

# Design process

## Research & requirement gathering

To efficiently learn about the current scenario, I used these methods:



### Business analysis

Developing service blueprint to visualizing user touch points & their journey, highlighting potential areas of improvement.



### Internal research

Engaging with management & medical team to align objectives, ensuring a holistic understanding from healthcare professionals.



### External research

Validating our assumptions, gathering user feedback & assessing competitors approach to plan our development priorities.

# What are characteristics of our users?



Most of our patients are children under five, with many being infants.



But, it's **their mothers** who engage with us, diligently tracking vaccination schedules to ensure their kids' well-being.



## Age

Majority of our users are popmoms/ young mothers, aged 25-35 with 1-2 infants.

## Traits

Typically well-educated, affluent professionals valuing convenience & tech-savvy.

## Expectations

A user-friendly & trustworthy app that's reliable and provides accurate information.

# What do our users feel?

## Payment options

Need for **diverse & flexible payment options**, especially for high-cost vaccinations.

- "I wish there were more flexible payment plans, like I can split the payment with my credit card."
- "Why can't I use digital wallets? It would be so much easier!"

## Re-registration concerns

They need a smoother, efficient vaccination registration for **easy data access**.

- "It's tedious to fill out the forms every single time. Don't you have a system to track our vaccination history?"
- "I've used imuni 6 times, why isn't there an option to use my vaccination record?"

## Tricky scheduling

Struggling with scheduling, they seek **clearer appointment details**.

- "My preferred time often changes to match the doctor's availability. It would be better if I only get truly available slots."
- "Why wasn't I informed earlier that my area isn't covered by imuni services?"

## Communicating difficulties

Preferring simplicity, they want **a single channel to contact all imuni representatives**.

- "I get calls from multiple numbers. This is confusing, isn't there a unified number for every department at imuni?"
- "Each doctor has their own contact, it's tough to keep track every contacts."

# New customer journey in our app

There haven't been significant changes to our well-established customer journey. However, as we transitioned from manual to automated systems, we've made some minor adjustments:



**Streamlined vac  
registration**



**Improved  
communication**



**More flexible  
payments**



**Vac records for  
patients**



**Streamlined next  
vac reminders**

# Other impacts

The impacts of our initiative to create an integrated digital system, consisting of a mobile app for users and a back-office web for our team, are as follows:



## 1. Better onboarding

Faster and user-friendly new user registration, leading to rapid growth of our users & orders.



## 2. Efficient order processing

Centralized vaccination records, reducing errors & data loss.



## 3. Scalability

Designed for our growing user base & order volume, this system able to provides support for our expanding operations efficiently.



## 4. Data-informed decision making

Provides valuable insights for improvements in our service & user engagement strategies.



# Things I've learned from this project

## **1. Interdisciplinary collaboration**

I learned effective interdisciplinary communication, especially about the value of diverse expertise collaboration.

## **2. Alignment with developers**

I gained insights into collaborating with the tech team, emphasizing the significance of aligning goals and perspectives to ensure project quality.

## **3. Efficient customer journey**

I learned how to design streamlined & flexible user flows, optimizing our customer journey for diverse scenarios.