

Home Base Case Study

Initial Problem

National STI/STD rates are at epidemic proportions, particularly among the **18-24 year old** age group.

How can we get **more young adults tested?**

How can we get young adults **engaged** with their sexual health?

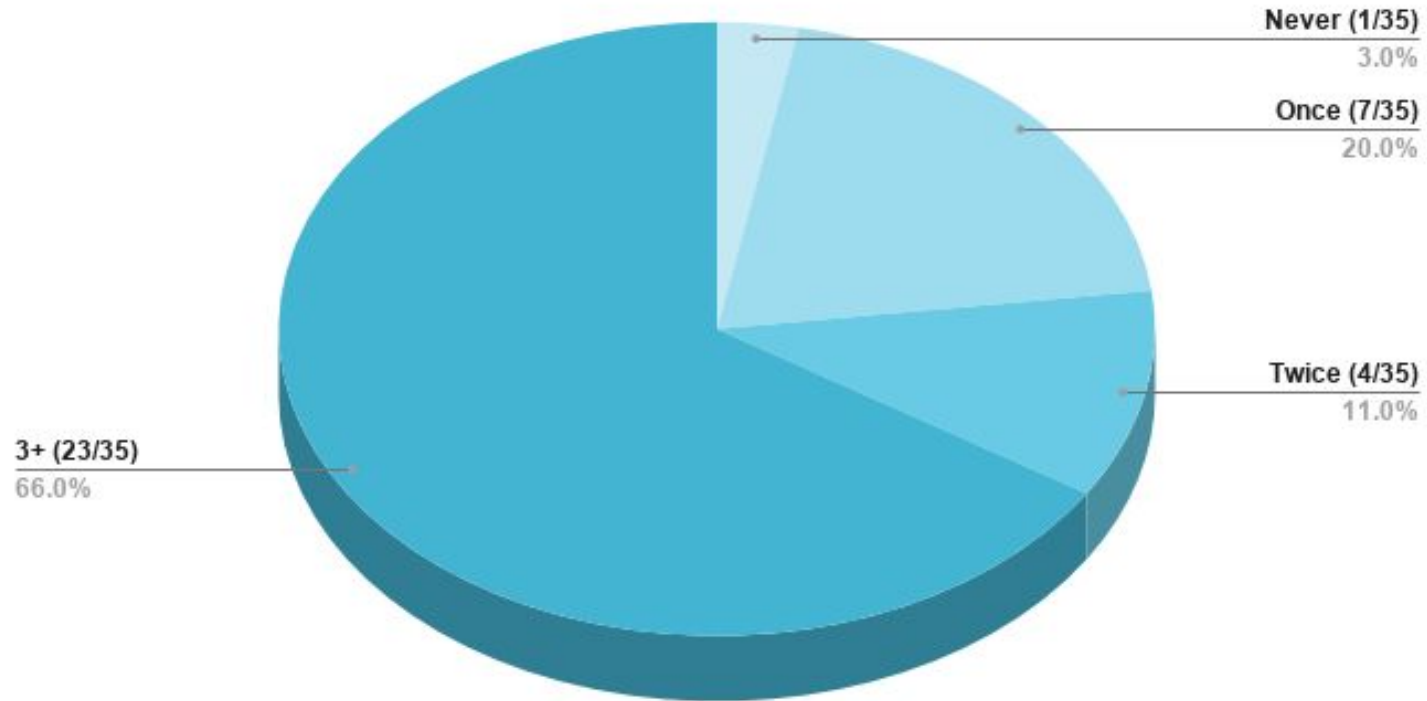
Areas of Research

- Young adult STI/STD testing rates
- Knowledge of insurance coverage
- Attitudes regarding healthcare/doctor visits
- Typical appointment scheduling practices
- Sexual education learned in school
- Knowledge of healthcare systems and resources

