

MEDI-AID

Keeping you well

An interactive app that
takes care of your Health.



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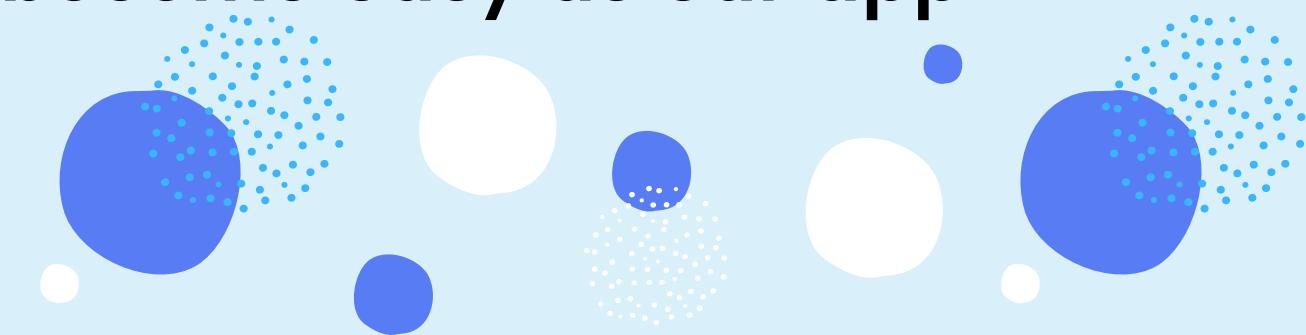


Problem Statement

There are limited online preventive healthcare services to promote optimal health and wellness and also include both physical and mental health. Healthcare has been associated with in-person consultation for decades. This has been a problem for patients living in remote areas as well as people leading a busy lifestyle to access to the nearest healthcare center for treatment or diagnosis. Lack of prescription based online medical stores is also a problem.

Solution Statement

Our Healthcare app, Medi-Aid offers virtual consultation, and online appointment and also provide medicine at door step which could significantly improve access to medical services in the isolated regions and underdeveloped areas . It also provides a convenient alternative for patients who can't and won't physically go to see doctor. Seeking professional help in physical as well as mental issues would become easy as our app provides it at a minimal cost.





Persona

RAJESH KUMAR, 25, IT ENGINEER

DESCRIPTION

- Rajesh works in Delhi and lives in a rented house with 2 other roommates.
- He belongs to a middle-class family
- His parents live in Meerut.
- He wants to earn, get married and settle in life and therefore works very hard.

GOALS

- He wants to take care of his parents' health and provide them with their medicines on time.
- He wants good doctors to be available to his parents at all times.

PAIN POINTS

- Cannot spend time with parents due to work.
- Parents live alone so no one is there to take care of them
- Ordering medicines time to time and booking appointments with doctors along with his normal work gets very hectic for him.

NEEDS AND EXPECTATION

- Needs an app/website where he can subscribe to medicines, book appointments with doctors and take care of his parents' health from distance and expects everything to be safe and verified and available at a reasonable cost.



HITESH DESAI, 31, SCHOOL TEACHER

DESCRIPTION

- He lives in Kanpur with his wife and a kid.
- His kid is an year old.
- His daily routine involves yoga and exercise. He is very health conscious.

GOALS

- He wants his family to be healthy.
- He wants to give all the necessary vaccinations to his kid.
- He wants his kid's vaccination history to be readily accessible and be updated about new vaccines.

PAIN POINTS

- He is unable to get good consultation from a good doctor, as he lives in a remote part of Kanpur.
- He is also not able to a get registration date for his child, as he doesn't know the correct procedure to do it.

NEEDS AND EXPECTATION

- He needs an application which give him good advice about the necessary vaccination to be given to his child.
- Also, the app can either explain him the procedure for doing the registration for vaccination or the app do it for him by giving necessary details to the app.





Scenario

Hitesh Desai went to the doctor to get his son checked for fever. That's when the doctor told him about new vaccines that his son should be given. Hitesh didn't know about it. He tried to book a vaccination session but didn't know how to.



Later, after making several calls, he booked a vaccination session. When he was at the vaccination centre, the doctor asked for the son's vaccination history and he couldn't find it as the file was so unorganised. Hitesh wanted to know if the vaccine was really essential so he asked the doctor a few questions about the vaccines, but the doctor didn't give him a satisfactory answer.

After the vaccine was given to his son, he experienced fever during the night. He wasn't informed about the side-effects by the doctor. He panicked and wasn't sure which medicines to give him. Hitesh ultimately searched on the internet and found that it was normal to get a fever after vaccination and no medicine was needed. He was stressed and tired after this whole ordeal.





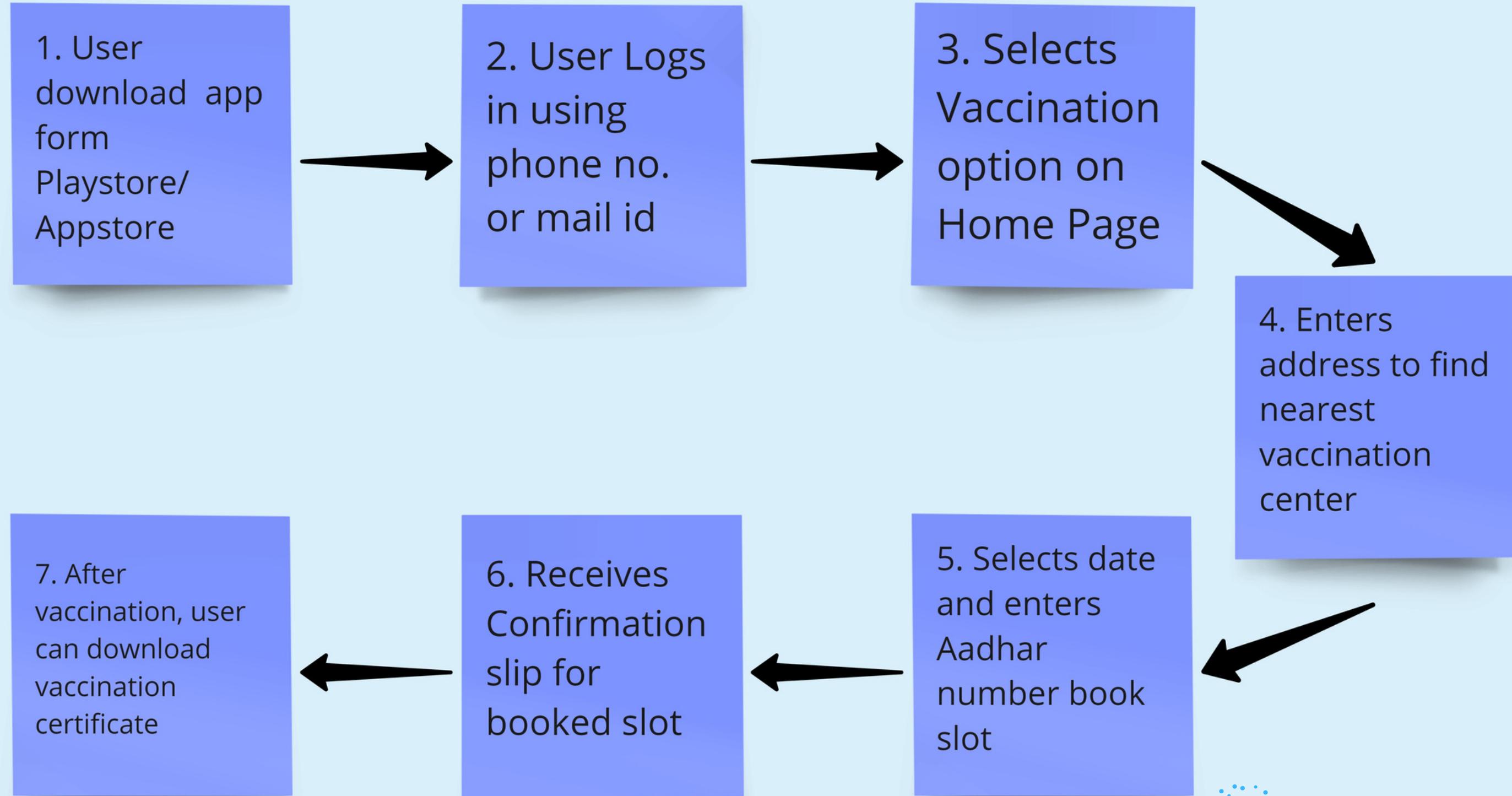
Hitesh is now using the mobile application for finding the vaccination centre for a particular vaccine nearby for his child. Also, the app gives him the feature for registering the vaccine, now he does not have to go here and there asking the procedure for the registration of the vaccine. Not only this, the application helps him in giving the organised history of vaccination taken by his child with date of vaccination taken earlier.

By the help of this application , he got a good advice by the expert doctors, and which is vaccine is really essential to take. Now with this application, he can easily get the second opinion from the concerned expert doctors, so that he can avoid getting scammed by some other doctors.



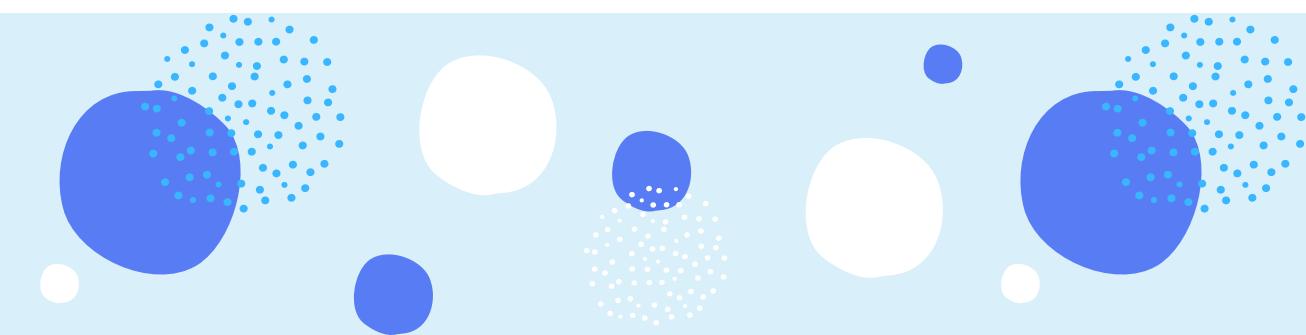
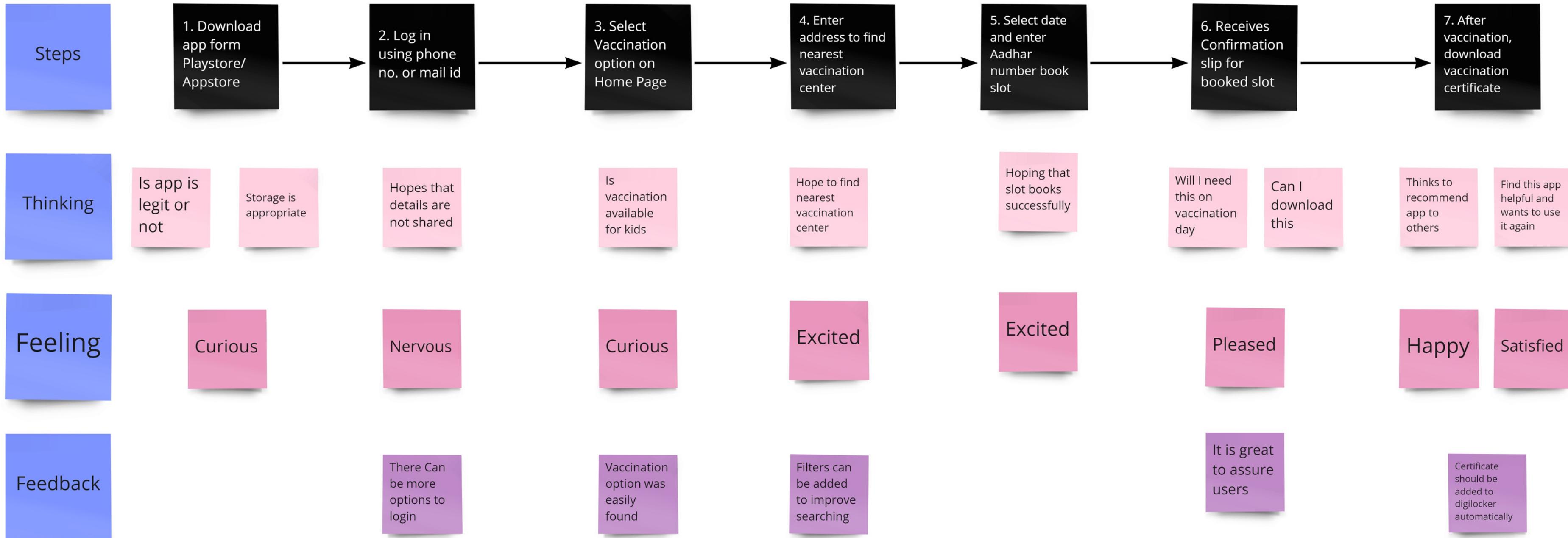


