

# Google 24-Hour Challenge

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by DreamTeam Associates

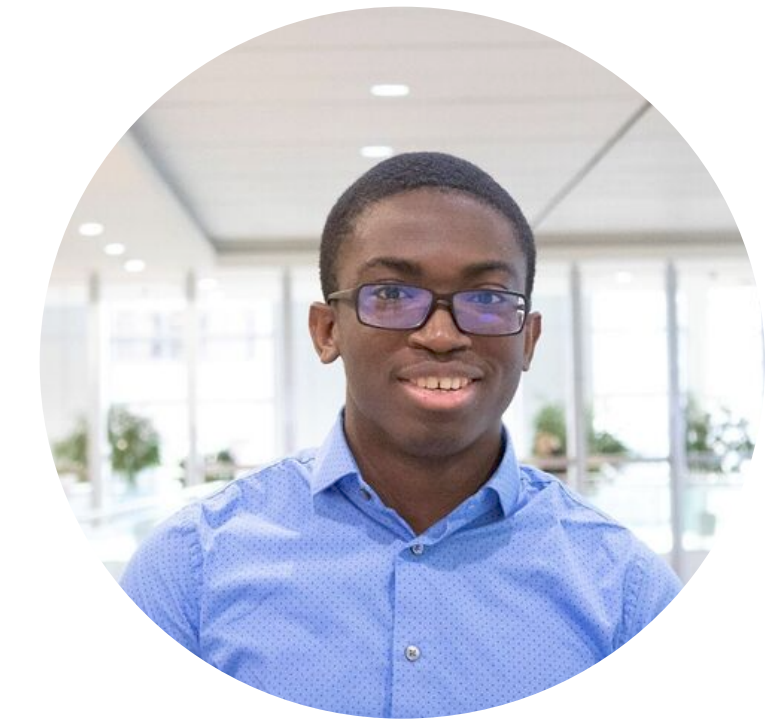




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# Agenda

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# What's the Problem?

**X** We want to empower communities through access to information, education, and digital tools in order to increase accessibility to current services

**O** Create more meaningful solutions to improve our communities' access to health care services.

# Initial How Might We



increase access to, or accessibility of, health care services through the use of education & digital solutions?



# Google & Healthcare

**Google Health** re-emerges in 2018

Expansion into **wearables, medical record search, & health studies**

At the forefront of health services moving forward for **consumers, caregivers, communities, and researchers**

New emphasis on healthcare access and accessibility

# Initial Research

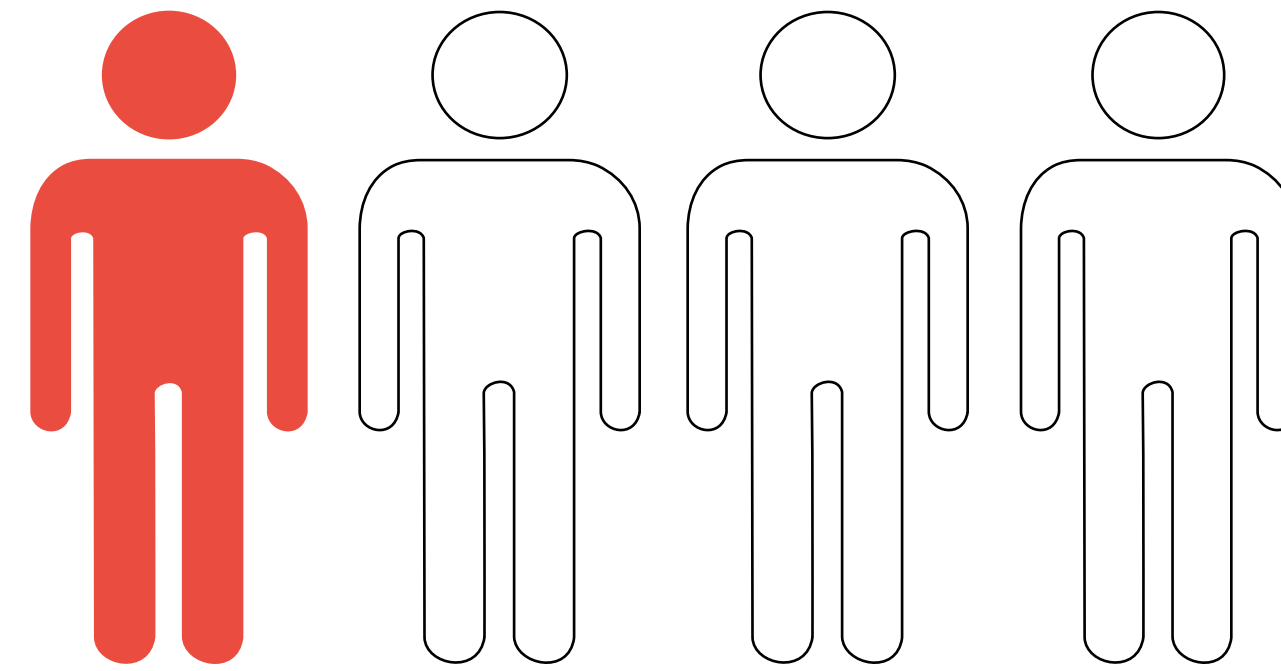
**3.5 million**

patients go without care because they can't access transportation to their provider.

According to a recent study, the top **5** groups that lack access to healthcare are:

**Elderly, Uninsured, Rural Populations, Racial Minorities, & Economically Disadvantaged**

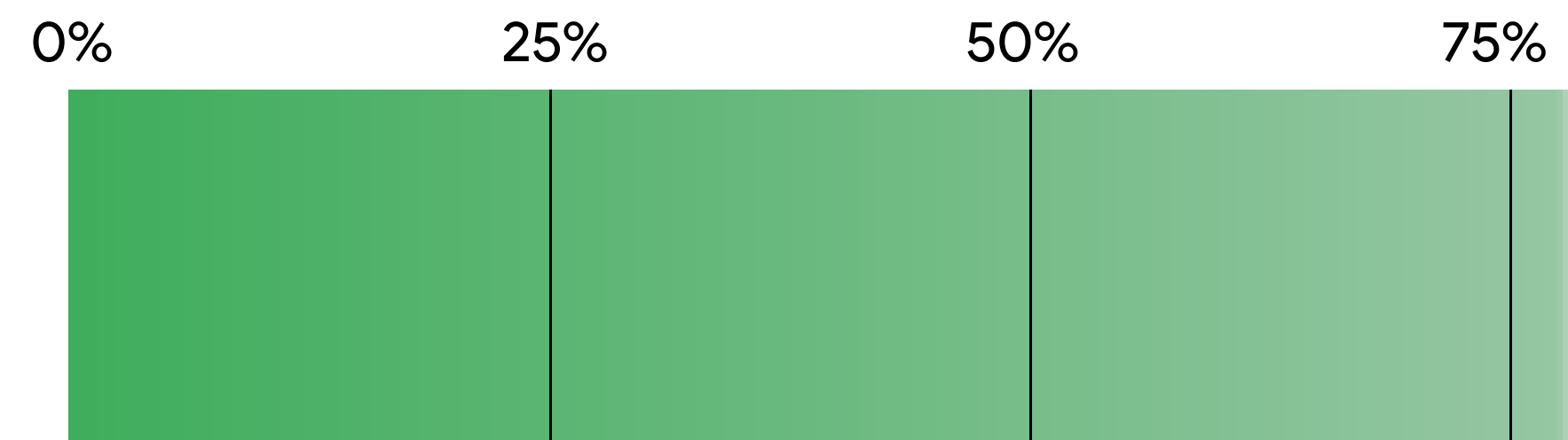
# Disabilities Are Common



1 in 4 US Adults live with a disability, with mobility issues being the most common.



