

ask.in

Med-fi Prototype 3

Team Larry the Porcupine

Sean Chang, Grace Zhao, Melinda Wang,
Ari Qayumi & Vrinda Vasavada

Our Team



Sean



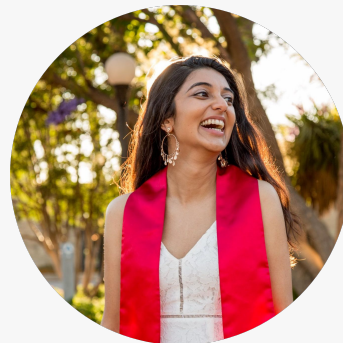
Grace



Melinda



Ari



Vrinda



Roadmap



Problem and
solution recap

Design changes

Testing

Findings and
next steps

Problem and Solution Recap



Young adults need a
trustworthy source of
health insurance education





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

Design Changes



Heuristic evaluation summary

1. Provide more **transparency** on where **personal health information** is coming from and how it will be used
2. Give more **explicit guidance** on the question-asking process
3. Explain where the **comment clusters** came from and allow more **flexibility** for determining how comments are clustered



Old design - inconsistent user profile

Ask a question

1. Write question2. Upload Insurance Plan3. Edit Insurance Details4. Review & Post

QUESTION

I suffer from chronic back pain and sometimes need physical therapy. Should I choose this plan?

PERSONAL DETAILS

Select the details you want to share and that you think are relevant to answering your question.

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

☐ Other:

Did we miss something? Fill in information about your medications, doctors, etc.

Cancel

Next

ask.in

My feedMy posts

Understanding health insurance

Ask a question

rmkry

21, Male
California
relatively healthy

I've been taking _____ medication for my _____ and want to stay on this.

436

Show Insurance Details

posted 2 hrs ago by rmkry

How People Voted

I prefer Plan A - Kaiser

I have no preference

I prefer Plan B - Blue Cross

Average vote

No votes yet

What people are saying

No comments yet

Filter Votes & Comments

MY FILTERS

☐ 21-35, Female, Diabetes

Edit

AGE

2135

Reset

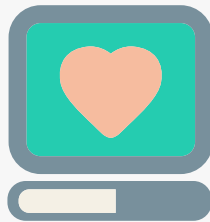
LOCATION

☒ California☐ Arizona Search

GENDER

☒ Female☐ Male☐ Non-binary

Redesign 1 - transparency of personal info



Demo time!



Old design - asking a question

Ask a question

1. Write question

2. Upload Insurance Plan

3. Edit Insurance Details

4. Review & Post

CHOOSE A METHOD TO ADD YOUR PLAN

☒ Upload a document
Have a PDF of your insurance plan(s)? We'll extract all the necessary info!

☐ Look up by policy number
Know your insurance provider and policy #? We'll get the necessary info from them!

☐ Manually fill in details
Don't have a PDF or policy number? Type in relevant details

UPLOAD PLAN(S)

Google-insurance-options.pdf

Drag & drop a file here, or
[Select File](#) from computer

Cancel

Skip

Next

Ask a question

1. Write question

2. Upload Insurance Plan

3. Edit Insurance Details

4. Review & Post

YOUR INSURANCE PLANS

Plan A - Kaiser

Plan B - Blue Cross

Type	PPO	PPO
Premium	\$50	\$50
Copay	\$50	\$50
Out of Pocket Maximum	\$50	\$50
ER Visit	\$50	\$50
RX	\$50	\$50

