

# Story

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## **Segmentation**

Dietitians plan food and nutrition programs, supervise meal preparation, and oversee the serving of meals. They prevent and treat illnesses by promoting healthy eating habits and recommending dietary modifications.

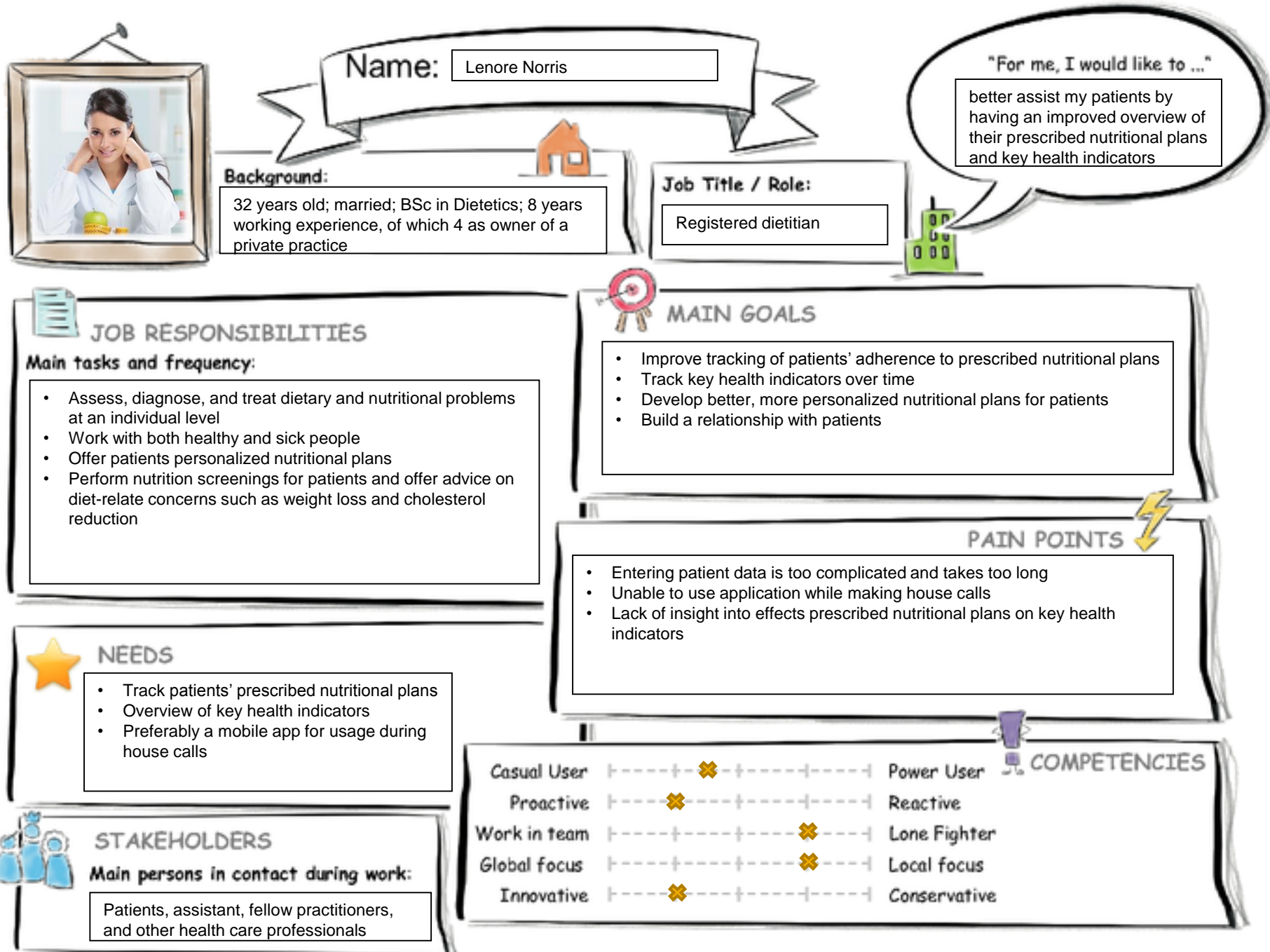
## **Targeting**

The application will be specifically targeted at dietitians running their own practice. It will support them in tracking prescribed nutritional programs and their patients' adherence to these programs. Additionally, the application will allow them to record key health indicators such as weight and cholesterol. The application will be used during patient appointments supporting dietitians in planning their nutritional advice.

