

DENNIS HÖRTINGER

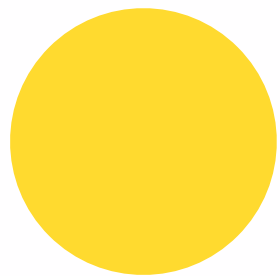
PORTFOLIO

EXPERT APP

UNDERSTANDING THE USER

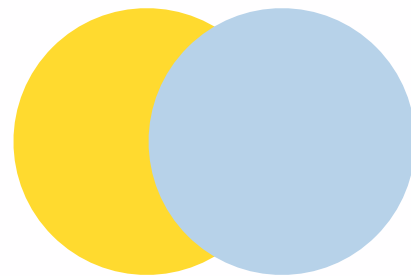
Understanding the User

1.



User personas

2.



User journey map

3.

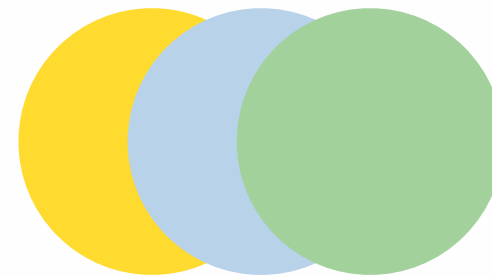
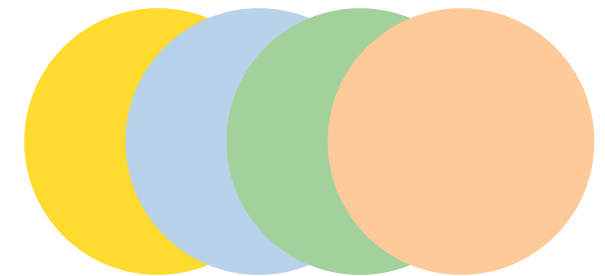


Illustration of user
flows

4.



Mobile-first design
plan

1.USER PERSONAS



Noah Kalani

The Millenial

Noah is 24 and lives in **Berlin**. After working as a cook, he is now studying business administration at the Humboldt University in Berlin for 5 semesters. Besides, Noah works during the week as a cook in a trendy restaurant in Berlin Friedrichshain called Kortis Nayave.

He runs a very successful food blog on Instagram where he writes about the dishes and life as a cook. Since Noah works a lot, he is only home on weekends. He uses his free time to complete the tasks that his studies demand of him. Otherwise, he likes to be outside with friends, loves to eat good and loves to party extensively in the Berlin nightclubs.

GOALS & NEEDS:

- **During** the day Noah works mainly on the desktop and in the evening in the restaurant on the smartphone. Therefore he needs an app that is responsive to use.
- **Noah** wants to secure his professional career and at the same time his health care.
- **Noah's** life is predominantly digitally organized. Only his health care is still analogous. He hopes that the healthcare industry will also be digitized.

MOTIVATIONS

- **His** main motivation is to have a healthy prevention without having to wait constantly at the doctor.
- **Time** plays an essential role for Noah, because he has extremely little of it.
- **He** would finally wish to have an overview of his data, and diagnoses.
- **Making** a diagnosis on the weekend and getting an assessment on Monday would make his life a lot easier.

FRUSTRATIONS

- **Noah** has to study during the day and work as a bartender in the evening. In between he has hardly any free time. The only time that is privately available is on Sunday but there is no doctor open.
- **In order** to be able to carry out preventive examinations, he usually has to take half a day off, as there are often very long waiting times in doctors'; surgeries.
- **Some** home remedies or homeopathic remedies do not need a prescription but are the only thing recommended to him. He sits in the waiting room for hours on end.

EVERYDAY ACTIVITIES

- **Noah** goes jogging in the Morning bevor he has classes. Thats the only time per day, he has for himself.
- **Noah** is a full-time student and studies Business Administration in Berlin.
- **Noah** is a chef at a trendy Berlin restaurant.

DEVICES & INTERNET USAGE:

Desktop devices:



Mobile devices:



Social Media:



Technical know-how:



NOTABLE QUOTES:

- „If I could, I'd split into two. Sometimes it's all too much for me.“
- „Sometimes I wonder what all the people who only have one full-time job are doing.“
- „Health and career don't go together. When I'm sick, there's no cook at the restaurant. I have to be there all the time or I'll lose my job.“

HYPOTHESIS STATEMENT: **NOAH**

We believe that by developing an app that simplifies the processes of personal health care through digitalization **for** Noah **we will achieve** that Noah, despite his 2 jobs, does not have to neglect his health and can get feedback on complaints without having to take a day off for it.



Robert Pinto

The Entrepreneur

Robert is a 37 year old family father of 2 small children (1-3 years) and managing director of a small Hamburg agency. To get the company and his children under one hat is Robert's main task.

He is always the first one in the office in the morning and goes home punctually at 6 pm to look after his children. He proudly calls his children „the most beautiful thing that has ever happened to him“, and would only stay longer at work in absolute emergencies. Since his children are still very young, Robert does not sleep very well at the moment, as both children often scream at night. His son often has a cold because he is in the kindergarten every day and therefore often gets infected.

GOALS & NEEDS:

- **Robert** wants to have a quick and safe consultation for his children.
- **Nothing** is worse than not knowing what disease the children have. Robert wants to be able to make a reliable diagnosis for his children quickly and easily and have it checked by a doctor.
- **To entrust** one's children to foreign doctors on holiday in the event of illness can make a father quite insecure. The possibility to check out foreign diagnoses again would be very convenient for him.
- **With** 2 children you can lose the overview. An app that collects all data centrally would be an advantage here.
- **Robert** can hardly afford to miss a day at work. Especially if he has only one little thing he wishes to have a simple method to contact his doctor.

MOTIVATIONS

- **In spite** of his very stressful everyday life to be able to be comprehensively there for his children and to have their health always in view.
- **Never forget** documents that could be important in case of illness.
- **Home remedies** for certain diagnoses could help the child to alleviate its symptoms.

FRUSTRATIONS

- **Not knowing** as a father what the child has
- **Not being able to** help as a father in case of illness
- **Long waiting** times at the paediatrician.
- **Often** not the documents that are needed.
- **Not to know** how to assess one's own problems and whether a doctor's visit is necessary or not.

EVERYDAY ACTIVITIES

- **Have breakfast** with the children in the morning after getting up.
- **Bring** the kids to the nursery, then go to work.
- **His role** as managing director. Writing invoices and customer acquisition and many other small tasks.
- **Spend time** with the kids in the evening.
- **Reading** stories to his kids.
- **Spending** time with his wife.

DEVICES & INTERNET USAGE:

Desktop devices:



Mobile devices:



Social Media:



Technical know-how:



NOTABLE QUOTES:

- „There's nothing more important to me than my children..“
- „I'm trying as hard as I can to reconcile family and company. It's not always easy.“
- „I am very involved at work and can therefore only be there for my children in the evenings. But then I want to enjoy the time“

HYPOTHESIS STATEMENT: **ROBERT**

We believe that by building an easy to understand, trustworthy and reliable app that allows users to access their personal health records at any time and communicate with family doctors **for** Robert, **we will achieve** that Robert can take care of his company as well as his family in the same way without having to neglect either of them.

2. USER JOURNEY MAP



Noah Kalani

The Millenial

DEMOGRAPHICS

Age: **24**
Location: **Berlin**
Profession: **Cook & Student**
Hobby: **Instagram Blog**

SCENARIO

„Noah discovered an unusual spot on his skin while taking a shower in the morning. Since he has an important examination today, he cannot go to the doctor, but his observation nevertheless makes him insecure. He now wants to make a diagnosis with our app, discuss it with his doctor and then make an appointment.“

	Phase 1	Phase 2	Phase 3	Phase 4
Phase	Create an account.	Make a diagnosis with the app internal questionnaire.	Talk to his personal dentist about his diagnosis via app.	Make an appointment with your dermatologist.
Task	Go on our Website and create yourself an Account. Confirm email address	Make the questionnaire make sure that answers are honest to get a valid diagnosis	Write a message to his dermatologist and attach diagnosis to the message.	Search for a free Date and set an appointment with his dermatologist.
Thoughts	„I need an app that provides me an easy and fast way to get to know my health issues.“	„I have the feeling that the questions make sense and concentrate on my problems.“	„Having a quick feedback from my dermatologist, would release me from my nervousness.“	„Happy that i don't have to wait in a holding pattern and can quickly create a suitable appointment.“
Emotions	BOREDOM	ANTICIPATION	INTREST	ACCOMPLISHED
Opportunity	Make the Account creation Process as easy as possible. So that Noah feels comfortable.	Having a well thought questionnaire combined with an AI to make sure that the diagnosis is valid.	Make the process of communicating with the dermatologist as familiar as possible to the user.	Make the process of making an appointment easy to use and fast to understand.



Robert Pinto
The Entrepreneur

DEMOGRAPHICS

Age: 37
Location: Hamburg
Profession: Managing director
Hobby: Marriage & 2 Kids

SCENARIO

„Roberts yearly vacation with the family is shortly before. He wants to start his holiday well prepared and make sure that his family is well cared for in case of illness. With the help of our app he would like to have all his family's health documents printed, find out in advance which vaccinations are necessary in the holiday destination and which doctors are recommended.“

	Phase 1	Phase 2	Phase 3
Phase	Save all data that should be available offline as a Pdf on his Smartphone	Get general information about the vaccinations you need.	Show verified doctors on map.
Task	Choose which data he want to have printed.	Search for the target country and see which vaccinations are needed.	Search for the target country and see which doctors are verified.
Thoughts	„In case of an emergency I have all the important data at the hand.“	„It is good to know that I still need certain vaccinations for my holiday destination.“	„Knowing that there are doctors that have an European standard helps to reassure me.“
Emotions			
Opportunity	There has to be an easy way to create an pdf out of all important data that he selected to safe it on his smartphone.	Give user the opportunity to make an appointment with the doctor for the vaccinations.	Give user the opportunity to save the doctors on google maps.

3. USER FLOWS



Noah Kalani

The Millenial

DEMOGRAPHICS

Age: **24**

Location: **Berlin**

Profession: **Cook & Student**

Hobby: **Instagram Blog**

SCENARIO

- Noah discovered an unusual spot on his skin. Now he wants to find out what it is.
- He will know his task is finished when he has set up himself an account.
- He knows that this Webapp exists and where he can find it.
- Noah needs his Email address and a Password he will remember.

OBJECTIVE

"As a health conscious student, I want a simple way to create an account and set up my profile, so that I can create myself a digital diagnosis."

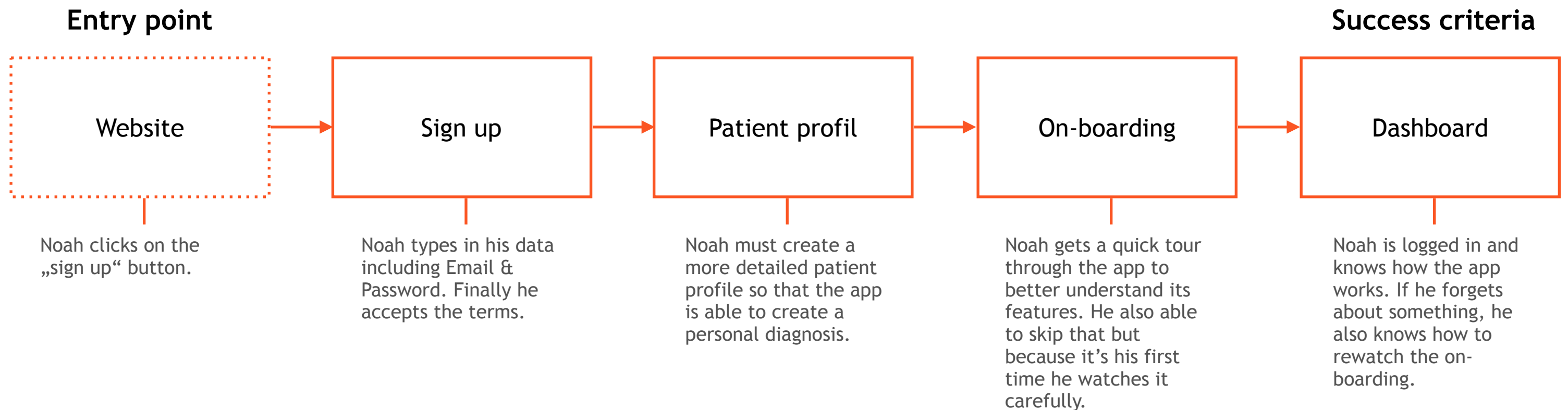
TASK FLOW

Entry point: Visit Website

Success criteria: Account created and logged in

1. Visit Website
2. Create new Account
3. Create patient profil
4. Get to know the features of the app.

USER FLOWS





Noah Kalani

The Millenial

DEMOGRAPHICS

Age: **24**

Location: **Berlin**

Profession: **Cook & Student**

Hobby: **Instagram Blog**

SCENARIO

- Noah wants a first digital assessment of his health status.
- Noah knows he was successful when he saved his first diagnosis.
- Noah knows how to start the diagnosis because he has helpful tips on how to start.
- Noah needs to know his personal informations to complete the task

OBJECTIVE

"As a health conscious student, I want an easy way to create a diagnosis and save it, so that I can review it, show it to someone else and book an appointment later."

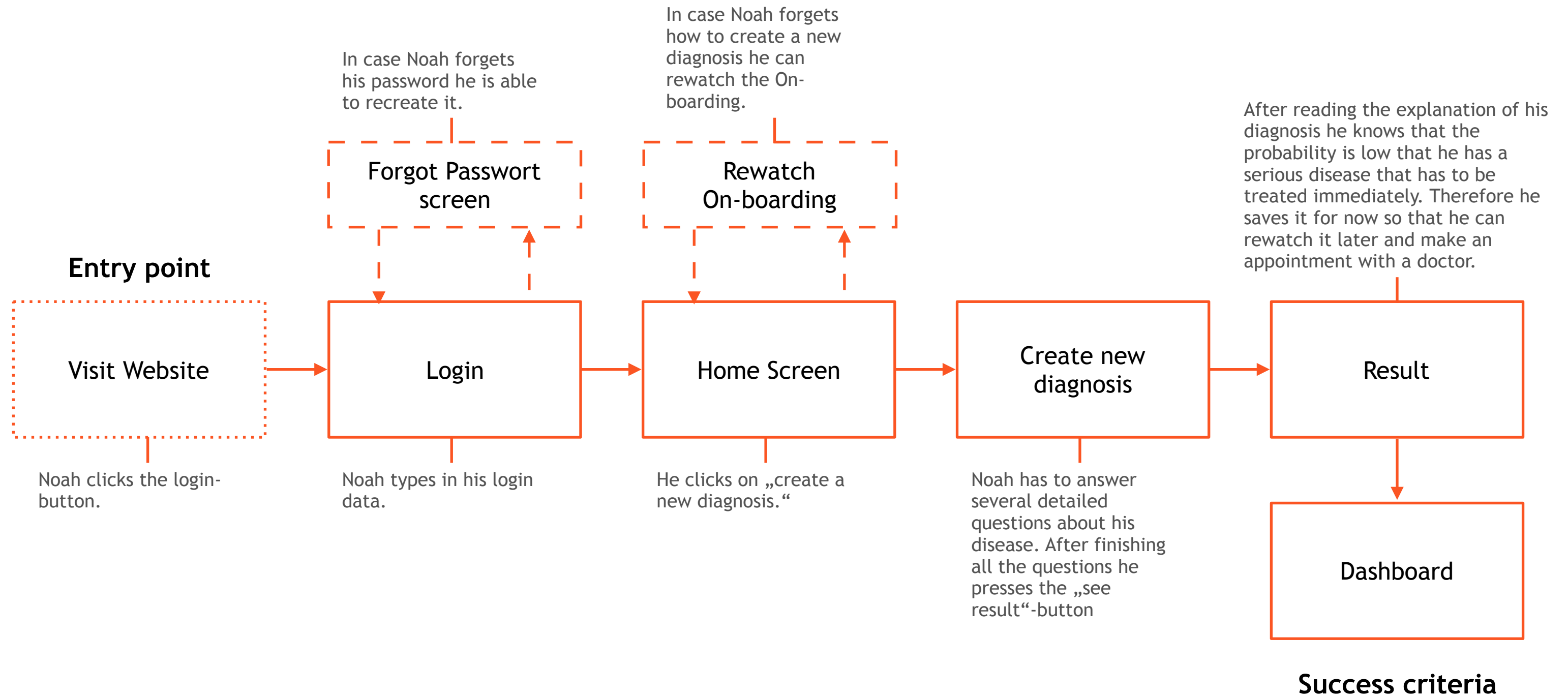
TASK FLOW

Entry point: Visit Website

Success criteria: Diagnosis saved

1. Visit Webseite
2. Login
3. Create a new Diagnosis
4. Read the Results and save your Diagnosis

USER FLOWS





Noah Kalani

The Millenial

DEMOGRAPHICS

Age: **24**

Location: **Berlin**

Profession: **Cook & Student**

Hobby: **Instagram Blog**

SCENARIO

- Noah has a Diagnosis and wants to have a second opinion of his attended doctor
- He will know his task is finished once he has an appointment with his doctor.
- He knows that only by having a account and patient profile, he will be able to set an appointment.
- He needs his diagnosis and a Doctor that is registered in our app.

OBJECTIVE

„As a health-conscious student, I want to find a doctor who fits my diagnosis and make an appointment so I can give a second opinion on my digital diagnosis.“

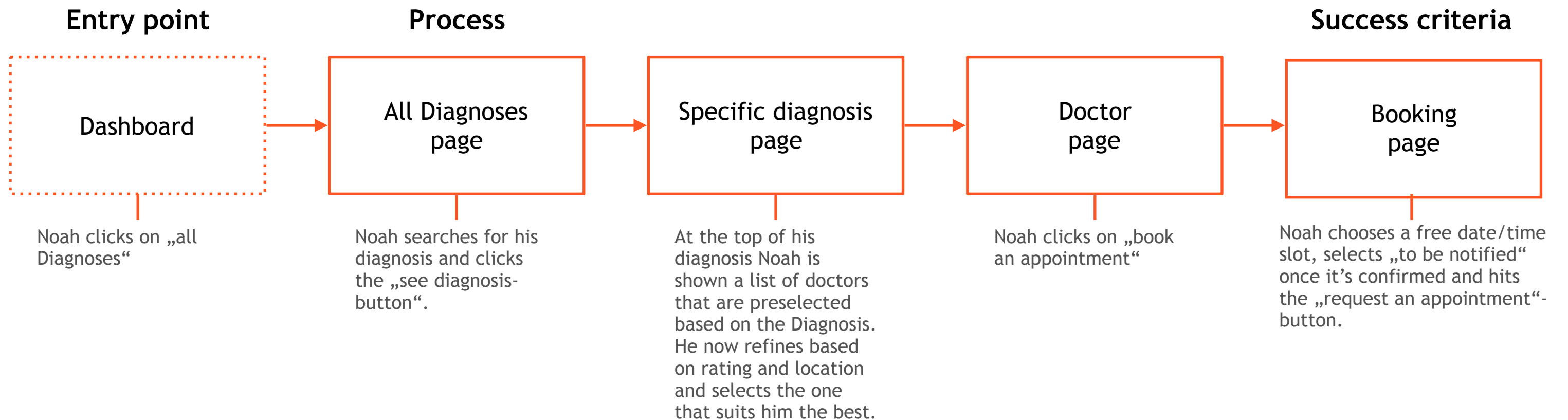
TASK FLOW

Entry point: Personal Dashboard

Success criteria: Confirmed appointment

1. Personal Dashboard
2. Choose specific diagnosis.
3. Search for a suitable Doctor.
4. Choose a date/time slot, select „to be notified“ and request an appointment.

