SPEC Document

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INTRODUCTION TO WELLACOPIA

What is Wellacopia?

Wellacopia is the first platform to support the millions with chronic illnesses by making the journey to health and wellness as easy and effective as possible. It is both a compatibility and communication platform that personalizes the patient-practitioner relationship. Our mission is to build better relationships for better outcomes.

Seekers & Specialists

"Seeker"
I have a
chronic illness

"Specialist"
I treat a
chronic illness

People with chronic illnesses looking for doctors and healthcare professionals

Doctors, healthcare professionals, wellness practitioners

What makes Wellacopia special?

Features

1. **Personalized Matchmaking System**
For patients to healthcare professionals based on questions about personality and type of care preference (think dating site + zocdoc)

2. **Direct Chat Communication & Ability to Request to Book Services With Matches**

3. **HIPPA Compliant Private Exchange of Information**
Users can choose to share personal information (i.e. medical records, pictures)

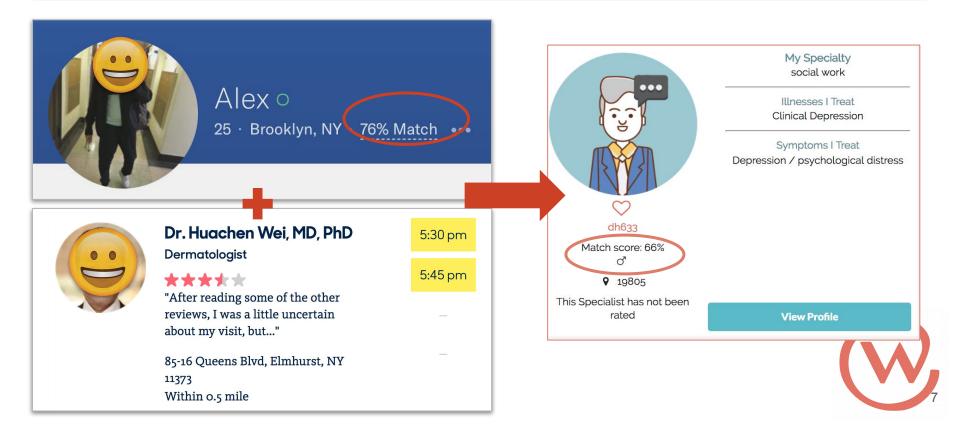4. **Anonymous Profiles For Better Matches**
Healthcare professionals and patients use public profiles that hide any personal information. No profile pictures, no names.
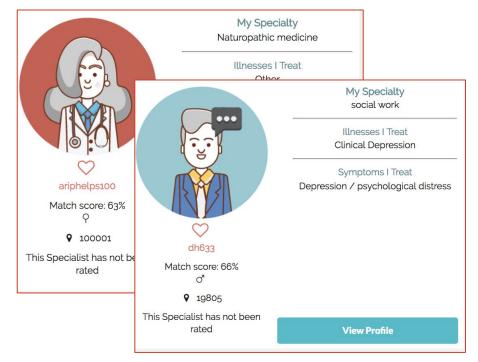
5. **Closed Loop Feedback System**
Patients can leave feedback for specialists after booking has been successful.
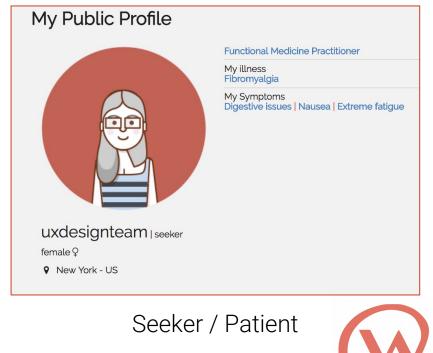
Think Dating Site + ZocDoc

Anonymous Public Profiles

Specialist
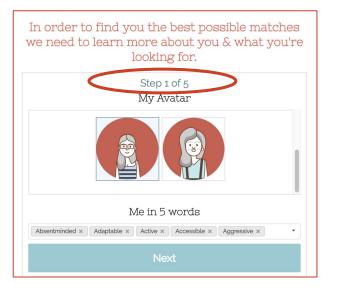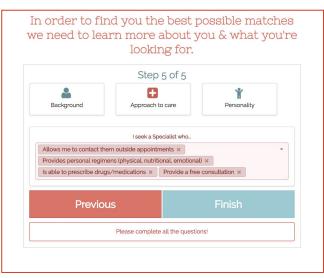
Seeker / Patient

Version B
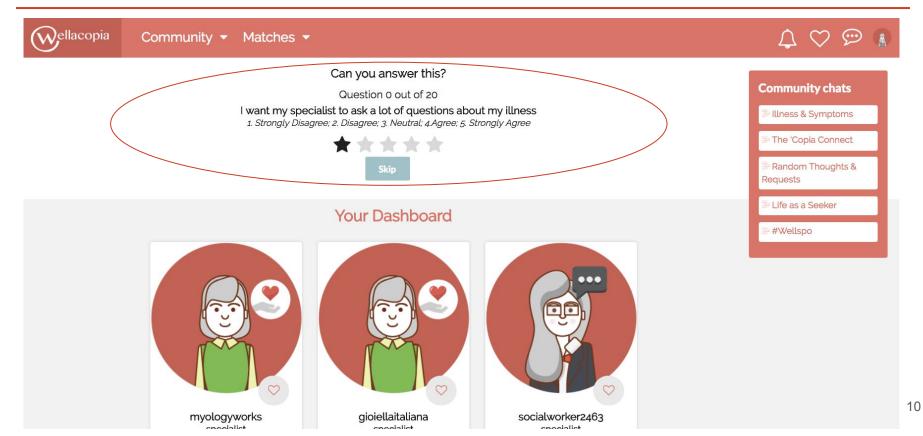
"Registration process for seekers must be both **quick** and **thorough.**" **- client**

24 to 20 advanced profile questions help determine compatible matching outcome

In order to find you the best possible matches we need to learn more about you & what you're looking for.

Step 1 of 5
My Avatar

Me in 5 words

Absentminded ×   Adaptable ×   Active ×   Accessible ×   Aggressive ×   ▼

Next

In order to find you the best possible matches we need to learn more about you & what you're looking for.

Step 5 of 5

Background   Approach to care   Personality

I seek a Specialist who...

Allows me to contact them outside appointments ×
Provides personal regimens (physical, nutritional, emotional) ×
Is able to prescribe drugs/medications ×   Provide a free consultation ×

Previous   Finish

Please complete all the questions!

Version B

Wellacopia

Community ▾   Matches ▾

Can you answer this?

Question 0 out of 20

I want my specialist to ask a lot of questions about my illness
1. Strongly Disagree; 2. Disagree; 3. Neutral; 4.Agree; 5. Strongly Agree

★ ☆ ☆ ☆ ☆

Skip

Your Dashboard

Community chats

Illness & Symptoms

The 'Copia Connect

Random Thoughts & Requests

Life as a Seeker

#Wellspo

myologyworks
specialist

gioiellaitaliana
specialist

socialworker2463
specialist

Examples of Matchmaking Questions

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

1. I want my specialist to ask a lot of questions about lifestyle

2. I want my specialist to ask a lot of questions about my home environment

3. I want my specialist to ask a lot of questions about my social life

4. I want to be able to call my specialist

5. I want my specialist to play music during session

6. I want my specialist to require my medical history / records.

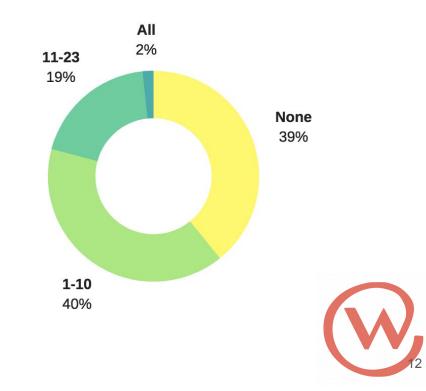7. I want my specialist to follow up with me after each session

Wellacopia Today

120 seekers (users)

24 advanced profile questions help determine compatible matching outcome

Only **2** seekers answered all questions

48 users answered less than half the questions

47 users answered NONE

All
2%

11-23
19%

None
39%

1-10
40%

INTRODUCTION INTERVIEW INSIGHTS

Introduction Interview Insights

For Seekers

1. Registration process for seekers must be more explicit on what impacts matching process.
2. Registration process for seekers must be both thorough and quick.
3. Sharing private information such as medical records and insurance information is at the seeker's discretion.
4. Match making process is dependent on the seeker's preferences (i.e. desired personality traits, approach to care).
5. Anonymity allows match making process to be solely based on the seeker's needs.
6. Wellacopia allows seekers to find a community of support.
7. Wellacopia provides a closed feedback system.

Introduction Interview Insights

For Specialist

1. Specialists can network with other specialists through Wellacopia's community chat.
2. Different types of specialists must be better defined.
3. Although Wellacopia is a private platform, specialists can connect with seekers eventually gaining full access only if the seeker allows it.
4. Wellacopia should provide automated processes for specialists.
5. Input provided by specialists during registration process determines potential matches with seekers.
6. Wellacopia provides limited marketing opportunities for specialists.
7. Specialists need a robust profile for seekers to better understand who they are.

PROBLEM STATEMENT #1

Problem Statement #1

Wellacopia is an online platform that personalizes the matchmaking process between patients with chronic diseases with specialists and doctors. However, the number of active users as well as the addition of new users has been stagnant.

How might we enhance the personalized matchmaking process to help Wellacopia better service their current users and capture new users?

Hypothesis #1

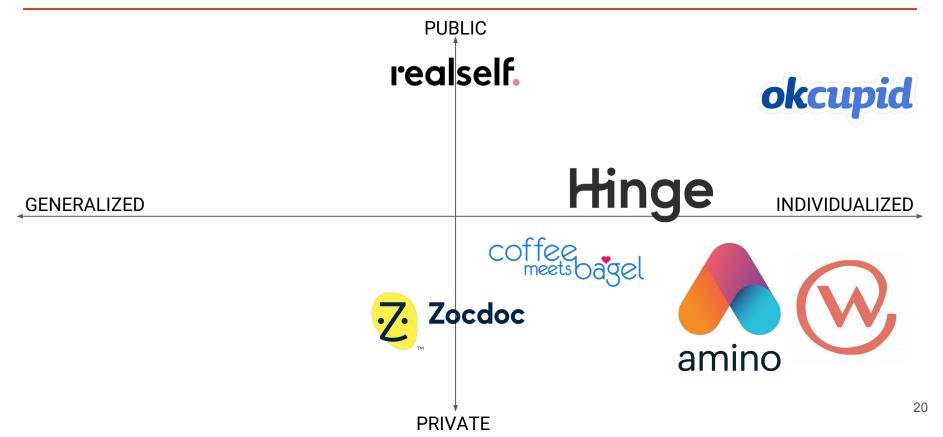We believe that by streamlining Wellcopia's onboarding process, users will answer more matchmaking questions and better build their profile. As a result of this, users will have compatible matches with the right specialists thus creating better healthcare outcomes. If there are more users on this platform, specialists will be attracted to join Wellacopia's network.

COMPARATIVE RESEARCH

Comparative Competitive Matrix

Feature Analysis

Features	COMPETITORS		
Practitioner Search Platform	**Zocdoc**	**Amino**	**Realself**
Registration Process (sign up)	5	4-not very detailed but easy	5
Chat Room	N/A	N/A	5 - Q&A style
Ratings and Reviews	5	4	5
Personalized Questions	3	3	1
Seeker Profiles	3	4	5
Navigation	5	5	5
Home Screen	5	5	5
Pricing Information	3	5	5
Fee	Free	Yes	Free

Features	COMPARATORS		
Dating Apps	Okcupid (Desktop)	Coffee Meets Bagel	Hinge
Login with Facebook	5	5	5
GPS Base	1	1	5
Profile Onboarding	5	5	5
Matches	5	4	3
Profile Page	5	3	3
Suggestions	5	1	3

Comparative & Competitive Insights

Dating Websites

OkCupid - User profiles are public but the matchmaking process and building your profile is a individualized process.

