

Findings Summary

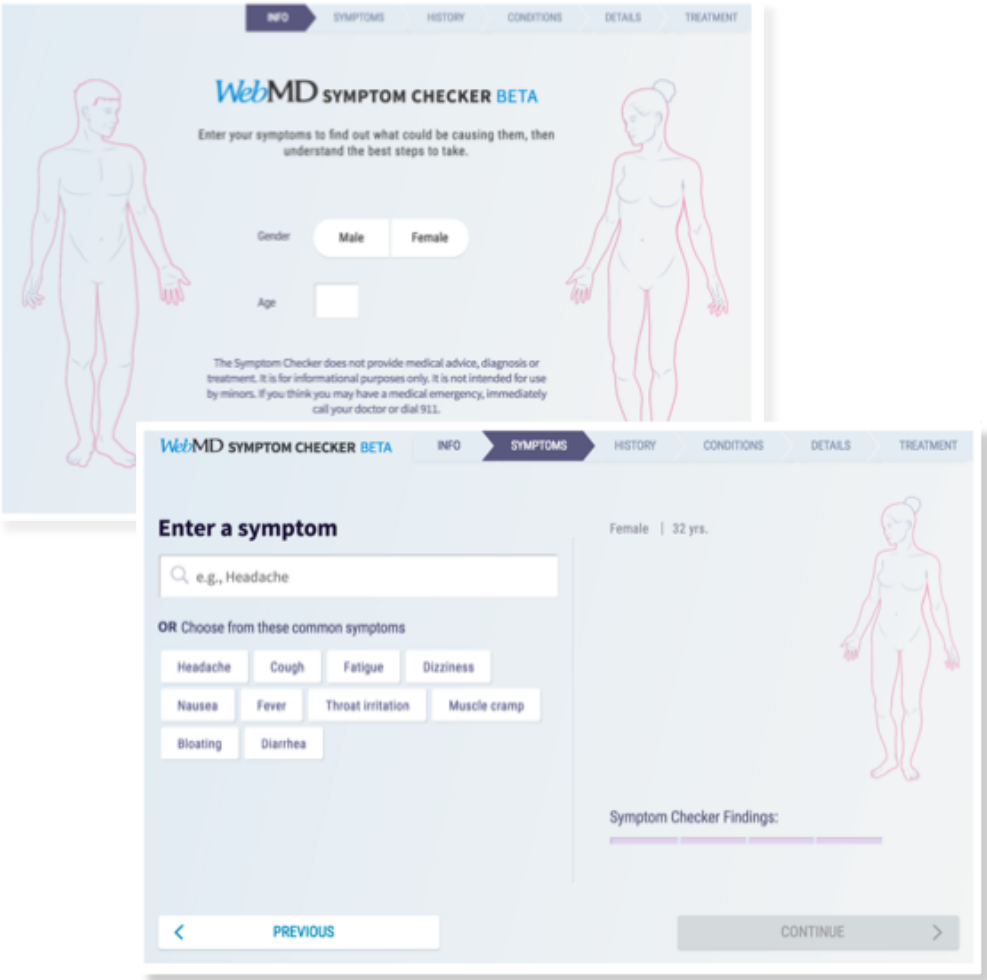
Successes

- PV/Vis Increase (+1 PV overall)
- Symptom search field (mobile + desktop)
- Common Symptoms (desktop)
- Users sharing medical history
 - Symptom duration
 - Medications
 - Pre-existing conditions
- Users browsing conditions & engaging with content

