ask.in
Med-fi Prototype 2

Team Larry the Porcupine
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Our Team
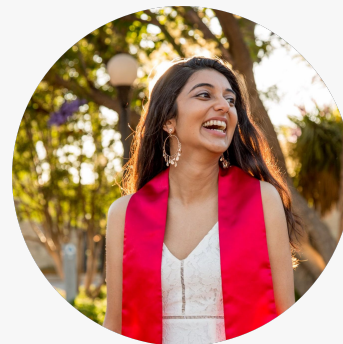
Sean C

Grace Z

Melinda W

Ari Q

Vrinda V

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Problem and Solution

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

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...

"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...

"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

| Plan A Kaiser | Plan B Blue Cross |

Comment   Explain your vote or answer the question...   Post

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1 - Put voting in the table

2 - Separate voting and commenting

3 - Original format, but increase button contrast
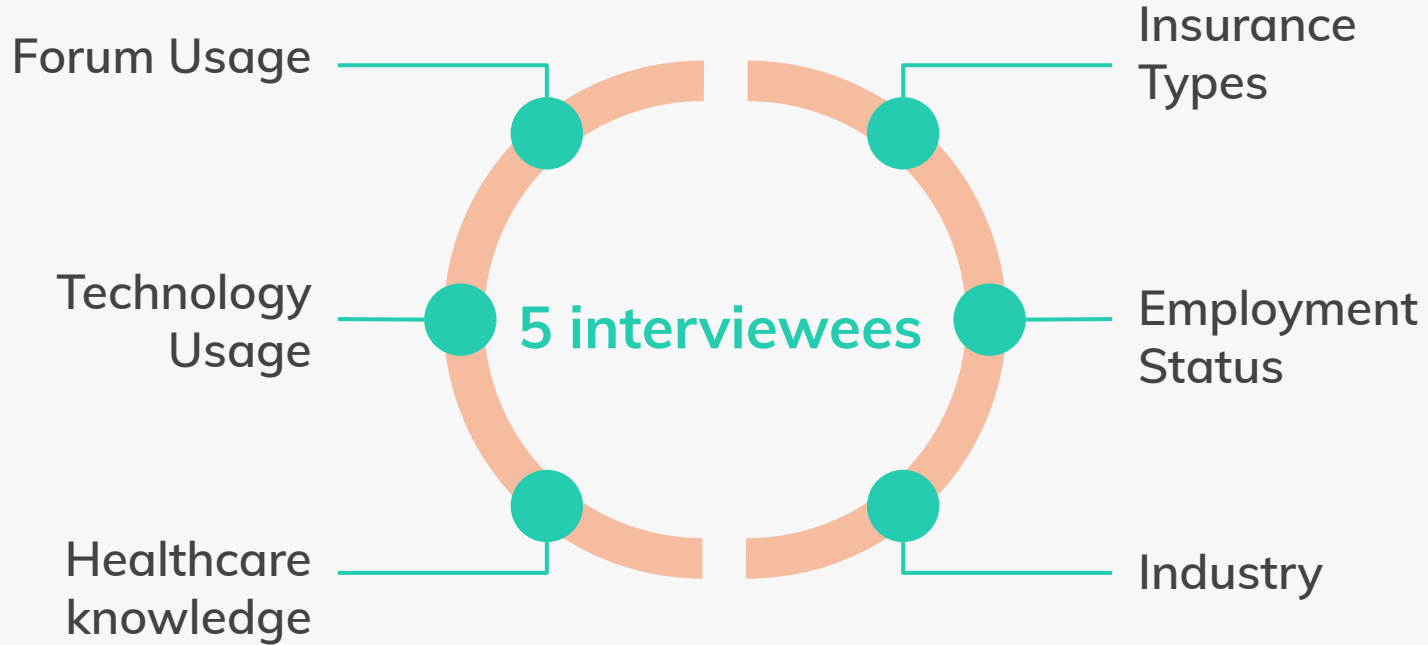
Usability Study

