

Homeopathy Helps



Web App Design Project

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PROJECT OVERVIEW

Background

Homeopathy is a system of natural health that aims to activate a person's own ability to heal, rather than to treat symptoms. During the past decade, self-healing has steadily gravitated towards web interaction and away from self-help books. The few existing homeopathy websites are difficult to use due to language and organizational format that require users to have prior knowledge about homeopathy or medical health.

Overview

Homeopathy Helps will be a content source web application (app) with easy menu topics for general users and a specific menu topic for users already equipped with background information. The app will be developed to guide a user with plain language, minimal clicks, and simple instructions. The emphasis of the site will be information sharing to help users match minor ailments with the appropriate homeopathic remedy and to introduce or increase knowledge about homeopathy and specific homeopathic remedies.

Demographics

Homeopathy can be used by anyone wishing to manage minor, self-limiting ailments. However, this web app will primarily target three groups:

- Adult natural health consumers using homeopathy as a support to health for themselves and family
- Natural health store employees needing to help shoppers find an appropriate homeopathic remedy or information about a remedy
- Homeopathy clients choosing to self-manage minor ailments for themselves and family between homeopathy consult appointments

Goals

Improved user experience over existing homeopathy websites:

- Simpler navigation to desired information
- Interface requiring no previous knowledge about homeopathy
- Interface requiring no medical knowledge about ailments

Access to homeopathy resources at the point of purchase:

- Additional remedy information
- General homeopathy information
- Directory listing of board-certified homeopathic practitioners

Outcomes

The success of *Homeopathy Helps* will be measured by conducting four quarterly, post-market, one-on-one interviews with at least three representatives from each target group: natural health consumers, natural health store employees, and homeopathy clients. Interviewees will be asked general questions about app aesthetics and specific questions about remedy and information-finding navigation and search results. To ensure ongoing success of the web app, fixes and refinements will be made in a manner that supports the app's original purpose and improves overall usability. The interview questions will be based on five areas of focus:

- Ability of app to efficiently guide users to a remedy recommendation
- Ability of user to easily navigate to remedy recommendation page
- Ability of app to efficiently guide users to information about a specific remedy
- Ability of user to easily search for remedy information by name
- User satisfaction with quality and quantity of additional information about homeopathy and 66 common remedies sold in retail stores

Recommendation

The proposed homeopathy web app, *Homeopathy Helps*, offers IID the ability to simply and efficiently meet information needs of consumers seeking to self-manage minor ailments with homeopathy or obtain homeopathy information. This proposal details Penned Intent's design and development ideas and the process used to successfully manage the project from ideation to product launch.

PROJECT APPROACH

Penned Intent approaches each project by focusing on client directives, user requirements, and a realistic time to completion goal. The following statements provide information about Penned Intent's process from planning to product delivery/implementation.

Planning – Penned Intent meets with key personnel, who will directly influence project scope and have authority to approve each project phase, to collect and understand company goals, requests, and preferred design elements. To foster open communication, Penned Intent provides summaries of meetings and other communications throughout the planning stage for review and approval. While initial planning drives overall project goals, this phase continues throughout the entire process allowing for modifications and revisions as needed. **User group data collected during this phase and personas/scenarios prepared.**

- ❖ **Definition of Project Requirements** – As an extension of planning, Penned Intent recommends project team, research, and content requirements including, but not limited to, 1) project focus as defined by planning stage, 2) project team list, 3) project content, 4) project design elements, 5) research findings, 6) technology development, and 7) project testing.

Project Design – Penned Intent is actively involved in all phases of project design. Rather than a static phase, project design is part of the overall process to encourage discovery of ideas and concepts that emerge during various stages of the project. The primary focus of Project Design is to take the project from independent design elements; such as theme, user interaction, and visual details; to a unified product that meets client and end-user goals. **App pages designed, information architecture planned, and homeopathy content collected during this phase.**

Development – During project development, all client requirements, design elements, research findings, and project content begins to take shape. Penned Intent views this phase as more than a nuts and bolts assembly process. To ensure the project meets end-user needs, additional research via target group interviews is conducted throughout the development phase to avoid costly modifications later in the process. **App built, content input, user test 1, and modifications based on user testing completed during this phase.**

Implementation – When the finished product tests successfully, for both project team and end user groups, the product is delivered to the client. In addition, Penned Intent will provide recommendations based on product design, user research, and product content for product launch and related communications. **User test 2, modifications based on user testing, and launch completed during this phase.**

Extension – During the twelve months following product launch date, Penned Intent will conduct quarterly target group interviews to ensure quality and make necessary fixes to original design and development aspects. In addition, Penned Intent, at the request of the client, can recommend modifications and other product line extensions. These services, beyond the original scope of the project, will be billed separately.

SCOPE OF WORK

Start date: 5/18/15

Finish date: 11/6/15

Penned Intent was requested by IID to provide all design and development processes and services necessary to construct a homeopathy information web application. The estimated 24-week timeline, from initial design to functioning web app, is detailed in Table 1.

WEEK	TASK	MILESTONES (APPROVAL)
1: May 18 – 22	1. Collect IID directives and goals for project 2. Determine IID preferred design elements	
2/3 May 25 – June 5	1. Determine web app project team members 2. Conduct User Group interviews	
4/5/6: June 8 – 26	1. Define roles of and provide job descriptions to web project team members 2. Choose homeopathy content.	Provide User Group Info: definitions, interview findings, personas, and scenarios
7: June 29 – July 3	1. Choose thematic elements for web app 2. Begin web design process	
8/9/10: July 6 - 24	1. Homeopathy content refined for user experience	
11/12: July 27 – August 7	1. Prepare site map, wireframe, and content inventory.	Provide site map/taskflows, wireframe, and content inventory. Mid-project IID approval point
13/14/15: August 10 - 28	1. Build Search functions	
16/17/18: Aug 31 – Sept 18	1. Test search functions 2. Load content and re-test search functions	
19: Sept 28 – Oct 2	1. Conduct user group interviews and collect feedback	Provide User Test 1 results and proposed modifications
20/21: October 5 – 16	1. Fix and modify per user feedback	
22/23: October 19- 30	1. Conduct user interviews with same groups as before 2. Modify/fix or finalize web app per user feedback	Provide User Research Plan and Test Results
24: November 2 – 6	1. Deliver final product to IID	Final IID approval needed

Table 1. Scope of Project.

