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Ta3afy

Your health our care...



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OBJECTIVES FOR TODAY

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Introduction

Ta3afy is an innovative and comprehensive health and wellness mobile application designed to support patients through every step of their recovery journey. The app acts as an integrated platform that connects users with essential medical services and AI-powered health assistance.



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✓ Purpose:

The main purpose is to enable communication between all parties involved in the patient's recovery (Ta3afy) process, starting with the doctor in charge of the case, the pharmacist, and the laboratory doctor, as this speeds up the recovery process properly and avoids many problems or worsening of the condition. The most important basic purpose of the application is to be the first resort that the patient thinks of in the event that he experiences any health problem of any degree, for example, from the first superficial sting on the skin to third-degree burns that require calling a doctor.



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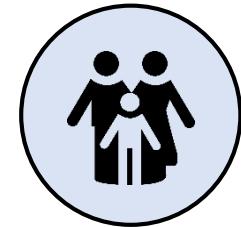
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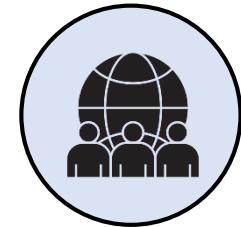
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Age

All age groups, with a focus on:

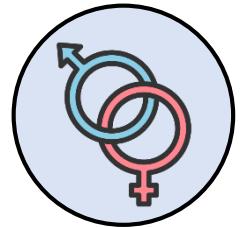
- Young professionals
- + Middle-aged individuals
- Elderly patients



Social Level

Various social levels, especially:

- Middle class
- High-income groups



Gender

All genders (male and female) interested in healthcare solutions



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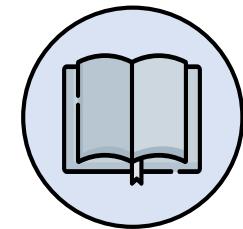
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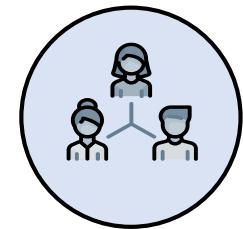
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Education

Educated individuals comfortable using mobile applications



Area of Interest

- Wellness & fitness
- Chronic disease management
- Parenting & infant care
- Elderly care



Location

- Urban and suburban areas
- Global reach (users anywhere in the world)



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How Features meet user needs?

Secure Login & Registration User Need: Protect personal health information and access the app easily.

➤ **How It Helps:** The app ensures a secure and encrypted login system to safeguard sensitive medical data, building user trust and ensuring privacy.

2. Doctor Appointment Booking User Need: Quickly book appointments without long calls or waiting.

➤ **How It Helps:** Users can easily search for doctors by specialty and location, view available time slots, and book appointments in just a few taps, saving time and hassle.

3. Lab Result Viewing & AI Analysis User Need: Understand medical test results primarily.

➤ **How It Helps:** Lab results are presented clearly, with AI-powered analysis that highlights abnormal values and provides simple interpretations — making complex medical data accessible to all users.



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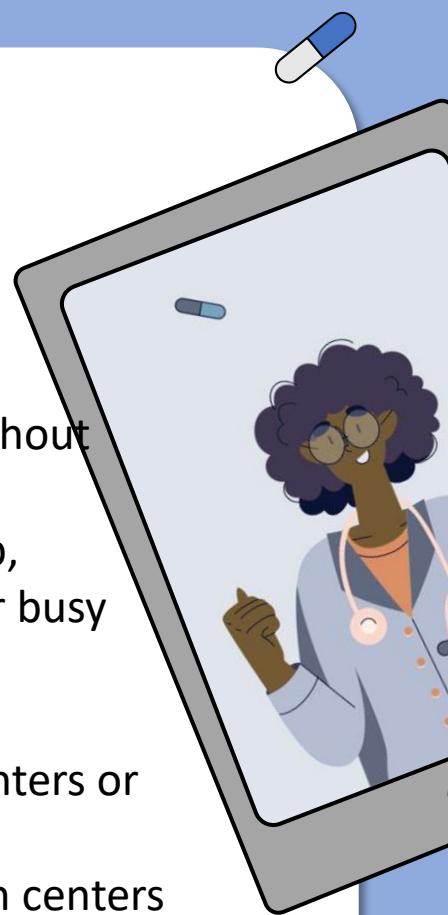
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How Features meet user needs?

4. **Chat-Based Medical Consultations User Need:** Get quick medical advice without visiting a clinic.
 - **How It Helps:** Users can chat with certified doctors directly through the app, enabling fast, remote consultations for non-emergency issues — perfect for busy individuals or those with mobility challenges.
5. **Blood Bank & Donation Locator User Need:** Find nearby blood donation centers or banks during emergencies.
 - **How It Helps:** An interactive map displays nearby blood banks and donation centers with contact info and directions — supporting both urgent medical needs and encouraging volunteer donors.
6. **Medication Delivery via Partner Pharmacies User Need:** Receive prescriptions or medications at home.
 - **How It Helps:** Users can order medicine through the app and have it delivered by trusted pharmacy partners — ideal for elderly patients or anyone avoiding unnecessary travel.



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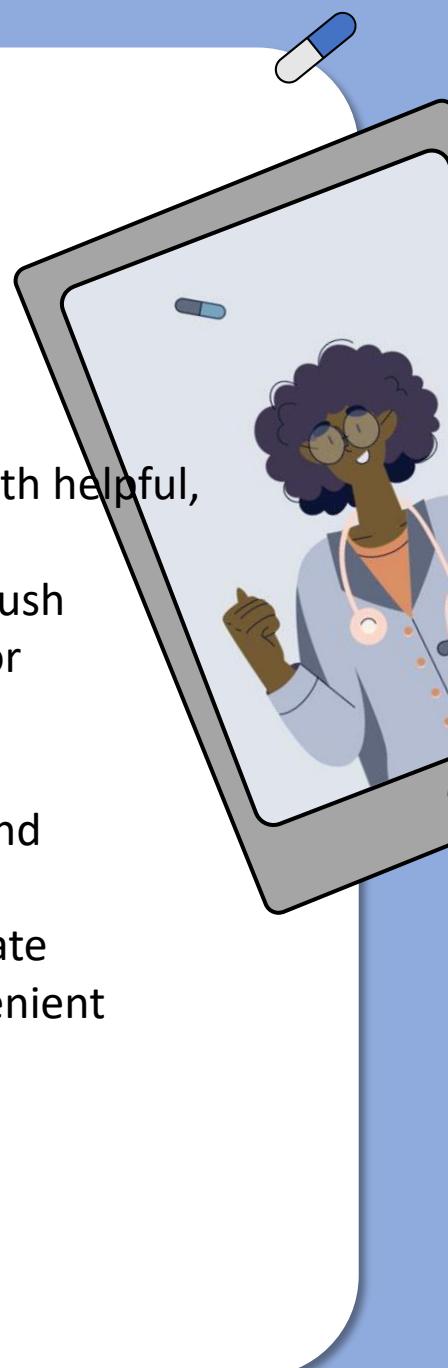
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How Features meet user needs?

7. **Health Tips, Emergency Info, and Notifications User Need:** Stay updated with helpful, reliable health information.
 - **How It Helps:** The app provides timely health tips, emergency alerts, and push notifications — helping users make healthier daily decisions and prepare for unexpected situations.

8. **User Profile Management and Settings User Need:** Manage medical data and customize app experience.
 - **How It Helps:** The profile section allows users to view medical history, update personal info, and adjust preferences — offering a more tailored and convenient experience.



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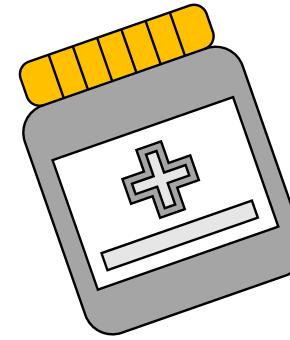
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Functionality

Key Functionalities:

1. Doctor & Clinic Services:

- Book appointments with hospitals and clinics through the app.
- Chat with doctors for consultations (24/7 support).



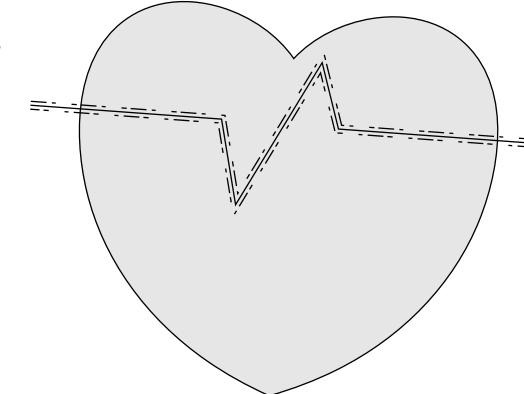
2. Medical Records & Lab Results:

- View and track lab test results directly in the app.
- Use AI to interpret lab results quickly and accurately.



3. Blood Bank Integration:

- Help manage blood bank systems.
- Guide users to nearby donation centers.



4. Pharmacy & Medication:

- Connect doctors with pharmacies for correct prescriptions.
- Enable medicine delivery to patients' homes.

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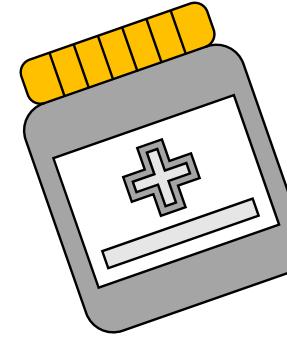
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Key Functionalities:



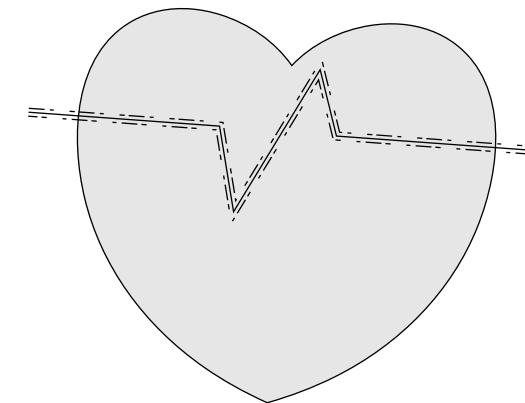
5. Health Tracking & Tips:

- Send reminders for medication and appointments.
- Provide personalized health tips for:
 - Chronic patients
 - Pregnant women
 - Infants
 - Elderly care
 - General nutrition and wellness



6. Emergency & Support:

- Provide reliable services in emergencies.
- Access to healthcare support 24/7.



7. User Engagement & Personalization:

- Offer personalized health content.
- Support community forums, Q&A, and feedback tools.

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+ Competitors



Competitor	Key Features	What Sets Ta3afy Apart
Vezeeta	- Online doctor booking - Teleconsultation - Pharmacy services	- Combines Vezeeta's services plus: <ul style="list-style-type: none">• AI lab result interpretation• Blood bank system• Chronic care tips
Altibbi	- Arabic-language medical content - Doctor chat - General consultation	- Specialized AI diagnostics - Full system integration with labs, pharmacies, and hospitals
DabaDoc	- Doctor appointment booking in MENA region	- Broader scope including: <ul style="list-style-type: none">• Emergency help• Medication delivery• Lab test tracking
WebMD	- Health articles and symptom checker	- Interactive platform with: <ul style="list-style-type: none">• Real-time services• 24/7 access• AI health tools

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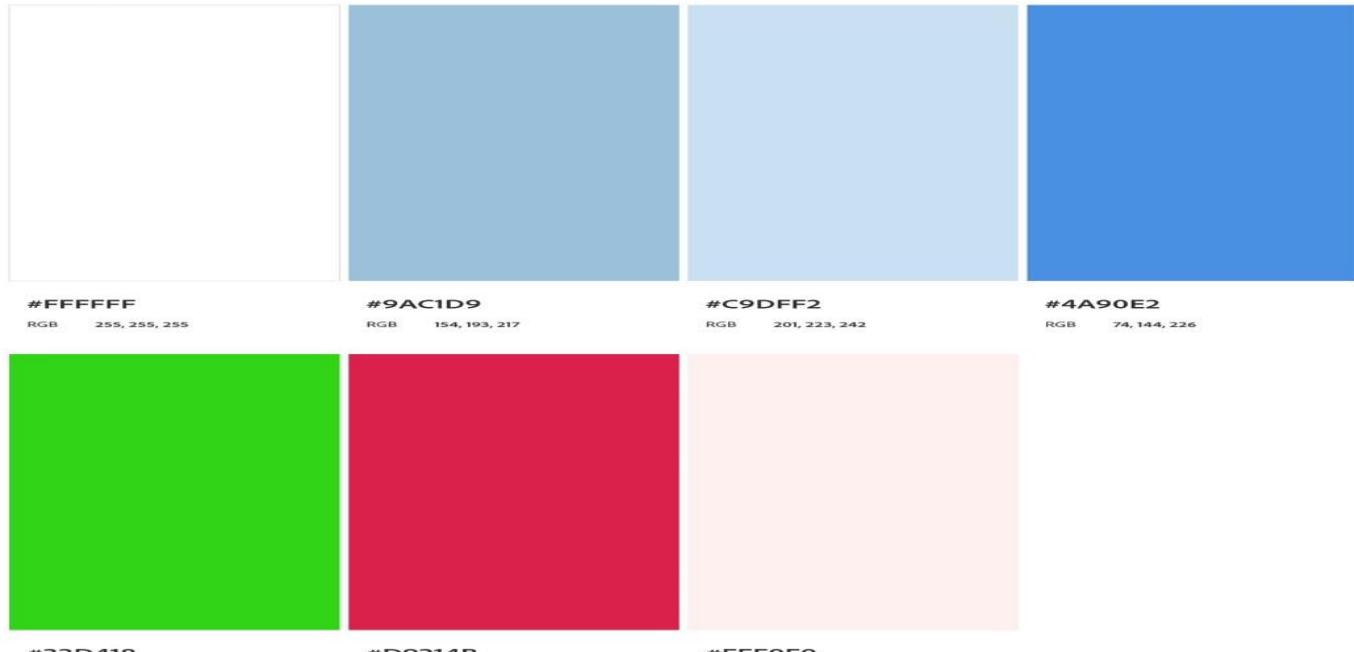
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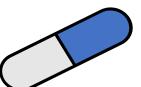
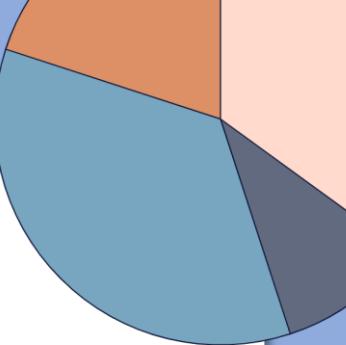
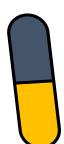
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Color Palette



- ✓ This palette balances **cool and warm colors** to create a professional yet welcoming experience:
 1. Cool tones (blue & white) evoke **calmness, stability, and trust**, reducing anxiety in medical settings.
 2. Warm tones (red & light pink) evoke **energy, urgency, and care**, guiding attention and fostering engagement.



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Typography

- ✓ the most used fonts : Manrope - inter-Lexend
- ✓ Large headers and labels to assist elderly users.



Layout & Structure:

- ✓ Bottom navigation bar for major sections
- ✓ Uniform spacing and cards for a clean modular layout
- ✓ Button placement for ergonomic thumb-reach

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User Flows

- ✓ Minimal steps from login → dashboard → service selection
- ✓ Simplified booking and record viewing with default user data pre-filled



Navigation

- ✓ Persistent bottom navigation bar
- ✓ Search and filtering for quick results



Usability & Accessibility

- ✓ High contrast modes
- ✓ Accessible font sizes and button tap areas
- ✓ Voice commands (future scope)
- ✓ Localization-ready for Arabic, English, etc.

