



The Problem

Patients are unsure of where to begin when they are having difficulties and their first source of information is most likely their OBGYN.

REIs face difficulties screening and qualifying potential patients at the start of their sales process.

How can we develop a single solution to address both problems?



BABY STEPS

Navigating fertility, one step at a time.



You don't have to go through your fertility journey alone. Learn how to take your first steps today.



Overview

Innovation

A modern and interactive app that connects OBGYN patients with Fertility Clinics.

Vision

A marketing/sales funnel that allows prospective fertility patients to **select fertility clinics**, access introductory **patient education**, and provides clinics with viewer stats which can be used to **qualify new patients** and **establishing a baseline of knowledge**.

Market Trends

Market Size

The market for fertility education and resources is significant and growing. According to the Centers for Disease Control and Prevention (CDC), 12% of women who are of childbearing age in the United States have difficulty getting pregnant or staying pregnant.

Market Trends

Clinics are consolidating into networks in attempt to lower acquisition costs for new patients and increase the population that utilizes fertility treatment. Advances in technology are making it possible for people to access more interactive and engaging forms of education and for clinics to receive qualified leads.

Market Potential

Based on the market size and trends as well as the growing demand for patient acquisition, this app has the potential to make a significant impact in the fertility space.

Total Population
(US)
332 million

Women between
age 15-44 (US
Census Bureau)
62 million

12% according to
the CDC
7.44 million

Customers



Target Market

US Fertility clinics who want to reduce acquisition costs.

Advantages of an App

Why an App?

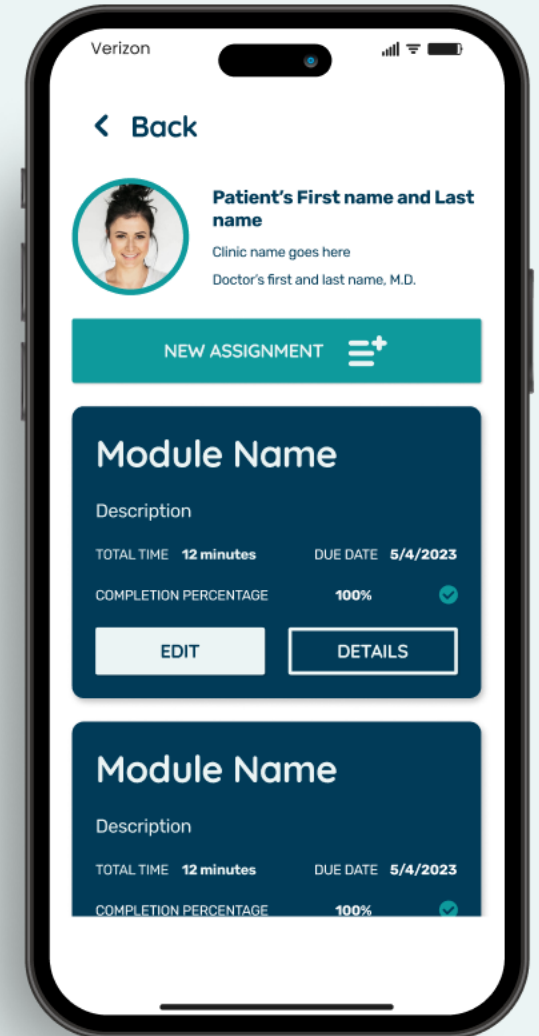
- Awareness-on-the-go
 - Convenience and ease of access
- Offline Access
- Personalization
 - Push Notifications and settings
- Integration with other phone features
 - location/GPS for directions to the selected clinic
 - Camera for clinic-integration/calls/consultations
 - SMS
- User Data

Competitive Analysis

Competitor	App Rating	Cost	Strengths
	4.7/5	<ul style="list-style-type: none">• Freemium• Yearly \$49.99• Lifetime \$79.99	<ul style="list-style-type: none">• Ovulation Tracking• Fertility Advice• Community
	-/5	<ul style="list-style-type: none">• Free for Users• Ad-Based Revenue	<ul style="list-style-type: none">• Clinic Info & Reviews• Finding Doctors
	4.8/5	<ul style="list-style-type: none">• Freemium• Yearly \$20.99• VIP \$45.99	<ul style="list-style-type: none">• Ovulation Tracking• Charting and Analytics
	4.8/5	<ul style="list-style-type: none">• Free for Users• Ad-Based Revenue	<ul style="list-style-type: none">• Infertility and Conception Focused
Ovia Apps 	-/5	<ul style="list-style-type: none">• In-App Advertising• Pay per user	<ul style="list-style-type: none">• Ovulation Tracking• Fertility Advice• Community
	4.7/5	<ul style="list-style-type: none">• Freemium• Yearly \$49.99• Monthly \$4.99	<ul style="list-style-type: none">• Tracking• Fertility Advice• Community

Beachhead Market

Establish a control point at the beginning of the fertility patient journey and solidify clinic partnerships.



User Analysis

Expected User Groups

- Individuals and couples having trouble conceiving
- Existing fertility clinic patients
- Clinic administrators

Methodology

- Desk Research
- Interviews
- Interview Analysis

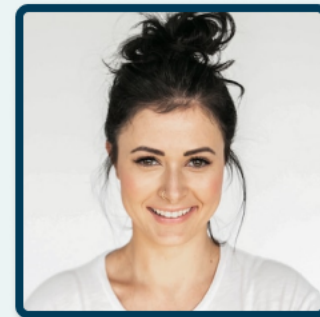
Goals

- Learn the needs of individuals and couples, patients, and clinic administrators.
- Analyze the current ways potential patients research information.
- Explore frustrations with the current methods of patient education.

Main Takeaways

- Focus on the connection between clinics and patients
- A tool that can help streamline education is invaluable
- Provide verified, trusted, inclusive, and personalized information

Persona: Taylor



Potential fertility patient

Patients will use this app after reaching out to a clinic for a consultation, being diagnosed, or pursuing treatment at a partnered clinic. These users will be using the app to learn about content assigned to them by their clinic and tailored to their journey.

Background

Taylor (32) and her partner have been trying to conceive for over a year with no luck. She has been diagnosed with PCOS and doesn't know if that is the cause of her troubles. She is looking for answers and resources, but resources online are difficult to verify. Her best source of information is talking with her OBGYN.

Behavioral Considerations

- Fear of the unknown
- Comfortable listening to the OBGYN and their advice
- Varied input from all kinds of close support groups (friends, family, etc.)

Goals

- Figure out what's wrong
- Learn about fertility & factors that affect fertility
- Explore potential treatment options
- Maximize chances at fertility success
- Peace of mind and confidence with choices

Frustrations

- Not knowing where to start finding resources
- Overwhelming amounts of conflicting information
- No clear first steps

Tasks

- Find an REI clinic
- Access assigned content to learn about treatment options
- Track progress
- Communicate with the clinic
- Schedule steps for the fertility journey

Persona: Jeff



Clinic Admin Team Member

The clinic team is a group of experts, nurses, and doctors that make up the administration staff at a clinic. They are not necessarily practicing with patients, but have an administration role with researching new medications, treatment options, training staff, and dealing with finances.

