

# **Webchat**

Weave design challenge

**Spencer Dixon**



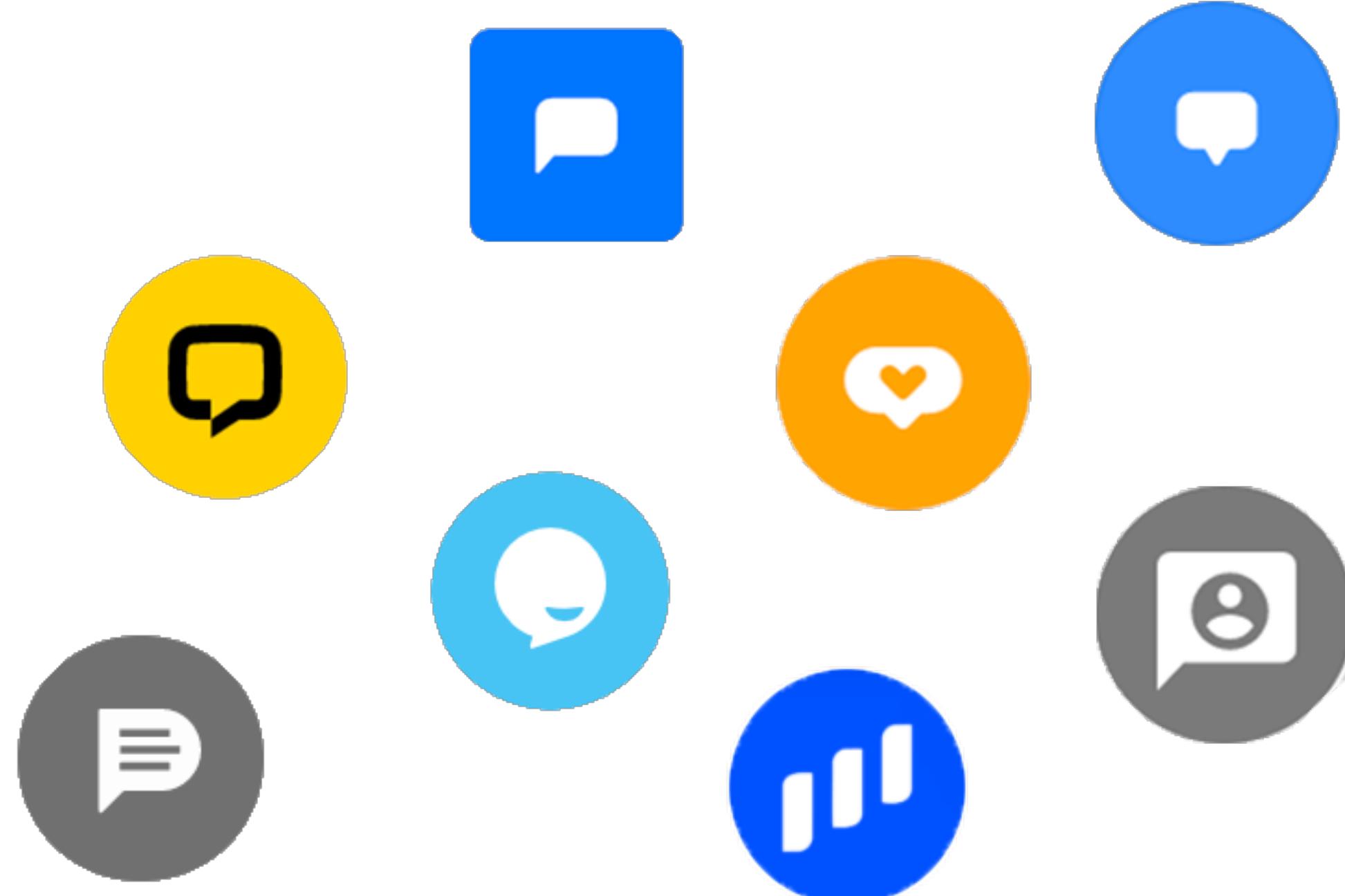
# Webchat

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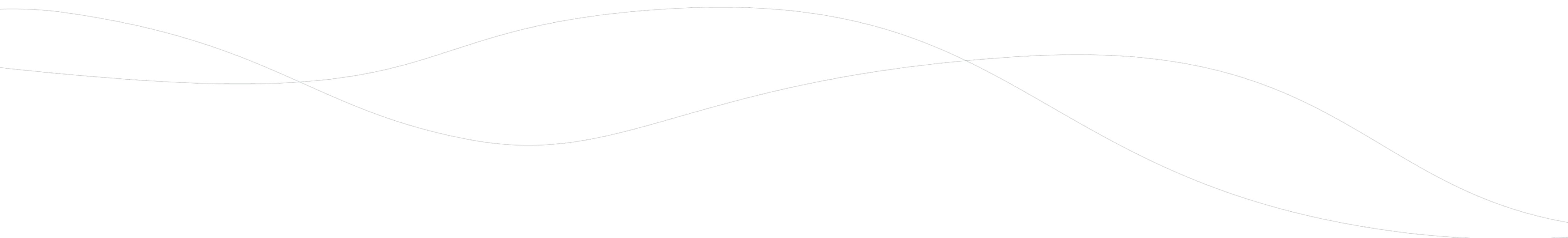
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# Research Competitors

- tawk.to
  - + free
  - + easy to implement
  - + customizable
  - not HIPPA compliant
  - + app enabled
- Other
  - intercom, drift, zendesk chat, LiveChat, Crisp, Pure Chat, LiveZilla, Freshdesk, Tidio, Olark, Freshchat, LiveAgent, Zoho SalesIQ, Podium – among many many others.
- Weave
  - Weave Messages
  - WeaveBot?



**But what about dental office  
applications, exclusively?**





Shockingly, out of the 30  
dentist's websites I visited,  
**I found only 3 sites with a chat**

## **Debbie - patient coordinator**

**how do you typically communicate with your patients, when they aren't in the office?**

Most often: they call during business hours and she answers the phone.

