

AidCare App and Responsive Website

Camila Gilbert

Project overview



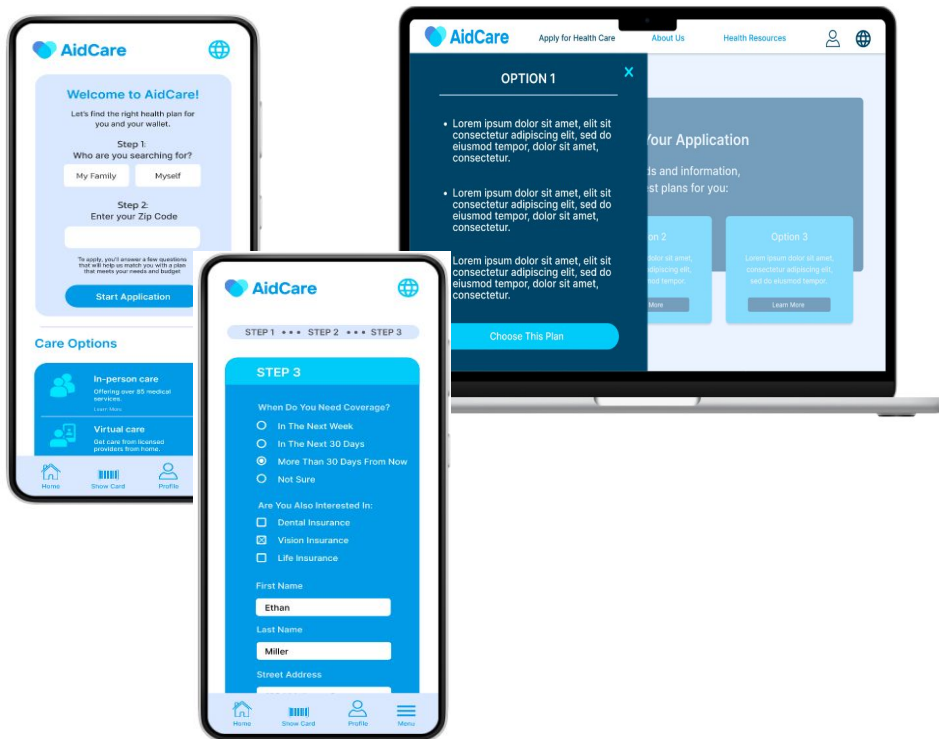
The product:

AidCare is an organization focused on Health Care for people with low income. The organization needs a tool that helps people apply for a health care plan and learn basic tips to take care of their health from home. AidCare's primary target users include college students and adults who are concerned about their health and don't have enough resources to pay an insurance



Project duration:

September 2023 - October 2024



Project overview



The problem:

Millions of people in the United States lack of health insurance due to low income and unemployment. The strategy team at AidCare has identified a lack of general knowledge about health in the United States.



The goal:

Design an app that will help people find the best health plans according to their financial status, and educate people to take care of themselves.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I used AidCare's data on healthcare to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling frustrated about healthcare in the United States, and shared how difficult it is to afford medical treatment. The feedback received through research made it very clear that users need with urgency resources to get medical treatment regardless of their financial status.

Persona 1: Ethan

Problem statement:

Ethan needs medical treatment for his pulmonary disease but he can't afford it since he lost his job recently and it's hard to find a source of income at his age.



Ethan

Age: 56 years old
Education: Associates degree in Business Administration
Hometown: Conroe, Texas
Family: Lives with his wife
Occupation: Unemployed

"If it was challenging to pay for my health insurance when I had an income, I can't imagine how I'll be able to continue my medical treatments to do now that I don't have an income. I'm worried that my health will deteriorate more."

Goals

- Create a platform to help Ethan continue his medical treatment
- Educate Jamila where and how she can find help

Frustrations

- Ethan can't afford a doctor
- The government platform's information about medical aid are confusing

Ethan is a tech savvy 56 years old man that has worked many years as a construction worker and needs medical treatment for his lung problems caused by the exposure to harmful dust, fume and gases at work. Ethan was recently fired from his job, leaving him with no income to support his household and pay a doctor to continue with his medical treatment.

