UXDI P3: myWebMD

User Experiance Spesification Documents

UXDI *Project 3: myWebMD*	
John Vukusic	UX Designer
Lindsay Aovnat	UX Designer
Maor	UX / Project Manager.

Overview

Project Overview

Goal
Increase user acquisition
Increase user retention

Opportunity
Personalize the experience to self/other to help sort thru the massive amount of data to the information they need.

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Aovnat	UX Designer
Maor	UX / Project Manager.

Table of Contents

Chapter 01 Style Guide
Chapter 02 High-Level Information Architecture
(High Level App Map / Navigation Structure)
Chapter 03 High Fidelity Screens + Annotations
Chapter 04 Link to first prototype
Chapter 05 Link to final prototype

Do NOT include:
* Persona
* Interview questions and quotes
* Research Plan

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Aovnat	UX Designer
Maor	UX / Project Manager.

Style Guide

Logo

myWebMD

Roboto

Headline	Regular 24pt
Title	**Medium 20pt**
Subheader	Regular 16pt
Body 2 / Menu	**Medium 14pt**
Body 1	Regular 14pt
Caption	Regular 12pt
BUTTON	MEDIUM 14PT

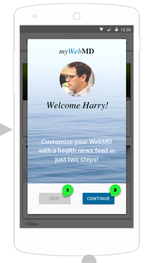
Typeface

Primary	#000000	87%
Secondary	#000000	54%
Disabled	#000000	38%

Interface

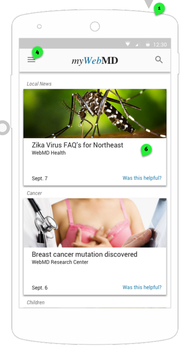
Primary	#00679C	100%
Disabled	#00679C	38%

UXDI *Project 3: myWebMD*	
John Vukusic	UX Designer
Lindsay Aovnat	UX Designer
Maor	UX / Project Manager.



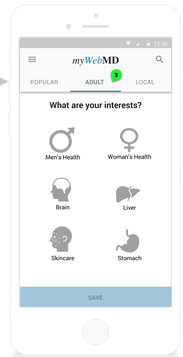
A User has the option to bypass ('skip') the personalisation choice screen and go directly to the news feed.

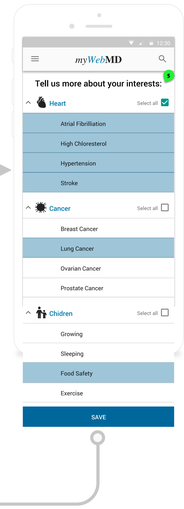
B The 'continue' is the CTA.



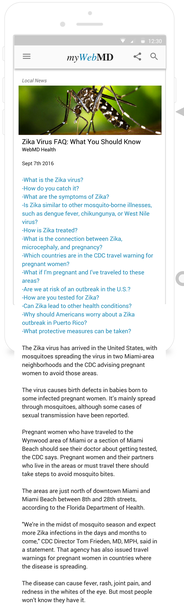
TAP / SWIPE

C User can tap or swipe between navigation tabs to review all options and select those of interest.





D 'Drill Down Menu' to refine main categories for further personalization.



E User can always return to 'personalization' page from the 'menu'.
User can also return to other sections of WebMD from the Hamburger Menu.

F User 'scrolls' and 'taps' article s/he wishes to read. Articles are curated based on geo location (for local news) and based on the interests the user selected during the personalization process.

SWIPE LEFT F

G On Android devices, the 'back' button also functions to the same effect.

Users Played a Leading Role	
John Sukalo	UX Designer
Hallley Kemet	UX Designer
Abel	UX / Project Manager

