



imuni Mobile App

2022 - Mobile app

Role: UI/UX Designer

Stakeholders: product manager & company C-level

TLDR:

imuni, Indonesia's leading vaccination provider, used Google Workspace tools to run their services. Though it met initial user needs & validated their business model, it led to some user experience challenges & inefficiencies.

To enhance user satisfaction, imuni is transitioning its manual vaccination process to a digital, integrated system. The project focuses on streamlining and automating processes to provide a seamless user experience.

The screenshots illustrate the following features of the imuni mobile app:

- Vaccination Scheduling:** Shows a vaccination schedule for "Adhitama Ananda Putra" (6 months old). It lists completed vaccinations (Hepatitis B ke-1, Polio-0 (oral)) and upcoming ones (BCG, DTP ke-1, Hepatitis B ke-2, Polio ke-1).
- Doctor Consultation:** A message from "Dokter Konsultan Vaksinasi dr. Maria Christina" on February 18, 2022, confirming a vaccination appointment for "Anindya Ardhana".
- Patient Profile Management:** Shows a summary of "Bayu Pratama Ananda" (29 years old) with vaccination history (1. Influenza, 2. Pneumonia PCV, 3. Tifoid (Tipes)), BMI (Body Mass Index), and growth data (height, weight, head circumference).
- Advertisement:** A promotional banner for "SEMUA VAKSIN DISKON 25.000".
- Other Features:** Includes sections for "Layanan imuni" (Services), "Kelengkapan vaksinasi" (Vaccination completeness), and "Pertumbuhan" (Growth).



imuni

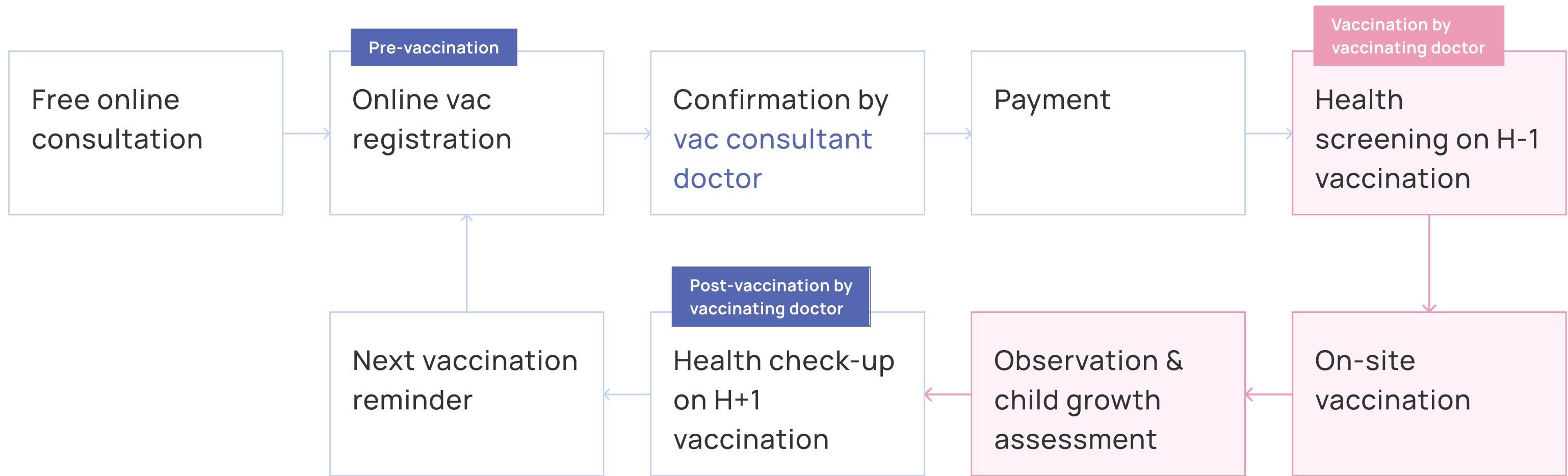
imuni is Indonesia's leading provider of home-service vaccination services.

Our services are designed to offer more convenient vaccination experience at a more affordable price, with each step [supervised by specialized doctors](#).

With an unwavering commitment to care, safety, & professionalism, our patients can trust they're always in the hands of experts.



How our current vaccination journey look like?



The problems

Through 2021, imuni operated its vaccination service as an MVP, utilizing Google Workspace such as:



For vaccination
registrations



To manage incoming
orders



For coordinating vac
doctors' schedules



As communication tools
between us & our users

→ While these tools met our initial needs,
they lacked efficiency for our growing
services.

👤 This MVP approach affected our users negatively, resulting in:

1. Inefficient processes

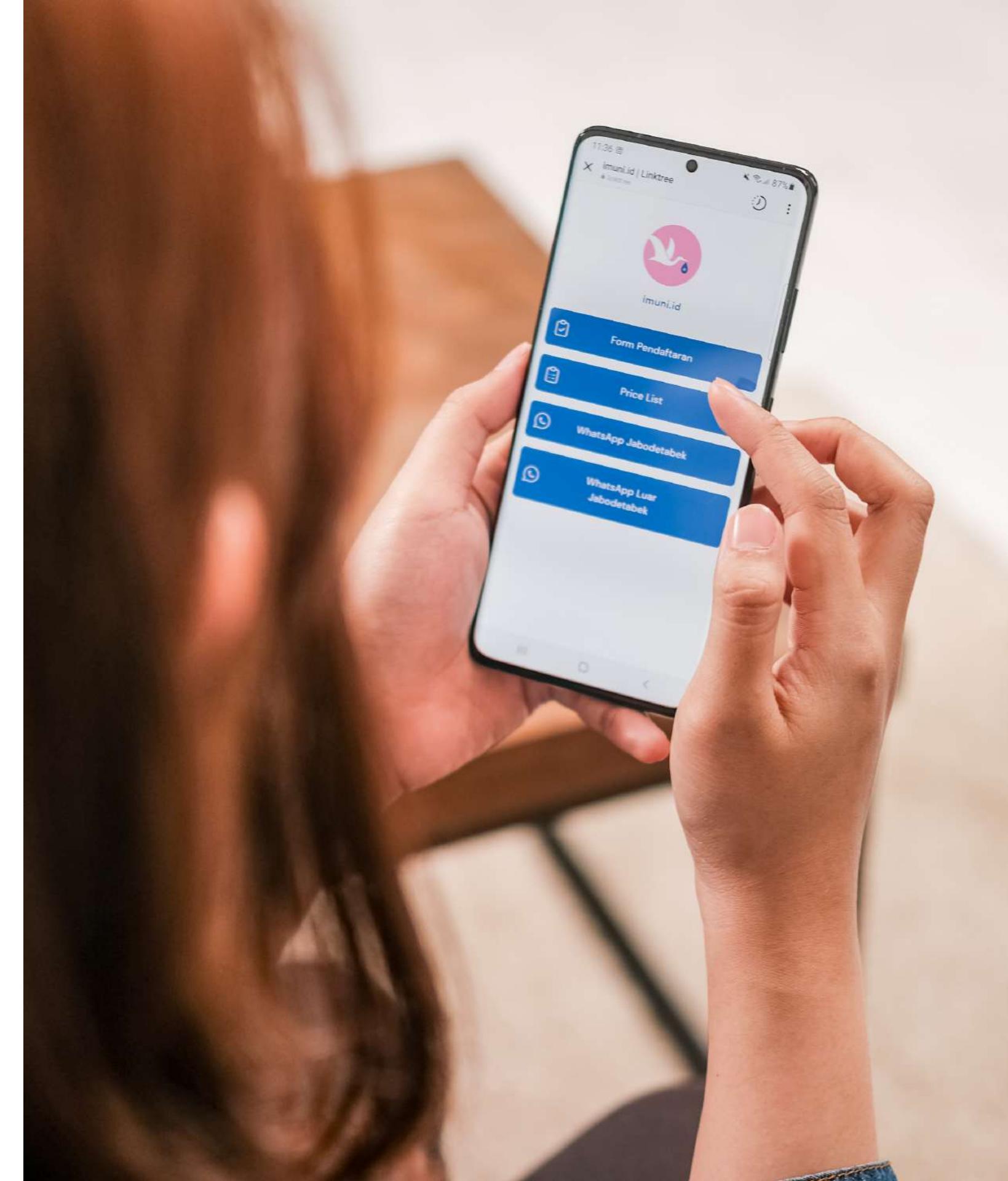
Complicated user journeys, especially for registration, doctor appointments & payment.

2. Communication gaps

Ineffective interactions between patients & imuni's team.

3. Improper data management

Lack of integrated records regarding patient's vaccination & child development.





Our team also encountered some challenges, such as:

1. Data management issues

Lack of advanced features led to inefficient data management & analysis.

2. Scheduling issues

Google Calendar wasn't efficient for appointing doctor schedules, resulting in delays.

3. Operational limitations

These tools weren't aligned with imuni's specific service needs.

With imuni's business model validated & our user needs identified, we're transitioning to a digital system tailored for our expanding demands.

My key objectives on this project:

- 1. Address current workflow constraints**
- 2. Enhance imuni's operational efficiency**

In this project, I'm digitalizing our business across web & mobile platforms. However, I'll focus on details about [users vaccination registration](#) for mobile app.

Design process

Research & requirement gathering

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



Business analysis

Developing a service blueprint that visualized user engagement & their journey, highlighting potential areas of improvement.



External research

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



Internal research

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

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

- "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!"

They are looking for diverse & flexible payment options, especially for high-cost vaccinations.

Re-registration concerns

- "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?"

They need a more streamlined vaccination registration process which allows them to use their past records.

Scheduling hassles

- "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?"

They find scheduling difficult & seek clearer information about available appointment schedules in their area.

Communicating difficulties

- "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."