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

Forum Usage

Technology Usage

Healthcare knowledge

5 interviewees

Insurance Types

Employment Status

Industry

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."
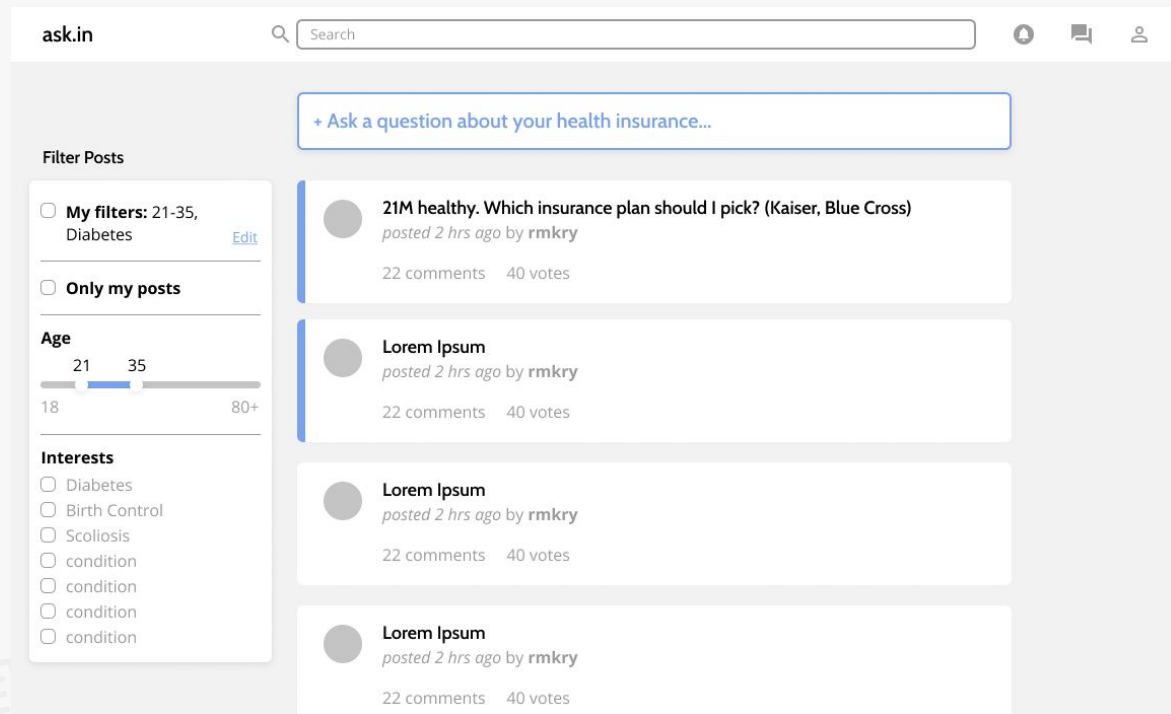
Revision 1: Revamping Visual Design
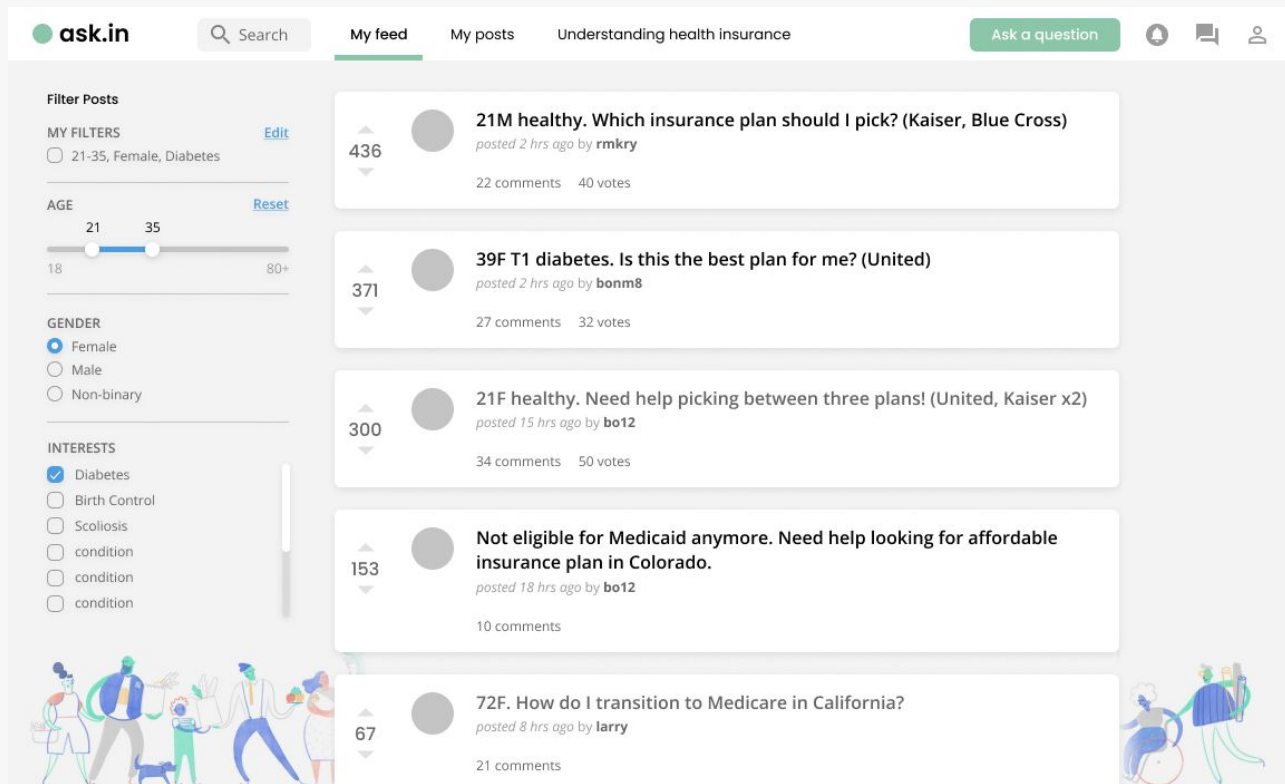
Illustrations and rounder fonts

