E-Health Briefing

**1. Our business**

Our development team is called “2B || !2B”. We are a group of four second year undergraduate computing science students, tasked with the mission to create a web application that will stomp all of the other student-made applications into submission.

**2. Our website**

The need for the E-Health website comes from the fact that although the user’s need to search for health information is satisfied, his need to explore information is not. This directly affects the user experience and satisfaction. That is why a web app, tailored to health information exploration, is needed.

**3. Our users**

The target audience is comprised of two main groups of people:

* People already diagnosed with an illness, who wish to search the web for further information about their disease, possible treatments and thoughts and opinions of other people with their condition;
* People who are experiencing health problems and wish to know what the cause might be and how it can be dealt with.

**4. Website activities and objectives**

We would like the average user to engage in the following activities on our website. Items are listed in order of importance:

* Create a profile and store search results which they find useful in it;
* Explore for information about their current illness or symptoms;
* Share information they have found to be useful with other users of the website;

This ties in well with our major web app objective to promote exploration of health information on the internet, as well as to help people find more information about the illnesses they are experiencing.