+ Add Another Insurance Plan

+ Add Another Field

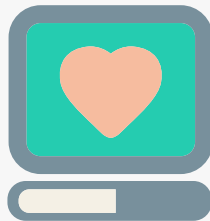
Cancel

Back

Next



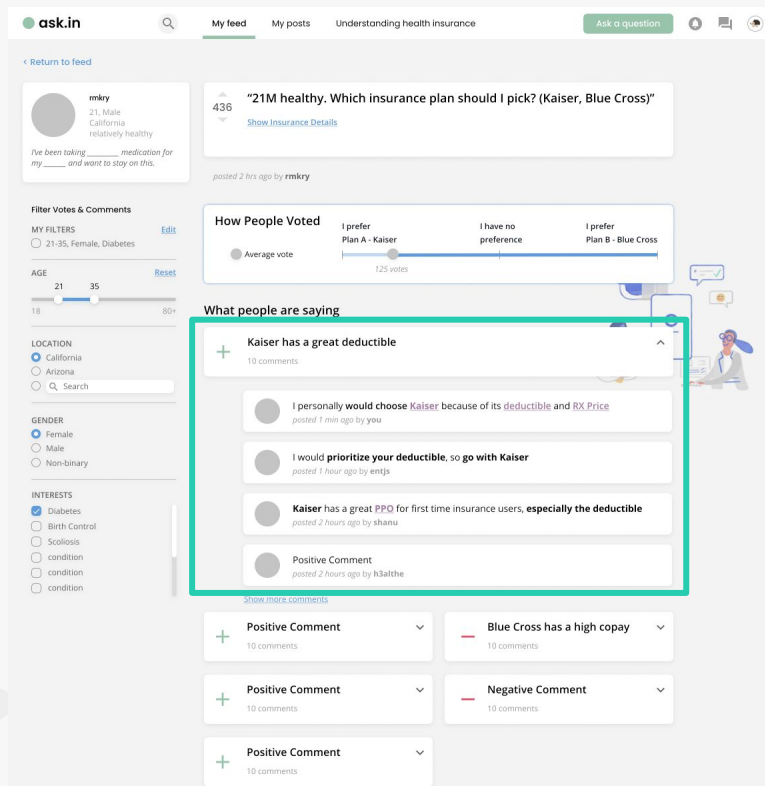
Redesign 2 - more support with asking a question



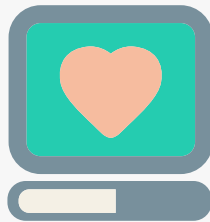
Demo time!



Old design - comment grouping



Redesign 3 - more flexible comment grouping



Demo time!



