

HelpMe App

Alex Dospinoiu

Project overview



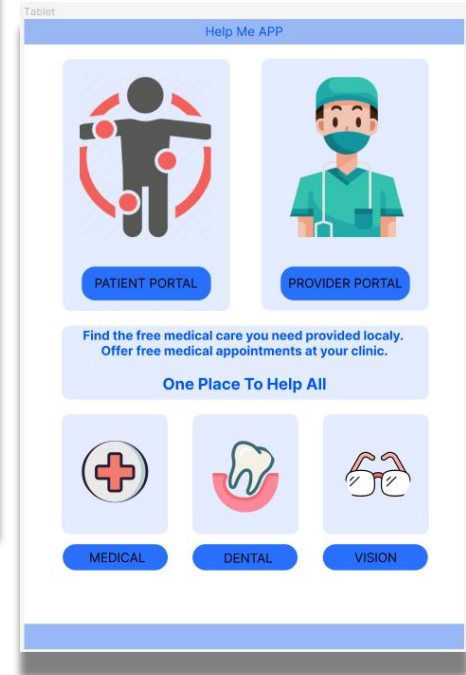
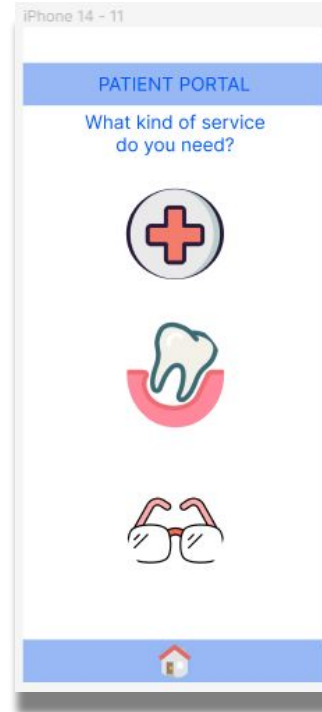
The product:

HelpMe is an app that allows people with limited or no income to get medical treatment. It help people identify the type of treatment they need (Vision, Dental, Medical) and then shows them the various locations, and times they can receive the care they need.



Project duration:

September 2022 to November 2022



Project overview



The problem:

People of low income or no income may have no means to get medical treatment. Some medical providers provide treatment for free on a limited basis



The goal:

Provide a centralized way for people seeking medical care AND providers to foster the ability to get free medical treatment

Project overview



My role:

UX Designer leading the app and responsive layout from conception to final product delivery



Responsibilities:

Interviews, Wireframing, Low/High fidelity prototyping, Usability studies, Responsive design

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



There are two main groups of users the research was focused on: low-income (that still could not afford medical care) and no-income (that obviously could not afford medical care). In both groups the focus was how to provide the users the ability to search for, confirm, and book appointments with medical providers that provide care free of charge. The feedback from the users was that they simply did not know there WERE providers that provided free services.

Persona 1: Ben

Problem statement:

Ben is a warehouse supervisor who needs to get free dental medical care for a tooth that is bothering him because his employer does not offer dental insurance coverage.



Ben

Age: 38

Education: 2yr Associate Degree

Hometown: Tucson

Family: Wife, 3 Kids

Occupation: Warehouse Supervisor

"I would like to get dental care, but I don't have insurance and can't afford to pay the dentist. Is there a dentist that provides free care..."

Goals

- Get dental care
- Find a dentist that offers free services
- Needs the process of finding care to be simple

Frustrations

- His tooth hurts!
- Can't afford dental care because current employer does not provide insurance
- Doesn't know where to find free care

Ben is a Warehouse Supervisor overseeing three Warehouse Associates. Ben needs to get some dental care for a tooth that has been bothering him. He does not have dental insurance from his current employer and is not sure which dentist he can go to. He knows most dentists charge a lot of money to be seen; he cannot afford the care.

Persona 2: Austin

Problem statement:

Austin is a warehouse associate who needs free medical care for his hand because he injured it and his medical benefits from his employer have not yet started.