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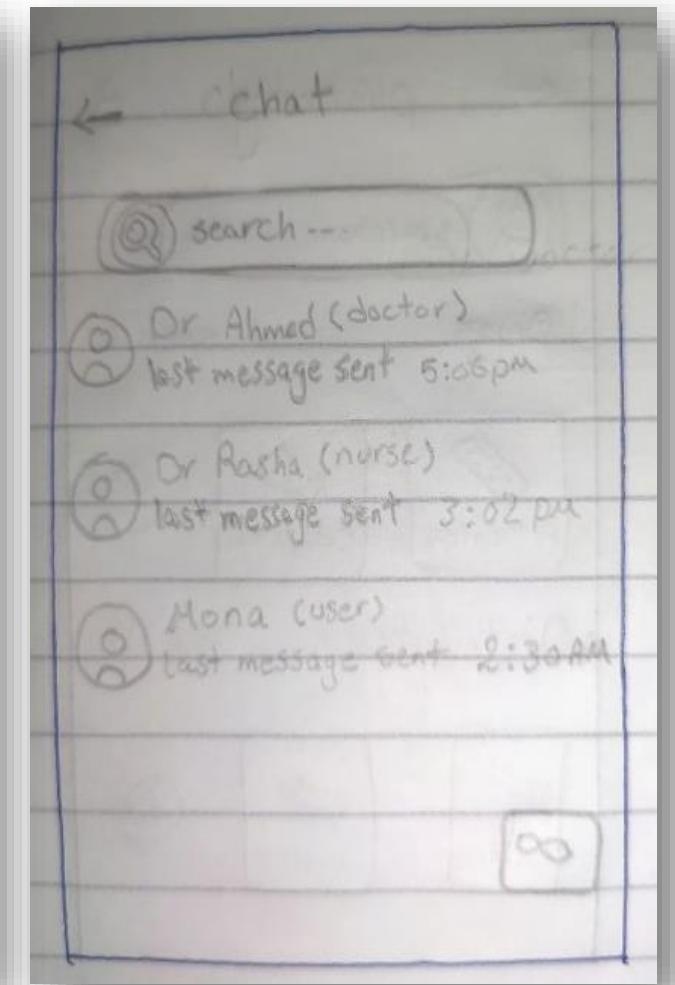
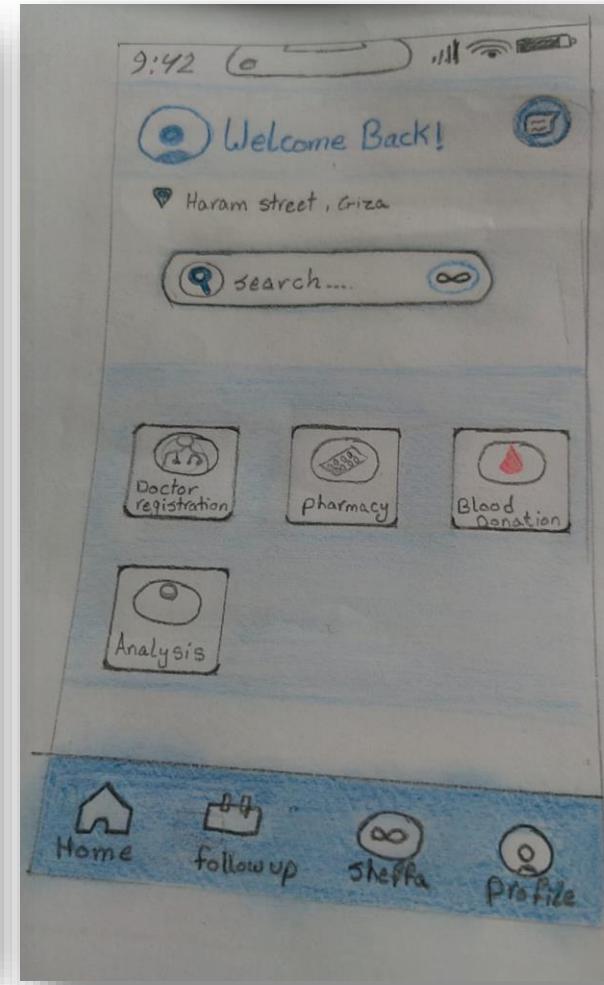
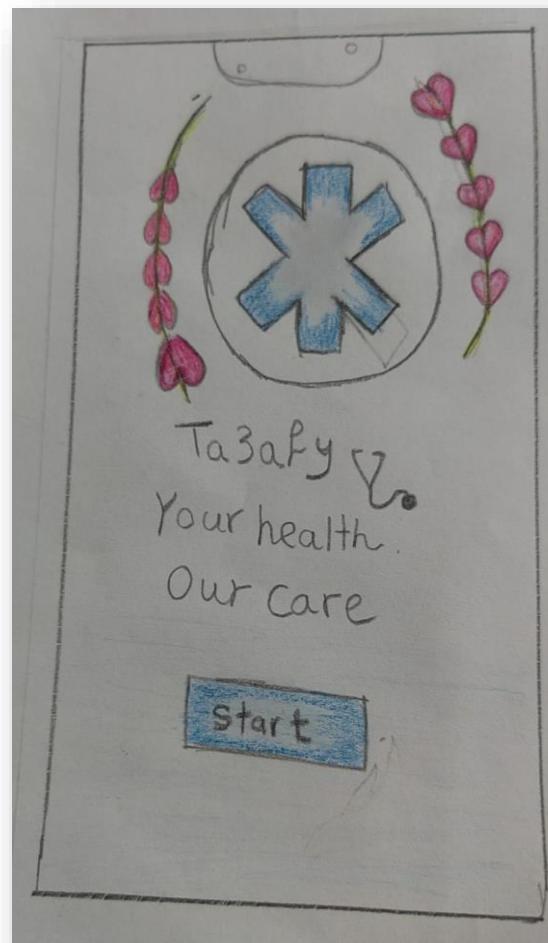
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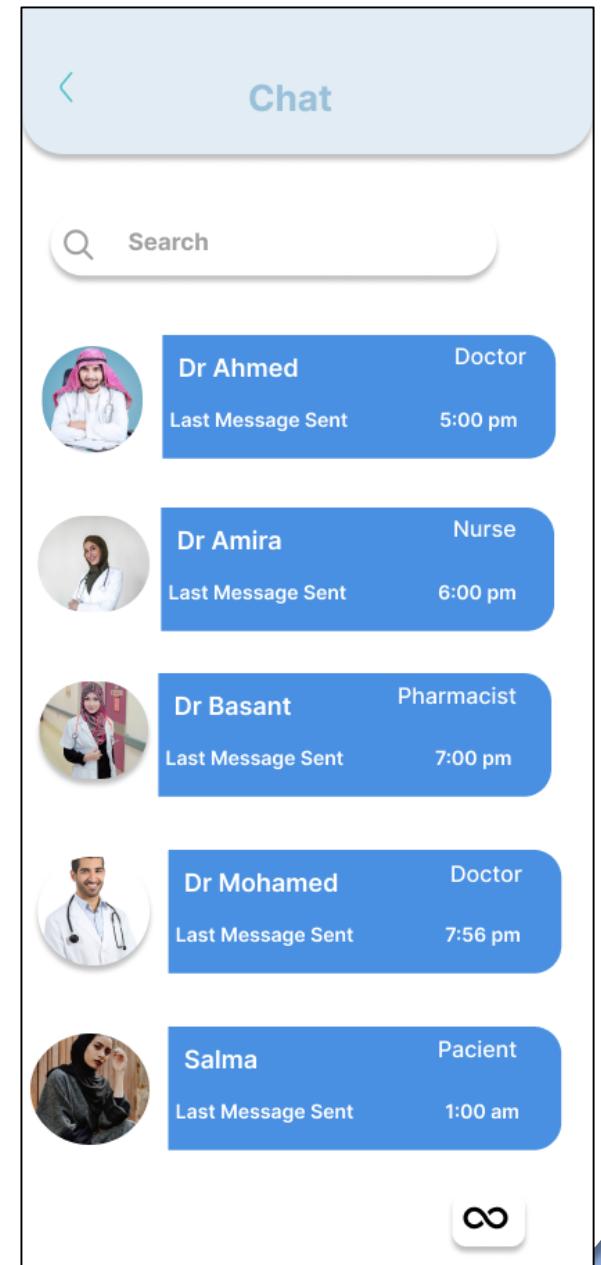
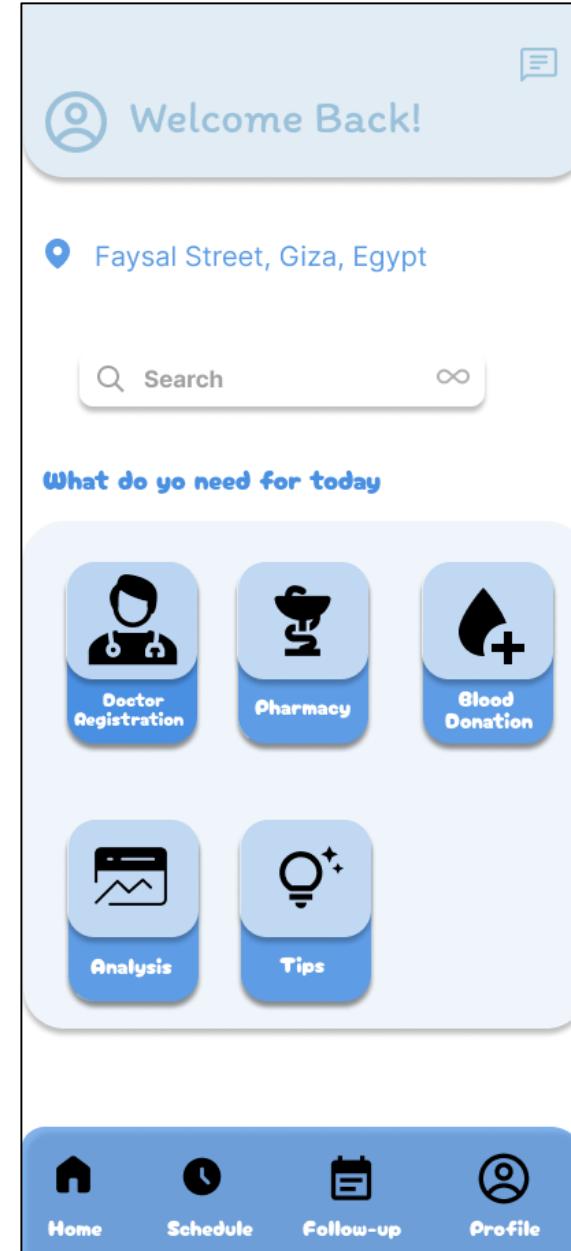
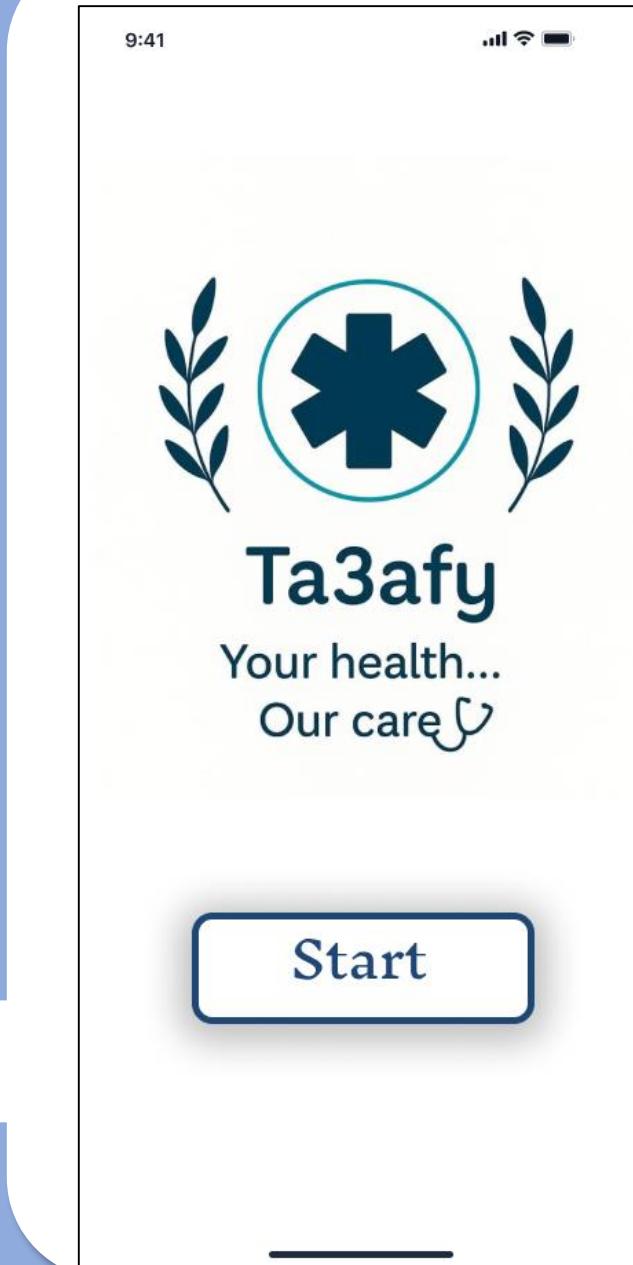
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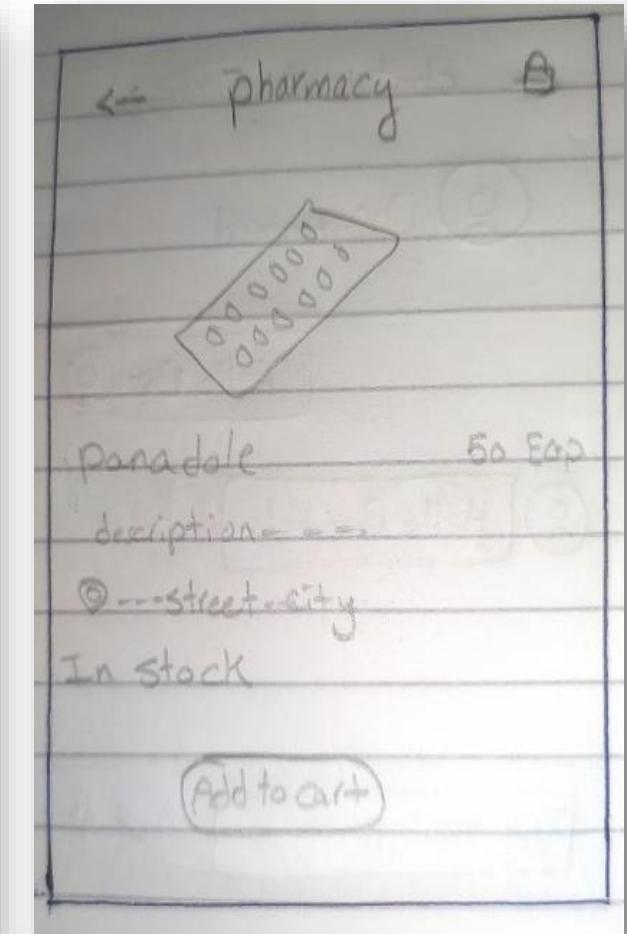
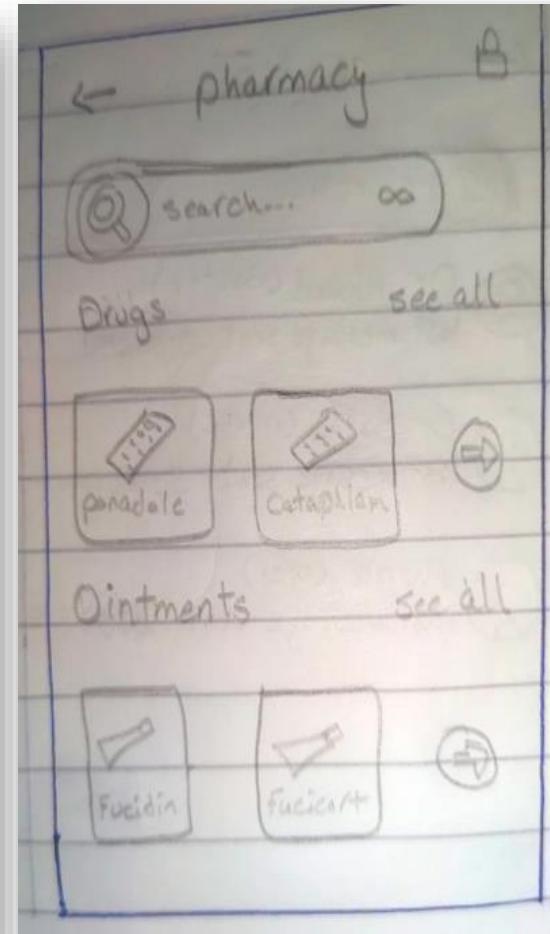
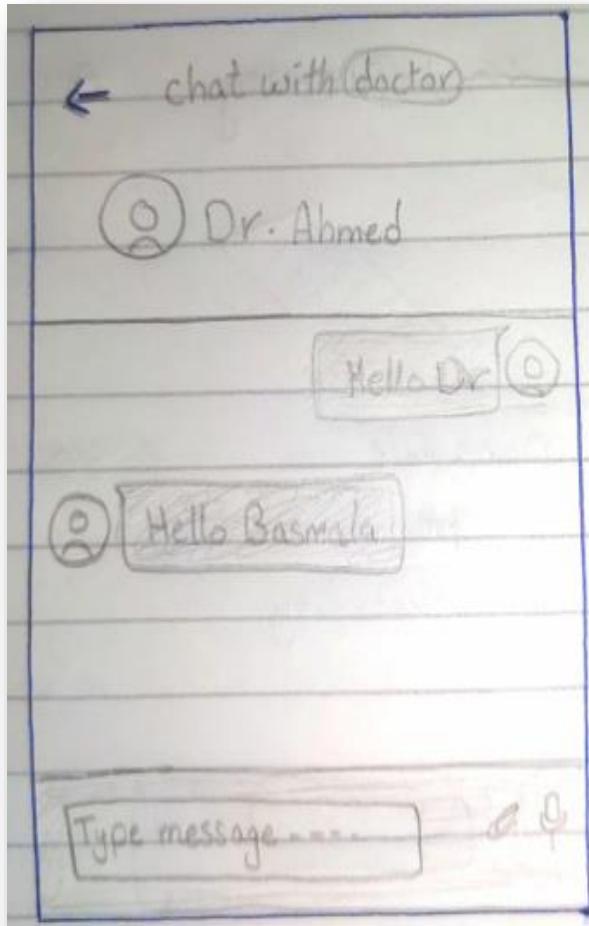
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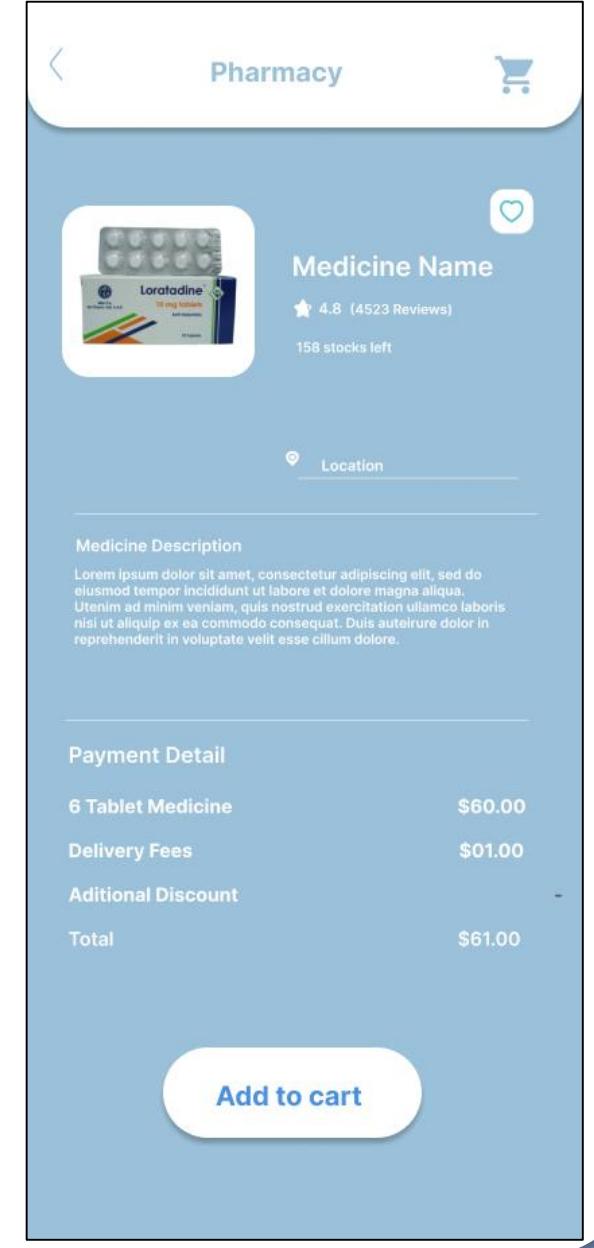
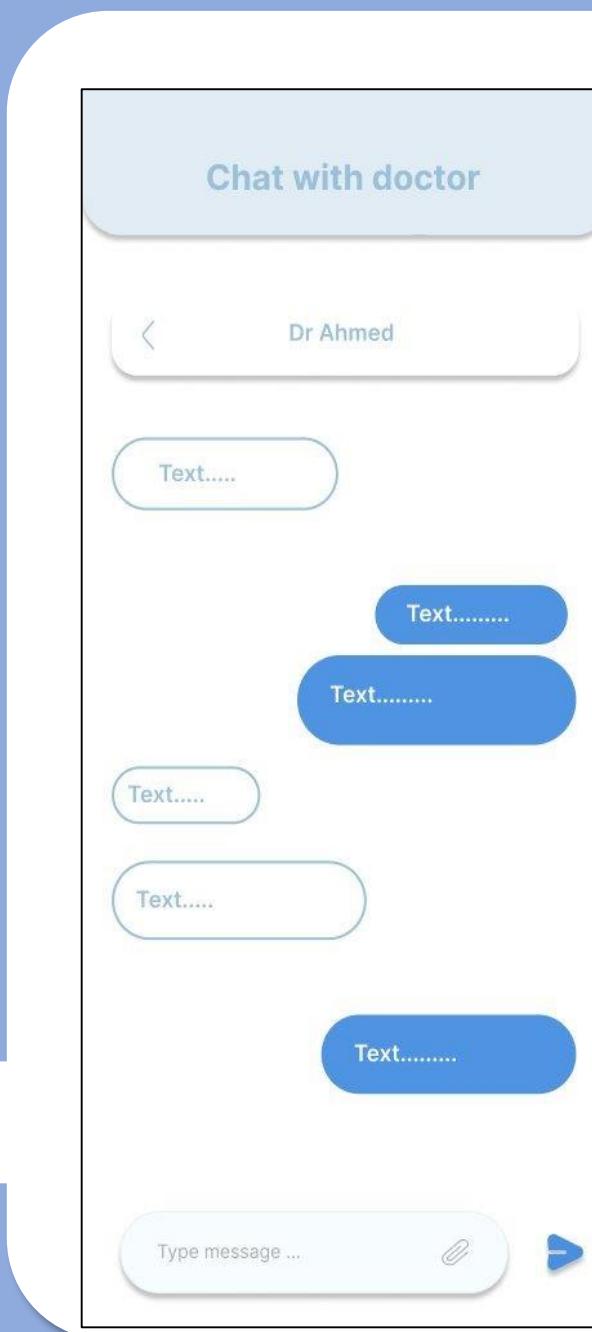
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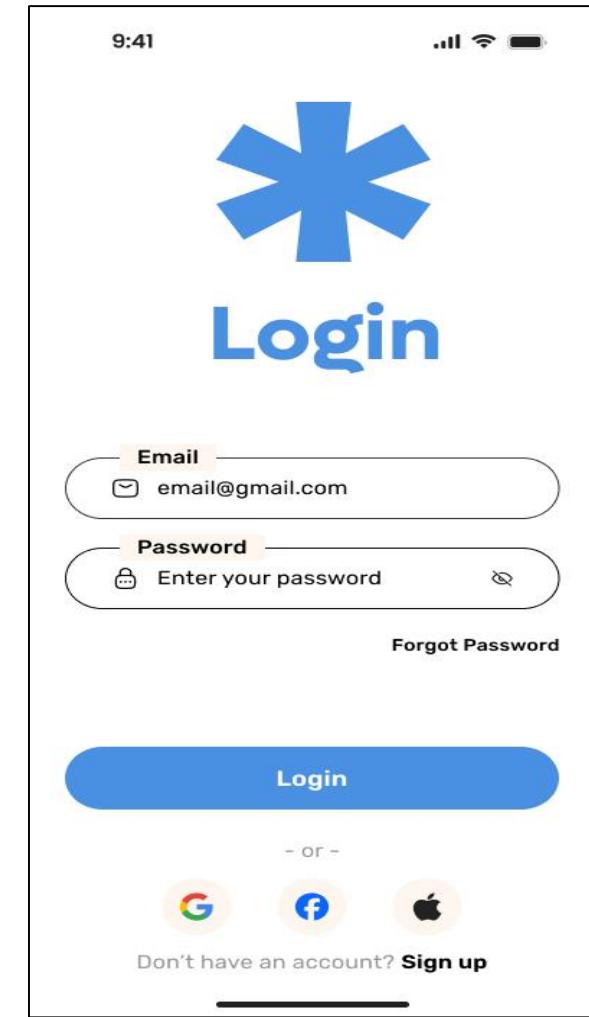