Less often: “chatbox”, Emergency calls after hours, email.

**what are those conversations usually about?**

Almost always about scheduling, occasionally they will have questions for Paul (dentist), or need to know how to best send us docs.

**Is there any verification of the patient's identity beyond name or phone number?**

Date of birth, address, ssn/insurance ID#- very infreq. they are a small practice though, and deal with mostly friends and family - so little identification is needed.

**how do you feel about the web chat widget that is on your website?**

mostly used for FAQ's like insurance and scheduling appointments. Outside of that we typically just ask them to call us to speak with paul or just come in to the office, for emergencies.

# Research

## How patients communicate with their dentist

- Call
  - a real time suck for office staff
  - high effort patient experience
  - occasionally the questions being asked are too complex for receptionist
  - typically questions are about appointments, insurance, or payments
  - emergency situations especially
- Email
  - lacks the feeling of immediacy that a phone/text conversation is great for
  - not every dentist lists their email on their website. probably for spam reasons.
- Chat
  - Lack of integration with phone/scheduling systems
  - easy to manage multiple conversations at once
  - low user engagement (in the 1 office I called)

# Definition

## Customers

### Dentist A

Has other weave products, and will use this chat primarily as a support/handoff to their existing software implementation

ex. inbound chats can start the patient profile creation process, with name, phone #, dental records, etc. being sent over secure chat, or can immediately authenticate the user.

### Dentist B

Looking for a low cost, HIPPA compliant chat to reduce the phone traffic and/or provide patients with more options.



