

SYMPTOM CHECKER MOBILE - BETA

Why the drop-offs?

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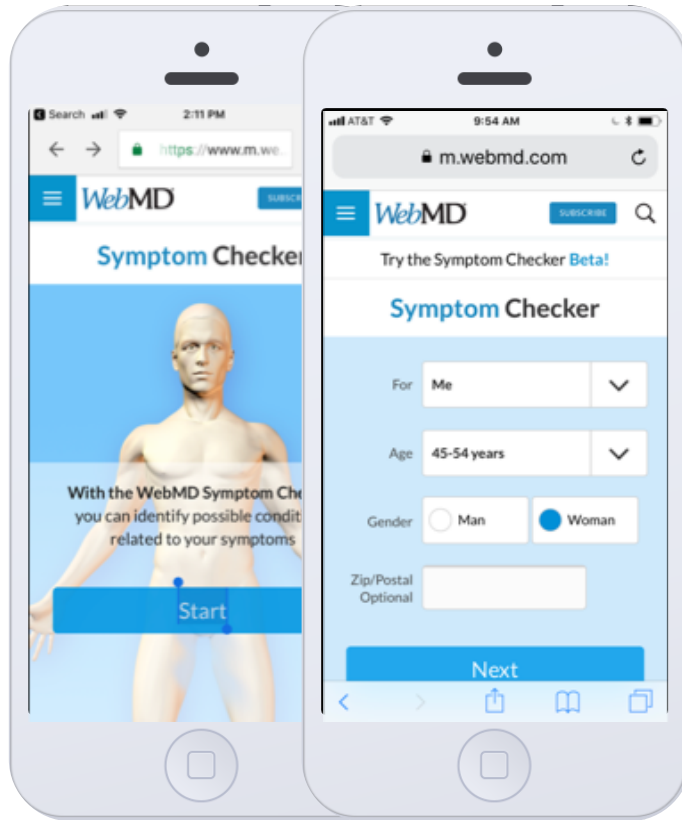
Objective

After launching Symptom Checker Beta, data shows that there is a drop-off from users starting the tool and clicking on a result on **mobile**.

	PC+TABLET		PHONE	
	Control	Beta	Control	Beta
Symptom Checker Visits	414,373	326,246	659,834	483,512
Start Visits	311,071	246,334	516,078	342,091
Visits with Click on Result	184,368	145,287	358,469	227,861
% Start	75.1%	75.5%	78.2%	70.8%
% Clicked on a Result	44.5%	44.5%	54.3%	47.1%
% Result / Start	59.3%	59.0%	69.5%	66.6%

This effort is to investigate usability problems that is causing users to abandon the tool.

Start Screen



Control

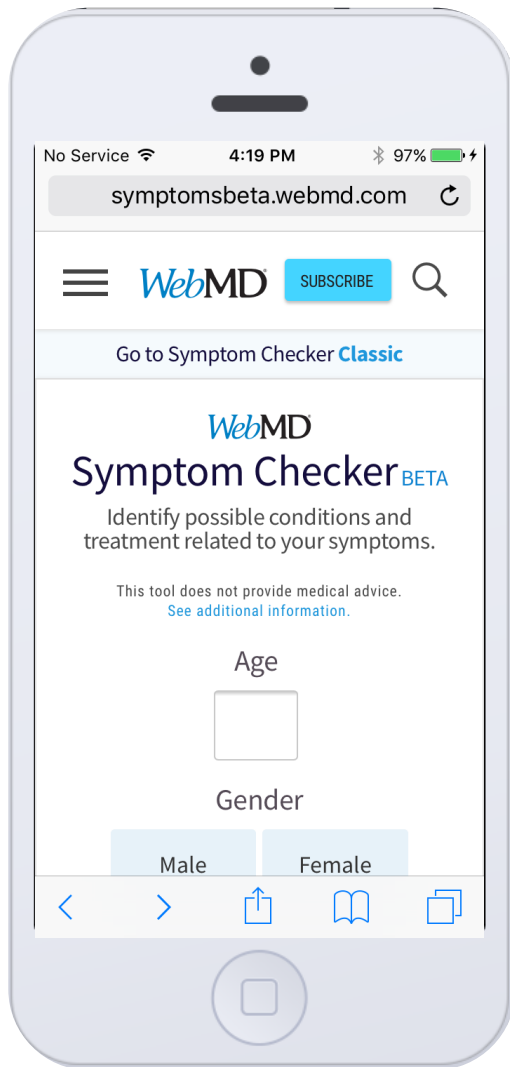
78.2 % of users
“Started” the tool



Beta

70.8 % of users
“Started” the tool

User Testing Details

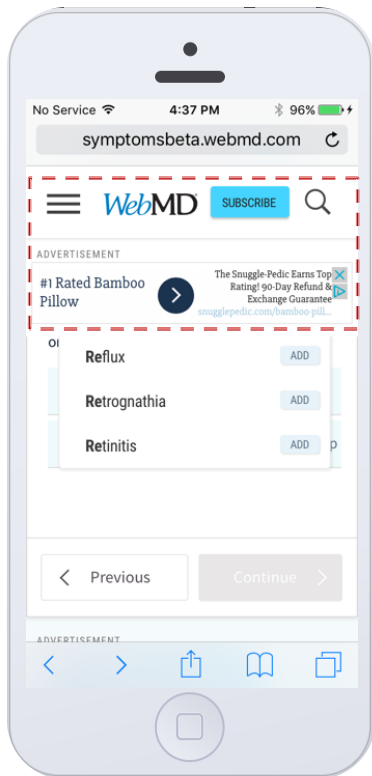


We recruited **10 female users** from **usertesting.com** to test the Symptom Checker Beta on **mobile**