## **Positioning**

To maximize the time with their patients, the application should be easy to work with and allow dietitians to quickly enter patient data. They should be able to select a patient from a list to view and edit detailed patient information, such as the prescribed nutritional programs and key health indicators. Also, an increased number of dietitians make house calls and the application should therefore be fully responsive to allow usage on mobile devices.

# Persona



# User Experience Journey

## Current User Experience Journey

Duration of the Journey: < 60 min

### Mindset

What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?

Packed day ahead!

Need to discuss some stuff with my assistant

Unmotivated patients

Need to find my paper notebook

Will have to make some house calls today

Helping patients

It's going to take a lot of time to look up patient information

### Actions

What actions and activities does the Persona take while going thru the journey to achieve their goal?

Record patients' daily activities

Discuss with other health care professionals

Talk with patients

Wait

Look up patients' dietary information

Record planned food and nutrition programs

Evaluate and report results of dietary programs

Record patients' key health indicators (weight, cholesterol etc.)

### Touch points

What touch points does the Persona have? (Tools, channels, devices, conversations, and so on.)

Desktop

Mobile device

Paper notebook

Other health care professionals

Email

Patients

Assistant

Consulting room

Telephone

# Point of View

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**Lenore Norris, a registered dietician** needs a way to quickly view and edit prescribed nutritional plans and key health indicators so that **she can make most of her limited time with patients**

# Mockup


## Links:

- [Splash/Build prototype](#)
- [Study](#)

### Patients (4)

<b>Sheridan Brown</b> DOB: Mar 23, 1983 Pat. #: P000001	<b>22.3</b> BMI ♂
<b>Michael Evered</b> DOB: May 5, 1972 Pat. #: P000002	<b>26.7</b> BMI ♂
<b>Mae Griffin</b> DOB: Nov 15, 1969 Pat. #: P000003	<b>31.2</b> BMI ♀
<b>Rachel Townsend</b> DOB: Jul 4, 1999 Pat. #: P000004	<b>17.6</b> BMI ♀

### Patient

**Sheridan Brown**  
DOB: Mar 23, 1983  
Weight: 74 kg  
Height: 1.82 m  
Pat. #: P000001

**22.3**  
BMI  
♂

Info 3 Graph 2

#### Patient Information

Pat. #: P000001  
First Name: Sheridan  
Last Name: Brown  
Address: 20 Fiori Road, NY 12345  
Phone: 212-878-7000

#### Nutritional Plans (3)

Product	Start Date	End Date	Energy (avg)
<b>Plan 1</b> PL0001	March 1, 2016	-	<b>2200 cal</b>
<b>Plan 2</b> PL0002	February 1, 2016	February 29, 2016	<b>2600 cal</b>
<b>Plan 3</b> PL0003	January 1, 2016	January 31, 2016	<b>4500 cal</b>

Edit Delete

# Mockup

Patients (4) ← Nutritional Plan (1 of 3) ▲ ▼

Search patients


**Sheridan Brown** 22.3 BMI ♂  
DOB: Mar 23, 1983  
Pat. #: P000001

**Michael Evered** 26.7 BMI ♂  
DOB: May 5, 1972  
Pat. #: P000002

**Mae Griffin** 31.2 BMI ♀  
DOB: Nov 15, 1969  
Pat. #: P000003

**Rachel Townsend** 17.6 BMI ♀  
DOB: Jul 4, 1999  
Pat. #: P000004

PL0001

 Plan 1

Start Date: March 1, 2016  
End Date: -

2,200 cal (avg)

