



BrainStation[®]

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Google Health

The Brainy Bunch



The Brainy Bunch

WE'RE HERE TO...

Humanize Healthcare

THE PROBLEM SPACE

What did we identify?

THE BIG IDEA



Darren Sanders

Age: 30
Location: Los Angeles, CA
Pronouns: He/him

WHO IS THIS FOR?

Attitude

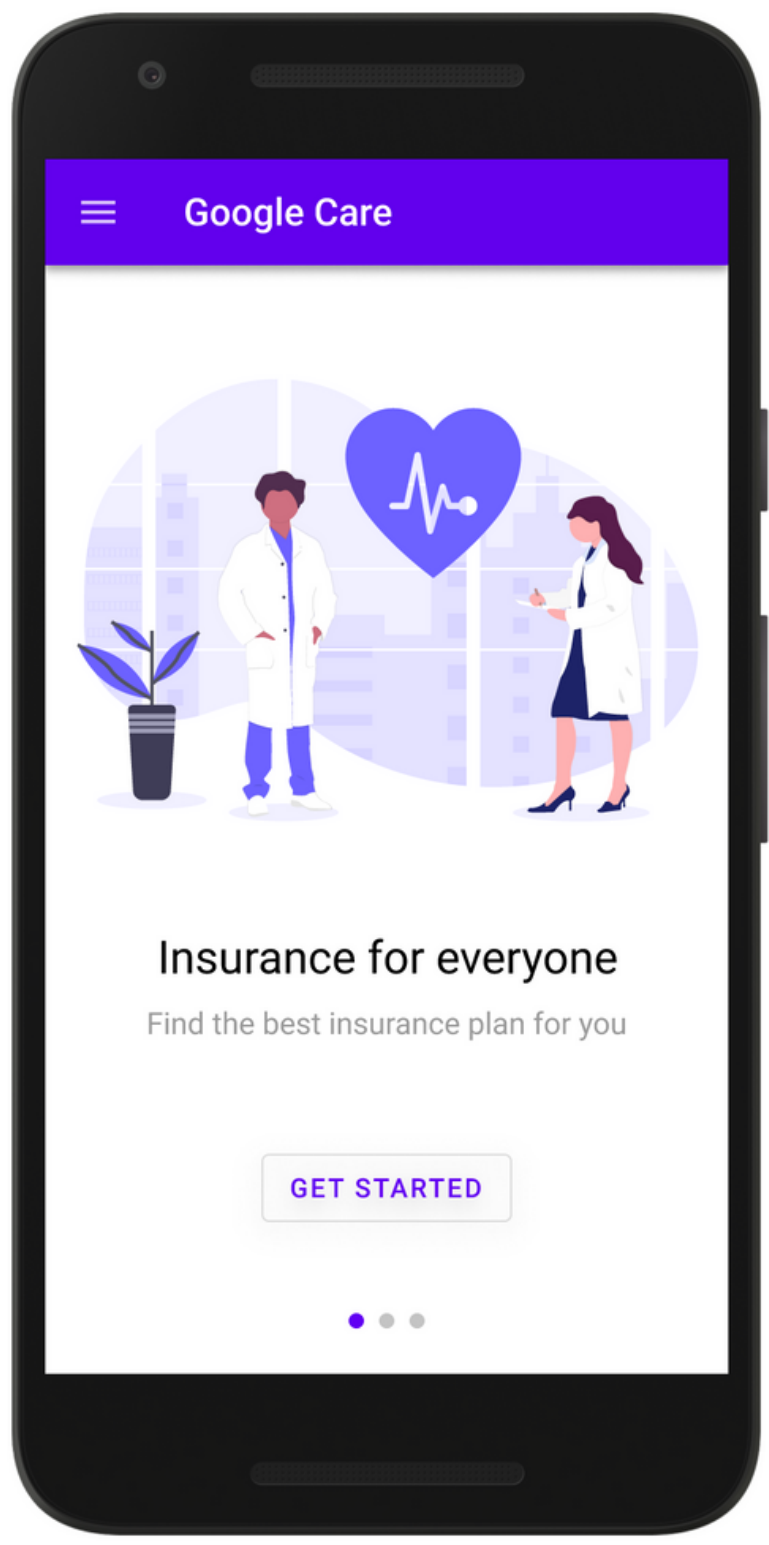
- Health insurance is expensive and isn't something they can afford

Need

- See what insurance costs so he can plan ahead

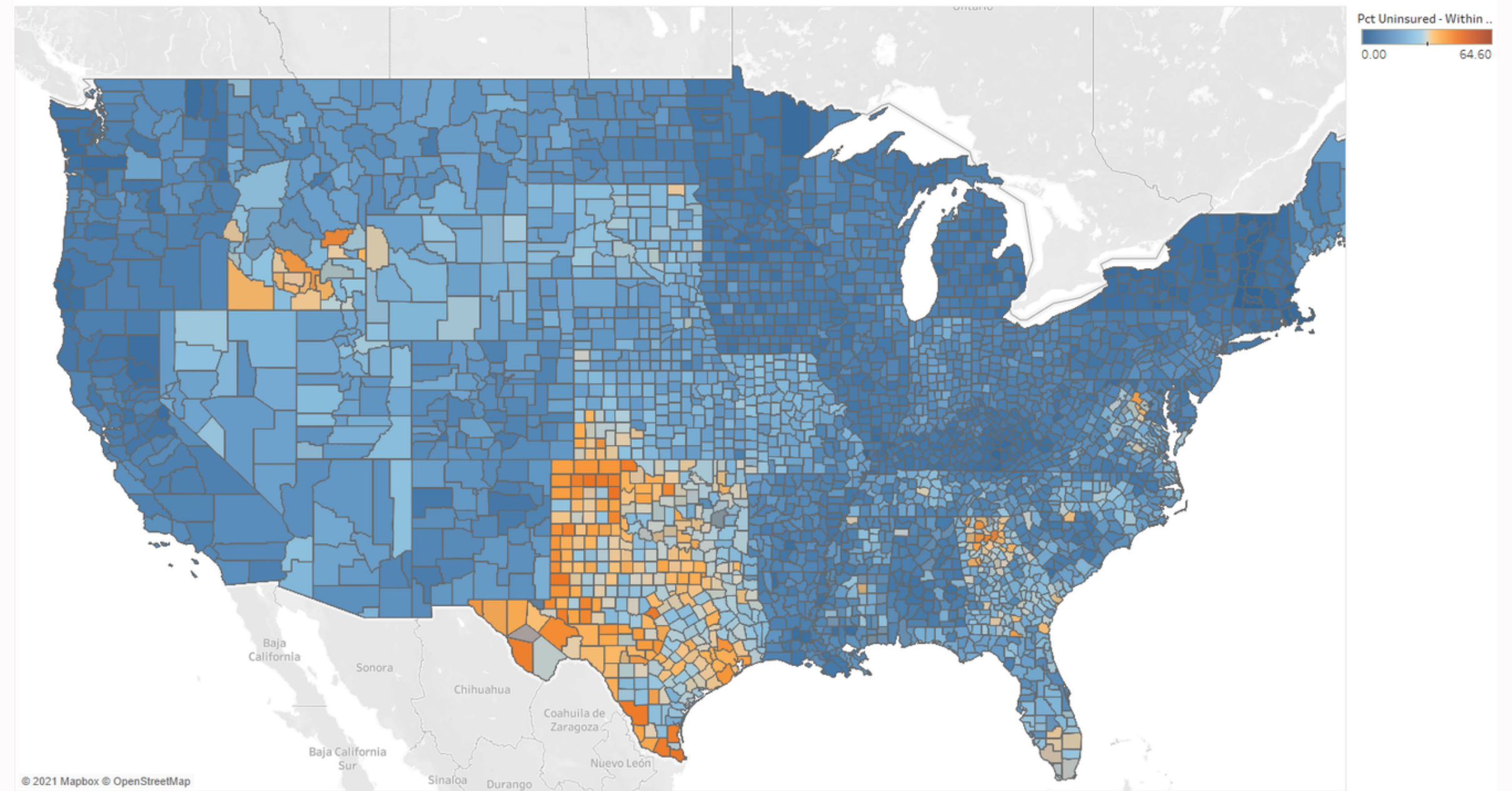
Pain Points

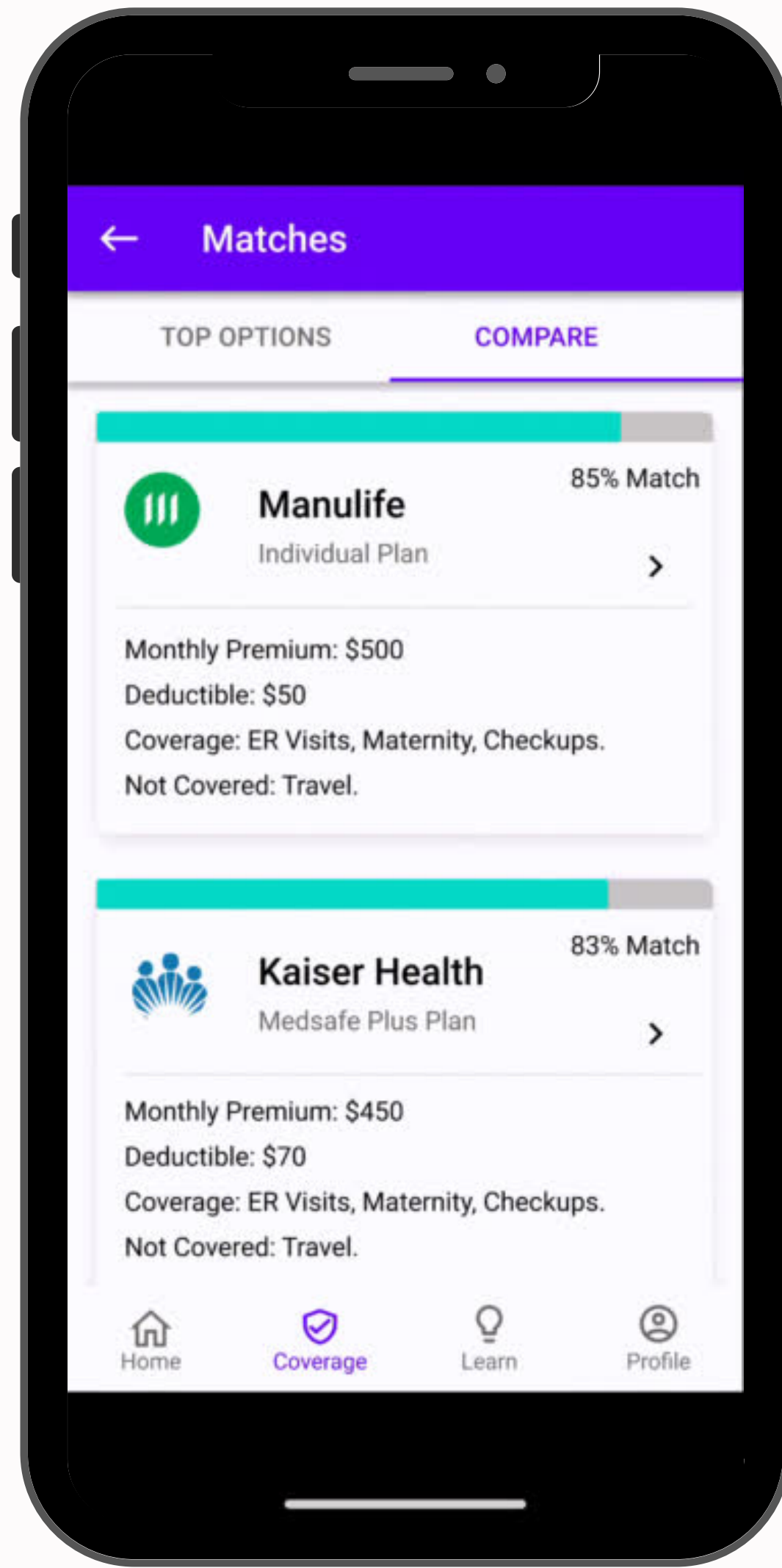
- Insurance is confusing and overwhelming



DATA INSIGHTS

Uninsured Population of U.S. Counties Where Income Less than 138% of Poverty





NEXT STEPS

Thank You!