



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 image displays several screenshots of the imuni mobile application interface, illustrating various features:

- Vaccination Scheduling:** A screen titled "Jadwal vaksinasi" shows a vaccination record for "Adhitama Ananda Putra" (Age: 6 months, 12 days). It lists completed vaccinations (Hepatitis B ke-1, Polio-0 (oral)) and scheduled vaccinations (BCG, DTP ke-1, Hepatitis B ke-2, Polio ke-1) across different age groups (Baru lahir, 1 bulan, 2 bulan).
- Patient Record:** A screen titled "Hai, Anindya" shows a summary of available services: "Konsultasi vaksinasi" and "Pantau kesehatan". It includes a promotional banner for "SEMUA VAKSIN DISKON 25.000".
- Home Screen:** The main home screen for "Bayu Pratama Ananda" (Age: 29 years, 10 months, 26 days) displays vaccination history, BMI (Body Mass Index), and growth data (height, weight, head circumference).
- Growth Monitoring:** A screen titled "Pertumbuhan" shows the child's latest growth data (Berat: 8.5 kg, Tinggi: 68 cm, Lingkar kepala: 42 cm) and a note about macrocephaly ("Besar (makrocefali)").
- Consultation:** A message from "Dokter Konsultan Vaksinasi dr. Maria Christina" dated February 18, 2022, discusses vaccination scheduling and availability.



imuni

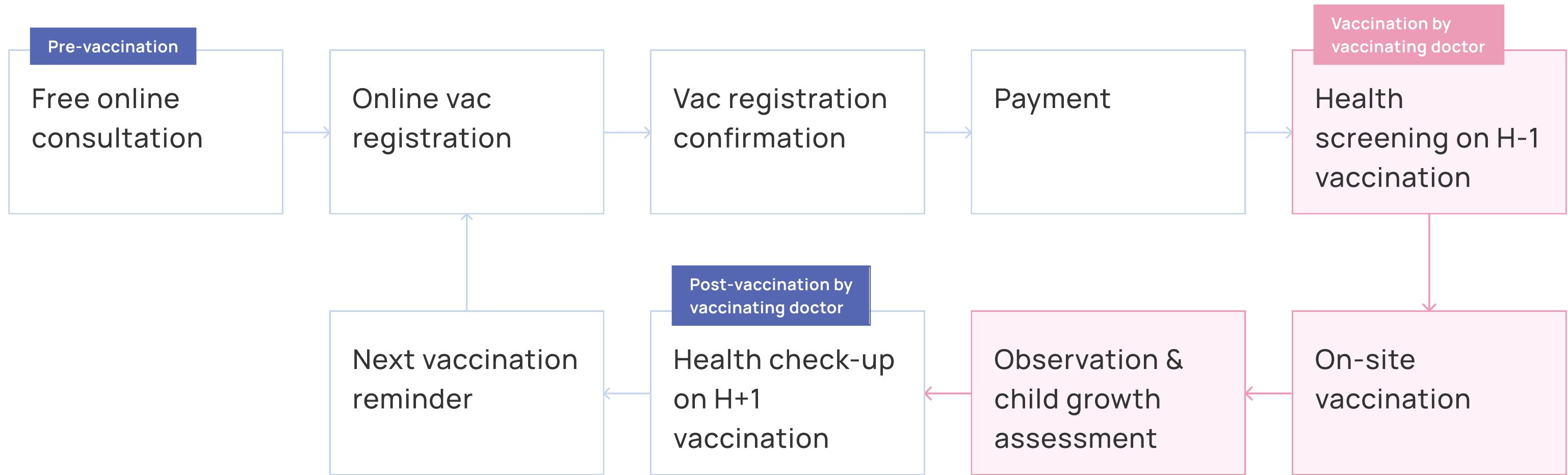
imuni is Indonesia's leading provider of home-service vaccination services.

