Medlogics App Design

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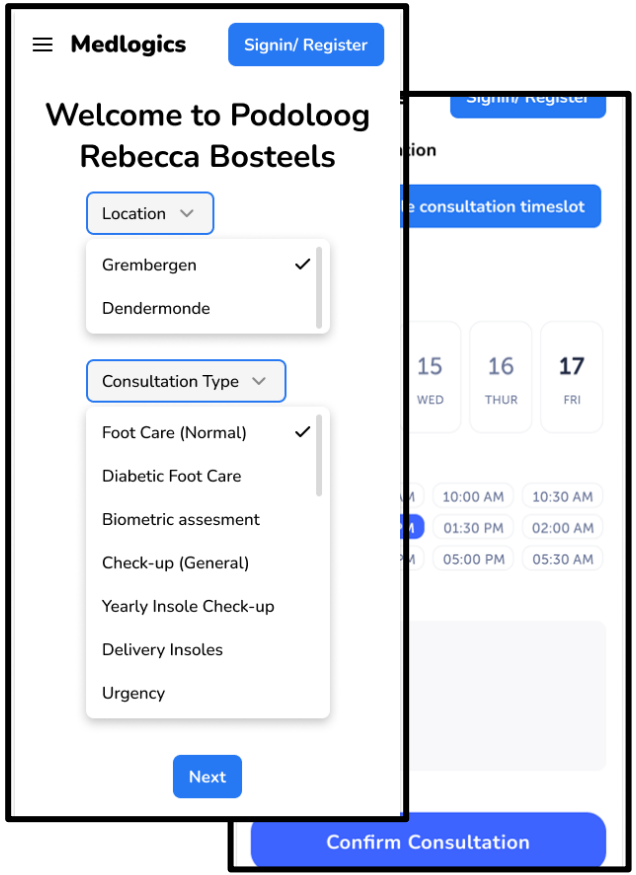
Project overview

The product:

Medlogics is a doctor’s appointment booking app. It helps users to book appointment with touch of hand through their mobile. This app makes it easier and convenient for everybody to consult doctors online and book appointment without the hassle of waiting in long queue.

Project duration:

May 2022 to March 2023.



Project overview

The problem:

Getting a doctor’s appointment, waiting in a long queue in a doctors’ clinic can be frustrating. Booking an appointment can be daunting and requires a lot of time,

The goal:

This app will help anyone to book an appointment instantly. Patients can search for the right doctor by speciality, symptoms, location, check doctor’s available time slots and book instantly, making it easier and faster to reach doctors.

Project overview

My role:

UI/UX designer designing an app for Medlogics to book doctor appointment.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who have packed schedules.

This user group confirmed initial assumptions about Medlogics App, but research also revealed not only did they find booking appointment frustrating but also to cancel appointment made physically in case of emergencies.

User research: pain points

1

Time

Working adults are too busy to spend time waiting in queue

2

Accessibility

Patients find it difficult find a good doctor online

3

IA

Patients found there was no option to cancel appointments in case of emergencies.

Persona: **Saanvi**

Problem statement:

Saanvi is a busy mother and has no time to wait in queue for a doctor's appointment.

"I'd like to avoid waiting in line and make appointment easily"

Goals

- Able to customize appointments for a particular day.
- Able to cancel appointments for any day or time.

Frustrations

- Finds it difficult to manage appointments
- Not able to cancel appointments in case of emergencies.

Saanvi

Age: 42
Education: MBA
Hometown: Belgium
Family: Married with 2-year-old son
Occupation: Teacher

Saanvi is a very organized person. She wants to manage appointments so that she can save time. In case of emergencies, she wants to cancel the appointments and find a way to customize the appointment for that day or time.

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User journey map

Mapping Saanvi's user journey revealed how helpful it would be for users to have access to a Doctor appointment booking App.

Persona: Saanvi

Goal: Easily book appointments in order save time

ACTION	Find the Doctor	Call up the doctor	Check availabilty	Book Appointment	Visit the doctor
TASK LIST	Tasks A. Find the doctor based on consultation B. Check the reviews of the doctor	Tasks A. Find the number online	Tasks A. Check if the doctor is available	Tasks A. Make a appointment	Tasks A. Wait in line for the turn
FEELING ADJECTIVE	Worried about finding the right doctor	Worried about language barrier	Stressed about find an appointment	Anxious about time	Anxious about how long will it take
IMPROVEMENT OPPORTUNITIES	Offer a way to easily find doctors based on location	Create an app for to easily book appointments	Offer a way to easily view avaiable appointments	Create an app that lets you customize appointment details	Include a way to cancel appointments in case of emergencies

