



ask.in

Med-fi Prototype 2

Team Larry the Porcupine

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Our Team



Sean C



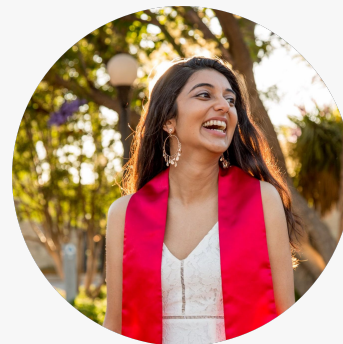
Grace Z



Melinda
W



Ari Q



Vrinda V





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What's Next

Problem and Solution



Problem Overview

Young adults need a **trustworthy** source of health insurance education.



Mission Statement

Increase the health insurance literacy of young adults **who are navigating healthcare** for the first time.

Value Proposition

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



Solution Overview

A health insurance forum,
with hassle-free **insurance
detail extraction** and optimal
organization of feedback
from peers and experts



Redesign 1

Goal: Improve visual hierarchy

ask.in

Search

< Return Home

rmkry

21, Male

California

relatively healthy

"21M healthy. Which 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

21

35

18

80+

Interests

☐ Diabetes

☐ Birth Control

☐ Scoliosis

☐ condition

☐ condition

☐ condition

☐ condition

Vote

Show counts

Plan A
Kaiser

Plan B
Blue Cross

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

Redesign 1 - Voting Options

"21M healthy. Which 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

Comments

Explain your vote or answer the question...

1 - Put voting in the table

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

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

posted 2 hrs ago by rmkry 22 comments 40 votes

Vote
Show counts

Comment

Explain your vote or answer the question...

2 - Separate voting and commenting

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

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

posted 2 hrs ago by rmkry

Vote
Show counts

Comment

Explain your vote or answer the question...