Hinge - Public information is available for potential matches to see while matches made within the app is private information

Coffee Meet Bagel - Onboarding questions determine your matches for the day. Each user will get a limited number of matches per day.

Health Information Websites

ZocDoc - Users have the opportunity to search for a doctor of their choice based on location and type of doctor. User profiles are personalized by offering to general reminders, appointment logs made via the platform.
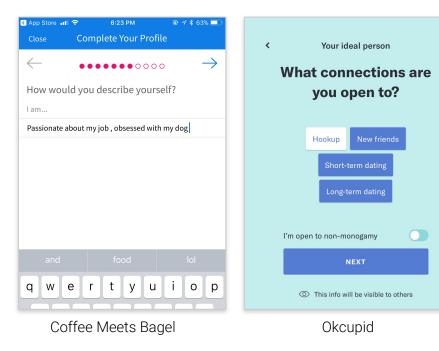
Amino - Personal matching with doctors. User's information is public.

RealSelf - Users publicly display their questions and receive feedback from both professionals and RealSelf community. Personal profile is not a priority.

Where does Wellacopia fit in?

We chose 3 comparators (OkCupid, Hinge, Coffee Meets Bagel) and 3 competitors (ZocDoc, Amino, RealSelf) for our industry research. We evaluated whether the services being offered were overall generalized or individualized for user and whether the user's experience was mainly public or private. Wellacopia is essentially a combination of a dating website with a doctors directory. Users are given very individualized information based on how they answer a series of questions pertaining to their needs. Wellacopia is a HIPAA compliant service which means that privacy is taken very seriously. Wellacopia overall provides individualized information while keeping users' information private.

Comparative Insights

Coffee Meets Bagel

Okcupid

onboarding questions on the platforms for compatible matching

Onboarding: All 3 dating applications determine the compatible matches based on questions asked through the onboarding process.

Public vs. Private: User profiles are public to the user's matches but the matchmaking process and building your profile is a personal process

Competitive Insights

RealSelf

Search

ZocDoc provides a general search by typing in either symptom, procedure needed, or doctor name with opportunity to filter in for location and insurance carrier.

Reviews

RealSelf - Users publicly display their questions and receive feedback from both professionals and RealSelf community. Personal profile is not a priority.

SCREENER SURVEY

Survey
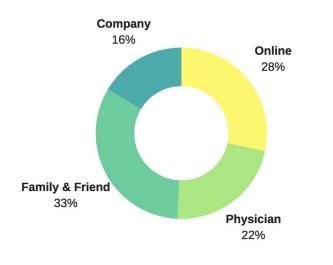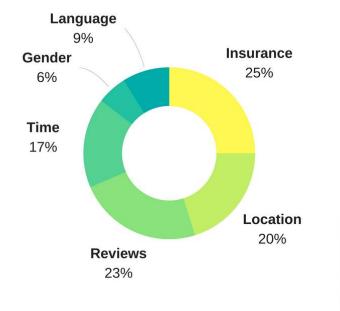
32 participants

How do you find a specialist/doctor?

What factors are most important to you when seeking a specialist/doctor?

Survey
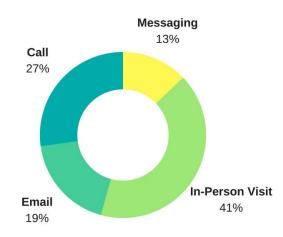
What are your preferences when directly communicating with a specialist/doctor?

DISCUSSION GUIDE

User Interviews - With Condition & Have Never Used Wellacopia

Discussion Guide - User Interview People With Chronic Illness/Condition (Never Used Wellacopia)

Goals:

- Gain insight on the experiences of having a chronic illness or condition
- Discover the needs and pain points of finding the right specialist/doctor
- What platform are users currently using? What has been working?

Discussion Guide - User Interview 1/2

Discussion Guide - For seekers with serious illness and have not used Wellacopia

My name is _____ I am a user experience design student from New York City. Thank you for taking your time to interview with us today, it will take about 15-20 minutes. I will be asking questions about your background and your health related experiences. We understand that this is a personal topic, please know that you can share as much or as little as you feel comfortable. Your insights are very valuable to us. This discussion is confident - your name and specific answer won't be used publicly so feel free to speak your mind. Is it okay if I recorded this interview?
Great. Lets get started.

About User

1. What is your first name, age and occupation?
2. We want to get to know you a little better. Can you tell us about yourself. What are you doing these days? What is keeping you busy, etc.
3. Tell us about your current condition.
    a. How did you find out that you have a chronic condition?
4. What are some of the struggles you face living with [condition]? Why?
5. What are some ways you deal with your struggles and health needs? What is the most helpful?
6. How do you explain your condition to people who might not understand? What is the most important part of your story you want to share?

Discussion Guide - User Interview 2/2

Seeking Specialists

1. What are you currently doing to take care of your health? Why?
    a. If so, what resources do you use to help you take care of yourself?
    b. What kind of specialist are you currently seeing or seeking at the moment?
2. Have you reached out to support groups online or in-person? If so, how helpful are these resources. In what ways can these resources be improved?
3. Are you currently using any services to help you find a specialist (i.e. Zocdoc)?
4. What is the hardest part about finding a specialist or doctor? Can you tell us about a time you found a doctor and it didn't work out as planned?
5. Can you take us thru your experience when seeking a specialist.
    a. When searching, what do you look for in a specialist? Why?
    b. How do you decide if that is the right doctor/specialist for you? Why? *(Ask about factors like insurance, personalities/traits of specialist, etc)*
    c. How do you provide your medical history to your doctor or specialist? How do you communicate your conditions and concerns?
    d. What can make this process easier?
6. In an ideal world, what would be the best way to find a specialist or doctor?
7. What are your thoughts on telemedicine?
8. Can you take us thru your experience when visiting a specialist.
    a. How often do you see a specialist?
9. Are there any other thoughts you would like to share?

USER INTERVIEWS

User Interviews - With Condition & Have Never Used Wellacopia

Seeker Interview Insights: Marianne R.

User: Marianne | 25 years old | Female | Digital Analyst
Condition: Adult Acne (she considers as chronic condition)
Symptoms: facial redness, tenderness, and scarring
Impact: Has lowered her self-esteem putting her thru emotional stress.
Specialist(s) seen: Dermatologist

Pull Quotes:
"I always look for reviews of experiences from patients of the [doctors and specialists]. I like looking at in-person visit reviews because I find a lot of accuracy about that particular doctor."
"Living with this condition forces me to keep a healthy lifestyle."

Likes
Likes doctors she can initially connect with.
Likes communicating in-person with doctor visits.

Dislikes
Rude doctors, long waitlists.

Pain-Point
Marianne has a hard time finding the perfect doctor because of timing. Most of the specialists she finds and feels will be the right doctor have a 2+ month waitlist.

Behaviors
Maintains a strict skin care routine everyday (prescribed by dermatologist - routine takes approximately 6-7 minutes)

Primarily prioritizes insurance first when looking for a doctor or specialists.

Secondary factor is getting personal reviews from past patients.

Needs
Shorter waitlist for appointments

Seeker Interview Insights: Anne

User: Anne| 26 years old | Female | Registered Nurse
Condition: Asthma, Food Allergies
Symptoms: Physical activity constraints, throat closing up, swelling, hives
Impact: Difficult to exercise, caution when eating out
Specialist(s) seen: Primary care, allergist

Pull Quotes:

You can tell if a doctor is not listening or they are pressed on time I only share personal information if I feel comfortable with the doctor.
"The receptionist, office cleanliness and if the equipment is updated is important."

Likes

I care about location.
I care about the closest appointment time.
I like saving time by filling out paper before the appointment

Dislikes

Doctors who don't listen.
Long waiting times.
Making an appointment with one doctor to find out she is seeing someone else.

Pain-Point

Finding a doctor who listens to your needs.

Behaviors

Uses ZocDoc because it's review based.
Fills out paperwork online to save time.
Searches doctors based on location and insurance.

Needs

I want a direct phone number of the practice to contact them directly if she has anymore questions.
Wants doctors who are friendly and spends enough time with you while making you comfortable.

Seeker Interview Insights: Andre Marie S.

User: Andre Marie | 26 years old | Female | Healthcare Administrator
Condition: Chronic Back Pain
Symptoms: Headaches, muscle stiffness, acute back pain
Impact: Caused by car accident, her chronic condition has changed her athletic lifestyle and routine.
Specialist(s) seen: Physical therapists, spiritual healer (similar to a reiki)

Pull Quotes:
"I love my [doctor]. He talks a lot, their office is nice and the patient experience is priority."

Likes
Likes doctors who communicate and try to connect with patients. More therapy options for her condition

Dislikes
Bad quality procedures and visits

Pain-Point
Andre Marie has a problem finding the right specialist that can enhance her overall experience: from her initial action of searching a specialist to her in-person visit to a doctor to the procedure conducted on her. .

Behaviors
Primarily prioritizes insurance first when looking for a doctor or specialists.

Secondary factor is location closest to her current home.

Needs
A specialist that can take her appointment with minimum wait time.

Administrator Interview Insights: Natalie H.

User: Natalie H. | 25 years old | Female | Administrative Assistant

Pull Quotes:
"The whole story is important to us. We are very very patient focused."

Likes
Likes to have direct contact with patients

Prefers receiving medical info in person

Dislikes
When patients do not want to fill out intake forms at the office

Pain-Point
Having to do manual intake forms.

Behaviors
Patient story: because they are a specialist office, patient's story is crucial to care

Uses 3rd party marketing online

Needs

Important information to her: Name, DOB, phone, who referred them, when was the last time they saw a dentist, are they in pain? If so, details about that pain. Do you have current x-rays that I can request from another office? Medical info, health history, privacy, credit card info, ID

Seeker Interview Insights: Nancy T.

User: Nancy T. | 60 years old | Female | Graphic Designer
Condition: Fibroid
Symptoms: Severe abdominal pain
Impact: Condition has changed her daily life- she has to stick to a strict diet
Specialist(s) seen: PCD, Gynocologist, sports doctor

Pull Quotes:
"The most important part is that the actual symptoms that I had were caused by the interaction of two diff systems in the body. We tend to go to a separate specialist for each system. Frustrating medical experience bc its not more holistic. The different specialties are not more coordinated. I had to figure it out myself."

Pain-Point
Nancy had to go to many different specialists to find out what her illness was.

Behaviors
Uses chatrooms to find additional information

Uses insurance company website

Needs
Wants to see education, credentials, insurance, location.

DISCUSSION GUIDE

Usability Testing of Existing Site - Beta A&B

Usability Test of Version A&B

Goals:

- Do users understand Wellacopia's services?
- Is the value of the product communicated?
- Measure ease of onboarding process (KPI)
- Measure site navigation
- Gain insight on the quality of matches provided for users / What do the users think about the matches provided?
- How do users feel about the anonymity of the platform?

Discussion Guide - Usability Test of Version A&B

Task Scenarios:

1) A friend has recommended Wellacopia and you want to check it out. What services do Wellacopia offer? Elaborate.
2) You have fibromyalgia and you want to find a specialist to help you. Go ahead and sign up. *time them* ask user to let you know before they submit
   a) Ask questions about the onboarding questions
   b) Was there anything confusing?
   c) Is there anything else you would like to see?
   d) What did you think about the onboarding process?
3) Go to your public profile, what are your thoughts about what you see?
4) Go to your private profile, what are your thoughts about what you see?
5) Choose a doctor of your liking and view their profile.
   a) Ask about avatar and specialist symbols.
   b) Is there anything here that you wish to see?
   c) Go back to your dashboard, what are you thoughts on the matches provided?
   d) How do you feel about anonymity (use of avatars) of the specialists?
6) You want to talk join a community discussion. Find the chat section.
   a) What do you expect to see in this section?
   b) Was there anything confusing?