Usability Problems Found

Entering symptoms using the input field

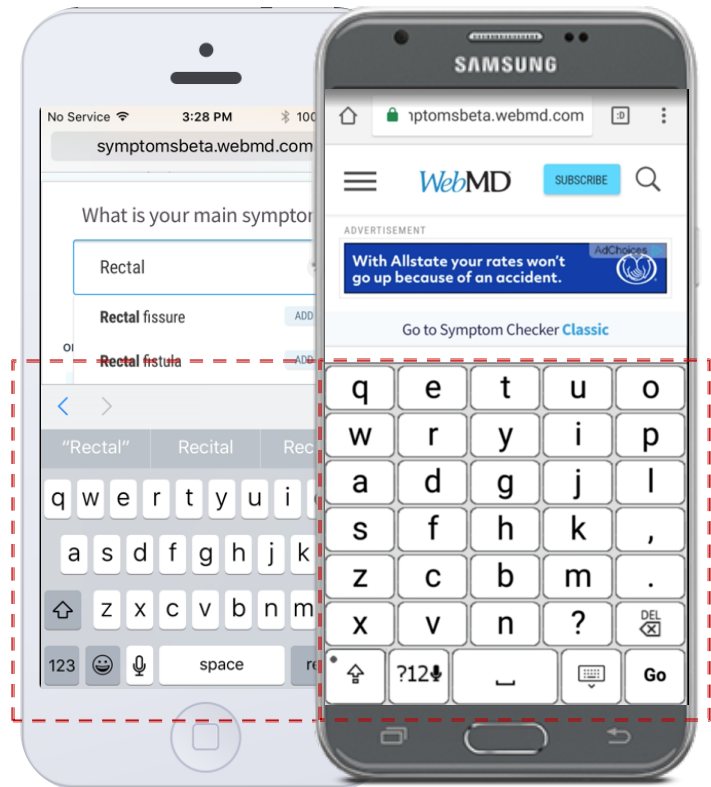
30% of users had a problem using the input field to enter their symptoms



The input field is being **covered by the sticky banner ad** after the user taps “done” on the keypad.

