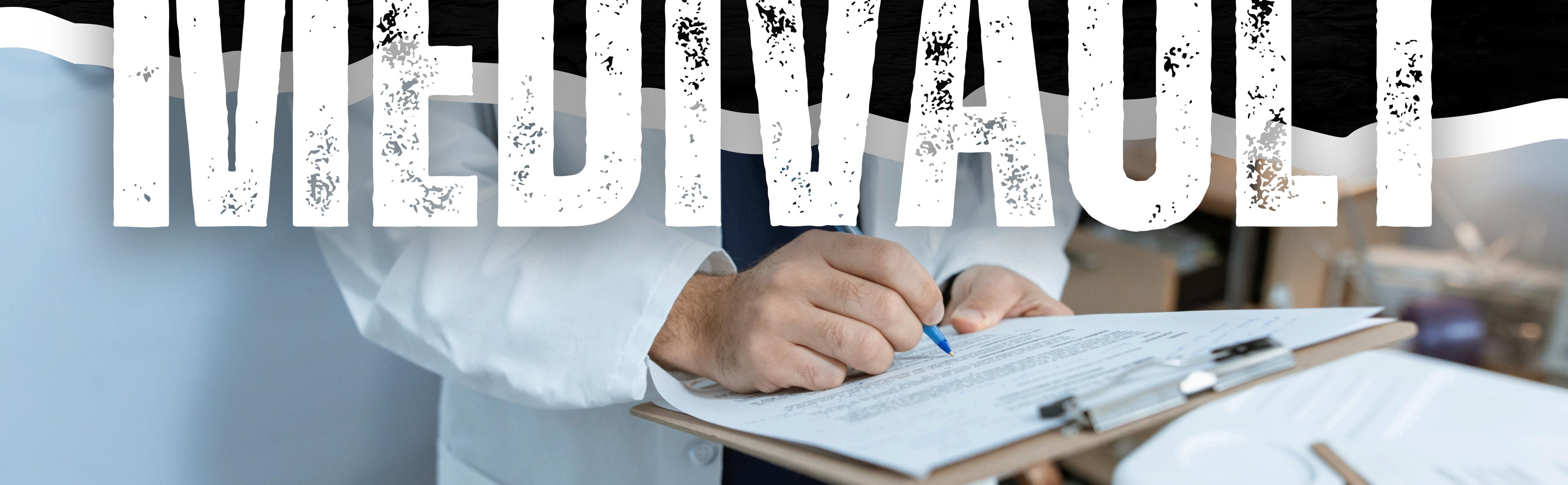


UI/UX Case Study by Akhil Biju

UI/UX  
Case  
Study  
by  
Akhil  
Biju



# PROJECT OVERVIEW

MediVault is a revolutionary healthcare app designed to digitize medical proceedings and provide users with a seamless, paperless experience. This case study details the app's design process, challenges faced, and the solutions implemented to create a user-friendly, comprehensive "medical wallet."



## MY ROLE

- Research
- Wireframe
- User Flow
- Wireframe
- UI/UX Design
- User Persona

# PROJECT BACKGROUND

In today's fast-paced world, the traditional paper-based system in healthcare often leads to inefficiencies, data loss, and accessibility issues. MediVault aims to address these problems by providing a unified digital platform that ensures easy access to medical records, streamlines communication between patients, doctors, and pharmacists, and enhances the overall patient experience.

## Key Features

- Secure storage of medical records.
- Real-time updates on doctor appointments and procedures.
- Digital prescriptions sent directly to pharmacists.
- A unified platform for patients, doctors, and pharmacists.





# RESEARCH

## Problem Statement

Patients struggle to manage their medical history, leading to delays in diagnosis and treatment. The manual prescription process is prone to errors, and tracking appointments is often cumbersome. There is a need for a digital solution that centralizes medical information and streamlines communication in healthcare.

## User Research

To better understand the needs of our users, we conducted interviews with:

- **Patients:** To understand their challenges in managing medical records and appointments.
- **Doctors:** To learn about their needs for accessing patient history quickly and efficiently.
- **Pharmacists:** To identify pain points in handling prescriptions and patient information.

## Key Findings

- Patients desired a simple, easy-to-use interface that allows them to access their medical history and appointments with minimal effort.
- Doctors needed a quick and reliable way to access patient records during consultations.
- Pharmacists required a clear and error-free process for handling prescriptions.

# USER PERSONA

## Reiz Rajkumar

- Age: 34
- Occupation: Marketing Manager
- Location: India
- Tech Savviness: Intermediate
- Health Concerns: Chronic migraines, seasonal allergies
- Device Used: iPhone 13 Pro

Reiz is a busy marketing manager working at a mid-sized tech company. He leads a hectic lifestyle, juggling work deadlines with his personal life. Due to his chronic migraines, he regularly visits neurologists and other specialists. Managing multiple prescriptions, medical records, and appointment schedules is often overwhelming for him. Reiz prefers using his smartphone for almost everything—from shopping to managing finances—and he wants a similarly efficient solution for managing her healthcare.

## Goals

- Keep all his medical records organized and accessible in one place.
- Easily schedule and manage doctor appointments.
- Receive digital prescriptions directly from his doctors.
- Get real-time updates and reminders for appointments and medications.

## Frustrations

- Constantly misplacing paper medical records and prescriptions.
- Difficulty in remembering the details of her past medical visits.
- Inconvenience of physically visiting pharmacies to drop off and pick up prescriptions.
- Time wasted waiting for her turn at the doctor's office.

## Motivations

- Efficiency and convenience in managing her health.
- Ensuring she never misses an important medical appointment or medication dose.
- Having peace of mind knowing all her health data is securely stored and accessible.

# Dr. Allan G Raj

- Age: 48
- Occupation: General Practitioner
- Location: India
- Tech Savviness: Advanced
- Health Concerns: Hypertension, sedentary lifestyle
- Device Used: iPad Pro

Dr. Allan has been practicing medicine for over 20 years. He runs a busy clinic with a steady stream of patients every day. While he's comfortable with technology, he often finds the administrative side of his practice burdensome, especially when dealing with paper records, handwritten prescriptions, and follow-up reminders. He's looking for a solution that can streamline his workflow, allowing him to focus more on patient care.

## Goals

- Quickly access patient medical histories during consultations.
- Digitally prescribe medications to reduce errors and save time.
- Efficiently manage patient appointments and follow-ups.
- Ensure that patient data is securely stored and easily shareable with other specialists if needed.

## Frustrations

- Dealing with illegible handwriting on paper records and prescriptions.
- Spending too much time on administrative tasks, reducing the time available for patient care.
- Difficulty in keeping track of patient follow-ups and ensuring adherence to treatment plans.
- Concern over the security of sensitive patient data when using traditional methods.