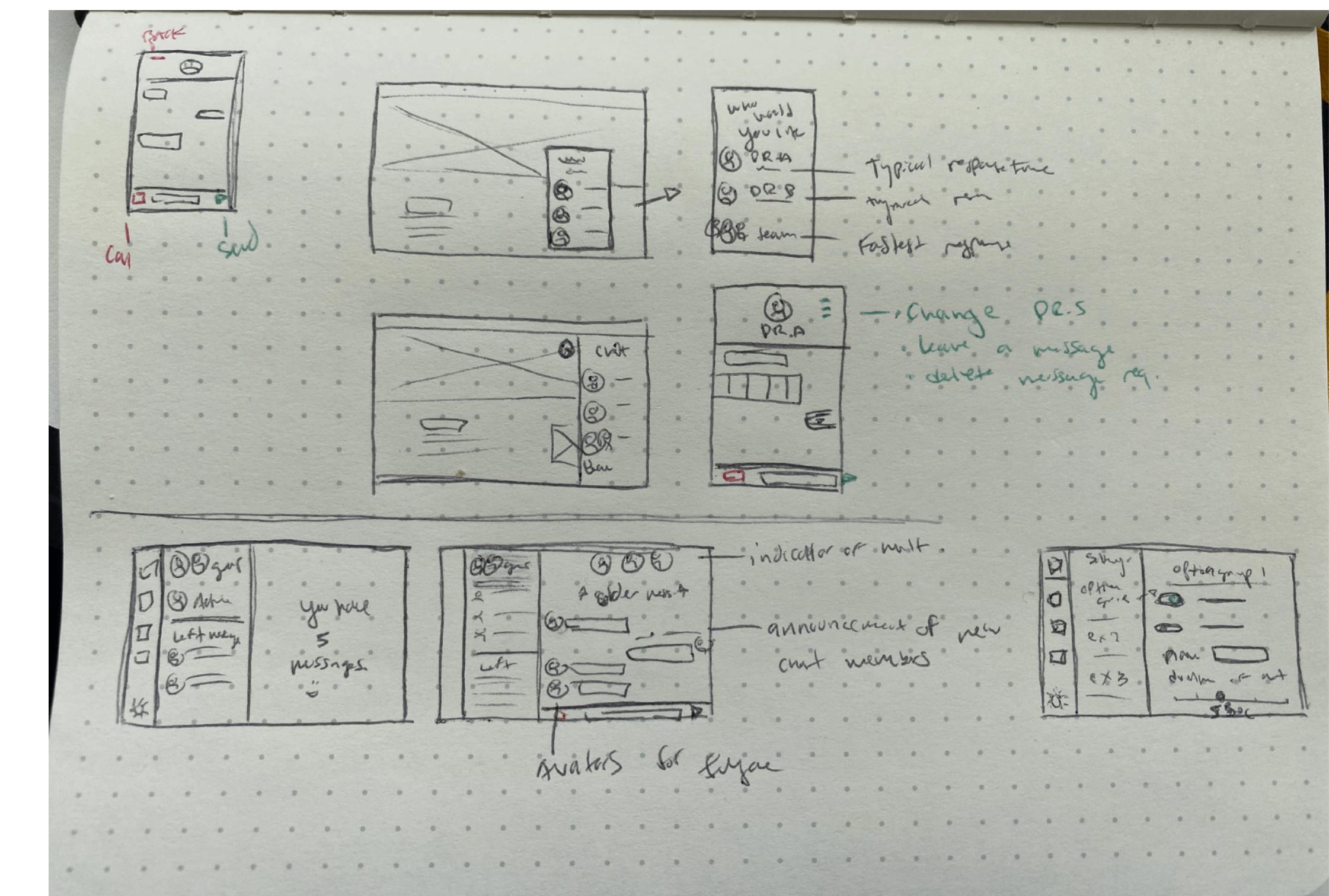
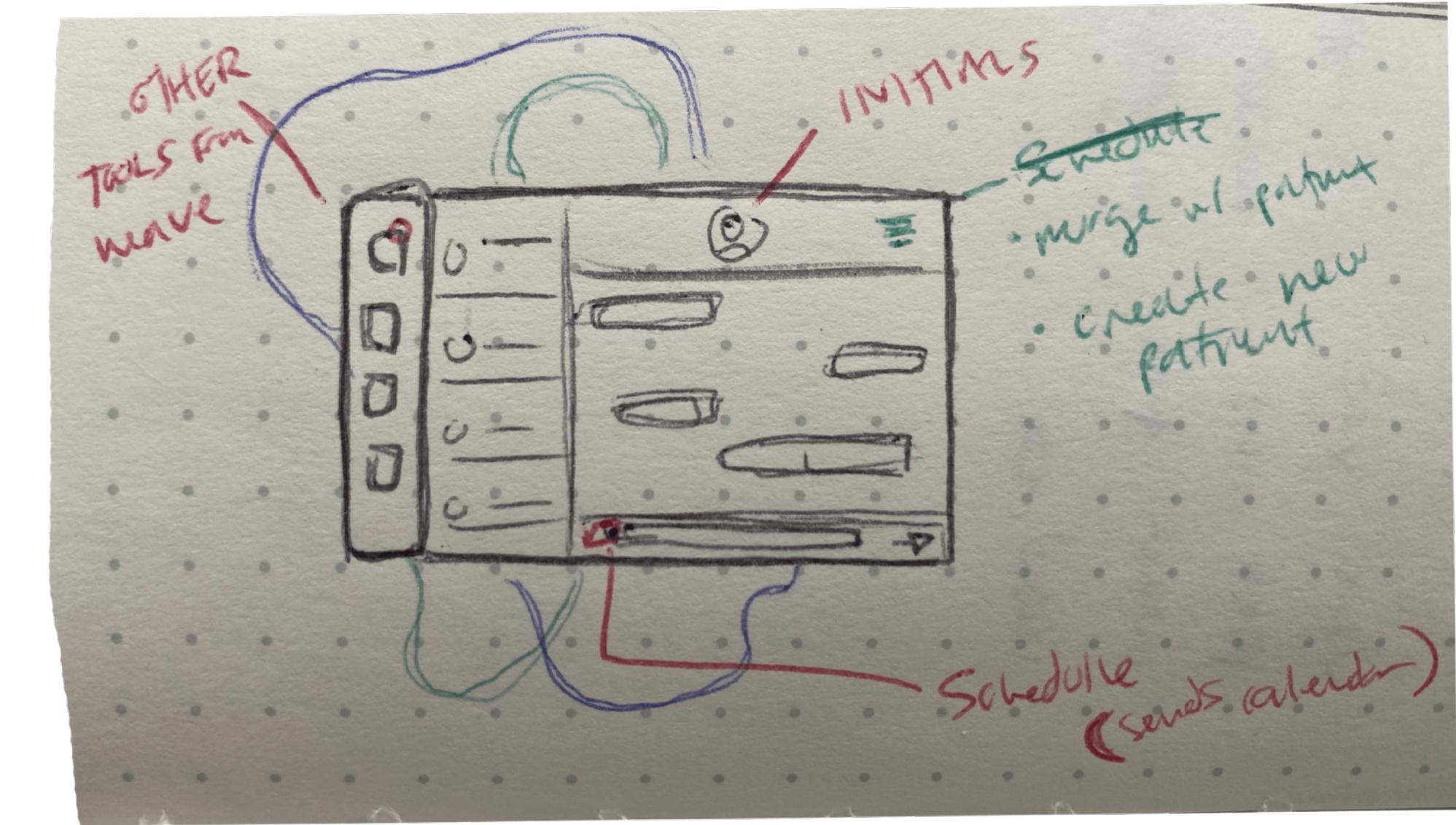
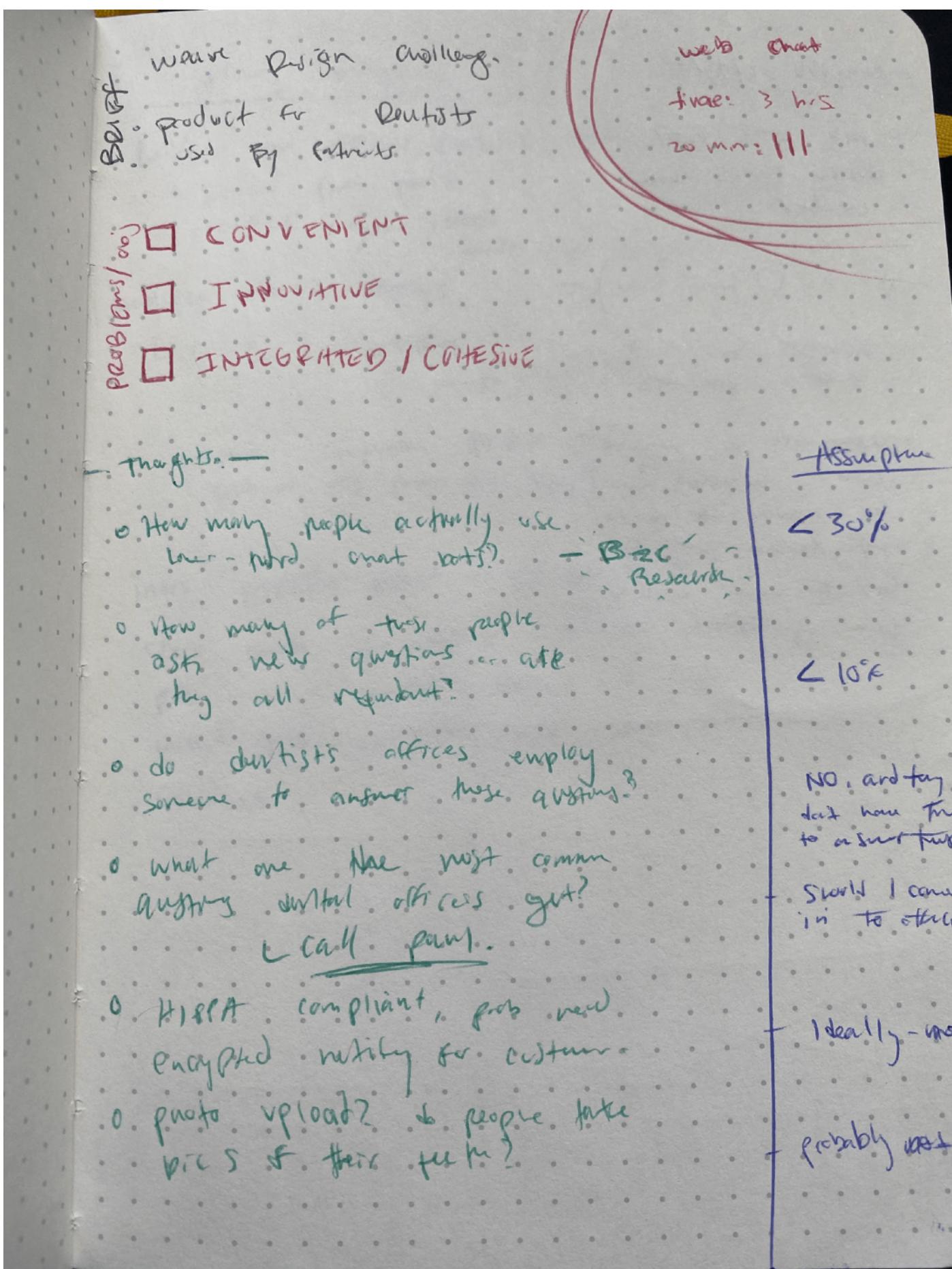
# Definition

