TeleHealth

Designing a Simple Telehealth Experience for Elderly Users in Kenya

Project Overview

TeleHealth is a mobile telehealth platform designed to help elderly users in Kenya easily book and attend doctor consultations remotely. The project focuses on accessibility, simplicity, and reassurance, ensuring that users with limited tech experience can confidently complete their healthcare tasks without assistance.

Role: UX Designer
Timeline: 3 weeks
Tools: Figma
Platform: Mobile
Market: Kenya

Background

Kenya's elderly population is steadily growing, and access to healthcare—especially specialist care—remains a challenge for many older adults. Telehealth has the potential to reduce travel, waiting times, and physical strain, but many existing platforms are not designed with elderly users in mind.

Elderly users often face challenges such as:

- Low digital confidence
- Difficulty reading small text
- Fear of making irreversible mistakes
- Overwhelming interfaces

This makes it difficult for them to independently use telehealth services, even when they would benefit greatly from them.

Problem Statement

Elderly users in Kenya struggle to use existing telehealth platforms because they are often complex, cluttered, and not designed for accessibility. As a result, many elderly patients rely on caregivers or avoid digital healthcare tools altogether.

Design Goal

The goal of this project was to design a **user-friendly telehealth experience** that allows elderly users to:

- Book a doctor's appointment easily
- Join a scheduled consultation with confidence
- Clearly understand what happened after their visit

The experience needed to feel **calm, supportive, and predictable**, guiding users step by step from start to finish.

Understanding the Market & Users (Kenya)

Market Context

- Smartphone usage in Kenya is increasing, but digital literacy among elderly users remains low
- Many elderly users are comfortable with basic phone interactions but struggle with complex apps
- Trust, reassurance, and clarity are especially important in healthcare
- Access to doctors and specialists is limited outside major towns

Key Insight

Telehealth can work well for elderly users in Kenya **only if the product is intentionally designed for them**, not adapted as an afterthought.

Competitive Landscape

I reviewed existing telehealth platforms and healthcare apps used both locally and globally.

Observations

- Most platforms are designed for younger, tech-savvy users
- Interfaces often show too many options at once
- Text sizes are small and language is overly clinical
- Elderly users are not the primary target audience

Opportunity

There is a clear opportunity for a telehealth platform that prioritizes:

- Simplicity over feature richness
- Accessibility and readability
- Clear guidance and reassurance

Design Principles

These principles guided every design decision:

1. **One primary action per screen** – to reduce cognitive load
2. **Large text and buttons** – for easy reading and tapping
3. **Plain, friendly language** – no medical jargon
4. **Reassuring microcopy** – to reduce fear of mistakes
5. **Guided, linear flows** – so users always know what to do next

Design Tradeoffs

To better serve elderly users, I made the following tradeoffs:

Decision	Tradeoff	Reason
Fewer features	Less flexibility	Reduces confusion
Large UI elements	Less content per screen	Improves accessibility
Guided flow	Slower interaction	Builds confidence
Minimal customization	Less personalization	Keeps experience predictable

These tradeoffs helped create a calmer and more accessible experience.

Design Process

User Flow

I designed a clear, linear flow that reflects how an elderly user would realistically complete a task:

Home → Book Appointment → Choose Doctor → Select Date & Time → Confirm Appointment → Join Call → Visit Summary

This flow is fully represented in the final prototype.

High-Fidelity Design Walkthrough

Home Screen

The home screen greets the user by name ("Hello Mary") and immediately presents a clear primary action: **Book Appointment**. A "Need help?" option reassures users that support is available.