Revision 1: Revamping Visual Design

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

👎 👍
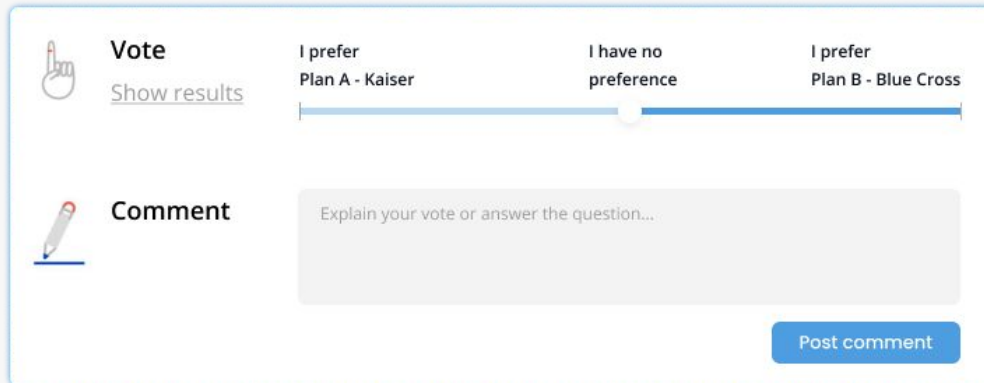
Comment

Explain your vote or answer the question...

Post

Revision 2: Clarifying Voting

Sliding scale
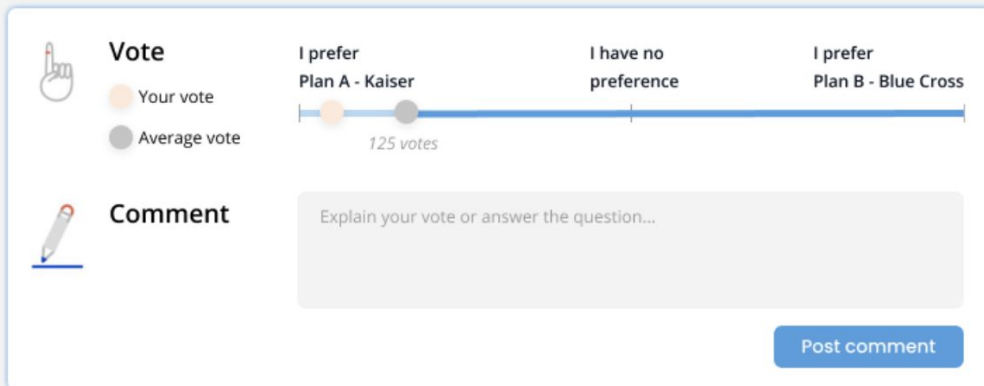
Comparison between average and your vote