Assumptions

Penned Intent will be responsible for all User Experience design of the web application, including all homeopathy information content.

IID will give detailed feedback on all aspects of the web application design and development when requested and at 6 week and 12 week/final milestones. **IID** will also provide any required assets, including, but not limited to, fonts, color schemes, and brands.

By **11/6/2015** (or later as deemed necessary by both IID and Penned Intent), Penned Intent will deliver a fully-functioning homeopathy information web app. In return, IID will have paid week 6, week 12, week 18, and final payments.

DELIVERABLES

Based on the web app project request, Penned Intent will provide the following deliverables, during the term of the project, for IID consideration:

- **User Group Information** – definitions, interview findings, personas, and scenarios. **Delivered on Week 6**
- **Site map and Taskflows** – Visual of site page hierarchy and details of user options and navigation paths. **Delivered on Week 12**
- **Annotated wireframe** – Layout of app pages with overview and explanations. **Delivered on Week 12**
- **Content summary** – Detailed summary and placement of app content. **Delivered on Week 12**
- **User Test 1 Results** – Feedback collected from target user groups: natural health consumers, and homeopathy clients. **Delivered on Week 19**
- **User Research Plan and Test Results** – Feedback collected from same target user groups in User Test 1. **Delivered on Week 22**

Homeopathy Helps User Groups

Group 1: Adult natural health consumers

- **Goal:** To use homeopathy as a support to health for themselves and family
- **Roles:** Adults including, but not limited to, parents, grandparents, college students
- **Demographics:**
 - Age - 18+
 - Gender - Mostly female with some younger males
 - Career - Professionals with disposable income for items, not covered by health insurance, such as remedies
- **Experience:** Mostly college graduates with a basic grasp on handheld technology; usage will vary but will be highest for parents and grandparents acting as caregivers for children/grandchildren; little or no homeopathy education or experience

Group 2: Natural health store employees

- **Goal** – To help shoppers find a homeopathic remedy or information about a homeopathic remedy
- **Roles** – Adults with the primary purpose of selling products to consumers
- **Demographics:**
 - Age 18+
 - Gender – Male and female distribution almost equally
 - Career – Hourly employees and salaried department managers
- **Experience:** Approximately half are college graduates; all have experience with handheld technology; usage will vary depending on customer requests; minimal homeopathy education and experience

Group 3: Homeopathic clients

- **Goal** - To self manage minor ailments for themselves and family members between homeopathy consult appointments
- **Roles** – Adults and family members seeking an efficient, cost-effective way to manage minor ailments
- **Demographics:**
 - Age - 18+
 - Gender – Approximately 2/3 female and 1/3 male
 - Career – Professionals with disposable income for items not covered by insurance, such as remedies
- **Experience:** Most are college graduates; all have basic experience with technology; usage will vary depending on how often recommended to clients; intermediate knowledge about homeopathy

Homeopathy Helps Interview Questions

Three adult volunteers, representing each of the User Groups, were asked several questions to determine User Requirements for the *Homeopathy Helps* web app:

What do you know about homeopathy and homeopathic remedies?

1. What information about homeopathy/remedies would you like to have?
2. How do you search for info about homeopathy/remedies now?
3. How (Why if new to homeopathy) would you use a homeopathy web app?
4. How can information be presented to make it easier for you to learn about homeopathy and find homeopathic remedies for your ailments? Would it be easier to search by symptom or affected body part?

User Representative A – adult interested in natural health but with no previous education or experience with homeopathy

1. *I've heard the term but I don't know anything about it.*
2. *One of my friends swears by homeopathy for her kids' stomach viruses so I guess I would like to know how to pick out a remedy that would help my kids.*
3. *I don't. I use a few natural products and I usually just ask the store employee.*
4. *If it was easy to use, I would use it right in front of the remedy displays I have seen.*
5. *Simple and quick information. By body part.*

User Representative B – local natural health store employee with significant natural health knowledge but with very little knowledge about homeopathy

1. *I know homeopathic Arnica is good for bumps and bruises.*
2. *I would like to be able to help customers choose a remedy that would help them.*
3. *I have a book at my desk, but I would like a better way to learn more about remedies.*
4. *I would use it to enter customer symptoms so we could quickly find the remedy*
5. *I don't have a medical background so the app would have to help me out by telling me what to do. In the books it is sometimes hard to know where to look for someone who feels sick at their stomach – Stomach? Nausea? Virus? – I think by affected body part.*

User Representative C – homeopathy client with moderate level of homeopathy education and experience

1. *My practitioner has taught me about how homeopathy works and a little bit about the constitutional remedy I am taking.*
2. *I would like to be able to choose a remedy for me or my family. Also, I would like more information about the remedies: source of remedy and what it helps.*
3. *I have a book, but it reads above my level in homeopathy. I use the index and try get what I need or I ask my practitioner.*
4. *I would use it at home and at the store. I have a small homeopathic remedy kit at home and the app would be nice to use say in the middle of the night when my daughter spikes a fever. That would save me paying an after hour's fee at the homeopathy clinic.*
5. *I recognize names of remedies so I would like to be able to search by remedy name to find more information. But, if I am trying to choose a remedy for my daughter's fever, the process needs to be simple because I don't have a lot of medical experience and quick, saving me from having to having to pull out my at home medical reference to figure out what to enter into the app. I would prefer body part over symptom because I might not know the right word.*