Background

Jeff (40) has been working in the fertility industry for 10+ years now, and is currently responsible for managing the patient treatment plans. He needs to screen and qualify potential patients, organize treatment plans, and track patient, doctor, and content data. He is always looking for new tools and ways to make this process easier and more efficient.

Behavioral Considerations

- Very busy schedule
- Very high workload
- Short staffed
- Looking for reliability and efficiency

Goals

- Make life easier for patients
- Screen, qualify, and onboard new patients
- Setup a baseline of knowledge so consultations can be more effective

Frustrations

- Time constraints
- Patient education/baseline knowledge
- Patient motivation to learn
- Limited resources

Tasks

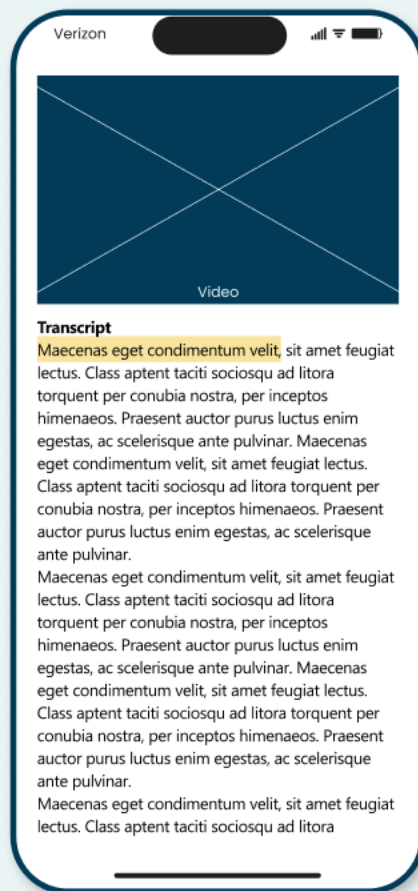
- Review and assign new content to patients
- View data of patients and doctors (schedules, assignments, content, preferences, etc.)
- Publish new versions of content
- Modify accounts and EMRs

User Stories



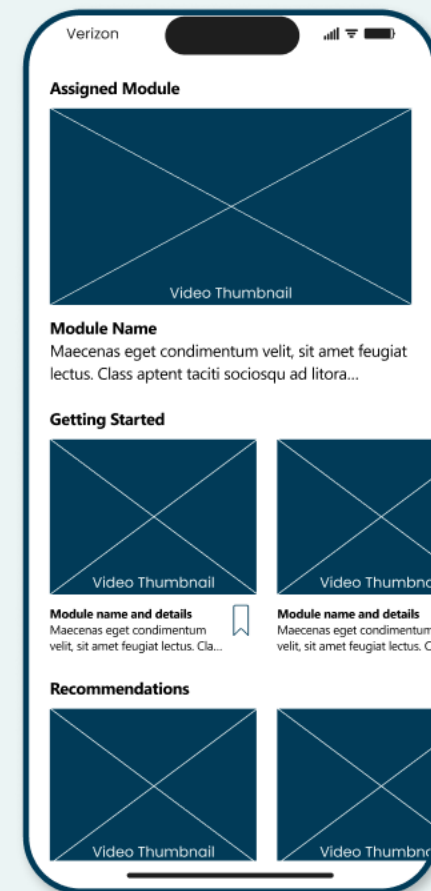
- As a **Patient**, I want to understand my options better, so that I can make informed decisions.
- As a **Patient**, I want personalized resources, so that I can educate myself about my specific situation.
- As a **Clinic Admin**, I want to make sure my patients know what their options are, so that they are informed about all their treatment options.
- As a **Clinic Admin**, I want my patients have a baseline educational understanding, so that consultations can be more productive.

Low-Fi (Patient)



Learn

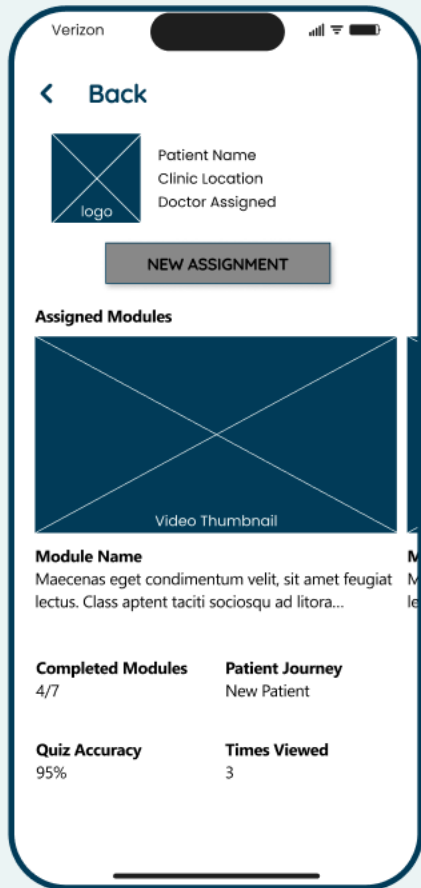
Watch videos within curated modules to build confidence going into your first consultation.



Integrate

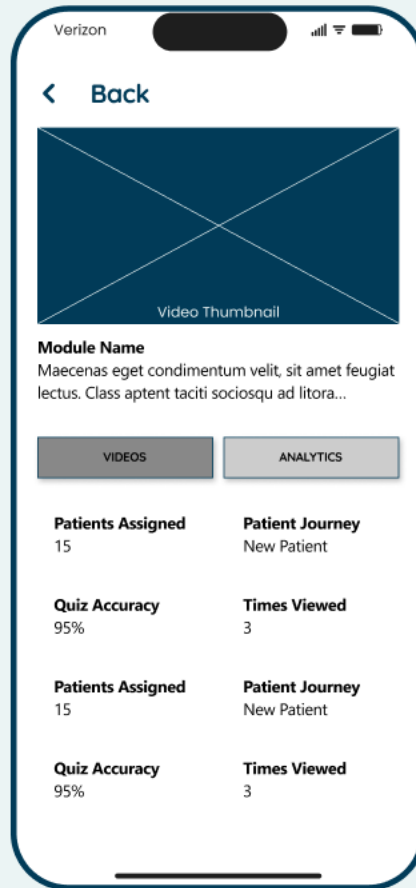
Integration with clinics allows patients to view content that is personalized, inclusive and verified.

Low-Fi (Clinic Admin)



Assign

Assigning content to patients established a baseline of knowledge for patients before appointments.



Analyze

Analyzing content allows clinics to see which videos have the most clarity, view count, and assignments.

Usability Test Results

View a Module

When asked how they would view a module, about 40% of the participants went to the patient's section of the app. **(Top)**

Assign a Module

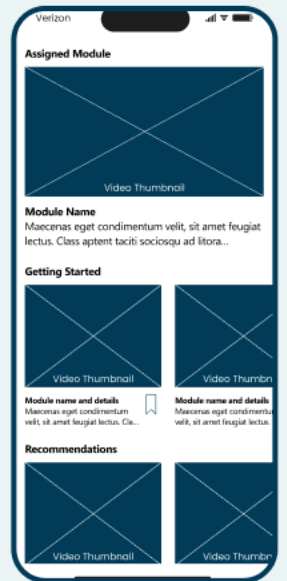
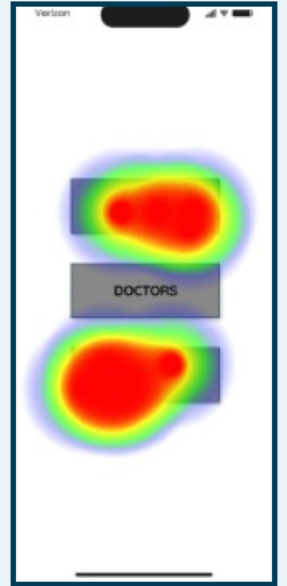
When asked to assign a module to a patient, most participants started in the patient section of the app, while some went to the content part of the app.

