



ask.in

Med-fi Prototype

Team Larry the Porcupine

Sean Chang, Grace Zhao, Melinda Wang,
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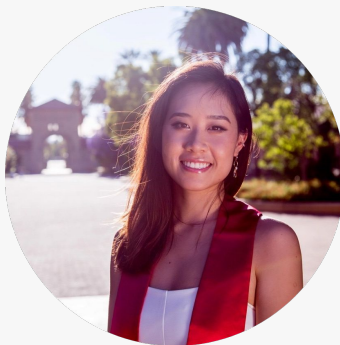
Our Team



Sean C



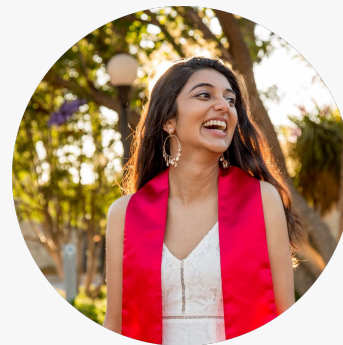
Grace Z



Melinda
W



Ari Q



Vrinda V



Problem Overview

Young adults **need**
higher quality and
better access to
healthcare and **health**
insurance education



Mission Statement

Increase health insurance literacy of young adults **who are navigating healthcare** for the first time, and to foster a **culture of preventative care.**

Value Proposition

A **community** to help you navigate your **lifelong healthcare journey.**

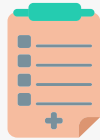


Solution Overview

A Reddit for health insurance, with hassle-free plan attachment/info extraction and optimal organization of feedback from peers and experts



Outline



1

Task Overview



2

Revised Interface
Design



3

Prototype Overview

Task Overview



Simple Task

Can you navigate to your questions and can you define a term that someone responded with that you don't understand?



Can you **navigate to your questions** and can you **view its comments/feedback?**

Medium Task

Can you upload the two insurance plans you're choosing between and post a question about them



Can you **upload an insurance plan** and **post a question** about it?

A decorative border surrounds the slide, consisting of a repeating pattern of medical icons: a clipboard with a checklist, a pill, a circle with a diagonal line, and a plus sign. The icons are arranged in a grid-like fashion along the left and right edges.

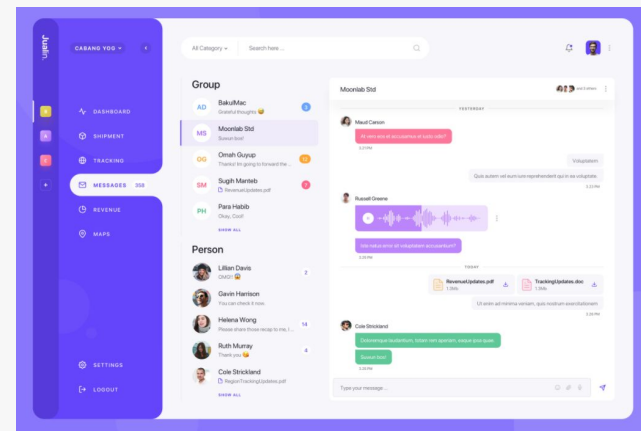
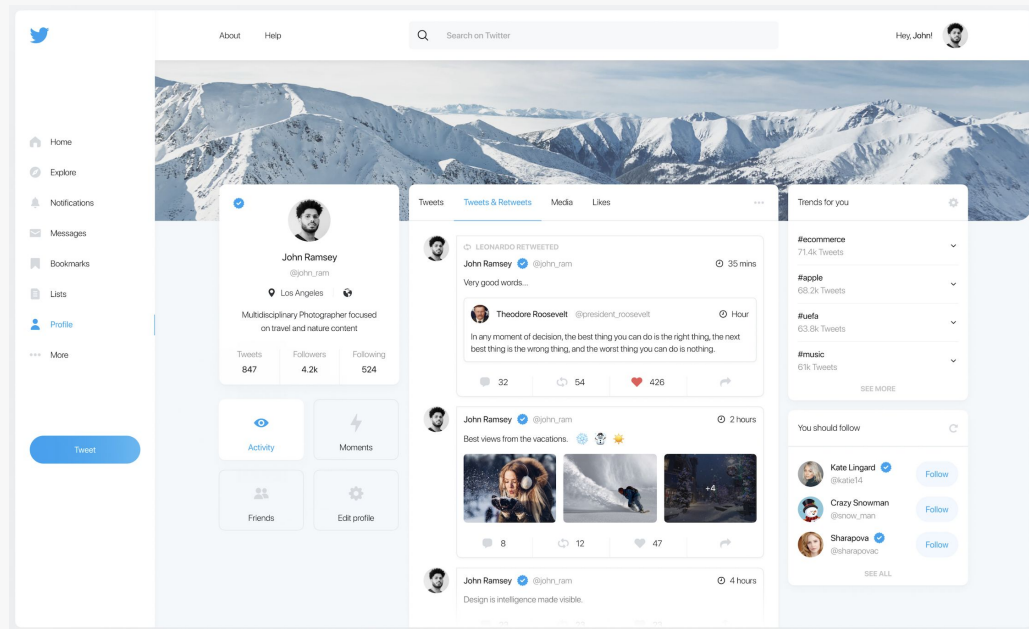
Complex Task

Can you go to **another user's post**, **comment on it** and **vote on it**?