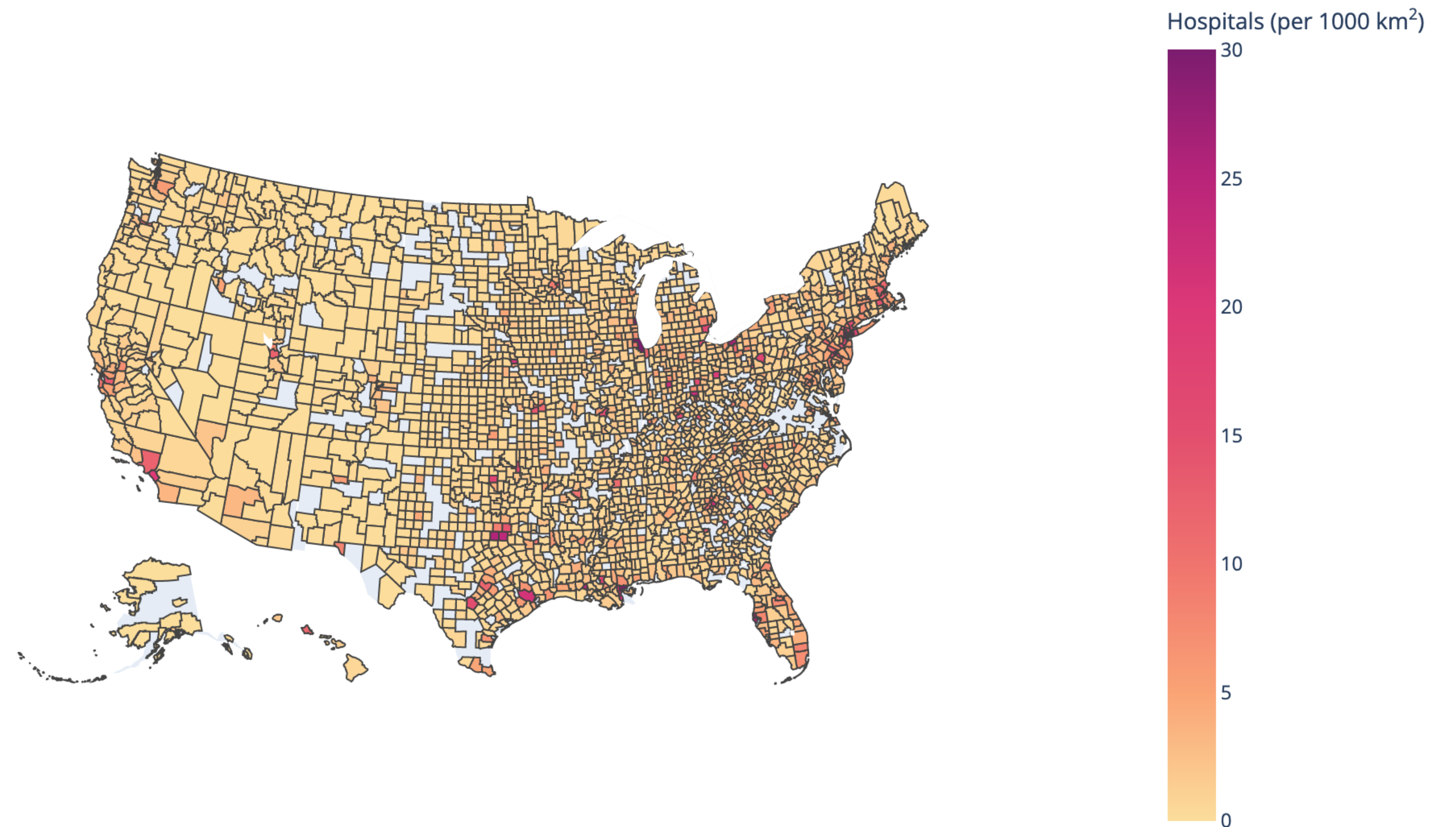
# In-Home Care



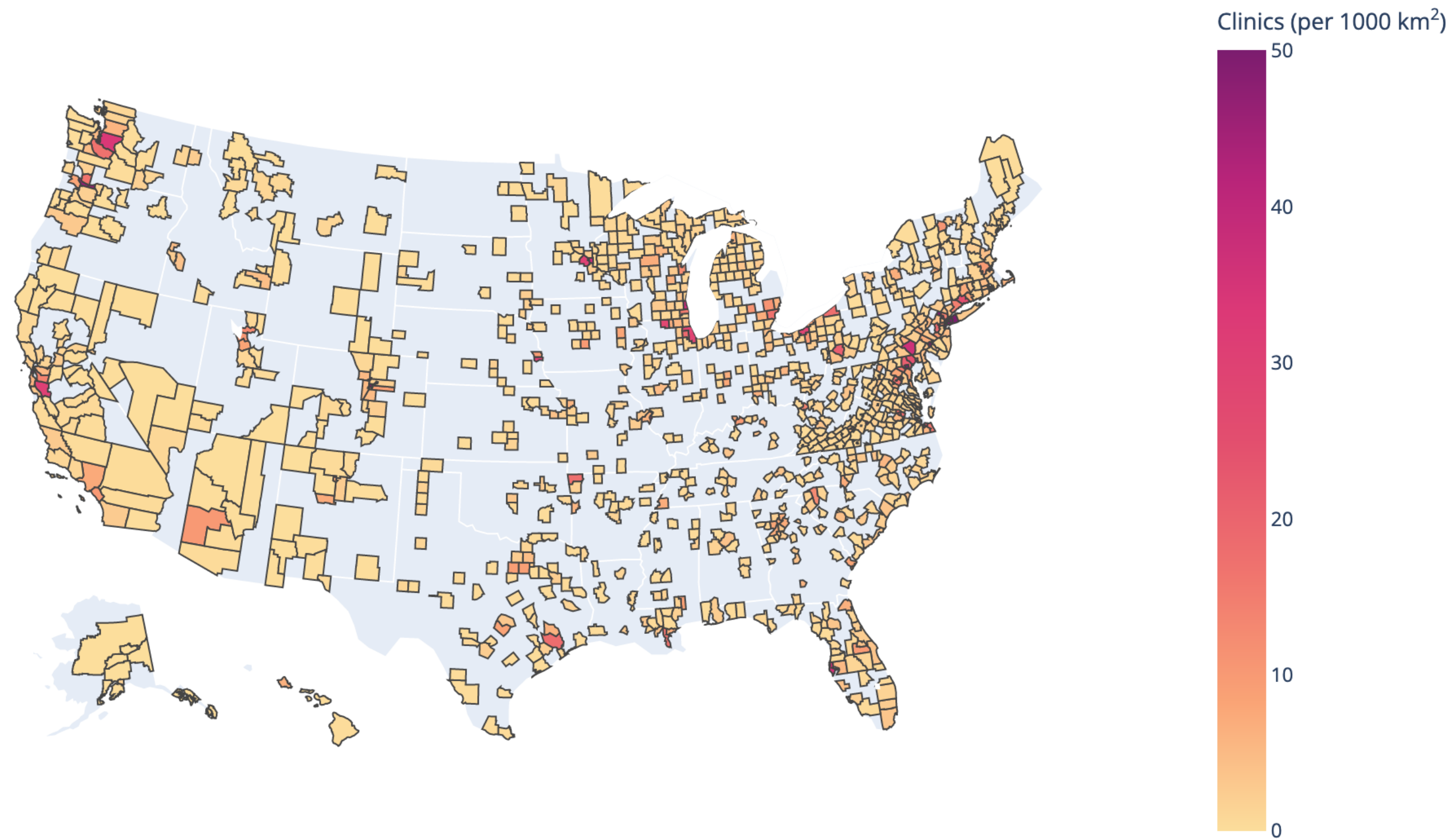
More than **Three Quarters** of members surveyed in a study said they are willing to get in-home care for anything ranging from a well visit to chronic disease management

# “Hospital Deserts”

- **56.8%** of all US counties have less than 1 hospital per 1000 square kilometers (386 miles)
- ✗ Clear imbalance of hospitals and healthcare resources distribution throughout the United States.



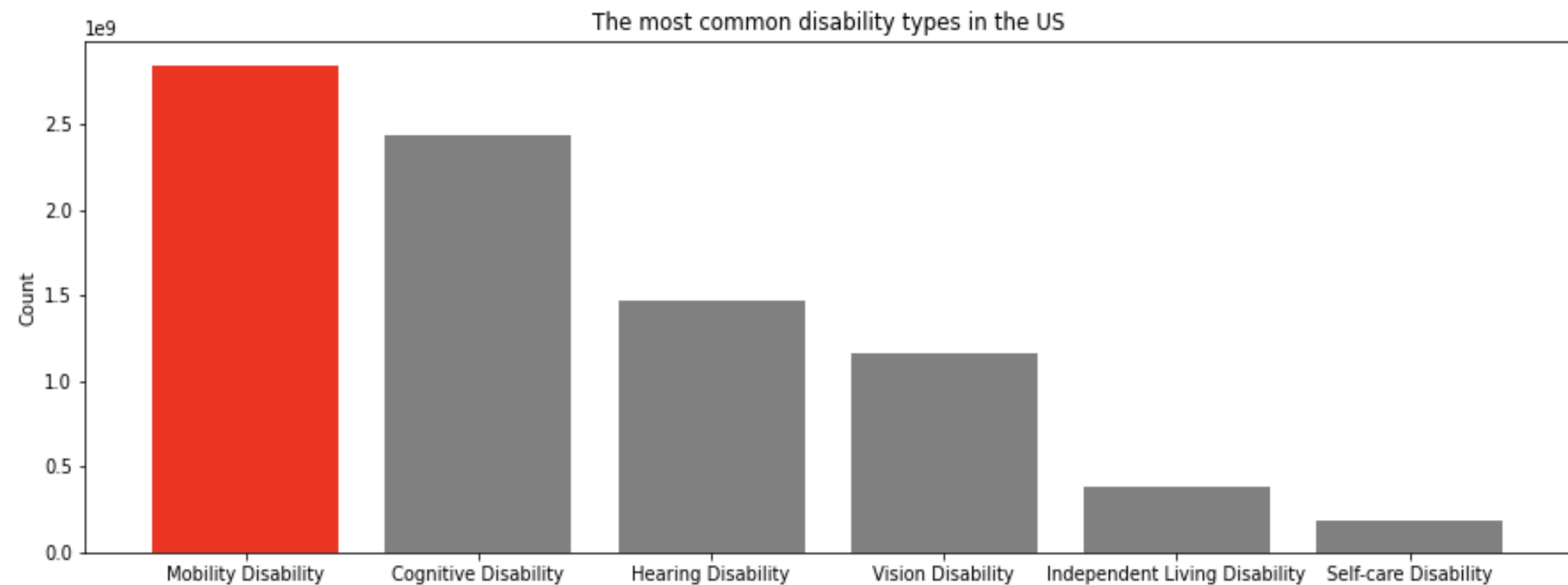
# Lack of Clinic Info



○ 67% of all US counties have no medical clinic information listed on data access sites like OpenStreet Map

# Most Common Disabilities

**X** Mobile Disability is the most common type in the United States



# Proto-Persona



## Gerri Gladstone

*Devoted Wife & Mother*

**Age: 75**

**Location: Wyoming**

**Occupation: Retired**

### About

Gerri lives a quiet life with her husband of 45 years. She was diagnosed with Arthritis 7 years ago and it has progressively gotten worse. She does what she can to keep herself healthy but requires more medical visits so she can stay on top of her condition. Gerri has difficulty driving because of the stiffness in her joints and wishes that getting to her doctor appointments was easier. She values her relationship with her doctor and wants that face-to-face interaction.

### Goals & Needs

- To have face-to-face meetings with her doctor
- She wants to have a personalized healthcare experience
- She needs a convenient way to access her doctor, especially when she can't drive to their office

### Motivations

- She wants to stay on top of her health for herself and her family
- She values her relationship with her doctor because he is her main source of health information

### Frustrations

- She doesn't want to see her doctor virtually because she values that in-person interaction
- She struggles driving to her doctor's office because of her Arthritis

**“I wish getting to the doctor wasn't such a challenge for me.”**

# How Might We



utilize technology in order to increase access to at-home health care services for Americans with mobility disabilities.