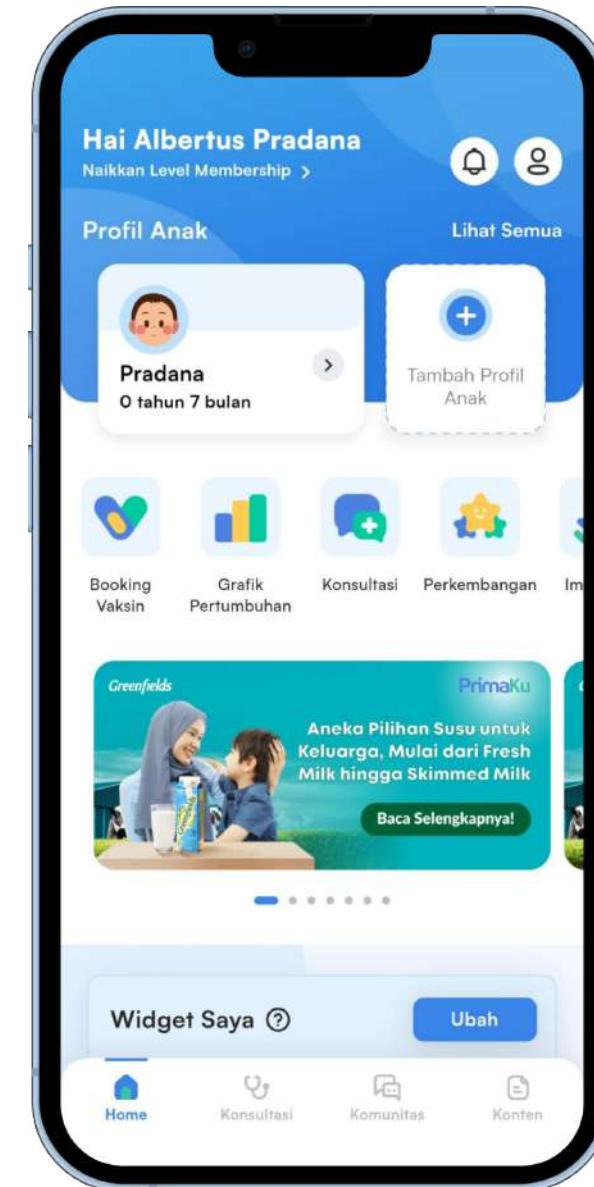
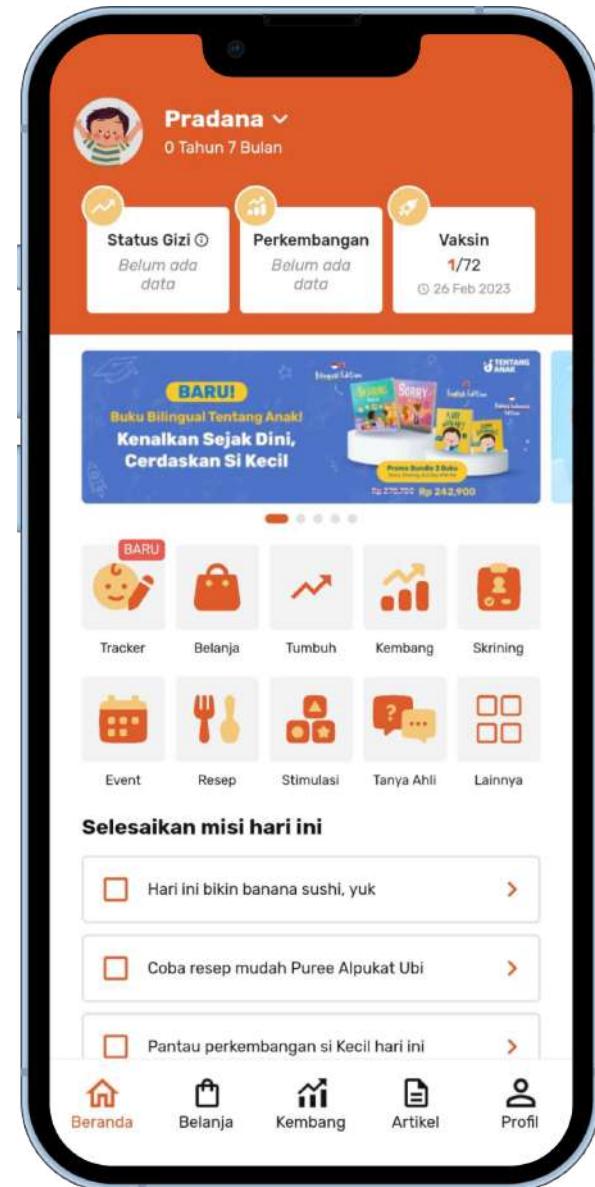
They prefer a simplified communication method, enabling them to contact all imuni's contact through a single number or channel.

What about our indirect competitors?

As a comprehensive parenting guide, it emphasizes on pregnancy and child-growth monitoring, with doctor QnA sessions & health articles.

Core services:

- Vac information
- Articles
- Child-growth monitoring
- Doctor Q&A sessions



PrimaKu, tailored for parents with infants, functions as a digital child book with features for vaccination registration.

Core services:

- Vac information
- Vac registration
- Self-health screening
- Forums
- Doctor consultation
- Articles
- Child-growth monitoring