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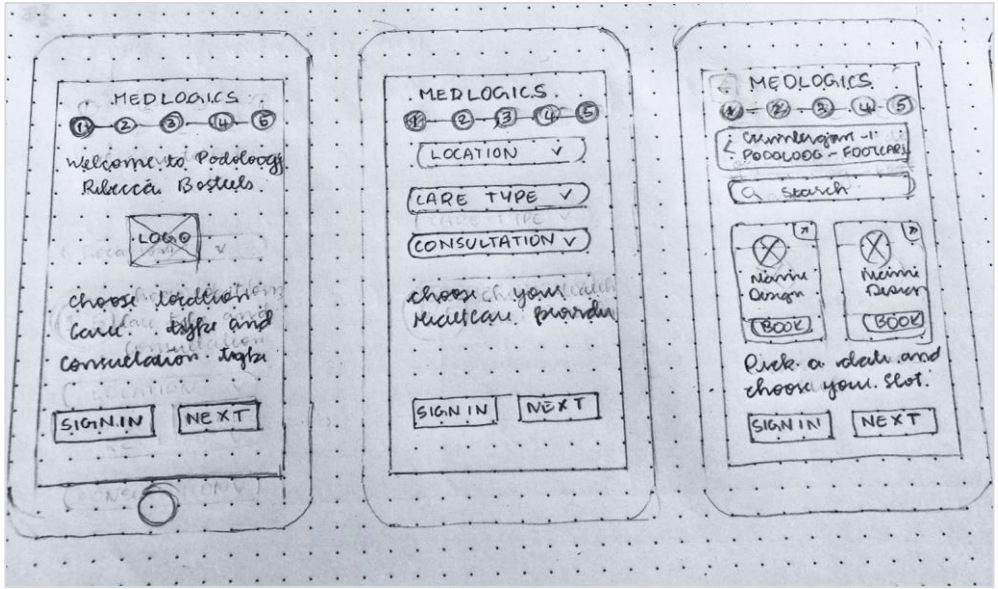
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

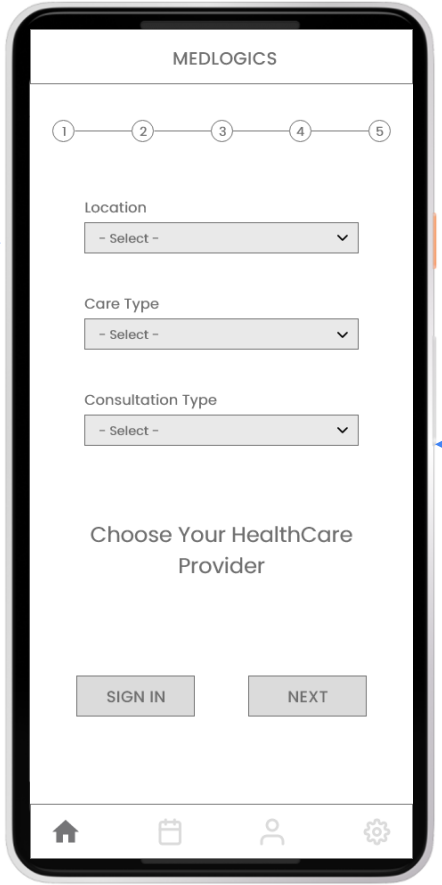
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy process to book appointments** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This dropdown makes it easier to select location



This dropdown lets them choose consultation type before choosing the doctor

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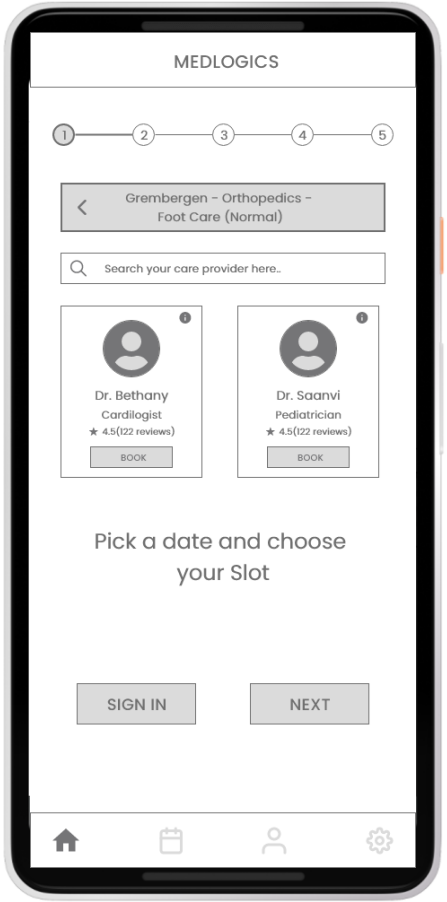
Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Progress bar makes it easier to know how close there to booking appointment



