

# **The Journey Through Sexual and Reproductive Health Services and STD Testing**

**DP2 Final Report**

**Emily Anness**

**5.19.22**

## TABLE OF CONTENTS

INITIAL PROJECT PLAN	3
EMPATHIZE, DEFINE, AND IDEATE FOR ORIGINAL HMW	5
EMPATHIZE, DEFINE, IDEATE, PROTOTYPE AND TEST FOR UPDATED HMW	14
CLOSING REMARKS (What's next)	30



Throughout my report, you'll see these red boxes which indicate my insights/refelctions into my process and documentation.



At the start of DP2, I wanted to work on addressing issues related to sexual and reproductive health services. I went through the Empathize, Define, and Ideate stages of my design process before I decided to narrow down my idea after having a discussion with Blair (thank you!) and after hearing some feedback during the midpoint presentation. Someone else had mentioned scoping/scaling down in terms of geographic location, so I took that feedback and instead decided to scale down to one specific area of sexual and reproductive health services.

The following information in this section was produced with my original thoughts in mind, before I pivoted my project.

---

## INITIAL PROJECT PLAN

### Scoping statement

**Target audience:** women between the ages of 18-25

**Primary focus:** accessibility to sexual health and reproductive services; accessibility via tech-based solution

How might we design an app that connects young women to the sexual and reproductive health services and resources they need and addresses the barriers that keep them from receiving care?

- location, confidentiality preferences, access to insurance (costs), gender identity, sexuality

### Description of key activities, as best anticipated currently

Secondary research:

- Continue to do research on young women and sexual health services
  - Barriers to care
  - Best practices
  - Competitive research

Primary research:

- I'd like to test an assumption I have: young women are more comfortable doing research and finding sexual health sources online before resorting to in-person solutions (they would prefer online vs. in person guidance/services)
- Advisor contact

Prototyping:

- Develop a prototype in the form of a mobile app
- Design the branding for the prototype

Testing and feedback:

- Test the prototype with the target audience (women 18-25)
- Use the feedback to ideate and define again; redesign and make changes to the app

Final prototype/deliverables

**Research needs (access to participants, etc.)**

Primary research needs:

- I would like to talk to the target audience (women 18-25) in order to inform what features the app should have, as well as the primary needs it should address.
- User testing with the target audience for prototype
- I would also need to contact an advisor to talk about my project
- survey\*\*

Secondary research: on my own

**If working on a solo project, identify stakeholder(s) and interaction points with them**

Target audience: women, ages 18 to 25

- I would like to interact with them for primary research and user testing. It could be virtual interactions for both.

**High-level timeline (Gantt chart or similar) that tracks to relevant presentations and deliverables in class calendar.**

	March			April			May		
	1-11	12-22	23-31	1-10	11-20	21-30	1-7	8-13	14-22
<b>Define</b>	Research; synthesize findings*				Redefine problem statement				
<b>Ideate</b>	Brainstorm and idea generation				Ideate from feedback				
<b>Proto-type</b>		Develop app prototypes; branding				Improve/finalize prototypes			
<b>Test</b>				Test prototypes*					
<b>Other</b>								Create final deliverables	

\* indicates when I would need access to participants



After my initial project plan was in motion, I went forward with what I had in mind. The following information was gathered during the Empathize, Define, Ideate stages for my original HMW statement. Throughout these three steps, everything seemed to be going according to plan.

## EMPATHIZE, DEFINE, AND IDEATE FOR ORIGINAL HMW

### 1. EMPATHIZE

#### Activities:

What/why/how

Interview

Secondary research

Competitive research

#### Mural board:

<https://app.mural.co/invitation/mural/mamba94932/1645750935535?sender=eanness1838&key=ec31058e-331b-43f2-b360-bbe33e1e19c0>

#### Running list of research and sources:

<https://www.are.na/emily-anness/sexual-health-project>

#### Understanding the general problem (facts and figures):

- In the United States, only 27% of university students report having ever accessed sexual health services
- People 15-24 yrs old have the highest rates of STI's in the US. Leaving it untreated can have long-term effects.
- Only 36% of people from 16-20 get screened annually for STIs
- Different states have different policies related to minors on what information parents get to know, & consent from parents for certain meds and procedures
- Publicly funded clinics remain critical sources of SRH care for many women. Younger women, lower-income women, women of color, foreign-born women, women with Medicaid coverage and women who are uninsured are especially likely to rely on publicly funded clinics.
- Uninsured women are significantly less likely to receive services than privately insured women.

#### Barriers that keep young women from using SRH (sexual and reproductive health) services:

- Perceived barriers: service access (i.e., location, hours, confidentiality), service entry (i.e., waiting time, waiting environment, fear of being seen), quality of services (i.e., health care provider characteristics) and personal factors (i.e., stress associated with seeking sexual health services)

- Young women prefer to go with friends
- Concerns about confidentiality (parents, providers, insurance)
- Lack of transportation
- Lack of insurance
- Unfamiliarity with healthcare system
- Limited awareness of where sexual health clinics are around them
- Stigma about being seen at clinics
- Lack of safe interpersonal relationships to rely on to ask questions

### **Competitive research:**

STD testing (order online, gets shipped home)

#### everlywell

- \$150 (free shipping)
- Finger prick and vaginal swab
- 7 STIs: Measures Chlamydia, Gonorrhea, Hepatitis C, HIV, Syphilis, Trichomoniasis & Herpes Simplex Virus Type 2
- Results: Takes a couple of days?
- If positive: they connect you to one of their physicians

