

# 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

Users

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

- Untested 700+ doctor videos
- No deep research
- No target audience
- No unique USP
- No content
- Too many features
- No MVP goals/metrics
- \$2M seed funding

## Timeline

- 15 websites in 90 days
- 30 websites in 1.5 yrs

## Brand

- No credibility
- No vetting of doctors
- “Comprehensive”

## Other factors

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

**Trial by fire**

# 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.

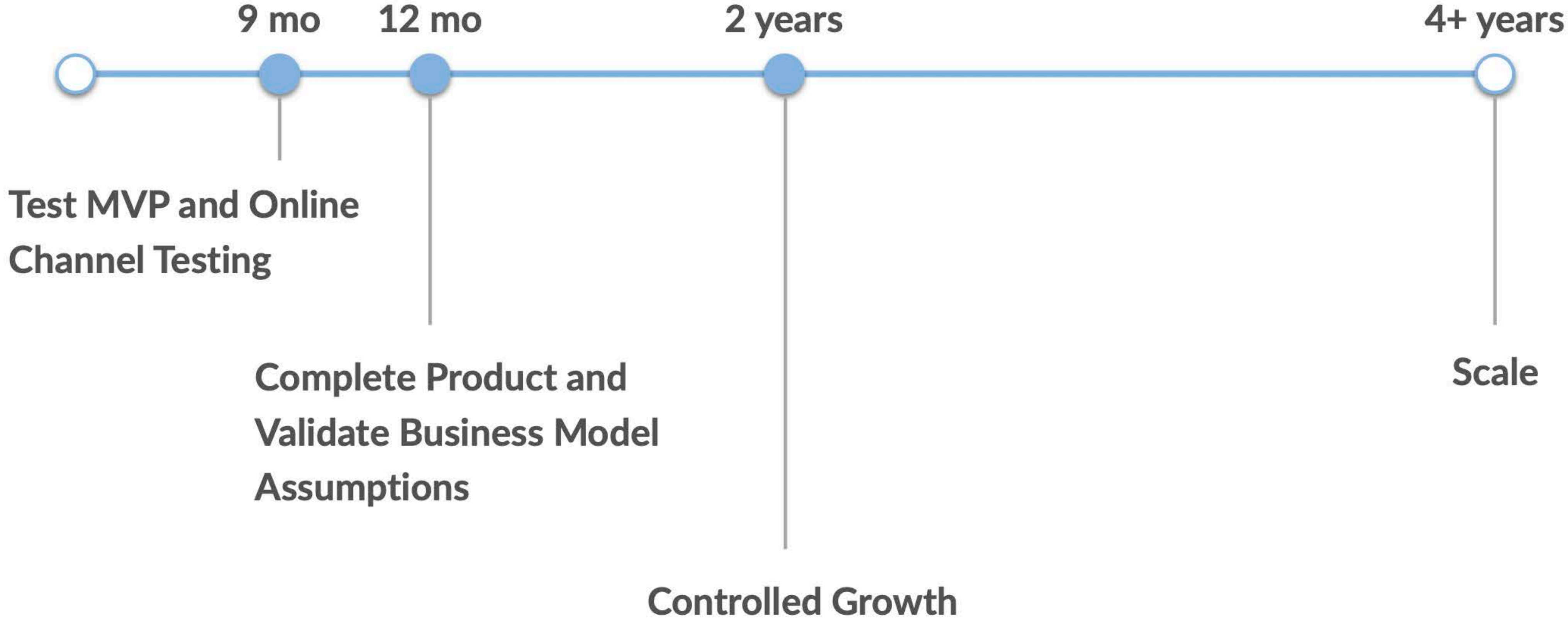
## Offerings:

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

Define “comprehensive”



# Timeline



My proposed growth timeline, starting with one condition

# Investors/stakeholder pressure

Early versions proved too many features + information = confusion

**LOGO**    **Subscribe**    **Log In / Sign Up**

**FEATURED**    **LATEST NEWS**

**Featured Videos**

**Video Feed**    **Video Feed**    **Video Feed**

**Featured Experts & Community**

**Popular Reads**

**ABOUT**    **FOR SPONSORS**

**RECOMMENDED**

**Dummy links**

**Acne Vulgaris**    **Overview**    **Treatment**    **Prevention**    **Living with**    **Experts & Community**    **Videos**    **Our Team**

**Acne Overview**

**Causes of Acne**

**Signs and Symptoms of Acne**

**No Diagnostic Standard**

**VIDEOS**

**EXPERTS & COMMUNITY**

**POPULAR READS**

**RECOMMENDED**

**ABOUT**    **FOR SPONSORS**

**RECOMMENDED**

**COPD**    **Overview**    **Treatment**    **Prevention**    **Living with**    **Experts & Community**    **Videos**    **Our Team**

**COPD Overview**

**Featured Videos**

**Video Feed**    **Video Feed**    **Video Feed**

**Featured Experts & Community**

**Popular Reads**

**RECOMMENDED**

**ABOUT**    **FOR SPONSORS**

**RECOMMENDED**



# Research

# Competitors

Main competitors



Took 20 years to finally turn a profit



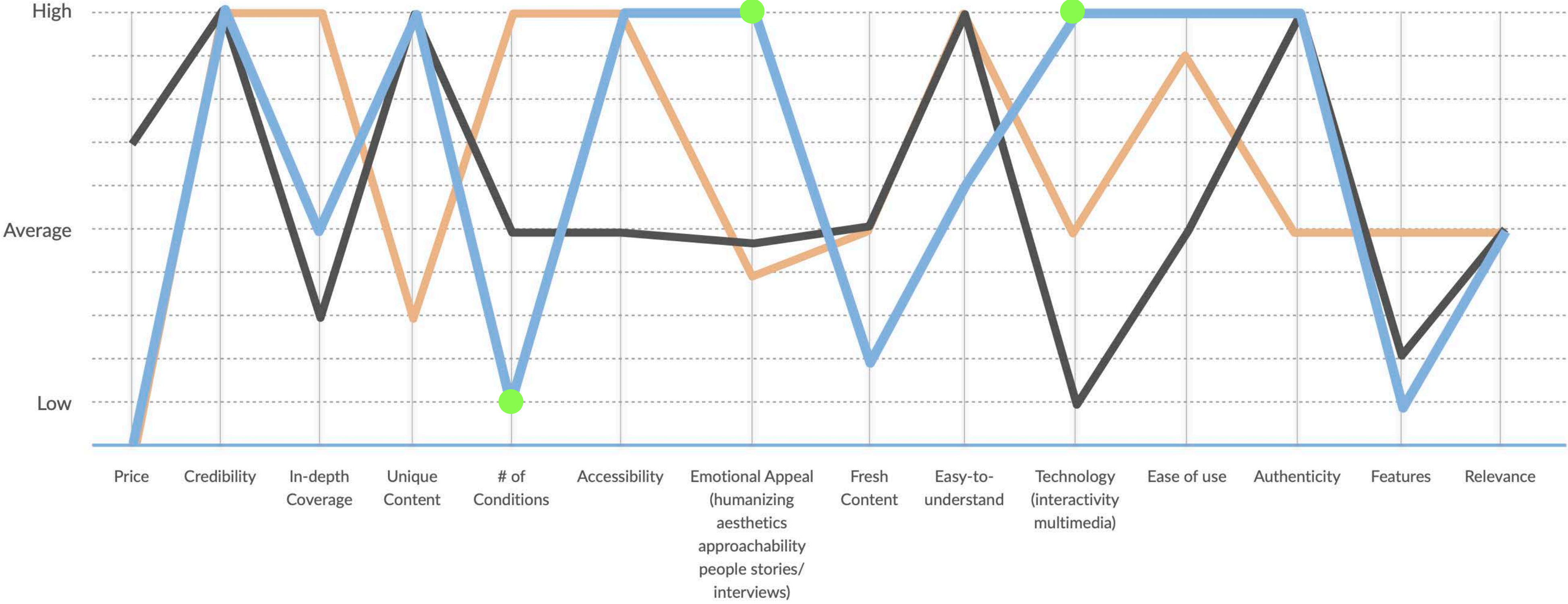
Condition-specific websites



Many competitors are highly trusted for their info.

# Strategy canvas

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



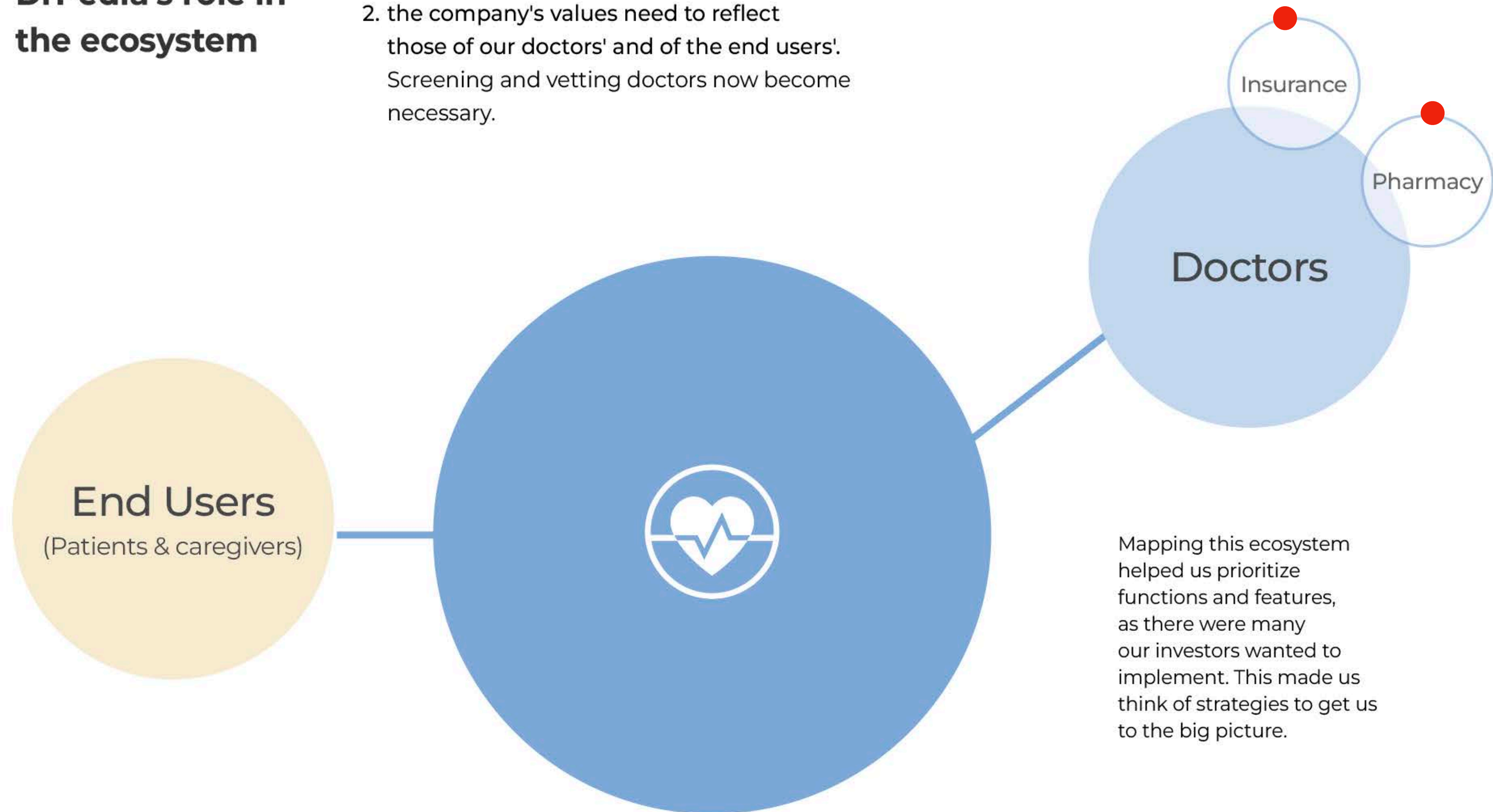
Not unique enough to compete with existing products, nor have the resources to compete.

## Factors of Competition

- ▭ Typical health sites
- ▭ High-end health info provider
- ▭ Doctorpedia

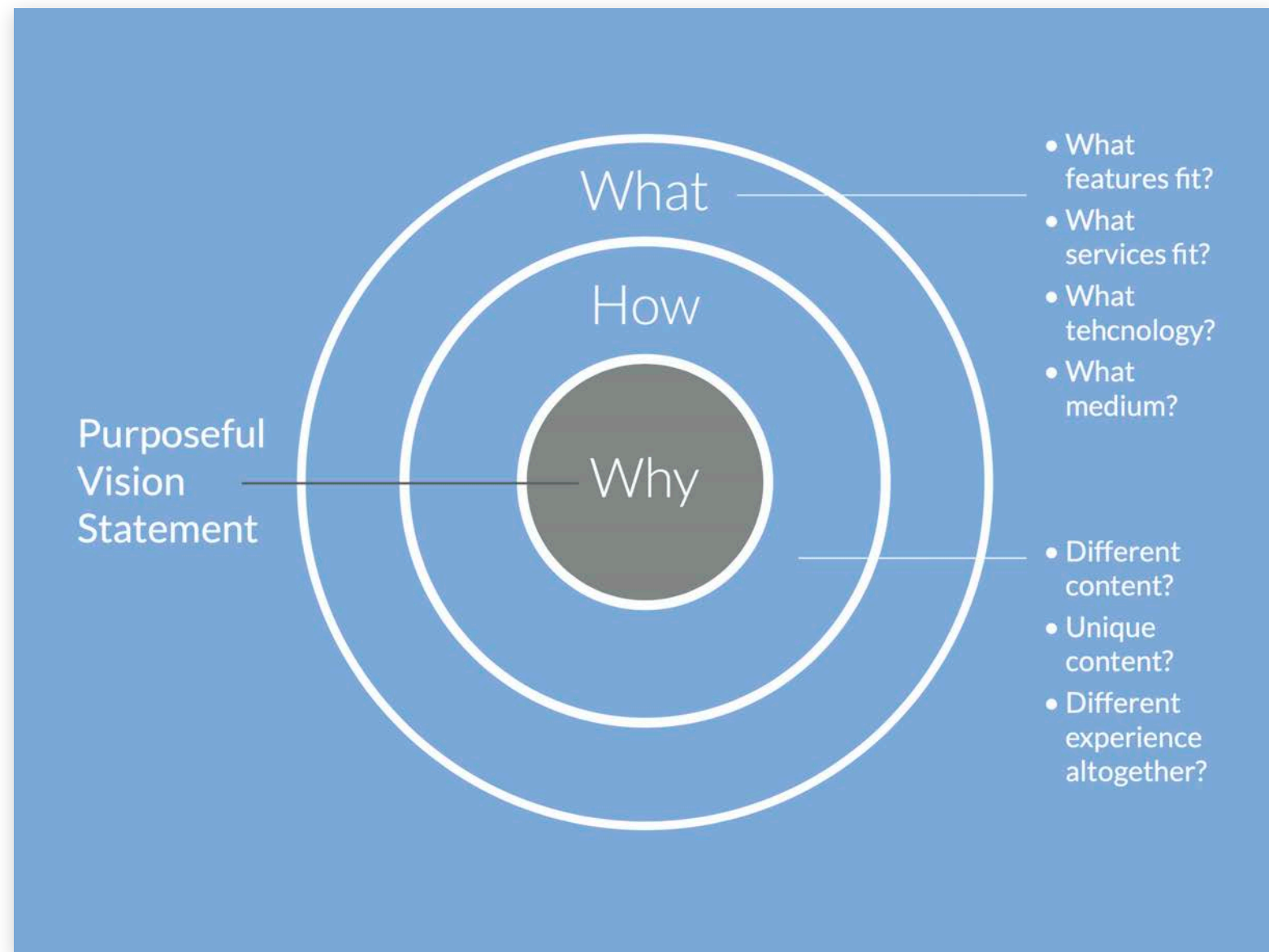
## Learning DrPedia's role in the ecosystem

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.



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”



15

**Doctors**

**Common complains about patients & work**

- They don't take advice on treatments and/or recommendations.

Non Denominator

**Users (Potential patients)**

**Common complains about doctors**

- They don't listen.
- They're in a rush to see other patients.
- They don't communicate well (doctor-doctor, doctor-patient)\*
- Hard to keep track of medical records.
- They're hard to get hold off.
- 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\*.

**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.

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

Question to Ponder 19

## 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?

Doctorpedia's Possible Solution 13

	Users (Potential patients)	Doctors	Fellow Patients
			<b>AFTER DIAGNOSIS</b>
<b>Why videos?</b>	• <b>Benefits:</b> Better learn about the condition & doctor	• <b>Benefits:</b> chance to showcase expertise to potential patients, and to humanize doctors	• <b>Benefits:</b> Be an inspiration, and continued self-healing
<b>Why connect?</b>	• <b>Opp:</b> Get to know a doctor first before connecting	• <b>Opp:</b> Gain new patients and their trust.	• <b>Opp:</b> Build each other up. Give support where the doctors can't provide.
<b>Why with fellow patients?</b>	• Better understanding of what to expect • Tips, tools & resources	N/A	• To give strength, courage, support and empower one another. • Share resources.
<b>Likelihood of wanting to see the doctor in the video?</b>	• <b>Emphasize:</b> Talk to Doctor. Opportunity for initial consultation to get to know your doctor; and follow ups	• Doctor's chance to connect. Share values, philosophy	N/A

DOCTORPEDIA

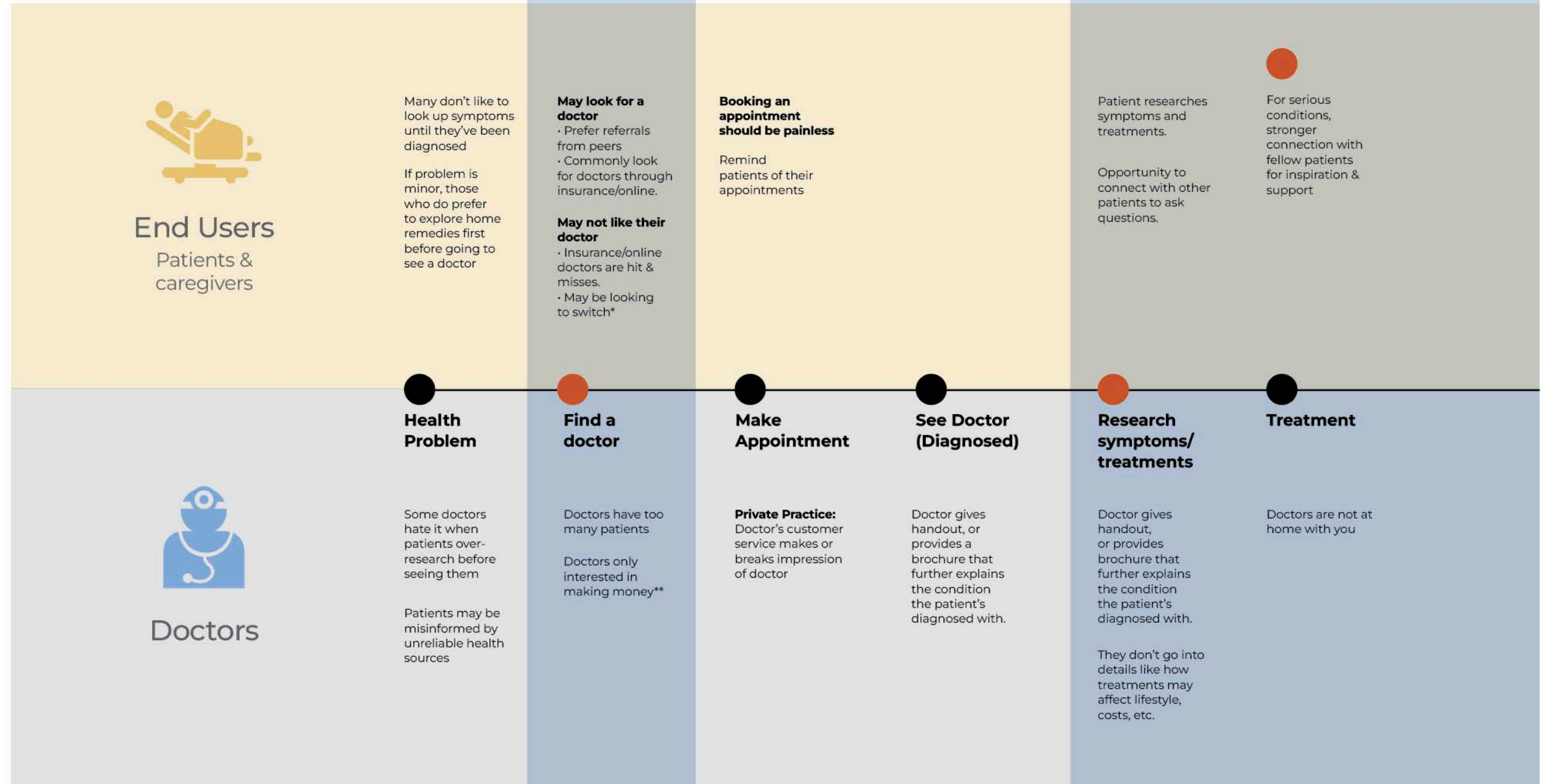
# From “DP Why”

## 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



# 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.

Primary Focus

**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.

Secondary content that help build relationship

Content ideas

# Users



# “Audience Compiled” research presentation

## Why Knowing Target Audience is Crucial 3

- 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 \$\$\$\$

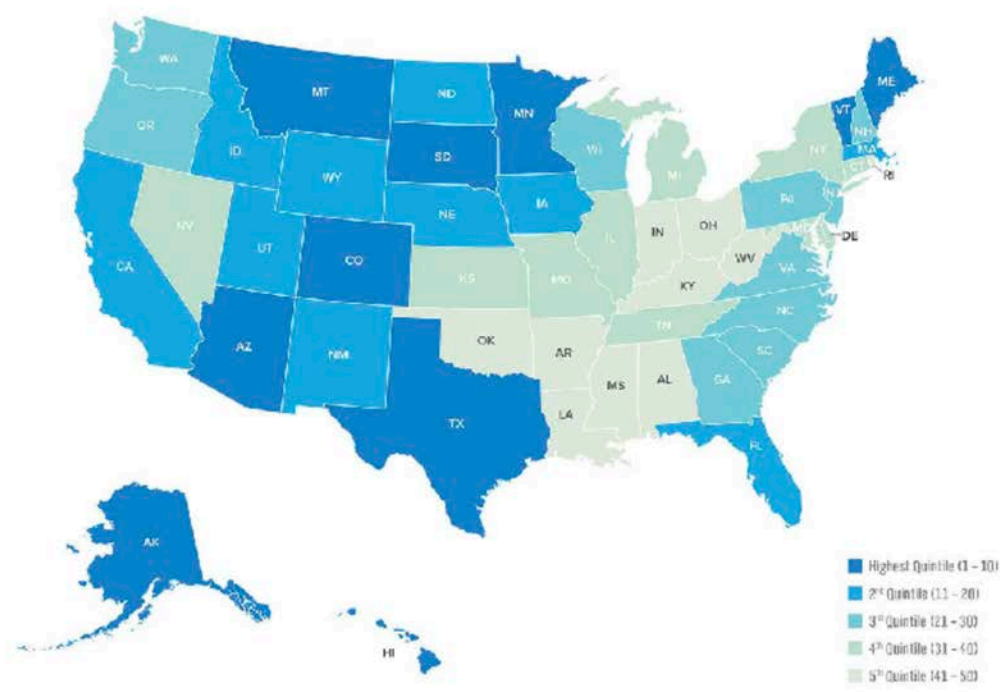
## Baby Boomers

## Gen X

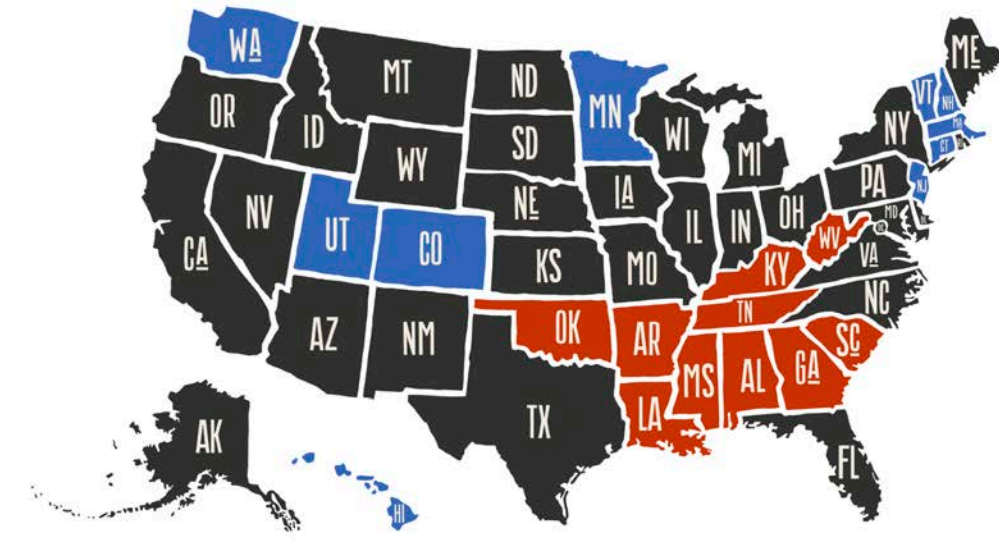
Gen X + millennials for target audience – very similar.