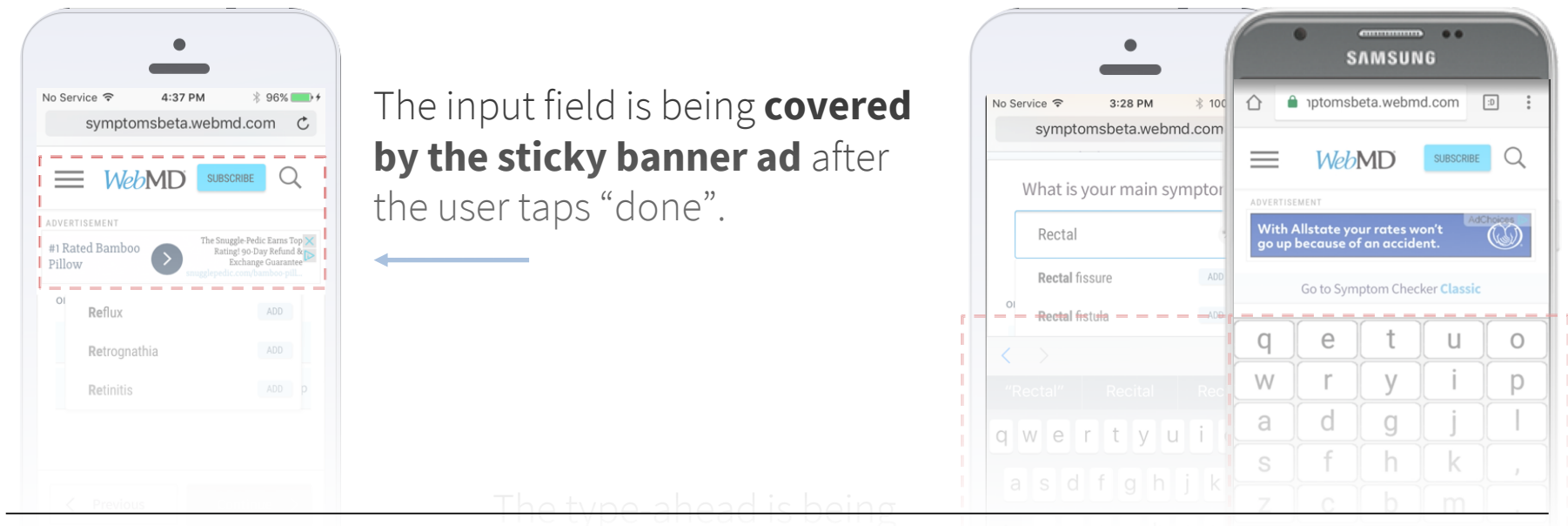


The type-ahead is being **covered by the keyboard**



Entering symptoms using the input field

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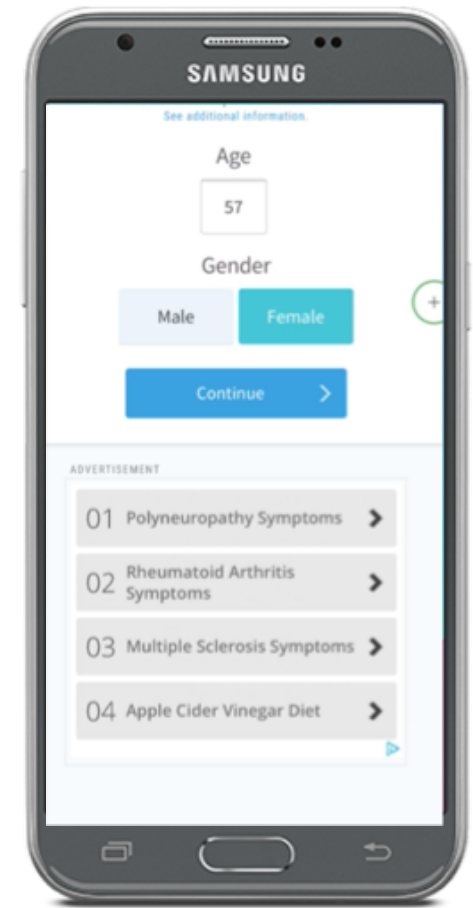
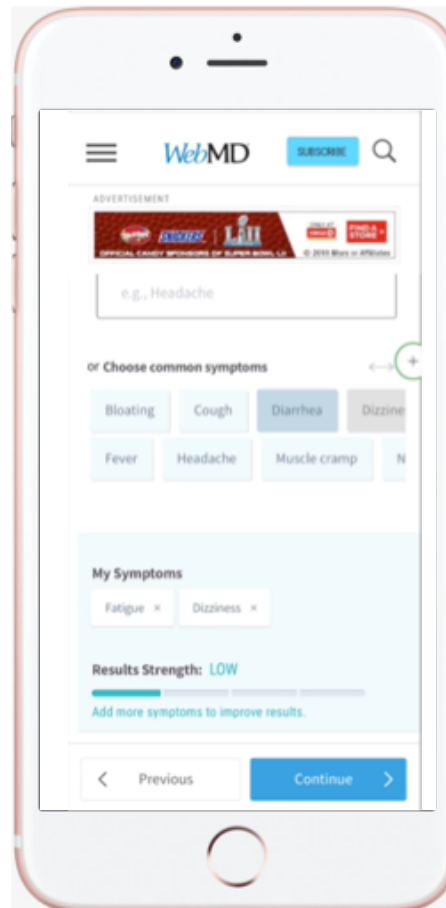
Recommendation

Unstick the global header and banner ad to free up real estate; when user taps on the field, it should take over full screen (ala google flights, kayak))

Banner ad problems

20% of users accidentally tapped on the banner ad

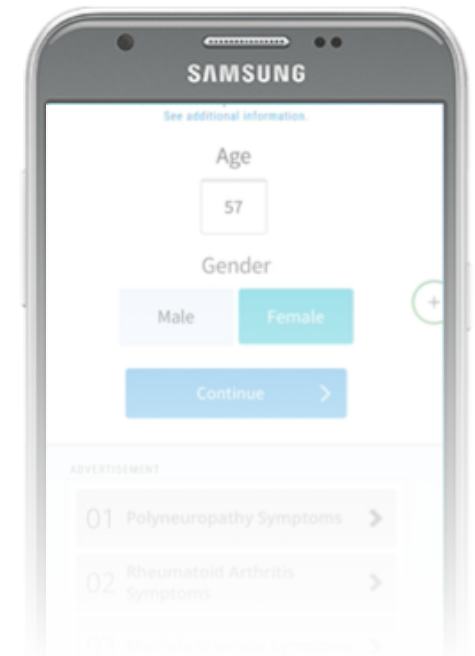
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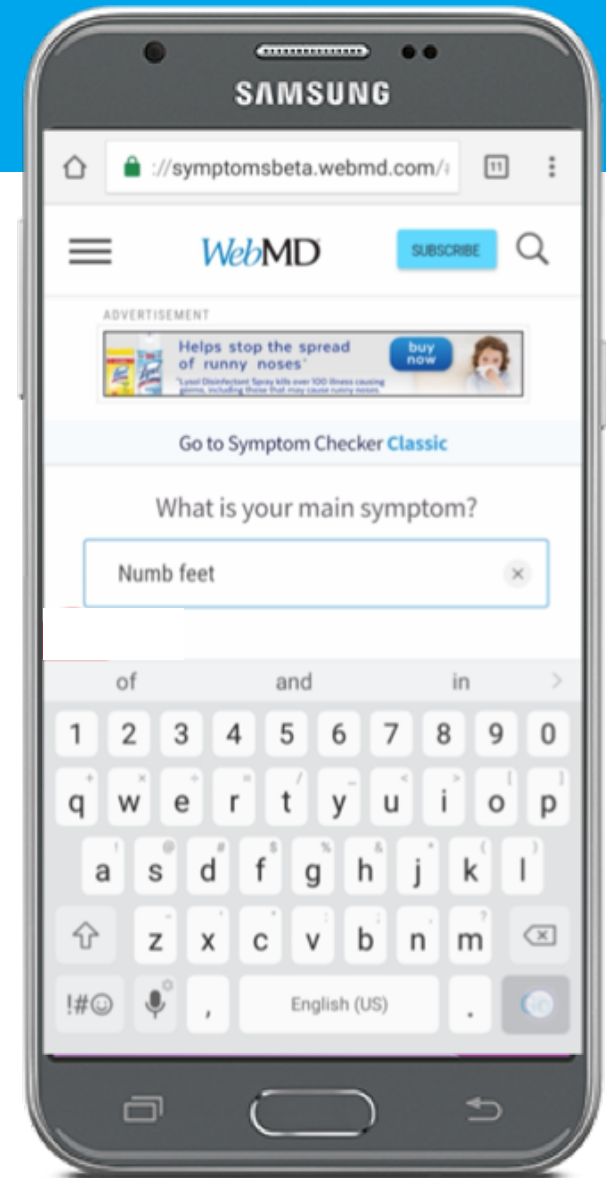
Recommendation

