UI Case Study

E-Mareez Care

Healthcare Mobile Application

Visit Website

Problem Statement

Accessing healthcare is often inefficient due to complex appointment processes, fragmented care, and limited patient engagement. A mobile application addresses these issues by facilitating appointment scheduling, telemedicine, secure medical records access, and patient provider communication, thus improving healthcare accessibility, continuity, and quality.

Objectives & Goals

- Enhance accessibility and simplify the process for patients to schedule, reschedule, and receive reminders for medical appointments.
- Boost patient engagement and encourage proactive health management through user-friendly interfaces and notifications.
- Improve continuity of care and ensure patients and healthcare providers have secure and easy access to electronic health records (EHR).
- Ensure increased efficiency for providers, user adoption, high patient satisfaction, operational efficiency, data security and privacy.

Our Process

Discover → Define → Ideate → Design

Business Challenges

- Conducting extensive market research to identify gaps and needs in the current healthcare apps
- Understanding the specific requirements of target users including both patients and healthcare providers
- Ensuring the app design and content are inclusive and accessible to users with different cultural and demographic backgrounds
- Analyzing competitor apps to identify their strengths, weaknesses, and market positioning
- Leveraging insights from competitive analysis to differentiate the app and offer unique value to users

Product Users

Our main product users are health seekers(patients) and care givers (doctors).

User Needs

- Easy navigation and clear design to cater to users of all tech savvines levels.
- Ability to create and manage profiles with medical history, preferences, and personal data.
- Easy access to virtual appointments with healthcare providers.
- A comprehensive view of all health data in one place, including hands-over time.
- Ability to receive prescriptions digitally, and reminders for refills.

Features & Functionalities

To resolve user needs

- Telemedicine & Consultation
- Health Records Mismagement
- Online Appointment booking

User Persona

John David
IT Consultant

About
- 35
- Male
- MA/S
- Englishpk

Description
John is responsible for the healthcare of his elderly parents. He needs to stay informed and coordinate their care efficiently.

Goals
- Monitor his parents' health remotely.
- Coordinate medical appointments and prescriptions.
- Access comprehensive patient medical conditions and upcoming requirements.

Pain points
- Balancing caregiving responsibilities with work.
- Managing multiple healthcare providers for his parents.

Dr. Lisa Lee
Family Physician

About
- 42
- Dublin
- MRCP
- Doctor

Description
Lisa is a dedicated family physician with a keen interest in her patients. She values technology that enhances patient doctor communication.

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

Pain points
- Time constraints in a busy practice.
- Ensuring patient data security and privacy.
- Maintaining medical records manually.

Major Screens

Home Screen

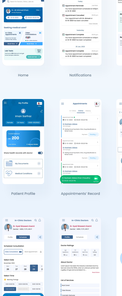
Patient Application

Home Screen

Doctor Application

Screens

Patient Application



Onboarding · Login · OTP Verification

Home · Notifications · Home Services

Patient Profile · Appointments' Record · Doctor Listing

Appointment Booking · Doctor Profile · Booking Confirmation

Doctor Application

Onboarding · Sign Up Details · OTP Verification

Home · Appointments' Record · Appointment Details

Prescription · Patients List · Profile

Payment Handling · Invoice

Thank You