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

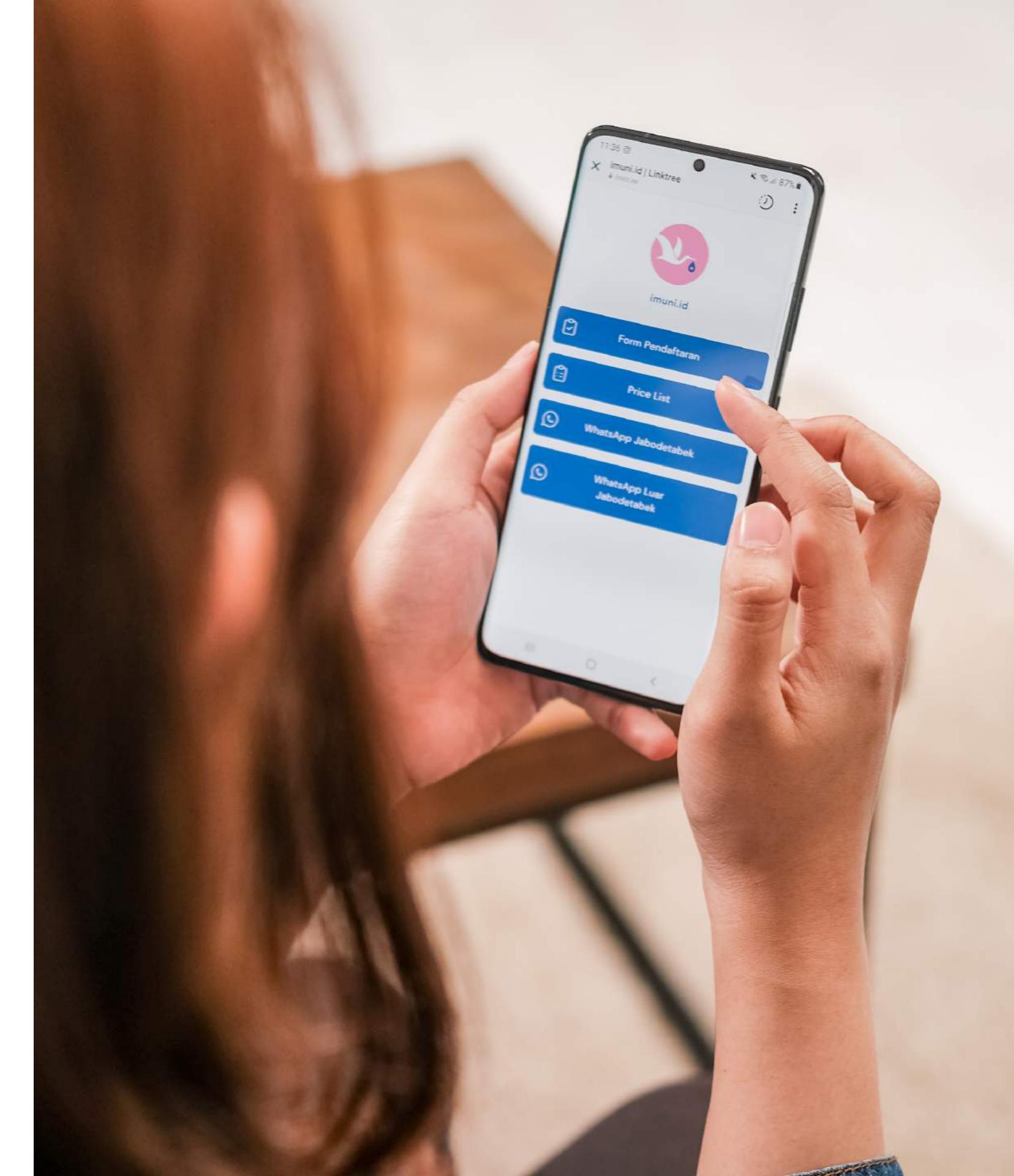
Complicated user journeys, especially for registration, doctor appointments & payment.

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. Improve 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 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

- "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.

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?"

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

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 smoother, efficient vaccination registration for **easy data access**.

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."

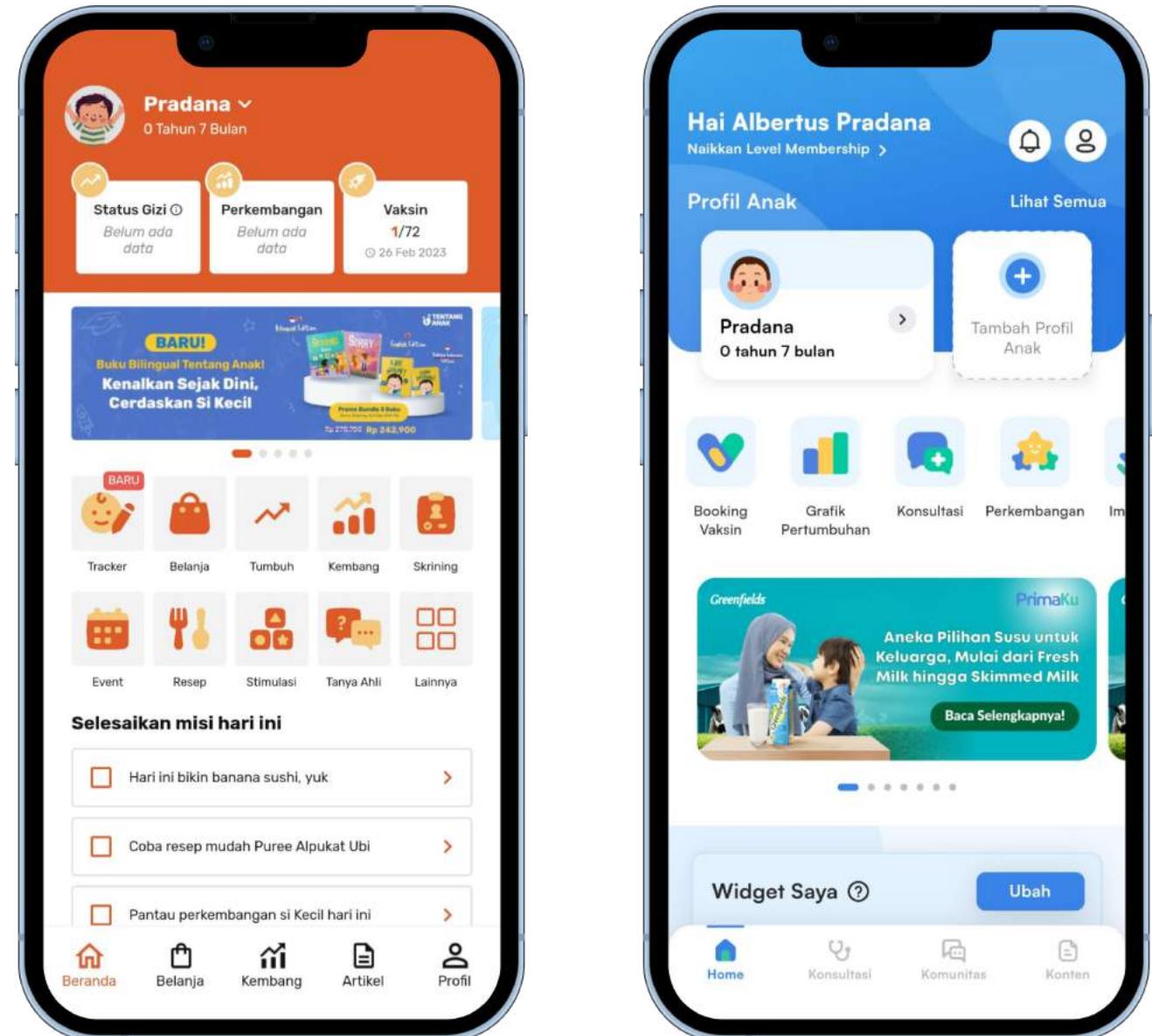
Preferring simplicity, they want **a single channel to contact all imuni representatives**.