Revised Interface Design



Design System Inspiration



Design System

clean

trustworthy

compassionate

comfortable

organized

ask.in - Style Guide

TYPOGRAPHY

Cabin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPE STYLES

This is Header 1

THIS IS A SUBTITLE

This is Body 1

This is Body 2

This is Body 3

THIS IS TEXT BUTTON TEXT

COMPONENTS

Primary Button

Secondary Button

Disabled Button

PRIMARY COLORS



#79A1EE



#C76A5D



#3A9B79

SECONDARY COLORS



#D6D6D6



#B6B6B6



#9C9C9C



#000000



21M healthy. Which insurance plan should I pick? (Kaiser, Blue Cross)

posted 2 hrs ago by rmkry

22 comments 40 votes

Major Design Changes

1) Attaching Insurance Flow

What do I do if I don't have a file of my insurance plan on my computer?

2) Grouping Comments

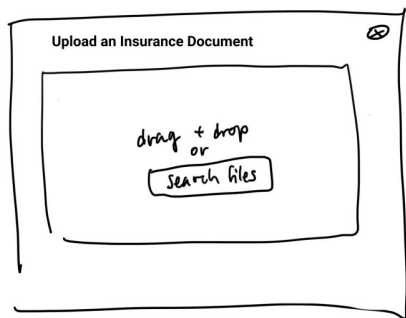
What if there are so many comments that I can't see the screen?

3) Post, Comment & Vote Filtering

What if I only want to see comments from people like me?



Design Change 1: Attaching Insurance Flow



Add an Insurance Plan

Choose a method of adding an insurance plan

Upload a document

Have a PDF of your insurance plan?
We'll extract all the necessary info!

Look up by policy number

Know your insurance name and policy number?
We'll get the necessary info from them!

Manually fill in details

Don't have a PDF or your policy number?

Design Change 2: Grouping Comments

 "Which insurance plan should I be picking?"

Anonymous Larry
Sex: M
Age: 21
Conditions: None
Medications: None
Area: CA

Plan A  	Plan B  
Kaiser HMO	Kaiser PPO
Co-pay: \$25	Co-pay: \$20
Deductible: \$100	Deductible: \$200
Covers: basic PCP visits, ...	Covers: surgery, Physical therapy, ...

 This deductible is high but accounts for unlimited coverage



What people are saying

▼ Kaiser has a great deductible

10 comments

▼ Blue Cross has a bad deductible

5 comments



▼ Kaiser's copay amounts are quite high for a young adult

3 comments

▼ Positive comment

2 comments

Design Change 3: Post, Comment & Vote Filtering

Q Search My Questions  


Ask a question

• @ 21 M healthy. Which insurance plan should I pick?

75 responses





@ _____


111 responses

 Anonymous Larry

Sex: M
Age: 21
Conditions: None
Medications: None
Area: CA

"Which insurance plan should I be picking?"

Plan A  	Plan B  
Kaiser HMO	Kaiser PPO
Co-pay: \$25	Co-pay: \$20
Deductible: \$100	Deductible: \$200
Covers: basic PCP visits, ...	Covers: surgery, Physical therapy, ...

 This deductible is high but accurate for unlimited coverage



Filter Posts

☐ **My filters:** 21-35, Diabetes [Edit](#)