Homeopathy Helps User Requirements

User Requirements are based on information collected from representatives of the three User Groups targeted by *Homeopathy Helps*: Adult natural health consumers, natural health store employees, and homeopathic clients. Demographics for the groups, mostly college educated females, are consistent with demographics found on Alexa.com for a similar homeopathy website. Although user roles and homeopathy experience levels differ between groups, user goals and requests are similar for all groups:

- Learn more about the subject of homeopathy and common homeopathic remedies
- Choose remedies to manage self-limiting ailments
- Use web app at store to find and purchase (or sell for retail employee) correct remedy
- Find symptom search path using body part affected instead of symptom name
- Search remedy information using name of remedy
- Make the search process simple and efficient

User Requirements

1. General homeopathy information – philosophy, history, principles, special considerations – written in plain language
2. Additional remedy information, including remedy's natural source and other remedy uses, for common homeopathic remedies
3. Remedy recommendations for most common ailments of head, eyes, ears, nose, mouth, throat, neck, chest, stomach, bladder, uterus, rectum, limbs, and skin.
4. Brief, additional remedy information for user to differentiate between remedy recommendations
5. Remedy recommendations to come from the group of single remedies most commonly sold in natural health stores
6. List of common ailment characteristics be categorized by body part affected
7. Function to find additional information from an alphabetized remedy name list
8. Simplicity and Efficiency – no matter the homeopathy education and experience level, each user group representative asked for simplicity in search functions, information provided, and site navigation and efficiency in overall user experience.

Users A-C & Scenarios

CLIENT CALLIE

Age: 48

Occupation:
Print business owner

Location:
Little Rock, Arkansas

Passionate about
gardening!



Professional female

College graduate

Disposable income

Intermediate knowledge
about homeopathy

Self and family use

“...the app would be great at night when my daughter spikes a fever
...to save an afterhours fee.”

Meet Callie, long-time homeopathy client, who keeps regular appointments for herself and family to manage chronic conditions. Callie’s life is B-U-S-Y as she energetically bounces between work and family commitments. Lately, her kids are in constant crisis mode, “going from one injury or illness to the next”, and Callie’s budget is stretched from afterhours clinic fees. Callie has an at-home homeopathic remedy kit and a homeopathy guidebook; however, the book is cumbersome, requiring her to flip between *physical symptom*, *remedy description*, and *dosing* sections. Callie states she finds a remedy only about 40% of the time; a big waste of time since she usually ends up calling the homeopathic practitioner anyway. Callie, inquisitive by nature, wants to know more about the remedies that she and her family take, but she has no time to wade through pages of poorly organized or overly technical information. Homeopathy is Callie’s “timesaver” because she and her family get well faster; a homeopathy app would make the process even better.

Mobile Comfort Level

- iPhone , iPad
- Personal and Business communication
- Business and Pleasure reading
- App usage for business/commerce
- App usage for entertainment

User Goals

- Efficient functions
- Remedy recommendation
- Remedy information
- Home and onsite use

Client Callie

Scenario

Callie's son breaks his arm during a hockey match on Tuesday afternoon. While waiting at the ER, Callie uses *Homeopathy Helps* app to see if there might be a remedy for broken bones. She clicks Arm – Break – Medically set and casted Y/N? – Yes – Remedy recommendation: Symphytum 30C. Callie clicks on Symphytum and discovers the remedy is derived from the comfrey plant, which has been used for generations to help with bone healing.

After leaving the ER, she makes a quick stop at a natural food store to pick up dinner and purchase the remedy. Upon arriving home, Callie is greeted by the sitter saying that Callie's daughter "started complaining of a headache around 3PM." Callie settles her son in the living room with dinner and his favorite TV show before checking on her daughter. Callie finds her daughter lying in her darkened bedroom with a washcloth over her face. Her daughter says the head pain is awful, light makes her eyes hurt, and the cold cloth makes her head feel better. Callie can feel the heat radiating from her daughter's reddened skin and the thermometer registers 100.5 degrees.

For the second time that day, Callie uses *Homeopathy Helps*; this time clicking on Head – Fever –Remedy recommendation: Belladonna 30C; the extra information in the A-Z Remedy List confirms her choice. Callie finds the remedy in her home kit and gives it to her daughter. Too busy to read more about the remedy, Callie stays up most of the night tending to her son and daughter's needs.

This scenario underscores the importance of 1) efficient search functions starting with body part and ending with remedy recommendation, 2) remedy recommendation, if possible, should be one readily available at most natural health stores, 3) efficient search function by remedy name. Callie was able to meet the health needs of her children with homeopathic remedies available in the natural health store and in her home kit, all while avoiding afterhours call fees. In addition, Callie was able to easily find more information about both remedies in two different ways, one at the time of recommendation and one later at a time more convenient to her.

NEW NANCY

Age: 37

Occupation: Realtor

Location:
Little Rock, Arkansas

Loves animals...
especially her pet goat!



Professional Female

College graduate

Disposable income

Minimal homeopathy
knowledge

Self and family use

“...I would use the app at the store’s remedy display.”

