



Case Study

Presented by: Vanessa de Abreu

Brad Bradford

Bio

Brad Bradford is a dedicated sales rep working for a software company. His days are filled with office work and frequent travel to meet clients in various territories. During his downtime at home, Brad enjoys attending concerts, indoor rock climbing, and dining out with friends. However, with the change in his lifestyle, he has noticed a gradual weight gain and struggles to stick to a consistent diet or fitness regimen due to his busy schedule. Determined to break this cycle, Brad is now on the lookout for a professional who can alleviate the burden of planning and guesswork, guiding him towards his health goals. He seeks someone who can provide accountability and equip him with the right tools to achieve lasting success.

Health Habits

- Stays hydrated
- Doesn't drink sodas
- Strength trains



Age

36

Marital Status

Single

Education

Bachelor's

Motivation

- Work performance
- Look better
- Overall health

Wants

- Looking to solutions that will help him stay on track in a busy schedule
- Would like to still be able to indulge and not have guilt that he derailed his progress

Frustrations

- Not prioritizing daily exercise because of a hectic schedule.
- Unable to adhere to healthy eating at parties and meetings.

Eligibility - Landing

Landing Page Sign-Up Emphasis:

- Prominently highlight the 12-week plan from licensed dietitians as a key feature of Foodsmart.
- Showcase the value of the free 15-minute consultation to engage users and encourage them to start the sign-up process.

User Eligibility Check:

- As part of the sign-up process, ask users for their state and date of birth to determine their eligibility for our services. Assure users that this information is solely used for eligibility purposes and will be treated with utmost confidentiality.

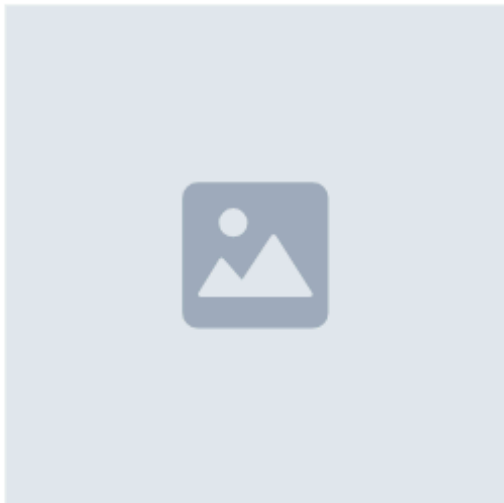
Highlight Programs:

- Present all our provided programs prominently, saving users the need to navigate back to remember our offerings.

Get a personalized 12 week plan from a licensed dietitian

Your first 15 minute consultation is **free**.

First, let's see if you're eligible



- Condition Specific Programs
- Weight Management Program
- Diabetes Program
- Heart Health Program
- Gut Health Program
- Health & Wellness Programs
- Money Saving Program

*Personalized plans are subject to consultation.


State
Select your state

Patient's date of birth
mm/dd/yyyy

By selecting 'continue', you agree to the [Terms of Service](#), [Privacy Policy](#) and [Telehealth Consent](#).

Continue

Eligibility - Eligible - Third Party Sign-Up



You're eligible!

In just 12 weeks you can reach your goals! Your registered dietitian is there for you every step of the way.

[Sign Up With Google](#)

[Sign Up With Apple](#)

[Sign Up With Facebook](#)

or

[Phone](#) [Email](#)

Phone Number

[Continue](#)

Eligibility - Eligible - Third Party Sign-Up

Simplified Registration:

Third-party sign-ups, such as using social media accounts (e.g., Facebook, Google), reduce friction during registration. Users can sign up with just a few clicks without the need to fill out lengthy forms manually.

Faster Access to the Platform:

By utilizing third-party sign-ups, users can access the platform more quickly. This immediate access can lead to higher user satisfaction and engagement.

Automatic Data Retrieval:

When users sign up via a third-party account, the platform can request necessary information, such as the user's first and last name and contact details, directly from the third-party provider. This automation eliminates the need for users to enter redundant information, making the onboarding process more efficient.

Improved User Experience:

The reduced number of steps and the elimination of verification processes make the registration experience more user-friendly and less time-consuming.

Increased Conversion Rates:

The simplicity and convenience of third-party sign-ups can lead to higher conversion rates. Users are more likely to complete the sign-up process when it's quick and effortless.

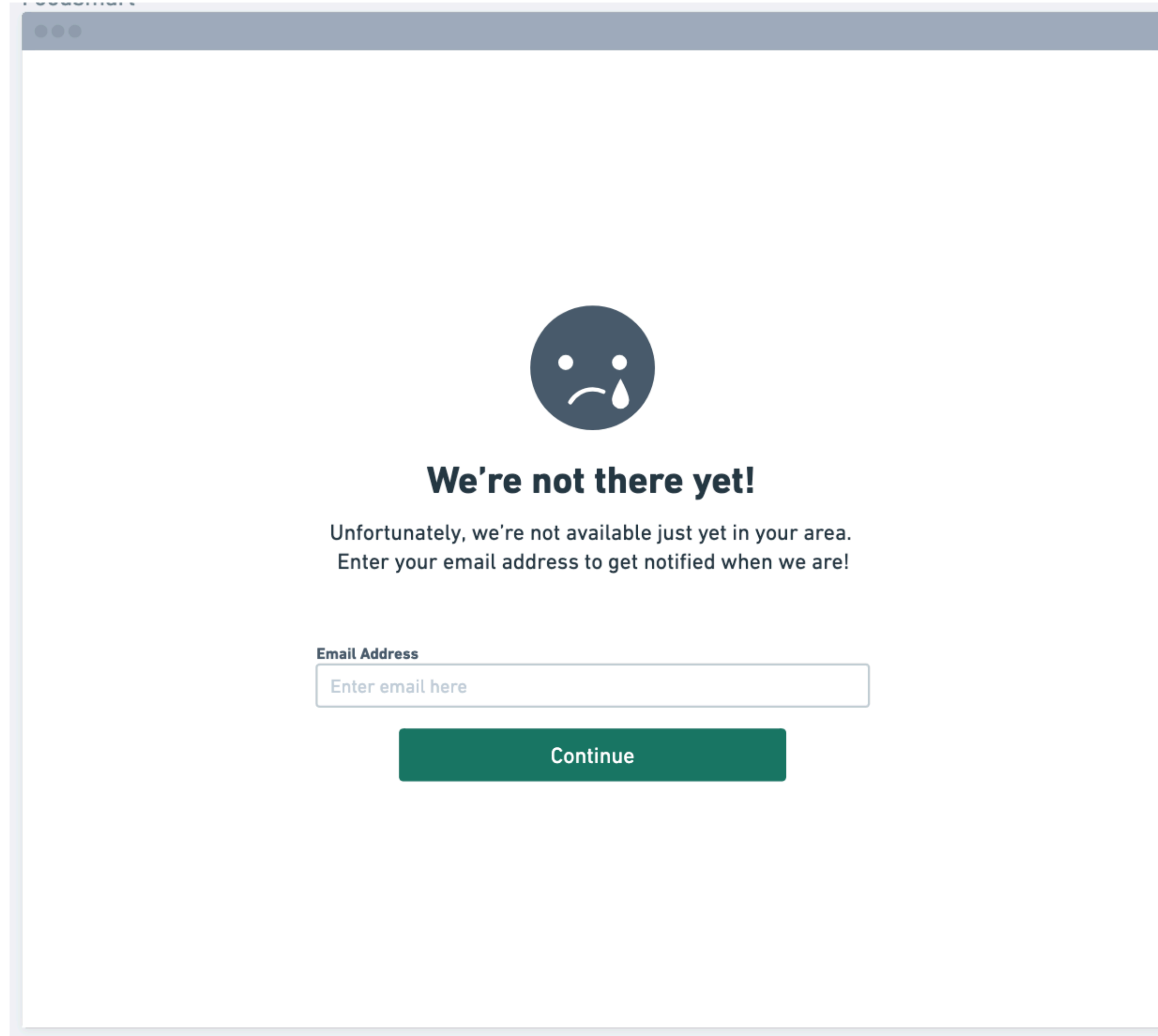
Higher Data Accuracy:

As data is automatically retrieved from the third-party provider, there's less chance of errors or typos during manual entry. This improves the accuracy and reliability of user information within the platform.