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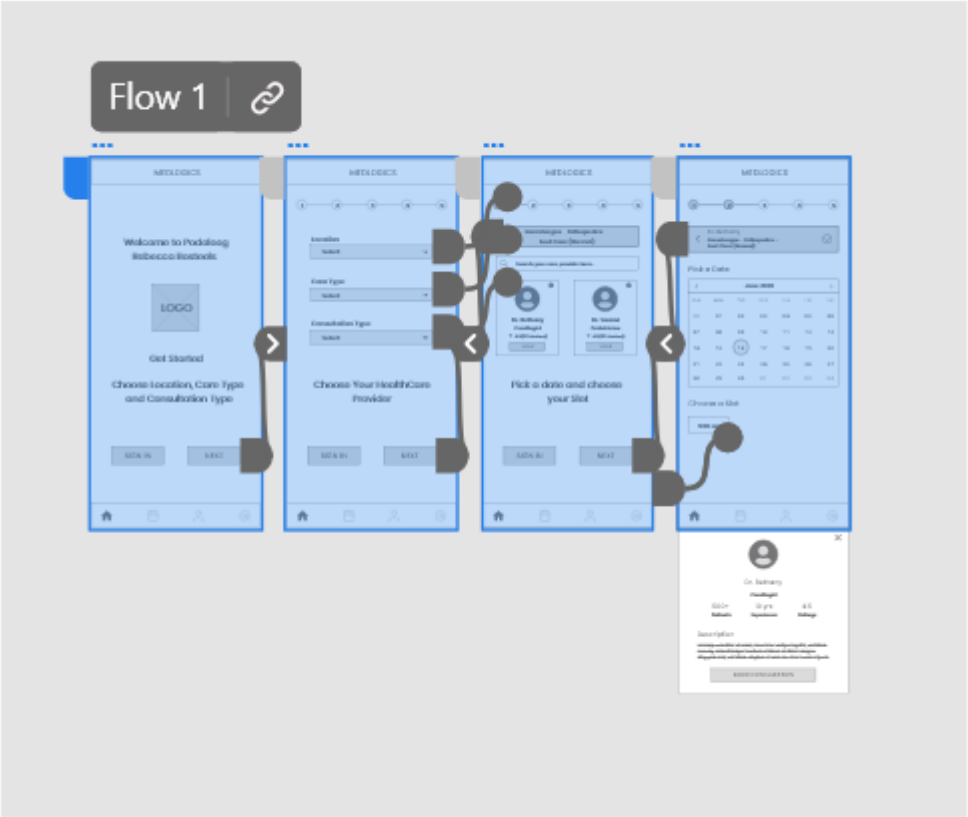
Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was selecting location, consultation type and booking a doctor's appointment, so the prototype could be used in a usability study.

View the Medlogics App [low-fidelity prototype]



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to Book appointment quickly
2. Users want more customization options
3. Users check reviews of doctors

Round 2 findings

1. Couldn't find a way to customize the appointment
2. Option to make recurring appointment by saving previous booking

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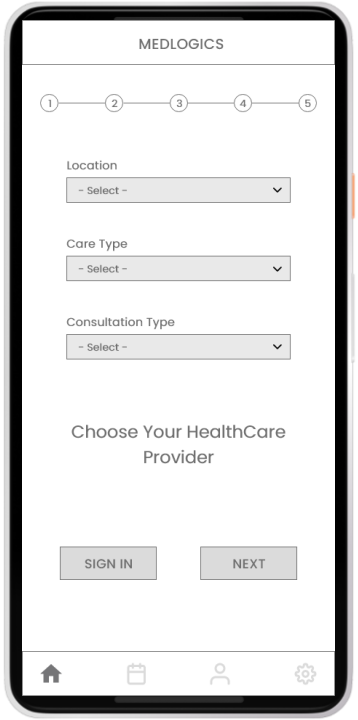
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

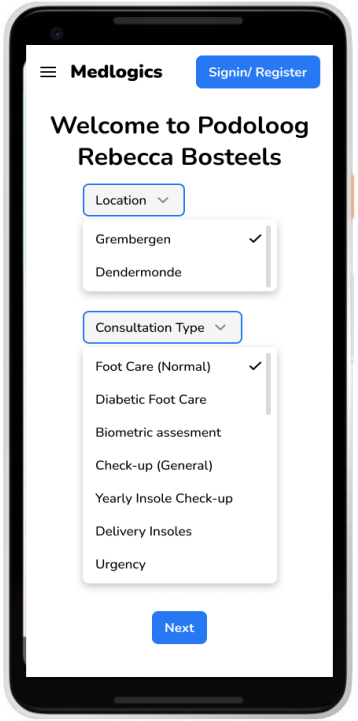
Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose location, Care type, Consultation type** I also revised the design so users see **all the customization options** when they first land on the screen.