High Fidelity Screens & Annotations

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

01.00
Annotations

Notes

1. My WebMD, our new feature

2. Overlay appears for the first time on top of the home screen to introduce the user to the new feature, My WebMD.

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

High Fidelity Prototype Version 1

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

WebMD℠

https://invis.io/SA8IM5546

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

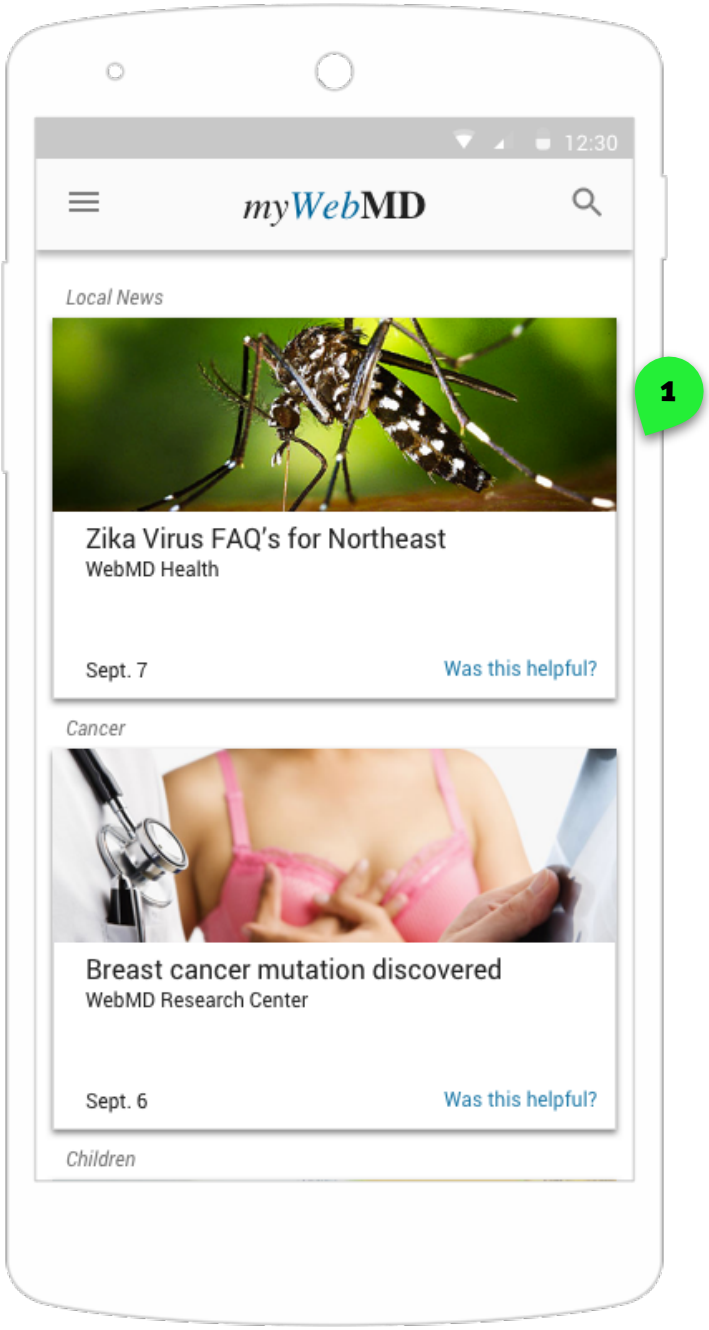
High Fidelity Prototype Final Version

