



# QUEERX: where the good doctors are.

Adrian, Houston, Rebecca, Annabelle



# Our Team



**Annabelle**  
Symbolic  
Systems '25



**Rebecca**  
Symbolic  
Systems '25



**Houston**  
Computer  
Science '24



**Adrian**  
Symbolic  
Systems '24

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Values Encoded



# Value proposition

Search for doctors by location, specialty, gender, and more. Read reviews of doctors that are specific to LGBTQ+ patients. Lean on the Queer community and spread the word about safe, accessible healthcare.

# Overview



## Users

Queer-Identifying  
Individuals

## Problem

Queer-friendly healthcare  
providers can be hard to  
find

## Solution

Crowdsource community  
reviews and platform  
users

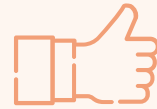
# Values



**User safety and privacy**  
give choices for anonymity,  
no requirement to collect  
data



**Inclusivity**  
queerness is not a  
monolith, there's tons of  
diversity within the  
community



**Accurate info**  
show verified profiles and  
give option for reporting  
abusive results

# Tasks



## Find a Doctor

Simple: Search by location, specialty, provider gender, and star rating



## Read Doctor Reviews

Moderate: Access doctor personal statements, reviews, and contact information



## Post Doctor Reviews

Complex: Anonymity, star ratings, pronouns, and community anecdotes



# Tensions

We want to make sure that this is a safe space for members of the Queer community, which at times means allowing anonymity. Without requiring users to validate their identities, however, we risk people with malicious intent infiltrating our community.



# Usability Goals

## Discoverable

- Participants are able to learn the features of the app
- Can the user identify all buttons and their functions?
- Improved design elements to include color to indicate which icons are clickable

## Pleasing

- Participants have a positive experience interacting with the app
- How do our users feel after completing a task?
- Maintained simple design to focus on content



# WHAT CHANGED?

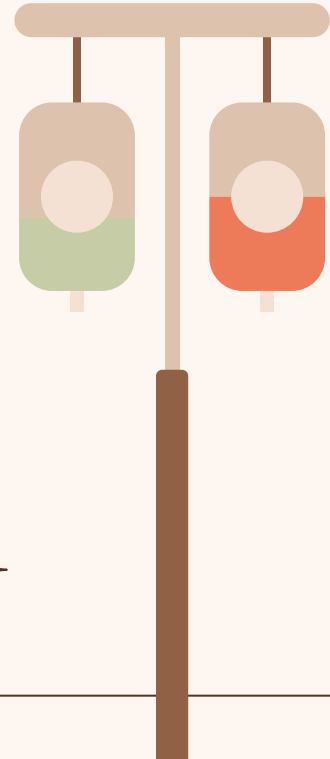


## Before

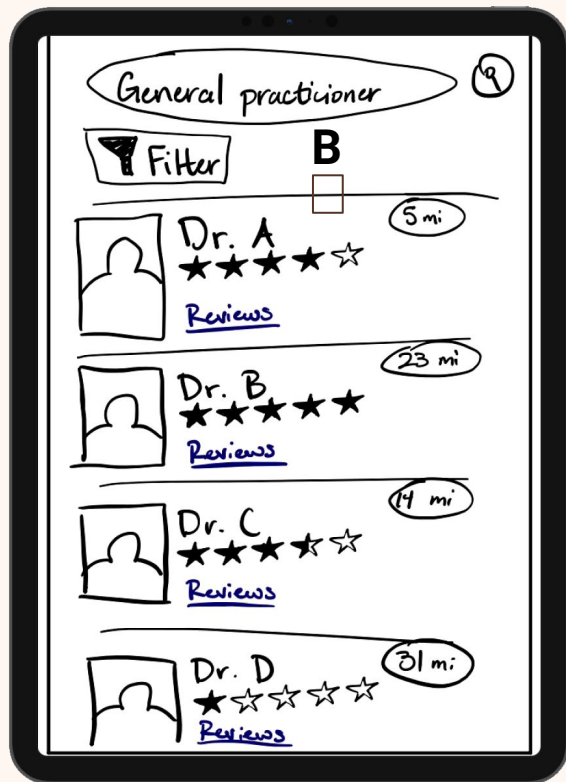
- A. White background
- B. Relied on outlines to differentiate content
- C. Lacks number of reviews for a doctor.
- D. Uses placeholder abstract profile picture and name.

