Doctor 411

MOBILE APPLICATION PROPOSAL
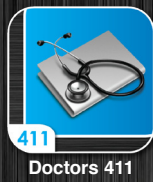By Kami Nelson

THE WHAT AND THE WHY

MOBILE APPLICATION CATEGORIES:

There are over 20 different mobile application categories on the iTunes app store. The majority of the app store downloads consists of three categories: Games – 15%, Books – 14% and Entertainment – 11%. The other categories are: education, lifestyle, utilities, travel, music, reference, business, sports, news, productivity, health care, navigation, photography, finance, social networking, medical and weather. The last half of these categories, each only get about 2% of the downloads in the iTunes app market (500kApps, 2011).

The category that I will be focusing on for my final project is the Medical category. Currently this category has 4789 apps in iTunes. The ranges of these apps are very drastic from Vet apps to calorie trackers (iTunes, 2012). One area that seems to have not tapped into creating apps are doctor offices. To me here is a place where a new app could be born. When most often do you need to find a doctor office or emergency room that takes your insurance? When there is an emergency or car accident and you have to react quickly? When you are on vacation and don't know where the local hospitals or offices are? How about when you are new to a city and you have no Internet or cable hooked up? In these moments, you are usually in a place where you don't have access or the time to look up a doctor or office on the Internet. This would be a great place where an app could come in handy.

Our health is an important factor in our lives, but at times we want convenience and not so much the best in the field. But, what we should really be asking ourselves is: "How do you know who is a good doctor or not?" Both should be important. I want a good doctor that is close by, but finding this information could take time to research the Internet, but again we usually don't have the time or the access to find this information, we are forced to go to someone close by, but what if we had an app that could find us both.

According to mHealth, the health care market is ripe with potential. "mHealth is about distributing care beyond clinics and hospitals and enabling new information-rich relationships between patients, clinicians and caregivers to drive better decisions and behaviors(Ackerman, 2011)." So far this potential has yet to be tapped. This app will do just that, it will allow the user to make an informed decision about their doctor and leave feedback for others to make an informed decision as well.
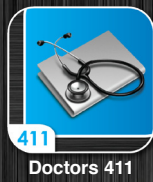
THE WHAT AND THE WHY – CONTINUED

PROBLEM MY APP WILL SOLVE: ANALOGY (REAL STORY):

One day as I was driving home from work, which is a 30-45 minute drive from downtown Denver to the suburbs. I got a call from my boyfriend: "Where are you? When will you be here?" I could hear the panic in his voice, I asked what was wrong, he said I can't walk; I need to go to the emergency room. He said I had an accident; I was playing with the dogs and tripped, I have a huge gash on my heel, and there is blood everywhere. I told him that I was 20 minutes out and told him to get the neighbors or call 911 and I would be there as quickly as I could be. It was a scary thought of him being hurt, alone and unable to move himself. Luckily my neighbor heard him yelling for help and took him to the emergency room. I re-routed myself to the emergency room and upon arrival learned that it was pretty bad and that he would need surgery as soon as we could get him into a specialized surgeon. He needed almost immediate surgery, to be done in the next 24-48 hrs. We were told that the longer it went unfix the harder it would be for the injury to be re-attached and for him to re-gain and re-learn to walk. It was something that I needed to get done right away but I wasn't going to leave my boyfriend's ability to walk again in the hands of just any doctor. I needed to find the best foot surgeon in the area, one with a good rating and experience in this type of repair and I had to do it quickly. Being stuck in the emergency room, I had no access to a computer and the nurses really had no suggestions on good doctors, but they could give me a number to call, which would give me a doctor in the specialty near by. I ask but how good are they? How many surgeries like this have they done? No one could answer those questions. Luckily, I had Internet on my phone, although it was a pain and took some digging I found a doctor with good ratings from patients and a good educational and past experiences in this type of surgery. I got him in the next day for surgery to re-attach his tendon and the doctor was amazing. My boyfriend is very accident prone, in the five years that we have been together, he has severed the artery and tendon to his thumb, ruptured various discs in his back, broken his foot, tore his rotary cuff and severed his Achilles tendon. So for me it important to have access to doctors in the area and their ratings handy as any day I could need to use it. Had I had an app that contained all this information in one place instead of having to try to read and search various websites on my small phone browser, it would have been much easier and less stressful on me.

The problem that my app will solve is that it will allow the user to find a doctor close by their current location or by entering an address then it will display information about doctors that are within a certain mile range. This information will include other users reviews of the doctor, what insurance they accept, specialties, education and allow you to call or get directions to the doctor's office with just one more tap. This way the user can select a doctor that accepts their insurance, is in the specialty that they are looking for, is female or male if that is important and one that has good reviews and short waiting times.
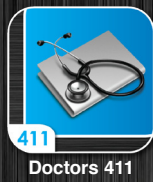
THE WHAT AND THE WHY – CONTINUED

PROBLEMS AND SOLUTIONS:

One problem that I foresee with this app is that it is not an app that will be used daily (at least we hope not). Since finding a doctor is not a typical everyday task this app will be used more sparingly by the general public.

To the minority of the public who are sick or do need doctors on a regular weekly or daily basis this app could be a god send. Keeping large number of doctor's names and specialties straight can be a very complicated and annoying. But with this app doctors can be put into a favorites list so people who need their doctor's office address and phone number handy can use this app to keep them all in one place.

Recommending a doctor to a friend can also be easy as the first questions that is usually asked is will they accept my insurance? Before you get the number for your friend you can easily look at the insurance that is accept by that doctor and know that they will work for your friend as well without having to call the office.

Gay and Lesbians had a different problem to face: criticism and judgment. Some people do not understand their life choice and for that they are criticized and judged, two things that you would never want from your doctor. This app will allow doctors to note that they openly accept their patient's life choice such as being gay or lesbian and that the patient can feel comfortable in their doctor office. This also will be helpful to other that have made choices or have been forced to deal with things that are not openly accepted by all people, such as: women that have had abortions, women who have been raped, people that need special assistance can see if the doctor speaks another language, If they need or prefer a female or male doctor, and so on.
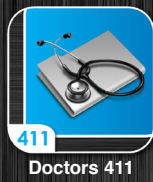
THE WHAT AND THE WHY – CONTINUED

BENEFITS:

There are many benefits to this type of app. Currently there are doctor locator apps for each type of insurance company. Apps like: BCBS (Blue Cross Blue Shield), United Health and more. The problem is that you have to have each different insurance company app, this new app will contain all doctors of all insurance in one place. This is beneficial to couples who have different insurance plans they only need one app instead of two.

Another big benefit is that this app will combine the location with ratings (which most insurance apps to not offer). This will allow users to pick a doctor that has good user reviews or not pick ones that has bad user reviews. No one wants to waste time waiting at the doctor's office to get a doctor that is bad.