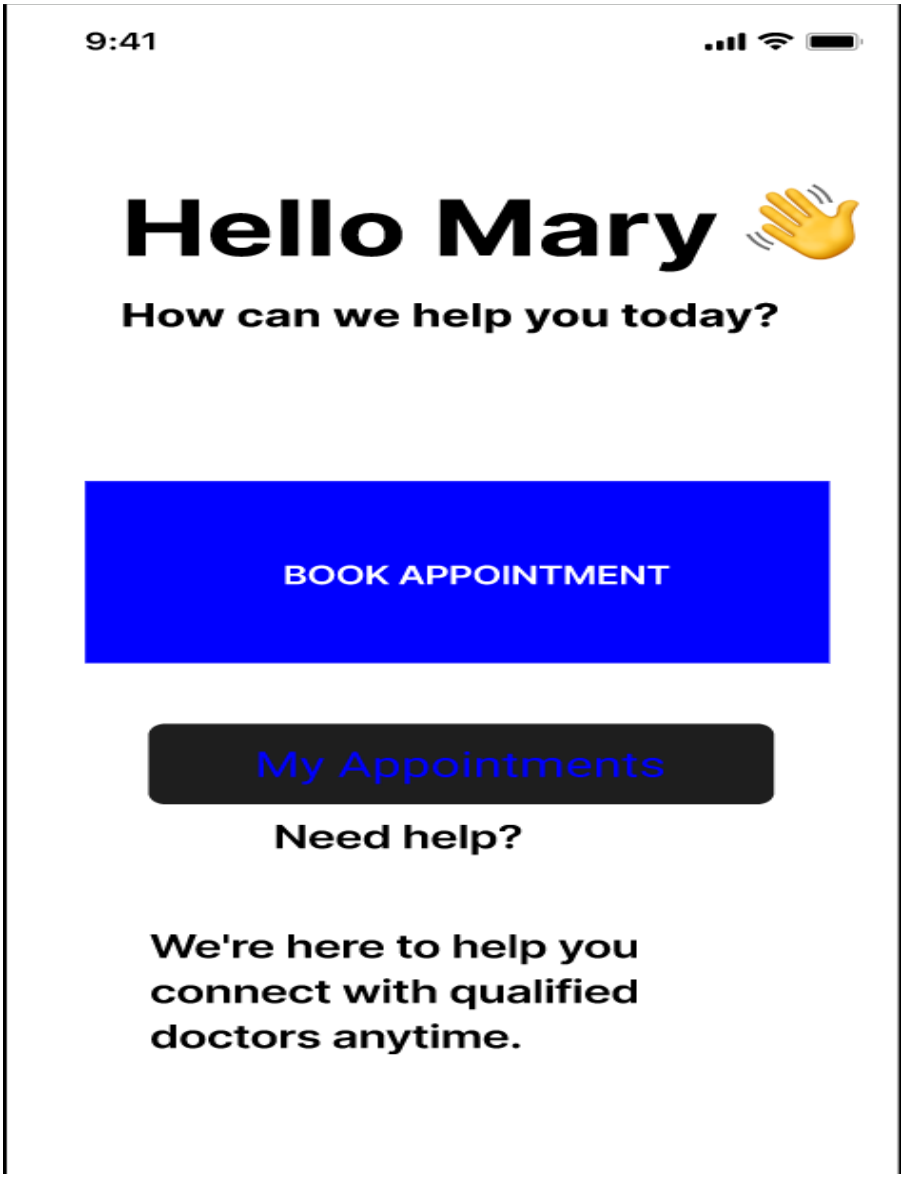

Figure 1 Home page

Choose Action

Users are guided to either book a new visit or join a scheduled appointment. The screen uses simple language and reminds users they can always go back.

