

Patients Care App and Responsive Website

Josh O'safe

Project overview



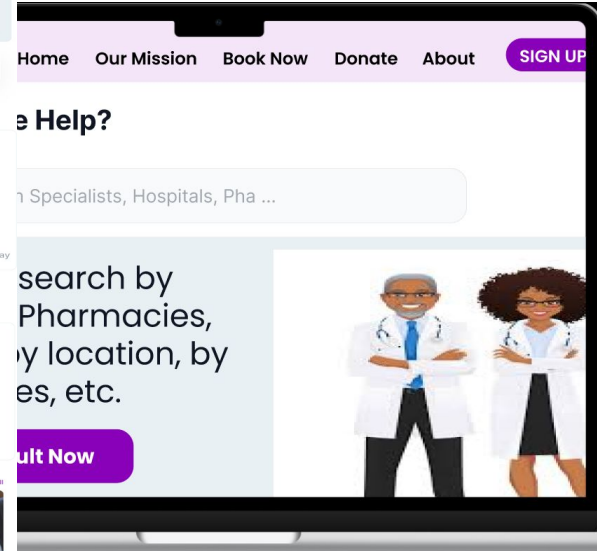
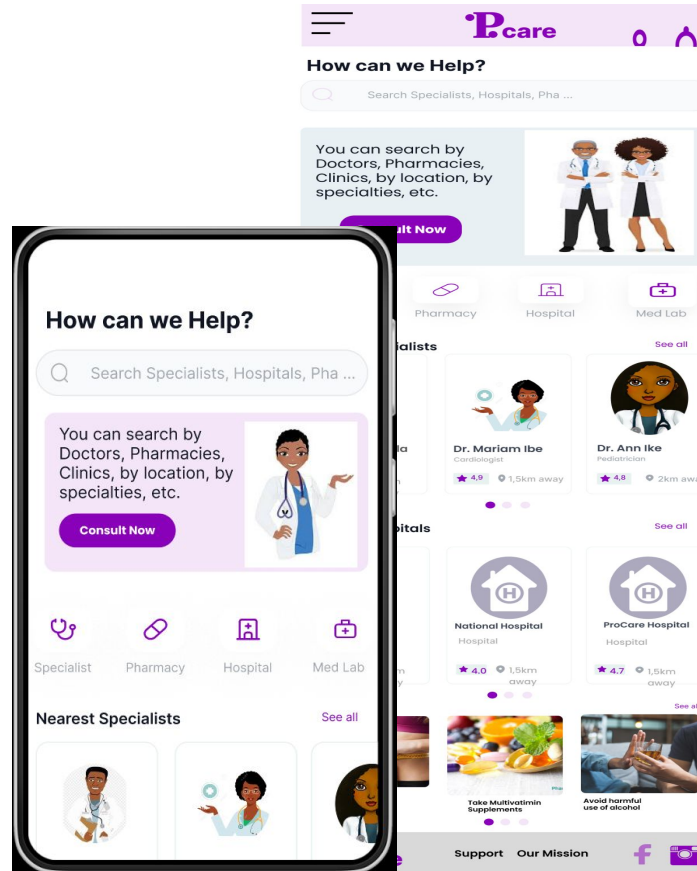
The product:

Patient's care, or P-Care, is an Abuja-based charity organization dedicated to providing individuals with affordable healthcare. The organization requires a tool to help people obtain healthcare. P-Care is aimed at people with low incomes or those living in the city's outskirts. Its main goal is to help people prioritize their health and afford healthcare.



Project duration:

June 2022 - November 2022



Project overview



The problem:

A large proportion of residents in Abuja's outskirts and rural areas are low-income earners. As a result, they are unable to prioritize healthcare due to its high cost. The P-Care strategic team identified a general lack of knowledge about affordable healthcare, which has resulted in various health risks or diseases that could have been avoided.



The goal:

Design an app that will help marginalized members of society afford basic healthcare and live healthy lives.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, usability testing, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I developed interview questions based on P-patient Care's care data, which I then used to conduct user interviews. The majority of interviewees expressed regret about not being able to afford healthcare when they needed it. According to the research findings, users are open and willing to work toward accessing and benefiting from affordable healthcare programs if they have access to an easy-to-use tool to help guide them.

Persona 1: Aishat

Problem statement:

Aishat is a trader in need advice on affordable healthcare because they want to participate in a program that promotes healthy living.