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)"

	Plan A *Kaiser*	Plan B *Blue Cross*
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

"Which plan should I pick?"

436

	Plan A - Kaiser	Plan B - Blue Cross
	PPO View PDF	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
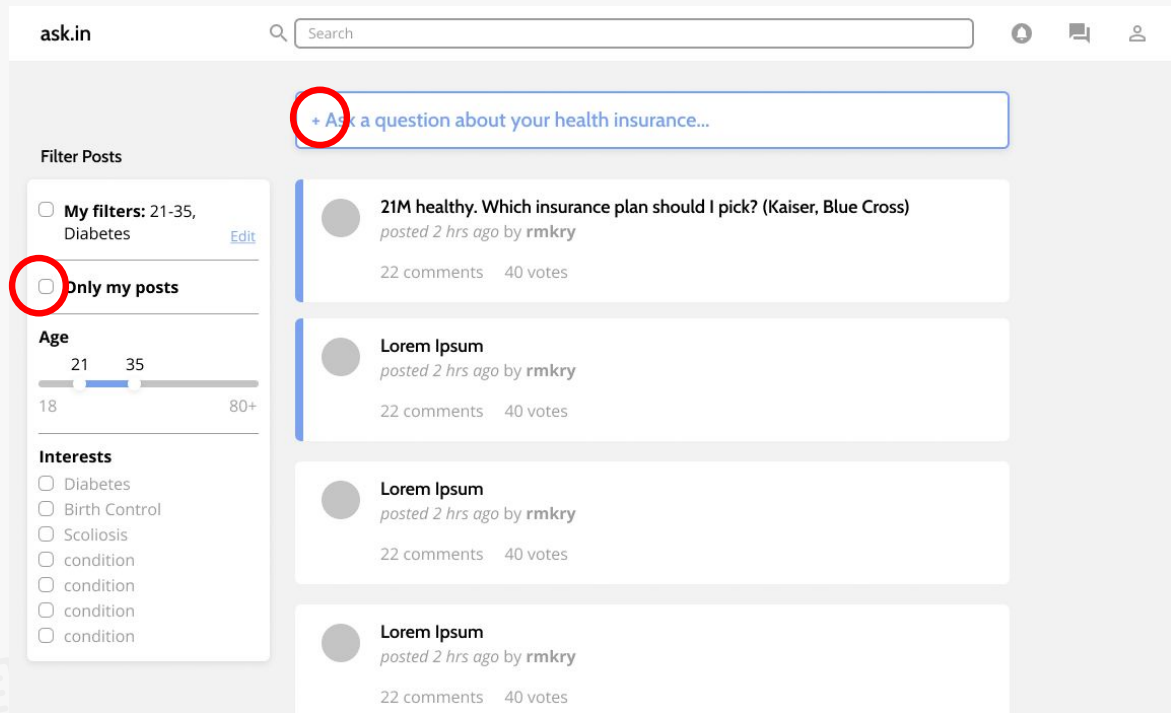
Revision 4: Improving Navigation

Introduction of navigation bar

Ask a question as a modal

● ask.in   🔍 Search   **My feed**   My posts   Understanding health insurance   **Ask a question**   🔔 💬 👤

Filter Posts

MY FILTERS   Edit
☐ 21-35, Female, Diabetes

AGE   Reset
    21   35
18   80+

GENDER
🔘 Female
○ Male
○ Non-binary

INTERESTS
☑ Diabetes
☐ Birth Control
☐ Scoliosis
☐ condition
☐ condition
☐ condition