Streamlined User Verification:

Though third-party sign-ups may skip the initial verification step, the platform can still offer users the option to verify their accounts later to ensure security and privacy.

Eligibility - Ineligible



The image shows a screenshot of a web browser window. The page has a white background and a dark blue header bar. In the center, there is a dark blue circular icon of a sad face with a single tear. Below the icon, the text reads: **We're not there yet!** Unfortunately, we're not available just yet in your area. Enter your email address to get notified when we are! Below this text is a form with a label "Email Address" and a text input field containing the placeholder "Enter email here". At the bottom of the form is a dark green button with the text "Continue".

We're not there yet!

Unfortunately, we're not available just yet in your area.
Enter your email address to get notified when we are!

Email Address

Continue

Eligibility - Ineligible

Capturing the email address of users who reside in states where the service is currently unavailable is a good strategy for maintaining engagement and keeping potential customers informed. Here's how this approach benefits both the users and Foodsmart:

Stay Connected: By capturing the email addresses, we establish a direct line of communication with interested users. This allows us to keep them informed about updates, new developments, and when the service becomes available in their state.

Retain Interest: Users who are genuinely interested in the service might be disappointed to find it currently unavailable in their state. By capturing their email addresses, we demonstrate that we value their interest and intend to provide the service to them in the future, which can help retain their interest and engagement.

Expand User Base: When the service becomes available in the user's state, reaching out to them through email can lead to higher adoption rates. These users have already shown interest, and providing them with timely updates may encourage them to sign up once the service is accessible.

Gather Data for Future Expansion: Collecting the email addresses of interested users in various states can help us gather data on potential demand. This information can be valuable when deciding where to expand the service next and prioritize future efforts.

Marketing Opportunities: With their permission, we can use the collected email addresses for targeted marketing campaigns. We can send relevant content, promotions, or educational materials related to nutrition and wellness, keeping users engaged even before the service is available to them.

Feedback Collection: Email communication can be used to gather feedback from potential users. We can inquire about their preferences, needs, and expectations, which can guide our future service enhancements and customization.

Build Brand Loyalty: Keeping potential users in the loop and showing transparency about service availability fosters a positive perception of the Foodsmart brand. Even if users are unable to access the service immediately, they may remember the positive experience and return in the future when the service is accessible.

Eligibility - Eligible - Email/Phone Sign-Up



Verify Phone

A verification code has been sent to your phone.

Verification Code

Continue



Create A Password

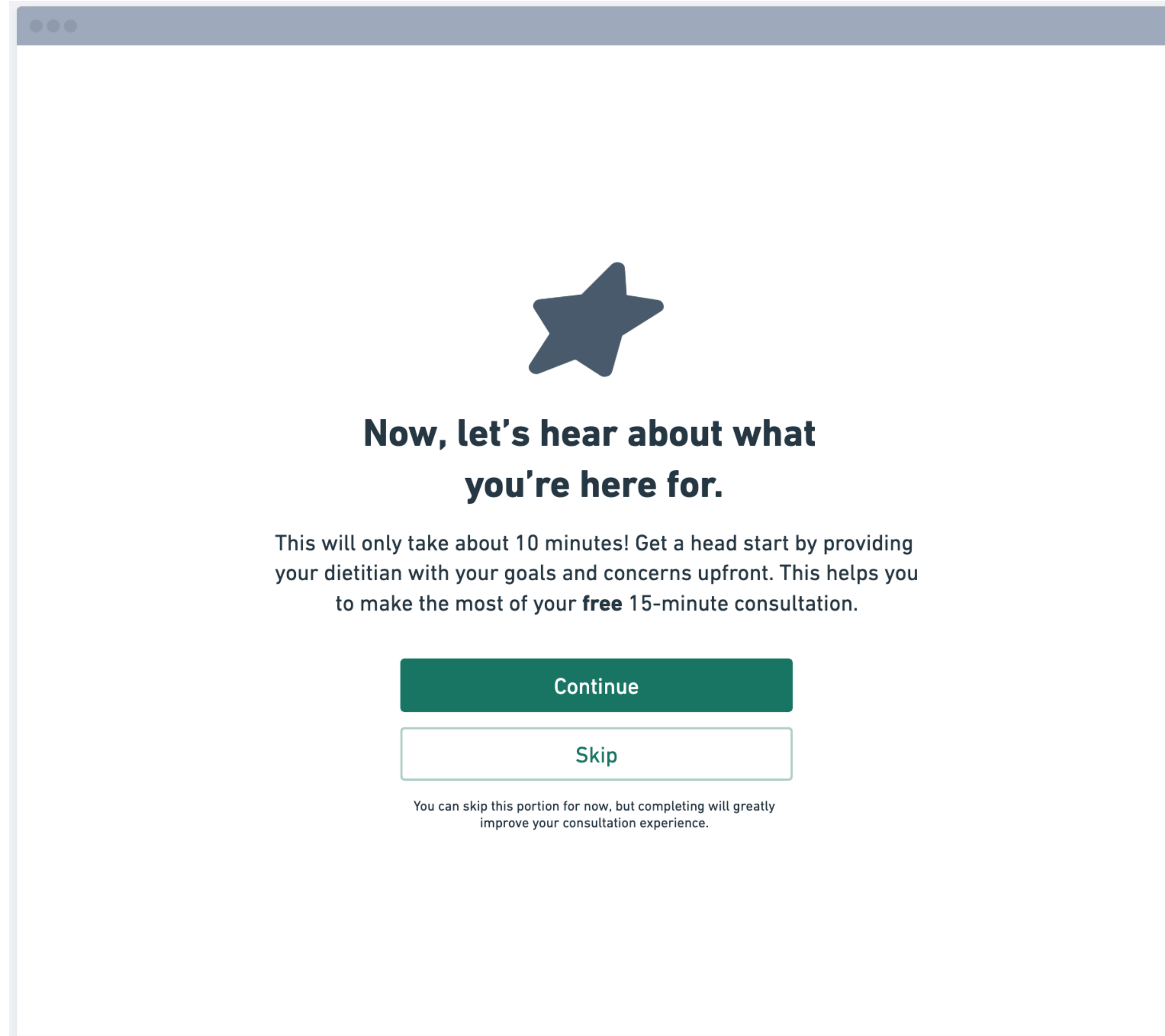
Password

Your password must be at least 8 characters.

Confirm Password

Continue

Onboarding - Landing



Onboarding - Landing

Implementing an onboarding questionnaire enables us to enhance the user's initial consultation by gathering crucial information in advance. This empowers our dietitians to delve deeper into specific aspects of the user's profile, resulting in a more personalized and valuable experience during their first appointment. By having comprehensive insights from the outset, we can offer targeted guidance and support to our users, setting the stage for a successful and effective nutrition journey.

Reason for Information:

Let the users know that the more details we have about about their health, lifestyle, and goals, the better the dietitians can tailor their advice and recommendations. Assure them that the information they provide will remain secure and only used to enhance their experience.

