

# The Anderson Family



Bill and Anna are expecting their second child in 3 months. They currently have a 2 year old daughter named Emma. They are originally from Minneapolis and moved to Poland for a work opportunity. They have always dreamed of living abroad and are excited for their children to have new experiences in another culture.

	BEFORE THE MOVE			DURING THE MOVE			AFTER THE MOVE			
<b>User goals</b>	Bill wants to find a better opportunity since his family is growing	The family wants to find make the best quick decisions about housing and daycare they can	Bring just the right amount of stuff they need and not more	Find people that they can relate to, ask questions of, and help navigate their new country	Find long-term health care	Update new doctors about past medical history in the easiest way possible so they don't have to go through procedures twice if it is not necessary	Determine if the specialist makes them feel heard and if they feel they can trust the specialist to provide quality of care	Understand how insurance works in a new culture and what they would have to pay (if anything)	Learns about	To find quality of care in an emergency quickly
<b>Actions</b>	Bill gets offered a job in Poland	The Anderson Family finds housing and daycare for Emma	Moves	Joins community groups of expats	Asks for recommendations for specialists	Transfer medical records	Meets new doctors (ObGyn and Pediatrician)	Unsure about how the insurance works	Anna needs to pick a maternity hospital	Emma steps on a piece of glass and she needs to go to the hospital
<b>Problems</b>	<ul style="list-style-type: none"> <li>Having so much to do in such a short time frame</li> </ul>	<ul style="list-style-type: none"> <li>Navigating these big decisions from overseas</li> <li>Making quick decisions</li> </ul>	<ul style="list-style-type: none"> <li>Figuring out what they will need in their new country and what they won't</li> </ul>	<ul style="list-style-type: none"> <li>Where to find the best community groups that you trust their opinions and recommendations</li> </ul>	<ul style="list-style-type: none"> <li>What kind of specialist you need for certain procedures may change based on the country</li> </ul>	<ul style="list-style-type: none"> <li>Transferring all medical records by hard copy</li> </ul>	<ul style="list-style-type: none"> <li>What can I expect about the appointment?</li> <li>Who is going to speak English?</li> <li>What do I need to bring?</li> <li>How does the free healthcare work?</li> <li>When do I need to use my supplemental insurance?</li> </ul>	<ul style="list-style-type: none"> <li>Will I get a bill later?</li> <li>How long will it take?</li> <li>What percentage is covered?</li> <li>Does it change if it is a public hospital versus private?</li> <li>What things are covered by supplemental insurance that aren't covered by free coverage?</li> </ul>	<ul style="list-style-type: none"> <li>Anna didn't know they have different hospitals for maternity patients</li> </ul>	<ul style="list-style-type: none"> <li>Finding the closest hospital in the moment</li> <li>What is the emergency number?</li> <li>Private versus Public Hospital</li> <li>Wait time</li> <li>General hospital versus Children's</li> </ul>
<b>Experience</b>										
<b>Ideas / Opportunities</b>	<ul style="list-style-type: none"> <li>Based on research, families don't look into healthcare until after they arrive in their new country</li> <li>If they do look into healthcare, give a quick overview of what they might need</li> </ul>	<ul style="list-style-type: none"> <li>Based on research, families don't look into healthcare until after they arrive in their new country</li> </ul>	<ul style="list-style-type: none"> <li>Based on research, families don't look into healthcare until after they arrive in their new country</li> </ul>	<ul style="list-style-type: none"> <li>Creating community for people who have already gone through an experience so they can help those who are currently going through the experience</li> </ul>	<ul style="list-style-type: none"> <li>Develop a space that users can get trusted recommendations about healthcare</li> </ul>	<ul style="list-style-type: none"> <li>Create an easier way to bring all medical records to new doctors</li> </ul>	<ul style="list-style-type: none"> <li>Provide a resource about expectations (what an appt will be like, what they need to bring, etc)</li> <li>Be specific about who speaks English</li> <li>Give an explanation of how "free" healthcare works</li> <li>Explain when and why you would need supplemental insurance to help users determine if they want to buy it</li> </ul>	<ul style="list-style-type: none"> <li>Develop a place that can explain how and when you would use the free healthcare versus the supplemental insurance</li> <li>Include all questions explaining how insurance works</li> </ul>	<ul style="list-style-type: none"> <li>Create a resource that helps users understand new expectations within their new healthcare space</li> </ul>	<ul style="list-style-type: none"> <li>Include a quick and easy way to search for hospitals based on:                             <ul style="list-style-type: none"> <li>proximity</li> <li>public vs. private</li> <li>type of hospital</li> <li>wait time</li> </ul> </li> <li>Make the emergency number readily available because it is hard to remember in the moment at a new place</li> </ul>