Austin

Age: 22

Education: High School Degree

Hometown: Tucson

Family: Single, lives at home

Occupation: Warehouse Associate

"I need to get some primary care from a doctor but am not sure which would treat me for free."

Goals

- Have his hand looked at
- Find a primary care place that will look at his hand for free
- Wants to keep working so he keeps job

Frustrations

- Employer does not provide medical coverage for 3-months
- Doesn't know where to find a provider that provides free care

Austin is a Warehouse Associate whose responsibility is to place inventory on shelves in specific locations. His current employer does not offer medical benefits when he started. He needs to wait for 3 months. However, he got injured and needs to have a doctor look at his hand. Austin needs a primary care doctor that he can go to that will treat him for free because he cannot afford the expense.

Competitive audit





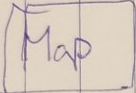

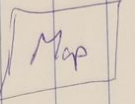

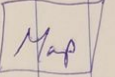

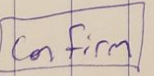


Three .org websites were evaluated. Gaps identified in ways to search for clinics and the responsiveness and mobile version of the websites.

Competitive audit	Competitive audit goal								
	General information								First impressions
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience
Free Clinic Directory	direct	Web	Search for clinics	Free	freelinedirectory.org	Small	Low income/No income people	Map of USA to search by state	Descent <ul style="list-style-type: none"> + Successes: Address search - Drawbacks: Has adds on page
Free Clinics	direct	Web	Search for clinics	Free	freelinedirectory.org	Medium	Low income/No income people	Search by state on landing page	Basic <ul style="list-style-type: none"> + Easy to use - Cool Buttons
National Association of Free & Charitable Clinics	direct	Web	Search for clinics	Free	natfclinics.org	Medium	Low income/No income people	Allows users to donate if they wish to	Okay <ul style="list-style-type: none"> + Successes: Zipcode search - Drawbacks: Has adds on page
									Best <ul style="list-style-type: none"> + Successes: Zipcode search - Drawbacks: Not responsive

UX (rated: needs work, okay, good, or outstanding)						
Features	Interaction			Visual design		Content
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Good <ul style="list-style-type: none"> + Very few buttons - Hard to know what the buttons do 	Okay <ul style="list-style-type: none"> + English only - No sound 	Simple <ul style="list-style-type: none"> + Simple - Some tasks are more complex, need more options. 	Bad <ul style="list-style-type: none"> + Very simple - Small buttons 	Best <ul style="list-style-type: none"> + Good logo - Two colors only 	Simple and basic	Good <ul style="list-style-type: none"> + Short and to point to help navigate
Okay <ul style="list-style-type: none"> + Groups of providers can be search - Hard to break up different states to search 	Okay <ul style="list-style-type: none"> + English only - No sound 	Good <ul style="list-style-type: none"> + Easy to remove inventory - Difficult to correct mistakes 	Okay <ul style="list-style-type: none"> + Action buttons are different color - Red/Green might be difficult for color blind 	Okay <ul style="list-style-type: none"> + Minimal branding 	Simple and basic	Good <ul style="list-style-type: none"> + Need more options
Best <ul style="list-style-type: none"> + Last memory of location - Last memory of search 	Bad <ul style="list-style-type: none"> + English only - No sound 	Best <ul style="list-style-type: none"> + History of actions performed - Complex interface 	Best <ul style="list-style-type: none"> + Many options to go different places - Small text 	Good <ul style="list-style-type: none"> + Clear brand identity 	Simple but also complex	Good <ul style="list-style-type: none"> - Complex but have plenty of places to go

