# PROJECT PROPOSAL

**HEALTHCARE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM**

**QUALITY DEFINITION**

1. **Sprint backlog item**

**Item name:** Implement the user interface of the Account Detail page to record patient information

# Description

A backlog item related to user interface and user experience (UX/UI) design. The item requires the implementation of an account detail page to efficiently record patient information, such as personal information, medical records, etc, and insurance information. The final output of this item should be a user-friendly interface that supports the delivery of personalized healthcare services to patients.

# ISO25010 Quality Model

In this section, I will use the ISO25010 framework to specify the criteria used to evaluate the quality of the selected backlog item. According to the task requirement, I will only focus on 1 characteristic and 1 sub-characteristic instead of using all characteristics of ISO25010.

* **Characteristic:** Usability
* **Sub-characteristic:** User Interface Aesthetics

# Rationale

The ISO25010 standards include 8 separate modules that focus on different aspects to evaluate the quality of a software product, including performance, compatibility, security, maintainability, etc. However, Usability is the only module that mentions the friendliness of software. This module goes beyond the user interface (front-end components) and also considers the operability and learnability of the end-user while utilizing the product.

As the selected backlog item centers around designing and implementing the user interface of the ‘Account Detail’ page, the aesthetics of the interface should be put into consideration. An appealing user interface can have a positive impact on user satisfaction, engage users, and enhance their overall experience with the platform. Moreover, the user interface aesthetics also reflect the professionalism of the healthcare center and convey a sense of trust to patients when they fill in their information.

# Metric and Threshold values:

* **Criteria 1: User interface consistency**

Metric: Consistency score from 1 – 10, can be obtained through usability testing sessions Threshold: The consistency score should be 8 or higher

Rationale: Consistency is a fundamental aspect of user interface design and is given high priority in any evaluation checklist. It plays a crucial role in ensuring that users can navigate and interact with the platform smoothly. A consistent interface allows users to focus on their tasks without having to spend time thinking about how to use different interface elements.

Because a specific threshold is not mentioned in the project proposal, a threshold value of at least 8 is recommended for the consistency criteria. This value is considered an average score that all consistent user interfaces should aim to achieve. However, if the client has a specific threshold for consistency, it should be followed.

* **Criteria 2: Color contrast** Metric: Contrast ratio Threshold:
  + For normal text: the contrast ratio of at least 4.5:1
  + For large text, input bordes, and UI components: the contrast ratio of at least 3:1

Rationale: The color contrast ratio is a metric defined in the Web Content Accessibility Guidelines (WCAG), which is a widely recognized checklist used for assessing the accessibility of digital content. The specified threshold for color contrast is based on the instructions provided by WCAG standards, as they serve as a reliable and trusted resource for evaluating the quality of a user interface. By following the guidelines, we ensure that all users can easily read the text and user interface elements, even people with low vision or limited visual abilities.

# Criteria 3: Logo discoverability

Metric: Recognition rate (%) and time (second), can be obtained by observing the user testing

Threshold: At least 80% of test users can recognize the logo of the healthcare center within their first 3 seconds.

Rationale: Recognizing an organization’s logo in the first few seconds is necessary for capturing the attention and leaving an impression on users. Research has shown that platforms or websites with impressive iconography have a higher likelihood of attracting users back compared to those with obscure designs. By setting the threshold of 80% recognition within 3 seconds, the criteria ensure that the logo can make an impression on the majority of users.

# Criteria 4: Typography and text arrangement

Metric: Readability score from 1 – 10, can be obtained via feedback forms Threshold: At least 85% of the test users give the typography 8.5 points or higher

Rationale: The use of average scores is not suitable for evaluating the typography of the 'Account Detail' page's user interface, given that this page contains sensitive and important personal information of the patient. The readability of this page needs to be assessed more strictly compared to other pages to ensure all information is comprehensible and clearly presented.

# Criteria 5: User satisfaction

Metric: Satisfaction Score from 1 – 10, can be obtained via feedback surveys

Threshold: The overall user satisfaction score after performing testing on the account detail page should be at least 8 or higher

Rationale: User satisfaction is a key factor to determine if the user interface is a successful user- centric design. By setting a threshold of at least 8, the criteria expect the Account Detail page to meet the user expectations of a friendly user interface. Evaluating the quality based on satisfaction level places the users at the center of the design and respects their expectations.