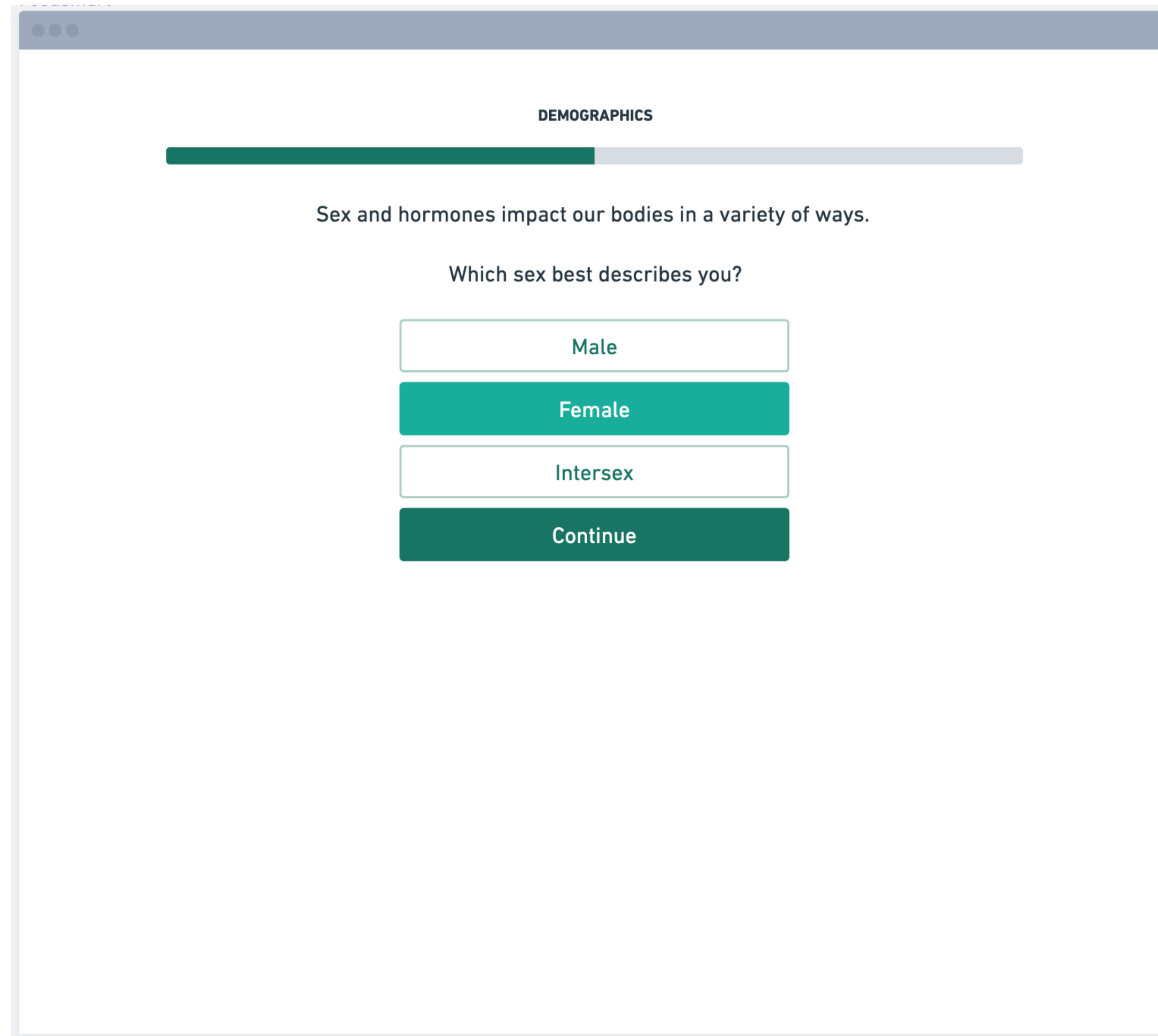
Estimated Completion Time:

This helps to manage their expectations and ensures they allocate the necessary time to provide thoughtful and accurate responses. We could mention it's been designed to be efficient and user-friendly, respecting their time while gathering vital insights. We can also include an option to complete later if the user wants to skip ahead to booking.

Emphasize Free Initial Consultation:

Highlight the valuable benefit of the free initial consultation with a dietitian. Let users know that once they complete the onboarding questionnaire, they can schedule a consultation at no cost. This incentive encourages users to proceed with the questionnaire, as they understand the direct value they'll receive from Foodsmart's services.

Onboarding - Questionnaire Example



The image shows a screenshot of a web-based questionnaire interface. At the top, there is a header bar with three small circles on the left. Below this, the word "DEMOGRAPHICS" is centered in a bold, uppercase font. A horizontal progress bar is positioned below the header, with the first portion filled in a dark teal color and the rest in light gray. The main content area contains the following text and elements:

Sex and hormones impact our bodies in a variety of ways.

Which sex best describes you?

Male

Female

Intersex

Continue

The "Female" and "Continue" options are highlighted with a dark teal background, while "Male" and "Intersex" are in white boxes with dark teal borders. The "Continue" button is a solid dark teal rectangle.

Onboarding Questions - Demographics

1. Sex and hormones impact our bodies in a variety of ways. Which sex best describes you?
 - Male
 - Female
 - Intersex
2. People may identify themselves with more than just sex and hormones. What gender do you identify with?
 - Man
 - Woman
 - Non-binary
 - Self identify
 - Prefer not to say
3. Are you pregnant?
 - Yes
 - No, but I am currently nursing
 - No, but planning to be within the next 6 months
 - No
4. What's your height?
5. What's your current weight? We don't mean to intrude, we just need to know so our dietitians can get help create a plan that's right for you.
6. Your daily schedule and routines can affect your lifestyle. How would you describe your lifestyle?
 - Student
 - Employed part-time
 - Employed full-time
 - Not employed
 - Retired Which of the below describes your current status?
 - Married
 - In a relationship
 - Single
 - Not employed
 - Retired
7. Do you have kids?
 - Yes
 - No
8. As a woman in your 40s, environment plays a major role in ability to reach your goals. Which best describes the area you live in?
 - The country
 - The suburbs
 - A major city
 - Other

Onboarding Questions - Health Data

1. What is/are your primary concern(s)? (select one or more)

- Weight management
- Condition specific
- Gut health
- Fitness
- Healthy mind and body
- Money saving
- Other (user can self describe)

2. What's your main reason for wanting to join a program?

- Improve physical appearance
- Become healthier
- Live a better life with my condition
- Save money
- Other

3. Have you talked to your doctor about your concerns?

- Yes
- No

4. Medications play an important role in how your dietitian structures your plan. Are you currently on any medications, supplements, or vitamins?

- Yes (user enters medications)
- No

5. Do you have an active diagnosis of any of the following conditions?

- Irritable Bowel Syndrome
- Celiac Disease
- Crohn's Disease
- Severe active heart disease or heart failure
- Heart Disease
- Type I Diabetes
- Type II Diabetes
- Depression and/or anxiety
- Abnormal cholesterol
- PCOS or fertility problems
- Active cancer under treatment
- Liver Failure
- Osteoarthritis
- Sleep apnea, insomnia, or other sleep problems
- Kidney Disease
- Eating disorder (e.g. bulimia, anorexia, binge eating or similar diagnosis)
- High Blood Pressure
- None
- Other (user can self describe)

Onboarding Questions - Nutrition & Fitness

1. Which of the following programs have you used in the past 12 months?

- Nutrisystem
- Weight Watchers
- Noon
- Keto
- Paleo
- Jenny Craig
- Other
- None

2. Have you attempted any of the following to help you with your health goals?

- Paid meal plans
- Restrictive dieting
- Gym membership
- Prescription medication or procedure
- Other
- None

3. Are you currently subscribed to any of the following services?

- Gym membership
- Fitness App
- Meal kit delivery
- Meditation app
- Other
- None

4. How busy are you on an average day?

- I barely have any time for myself
- I'm busy but try to reserve some time each day to relax and unwind
- I'm not too busy and keep time open for different things
- My schedule is fairly open and flexible

5. Do you have any dietary restrictions or allergies?

- Yes
- No

6. Which of the following best describes how often you eat in a typical day?

- Fewer than 3 meals
- 3 meals
- At least 3 meals, and snacks
- Depends on the day

7. How do you usually prepare your meals?

- I cook them myself
- Someone else cooks for me
- I order from restaurants
- I eat premade meals

8. Is it common for you to have one or more alcoholic beverages at the end of the day?

- Yes
- Occasionally
- No

9. Do you have any physical limitations?

- Yes
- No

Breakpoint - Examples



You're in good hands!

Our dietitians are carefully selected to address a variety of health concerns that extend beyond diet and exercise.

Continue



You're not alone!

Did you know Foodsmart has helped 45,294 people achieve their health goals? We've got your back.

Continue

Breakpoint - Examples

Sticking to a plan can be hard.

With the support of your dietitian, you have help every step of the way.



"Foodsmart gave me the tools to eat healthy and lose weight while not breaking the bank"
-Annabelle

Continue

Articles in several medical journals describe the results that Foodsmart patients have achieved.