What about our indirect competitors?

Tentang Anak prioritizes pregnancy, child growth, doctor Q&A, and health articles as a parenting guide.

Core services:

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



PrimaKu, designed for parents with infants, serves as a digital child book with 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



Vac records for
patients



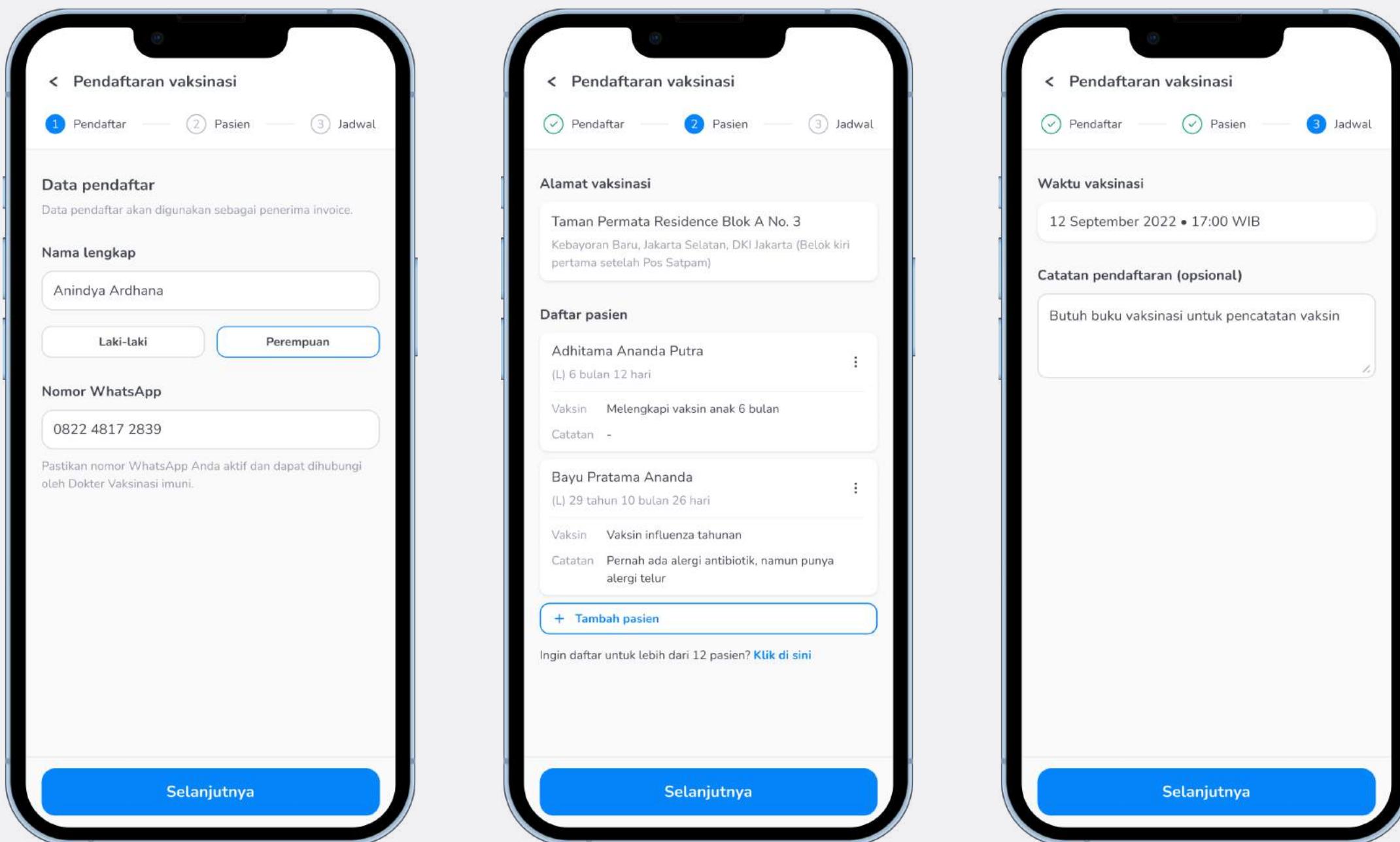
Streamlined next
vac reminders

Problem solving

Problem 1: Vaccination registration & scheduling

Vac registration on Google Forms is slow & prone to errors, resulting in inaccurate data & negative user experience.

Solution: The app streamlines vaccination registration by storing users' past data in simplified forms and automating form-filling for added convenience.