## Health Rankings of U.S. States 50

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



## Health Rankings of U.S. States: Summary 51



- **10 healthiest states:**
  1. Hawaii
  2. Massachusetts
  3. Connecticut
  4. Minnesota
  5. Vermont
  6. New Hampshire
  7. Washington
  8. Utah
  9. New Jersey
  10. Colorado
- **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 52

### CDC: 10 most important public health problems and concerns

1. Alcohol-related harms
2. Food safety
3. Healthcare-associated infections
4. Heart disease and stroke
5. HIV
6. Motor vehicle injury
7. Nutrition, physical activity and obesity
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

Points to diabetes

# Identify Target Users: Demographics

## Primary Users: 36-55 yrs

### Summary

#### The “Sandwich” Generation

**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.

**They grew up with the internet and digital technology, and re-defined & refined use of technology**

Unlike baby boomers, they are thus much more comfortable with finding information online. Baby boomers don’t research healthcare online as much as Gen X.<sup>1</sup>

**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.

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.

**“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>

# Understanding Target Users: Sandwich Gen

## Target Users

Understanding the mindset of 35-55 year olds

### 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

### 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*

SOURCES:

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

# Target User Profile – Diabetes

## Target Audience

**Age:** 35–55.

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

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

## 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.

**Age:** 36

**Family:** Married, one kid

**Education Level:** College degree and +

**Location:** Boston, Massachusetts

**Annual Household Income:** \$75,000 +

- Independent
- Pragmatic
- Fun & Informal
- Collaborator
- Adaptable
- Problem-solver
- Family-oriented

### Preferred Channels

**Traditional Ads (Print, Broadcast)**

**Online & Social Media**

*"It's this group, not millennials, who are obsessed with Facebook and Instagram"*

**Referral**

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

### Personality

Introvert Extrovert

Analytical Creative

Conservative Liberal

Passive Active

### Motivations

- Customer Orientation
- Achievement
- Inspiration
- Identity and Purpose
- Learning
- Save money & earn rewards\* (see report)

### Brands

ANTHROPOLOGIE

SEPHORA

philosophy

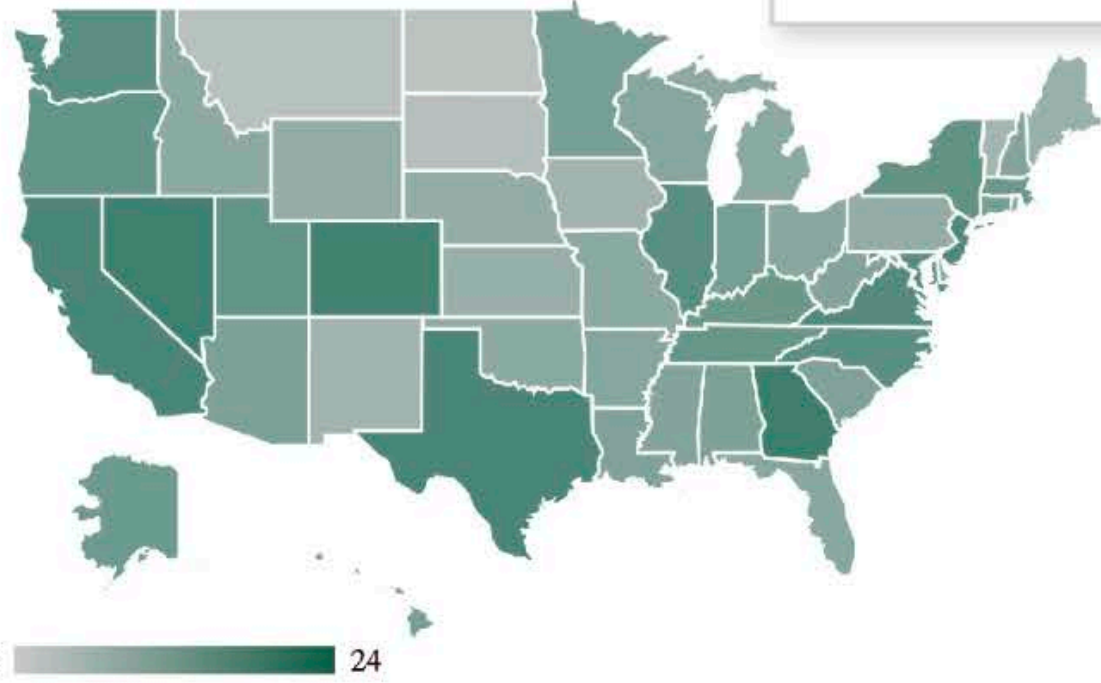
POTTERY BARN

Crate&Barrel

HONDA

**SOURCES:**  
 Women are waiting to have kids: <http://www.businessinsider.com/average-age-of-mother-having-first-child-going-up-2015-6>  
 Women more likely to discuss health concerns with friends, men rarely do: <https://newsroom.clevelandclinic.org/2016/08/15/cleveland-clinic-survey-confirms-men-rarely-talk-health/>

**SOURCES:**  
 Demographic of online healthcare seekers: <http://www.pewinternet.org/2013/01/15/information-triage/>  
 Gen X use social more than Millennials: <http://www.marketingdive.com/news/nelsen-gen-x-more-active-than-millennials-on-social-media/435026/>



**Left:** Distribution of our target audience in the U.S.  
**Right:** Knowing top concerns helps us narrow down a condition to start for MVP.

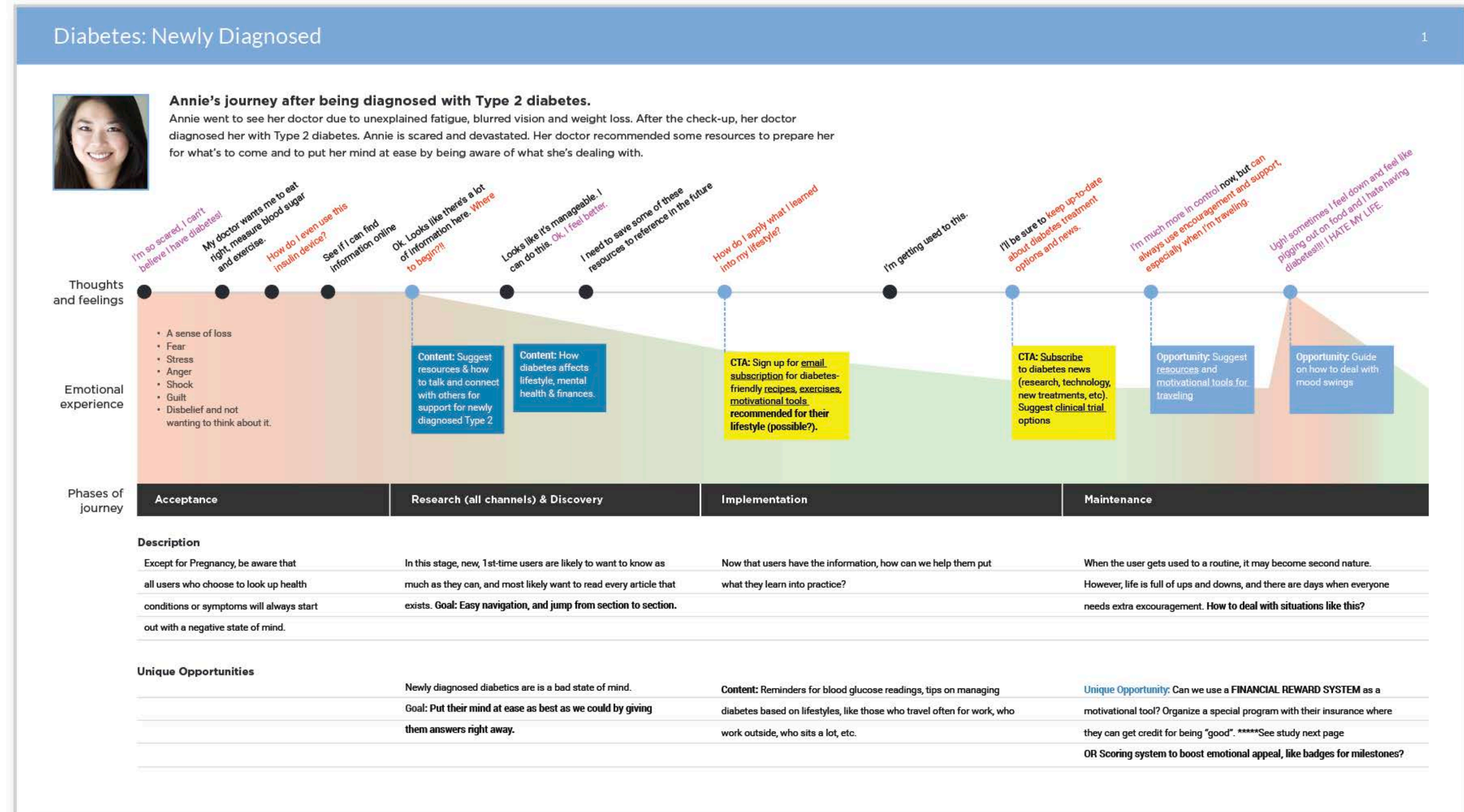
- TOP 3 HEALTH CONCERNS**
1. Obesity and diabetes
  2. Aging

Don't insult users with "blings"

# User Journey – Diabetes



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



# 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 pregnancy 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

6 months

9 months

## 1ST TRIMESTER

Amy was **excited and scared** after testing positive on her pregnancy 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 (babycenter.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 keep the pregnancy.

### 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 hemorrhaging
- Information about post-partum depression would be useful too.

## 2ND TRIMESTER

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:

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

# 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**

*“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 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”*

**Medical Practice Operator**

*“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 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**



# Understanding the Benefit for Doctors

## How We Help Doctors

### Benefits

3 Primary Benefits:

1

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.

2

Reliable information:  
Learn directly from doctors

**Solution for unreliable health information**

Learning directly from doctors means no more suspicious medical information.

3

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.

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.

# The Product 2.0

# The Product 2.0



Doctors who provide informational health videos

DOCTORPEDIA



Health management professionals who provide tools and resources

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

**Why.**  
**How.**  
**What.**

WHY

**The big story**

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

HOW

**Pre-diagnosis**

**Primary intent:**

Learn about condition

Trustworthy information  
directly from doctors

**Post-diagnosis**

**Primary intent:**

Manage health condition

Empowerment through reliable  
resources and support from  
the community

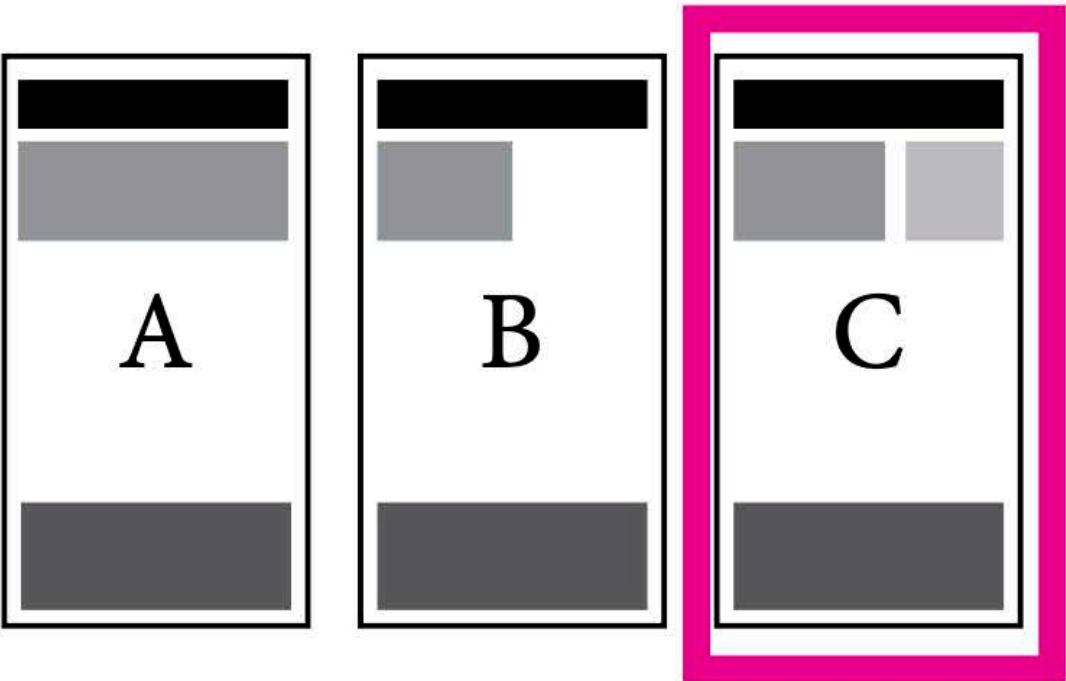
WHAT



# Scaling ideas

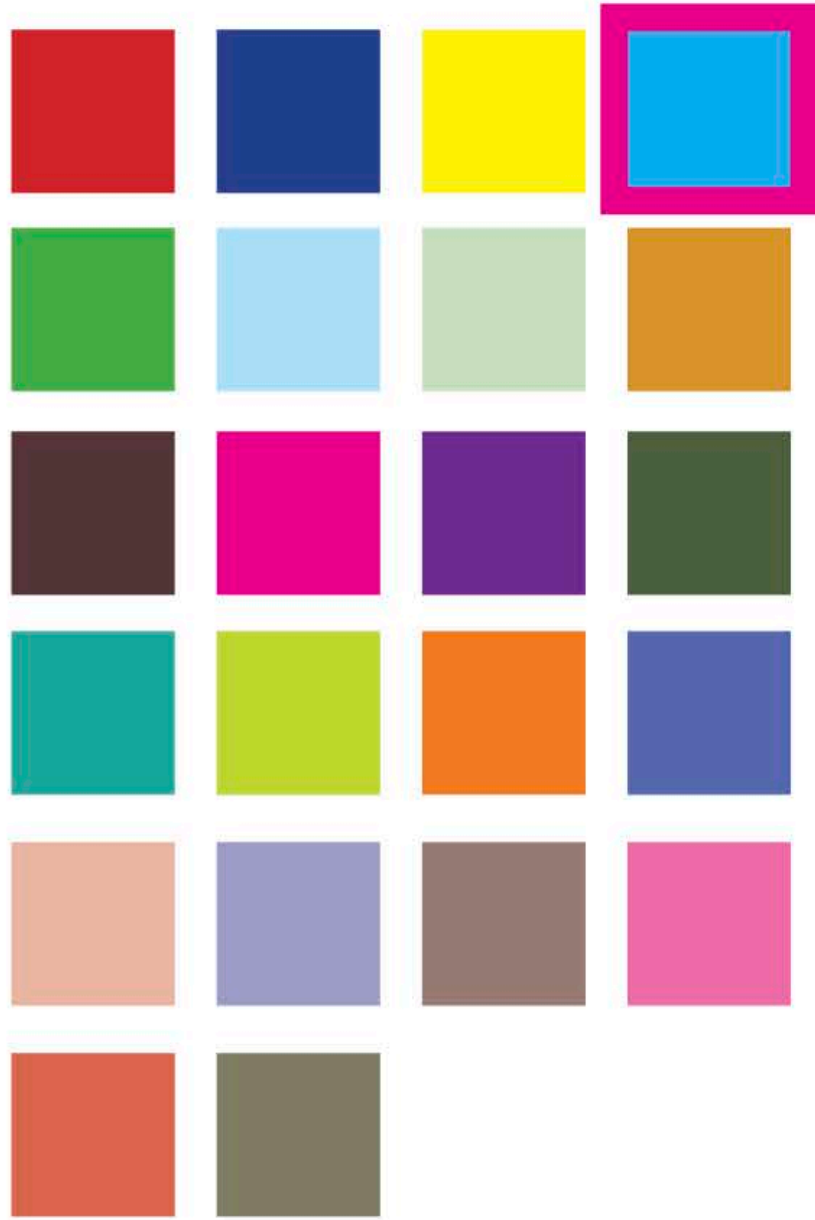
# Challenge: Scaling websites

Choose most fitting structure for content

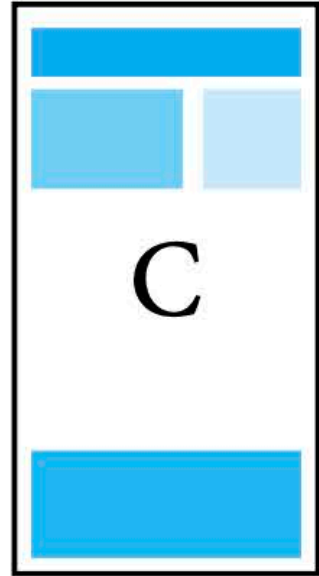


+

Apply category color or theme



=



## Templates:

Doctorpedia:

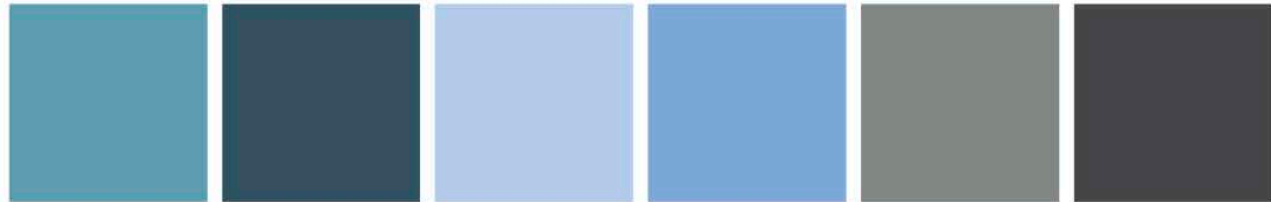
- Home
- Article
- Videos landing
- Video
- Doctor profile

Healthpedia:

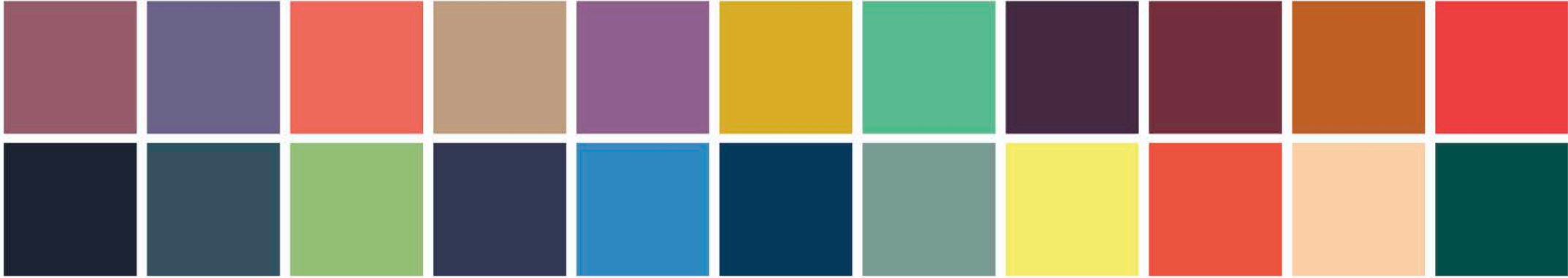
- Article
- Health Journey
- Vlogger

# Color Expansion, System & Example

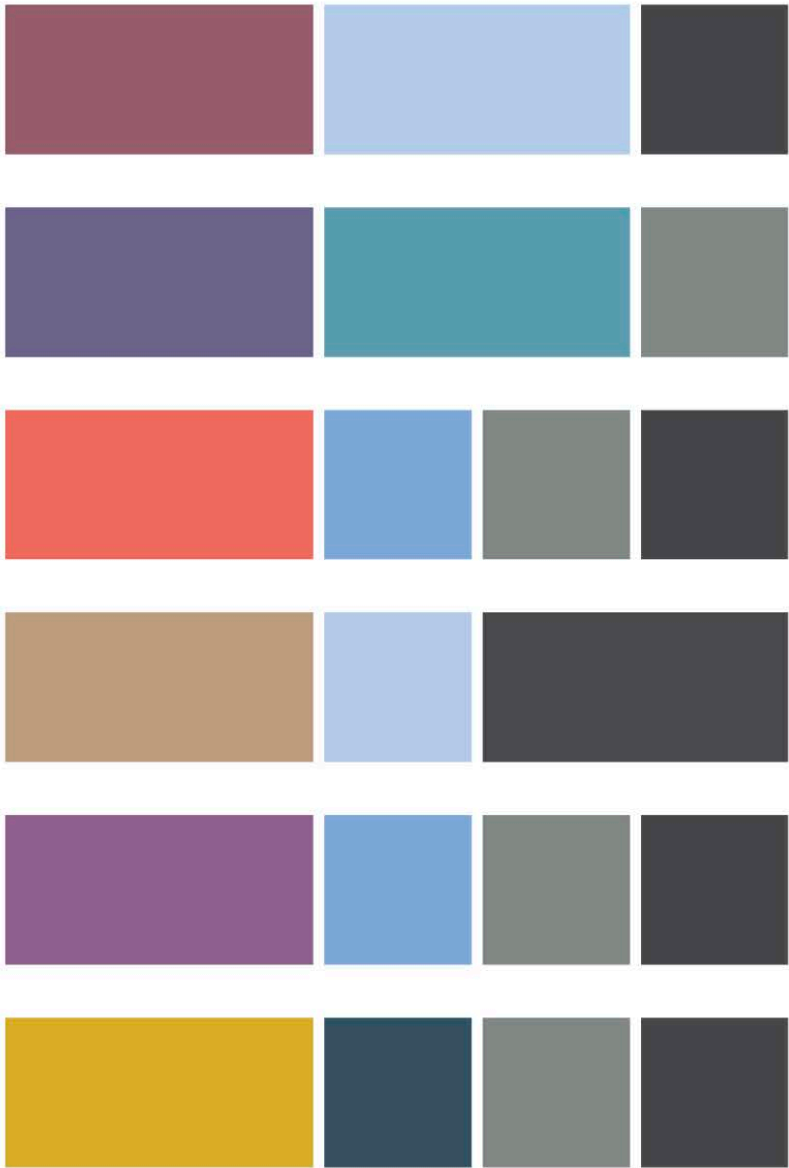
Microsite Colors



+



=



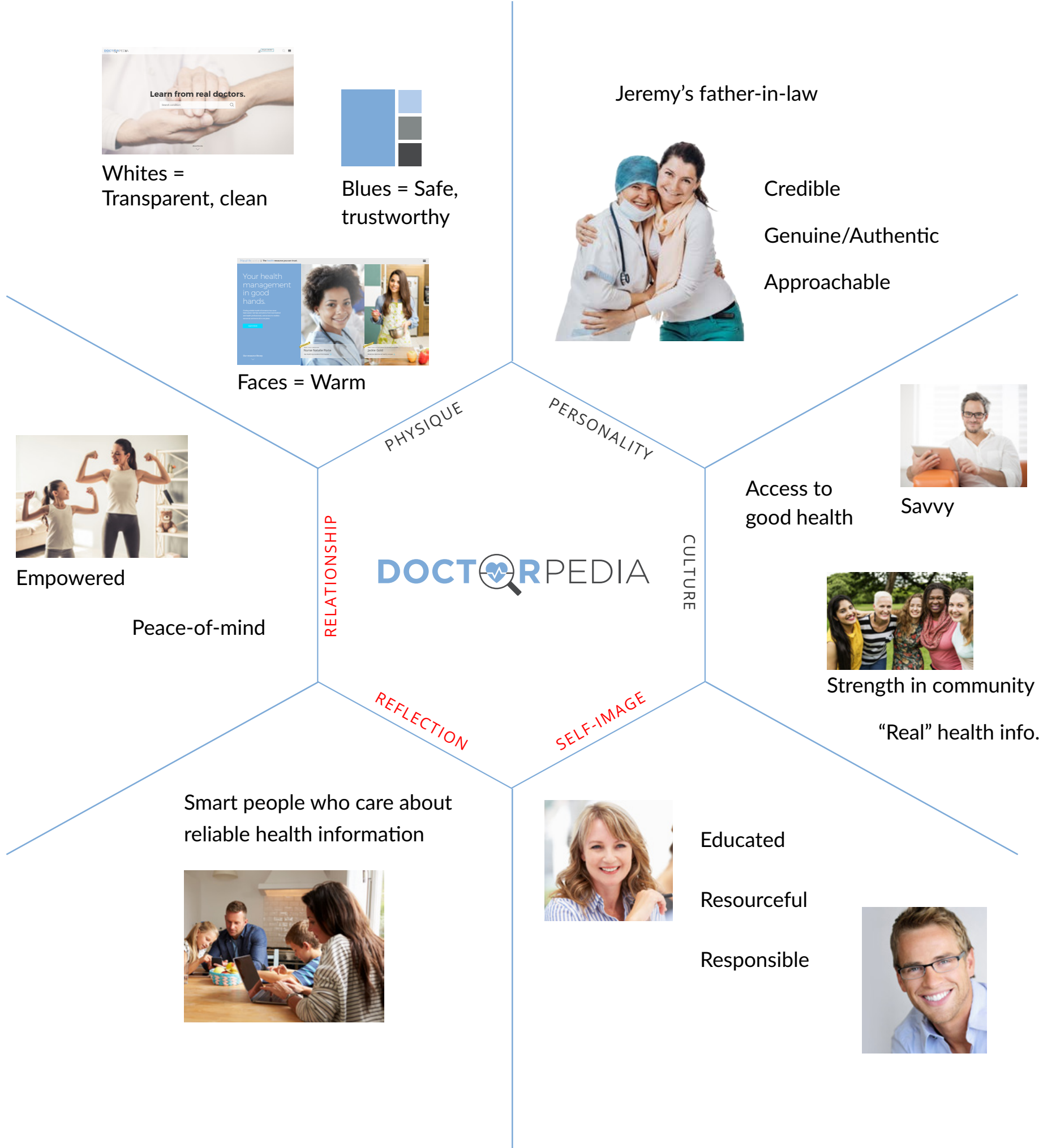
**Concept:**

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

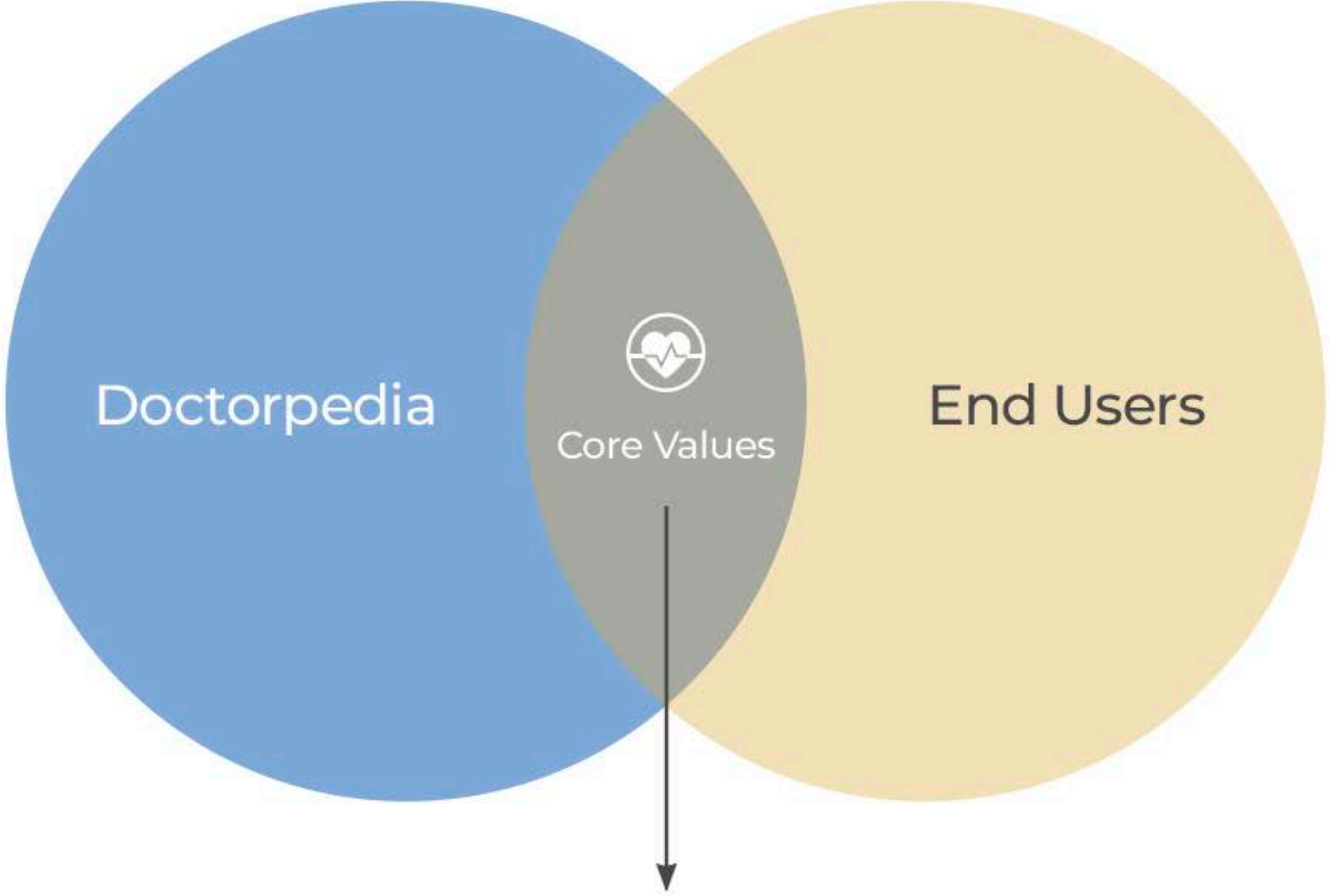


# Defining Company Culture



## 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.

## OUR MISSION

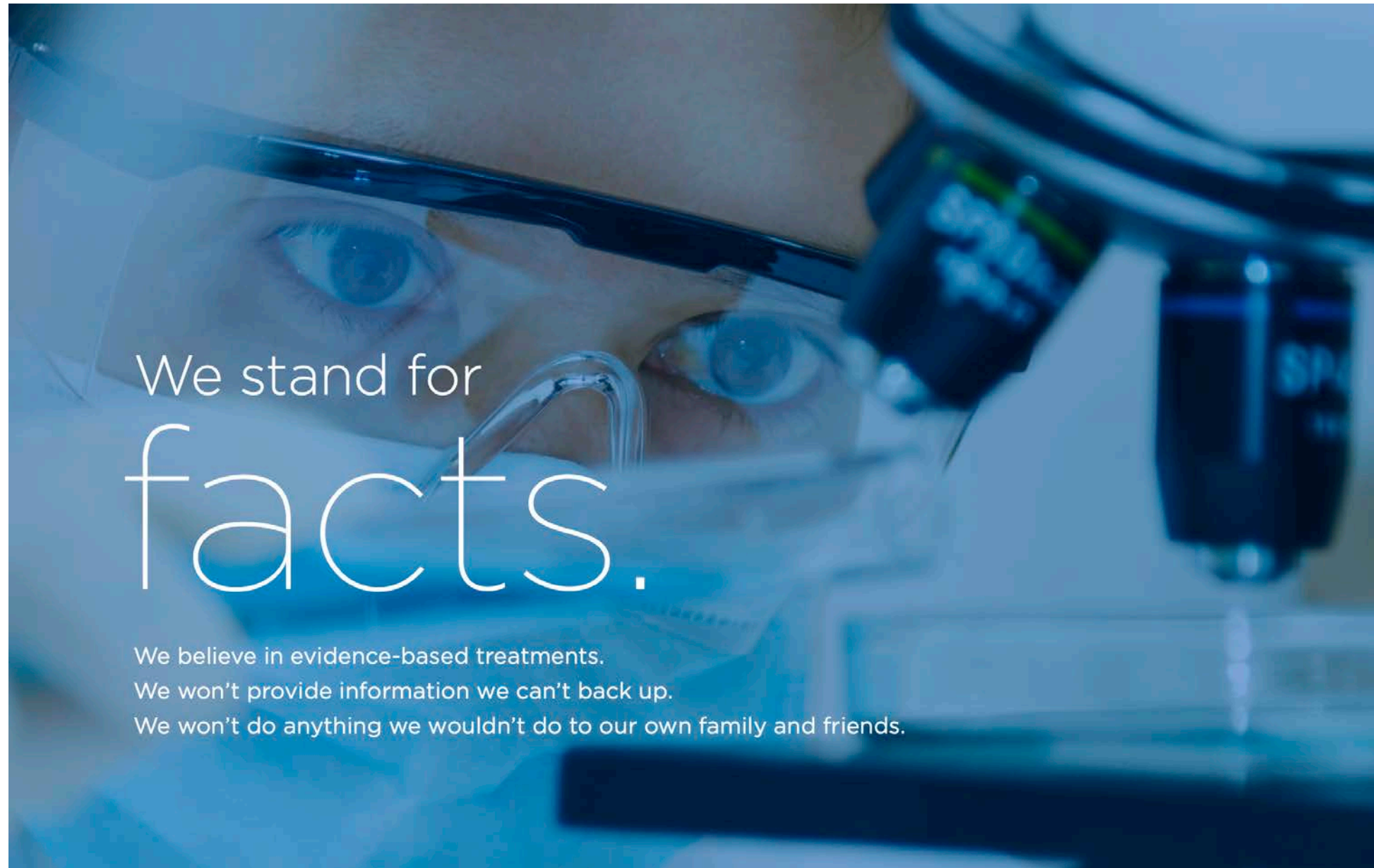
The goal of Doctorpedia™ is to empower everyone to make better decisions about our health by delivering comprehensive and credible online health information.

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

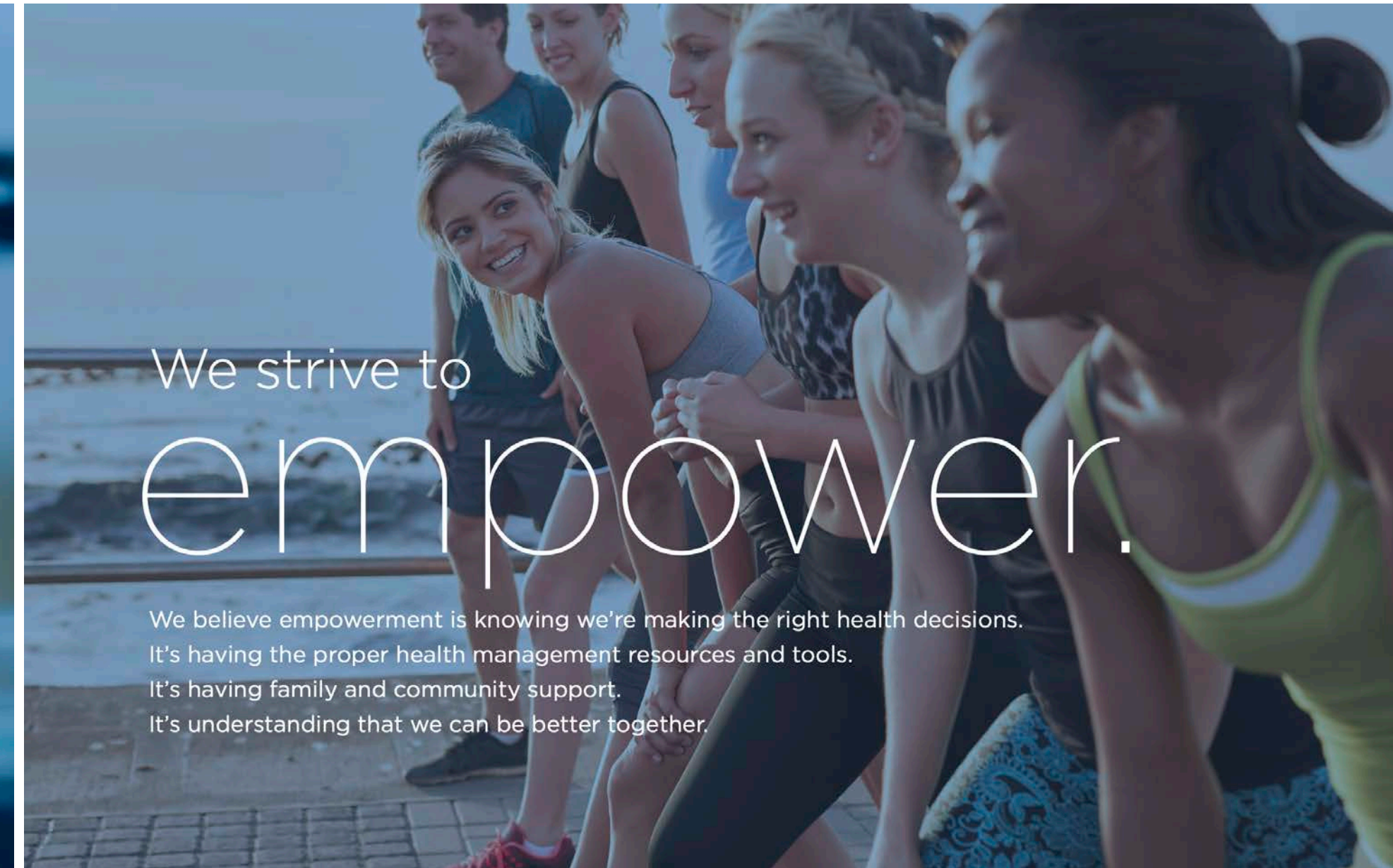


**TRUST** is imperative. Went with “familiar trust” instead of disruptive healthcare since Dp is so new.



We stand for  
**facts.**

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.



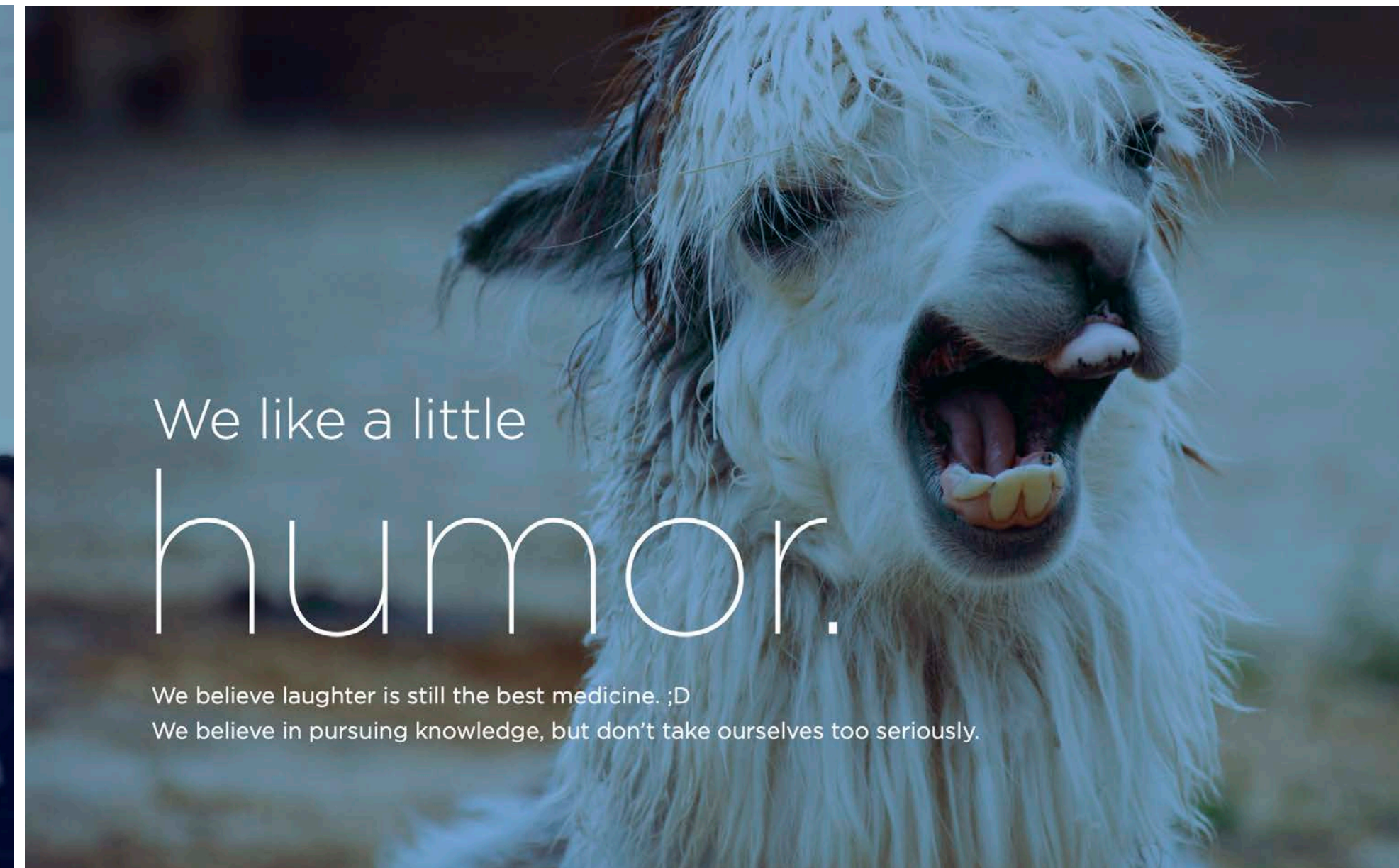
We strive to  
**empower.**

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 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 like a little  
**humor.**

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.

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Primary button color (DP mothership):



#00dcff  
R 0  
G 220  
B 255

Primary button color (condition websites):



#06c0f6      #413d94  
R 6                      R 65  
G 192                  G 61  
B 46                      B 148

Alternative color (primarily text links):

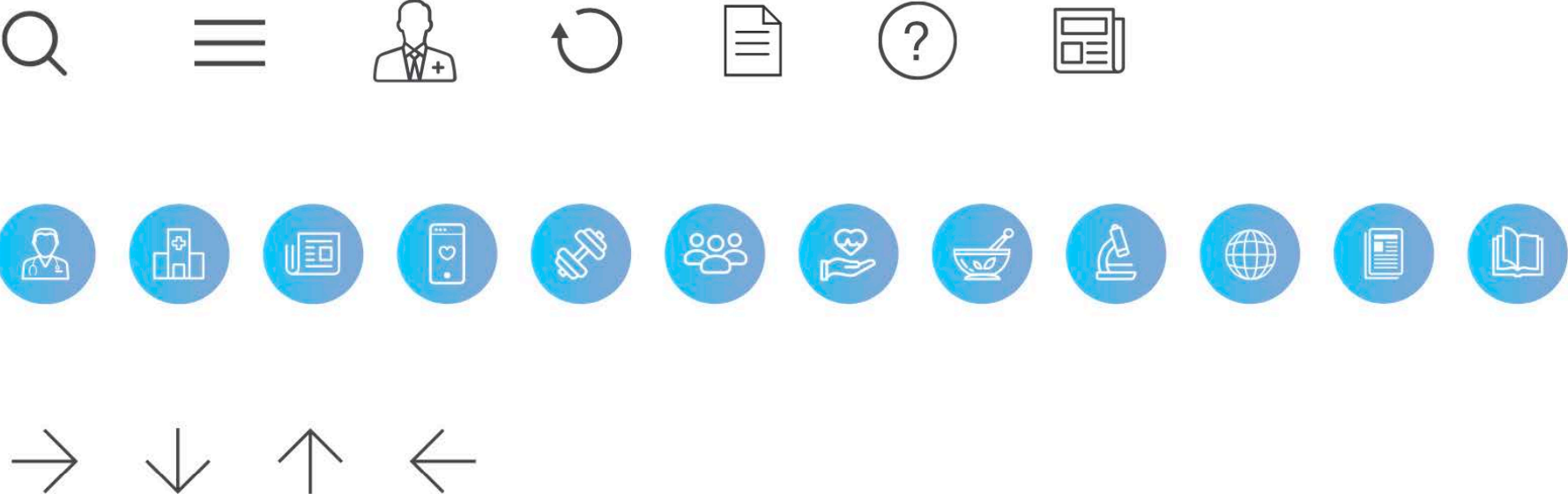
[text link.com](#)

#00b5dc  
R 0  
G 181  
B 220

Primary color



#5c9fb1	#2e5363	#b3cceb	#7ca9d9	#828787	#47484a
R 92	R 46	R 179	R 124	R 130	R 71
G 159	G 83	G 204	G 169	G 135	G 72
B 177	B 99	B 235	B 217	B 135	B 74



# Scalable logotype

Default logo:

**Condition**pedia  
↑                    ↑  
Gotham Bold      Gotham Light

Monochromatic

**Condition**pedia

Reverse

**Condition**pedia

Examples:

**ErectileDysfunction**pedia

**Cataracts**pedia

**LowerBackPain**pedia

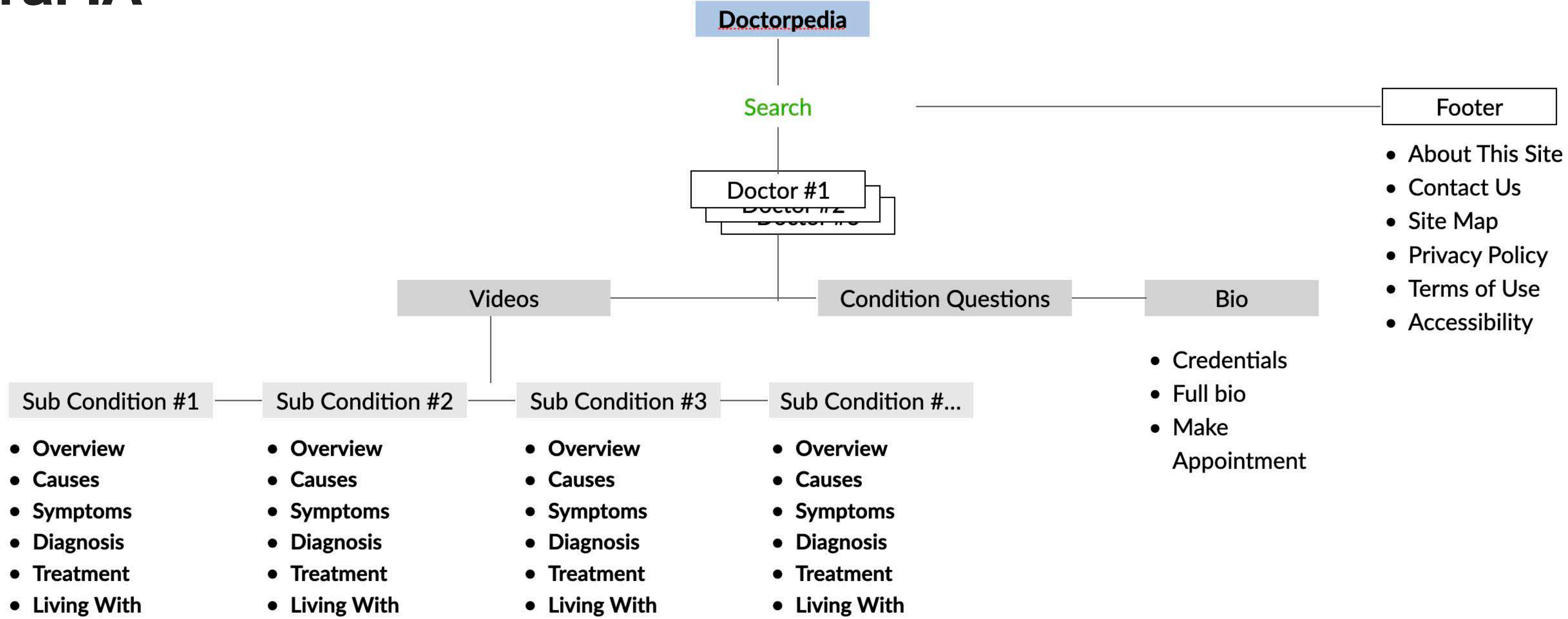
**Glaucoma**pedia

**TeethWhitening**pedia

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

# Organizing Data

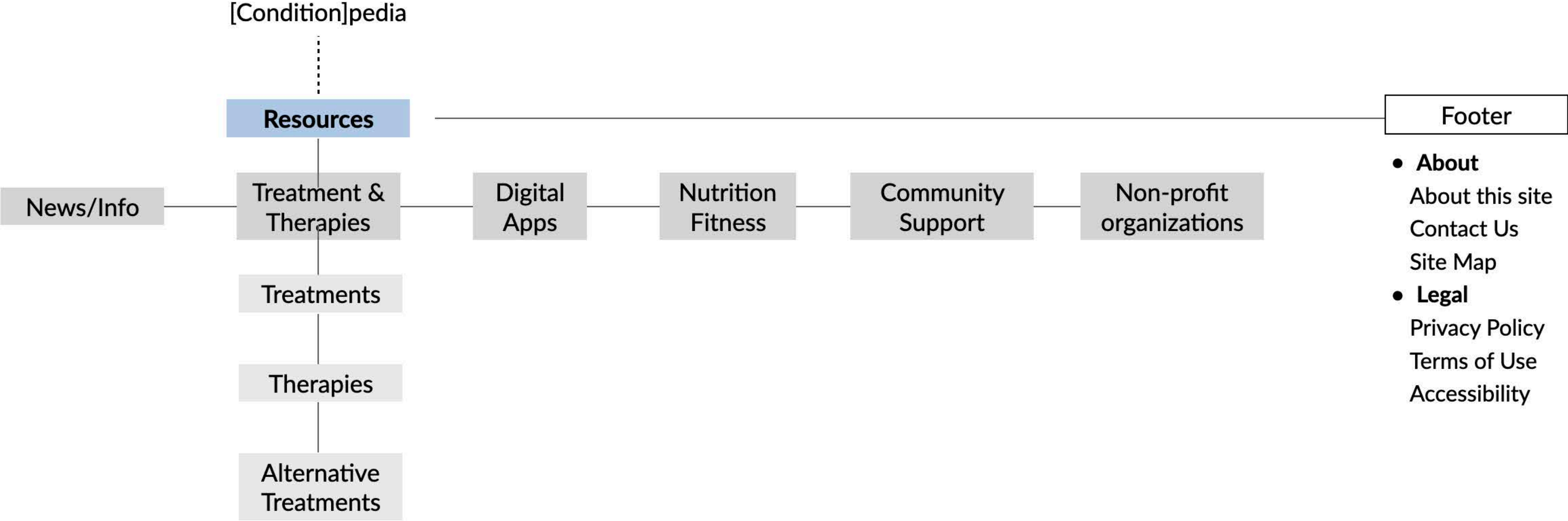
# Doctorpedia Site General IA



No content exists as of this time. Only videos.

