



DOCTOR PAD

App - redesign - Solve a problem

Indira Konkasheva
19F_MTM6260_010
User Experience Design

Business Goals

- 1 Increase the pool of clients
- 2 Raise the profit margin
- 3 Offer quality services
- 4 Become recognizable



User Goals

- 1 Get quality service
- 2 Flexible graphic
- 3 Get diversified service in one place/app
- 4 Payless and save time



Anna Smith

Accountant

Anna is an accountant (IBM Company). Ever since she was a child, she loved to make stuff on her own and show them to her parents, friends and classmates. Over the course of her childhood and throughout her school, she won numerous prizes at various well-known competitions across the Canada. Due to her passion for Math, she decided to be an accountant.

Status	Married	3 kids	dog
Location	Ottawa	Ontario	Canada
General	36 y/o	Extrovert	Likes read

Alan Moor

Business Owner

Alan Moor is an entrepreneur, investor. He founded the AFS Group in the 2015s. Moor expressed his desire to become an entrepreneur at a young age. His first business venture, at the age of 19, was a magazine called Music. He is married, has 3 kids. He reads a lot.

Status	Married	3 kids	2 dogs
Location	Toronto	Ontario	Canada
General	54 y/o	Extrovert	Hardworking

Fatima Kaur

Dentist

Fatima Kaur is a leader of dentistry practice in Ottawa. She is an accredited laser dental instructor and trains many professionals using the BIOLASE laser system, one of the leading dental lasers used in the industry today. Fatima likes to read. She has 2 cats.

Status	Single	n/a	2 cats
Location	Ottawa	Ontario	Canada
General	28	introvert	Friendly

Personas



Alan Moor

Business Owner, 54



He needs a quality annual examination and medical service



abcd@company.com

Facebook.com/abcd

Twiter.com/abcd



Anna Smith

Accountant, 36



She needs to have a quality medical service for her kids and parents



abcd@company.com

Facebook.com/abcd

Twiter.com/abcd



Fatima Kaur

Dentist, 28



She is willing to take natural herbs instead of medication.



abcd@company.com

Facebook.com/abcd

Twiter.com/abcd

App-redesign (Original)



Doctor Pad

Code Compiler Medical

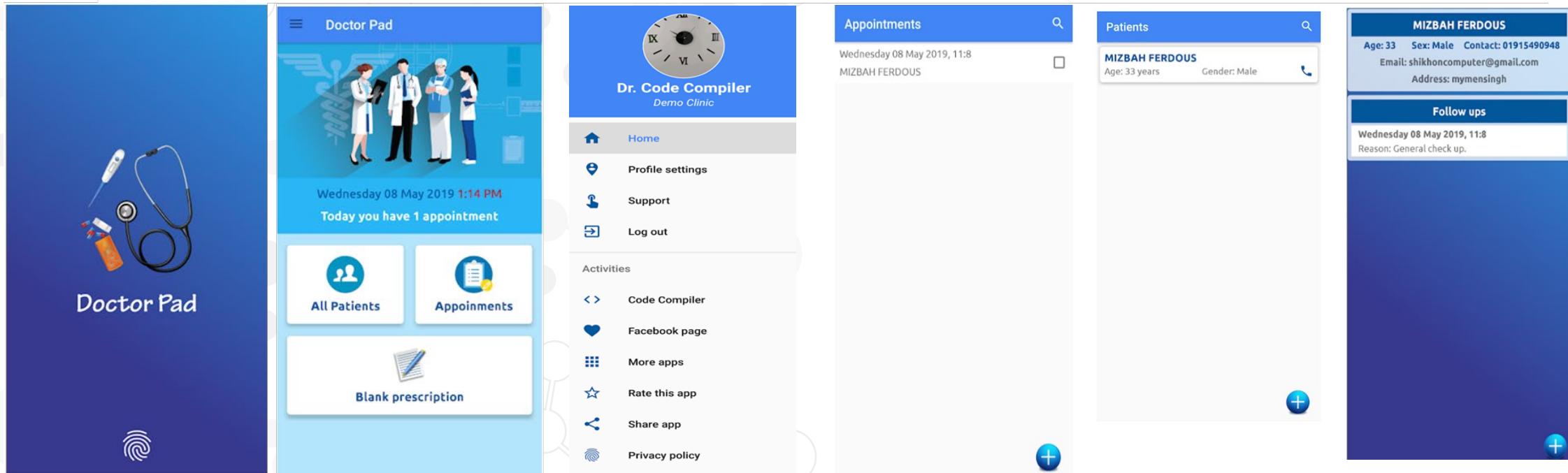
E Everyone

⚠ You don't have any devices.