Meet Nancy, a recent natural health convert, who is overwhelmed by all of the natural products sold in stores. Nancy wants to learn more about homeopathy and the remedies that have helped her friend’s kids so much. With two young children and a booming business to manage, Nancy laughed when her friend recommended a twenty chapter book. She says she is lucky to get through *Good Night, Moon* before falling into bed each night. While her family maintains fairly good health, her children experience their share of bumps, stomach viruses, and fevers. “I don’t have time to study this subject, so the app will have to take me step by step. More than likely, I will use it at the store’s remedy display.” Nancy’s life works like that; she runs her business and personal life from her mobile phone, usually while simultaneously corralling her children. Nancy’s “dream app” would take care of all of the steps: what remedy to buy, how much remedy to dose, and how often to dose. And, of course, the recommended remedy needs to be available in stores where she shops... a tall order from a multi-tasking mom seeking an alternative way to support her family’s health.

Mobile Comfort Level

- iPhone
- Personal and Business communication
- App usage for business and commerce

User Goals

- Simple functions
- Homeopathy Information
- Remedy Recommendation
- In store use

New Nancy

Scenario

The phone rings as Nancy leaves her client's home. It is her children's daycare coordinator calling to report her son has vomited twice in the past thirty minutes. On her way to pick up her son, Nancy unsuccessfully attempts to get an appointment with the pediatrician, the on-call nurse suggesting a bland diet and fluids until his appointment the next day. Remembering the *Homeopathy Helps* app, she calls the daycare to say she will be there in 30 minutes relaying the nurse's instructions. The coordinator says that her son seems fine between vomiting episodes, asking for cold water, but the water quickly comes back up. Nancy stops at a natural health store and heads straight to the remedy display armed with the new app. She clicks Stomach-Nausea & Vomiting and matches the characteristics with the Remedy recommendation: Phosphorous 30C. In less than five minutes, Nancy is on her way to pick up her son.

Nancy gives her son the remedy dose and the vomiting subsides just as painless, frequent diarrhea begins. Nancy uses *Homeopathy Helps* again and clicks Rectum – Diarrhea – Remedy recommendation: Phosphorous 30C. So, Nancy continues to dose with Phosphorous.

A couple of weeks later while waiting for an appointment, Nancy plays around with the *Homeopathy Helps* app. In approximately five minutes, she learns how homeopathy and remedies work. The Principles of Homeopathy make sense to her so she wonders if homeopathy could help her son's eczema. She clicks Skin...but finds nothing specific about eczema. Therefore, she clicks on Find a Practitioner and is directed to the directory of board-certified practitioners who are currently practicing in the US.

In this scenario, Nancy, who knows nothing about homeopathy, is able to relieve her son's symptoms naturally and efficiently by using an app. Because *Homeopathy Helps* meets the user "wherever" they are, even Nancy was able to meet her need during the first user interaction. In addition, she was also able to use *Homeopathy Helps* to increase her knowledge and find a practitioner who can hopefully help with her son's more chronic condition.

RETAIL

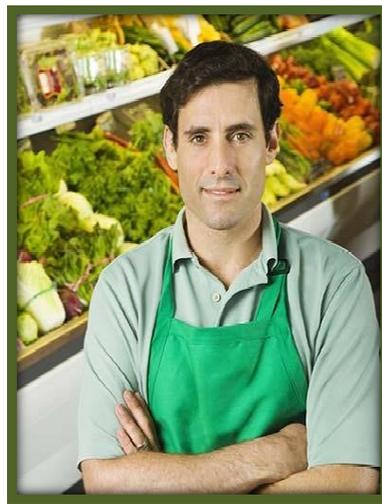
RANDY

Age: 33

Occupation:
Natural health store
section manager

Location:
Little Rock, Arkansas

Hobbies:
Cycling and hiking



Male and female

Some college

Hourly and salaried

**Basic homeopathy
knowledge**

Customer use

“...the app will help me find a remedy that will *help* my customers.”

Meet Randy, section manager, who has worked his way up the retail ladder in a national natural health store. Randy enthusiastically greets customers, working hard to give “the ultimate in customer service”. He makes recommendations, gives opinions, and shares knowledge about his department’s products. By default, natural health store employees, like Randy, often working from a limited knowledge base, educate and guide consumers about important health choices. To provide even better customer service, Randy would like a simple smart phone app to use as a tool to help customers find a remedy, and to read and learn more about homeopathy. “I know from personal experience that homeopathy works great! A guy in my cycling club gave me some Arnica after I wrecked my bike. My bruises healed in half the time! I just don’t know how to choose the right remedy.” Like other retail stores, Randy’s department is minimally staffed, so the app should “quickly guide me to a remedy that we sell in the store.” Randy’s user needs include simplicity, efficiency, and expanded information, when requested. In exchange for a great app, Randy offered to promote the app to customers.

Mobile Comfort Level

- Android
- Personal and Business communication
- Business and Pleasure reading
- App usage for business and commerce
- App usage for entertainment

User Goals

- Remedy recommendation
- Homeopathy information
- Remedy Information
- In store use

Retail Randy

Scenario

When, Randy greets customers with a smile and an encouraging, “how may I help you?” he has learned to be mentally sharp and ready for the customer’s answer. For example, Consumer Charlie is having an allergic reaction to something in his environment that neither he nor his medical doctors can uncover. His face, eyes, and hands have a red rash, are puffy-swollen, and have burning pain. Benadryl has done nothing to help the condition, so Charlie is hoping Randy can help. Randy whips out his phone and starts the *Homeopathy Helps* app. He tells Charlie that normally he could only offer topical suggestions such as soothing salves and creams; however, the new app just might have a solution. Randy clicks on Skin – Rashes & Warts - Remedy recommendation: Apis mellifica 30C.

Charlie is desperate for help so he is a willing consumer; however, he wants to know what’s in the remedy. Randy clicks on Apis and gets this information. *Apis mellifica is derived from the stinger of the honey bee. Ailments helped by this remedy typically have redness, swelling, and burning pains – the same sensations one gets when stung by a bee.* Charlie tells Randy he initially thought he had been stung because of how the reaction progressed. Charlie chooses to purchase the remedy, and Randy is pleased because he was able to help.