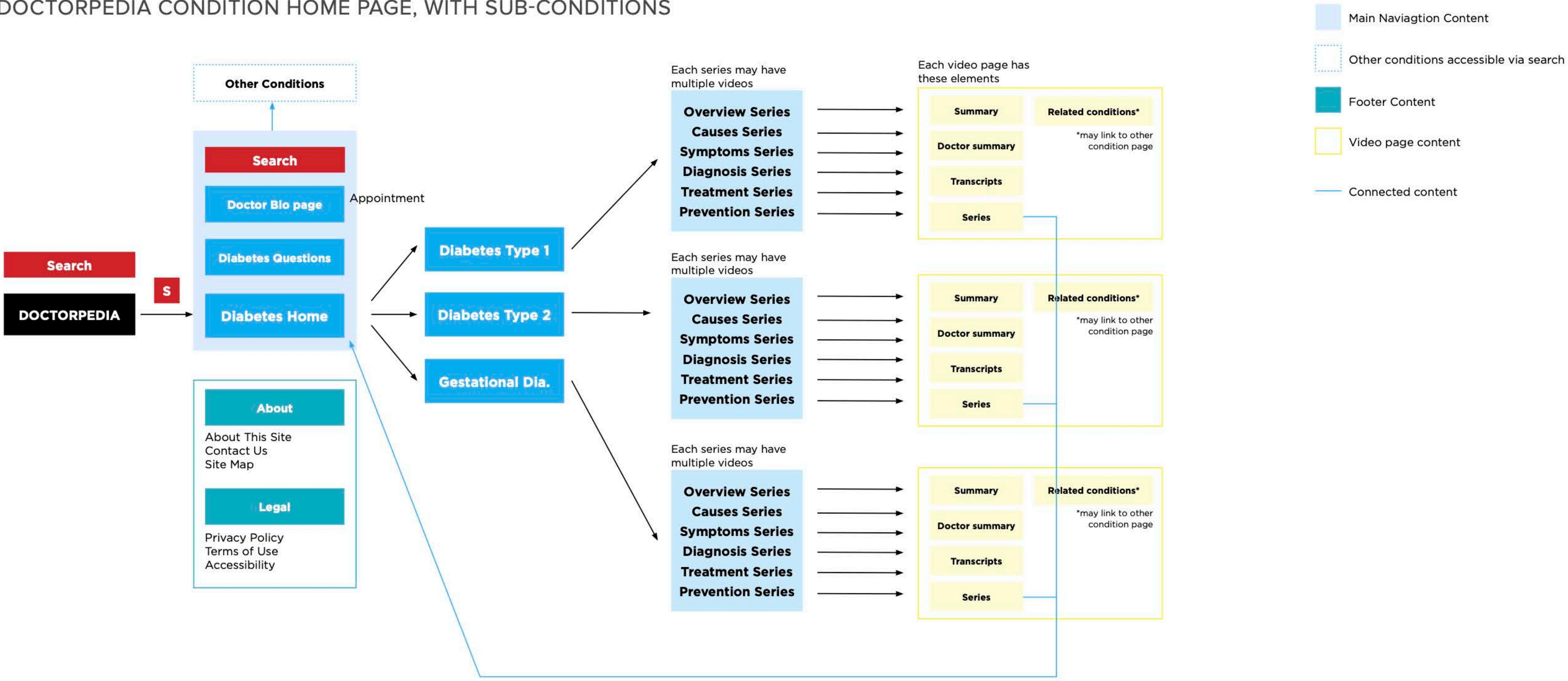


# Condition Site Structure



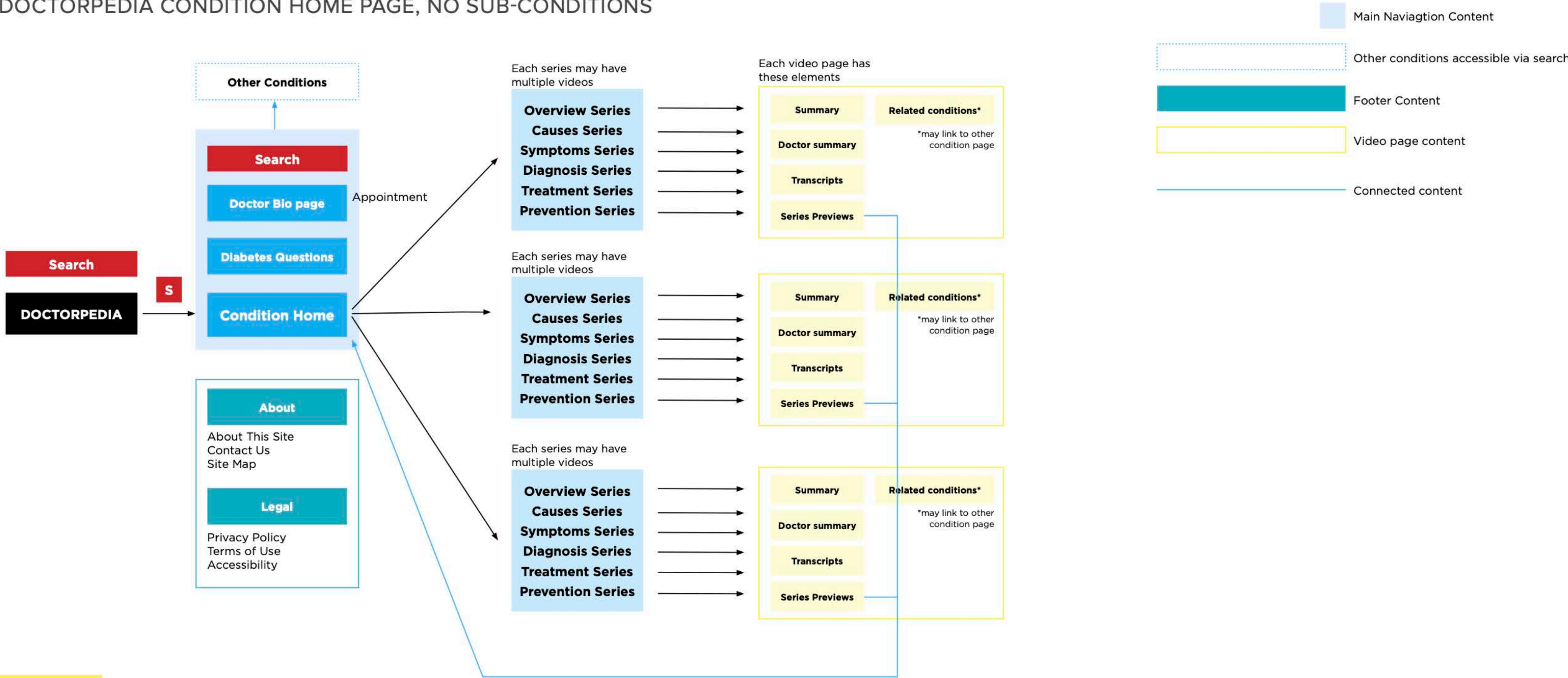
# Doctorpedia Site > Diabetes 1

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.

**★ Our team's best picks**  
Hand-picked selection of the best resource to start with from every category.

DIABETES / BEST-OF-THE-BEST

## Guide for Every Step of Your Journey

Finding information can be overwhelming. Here's a list of our best sites and tools to start with.

---

RESEARCH

**1 Diabetes News & Information: [Websitename1.com](#)**

**Why we like it:** et officii con rem explaces et qui dolupis et eum id quibus sitatenit

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**See more from [Diabetes News & Information](#)**

FIND YOUR MEDICAL TEAM

**2 Doctors & Physicians: [Websitename.com](#)**

**Why we like it:** et officii con rem explaces et qui dolupis et eum id quibus sitatenit

Eaquis volut que omnisquis molorum fuga. Ut et facea vel es vero et offic toresti omnitb earchil lessint, corum sit, officientis everum quiditatiois alis velest, totam, ute dest ea volorumt am utemposam, sum ventenimi, vit faccabori nobitatur apitae. At et es dolorior saes apelenda doluptat et doluptat.

**See more from [Doctors & Physicians](#)**

TREATMENT

**3 Hospitals & Research Center: [Websitename.com](#)**

**Why we like it:** et officii con rem explaces et qui dolupis et eum id quibus sitatenit

Eaquis volut que omnisquis molorum fuga. Ut et facea vel es vero et offic toresti omnitb earchil lessint, corum sit, officientis everum quiditatiois alis velest, totam, ute dest ea volorumt am utemposam, sum ventenimi, vit faccabori nobitatur apitae. At et es dolorior saes apelenda doluptat et doluptat.

**See more from [Doctors & Physicians](#)**

LIFESTYLE

**4 Nutrition & Fitness: [Websitename.com](#)**

**Why we like it:** et officii con rem explaces et qui dolupis et eum id quibus sitatenit

Eaquis volut que omnisquis molorum fuga. Ut et facea vel es vero et offic toresti omnitb earchil lessint, corum sit, officientis everum quiditatiois alis velest, totam, ute dest ea volorumt am utemposam, sum ventenimi, vit faccabori nobitatur apitae. At et es dolorior saes apelenda doluptat et doluptat.

**See more from [Nutrition & Fitness](#)**

SUPPORT

**Online Communitas & Support: [appwebsite.com](#)**

**Why we like it:** et officii con rem explaces et qui dolupis et eum id quibus sitatenit

Eaquis volut que omnisquis molorum fuga. Ut et facea vel es vero et offic toresti omnitb earchil lessint, corum sit, officientis everum quiditatiois alis velest, totam, ute dest ea volorumt am utemposam, sum ventenimi, vit faccabori nobitatur apitae. At et es dolorior saes apelenda doluptat et doluptat.

**See more from [Digital Tools](#)**

SUPPORT

**Digital Tools: [appwebsite.com](#)**

**Why we like it:** et officii con rem explaces et qui dolupis et eum id quibus sitatenit

Eaquis volut que omnisquis molorum fuga. Ut et facea vel es vero et offic toresti omnitb earchil lessint, corum sit, officientis everum quiditatiois alis velest, totam, ute dest ea volorumt am utemposam, sum ventenimi, vit faccabori nobitatur apitae. At et es dolorior saes apelenda doluptat et doluptat.

**See more from [Digital Tools](#)**

NEXT STEPS

**5 Clinical Trials: [appwebsite.com](#)**

**Why we like it:** et officii con rem explaces et qui dolupis et eum id quibus sitatenit

Eaquis volut que omnisquis molorum fuga. Ut et facea vel es vero et offic toresti omnitb earchil lessint, corum sit, officientis everum quiditatiois alis velest, totam, ute dest ea volorumt am utemposam, sum ventenimi, vit faccabori nobitatur apitae. At et es dolorior saes apelenda doluptat et doluptat.

**See more from [Digital Tools](#)**

NEXT STEPS

**Advocate: [appwebsite.com](#)**

Healthpedia | The health resource you can trust. 🔍 ☰

Healthpedia / Health Guide

## A guide for every step of your health journey.

We've gathered the most reliable information and tools – from the best diabetes websites to the most popular management apps – to help staying on the course a little easier for you.

Learn our vetting process

### Find treatment

Us eatiissunt ut omnis ut eveni tores vene et dolumqu aturepuditia quunt, solupta ad millam fugias pedit maio isitae volor seceatiunte volupta tquisquatur aut at quat. Otate corro est, quo et la vernatest, si ommos excepu

- 🔗 Treatments & Therapies
- 🌿 Alternative Care
- 🔬 Clinical Trials

### Build your medical team

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- 👨‍⚕️ Doctors & Physicians
- 🏥 Hospitals & Treatment Centers

### Stay up-to-date

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- 📰 News & Information
- 🌐 Non-profit Organizations
- 📖 Publications & Journals

### Manage & prevent

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- 📱 Digital Apps
- 🏃 Nutrition & Fitness
- 👥 Community & Support
- 📖 Books

## You're doing great!

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# 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

Diabetespedia | A health resource made by people like you

**Take control of diabetes.**  
It takes work to be healthy, but finding the resources to help you meet your goals shouldn't be. We've gathered the most reliable sources and tools – from the best diabetes websites to the most popular management apps – to help staying on the course a little easier for you.

Browse categories below | Or  [DON'T KNOW WHERE TO BEGIN? Start with our best picks >](#)

- Diabetes News & Information** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Digital Tools** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Nutrition & Fitness** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Online Communities & Support** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Doctors & Physicians** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Hospitals & Treatment Centers** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Treatments & Therapies** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Clinical Trials** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Publications & Journals** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Non-profit Organizations** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Alternative Care** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis
- Books** Description on what to expect in this category, quia voluptibus ma doluptas autas dis dis noneet endandel minis

Diabetespedia | A health resource made by people like you

**Online Communities & Support**  
You don't have to deal with diabetes alone. Joining a social group can connect you with others who understand what you're going through, and provide the support you need.

< All categories | Filter by  [Show All](#)

**Blogs**

General Diabetes

- Blog #1 > Blog #6 >
- Blog #2 > Blog #7 >
- Blog #3 > Blog #8 >
- Blog #4 > Blog #9 >
- Blog #5 > Blog #10 >

Type 1

- Link #1 > Link #6 >
- Link #2 > Link #7 >
- Link #3 > Link #8 >
- Link #4 > Link #9 >
- Link #5 > Link #10 >

Type 2

- Link #1 > Link #6 >
- Link #2 > Link #7 >
- Link #3 > Link #8 >
- Link #4 > Link #9 >
- Link #5 > Link #10 >

Social

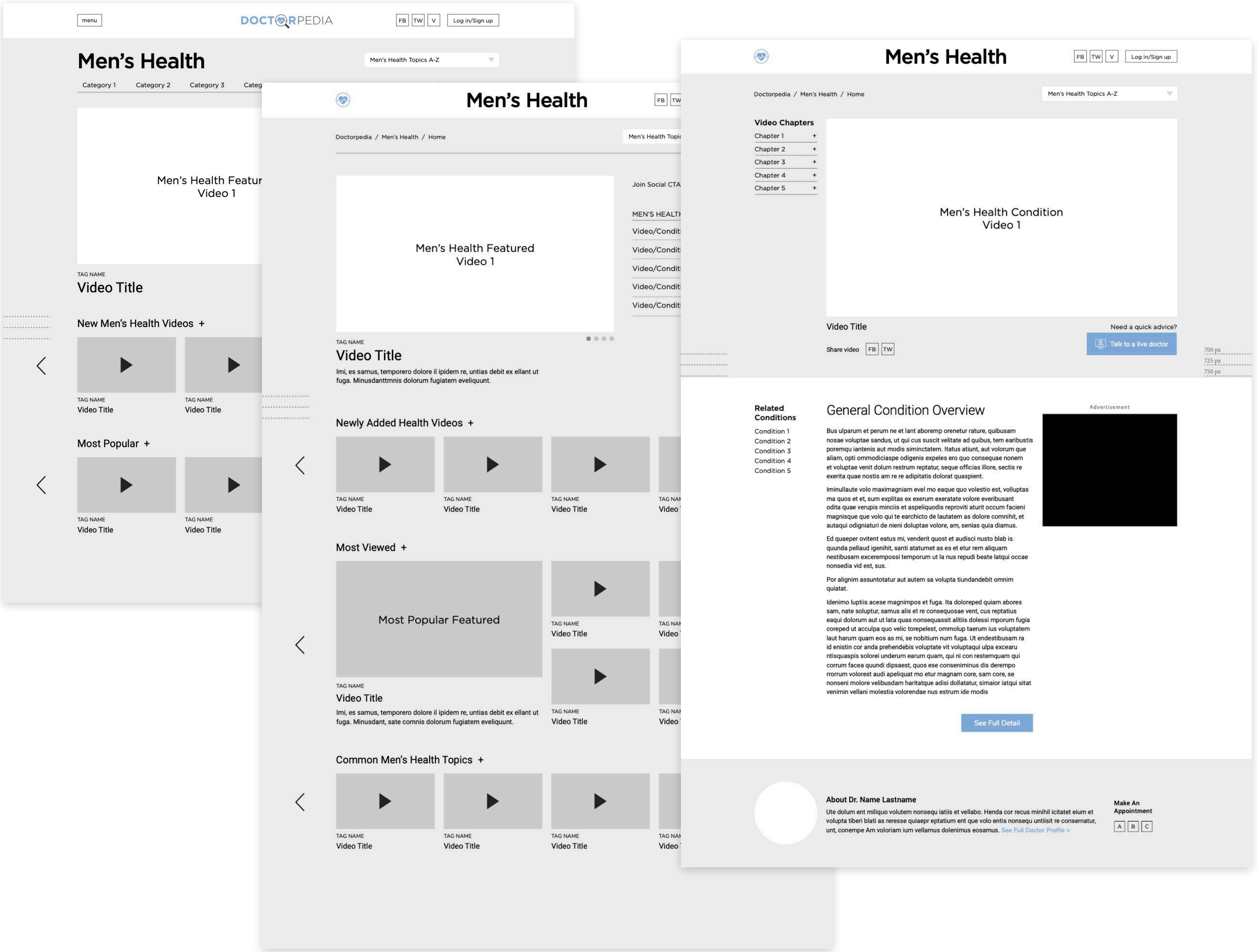
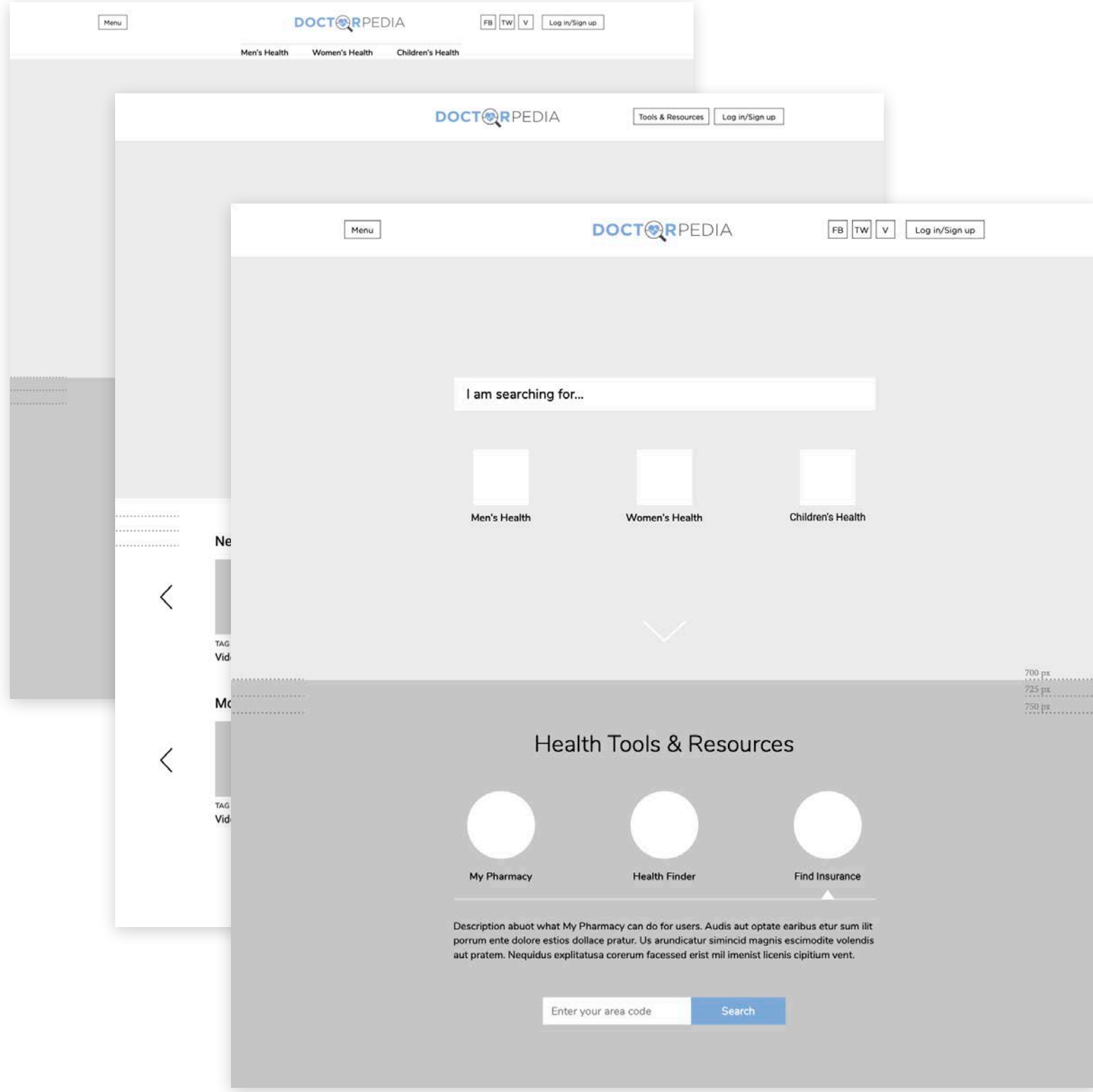
- Link #1 > Link #6 >
- Link #2 > Link #7 >
- Link #3 > Link #8 >
- Link #4 > Link #9 >