Aishat

Age: 45
Education: High School
Hometown: Bwari, Abuja
Family: Married with 2 kids
Occupation: Trader

"Health is wealth"

Goals

- To provide affordable healthcare for myself and family
- To increase health knowledge, keep up with the latest health tips and blog posts.

Frustrations

- "Juggling a trade and my family's health needs can be challenging at times."
- "Sometimes finding affordable healthcare can be tedious"

Aishat works as a petty trader and has a demanding schedule juggling work and family needs. Her partner and their two children, ages nine and ten, live with her. Her partner has a physically demanding job in a factory. Because of her family's low income, she is concerned about finding alternative healthcare services for herself and her family.

Persona 2: Segun

Problem statement:

Segun is a healthcare worker who requires a platform to provide health advice in order to provide affordable healthcare to those in need.



Segun

Age: 23
Education: MD
Hometown: FCT, Abuja
Family: Single
Occupation: Medical Doctor

*"It's always a good day
to save lives"*

Goals

- To provide affordable healthcare to marginalized people of society.
- To inform and advise patients about healthy lifestyle.

Frustrations

- "Locating and reaching out to marginalized patients can be difficult."

Segun is a young and vibrant medical doctor living in Abuja. He manages a hectic schedule at the hospital while also making time for his book club. He volunteers at medical outreach when he is not working at his day job in order to best serve those who do not have access to basic healthcare.

Competitive audit

An audit of a few competitors' products provided guidance on gaps and opportunities to address with the P-Care app.

	A	B	C	D	E	F	G	H	I	J
1	Competitive audit	Competitive audit goal: identify and understand the efficacy of current products and features used to provide affordable healthcare								
2		General information								
3										
4		Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price <small>(\$ - \$\$\$)</small>	Website <small>(URL)</small>	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition	Desktop website experience
5	Icare	direct	Abuja, NG	Basic Healthcare	\$	www.icare.com	small	Marginalized people of society	A safe space for everyone especially the less privileged	GOOD + Aesthetically and graphically pleasing - Looks overwhelming
6	E-care	direct	Abuja, NG	Basic Healthcare	\$	www.e-care.com	small	Marginalized people of society	The best place for marginalized people of society	OKAY + Welcoming and Easy to navigate - Text feels overwhelming
7	Medicare	indirect	Various, International	Affordable healthcare services including providing health insurance	Non-Profit	www.medicare.com	Large	Low-income earners	Low-income earners	OUTSTANDING + Consistent and clear branding + Fun and easy to use + Engaging animations
8	Globalcare	indirect	Various, International	Affordable healthcare, diet and exercise plans, and health insurance	\$\$	www.globalcare.com	Large	Global audience	An outreach to the less privileged	GOOD + Easy to navigate + Makes Customers feel welcomed - Minimal features and visuals

Competitive audit goal: identify and understand the efficacy of current products and features used to provide affordable healthcare

J	K	L	M	N	O	P	Q	R
UX (rated: needs work, okay, good, or outstanding)								
First Impressions		Interaction				Visual design		Content
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
GOOD + Aesthetically and graphically pleasing - Looks overwhelming	OKAY + User-friendly features + Easy to Use - App is only available in English	GOOD + Create an account feature - Online Ordering feature	NEEDS WORK - The menu is included as an image, and it is difficult to read. - Website only available in English Language	OKAY + The menu is simple to locate - The home page is overcrowded	OKAY - A little difficult to navigate - Some elements appear to be clickable but are not	GOOD + Color scheme, font, and art direction are all clearly defined - Use of imagery and photography that is inconsistent	Direct and serious Friendly in some parts	GOOD + There is no missing information - Overly descriptive
OKAY + Welcoming and Easy to navigate - Text feels overwhelming	OKAY + Vital information is present - Not fully responsive	NEEDS WORK - To open the menu, users must first download the PDF. - Tedious checkout process as the user is required to enter payment info twice	OKAY - The website is available in two languages - Menu is not compatible with a screen reader technologies	OUTSTANDING + Key information is easily accessible (menu, location, hours) + The information is always up to date (e.g., holiday opening)	OUTSTANDING + Very simple to use + A well-known method of navigation (e.g., swipe)	NEEDS WORK - There is no brand identity at all - The app is simple and only uses two colours	Friendly and informative	OKAY + All essential information is available - Unnecessary details
OUTSTANDING + Consistent and clear branding + Fun and easy to use + Engaging animations	OUTSTANDING + App is fully responsive + App can be downloaded to earn points + Engaging animations (same as desktop)	OUTSTANDING + Account creation feature + The store locator feature + Online ordering with pickup/delivery options	NEEDS WORK - The website is only available in English - The menu is incompatible with screen reader technologies.	OKAY + Fun and interesting to use - Due to animation load time, it is difficult to find key information (menu, location, hours).	NEEDS WORK - Unusual method of navigation - The large animation size makes navigation difficult.	OUTSTANDING + Colors, font, style, motion, imagery, and photography all contribute to a strong brand identity.	Entertaining and indirect	OUTSTANDING + Brief and to the point
GOOD + Easy to navigate + Makes Customers feel welcome + Minimal features and visuals	GOOD + Makes Customers feel welcome + Accessibility friendly - The payment procedure is complicated	OKAY + Option for group ordering + Order filtering features and functions - Simple and unreliable delivery tracker	OUTSTANDING + There are five languages available + There is audio available for the entire menu + Voice assistant technology is integrated	NEEDS WORK - The payment procedure is tedious and infuriating - It's difficult to find important info such as the menu, location etc	OKAY + It is simple to switch languages - Some features appear to be clickable but are not	OUTSTANDING + A distinct brand identity, including colours, font, style, motion, imagery, and photography	Welcoming and formal	OKAY + centered on information relevant to the target audience - Worry - Unnecessary information