## Motivations

- Streamlining administrative tasks to improve clinic efficiency.
- Reducing the risk of prescription errors by going digital.
- Providing better care by having instant access to comprehensive patient records.
- Ensuring compliance with medical data protection regulations.

# Sarah Lee

- Age: 29
- Occupation: Pharmacist
- Location: India
- Tech Savviness: Intermediate
- Health Concerns: Minor food allergies
- Device Used: Windows PC, Android Smartphone

Sarah is a licensed pharmacist working at a local pharmacy. She spends most of her day filling prescriptions, counseling patients, and managing inventory. She often encounters issues with handwritten prescriptions, which can lead to delays and errors. Sarah values tools that can help her work more efficiently, particularly when it comes to receiving and processing prescriptions from doctors.

## Goals

- Receive clear, digital prescriptions directly from doctors.
- Improve the accuracy and speed of prescription fulfillment.
- Easily access patient medication history to provide better counseling.
- Ensure a smooth workflow in the pharmacy, reducing wait times for patients.

## Frustrations

- Dealing with poorly written or incomplete prescriptions.
- Time wasted on phone calls to clarify prescription details with doctors.
- Lack of access to patient medical history, which can limit the effectiveness of her counseling.
- Handling the manual input of prescription data into the pharmacy's system.

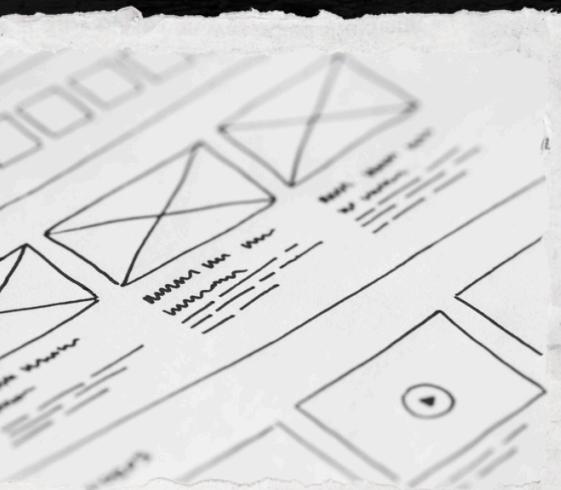
## Motivations

- Enhancing the accuracy of prescription processing.
- Providing better patient care by being well-informed about their medication history.
- Streamlining her workflow to handle more prescriptions efficiently.
- Reducing the risk of prescription errors and associated liability.

# DESIGN PROCESS

## Ideation

Based on our research, we brainstormed various solutions that would meet the needs of our users. We focused on creating a user-centric design that would simplify the complex processes involved in healthcare management.



## Wireframing

Initial wireframes were created to map out the user flow and ensure that all necessary features were included. These wireframes served as the foundation for the app's structure.



## Prototyping

Interactive prototypes were developed to visualize the user experience. This allowed us to test the functionality and flow of the app with real users.



## User Testing

We conducted multiple rounds of user testing to gather feedback on the app's usability. Based on this feedback, we made iterative improvements to the design.



## Visual Design

The final design was crafted to be clean, intuitive, and aligned with the needs of our users. We used a color scheme and typography that conveyed trust and professionalism, essential elements in a healthcare app.

# STYLE GUIDE

## Typography

Primary: Lexend

Weight: **Bold** | Regular

Secondary: Manrope

Weight: **Bold** | Regular

- **Lexend:** This font is designed specifically to improve reading speed and comprehension. Its unique design helps to reduce visual stress, making it a great choice for medical information that needs to be quickly and easily understood.
- **Manrope:** This is a modern, clean sans-serif typeface that pairs well with Lexend. It provides excellent legibility and a professional look, making it suitable for a medical app where clarity is crucial.



