

从焦虑到安心：心电守护服务的设计心法

一场围绕“情绪价值”与“行动指南”的用户体验设计拆解



我们卖的是情绪价值（安抚焦虑）和行动指南（消除迷茫）。

用户的核心困境：“我是不是心脏病发作了？”



认知模糊 (Cognitive Ambiguity)

用户不知道结果意味着什么。



行动瘫痪 (Action Paralysis)

用户不知道该不该去医院。

Our Mission: We don't just provide data; we provide **安抚 (reassurance)** and **确定性 (certainty)**。

精准分层：为不同焦虑水平的用户设计专属旅程

用户分层	典型心态	我们的价值主张
高风险用户 (High-Risk User)	 极度恐慌 (Extreme Panic) - “我是不是心脏病发作了？”	**安抚与分流 (Reassurance & Triage) - 提供专业建议，明确何时必须就医，避免延误。
中风险用户 (Medium-Risk User)	 典型心态 怀疑且焦虑 (Skeptical & Anxious) - “这个准不准？我要不要管它？”	**解惑与指引 (Explanation & Guidance) - 解释误报可能，提供生活调整建议。

策略一：制造“知识缺口”与建立“权威信任”



- **高斯模糊 (Gaussian Blur)**

我们 deliberately blur the detailed report. This applies the “信息缺口理论” (Information-Gap Theory). The user sees that rich content exists but can't access it, creating a powerful desire to unlock.

- **“医生已复核”金标 (Gold "Doctor Reviewed" Seal)**

This is our 信任锚点 (Trust Anchor). It instantly communicates that the result is ready, professional, and validated by a human expert, not just an algorithm.

- **色彩心理学 (Color Psychology)**

琥珀色 (Amber) indicates caution without causing panic. The 医疗蓝 (Clinical Blue) CTA button represents a calm, professional solution.

交付物：结构化的“红绿灯”行动指南



清晰的认知流 (Clear Cognitive Flow)

The report follows a natural information processing structure:
What (这是什么) → Why (为什么) → How (怎么办) .

核心价值交付 (Core Value Delivery)

The “红绿灯行动卡片” (Traffic Light Action Cards) provide unambiguous, low-friction guidance.

- **红色卡片 (Red Card):** 立即就医 (Go to ER Immediately) - for when symptoms like chest tightness or fainting are present.
- **黄色卡片 (Yellow Card):** 观察复测 (Observe & Re-test) - for when there is no obvious discomfort.
- **绿色卡片 (Green Card):** 生活建议 (Lifestyle Advice) - for managing daily habits.

This design delivers not just data, but **确定性与安心** (Certainty & Peace of Mind).

警报：当风险升级， 体验必须无缝衔接

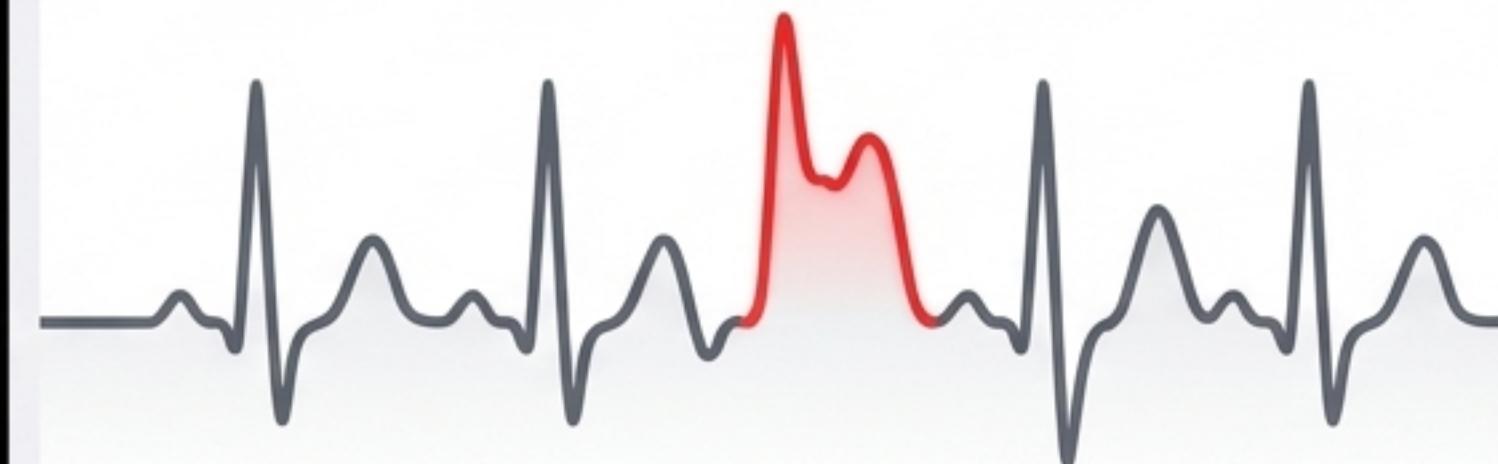
In a crisis, a user needs to understand ‘what’s happening’ and ‘what to do’ within 3 seconds.