Ideation

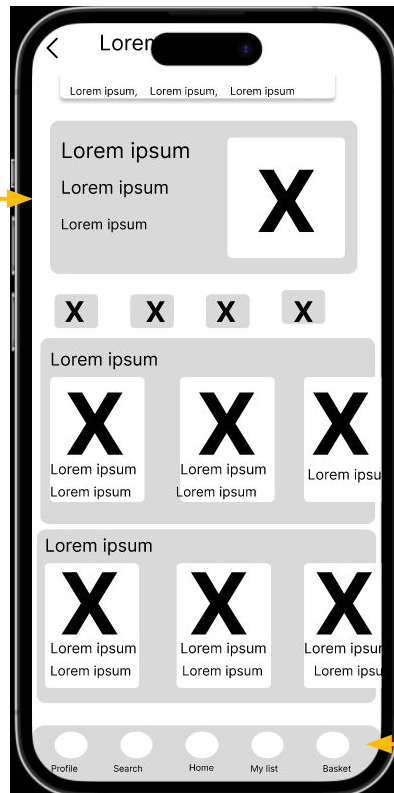
I conducted a quick ideation exercise to generate solutions to the gaps identified in the competitive audit. My primary goal was to improve communication between doctors and patients, as well as to increase client loyalty and engagement.



Digital wireframes

I created the first designs for the Patient's Care app after ideating and drafting some paper wireframes. These designs centered on providing users with personalized guidance to assist them in scheduling an appointment with a doctor.

Top half of home screen acts like a health coach by providing personalized recommendations for users

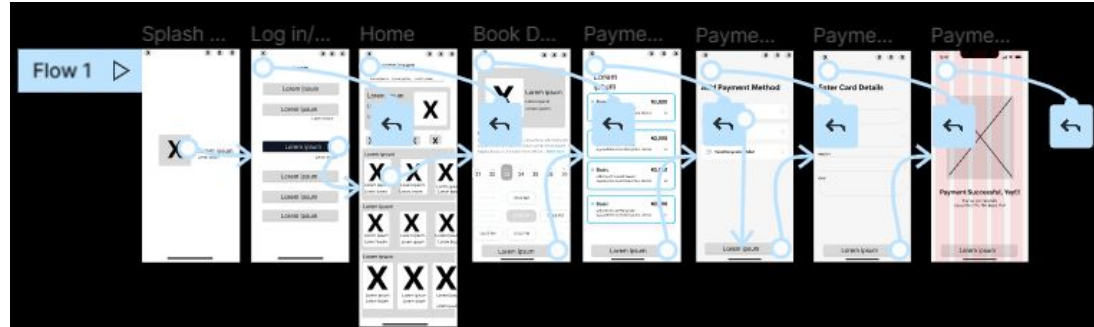


Easy access to app features via global navigation

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing available doctors and scheduling an appointment.

View P-Care [P-Care's Low Fidelity Prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Nigeria, remote



Participants:

7 participants



Length:

25-55 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding a doctor

People want easy access to healthcare especially to doctors nearby.

