Doctorpedia

Design documentation

Agnes Limandra Carrera End-to-end product design

Industry research, audience research, UX (user journeys, flows, IA, wireframes), UI/Visual design

Branding

Define company culture, mission, values, visual identity

Content

Problems + challenges Research <u>Users</u> The product 2.0 **Scaling ideas Brand development** Organizing data Early wires + prototype High fidelity prototype Handoff to developers Social strategy My impact

Problems + Challenges

Problems & Challenges

Product	Timeline		
 Untested 700+ doctor videos 	• 15 webs		
 No deep research 	• 30 webs		
 No target audience 			
 No unique USP 			
 No content 	Brand		
 Too many features 	 No cred 		
 No MVP goals/metrics 	 No vetti 		
 \$2M seed funding 	 "Compression" 		

Trial by fire

sites in 90 days

sites in 1.5 yrs

dibility

- ting of doctors
- rehensive"

Other factors

- Political nature of US healthcare system
- Negative perception of doctors, pharma, insurance
- Lack of transparency of business goals
- HIPAA
- No product team

Mission & Goals

Vision

To build the most comprehensive online healthcare information.

Business goals

- Gain end users generate clicks and engagements.
- Gain doctors for more videos and expertise.
- Generate revenue through web ads from pharma and insurance companies.

Offerings:

- 1. Comprehensive doctor videos
- 2. Comprehensive resource
- 3. Live doctor
- 4. Join clinical trials
- 5. Buy discount medicine
- 6. Find insurance
- 7. Buy vitamins

List of medical conditions

For dramatic effects

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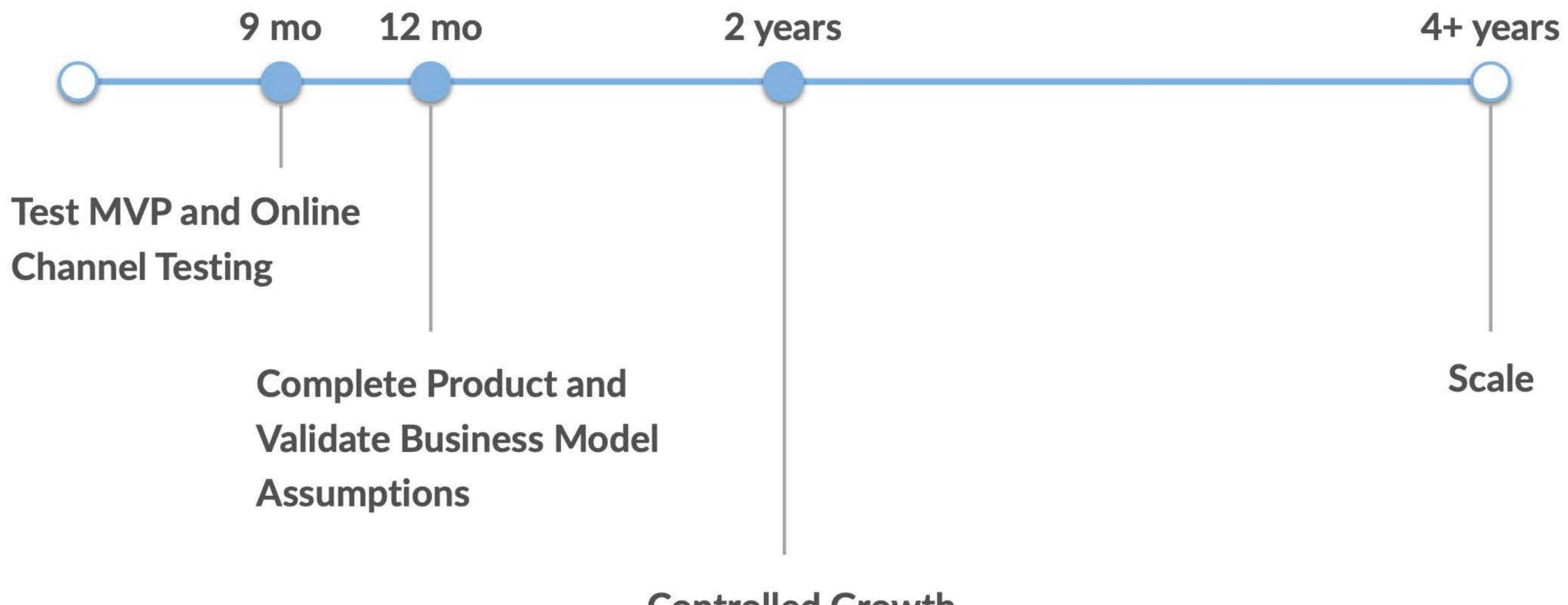
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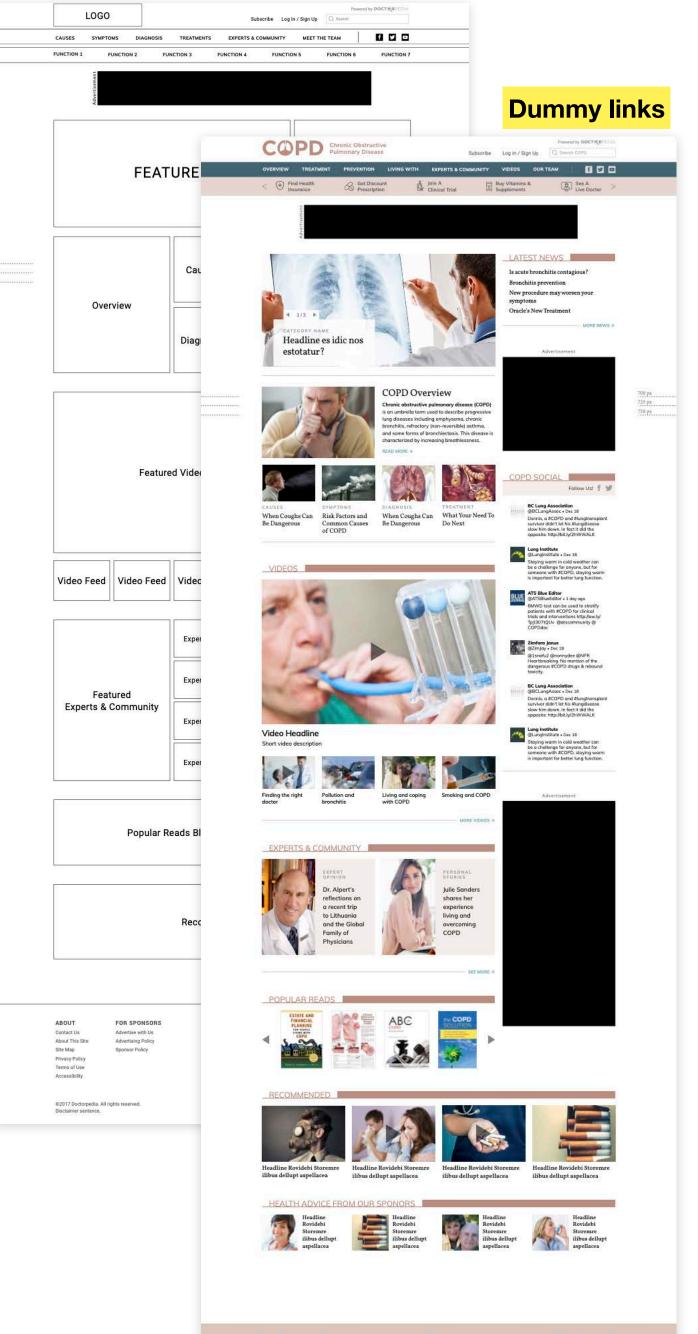


My proposed growth timeline, starting with one condition

Controlled Growth

Investors/stakeholder pressure

Early versions proved too many features + information = confusion









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Acne Vulgaris

RVIEW TREATMENT PREVENTION LIVING WITH EXPL

Clinical Trial

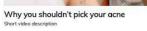
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Signs and Symptoms of Acne



Causes of Acne



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EXPERTS & COMM









MMUNITY VIDEOS OUR TEAM

Acne prevention

COPD SOCIAL

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MATED

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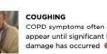
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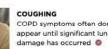
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is an umbrella term used to describe progressive nchitis, refractory (non-reversible) asthma, and characterized by increasing breathlessness.

EFFECTED WITH







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NEWS

COUGHING COPD symptoms often don't appear until significant lung damage has occurred @

SYMPTOMS COPD symptoms often don't appear until significant lung damage has occurred ©

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HRONIC BRONCHITIS COPD symptoms often don't appear until significant lung damage has occurred

































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CAUSES 🔊

Email



Research

Competitors

Main competitors



Took 20 years to finally turn a profit







websites

Condition-specific

Many competitors are highly trusted for their info.



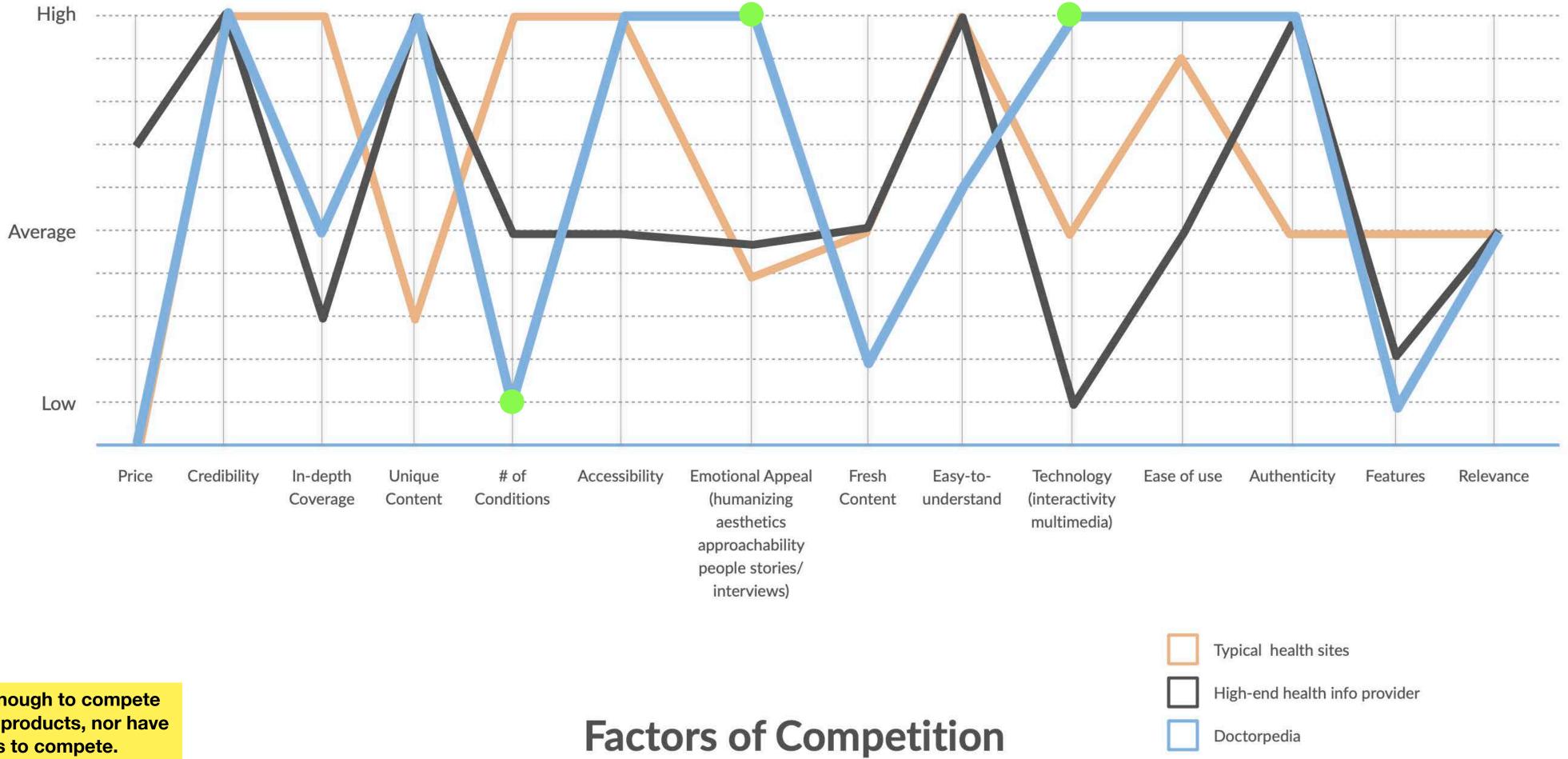


American Diabetes Association_®

Connected for Life

Planned Parenthood[®]

Strategy canvas



Not unique enough to compete with existing products, nor have the resources to compete.

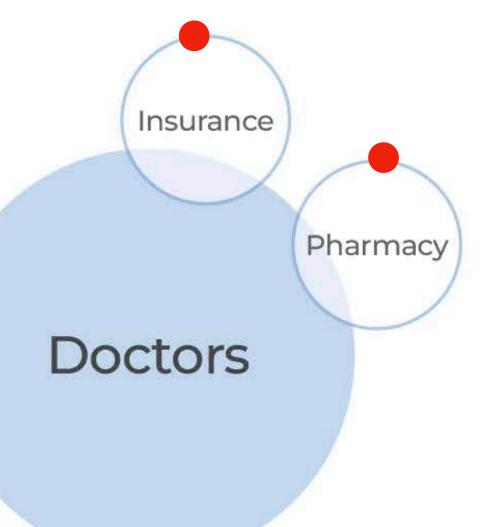
Focus on stories, new interactive delivery of information, and start with one condition to test.

Learning DrPedia's role in the ecosystem

- 1. DrPedia acts as the bridge that connects users directly to doctors, and thus,
- 2. the company's values need to reflect those of our doctors' and of the end users'. Screening and vetting doctors now become necessary.

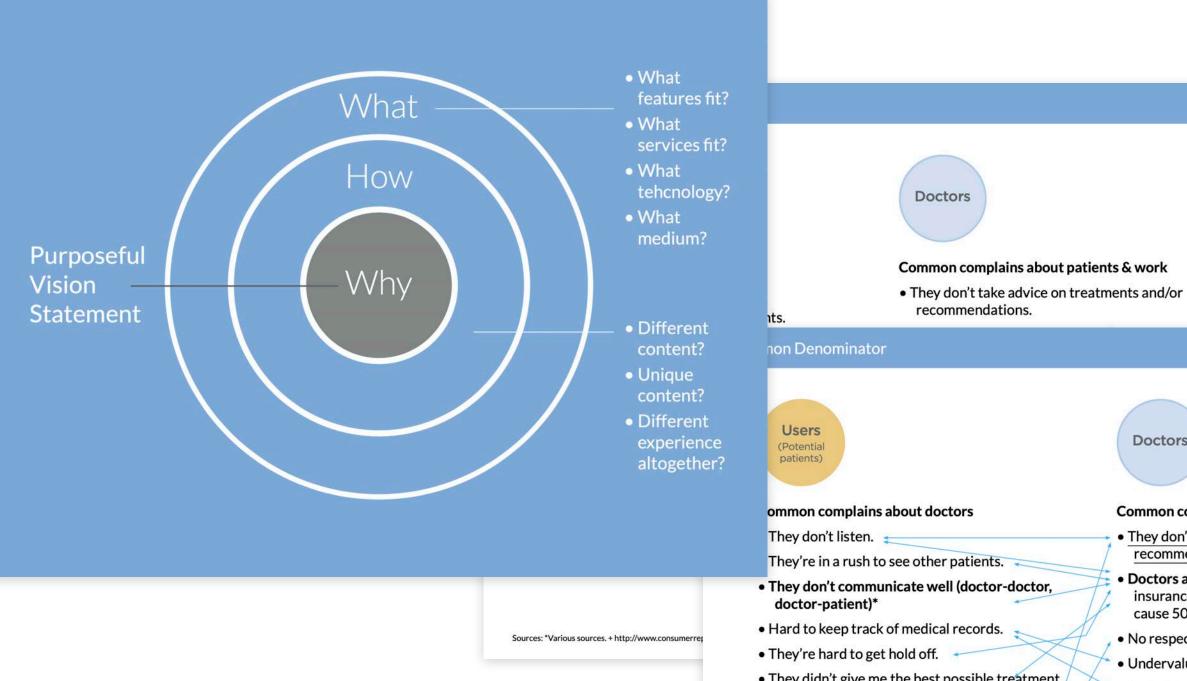
End Users

(Patients & caregivers)



Mapping this ecosystem helped us prioritize functions and features, as there were many our investors wanted to implement. This made us think of strategies to get us to the big picture.

From "DP Why"



- They didn't give me the best possible treatment. Only the one that makes them most money (especially medications⁺).
- They charge however much they want. They set their own prices.
- Disorganized operations.
- Long wait times*.