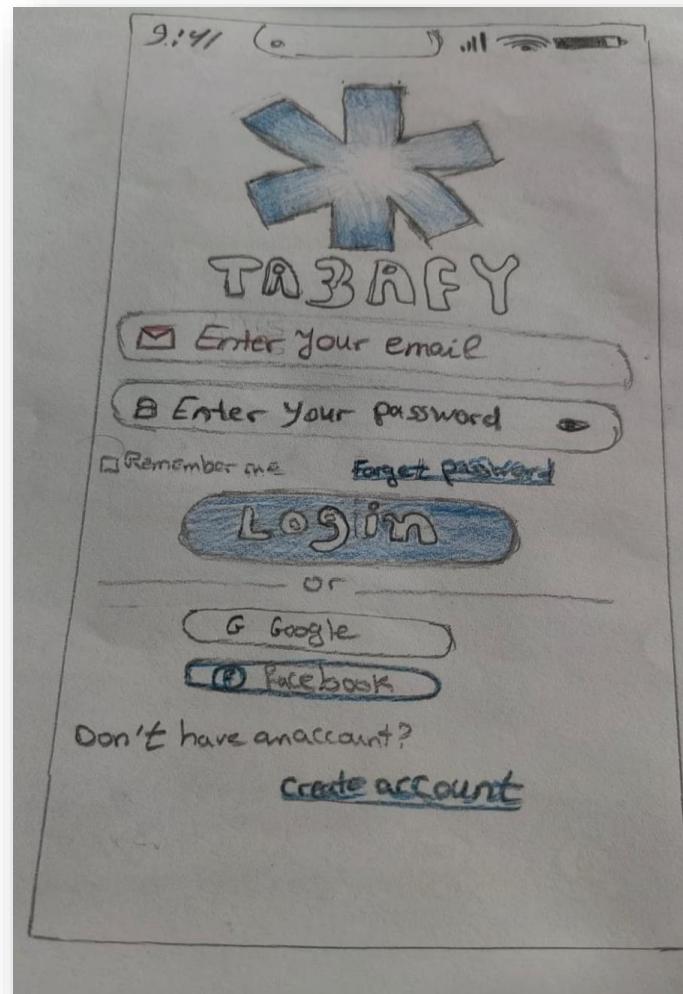
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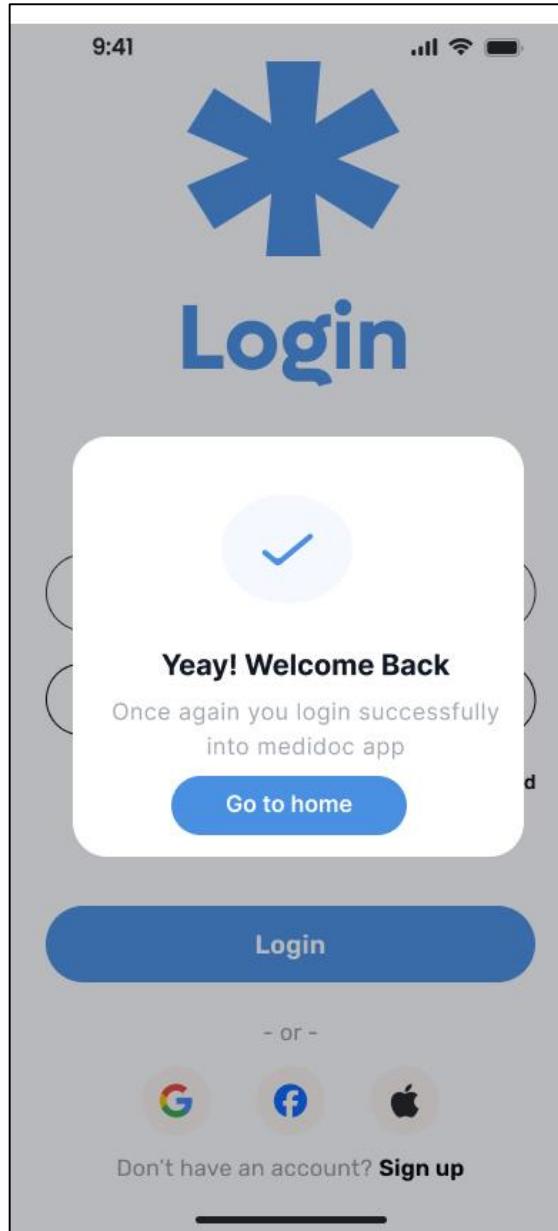
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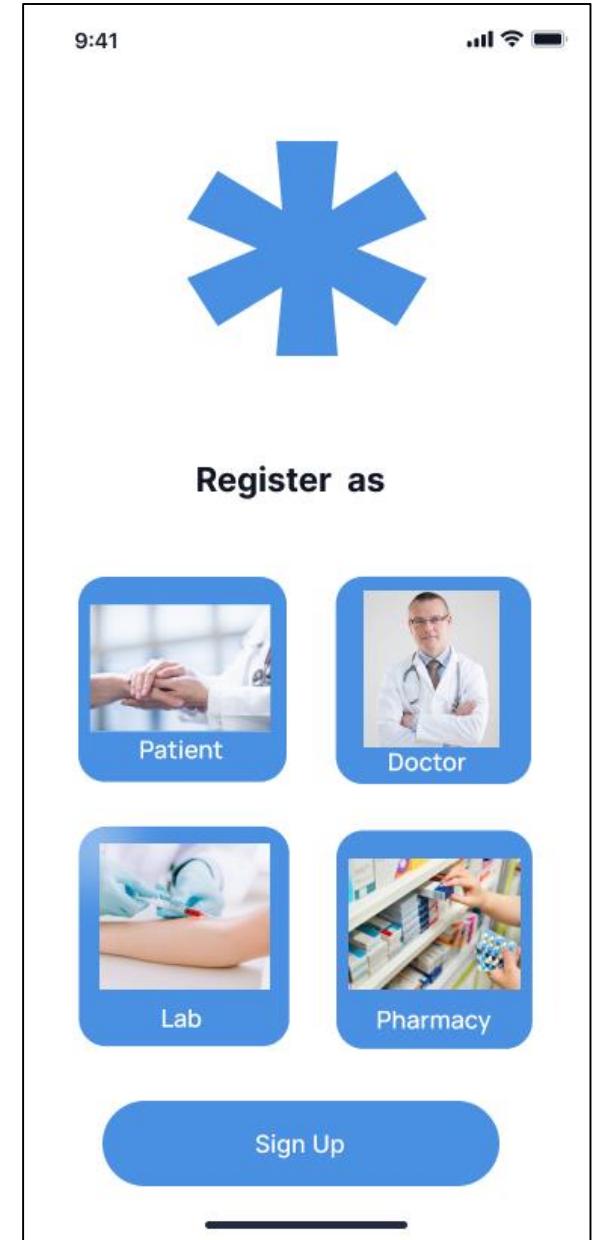
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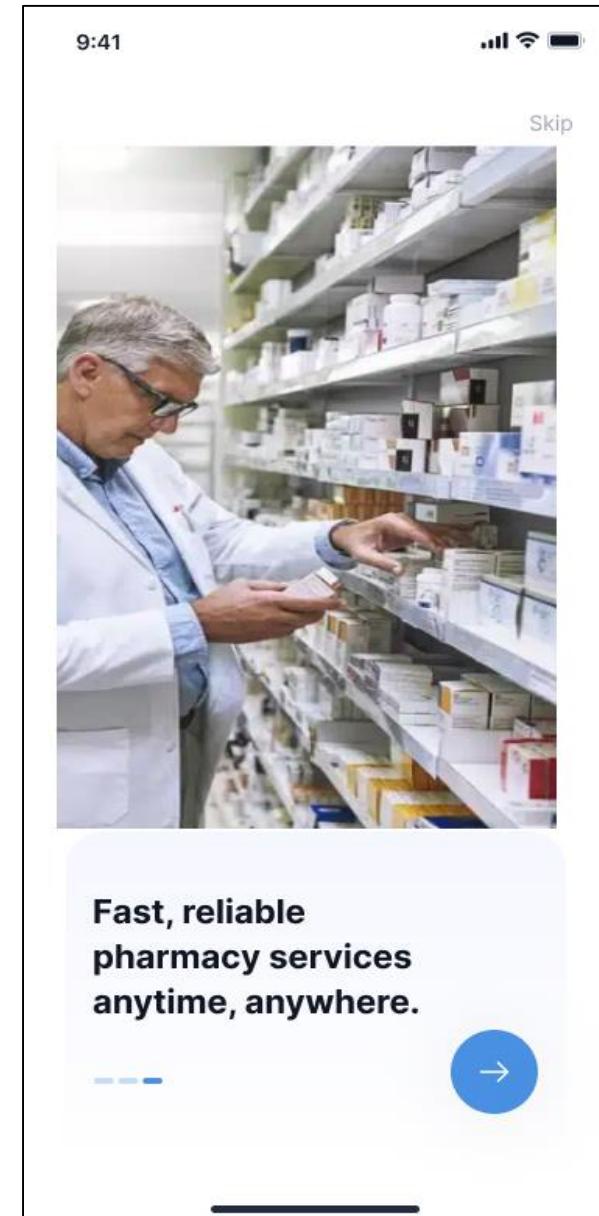
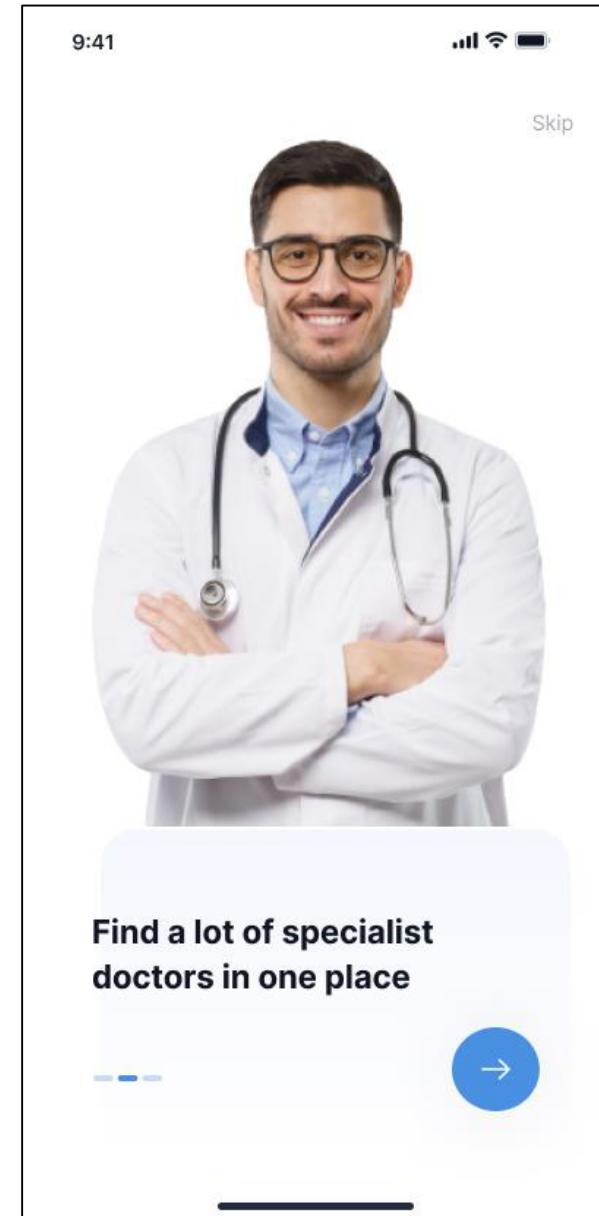
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This hand-drawn wireframe shows a user registration form. At the top is a placeholder for a 'LAB logo'. Below it are five input fields: 'Name', 'Email', 'Password', 'Licence', and 'Address'. A large 'Submit' button is located at the bottom right.