Ideation

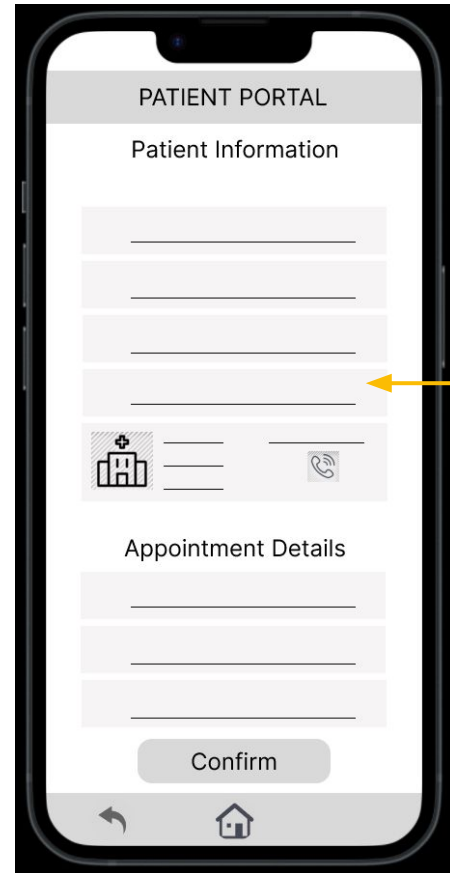
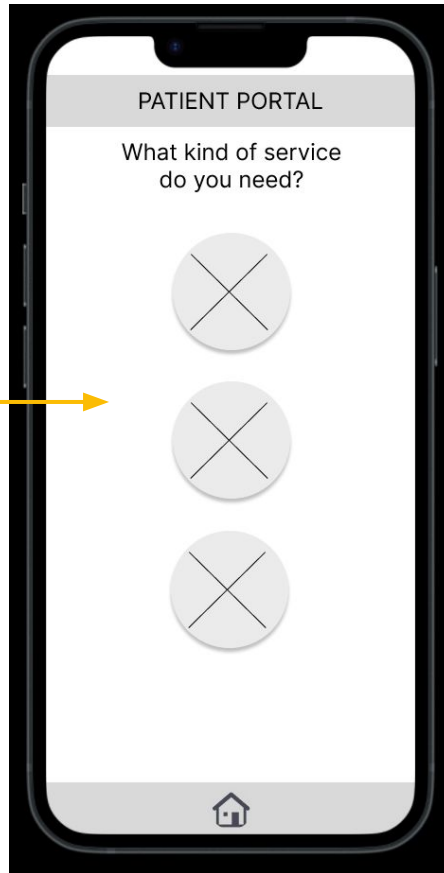
Quick notes on general layout. Choose medical, dental, vision and confirm apt based on map and times. Will also consider including different section for providers to enter their clinics as well

<p>③ Home</p> <p></p> <p>Medical</p> <p></p> <p>Dental</p> <p></p> <p>Vision</p>	<p>Medical </p> <p></p> <p>Times</p> <p>==</p> <p>==</p> <p>==</p>	<p>Dental </p> <p></p> <p>Times</p> <p>==</p> <p>==</p> <p>==</p>	<p>Vision </p> <p></p> <p>Times</p> <p>==</p> <p>==</p> <p>==</p>	<p>Patient Info</p> <p>Name</p> <p><input type="text"/></p> <p>Last</p> <p><input type="text"/></p> <p>DOB</p> <p><input type="text"/></p>
<p>Issue for Visit</p> <p></p>	<p>Book Apt</p> <p>Time <input type="text"/></p> <p>Date <input type="text"/></p> <p></p>	<p>Success</p> <p></p>	<p>Cancel Apt</p> <p></p>	<p>\$\$\$</p> <p>Free</p> <p>Free</p> <p>Free</p>

Digital wireframes

Simple user interface
should provide
minimal amount of
choices: type of
service and selection
of appointment time

