



QUEERx: Designing for LGBTQ+ Healthcare

Assignment 4

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Our team



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SymSys '25



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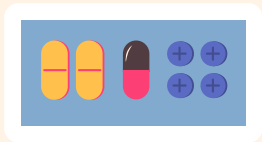
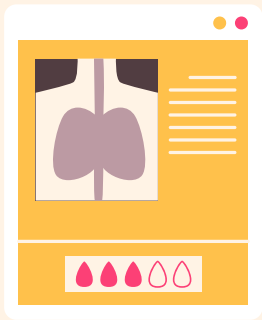


Houston
CS '24

QUEER_x

Where the good doctors are.

Overview



It can be difficult for many queer people to find supportive doctors in their area.

Problem



Queer people looking to find supportive doctors in their area based on recommendations.

User



Community-based app that streamlines finding referrals to doctors who support queer people.

Solution

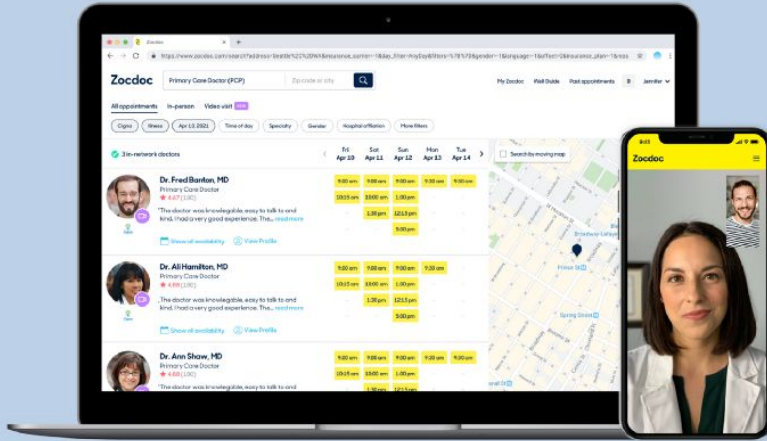
Market Research

What's already out there?



ZocDoc

Find, compare, and book doctors online.



What works:

- Platform incorporates patient reviews
- Refines by specialty, location, and availability
- Can book appointments directly in app

What doesn't work:

- No great way to refine for the LGBTQ+ experience
- Reviews aren't super informative

HealthGrades

Find, compare, and book doctors online.



What works:

- Platform incorporates patient reviews
- Refines by specialty, condition, and procedure
- Wide variety of specialties to choose from

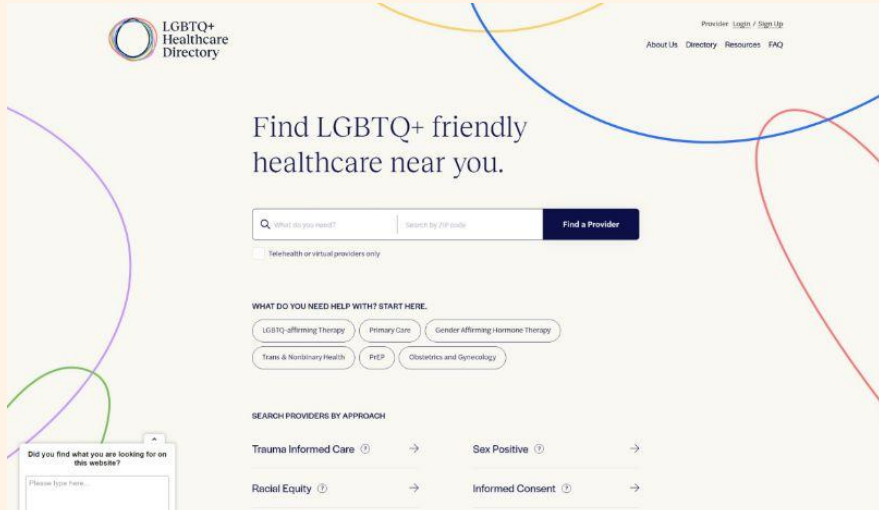
What doesn't work:

- No LGBTQ+ health specialty option (there is...aerospace medicine though?)
- Reviews often contained contradictory information

LGBTQ+ Healthcare Directory



Find LGBTQ+ friendly healthcare near you.



