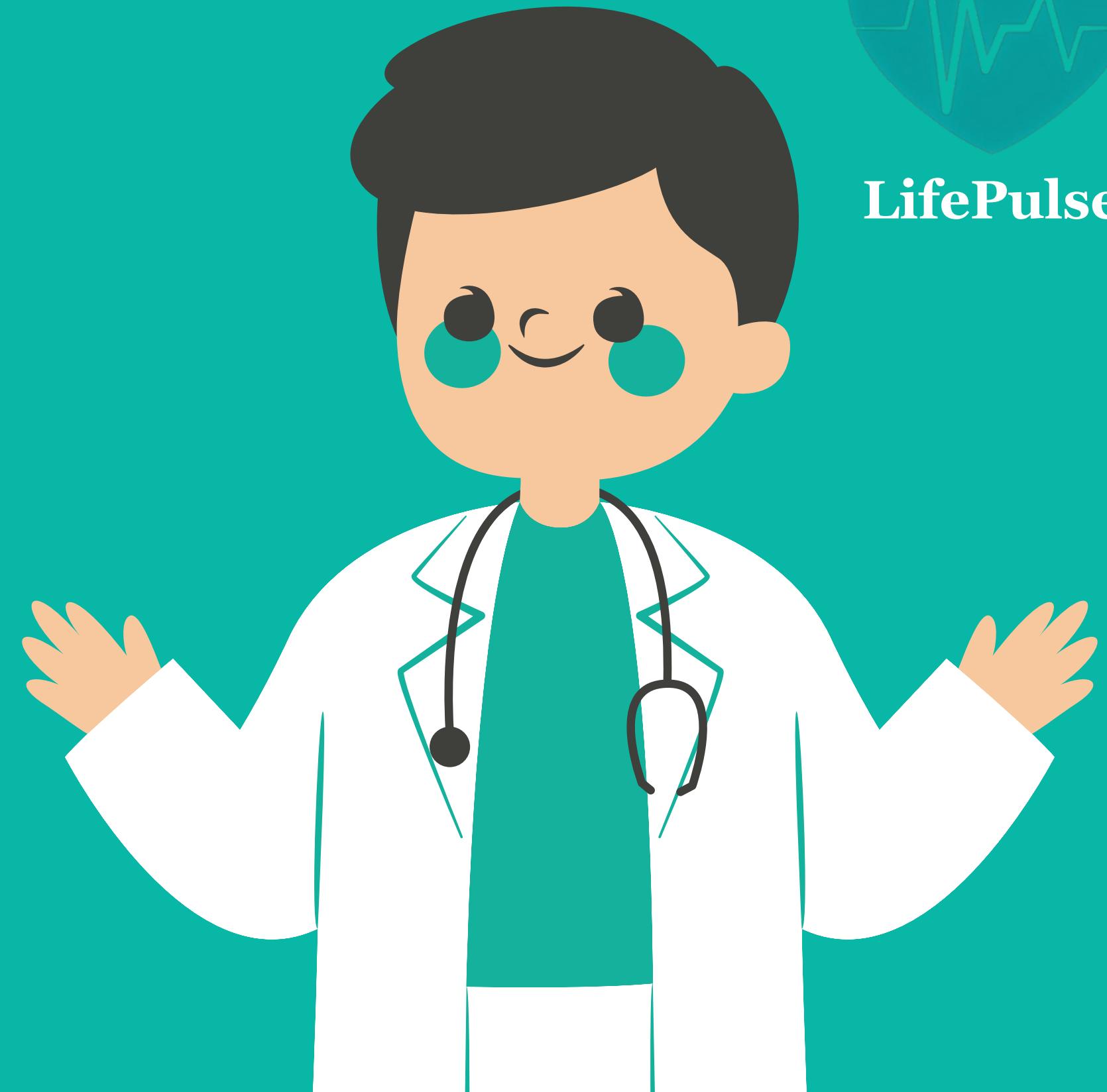


USER CENTRIC DESIGN

FOR HEALTHCARE APP

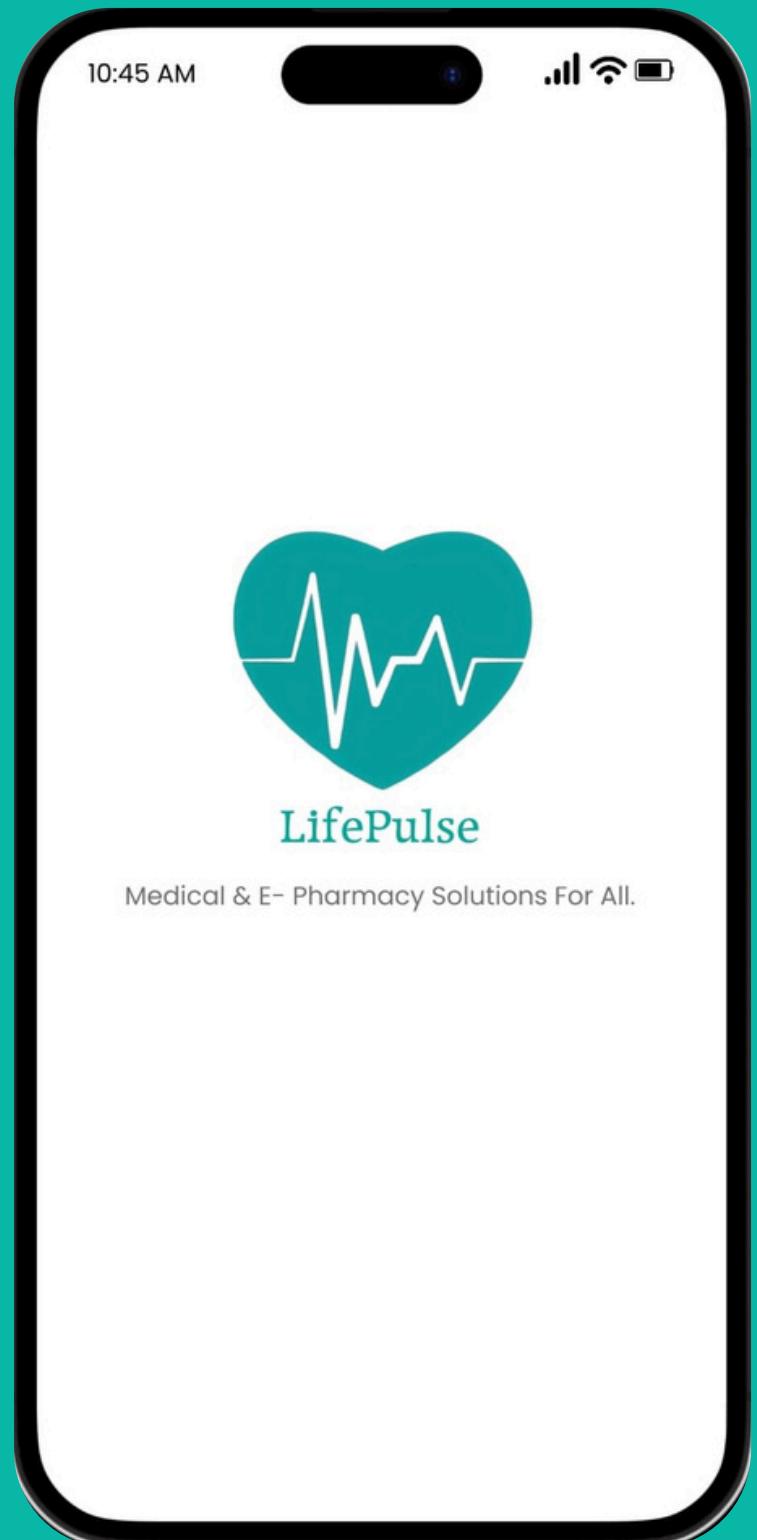


PROJECT OVERVIEW

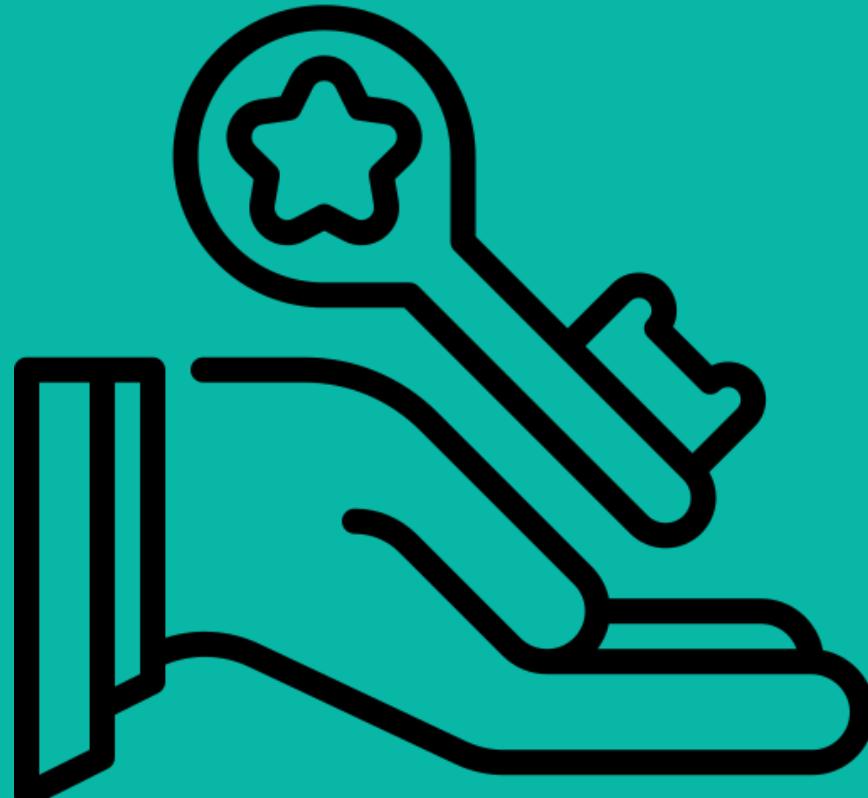
The Healthcare Companion App is a user-friendly platform designed to streamline medical services, making healthcare more accessible and efficient. The app offers a seamless experience for users to manage their health records, find nearby clinics and pharmacies, book doctor appointments, and track wellness metrics.

By integrating features such as prescription scanning, online medicine shopping, and wellness monitoring, the app ensures that users have all essential healthcare services at their fingertips.

This all-in-one healthcare solution enhances convenience, promotes proactive health management, and bridges the gap between patients and medical services.



KEY FEATURES



- **User Authentication:** Secure login, signup, password recovery via email.
- **Dashboard:** Centralized interface for quick access to key health services.
- **Medical Report Management:** Upload and scan prescriptions or reports.
- **Clinic & Doctor Details:** View nearby clinics with doctor profiles, addresses, and ratings.
- **Appointment Booking:** Schedule consultations with doctors based on their full profiles.
- **Wellness Tracking:** Measure heart rate, blood pressure, sleep, and calories.
- **Pharmacy Locator:** Find nearby medical stores with ratings and addresses.
- **Medicine Shopping:** Search, view details, add medicines to cart, and checkout.
- **Profile Customization:** Edit personal details and health information.
- **Additional Services:** Prescription viewing, language selection, location updates, referral rewards, wallet, notifications, and customer support.

RESEARCH



Research

Healthcare is essential for maintaining overall well-being, but challenges like limited access, long wait times, and inefficient record management often hinder effective medical care. Digital healthcare solutions bridge this gap by providing easy access to doctors, pharmacies, and medical reports. With features like online appointment booking, prescription scanning, and wellness tracking, healthcare apps empower users to take charge of their health conveniently.

Many people, especially in remote areas, struggle to find reliable medical services and manage their health data efficiently. A digital healthcare platform enhances accessibility, simplifies medical management, and encourages proactive health monitoring. By integrating technology into healthcare, we can create a more efficient, patient-centered system that benefits individuals and the medical community alike.

COMPETITOR ANALYSIS



24% OFF

1. Tata 1mg

Strengths:

- Wide range of medicines, diagnostics, and consultations
- Detailed medicine info & alternative suggestions
- User-friendly interface

Weaknesses:

- Delivery delays in some areas
- Limited specialized medicines
- Lengthy prescription verification

2. PharmEasy

Strengths:

- Extensive range of medicines, lab tests, and healthcare products
- Easy prescription upload & doorstep delivery
- Smooth order tracking & user-friendly app

Weaknesses:

- Stock availability issues
- Slow customer support during peak times
- Limited rural reach

Surveyed Audience: Individuals aged 15 and above

Questionnaire:

1. Age
2. Gender
3. Location
4. How often do you visit a doctor or healthcare facility?
5. Do you currently use any healthcare apps?
6. What healthcare features do you find most useful?
7. What is the biggest challenge you face in accessing healthcare services?
8. How do you prefer to receive health-related reminders?
9. How do you feel about sharing health data with doctors through the app?
10. What additional services would you like in a healthcare app?

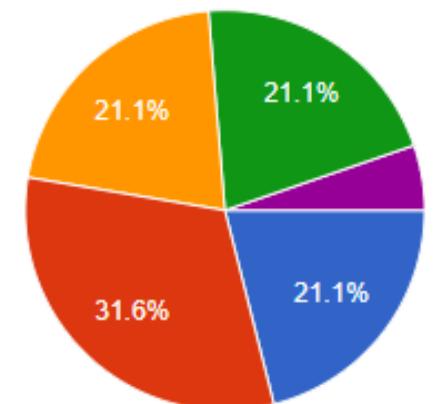
USER SURVEY



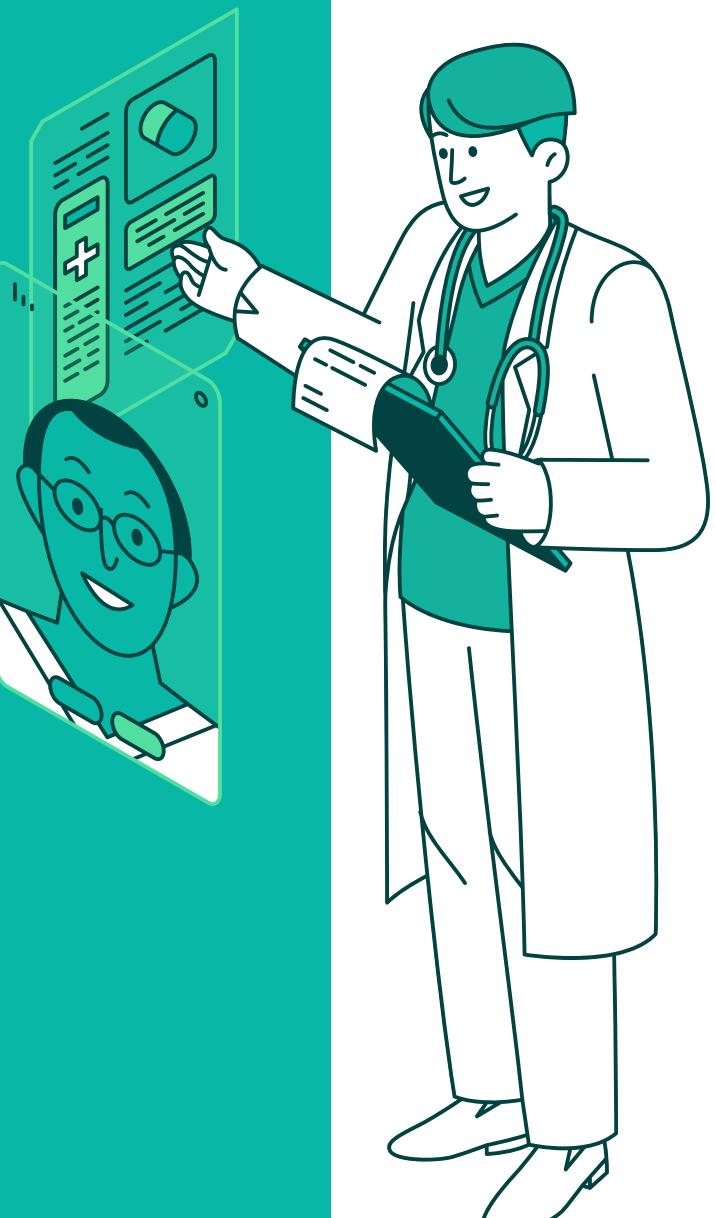
SURVEY RESULTS

How often do you visit a doctor or healthcare facility?

19 responses

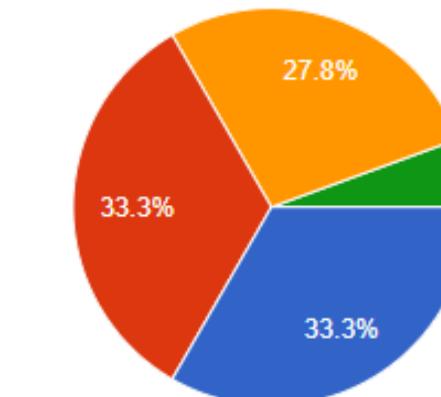


- Multiple times a day
- Once a day
- A few times a week
- Rarely
- Only when needed for specific tasks



How do you prefer to receive health or fitness recommendations?