Medical Journal 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Medical Journal 2

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Medical Journal 3

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Breakpoint

Incorporating breakpoints within the questionnaire presents an opportunity to showcase the value of Foodsmart to users and reinforce their confidence in the platform. By strategically placing success stories, featured articles, and evidence of the service's proven impact, we can achieve the following benefits:

Building Trust and Credibility: Sharing success stories and evidence of the service's effectiveness helps establish trust with users. They can see real-life examples of how the platform has positively impacted others, making them more likely to believe in the potential benefits for themselves.

Highlighting Key Features and Benefits: During the questionnaire, we can use breakpoints to highlight specific features and benefits of our product. For example, we can showcase how personalized meal plans have helped users achieve their health goals or how video consultations provide convenient access to qualified nutritionists.

Education and Awareness:

Utilizing featured articles and studies within breakpoints allows us to educate users about the importance of nutrition and wellness. This not only increases awareness but also positions Foodsmart as a reliable source of evidence-based information.

Motivation and Engagement: Success stories and real-world examples can serve as powerful motivators for users to complete the questionnaire and continue their journey on the platform. When users see that others have achieved their goals, they become more engaged and committed to the process.

Reducing Abandonment:

Lengthy questionnaires can sometimes lead to user abandonment. By breaking up the questionnaire with compelling content, we can maintain user interest and reduce the likelihood of drop-offs.

Enhancing User Experience:

Well-placed breakpoints provide moments of respite during the questionnaire, making the overall experience more enjoyable. They can also improve the flow of information and prevent users from feeling overwhelmed.


Encouraging User Referrals:

Positive success stories and impactful articles can encourage users to refer the platform to others, expanding our user base through word-of-mouth marketing.

Suggested Dietitians - Landing

You're all done! Meet your dietitians!

We've carefully selected a few dietitians we believe are the right fit for your needs.

 **Sam Smith, RD**


🛡️ Accepts your insurance: **Blue Cross Blue Shield**

♥️ Specialties: Weight Loss, Crohn's Disease, Gut Health

😊 Humorous 🍷 Holistic ♥️ Affirming

★★★★★

Next available: August 10, 2023

 **Jennifer Jones, RD**

🛡️ Accepts your insurance: **Blue Cross Blue Shield**

♥️ Specialties: Weight Loss, Crohn's Disease, Gut Health

😊 Humorous 🍷 Holistic ♥️ Affirming

★★★★★

Next available: August 10, 2023

[Explore On My Own](#)

Suggested Dietitians

By suggesting dietitians based on the user's answers and incorporating a profile and rating system, we create a highly personalized and user-centric experience. Here's how these features benefit the users and enhance their journey on the Foodsmart platform:

Personalized Dietitian Suggestions:

- Users feel valued and understood when the platform suggests dietitians based on their questionnaire responses and specific needs.
- Personalization instills confidence that Foodsmart is committed to finding the best match for each individual, increasing the likelihood of user satisfaction.

Efficient Decision-Making:

- With personalized suggestions, users can avoid decision fatigue and the confusion of having to manually search for a dietitian from a large pool of options.
- Time-saving features reduce friction and ensure a smoother onboarding experience, enhancing user engagement.

User Empowerment:

- Allowing users to have some level of control over choosing their dietitian empowers them in their health journey.
- Users can review the suggested dietitians' profiles and select the one they feel most comfortable with, fostering a sense of ownership and trust in the process.

Enhanced Trust and Transparency:

- The inclusion of dietitian profiles, including their credentials, specialties, and areas of expertise, builds trust and transparency within the platform.
- Users can make informed decisions based on the dietitian's background and experience, promoting a sense of confidence in the chosen professional.

User Reviews and Ratings:

- A profile and rating system allows users to access feedback from other patients who have worked with a specific dietitian.
- Positive reviews and high ratings reinforce the quality of the service and the credibility of the dietitian, encouraging users to make informed choices.

Continued Engagement:

- The user's active involvement in selecting a dietitian creates a sense of investment in the platform and commitment to the chosen professional.
- Engaged users are more likely to actively participate in the consultation process and follow through with their health goals.

Improved User Experience:

- A user-friendly platform with personalized suggestions and a seamless selection process enhances the overall user experience.
- Positive experiences increase the likelihood of user retention and word-of-mouth referrals.

By incorporating these features into the platform, we can create a supportive and personalized environment that fosters strong connections between users and dietitians. This, in turn, contributes to the platform's success and reputation as a reliable and effective Foodsmart service.

All Dietitians

Explore Dietitians

Concerns + Gender + Ethnicity + Language + Modalities +

Suggested Dietitians

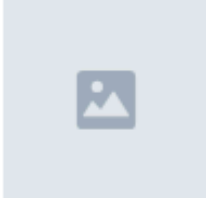
We'd love to suggest some dietitians to fit your needs! Complete your onboarding so we can help steer you in the right direction!

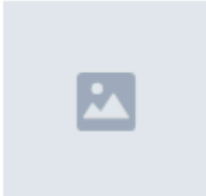
[Complete Onboarding](#)

Are you eager to begin your 12-week program? You can skip the 15-minute consultation and book your appointment now to get started right away!


15-Minute Consultation [Book Appointment](#)

June 2010						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

 **Jennifer Jones, RD**
Accepts your insurance: **Blue Cross Blue Shield**
Specialties: Weight Loss, Crohn's Disease, Gut Health
Humorous Holistic Affirming
★★★★★
Next available: August 10, 2023

 **Ruben Richards, RD**
Accepts your insurance: **Blue Cross Blue Shield**
Specialties: Weight Loss, Crohn's Disease, Gut Health
Humorous Holistic Affirming
★★★★★
Next available: August 10, 2023

Available On Other Dates


 **Victor Valentine, RD**
Accepts your insurance: **Blue Cross Blue Shield**
Specialties: Weight Loss, Crohn's Disease, Gut Health
Humorous Holistic Affirming
★★★★★

Explore Dietitians

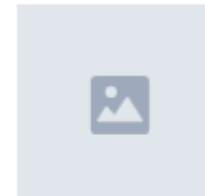
Concerns + Gender + Ethnicity + Language + Modalities +

Suggested Dietitians


We've carefully selected a few dietitians we believe are the right fit for your needs.

 **Sam Smith, RD**
Accepts your insurance: **Blue Cross Blue Shield**
Specialties: Weight Loss, Crohn's Disease, Gut Health
Humorous Holistic Affirming
★★★★★
Next available: August 10, 2023

 **Jennifer Jones, RD**
Accepts your insurance: **Blue Cross Blue Shield**
Specialties: Weight Loss, Crohn's Disease, Gut Health
Humorous Holistic Affirming
★★★★★
Next available: August 10, 2023

 **Ruben Richards, RD**
Accepts your insurance: **Blue Cross Blue Shield**
Specialties: Weight Loss, Crohn's Disease, Gut Health
Humorous Holistic Affirming
★★★★★
Next available: August 10, 2023

Available On Other Dates

 **Victor Valentine, RD**
Accepts your insurance: **Blue Cross Blue Shield**
Specialties: Weight Loss, Crohn's Disease, Gut Health
Humorous Holistic Affirming
★★★★★

Are you eager to begin your 12-week program? You can skip the 15-minute consultation and book your appointment now to get started right away!

15-Minute Consultation [Book Appointment](#)

June 2010						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

All Dietitians

We understand that user preferences vary, and some users may prefer to explore all available dietitians on their own. Here's how we cater to their preferences:

Explore All Dietitians:

- Users who want to explore all available dietitians can choose the "Explore All" option, which takes them to a screen showcasing the calendar and a list of all dietitians.
- The list of dietitian profiles is organized in a user-friendly manner for easy navigation and evaluation.

Profile Information:

- Each dietitian profile in the list view provides key details, including their rating, insurance acceptance, specialties, meeting style, and next available appointment.
- If the user has not completed onboarding, we include a CTA, encouraging them to complete it to receive personalized suggestions.

Sorting and Availability:

- Users can tap on the calendar to sort dietitians by date. Suggested dietitians will always be visible, even if they are not available on that specific day. Users will be informed of their next available date.
- Below the suggested dietitians, all dietitians available on that date will be displayed, followed by the list of dietitians available on other days.

Booking Process:

- To book an appointment, users can tap into the desired dietitian's profile. This seamlessly leads them through the booking process, allowing them to select a suitable date and time.

