

ALLER+MEDIC

Food Allergy App

By. Annalisa Jaynes

DME – 211 4/2024

Project Background

I am creating an ALLER+MEDIC food allergy app to attract and retain customers in our online system. My goal is to test and improve ALLER+MEDIC so that it can compete in the market. To help improve the life of a food allergy sufferer, their guardians & caretakers, and offer access to many different caretakers.

I performed moderated and unmoderated testing throughout 5 months, added adjustments, and worked with the app to evolve it and make any needed improvements.

1st Moderated Research Study Details

Study conducted 2/24

Moderated Research Questions

1. How long does it take for a user to access important info and data in the app?
2. Are users able to successfully access records and other important data for the individual?
3. Is 911 service easy to access?
4. Are there any parts of the data system users are getting stuck?
5. Easy to navigate?

Participants

6 participants

Participants between the ages of 18-62 who reside in metropolitan and suburb areas.

Methodology

25-30 minutes

United States, remote

Unmoderated usability study)

Users were asked to navigate through that app and see if there are any pain points.

People want customization options

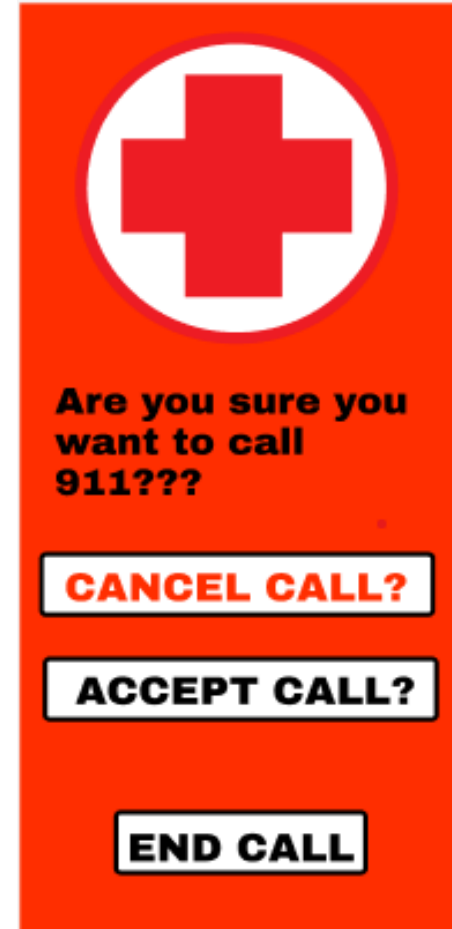
Supporting evidence from the usability study.

- 4 out of 7 total participants said they wanted the ability to cancel the 911 call.
- Users wanted the 911 button to be in a location that is harder to accidentally push.