5 Second Test

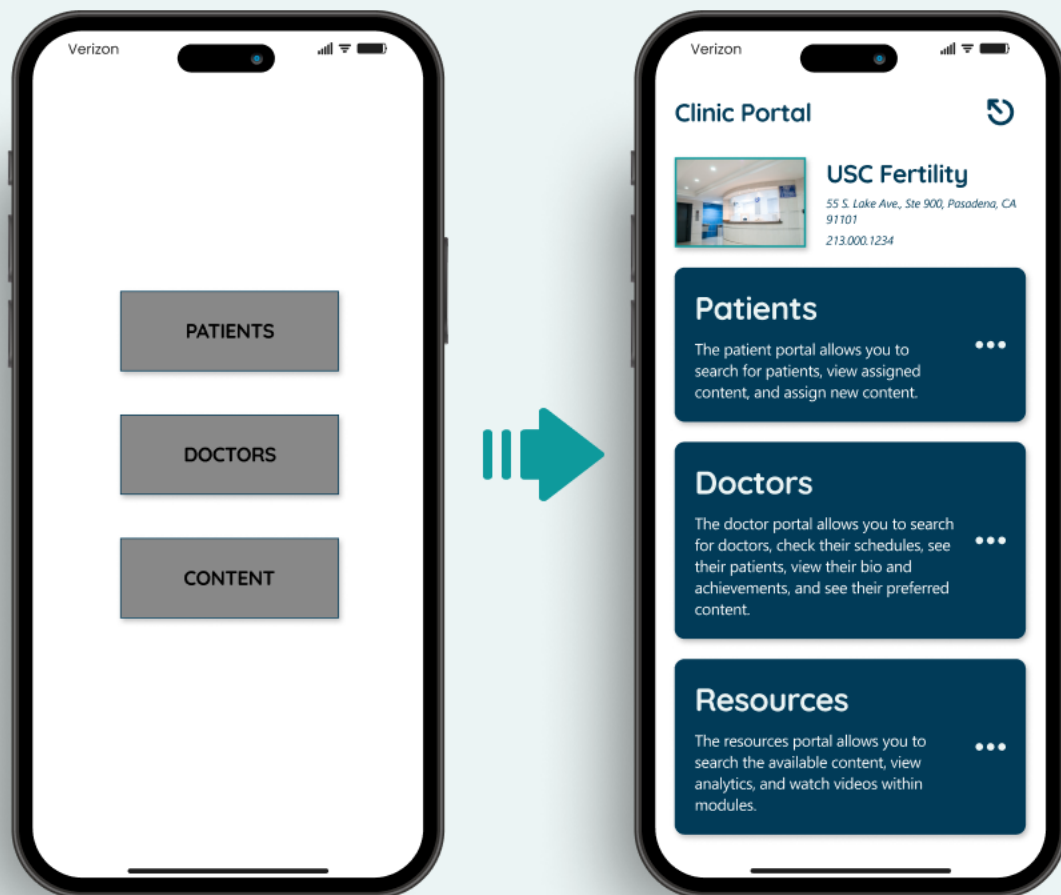
When asked to focus on the landing page for 5 seconds and recall information that stood out to them, the most recalled information was the "Assigned Module" section, followed by the image placeholders and then the descriptions. **(Bottom)**

Onboarding

When asking participants if an onboarding section of the app would be helpful to guide them as a new user, 100% of participants said yes.



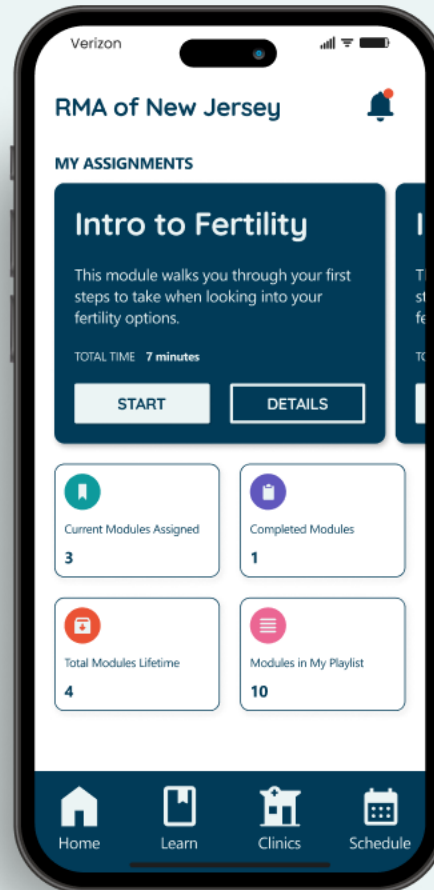
First Iteration



High Fidelity Clarity

Adding descriptive text to the sections should allow for less confusion.

High-Fi (Patient)



Less Clutter

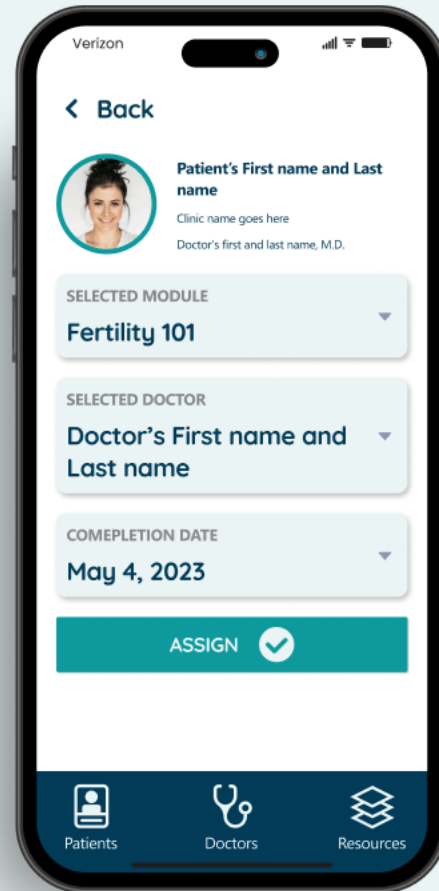
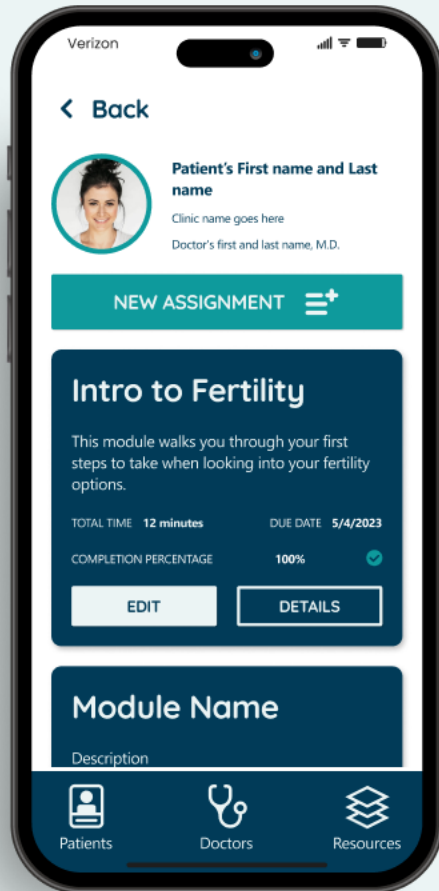
More streamlined approach to the important parts of the user journey. **(Left)**

Easier Navigation

High fidelity provided more detail to allow users an easier time understanding where to go next. **(Right)**



High-Fi (Clinic Admin)



Hierarchy

The most important features clinics need to see are the currently assigned modules, and the ability to assign new modules.