Post

3 - Original format, but increase button contrast

Usability Study

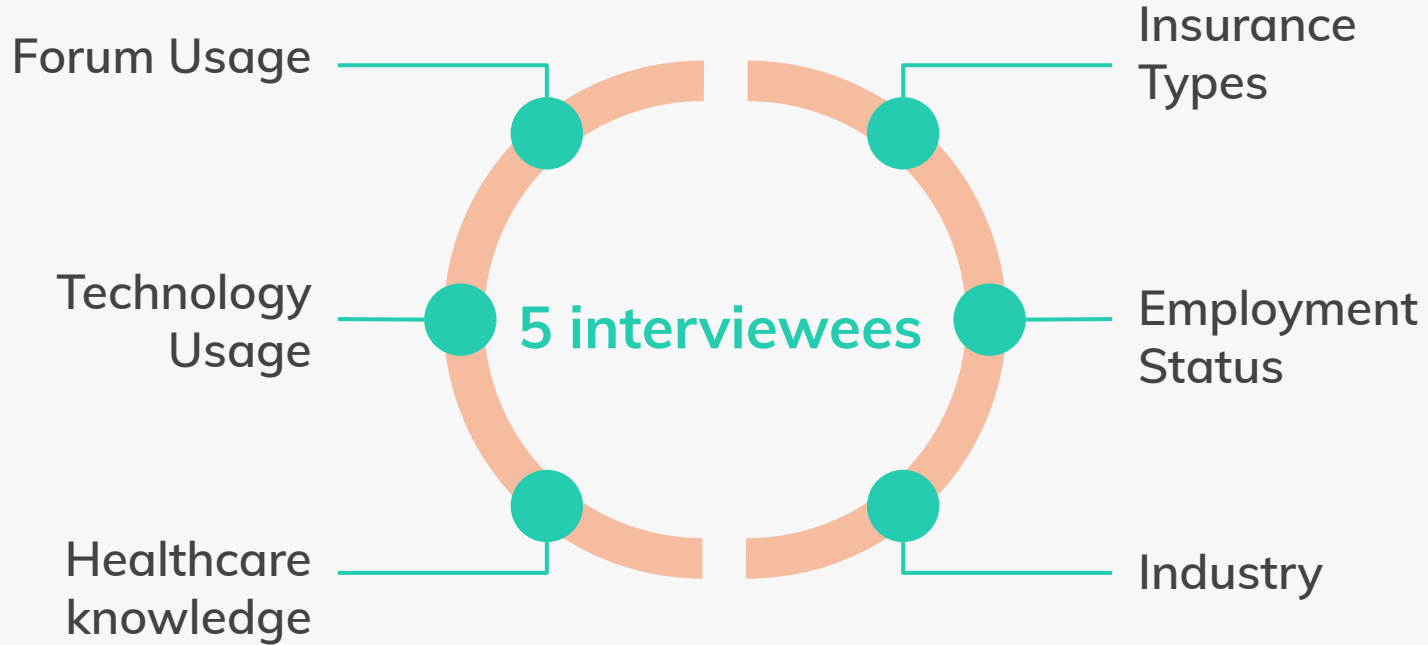


Study goals

- Gather consensus on the redesigned voting options
- Test 3 tasks to find usability issues
- See what content/functionality we provide is most useful or lacking



Study Participants



Insights and Design Revisions



Usability Testing Results

	User 1	User 2	User 3	User 4	User 5
Ask a Question					
Comment and Vote on a Question					
View Feedback					



