

Get Care Feedback

Get Care Check-In Session #3, 8/28/18 at 9:30am

- Where and how to include mental health options?
- Include anxiety, depression, etc., in symptoms?
- Include a link to mental health?
- Concerns about including mental creating scope creep since it's a big user experience that hasn't been worked out yet
- From a UX point of view, it's important to provide users with a full range of services, which includes mental health

Get Care Check-In Session #2, 8/27/18 at 3pm

- Kathy confirmed that we must have a region selection before displaying any content on the page
- Displaying "no charge" for relevant services is good
- Time icons can signify so many things, need to clarify
 - How soon to be seen
 - How long to set it up
 - How long the appointment lasts

Get Care Check-In Session #1, 8/27/18 at 11am

Concept A

- Consider a "spectrum" approach where care options are ordered according to time & effort required (ex: email, phone, video, etc.)
- First-time visitors might get confused, not knowing what the virtual options are
- Consider including more info regarding mode of care, especially for evisits
- Consider including a few words re: time and cost scale ("response time is 3-4 hours", "no cost or low copay")
- Consider Kayak-like filters where care options can be displayed according to response time and costs

Concept B

- When a symptom is selected, maybe have the Get Care options below rearrange in order of most appropriate for the symptom
- Consider grouping symptoms in order of acuity

- Virtual Care will have 12 symptoms and may be an opportunity to plug a channel like evisits ("Have you tried evisits for this symptom? It's fast and convenient")
- Reinsert "Other Services" at the bottom of page

Dollar sign icons

- When no dollar signs are shaded, it looks like all are selected
- Consider a stronger gray/less white, or something else that reads more clearly

Clarify difference between office appointment care option vs. Find Doctors and Locations

Feedback - August 24, 2018

Presentation Deck

- Veronica will be editing the PowerPoint deck

User Flows

- Show a high-level flow indicating that prospective, new, and existing members will reach the KP and Get Care homepages
- Don't show the more detailed flows

Region Selection

- Check that KP.org uses or can use a visitor's IP address to automatically detect region
- Need to figure what will be displayed if IP address detection can't be implemented
- Show the region-picker grid page for discussion

Time and Cost

- Need to discuss the value of displaying time and cost to users and how to do it
- Is the time estimate for waiting to be seen? Or length of visit?

Content

- Calls to action need to be displayed in the prototype
- Sam sent some copy to UX designers and will send more
- Need to explain to the doctors that content will need to be rewritten so it's less wordy

Next: Quick check-in on Monday morning to sync up before first working session with doctors

Feedback - August 23, 2018

IP Address

- Show how a page will automatically display options for the region of the IP address
- Display name of region prominently with option to change it to a different region

Images

- Make them 30% opacity
- Place "FPO" on top

Clock Icons

- Display the multiple clock icons in the prototype
- Show the other clock icon options on a separate page

Copy

- No latin placeholder text
- Get text from Sam (and KP.org and from brochure?)

User Flows

- Replace gray boxes with thumbnails of pages

Feedback - August 22, 2018

Navigating to Get Care

We're not going to figure out how to navigate to Get Care. We're just going to briefly mention doing a Google Search or going straight to KP.org, and that's it.

User Flows

Use thumbnails to illustrate pages in flow instead of boxes and arrows

Copy

Use some of the language from KP.org, and some from the brochure

Global Navigation - DONE

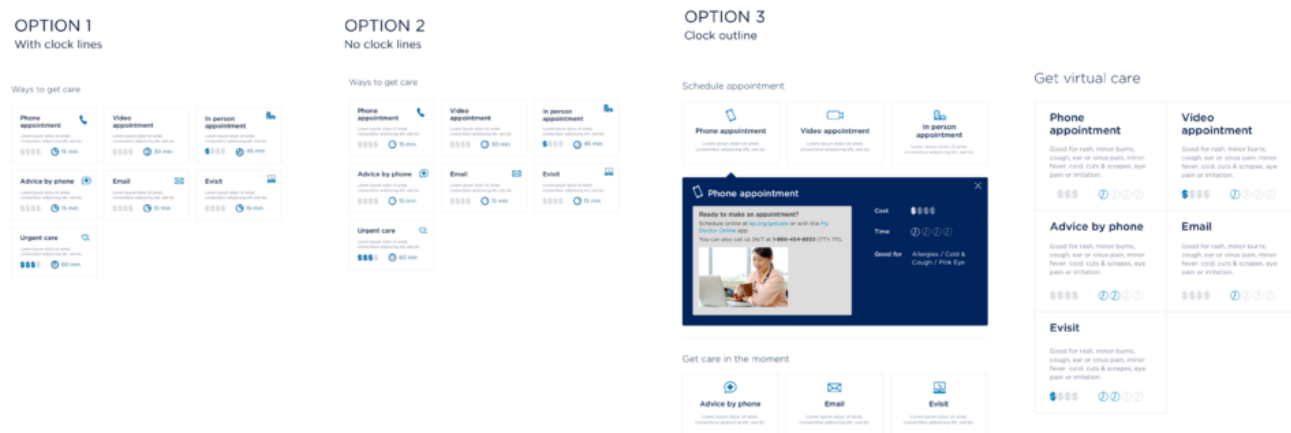
- Replace "New Member" with "Get Care"
- In the real site, new members will see "New Member" on KP.org, but for the prototype, display "Get Care"

Channels

All regions have phone and in-person channels, but not all have video

Time Icons

For Time, instead of displaying number of minutes, use clock icons, the way Cost uses dollar signs



Options - DONE

- Option 1 is now Option 3
[can't quite remember the items below:]
- Option 2 is now Option 1?
- Option 3 is now Option 2?

Symptom-Focused Option - DONE

Below the list of symptoms, display: "Don't see your symptom here? Call the Advice Line at XXX-XXX-XXXX"

Region Identifier

- Use IP address identifier to pre-fill Get Care homepage with channels options
- Give user ability to change region (edit, or enter City or Zip?)
- Prominently display current region so user can change it if they need to look up a different region
- Use location services to Find Doctors & Locations? (user needs to give permission)

Other Options - DONE

Add items to Other Services on options 1 and 3 and remove costs estimator

Cost Estimator

Add call out for this on the flyout for each type of care