Straightforward Selection

Assigning content is as easy as selecting from dropdown menus, with minimal distraction.

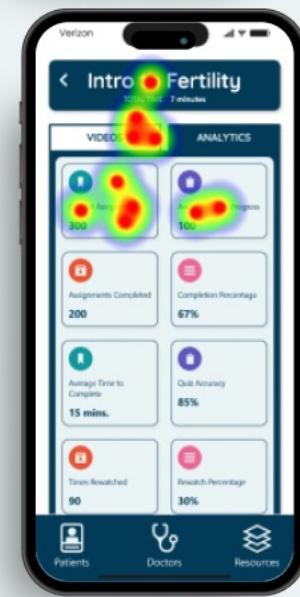
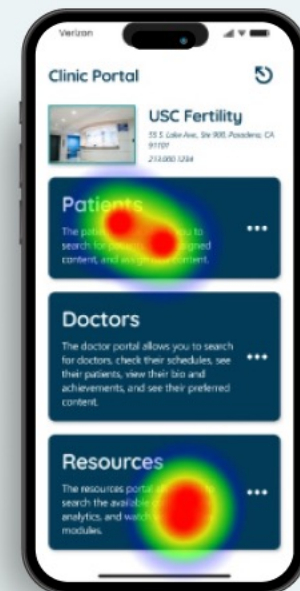
Usability Test 2

Clarity Improvement

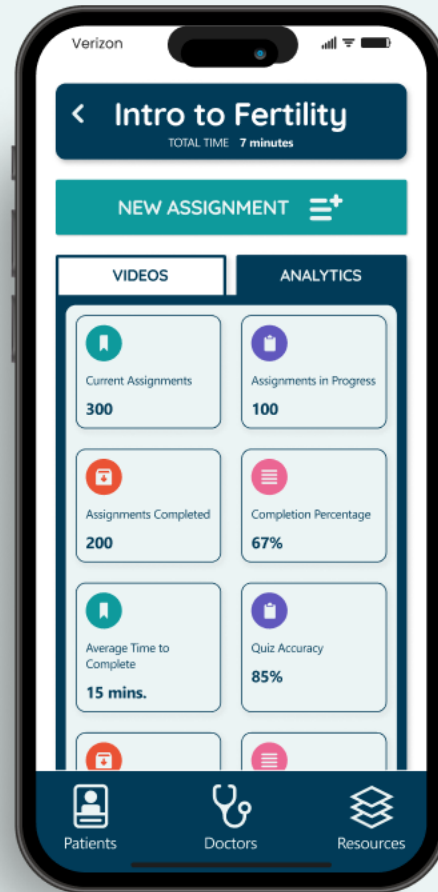
When asked to assign content to a specific patient, even with the descriptive text, half the participants still clicked on the patients tab while the other half navigated to the resources tab. **(Top)**

Analytics as Buttons

Participants were asked to view videos and analytics within modules. The heat-map showed me these statistic cards look like buttons. **(Bottom)**



Second Iteration



New Assignment in Resources

After the last usability test, users were still torn between assigning new content from the patient side, or from the resources side, so I created a way to assign content in both.

Outcome

The End Result

Established grounding in the fertility market for a product that can greatly improve the patient-clinic experience.

What I Learned

- Listen to your users
- Test early and often
- Keep the end-user in mind

Next Steps

Expand the features of the app by testing more user stories from both the patient and clinic perspectives.

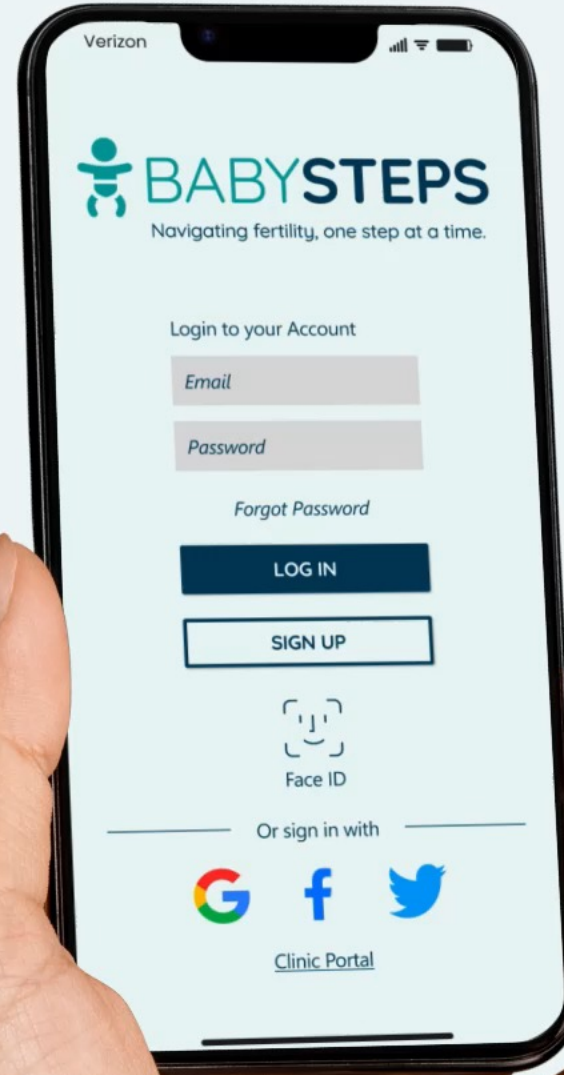


BABY STEPS

Navigating fertility, one step at a time.



You don't have to go through your fertility journey alone. Learn how to take your first steps today.





BABYSTEPS

Navigating fertility, one step at a time.