This app will also list information about the doctor, including education, specialties, insurance accepted, languages spoken and if they are certain topic or rights friendly. This will be beneficial to the user who need a doctor that specializes in a certain topic or area. If the user needs a Spanish-speaking doctor or if they are gay or lesbian and want a doctor that doesn't discriminate.

The benefits of this app are many and as of today there is not an app that provides most of this information, let alone provides it all in one package. The combination of doctor location, ratings and specific doctor information makes this app the go to place to find and/or keep track of doctors for future or immediate use.

THE WHO

WHO ARE THE USERS?:

The primary users of this application will be adults between 18 and 64 who are insured with either private or public health plans. I choose this age group as they are the primary users who will most likely use the app as they are part of the 64% of the population that currently have health insurance. (CDC, 2011). This is a very large and diverse section just based on age but a majority of the caregivers are female. Although the app will be focused towards both genders, females are predominately the care givers of the family. Users that will be using the app the most often will be the ones that have or are caring for people who have chronic diseases or a large number of doctors to keep track of their information and office locations.

HOW MANY ARE THERE?:

There are at least 4 primary user personas that are the target users for this app.
1. Adventurous Traveler
2. Multiple Insurance Carriers
3. Those with Chronic Disease
4. Those new to the area

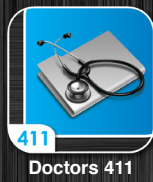## HOW ARE THEY DIFFERENT FROM OTHER USERS?:

The users of this app will be different from other user in that they need to locate a good doctor and want to select one based on the experiences of others and the doctors location. They also want the convenience of not having to use a browser to search and have access to doctors with different insurance carriers all in one.

WHAT DO THEY LIKE OR DISLIKE?:

The primary users will like access to their doctors information quickly and all in one place. They will like the ability to be able to get directions or call their doctor straight from the app. They will also like that they can save all their different doctors into one list for emergency use. The users will also like to see what others have to say about their experience with doctors and the educational backgrounds and insurances accepted by the doctors.

WHAT ARE THEIR OCCUPATIONS?:

A majority of the users will be employed in some form as 64% of population has private or group insurance from an employer. Another 15% has public health insurance and those that are retired, have low-income or are needy (CDC, 2011). Occupations will vary greatly based on these facts.

USER PERSONA 1

NAME: Eric Creech

AGE: 31

STATUS: Single, no children

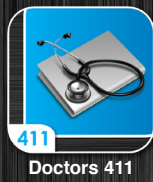**LOCATION:** Denver, CO

EDUCATION: BA: Fine Arts

OCCUPATION: Owns his own small business – Nu Creative

TECHNICAL PROFICIENCY: Uses computer, Internet and Phone daily.

PERSONALITY TRAITS: Adventurous, Determined, Impulsive, Creative and Confident

PERSONAL INFORMATION: Eric is a 29 year old small business owner from Denver, CO. His Business is Nu Creative, which focuses on design projects and marketing. He is very versed in doing research on the Internet, working in creative and development programs and finding new clients through online marketing and research. A majority of his time is spent working 20% of his time is in office while the other 80% is spent traveling and spending time with this clients in other cities or states.

While on the go Eric uses his phone as a secondary computer; where he continues his research and quest for new clients. He also uses apps for entertainment in his down time and to make changes to his work documents and keep track of important dates and times. Since he is always on the go and traveling to new places, the location of hospitals or doctors are the last of his worries. To top it off Eric is very active and impulsive so when an opportunity comes up for him to try something new and possibly dangerous, he has no problem joining in or taking a leap. He likes outdoor actives and in these new but impulsive adventures he has tried: skydiving, 4-wheeling, Windsurfing, motocross biking and mountain biking; just to name a few. Since Eric is also very accident-prone these impulsive actives often lead to small and major injuries usual requiring immediate medical attention.

USER PERSONA 2

NAME: Bill Vance

AGE: 52

STATUS: Married - 30 years
No Children

LOCATION: Bradley, ME

EDUCATION: BS: English

OCCUPATION:
University Professor

TECHNICAL PROFICIENCY:
Checks emails, Surfs the web
and plans trips on the Internet.

PERSONALITY TRAITS: Charismatic, Easygoing, Intelligent and Generous

PERSONAL INFORMATION: Bill and his wife Ellen both still work full-time. They each have insurance through there own employers, which mean that they have two different insurance companies to work with. They love to travel especially during the holidays. Bill likes to surf the web and uses it to check his email and interact with the students. Bill gets impatient with his computer and his phone as he needs his information fast as his back gets sore if he sits too long and he also has a full class schedule to teach. He keeps his computer and phone clean and doesn't download any programs or extra item that he doesn't plan to use on a regular basis.

Bill and his wife both have a few health issues. Although Bill feels good most of the time he does have high blood pressure. He tries to eat healthier and exercise when he can but he still needs regular check ups to make sure his blood pressure is under control. Bill usually uses the same doctor but his doctor has recently retired and Bill is in need of locating a new doctor near his home or work. Ellen on the other hand has Diabetes and her blood sugar needs to be monitored daily. While on vacation they have had incidences where Ellen's insulin has been lost and they needed it replaced immediately.

USER PERSONA 3

NAME: Lynda Beyella

AGE: 46

STATUS: Widowed, One Child - 21 with Down Syndrome

LOCATION: Des Moines, IA
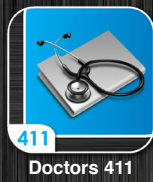
EDUCATION: BS: Finance

OCCUPATION: Retired - CPA

TECHNICAL PROFICIENCY: Good computer and program skills, but just starting to use smartphone and applications.

PERSONALITY TRAITS: Independent, Encouraging, Brave and Careful

PERSONAL INFORMATION: Lynda is a single mother raising and caring for a child, Brian, who has down syndrome. Brian needs daily care and help with everyday activities. Hospitals and doctors appointments for Brian are nearly an everyday event for Lynda and her son. Lynda has a hard time keeping track of all the appointments and different doctors offices and numbers for Brian. Lynda does not have much free time to spend to herself as most of it is taking care of Brian.

Before the death of her husband 8 years ago, Lynda was a very well accomplished accountant. She is proficient with a computer but has not really gotten into smartphone and features that are now available. A few years after her husband's death she needed more ways to keep track of tasks and organizes things she needed daily; so she upgraded to a smartphone. She is just starting to learn about what all apps have to offer. She uses a few such as to-do lists and voice dictations to make her daily life a little easier. She uses the Internet and her phone to research about her son's disease and to keep up on the news tests and treatments that are available. She has just recently started a blog for others like her who are raising and caring for children with Down Syndrome, as she is asked often about good doctors and refers others to them.