Over time, Randy studies the *Homeopathy Helps* app so he is better able to answer customer requests and questions. In addition, he asks his department employees to also download and use the app. The app meets Randy’s desire to offer “ultimate customer service” and help customers to help themselves.

Content Inventory

Homeopathy Helps Content Inventory

The content inventory for Homeopathy Helps is lengthy due to the number of subpages necessary to guide users through ailment characteristic queries to find a remedy recommendation. In addition, the number of static-content, remedy information pages totals sixty-seven. Lengthy content aside, the site has five main content areas (color-coded for easier viewing): Home, About, Find A Remedy, A-Z Remedy List, and FAQs. Within each area, content length and type varies little because the site design follows a consistent format for information sharing for both static content and search functions.

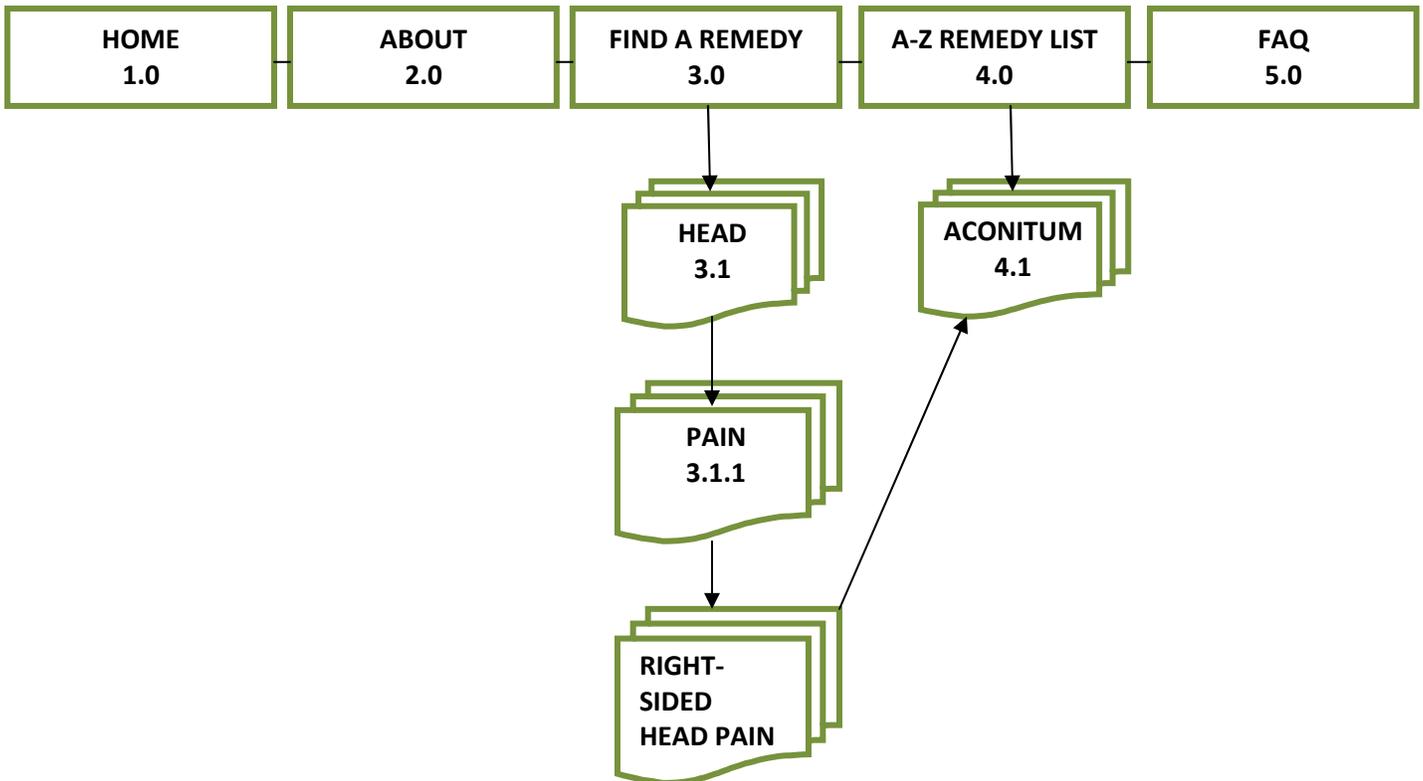
Number	Labels	Content	Tasks	Comments	Length
1.0	Home	Text		Post leads to About	10 words
2.0	About	Text/Links		About site & homeopathy	225 words
3.0	Find a Remedy	Text	Search by body part	Primary site purpose	15 words
3.1	Head	Text	Search by head	Body part search option	1 word
3.1.1	Pain	Text	Enter path via Pain	Specific characteristics	5 words
3.1.2	Fever	Text	Enter path via Fever	"	apx 100
3.1.3	Dizziness	Text	Enter path via Dizziness	"	apx 100
3.2	Eyes	Text	Search by eyes	Body part search option	10 words
3.2.1	Discharge	Text	Enter path via Discharge	Specific characteristics	10 words
3.3	Ears	Text	Search by ears	Body part search option	10 words
3.3.1	Pain	Text	Enter path via Pain	Specific characteristics	apx 100
3.3.2	Stopped	Text	Enter path via Stopped	"	apx 100
3.4	Nose	Text	Search by nose	Body part search option	10 words
3.4.1	Discharge	Text	Enter path via Discharge	Specific characteristics	10 words
3.5	Mouth	Text	Search by mouth	Body part search option	10 words
3.5.1	Teeth	Text	Enter path via Teeth	Specific characteristics	50 words
3.6	Neck	Text	Search by neck	Body part search option	10 words
3.6.1	Pain	Text	Enter path via Pain	Specific characteristics	apx 100