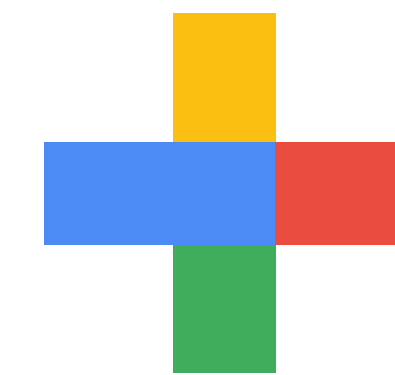
# Agenda



**Design Solutions**



Google



HomeCare





Android Auto



Android OS

androidtv

Android TV



Calendar



Cardboard



Chrome



Chrome Enterprise



Chromebook



Chromecast



Connected Home



Contacts



Digital Wellbeing



Docs



Drive



HomeCare



Exposure Notifications



Finance



Forms



Gboard



Gmail



Google Alerts



Google Arts & Culture



Google Assistant

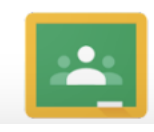


Google Authenticator



Google Chat

태에서 'https://www.google.com/drive/' 열기



Google Classroom

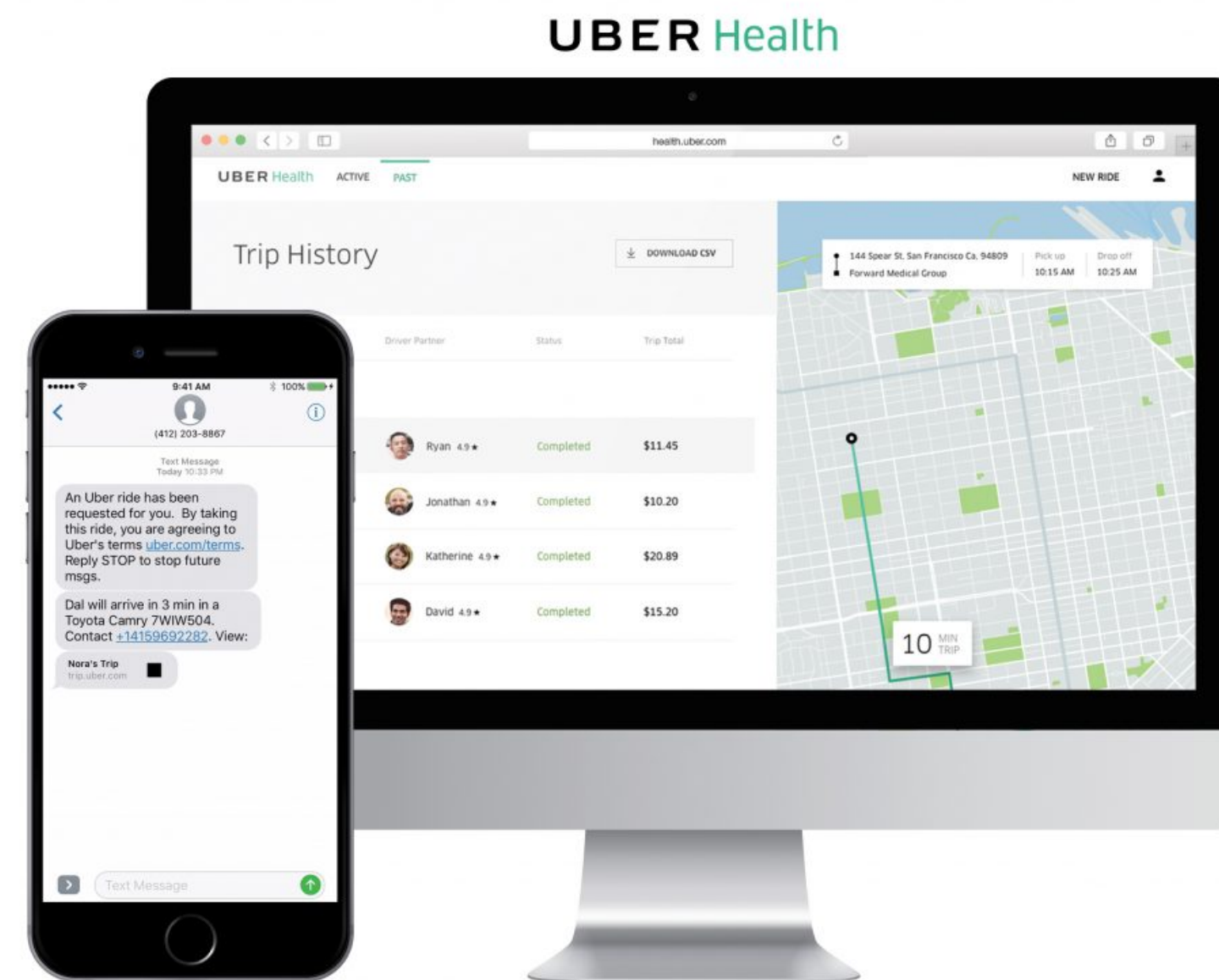


Google Duo



Google Expeditions

# The Competition

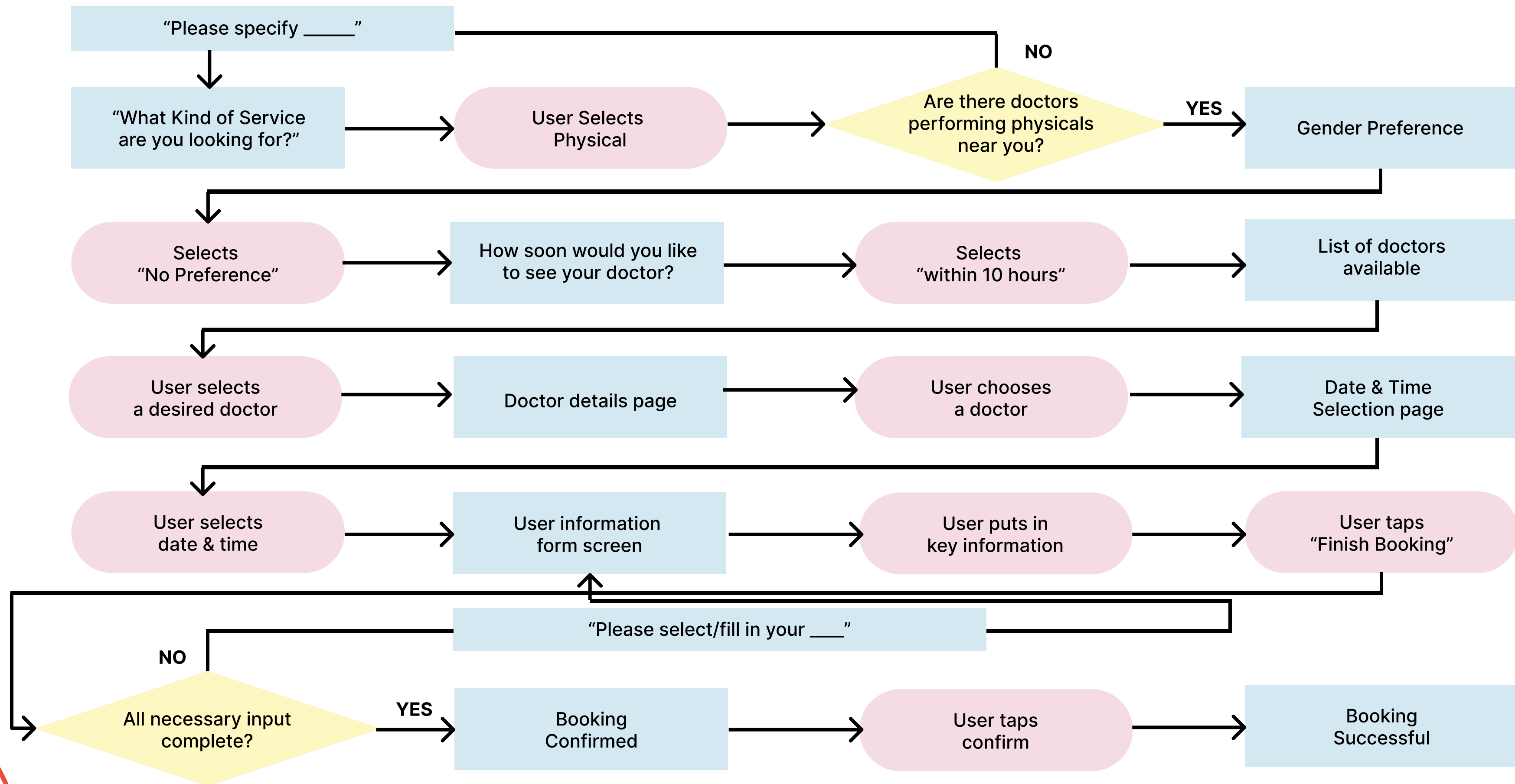
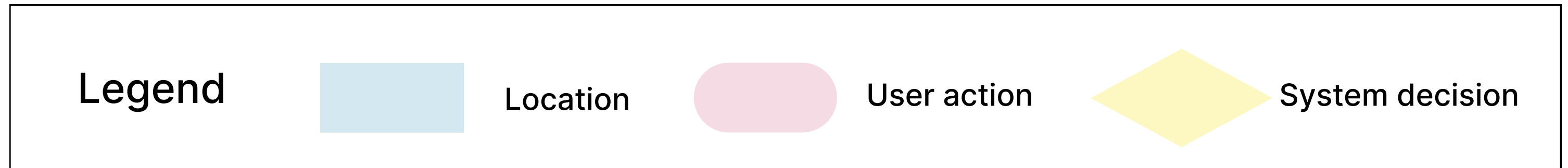