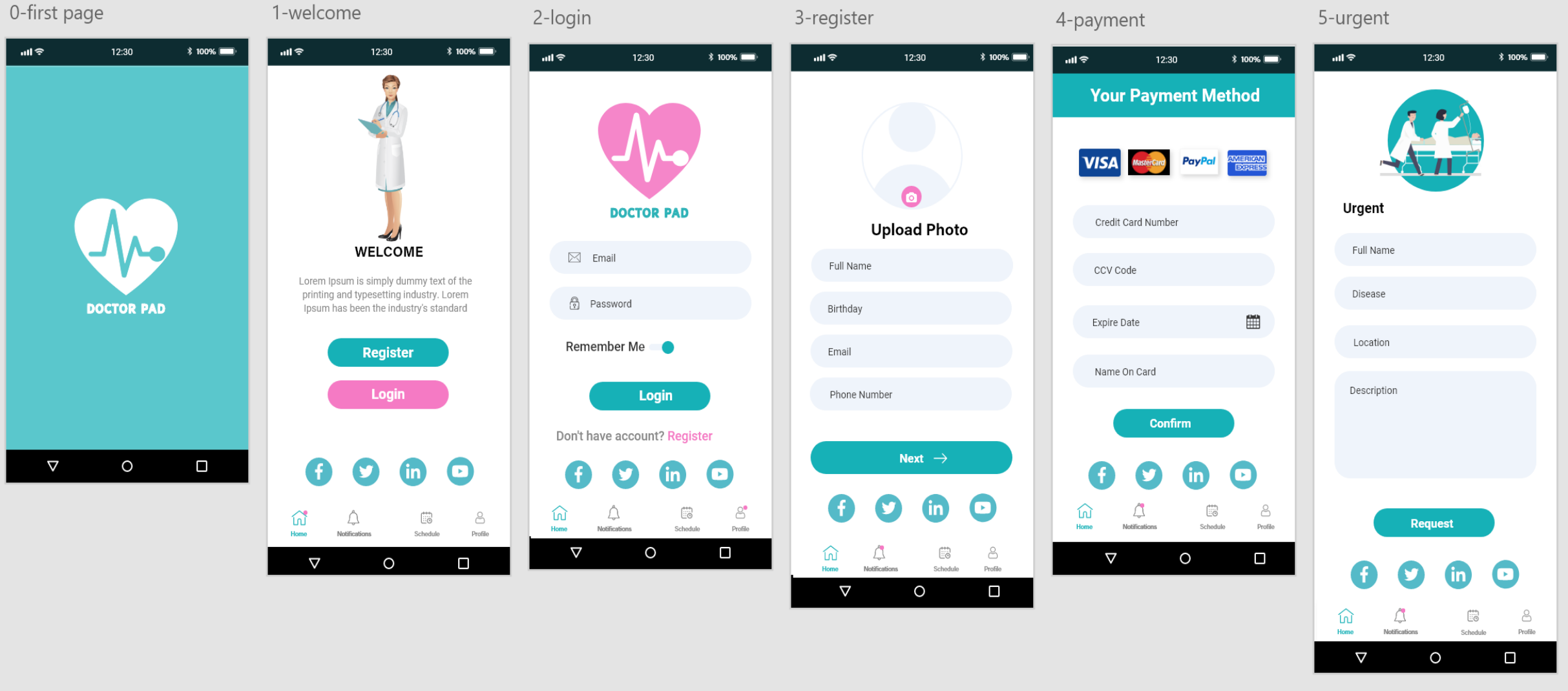
➕ Add to Wishlist

★★★★★ 12 👤

Install



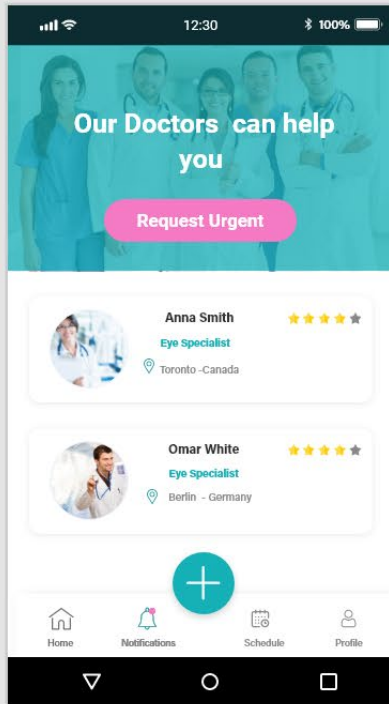
HIGH FIDELITY - PROTOTYPE



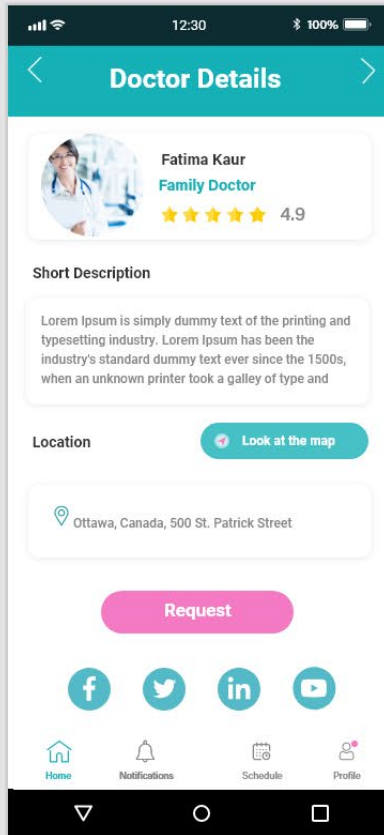
<https://xd.adobe.com/view/15b5bcb1-5a12-4c49-7885-8d7643b7a78c-6384/>
<https://xd.adobe.com/view/37bf3729-8717-4edd-8d2a-332dbc7623af-62ec/>

