MediPocket

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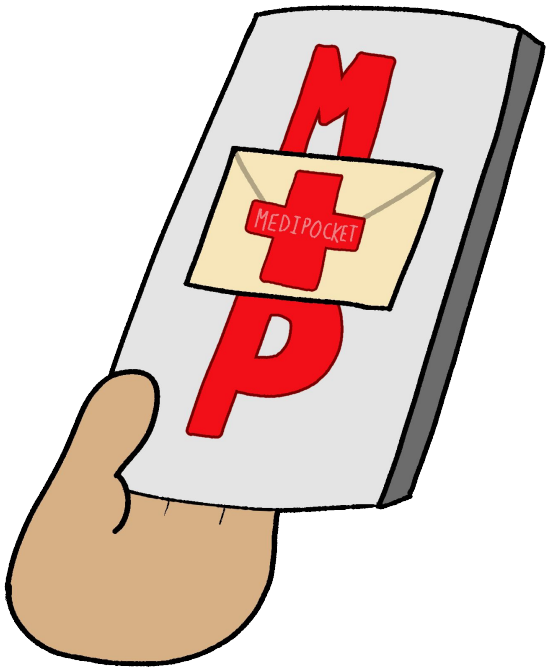
Project overview

The product:

A simple medical application offering medical advice based upon user inputted symptoms. (Including an audio or video live chat with a doctor and prescription/medicine recommendations).

Project duration:

May 2024 - February 2025



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Project overview

The problem:

A user has issues trying to figure out how to schedule a hospital visit, and or doesn't have insurance.

The goal:

Give clients a unique application for medical questions and issues, with steps on how to follow up.

Project overview

My role:

Lead UX designer, project leader

Responsibilities:

- Prototyping
- Wireframing
- Surveying

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Understanding the user

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

User research: summary

Conducting research, we had a group of people look through health care websites to see how easy, quick, and affordable it is to schedule an appointment with a doctor and satisfy their medical needs.

User research: pain points

1

Pain point

Consumers aren't sure whether or not their symptoms are serious enough to schedule a visit.

2

Pain point

Consumers want to get a second opinion before jumping to conclusions, and or scheduling a visit.

3

Pain point

Consumers are frustrated in trying to find locations that carry stock of their prescription/medicine.

4

Pain point

Consumers are nervous about reporting their symptoms due to a lack of money/insurance.

Persona: **Douglas**

Age: 35

Education: GED

Hometown: San Francisco

Family: Single

Occupation: Construction Worker

Problem statement:

Douglas has a family history of health issues. Being paranoid, he's always unsure if him feeling sick or off is worth reporting to a physician.

Goals:

- Looking for a quick, reactive application or website that can give a medical diagnosis.

Frustrations:

- Having to visit a doctor/hospital when not needed.
- Hospital bills for appointment visits.

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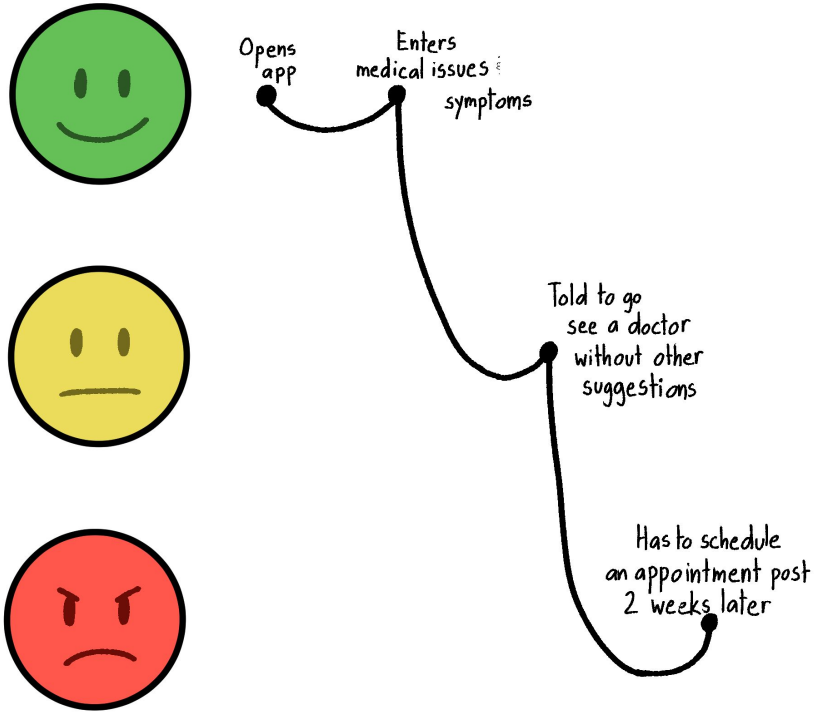
User journey map

Consumers will want to know/receive a medical diagnosis, without the long-term scheduling and waiting.