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



Streamlined next
vac reminders



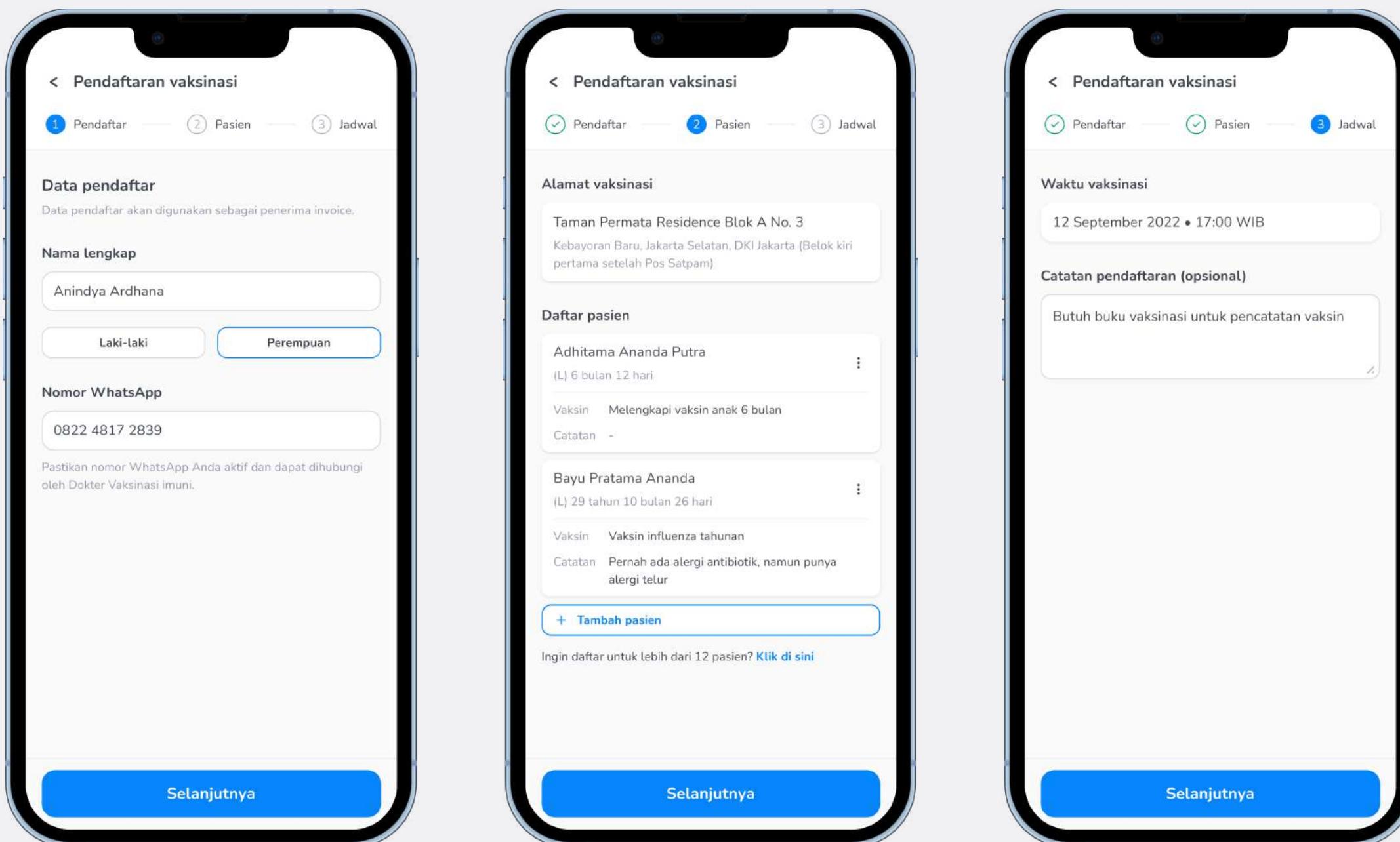
Vac records for
patients

Problem solving

Problem 1: Vaccination registration & scheduling

Vac registration process through Google Forms is time-consuming and error-prone due to extensive data entry. This leads to inaccurate data & poor user experience.

Solution: The app makes vac registration a snap. It offers simplified forms that stores users' previous data, with some automation on form-filling for added convenience.

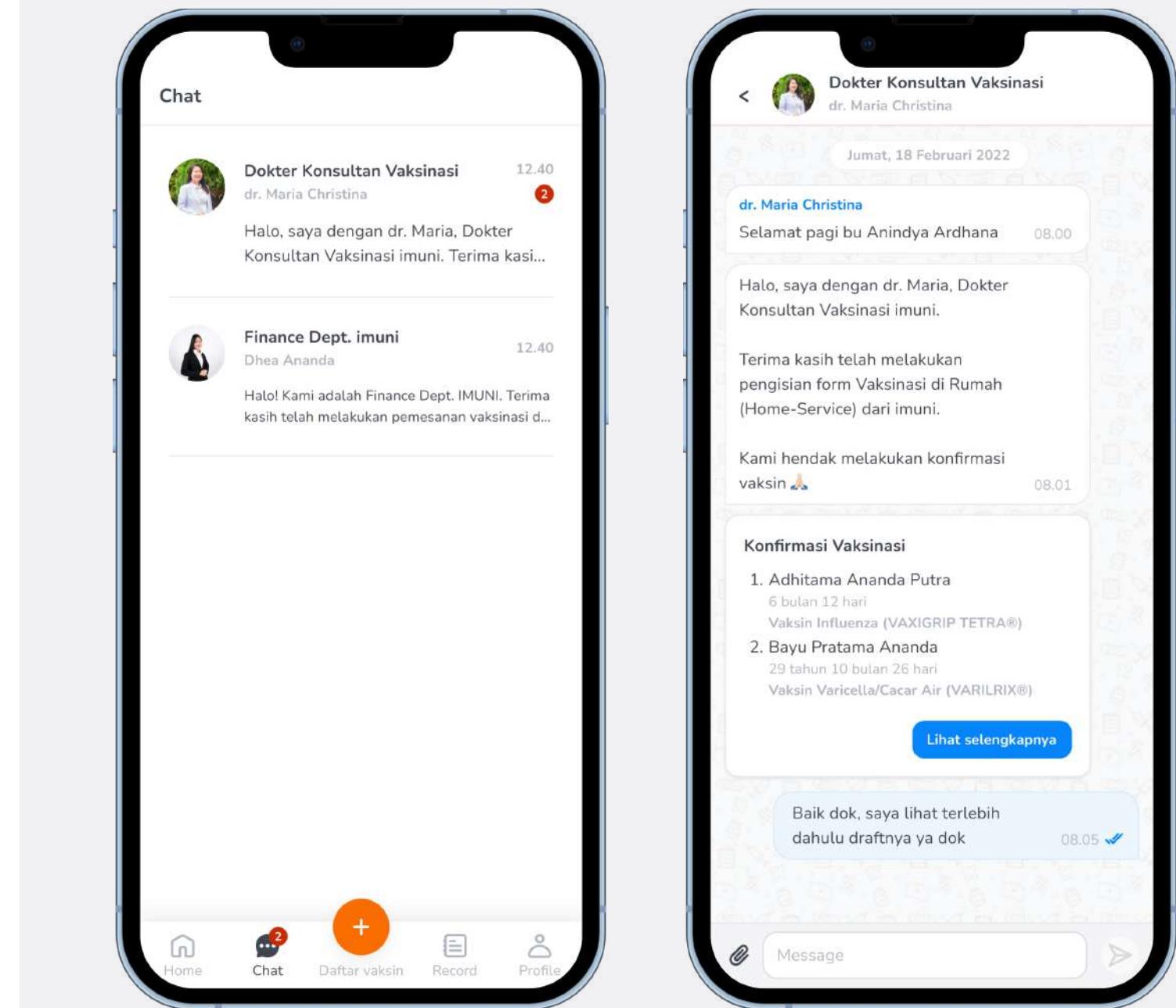


Problem solving

Problem 2: Improved communication with doctors & finance

Vac process at imuni requires users to interact with at least 3 different imuni representatives, each with their own contact number. This can be overwhelming for users.