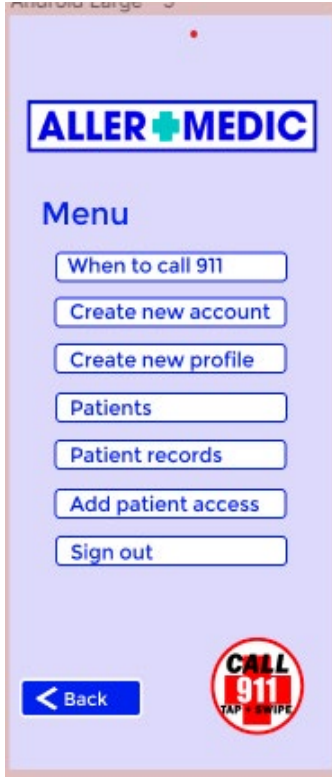
Before



After



Before



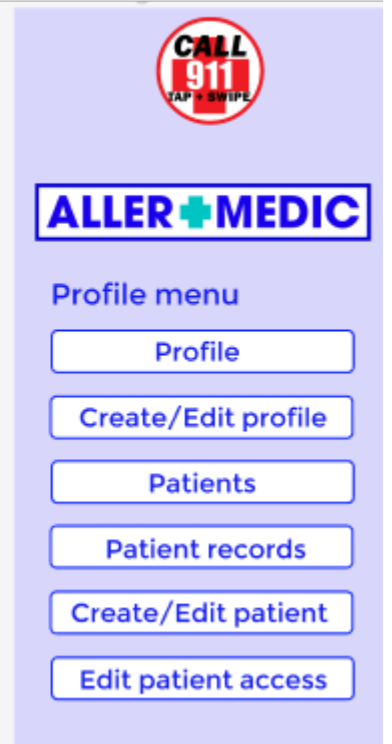
After



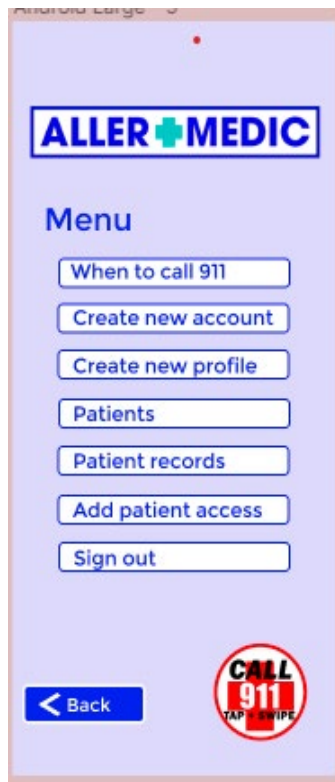
After



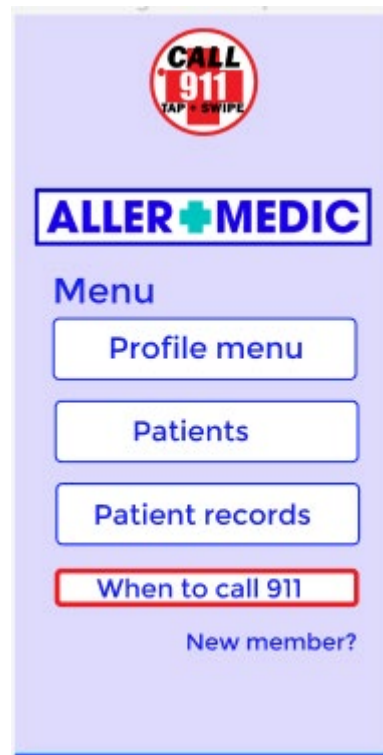
After



Before



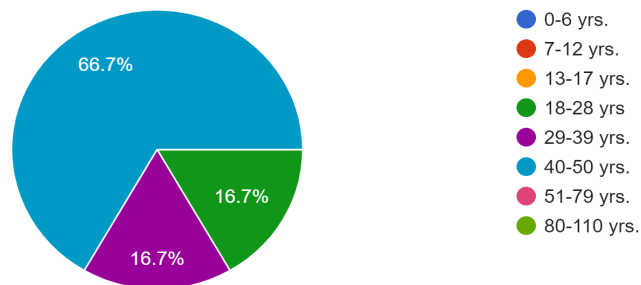
After



1st Unmoderated test results:

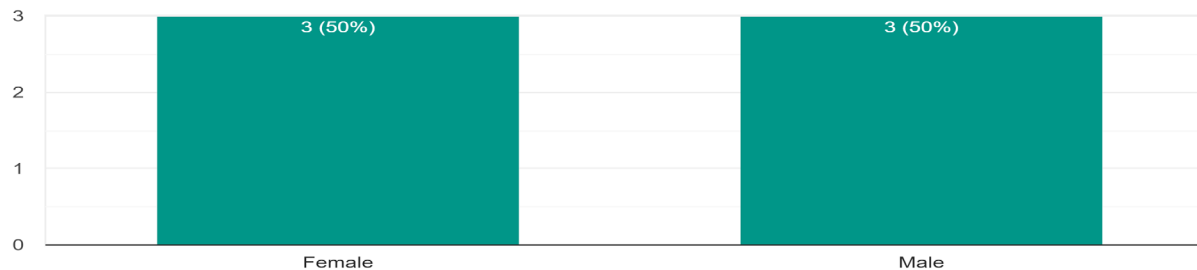
What is your age range of person with allergy?

6 responses



What is your gender?

6 responses



1. Do you have a food allergy? Please list each allergy.

RESULTS: Shellfish, Wheat/gluten, Alpha Gal Syndrome, Fish, Shellfish, Wheat, Soy, Dairy, Eggs, Peanuts, corn, chemicals (MCAS), Rice, Broccoli, and egg whites.