# COLOR PALETTE

#FFFFFF

#000000

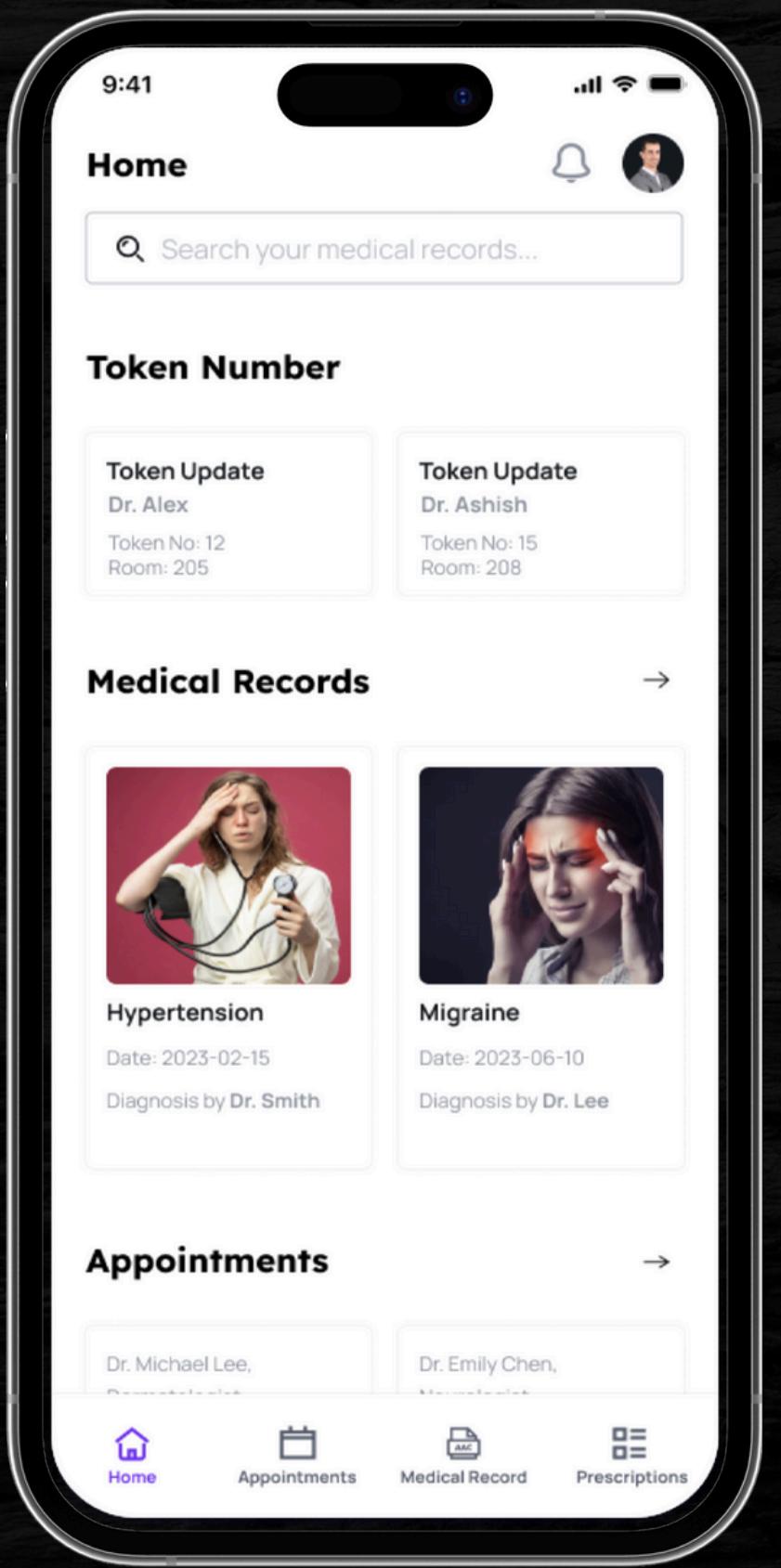
#6D31ED

#626262

#FAFAFA

#9095A1

#292A2E

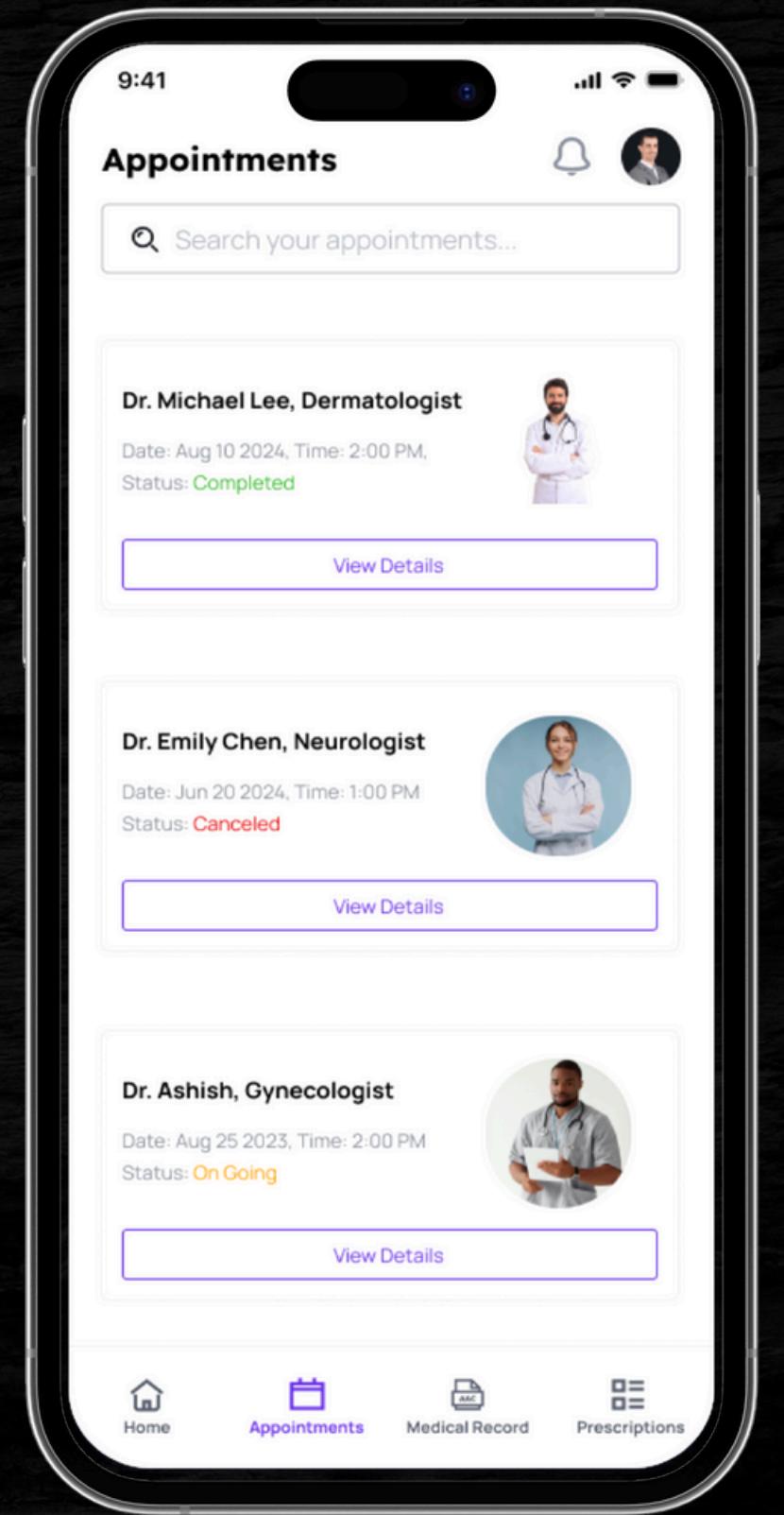


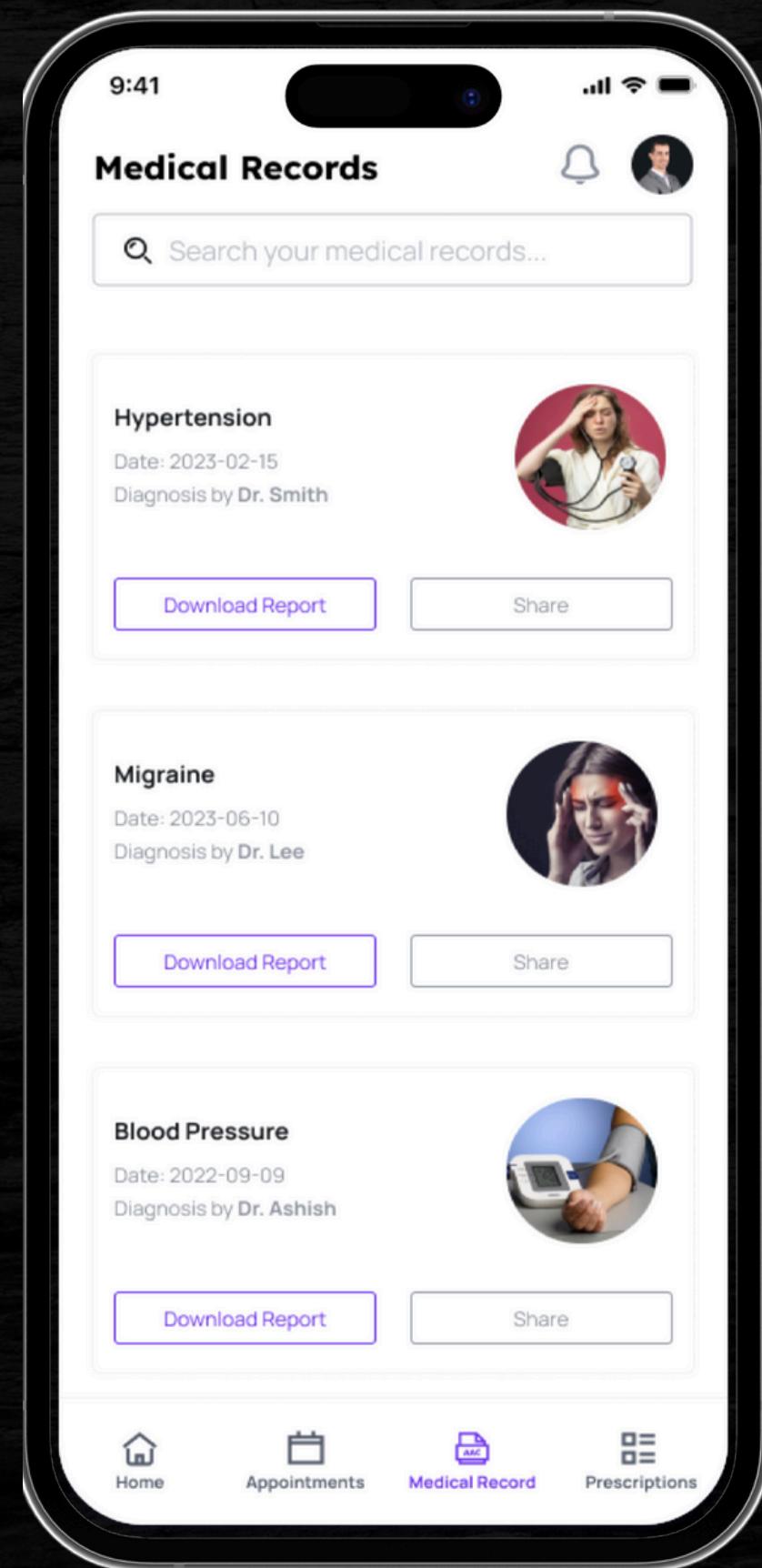
# Home Page

Welcome to MediVault, your personal medical wallet. The home page provides a clear, user-friendly overview of your health information, including recent updates, upcoming appointments, and key health metrics. With quick access to documents, medication trackers, and notifications, you can effortlessly manage your medical needs. Designed for clarity and ease, MediVault ensures that your important health data is always at your fingertips.

# Appointment page

The Appointment page in MediVault simplifies managing your healthcare schedule. Here, you can view, book, and manage appointments with ease. The intuitive interface displays upcoming visits, allows for quick rescheduling or cancellations, and sends timely reminders to keep you on track. Access detailed appointment information, including provider details and location, ensuring you stay organized and never miss an important healthcare commitment.