Testing

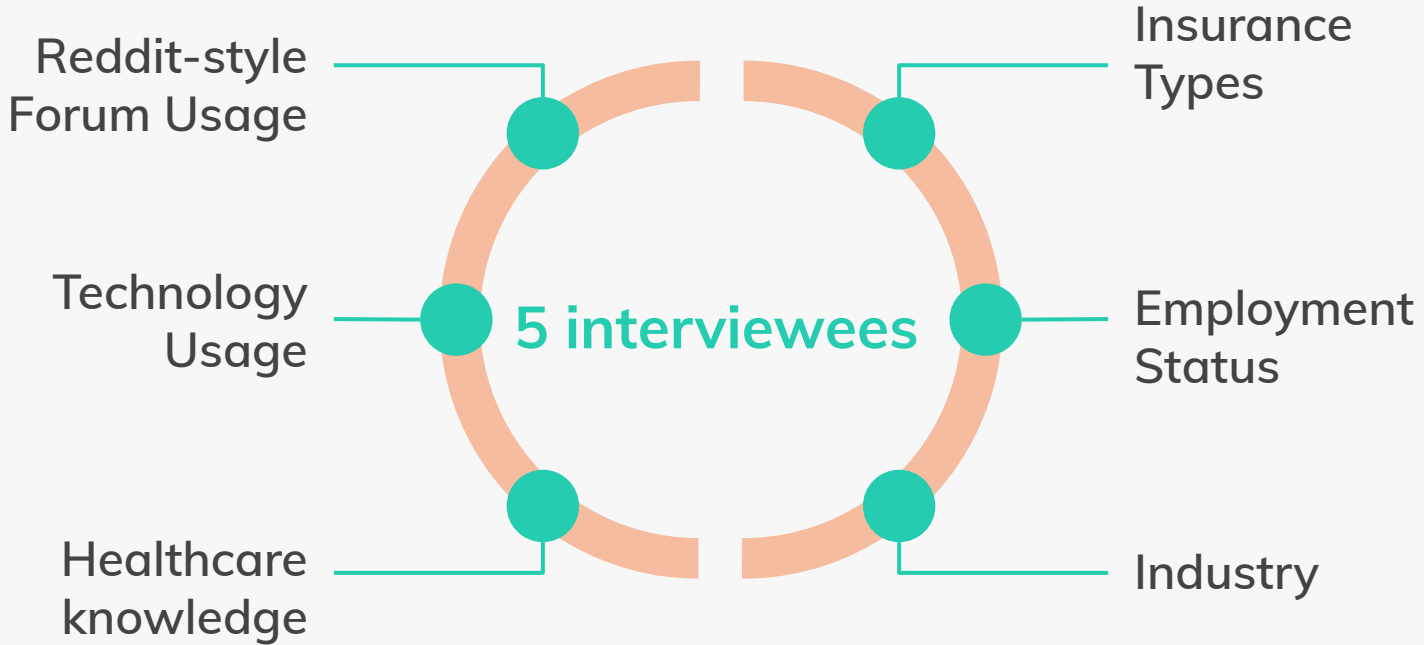


Study goals

- Test the new profile creation flow
- Provide less strict tasks and see how the users interact with the prototype
- Understand preferences for comment grouping



Study participants



Findings and next steps



Finding

Users are concerned about sharing **private health condition information**

Create an account

1. Tell us about yourself2. Your Health History3. What We Recommend

Existing Conditions

Diabetes, asthma, allergies, etc.

Previous Conditions

COVID-19, chronic pain, etc.

Medications

Birth control, pain meds, etc.

Family Health Conditions


Heart disease, Alzheimers, cancer, etc.

Current Medical Concerns

Arm injury, getting pregnant, etc.

Why do we ask?

We use your health history to figure out what information is most important for others in our community to consider for you and your health insurance.



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Next

Finding

Users are concerned about sharing **private health condition information**

Ask a question

1. Write question

2. Upload Insurance Plan

3. Edit Insurance Details

4. Review & Post

YOUR INSURANCE PLANS

	Plan A - Kaiser	Plan B - Blue Cross
Type	PPO	PPO
Premium	\$50	\$50
Copay	\$50	\$50
Out of Pocket Maximum	\$50	
ER Visit	\$50	\$50
RX	\$50	\$50

