Challenge description:

- This challenge is to make it easy for doctors and other healthcare professionals to sign up and become active members of MedShr, the world's leading case discussion and medical knowledge-sharing platform.
- A successful team will **propose a sign-up flow and user experience** which allows the MedShr team to capture enough information to verify each doctor's eligibility for the platform and ensure they have access to the appropriate content. Throughout the sign-up process, doctors should also feel reassured that MedShr is the most appropriate platform for case discussion and by investing time to provide their details, they are helping to ensure the integrity of the platform.
- This is a challenge requiring students to combine creativity, logic and empathy with market research.

Assumptions:

The team will receive guidance from MedShr about:
- Member eligibility requirements.
- Details required from each member during sign-up process.
- Additional optional details which members may provide to optimise their experience.
- How members will use MedShr once they have been approved.
- How details input by prospective MedShr members will be used.
- A selection of apps and platforms with similarly rigorous membership criteria.

Deliverables:

- PPT (or similar) presentation summarising the following:
  - Market research, including an overview of the sign-up experience to access apps and platforms such as Figure 1, MedScape and Doximity and other medical content platforms such as Springer Healthcare and Radcliffe Medical Education.
  - Personas: Examples of key user profiles.
  - Approach: Should the sign-up flow be frictionless or have friction? Why?
- Schematic: Diagram showing sign-up flow.
- Mock-ups: Visual walk-through showing sign-up screens for a specific persona.

Recommended methodology:
- Research and summarise apps and platforms with rigorous membership criteria, with side-by-side comparisons.
- Research best-practice and innovative user flows and designs for sign-up forms.
- Create personas for 3-5 types of prospective MedShr members.
- Sketch sign-up flow(s) for one or more personas, ensuring the most critical details are captured early in the sign-up process.
- Revise sketches to illustrate what might happen if a prospective member is interrupted while signing up, or if details entered so far suggest this is someone who should not have access to the platform (e.g. blacklisted email addresses).
- Design mockups to show the screens the prospective member would encounter during the sign up flow.

Relevant material:
- *Suggestions will be provided to students who participate the challenge.*

About the business:
MedShr is the world's leading discussion platform for doctors and other healthcare professionals, with over one million members in 190 countries across all clinical specialties.

Developed by doctors and launched from London (UK) in 2015, MedShr is a HIPAA, GMC and GDPR compliant app designed to empower medical professionals to safely discuss clinical cases using their own smartphone.

MedShr provides a unique digital channel for medical professionals to share their knowledge and skills, discuss complex and challenging cases, and learn from one another. Screening and diagnosis of coronavirus is currently among the trending topics, discussed at a global level between specialists and generalists alike.