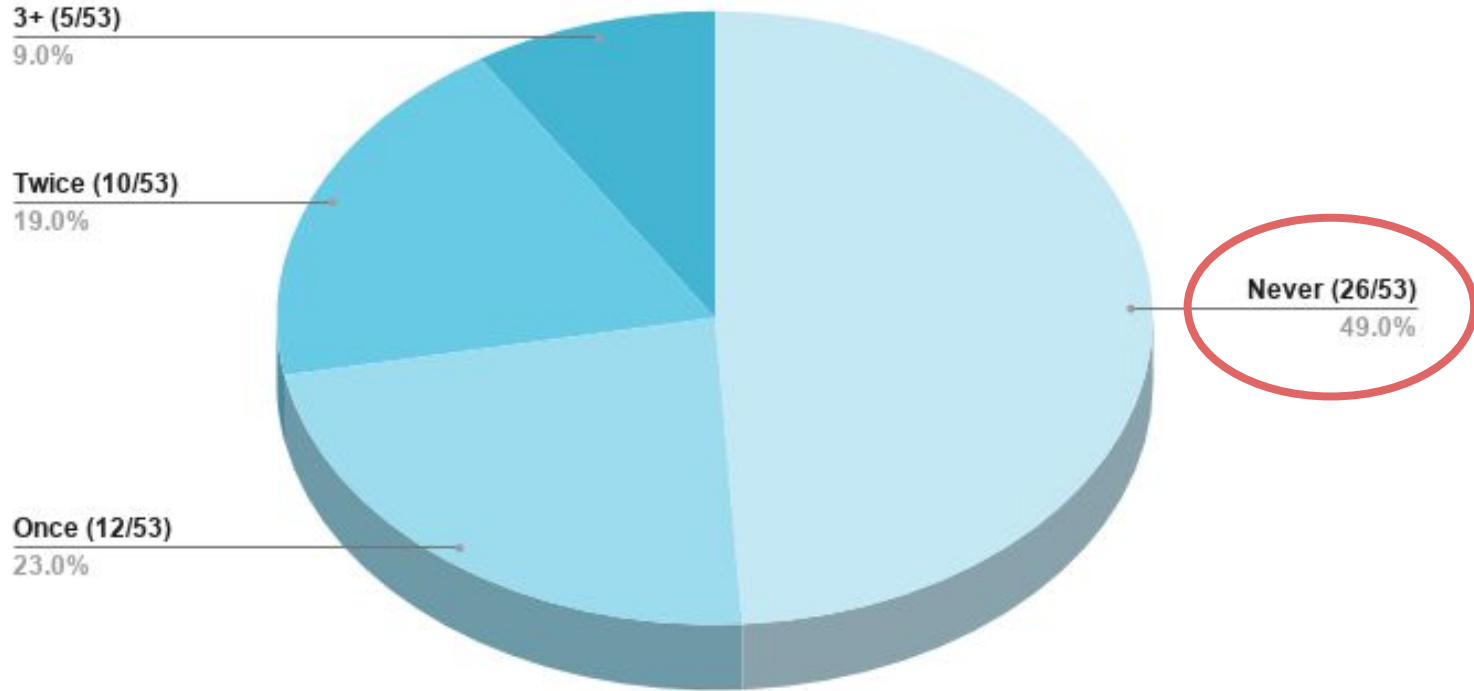
Methods of Research

- Online anonymous survey via social media
- Refined survey with anonymous polling
- 7 in-depth interviews
- Numerous informal conversations

Number of Times Young Adult Women (ages 21-31) Have Been Tested for STIs



Number of Times Young Adult Men (ages 20–30) Have Been Tested for STIs



POSITIVE MOTIVATORS

-

Open comm.
is beneficial
and healthy

Talking with
friends eases
anxiety

STD tested
proactively
after LTR

take better
care of myself
as adult

Overcoming
Shame of
confronting male
sexual health

Visiting provider
/ clinic is
vulnerable

WHICH OFFICE?

-

Where to get
tested for STD?
doc vs clinic

Do only
women go to
Planned
Parenthood?

Men don't
regularly engage
healthcare systems
vs women

Defaults to
regular family
doctor office

Cross referenc
reviews on
Maps / Zocdoc

SCHEDULING APPTS.

-

Maintains
other routine
appointments

Making appts.
can be
frustrating

Never sched-
uled own
doc. appt.

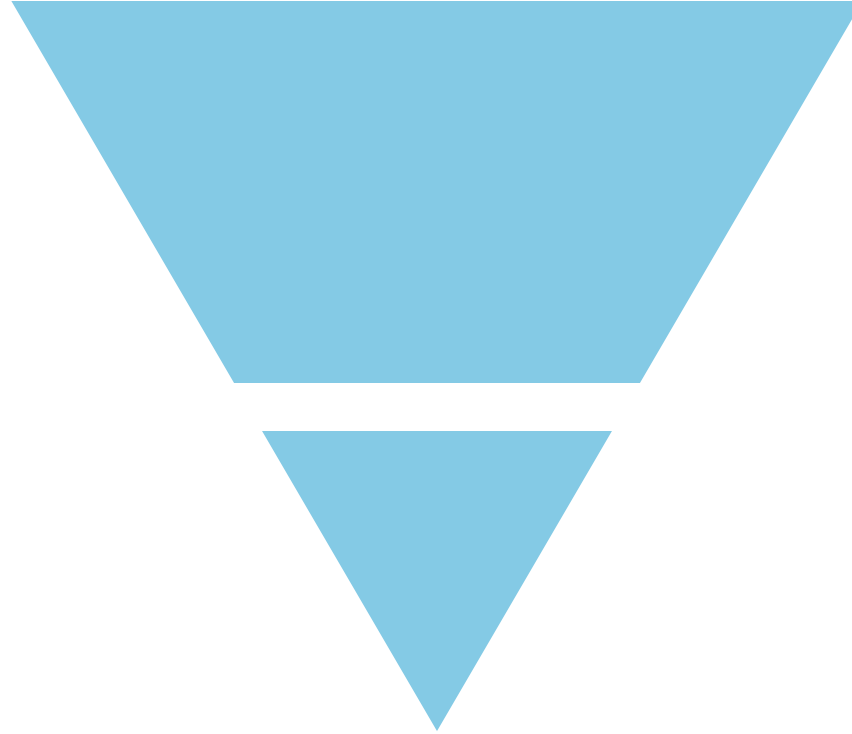
INSURANCE

-

infect
sex ed
School

**Differences in the ways men and women
engage with healthcare systems.**

Healthcare systems



**Sexual health education,
knowledge, & resources**

Identified Common Pain Points

- Sexually active, but never been STI tested – unsure of testing process, and unsure of current status
- Doesn't regularly schedule (or attend) healthcare appointments – can be daunting to find compatible locations and providers
- Haven't received sufficient sexual education in school
- Finds it difficult to approach or discuss topics of sexual health – it's a very personal and private matter