# 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

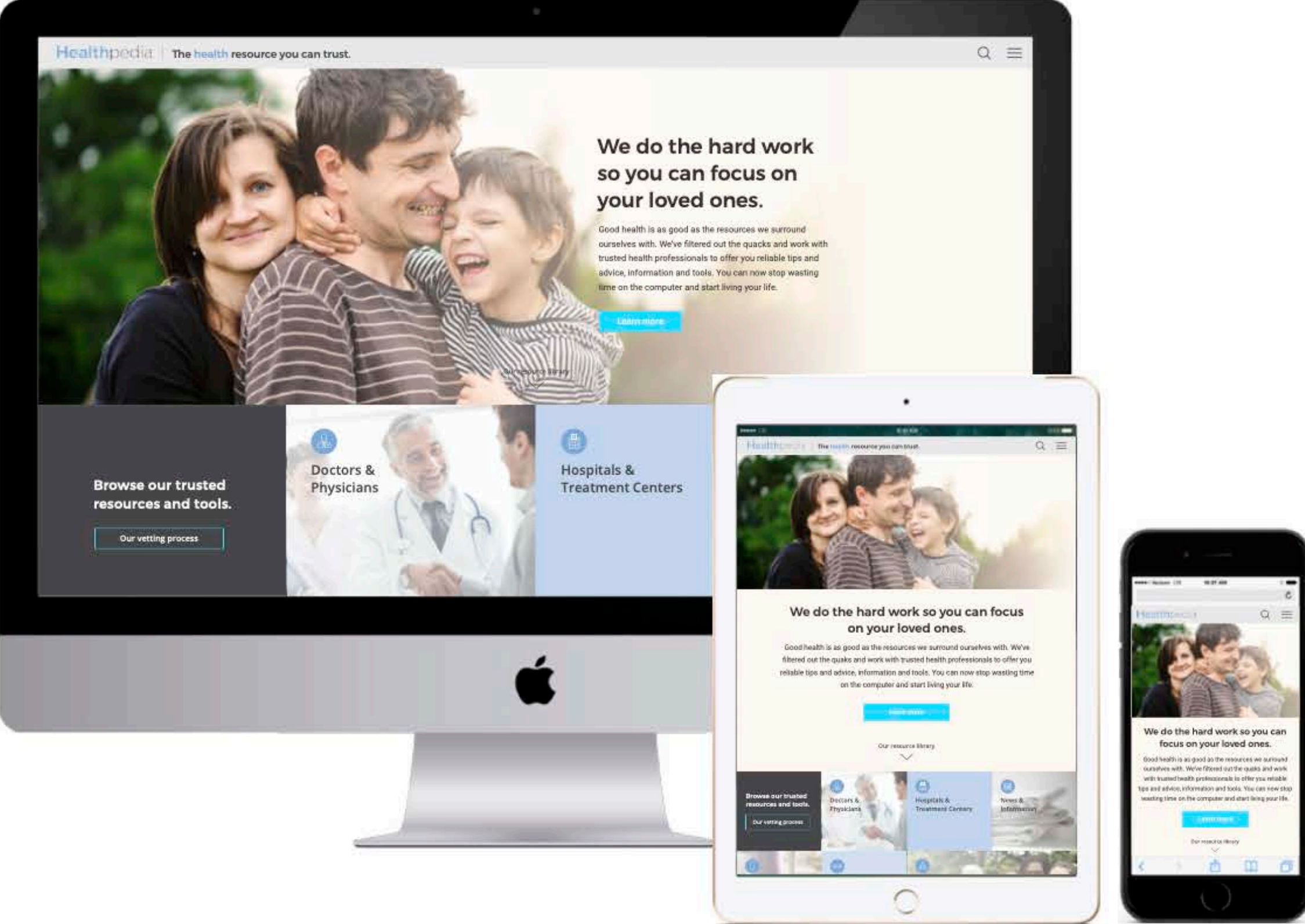
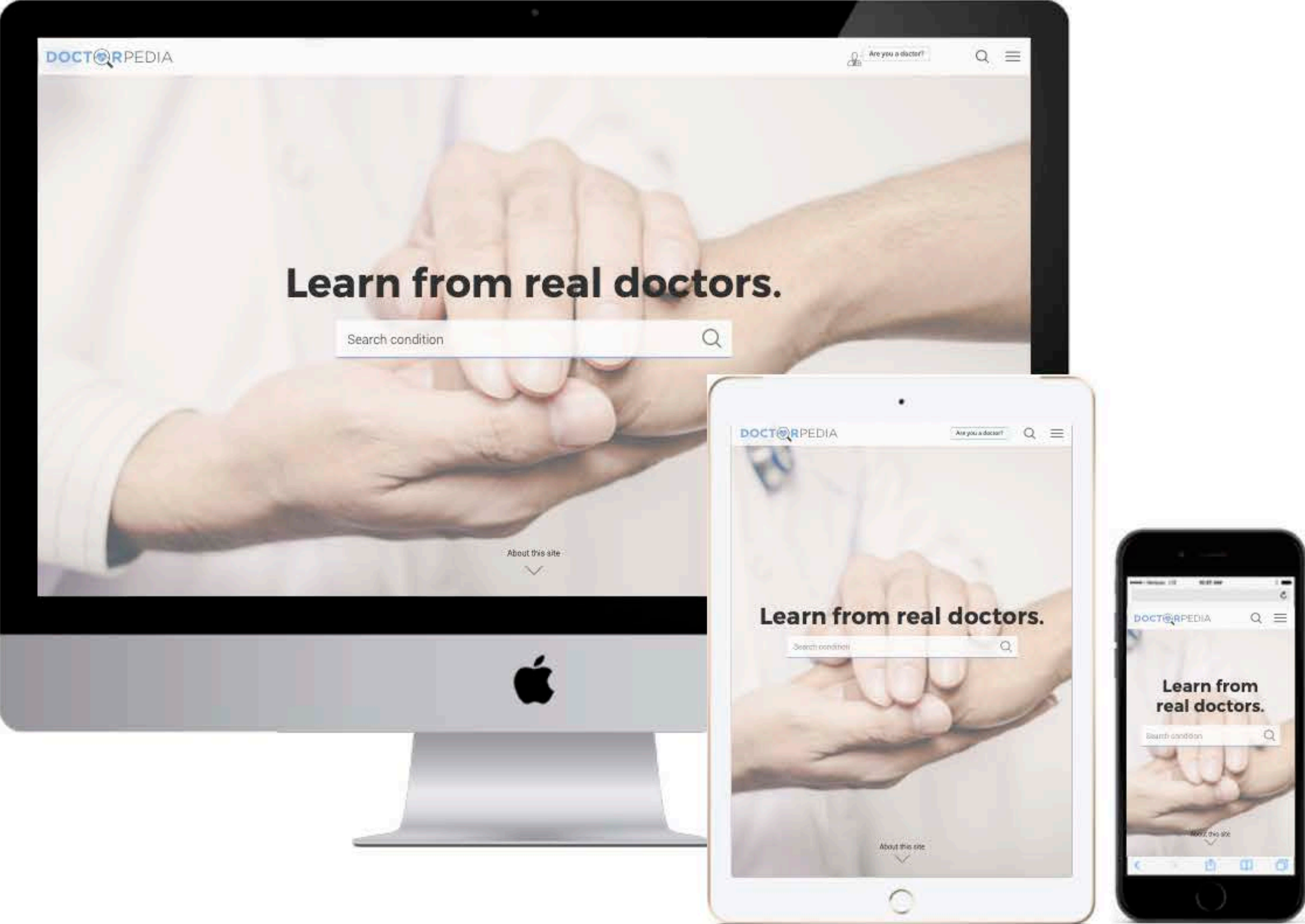
# Wires with focus on men/women/children's health





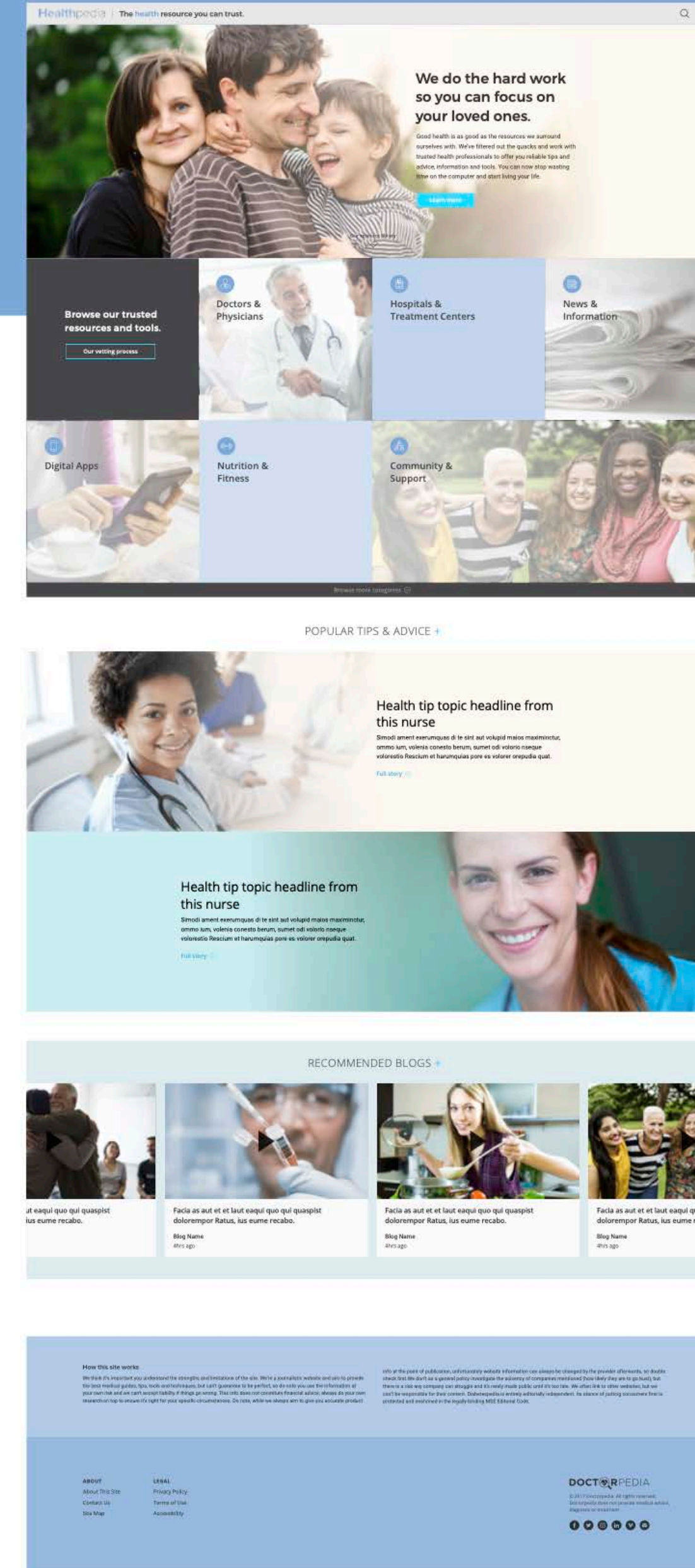
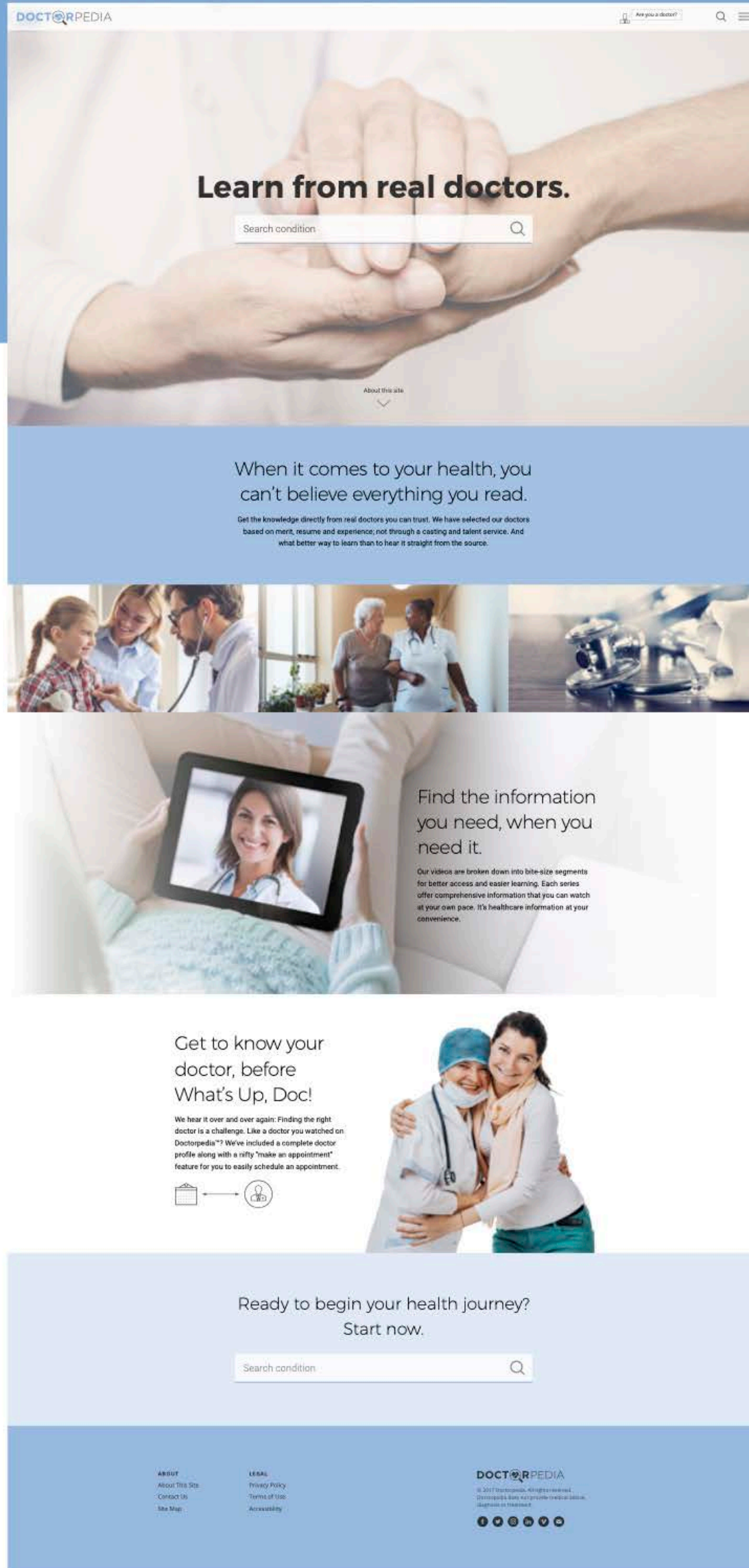
# Visual Execution + High-fidelity Prototype

# Visual Relationship



# Visual Relationship

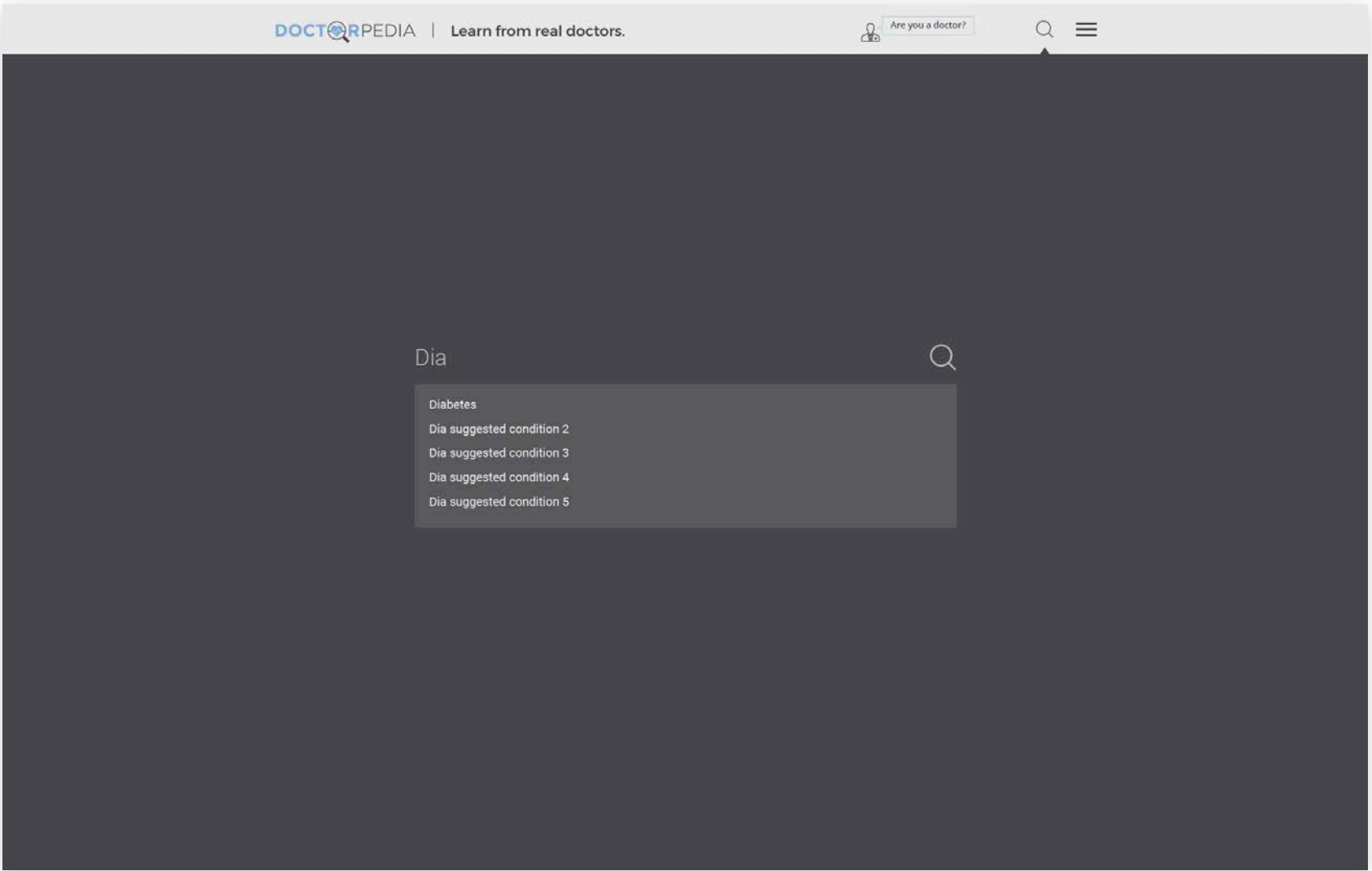
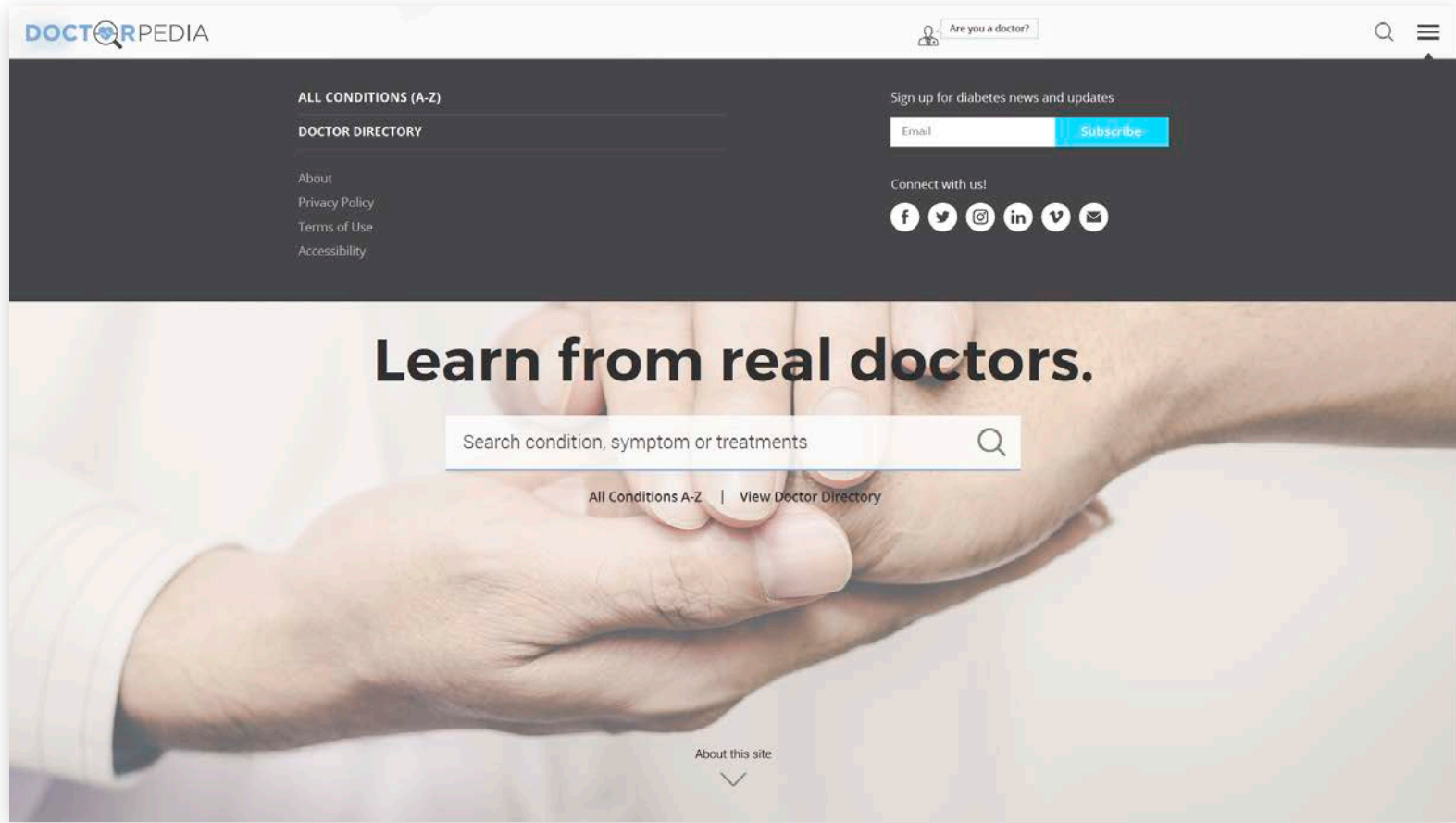
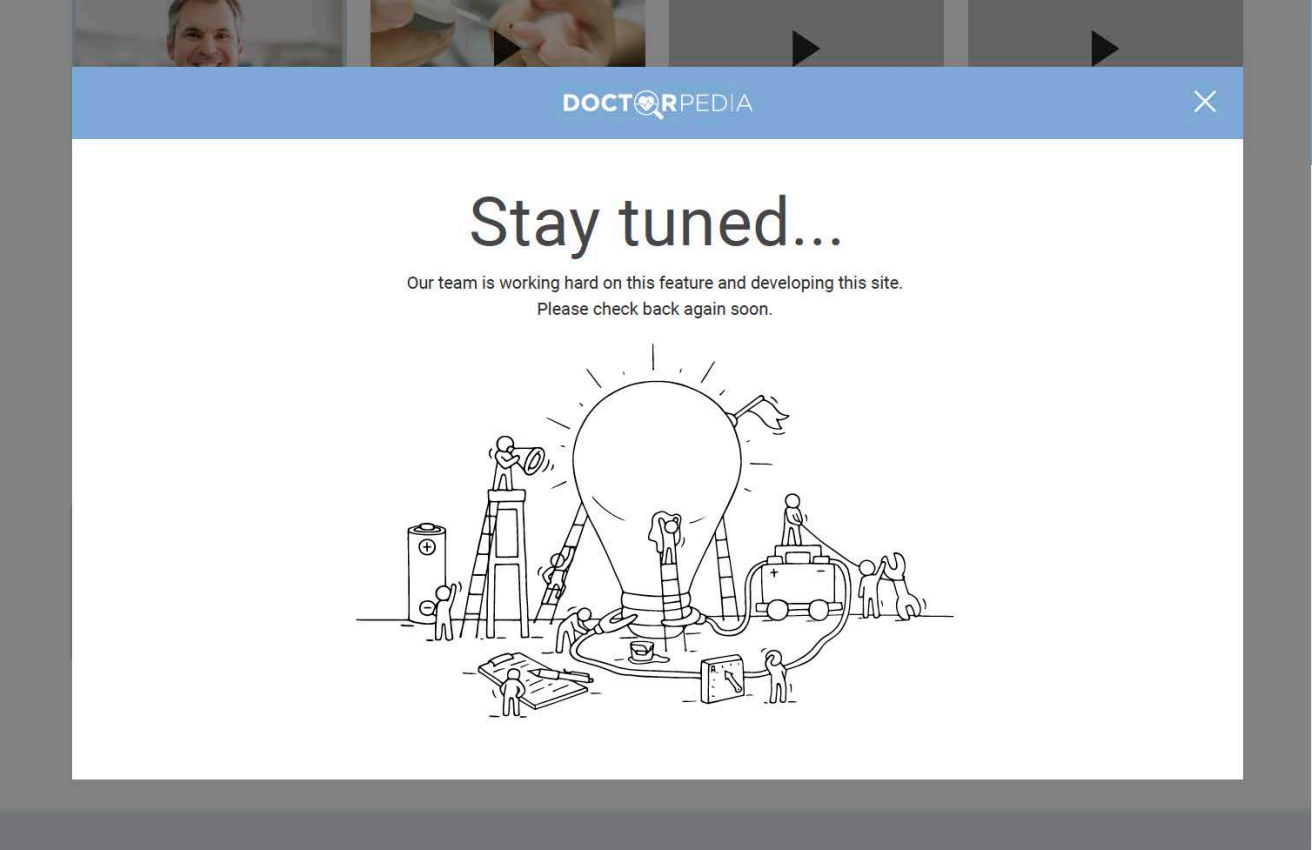
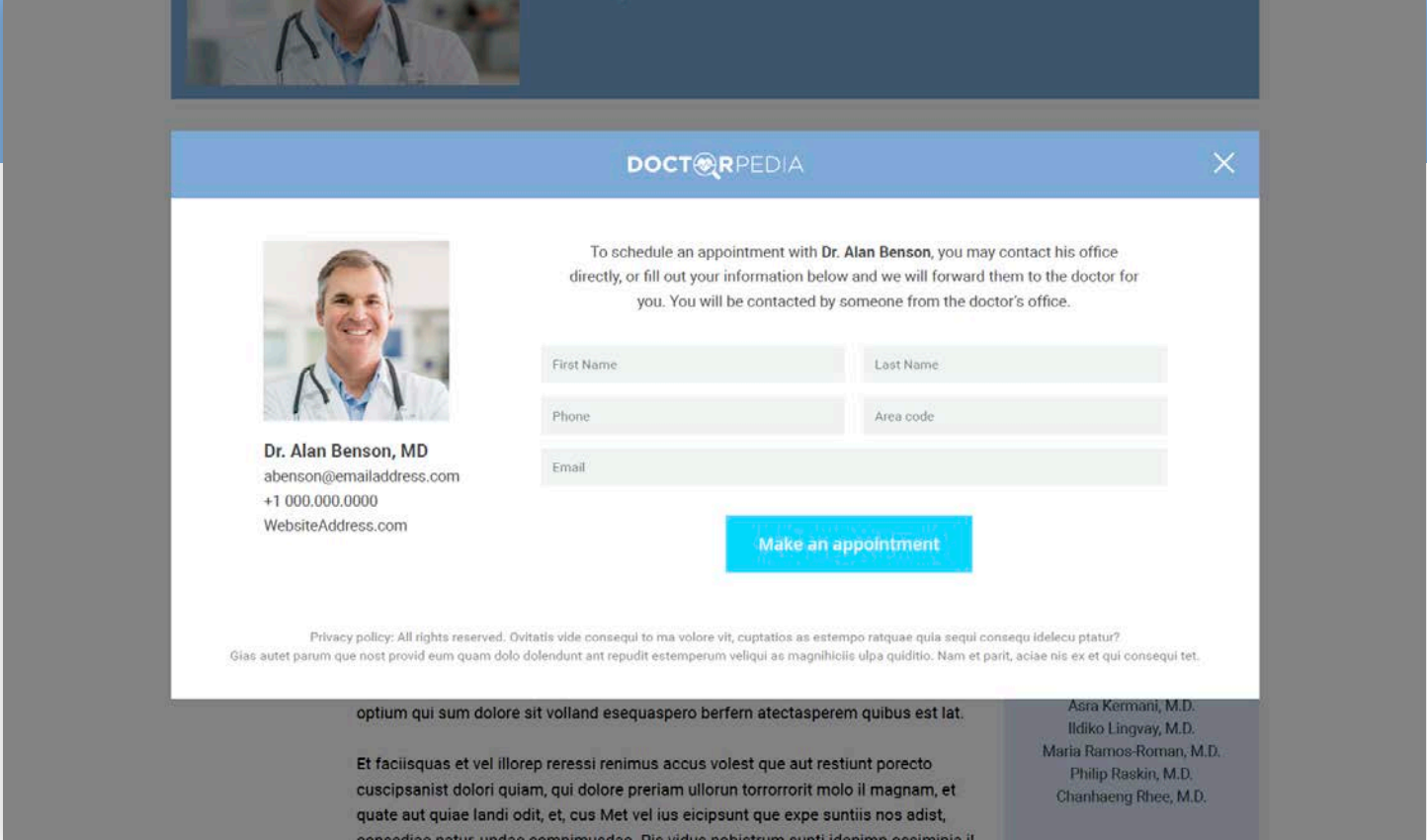
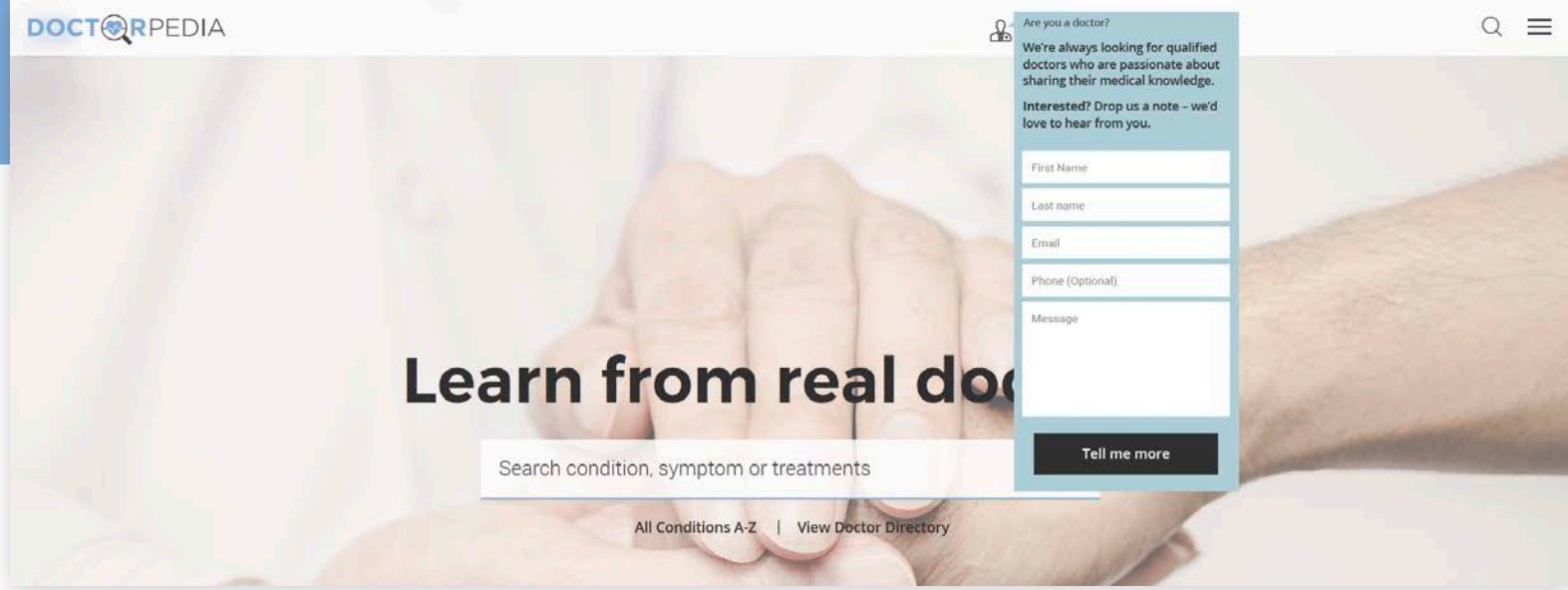
Two connected products, similar in look and feel.