☐ **Only my posts**

Age

21 35

18 80+

Interests

☐ Diabetes

☐ Birth Control

☐ Scoliosis

☐ condition

☐ condition

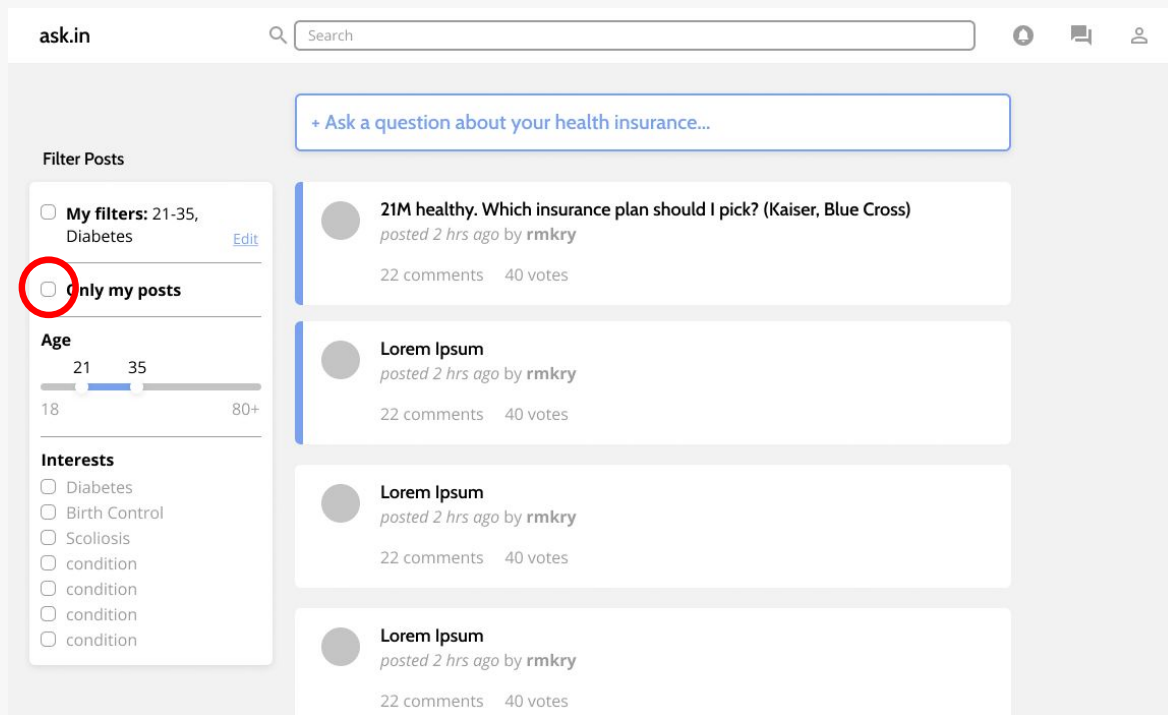
☐ condition

☐ condition

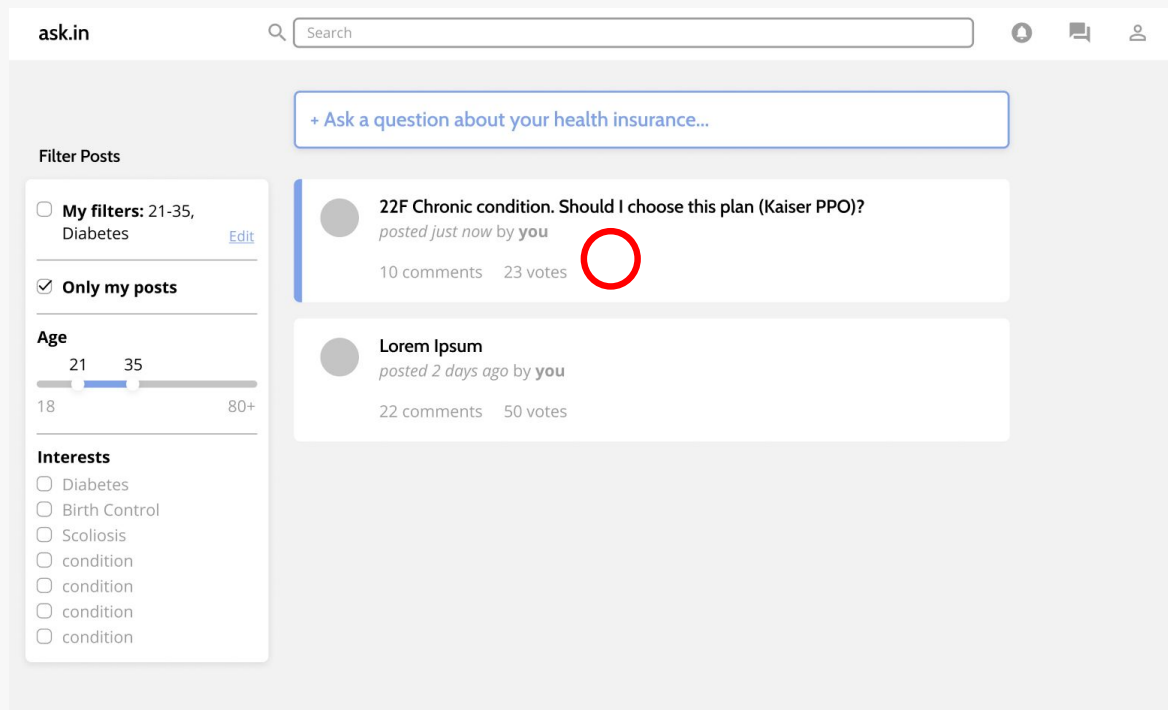


Med-fi Simple Task Flow

Simple Task Flow: View Your Questions' Commentary






Simple Task Flow: View Your Questions' Commentary




Simple Task Flow: View Your Questions' Commentary

ask.in

Search



[< Return Home](#)



username
22, Female
California
Chronic condition

Filter Votes & Comments

☐ My filters: 21-35, Diabetes [Edit](#)

Age

2135

1880+

Interests

☐ Diabetes
☐ Birth Control
☐ Scoliosis
☐ condition
☐ condition
☐ condition

22F Chronic condition. Should I choose this plan (Kaiser PPO)?

