MediMatch Connect

Girisriharsha Yaramachu

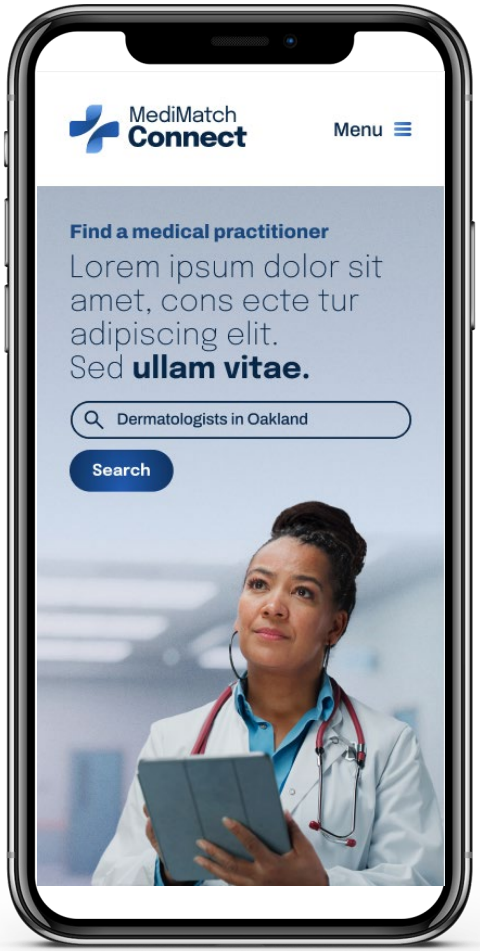
Project overview

The product:

A healthcare-informed booking assistant platform for all health and wellness needs

Project duration:

11 weeks



Project overview

The problem：

Users need a wayto use a health assistant to provide tailored research for their specific health needs. This is becausethey are busy and often struggle using their health insurance’s web portal to find a health practitioner and schedule an appointment.

The goal:

To give people a simple, customized, and intuitive way to book with health practitioners in nearly any field quickly by using an informed health assistant.

Project overview

My role:

This is an individual project that allowed me to plan and direct each step of the design thinking process as a UX design student with mobile and web UI design experience.

Responsibilities:

- Conduct user research
- Define the problem and provided insights to inform the ideation phase
- Define personas, user journeys, empathy maps and user flows
- Visual design of low-fi and high-fi wireframes, prototypes, and user testing

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

To understand user frustration, needs, and requirements, I conducted user research through interviews and user surveys for my project. My goal was to gain insights into the needs and wants of users so that I can better design my app and responsive website.

There are two types of user research methodologies: qualitative and quantitative research. I chose qualitative researchbecause I had a time constraint.

User research: pain points

1

Pain point

Finding an experienced doctor is time-consuming. Users wants to make their health a priority and keep up with their regular appointments, but they're unable to do so with their busy schedule.

2

Pain point

For some users, it's embarrassing to ask certain health questions over the phone and they would prefer to book appointments through an app to help them feel more at ease.

3

Pain point

Users need a way to submit what they are looking for in a health practitioner, have someone do the research and make the appointments for them.

4

Pain point

Not being able to access and manage medical records and history is also frustrating for users. They also struggle with insufficient options for follow-up care and monitoring.

Persona: Elijah

Problem statement:

Elijah is a musician and music teacher who needs to book a doctor's appointment because he has a health concern about his ears.

Elijah Robinson

Elijah has played music his entire life. He works as a music teacher for a local middle school and in his free time, he plays in a local band with his partner. His greatest joy in life is working with kids and helping them discover a love of music. Recently, he's been having some ear pain, but doesn't have a primary care physician. Elijah needs to find an available healthcare practitioner near him to get his ear checked out.

Goals

- To continue to perform with his band and teach kids music.
- To create a space with his partner where kids in the community who don't have access to instruments can learn music and play instruments for free.
- To share his love of music with his community.

Frustrations

- He is starting to have ear pain and is beginning to lose his hearing in his left ear.
- He is worried that hearing issues will prevent him from playing with his band and teaching kids music.
- He doesn't have a primary care provider and is worried about finding someone who can help him.
- He doesn't want to give up on his dream of bringing music to kids who don't have access at home.

"Where words fail, music speaks"

Age	38
Education	Master of Arts in Music Education
Hometown	Saugatuck, Michigan
Family	Married, no children
Occupation	Music teacher
Pronouns	He/him

User journey map

By creating user journey maps, I wanted to illustrate the process of how Elijah behaves, feels, and what he thinks while accomplishing his goals to address pain points or provide moments of delight.

Persona: Elijah Robinson

Goals: Ask a health practitioner a question, receive answers and recommendations, make an appointment with a healthcare practitioner.

Action	*Determine* there's a need for medical attention	*Research* apps for healthcare providers and services	*Provide* health information to a healthcare practitioner	*Select* a healthcare practitioner that fits his needs	*Schedule* an appointment with the healthcare provider
Task List	A. Accept that ear pain isn't going away on its own B. Determine that ear pain requires medical attention C. Look for a way to find that help.	A. Launch app store to look for healthcare provider apps. B. Download and run the chosen app. C: Make an account in the app.	A. Initiate a conversation with Chat Support on the app. B. Ask questions and provide symptoms. C. Provide a list of recommended health experts based on patient data.	A. Review the list of recommendations provided by Chat Support on the app. B: Identify two options for doctors to compare. C. Select the doctor that best meets his needs.	A. Chat Support receives the healthcare practitioner selected by customer. B. The patient makes an appointment and confirms all information.
Feeling Adjective	I have weird noises and pain in my ear, and it's starting to affect my work. I'm concerned that I need to see a healthcare provider but I don't know where to look for one.	I'm overwhelmed with the amount of questions I have and stressed because I have little free time. I'm skeptical about using an app from the app store. I downloaded and opened an account in a healthcare app.	I got in touch with Chat Support. I'm so relieved! I got an alert that someone is available through the chat who can answer my questions and give me info about my symptoms and possible practitioners.	I reviewed two doctors. I selected the practitioner I feel comfortable making an appointment with in the app.	I'm impressed—the app showed me available dates and locations. I scheduled an appointment that works best for me. I'm happy I was able to do all of this from the app.
Improvement Opportunities	Use technology to find a healthcare provider. Book an appointment anywhere, anytime.	An accessible app where the user can ask questions, provide symptoms; see a list of practitioners; book, cancel, or change an appointment all in one click.	Have the user select which area of the body they need help with. The healthcare app looks for experts to confirm if they are available to treat the user.	The healthcare app provides a list of experts that meet the user's criteria. The list includes the practitioner's profile, location, reviews, and pricing. The user can save favorites.	The app confirms the appointment and sends a confirmation to the user. A dashboard with recent activity so the user has the ability to contact the practitioner.

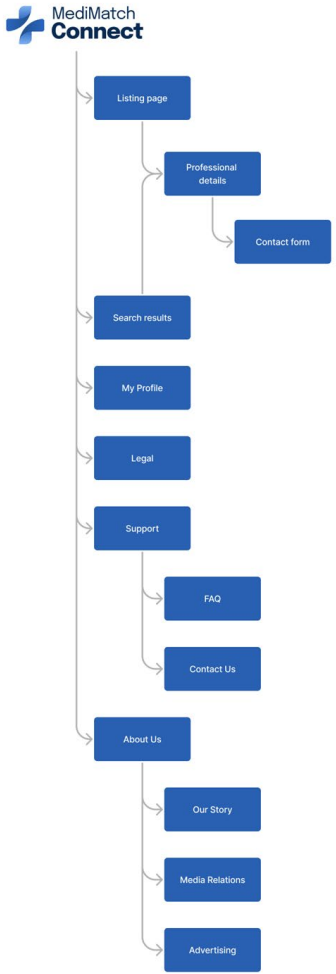
Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

I built user-focused flows to ensure that my personas could successfully complete their key objectives while reducing any existing pain points.

To view a larger version of this sitemap, follow the link here.



Paper wireframes

Focusing on the core features identified during user research, I sketched the first wireframes using pen and paper.

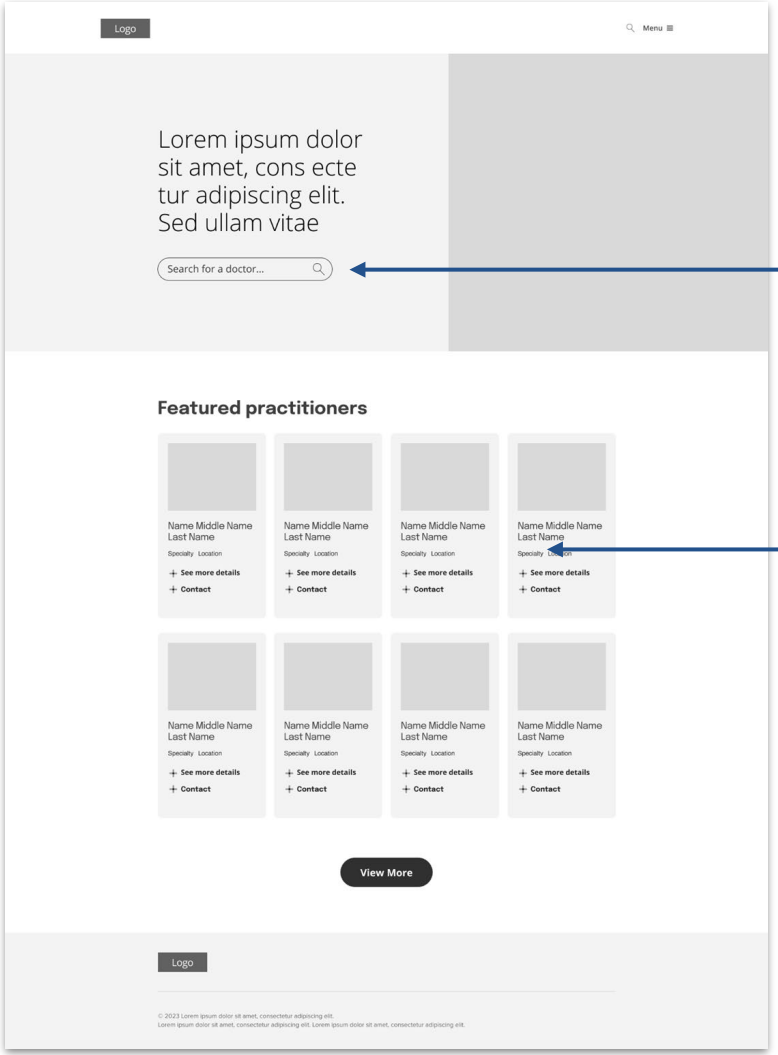
Paper wireframe screen size variations

I drafted iterations of each screen on paper.

I also started to work on designs for additional screen sizes to make sure the site would be fully responsive.

Digital wireframes

To make the digital wireframes, I started by putting my ideas on paper. Then I began to work on the high-fidelity wireframes in Figma. After several iterations, I came up with these wireframes.

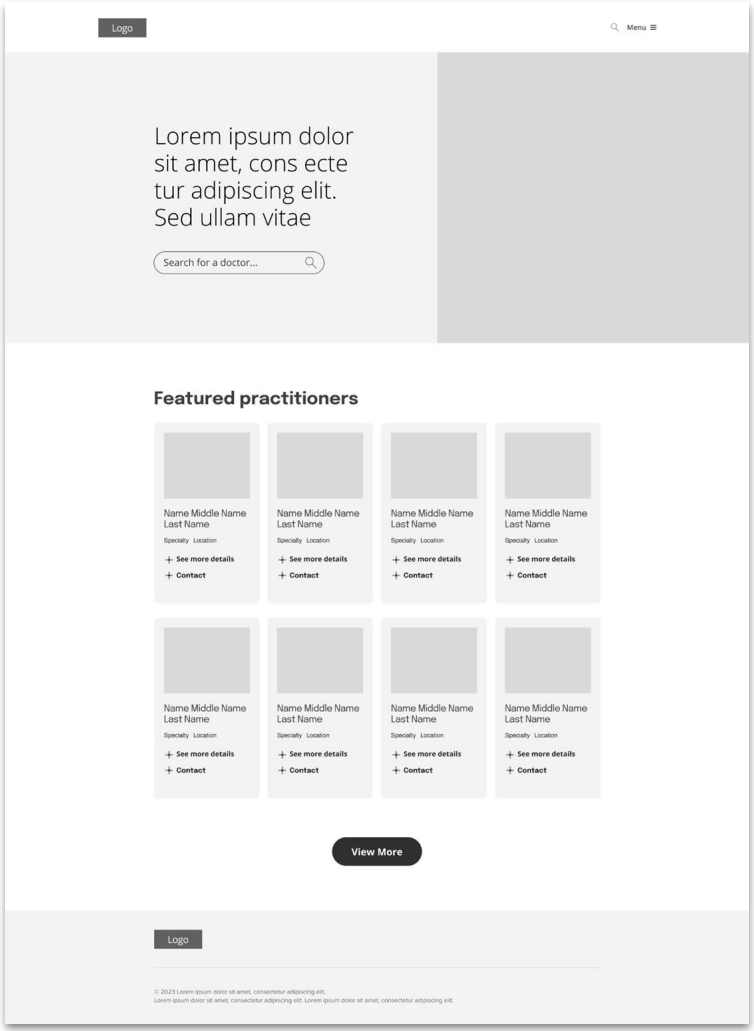


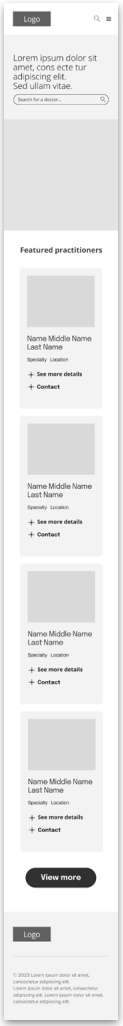
Prioritizing the practitioners search on the homepage over the fold is optimized for easy browsing

Easy access to practitioners info preview

Digital wireframe screen size variation(s)

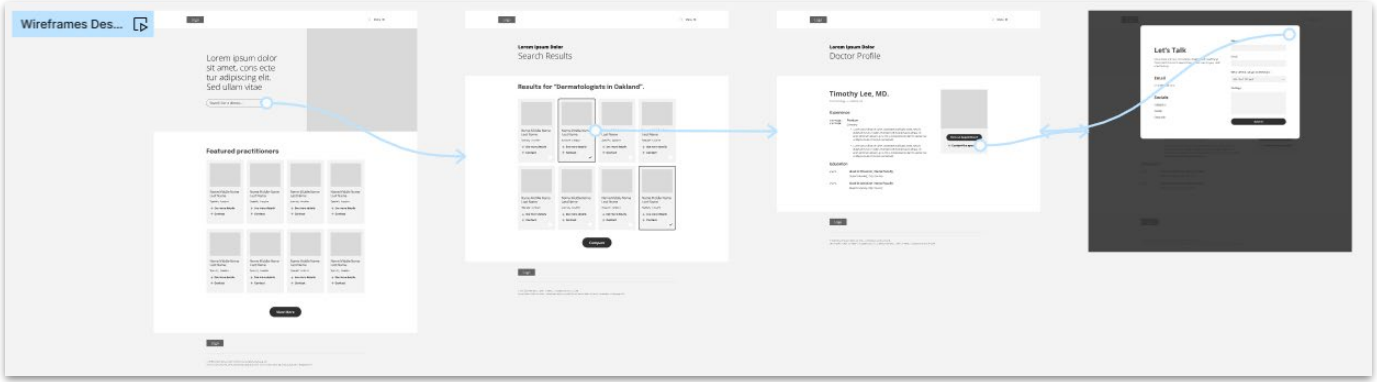
I also started to work on digital wireframes for additional screen sizes to make sure the site would be fully responsive.



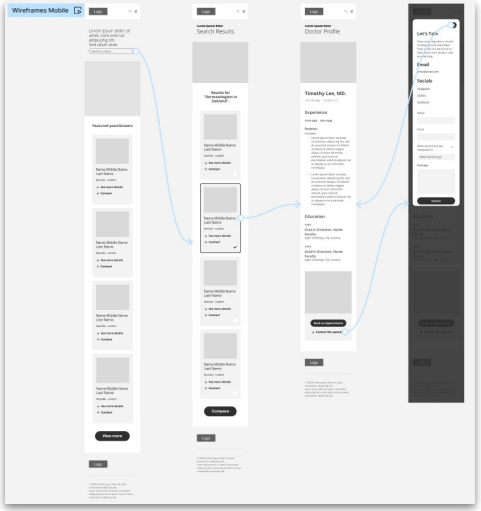


Low-fidelity prototype

I created a low-fidelity prototype from the user flow diagram and wireframes to test functionality before incorporating it into the final design and to ensure accessibility for end-users.



View Prototype:
[Desktop]
[Mobile]



Usability study: parameters

Study type:

Unmoderated usability study

Location:

India,Remote

Participants:

5 participants

Length:

20-30 minutes

Usability study: findings

Now that I have the key insights from the usability study, let's look at the findings and define the actual problems that a designer can solve.

1

Finding

Doctor profile screen: needs to provide more details for users to make an informed choice between doctors.

Details missing:

type of insurance accepted, price of treatment, languages spoken, and recommended

type of appointment (in-office or virtual).

2

Finding

Search doctors list view: users tried to look for doctors who accepted their insurance or based on their gender preference, but the app did not have filtering.

Details missing:

Filter capability

3

Finding

Users tried to look for highly recommended doctors, but the app didn't have that information.

Details missing:

Valid user recommendations about the health expert

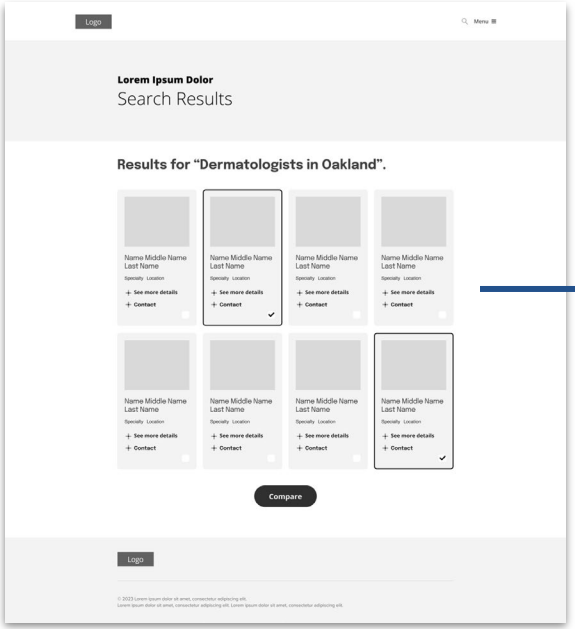
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

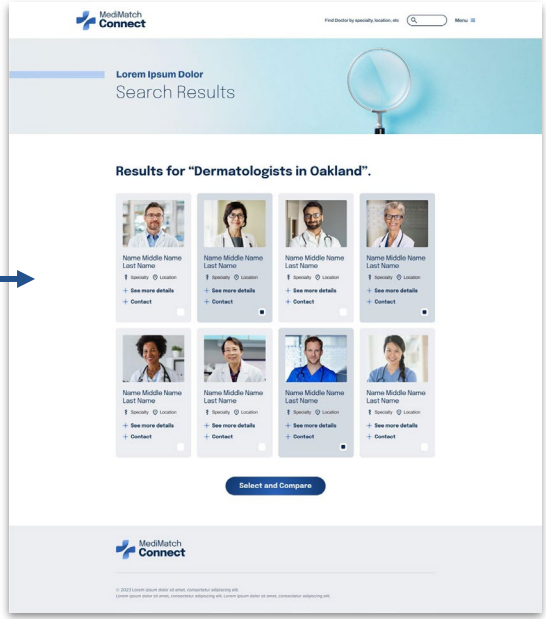
Mockups

Based on insights from the usability studies, I applied design changes. These include adding more information on the practitioner profile and patient reviews.

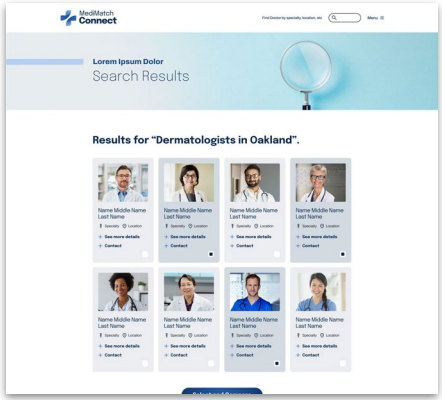
Before usability study

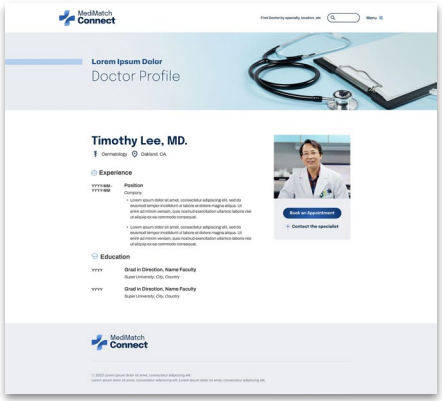


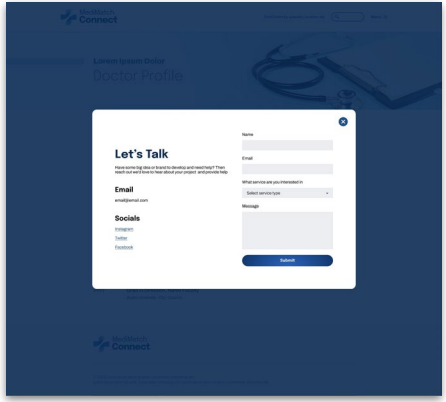
After usability study



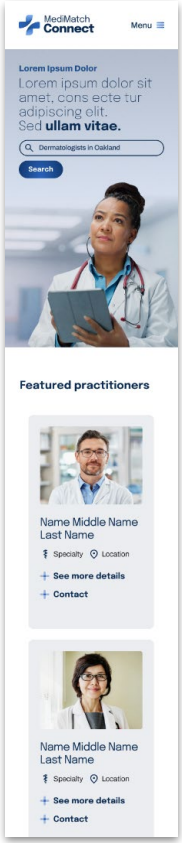
Mockups: Original screen size

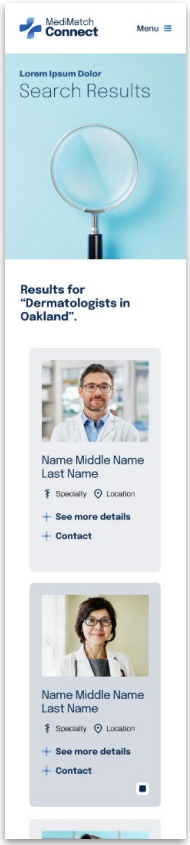


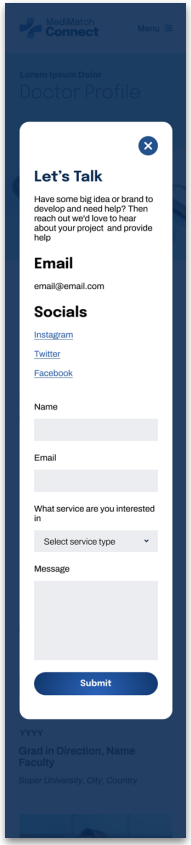




Mockups: Screen size variations

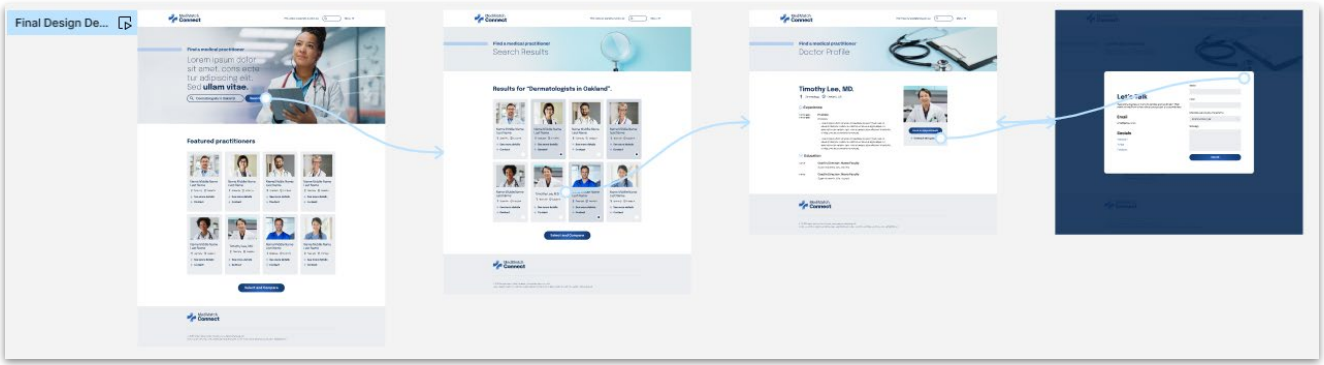




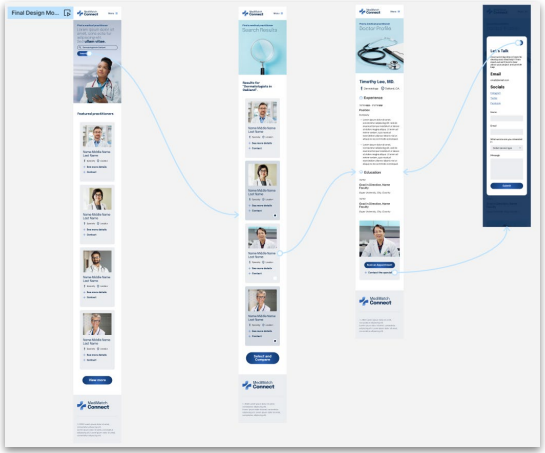


High-fidelity prototype

After finalizing the low-fidelity wireframes, I worked on creating the final designs with the goal of making them simple and intuitive. The main color theme I used was blue to evoke a sense of trust in the users.



View Prototype:
Desktop
Mobile



Accessibility considerations

1

When choosing a color palette, I made sure my primary colors met WCAG AA Compliance before building out the UI for each screen.

2

I am using only two typefaces: Epilogue for headlines and Archivo for body copy. Both are sans serif fonts so they are easy to read. Mixing too many different typefaces can make your app seem fragmented. It also makes it difficult for the user to know where to look.

3

I implemented a text hierarchy throughout the app. This helps users to distinguish the different sections and information on screen.

Going forward

- Takeaways
- Next steps

Takeaways

Impact :

People are still cautious about using digital medical services as health is a crucial aspect of our lives. In an effort to address this issue, I created a platform that offers various features. The design of this platform presents a challenge because the target audience is broad, ranging from ages 18 to 65. To ensure the best possible user experience, it is important to consider the problems faced by users with existing apps and design an app that has a user-friendly interface.

What I learned:

As a UX designer working on a healthcare platform, I have gained valuable insights and knowledge through the design process. Some of the key things I have learned include:

- Understanding user needs
- Importance of simplicity
- Accessibility considerations
- User feedback

Next steps

1

Obtain UX/UI feedback from designers with more experience in the field to improve design.

2

When I have documented all feedback that was provided, I will make the necessary design updates in order to improve the app's overall experience.

3

Create a cross-platform responsive design. The goal is to build the same experience for all users, no matter what type of device they are using.

Let’s connect!

I would appreciate your thoughts and insights on this topic, as feedback is crucial to further enhancing the findings of this study.

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