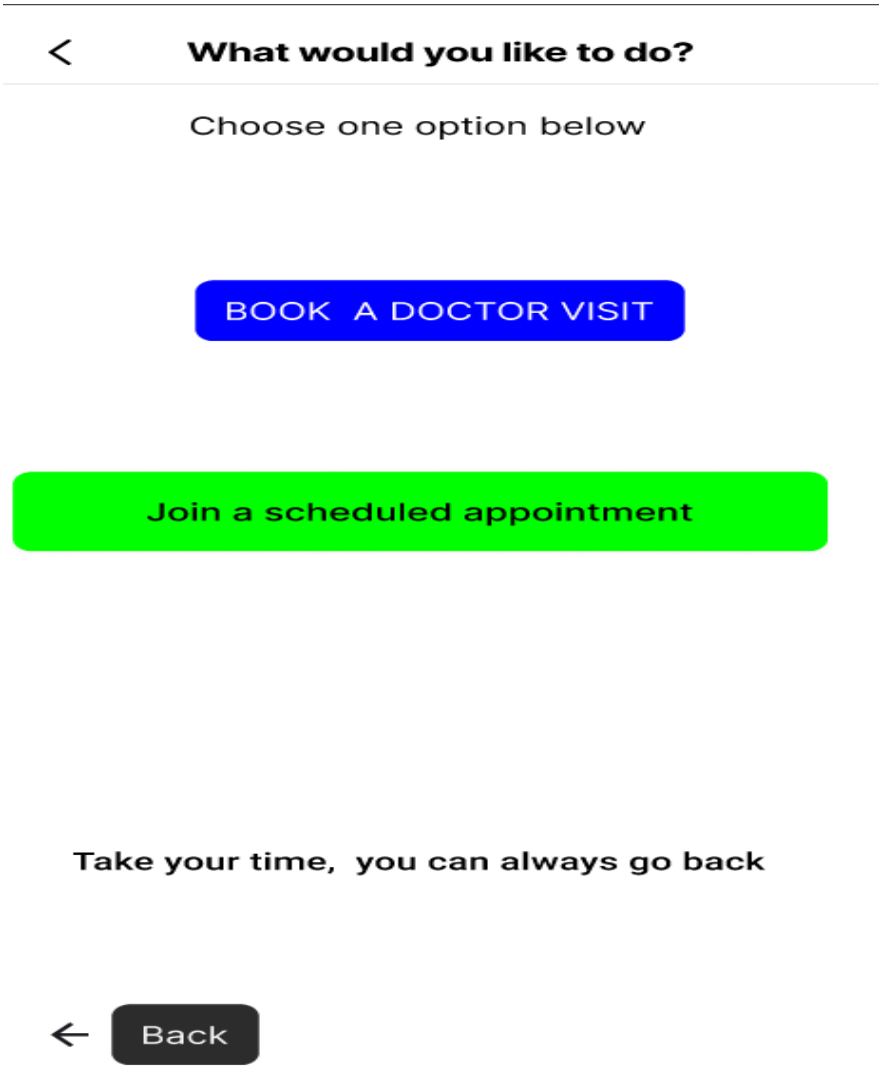

Figure 2: Choose an action

Choose Doctor

Doctors are displayed using simple cards that show the doctor's name, specialty, and availability. The layout avoids filters and complex sorting to reduce decision fatigue.

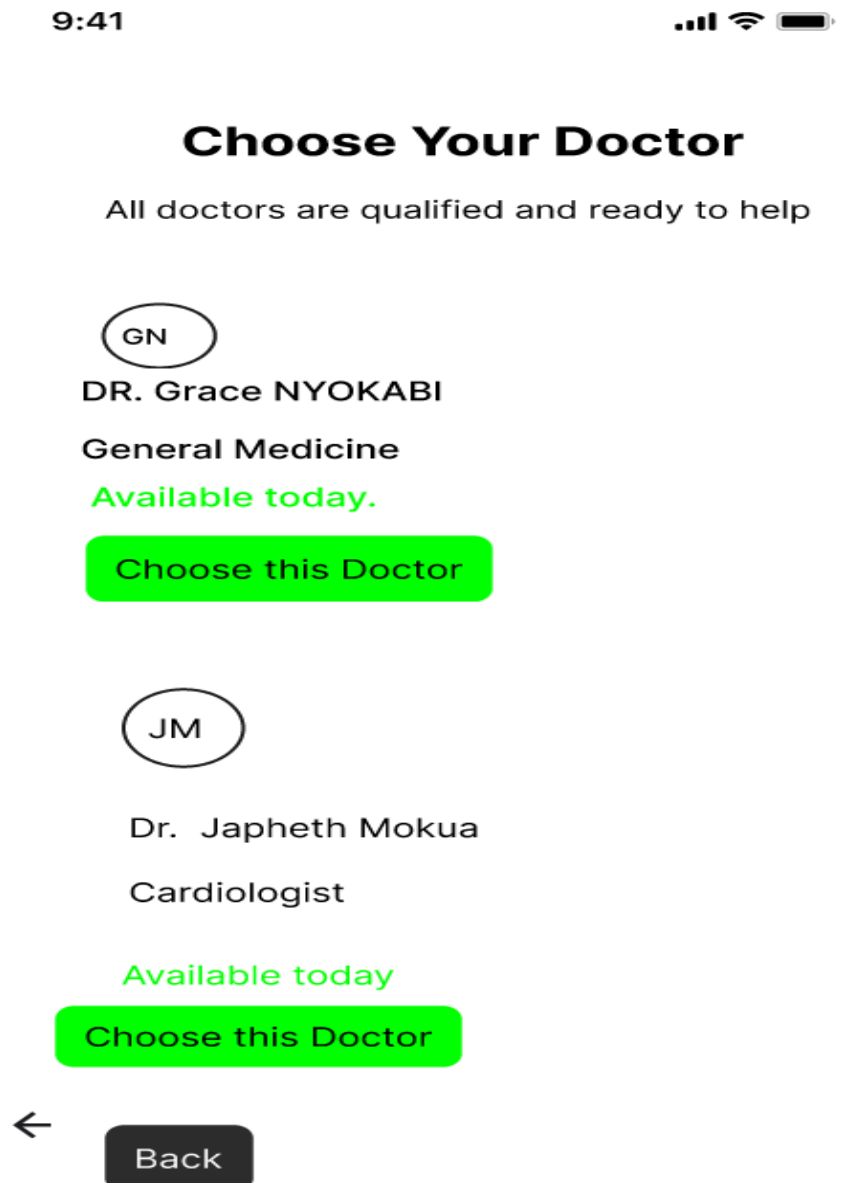

Figure 3: Choose Doctor

Choose Date & Time

Date and time options are shown as large, clearly labeled buttons. Reassuring copy reminds users that appointments can be changed later.

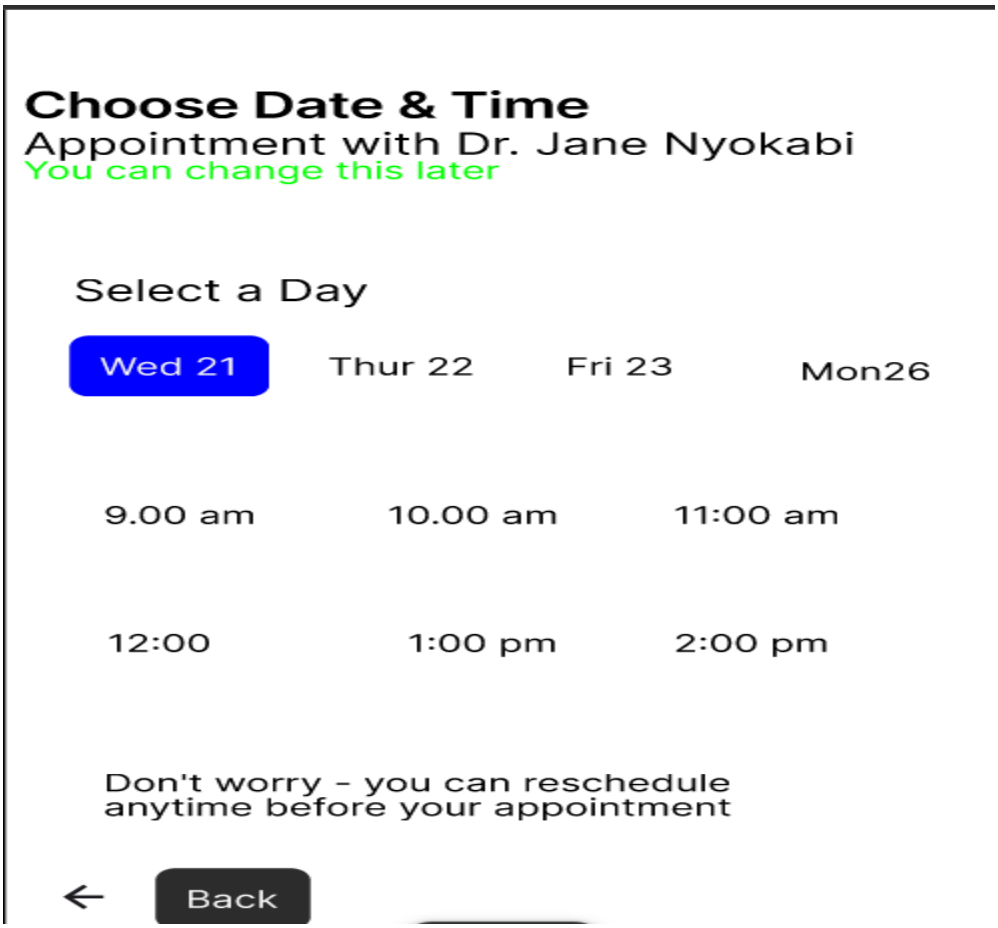

Figure 4 : Choose Date and Time

Confirm Appointment

Before confirming, users see a clear summary of their appointment details, with the option to change anything if needed.

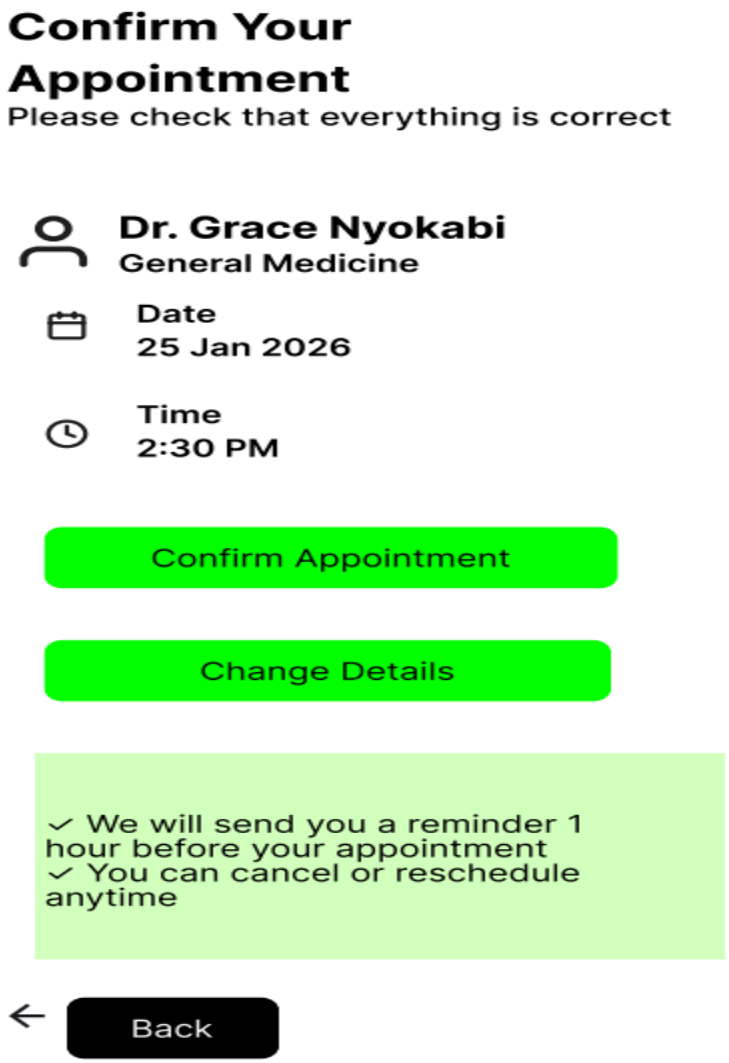

Figure 5: Confirm Appointment

Join Call

When the appointment is starting, users see a countdown and a large **Join Call** button. This reduces uncertainty and prepares them for the consultation.

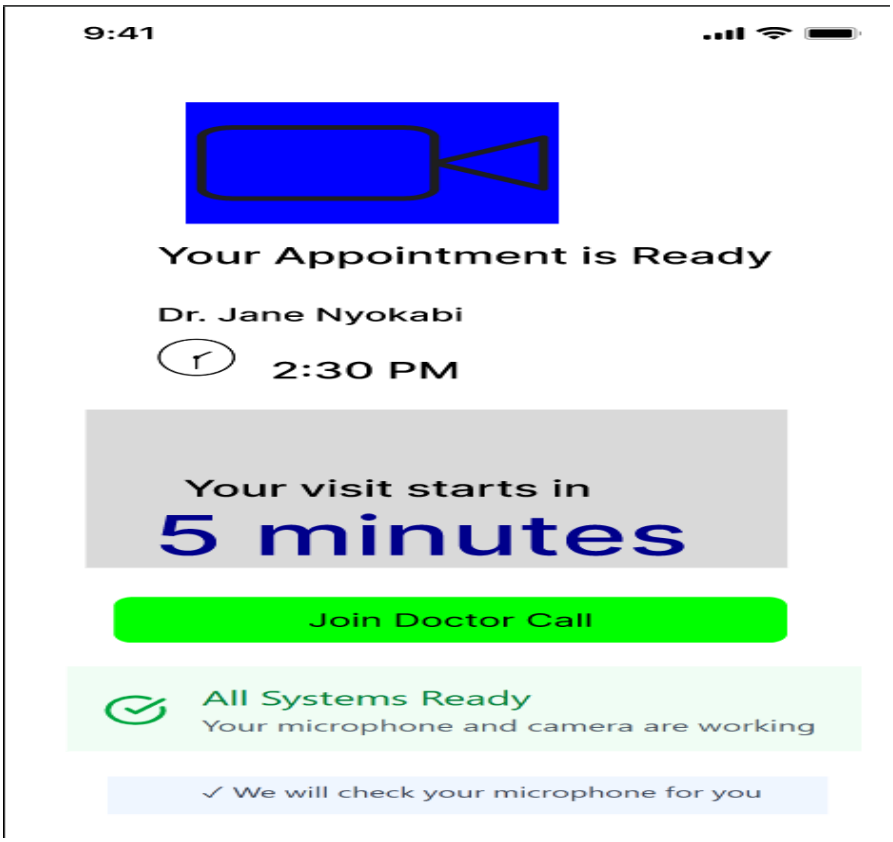

Figure 6 : Join Call

Video Call

The video call screen is intentionally minimal, showing only essential controls such as mute, end call, and call help.

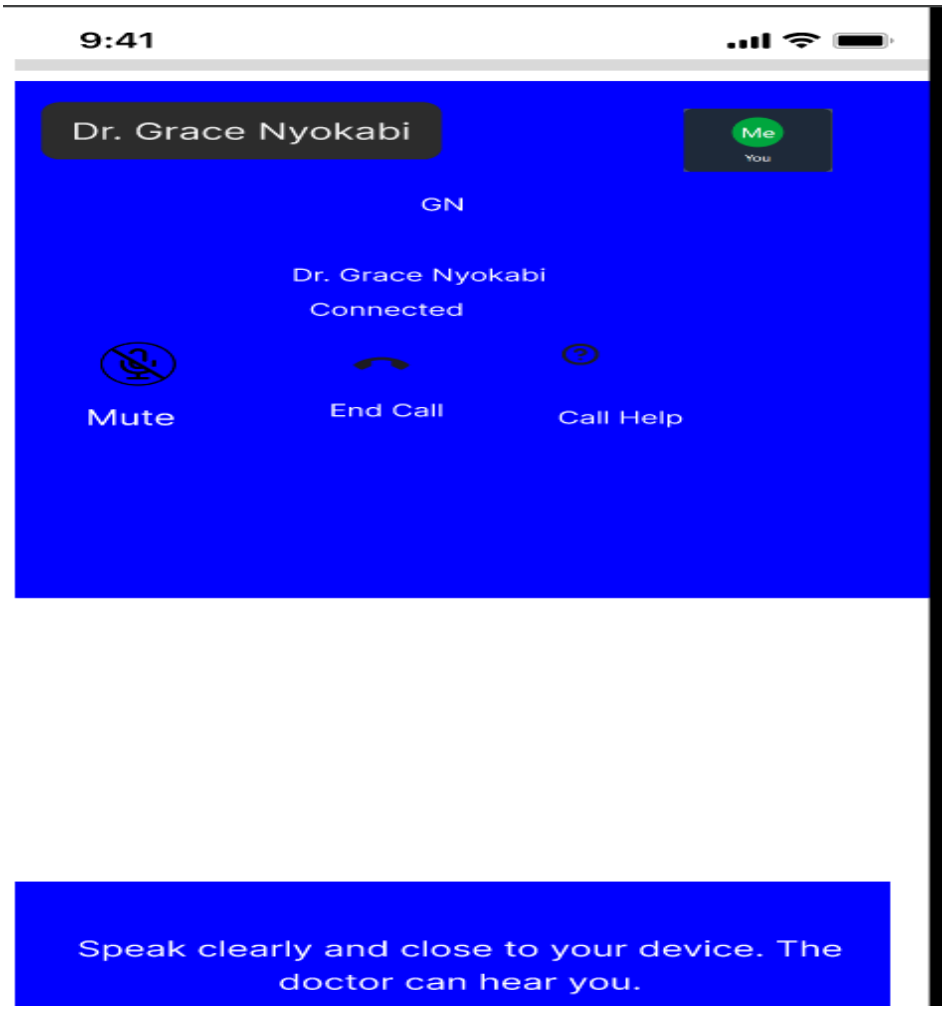

Figure 7 : Video Call

Visit Summary

After the consultation, users receive a clear summary of what the doctor said, medication instructions, and next steps. This information is saved automatically to their health records.

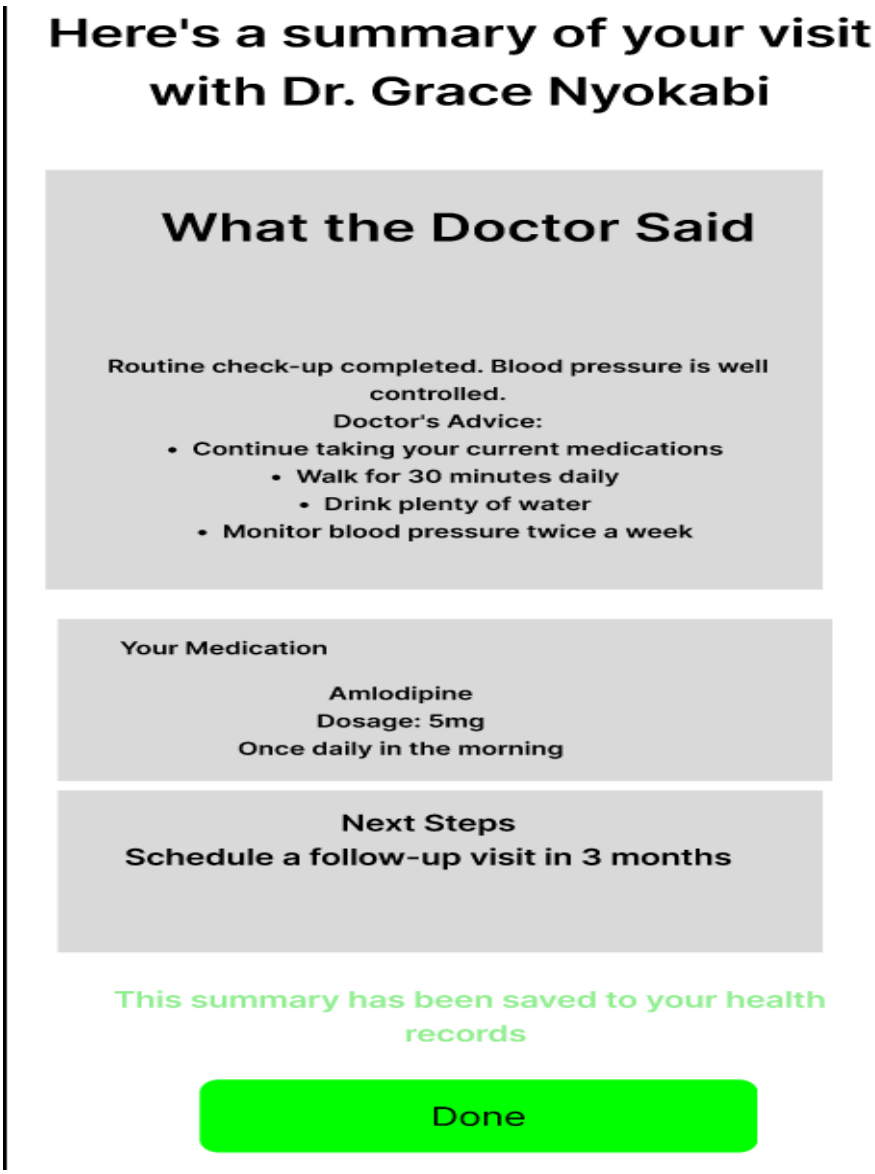

Figure 8: Call Summary

High-Fidelity Prototype

I created a fully interactive high-fidelity prototype in Figma that demonstrates the complete journey from booking an appointment to reviewing the visit summary.

The prototype allows reviewers to experience the flow exactly as an elderly user would.

View Interactive Prototype

Telehealth

Validation & Testing Plan

To assess whether the product meets market needs, I would validate it through:

Usability Testing

- Ask elderly users to complete the task: *"Book and attend a doctor visit"*
- Measure task completion rate and time taken
- Observe confusion points or hesitation

Accessibility Checks

- Text size and contrast testing
- Button spacing for easy tapping
- Language clarity review

Success Metrics

- Users complete bookings without assistance
- Reduced errors during scheduling
- Increased confidence using the app independently

Reflection & Next Steps

This project highlighted the importance of designing with empathy and restraint. By intentionally removing complexity and slowing down the experience, I was able to create a telehealth platform that feels calm, supportive, and accessible for elderly users.

Next Steps

- Voice-guided navigation
- Caregiver access mode
- Support for local languages
- SMS appointment reminders

Conclusion

- TeleHealth demonstrates how thoughtful, elderly-first design can make digital healthcare more accessible in Kenya. By focusing on simplicity, reassurance, and clarity, the platform empowers elderly users to take control of their healthcare with confidence.