DAUNTING

SHAME

CONFUSING

PRIVATE



**I felt weird walking into PP as a guy,
even though I know it's for everybody.**





Taking care of my sexual health is a pretty vulnerable thing to do.



Problem

Young adult men currently find it difficult to engage with healthcare systems, and as a result, are not in tune with their sexual health.

Solution

A platform that empowers young adults, especially men, to learn about and take responsibility of their sexual health.

The Foundation

Privates School

Proposed sexual health facilities which aims to **lower the barrier to sexual health resources** and education for young adults, while doing so in an **approachable and easy to understand** way.



Privates School

Safer sex today.





Privates School

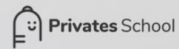
Safer sex today.



Slide in our office to learn about sex.



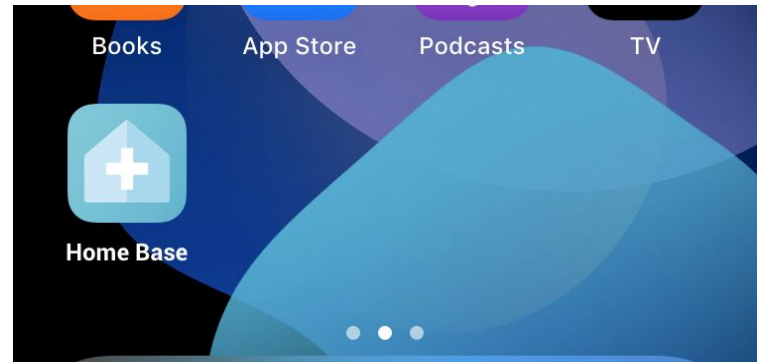
Take a seat,
we'll be
right with you.



Introducing...

Home Base

A mobile app designed to connect young adults to **Privates School** facilities and resources. One stop shop for STI testing and sexual health education.



Who is this for?


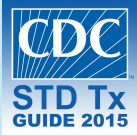























Jared | Age 24

Minneapolis, MN

Jared is a recent college graduate who has just entered the corporate workforce. He dated a couple of girls in school but is now single, casually using dating apps to meet girls in a new city. Jared just had a risky, unprotected sexual encounter with someone new and is paranoid about his sexual health. He wants to get it checked out, but has never been tested before and is unsure and daunted about the whole process. Jared saw a billboard for Privates School and wants to check it out.



Competitive Analysis - Similar Apps

	 DIRECT				
Schedule appointments					
Find nearby clinics					
Sexual health/STI info and education					
Facilitate STI testing					



App Components

Hwy 96 E

Privates School - Hwy 96 E
0.3 miles
Open Mon-Sat, 9am to 5pm
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

[Schedule Appointment](#)

[Directions](#)

Thanks for entering your info!

Now we're going to ask you a few more questions regarding the reason for your appointment.

[Continue](#)

Privates School - Hwy 96 E
0.3 miles
Open Mon-Sat, 9am to 5pm

Privates School - Whitaker

[Go](#)

Track Your Visit

Appointment Scheduled

Your visit is set for Monday, April 6th at 4:30pm. If you are unable to attend, please call to cancel with 24 hours advance notice.

[Get directions](#)

Home Base

Ready for your first test?

Thanks for showing up to Home Base. This should be the easiest test taken in your life! Tap answering a few questions.

Home Base

Want to get tested?