Meals (7) +

Date	Breakfast	Lunch	Dinner	Energy
Apr 18, 2016	Cereals <input type="checkbox"/>	Sandwich <input type="checkbox"/>	Potatoes <input type="checkbox"/>	2,200 cal
Apr 19, 2016	Cereals <input type="checkbox"/>	Sandwich <input type="checkbox"/>	Potatoes <input type="checkbox"/>	2,200 cal
Apr 20, 2016	Cereals <input type="checkbox"/>	Sandwich <input type="checkbox"/>	Potatoes <input type="checkbox"/>	2,200 cal
Apr 21, 2016	Cereals <input type="checkbox"/>	Sandwich <input type="checkbox"/>	Potatoes <input type="checkbox"/>	2,200 cal
Apr 22, 2016	Cereals <input type="checkbox"/>	Sandwich <input type="checkbox"/>	Potatoes <input type="checkbox"/>	2,200 cal
Apr 23, 2016	Cereals <input type="checkbox"/>	Sandwich <input type="checkbox"/>	Potatoes <input type="checkbox"/>	2,200 cal
Apr 24, 2016	Cereals <input type="checkbox"/>	Sandwich <input type="checkbox"/>	Potatoes <input type="checkbox"/>	2,200 cal

+ ↕ ▼ ☰ Save Cancel

# SAP Web IDE App Prototype: Landing Page

Patients (4)

Search patients

Sheridan Brown	22.3 BMI
Michael Evered	26.6 BMI
Mae Griffin	31.2 BMI
Rachel Townsend	17.6 BMI

Patient

**Sheridan Brown**

DOB: Mar 23, 1983

Weight: 74 kg

Height: 1.82 m

Pat. #: P000001

22.3  
BMI

♂

**Icon tab bar**

Info, Add, Calendar icons

**Nutritional Plans table**

Plan	Start Date	End Date	Energy
Plan 1 PL0001	Mar 1, 2016	—	2200 cal >
Plan 2 PL0002	Feb 1, 2016	Feb 29, 2016	2600 cal >
Plan 3 PL0003	Jan 1, 2016	Jan 31, 2016	4500 cal >

Add new patient, sorting, filtering, and grouping

**Patient information tab**

Patient Information

Pat. #: P000001  
 First Name: Sheridan  
 Last Name: Brown  
 Address: 20 Fiori Road, NYC, NY 12345  
 Phone: 212-878-7000

**Measurements tab (table)**

Measurement Date	Weight	LDL	HDL	BMI
Mar 1, 2016	74 kg	150 mg/dL	50 mg/dL	22.3
Feb 1, 2016	80 kg	140 mg/dL	40 mg/dL	24.2
Jan 1, 2016	95 kg	130 mg/dL	30 mg/dL	28.7

**Measurements tab (chart)**

Date	LDL (mg/dL)	HDL (mg/dL)	BMI
Jan 1, 2016	130	30	28.7
Feb 1, 2016	140	40	24.2
Mar 1, 2016	150	50	22.3

**Notes tab**

Post something here

This is a note about Sheridan Brown.  
Apr 13, 2016 00:00:00

# SAP Web IDE App Prototype: Navigation to Nutritional Plan Page

Link:

- [YouTube](#)

Patients (4)

Search patients

Sheridan Brown 22.3 BMI  
DOB: Mar 23, 1983  
Pat. #: P000001

Michael Evered 26.6 BMI  
DOB: May 5, 1972  
Pat. #: P000002

Mae Griffin 31.2 BMI  
DOB: Jan 15, 2006  
Pat. #: P000003

Rachel Townsend 17.6 BMI  
DOB: Jul 4, 1999  
Pat. #: P000004

Nutritional Plan (1 of 3)

PL0001

Plan 1

2200 cal (avg)

Start Date: Mar 1, 2016  
End Date: —

Meals (7)

Date	Breakfast	Lunch	Dinner	Energy
Apr 18, 2016	Cereals	Sandwich	Potatoes	2200 cal
Apr 19, 2016	Cereals	Sandwich	Potatoes	2200 cal
Apr 20, 2016	Cereals	Sandwich	Potatoes	2200 cal
Apr 21, 2016	Cereals	Sandwich	Potatoes	2200 cal
Apr 22, 2016	Cereals	Sandwich	Potatoes	2200 cal
Apr 23, 2016	Cereals	Sandwich	Potatoes	2200 cal
Apr 24, 2016	Cereals	Sandwich	Potatoes	2200 cal

Save Cancel

Navigation to other Nutritional Plans

Meals table