Sources: *Various sources. + http://www.consumerreports.org/cro/2012/04/what-doctors-wish-their-patients-knew/index.htm

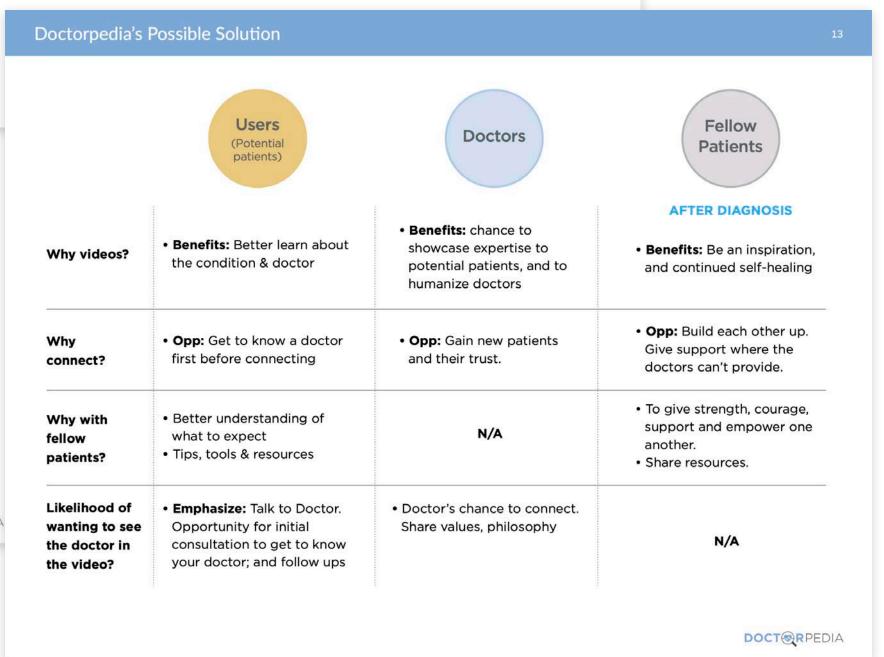
How to Build Relationship

Cultural Empathy

Should we consider diversity in our doctors?

Transparency

Do we only partner up with those who are willing to be transparent?



Doctors

Common complains about patients & work

- They don't take advice on treatments and/or recommendations.
- Doctors are pressed for time a) too much insurance paperwork; b) financial pressures cause 50hrs/week, over 100 patients.*.
- No respect no-shows, show up late.
- Undervalue of long-term relationship⁺.
- Lack of tracking medical records⁺
- Online research.
- Pain is tough to treat, and may be affected by several areas; patients focus only on painful area.

DOCT®RPEDIA

From "DP Why"

Journey to map doctor, caregiver and patient touch points

MAPPING JOURNEYS

This journey sketch helped shape the relationship between DrPedia's two entities, and:

- features and content directions
- revenue ideas



End Users Patients & caregivers

Doctors

Many don't like to look up symptoms until they've been diagnosed

If problem is minor, those who do prefer to explore home remedies first before going to see a doctor

Health Problem

Some doctors hate it when patients overresearch before seeing them

Patients may be misinformed by unreliable health sources

Opportunities Amount of interactions

FOCUS Pre-diagnosis

FOCUS Post-diagnosis



May look for a

Prefer referrals

· Commonly look

insurance/online.

May not like their

Insurance/online

doctors are hit &

May be looking

for doctors through

from peers

doctor

doctor

misses.

to switch*

Replicate total healthcare experience similar to reallife hospital visits.



Patient researches symptoms and treatments.

Opportunity to connect with other patients to ask questions.



For serious conditions, stronger connection with fellow patients for inspiration & support

Find a doctor

Doctors have too many patients

Doctors only interested in making money** **Booking an** appointment should be painless

Remind patients of their appointments

Make

Private Practice:

service makes or

of doctor

breaks impression

Doctor's customer

See Doctor (Diagnosed) Appointment

> Doctor gives handout, or

provides a brochure that further explains the condition the patient's diagnosed with.

Research symptoms/ treatments

Doctor gives handout, or provides brochure that further explains the condition the patient's diagnosed with.

They don't go into details like how treatments may affect lifestyle, costs, etc.



Doctors are not at home with you



Building Patient-Doctor Relationship Improve Communication & Trust. Going beyond basic health information.

Connection: Emphasize Story; Humanize, humanize, humanize

- 1. Humanize doctors their values, their philosophy, their story. This is an opportunity to build trust. Showcase their facilities, introduce their staff, etc.
- 2. Tips from nurses on taking care of patients and/or caregivers. Continue healthcare journey beyond the doctor's office. Millennials may not listen to doctors, but they listen to their peers.

3. Stories of patient journeys.

Continue healthcare journey beyond the doctor's office. Often, doctors can't really communicate what to anticipate when going through certain treatments. Can't get any better than learning directly from someone going through similar treatments.

4. Tools that help ease communication.

Features that can help make communication more convenient.

5. Social Causes.

It takes a village to be healthy. Let's be active in supporting each other. Marketing idea: arrange for one chosen patient to get free treatment from doctor/ insurance. Let users vote.

Content ideas

Secondary content that help build relationship

Primary Focus



"Audience Compiled" research presentation

Why Knowing Target Audience is Crucial

- Focus means cost-effective
- Branding & Marketing Strategy (Story): Identity, philosophy, ethics, messaging
- Execution: Design website, social, email, visuals, tone, doctors, language, copywriting, etc.
- Business strategy & decisions: Who, where, how & what to advertise; costs, etc.

Emphasized knowing target audience Ultimately,

No users = No traction = No \$\$\$\$

Baby Boomers



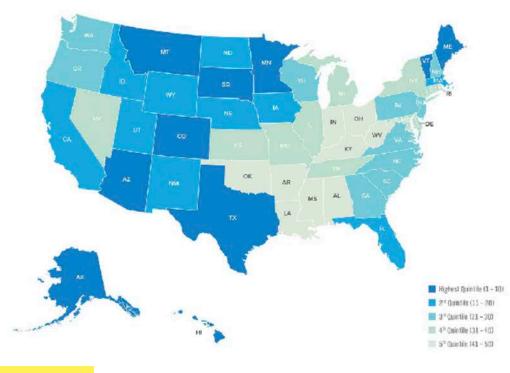


USNews

Health Rankings of U.S. States: Summary

Health Rankings of U.S. States

Full Rankings: http://www.health.com/health/gallery/0,,20880082,00.html#50-mississippi-0





• 10 healthiest states:

- 1. Hawaii 2. Massachusetts 3. Connecticut
- 4. Minnesota 5. Vermont
- 9. New Jersey 10. Colorado

6. New Hampshire

7. Washington

8. Utah

Points to diabetes



• 10 Unhealthiest states:

41. Georgia 42. South Carolina 43. West Virginia

44. Tennessee

45. Kentucky

46. Oklahoma 47. Alabama 48. Arkansas 49. Louisiana 50. Mississippi

Health Rankings: U.S Top Health Concerns

CDC: 10 most important public health problems and concerns

- Alcohol-related harms 1.
- 2. Food safety
- Healthcare-associated infections 3.
- 4. Heart disease and stroke
- 5. HIV
- Motor vehicle injury 6.
- Nutrition, physical activity and obesity 7.
- 8. Prescription drug overdose
- 9. Teen pregnancy
- 10. Tobacco use

Pharmacy Times: Top 5 Health **Concerns Among Americans**

- 1. Cancer
- 2. Obesity
- 3. Neurological diseases
- 4. Diabetes
- 5. Heart disease



Identify **Target Users: Demographics**



Summary

They are finally hit with the reality that they're not invincible Think about how you felt when you hit 30. People in this age range start going through physiological changes that worry them and got them to start paying attention to their health. They're concerned about how they're going to age and how they can live a longer life. Millennials, on the other hand, are not yet concerned about their health.

They have to care for their kids and their parents They're forced to be caregivers for two generations, and are often stressed financially because of this.

refined use of technology

Unlike baby boomers, they are thus much more comfortable with finding information online. Baby boomers don't research healtcare online as much as Gen X.¹

They set the tone for Millennials

Millennials are the way they are because of Gen X, and investing in Gen X means when Millennials hit 30s, they'd be familiar with Doctorpedia for their go-to health information.

Extremely educated with the internet age

Gen X'ers love to learn. They're spoiled with easy access to information, and are rarely satisfied with broad, general information.

"Multimedia" best suited for this age-range and younger

> SOURCES: 1: http://www.latimes.com/science/sciencenow/la-sci-sn-google-seniors-health-20160802-snap-story.html

Primary Users: 36-55 yrs

The "Sandwich" Generation

They grew up with the internet and digital technology, and re-defined &

Around 30+ years of age is when we're finally hit with the reality that we're not invincible, and we start experiencing physical and physiological changes to our body.





Understanding **Target Users: Sandwich Gen**



Background

People of this age range place more emphasis on close friends, virtual families and material success than on traditional association. Education is important as the individual's value depends on acquired skills. Loyalties lie with the person they work for not the company. They are not willing to sacrifice life for a career. Still they are highly task-oriented and will get the work done on time. They're more likely to give up a job without having another one lined up. They do not mind being un-employed and are not worried about "putting their ego on the line".

Defining Moments

- MTV
- Internet
- PCs
- Rubik's Cubes
- Crack, cocaine crazies
- High divorce rates
- Watergate
- · AIDS
- Women's Liberation
- Microwaves
- The Simpsons
- Kermit the Frog
- Fall of the Berlin Wall
- Challenger explosion
- Platform Shoes
- Energy crisis

SOURCES:

Generation X culture: http://www.generationmodel.eu/gentype/genx

Understanding the mindset of 35-55 year olds

Marketing to This Group

Authenticity

First and foremost, be authentic. Don't hide agendas or values from these folks. It means a lot to them if your company is transparent. Be forward with your intentions, no "smoke and mirrors." When targeting this group, deliver on your promises. This generation can spot a pitch quickly, so it's important to make marketing messages clear and truthful.

Tonality

People at this age range has some issues with authority. Quite a few of them were "Latch-Key" kids, left to their own devices until the streetlights came on. They grew up in a time when the economy was either rising or falling, when politicians were at the forefront of tabloid for scandals and their parents were losing their jobs.

They believe respect is to be earned through time and experience. Don't be bossy. Don't tell them to do something like they have to. Give them what "could be", and then leave them to figure it out on their own.

But at the same time, don't be wishy-washy. Keep yourself confident in your work, don't give them a reason to doubt your experience. Be forward, be sure of yourself, but don't get cocky.

Snail Mail

A mailing list, either paper or digital, works. This group still holds an appreciation for standard mail, as long as it isn't bills that is! Direct mail may reach them at home more effectively than in their place of work. Many of this generation have moved to management and may have their mail sorted before it's delivered to their desk.

Email Marketing

Email is an instant gratification of sorts for personal and business matters. They check their email on a fairly regular basis, so they'll usually see your message.

Video Marketing

Video can add a more human flair to your company, which makes you seem more approachable and trustworthy.

Videos are more likely to be shared over social media than links and articles. About 81% of this group has a FaceBook account, 48% of that using them pretty regularly.

Social Media

FaceBook is our best bet for as it's the most widely used platform for this age group.

"... doing the quiet work of keeping America from sucking."

- Jeff Gordiner, critic for The New York Times



Target User Profile – Diabetes

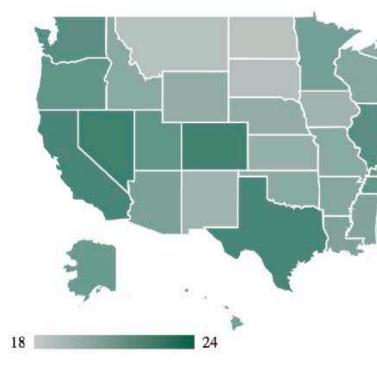
Target Audience

Age: 35–55.

1

People in this age range have to take care of their children and parents, and have the most need for health resources.

The more research we did, the more we realized there isn't a one-sizefits-all UX solution to the many conditions, and had to find ways to make the product scalable without compromising quality.



Don't insult users with "blings"

🐵 Debra

Debra is looking for treatment information for her mother who's been diagnosed with diabetes, and support and resources for her 8-year-old boy who's been recently diagnosed with mild autism. She's overwhelmed by the amount of information online – there are too many websites sharing similar information, and not one addresses the things that mattered to her like how much treatments could potentially cost, and what she needs to do as a caregiver.

AND	Age:	Independent	Preferred Channels				
	36 Family:	Pragmatic	Traditional Ads (Print, Broadcast)				
	Married, one kid	Fun & Informal					
	Education Level: College degree and +	Collaborator	Online & Social Media				
	Location:	Audplable	"It's this group, not millennials, who are obsessed with Facebook and Instagram"				
	Boston, Massachusetts Problem-solver Referral	Referral					
	Annual Household Income: \$75,000 +	Family-oriented					

"The good life is one inspired by love and guided by knowledge".



Left: Distribution of our target audience in the U.S.

Right: Knowing top concerns helps us narrow down a condition to start for MVP.

TOP 3 HEALTH CONCERNS

1. Obesity and diabetes

2. Aging

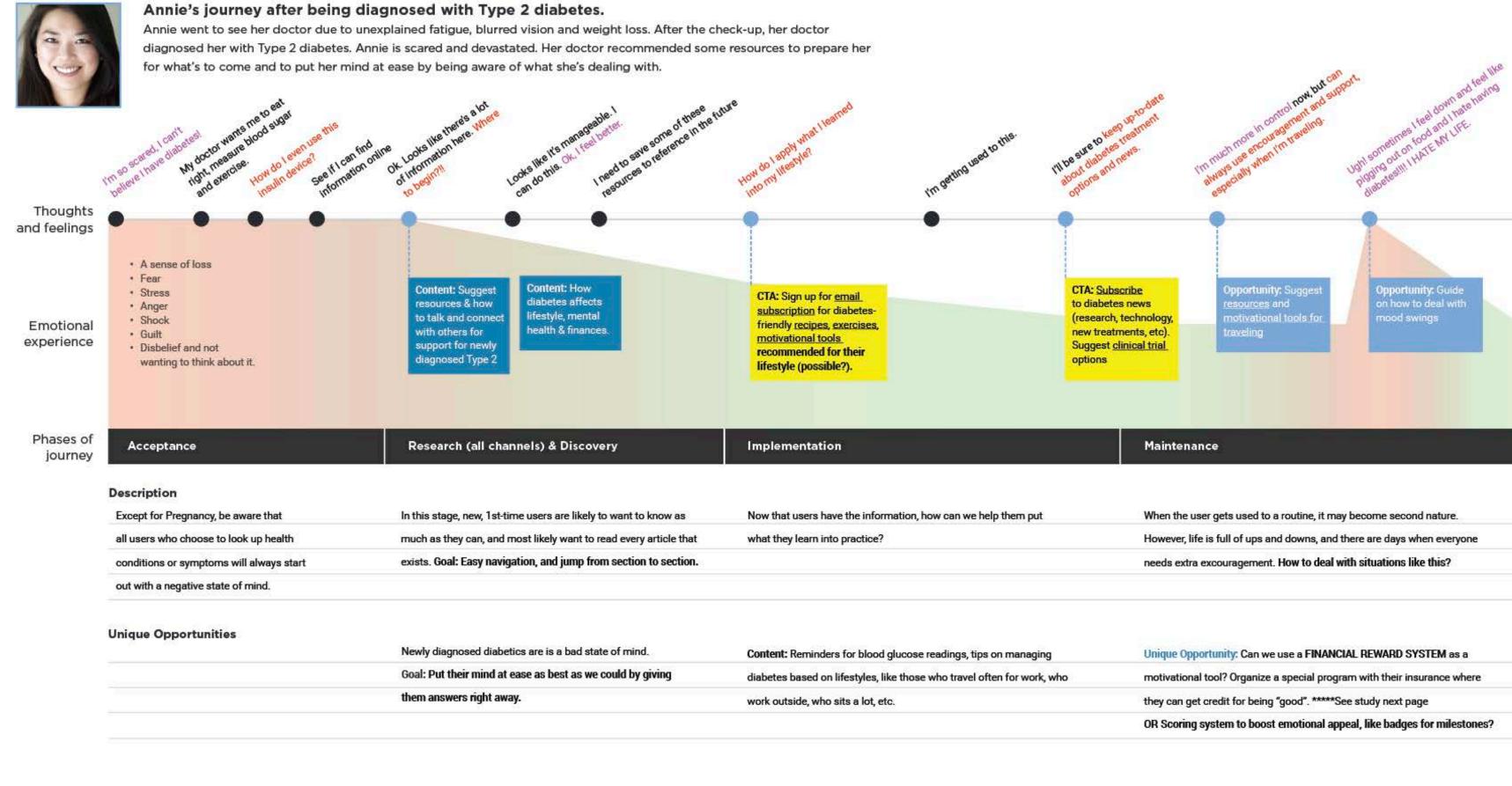


User Journey – Diabetes

Almost all users who search for health conditions online start with a negative emotional experience,

except for pregnancy.

