

Goals & motivations

Steps

What does the person (or group)

What interactions do they have at

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

each step along the way?

Places: Where are they?

typically experience?

Interactions

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

if I have heart disease or not if the product is free of cost

understanding of the tool

Help me to set up an account

complete the required steps for the process

determine if I have heart disease or not

understand my results even better

Help me to save results

download the results

my email for the feedback

Help me to provide them feedback

Writing and

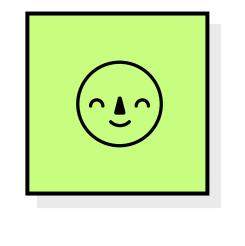
submitting the

feedback

The user writes and

submits the feedback

User's email



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

come across this tool online

Delighted to

Skeptical about

the accuracy of

the tool

Curious about the tool's potential

Fast and smooth registration

Possess all the details

More details

should be taken

into account

Insightful results

Many options to save

Feedbacks are a positive sign that the tool makers want to make the tool even more better

Privacy concerns

Privacy concerns Skeptical about the tool

Skeptical about the results and giving it another try

More questions should be asked for feedback



Areas of opportunity

Negative moments

costly, or time-consuming?

What steps does a typical person

find frustrating, confusing, angering,

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

How can we market the tool even more better?

How can we make the registration process even more smoother?

How might we make the user more informed about the process?

How might we make it easy for the user to understand visualization even better?

size?

How might we send the results in an optimal file

Could adding rating system can help the future users to take up the test without more hesitation?