#### LetsGetChecked

- \$99 (free shipping)- 2 STIs: Chlamydia, Gonorrhea (Urine)
- \$149 (free shipping)- 5 STIs: Chlamydia, Gonorrhea, Trichomoniasis, HIV, Syphilis (finger prick, urine)
- \$259 (free shipping)- 8 STIs: Chlamydia, Gonorrhea, Trichomoniasis, HIV, Syphilis, Gardnerella, Mycoplasma, Ureaplasma (finger prick, urine)
- Results: 2-5 days
- Discrete packaging
- If positive: Can get medication included in the cost for certain ones depending on which one you purchase

STD check

- \$139 for 10 STDs
- Order online, have to go into a lab to take test

#### My Lab Box

- \$199 (free shipping)- 8 STIs: HIV, Hep C, HSV II, Syphilis, CT, GC and Trich (urine, finger prick, swab)
- \$169 (free shipping)- 5 STIs: chlamydia, gonorrhea, HIV 1 and 2, and trichomoniasis (urine, finger prick, swab)
- \$79 (free shipping)- Chlamydia, Gonorrhea (Urine)
- They have ALOT of tests; also have tests for oral/genital herpes, STD tests for older adults, discharge boxes, etc.
- Results: 2-5 days
- Discrete packaging

- If positive: free telehealth consultation

#### Nurx

- Can pay with health insurance
- Have to pay \$15 and have a consultation before ordering the test. Signs you up for their services for a year.
- Results: 7 business days
- \$75+ for kits WITH insurance

#### Birth Control and contraception (order online, gets shipped home and/or pharmacy pickup)

Nurx  
Hers  
Lemonaid  
SimpleHealth  
Wisp  
Pandia Health  
The Pill club

#### OBGYN visits (virtual appointments)

Sesame  
Zocdoc (in person too)  
credihealth  
Teladoc  
Planned parenthood (in person too)

#### The most-used at home health services and what they provide:

##### NURX

Birth control consultation: \$15 (insurance does not cover)  
Other consultations: Range, from \$15 to \$50 depending on the service  
Birth control plans (without insurance): pill for \$15, shot for \$75, ring for \$150, patch for \$180  
Services:  
Birth control  
Skincare  
Acne treatment  
Anti aging treatment  
Rosacea treatment  
Over the counter skincare  
Mental health  
Anxiety  
Depression  
At home test kits  
COVID  
STI

HPV  
Fertility and pregnancy  
Herpes treatment  
Genital herpes  
Cold sore treatment  
Migraine treatment  
Emergency contraception  
HIV PrEP

## HERS

Birth control consultation: Free  
Birth control plans start at \$12/month (free shipping, no insurance needed)  
Services:  
Hair  
Mental health  
Skin  
Supplements  
Primary care  
Sex  
Birth control pills  
Condoms and lubricant kits  
All natural condoms  
Aloe vera lubricant  
Vibrators  
Urinary tract D-Mannose powder  
Yeast infection treatment  
Herpes  
Cold sore kit  
Genital herpes treatment

## LEMONAID

Consultation fee: \$25 (insurance does not cover)  
Mental health services: Monthly payment  
Services:  
Mental health  
Men's health  
General health  
Skin  
Women's Health  
Birth control  
UTI  
Hot flashes  
Testing  
STD test

COVID  
Blood Sugar  
Cholesterol  
Blood type

Online resources:

MTV's it's your sex life

confusing website about finding information related to sexual health

Y2 Connect

Baltimore focused website

Designed to find health and other resources for young people in Baltimore.

Bedsider

online birth control support network for women 18-29. The goal is to help women find the method of birth control that's right for them and learn how to use it consistently and effectively.

Planned Parenthood

Education and healthcare services

Sex, etc.

Website and magazine designed to help teens with answers to their questions about sex, relationships, pregnancy, STDs, birth control, sexual orientation, and more.

Young Invincibles

"Find a Doctor" section helps you find both free and paid healthcare options and results are shown on a map or as a list. The Healthcare FAQ section helps answer questions about topics like healthcare options, student health insurance, and new healthcare law.

## 2. DEFINE

**Activities:**

Problem statement

Analysis and synthesis of information and research

Why Laddering

**Target audience:** women between the ages of 18-25

**Primary focus:** accessibility to sexual health and reproductive services; accessibility via tech-based solution

**HMW:** How might we design an app that connects young women to the sexual and reproductive health services and resources they need and addresses the barriers that keep them from receiving care?

- location, confidentiality preferences, access to insurance (costs), gender identity, sexuality