Diabetes: Newly Diagnosed





User Interview – Pregnancy

Interview Style: Phone, unstructured

Name: Amy Greene **Age range:** 34-44 Interest & hobbies: Sewing, crafts, shopping, spending time with the kids Married: Yes Work: Full-time mom Kids: Yes (5 children) Devices used: Primarily phone (due to active lifestyle with kids), computer for more intensive research Total Household Income: \$90-\$120K

How do you look for pregancy information?

Online first, library second, due to busy "mommy" life.

What types of pregnancy information do you look for?

Primarily milestones: what baby can do at different months, even though babies grow differently.

Were you able to find what you're looking for?

Yes, if anything, too much information. I am flooded with information I don't need and want to filter out.

How satisfied are you with the information you found?

Pretty satisfied.

What are your favorite websites?

I use primarily on site: babycenter.com They're very thorough, and I subscribe to their email updates. I chose what I wanted to be updated on.

What do you wish to see that you can't currently find?

More like improvements. I like being part of different social pages, like FB where I can openly discuss different things about pregnancy and being a mom. What I find lacking is to be able to ask questions and have a more "realistic" type of conversation. Most platforms don't respond efficiently enough. Some don't answer my questions properly, and I didn't get the answer I want. I expect to be able to get answers and in a timely manner. If I'm going to spend money on something, I always expect good customer service. I always use an online customer chat platform if it's an option.

How would you rate the ease of finding information?

Very easy, but due to information overload, the ease of being able to filter out information would help.

How can your experience be improved?

Filters to narrow down search.

How would you rate the credibility of online pregnancy information?

Not bad. There is a ton of pregnancy sites online, but many are from the blogger's personal experiences and religious beliefs. It's not as easy to filter out these information and focus on medical content.

What's most important to you when looking for information online?

Easy to find, easy to understand, and less "scary-sounding". For example, I hate content that uses medical words so they feel they can come across as "smart", but I end up having to do research as to what those words mean. I want simple, easy-to-understand explanations. I want to feel assured by gaining understanding of what I don't know.

How did you find your doctors and medical team?

Through insurance first, followed by vitals.com or healthgrade.com to get reviews on doctors from real patients. I once found a highly-recommended doctor I ended up skipping cause I learned from the reviews that their staff is rude, and they tend to overbook. So I chose another doctor.









Pregnancy Journey

3 months

1ST TRIMESTER

Amy was excited and scared after testing positive on her pregancy test kit. She made an appointment with her obstetrician and pre-natal care center to confirm the pregnancy and to learn about what to expect and what to do moving forward. Her obstetricians gave her lot of pamphlets and recommended a website (babcycenter.com) for information. Since miscarriages happen most often during the first 8 weeks, Amy decided to hold off informing her pregnancy until later. At this stage, she is focusing on trying to understand what's happening inside her body, and why it's happening, and what to expect at different stages of her pregnancy.

She's reading on as much information as possible so she can do what's best for the health of her baby. Her primary online pregnancy reference is babycenter.com. She signed up for specific types of information from the website, such as week-by-week update on fetus growth.

Primary focus at this stage: Keep pregnancy & get informed The 1st trimester (especially 8 weeks) is where miscarriages happen most often. The mother's goal is to to keep the pregancy.

Emotional state:

Happy Scared (worried about being a mother) *If unplanned, surprise

Notes from Amy:

- Best way to get information is still through obstetrician and prenatal care. If insurance is an issue, then 2nd best thing is finding information online.
- Care for your pregnancy also depends on the doctor. Some doctors are very involved and thorough, some are more hands-off.
- It's good to be informed early on about conditions related to pregnancy, such as gingivitis, gestational diabetes, preeclampsia
- Information about labor options, or looking up family history to make better, informed decisions during labor. Her family has a history of hemmoraging
- Information about post-partum depression would be useful too

At this stage, Amy's body is going through many changes. She continues to stay informed about the these changes in her body. She is also focusing more on diet, fitness & nutrition. She is also starting to learn about the future of having a baby, such as how attention for the baby can affect relationships with her husband, and family. She tries to read up on pregnancy books when she can. She continues to get updates from babycenter.com about what to expect during this stage of pregnancy. Towards the end of the 2nd trimester, Amy started to get even more informed about labor options.

Primary focus at this stage: Keep getting informed Changes in baby health, mother's physically & mental health. Start to be more informed about labor options.

Emotional state:

Happy Sometimes scared due to experiencing physical changes

Notes from Amy:

- with multiple kids.

6 months

2ND TRIMESTER

For 2nd, 3rd time mother, the focus is more so about the physical and emotional needs of a mother

Be informed and prepared mentally for dealing with multiple kids.

3RD TRIMESTER

Amy is a little anxious at this stage because she is now closer to facing the pains of labor. She is also mentally stressed about being a 1st time mother. What will she need? What to expect? How to deal with her baby if she won't stop crying? She is experiencing back problems, and looking for tools like body pillows and bands to help ease the back pains. To gain support, she is spending more time with her husband and others who make her feel happy. At this stage, because of the clearly defined pregnancy bump, there's a lot of stress from people voluntarily "offering advice".

Primary focus at this stage: Ease of back pains, gain mental support, education about life after baby is born.

Emotional state:

Anxious Scared due to expected labor pains Scared abuot new life with baby

Notes from Amy:

- At this stage, take as much help as you are offered. You'll need lots of emotional support.
- Start being informed about life after baby is born.
- Learn about the various labor methods ahead of time. Sometimes, complications can happen during pregnancy and you may have to make a last-minute change in labor options. Being informed can help avoid making the wrong decision while you're in a vulnerable state.
- There will be information overload at this stage. Be aware of various cultural beliefs about pregnancy. Keep only the information that you feel most comfortable with.

9 months

User Stories – General

Play-acting to empathize

We pretended to be our end users and doctors to see if casual conversations could reveal new insights.

> "I have a lot of experience, but I don't have the time or energy to take on the online world as it exists today. How does this service get me more patients?"

Veteran Doctor

With Narciso and Todd

"I am diagnosed by my doctor and starting my journey. I want access to high quality information, dialogue and referrals."

The diagnosed patient or caregiver "I'm not sure what I have, it may be nothing, but I'm looking for information online. I need to eventually find a doctor if it's serious."

Self-diagnosing Googler

"I'm respond respond gy and har interact y. of the m I work fo s?" new wa and rea that is e

"I'm responsible for responding to patients and handling digital interaction on behalf of the medical practice I work for. I want a new way to market and reach patients that is easy to use and generates leads" "I need a way to market myself online so I can build my practice and understand real patients. I am comfortable with social media since I'm a millennial."

Young Doctor

Medical Practice Operator

Understanding the Benefit for **Doctors**

How We Help Doctors

Benefits

3 Primary Benefits:

Improve doctor-patient communication

Solution for crowded waiting rooms

Doctors can now refer their patients before and after appointments to learn more about their conditions.

Secondary Benefit: Less headache for doctors

Solution to adapt newer technology to reach out to their younger patients. Not many doctors know how to create a website, what content to put out, and how to reach out to the younger generation. Many don't even know where to begin. Doctorpedia helps and guides them in establishing an online presence.



Solution for unreliable health information Learning directly from doctors means no more suspicious medical information.



Career advancement: Opp. to be experts in their fields, while showcasing their "human" side

Solution for "bad doctor" reputation

Unfortunately, negative patient experiences dominate the news. We hear stories about doctors misdiagnosing, putting profits above patients' interests, and rushed visits. Fortunately, technology can also be used to showcase good side of people.



The Product 2.0

The Product 2.0



Doctors who provide informational health videos



Together, they offer the most comprehensive and credible online health information, tools & resources.

Kudos to founder



Health management professionals who provide tools and resources

Why. How. What.

Doctorpedia e providing credib make l	ΥНΥ
Pre-diagr Primary in Learn about c Trustworthy info	MOH
Doctor vie	WHAT

The big story

exists to empower everyone to be as healthy as we can by ble, reliable online health information & resources so we can better, more informed decisions about our health.

nosis

ntent:

condition

ormation doctors

Post-diagnosis

Primary intent:

Manage health condition

Empowerment through reliable resources and support from the community

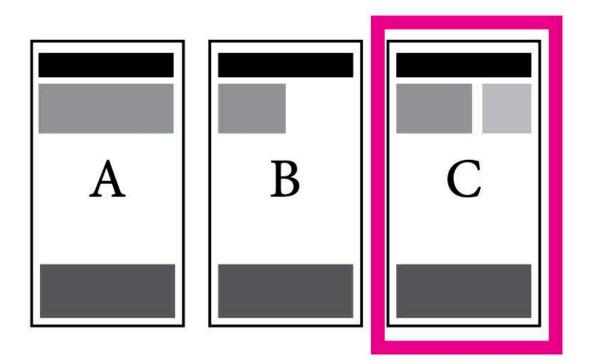
deos

Resources & community platform

Scaling ideas

Challenge: Scaling websites

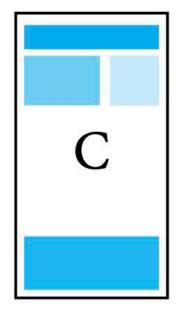
Choose most fitting structure for content Apply category color or theme





+



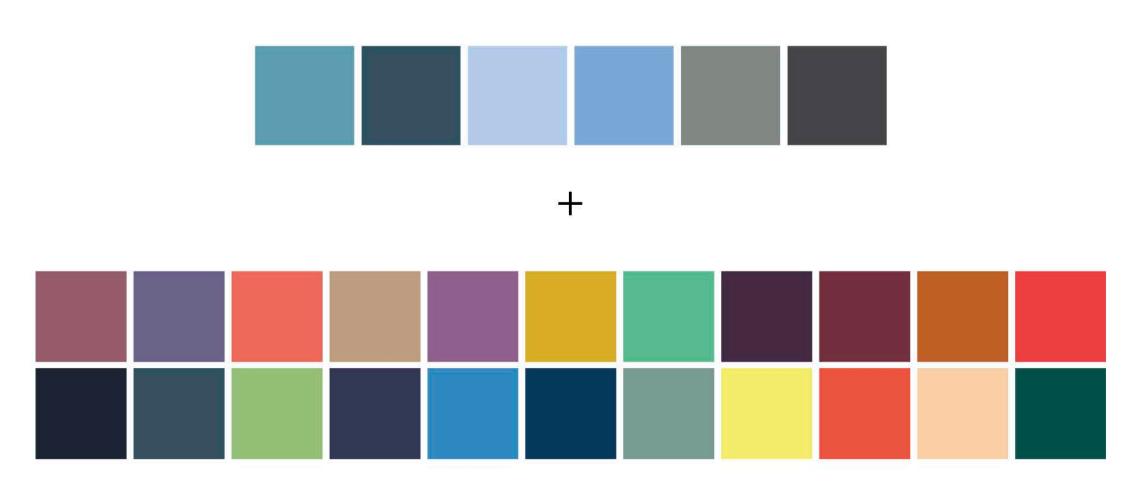


Templates:

- Doctorpedia: Home Article Videos landing Video Doctor profile
- Healthpedia: Article Health Journey Vlogger

Color Expansion, System & Example





Concept:

In order to maintain visual tie-in, Doctorpedia colors act as secondary colors for the microsites, with a new "primary" color to create new themes for the microsites.



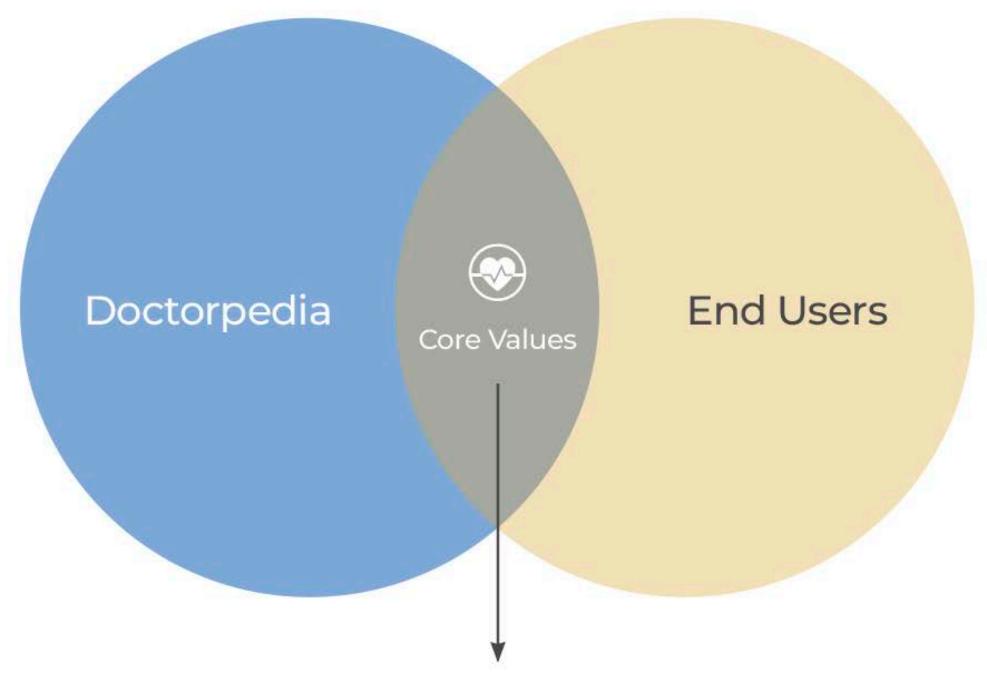
Brand Development

Defining Company Culture



CONNECTING VALUES

Thanks to user research and patient interviews, we've identified common values patients want in their doctors. We measured them against the company's and then used overlapping values as base criteria for doctor recruitments.



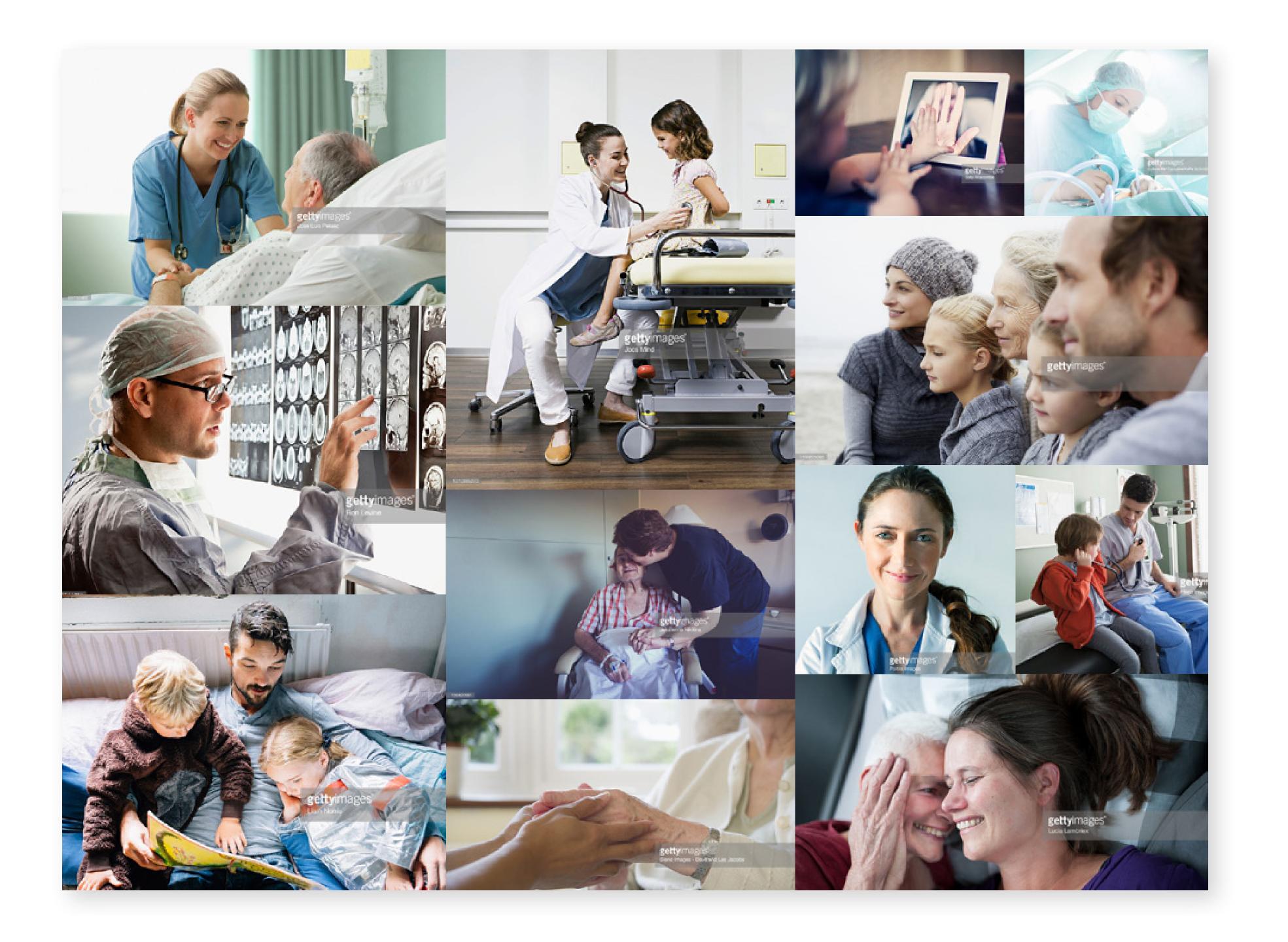
Approachable. Knowledgable. Genuine.

