HEALTH PAL

Business Requirements Document

RESEARCH + DESIGN
RILEY PELOSI

BUSINESS REQUIREMENTS

NEEDS + EXPECTATIONS

Context

We all need the advice of an expert sometimes, and how-to videos don't always cut it. We want to give people a simple, intuitive way to connect with an expert in nearly any field within seconds so they can feel more informed and more prepared to face their everyday (and not-so-everyday) problems. Whether you need interior design advice, a question answered about website SEO, or have a technical question for a professional pilot, you can get your answer here. The app allows you to pose a question to any expert and, if they feel they are the best to answer it, they can schedule a short video session for you to ask away! The app will be free to use, but will require payment for any video calls done over the platform.

Mission Statement

We believe that, collectively, we can have a huge impact all over the world. Our mission is to positively impact one million people, worldwide, by 2020. Regardless if you live in San Francisco or rural Canada, getting advice from those who've been successful or have many years of experience in a particular field is one of the best ways to move your dreams forward. That's why we created Expert — to help you easily connect with the best experts from around the world when you need them most.

Goals

In this document we describe the software requirements for Expert, a social and business mobile application where users can pay for expert advice and personal coaching via 1-on-1 video sessions. These requirements will serve as the starting point for development. The goal of this document is to align all stakeholders on what the product does, who it is for, and what it will take to build the application.

Target Audience

People who need the advice of an expert but don't have a friend or family member to call. We expect the age demographic to be 18-40, since younger people are less likely to elicit expert help and older people may be more likely to be turned off by the technology and video chat aspect. The mindset of our target user is someone who needs guidance, critique or expert knowledge in a specific field. Wether it be health, business, education or creative industries.

Competition

Our competitors are products such as JustAnswer, 6ya, Clarity, and Jinitto which all allow you to to talk to an expert instantly via their mobile applications. With these platforms the mobile experience needs improvement from only receiving text based answers to improving the pricing structure and calls times with experts. Secondary competitors are services like Quora and Reddit that focus on questions being asked, answered, and organized by its community of users. With these platforms users can obtain free knowledge with the incentive of experts receiving recognition and increasing their networking potential.

Risk/Opportunity

The primary risk is that Expert will not be able to provide on demand reliable and available experts when the user is seeking help. Another risk is that our approach is too broad with providing experts in every field and the industry specific expert market places will acquire our user base. For Expert, providing verified, competent and available experts to meet users needs will be a high priority. As we test Expert, we may find that one field or industry is in higher demand than other fields and we may need to narrow our range of experts from all fields to industry specific ones that are in higher demand in order to improve the experience of those specific fields. Take what happened to Task Rabbit as an example.

Conclusions

By providing a simple, intuitive way to connect with an expert in nearly any field, is easily accessible and affordable we will open a bridge between experts and customers. Rather than waiting too long or risking your question going unanswered like with Quora or Reddit, our app Expert guarantees that your questions will be answered and you will receive tailored advice from our experts or your money back. As we continue to build out our platform, we will be scouting out highly accomplished experts in high demand fields so that we may meet the needs with a variety of our customers.

S.M.A.R.T. Business Objectives

Objective 1

Develop a competitive industry specific expert market place, a health concierge app, that delivers solutions to patient problems and eliminate the time it takes to find the the perfect health expert utilizing a health concierge.

Measured by: : Initial user tests

Deliverable by: 2-3 months

Objective 2

Gather long term database results from booking health appointments with our health concierge team and utilizing the data to place better recommendations to our users in the future.

Measured by: Database results

Deliverable by: 1yr from product launch

Objective 3

Achieve number one listing in google natural search for the key search term "Health Expert."

Measured by: SEO Tool to check Google Keyword Rank and Website Position

Deliverable by: 1yr after product launch

Objective 4

Gain 2,500 Sign-ups within the first 60 days.

Measured by: Initial sign-up counts within the first 30 days

Deliverable by: 60 days after product launch

Scope

Product specifications:

The application- The web and iOS version of the product itself that includes all design and engineering.

Product website- A website which explains the product, features, blog, T&C's, FAQ section, contact, links to the Apple Store and our social links.

Marketing plan- A strategy for acquiring users over the first year.

Blog and Social Media- We will be creating a blog to improve our site search engine ranking and build our customer community. Every blog entry needs promotion through social media, so we will use Twitter, Facebook, LinkedIn and other sites. From there we will add YouTube videos and Instagram.

