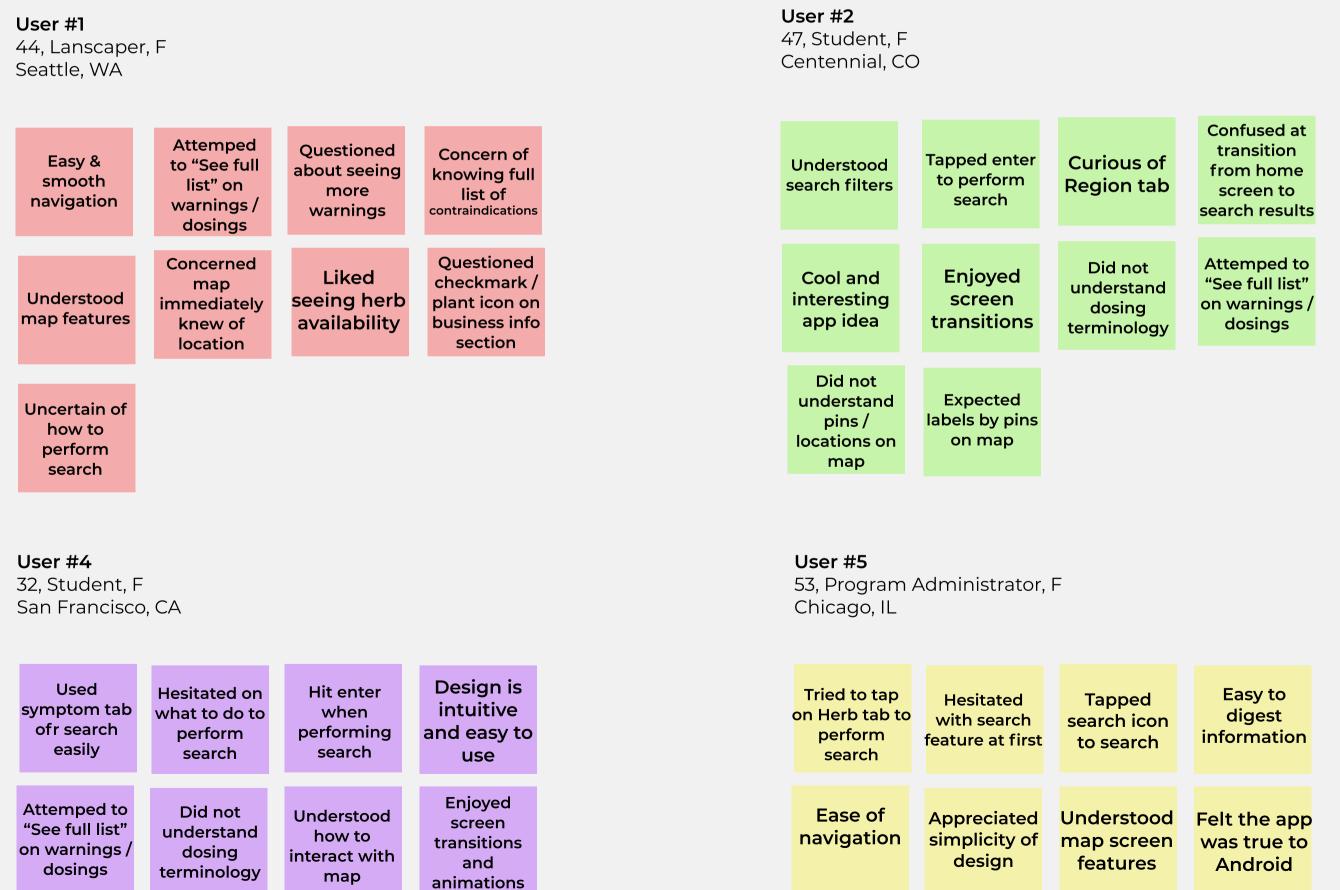# Affinity Map Findings

All observations from usability tests were conducted remotely. Each color represents a different participant. Age, occupation, gender and location of participant are above each clustering.

