

Introduction

Why this research?

The business value of the research is pretty simple; **cutting costs making a MVP that works** and builds the community around it and attracting more professionals to SMmax through making the process simpler and that **adds more value to the target**.

Business value

What is this process going to bring you?

This research was done to 3 different groups in order to get a clear overview of what was needed for this project to work and to speed the process removing unnecessary elements of the design to **develop a fast MVP and then iterate before that**

Some of the most important **conclusions** were to **highlight the importance of the events for** professionals and to bring a tool for the patients to find easily a doctor suitable for their needs

Research goals

What we wanted to find?

The goal of the research was to clear the path to follow **identifying the most important aspects of the project** and removing the distracting features that could make the process harder and slower.

Also, the client wanted to **target different audiences in the same projects**; the main audience which was current doctors and students trying to create network and learn and a second audience which is patients in need of a specific doctor. Joining these two audiences is a difficult thing to do since it could create confusing communication and user flows, so **we also wanted to take care of this in the most clean way**.

Examples of methodology

Some question targeted at **doctors** were:

- What are the most important things in your current professional network?
- Do you go to events related to surgery?
- Do you spend much money on education in your professional life?

Whole questions targeted at **patients** were:

- Do you read about health on the internet when you have a problem?
- How do you usually chose your doctor?
- What things set you off when you are looking for doctors?

Expectations

My expectations about that the **patients probably need a more concise and less technical language/set of tools** when they use this website rather than doctors that also will need more tools and more value to be offered

Methodology

How was it done?

The methodology used in this process had **3 different groups**;

- The **client**, which are also surgeons
- **Surgeons** provided by the client
- Possible **patients**

With these groups we followed 3 different tests;

- **Card sorting**: to know how to construct the architecture of th site
- **Cuestionarie**: to make targeted questions
- **Focus group**: to try to let the group freely speak and remove some possible biases from us

key learnings

There are many conclusions from the research but these are the most important ones to shape the MVP

- The most important way of sorting the doctors for a **patient is by specialization**
- There are **4 main specializations** in these area; oral surgery, oncology, orthognathic and cosmetic
- People want to solve directly a problem, **doesn't want to know about how a process is done** until he has to receive it
- Some patients want to learn about the process, others don't want to.
- Professionals **create network by events**

Recommendations

What actions can we take from this?

From this conclusions we can draw some direct actions:

- The events functionality **should be top priority**
- Professionals want also to know what are the benefits from taking part in this organization, **so this should be very clear**
- Patients want an easy way to find a doctor, that would be the **most important tool for them.**