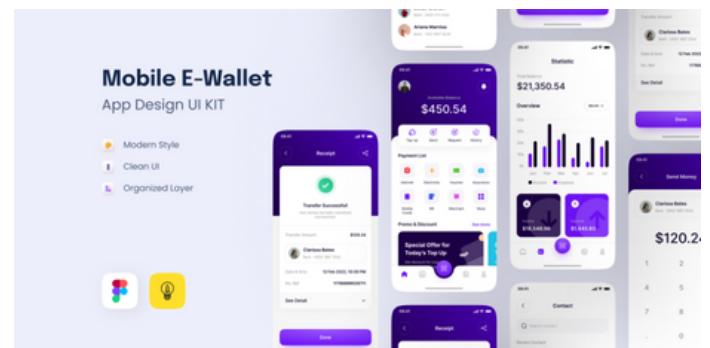


# Lab Experiments - Unit 5



## 1. Mobile E-Wallet App – Problem Statements

Pain Points Identified from the UI

- Users need quick access to balance, transactions, and money transfers.
- Existing wallet apps often have cluttered navigation.
- Users get confused during payment verification or tracking transaction status.
- Promotions and offers are difficult to discover.

### Problem Statement 1 – Transaction Transparency

A frequent digital payment user needs a way to clearly track and verify transactions because mixed or scattered information makes it hard to confirm payment status, which results in confusion and mistrust.

### Problem Statement 2 – Faster Money Transfer

A busy smartphone user needs a way to complete payments and transfers quickly because multi-step forms slow down the process, which results in delayed transactions and frustration.

## 2. Healthcare App – Problem Statements

Pain Points Identified from the UI

- Users need fast access to doctors and appointments.
- Patients struggle to understand their health data and progress.
- Searching specialists takes too long.
- Emergency or urgent care access is not always clear.

### Problem Statement 1 – Doctor Accessibility

A patient needing regular checkups needs a way to quickly book trusted doctors because manual searching is time-consuming, which results in delayed care or missed appointments.

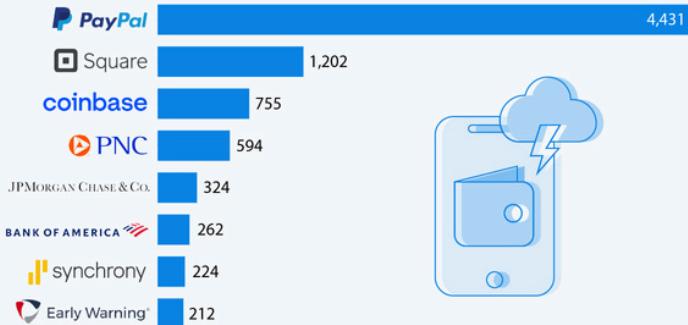
### Problem Statement 2 – Understanding Health Reports

A health-conscious user needs a way to easily view and understand their medical records because complex reports are difficult to interpret, which results in poor self-management of health.

# Identifying Appropriate Research Methods

## The Companies With The Most Digital Wallet Complaints

Complaints to U.S. federal regulators about digital wallets & payment apps by company (April 2017-April 2021)\*

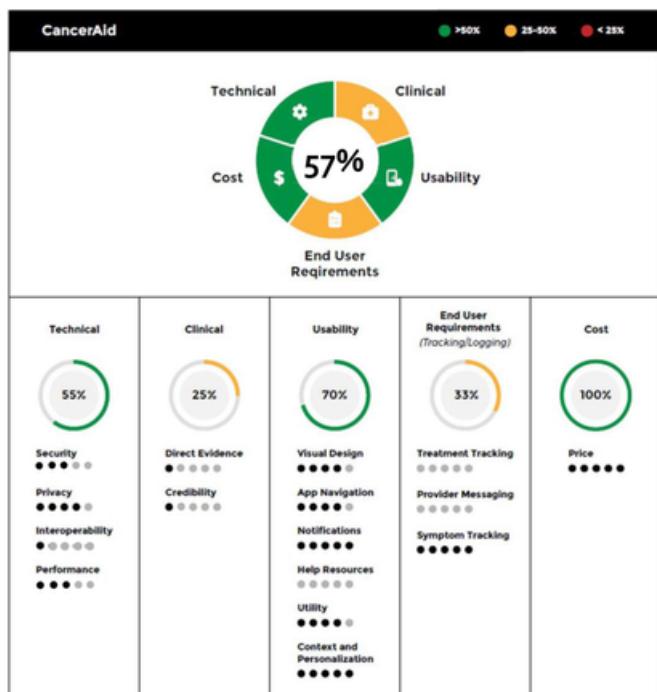


\* Complaints regarding companies' digital wallet products or third-party digital wallets accessing bank accounts

Source: U.S. Public Interest Research Group



statista



### Surveys

#### Why?

- Quickly gathers feedback from a large number of users.
- Helps prioritize features like:
  - balance overview
  - quick transfer
  - bill payments
  - transaction notifications
- Ideal for analyzing common behaviors (e.g., how often users top up, send, or receive money).