

<https://utexas.instructure.com/courses/1243932/files/folder/Competitive%20Evaluations%20 %20Analysis?preview=48696086>

Goals

- Users need to identify their chemical sensitivity
 - Efficient, effective, and satisfactory
- Users need to complete the form(s) efficiently
 - *Efficiently - the extent to which users can achieve their task goals, measures the degree of accuracy and/or completion*
- Users need to complete the form(s) effectively
 - *Effectively - measures resources used to perform task*
- Users need to complete the form(s) with feeling satisfaction
 - *Satisfaction - Measures the affective reaction (likes, dislikes, attitudinal response) of users to the application/resource*
- Help identify health problems you may be having and to understand your responses to various exposures.
- Task as defined by Qessi: make it easy to use, to share the results, also make it more valid, more consistent in the result finding
- Current problems: A lot of reading, people confused, lack of feedback

Link to connect you with doctor

Ability to save

Comparing results from week to week

Create an account - look at how others are doing this

Competitors

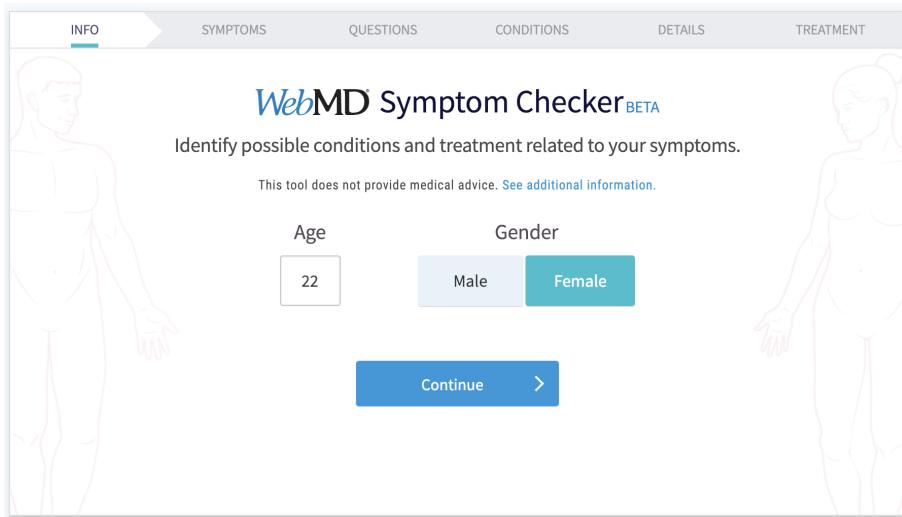
Direct Competitors

WebMD: <https://symptoms.webmd.com/default.htm#/info>

Background

Online symptom checker, which allows users input their symptom and give them possible conditions and corresponding treatment.

Good points



1. Using Wizard instead of long Form

Unlike Quessi, which uses a long form to let users complete. WebMD uses a wizard to guide untrained users to achieve their goals through a series of steps. The user can enter data in each view and proceeds to the next step until completion.

Commented [1]: Mention of Wizard use

2. Asking for feedback

When showing users with different possible conditions, it will ask users for their feedback. This can create a conversation feeling for users.

WebMD Symptom Checker BETA

INFO SYMPTOMS QUESTION

Conditions that match your symptoms

UNDERSTANDING YOUR RESULTS i

Irritable bowel syndrome
Fair match

Lactose intolerance
Fair match

Celiac disease
Fair match

Previous >

Understanding Your Results

- Match strength shows how well the symptoms you entered match the symptoms of each condition. It's not the likelihood of having the condition
- Just because a condition is listed here, doesn't mean that you have it. Some of the conditions on this list are less frequently diagnosed.
- Talk to your doctor to understand what your symptoms may mean.

Match Strength Key

STRONG	The symptoms you entered are a strong match with the symptoms of this condition.
MODERATE	The symptoms you entered are a moderate match with the symptoms of this condition.
FAIR	The symptoms you entered are a fair match with the symptoms of this condition.
LOW	The symptoms you entered are a low match with

stomach lining... [read more](#)

3. Explanation

WebMD offers an explanation for the results and can reduce users' confusion to it.