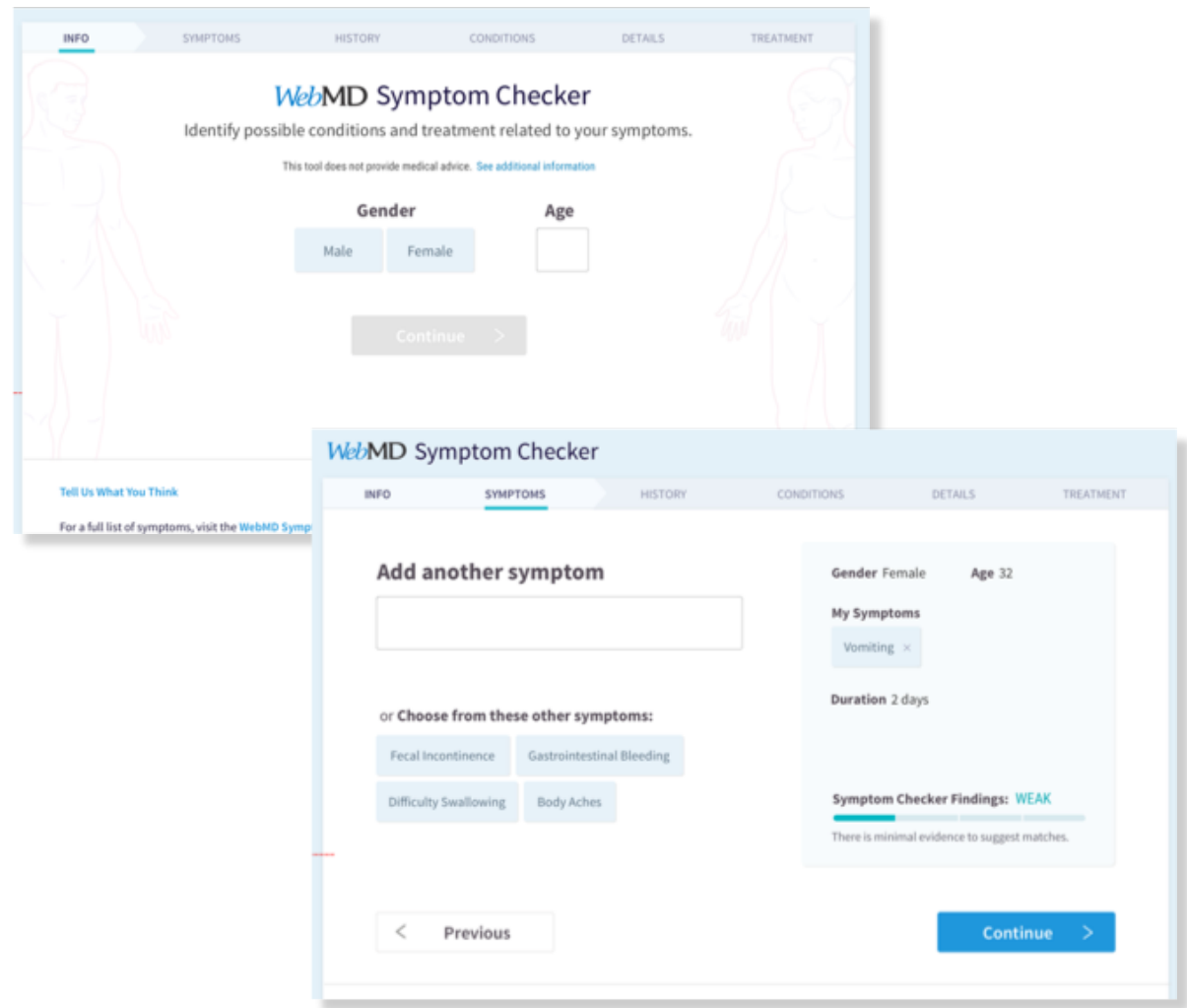
Opportunities/ Enhancements

- Users still click the body - Remove body view from all but first screen
- Landing Page dropoff on mobile - Remove landing page
- Treatment Info dropoff - Clearer navigation to Treatment
- Brighter color palette
- Update accuracy strength copy throughout tool

