

EduCare

Be aware with EduCare

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Educating the Youth about their Healthcare



Educating Healthcare

Be Aware with EduCare



Many college-age young people are dependent on others for managing their health and healthcare. To combat this lack of awareness, EduCare will educate young people on how to take initiative regarding their health. By engaging with various learning modules and sharing their learnings with a network of peers, young people can take charge of their personal health.

**What is
EduCare?**

Competitor Analysis: Quizlet

"The best digital flashcards and study tools"

Strengths

- Variety of gamified learning modules (flashcards, learn, test, and match)
- Online features allow students to share flashcards with one another
- Can create individual flashcards

Areas of Improvement

- Paywall restricts certain aspects of learning
- Only teaches vocabulary
- Not specific to learning healthcare

Implications:

- Take inspiration from variety of learning modules
- Incorporate the knowledge-sharing aspect of the platform directly into the app
- Allow students to create their own modules to individualize learning experiences
- Find a way to teach beyond key healthcare terms/vocabulary, potentially with gamified experiences

Competitor Analysis: Simply Sayin'



"Medical Jargon for Kids"

Strengths

- Designed for children, accessible in age
- Implements user-friendly layout
- Includes both English and Spanish options
- Utilizes learning modules (Glossary, Preps, Drawings, Pictures)

Areas of Improvement

- More specific to learning about health and surgery than health insurance
- More geared towards learning vocabulary
- No way to share content learned or assess learning
- Designed for children, audience drastically decreases as participant gets older
- Variety of bright colors are loud

Implications:

- Take inspiration from the UI integration of images and visuals to facilitate learning
- Utilize a clean and modern color scheme
- Incorporate a way to put the platform online where participants can see each others' progress and share content with one another
- Utilize a variety of learning modules that extend beyond learning via glossary definitions or image associations

Competitor Analysis:



Pocket Prep

"Own Your Education"

Strengths

- Geared towards college-age students wanting to prepare for medical exams
- Engages our target demographic
- Utilizes numerous learning modules (Quizzes, Review, Question of the Day)
- Schedule to allow participants to track their progress

Areas of Improvement

- Specialized content for exam prep, may not be the best suited for engagement or fun
- May be more directed to pre-med students

Implications:

- Take inspiration from certain learning modules such as Quizzes and Question of the Day (where the app sends users a question that they need to respond to each day)
- Take inspiration from the varied study practices (allow users to adjust how frequently or how intensively they study)
- Allow users to track progress and even share progress with their friends
- Attempt to generalize the app to increase inclusivity and clarify value for more than just medical students

Competitor Analysis:



Strengths

- Gamified experience designed to help medical professionals learn how to communicate medical terms and phrases in Spanish
- Roleplay allows for creative understanding of phrases to use when communicating with patients





Areas of Improvement

- Limiting to only medical professionals who want to communicate phrases in Spanish
- No way to test for retention or assess progress and understanding

Implications:

- Take inspiration from the gamified learning experiences present in the app, but still incorporate the learning aspect
- Allow participants to have the option to “play a game” in order to learn
- Consider implementing not only visual learning but listening, reading, writing, speaking, etc.

Competitor Matrix

				
Target Audience	Students of all ages	Elementary-age kids	Pre-Med and Medical Students	Medical Professionals with English learning patients
Learning Modules	Flashcards, Learn, Test, and Match	Glossary, Preps, Drawings, Pictures	Quizzes, Review, Question of the Day	Roleplaying Game
Variety of Learning?	Yes	Yes	Yes	No
Ability to share with peers	Yes	No	No	No
Level of Engagement	High	Low	Medium	Low
Ease of Use	High	Med	High	Low (Based on Reviews)
Encourages Prolonged Use?	Yes	No	No	No

Our Values

Educating young people

College-age students are going to need to be knowledgeable about their healthcare soon

Preparing and equipping people with the tools to succeed in obtaining healthcare

There is a lot to know about and prepare for when finding healthcare—there are a lot of confusing options and confusing policies to read! We want to give people the insight to be prepared for this

Conflicting Values

Educating young people

- People don't want to be educated
- People learn differently
- Depending on what kind of background you're from, you might have different inherent knowledge

Preparing and equipping people with the tools to succeed in obtaining healthcare

- Some people might not want to mix fun and learning
- Some people don't want to learn via technology

Resolving Conflicting Values

Educating young people

- People don't want to be educated
 - Make it as engaging as possible
- People learn differently
 - Have a variety of learning styles
- Depending on what kind of background you're from, you might have different inherent knowledge
 - Try to make content as accessible and "inclusive" as possible