Commented [2]: Definition of popus

WebMD Symptom Checker BETA

INFO SYMPTOMS QUESTIONS CONDITIONS

Conditions that match your symptoms
UNDERSTANDING YOUR RESULTS ⓘ

- Irritable bowel syndrome
Fair match
- Lactose intolerance
Fair match
- Celiac disease
Fair match

◀ Previous

Irritable Bowel Syndrome
Irritable bowel syndrome (IBS) is a common disorder that affects the large intestine. It causes abdominal pain, cramping, bloating, gas, and mucus in stool. Most people experience either diarrhea (loose, watery stools) or constipation (difficulty having bowel movements). Some have alternating bouts of both diarrhea and constipation. Symptoms usually come in waves that may last a few minutes or a few days. Attacks of IBS seem closely related to stress and diet.

Symptoms
IBS symptoms include abdominal pain, cramping, bloating, gas, and mucus in stool. Most people experience either diarrhea (loose, watery stools) or constipation (difficulty having bowel movements). Some have alternating bouts of both diarrhea and constipation. Symptoms usually come in waves that may last a few minutes or a few days. Attacks of IBS seem closely related to stress and diet.

How Common
About 1 in every 5 people in the U.S. has symptoms of IBS.

Overview
Irritable bowel syndrome is a common condition that causes painful spasms and cramping in the large intestine (colon). IBS does not harm the intestines, and it does not increase the risk for cancer or for other serious stomach problems. Pain from IBS can be severe and is the main cause of stomach... [read more](#)

What would you like to print?

Condition Details
 Treatment Options

Print

4. More print options

One problem we found in heuristic evaluation of Qessi is that it can only print the whole form and not customized the part users want. In WebMD, it offers different print options, users can choose which part they want to print.

Commented [3]: Sharing options - Save/Print/E-mail

Community

Be the first to start talking about Lactose Intolerance in the WebMD Community.

In a few easy steps, you can create a public or private Health Community focused on what matters most to you.

[Check the WebMD Digestive Health Message Board >](#)

Did You Know?

- Many people mistakenly believe they have lactose intolerance and unnecessarily avoid dairy products.
- Avoiding dairy products can cause calcium and vitamin D deficiency and lead to bone loss. However, you can get calcium from other foods, including:
 - Broccoli, okra, kale, collards, and turnip greens
 - Canned sardines and salmon
 - Calcium-fortified juices and cereals
 - Calcium-fortified soy products such as soy milk and tofu
- Calcium supplements with vitamin D can help people with lactose intolerance get the calcium they need.

[Slideshow: Digestive Myths >](#)

4. Additional Support

WebMD has its own community, which gives users a channel to talk about symptom. Also, it can continuously attract users to go back to the website and update their situation.

Slideshow links to an article introducing relevant condition they users may want to know.

Bad points

The screenshot shows the Mayo Clinic Symptom Checker interface. At the top, there are navigation links: 'Check your symptoms. Ask an MD' with a doctor icon, '179 Doctors are online', and 'Ask a Question'. Below this, there's a search bar with the placeholder 'Type your main symptom here' and a button 'CONTINUE >'. To the right of the search bar, there are fields for 'AGE 22' and 'GENDER Female'. A message 'No symptoms added' is displayed. On the left, there's a section for 'What is your main symptom?' with a text input field and a list of common symptoms: 'bloating', 'cough', 'diarrhea', 'dizziness', 'fatigue', 'fever', 'headache', 'muscle cramp', 'nausea', and 'throat irritation'. At the bottom, there are 'Previous' and 'CONTINUE >' buttons. To the right of the checker interface is a vertical advertisement for PayPal with the text 'PAY WITH PAYPAL AND SAVE' and a 'Shop Now' button.

Too many attracting ads disturbing users complete the task.

Mayo Clinic: <https://www.mayoclinic.org/symptom-checker/select-symptom/itt-20009075>

Background

An online symptom checker

Good point

Symptoms

Symptom Checker

About this Symptom Checker

Foot pain?
Headache? Sore throat? Skin rash?
Use the Symptom Checker to find out what's causing your symptom.



Adult Symptoms

Abdominal pain
Blood in stool
Chest pain
Constipation
Cough

Diarrhea
Difficulty swallowing
Dizziness
Eye discomfort and redness
Eye problems

Foot pain or ankle pain
Foot swelling or leg swelling
Headaches
Heart palpitations
Hip pain

Knee pain

Child Symptoms

Abdominal pain
Constipation
Cough
Diarrhea
Ear problems

Earache
Eye discomfort and redness
Eye problems
Fever
Headaches

Joint pain or muscle pain
Nasal congestion
Nausea or vomiting
Skin rashes
Sore throat

Urinary problems

Has different categories for adult and child



When to seek medical advice

Get emergency medical care if:

- You have uncomfortable pressure, fullness or squeezing pain in your chest for longer than a few minutes
- Your chest pain is accompanied by shortness of breath, sweating, nausea, dizziness or fainting
- The pain radiates beyond your chest to one or both of your arms or your neck

1

Choose a symptom

2

Select related factors

3

View possible causes

Chest pain

Find possible causes of chest pain based on specific factors. Check one or more factors on this page that apply to your symptom.