User Flow



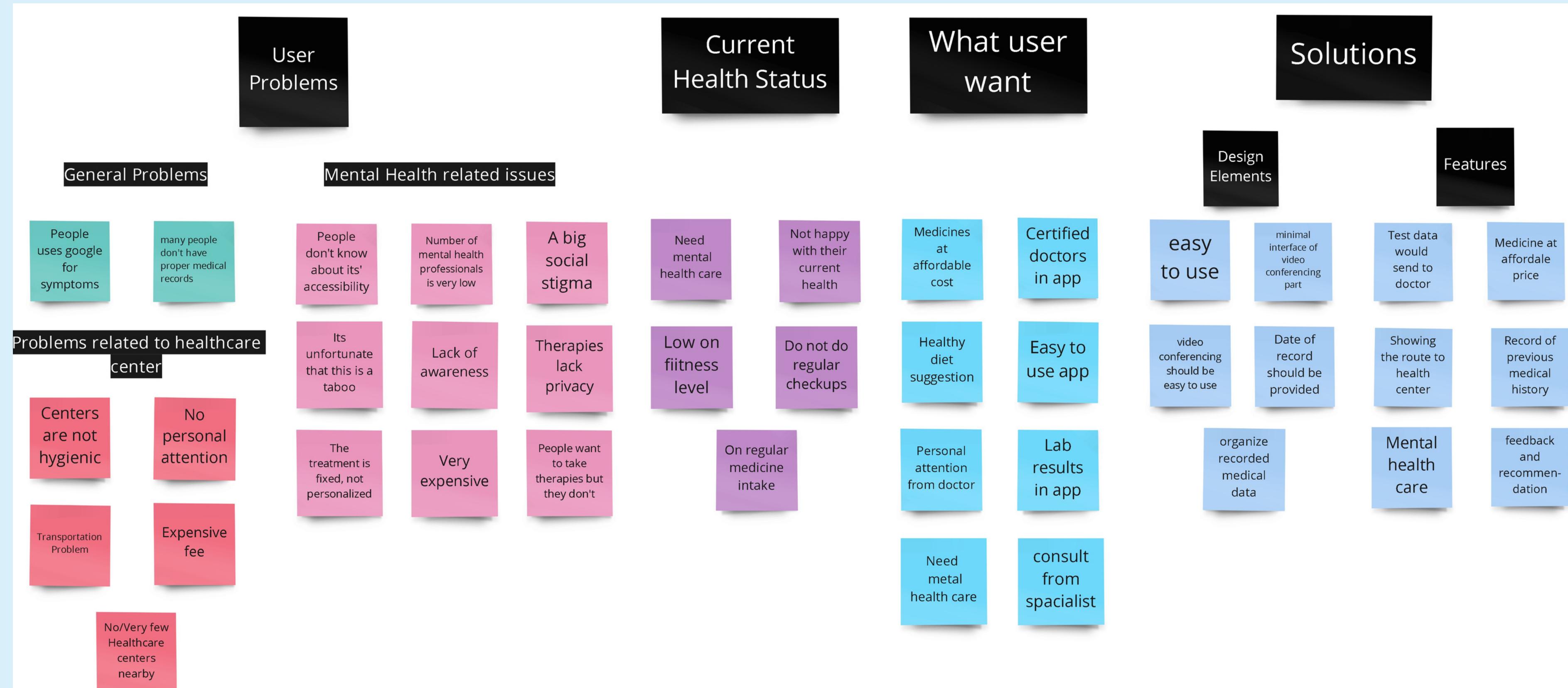


Scenario Mapping



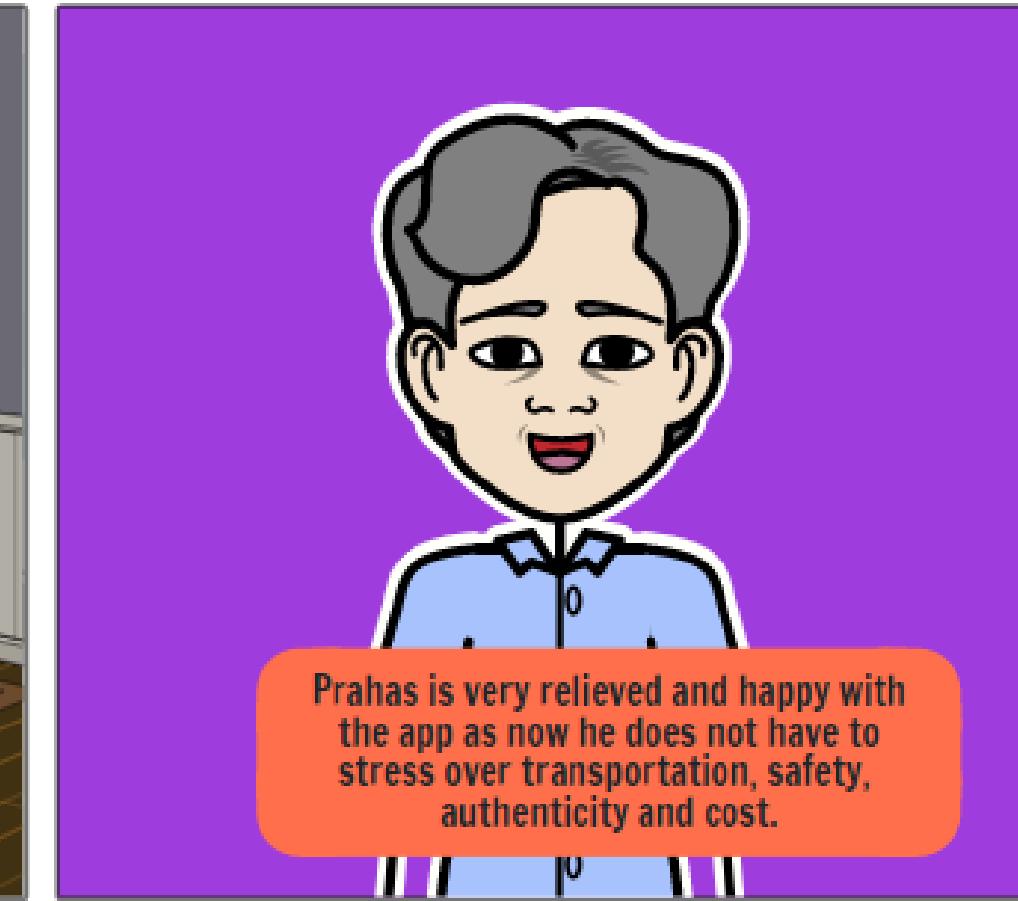
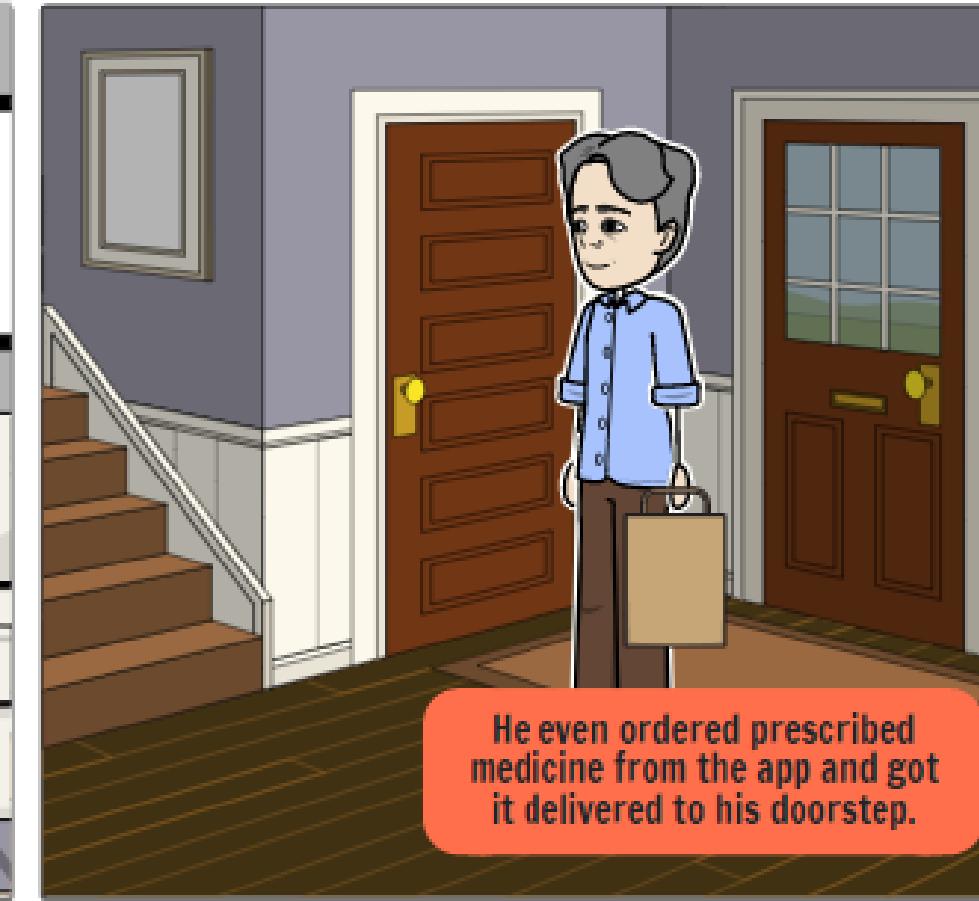
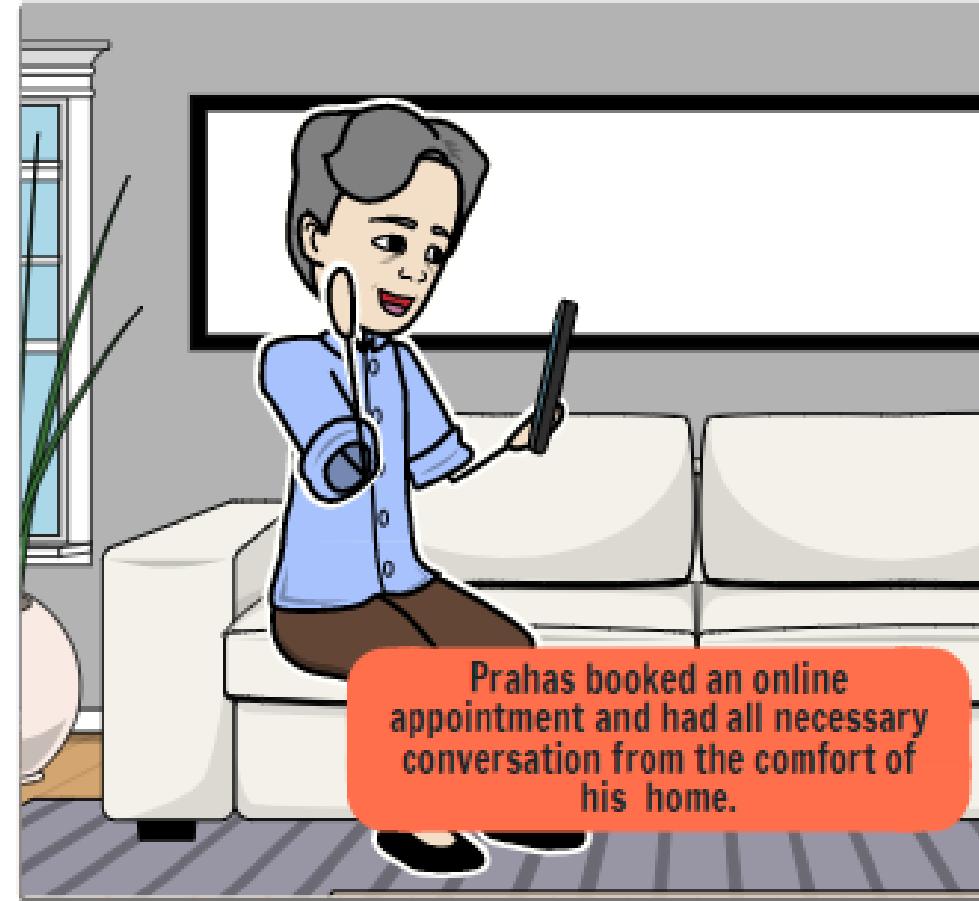
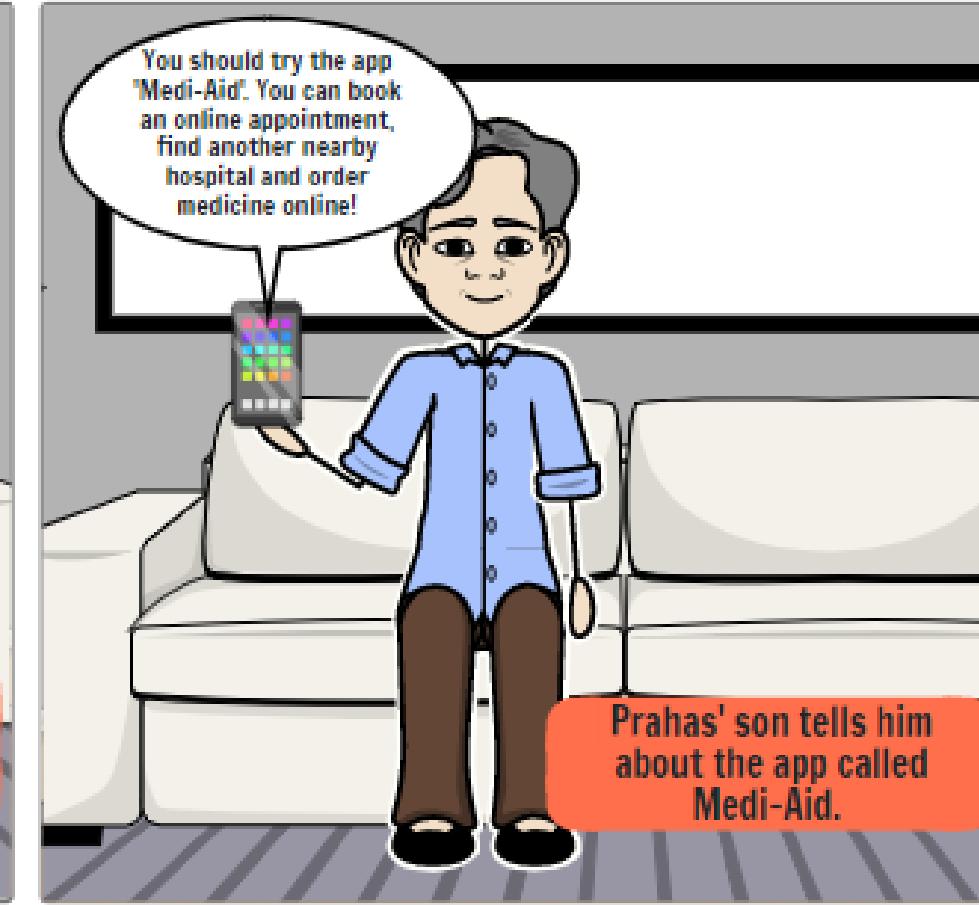
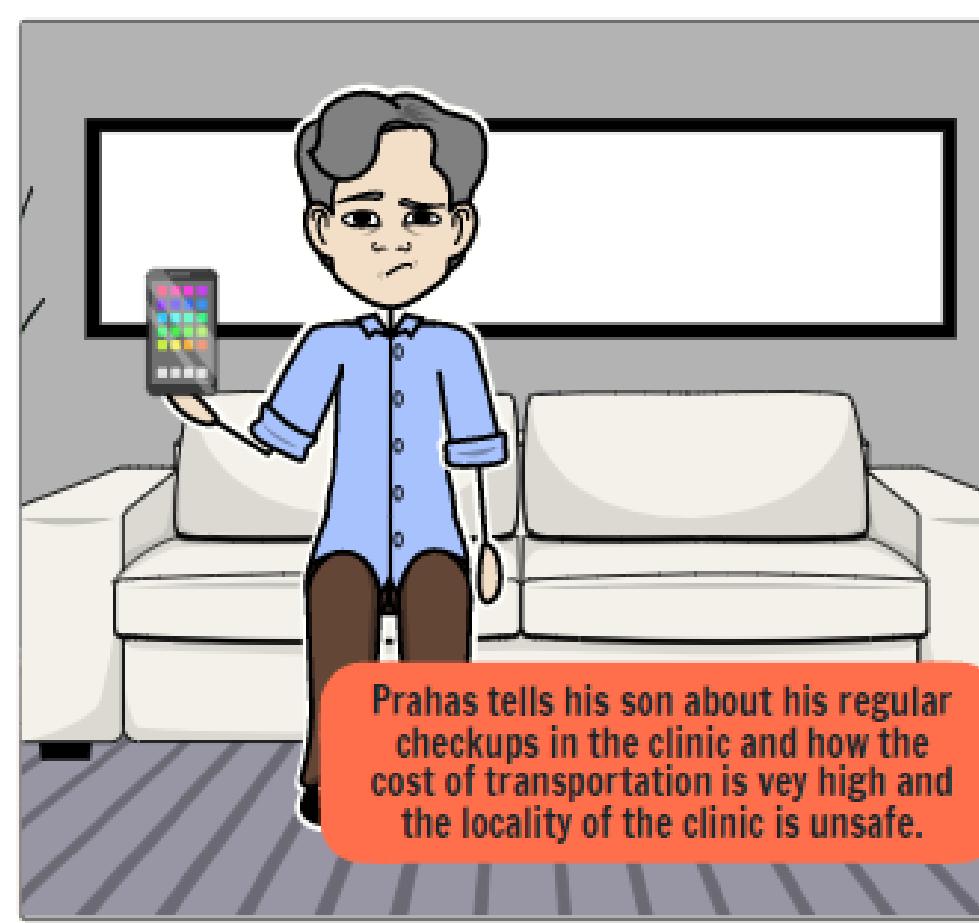


Affinity Diagram





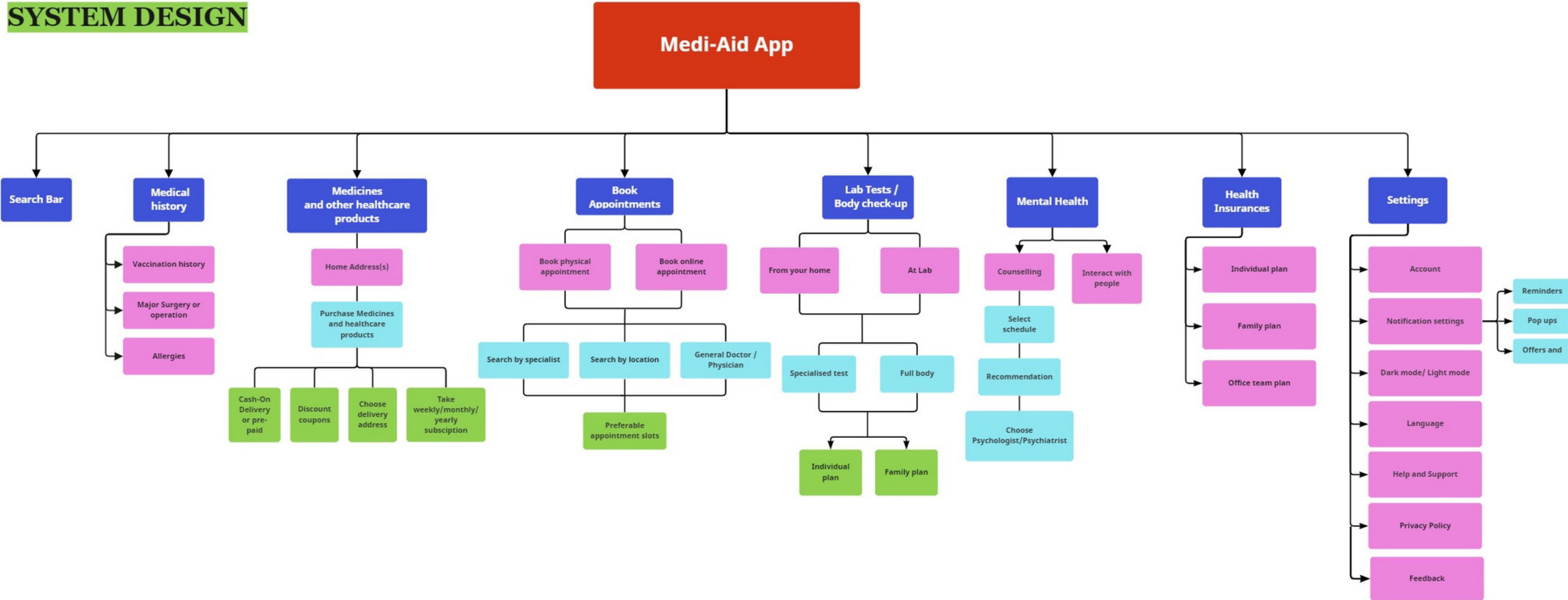
Storyboard





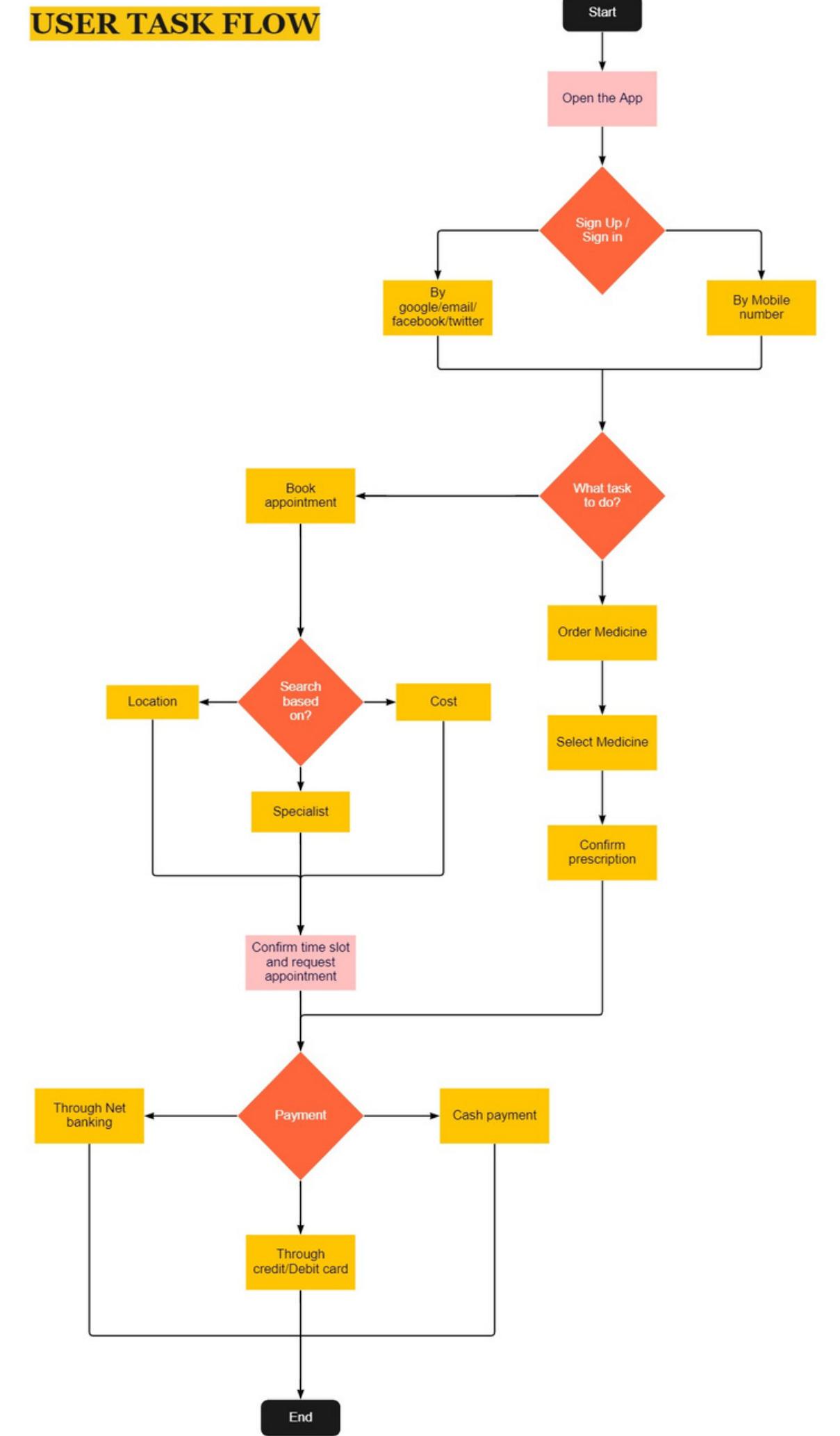
Information Architecture

SYSTEM DESIGN



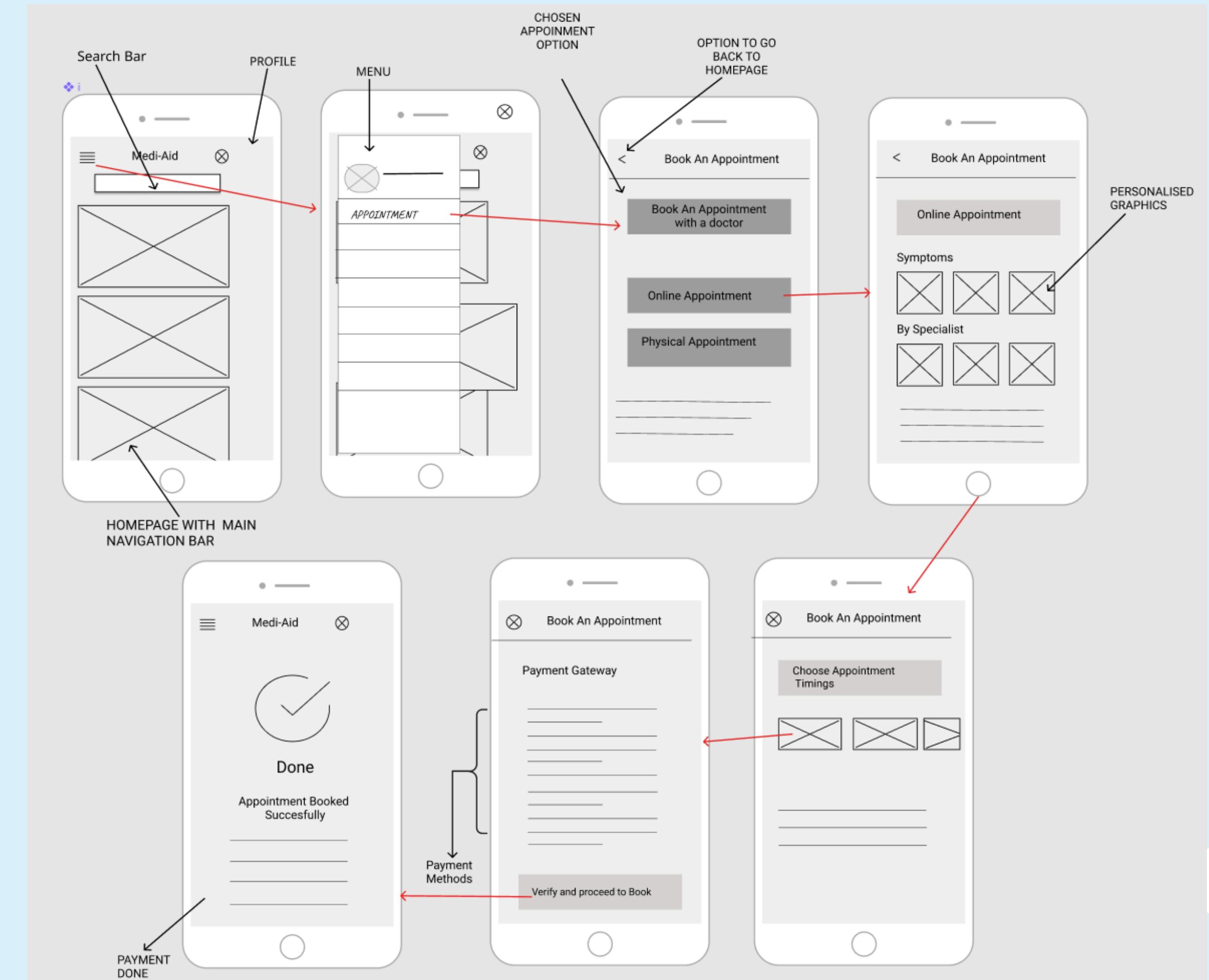


Information Architecture (User task flow)