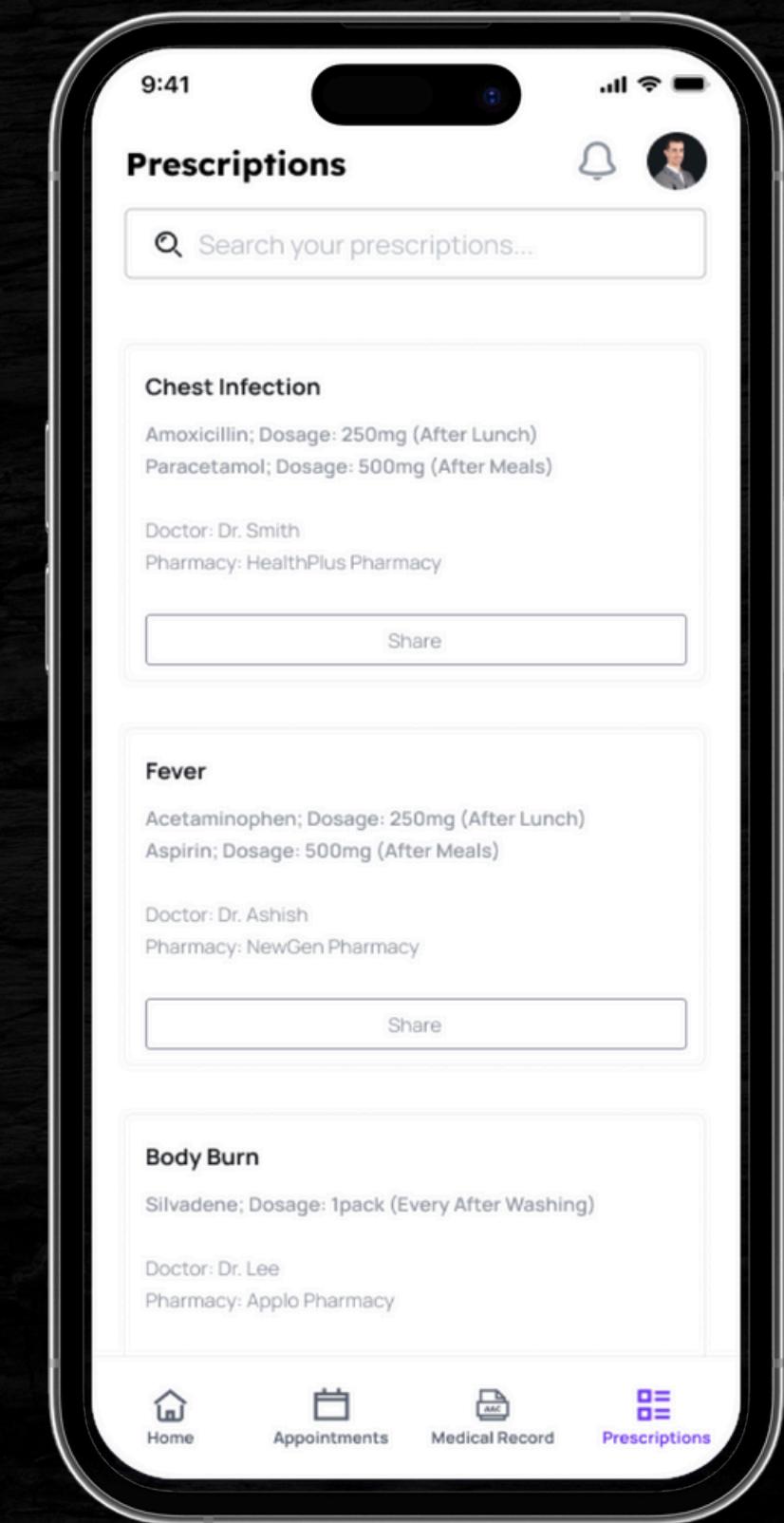


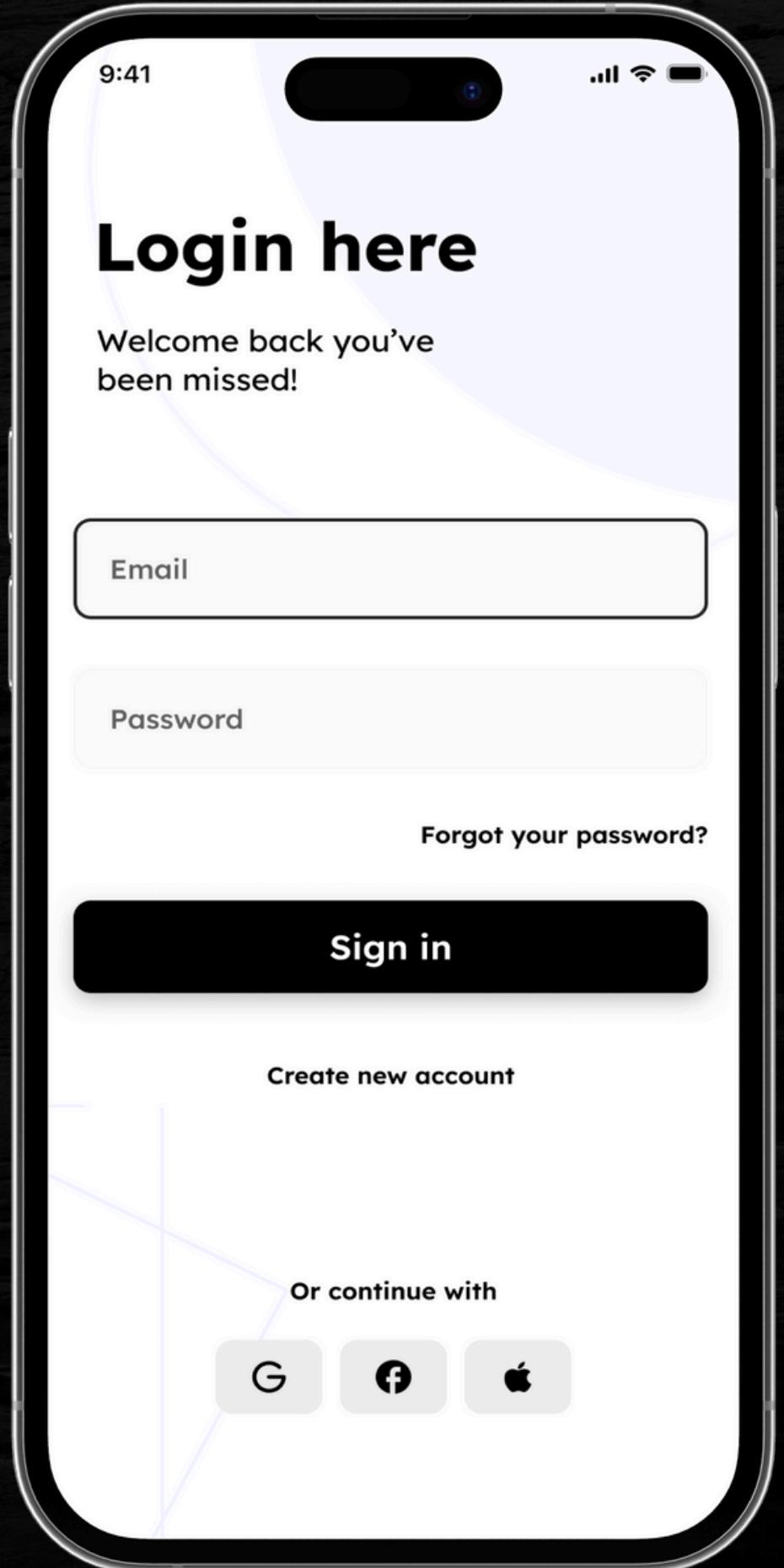
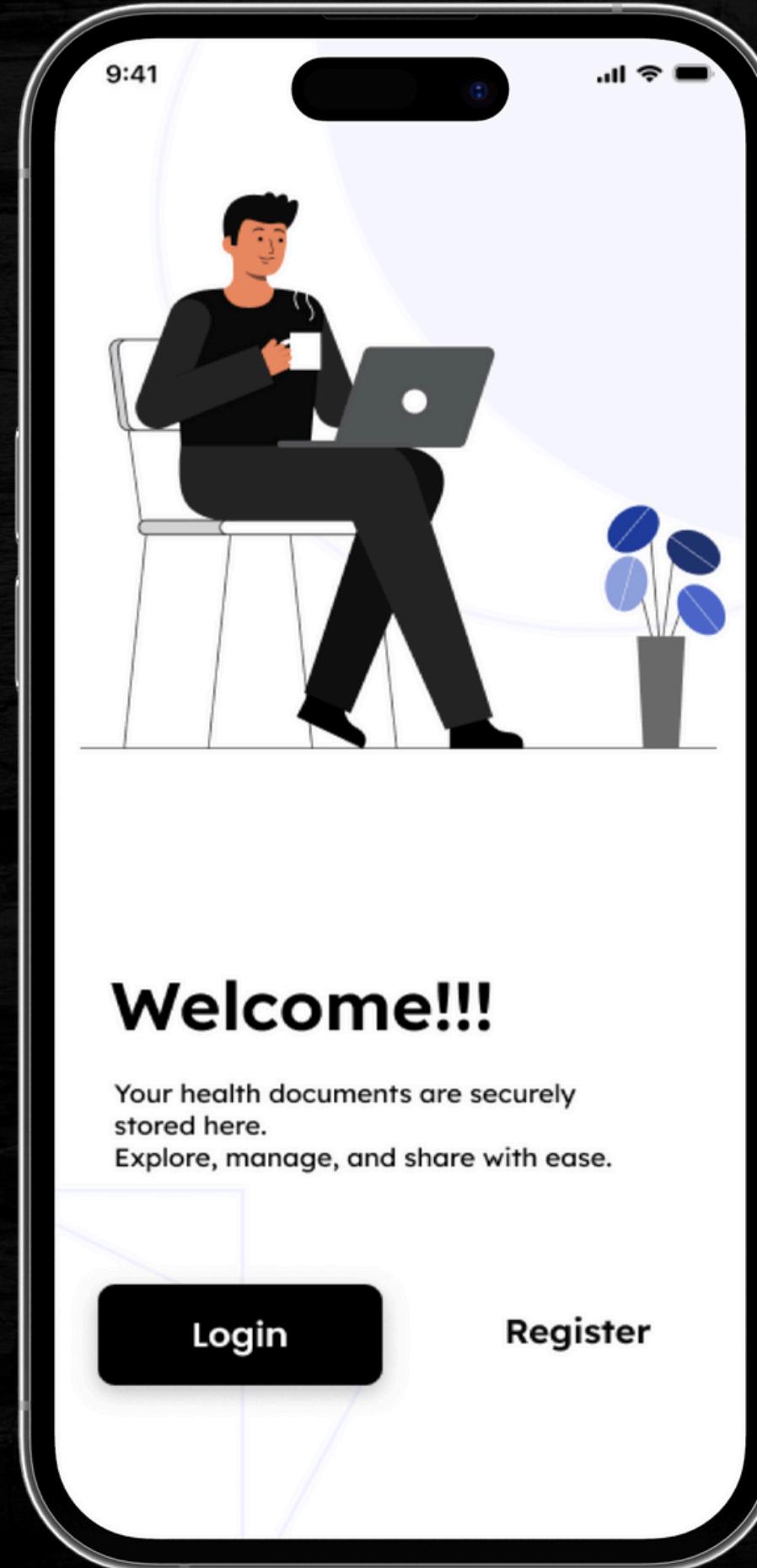
# Medical Records Page