Persona 2: Jamila

Problem statement:

Jamila is an asylee who needs medical treatment for his son and learn more information about the health programs because she doesn't have a source of income yet to support her son's treatment



Jamila

Age: 33 years old

Education: Bachelor of science

Hometown: Marrakech, Morocco

Family: Lives with her 3 year old son

Occupation: Unemployed

"Being a refugee is like starting all over again, except I'm not only responsible of myself but of my son too, I need to make sure is growing healthy"

Goals

- Jamila can find the tools to help her son's allergies and get medical aid.
- Educate Jamila where and how she can find help in the US which is a different country from her hometown

Frustrations

- Jamila doesn't understand English too well
- Jamila doesn't know how the health system works in this new country.
- Jamila is concern about her son

Jamila is an Asylee who recently got to the United States with her son from Morocco, the community has helped her getting a shelter and enough food for her and her son but she doesn't have a source of income yet to get a health insurance and watch their health. She goes multiple times to the public library to entertain her son and use the computers to search for healthcare opportunities. She is specially concern for his son's allergies since they have increased since they arrived to the United States.

Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **applying for a health plan and simple healthy tips.**

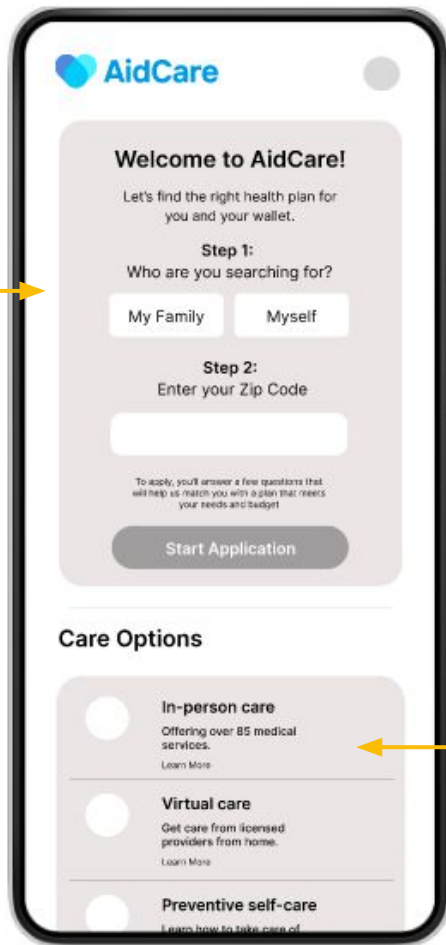
The ideation exercise consists of eight hand-drawn sketches arranged in a 2x4 grid, representing different screens or sections of a health plan application and dashboard.

- Top Left:** A screen titled "Find the right health plan for you and your wallet". It includes a bullet point "I'm searching for" with two buttons labeled "someone else" and "myself". Below it is a text input field for "I live in:" and a "start application" button.
- Top Second from Left:** A screen for personal information with fields for "Gender", "Birthday", "Height", and "Weight", each followed by a dashed line for input. A "continue" button is at the bottom.
- Top Third from Left:** A screen for household and health information with fields for "Household size", "Household income", "Illnesses", and "life event", each followed by a dashed line for input. An arrow points to the right.
- Top Right:** A screen titled "When do you need help" with fields for "Name", "Phone", and "Email", each followed by a dashed line for input. A "submit" button is at the bottom.
- Bottom Left:** A screen titled "Thank you These are your options" with three numbered options, each with a dashed line for input: "#1", "#2", and "#3".
- Bottom Second from Left:** A screen titled "Option # Description" with a list of four options, each with a dashed line for input. A button labeled "Choose this" is at the bottom.
- Bottom Third from Left:** A screen titled "Scan Barcode" with a barcode input field and a button labeled "or share number 1 2 3 4 5".
- Bottom Right:** A screen titled "Dashboard" with four buttons labeled "Appointments", "medication", "Tips", and a blank button at the bottom.

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the AidCare app. These designs focused on delivering guidance to users to apply for a health plan.