3.7	Throat	Text	Search by throat	Body part search option	10 words
3.7.1	Pain	Text	Enter path via Pain	Specific characteristics	apx 100
3.7.2	Hoarseness	Text	Enter path via Hoarseness	Specific characteristics	apx 100
3.8	Chest	Text	Search by chest	Body part search option	10 words
3.8.1	Cough	Text	Enter path via Cough	Specific characteristics	10 words
3.9	Stomach	Text	Search by stomach	Body part search option	10 words
3.9.1	Nausea & Vomiting	Text	Enter path via N&V	Specific characteristics	apx 100
3.9.2	Indigestion	Text	Enter path via Indigestion	Specific characteristics	apx 100
3.10	Bladder	Text	Search by bladder	Body part search option	10 words
3.10.1	Urination	Text	Enter path via urination	Specific characteristics	apx 100
3.11	Uterus	Text	Search by uterus	Body part search option	10 words
3.11.1	Pain	Text	Enter path via Pain	Specific characteristics	apx 100
3.12	Rectum	Text	Search by rectum	Body part search option	10 words
3.12.1	Constipation	Text	Enter path via constipation	Specific characteristics	apx 100
3.12.2	Diarrhea	Text	Enter path via Diarrhea	"	apx 100
3.12.3	Hemorrhoids	Text	Enter path via hemorrhoids	"	apx 100
3.12.4	Worms	Text	Enter path via worms	"	apx 100
3.13	Limbs	Text	Search by limbs	Body part search option	10 words
3.13.1	Ailments	Text	Enter path via ailments	Specific characteristics	50 words
3.14	Skin	Text	Search by skin	Body part search option	10 words
3.14.1	Ailments	Text	Enter path via ailments	Specific characteristics	10 words
4.0	A-Z Remedy List	Text	Search by Remedy Name	Secondary site purpose	10 words
4.1	A- C	Text		Remedy info/image	1,050 wds
4.2	D- N	Text		"	1,350 wds
4.3	O- Z	Text		"	1,000 wds
5.0	FAQ	Text/Links		FAQs for entire site	1,000 wds

Site Map & Task Flows

HOMEOPATHY HELPS Site Map & Task Flows

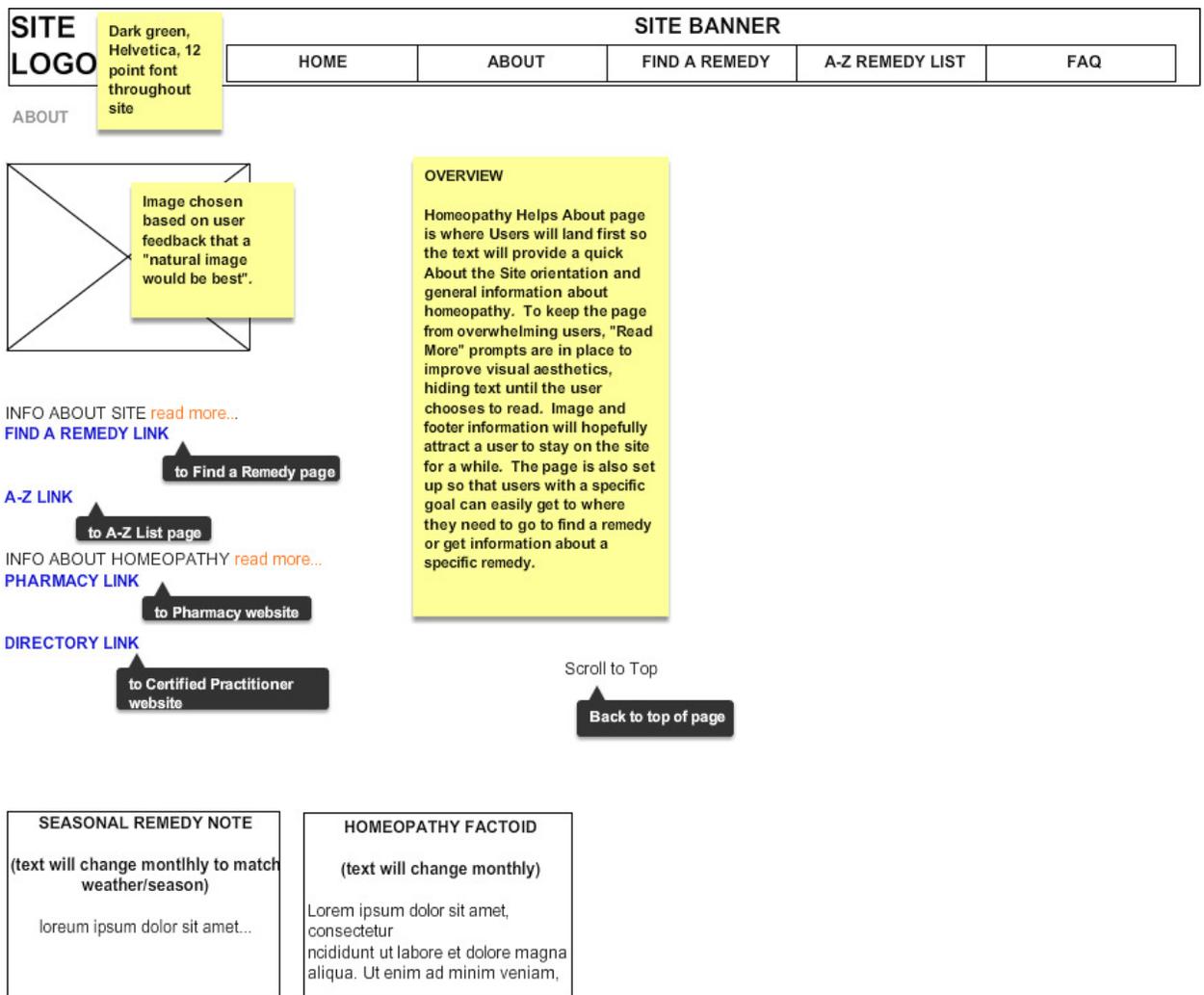
Homeopathy Helps will have a hybrid scheme including information organized by topic – general homeopathy information, specific remedy information, and FAQs – and task – find a remedy to match an ailment. The task portion of the app will be arranged hierarchically with one page leading to the next, guiding the user through a series of ailment matches and ending with a remedy recommendation page. The topic portion of the app will consist of static information pages.



