Revitalizing the Symptom Checker
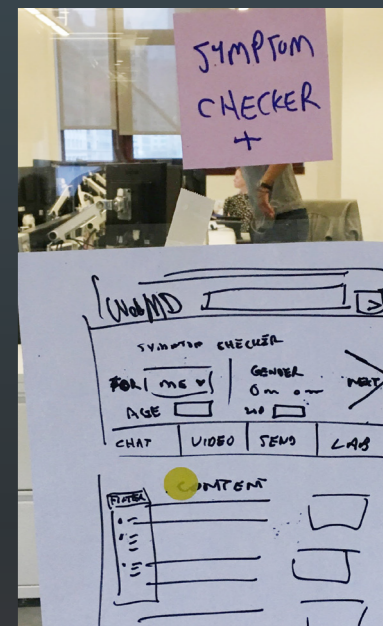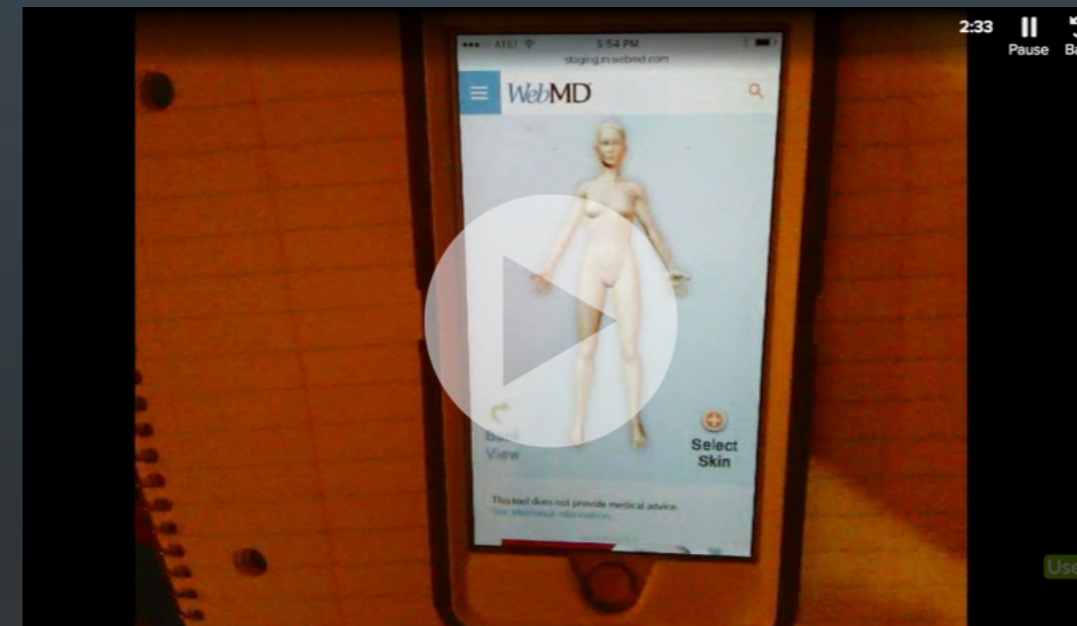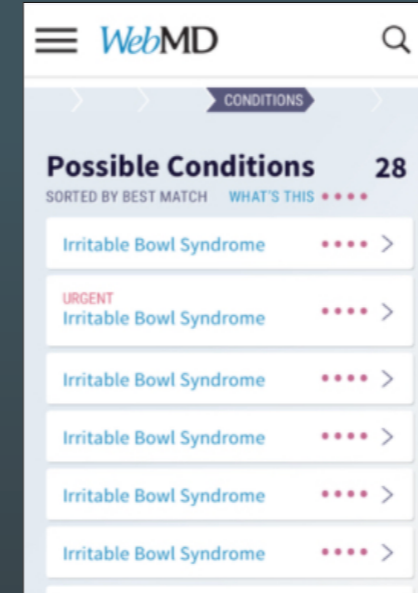