USABILITY TEST: BETA A

Usability Interview Insights: Jennifer R. (Beta A)

User: Jennifer | 34 years old | Female

Onboarding (Registering)
Metrics: User took **10 min** to complete task.

Assumed the avatars are according to age range.
User is looking for more speciality categories.
User did not want to select a specific gender. Did not know how to move forward, so selected just to continue to the next steps.

Advanced Questions
User only answers a **6 of 20** questions.

Anonymous Specialists
Clicks on a specialist profile because user wants to find more information or name of specialist.

Felt the questions were redundant.

Pull Quote
Health is a serious matter and by making specialists anonymous, it trivializes the importance of the attention I am seeking."

Usability Interview Insights: William (Beta A)

User: William | 60 years old | Male | Business Manager

Onboarding (Registering)
Metrics:
User took **4 min** to complete task.

Understood what Wellacopia is.
"It is clear that they are matching people who are ill with a chronic illness with specialists who will treat that illness."
Found value in email verification.

Registration:
Did see value in registration process
" My take on this is that this is info that a medical professional would need to know but they are putting it in a nice human way which makes it less clinical"

Advanced Questions
User only answers **all** questions
Felt that questions about contact with specialist was relevant but not about doctors asking personal questions. He believes that is a given, in order to diagnose."
"Let them ask as many questions as they want. So that I can get the best care"

Anonymous Specialists
Doesn't find issue with anonymity
"I'm going to assume that there will be reviews eventually. That is extremely important. I don't care about the anonymity. I don't need to see a pic of them"

Usability Interview Insights: Anne (Beta A)

User: Anne | 26 years old | Female

Onboarding (Registering)
Metrics: User took **9 min** to complete task.

Missions Page
User felt that this page was hard to read, no visual hierarchy
"Holistic medical communities matching patients to doctors basically the goal is to find productive relationships that serve each other".

Onboarding
User preferred real names over usernames.
"It was annoying that my username can't be my name."

Matchmaking
User did not understand how advanced questions affect the matchmaking process.

Advanced Questions
User only answers a **6 of 20** questions.
User felt that there were too many questions.
"20 questions! That is a lot of questions…. There are too many questions it's really annoying that I have to keep clicking submit."

User felt that questions should be more specific to condition/illness.

Anonymous Specialists
User preferred to see real photos over avatars. User did not understand the meaning of symbols

User was concerned with when a specialist would answer her.
"It's not realistic to think that busy doctors would have time to answer in a timely manner."

Usability Interview Insights: Charles (Beta A)

User: Charles | 27 years old | Male

Onboarding (Registering)
Metrics: User took **10 min** to complete task.

Error Message
User wanted to know who Eva Lana.
"Who is Eva Lana?"

Matchmaking
User did not understand how advanced questions affect the matchmaking process.

Advanced Questions
User only answers a **5 of 20** questions.
User felt that there were too many questions.
User felt that questions should be more specific to condition/illness.
User did like the "submit" button after each response.
"I don't like how these questions are too general they don't provide much value to what my issue is."

Anonymous Specialists
User felt the specialist's profile was hard to understand.
"I need to know at first glance, what he does or what he teaches his credentials and how many years he's been in the practice."

User was concerned with when a specialist would answer her.
"How long will they take to answer me, I don't want to keep checking. There should be a note here that tells you an estimation of how long it would take for a response."

User wanted to know more about what it meant for a specialist to be verified.

User preferred real photo over avatar.
"I think a real picture be better because it's more personable. I feel like I can connect to the doctor if I can see a real picture."

USABILITY TEST RESULTS: BETA A

Usability Interview Insights: Beta A Results

Onboarding Process
Testers: 4 usability testers
Avg. Time: 8.25 minutes

Homepage:
4 out of 4 users understood Wellacopia to be a place where patients found specialists
1 out of 4 users understood the concept of matchmaking

Email Verification:
3 out of 4 users found value in email verification

Personal Avatar
2 out of 4 thought the avatar represented an age range
1 out of 4 users did not know which avatar was chosen

Location
2 out of 4 users wanted to see exact location of specialists

Personal Username:
1 out of 4 users wanted to user actual name

About Me
4 out of 4 users did not see value in filling out the "about me" section

Advanced Questions
3 out of 4 users did not see value in answering all the advanced questions
2 out of 4 users felt that the questions were repetitive
2 out of 4 users felt that the questions were irrelevant to their needs
3 out of 4 users did not like the "submit" button after each question was answered

Specialist Avatar Symbols
4 out of 4 users did not know the meaning of the symbols

Specialist Photo
3 out of 4 users preferred to see real photo of specialist

Usability Interview Insights: Beta A Results

Overall Insights:

1) Wellacopia's matchmaking service is not being communicated effectively.
2) Users are confused about what the avatars represent for their personal profile.
3) Users want to see an exact location of the specialist.
4) Users did not see value in filling out the "About Me" section of the registration process.
5) Users did not see value in answering the advanced questions and how it would affect their matches.
6) Uses want advanced questions to be more relevant to their needs.
7) Users want the answering of advanced questions to be more streamlined.
8) Users did not know the meaning of the specialist symbols.
9) Users prefer to see a real photo of the specialist over an avatar.

USABILITY TEST: BETA B

Usability Interview Insights: Andre Marie S. (Beta B)

User: Andre Marie S. | 26 years old | Female | Health Care Administrator

Onboarding (Registering)
Metrics:
User took **11 min 20 sec** to complete task.

User said Wellacopia is a "place where patients find doctors."
Found value in email verification.
Preferred to see real names over usernames.

Registration:
Did not see value in filling out registration before seeing what doctors are available.
"I don't think there is a point to go through this whole process when I don't even know what Wellacopia has to offer. Maybe when I choose a specialist and appointment all this information would be necessary"

Advanced Questions
User only answers a **5 of 20** questions.
Felt that there were too many questions and did not understand how it related to the matchmaking process.
"I'll start answering once I don't like my matches."

Anonymous Specialists
Preferred profiles with real pictures.
"I feel like they should have real pictures here this doesn't feel real this does not look professional and everyone looks the same."

Usability Interview Insights: Nancy T. (Beta B)

User: Nancy T. | 60 years old | Female | Graphic Designer

Onboarding (Registering)
Metrics: User took **13 min** to complete task.

User said Wellacopia "does something to make you well. But it could be anything-herbs, acupuncture. It sounds like the name of it has kind of a new-age sound to it."
Preferred to see real names over usernames.

Registration:
Thinks that it is good for people to write descriptions

Doesn't like the choices of "what are you looking for in a specialist". She wants knowledgeable.

Advanced Questions
Answered **all** questions
Understood how questions related to matchmaking process

Anonymous Specialists
Preferred profiles with real pictures. She wants it to say the field of the doctor on the dashboard page.
"I want to see the faces of the doctors.'

Usability Interview Insights: Nick T. (Beta B)

User: Nick | 25 years old | Male | Student

Onboarding (Registering)
Metrics:
User took **11 min 30 sec** to complete task.

User was confused why he had to choose an avatar.

User did not want to choose from the list of drop down words, wanted to type in own words. Forgets what the question was when searching for words on the dropdown.

Advance Questions
User does not complete advanced questions.

He questions why he did not answer the advanced questions during the onboarding questions.

Anonymous Specialists
User is not comfortable with specialists being anonymous.

User thinks it does not invoke sense of security

Speed Usability Test (Existing Beta B) - Cait

Onboarding Overall
Avg. Time - 7 min 50 sec (uninterrupted usability)

Personal Information Insight
User dislikes not being able to use real name in password
User wants text verification

About You
Dislikes 5 adjectives
User is confused about general idea of site.

My Ideal Specialist: Type of Specialist
User dislikes having to type 50 characters

Dashboard & Matches
Feels that questions about specific illness and symptoms led to her matches

Telemedicine

User thinks that telemedicine is good for small and recurring illnesses but not for new or serious illnesses.

Follow up:

"I didn't really get the whole idea. It should say on the startup page what it's all about. Are we meeting in person or just on here? What is it all about? It doesn't look credible at all. Don't put in insurance and financial info. It's all really idealist."

Speed Usability Test (Existing Beta B) - Richie

Onboarding (including Advanced Questions) Overall
Avg. Time - 11 min 30 seco

Type of Specialist
Confused about "category" of specialist - "If I have chronic pain and I need a physical therapist I would think it's under the category of "Rehabilitation / Bodywork" and not a "Medical Professional.""

Approach To Care
Felt the font was too big but saw value in it for people who have a hard time reading small text

USABILITY TEST RESULTS: BETA B

Usability Interview Insights: Beta B Results

Registration Process

|	
Testers:	**3** usability testers
Avg. Time:	**12.50** minutes
Email Verification:	**2 of 3** users found value in email verification.
Username:	**3 of 3** users prefer real name over username
About Me:	**2 of 3** users did not find value in filling out "about me" during registration
Advanced Questions:	**2 of 3** users did not complete advanced questions
Matchmaking Process:	**2 of 3** wanted to see actual photo of doctor
Location:	**2 of 3** wants exact location/address of specialist
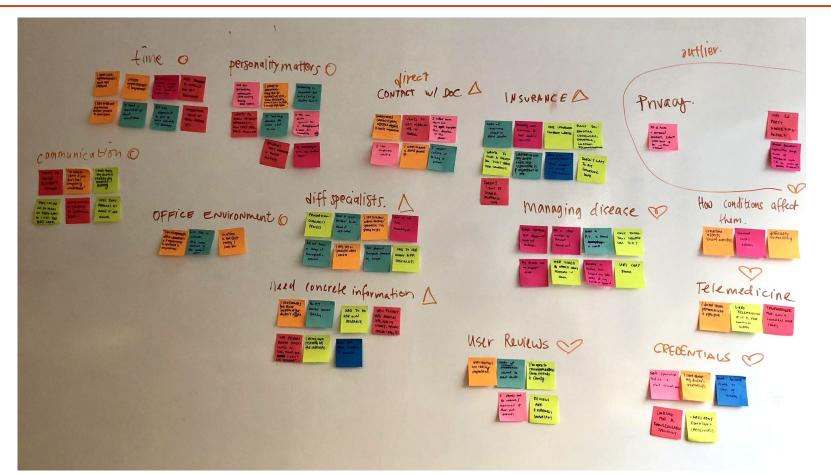
Overall Insights:

1. Users found registration (onboarding) steps too wordy.
2. Users found some of the steps to be irrelevant for registration (onboarding).
3. Users want more information about doctors/specialist on dashboard.
4. Users wanted to see real photo of specialists.
5. Users did not want to answer all 20 advanced question.
6. Users felt questions answered did not find the compatible specialists.
7. Users felt there were too many matches.

RESEARCH SYNTHESIS

Affinity Mapping

Affinity Mapping - Insights

Time - Seekers care about their time when it comes to making appointments.

Communication - Seekers want specialists to be diligent in knowing about their individual condition.

Personality Matters - Seekers want their specialists to have a good personality.

Office Environment - Seekers are attentive to the office environment.

Contacting Doctor - Seekers like to have direct in-person communication with their specialist.

Insurance - Insurance is an important factor when it comes to finding a specialist.

Different Specialists - Seekers often have to see multiple specialists.

Need Concrete Information - Seekers like to have concrete information about their specialist and their practice

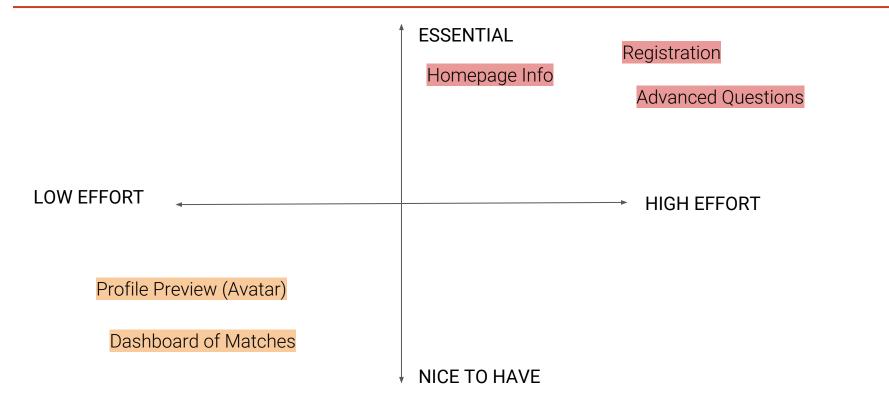**Managing Disease -** Seekers have their own ways in which they manage their illness or condition.