Pain best described as

- | | |
|--|--|
| <input type="checkbox"/> Achy or gnawing | <input type="checkbox"/> Squeezing or pressure |
| <input type="checkbox"/> Burning | <input checked="" type="checkbox"/> Sudden |
| <input checked="" type="checkbox"/> Severe | <input type="checkbox"/> Tight |
| <input type="checkbox"/> Sharp | |

Problem is

- | |
|--|
| <input type="checkbox"/> Ongoing or recurrent |
| <input type="checkbox"/> Preceded by upper respiratory illness |

Triggered or worsened by

- | | |
|---|--|
| <input type="checkbox"/> Allergens or irritants | <input type="checkbox"/> Mild to moderate exertion |
| <input type="checkbox"/> Eating or drinking | <input type="checkbox"/> Pressing on chest wall |
| <input type="checkbox"/> Exertion | <input type="checkbox"/> Smoking |
| <input type="checkbox"/> Exposure to cold air | <input type="checkbox"/> Stress |
| <input type="checkbox"/> Lying down for a long period | <input type="checkbox"/> Taking a deep breath |

Using checkbox to provide more options

About this Symptom Checker



When to seek medical advice

Get emergency medical care if:

- You have uncomfortable pressure, fullness or squeezing pain in your chest for longer than a few minutes
- Your chest pain is accompanied by shortness of breath, sweating, nausea, dizziness or fainting
- The pain radiates beyond your chest to one or both of your arms or your neck

1

Choose a symptom

2

Select related factors

3

View possible causes

Chest pain

These diseases and conditions match at least one of the factors you selected. Those with the most matches are listed first.

Panic attacks and panic disorder

[see associated factors](#)



(your selections in bold)

Pain best described as sudden

Triggered or worsened by stress

Accompanied by difficult or painful swallowing

Accompanied by anxiety

Accompanied by fainting or dizziness

Accompanied by headache

Accompanied by nausea or vomiting

Accompanied by rapid or irregular heartbeat

Accompanied by shortness of breath

Accompanied by sweating

Angina

[see associated factors](#)



Asthma

[see associated factors](#)



Gastroesophageal reflux disease (GERD)

[see associated factors](#)



Listing diseases and conditions according to relevance.

Highlighting previous selections.

Psychology Today: <https://www.psychologytoday.com/us/tests/health/depression-test>

Background

An online depression test, verified by Psychology Today.

Good point

Commented [4]: Computed results page (similar to PDF/Deliverable document to HCP).

What to do next page? How to proceed from results?

Depression Test

101 questions, 20 min.

PROGRESS STATUS:



	Most of the time	Often	Sometimes	Rarely	Almost never
	1	2	3	4	5

1. I feel sad.
2. I feel agitated or restless (I pace, am unable to stay calm, or need to move constantly).
3. I feel worn out.
4. I feel so guilty that I can barely take it.
5. When I wake up in the morning, I feel like there is nothing to look forward to.
6. I think about death.
7. When needed, I can make up my mind quickly.

It tells users how many questions and how much time the test will take.

It has progress status.

Commented [5]: Progress indicator

- | | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. I feel sad. | <input type="radio"/> |
| 2. I feel agitated or restless (I pace, am unable to stay calm, or need to move constantly). | <input type="radio"/> |
| 3. I feel worn out. | <input type="radio"/> |
| 4. I feel so guilty that I can barely take it. | <input type="radio"/> |
| 5. When I wake up in the morning, I feel like there is nothing to look forward to. | <input type="radio"/> |
| 6. I think about death. | <input type="radio"/> |
| 7. When needed, I can make up my mind quickly. | <input type="radio"/> |
| 8. I get mad at myself if I do not achieve the goals I have set out to reach. | <input type="radio"/> |
| 9. When something is bothering me, I cannot stop thinking about it. | <input type="radio"/> |

 **Next**

Dividing long questionnaire into several pages.