Medical,
Dental,
Vision

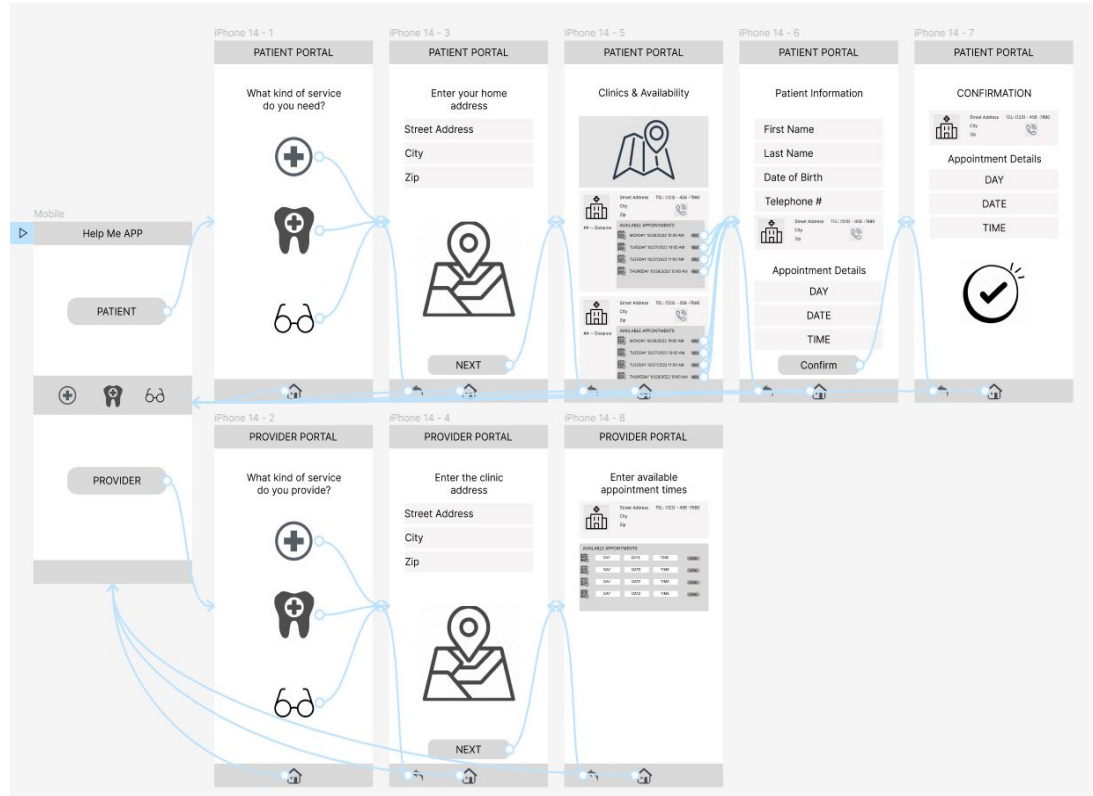


Confirmation
details

Low-fidelity prototype

Follow link for Low-Fidelity prototype.

<https://www.figma.com/proto/xLLDeTfwVVUTclTuiwUagU/Untitled?page-id=0%3A1&node-id=1%3A2&viewport=465%2C455%2C0.46&scaling=scale-down&starting-point-node-id=1%3A2>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Tucson, AZ, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

The three main findings of the useability study are listed below

1

Finding

Confusion from combining appointment data and patient data on the same screen.

2

Finding

Too much information on one screen can confuse the user and overload them.

3

Finding

Select buttons were too small for the mobile users. Were not able to click on them.

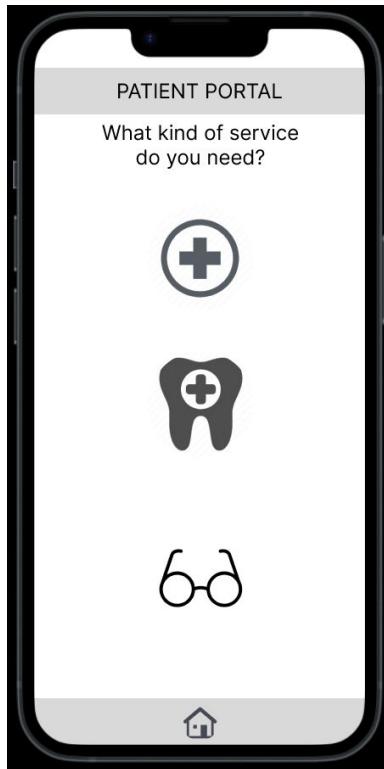
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

