

# Process

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1. First, I re-listened to all my interviews. I pulled out all comments concerning behaviors/attitudes, needs/goals, frustrations, quotes, and facts from each of my participants. I also went back to my survey results and pulled out people's comments and wrote down key data. I put everything together in a word document.
2. I then went through each interviewees' comments deleting any repeats and simplifying some of the wording.
3. Next, I made "sticky-notes" of all the comments in Illustrator, giving each source a different color.
4. I then sorted all the sticky-notes based on similarity to uncover themes into an affinity map.
5. Next, I took apart the largest section (app features) and made it into its own affinity map, sorting the notes into smaller, similar groups.
6. Lastly, I reviewed both affinity maps and came up with several insights from each.

**The following slide shows all the pulled comments.**

**Here is the key:**



**(28 yr, male)**



**(59 yr, female)**



**(31 yr, male)**



**Survey Participants**

I don't seek healthcare very often	When I seek healthcare it's for acute things	I put off seeking healthcare because of costs	The process of seeing a specialist is slow	I think going to the doctor is important when anything out of the normal occurs	I hate to go to the ER	I don't want to catch something else	When you don't feel good, sitting and waiting is not enjoyable	If it is something more serious I go and see a doctor	I seek medical attention for foreign symptoms	I seek medical attention for medication	I move around a lot so I never have a consistent doctor
I don't like having to be checked out before getting the right care	It's hard to take time away from work	It was hard to miss school	Somethings are embarrassing to see a doctor about	I don't want the run-around of referrals	I want a diagnostic	I want to be administrated care	A good doctor does not rush and listens to you	Shows what doctors are in my area	Can sort doctors by their expertise	Can see a doctor quickly	Sitting in a waiting room for a while is annoying
I use the internet to get medical information	I feel very confident that what I'm reading is competent	Knowledge puts you at ease	I could spend the money and have a doctor tell me exactly what I read online	I don't want to be thrown medications or solutions	Having a doctor that will take that initiative to consider everything	I hate calling in sick	I don't listen to people's comments (online)	To solve whatever issue I have as quickly as possible	Someone who is overall knowledgeable	Someone who makes me feel good about the issue	Going to the doctor in general is super annoying
App that is easily accessible	If I had an illness I wasn't sure of	One time use: \$5 Year subscription: \$20-30	A search function for what you're experiencing	I feel comfortable with medical school articles	I want to be able to access health records	Can email doctor with a concern	I feel like I am putting people out if I really don't have an issue	Trying to find a doctor is difficult	Unbiased reviews/ratings of doctors	I research symptoms that are previously unknown	The internet is scary, so much information
Narrow down illness parameters (where, when, etc.)	Talk to a specialist immediately	Being referred to literature of an illness	A directory of specialist based on your area	Get doctor recommendation to troubleshoot an issue and save time	Access to advice from a doctor during non-work hours	One time use: \$15 Year subscription: \$200	Something that is easy and helpful	Brother introduced me to Teladoc	Being told common sense information is insulting (24hr nurse)	To use for reoccurring issues	I hate going to the doctor when I'm in pain
Seeing where doctors' offices are	Share a picture with a doctor	See doctor credentials	See reference to where doctor practices	I think sending photos would be super helpful	Being able to video chat with a doctor	Be able to show doctor symptoms	Being able to talk to doctor in comfort of my home	I want the doctor to have record of my past issues	Want a secure network to manage medical information	One time use: \$15 Year subscription: \$150-200	Have a historic medical timeline
See record of doctors' completed in-app visits	Patient rating for doctor	Heard about a telehealth app through my insurance		Get to talk to a doctor immediately	I do not want to have to make an appointment in the app	I get frustrated calling to ask my primary doctor a question	Be able to give the doctor enough information for a diagnosis and treatment	Access all medical records	True, honest rating systems	Something to narrow down which doctor I should see	Ability to see history of spending
There are Bot Doctor Apps that are effective and really help	It's sad that I get better advice (also free) from a moderator on a facebook group than I do my doctor	American healthcare and insurance is terrible	Its SO hard to get an appointment if you are a new patient	Doctor could prescribe tests	Doctor could send in prescriptions	Doctor can send test results immediately	I would assume doctors are legitimate	Estimation of medical fees for a given issue	Profile of each doctor	See doctor's credentials	See doctor's educational and professional background
There's not enough therapists and mental health coverage	Insurance (a lot of times) dictate what the doctors can do and will do, so I'm never sure if I'm actually getting what the doctor would recommend	In my experience, Drs have only been interested in whether I wanted medication. Very procedural - "What's wrong?" "Do you want medication for that?" "Ok, next"	Would like to see published costs for common services	Be able to see doctors' backgrounds	Heard about a telehealth app through my insurance			Universal system/structure for doctor profiles	Connect devices to app to give doctor vitals	App on smart watches	Draw information from other health apps