The only test you don't have to for: **Get started now**

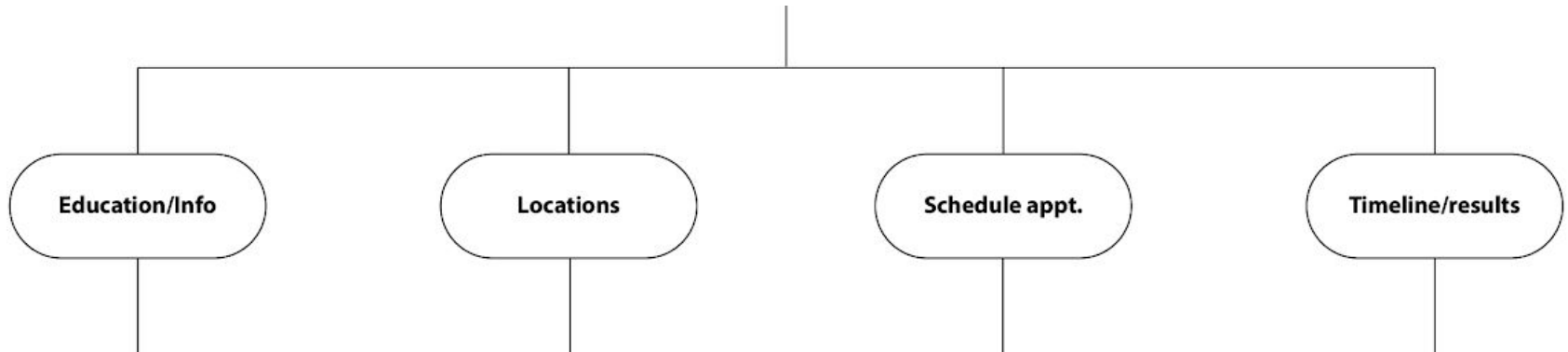
Privates School education

How to have THAT conversation with your partner

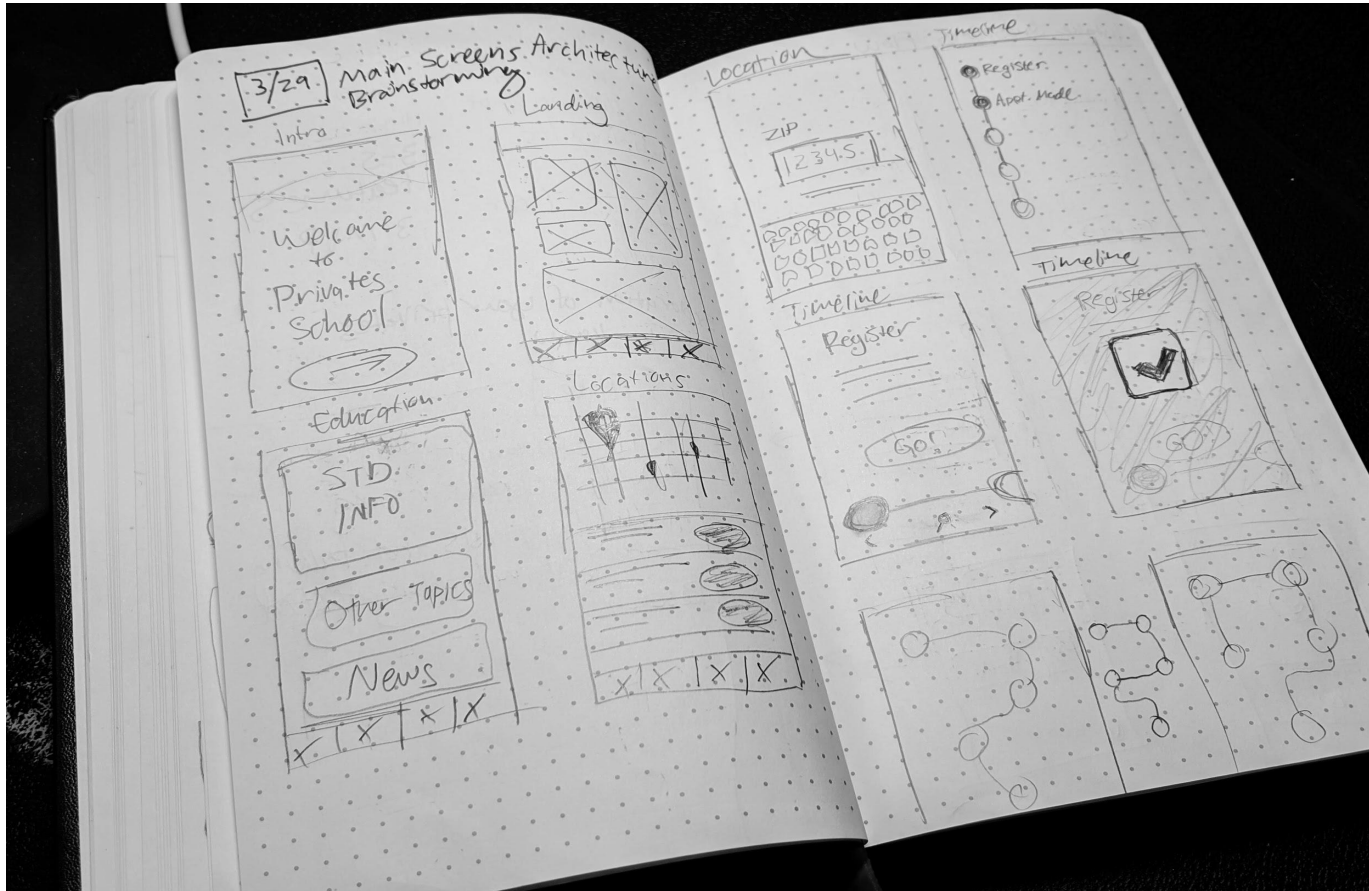
[Home](#) [Location](#) [Calendar](#)