Plan A
Kaiser PPO

Copay	0
Deductible	0
Copay	0
Copay	0



posted 1 day ago by you

10 comments

23 votes

How people voted

Plan A
Kaiser PPO

4  19 

What people are saying

✓

Kaiser PPO has a good deductible

5 comments

✓

A PPO has moderate to high copays

3 comments

✓

Positive comment

2 comments

1

2

3

4

5*

Task Progress

*subtask

Simple Task Flow: View Your Questions' Commentary

Filter Votes & Comments

☐ My filters: 21-35, Diabetes

Edit

Age

2135

1880+

Interests

☐ Diabetes

☐ Birth Control

☐ Scoliosis

☐ condition

☐ condition

☐ condition

☐ condition

posted 1 day ago by you

10 comments

23 votes

How people voted

Plan A
Kaiser PPO

4

19

What people are saying

^

Kaiser's PPO has a good deductible

This [PPO](#) has a really solid [deductible](#)

posted 2 hrs ago by blank

I would prioritize your deductible, which Kaiser tends to do

posted 2 hrs ago by blank

Kaiser's PPO has great overall coverage, especially the deductible

posted 2 hrs ago by blank

Positive comment

posted 2 hrs ago by blank

Positive comment

posted 2 hrs ago by blank

v

A PPO has moderate to high copays

3 comments

v

Positive comment

2 comments

Simple Task Flow: View Your Questions' Commentary

The screenshot displays a web interface for viewing questions and their commentary. On the left, a sidebar titled "Filter Votes & Comments" includes filters for "My filters: 21-35, Diabetes", an "Age" range from 18 to 35, and a list of "Interests" such as Diabetes, Birth Control, Scoliosis, and condition. The main content area shows a question titled "Deductible" with a tooltip explaining the term: "(In an insurance plan) a specified amount of money that the insured must pay before an insurance company will pay a claim". Below the question, there are five comments, each with a profile picture and text. The first comment states "This PPO has a really solid deductible". The second comment says "I would prioritize your deductible, which Kaiser tends to do". The third comment mentions "Kaiser's PPO has great overall coverage, especially the deductible". The fourth and fifth comments are both labeled "Positive comment". At the bottom, there are two expandable sections: "A PPO has moderate to high copays" with 3 comments, and "Positive comment" with 2 comments.

Filter Votes & Comments

posted 1 day ago by you 10 comments 23 votes

☐ My filters: 21-35, Diabetes

Age

21 35

18

Interests

- ☐ Diabetes
- ☐ Birth Control
- ☐ Scoliosis
- ☐ condition
- ☐ condition
- ☐ condition
- ☐ condition

Deductible

(In an insurance plan) a specified amount of money that the insured must pay before an [insurance company](#) will pay a [claim](#)

Still want to learn more? [Click here](#)

This PPO has a really solid [deductible](#)
posted 2 hrs ago by blank

I would prioritize your deductible, which Kaiser tends to do
posted 2 hrs ago by blank

Kaiser's [PPO](#) has great overall coverage, especially the deductible
posted 2 hrs ago by blank

Positive comment
posted 2 hrs ago by blank

Positive comment
posted 2 hrs ago by blank

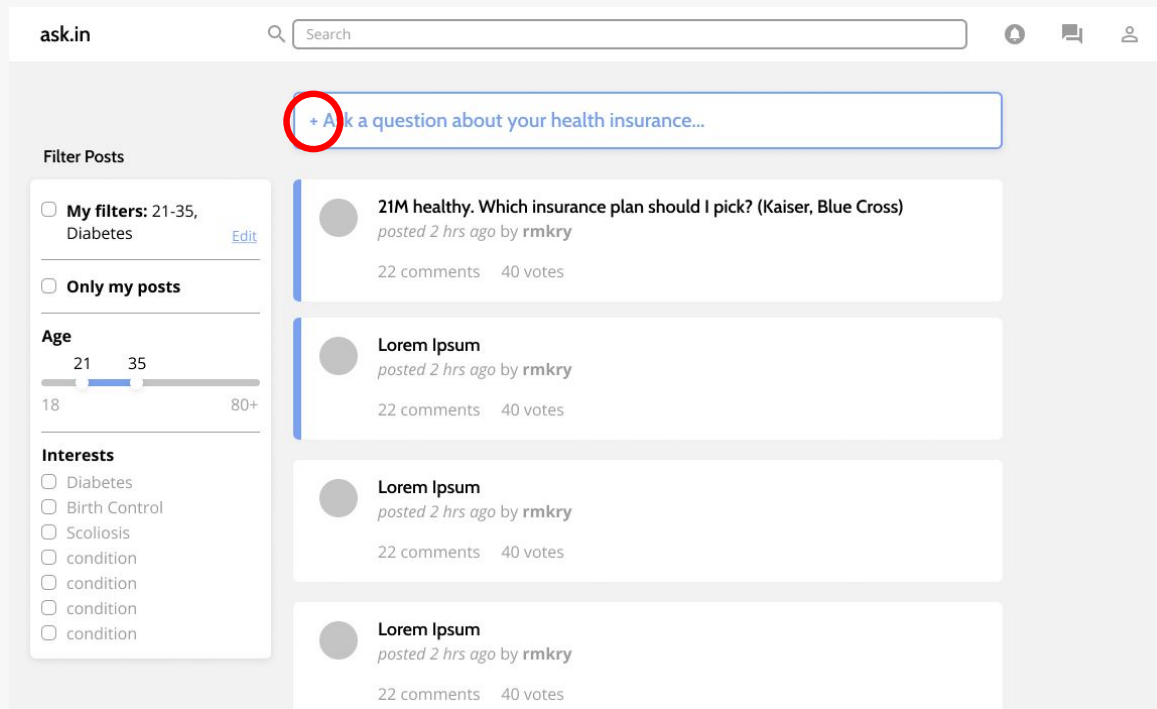
▼ A PPO has moderate to high copays
3 comments