FINDINGS:
Users still clicked the body

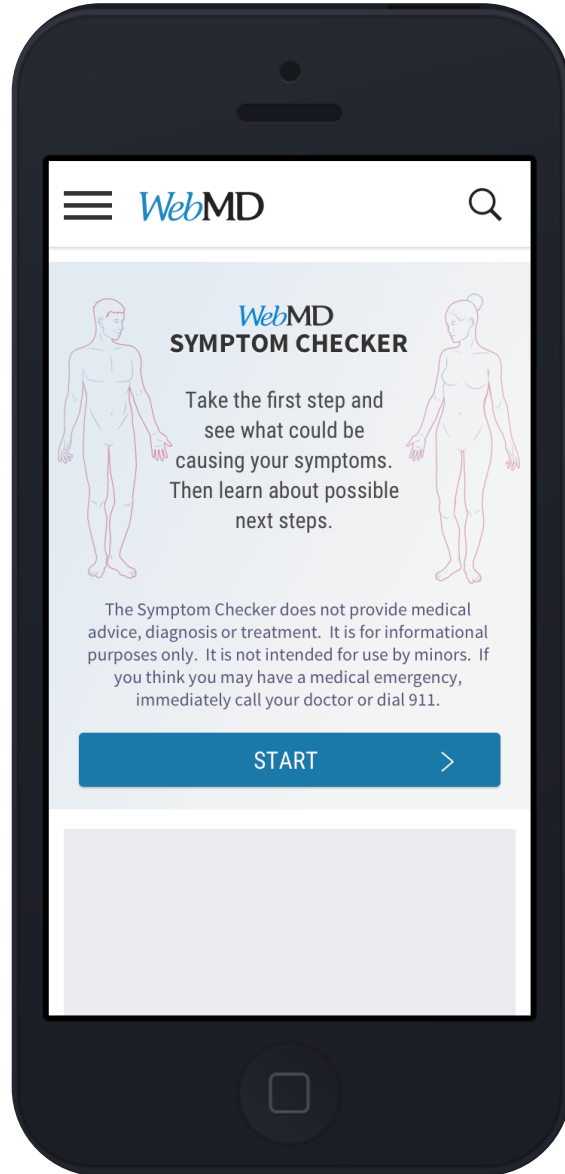


SOLUTION:
Remove body view from all but first screen



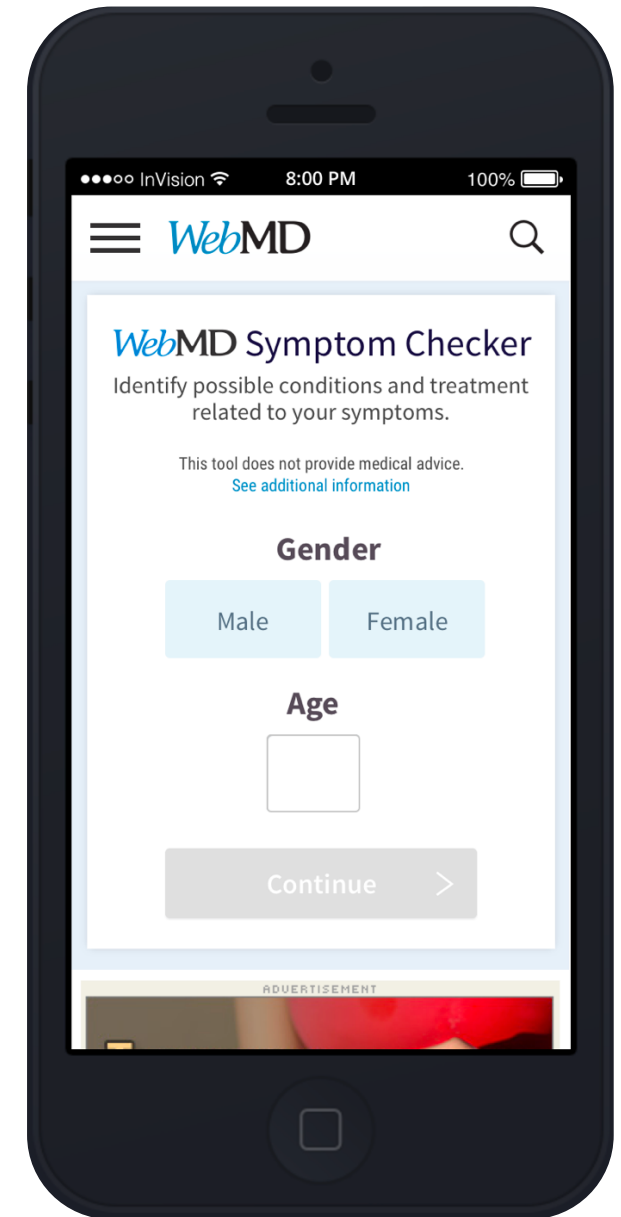
FINDINGS:

Landing Page drop-off on mobile



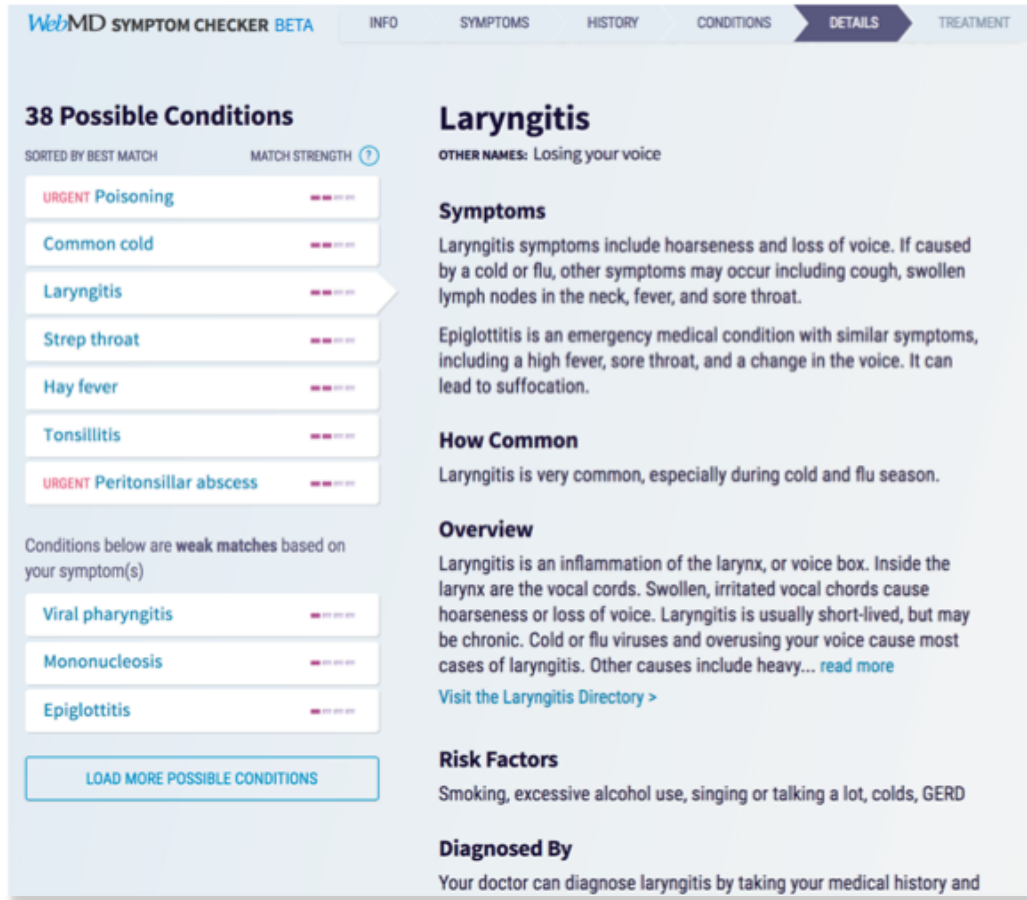
SOLUTION:

Remove landing page



FINDINGS:

Treatment Options drop-off



The screenshot shows the WebMD Symptom Checker interface for Laryngitis. The top navigation bar includes tabs for INFO, SYMPTOMS, HISTORY, CONDITIONS, DETAILS (selected), and TREATMENT. On the left, a list of 38 possible conditions is shown, sorted by best match. The top conditions are URGENT Poisoning, Common cold, Laryngitis (highlighted), Strep throat, Hay fever, Tonsillitis, and URGENT Peritonsillar abscess. Below this, a section for weak matches lists Viral pharyngitis, Mononucleosis, and Epiglottitis, with a button to load more conditions. The main content area for Laryngitis includes other names (Losing your voice), symptoms (hoarseness, loss of voice, cough, swollen lymph nodes, fever, sore throat), a description of Epiglottitis as an emergency condition, how common it is (very common), an overview (inflammation of the larynx), risk factors (smoking, alcohol, singing, colds, GERD), and diagnosis (by a doctor).

WebMD SYMPTOM CHECKER BETA

INFO SYMPTOMS HISTORY CONDITIONS **DETAILS** TREATMENT

38 Possible Conditions

SORTED BY BEST MATCH MATCH STRENGTH ?

- URGENT Poisoning
- Common cold
- Laryngitis
- Strep throat
- Hay fever
- Tonsillitis
- URGENT Peritonsillar abscess

Conditions below are weak matches based on your symptom(s)

- Viral pharyngitis
- Mononucleosis
- Epiglottitis

LOAD MORE POSSIBLE CONDITIONS

Laryngitis

OTHER NAMES: Losing your voice

Symptoms

Laryngitis symptoms include hoarseness and loss of voice. If caused by a cold or flu, other symptoms may occur including cough, swollen lymph nodes in the neck, fever, and sore throat.