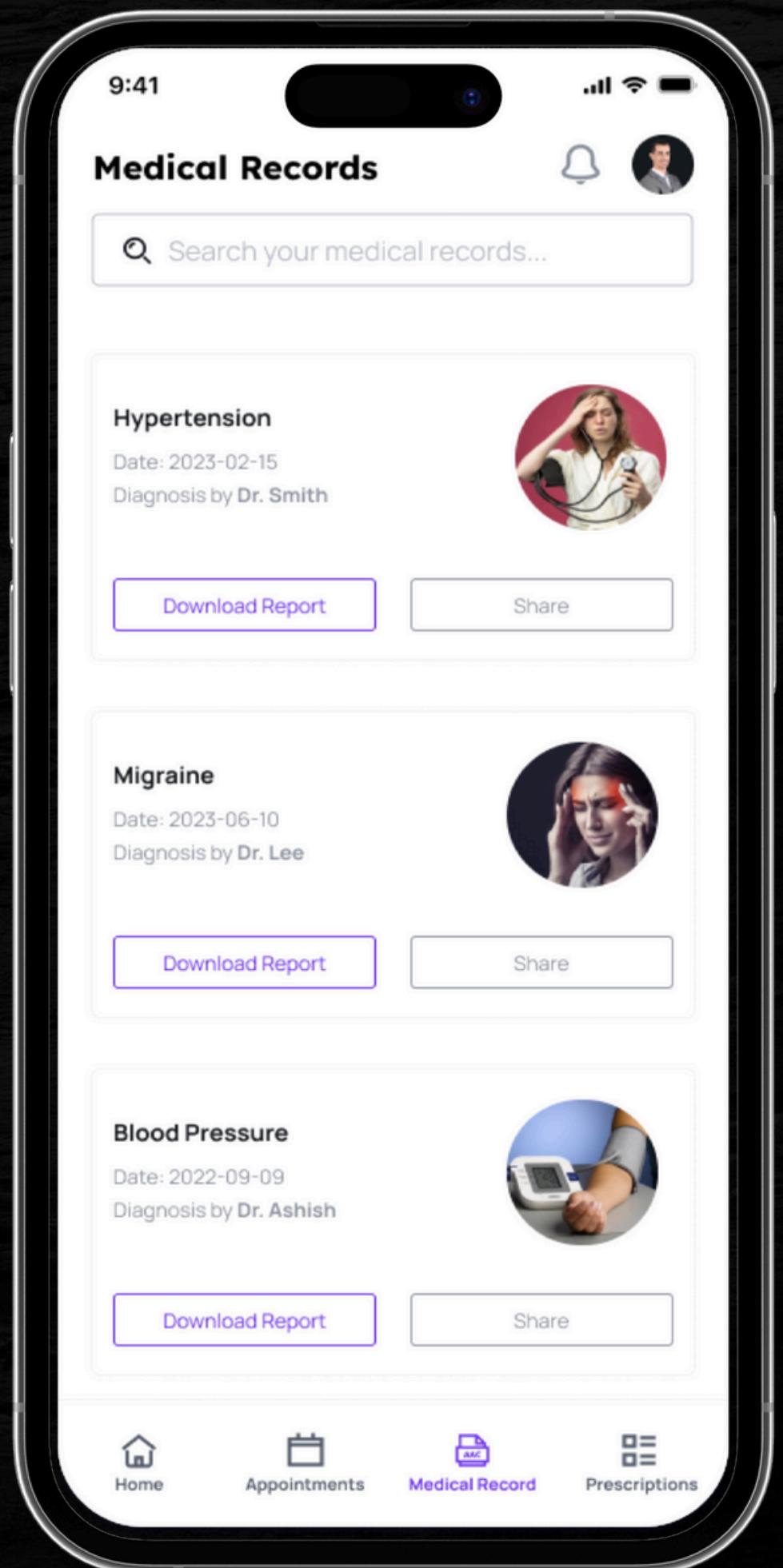
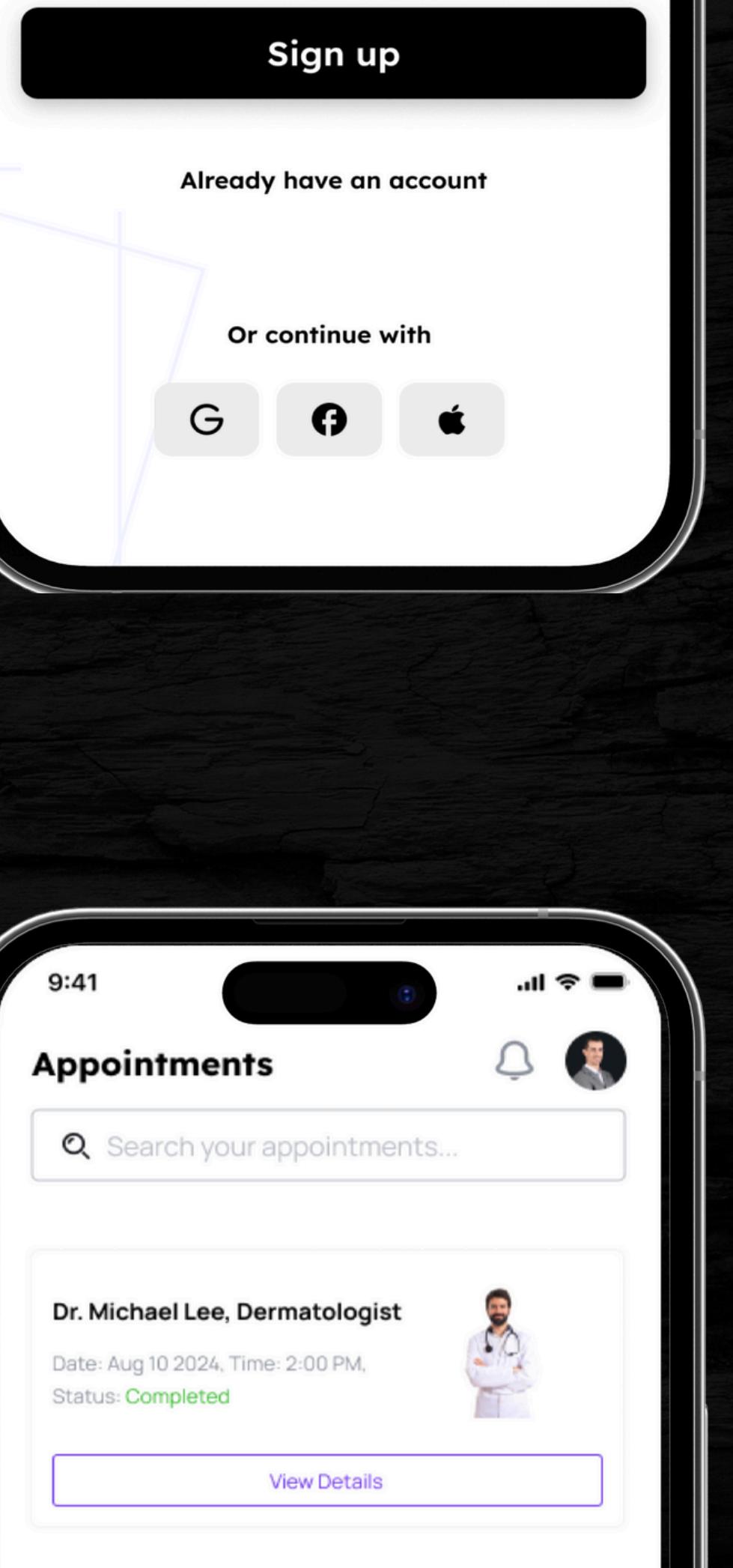
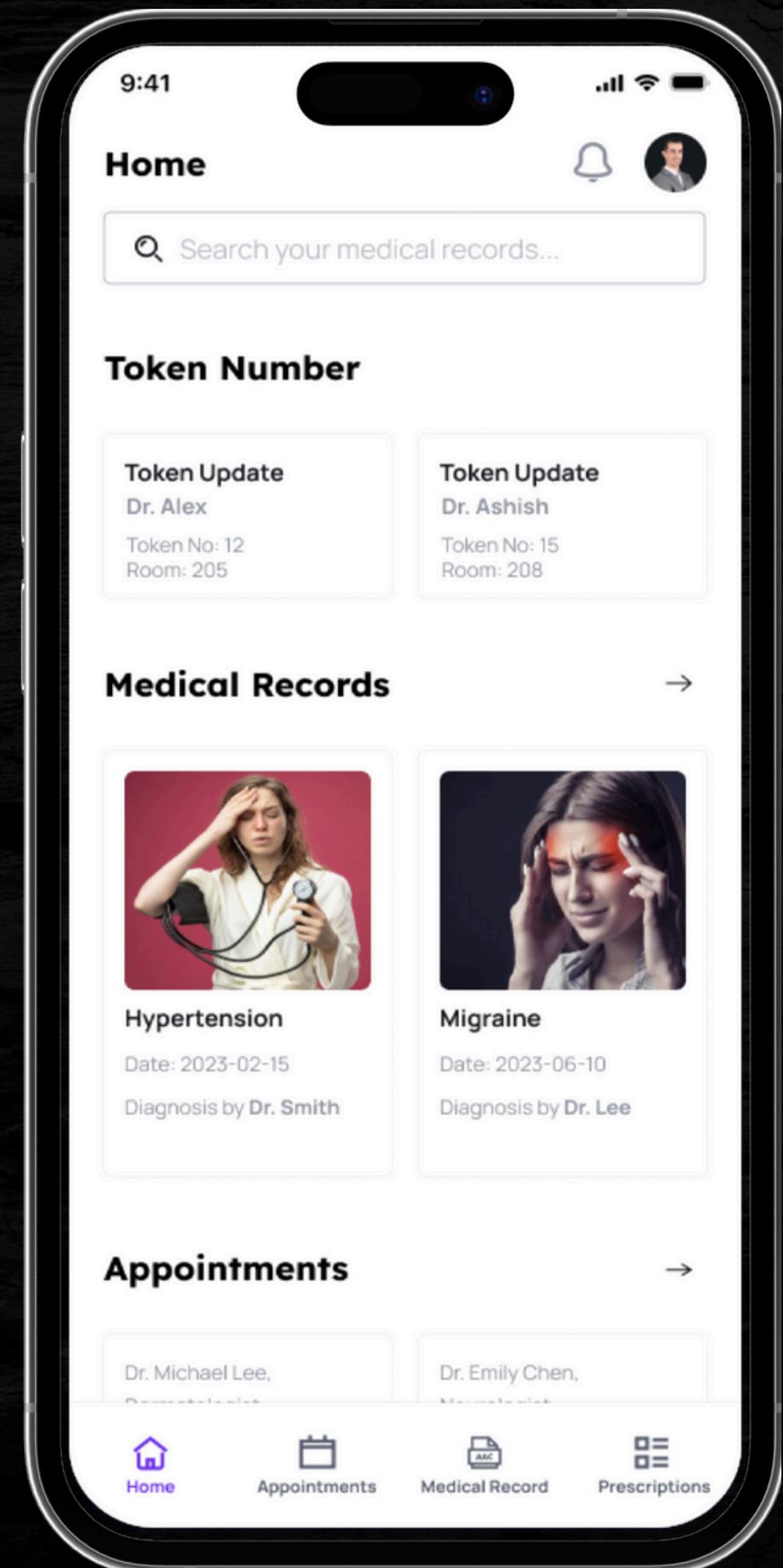
The Medical Records page in MediVault offers a comprehensive and organized view of your health history. Easily access and review important documents, such as lab results, test reports, and medical histories. The user-friendly interface allows you to search, filter, and download records as needed, ensuring all your vital health information is readily available and securely stored. Stay informed and in control of your medical data with just a few clicks.

