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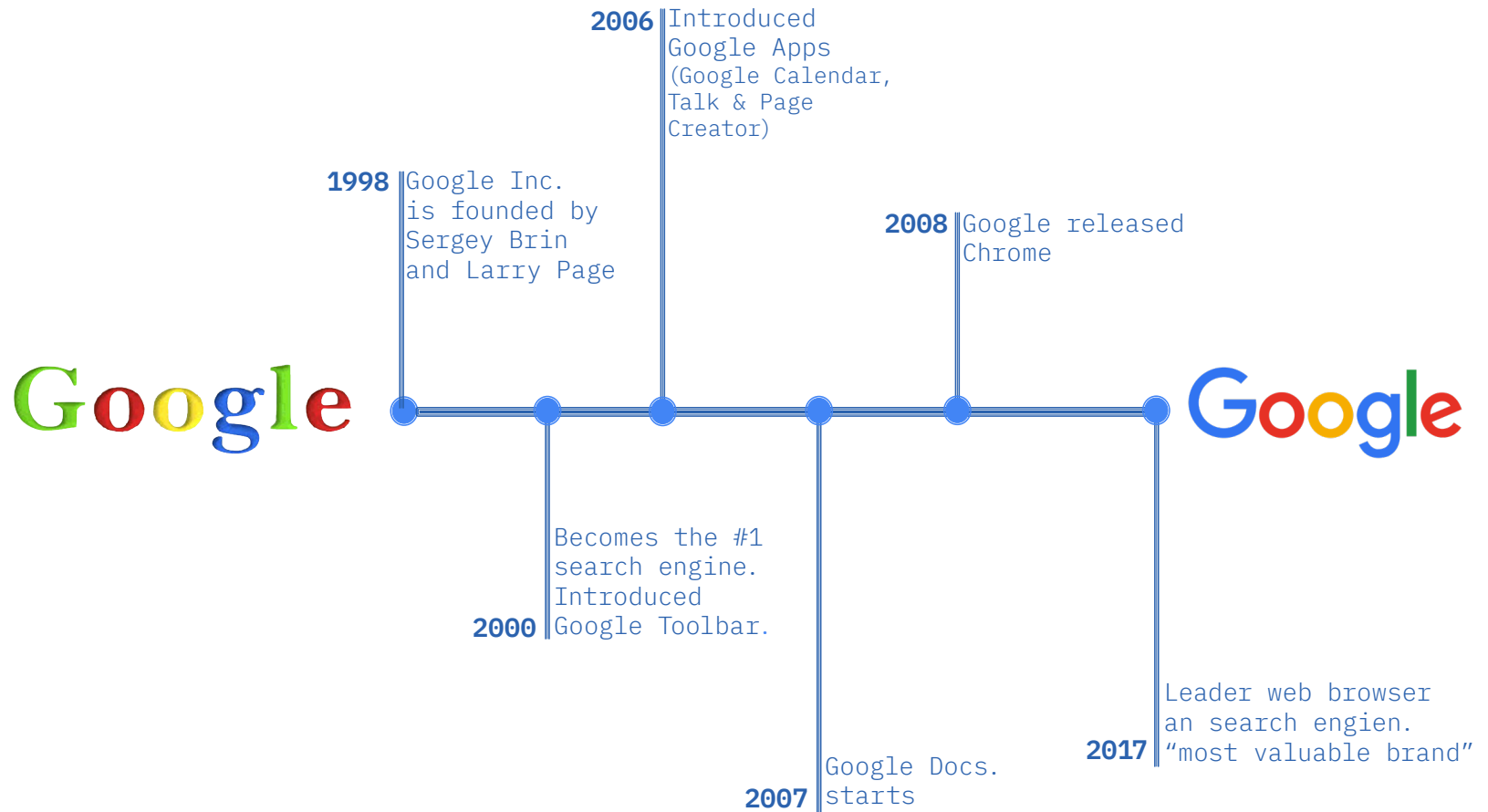
Web 12

App 16



Google Inc. is an American search engine company, founded in 1998 by Sergey Brin and Larry Page that is a subsidiary of the holding company Alphabet Inc. More than 70 percent of worldwide online search requests are handled by Google, placing it at the heart of most Internet users' experience. Its headquarters are in Mountain View, California.