Uber Health Website

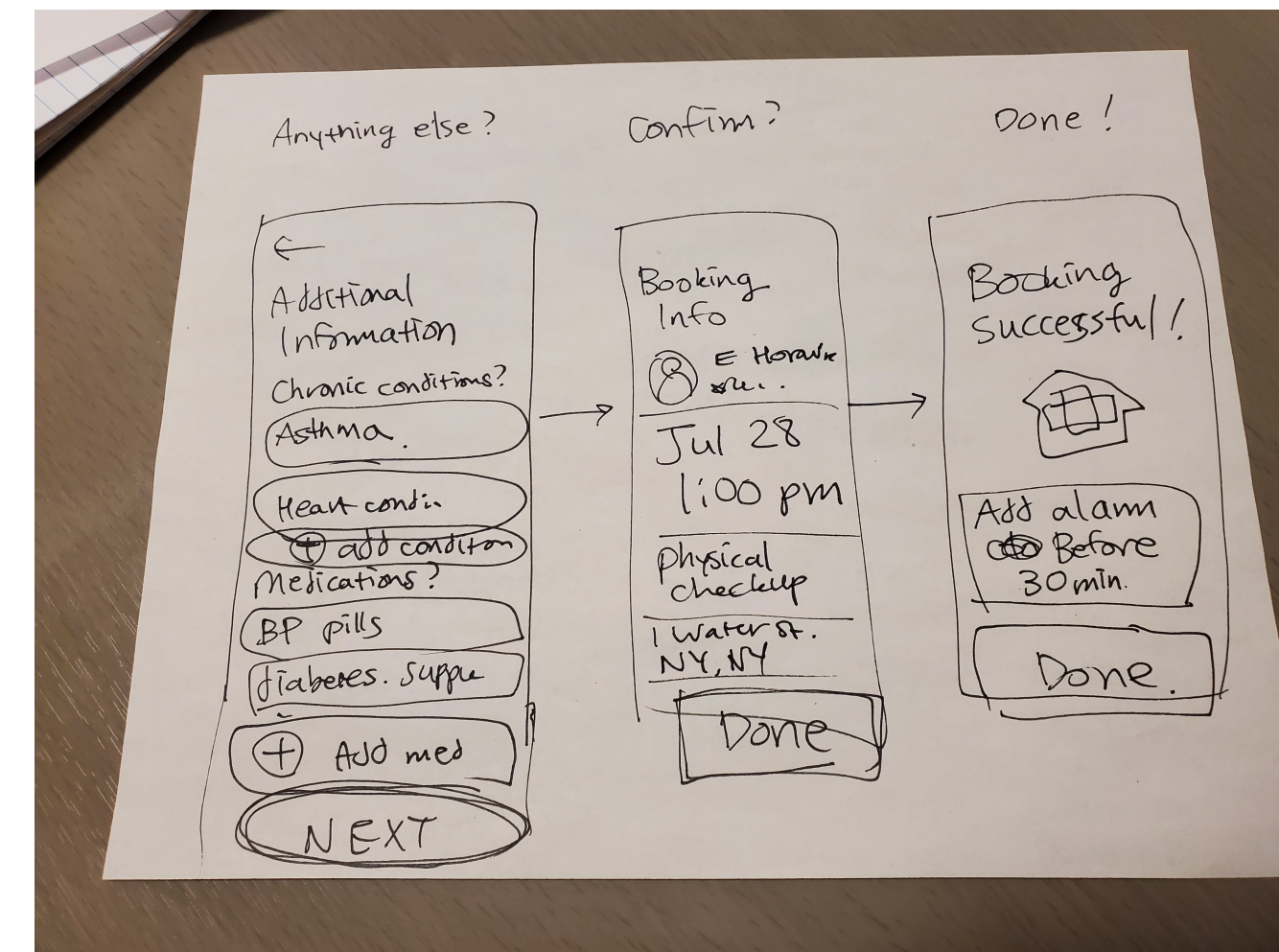
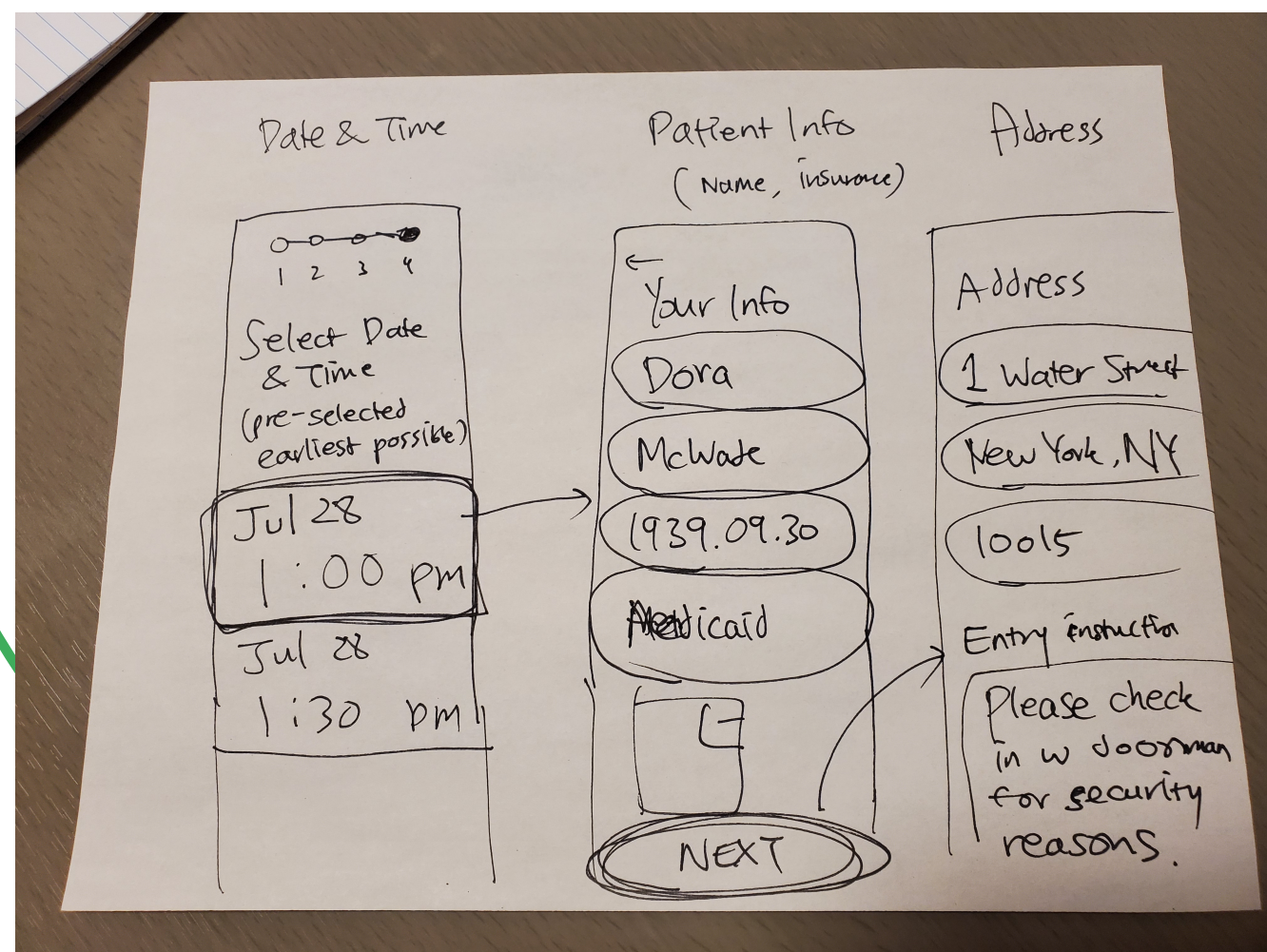
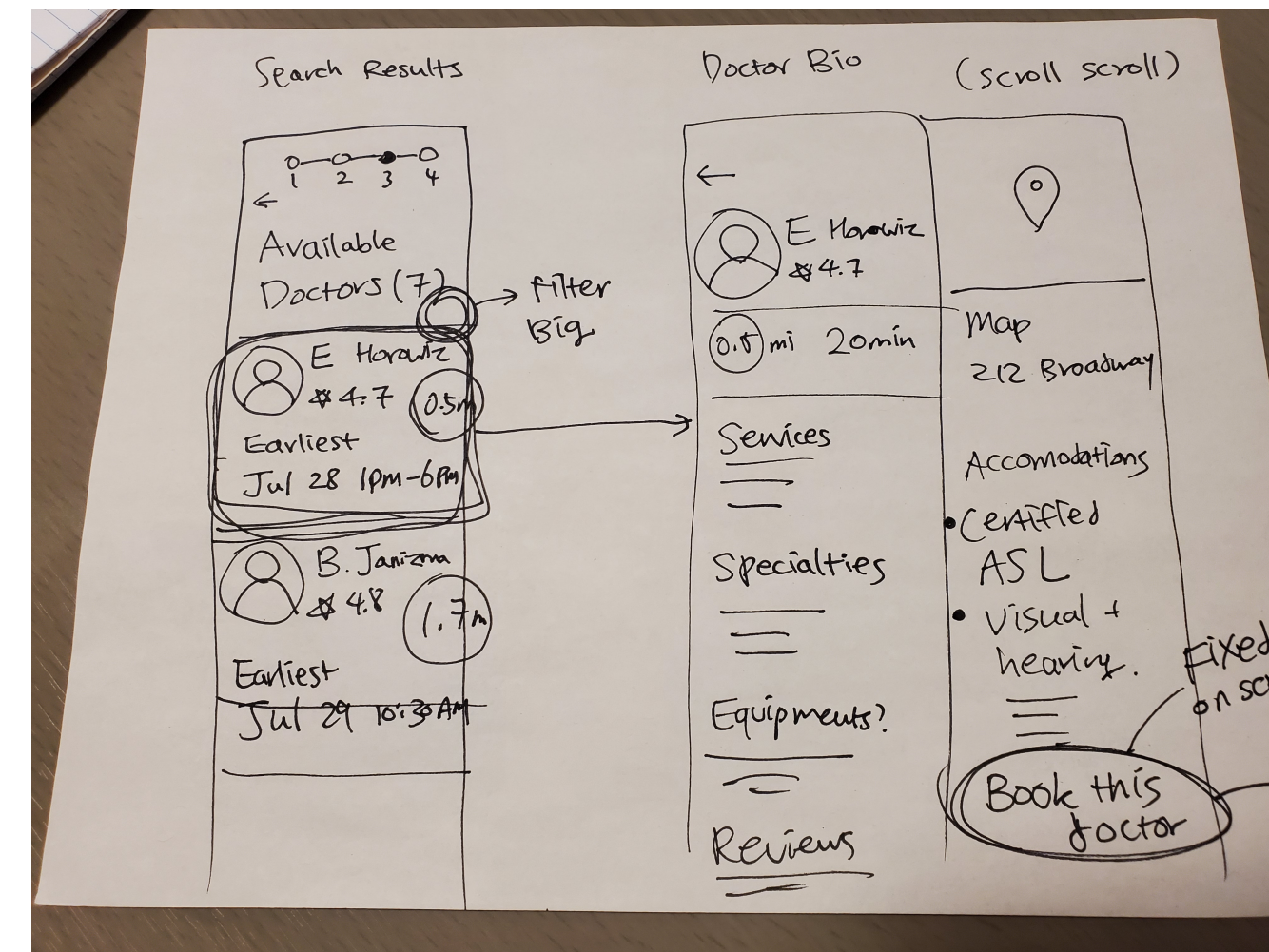
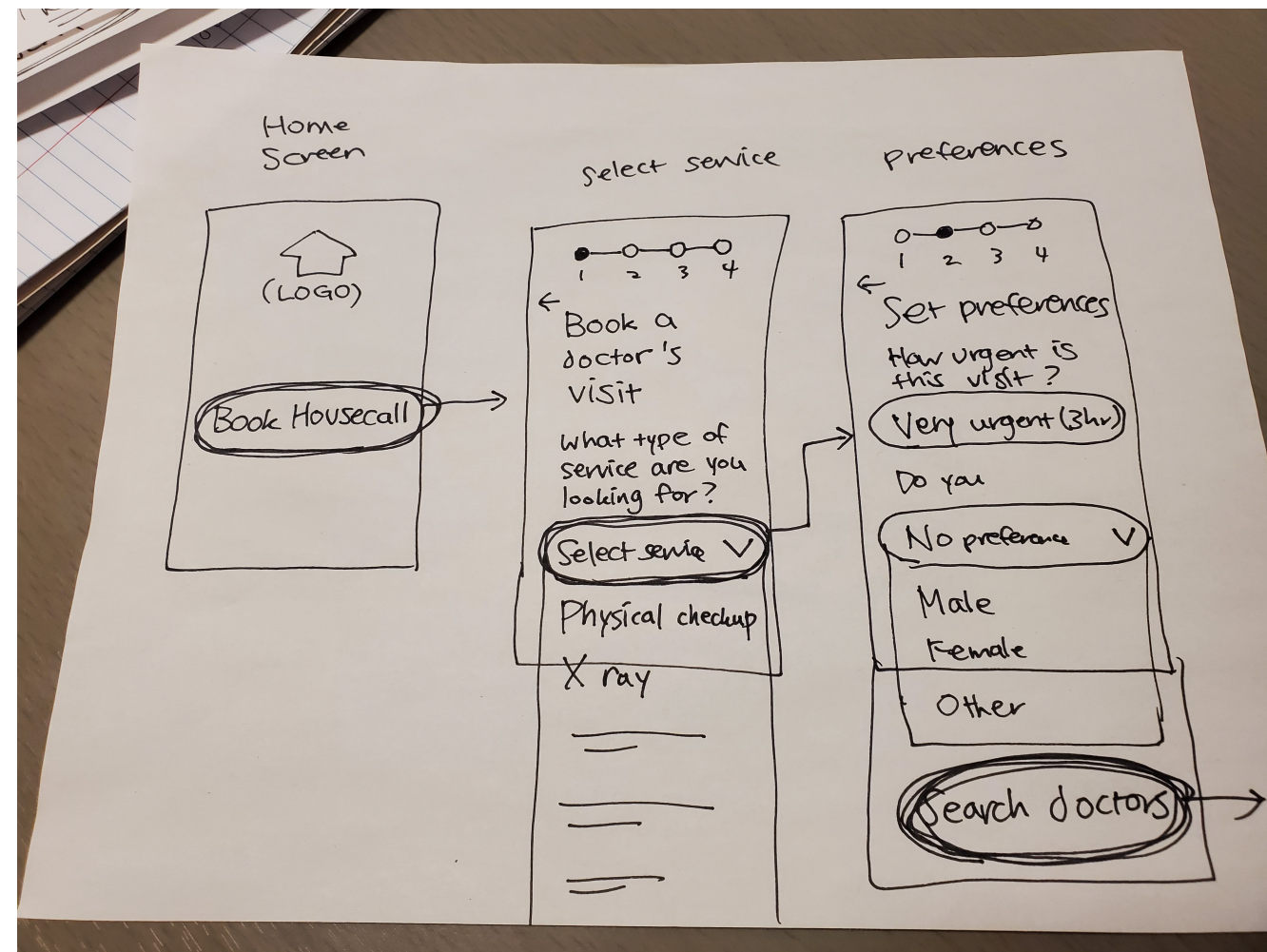
**What They Do:** allow doctors and medical care providers to assist patients by booking rides for them to and from medical appointments and procedures.