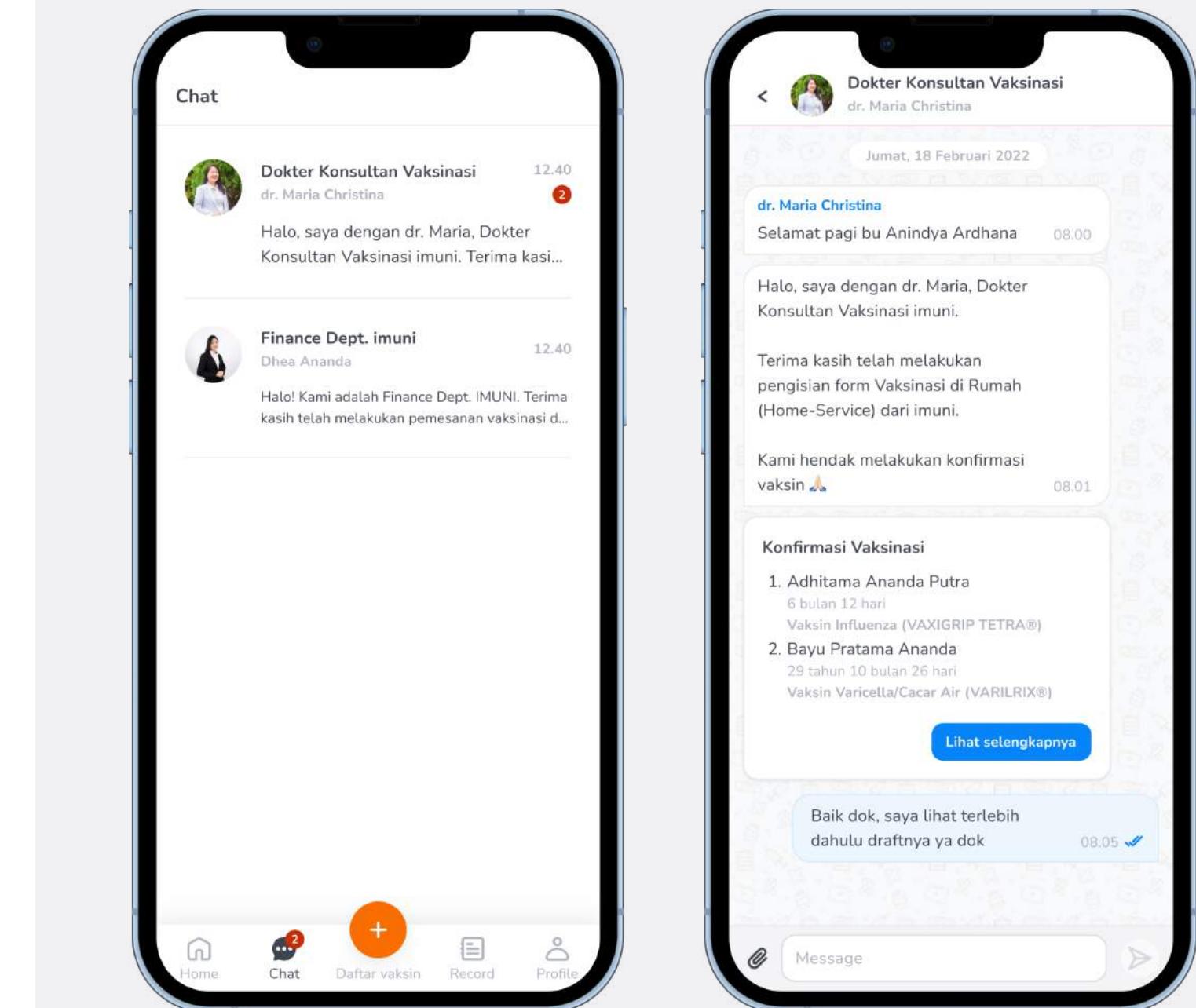


Problem solving

Problem 2: Improved communication with doctors & finance team

At imuni, users engage with 3 reps (each with their own contact), causing overwhelm for users.

Solution: By centralizing communication, the in-app chat ensures a streamlined chat experience with imuni reps during vaccination process.