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Starting the design

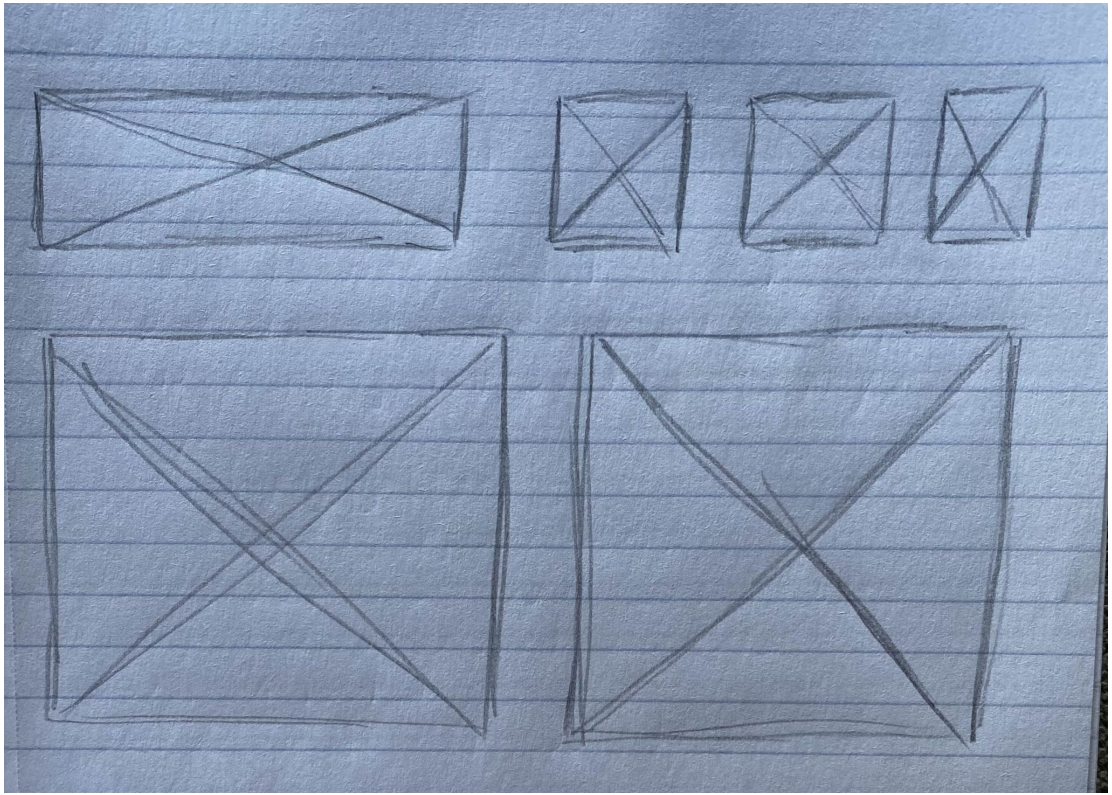
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

The user is greeted with a menu allowing them the following:

- Reporting their symptoms
- Talking to a physician
- Locating a pharmacy

The upper right corner will provide options to log in, settings, and adjusting your location for accuracy.



