

Understand

# Plan A - Mobile Clinic

Sadie Cruz + Maria Pyaterneva

November 2020

# Plan A Health, Inc

## Project Brief

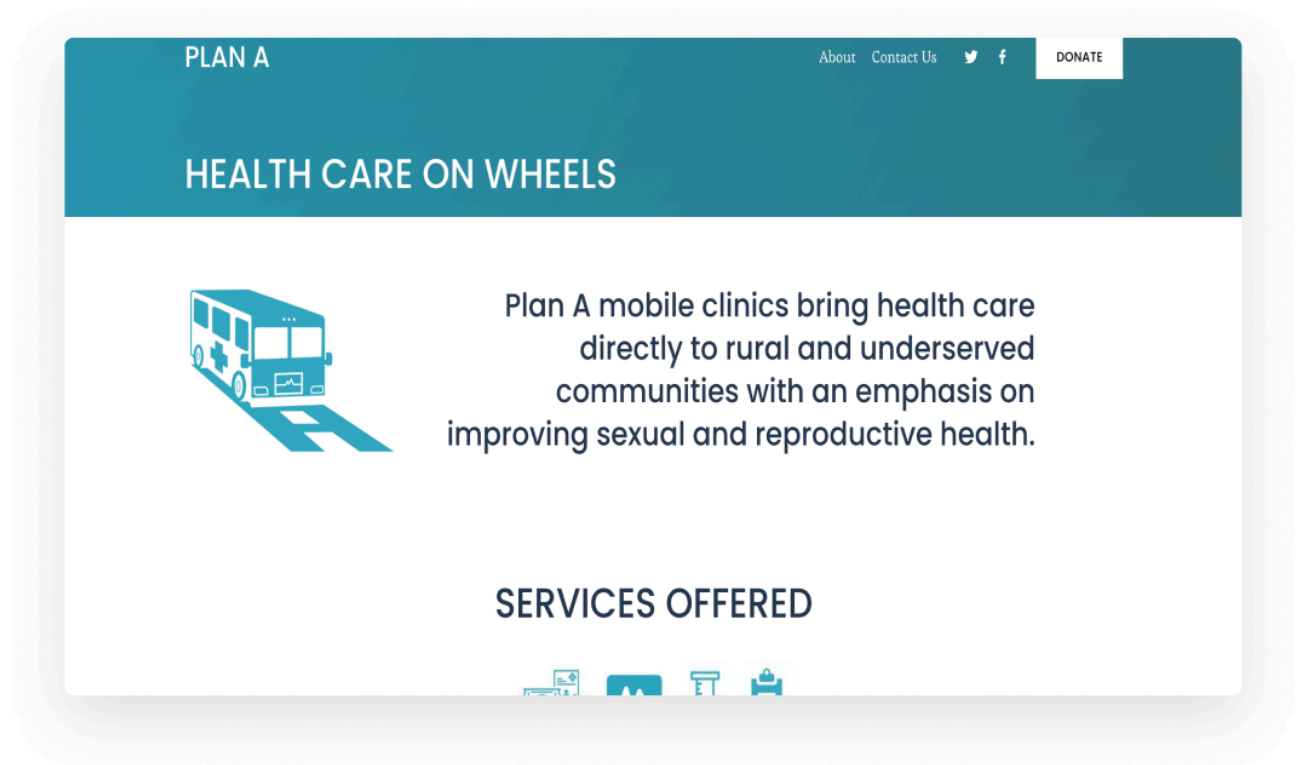
Plan A Health, Inc is a nonprofit organization improving access to healthcare in rural and underserved communities, with a focus on reproductive and sexual health. We are opening our first mobile clinic in the Mississippi Delta in early 2021. Our initial website ([planahealth.org](http://planahealth.org)) was specifically designed to provide visitors with information about our organization and goals – it was created with potential donors and partners in mind. Now that we are preparing to launch the mobile clinic, the primary users of our website will be seeking information on services provided and our locations and dates. We will still require pages that provide information on our organization and broader mission – donors and partners will continue to learn more about us on the site – but the homepage should be centered on patients as will a few additional pages with more detailed information. For this project, we are looking to design a website with our 3 key groups in mind: patients/community members (the home page, a dedicated “more information” page, and a link out to (or imbedded) patient portal); individual donors; and corporate donors or partners. The site should be adaptable, as the information we provide may vary over time (for example, when we host events, want to share specific topical information, or add photos), but in general should be welcoming and accessible. The majority of copy will be written at a third grade reading level and the navigation of the site should be similarly straight forward – the majority of our patients are not technologically advanced and the site should be visually appealing, informative, and simple to navigate on both desktop and mobile devices.

## People Problem

Plan A is opening their first **mobile clinic** in the **Mississippi Delta** in early 2021. Their existing site needs a redesign that focuses on the patient experience -- making it easy for people to find information on services provided and the clinic's locations and dates.

## Current Solution

The website is more focused on potential donors and partners to help fundraise for the mobile clinic.



Research

## Existing User Pain Points



### Access

It's difficult to find time to receive care and often the location of these clinics are out of reach.



### Communication

It's difficult to communicate with patients. There is a disconnect with outreach and lack of information about services.



### Technology Barriers

Most people in these spaces lack technology skills due to cost and lack of training.

Understand

# Current Product Thinking

---

Use Cases

Patient focused websites feature  
requesting appointments, interactive  
location maps, volunteering options,  
services offered

# Principles



## Intuitive

Information is easy to access and appointments are simple to make.



## Comfortable

Provide a safe and trusting space for our patients and their community.



## Empowering

Enables patients to take pride in their body and take care of themselves.



## What are the user's jobs to be done on the **Topics** tab?

### Locations & Dates

Users can see every topic they have unlocked and complete relevant materials.

### Show What Services are Provided

Media attachments like .pdfs and videos can be explored here.

### Access the Patient Portal

View and participate in conversations about specific topics.

### Request an Appointment

Check knowledge retention post-resources with a quiz

### Assurance of Privacy

Users can see how their knowledge of a topic stacks up to their colleagues'.

---

Great communication is essential to our product.

Making Plan-A's website more focused on creating, informing, and supporting a community by offering features that are easy for people to use and interact with.