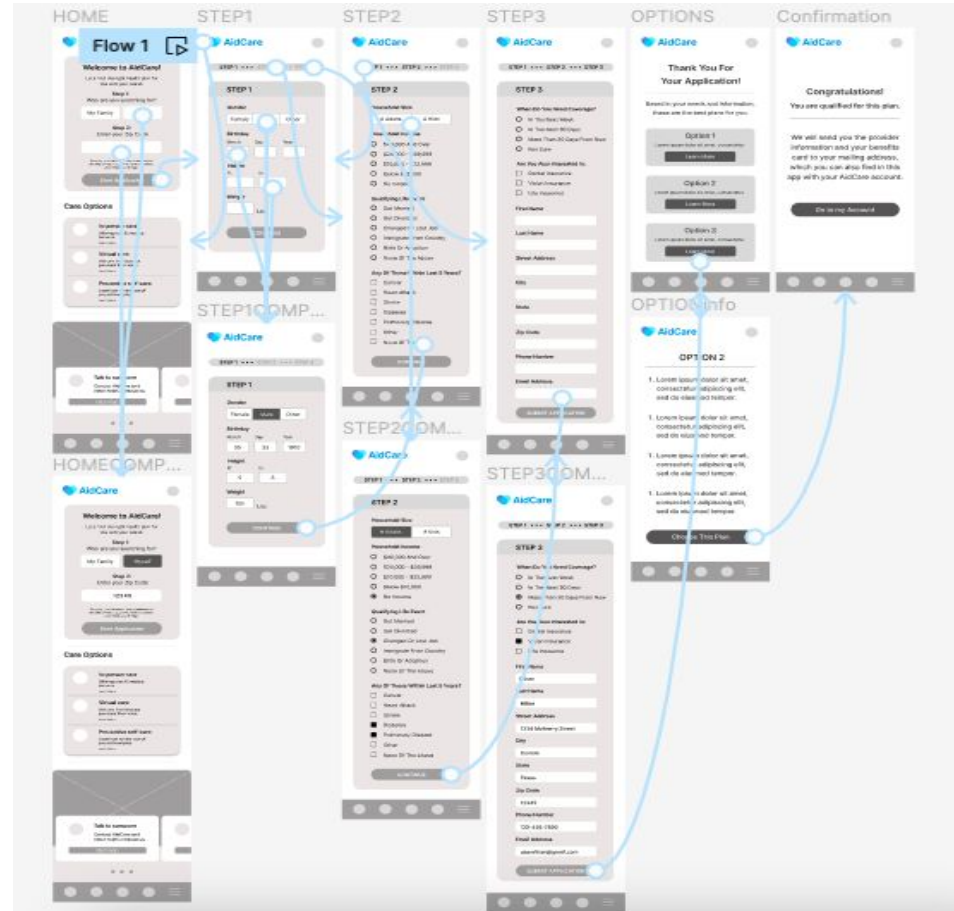
Easy access to start an application to get a health plan



Users can easily find tools to educate themselves

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of applying for a health plan.

View [AidCare's low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

15-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Menu

People want easy access to the menu and all the options that the app offers

2

Health Information

People want important information to be easily reachable and learn about illnesses preventions

3

Personalized Dashboard

People want to have the information of all of their appointments, medicine, vaccines, and others in one place.

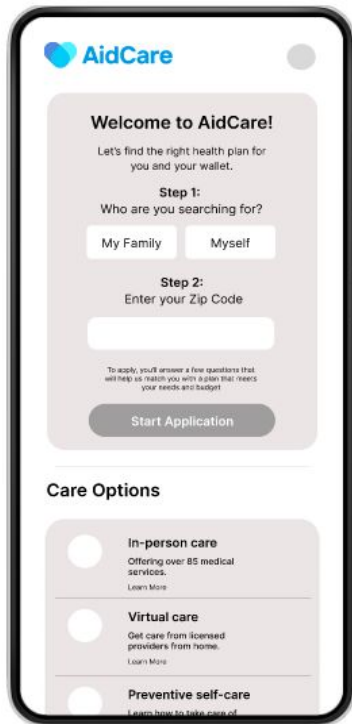
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

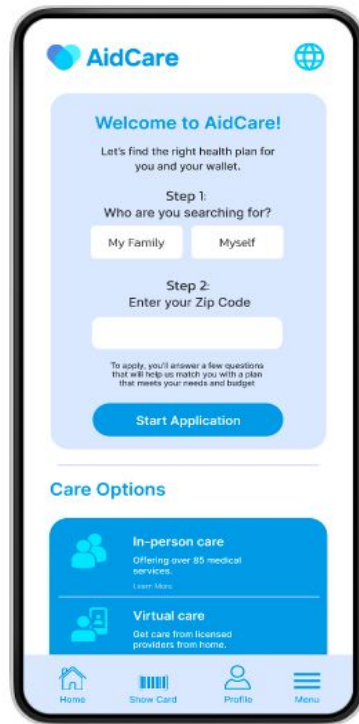
Mockups

Based on the insights from the usability studies, I applied design changes like providing easy access to the menu and other features.