## Now

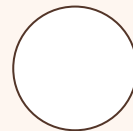
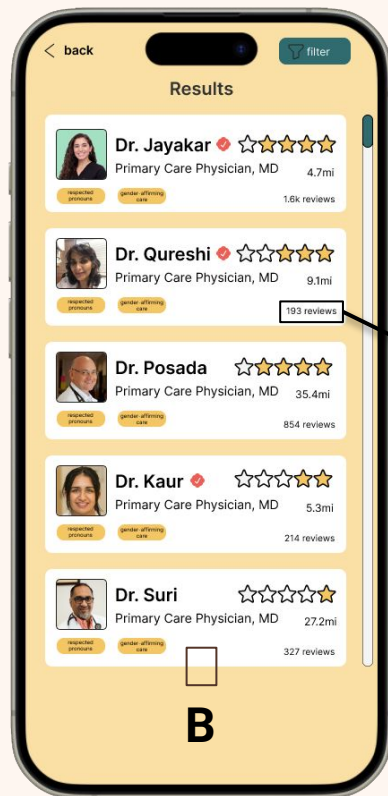
- A. Soft yellow background
- B. Uses color and contrast to visually organize information.
- C. Includes number of reviews for a doctor.
- D. Use real-world doctor information and pictures.



# Before



# After

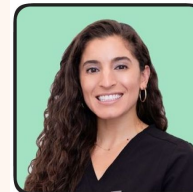


A

C

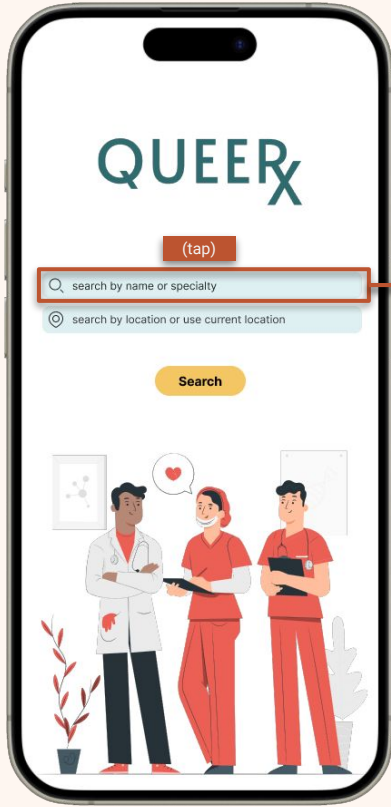
193 reviews

D



# Simple Task Flow

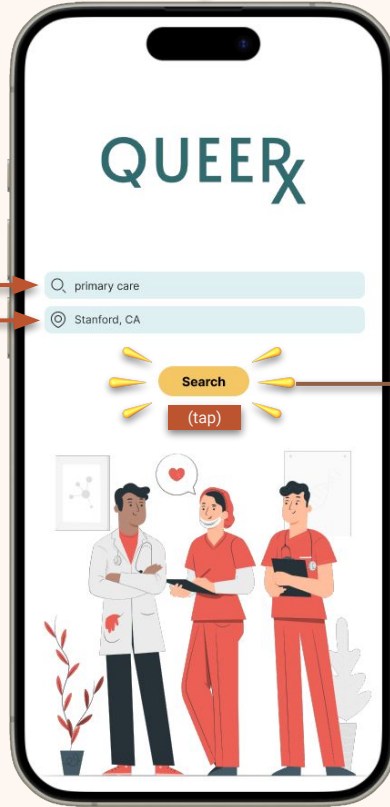
**Finding** a doctor on the platform.