Appendix

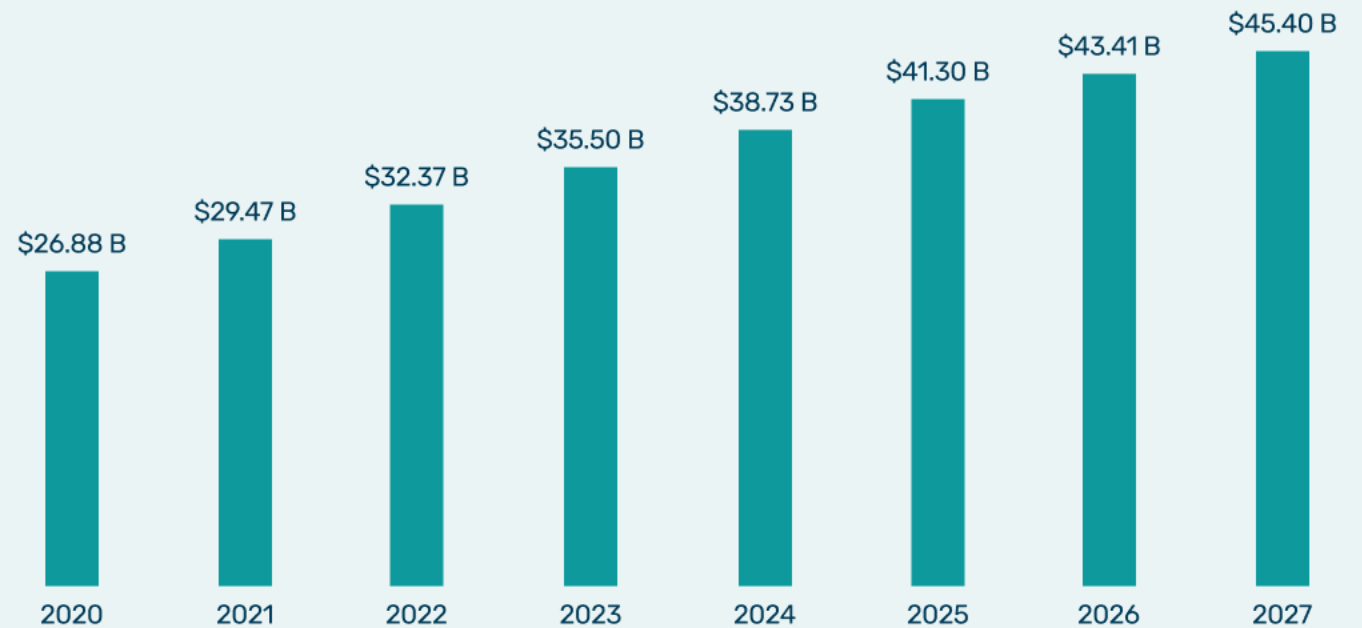
[Coda Project](#)

[Project Plan](#)

Market Analysis

Fertility Market

The global fertility market was valued at USD 26.88 billion in 2020 and projected to reach USD 45.40 billion by 2027, at a noteworthy CAGR of 4.7% during the forecast period 2021 to 2027.*



*<https://www.precedenceresearch.com/fertility-market>

Value Proposition (Customer)

Customer

- Couples and individuals trying to conceive
- Couples and individuals considering fertility treatments

Pains

- Time at appointments
 - Coming up with the right questions to ask at a 30 min. appointment.
- Not knowing or forgetting what was said at the appointment
- Verified learning resources

Customer Job(s)

- Undergoing some form of treatment now or in the future
- New diagnosis that requires a lifestyle change

Gains

- Peace of Mind going into an appointment
- Knowing they have the knowledge they need to make informed decisions

- Having to explain a symptom you don't know much about
- General knowledge about their own bodies
- Getting in touch with the right doctors for questions

- Adapting to a change
- Self Education
- Caretaking responsibilities

Value Proposition (Product)

Product

- Interactive 3D visualizations of fertility procedures
- Step-by-step video tutorials of common fertility procedures
- A forum or chat feature to connect users with specialists
- A feature to track progress and set reminders
- A virtual/augmented reality component

Gain Creators

- Mobile app or desktop browser
- Verified Information provided by medical professionals
- Easy-to-consume information
- Interactive Learning

Pain Relievers

- Clinic-approved language and information
- Easy-to-use solution for interactive learning

Products & Services

- Interactive Learning Platform
- Learn about specific procedures or how the body works in a more broad way

Business Canvas

Key Partners

- Fertility Clinics
- Medical Device Companies
- Tech Companies

Key Resources

- Fertility Experts
- Content Creators

Customer Relationships

- Personalized Experience
- Impactful and Educational
- Continuous Support
- Integration with Clinics

Cost Structure

- Content Creation and Management Costs
- Maintaining Partnerships

Key Activities

- Content Creation
- Technology Development
- Marketing the App
- Building Relationships with Partners

Channels

- Online/App Store
- Fertility Clinic Recommendations

Customer Segments

- Individuals and Couples trying to conceive
- Fertility clinics and healthcare providers looking to point patients to a verified resource

Revenue Streams

- Partnerships with fertility clinics, pharmaceutical companies, and other related businesses

MVP & MCP

Minimum Viable Product

- General Education and Patient Qualification
- Clinic-finder/selector resource for patients
 - Find-A-Clinic
- Clinic Portal for assigning and reviewing content and forms

Minimum Complete Product

- Onboarding questionnaire
- Clinic Recommendation Tool/Finder
- Community & Support Features
- Modern Data Infrastructure with Dashboarding abilities

Business Case

Opportunity

There is a growing demand for fertility education and resources, as more and more people are seeking information and support on fertility-related topics. According to the Centers for Disease Control and Prevention (CDC), 12% of women of childbearing age in the United States have difficulty getting pregnant or staying pregnant.

Competitive Advantage

The app offers interactive and engaging content, such as 3D visualizations and virtual reality components, which sets it apart from traditional fertility education resources. Additionally, it offers a variety of features such as AR procedure previews, clinic integration, and learning resources, which will make it a one-stop-shop for fertility education.

Cost Savings

The app can help reduce the costs associated with fertility treatments by providing users with accurate information and resources that can help them make informed decisions. By providing education on how to track ovulation and schedule appointments, the app can help users save time and money on unnecessary visits and treatments.

MVP & MCP



Minimum Viable Product

- Patient education resources provided by clinics
- Clinic ability to assign specific educational resources to individual patients

Minimum Complete Product

- Augmented Reality procedure previews
- Ability for patients to track their progress and resources
- Integration with clinic systems
- Community and support features

Features

Augmented Reality Procedure Previews

Using Augmented Reality, users can preview procedures they will be learning about from the perspective of a doctor performing the procedure. Seeing this in 3D should solidify the learning outcomes of the users.

Clinic Integration

Integrating with clinics will allow clinics to assign resources to their patients to setup a baseline of knowledge. This will enable the patients to ask better questions during appointments and provide the doctors with the same starting point for each patient.

Learning Resources

Users can self-educate and learn about their bodies, procedures, and clinics. This allows users to learn about the treatment options they can pursue as well as learning about fertility in general.

Personalized Learning

By tracking your own information and even partnering with clinics, users can learn about the fertility options they are currently experiencing.

Commercialization

1. Develop a **marketing strategy**.
2. **Partner** with fertility clinics to incorporate the app into their care plans.
3. Establish **competitive pricing**, while still allowing profit.
4. Continuously **gather feedback** from users and ideate based on their suggestions.
5. Expand the app offerings to include **additional features** to provide a more comprehensive fertility support system.
6. Seek out **funding opportunities** to support app development and growth.

Affiliate Marketing Model

By partnering mainly with fertility clinics, we can allow them to create and assign educational resources to patients for a fee from the clinic, providing a revenue stream without having to charge users directly. This also allows clinics to provide the information to the app that they want their patients to learn about, including their statistics, doctors, and procedures.

