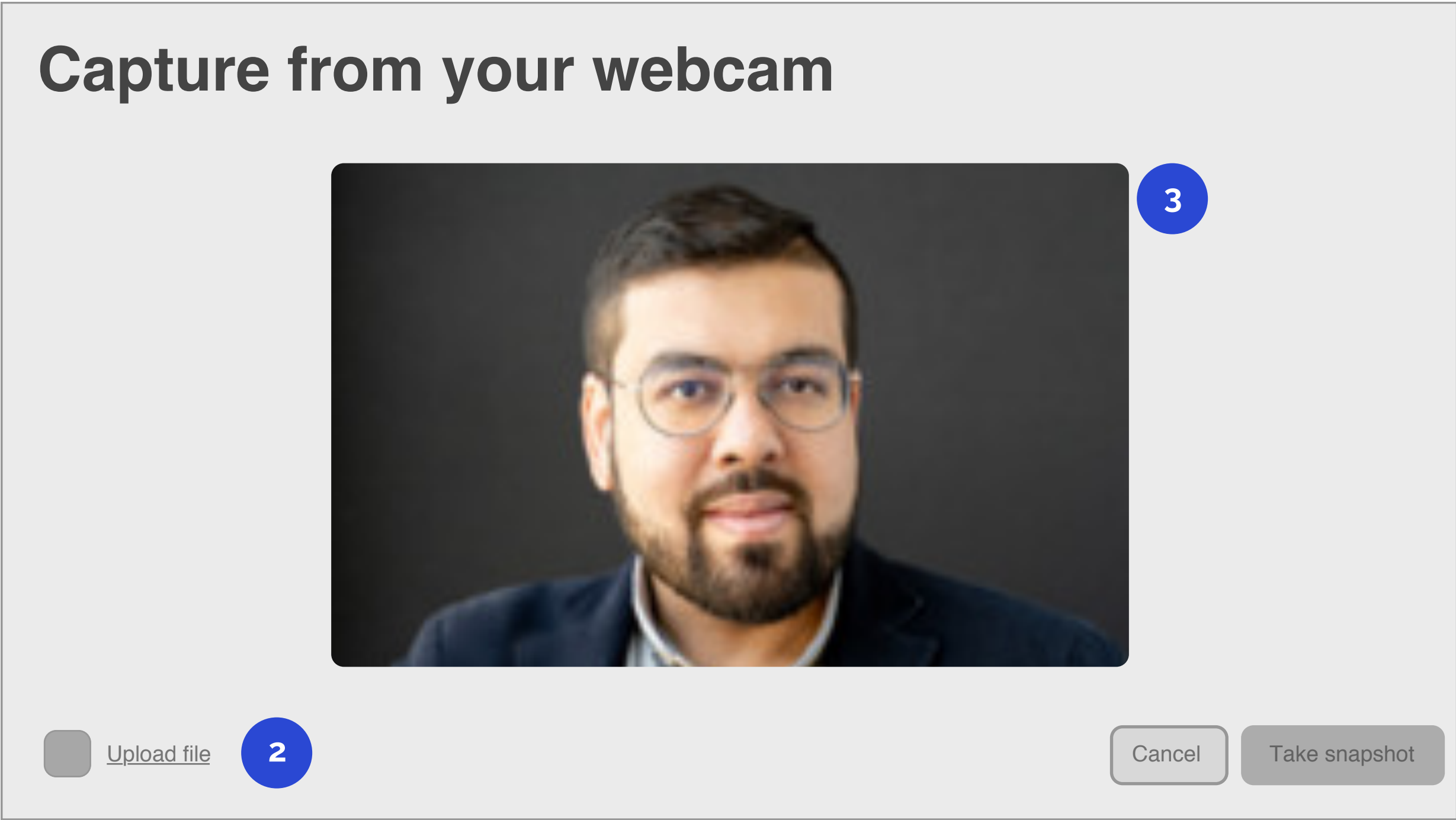
Save file

NOTES

- 1 Add call to action to allow user to toggle to taking a photo.

Wireframes

1.1.2 Take a photo dialog



NOTES

- 2 Add call to action to allow user to toggle back to uploading a file.
- 3 Centre the camera viewer to the dialog box.

## Wireframes

## 1.2 Add new medical record - With attachments

Add new medical record

Create a medical record for Moharyar Ali

Category

Select

Title

Date of Record (Optional)

Year

Month

Day

Description (Optional)

255 characters left

1

2

Cancel

Create Record

Build a health history

## NOTES

- 1 Attachments will flow from left to right in rows as they currently do within the app.
- 2 The dialog box should grow to accommodate additional rows of image attachments.

**Thank you!** 😊

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