Asclepius Healthcare App Design

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Project overview

The product:

Asclepius Healthcare is a healthcare app located in US. Asclepius Healthcare strives to deliver convenient and easy management of health and book appointments. They offer a wide spectrum of competitive service and monitoring. Asclepius Healthcare targets all customers like commuters and workers who lack the time or ability to visit hospital and wait in queue for appointments.

Project duration:

June 2021 to July 2021.
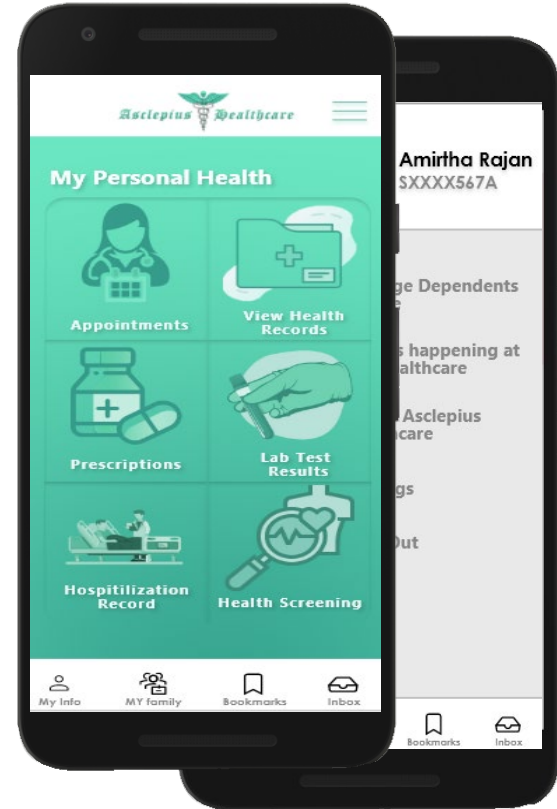
Project overview

The problem:

Busy workers and commuters lack the time necessary to book appointments.

The goal:

Design an app for Asclepius Healthcare that allows users to easily monitor and book appointments for doctors around you.

Project overview

My role:

UX designer designing an app for Asclepius Healthcare from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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User research: summary

I conducted interviews and created empathy maps to understand the users I'm
designing for and their needs. A primary user group identified through research
was working adults who don't have time run through hospitals
to find doctors to get appointments.

This user group confirmed initial assumptions about Asclepius Healthcare clients, but research
also revealed that time was not the only factor limiting users from finding an doctor for appointment.
Other user problems included obligations, interests, or challenges that make it
difficult to get appointments for checkup or go to hospitals in-person.

User research: pain points

1

Time

Working adults are too busy to spend time on maintaing health

2

Accessibility

Platforms for consulting doctor are not equipped with assistive technologies

3

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Text-heavy menus in apps are often difficult to read and book from

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Persona: **Sara**

Problem statement:

Sara is working as an IT Profession who lives in California, LA. She is concerned with about her health and looks.

Sara

Age: 31
Education: M.BA
Hometown: California, LA
Family: Lives with Family
Occupation: Marketing Manager

"I want to live healthy life"

Goals
- Relaxing
- good diet
- Healthy living
- Stay young looking
- Become a Model

Frustrations
- Doesn't have time to look after her health
- Often suffer from stomach upset due to outside food.
- Has to travel long way to the work.
- Water .

Sara is working as an IT Profession who lives in California, LA. She is concerned with about her health and looks. She hates to travel long in summer as it could affect her skin. Her husband often orders food outside which make her fall sick often so she has to find docotrs at her available time for checkup.

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User journey map

Mapping Sara's user journey revealed how helpful it would be for users to have access to a Asclepius healthcare app.

Persona: Sara

Goal: Provide an easy and quick way to filter and find doctor appointments.