▼ Positive comment
2 comments

The background of the slide features a repeating pattern of medical icons in a light teal color. These icons include a clipboard with a checklist, a pill capsule, a circle with a diagonal line (prohibited sign), and a plus sign. The icons are arranged in a grid-like fashion across the central white band.

Med-fi Medium Task Flow

Medium Task Flow: Upload a Plan and Question



Medium Task Flow: Upload a Plan and Question

The screenshot shows the 'ask.in' website interface. At the top, there is a search bar and navigation icons. Below the search bar is a link to '< Return Home'. The main content area is titled 'Question' and features a large text input field with the placeholder text 'Ask your question here'. To the right of this field is a blue 'Post' button. Below the input field, there is a section titled 'Details you'd like to share' with a list of checkboxes: Age, Sex, Region, Eczema (condition), condition, condition, and condition. At the bottom of this section, there is a button labeled 'Add Insurance Details' with a plus icon, which is circled in red.

Medium Task Flow: Upload a Plan and Question

The screenshot shows the 'ask.in' website interface. At the top, there is a search bar and navigation icons. Below the search bar, a modal titled 'Add an Insurance Plan' is displayed. The modal has a close button (X) in the top right corner. Inside the modal, there is a heading 'Add an Insurance Plan' and a subheading 'Choose a method of adding an insurance plan'. There are three options, each in a box:

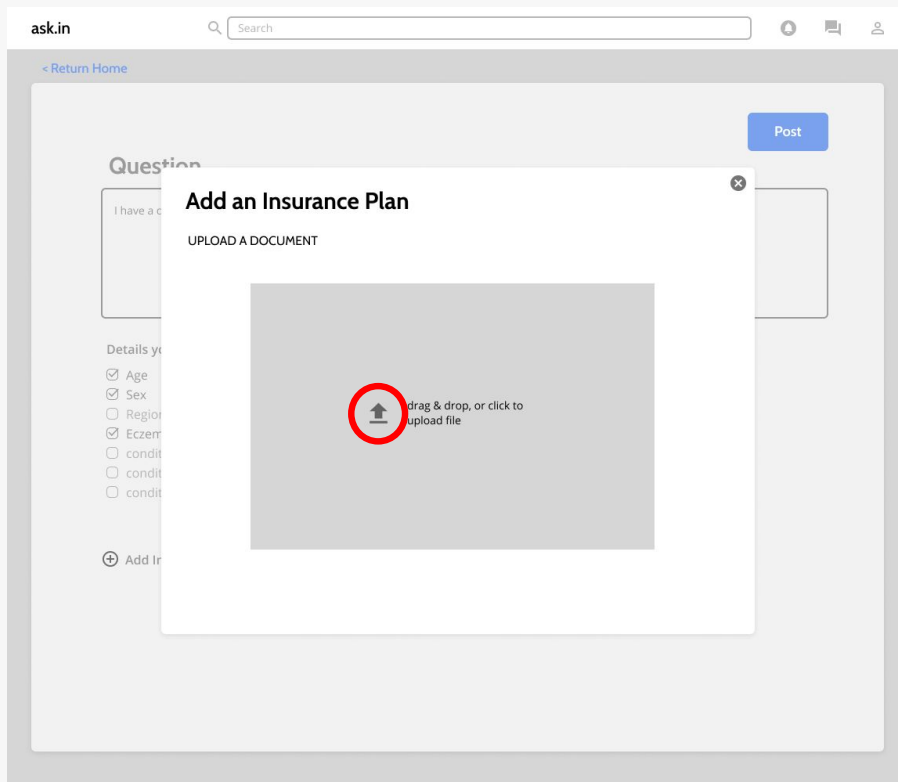
- Upload a document** (highlighted with a red circle):
Have a PDF of your insurance plan? We'll extract all the necessary info!
- Look up by policy number**:
Know your insurance name and policy number? We'll get the necessary info from them!
- Manually fill in details**:
Don't have a PDF or your policy number?