2

Booking

People had difficulty scheduling an appointment with the doctor.

3

Accessing loyalties

People preferred clear pathways to accessing client loyalty program.

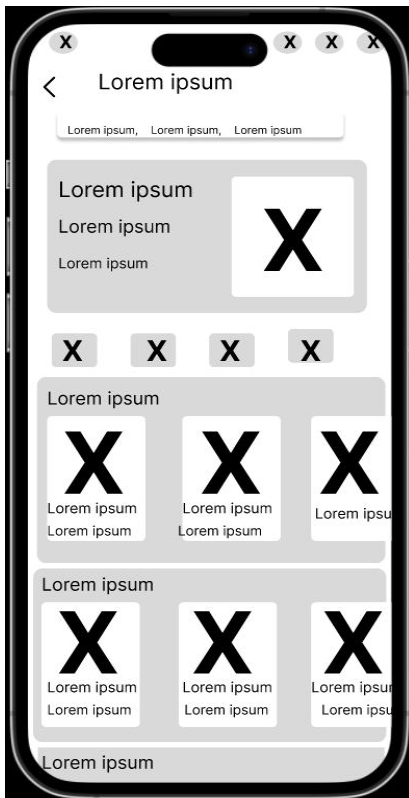
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

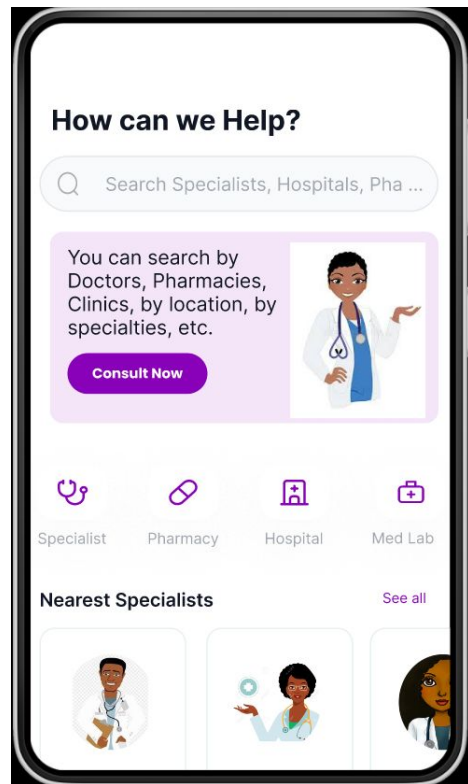
Mockups

Based on the findings of the usability studies, I implemented design changes such as providing a clear section from the home screen for browsing doctors, easy appointment booking, and easy access to client loyalty.

Before usability study



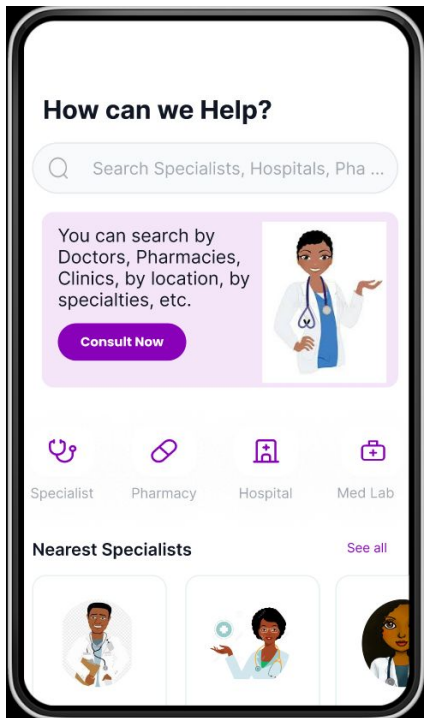
After usability study



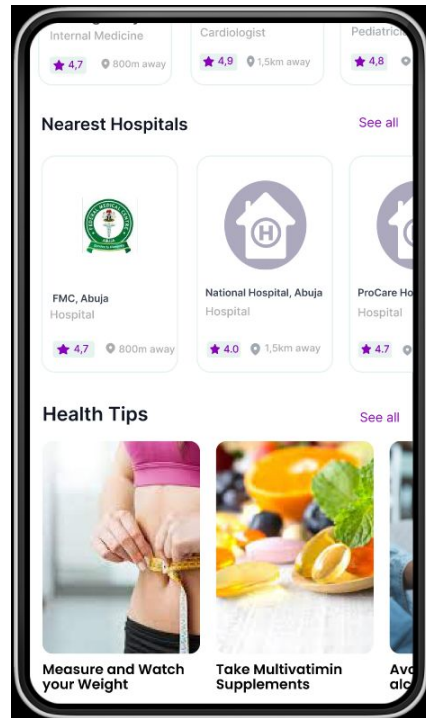
Mockups

Additional design changes included the addition of a link to view health tips and blogs, as well as a clearer indication of how many days remained before a loyalty reward expired and could no longer be used.