HIGH FIDELITY - PROTOTYPE

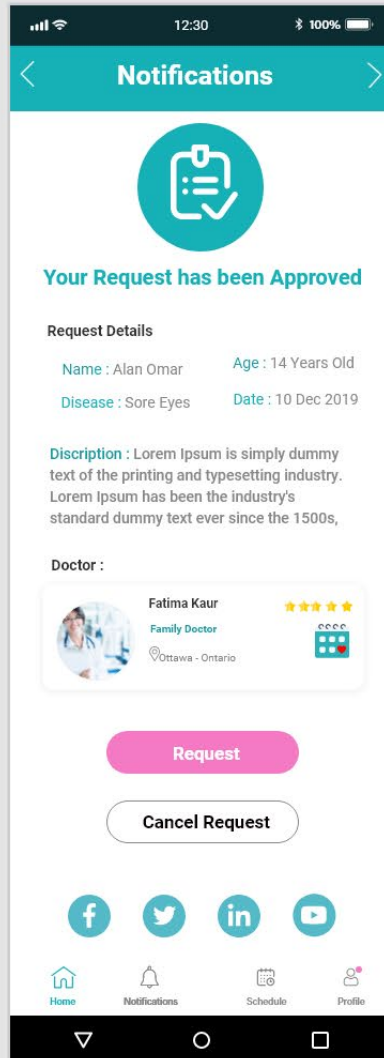
7-doctors



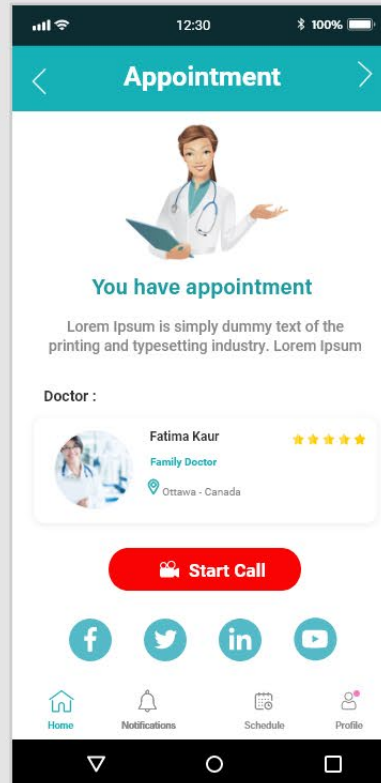
8-doctor-details



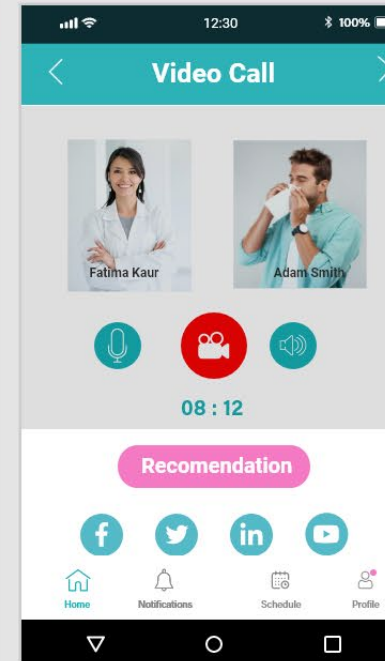