In the background, a 'Question' form is partially visible, showing a text input field with '22F Chr', a 'Post' button, and a list of checkboxes under 'Details you want to include':

- ☒ Age
- ☒ Sex
- ☐ Region
- ☒ Eczema
- ☐ Condition
- ☐ Condition
- ☐ Condition

At the bottom left of the background form, there is a '+ Add more' button.

Medium Task Flow: Upload a Plan and Question



Task Progress

Medium Task Flow: Upload a Plan and Question

The screenshot shows the 'ask.in' website interface. At the top, there is a search bar and navigation icons. Below the search bar, a '< Return Home' link is visible. The main content area is titled 'Question' and contains a form for asking a question. A modal window titled 'Add an Insurance Plan' is overlaid on the form. The modal has a close button (X) in the top right corner. Inside the modal, there is a section labeled 'UPLOAD A DOCUMENT' with a large rectangular area for document upload. Below this, a progress bar is shown with the text 'Extracting insurance info from your PDF' above it. The progress bar is partially filled with blue. To the left of the modal, part of the 'Question' form is visible, including a text input field with the placeholder 'I have a c...', a 'Details you' section with checkboxes for 'Age', 'Sex', 'Region', 'Eczem', 'condit', 'condit', and 'condit', and an 'Add In' button with a plus icon.

Medium Task Flow: Upload a Plan and Question

ask.in

Search

[< Return Home](#)

Post

Question

22F Chronic condition. Should I choose this plan (Kaiser PPO)?

Details you'd like to share

☒ Age

☒ Sex

☐ Region

☒ Eczema (condition)

☐ condition

☐ condition

☐ condition

Insurance Details

Please input/edit insurance details

Kaiser Plan

⊕ Add Another Insurance Plan

Copay

50

Deductible

0

Type

PPO

Info

Medium Task Flow: Upload a Plan and Question

ask.in

Search

[< Return Home](#)

username

22, Female

California

Chronic condition

22F Chronic condition. Should I choose this plan (Kaiser PPO)?

