

Project Title

Mediconnect – Your Smart Doctor Appointment App

Introduction

The Healthcare industry is growing at an exponential rate since the outbreak of COVID -19 and technological development is accelerating the transformation of the healthcare industry. But sometimes, getting a doctor's appointment, waiting in a long queue in a doctors' clinic can make us frustrated. With technology reaching our hands in the form of mobile phones, tablets, it will also be easier and convenient if everybody is able to consult doctors online. As a part of Google's UX Design Professional Certification, I took this project and designed a Doctor's appointment booking app to overcome these challenges.

Project Overview:

Quick .Care is a mobile health app focused on helping users find and book medical appointments quickly and easily. The app provides real-time slot availability based on location, doctor specialty, date, and preferred time, minimizing booking friction and maximizing accessibility. View in [Figma](#)

Problem Statement:

In today's fast-paced environment, patients often struggle with the inconvenience and inefficiency of booking doctor appointments. Many existing platforms involve complex interfaces, lack real-time slot visibility, or fail to provide immediate alternatives when slots are unavailable. This leads to user frustration, delayed care, and missed medical attention. There is a need for a streamlined, user-friendly solution that allows patients to easily select their location, preferred doctor specialty, and time slot—while offering instant confirmation or smart rescheduling prompts if their choice is unavailable.

Objective:

To design a seamless and intuitive booking flow where users can effortlessly schedule appointments by selecting their location, desired medical specialty, and preferred time slot. The app ensures confirmation if the slot is available—or smartly prompts the user to pick an alternate time if not.

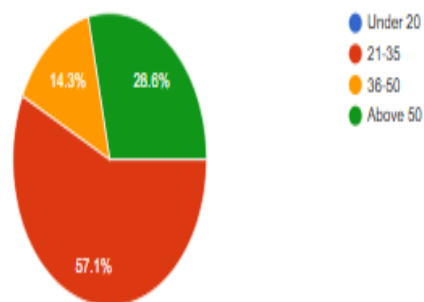
Target Audience:

Patients aged 20–90 in urban and suburban areas seeking quick, convenient, and reliable doctor appointments—especially useful for working professionals, parents, and patients managing recurring visits.

Quantitative Analysis :

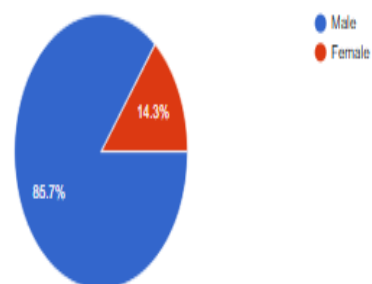
What is your age ?

7 responses



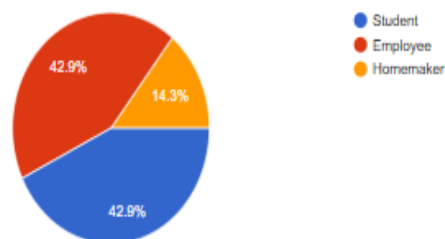
What is your gender ?

7 responses



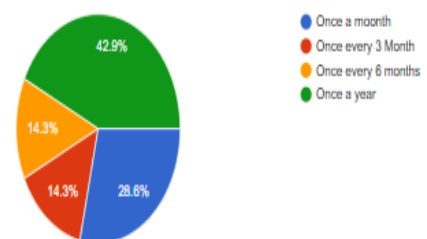
What is your current occupation ?

7 responses



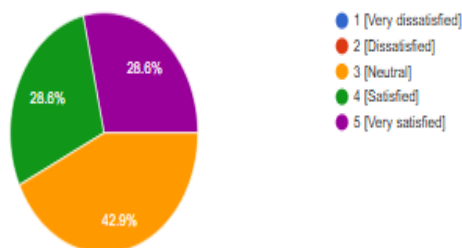
How often you visit a doctor - approximate ?

7 responses



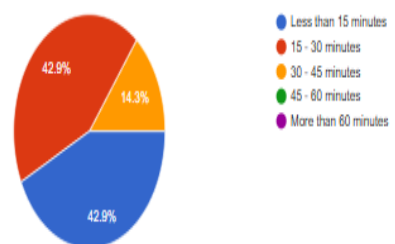
On scale of 1-5, how satisfied are you with your current method of booking doctor appointments ?

7 responses



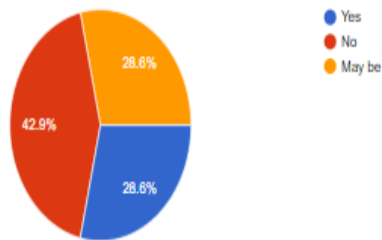
How long do you usually wait at the doctor's office past your appointment time ?

7 responses



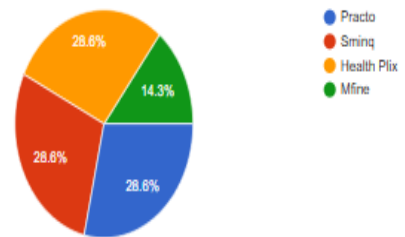
Would you want prefer an app or traditional appointment system for seamless experience ?

7 responses



Are you familier with any of these appointment booking apps ?

7 responses



Insights from Survey Data :

The quantitative data provides valuable insights into user demographics and behavior. A majority of respondents (57.1%) fall within the 36–50 age group, with 42.9% identifying as either employees or homemakers, suggesting a need for flexibility and ease in booking appointments. Interestingly, 85.7% of respondents are female, which may influence design considerations for accessibility and communication style.

In terms of visit frequency, 42.9% visit the doctor once a month, indicating a recurring need for appointment management. Despite digital solutions being available, 57.1% still rely on walk-ins, showing a gap between current tech options and user adoption. Satisfaction with existing methods varied, with 42.9% reporting a neutral experience and the rest evenly split between satisfied and very satisfied.


Waiting times remain a concern, with 42.9% typically waiting between 15–30 minutes and another 42.9% waiting less than 15 minutes. However, satisfaction with these wait times is mixed—42.9% are dissatisfied, while only 28.6% are very satisfied.

When asked about preference for using an app, only 28.6% expressed a clear interest, while 42.9% preferred traditional methods and 28.6% were undecided. Familiarity with existing apps like Practo, Sminq, Health Plix, and Mfine remains low, with only 14.3% recognizing any of them—highlighting the opportunity for a more intuitive, accessible solution that better meets user needs.

User Persona :

To design an effective and user-centered medical appointment experience, I developed a user persona based on common healthcare seekers. This persona reflects the goals, frustrations, and daily habits of individuals who frequently book doctor appointments, helping to ensure the app meets real-world needs in a healthcare context.

User persona 1



About

Passionate about technology, avid reader, and aspiring entrepreneur. Dedicated to lifelong learning and making a positive impact in the world.

Goals & Needs

1. Advance career in technology.
2. Complete a professional certification.
3. Launch a successful business venture.
4. Improve financial stability and savings.
5. Safe and comfortable living environment.
6. Access to information and learning resources.
7. Opportunities for professional development.
8. Time management and productivity tools or strategies.

Motivations

Tunde is motivated through its creative streak, opportunity to express himself through his work or projects could be motivating. Problem-Solving and Innovation with a drive to find solutions to challenges and innovate in his field may be a strong motivator to leave a lasting impact or contribute to a lasting legacy.

Everyday Activities

1. Read a book or explore a new topic of interest.
2. Engage in a creative pursuit (e.g., painting, writing).
3. Attend a workshop or seminar on personal development.
4. Set and track progress towards personal goals.
5. Volunteer for a cause he's passionate about.


Frustrations


- Uncertain Future: Feeling unsure about the path ahead and what steps to take next.
- Personal Setbacks: Facing obstacles or setbacks in pursuing personal goals and aspirations.
- Health Issues or Concerns: Dealing with physical or mental health challenges that affect his well-being.
- Work-Life Imbalance: Struggling to find a healthy equilibrium between professional and personal life.
- Financial Constraints: Facing difficulties in meeting financial goals or dealing with unexpected expenses.
- Lack of Recognition: Not receiving acknowledgment or appreciation for his efforts and contributions.


Device Usage


- Desktop
- Social Media
- Mobile
- Tech-Know-How

Persona's Information

**Age**
26 years

**Location**
No. 20 Opposite Omolaso College, kale, New jersey

**Marital Status**
Married


**Occupation**
Teacher and Public Speaker

This user is a busy professional and lifelong learner who values efficiency, convenience, and personal well-being. She needs a simple, reliable way to manage medical appointments without disrupting her schedule. This user is a high-performing professional who juggles work, learning, and wellness goals daily. She prioritizes tools that help her stay organized and efficient, with minimal effort. Time is her most valuable asset, so she seeks solutions that integrate smoothly into her routine. She prefers sleek, fast interfaces that deliver results without distractions or delays.

UI Design Considerations for This Persona:

- Quick booking with smart suggestions (e.g., based on past appointments or preferred timings).
- Calendar sync and timely reminders to prevent missed or conflicting appointments.
- Clean, responsive design that works equally well on desktop and mobile.
- Option for instant rescheduling or cancellation without going through complex menus.
- Dashboard overview of upcoming and past appointments for quick reference.

User Persona 2



About

I'm a lifelong musician with a heart full of melodies and decades of experience performing, teaching, and composing music. Now in my golden years, I find joy in mentoring young artists, playing for local gatherings, and keeping the spirit of music alive in everyday life.

Everyday Activities

1. She begins her day with gentle stretches, sipping tea as soft music plays in the background. Her mornings are filled with piano practice, vocal warm-ups, and revisiting her old compositions. Afternoons are often spent mentoring young musicians, offering wisdom from her years on stage. Evenings bring quiet reflection, a bit of reading, and favorite jazz pieces to end the day peacefully.


Goals & Needs


1. She hopes to preserve and pass on her musical legacy to younger generations. Creating a collection of original compositions is a dream she still nurtures. She wants to stay active in her community through music and meaningful teaching. Most of all, she aims to keep music a daily, joyful part of her life.


Frustrations


- Arthritis in her fingers sometimes makes playing difficult, slowing her once-fluid technique. She struggles with modern music tech, often needing help navigating online tools and platforms. Opportunities to perform are rare, and she sometimes feels sidelined in a youth-driven industry. Moments of loneliness or nostalgia creep in, as she misses the energy of past musical days.

Persona's Information

**Age**
89 years

**Occupation**
Musician

**Location**
Ijania building, 3 floor, Kwarka town, Sadro, Brazil

**Marital Status**
Married

Motivations

Music is her lifelong passion—it gives her purpose, identity, and joy. The desire to inspire and mentor young musicians drives her each day. She finds comfort and emotional healing through playing and composing. Leaving behind a meaningful artistic legacy is what truly motivates her.

Device Usage

- Desktop
- Social Media
- Mobile

This user is a senior musician who values independence, creativity, and ease in daily routines. She needs a simple, accessible way to book doctor appointments that accommodates her limited mobility and low tech comfort. She prefers intuitive, stress-free solutions that don't require complex navigation. Due to her limited mobility and low comfort with technology, she avoids overly digital or fast-paced tools. Her ideal experience is calm, clear, and supportive—allowing her to focus on her health without tech frustration.

UI Design Considerations for This Persona:

- Large, readable text and buttons for easy touch access and visibility.
- Minimal steps to complete tasks—focus on a linear, uncluttered flow.
- Voice assistance or audio cues for accessibility, especially if visual focus is low.
- Consistent, familiar icons and simple language to reduce cognitive load.
- Option to save preferences (like favorite doctor or time) to speed up repeat bookings.

User Story :



User Story 1: Booking an Appointment

The user wants to easily search and book an appointment with a doctor.
This helps them receive timely medical consultation at their convenience.

User Story 2: Viewing Appointment Details

The user wants to view upcoming appointment details clearly.
This ensures they are informed and prepared for the visit.

User Story 3: Rescheduling an Appointment

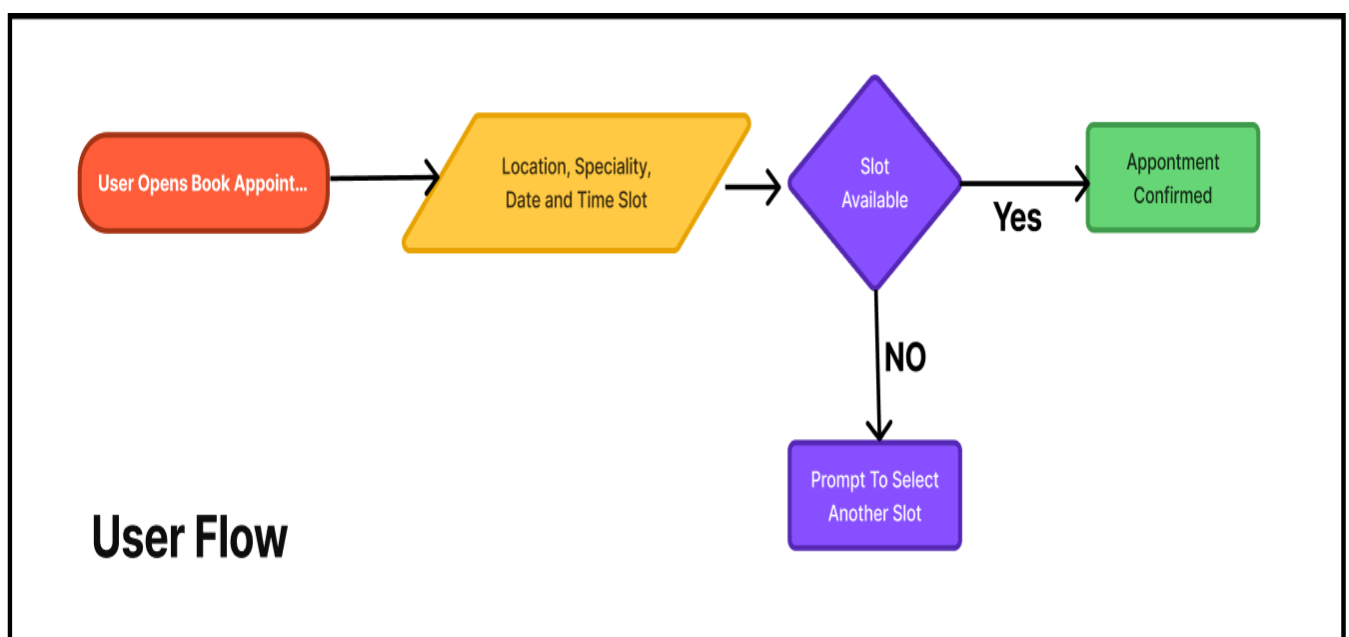
The user wants the option to reschedule appointments easily.
This allows flexibility in selecting a more suitable time slot.

User Story 4: Cancelling an Appointment

The user wants to cancel an appointment when plans change.
This frees up their schedule and informs the doctor in time.

Core User Flow:

1. User opens the Book Appointment section
2. Selects Location, Specialty, Date, and Preferred Time Slot
3. App checks real-time slot availability
4. If slot is available → Appointment is confirmed
5. If slot is not available → User is prompted to select another slot



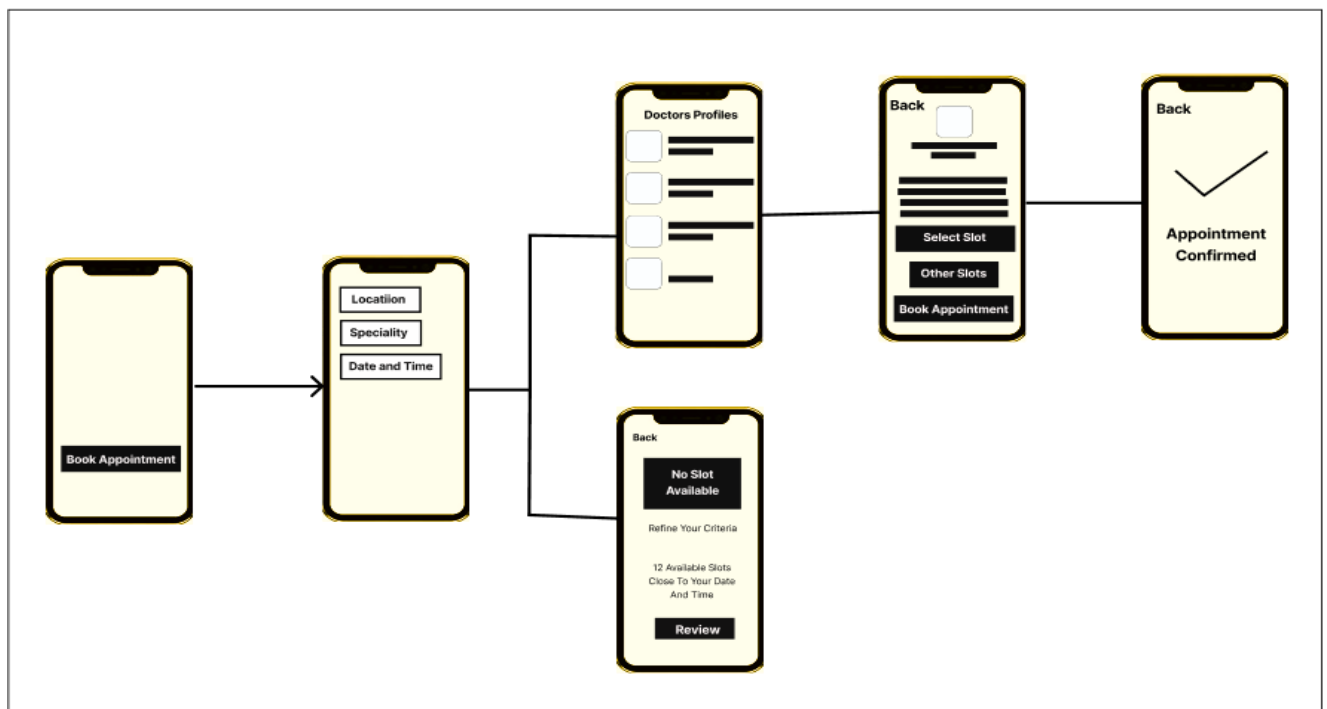
Key Features:

- Smart search filters (location, specialty, doctor rating)
- Real-time slot availability with instant feedback
- Appointment confirmation and calendar sync
- Alternate slot suggestions with waitlist options
- Notifications and reminders for upcoming visits

Iterations:

In Iteration 1, the user flow focuses on booking an appointment through a clear step-by-step interface. The process starts with selecting location, speciality, and preferred time. If slots are available, the user proceeds to confirmation; if not, alternate suggestions are shown. This version prioritizes functionality and decision clarity for smooth first-time usage.

Iteration 1 – Booking an Appointment



This is the first design iteration of the appointment booking flow. The process is simple and linear, guiding the user step by step through the key stages:

1. This is the first design iteration of the appointment booking flow. The process is simple and linear, guiding Screen:
The user lands on a clean screen with a single prominent CTA button: Book Appointment encouraging straightforward navigation.
2. **Filter Selection:**
The user selects Location, Specialty, and Date & Time as basic input criteria for finding suitable doctors.
3. **Doctor Profiles List:**
Based on the criteria, the app displays a list of available doctor profiles, allowing users to browse and choose one that fits their needs.
4. **Doctor Detail & Slot Selection:**
After selecting a doctor, the user views detailed information along with the option to select a time slot or check for other slots. A “Book Appointment” button is clearly visible for final confirmation.
5. **Appointment Confirmation:**
If the selected slot is available, the user sees a confirmation screen with a success message: Appointment Confirmed.
6. **Alternate Flow – No Slot Available:**
If the chosen time slot is unavailable, the app informs the user with a No Slot Available message and offers 12 alternate time slots. The user can refine their criteria or hit Review to select from the suggested options.

Learnings :

Through this project, I learned the importance of designing intuitive flows that accommodate users of varying digital literacy, especially elderly users or those with limited tech experience. Iterative prototyping helped identify pain points early, such as confusion around unavailable slots and the need for alternative suggestions. The balance between simplicity and functionality proved crucial in healthcare UX. Given more time, I would conduct more usability testing with real users across age groups and refine accessibility for vision or motor-impaired individuals.

Conclusion :

- Designed a user-friendly app that simplifies the process of booking doctor appointments.
- Streamlined the user flow to minimize steps and reduce booking friction.
- Provided clear feedback and alternatives when preferred slots are unavailable.
- Ensured the design is accessible and usable for a wide range of users, including the elderly.
- Created a scalable foundation for integrating future healthcare features like teleconsultation and medical records.