Design Deliverables

- Project Assessment
- Competitor Assessment
- Information Architecture
- User Personas, flow charts and stories
- Low-fidelity user interface mock-ups
- Interaction Design
- High-Fidelity user interface mock-ups
- Usable Prototype

Functional Requirements

High-level requirements of the app itself:

An on-boarding page (a screen or screen flow that shows the user the basics of getting started)

A way to sign up and log in that allows users to input and save their personal information

A home screen or dashboard where users can access their information

A bottom navigation that allows users to navigate the application

A way to browse and search experts and pose a question to them

A way for biding a question to experts

A way to pay for an expert's time

A way to start a video conversation with an expert

A way to message an expert

A way to see if an expert is online

A way to filter experts by location, price, ratings, featured

A way to browse expert categories

A way to review notifications

Design Plan

Week 1	UX: Research. Understand and observe. Conduct 5 user interviews and 1 survey. Synthesize data.
Week 2	UX: Ideate. Synthesize data collected and create a primary user persona, problem statement, hypothesis statement. Design the information architecture. Create user flows. Identify main entry points for mobile and web product.
Week 3	UX: Prototype. Build a physical and interactive system for iOS and web with rapid sketching and wire-framing. Build out main features. Check in with stakeholders and development team.
Week 4	UX: Iterate. Create test plan. Document direct tasks the users will take. Recruit participants. Test features and user flows. Summarize findings in a usability test report. Document learnings that need to be made. Update wires.
Week 5	UI: Implementation of UI and copy for both iOS and Web. Check in with stakeholders and development team for approval.
Week 6	UIUX: Conduct second user testing with UI comps. Iterate UI comps if needed. Seek final approval.
Week 7	Development: Website and app development. Provide comps and assets. Most likely will take longer than one week for all features to be developed. Test in QA before launch. 1 month. Iterate if needed after testing.
Week 11	Launch: iOS app launched. Website launched. First blog post launched. Marketing content launched on social media.

USER STORIES

DESCRIPTION OF FEATURES

Onboarding

As a user, I want to briefly preview what the app can do for me and its core features, so I can familiarize myself and quickly evaluate whether this app will meet my needs.

As a power user, I would like to have the option to skip the onboarding process, so that I can go ahead and start interacting with the apps core functionality.

Signup / Login

As a user, I want to be able to have the option to signup now or later, so that I can continue to familiarize myself with the app to confirm that I am enjoying the experience before sharing my personal information.

As a user, after setting up an account, I want my credentials saved automatically, so that I do not have to reenter them again in the future. When forced to login, I also would like to utilize biometrical authorization to speed up the login process.

Browse

As a user, I want top level and frequently used actions placed at the bottom of the mobile screen, so that they are comfortably reached.

Search

As a user, I want to be able to see what kind health experts are available near my location and to see what health experts are available in other cities I travel to so that I can plan ahead.

Ask a Question

As a user, I want to be able to find a solution to the question I have quickly, so that I don't waste any time having to search for the answer."

Pay

As a user, I want the ability to see how much an expert will charge and pay for an experts time, so that the expert is compensated for his work.

As an expert, I want to have the ability to provide my service rates, so that users understand how much I will charge for my services. After receiving payment, I want the ability to transfer the payment directly into my banking or PayPal account.

Video Conversation

As a user, I want to be able to have an instant video conversation with an expert, so that the conversation can move more quickly than it would via text or emails.

As a user or an expert, I want to be able to have a conversation with an expert either face to face or in avatar mode via video call, so that I have the choice whether or not I want to share my identity to the user or expert.

Filter

As someone who would like to browse through experts quickly, I would like for there to be a away to filter experts by availability, price, location, language, and ratings, so that I can find the best expert match that will meet my needs and budget.

Notifications

As a user, I want the ability to see my notifications in case I missed an experts response, need to be reminded of an expert appointment scheduled or need to update my profile, so that I do not miss any important actions that need to be taken.

Online / Available

As a user, I want to have the ability to see whether or not an expert is available in real time, so that my question can get answered right away.

RESEARCH METHODS

SURVEYS + INTERVIEWS

User Surveys

I like to use surveys as a starting point because they help me gather a lot of feedback at once. Then, once I have collected survey answers from a wide range of users, I can identify people who may be good candidates for a follow-up interview or other forms of research. Surveys are a time- and cost-effective way to get a high-level understanding of a problem or industry.

User Interviews

Once I have collected survey feedback, I will synthesize who my target audience maybe. I will be looking for people who need the advice of an expert but don't have a friend or family member to call. I expect the age demographic to be 18-40. I will continue this strategy based research so that I can fully understand the problem, and desirability for a solution. My problem statement may change after conducting user interviews.

Unmoderated Remote Panel and UX Studies

After surveys and interviews, I will highlight reoccurring themes and build low fidelity prototype solutions for my primary persona's problem statement. I will conduct further research by testing these solutions with a unmoderated ux study which tends to eliminate any biases. I have chosen a unmoderated ux study, as I need to test the waters since this will be the very first iteration of my products usefulness. This research method is quick, cheap and effective. I'm sure there will be many insights gained from my first unmoderated test and users tend to feel more comfortable giving their honest opinion of how much they are enjoying or not enjoying the experience without being moderated. After my first iteration, I may then consider a moderated ux panel study or ethnographic field study.

Conclusions

It's often said that any research is better than no research, but I need to take account of the fact that my methods may have limitations, such as bias. Triangulation, using multiple research methods for a project, is a very useful means of capturing more detail, but also of minimizing the effects of bias and ensuring a balanced research study. I will be using these three research methods for my product Expert to learn more about my customers and make sure my product roadmap matches up to their problems and needs.