▲
436
▼
        21M healthy. Which insurance plan should I pick? (Kaiser, Blue Cross)
        posted 2 hrs ago by **rmkry**
        22 comments   40 votes

▲
371
▼
        39F T1 diabetes. Is this the best plan for me? (United)
        posted 2 hrs ago by **bonm8**
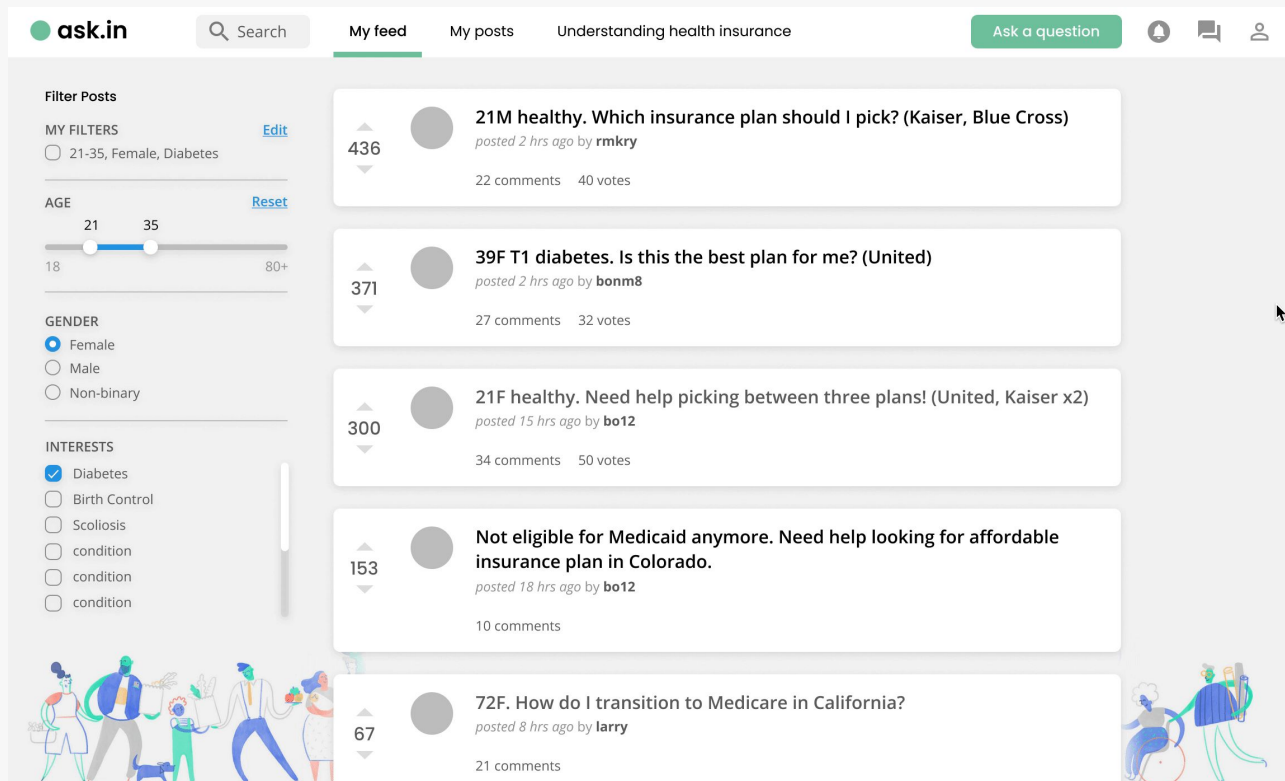   27 comments   32 votes

▲
300
▼
        21F healthy. Need help picking between three plans! (United, Kaiser x2)
        posted 15 hrs ago by **bo12**
        34 comments   50 votes

▲
153
▼
        Not eligible for Medicaid anymore. Need help looking for affordable insurance plan in Colorado.
        posted 18 hrs ago by **bo12**
        10 comments

▲
67
▼
        72F. How do I transition to Medicare in California?
        posted 8 hrs ago by **larry**
        21 comments

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?

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