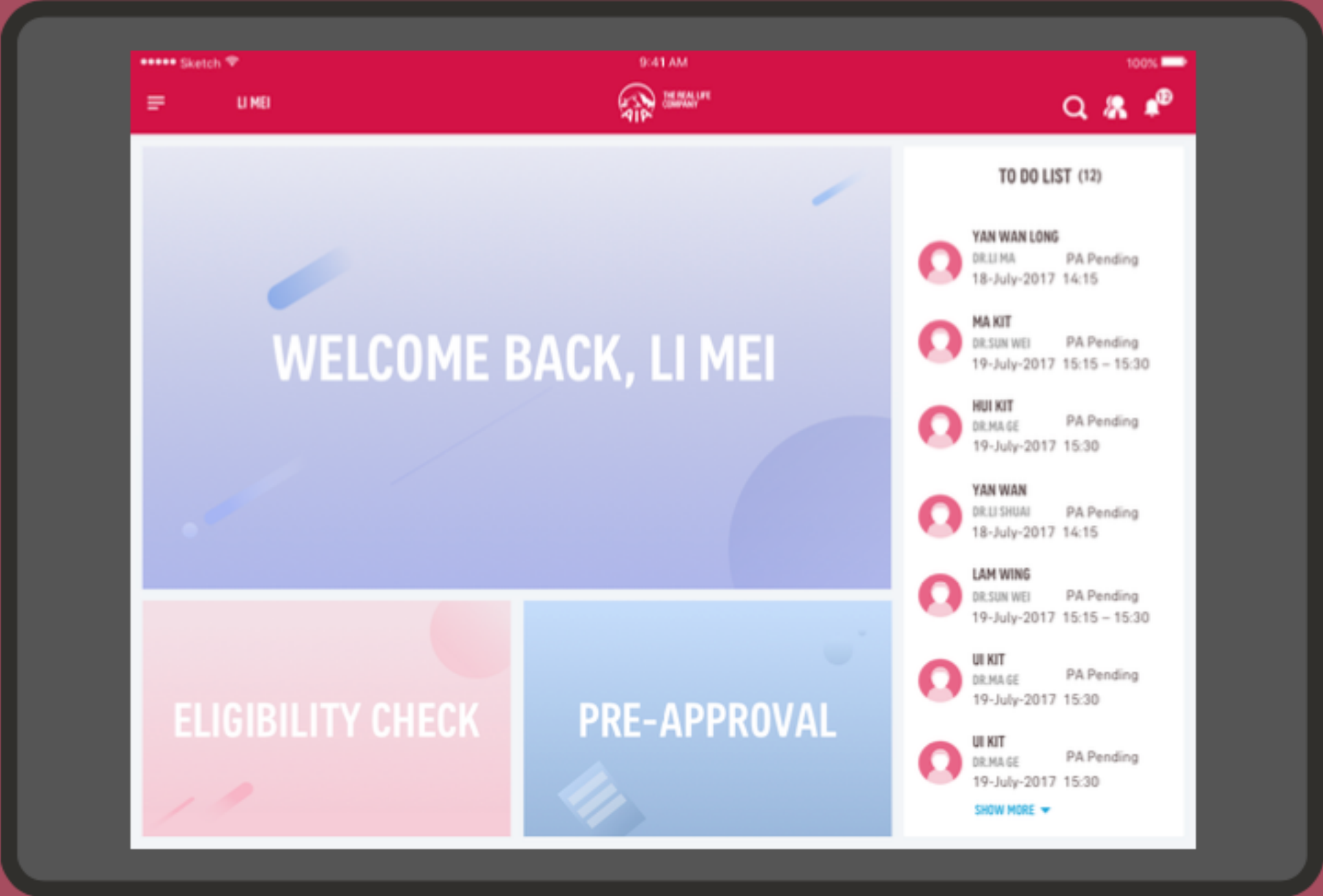


# UX design for medical insurance management system for AIA



# About the project

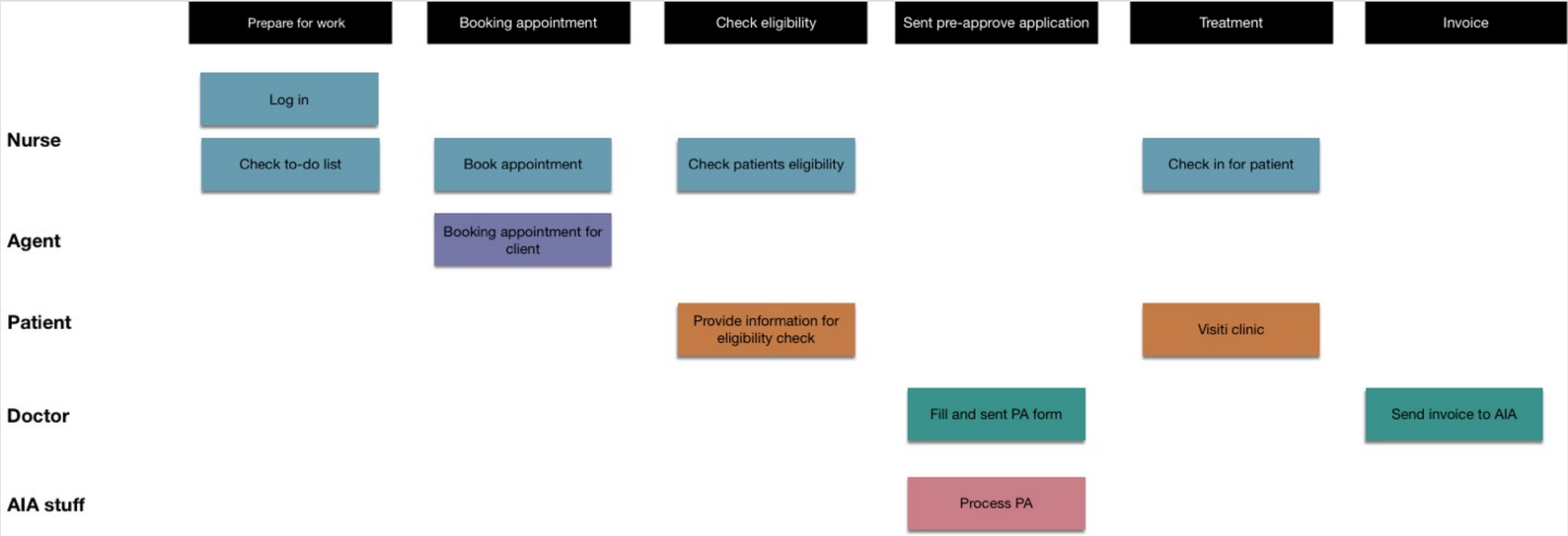
This is a project i participated while i was working as UX designer in AIAIT design center. We collaborated with business analysts from AIA HongKong office to design a system for process medical insurance with clinics.

