

Proposal for MediHealth Digital Solution

1. Project Overview

MediHealth wants to improve how patients interact with its services by creating a modern digital solution. The main goals are to make booking appointments quick and easy, provide health tips that feel personal and relevant, and ensure the overall experience is simple and enjoyable.

The proposed system will include:

- **Online appointment booking** with options to book, reschedule, or cancel in just a few steps.
- **Personalised health tips** that adapt to each user's preferences and goals.
- **Easy navigation and search tools** so users can find what they need without confusion.

These features are designed to meet MediHealth's objectives and improve satisfaction for all users.

2. Problems Identified

Problem 1 — Inefficient Appointment Scheduling. The current process is confusing and requires too many steps. It does not perform consistently across devices (phone, tablet, desktop), which prevents many users from completing essential actions such as booking, rescheduling or cancelling appointments.

Problem 2 — Generic Health Tips. The health advice currently shown to users is very general and does not feel personal. It does not take into account individual goals, routines, or preferences. Because of this, users are less interested in the content and do not see much value in it, which leads to low engagement.

Problem 3 — Poor Navigation and User Experience The current platform may be cluttered and hard to use. Important actions, like booking an appointment, are difficult

to find because the menus and layout are confusing. This makes the process frustrating for users and discourages them from using the system regularly.

3. Proposed Solutions

Solution to Problem 1 — Streamlined, cross-device booking. Redesign the interface with clear labels and a reduced number of steps so users can complete bookings quickly. Ensure the interface is responsive and behaves consistently on mobile and desktop. Provide immediate confirmations for booking, rescheduling and cancellation.

Solution to Problem 2 — Interactive, personalised health tips. Build a feature that tailors advice to each user by prompting for preferences (e.g., goals, routines, concerns) and adapting tips accordingly. Allow users to update preferences and provide feedback.

Solution to Problem 3 — Enhanced navigation and UX. Implement a simplified menu and efficient search. Apply a clean layout and consistent design patterns that make pathways obvious and reduce cognitive load.

4. Decomposition of Solutions

Appointment Scheduling

- **Design the interface** so booking, rescheduling, and cancelling are easy to find and use. Buttons and forms should be clear and simple.
- **Make it work on all devices** (phones, tablets, desktops) by using responsive layouts and testing different screen sizes.
- **Set up the database** to store appointment details and user information accurately.
- **Add security checks** so only the right people can change appointment data.
- **Test the system** with real users to make sure it works well and is easy to use. Fix any problems found during testing.

Interactive Health Tips

- **Create user profiles** that store preferences like health goals or routines.
- **Use these profiles** to give personalised tips that match each user's needs.
- **Cover different topics** such as nutrition, exercise, and mental health so advice is useful for everyone.

- **Let users update preferences and give feedback** to improve the tips over time.

Navigation and User Experience

- **Plan user journeys** (e.g., how someone books an appointment) to make sure steps are simple.
- **Design clear menus and labels** so users can find what they need quickly.
- **Add a search feature** for fast access to services.
- **Make it accessible** with readable fonts, good colour contrast, and keyboard navigation.
- **Test across devices** and make sure users get clear messages when actions are successful or if something goes wrong.

5. Client and User Needs

MediHealth has three main goals: to make booking appointments quick and easy, to provide health tips that feel personal to each user, and to improve the overall experience so the system is simple and enjoyable to use.

The solution also needs to meet the needs of different types of users. Older users require large text, clear colours, and simple steps so they do not get confused. Busy professionals need fast booking and rescheduling options on mobile devices to save time. Users with disabilities need features such as screen-reader support, keyboard navigation, and options to change text size and colours. Younger, tech-savvy users expect a modern design with interactive features and personalisation options.

By including these features, the proposed design ensures that booking is easy for everyone, health tips are personalised, and navigation is clear and simple.

6. Next Sections to Add (taught after Christmas)

Risks and mitigations; Regulatory and legal requirements (GDPR, accessibility); Wider business context; Functional and non-functional requirements; KPIs and user acceptance criteria.