What works:

- Search healthcare providers by specialization and zip code
- Profile of provider's affiliations, certifications, demographics, identities, and practicing location

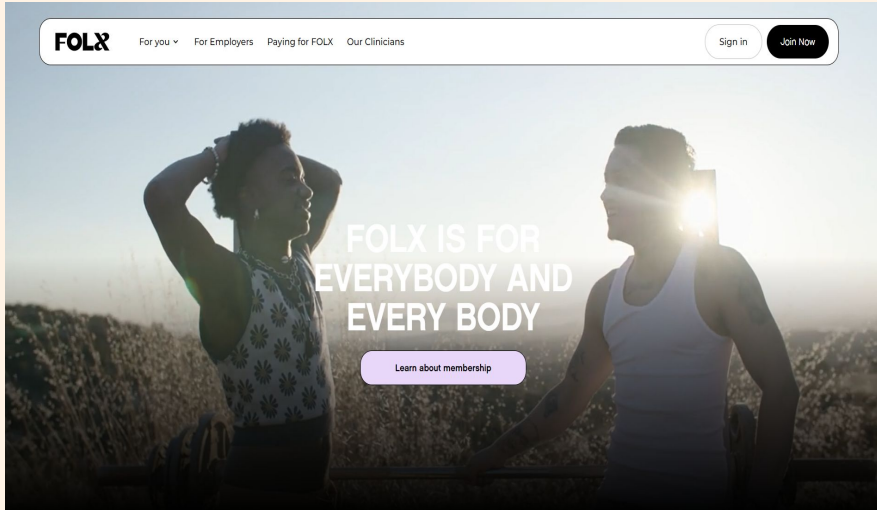
What doesn't work:

- Limited community feedback
- The practitioners have to voluntarily join
- Limited area availability



Folx

LGBTQ-specialized primary care



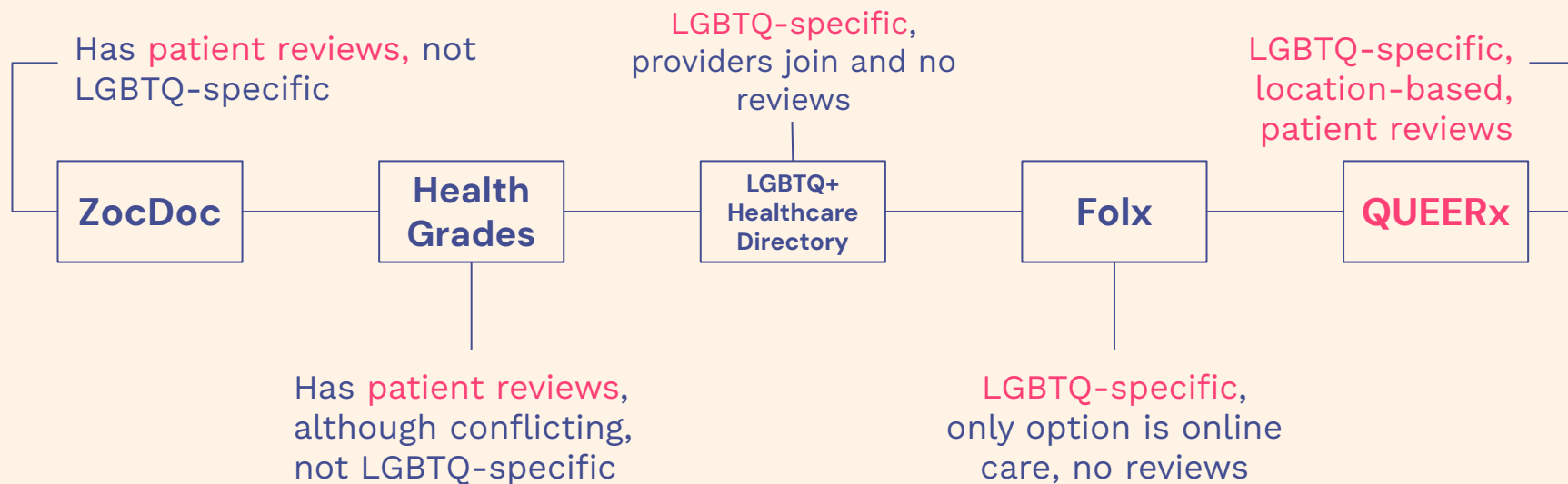
What works:

- LGBTQ-specific care from predominantly queer healthcare providers
- Online-only model can be more convenient for many queer communities

What doesn't work:

- Those seeking in-person care cannot access it here
- No community reviews to vet doctors
- Many have had negative experiences

Where do we fit in?



Word of Mouth

Find doctors through trusted sources



What works:












- Referrals for doctors from people you trust
- Good starting point for doctor-patient rapport
- Certainty that your doctor supports the LGBTQ+ community

What doesn't work:

- Under-utilized in technology
- People new to the queer community or those without networks do not benefit



Where do we fit in?

	ZocDoc	Health Grades	LGBTQ+ Healthcare Directory	Folx	QUEERx ⁺
LGBTQ-specific					
Patient reviews					
Location-based					
Community-centered					





Direct Stakeholders

- Patients
 - Current
 - Former



Indirect Stakeholders

- Doctors
- Nurses
- Insurance companies



+

+

+

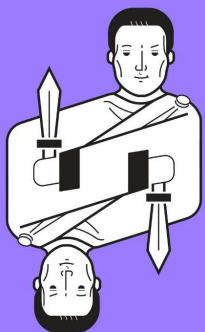
How can we do this ethically?

+

+

+





THE
BACKSTABBER

THE
BACKSTABBER

◆
What could cause
people to lose trust in
your product?

What could make people feel
unsafe or exposed?

What mechanisms are in place
for listening to your users?

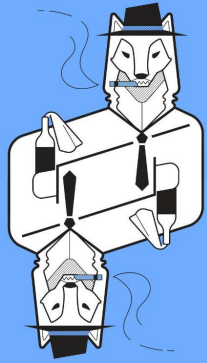
How will you recognize larger
patterns in feedback so that action
can be taken?



Privacy:

- Allow for anonymous users to interact with the product
- Don't sell user data
- Securely store data for non-anonymous users





THE
BIG BAD WOLF

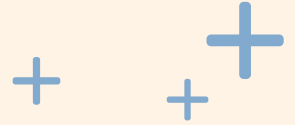
THE
BIG BAD WOLF

◆
What could a
"bad actor" do with
your product?

What would predatory and
exploitative behavior look like
with your product?

What product features are most
vulnerable to manipulation?

Who could be targeted with
your product?



Spread of Misinformation:

- Unverified users could write reviews of doctors they've never seen
- People with malicious intent could "out" users before they're publicly ready



Our tasks

Sam is searching for a new doctor.



Simple

Sam is looking for a doctor that is supportive of the LGBTQ+ community.



Moderate

Sam is getting doctor recommendations from other people.