Bad point

- | | | | | | | |
|-----|--|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| 31. | I am content. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 32. | I can't seem to get started on important projects or tasks I need to take care of. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 33. | I am so tired that I cannot carry on with my usual activities. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 34. | I feel worthless. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 35. | I can forgive myself for mistakes I've made and move on. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 36. | I feel physically weak. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 37. | I can take care of myself and of those who depend on me as well as ever. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Next

Cannot go back to see/change previous answers.

syctests.com/bin/transfer?req=MTF8Mzg4OXwyNDMyODkzOXwxfDE=&r

psychologytoday.tests.psychtests.com says

You didn't answer question # 1

OK

(I
:al
tly).

sarely

orning,
to

e up

not
set out

ering
g about

Must answer every question one by one.

SUMMARY INTRO GRAPHS DETAILED RESULTS STRENGTHS & LIMITATIONS ADVICE

Snapshot Report

Overall results

You responded in a way that indicates moderate depressive symptoms. In the rest of the results, we will tell you whether you meet the criteria for a depressive illness diagnosis. However, even if you don't, keep an eye on the symptoms listed. If they get any worse or persist for a prolonged period of time (weeks or months), you should consult a physician. It would be wise to talk about it to your doctor.

Want to learn more?

Are you concerned about your feelings of depression? Would you like to know more about this extremely common disorder, which strikes as many as one in four women and one in eight men? You scored 70 on the Rumination subscale. Find out what this means and whether you may be depressed simply by ordering your full test report. If relevant, you will also receive information regarding which type of depression your symptoms most closely resemble. You will also find out whether your thinking style, personality traits or attitudes about the world can contribute to feelings of depression. Finally, you will get some advice for how to combat the blues.

... Obtain full report now!

The results are incomplete.

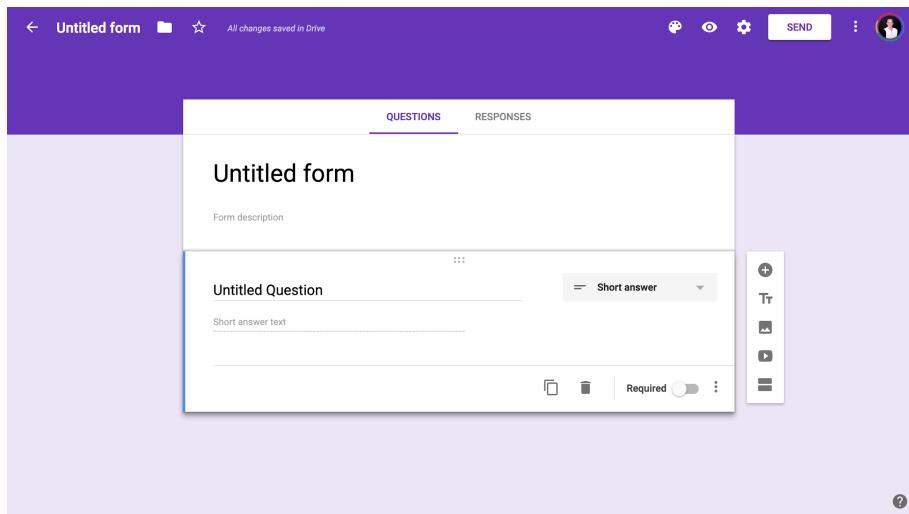
Indirect Competitors

Because Qeesi expressed they wanted their survey to be approachable, we also looked at indirect competitors.

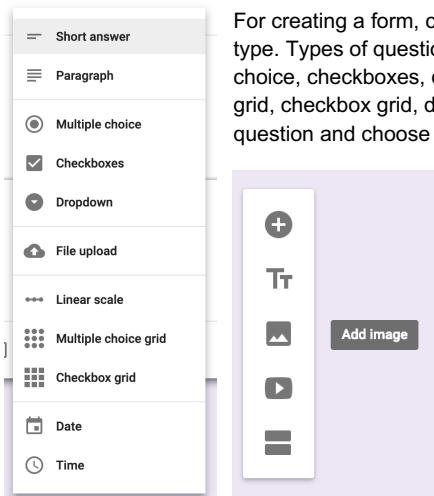
Google Forms

Background

Google Forms is a tool that allows collecting information from users via a personalized survey or quiz. The information is then collected and automatically connected to a spreadsheet. The spreadsheet is populated with the survey and quiz responses.



Observations



For creating a form, clean interface with the ability to change question type. Types of questions include: short answer, paragraph, multiple choice, checkboxes, dropdown, file upload, linear scale, multiple choice grid, checkbox grid, date, and time. User has ability to duplicate the question and choose whether it is a required response.

