

This document contains a summary of design changes we've made since Medium-Fi Prototype 3 with rationales.

Major design changes:

1. Added Understanding Health Insurance page

Rationale: Testers communicated that they wanted a page where they could engage with health insurance basics, FAQs in health insurance etc. as an alternative to looking at posts.

2. Show when someone is similar to you

Rationale: Some users communicated that they would trust commenters that had similar backgrounds/experiences as them. We added a small tag on comments to show that a commenter is "similar to you" for an easy way to skim and identify those who were similar to you.

3. Make upvote/downvote functionality clearer, with hover-over "I think this is a good post"/"I do not think this is a good post"

Rationale: There was general confusion on the functionality of the upvote/downvotes, especially with users who weren't familiar with platforms like Reddit. There was also confusion on how it is different from the voting-on-plans functionality on a post. Adding a hover-over tooltip helps clarify this for users.

4. Replace language of "Existing conditions" step in profile creation flow with "Health Topics", as well as reduce the number of fields.

Rationale: We received feedback that the language of "your conditions"/"existing conditions" may limit the user's engagement with this step. Users may want to include conditions that they don't have, but are linked to them in some way. We

changed the language of “existing conditions” to “health topics” to be more accessible in this way.

5. More explicit language on how a user’s Health Topics fields are used in the profile creation flow

Rationale: In the profile creation flow when it asks for personal information/health interests, users expressed concern that their personal information may be collected and shared, or sold to insurance companies.

6. In the Ask a Question flow, change the language of “Select the details you want to share... ” to “We recommend you share any context that will help our community answer your question better!”

Rationale: Some users did not want to share personal details, or weren’t sure why they would want to. Changing to more explicit language (that we “recommend”) informs the user why they would want to share this information, and guides them to make a more informed decision for what information to include.

7. More explicit language on anonymity of the pdf, as well as checkbox option to include pdf or not.

Rationale: Users were concerned over preserving their anonymity and privacy when uploading and sharing a pdf, especially if it includes personal information such as employment details. To ease these concerns we added more explicit language to tell the user that their pdf will be anonymized in the extraction process, as well as include an option to not share the pdf with the community on their post.

8. Update +/- on comment cards to look no clickable

Rationale: Some users were confused by the +/- on the comment cards and assumed that it was clickable. They associated it with expand/shrink actions,

instead of it's description of the comment as positive/negative. We updated the visual of the +/- to avoid this confusion.

Minor changes:

9. Replace "by popularity" with "by # of comments"

Rationale: Better describes the sorting of comments.

10. Add hazard sign next to red missing field in profile creation flow

Rationale: Better explicit indicator for the user to fill it in.

11. Add a sentence to deductible definition (high deductible means ____)

Rationale: Have a better description so the user is not left still confused.

12. Make sure deductible, PPO, and Max OOP are always linked (make sure all hovers are correct)

Rationale: More realistic and consistent functionality in prototype.

13. Fill out create profile info

Rationale: Having intermediate steps in the flow showing fields filled out makes the prototype seem more realistic and informs the tester how it works.

14. Fill out extra insurance details in the chart to be realistic (view, vote)

Rationale: More realistic content in prototype.

15. Make realistic profile description for piney and crescent

Rationale: More realistic content in prototype.

16. Make definitions a tooltip

Rationale: More consistent with industry standards, as well as better usability.

17. In profile creation flow, add frames for the Look Up by Policy # option, as well as the option to Manually Fill Out

Rationale: Adding more frames to show functionality of the other insurance detail extraction options in the prototype.