This hand-drawn wireframe displays a detailed user profile. It includes fields for 'Name', 'Phone', 'Email', 'Age', 'Sex', 'Weight', 'Height', and 'ABO blood type'. Below these are three expandable sections: 'Chronic diseases', 'Surgical Operations', and 'Type of Allergy'. At the bottom are 'Edit' and 'Save' buttons.

This hand-drawn wireframe shows a simplified user profile. It includes fields for 'Name', 'Email', 'Password', 'Licence', and 'Address'. A placeholder for a 'Pharmacy logo' is at the top. A large 'Submit' button is located at the bottom right.

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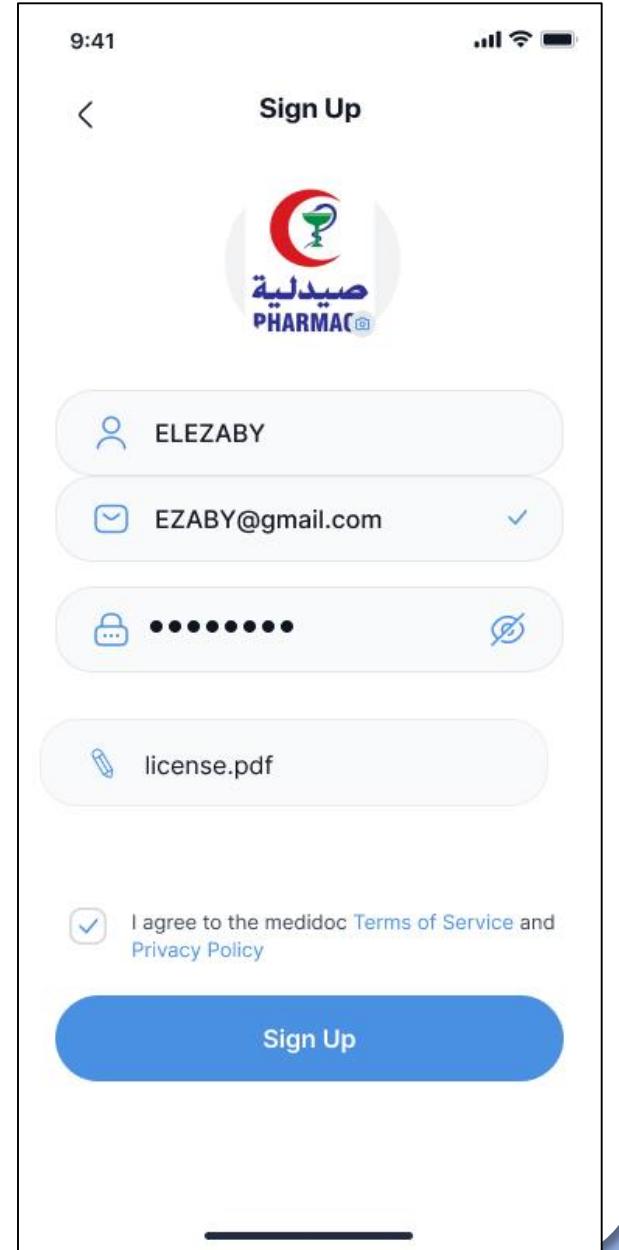
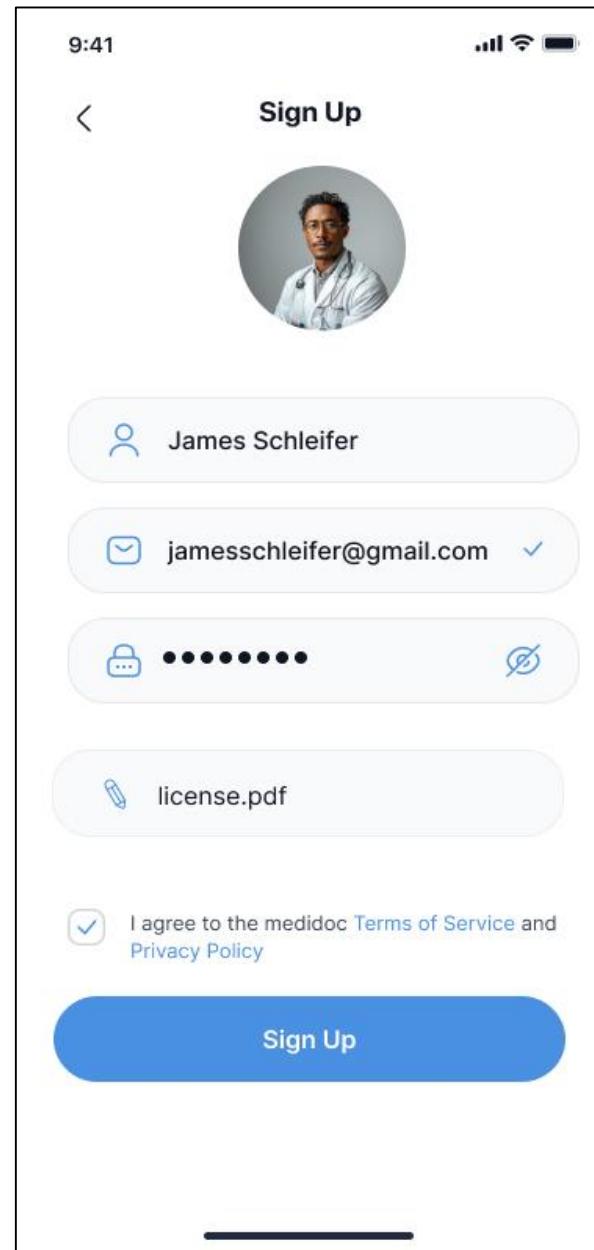
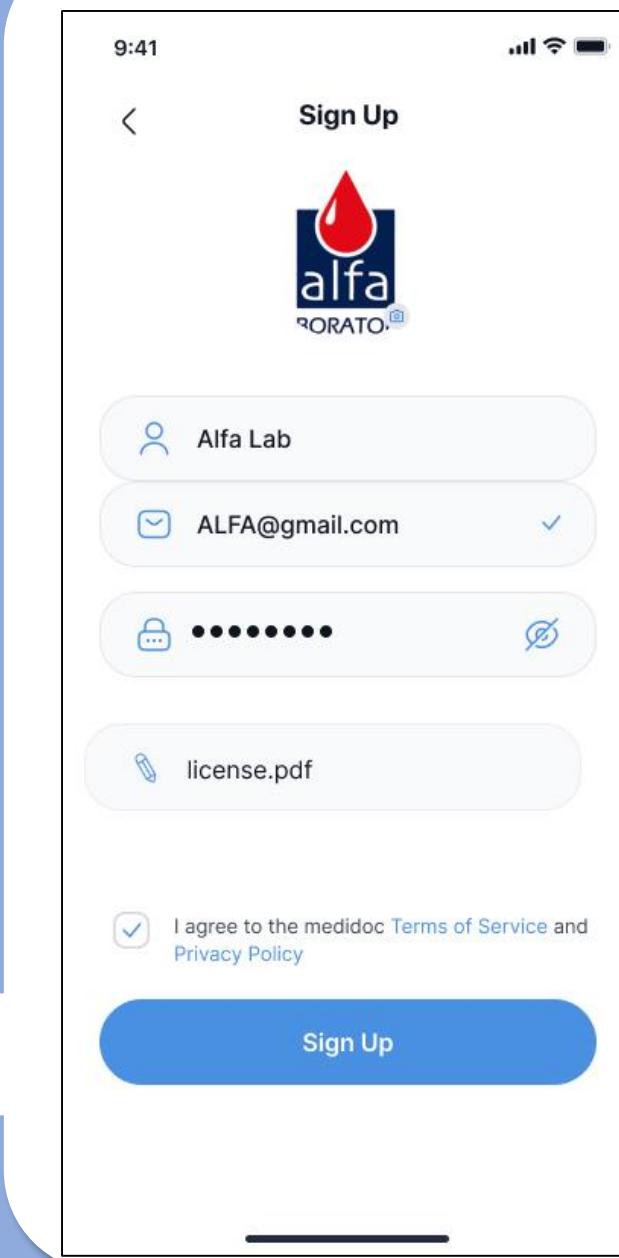
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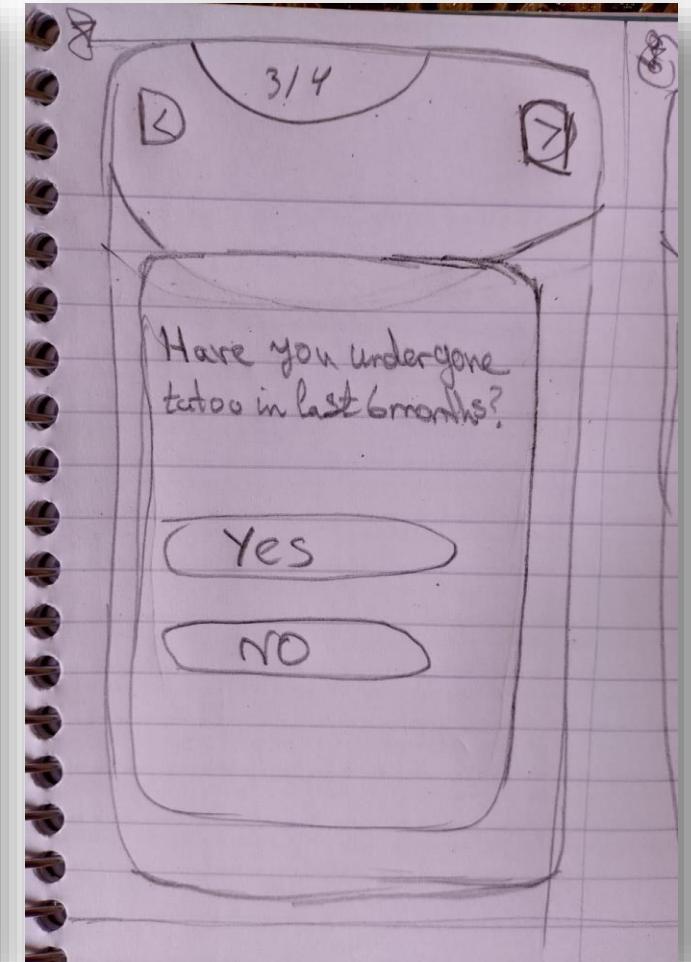
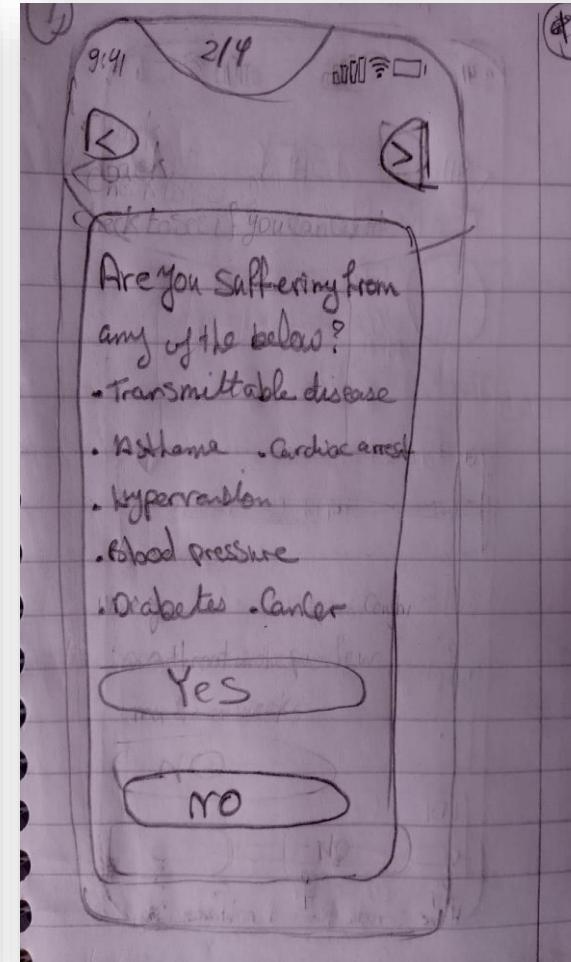
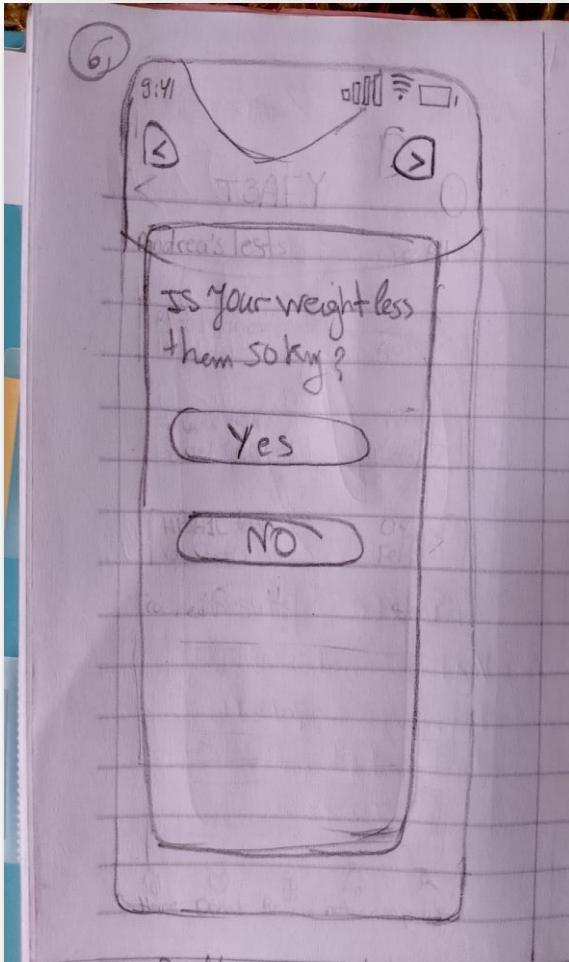