Filtering Options:

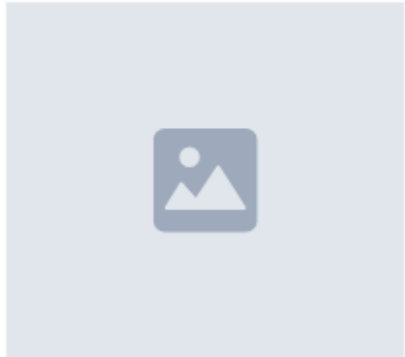
- Users can take advantage of the filtering options at the top if they wish to refine their search and find dietitians based on specific criteria.

Booking Appointment Option:

- Users will have the option to book an appointment directly. If they feel excited and ready to move forward with their plan, this option allows them to take the next step without delay.
- By ensuring a smooth and personalized onboarding process, users are more likely to feel confident and excited about proceeding with their plan.
- Users can easily tap back and forth between the consultation and appointment options. This allows them to update the calendar to see dietitians availability.

With this flexible approach, users have the freedom to choose between suggested dietitians or explore all options independently. We aim to empower users by providing an intuitive and transparent platform, ensuring they find the right dietitian for their unique needs and preferences. This balanced approach supports positive user experiences and meaningful connections throughout their journey on Foodsmart.

Dietitian Profile





Jennifer Jones, RD

★★★★★ (5/5) Patient Experience Rating

Accepts your insurance
Blue Cross Blue Shield

Specializes In
Weight Loss, Crohn's Disease, Gut Health

 1 opening left this week

 Loyal clients
Clients often come back to see this dietitian again

[Intro](#) [Style](#) [Cost](#) [More Info](#) [Patient Experience](#)

Great to meet you!

Lorem ipsum dolor sit amet, consectetur adipiscing 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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

A bit about my approach

Lorem ipsum dolor sit amet, consectetur adipiscing 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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

15-Minute Consultation [Book Appointment](#)

When would you like to meet Jennifer Jones?

All times are listed in your current timezone.

THU	MON	TUE
Aug 3	Aug 7	Aug 8
2:00pm	2:00pm 3:00pm	2:00pm

[Book session for Aug 3](#)

\$0 for 15-minute consultation
\$0-\$60 for appointment

Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

[Learn more](#)

[Intro](#) [Style](#) [Cost](#) [More Info](#) [Patient Experience](#)

Great to meet you!

Lorem ipsum dolor sit amet, consectetur adipiscing 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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

A bit about my approach

Lorem ipsum dolor sit amet, consectetur adipiscing 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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.




[Show more](#)

What you can expect from our first session

Lorem ipsum dolor sit amet, consectetur adipiscing 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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Show more](#)

Jennifer's style is

 Humorous  Holistic  Affirming

\$60 estimated cost per session

Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

Insurance carrier's Jennifer accepts

Aetna, Blue Cross and Blue Shield of New York, Ciana, UnitedHealthcare

15-Minute Consultation [Book Appointment](#)

When would you like to meet Jennifer Jones?

All times are listed in your current timezone.

THU	MON	TUE
Aug 3	Aug 7	Aug 8
2:00pm	2:00pm 3:00pm	2:00pm

[Book session for Aug 3](#)

\$0 for 15-minute consultation
\$0-\$60 for appointment

Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

[Learn more](#)

Dietitian Profile - Continued

Intro **Style** Cost More Info Patient Experience

Jennifer's style is

Humorous Holistic Affirming

\$60 estimated cost per session

Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

Insurance carrier's Jennifer accepts

Aetna, Blue Cross and Blue Shield of New York, Cigna, UnitedHealthcare

More about Jennifer

- Masters of Psychology at NYU & Bachelor's of Nutrition
- License Type: RD
- Gender: Female
- Ethnicity: Caucasian
- Works with: Adults and children
- More specialties: Women's Issues, Mental Health
- Modalities: Cognitive Behavioral (CBT)

Thoroughness of Examination ★★★★★

Previous patients' satisfaction in their perception of the thoroughness of the examination they received from this dietitian

Ability to Answer Questions ★★★★★

Previous patients' assessment of this dietitian's ability to answer all of their questions

Clarity of Instructions ★★★★★

Previous patients' satisfaction in the clarity of this dietitian's instructions for taking care of their health condition

Provider's follow-up ★★★★★

Previous patients' satisfaction of the followup care they received from this dietitian and responsiveness to their concerns

Provider's Attitude ★★★★★

15-Minute Consultation **Book Appointment**

When would you like to meet Jennifer Jones?

All times are listed in your current timezone.

THU	MON	TUE
Aug 3	Aug 7	Aug 8
2:00pm	2:00pm	2:00pm
	3:00pm	

Book session for Aug 3

\$0-\$60 estimated cost per session

Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

[Learn more](#)

Intro Style Cost **More Info** Patient Experience

15-Minute Consultation **Book Appointment**

When would you like to meet Jennifer Jones?

All times are listed in your current timezone.

THU	MON	TUE
Aug 3	Aug 7	Aug 8
2:00pm	2:00pm	2:00pm
	3:00pm	

Book session for Aug 3

\$0 for 15-minute consultation

\$0-\$60 for appointment

Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

[Learn more](#)

More about Jennifer

- Masters of Psychology at NYU & Bachelor's of Nutrition
- License Type: RD
- Gender: Female
- Ethnicity: Caucasian
- Works with: Adults and children
- More specialties: Women's Issues, Mental Health
- Modalities: Cognitive Behavioral (CBT)

Thoroughness of Examination ★★★★★

Previous patients' satisfaction in their perception of the thoroughness of the examination they received from this dietitian

Ability to Answer Questions ★★★★★

Previous patients' assessment of this dietitian's ability to answer all of their questions

Clarity of Instructions ★★★★★

Previous patients' satisfaction in the clarity of this dietitian's instructions for taking care of their health condition

Provider's follow-up ★★★★★

Previous patients' satisfaction of the followup care they received from this dietitian and responsiveness to their concerns

Provider's Attitude ★★★★★

Previous patients' assessment of this dietitian's friendliness and caring attitude

Perceived Outcomes ★★★★★

Previous patients' satisfaction with the dietitian's treatment of a condition

Patient Loyalty ★★★★★

Previous patients' trust in this dietitian, likelihood to see this dietitian again, or willingness to recommend this dietitian to another patient

Dietitian Profile

By creating detailed profiles for each dietitian, we empower users to make informed choices, ensuring a better fit for their needs. This feature also benefits the dietitians by providing them with a platform to showcase their skills and personality, attracting the right clientele. Here are the components of the profile:

Snapshot: Users get a quick overview, including the dietitian's rating, insurance acceptance, specialties, availability for the week, and whether they have loyal clients. This helps users gauge compatibility quickly.

Introduction: Dietitians can make a personalized introduction, sharing their approach and what users can expect during their first visit. This helps users connect on a personal level.

Style: Using a badge-like system, similar to Uber, dietitians can showcase their teaching styles, giving users insights into their approach and methods.

Cost: We maintain transparency throughout the process by displaying the cost estimate, even if insurance covers it. Our verbiage ensures there are no surprises for the user.

More Info: In this section, users find additional essential details such as the dietitian's education, license type, gender, ethnicity, typical client base, more specialties, and modalities used.

Patient Experience: Patients have the opportunity to rate the dietitian post-visit, providing an additional layer of trust and feedback for potential clients.

Booking Appointment Option:

- Users can easily tap back and forth between the consultation and appointment options. This allows them to update the calendar to see dietitians availability.

Users can then proceed to book an appointment directly on the dietitian's screen, where we display available dates, times, and the estimated cost. This user-friendly approach fosters a seamless booking experience, promoting retention and satisfaction.

By offering comprehensive profiles, we ensure that users can confidently select a dietitian who aligns with their goals and values. Foodsmart's transparency and user-centered design ultimately leads to meaningful connections and a positive experience for both users and dietitians.

Transparency In Cost

Showing the payment amount, regardless of whether it's covered by insurance, offers several important benefits for transparency and user experience:

Transparency and Trust: Displaying the payment amount upfront builds trust with users. They appreciate knowing the exact cost of the service, fostering transparency and reducing any potential surprises later in the process.

