

UX Case Study Project by Hannah Akinjobi

Overview:

You are required to demonstrate your problem solving skills and knowledge of design process by putting together a UX case study.

Deliverable:

- <https://www.wellahealth.com/wellapatient/> - Health Directory Site

I started this process with usability testing and ended with validation. This process provided me with a road map and a solid foundation to base my design solutions and user findings. I studied the existing flow of the website and tried to understand where the problem is and I found a couple of better ways the user experience can be redesigned and reworked.

Project Name: UX case study

1. Have you completed your product design course on udacity? – Yes
2. Select your project and create a problem statement for it. <https://www.wellahealth.com/wellapatient/>
The new wellahealth platform will help pharmacists grow their clientele; book a recommended malaria test in 15 minutes, give easier accessibility to any drug needed by patients and help patients follow up on their dosage and provide a much better user experience.
3. Outline the objectives of your case study
 - a. Develop a more interactive platform with a better user experience for users
 - b. Help pharmacists grow their clientele
 - c. Help busy people get easy access to recommended drugs online from trusted and verified pharmacists
 - d. Assist people not too use to a community to easily locate and book a recommended health test in 15 minutes
 - e. Help patients follow up on their recommended dosage
 - f. Manage patients refills of chronic medications
 - g. Create an online quick books inventory and POS for individual pharmacists to manage their operations
 - h. Develop a platform where people can also purchase drugs online from verified and trusted pharmacies
4. User research
 - a. Competitive analysis form other apps – From my research, other apps in Nigeria do not give users the flexibility of managing and following up on their dosage, but our platform can help patients follow up on their dosage when they register on our platform, we have it scheduled for each patient uniquely

b. Story Board

John is a busy Lagos Andy. John is a single bachelor and his mother (Mrs Akinola) came visiting from Bayelsa and took ill while she was with him.

Mrs Akinola is not used to Lagos hence requires John to show her where to take a malaria test and also order for drugs even with his busy lifestyle.

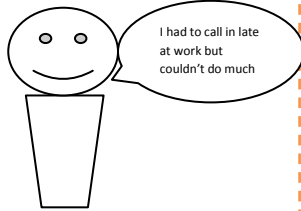
John has been worried because his job will not give him enough flexibility to schedule a malaria test for his mother or to go look for good pharmacies to get the recommended prescribed drugs.

John's colleague saw how worried he was and then introduced him to wellahealth online platform.

Which John quickly visited and viola 90% of his problems got solved, hence John stopped being worried.



John's mother came visiting and took ill



John took her to see the Doctor which took hours and the Doctor recommended some test



While Ben saw John worried at work, he introduced him to www.wellahealth.com/wellpatient



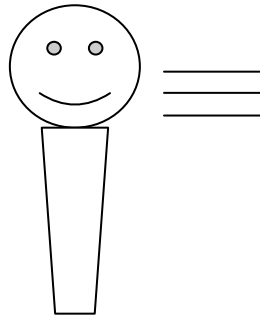
John visited wellahealth online platform



He was able to get where to conduct test and get drugs online, what a relief, he said

d. User Personas

PERSONA: John



BEHAVIOUR

- He is a bachelor
- He works from 7am till 9pm
- He leaves his house 5:40am on weekdays and also works on Saturdays
- He barely has time for himself or his visiting mother except at late evenings
- He has to leave his visiting mother at home very early

DEMOGRAPHICS:

Age: 32
Occupation: Banker
Lives in Ogba, Lagos
Income: N180k
Personality: Busy, Easy going, friendly

NEEDS AND GOALS:

- Needs to take care of his visiting mother who just took ill
- Needs to be able to search online for labs where she can do her recommended test
- Needs to be able to get where to buy recommended prescribed drugs without having to leave his office
- Needs help with monitoring Mum's dosage and ensure she takes her drugs at the recommended time

e. Usability testing

i. What did I test?

I conducted a test on the user experience and user interaction of wellahealth website services

ii. Where did I test it?

At the office and at home

iii. With whom did I test?

I tested it in my office engaging some colleagues and some of my neighbours at home

iv. How did I test?

I introduced them to wellahealth website, told them to use it and give me their opinions and some feedback on some selected listed questions I put down to them, filtered the feedbacks, validated and set out to work