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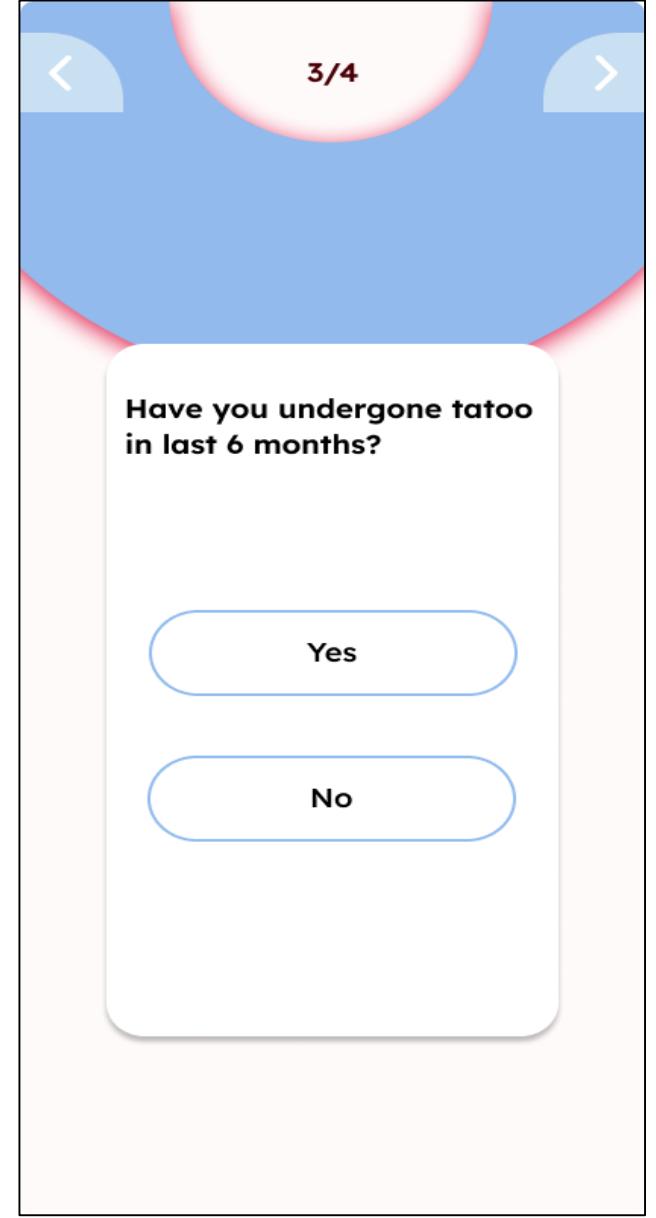
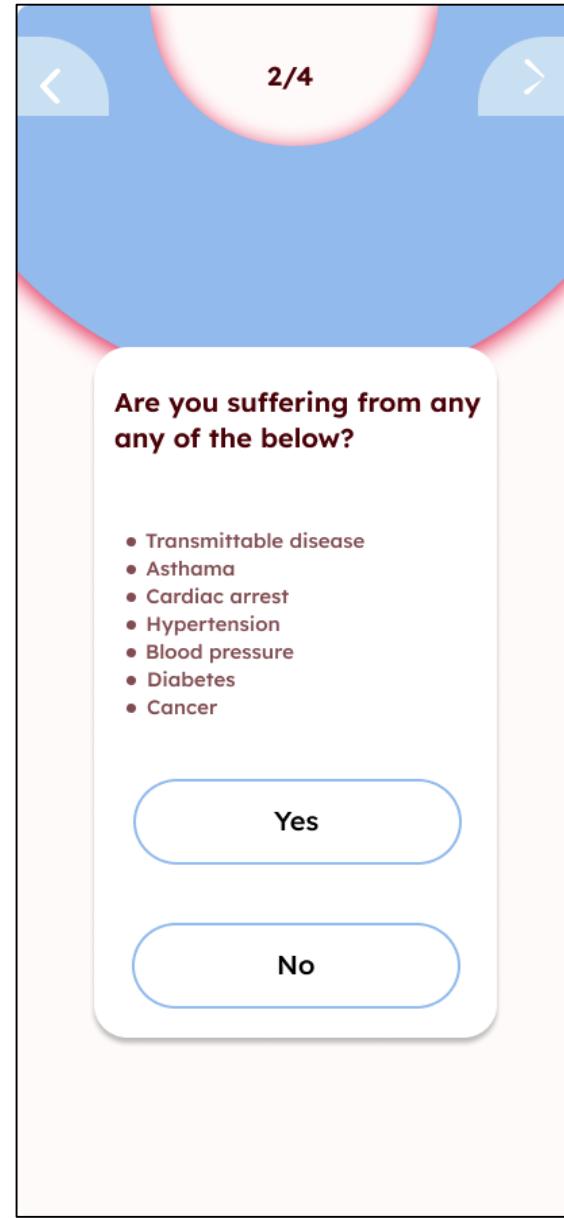
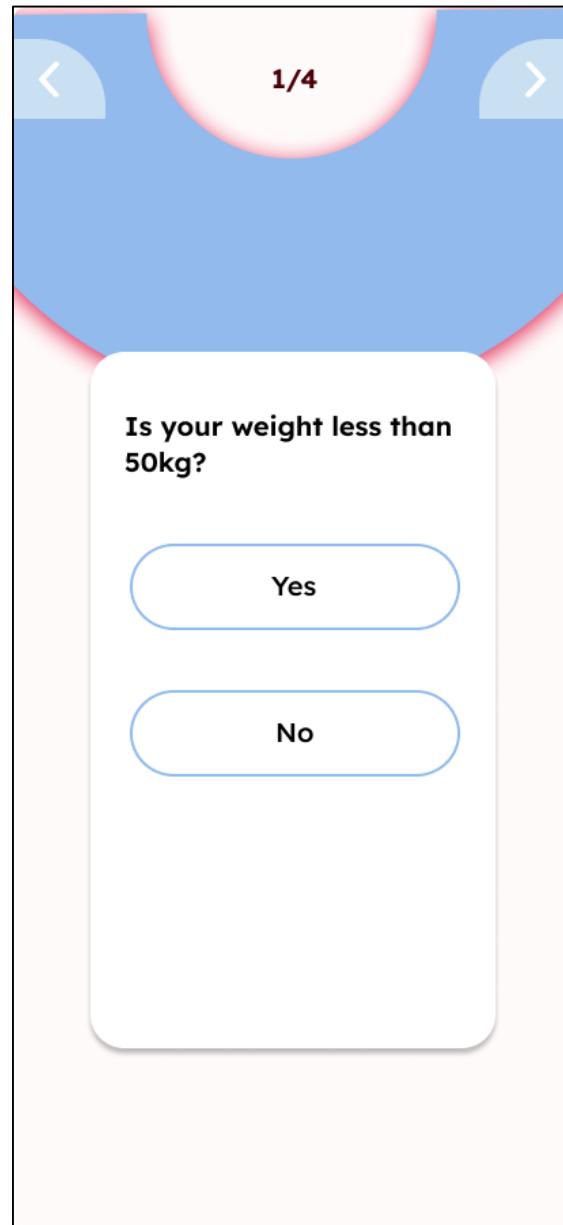
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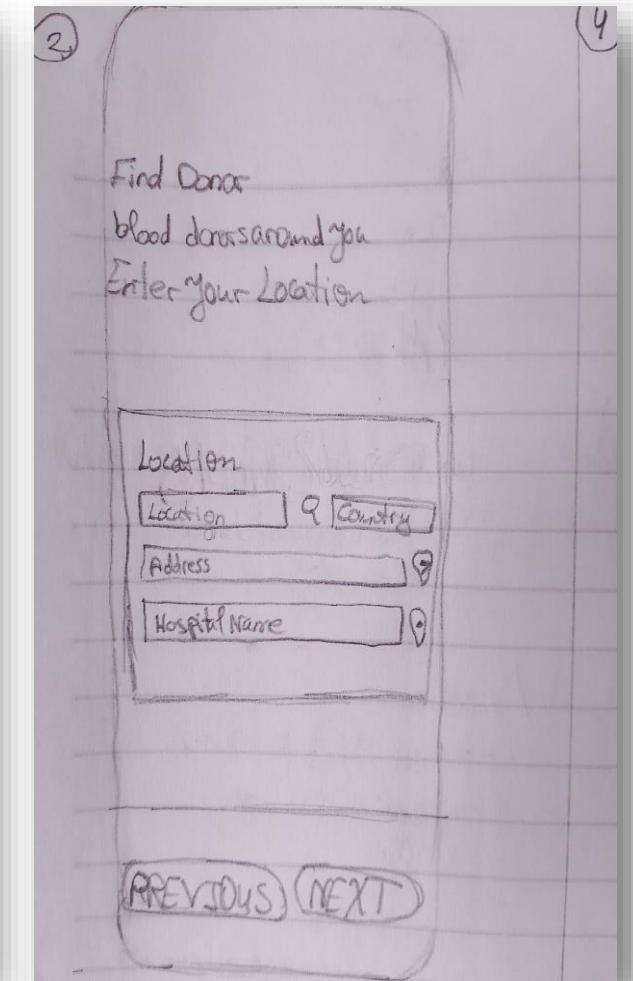
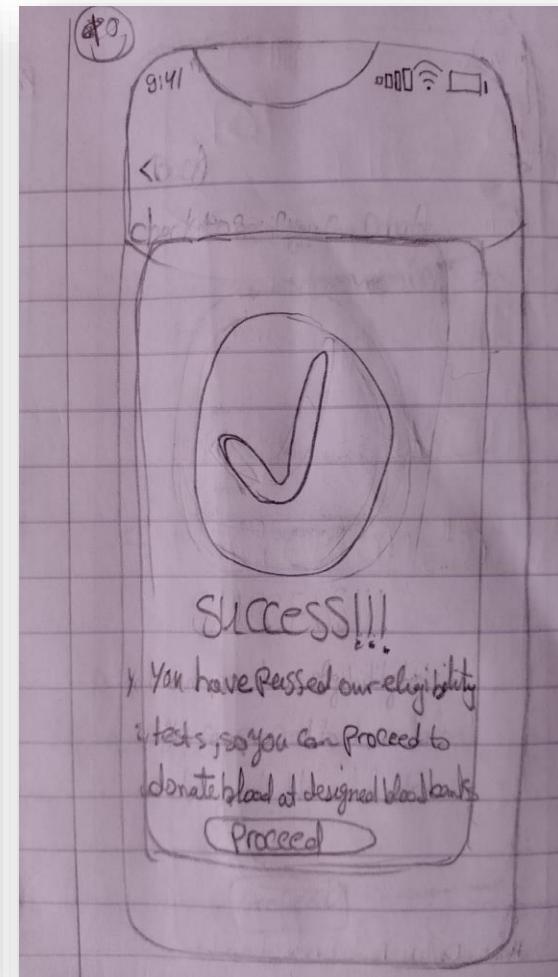
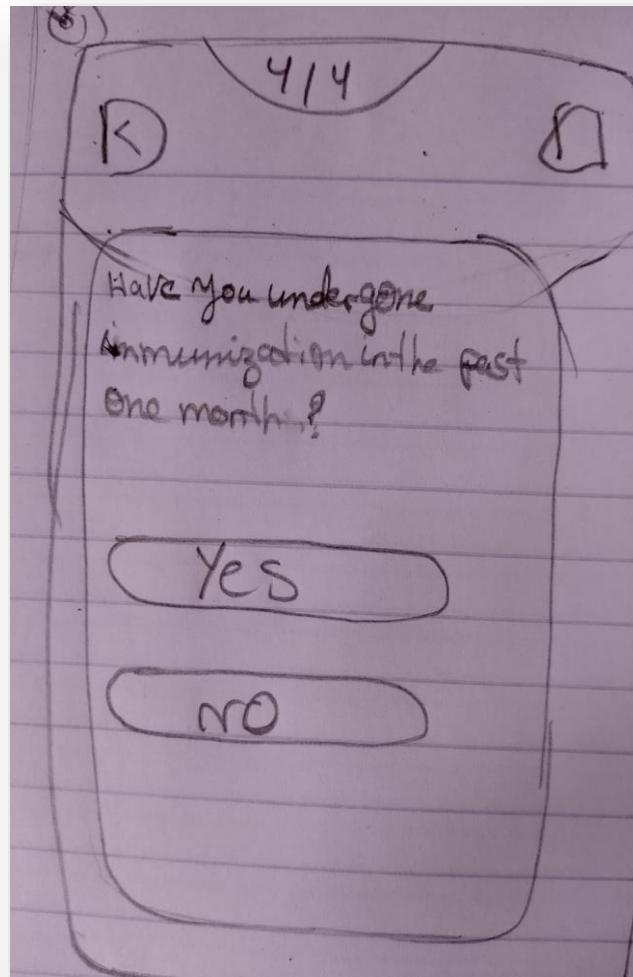
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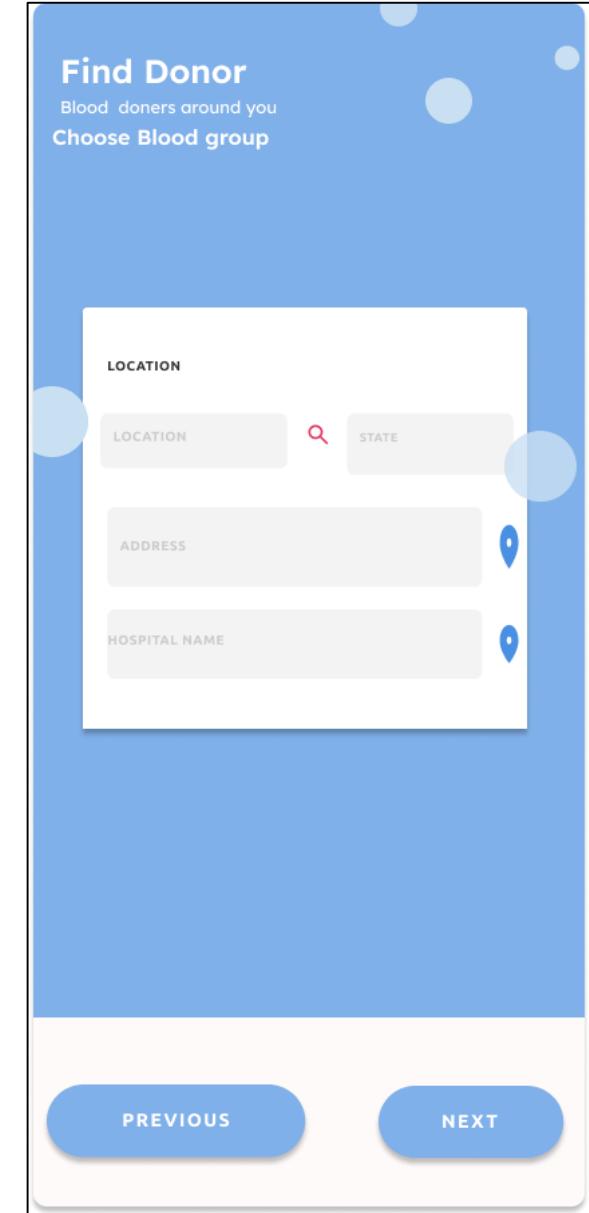
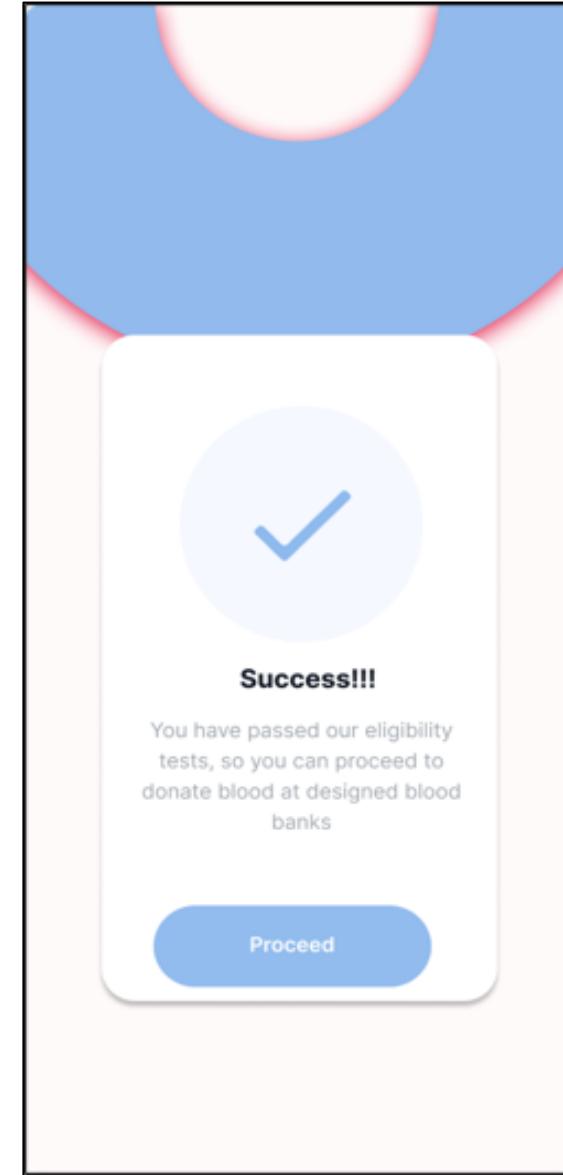
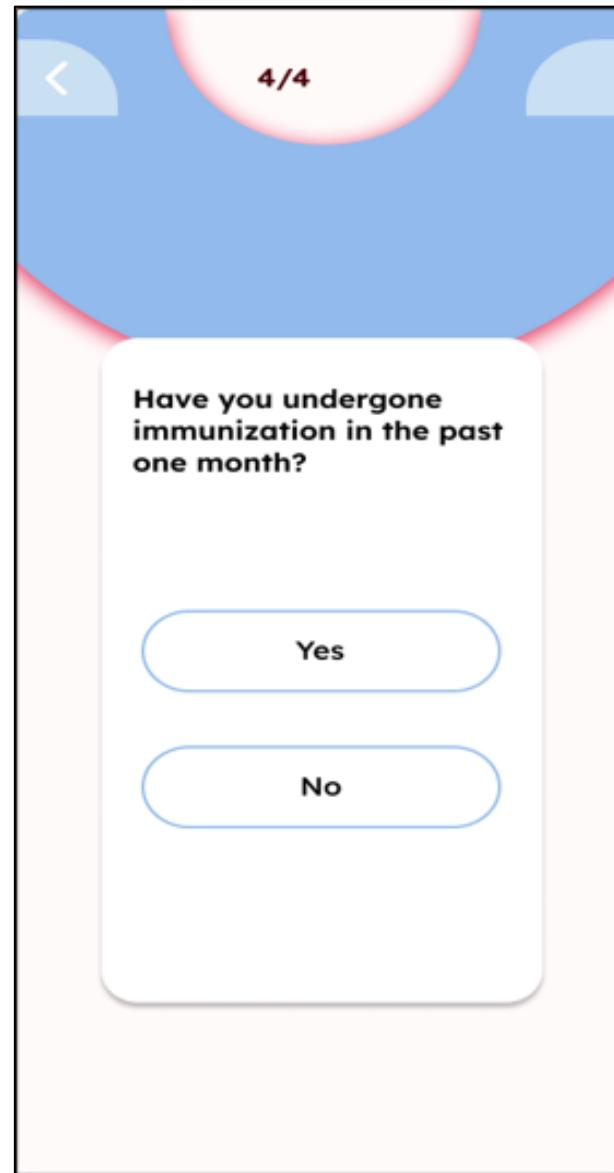
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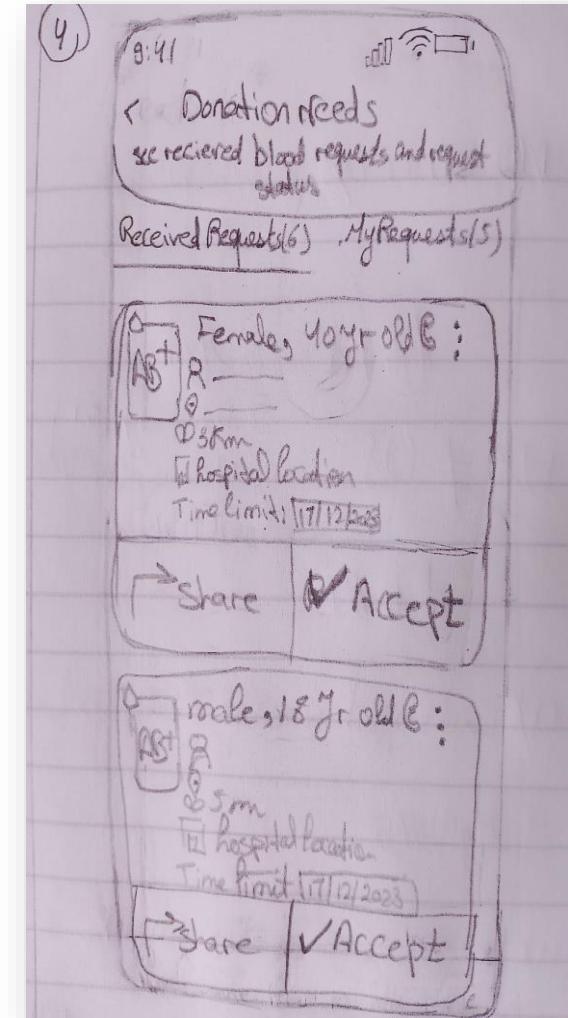
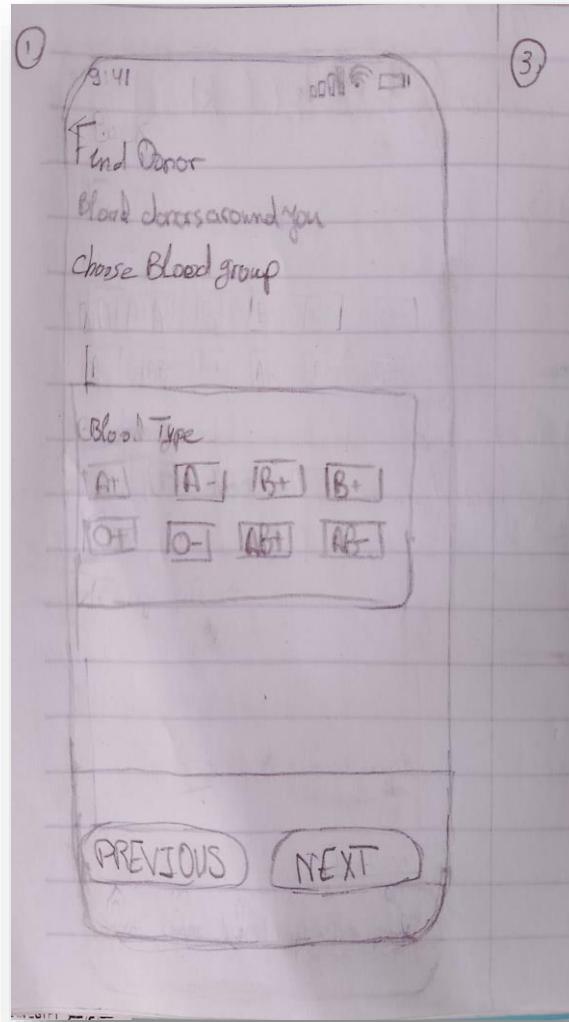
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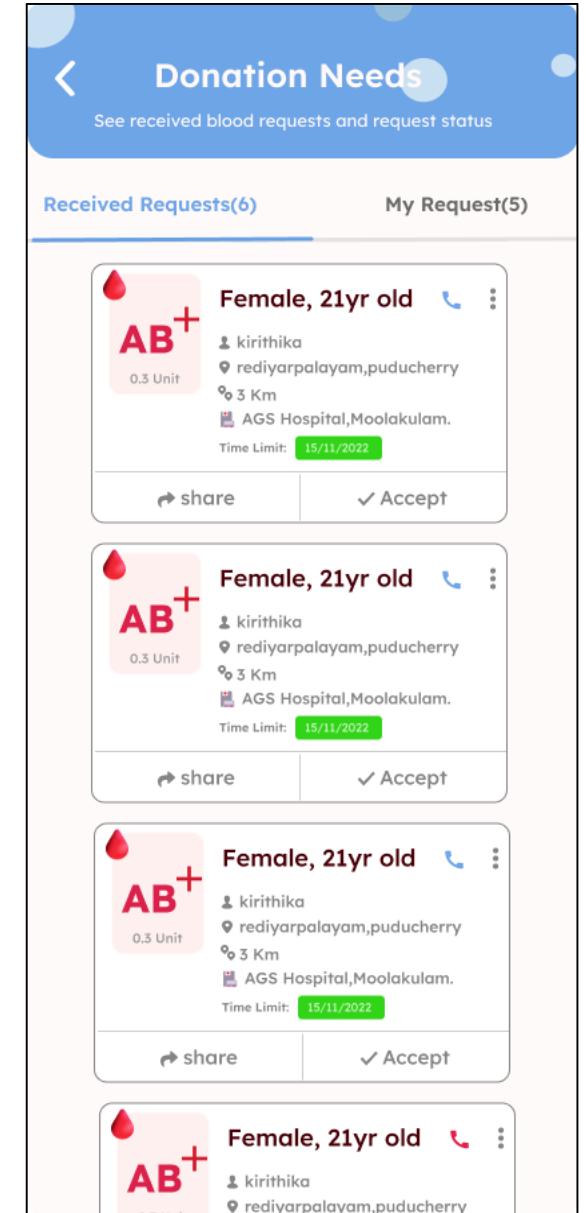
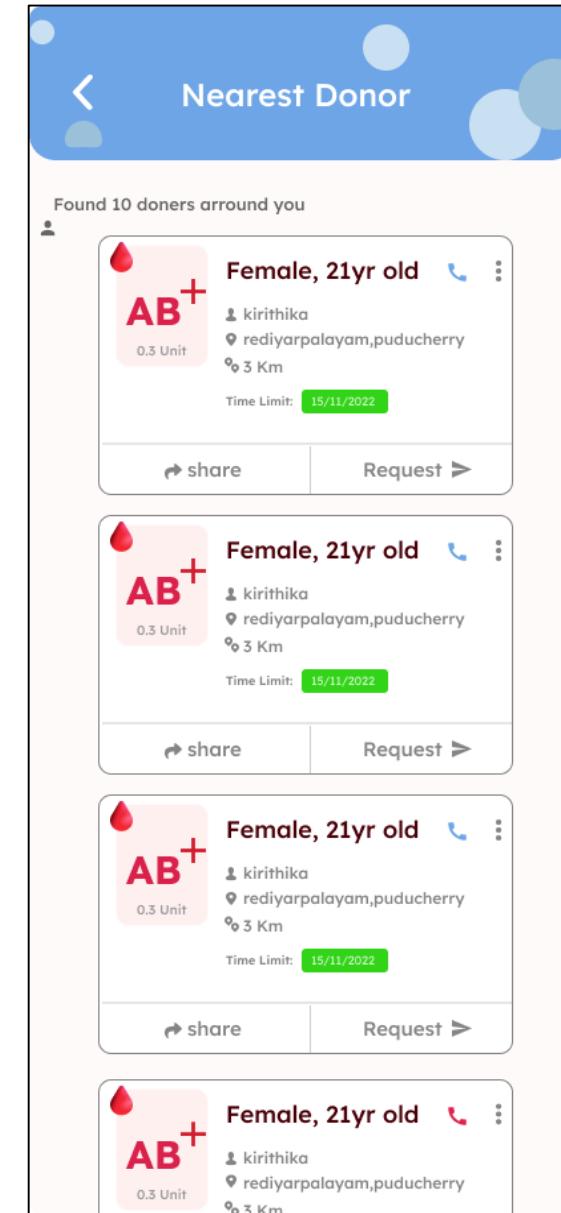
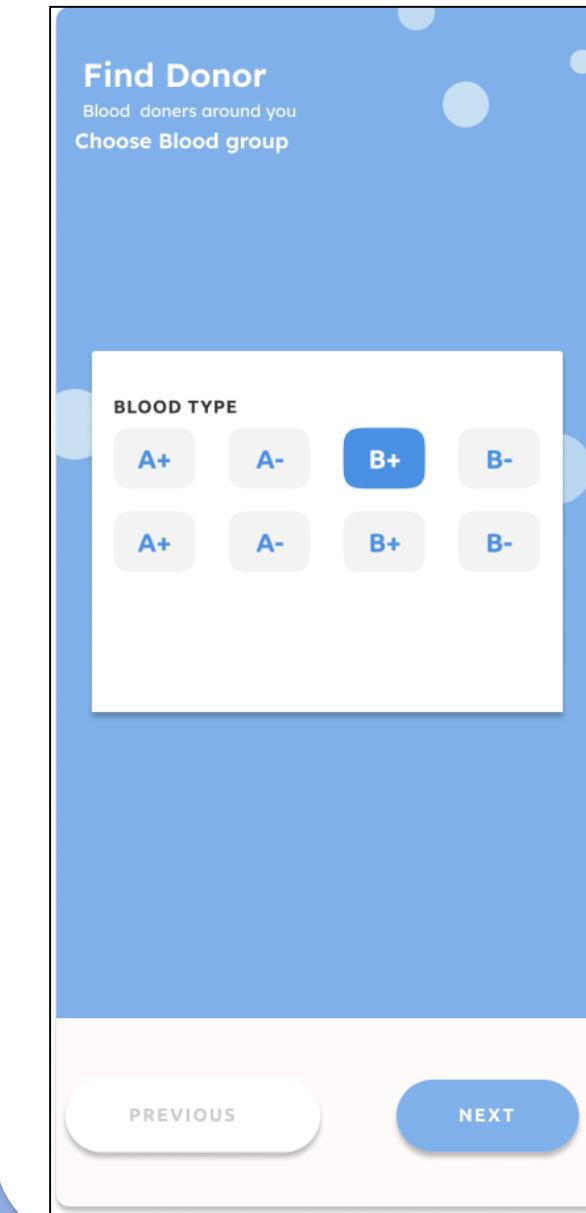
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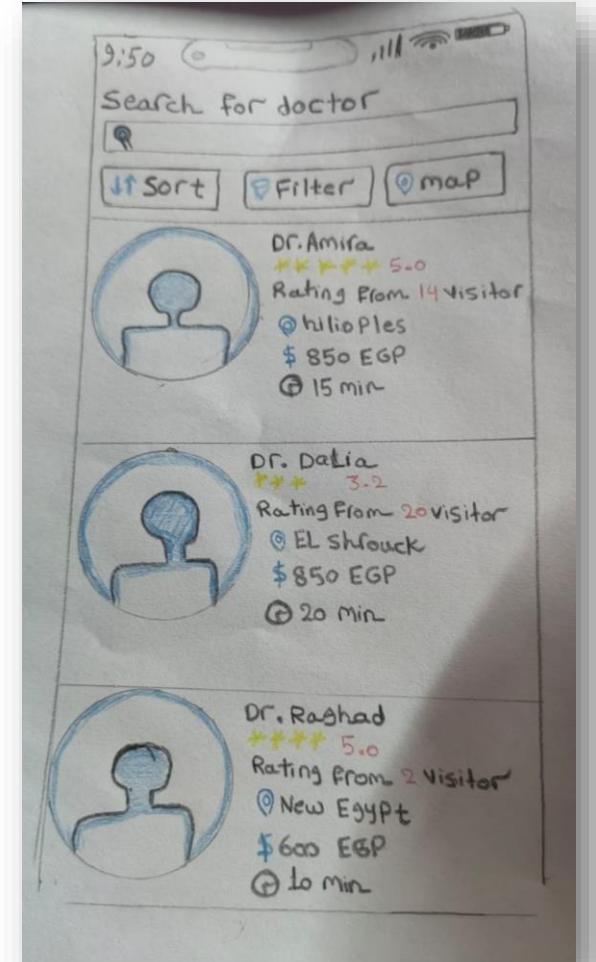
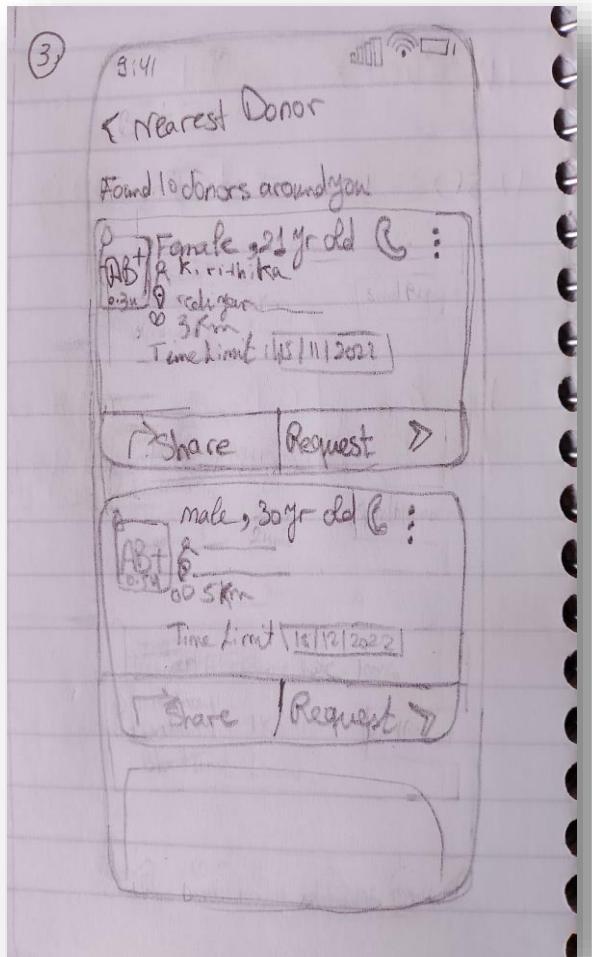