When creating, user also has ability to add images (upload from computer, snapshot from webcam, URL, Google Drive, Google search), videos, and separate questionnaire into titled sections.

Send form

Collect email addresses

Send via    

Email

To _____

Subject _____

Untitled form

Message
I've invited you to fill out a form:

Include form in email

[Add collaborators](#) CANCEL SEND

Questionnaire can be sent via email, shared as a link, directly to social media (Facebook or Twitter), or embedded HTML.

Send form

Collect email addresses

Send via    

Link

<https://docs.google.com/forms/d/e/1FAIpQLSfkx9MUXxw4Kh6ivEeQbcSMC>

Shorten URL

CANCEL COPY

Send form

Collect email addresses

Send via    

Embed HTML

<iframe src="https://docs.google.com/forms/d/e/1FAIpQLSfkx9MUXxw4Kh6ivEeQbcSMC">

Width Height

CANCEL COPY

* Required

What is your favorite color? *

Your answer

How old are you? *

- 18-24
- 25-34
- 35-50
- 50+

Required responses are indicated at the top with “*Required” in red text and an asterisk next to each required question.

What is your favorite color? *

Your answer

This is a required question

How old are you? *

- 18-24
- 25-34
- 35-50
- 50+

This is a required question

When attempting to skip a required response, the area highlights in pink with “This is a required question” in red text.

Commented [6]: Error prevention example

2 responses

SUMMARY INDIVIDUAL

Accepting responses

What is your favorite color?

2 responses

Blue

Red

Can view responses in "Summary" or "Individual" view.

2 responses

SUMMARY INDIVIDUAL

Accepting responses

Responses cannot be edited

Untitled form

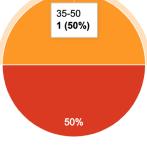
* Required

What is your favorite color? *

Blue

How old are you?

2 responses



Age Group	Count	Percentage
18-24	0	0%
25-34	1	50%
35-50	1	50%
50+	0	0%

Ability to export data to Google Sheets (where further data visualization can be created).

Data visualization for some response-types within Google Forms.

16 Personalities

Background

Fun and engaging approach for taking the Myers-Briggs Personality Test.

Observations

FREE PERSONALITY TEST

NERIS Type Explorer®



Takes less than 12 minutes.



Answer honestly, even if you
don't like the answer.



Try not to leave any "neutral"
answers.

Simply, visual information presented before taking the test for how to answer.

10

You feel superior to other people. AGREE <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> DISAGREE
Being organized is more important to you than being adaptable. AGREE <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> DISAGREE
You are usually highly motivated and energetic. AGREE <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> DISAGREE
Winning a debate matters less to you than making sure no one gets upset. AGREE <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> DISAGREE
You often feel as if you have to justify yourself to other people. AGREE <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> DISAGREE
Your home and work environments are quite tidy. AGREE <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> DISAGREE

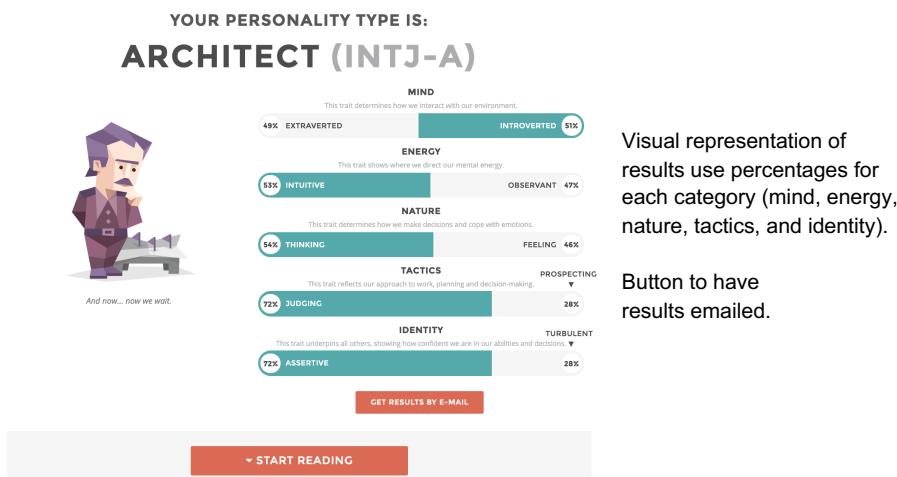
NEXT ▶

Progress bar at the top in increments of 10 per page. Six questions per page; 60 questions total.