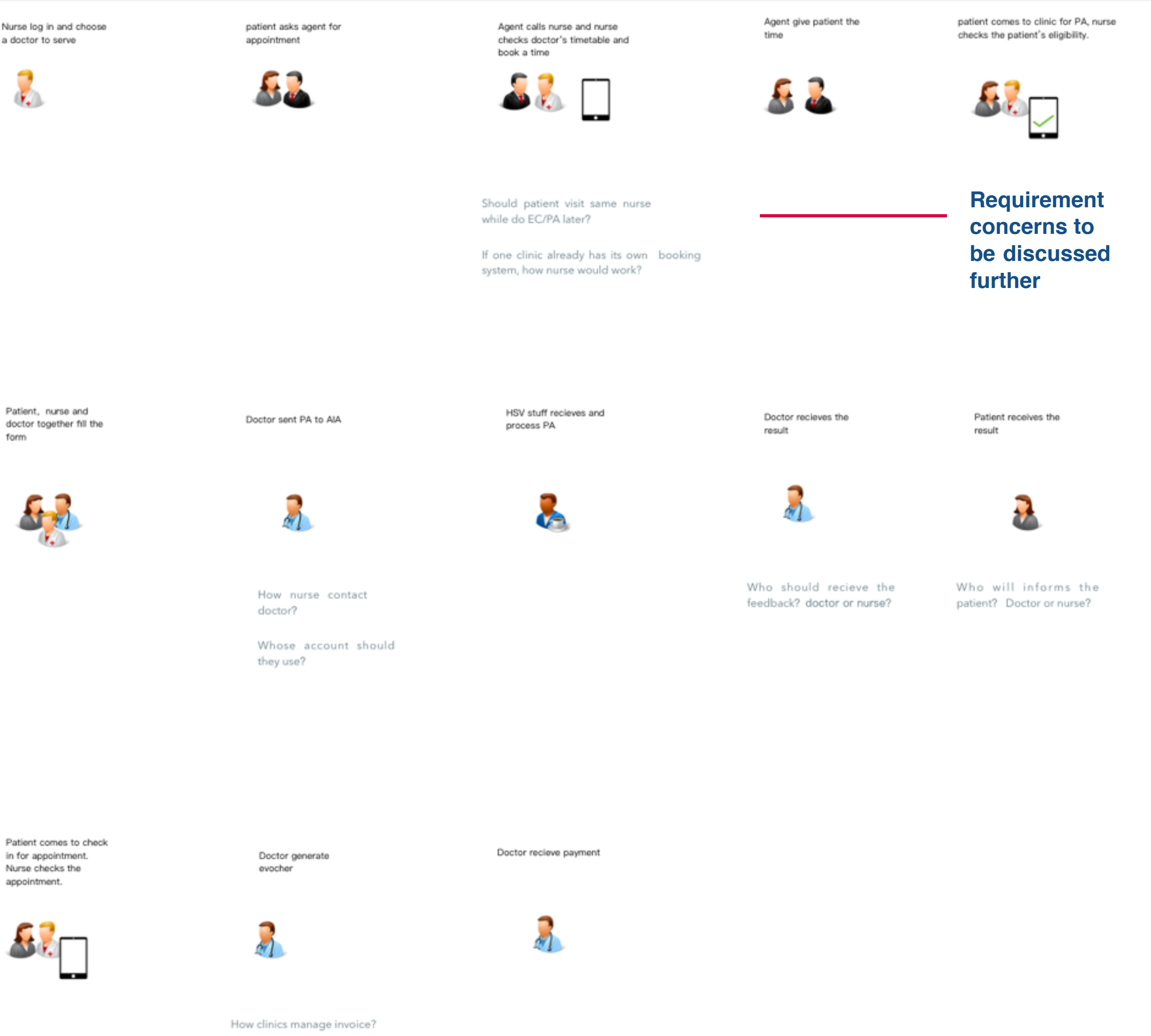
这个项目里，我们和友邦保险香港的业务分析师合作，提供医疗保险处理系统的用户体验设计方案。

# Mapping the user stories

Through mapping the **user stories** of different users, we gained overview of what users do **with system** and **with each other**.

通过用户体验地图，我们可以大致了解不同用户如何与系统和彼此相互影响。





THE REQUIREMENT ANALYSIS

# User scenario analysis

I **zoomed in to the details** of how user would interact with each other and the system **in real life context** by building up scenarios.

A list of system requirements and concerns have been identified.

通过建立用户场景，我分析在真实场景下，从病人找保险代理人预约看病时间到医生向保险公司发送账单的整个过程，分析业务需求和系统需求，列出需要进一步通过调研和会议确认的地点。

# User interview

I designed **four different questionnaires** for **doctor, nurse, agent** and **AIA stuff**.

Our interviews aim to reach following objectives:

- **Understand how a doctor/nurse/operator/AIA works**
- **Understand how a clinic works**
- **Discover doctor and nurse's motivation and needs in using AIA's system**
- **Explore how a new system can be integrated into clinics**
- **Gather information to our concerns towards the current design of system**