USER PERSONA 4

NAME: Andrea McAdams

AGE: 23

STATUS: In a Lesbian Relationship

LOCATION: Cincinnati, OH

EDUCATION:
Working Towards BA

OCCUPATION: Manager

TECHNICAL PROFICIENCY:
Very flexible with new technology, loves the newest gadgets and apps

PERSONALITY TRAITS: Goal-oriented, Passionate, Ambitious and Dependable

PERSONAL INFORMATION: Andrea and her significant other just moved to Cinicinnati as she was transferred by her job as a manager for ACME Communications. Working and going to school leaves Andrea with a very hectic home life. She likes to keep up on what her old friends and co-workers are up to by staying in touch over email, facebook, twitter and other social networking sites and apps. Andrea likes to keep things in her life as easy and simple as possible since things are so hectic. She expects to find her information fast by keeping and organizer her own information rather than have someone else do it for her.
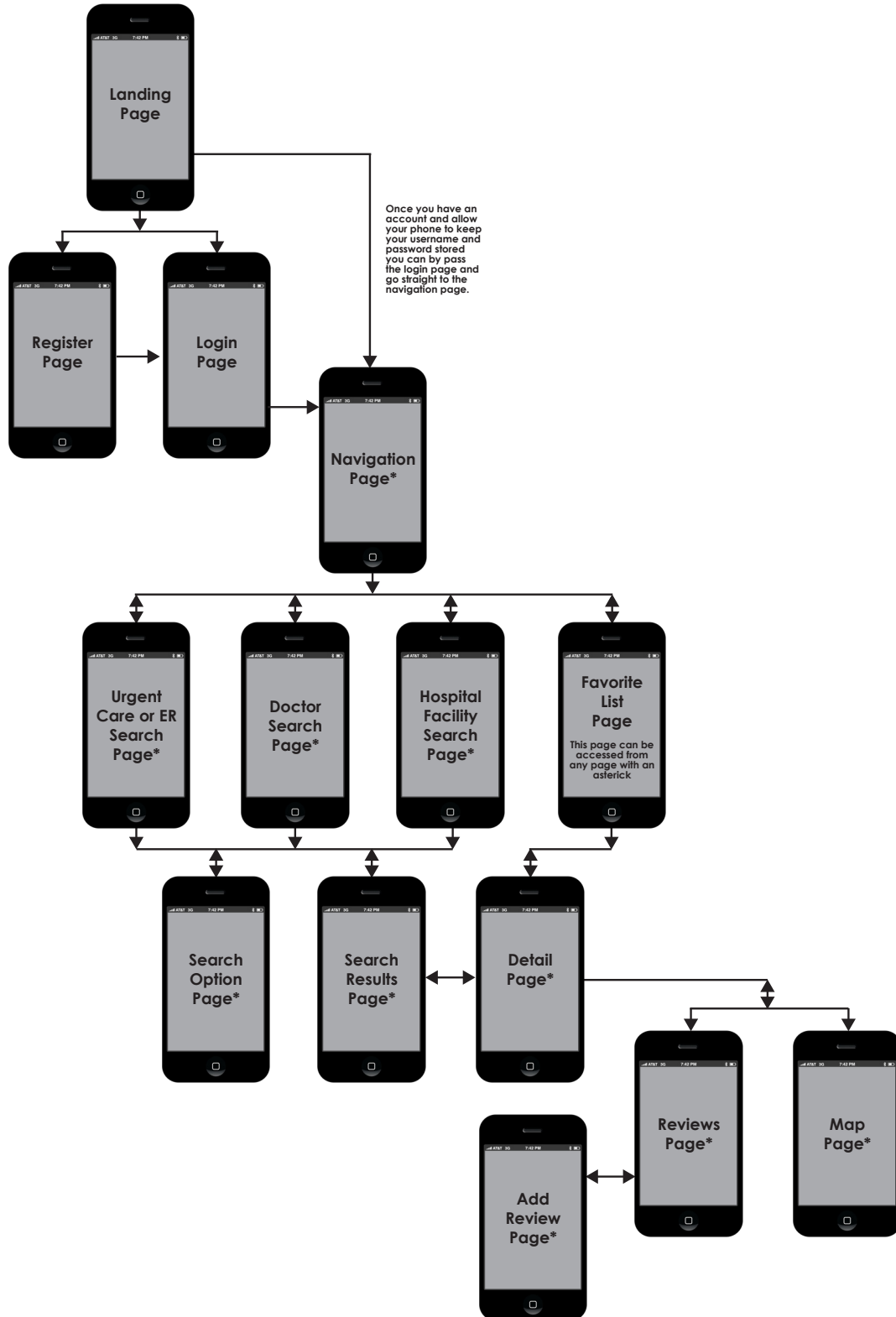
Being new to the city and finding replacements for pretty much everything, including their doctors is difficult. Andrea likes to ask questions and get tips from experts or other experienced users but since she is new to the city and lesbian this is not an easy task. From past experiences some doctors and office workers have made her feel uncomfortable or unwelcome because of her relationship status. It is important that she feels comfortable and has a good doctor that others would recommend but since she does not openly discuss her status she needs to rely on other users experiences to make an informed decision on a new doctor.
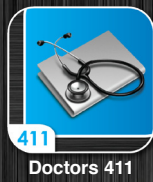
FLOW CHART

Landing Page

Once you have an account and allow your phone to keep your username and password stored you can by pass the login page and go straight to the navigation page.

Register Page

Login Page

Navigation Page*

Urgent Care or ER Search Page*

Doctor Search Page*

Hospital Facility Search Page*

Favorite List Page

This page can be accessed from any page with an asterick

Search Option Page*

Search Results Page*

Detail Page*

Add Review Page*

Reviews Page*

Map Page*

WIREFRAMES

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Logo   **Header**

Image

Text text text text text text
text text text text text text

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Register   **Login**

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Logo   **Header**

Your Information

First Name:

Last Name:

Email:

User Id:

Password:

Cancel   **Submit**

.ıll AT&T 3G   7:42 PM

Logo   **Header**

Login Information

User Id:

Password:

Forgot Your Information?

