

Touchscreen Hearing Check User Experience

STEP BY STEP

STANDS AND SOFTWARE ARE CUSTOMISED IN YOUR COLORS AND BRAND AT NO EXTRA COST!



- 1. LOCATION:** The Touchscreen Hearing Check will attract users in a range of settings.
- 2. IDLE SCREENS:** When inactive, a slide show promotes the hearing check and your services.
- 3. WELCOME & SET-UP:** A short introduction and quick test to ensure headphones are correctly positioned and functional.
- 4. OPT-IN PRIVACY POLICY (Optional):** Some hearing care providers may prefer that Users "opt-in" to terms related to the use of their information before the hearing check commences. Can be easily turned off within the Administration Area.
- 5. REGISTRATION:** This is a marketing solution designed to generate appointments and leads. Users are required to enter their name, email and phone number (NB: Phone is optional). If the User does not have an email address, they may bypass this step.
Every user who supplies an email address will automatically receive their Free Hearing Report.
- 6. BACKGROUND NOISE:** Unless pre-selected within the Administration Area, users are asked to describe background noise. This is used to apply a Correction Factor to their hearing thresholds.
- 7. GENDER & AGE:** Requested to help segment your database.
- 8. TEST INSTRUCTIONS:** Explanation of how the screening test will be conducted. The video guide is aided by an animation, which together preview tone test functionality.
- 9. TONE TEST:** 4-frequency screening in both ears that follows standard audiology protocols. Users can pause, resume and or restart their hearing check at any time.
- 10. END-OF-TEST PROMO:** While results are computed, we promote the importance of addressing hearing loss, both visually on the screen and using a "voice over".
- 11. MY RESULTS:** If user **DOES NOT** have a significant hearing loss, the Guide explains "you are not showing signs of a hearing loss that would be impacting your quality of life". Users will still receive their Free Hearing Report via email, but will not be offered a clinical assessment.
- 12. YOUR RESULTS:** If user **DOES** have a significant hearing loss, the Guide strongly encourages the User to address their hearing loss by requesting a clinical assessment.
- 13. FORMS:** Users who wish to make an appointment are directed to a form where they confirm their contact information and enter their postcode.
- 14. CHOOSE LOCATION:** Users who request an appointment are presented with your four (4) closest clinics to their postcode, from which to choose for their appointment. They may also look up locations in a different area (e.g. closer to work) and view maps of a given location.
- 15. THANK YOU:** Users are thanked for their time.
- 16. FREE HEARING REPORT:** Users are automatically emailed a copy of their Free Hearing Report. It includes:
• Their audiogram
• Tips for interpreting their audiogram
• Facts about hearing loss
• Recommendations
If someone has a hearing loss but does not have an email address, we offer to mail a hardcopy of their Report.
- 17. CLINICAL ASSESSMENT:** Every step is engineered to generate qualified appointments for your clinic!