	Find an healthcare app	Get the app and sign in	Add caregiver	Get appointment	Book after confirmation
TASK LIST	1. Search for the healthcare app that provides local appointments 2. Read and Understand list of app info	1. Install the Asclepius Healthcare App 2. Sign in / register to app	1. Read about what caregiver is 2. Click on manage members 3. Add a caregiver	1. Select on appointments from home screen 2. Click on add button 3. Enter time slots and hospital.	1. Get confirmation notification. 2. Receive a call and remainders on upcoming schedule.
FEELING ADJECTIVE	+ Stressed to go through search + Confused with reviews and user feedbacks	+ Got excited that she found the app + Curious on how the App will provide her needs	+ Annoyed with popups showing adds on membership. + Happy to find the caregiver was successfully added with verification.	+ Annoyed when most of appointment timings were not available. + Exicited after confirming an appointment.	+ Eager to receive the call for hospital. + Anxious if the doctor would.
IMPROVEMENT OPPORTUNITIES	- Create a brand for the App to identify - provide users a benefits on member community registration.	- Make sign in process easy and seamless with other healhtcare pass	- Show the popup only once during login of app.	- Provide only the appointment slots that are available. - Greyout other appointments but make it visible.	- provide e-booklet and free body checkup on visit. - User feedback after call. - Remind users for membership and loyalty benefits.

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.
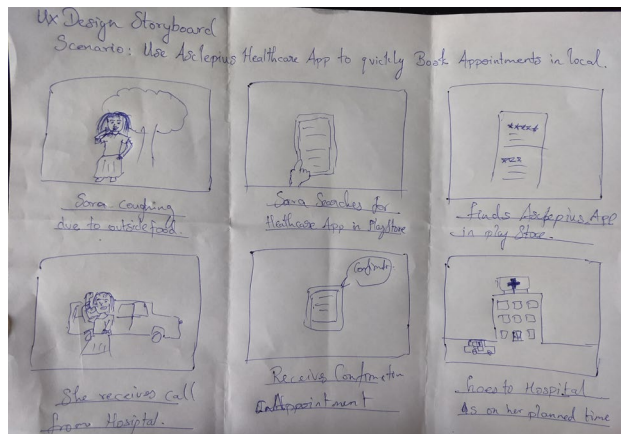
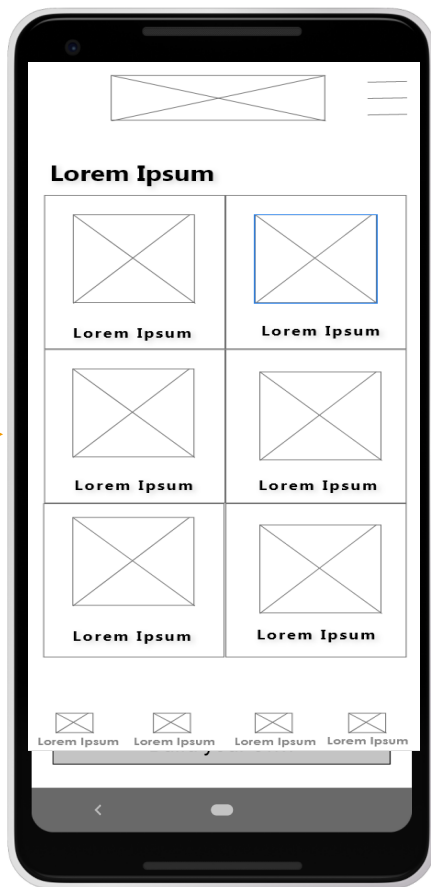**Big View** : An story board of sketch for Mike ordering food from home with his colleagues.

