

	Before the App	User Opens App	User Opens Food Diary	User Opens Symptoms	User Opens Statistics					
Actions	Spending lots of time Googling ways to help relieve symptoms	Putting off phonecalls with doctors due to anxiety	User registers for app and goes through onboarding process	User can begin a digital message conversation with a professional	User Logs first food items, and the time they were consumed at	User saves food diary update, and returns to home screen	User Starts logging their symptoms	User saves symptom update, and returns to home screen	User opens staistics page and scrolls through	
Questions	How can I help my symptoms without spending money on dieticians and medicine?	Where do I start with helping my IBS symptoms?	Is this app actually going to be able to help my IBS?	How do I use this app?	Do I need to write every food item down?	How often should I be updating my symptoms?	How often should I be updating my symptoms?	What do these statistics mean?	How can I tell if what I ate affected these symptoms?	
Happy Moments	Finally finding an article with some good advice for helping symptoms	Getting to the end of a waiting list for an NHS dietician	Users can begin learning to track their stress levels, symptoms and food intake	They can get into contact with a professional without the anxiety, and embarrassment of a face-to-face meeting	User finds it easy to type in their own food items, without scrolling through a list	They can finally feel like they're taking control of their IBS	User starts to see a link between the times of their flare-ups, and when they ate	User doesn't feel ashamed about symptoms whilst logging them, like they might with a doctor	User can clearly see data in a	
Pain Points	Spending large amounts of money on imodium and/or laxatives for short-term relief	Not being able to enjoy days out, without worrying about how food may affect their body	Users may be unsure about how trustworthy the professionals that they can speak to will be	Users may not initially understand how to use the app	Users may not know how much information to include about what they ate	Users may not know when to log a new symptom update	Users may not know when to log a new symptom update	Users may not see how statistics link together		
Opportunities	An app which includes the option to speak to a professional online for free	A screen including IBS help articles approved by professionals	Give users access to a profile including information about the professional they are paired with	Create an easy-to-use app, with clear navigation	Have instructions / a tutorial on how to use each feature of the app when you first sign up	Ask users to include as much information as possible at the top of the food diary screen	Make the app give a few notifications during the day to remind users to update symptoms	Suggest that users update symptoms when they change or increase (in the tutorial / onboarding phase)	Give an option to review food intake on the statistics screen to check correlations	Make data clear, with headings and numbered axes