Notice.com — an at-home STI testing kit and service

Physical/Digital Evidence

Notice.com website

Digital content: digital instructions, video instructions, contact information for physicians

MyEra: content, testing form, paper instructions, contact information for physicians

Mobile content: digital instructions, video instructions, contact information for physicians, to be used in conjunction with capturing an image of the results to be uploaded to Notice.com

Present images of doctors - doctor offices

User Actions

Search Online
Arrive on Notice.com
Share/supply symptoms and personal information through the STI questionnaire
Read customized information
Decide to get a test
Purchase the testing kit + input shipping and ordering information + insurance policy
Wait for kit to arrive
Become the testing kit + open
Read instructions (printed inside the kit)
Do the test
Wait for the results (20-30 mins)
Get results

Positive (with symptoms)
User goes online and inputs symptoms, photographs test results + upload to Notice.com

Negative (with symptoms)
Negative (with no symptoms)

Print personalized STI materials: questionnaire + STI test results + questions for physician

Receive a notification 6 months after receiving first STI testing kit

Front-of Stage Interactions

Landing page with instructions
STI symptoms questionnaire
Provide customized information relative to user information is directly from user generated content
Prompt to purchase STI testing kit
Prompt for credit card and mailing address, include insurance policy
Send confirmation email of purchased order + shipping information
Send Kit + Send email notification STI test has arrived

Back-of Stage Interactions

Receive kit and contact company
Keep up-to-date of patient testing (for on-time reminder notifications)

Support Process

Search engine optimization (SEO): this will enable Notice.com to appear 1st in
Manage external database of user-driven content and data extract
Aggregate user generated content
Prevent reoccurrence of STIs
Process the order + select user data to feed into STI database
Largely Notice.com advertisements on social media

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