**How We're Different:** patient facing application that focus' on accessibility to all forms of disabled patients.

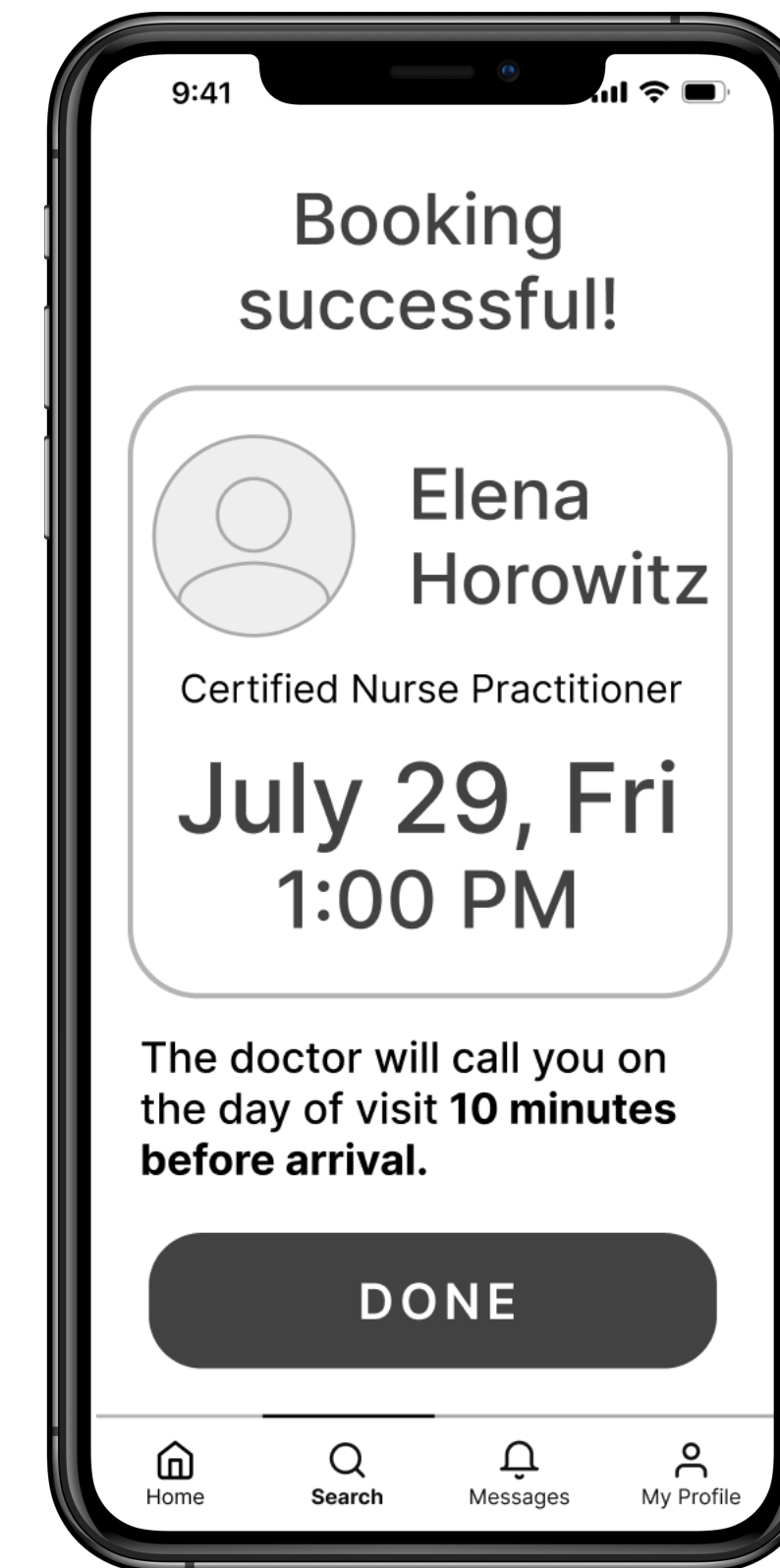