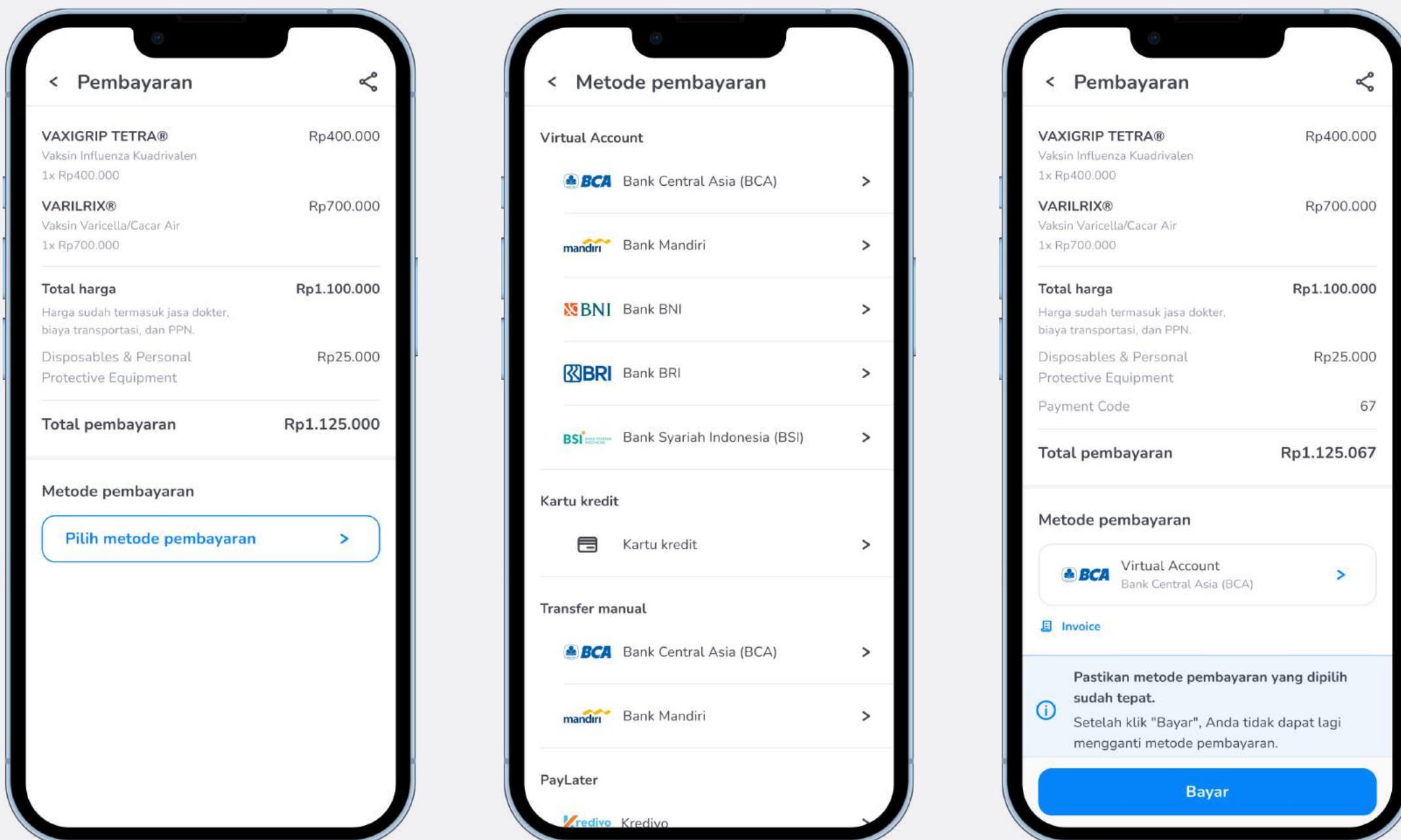


Problem solving

Problem 3: More flexible payments

Due to payments being handled manually, users must initiate a bank transfer to proceed with their vaccination progress.

Solution: The app enables collaboration with a payment gateway provider, offering diverse payment options like virtual accounts/VA, credit cards/CC, and paylater.

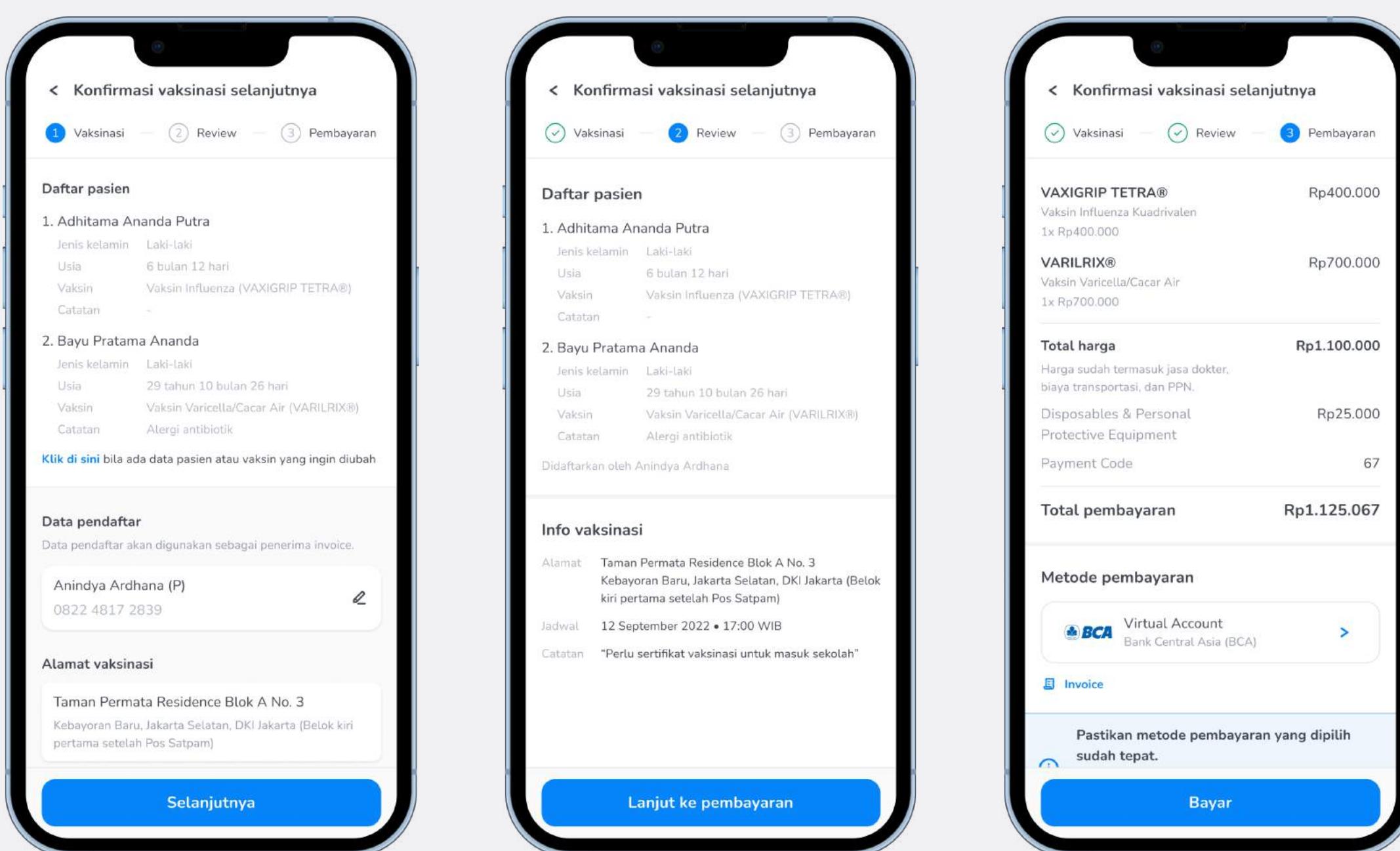


Problem solving

Problem 4: Streamlined next vaccination reminders for easier registration

Previously, we reminded users a week before their next vaccination, requiring manual re-registration for each patient, which was labor-intensive.

