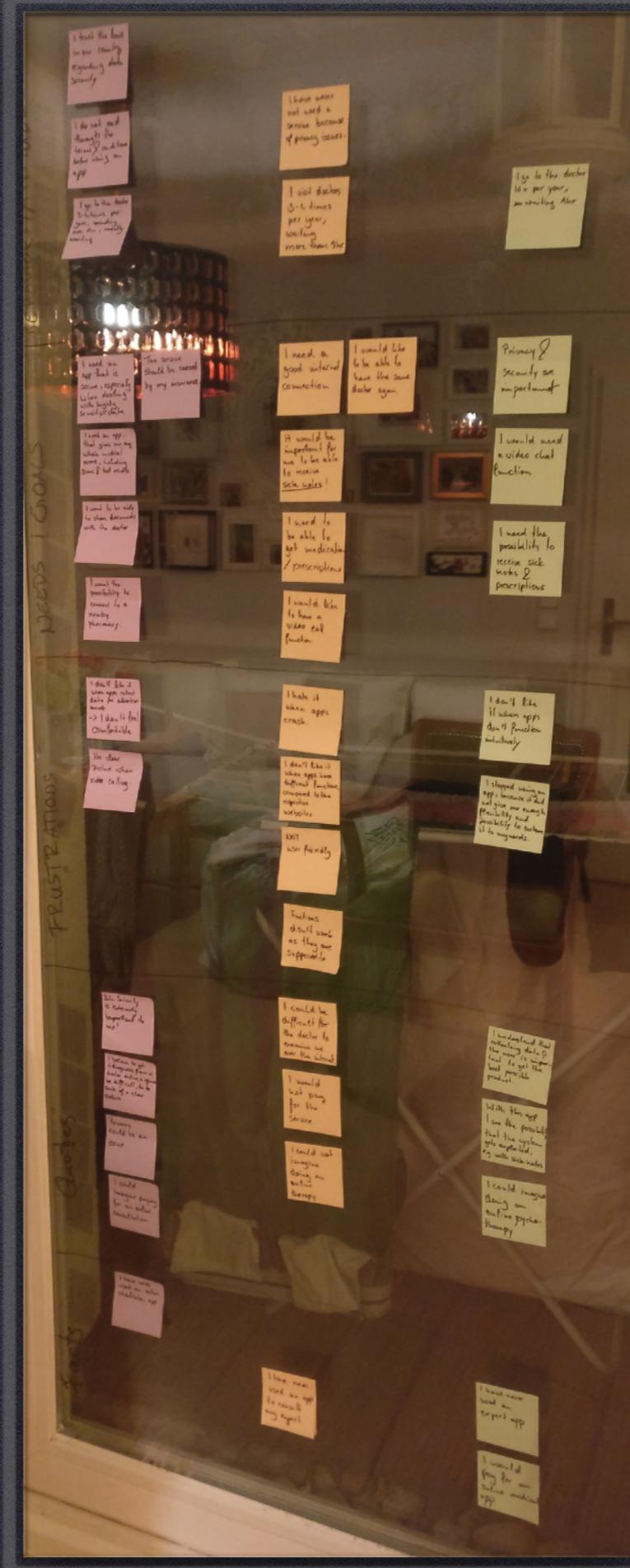
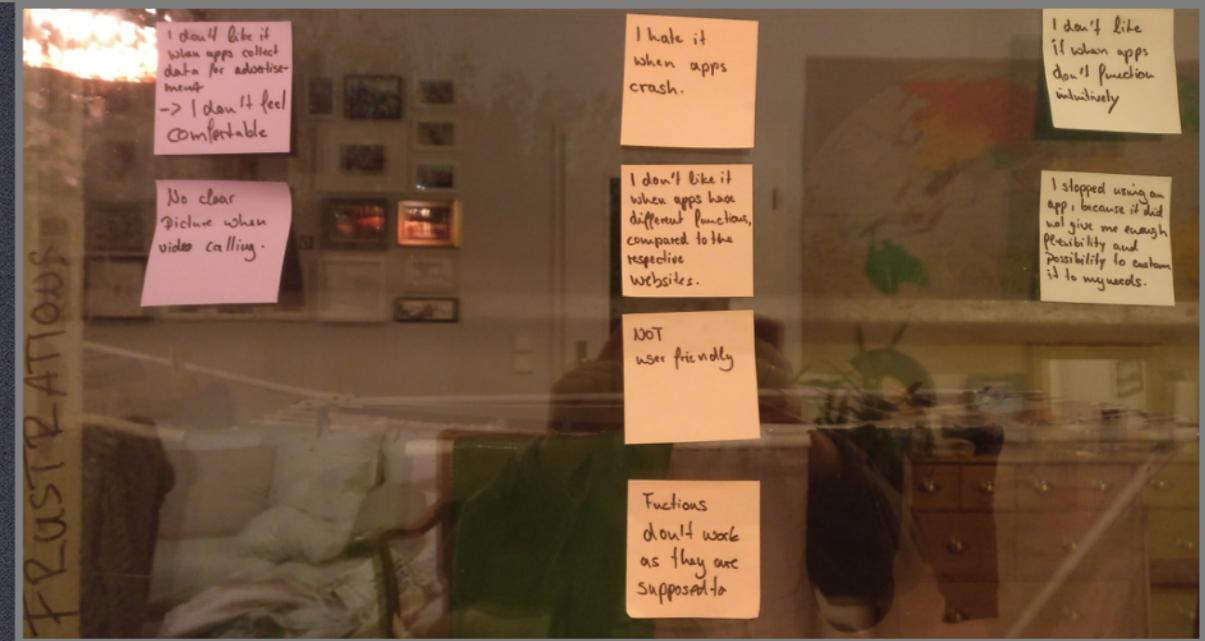
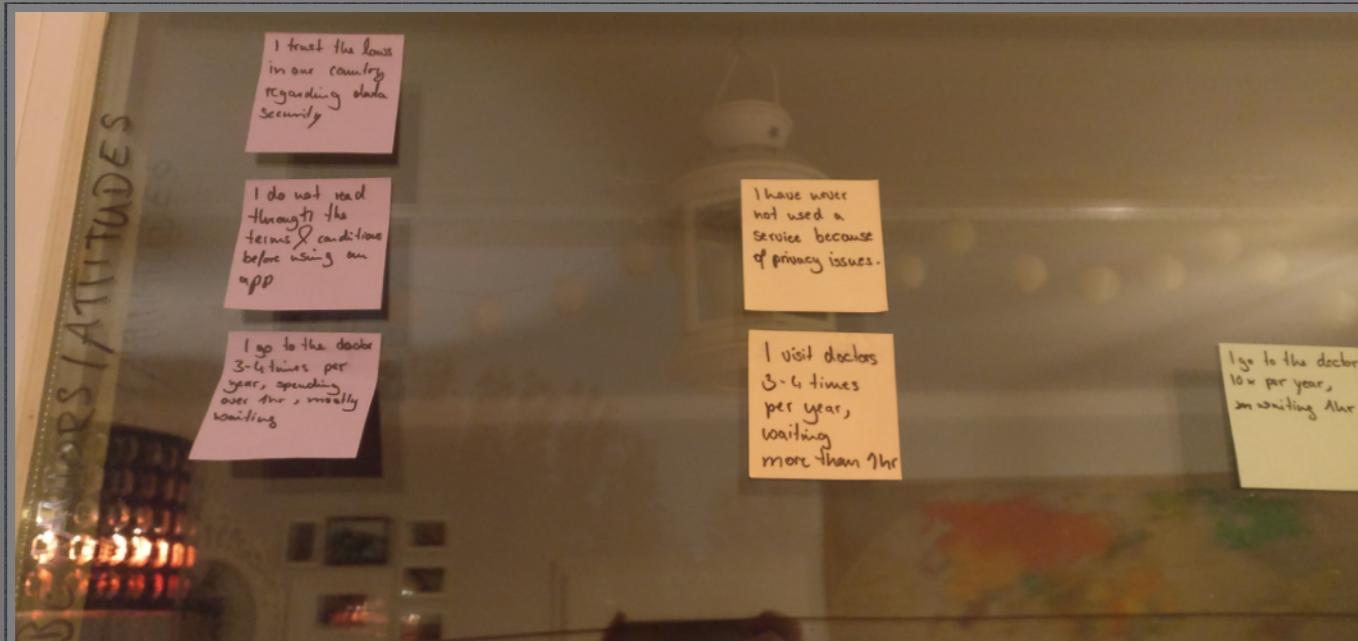


TASK 2.3 USER RESEARCH ANALYSIS

BY MARIE KLEINSCHMIDT

DATA REVIEW & IMPORTANT FINDINGS

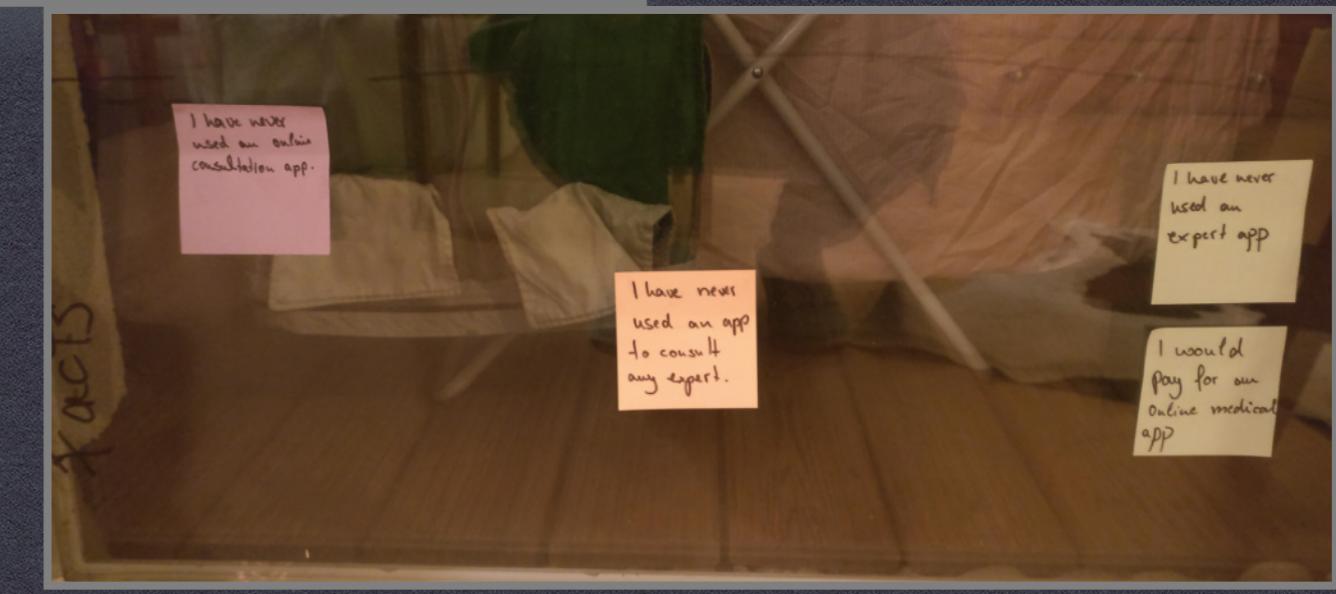
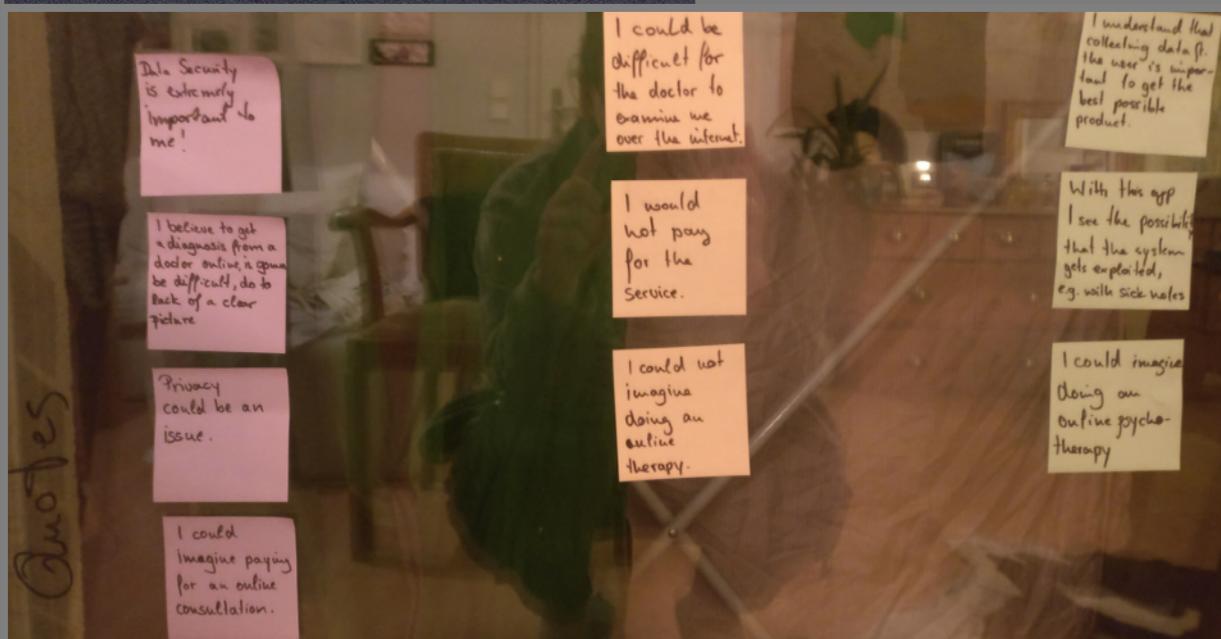