1 - [HOME: No Data Entry]

"Automatic Data Entry"

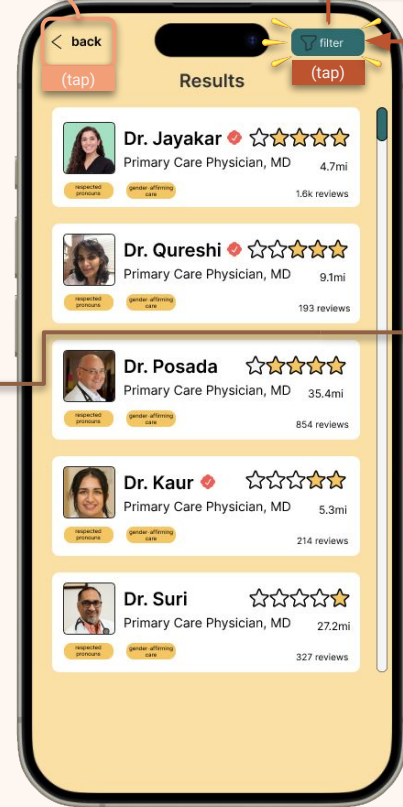
1: Primary Care  
2: Stanford, CA



2- [HOME: Stanford PCP]

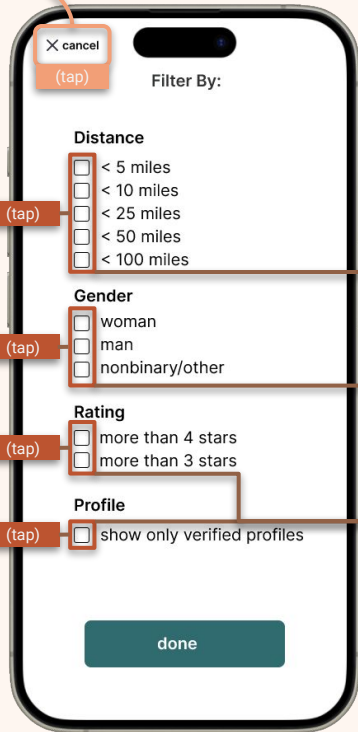
Basic Search Results Displayed

Narrow Results with Filter



3- [SEARCH: No Filters]

CHOOSE ONE



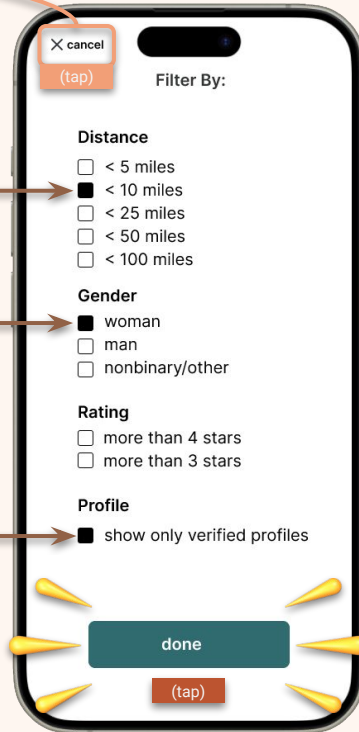
4 - [FILTER: No Data Entry]

"Automatic Data Entry"

Distance: <10 Miles

Gender: Woman

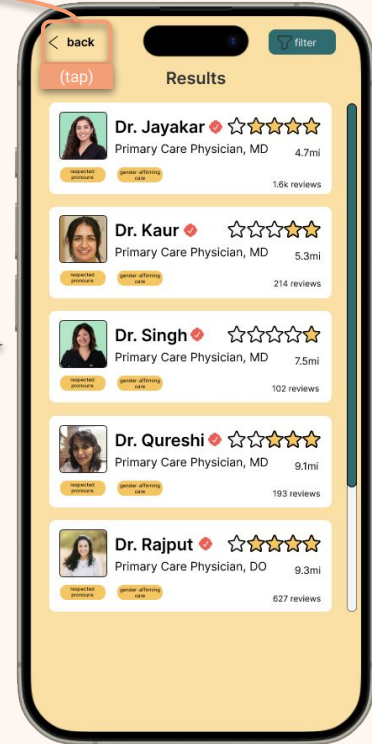
Profile: Verified



5 - [FILTER: Verified Woman within 10 Miles]

Task Complete!