Solution: The dedicated app feature, next vaccination reminders, enables users to input details, review, and directly proceed with payments.

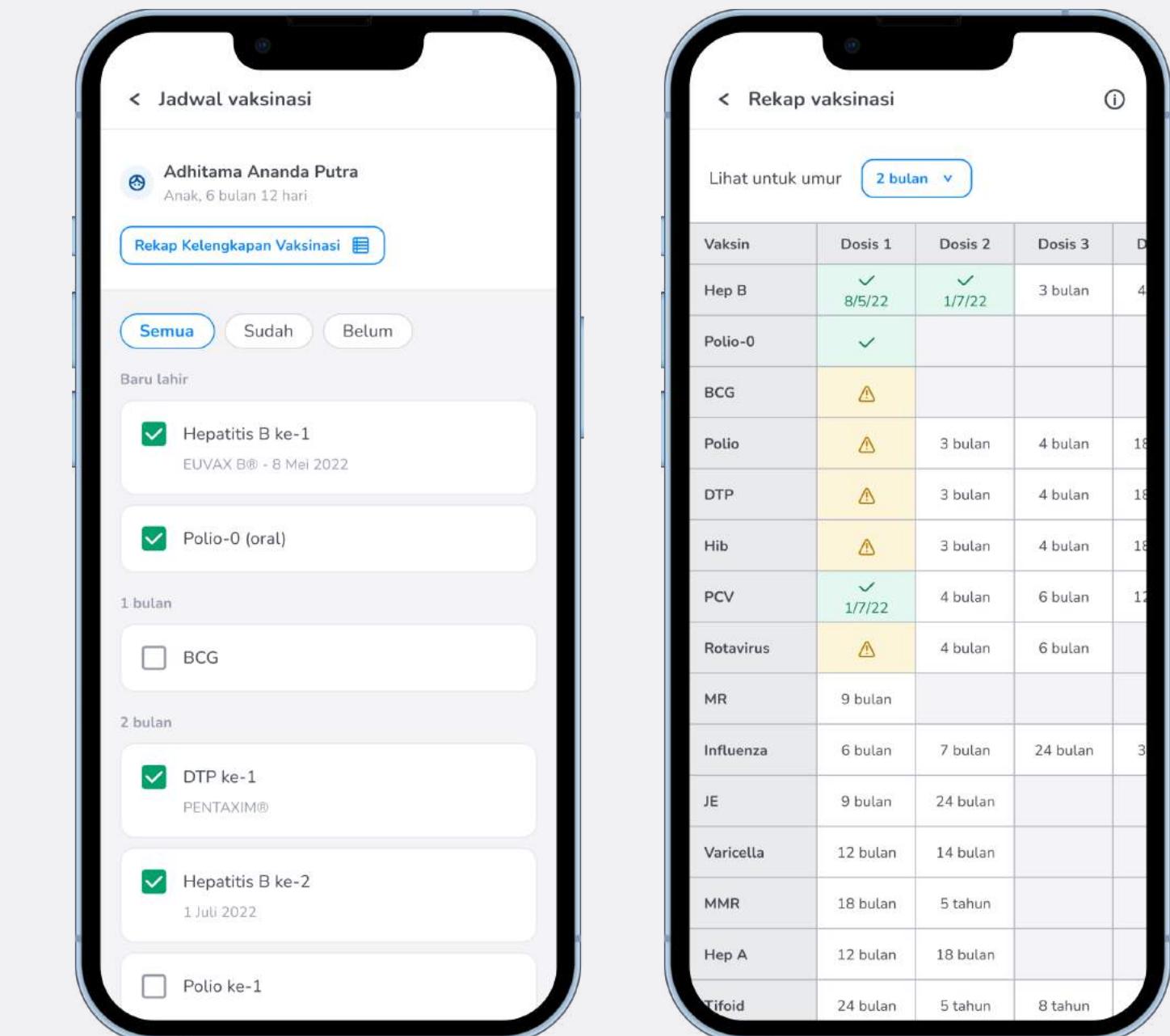


Problem solving

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.