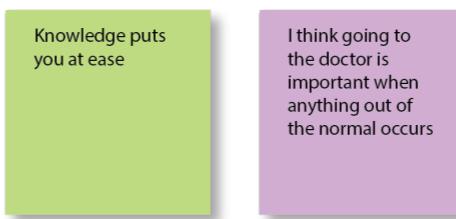
**Here are all the comments  
sorted with similar groups.**

**I added in data collected from  
the survey as well. This is  
differentiated by an asterisk.**

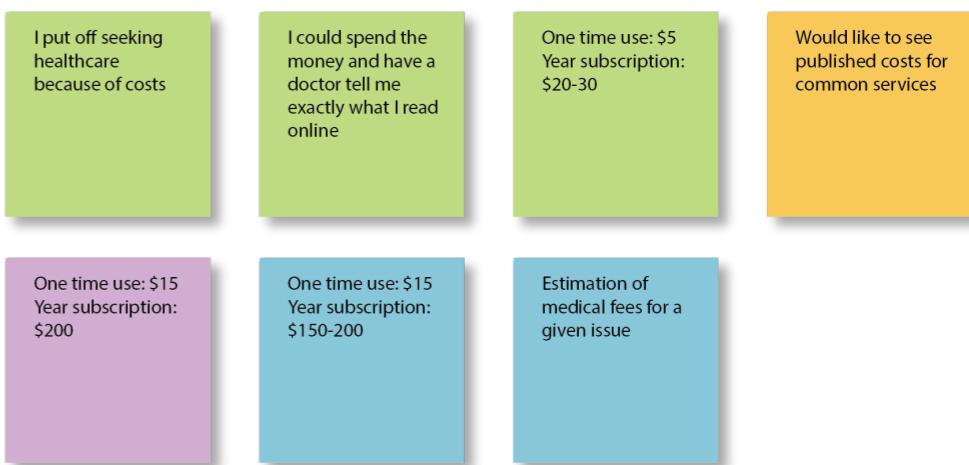
## Motivations for seeking healthcare



## Beliefs



## Costs



## Researching medical information online



\*57% reported that their co-pay was very to moderately expensive

## Telehealth apps (perspectives/where discovered)



\*About 71% reported being somewhat likely or very likely use a telehealth app

## Reasons for not seeking healthcare

It's hard to take time away from work

It was hard to miss school

Somethings are embarrassing to see a doctor about

I hate calling in sick

I feel like I am putting people out if I really don't have an issue

I move around a lot so I never have a consistent doctor

\*43% of people reported that their typical expenses very often or somewhat often keep them from seeking care

## Pain points/frustrations

The process of seeing a specialist is slow

I don't like having to be checked out before getting the right care

It's sad that I get better advice (also free) from a moderator on a facebook group than I do my doctor

Its SO hard to get an appointment if you are a new patient

There's not enough therapists and mental health coverage

American healthcare and insurance is terrible

Insurance (a lot of times) dictate what the doctors can do and will do, so I'm never sure if I'm actually getting what the doctor would recommend

In my experience, Drs have only been interested in whether I wanted medication. Very procedural - "Whats wrong?" "Do you want medication for that?" "Ok, next"

I hate to go to the ER

I don't want to catch something else

When you don't feel good, sitting and waiting is not enjoyable

I don't want the run-around of referrals

## Goals/motivations when seeking healthcare

I want a diagnostic

I want to be administrated care

A good doctor does not rush and listens to you

I don't want to be thrown medications or solutions

I get frustrated calling to ask my primary doctor a question

Sitting in a waiting room for a while is annoying

Going to the doctor in general is super annoying

Trying to find a doctor is difficult

Having a doctor that will take that initiative to consider everything

To solve whatever issue I have as quickly as possible

To use for reoccurring issues

Someone who is overall knowledgeable

Being told common sense information is insulting (24hr nurse)