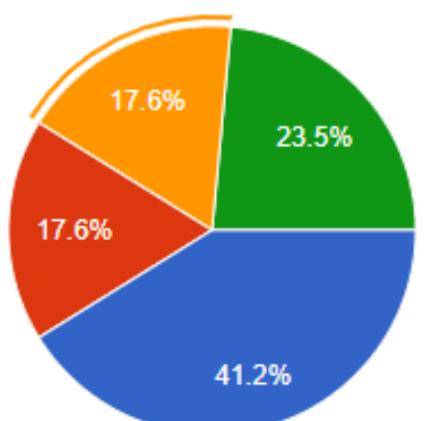
18 responses



- A) Daily reminders or tips
- B) Weekly progress reports
- C) As-needed based on my activity
- D) I don't need recommendations

What healthcare features do you find most useful?

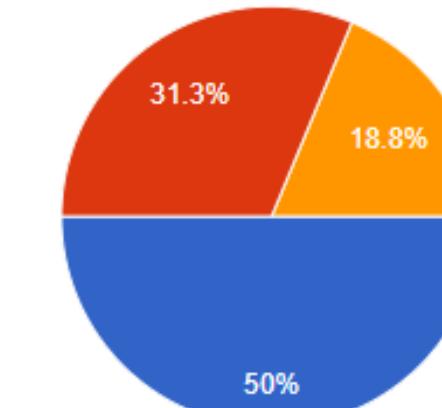
17 responses



- A) Accurate data tracking
- B) Access to medical professionals
- C) User-friendly design
- D) Integration with wearables and devices

How do you feel about sharing health data with doctors through the app?

16 responses



- A) Comfortable if it's secure
- B) Hesitant but open to trying
- C) Not comfortable at all

DESIGN STATEMENT

To address the growing need for accessible healthcare services, the app will be designed for individuals aged 15 and above, primarily in metropolitan areas. It will provide a seamless platform for users to book doctor appointments, order medicines, and manage medical records effortlessly. By integrating health tracking features, the app will enable users to monitor vital signs like heart rate, blood pressure, and sleep patterns. A user-friendly interface will ensure easy navigation, making healthcare services more accessible to all. The app will also include prescription scanning and storage, reducing dependency on physical documents. Nearby clinic and pharmacy locators will help users find trusted medical facilities with ratings and reviews. Secure data sharing with doctors will enhance personalized treatment and consultations. Health reminders and alerts will encourage proactive well-being management. By focusing on these essential design elements, the app will bridge the gap between users and medical services. Ultimately, it aims to create a digital healthcare ecosystem that promotes convenience, efficiency, and better health outcomes.



USER PERSONA

HARSH RAJWANI

AGE: 30

LOCATION: BANGALORE, INDIA

OCCUPATION: SOFTWARE ENGINEER

DEVICE PREFERENCE: ANDROID AND IOS



PROFILE

Harsh is a health-conscious individual with a hectic work schedule, seeking innovative and user-friendly solutions to maintain his physical and mental well-being. Despite being driven, his busy lifestyle often leads to irregular fitness routines and missed healthcare appointments. Harsh values reliability and accurate data in a healthcare app to help him achieve his fitness and health goals efficiently.

QUOTE

"I need a health app that seamlessly integrates into my life, helping me track my goals while providing accurate insights and support when I need it."

GOALS

- Building muscle and strength
- Improving mental health
- Monitoring chronic conditions
- Receiving accurate, actionable insights

FRUSTRATIONS

- Difficult or confusing app interfaces
- Lack of personalized recommendations
- Overwhelmed by too many notifications
- Inconsistent results or lack of visible progress

PERSONALITY

- Tech-savvy and detail-oriented
- Results-driven
- Open to trying secure, innovative tools
- Curious about new health trends

HOBBY & INTERESTS

Fitness

Exercise

Meditation

Yoga

Adventure

MOTIVATION

- Recommendations 35%
- Unique Features 25%
- User-Friendly Design 20%
- Free Access 10%
- Positive Reviews 10%

PREFERRED FEATURES

- Integration with wearables and other devices
- Medication reminders and emergency alerts

EMPATHY MAP

- I need a health app that gives me clear and actionable insights.
- I want a reliable and innovative tool to help me stay on track with my health goals.

SAYS

-
- DOES**
- Tries new health and fitness apps but often abandons them due to complexity.
 - Uses wearable devices to track fitness and health metrics.

THINKS

FEELS

- Overwhelmed by apps with too many notifications and confusing interfaces.
- Concerned about receiving reliable and accurate health insights.

AARADHYA SHARMA

AGE: 28

LOCATION: HYDERABAD, INDIA

OCCUPATION: DIVORCE LAWYER

DEVICE PREFERENCE: ANDROID AND IOS



PROFILE

Aaradhyा is a health-conscious professional juggling a demanding job with personal fitness goals. She is highly motivated to maintain a balance between her mental and physical health, often seeking apps that provide personalized recommendations. Aaradhyा prefers an app that simplifies health tracking and integrates seamlessly into her daily routine while providing a user-friendly interface.

QUOTE

"I want an app that not only keeps me on track with my health goals but also offers reliable advice and fits into my busy schedule without overwhelming me."

GOALS

- Improving mental health and mindfulness
- Monitoring chronic health conditions
- Accessing personalized fitness recommendations
- Maintaining a consistent workout routine

FRUSTRATIONS

- Lack of time for extensive app usage
- Over-complicated or cluttered interfaces
- Irrelevant or excessive notifications
- Difficulty finding trustworthy health advice

PERSONALITY

- Organized and goal-oriented
- Open to innovative and secure solutions
- Prioritizes simplicity and functionality
- Curious about wellness and fitness trends

HOBBY & INTERESTS

Walking

Healthy Cooking

Meditation

Workouts

Dance Fitness

MOTIVATION

- Recommendations 20%
- Unique Features 30%
- User-Friendly Design 25%
- Free Access 15%
- Positive Reviews 10%

PREFERRED FEATURES

- Nutrition and Meal Planning Guides
- Women-Specific Health Education

EMPATHY MAP

- I need a health app that fits into my schedule, not one that adds stress.
- I don't have time for a complicated interface—I need something simple and effective.

SAYS

-
- DOES**
- Tries different health apps but abandons those with cluttered interfaces.
 - Seeks balance between physical fitness and mental well-being.

THINKS

FEELS

- Motivated to maintain a consistent workout and mindfulness routine.
- Concerned about finding trustworthy health advice.

MOOD BOARD

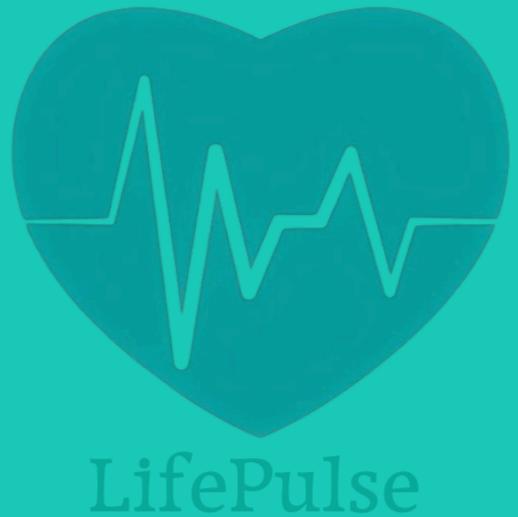
Button style

Button

Button

Button

Logo - on white



Logo - on Dark



content style

Why health care ?

Healthcare is at the heart of every thriving community, ensuring that individuals receive compassionate, timely, and effective care. It combines cutting-edge technology with a human touch, promoting not only the treatment of illnesses but also the prevention of disease and the overall well-being of society.

Treatment
Healing
Accessibility

Innovation
Wellness

COLOR PALETTE



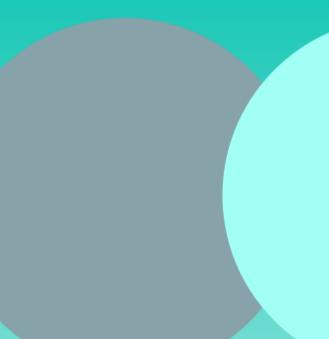
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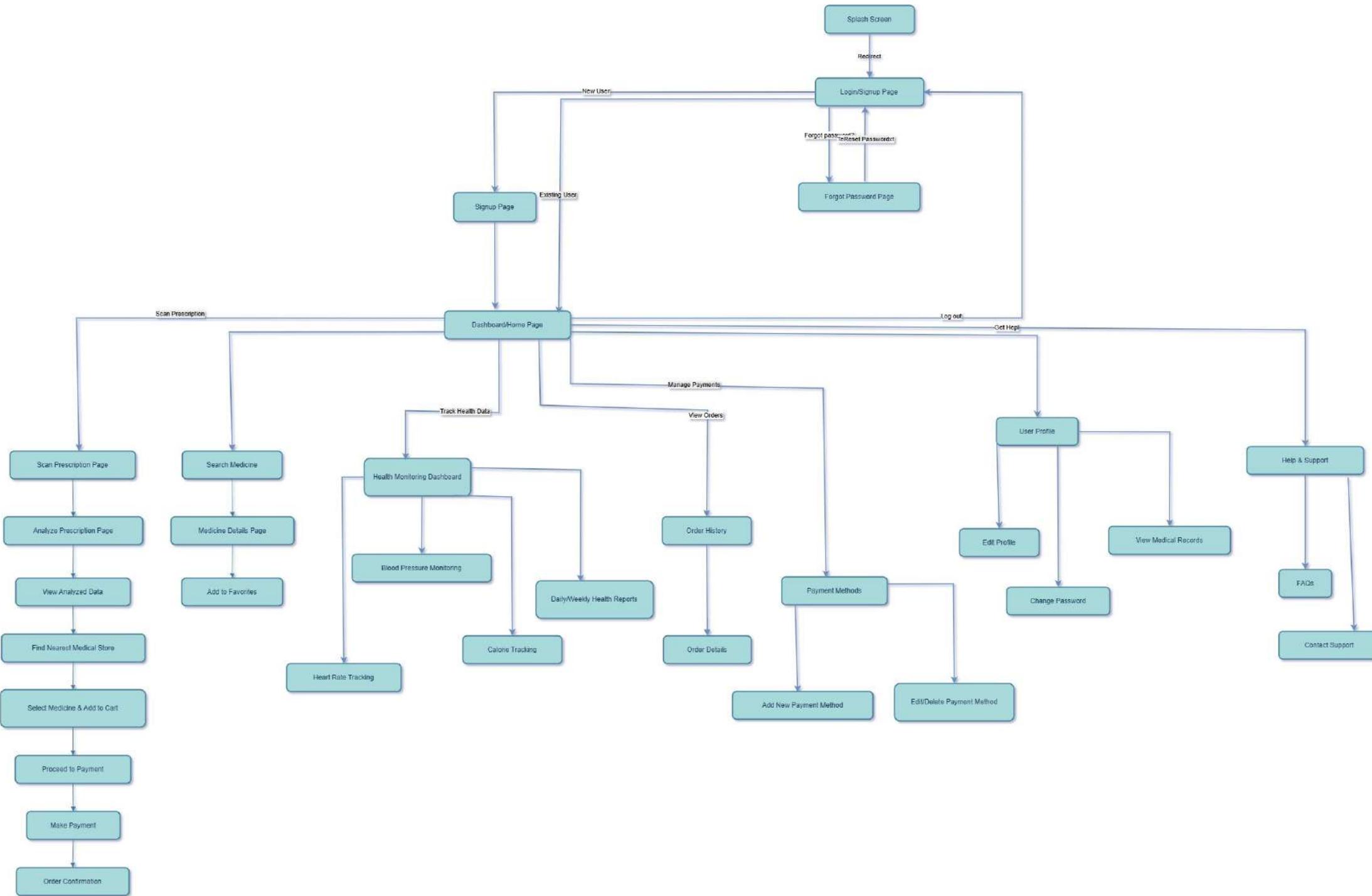


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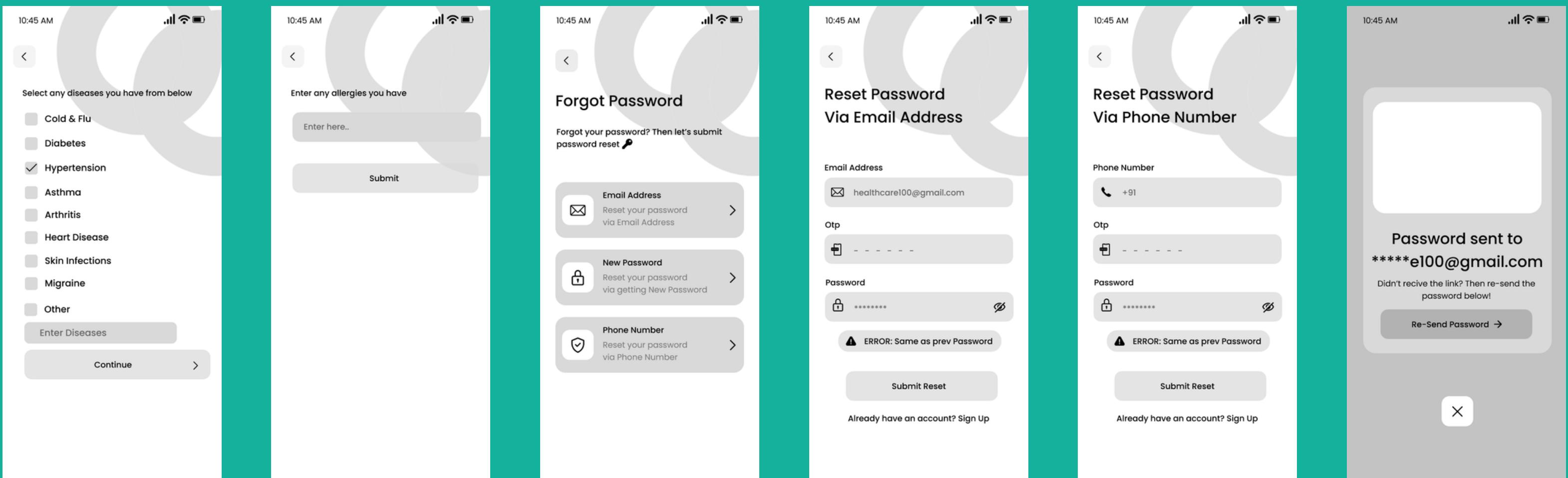
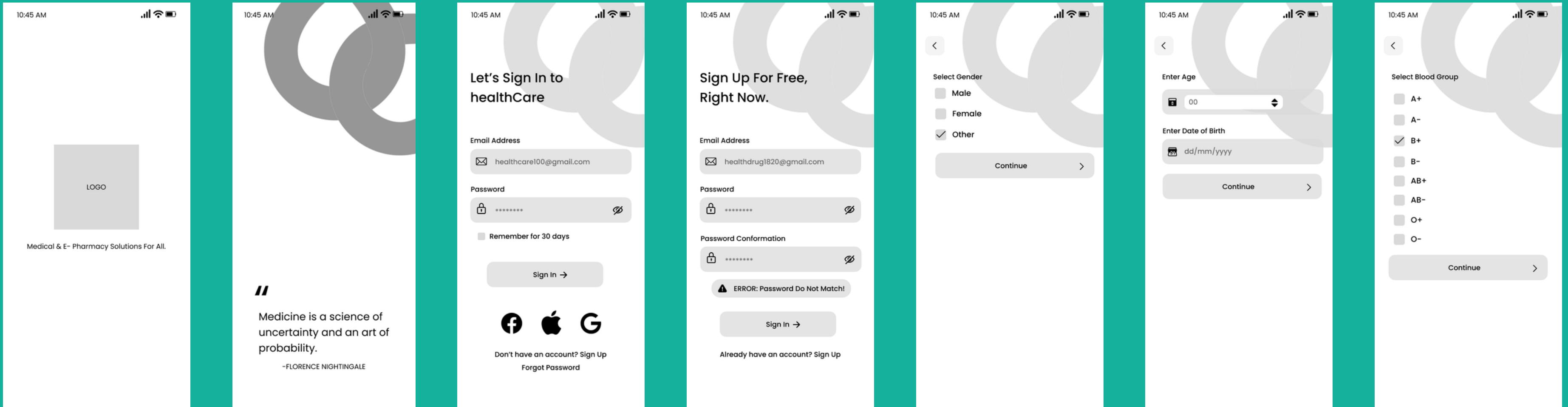
Mood Board