Overlapping values became the company's core values and base criteria for recruiting doctors.

The goal of Doctorpedia[™] is to empower everyone to make better decisions about our health by delivering comprehensive and credible online health information.

We created a platform for everyone to learn directly from doctors, and to provide the most reliable health management resources and tools.

Developing the mood and tone of trust



TRUST is imperative. Went with "familiar trust" instead of disruptive healthcare since Dp is so new.

We stand for

We believe in evidence-based treatments. We won't provide information we can't back up. We won't do anything we wouldn't do to our own family and friends.

We believe in transparency

We know trust is to be earned; not a given.We believe honesty is the best policy.We promise to abide by our editorial code of conduct.

We strive to

emplower

We believe empowerment is knowing we're making the right health decisions. It's having the proper health management resources and tools. It's having family and community support. It's understanding that we can be better together.

We like a little

We believe laughter is still the best medicine. ;D We believe in pursuing knowledge, but don't take ourselves too seriously.

Visual Elements

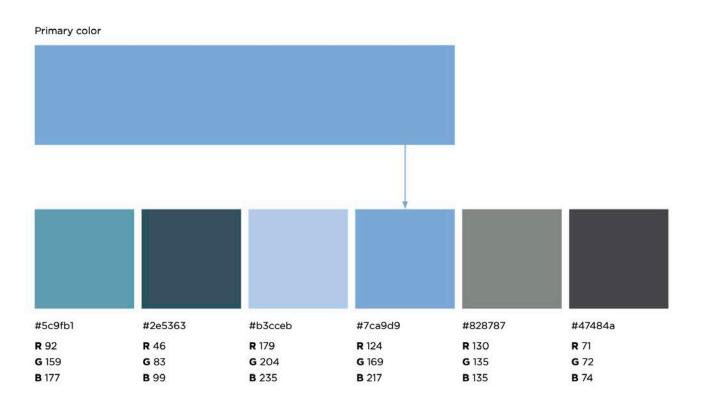
Montserrat for large headlines

Large headers are Montserrat Light.

Roboto family for body copy

Body copy is Roboto Family. La santia prae consedit, optatem perioris aturitamende commolleniet atem quae consers pernam qui ut magnam nonsequi.

Itame volorepudam consenis am que porepernatet estrum illanis eum sandusam rempererat prati officid mi, sit aute eum hil earum, quideni musdam quasperion rehenis eum ut mo que doluptatur, suntibu scidebis reium volescidus molupit aessiti onsequi cus aut minture stotatur? Quidis exeria vellaccatur, il ipsant enit, simagnis dit, nia pelecabor as antorer ionestrum quisque am int lis eres apid quias es esciiste presto estiandem dolentia videliqui comnimus estibus, natet eratem

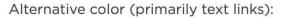


Primary button color (DP mothership):

Primary	button	color	(condition	websites):
---------	--------	-------	------------	------------

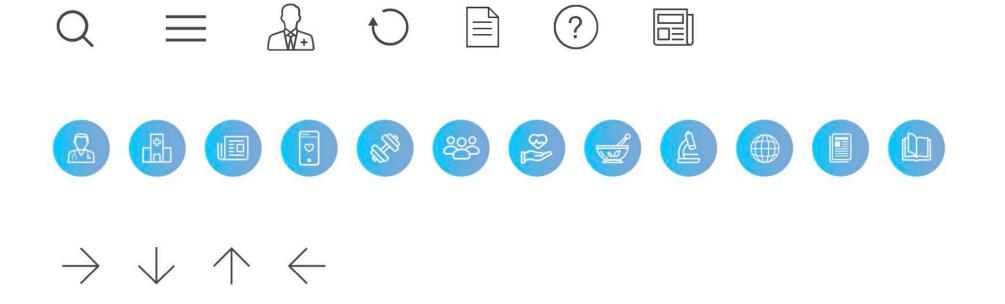
Subscribe	
#00dcff	
R 0	
G 220	
B 255	

Read more	\rightarrow
#06c0f6	#413d94
R 6	R 65
G 192	G 61
B 46	B 148



text link.com

#00b5dc **R** 0 **G** 181 **B** 220



Scalable logotype

Default logo:



Monochromatic

Conditionpedia

Reverse



Typography: modern, but approachable. Looked for roundness of letters. Examples:

ErectileDysfunctionpedia

Cataractspedia

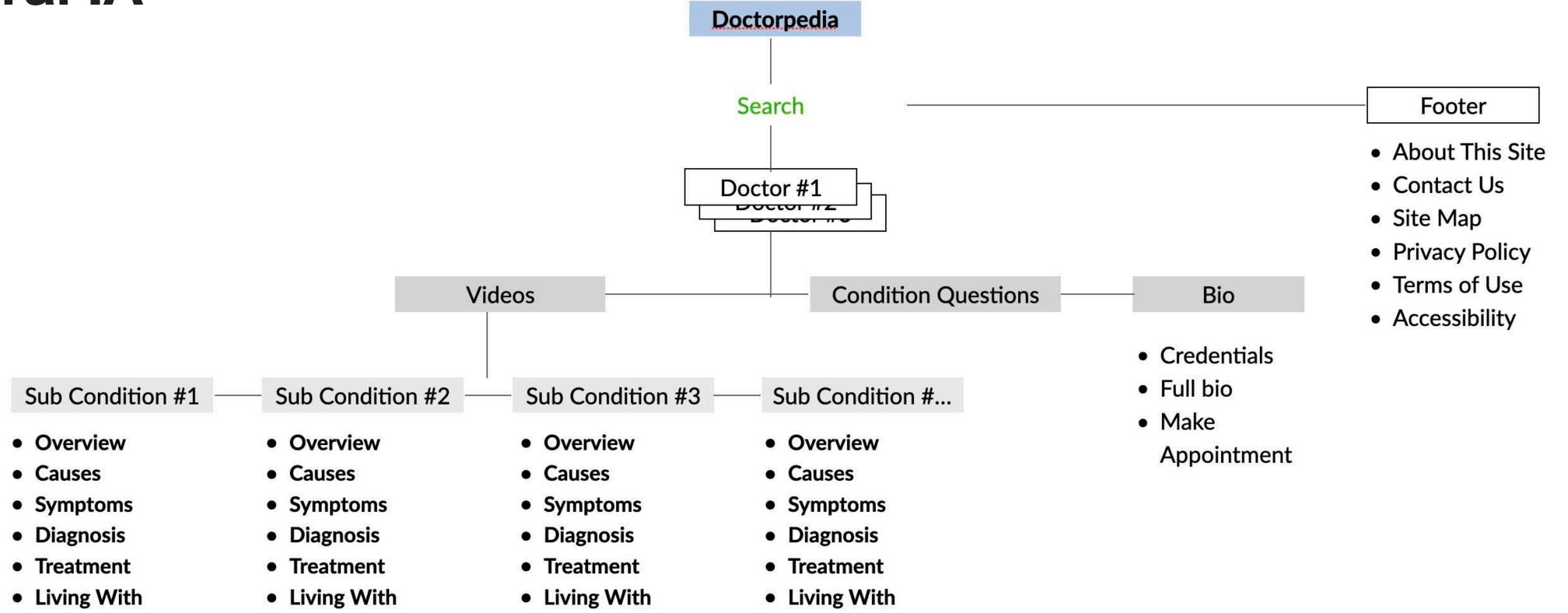
LowerBackPainpedia

Glaucomapedia

TeethWhiteningpedia

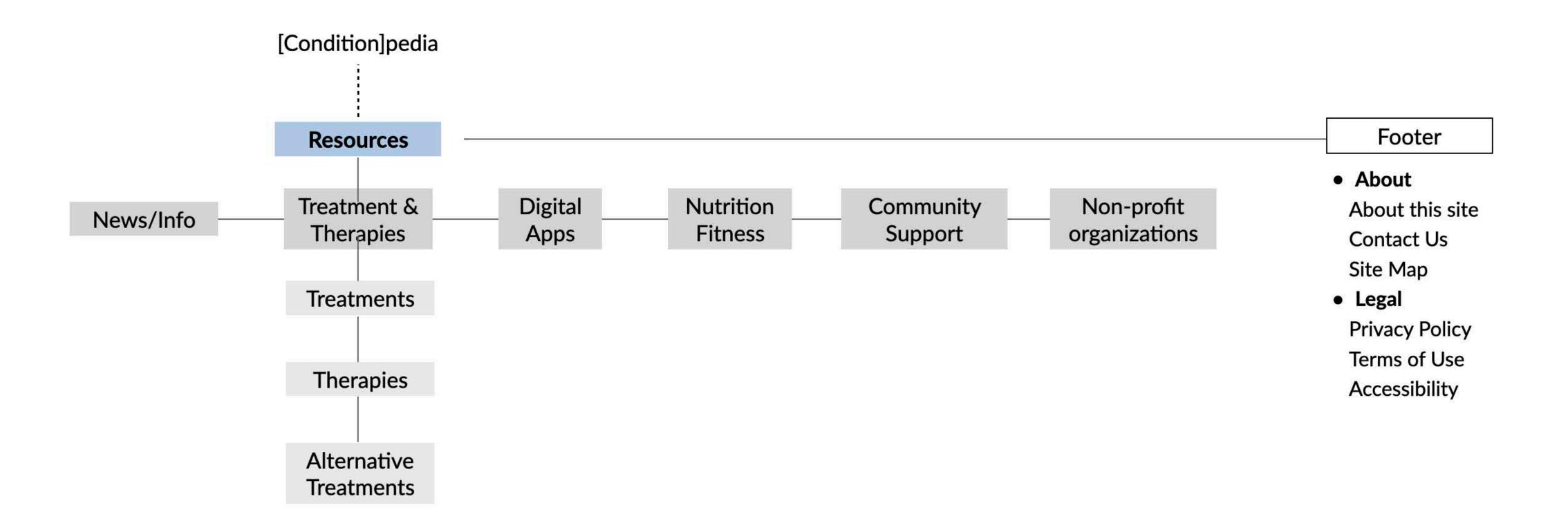
Organizing Data

Doctorpedia Site General IA



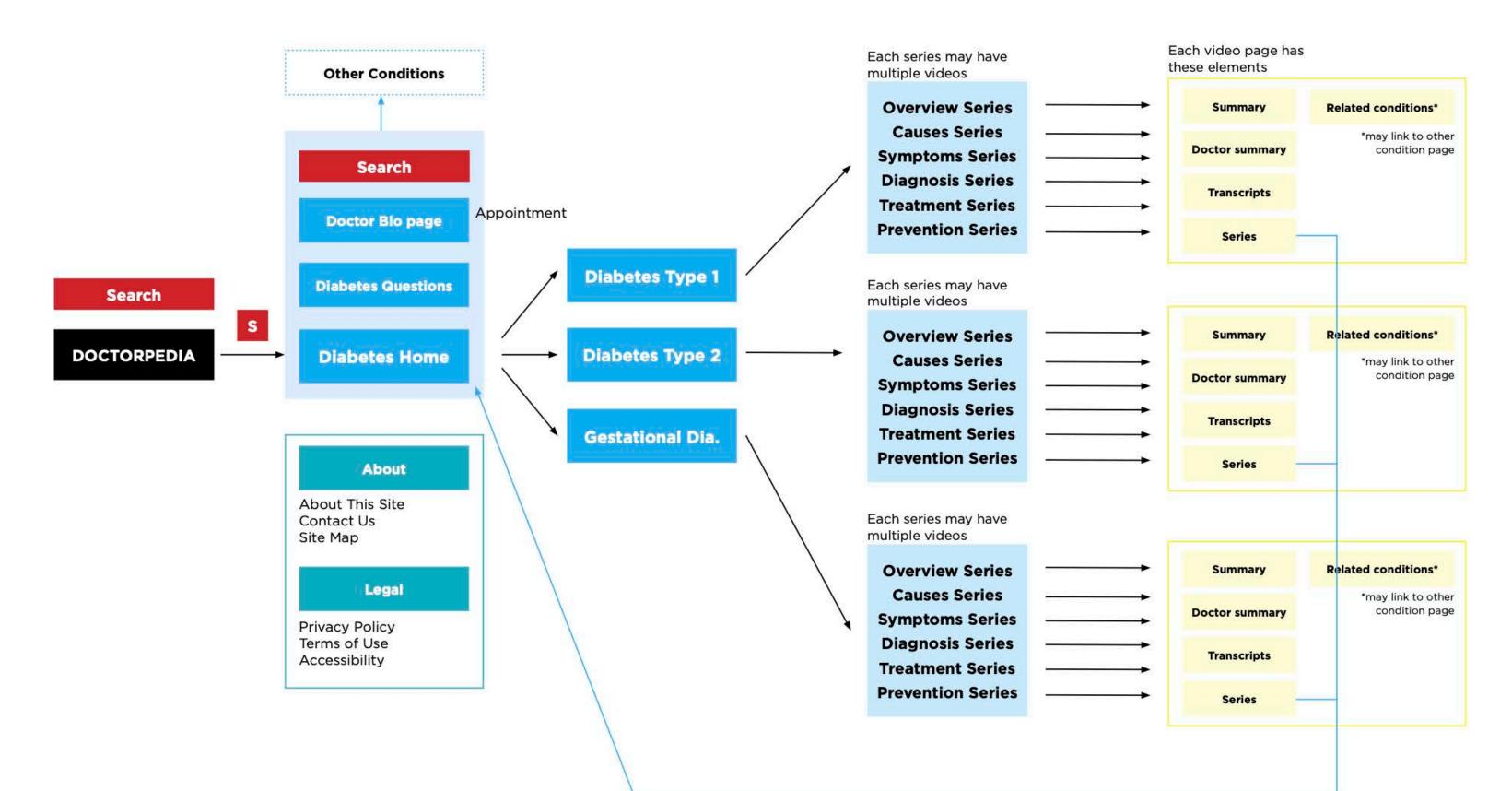
No content exists as of this time. Only videos.