**Interview key findings:**

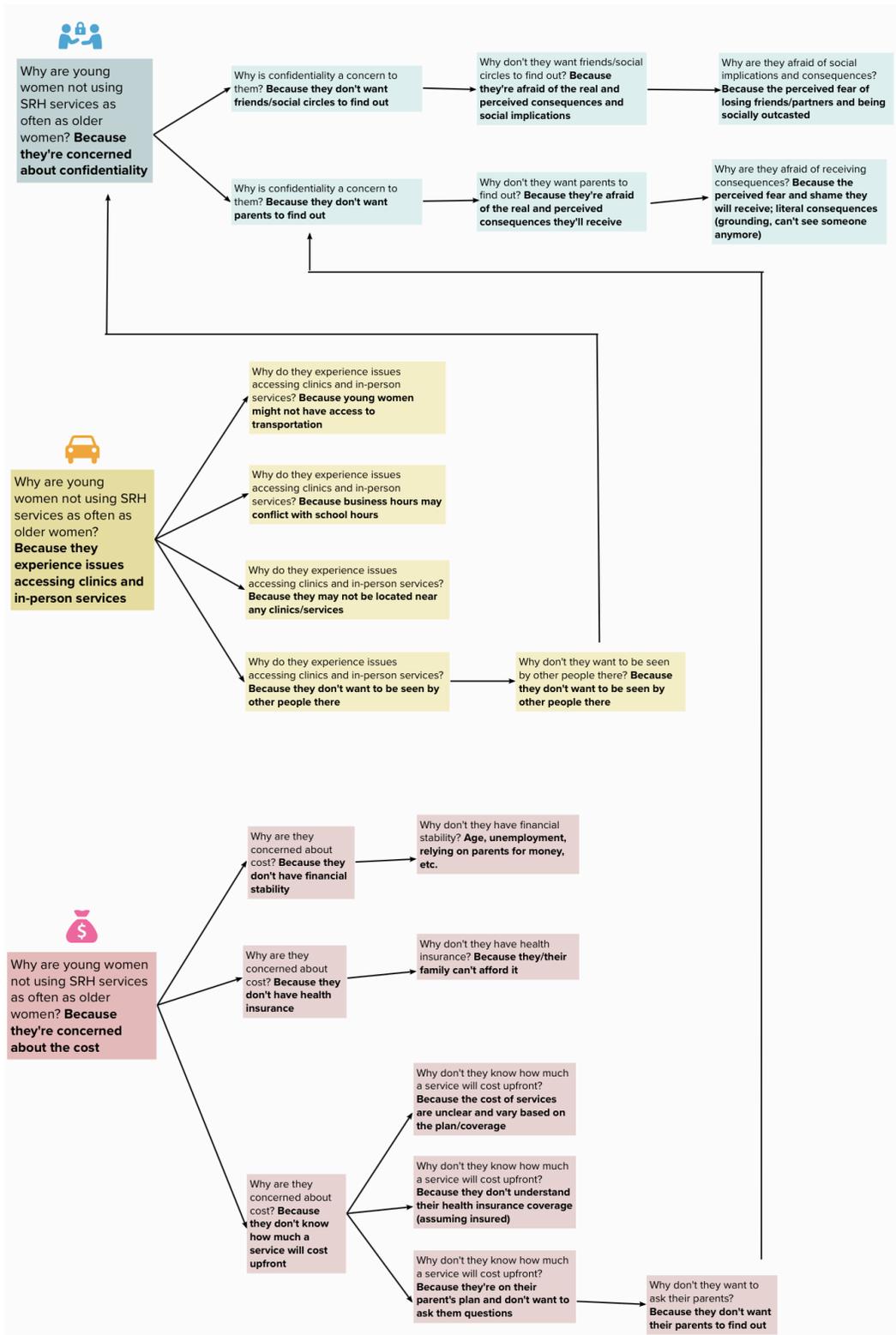
- With "Amy," asked to discuss a time when she had to use a SRH service.

- Female, 24 yo
- Why she used a SRH service: because she was told someone she had sex with tested positive for an STD
- Which one she used: On-campus health and wellness center. Used it because it was the one she knew of; didn't have an OBGYN in Florida since she's from MD.
- Had two appointments and was sent to 3 different locations from testing to getting her prescription
- Appointment 1: Health and Wellness Center on campus. Told her she needed to go get lab work done at a lab off campus. Gave her the form she needed to give to the lab. She had to miss class for this appointment because of their availability and business hours.
- Appointment 2: The lab off campus for the lab work she needed. After, she had to wait a few days for results. Didn't have a car; I drove her
- Location 3: To the pharmacy for medication. She was called and told she needed treatment, so the health and wellness center sent a prescription to the pharmacy for her. Didn't have a car; I drove her
- "Were there any surprises/things you didn't expect from this process?"
- Didn't want her mom to find out, but her mom did. The health and wellness center didn't share the information, which she was aware of. Her mom found out because the lab billed insurance, and the insurance statement got sent to her mom's house
- "Now that you aren't in school, what SRH service would you use?"
- Planned Parenthood, because it's what she's aware of.
- "Would you use an online/at home service instead of going to a physical location like Planned Parenthood if you had the option?"
- Yes, she would. Her biggest concerns about receiving services like this one were related to people finding out, so if it was affordable to do online and at home she would.



At this point, I was having mixed feelings about my ability to collect primary research. I think these feelings were also intertwined with uncertainty of the direction of my project. I was trying to solve for a whole slew of problems in this area, and this interview also brought out the feelings of being overwhelmed.

# Why laddering:



**Access to Services (Yellow boxes):**

- Why are young women not using SRH services as often as older women? **Because they experience issues accessing clinics and in-person services**
  - Why do they experience issues accessing clinics and in-person services? **Because young women might not have access to transportation**
  - Why do they experience issues accessing clinics and in-person services? **Because business hours may conflict with school hours**
  - Why do they experience issues accessing clinics and in-person services? **Because they may not be located near any clinics/services**
  - Why do they experience issues accessing clinics and in-person services? **Because they don't want to be seen by other people there**
    - Why don't they want to be seen by other people there? **Because they don't want to be seen by other people there**