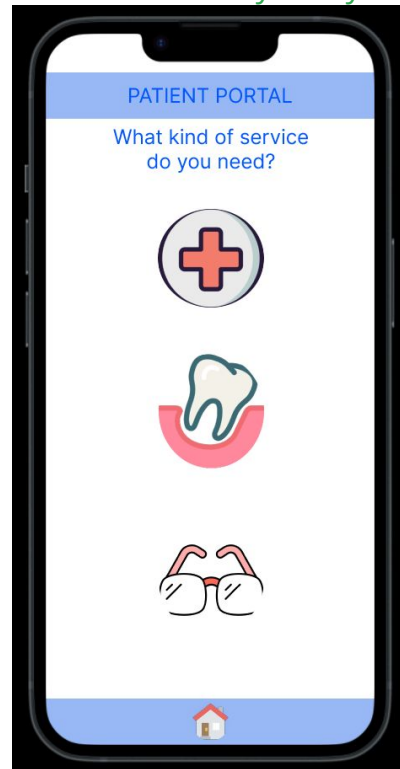
Mockups

Highly visible and
descriptive icons that can
be clicked

Before usability study



After usability study



Mockups

Less clutter of information
so the user is not confused

Before usability study

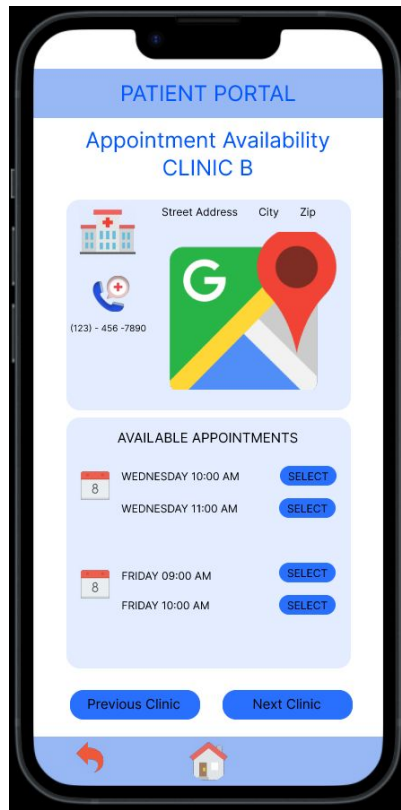
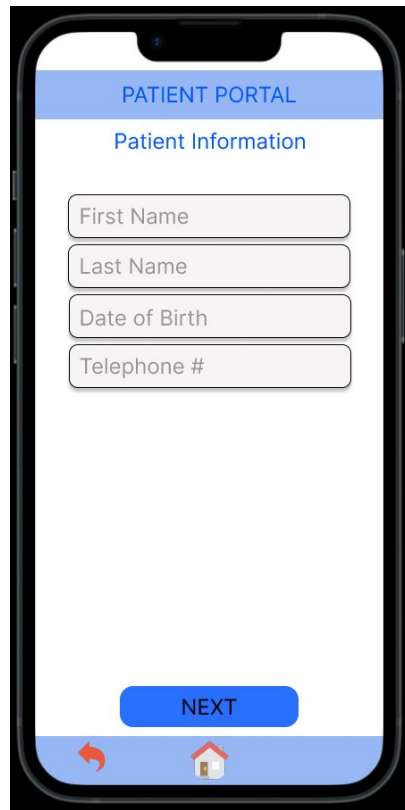
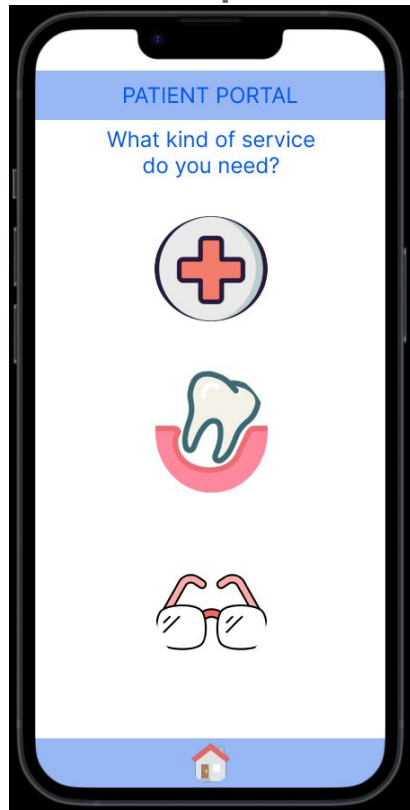
The mockup shows a 'PATIENT PORTAL' header in a grey bar. Below it is a 'Patient Information' section with four stacked input fields: 'First Name', 'Last Name', 'Date of Birth', and 'Telephone #'. Below these is a form for address and contact details, including a house icon, 'Street Address', 'City', 'Zip', 'TEL: (123) - 456 - 7890', and a phone icon. The 'Appointment Details' section follows with three stacked input fields: 'DAY', 'DATE', and 'TIME'. At the bottom of the form is a 'Confirm' button. The app is shown on a smartphone with a home indicator bar at the bottom.



