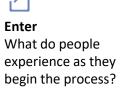
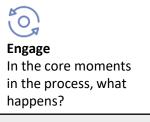
## **SCENARIO**

Browsing, Entering, **Submitting and Getting Liver Disease Reports** 



How does someone initially become aware of this process?











#### Steps

What does the person (or group) typically experience?

Sees social media

Conducts

research

Discovers landing page via search

Hears about

from friends

Checks out website and UI Understands

how to use the

website

Compares features to other websites

Enters various parameters

Gets Results

Website User

Interface with a

Gets issues on usage

Uses website

properly

Reads documentation

Leaves website

with satisfaction

Recommends website to friends

Shares on social media

#### Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

Information about the website and it's User Interface

Information about the data required to be entered

Website User Interface with a description on how to use the website

Website User Interface with a form asking for details

> Website User Interface with

> > Results

SUBMIT button

Website User Interface with an error message if not entered all details

Website User Interface with Results after entering all details

Website User Interface with a Thank You message

# **Goals & motivations**

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me find a proper page for disease prediction

Help me avoid fake websites

Help me understand how to use the website

Help me feel good about the decision of using this website

Help me get an accurate result

Help me avoid error messages

how to use the website without getting errors

Help me understand

Help me see what I could be doing next Help me see ways to enhance my next disease analysis



# Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? It's fun to search for websites that predict diseases

Curious on learning about the website

Excited and curious about the results

Satisfied after resolving errors

Motivating and enjoying the accurate analysis



### **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

It's time consuming to figure out authentic website amongst fake ones

It's confusing at times to understand how it works

It's awkward and shocking to find out that the person has a disease

It's frustrating while

errors occur



# Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Provide information that proves the authenticity of the website

Provide statistics on True Positives and False Positives

Provide simpler summary to avoid information overload

Provide an intuitive user interface for easy understanding Provide proper and elaborative guide for all errors

Provide the results in the form of a report that can be downloaded