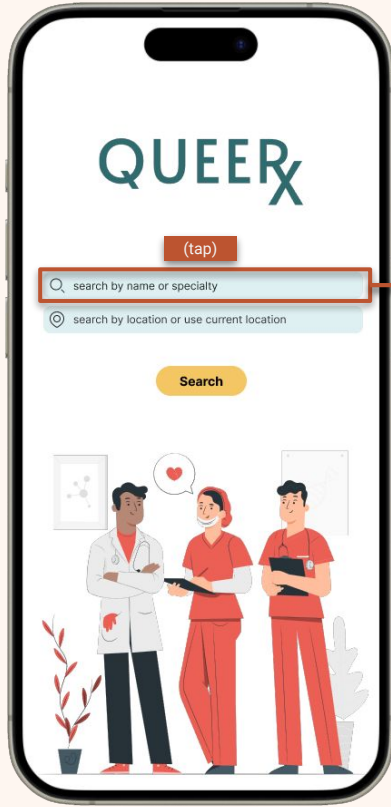
Desired Doctor Profiles Found!



6 - [SEARCH: Verified Woman within 10 Miles]

# Moderate Task Flow

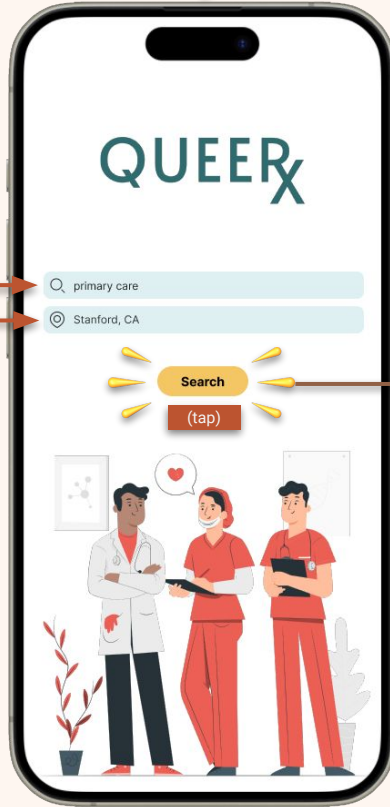
**Reading reviews** for doctors on the platform.



1 - [HOME: No Data Entry]

"Automatic Data Entry"

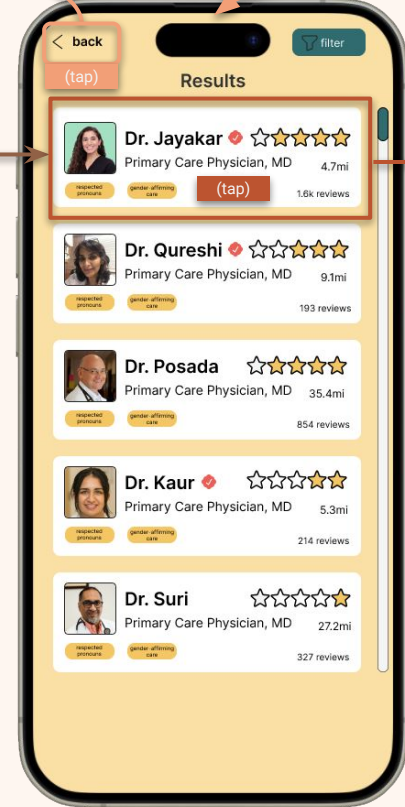
1: Primary Care  
2: Stanford, CA



2 - [HOME: Stanford PCP]