Close up :Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Google
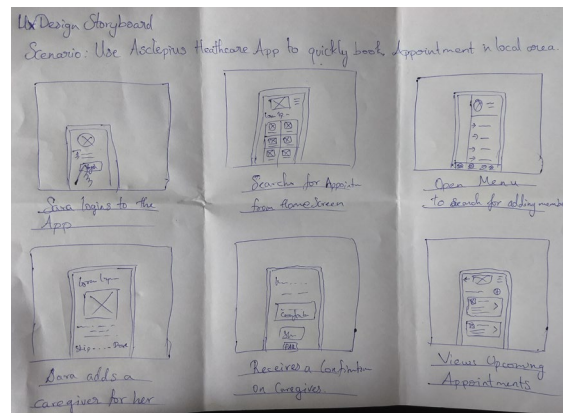
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

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This button at the top of the home screen makes it fast and easy for users to order.

This button provides an easy option for users to choose most ordered/favorite dish.

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

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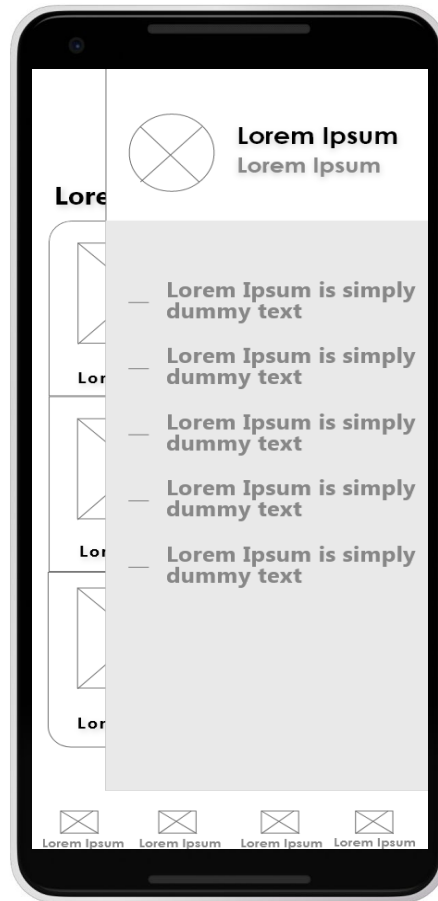
Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a Italian dish, so the prototype could be used in a usability study.

View the Hestia's Kitchen low-fidelity prototype
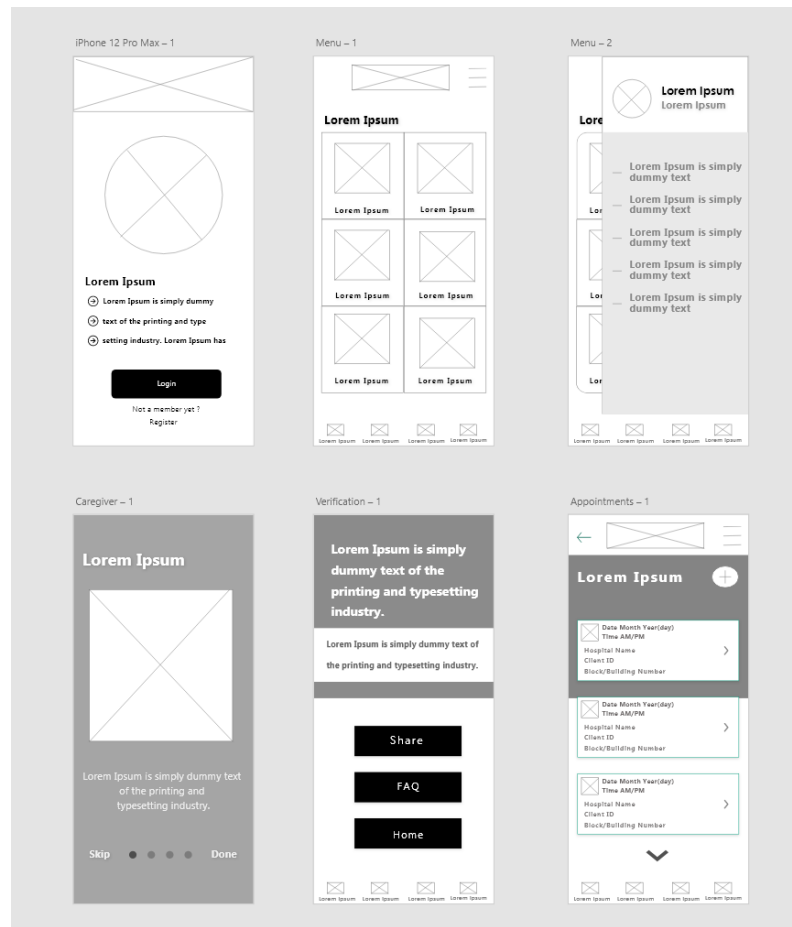
Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to order food quickly