Text text text text text

Register   **Login**

LANDING PAGE

Here is the landing page it will swipe through 3 to 4 different page each which highlights the app beneifts. There is also two buttons at the bottom to continue forward.
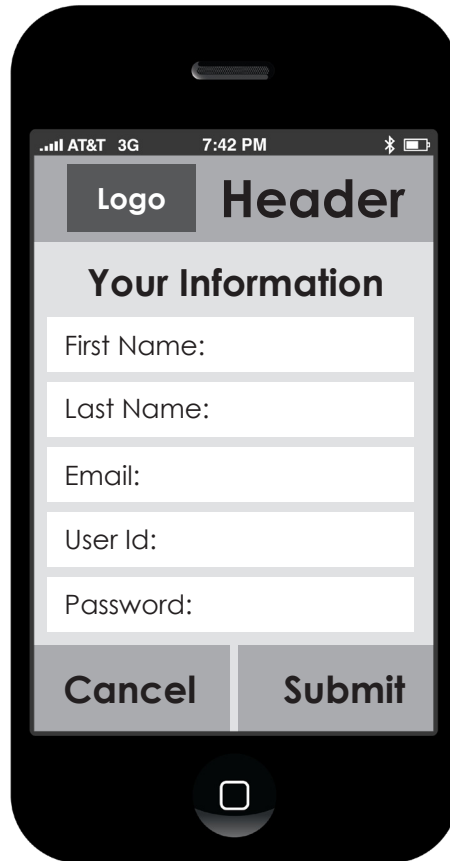
REGISTRATION PAGE

Here is the registration page where they can register for an account to save their doctors in a favorites list.
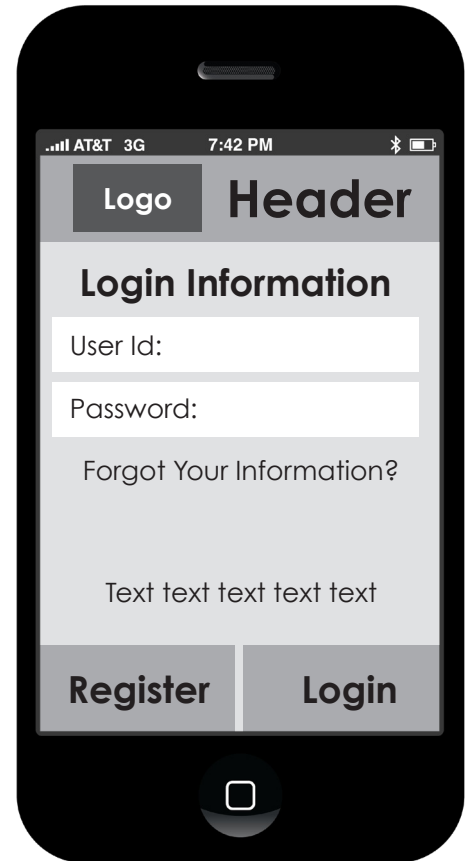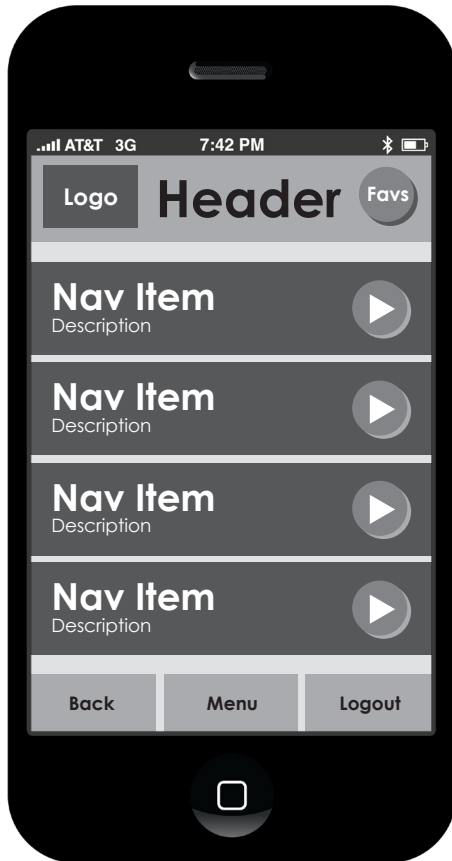
LOGIN PAGE

Here is the login page where the registered users can enter their information to get access to their favorite list. Once a user logs in they can select if they want to keep their informaiton so they can skip the login each time and go directly to the navigation page instead.

WIREFRAMES

Logo | Header | Favs

Nav Item
Description

Nav Item
Description

Nav Item
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Nav Item
Description

Back | Menu | Logout

Logo | Header | Favs

Use this Address:

ER

Back | Menu | Logout

Logo | Header | Favs

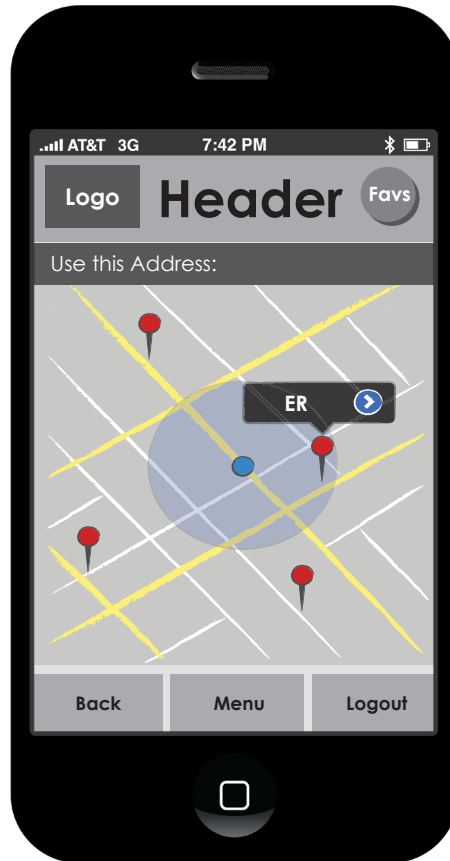Search Options

First Name:

Last Name:

Specialties:

Location:

Back | Menu | Logout

NAVIGATION PAGE

This page holds the home or menu navigation elements. This is where Urgent Care/ ER Search, Doctor Search, Facilities Search, etc. will reside. It can be reached from almost every screen by clicking the middle bottom button "menu."
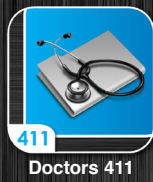
URGENT CARE/ER SEARCH PAGE

Since this is an ER or Urgent Care search page it comes up with the facilities nearest your location as you want this information immediately if neccessary you can insert an address at the top below the header to change the location from current to the address entered.
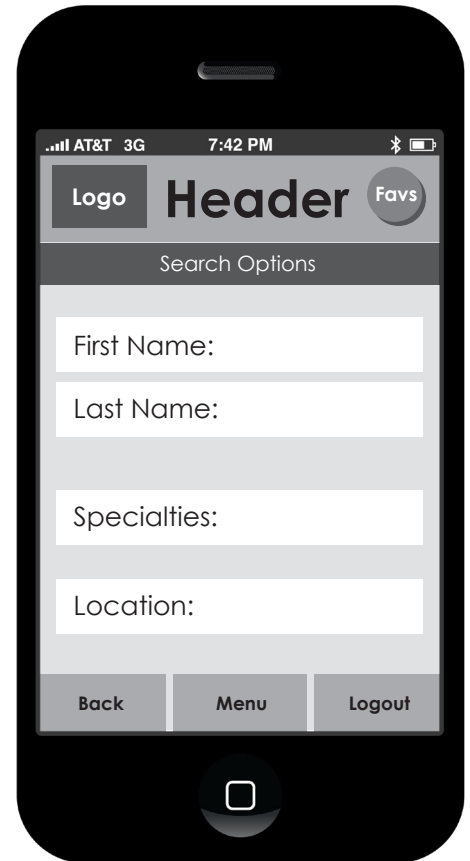
DOCTOR SEARCH PAGE

This page allows you to search for a doctor by name, specialty, location and then by additional advanced search features through the search options button at the top below the header.