Before usability studies



After usability studies

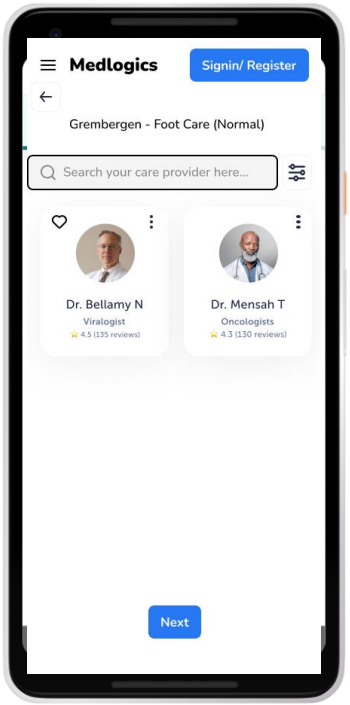


Mockups

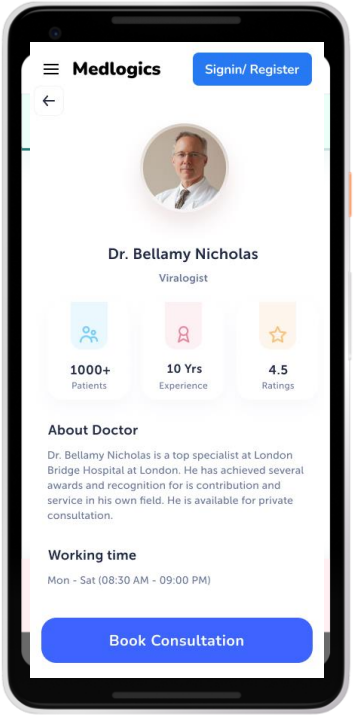
The second usability study revealed user wanted to check reviews of doctor before they make appointments.

So i added another screen o give details of the doctor before the book and appointment