## Product

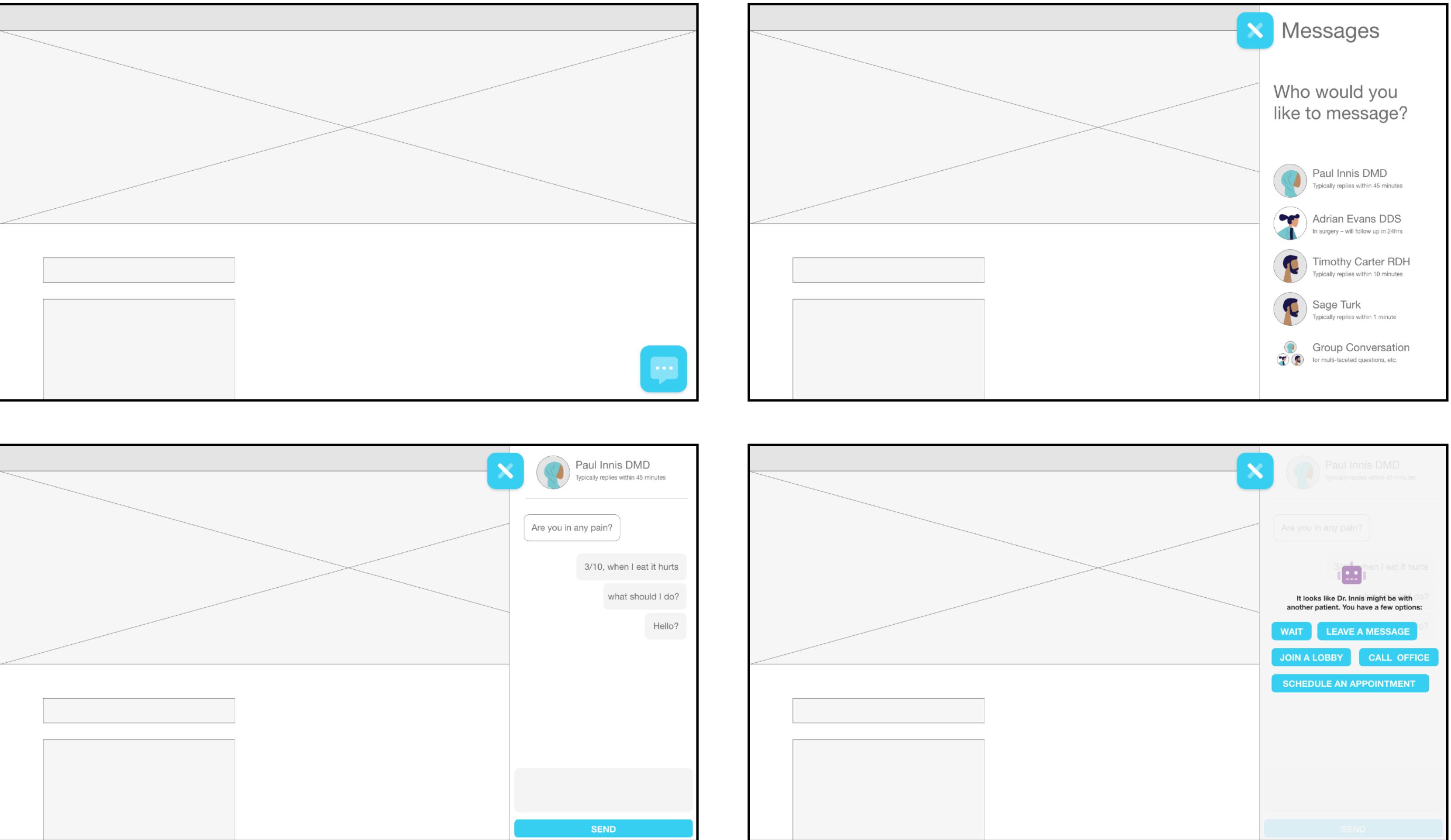
A niche web chat product that complements Weave's existing tools, but can also be used stand-alone

- security and HIPPA compliance
- easy to manage/integrate
- allows multiple moderators / responders
- prioritizes the needs of the patient
- 24/7 cross-platform access for emergencies and convenience
- a platform to up-sell customers to other weave tools.