Choose Doctor

Search Results Displayed

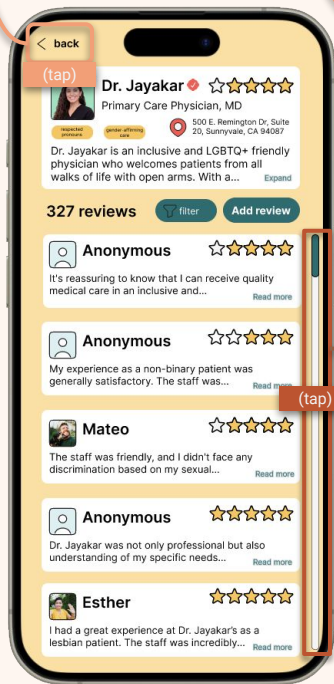


3 - [SEARCH: No Filters]





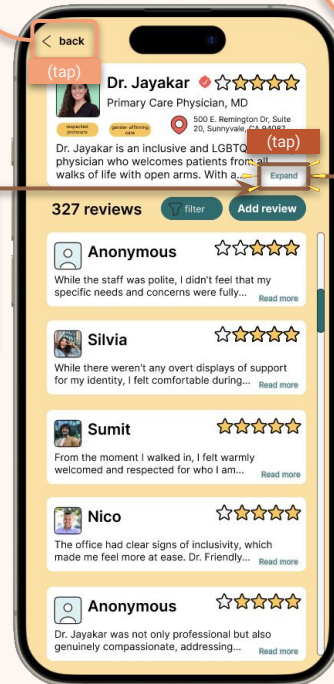
Scrolling Function



4 - [Dr. J PROFILE: Top Scroll]



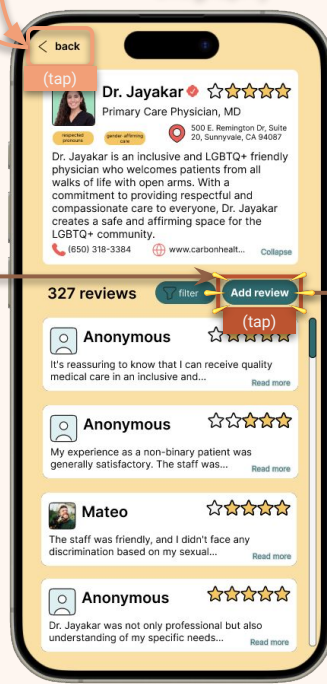
More Reviews



5 - [Dr. J PROFILE: Mid Scroll]



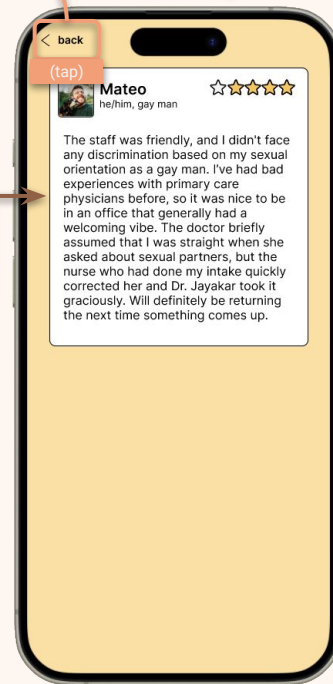
Expanded Doctor Biography



6 - [Dr. J PROFILE: Detailed]



Task Complete!