Risk Mitigation

1. **Technical Issues**- regularly test the app for functionality and reliability, provide technical support to users, and have a backup plan in place for when issues arise.
2. **Low Adoption Rates**- conduct regular market research to continuously understand the target audience and adjust the marketing strategy accordingly.
3. **Data Security Breaches**- use data encryption, access controls, and clear guidelines to users on how to protect their personal information.
4. **Competition**- conduct regular competitive analysis to stay up-to-date with industry trends and stay ahead of the competition by innovating new features and continually improving the user experience.

Key Metrics to Track

1. **User Acquisition**- track the number of new users signing up for your app each month to gauge the effectiveness of the marketing strategy.
2. **User Engagement**- track the number of sessions per user, time spent in the app, and the number of interactions per session to understand how well your app is received.
3. **User Retention**- track the percentage of users who return to the app after the initial sign-up.
4. **Clinic Sign-ups**- track how many clinics are using the app to assign resources to their patients.
5. **Customer Feedback**- regularly gather feedback from users to understand how well the app is meeting their needs and where there is room for improvement.

Partnership Opportunities



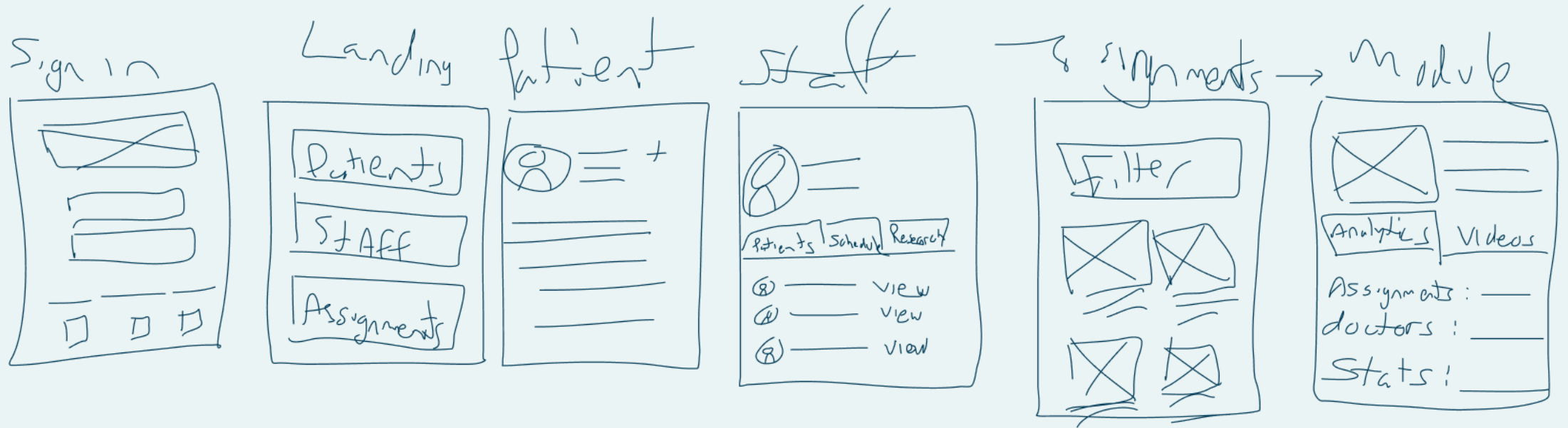
Affiliate Marketing

- Recommended/Suggested Clinics
- Create and Assign Resources to Patients

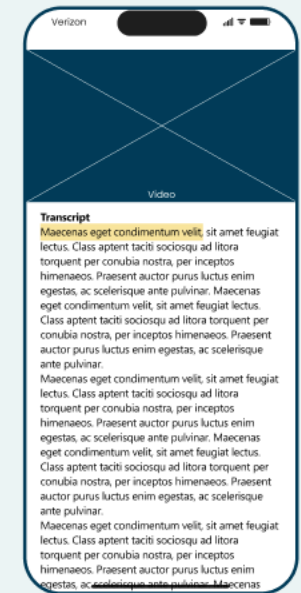
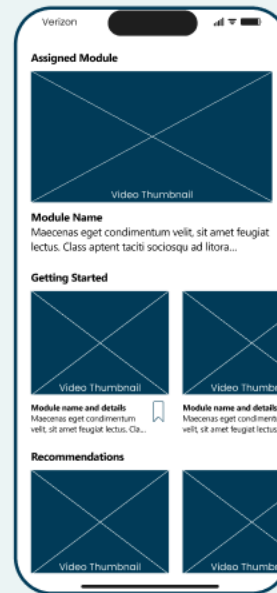
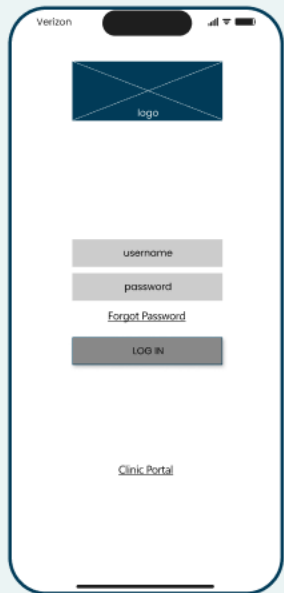
Timeline