Epiglottitis is an emergency medical condition with similar symptoms, including a high fever, sore throat, and a change in the voice. It can lead to suffocation.

How Common

Laryngitis is very common, especially during cold and flu season.

Overview

Laryngitis is an inflammation of the larynx, or voice box. Inside the larynx are the vocal cords. Swollen, irritated vocal chords cause hoarseness or loss of voice. Laryngitis is usually short-lived, but may be chronic. Cold or flu viruses and overusing your voice cause most cases of laryngitis. Other causes include heavy... [read more](#)

[Visit the Laryngitis Directory >](#)

Risk Factors

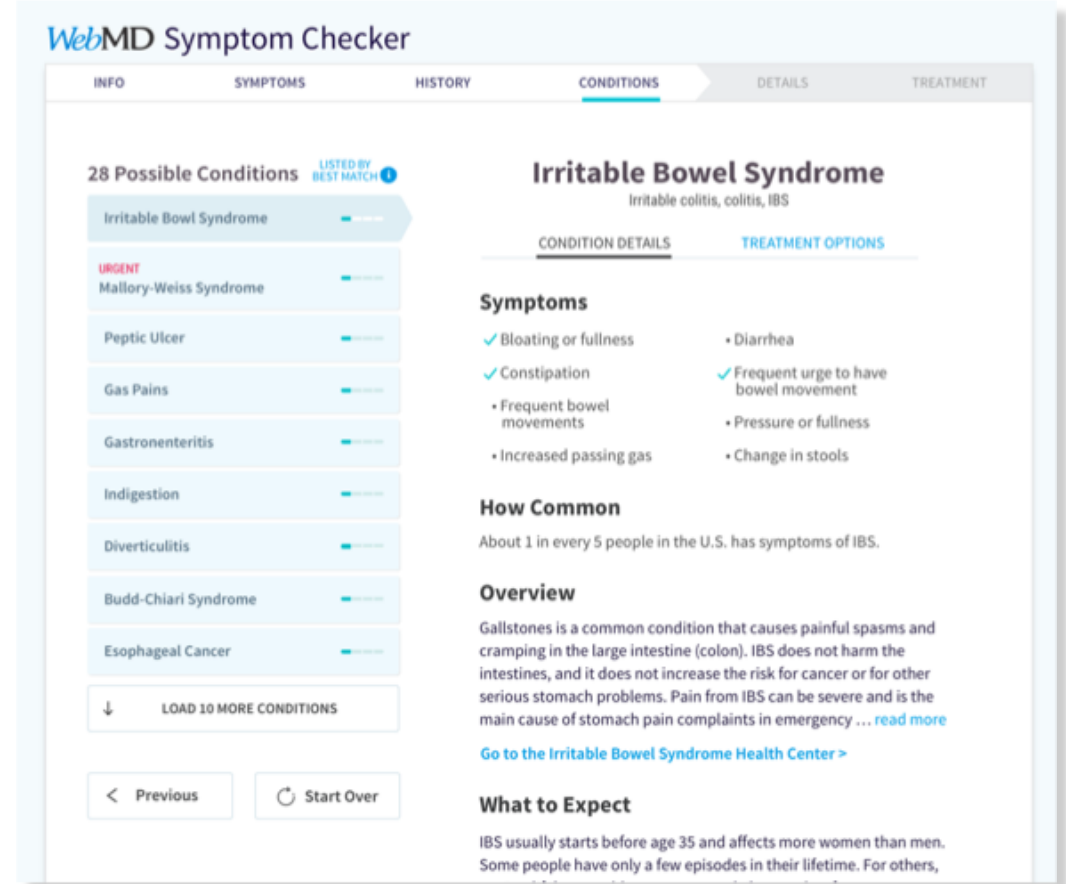
Smoking, excessive alcohol use, singing or talking a lot, colds, GERD

Diagnosed By

Your doctor can diagnose laryngitis by taking your medical history and

SOLUTION:

Clearer navigation to Treatment



The screenshot shows the WebMD Symptom Checker interface for Irritable Bowel Syndrome (IBS). The top navigation bar includes tabs for INFO, SYMPTOMS, HISTORY, CONDITIONS (selected), DETAILS, and TREATMENT. On the left, a list of 28 possible conditions is shown, sorted by best match. The top conditions are Irritable Bowel Syndrome (highlighted), URGENT Mallory-Weiss Syndrome, Peptic Ulcer, Gas Pains, Gastronenteritis, Indigestion, Diverticulitis, Budd-Chiari Syndrome, and Esophageal Cancer. Below this is a button to load 10 more conditions. The main content area for Irritable Bowel Syndrome includes condition details (Irritable colitis, colitis, IBS), treatment options, symptoms (bloating, constipation, frequent bowel movements, increased passing gas, diarrhea, frequent urge to have bowel movement, pressure or fullness, change in stools), how common it is (about 1 in every 5 people), an overview (painful spasms and cramping in the large intestine), and what to expect (usually starts before age 35). A link to the IBS Health Center is also provided.

WebMD Symptom Checker

INFO SYMPTOMS HISTORY **CONDITIONS** DETAILS TREATMENT

28 Possible Conditions

LISTED BY BEST MATCH ?

- Irritable Bowel Syndrome
- URGENT Mallory-Weiss Syndrome
- Peptic Ulcer
- Gas Pains
- Gastronenteritis
- Indigestion
- Diverticulitis
- Budd-Chiari Syndrome
- Esophageal Cancer

LOAD 10 MORE CONDITIONS

< Previous Start Over

Irritable Bowel Syndrome

Irritable colitis, colitis, IBS

CONDITION DETAILS TREATMENT OPTIONS

Symptoms

- ✓ Bloating or fullness
- ✓ Constipation
- Frequent bowel movements
- Increased passing gas
- Diarrhea
- ✓ Frequent urge to have bowel movement
- Pressure or fullness
- Change in stools

How Common

About 1 in every 5 people in the U.S. has symptoms of IBS.

Overview

Gallstones is a common condition that causes painful spasms and cramping in the large intestine (colon). IBS does not harm the intestines, and it does not increase the risk for cancer or for other serious stomach problems. Pain from IBS can be severe and is the main cause of stomach pain complaints in emergency ... [read more](#)

[Go to the Irritable Bowel Syndrome Health Center >](#)

What to Expect

IBS usually starts before age 35 and affects more women than men. Some people have only a few episodes in their lifetime. For others,

Brighter Color Palette



WebMD SYMPTOM CHECKER BETA

Enter your symptoms to find out what could be causing them, then understand the best steps to take.

Gender: ☐ Male ☒ Female

Age:

The Symptom Checker does not provide medical advice, diagnosis or treatment. It is for informational purposes only. It is not intended for use by minors. If you think you may have a medical emergency, immediately call your doctor or dial 911.

CONTINUE >



WebMD Symptom Checker

Identify possible conditions and treatment related to your symptoms.

This tool does not provide medical advice. [See additional information](#)

Gender: ☐ Male ☒ Female

Age:

Are you pregnant?
☐ Yes ☒ No

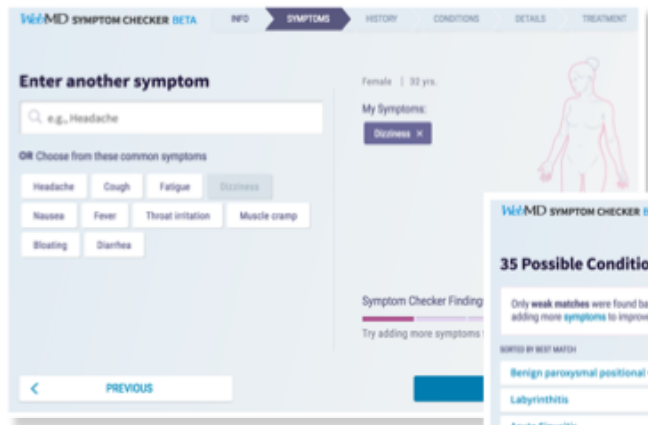
Continue >

Tell Us What You Think

For a full list of symptoms, visit the [WebMD Symptoms A-Z](#)

This tool does not provide medical advice. It is intended for informational purposes only. It is not a substitute for professional medical advice, diagnosis or treatment. Never ignore professional medical advice in seeking treatment because of something you have read on the WebMD Site. If you think you may have a medical emergency, immediately call your doctor or dial 911.