Our design principles reflect this:

- **最大化可见性 (Maximize Visibility)** : A full-screen red alert ensures the risk is impossible to ignore.
- **最小化操作 (Minimize Action)** : A prominent, one-tap button to call a doctor removes all friction.
- **自动化支持 (Automate Support)** : We automatically notify emergency contacts and share the user’s location, offloading cognitive burden.

检测到危机心电信号

ST段异常 / 房颤 / 严重心律不齐



HIGH RISK

风险等级: 高危 - 需立即就医

HR: 145 bpm
abnormally high

ST: +2.5mm
abnormal elevation

房颤风险
Atrial Fibrillation Risk



立即呼叫医生

一键启动24/7医生视频/语音呼叫

价值感三层递进：从紧急感到安全感



第一层：紧急感 → 信任感 (Urgency → Trust)

The immediate crisis is met with a 24/7 doctor video consultation, establishing professional trust right away.



第二层：服务感 → 尊贵感 (Service → Prestige)

The 1-on-1 Health Concierge and integrated multi-dimensional services create a sense of premium, personalized care.



第三层：结果感 → 安全感 (Results → Peace of Mind)

The 7-Day Guardian Plan provides a concrete roadmap and full-journey companionship, delivering the ultimate emotional payoff.

可视化的服务，可感知的价值

24/7 视频问诊 (24/7 Video Consult)

Instantly connects the user with a medical professional, establishing trust and providing immediate answers.



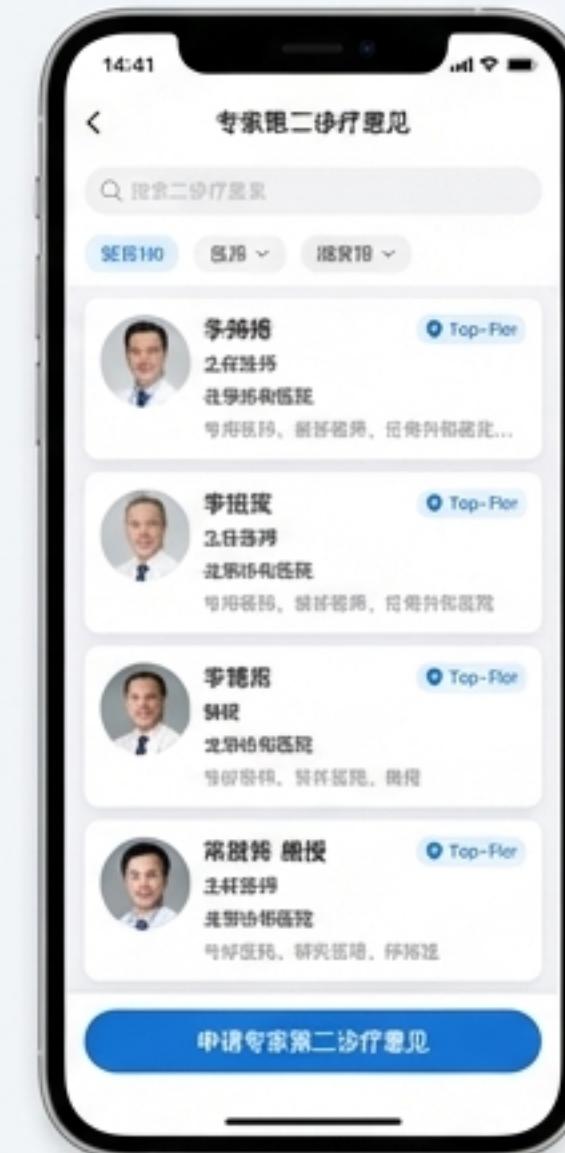
24小时药物配送 (24hr Medication Delivery)

Shows real-time tracking of prescriptions, eliminating the anxiety of logistics and waiting.