WIREFRAMES

Phone 1

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| Logo | **Header** | Favs |

Search Options

Facility:

Type:

Location:

Image

| Back | Menu | Logout |

Phone 2

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| Logo | **Header** | Favs |

Back

Insurance:

Gender:

Languages:

Welcomes:

| Back | Menu | Logout |

Phone 3

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| Logo | **Header** | Favs |

Search Result
Description   ▶

Search Result
Description   ▶

Search Result
Description   ▶

Search Result
Description   ▶

| Back | Menu | Logout |

HOSPITAL OR FACILITY SEARCH PAGE

This page is much like the doctor search page as it allows you to search for a hospital or facility by name, type, location and then by additional advanced search features through the search options button at the top below the header.
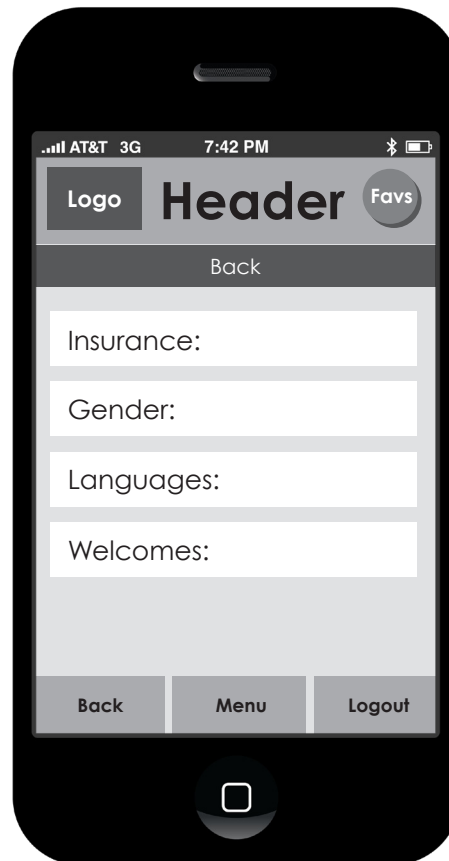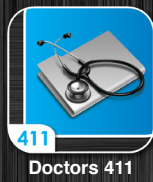
SEARCH OPTIONS PAGE

This page is the advanced options page for the search feature. It allows you select more features to narrow or refine your search more from the main search features pages. It allows you to narrow down by insurance type, doctor gender, languages spoken, and if certain minorities etc are welcomed in office.
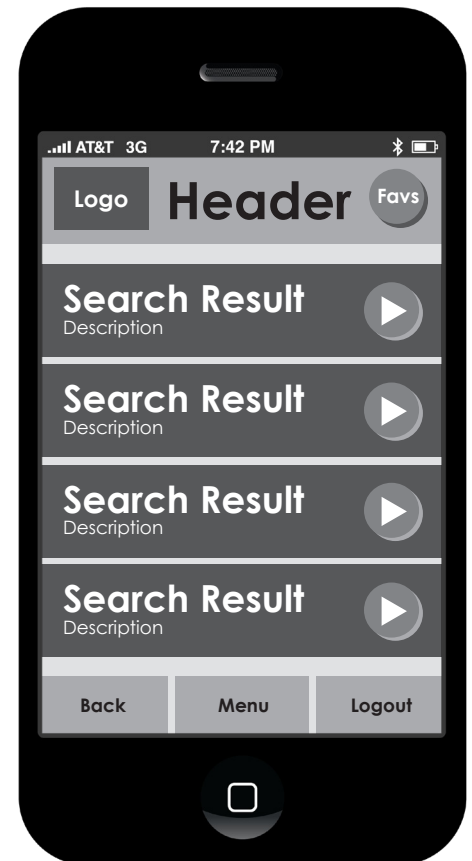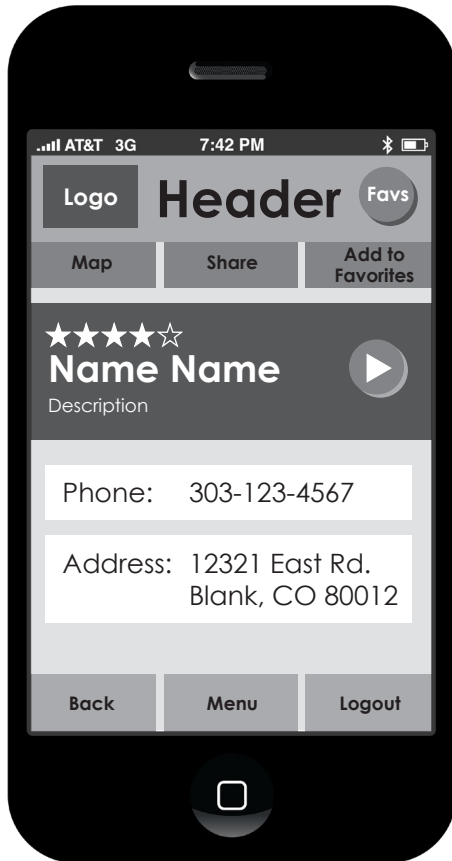
SEARCH RESULTS PAGE

This page will display the serach results from the search pages. The user can then click on the arrow to go to the detail page which will list more information about each search result.

WIREFRAMES

Phone 1 (Details Page):

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| Logo | Header | Favs |

| Map | Share | Add to Favorites |

★★★★☆
Name Name
Description ▶

| Phone: | 303-123-4567 |

| Address: | 12321 East Rd. Blank, CO 80012 |

| Back | Menu | Logout |

Phone 2 (Reviews Page):

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| Logo | Header | Favs |

★☆☆☆☆**Review**
Description ▶

★★☆☆☆**Review**
Description ▶

★★★☆☆**Review**
Description ▶

★★★★☆**Review**
Description ▶

| Back | Menu | Logout |

Phone 3 (Add Review Page):