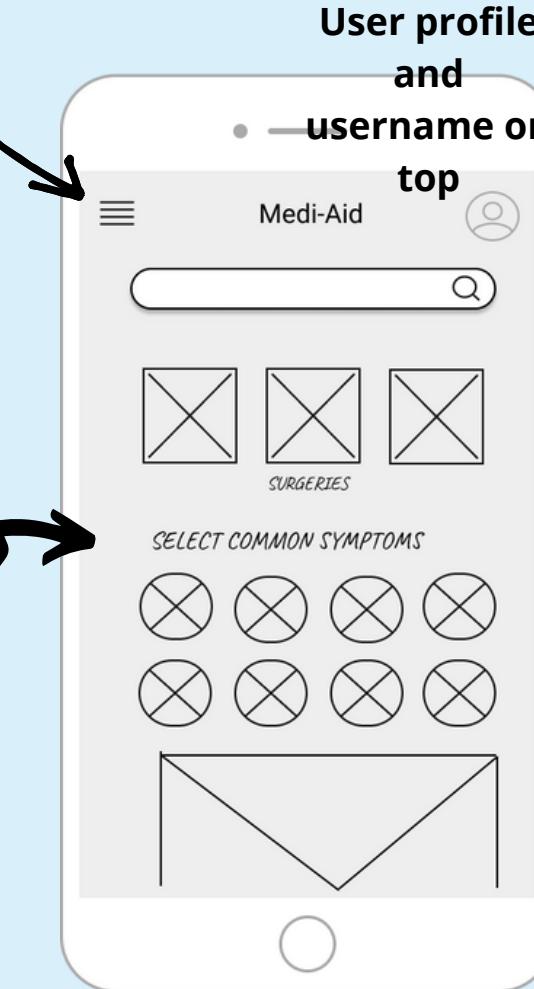
Low-Fidelity



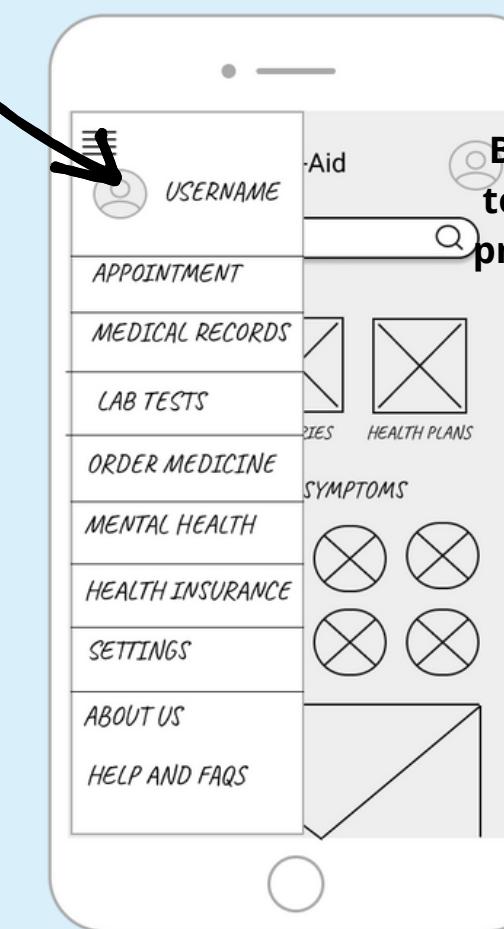


Mid-Fidelity (Board Breadth)

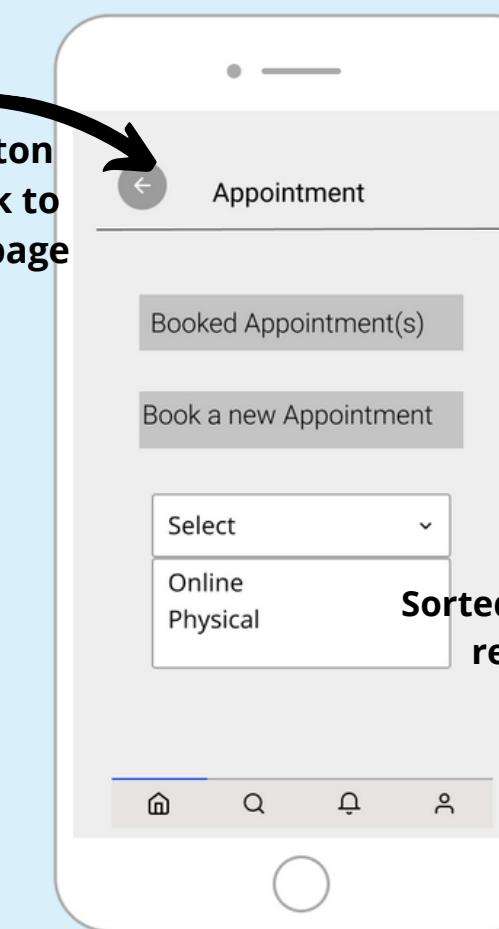
Menu bar with options such as settings and privacy policy to assist user



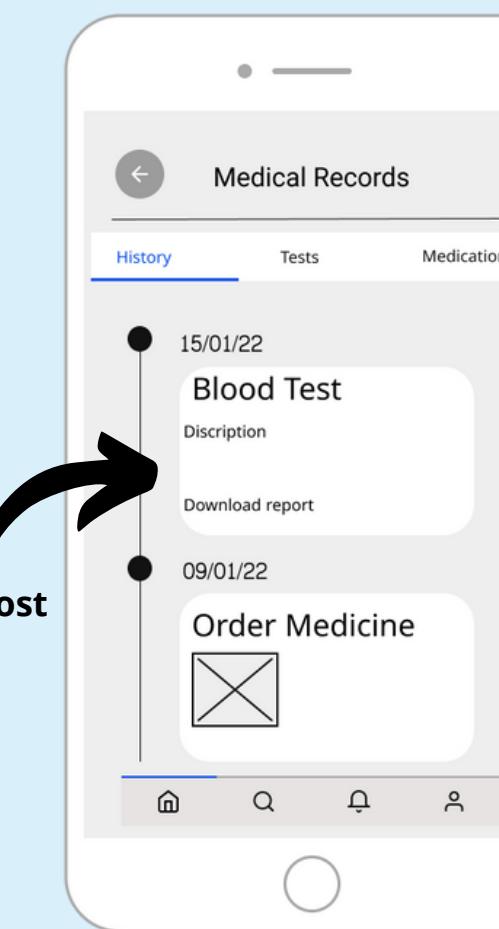
Major features of the app on the homepage accompanied by graphics for faster accessibility



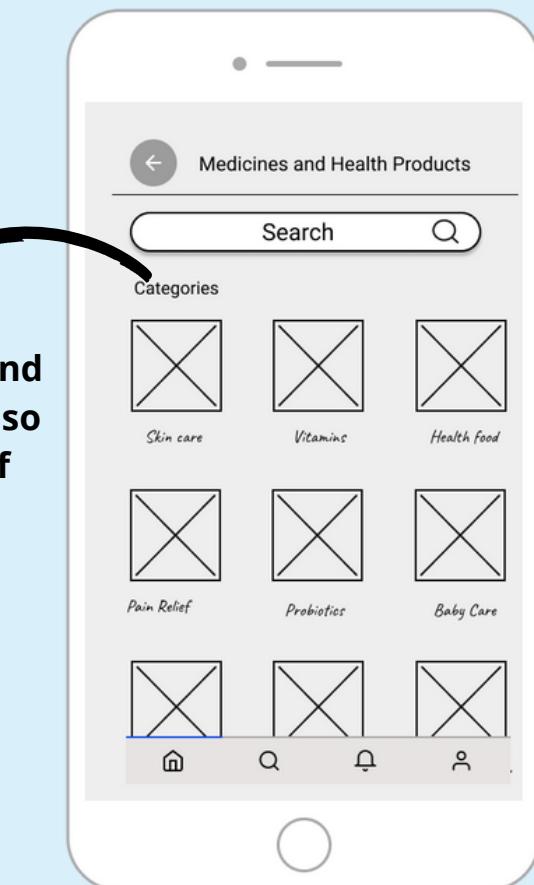
Back button to go back to previous page easily



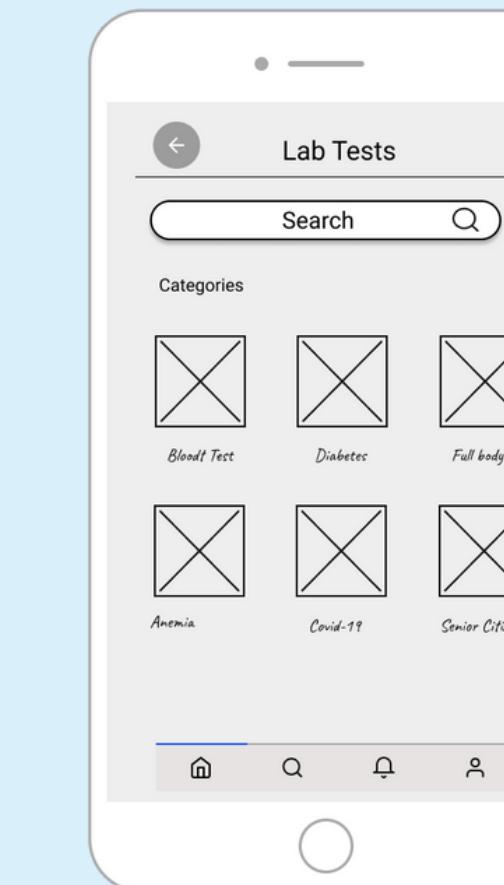
Sorted by most recent



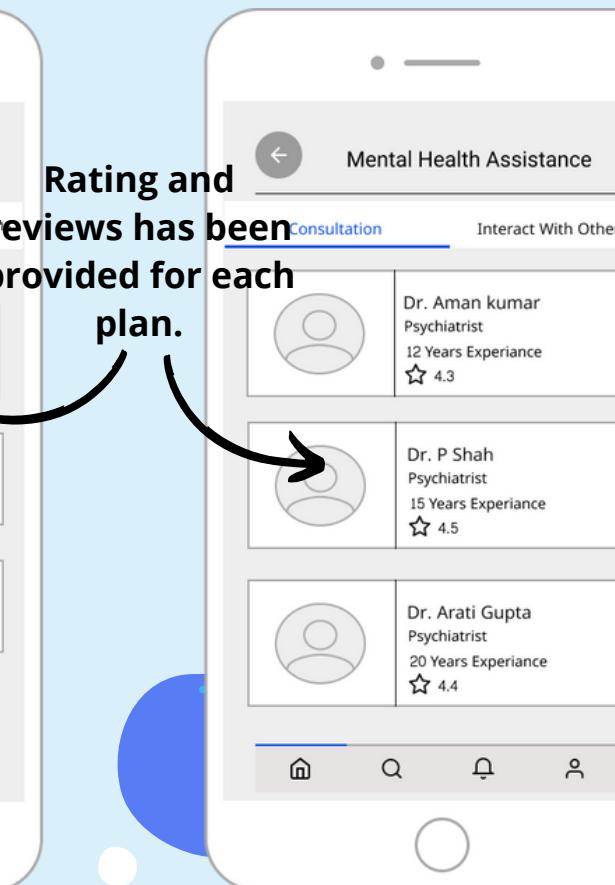
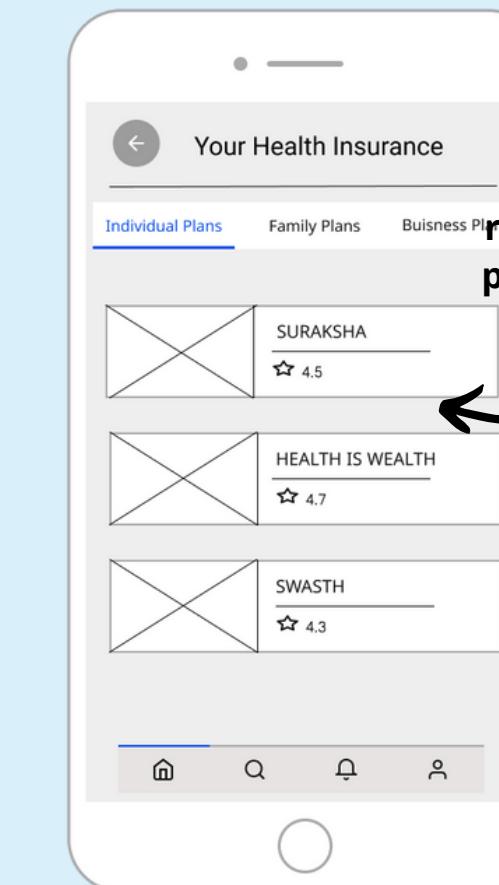
Tells user where they are



Several options and deals mentioned so user has a lot of choices



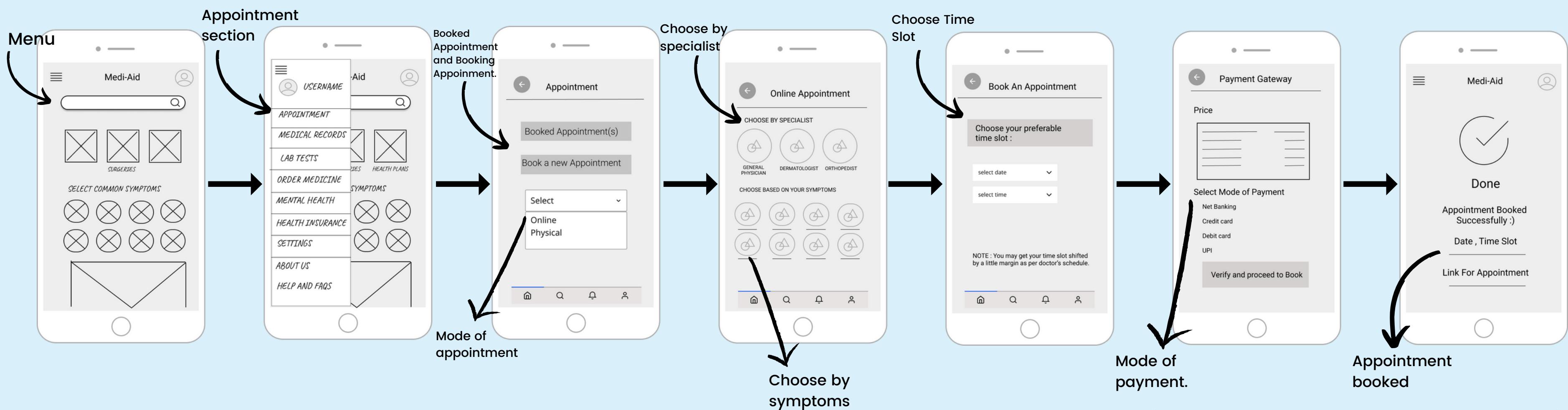
Rating and reviews has been provided for each plan.





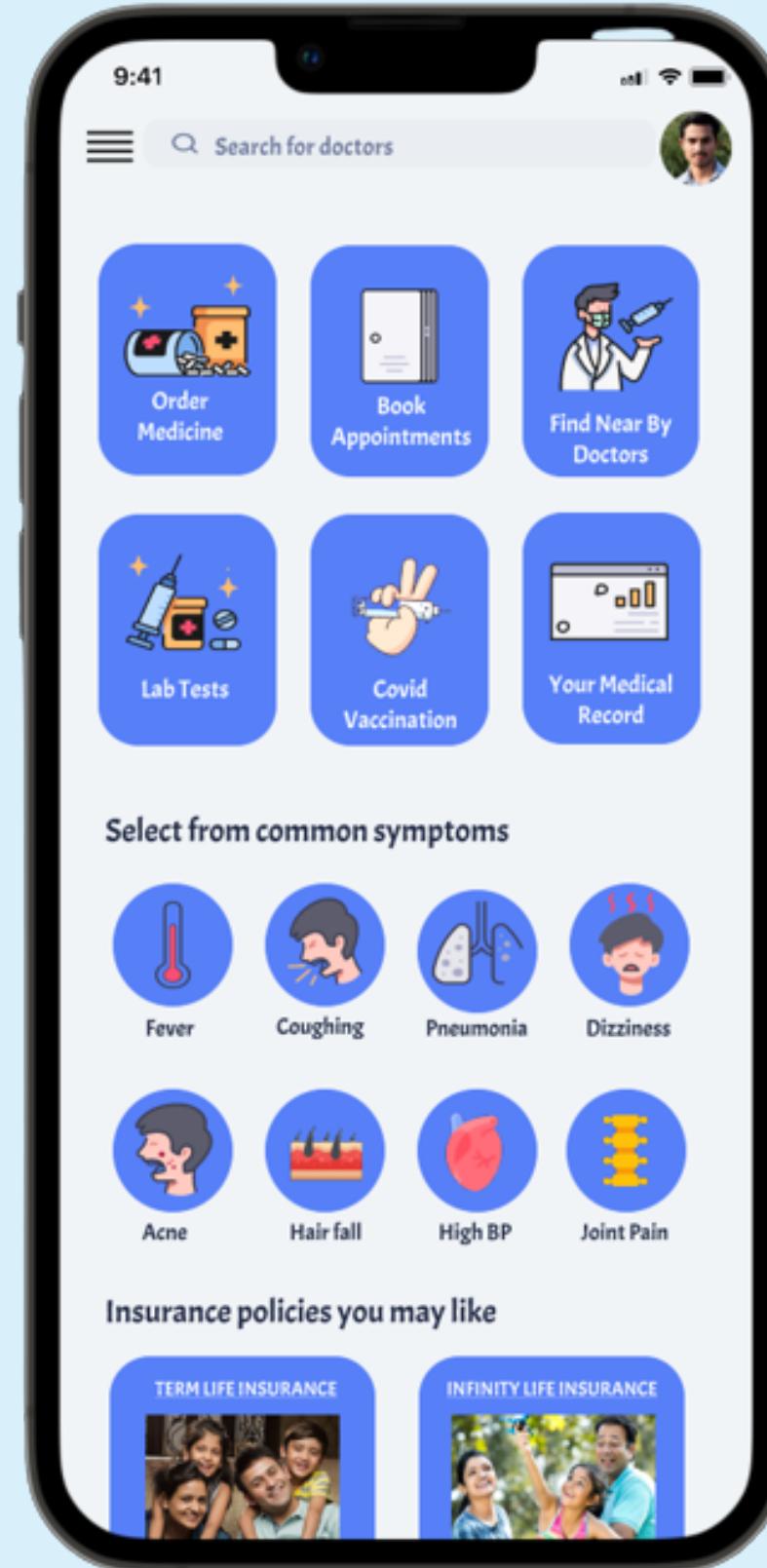
Mid-Fidelity (Shallow Depth)