2. Are you anaphylactic with any of your food allergies you have? Note: Anaphylactic means that you have a severe or life-threatening food allergy. Feel free to explain.

RESULTS: Some results, Yes. Airborne reactions and anaphylaxis to eating foods.
No, I can break out in hives and it can cause inflammation in my body.

3. What is the worst thing about having a food allergy, other than not being able to have what you are allergic to?

RESULTS: Having GI issues, bloating, poor digestion issues, inflammation
Not being able to go into public or travel without reactions and ingredients not clearly labeled on food and medication., I always need to read the ingredients in food products, breakout on my skin can not be controlled unless I take an allergy pill that makes me drowsy.

4. Do you think you will ever be cured of your food allergy?

Most responses answered No

5. Have you ever used an app for your food allergies?

If yes, what app?

Most answered No. One response included the app called "FIG"

6. What do you wish you had to manage your food allergies?

"I wish I could afford to see a dietician to help me navigate eating healthier."

Awareness and understanding are to be made about food allergies.

Some form of universal site that doctors, nurses or allergists use to keep up with my results and to detail how critical the allergy is.



2nd unmoderated test: Emergency

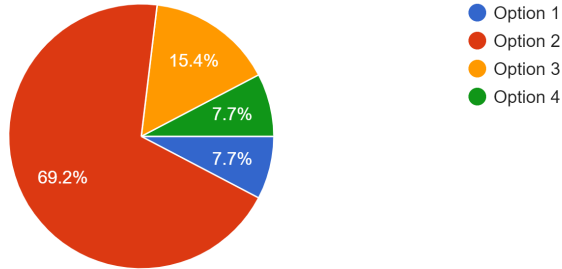
1. Which location of the 911 button do you prefer?

Consider a design that will reduce accidentally activating the 911 button.

RESULTS:

Which location of the 911 button do you prefer? Consider a design that will reduce accidentally activating the 911 button.

13 responses

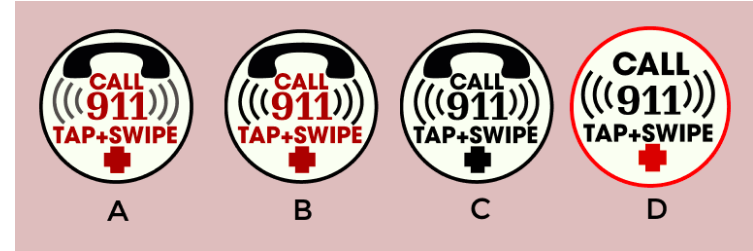
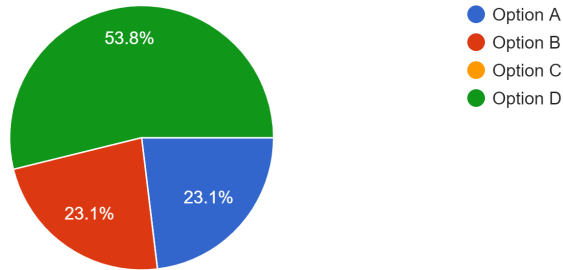


2. I am currently redesigning a universal 911 call button. I plan on designing further design choices. Which design works best from this round of designs?

RESULTS:

I am currently redesigning a universal 911 call button. I plan on designing further design choices. Which design works best from this round of designs?

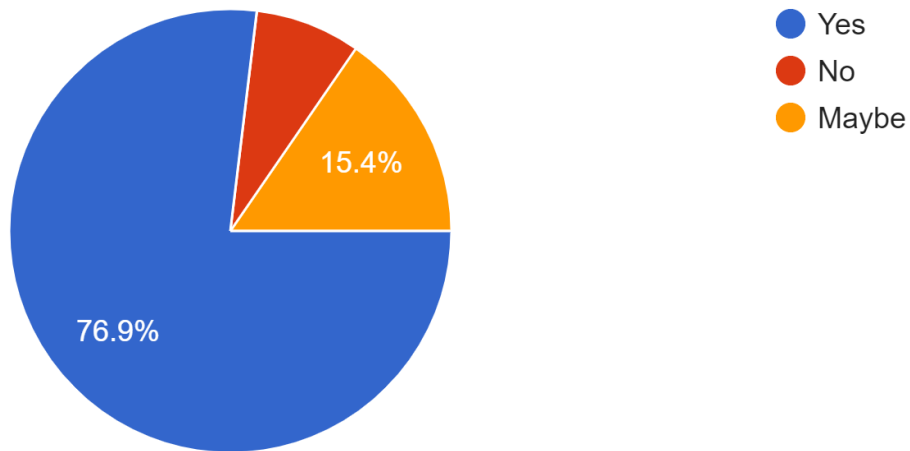
13 responses



3.