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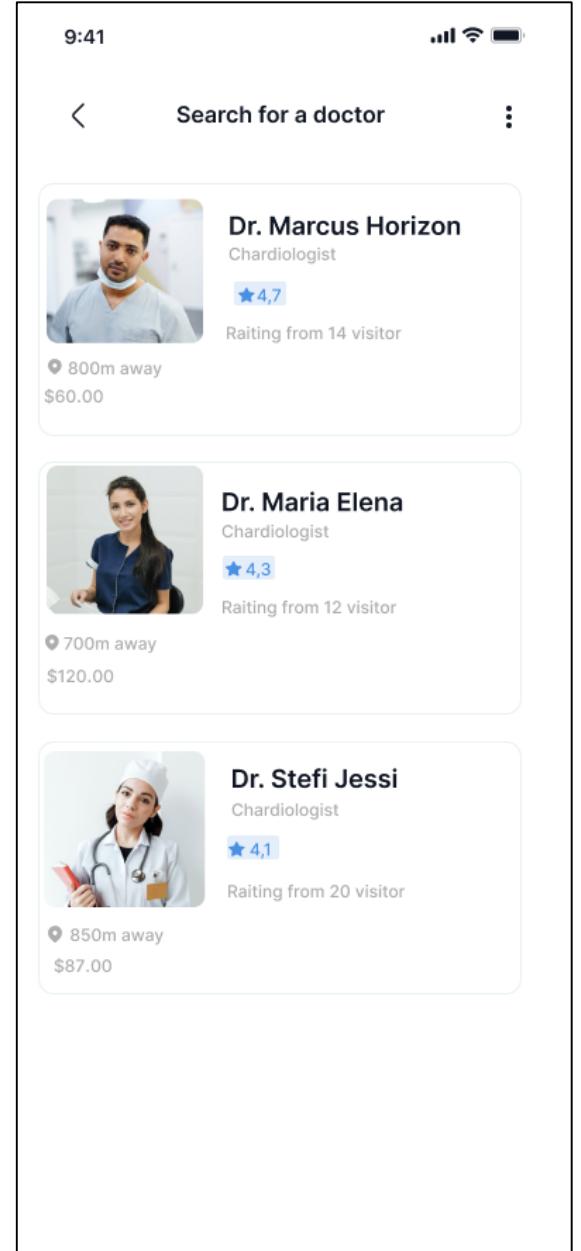
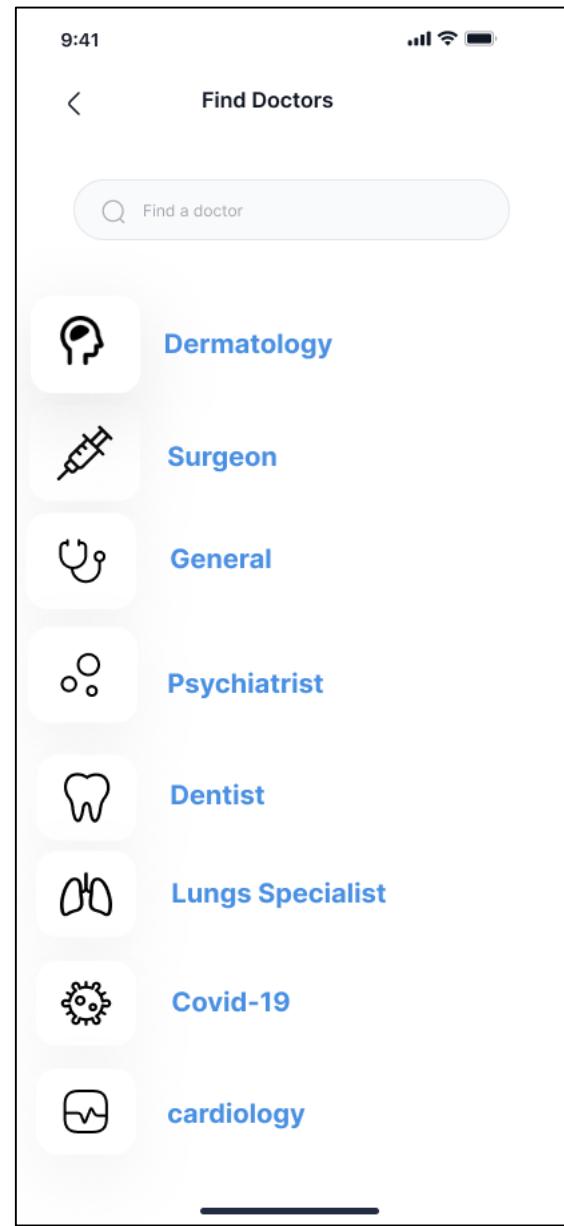
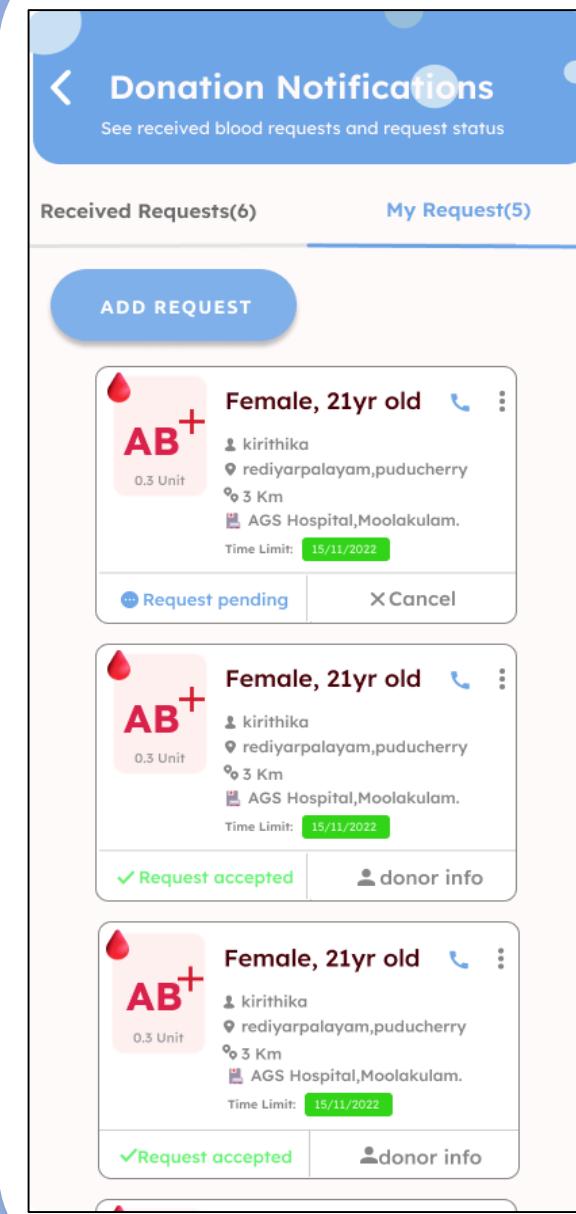
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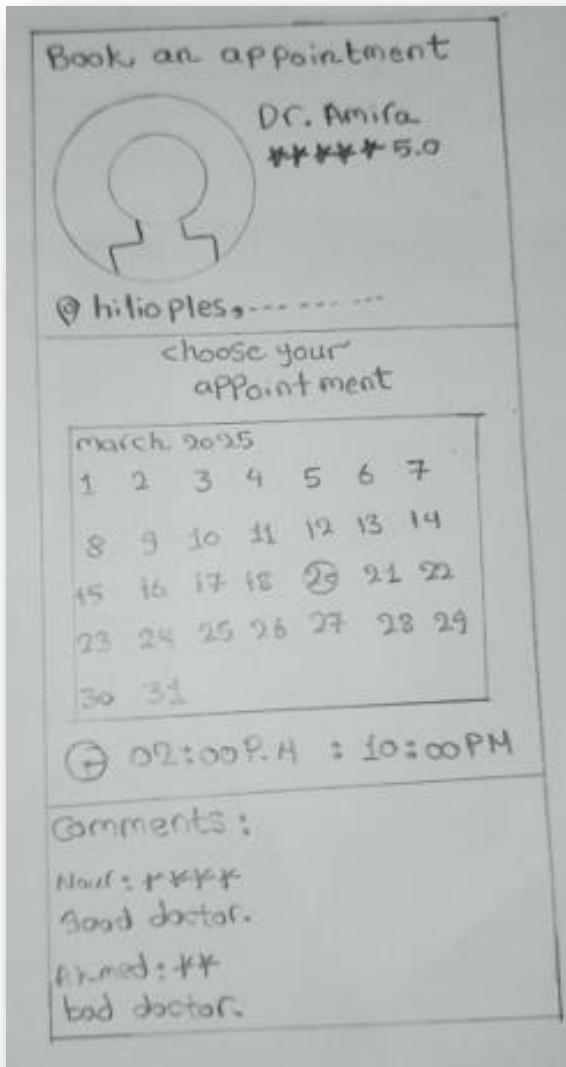
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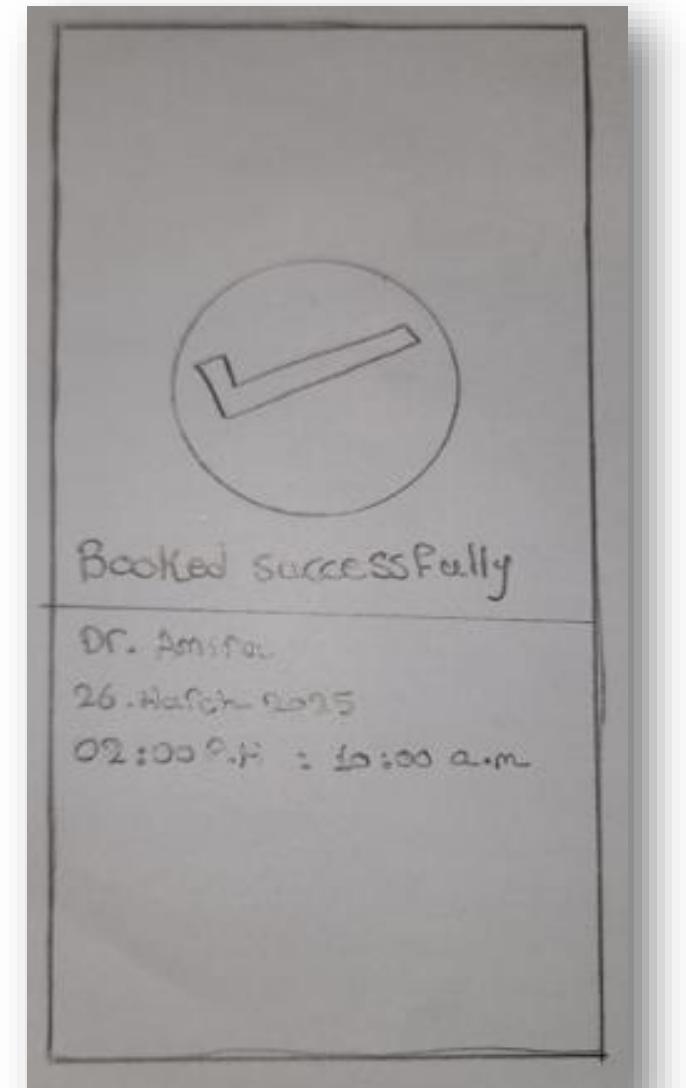
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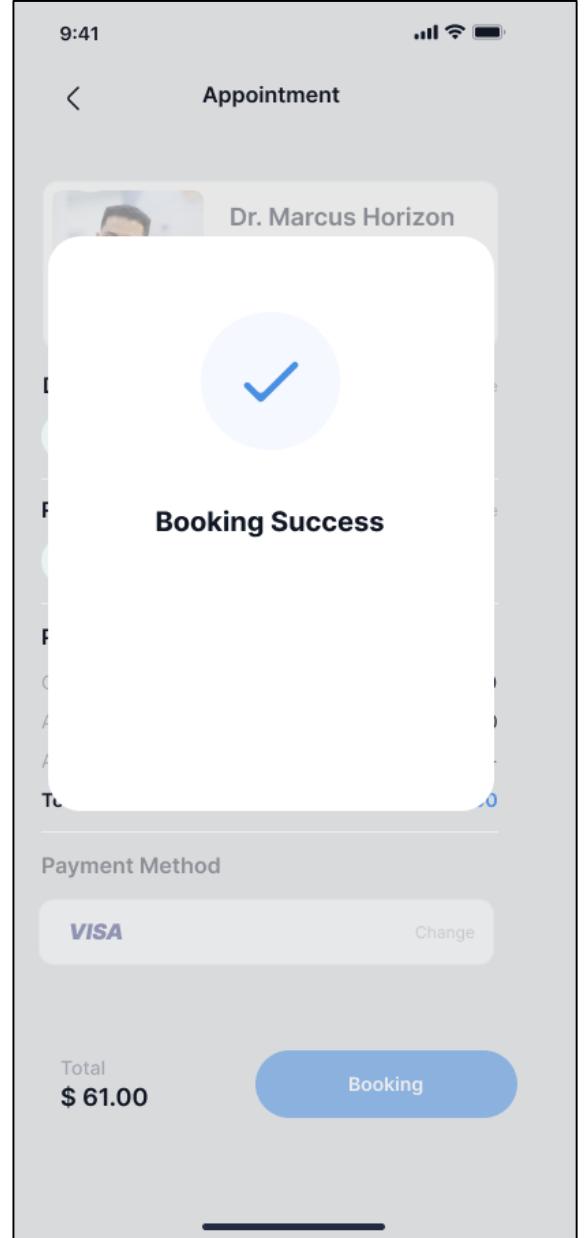
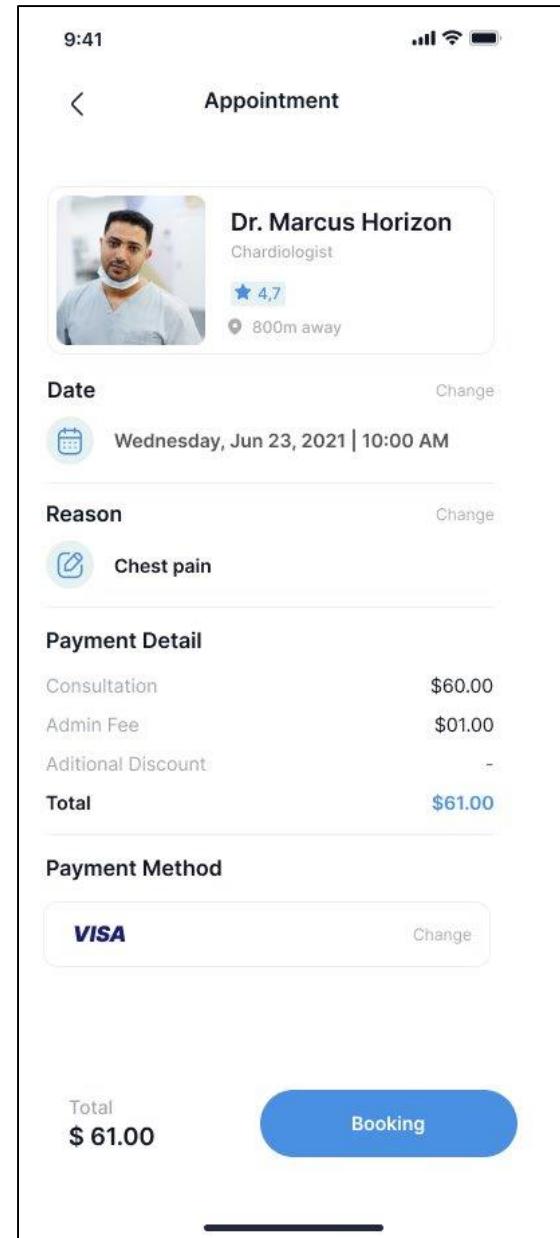
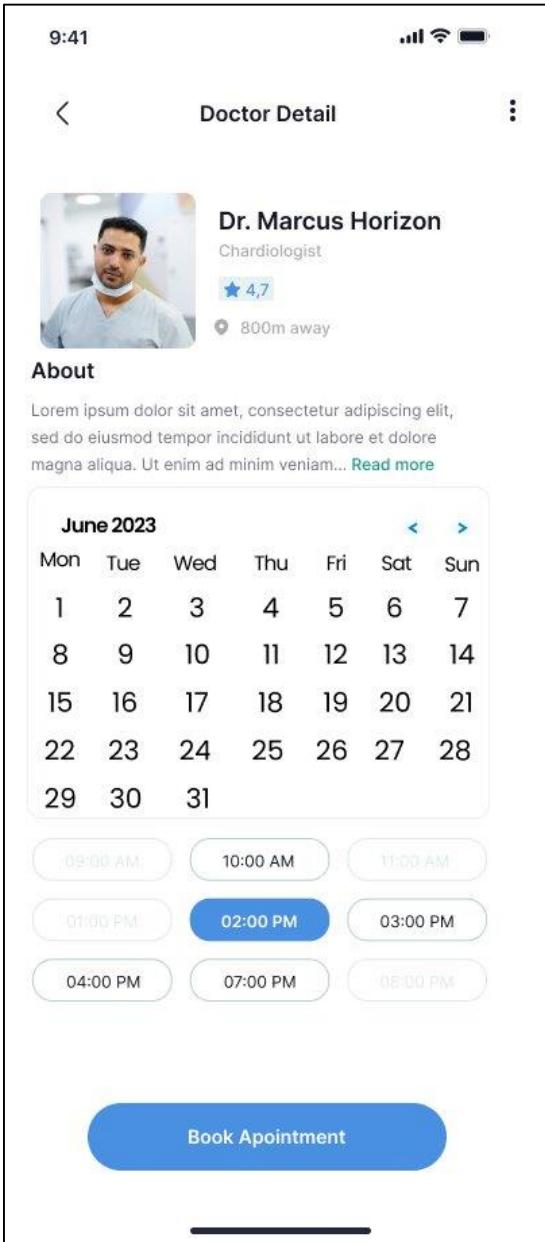
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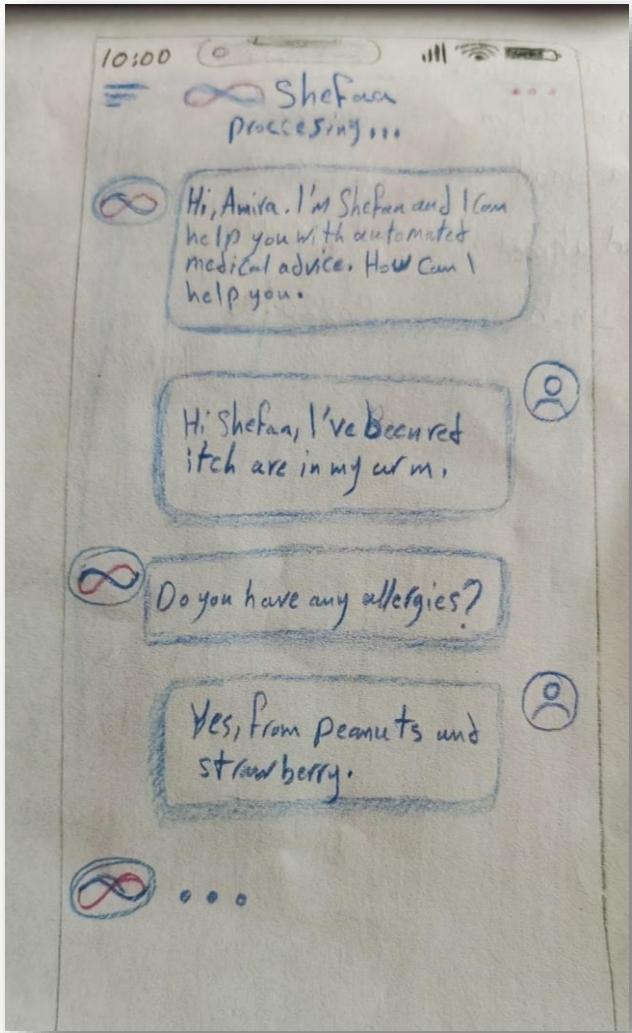
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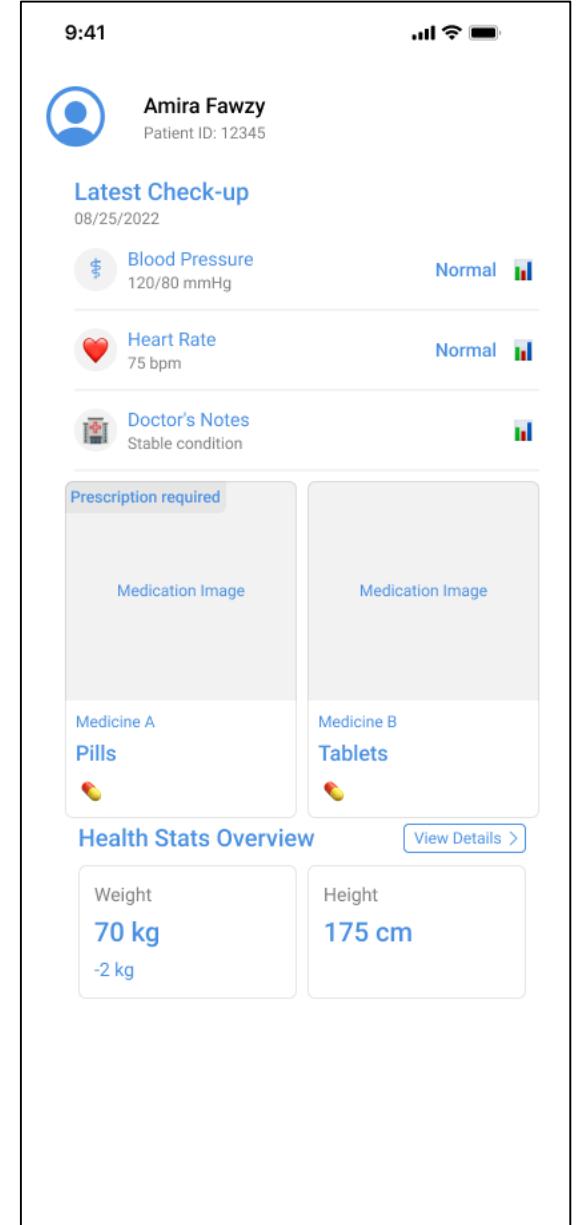
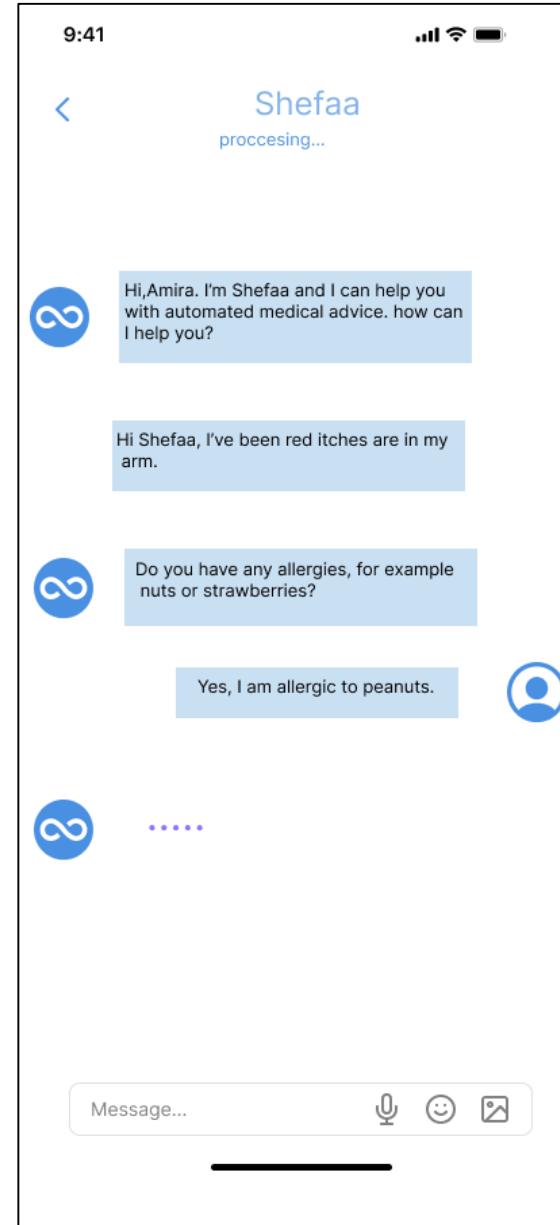
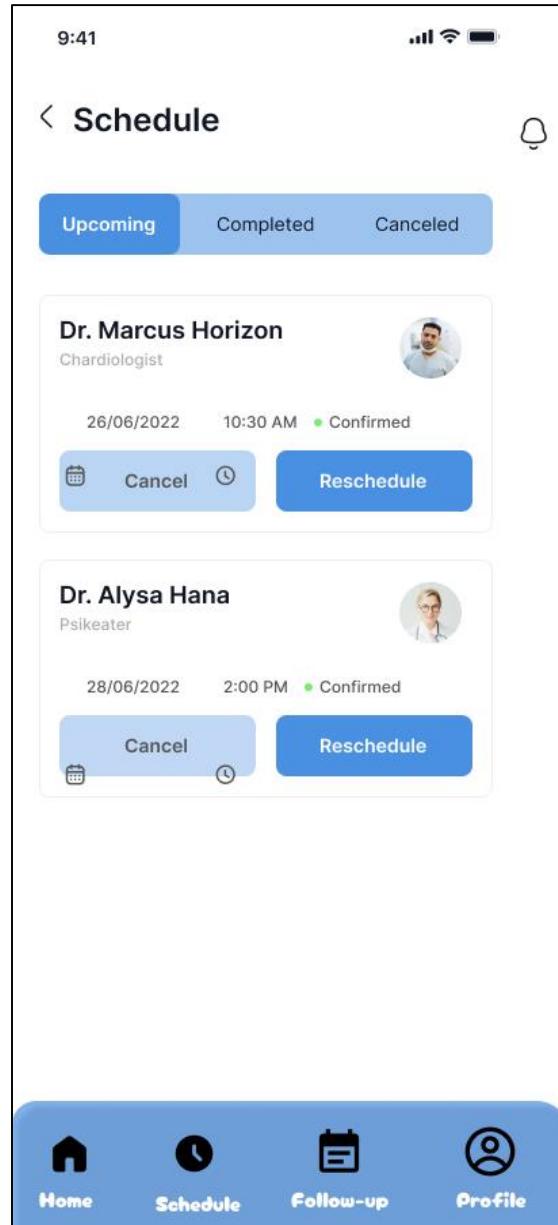
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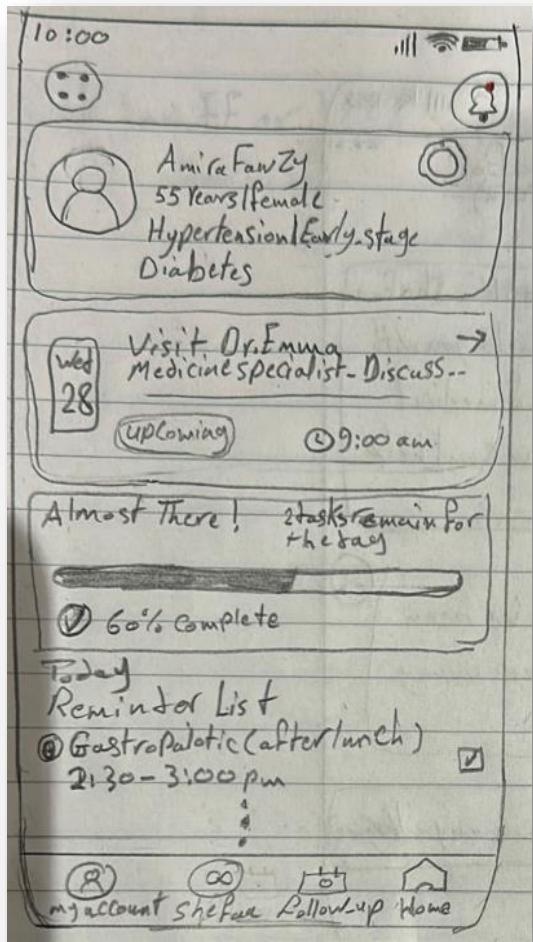
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Screens