Solution: With in-app chat, users can conveniently communicate with imuni reps, eliminating scattered nature of using WhatsApp & ensures more streamlined communication experience.

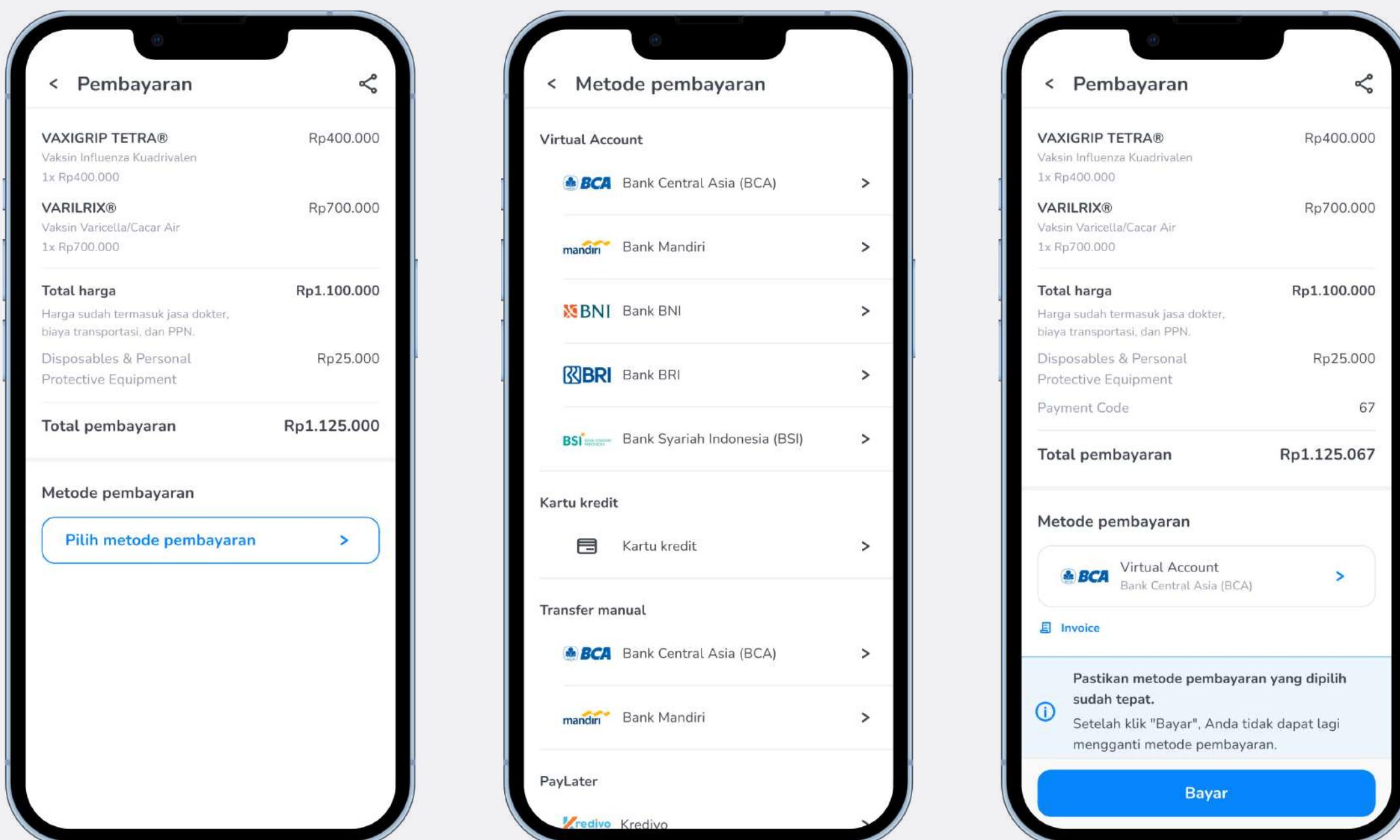


Problem solving

Problem 3: More flexible payments

Since payments are still managed manually, users must make a bank transfer to proceed with their vaccination progress.

Solution: The app allows us to partner with payment gateway provider for various payment options such as virtual accounts (VA), credit cards (CC), & Paylater.