User Reviews - Seekers heavily depend on user reviews when finding a specialist

How Conditions Affect Them - A seeker's condition impacts the mental, physical, and emotional aspects of their life.

FEATURE PRIORITIZATION

Feature Prioritization

ESSENTIAL

Registration

Homepage Info

Advanced Questions

LOW EFFORT ←————————————————→ HIGH EFFORT

Profile Preview (Avatar)

Dashboard of Matches

NICE TO HAVE

USER PERSONA

Kate Chapman, 35

"**Finding the right specialist is harder than you think!**"

Kate is a marketing manager suffering from chronic back pain after a minor car accident. She has seen many specialists and tried a wide range of treatment options. She just moved to New York City and needs a new specialist.

Behaviors:
- Reads reviews about specialists before booking an appointment
- Searches for specialists according to what insurance is accepted

Goals:
Find a knowledgeable specialist who is diligent about understanding her condition while providing direct communication.

Pain Points:
- Finding a specialist who listens to her individual condition

Needs:
- Specialist with compatible personality
- Specialist who cares to connect with patients
- Information about possible specialists

USER JOURNEY

KATE'S USER JOURNEY

Finding a new specialist Using Wellacopia's Current Website

RESEARCH	DISCOVERY	ONBOARDING			INTERACTION	DISENGAGEMENT

THOUGHTS

"It's so hard to find the right specialist. I need someone that I can really connect with."

I hope this website can help me with my search!"

"I think this website connects patients with doctors...there is something here about matchmaking but I'm not sure."

"Does filling out this "about me" section affect my matches?

"20 more questions?! I thought I answered all the questions I need... These question don't even seem relevant to my condition."

"So these are my matches...? where are these specialists located? What do these symbols next to their avatar pictures mean?"

"I don't think I want to spend more time on this website. Maybe I'll look over my matches again later..."

BEHAVIORS

Kate needs a new specialist, she searches the internet with no luck.

A family friend recommends Wellacopia, Kate decides to check it out.

Kate doesn't quite understand what Wellacopia has to offer but decides to register anyway.

Kate isn't sure why she has to fill out an "about me" section at this point but continues with the process.

Kate is brought to dashboard and notices that she needs to answer more "advanced questions"

Kate scrolls through her matches but is confused because she doesn't know where they are located and what their avatar symbols mean.

Kate decides to take a break from her search for a new specialist

OPPORTUNITIES

Provide platform to find specialists.

Clarify Wellacopia's services on the homepage.

Streamline Wellacopia's onboarding process.

Integrate advanced questions into initial onboarding steps.

Clarify the information being displayed. Add location of specialists.

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PROBLEM STATEMENT #2

Problem Statement #2

Wellacopia is an online platform that personalizes the matchmaking process between patients with chronic conditions with specialists and doctors. However, current users are not maximizing Wellacopia's services. We know this to be true because current users are not answering the matchmaking questions.

How might we streamline the onboarding process so that more users will engage in Wellacopia's matchmaking service?

HYPOTHESIS #2

Hypothesis #2

We believe that we can streamline the onboarding process by
- Removing sections that do not directly affect the matching making process (i.e. fill ins such as "about me" and "seeker story")
- Integrating the advanced questions into the registration process

Users can choose to build out their profile further once they've registered. Ultimately, we want the user to experience the matchmaking service to its fullest potential by answering questions that contribute to their matches. Users' input directly affect the quality of their matches thus promotes better healthcare relationships and better healthcare outcomes.
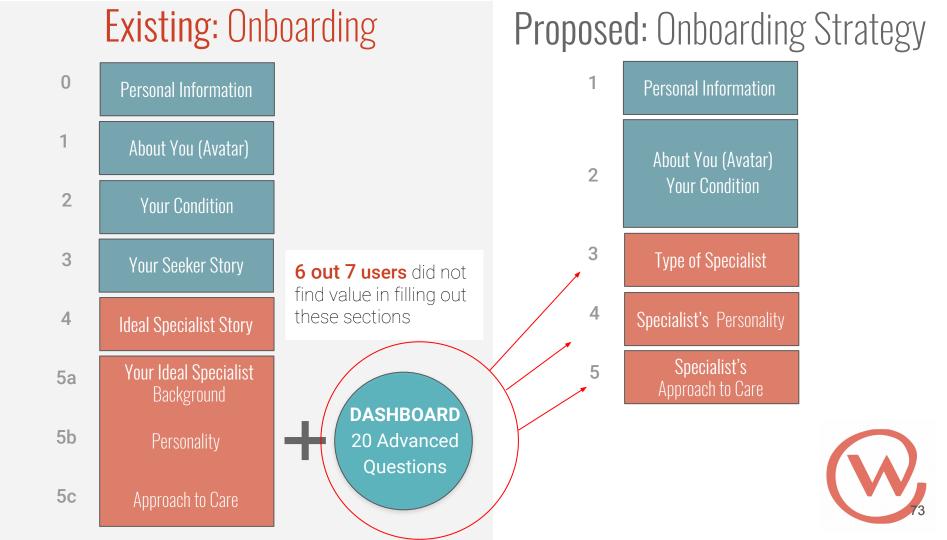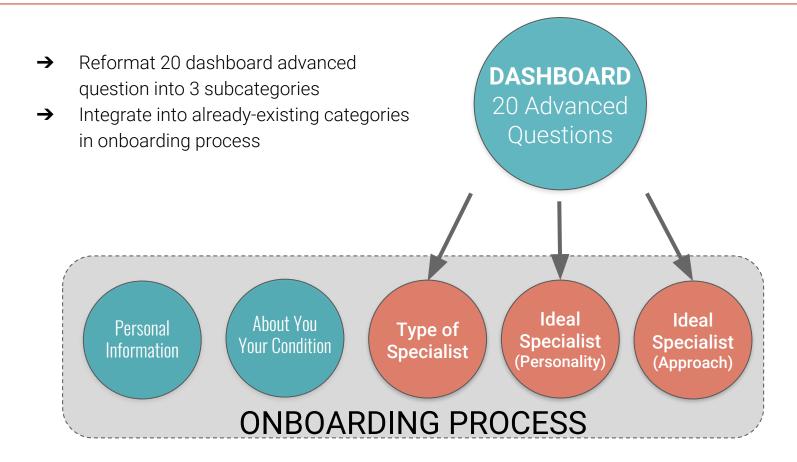
Proposed Solution Strategy

Proposed Solution Strategy

The current onboarding process is essentially 6 steps with an addition of 20 advanced questions that users must answering when they get to the dashboard. Our solution to condensed the onboarding process into 5 main steps. We will categorized the 20 advanced questions and integrate them into our 5 step process. We will also removed fill in sections such as "my seeker story" and "ideal specialist story."

Existing: Onboarding

0 — Personal Information

1 — About You (Avatar)

2 — Your Condition

3 — Your Seeker Story

4 — Ideal Specialist Story

5a — Your Ideal Specialist Background

5b — Personality

5c — Approach to Care

6 out 7 users did not find value in filling out these sections

+ **DASHBOARD** 20 Advanced Questions

Proposed: Onboarding Strategy

1 — Personal Information

2 — About You (Avatar) Your Condition

3 — Type of Specialist

4 — Specialist's Personality

5 — Specialist's Approach to Care

Proposed Solution Strategy: Advanced Questions

➔ Reformat 20 dashboard advanced question into 3 subcategories

➔ Integrate into already-existing categories in onboarding process

DASHBOARD
20 Advanced Questions

Personal Information

About You Your Condition

Type of Specialist

Ideal Specialist (Personality)

Ideal Specialist (Approach)

ONBOARDING PROCESS

Proposed Solution Strategy

Removing sections from the onboarding process that do not directly affect the matchmaking process. (i.e. fill ins such as "about me" and "seeker story"}
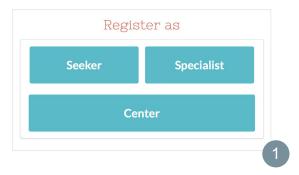
Your Seeker Story

Ideal Specialist Story

User Profile

Users can choose to build out their profile further once they've registered. Ultimately, we want the user to experience the matchmaking service to its fullest potential by **answering questions that contribute to their matches.** Users' input directly affect the quality of their matches thus promotes **better healthcare relationships and better healthcare outcomes.**

EXISTING ONBOARDING PROCESS

Current Onboarding Process - Beta A

Currently - 6 steps

Register as

Seeker | Specialist

Center

1

Personal Information

First Name | Last Name
Username | Email
Password | Confirm Password

Select gender

Date of birth | Select Month | Select Day | Select Year

Select country...

By clicking Finish, you have read and agree to our Privacy & Disclaimer and our Cookies policy.

Finish

2

User is asked to specify what role they play in the Wellacopia process. Are they seeking care or providing it?

The second step of the process asks the seeker to input some basic personal information so that they can be registered for WC's services.

Current Onboarding Process - Beta A

Currently - 6 steps

Seekers start off the registration process by choosing an avatar and writing a bit about themselves.

The seeker is then prompted to input more detailed information such as their illness, symptoms, and the reason for joining.
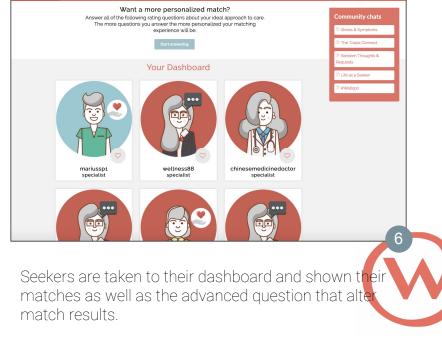
Current Onboarding Process - Beta A

Currently - 6 steps

In order to find you the best possible matches we need to learn more about you & what you're looking for.

Seeker Statement

Your preferences help us find the best matches – this can always be updated later!

I am a seeker looking for a select gender ▾ specialist that lives select lives ▾ of my location.

Previous | Finish

FAQ   Privacy & Disclaimer   Specialists Standards   Press Kit

New York City   646 - 883 - 3022   contact@wellacopia.com

5

Want a more personalized match?
Answer all of the following rating questions about your ideal approach to care.
The more questions you answer the more personalized your matching experience will be.

Start answering

Your Dashboard

mariussp1
specialist

wellness88
specialist

chinesemedicinedoctor
specialist

Community chats
Illness & Symptoms
The 'Copia Connect
Random Thoughts & Requests
Life as a Seeker
#Wellspo

6

Seekers are asked to choose the preferred gender of their specialist and how far they are willing to go to for their visit.

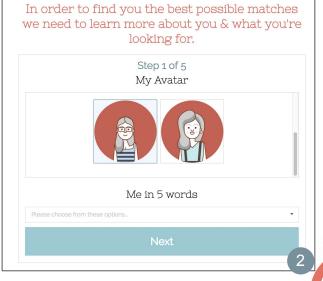Seekers are taken to their dashboard and shown their matches as well as the advanced question that alter match results.

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Current Onboarding Process - Beta B
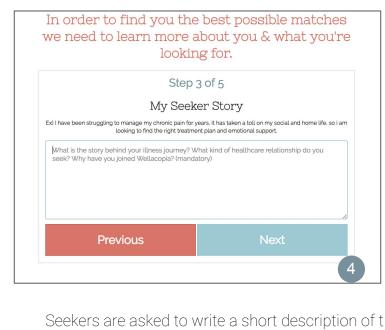
Currently - 6 steps

1

Seekers are asked to input some personal information-Name, email, gender, DOB, country, etc. and are prompted to create a password.