Appointment Booking -





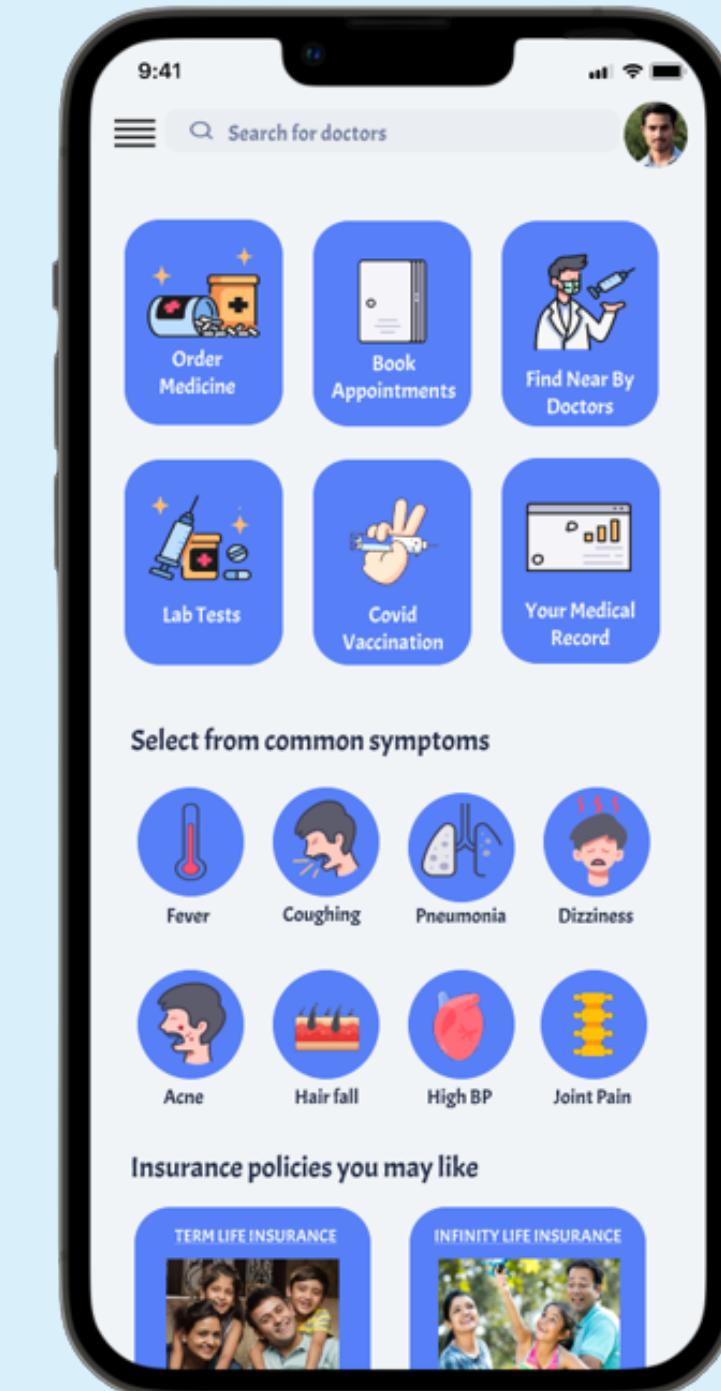
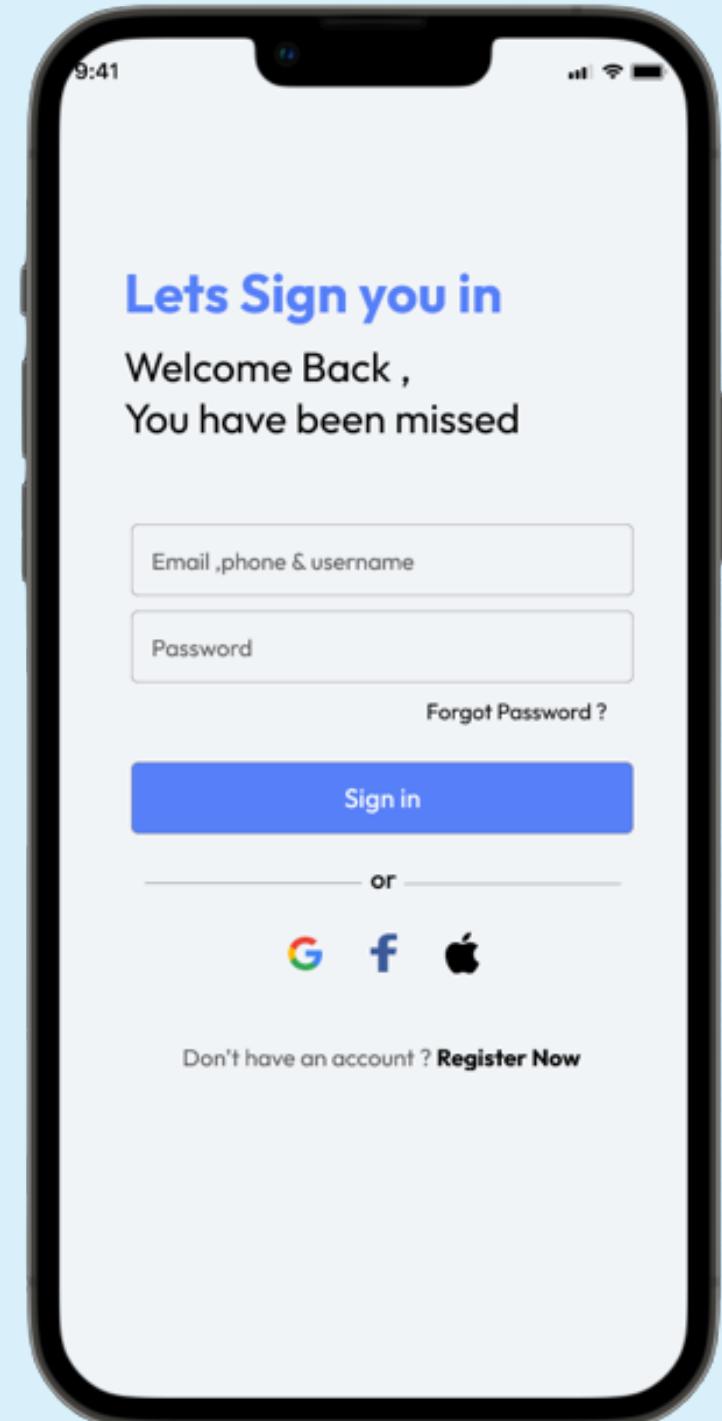
High-Fidelity Prototype link



<https://www.figma.com/proto/qKHxKkbyC1yqHRXbl07q1m/high--fi?node-id=37%3A20802&scaling=scale-down&page-id=34%3A3897&starting-point-node-id=37%3A20802>

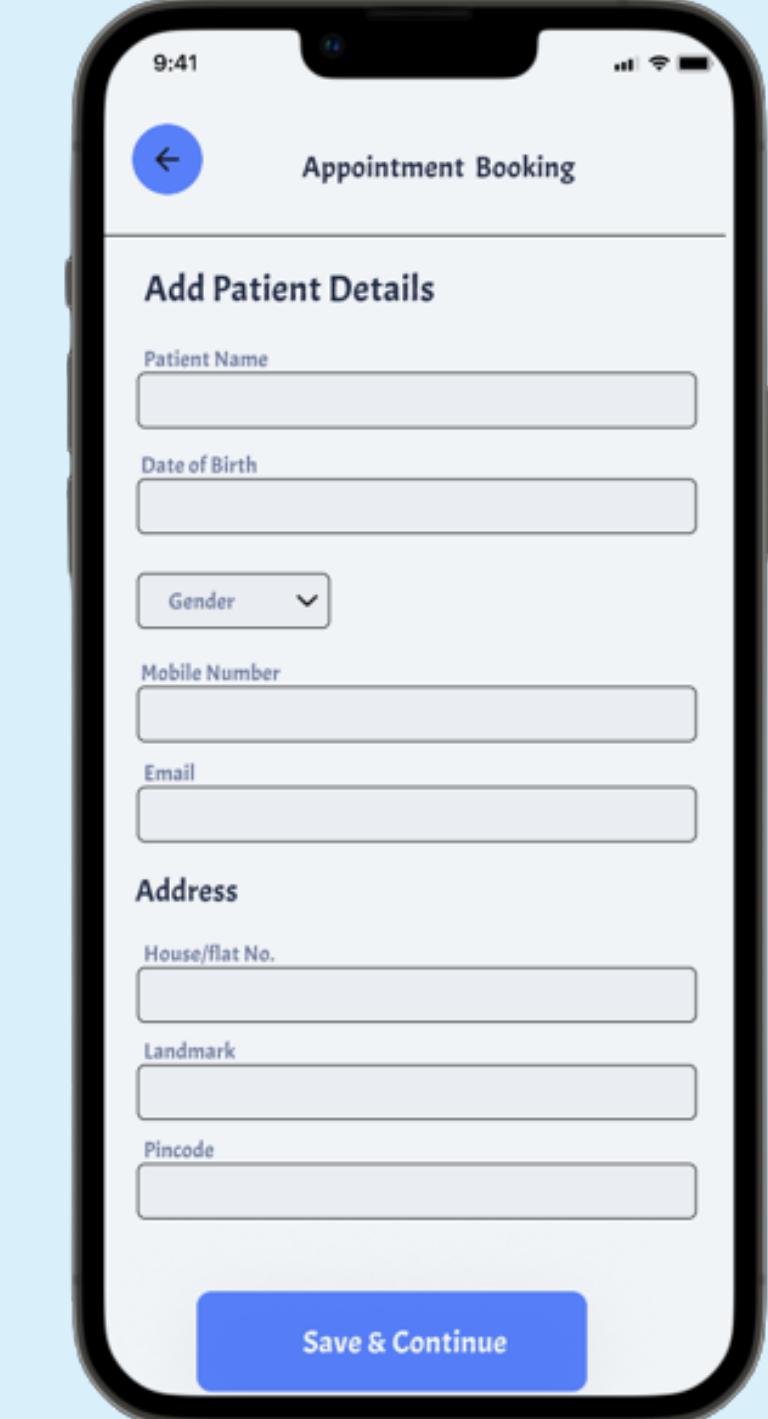
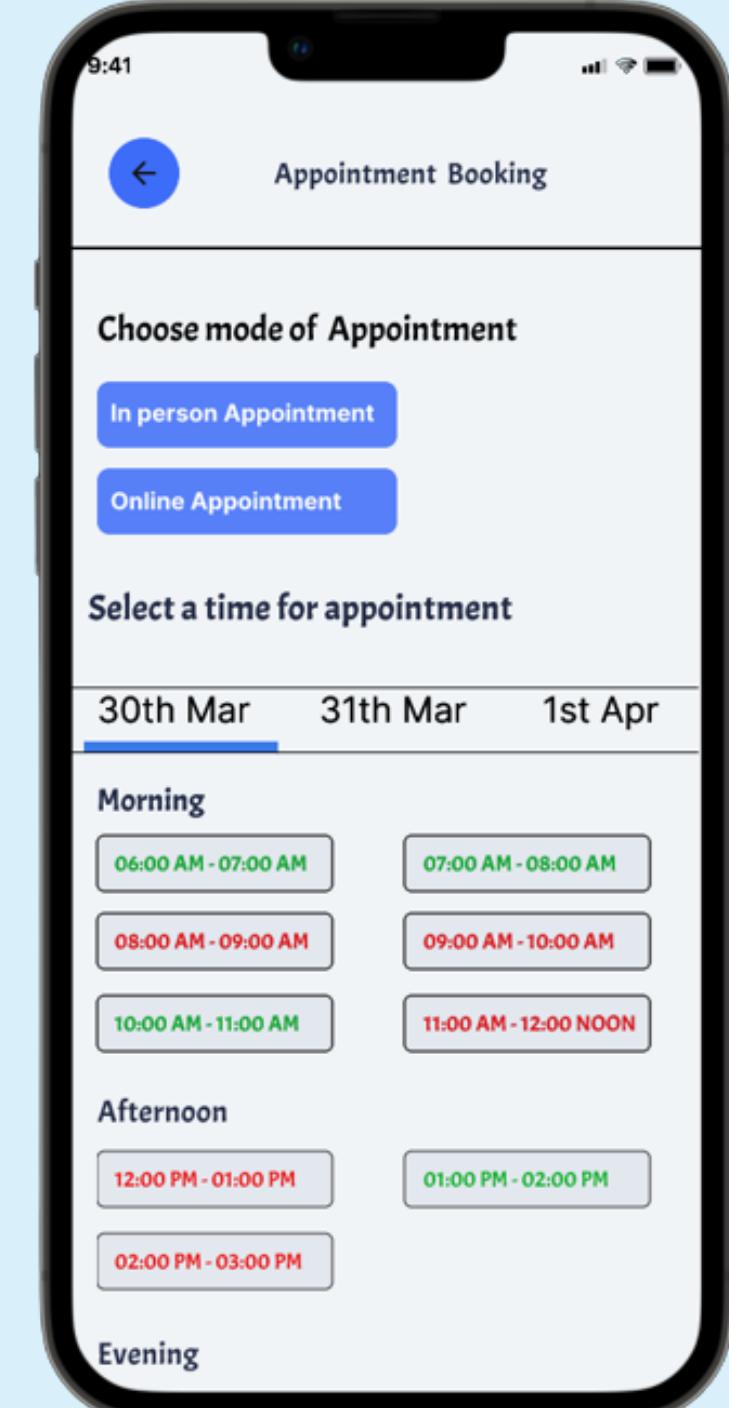
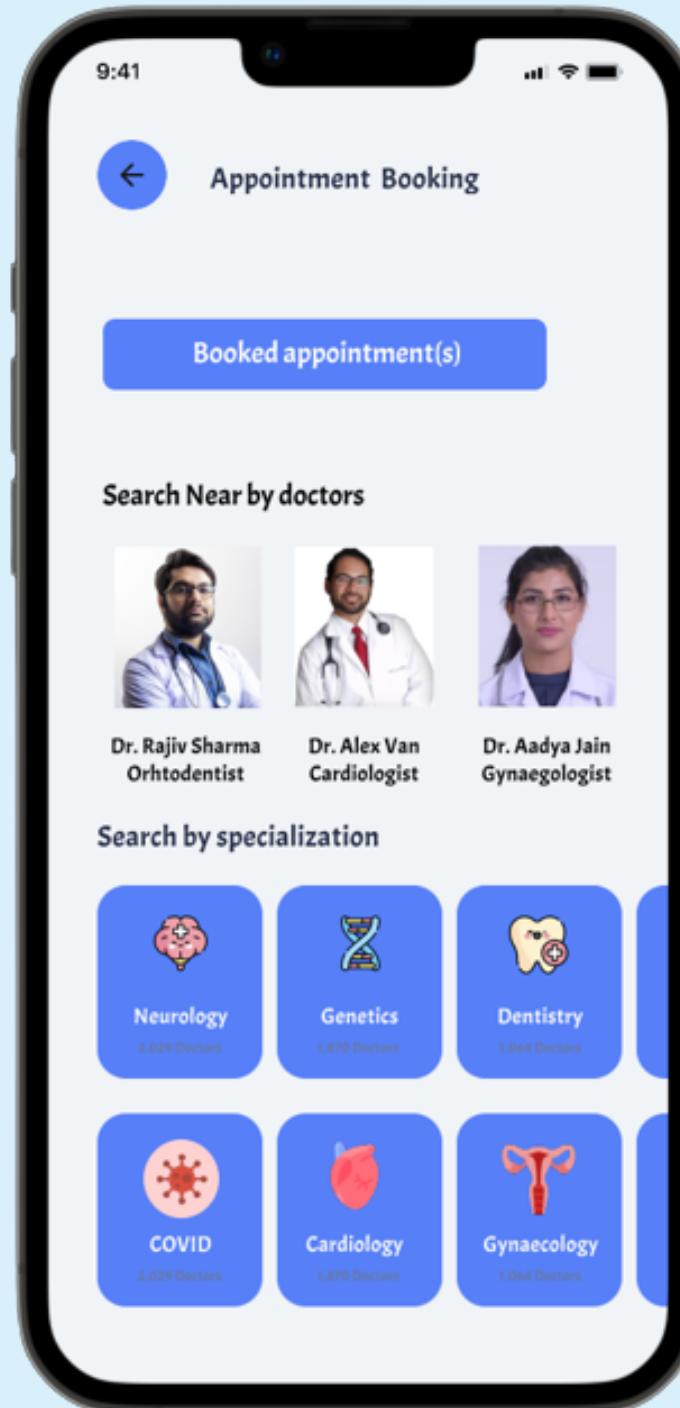