Unstick the global header and banner; remove the 300 x 250

Symptoms not found

50% of users tried to enter symptoms that were not found in the database

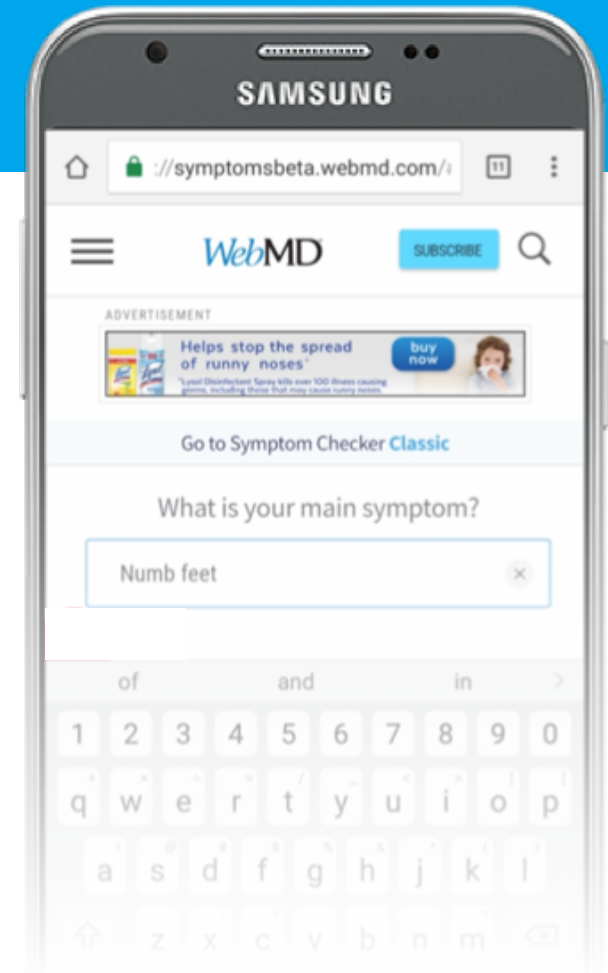
- ✗ **numb feet**
- ✗ **rectal bleeding**
- ✗ **sinus pressure**
- ✗ **restless legs**
- ✗ **low blood pressure**
- ✗ **brown reddish spots on feet**



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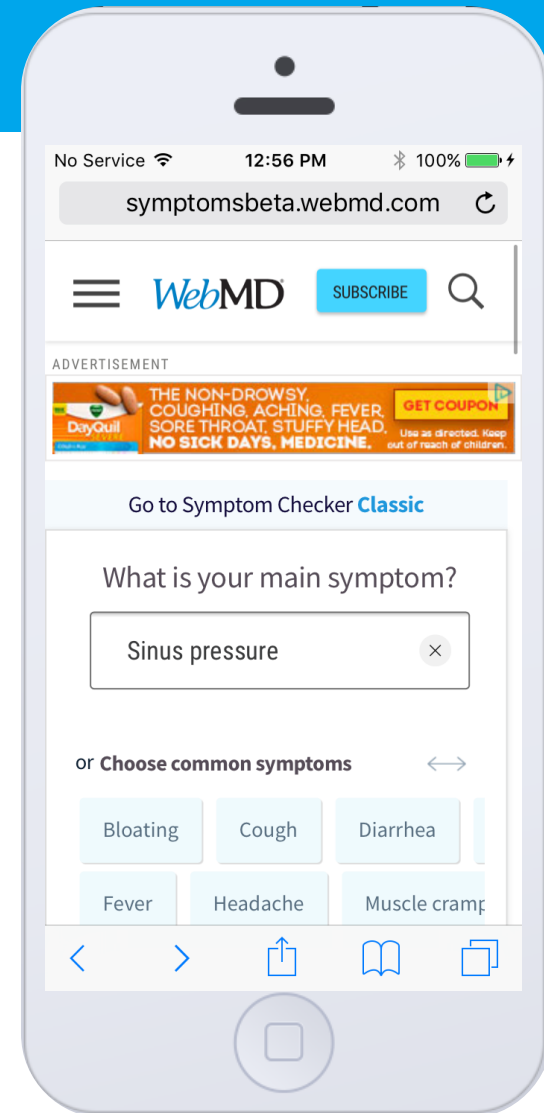