Annotated Wireframes

1.0. About

Homeopathy Helps About page is where Users will land first so text will provide a quick About the Site orientation and general information about homeopathy. To keep the page from overwhelming users, "Read More" prompts are in place to improve visual aesthetics, hiding text until the user chooses to read. Image and footer information will attract a user to stay on the site they need to go to find a remedy or get information about a specific remedy. The page is also set up so users with a specific goal can easily find a remedy or get information about a specific homeopathic remedy.



2.0. Find A Remedy

The Find A Remedy page is the heart of the site and will be the most used page. Designed based on user research with simple and straightforward navigation, users click on the body part where their ailment is located to start the Find A Remedy query.

SITE LOGO	SITE BANNER				
	HOME	ABOUT	FIND A REMEDY	A-Z REMEDY LIST	FAQ

FIND A REMEDY

User instructions

HEAD	EYES	EARS	NOSE	MOUTH
NECK	THROAT	CHEST	STOMACH	BLADDER
UTERUS	RECTUM	LIMBS	SKIN	

Body part name link to start of Find A Remedy query for selected body part.

OVERVIEW

The Find A Remedy page is the heart of the site and will be the most used page. Designed based on user research with simple and straightforward navigation, users click on the body part where their ailment is located to start the Find A Remedy query.

TOP

Back to top of page

<p>SEASONAL REMEDY NOTE</p> <p>(text will change monthly to match weather/season)</p> <p>loream ipsum dolor sit amet...</p>	<p>HOMEOPATHY FACTOID</p> <p>(text will change monthly)</p> <p>Lorem ipsum dolor sit amet, consectetur ncididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat</p>
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3.0. ACONITUM NAPELLUS

This is one of sixty-six remedy information pages sub-categorized under the A-Z REDMEDY LIST tab. Any of the specific remedy information pages can be reached by clicking on the name of the remedy in the dropdown menu under A-Z REMEDY LIST or by clicking on a remedy recommendation provided during the FIND A REMEDY query.

SITE LOGO	SITE BANNER				
	HOME	ABOUT	FIND A REMEDY	A-Z REMEDY LIST	FAQ

A-Z REMEDY LIST. ACONITUM NAPELLUS

Aconitum Napellum Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

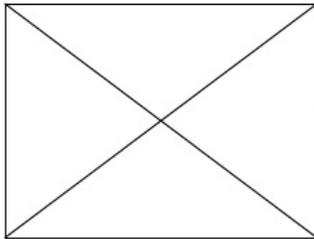


Image showing natural plant, mineral, or animal product from which remedy is derived.

OVERVIEW

This is one of sixty-six remedy information pages sub-categorized under the A-Z REMEDY LIST tab. Any of the specific remedy information pages can be reached by clicking on the name of the remedy in the dropdown menu under A-Z REMEDY LIST or by clicking on a remedy recommendation provided during the FIND A REMEDY query.

SCROLL TO TOP

Back to top of page

SEASONAL REMEDY NOTE

(text will change monthly to match weather/season)

lorem ipsum dolor sit amet...