After usability study

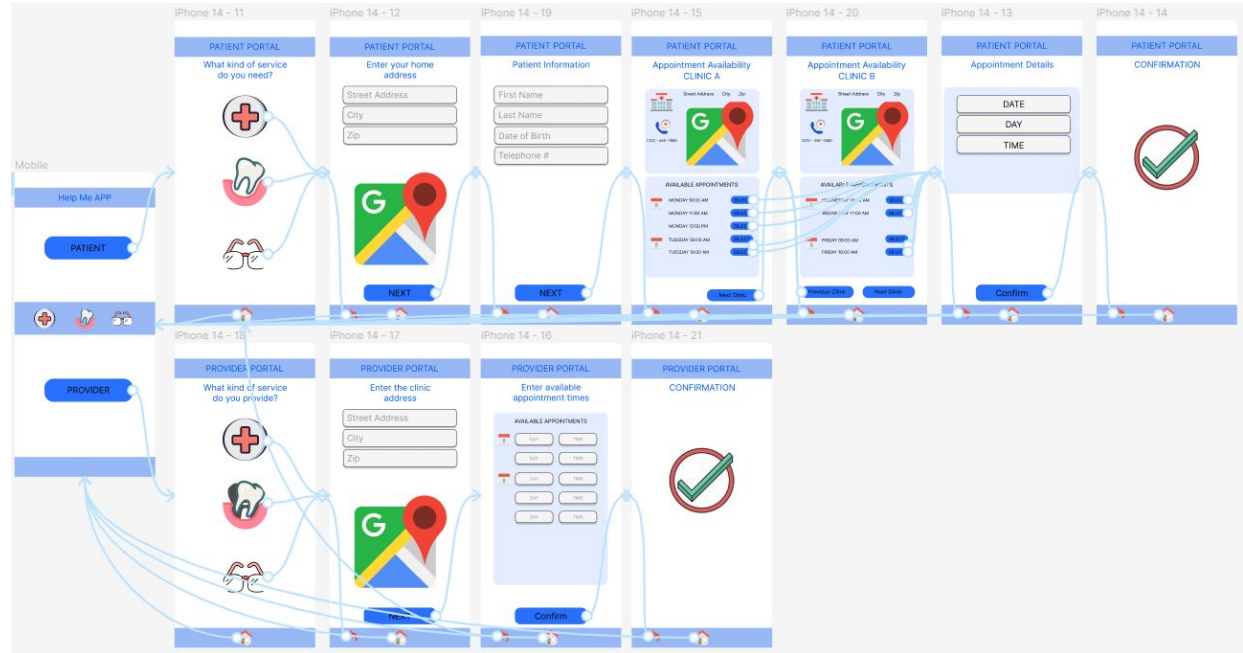
The mockup shows a 'PATIENT PORTAL' header in a blue bar. Below it is a 'Patient Information' section with four stacked input fields: 'First Name', 'Last Name', 'Date of Birth', and 'Telephone #'. At the bottom of the form is a blue 'NEXT' button. The app is shown on a smartphone with a home indicator bar at the bottom.