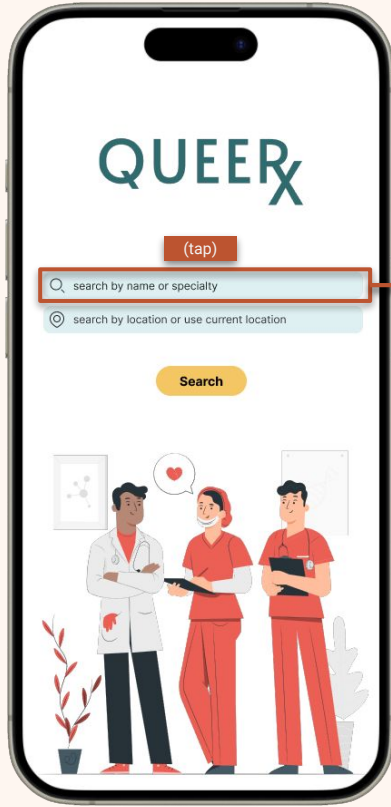


7 - [VIEW REVIEW: Detailed]



# Complex Task Flow

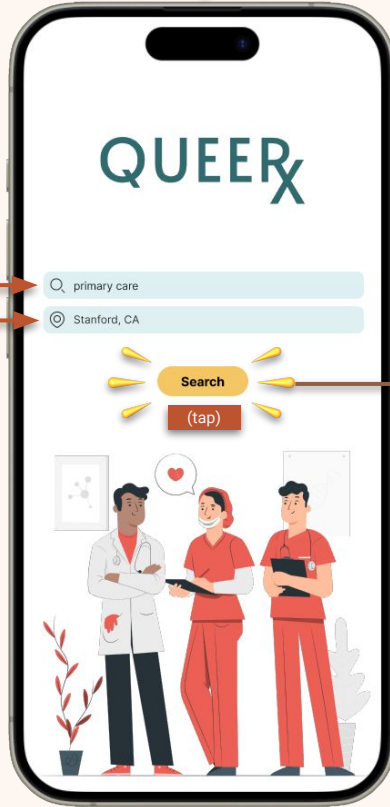
**Posting a review** for a doctor on the platform.



1- [HOME: No Data Entry]

"Automatic Data Entry"

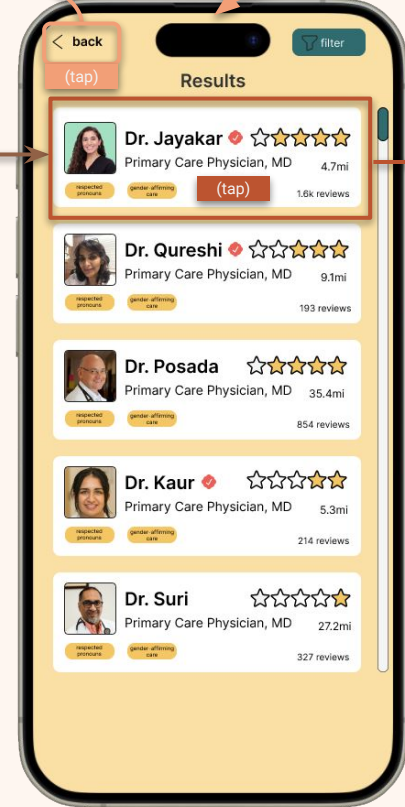
1: Primary Care  
2: Stanford, CA



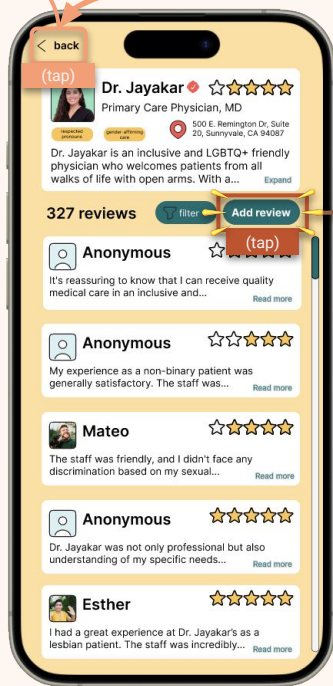
2 - [HOME: Stanford PCP]