+ Add Another Field

PDF REVIEW

Google-insurance-options.pdf

Cancel

Next

Finding

Users are concerned about sharing **private health condition information**



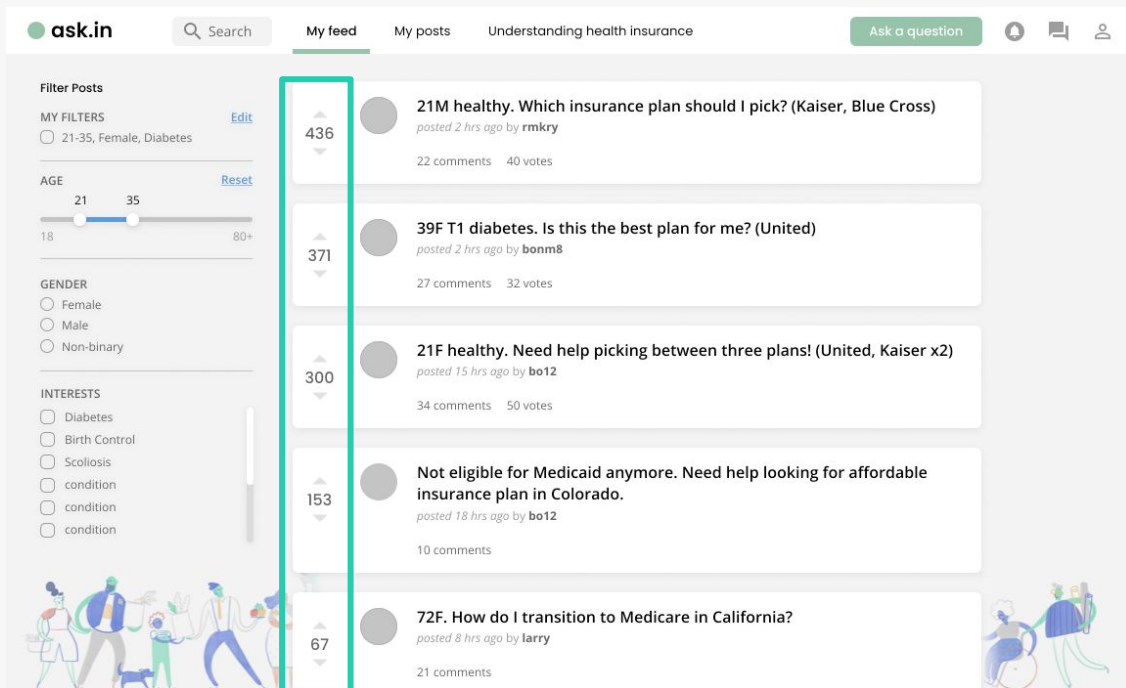
Design changes

Include a strong privacy guarantee in account creation

Make including a PDF in question optional

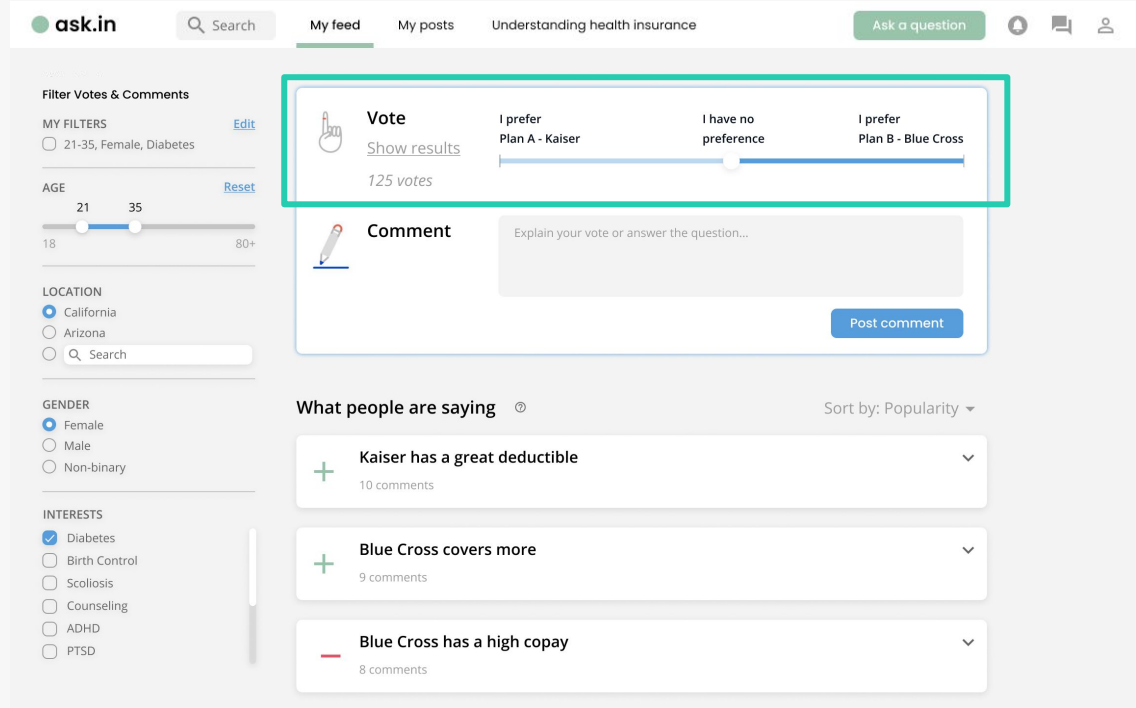
Finding

Users did not notice the option to upvote / downvote posts



Finding

Users did not notice the option to upvote / downvote posts



Finding

Users did not notice the option to upvote / downvote posts



Design changes

Clarify the difference between upvoting a post and actually voting on insurance plans

Finding

Users did not realize that they can filter votes and comments to be people they trust on their own posts

The screenshot shows the 'ask.in' website interface. At the top, there's a navigation bar with 'ask.in', a search icon, and links for 'My feed', 'My posts', and 'Understanding health insurance'. A green button 'Ask a question' is on the right. Below the navigation bar, there's a link '< Return to your posts'.