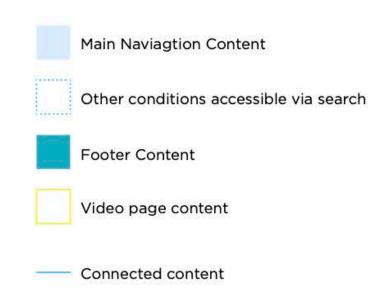
Condition Site Structure



Doctorpedia Site > Diabetes 1

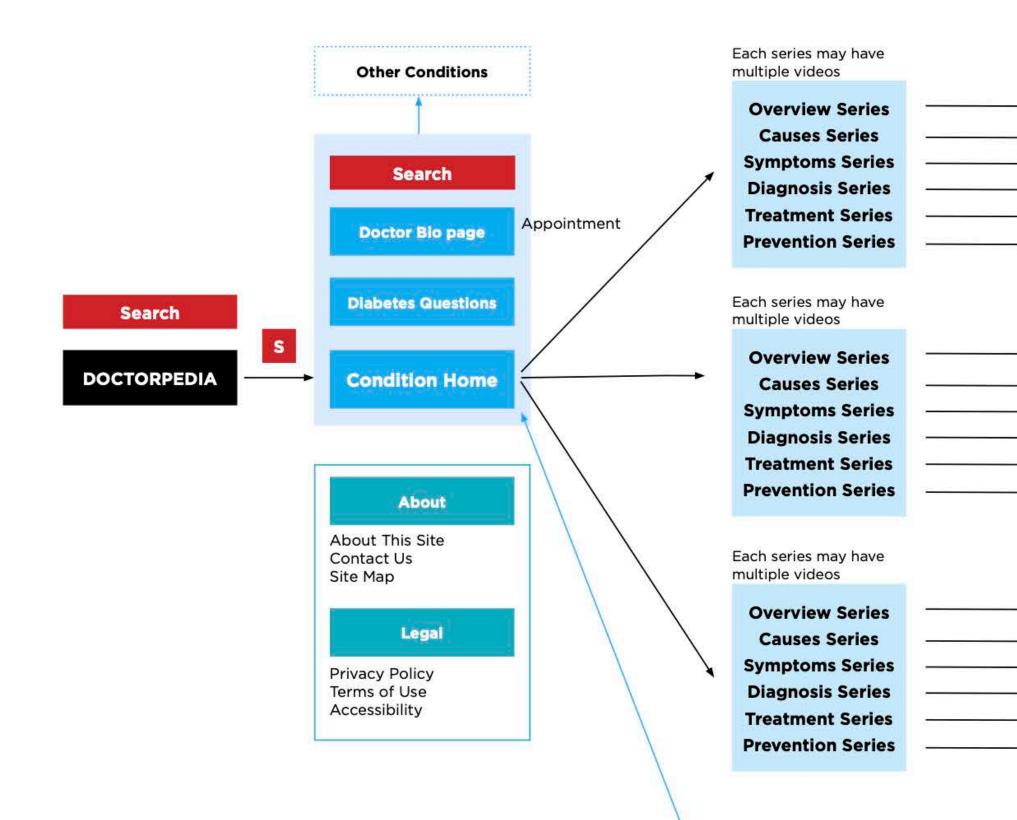
DOCTORPEDIA CONDITION HOME PAGE, WITH SUB-CONDITIONS



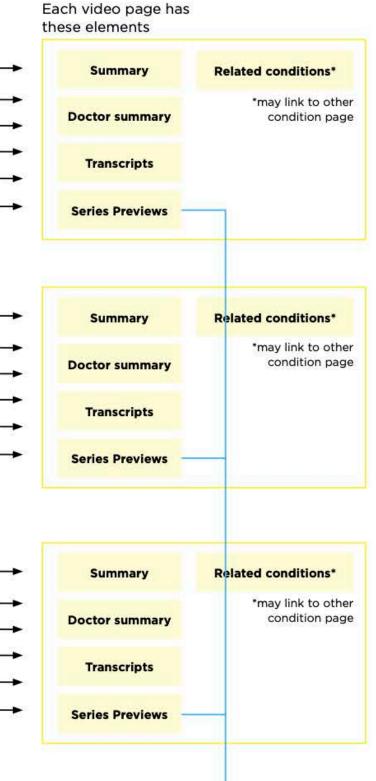


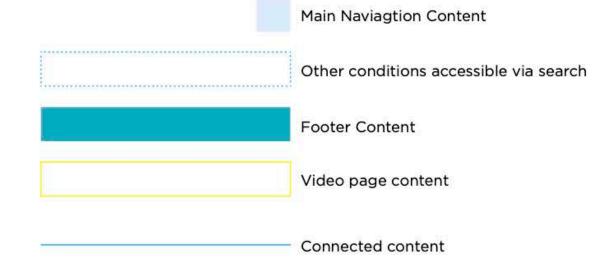
Doctorpedia Site > Diabetes 2

DOCTORPEDIA CONDITION HOME PAGE, NO SUB-CONDITIONS



Explored other conditions as well





Early Wires + Prototypes

Outtakes – Unique Experiences

Information based on health journeys.

NEXT STEPS Clinical Trials: appwebsite.com

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See more from Digital Tools

NEXT STEPS Advocate: appwebsite.com

See more from Digital Tools

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TREATMENT

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See more from Doctors & Physicians

LIFESTYLE

Nutrition & Fitness: Websitename.com

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SUPPORT

SUPPORT

See more from Nutriton & Fitness

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Digital Tools: appwebsite.com

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See more from Digital Tools

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Hospitals & Research Center: Websitename.com

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See more from Diabetes News & Information

FIND YOUR MEDICAL TEAM

Doctors & Physicians: Websitename.com

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See more from Doctors & Physician

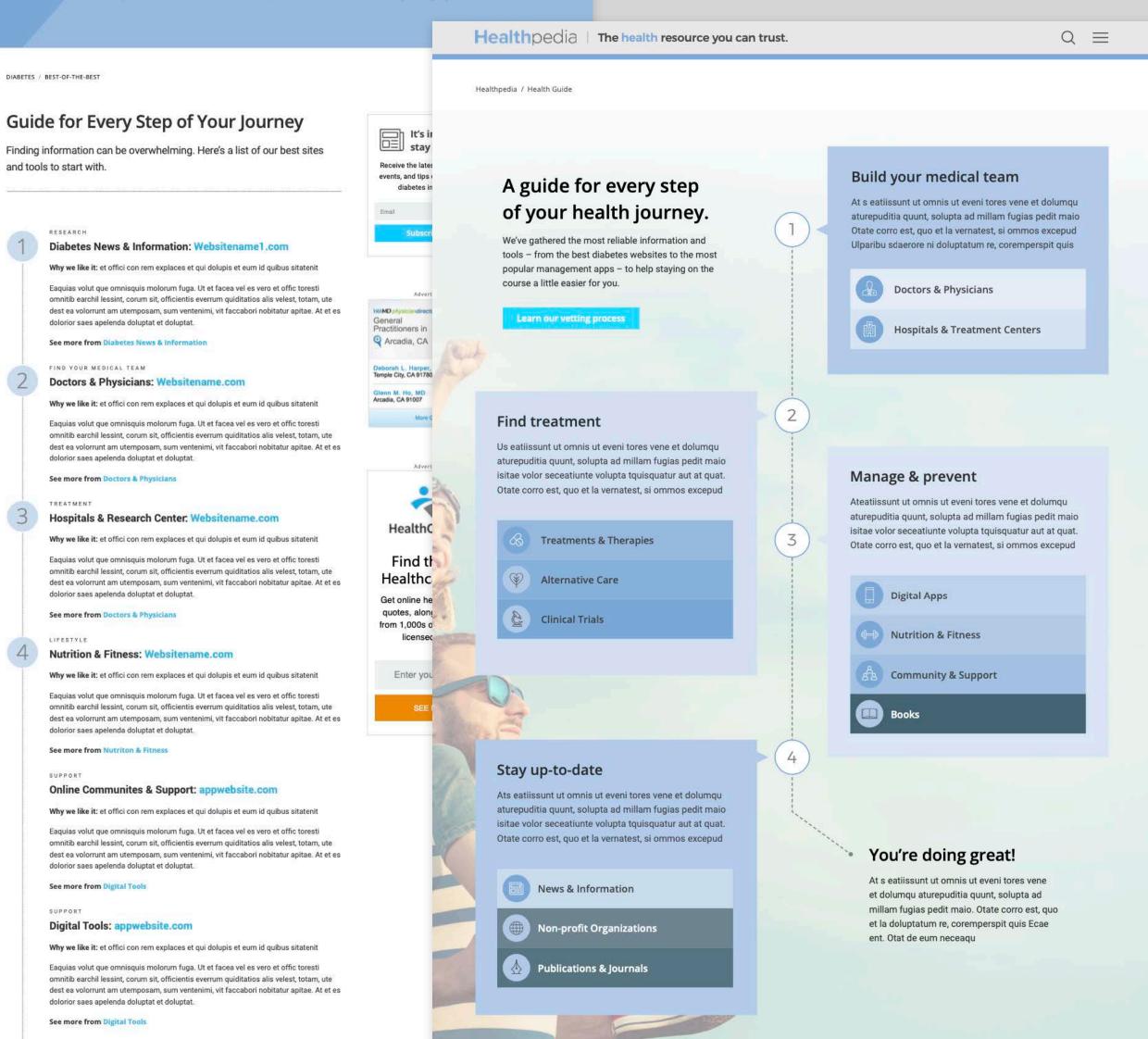
and tools to start with.

DIABETES / BEST-OF-THE-BEST

RESEARCH

Our team's best picks

Hand-picked selection of the best resource to start with from every category.

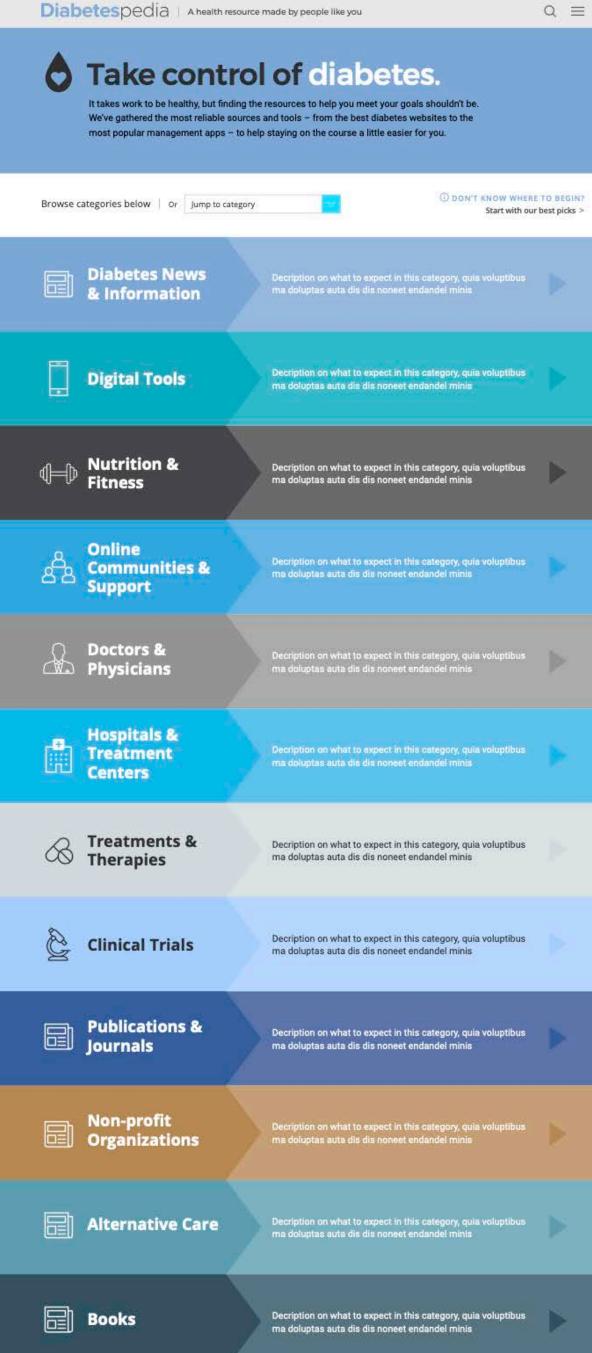


Outtakes – Unique Experiences

Take a reviewer's stance

MVP alternative + get data for what ppl clicked on to include in the product

Expand revenue opportunities



made by people like you	ş	made	by	people like you
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Diabetespedia A health	resource made by people like you	Q
You don't have to	Communities & Supp deal with diabetes alone. Joining a social group rstand what you're going through, and provide the	can connect you with
< All categories	Filter by Diabetes typ	e Show
Blogs		
General Diabetes		
Blog #1	> Blog #6	
Blog #2	> Blog #7	
Blog #3	> Blog #8	
Blog #4	> Blog #9	
Blog #5	> Blog #10	
Link #1 Link #2	Link #6 Link #7	
Link #3	> Link #8	
Link #4	> Link #9	
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UX Goals

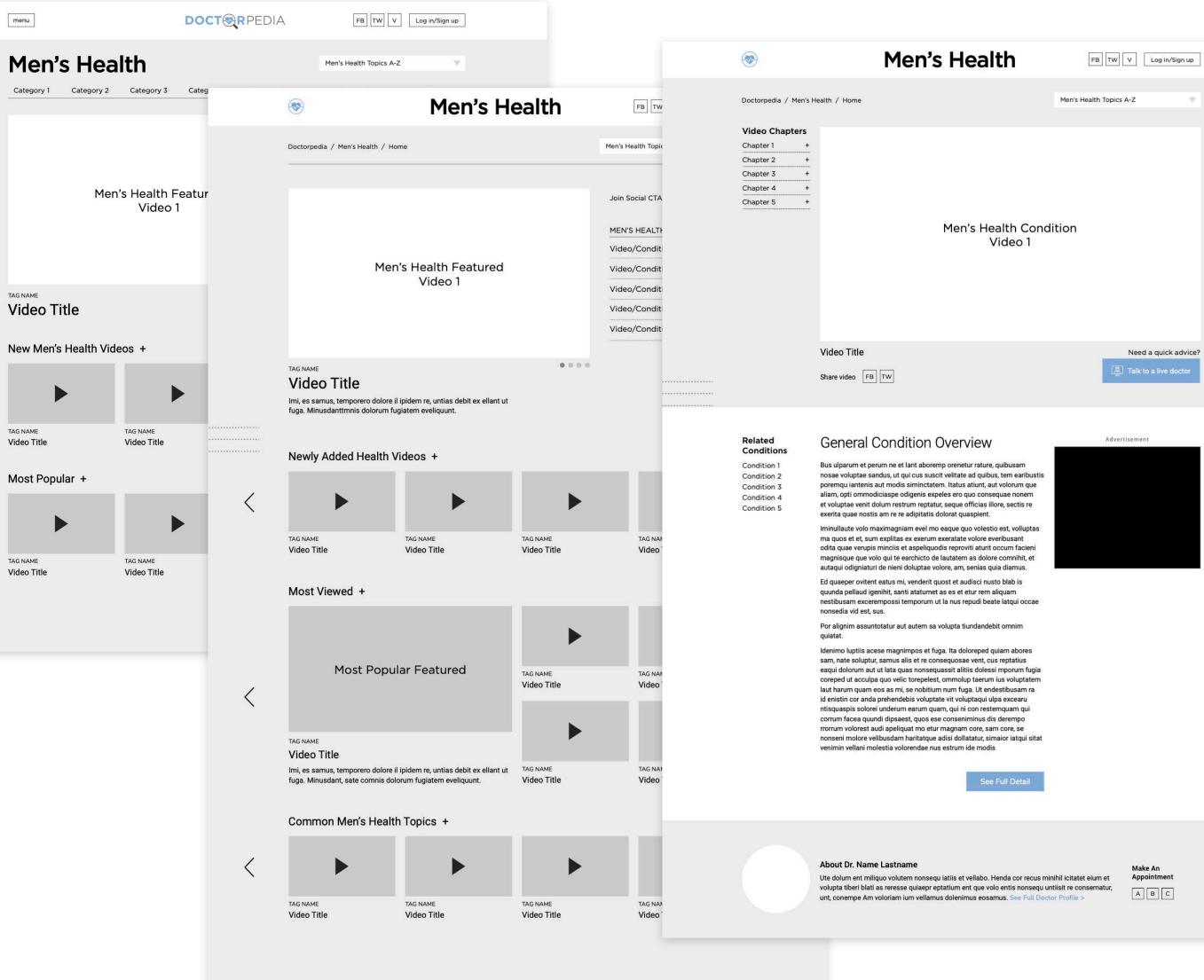
The early request was simple enough, as there were business decisions and scaling strategy up in the air. Although continuing work was far from ideal, there was pressure to show progress to investors, so we had to be flexible:

- Easy to find doctor videos
- KISS
- Mobile-friendly
- Versatile and scalable

Wires with focus on men/women/children's health

Menu	Men's Health	DOCT RPEDIA Women's Health Children's H	FB TW V Log In/Sig	in up					Men's He
		I	DOCT@RPEDIA	Tools & Resources Log in/Sig	in up			TAG NAME	
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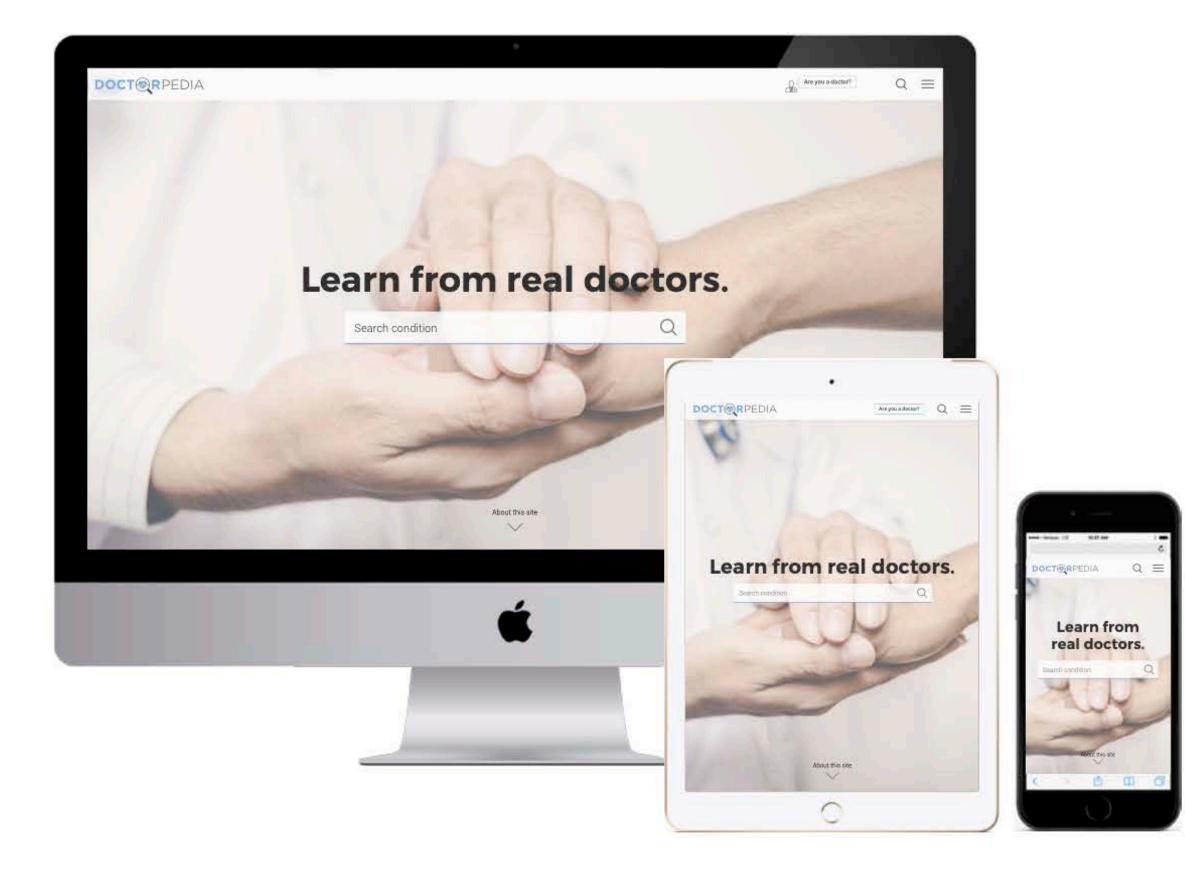
menu

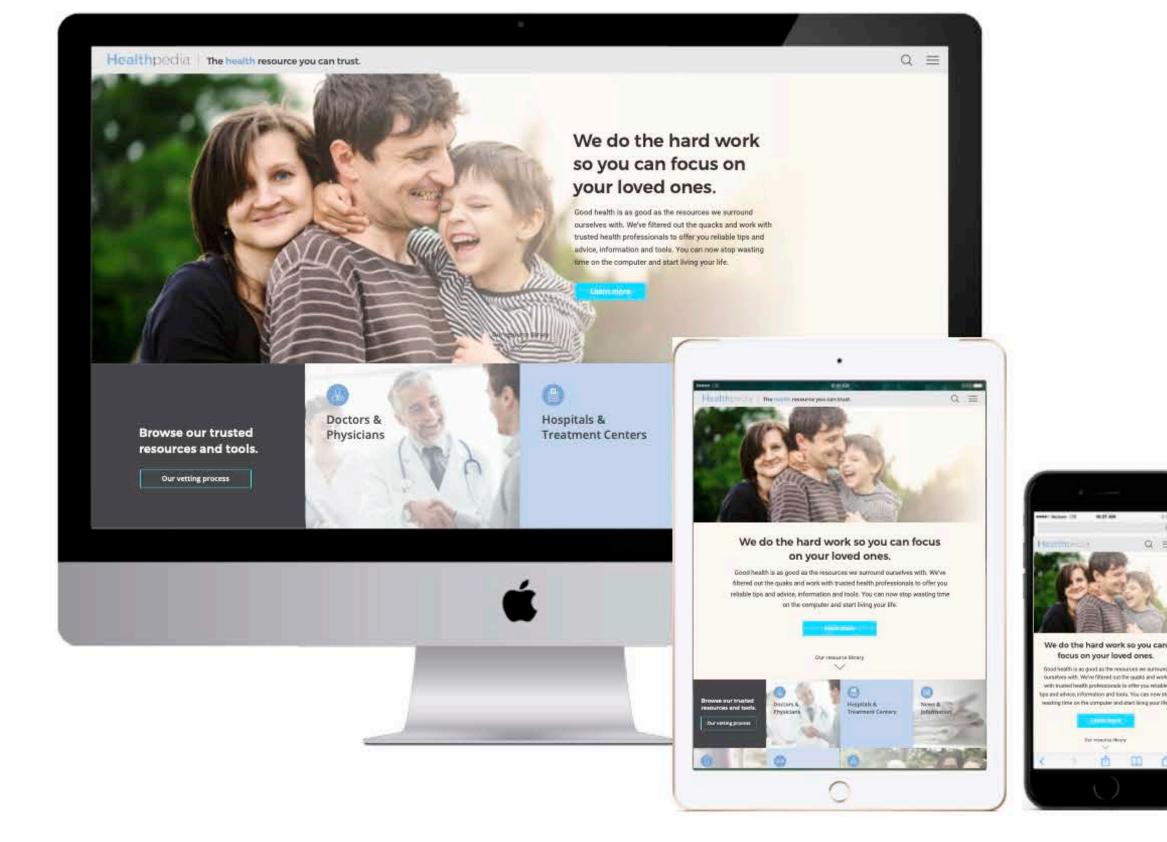




Visual Execution + High-fidelity Prototype

Visual Relationship







Visual Relationship

Two connected products, similar in look and feel.

> Get to know your doctor, before What's Up, Doc! We hear it over and over again: Finding the right doctor is a challenge. Like a doctor you watched in Doctorpedia"? We've included a complete doctor profile along with a right make an appointment feature for you to easily schedule an appointment $\widehat{\square} \dashrightarrow \widehat{\textcircled{A}}$

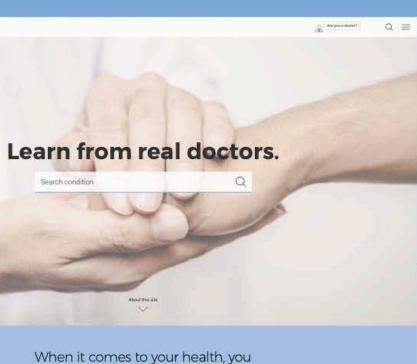
OCTORPEDIA

Ready to begin your health journey? Start now. Q Search conditio DOCTORPEDI Privacy Policy Terms of Use Accessibility About Title Sit Consact Us Site Map 000000

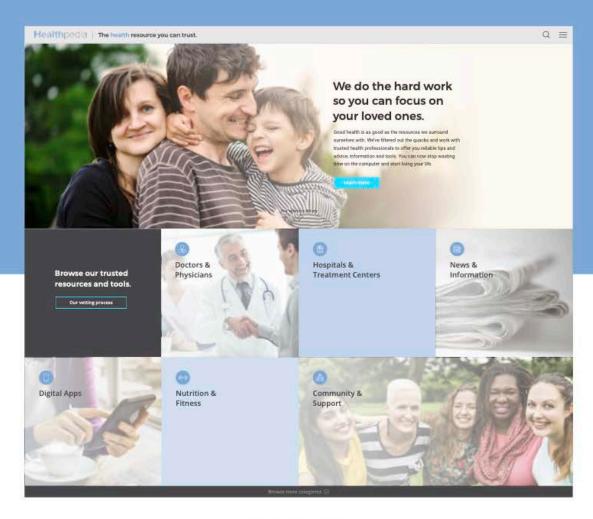
Doctorpedia:

Tablet & mobile views









POPULAR TIPS & ADVICE +



Health tip topic headline from this nurse Simodi ament exerum ommo kum, volenia co

Health tip topic headline from this nurse



RECOMMENDED BLOGS



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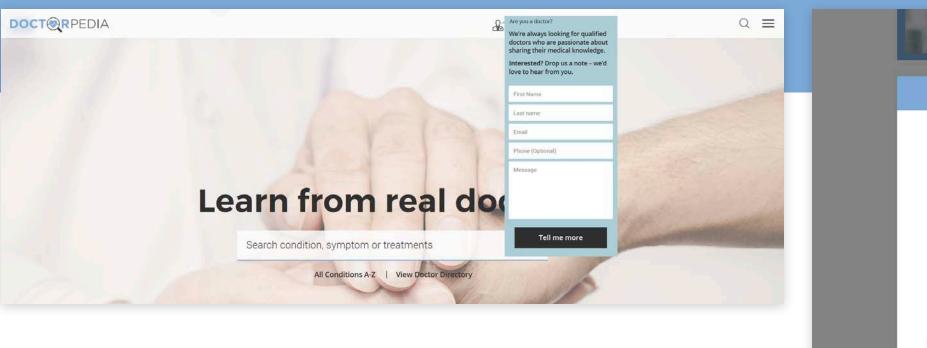
Facia as aut et et laut eaqui quo qui quaspis dolorempor Ratus, ius eume recabo. Blog Name Ahrs ago

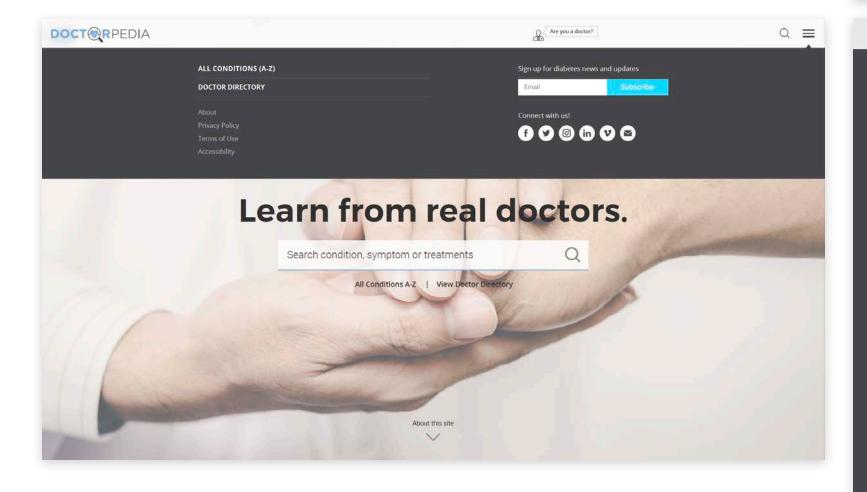


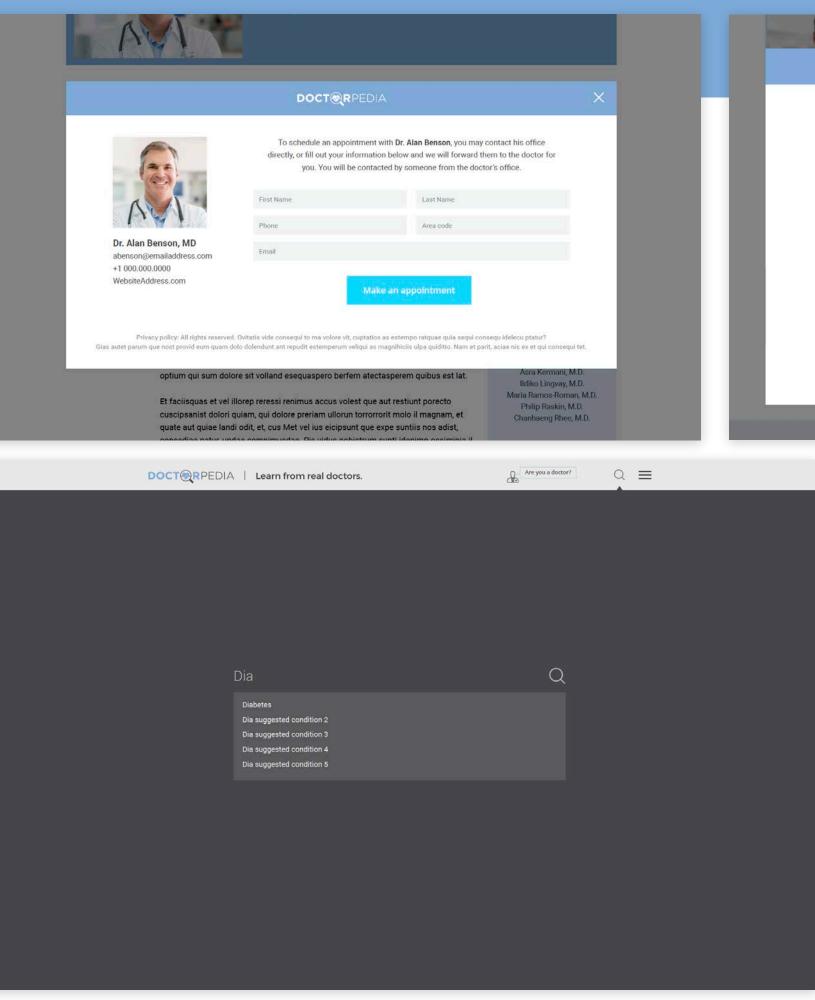
Blog Name Ahrs ago



DP menus and drop downs



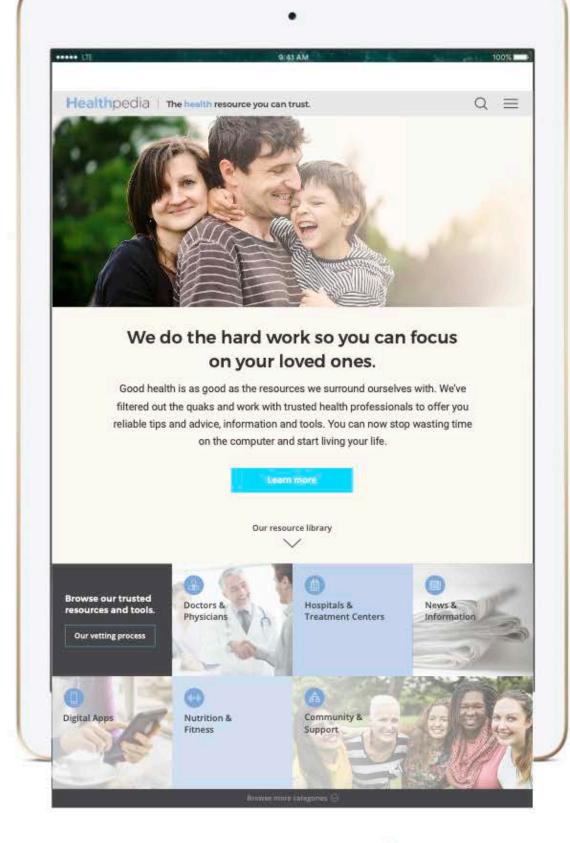




Scalability – drop-down menus, search, form, pop-up messages the same on Healthpedia



Healthpedia templates



POPULAR TIPS & ADVICE +

this nurse

Full story 0



Health tip topic headline from this nurse

Simodi ament exerumquas di te sint aut volupid maios maximinctur, ommo ium, volenia conesto berum, sumet odi volorio nseque volorestio Rescium et harumquias pore es volorer orepudia quat.

