

MEDICAL HEALTHCARE WEBSITE

-UI/UX Project

Live Project:
<https://e-mareez.com>

Introduction & Objective

In recent years, the healthcare industry has seen a transformative shift towards digitization, aiming to improve patient outcomes and increase accessibility to medical services. This case study explores the implementation and impact of HealthHub, a revolutionary healthcare app designed to streamline patient care and foster better communication between healthcare providers and their patients. The primary goal of e-Mareez Care is to provide a comprehensive platform that empowers patients to actively participate in their healthcare journey, while also offering healthcare professionals tools to enhance efficiency and communication.

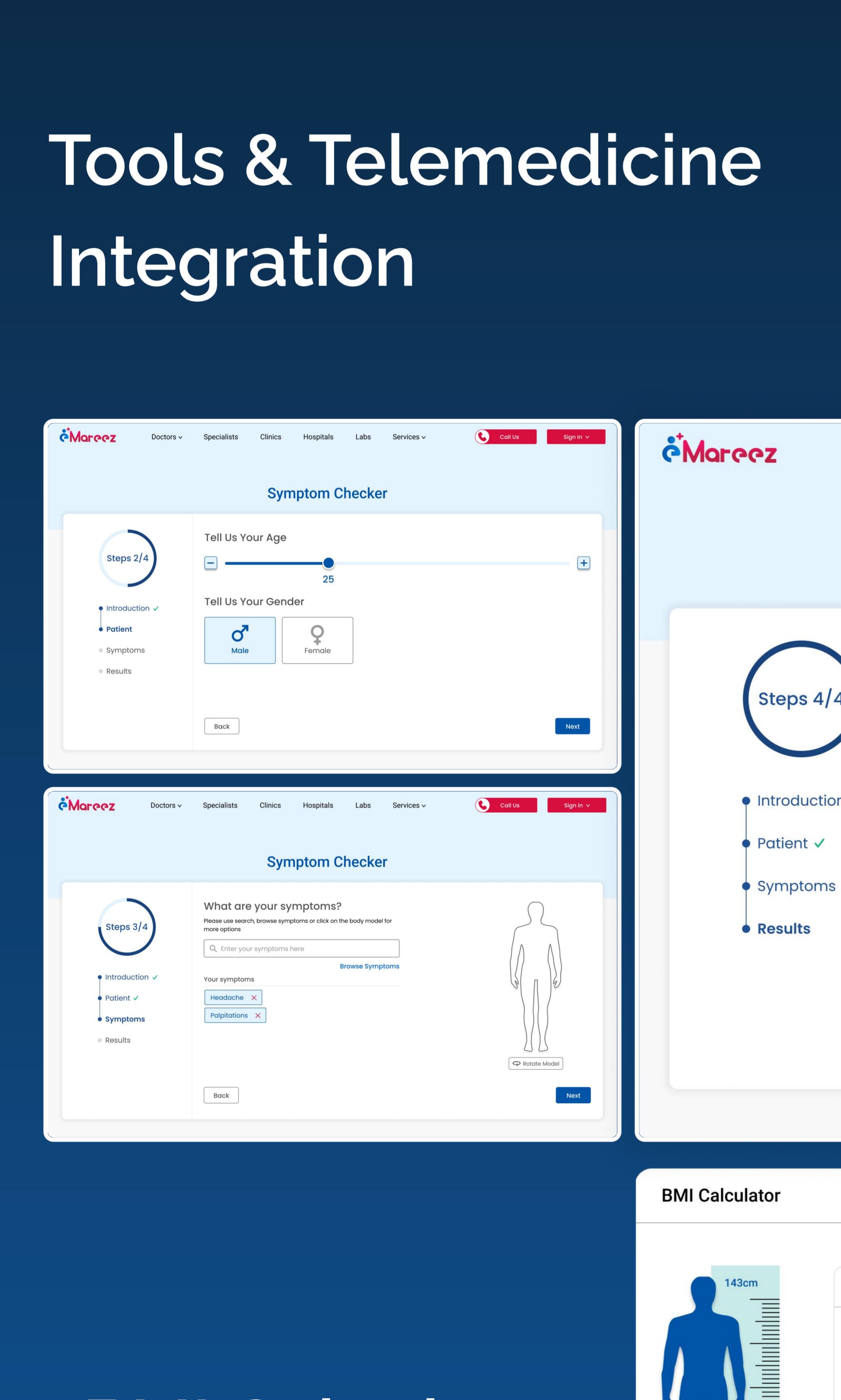
Why do We Need this Application?