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

WebMD℠

https://invis.io/CR8JFI1EP

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

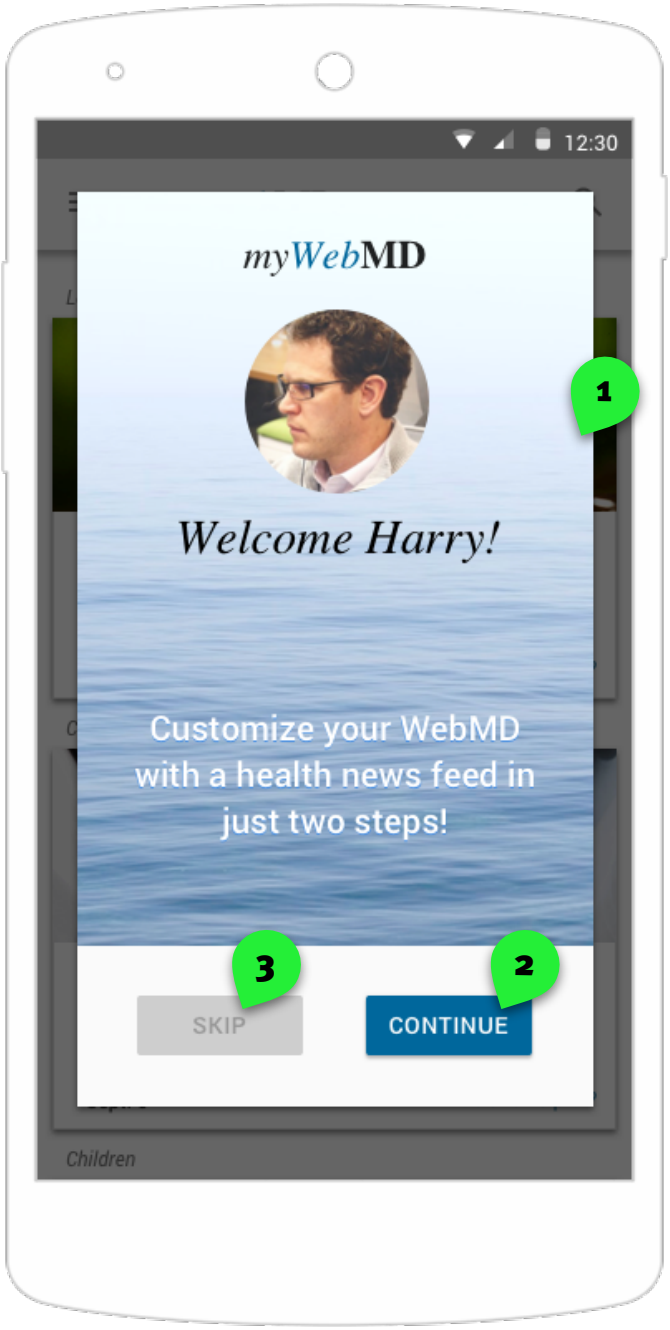


01.00
Annotations

Notes

1. My newsfeed before it has been personalized

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

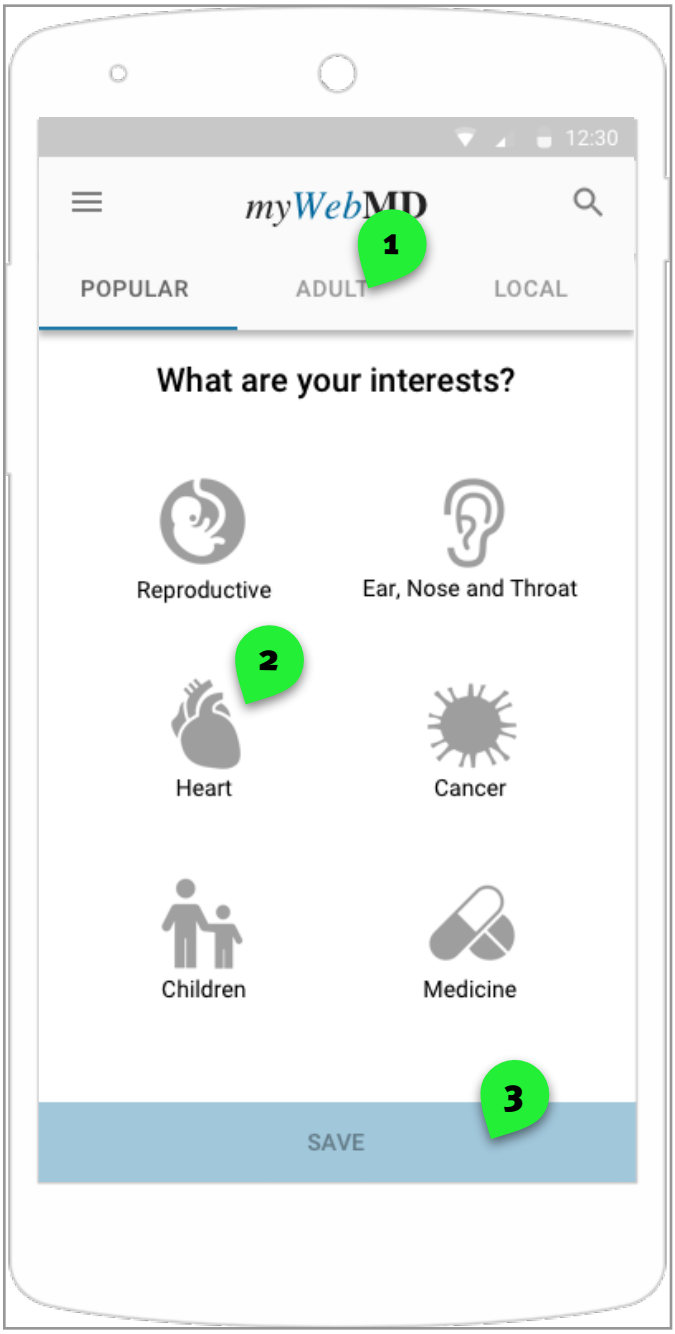


01.00
Annotations

Notes

1. Overlayed imaged that appears on top of news feed that instructs user to set up personal newsfeed.
2. Continue button when tapped takes the user to the set up screen
3. Tapping the skip button will take the user to a default newsfeed.