Would you like an app for health that had an option to call 911 in it?

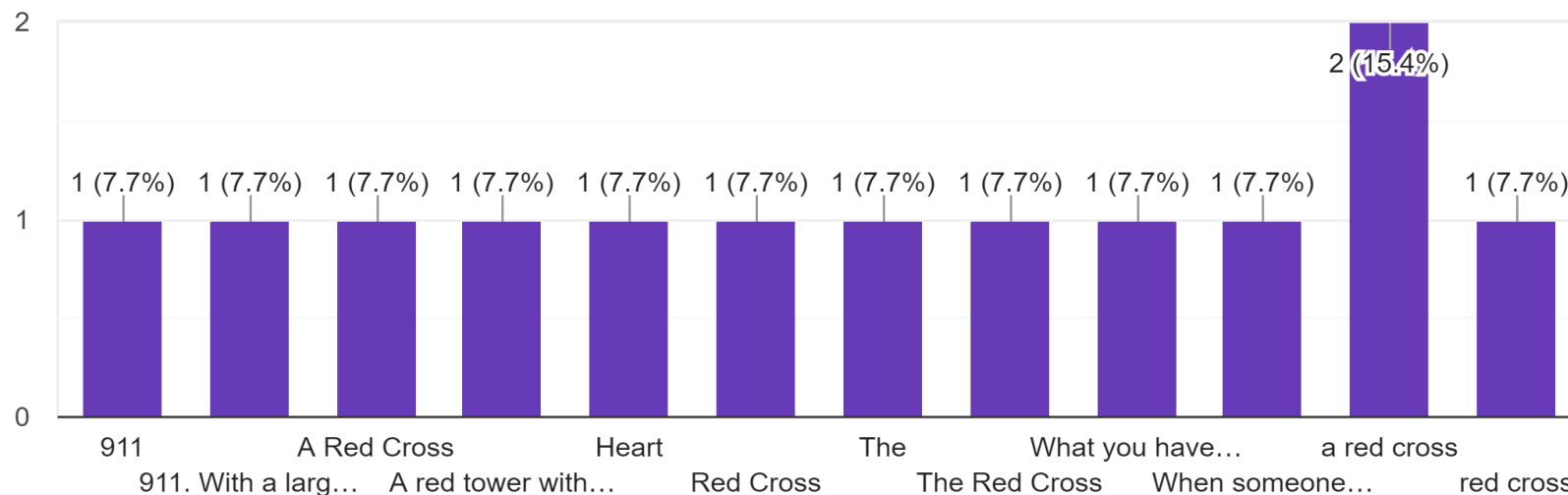
13 responses



4.

When you think of 911 alert, what symbol signifies a 911 emergency call to you?

13 responses



Maze test:

RESULTS:

Allergy App Test Maze1 / Allergy App Maze ...

Build

Share

Results

Report



Results

Participants

CONFIDENCE

8

Level 1



Pretend to sign in and find the "Patien...
Prototype Test



How easy was it to find the "Patient" p...
Opinion Scale



What would you change about this ap...
Open Question

Add filters



How easy was it to find the "Patient" page?
Rate your experience from 1 to 10. 1 meaning
very hard and 10 meaning very easy.

Opinion Scale

8

Responses

8.1

Average

...