Informed Decision-Making: Users can make well-informed decisions about their healthcare when they are aware of the payment amount. Knowing the cost allows them to budget accordingly and evaluate the value of the service.

Insurance Understanding: Even if the payment is covered by insurance, showing the original payment amount helps users understand the service's actual cost and the value provided by their insurance coverage.

Insurance Verification: When users see the original payment amount, they can confirm that the correct insurance coverage has been applied. This helps identify any potential errors and ensures smooth billing and payment processing.

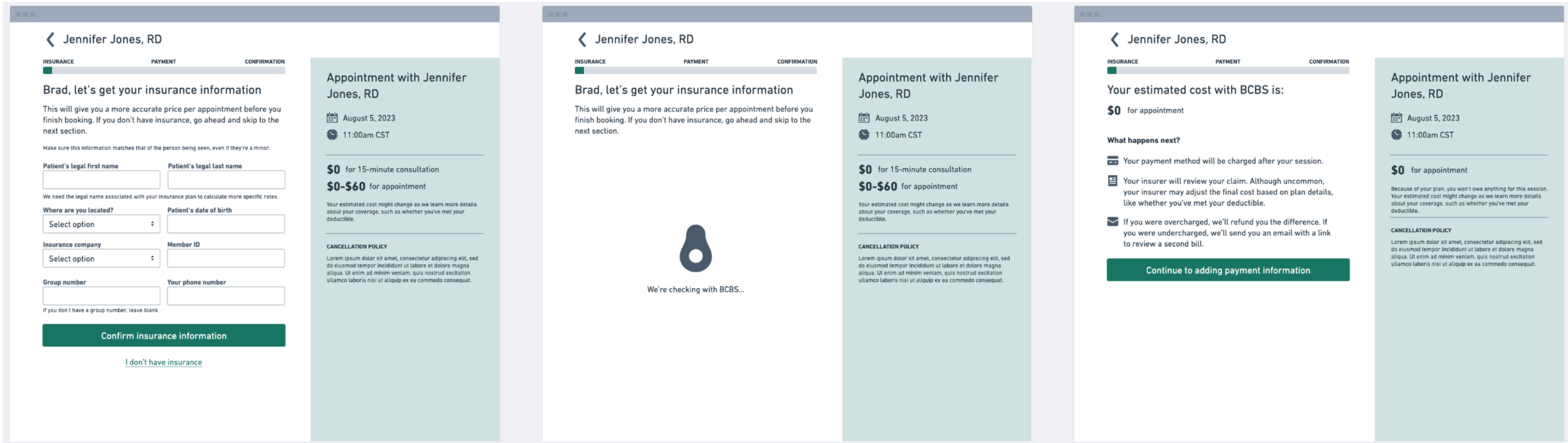
Insurance Limitations: Sometimes, certain services may not be fully covered by insurance, leading to out-of-pocket expenses. By showing the payment amount, users can prepare for any potential out-of-pocket costs.

Patient Satisfaction: Transparent communication about payment amounts contributes to overall patient satisfaction. It reflects a commitment to customer-centric service and enhances the user experience.

Reducing Support Queries: By providing payment details upfront, users are less likely to seek customer support for clarification on costs, leading to a more efficient and streamlined process.

Compliance and Legal Requirements: In some jurisdictions, it may be a legal requirement to disclose the payment amount to patients for healthcare services.

Booking Visit - Insurance Information



Booking Visit - Insurance Information

Let's begin the booking process by gathering insurance information. Here's what to expect on the screen:

Session Summary: To the right, a summary of the session will be displayed, including the date, time, and an estimated cost for the consultation and appointment. The estimate will come with verbiage about the pricing and the cancellation policy.

Progress Bar: At the top of the page, a progress bar will show the number of steps left in the process, helping users track their progress.

Insurance Information: Users will be prompted to enter their insurance details, which will enable us to provide a more accurate price for the session. If the user doesn't have insurance, they can skip this section.

Insurance Verification: Upon entering the insurance information, the system will perform an API call to verify it. During this process, a loading section will appear to inform the user that we're communicating with their insurance provider. This verification usually takes just a few seconds.

Estimated Cost: After the insurance is confirmed, the estimated cost of the session will be displayed.

Manual Verification: In case there are any issues with verifying insurance automatically, a message will inform the user that we may need to perform manual verification before their appointment.

Managing Expectations: To ensure clarity, we'll provide the user with an explanation of what to expect next in the process. This will help manage expectations and guide users through the remainder of the booking journey.

This presentation will walk users through the process of entering their insurance information, understanding the estimated cost, and preparing them for their 12-week program journey.

Booking Visit - Insurance Not Verified

Jennifer Jones, RD

INSURANCE PAYMENT CONFIRMATION

Brad, let's get your insurance information

This will give you a more accurate price per appointment before you finish booking. If you don't have insurance, go ahead and skip to the next section.

Make sure this information matches that of the person being seen, even if they're a minor.

Patient's legal first name Patient's legal last name

We need the legal name associated with your insurance plan to calculate more specific rates.

Where are you located? Patient's date of birth

Insurance company Member ID

Group number Your phone number

If you don't have a group number, leave blank

[Confirm insurance information](#)

[I don't have insurance](#)

Appointment with Jennifer Jones, RD

August 5, 2023
11:00am CST

\$0 for 15-minute consultation
\$0-\$60 for appointment

Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

CANCELLATION POLICY

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

Jennifer Jones, RD

INSURANCE PAYMENT CONFIRMATION

Brad, let's get your insurance information


This will give you a more accurate price per appointment before you finish booking. If you don't have insurance, go ahead and skip to the next section.

\$0 for 15-minute consultation
\$0-\$60 for appointment

Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

CANCELLATION POLICY

Lorem ipsum dolor sit amet, consectetur adipiscing 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.



We're checking with BCBS...


Jennifer Jones, RD

INSURANCE PAYMENT CONFIRMATION




We can't verify your insurance.

This happens sometimes! We will do a manual verification prior to your visit and contact you after.



What happens next?

 We will manually review your insurance prior to your visit.

Once your insurance is confirmed:

-  Your payment method will be charged after your session.
-  Your insurer will review your claim. Although uncommon, your insurer may adjust the final cost based on plan details, like whether you've met your deductible.
-  If you were overcharged, we'll refund you the difference. If you were undercharged, we'll send you an email with a link to review a second bill.

If we can't confirm your insurance:

-  You'll have the option to pay per session or purchase a **monthly subscription**.
-  Your payment method will be charged after your session.

[Continue to adding payment information](#)

Appointment with Jennifer Jones, RD

August 5, 2023
11:00am CST

\$0 for appointment

Because of your plan, you won't owe anything for this session. Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

CANCELLATION POLICY

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

Payment Information - Insurance

At this stage, we will collect the payment information from the user.

Payment Options: Users can conveniently pay for the appointment using various methods, including Credit, Debit, HSA, FSA cards, or their bank account. We offer multiple options to ensure flexibility and convenience.

Hold Appointment: It's important to note that the user won't be charged at this point. However, we do require a payment method to hold the appointment slot for them. This helps us manage our schedule efficiently.

Mobile Number: To ensure effective communication, the user's mobile number will be pre-populated from their onboarding information. They can choose to update it if needed, as we'll use this number to send them updates and reminders about their appointment.

Policy Acceptance: Before proceeding with the booking, the user will need to accept all relevant policies. This includes our cancellation policy, privacy policy, and any other terms and conditions. Ensuring policy acceptance is essential for a smooth and transparent process.

By providing a variety of payment options, clearly communicating the purpose of taking payment information, and ensuring policy acceptance, we create a seamless and user-friendly payment process. Users can book their appointments with confidence, knowing that their preferred payment method will secure their slot without immediate charges.

Appointment with Jennifer Jones, RD

August 5, 2023
11:00am CST

\$0 for appointment

Because of your plan, you won't owe anything for this session. Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

CANCELLATION POLICY

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

Back

INSURANCE **PAYMENT** **CONFIRMATION**

Add a payment method
You'll only be charged after your appointment — we just need a payment method on file to hold your slot.

Credit, Debit, HSA, or FSA Card **\$0**

Card number MM/YY CVC Zip

Your payment info will be stored securely by Stripe.