Kaiser

Copay	50
Deductible	0
Type	PPO
Info	0

posted 1 day ago by you

0 comments

0 votes

How people voted

Kaiser

0

0

What people are saying

No comments yet

Filter Votes & Comments

☐ My filters: 21-35, Diabetes

Edit

Age

2135

1880+

Interests

☐ Diabetes

☐ Birth Control

☐ Scoliosis

☐ condition

☐ condition

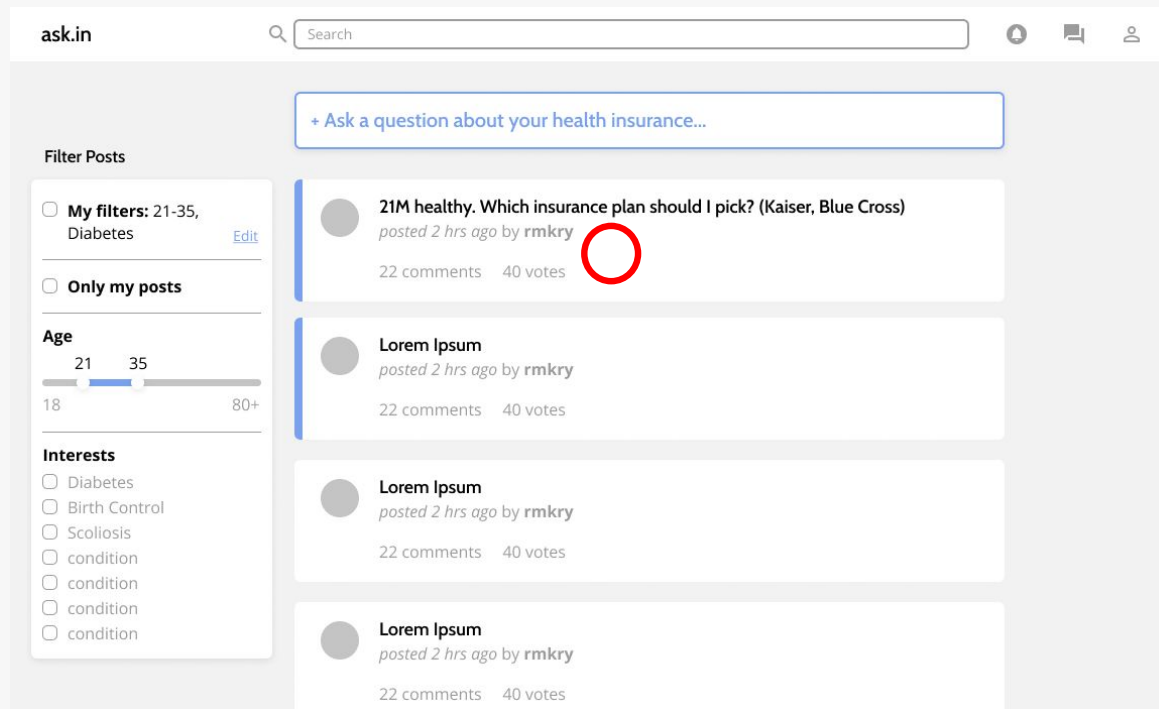
☐ condition

☐ condition

The background of the slide features a repeating pattern of medical icons in a light teal color. These icons include a clipboard with a checklist, a pill capsule, a circle with a diagonal line (prohibited sign), and a plus sign. The icons are arranged in a grid-like fashion across the central white area of the slide.

Med-fi Complex Task Flow

Complex Task Flow: View a Post & Vote/Comment



Complex Task Flow: View a Post & Vote/Comment

The screenshot shows the 'ask.in' website interface. At the top is a search bar and navigation icons. Below the header, there's a 'Return Home' link and a user profile for 'rmkry' (21, Male, California, relatively healthy). The main content area displays a post titled '21M healthy. Which insurance plan should I pick? (Kaiser, Blue Cross)'. This post includes a table comparing Plan A (Kaiser) and Plan B (Blue Cross) across various metrics like Copay and Deductible. Below the table, it shows the post was made 2 hours ago by rmkry, with 22 comments and 40 votes. A 'Vote' section is visible, showing thumbs up and down icons for both plans, with the 'up' vote for Plan A circled in red. A 'Comment' section with a text input field is also present. On the left, there's a 'Filter Votes & Comments' sidebar with filters for age (21-35), interests (Diabetes, Birth Control, Scoliosis, condition), and a 'My filters' section. At the bottom, a 'What people are saying' section lists related comments with their respective counts.

	Plan A Kaiser	Plan B Blue Cross
Copay	0	0
Deductible	0	0
Copay	0	0
Copay	0	0

posted 2 hrs ago by rmkry 22 comments 40 votes

Vote
Show counts

Plan A: Kaiser (1 up, 1 down)
Plan B: Blue Cross (1 up, 1 down)

Comment
Explain your vote or answer the question...

What people are saying

- ▼ Kaiser has a great deductible (10 comments)
- ▼ Blue Cross has a bad deductible (5 comments)
- ▼ Kaiser's copay amounts are quite high for a young adult (3 comments)
- ▼ Positive comment (2 comments)

Complex Task Flow: View a Post & Vote/Comment

The screenshot shows the ask.in website interface. At the top is a search bar and navigation icons. Below the header, there's a "Return Home" link and a user profile for "rmkry" (21, Male, California, relatively healthy). The main content area displays a post titled "21M healthy. Which insurance plan should I pick? (Kaiser, Blue Cross)". The post includes a table comparing Plan A (Kaiser) and Plan B (Blue Cross) across four categories: Copay, Deductible, Copay, and Copay, all with values of 0. Below the table, it says "posted 2 hrs ago by rmkry 22 comments 40 votes". To the left of the post is a "Filter Votes & Comments" sidebar with filters for "My filters: 21-35, Diabetes", "Age" (ranging from 18 to 80+), and "Interests" (Diabetes, Birth Control, Scoliosis, condition). The post itself has a "Vote" section with thumbs up/down icons and counts (2 down, 30 up for Plan A; 35 down, 10 up for Plan B). Below the vote section is a "Comment" section with a text input field (highlighted by a red circle) and a "Post" button. At the bottom, there's a "What people are saying" section with four comment snippets: "Kaiser has a great deductible" (10 comments), "Blue Cross has a bad deductible" (5 comments), "Kaiser's copay amounts are quite high for a young adult" (3 comments), and "Positive comment" (2 comments).

ask.in

< Return Home

rmkry
21, Male
California
relatively healthy

21M healthy. Which insurance plan should I pick? (Kaiser, Blue Cross)

	Plan A Kaiser	Plan B Blue Cross
Copay	0	0
Deductible	0	0
Copay	0	0
Copay	0	0

posted 2 hrs ago by rmkry 22 comments 40 votes

Filter Votes & Comments

My filters: 21-35, Diabetes Edit

Age
18 21 35 80+

Interests
☐ Diabetes
☐ Birth Control
☐ Scoliosis
☐ condition
☐ condition
☐ condition

Vote

Plan A
Kaiser
2 30

Plan B
Blue Cross
35 10

Comment

Post

What people are saying

- ✓ Kaiser has a great deductible
10 comments
- ✓ Blue Cross has a bad deductible
5 comments
- ✓ Kaiser's copay amounts are quite high for a young adult
3 comments
- ✓ Positive comment
2 comments