Maze test:

RESULTS:

👤 Results

👤 Participants

CONFIDENCE

8 👤

Level 1



Pretend to sign in and find the "Patien...
Prototype Test



How easy was it to find the "Patient" p...
Opinion Scale



What would you change about this ap...
Open Question

▼ Add filters

231938257

Mission unfinished

47.85s



2024/04/20 22

231986007

Direct

8.56s



2024/04/21 14:

231986008

Direct

81.00s



2024/04/21 14:

230564561

Indirect

84.79s



2024/04/21 14:

232001255

Indirect

210.84s



2024/04/21 19:

230859069

Direct

7.62s



2024/04/22 10:

Maze test:

RESULTS:

Results

Participants

CONFIDENCE

8

Level 1

Pretend to sign in and find the "Patien...
Prototype Test

How easy was it to find the "Patient" p...
Opinion Scale

What would you change about this ap...
Open Question

Add filters

Responses

Click on the path to view the heatmaps from each tester

PARTICIPANT	OUTCOME	DURATION	TESTER'S PATH	RESPONDED AT
230679559	Direct	7.23s		20 Apr 2024, 07:26 pm
231938257	Mission unfinished	47.85s		20 Apr 2024, 10:23 pm
231986007	Direct	8.56s		21 Apr 2024, 02:12 pm
231986008	Direct	81s		21 Apr 2024, 02:13 pm
230564561	Indirect	84.79s		21 Apr 2024, 02:19 pm
231929309	Mission unfinished	91.51s		21 Apr 2024, 07:27 pm
232001255	Indirect	210.84s		21 Apr 2024, 07:45 pm
230859069	Direct	7.62s		22 Apr 2024, 10:09 am

Maze test:

RESULTS:

Allergy App Test Maze1 / Allergy App Maze ... Build > Share > Results > Report

Results

Participants

Add filters

CONFIDENCE

8

Level 1



Pretend to sign in and find the "Patien...
Prototype Test



How easy was it to find the "Patient" p...
Opinion Scale



What would you change about this ap...
Open Question



Pretend to sign in and find the "Patient" page.

Prototype Test results aggregated by [Tester paths](#)

Find the "Patient" page.

8

Responses



50%

Direct success



25%

Mission unfinished



38.4%

Misclick rate



66.7s

Avg duration

Mission paths

Shows the paths testers took and how they completed the mission.

Maze test: RESULTS:

Success Metrics

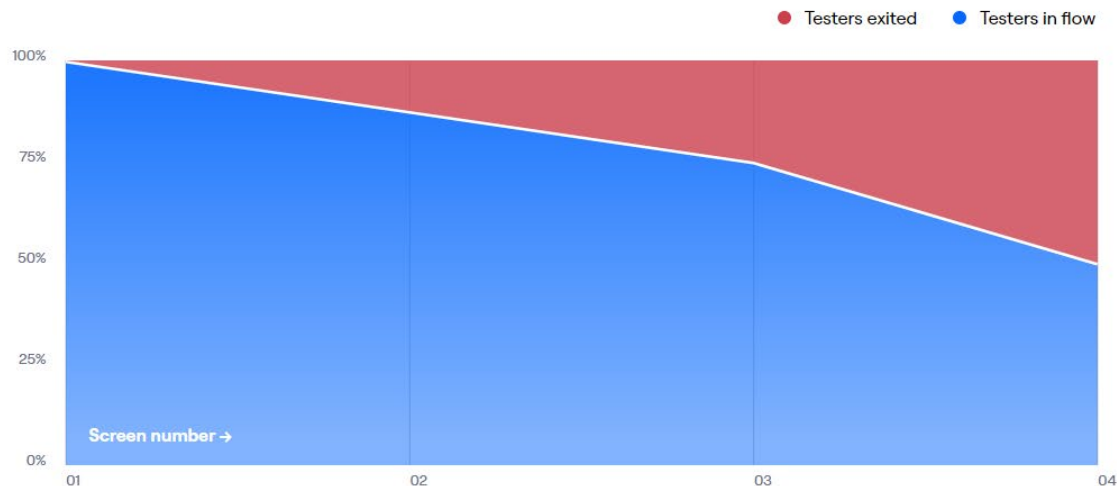
Understand your maze's success and drop-off rate for all screens in the path

...



50%

Uh oh! An unusually high % of testers left the expected path. Help bring back lost testers by consulting the metrics below.



Maze test: RESULTS:



Optimal Path Analysis

Analyze the optimal path navigation, bounce and usability for each screen.