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| Logo | Header | Favs |

Submit

Review: ★ ★ ★ ★ ☆

Comments:

| Back | Menu | Logout |

DETAILS PAGE

This page lists all the detailed information about the doctor or facility. The phone number can be clicked on and then dialed. The address can be clicked on and then taken to a map with directions. There are buttons at the top that will allow the user to map the doctor, share the doctor's infomation or add them to favorites.
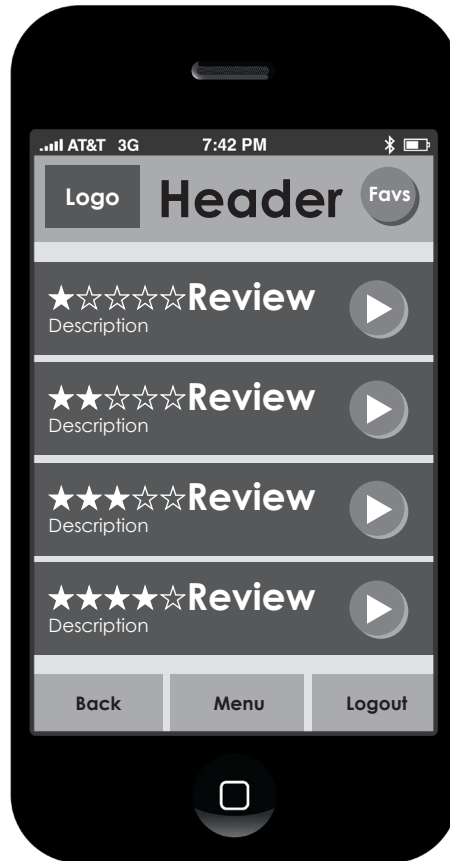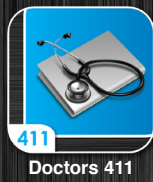
REVIEWS PAGE

This page list the reviews for the doctor or facility that you selected details on. The arrow allows you to read each review in more details. The number of stars is displayed along with the title of the review and the first few lines so the user can decide if they want to read it or not.
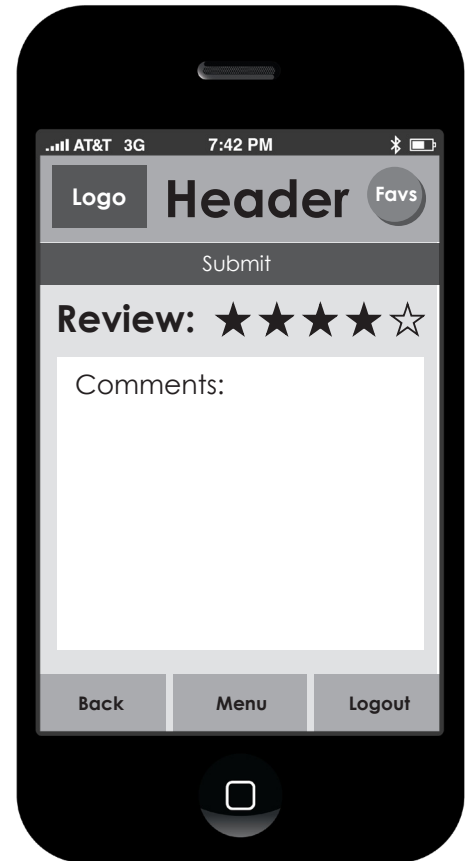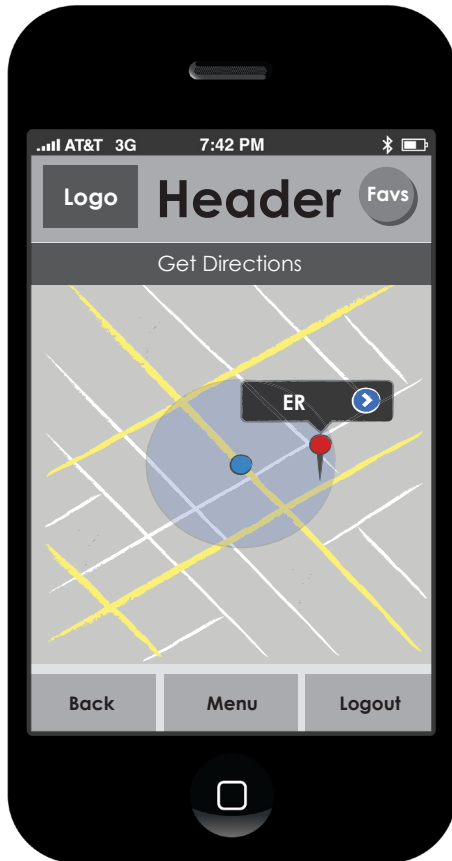
ADD REVIEW PAGE

This page allows users to leave their own review for the doctor or facility. They can then submit the review to the app so that others can view their experience and gain knowledge about the doctor or facility and make an educated decision on weather to select the doctor or facility as their own.
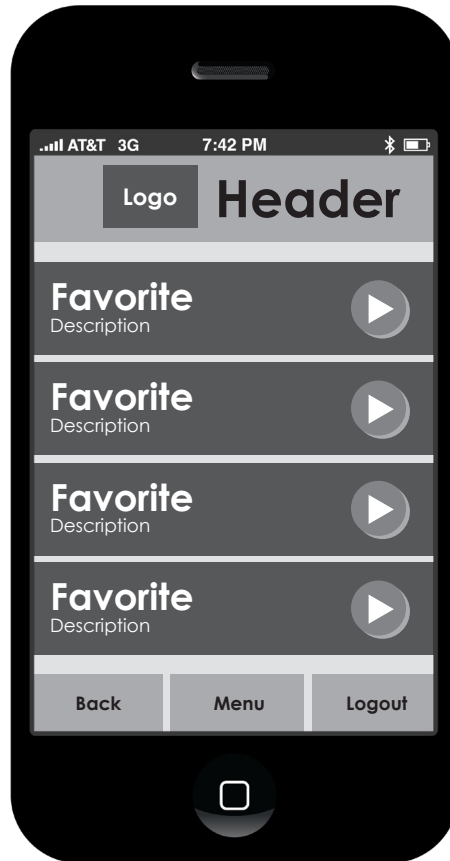
WIREFRAMES