2

Seekers are prompted to choose an avatar and select 5 descriptive words about their personalities.

Current Onboarding Process - Beta B

Currently - 7 steps

In order to find you the best possible matches we need to learn more about you & what you're looking for.

Step 2 of 5

Questions

Please answer honestly in order to receive the best matches

My Illness

Select one

Option not listed. Please specify the illness

My Primary Symptoms

Please choose 1 to 3 from the options below..

Option not listed. Please specify the symptoms

Years with my illness

Select

Previous | Next

3

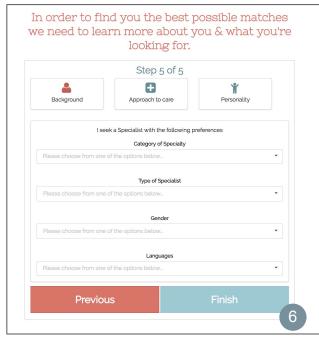Seekers are asked to choose their illness, symptoms, and years with their illness.

In order to find you the best possible matches we need to learn more about you & what you're looking for.

Step 3 of 5

My Seeker Story

Ex) I have been struggling to manage my chronic pain for years, it has taken a toll on my social and home life, so i am looking to find the right treatment plan and emotional support.

What is the story behind your illness journey? What kind of healthcare relationship do you seek? Why have you joined Wellacopia? (mandatory)

Previous | Next

4

Seekers are asked to write a short description of their story. (i.e. how their illness has affected their lives, what they are looking for)

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Current Onboarding Process - Beta B

Currently - 7 steps

Step 4 of 5
My Ideal Specialist

Describe your ideal Specialist – What do they do for you? How do they talk to you? What kind of treatment do they give you? Etc.

Previous | Next

5

In order to find you the best possible matches we need to learn more about you & what you're looking for.

Step 5 of 5

Background | Approach to care | Personality

I seek a Specialist with the following preferences

Category of Specialty

Please choose from one of the options below...

Type of Specialist

Please choose from one of the options below...

Gender

Please choose from one of the options below...

Languages

Please choose from one of the options below...

Previous | Finish

6

Seekers are asked to write a short description of their ideal specialist.

Seekers are asked more in-depth about their ideal specialist- background, approach to care, and personality.

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DESIGN STUDIO

Design Studio

Round 1:

Onboarding

Each member brainstormed ideas on how to streamline the onboarding process.

Round 2:

Onboarding- Second Iteration

Team members iterated on their ideas and integrated ideas of others from previous round.

After these rounds, we merged our ideas into a broad outline to follow for Round 3.

Progress Bar

1. Personal Information + Insurance
2. 2. Avatar Screen/ Illness, Symptoms
3. Type of Specialist
4. My idea Specialist (2)
   Submit

Design Studio
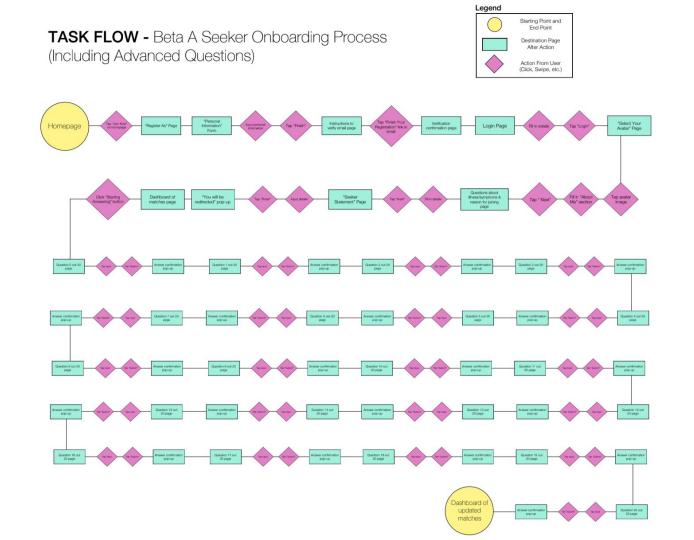
Round 3:

Wireframing/ Advanced Questions Integration

Each member drew out onboarding screens using ideas from round 1 and 2

After discussing each set of wireframes, we merged our ideas into a final wireframe sketch for our prototype.

TASK FLOWS - Existing Site

TASK FLOW - Beta A Seeker Onboarding Process
(Including Advanced Questions)

Legend
- Starting Point and End Point
- Destination Page After Action
- Action From User (Click, Swipe, etc.)

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TASK FLOW - Beta B ONBOARDING PROCESS
(Including Advanced Questions)
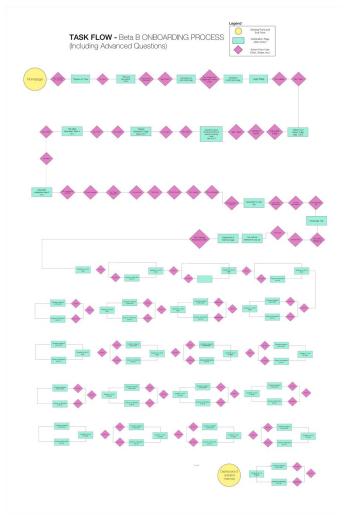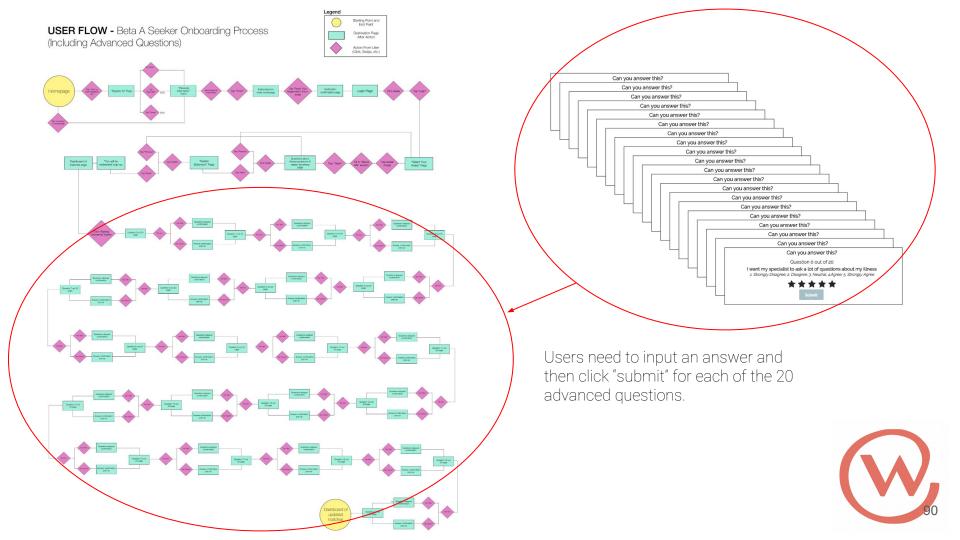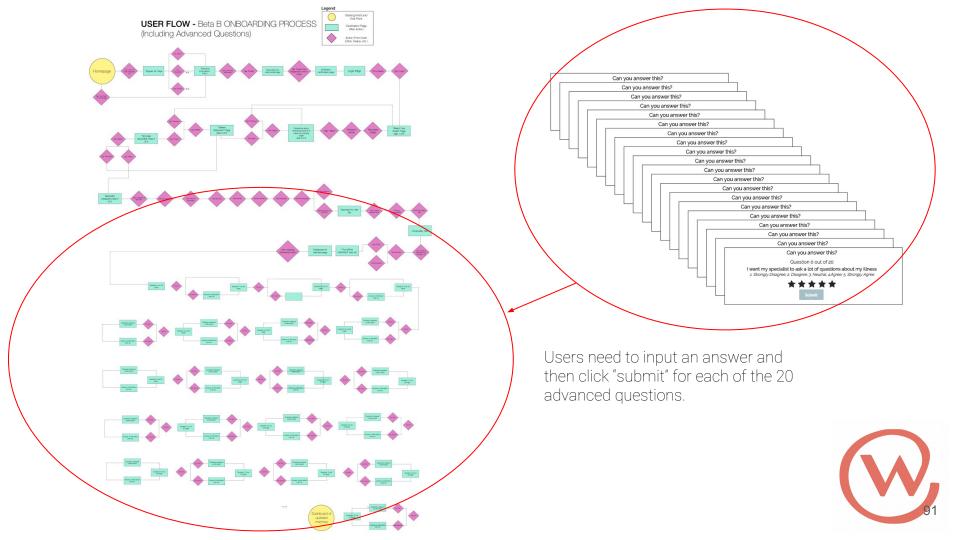
USER FLOWS - Existing Site

USER FLOW - Beta A Seeker Onboarding Process
(Including Advanced Questions)

Legend
- Starting Point and End Point
- Destination Page After Action
- Action From User (Click, Swipe, etc.)

Can you answer this?

Question 0 out of 20
I want my specialist to ask a lot of questions about my illness
1. Strongly Disagree; 2. Disagree; 3. Neutral; 4.Agree; 5. Strongly Agree

Submit

Users need to input an answer and then click "submit" for each of the 20 advanced questions.

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USER FLOW - Beta B ONBOARDING PROCESS
(Including Advanced Questions)

Legend

- Starting Point and End Point
- Destination Page After Action
- Action From User (Click, Swipe, etc.)

Can you answer this?
Can you answer this?
Can you answer this?
Can you answer this?
Can you answer this?
Can you answer this?
Can you answer this?
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Can you answer this?

Question 0 out of 20
I want my specialist to ask a lot of questions about my illness
1. Strongly Disagree; 2. Disagree; 3. Neutral; 4.Agree; 5. Strongly Agree

★ ★ ★ ★ ★

Submit

Users need to input an answer and then click "submit" for each of the 20 advanced questions.

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USABILITY TESTING DISCUSSION GUIDE
Prototype 1 - Low Fidelity

Usability Testing Discussion - Prototype 1

Goals:

- Overall feedback on the updated design
- Measure ease of registration process (Time)
- Measure clarity of Wellacopia's overall concept
- Measure perceived value of onboarding questions
- Discover users' view on telemedicine

Usability Testing Discussion - Prototype 1

You are Kate, a marketing manager suffering from chronic back pain after a minor car accident. You are diligent on finding the right specialist for you and you care about your specialist's personality.

Time User For Task 1

Task Scenarios:

1) You want to find a new specialist. Create a Wellacopia account and complete the registration process.
   Category of Specialist - medical professional | Type - Physical Therapist
   a) For each question - Do you find these questions valuable in finding the right specialist?
   b) What other questions do you think is relevant to finding the right specialist?
   c) Can you rate your experience with the onboarding process from 0-5? Why?

2) View your dashboard and review your matches. Tell us what you see and what you would like to do from this point on if you were Kate.
   a) What do you think of your matches?
   b) Is there any other information you would like to see?
   c) Can you rate the quality of your matches (0-5)? Why?

3) What are you thoughts on telemedicine? What is your preferred communication method with your specialist (i.e. phone, chat, email, other)?
   Telemedicine provides remote care via chat, phone or video calls. Practitioners are able to provide most services without an in person visit. Telemedicine is used for follow up visits, medication management, continued care of chronic illnesses and conditions.

4) Follow-up questions:
   a) What do you want to do next?
   b) Was there anything unexpected that you encountered?
   c) Was there anything that you were confused about?

PROTOTYPE 1 (Low Fidelity)
Annotations

Prototype 1

- Reduced 6 steps (Beta B) to 5 steps
- Removed fill in content sections (i.e. "about me", "seeker story)
- Integrated advanced questions into onboarding process

1 Progress bar is added so that seekers can view where they are in registration process. This allows them to see the overall process and have an idea of how long it will take.

2 Seekers can set a range of how far they are willing to go to see a specialist

3 Insurance information drop-down added. Users we tested were concerned about their insurance information and how it would affect their matches.

4 Seekers can use their real names for their profile. Last name will be an initial. Users preferred real names over usernames.