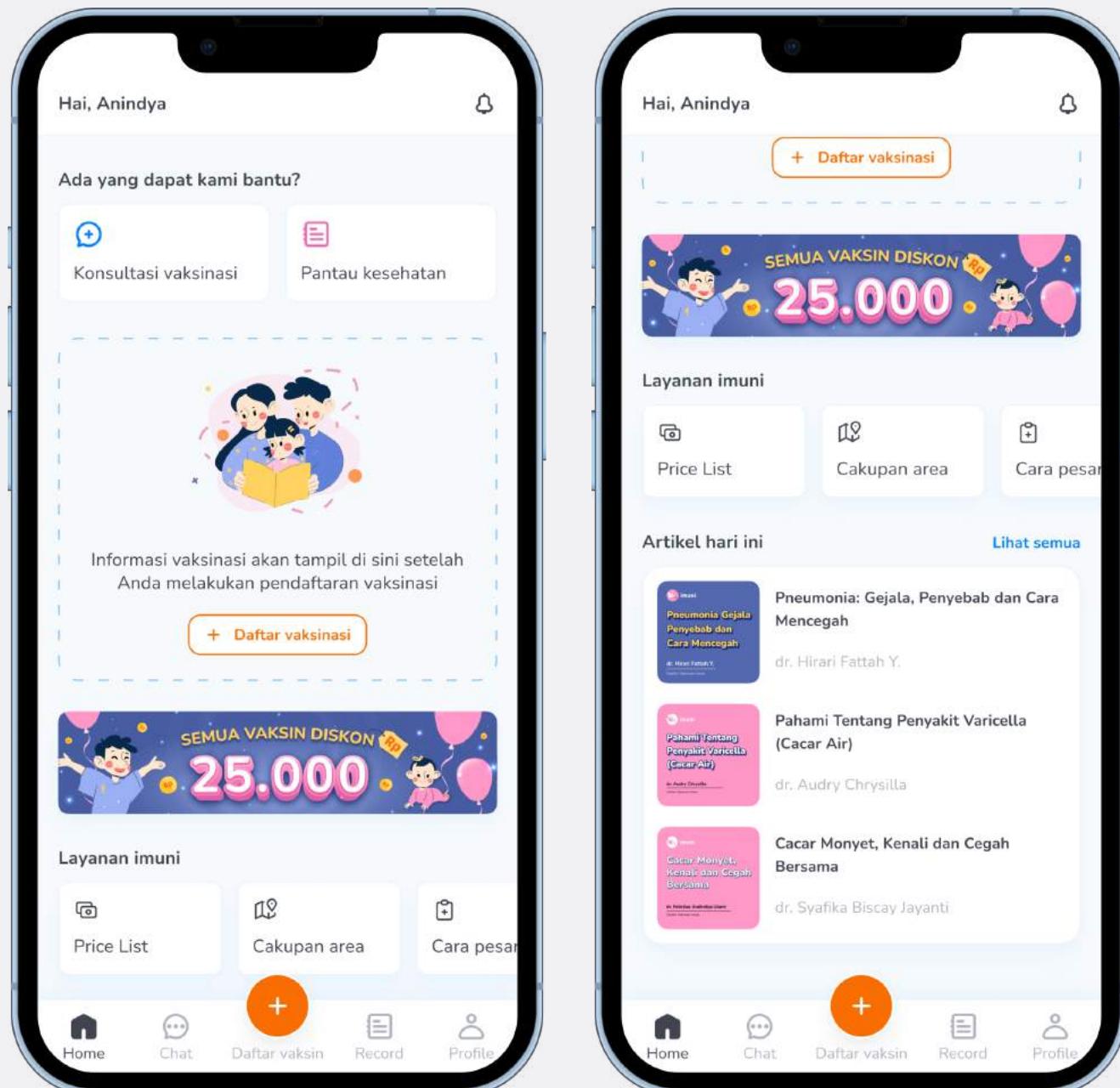
Solution: Through the app, users can access their vaccination history worry-free, as it's securely stored digitally on our server.