9-notifications



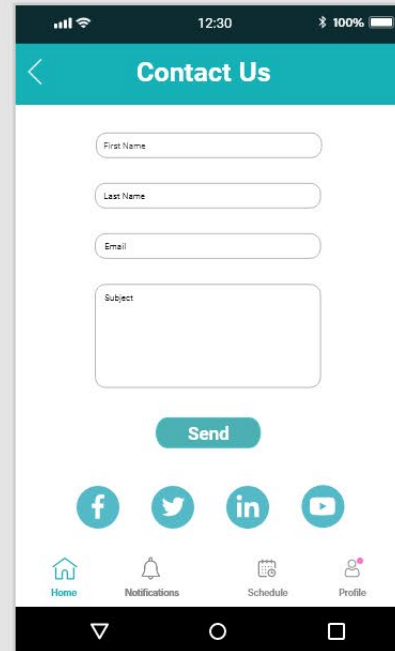
10-schedule



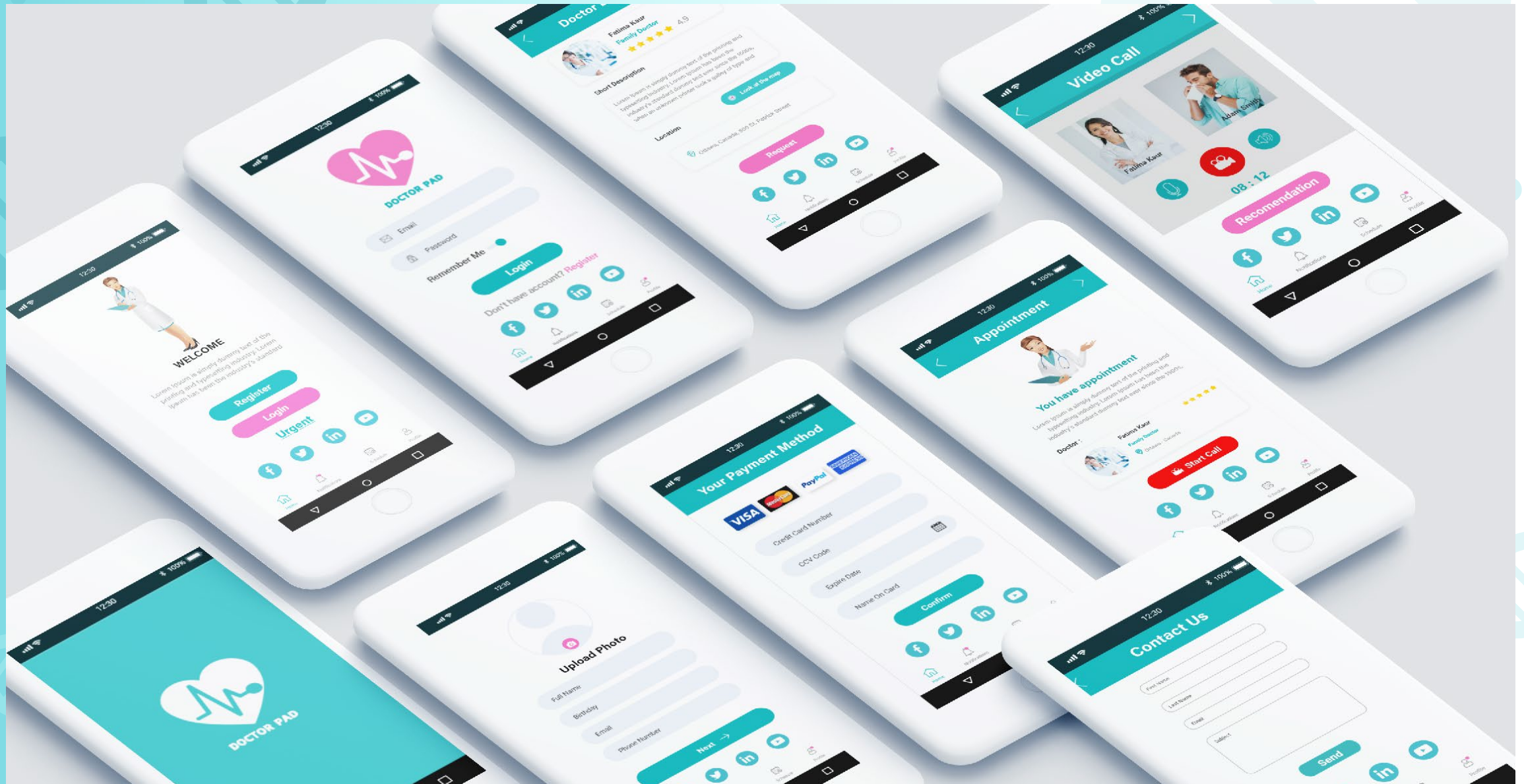
11-video-call



12-contact



MOCK-UP



THANK YOU!



DOCTOR PAD