I hate going to the doctor when I'm in pain

Absolute most annoying thing -filling doctor forms

I hated the process of seeing a primary physician before seeing a specialist

Someone who makes me feel good about the issue

I want the doctor to have record of my past issues

# Telehealth app features

App that is easily accessible	A search function for what you're experiencing	Narrow down illness parameters (where, when, etc.)	See reference to where doctor practices	Ble able to see doctors' backgrounds	Shows what doctors are in my area	Can sort doctors by their expertise	Can see a doctor quickly
Talk to a specialist immediately	Been referred to literature of an illness	A directory of specialist based on your area	Patient rating for doctor	Unbiased reviews/ratings of doctors	Want a secure network to manage medical information	Have a historic medical timeline	Access all medical records
Seeing where doctors' offices are	Share a picture with a doctor	See doctor credentials	See record of doctors' completed in-app visits	True, honest rating systems	Something to narrow down which doctor I should see	Ability to see history of spending	Profile of each doctor
I want to be able to access health records	Can email doctor with a concern	Get doctor recommendation to troubleshoot an issue/save time	Access to advice/doctor during non work hours	See doctor's credentials	See doctor's educational and professional background	Universal system/structure for doctor profiles	Connect devices to app to give doctor vitals
Something that is easy and helpful	I think sending photos would be super helpful	Being able to video chat with a doctor	Be able to show doctor symptoms	App on smart watches	Draw information from other health apps		
Being able to talk to doctor in comfort of my home	Get to talk to a doctor immediately	I do not want to have to make an appointment in the app	Be able to give the doctor enough information for a diagnosis and treatment				
Doctor could prescribe tests	Doctor could send in prescriptions	Doctor can send test results immediately	I would assume doctors are legitimate				

**Here are all the feature comments broken into smaller groups to discover different themes.**

**I broke down this group because it was the largest and breaking it up allowed me to gain more insight.**

## **Ability of doctors**

Doctor could prescribe tests

Doctor could send in prescriptions

Doctor can send test results immediately

## **Ease of use**

App that is easily accessible

Something that is easy and helpful

## **Security of medical data**

Want a secure network to manage medical information

## **Ability to narrow down symptoms**

A search function for what you're experiencing

Narrow down illness parameters (where, when, etc.)

## Costs

Ability to see history of spending

Estimation of medical fees for a given issue

One time use: \$5  
Year subscription: \$20-30

Would like to see published costs for common services

One time use: \$15  
Year subscription: \$200

One time use: \$15  
Year subscription: \$150-200

## Link with health tracking devices

App on smart watches

Draw information from other health apps

Connect devices to app to give doctor vitals

## **Access to medical records**

I want to be able  
to access health  
records

Have a historic  
medical timeline

Access all medical  
records

I want the doctor  
to have record of  
my past issues

## **Recommendations on where to learn more**

Being referred to  
literature of an  
illness

## **Access to specialist**

Talk to a specialist immediately

Can sort doctors by their expertise

## **Shorten time in figuring out best course of action**

Get doctor recommendation to troubleshoot an issue/save time

Something to narrow down which doctor I should see

## **Share photos with doctor**

Share a picture with a doctor

Be able to show doctor symptoms

I think sending photos would be super helpful

## **Share enough information with doctor**

Be able to give the doctor enough information for a diagnosis and treatment

## **Be able to see/connect with local doctors**

A directory of specialist based on your area

Shows what doctors are in my area

See reference to where doctor practices

Seeing where doctors' offices are

## **See doctor's credentials**

See doctor's credentials

See doctor credentials

Be able to see doctors' backgrounds

See doctor's educational and professional background

Profile of each doctor

Universal system/structure for doctor profiles

## **Rating system for doctors**

See record of  
doctors'  
completed in-app  
visits

Patient rating for  
doctor

True, honest rating  
systems

Unbiased  
reviews/ratings of  
doctors

## **Means of talking with a doctor**

Can email doctor  
with a concern

Being able to  
video chat with a  
doctor

## **Convenience (save time by using app)**

Access to advice/doctor during non work hours

Being able to talk to doctor in comfort of my home

Get to talk to a doctor immediately

I do not want to have to make an appointment in the app

Can see a doctor quickly

It's hard to take time away from work

It was hard to miss school

I hate calling in sick

I move around a lot so I never have a consistent doctor

**\*About 70% of people have to wait more than a week to see their doctor**