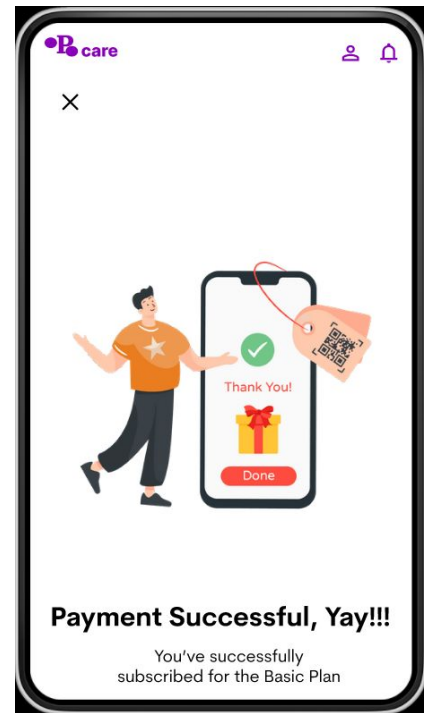
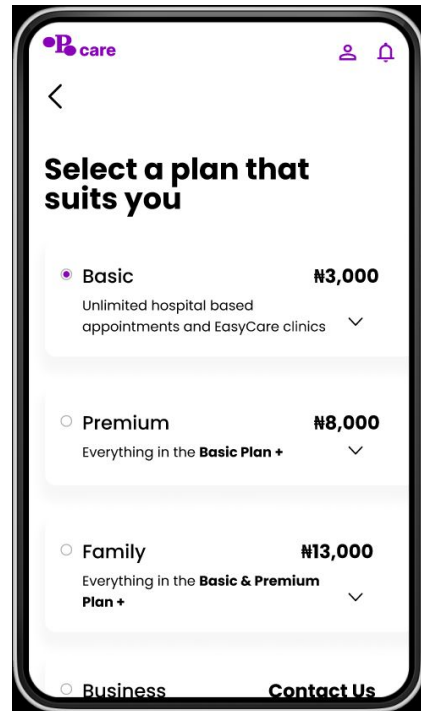
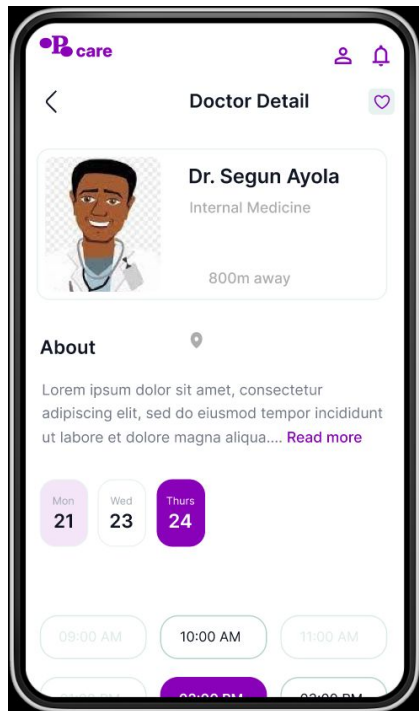
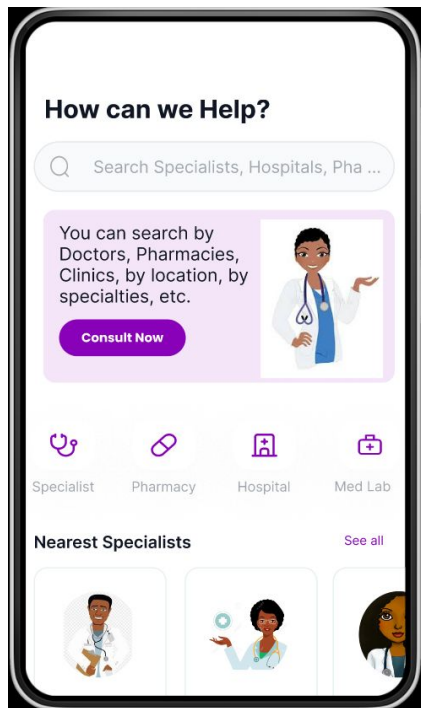
Before usability study