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

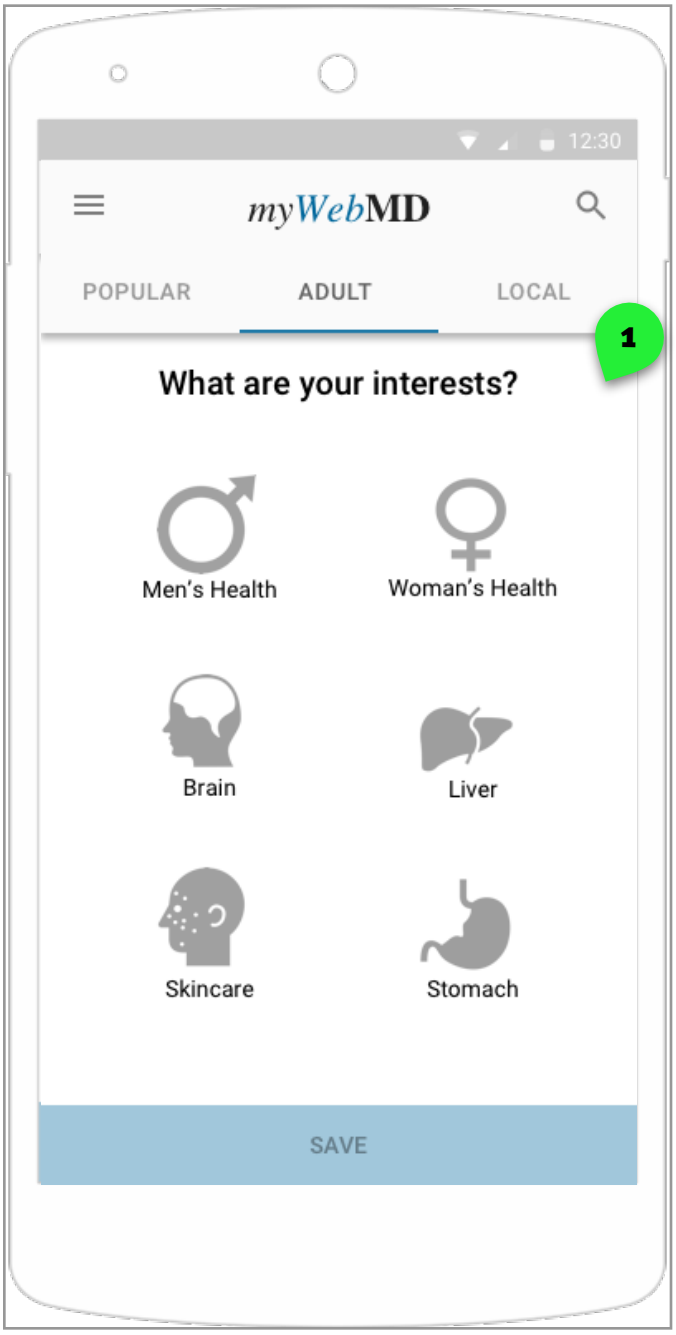


01.00
Annotations

Notes

1. When adult is tapped it takes the user to another options screen where there are more adult focused topics to choose from.
2. Button in non active state. When tapped the button darkens. Multiple buttons can be selected at a time
3. Button in idle state. After icons are selected this button turns active and turns darker blue.