The Problem	The Consequence
Fragmented Healthcare Data	Lack of a centralized and accessible repository hinders the delivery of comprehensive and timely care.
Limited Patient Engagement	Reduced awareness, understanding, and adherence to treatment plans, impacting overall health outcomes.
Appointment Scheduling Challenges	Missed appointments, longer waiting times, and increased administrative burdens for both patients and healthcare providers.
Communication Gaps	Miscommunication, delayed responses, and a lack of real-time information exchange hinder patient care and satisfaction.
Limited Access to Healthcare Services	Delayed diagnosis and treatment, particularly for individuals in rural or underserved areas.

Responsibilities

My Role	Deliverables	Tools
This is a concept project where I assumed the following roles: <ul style="list-style-type: none">Interaction (IxD) DesignerUser Experience (UX) DesignerUser Interface (UI) Designer	Interactive prototypes for key tasks on desktop, tablet and mobile <ul style="list-style-type: none">Competitive analysisSite mapPersonasUI kitLow-fidelity wireframesHigh-fidelity mockups and prototypesUsability tests and findings	<ul style="list-style-type: none">FigmaPhotoshopIllustrator

Project Highlights

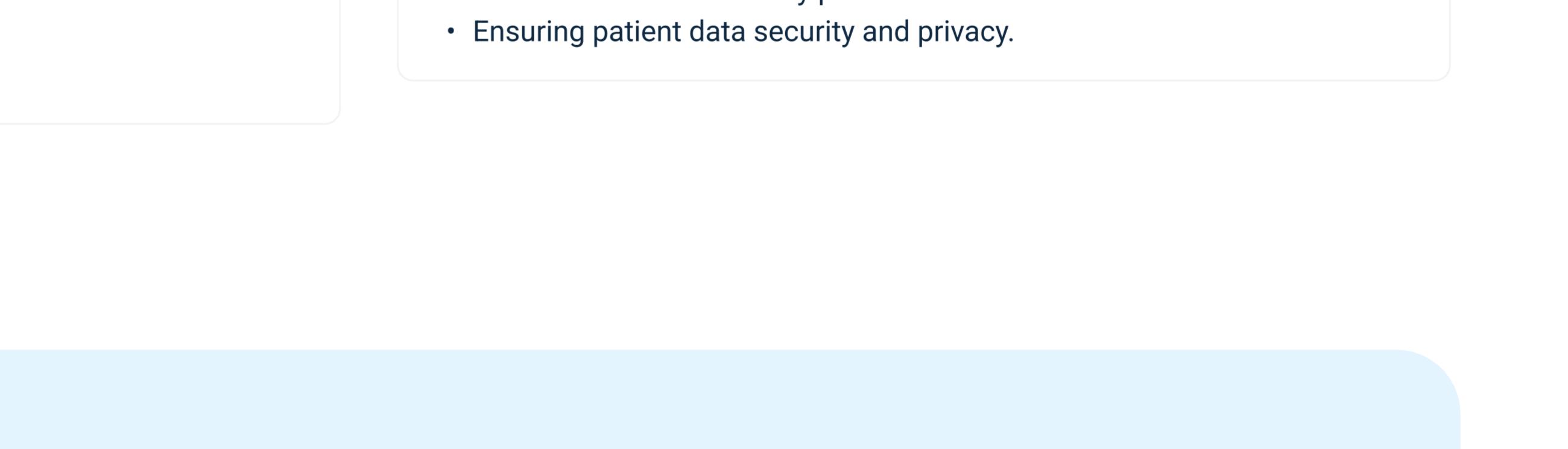
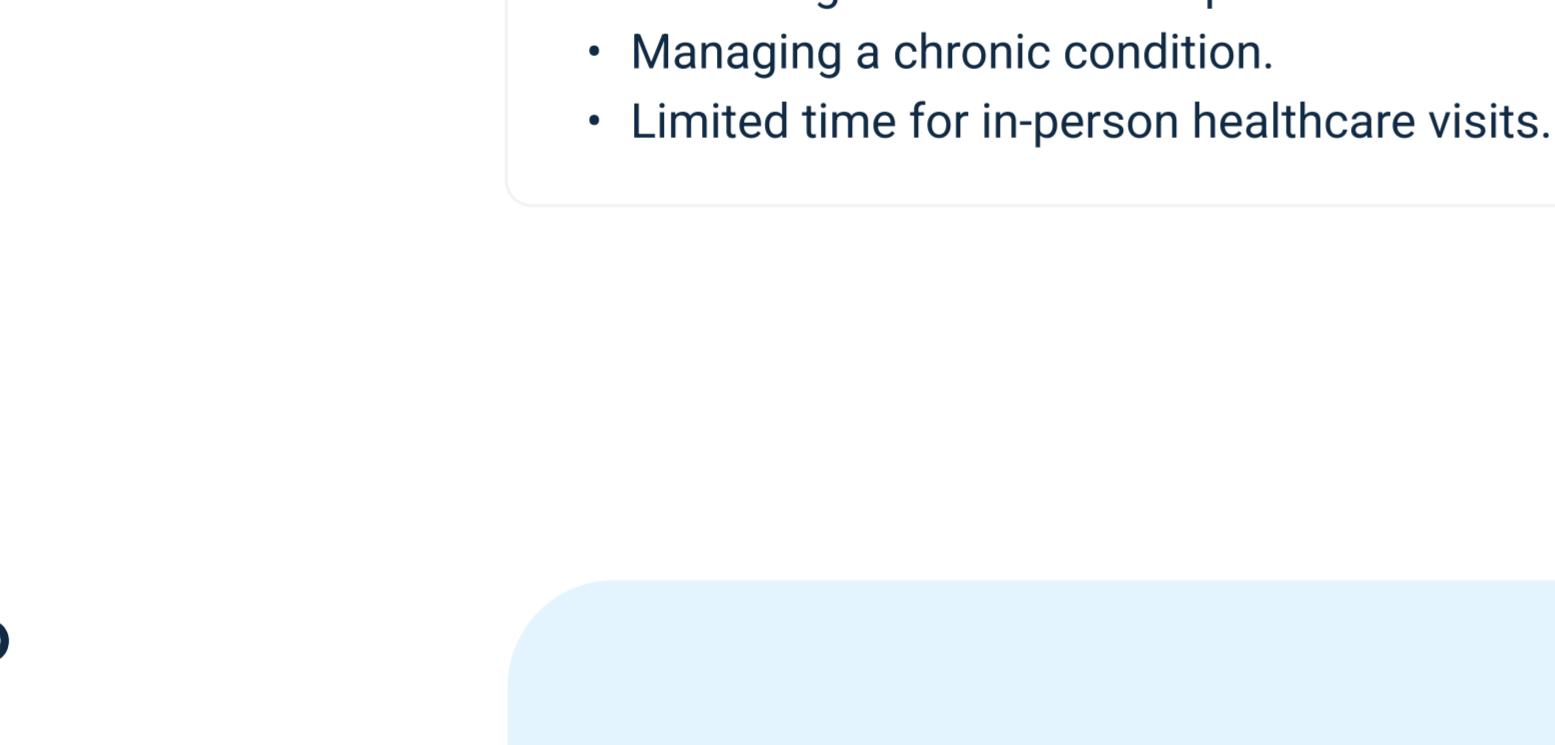


Personalized Patient Profiles

- Patients can create and manage their profiles, including medical history, allergies, and medications.
- Enables healthcare providers to access crucial patient information in real-time.

Appointment Scheduling

- Users can book, reschedule, or cancel appointments through the app.
- Automated reminders reduce no-shows, improving overall appointment adherence.



User Personas:

Patients & Caregivers

Michael Thompson
Age: 35
Gender: Female
Occupation: Marketing Manager
Location: Urban

Background: Michael manages a busy work schedule and values his time. He is health-conscious and prefers preventive care.

Goals:

- Easily access his medical records and test results.
- Schedule appointments conveniently.
- Receive medication reminders and health tips.

Challenges:

- Balancing work and health priorities.
- Managing a chronic condition.
- Limited time for in-person healthcare visits.

Dr. Lisa Rodriguez
Age: 40
Gender: Female
Occupation: Family Physician
Location: Urban

Background: Dr. Rodriguez is dedicated to providing quality care to her patients. She values technology that enhances patient-doctor communication.

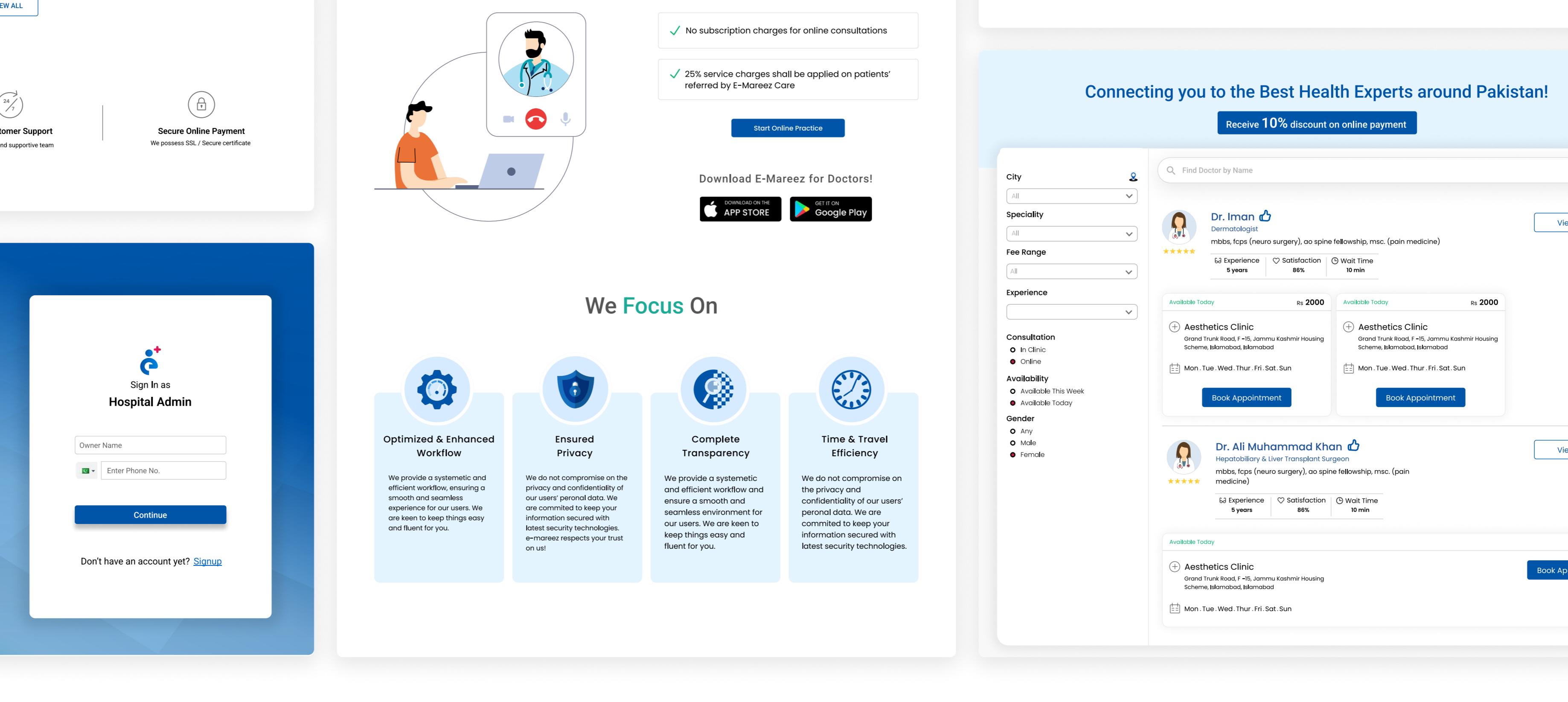
Goals:

- Streamline patient appointments and record-keeping.
- Receive real-time updates on patient health data.
- Communicate securely with patients for follow-ups.

Challenges:

- Time constraints in a busy practice.
- Ensuring patient data security and privacy.

Sitemap



More Shots from the Project

THANK YOU!