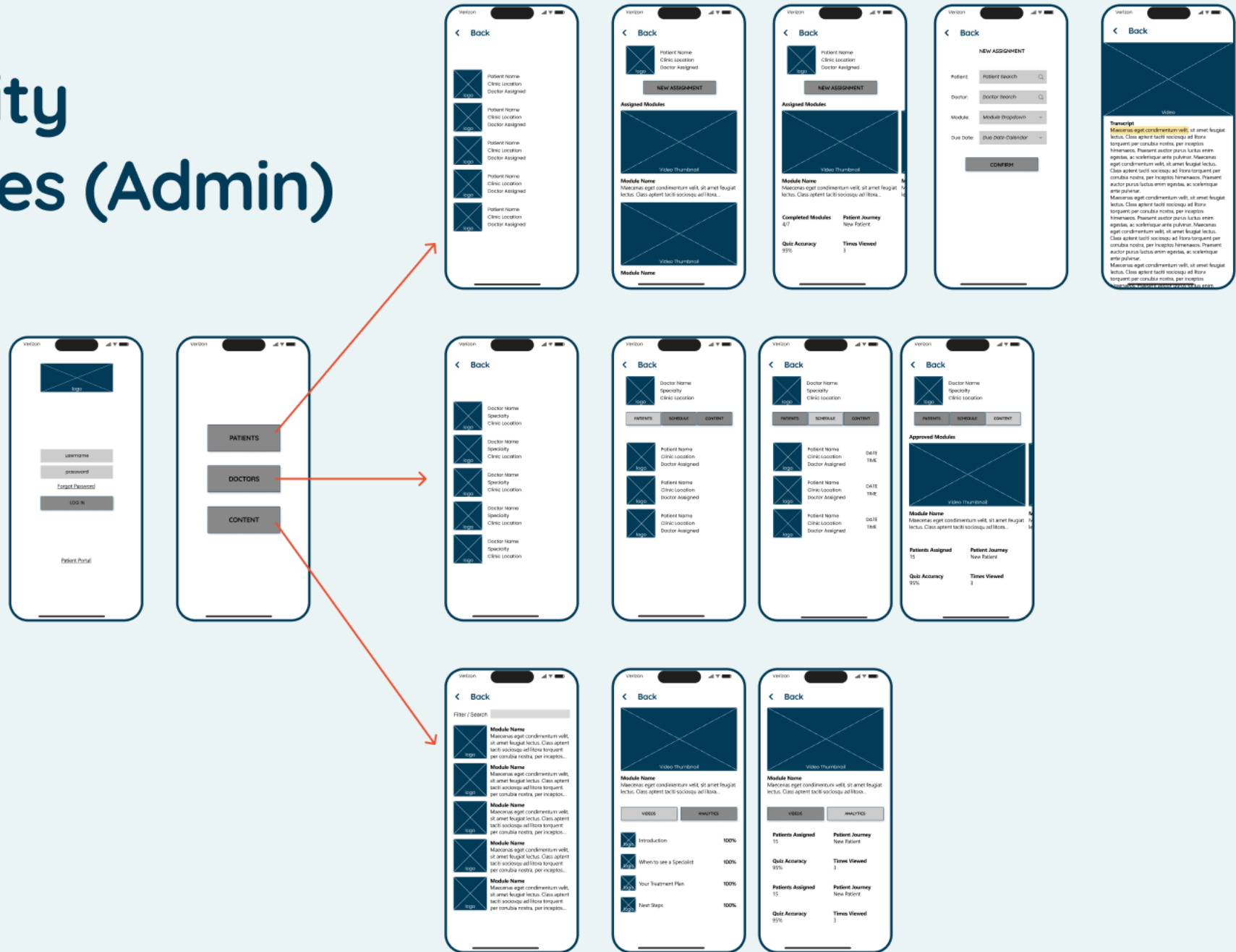
Wireflows



Low Fidelity Wireframes (Patient)

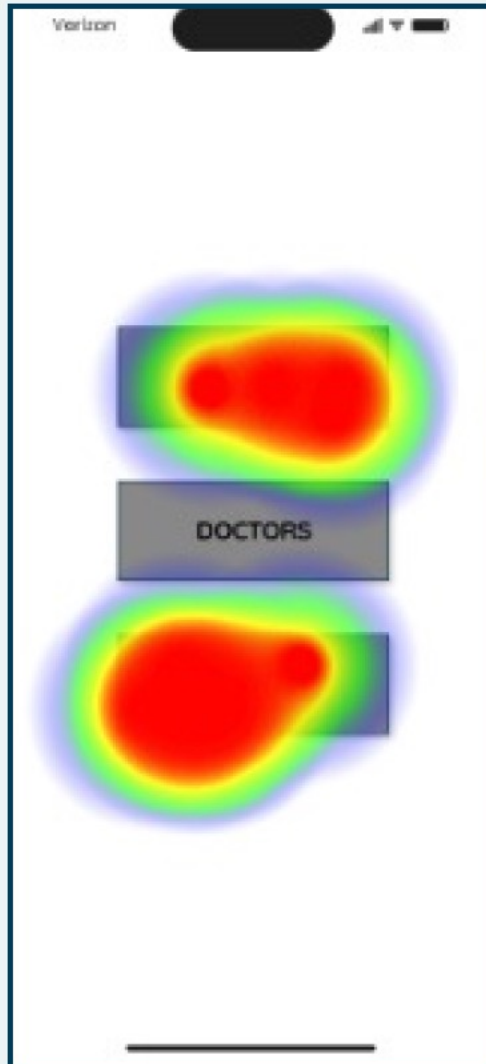


Low Fidelity Wireframes (Admin)



Lo-Fi- Results

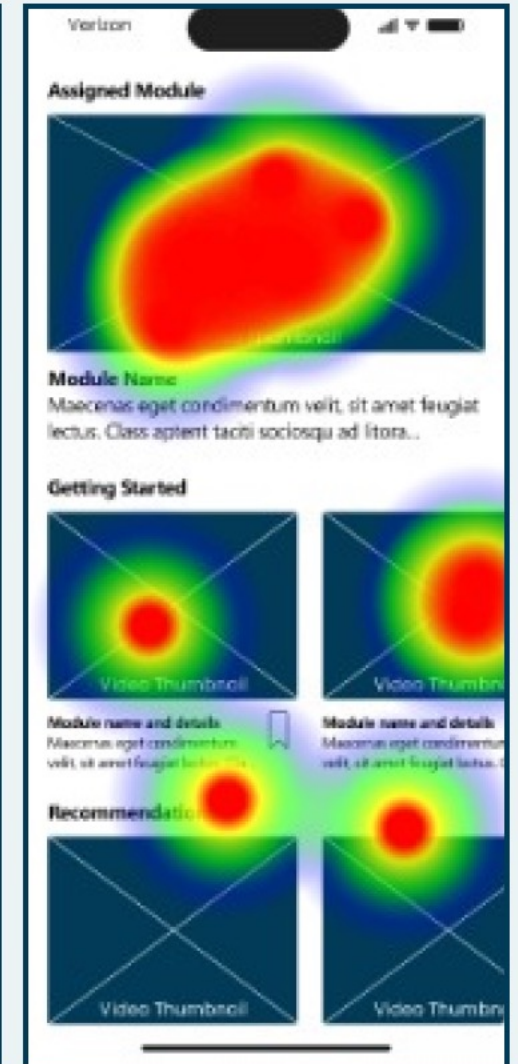
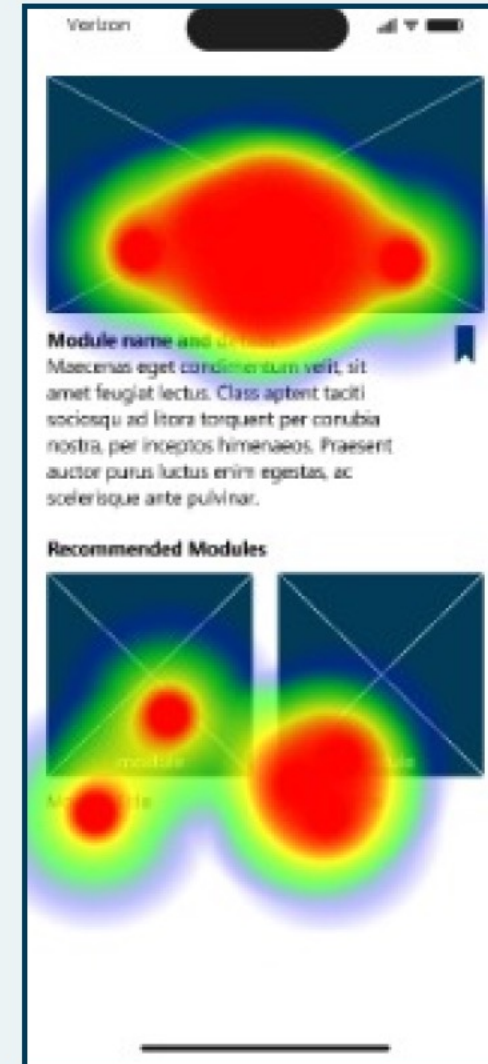
When asked how they would view a module, about 40% of the participants went to the patient's section of the app.