2. Users want more customization options

3. Users want a delivery Schedule option

Round 2 findings

1. The items in cart was not visible until checkout

2. Items already added to cart was not shown on the product

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose pizza crust and sauce**. I also revised the design so users see **all the customization options** when they first land on the screen.
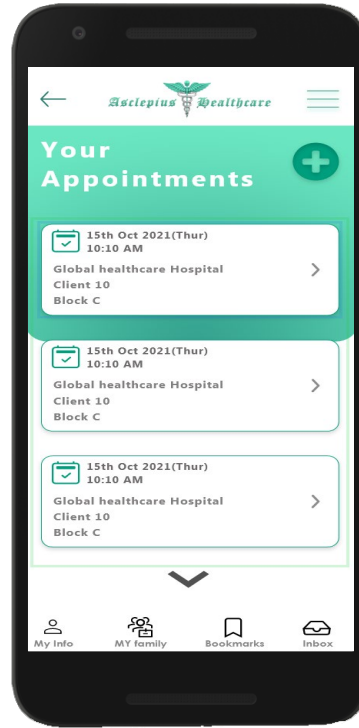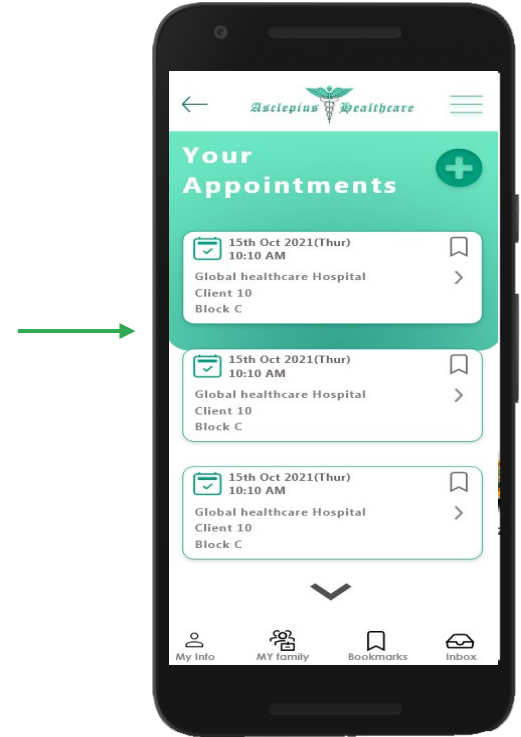
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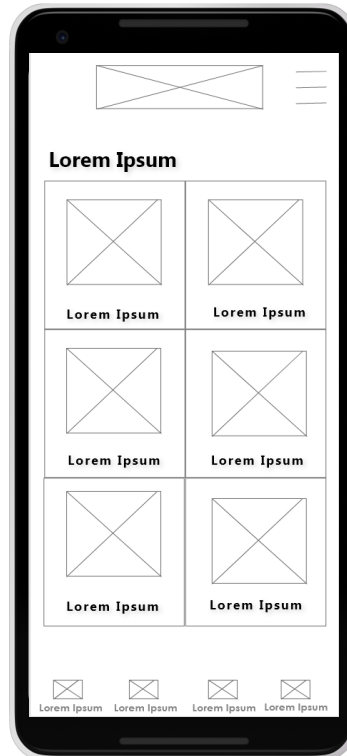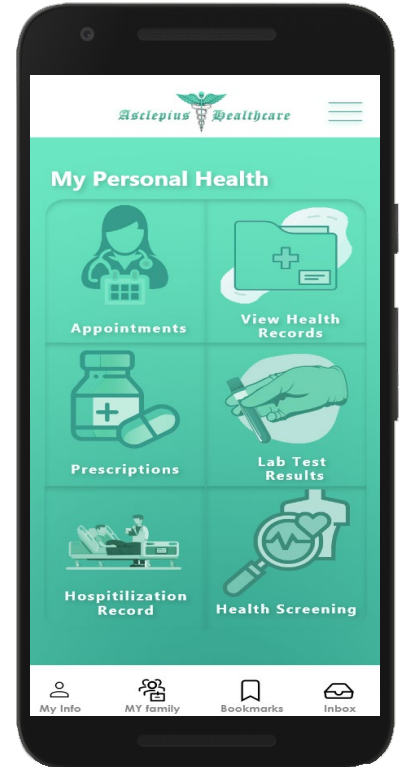
Mockups