Summary

Full Analysis

 Screens to rework (0)

 Screen to check (1)

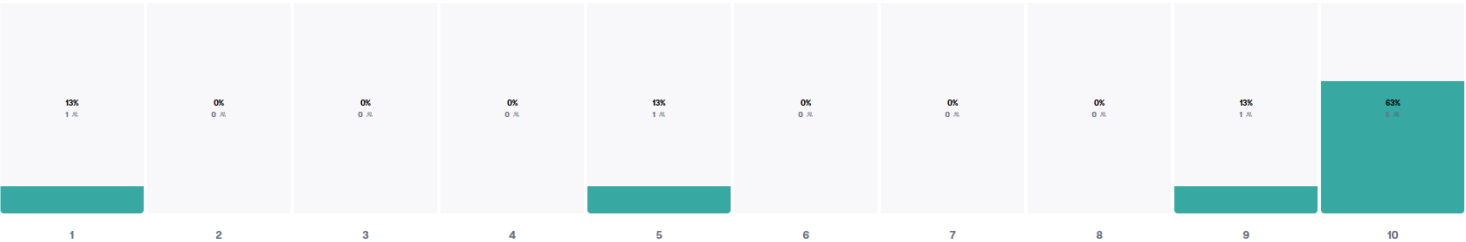
 Great screens (2)

How easy was it to find the "Patient" page? Rate your experience from 1 to 10. 1 meaning very hard and 10 meaning very easy.

Opinion Scale

8
Responses

8.1
Average



Maze test:

RESULTS:

Path 1

👤 4 • ⌚ 26.1s • 📊 0%

one-stop food
allergy manager
with 24/7 - 911 -
EMERGENCY
access using just
a **TAP + SWIPE**.

sign in

Login

Password

Forgot password/login

sign in

Create new account

When to call 911

Create new account

Create & Edit profile

Patients

Patient records

Edit patient access

Profile menu

Patients:

Choose a name:

Penelope Ray

select

Jennifer Lewis

select

AJ

select

Alan Jackson

select

Maze test:

RESULTS:

Usability Breakdown

Analyze the performance of every screen with these usability stats.



14s

The average time spent on screens in this mission is good. Take a look at the duration for each screen to see if something can be improved.



5.7%

The average rate (across screens) of users who misclicked is good. Examine each screen's misclick rate to ensure users are finding what they need.



Screen



Avg. time



Users who

SCREEN 1



Android Large - 1

17s

0%

SCREEN 2

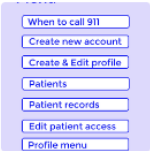


Android Large - 2

10s

0%

SCREEN 3



Android Large - 12

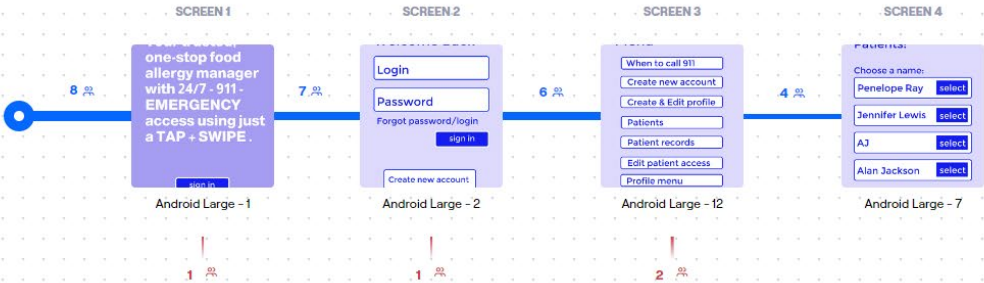
15s

17%

Maze test:

RESULTS:

Click on a path to analyze the results for that path.



- PATHS**
- Selected path
 - Expected path
 - Testers exited

Success Metrics

Understand your maze's success and drop-off rate for all screens in the path

...

Heatmap

RESULTS:

Path 1
Direct success · 4 participants

Heatmaps

Clips

<

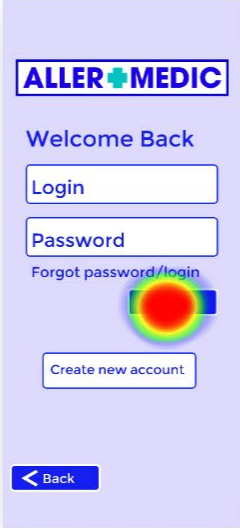
>

×

icreen 2
ndroid Large - 2

All clicks

All participants



Screen metrics

4
Participants

3.60s
Avg. duration

0.0%
Misclick rate

Click areas

View all clicks, misclicks and order by participant.