Prototype 1

1. Seekers are given the option of finding out more information about avatars. This is an opportunity for the site to be transparent about the reasons for anonymity. Research showed the users were confused about what the avatars represented on their personal profiles.

2. User is asked to find their condition from drop-down menu

3. A list of symptoms populates according to illness/condition selected. User can select as many from the options provided. Research showed that users preferred to choose from a list of options than to answer open-ended questions in the onboarding process.

4. User now has option to opt out of choosing an avatar. We saw that users did not identify with the choices available from usability testing.

Prototype 1

1. **My Ideal Specialist** is a 3 part process divided into: Type of Specialist, Personality, and Approach to care.

2. Type of specialist is separated into 4 drop-down sections: specialist category, specialist type, specialist gender, and language.

3. Advanced questions regarding type of specialist are included in this section. This is to allow users to answer questions that directly affect their matches early on in the process. Research showed the users wanted the advanced questions process to be more streamlined.

Prototype 1
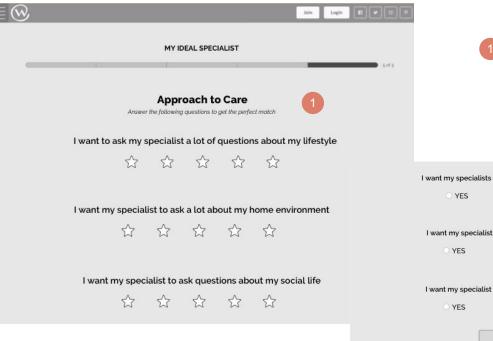
Personality of specialist is a simple step asking users to click on their preferred traits.

Advanced questions relating to personality of specialist

Usability Testing Annotations - Prototype 1
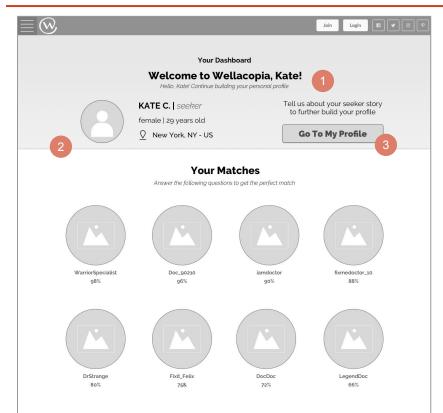
Approach to Care consists of advanced questions so that seekers can finish off their process with questions that directly relate to their matching outcomes.

Prototype 1

1 Dashboard welcome message allows seekers to know where they are situated within the site.

2 Profile Preview allows seeker to see a bit of her profile before entering it. This helps seeker understand that this section of the site is now completely personalized.

3 Profile Prompt allow seeker to visit her full public profile and continue to build it out (i.e. add seeker story, about me sections)

USABILITY TESTING RESULTS
Prototype 1 (Low Fidelity)

Usability Test - Prototype 1 Insights - Alex

Onboarding Overall: 3/5

Personal Information Insight
UI User thinks there needs to be more spacing in between fields.
User likes the progress bar to indicate what she is expected to fill out.

About You
User does not feel avatar is needed; user would rather have a photo of themselves.

My Ideal Specialist: Type of Specialist
(Questions) User feels she does not need to know the duration of session with specialist.
(Questions) Feels 'free consultation' is not needed but more of a bonus question.

My Ideal Specialist: Personality
User has a particular preference with personality - selects personalities that are catering to what she needs in an appointment. (i.e. selects analytical and serious. Does not care for humor) .

My Ideal Specialist: Approach to Care
Calling or emailing questions feels are too vague.
Does not like questions about social life or home environment - Not important to her condition.
User like rating with the stars.

Dashboard & Matches

User feels usernames lose her sense of trust in the match process and the specialists

Telemedicine

User does not like telemedicine - thinks it more therapy than getting a clear diagnosis when going to the doctor.

Usability Test - Prototype 1 Insights- Bryna

Onboarding Rating - 3/5

Personal Information
Like progress bar
Wanted more consistency for the visual elements of the form
Confused whether distance range was a dropdown or not

About You
Wants more information why Wellacopia uses an avatar
Wants more information about avatar expectations on homepage
Likes having option to not choose an avatar

My Ideal Specialist: Type of Specialist
Wants to look for multiple specialists
Questions regarding forms of contact should consolidated
Feels that the length of session depends on specialist type
Likes rating system
Wants an option to input other needs

My Ideal Specialist: Personality
Wants questions about type of specialist on the same page as questions about personality
Did not understand question personality page

My Ideal Specialist: Approach to Care
Thought questions were similar to questions about "type of specialist."
Did not like questions that had to do with lifestyle, social life and life at home.

Dashboard
Prefers real names and real pictures for specialists
Wants to know how specialists are evaluated
Like the match percentages
Trusts the matches
Does not trust the doctors

Pull Quotes
"It's weird because I take health issues very seriously and the avatar diminishes the seriousness."
"Doctors are so clinical they just want to give you the clinical it's nice to discuss the personality type."
Question about lifestyle - "I personally don't that opens a can of worms I feel like this can get me more worried."
"They are doctors, they should have nothing to hide. Maybe I can look them up somewhere to be sure they are legitimate I may match with them but they might end up being a horrible doctor."

Usability Test - Prototype 1 Insights- Jennifer

Pull Quotes
"It feels a lot shorter. It seems like a lot of questions were taken out compared to the last one I tested"
"I would use if for a follow up or prescription refill as long as you don't have a serious physical condition. Overall no brainer type issues like allergies and common colds is fine."

Personal Information
Liked knowing Wellacopia is HIPAA compliant
Liked inputting location range

About You
Found symptoms valuable if they were related to condition selected

My Ideal Specialist: Type of Specialist
Found value in answering questions about contact
Felt questions about form of contact can be consolidated
Wanted questions to be related to chosen specialist/condition
Felt question #7 was not relevant

My Ideal Specialist: Personality
Wanted "empathetic" as a choice
Wanted "active listener" as a choice
Felt conversation and talk therapy are 2 different things

Onboarding Rating 3/5

My Ideal Specialist: Approach to Care
Felt that there were too many questions
Liked lifestyle questions
Did not like social life and home life questions
Felt questions #5 was something a doctor should do anyway
Felt that doctors should want medical history
Felt that doctors should do research regardless

Dashboard
Preferred real names of specialists over username
Preferred real pictures of specialist over avatar
Thought that she can make an appointment through Wellacopia

Overall Questions
Felt questions were too many questions
Felt questions were redundant

Telemedicine
"I would use if for a follow up or prescription refill as long as you don't have a serious physical condition. Overall no brainer type issues like allergies and common colds is fine."

Usability Test - Prototype 1 Insights- Nick

Personal Information Insight
User likes top progress bar
User wants to be shown password strength

About You
User doesn't want to choose an avatar
User wants to know how those symptoms appeared
even if he has not filled out his illness yet.
Wants a field form to input more information about his medical history

My Ideal Specialist: Type of Specialist
User wants more information about how to choose type of specialist
Felt there were too many questions for onboarding process
Wants tracking bar for questions
Wanted questions to be related to previously answered questions
Doesn't like star rating system

My Ideal Specialist: Personality
Wants description on personality page

My Ideal Specialist: Approach to Care
User does not like repetitive advanced questions.
Prefers the Yes, no, N/A format over rating
Wants consistency in answer format

Dashboard
Wants to know the factors that affected the match percentage
User wants to know if he has more matches than what is
displayed.

Telemedicine
User had not previously heard of telemedicine but does not
think it is useful because it removes human interaction

Overall
Wants overview of how many questions need to be answered

Speed Usability Test (Prototype 1) - Shuhan

Onboarding Overall
Avg. Time - 4 min 17 secs

Personal Information Insight
User thinks all information is needed to find doctor.

About You
User wants to be able to pick out own symptoms
User selects 'I don't want an Avatar'

My Ideal Specialist: Type of Specialist
User thinks there are too many "survey-like" questions

My Ideal Specialist: Personality
User thinks given question is not necessary for personality.

My Ideal Specialist: Approach to Care
User thinks the questions are too many questions on the page.

Dashboard & Matches
User feels usernames make the specialist lose credibility – it makes her questions their trust.
Wants to location

Telemedicine
User does not know what Telemedicine is.
Upon telling user, she feels she needs to see the doctor to get an accurate diagnosis on her condition.

My Profile
User feels THIS is her profile page - user is confused about why she has to click on **'Go to Profile'.**

Pull Quote:
On Onboarding: "I think there are too many questions; I understand they want me to get the best fit, I just don't remember how I can get the best fit with all of these questions."

Speed Usability Test (Prototype 1) - Ramon

Onboarding Overall

Avg. Time - 6 min 44 secs (uninterrupted usability)

My Ideal Specialist: Type of Specialist

User thinks this feels like a filter but is confused why he is rating each question

My Ideal Specialist: Personality

"I find it weird that I am doing these personality questions about specialist"

My Ideal Specialist: Approach to Care

Feels like advanced questions should be one-on-one, not on site

Dashboard & Matches

I appreciate the percentages. I would choose the highest percentage. It feels like a dating website.

Wants to see location of specialist. But assumes that it would be listen on specialist profile page.

Telemedicine

Doesn't know what it is. Once explained:I think that's a good idea if I am bed bound. Or I know there are some cases that I am not bed bound but I can't go down the stairs. So that would work

Speed Usability Test (Prototype 1) - Tina

Onboarding Overall

Avg. Time - 5 min 20 sec (uninterrupted usability)

Type of Specialist
Confused about "category" of specialist - "If I have chronic pain and I need a physical therapist I would think it's under the category of "Rehabilitation / Bodywork" and not a "Medical Professional.""

Approach To Care
Felt the font was too big but saw value in it for people who have a hard time reading small text

Usability Testing Results (Prototype 1) - 1/3

Personal Information Insight

Formatting
- User thinks there needs to be more spacing in between fields.
- Wanted more consistency for the visual elements of the form
- User likes the progress bar to indicate what she is expected to fill out
- Confused whether distance range was a dropdown or not

Input
- User dislikes not being able to use real name in password
- Liked inputting location range

Content
- User wants to be shown password strength
- User wants text verification instead

About You

Avatar
- 2 User do not feel avatar is needed; user would rather have a photo of themselves
- Wants more information why Wellacopia uses an avatar
- Wants more information about avatar expectations on homepage
- Likes having option to not choose an avatar

Content
- User thinks all information is needed to find doctor.
- Liked knowing Wellacopia is HIPAA compliant
- User wants to know how those symptoms appeared even if he has not filled out his illness yet.
- Wants a field form to input more information about his medical history

Progress Bar
- 2 Users liked progress bar

Usability Testing Results (Prototype 1) - 2/3

My Ideal Specialist: Type of Specialist

Question Format
Wants to look for multiple specialists
Wants an option to input other needs
Feels that the length of session depends on specialist type
User feels she does not need to know the duration of session with specialist.
Feels 'free consultation' is not needed but more of a bonus question.
2 Liked rating system
1 Disliked rating system
Found value in answering questions about contact
Questions regarding forms of contact should consolidated
Felt questions about form of contact can be consolidated
Wanted questions to be related to chosen specialist/condition
Felt question #7 was not relevant (I want my specialist to offer more than one service…)

My Ideal Specialist: Personality
User has a particular preference with personality - selects personalities that are catering to what she needs in an appointment. (i.e. selects analytical and serious. Does not care for humor) .
Wants questions about type of specialist on the same page as questions about personality
3 Did not understand question personality page
Wanted "empathetic" as a choice
Wanted "active listener" as a choice
Wants description on personality page
1 User did not want to fill out personality page

Usability Testing Results (Prototype 1) - 3/3

My Ideal Specialist: Approach to Care

3 Felt that there were too many questions

1 Liked lifestyle questions

3 Did not like social life and home life questions

Felt questions #5 was something a doctor should do anyway (provide personal regime)

Felt that doctors should want medical history

Felt that doctors should do research regardless

2 Felt that "approach to care" questions were too similar to "type of specialist" questions

2 Wants consistency in answer format

Feels like advanced questions should be one-on-one, not on site

Felt the font was too big but saw value in it for people who have a hard time reading small text

Dashboard & Matches

5 Prefers real names and real pictures for specialists

Wants to know how specialists are evaluated

2 Like the match percentages

2 Trusts the matches

Does not trust the doctors

Thought that she can make an appointment through Wellacopia

Wants to see location of specialist. But assumes that it would be listed on specialist profile page.