Doctorpedia:

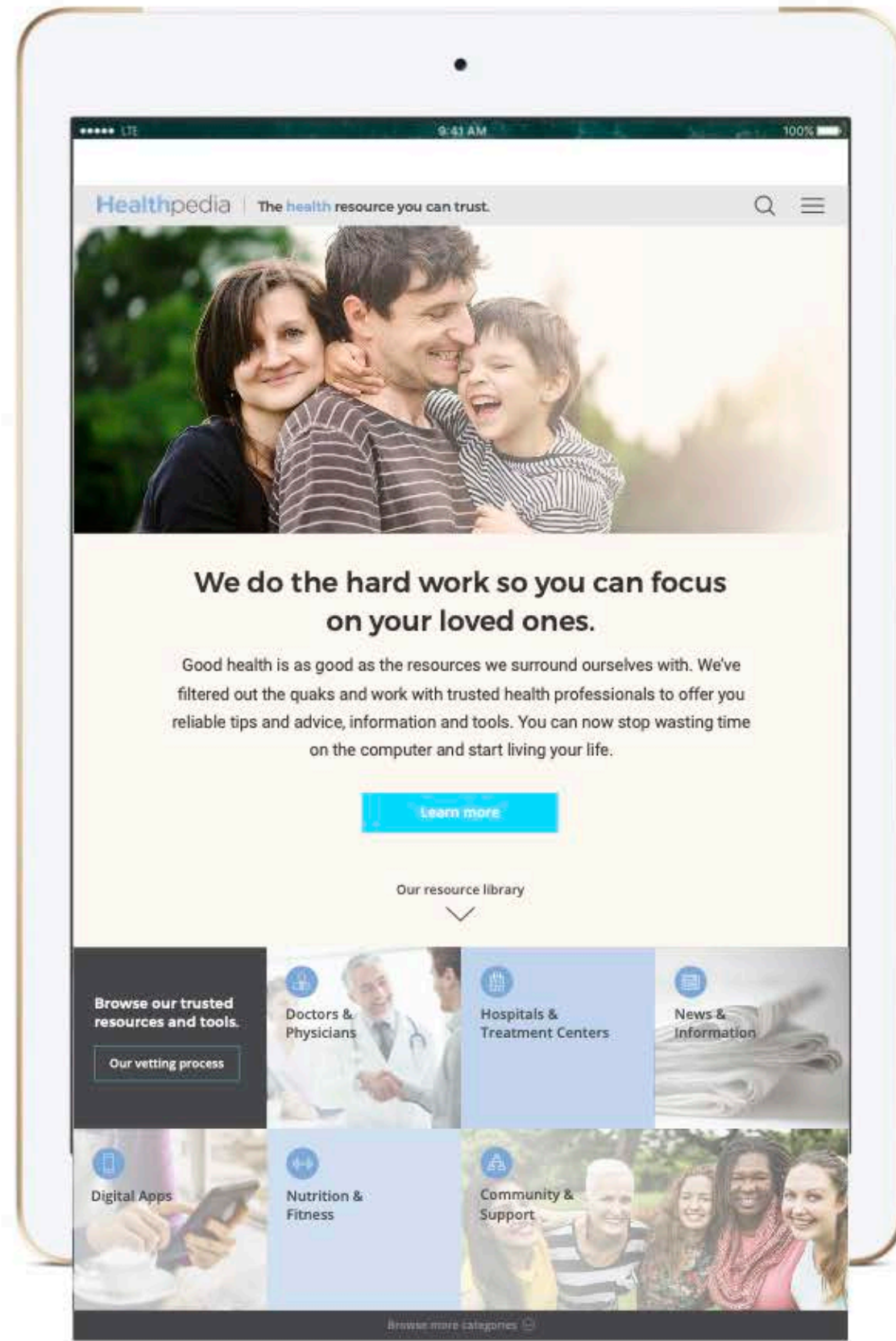
Tablet & mobile views

# DP menus and drop downs

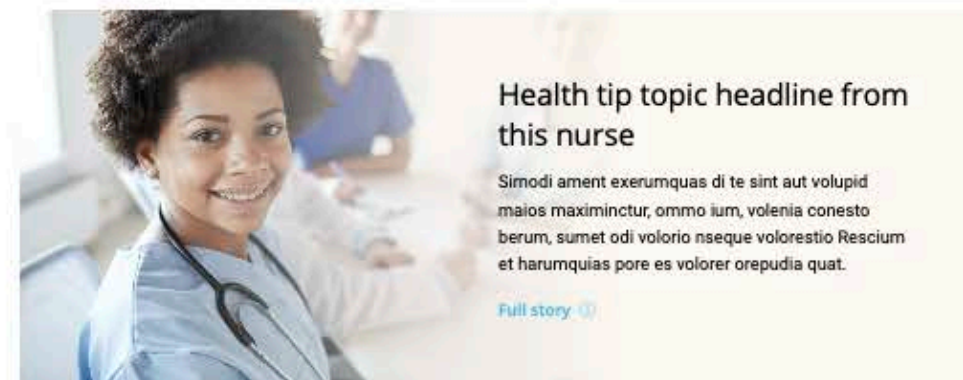


Scalability – drop-down menus, search, form, pop-up messages the same on Healthpedia

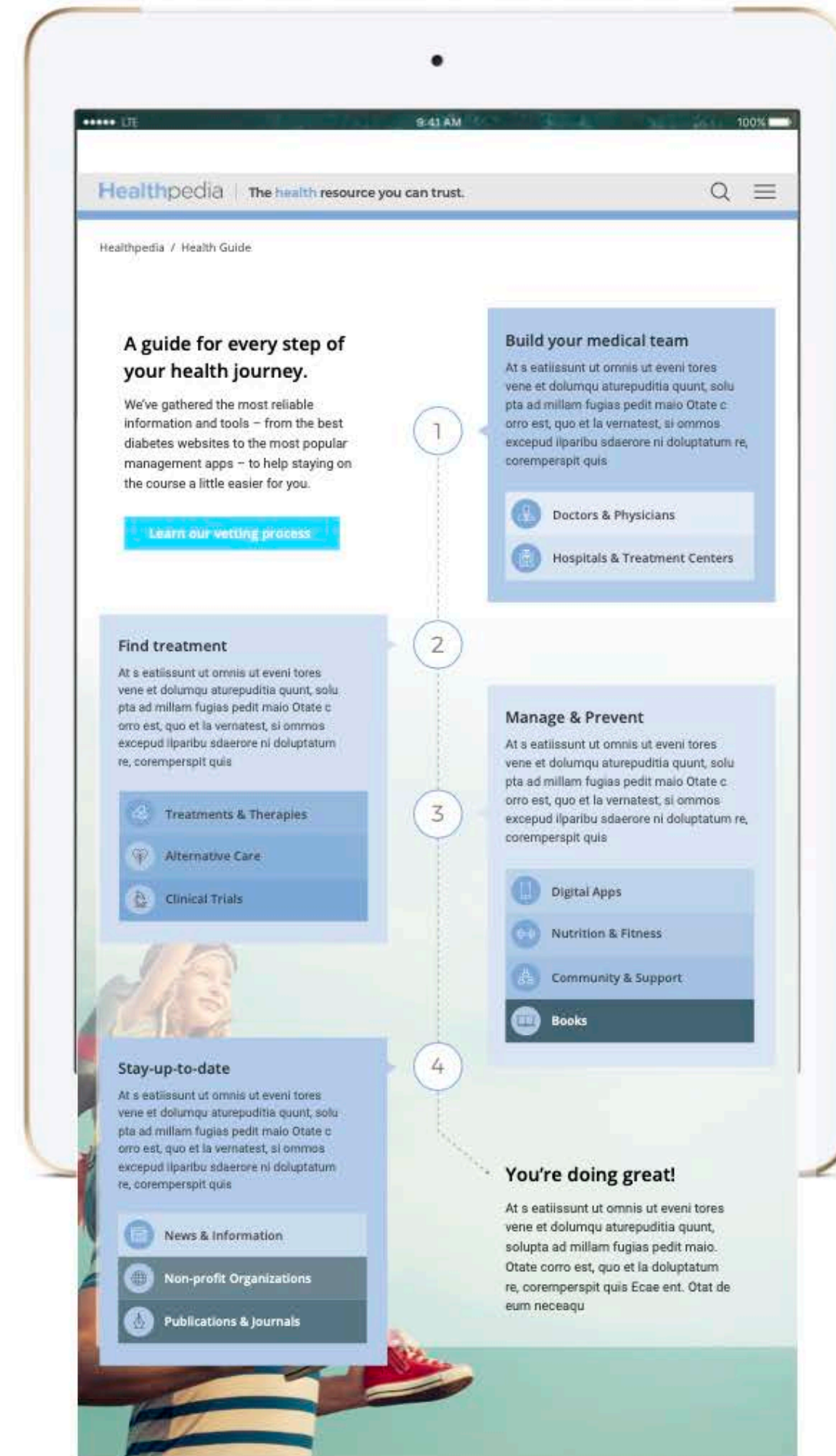
# Healthpedia templates



## POPULAR TIPS & ADVICE +



## RECOMMENDED BLOGS +



### How this site works

We think it's important you understand the strengths and limitations of the site. We're a journalistic website and aim to provide the best medical guides, tips, tools and techniques, but can't guarantee to be perfect, so do note you use the information at your own risk and we can't accept liability if things go wrong. This info does not constitute financial advice, always do your own research on top to ensure it's right for your specific circumstances.

Do note, while we always aim to give you accurate product info at the point of publication, unfortunately website information can always be changed by the provider afterwards, so double check first. We don't as a general policy investigate the solvency of companies mentioned (how likely they are to go bust), but there is a risk any company can struggle and it's rarely made public until it's too late. We often link to other websites, but we can't be responsible for their content. Diabetespedia is entirely editorially independent. Its stance of putting consumers first is protected and enshrined in the legally-binding MSE Editorial Code.

### ABOUT

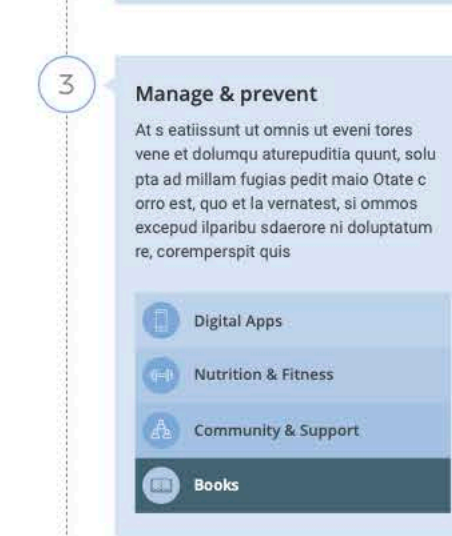
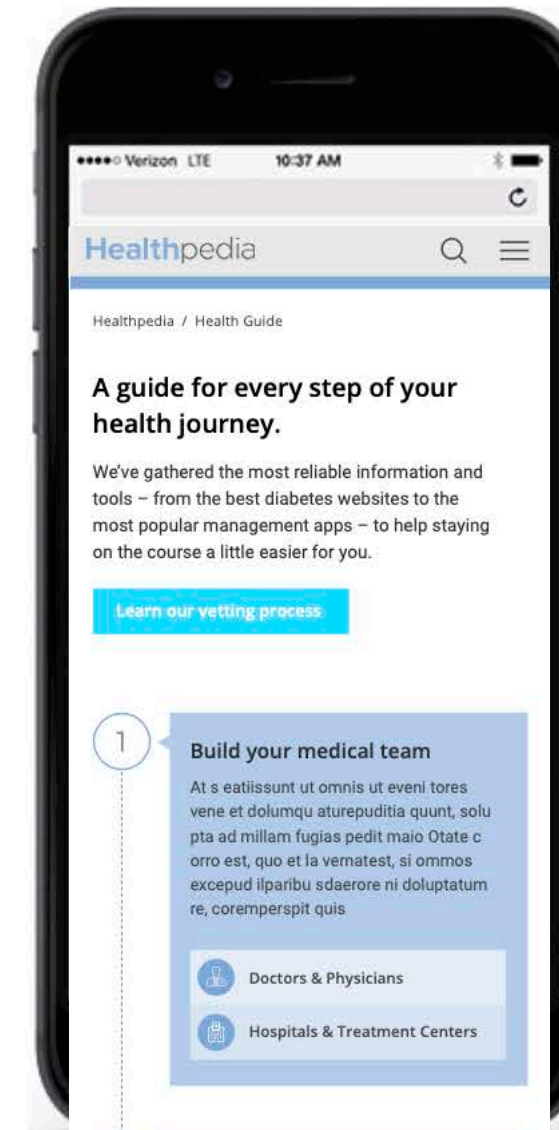
About This Site  
Contact Us  
Site Map

### LEGAL

Privacy Policy  
Terms of Use  
Accessibility

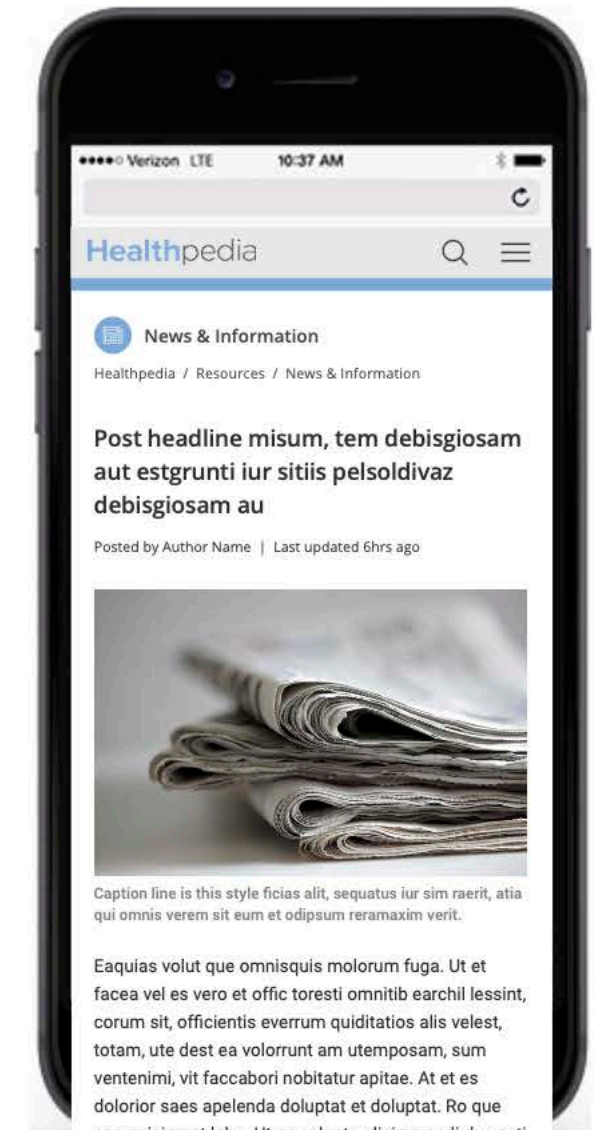
### DOCTORPEDIA

© 2017 Doctorpedia. All rights reserved. Doctorpedia does not provide medical advice, diagnosis or treatment.



### You're doing great!

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Caption line is this style ficias alit, sequatus iur sim rareit, atia qui omnis verem sit eum et odipsum reramaxim verit.