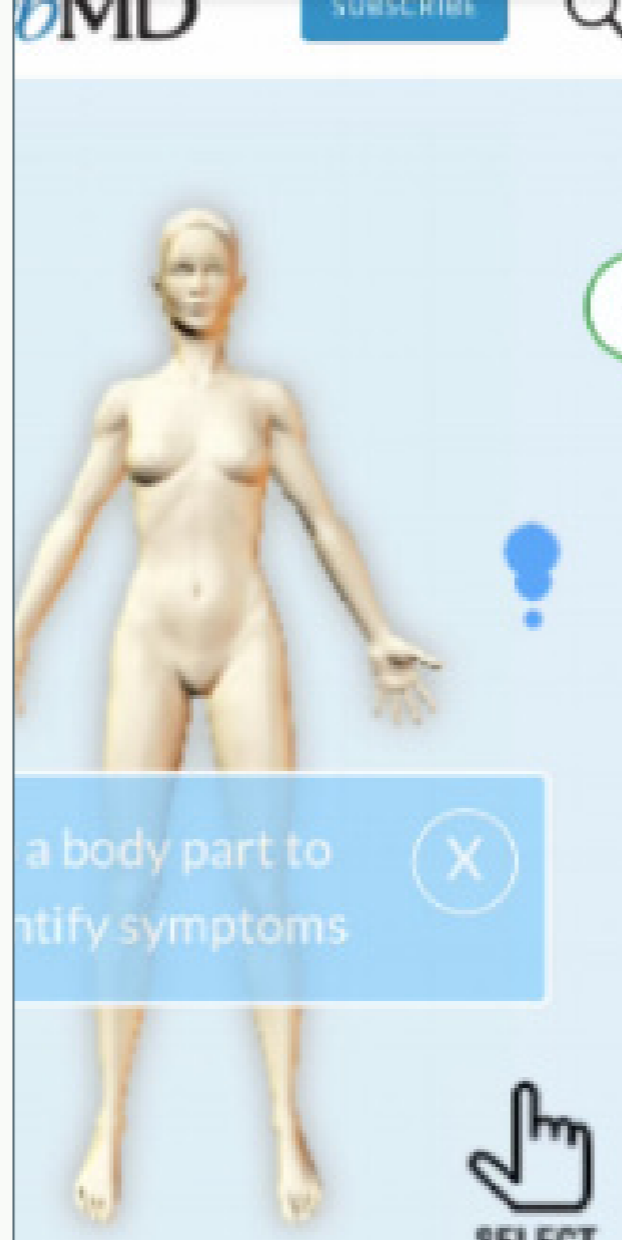
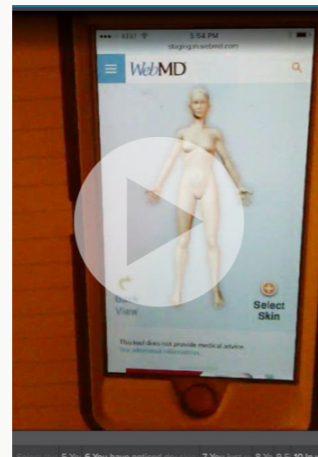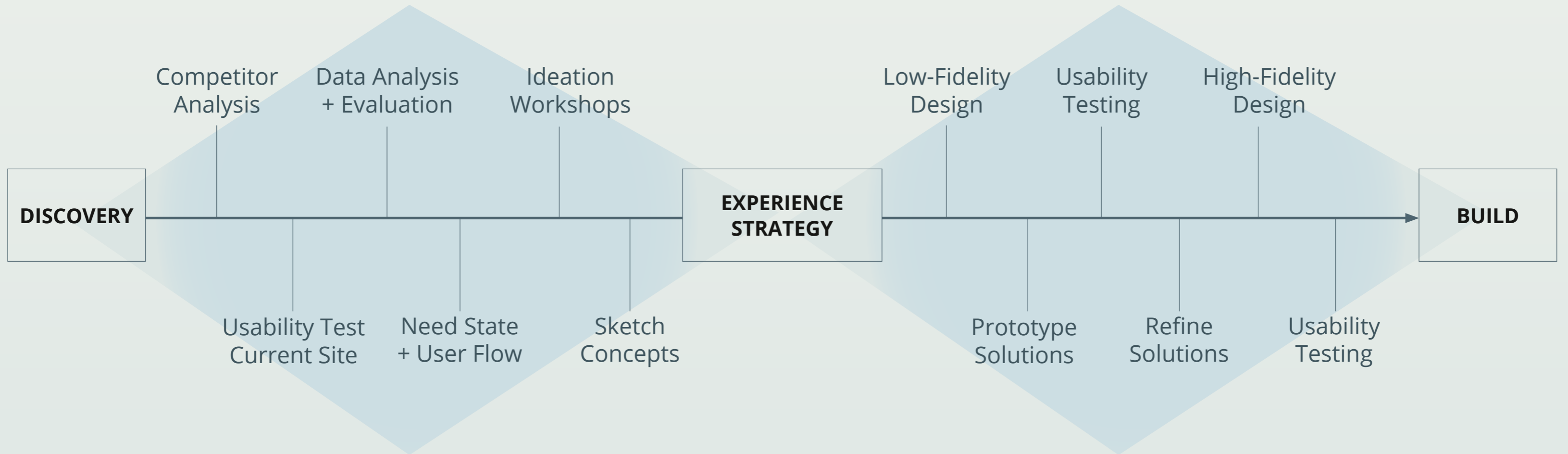*A responsive redesign of an iconic health diagnosis guide*