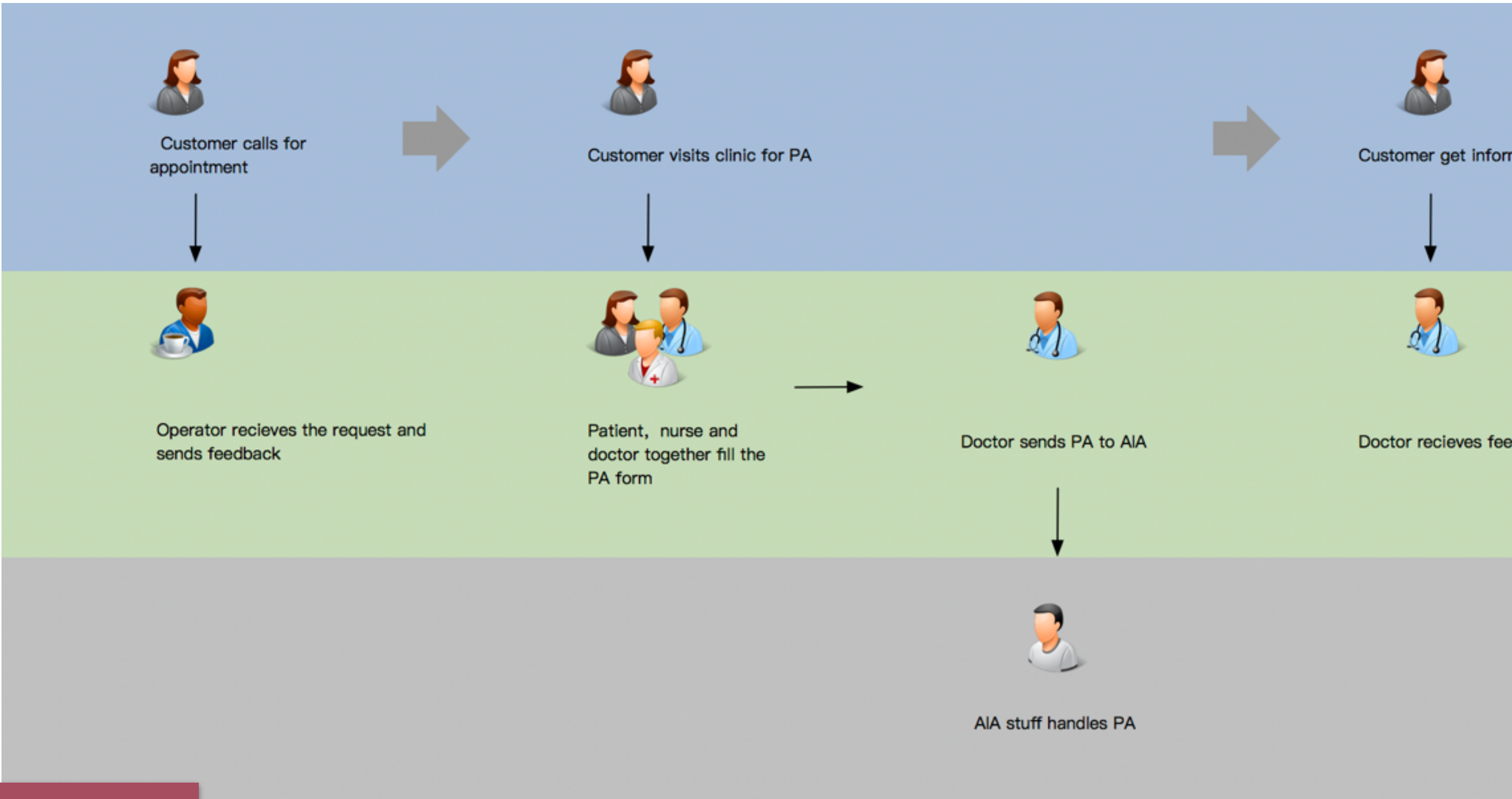
我设计了 4 份问卷向医生、护士、保险代理和保险处理职员收集业务和用户需求。

THE SOLUTION

# Service blueprint

A new service blueprint was defined according to **organizational background**, **business requirements** and **technical constrain**.

通过对保险公司和诊所**组织背景**，**业务需求**和**技术背景**的理解，我们重新定义了不同用户和系统交互的方式。



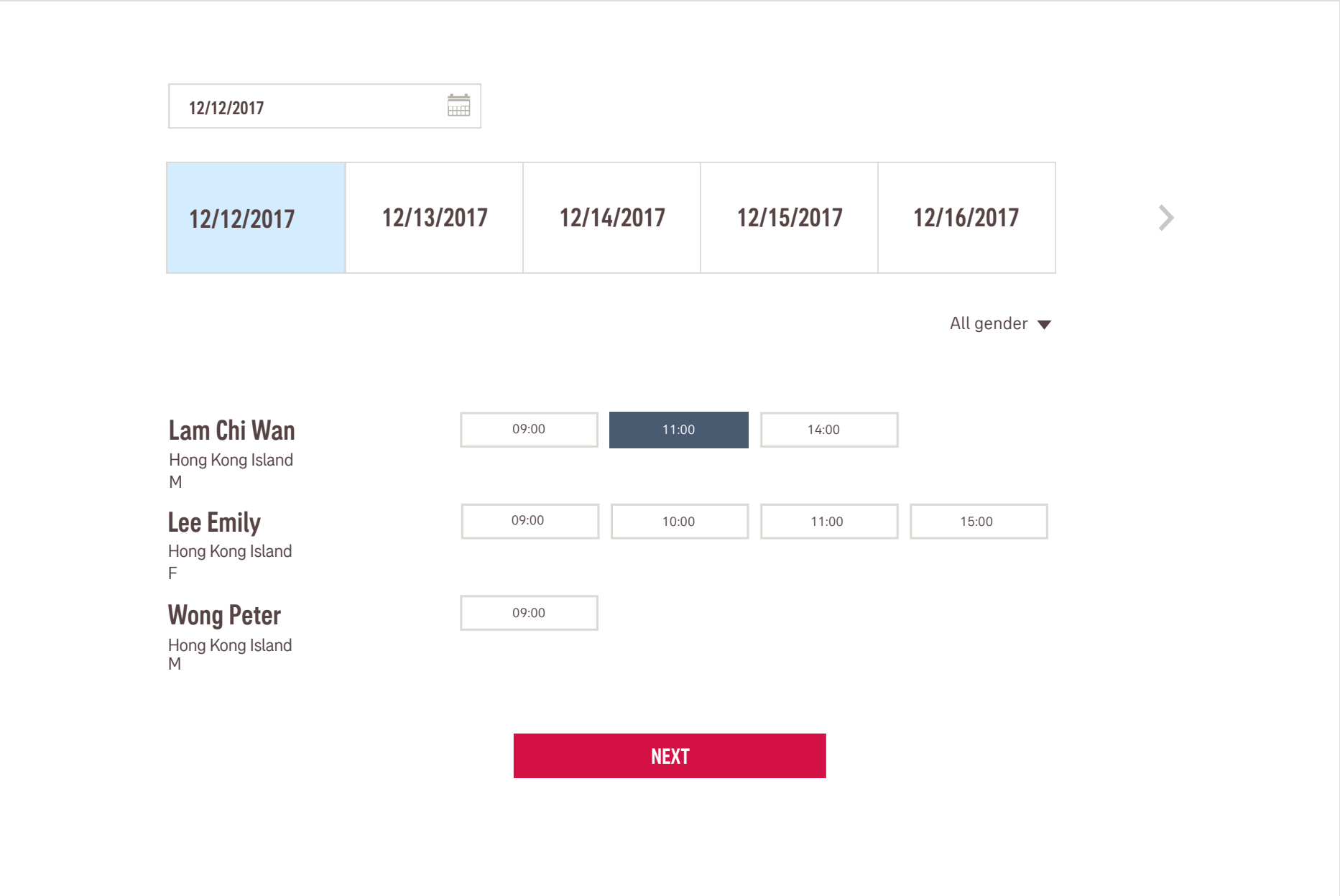
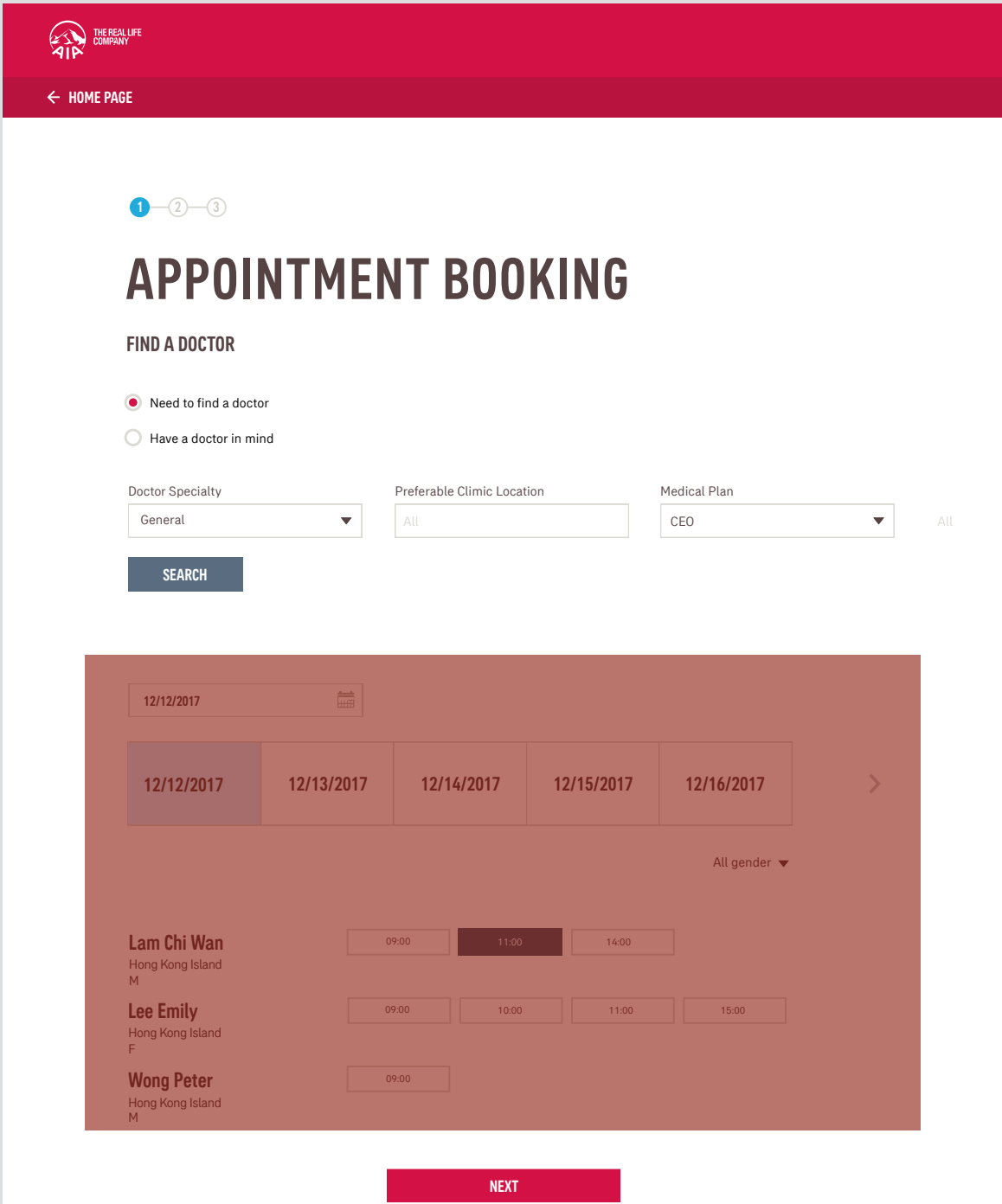


SOLUTION

# Doctor appointment booking process

User can switch between days and see all available time of available doctors in one page.

一天内所有可供预约的医生和时间都一页内列出。考虑到客户选择的日期内可能没有适合的时间，客户服务人员可以在选定的时间和前后的 2 天快速切换。



Huan Chen

SOLUTION

# Invoice management

User can browser and filt invoices from different status and sources.  
用户可以通过病人姓名，看病时间搜索账单，并可以通过处理阶段和来源浏览账单。

Name

Li Mei

Start from

To

States

ALL

SEARCH

ALL

TO BE PROCESSED

PROCESSED

✓

ALL

FROM PA

FROM EC

Insured Name

CHAN TAI MAN

Date Of Servise

12/12/2017

Fee

898

State

PENDING

Insured Name

CHAN TAI MAN

Date Of Servise

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Insured Name

CHAN TAI MAN

Date Of Servise

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Fee

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State

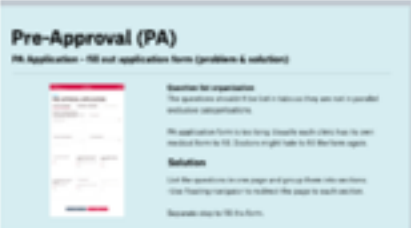
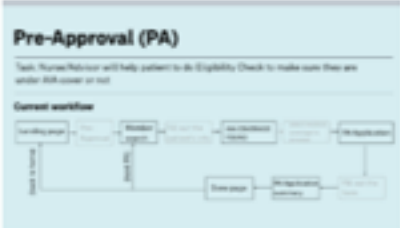
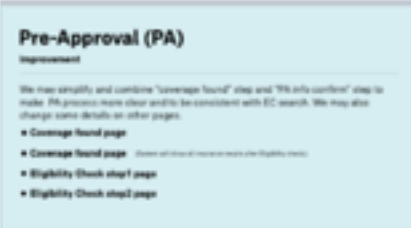
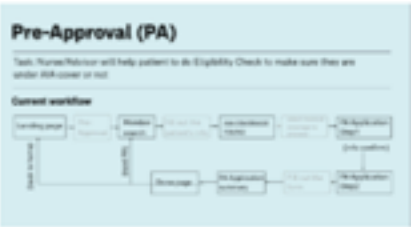
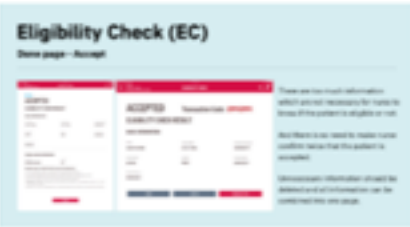
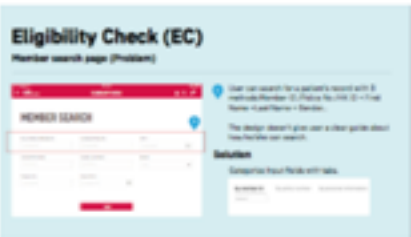
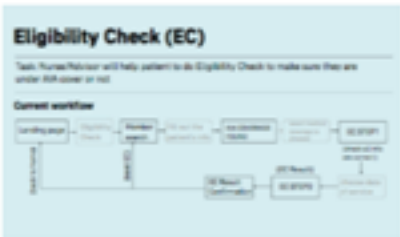
PAID



THE SOLUTION

UX REPORT

UX solutions were documented.      用户体验解决方案报告。



# Appendix

## Iteration of design

[illegible]

**HSE**

HEALTH SERVICE  
EMPLOYEES

# APPOINTMENT BOOKING

CHOOSE AVAILABLE TIME FOR PATIENT

12/12/2017 <small>Tuesday</small>	12/13/2017	12/14/2017	12/15/2017	12/16/2017
--------------------------------------	------------	------------	------------	------------

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Contact Person


Relationship

Contact No.

Preferable Contact

Patient Symptoms

Remark



UNIVERSITY OF  
MARYLAND  
MEDICAL CENTER

← HOME PAGE

1

2

3

# APPOINTMENT BOOKING

## FIND A DOCTOR


Doctor Specialty

General

Clinic Location

Name

SEARCH



REKULIFE  
LIFE

← HOME PAGE

1

2

3

APPOINTMENT BOOKING

CHOOSE A TIME

14/12/2017

from

15:00

<

12/12/2017

12/13/2017

12/14/2017

12/15/2017

12/16/2017

>

All gender ▾

Lam Chi Wan  
Hong Kong Island  
HK

09:00

11:00

14:00

Lee Emily  
Hong Kong Island  
HK

09:00


10:00

11:00

15:00

Wong Peter  
Hong Kong Island  
HK

09:00



TRAVEL LIFE  
INSURANCE

[←](#) [HOME](#)

1

2

3

# APPOINTMENT BOOKING

## FIND A DOCTOR

☒ Need to find a doctor

☐ Have a doctor in mind

Doctor Specialty

General ▼

Preferable Clinic Location

All ▼

Medical Plan

CED ▼

SEARCH

12/12/2017

AM

PM

12/12/2017	12/13/2017	12/14/2017	12/15/2017	12/16/2017
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>

Lam Chi Wan

Hong Kong Island

M

Lee Emily

Hong Kong Island

F

Wong Peter

Hong Kong Island

M

09:00

11:00

14:00

09:00

10:00

11:00

15:00

09:00

NEXT

# Iteration 1

Huan Chen

## Iteration 2

## Iteration 3

# Appendix

## Interview working sheet

Agent					
Participant name					
Location					
Moderator					
Photographer					
Participant Background					
Age		Gender			
Years of working					
Topic	Participant quote		Interpretation	Design consideration	
Work in general					
Appointment booking					
Needs/motivation/ attitude					