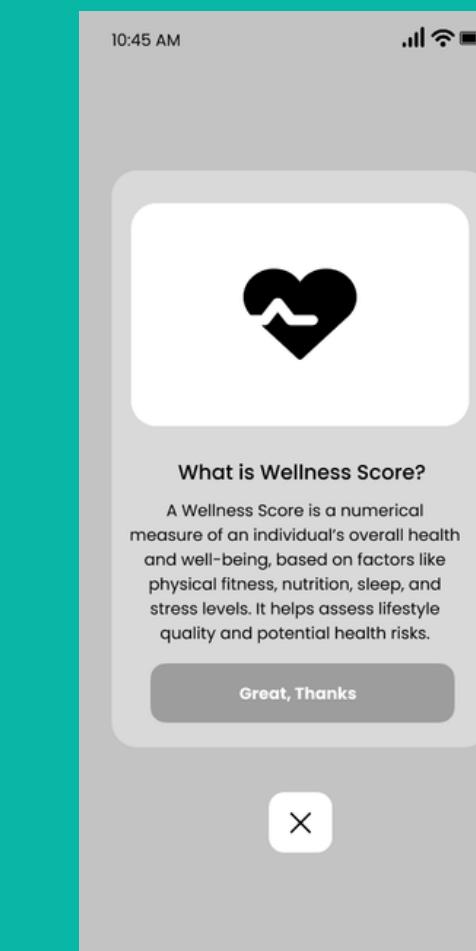
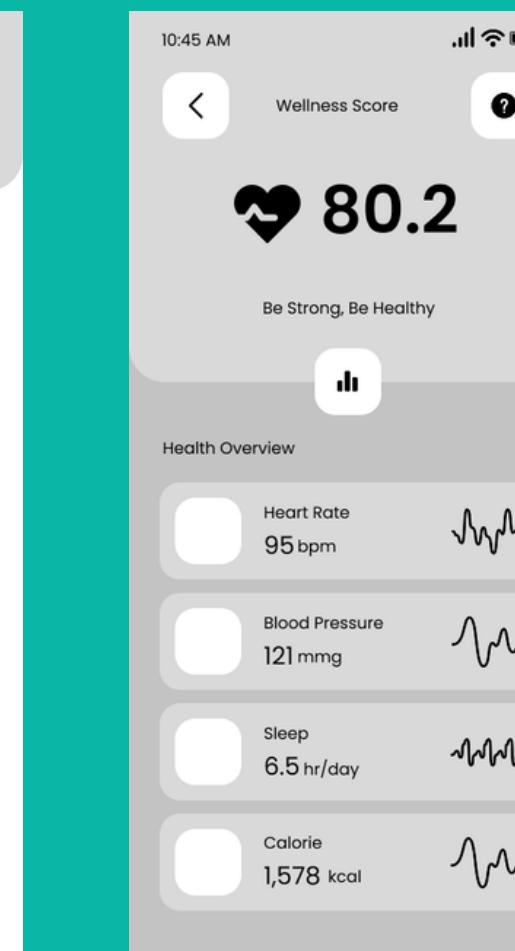
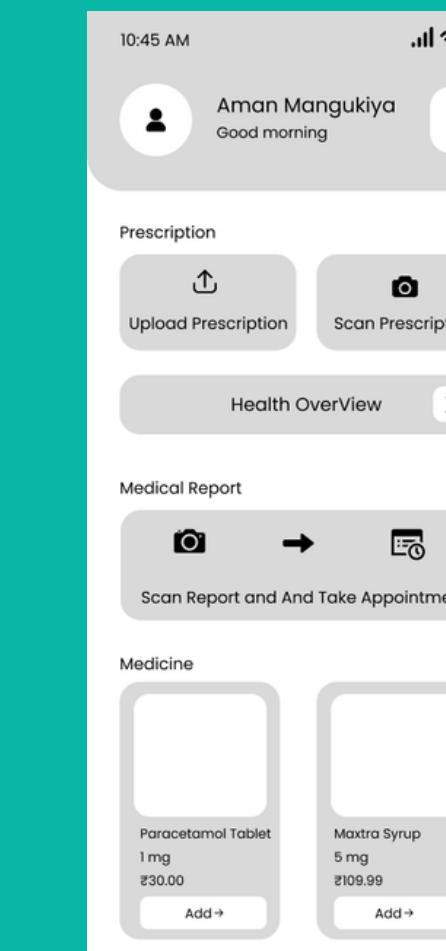
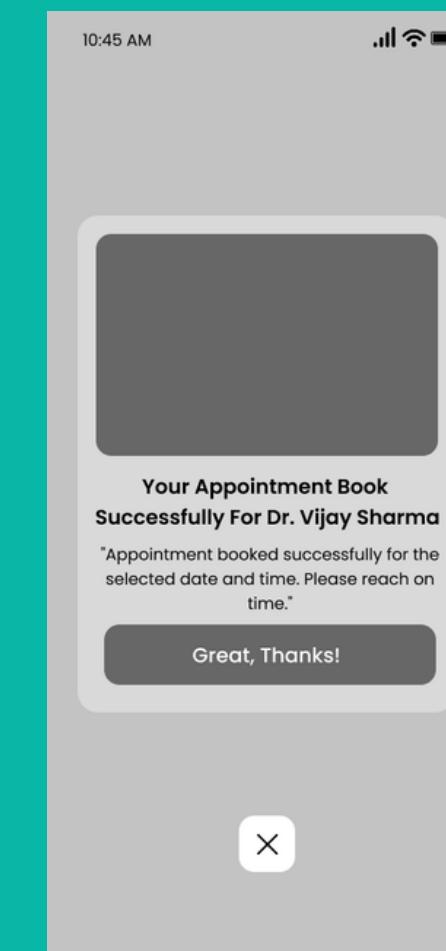
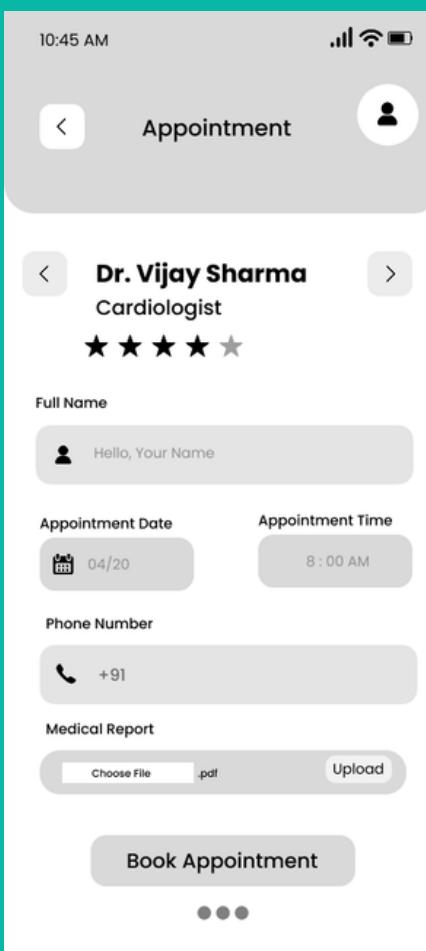
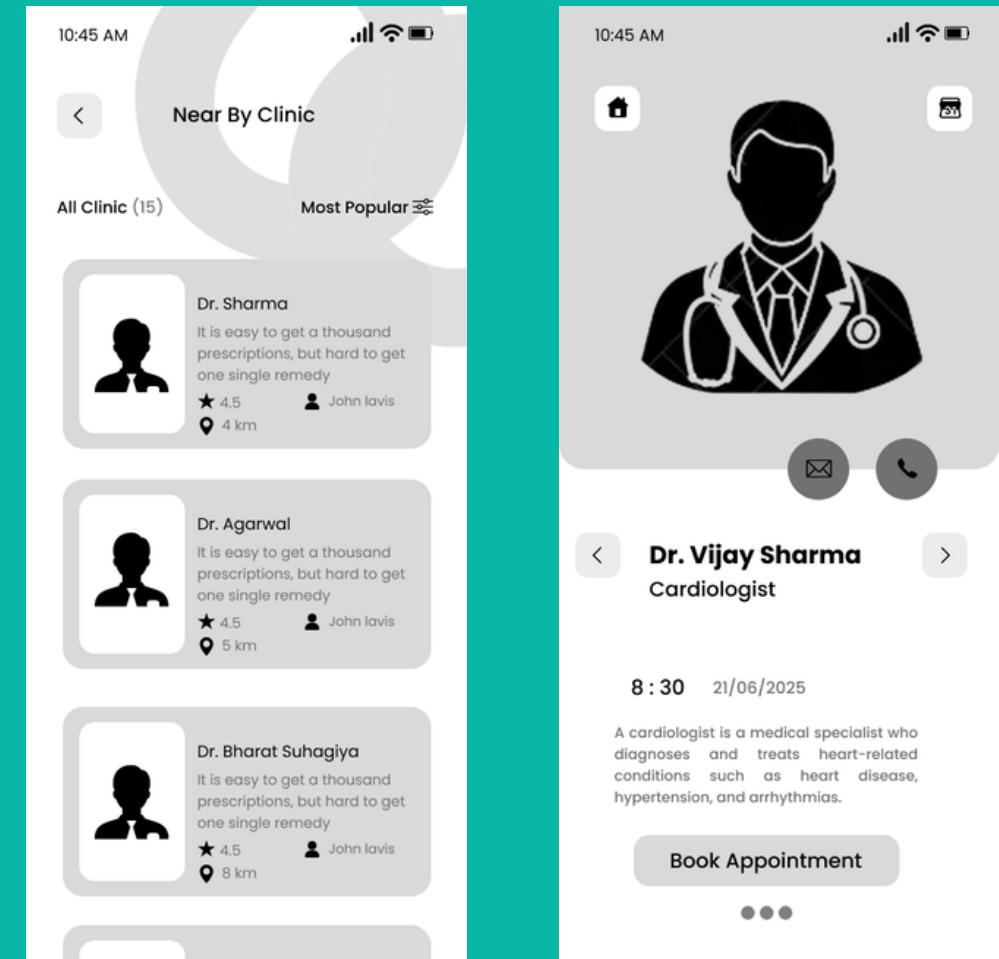
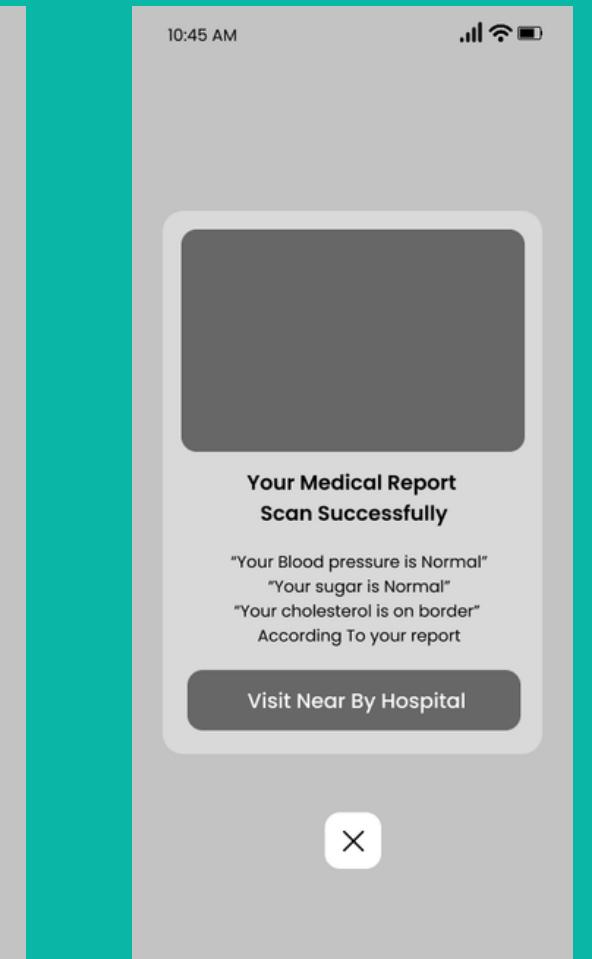
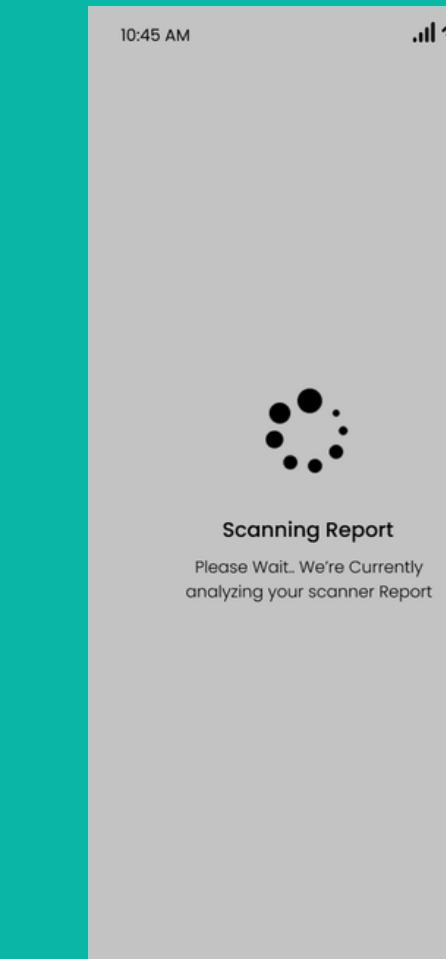
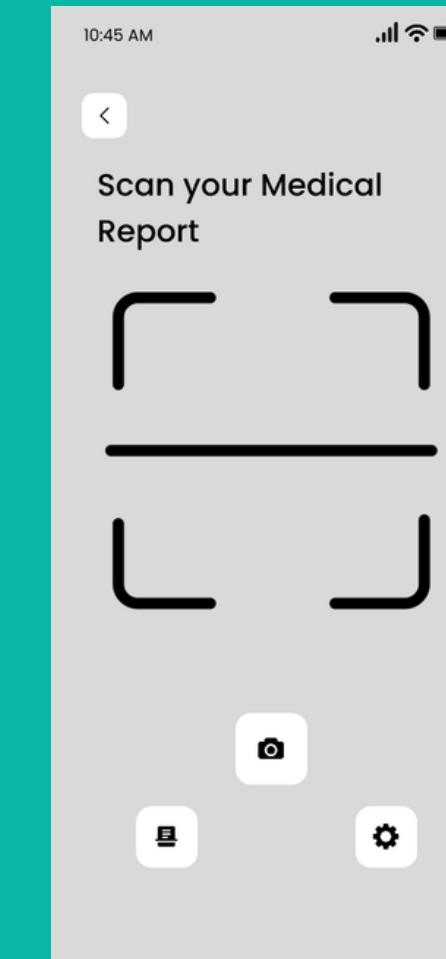
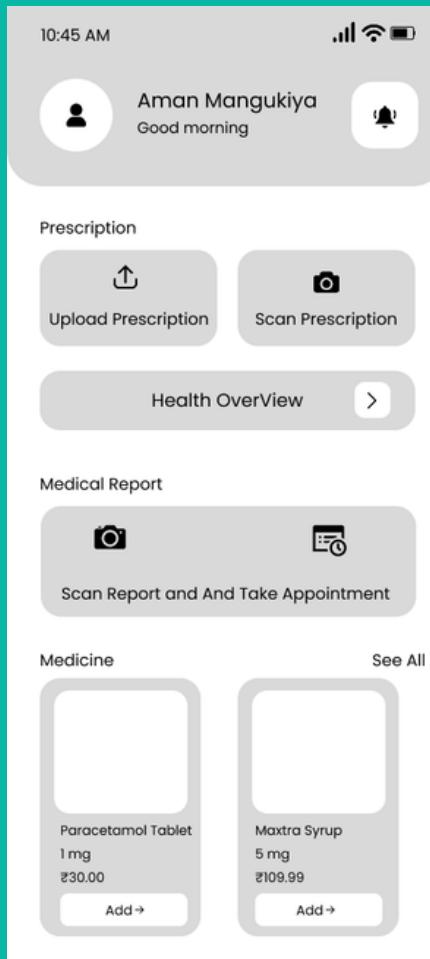