When asked to navigate to, and view a doctor's schedule, every single participant was able to navigate this task successfully.

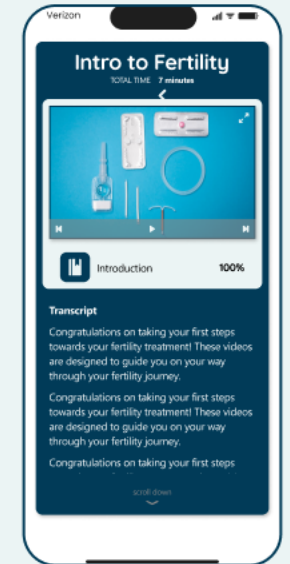
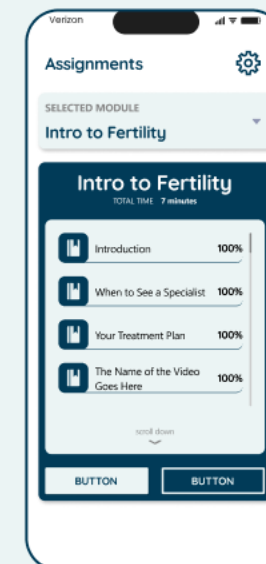
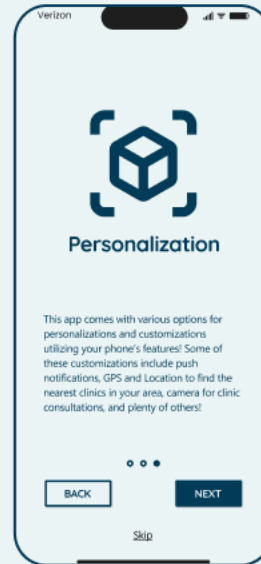
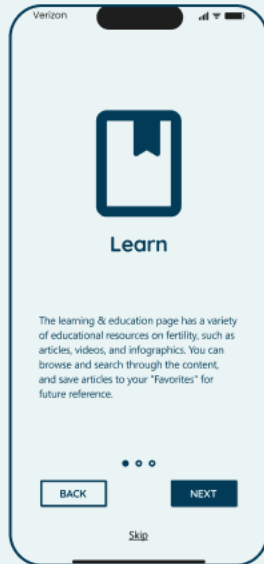
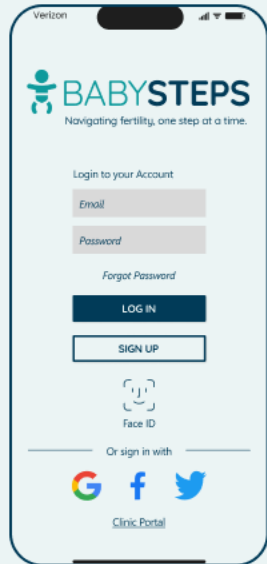


When asked to start watching a module, participants were generally clicking through the main video, but many participants ventured to other sections of the app to get to start watching videos.

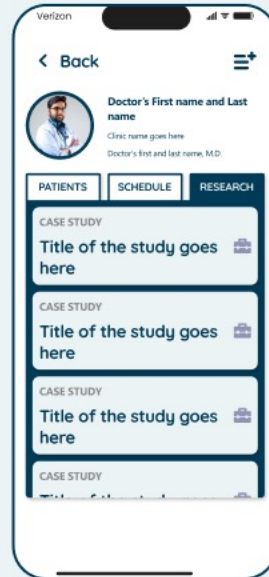
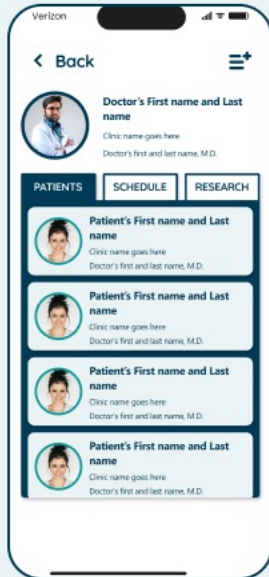
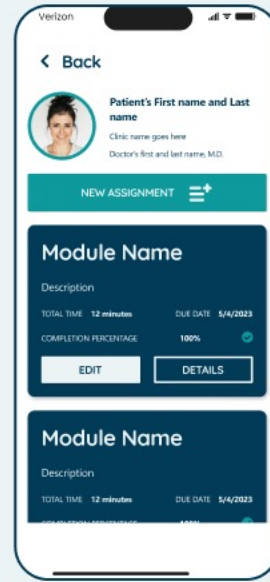
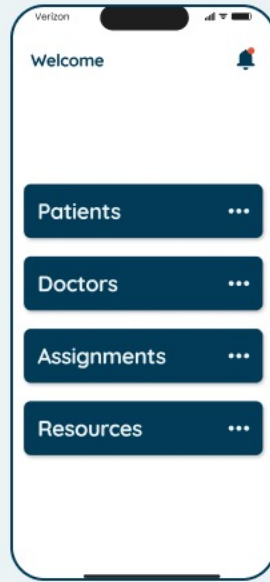
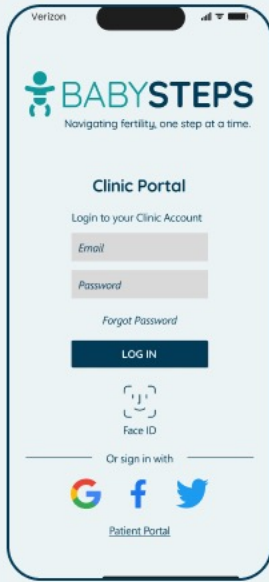


High Fidelity Wireframes

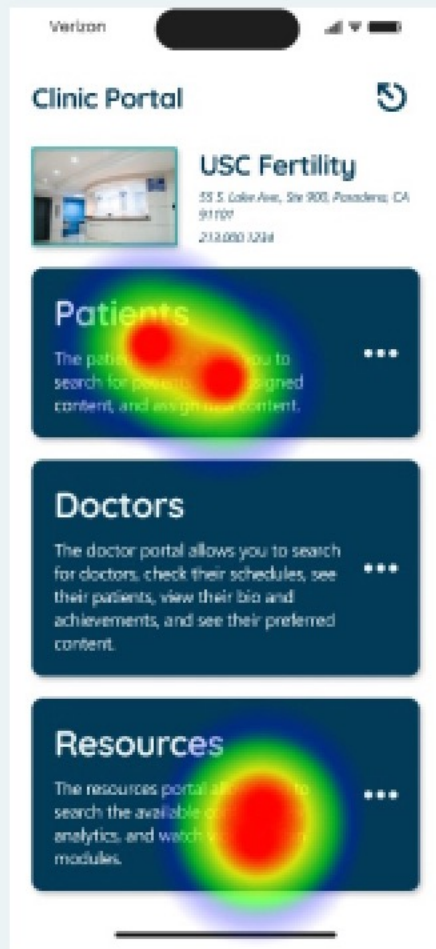
High Fidelity (Patient)



High Fidelity (Doctor)



High-Fidelity Test Results



When asked to assign content to a specific patient, half the participants clicked on the patients tab while the other half navigated to the resources tab.

When participants were tasked with choosing a video to watch, most navigated to the videos tab of the module, but many clicked on the assignment statistics thinking it was a button for the videos.