Google began as an online search firm, but it now offers more than 50 Internet services and products, from e-mail and online document creation to software for mobile phones and tablet computers.





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.

Cyberchondria

The tendency to self-diagnose health problems online to anxiety-producing results.

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.

Never ask Google for medical advice. I've gone from mild headache to clinically dead in three clicks.



When you google symptoms of your cold and it tells you you've got three different diseases, you're pregnant and got two weeks to live



"People won't stop searching for medical issues on google, so why not remove the "middleman" to a medical website and create a space for users to have easier access to a realistic medical advice and access to professionals to have a proper diagnosis..."



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

Usage

To access to Google Med the user simply inputs their medical question in the search engine (as a regular search). Once the user clicks enter, Google will display, on top of the web/links result A 360 dummy, for the user to select exactly where the symptom is located and how exactly does it feel & looks (red, bruised, swollen, itchy, painful, pinch, sans...).

Once the users manipulate the dummy, they will be redirected to the official Google Med site, where the rest of the users information can be received. like: age, gender, weight, past conditions...

After processing the information, a *possible result* will be displayed and a medical specialist near the area to help users make an appointment with the right medical specialist.

If the user wish, it can create and account with the insurance and health information. With this, Google Med can properly refer to a doctor, as well as send the Google Med results once the appointment has been booked.

The App will contain the same benefits and it shall ask to be downloaded if the users ask any medical question on their smartphones.



Emma Miller

27 years
Editorial Designer

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

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



James Johnson

40 years
Homedepot manager

Frustration: Rude people
Unorganized tools
Loosing
Useless tools

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

Audience:

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



Features:

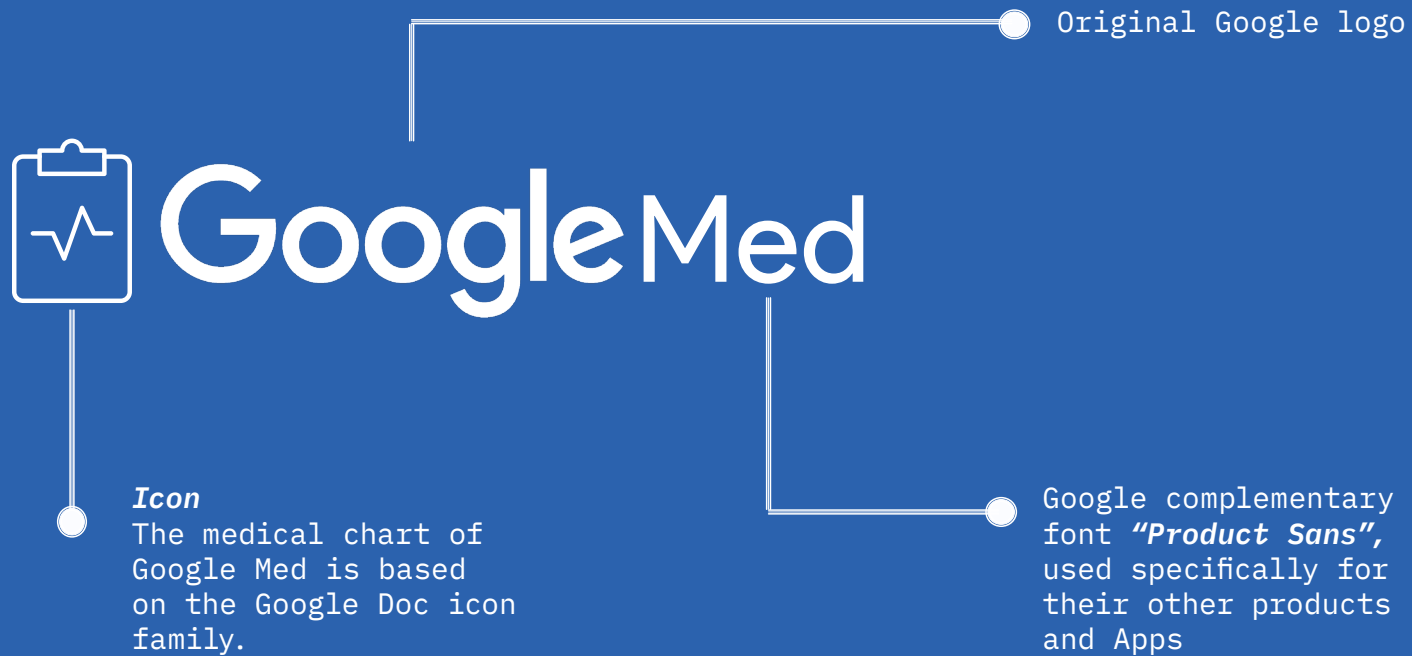
- Medical Search Engine
- 360 Dummy to select the exact area in question
- Realistic medical conditions
- Profile customized to users insurance
- Extensive list of physicians with reviews
- Direct booking with physicians
- Contact with physicians to inform results