Recommendation

Improve database of symptoms; add a “Did You Mean?” feature

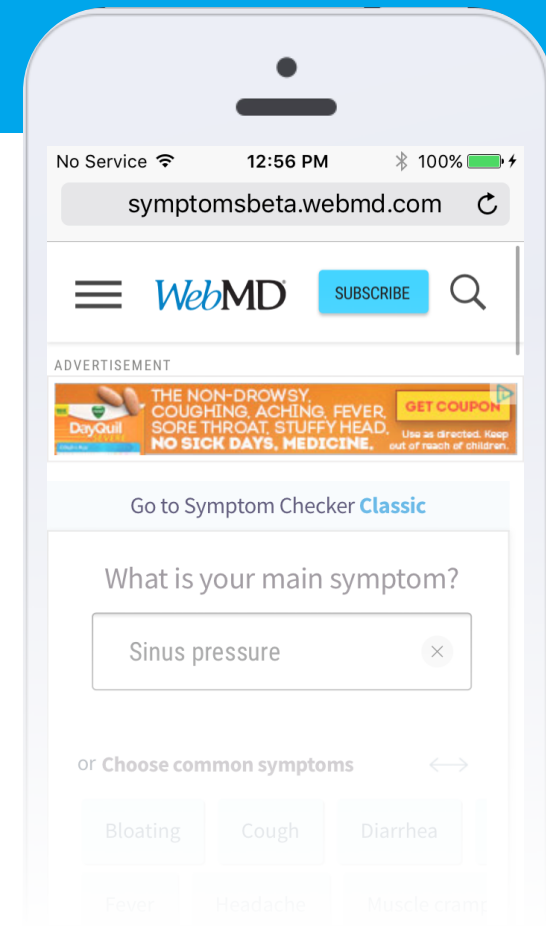
Adding symptoms not found

30% of users thought a symptom was added after tapping “Done” or “Go” on their keypad. Users did not realize the symptoms they typed was not successfully added.



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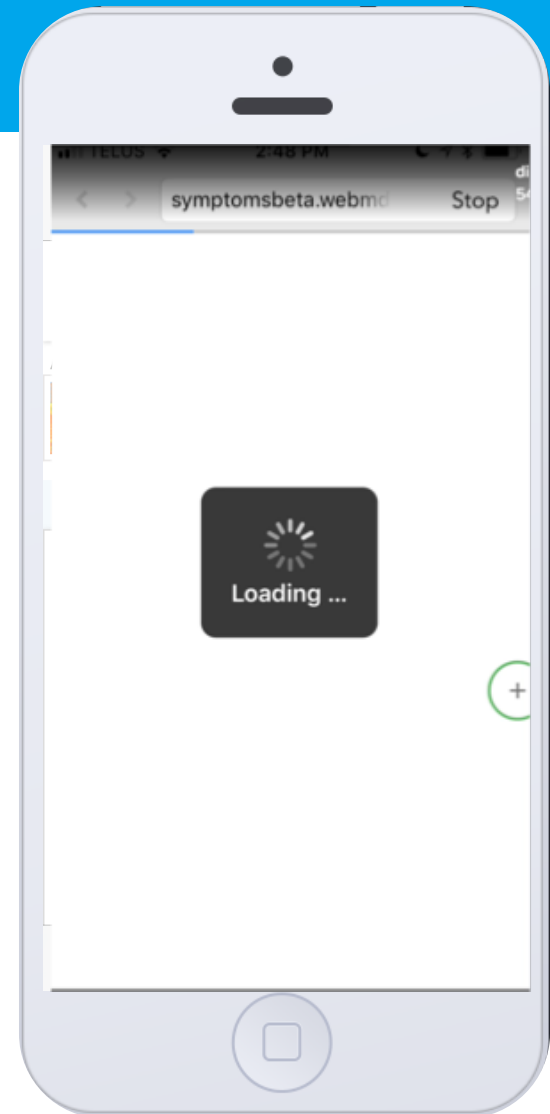
Recommendation

Keep the “Symptom not found” message after user taps on “Done”.

Site loading slowly

20% of users experienced slow loading time. It took between **20 to 25 seconds** to load the info screen.

After the screen finally loaded and user typed in the Age field, the screen was not reflecting what the user was typing.