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

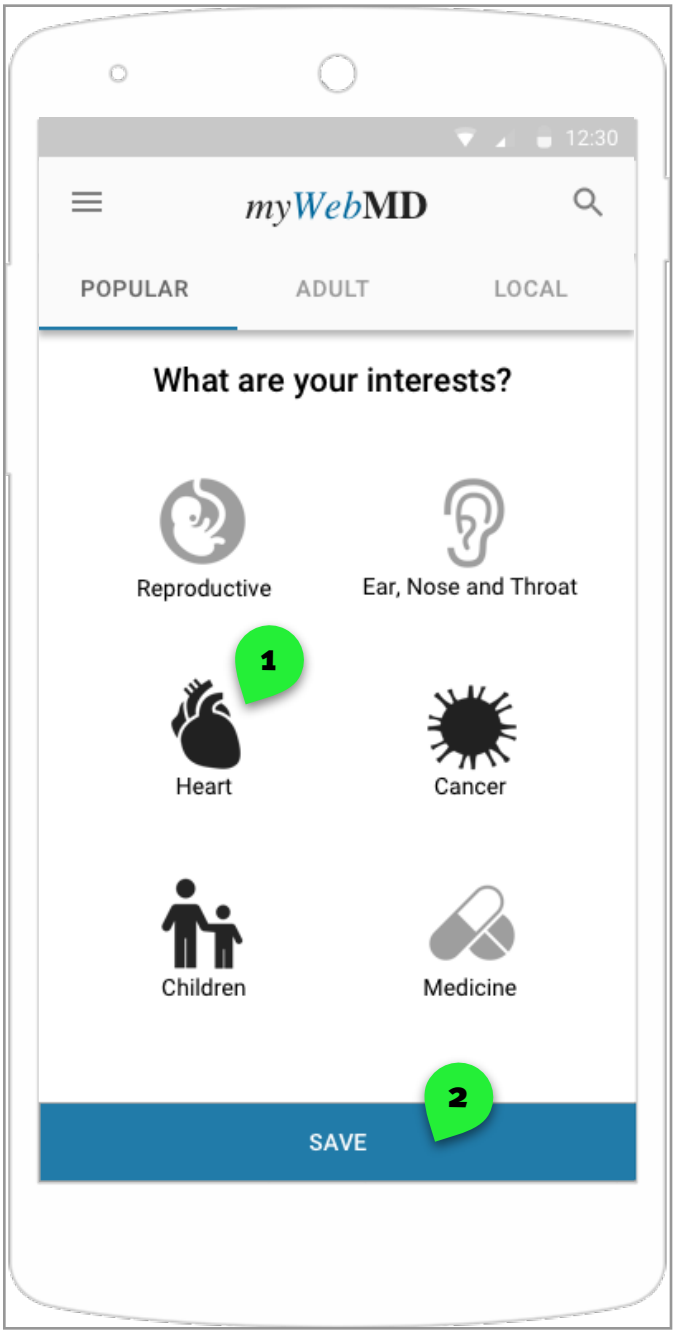


01.00
Annotations

Notes

1. Page 2 of choose your interest page

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

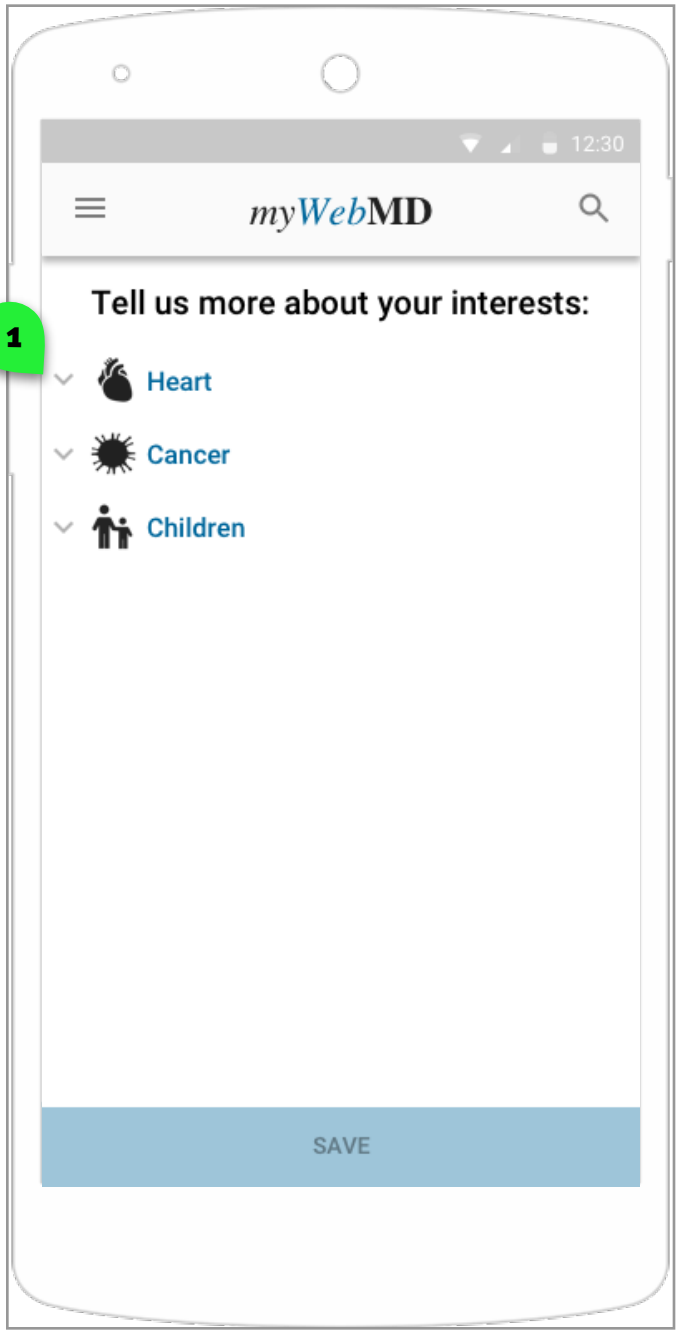


01.00
Annotations

Notes

1. The choosen buttons darkens to show it's in the active state
2. The next button darkens and becomes active and clickable