Choose Doctor

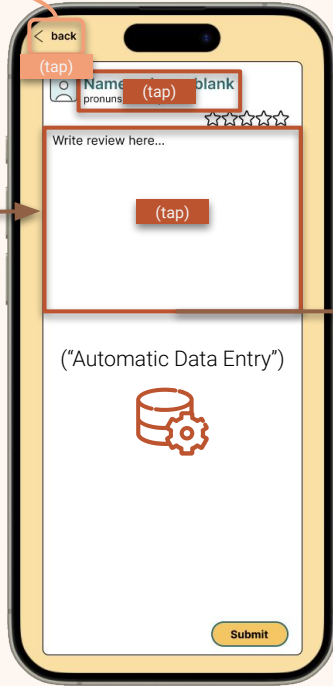
Search Results Displayed



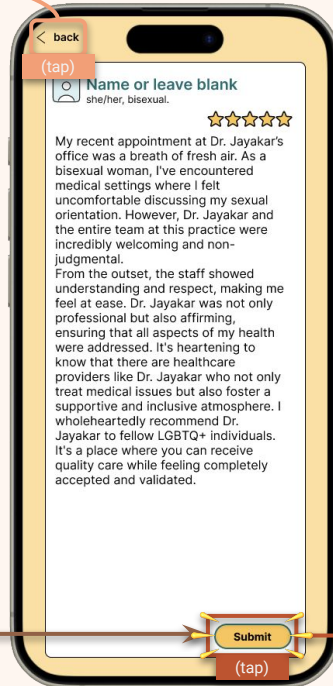
3 - [SEARCH: No Filters]



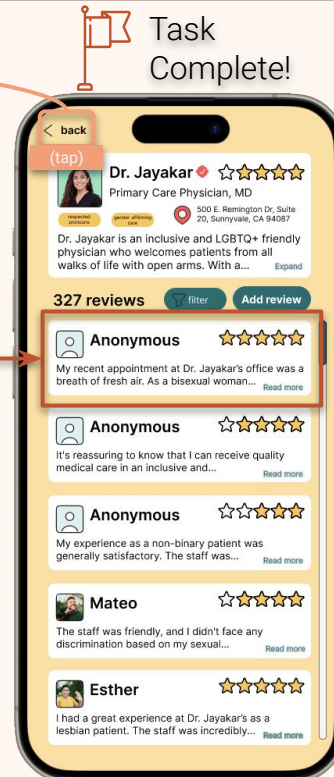
4 - [Dr. J PROFILE:  
Before Review]



5 - [ADD REVIEW:  
No Data Entry]



6 - [ADD REVIEW:  
Anonymous User]



7 - [Dr. J PROFILE:  
After Review]

# Other Changes

## Search

### Reviews

(for keywords under a specific doctor)

### Verified Doctor Profiles

(indicates profile has been claimed, is an ally)

## Expand

### Shortened Text

(like long reviews and doctor profiles)

### Backwards Navigation

(for returning to the previous page)

# Tools used



We used Figma to make our prototype

Pros: easy to replicate app interface, smooth transitions

Cons: requires pre-population of data, not feasible to prototype all possible iterations of app



# Biggest Limitations:

- ★ Hard Coded doctors and reviews: users and reviews will significantly increase the value of our product.
- ★ No profile page: eventually, users should be able to craft a profile. This is not currently a priority because the product can be fully functional with anonymous users.



# Hard Coded/Wizard of Oz



- Many elements are pre-decided and pre-populated by us, the user cannot adjust these
  - location/specialty
  - which filters are applied
  - the reviews posted to read
  - the review the user will “write”
- These hard-coded elements are important for completing tasks, and the elements were decided by us to portray an instantiation of the app, not to show every possible permutation of the app.





# Appendix



Figma:

<https://www.figma.com/file/qVVP0rhMlClvIKx8GzU1Sp/MedFi-QueerX?type=design&node-id=0%3A1&mode=design&t=5sdQ0yT2e2TsMv40-1>