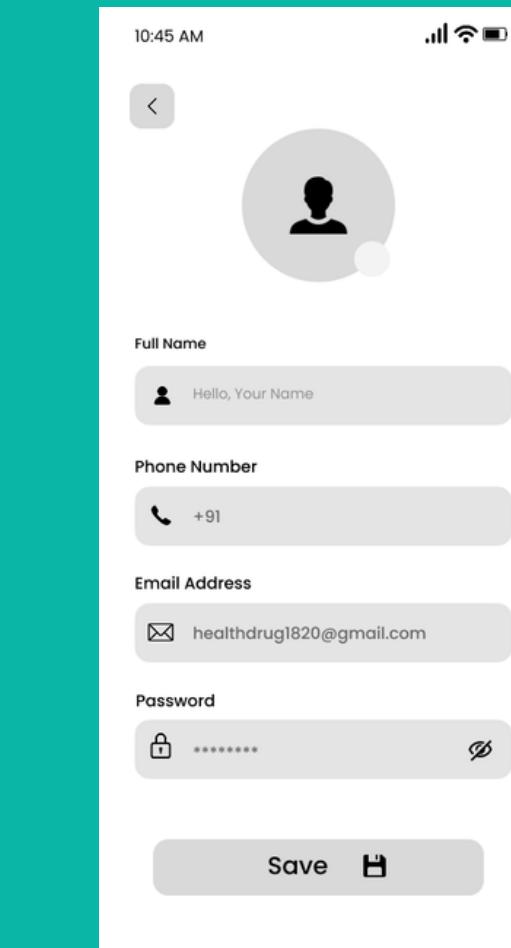
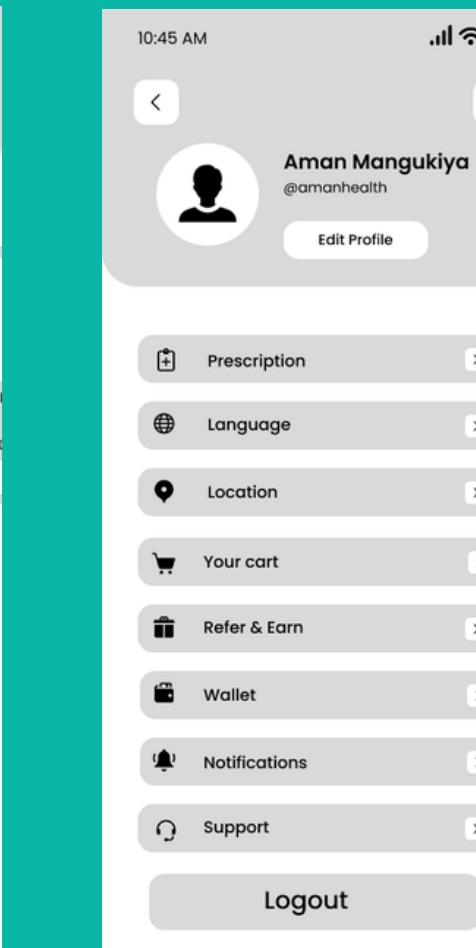
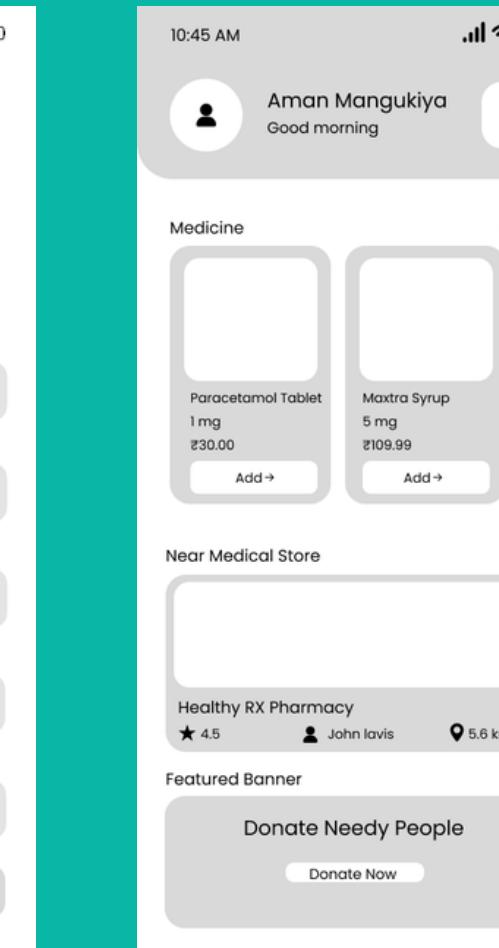
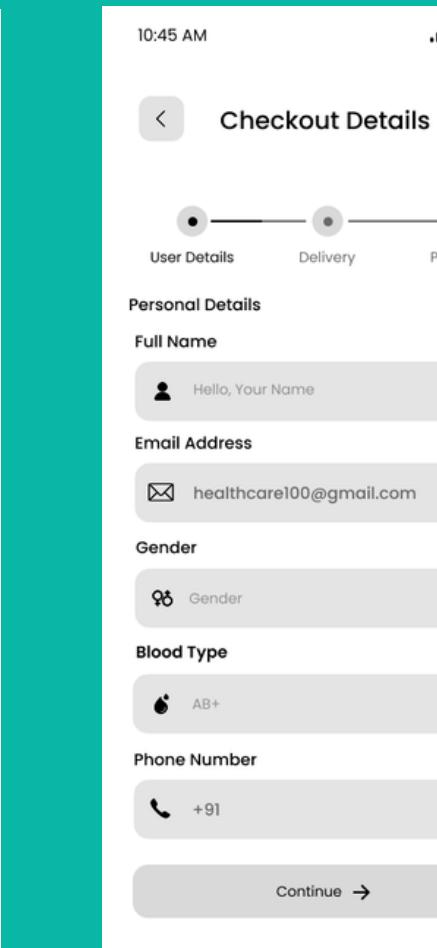
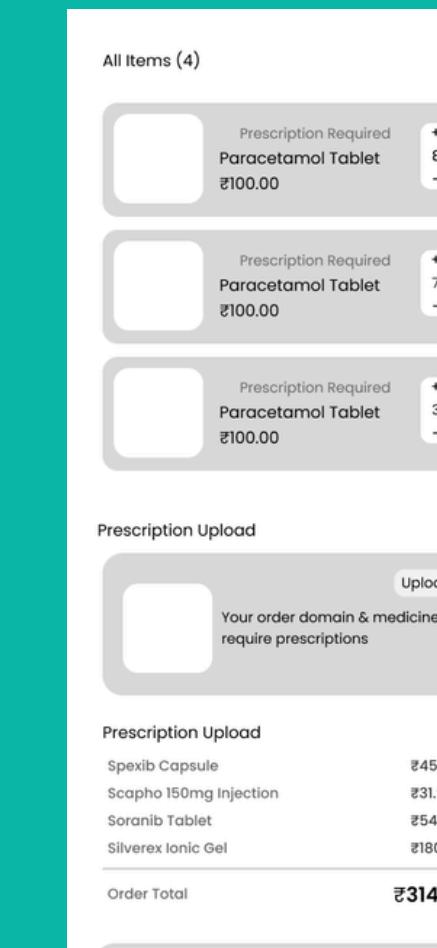
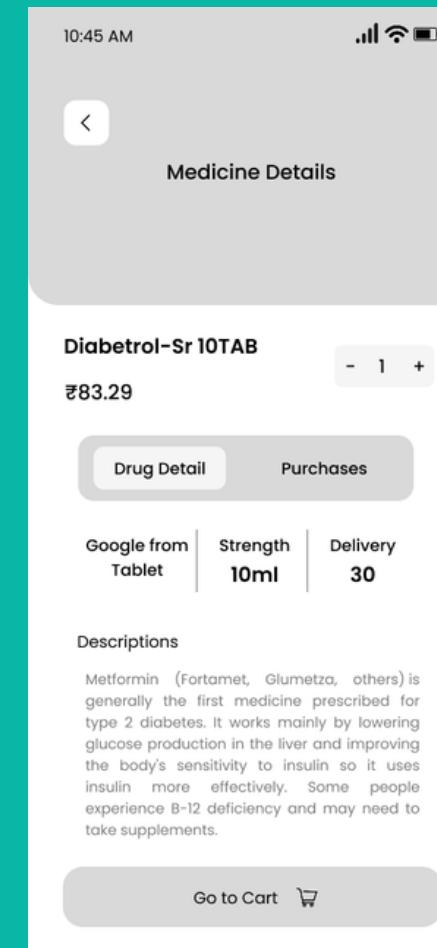
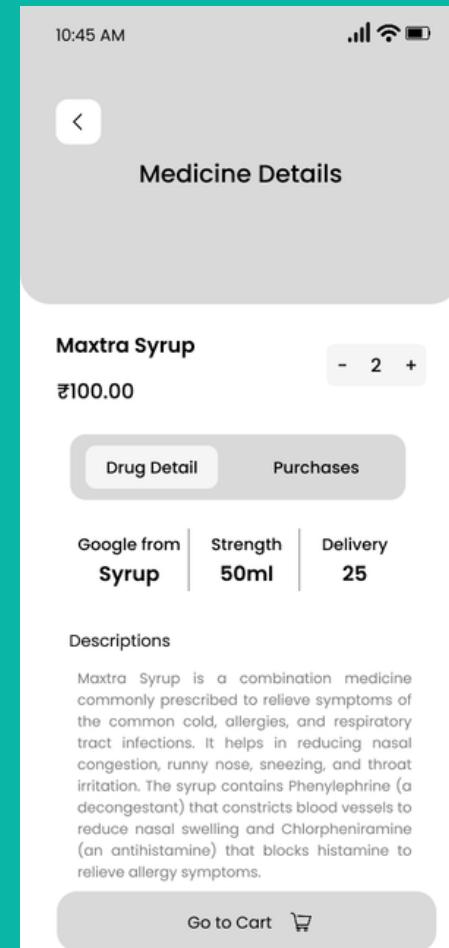
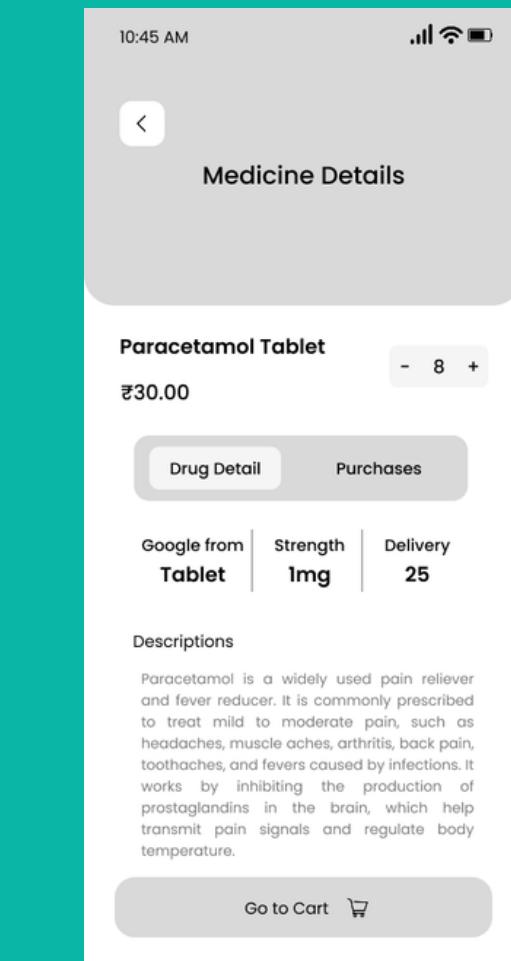
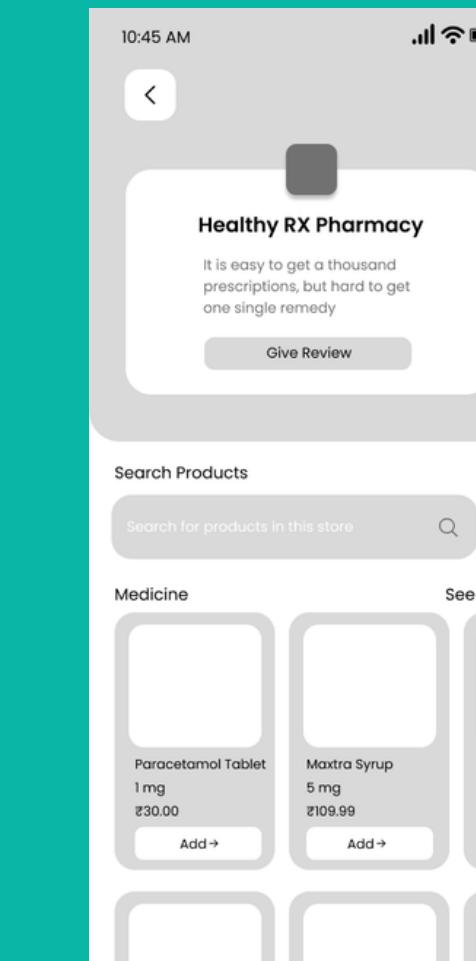
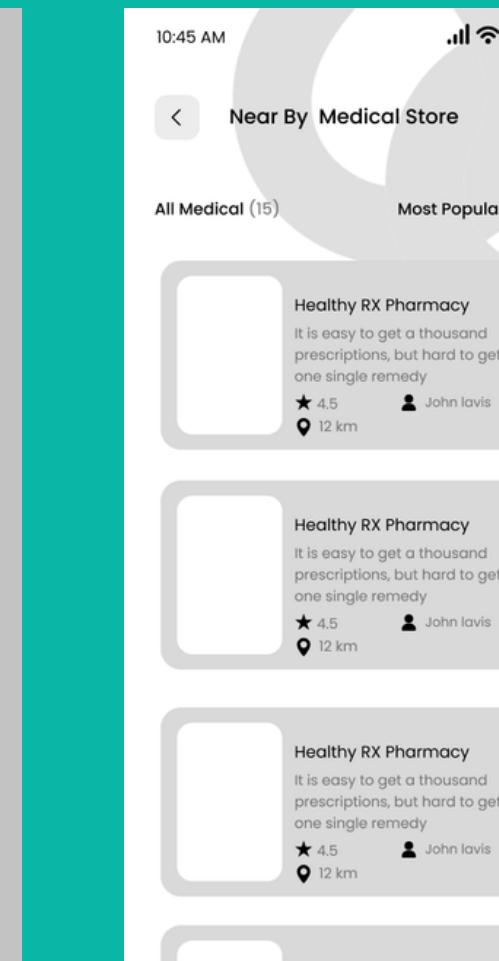
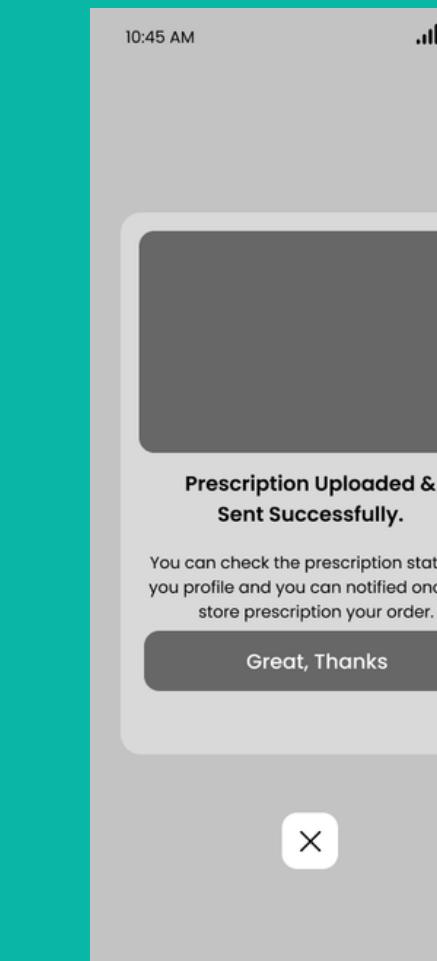
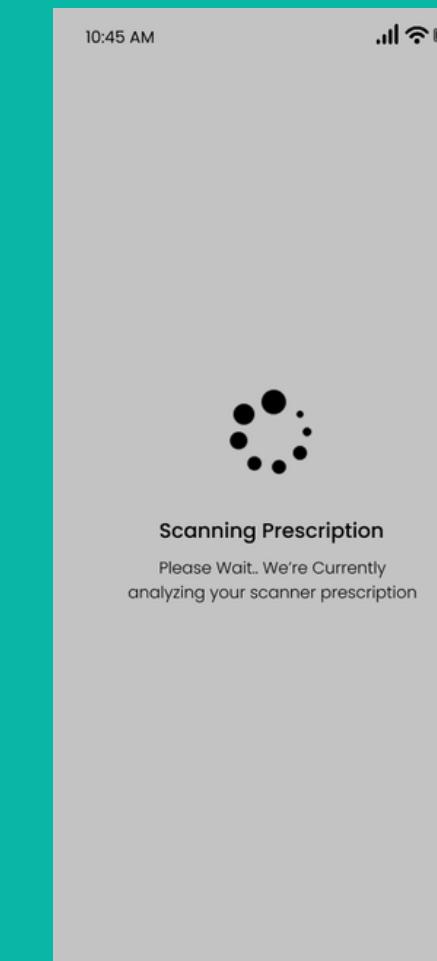
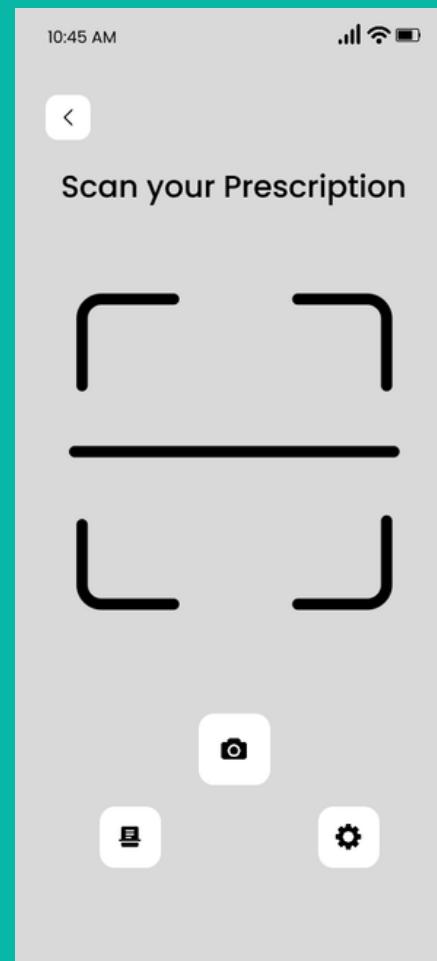
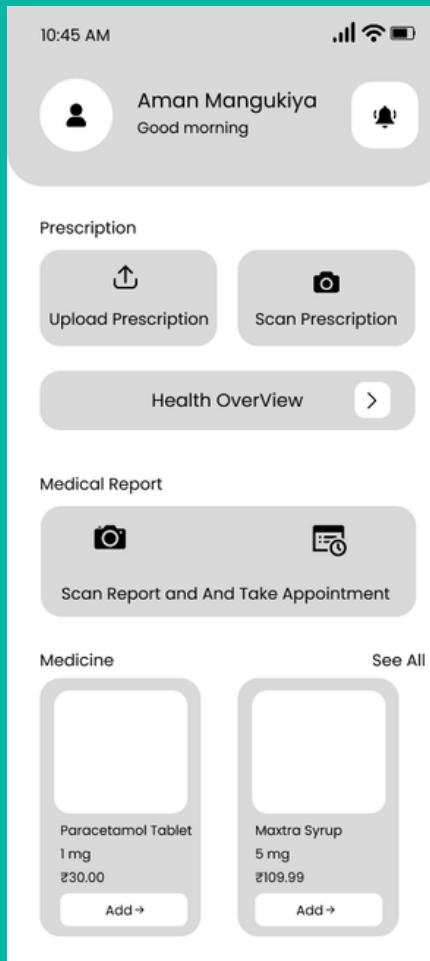
INFORMATION ARCHITECTURE