GOALS

- Support all users on all devices (responsive)

- Improve accuracy of results through gathering more data from users
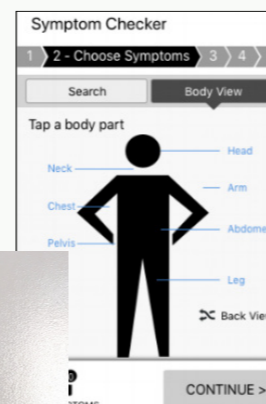
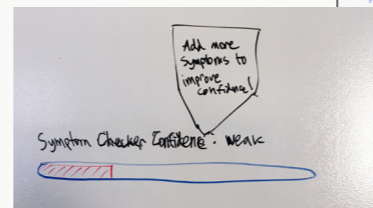- Modernize design and improve user overall user experience
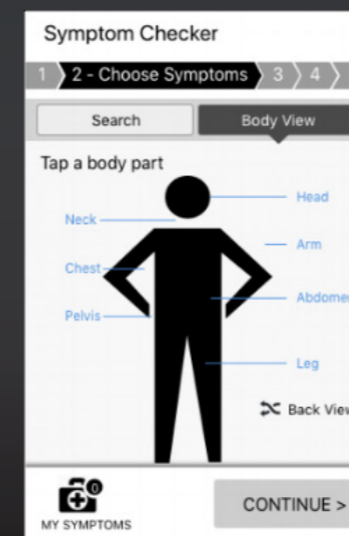
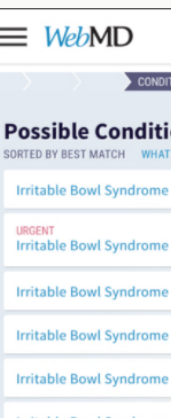# Case Study: Symptom Checker
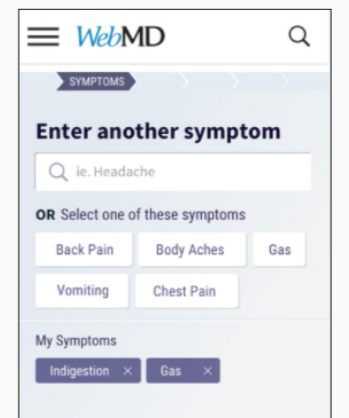
DEFINITION

EXECUTION

DISCOVERY

Competitor Analysis

Data Analysis + Evaluation

Ideation Workshops

Usability Test Current Site

Need State + User Flow

Sketch Concepts

EXPERIENCE STRATEGY

Low-Fidelity Design

Usability Testing

High-Fidelity Design

Prototype Solutions

Refine Solutions

Usability Testing

BUILD

- 7 USABILITY TESTS
- 58 PARTICIPANTS
- 38 TASKS PERFORMED

Symptom Checker
1 | 2 - Choose Symptoms | 3 | 4 | 5
Search | Body View
Tap a body part
Neck — Head
Chest — Arm
Pelvis — Abdomen
— Leg
Back View
CONTINUE >

Add more symptoms to improve confidence!
Symptom Checker Confidence - weak

" Would be easier if I could just type in [my symptoms] "

USER QUOTE

WebMD
WebMD SYMPTOM CHECKER
Take the first step and see what could be causing your symptoms. Then learn about possible next steps.
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.
START

WebMD
SYMPTOMS
Enter another symptom
ie. Headache
OR Select one of these symptoms
Back Pain | Body Aches | Gas
Vomiting | Chest Pain
My Symptoms
Indigestion | Gas

WebMD
CONDI
Possible Conditi
SORTED BY BEST MATCH WHAT
URGENT
Irritable Bowl Syndrome
Irritable Bowl Syndrome
Irritable Bowl Syndrome
Irritable Bowl Syndrome
Irritable Bowl Syndrome

Case Study: Symptom Checker

DISCOVERY + GOALS

The body map took 88% longer to find symptoms than using the list (mobile)

Half of all users switched to the symptoms list view after struggling with the body map

Many users struggled to enter a second symptom (mobile)

Motivate users to enter more symptoims and data

Improve orientation and data entry on smaller screen sizes

SOLUTIONS

Create touch-friendly sections on body map that drill down to body parts and/or symptoms.

Make symptom search field more prominent and include an auto-complete feature

Provide related symptoms suggestions

Create results accuracy indicator to let users know they need to enter more information

Break up data entry into steps and add a progress indicator

BETA TEST RESULT

100% of participants completed all tasks with ease

100% of participants quickly understood how to enter a second symptom

100% of participants used the words like "easy" to describe their overall experience