

## TREO's 99Designs.com Contest

Treo Solutions (<http://www.treosolutions.com>) is an innovative healthcare information services company that provides business intelligence and decision support solutions for growing revenue, managing cost, and improving quality. Our clients include hospitals and health systems, health plans and government agencies dedicated to improving performance.

One of our offerings is a Business Intelligence tool that enables our clients to mine their data to look for issues or trends, etc, and we allow them to view this information in three ways:

- A grid (like an Excel sheet)
- A bar chart
- A bubble chart (similar to GapMinder - <http://www.gapminder.org/>)

When a user views data in our software, they can select from one of three icons to choose the current view type (grid, chart or bubble). Users often want to print this data, or export the data to Excel for further analysis.

We are a healthcare focused data services company, and while we have a good number of very talented web programmers and database analysts, we do not have a top flight graphical designer who can create knock-your-socks-off site design mockups and user interface (UI) schemes.

We have run contests on 99designs before and have always paid a winner. We look forward to seeing what you can do with this challenge.

### **What are we looking for?**

We are seeking design suggestions for:

1. Icons to represent the grid, bar and bubble charts. These icons will be used to select the types of views in the current window.
2. Icons to change the view on the screen.
3. Printing layout and style for the information displayed.
4. Excel layout and style for the exports.

### **Summary**

We like our report theme and our Excel layout.

- We want our Excel sheets to print in a similar professional manner as our reports, handling additional pages gracefully.
- We want our charts and grids to print similarly as well, being clear and easy to read.
- We need a few icons.

We fully expect to contract with the winner for additional help in the near future, so your ability to communicate through the process is critical.

## **DETAILS**

### **Icons**

We need icons for the following:

1. An icon to represent the grid view
2. An icon to represent the bar chart view
3. An icon to represent the bubble chart view
4. A 'grabber' icon to represent the tool to pan the view of a bubble chart (like a hand)
5. A select icon for the tool that allows the user to select bubbles in the bubble chart
6. A print icon to be used to print the current view
7. An icon for the 'Export to Excel' function

It would be great to have multiple versions of each icon to use depending upon its state (e.g., normal, hover-over, selected)

### **Printing**

We have the content we want to print for the user, but need to define a layout for printing. We have static reports that we print, and are pleased with the results, but we have challenges matching this style when printing ad-hoc data requests (both Excel sheet and charts) from our software. A sample of our reports can be found [here](#).

#### *Header*

The header will contain our logo (available [here](#)), some facts about the reports – often data source, vintage of data (e.g., year), and a description of the content.

#### *Footer*

The footer of the page should contain important contextual information, such as the date the report was created, the page number and number of pages, the copyright notice, etc.

*Body*

The layout of the body of the charts will need to include the parameters used to build the report and the rest will vary depending on the type of chart (Bar or grid).


An example of parameters might be:

<b>Filtering Criteria</b>
2007
<b>Provider Specialty</b>
Family Practice
General Practice
<b>Provider Group</b>
County: Pottawattamie
<b>Member Age Range</b>
35 - 44
45 - 54
55 - 64
65+
<b>Rank Type</b>
Decile
<b>Rank By</b>
Variance PMPM \$

There may be many filter criteria, or only a few. Filters could include specific Physicians, Physician Groups, Physician Specialty, CRGs (Clinical Risk Groups), Age Ranges, Gender, and more. And we will have more filters in the future.

Suffice to say, the list of filters could get long.

Here's an example of our data in Excel reports that we have manually created. We want the header and footer to be consistent with the static reports you can find [here](#). It also needs to print well when the content runs to multiple pages.

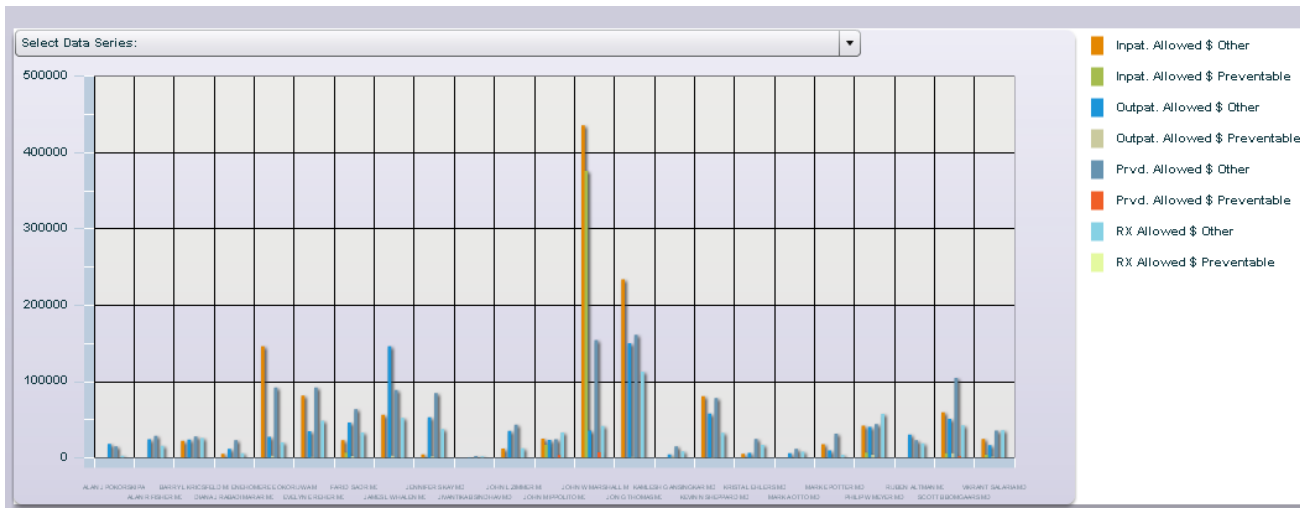
	A	B	C	D	E	F	G	H	I	
1	<b>Attending Physician Splitters</b>									
2	<b>By Payer and Facility</b>									
3	<b>Fictitious Health System</b>									
4	<b>Source: 2008 (10 Months) Fictitious Health System Monthly Data</b>									
5										
6										
7	<b>Name</b>	<b>HOSPITAL NAME</b>	<b>Payer</b>	<b>Total</b>	<b>Average Length of Stay</b>	<b>CMI</b>	<b>Split %</b>			
8	[undefined: ME100321]	Clifton Springs Medical Center	HMO	6	2.17	0.70	28.57%			
9			Medicaid	6	4.00	0.66	28.57%			
10			Self Pay	1	4.00	0.63	4.76%			
11		<b>Clifton Springs Medical Center Total</b>			<b>13</b>	<b>3.15</b>	<b>0.67</b>	<b>61.90%</b>		
12		Howard General Medical Center	Medicaid	6	8.67	1.94	28.57%			
13			Self Pay	1	1.00	0.69	4.76%			
14	Other		1	2.00	0.63	4.76%				
15	<b>Howard General Medical Center Total</b>			<b>8</b>	<b>6.88</b>	<b>1.62</b>	<b>38.10%</b>			
16	[undefined: ME101029]	Washington Medical Center	Self Pay	38	2.95	0.85	30.16%			
17			Medicare	21	4.19	1.12	16.67%			
18			Medicaid	14	5.79	1.91	11.11%			
19			Other	13	4.08	1.10	10.32%			
20			PPO	10	4.30	1.49	7.94%			
21			HMO	1	3.00	0.72	0.79%			
22		<b>Washington Medical Center Total</b>			<b>97</b>	<b>3.92</b>	<b>1.16</b>	<b>76.98%</b>		
23		Howard General Medical Center	Medicaid	7	3.14	0.94	5.56%			
24			Other	7	3.29	0.97	5.56%			
25			Medicare	7	4.86	1.46	5.56%			
26	Self Pay		5	3.00	0.66	3.97%				
27	<b>Howard General Medical Center Total</b>			<b>26</b>	<b>3.62</b>	<b>1.03</b>	<b>20.63%</b>			
28	North Howard Medical Center	Medicare	2	3.00	1.22	1.59%				
29		Self Pay	1	2.00	1.18	0.79%				
30		<b>North Howard Medical Center Total</b>			<b>3</b>	<b>2.67</b>	<b>1.21</b>	<b>2.38%</b>		
31	[undefined: ME96799]	Howard General Medical Center	Other	5	9.40	1.87	26.32%			
32			Self Pay	3	5.00	0.73	15.79%			
33			Medicare	3	11.33	3.28	15.79%			
34			Medicaid	2	8.00	1.38	10.53%			
35			HMO	2	3.50	1.40	10.53%			
36			PPO	2	3.50	0.86	10.53%			
37		<b>Howard General Medical Center Total</b>			<b>17</b>	<b>7.41</b>	<b>1.68</b>	<b>89.47%</b>		
38	North Howard Medical Center	Self Pay	1	7.00	18.77	5.26%				
39		Other	1	15.00	1.22	5.26%				
40	<b>North Howard Medical Center Total</b>			<b>2</b>	<b>11.00</b>	<b>9.99</b>	<b>10.53%</b>			