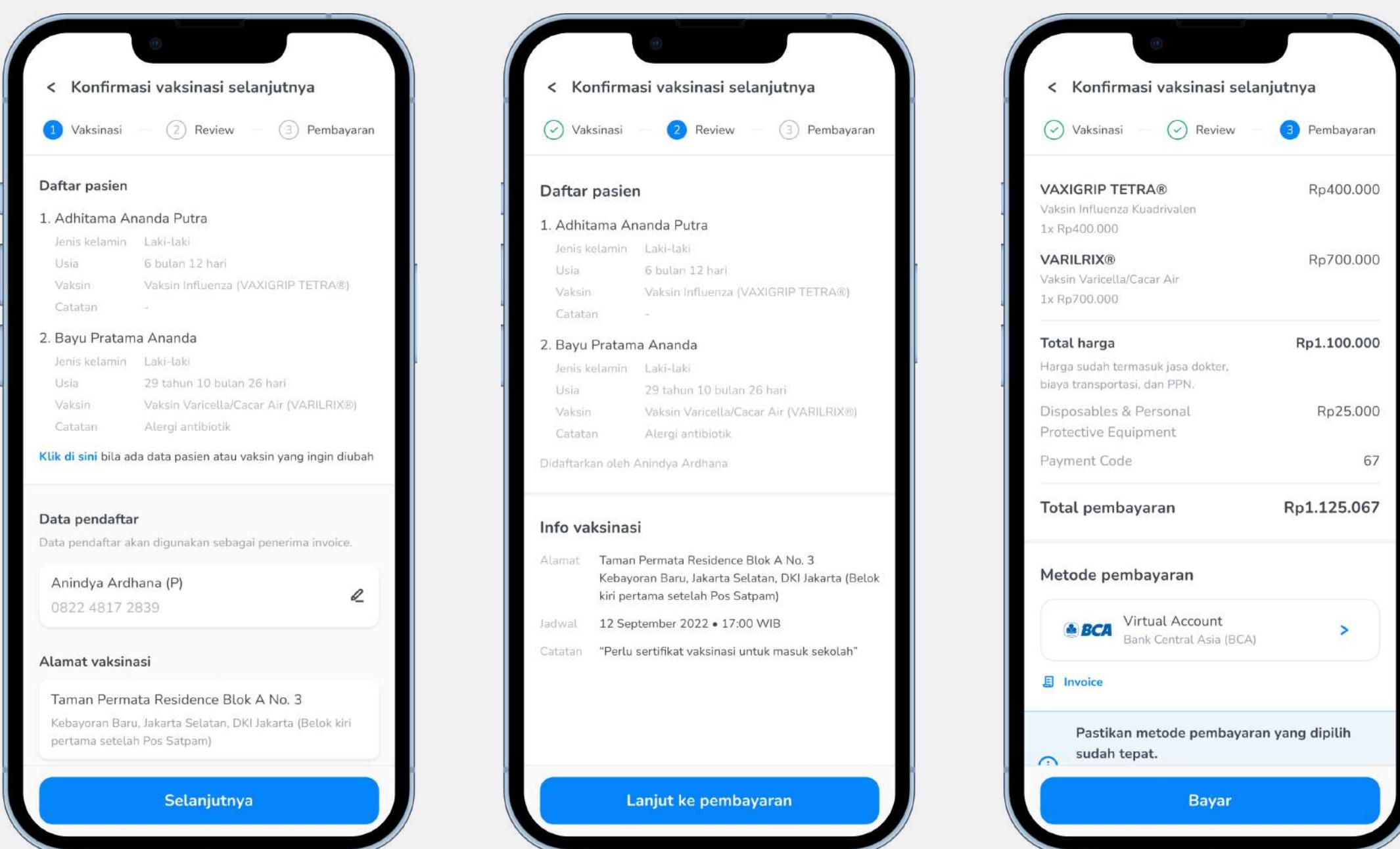


Problem solving

Problem 4: Streamlined next vaccination reminders for easier registration

Previously, we reminded users about their next vaccination 7 days in advance. Users had to manually re-register through registration for each patients, which was quite labor-intensive.

Solution: Our app now has a dedicated feature for next vaccination reminders. Users just need to fill in any missing details, review them, & make the payment directly.



Problem solving

Problem 5: Better vaccination records for patients

Previously, we used physical vaccination booklets and Google Sheets for patient records, but these methods were impractical & vulnerable to damage, moisture, loss, and more.

Solution: Through the app, users can access their vaccination history worry-free, as it's securely stored digitally on our server.

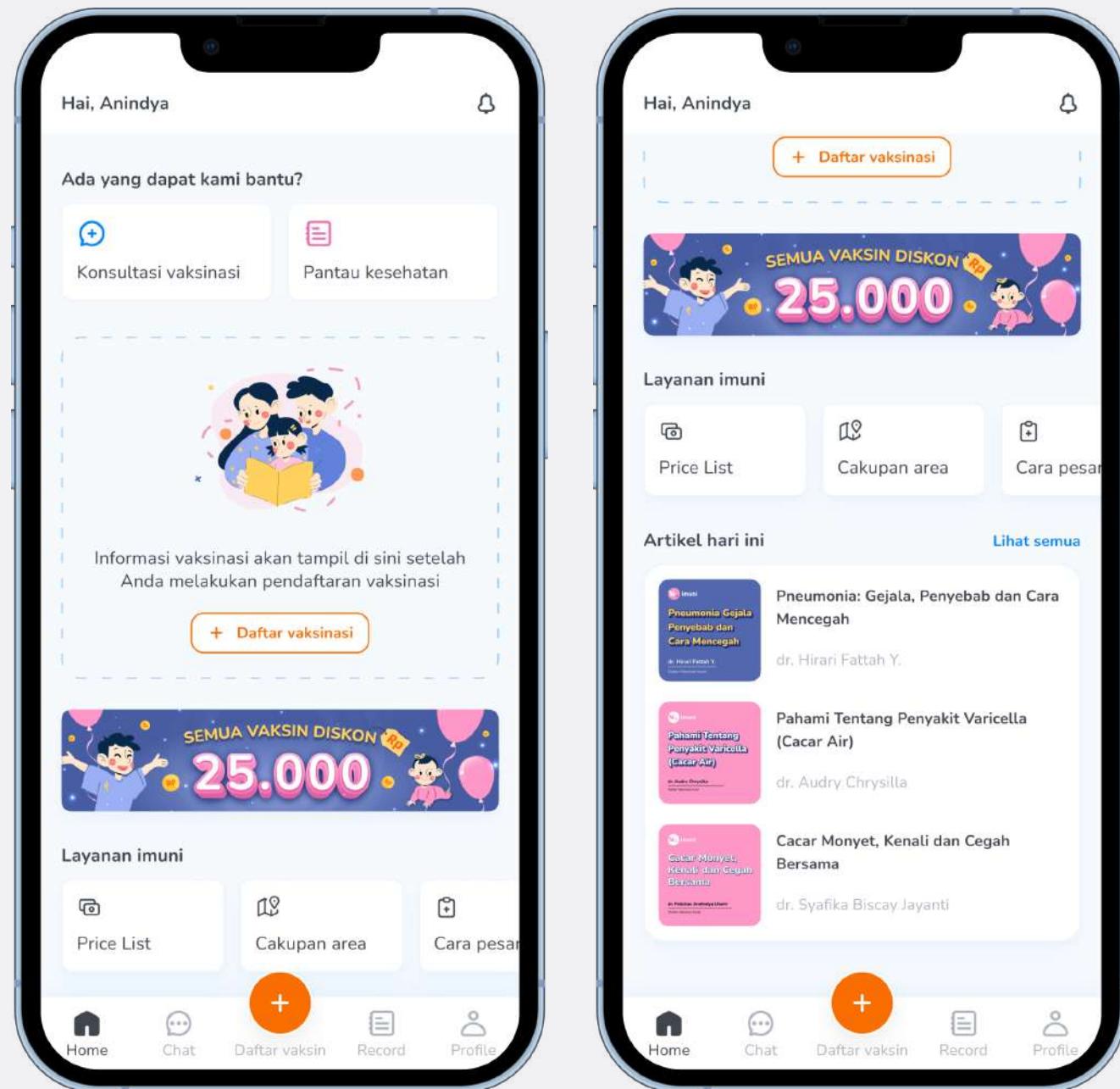
The image displays two screenshots of a mobile application interface for managing vaccination records.