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### Website Name 1

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### BEST FOR: Tech-savvy users

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

### Website Name 2 with Link

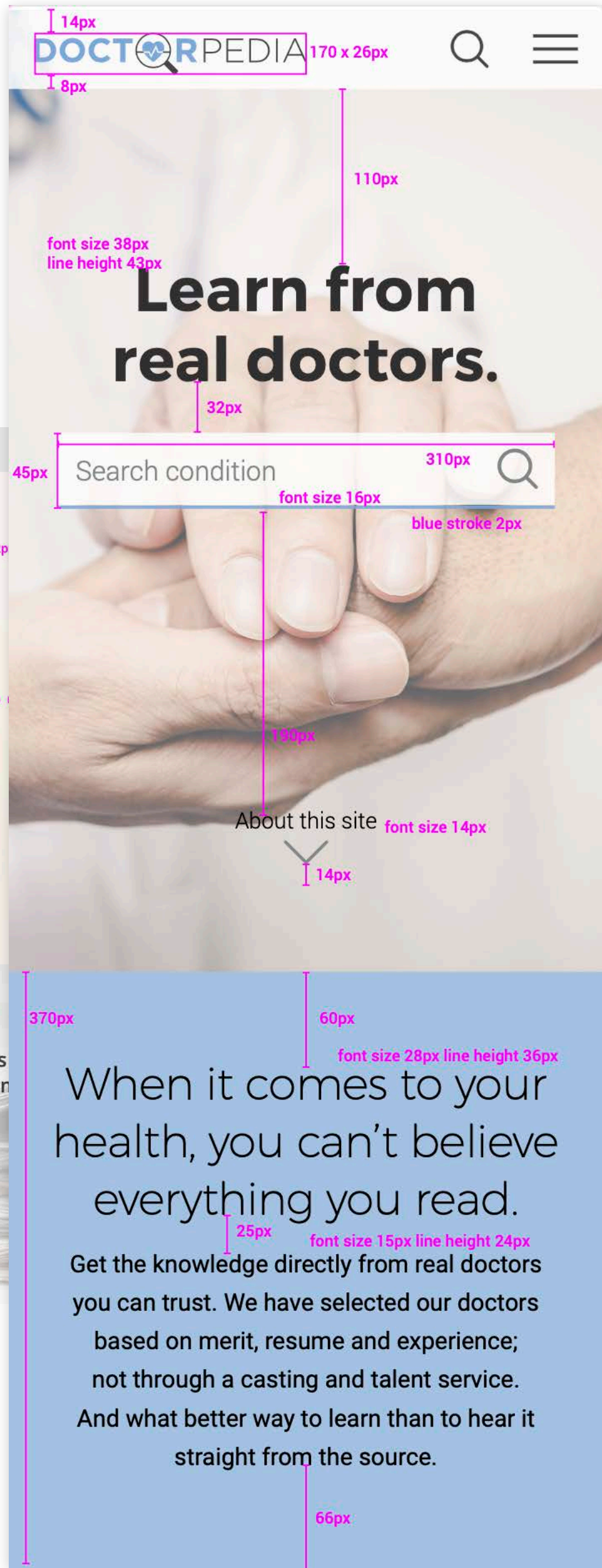
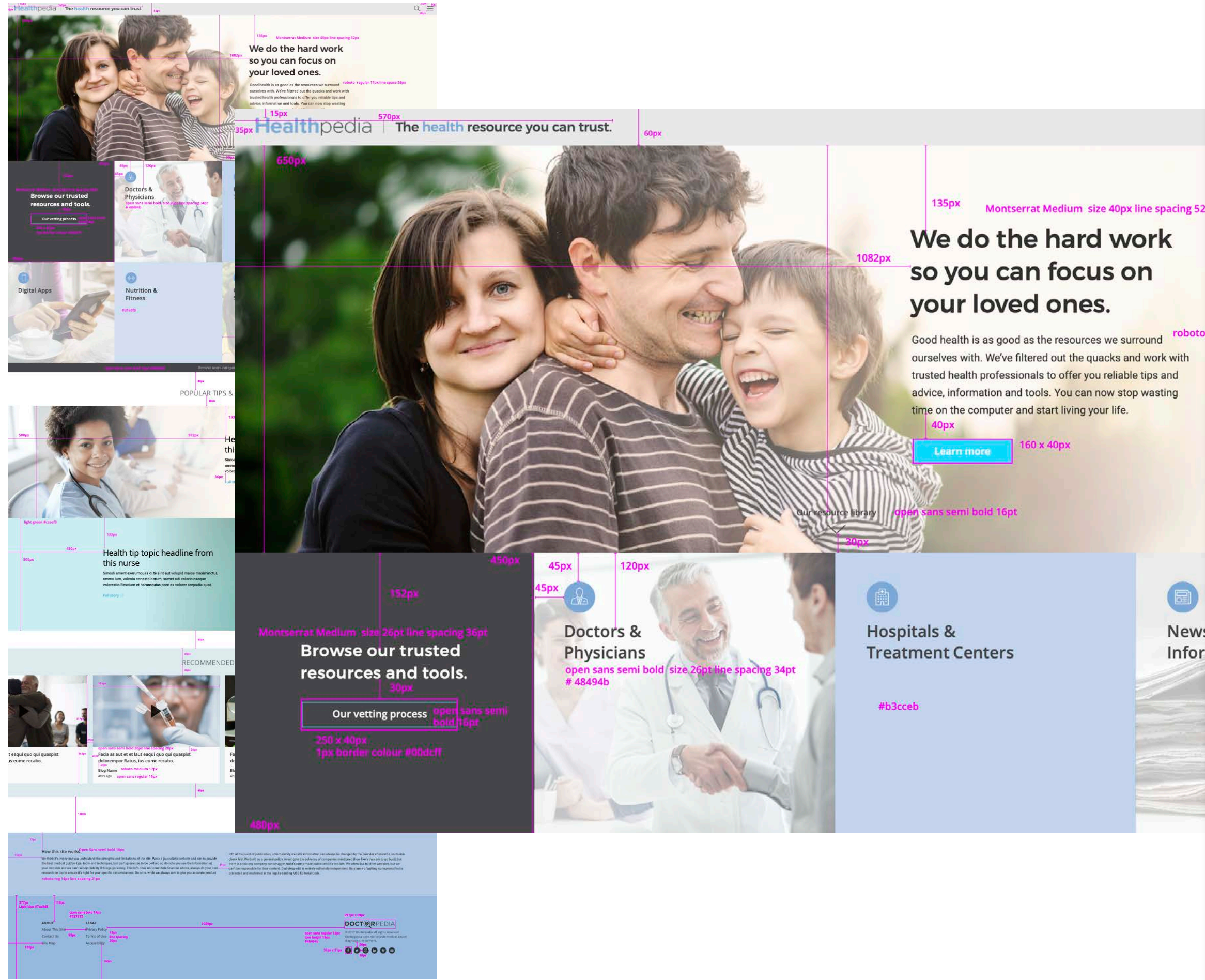
Onsequo prepom apelent aut od qui odia quae que omniantet omnis ditat eosant rem alita comnis adios quatiis serepere est mo moditatis quat rem quatur, atem ist aut laut odi con cuscit pla vellor seque sit iniet earum quate num aditnum harumqui bea volo bearpurt urendion porem et et labor reria accaborenum que debit arionsequi dolent.

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

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

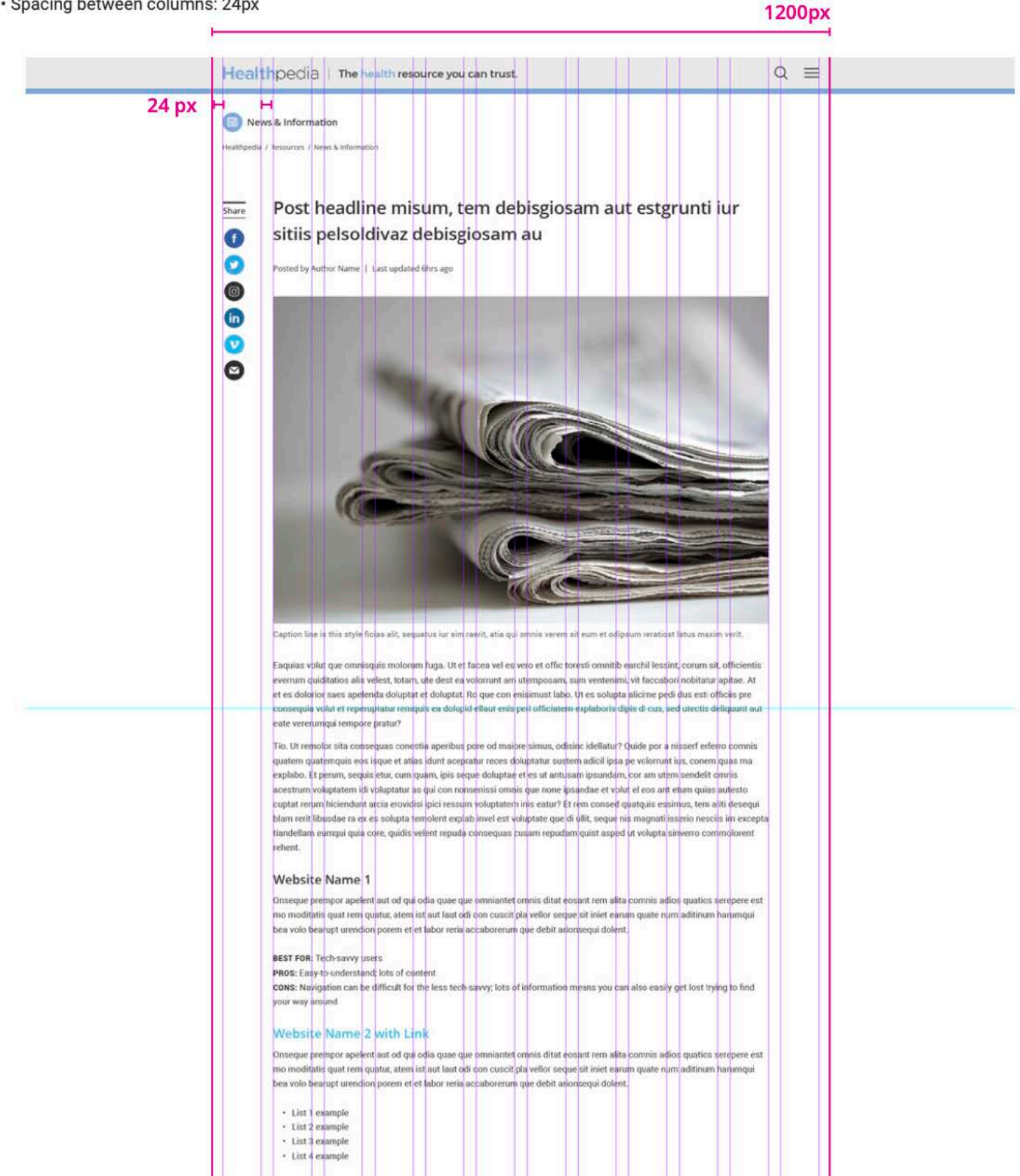
# Handoff to Developers

# Life before Zeplin...



Grids: 12 columns  
For all other pages except landing pages

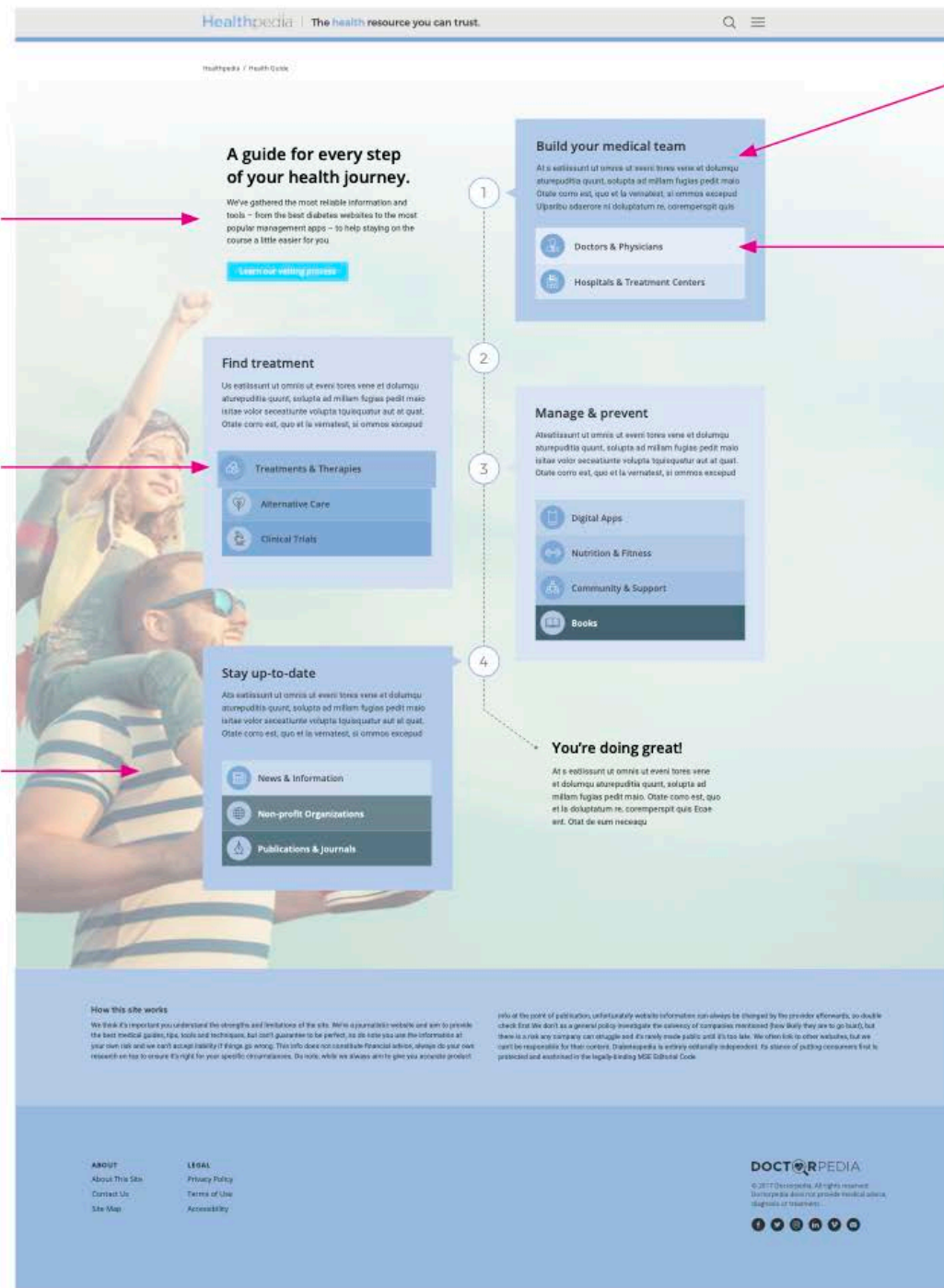
- 1200 px constraints
- Margins set at 24px
- Spacing between columns: 24px



# Tedious Notes for Developers

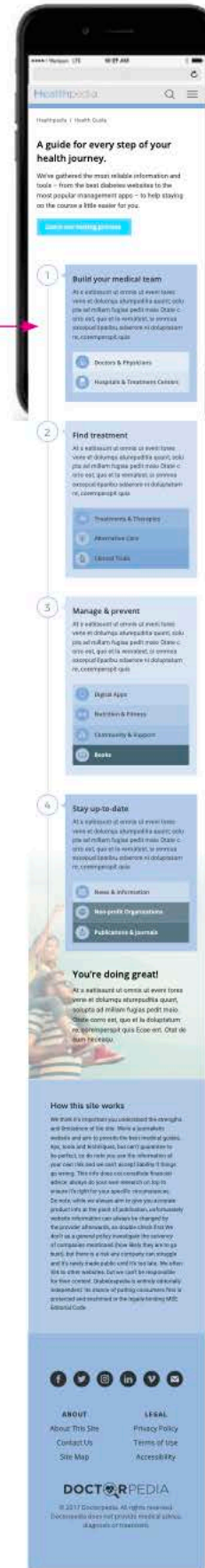
## Health Journey Page

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



## Health Journey Page: Phone version

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

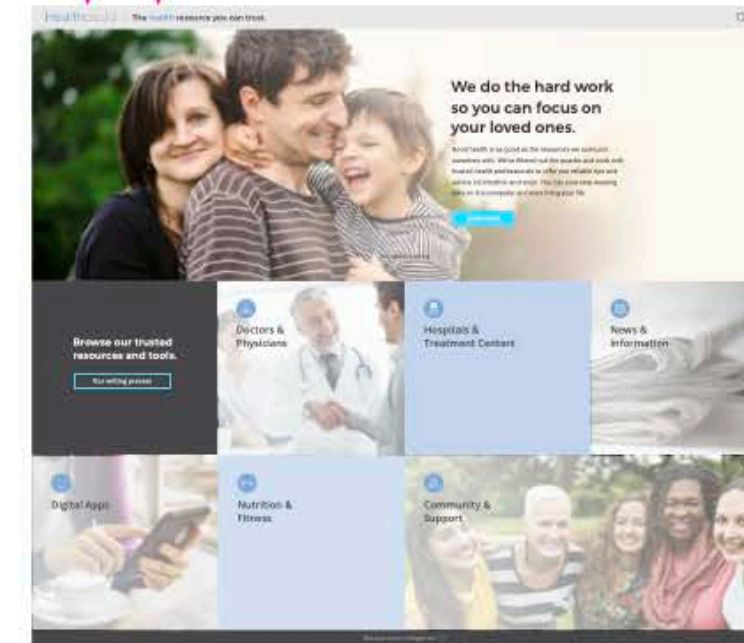


## Functions: All themes

Universal functions across all themes

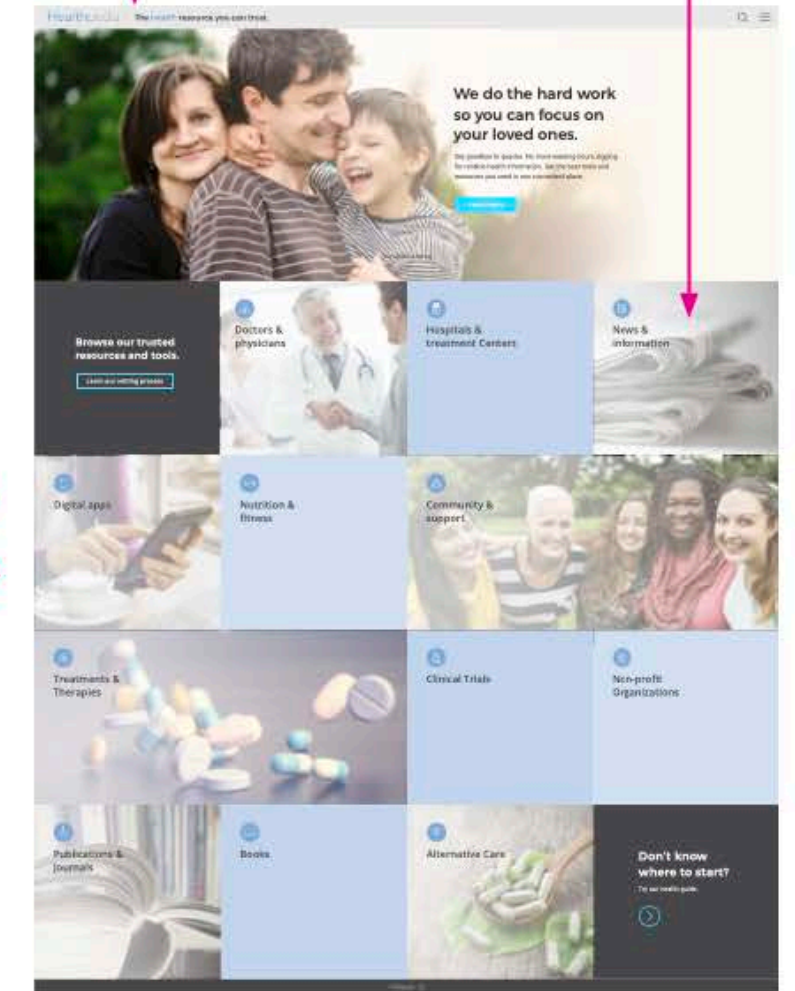
- All content and images are FPO

"Health" part of logo and tagline will be replaced with condition name.

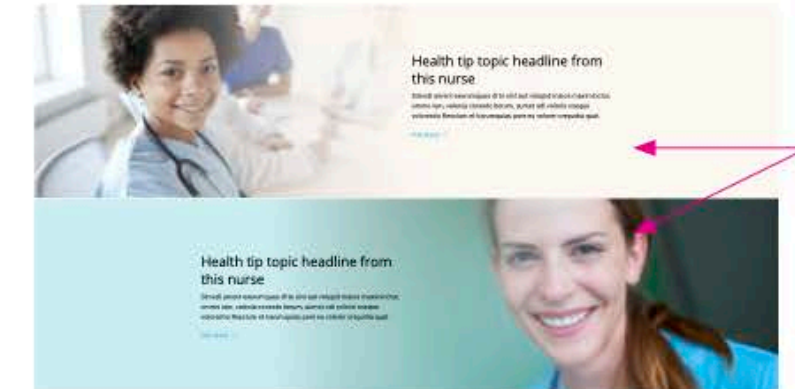


- Top navigation is "sticky," i.e., scrolls along with page scrolls.

- Category names may change
- Categories may be fewer than 12 categories.
- If fewer than 12, blocks will "re-tile"