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WebMD SYMPTOM CHECKER BETA

Enter another symptom

OR Choose from these common symptoms

Headache Cough Fatigue **Dizziness** Nausea Fever Throat irritation Muscle cramp Bloating Diarrhea

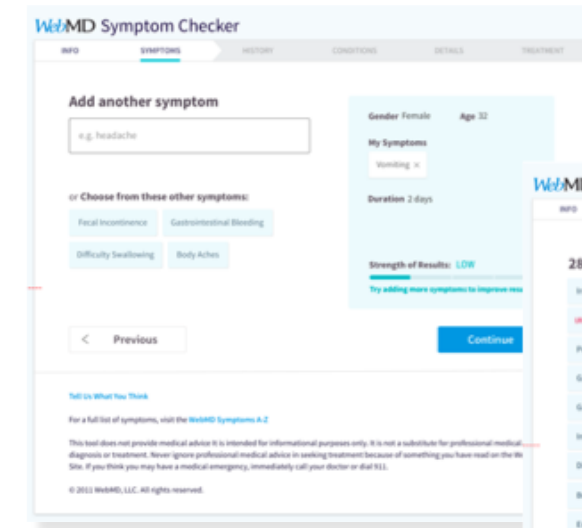
Female | 32 yrs.

My Symptoms: **Dizziness**

Symptom Checker Finding

Try adding more symptoms!

PREVIOUS



WebMD Symptom Checker

Add another symptom

OR Choose from these other symptoms:

Fecal incontinence Gastrointestinal Bleeding Difficulty Swallowing Body Aches

Gender: Female Age: 32

My Symptoms: Vomiting x

Duration: 2 days

Strength of Results: **LOW**

Try adding more symptoms to improve results

Previous

Continue

Tell Us What You Think

For a full list of symptoms, visit the [WebMD Symptoms A-Z](#)

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WebMD SYMPTOM CHECKER BETA

35 Possible Conditions

Only weak matches were found based on your symptom(s). Try adding more symptoms to improve the accuracy of your results.

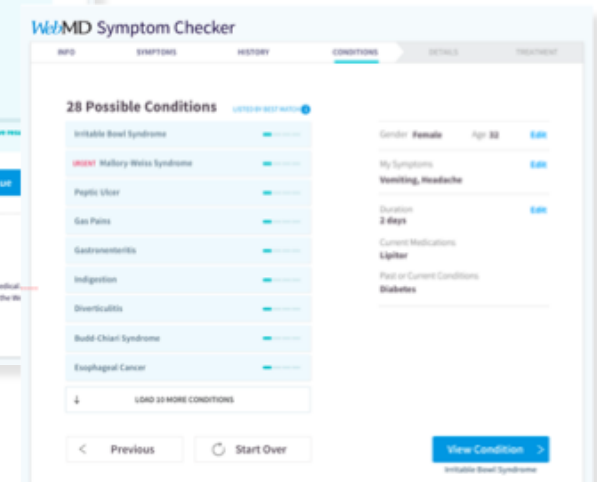
SORTED BY BEST MATCH MATCH STRENGTH

- Benign paroxysmal positional vertigo (BPPV)
- Labyrinthitis
- Acute Sinusitis
- Hyperventilation
- Iron Deficiency Anemia
- Aortic Stenosis
- Generalized anxiety disorder
- Hearing loss
- High blood pressure (hypertension)
- Influenza (flu) adults

LOAD MORE POSSIBLE CONDITIONS

Female | 32 yrs.

My Symptoms: **Dizziness**



WebMD Symptom Checker

28 Possible Conditions

- Irritable Bowel Syndrome
- IBS
- Malabsorption Syndrome
- Peptic Ulcer
- Gas Pain
- Gastroenteritis
- Indigestion
- Dyspepsia
- Build-Up Syndrome
- Esophageal Cancer

LOAD 10 MORE CONDITIONS

Previous Start Over

View Condition

Irritable Bowel Syndrome

Gender: Female Age: 32

My Symptoms: Vomiting, Headache

Duration: 2 days

Current Medications: Lighter

Past or Current Conditions: Diabetes

Update accuracy strength copy throughout tool

WebMD Symptom Checker

INFO **SYMPTOMS** HISTORY CONDITIONS DETAILS TREATMENT

Add another symptom

e.g. headache

or **Choose from these other symptoms:**

Fecal Incontinence

Gastrointestinal Bleeding

Difficulty Swallowing

Body Aches

Gender Female **Age** 32

My Symptoms

Vomiting ×

Duration 2 days

Results Strength: **LOW**

Try adding more symptoms to improve results.

< Previous

Continue >