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

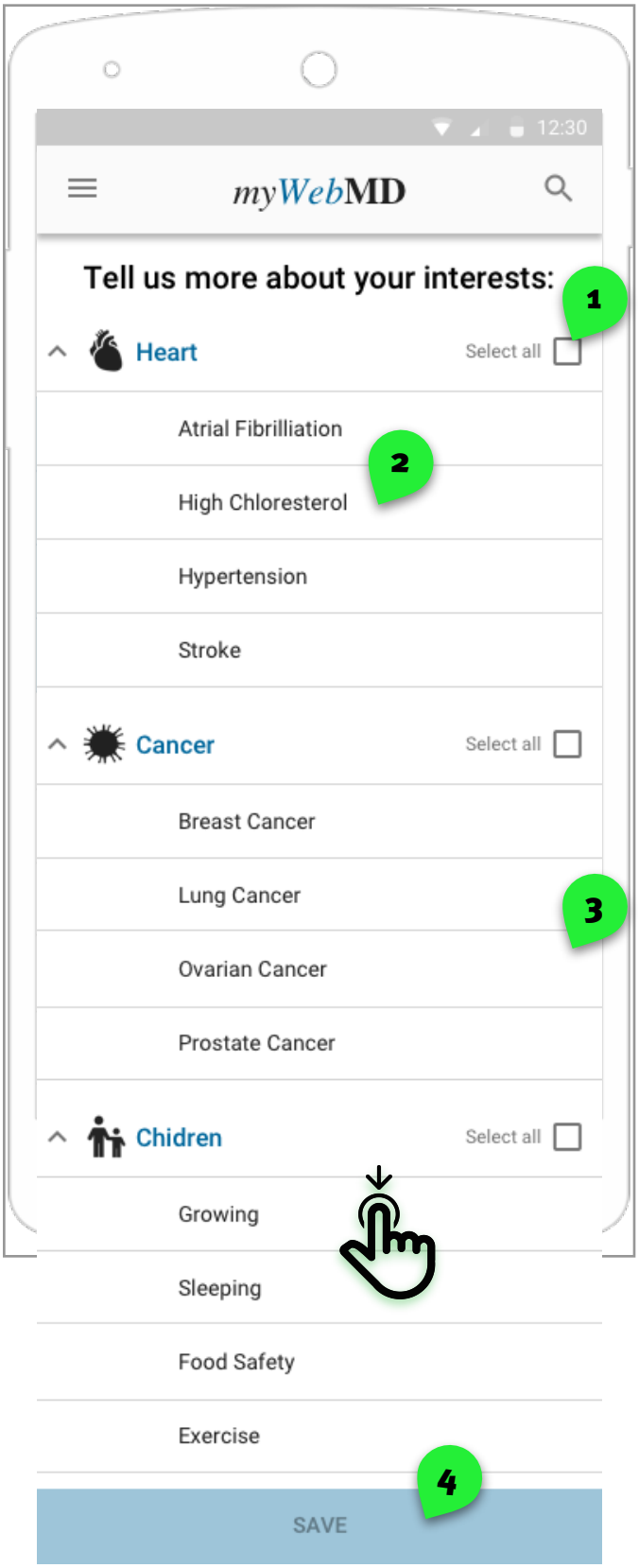


01.00
Annotations

Notes

1. Tap the arrow down button a drill down menu unfolds with more specific heart related illnesses to choose from

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

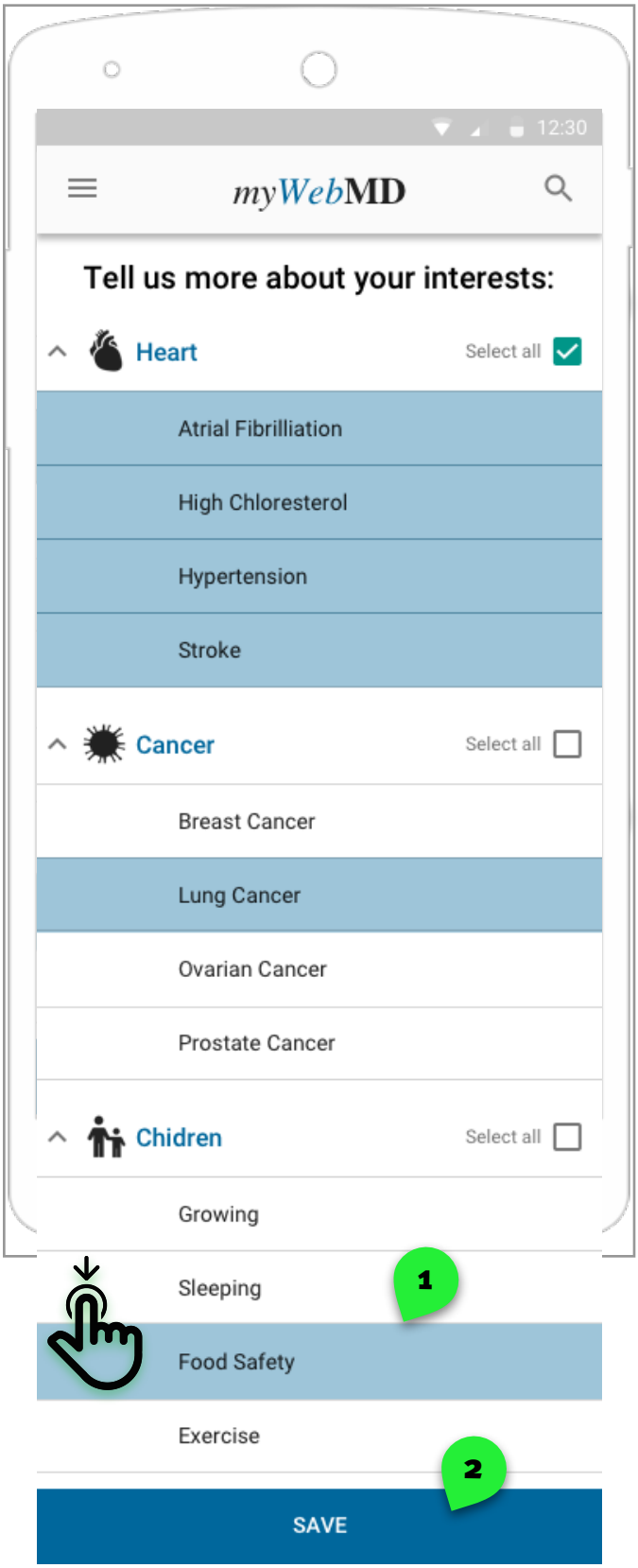


01.00
Annotations

Notes

1. When the select all button is tapped, everything in the category becomes highlighted.
2. Menu opens down
3. Selecting one item is also possible which will highlight one item at a time.