Mockups



High-fidelity prototype

<https://www.figma.com/proto/xLLDeTfwVVUTcITuiwUagU/Untitled?page-id=0%3A1&node-id=20%3A429&view-port=2324%2C589%2C0.42&scaling=scale-down&starting-point-node-id=20%3A429&show-proto-sidebar=1>



Accessibility considerations

1

Use of many pictures and simple words in consideration for ease of use.

2

Next iteration of the App should also include multiple languages for people that don't speak English

3

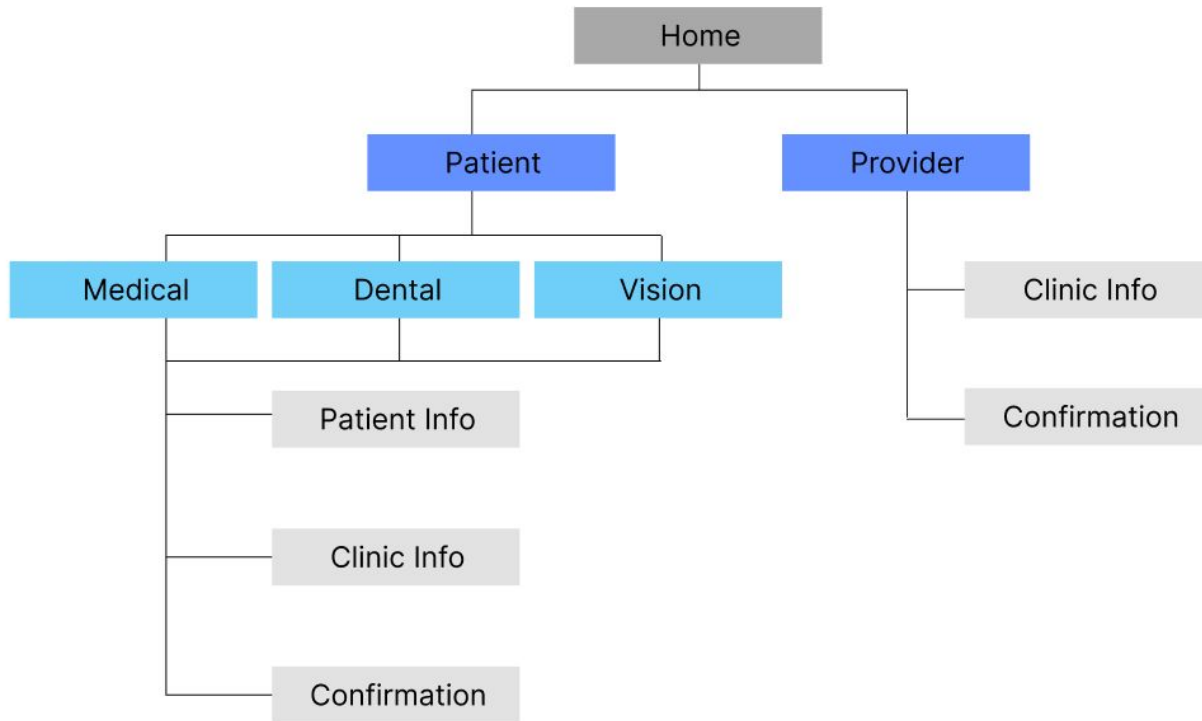
Keep the confirmation of the appointment as simple as possible so people are not discouraged from completing the process on the app