## Body for Bar Chart Printing

Bar charts have several parts. In the body of the report, we need to print the bar chart and legend, as well as a title. Sometimes there are only a few bars in the chart. Other times, there may be many bars, which makes it difficult to label the bars on the axis. Here are a couple examples of bar charts from screenshots of the software.



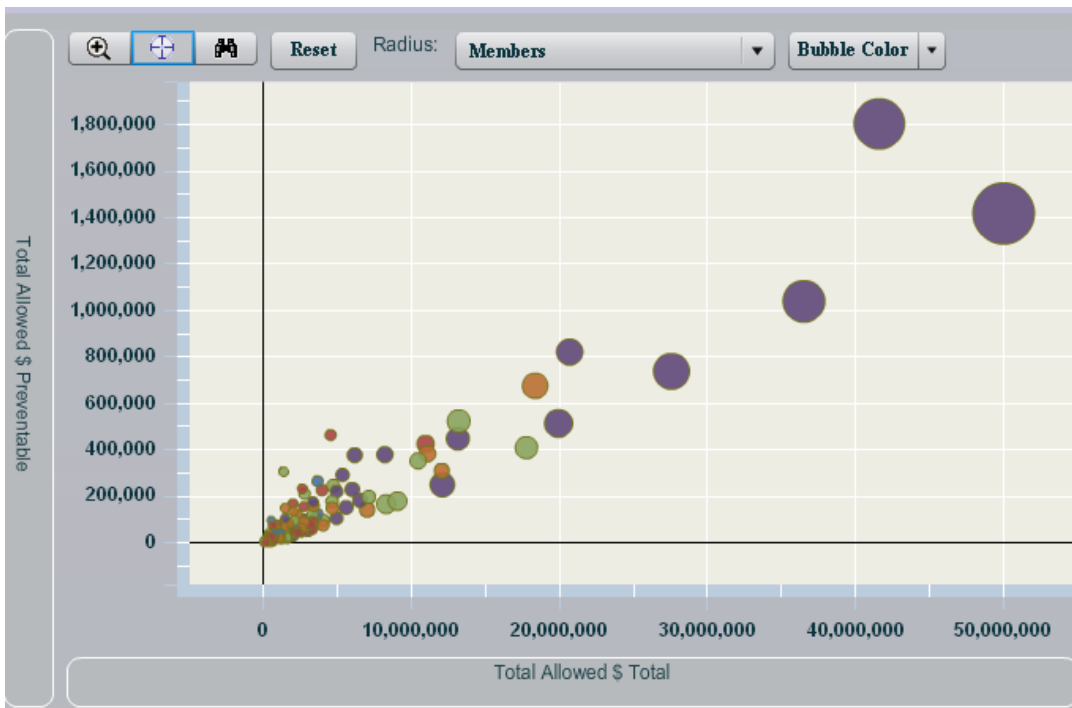
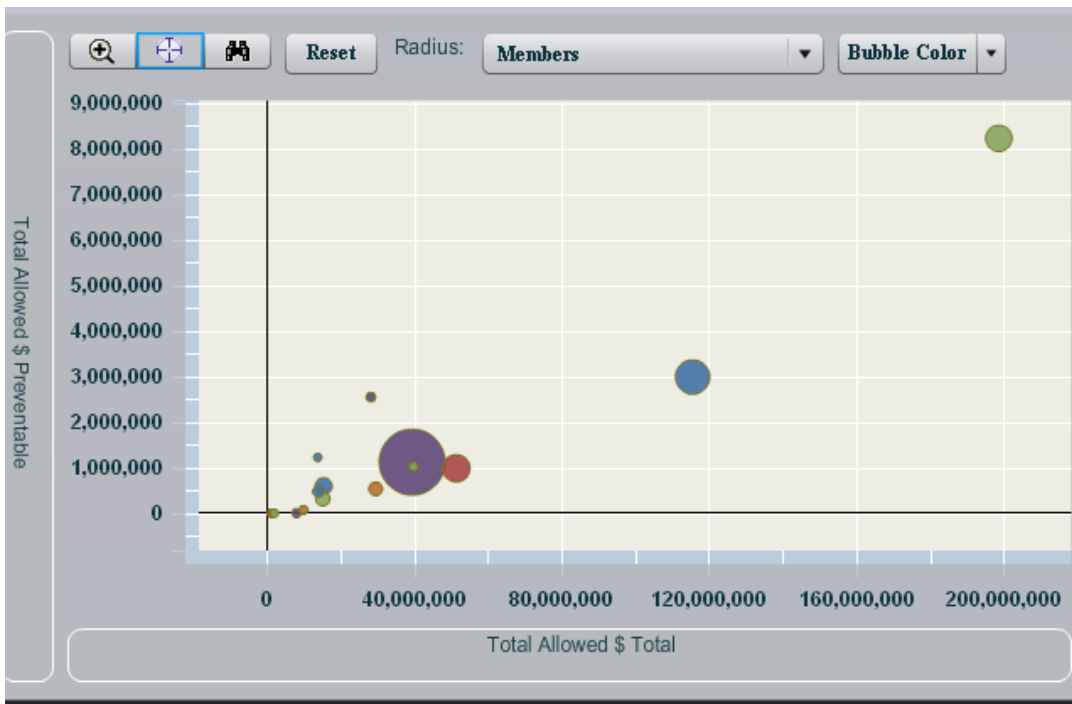
This one has more columns and has not been effectively labeled on the x-axis. In the software, we can use mouse-over tool tips and other tricks. However, on a hard copy printout, we need some legible way to identify the bars. The legend also has more values to identify.



We're looking for ideas on where to place the legend, where to place the parameters (filter criteria from above), and making the graph more legible when many bars are visible. If you have ideas of colors schemes, those are welcome too.

### Body for Bubble Chart printing

Bubble charts have a legend and a chart. The legend is a little bit more involved than the bar chart, because there are two additional variables: one for the bubble color and one for the bubble size. Some charts have only a few bubbles, others have many. Here are a couple screen shots.



We're looking for ideas on where to place the legend and where to place the parameters (filter criteria from above). If you have ideas of colors schemes, those are welcome too.

The final challenge is designing a layout when the user wants to print multiple views (e.g., a bar chart and bubble chart together). We could use the layouts above and put each view on a separate page, unless you have design suggestions for putting them into a single page. In this case, the charts/grid must be printable at more than one size, but they must still be legible. You may have recommendations on minimum or optimal sizes, please share your thoughts on that too.

### **Export to Excel**

When the user wants to export the grid data to Excel, we have similar challenges as printing. We'd like to create an Excel template that the views can be exported to for printing or for further analysis (similar to the Excel view above that we created manually). Keep in mind that some users will export a larger number of columns, more than what can fit in the width of a page. The template must handle this by accommodating multipage printouts.

### **Artwork, Icons, Stock Photography**

Must be original artwork, our graphics (our logo can be found [here](#)), or with a license available from stock photo sites such as iStockPhoto.com.

### **Final Deliverables Required for Payment**

All images/icons/skins should be made available in native Photoshop/Illustrator/Flash form, as well as web-ready in .gif/.jpeg/.png

For print layout, it would be we need the icons, fonts, colors, etc, that were used in the design. We tend to use Crystal Reports to print, so if it's in a Crystal rpt, that would be advantageous, but not mandatory.

### **Have Questions for Us?**

Good! We like questions and love giving feedback – we worry when designers don't ask us lots of clarifying questions. Post to the site contest or send an e-mail to [wmykins@treosolutions.com](mailto:wmykins@treosolutions.com)

Best of luck to all entrants!