LOW FIDELITY WIREFRAME





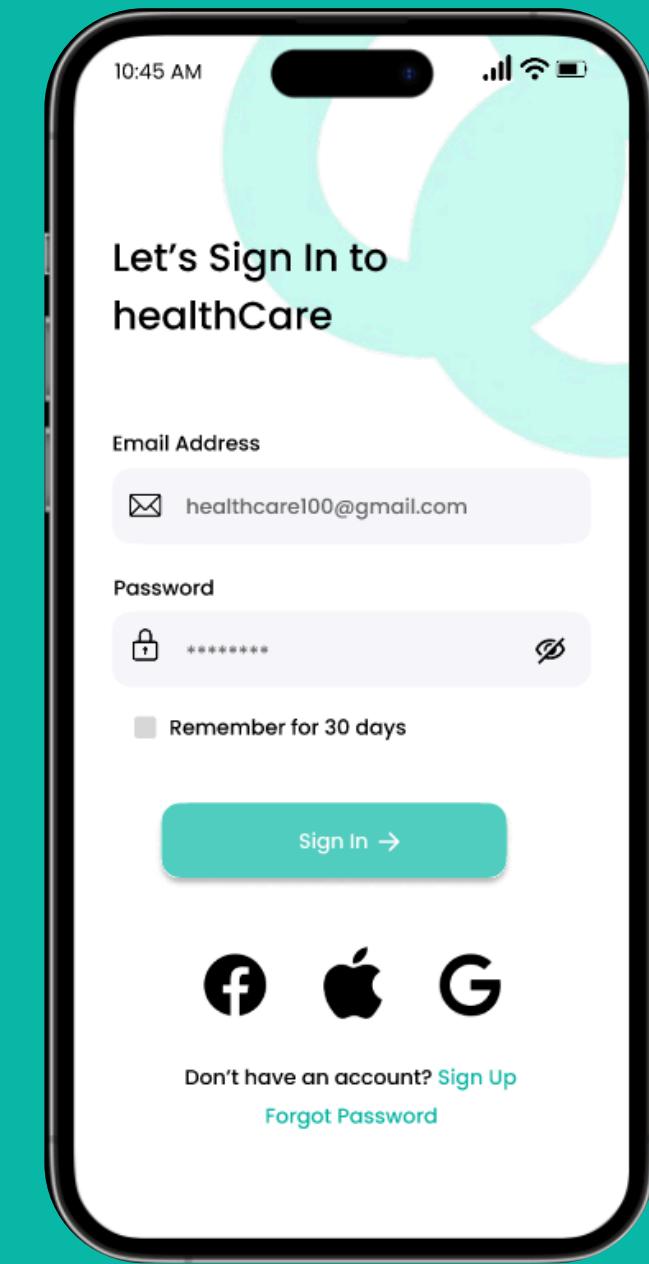


HIGH FIDELITY WIREFRAME

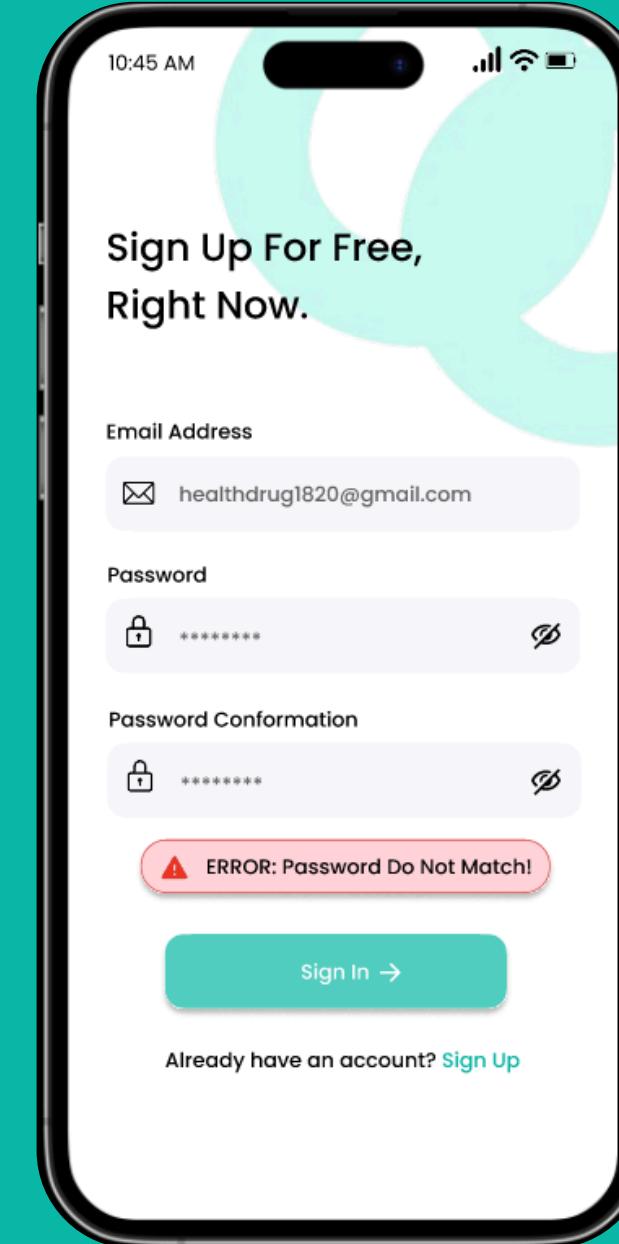
Home Screen and SignIn/Signup



App logo And
App Name

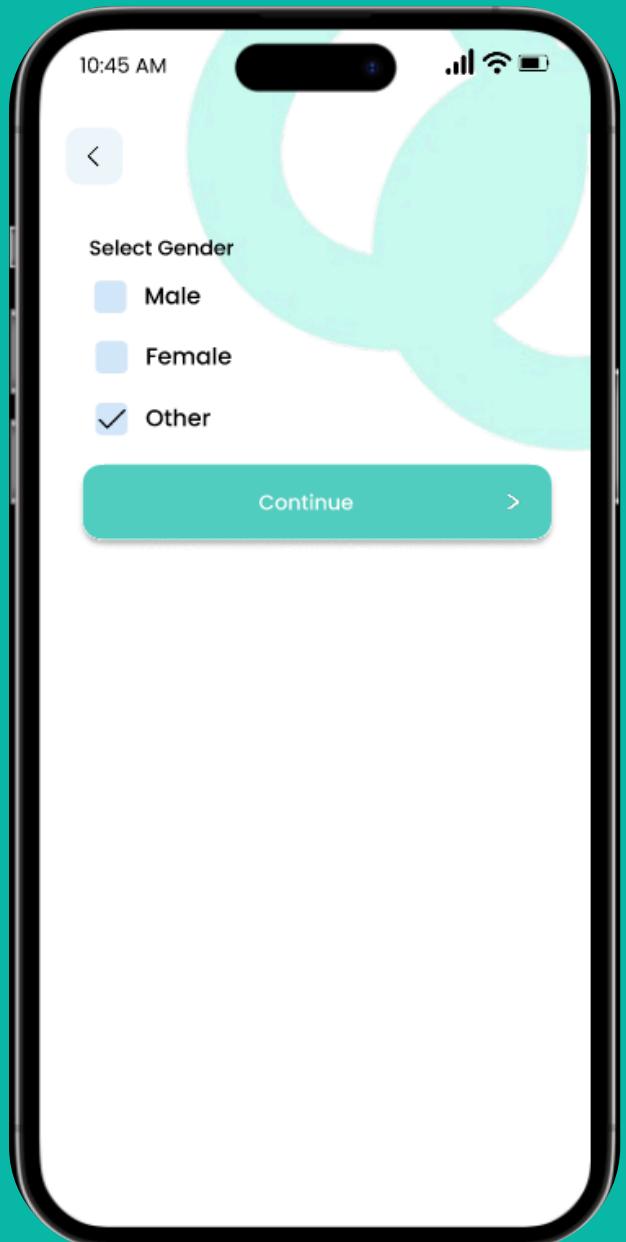


Users will be asked to put there
credentials to join the app

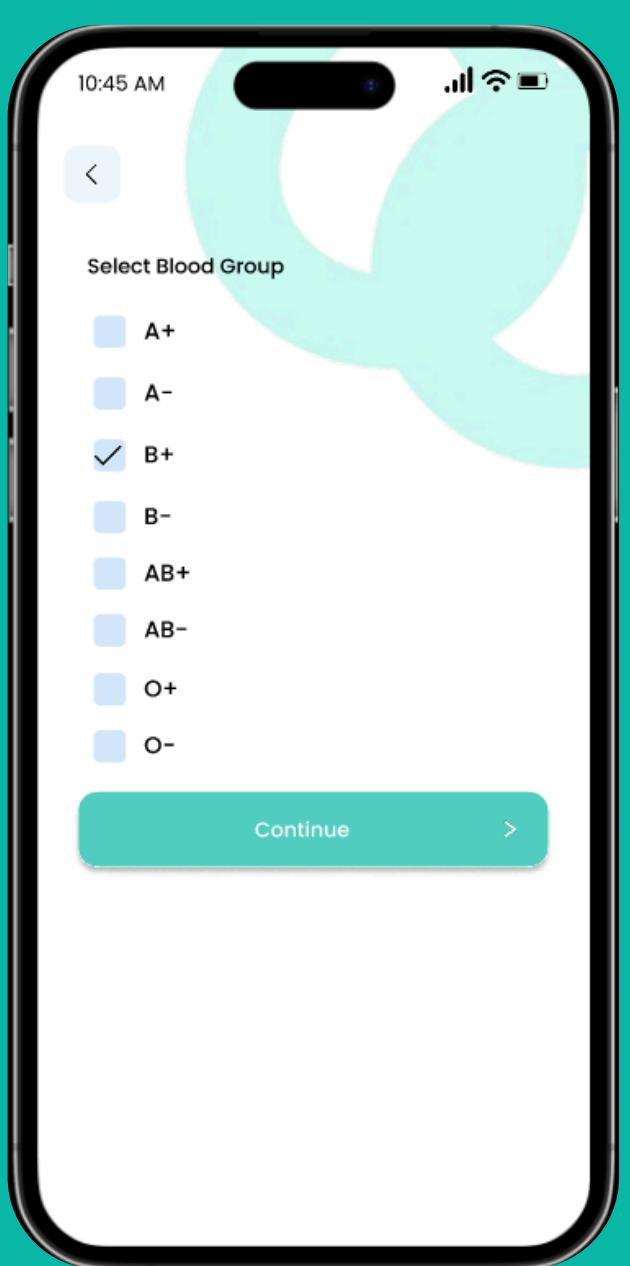


New users can create
a new account

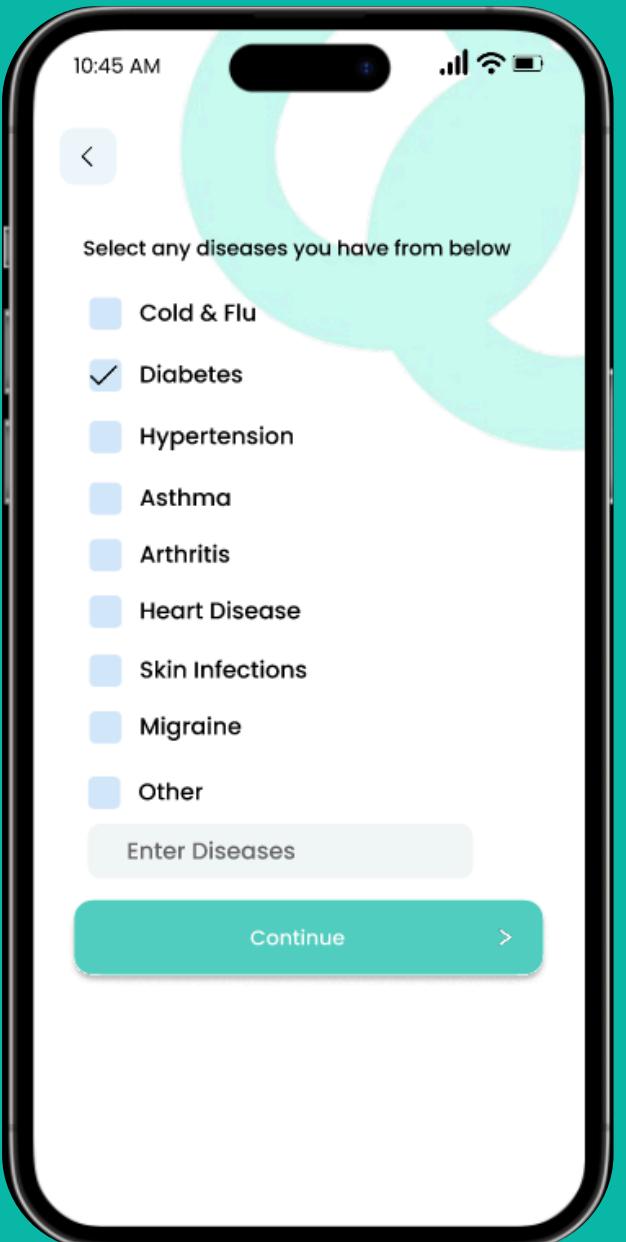
Tacking Information From User



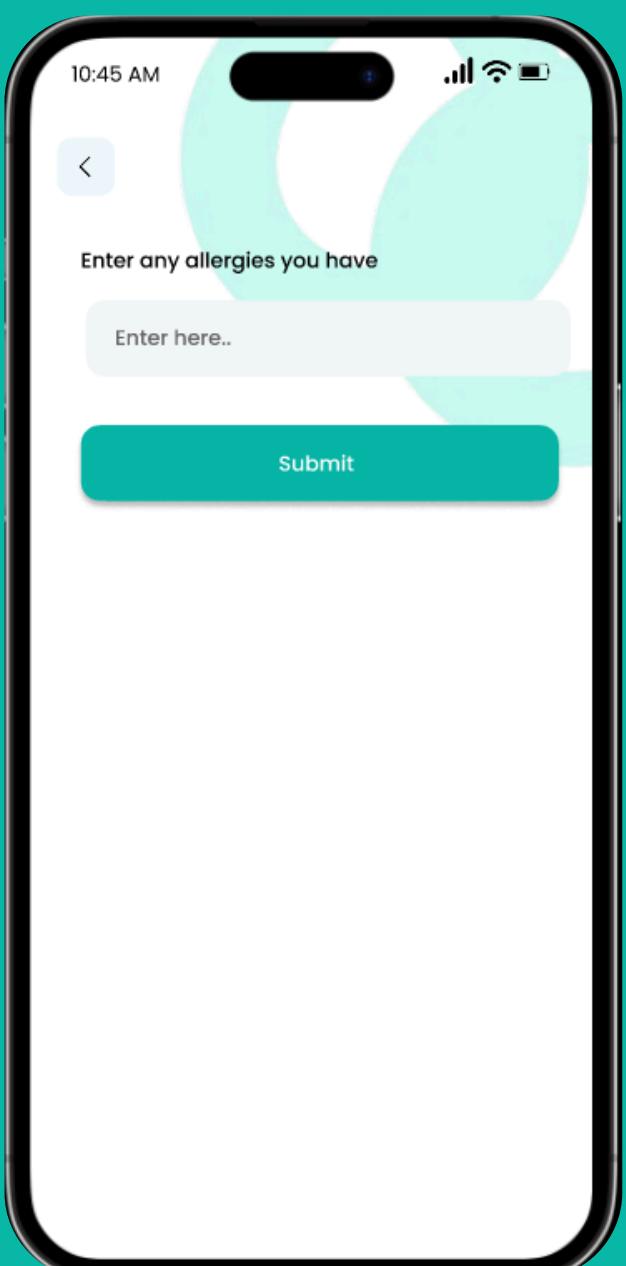
Select Gender



Select Blood Group

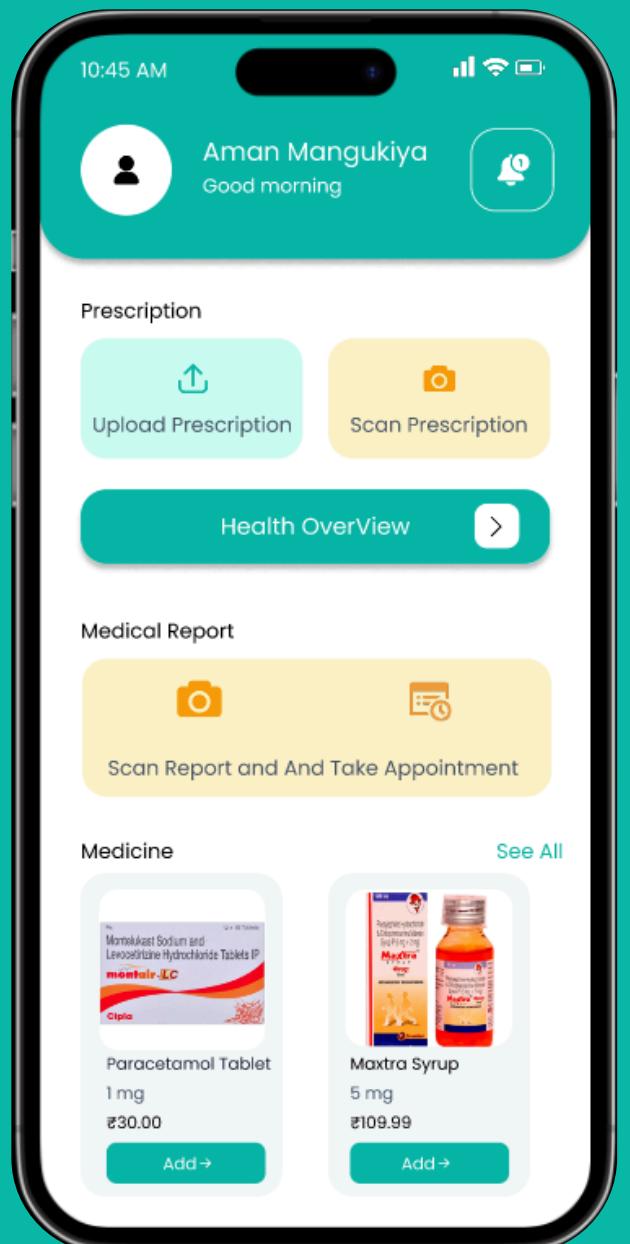


Select Diseases that
user have already



Take details of allergies
that user may have

DashBoard And Scan Report Page

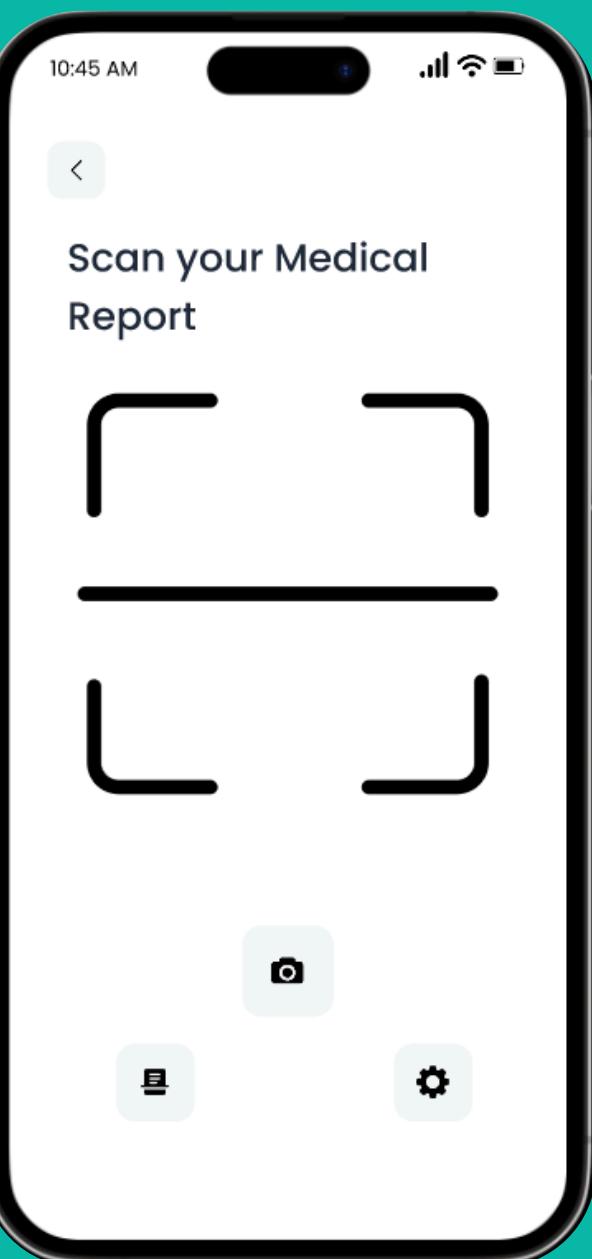


Dashboard Page From which
user can navigate to other features

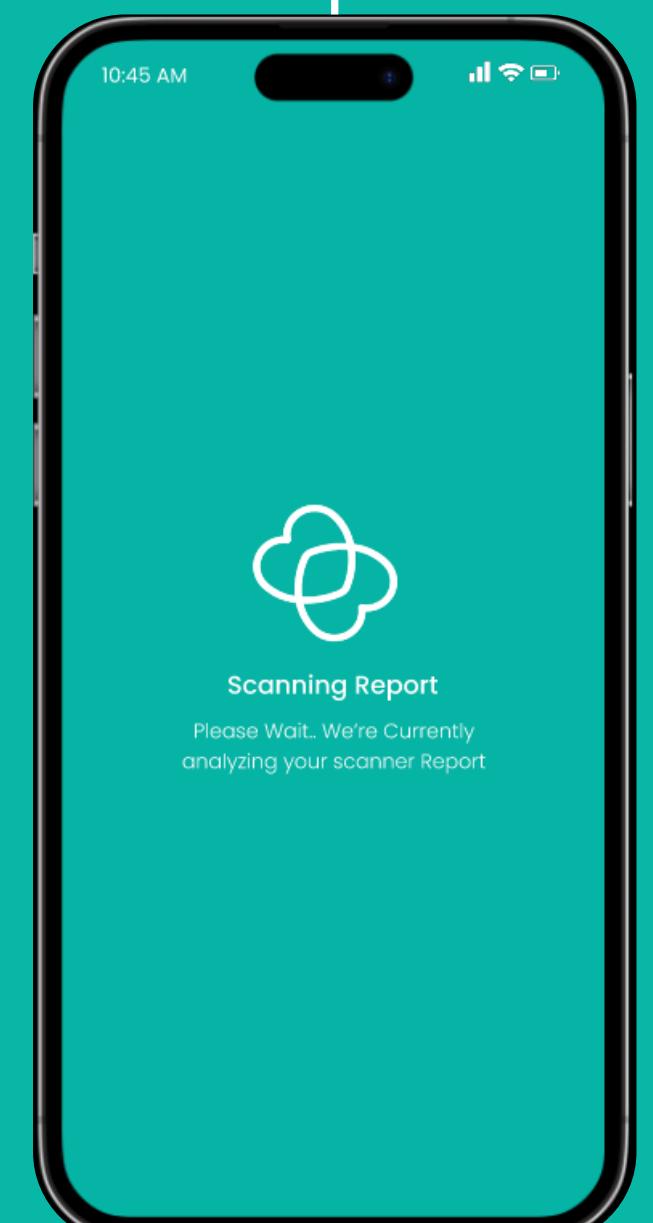
User can upload their
Prescription or Medical report