**Cost (Pink boxes):**

- Why are young women not using SRH services as often as older women? **Because they're concerned about the cost**
  - Why are they concerned about cost? **Because they don't have financial stability**
    - Why don't they have financial stability? **Age, unemployment, relying on parents for money, etc.**
  - Why are they concerned about cost? **Because they don't have health insurance**
    - Why don't they have health insurance? **Because they/their family can't afford it**
  - Why are they concerned about cost? **Because they don't know how much a service will cost upfront**
    - Why don't they know how much a service will cost upfront? **Because the cost of services are unclear and vary based on the plan/coverage**
    - Why don't they know how much a service will cost upfront? **Because they don't understand their health insurance coverage (assuming insured)**
    - Why don't they know how much a service will cost upfront? **Because they're on their parent's plan and don't want to ask them questions**
      - Why don't they want to ask their parents? **Because they don't want their parents to find out**

### 3. IDEATE

#### Activities:

What this is/is not

Brain dumping of ideas

#### What this is NOT:

- Young women don't go into clinics as often as the rest: Not trying to get women to come in to a physical location if they don't have to (avoiding transportation, service access issues, social risk)
- Not focusing on one geographic location; anyone with online access

#### What this is:

- Focus on minimizing perceived social consequences/stigma
- Focus on costs and clarity of costs; no surprises
- primary focus is doing as much as possible from home/online
- Focus on confidentiality; discrete at home services

#### Tone:

- sex positive
- Cool older sister

#### Potential features:

- guided walkthrough service (questionnaire)
- Educational resources
- Connection to existing services based on the user's preferences/needs

#### Guided walk through feature:

1: guided questionnaire that asks them what service they're looking for

2: Based on their answers, they're shown their options

IF APPLICABLE: at-home services

- at home birth control
- at home STD testing
- at home OBGYN visit

If what they're looking for is a service that can't be done at home (meaning they'll have to go in person for it at some point):

- at home OBGYN visit
- in person: clinics and services in their inputted zip code

#### Can filter options/results based on:

- Confidentiality (applied to all categories)
- for meds and tests: Timeframe
- cost (applied to all categories)
- Virtual/in person docs: LGBTQ+ friendly
- Virtual/in person docs: youth friendly

- Virtual/in person docs: Specialties
- Virtual/in person docs: reviews
- Virtual/in person docs: appointment availability

**Educational resources: topics**

- BC and contraception
- STDs/STIs
- Periods and vaginal health
- Sex and relationships
- Abortion
- Health insurance
- Useful resources: Period tracker apps, BC reminders, etc)
- Online forums/chats

**To do (upcoming):**

- Branding
- Questionnaire design

**Parking lot ideas:**

- Mentoring?
- Products that this service will sell?



After I had collected the above information for Empathize, Define, and Ideate, it was time for my midpoint presentation. I used a mural board to present my findings, which is when I got feedback from someone about scoping elements of my project. A meeting with Blair came the week after, and we got to talking about narrowing down my problem statement. I'm passionate about everything related to sexual and reproductive health access and rights, so it would have been nice to "fix it all." But, I got to thinking about how STD testing and access is a huge problem for my target audience. Young people have the most cases of STDs, yet they get tested the least. Not a lot of energy has been focused on STD testing and access, and specifically not targeted directly to young adults' needs. So, I began my pivoting journey. I had to collect more secondary research, reformulate some of what I already have, and work through my steps again.

Below is the relevant information I kept from my previous work, as well as the new information I needed to continue on with my design process.

## **EMPATHIZE, DEFINE, IDEATE, PROTOTYPE, AND TEST FOR UPDATED HMW**

### **1. EMPATHIZE**

#### **Facts and figures:**

- In the United States, only 27% of university students report having ever accessed sexual health services
- People 15-24 yrs old have the highest rates of STI's in the US. Leaving it untreated can have long-term effects.
- Only 36% of people from 16-20 get screened annually for STIs
- Uninsured women are significantly less likely to receive services than privately insured women.
- Many online/at-home services have been focused on Birth Control and unplanned pregnancy within my target audience- STD/STI testing and treatment continue to be a problem with lacking attention to this issue

#### **Barriers that keep young women from using SRH (sexual and reproductive health) services:**

- Perceived barriers: service access (i.e., location, hours, confidentiality), service entry (i.e., waiting time, waiting environment, fear of being seen), quality of services (i.e., health care provider characteristics) and personal factors (i.e., stress associated with seeking sexual health services)
- Young women prefer to go with friends



**Primary focus:** accessibility to sexual health and reproductive services (STD testing);  
accessibility via tech-based solution

**NEW: How might we design an at-home service for young adults so more of them will get tested for STI/STDs?**

- **Discrete at-home testing services\***
- **Digestible information**

**Draft Survey Q's:**

(introduction about what I'm doing)

Could ask questions about screens/guided questions about specific pages

1. How often do you get tested for STDs/STIs?
  - Less than once a year
  - once a year
  - More than once a year
  - I don't get tested

1b. If you feel comfortable, why don't you get tested?  
Short answer:
2. Where do you go to get tested for STIs/STDs?  
short answer:
3. For what reasons do you get tested for STIs/STDs?
  - annual check-ups
  - After having unprotected sex with someone
  - After being possibly exposed to a STI/STD
  - Having symptoms that could be from an STI/STD
  - Other: \_\_\_\_\_
4. When getting tested for STI/STDs, do any of these concerns apply to you?
  - Access to the location (business hours, appointment availability)
  - Confidentiality (being seen at a location, parents/friends finding out)
  - Cost
  - Health insurance coverage
  - Transportation to the location
  - Health care provider interactions
  - Finding the right SRH service to use
  - No concerns
  - Other: \_\_\_\_\_
5. Are you currently living with an STD/STI? Or, have you ever had an STD/STI in the past?  
Yes

no

6. Do you use any online/at-home health services?

Yes (which ones?)

