

IDEA : A tool that provides individuals with easy access to healthcare providers to eliminate care gaps at hospitals while also providing a proactive approach by educating about general wellbeing for the entire family.				
	Feature Name	Description	Research Type	Research Supporting it
P1: Must-Have	Account Creation for User	User registration, sign in, and account page so the user can access their insurance information, health profile (family and medical history which would include vaccine information, allergies), and membership type.	Secondary research / competitor analysis	Tool for generating a user base and loyalty.
	Health Profile	User creates a profile where they answer questions about their medical and family history of illnesses, vaccine information, allergies.	Secondary research / competitor analysis / user research interviews	From the user interviews, I have learnt that users want to avoid repeating the same information to different practitioners hence a health profile with all their information in one place would help and enable them to have the information better organized.
	Home	Summary of user's profile where they can see which membership plan they are enrolled in, Upcoming Appointments, Classes & Events, Personalized Community Posts	Secondary research / competitor analysis	Learnings from findings in secondary research and observing what are important aspects that are included in other competitor apps.
	Care Advocate	Assign each user with their own personalized care advocate who they can reach out to regarding questions on finding a provider or needing guidance on their care needs. If care advocate is not available within the next 2 hours, it should be routed to another advocate to fill in.	Secondary research / competitor analysis / user research interviews	From the user interviews, I learnt that having a good customer experience from the hospital staff can have a very positive impact hence I tried to include the foundation of customer care that is lacking in hospitals. In order to fill the gap that's lacking in the healthcare system, I wanted to provide a more personal and fulfilling experience for the user in time of need as that will not build trust but loyalty.
	Get Care	User can explore the different ways that they can get care - different specialists available (my care team, nutrition, physical therapy, emotional health, General Practitioner, PCP for Adults & Kids, Pediatrics, Holistic Health, Eastern Medicine, Covid Support)	Secondary research / competitor analysis / user research interviews	In the competitor analysis, I gathered the different types of healthcare professionals that are available in virtual healthcare apps. From the user interviews, the underlying insight that I learnt was that users wanted to be proactive about their health and not run to a doctor for medicine as the first response. Using this insight, I added additional healthcare professionals that are not necessarily included in many virtual healthcare apps which provide a more natural, holistic way of healing including eastern medicine.
	Book a session	User is able to book a session with a healthcare professional to get advice and make payment for the service via several options including credit card, debit card, paypal, apple pay, google pay etc. Session times would be based on the speciality of healthcare provider where doctors and specialists would have a 10 minute session whereas a PT would be 20 mins, mental healthcare professionals would be 40 mins etc.	Secondary research / competitor analysis / user research interviews	Secondary research / competitor analysis / user research interviews Combined learnings from competitor analysis and user interviews has been to create a booking session that is easy, straightforward and not time consuming.
	Messages	User is able to communicate with all healthcare providers for easy and fast messaging service.	Secondary research / competitor analysis / user research interviews	All users have indicated in the user interviews that communication is a key factor to keep them satisfied when dealing with healthcare professionals due to the ease of it.
	Community	This is where users can learn and read about health related questions posted by other members which would be anonymous to remove the social media aspect and for privacy reasons so that members can post freely. The only responses with names would be the company's healthcare providers. It will include community forums based on a personalized interest that the user has chosen.	Secondary research / competitor analysis / user research interviews	In the user interviews, I learnt that most individuals search their symptoms on the search engine and can end up spending a huge amount of time trying to find answers for their questions but still be left unsatisfied due to the wide variety of answers. To tackle this problem, I want to create a "community" forum where users can not only search for their symptoms that others may have asked previously but also raise their health related questions where they will get answers from other users (who would be anonymous) and healthcare professional so that the user is satisfied that it's coming from a professional and has some validity. To expand, users will be able to view responses from a published post where everyone will be anonymous except for the healthcare professional. By removing the names or usernames of people, there are no privacy issues and people can post freely and also the user is focused on the actual content vs the social media aspect.
	Learn	This is where users can read articles posted by the company's team to enrich knowledge to members about health topics on the member's interest that have been selected when creating a user profile.	Secondary research / competitor analysis / user research interviews	In the user interviews, I learnt that individuals want to take the proactive approach to taking care of their health rather than waiting for something to go wrong and then visit a doctor. The "Learn" category would empower the users with knowledge about general well being and topics that are relevant to them and based on their preferences.
P2: Nice to have	Fast Advice	At the click of a button on the Home page, the user would be routed to all healthcare professional types available on the same day for fast advice.	Secondary research / competitor analysis / user research interviews	Combined learning on what competitor apps are doing, users needs and secondary research has indicated the importance of quickness and swiftness when in time of need.
	Care Advocate Response Time	Reduce response time from 2 to 1 hr if care advocate is not available for a fill in to provide better and faster healthcare answers to members.	Secondary research / competitor analysis / user research interviews	In the user interviews, I learnt that the response time for users to get answers is a very crucial point in terms of satisfaction when it comes to healthcare and the faster the response time, the happier the user is.
P3: Surprising and delightful	Promotion	One week free trial and which would include 2-3 visits based on time allotment and price to reduce apprehensions of users about virtual care.	Secondary research / competitor analysis / user research interviews	To combat the hesitation that users have regarding virtual healthcare, some amount of promotional visits made available will provide comfort and hopefully gain traction if it's less.
	Care Advocate Response Time	Reduce response time from 1 hr to 30 mins if care advocate is not available for a fill in to provide better and faster healthcare answers to members.	Secondary research / competitor analysis / user research interviews	One of the main problems users experience is the slow response time and lack of trust in communication. Quicker response time would enable the user to trust the brand and also get a preliminary response till a healthcare professional is able to get to them for health related questions.
	Printable Family & Medical History	Access to a printable PDF that would summarize the user's family and medical history in one document for easy reference whenever they need it.	Secondary research / competitor analysis / user research interviews	From the user interviews, I have learnt that users want to avoid repeating the same information to different practitioners hence a health profile with all their information in one place would help and enable them to have the information better organized in a PDF that would be printable.
P4: Can come later	PCP Trusted List	Gives users a list of trusted PCPs in close proximity to reduce time in researching for one.	Secondary research / competitor analysis / user research interviews	Would help users save time when searching for a PCP.
	Inclusiveness (Gender, Race, Ethnicity)	To be inclusive of all gender, race, sexuality and ethnicity and transparent of member and healthcare professional's personal preferences.	Secondary research / competitor analysis / user research interviews	Inclusiveness is gaining a lot of traction in these modern times which can be seen in competition and also learnings from the research and user interviews.