High-Fidelity



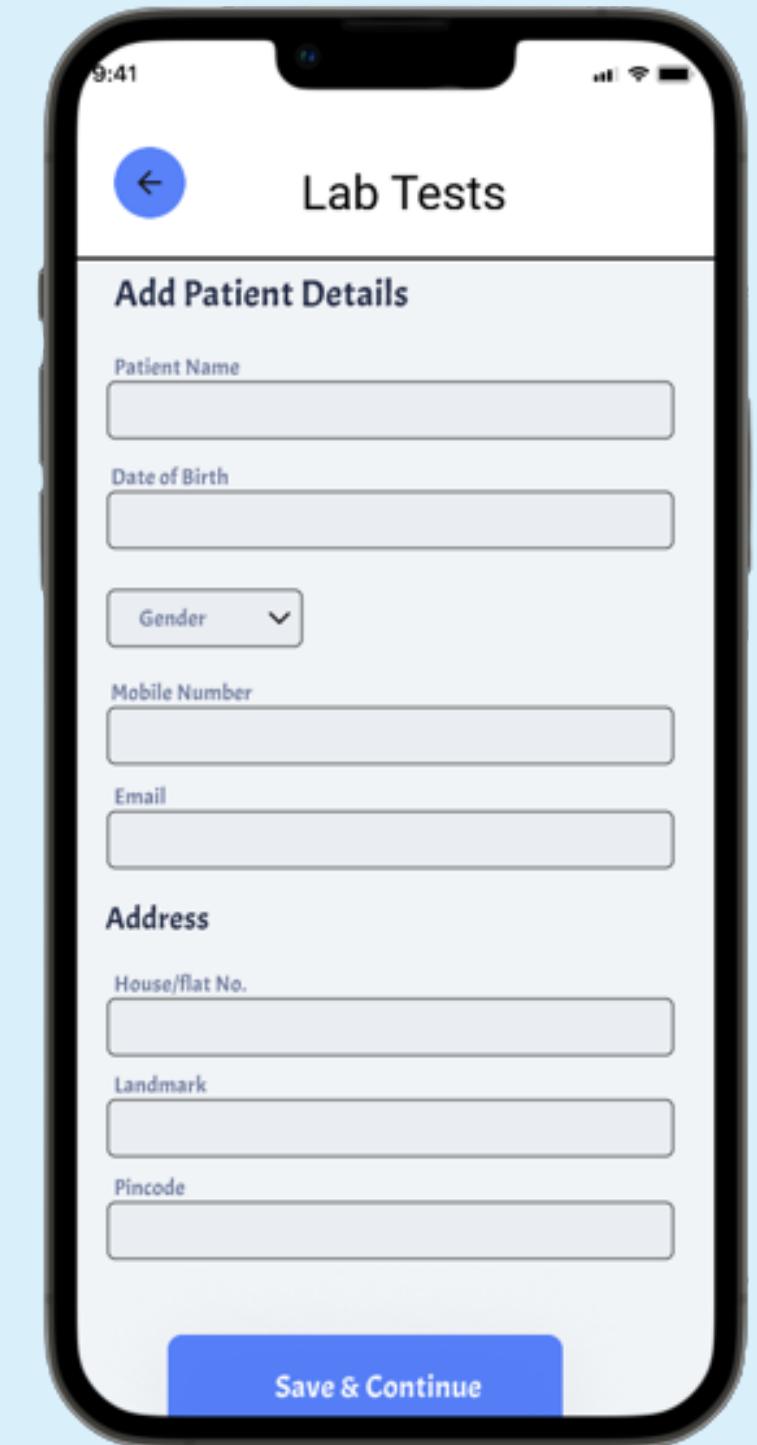
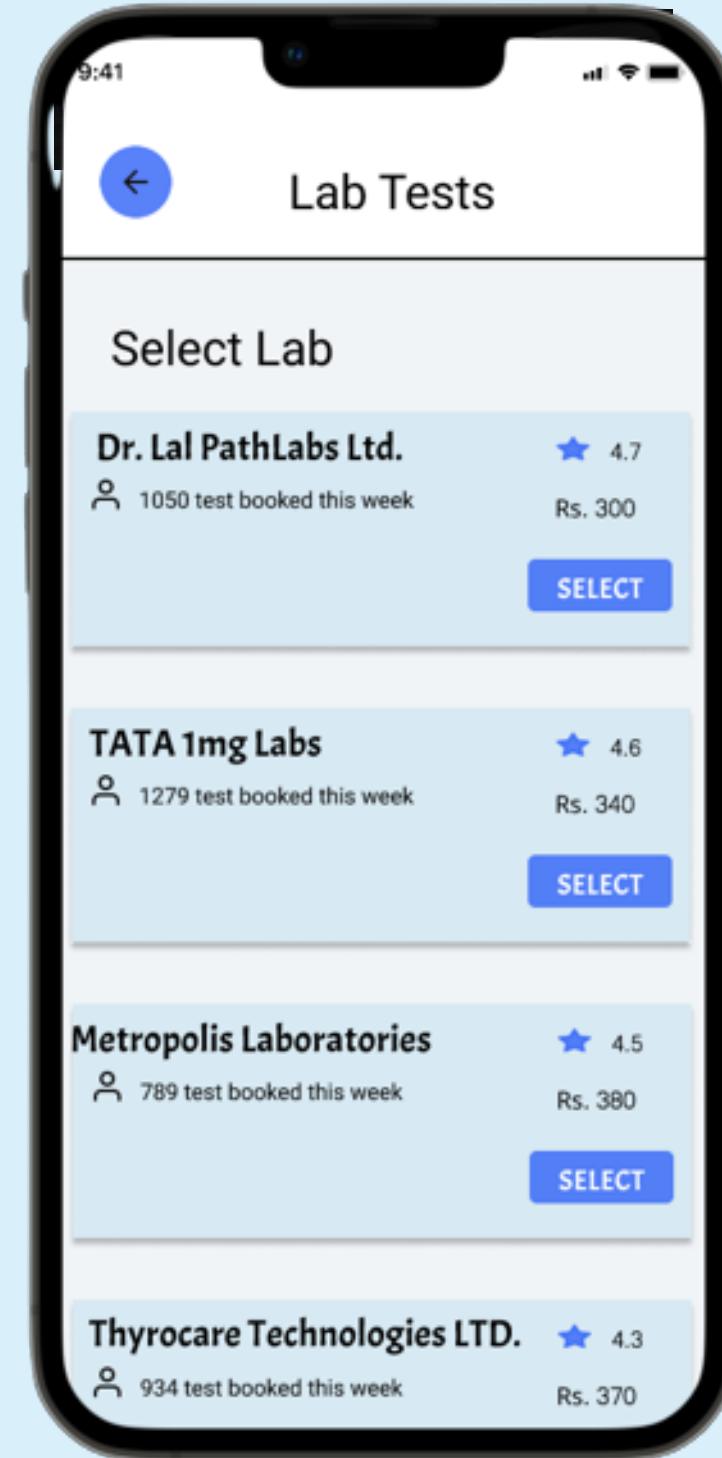
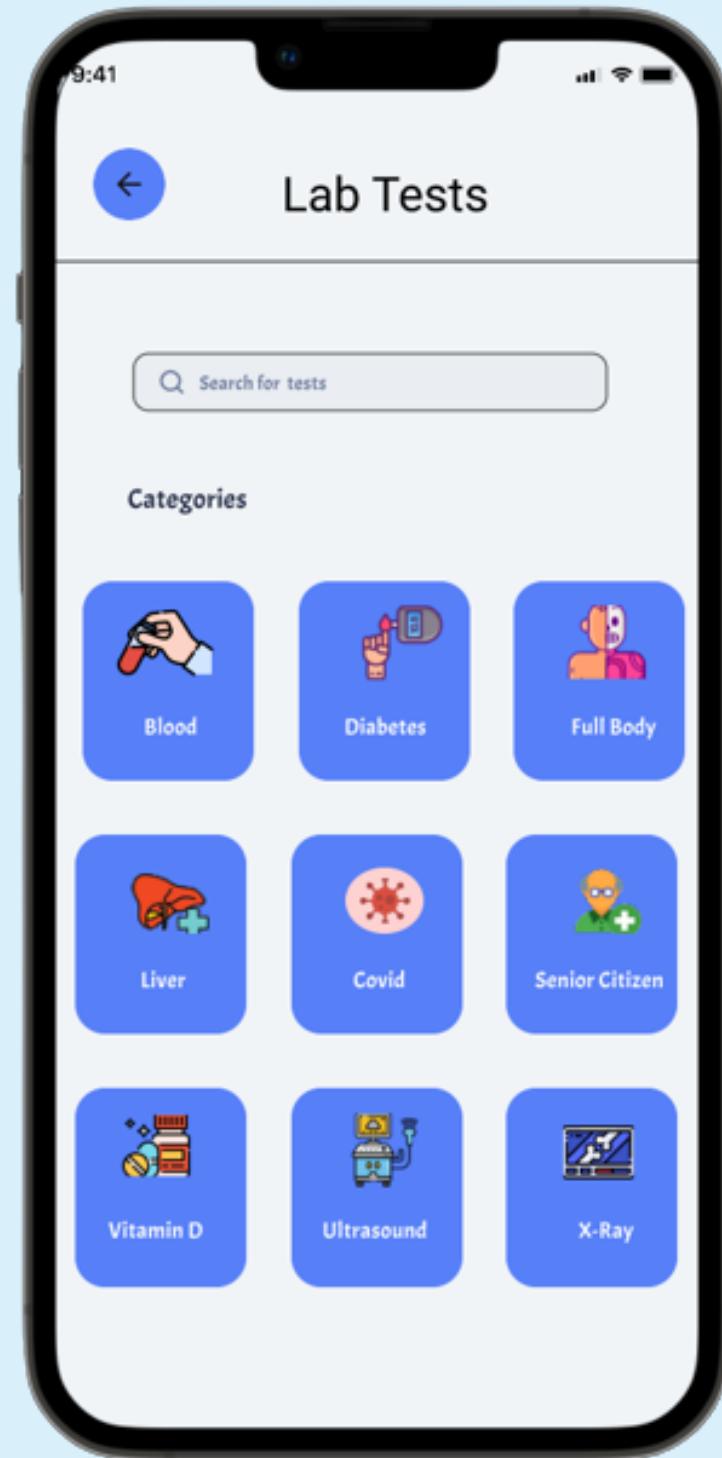


Appointment Booking



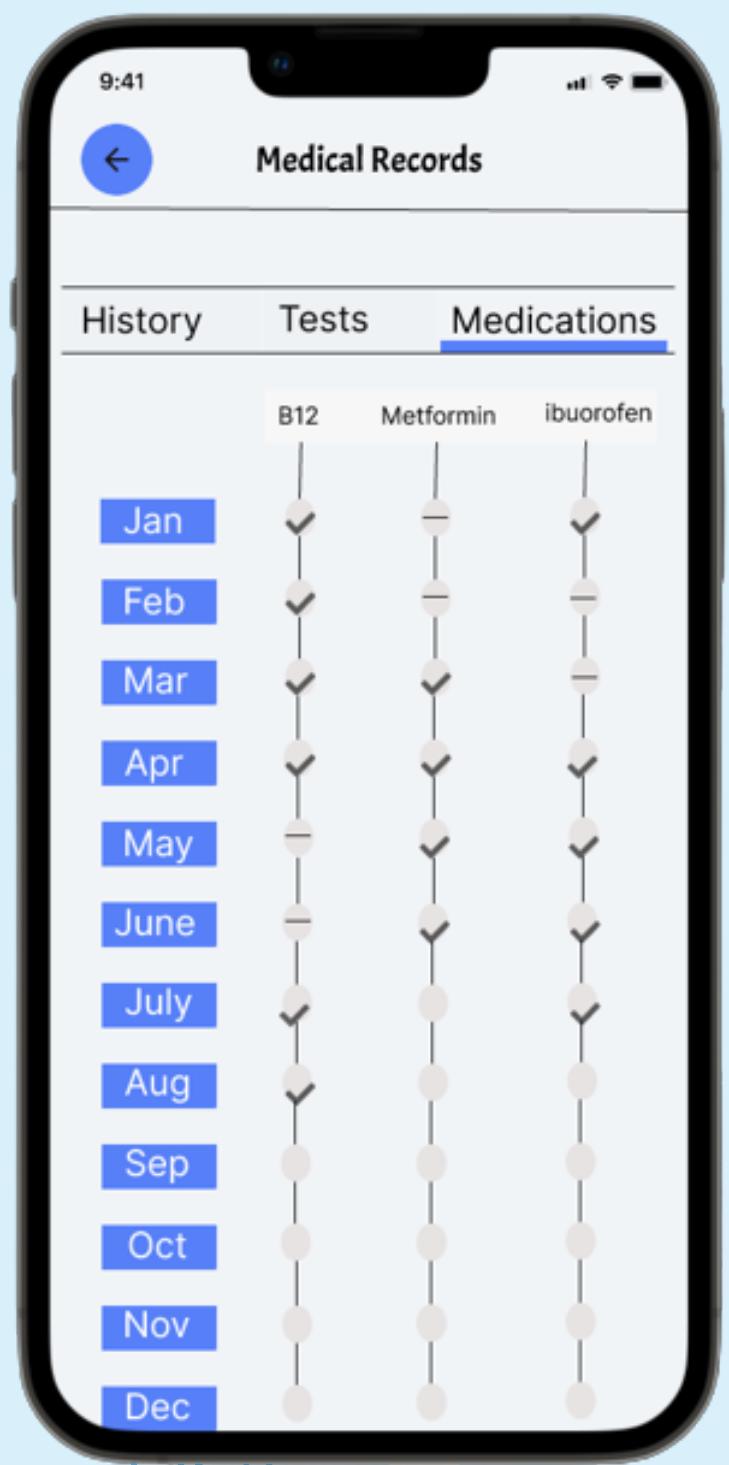
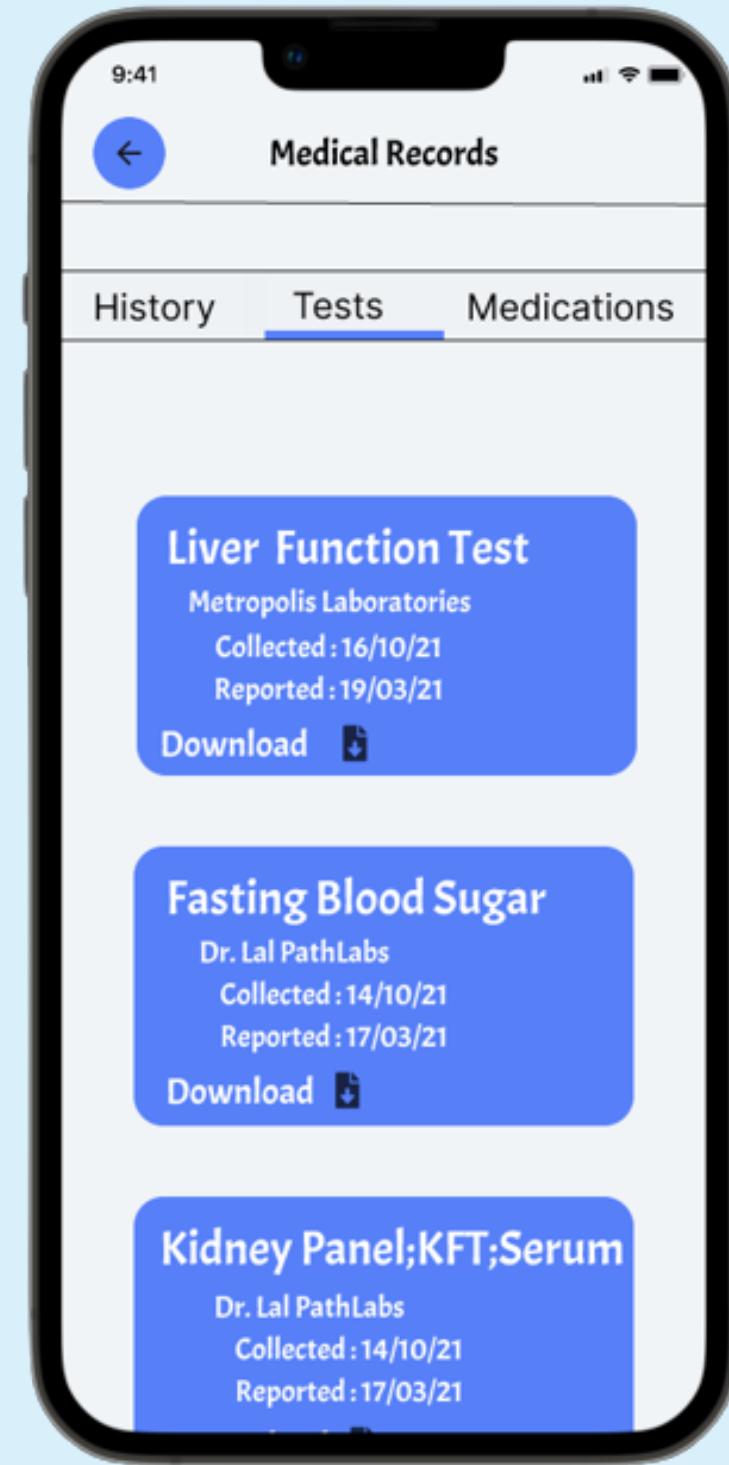
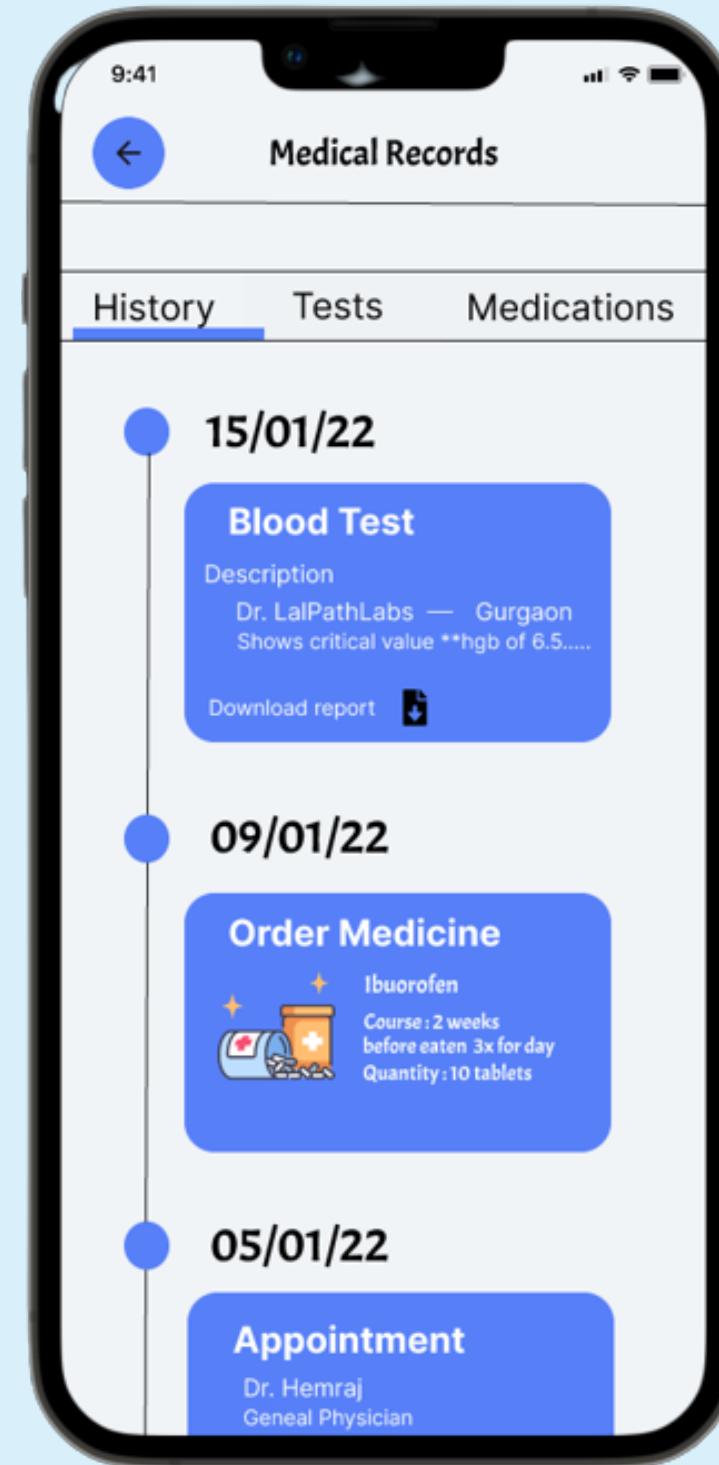


Lab tests



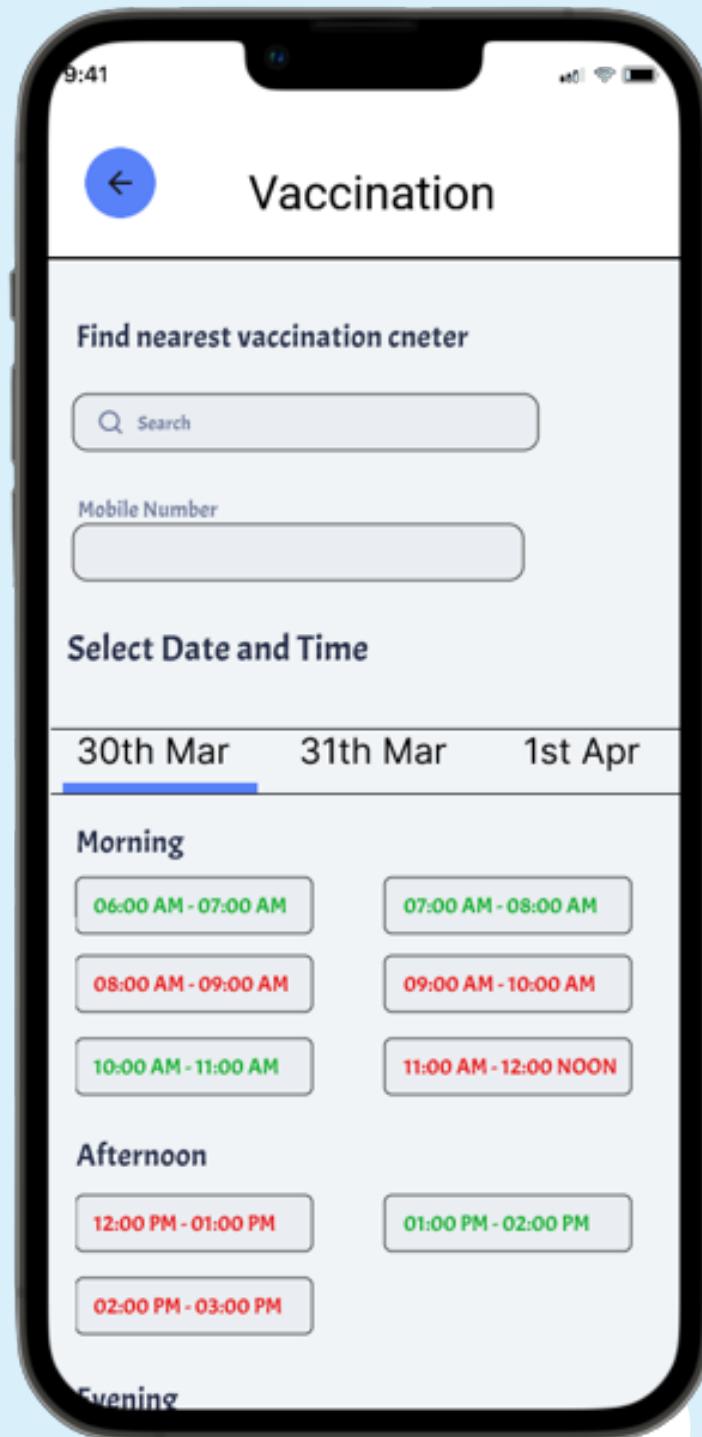
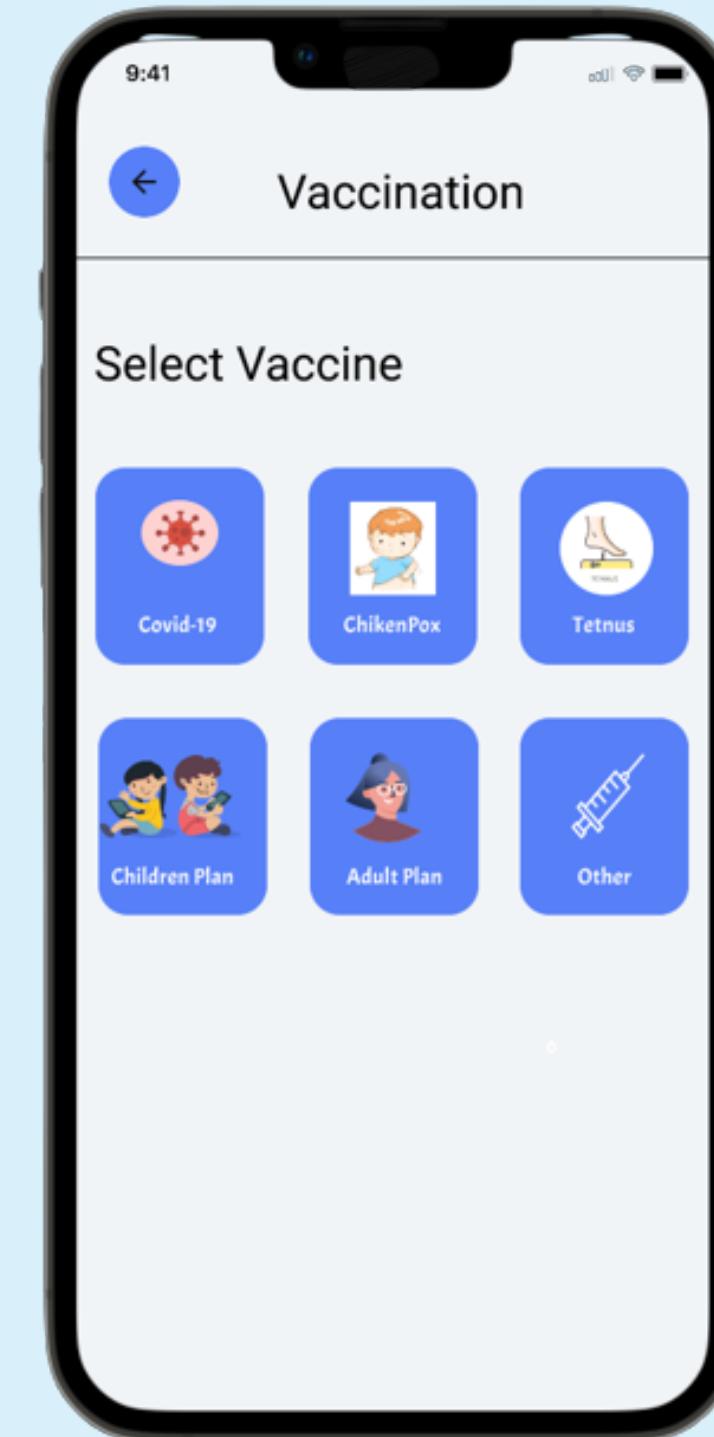


Medical Records



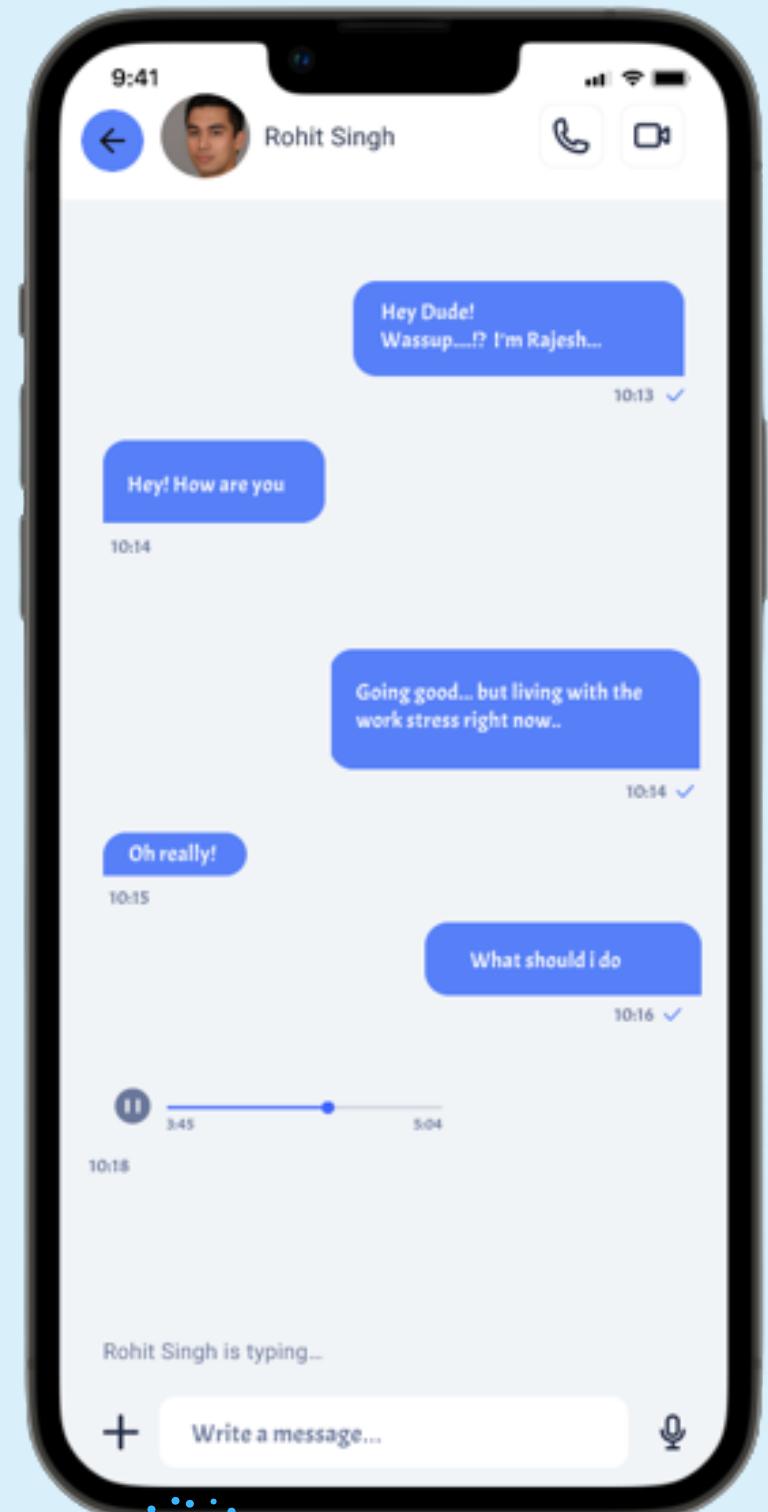
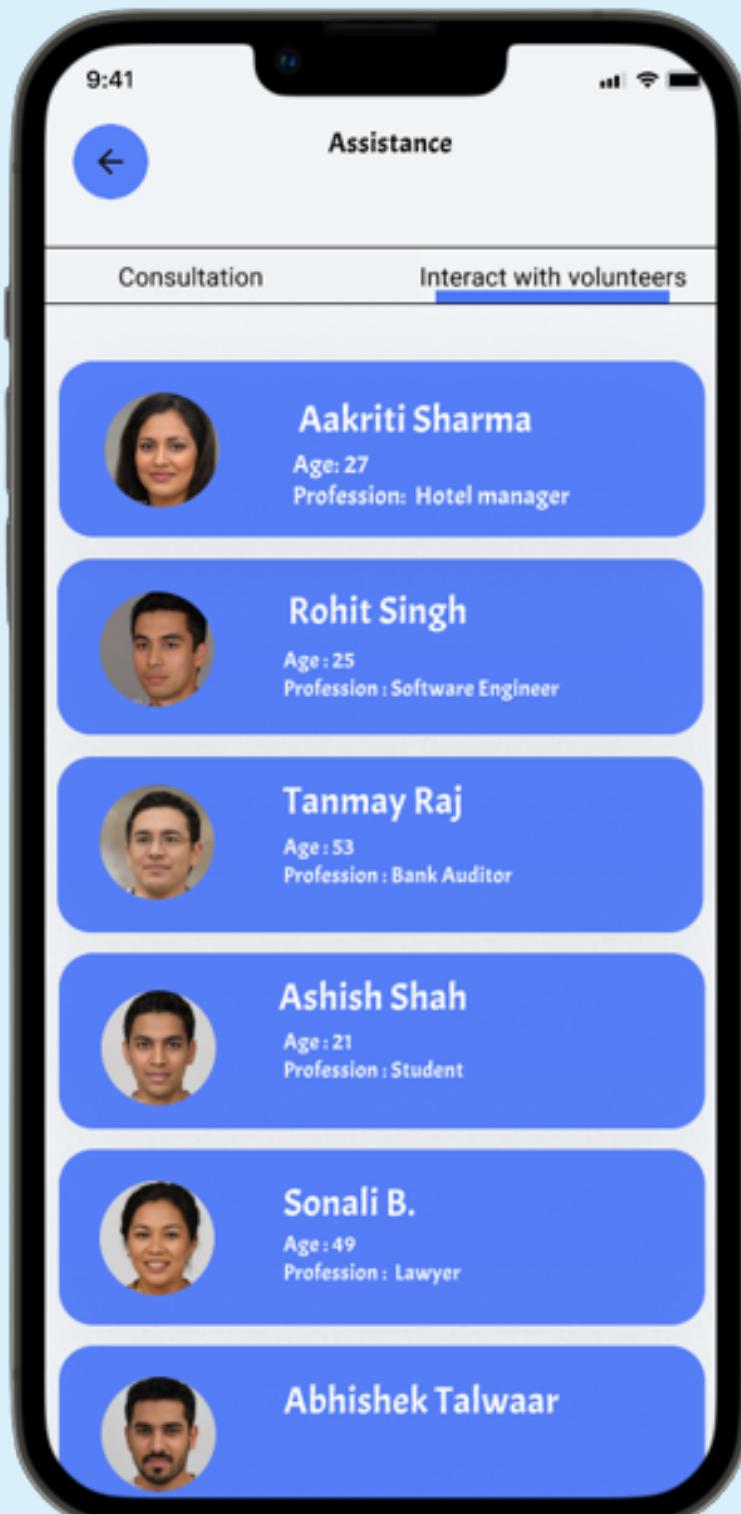
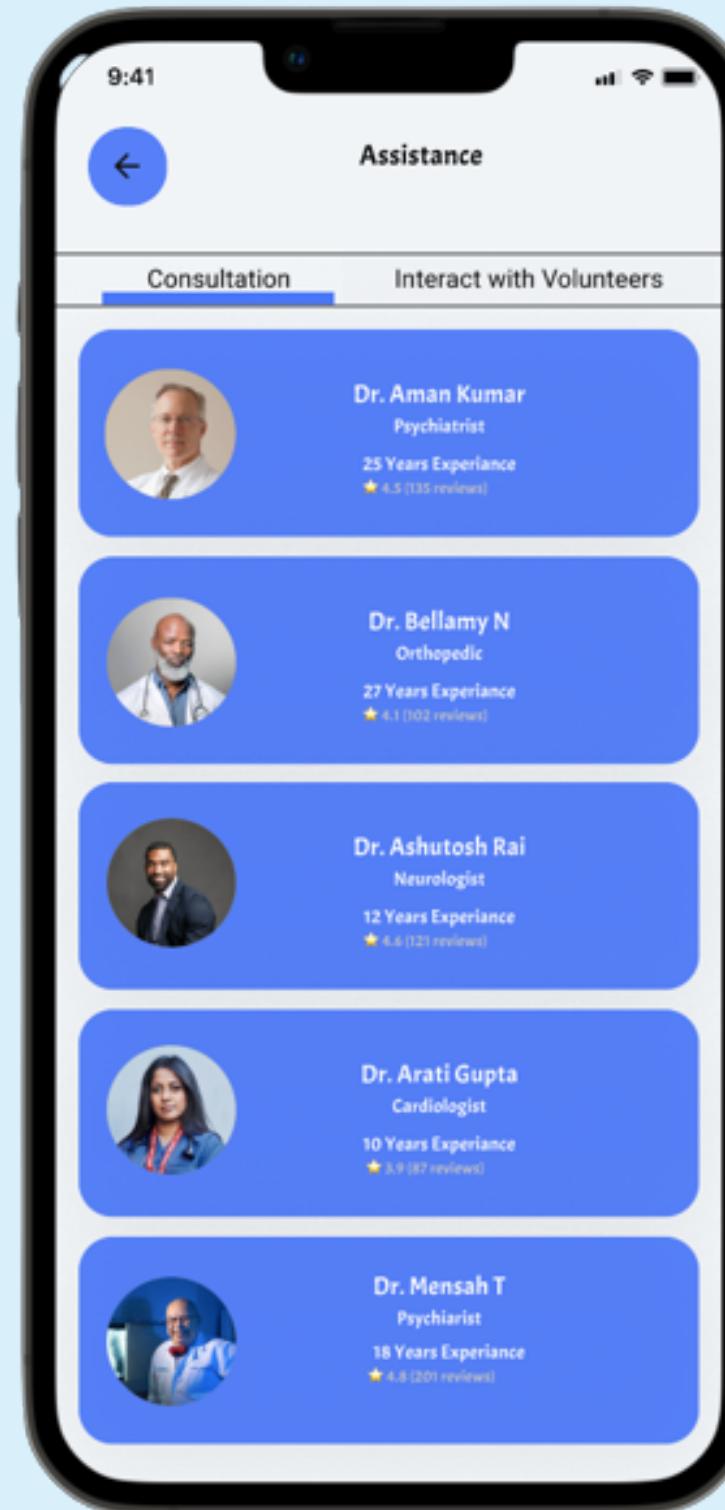


Vaccination

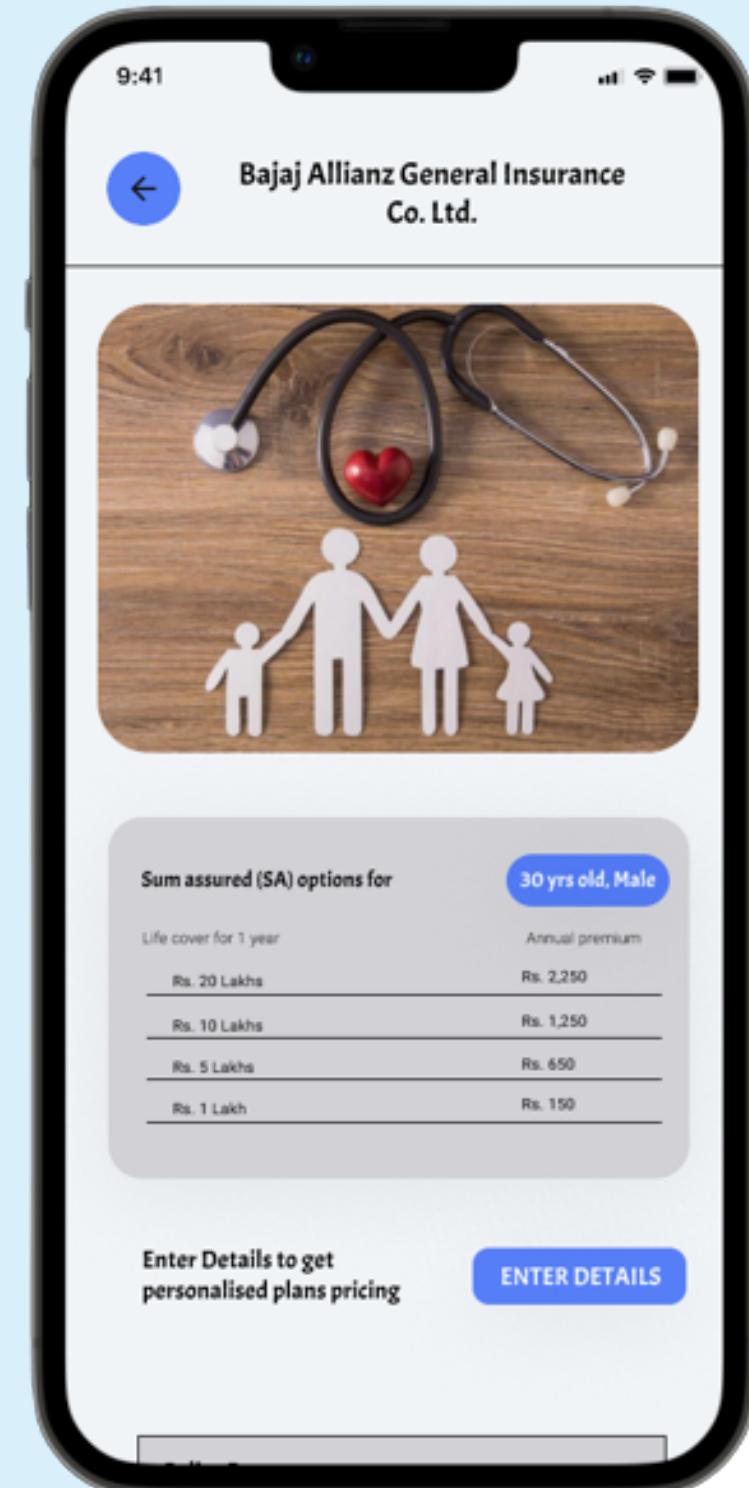
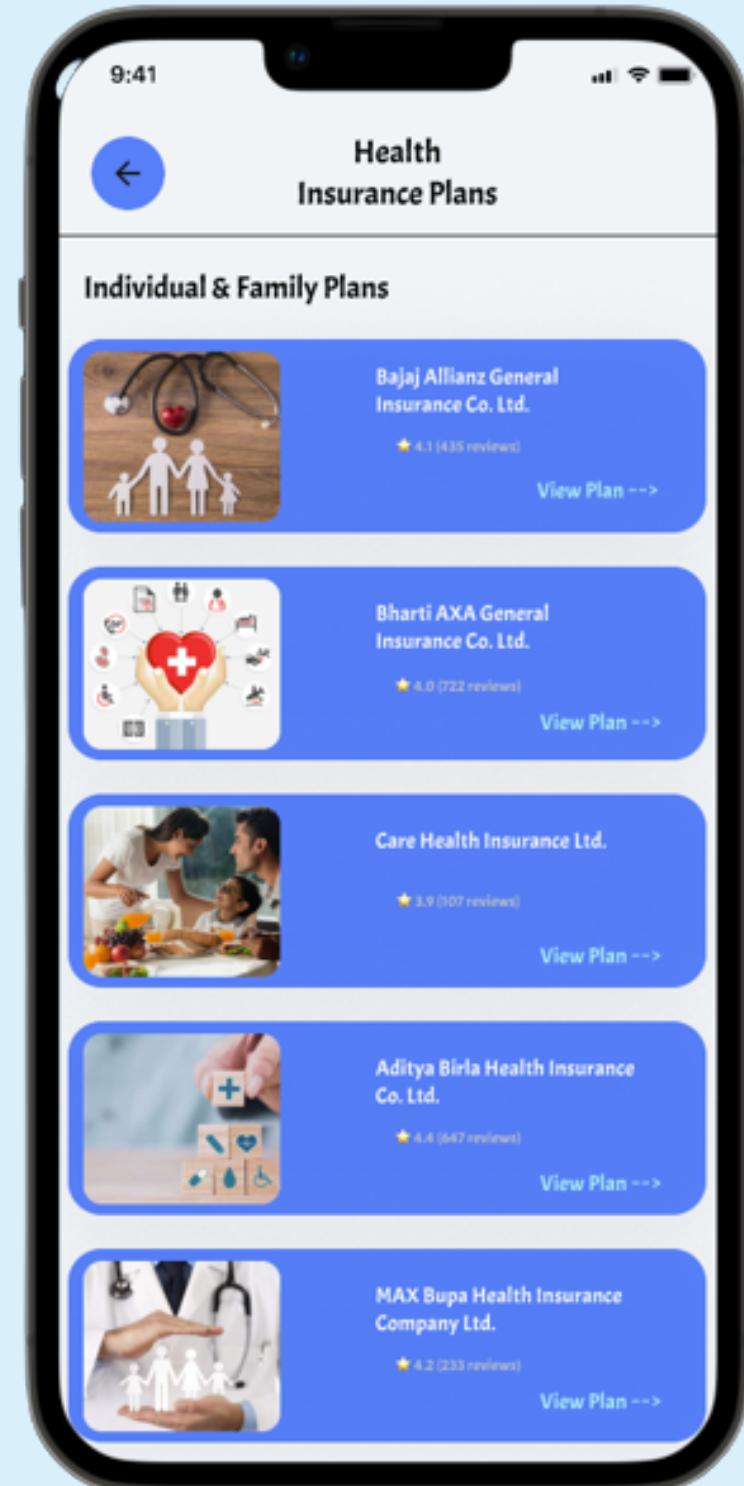




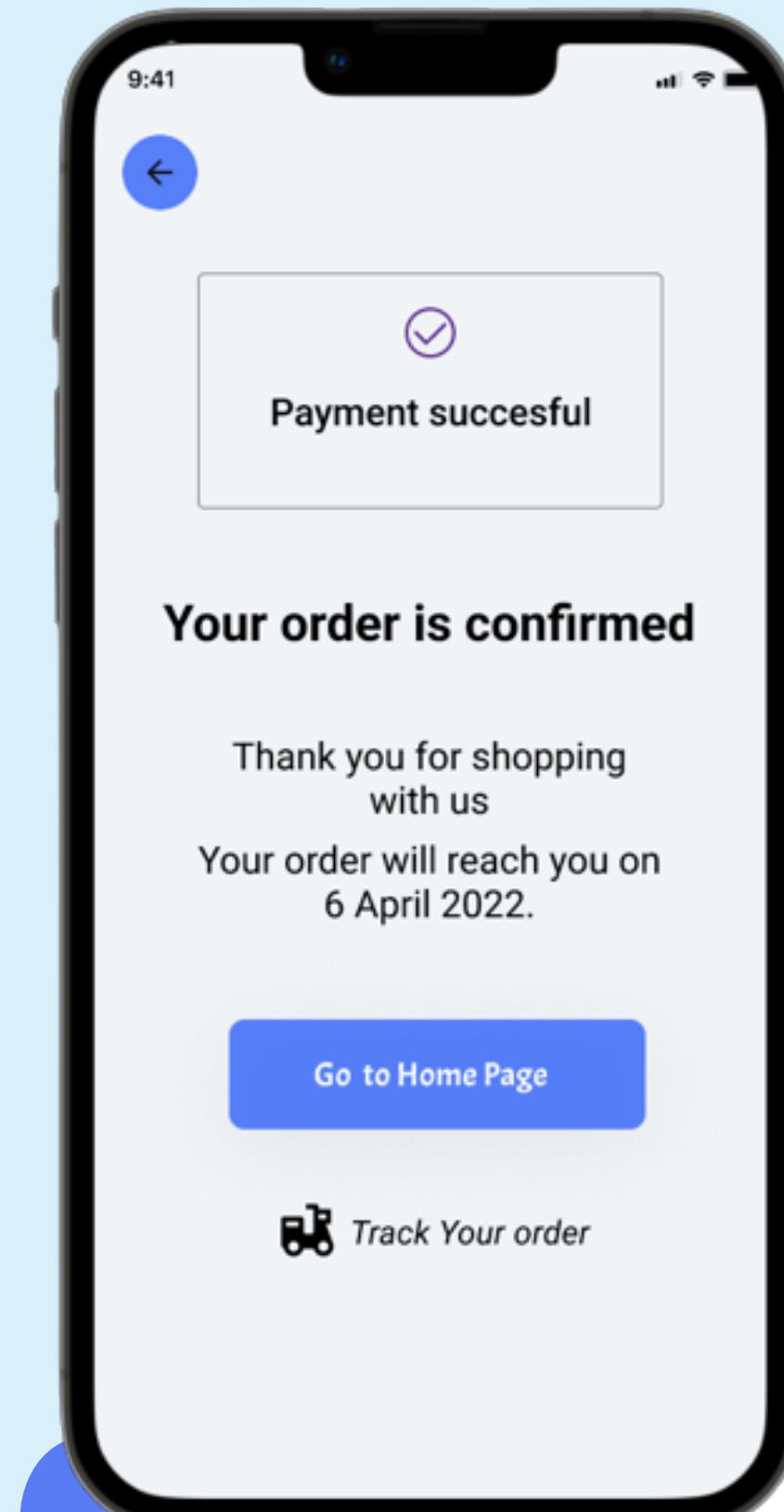
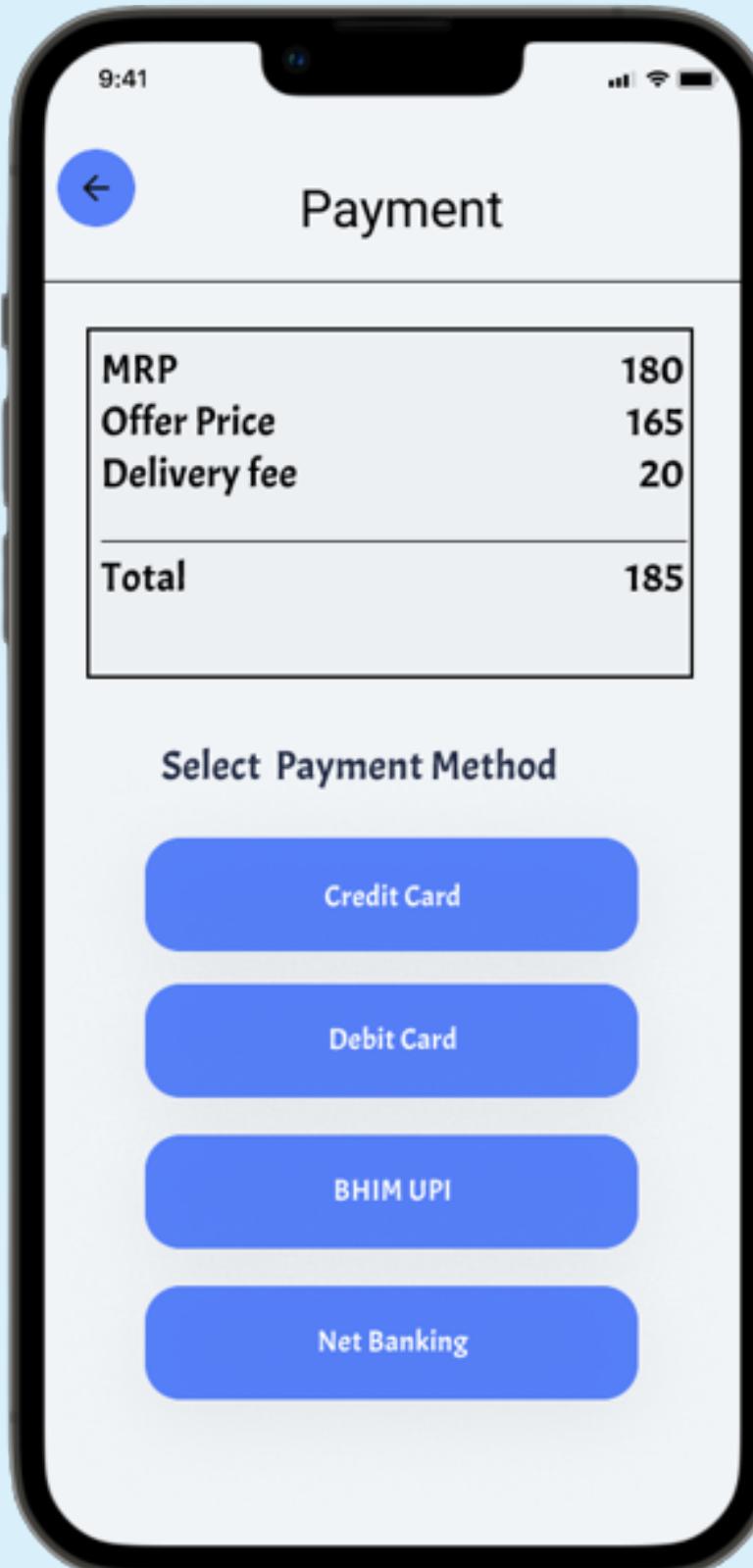
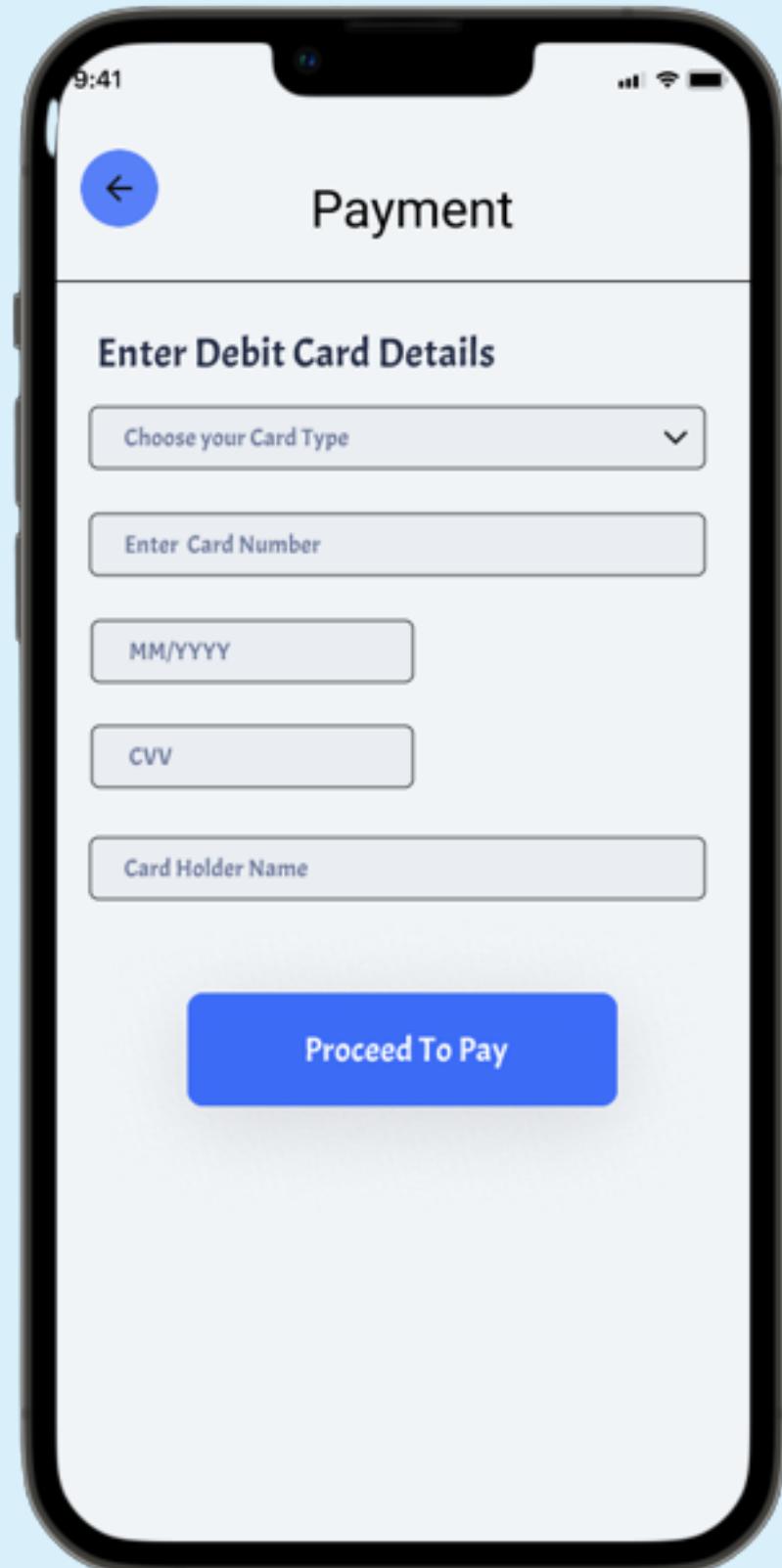
Assistance



Health Insurance

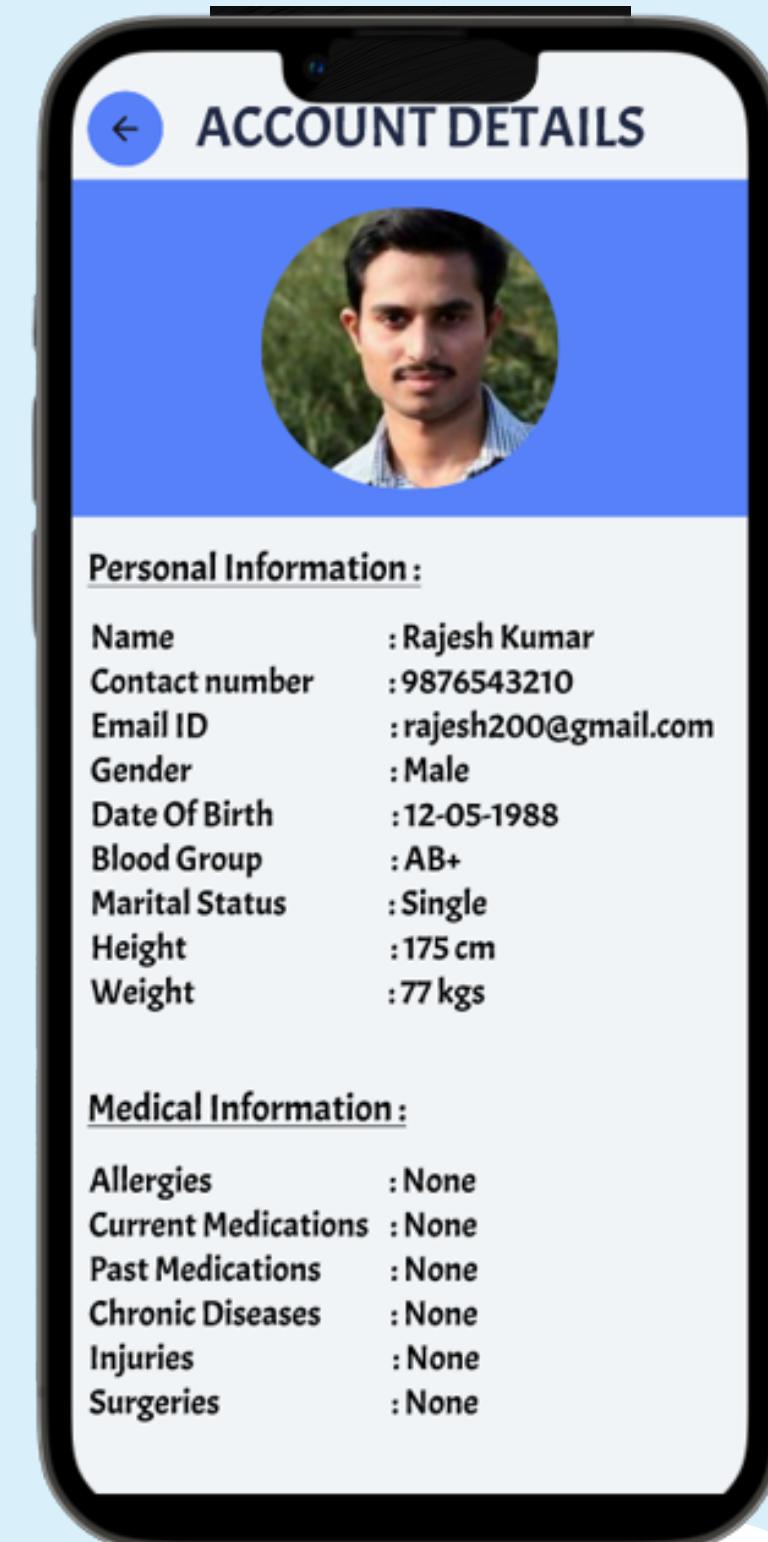
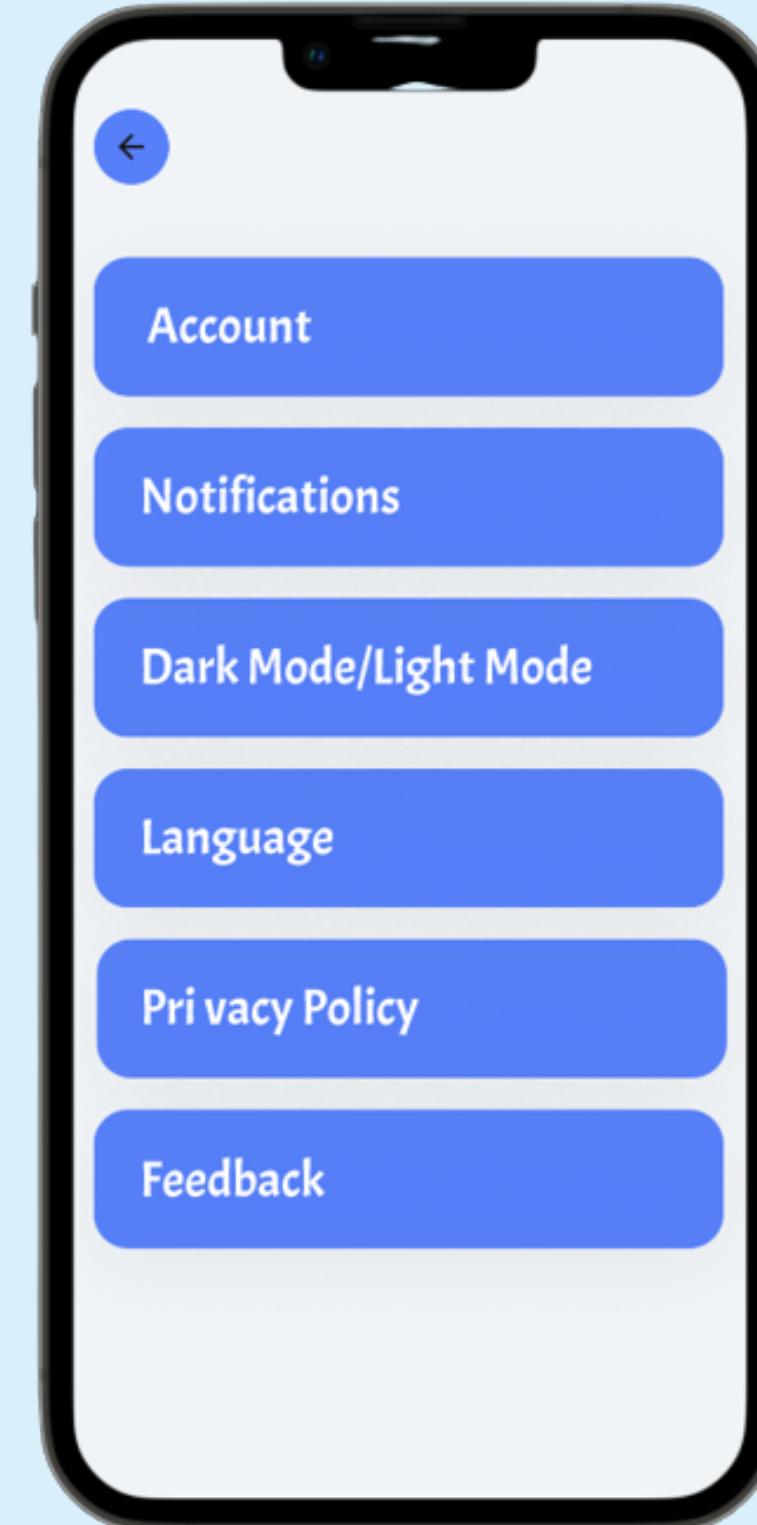


Payment Gateway





Settings

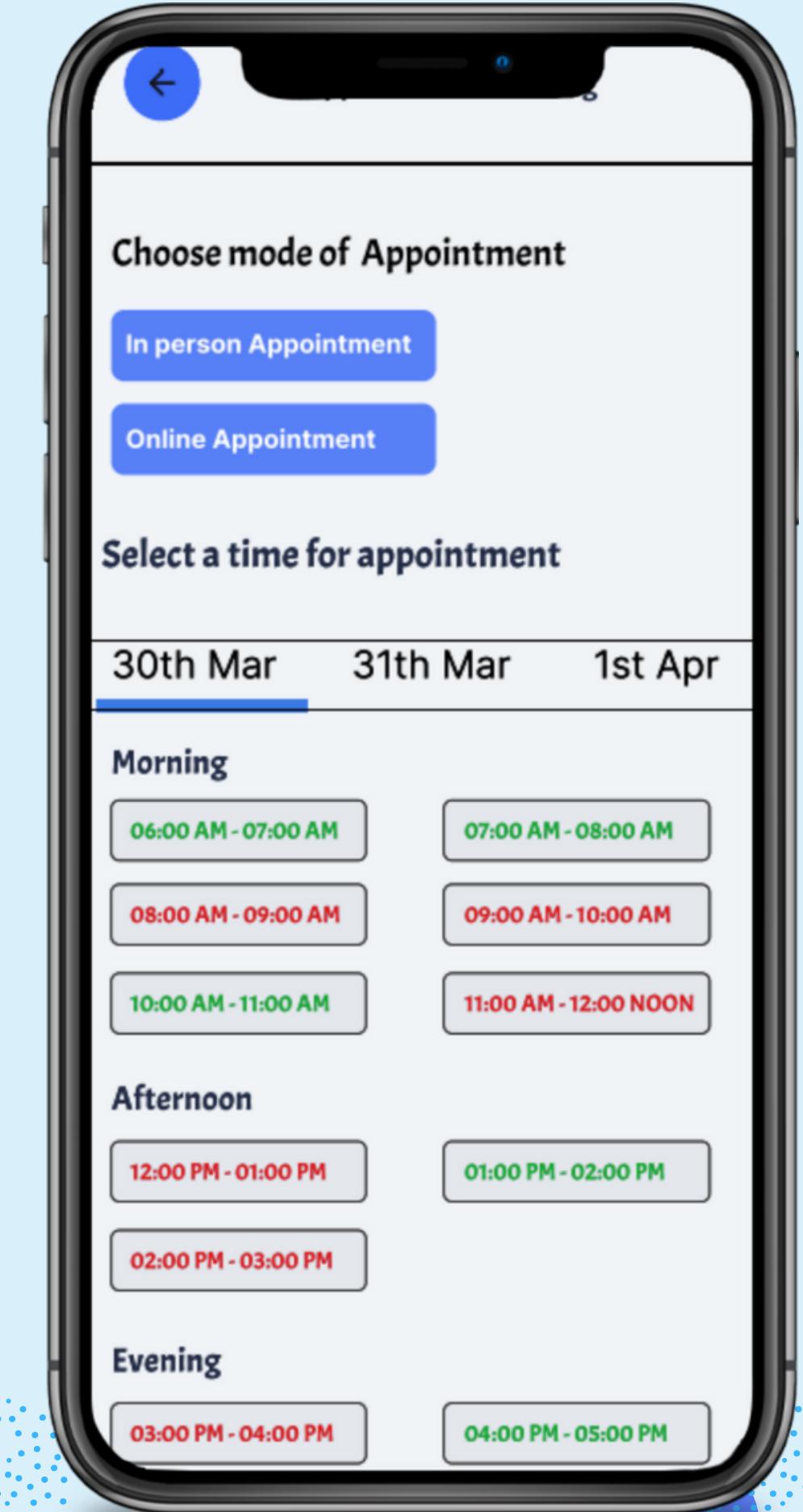
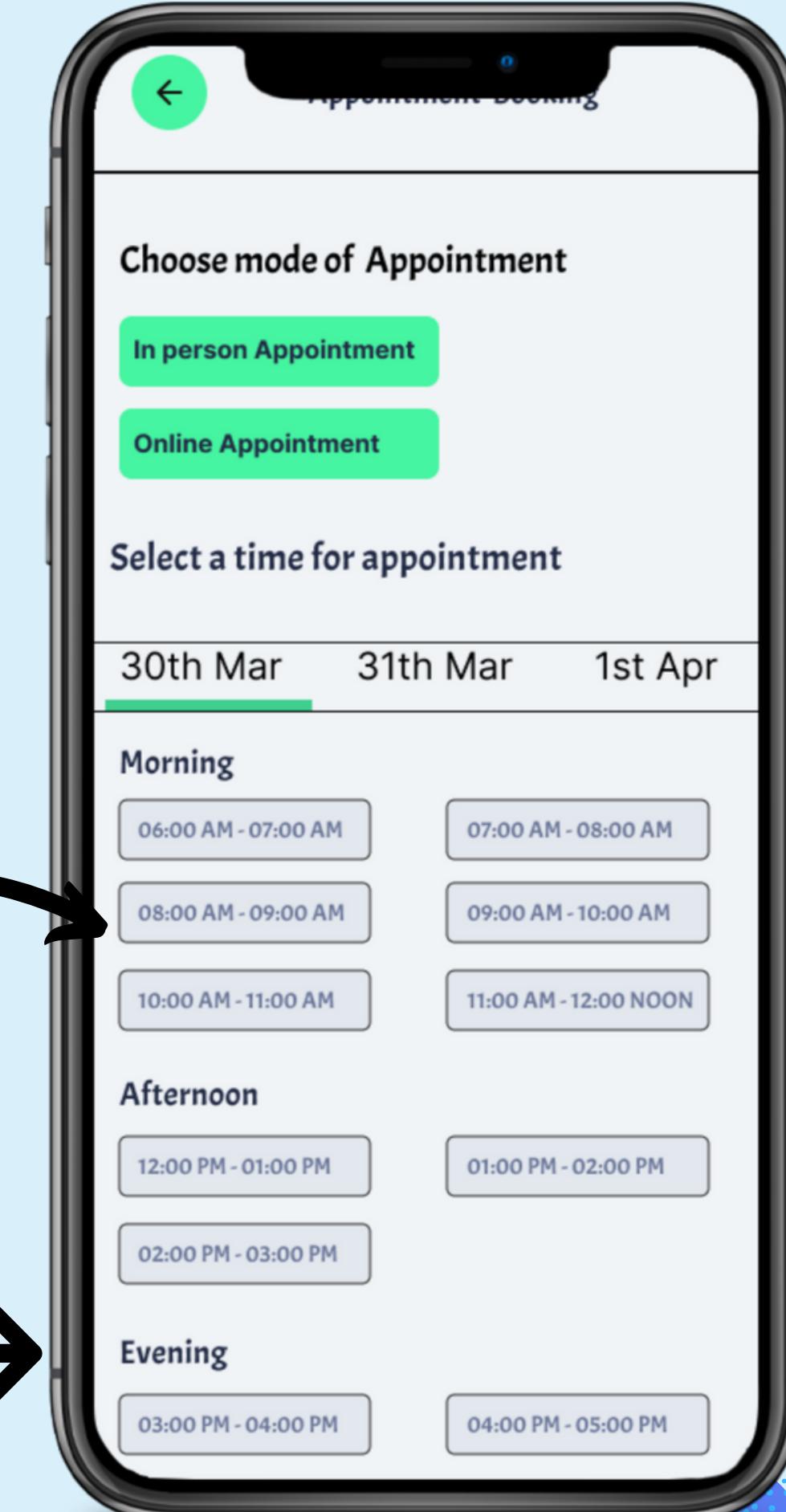


Booking an Appointment

Issue: The time slots are not clear if they are available or not

Solution: The time slots can be shown in red and green color, red for filled slots, and green for those that are available.

Choose the preferred time slot



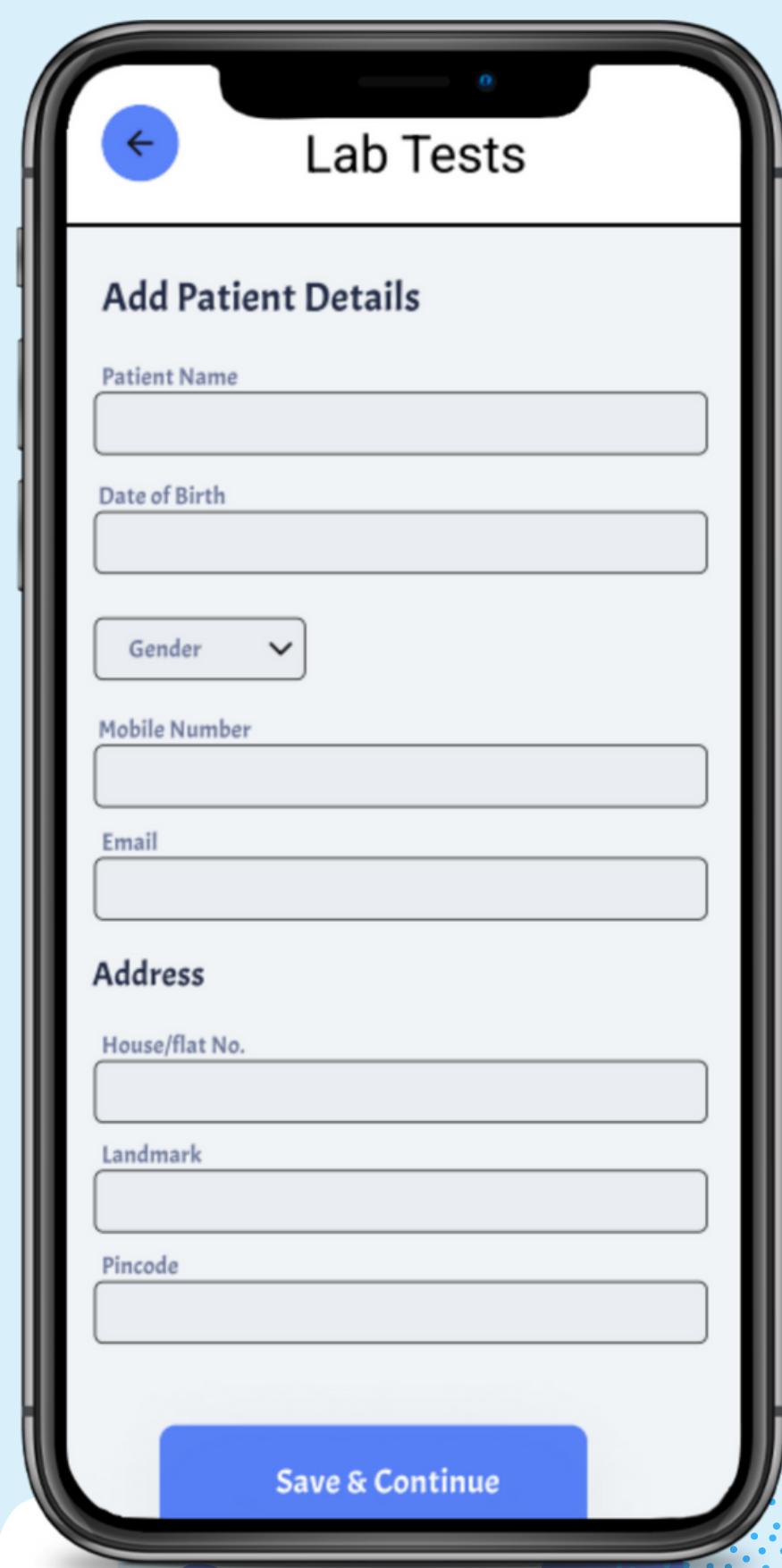
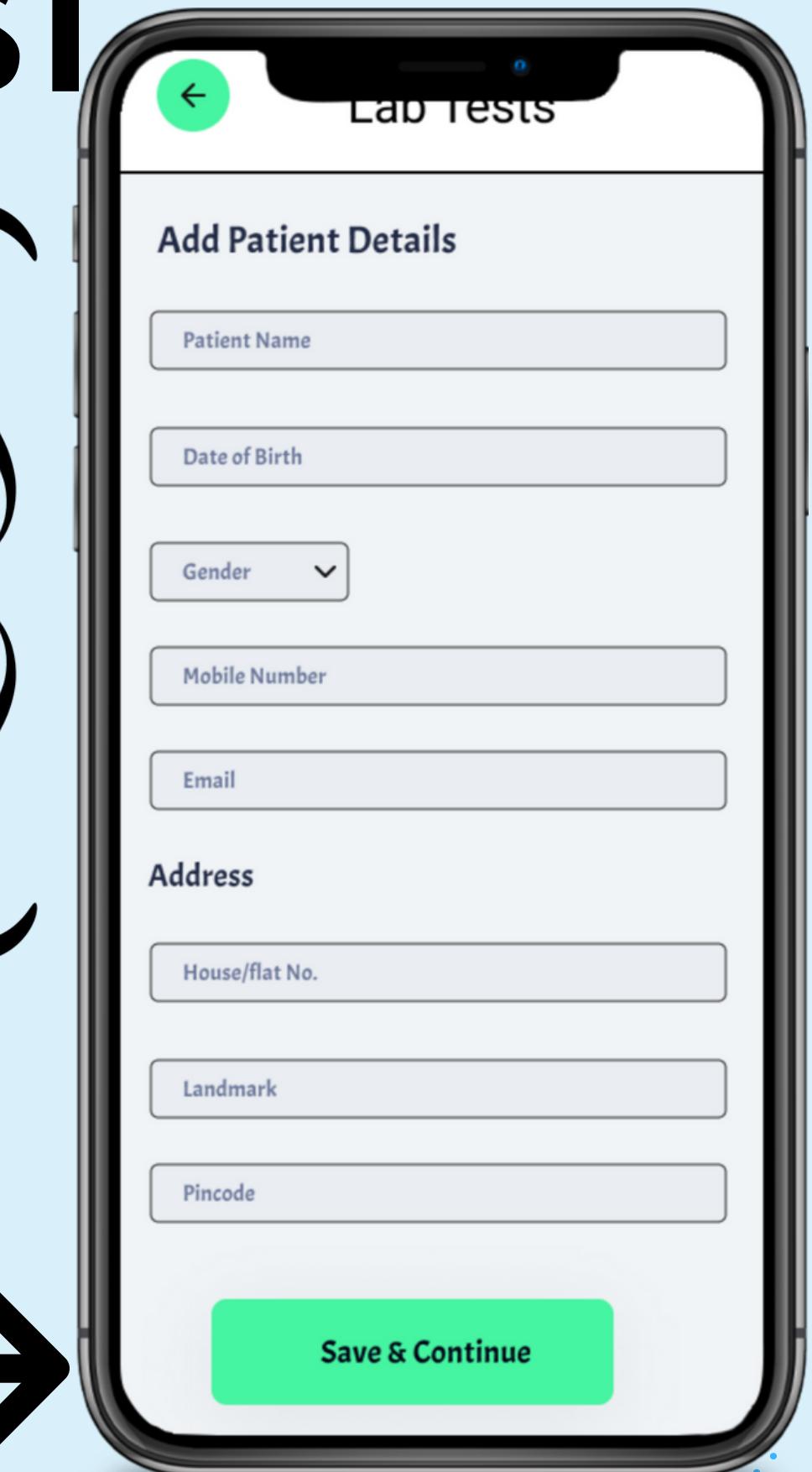
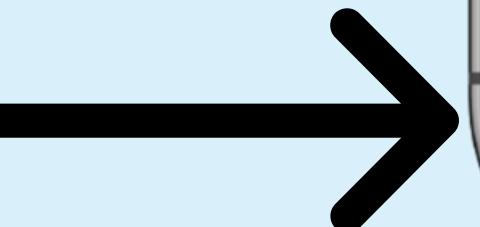


BOOKING LAB TEST

Issue: The text written on the block creates inconvenience once the something typed on it, as it gets disappear once we typed something.

Solution: Write the text above the block.

Fill the details and click on save and continue





ASSISTANCE

Issue: Has no description or detail of people to help in choosing.

Solution: Adding details of the volunteers like age, profession, and their bio (which people add themselves).

Click the user tile..





PROTOTYPE EVALUATION

FIRST IMPRESSIONS

- Most participants liked the color scheme of the app. Some didn't like it.
- The graphics along with text was appreciated.
- Home page gave a gist of all the available options to explore in the app.

NAVIGATION LABELS

- The back arrow was pretty apparent and conveniently known to the user.
- The labels for navigation were clear and easy to understand
- A suggestion was that an option to track order could be there.

VISUAL DESIGN

- The original color green was too bright for multiple user.
- Darker color was suggested.
- The buttons being colored on a white background made it easy to know what to do and where to click.

TASK SEQUENCE

- Users found it easy to navigate through the app to perform a specific task.
- The task flow was smooth for most of the users.
- Cash on delivery was suggested to be added in payment methods.
- User proposed to show alternative medicine suggestions if medicine is unavailable.



THANK YOU!