



Please visit <https://mariahealth.ph/> for more info about the company

Project Name

Maria Health

Overview

At Maria Health our mission is to make healthcare easy to access and affordable for anyone who wants it. Maria Health solves the problem of access and affordability. Help solve the problem of by taking on a unique healthcare online in an emerging market. MariaHealth is a startup of 10 members has successfully raised its seed round and has signed enterprise clients abroad.

Healthcare is a very complex industry. We need help to optimize our platform and make sure information that are presented are easily understood by our potential customers. Find a way to make sure data is presented as accurately as possible, make sure lead generation is easier, and propose a roadmap and ideas on how to scale and move forward.

Requirements

The goal is to launch a working platform that will enable the users to complete their purchase.

- Select from the options of prepaid or small businesses
- Select a package that suits their need
- Get in touch with our team to select these health plans

Trust in selecting a package and paying premium is important as the company does not have the same brand recognition as the big corporations.

Schedule

School Week 2 - 3

- Understand the product, market, and users. Research existing products and ideas that can be used as a baseline. Do a heuristic evaluation of these competing products and assess how we should customize and build our own platform.

School Week 4 - 5

- Draft of proposed improved UX (low/high-fidelity) on the primary use cases that will enable the customers to complete discovery, selection, and purchase cycle.

School Week 5 - 6

- Refine the UX and share simple prototypes (interactive) that we can use to showcase the idea. This will include the whole search/discovery, purchasing and buying experience.

School Week 7

- Iterate and test different cases based on feedback from stakeholders. Enhancement should be incorporated whenever necessary or appropriate.

School Week 8

- Present!

Specifics about deliverable for Work Session 1

Proposed workflow on how we will manage the E2E customer experience backed by data and research. We are looking for solid recommendations on how we should present the features and functionalities that will meet the needs of the users. Note that this is not a branding or marketing exercise but these can be used as a supplement to showcase the software product and UX workflow.

Specifics about deliverable for Work Session 2

This should be an interactive and higher fidelity UX which has incorporated learnings from Work Session 1.

Specifics about final deliverable

The final deliverable should consolidate all the feedback coming from Working Sessions 1 and 2. Ideally, the final presentation will just be a simple prototype addressing the primary use cases and backed by slides that are kept at minimum.

Disclaimer

Maria Health is a client of Luminated Consulting. This project will likely be built in house at Maria Health. Therefore, Luminated Consulting and Maria Health will own the Intellectual Property of all work generated by all participants for the event The Pixel Project. But the participants are free to showcase the work anywhere including resumes and portfolios.