



Cyberchondria / The tendency to self-diagnose health problems online.

According to the Pew Research Center's Internet & American Life Project 1 in 3 American adults have gone online to figure out a medical condition. With the proliferation of medical internet search, cyberchondria has become more and more common.

Researchers from medical firm Bupa found some 47% of searches for an illness – such as headaches – returned at least one result for cancer on the first page.



59% of U.S. adults have looked online for health information in the past year.



35% of U.S. adults say they have used the internet to try to figure out what medical condition they have. "online diagnosers"



53% of online diagnosers talked with a clinician about what they found online.



41% of online diagnosers had their condition confirmed by a clinician.



Google
Med



Google Med is the latest App & cloud product that aims for users to find the correct medical advice. With Google Med, users can easily research any physical symptom and find an insurance covered specialist to assist.

The goal is to help users get correct information and guide them towards the correct specialist. Avoiding stress and the increasing Cyberchondria

Target

Male and Female unaware of medical terminology, who are looking to find a real answer to their medical questions in order to assist to the right physician.



Emma Miller
27 years
Editorial Designer

Background: Emma is business focus and constantly on the go due to her job. During the past days she started to feel a strange sensation on the right side of her stomach. She is worried it might be something serious, but does not know the witch doctor to go to and doesn't have the time to book many appointments. She googles "right pain on stomach" and Google MED appears for her to use and get the right gastroenterologist to treat her.

Interests: Playing sports
Going with friends
Improve at her job
Sight seeing

Frustration: Having nothing to do
Break her routine
Slow service
Over complicated procedures

James Johnson

40 years
Homedepot manager



Background: When it comes to tools and construction information, James is the person to go to. Apart from his job, he enjoys playing basketball and Thursday poker with his friends. during a game he cracked his back. 3 days later, he has a strange sensation around the crack. He doesn't know what part he hurts so he Googles "back pain after cracking it" Google MED appears and gives him a possible result and with his insurance he goes to a chiropractor to fit his herniated disk.

Interests: Playing basketball
Fixing Houses
Poker
Power tools

Frustration: Rude people
Unorganized tools
Loosing
Useless tools

Competition

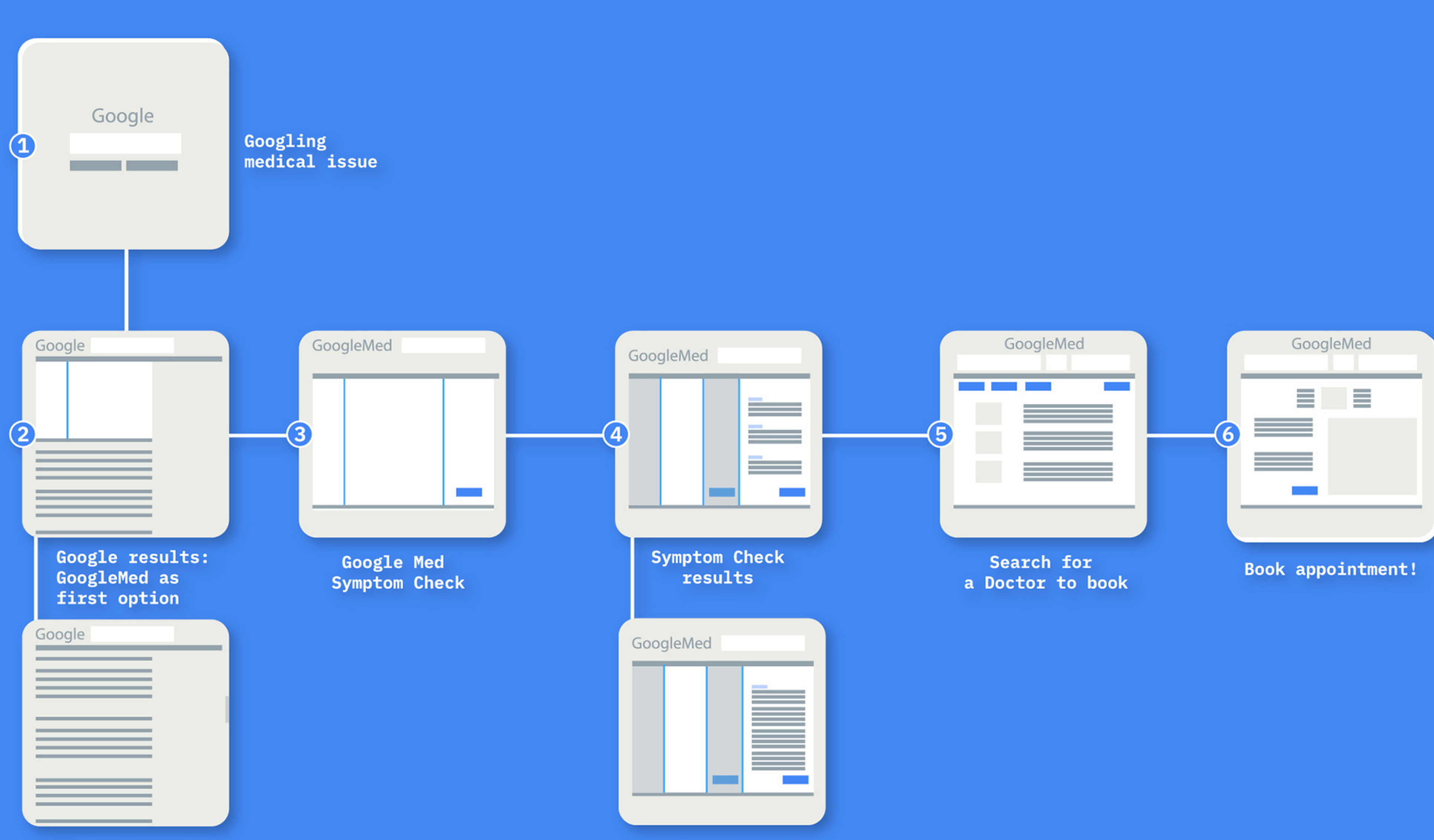
Web

1. WebMD
2. NIH
3. Yahoo! Health
4. JulyoClinic
5. MedicineNet

App

1. Doctor On Demand
2. ZocDoc
3. Health Insurance Company Apps
4. eHealth
5. iTriage

Flowchart



Screens



Features

Direct access to Symptom Check from Google search engine.
Simply by typing health condition or on the Google Desk Menu.

360 Dummy to select the exact area in question.

Extend profile building save to Google account for future medical conditions.

Extensive list of reviewed physicians near the area & direct booking.

Realistic medical conditions

Suggestions customized to users insurance

Contact with physicians with Symptom Check results

Phone confirmations & reminders

Phone & Tablet supported

App

