

Health Care

Online Doctor Appointment App

UX UI Case Study

Tools Used!



PROJECT OVERVIEW

A Project Overview is a Detailed Description Of A Project's Goals And Objectives, The Steps To Achieve These Goals, And The Expected Outcomes.

PROJECT OVERVIEW

A Popular Doc Booking App That Offers Online Video Consultation, Booking Doctor's Appointments After Choosing The Specialist



IDEA

Due To Covid 19 Pandemic, Booking An Online Consultation Has Become A More Essential Necessity. Online Consultations Help Save Your Time And Help People Feel More Comfortable.



User Centered Design Process

"User-Centered Design (UCD) is a User Interface Design Process That Focuses On Usability Goals, User Characteristics, Environment, Tasks, And Workflow In The Design Of An Interface."

- Ideate**: Lorem ipsum dolor sit amet consectetur.
- Empathize**: Lorem ipsum dolor sit amet consectetur.
- Define**: Lorem ipsum dolor sit amet consectetur.
- Prototype**: Lorem ipsum dolor sit amet consectetur.
- Test**: Lorem ipsum dolor sit amet consectetur.

PROJECT GOALS

A Project Timeline is an Overview Of A Project's Deliverables Laid Out In Chronological Order. It Maps Out What Needs To Be Completed Before A New Task Can Commence And Keeps Everything Ticking Along Nicely.

- Save Time**: Meeting the doctor can be consuming, we tried to build a digital solution to reduce this.
- Organize**: We structure the whole strategy by creating innovation solution that make the practical process simple.
- Online support**: People can select the correct type of specialist doctor and book an appointment online right immediately.



FINDING PROBLEMS

Problem Finding Means Problem Discovery. It Is Part Of The Larger Problem Process That Includes Problem Shaping And Problem Solving. Problem Finding Requires Intellectual Vision And Insight Into What Is Missing. Problem Finding Plays A Major Role In Application Of Creativity.

PROBLEMS

- Find Best Doctor.
- How To Save Money For Our Health.
- Calling Ambulance In Critical Situation.
- Get Discount In Hospital Bills.
- Purchase Medication From Pharmacy



SOLUTIONS

- Doctors Specialists For Every Diseases
- Make Insurance For Patients
- Provide Ambulance In Critical Situations
- 90% Discount
- Home Delivery All Medicines After Discharge



USER PERSONA

User Personas are Archetypal Users Whose Goals And Characteristics Represent The Needs Of A Larger Group Of Users.

AGE 20
EDUCATION PHD
STATUS Single
OCCUPATION Doctor
LOCATION Pakistan

PERSONALITY
Introverted
Extroverted

STORY

Diyana is A Management Consultant/Her Job is Quite Demanding With Meetings, Clients Presentations And Long Days Quit Frequently She's Tech Savvy And Enjoys Being An Early Adopter Of The Latest Apps And Digital Services.

To Be Able To Enjoy Her Free Time In Spite Of Busy Professional Life She Tries To Solve As Much Things As Possible. One Of The Ways She Achieves This Is By Using Mobile And Web Applications (EG Online Booking)

GOALS

- Do In More Transactions Possible Online Instead Of The Real-World Using Mobile Phone
- Making The Most Out Of Her Day
- To Never Miss Any Appointment

PAIN POINTS

- Has To Wait Long The Time To Booking Appointments With Her Doctors In The Real-World
- Some Times Misses Appointments Because Her Longer Drive Time

MOTIVATION

- Health Issue
- Stress
- Good Service
- Good Deal
- Cost

PERSONALITY

Introversive	Extrovert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving



Empathy Map

Empathy map is collaborative tools teams can use to gain a deeper insight into customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment.

Says

- I need a call for the next patient. I am so busy.
- I don't have your family medical record yet.
- May I have less than 15 minutes for lunch.
- I understand your feeling.

Thinks

- I think the screening is crucial.
- I need to promote and knowledge my patient.
- I think the EMR system saves doctor and patient's time.

Does

- Work 40 hours every week
- Use multiple calendar app to manage time
- prepare for professional scanning last after work

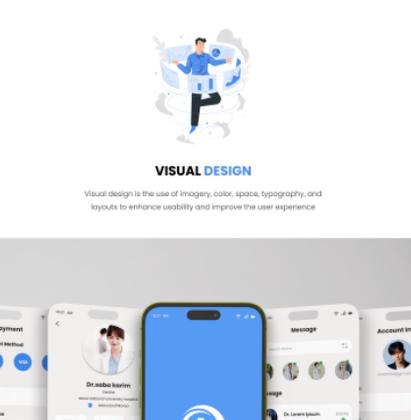
Feels

- Overwhelm by complicated paperwork.
- I am tired of working overtime
- Happy when the patient appreciates the



User Flow

User Flow is The Path Taken By A Prototypical User On A Website Or App To Complete A Task. The User Flow Takes Them From Their Entry Point Through A Set Of Steps Towards A Successful Outcome And Final Action, Such As Purchasing A Product.



Style Guide

A style guide is a document that details a company's set of standards for writing, editing, formatting, and designing documents.

Aa

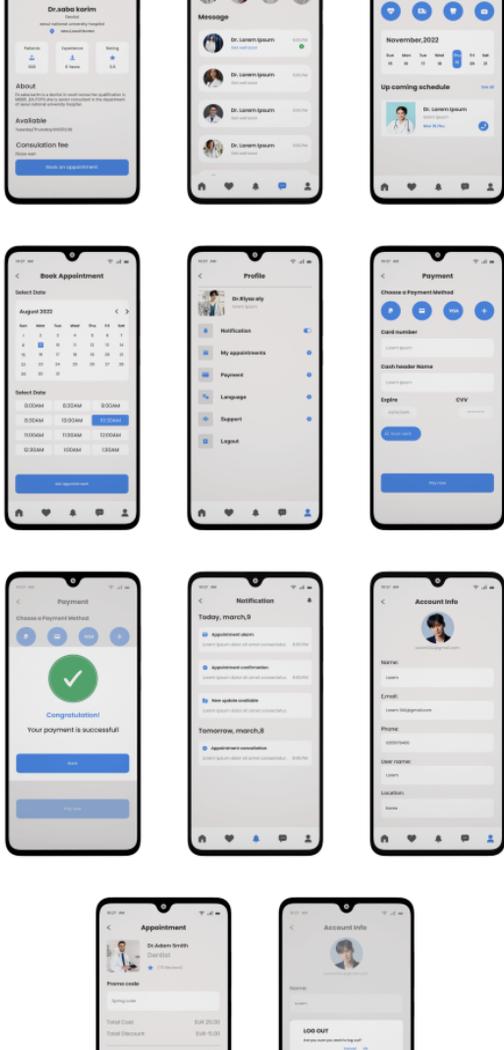
The Style Guide Was chosen to keep the look and feel of the app organizes.

The main focus is to make the app accessible, so the design is very minimalist.

Font size	Line Height
Large Text Bold	20 px
Large Text Regular	28 px
Medium Text Bold	18 px
Medium Text Regular	25.2 px
Normal Text Bold	16 px
Normal Text Regular	22.4 px
Small Text Bold	14 px
Small Text Regular	19.6 px

WIRE FRAMES

A skeletal three-dimensional modal in which only lines and vertices are represented.



VISUAL DESIGN

Visual design is the use of imagery, color, space, typography, and layouts to enhance usability and improve the user experience