Telemedicine

User does not like telemedicine - thinks it more therapy than getting a clear diagnosis when going to the doctor.

Changes to Prototype 1 (going into Prototype 2)

Homepage
Added "Find Out More" call to action that links to mission page

Your Personal Info
Clarified the progress bar
Added the username form field and information pop ups
Added country form field
Built out location radius formfield

About You
Built out avatar info pop up
Hid symptoms (Fill out 'My conditions' first)

My Ideal Specialist: Type of Specialist
Added instructional copy to top of form
Removed section divider
Add instructions to questions
Revise visual hierarchy
Consolidated category and type to a drop down.
Removed questions according to feedback.
Rearrange placement (too vertical) of questions.

My Ideal Specialist: Personality
Added pre-screening questions.(Ability to skip)
Added attentive and empathetic
Added instructional copy

My Ideal Specialist: Approach to care
Change overall format of questions and placement.
Change the rating system.
Stars to bubbles.

Dashboard
Add realnames to doctor .
Add location/radius to matches

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USABILITY TESTING DISCUSSION GUIDE
Prototype 2 - Mid Fidelity

Usability Testing Discussion - Prototype 2 (Mid Fidelity)

Goals:
- Overall feedback on the updated design
- Measure ease of registration process (Time)
- Measure clarity of Wellacopia's overall concept
- Measure perceived value of onboarding questions
- What do users expect to see for their avatars?

Usability Testing Discussion - Prototype 2 (Mid Fidelity)

You are Kate, a marketing manager suffering from chronic back pain after a minor car accident. You are diligent on finding the right specialist for you. A friend has told you about Wellacopia and how it matches you with specialists, almost like a dating site.
Kate is looking for a physical therapist

Task #1
1)   Browse the homepage and create a Wellacopia account.
      Category of Specialist - medical professional
      Type - Physical Therapist
      a)   For each question - Do you find these questions valuable in finding the right specialist?
      b)   What other questions do you think is relevant to finding the right specialist?
      c)   What do you expect to see for your avatar choices?
      d)   Can you rate your experience with the onboarding process from 0-5? Why?
Task #2
View your dashboard and review your matches. Tell us what you see and what you would like to do from this point on if you were Kate.
      a)   What do you think of your matches?
      b)   Is there any other information you would like to see?
      c)   Do you trust your matches? Do you feel confident that you will find a specialist? Why?
      d)   Can you rate the quality of your matches (0-5)? Why?
Follow-Up Questions
      a)   If you were Kate, what else would you want to do from this page? What else do you think you can do?
      b)   Was there anything unexpected that you encountered?
      c)   Was there anything that you were confused about?

PROTOTYPE 2 (Mid Fidelity)
Results

Usability Test (Prototype 2) - Jae

Personal Information Insight

-User wants progress bar on the bottom of the screen so she can see progress when she scrolls

About You
-User doesn't like the idea of an avatar.
-"This is a serious issue, the doctor has to understand me as much as possible so avatar sounds like it's a barrier between me and the doctor."

My Ideal Specialist: Type of Specialist
-Category and type should be separated
-"I'm not sure what I'm doing. The slash "category/type" is confusing me. It's just not clear"

My Ideal Specialist: Personality
Personality

-"Choice is good - if I can skip, maybe it would be nice to say skip and choose later"
-Only 1 to 3?!

My Ideal Specialist: Approach to Care
-Doesn't understand why question 2 is there.
-Aout question 5: "So some specialist don't do additional research? This sounds really unprofessional"

Dashboard & Matches
-Can they tell me why it's not a 100%?
-I don't care about the low percentage - I want a filter to filter out low percentages
-Confused about whether the location affects the percentage

Usability Test (Prototype 2) - Rico

Personal Information Insight

-He wanted to see the last bubble on progress bar greyed out bc he lost what he did before

My Ideal Specialist: Type of Specialist

-Confused about wording of questions on checklist
-Confused about specialist seeing him for 45 minutes. He already assumes that they will make time for him. Is that specifically for physical therapists?

My Ideal Specialist: Personality

-Skipped these questions because they did not pertain to what he wanted to know about his specialist.
-He wanted to know more about his credentials than their personality.

Dashboard & Matches

User wanted more information. He wants to be reassured that the percentage of his matches directly relates to his answers in the registration process.

Usability Testing Discussion - Jennifer

Homepage
Add way to join through global navigation

Your Personal Info
LIkes visual indicator - increments seem large

About You/ Your Condition
Wants to make avatar personalized.
Likes the list of symptoms.
Wants to know if 'contact your specialist' is throughout my care or just initial appointment.
User is confused why she has to select an avatar.

My Ideal Specialist: Type of Specialist
User understands the breakdown of category/type of specialist.
Questions:

My Ideal Specialist: Personality
Likes the option to skip.
User is able to select out the personality choices she likes.

My Ideal Specialist: Approach to Care
Likes how the questions are formatted. Makes it short and quick.

Dashboard and Matches
User wants to know explicit information on what determined her matches.
User wants to be able to set up appointments on her dashboard.
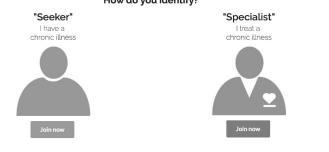
PROTOTYPE 2 (Mid Fidelity)
Annotations
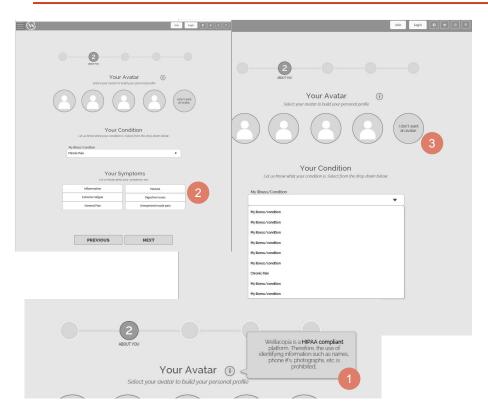
Prototype 2

1. More in-depth description placed on home page to give users context before entering site

2. Added "Find Out More" call to action that links to mission page

Prototype 2-

1. Clarified the progress bar by adding numbers and titles so that users can keep track of where they are page by page.

2. Added the username form field and information pop ups. Pop ups were added in response to user's comments that they wanted more clarity on why certain items had to remain anonymous.

3. Added country form field

4. Added instructions for password formfield

5. Built out location radius slider as a response to users being confused by radius formfield

Prototype 2

1 Built out avatar info pop up in order to clarify reasons for use of avatars. This was in response to users wanting more clarity on anonymity of site.
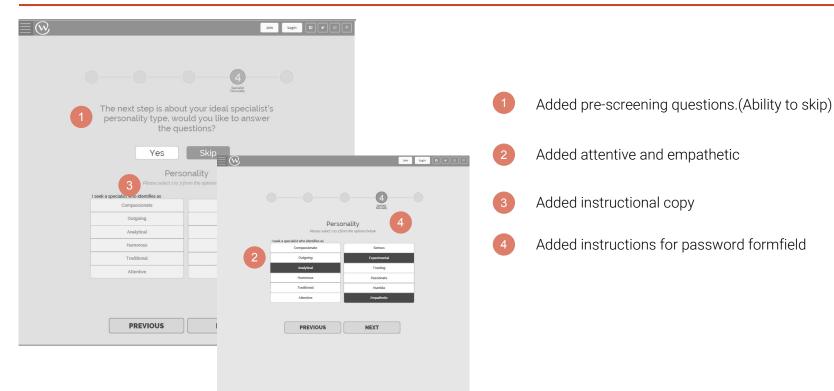
2 Hid symptoms (Fill out 'My conditions' first)- symptoms are populated as a result of condition selection

3 I don't want to use an avatar- gave users option to not use avatar as response to users requesting for it to not be a requirement to select

Prototype 2

-Revise visual hierarchy

1. Added instructional copy

2. Removed sectional divider

3. Add instructions to questions

4. Consolidated category and type to a drop down.

5. Removed questions according to feedback.

6. Rearrange placement (too vertical) of questions.

Prototype 2

1. Added pre-screening questions.(Ability to skip)

2. Added attentive and empathetic

3. Added instructional copy

4. Added instructions for password formfield
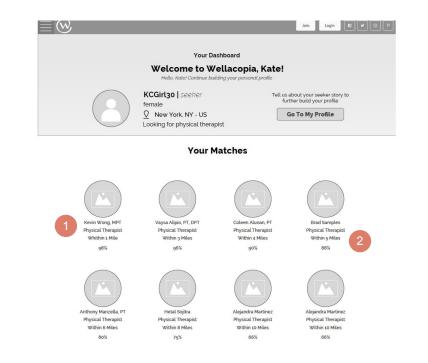
Prototype 2

-Change overall format of questions and placement.

1 Stars to bubbles- users were confused by stars- thinking that they were related to reviews.

2 Changed the rating system

Prototype 2

1 Added real names to each specialist instead of usernames- users felt that they could not trust a doctor if their real names were not shown

2 Add location/radius to matches- users emphasized importance of location

Changes to Prototype 2 (going into Prototype 3)

Homepage
Add way to join through global navigation

Your Personal Info
Update range bar to make range of location more clear.

About You
Progress bar needs indication of what has been done.
Testing two types of avatars: animals & objects.
Make info pop up more explicit to avatar.
Your Condition: Have opportunity to fill in symptom that is not listed from above.
Explicitly state you can choose more than one. "Select all that apply."

My Ideal Specialist: Type of Specialist
Change wording from Category/Type to "Choose Specialist"
Change: "How do you prefer to communicate with your specialist?"
Add Progress bar to bottom
Update font hierarchy,

My Ideal Specialist: Personality
Change to "Skip" and "Answer Later"

My Ideal Specialist: Approach to care
Change to boxes.
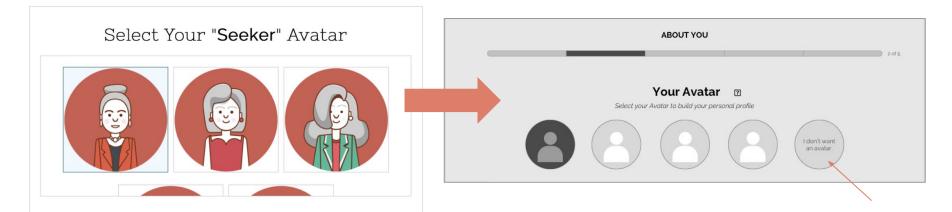Make instructions better for rating.

Dashboard
Take out location
Take out greeting
Add "Here are your matches based on your answers."
Add info button next to "Your Matches"

PROTOTYPE 3 (High Fidelity)
Annotations
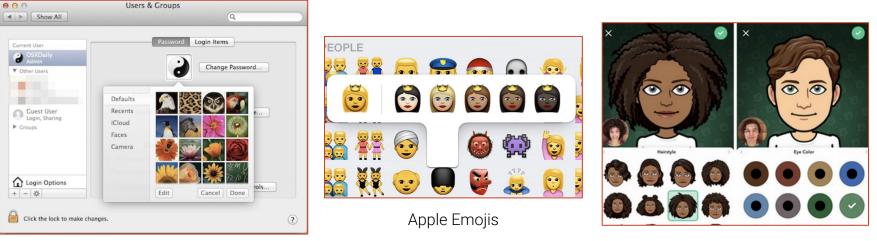
Expanding Avatar Choices

From our usability testing of the existing site, we noticed that users were not fully identifying with the avatar choices available. In response to this, we added an option in our first prototype for users to opt out of choosing an avatar.