Main Components

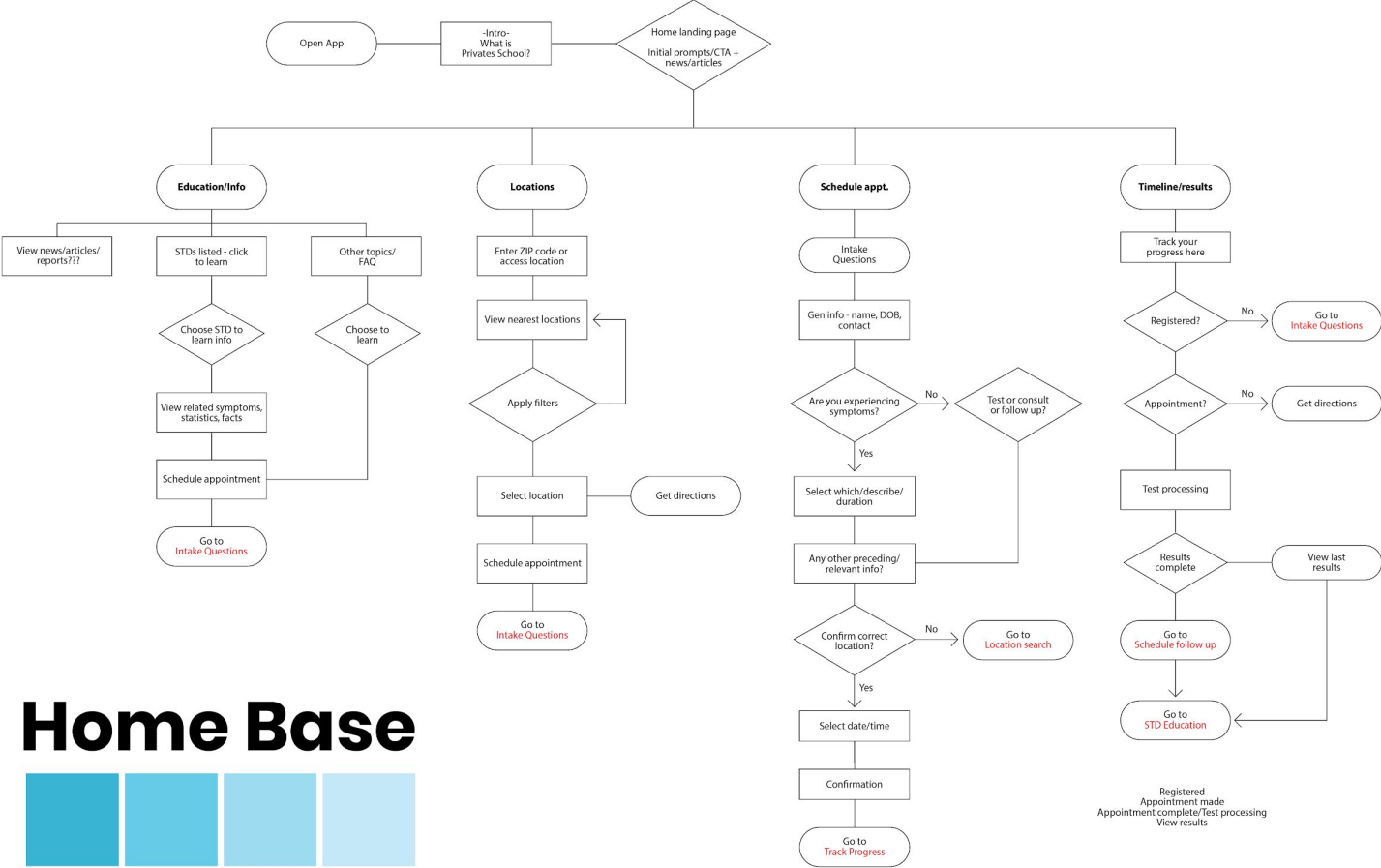
- STI symptoms, information, and education
- Find nearby clinics/facilities (Privates School locations)
- Easily schedule an appointment with Privates School
- Track your entire appointment/testing journey, with follow-up