Screenshot 1: Jadwal vaksinasi (Vaccination Schedule)

This screen shows a vaccination schedule for a child named Adhitama Ananda Putra, aged 6 months and 12 days. It includes a summary section with a 'Rekap Kelengkapan Vaksinasi' button, and three tabs: 'Semua' (All), 'Sudah' (Completed), and 'Belum' (Not Yet). The main area is divided into sections for different age groups: 'Baru lahir' (Newborn), '1 bulan', '2 bulan', and '3 bulan'. Each section lists completed vaccinations with green checkmarks and some with dates (e.g., Hepatitis B ke-1 on 8/5/22, Polio-0 on 1/7/22). Vaccinations marked as 'Belum' (not yet) have empty checkboxes.

Screenshot 2: Rekap vaksinasi (Vaccination Summary)

This screen provides a detailed summary of all vaccinations for the same child. At the top, there is a dropdown for 'Lihat untuk umur' (View by age) set to '2 bulan'. The main table lists various vaccinations with columns for 'Vaksin' (Vaccine), 'Dosis 1' (Dose 1), 'Dosis 2' (Dose 2), 'Dosis 3' (Dose 3), and 'Dosis 4' (Dose 4). Each row includes a status indicator (green checkmark for completed, yellow warning icon for not yet due, or red error icon for failed), the date of administration, and the manufacturer. Vaccines listed include Hep B, Polio-0, BCG, DTP, Hib, PCV, Rotavirus, MR, Influenza, JE, Varicella, MMR, Hep A, and Tifoid.