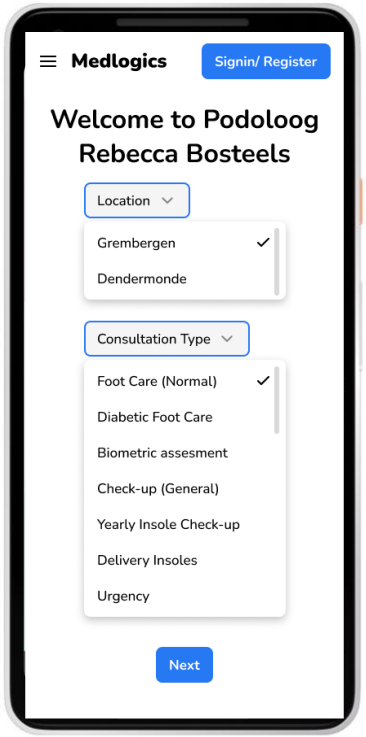
Before usability study 2

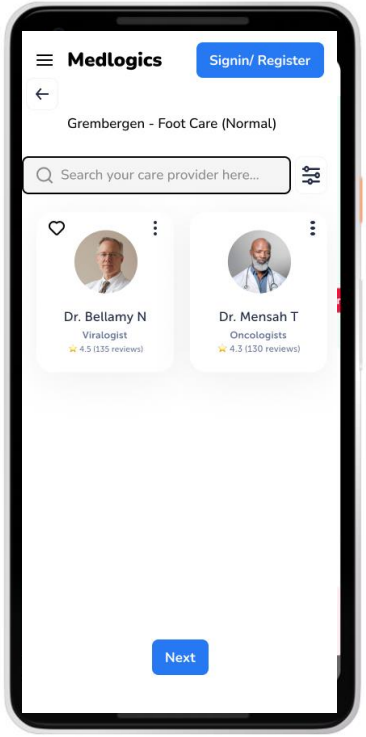


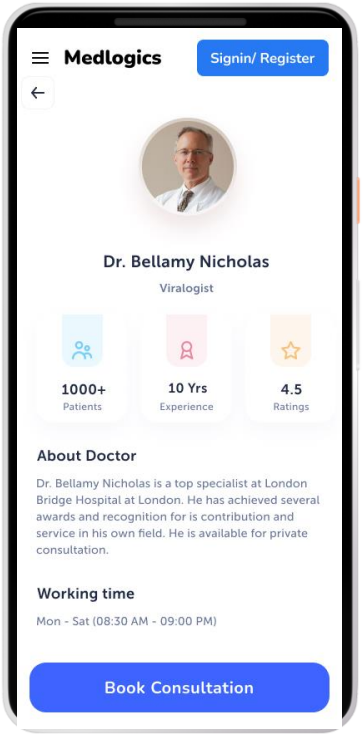
After usability study 2

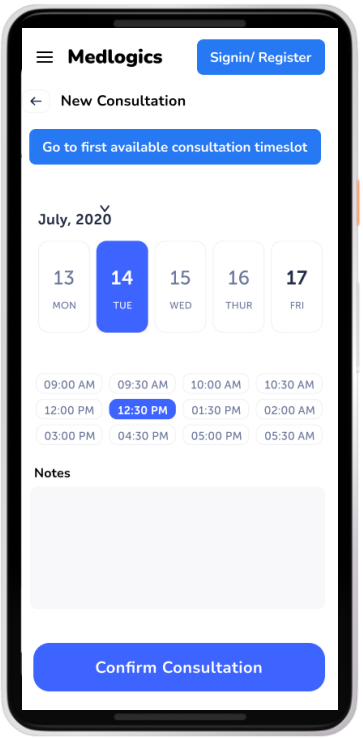


Key mockups









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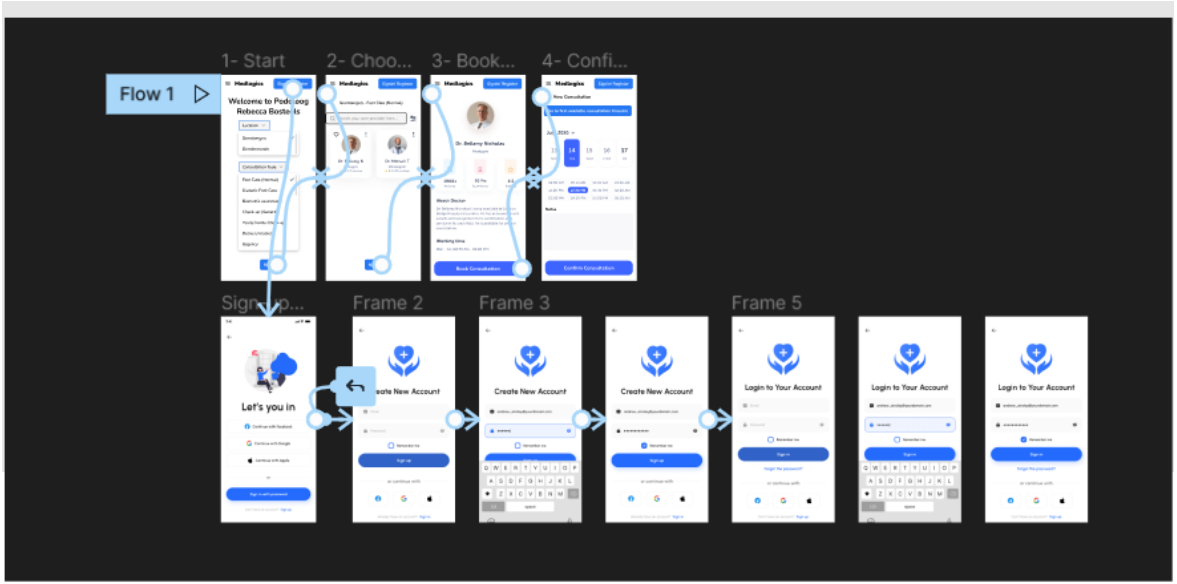
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for booking appointment. It also met user needs for a quickly booking appointment by reviewing the doctor as well as more customization.



View the Medlogics APP [high-fidelity prototype]

Accessibility considerations

1

Provided access to users to customise based on location

2

Used icons to help make bookmark easier.

3

Used detailed Images to view available doctors

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like Medlogcis really thinks about how to meet their needs.

One quote from peer feedback:
“The app made it so easy and quick to book an appointment. I would prefer booking using the app it saves a lot time.

What I learned:

While designing the Medlogics app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app’s designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let’s connect!

Thank you for your time reviewing my work on the MedLogics app! If you’d like to see more or get in touch, my contact information is provided below.

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