The main content area features a post by 'piney (you)', a 22-year-old female from California, who is 'relatively healthy'. The post text is 'I suffer from chronic back pain and sometimes need physical therapy. Which plan should I pick?' with a 'Show Insurance Details' link. It has 436 votes and was posted 2 hours ago by 'larry (you)'.

Below the post, there's a 'How People Voted' section showing a horizontal bar chart. The chart has three points: 'Average vote' (a grey dot), 'I prefer Plan A - Kaiser' (a blue dot), and 'I have no preference' (a vertical line). The 'I prefer Plan B - Blue Cross' point is also marked. The total number of votes is 125.

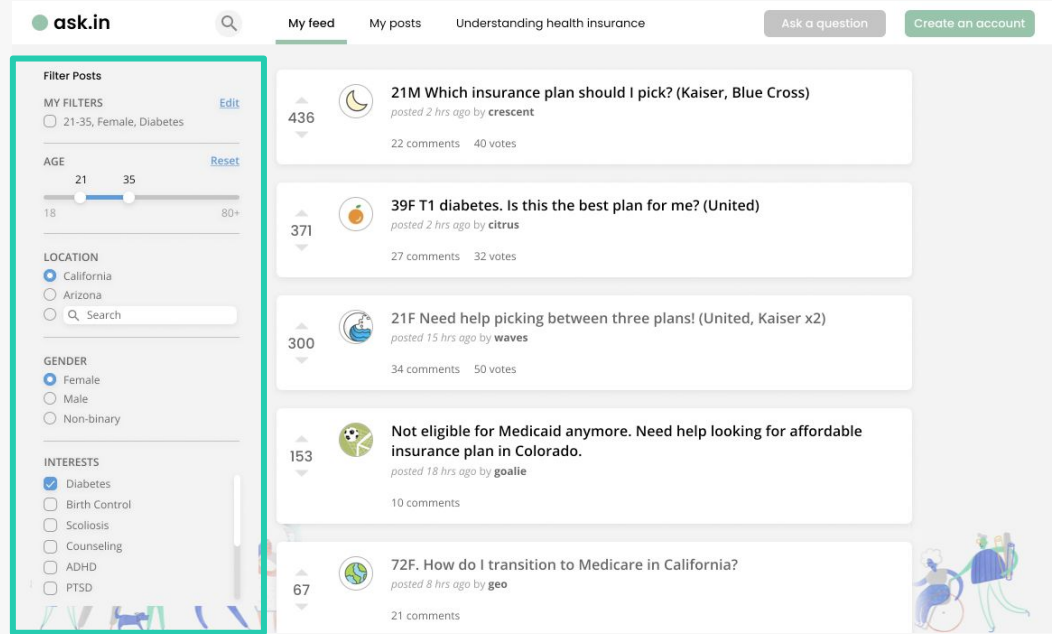
At the bottom, there's a 'What people are saying' section with a 'Sort by: Positivity' dropdown. It lists four comments, each with 10 comments:

- Kaiser has a great deductible
- Blue Cross has a high copay
- Blue Cross covers more
- Blue Cross doesn't cover vision

On the left side, there's a 'Filter Votes & Comments' sidebar. It includes 'MY FILTERS' with a radio button for '21-35, Female, Diabetes' and an 'Edit' link. Below that is an 'AGE' filter with a range from 18 to 80+, currently set to 21 to 35, with a 'Reset' link. The 'LOCATION' filter has radio buttons for 'California' (selected), 'Arizona', and a 'Search' option. The 'GENDER' filter has radio buttons for 'Female' (selected), 'Male', and 'Non-binary'.

Finding

Users did not realize that they can filter votes and comments to be people they trust on their own posts



Finding

Users did not realize that they can filter votes and comments to be people they trust on their own posts



Design changes

Highlight and differentiate the functionality of filtering votes and comments on one's posts

Thank you!

**Any
Questions?**





Appendix

Prototype Links

Heuristic Evaluation Changes:

<https://www.figma.com/file/DSgazxvGULbbsE81VnX8qs/377E-Health-Insurance-Education?node-id=535%3A5567>

Redesign:

<https://www.figma.com/file/DSgazxvGULbbsE81VnX8qs/377E-Health-Insurance-Education?node-id=796%3A384>