Click and drag on a screen to focus on an area



Heatmap

RESULTS:

Allergy App Maze Test 1 / Report

✓ 👤 ↗ Edit

🚫 Screens to rework (0)

🕒 Screen to check (1)

😊 Great screens (2)

Screen 1

Android Large - 1

81

ALLER+MEDIC

Your trusted,
one-stop food
allergy manager
with 24/7 - 911 -
EMERGENCY
access using just
a TAP + SWIPE .



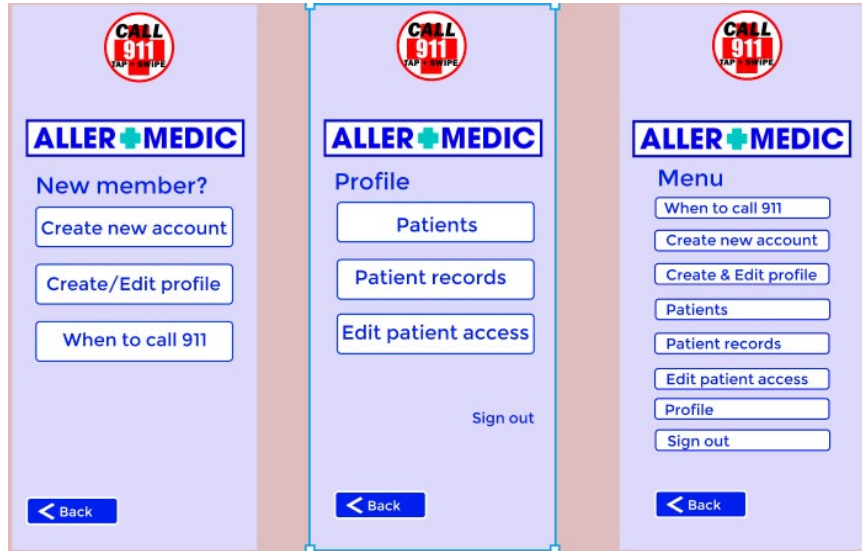
12.5%



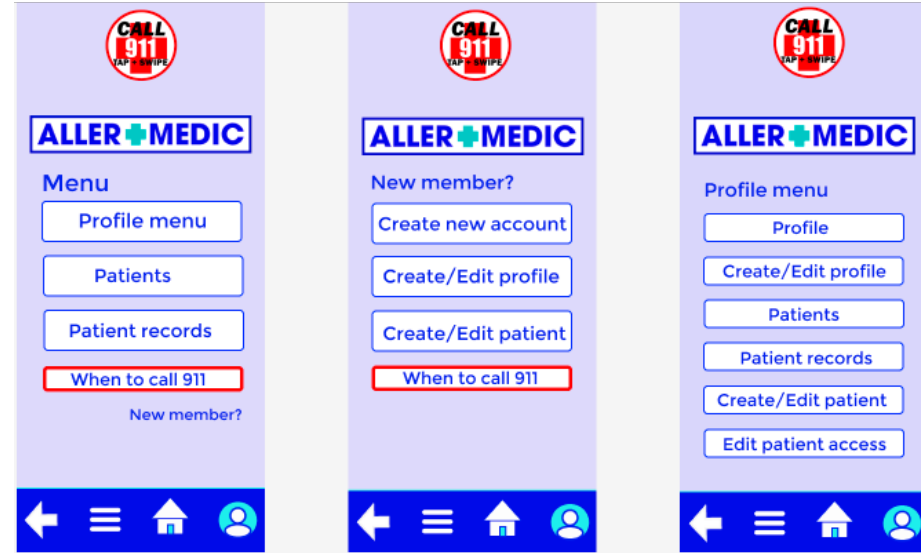
17.4s

2nd Moderated Test:

Before



After



2nd Moderated test recommendations addressed:

- Back button issues fixed.
- Buttons too close together.
- 911 symbol effective.
- People express wanting 911 capabilities in app.
- Changed hierarchy of buttons.

Thank you for watching!

By. Annalisa Jaynes

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<https://www.figma.com/proto/bhIJ3deC3GIN7XaVkkKEdp/ALLER%2BMEDIC?type=design&node-id=1-196&t=vdAzzYyUxXQXhDet-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A196&mode=design>