E-commerce UX Pain Points Affinity Map

Navigation
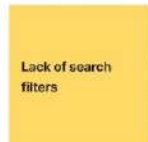
Unintuitive product categorization	Confusing navigation menu	Lack of breadcrumb navigation
No clear 'Home' button	Inconsistent navigation labels	

Checkout Process

Difficult checkout process	No guest checkout	Complicated form fields
No order summary before payment	Limited payment options	

Performance

Slow loading times
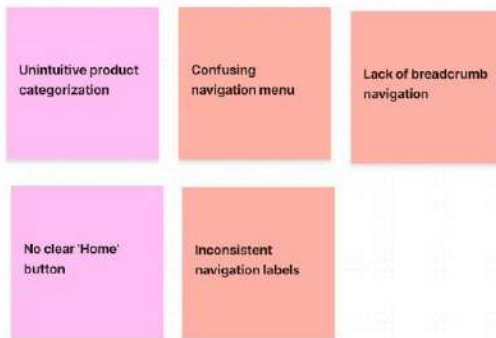
Search Functionality

Lack of search filters

Product Information

Inconsistent product descriptions

Error Handling

Unclear error messages

Payment Options
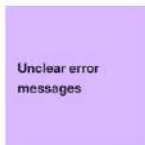
Limited payment options

Mobile Experience

Unresponsive mobile design

Affinity Diagramming
Step 3: Prioritize Clusters and Next Steps

User Education and Support

- Integrate educational resources
- Confusion: Interpreting test results
- Provide contextual help
- "I wish I knew what these test result codes meant."
- User ask: Tutorials

System Efficiency and Accessibility

- Streamline lab test result access
- Faster loading for results pages
- Enable quick result comparisons
- Simplify lab result navigation
- Improve accessibility
- Highlight: Positive feedback overall

Notifications

- Clearer notification system needed
- Errors: Improve messaging
- Highlight important trends
- Personalized notifications

Functionality Enhancements

- Error prevention strategies
- Gamification?
- User ask: Ability to print
- Interactive result filters
- Implement voice-activated features
- Minimize steps for report downloads

UI Design

- Design clearer icons
- Enhance patient dashboard design
- Design consistency across devices
- "I don't have a clue what these icons represent."
- Update font size and legibility
- Enhance color coding for clarity
- Redesign charts