Participants
- 6 participants
- Ages 30-70
- Mobile app users

User #1
44, Lanscaper, F
Seattle, WA

Easy & smooth navigation	Attempted to "See full list" on warnings / dosings	Questioned about seeing more warnings	Concern of knowing full list of contraindications
Understood map features	Concerned map immediately knew of location	Liked seeing herb availability	Questioned checkmark / plant icon on business info section
Uncertain of how to perform search			

User #2
47, Student, F
Centennial, CO

Understood search filters	Tapped enter to perform search	Curious of Region tab	Confused at transition from home screen to search results
Cool and interesting app idea	Enjoyed screen transitions	Did not understand dosing terminology	Attemped to "See full list" on warnings / dosings
Did not understand pins / locations on map	Expected labels by pins on map		

User #3
32, Student, F
Oakland, CA

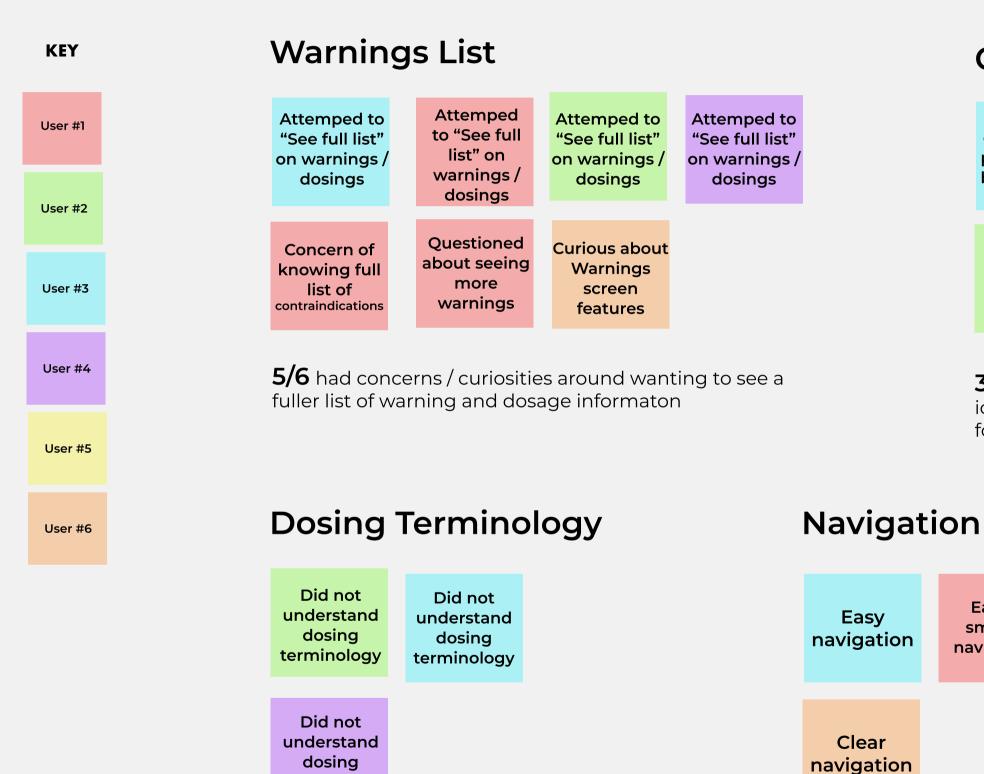|			
Unsure of Resources icon in footer	Enjoyed screen transitions	Easy navigation	Intuitive design
Attemped to "See full list" on warnings / dosings	Did not understand dosing terminology	Understood how to use map	Questioned checkmark / plant icon on business info section

User #4
32, Student, F
San Francisco, CA

Used symptom tab ofr search easily	Hesitated on what to do to perform search	Hit enter when performing search	Design is intuitive and easy to use
Attempted to "See full list" on warnings / dosings	Did not understand dosing terminology	Understood how to interact with map	Enjoyed screen transitions and animations

User #5
53, Program Administrator, F
Chicago, IL

Tried to tap on Herb tab to perform search	Hesitated with search feature at first	Tapped search icon to search	Easy to digest information
Ease of navigation	Appreciated simplicity of design	Understood map screen features	Felt the app was true to Android

User #6
34, Student, F
New York, NY

Used symptoms tab for search easily	Hit enter when performing search	Intuitive flow	Liked minimal design
Clear navigation	Curious about Warnings screen features	Hesitated to notice find this herb CTA	Enjoyed screen transitions & interactions

Patterns

The following patterns were observed. Notes are grouped into clusters to find common themes throughout participants' experiences.

KEY

- User #1
- User #2
- User #3
- User #4
- User #5
- User #6

Warnings List

- Attemped to "See full list" on warnings / dosings
- Attempted to "See full list" on warnings / dosings
- Attemped to "See full list" on warnings / dosings
- Attemped to "See full list" on warnings / dosings
- Concern of knowing full list of contraindications
- Questioned about seeing more warnings
- Curious about Warnings screen features

5/6 had concerns / curiosities around wanting to see a fuller list of warning and dosage informaton