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

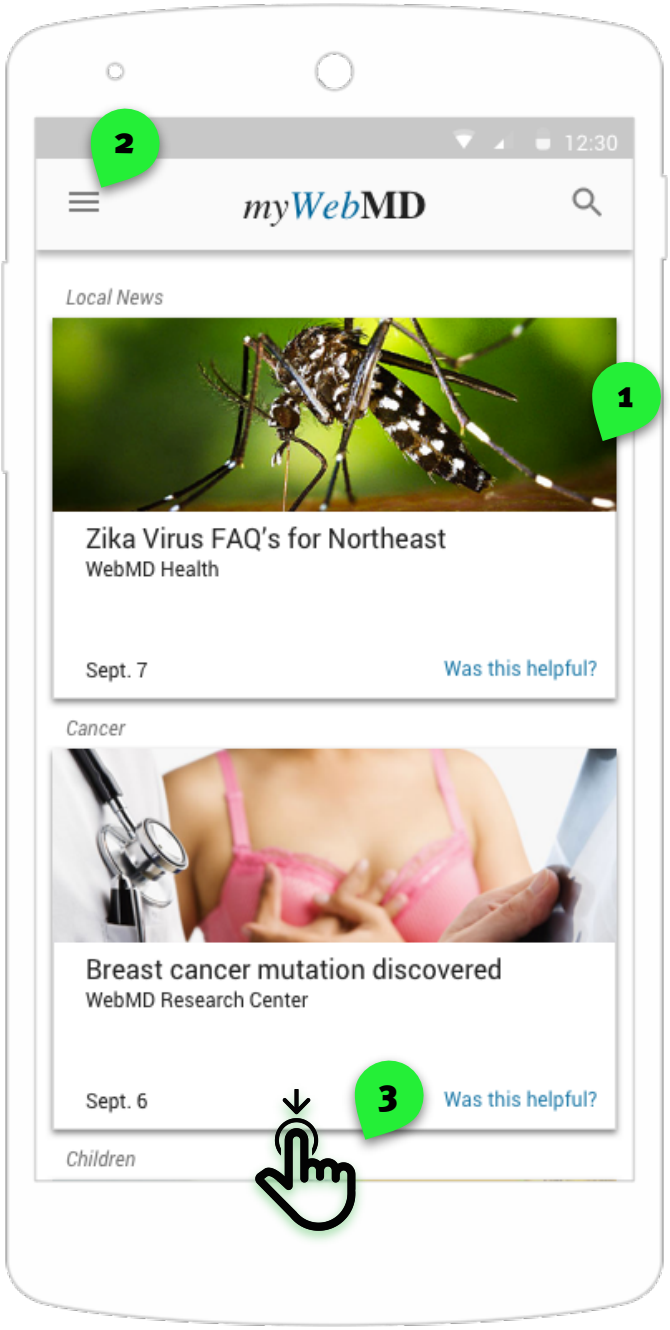


01.00
Annotations

Notes

1. Scrolling down is needed to get to the next button.
2.Tap save to move to next screen.Tap on save to go to n

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

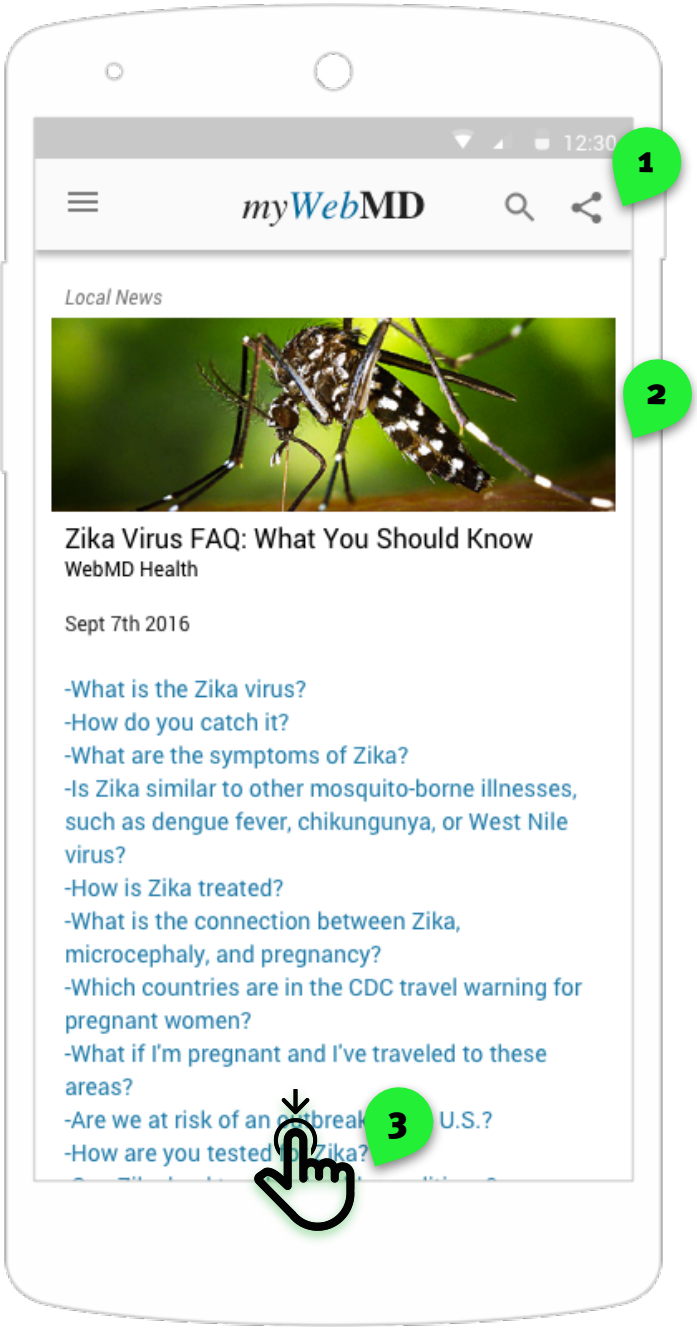


01.00
Annotations

Notes

1. Tap on article image to go to the full article
2. Tap on hamburger menu to go home
3. Scroll down to see all articles relted to users interests

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.



01.00
Annotations

Notes

1. Tap on icon to send article to one person or to a social networking site.