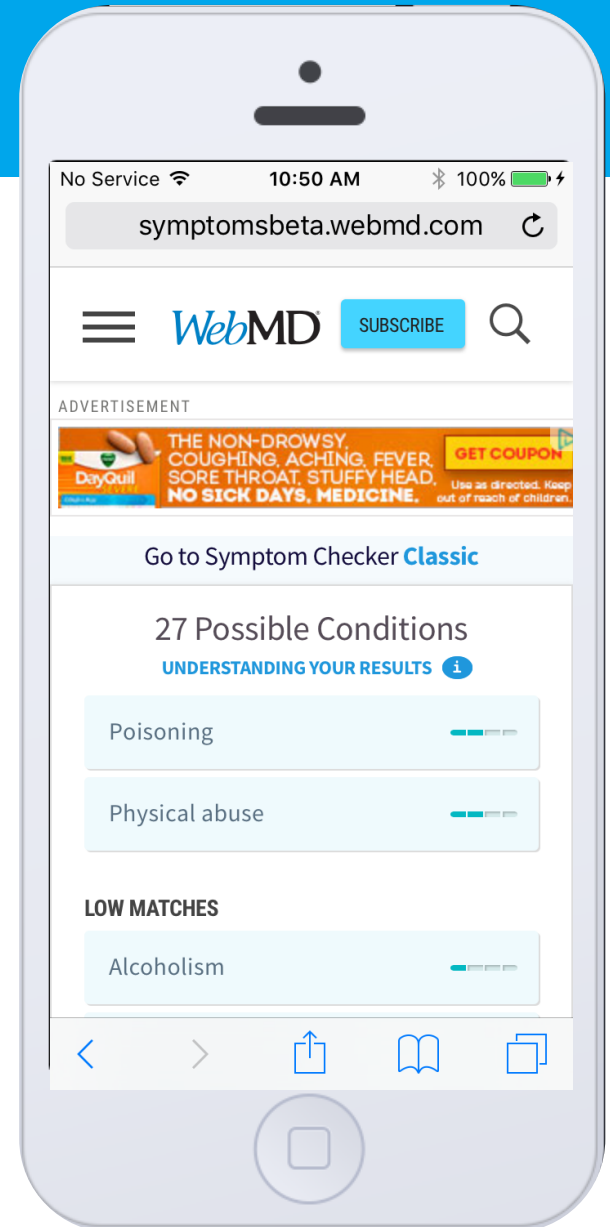
Lack of confidence in results

60% of users didn't think the results were accurate

I don't feel like I was able to do the specific things I wanted to... I don't feel confident in these results

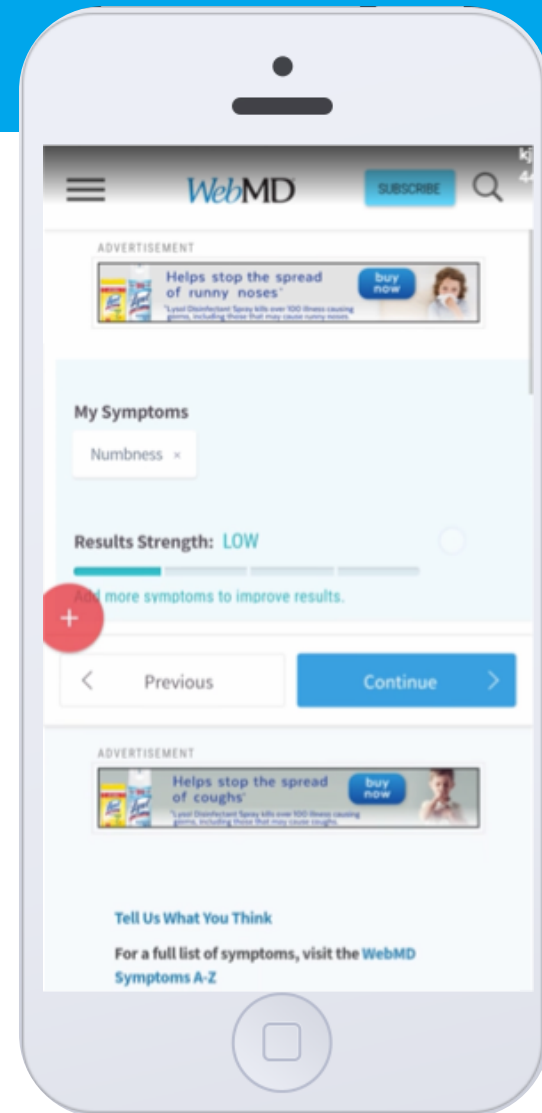
These are horrible, horrible issues here...i've got 31 conditions???

Maybe the problem is that I do not have enough symptoms to list to narrow it down.

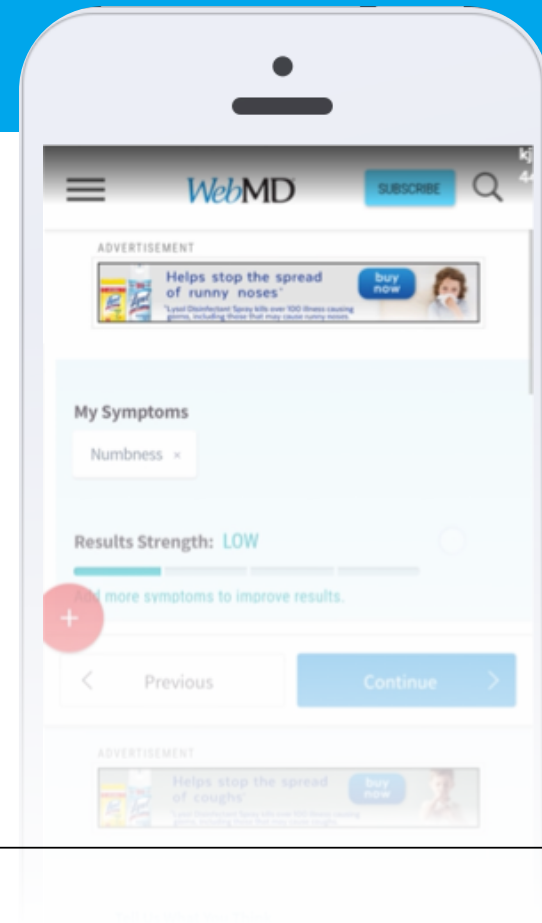


Other Observations

1 user read *"Add more symptoms..."*, clicked CONTINUE and thought that would allow them to ADD another symptom



