Low-fi Prototype & Evaluation

Larry the Porcupine
Healthcare and Insurance Education

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Team Larry!

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Young adults need **higher quality** and **better access** to healthcare and **health insurance education**.
Mission Statement

To teach young adults (YAs) how to navigate their lifelong healthcare journeys and foster a culture of preventative care.
Outline

1. Sketches
2. Design Selection
3. Task Storyboards
4. Low-fi Prototype
5. Experiment
6. Key Learnings
7. Appendix
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Sketch Board
Sketch Board
Outline

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Design Selection
Design Selection
Design 1

- Computers more accessible to low income.
- Post anonymity protects identity.
- Easy to process visualizations and type in-depth feedback.

- Too many questions, not enough answers.
- Too many devices needed to upload insurance plan (if paper).
Design 2

✅

- Video chat improved human connection and community feel.
- Network visualization was helpful.
- Easy photo onboarding and mobile access.

❌

- Less intuitive to navigate and information overload.
- No direct path to feedback on your insurance.
- Required mentors to be online whenever mentees were.
We picked Design 1

- Easiest to understand for all tasks our users desired.
- Most feasible within time frame and easier to test.
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Simple Task Storyboard:
Find definition to term you don’t understand
Moderate Task Storyboard:
Upload two insurance plans and post a question about them
Complex Task Storyboard:

Navigate to question, comment, & vote on someone’s insurance plan
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Simple Task Prototype:
Find definition to term you don’t understand
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Results:
Users ❤ hyperlinks!
Moderate Task Prototype:
Upload two insurance plans and post a question about them
Moderate Task Prototype:
Upload two insurance plans and post a question about them

Results:
Too many plans 😞
Complex Task Prototype:
Navigate to question, comment, & vote on someone’s insurance plan
Complex Task Prototype:
Navigate to question, comment, & vote on someone’s insurance plan

Results:
1. Too much text 😞
Complex Task Prototype:
Navigate to question, comment, & vote on someone’s insurance plan

Results:
2. Credibility of people commenting and voting was important, but missing.
Outline

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Experiment

• **Target:** Young adults who want more information about their health insurance plan
  • A Boston-based medical student
  • A new-grad engineer in the Bay Area
  • A civil-engineering college senior taking classes remotely from home
  • A new-grad designer who started working remote
  • Varied levels of interaction with tech and healthcare system

• **Method:**
  • Participants recruited via friends of friends and via email listservs
  • Consent form, Zoom meeting, Figma click through, Record via screensharing
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- **Note:**
  - Varied levels of interaction with tech and healthcare system
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Key Learnings

1. People want help with healthcare definitions
2. People want to participate in discussion, but not be overwhelmed by text and irrelevant comments
3. People want to know the credibility of the commenters and voters as it relates to the user’s identity
Thank you! Any questions?
Appendix
Experiment Notes
https://docs.google.com/document/d/19b3RFVPrfbhG708tbZHvWg_v5kBvMiuNDwQ9qi3aNds/edit?usp=sharing
https://docs.google.com/document/d/1p7obbfPe5wl_7RE4BKbnbo-in6VOYBbZ1_yRGlhnc/edit?usp=sharing
https://docs.google.com/document/d/1Nc-y3G2DnUifFaje0yFSNm50iV07dD8rwQT-VFJdU/edit?usp=sharing
https://docs.google.com/document/d/1fpld5OP1tw2_BtiW_PbKkHPeLmSbBdn1F3kiEa0fyQE/edit?usp=sharing
https://docs.google.com/document/d/1oYK3Imuji4lyx7rhzKCrRn5eTFVsd9ffRLih199YgA/edit?usp=sharing

Figma link with all of our work
https://www.figma.com/file/DSgazxvGULbbsE81VnX8qs/377E-Health-Insurance-Education?node-id=3%3A0

Insights document with summarized problems and suggested solutions
https://docs.google.com/document/d/1hbwIAtnbP62H6nrRfQPhy6NWwt-LoHdF68uDNBUky34/edit?usp=sharing
Please note that our team name, Larry the Porcupine, was not chosen in reference to Porcupine, Cheyenne Chief and Medicine Man.
Sketches
Design
Storyboard 1: Reddit for Health Insurance
Design Storyboard 1: Reddit for Health Insurance

**•** Computer-based platform can be more accessible to low-income YAs
**•** Anonymity - can post insurance without attaching their identity
**•** Ability to type and save in-depth feedback

**-** Potential disproportionate number of questions and fewer answers
**-** Unclear explicit incentive for answering
**-** Might require multiple devices to upload paper insurance plan
Design
Storyboard 2: Network Map with Group Calls
Design Storyboard 2: Network Map with Group Calls

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- Mobile platform is convenient to access  
- Interactive, more human connection w/ video chat  
- Visualizing your network is helpful/uses AI  
- Quick onboarding with photo options  
- Community-based concept fosters ongoing conversations  

- May be less intuitive to navigate and possible information overload  
- Less direct way to get feedback on your insurance  
- Requires mentor to be online whenever mentees are
What We Picked!

We Picked Design Prototype 1

- Easier to understand information architecture while accomplishing all the tasks/capabilities we need to address
- More feasible within time frame, easier to test
- Likely more accessible for YAs
Experiment Participants

• A variety of **young adults** who want **more information** about their health insurance plan

• Key difference: levels of familiarity with technology and **interaction with healthcare system**
Prototype description
Simple task: You see a response to one of your questions that has a term you aren’t sure what it means, can you find a definition for it?

Finding & Results:
- **People loved** the hyperlinks
- Excited to have a place to find out **answers to “dumb questions”**
Findings & Results:

- Confusion on where the two insurance plans came from (“What if I have a question on my current plan?”)
- Confused by the extraction page
- “What if I don’t have a PDF of my insurance plan?”
  - Users need an alternative if they don’t have a pdf of insurance
Complex task: Can you go to another user’s post, comment on it and vote on a plan?

Findings & Results:
- Users **don’t want unstructured feedback** on their plan because freeform commentary is hard to parse, especially when it’s endless scrolling.
- Users are unsure as to who is commenting / voting on their plans and **why they are credible**.
Results and Brainstormed Solutions

Results

- Users need to be able to upload any number (0 - 2+) of plans and ask questions
- Users need an alternative if don’t have a PDF of insurance (“what if I don’t have a PDF of my insurance plan?”)
- Users don’t want unstructured feedback on their plan because freeform commentary is hard to parse, especially when it’s endless scrolling
- Users need to know who is commenting / voting and why they are credible

Solutions

- Make the “write a question” screen flexible to allow for any number of plans
- Link to an insurance provider so only need to input policy number or allow for manual typing in of values
- Group comments by similarity, add ability to filter based on commenter’s demographics, health status, health insurance, etc.
- Add moderators to page for fact-checking, allow people to pick who they want to review, recommend people to comment who are similar, summarize demographics of reviewers
Simple Task - find the definition of a term
Medium Task - Upload two insurance plans and post a question about them
Hard Task - Vote and comment on an insurance plan

Look at Post

Add A Comment

Comment Voting

Which insurance plan should I be picking?

Plan A
- Kaiser HMO
- Co-pay: $25
- Deductible: $1000
- Covers: basic, RX visits, physical therapy...

Plan B
- Kaiser PPO
- Co-pay: $20
- Deductible: $800
- Covers: surgery, RX visits, physical therapy...

This deductible is high but seems to be unlimited coverage...

Plan A has better coverage...

Optional) Explain your vote to Anonymous Larry