Sketches



Main Components Flow

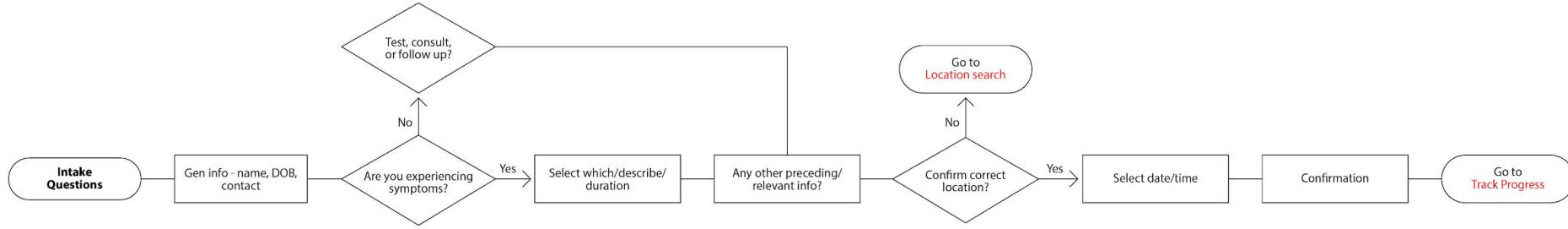


Home Base

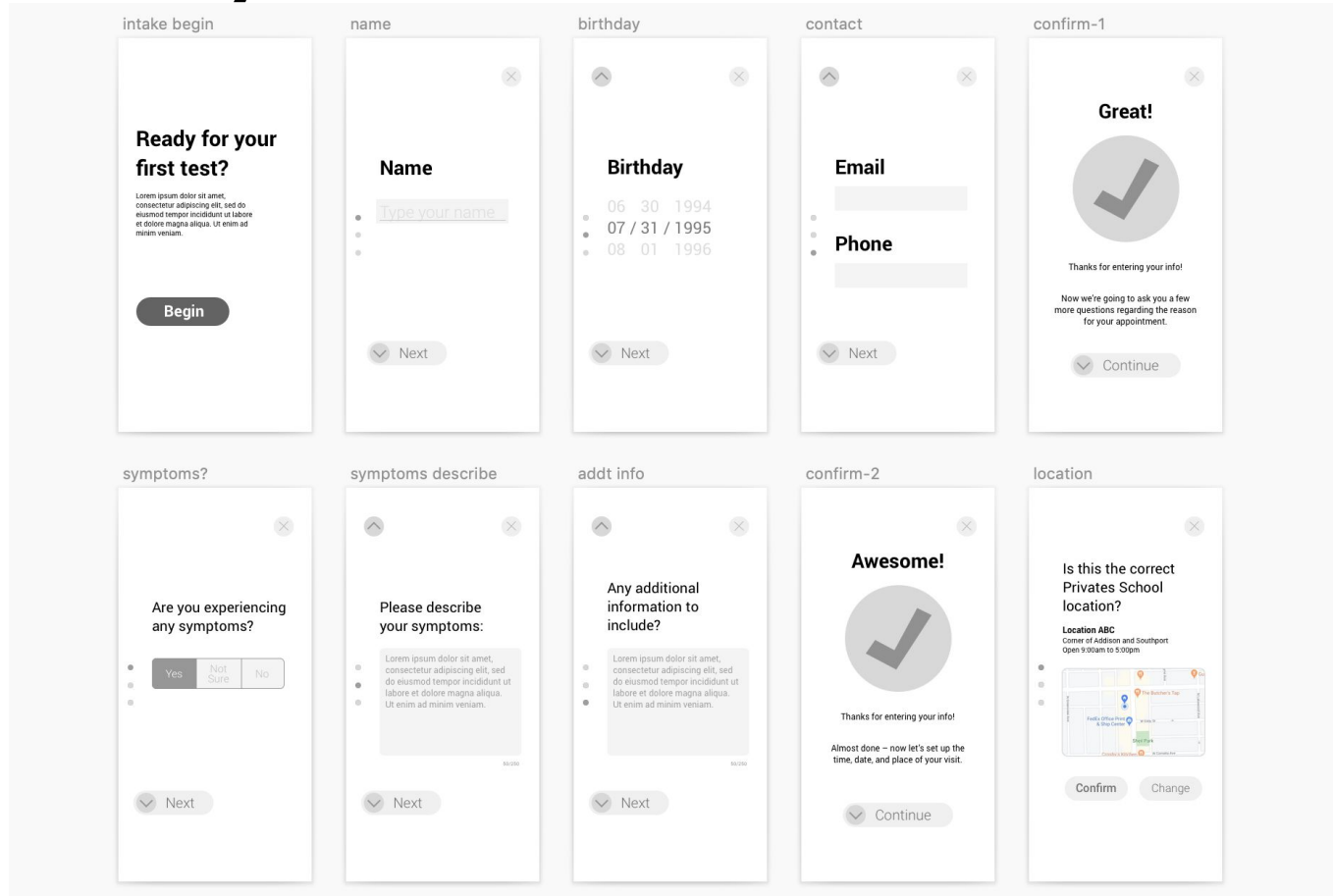


Registered
Appointment made
Appointment complete/Test processing
View results