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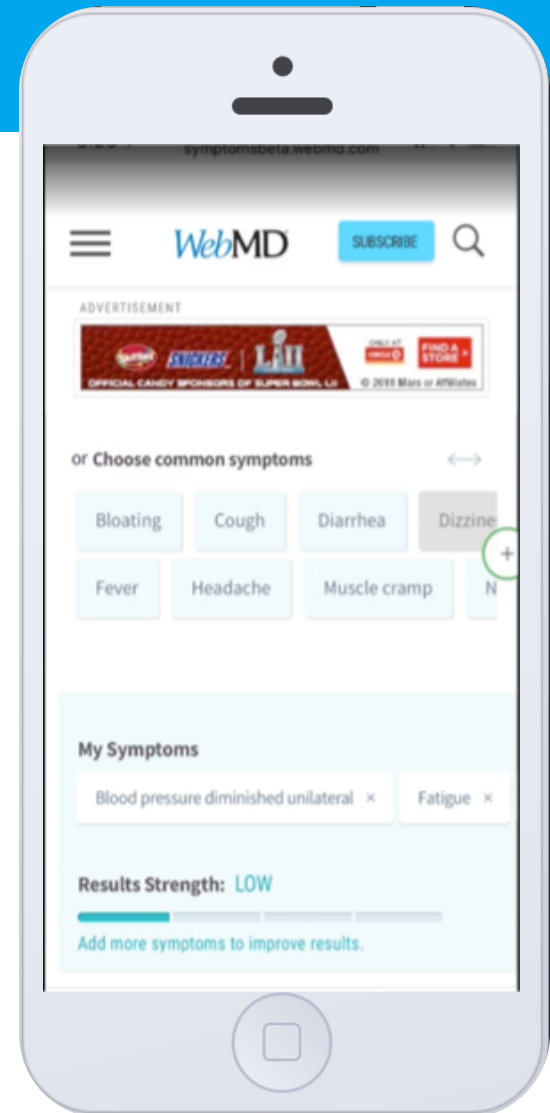


Recommendation

Associate the message *"Add more symptoms.."* closer to the symptoms or take it out since users generally add more than one. Also, users can be adding several symptoms and still see a *"low"* strength result.

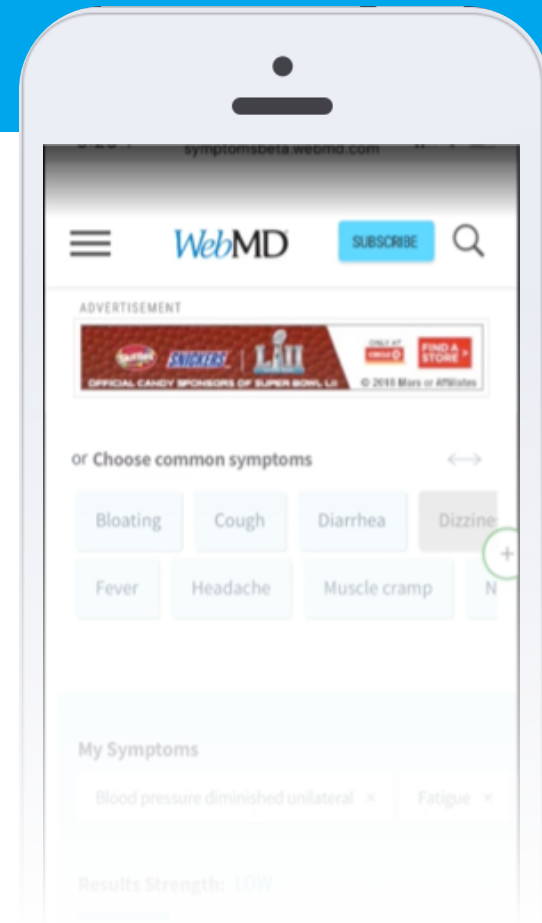
Scrolling side to side.

One user found it hard to scroll horizontally for the symptoms, and vertically to Continue.