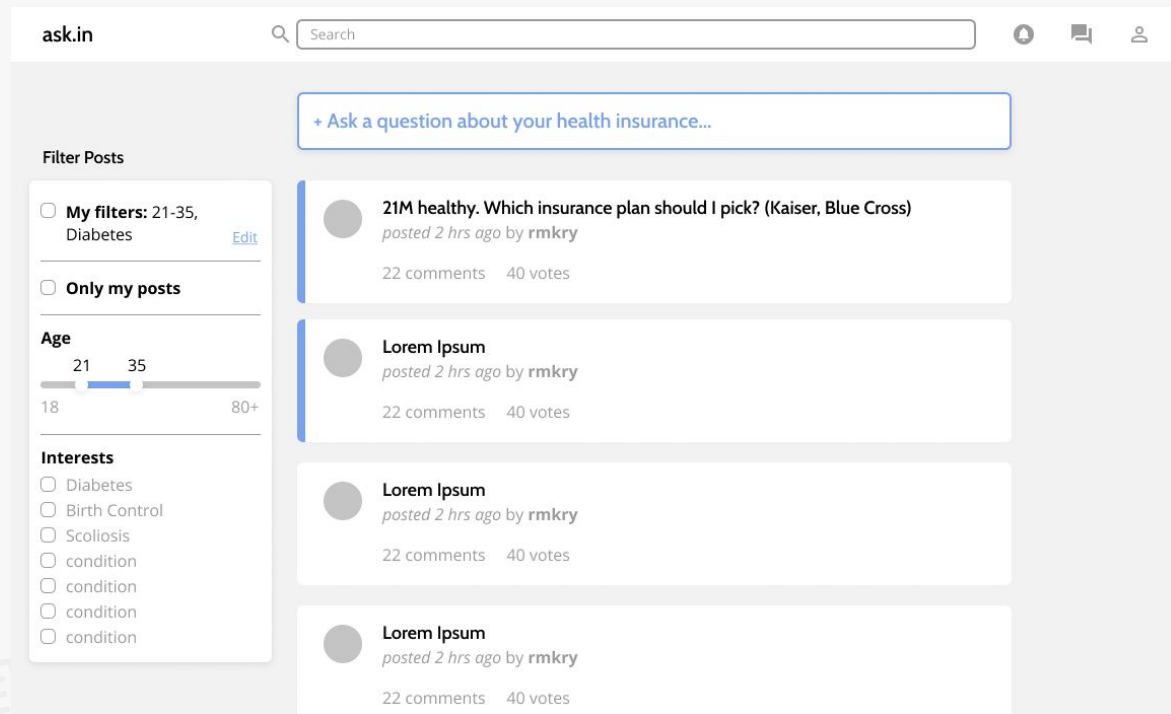
Finding 1: Visual Design



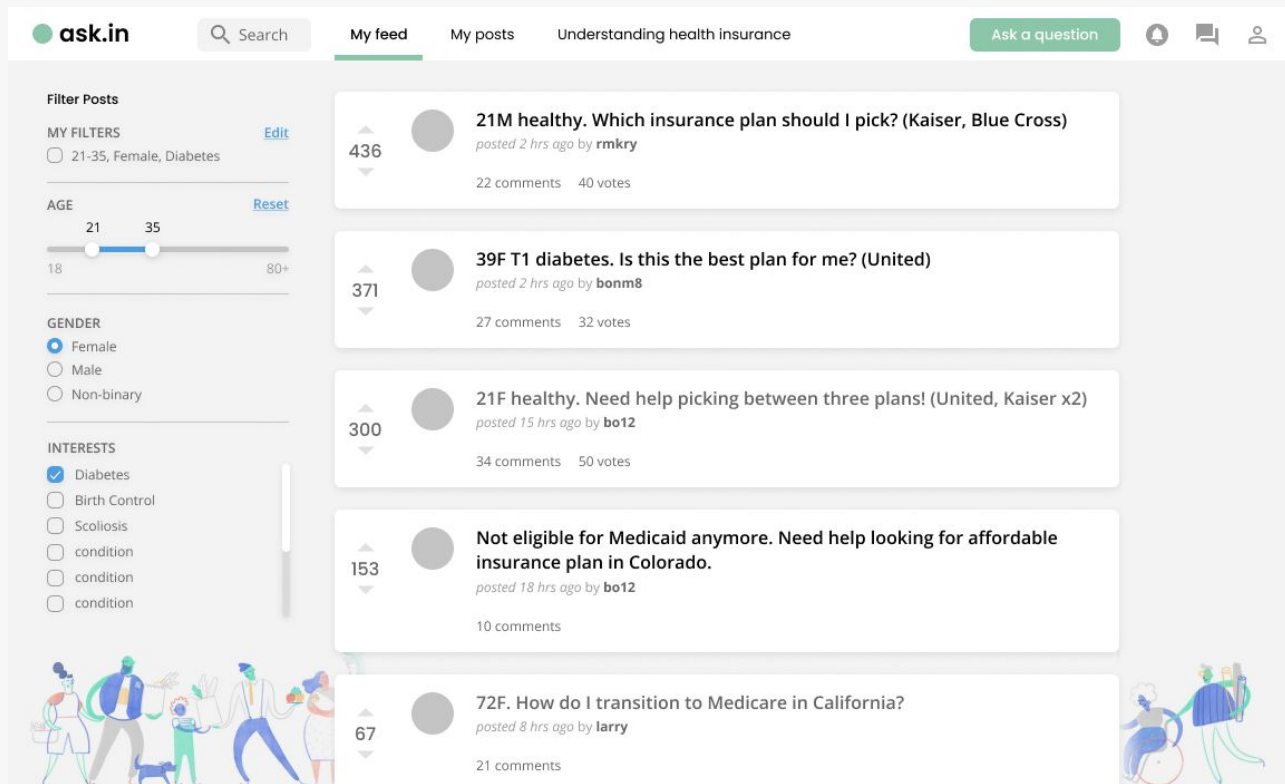
Users want
friendlier colors



“I would like to see a
little **more color**. It’s
just **very neutral**
right now.”



Revision 1: Revamping Visual Design



Illustrations and
rounder fonts

Revision 1: Revamping Visual Design

The screenshot shows the 'ask.in' website interface. At the top, there's a navigation bar with the 'ask.in' logo, a search bar, and links for 'My feed', 'My posts', and 'Understanding health insurance'. A green button labeled 'Ask a question' is on the right. Below the navigation bar, a user profile for 'rmkry' (21, Male, California, relatively healthy) is shown with a bio: 'I've been taking _____ medication for my _____ and want to stay on this.' The main content area features a question titled 'Which plan should I pick?' with 436 votes. Below the question is a table comparing two health insurance plans: Plan A - Kaiser PPO and Plan B - Blue Cross PPO. The table lists various cost components and their values for both plans. At the bottom of the table, there's a 'Description' row with extra comments on the extent of insurance coverage for each plan. The interface includes decorative illustrations of a doctor and a patient, and a bottom bar with medical icons like pills and a clipboard.

ask.in Search My feed My posts Understanding health insurance Ask a question

< Return to feed

rmkry
21, Male
California
relatively healthy
I've been taking _____ medication for my _____ and want to stay on this.