Before usability study



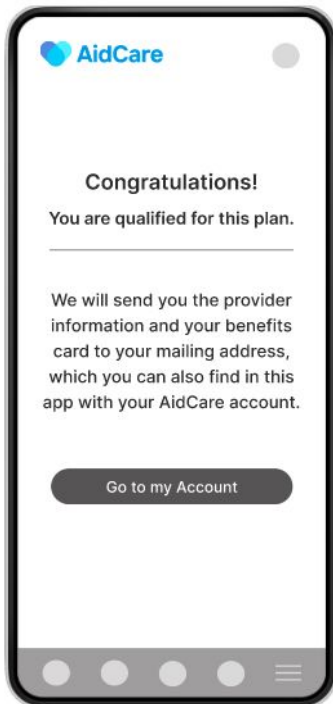
After usability study



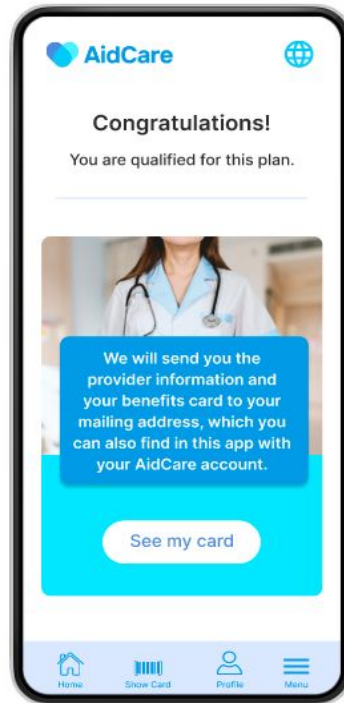
Mockups

Additional design changes included adding layers and changing the call to action button to make it easier for user to have easy access to their card benefits.

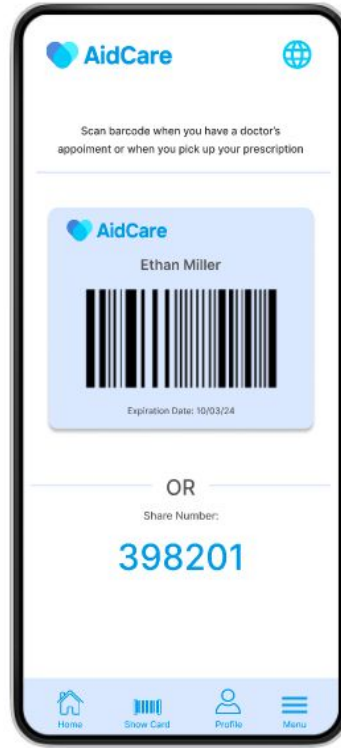
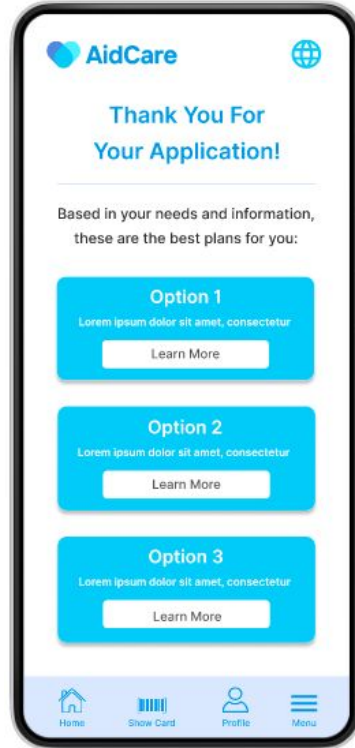
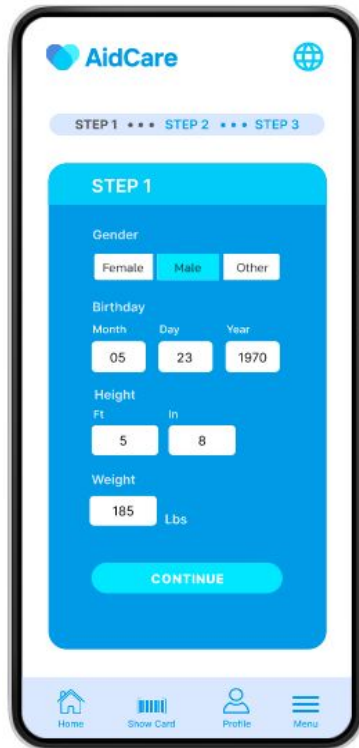
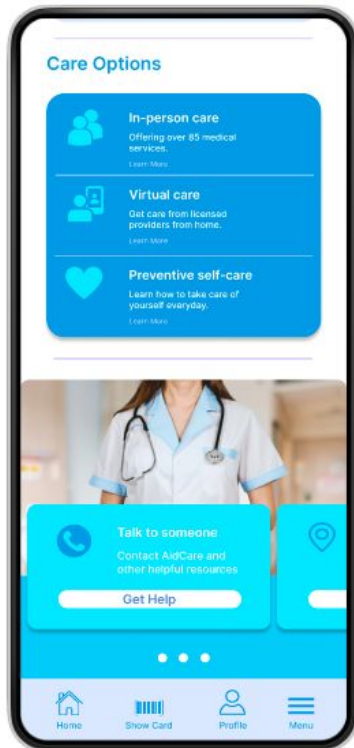
Before usability study