No

7. If you could, would you prefer to get tested for STD/STIs at home through an online service, OR would you prefer to get tested in person at a physical location?

In-person

Online

Not sure

8. Age

9. Income

10. What is your gender identity?

11. Any other thoughts/comments related to your experience with STI/STD testing (thoughts, concerns, stories, etc.)?

Short answer:

12. If you would be interested in talking to me about your STI/STD testing experiences, please leave your name and email! I would greatly appreciate it.

Short answer:

### **Parking lot thoughts being worked through:**

#### **COSTS:**

- Partnerships with colleges/universities to get the cost of tests down (Getting them to cover some/all of cost)
- Some services have promo codes: Could this be something permanent

### **3. IDEATE**

#### **Potential features:**

guided walkthrough service (questionnaire)

- The results from questions will match people to existing at-home tests from various companies based on the user's preferences/needs
  - Could ask about:
    - Symptoms
    - If they know what test they're looking for (Exposure to something)
    - Budget
    - State they're in
    - How fast they want results
    - Other?

### Educational resources:

- STD/STIs
- Symptoms
- When to get tested
- Confidentiality
- What happens after testing positive

**I would use Planned Parenthood's questionnaire. I'm concerned about me making the questionnaire without a medical degree.**

<https://tools.plannedparenthood.org/std/intro>



I had the pleasure of meeting with Nicole Bennett who helped me with my pivoting process. Below are the notes I took during our zoom meeting together. We talked about useful sources/ideas for my idea, as well as the draft survey. She gave me the idea to put my prototype into the survey so I could gather primary research and also get some feedback about my prototype. At this point, I put my survey on pause so I could start my prototype in order to be able to include it in the survey.

### Meeting with Nicole:

- Movement: field of self-care
- Self-care trailblazers group\*
  - Care into the hands of the person themselves
- MTV it's your sex life
- Project: Real talk from my health ed <https://myhealthed.org>
- Real person connection: app for older teens <https://okayso.org>
- How much human interaction?
- YRBS (data)
- <https://www.cdc.gov/healthyouth/data/yrbs/index.htm>
- <https://www.cdc.gov/brfss/index.html>
- Invitation to codesign from target group
  - Give people personas/situations
- From home: Is it at home or the school bathroom? Does that matter?
- Everlywell is at CVS
- Prototype as survey, or prototype with a survey
- Showing and reacting

## 4. PROTOTYPE

### Branding- Company name brainstorming:

- Privacy
- Discrete

- STD
- Checked
- Test
- My control
- **PrivaSTD**
- Privacypower
- My body my power
- My body my test

**Logo:**

# PrivaSTD

(a play on words: Privacy and STD, said "Priva-STD")

**Prototypes:**

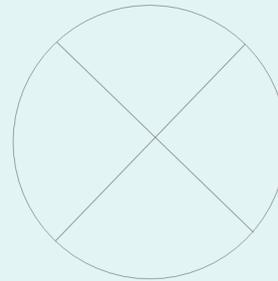


**Privately and quickly test yourself  
for STDs with an at-home test kit.**

**Getting tested for STDs can be stressful,  
time consuming, expensive, and confusing.**

Not sure where to start? Get matched with available at-home STD  
test kits based on your own needs.

[TAKE QUIZ](#)



**At-Home STD testing is:**



**CONFIDENTIAL**

Get information about who gets  
to know information related to  
your test and the results.

[LEARN MORE ABOUT  
CONFIDENTIALITY →](#)



**AFFORDABLE**

Know exactly how much you'll  
pay for a test kit, follow-ups, or  
medication.

[LEARN MORE ABOUT  
COVERING COSTS →](#)

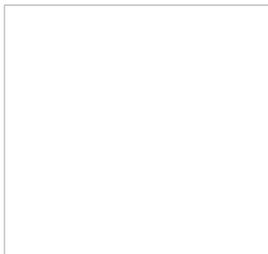
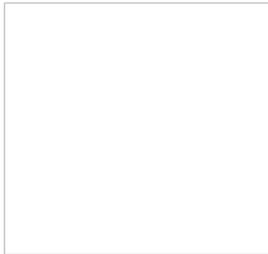
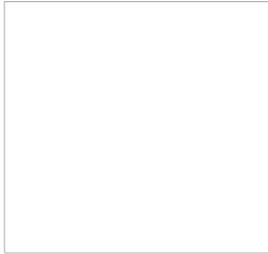


**FAST**

See what mailing packages  
look like and know how long  
the whole process will take.

[LEARN MORE ABOUT HOW IT  
WORKS →](#)

HOME PAGE



## We make STD testing a lot easier. Here's how the process works:

1

### Find your test or test kit online

Don't know what test or test kit you should order? Take the quiz to find your match.

TAKE QUIZ

Already know what you want? Browse and shop our available test kits.

SHOP

2

### Order your test kit online

Enjoy free shipping, both ways.

No hidden fees or tricky subscriptions, ever.

3

### Discrete delivery & registration

Your order will arrive in a blank white envelope, with no company name on the return address.

Once you receive your package, you can register your test with the ID number in the box.

4

### Collect your sample from home (or wherever you are)

Privately collect your own sample with easy-to-follow directions. Need help? Watch our helpful video tutorials on how to collect samples.

Once you're done collecting your sample, use the prepaid shipping label to ship it to a certified lab.