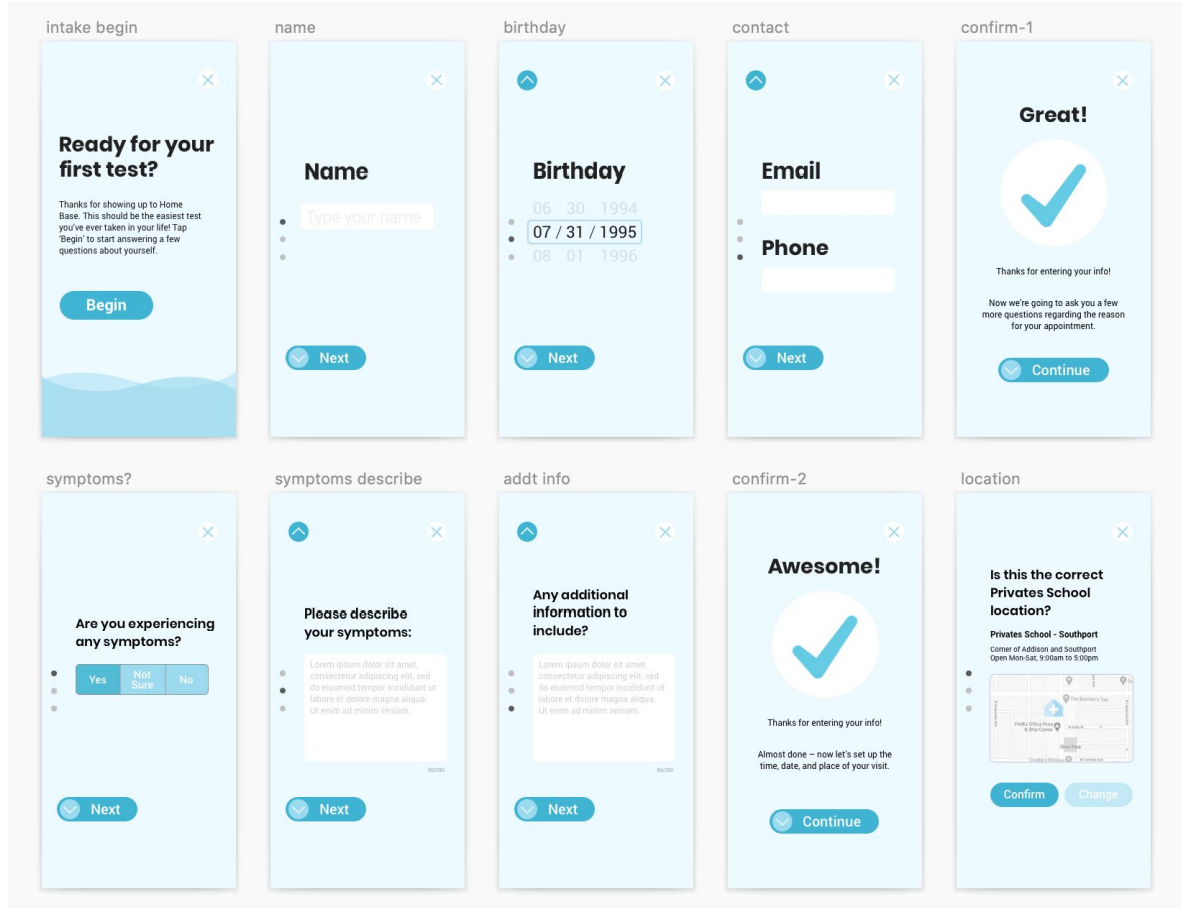
Core Flow - Appointment Intake



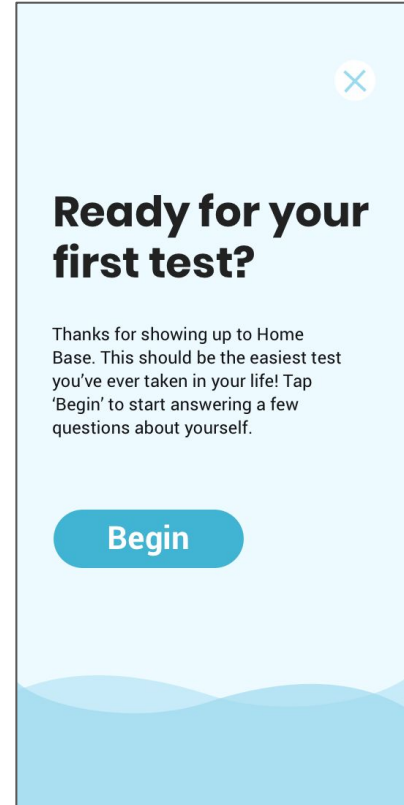
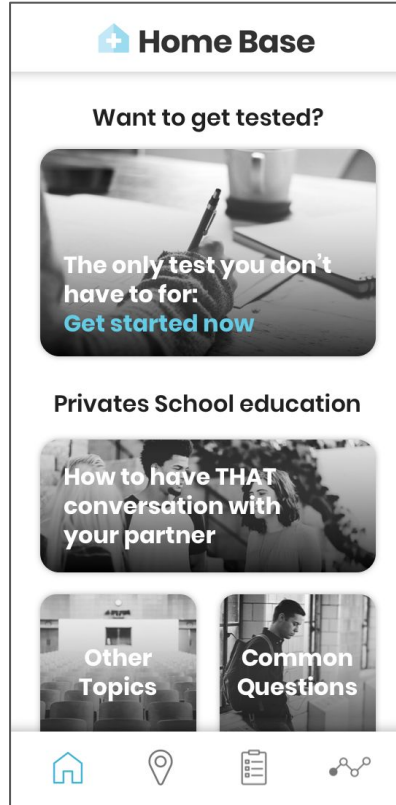
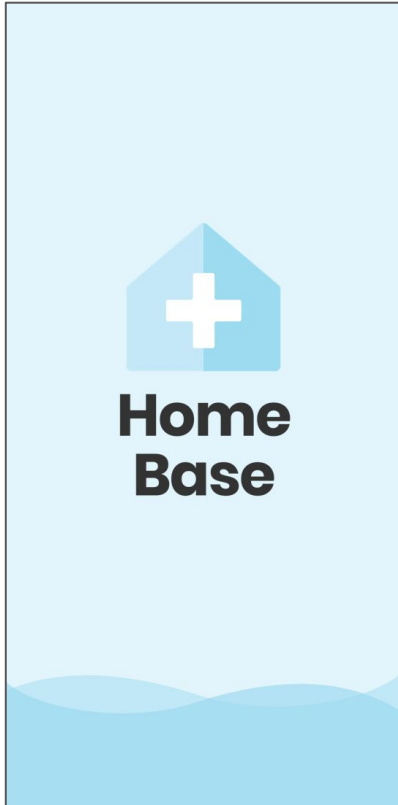
Low Fidelity Wireframes