— or —

Bank Account **\$0**

Add your mobile number
Get care-related updates, like forms from your provider, texted to your mobile phone. We'll never send spam or private information about your health, and you can opt out at any time.

Mobile number

I agree to receive SMS messages, such as session reminders and other messages regarding my relationship with Foodsmart, at the telephone number listed above.

I acknowledge receipt of the **privacy practices** and **assignment of benefits and financial responsibility**.

Book appointment with Jennifer

Payment Information - No Insurance

If the user doesn't have insurance or prefers to pay out of pocket, we offer them different payment options.

Foodsmart Plan Subscription: Users have the option to subscribe to a Foodsmart plan, which comes with a 3-month commitment. This plan is designed to ensure the success of the program by keeping them enrolled for the entire duration. By opting for the subscription, users will have their appointments pre-paid for the 3-month period, providing a sense of commitment and accountability to see the program through.

Pay-per-Visit Option: Alternatively, we provide users with the choice of paying per visit. This option is suitable for those who are still exploring the program or prefer a more flexible payment approach. While pay-per-visit allows for greater flexibility, we highlight that the subscription plan offers better pricing and overall value for users committed to their wellness journey.

By offering these two options, we cater to different user preferences and circumstances. The Foodsmart plan subscription encourages commitment and provides a structured approach to achieve health goals, while the pay-per-visit option offers flexibility for those who wish to try the program on a visit-by-visit basis.

Ultimately, our aim is to support users in making an informed decision that aligns with their needs and preferences, ensuring they have access to high-quality nutrition telehealth services tailored to their unique requirements.

Back

INSURANCE **PAYMENT** **CONFIRMATION**

Add a payment method

You'll only be charged after your appointment — we just need a payment method on file to hold your slot.

Credit, Debit, HSA, or FSA Card **\$60**

Card number MM/YY CVC Zip

Your payment info will be stored securely by **Stripe**.

— or —

Bank Account **\$0**

Select payment type

Foodsmart Subscription **\$69/month**
Subscribe and get a discounted rate each month!
**3-month commitment

Pay per visit **\$150 per visit**
Have the flexibility of paying as you go.

Add your mobile number

Get care-related updates, like forms from your provider, texted to your mobile phone. We'll never send spam or private information about your health, and you can opt out at any time.

Mobile number

I agree to receive SMS messages, such as session reminders and other messages regarding my relationship with Foodsmart, at the telephone number listed above.

I acknowledge receipt of the **privacy practices** and **assignment of benefits and financial responsibility**.

Book appointment with Jennifer

Appointment with Jennifer Jones, RD

August 5, 2023
11:00am CST

\$150 for appointment

Because of your plan, you won't owe anything for this session. Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

CANCELLATION POLICY

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

Payment Information - Consultation

For users just booking a consultation, we still collect a payment method:

Cancellation Fees: While booking the consultation, we request payment information to have a card on file. This allows us to charge any applicable cancellation fees if the user decides to cancel their appointment outside the allowed cancellation window. Charging cancellation fees helps us manage our schedule and ensures that appointments are used efficiently.

Card on File for Future Visits: Having the user's card on file provides a seamless and convenient experience for future visits. Users won't need to enter their payment information each time they book an appointment, streamlining the booking process and enhancing user satisfaction. It's important to communicate to the user that they won't be charged for the consultation itself, but their payment information will be securely stored for the above purposes. By ensuring transparency and offering clear explanations, we can build trust and maintain a positive user experience throughout the booking process.

The screenshot shows a web form for adding a payment method. At the top, there is a 'Back' button and a progress bar with three stages: 'INSURANCE', 'PAYMENT' (which is currently active and highlighted in green), and 'CONFIRMATION'. Below the progress bar, the heading 'Add a payment method' is followed by a sub-heading: 'You won't be charged for your consultation — we just need a payment method on file to hold your slot.' There are two main options for payment methods, each with a '\$0' price tag. The first option is 'Credit, Debit, HSA, or FSA Card', which includes input fields for 'Card number', 'MM/YY', 'CVC', and 'Zip'. Below these fields is a note: 'Your payment info will be stored securely by Stripe.' The second option is 'Bank Account'. Between the two options is a separator: '— or —'. Below the 'Bank Account' option is the heading 'Add your mobile number' with a sub-heading: 'Get care-related updates, like forms from your provider, texted to your mobile phone. We'll never send spam or private information about your health, and you can opt out at any time.' This is followed by a 'Mobile number' input field and two checkboxes: 'I agree to receive SMS messages, such as session reminders and other messages regarding my relationship with Foodsmart, at the telephone number listed above.' and 'I acknowledge receipt of the privacy practices and assignment of benefits and financial responsibility.' At the bottom of the form is a large green button labeled 'Book appointment with Jennifer'. To the right of the form, there is a summary box for the appointment with Jennifer Jones, RD, on August 5, 2023, at 11:00am CST. It states '\$0 for consultation' and includes a 'CANCELLATION POLICY' section with placeholder text.

Payment Information - Advantages/Considerations

Taking Payment Details Upfront:

Advantages:

- **Streamlined Process:** Collecting payment details upfront can expedite the booking process for users who may choose to continue with paid services after the free consultation.
- **Commitment:** Collecting payment details can signal a level of commitment from the user, potentially leading to higher attendance rates for the scheduled appointment.
- **Easy Transition:** If the user decides to continue with paid services after the free consultation, their payment information is already on file, simplifying the transition.

Considerations:

- **User Experience:** Some users may be hesitant to provide payment details upfront for a free service, and this may impact their decision to book an appointment.
- **Trust:** Users may feel more comfortable experiencing the free consultation before sharing their payment information, especially if they are new to the platform.

Waiting until After the Free Consultation:

Advantages:

- **User Comfort:** Allowing users to experience the free consultation first may improve their trust and comfort level with the platform before sharing payment details.
- **No Obligation:** Users can explore the service without feeling obligated to continue or make a financial commitment right away.

Considerations:

- **Conversion Rate:** Waiting until after the free consultation may result in a lower conversion rate to paid services as some users may not proceed with booking paid sessions.
- **User Drop-Off:** Users may not return to provide payment details after the consultation, leading to potential loss of conversions.

Confirmation

[← Back](#)

INSURANCE PAYMENT CONFIRMATION

Brad, you're all set!
We're looking forward to meeting with you and getting you started with your 12-week program!

Questionnaire
Since you've already completed your questionnaire, we don't need anything else from you at this time. Feel free to review your answers and make any changes prior to your meeting.

[View questionnaire](#)

Export To Calendar

[Export To Google Calendar](#)


[Export To Apple Calendar](#)


[Export To Calendar](#)

We'd love to know!
How did you hear about us?

[Go to dashboard](#)

Appointment with Jennifer Jones, RD

 August 5, 2023

 11:00am CST

\$0 for appointment

Because of your plan, you won't owe anything for this session. Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

CANCELLATION POLICY

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

[← Back](#)

INSURANCE PAYMENT CONFIRMATION

Brad, you're all set!
We're looking forward to meeting with you and getting you started with your 12-week program!

Questionnaire
Your dietitian would love to learn more about you. Help them out by filling out this questionnaire. By doing this, you're able to save time and make the most out of your visit.

[View questionnaire](#)

Export To Calendar

[Export To Google Calendar](#)


[Export To Apple Calendar](#)


[Export To Calendar](#)

We'd love to know!
How did you hear about us?

[Go to dashboard](#)

Appointment with Jennifer Jones, RD

 August 5, 2023

 11:00am CST

\$0 for appointment

Because of your plan, you won't owe anything for this session. Your estimated cost might change as we learn more details about your coverage, such as whether you've met your deductible.

CANCELLATION POLICY

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

Confirmation

Once the user confirms their booking, they will be directed to the confirmation screen.

Confirmation Message: A clear and reassuring message will be displayed, informing the user that their appointment is confirmed. This confirmation message reinforces their booking and sets the right expectations.

Questionnaire Review and Adjustment (if applicable): If the user has already completed their questionnaire, they will be given the option to review it and make any necessary adjustments. On the other hand, if they haven't completed it, we'll emphasize the importance of doing so before their consultation. Completing the questionnaire in advance helps optimize their consultation time and ensures the dietitian has all the relevant information.

