

Current Scenario



“ Frustrated ”

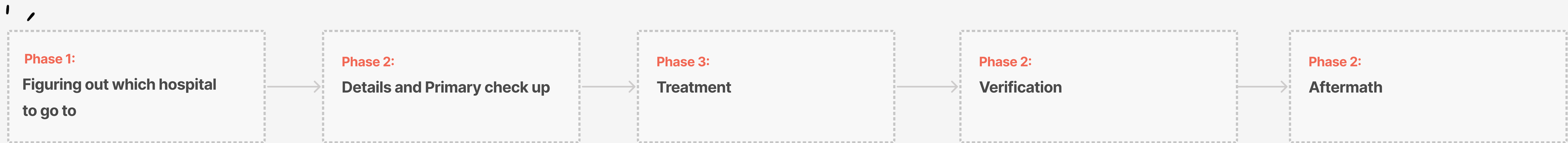
- Rina is a single mother and works as a Software Engineer at a tech company.
- Her company provides her with Medical insurance and her daughter is also covered in the plan

- Scenario**
- At midnight her daughter fell sick out of the blue and her temperature just kept rising
 - She started to panic and called her colleague to understand which hospital she can take her daughter to
 - He suggested a hospital that he had taken his daughter to and is covered by their company insurance

Goals & Expectations Her goal is to see the doctor as soon as possible

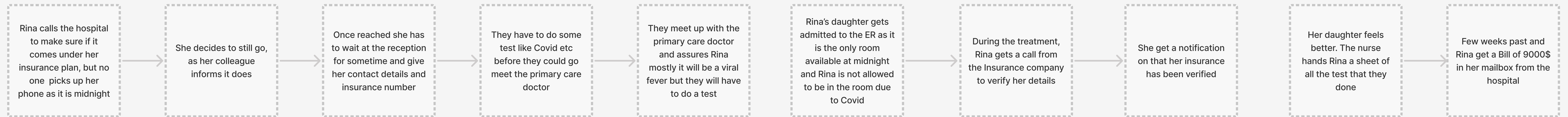
User goal or problem

What is the user trying to accomplish? What is the problem to be solved?



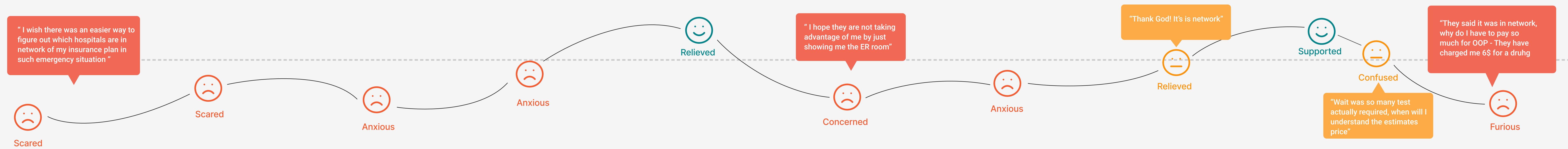
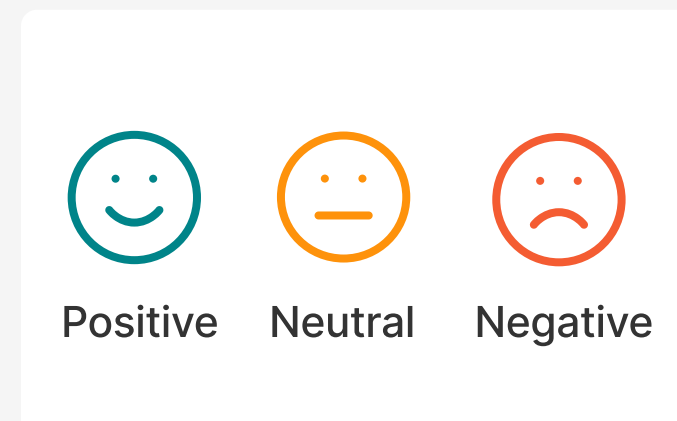
User action

What actions are they currently taking? How are they doing it? What information are they seeking?



Quotes and sentiment

How do they feel in this moment?



Opportunity

What are some things that could improve this moment? Could this be skipped or solved elsewhere?

- Displaying all in network hospitals, physicians, drugs, pharma etc under the customers insurance plan
- Can be filtered out according to location, procedure etc

- Community based system - Reviews and Ratings
- Estimate of prices before hand based on insurance, w/o insurance, procedure and hospital

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