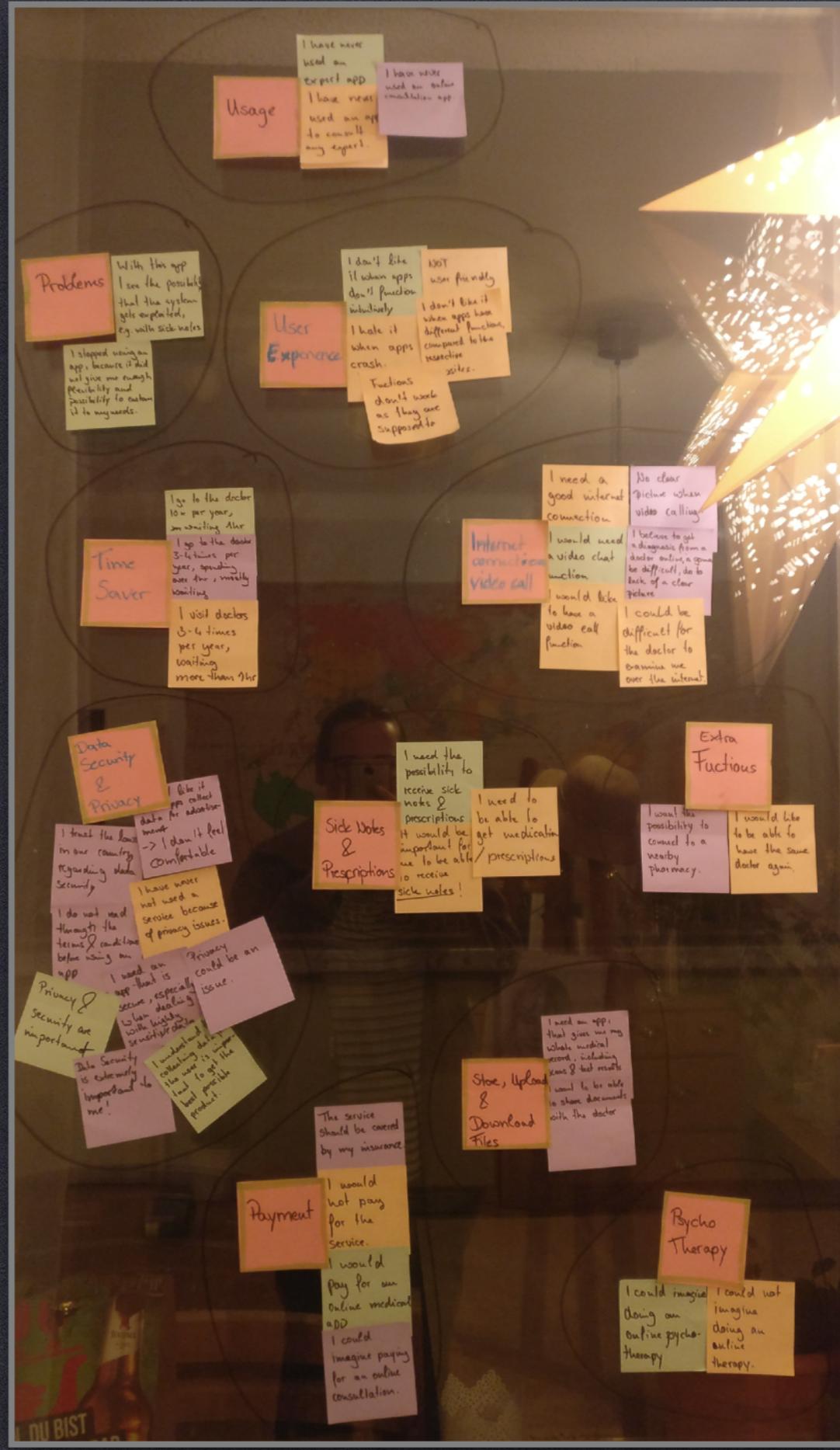
DATA REVIEW &

NEEDS / GOALS

IMPORTANT FINDINGS



AFFINITY MAPPING



INSIGHTS

DATA SECURITY & PRIVACY

- * *Most interviewed users care about privacy and data security but trust the companies that they follow the laws of the country they are in*

PAYMENT

- * *Most interviewed users would prefer init when their insurance would cover the cost of the service*
- * *50% of users would pay for the service out of their own pocket*

STORE, UPLOAD & DOWNLOAD FILES

- * *The app should be able to act as a medical data base, that is controlled by the user*

PSYCHO THERAPY

- * *50 % of users could imagine doing an online psycho therapy*

INSIGHTS

SICK NOTES & PRESCRIPTIONS

- * *Like a “normal” doctor, the online doctor should also be able to give sick notes and hand out prescriptions*

TIME SAVER

- * *The online medical doctor app could save users a lot of time as the average waiting time at the doctors clinic is one hour*

INTERNET CONNECTION & VIDEO CALL FUNCTION

- * *Most interviewed users think a good internet connection and a video call function, to communicate with the doctor effectively, are key components for the success of the app*

EXTRA FUNCTIONS

- * *Possibility of connecting to a pharmacy nearby*
- * *Possibility of having the same doctor again*

INSIGHTS

PROBLEMS

- * *App must cover all needs of a sick person that wants get help from a doctor*
- * *Possibility of exploiting the system of receiving sick notes must be condemned*

USER EXPERIENCE

- * *App must function intuitively & be user friendly*
- * *App must have the same functions as the website*
- * *App should be stable*

USAGE

- * *Almost all users have never used any kind of expert app before, hence there needs to be an extensive marketing campaign to introduce the app to the public*

**THANK YOU FOR YOUR TIME
AND ATTENTION!**