Full story 00



Health tip topic headline from

Simodi ament exerumquas di te sint aut volupid

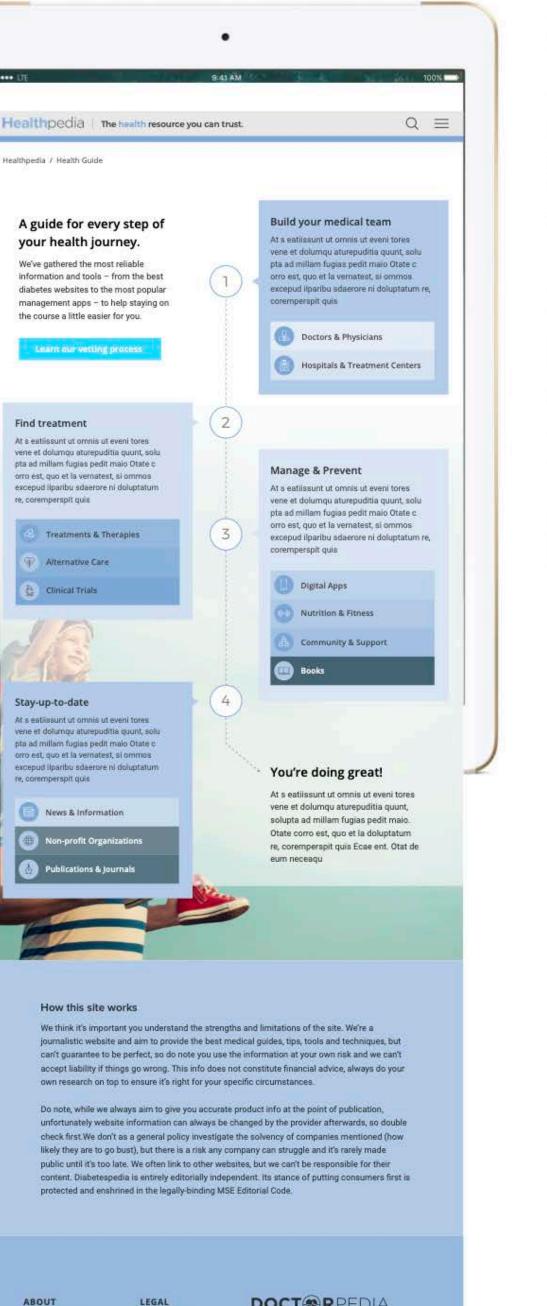
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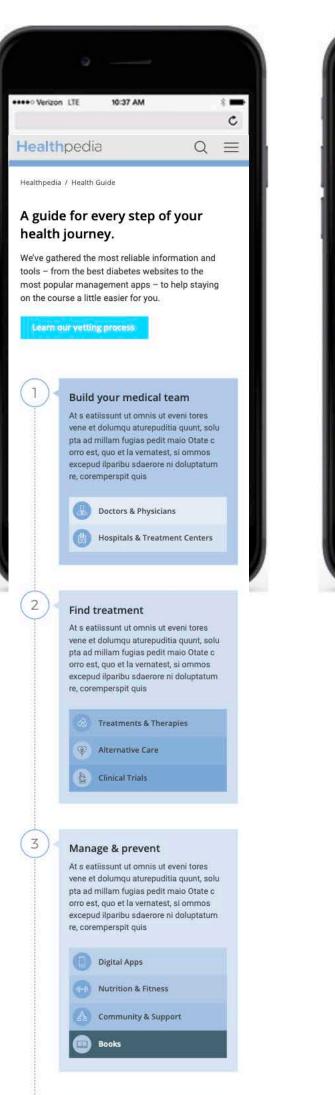
maios maximinctur, ommo ium, volenia conesto

et harumquias pore es volorer orepudia quat.

No actual content was ready when these "templates" were ready

RECOMMENDED BLOGS +





Stay up-to-date

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News & Information

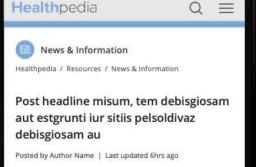
Non-profit Organizations

Publications & Journals

You're doing great!

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++++ Verizon LTE 10:37 AM



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BEST FOR: Tech-savvy users

PROS: Easy-to-understand; lots of content CONS: Navigation can be difficult for the less techsavvy; lots of information means you can also easily get lost trying to find your way around

Website Name 2 with Link

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- List 1 example
- List 2 example
- List 3 example
 List 4 example

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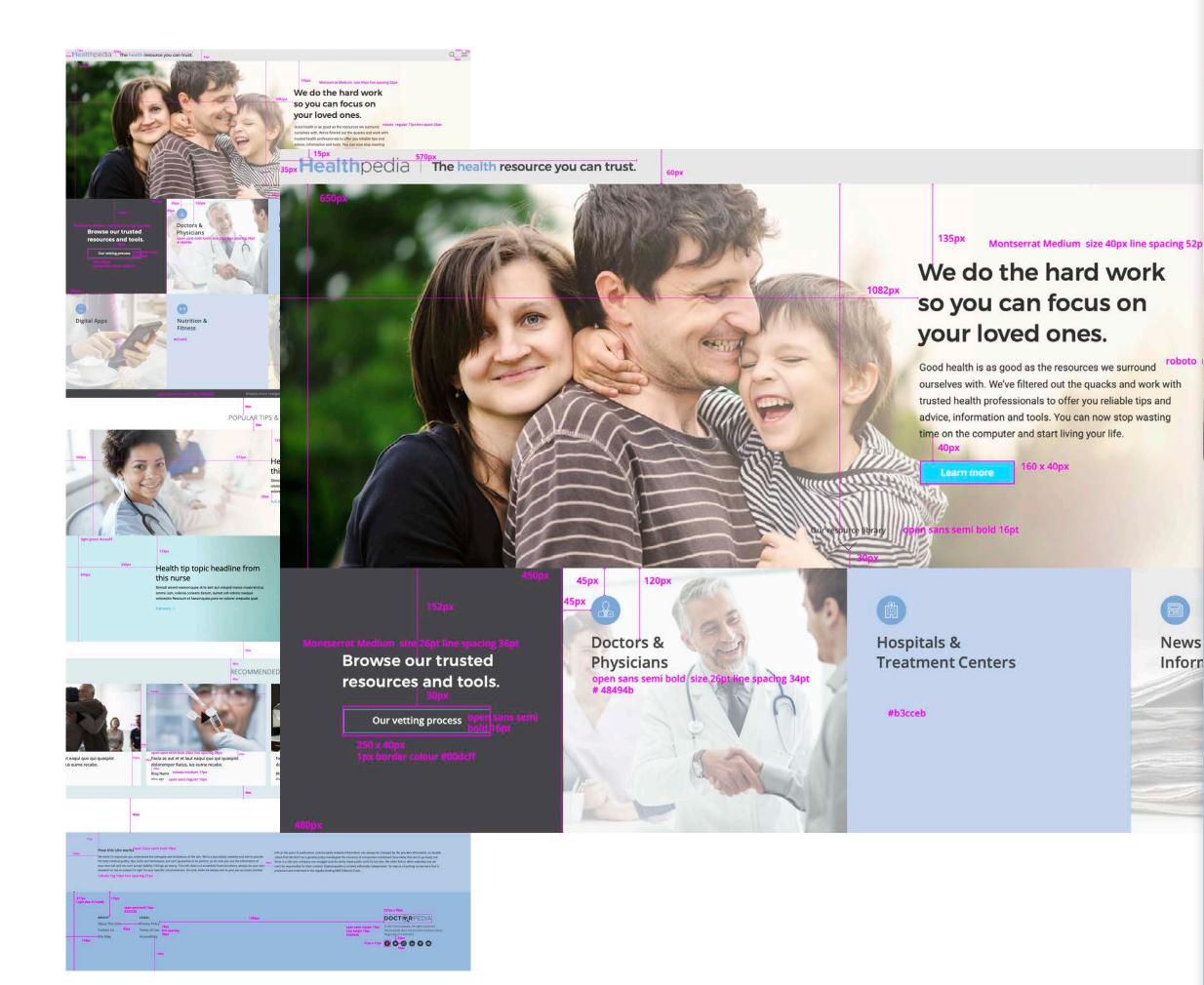
Site Map

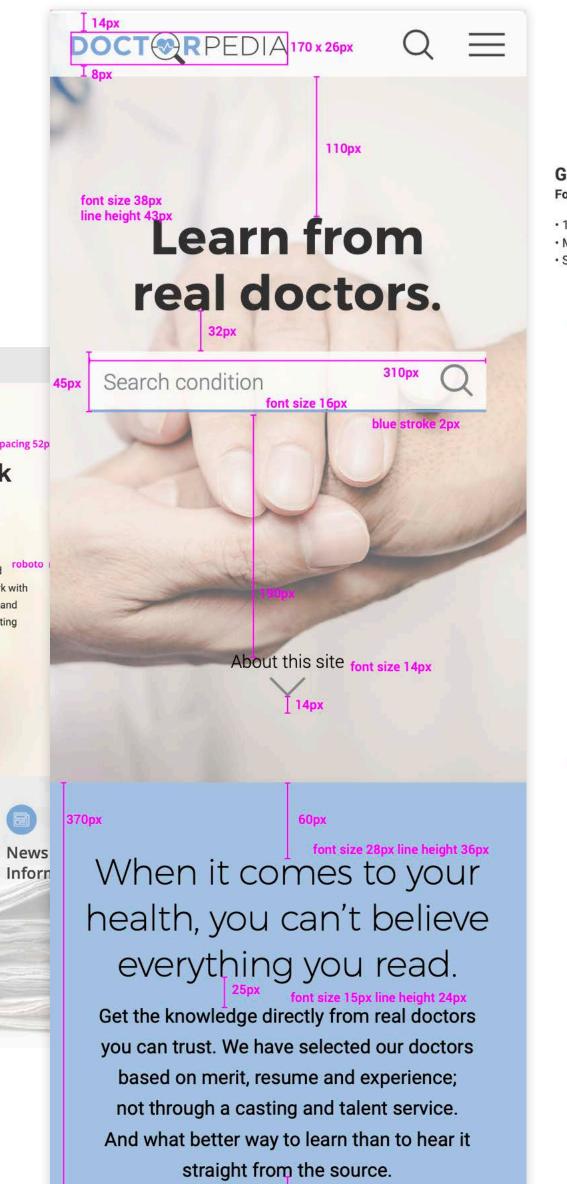
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Handoff to Developers

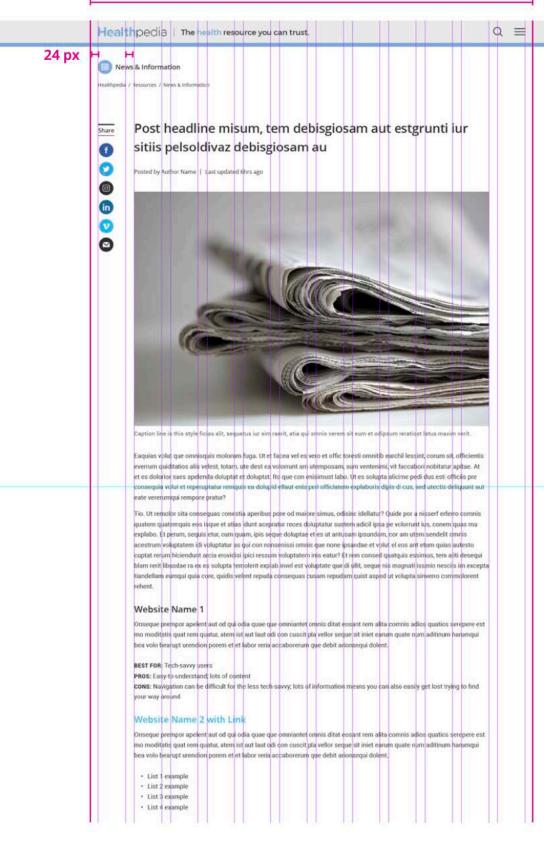
Life before Zeplin...





Grids: 12 columns For all other pages except landing pages

- 1200 px constraints
- Margins set at 24px
- Spacing between columns: 24px



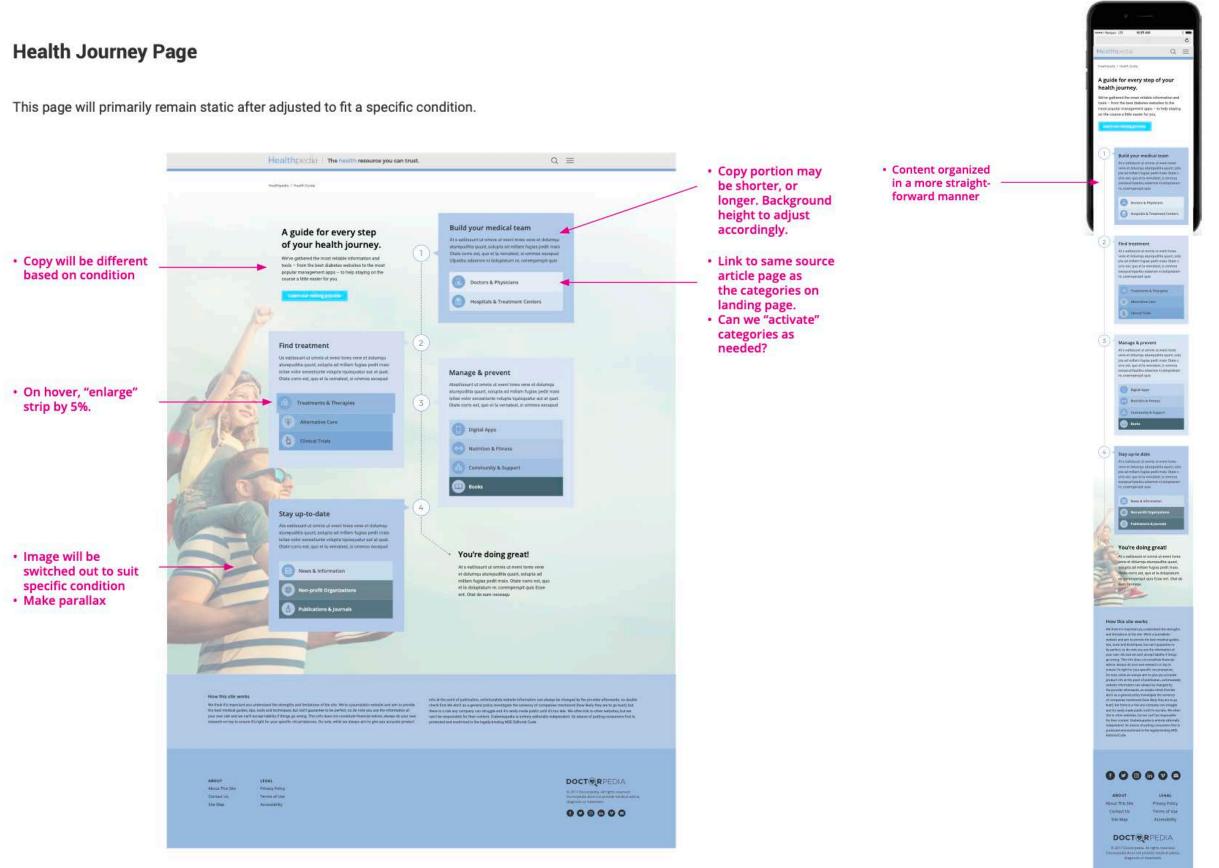
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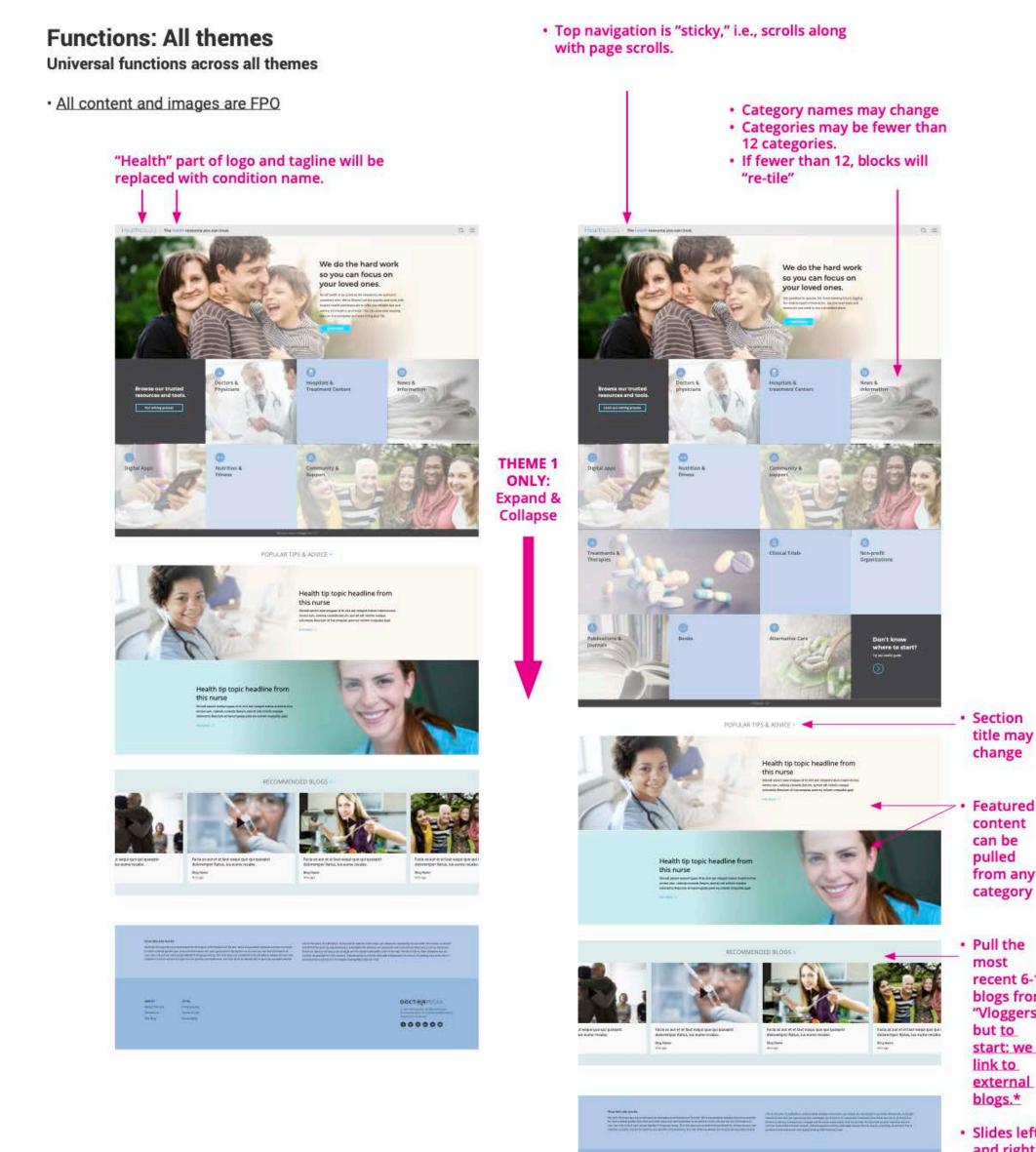
1200px