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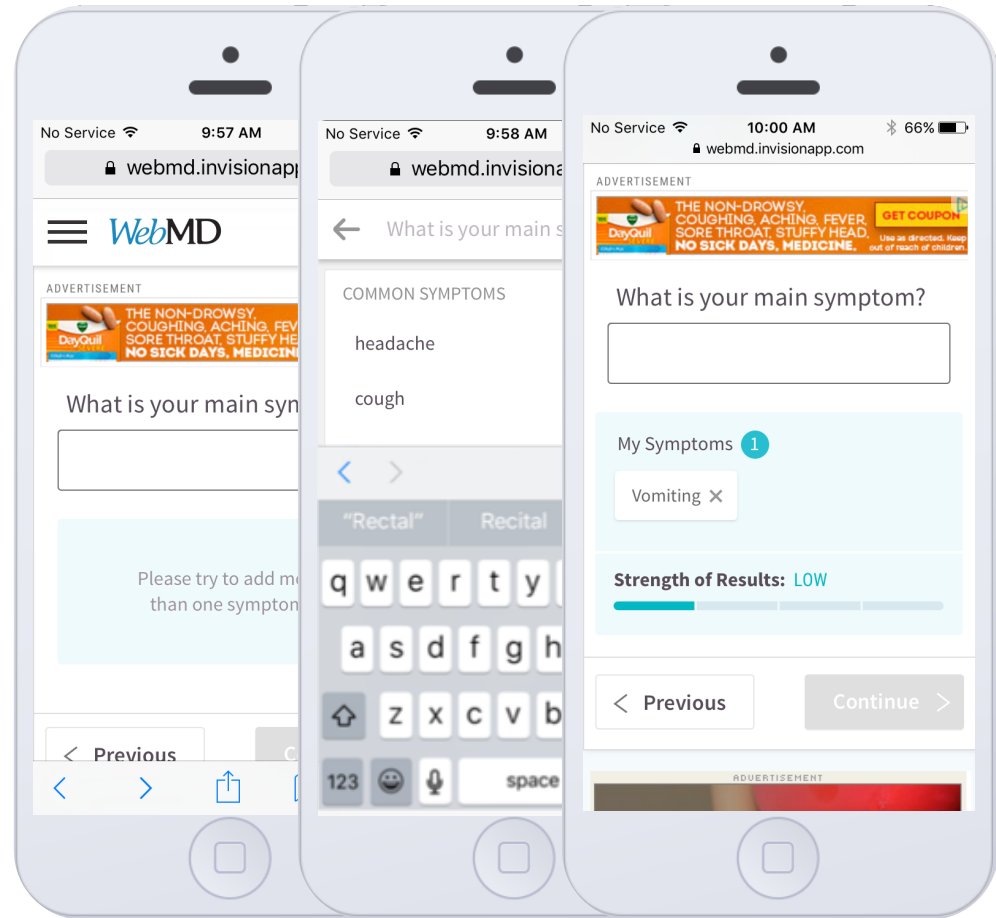


Recommendation

Take out the horizontal scroll and stack symptoms.

Summary of Recommendations

1. Simplify Symptoms screen
2. Stack symptoms so users don't have to swipe horizontally and vertically
3. Unstick the global header and banner; move the 300 x 250 ad a little lower
4. Layer takes over the screen with common symptoms when user taps on the symptom field
5. Improve database of symptoms; add a "Did you mean" to symptoms that are synonymous to what users are typing.
6. Keep the "Symptom not found message" after user taps on Done.
7. Don't expose the number of possible conditions



We asked users 3 follow-up questions

What frustrated you most about the site?

SCasey4444

Multiple sclerosis was not in there nor was rectal bleeding. Both are things I had an interest in.

Livi3

The lack of questions about symptoms lead me to only put a very vague symptom in therefore my results were not as accurate as they could have been.

Acronett

The symptoms I put in are most likely an ear or sinus infection. The insane diagnosis was very scary

Kjadmartin

I wasn't able to find the symptoms that I needed. I feel like I couldn't narrow them down good enough.

Karen S B

Scrolling side to side.

achardee

I just felt like I could not accurately answer the duration question, although I did feel like I could indicate a time of day when my symptoms were worse.

BeachBum1313

Just the way the page seemed messy with the symptoms running off the main screen. This made the site appear lightly less professional.

Sharno

Not enough possible symptoms displayed.

BBoswell6101

Not having a strong match to my symptoms.

Dinolane

I found the app to be slow in responding which may just be a prototype issue. Nothing else frustrated me.

If you had a magic wand,
how would you improve this site?

SCasey4444

add multiple sclerosis as a prior condition and add rectal bleeding as a symptom. Also you could add Lyrica as a medication.

Livi3

I would include leading questions about specific symptoms. For example do you have a fever, if you check that you have a cough it would ask what color sputum Etc. I feel like this would lead to more accurate results.

Acronett

I would want it to ask more questions to figure out what the symptoms mean.

Kjadmartin

I would add some more symptoms that involve the feet. or put a body part like with the descriptions like you could pick the reddish rash but then have it put what body part you're having the rash on. or pick numbness and then pick what body part you're having the numbness with.

Karen S B

Have everything vertical, scroll up and down. Make sure Advertising doesn't accidentally look like part of the real website. Make it clear where advertising area starts and stops. Load the full diagnostic codes, the website could not find small fiber neuropathy

achardee

Ask some more detail questions about direction/time of day

BeachBum1313

I would tighten the mobile view of the site, and I'd have the suggested symptoms update with each symptom entry.

Sharno

Just add s few more symptoms to hone in on the possible problem

BBoswell6101

I would love if once you selected a symptom it gave you a list of common related symptoms instead of only keeping the bare minimum

Dinolane

I don't know how to improve it. I put in my symptoms and it came up with possible causes, as expected

What did you like about the site?

SCasey4444

gives information about the condition which was interesting and also the treatments. And potential is really good if there was more put in there

Livi3

I like the idea of the site. I think that it looks nice and was easy to use.

Acronett

I like the ease of entering the info

Kjadmartin

that it was easy to use and you could quickly find results. I just didn't luck out in finding the results I needed personally.

Karen S B

The concept is good, just needs some tweaking. :)

achardee

Easy to use

BeachBum1313

Easy to use/navigate and seemed to work, as it spit out my condition with common symptoms! And I appreciated the categories of likely and unlikely.

Sharno

It's accuracy and its very thorough explanation of possible causes, symptoms and treatments

BBoswell6101

Easy to use and understand. The auto complete on the symptoms checker. The when to call the dr section

Dinolane

I liked the fact that I could put in symptoms and have possible causes come up. However, on a negative note, I have been told that restless legs can be caused by a number of factors including low magnesium. I would have liked to see more results. Thank you