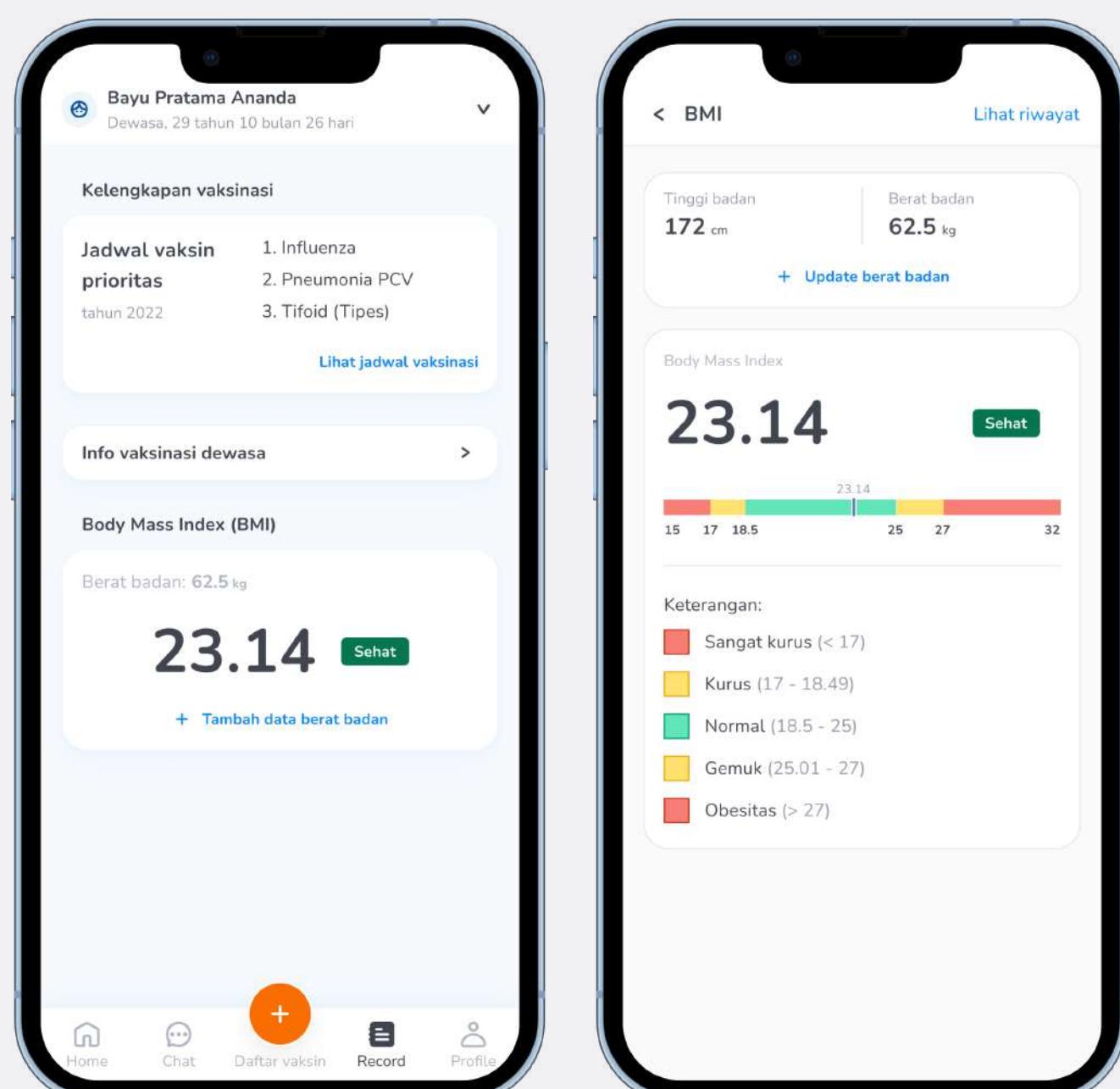
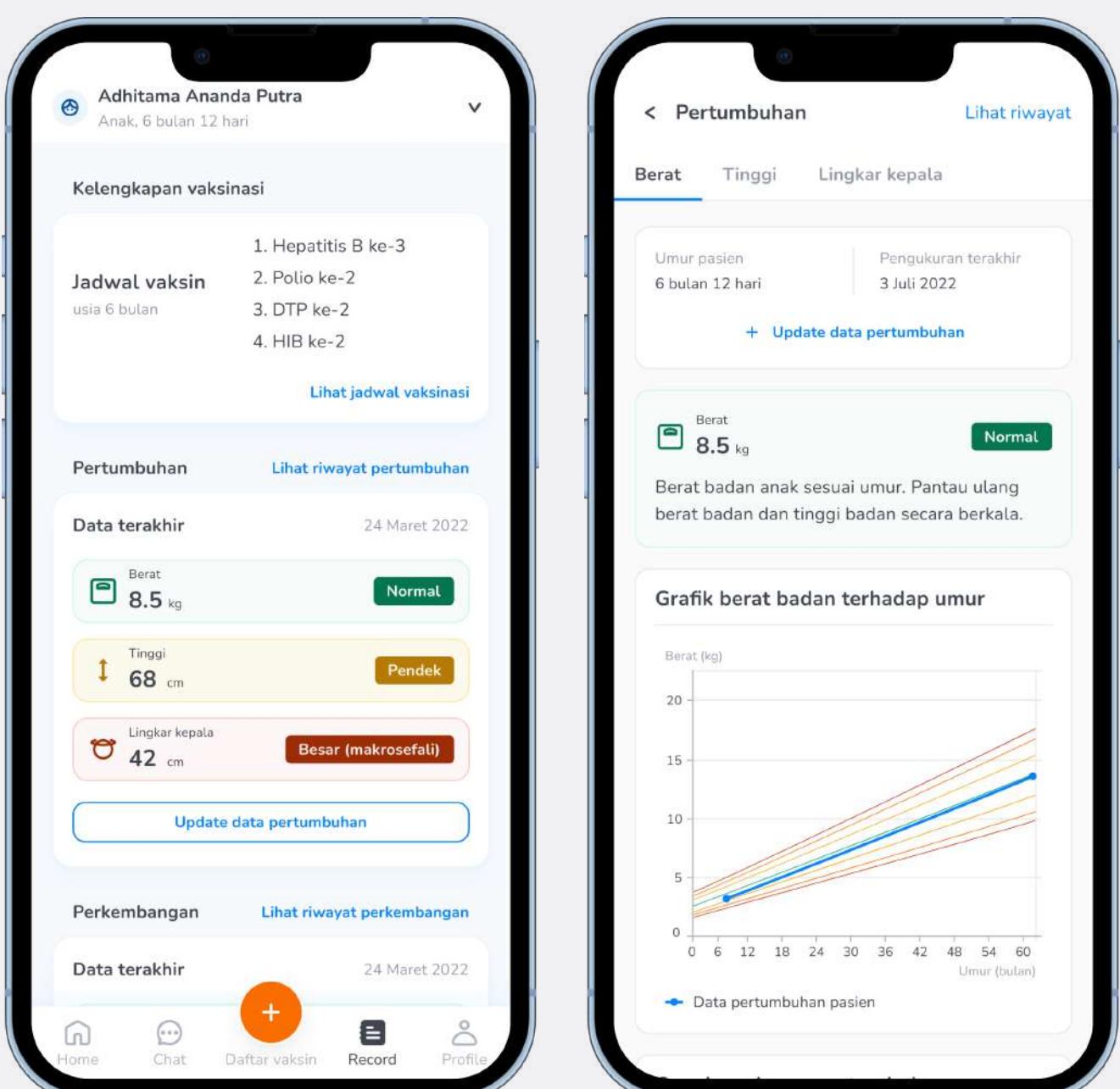
Others highlights

Homepage

imuni's homepage highlights vaccination, doctor consultations, & educational articles on vaccinations, while also providing supporting information on imuni's services.

Growth & development monitoring for children

This section offers features for monitoring child vaccinations, growth, & development, with some additional parenting tips.



Health monitoring for adults

This section offers adult health check features, including tracking of vaccination completeness & BMI self monitoring.

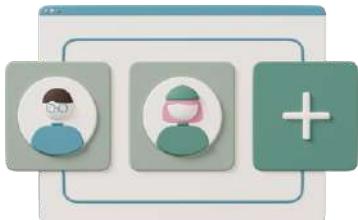
Conclusion

The conclusions and 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. Enhanced productivity

Streamlined order processing, managing 80% of our orders in real-time.



2. Better onboarding

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



3. Efficient order processing

Centralized vaccination records, reducing errors & data loss.



4. Scalability

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



5. 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.