# Design early ideation

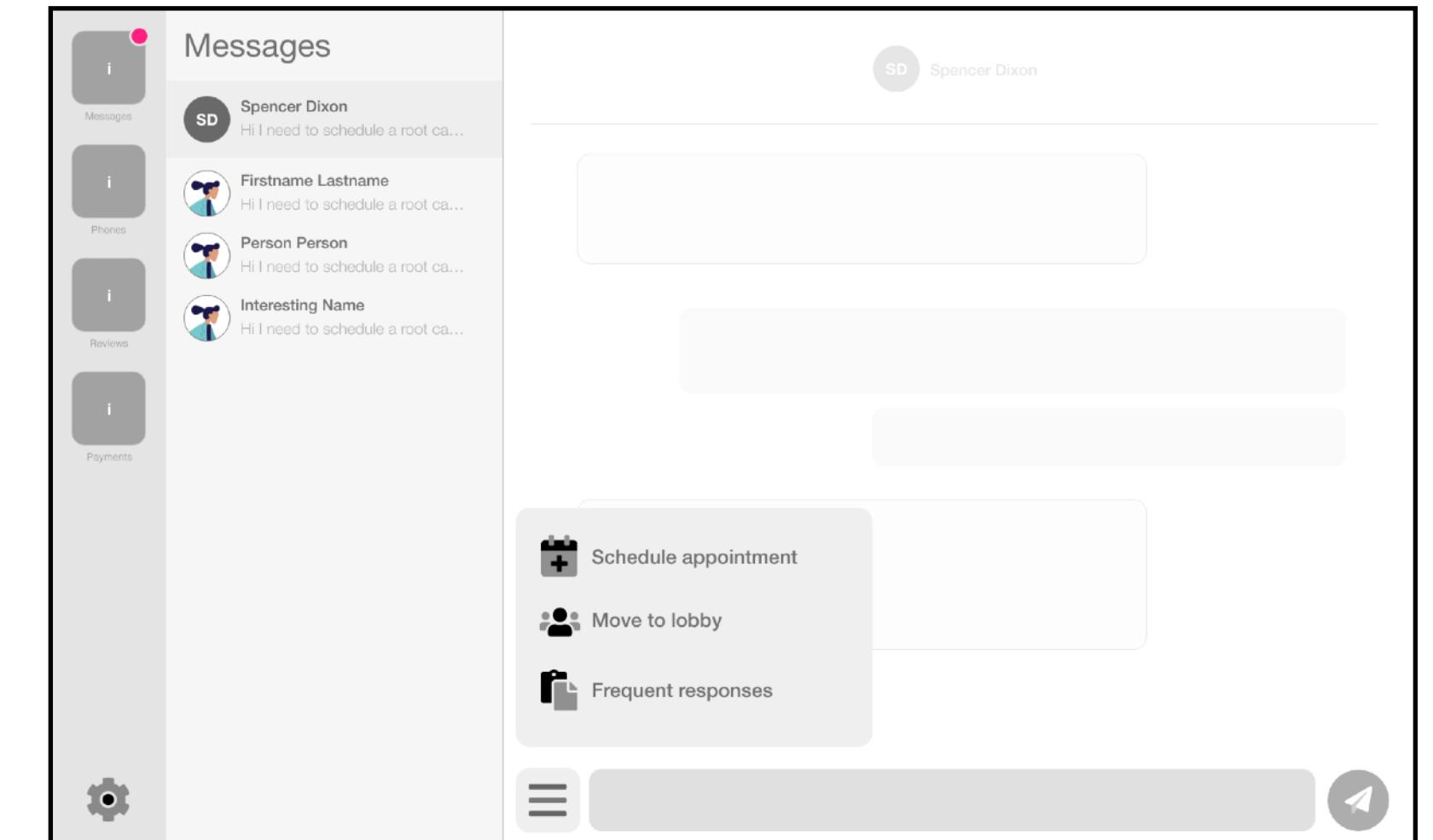
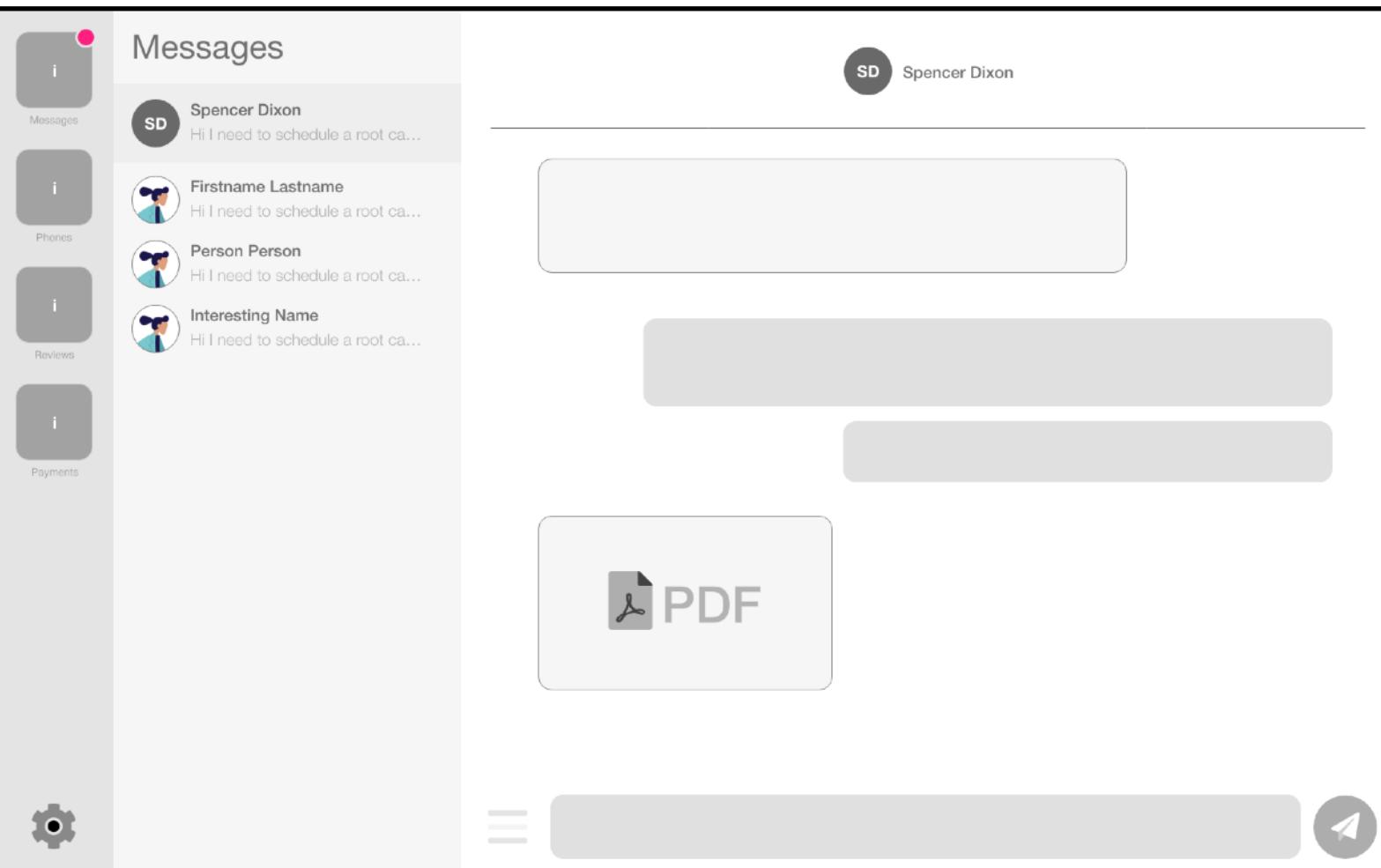
