

## Product Concept Statement

*ForHealth* is a phone application that will focus on those who struggle to find good quality, affordable healthcare. The main goal of this service is to be able to provide the best healthcare experience for everyone. The app will serve different needs such as booking appointments, Q/A's, chat, affordable medications, and many more, giving the users a clear understanding of their medical needs.

This new app can help to find affordable healthcare while establishing a hub to communicate with professionals. Fostering easy access to healthcare does not only empower users to take charge of their health, but is also convenient on a mobile device. People can feel confident while staying up-to-date on their health services **without** financially suffering after treatment. Everyone deserves to go to sleep at night knowing that they are getting the care they need in terms of their physical and mental health.

---

## BRAINSTORMING:

**Prompt:** Provide a paragraph of up to 150 words.

- What is the product or system name?
  - Remote healthcare app
  - Name Ideas: HealthConnect, TeleMed, Health4All, ForYou, ForHealth
- Who are the users?
  - People with/without health insurance, people living in remote areas
- How will they use it?
  - Book/edit/cancel appointments
  - Chat with health care providers/pharmacies/ health care facilities

- Make payments on health care services
  - Search for providers, provider preferences, provider exclusions.
  - Schedule remote health tests
  - System: What problem(s) will the system solve (broadly including business objectives)?
    - Solving healthcare accessibility issues
    - Making health care more convenient and affordable for all
  - Product: What are the major attractions to, or distinguishing features of, this product?
    - Free or paid for users?
    - One stop for all major insurance providers
    - Streamlines finding health services
    - Easy to use
  - What is the design vision and what are the emotional impact goals? In other words, what experience will the product or system provide to the user?
    - People should feel safe and cared for after using the app
1. *ForHealth* could be an interesting name in terms of clarity for users searching for it on app stores or app platforms.
  2. Users include primarily those who struggle to find healthcare through other hubs of information as well as those who may be in underdeveloped or underprivileged communities. Although this could be the targeted audience, no one will be left out.
  3. The app will serve a variety of needs such as booking appointments, Q and A/ chat feature for those who are struggling to understand certain coverages, fees, or other simple

to answer questions. It could also have a feature to show different medication options and show pricing for off-brand medications.

4. The largest problem that the app would help to solve would be to bridge the gap between health care coverage and those who do not have the support around them to utilize it.

Payment plans and options would help to provide healthcare to everyone, rather than just a small population. Having a hub to provide all aspects and answer questions could help to save lives or catch health issues prior to when they would before if they did not have prior access.

5. The experience provided to the customer will be peace of mind. Healthcare is such a large daily stress in many people's lives. Everyone deserves to go to sleep at night knowing that they are getting the help they need in terms of their physical and mental health.