专家第二诊疗意见 (Expert Second Opinion)

Offers access to top-tier specialists, providing authoritative confidence and peace of mind.



从警报到恢复：完整的用户旅程地图



这个功能变化真是抽象概念的“健康管理”成为具确定性、透明可能管理过程。我们视觉见地图整整个个7阴程旅程，将出来用户他们每一步挡支持一步步：警报 → 紧急响应 → 药物应 → 药物配送 → 医院评估 → 专家二诊 → 恢复管理 → 长期管理。

这个设计给得着用户为深寻的感受感掌控感 (Control) 和安全感 (Security)。

锚定价值，驱动转化

价值拆解 (Value Breakdown)

We list the 7 core premium services and their individual market values (e.g., 24/7 Doctor Consult valued at ¥500).

锚定效应 (Anchoring Effect)

We explicitly state, “总价值 ¥3,350, 您的价格 ¥399”, making the price seem exceptionally reasonable.

损失规避 (Loss Aversion)

We highlight the savings: “节省 ¥2,951”, framing the decision as avoiding a loss.

稀缺性 (Scarcity)

A limited-time offer with a visible countdown timer increases the urgency to decide.

危机心电尊享服务

¥399 | 7天健康守护



您的心电图显示高风险信号，需要立即采取行动
立即升级尊享服务

Service Value Breakdown

24/7 全科医生视频问诊	随时随地咨询，费用低至每分钟 0.5 元起，平均响应时间 < 2 分钟	价值 ¥4500/次	● 已包含
24 小时在线购药 症状识别上门	药品升级药品、药物审核 15 分钟送达您家门口，无需出门	价值 ¥206/31	● 已包含
1V1 健康管家贴心服务	专属健康管家贴心陪伴，咨询、转诊、就医指导等全方位服务	价值 ¥300/月	● 已包含
价值报告解读服务	医生解读您的心电图报告，解释每一个异常指标的含义及风险	价值 ¥108/31	● 已包含
百强三甲医院专家二诊	转诊至国内知名医院，由 101 家顶尖医院的心内科专家的第二诊疗意见	价值 ¥980/次	● 已包含
百强三甲医院门诊挂号	知名医院，直接预约 24 小时在线问诊，优先就诊	价值 ¥1000/次	● 已包含
线上转运服务	救护车接您到目的地医院，协助挂号、检查、转诊等全过程	价值 3400/次	● 已包含

以上服务总价值: ¥3,350

您的价格: ¥399

节省: ¥2,951 (88% 折扣)

有效期: 7 天

立即升级 ¥399

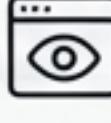
享受更多健康增值服务

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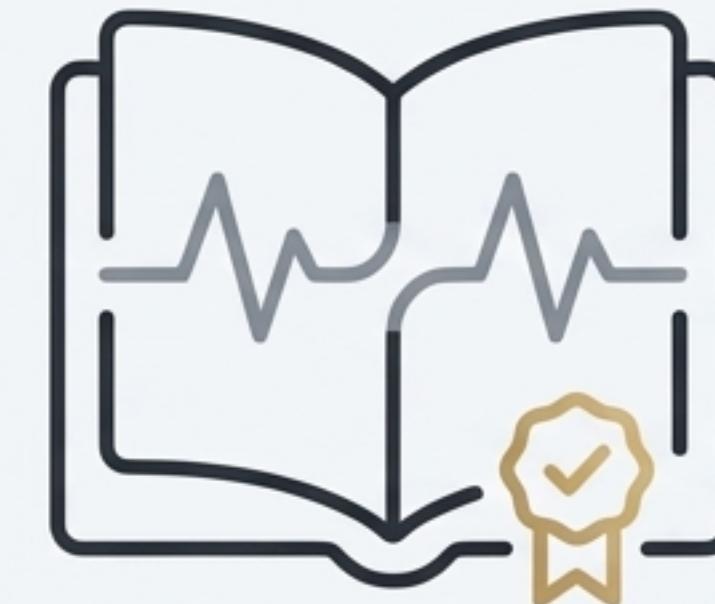
设计背后的心理学引擎