Export to Calendar: To help users manage their schedule effectively, we'll provide the option to export the appointment details to their calendar. This minimizes the chances of missing the appointment and helps users stay organized.

Feedback on Referral Source: We can use this section to ask users about where they heard about Foodsmart. This valuable information helps us understand our marketing efforts and target new users more effectively in the future.

By providing a comprehensive confirmation screen, we reinforce the user's booking, highlight the importance of completing the questionnaire, offer calendar export for convenience, and collect valuable feedback on referral sources. This thoughtful approach enhances the overall user experience and sets the stage for a successful and engaging consultation with Foodsmart.

Dashboard

Account

Settings

Appointments

FAQ

Hi Brad!


[Book An Appointment](#)

Let's get you set up for success!

Fill out your onboarding questionnaire to maximize your time with your dietitian! They'll gain insights into your needs and come to the appointment prepared to ask you all the right questions.

[Complete Onboarding](#)

Upcoming Appointments



Jennifer Jones, RD
Friday, August 4th at 9:00am for 60 minutes

INSURANCE
Blue Cross and Blue Shield of New York [In Network](#)

APPOINTMENT INSTRUCTIONS

1. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
2. Lorem ipsum dolor sit amet, consectetur adipiscing 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.
3. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Cancel Appointment](#)

Dashboard

Once a user books a session, they can conveniently access and manage their appointments through their account dashboard. Here's a breakdown of the key features included in the user dashboard:

Account Overview:

- The user's dashboard provides an overview of any upcoming activity within their account. This section prominently displays their upcoming appointment, allowing easy access to all relevant details.
- Additionally, we utilize this space to post promotions, news, and other relevant updates from Foodsmart, ensuring users are informed about the latest developments and offers.
- For users who have not completed onboarding, a clear and visible CTA banner encourages them to do so before their scheduled session, enhancing their experience.

Settings:

- In the "Settings" section, users have the ability to manage their personal information. They can update details such as their name, contact information, payment, and insurance information to keep their profile current.
- The "Settings" area also allows users to change their password securely, ensuring data protection and account security.

Appointments:

- The "Appointments" section provides a comprehensive view of all scheduled and past appointments. Upcoming appointments are displayed with a summary, including date, time, and the dietitian's name.
- Users have the option to cancel appointments if needed, offering them flexibility and control over their schedule.
- For past appointments, a detailed invoice is available, showcasing any insurance or payment coverage for the user's records. Users can also print this invoice as needed.

FAQs:

- The "FAQ" section serves as a convenient resource where we address some of the most frequently asked questions from users. This helps users find quick answers to common queries and provides additional support.

By implementing these features, we create a user-friendly and organized dashboard that allows users to manage their appointments, update their information, and access important resources with ease. This thoughtful approach enhances the overall user experience and fosters a positive and seamless journey on Foodsmart.

Email & Text Notifications

Email notifications provide several key benefits in different scenarios, enhancing the overall user experience and strengthening engagement on Foodsmart:

Follow-up after Booking Appointment:

- **Personalized Communication:** Email notifications allow us to send personalized follow-up messages after users book appointments. This reinforces their decision and offers any additional information they may need before their session, such as preparation instructions or dietitian contact details.
- **Appointment Reminders:** Sending appointment reminders via email ensures that users stay informed about their upcoming sessions. These reminders reduce the likelihood of missed appointments and improve user satisfaction.

Follow-up after User Aborts Booking an Appointment:

- **Understanding User Behavior:** Email notifications serve as a valuable way to understand user behavior and reasons for aborting the booking process. By seeking user feedback and addressing any concerns, we can optimize the booking flow and increase conversion rates.
- **Encouraging Completion:** Follow-up emails can be designed with persuasive content and incentives, encouraging users to reconsider and complete the booking process. This approach helps recover potential lost opportunities and boosts engagement.

Post-Appointment Follow-up:

- **Patient Support:** Email notifications after appointments provide a channel for checking in with patients, ensuring they had a positive experience, and addressing any questions or concerns that may have arisen during the session.
- **Encouraging Continuity:** Post-appointment emails can include follow-up recommendations, such as scheduling a follow-up session or accessing relevant educational resources. This encourages users to continue their journey with our platform.

Asking to Complete Onboarding:

- **Personalized Onboarding Support:** Email notifications serve as gentle reminders to users who haven't completed onboarding. By sending targeted emails that highlight the benefits of completing onboarding, we can guide users towards this important step and offer assistance if needed.
- **Maximizing Platform Value:** Completing onboarding ensures users receive personalized dietitian suggestions, leading to a better overall experience. Email reminders prompt users to complete this process, enhancing their satisfaction and engagement on the platform.

Overall, email notifications play a crucial role in communication, support, and retention. By leveraging email effectively in these scenarios, we foster a positive relationship with users, address their needs, and ensure they have a seamless and successful experience with Foodsmart.

Research

Here are some companies I researched to understand best practices:

Headway: Headway is a mental health platform that offers convenient access to licensed therapists through virtual counseling. They prioritize user privacy and confidentiality, providing a secure and user-friendly platform for therapy sessions.

Teladoc: Teladoc is a telehealth platform that connects users with healthcare professionals, offering virtual doctor visits for non-emergency medical conditions. They focus on providing accessible and affordable healthcare services, making it easier for users to consult with doctors remotely.

Maven: Maven is a digital health clinic for women, offering personalized care for family planning, prenatal and postnatal care, and more. They provide on-demand access to women's health practitioners, ensuring comprehensive and supportive care throughout various stages of life.

Noom: Noom is a health and wellness app that uses a behavioral approach to help users achieve their weight and health goals. They offer personalized coaching, interactive challenges, and educational content to create sustainable lifestyle changes.

Curology: Curology is a skincare brand that offers customized skincare products based on users' unique needs and skin conditions. They use online consultations with dermatologists to create personalized treatment plans for their customers.

These companies share some common best practices, such as:

Personalization: Offering personalized experiences and tailored services based on individual needs and preferences.

Convenience and Accessibility: Providing easy access to services through online platforms or apps, making it convenient for users to connect with professionals from anywhere.

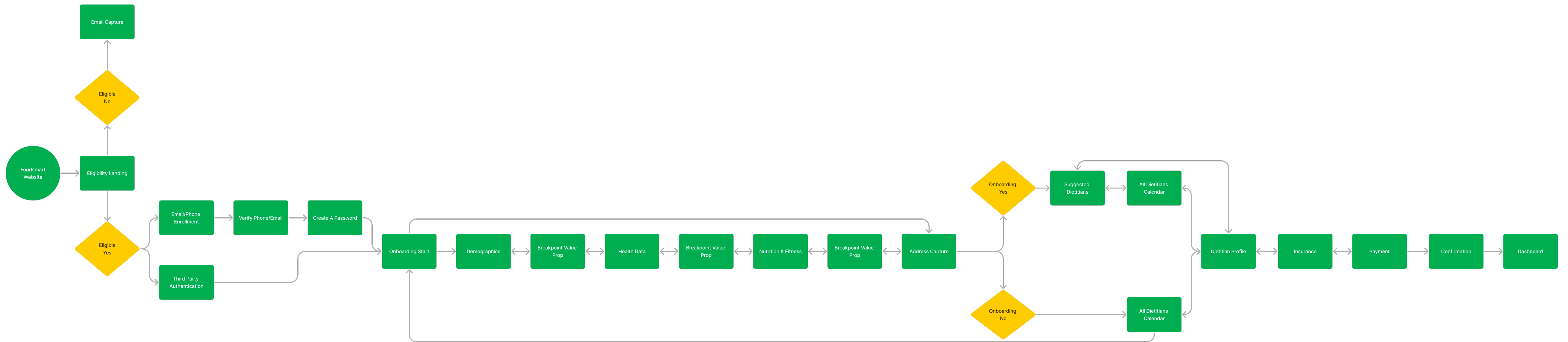
User Privacy and Security: Ensuring strong privacy measures and data protection to build trust with users.

Strong Customer Support: Offering reliable customer support and clear communication to assist users throughout their journey.

Data-Driven Approach: Utilizing data analytics and behavioral insights to optimize user experiences and service offerings.

Successful Onboarding: Proven onboarding tactics that streamlines the account setup process and increases conversion.

Flow





Case Study