VIEW TUTORIALS

5

### Get your results

Depending on what test or test kit you order, your results will be available within 2-7 days from the time the lab receives your sample.

Then, you can access your secure online portal to view your physician-reviewed test results.

It's normal to have a lot of questions. Here are some frequently asked ones.

- [? What happens if I test positive? ▼](#)
- [? Is treatment or healthcare included in the price? ▼](#)
- [? How do I know what STDs I might have before ordering? ▼](#)
- [? How confidential are my results and order? ▼](#)
- [? Where will my sample be processed? ▼](#)
- [? What are other ways I can get tested for STDs? ▼](#)
- [? What are the methods for sample collection? ▼](#)

## THE PROCESS

## The Kits We Carry

Get a side-by-side view of the at-home STD test kits we carry for easy comparison.

KITS WITH 2 STD TESTS		KITS WITH 5 STD TESTS		KIT WITH 7 STD TESTS	KITS WITH 8 STD TESTS	
<b>LOWER COST</b>	<b>FASTER</b>	<b>LOWER COST</b>	<b>FASTER</b>		<b>MEDS INCLUDED</b>	<b>LOWER COST</b>
<b>EVERLYWELL</b>	<b>MY LAB BOX</b>	<b>LETS GET CHECKED</b>	<b>MY LAB BOX</b>	<b>EVERLYWELL</b>	<b>LETS GET CHECKED</b>	<b>MY LAB BOX</b>
TESTS FOR: Chlamydia Gonorrhea	TESTS FOR: Chlamydia Gonorrhea	TESTS FOR: Chlamydia** Gonorrhea HIV 1 & 2 Syphilis Trichomoniasis**	TESTS FOR: Chlamydia Gonorrhea HIV 1 & 2 Syphilis Trichomoniasis	TESTS FOR: Chlamydia Gonorrhea Hepatitis C HIV 1 & 2 Syphilis Trichomoniasis Herpes II	TESTS FOR: Chlamydia** Gonorrhea Hepatitis C HIV 1 & 2 Syphilis Trichomoniasis** Mycoplasma** Ureaplasma** Gardnerella**	TESTS FOR: Chlamydia Gonorrhea Hepatitis C HIV 1 & 2 Syphilis Trichomoniasis Herpes II Mycoplasma Ureaplasma Gardnerella
WAIT TIME: Results in 5 to 7 days	WAIT TIME: Results in 2 to 5 days	WAIT TIME: Results in 2 to 5 days	WAIT TIME: Results in 2 to 5 days	WAIT TIME: Results in 5 to 7 days	WAIT TIME: Results in 2 to 5 days	WAIT TIME: Results in 2 to 5 days
<b>\$49*</b> Free shipping	<b>\$79*</b> Free shipping	<b>\$149*</b> Free shipping. ** Includes medication	<b>\$169*</b> Free shipping	<b>\$149*</b> Free shipping	<b>\$249*</b> Free shipping. ** Includes medication	<b>\$199*</b> Free shipping
<a href="#">LEARN MORE</a>	<a href="#">LEARN MORE</a>	<a href="#">LEARN MORE</a>	<a href="#">LEARN MORE</a>	<a href="#">LEARN MORE</a>	<a href="#">LEARN MORE</a>	<a href="#">LEARN MORE</a>

TIP: In case you test positive, your meds (with \*\* above) are included.

TIP: Most affordable for number of tests, but not the fastest.

TIP: In case you test positive, your meds (with \*\* above) are included.

## Other Tests We Carry

In case you need something besides a comprehensive STD test kit.

SYPHILIS		HIV		HERPES	
<b>LOWER COST</b>	<b>FASTER</b>	<b>LOWER COST</b>	<b>FASTER</b>	<b>LOWER COST</b>	<b>2 TESTS</b>
<b>EVERLYWELL</b>	<b>MY LAB BOX</b>	<b>EVERLYWELL</b>	<b>MY LAB BOX</b>	<b>MY LAB BOX</b>	<b>LETS GET CHECKED</b>
TESTS FOR: Syphilis	TESTS FOR: Syphilis	TESTS FOR: HIV 1 HIV 2	TESTS FOR: HIV 1 HIV 2	TESTS FOR: Herpes II	TESTS FOR: Herpes I Herpes II
WAIT TIME: Results in 5 to 7 days	WAIT TIME: Results in 2 to 5 days	WAIT TIME: Results in 5 to 7 days	WAIT TIME: Results in 2 to 5 days	WAIT TIME: Results in 2 to 5 days	WAIT TIME: Results in 2 to 5 days
<b>\$49*</b> Free shipping	<b>\$89*</b> Free shipping	<b>\$49*</b> Free shipping	<b>\$79*</b> Free shipping	<b>\$89*</b> Free shipping	<b>\$119*</b> Free shipping
<a href="#">LEARN MORE</a>					

TRICHOMONIASIS		HEPATITIS		
<b>LOWER COST</b>	<b>FASTER</b>	<b>LOWER COST</b>	<b>FASTER</b>	<b>2 TESTS</b>
<b>EVERLYWELL</b>	<b>MY LAB BOX</b>	<b>EVERLYWELL</b>	<b>MY LAB BOX</b>	<b>LETS GET CHECKED</b>
TESTS FOR: Trichomoniasis	TESTS FOR: Trichomoniasis	TESTS FOR: Hepatitis C	TESTS FOR: Hepatitis C	TESTS FOR: Hepatitis B Hepatitis C
WAIT TIME: Results in 5 to 7 days	WAIT TIME: Results in 2 to 5 days	WAIT TIME: Results in 5 to 7 days	WAIT TIME: Results in 2 to 5 days	WAIT TIME: Results in 2 to 5 days
<b>\$49*</b> Free shipping	<b>\$89*</b> Free shipping	<b>\$49*</b> Free shipping	<b>\$79*</b> Free shipping	<b>\$79*</b> Free shipping
<a href="#">LEARN MORE</a>				

**?**

Not sure what some of these STDs are?  
Totally understandable. We have information about the types of STDs for you.

