ask.in
Med-fi Prototype 3

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Our Team

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Roadmap

Problem and solution recap → Design changes → Testing → Findings and next steps
Problem and Solution Recap
Young adults need a **trustworthy** source of health insurance education
A health insurance forum, with hassle-free insurance detail extraction and optimal organization of feedback from peers.
Design Changes
Heuristic evaluation summary

1. Provide more **transparency** on where **personal health information** is coming from and how it will be used
2. Give more **explicit guidance** on the question-asking process
3. Explain where the **comment clusters** came from and allow more **flexibility** for determining how comments are clustered
Old design - inconsistent user profile
Redesign 1 - transparency of personal info

Demo time!
Old design - asking a question
Redesign 2 - more support with asking a question

Demo time!
Old design - comment grouping
Redesign 3 - more flexible comment grouping

Demo time!
Testing
Study goals

- Test the new profile creation flow
- Provide less strict tasks and see how the users interact with the prototype
- Understand preferences for comment grouping
Findings and next steps
Finding

Users are concerned about sharing **private health condition information**
Finding

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Finding

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Design changes

Include a strong privacy guarantee in account creation

Make including a PDF in question optional
Finding

Users did not notice the option to upvote / downvote posts
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Design changes
Clarify the difference between upvoting a post and actually voting on insurance plans
Finding

Users did not realize that they can filter votes and comments to be people they trust on their own posts.
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Finding

Users did not realize that they can filter votes and comments to be people they trust on their own posts.

Design changes

Highlight and differentiate the functionality of filtering votes and comments on one's posts.
Thank you!

Any Questions?
Appendix
Heuristic Evaluation Changes:

Redesign: