


CJM

Steps	Need help	Download App	Registration	To be continued...
Motivation / Drivers	I have a headache and cough, I don't know where to find a specialist for consultation	Get a consultation, Make tests	Get a consultation, Make tests	
Expected result	Find a specialist for consultations near me or online.	Quickly familiarize yourself with the functionality, You can consult online, Choose a doctor by rating and location,	I can find a doctor before registration steps. Registration by using 3-rd services.	
Barriers	I have never tried an online consultation, I am not sure if this option works for me	The functionality of the application will be unclear, Does not inspire confidence.	Must make a registration To many registration fields	
Emotion	😞	😞	😞	
Motivation / Drivers	The app is available on all platforms and has a good rating and reviews	The application is fast, intuitive, convenient	Access to view the application without registration, Registration with 3rd party services	
Barriers	Bad reviews, hard to find, ugly app	It works slowly, there are few doctors	HIPAA? What data collect?	
Improvement and problem solving	Work on the quality of the application, Follow user feedback and implement the necessary changes. Promote the app. Make a high-quality advertising company. Update the design.	Optimize the application, Add onboarding Add more specialists	Reduce the number of registration steps, Collect only the necessary data. Make it possible to use the application without registration.	

Competitors




Enter Registered Mobile Number




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 Need Help?

10:28





+HealthTap


Your doctor, one tap away

Get answers

From trusted doctors and AI-powered symptom checker about any health question or concern

 Continue with Google




 Continue with Apple

 Log in with email


Sign up by email

Create account

10:29



MDLIVE



Skip the Waiting Room

The wait time is typically 15 minutes or less to see an experienced, board-certified doctor.

Create Account

Already have an account? [Sign In](#)