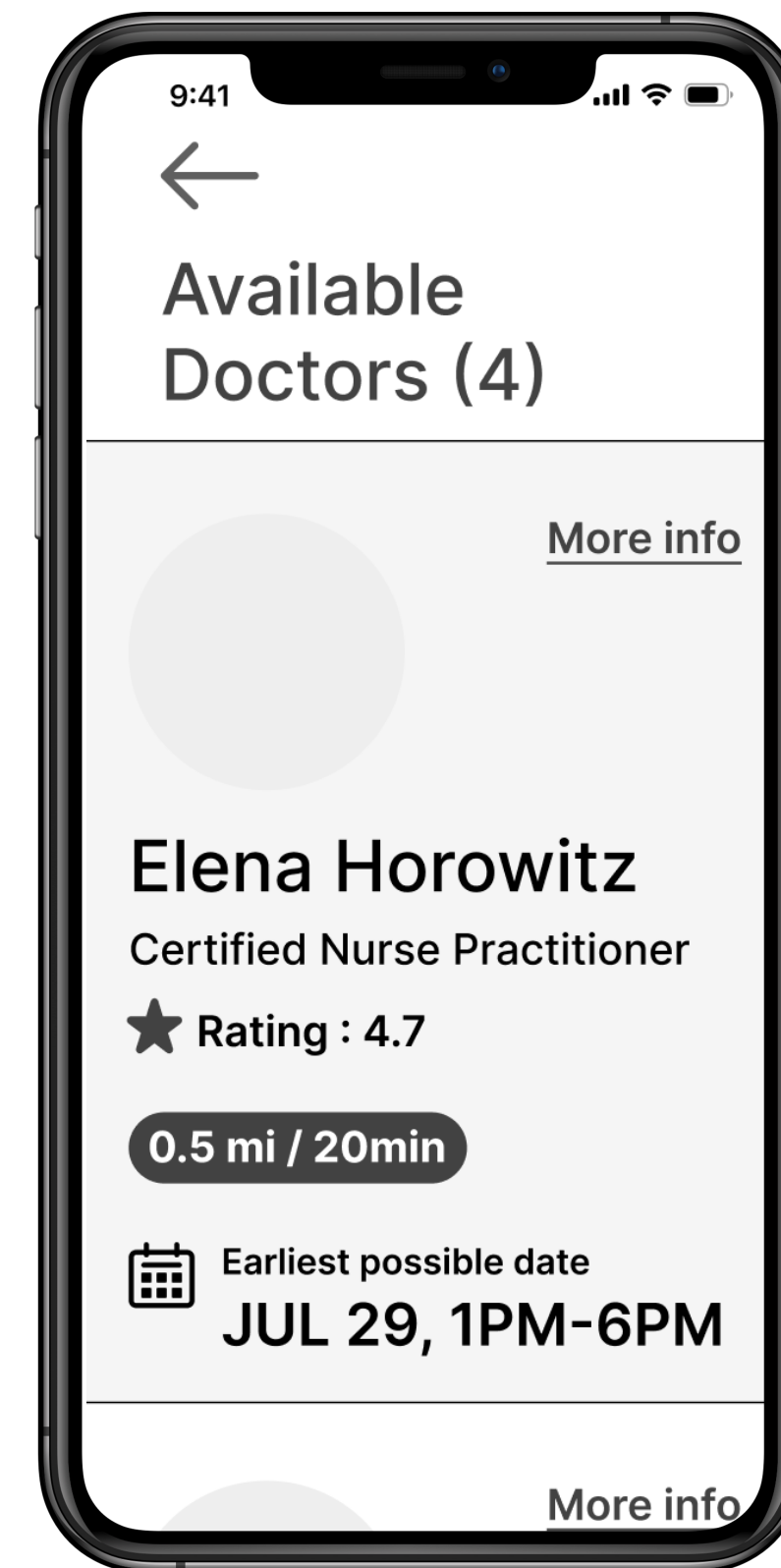
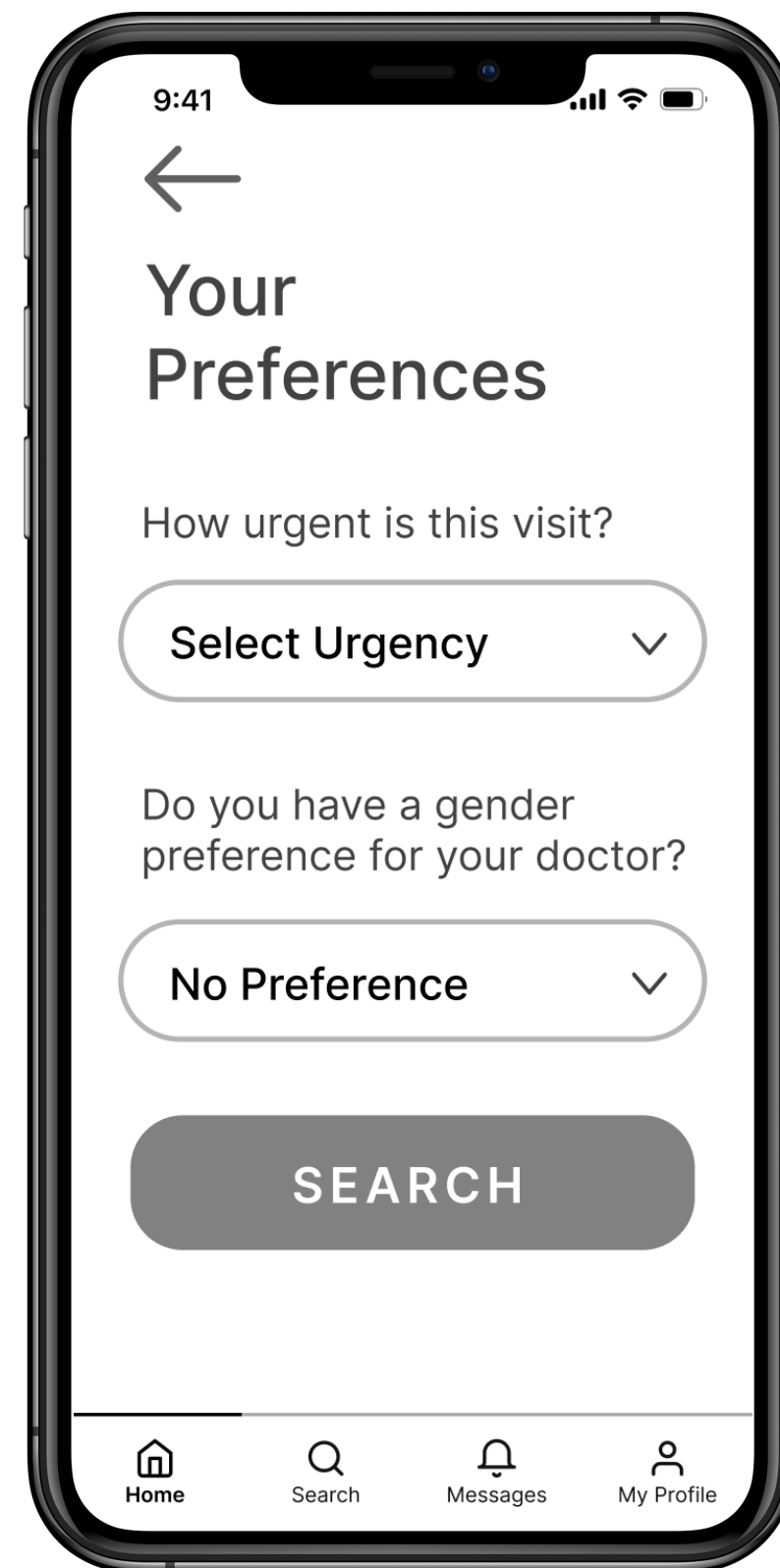
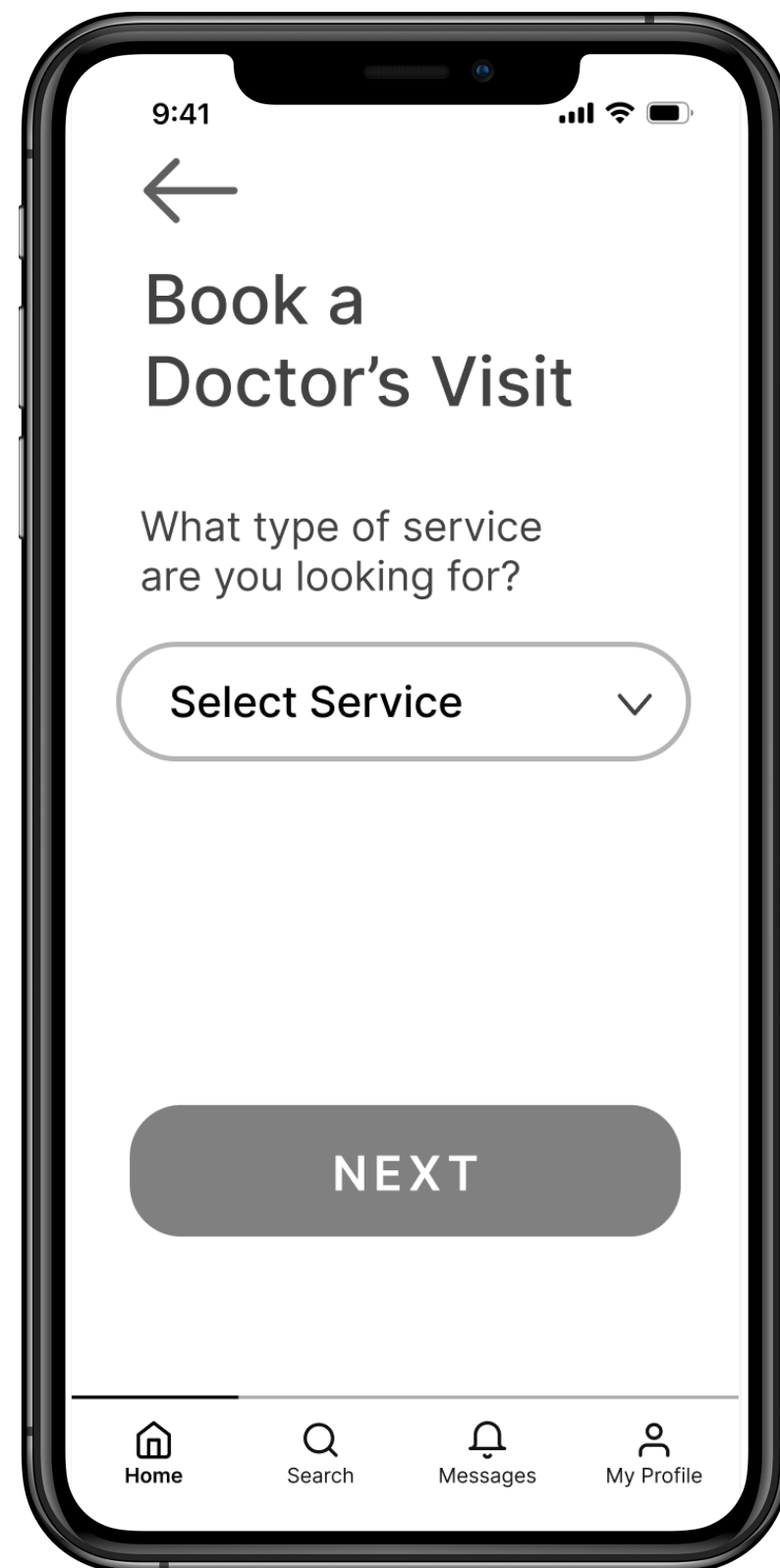
# Task Flow Diagram