436 "Which plan should I pick?"

	Plan A - Kaiser PPO View PDF	Plan B - Blue Cross PPO View PDF
Deductible	\$50	\$60
Premium	\$50	\$60
Copay	\$50	\$60
Out of Pocket Maximum	\$50	\$60
ER Visit	\$50	\$60
RX	\$50	\$60
Description	Extra comments on the extent of the insurance coverage can go in this space	Extra comments on the extent of the insurance coverage can go in this space

Ask a Question

Secondary actions & Voting

Insurance Information

Your Content

Finding 2: Clarifying Voting





General confusion about being able to vote for **both** insurance options





“I think it would be better if it was an **either-or** situation”

Vote
[Show counts](#)

Plan A
Kaiser




Plan B
Blue Cross



Comment

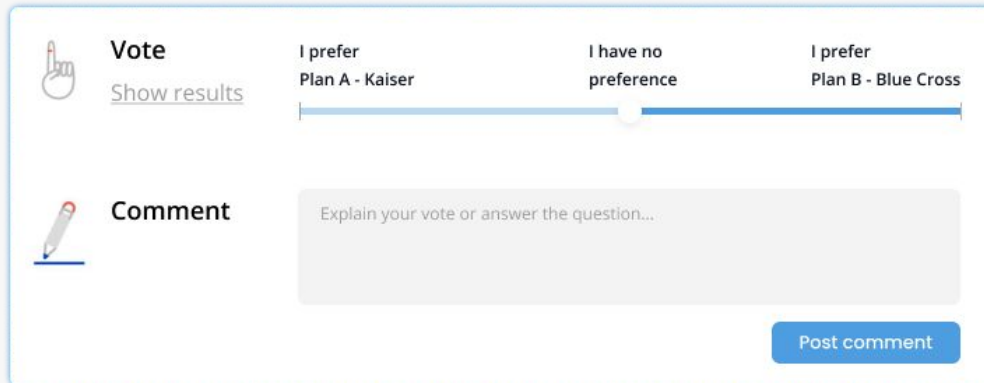
Explain your vote or answer the question...






Revision 2: Clarifying Voting

Sliding scale




Vote

 [Show results](#)

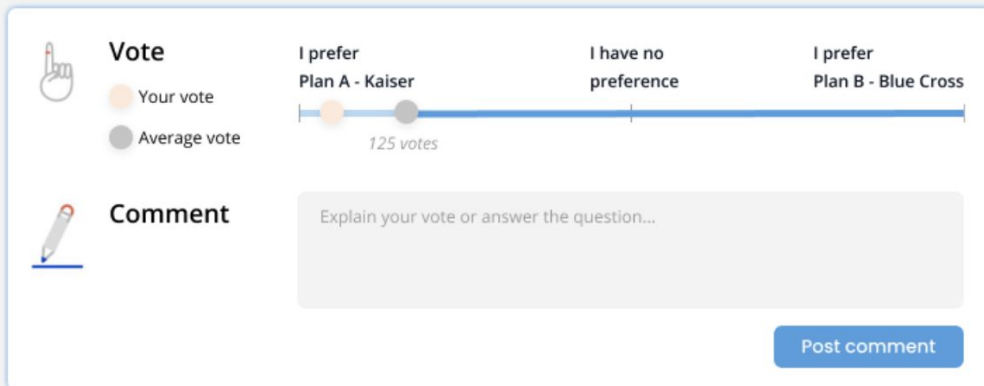
I prefer Plan A - Kaiser | I have no preference | I prefer Plan B - Blue Cross

Comment


 Explain your vote or answer the question...