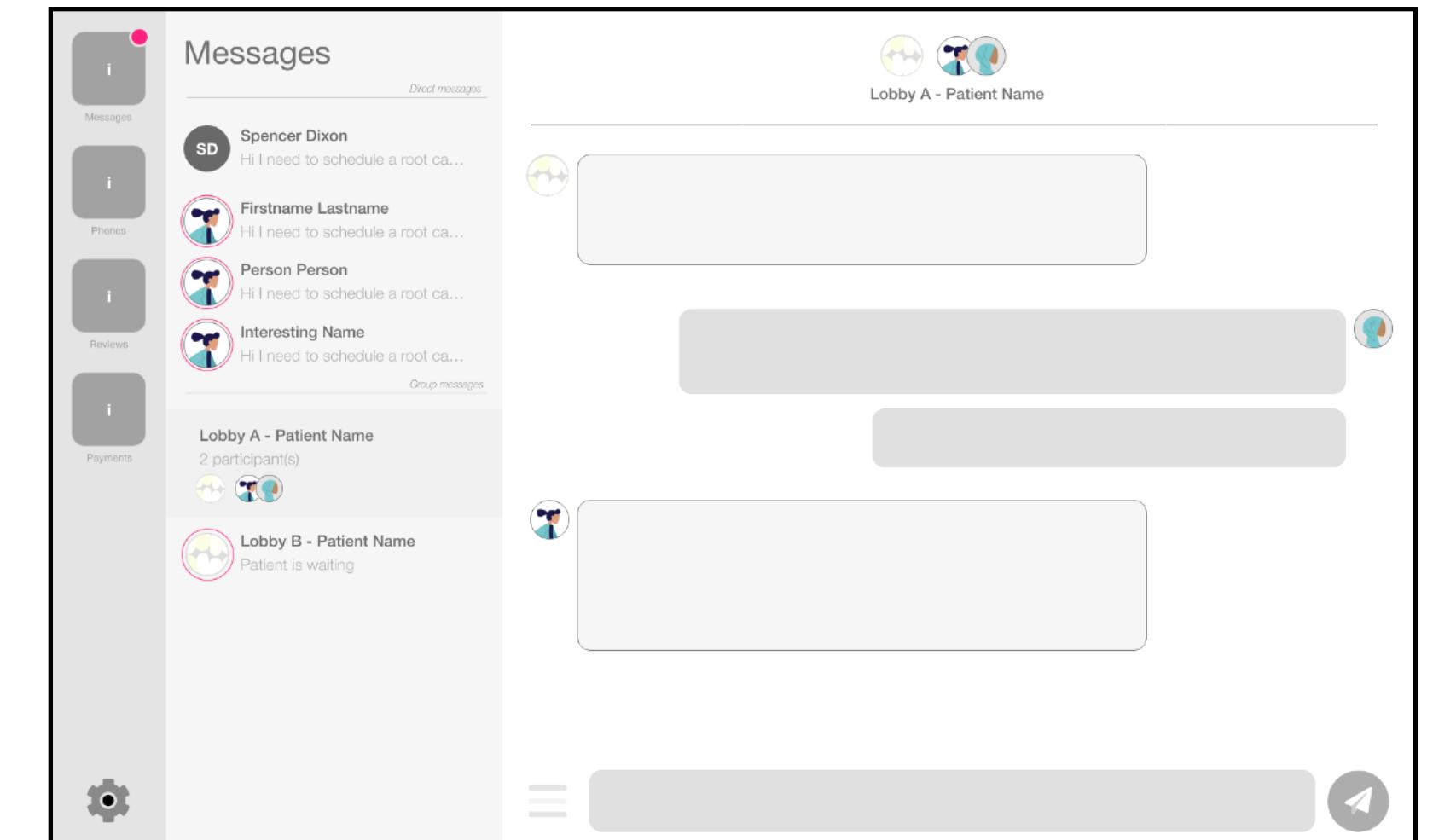
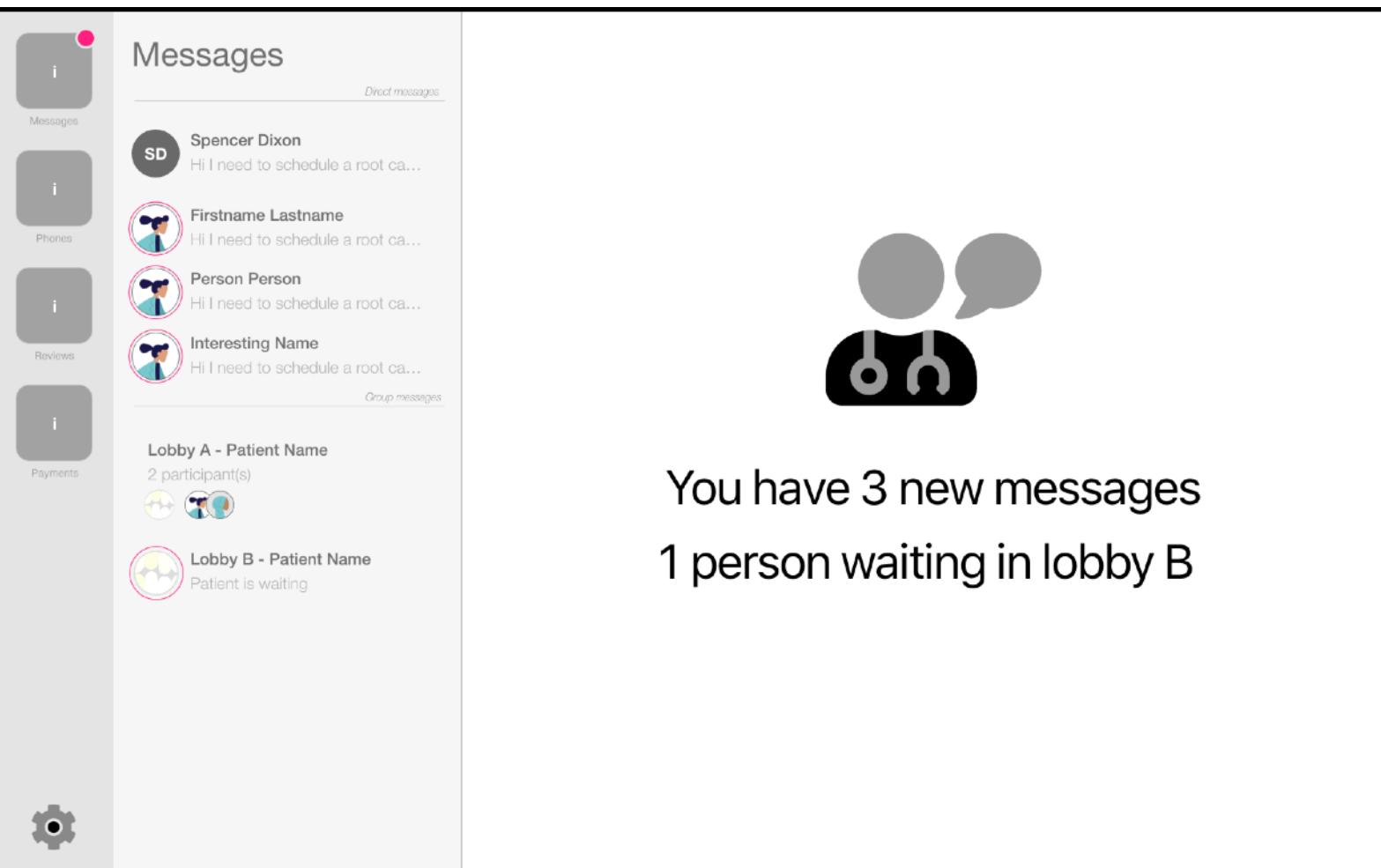