Web *WebMD*[®]

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

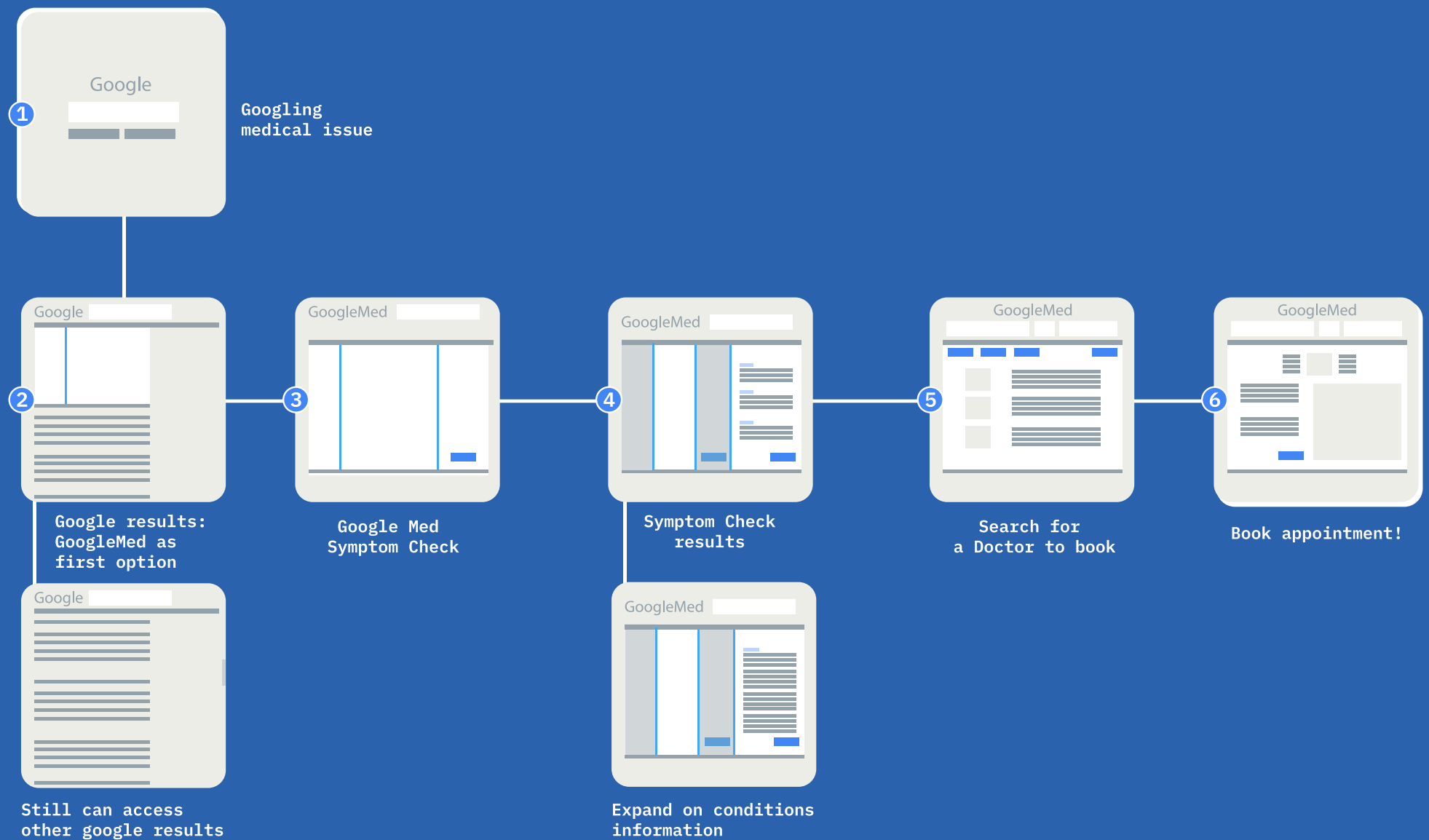
App *dr+* on demand

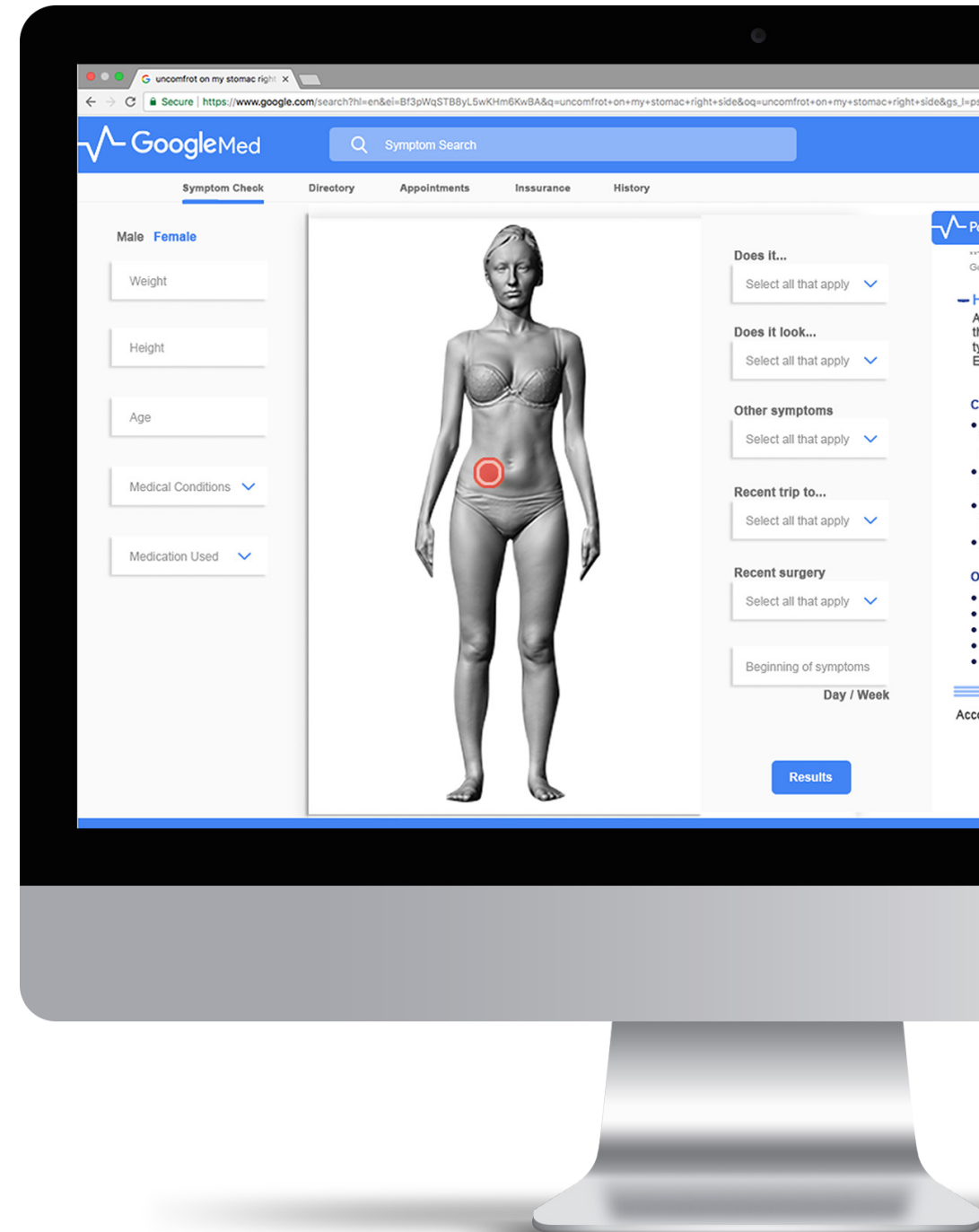
1. Doctor On Demand
2. ZocDoc
3. Health Insurance Company Apps
4. eHealth
5. iTriage

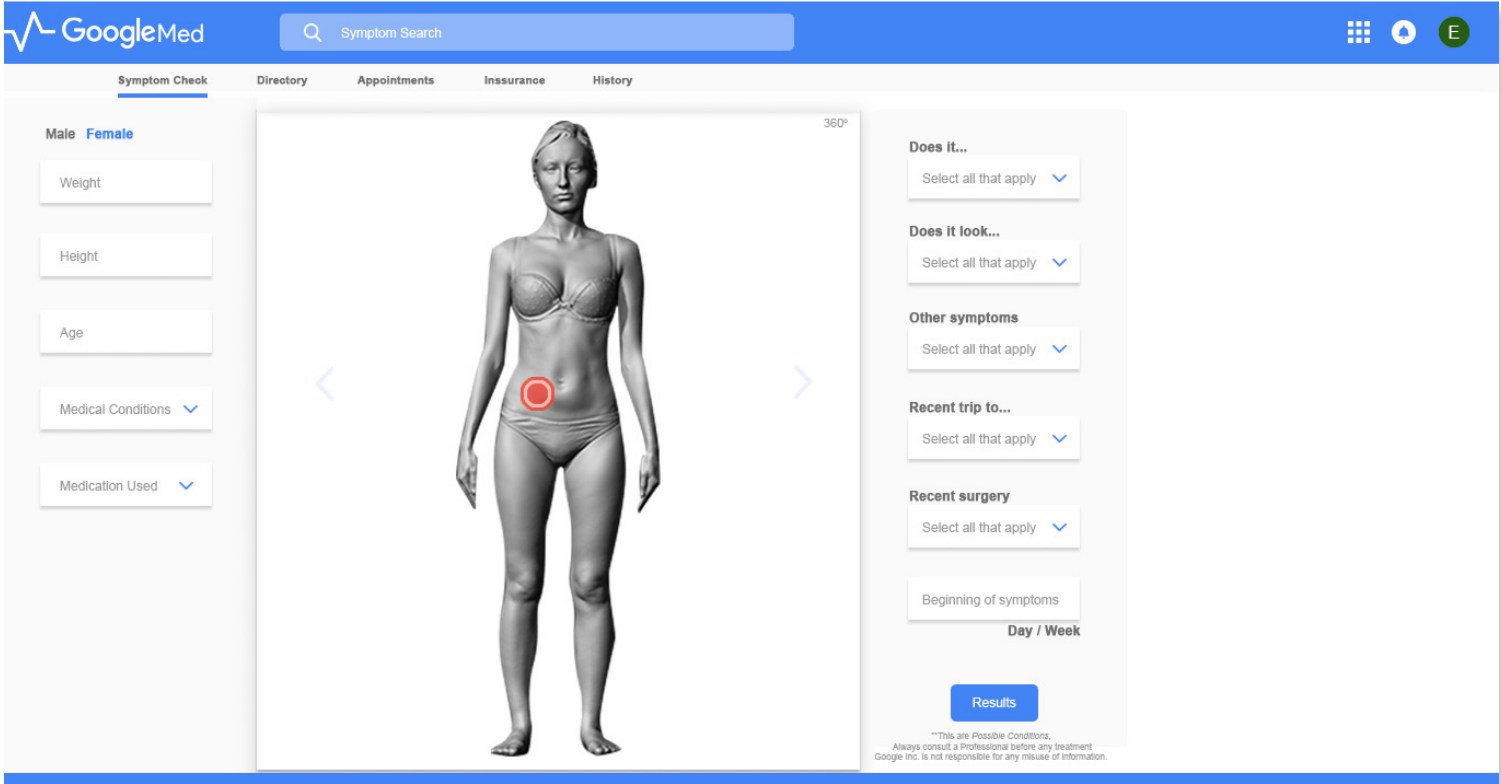
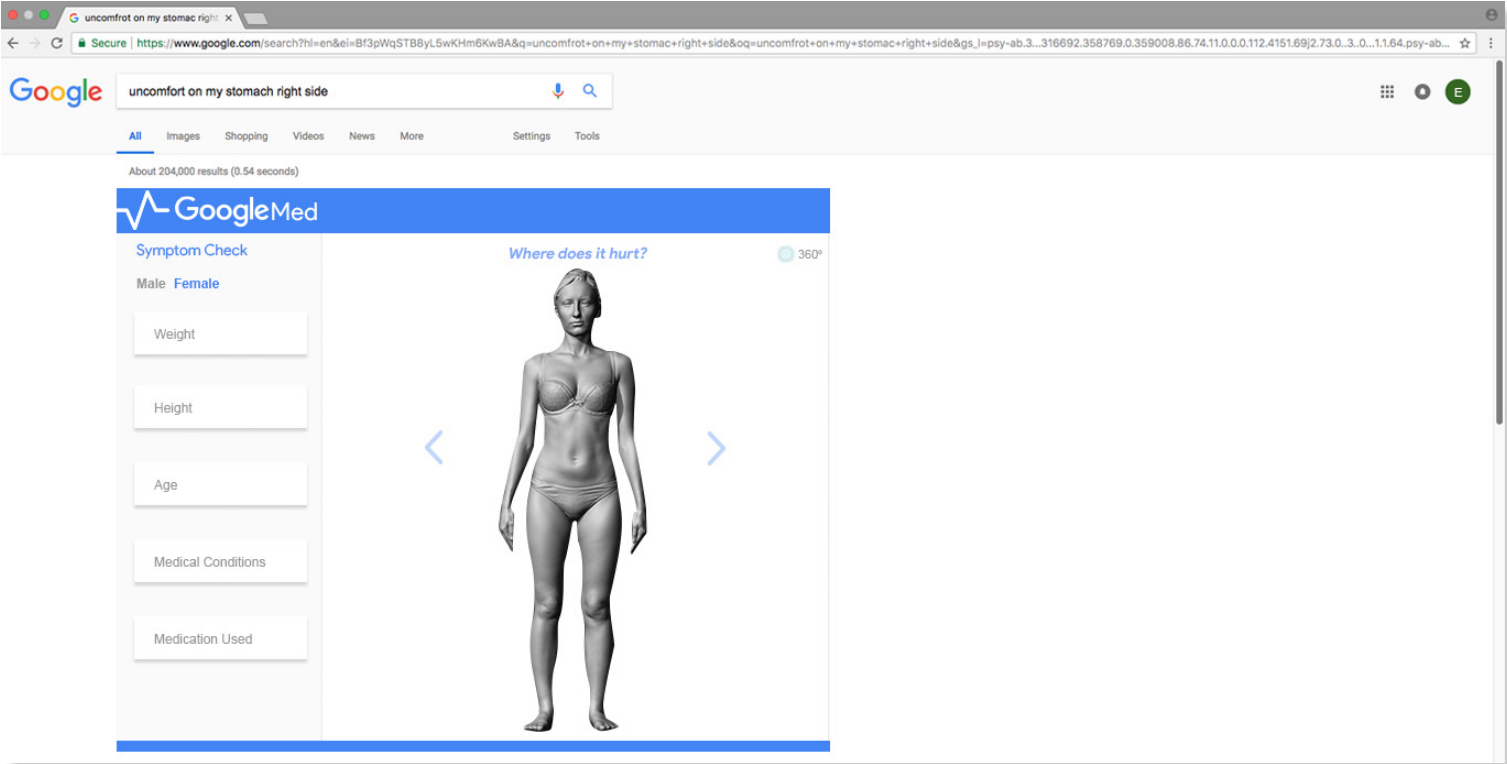


The small logo shares the "G" from Google and the heartbeat line from the chart icon.

FLOWCHART







[Symptom Check](#)
[Directory](#)
[Appointments](#)
[Insurance](#)
[History](#)

Male **Female**

Does it...

Does it look...

Other symptoms

Recent trip to...

Recent surgery

Day / Week

Possible Conditions

**This are Possible Conditions, Always consult a Professional before any treatment Google Inc. is not responsible for any misuse of information.

+ Hernia
A hernia happens when a body part or internal organ pushes through tissue or muscle that holds it in place. There are several types of hernias, most of which happen in the abdomen.

+ Indigestion
Typically develops after you eat or drink something. Pain usually occurs in the upper abdomen, though it may still be felt lower down. If symptoms persist for more than two weeks, you should see your doctor to rule out underlying digestive issues.

+ Irritable bowel syndrome
A common, chronic disorder that affects the large intestine. This includes stronger-than-normal intestinal contractions or abnormalities in your digestive nervous system.

According to your symptoms, it's suggested to consult a [Gastroenterologist](#).
Let's help you find the correct diagnosis and proper treatment.

[Symptom Check](#)
[Directory](#)
[Appointments](#)
[Insurance](#)
[History](#)

Any Gender Male Female

Today Any day Next 3 days

Language

Sort by: rating

Dr. Eric Morgenstern, MD, FACP
Gastroenterologist
★★★★★
535 5th Ave, 611, New York, NY, 10017

3:00 pm 3:45pm 5:00pm 6:00pm

Dr. Kati Glockenberg, MD
Gastroenterologist
★★★★★
535 Fifth Avenue, Suite 611, New York, NY, 10017

11:00am 11:30am 2:00pm 5:00pm

Dr. Andrew Blank, MD
Gastroenterologist
★★★★★
780 Eighth Avenue, Suite #303, New York, NY, 10036

2:00pm 4:00pm 5:30pm 6:15pm

You've been booked!

Dr. Kati Glockenberg, MD

Gastroenterologist



535 Fifth Avenue, Suite 611, New York, NY 10017

★★★★★

Appointment

11:30am
Today, March 2nd

Syptoms

Possible Condition

Stomach pain right side

Constant Pain

Swollen

Constipation

Hernia

Indigestion

Irritable bowel syndrome

**This are Possible Conditions. Always consult a Professional before any treatment
Google Inc. is not responsible for any misuse of information.

Text Confirmation



You've been booked!

Dr. Kati Glockenberg, MD

Gastroenterologist



535 Fifth Avenue, Suite 611, New York, NY 10017

★★★★★

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