2. Tap on the right and left side of the screen to view other articles
3. Scroll down to see entire article

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

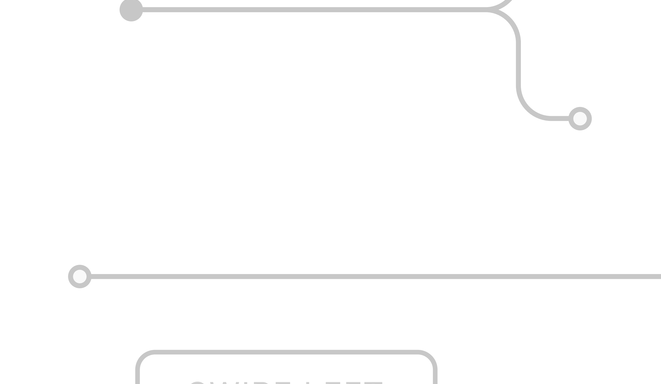
01.00
Annotations

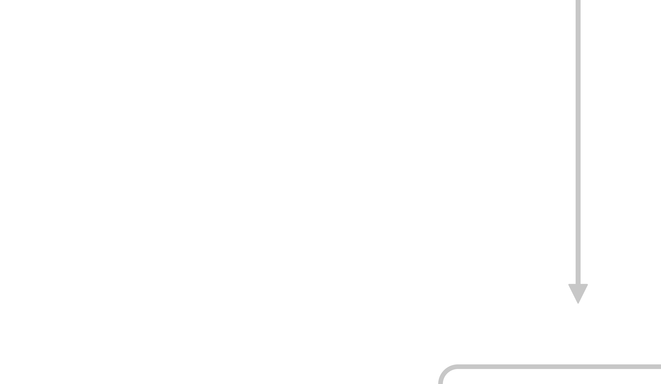
Notes

1. Tap on icon to send article to one person or to a social networking site.
2. Scroll to the right or left to view other articles
3. Scroll down to see entire article

UXDI Project 3: WebMD	
John Vukusic	UX Designer
Lindsay Kovnat	UX Designer
Maor	UX / Project Manager.

myWebMD





SWIPE LEFT

SCROLL

DRAG

SLIDE

SWIPE LEFT

SWIPE RIGHT

SWIPE UP

SWIPE DOWN