After usability study

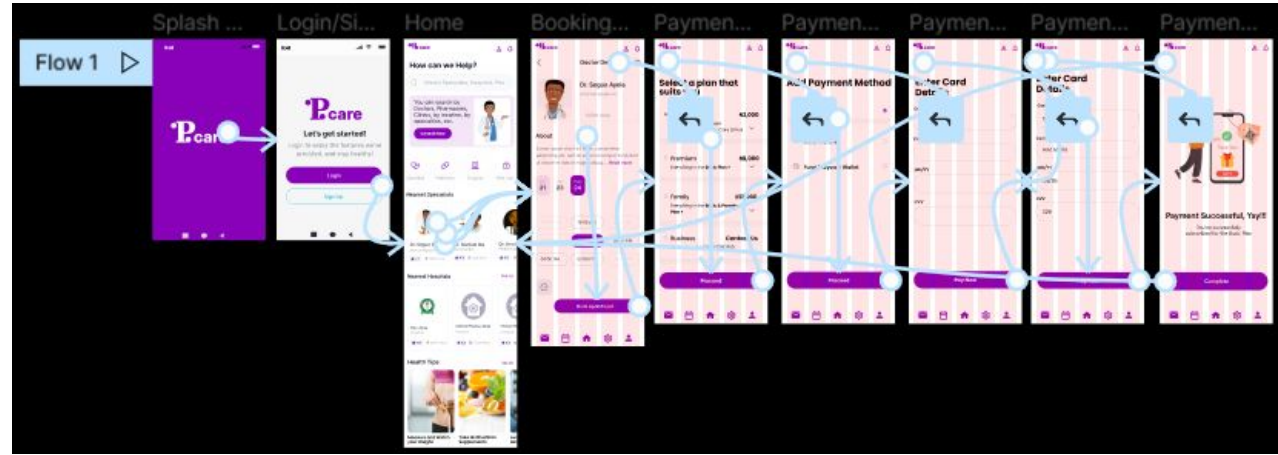


Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

The home screen's initial focus on personalized recommendations aids in defining the user's primary task or action.

3

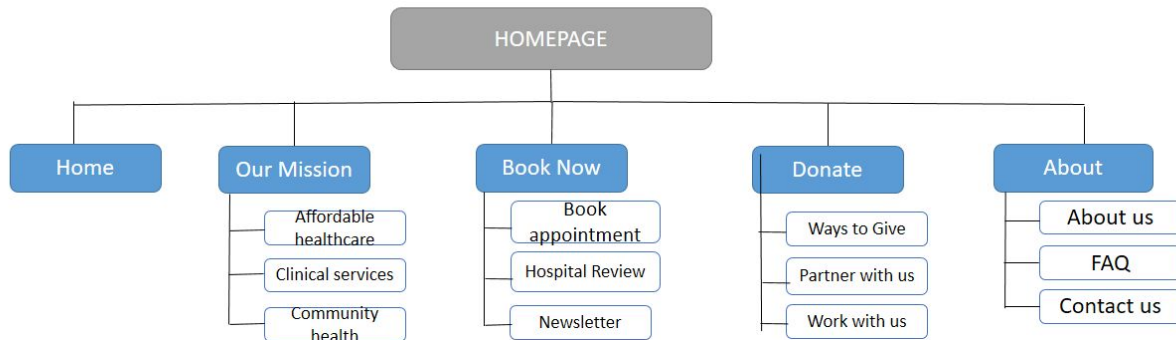
AI txt

Responsive Design

- Information architecture
- Responsive design

Sitemap

After finishing the app designs, I began work on the responsive website. To ensure a cohesive and consistent experience across devices, I used the P-Care sitemap to guide the organizational structure of each screen's design.

