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## **Preliminary Proposal**

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**Product Feature:** The Share the DNA App. ShareDNA is a smart phone application (app) which makes it easier for individuals to share their genetic results with others. Individuals can register and either upload their own genetic result or have their result pre-loaded if they participated in genetic research at the University of Washington. Individuals can choose one or more of their contacts to share their result via text or email. ShareDNA will track the number of people results are shared with, as well as their relationship to the person sharing. An accompanying website (shareDNA.org) provides additional information on setting up and using the app.

**Client:** University of Washington

**Goals:** Client would like feedback on the following:

1. Design of the app, i.e.; Is it visually appealing? Is it easy to navigate? Is it easy to understand?
2. The relevance of the app, i.e.; Is it something that would be used? How many people would results be shared with? Would it be recommended to others?
3. General experience, i.e.; Would more information be better?)

**Target User:** General population, anyone that has had genetic testing either through a medical genetics clinic or direct to consumer. We will be working with a pre- established population of UW research participants who have received genetic results. These participants have been recruited by the UW study staff for this usability study.

**Key Tasks that a user needs to successfully accomplish when using the product?:** Successfully share their DNA information.

**What are the key usability questions that a designer would want you to investigate?:**

1. How might we make the app design better?
2. How might we make the navigation better?
3. How might we increase interest in the app?
4. How might we inspire sharing of results?
5. How might we increase and inspire recommendations to others?