Color and size used to help distinguish scale; green = agree, purple = disagree. Do color and size bias the responses?

Can skip questions. None of them are "required" and therefore there's no feedback for skipping questions.

No way to edit previous answers. Is this as important for something like this personality test?



SEND

Subscribe to our newsletter

↑ Opt in to receive regular tips and insights for Adventurers – and subscriber-only discounts for our premium products. Usually sent every couple of weeks.

This will save your results for access at a later date – please check the e-mail for the access code.

We'll never sell or inappropriately share your personal data. See our [Privacy Policy](#) for more info.

After clicking "Get results by email" you can also tick a box to subscribe to their newsletter - potential idea for Qeesi.

Qualtrics

Background

"Qualtrics makes sophisticated research simple and empowers users to capture customer, product, brand & employee experience insights in one place." Founded in 2002.

Observations

Login with UT EID

Different surveys for different needs (Research Core, Product Experience, and Brand Experience). Can create a survey from scratch, create from an existing survey, or use templates.

Research Core

Create your own
Blank projects to build from scratch

Templates
Pre-configured content for a quick start

Product Experience

XM Solutions - Automated Projects
Guided workflows backed by expert methodology



 [Collapse](#) [Cancel](#) [Create Project](#)

Brand Experience

XM Solutions - Automated Projects

Guided workflows backed by expert methodology

Brand Awareness & Performance

Brand Perceptions

Advertising Creative Testing

(Collapse) Cancel Create Project

Static Content

A Descriptive Text Graphic

- Multiple Choice
- Matrix Table
- Text Entry
- Slider
- Rank Order
- Side by Side

Standard Questions

B Constant Sum Pick, Group, and Rank

C Hot Spot Heat Map

D Graphic Slider Drill Down

E Net Promoter Score® Highlight

F Signature

G Timing Meta Info Question

H File Upload Screen Capture

I Captcha Verification

Advanced

Replace From Library

J Question Library

A lot of question types

Survey Actions

Static Content

Standard Questions

A Descriptive Text

Graphic

Multiple Choice

Matrix Table

Bipolar

Likert, Single Answer

Likert, Multiple Answer

Likert, Drop Down List

Text Entry, Short

Text Entry, Medium

Text Entry, Long

Profile, Drop Down List

Profile, Single Answer

Profile, Multiple Answer

Constant Sum, with Total Box

Constant Sum, without Total Box

Rank Order

MaxDiff

Signature

Timing

File Upload

Please rate each vehicle make on a scale of 1 to 10 (1 = Completely agree, 10 = Completely disagree):

Usability

Toyota Ford Nissan Bu Chevrolet

I would have confidence in

Is dependable

I love the way they look

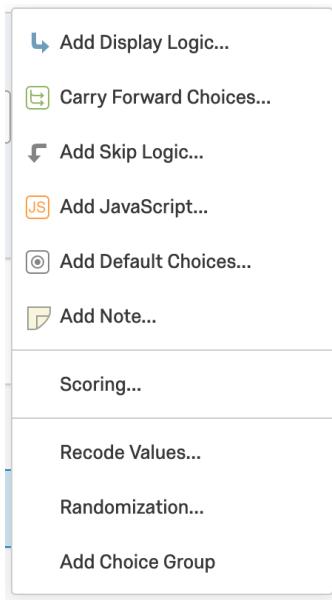
What I

Net Promoter Score®

Advanced

The screenshot shows a survey builder application with a sidebar of question types and a main preview area. The sidebar includes categories like Static Content, Standard Questions, Descriptive Text, Graphic, Multiple Choice, Matrix Table, and several Likert scales. The preview area shows a survey page with a question about vehicle ratings and some demographic questions.

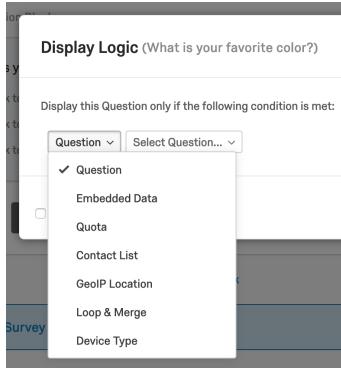
Categories within each question type



Able to add Skip Logic - this might be good for certain Qeesi responses

Commented [7]: Question Logic (provide real example)

Can randomize the order of the choices



Display Logic options - don't think this is necessary for Qeesi

**Retirement calculator (Fidelity, Vanguard)
Survey Monkey**