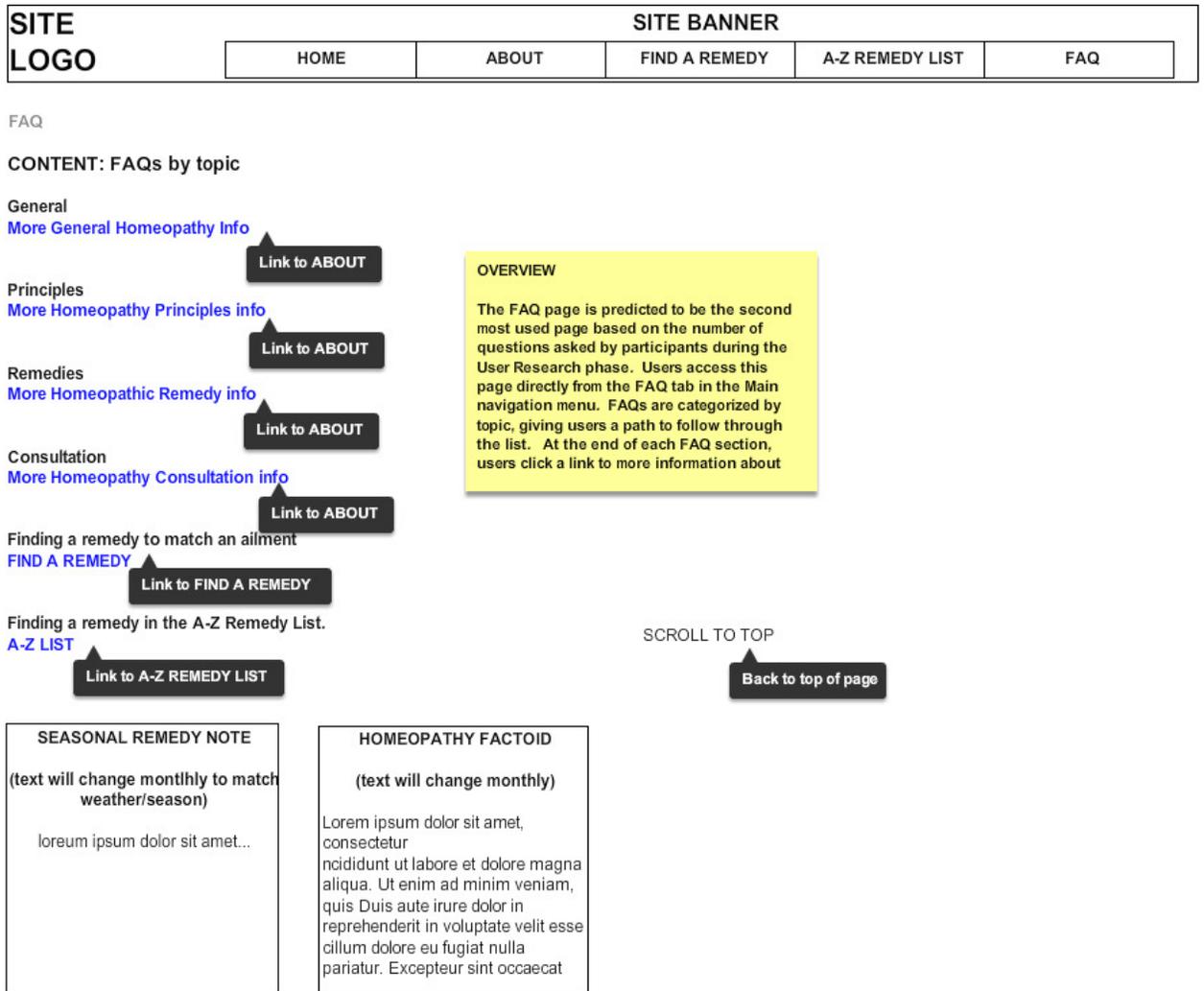
HOMEOPATHY FACTOID

(text will change monthly)

Lorem ipsum dolor sit amet, consectetur
ncididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat

4.0. FAQ

The FAQ page is predicted to be the second most used page based on user feedback. Users access this page directly from the FAQ tab in the main navigation menu. FAQs are categorized by topic, giving users a path to follow through the list. At the end of each FAQ section, users click a link to more information about the particular FAQ topic.



User Test Results

Homeopathy Helps User Test Results and Action Steps

The three test participants provide a real-world glimpse of future *Homeopathy Helps* users because each has a specific user need, a varying knowledge base about homeopathy, and a different mobile device comfort level:

- **User Test Participant A** is a natural health consumer with no previous knowledge of homeopathy, she is interested in learning more about homeopathy and remedies, and she would like the app to quickly guide her to an appropriate remedy when she is at the point of purchase (natural food store remedy display). Participant A states her mobile comfort level is low-moderate when using apps.
- **User Test Participant B** is a natural health store employee with a basic knowledge about the homeopathic remedies he sells and he would like to learn more about how to choose a remedy for specific ailments to provide better service to his retail customers in the store. Participant B considers himself tech savvy.
- **User Test Participant C** is a homeopathic client with mid-level knowledge about homeopathy and remedies. She plans to use the app at home and on-the-go to manage her family's ailments and learn more about the remedies she is using. Participant C says she is not very skilled at using "complicated" apps.

Data Collection

Homeopathy Helps User Test Data

QUESTION	TEST PARTICIPANT A	TEST PARTICIPANT B	TEST PARTICIPANT C
ABOUT page	Too much green; easy read; Hard to see clicks	Too much green; image not natural; text good	Like the orange and green; looks like too much text
Drop down box detract?	Clicked on Homeopathy	Clicked on dropdown	Clicked on dropdown
Amount of Text?	Too much for me	Looks like a lot	Looks like a lot
FAQ usability	Dosing-easy to find	Body part? Easy to find	When to stop dose-easy
Recognize body parts?	Yes	Yes	Yes
Headache question	Nux vomica	Nux vomica	Nux vomica
Runny nose question	Allium cepa	Allium cepa	Allium cepa
Sprained ankle question	Bryonia	Bryonia	Bryonia
Natural source?	Bach button, onion, hops	Bach button, onion, hops	Bach button, onion, hops
FIND and A-Z usability	Fast (but needed directions)	Clear and fast but clicks hard to see because same color	Fast and informative

User Results

Overall, the test participant response to *Homeopathy Helps* was very positive with all three users saying they found the tool helpful, simple, and fast. Each participant gave specific feedback that can be acted on to improve the aesthetics and functionality of the app. The test participants all felt the FIND A REMEDY and A-Z REMEDY LIST functions worked well, took minimal time, and were easy to use. The areas needing most improvement include the ABOUT page and the HOMEOPATHY information pages:

- Add a contrasting color to the pages to break up the green-ness (Participant C did not test until after I had added the amber color based on Participants A & B suggestions).
- Change the click-able words to a color because they are hard to see
- Change the cell phone image on the About page to a more natural image that represents the app's purpose not its technology
- 2/3 of the participants did not click on the HOMEOPATHY page at all because of the dropdown box
- All three participants felt like the text "looked like a lot" even though they agreed there was not much
- Participant A needed instructions to get through the FIND A REMEDY process

Actions Steps

1. Add amber color to pages.
2. Change click-able word color to burnt-orange.
3. Change the cell phone image to daisy with remedy.
4. Add a HOMEOPATHY subpage to HOMEOPATHY tab
5. Use "read more" to improve the look of textual content.
6. Add an instruction line to all pages in the FIND A REMEDY section.