TIPS
Tips For Burns
Tips For choking
Tips For fainting
Tips For Poisoning
Tips For Drowning
Tips For Bites

← Tips For Drowning
if you see someone drowning:
1. stay calm & call for help emergency
2. Don't jump in immediately Avoid putting your self in danger.
3. Throw a floating object: life jacket, rope or any plastic bottle
Picture For illustration
4. Perform CPR: once they are out of water, check for breathing and then start performing CPR

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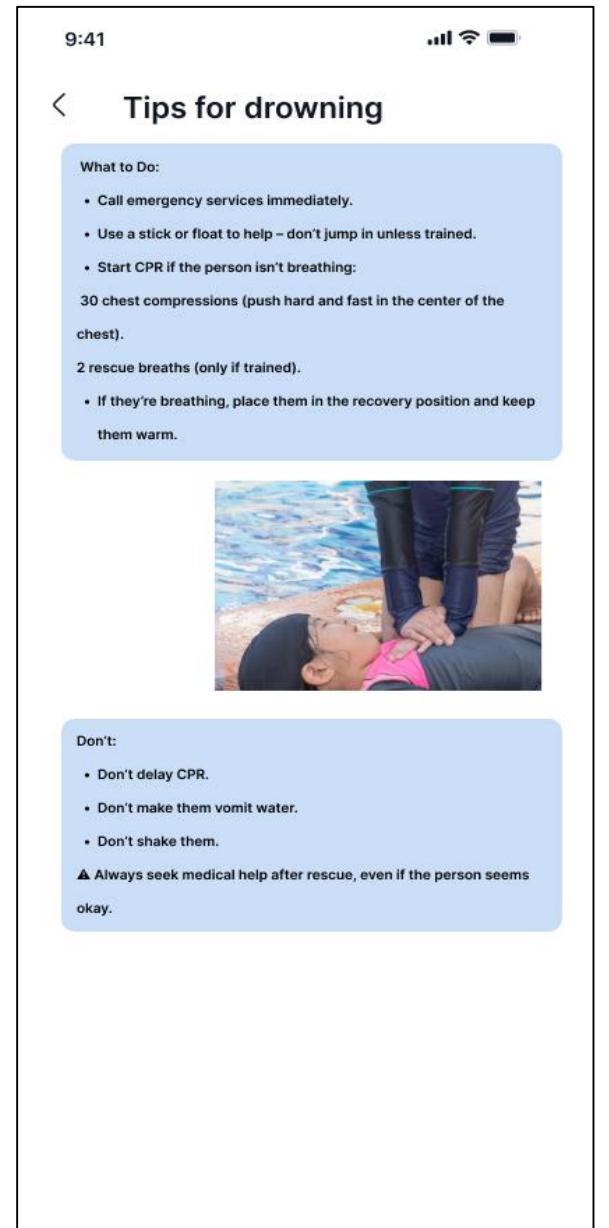
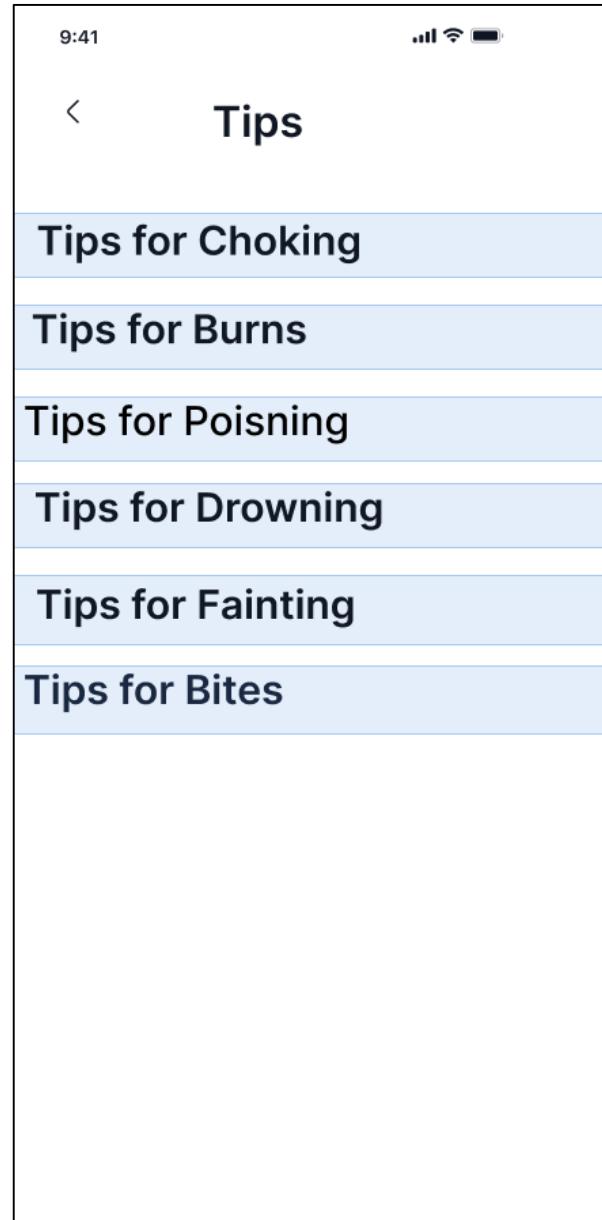
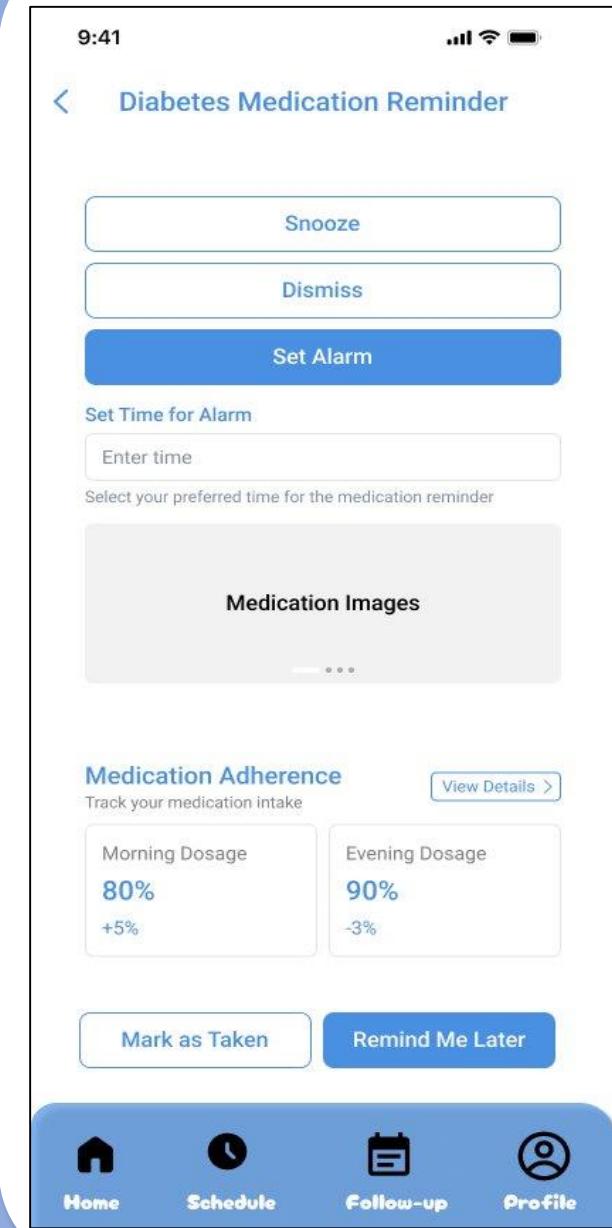
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9:41

Tips for poisoning

Swallowed Poison

- Call emergency services or poison control.
- Give a sip of water if conscious.
- Do NOT make them vomit unless told to by a professional.



Inhaled Poison (fumes/gas)

- Move them to fresh air immediately.
- Call for help even if symptoms seem mild.

Poison on Skin

- Remove contaminated clothing.
- Rinse skin with water for 15–20 minutes.

Poison in Eyes

- Flush eyes with lukewarm water for 15–20 minutes.
- Don't let them rub their eyes.

Go to Hospital If:

- Person is unconscious, confused, having seizures, or breathing problems.

Prevention Tips

- Keep poisons out of reach of children.
- Never mix household chemicals.

9:41

Tips for bites

Insect Bites and Stings (Mosquito, Bee, Wasp)

What to Do:

- Wash the area with soap and water.
- Apply cold compress to reduce swelling.
- Use anti-itch cream or oral antihistamine if needed.
- Remove the stinger (if any) gently with a flat object (like a card).

Don't:

- Don't squeeze the stinger – it can release more venom.



Animal Bites (Dog, Cat, etc.)

What to Do:

- Wash the wound with soap and water for at least 5 minutes.
- Apply an antiseptic (like iodine or alcohol).
- Cover with a clean bandage.
- Seek medical attention, especially if:
 - Skin is broken or bleeding heavily.
 - You don't know the animal's vaccination status.
 - The bite is on the face, hand, or joint.

Don't:

- Don't ignore even small punctures – infection risk is high.
- Don't close deep wounds with tape or glue at home.



9:41

Tips for fainting

What to Do:

- Lay the person flat on their back.
- Elevate their legs (about 12 inches) to improve blood flow to the brain.
- Loosen tight clothing (like collars or belts).
- Check breathing – if normal, let them rest.
- Let them sit up slowly once they wake.
- Offer water if they're fully alert.



Don't:

- Don't let them stand up quickly.
- Don't give food or drink if they're not fully awake.
- Don't splash water on their face or shake them.

Call Emergency Help If:

- They don't wake up in 1 minute.
- They have chest pain, trouble breathing, or are confused.
- They're pregnant, diabetic, or have never fainted before.

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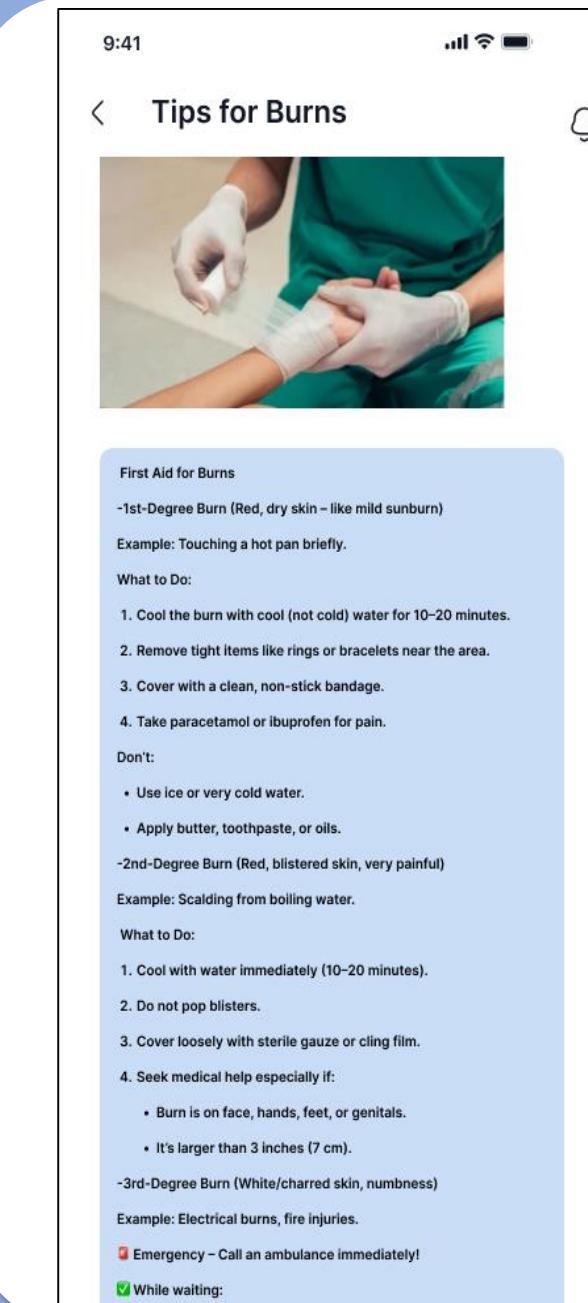
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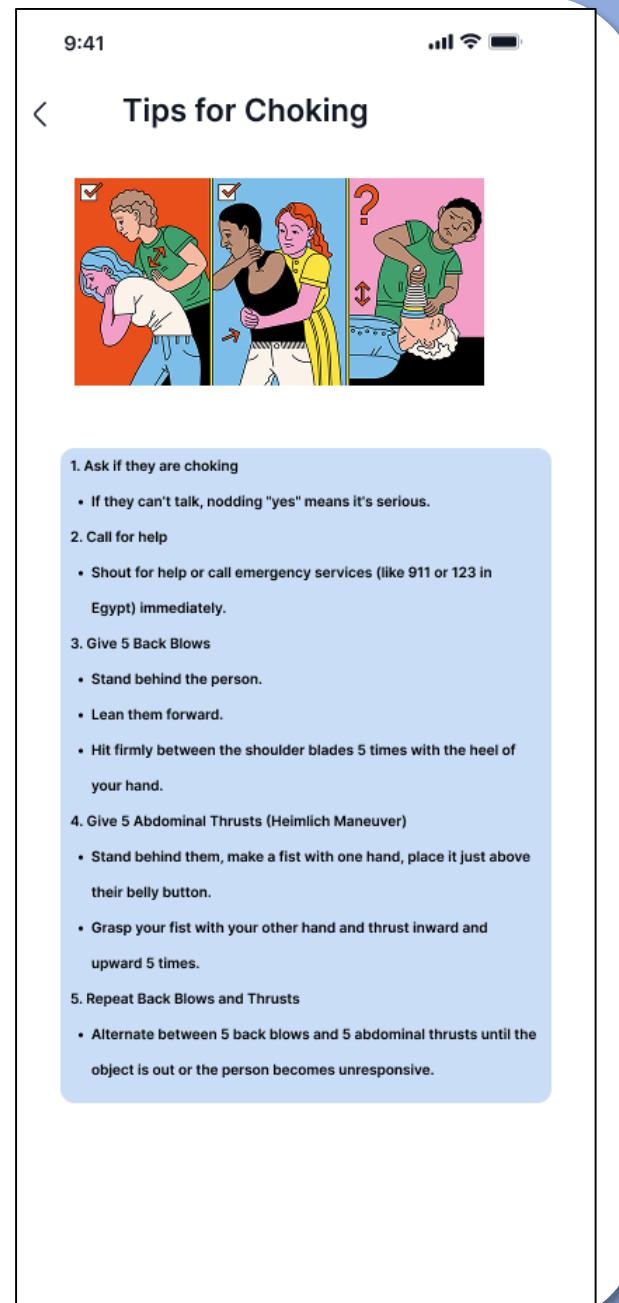
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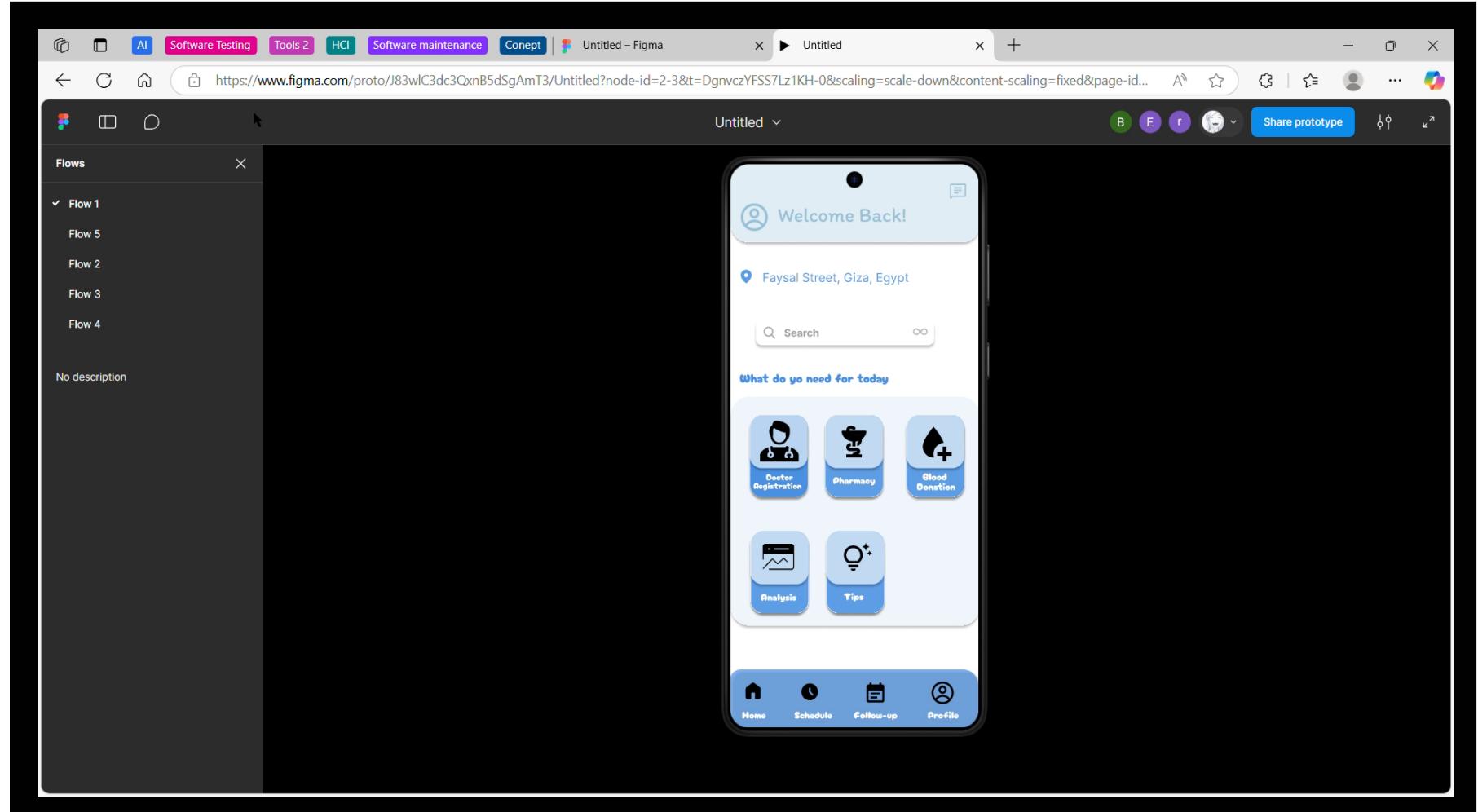
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Scenario 1

Figma Video



Figma Video

Scenario 2

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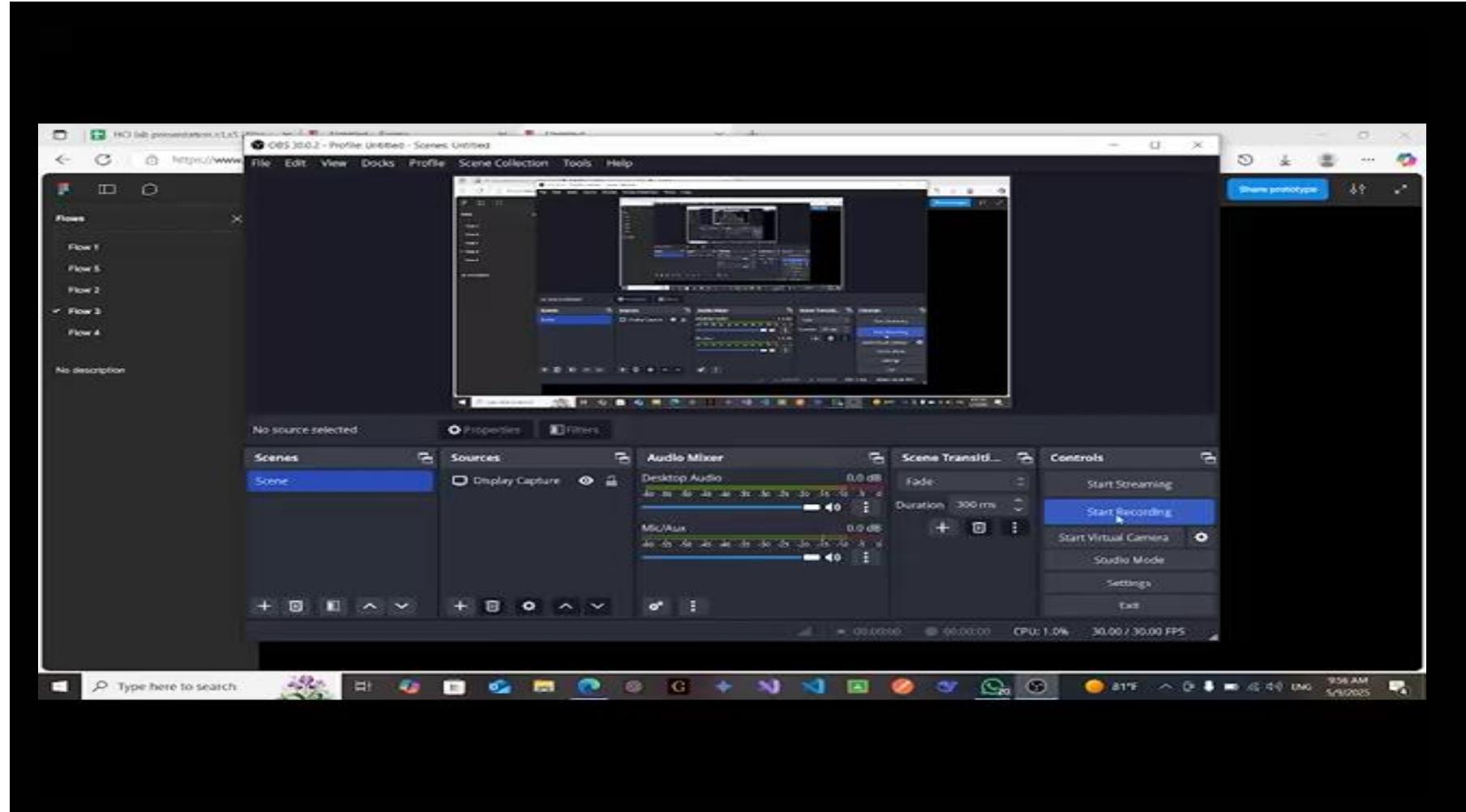
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Scenario 3 Part 1

Figma Video

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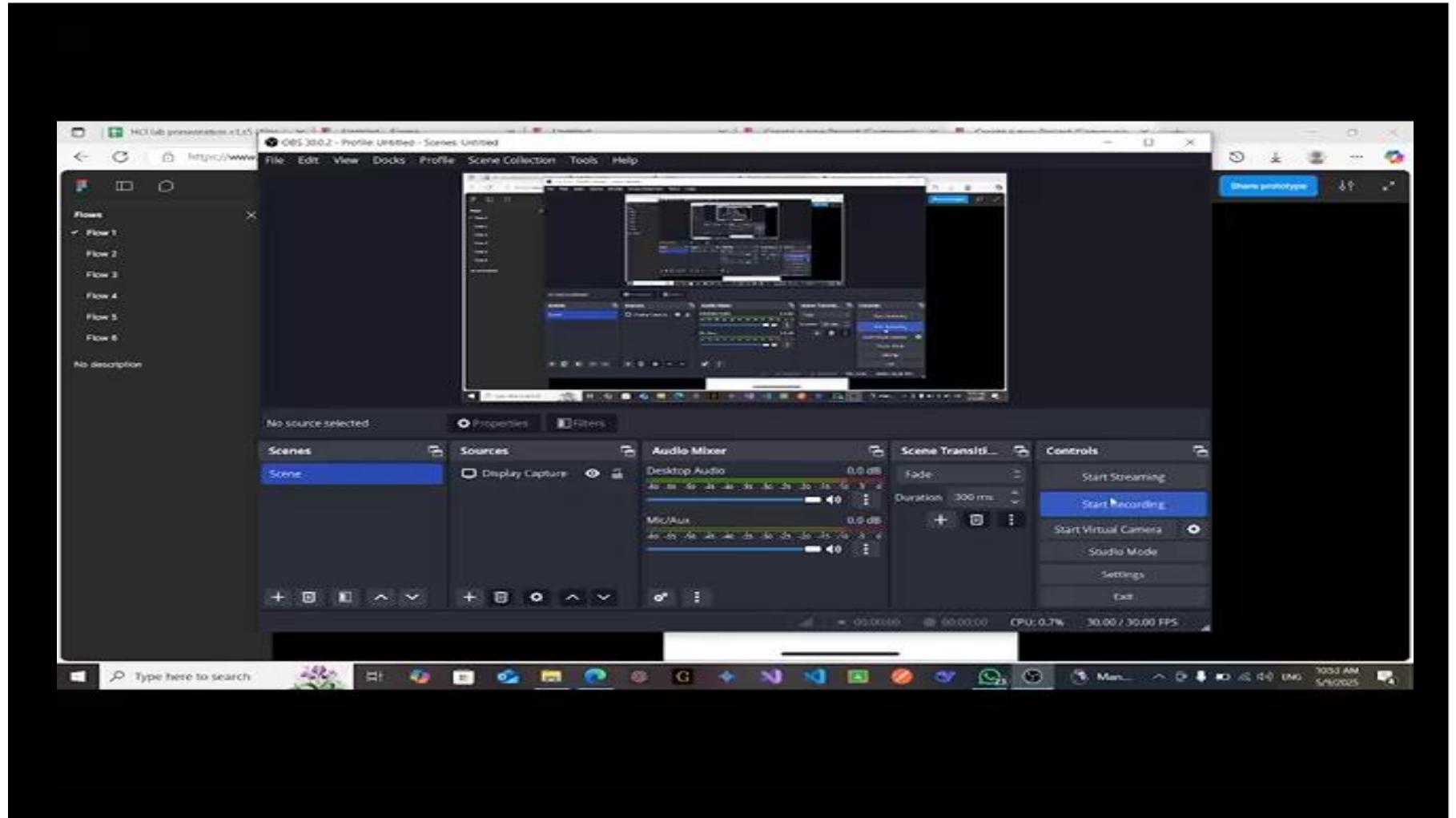
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Scenario 3 Part 2

Figma Video

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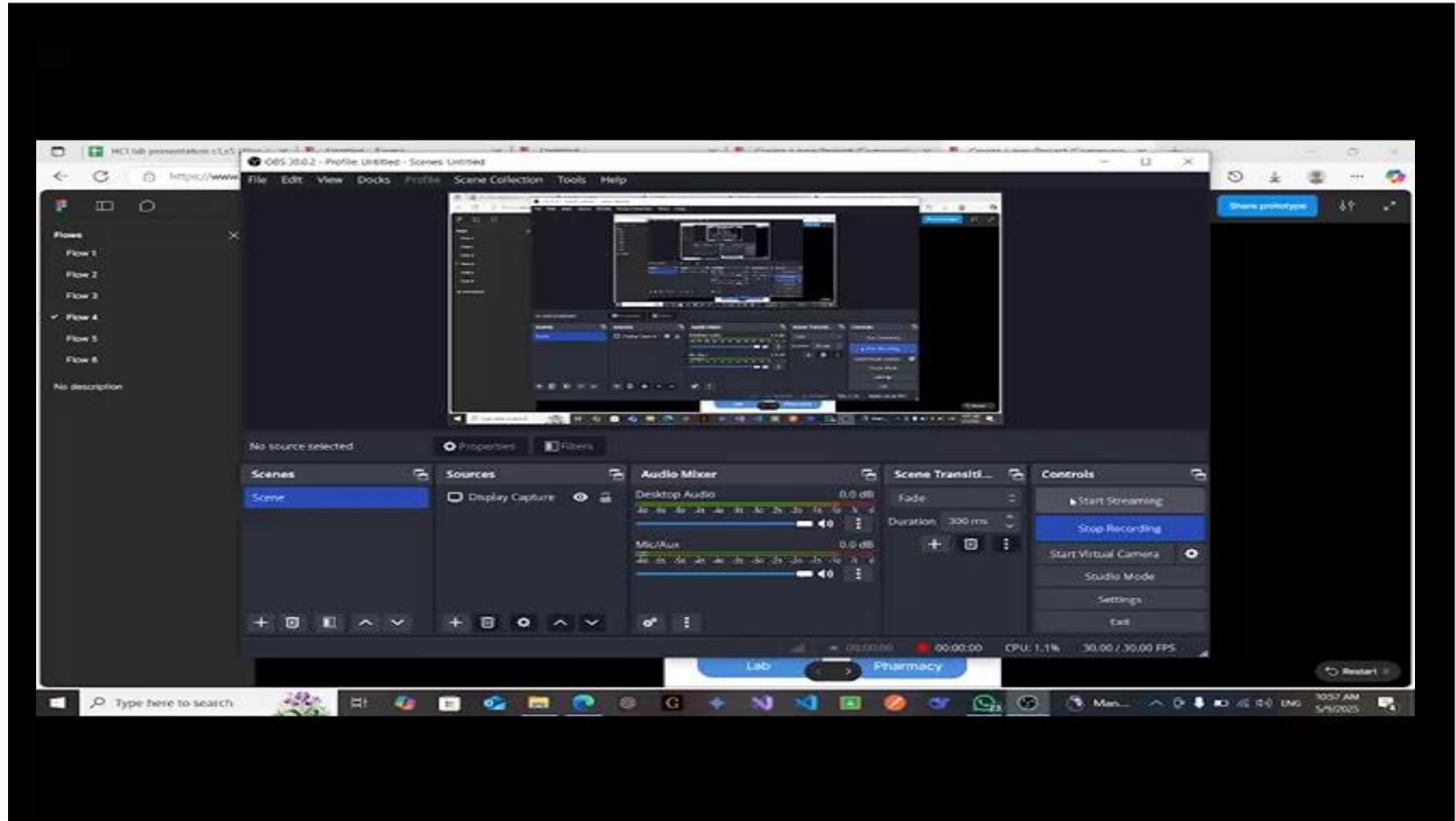
Functionality

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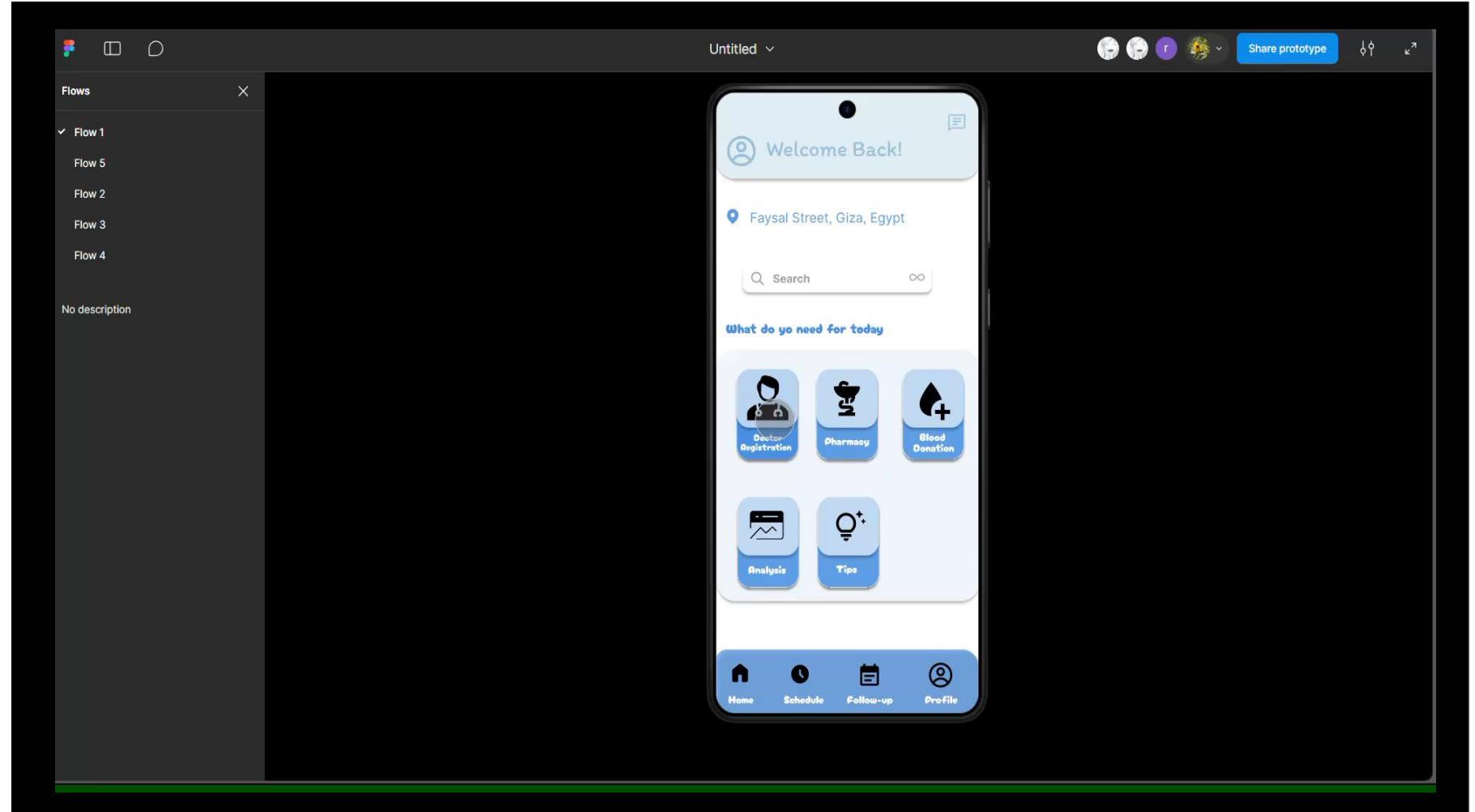
UX Opt.

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Scenario 4 Part 1

Figma Video



Scenario 4 Part 2

Figma Video

Title

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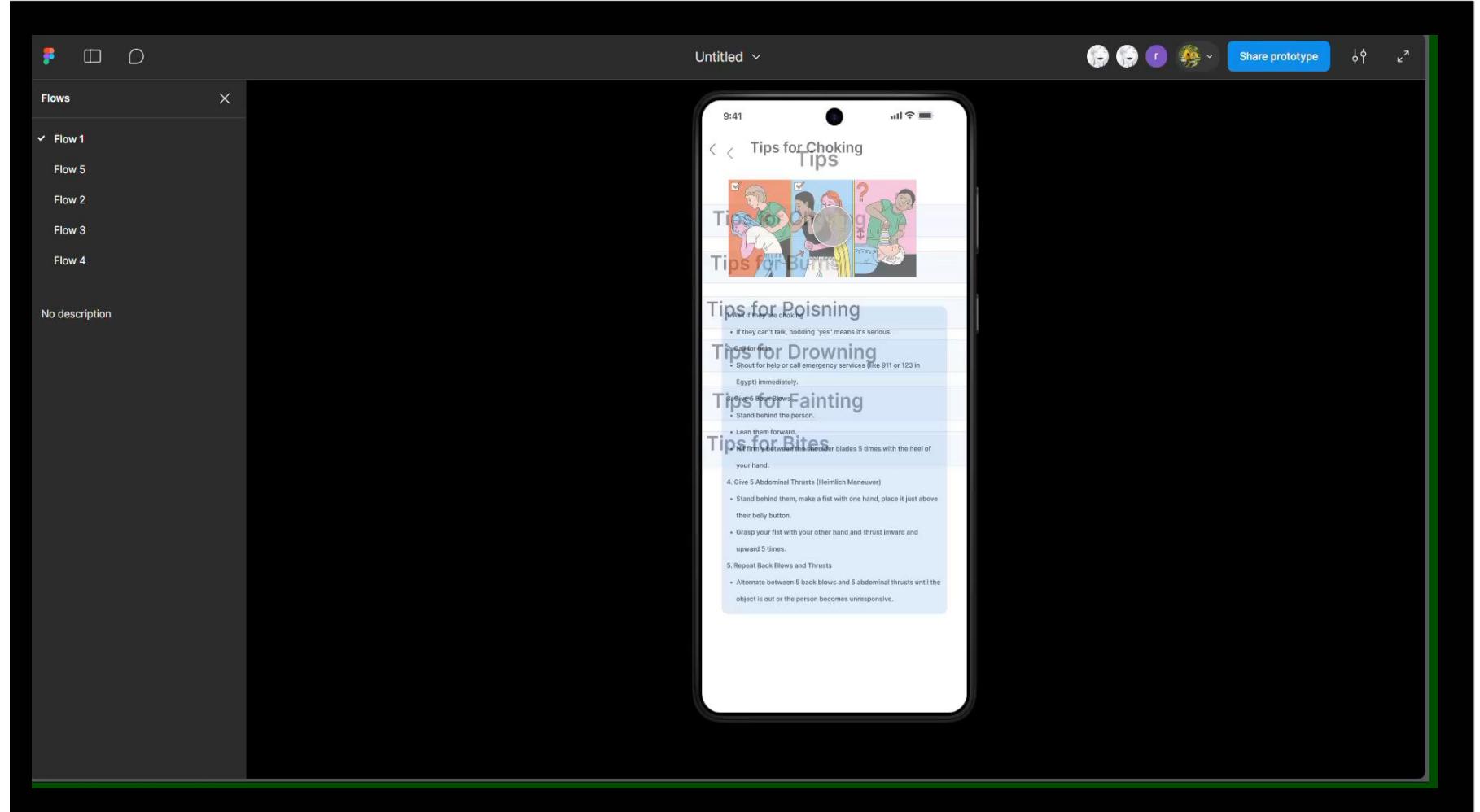
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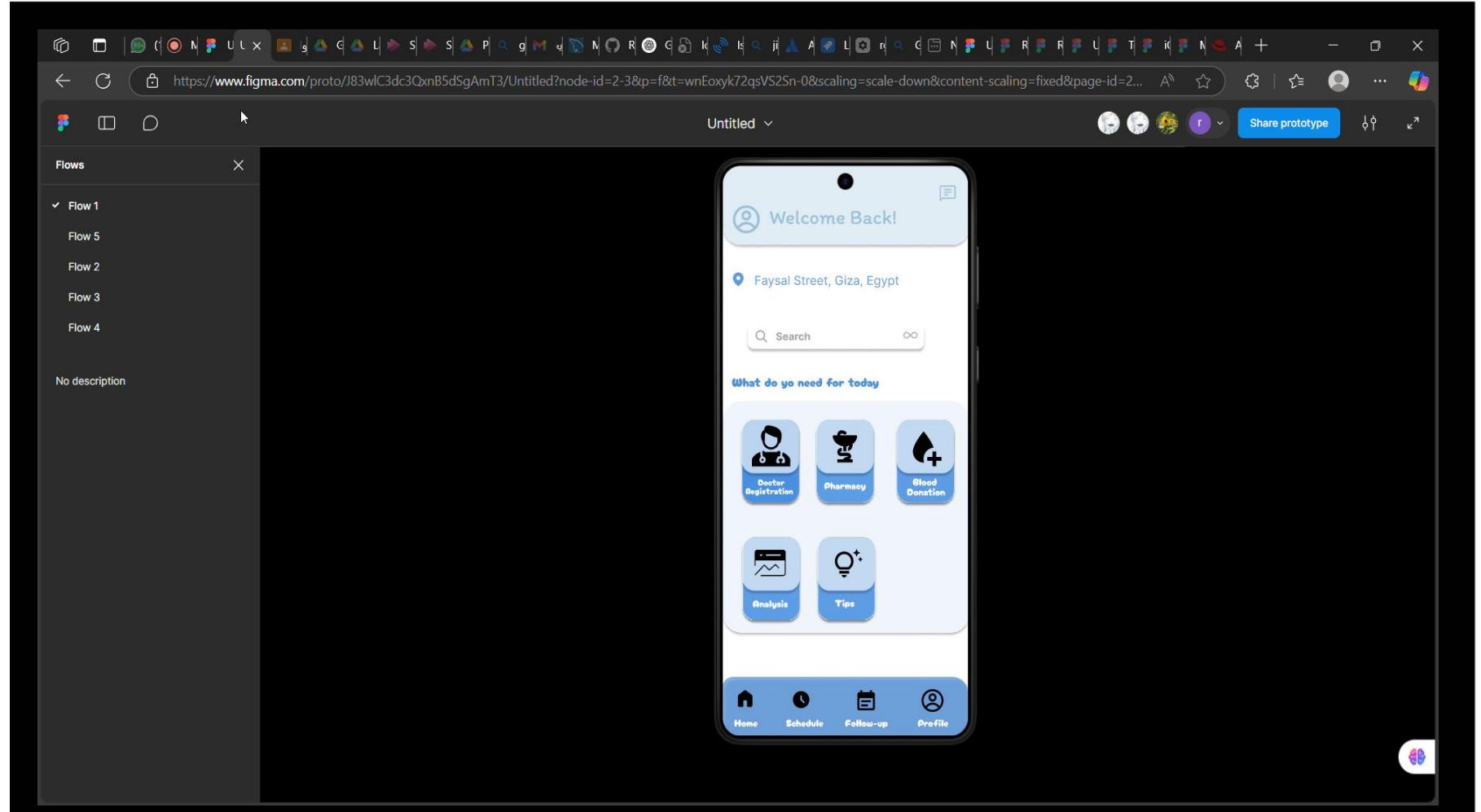
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Scenario 5

Figma Video



Feedback Mechanism

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↳ Feedback Mechanisms

- **In-App Rating System:** After doctor consultations, appointment bookings, or medication deliveries, users are prompted to rate their experience (e.g., 1-5 stars) and provide comments.
- **Feedback & Suggestion Form:** Located in the Profile or Settings section, users can submit suggestions, complaints, or ideas for improvement anytime.
- **AI-Enabled Chat Support:** Real-time chatbot available 24/7 to gather user input, complaints, or issues — with automated escalation to human support if needed.
- **Usage Analytics:** Background tracking of common user flows, drop-off points, and frequently used features to identify usability issues without needing explicit user reports.
- **Health Tip Reactions:** Users can like or dislike health tips, allowing the system to tailor content to individual preferences.

Feedback Mechanism

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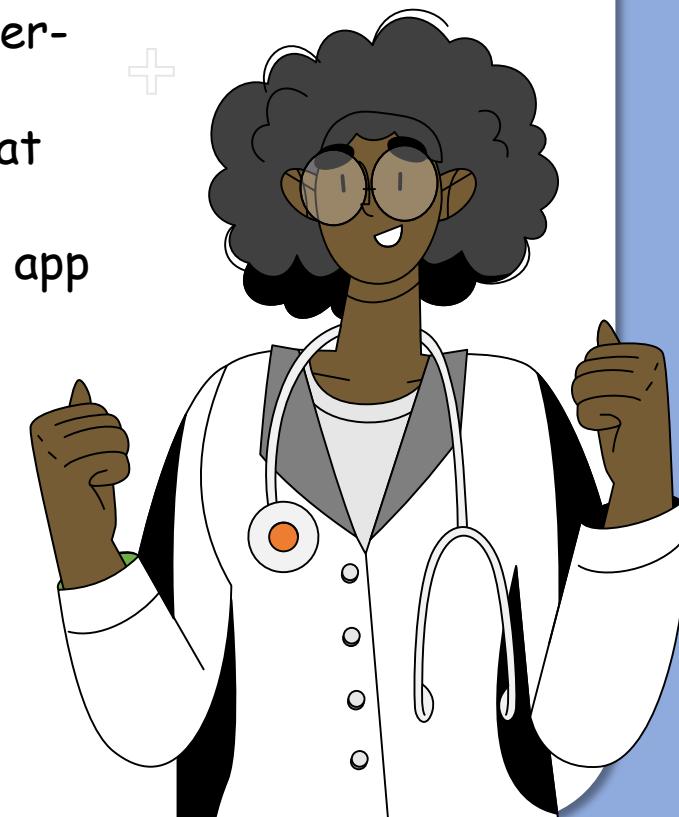
UX Opt.

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↪ How Feedback Will Be Used

- Continuously improve app navigation, speed, and design based on usage patterns.
- Prioritize feature updates and bug fixes based on user-reported pain points.
- Adjust medical content and suggestions based on what resonates most with users.
- Foster a responsive development cycle to ensure the app evolves with user needs.

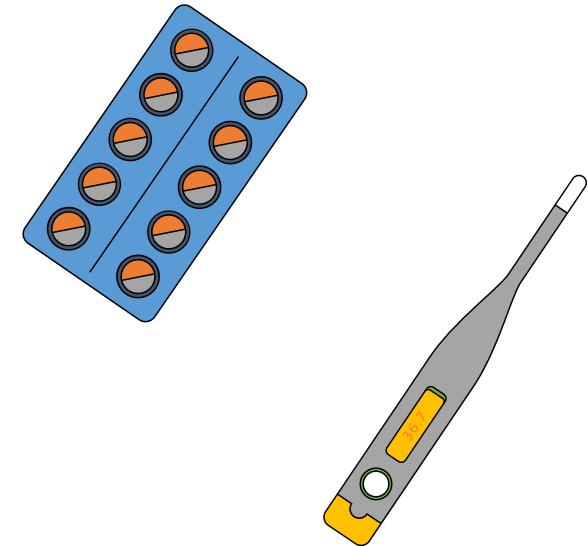


Conclusion⁺

 **Impact:** Ta3afy is a patient-centered healthcare app that simplifies access to services, combining clarity, speed, and emotional support in a unified platform.

What We Learned:

- ✓ Importance of user research to identify real pain points.
- ✓ Use of hierarchy, spacing, and contrast for clean navigation.
- ✓ Value of consistent design patterns for user confidence.
- ✓ Designing for accessibility (fonts, contrast, button reach).
- ✓ Creating logical user flows to reduce confusion.
- ✓ Power of iterative design based on user feedback.



Next Steps:

- Run usability testing with real users via Figma/Adobe XD.
- Refine wireframes based on user behavior and feedback.
- Plan for scalable UI components and a future-ready design system.

**And don't forget to take
care of yourself, stay
healthy, and keep shining
like a star !**

Thank you so much ☺