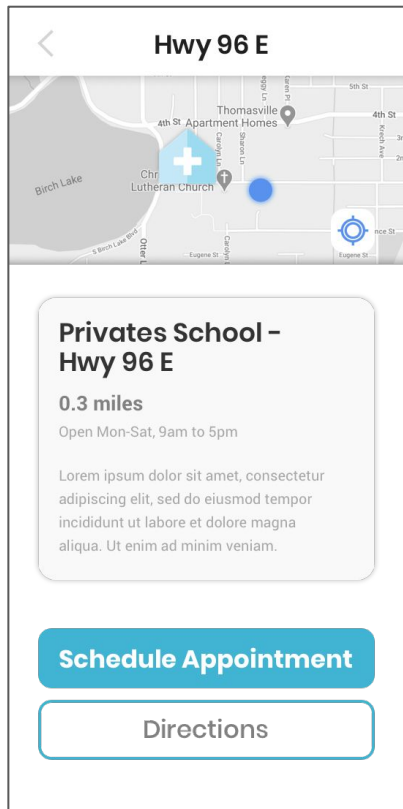
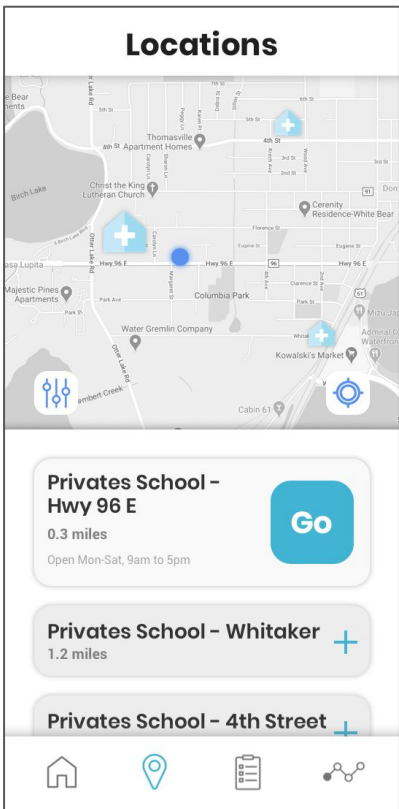
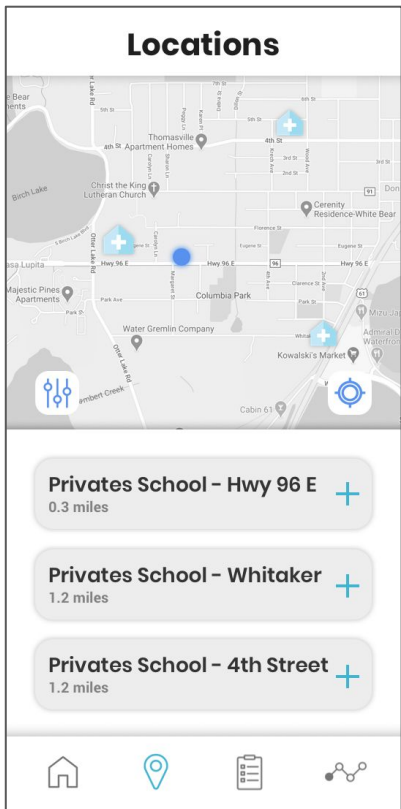
High Fidelity



Home




Location



Track Your Visit





Track Your Visit




Use this tool to track your Privates School appointments and visits all the way through. We'll keep track of your appointment details, test results, and any necessary follow up information, helping you along the way.

Looks like you don't have anything set up yet.

[Schedule Appointment](#)



Track Your Visit








Appointment Scheduled

Your visit is set for **Monday, April 6th at 4:30pm**. If you are unable to attend, please call to cancel with 24 hours advance notice.


[Get directions](#)

Up next:


Complete your Appointment




Track Your Visit




Register for Privates School




Schedule Appointment








Complete your Appointment



View Results



Review Follow-up



Notable Insights from Research

- Clear disparities between how men and women interact with various healthcare systems and resources
- No dedicated services or products exist to help men learn about sexual health

In the Future

- Proactive incentivization
 - Currently most people are prompted reactively
 - Some type of points, reward, or referral system
- More extensive user testing of the experience
- Cleaner and more unified UI system
- Create the first real Privates School facility