USER FLOWS



4. MOBILE-FIRST DESIGN PLAN

Tabelle 1

PAGE	FUNCTIONS	CONTENT TYPE	MOBILE	TABLET	DESKTOP	FOR PERSONA	NOTES
HOMEPAGE	NAVIGATION	Linked Brand Logo to Home page	X	X	X	All	-
		Navigation Icon (Button)	X			All	-
		Log in (Icon)	X	X	X	All	-
		Sign up (Text link)		X	X	All	-
		About us (Text link)		X	X	All	-
		Jobs (Text link)		X	X	All	-
		Language (Dropdown)	X	X	X	Noah	Noah doesn't speaks german.
		Blog (Text link)		X	X	All	-
	FOOTER	Company informations (Name, adress, phone number, Copyright notice)	X	X	X	All	-
		Social Media Links (facebook, instagram, Linked in, Youtube, Twitter, Pinterest)	X	X	X	Noah	Likes to share things.
		Logos of Partners (Icon Link)		X	X	Robert	Wants to know the partners to make sure that his data is secure.
		Newsletter (input box)		X	X	All	-
		Terms and Conditions (text Link)	X	X	X	All	-
		Impressum (text Link)	X	X	X	All	-
	OVERVIEW	Claim of the App	X	X	X	All	-
		Copy Sections (About us, Jobs, Blog)	X	X	X	All	-
CREATE ACCOUNT	SIGN UP	Email Adress (Input box)	X	X	X	All	-
		Password (Input box)	X	X	X	All	-
		Sign Up (Button)	X	X	X	All	-
	ONBOARDING	Different Illustrations to demonstrate features (Illustrations)	X	X	X	Robert	Yet he uses digital services he will need a demonstration.
		Skip (Button)	X	X	X	Noah	Is a digital native and wants to skip it for now.
CREATE PATIENT PROFIL	QUESTIONNAIRE	Questions about general Patient informations (Input Box)	X	X	X	All	-
DASHBOARD	OVERVIEW	Charts and lists about health status (content)	X	X	X	Robert	Wants to see all his informations at once.
	ALL DIAGNOSIS	Shows all diagnoses that have been created in the past. (Button)	X	X	X	Robert	Wants to be able to rewatch all of his diagnoses
	BOOK APPOINTMENT	Book an appointment with your doctor (Button)	X	X	X	Noah	Wants to have a uncomplicated way to book appointments
		Personal Information (Butttton)		X	X	All	-
		All diagnosis (Button)		X	X	All	-

DASHBOARD	BOOK APPOINTMENT	Book an appointment with your doctor (Button)	X	X	X	Noah	Wants to have a uncomplicated way to book appointments
	SIDEBAR	Personal Information (Buttton)		X	X	All	-
		All diagnosis (Button)		X	X	All	-
		Book an appointment (Button)		X	X	All	-
		Settings (Button)		X	X		
		Sidebar Icon (Button)	X			All	-
CREATE DIAGNOSIS	DIAGNOSIS PROCESS	Questions about explicit Complaint (Input Box)	X	X	X	All	-
	REVIEW	Overview that shows the result (Pdf)	X	X	X	All	-
BOOK APPOINTMENT	CHOOSE DOCTOR	Different Doctors that fit to diagnosis (Cards)	X	X	X	All	-
		Choose data (Date picker)	X	X	X	All	-
		Send Appointment	X	X	X	All	-