MAP PAGE

This page gives you the map where your location is and where the selected doctor or facility is located. Directions can be brough out by click on the get directions button at the top.
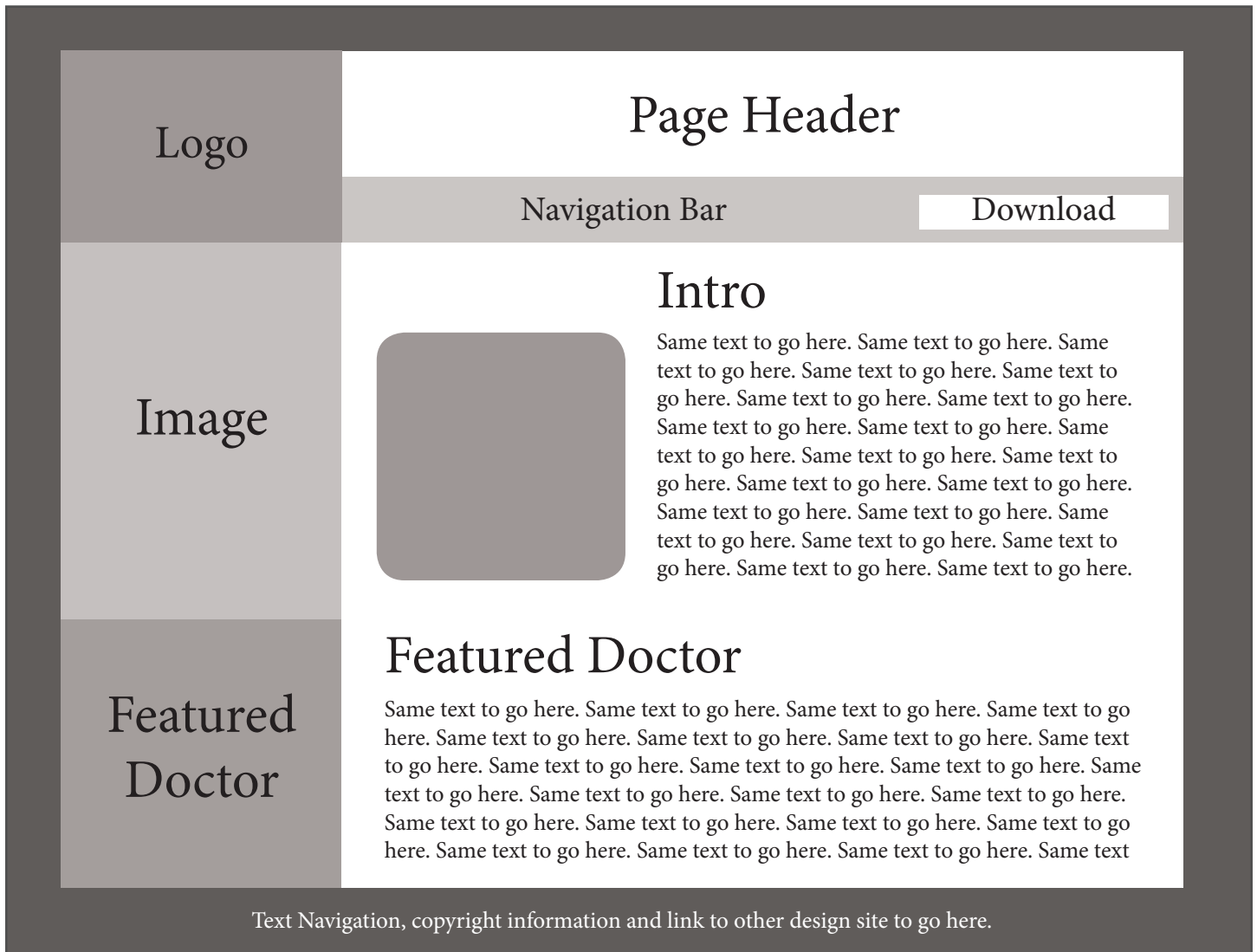
FAVORITES PAGE

This page lists each of the doctors or facilities that you have saved as a favorite. You can click on the arrow and be taken back to the doctor's detail page where you can then call, get directions, leave reviews, write reviews, etc.
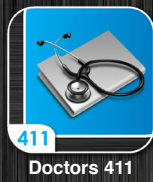
WEBSITE LANDPAGE WIREFRAME

Logo

Page Header

Navigation Bar | Download

Image

Intro

Same text to go here. Same text to go here.

Featured Doctor

Featured Doctor

Same text to go here. Same text

Text Navigation, copyright information and link to other design site to go here.

Here is the landing page or website that is associated with the app that will allow user to see what the app has to offer, where they can download it or be directed tothe app store where they can download and view the user reviews etc.

FIRST DRAFT OF APP STORE DOCUMENTATION

APPLICATION NAME:

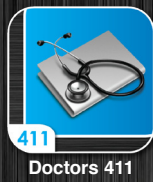Doctors 411

APPLICATION DESCRIPTION:

Need to find a doctor on the go and not just any doctor but the best doctor in the area? This is an easy-to-use, quick and convenient way to find a doctor, facility, specialist, urgent care or ER near you along with all their contact information, users ratings, gender, specialties, insurances accepted, if they are accepting new patients and if they speak your language.

Doctor 411 is ideal for travelers, new residents, adventurers, parents with kids at college or out of town, those suffering chronic medical conditions and those traveling with friends and family relatives with health issues. Find a doctor close by that accepts whatever insurance you select and have a high rating that meets your expectations. No need to download multiple insurance plan apps to find Dr. or facilities.

This app will make finding a great doctor, close by, that carries your insurance and is the specialty that you want in just a few clicks. Once you find a doctor call them directly from the app, get directions to their office or share the information with a friend, loved one or significant other. If you end up loving them and keeping them as your doctor add them to your favorites to keep their information stored in a convenient list for easy future use; or if you have a bad experience share it with others so they don't waste their time.

Search for doctors by:

- Ratings – from other patients
- Address, Zip, GPS Location
- Health Insurance Accepted
- Specialty
- First or Last name
- Gender
- Distance
- Facility, Hospital, Urgent Care or ER

FIRST DRAFT OF APP STORE DOCUMENTATION – CONTINUED

Other Features:

- Direct dial Dr. number
- Map and direction to office
- Save to a Favorites List
- Dr. Education
- Dr. accreditations
- Hospital affiliations
- Gay/Lesbian understanding Doctors

DEVICE REQUIREMENTS:

iPhone Version 5.0 and Up

CATEGORY:

Primary – Medical

Sub-Category – N/A
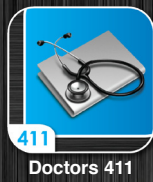
Secondary Primary – Health and Fitness
(for those countries that do not have the primary category I have selected)

KEYWORDS:

Doctor, Hospital, Dr, Locator, Ratings, Review, Doctor 411, Insurance, ER, Emergency, Urgent Care, Specialist

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VISUAL MOCKUPS AND GRAPHIC ELEMENTS

BRAND AND APPLICATION NAME:

Doctor 411

RATIONAL:

Most people know 411 as a number you would dial from your cell phone or visit the website to access a directory of contact info for people and businesses. Since my app is about providing informaiton about doctors I thought Doctor 411 was a great name to show exactly what it did in a short, rememberable name. My app will have some of the same information as 411 like names, phone numbers, addresses and webpages, but it will also be the go to place for everthing about the doctor and include education, ratings, locations, facilities, insurances, affiliations. Basically everything that you need to know about your doctor in one place.

The name is short, memorable and gets the point across that this app is a convient and simple way to find all that you want to know about your doctor and more.