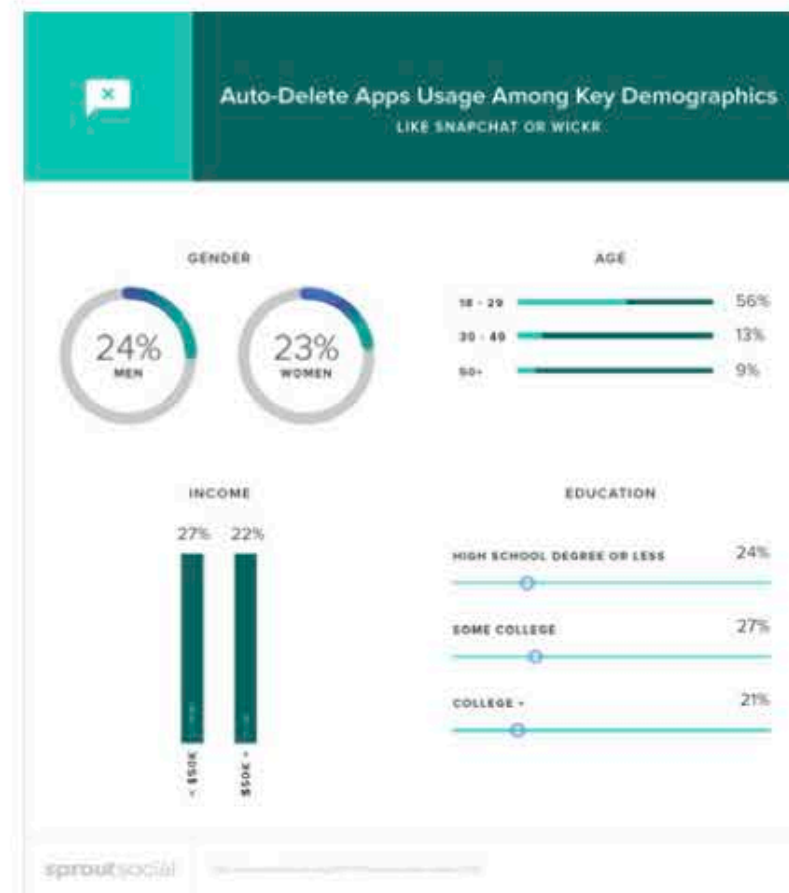
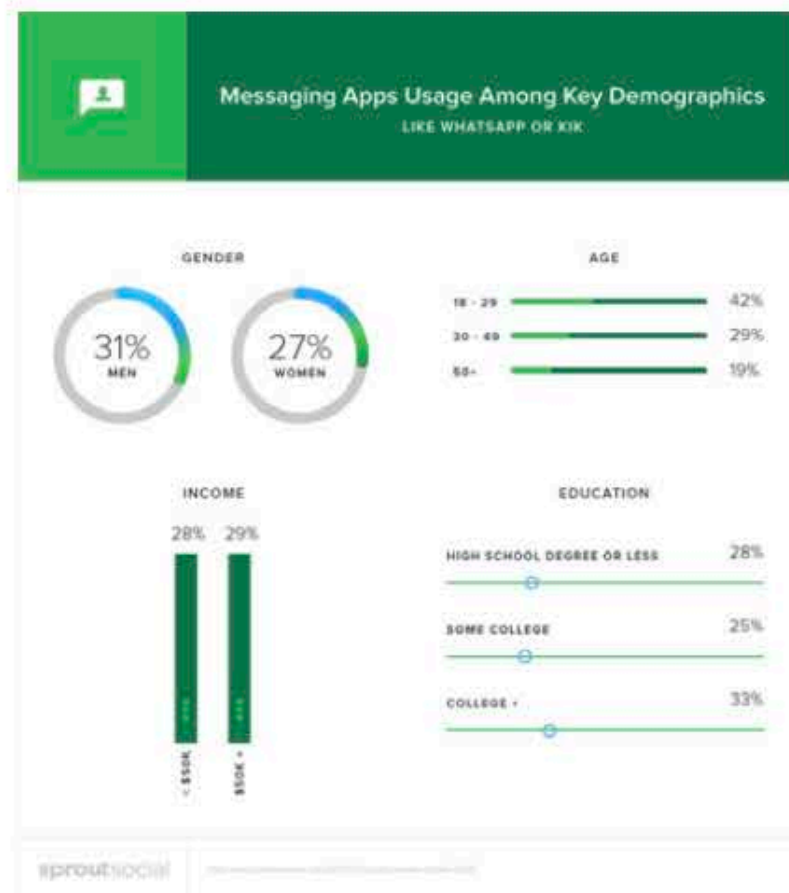
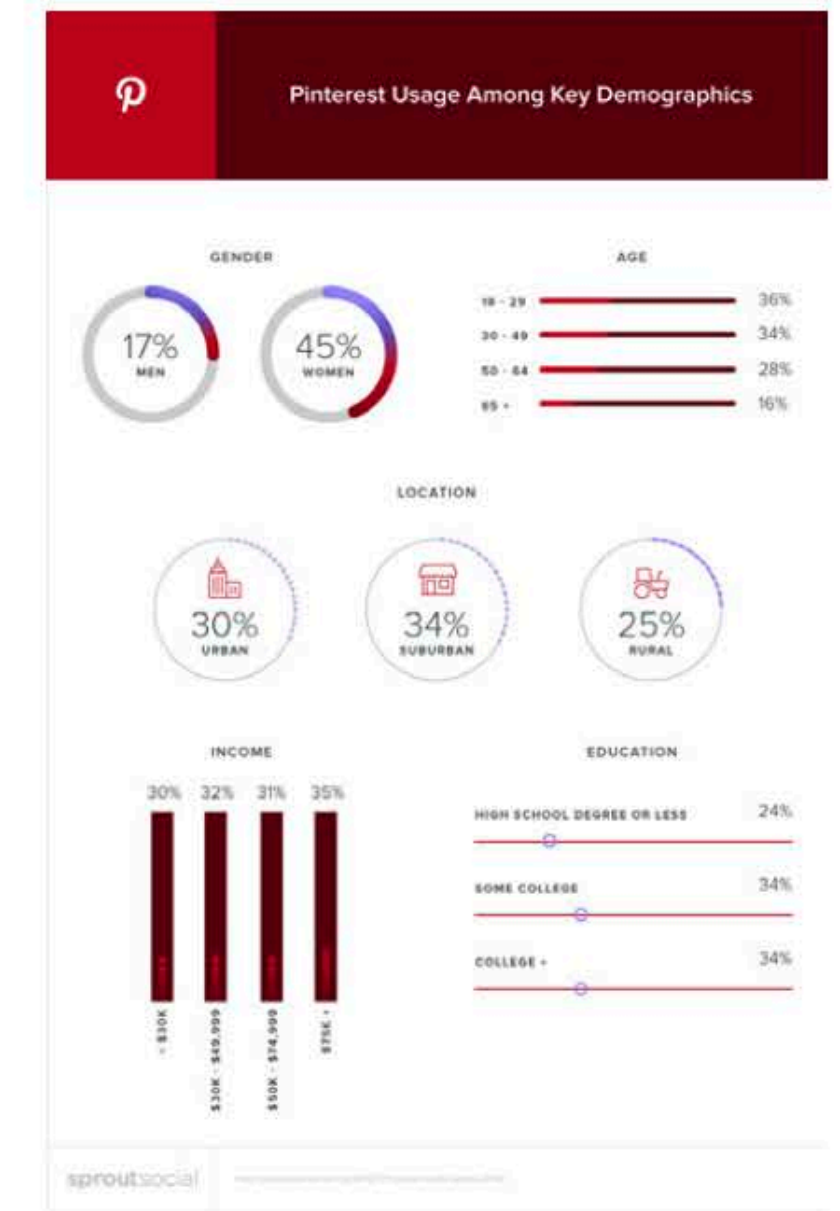
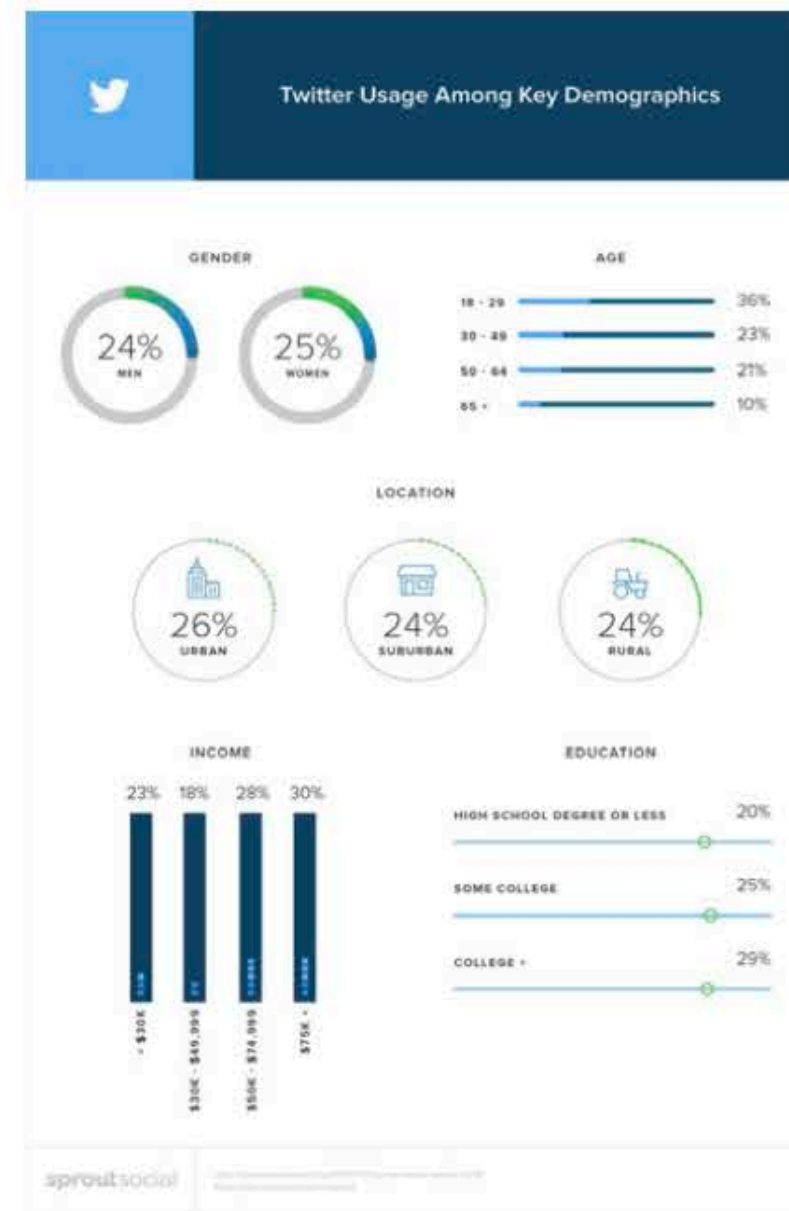
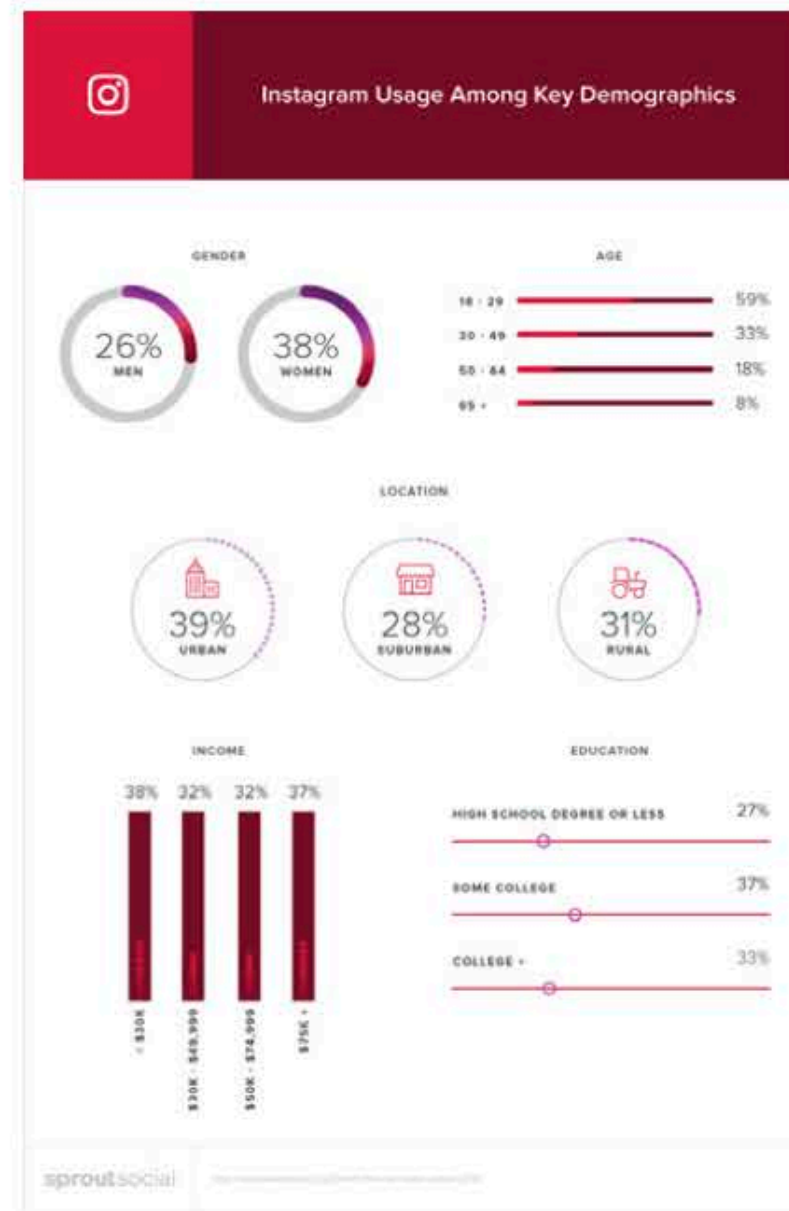


THEME 1 ONLY: Expand & Collapse





# 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

### Target Users

Understanding the mindset of 35-55 year olds

**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 unemployed and are not worried about "putting their ego on the line".

**Defining Moments**

- MTV
- Internet
- PCs
- Bubble's Cubes
- Crack, cocaine crazies
- High divorce rates
- Watergate
- AIDS
- Women's Liberation
- Microcosms
- The Simpson
- Kermil the Frog
- Fall of the Berlin Wall
- Challenger explosion
- Platform Shoes
- Energy crisis

**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 "uncle and nephew" 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.

**Tolerance**  
People of this age range has some issues with authority. Unlike 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 hatred for scandals and their parents were losing their jobs.

**They believe respect is to be earned through time and experience. Don't be brags. 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 more of yourself, but don't get cocky.**

**Small 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 hit 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.

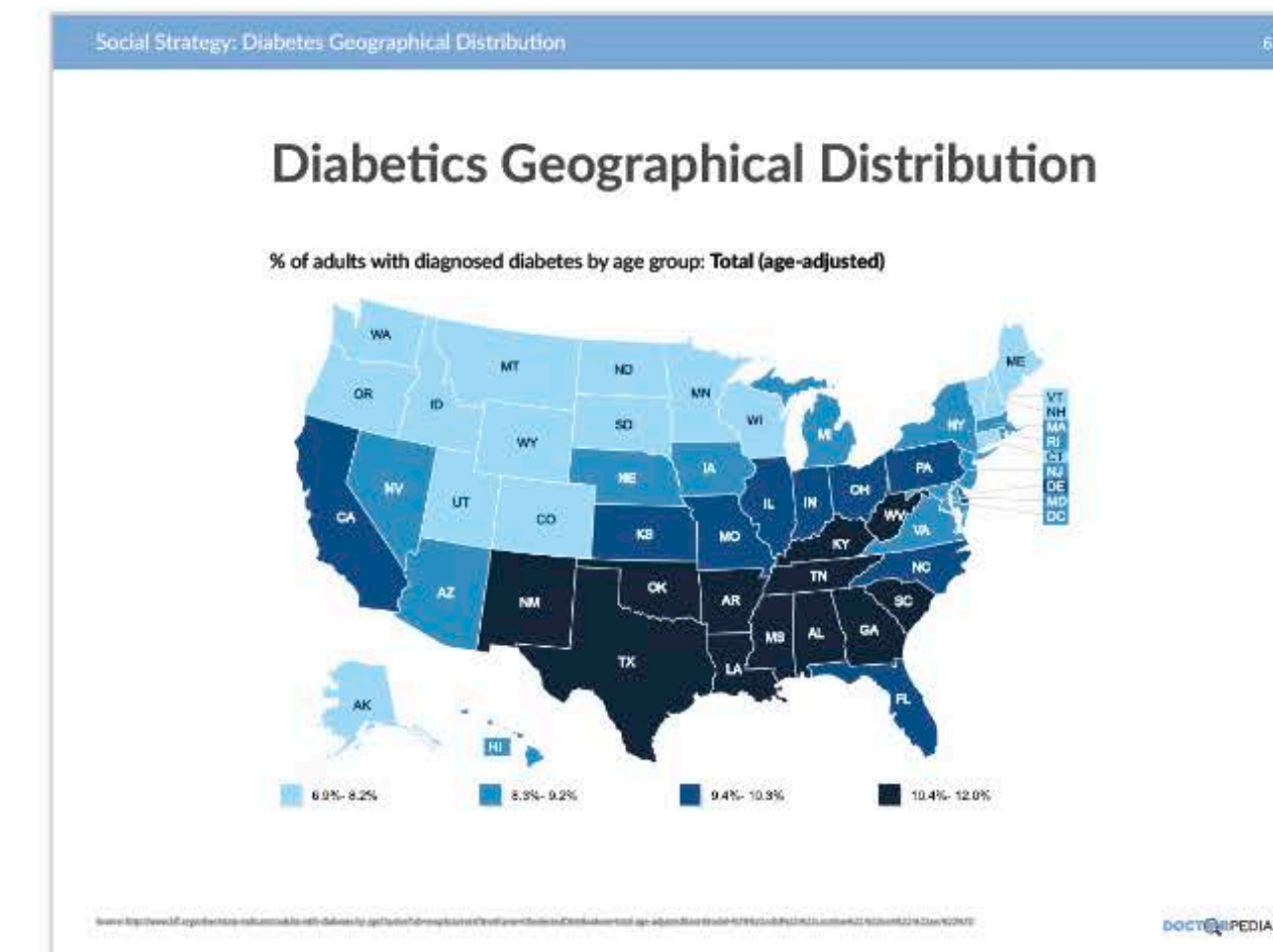
**Email Marketing**  
Email is an instant gratification of sorts for personal and business matters. They check their email on a fairly regular basis, so they'll usually see your message.

**Video Marketing**  
Video can add a more human face 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 8% 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

SOURCES:  
Generation X culture <http://www.generationmodel.com/genx/culture>

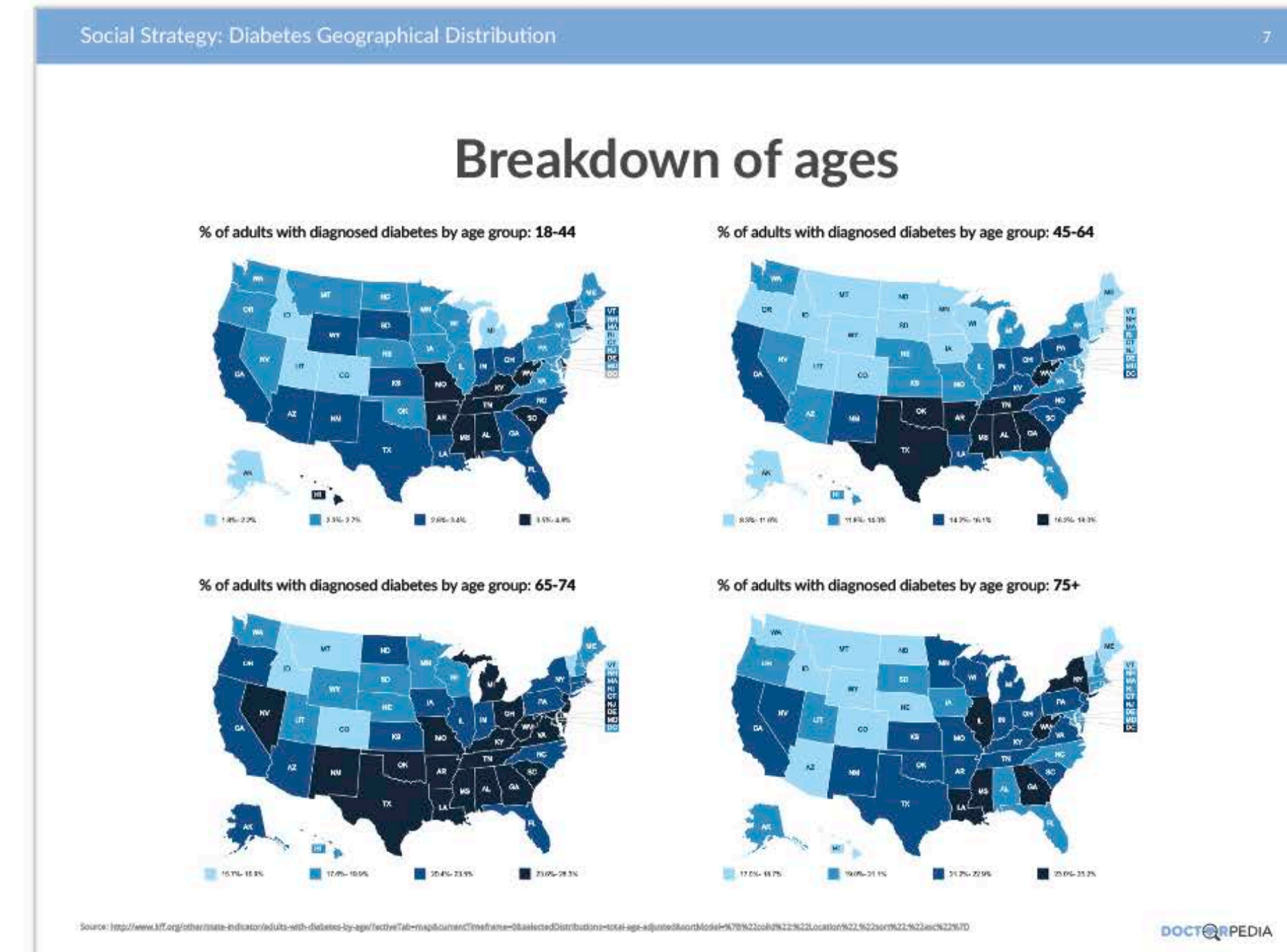


### Social Strategy: Diabetes Topics

## 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

DOCTORPEDIA



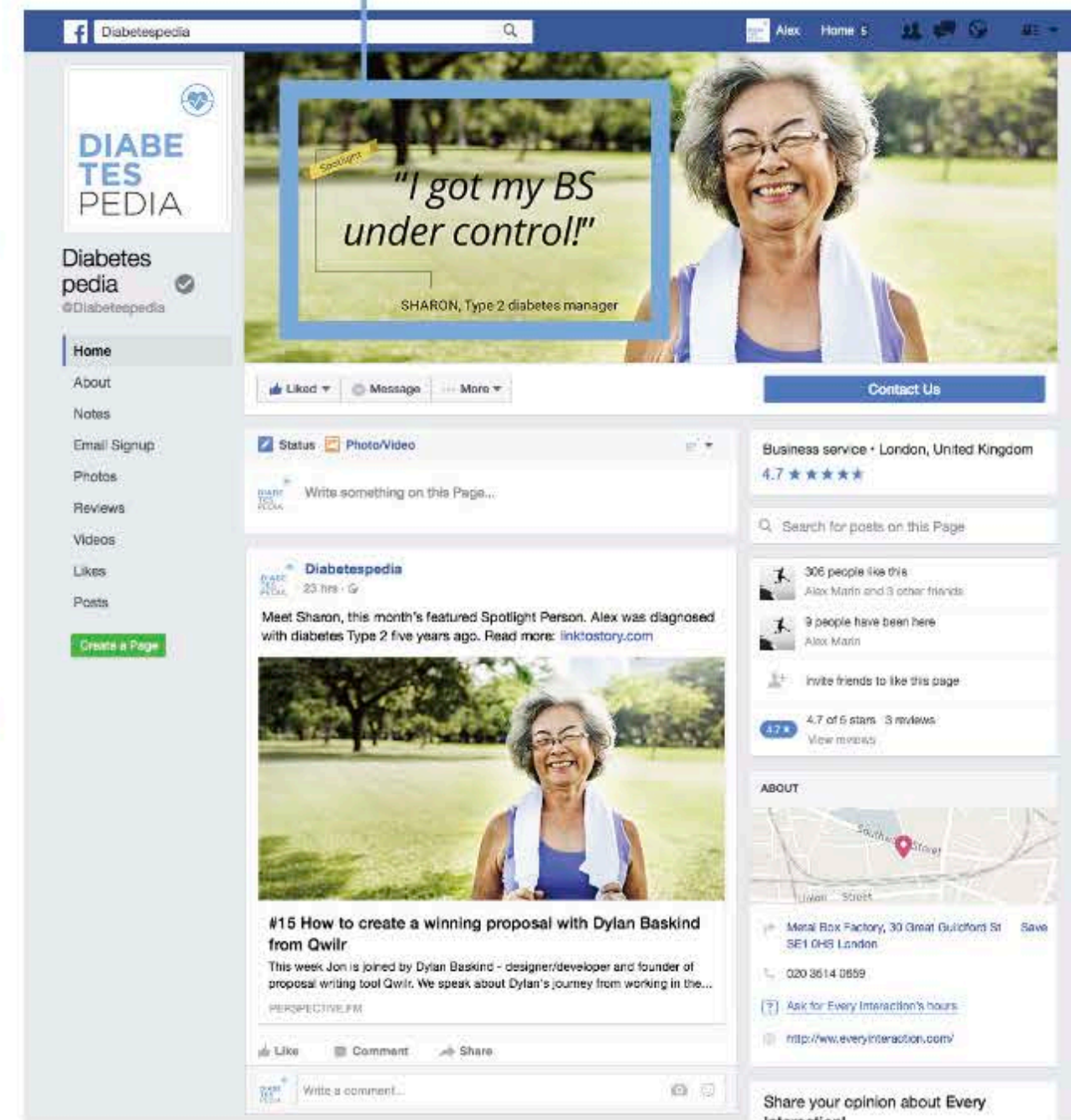
## BRANDED CAMPAIGNS

Expansion of a couple diabetes campaigns

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

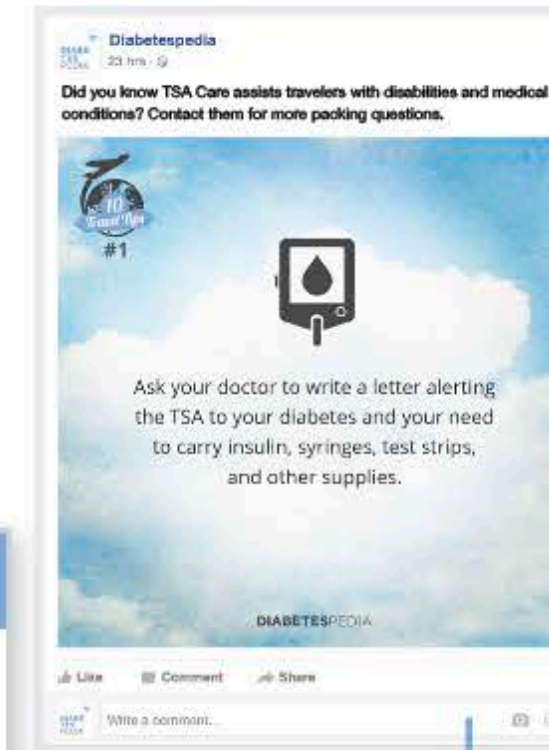
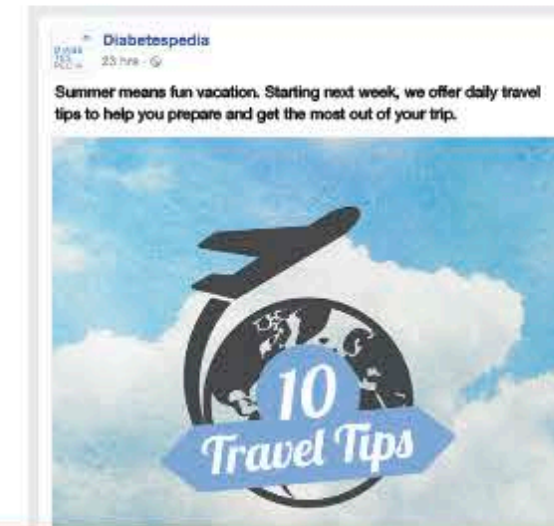
### Diabetes In-Situ Campaign 1: In Control

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



### Diabetes In-Situ Branded Campaign 4: Travel Tips

5



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

# 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.

# End.

Doctorpedia now

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