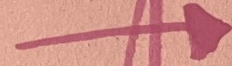


Complex

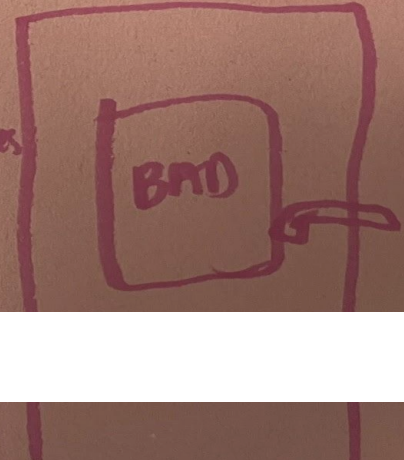
Sam is leaving reviews on medical practices they've visited before.

user sitting in waiting room

and another, looking annoyed

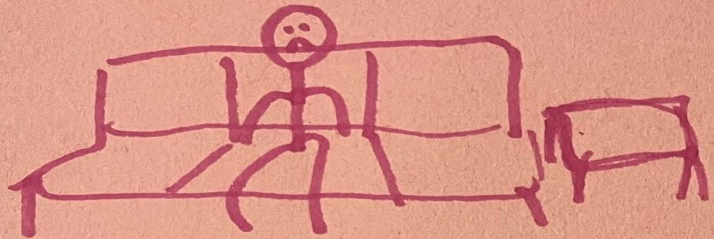


doors slam over and over, bad qualities on big notice



The story

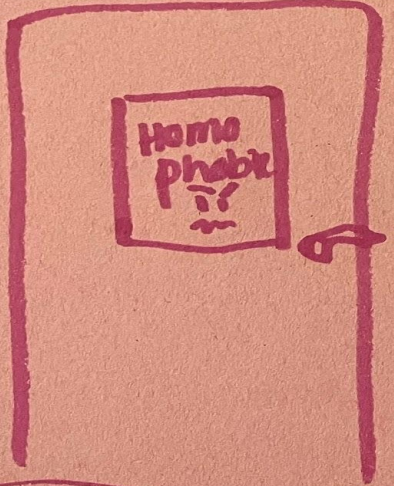
user sitting in waiting room



and another, looking annoyed

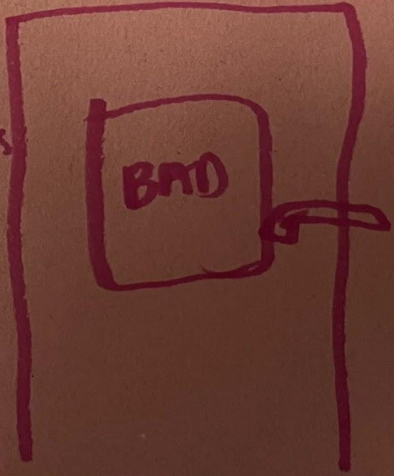


Home
phobic



doors
slam over
and over,
bad qualities
on big
notice

BAD



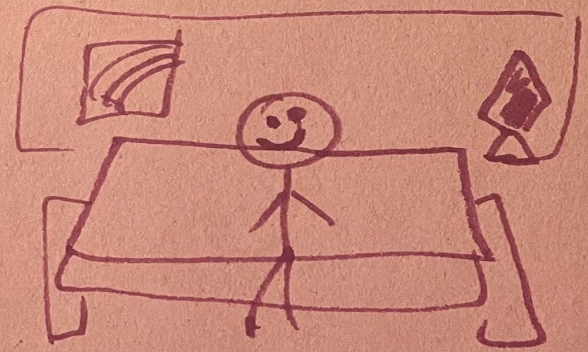
② people hand them a bunch of reviews



①

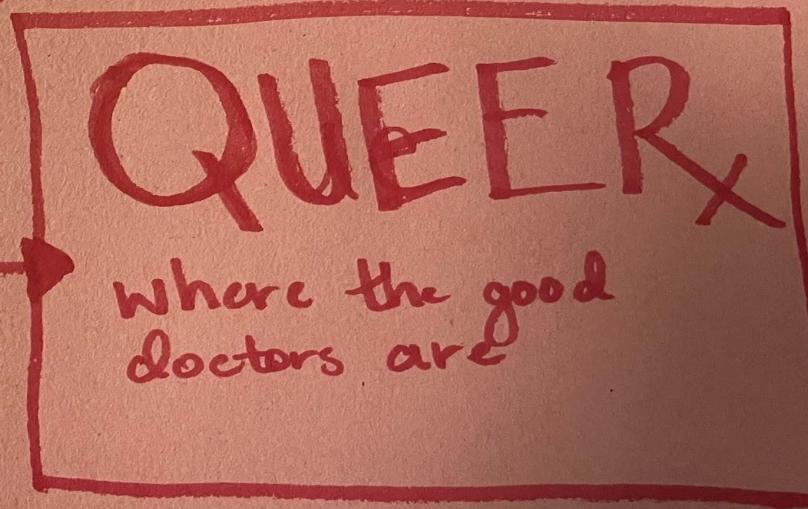
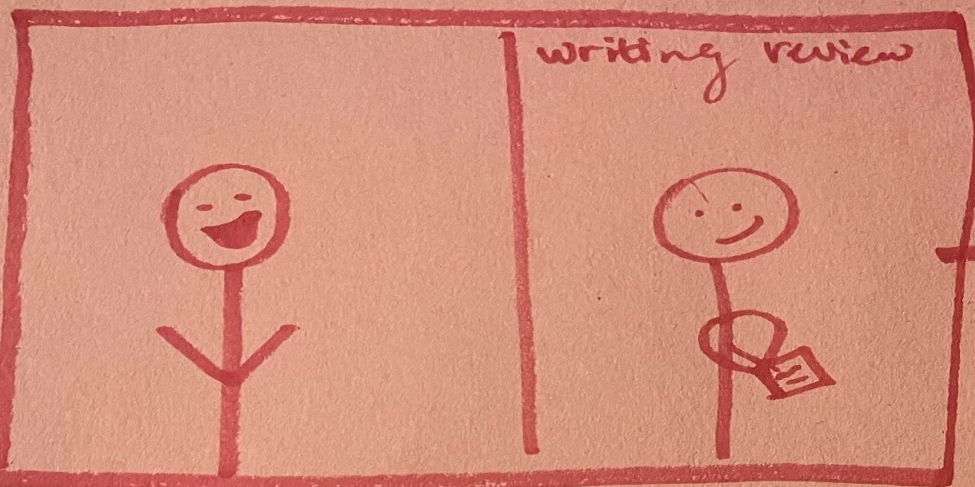


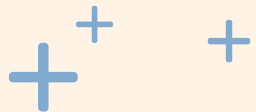
community unlocked



positive doctor interaction







Our concept video





Thank you!



Appendix on next slide.



CRÉDITOS: Esta plantilla para presentaciones es una creación de **Slidesgo**, e incluye iconos de **Flaticon**, infografías e imágenes de **Freepik**



Appendix

Our video can be found at <https://youtu.be/KNyXpbhA77Q>.

Our storyline and tagline brainstorming can be found in the speaker notes. Our top three choices were “Find the good”, “Where the good doctors are”, and “Your doctor your way”, decided on with a ranked choice vote.

Video materials:



★★★★★ Best doctor I've ever been to! I had no problems with them getting my name wrong.	★★★★★ I've been looking for a doctor for about a year now and I've finally found the best one here.
★★★★★ I had my first checkup today and I've never been more comfortable with a doctor.	★★★★★ If you're looking for fantastic gender-affirming care, look no further!
★★★★★ This doctor is caring, compassionate, and competent! Highly recommended for any LGBTQ+ folks.	★★★★★ This doctor is GREAT for anyone in the Queer community!! I highly recommend them if you're tired of doctors misgendering you.
★★★★★ This is the first time I've been comfortable enough to tell my doctor I'm gay!	★★★★★ As a 70 year old, I've been to a lot of doctors. As a lesbian, this is the best one.
★★★★★ BEST DOCTOR!!!!	★★★★★ If you're Queer, go here <3