

# Assignment 5

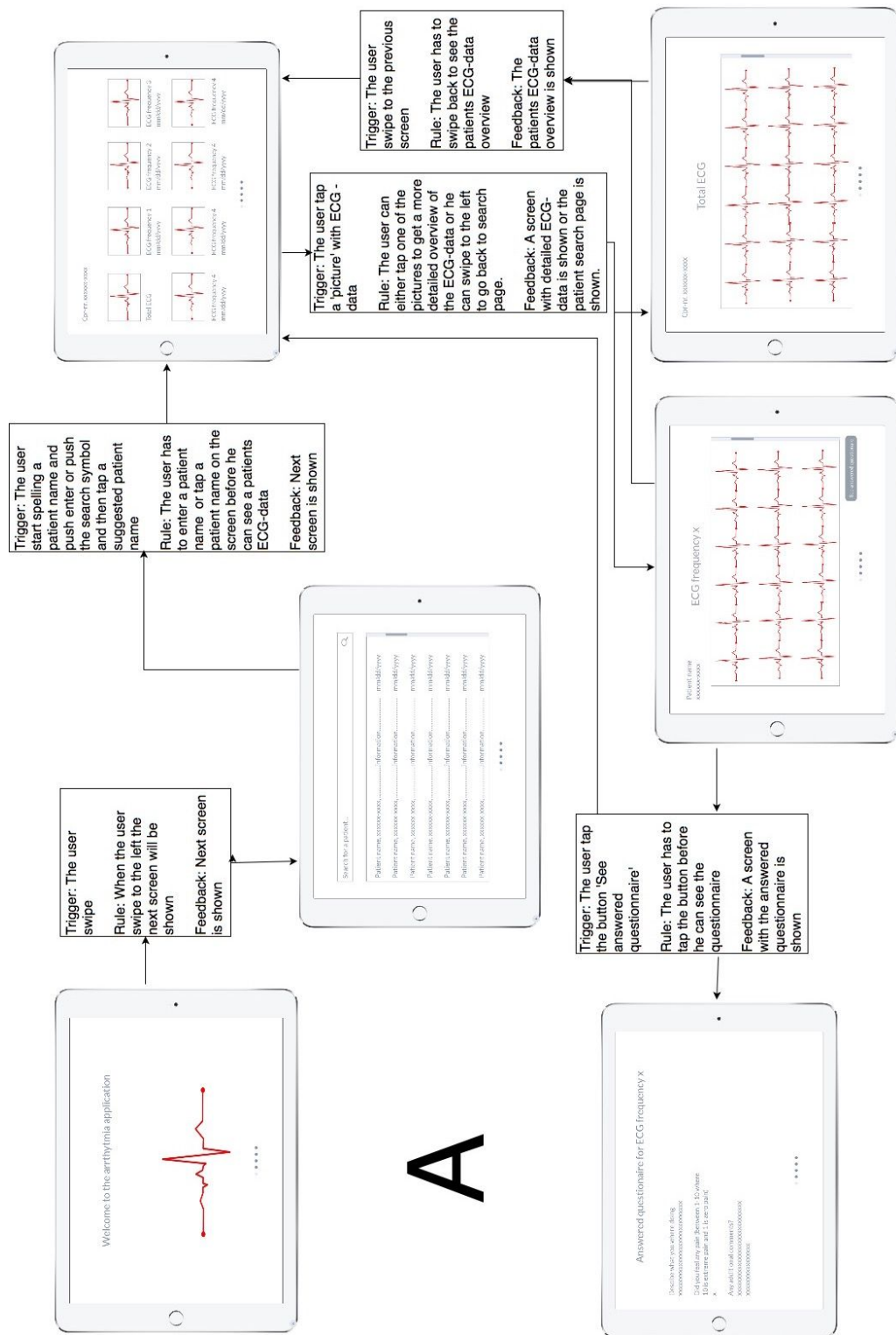
## Lean Business Model Canvas

Problems	Customer segments	Unique Value proposition	Solution
<p>When patients experience arrhythmia it can be difficult to document/register what they were doing and how they felt.</p> <p>It can be difficult for the doctors to diagnose patients with arrhythmia because they need a better understanding of the patient's ECG-data.</p>	<p>Men who are 45-55 years old, obese with a BMI &gt; 30</p>	<p>To get a better and more specific understanding of patient's ECG-data which can make it easier for doctors to diagnose patients with arrhythmia.</p>	<p>A smartphone application that connects to the monitor and enables the user to register experienced observations with the belonging ECG-data.</p> <p>The doctors have access to the registered observations and belonging ECG-data which make it easier to diagnose the patients.</p>

## User Story Map

<b>Goals</b>	To give doctors a better understanding of the ECG-data	
<b>Activities</b>	Display patients ECG-data	Display patients questionnaire to the belonging ECG-data
<b>Tasks</b>	Look up for at specific patient	Look up for at specific patient
	Choose a specific ECG-frequency	Choose a specific ECG-frequency
	Look at the ECG-frequency to get a better understanding of the heart rhythm	Look at the ECG-frequency with the belonging answered questionnaire to get a better understanding of the heart rhythm

# Wireframe A



Link to Marvel: <https://marvelapp.com/3eed573>

# Wireframe B



Link to Marvel: <https://marvelapp.com/19hh7136>

## A/B test

We will validate our prototypes in a formative way to improve our design. Our prototypes are wireframes which consist of different user interfaces and belonging interactions. We will validate the wireframes by using a deductive method where we will use observations to validate or invalidate the design of the user interfaces. To make the observations we will perform a A/B test, where we will ask the users to think aloud while the user is performing the test. Furthermore we will ask the users to tell us which of the two designs the user prefer. We will perform the A/B test at least three times.

The two different prototypes were shown to the test persons. They were testing the applications, where they were able to navigate around, and then get an idea of how the applications works for the doctors. It was a bit difficult for them to acquaint themselves with the informations that the doctors need to get out of the application. They did their best to comment and asked questions for what they did not understand or if they were confused about something.

### **Wireframe A**

Two of the test persons were wondering about the function about searching for a patient. One of them mentioned that it will be more obvious, if the newest incoming patient data could be placed in the top of the page. The other one just asked why it is necessary for the doctor to look for a specific patient or if it is enough for him to see the newest data?

Another thing the test persons comment on was the overview of a patients data. They were all positive about the simple and manageable interface but some of them comment on the repeated data of the 'Total ECG'. They asked if there was a point of showing it twice, and if there is a difference between the 'same' shown total ECG and frequency x. Maybe the full overview of the ECG's should be placed after the fullsides of ECG.

Beyond the above-mentioned, most of them were reacting positively about the clear design which makes the application easy to use for anyone.

### **Wireframe B**

All of the test persons think the application is really simple and easy to use and understandable for anyone. They were just wondering if some important informations about the patients were missing because of its few user interfaces. One of the test persons asked again, as for prototype A, if it could be useful to show the newest incoming data somewhere. Otherwise the doctor would not know which patient to start with.

**Conclusion**

Generally the test persons were excited for both of the wireframes. They preferred a mix of the two wireframes but if they had to choose one of them, they would prefer wireframe A because this one is more user friendly.