

Solution Sketches-Notes

We're each going through the solution sketch PDFs and writing two bullet points for each.

Solution Sketch - blaze 1.pdf

- Emphasis on doing (i.e., helping them get access to care) and less on explaining and describing
- Provide accelerated path

Solution Sketch - blaze 2.pdf

- Complements/supplements previous solution sketch
- Provides guidance on list of conditions and most appropriate channel for care

Solution Sketch - care you need.pdf

- Choosing a Get Care option guides user through flow options specific to that channel
- Include a region picker that will display region-specific content (ideally: zip code that can also find closest locations)
- User can select channel in logged-out state but will have to log-in for communication part

Solution Sketch - ccc 1.pdf

- If user is unknown, they view a default marketing front door
- If user is known via cookie or geo-location, display frequently used options ("light personalization")

Solution Sketch - choose your pwn adventure.pdf

- Enable users to execute tasks on front door instead of taking them to a different page (ex: entering zip code in front door lists doctors & locations on same page instead of being taken to a new page)
- "Everything is a front door" -- you can have different starting points depending on where people initiate the Get Care flow

Solution Sketch - get care now.pdf

- We will not do an anatomical graphic

Solution Sketch - Get KPcare.pdf

- We will not do a Google-style search bar

Solution Sketch - guided path.pdf

- List wait times for each communication option + cost + Kaiser's recommendation for the user's problem

- Incorporate a light symptom checker that is scalable and works with the regions's proprietary symptom checkers
- Logged-out state: cost is denoted by Yelp-style dollar signs
- For specific costs, prompt for log-in

Solution Sketch - Know _ Go .pdf

- Consider automatically filling in zip code by using geo-tagging, with the option to edit it

Solution Sketch - shake amd cake.pdf

- Guide users through pros and cons of each channel for their problem
- Allow filtering: "I want something: low-cost / low wait times / at a certain location/ at a certain date or time / recommended by KP"

Solution Sketch - shortcut to your desires.pdf

- We will not do a Google-style search bar
- Use a gate when making an appointment

Solution Sketch - vdm.pdf

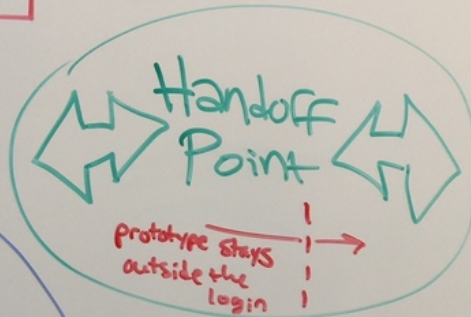
- Allow user to self-identify as non-member so we an promote services & provide link to Shop Plans

Jayson & Shaudee's whiteboard sketch from working session #1:

Show
don't
TELL

SCALABLE
symptom checker
Accelerators

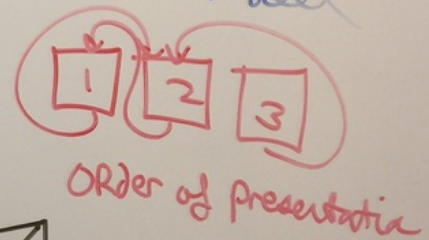
Stop trying to
"educate" members
on our internal model



our
definitions $\neq$ their
mental
model

Region
Picker
in the
value
exchange
flow
zip code
(Higher
value)

Personalization
Cookied only
not a core concept
(enhance)



Direct mail
pieces organized
by immediacy

Leverage
what we
know