APPLICATION ICONOGRAPHY:

57x57

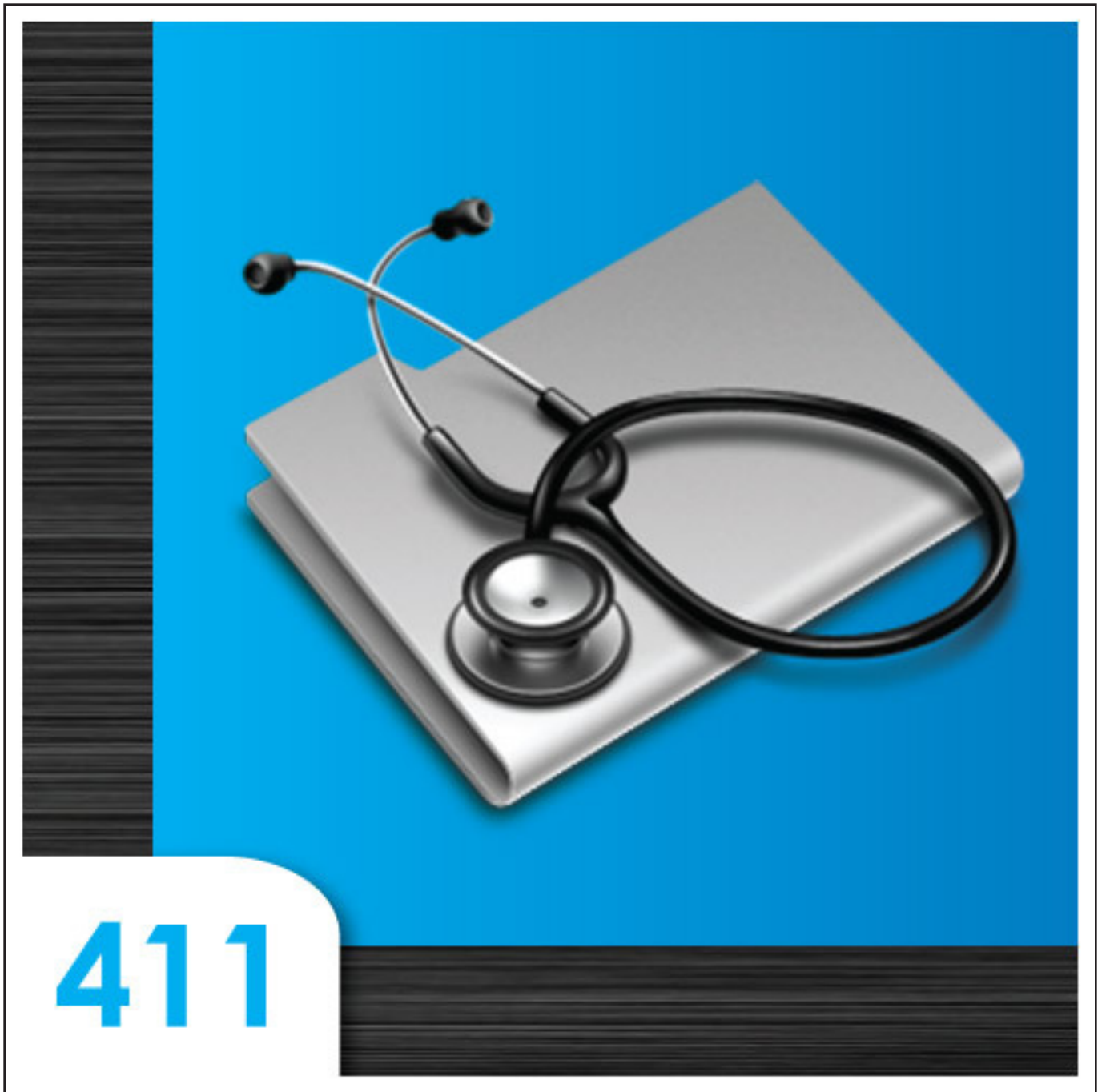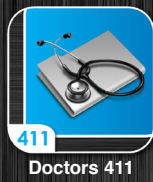Pixel Icon with Rounded Corners on iPhone
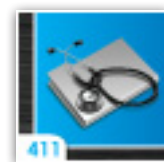
57x57

Pixel Icon 72dpi png

APPLICATION ICONOGRAPHY – CONTINUED

512x512 - Pixel Icon - 72dpi jpg

Screenshots

Landing Page
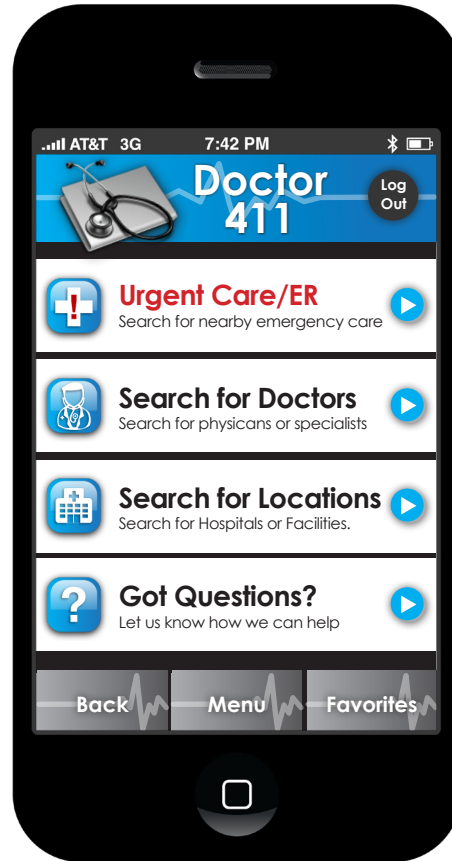
Navigation Page
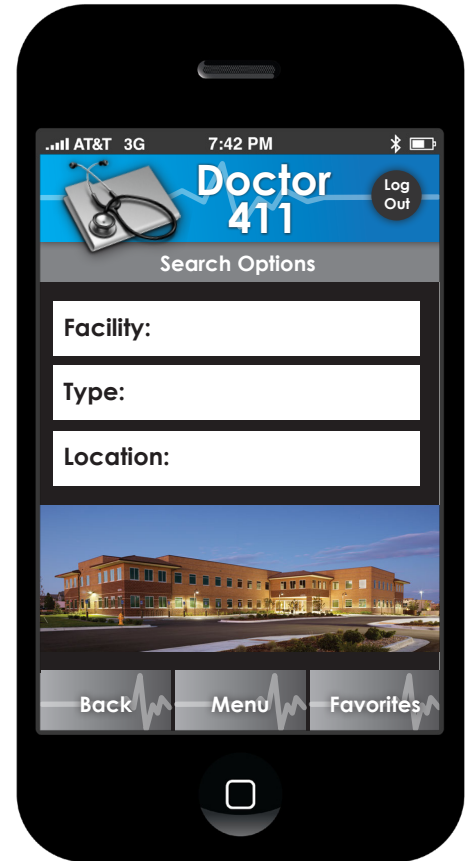
Hospital or Facility Search Page

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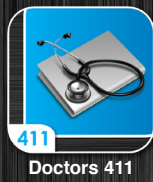
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