[FIND OUT](#)

## The Brands Where Our Kits & Tests Come From

EVERLYWELL LOGO

LETS GET TESTED LOGO

MY LAB BOX LOGO

**?**

Feeling overwhelmed by the options?  
We get it! Take our quiz to get matched to a test or test kit.

[TAKE QUIZ](#)

**?**

Not sure if you can afford it?  
We have a lot of ways to get the costs of STD testing kits down.

[FIND OUT](#)

**?**

Confused about how at-home STD testing works?  
We can guide you through the process.

[HOW IT WORKS](#)

[VIEW ALL KITS](#)

SHOP  
AT HOME STD TEST KITS

**FILTER BY**

**Price**

- Under \$50
- \$50 - \$100
- \$100 +

**Wait time**

- 2 - 5 Days
- 5 - 7 Days

**Brand**

- Everwell
- Lets get Checked
- My Lab Box

**Number of STD Tests Included**

- 1 to 3 Tests
- 4 to 6 Tests
- 7 Tests +

**STD Test**

- Chlamydia
- Gonorrhea
- Hepatitis
- HIV
- Syphilis
- Trichomoniasis
- Herpes
- Mycoplasma
- Ureaplasma
- Gardarelia

?

Feeling overwhelmed by the options to choose from? We have a personalized quiz that can help match you to STD tests

**TAKE QUIZ**

**Test Kit: 2 STDs**      TESTS FOR: Chlamydia, Gonorrhea      **\$79\***

MY LAB BOX      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      FULL DETAILS

**Test Kit: 2 STDs**      TESTS FOR: Chlamydia, Gonorrhea      **\$59\***

EVERYWELL      Free shipping      ADD TO CART  
Results in 5 - 7 days      \* Savings may be applied in cart      FULL DETAILS

**Test Kit: 5 STDs**      TESTS FOR: Chlamydia, Gonorrhea, HIV 1 & 2, Syphilis, Trichomoniasis      **\$169\***

MY LAB BOX      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      FULL DETAILS

**Test Kit: 5 STDs**      TESTS FOR: Chlamydia\*\*, Gonorrhea, HIV 1 & 2, Syphilis, Trichomoniasis\*\*      **\$149\***

LETS GET CHECKED      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      \*\* Medication for positive results included      FULL DETAILS

**Test Kit: 7 STDs**      TESTS FOR: Chlamydia, Gonorrhea, Hepatitis C, HIV 1 & 2, Syphilis, Trichomoniasis, Herpes II      **\$149\***

EVERYWELL      Free shipping      ADD TO CART  
Results in 5 - 7 days      \* Savings may be applied in cart      FULL DETAILS

**Test Kit: 8 STDs**      TESTS FOR: Chlamydia, Gonorrhea, Hepatitis C, HIV 1 & 2, Syphilis, Trichomoniasis\*\*, Herpes II, Mycoplasma\*\*, Ureaplasma\*\*, Gardarelia\*\*      **\$249\***

LETS GET CHECKED      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      \*\* Medication for positive results included      FULL DETAILS

**Test Kit: 8 STDs**      TESTS FOR: Chlamydia, Gonorrhea, Hepatitis C, HIV 1 & 2, Syphilis, Trichomoniasis, Herpes II, Mycoplasma, Ureaplasma, Gardarelia      **\$199\***

MY LAB BOX      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      FULL DETAILS

**Single STD Test: Syphilis**      **\$89\***

MY LAB BOX      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      FULL DETAILS

**Single STD Test: Syphilis**      **\$49\***

EVERYWELL      Free shipping      ADD TO CART  
Results in 5 - 7 days      \* Savings may be applied in cart      FULL DETAILS

**Single STD Test: HIV 1 and 2**      **\$49\***

EVERYWELL      Free shipping      ADD TO CART  
Results in 5 - 7 days      \* Savings may be applied in cart      FULL DETAILS

**Single STD Test: HIV 1 and 2**      **\$79\***

MY LAB BOX      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      FULL DETAILS

**Single STD Test: Herpes II**      **\$89\***

MY LAB BOX      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      FULL DETAILS

**Single STD Test: Herpes I and II**      **\$119\***

LETS GET CHECKED      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      FULL DETAILS

**Single STD Test: Trichomoniasis**      **\$49\***

EVERYWELL      Free shipping      ADD TO CART  
Results in 5 - 7 days      \* Savings may be applied in cart      FULL DETAILS

**Single STD Test: Trichomoniasis**      **\$89\***

MY LAB BOX      Free shipping      ADD TO CART  
Results in 2 - 5 days      \* Savings may be applied in cart      FULL DETAILS



Now that my survey was done, it was time to make the survey in Qualtrics. I kept some of the questions I previously drafted, and added a few questions about my prototype screenshots. Once I completed the survey, I sent it to Blair and Nicole to help with distributing it, and I sent it to people in my own network who are within 20-26 years old.