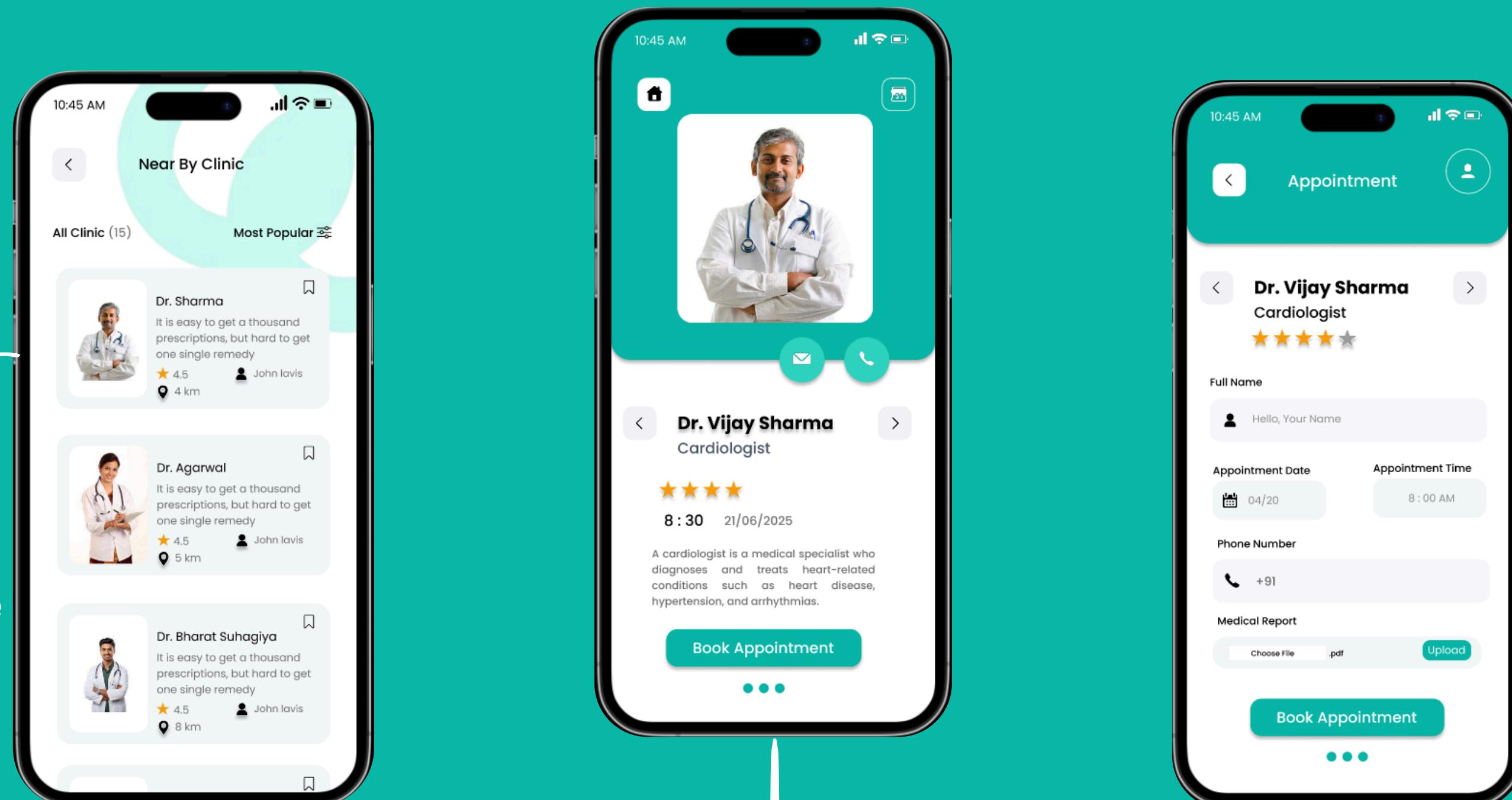
Scan Medical report



Loading page to view
output of scanned reports



Doctors Information And Appointment Page

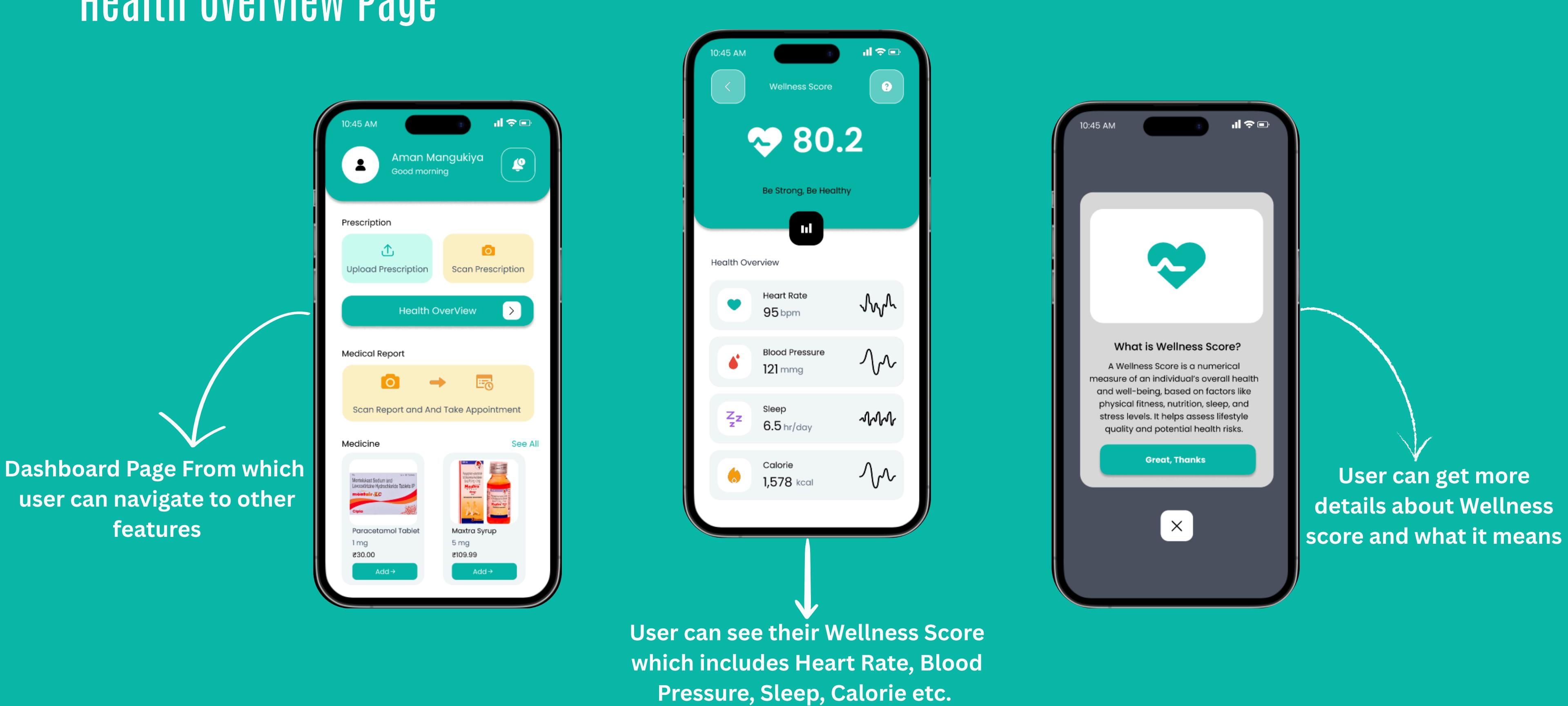


User will get details of
nearby Medical Centre

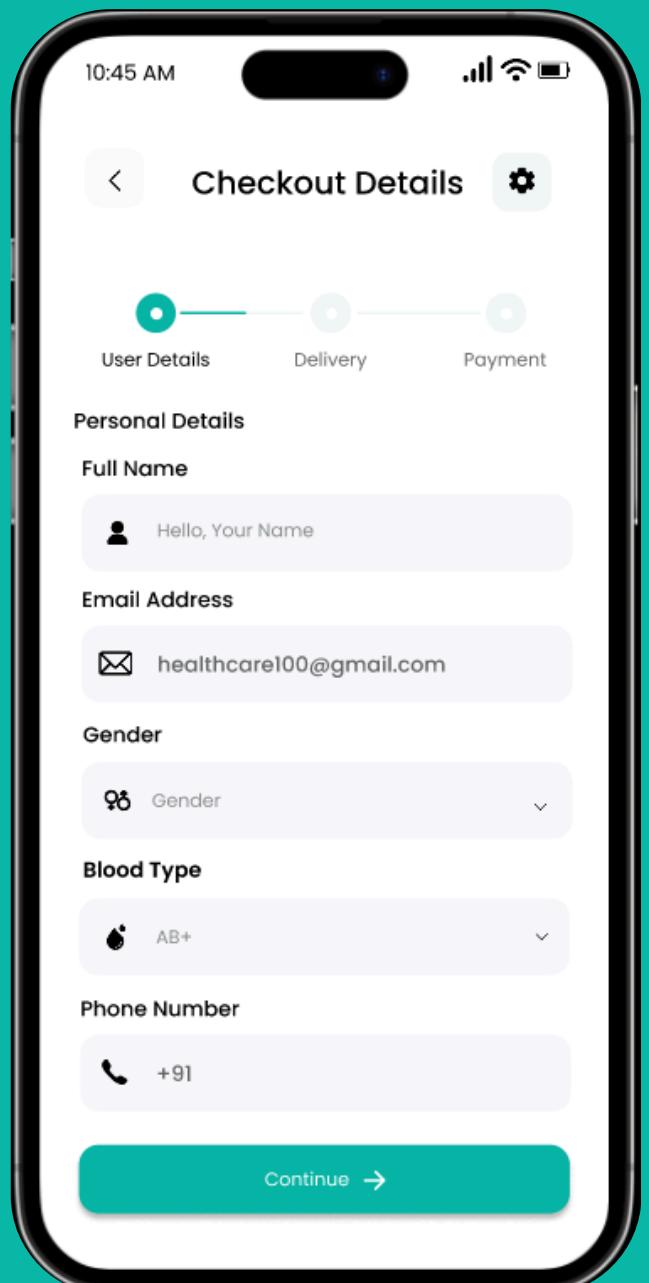
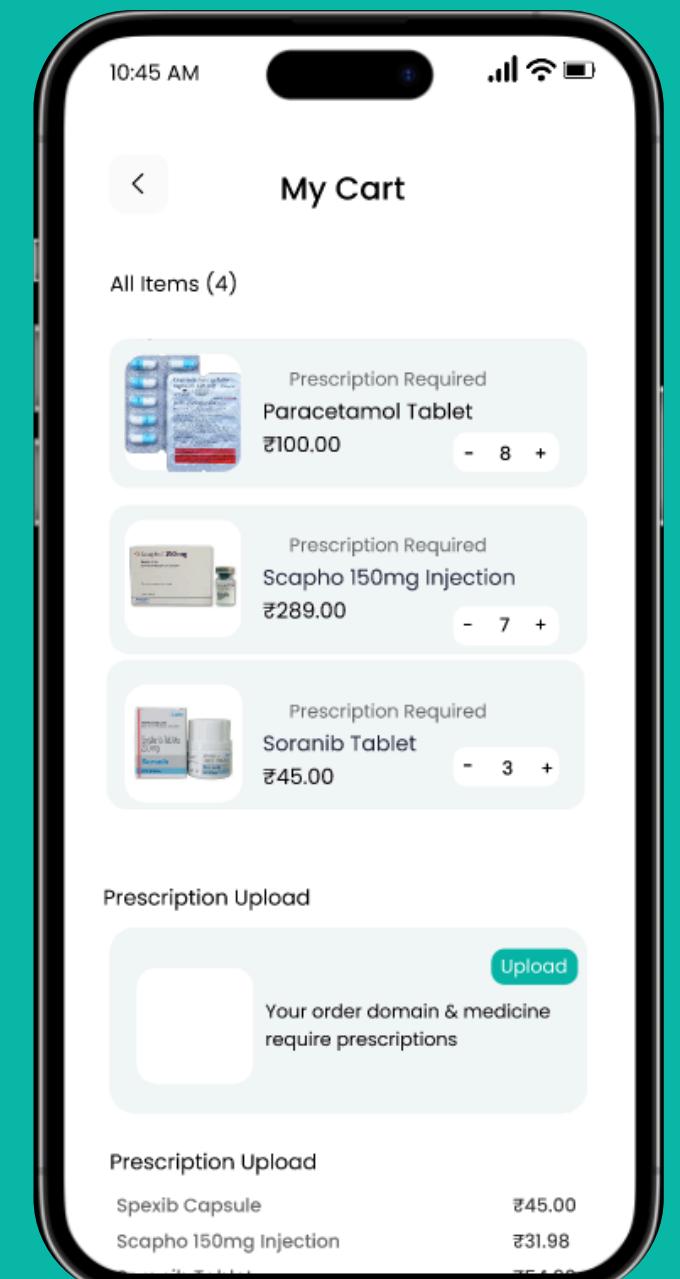
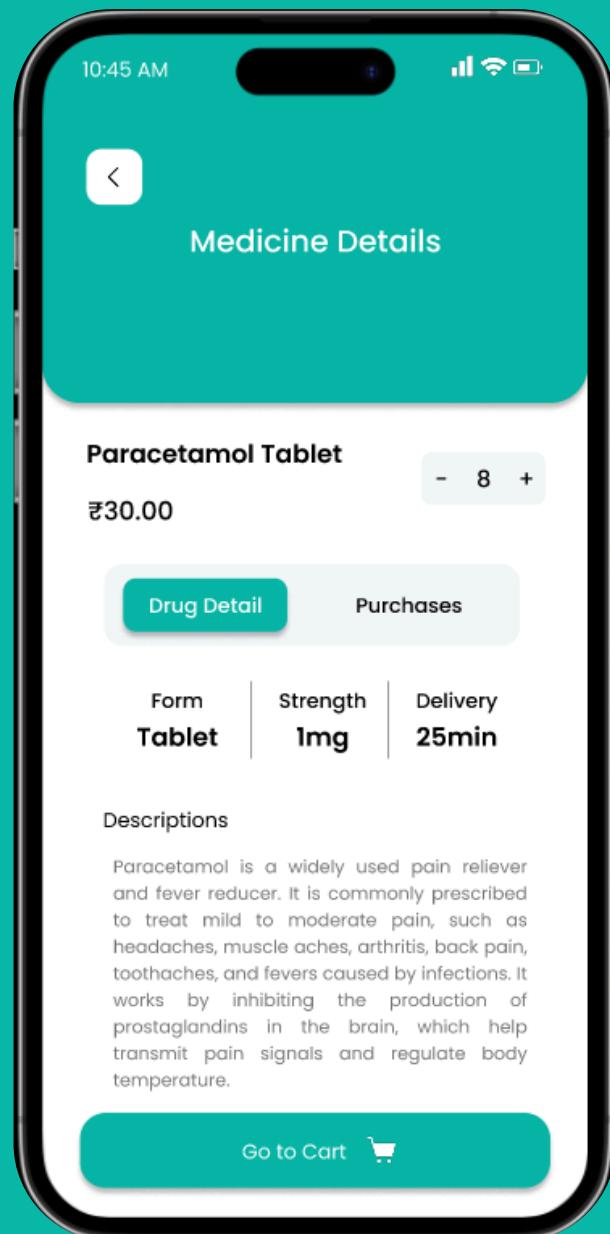
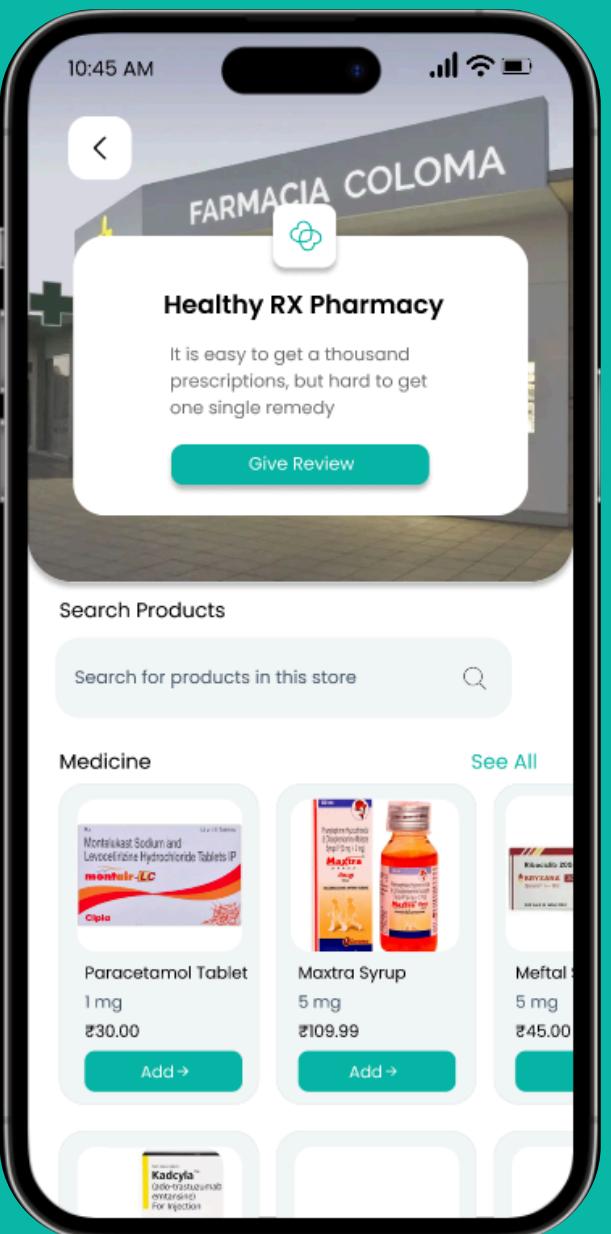
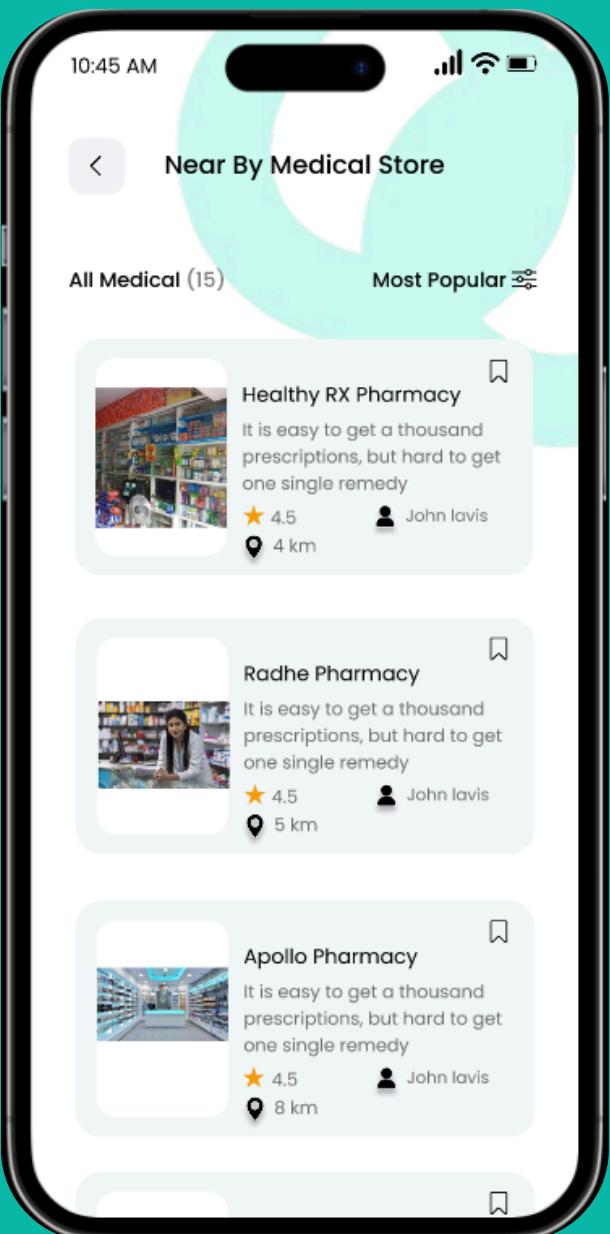
Full details of Selected
doctor by which user can get
idea to select a doctor based
on their result or speciality

Appointment page
from which user can
book appointment
date & time

Health Overview Page



Medicine Details And Checkout Page



Get Nearby Medical Stores details from which User can order Medicines

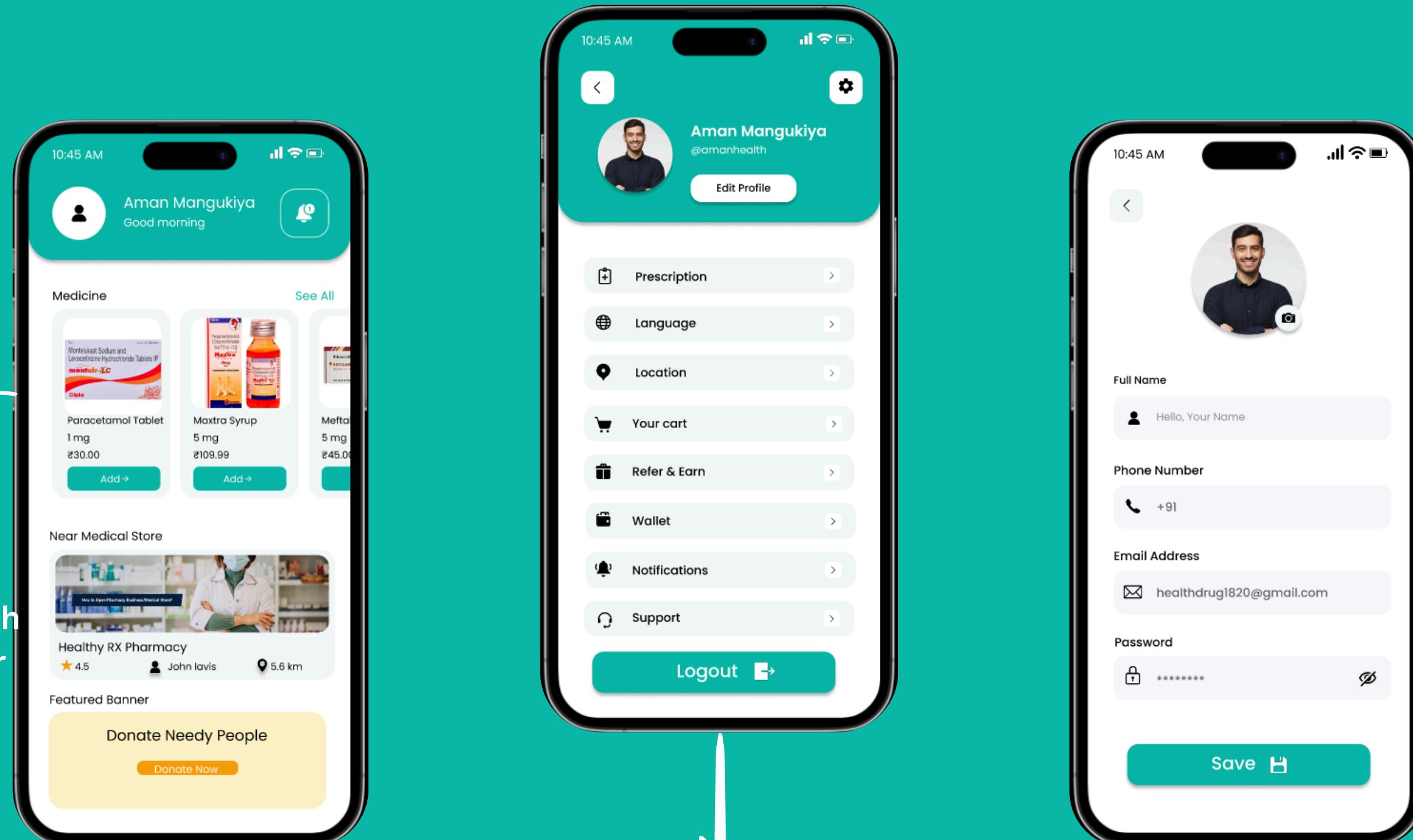
Get more details about Medical Store and which Medicines are available etc.

Basic Information about selected Medicine like Form, Strength and Description

Cart details like Selected item's Price & Quantity, Payment Amount

User will add Checkout Details like User information, Delivery address and Payment details

Profile Page



Dashboard Page From which user can navigate to other features

The profile page allows the user to view and edit their personal information, and the user can also log out of the app

Profile edit page, the user can edit their personal information

User's Journey Map

Mobile Healthcare App

Emotions

Happy 😊

Neutral 😐

Sad 😢

Steps

Onboarding

Upload & Scan Reports

Find & Book Doctor Appointment

Health Monitoring & Wellness Score

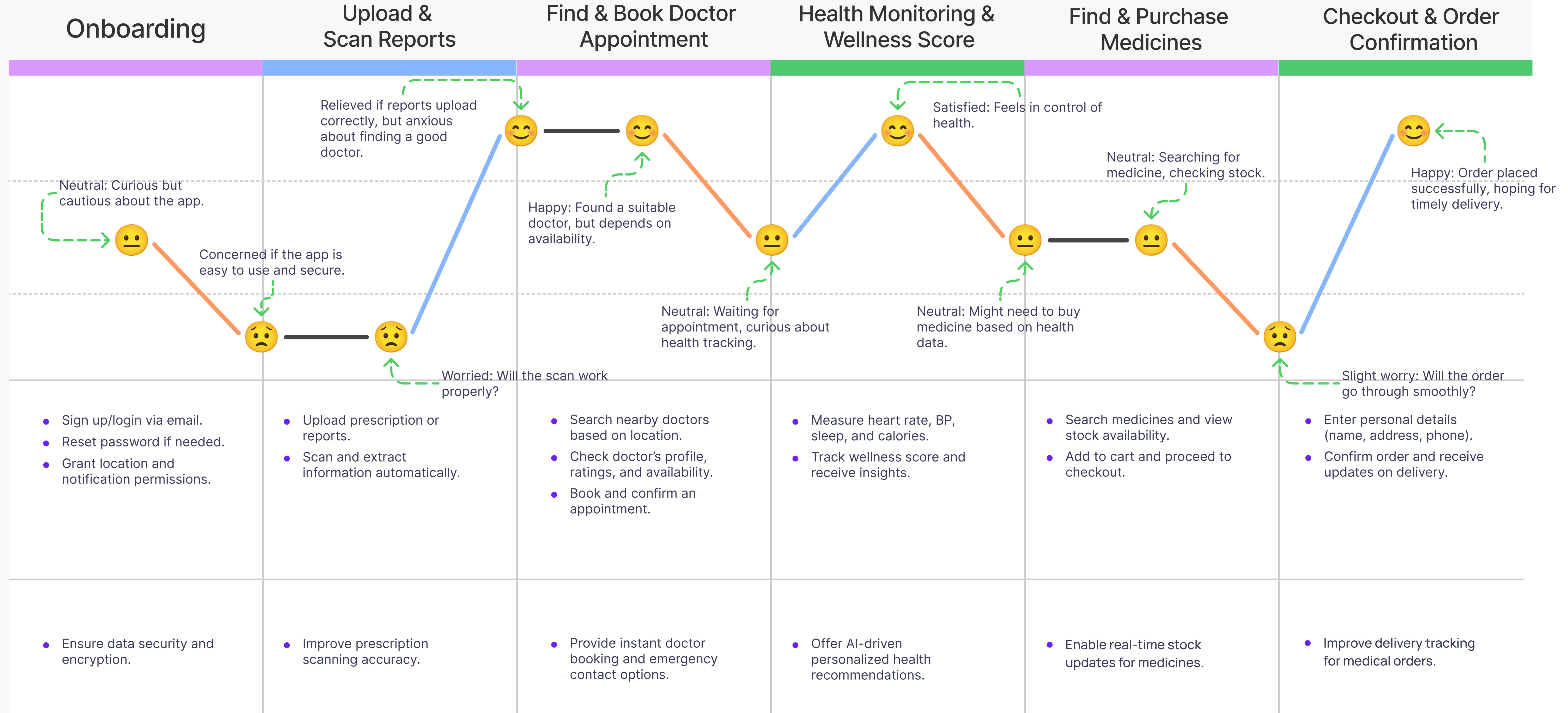
Find & Purchase Medicines

Checkout & Order Confirmation

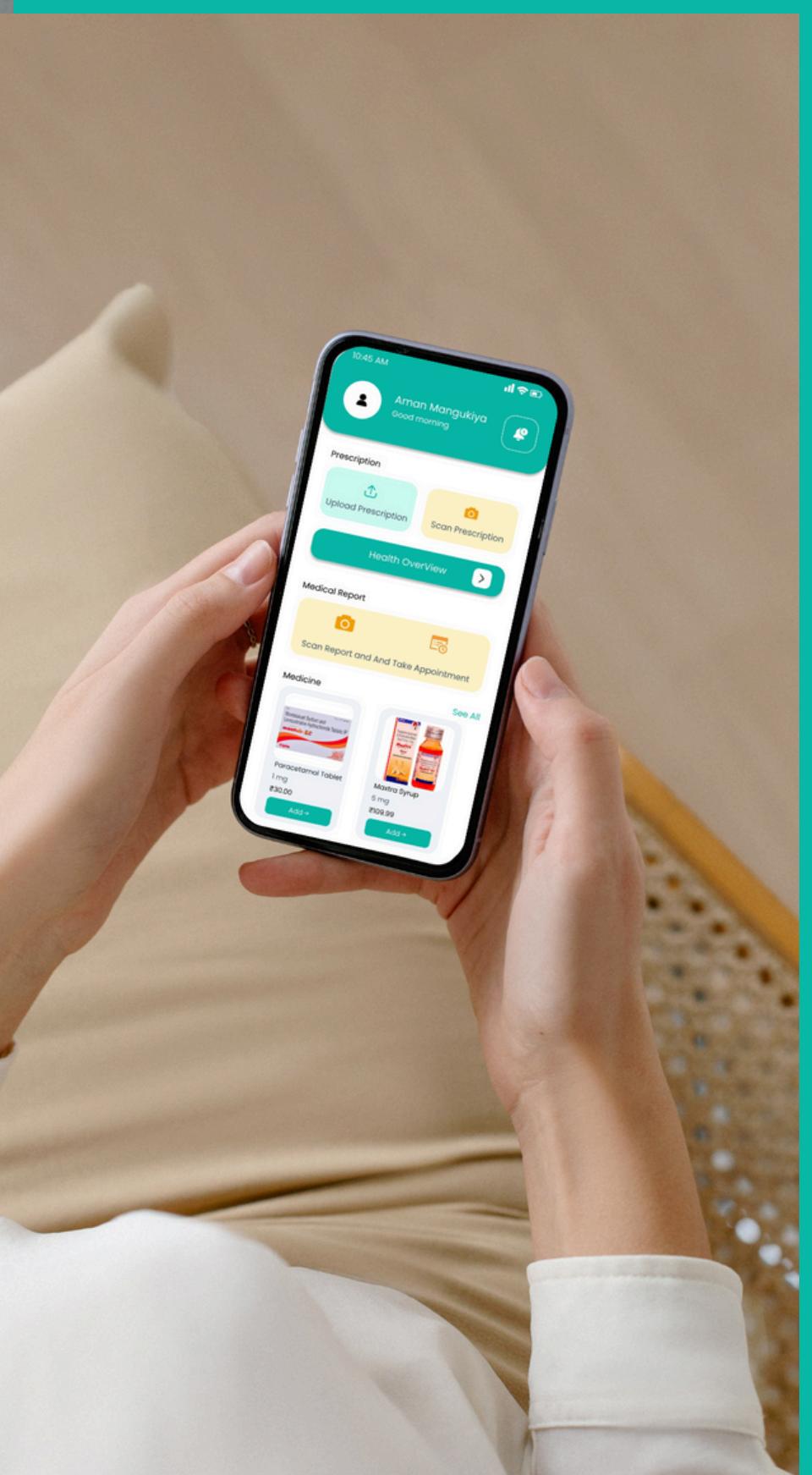
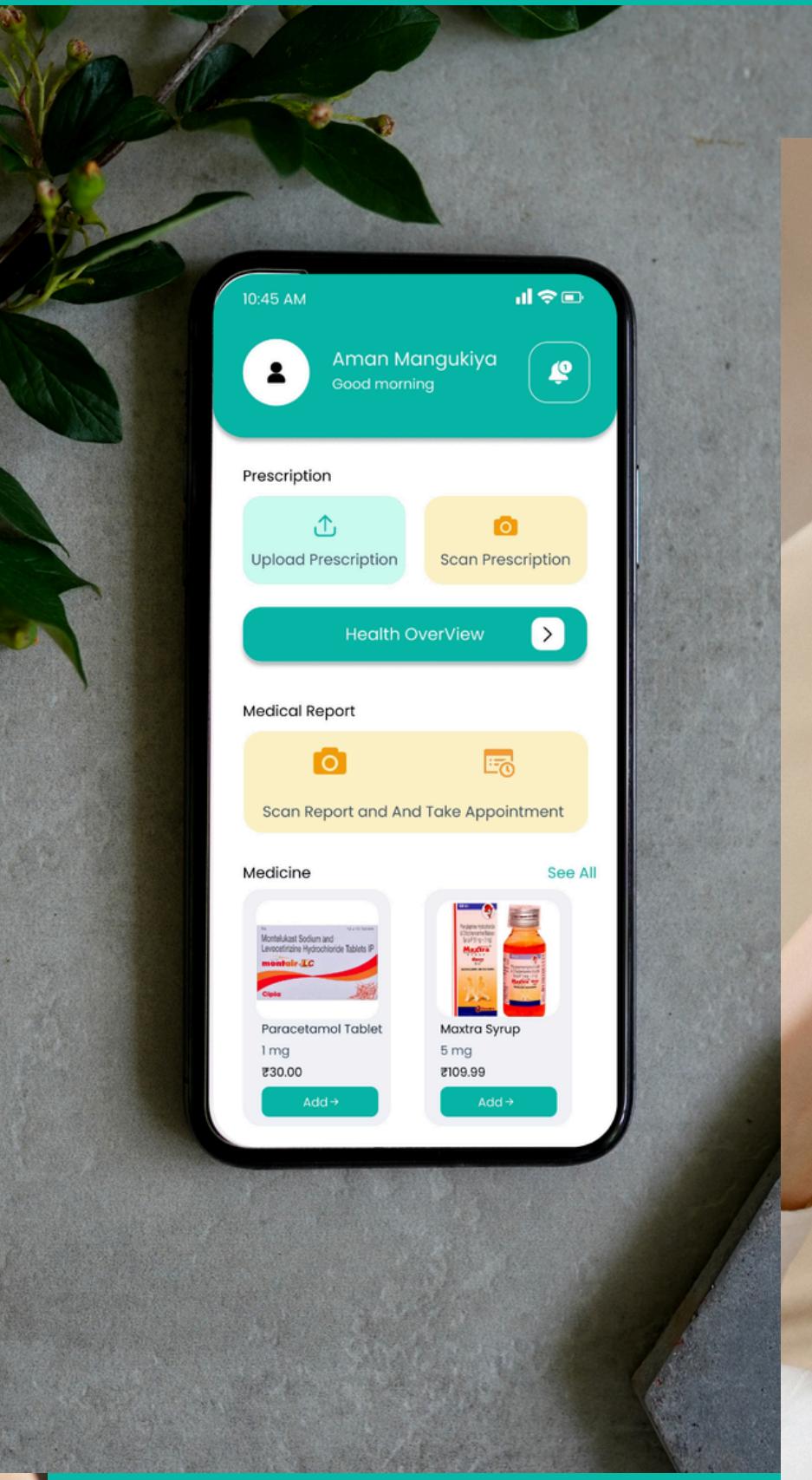
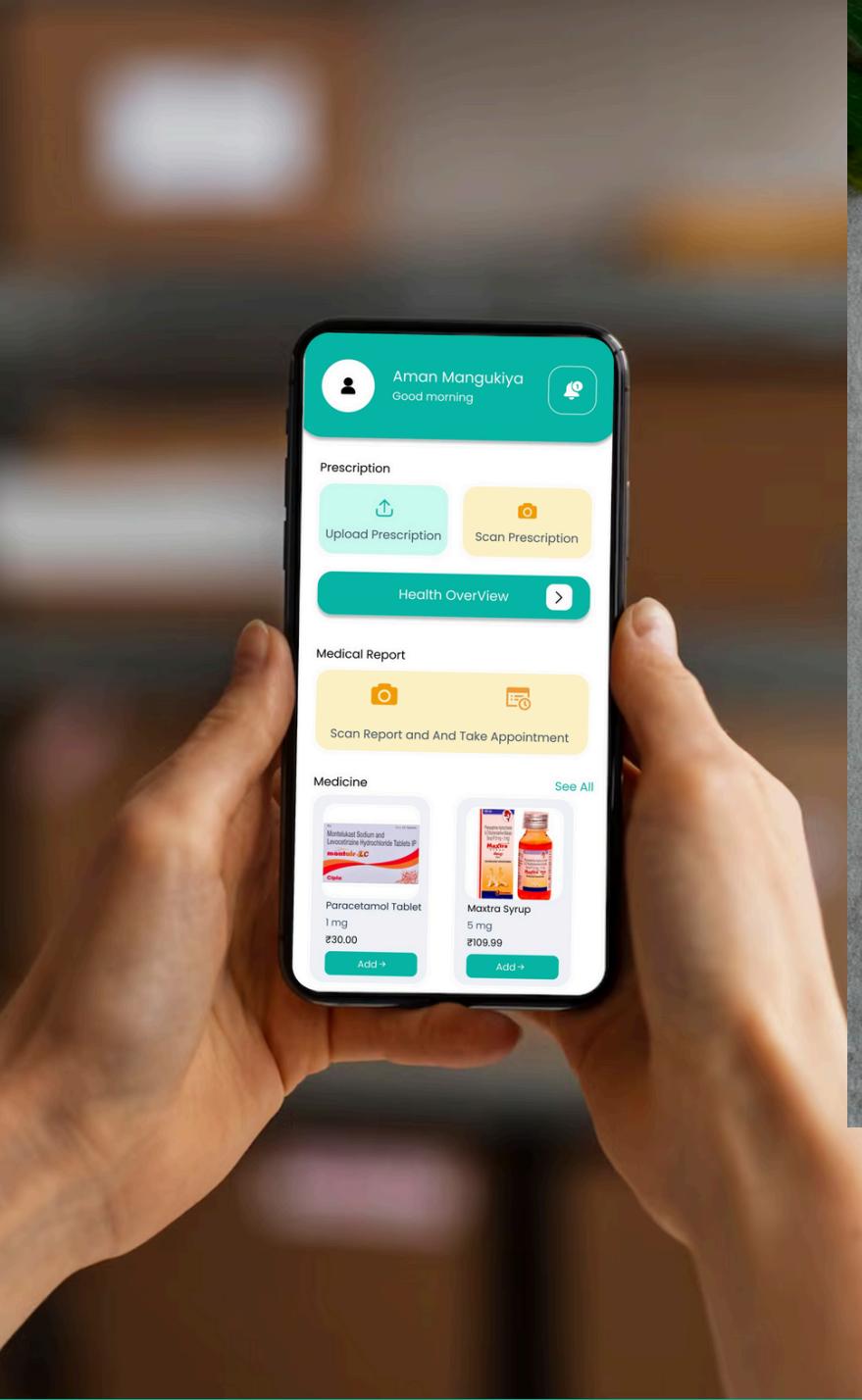
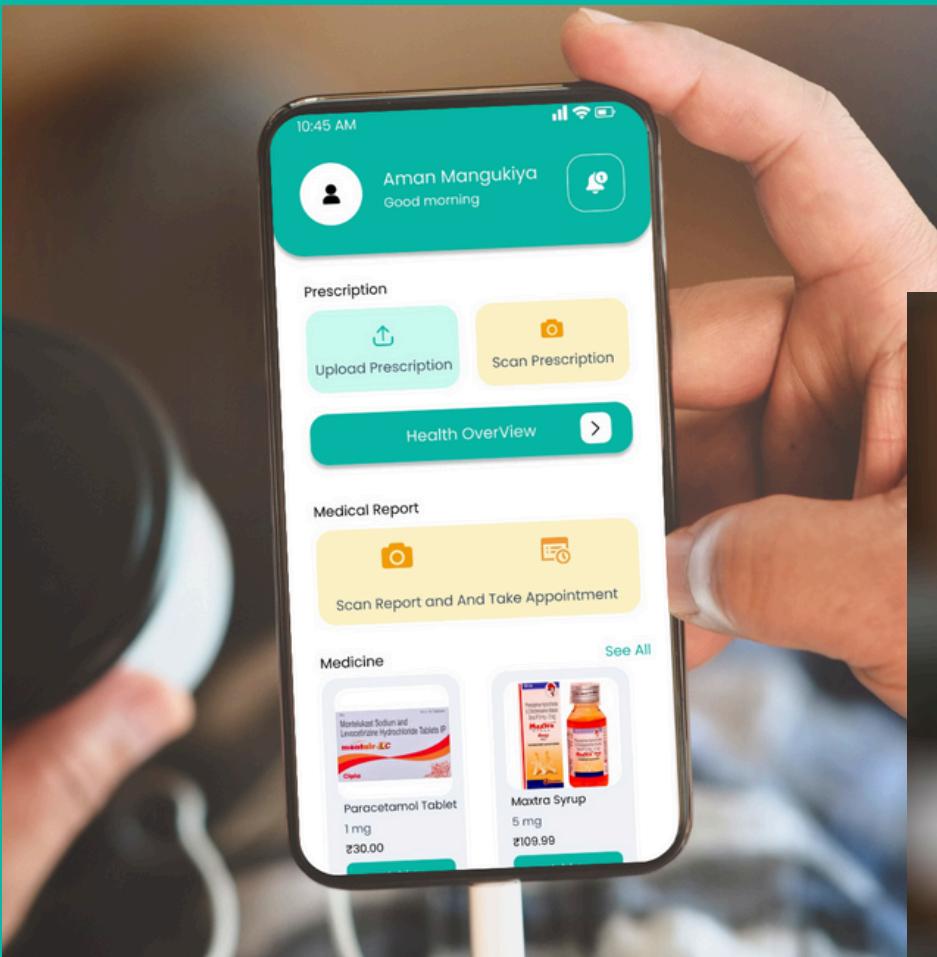
Emotions & Thoughts

Actions

Opportunities



MOCK-UPS



THANK YOU