Complex Task Flow: View a Post & Vote/Comment

ask.in

Search

[Return Home](#)

rmkry

21, Male

California

relatively healthy

21M healthy. Which insurance plan should I pick? (Kaiser, Blue Cross)

	Plan A Kaiser	Plan B Blue Cross
Copay	0	0
Deductible	0	0
Copay	0	0
Copay	0	0

posted 2 hrs ago by rmkry 22 comments 40 votes

Filter Votes & Comments

☐ My filters: 21-35, Diabetes

Age

21 35

18 80+

Interests

☐ Diabetes

☐ Birth Control

☐ Scoliosis

☐ condition

☐ condition

☐ condition

Vote

Plan A
Kaiser

2 30

Plan B
Blue Cross

35 10

Comment

I personally would choose Kaiser because of blank blank reason and also blank blank blah blah...

Post

What people are saying

✓ Kaiser has a great deductible

10 comments

✓ Blue Cross has a bad deductible

5 comments

✓ Kaiser's copay amounts are quite high for a young adult

3 comments

✓ Positive comment

2 comments

Complex Task Flow: View a Post & Vote/Comment

Filter Votes & Comments

☐ My filters: 21-35, Diabetes [Edit](#)

Age

2135

1880+

Interests

☐ Diabetes

☐ Birth Control

☐ Scoliosis

☐ condition

☐ condition

☐ condition

posted 2 hrs ago by rmkry22 comments40 votes

Vote

Plan A
Kaiser

2👎👍30

Plan B
Blue Cross

35👎👍10

Comment

Explain your vote or answer the question...

Post

What people are saying

^Kaiser has a great deductible

1 personally would choose Kaiser because of blank blank...
posted 1 min ago by you

Positive comment
posted 2 hrs ago by blank

Positive comment
posted 2 hrs ago by blank

Positive comment
posted 2 hrs ago by blank

Positive comment
posted 2 hrs ago by blank

▼Blue Cross has a bad deductible
5 comments

▼Kaiser's copay amounts are quite high for a young adult
3 comments

12345

Task Progress

Prototype Overview



Prototyping Tools



- **What did we use?**
Figma
- **How did the tool help?**
Flexible Style,
Components,
Collaboration
- **How did the tool not help?**
Majority of us aren't
figma pros (yet!)



Limitations

No moderator or “trust”-qualification due to med-fi quality assumptions

Small subset of filters for initial concept testing

Trade-offs

Comments being grouped together removes inline comments

Balance between filtering for your personal needs and learning about health insurance holistically

Wizard of Oz



Automatic Insurance
Detail Extraction



Clustering Comments



Automatic Term
Selection & Definition

Thank you!

**Any
Questions?**



The background of the slide features a repeating pattern of medical-related icons in a light teal color. These icons include a clipboard with a checklist, a pill capsule, a circular pill with a diagonal line, and a plus sign. The icons are arranged in a grid-like fashion across the central white area of the slide.

Appendix

Relevant Links

Figma Prototype URL: <https://www.figma.com/file/DSgazxvGULbbsE81VnX8qs/377E-Health-Insurance-Education?node-id=155%3A3>

Figma Visual Design URL: <https://www.figma.com/file/DSgazxvGULbbsE81VnX8qs/377E-Health-Insurance-Education?node-id=143%3A2>

Med-Fi Annotated Task Flows: https://docs.google.com/document/d/1evPStB_9upsaL_5Ply4dmWxDfHdwxzl2-sUePaP5uU4/edit

Med-Fi Prototype PDF: <https://drive.google.com/drive/u/0/folders/1cXK72WAHmsnOTJbV0dYBxC4iKFtezFft>

Med-Fi Prototype Screen PNGs: <https://drive.google.com/drive/u/0/folders/1F96K76AZ056K9S6QR-cJLUM2STHwMKD6>

Design Changes Explained

Design Change 1: Attaching Insurance Flow: We opted to update the process of attaching an insurance plan to a question to provide users with more options and to reduce confusion. We allow for three possible methods (instead of assuming they have a document to upload) that allow for more flexibility when attaching an insurance plan.

Design Change 2: Grouping Comments: We decided to update how comments are displayed and organized for a question a user posted. Although our users generally liked seeing where in an insurance plan a comment was specifically made, many expressed concerns over feeling overwhelmed if there were too many comments and feared that this would feel like a Google doc that can easily be sloppy once enough comments are made. Likewise, users weren't certain what this would look like for a question that didn't post physical pictures of an insurance plan. As a result, we now group the comments based on their content and organize them below the question and optional plan details.

Design Change 3: Post, Comment, and Vote Filtering: We chose to update the questions, comments, and votes that a user can see based on filters that they choose to apply. Users expressed how although they do like seeing general questions and responses from a variety of people, they would like to be able to see content specifically from people that they share similar backgrounds and/or health considerations with. We are looking forward to exploring what types of filters users would want most through user testing, and flushing out this design change further.