

5 Planes

	Focus	Develop a 'GP Service' that will assist patients with booking appointments and order prescriptions
	Definition	We're creating a unique opportunity for patients to self-service online
	Value	<u>External User's Goal(s):</u> 24/7 'Self-Service' online platform for making appointments with GP and order Prescriptions
		<u>Site Owner's Goal(s):</u> Ultimate Goal - No 1 Provider of 'GP Services to Patients'. Initial Goal - Role out online solution for two key features - appointments and prescriptions. Other Goals - link to Pharmacies / text or email to inform patient when prescriptions are ready for collection, consultant visits
	Why are we so Special	Unique service for patients, does not exist in Market
Strategy	Why would a user want this	Ease of booking appointments and ordering prescriptions at a time that suits them

Scope	What's In	Phase I - Booking GP Appointments and Ordering Prescriptions
	What's Out	Confirmation to Patient that appointment is arranged - Reminder to Patient prior to Appointment - Update to Patient that Prescription was sent to Pharmacy - Link to Pharmacy (prescription ready for collection)
	Iterations	1=Header 2=Footer 3=Main Content (pages 1 to 4)
	Key Features	Logo - Nav/Menu - External Links - Social Media - Images

Structure	Consistent	Apply one third rule / consistency across all pages
	Predictable	Predictable
	Learnable	Will provide strong sense of place - set the correct expectations - people can accurately predict outcomes of their intentions
	Visible	Visible
	Feedback	Buttons on Appointment, Prescription & Contact Us pages to change colour once clicked on
	Interaction Design	Patterns and sequences that provide options to the user - nav & order of menu items [home / appointment / prescription / contact us] [centre section of pages will contain image relevant to page + content / form]
	Architecture	Organisation, arrangement and priority of content Priority 1 - display logo + nav items Priority 2 - display footer Priority 3 - display home page centre text + content Priority 4 - display appointment page image + content / form Priority 5 - display prescription page image + content / form Priority 6 - display contact us page (contact details & form)

Skeleton	Paper First	Prototype on Paper
	Wireframes	Wireframe Tools e.g. Balsamiq or Microsoft Excel
	User Stories	Develop User Stories 'As a User I want to

Surface		Economy - navigation items pop out & instantly what kind of information is available to the user
	Economy	Content - is split into two areas, About us! & Service provided. Content will be progressively disclosed to the user as you move through the navigation elements
	Provides Readability	Legible - Font Contrast - Consistent Patterns
	Fonts/Typography	Will be visually distinct and will be consistent