## 5. TEST

### Survey Questions:

Hi there! My name is Emily, and I would greatly appreciate your input on my final project for my MA/MBA program. I'm working on developing a tech-based service that would help young adults get matched with available at-home STD test kits. The goal is to reduce barriers and get more young people to get tested.

In order to validate my ideas, I really need feedback from people so I can address needs and discover different ways to approach my concept idea- so thank you for contributing in advance!

Your responses are completely anonymous, and anything you disclose is only to help me in my design process.

- Emily Anness  
MBA, MA in Design Leadership (2022)

End of Block: Block 1

Start of Block: Intro questions

Q1 For what reasons do you get tested for STDs? If you haven't been tested for awhile, think back to the last time you were tested. You can check all that apply

- annual check-ups (1)
- After having unprotected sex with someone (2)
- After being exposed to a STI/STD (3)
- Having symptoms that could be from an STI/STD (4)
- I don't get tested for STDs (5)

Other reason: (6) \_\_\_\_\_

q2 Where do you (or have you in the past) gotten tested for STDs?

\_\_\_\_\_

q3 When getting tested for STI/STDs, do any of these concerns apply to you? Check all that apply

- Access to the location (business hours, appointment availability) (1)
- Confidentiality (being seen at a location, parents/friends finding out) (2)
- Cost (3)
- Health insurance coverage (4)
- Transportation to the location (5)
- Health care provider interactions (6)
- Finding the right service to use (7)
- Social stigma (8)
- I have no concerns (9)
- Other: (10) \_\_\_\_\_

q4 Are you currently living with an STD/STI? Or, have you ever had an STD/STI in the past?

- Yes (1)
- No (2)

Prefer not to say (3)

q5 Do you use any online/at-home health services to receive care?

Yes (1)

No (2)

*Display This Question:*

*If Do you use any online/at-home health services to receive care? = Yes*

q6 Which online/at-home health services do you use?

---

q7 Would you prefer to get tested for STD/STIs at home through an online service, OR would you prefer to get tested in person at a physical location?

In person (1)

Online/at-home (2)

Not sure (3)

**End of Block: Intro questions**

**Start of Block: home page**

q8 Next are a couple of questions about a prototype of a website for at-home STD test kits

q10 After looking at the home screen page above, Is there anything this tool reminds you of? If yes, what?

Yes, it reminds me of: (1) \_\_\_\_\_

No, doesn't remind me of anything (2)

Not sure (3)

End of Block: home page

Start of Block: How it works

q12 After looking at the "how it works" page above, is there anything that doesn't make sense to you?

Yes, what doesn't make sense to me is (1)

---

No, it makes sense to me (2)

Not sure (3)

End of Block: How it works

Start of Block: test kits

q14 After looking at the page of all of the available STD test kits and tests above, is there anything that doesn't make sense to you?

Yes, what doesn't make sense to me is (1)

---

No, it makes sense to me (2)

Not sure (3)

End of Block: test kits

Start of Block: final Qs

q15 Last questions- almost there!

q16 After seeing the information on the prototype, would you be interested in using the service the next time you got tested for STDs if it existed?

Yes, I'd be into it! (1)

No, I don't think so (2)

Maybe, unsure (3)

q17 What is your age?

Under 18 (1)

18-24 (2)

25-34 (3)

35-44 (4)

45-54 (5)

55+ (6)

q18 What is your gender identity?

Man (1)

Woman (2)

Non-binary / third gender (3)

Prefer not to say (4)

Prefer to self describe: (5) \_\_\_\_\_

q19 Which of these describes your household income in 2021?

under \$10,000 (1)

\$10,000 to \$24,999 (2)

- \$25,000 to 49,999 (3)
- \$50,000 to 74,999 (4)
- \$75,000 to 99,999 (5)
- \$100,000 to 149,999 (6)
- \$150,000 + (7)
- prefer not to answer (8)

q20 Any final thoughts and/or comments related to your experience with STI/STD testing or the prototype? (could be ideas, concerns, stories, etc.)?

---

Thank you SO much for taking the time to do this survey for my final project. Your insights will help me understand my design project more.

If you would be interested in talking to me one-on-one about this project in a Zoom call, feel free to fill out this google form (in order to preserve confidentiality of the survey):

<https://forms.gle/kd2iwigDCHSWDuP5x8>

End of Block: Block 3



I completed the survey on May 6th, and as of May 16th, I had two responses. I had concerns throughout this process about my ability to collect primary research, but did feel better about it after I pivoted. After not having success with gathering responses to the survey, I still feel okay about my project as a whole at this point. While it would have been nice to have responses by the time this project was due, I would still be interested in getting responses.

## CLOSING REMARKS

So what's next?

I talked about this a little bit in my surveys, but I would like to continue this project! One of the things I don't feel confident in is implementing my design work. We've done some great design thinking in the program, and then the projects come to an end. I'm inspired by all of my colleagues who have actually taken their ideas to implementation outside of our coursework, so I would like to push myself to do the same thing. I would probably need to start with talking to some more people first: people who might be partners in it, people in the target audience, universities/colleges, and other educators in the STD space. Also talking to the 3 companies I'm highlighting in my service would be a good idea. Guy messaged me after I presented and told me that he would like to talk to me more about it, and that he felt it had potential especially with colleges and universities. I would also love any input or thoughts from you!

What a wild ride this has been. Thank you for your guidance, input, and thought through this process. I couldn't ask for a better way to close out the MAMBA experience.

All my best,

Emily Anness  
M.A., M.B.A (coming Tuesday)