Questioning Icons

- Questioned checkmark / plant icon on business info section
- Questioned checkmark / plant icon on business info section
- Unsure of Resources icon in footer
- Did not understand pins / locations on map
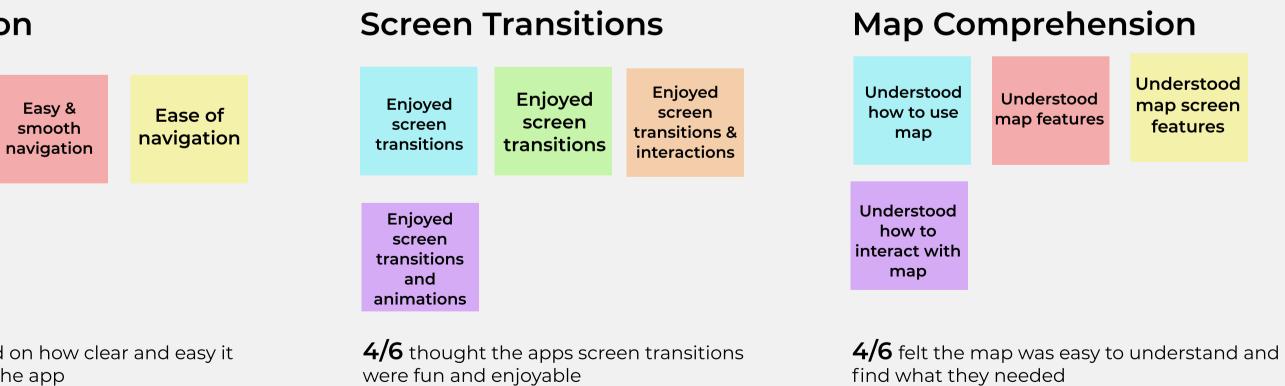- Expected labels by pins on map
- Curious of Region tab

3/6 raised questions around identity of icons on the business section, map and footer navigation

Intuitive Design

- Intuitive design
- Liked minimal design
- Intuitive flow
- Easy to digest information
- Design is intuitive and easy to use
- Cool and interesting app idea
- Appreciated simplicity of design
- Liked seeing herb availability

6/6 had positive commentary on the layout and intuitive nature of the design

Hesitations

- Uncertain of how to perform search
- Hesitated with search feature at first
- Hesitated on what to do to perform search
- Hit enter when performing search
- Hit enter when performing search
- Tapped enter to perform search

5/6 had hesitiations - mostly around performing their search once information was entered and tapping 'enter' on their keyboards to move forward

Dosing Terminology

- Did not understand dosing terminology
- Did not understand dosing terminology
- Did not understand dosing terminology

3/6 did not understand the dosing terms used decribed to prepare the herb

Navigation

- Easy navigation
- Easy & smooth navigation
- Ease of navigation
- Clear navigation

4/6 commented on how clear and easy it was to navigate the app

Screen Transitions

- Enjoyed screen transitions
- Enjoyed screen transitions
- Enjoyed screen transitions & interactions
- Enjoyed screen transitions and animations

4/6 thought the apps screen transitions were fun and enjoyable

Map Comprehension

- Understood how to use map
- Understood map features
- Understood map screen features
- Understood how to interact with map

4/6 felt the map was easy to understand and find what they needed

Symptoms Search

- Used symptoms tab for search easily
- Understood search filters
- Used symptom tab ofr search easily

3/6 understood how to search for their symptoms based on switching the filtered tab

Insights + Suggestions

The following was determined from analyzing previous patterns and synthesizing possible solutions for the future redesign.

INSIGHTS

- Users had concerns / curiosities around wanting to see a fuller list of warning and dosage informaton

- The dosing terminology was not understood by users, especially the word "tincture"

- Users raised questions around identity of icons on the business section, map and footer navigation

- Users had hesitiations - mostly around performing their search once information was entered and tapping 'enter' on their keyboards to move forward

SUGGESTIONS

- Create a screen that shows a more comprehensive list of drugs that interact with the herb

- Within resources, add a list of terminologies commonly used in herbalism to familiarize themselves with methods / applications

- Update icon in business section to have text that says "Available" instead of a checkmark - pins on map to have location names next to them - clearer image of a book for Resources icon in footer

- Add an arrow icon in search field to indicate where to begin searching for the entered information

Priority Matrix

The previous insights and suggestions are prioritized by the amount of impact and effort needed to complete.

HIGH

IMPACT

Proceed

- Add an arrow icon in search field to indicate where to begin searching for the entered information

- Update icons in business section, pins on map with labels next to them and foot navigation for Resources

Schedule

- Create a screen that shows a more comprehensive list of drugs that interact with the herb

- Within resources, add a list of terminologies commonly used in herbalism to familiarize themselves with methods / applications

Consider

Eliminate

LOW

HIGH

EFFORT