**What is the purpose of Wellacopia's of avatar? To what extent does it identify the user?
How can we diversify Wellacopia's current avatar choices?**

Expanding Avatar Choices

We decided that our high-fidelity prototype was an opportunity for us to test various ways to provide avatar choices. For inspiration we explored different ways users can visually represent themselves. These are some examples from existing platforms that attempt to expand the diversity of choices.
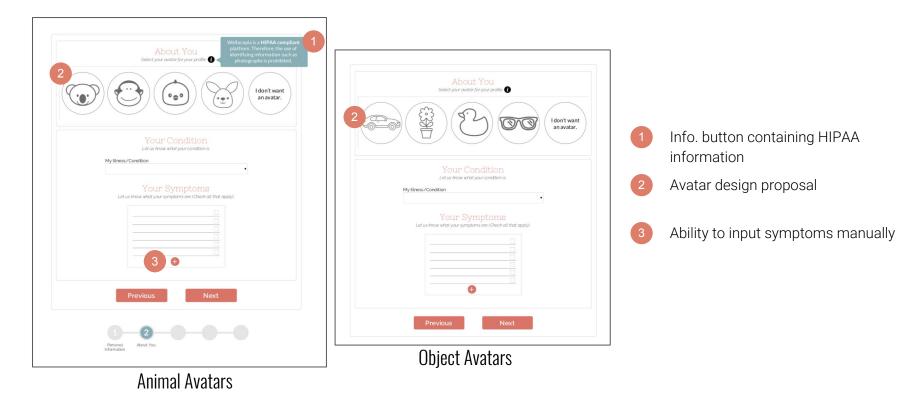

MacBook Profile

Apple Emojis

Bitmoji

Expanding Avatar Choices - Solution

We designed 2 different avatar categories.

Animal Avatars

Objects Avatars

"Find Out More" button directly linked to Wellacopia's missions page

1   Info button containing HIPPA information

2   Location slide bar

3   Progress bar is also on the bottom of the screen

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Prototype 3 - STEP 2 "About You"

Animal Avatars

Object Avatars

1. Info. button containing HIPAA information

2. Avatar design proposal

3. Ability to input symptoms manually

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Prototype 3 - STEP 3 "Ideal Specialist (Type)"

1 Category and type of specialist in a single dropdown

Prototype 3 - STEP 3 "Ideal Specialist (Personality)"

1. Question presenting user with option to skip personality questions

2. PopUp that appears when user decides to skip with explaination of how it will impact matches

Prototype 3 - STEP 3 "Ideal Specialist (Personality)"

Approach To Care
Check all that applies to what kind of care you are looking fot

I want my ideal specialist to. . .
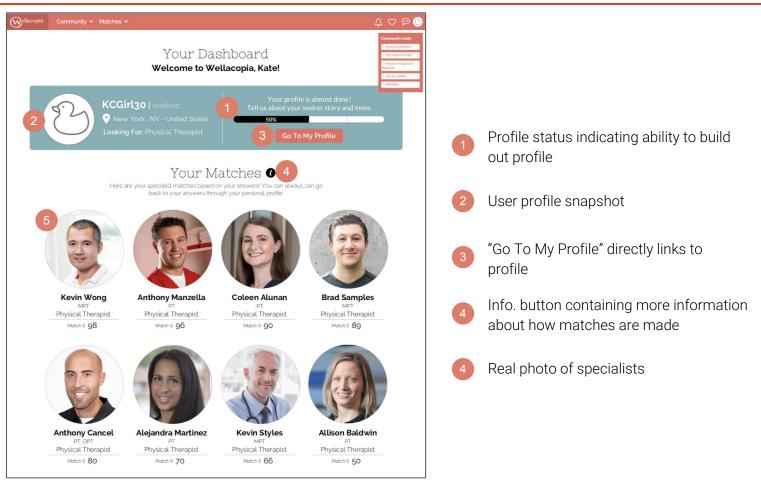
follow up with me after each session	☑ **1**
play music during my session	☐
provide me with a personal regimen	☑
require my medical history or records	☑
provide additional research for my case	☑

Rate To Get The Right Care
1-Strongly Disagree | 2-Disagree | 3-Neutral | 4-Agree | 5-Strongly Agree

I want my ideal specialist to. . .

	1	2	3	4	5
ask questions about my lifestyle	○	○	○	○	●
ask about my home environment	○	○	●	○	○
ask about my social life	○	●	○	○	○

Previous   **Submit**

1 Check boxes to show ability to choose multiple options

Prototype 3 - Dashboard

1. Profile status indicating ability to build out profile

2. User profile snapshot

3. "Go To My Profile" directly links to profile

4. Info. button containing more information about how matches are made

4. Real photo of specialists

SPEED & USABILITY TESTING DISCUSSION GUIDE
Prototype 3 - High Fidelity

Speed Testing Discussion - Prototype 3 (High Fidelity)

You are Kate, a marketing manager suffering from chronic back pain after a minor car accident. You are diligent on finding the right specialist for you. A friend has told you about Wellacopia and how it matches you with specialists, almost like a dating site.
Kate is looking for a physical therapist

Task #1: Speed Test Outline

About You:
Illness: chronic pain
Symptoms: inflammation , extreme fatigue, general pain

Type of Spec.
Category Medical Professional, Type Physical Therapist

Communication: Both

My Ideal Specialist
I want my ideal specialist to...
Provide remote video or phone services
prescribe drugs
provide free consultation

Personality
No skipping
I want my ideal specialist to...
Compassionate
Outgoing
Passionate
Empathetic

Approach to care
I want my idea specialist to...
Follow up with me after each session
provide me with personal regimen
require my medical history or records

Rate to get the right care
I want my ideal specialist to...
Ask questions about my lifestyle 5
Ask aout my home environment 3
Ask about my social life 2

Usability Testing Discussion - Prototype 3 (Mid Fidelity)

Goals:

- Overall feedback on the updated design
- Measure ease of registration process (Time)
- Measure clarity of Wellacopia's overall concept
- Measure perceived value of onboarding questions
- What do users expect to see for their avatars?

Usability Testing Discussion - Prototype 3 (Mid Fidelity)

You are Kate, a marketing manager suffering from chronic back pain after a minor car accident. You are diligent on finding the right specialist for you. A friend has told you about Wellacopia and how it matches you with specialists, almost like a dating site.
Kate is looking for a physical therapist

<u>Task #1</u>
1) Browse the homepage and create a Wellacopia account.
   Category of Specialist - medical professional
   Type - Physical Therapist
   a) For each question - Do you find these questions valuable in finding the right specialist?
   b) What other questions do you think is relevant to finding the right specialist?
   c) What do you expect to see for your avatar choices?
   d) Can you rate your experience with the onboarding process from 0-5? Why?

<u>Task #2</u>
View your dashboard and review your matches. Tell us what you see and what you would like to do from this point on if you were Kate.
   a) What do you think of your matches?
   b) Is there any other information you would like to see?
   c) Do you trust your matches? Do you feel confident that you will find a specialist? Why?
   d) Can you rate the quality of your matches (0-5)? Why?

<u>Follow-Up Questions</u>
   a) If you were Kate, what else would you want to do from this page? What else do you think you can do?
   b) Was there anything unexpected that you encountered?
   c) Was there anything that you were confused about?

Speed Test Results
Existing Beta A & B, Prototypes 1-3

Speed Test ⏲

Average Time to Complete Task:

Beta A
8.25 min.

Beta B
12.50 min.

Prototype 1
6.04 min.

Prototype 2
3. 50 min.

Prototype 3
3. 11 min.

4 Testers

3 Testers

2 Testers

2 Testers

5 Testers

TASK FLOWS - HiFi Prototype

TASK FLOW - Redesigned Onboarding Process

Legend

- Starting Point and End Point
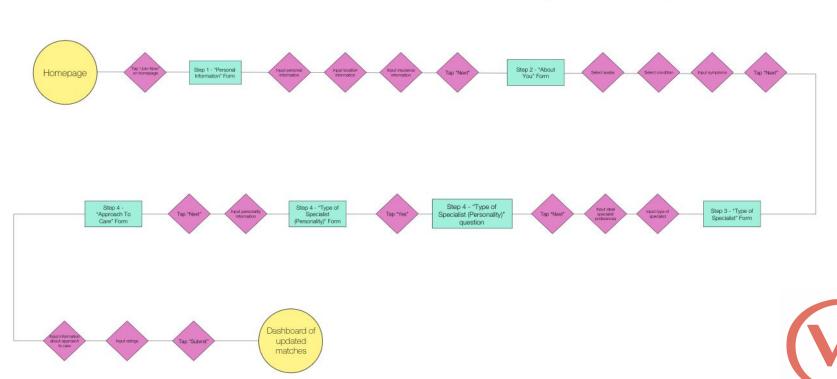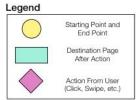- Destination Page After Action
- Action From User (Click, Swipe, etc.)

Flow:

Homepage → Tap "Join Now" on homepage → Step 1 - "Personal Information" Form → Input personal information → Input location information → Input insurance information → Tap "Next" → Step 2 - "About You" Form → Select avatar → Select condition → Input symptoms → Tap "Next" →

Step 3 - "Type of Specialist" Form → Input type of specialist → Input ideal specialist preferences → Tap "Next" → Step 4 - "Type of Specialist (Personality)" question → Tap "Yes" → Step 4 - "Type of Specialist (Personality)" Form → Input personality information → Tap "Next" → Step 4 - "Approach To Care" Form →

Input information about approach to care → Input ratings → Tap "Submit" → Dashboard of updated matches

USER FLOWS - HiFi Prototype

USER FLOW - Redesigned Onboarding Process

Legend
- Starting Point and End Point
- Destination Page After Action
- Action From User (Click, Swipe, etc.)

Advanced Questions Breakdown

Changes To Advanced Questions

For Prototype 1 - Mid Fidelity

Categorized the 20 advance questions into steps of onboarding:

1. Organized questions into 3 subcategories:
   1. Type of Specialist
   2. Ideal Specialist: Personality
   3. Ideal Specialist: Approach to care

For Prototype 2 - Mid Fidelity

1. Combined "I want to be able to call my specialist." and "I want to be able to email my specialist." into a single drop down question
2. Removed "I want my specialist to use conversation or talk therapy as a component of their practice."

Advanced Questions:

TYPE OF SPECIALIST: (9)
Changes:
- Made form of contact questions into a dropdown option
- Removed question about specialist offering more than one service

How do you prefer to contact your specialist? (Dropdown choice)
- Email
- Phone
- Both

I want my specialist to provide remote (video or phone) services.
Yes no na

I want my specialist to see me for a minimum of 45 mins. Per session
Yes no na

I want my specialist to be able to prescribe drugs and medical treatments
Yes no na

I want my specialist to see me more than once a week.
Yes no na

I want my specialist to provide a free initial consultation
Yes no na

APPROACH (8)
I want my specialist to ask questions about my lifestyle. (approach)
1-5

I want my specialist to ask about my home environment. (approach)
1-5

I want my specialist to ask questions about my social life. (approach)
1-5

I want my specialist to follow up with me after each session. (approach)
Yes no na

I want my specialist to provide me with a personal regimen. (approach)
Yes no na

I want my specialist to play music during my session (approach)

I want my specialist to require my medical history or records.
Yes no na (approach)

I want my specialist to do or provide additional research on my particular case
Yes no na (approach)

PERSONALITY SCREENING
The next step is about your ideal specialist's personality type, would you like to answer the following questions?
Yes / skip

Next Steps

Next Steps

- Test different ways to **verify** new seekers
- Create alternative path for users who do not have a chronic illness/condition
- Develop matchmaking questions to be more relevant to user's condition
- Explore personalizable human avatars
- Create mobile app so users can connect to the Copia Community on the go
- Refine information on homepage about Wellacopia's services to attract more seekers and specialists
- Streamline onboarding process for specialists