Others highlights

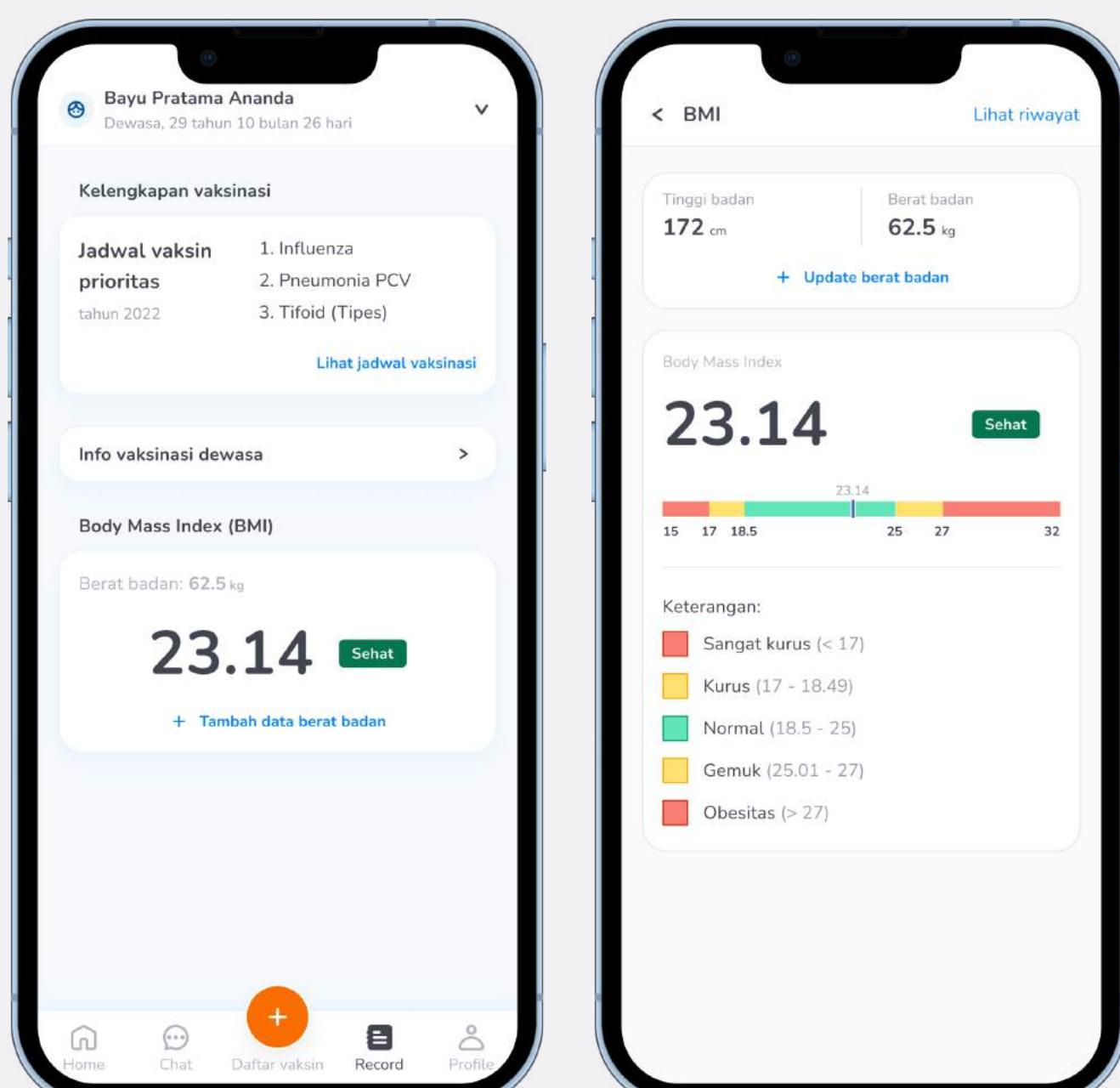
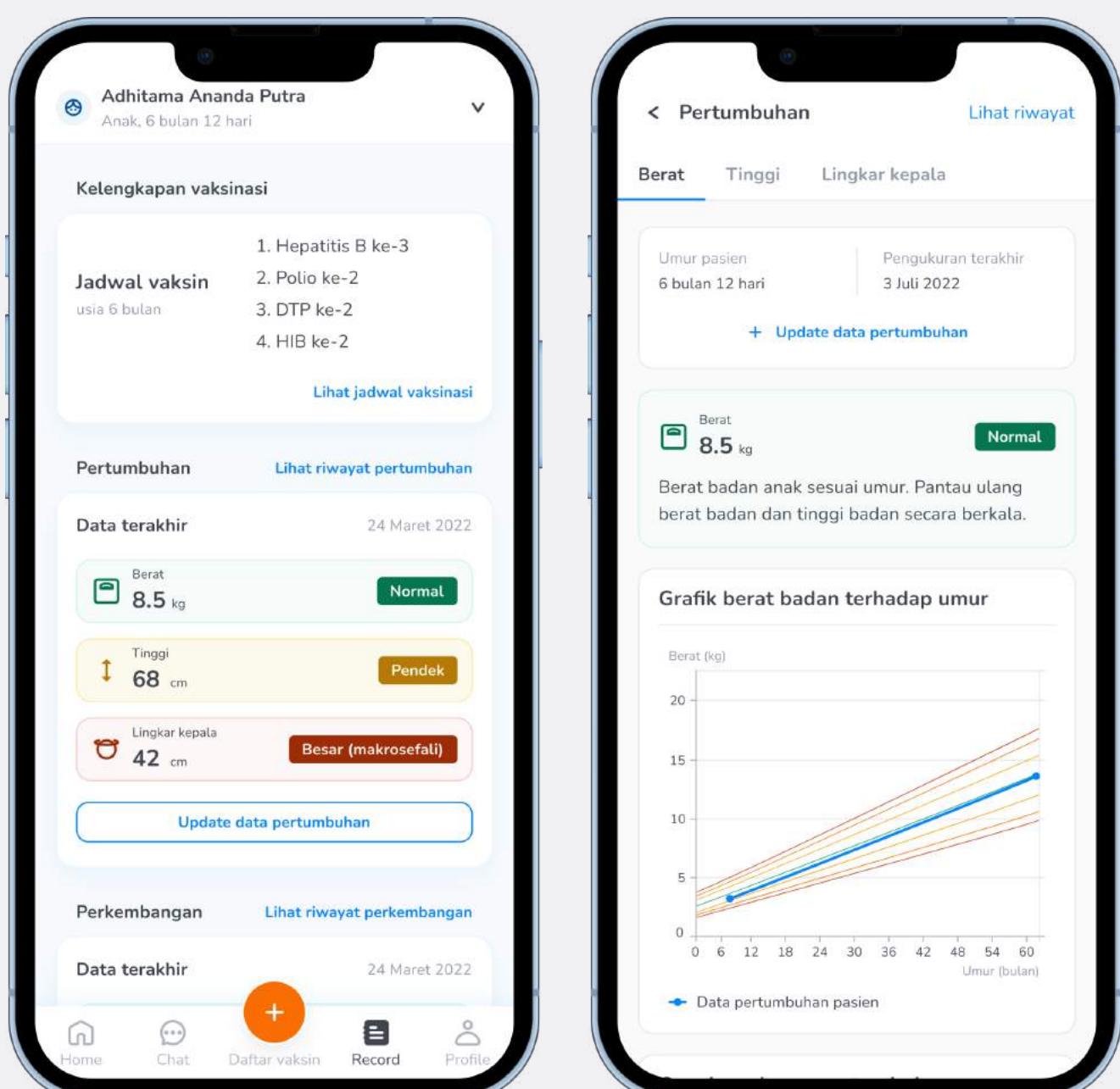
Homepage

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.

The result

Optimized company workflow, by
handling up to 80% of real-time orders
for increased work efficiency.

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.