# Design wireframes



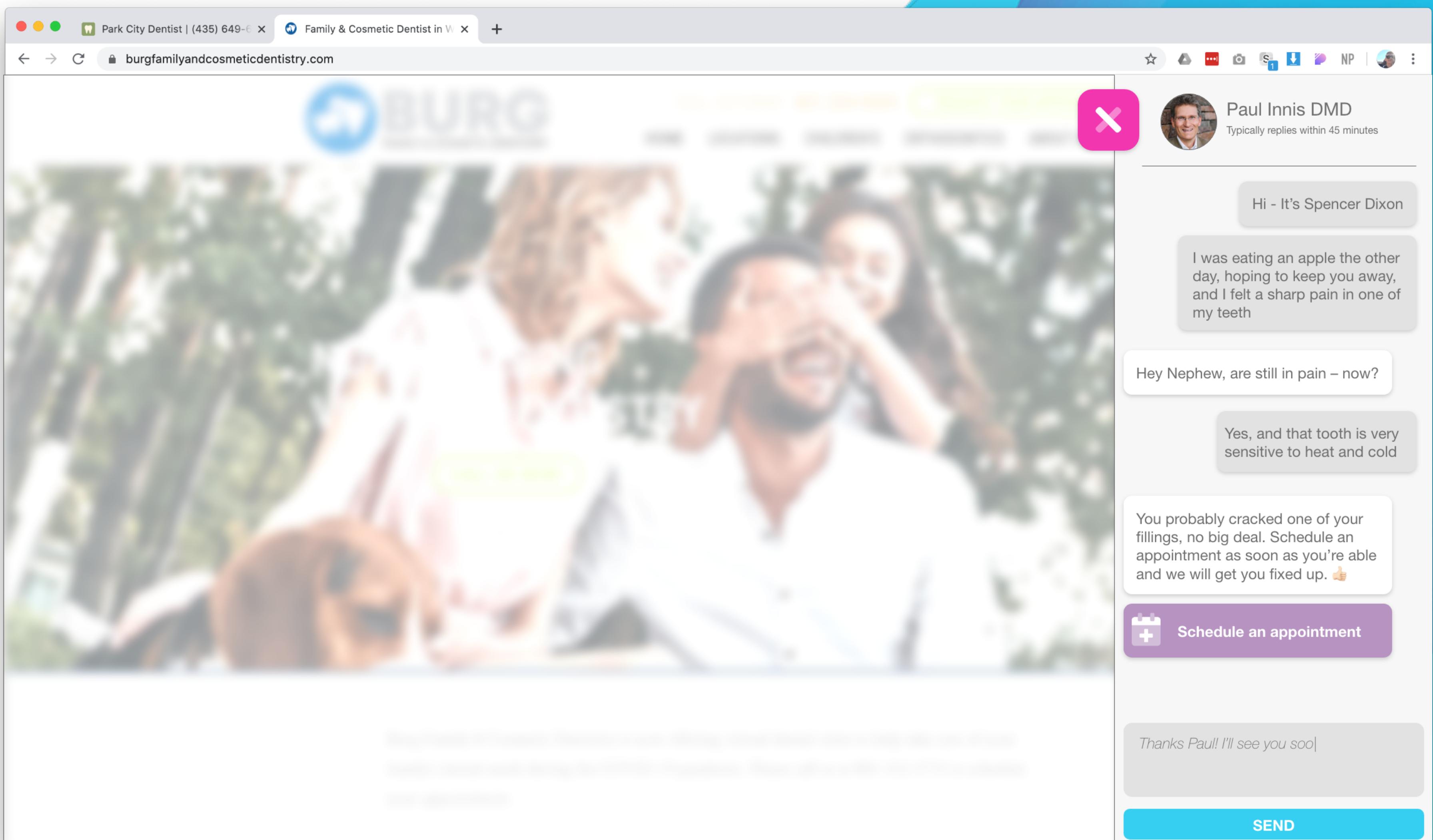
My wife's feedback:  
Looks good, dear.