# Solution Sketches



# Initial Wireframes



[Initial Prototype Link](#)

# Google Branding

## Primary



Google Blue  
4C8BF5



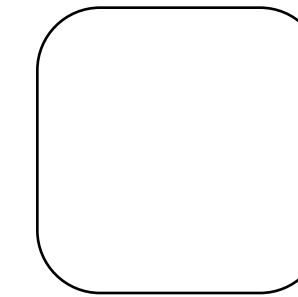
Google Red  
EA4D40



Google Yellow  
FBBF11



Google Green  
3FAD5C



White  
FFFFFF

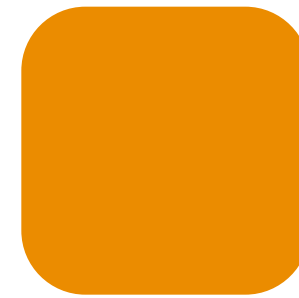
## Secondary



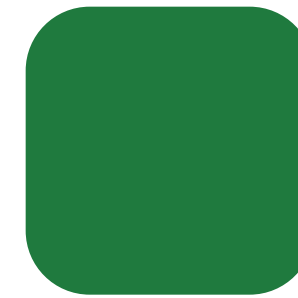
Google Dark Blue  
2463BF



Google Dark Red  
B7201E



Google Dark Yellow  
EB8C00

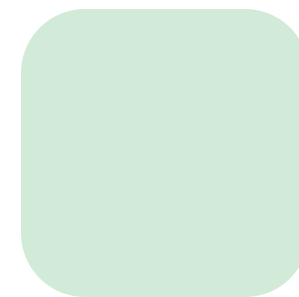


Google Dark Green  
1F7A3E

## Tertiary



Google Light Blue  
D4E4FC



Google Light Green  
D1EBD8

## Typeface

### Product Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

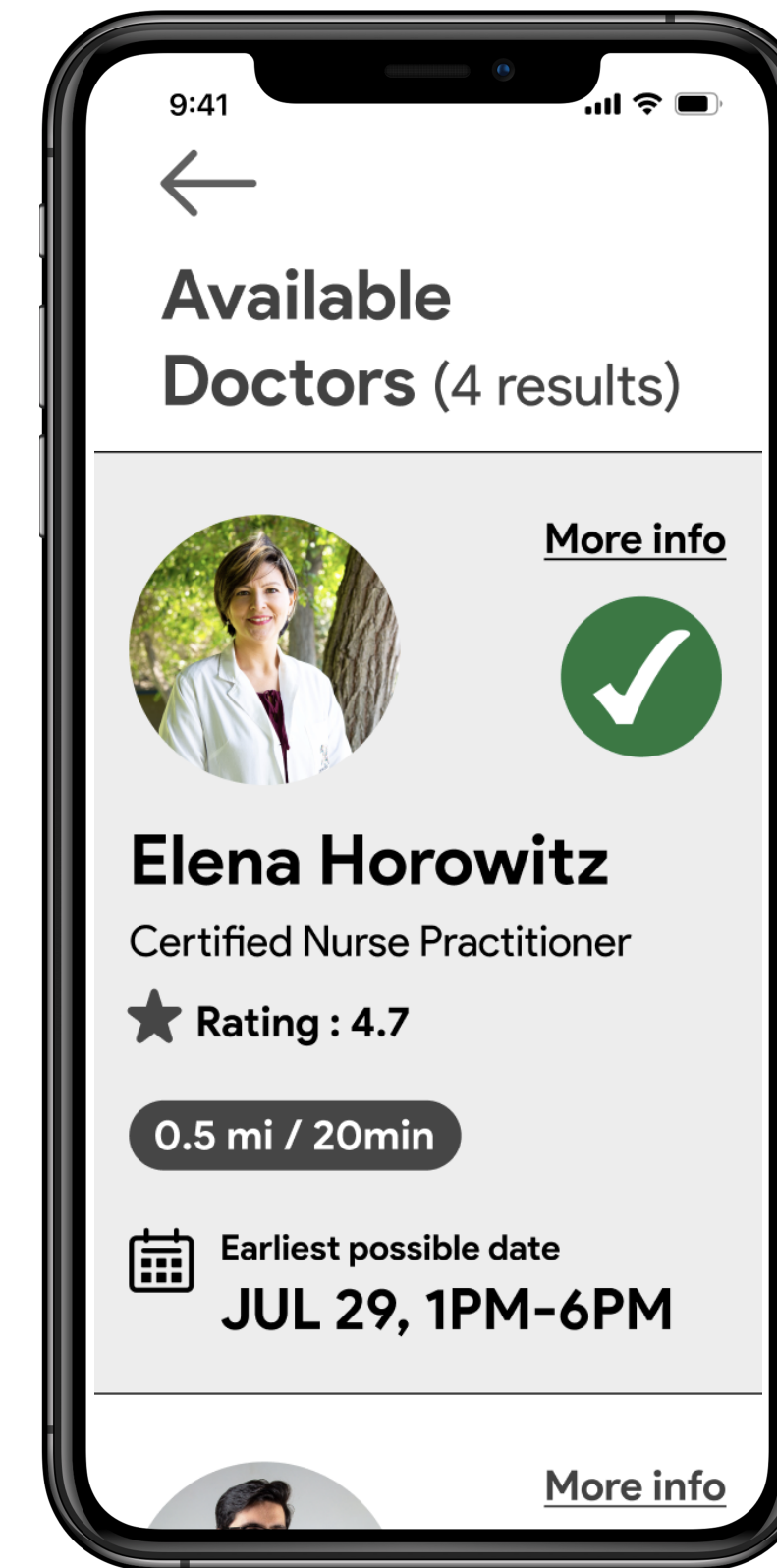
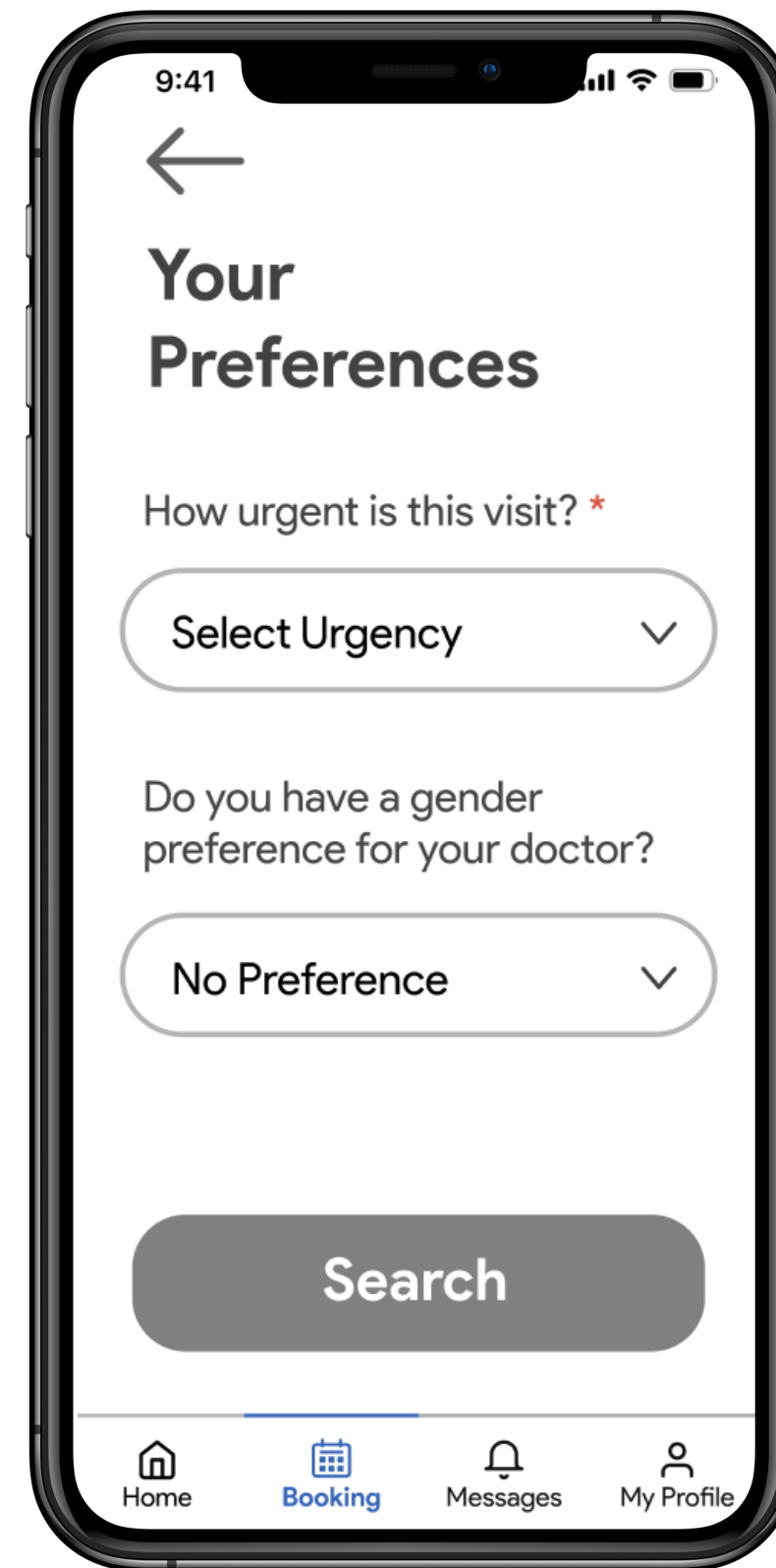
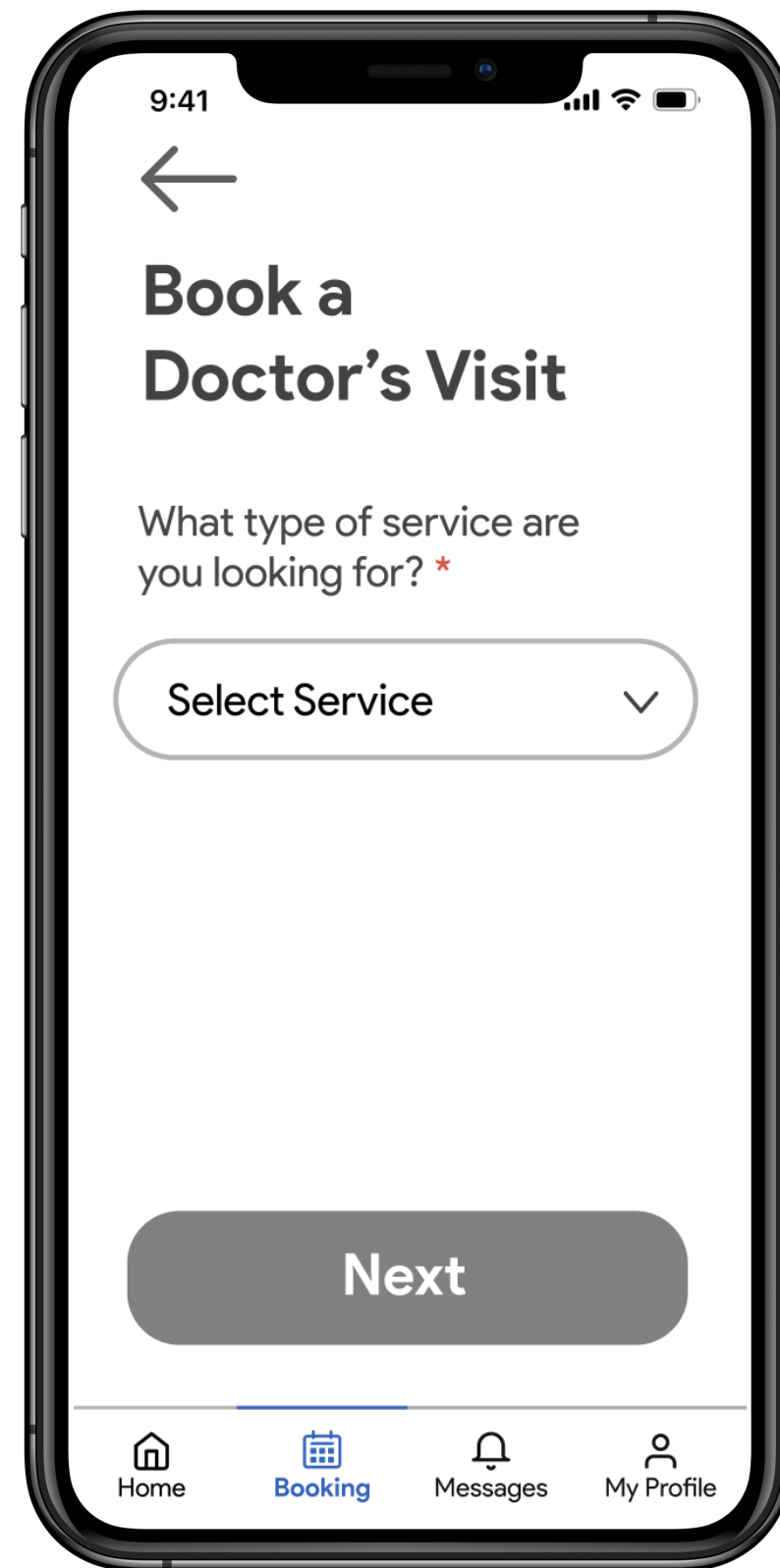
abcdefghijklmnopqrstuvwxyz