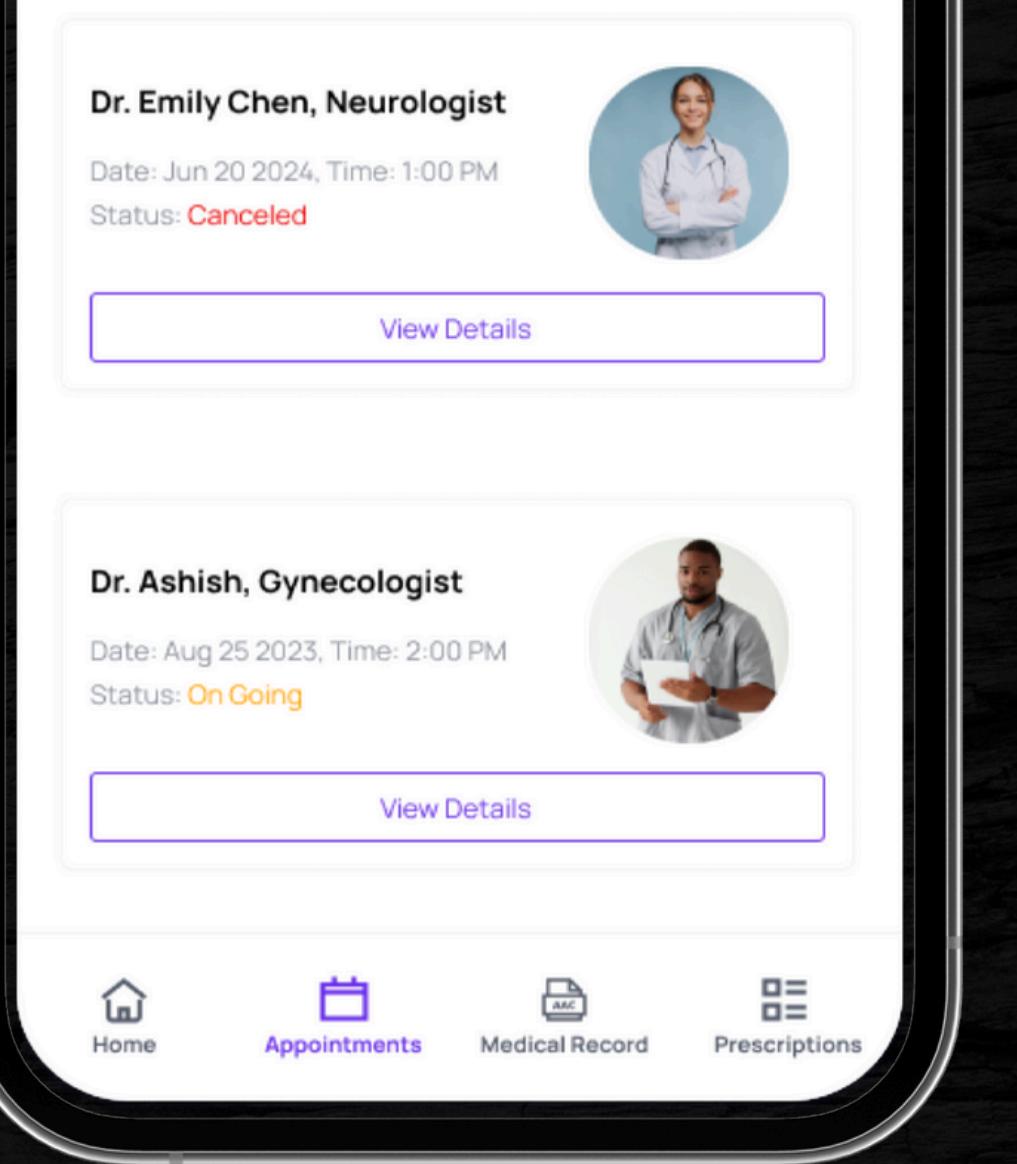
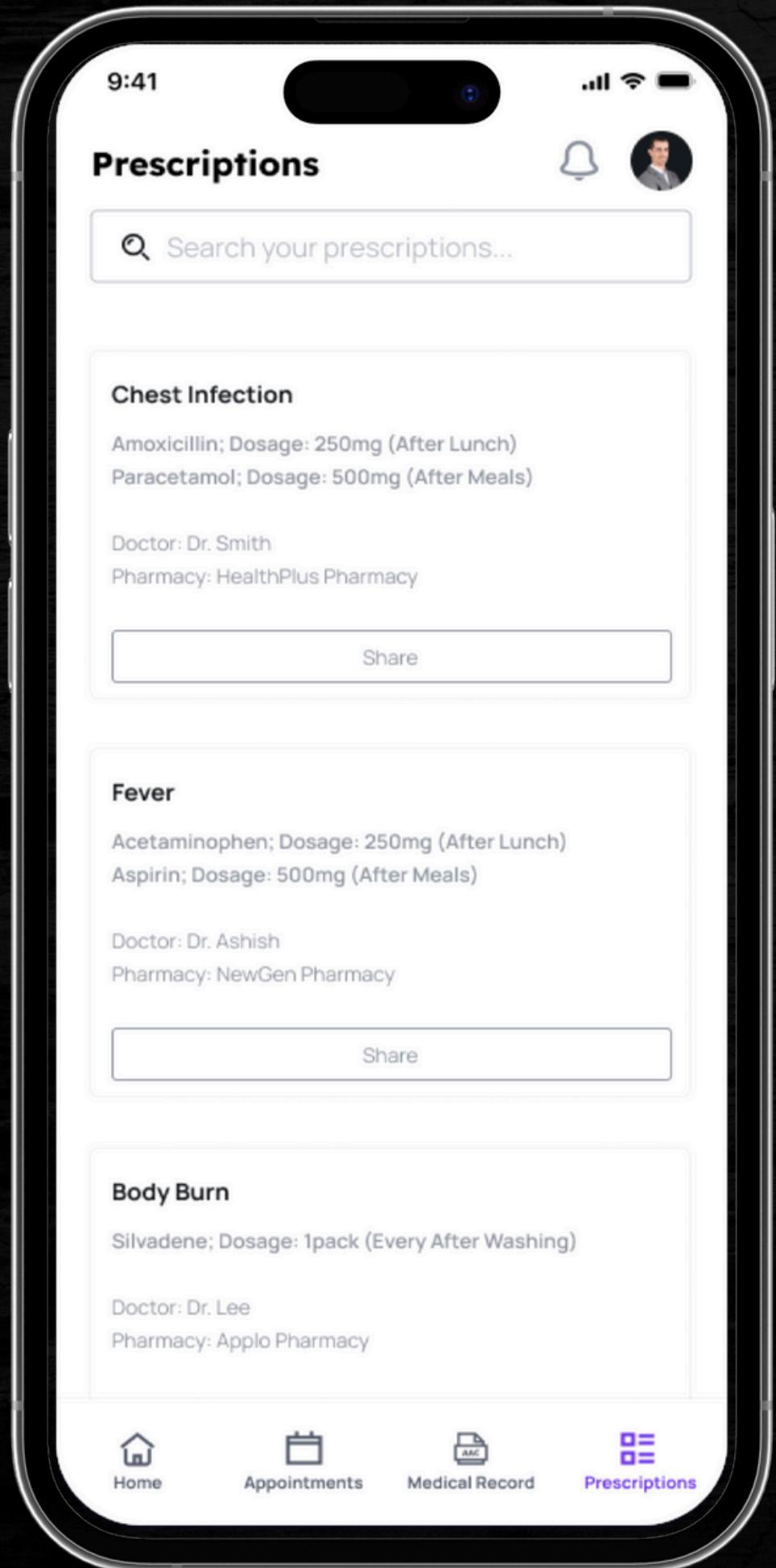
# Prescriptions page

The Prescriptions page in MediVault provides a streamlined way to manage your medication needs. View a detailed list of your current and past prescriptions, complete with dosage instructions and refill information. Set medication reminders, track adherence, and easily request refills with a few simple taps. This page ensures you stay on top of your medication regimen and have all the information you need at your fingertips.









THE  
END

# THANK YOU

