

Interview #1: Maria

Behaviors and Attitudes

I like the tracking my progress with daily or weekly photos.

I love how I can share my full experience with others with photos or videos.

I like when I feel like my dentist can track my experience with me.

Needs and Goals

I need to connect with my dentist on an app throughout my treatment.

I need to see a 3D model of my teeth on an app and not in the dental office.

I need photo I need to be able to add daily photos and then make a nice gif or video.

I need to see statistics that can encourage me throughout the treatment.

I want the ability to message a professional or my dentist through the app.

I want a way to find a dentist who specializes in my brand of aligners.

Frustrations

I don't want to pay extra for any app services for my treatment. It should be included.

I hate when an app doesn't allow me to customize my own schedule.

I hate when an app won't do anything cool with my photos.

I don't like how my dentist doesn't see my progress on an app.

Interview #2: Shane

Behaviors and Attitudes

I love seeing a 3D model of my treatment.

I like being able to see statistics about my treatment.

I like having an app to track my treatment.

Needs and Goals

I need a feature that shows me the percentage and how much is left to go.

I need to be able to journal my journey.

I want to see a countdown timer for the end of my treatment.

I need to be able to make a gif or videos of my before and after.

I want my dentist to see the progress of my teeth via photo updates.

I want to see a 3D model every time I check out the app.

Frustrations

I hate how I can't see a 3D model of my treatment.

I hate not being able to track my progress.

I hate paying extra for services.

Interview #3: Joey

Behaviors and Attitudes

I like motivational tips or tricks for my treatment.

I love having a notification with a calendar for appointments.

Needs and Goals

I want the ability to see a 3D model of my treatment, with different views.

I need to be able to track my progress with photos and videos.

I need statistics and timers to track my progress.

I want a way to communicate with my dentist or a orthodontist.

I need to be able to track my daily usage.

I need to use a widget instead of opening an app every time.

Frustrations

I don't like downloading an app to realize it's boring and useless.

I hate how I can't communicate or show my progress to my dentist.

I don't want to pay extra for any additional services.

I hate not being able to use a widget to show when I am using my trays or not.