Responsive Design

- Information architecture
- Responsive design

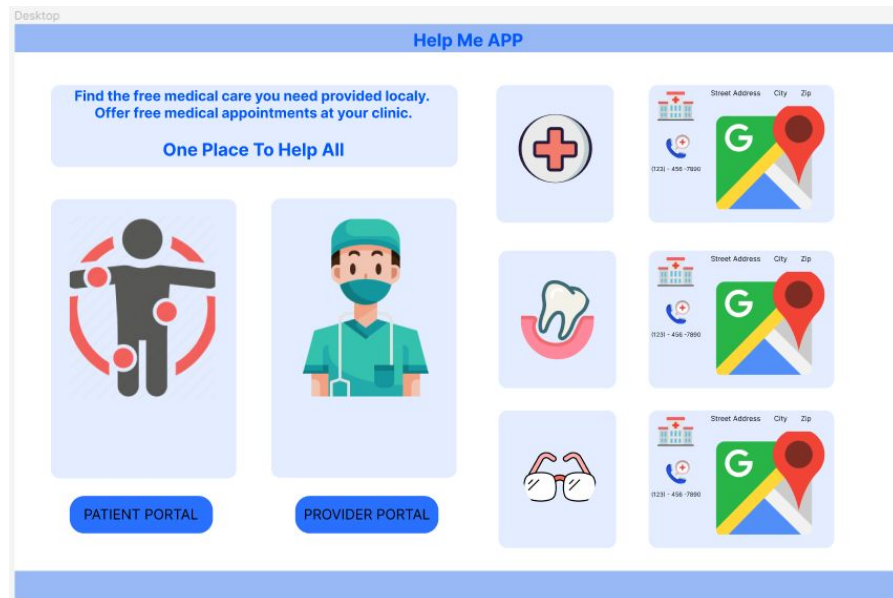
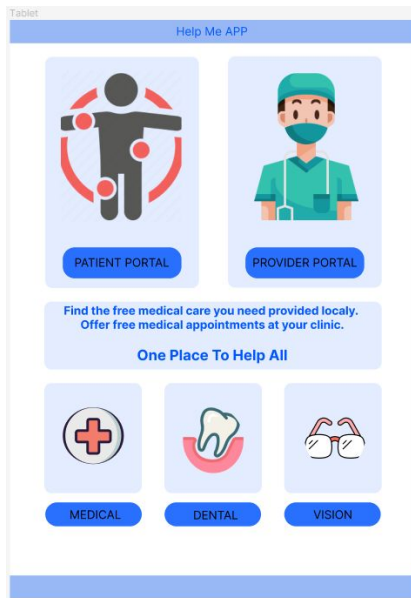
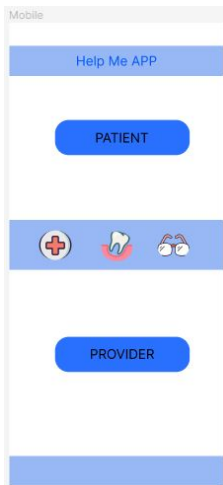
Sitemap

The flow of the sitemap mirror the simplicity of the mobile app. It has a portal for the Patient and a portal for the provider as well



Responsive designs

The design is for three different screen sizes:
mobile, table, desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The HelpMe App is meant as a way to bring together the people that need medical care with the clinics willing to offer medical care for free. It is a similar concept to city food banks that take surplus food and offer it to people that need it.



What I learned:

Many people that cannot afford medical care delay getting it. Many clinics will offer at least one or two free appointments per day.

Next steps

1

Conduct research on how many appointments clinics are willing to give away for free

2

Conduct research on how much paperwork patients would need to fill out when showing up at the clinic. Less is better.

3

Provide marketing incentives for clinics to offer up unfilled appointment spots for 'free' to people that can show up right away

Let's connect!



This was a fun project to figure out how to better provide free medical care for people with no income or on very low incomes. There are multiple appointments that go unfilled or that are skipped... providing those for people would ensure more people have access to medical care.

Email: Send me a message through the Google reviews