Post comment

Comparison between average and your vote



Vote


 Your vote

 Average vote

I prefer Plan A - Kaiser | I have no preference | I prefer Plan B - Blue Cross

125 votes

Comment

 Explain your vote or answer the question...

Post comment

Finding 3: Displaying the Insurance Plan



Information in
insurance plans is
not always tabular



“Insurance plans are
too complicated to
be summed up in a
few numbers like
this”

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

	<i>Plan A</i> <i>Kaiser</i>	<i>Plan B</i> <i>Blue Cross</i>
Copay	0	0
Deductible	0	0
Copay	0	0

Revision 3: Displaying the Insurance Plan

Optional PDF attachment

Space for additional descriptions
at the bottom of the column

436

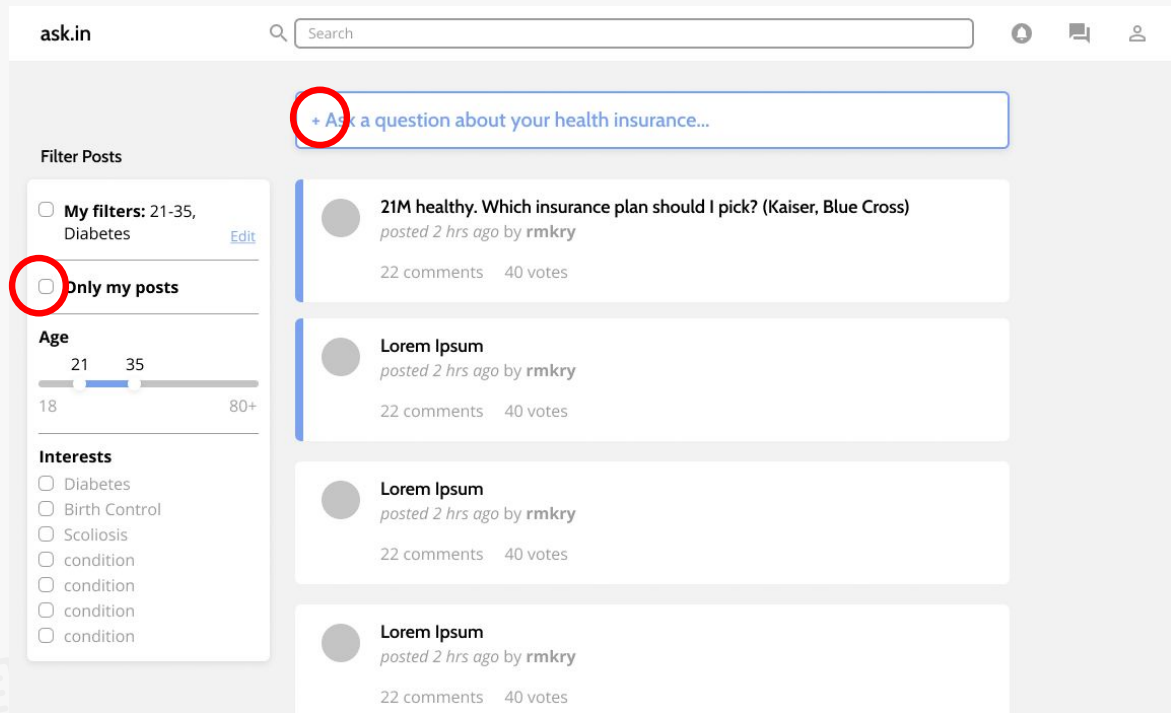
"Which plan should I pick?"

	Plan A - Kaiser PPO View PDF	Plan B - Blue Cross PPO View PDF
Deductible	\$50	\$60
Premium	\$50	\$60
Copay	\$50	\$60
Out of Pocket Maximum	\$50	\$60
ER Visit	\$50	\$60
RX	\$50	\$60
Description	Extra comments on the extent of the insurance coverage can go in this space	Extra comments on the extent of the insurance coverage can go in this space

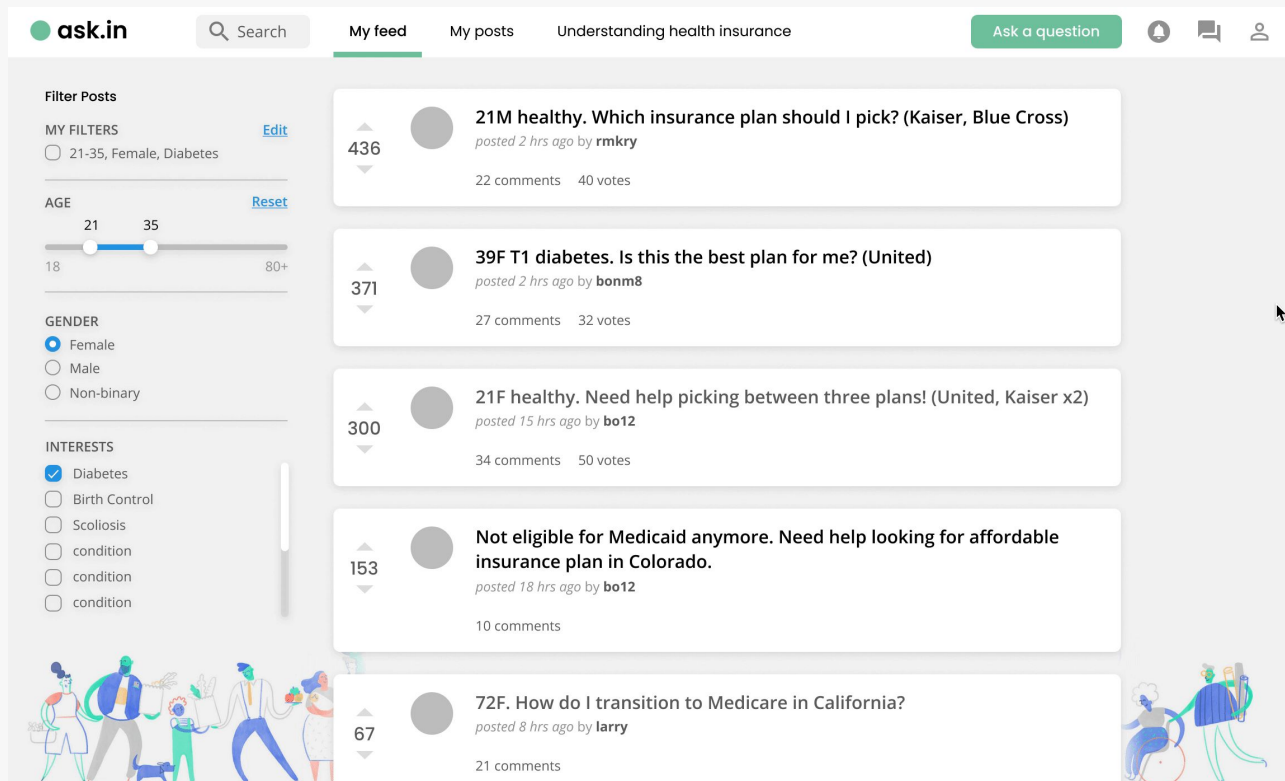
Revision 4: Improving Navigation



Need to change navigation to incorporate a “How to understand my insurance” section



Revision 4: Improving Navigation



Introduction of
navigation bar

Ask a question
as a modal

What's Next



What's Smart About ask.in?



Automatic
Insurance Detail
Extraction



Smart Comment
Groups



Smart Tagging
of Keywords +
Definition Links



Automatic
Profile-based
Fields for Posts

Next Steps

1) Profile
creation

2) “How to
understand my
insurance” page

3) Find insurance
plan by Policy
Number



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

Prototype Links

Redesign 1:

<https://www.figma.com/file/DSgazxvGULbbsE81VnX8qs/377E-Health-Insurance-Education?node-id=322%3A5114>

Redesign 2:

<https://www.figma.com/file/DSgazxvGULbbsE81VnX8qs/377E-Health-Insurance-Education?node-id=422%3A215>