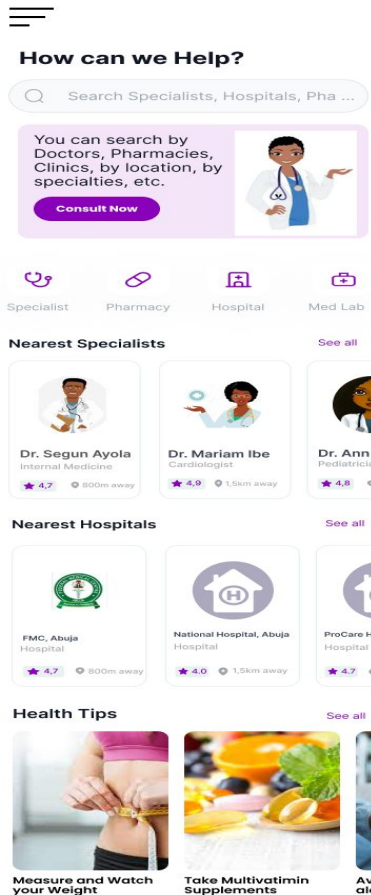


Responsive designs

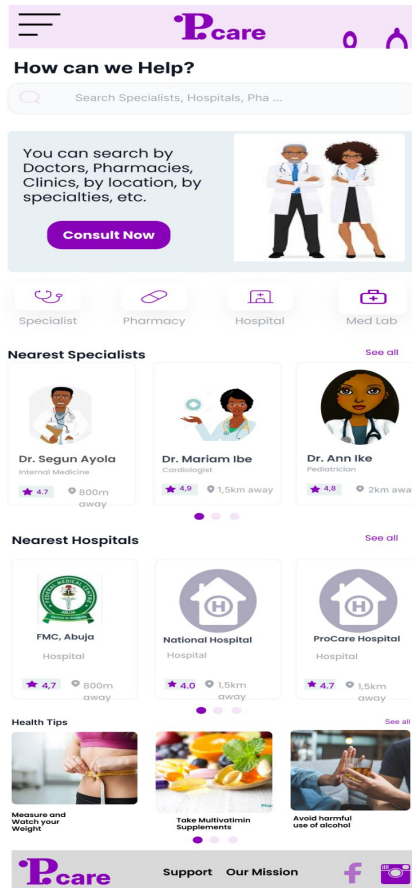
Screen size variations

included mobile, tablet, and desktop designs. I optimized the designs to meet the unique user requirements of each device and screen size.

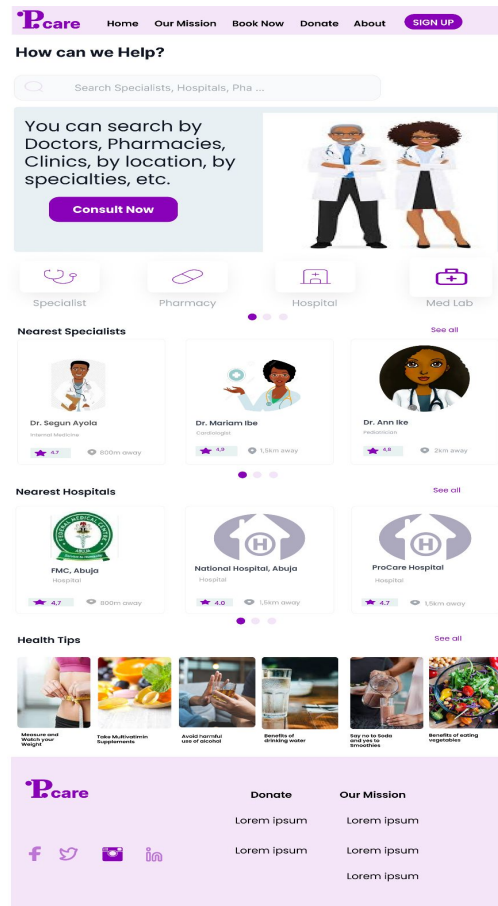
Mobile Website



Tablet Website



Desktop Website



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users reported that the app helped them afford healthcare that would otherwise be difficult to obtain. According to one peer reviewer, "the P-Care app helps make healthcare affordable and beneficial to me, thereby promoting healthy living."



What I learned:

Even though the problem I was attempting to solve was large, I discovered that going through each step of the design process and aligning with specific user needs assisted me in developing solutions that were both feasible and useful.

Next steps

1

Conduct research to determine how successful the app is in achieving the goal of affordable healthcare.

2

Add more educational resources to help users learn about healthy lifestyle options.

3

Provide users with incentives and rewards for successfully scheduling an appointment.

Let's connect!



Thank you for taking the time to review my work on the P-Care app! If you'd like to see more or get in touch, my contact information is given below.

Email: osafej@gmail.com