After usability study



Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

[View the AidCare app high-fidelity prototype](#)



Accessibility considerations

1

Used icons to help make navigation easier, including the option to the user to change the language

2

Clear labels for interactive elements that can be read by screen readers.

3

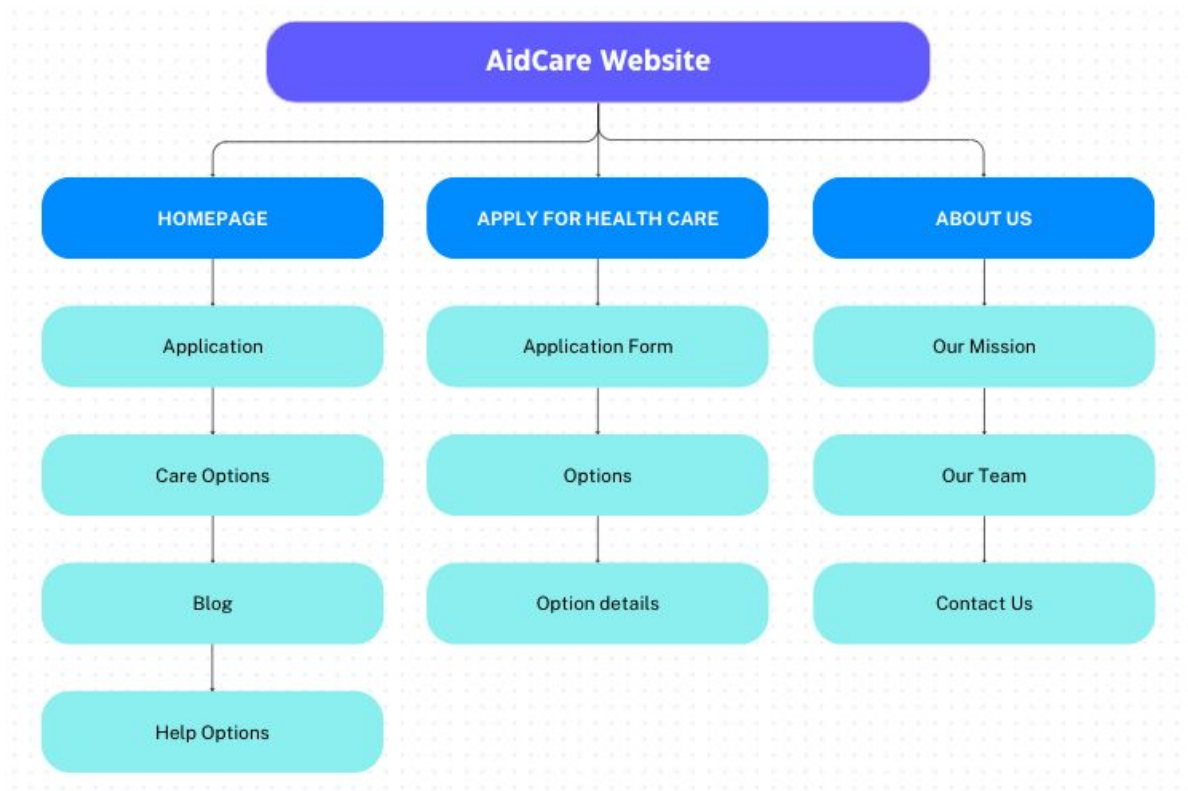
Provided accessibility features easily reachable for users with disabilities.

