

## User Journey: Multiclass Prediction of Obesity Risk Tool

Journey Stage (What stage of the experience are you describing?)	Initial Awareness	First Use	Effectiveness Assessment	Integration and Training	Feedback Loop	Broader Implementation and Advocacy
<b>Actions</b> What does the user do? What information do they look for? What is their context?	A doctor reads an article on predictive healthcare analytics.	Begins using the tool with a small group of patients, monitoring the real-time classifications.	Monitors the tool's predictions against actual patient health outcomes over several weeks.	Fully integrates the tool into her practice and begins training her staff on its usage.	Seeks detailed feedback to the product team on the tool's utility and any issues encountered.	Advocates for the tool's adoption in her professional network and shares success stories.
<b>Needs and Pains</b> What does the user want to achieve or avoid?	She wants to find a reliable tool to predict obesity risk, concerned about the cost of litigation and accuracy.	She wants to see the tool in action and confirm its practicality. "I'm looking for this to give me immediate, actionable insights."	She aims to validate the tool's accuracy and impact on patient care. "I need to see that the predictions match up with real patient progress."	She wants her team to be competent and confident using the tool. "My staff needs to be as proficient with this tool as I am."	She wants the team to be refined based on her real-world experience. "It's important that my feedback leads to tangible improvements in the tool."	She wants others to benefit from the tool and see value in broader usage. "I want my colleagues to also experience the benefits this tool has brought to my practice."
<b>Touchpoint</b> What part of the device are they interacting with?	Medical journal and product website.	The predictive tool's user interface.	Follow-up patient visits, health outcomes records.	Training sessions, user manuals.	Feedback forms.	Conferences, professional social media, peer discussions.
<b>User Feeling</b> What is the user feeling?	Curiosity mixed with cautious optimism.	Anticipation, looking for confirmation of effectiveness.	Analysical, hopeful for positive results.	Encouraging, empowering her team.	Invested, desiring to contribute to the product's development.	Proud, satisfied with the success, eager to share.

**\*The user is a healthcare professional, in this case it is a doctor**

### Description of Each Phase:

#### 1. Initial Awareness

**Journey Steps:** The doctor's journey begins when they come across an article about predictive healthcare analytics.

**Actions:** They read the article to gather information on how this technology could enhance their practice, focusing on tools that predict obesity risk.

**Needs and Pains:** The doctor seeks a reliable predictive tool that is accurate and can be easily integrated into their current practice workflow.

**Touchpoint:** The interaction starts with reading a medical journal and then visiting the product website for more information.

**User Feeling:** The doctor is curious about the new tool but cautiously optimistic about its potential impact and utility in their practice.

#### 2. First Use

**Journey Steps:** The doctor starts using the tool with a patient group to see the obesity risk classifications generated in realtime.

**Actions:** They monitor the tool's classifications to evaluate its practicality and effectiveness in a realworld setting.

**Needs and Pains:** The doctor looks for a tool that can provide immediate, actionable insights without a steep learning curve or workflow disruption.

**Touchpoint:** Direct interaction occurs with the user interface of the predictive tool as they input patient data and review the risk classifications.

**User Feeling:** The doctor is anticipative and seeks confirmation that the tool is as effective in practice as promised.

### 3. Effectiveness Assessment

**Journey Steps:** The doctor assesses the tool's predictions by comparing them to actual patient health outcomes over a period.

**Actions:** They review the tool's predictive accuracy by following up with patients and monitoring their health outcomes, possibly within an EHR system.

**Needs and Pains:** The doctor needs to validate the tool's predictions to ensure that it provides a solid basis for clinical decisions.

**Touchpoint:** The review process likely involves followup patient visits and examination of health records.

**User Feeling:** The doctor is analytical and hopeful, looking for positive, tangible results that validate the tool's use.

### 4. Integration and Training

**Journey Steps:** After assessing the tool's effectiveness, the doctor fully integrates it into their practice and trains the staff.

**Actions:** The doctor and their team undergo training sessions and learn from user manuals how to effectively use the tool.

**Needs and Pains:** There's a need to ensure that the staff is competent in using the tool to maintain a high standard of patient care.

**Touchpoint:** The primary touchpoints are training materials and sessions designed to educate the staff on the tool's use.

**User Feeling:** The doctor feels encouraging and empowering, aiming to build confidence in their team.

### 5. Feedback Loop

**Journey Steps:** The doctor provides detailed feedback to the product team based on their experience with the tool.

**Actions:** They fill out feedback forms and possibly have discussions with customer service to suggest improvements or report issues.

**Needs and Pains:** The doctor desires that the tool be refined based on realworld usage, to better meet the needs of their practice.

**Touchpoint:** Interaction with feedback mechanisms and direct communication with the product team.

User Feeling: The doctor is invested in the product's development and hopes their contributions will lead to improvements.

## 6. Broader Implementation and Advocacy

Journey Steps: Convinced of the tool's benefits, the doctor begins advocating for its use among colleagues and in their professional network.

Actions: They share success stories and may present findings at conferences or on professional social media platforms.

Needs and Pains: The doctor wants to ensure the tool benefits as many patients as possible and seeks validation from the medical community.

Touchpoint: Networking events, professional forums, and social media where they can share their positive experiences.

User Feeling: The doctor feels proud of the successful implementation and satisfied with the outcomes, eager to share their experience.