The second usability study revealed frustration with the availablitly on items in cart , where users has to go through menu and click view cart to see the existing item quantity added to cart ,to streamline this flow, I consolidated by make this quantities available and also added a elevated cart icon to the bottom of screen.
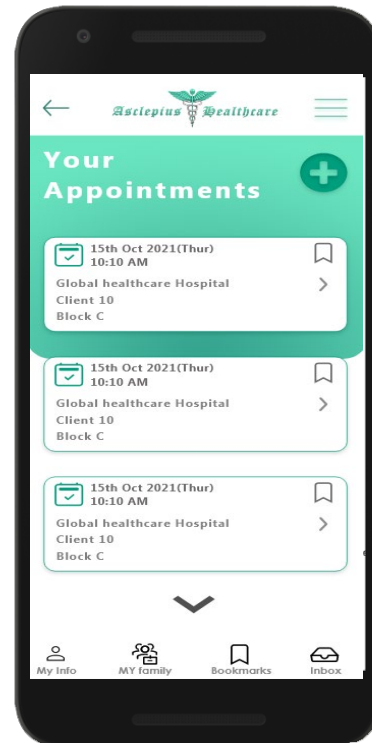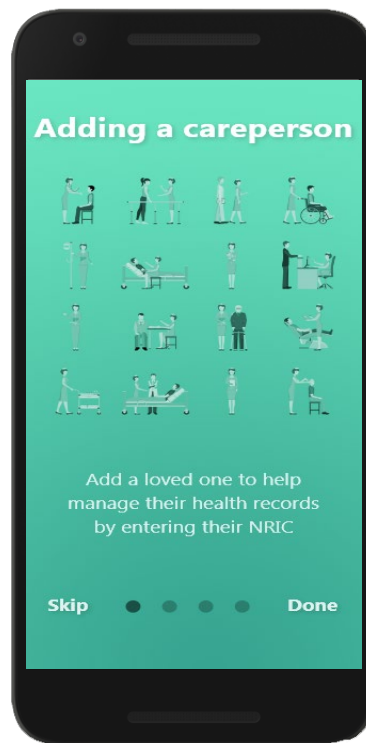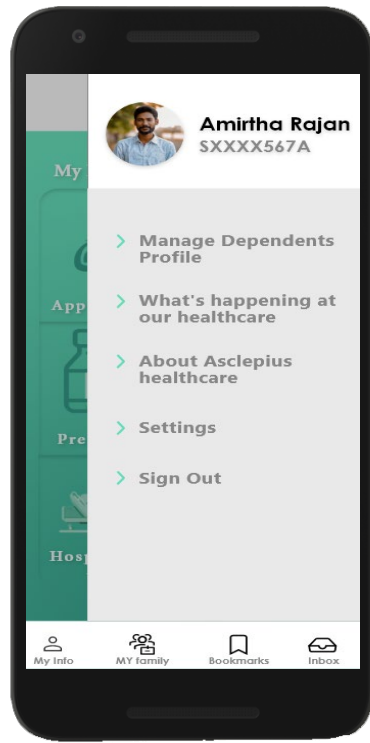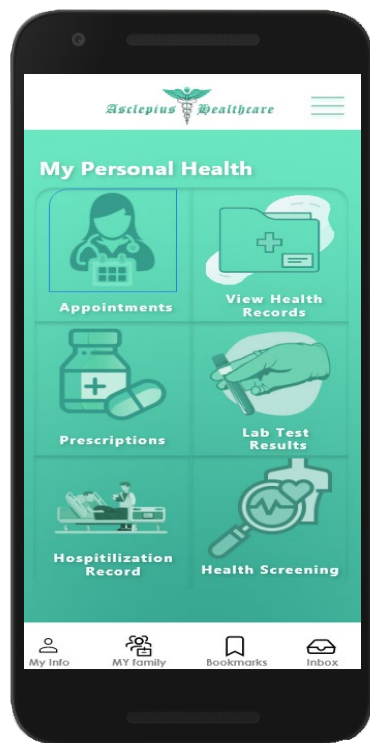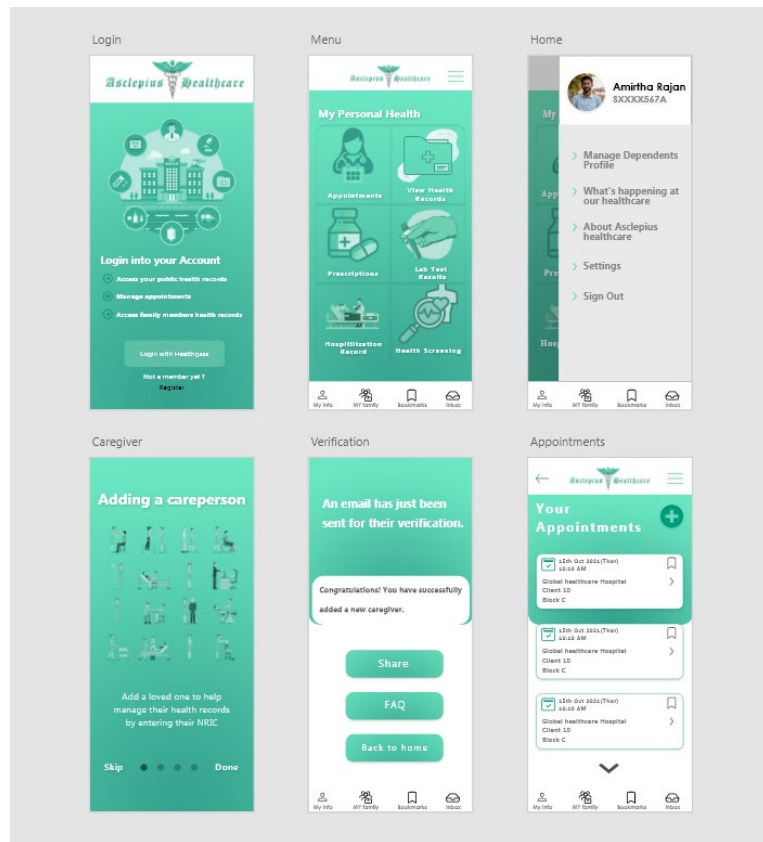
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Key mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering an dish and checkout. It also met user needs for a quick oand schedule delivery option as well as more customization.

View the Asclepius Healthcare App high-fidelity prototype

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for illness, dependencies and records to help all users better understand the designs.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app makes users feel like Hestia's Kitchen App really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and fun to book appointmetns as I desired! I would definitely use this app as a go-to for regular health checkups"

What I learned:

While designing the Asclepius Healthcare app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

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Let's connect!

Thank you for your time reviewing my work on the Asclepius Healthcare! If you'd like to
see more or get in touch, my contact information is provided below.

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Thank you!

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