心理学原理 (Principle)	应用场景 (Application)	设计体现 (Implementation)
 损失规避	促进升级转化	红色警报, “节省 ¥2,951”, 倒计时 (Alert Red #DC3545)
 锚定效应	价格感知	显示原价 ¥3,350, 让 ¥399 显得便宜
 稀缺性	增强紧迫感	倒计时, “限时优惠” (Caution Amber #FFC107)
 权威性	建立信任	医生资质, 医院背书, 专家评分 (Authority Gold #FFD700)
 透明性	消除焦虑	实时数据, 进度追踪, 详细解读 (Clinical Blue #007BFF)
 游戏化	提升参与度	任务清单, 完成状态, 徽章奖励 (Success Green #28A745)

我们的本质：一家“数字内容出版公司”

📖 Our Product

We aren't selling a subscription.
We are selling a single, high-value
product: **《针对你个人的、医生看
过的、心脏健康说明书》**
(A personalized, doctor-reviewed
Heart Health Manual).



🚀 Our Model

A lean, H5-first approach allows for
rapid development and immediate
monetization, targeting the acute
anxiety of medium and high-risk
users.

💰 The Financial Goal

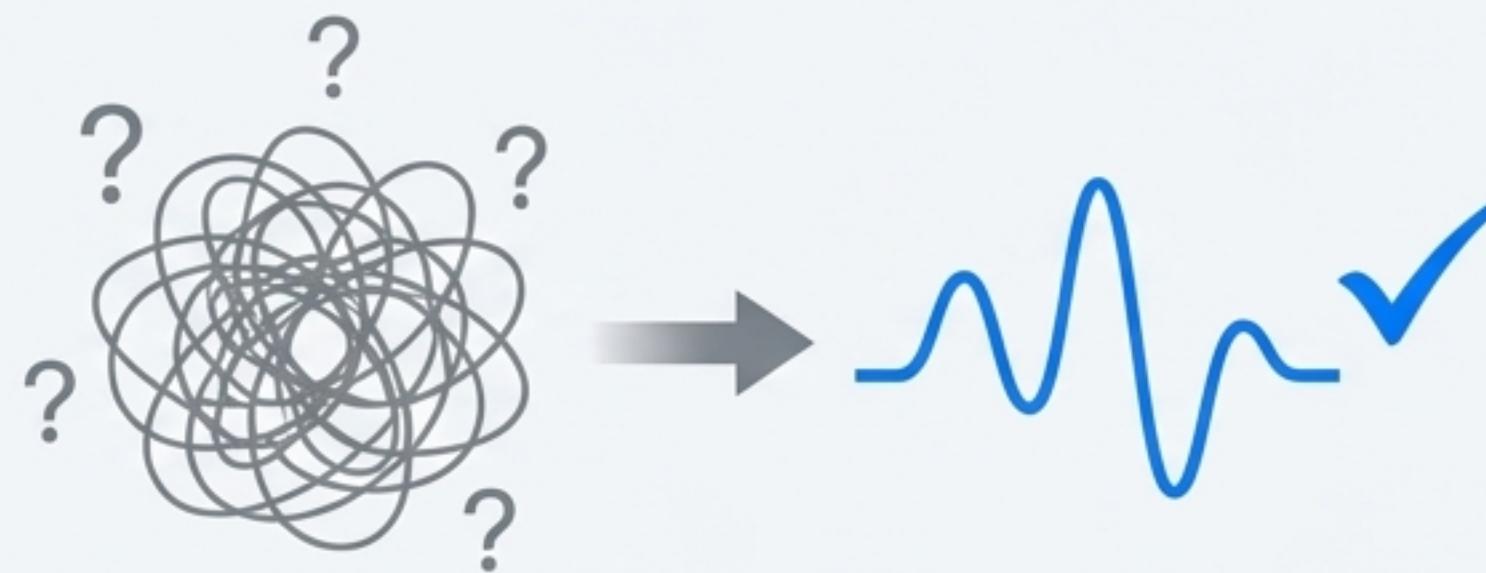
This is about generating immediate cash flow.

“哪怕只有1%的转化率，20万用户也能带来20万元现金流。”

我们交付的不仅是数据，更是确定性与安心

For the User

A clear, empathetic path from confusion and anxiety to understanding and action.



For the Business

A psychologically-driven design system that builds profound user trust and drives sustainable revenue.



附录：7天上线作战地图