Tedious Notes for Developers

Health Journey Page: Phone version

This page will primarily remain static after adjusted to fit a specific condition.





recent 6-10 blogs from "Vloggers", but to start: we link to external blogs.* Slides left and right to view

blogs

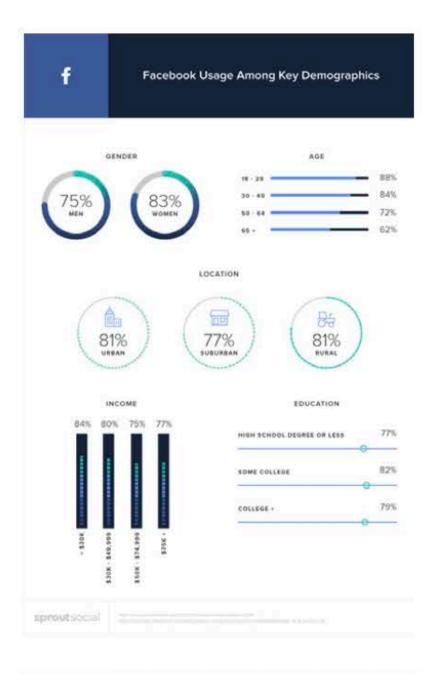
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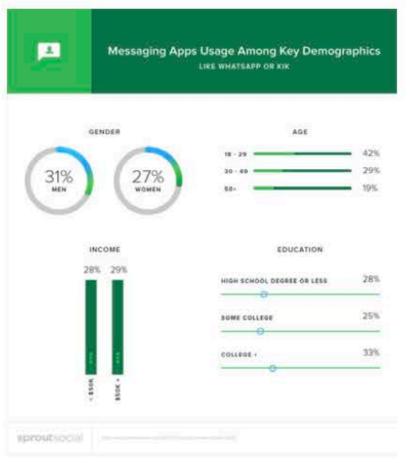
.....

content can be pulled from any category Pull the most

 Section title may change

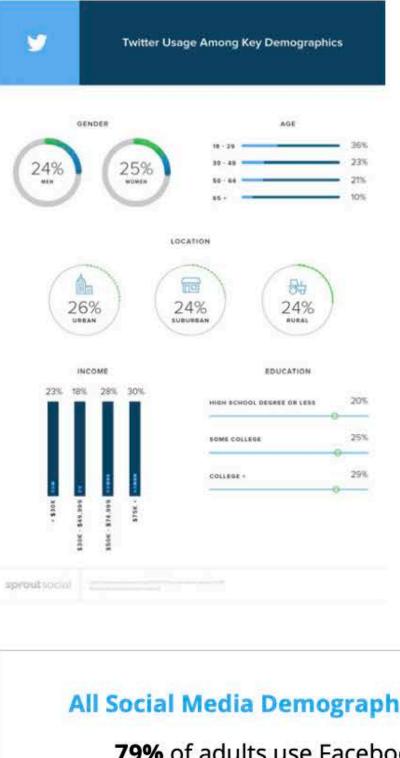
Social Strategy

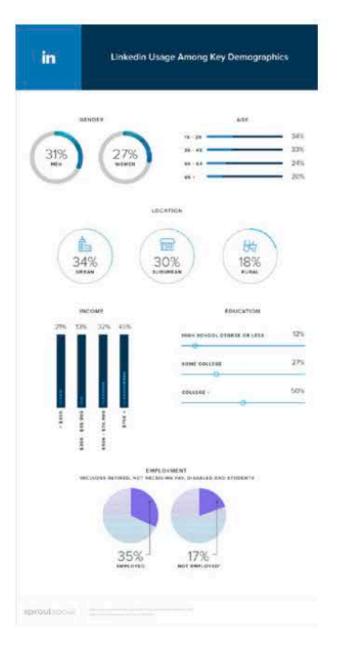


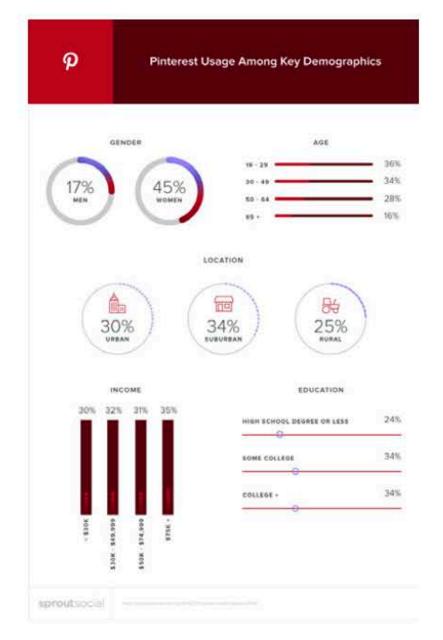












All Social Media Demographics

79% of adults use Facebook. 32% of adults use Instagram. 24% of adults use Twitter 31% of adults use Pinterest. 29% of adults use LinkedIn. 29% of adults use messaging apps. 24% of adults use auto-delete apps. **5%** of adults use anonymous apps.

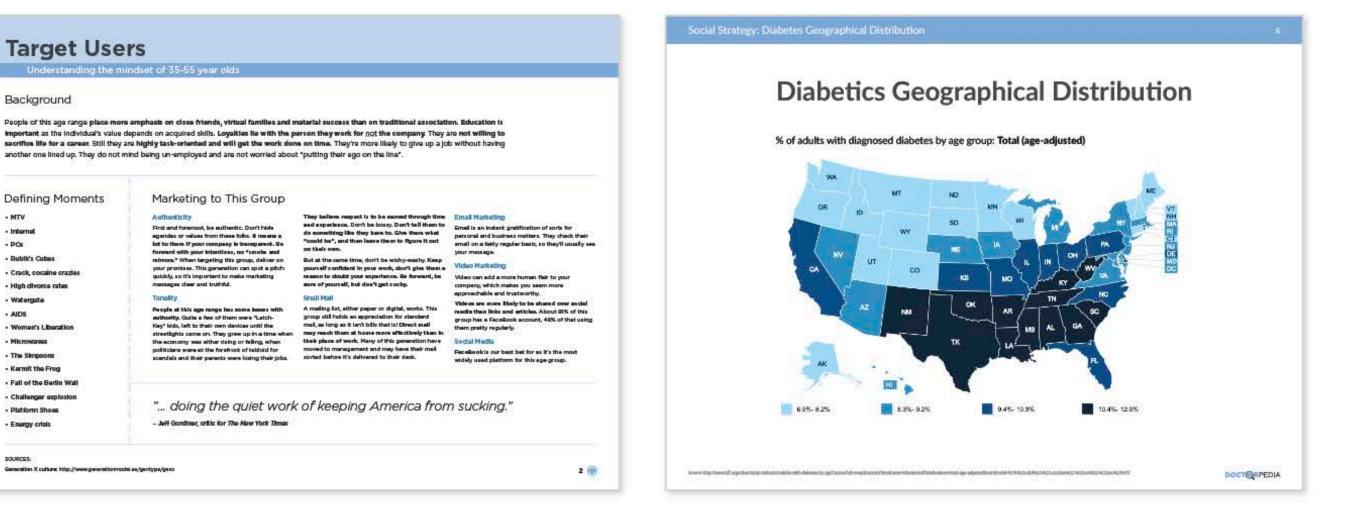
Daily User Social Media Demographics

76% of adults use Facebook daily. **51%** of adults use Instagram daily. 42% of adults use Twitter daily. 25% of adults use Pinterest daily. **18%** of adults use LinkedIn daily. FB users access app through mobile

TARGETED MARKETING FOR BEST ROI

Finding places with high concentrations of diabetics help make the best use of budget.

Marketing guidelines and content ideas were also prepared to assist future staff with



Post ideas/topics

Diabetes Facts (infographics opportunity)

- » 60-70% diabetics experience nervous system damage
- » Cause of 60+ non-traumatic lower limb amputations
- » For 20-74 yrs old, top cause of blindness
- » Leading cause of kidney failure
- » 7th leading cause of deaths in the U.S.
- » Increases the risk of high blood pressure
- » Have impaired sensation in the hands and feet or carpal tunnel syndrome
- » More than 20% of health care spending is for people with diagnosed diabetes.
- » Diabetes kills more Americans every year than AIDS and breast cancer combined
- » Diabetes: Health, United States, 2010: 69,201 deaths
- » Breast cancer 40,676 deaths, 2009
- » AIDS, 21,601 deaths, 2009

Preventative: Get tested if:

- » Overweight
- » 45 years or older
- » Having a family history of type 2 diabetes
- » Being physically active less than 3 times a week
- » Ever having gestational diabetes or giving birth to a baby who weighed more than 9 pounds.
- » African Americans, Hispanics and Latinos, American Indians, Pacific Islanders, and some Asian Americans are at higher risk than whites.

Management:

- » Blood Glucose Testing
- » A1C (How Does it Work?) and eAG (What is your number?)
- * Checking for Ketones
- » What is Dawn Phenomenon and how to handle
- » What is Hyperglycemia (High Blood Glucose)
- » What Does Tight Control Mean?
- » Walkathons/Marathons

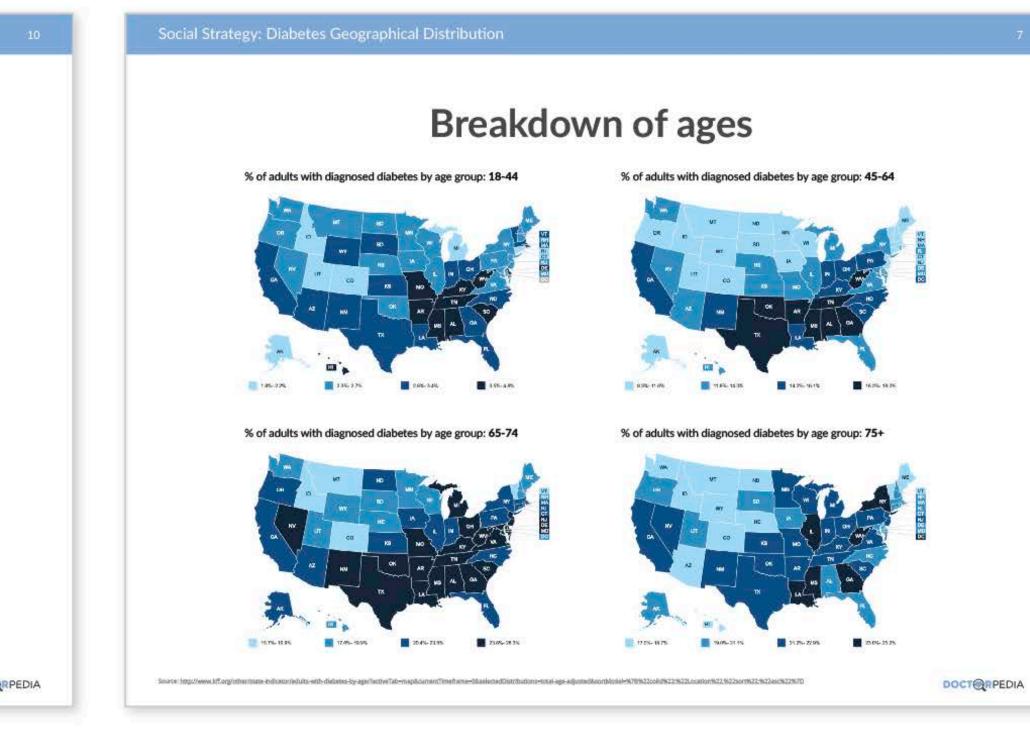
Exercises:

- » Workouts you can do at home
- » Tips on making workouts more fun
- » Workout routines
- » Invite Live workout sessions.

Seasonal Foods:

- » How to avoid holiday sugar binge
- » Holiday diabetes-friendly recipes
- » Seasonal fruits/vegetable nutritional info awareness a) Guess how many calories in

b) Sugar-free recipes to try



BRANDED CAMPAIGNS

Expansion of a couple diabetes campaigns

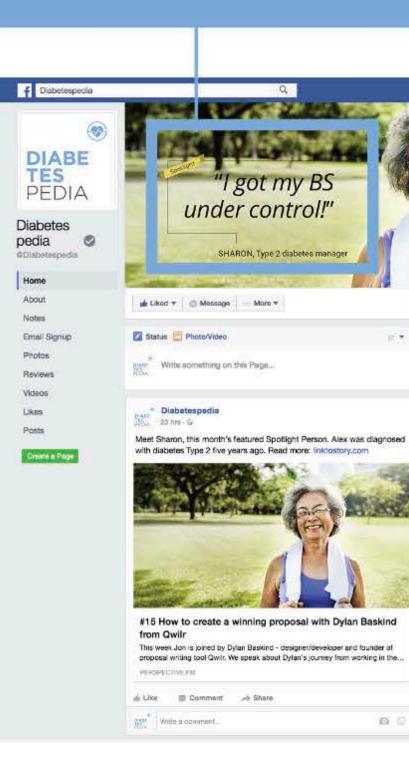
A twist on BS (blood sugar) for a little humor: Learning diabetes lingo

Diabetes In-Situ Campaign 1: In Control

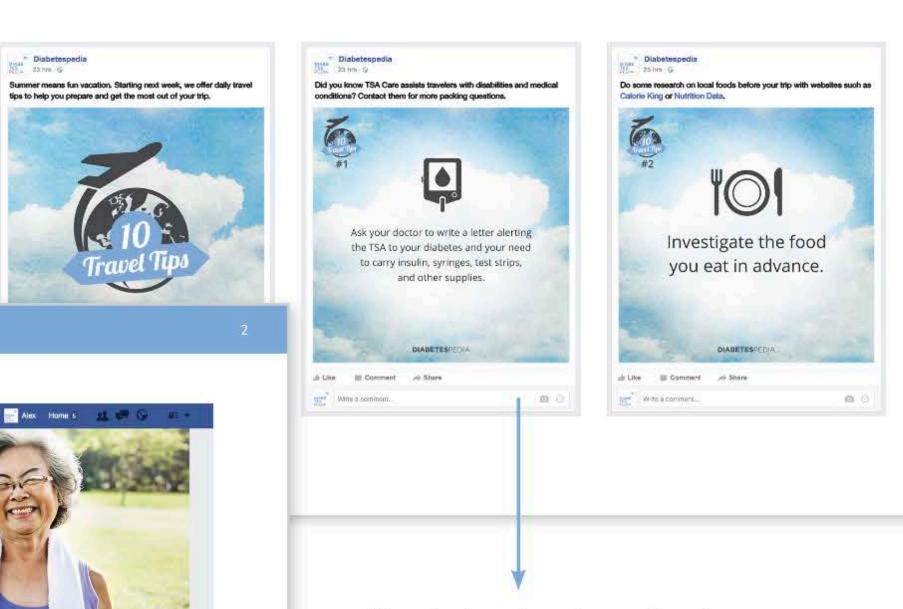
Strengthen product eco-system: Tie in social with websites by creating a branded featured story promo











I love to travel, and wondered how having diabetes would affect traveling, which led to the idea for this

DOCT@RPEDIA

Business service + London, United Kingdom

Q. Search for posts on this Page

306 people like this Alex Marin and 3 other friends

1. 9 people have been here

4.7 of 5 stars 3 moleues

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?) Ask for Every Interaction's hour

mtp://ww.everyinteraction.com/

Share your opinion about Every

invite friends to like this page

Metal Box Factory, 30 Great Guildford St Save

4.7 * * * * *

Alox Marin

My Impact

- Solidified the company's story, mission and vision statement.
- Improved core product offerings (shorter videos, strategic interview style that allows for editing) and more engaging execution style.
- Provided the roadmap for growth and scaling through competitor and audience research.
- Established the need for content writers, more UX/product design resources, particularly those with healthcare industry knowledge, and the process of vetting articles and doctors to build credibility.



Agnes Limandra Carrera

contactagnesc@gmail.com 786-512-2575