Responsive Design

- Information architecture
- Responsive design

Sitemap

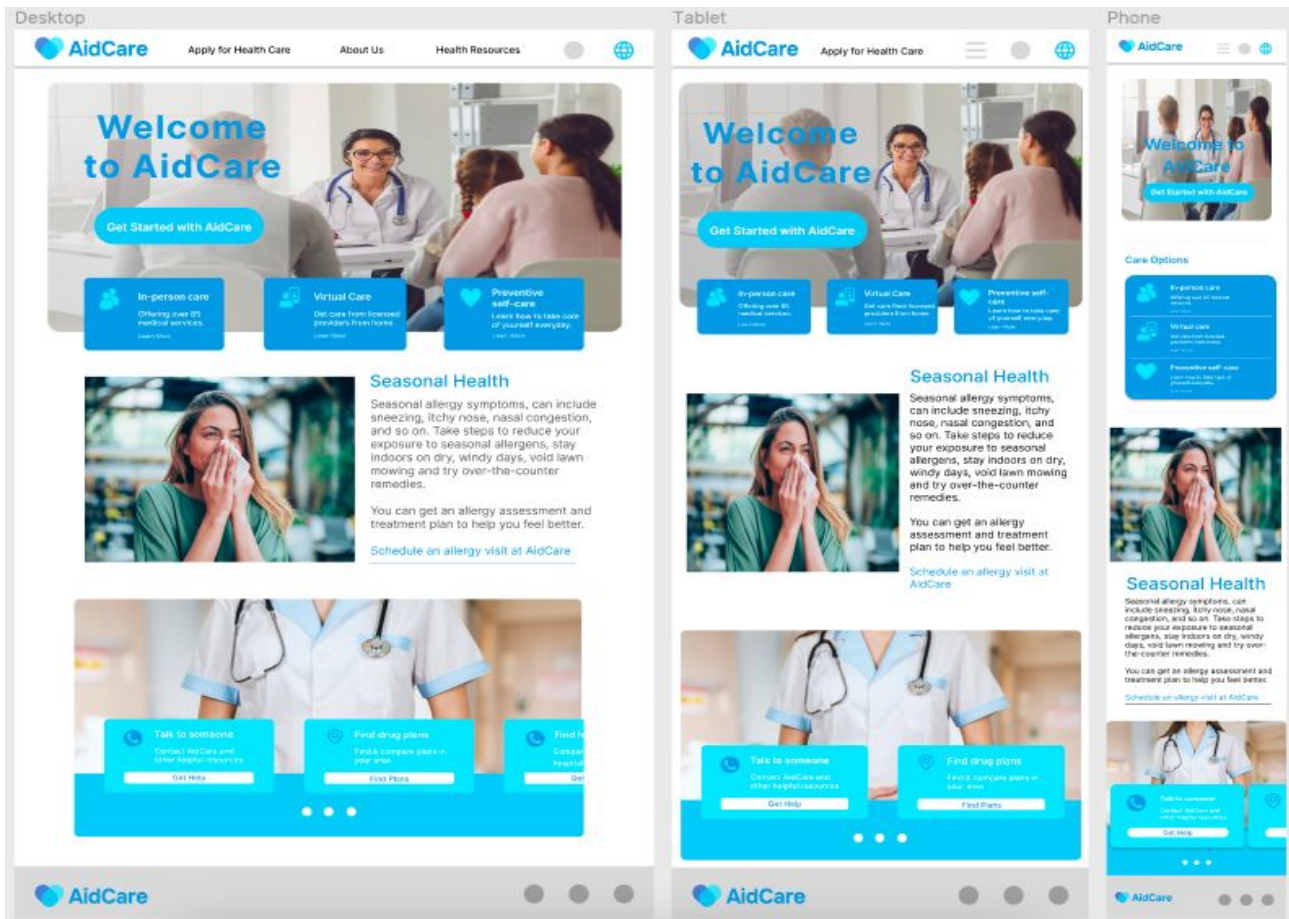
With the app designs completed, I started work on designing the responsive website. I used AidCare's sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



Responsive designs

The designs for screen size variation included desktop, tablet and mobile. I optimized the designs to fit specific user needs of each device and screen size.

[View the AidCare website high-fidelity prototype](#)



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app made them feel hopeful about getting a health care solution. One quote from peer feedback was that “the Aidcare app helps people learn about the health care options they have according to their financial status in an easy way”



What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal to help users with no income get medical treatment.

2

Add more educational resources for users to learn about preventing illnesses

3

Conduct more user research to determine any new areas of need

Let's connect!



Thank you for your time reviewing my work on the AidCare App! If you'd like to see more or get in touch, my contact information is provided below.

Email: gcamilbert@gmail.com

Website: