A health based care assistant

Introducing Health Pal. A health care informed booking assistant for all your health and wellness needs.

We emphasize on a holistic, patient focused approach to healthcare and only source the best doctors and health practitioners who are on the same mission.
Health Pal is a product that came to life through my UX Design 10-month certified training program at CareerFoundry. Initially, the project started as an expert app that would enable anyone, anywhere to instantly chat with an expert in virtually any field. After conducting surveys and user interviews, I learned that there's a great need for a particular expert product, I pivoted from building a product that would touch all expert categories such as business, home improvement, law, and health to focusing on one expert category. My survey results concluded that Health ranked highest in terms of greatest expert need by users. Through this discovery is where Health Pal, my health and wellness product, is born.

My new business strategy, develop a competitive industry specific expert market place, a health assistant app, that delivers solutions to patient problems and eliminates the time it takes to find the perfect health expert utilizing a health pal.

What sets Health Pal apart from it's competition, is it's primary feature, which allows users to have access to an intuitive and reliable Health Pal, a health care assistant, that helps answer user questions and connect effortlessly with health and wellness experts who are proficient and highly recommended in their fields.
Teachers

Dana Lynn
Dana was my wonderful Career Foundry UX Mentor who critiqued my work through out the UX Certified Program and gave me high-level solicited advice during our 1-on-1 skype sessions. Dana is a UX Design Lead at Hewlett Packard Enterprise with many years of experience in the design and tech industry.

Evan Verdoia
Evan was my Career Foundry UX Tutor who critiqued and approved my weekly assignments, provided feedback, relevant ux articles, and answered any questions I had about the assignments. Evan is a UX Designer at CA Technologies based in San Francisco.

Anthony Pelosi
Anthony, my husband, and occasional product and tech mentor since 2014, helped provide product feedback, constructive ux design criticism, formulate long term business objectives, and tested my prototype. Anthony is a Product Director at BCG Digital Ventures.
My Role and Process

Health Pal is an individual project which gave me the opportunity to plan and direct each step of the design thinking process as a UX strategic design student with mobile and web UI design experience.

Starting the project I conducted generative research first in order to understand my potential users and the complexity of their needs, motivations, and behaviors. This research helped define Health Pal's problem and provided insights to inform the ideation phase. During the developing process, I moved through the lean feedback loop (build, measure, learn) making design improvements and increasing the usability of my prototype based on moderated usability test, a/b test, and preference testing to finally deliver my finished product and its three core features.
Design Methodologies

When working on a new project I begin my process with design thinking and gathering generative research through empathy and a deeper understanding of user needs and desires. Afterward, I’ll combine the systems and design thinking methodology during the phases of evaluating, defining and developing the product. I’ll consider the big picture first and the specific interactions later. What are the key elements in the product? How are they connected? What does the overall purpose of these elements serve? Do these elements solve my personas problems? By understanding the inter-relatedness of the collective system, I can better design for an effective flow of user behavior through the entire ecosystem.
Framework

1. Discover
   - Survey
   - User Interviews
   - Affinity Map
   - Competitor Analysis
   - Usability Heuristic Evaluation

2. Define
   - Problem Statement
   - Potential Solutions
   - Business Requirements Document
   - User Stories
   - User Personas
   - User Journeys
   - User Flows

3. Develop
   - Card Sort
   - Content Audit
   - IA Sitemap
   - Paper Sketches
   - Mid-Fidelity Wires
   - Initial High-Fidelity Comps
   - Usability Test Plan
   - Usability Recruiting Plan
   - Moderated Usability Test
   - A/B Test
   - Preference Test
   - Affinity Map
   - Rainbow Spreadsheet
   - Recommendations to fix issues
   - Update High-Fidelity Comps
   - Provide Learnability Metrics
   - Usability Test Retrospective

4. Deliver
   - Style Guide
   - High-Fidelity Prototype
   - End Design Presentation
Surveys & Interviews
Conducted a survey through Google Survey's, identified 3 interview participants, wrote a interview script and facilitated a qualitative moderated interview for each participant.

User Research Analysis
Analyzed user needs and pain points. My research analysis contains an affinity map showcasing data grouped based on identified themes, and a list of insights supported by relevant examples.

Competitive Analysis
Identified two potential competitors for my product. For each competitor profile, I’ve included an overview, a marketing profile, and a SWOT profile. Afterwards, I performed a UX competitive analysis.

Usability Heuristics
Identified examples of heuristics of usability in practice with my highest competitor ZocDoc. I walked through the ZocDoc application and documented anything that violates any of the 10 Usability Heuristics.

Problem Statement
Using the Double Diamond Strategy, I created a problem statement for Health Pal, brainstormed potential solutions, then narrowed it down to a single solution.

Business Requirements
My BRD contains all the required sections including executive summary, business objectives, scope, functional requirements, and delivery schedule.
User Personas
Each of my persona’s contain relevant and unique personal details, and represent a distinct audience group that is well supported by research and data collected from my surveys and interviews.

User Journeys
Created 3 journey maps informed by qualitative research. These maps include primary tasks, user thoughts, and recommendations are clearly defined, relevant, and actionable; the visual design effectively tells a story of the journey.

User Flows
Mapped out task flows for each of my 3 primary objectives. Each flow clearly illustrates my persona’s process through the product and includes well-thought-out alternative paths.

Mobile-First Design
Design plan includes mobile, tablet and web content and content type/persona are clearly labeled. Provided notes on personas needs as well as rationale for content.

Card Sort Test
Conducted a card sorting test, a participatory design method used to evaluate or generate ideas to better design the information architecture of my application.

Content Audit
Assessed and documented Health Pal’s largest competitor ZocDoc and its relative strengths and weaknesses in order to prioritize my future marketing activities.
Refining my UX sitemap based on results provided from my closed card sort test with 6 participants which helped me with defining how my primary features should be mapped out.

Implemented navigation concepts for both mobile and desktop applications.

Created both mobile and desktop wireframes for 3 of the core features of my project. Focused on how the placement of elements change when faced with more or less screen real estate.

Created low-fidelity paper prototypes for my desktop and mobile applications.

Applying the process of rapid prototyping to user onboarding and providing a well-written rationale for the selected onboarding method I have chosen.

Revisited my low-fidelity wires I created for my 3 core features. Received feedback from my ux tutor and product manager and iterated a mid-fidelity interactive, clickable prototype for my application.
19 High-Fidelity Prototyping
Created a High Fidelity interactive prototype with InVision based on the comps I finalized with my Mid-Fidelity wires.

20 Usability Test Methods
Compared test methods for conducting evaluative research. Discussed various environments and methodologies for conducting usability testing.

21 Usability Test Plan and Results
Evaluated the learnability for new users interacting with the Health Pal application for the first time on a mobile iOS device. I observed and measured the success rate of 6 participants completing 2 task attempts each.

22 Native Apps
Building a cross platform design language between native apps.

23 Accessibility
App accessibility is the new must in mobile development, with this portion of my work I implement strategies to make my mobile app more accessible to users with disabilities.

24 Design Feedback
Reached out to Product Managers and UX Designers for UX/UI design feedback and documented all comments that were provided through InVision, and have made the necessary design iterations in order to improve the app's overall experience.
SURVEY’S + INTERVIEWS

PLAN + RESULTS
Goals for Survey and Interviews

The purpose of this document is to analyze the results of user surveys and interviews conducted for the Expert app.

Survey Tool

Google Survey's

https://surveys.google.com/reporting/survey?
survey=engysydiw2igayejnsacnbega

Timeframe

The survey took 3 days to run. The moderated qualitative interviews took 5 days to schedule and conduct.
**Goals for Survey and Interviews**

1. To understand what types of experts users are seeking the most.
2. To find out what methods were used to find the expert a user was looking for.
3. To understand if user felt their needs were or were not met when working with an expert.
4. To find out what method or device a user would like to use to receive an expert’s advice.
5. When submitting a question, to find out if time is more important with receiving a response, receiving a few expert matches to choose from, or if the user would like to search for an expert themselves.
6. To gather insight as to what types of core features users might be interested in for my product.
7. To understand how a user would like to pay for an expert’s time.

**Goals for Experts**

1. To find out if experts were able to help fulfill the users needs and how.
2. To understand how experts would like to be compensated for their time.
3. To understand how experts price their services.
4. To understand what type of platforms or methods experts like to use to provide advice.
5. To understand how best to share expert qualifications or portfolio.
6. To understand what experts average respond time would be for the service they are providing.
7. To gain insight as to any negative experience’s when dealing with customers and how the experts resolved the situation.
Hi, ______. My name is Riley, and I’m going to be walking you through this session today. We’re conducting interviews to better understand how people go through the process of finding an expert to help them with their professional or day to day needs. The session should take 30 minutes.

The first thing I want to make clear right away is that this is not a test. You can’t do or say anything wrong here. In fact, this is probably the one place today where you don’t have to worry about making mistakes.

If you have any questions as we go along, just ask them. And if you need to take a break at any point, just let me know.

OK, let’s get started.
Moderated Interview Questions

• What do you do for a living?
• Can you tell me about your hobbies?
• What does your typical weekday look like?
• When do you normally first use the Internet in a day?
• What products/apps/services do you use on a regular basis?
• When searching for an expert where do you initially go to find one?
• What type of expert do you tend to need in your daily life the most?
• When browsing through many experts providing the same service, how do you go about choosing an expert to contact?
• Have you used the web or phone apps to find an expert to help you? If so, which ones?
• Are an experts qualifications, ratings, and customer reviews important to you?
• In what method do you prefer to receive an experts advice? Voice Call, Video Call, Video Recorded Answer, Instant Messaging or Email.
• Tell me about the last time you tried to receive advice from an expert using the web or your phone. Did the expert fulfill your needs? Please explain.
• What is the biggest pain point related to interacting with an expert?
• What might keep people from using a expert to help them with their needs?
• What do you consider as a negative experience when receiving advice from an expert?
What I learned

• Build quantitative survey’s, not qualitative.

• When writing survey questions, work backwards. Once I’ve set my objectives, determine the data I will need to gather in my survey.

• If my survey is short and sweet, there’s a greater chance that more respondents will complete it.

• Save qualitative questions for user interviews.

• Health and wellness, business and home improvement are the most needed categories for users seeking expert advice.

• Most people find an expert through personal network of work colleagues, friends and family referrals.

• People would rather search for a professional on their own than be matched with an expert.

• People would rather receive an experts advice through phone or video call than any other form.

Survey

When creating my survey for Expert, I had to revise a few times. My first survey was too qualitative, asking too many open ended questions, this led to users dropping off and they were unable to complete the form. My second survey was less qualitative and more quantitative, but still too long. My third survey I had more success with and received some great feedback. I shortened the survey down to 5mins and asked only 5 questions. I was really surprised with my results and this gave me great insight as to how to tailor my app to my users interests and needs. I’ll be interpreting more of this data in the next exercise.

Interviews

My moderated user research interviews were more challenging to organize. I needed to find the right candidates and coordinate with their schedules, this took longer than anticipated. While waiting for potential candidates to respond to my inquiry, I went to hellopingpong.com and I almost considered using their user base, but did not want to pay $80 per interview. I decided to hold off and try to select people who I knew that fit the criteria and who would be open to do the interview for free. Thankfully, with time, I was able to conduct 3 interviews and the interviews went well. I kept the interviews short down to 30 minutes and gained more insight as to how I might consider building my product. Without these interviews I would be designing my product blindly not solving the true problem of what users actually need. My assumption and idea’s of what users need before my survey and interviews, was opposite of what users actually need. This changes my perspective completely and I am learning not to assume anything when it comes to design. Best to research and test always.
USER RESEARCH ANALYSIS

ORGANIZE DATA
Organize Data

The purpose of this document is to provide my research analysis findings and to synthesize the data collected from my survey and user interviews. To provide an affinity map showcasing data grouped based on identified themes, and a list of insights supported by relevant examples and presented in a logical, visually engaging way.

Survey Tool

Google Survey's

https://surveys.google.com/reporting/survey?
survey=engysdiw2igayejnksacnbcga

Timeframe

Estimated Task Time: 7 Hours.
My affinity map overview

1. I started sorting through the data I collected by writing down my research goals for expert.

2. Documenting my quantitative survey results.

3. Connecting patterns between my survey results and interviews results.

4. Documenting each interview question and answer and printing results for reference.

5. Pulling out verbatim quotes.

6. Thinking of tasks which will inform my wireframes.
Affinity Map

Searching for Expert
- Exits couldn’t be predicted
- No expertise on the list

Expert Appointments
- Can I ask the right questions?
- How do I know if I have the right expertise?

Consultation
- Do you need an expert consultation?
- Expert consultation?

Rewards
- I would like to hire an expert for personal health goals.
- I want to be rewarded for my progress while working with an expert.

Expert Frustration
- As an expert, I don’t feel I can’t be rewarded when a patient improves.
- I have my own medical problems and feel the doctor has to treat it.
Findings

Users appreciate when experts follow up with their extended question after service has been provided for no additional charge.

Users don’t want to deal with the nuances of price matching in order to find best rate.

Often times users seek referrals for experts through work colleagues, friends or family.

Insights

Users would like to receive an expert’s advice by phone or email.

Having a virtual consultation between expert and user will speed up the process for receiving help.

Providing expert ratings, qualifications, reviews, price, location and measurable goals are what users are looking for when making a final decision on working with an Expert.

Use LinkedIn for expert verification and Facebook for social network referrals.

Need to think more about infrastructure here and sink up with product manager for advice.

How can I incorporate Google and Yelp ratings in the app? How can I validate ratings of an Expert?

What I learned

When starting out my research project for Expert I needed to narrow my focus from touching all expert categories, such as Business / Home Improvement / Creative / Health to focusing on one particular category and doing it well. A category such as health and wellness. Figuring this out before my survey and user interviews would have helped me screen users who mostly utilize health and wellness experts.

Since I went about my research covering all expert categories, I now ask myself how can I combine my research in Business, Health, and Home Improvement into a more narrow focus which will be a health and wellness product?

My competitive analysis does not match up anymore since changing the idea of the app to a Health and Wellness Expert App. I can still use bits and pieces of my competitive analysis, but still, these companies will no longer be my competitors anymore.
Overview
I’ll be analyzing a potential competitor called Just Answer, which offers on-demand experts to answer your questions. Talk to a doctor, vet, financial advisor and more in minutes. URL: www.justanswer.com

Key Objective
JustAnswer’s mission is to make doctors, lawyers, vets, mechanics and other verified Experts accessible to anyone, anywhere, at any time, and on any budget. The company is leading the democratization of professional services, empowering people with real-time access to affordable assistance, insight and expertise—24/7.

Bottom Line
• JustAnswer falls in the category of professional services, advice, customer service, Q&A marketplace
• On a mission to help people
• Provide the #1 platform for users to access verified Experts – quickly, conveniently and affordably
• All Experts must pass their rigorous 8-Step Expert Quality Process
• Experts in 700 different categories and all the specialities within those categories

Overall Strategy
Just Answer positioned themselves against other companies in their industry by launching an AI chatbot that answers simple questions, helps qualify leads and more effectively connects its customers with one of the site’s experts. AI brings greater intelligence and efficiency to the process, resulting in better close rates, a higher percentage of paying customers and a better customer experience. Press does seem to be an outlet for promotion, their latest article was written in May 2018. The company is using an unique algorithm that is verifying the quality of each expert. JustAnswer pays their experts an earning of 20% of what the user is willing to pay for the answer if it is accepted. The experts can work up to earning 50%. The experts can cash out to paypal. Each question varies in the amount it pays, but the average appears to be $20. Just Answer maintains a 4.0-star rating on the Apple app store out of 518 ratings, and a 4.5-star rating on the Google Play app store out of 21 overall ratings.

Bottom Line
• Small growth in google play store
• Could spend more on marketing but they maybe trying to improve the product experience, AI, and algorithms first
Market Advantage

JustAnswer is one of the survivors of the “answer engine” or Q&A craze that was prevalent a number of years ago. The venerable (or ancient) Yahoo Answers is still around, and so is Quora, but various efforts from Google, Facebook, Amazon and a range of startups are gone. JustAnswer adopted the paid-advice model that was also used by the original Google Answers. Each user who connects with one of 12,000 experts on the site pays on average $30 for a consultation. There are no ads. Most of JustAnswer’s traffic comes from SEO.

Bottom Line

- High ratings in the Google and Apple app store but small mobile user base.
- They appear to have a large web user base but not sure how large.
- Received 34k likes on Facebook, 20k followers on Twitter. They are staying active with blog posts.
- Their AI chat bot can recognize more than 100,000 variables in conversations and even ask follow-up questions.

Marketing Profile

Founded in 2003, Just Answer is the largest platform on market containing 12,000 Experts, 700 categories, 196 countries, 38 currencies, and 4 languages. The company is based in San Francisco, CA, staffed with 150 employees, holds a strong leadership team and board of directors, one of the highest ranking being Charles Schwab. Acquired a total funding amount of $50.7M received across Series A and B funding rounds.

Bottom Line

- Raised 50.7MM
- They’ve stuck to their original mission
- Helped Over 8MM worldwide
- Answered 16.2MM questions
- Written many expert articles with links back into their product flow
### Strengths

- Raised 50.7MM
- Helped Over 8MM worldwide
- Rigorous 8-Step Expert Quality Process
- Unique algorithm that verifies the quality of each expert
- AI chatbot provides greater intelligence and efficiency to the process
- Strong leadership team and directors
- High 4.7 rating in bbb.org and consumer affairs

### Opportunities

- Build a delightful user experience with the app where users can explore experts by categories and empowering them to connect with experts of their choosing. Enabling users of the app to choose between communicating by voice, video or texting with Experts.
- Add a search feature to the app
- The website feels like they are trying to pitch and sell something to me.

### Weaknesses

- Mobile app is a limited extension of their website
- Charging users when they have not received answers
- Customer service needs improvement
- Poor organic search
- No button to signup on the home page for users looking to go through an on-boarding flow.

### Threats

- Quora
- Industry specific expert market places
- ZocDoc
Usability

JustAnswer’s iOS App is following Apple’s guidelines and using basic iOS components which makes it easier to use. The app’s main feature is to ask a question, but I’d like to be able to search and review experts’ profiles. The app is a limited extension of their website. Their color palette fails to meet ADA compliance, I would recommend selecting brand colors that meet WCAG AA compliance, to avoid becoming a disability discrimination litigation target.

Navigation Structure

Menu is easy find on the bottom navigation.

It does not make sense that “My Questions” bottom nav tab lands on “Favorite Experts” segmented control by default. Shouldn’t “My Questions” be the default?

The home bottom nav tab, I believe should be titled “Home” instead of “My Questions.”

 Compatibility

The product supports the web, iOS and Android 4.1 or later versions.
UX Analysis

Layout

The layout is using standard iOS patterns. I don’t understand why they included a keyboard icon on the top left corner of the text input field for their “ask a question” bottom nav tab. What is about their text entry box that users were unable to figure out how to bring up key board by tapping on the text entry box itself, and hence felt the need to include keyboard icon?

Differentiation

I would say Quora and Just Answer are not exactly the same product, but at this time I would be more compelled to use Quora as it has a stronger user base and is more transparent. You can search to see if your question has already be answered. That being said, I may not get a professional or expert response from Quora and my question may go unanswered. I believe Quora is ahead of the game with functionality, but lacks information hierarchy with their mobile app. Often I feel confused as to where to start using Quora’s app. Finding a happy medium between the two products, I believe will help my product stand out from the competition.

Calls to Action

The CTA’s are the appropriate size and placement meets standard iOS conventions.
Key Objective

Quora’s mission is to share and grow the world’s knowledge. A vast amount of the knowledge that would be valuable to many people is currently only available to a few — either locked in people’s heads, or only accessible to select groups. Quora wants to connect the people who have knowledge to the people who need it, to bring together people with different perspectives so they can understand each other better, and to empower everyone to share their knowledge for the benefit of the rest of the world.

Bottom Line

- Quora falls in the category of Social Networking and Q&A
- Ask a question and get helpful answers, Learn from credible people
- Quora succeeded in combining attributes of Twitter and Facebook
- Quora has developed its own proprietary algorithm to rank answers, which works similarly to Google PageRank

Overall Strategy

Founded by Facebook’s ex-Chief Technology Officer in 2009, Quora positioned themselves against other companies in their industry by launching as and remained a “invite only” company and its first users were field experts and high ranking people in Silicon Valley. The product was built on an scalable, multi-environment (mobile & desktop), robust publishing platform with graphic support that is, so far, secure. Quora has put a great emphasis on developing a strong product versus rapid revenue generation. Quora maintains a 4.7-star rating on the Apple app store out of 17.2k ratings, and a 4.5-star rating on the Google Play app store out of 310.8k overall ratings.

Bottom Line

- Total registered users = 190 Million.
- 400,000 Topics
Market Advantage

Quora has become a substantive resource for millions of entrepreneurs and one of the best sources for Business to Business market. Majorly used by writers, scholars, bloggers, investors, consultants, students this Q/A site has much to offer in terms of knowledge sharing, connection building and information gathering. What makes Quora unique as compared to other Q&A sites, such as LinkedIn Answers or Yahoo Answers, is its utilitarian interface and active member community of area experts, providing in-depth, accurate, and relevant answers.

Bottom Line

- Ranks 407th among most heavily-trafficked sites of the US
- Quora has zero tolerance for Spam.
- Credibility backing answers. Quora's most distinguishing feature is that there are real experts answering the questions you ask.

Marketing Profile

Quora was founded in 2009 by two Facebook employees, Charlie Cheever and Adam D'Angelo. It was designed to be the home of insightful user-generated content arising from questions, answers, and edits. With a monthly active user of 190 million people who have asked questions on more than 400,000 topics, Quora as established itself as a stakeholder among Q&A social network platforms. Quora's revenue model is still in its formative stages; but for now, the firm makes money through advertisements – not surprising if you consider the background of its founders in Facebook.com, Inc. FB 0.46%. The firm survived the first seven years on venture capital, but it started testing ads last year and it appears that those ads will become a permanent fixture on the platform. Quora has also shown a reluctance to support sponsored posts because it wants the community to critique each answer on its own merit so that users can find the most relevant answers at the top.

Bottom Line

- 200 million monthly active users
- Valued at $1.8 billion in its most recent funding round in 2017
- Recently opened its platform to advertisers
- Ensure's that users are highly engaged spending a range from 1hr to 4hrs on Quora

Competitor Marketing
Swot Profile

**Strengths**
- Valued at $1.8 billion
- 200 million monthly active users
- Quora has zero tolerance for Spam
- Quora allows Peer Networking. You can connect with industry experts to get recommendations, guest posts & referrals

**Opportunities**
- Need to hire someone with real ad implementation experience
- If your vision is to spread knowledge, allow access to answers for people who don’t have an account
- Think about monetizing the service and creating a revenue stream.

**Weaknesses**
- It offers a basic design for your profile as well as for blog posts. It does not allow that much help to make our blog post look visually stronger. It looks like as if we are looking at the piece of content provided by Quora, not by us.
- If somebody is exploring Quora anonymously, it asks you to sign up first, which is quite frustrating for the user who is not interested in instant sign up.
- It does not allow scheduled posts.

**Threats**
- Reddit
- Twitter
- Facebook
- YouTube
USABILITY HEURISTICS

ZOCDOC USABILITY HEURISTICS & INTERACTION DESIGN EVALUATION
Usability Heuristics

Visibility of system Status

1. After booking an appointment with a doctor, I am presented with a loading screen which provides a loading signal seen in the middle of the screen to indicate the system is booking my appointment. There’s also copy found above to let me know this could take a few minutes.

2. In the user flow for finding a doctor, after entering my search criteria, I am presented with a list of doctors to choose from. The small clock icon seen on the top left of the screen provides a micro movement with the wheel spinning suggesting that I need to act fast.

Match between system and the real world

1. ZocDoc uses plain language and visuals to help you understand how to Sync with your Calendar. What a useful tool!
Usability Heuristics

User control and freedom

1. ZocDoc provides a Cancel button on the top left of the screen to provide the user with an exit mode to get out of this user flow.

2. The user has an option to choose No or Yes whether the picture taken of their insurance card is clear.

3. and 4. The user is provided two different ways to exit this screen.
Usability Heuristics

Consistency and standards

1. The main CTA's are always treated consistently. Although the size of the CTA may range from Large, Medium to Small, these CTA's still stand out as the primary call to action with the consistent yellow background and dark blue sentence case font treatment.

2. The share button is consistently located on various screens, although I did find a few inconsistencies here with other screens that did not follow the same standard.

3. The positive and negative color indicators (red and green) on this screen are using standard usability colors, although these colors do not meet ADA compliance. Secondary buttons and link treatment found in light blue remains consistently the same.
Usability Heuristics

**Error prevention**

1. The copy provides useful information that this may not be the type of doctor I am looking for and the secondary CTA / x give you the option to cancel and go back.

2. The copy provides useful information and warns users that if they cancel appointments too many times their account will be locked.

**Recognition rather than recall**

3. The well guide helps users know what annual appointments have been completed for the year and which health appointments need to be booked.
Usability Heuristics

### Flexibility and efficiency of use

1. The only accelerator I was able to find in the app was the search filter which allows users to tailor their search criteria in order to produce faster search results.

### Aesthetic and minimalist design

1. The home / search screen is easy to use and ZocDoc does not overload this screen with more content. They keep the users focused on the primary feature which is to search for a doctor.
2. After booking a doctor appointment, a modal pops up asking if I would like to book other health appointments? The doctor illustration provides a subtle animation from the side which engages the user to make a choice. Simple, minimal design.
3. Trying to find the right doctor can be tricky and overwhelming, ZocDoc simplifies the amount of information provided for each doctor in a list view. The product only provides the most relevant content to make a quick decision.
Help users recognize, diagnose, and recover from errors

1. I could not find areas in the app that provided error recognition, however, I think this could be an example. Although not an error, the red copy informs the user that they have canceled their appointment. You can recover if you accidentally canceled, by selecting the doctor list cell and booking a new appointment.

Help and documentation

1. If users are having trouble using the app or have questions, they can call the ZocDoc customer service number.
PROBLEM STATEMENT

IDENTIFY THE PROBLEM
**List of Problems**

- Waiting for experts to respond to questions and it taking too long.
- Not enough experts to reach all fields. Not enough site members.
- Matched with an expert but the expert isn’t quite in the same field.
- Eliminating fake profiles. Need to validate profiles to reduce spam.

**Problem Statement**

“Users need a way to guarantee their question will be answered by an expert in their field of interests because they feel their time is valuable and do want to waste it by creating questions that go left unanswered. We will know this to be true when we see how many users are submitting questions to experts and in return the experts are able to effectively provide advice in a timely manner.”

**Potential Solutions**

A product that guarantees when you submit a question you will receive an answer from an expert of your interest within a certain time frame. If you do not receive an answer you have the opportunity to rate and provide feedback to the expert or reach out to the customer service team for support. The product will launch with a smaller subset of experts in demanding fields. When the product grows, we will be able to expand and bring in more experts reaching broader fields.
BUSINESS REQUIREMENTS

NEEDS + EXPECTATIONS
**Context**

We all need the advice of an expert sometimes, and how-to videos don’t always cut it. We want to give people a simple, intuitive way to connect with an expert in nearly any field within seconds so they can feel more informed and more prepared to face their everyday (and not-so-everyday) problems. Whether you need interior design advice, a question answered about website SEO, or have a technical question for a professional pilot, you can get your answer here. The app allows you to pose a question to any expert and, if they feel they are the best to answer it, they can schedule a short video session for you to ask away! The app will be free to use, but will require payment for any video calls done over the platform.

**Goals**

In this document we describe the software requirements for Expert, a social and business mobile application where users can pay for expert advice and personal coaching via 1-on-1 video sessions. These requirements will serve as the starting point for development. The goal of this document is to align all stakeholders on what the product does, who it is for, and what it will take to build the application.

**Mission Statement**

We believe that, collectively, we can have a huge impact all over the world. Our mission is to positively impact one million people, worldwide, by 2020. Regardless if you live in San Francisco or rural Canada, getting advice from those who’ve been successful or have many years of experience in a particular field is one of the best ways to move your dreams forward. That’s why we created Expert — to help you easily connect with the best experts from around the world when you need them most.
Target Audience

People who need the advice of an expert but don’t have a friend or family member to call. We expect the age demographic to be 18-40, since younger people are less likely to elicit expert help and older people may be more likely to be turned off by the technology and video chat aspect. The mindset of our target user is someone who needs guidance, critique or expert knowledge in a specific field. Whether it be health, business, education or creative industries.

Competition

Our competitors are products such as JustAnswer, 6ya, Clarity, and Jinitto which all allow you to talk to an expert instantly via their mobile applications. With these platforms the mobile experience needs improvement from only receiving text based answers to improving the pricing structure and calls times with experts. Secondary competitors are services like Quora and Reddit that focus on questions being asked, answered, and organized by its community of users. With these platforms users can obtain free knowledge with the incentive of experts receiving recognition and increasing their networking potential.

Risk/Opportunity

The primary risk is that Expert will not be able to provide on demand reliable and available experts when the user is seeking help. Another risk is that our approach is too broad with providing experts in every field and the industry specific expert market places will acquire our user base. For Expert, providing verified, competent and available experts to meet users needs will be a high priority. As we test Expert, we may find that one field or industry is in higher demand than other fields and we may need to narrow our range of experts from all fields to industry specific ones that are in higher demand in order to improve the experience of those specific fields. Take what happened to Task Rabbit as an example.

Conclusions

By providing a simple, intuitive way to connect with an expert in nearly any field, is easily accessible and affordable, we will open a bridge between experts and customers. Rather than waiting too long or risking your question going unanswered like with Quora or Reddit, our app Expert guarantees that your questions will be answered and you will receive tailored advice from our experts or your money back. As we continue to build out our platform, we will be scouting out highly accomplished experts in high demand fields so that we may meet the needs with a variety of our customers.
Objective 1

Develop a competitive industry specific expert market place, a health concierge app, that delivers solutions to patient problems and eliminate the time it takes to find the perfect health expert utilizing a health concierge.

Measured by: Initial user tests
Deliverable by: 2-3 months

Objective 2

Gather long term database results from booking health appointments with our health concierge team and utilizing the data to place better recommendations to our users in the future.

Measured by: Database results
Deliverable by: 1yr from product launch

Objective 3

Achieve number one listing in google natural search for the key search term "Health Expert."

Measured by: SEO Tool to check Google Keyword Rank and Website Position
Deliverable by: 1yr after product launch

Objective 4

Gain 2,500 Sign-ups within the first 60 days.

Measured by: Initial sign-up counts within the first 30 days
Deliverable by: 60 days after product launch
Scope
Product specifications:
The application- The web and iOS version of the product itself that includes all design and engineering.
Product website- A website which explains the product, features, blog, T&C's, FAQ section, contact, links to the Apple Store and our social links.
Marketing plan- A strategy for acquiring users over the first year.
Blog and Social Media- We will be creating a blog to improve our site search engine ranking and build our customer community. Every blog entry needs promotion through social media, so we will use Twitter, Facebook, LinkedIn and other sites. From there we will add YouTube videos and Instagram.

Design Deliverables
- Project Assessment
- Competitor Assessment
- Information Architecture
- User Personas, flow charts and stories
- Low-fidelity user interface mock-ups
- Interaction Design
- High-Fidelity user interface mock-ups
- Usable Prototype

Functional Requirements
High-level requirements of the app itself:
An on-boarding page (a screen or screen flow that shows the user the basics of getting started)
A way to sign up and log in that allows users to input and save their personal information
A home screen or dashboard where users can access their information
A bottom navigation that allows users to navigate the application
A way to browse and search experts and pose a question to them
A way for bidding a question to experts
A way to pay for an expert's time
A way to start a video conversation with an expert
A way to message an expert
A way to see if an expert is online
A way to filter experts by location, price, ratings, featured
A way to browse expert categories
A way to review notifications
Design Plan

Week 1  UX: Research. Understand and observe. Conduct 5 user interviews and 1 survey. Synthesize data.

Week 2  UX: Ideate. Synthesize data collected and create a primary user persona, problem statement, hypothesis statement. Design the information architecture. Create user flows. Identify main entry points for mobile and web product.

Week 3  UX: Prototype. Build a physical and interactive system for iOS and web with rapid sketching and wire-framing. Build out main features. Check in with stakeholders and development team.

Week 4  UX: Iterate. Create test plan. Document direct tasks the users will take. Recruit participants. Test features and user flows. Summarize findings in a usability test report. Document learnings that need to be made. Update wires.

Week 5  UI: Implementation of UI and copy for both iOS and Web. Check in with stakeholders and development team for approval.

Week 6  UIUX: Conduct second user testing with UI comps. Iterate UI comps if needed. Seek final approval.

Week 7  Development: Website and app development. Provide comps and assets. Most likely will take longer than one week for all features to be developed. Test in QA before launch. 1 month. Iterate if needed after testing.

Week 11  Launch: iOS app launched. Website launched. First blog post launched. Marketing content launched on social media.
USER STORIES

DESCRIPTION OF FEATURES
User Stories

Onboarding

As a user, I want to briefly preview what the app can do for me and its core features, so I can familiarize myself and quickly evaluate whether this app will meet my needs.

As a power user, I would like to have the option to skip the onboarding process, so that I can go ahead and start interacting with the app’s core functionality.

Signup / Login

As a user, I want to be able to have the option to signup now or later, so that I can continue to familiarize myself with the app to confirm that I am enjoying the experience before sharing my personal information.

As a user, after setting up an account, I want my credentials saved automatically, so that I do not have to reenter them again in the future. When forced to login, I also would like to utilize biometrical authorization to speed up the login process.

Browse

As a user, I want top level and frequently used actions placed at the bottom of the mobile screen, so that they are comfortably reached.

Search

As a user, I want to be able to see what kind health experts are available near my location and to see what health experts are available in other cities I travel to so that I can plan ahead.

Ask a Question

As a user, I want to be able to find a solution to the question I have quickly, so that I don’t waste any time having to search for the answer.
Pay

As a user, I want the ability to see how much an expert will charge and pay for an expert's time, so that the expert is compensated for his work.

As an expert, I want to have the ability to provide my service rates, so that users understand how much I will charge for my services. After receiving payment, I want the ability to transfer the payment directly into my banking or PayPal account.

Video Conversation

As a user, I want to be able to have an instant video conversation with an expert, so that the conversation can move more quickly than it would via text or emails.

As a user or an expert, I want to be able to have a conversation with an expert either face to face or in avatar mode via video call, so that I have the choice whether or not I want to share my identity to the user or expert.

Filter

As someone who would like to browse through experts quickly, I would like for there to be a way to filter experts by availability, price, location, language, and ratings, so that I can find the best expert match that will meet my needs and budget.

Notifications

As a user, I want the ability to see my notifications in case I missed an expert's response, need to be reminded of an expert appointment scheduled or need to update my profile, so that I do not miss any important actions that need to be taken.

Online / Available

As a user, I want to have the ability to see whether or not an expert is available in real time, so that my question can get answered right away.
USER PERSONA

UNDERSTANDING THE USER
Nya

Interview 1

Activities
Nya is a high school teacher. She prefers to stay at home on the weekends and she spends a good portion of her free time helping her children thrive and grow. Her hobbies include making ceramics, cooking, and volunteering.

Needs and Goals
Looking for eastern and western health expert recommendations provided to me.
I need a way to post what I am looking for and have qualified experts respond in a timely manner.
It would be amazing if I never have to re-enter new patient forms with the same information I have already provided again.
Instead of calling an expert, I would like to book appointments using my phone.

Frustrations
Being upsold and pressured to buy things I don’t need.
Expert keeping me on the phone longer than needed to upsell me on things I did not ask for.
I find it difficult to schedule appointments that work with my schedule.

Motivations
She believes one the best investments you can make is in your health and yourself.
Her children often come down with a cold or show other health symptoms that Nya would like advice on how to treat naturally.
Nya is interested in learning more about alternative therapy.
Nya is motivated to contact an Expert through google and yelp ratings.

Behaviors and Attitudes
Calm and collective.
Nya does not enjoy the process of searching for an expert, but she’s happy when the job is complete.
Nya will browse through ratings she see’s on Google and Yelp, and will contact the first 3 highly rated experts.

Brands
Medium
Twitter
Dropbox
YouTube
Alex

Interview 2

Activities
Alex is a Product Director at a corporate investment and incubation firm. When not working around the clock, he enjoys going to crossfit 4-5 days week, cycling, and training for triathlons on the weekends.

Needs and Goals
I prefer to select an expert by convenience using google maps, yelp and looking at reviews.

Viewing an experts hours of operation, reviews, recommendations and list of services offered are important to me.

I'd like to receive responses from an expert either by email or phone.

I would like to have an expert follow up with my inquiry as soon as possible.

Frustrations
I don't have time to call multiple experts to see if they provide a particular service.

Unable to find an expert who specializes in cold laser therapy thats close to home.

I eventually found a few experts who provide cold laser therapy close to home, but I still have not made the effort to call and set up an appointment.

Behaviors and Attitudes
Talks with assertiveness.

Feels bad wasting and burdening peoples time if they are unable to provide service needed.

Notices that experts are more willing to help when you have been referred to someone the expert knows or has worked with.

Alex subtly laughs when he talks about his frustrations.

Enjoys mediation in the morning before work.

Motivations
Alex believes in preventative body care and maintenance.

Treating injuries from being an athlete.

Inspired by tennis pro Roger Federer.

Obtains work colleague referrals for health experts in the community.

Brands

Driven
Intelligent
Honest
Funny

Matoom
Flipboard
Fitbit
Coinbase
Kate

Interview 3

“New health consultations bother me as they seem to be a waste of time while trying to find the right health practitioner. I’d rather hold a consultation over the phone than drive to the doctors office.”

Age: 21
Work: College Student
Family: Single
Location: Boston, MA
Archetype: The Student

Activities
Kate is studying law at Boston University, she's a vegan and maintains her health with her personal training coach 3 days a week. With her free time, she enjoys going to underground jazz clubs and nights out with her friends in the city.

Needs and Goals
Expert services provided need to align with my vision.
When selecting an expert, I would like to see a list of past clients they have helped and recommendations.
I prefer to receive an experts advice by email for an in-depth topic, along with a screen-sharing walkthrough.
I really appreciated when an expert followed up with my questions for no additional charge.

Behaviors and Attitudes
Able to articulate her thoughts and express herself well.
Kate uses the freedom app to block and control her social media use.
She admits that social media and netflix are a distraction to her studies.
She loves going to vegan food festivals and connecting with other vegans.

Frustrations
I get impatient when working with an expert and the screen sharing program used keeps crashing due to poor reception or wifi.
I find it difficult to schedule appointments that work with my schedule.

Motivations
Kate just moved to Boston and needs a new general health practitioner.
She likes keeping up with her health checkups and never misses an appointment.
She is a little embarrassed about asking certain health questions and would like to remain anonymous for a few of her health questions.

Brands
**Health Pal | (Concierge)**

**Nya**
34, Teacher

**Goals**
- Ask a question to Health Pal
- Receive answers and recommendations from Health Pal
- Health Pal makes appointment for Customer

**Scenario**
Nya has a health question, she would like to ask the question to receive recommendations and to make an appointment.

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**EMOTIONS & THOUGHTS**

**FILL AND SUBMIT NEW PATIENT FORM**

**HEALTH PAL SCHEDULES APPOINTMENT FOR YOU**

**SELECT THE DOCTOR THAT WORKS BEST FOR YOUR NEEDS**

**HEALTH PAL PROVIDES ANSWERS**

**HEALTH PAL RESEARCHES YOUR QUESTION**

**ASK A QUESTION**

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**PHASES**

**ACTIONS**

**OPPORTUNITIES**
**Health Expert Location**

**Goals**
- Find a health expert that's close to home.
- Confirm health experts specialties fit my needs

**Scenario**
Alex is looking for a health expert that provides a particular treatment and is conveniently located close to his home.

**Actions**
- Tap search icon located on the bottom nav bar
- Enter health condition

**Opportunities**
- When customer is searching, provide personalized answers to what they are typing
- Insurance card should already be stored in the customer's account during onboarding process, in case they have skipped this step offer to save insurance card info once more before starting search.

**Emotions & Thoughts**

**Phase:**
- Enter health condition in search
- Enter location in search
- Browse doctors available near you
- Select doctor
- View available appointments
- Book appointment / consultation

**Scenarios**

- **Scenario: Alex is looking for a health expert that provides a particular treatment and is conveniently located close to his home.**
  - **Select health expert that meets your needs**
  - **Confirm and book appointment**
  - **View list of health experts near your desired location**
  - **Check for hours of operation, reviews, and ratings**
  - **Enter location where you want to visit a health expert**
  - **Tap search icon located on the bottom nav bar**
  - **Enter health condition**

**Design the appointment booking process in way that is easy for users to scan**
- **Provide appointment date, time and address to customer**
- **Send reminder of appointment to customer a day before**
- **Send new patient forms to customer before appointment**

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Kate
21, Student

Goals
- Find a doctor Kate likes
- Book a health consultation using the app
- Speak with doctor using the app
- Make an in-person appointment, if needed

Scenario
Kate wants to facilitate a health consultation over the phone to save time.

Health Consultation

**Kate** wants to facilitate a health consultation over the phone to save time. Kate has goals to:
- Find a doctor Kate likes
- Book a health consultation using the app
- Speak with doctor using the app
- Make an in-person appointment, if needed

**Scenario**
Kate wants to facilitate a health consultation over the phone to save time.

**OPPORTUNITIES**
- App customization walkthrough
- Creating the perfect filter for search criteria
- Prompt/ notification asking if user would like an appointment reminder
- For search results list, provide picture, name, distance, address, rating

**EMOTIONS & THOUGHTS**
- MAKE IN PERSON FOLLOW UP
- CONDUCT CONSULTATION OVER THE PHONE
- EXPLAIN REASON FOR CONSULTATION
- CHOOSE TIME FOR CONSULTATION
- VIEW DOCTORS PROFILE
- SEARCH FOR DOCTOR

**ACTIONS**
- Sign up
- Set up account with insurance card
- Start the search for a doctor
- Select doctor of interest
- View doctors profile
- Check certifications
- Reserve list of services provided which will need to align with Kate needs
- Confirm appointment time reservation
- Type in the text input field the reason for doctor consultation.
- Select appointment date
- Select appointment time
- Confirm appointment time reservation
- Health Expert is alerted by app of appointment time and to call client.
- Expert taps on the call button to speak with client
- Expert and customer discuss treatment options
- Customer confirms appointment

**FOR SEARCH RESULTS LIST, PROVIDE**
- Picture, name, distance, address, rating

**PAYMENTS**
- PayPal
- Other

**PHASES**
- SEARCH FOR DOCTOR
- VIEW DOCTORS PROFILE
- CHOOSE TIME FOR CONSULTATION
- EXPLAIN REASON FOR CONSULTATION
- CONDUCT CONSULTATION OVER THE PHONE
- MAKE IN PERSON FOLLOW UP

**APP CUSTOMIZATION WALKTHROUGH**
- Can I integrate Yelp’s api and ask if user would like an appointment reminder
- Provide next available appointment and doctors calendar
- A way to ask a question and send a message to doctors or health expert office?
- Can I integrate Yelp’s api and ask if user would like an appointment reminder
- Design the appointment booking process in way that is easy for users to scan
- Make sure the appointment booking CTA is within the first fold on first page when viewing the doctors profile
- Provide a text input field for Kate to be able to type out the reason for doctor consultation
- Include a checkboxes list of possible symptoms for user to consult and share with the doctor as they maybe experiencing.
- Depending on the doctor or health expert make the list of symptoms contextual
- Provide an option for customer to rate and leave a review on consultation call experience after the call has been completed.
- Allow Expert to send invitation for follow up appointment.
- Provide appointment date, time and address to.
- Send reminder of appointment to customer a day before.
- Send new patient forms to customer before appointment.
- Send reminder of appointment to customer a day before.

**Health Consultation**
TASK ANALYSIS
+
USER FLOWS

UNDERSTANDING THE USER
Objective
As a Teacher, I want to ask a health question to a Health Pal, so that I can receive eastern and western medical treatment recommendations to treat my condition, and after making a selection, for a health pal to arrange my appointment for me.

Task Analysis
- Onboard
- Sign in
- Tap search tab, bottom nav
- Ask health question to Health Pal
- Describe symptoms
- Confirm location
- Health Pal provides recommendations after calling health expert offices to confirm they can treat your symptoms
- Review eastern and western medical treatment recommendations
- Select the doctor that fits your needs
- Book the appointment yourself or have a Health Pal do it for you

User Flow

Nya decides to sign up after the onboarding process

Great, so I can submit my request and my Health Pal will provide eastern and western health expert recommendations near my home along with making my appointment: Got it, ready to move on.

Nya is happy with the doctor her Health Pal provided her

Success Criteria Met
Objective

As a Product Director, I want to find a health expert who can treat my Achilles tendon with cold laser therapy and who’s close to my office, so that I can run again and go back to work asap.

Task Analysis

• Onboarding
  • Sign up by email
  • Scan insurance card
  • Go to search / home screen
  • Select treatment
  • Filter location by distance from office
  • Select health experts profile
  • Review profile
  • Book appointment
  • Fill out patient form which will be saved to your account to prefill future patient forms

This is such a relief, finally someone has solved this problem for us patients. So next time I book an appointment with a health expert, all I have to do is review my already prefilled form and fill out any extra info for that expert’s specialty, sign and submit!
Kate

**Age:** 21
**Occupation:** Student
**Education:** Some College
**Marital Status:** Single
**Location:** Boston, MA
**Hobbies:** Vegan Blogger

**Objective**
As a Student, I want to conduct new health consultations over the phone, so that I can speak to a health expert and confirm that they are able to help me with my needs, and to save time.

**Task Analysis**
- Log in
- Search for general health practitioner
- Filter - female, insurance, location
- Select a doctors profile
- Review profile before scheduling a consultation
- Pick date and time
- Select your reason for consultation
- Book consultation
- Receive consultation reminder
- Conduct 30-45min consultation over the phone
- Rate and review consultation with doctor
- Schedule an in-office appointment

**User Flow**

*Entry point*

- Log in
  - Password recovery
    - Yes
    - No
    - Kate resets password and logs in

*Search/Home Screen*

- What are you looking for?
- Filters
  - Female, insurance, location
- Selects a doctors profile

*Consultation Flow*

- Type reason for consultation
- Pick date and time
- Review doctors profile
- Schedule consultation

*Conduct Consultation*

- I really connected with the wellness doctor and think she will help me with my health goals. I'll give her a good rating.

*Scheduled Consultation*

- Rate and review health expert consultation

*Success Criteria Met*

- Great, got the appointment reminder and doctors address by text so I can quickly pull it up in apple maps.

- Yes
- No

**Darn forgot to save my password guess I'll need to reset it.**

**Yaaay, saving time by having a health consultation over the phone.**

**I really connected with the wellness doctor and think she will help me with my health goals. I'll give her a good rating.**

**Great, got the appointment reminder and doctors address by text so I can quickly pull it up in apple maps.**
MOBILE FIRST DESIGN

SPREADSHEET FOR CONTENT
<table>
<thead>
<tr>
<th>Category</th>
<th>Functions</th>
<th>Mobile Content</th>
<th>Tablet Content</th>
<th>Desktop Content</th>
<th>Persona</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onboarding Intro</td>
<td>Splash Screen</td>
<td>logo, animation</td>
<td>logo, animation</td>
<td>logo, animation</td>
<td>Alex, Nya, Kate</td>
<td>A splash screen is a common way to signal to users that they are launching an app.</td>
</tr>
<tr>
<td></td>
<td>Accept Notifications Popup</td>
<td>text, buttons</td>
<td>text, buttons</td>
<td>text, buttons</td>
<td>Alex, Nya, Kate</td>
<td>In app notifications apply to all users. Users have the option to accept or not.</td>
</tr>
<tr>
<td></td>
<td>Access your Location Popup</td>
<td>text, buttons</td>
<td>text, buttons</td>
<td>text, buttons</td>
<td>Alex, Nya, Kate</td>
<td>Use my location notification applies to all users. Users have the option to accept or not.</td>
</tr>
<tr>
<td></td>
<td>Take a Tour</td>
<td>visuals, text, buttons</td>
<td>visuals, text, buttons</td>
<td>visuals, text, buttons</td>
<td>Alex, Nya, Kate</td>
<td>Introductory onboarding flow for Alex and Nya</td>
</tr>
<tr>
<td></td>
<td>Sign Up / Log In</td>
<td>text, buttons</td>
<td>text, buttons</td>
<td>text, buttons</td>
<td>Alex, Nya, Kate</td>
<td>To book an appointment or speak to a health concierge, users must sign up or log in.</td>
</tr>
<tr>
<td>Home Screen</td>
<td>Home / Search Bottom Nav Tab</td>
<td>text, icon</td>
<td>text, icon</td>
<td>text, icon</td>
<td>Alex, Nya, Kate</td>
<td>All personas use the main search screen to help with their needs.</td>
</tr>
<tr>
<td></td>
<td>View Schedule Bottom Nav Tab</td>
<td>text, icon</td>
<td>text, icon</td>
<td>text, icon</td>
<td>Nya, Kate, Alex</td>
<td>Nya would like to submit a question and receive an answer from a Health Pal.</td>
</tr>
<tr>
<td></td>
<td>Call / Chat Bottom Nav Tab</td>
<td>text, icon</td>
<td>text, icon</td>
<td>text, icon</td>
<td>Kate</td>
<td>Kate would like to conduct a health consultation over the phone to save time.</td>
</tr>
<tr>
<td></td>
<td>Profile Bottom Nav Tab</td>
<td>text, icon</td>
<td>text, icon</td>
<td>text, icon</td>
<td>Nya, Kate, Alex</td>
<td>Persons will use this functionality after making a consultation or appointment.</td>
</tr>
<tr>
<td></td>
<td>Home Screen Overview</td>
<td>text, icons, imagery</td>
<td>text, icons, imagery</td>
<td>text, icons, imagery</td>
<td>Alex, Nya, Kate</td>
<td>The first screen personas see when logging into the app</td>
</tr>
<tr>
<td>Insurance Card Scan</td>
<td>Scanner to collect data</td>
<td>text, scanner</td>
<td>text, scanner</td>
<td>text, input field</td>
<td>Alex</td>
<td>Alex grabs his health, dental and vision insurance cards and scans them with the app.</td>
</tr>
<tr>
<td></td>
<td>Search Screen</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Alex, Nya, Kate</td>
<td>Need search input field in order find health category personas are looking for.</td>
</tr>
<tr>
<td></td>
<td>Input field for search category</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Nya</td>
<td>Nya plans to use a health pal to help her with her health question.</td>
</tr>
<tr>
<td></td>
<td>Use current location</td>
<td>text, map</td>
<td>text, map</td>
<td>text, map</td>
<td>Alex, Nya, Kate</td>
<td>All personas use the filters to narrow their preferred results.</td>
</tr>
<tr>
<td></td>
<td>Need a Health Pal</td>
<td>text, illustration, toggle</td>
<td>text, illustration, toggle</td>
<td>text, illustration, toggle</td>
<td>Nya</td>
<td>All persons would like to use their current location.</td>
</tr>
<tr>
<td></td>
<td>Check off list of symptoms</td>
<td>text, checkboxes</td>
<td>text, checkboxes</td>
<td>text, checkboxes</td>
<td>Alex, Nya, Kate</td>
<td>All persons check off list of symptoms pertaining to their health condition.</td>
</tr>
<tr>
<td></td>
<td>Other filters - Gender, Insurance, Etc</td>
<td>text, checkboxes</td>
<td>text, checkboxes</td>
<td>text, checkboxes</td>
<td>Alex, Nya, Kate</td>
<td>All persons use the filters to narrow their preferred results.</td>
</tr>
<tr>
<td>Health Pal</td>
<td>Tell your Health Pal what you need</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Nya</td>
<td>Nya would like to see her Health Pal and make a dr selection.</td>
</tr>
<tr>
<td></td>
<td>Receive recommendations</td>
<td>links, links, text</td>
<td>links, links, text</td>
<td>links, links, text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to see their Health Pal.</td>
</tr>
<tr>
<td></td>
<td>Select Doctor</td>
<td>checkbox, cta</td>
<td>checkbox, cta</td>
<td>checkbox, cta</td>
<td>Nya</td>
<td>Nya would like to see their Health Pal and make a dr selection.</td>
</tr>
<tr>
<td>New Patient Form</td>
<td>Save and submit</td>
<td>status saved update, cta</td>
<td>status saved update, cta</td>
<td>status saved update, cta</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to fill out new patient forms before arriving to health experts office.</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
<tr>
<td></td>
<td>Type of Health Expert</td>
<td>text</td>
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<td>text</td>
<td>Alex, Nya, Kate</td>
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<td>icons, text</td>
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<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
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<td></td>
<td>Book Consultation</td>
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<td>text, cta</td>
<td>text, cta</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
<tr>
<td></td>
<td>Book Appointment</td>
<td>text, cta</td>
<td>text, cta</td>
<td>text, cta</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
<tr>
<td></td>
<td>Address</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
<tr>
<td></td>
<td>Patient Reviews</td>
<td>text, imagery</td>
<td>text, imagery</td>
<td>text, imagery</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
<tr>
<td></td>
<td>Bio</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
<tr>
<td></td>
<td>Certifications</td>
<td>text</td>
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<td>text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
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<td></td>
<td>Languages</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
<tr>
<td></td>
<td>Favorite</td>
<td>heart icon</td>
<td>heart icon</td>
<td>heart icon</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to view doctors / health and wellness experts near home location.</td>
</tr>
<tr>
<td></td>
<td>Calendar</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to make an appointment.</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to make an appointment.</td>
</tr>
<tr>
<td></td>
<td>Time</td>
<td>text</td>
<td>text</td>
<td>text</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to make an appointment.</td>
</tr>
<tr>
<td></td>
<td>Location</td>
<td>text, map</td>
<td>text, map</td>
<td>text, map</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to make an appointment.</td>
</tr>
<tr>
<td></td>
<td>Appointment Confirmation</td>
<td>text, notification</td>
<td>text, notification</td>
<td>text, notification</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to make an appointment.</td>
</tr>
<tr>
<td></td>
<td>Appointment Reminder</td>
<td>text, notification</td>
<td>text, notification</td>
<td>text, notification</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to make an appointment.</td>
</tr>
<tr>
<td></td>
<td>Appointment Reminder</td>
<td>text, notification</td>
<td>text, notification</td>
<td>text, notification</td>
<td>Alex, Nya, Kate</td>
<td>All persons would like to make an appointment.</td>
</tr>
<tr>
<td>Doctor Video Call</td>
<td>Doctor Calling Ring Alert</td>
<td>text, sound, icon</td>
<td>text, sound, icon</td>
<td>text, sound, icon</td>
<td>Kate</td>
<td>Kate conducts a successful doctor consultation over the phone.</td>
</tr>
<tr>
<td></td>
<td>Doctor 30-45min consultation</td>
<td>text, image, sound, icon, text, image, sound, icon, text, image, sound, icon, text, image</td>
<td>text, image, sound, icon, text, image, sound, icon, text, image, sound, icon, text, image</td>
<td>text, image, sound, icon, text, image, sound, icon, text, image, sound, icon, text, image</td>
<td>Kate</td>
<td>Kate conducts a successful doctor consultation over the phone.</td>
</tr>
<tr>
<td></td>
<td>Live Video</td>
<td>live video streaming</td>
<td>live video streaming</td>
<td>live video streaming</td>
<td>Kate</td>
<td>Kate conducts a successful doctor consultation over the phone.</td>
</tr>
</tbody>
</table>
CARD SORT TEST

TEST RESULTS FROM OPTIMALSORT
I conducted a closed card sorting user test using OptimalSort to help design and evaluate the information architecture of my app Health Pal. In my card sorting session, the participants organized cards/content topics into already determined categories that made sense to them.
I had 6 participants take my card sorting test and listed below is what I took away for analyzing the results of the test. I will take the results into consideration when building the second version of my sitemap.

1. Analysis Tab: Participants. When viewing the time it took the participants to complete the study I am hesitant to rely on or put too much weight in the analytics of participant #12. Why? Participant #12 only took 3min and 15 seconds to complete the test, which is not possible or the participant did not give much thought into the cards he/she was placing in the category buckets. I turned the toggle off to not include the results of this participant.

2. For the card **Book a health consultation or appointment** I was surprised to find that each participant placed the card in a unique category, so there was no common pattern here. This tells me that I need to consider having more than one path to book a health consultation or appointment.

3. Most of the participants categorized the cards for **Your Patient Profile, Your Health Appointment Schedule, Sign Up / Log In, and Onboarding** the same. Meaning there was no discrepancy here and I will not need to make changes to the sitemap given the results of the test.

4. As advised by a product manager who took the card sort test too, it will be best to create multiple paths to access the same feature. I will keep this advice in mind with building my IA.

**view study results**
CONTENT AUDIT

VIEW GOOGLE SPREADSHEET
<table>
<thead>
<tr>
<th>ID</th>
<th>Navigation</th>
<th>Page URL</th>
<th>Page Name</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Entry Point</td>
<td><a href="http://www.zocdoc.com">www.zocdoc.com</a></td>
<td>Home</td>
<td>Landing page for ZocDoc. The Search Field, List Your Practice and Log In and Sign Up are all placed within the first fold. UI Design is flat, simplified, and unique with a playful color palette. As you scroll down there are four quick link cards for what seems to be the most searched health requests. Second fold ZocDoc advertises its app and links to download. Third, fold a CTA for doctors to list their practice. Fourth fold CTA for partners. Fifth fold quick links to find a doctor by City, Specialty, and Insurance. Sixth fold CTA for people interested in working for ZocDoc.</td>
</tr>
<tr>
<td>2</td>
<td>Login in / Sign up</td>
<td><a href="https://www.zocdoc.com/signin">https://www.zocdoc.com/signin</a></td>
<td>Sign In</td>
<td>ZocDoc combines Sign Up and Log In on the same page. CTA's for signing up using Google, Facebook, or Email. Secondary CTA for Log In.</td>
</tr>
<tr>
<td>3</td>
<td>Signed In Home</td>
<td><a href="https://www.zocdoc.com/patient/medicalteam">https://www.zocdoc.com/patient/medicalteam</a></td>
<td>Patient / Medical Team</td>
<td>Signed In / Home screen is simplified, vibrant, and cheerful with bright colors and well-balanced illustrations. One of ZocDoc's missions appears to be to make the &quot;booking a doctor process&quot; more enjoyable and they are doing a great job at solving this need. Ever get frustrated or using your insurance companies website to find a doctor? With the Signed In home screen users have the ability to search for doctors, personalize their well-guide, view past appointments, and book suggested yearly appointments like their annual physical, skin screening, or dental cleaning.</td>
</tr>
<tr>
<td>4</td>
<td>Well Guide Onboarding</td>
<td><a href="https://www.zocdoc.com/mywellguideonboarding?name=Riley">https://www.zocdoc.com/mywellguideonboarding?name=Riley</a></td>
<td>Well Guide Onboarding</td>
<td>The Well Guide Onboarding screen helps a patient get started with their annual wellness progress. The well guide asks a list of questions to see if you have completed a series of annual health exams and around what date. After a user completes the well guide they can get reminders for next year and also book appointments that they have not been completed for the current year.</td>
</tr>
<tr>
<td>5</td>
<td>Past Appointments</td>
<td><a href="https://www.zocdoc.com/patient/pastappointments">https://www.zocdoc.com/patient/pastappointments</a></td>
<td>Patient / Past Appointments</td>
<td>Past Appointment link in the header navigation. A place where a user can view past appointments booked through ZocDoc. Currently, no appointments have been booked. There's an empty state with a link to book an appointment.</td>
</tr>
<tr>
<td>6</td>
<td>Notifications</td>
<td><a href="https://www.zocdoc.com/patient/notifications">https://www.zocdoc.com/patient/notifications</a></td>
<td>Notifications</td>
<td>A place where a user can view notifications for upcoming appointments, wellness reminders, and more.</td>
</tr>
<tr>
<td>7</td>
<td>Settings</td>
<td><a href="https://www.zocdoc.com/patient/editprofile">https://www.zocdoc.com/patient/editprofile</a></td>
<td>Edit Profile</td>
<td>A place where users can update their profile and personal information. For instance, password notifications settings, insurance, demographic info, and authorizations.</td>
</tr>
<tr>
<td>8</td>
<td>Search</td>
<td><a href="https://www.zocdoc.com/search">https://www.zocdoc.com/search</a></td>
<td>Search</td>
<td>Search screen that allows a user to search for a condition, procedure, and doctors name, along with location and insurance provider. Users have the ability to filter between dates available, special hours, gender, languages. Search screen provides a flat view of doctors available to view.</td>
</tr>
</tbody>
</table>
ZocDoc will be Health Pal's number one competitor. The website makes booking doctors appointments fun and engaging. ZocDoc has done a wonderful job with simplifying and decreasing the time it takes to search and book health appointments. I will never use my Aetna insurance website ever again to find doctors in my network and call to make an appointment. ZocDoc does not have too many patient features and I think that's a good thing, as most doctor searching sites tend to overwhelm users. They have kept their users focused on using their primary feature which is their Search Field and booking an appointment with a doctor.

**Things I would improve:**

**ID 10:** Doctor Reviews - I don't trust these reviews. I think its great that users are writing reviews on ZocDoc, but how do I know if these reviews are reliable? If there is any way I can integrate Yelp and Google reviews with my app I will do so. Problem with that though is Google and Yelp would also be my other competitors, and I could lose users from relying on their platforms for reviews. Maybe a way to show these users have been verified?

**ID 11:** Book Appointment - While confirming and booking the health expert appointment I was not provided an option to view cancelation policy for canceling the appointment. I did not know as a user if I booked the appointment if I would be able to cancel it. I took the risk and booked the appointment and thankfully I was able to cancel it afterward. I would add a cancelation policy at the bottom of the screen to provide peace of mind for the user.
SITEMAP

INFORMATION ARCHITECTURE STRUCTURE
Sitemap
Simplified
Version

Onboarding
- Launch App
- Splash Screen
- Home Screen

Navigation
- Home Search
- Health Pal
- Schedule
- Calls
- Profile

Search
- Home Search
- Search Filter
- Doctor List View
- Doctor Profile
- Book Appointment
- Sign Up
- Continue with FB
- Log In
- Booking Confirmation

Health Pal
- Health Pal
- Ask Question
- HP Gathers Info
- Book Recommendation
- Sign Up
- Continue with FB
- Log In
- Booking Confirmation

Schedule
- View Appointments

Calls
- Call from Doctor
- Answer and Start Consultation
- End Call
- Follow Up Appointment

Profile
- Profile
WIREFRAME NAVIGATION

WIREFRAME MY NAVIGATION BASED ON THE SITEMAP
Wireframes

Main Navigation

2.0 Home

3.0 Health Pal

4.0 Schedule

5.0 Calls

6.0 Profile
2.0 Home / Search

2.0 Home

Tap Home / Search bottom nav.

2.1 Search Field

Refine your search by what you’re looking for, where, when, insurance. Tap find.

2.2 Doctor List View

Based on search criteria view the list provided of doctors near you and select a doctor you might be interested in.

2.3 Doctor Profile

View Doctors profile. Name, occupation, ratings, location, calendar, specialties, qualifications, client focus, treatment approach, payment methods. Book an appointment or consultation.
3.0 Health Pal

3.0 Health Pal Start: Tap Health Pal heart icon bottom nav. Close welcome modal when you are finished reading about this primary feature which helps save you time searching for docs.

3.1 Ask Question: Start rich messaging dialog between you and your health pal. Your health pal is here to help answer your questions, provide doctor recommendations and help book your next doctor appointment free of charge.

3.2 HP Gathering Info: Health Pal asks more questions so she/he can provide the right set of recommendations through extensive research.

3.3 Book Recommendation: Please review doctor recommendation profiles and follow up with Health Pal so that he/she can help with booking process.
4.0 Schedule

### 4.0 Appointments
Tap Schedule on bottom nav and select appointment you would like to change.

### 4.1 View Appointment
View doctor appointment and tap on the floating cancel button when you are ready to cancel.

### 4.2 Cancel / Explain
Please provide details of why you would like to cancel your appointment so that we can improve our users needs.

What is the reason for your cancelation?
- I'm feeling better
- I decided to go with another Dr.
- Other

Provide Details
5.0 Calls

5.0 Call Start

Here you will have the ability to make calls to your doctor or receive calls. The primary function for this feature is the ability to receive FaceTime calls with your doctor or wellness expert.

5.1 Call from Doctor

Screen showing you that your doctor is calling you swipe to answer FaceTime consultation.

5.2 Answer and Start Consultation

Your consultation with your doctor has begun. When the consultation is over you can end it by pressing the close icon as the bottom if the screen.
Your Profile screen. You have the ability to fill out Universal New Patient Form and make changes to the form, Scan or Update Insurance cards, View Health Bills, and manage your settings.
WIREFRAME PATTERNS

DESIGN PATTERNS FOR MOBILE & DESKTOP
2.0 Home / Search

Tap Home / Search
bottom nav.
3.0 Health Pal Start

Tap Health Pal heart icon bottom nav. Close welcome modal when you are finished reading about this primary feature.
4.0 Schedule

4.0 Appointments

Tap Schedule on bottom nav and select the Appointment you would like to change.
5.0 Calls

Here you will have the ability to make calls to your doctor or receive calls. The primary function for this feature is the ability to receive FaceTime calls with your doctor or wellness expert.
Your profile screen. You have the ability to fill out the Universal New Patient Form and make changes to the form, scan or update Insurance Cards, View Health Bills, and manage your Settings.
LOW-FIDELITY PROTOTYPING

LOW-FIDELITY PROTOTYPING: PAPER & SKETCHES
NAVI GAT ION

MENU DESIGN
Sketches

Mobile Navigation

2.0 Home
3.0 Health Pal
4.0 Schedule
5.0 Calls
6.0 Profile
SEARCH

SEARCH FOR A DOCTOR AND BOOK AN APPOINTMENT
Mobile Search

2.0 Home
2.1 Search Filter
2.2 Doctor List View
2.3 Doctor Profile
2.4 Book Appoint.
2.5 Confirmation
2.6 Schedule
HEALTH PAL

receive recommendations, ask questions, and book an appointment with a health pal
Mobile Health Pal

3.0 Health Pal Start
3.1 Ask Question
3.2 HP Gathering Info
3.3 Book Recommendation
3.4 View Schedule
Mobile Schedule

4.0 Appointments

Web Schedule

4.0 Appointments
CALLS

ANSWER A CALL FROM YOUR DOCTOR AND START YOUR HEALTH CONSULTATION.
Mobile Calls

5.0 Call Start

5.1 Call from Doctor

5.2 Answer and Start Consultation
Web Calls

5.0 Call Start

5.1 Call from Doctor

5.2 Answer and Start Consultation
PROFILE

VIEW AND EDIT YOUR PROFILE
Mobile Profile

Web Profile

6.0 Profile

Sketches
ONBOARDING

INTRODUCTION, LOG IN, SIGN UP
Key Information

Educate the user about the benefits and different functions of the Health Pal app.

Feature Highlights:
- Eliminate the time it takes to find the perfect health expert.
- Ask questions, get recommendations, and book appointments with your Health Pal.
- Conduct health expert consultations and appointments over the phone.

Rationale

How many times have we all downloaded an app where we are forced to provide our personal information before using the app? How many times have users dropped off deciding they did not want to provide their personal information? Or how many times do users provide fake information during the sign up flow just so they can start using the app and then later change the information if they are actually enjoying the experience and find the product useful? With my user survey results for onboarding apps, it is evident that 90% of the time users would prefer to provide their personal information, if needed, after they have started using the app. With this research in mind, for Health Pal, after a user downloads the app they are allowed to go ahead and start using the app and later as they are using the app, we will integrate progressive onboarding. As you will see in the User Sitemap to the right, with the filled purple squares, this process allows the user to discover the app by themselves and presents information as they use the product. Progressive onboarding doesn’t overwhelm the user, only shows the next step, the next related feature, and actions that are relevant to where they are in their unique journey.

User Sitemap

The filled rectangles are the areas of the user journey where progressive onboarding will be introduced.
Health Pal

Ask questions, get the best recommendations, book appointments with your Health Pal, and consult with a doctor over a video call.

Continue with Google

Continue with Facebook

Sign Up

Log In

Forgot your Password?

List Your Practice with Health Pal
MID-FIDELITY PROTOTYPING
Key Information

For this assignment, I have designed mid-fidelity prototypes for my 3 core features. I have taken my user personas through the feature build. For these feature flows, the persona has already launched the app and is engaging with the core features.

You will notice that the sign up flow for both persona’s starts at the time of booking.

Feature Highlights:

Health Pal
- Ask questions, get recommendations, and book appointments with your Health Pal.

Search
- Eliminate the time it takes to find the perfect health expert.

Video Call
- Conduct health expert consultations and appointments over the phone.

User Sitemap
HEALTH PAL

ASK A QUESTION AND SCHEDULE AN APPOINTMENT
Interview 1

Nya

“I feel my time is valuable and I do not want to waste it by submitting questions to health experts that go left unanswered.”

Age: 34
Work: High School Teacher
Family: Married with kids
Location: Sacramento, CA
Archetype: The Caregiver

Activities
Nya is a high school teacher. She prefers to stay at home on the weekends and she spends a good portion of her free time helping her children thrive and grow. Her hobbies include making ceramics, cooking, and volunteering.

Needs and Goals
Looking for eastern and western health expert recommendations provided to me to help improve my digestive and metabolic processes.

I need a way to post what I am looking for and have qualified experts respond in a timely manner.

It would be amazing if I never have to re-enter new patient forms with the same information I have already provided again.

Instead of calling an expert, I would like to

Frustrations
Being upsold and pressured to buy things I don’t need.

Expert keeping me on the phone longer than needed to upsell me on things I did not ask for.

I find it difficult to schedule appointments that work with my schedule.

Behaviors and Attitudes
Calm and collective.

Nya does not enjoy the process of searching for an expert, but she’s happy when the job is complete.

Nya will browse through ratings she sees on Google and Yelp, and will contact the first 3 highly rated experts.

Motivations
She believes one the best investments you can make is in your health and yourself.

Her children often come down with a cold or show other health symptoms that Nya would like advice on how to treat naturally.

Nya is interested in learning more about alternative therapy.

Nya is motivated to contact an Expert through google and yelp ratings.

Brands
- Medium
- Twitter
- Dropbox
- YouTube
**Health Pal**

**3.0 Health Pal Start**

**Ask Question**

**HP Gathers Info**

**Book Recommendation**

**Sign Up**

**Continue with FB Log In**

**Booking Confirmation**

---

**Mid-Fidelity Wires**

**Nya**

1. **Health Pal**
   - **3.0 Health Pal Start**
   - **3.1 Health Pal Question**
   - **3.2 Health Pal Gathers Info**
   - **3.3 Book Recommendation**
   - **3.4 Sign Up Continue with FB Log In**
   - **3.5 Booking Confirmation**
3.2 Health Pal Gathers Info

Nya

Health Pal

Ask Question

HP Gathers Info

Book Recommendation

Sign Up

Continue with FB

Log In

Booking

Confirmation

Mid-Fidelity Wires

3.0 Health Pal

3.1 Ask Question

3.2 HP Gathers Info

3.3 Book Recommendation

3.4 Sign Up - Log In

3.5 Booking Confirmation

Hi Emily, I'm looking for an eastern and western doctor for wellness. Can you help me find the best options in my area? I'm interested in traditional and holistic practices. Would you like to start my search in the instructions?
Mid-Fidelity Wires

Health Pal

Ask Question

HP Gathers Info

Book Recommendation

Sign Up

Continue with FB Log In

Booking Confirmation

What's your name?

What's your name?

Your email address?

Your email address?

Create password

3.4 SignUp Login Name 1

3.4 SignUp Login Name 2

3.4 SignUp Login Email 1

3.4 SignUp Login Email 2

3.4 SignUp Login Password 1
Mid-Fidelity Wires

Health Pal

3.0 Health Pal
3.1 Ask Question
3.2 HP Gathers Info
3.3 Book Recommendation
3.4 Sign Up Continue with FB Log In
3.5 Booking Confirmation

Nya

Create password

Continue

Password

w e r t y u i o p

a s d f g h j k l

z x c v b n m

Hi Nya

Your Virtual Appointment with Dr. Sheila Patel has been booked!

Fri, Sept 30 at 9am

Congratulations Nya

Your Health Pal account has been created.

Please be sure to update your profile with additional health information after booking so that we can customize your app experience in the future.

Add to Calendar

Return to Health Pal

3.4 Sign Up Log In Password 2
3.4 Confirmation Account Modal
3.5 Confirmation Modal
3.5 Confirmation with Health Pal
VIDEO CALL

VIDEO CALL APPOINTMENT WITH DOCTOR
Interview 1

Nya

“"I feel my time is valuable and I do not want to waste it by submitting questions to health experts that go left unanswered.""

Age: 34  
Work: High School Teacher  
Family: Married with kids  
Location: Sacramento, CA  
Archetype: The Caregiver

Activities
Nya is a high school teacher. She prefers to stay at home on the weekends and she spends a good portion of her free time helping her children thrive and grow. Her hobbies include making ceramics, cooking, and volunteering.

Needs and Goals
Looking for eastern and western health expert recommendations provided to me to help improve my digestive and metabolic processes.

I need a way to post what I am looking for and have qualified experts respond in a timely manner.

It would be amazing if I never have to re-enter new patient forms with the same information I have already provided again.

Instead of calling an expert, I would like to

Frustrations
Being upsold and pressured to buy things I don’t need.

Expert keeping me on the phone longer than needed to upsell me on things I did not ask for.

I find it difficult to schedule appointments that work with my schedule.

Behaviors and Attitudes
Calm and collective.

Nya does not enjoy the process of searching for an expert, but she's happy when the job is complete.

Nya will browse through ratings she see's on Google and Yelp, and will contact the first 3 highly rated experts.

Motivations
She believes one the best investments you can make is in your health and yourself.

Her children often come down with a cold or show other health symptoms that Nya would like advice on how to treat naturally.

Nya is interested in learning more about alternative therapy.

Nya is motivated to contact an Expert through google and yelp ratings.

Brands

Reflective  Empath

Patient  Leader

Medium  Twitter

Dropbox  YouTube
5.3 Call Review

5.3 Health Pal

5.3 Health Pal Start

5.3 Health Pal Book

5.3 Health Pal Reply

Nya
SEARCH

FIND A DOCTOR AND BOOK AN APPOINTMENT
Interview 2

Alex

“I am looking for an expert that provides a particular service and that's conveniently located close to my home.”

Age: 40
Work: Tech Product Director
Family: Married
Location: San Francisco, CA
Archetype: The Tech Leader

Activities
Alex is a Product Director at a corporate investment and incubation firm. When not working around the clock, he enjoys going to crossfit 4-5 days week, cycling, and training for triathlons on the weekends.

Needs and Goals
I prefer to select an expert by convenience using google maps, yelp and looking at reviews.

Viewing an experts hours of operation, reviews, recommendations and list of services offered are important to me.

I'd like to receive responses from an expert either by email or phone.

I would like to have an expert follow up with my inquiry as soon as possible.

Frustrations
I don’t have time to call multiple experts to see if they provide a particular service.

Unable to find an expert who specializes in cold laser therapy thats close to home.

I eventually found a few experts who provide cold laser therapy close to home, but I still have not made the effort to call and set up an appointment.

Behaviors and Attitudes
Talks with assertiveness.

Feels bad wasting and burdening peoples time if they are unable to provide service needed.

Notices that experts are more willing to help when you have been referred to someone the expert knows or has worked with.

Alex subtly laughs when he talks about his frustrations.

Enjoys mediation in the morning before work.

Motivations
Alex believes in preventative body care and maintenance.

Treating injuries from being an athlete.

Inspired by tennis pro Roger Federer.

Obtains work colleague referrals for health experts in the community.

Brands

Driven
Intelligent
Honest
Funny
Mid-Fidelity Wires

Search

2.0 Home Search

2.1 Search Field Alert

2.1 Search Field 1

2.1 Search Field 2

2.1 Search Field 3

2.2 Doctor List View

2.3 Doctor Profile

2.4 Book Appointment

2.5 Sign Up Continue with FB Log In

2.6 Booking Confirmation

Alex
Alex

Search

2.0 Home Search
2.1 Search Field 3
2.1 Search Field Date
2.1 Search Field Spinner
2.2 Doctor List View
2.3 / 2.4 Doctor Profile, Book Appointment
2.4 Book Appointment
2.5 Sign Up Continue with FB Log In
2.6 Booking Confirmation

2.1 Search Field 3
2.1 Search Field Date
2.1 Search Field Spinner
2.2 Doctor List View
2.3 / 2.4 Doctor Profile, Book Appointment
HIGH-FIDELITY PROTOTYPING

HIGH-FIDELITY WIREFRAMES & CLICKABLE PROTOTYPES
High-Fidelity Comps
USABILITY TEST METHODS

TEST METHODS FOR CONDUCTING EVALUATIVE RESEARCH
View Consent Form & Recruiting Plan
Moderated In-Person Tests

**Benefits:** Moderated testing will work best when I need a high level of interaction between me and my participant. For example, if I want to study my Health Pal prototype with limited functionality, or a complicated process or concept, moderated testing provides me with the interaction I’d need to guide a participant through the study. It’s also an excellent way to conduct interviews, understand the customer journey, and discover pain points. This type of test allows me to develop a report and have a natural conversation with my participants which helps establish trust and can lead to candid feedback for my Health Pal prototype that might not be possible with other qualitative research methods.

**Challenges:** One of the major challenges with moderated testing, however, is that it can require a bit more planning upfront since I’ll need to coordinate schedules with participants. It usually requires a designated, quiet location, where I can interact with my participant, free of interruptions. Because of the additional time and resources, moderated testing does cost more than unmoderated testing.

**Solutions:** I can reduce some of that cost by conducting remote moderated studies, rather than in-person. This will give me the opportunity to connect with participants all around the world and reduce the need to block out a dedicated time and space for onsite interviews. For Health Pal and budget reasons, I am considering doing a mix of Moderated In-Person tests and Moderated Remote Tests.

Moderated Remote Tests

**Benefits:** It’s cheaper than in-lab or moderated in-person usability testing. Typically, you pay by project, task or participant. Many platforms are flexible and let you pay only for what you need. It saves you time. There is no need to schedule 60 minutes for each participant. Tests can all take place at different times not necessarily between 8am and 6pm on weekdays. Also, most remote usability testing platforms analyze results automatically to provide success and failure rates for each task.

**Challenges:** Moderated Remote Tests provide limited or no qualitative feedback. When I do in-lab usability testing, I would ask participants to think out loud to get spontaneous reactions. Even if I ask users to think out loud while doing my test remotely, they probably won’t do it as much as they would with a In-Person test. Therefore, qualitative feedback is limited to a few survey questions between tasks.

**Solutions:** Moderated Remote Testing widens the scope of available test participants, however, I will be limited to valuable insight into how they physically respond. To overcome this issue, I could institute that both my test participants screen and their webcam are recording the interaction. Enabling the option to review and analyze the recording at a later time.
Unmoderated Remote Tests

**Benefits:** Unmoderated Remote Testing is best for validating concepts and designs quickly with a diverse group of participants. Unmoderated testing works great if I have specific questions that I need answered for my prototype Health Pal, I need a large sample size, I need feedback quickly, or if I want to observe a participant interacting in their natural environment. The beauty of remote unmoderated usability testing is that it can be done anytime, anywhere, and you typically have actionable feedback within a day if not sooner. Because a moderator isn't needed, the cost is typically much lower than moderated tests, which can enable me to run more tests with a wider variety of participants.

**Challenges:** Since unmoderated remote tests are completely unsupervised, it requires a fixed set of questions and tasks for participants to complete and doesn't allow for follow up questions or clarification. If my participants run into issues, have technical difficulties, or don't understand the tasks or questions, I won't have the ability to step in and guide them.

**Solutions:** I will set clear expectations and create clear tasks. Clearly communicating to my participants at the invitation level and at the beginning of the study helps properly set their expectations and prevents any surprises and frustration on their part. Having a good participant experience will ensure better completion rates and higher quality data. I will create clear tasks. Directing participants to my application without much instruction is like leading them into the unknown. I will send them on short missions with clear instructions on what they are required to accomplish.
USABILITY TEST PLAN + RESULTS

USABILITY TEST PLAN AND RESULTS FOR MY PRODUCT
Introduction
Health Pal Moderated In-Person Usability Test (mobile) by Riley Pelosi
Last updated February 8, 2019

Background
Health Pal was created to solve patient problems and eliminate the time it takes to find the perfect health expert and make your next health appointment swiftly with out interrupting your day to day life.

Goals
The goal of this study was to assess the learnability for new users interacting with the Health Pal application for the first time on a mobile iOS device. I observed and measured if users understood my product, the value of my three core features, and how to complete basic initial functions such as searching for/navigating to find a health practitioner and making a in-office or virtual appointment, and to ask for health recommendations from a Health Pal.

Test Objectives
To determine the participant’s learnability of navigating the app and if they understand the core features. Can users successfully:
• Ask for recommendations from a Health Pal (Health Concierge)
• Book a health appointment with their Health Pal (Health Concierge)
• Search for and select a Health Practitioner in a given health category
• Book an in-office or virtual appointment

Methodology
The usability tests was conducted as a moderated study, three in person and three via Google Hangouts. We asked participants about how they book health appointments and their impressions while completing the tasks. Participants then commented further during a short debrief.

A/B Test: During the moderated study I also observed the participants preference with regards to signing up and creating an account. Do the participants prefer to ‘Sign Up’ at the beginning after launching the app, or would they rather ‘Skip’ the Sign Up flow, and use the app to make sure their enjoying the experience first?

Participants and Schedule
Six pre-screened participants matching our personas tested between 28th and 31st of January. Participants personal information is confidential but available here: View

Script
The complete test script including tasks and background & open-ended questions, is available here: View
Issue 1

Search Screen, unable to confirm that search filter was using their location ‘Seattle’. High

Details missing:
Need to include ‘Seattle’. Participants were unable to confirm the app was using their current location.

Suggested Change:
Need to include ‘Seattle’ and replace ‘Use my current location’ in the cell for ‘Where’ on Search screen

Evidence:
- 83% of participants tried to tap on the ‘Where’ cell to confirm the app was using their current location Seattle.
Usability Test Report

Issue 2

Tried to view Health Pal recommendations, but the links were inactive. High

Details missing:
When participants viewed their Health Pal recommendations they were unable to tap on the link that says 'View Profile'. In not being able to do so, they were unable to make a choice between the two doctors.

Suggested Change:
Build out Doctor Profile screens for Health Pal recommendations.

Evidence:
• 66% of participants tried to view their Health Pal recommendations before moving onto the next step, but were unable to do so.
Issue 3

Doctor Profile Screen, need to provide more details for a participant to make an informed choice between which doctor they would prefer. High

Details missing:
- type of insurance, visit reason, price of treatment / copay, notes (describing symptoms), education, years of experience, languages spoken, recommended type of appointment in-office / virtual.

Suggested Change:
- Need to design the full Doctor Profile Screen, and make each doctor in the List View Screen active.

Evidence:
- 50% of participants tried to view all doctor cells in the Search List View to make an informed selection, but were not able to. When participants reviewed the Doctor Profile Screen they needed to be provided more details before confirming the booking.
Issue 4

Search Doctor List View, participants tried to tap on filter link so that they could select the type of insurance they have or gender preference, but the filter link was inactive. Medium

Details missing:
Filter link is inactive.

Suggested Change:
Consider building out Filter screen and allowing participants to refine their search with the Filter link. Specifically enabling them to choose / confirm their insurance provider, select gender preference, availability, and language. Include a way to change the calendar date in the Search Results.

Evidence:
• 33% of participants tried to tap on the Filter link to filter their search.
Usability Test Report

Issue 5

Tapped ‘Continue with Google’ link, but it was inactive. Participants would like to eliminate the time it takes to create an account. **Medium**

Details missing:
The only active buttons I tested were ‘Skip’ and ‘Sign Up’. Participants tried to tap on the inactive buttons.

Suggested Change:
Decided to redesign my Sign Up method. Before it took 7 taps to create an account. Now with my updated design, it only takes 3 taps to Sign Up, utilizing latest trends for registering an account and since the participants phone number will need to be saved for the doctor’s office records anyways.

Evidence:
• 33% of participants tapped ‘Continue with Google’ link, but it was inactive. Participants would like to eliminate the time it takes to create an account.

Sign Up A/B Test Results:
• 50% of participants tapped ‘Skip’ link and 50% of participants tapped the other ‘Sign Up’ buttons. Best to continue giving the participants the option to Skip or Sign Up.

Evidence:
• 33% of participants tapped ‘Continue with Google’ link, but it was inactive. Participants would like to eliminate the time it takes to create an account.
Issue 6

Search Date Picker, participants were confused on how date picker information is provided, they would like to see more options for choosing a time, day, or range of days. **Medium**

Details missing:
Participants would like to have more options and select anytime, certain days, certain times, and specific times.

Suggested Change:
Need to redesign the date picker asking preferred time and how soon would the participant like to see the dentist.

Evidence:
- 16% of participants tried to view all doctor cells in the Search List View to make an informed selection, but were not able to. When participants reviewed the Doctor Profile Screen they needed to be provided more details before confirming the booking.
Usability Test Report

Test Conclusion

While the participants generally found Health Pal easy to use, making some adjustments and adding the missing features that were encountered would improve the overall user experience. Such as activating the inactive button links, building out full pages for Filter, Health Pal Recommendations, and Doctors Profile, improving the Date Picker, and eliminating the number of taps it takes to register an Account. To add these missing features will increase the usability of the app and user engagement.

Updated Prototype

Retrospective

• Before conducting a usability test, I recommend that I practice my test a few times with work colleagues outside of the project to get an idea of time management with my script, flush out any constraints with my prototype, scenarios and tasks, and technology used to record the session.

• Through pattern recognition and learned behavior, participants struggled with the second task which required them to search a different way than the first task using the search input field to find a doctor, rather than asking their Health Pal.

• After using the Health Pal to receive recommendations and make an appointment, participants felt very comfortable with utilizing the Health Pal service again.

• Need to build out screens where links were inactive. Ex: Continue with Google, View Profile, Filter, Bottom Nav Tabs.

• My Scenarios and Tasks were too long. Next time I will need to break up these items in smaller digestible chunks.

• My script could be shortened as well. The introduction before beginning the session was too lengthy.

• Consider hiding the hotspots when using InVision to test my prototype with a mobile device.

• I found the usability test to be rewarding and useful for improving my skillset as a usability test moderator and for improving my prototype without biases or assumptions.
Usability Preference Test Report

Issue 7
During the moderated usability test, when participants were given the second task to find a Physical Therapist in Seattle, what I observed is that the participants immediately went to the Health Pal tab to utilize the Health Pal feature. More often than not, participants will utilize their Health Pal concierge to search for them. However, to solve for my other persona, not all participants feel comfortable talking to a Health Concierge about their personal health information, keeping this in mind, I included the search feature in the app to solve for this use case. Still, I need to test the search bar as it did not seem clear that the participants knew where the search bar was.

Results:
The Green Search Bar performed better, but the difference is not statistically significant. It may be performing better due to random chance alone.

Suggested Change:
I was really rooting for the white search bar, but after reviewing the results I will keep the same search design I had before initiating the preference test. I may consider further testing to gather a better understanding as to which is easier to find. I may want to consider changing the home icon located at the bottom nav tab, to a search icon.

USABILITY HUB RESULTS

12 Total participants
NATIVE APPS

CROSS PLATFORM DESIGN
Taking my iOS screens and converting them to Android's material design.

The changes I made from designing iOS to Android were fairly easy to make with the assistance of Material Design guidelines. I utilized Android’s icon set for my bottom navigation, I updated the cards, and built new contained / outlined buttons.

For my product a few elements will be customized for a cohesive cross platform framework and personalized, on-brand experience. I am utilizing the same font and treatment on both platforms, Lato, which renders beautifully on the browser and with good readability. I designed a custom outlined icon set for the filter screen. I also have designed a custom date picker that both native apps will use. The goal is build the same experience no matter what device you are using.

I am further looking into exploring server-driven rendering frameworks and building entirely custom components that don’t have existing implementations at build-time. Click here to learn more.
DESIGNING FOR ACCESSIBILITY

MAKING MY APP INCLUSIVE TO EVERYONE
Dynamic Type

Dynamic type w/ custom fonts for vision loss

For Health Pal, I am using a single typeface Lato. Mixing several different typefaces can make your app seem fragmented and sloppy. I’ve taken this in consideration by using one typeface and just a few font variants and sizes.

Our iOS developers use built-in text styles whenever possible. The built-in text styles let you express content in ways that are visually distinct, while retaining optimal legibility. These styles allow you to take advantage of key typographic features, such as Dynamic Type, which automatically adjusts tracking and leading for every font size.

iOS Accessibility Settings

Before

After
Captioning and audio descriptions for the blind

iOS lets users configure captions and audio descriptions during video playback. We use AVFoundation, a Text-To-Speech tool with built-in support, for captioning and audio descriptions during the playback of media in our app.

```swift
import AVFoundation

let avSpeechSynthesizer = AVSpeechSynthesizer()
avSpeechSynthesizer.delegate = self

// Session 1 — AVSpeechUtterance: 7 Parameters of synthesized speech
let utterance = AVSpeechUtterance(string: "Hello world!")
utterance.voice = ...
utterance.rate = ...
utterance.pitchMultiplier = ...
utterance.volume = ...
utterance.preUtteranceDelay = ...
utterance.postUtteranceDelay = ...

// Session 2 — AVSpeechSynthesizer: 4 Speech operations
avSpeechSynthesizer.speak(utterance) // Start speech
avSpeechSynthesizer.pauseSpeaking(at: .immediate) // Pause even in the middle of a word
avSpeechSynthesizer.pauseSpeaking(at: .word) // Pause after the current word has been voice
avSpeechSynthesizer.stopSpeaking(at: .immediate) // Stop —— Similar to the ‘pauseSpeaking
avSpeechSynthesizer.stopSpeaking(at: .word) // Stop —— Similar to the ‘pauseSpeaking(at: ...

avSpeechSynthesizer.continueSpeaking() // Resume a paused speech

// Session 3 — AVSpeechSynthesizerDelegate: 6 Speech callbacks
extension FovViewController: AVSpeechSynthesizerDelegate {
    func speechSynthesizer(_ synthesizer: AVSpeechSynthesizer, didStart utterance: AVSpeechUtterance) {
    }
    func speechSynthesizer(_ synthesizer: AVSpeechSynthesizer, didFinish utterance: AVSpeechUtterance) {
    }
    func speechSynthesizer(_ synthesizer: AVSpeechSynthesizer, didPause utterance: AVSpeechUtterance) {
    }
    func speechSynthesizer(_ synthesizer: AVSpeechSynthesizer, didContinue utterance: AVSpeechUtterance) {
    }
    func speechSynthesizer(_ synthesizer: AVSpeechSynthesizer, didCancel utterance: AVSpeechUtterance) {
    }
    func speechSynthesizer(_ synthesizer: AVSpeechSynthesizer, willSpeakRangeOfSpeechString of ...
}
```
**VoiceOver for the disabled and blind**

VoiceOver is a screen reader that interacts with objects in our app so users can drive the interface even if they can't see it. We will ensure that the user interface elements in our app is accessible and useful after my designs have been developed by doing a audit of my app with VoiceOver on.

Auditing will reveal which elements are accessible with VoiceOver and which aren’t, and shows me if VoiceOver navigation is clear and logical. I’ll keep track of which elements are not accessible and create a list of improvements for adding better VoiceOver support.

I will reference iOS guidelines for further direction.

Meeting WCAG AA Compliance

When choosing a color palette for my app Health Pal, I made sure my primary colors would meet WCAG AA Compliance before building out the UI for each screen. This saves the company time, money and it’s always best practice to design with inclusivity and accessibility in mind. You’d be surprised at how many designers, design and branding agencies skip over this very important detail.

https://webaim.org/resources/contrastchecker/
DESIGN COLLABORATION

RECEIVED FEEDBACK FROM PRODUCT MANAGERS AND UX DESIGNERS
Design Recommendations

After my usability test and revising my health and wellness iOS prototype, I reached out to my design slack channels for UX/UI feedback from designers and product managers who have more experience than I do in the field to provide valuable feedback and critique my work. I am thankful that Ian, Philippe and Anthony took the time out of their busy work schedule to make insightful comments on my UX/UI final project. Thank you so much!

Once I have documented all feedback that was provided through InVision, I will make the necessary design iterations in order to improve the app’s overall experience.
Design Questions and Recommendations

1. Ian Patterson
   Try to make this more concrete. I'm wondering, "What kind of recommendations? I'm not sure what I can ask a health concierge to do for me..."

2. Ian Patterson
   Skip seems unnecessary here. You already have a Get Started and Log In option below, so what would I skip to?

3. Philippe Heckly
   Because you are using a dark theme the lighter color ends up to be visually more prominent so I would suggest to reverse them. i.e. the light color shows which screen you are on instead of what you have right now.

Riley's Reasoning and Decision's

1. Great point, I need to find a way to better express Health Pal’s onboarding screen with improved copy and illustrations that coincide and provide little snippets of what Health Pal can do for the user. I may consider breaking up content from 1 page to 3 pages for onboarding, as the onboarding page presented now seems to be unclear to users.

2. I may consider keeping 'Skip' for now. During usability testing 40% of users opted to tap the 'Skip' link thinking they were skipping the sign up flow, in order to test whether or not Health Pal was the right product for them. I could rephrase the copy to something like "Get to know the app" instead of "Skip". The goal is not not lose potential customers at the beginning because they may want to test the product first before committing to provide personal sign up information.

3. Good catch Philippe. Thank you for bringing up the suggestion to reverse pagination dots / colors. I will definitely make that update as your suggestion makes the most sense.

Onboarding Screen

- Book virtual health and wellness appointments with ease
- Already have an account? Log In
- Get Started
Design Feedback

Design Questions and Recommendations

Philippe Heckly

4

Cute and engaging animations! The first one feels a little washed out and hard to see.

Philippe Heckly

5

Can you do something a little more interesting with the logo/name of the company?

Riley's Reasoning and Decision's

Yes, I should redesign my customer character so that it does not appear washed out on the screen. Thank you. I tried on the animations, but I think I would need to spend a bit more time to perfect my motion design skills. For this part of the design project I would consider outsourcing and hire a motion designer.

Yes, I would like to, but I caught myself initially spending too much time trying to think of a good short name for my app, that is, names that weren't already taken. With future iterations, I hope to create a better name and logo by consulting with a branding and logo expert.

Onboarding Screen

Health Pal

Book virtual health and wellness appointments with ease

Get Started

Already have an account? Log In
Design Feedback

Design Questions and Recommendations

Philippe Heckly
Overall the color palette is rather somber and moody suggesting the opposite of health.

Anthony Pelosi
Although it’s copy... On HeathPal description it is undersold. Sounds like someone who searches Yelp and calls to schedule. It should come off as someone who helps you navigate your holistic health across practitioners and modalities. Finding and scheduling are tasks to accomplish a higher mission that has pain points. Focus on the pain points and mission first, then tasks they do to accomplish that next.

Riley's Reasoning and Decision's

You're the first that's mentioned that, but I'll definitely keep your opinion in mind. Most users during usability testing stated that the app had a calm and soothing appearance which is exactly the intention in order to help relieve those who maybe suffering in pain. The choice behind my color palette was to promote healing and good health through holistic modalities, think clipping green leaves off of medicinal plants to treat fresh wounds. Green is the color of growth, of spring, of renewal and rebirth. It renews and restores depleted energy. The color is also known to relieve stomach aches. Maybe I should consider lightening up the design of the onboarding screen so that the dark forest green does not take over and cause a somber or moody effect. Now that you mention it, I can also see what you’re saying. I am also trying to meet ADA compliance which limits my choice in green colors.

Onboarding Screen

Sounds like I am not doing too well on creating copy. I would probably lean more on the copy editor to help me better convey the message of Health Pal's mission. I really liked what you suggested though and appreciate the reference to focus on the pain points and mission first, then display tasks afterward.
Design Feedback

Design Questions and Recommendations

I dislike having the app context blurred like this on a first visit because it means I’m missing context. If that first tab you’re highlighting with the coach mark is so important, maybe just drop me into it directly and skip needing the coach mark?

Given that the service is called “Health Pal” it seems strange to have just one tab named that. I would suggest integrating this into the Home tab, or renaming this to be more oriented toward what it does for the user, i.e. "Answers" or "Ask."

Riley's Reasoning and Decision's

Thanks so much! Great point you have here, and I will revise in my next iteration to drop new user’s into the Health Pal feature instead of providing the tool tip which seems to be out of context at this part of the user journey.

Thank you Ian. I will need to rethink my sitemap and consider making the ‘Health Assistant / Health Pal’ the first part of the user journey by moving the tab to the left and placing search (home) as the secondary feature. I also need to consider renaming my app in the future. For now, I use the name Health Pal as a place holder.

Progressive Onboarding Screen 1

Get a question? Ask your Health Pal, your very own private health concierge who can provide recommendations and book your next appointment for you.
Suggest what terms should I use to search: name of a doctor "Lisa Chin," area of expertise "sports medicine," problem "i.e. elbow pain," region.... Search at this phase of early discovery seems premature. I would suggest a browsable list of categories or recommended practitioners near you, with an optional filter/search bar for those who have something highly specific in mind.

I really like the idea of designing a browsable list of categories for users to gain a better perspective of what health categories may interest them. Making a contextual list of recommended practitioners near you is a great idea too. Thank you and I will try to incorporate these ideas with my next iteration.
Design Questions and Recommendations

Will this target user understand the differences between Wellness and Medical? I'm not personally 100% clear on what I'd expect to see in each category.

Riley's Reasoning and Decision's

One of my primary persona's likes to dabble in both eastern and western medicine to treat her symptoms. Health Pal is working to try to incorporate both practices by bringing an integrative approach to conventional and complementary medicines together in a coordinated way. We emphasize on a holistic, patient-focused approach to health care and wellness—often including mental, emotional, functional, spiritual, social, and community aspects. I have not fully thought out the Wellness card and all of the practitioners I would place in the wellness category. I'm considering those who practice acupuncture, reiki, meditation, and ayurveda. Maybe I need to rename the header to 'Practices' and the cards to 'Alternative' and 'Medical'? I would probably do some user testing around this...

Home Screen

Nice simple layout. Plenty of white space. I like!

Thank you!!! I do too. :)))
Design Questions and Recommendations

Ian Patterson

This change in nav was a bit unexpected because of it's invoked by tapping on a bottom tab, but then that nav disappears. I'm not sure where the back arrow would take me, given that I got here by tapping on that bottom nav item.

Riley's Reasoning and Decision's

Great point and I am missing a step here with my UX design. I need to build out the 'Chat List View Screen' which would be a screen that a patient would engage with before messaging their Health Pal directly. I have not created any rules or thought out who else a patient may chat with though beside their Health Pal. If the patient were allowed to message a doctor, what would that conversation look like, and what circumstances would the patient be eligible to message their doctor? Would it be too invasive for the health practitioners? Need to think through this more.

Health Pal Messenger

Chat screen showing a conversation between a patient and a Health Pal.
Try making your buttons a different color that's designated for CTAs and sets it apart from the other background or accent colors you're using. This looks very close to the text message bubble.

I like this––looks good.
Design Questions and Recommendations

This phrasing seems unexpected. Aren't I still inside Health Pal? Isn't Health Pal the name of the app? I would remove this and simply let the back arrow in the nav do the work.

Riley's Reasoning and Decision's

Always nice to have a fresh pair of UX eyes to look at my work for times like these. Think I over thought this part, and I agree I should let the back arrow do the work. Thank you!

Doctor Profile

- Ulcers
- Celiac disease
- Weight Gain
- Nutritional Counseling
- Heartburn
- Irritable bowel syndrome

Pricing
- Initial 60 Minute Evaluation: $145
- Subsequent 60 Minute Visits: $120

Accepts: Aetna Choice POS II Insurance

Qualifications
- Years in Practice: 6 Years
- School: Ross University School of Medicine
- Year Graduated: 2013
- License No. and State: 1174744072, Washington

Languages Spoken
- English
- Spanish

Book

Return to Health Pal
Similar to Yelp, patients like to look at pictures of the health practitioners' facilities to make sure they are not going to run down place. For one of my primary personas, he likes to make sure that the health practitioner, a physical therapist, will have the modern new equipment my personas likes to exercise on before booking an appointment. What if going to see your doctor did feel like going to the spa, the equinox, or peaceful environment? :)

The picture here feels like a spa. Do you need a picture of the facility since this page is all about the doctor?
Great feedback and thank you for the suggestion. I agree giving the patient three time slot options to choose from would mitigate the back and forth conversation and give the control back to the patient. I will revise!

Although the text around meeting time preference is in the previous conversation, I was confused and had to go back and read. Suggestion is to give 3 options to choose from, so even if u don’t read carefully, then it looks more normal (options rather than just told when).
HIGH-FIDELITY PROTOTYPE

FINAL DESIGNS
Comps
Comps

Hi Nya,

Your virtual appointment with Dr. Sheila Patel is booked!

Fri, Sept 30 at 9am

You can view your schedule, make changes, or cancel the video call if something comes up. Dr. Sheila is looking forward to speaking with you soon.
Virtual Appointment
Connect virtually with your health practitioner using your phone, tablet, or computer.

What will the doctor do?
Just like an in-person visit, the health practitioner takes record of your history and symptoms, performs an exam and may recommend a treatment plan.

Have more questions?
Call your Health Pal, we are here for you 24/7.

No call history
Your virtual appointment with Dr. Sheila Patel is coming up on Wed, Sept 9 at 10am.

Calls
Dr. Sheila Patel
Ayurveda Diet Counseling
Private Practice
10:00 am

Messages
Health Pal
Hi Nyia, I see you just completed your virtual app...
INVISION PROTOTYPE

FINAL PROTOTYPE
Welcome to a holistic, patient-focused approach to healthcare. Our mission is to meet you where you are and get you back on track with all your healthcare needs.

Health Pal
MAR 24, 2019

VIEW FINAL PROTOTYPE