ask.in
Med-fi Prototype 2

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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.
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

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
- Insurance Types
- Employment Status
- Industry

5 interviewees
Insights and Design Revisions
## Usability Testing Results

<table>
<thead>
<tr>
<th>Action</th>
<th>User 1</th>
<th>User 2</th>
<th>User 3</th>
<th>User 4</th>
<th>User 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask a Question</td>
<td></td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment and Vote on a Question</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>View Feedback</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

“Which plan should I pick?”

| deductible | $50 | $60 |
| premium    | $50 | $60 |
| copay      | $50 | $60 |
| out of pocket maximum | $50 | $60 |
| er visit   | $50 | $60 |
| rx         | $50 | $60 |

Description:
- Plan A - Kaiser: Extra comments on the extent of the insurance coverage can go in this space.
- Plan B - Blue Cross: Extra comments on the extent of the insurance coverage can go in this space.
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”
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)”

<table>
<thead>
<tr>
<th>Plan</th>
<th>Copay</th>
<th>Deductible</th>
<th>Copay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan A</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Kaiser</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan B</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Blue Cross</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Revision 3: Displaying the Insurance Plan

Which plan should I pick?

<table>
<thead>
<tr>
<th>Plan A - Kaiser</th>
<th>Plan B - Blue Cross</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deductible</td>
<td>$50</td>
</tr>
<tr>
<td>Premium</td>
<td>$50</td>
</tr>
<tr>
<td>Copay</td>
<td>$50</td>
</tr>
<tr>
<td>Out of Pocket Maximum</td>
<td>$50</td>
</tr>
<tr>
<td>ER Visit</td>
<td>$50</td>
</tr>
<tr>
<td>RX</td>
<td>$50</td>
</tr>
</tbody>
</table>

Optional PDF attachment

Space for additional descriptions at the bottom of the column
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**
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
Redesign 1:
https://www.figma.com/file/DSgazxvGULbbsE81VnX8qs/377E-Health-Insurance-Education?node-id=322%3A5114

Redesign 2: