

Doctor App

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Project overview



The product:

Using Doctor App, book appointments with your local doctor and more anywhere, at any time.



Project duration:

January - March 2022



Project overview



The problem:

Busy workers and commuters lack the time necessary to call their doctors



The goal:

Design an app 'Doctor App' that allows users to easily book an appointment.

Project overview



My role:

UX designer designing an app for Doctor App from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to call for book , cancel or change an appointment .

User research: pain points

1

Time

Working adults are too busy to spend time on the phone

2

Accessibility

Platforms for doctors are not equipped with booking option

Persona: Sofia

Problem statement:

Sofia is a busy working woman who needs easy access to book an appointment with her doctor because she has no time to call and spend time on the phone.



Sofia

Age: 53

Education: PhD Business Administration

Hometown: Tunisia

Family: Married, two children

Occupation: Business woman

"I'm always busy and I don't have time to make calls"

Goals

- Book a doctor's appointment online

Frustrations

- it is very difficult to reach her doctor by phone

Sofia is a very busy woman, she spends most of her time working, every time she calls her dentist to book an appointment, she needs to waste a lot of time waiting for them to answer her call and most of the time the line is busy, she is looking for a quick and easy way to book an appointment with her dentist

User journey map

Mapping Sofia's user journey revealed how helpful it would be for users to have access to a dedicated Doctor app.

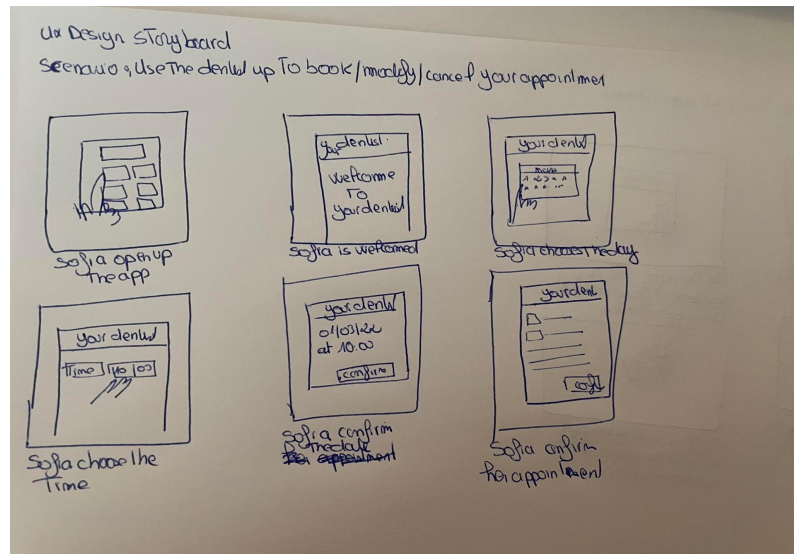
Persona: Sofia

Goal: Book an appointment with the dentist

ACTION	Log In	Check the disponibility of the doctor	Chose the appointment day	fill out the form	Check her email	Log out
TASK LIST	A. Open the App B. Write the correct e-mail and password to connect	A. Click on book an appointment now B. Choose the appointment day	A. A Choose the appointment time B. B. choose the examination type	A. A.right all the information needed B. B. confirm the form	A. Open the e-mail address B. Confirm the e-mail received from the app	A.log out
FEELING ADJECTIVE	Excited to connect fast to the app	Stressed not to find the desired date	Stressed not to find the desired time	Bored to write all the necessary information	relieved that the appointment has been confirmed	hopeful everything was correct
IMPROVEMENT OPPORTUNITIES	Create the app with facial recognition	Highlight availability days with green color	Highlight availability time with green color	automatic writing of information already used in other sites	Offer a way to confirm the appointment by phone	

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy book an appointment** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This is the selected doctor screen.

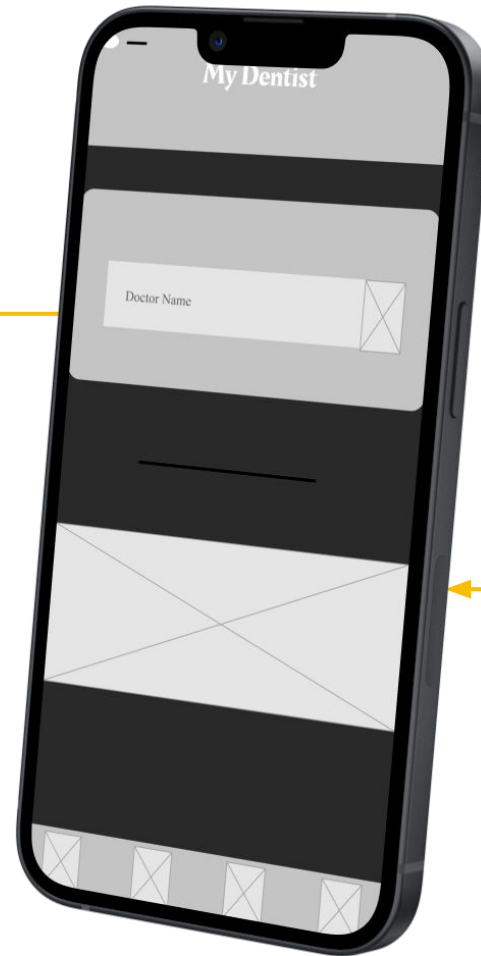


you can choose the time that suits you

Digital wireframes

Easy user interface

The user can
choose his
doctor

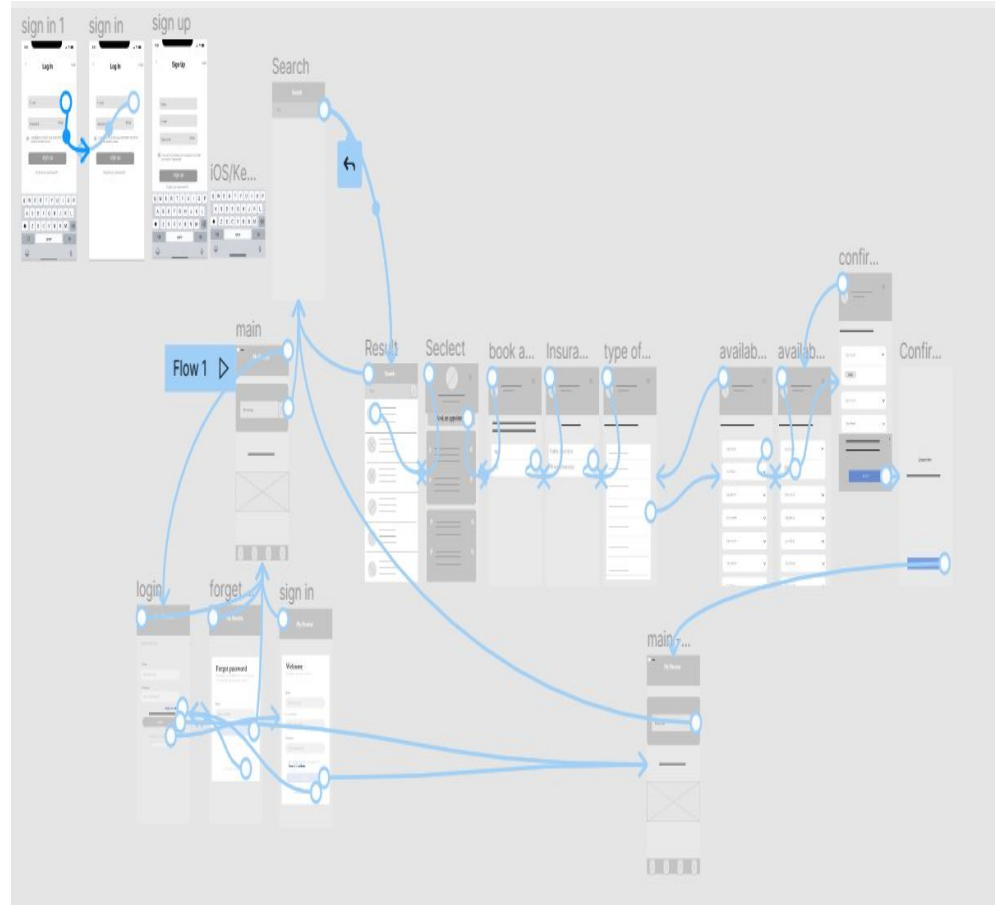


Some news /
article about
health

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and booking an appointment, so the prototype could be used in a usability study.

View the Doctor App
[low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to Book an appointment
- 2 Users want more customization options
- 3 Users want a save document option

Round 2 findings

- 1 "The booking" functionality is confusing

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

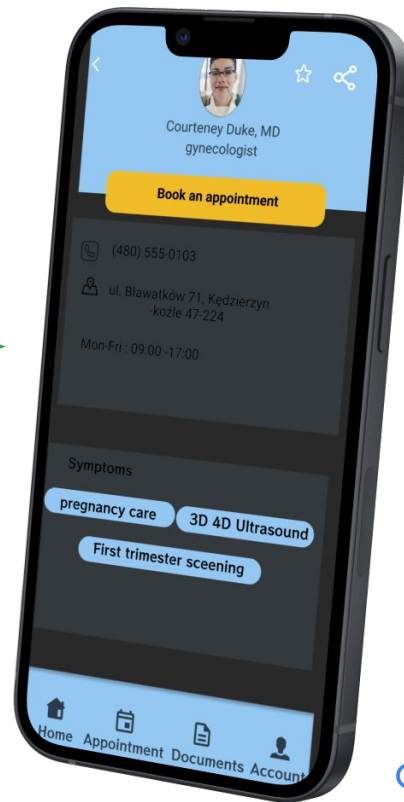
Mockups

Early designs allowed to book an appointments without showing details, but after the usability studies, I added additional options to **see more details about the doctor**. I also revised the design so users see **all details** when they first land on the screen.

Before usability study

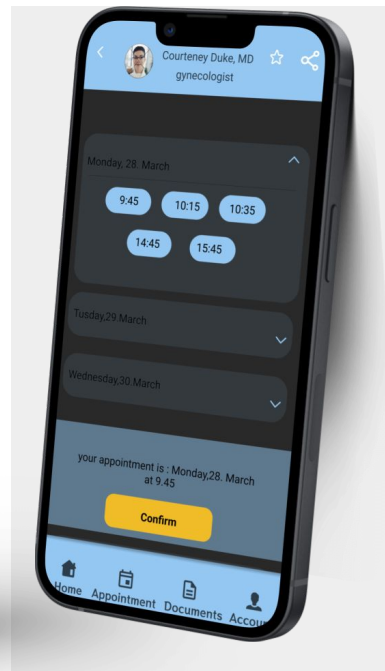
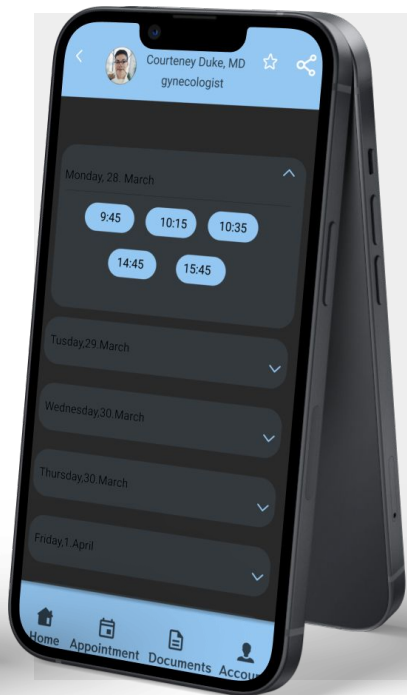
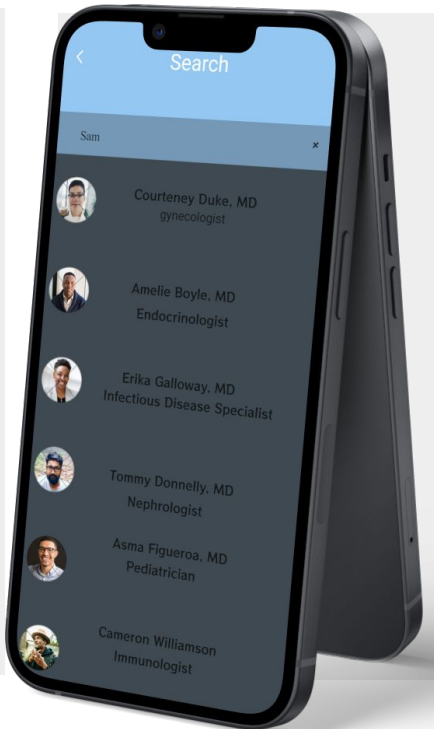
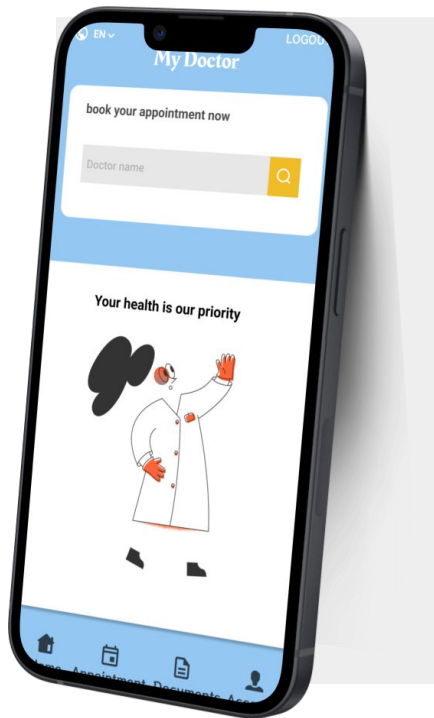


After usability study

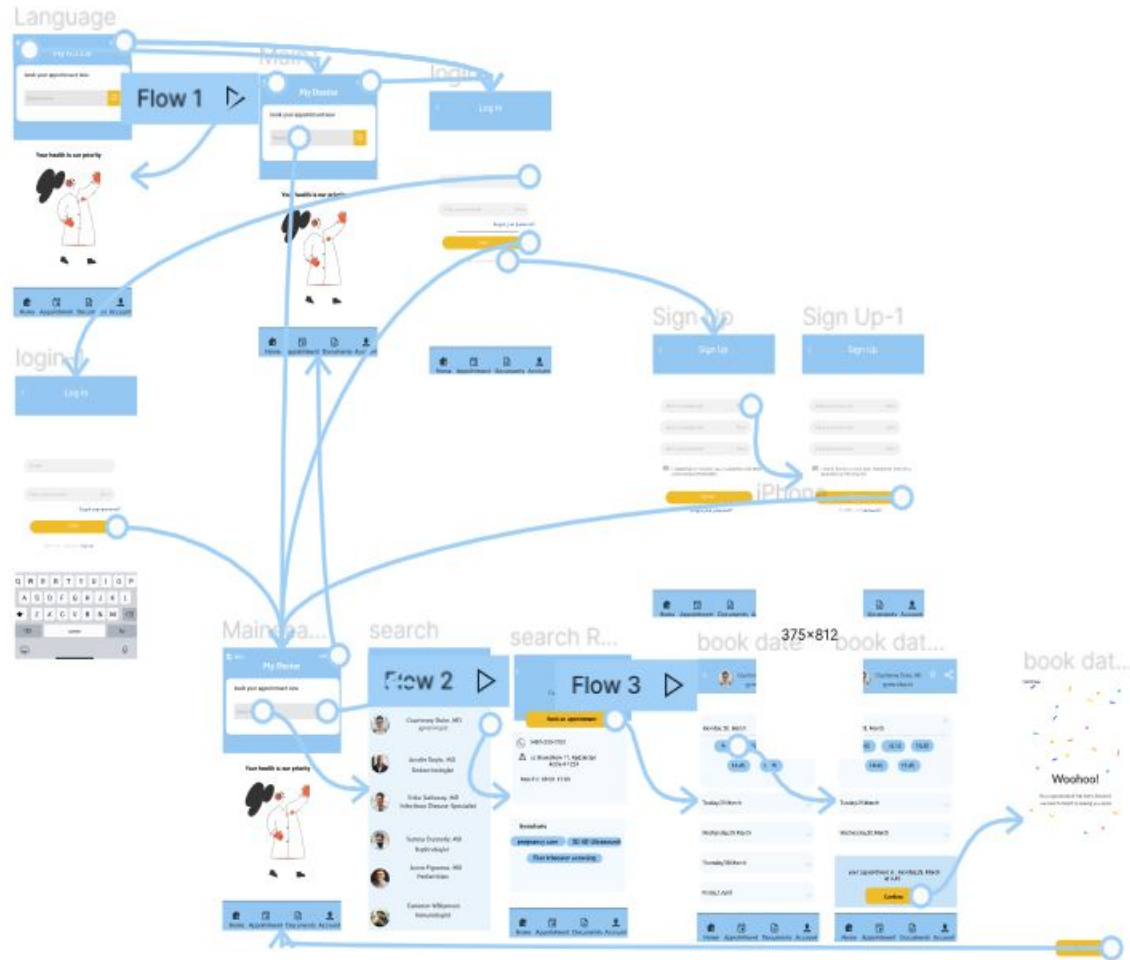


Mockups

iPhone 13



View the doctor App
[high-fidelity prototype](#)



Accessibility considerations

1

Access provided to visually impaired users by adding voice search .

2

Used icons to help make navigation easier.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like really think about how to meet their needs.



What I learned:

While designing the doctor app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Doctor app! If you'd like to see more or get in touch, my contact information is provided below.

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