Preparing and equipping people with the tools to succeed in obtaining healthcare

- Some people might not want to mix fun and learning
 - Plain modalities and simple UI so its not childlike in appearance
- Some people don't want to learn via technology
 - Encourage people to teach and talk to others in a manner facilitated by the technology

Our Tasks

Simple

- Read notifications as they arrive and acknowledge having read it

Moderate

- Logging into the app and completing one of the learning modules

Complex

- Sharing and teaching findings and learnings with other people

Breakdown of Our Tasks

Simple

- Read notifications as they arrive and acknowledge having read it

This task is simple because the notification will likely be the most frequent aspect the user will interact with

Moderate

- Logging into the app and completing one of the learning modules

This task is moderate because the user may frequently complete modules, but not every time they receive a notification

Complex

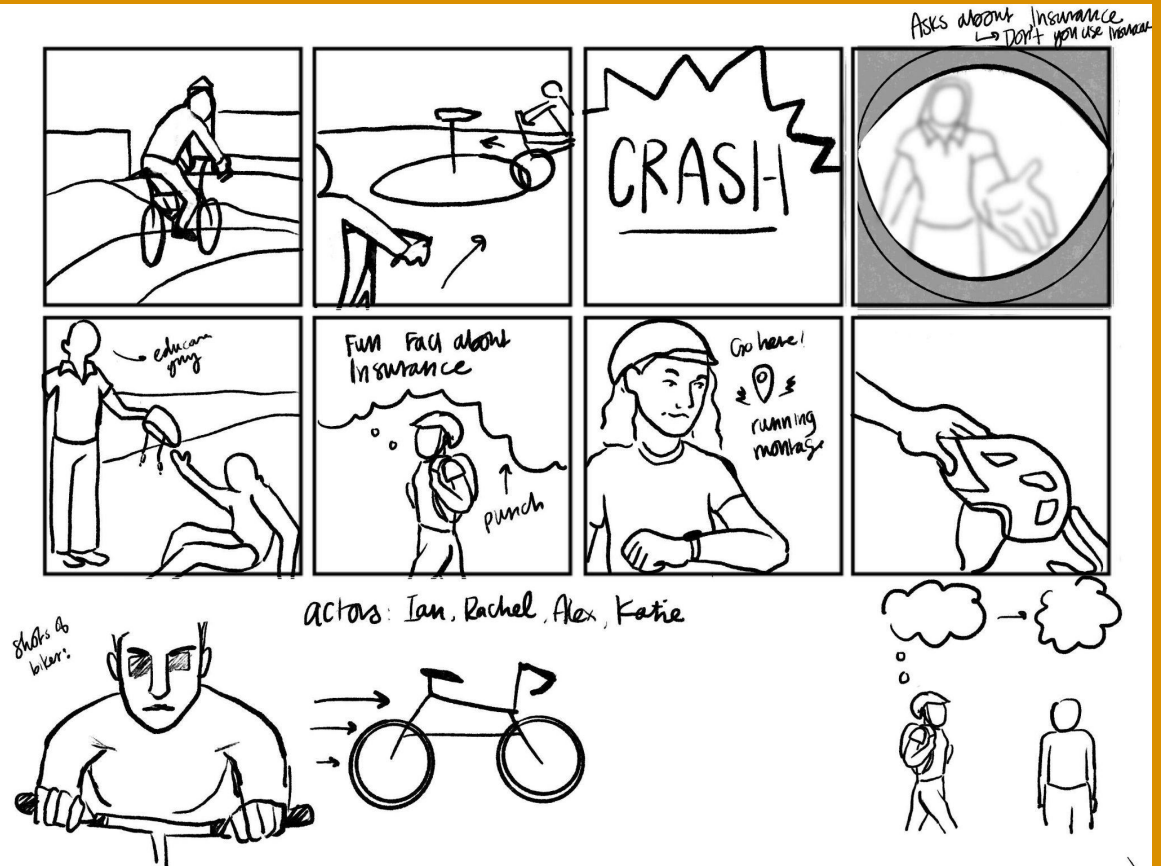
- Sharing and teaching findings and learnings with other people

This task is complex because the user will likely share their findings after they have completed a number of modules (not after each one)

Concept Video Storyboard

Key Elements:

- Bike Crash (relatable)
- Student lack of understanding or knowledge about healthcare
- Helmet is representative of the product/solution
- Task Representation:
 - Helmet providing fun facts
 - Scavenger hunt to find fun facts
 - Sharing information



Video

Can be found here:

<https://youtu.be/Jiikm868g5s>



Thank you!

EduCare

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