

Bayer Product Validation

User Personas

A persona can consist of 4 categories:

- A person with a face and a name
- Demographics
- Behaviors
- Needs & Goals

An example is:

	DEMOGRAPHICS <ul style="list-style-type: none">• Anna• 31 new general doctor• Stressed• Sleep deprived• Needs access to her patients records easily• Frustrated by amount of paperwork she has to do for simple procedures• Somewhat disorganized
BEHAVIORS <ul style="list-style-type: none">• Works late at night• Works quickly due to lack of staff• Sometimes makes mistakes due to managing multiple items at stressful times• Has a messy office since she hasn't had the time or priority to arrange it	NEEDS / GOALS <ul style="list-style-type: none">• Needs access to medical records in minimal and easy to find fashion• Needs time to be able to organize other prioritizes and not take as much time to find organize her office to find medical records

Empathy Map

An empathy user map is another way of showing a user persona. An empathy map consists of:

- Thoughts/feelings
- Influences
- Sights
- Actions/Quotes
- Pains
- Gains

Going back to Anna's example, this map can be constructed as:

Thoughts/feelings <ul style="list-style-type: none">• Stressed• Sleep deprived• disorganized	Influences <ul style="list-style-type: none">• Multiple patients at once• Many priorities• Many projects/needs in hospital
Sights	Actions/Quotes

<ul style="list-style-type: none"> Focusing on one thing at a time yet having awareness of most critical tasks Wants to make sure no big detail is missed 	<ul style="list-style-type: none"> Have a checklist for organization Stay as healthy as possible to keep up with fast and difficult pace
Pains <ul style="list-style-type: none"> Lack of organization with hospital makes it difficult to be organized herself Loses sleep and tries to be as healthy as possible with eating despite of it 	Gains <ul style="list-style-type: none"> Generally doing well despite the difficulties Has good support structure professionally and personally

User Stories

One example of a template for user stories are:

As a < type of user >, I want < some goal > so that < some reason >.

In Anna's case, her example can be written as:

As a doctor, I want accessibility, readability, and organization so that I can keep track of my patients' health easily and quickly.

Usability A/B Tests

As a developer and product owner, I lead the management of the product lifecycle and did A/B tests to my clients to see what kind of designs they would prefer.

The website structure user flows for adding a medical record of a patient:

Homepage (search records) => listing of records => click on record in table => patient data (editable) => keep content if fine, otherwise edit.

An A/B test I designed and conducted was having a simple table of medical records and another table that has pagination. After doing 5 user interviews, the feedback was unanimous in requesting to have pagination instead of showing all the records in one view since it is better to have limited information at a time than everything at once. Users also wanted a search feature in case pagination made it too difficult to find a specific patient.

A (Simple medical table)					B (Paginated medical table)				
Patient	Age	Gender	Weight (kg)	Height (cm)	Patient	Age	Gender	Weight (kg)	Height (cm)
Patient A	30	female	49	156	Patient A	30	female	49	156
Patient B	31	female	53	172	Patient B	31	female	53	172
Patient C	32	male	80	190	Rows per page: 2 ▾ 1-2 of 3 < < > >				