### Product Sans - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

# HiFi Wireframes



[Final Prototype Link](#)

# Agenda

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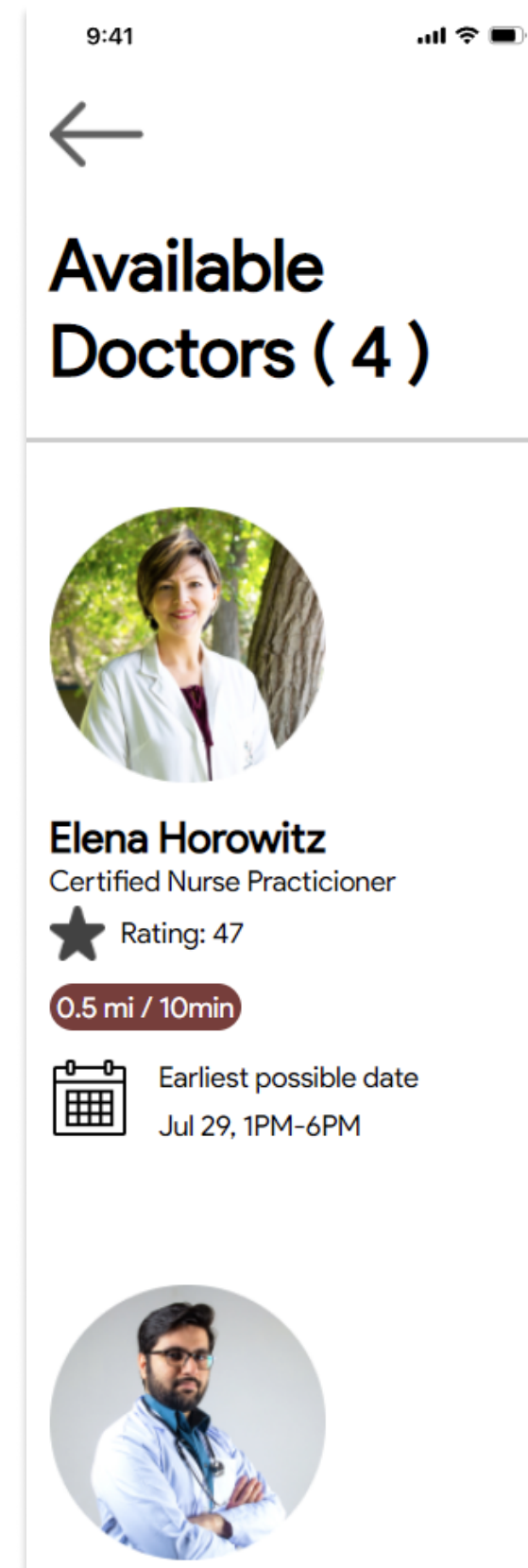
Web Dev

Four horizontal bars with rounded ends are stacked vertically. From top to bottom, they are blue, red, yellow, and green. The yellow bar contains the text 'Web Dev'.



# Minimum Viable Product

Web Dev Project Link



# Agenda



**Conclusion**

# Key Learnings

Health care accessibility is a major concern for US patients

Most people would welcome at-home care making a comeback

There is an opening in the market for this type of service that no other reputable tech companies have filled

# Next Steps

Conduct more specific **user interviews, user testing, and gather data** on what specific users' would want out of this service

Build out the design and prototype to include other disabilities beyond mobility issues

Incorporate **Google Assistant** into application to increase accessibility for all users



# Thank You For Your Time!

# Appendix

<https://healthadministrationdegree.usc.edu/blog/the-5-populations-in-need-of-better-access-to-healthcare/>  
**The 5 Populations in Need of Better Access to Healthcare**

<https://health.gov/healthypeople/objectives-and-data/browse-objectives/health-care-access-and-quality>  
**Healthcare Access and Quality**

<https://patientengagementhit.com/news/top-challenges-impacting-patient-access-to-healthcare>  
**Top Challenges Impacting Patient Access to Healthcare**

<https://www.marketingcharts.com/industries/pharma-and-healthcare-111492>  
**Statistics**

<https://www.wheel.com/blog/6-barriers-to-healthcare-access-how-telehealth-can-help>  
**6 Barriers to Healthcare Access and how Telehealth can Help**

<https://www.pwc.com/us/en/industries/health-industries/library/hri-insight-consumer-health-behavior-and-covid-19-pandemic.html>  
**Redesigning Healthcare for the Consumer**

[Data Visualization 1 - Jiayi Data](#)  
[Data Visualization 2](#)

[Full Figma Prototype](#)

[Full Figma File](#)

[Web Dev File](#)