# Design wireframes



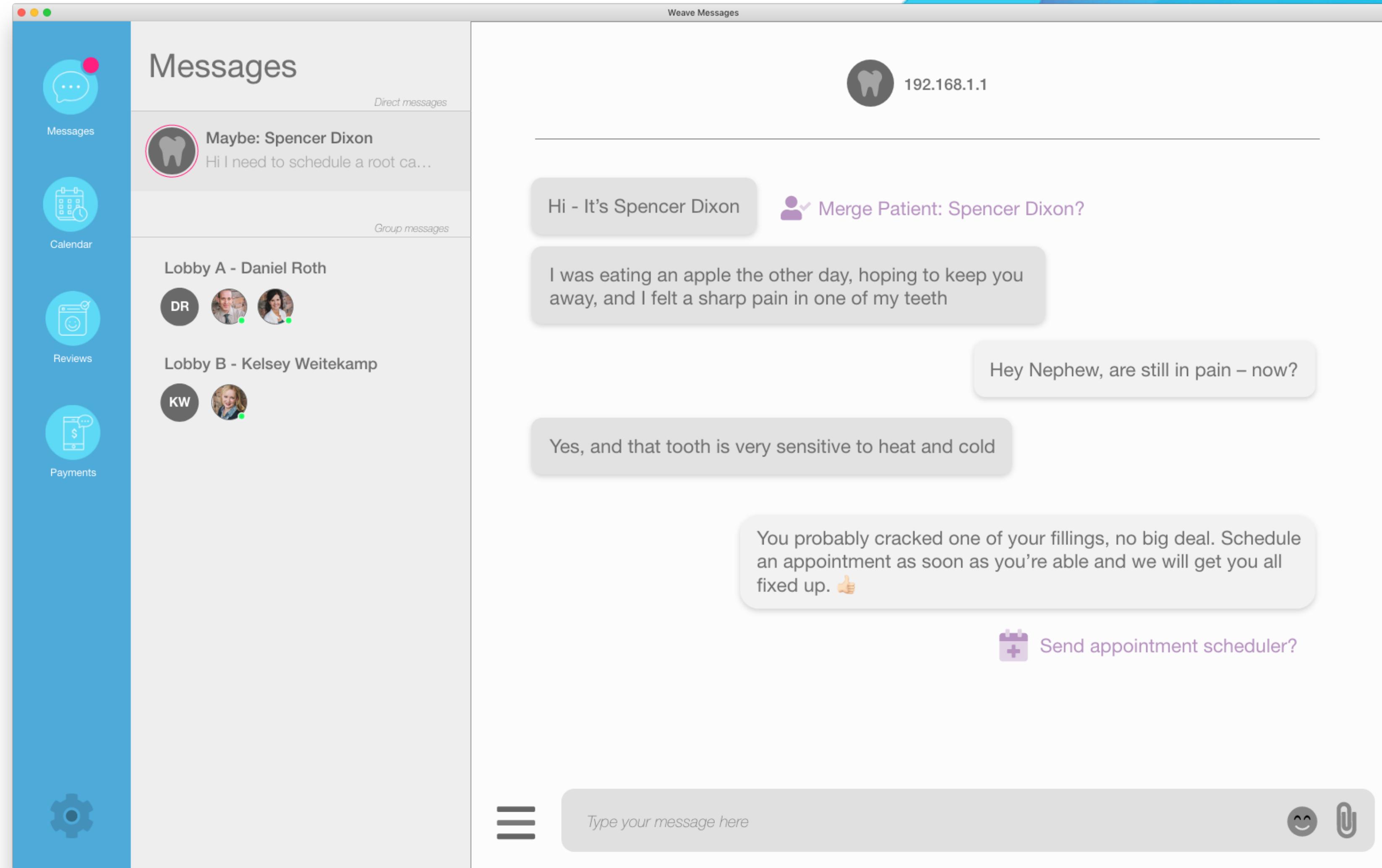
My wife's feedback:  
Kinda like slack.. huh?

# Design Ui render



# Design

## Ui render



# **Q&A / Roast**