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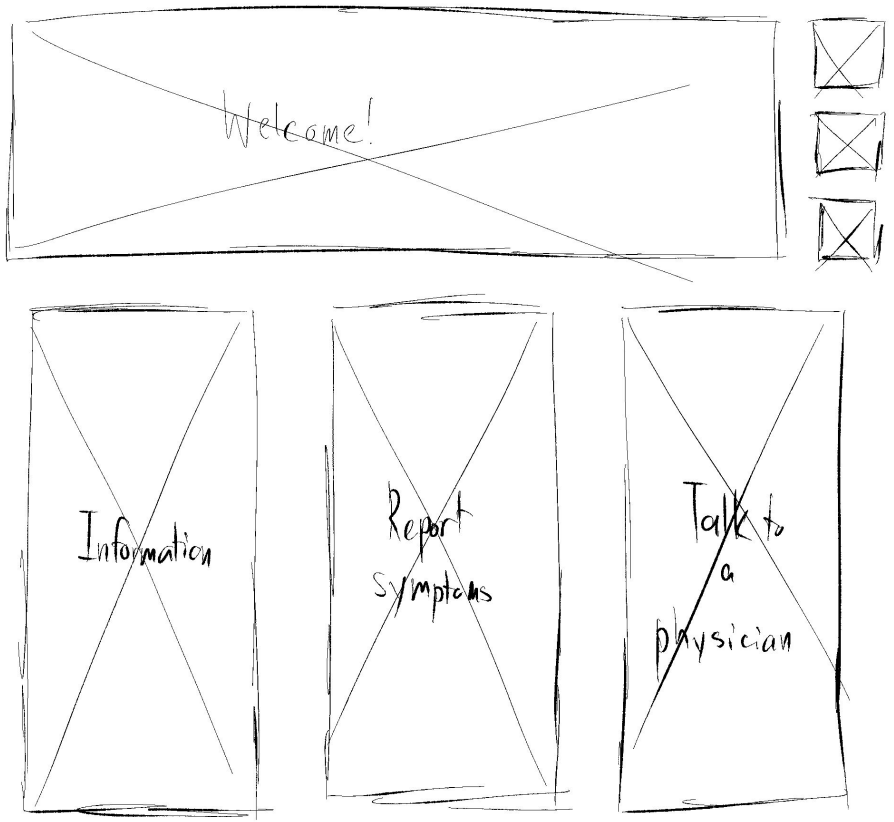
Digital wireframes

A digital version of the wireframe:

This version includes a welcome image at the top, with a login button, settings button, and location button on the right.

Below features three features for: Information, Reporting Symptoms, and Talking to a Physician.



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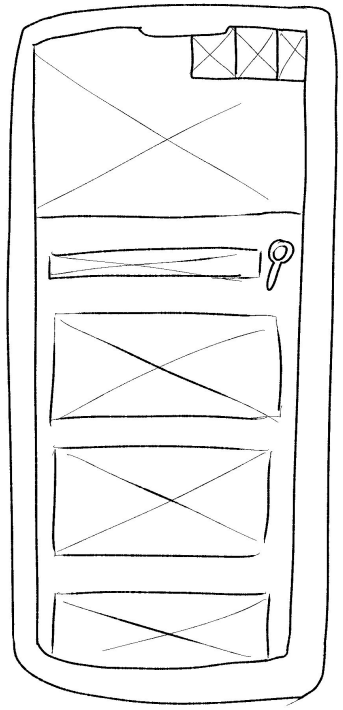
Low-fidelity prototype

On mobile, here's how the prototype will appear.

Upon changes to the wireframes, the buttons for customizing/logging in are now implemented on top with the welcome bar screen. A search bar was added in between the welcome bar and menus at the bottom, allowing the user to research information for the app use.



Usability study: findings

Conducted during our usability study, here are our findings for MediPocket:

Round 1 findings

1. Visual appeal
2. Organized layout
3. Text should be adjusted

Round 2 findings

1. Text font should look more legible
2. Use different icons per navigation menus
3. Add images to menus

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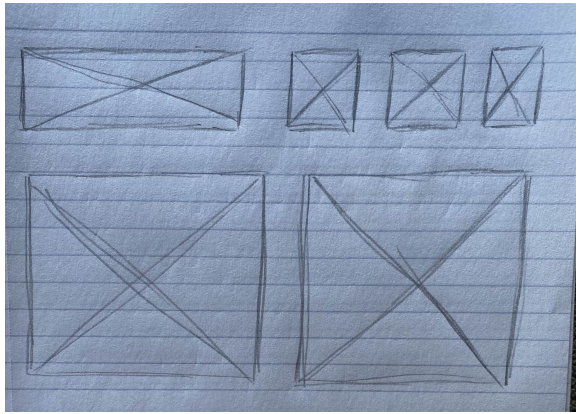
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Keeping the box structure the same, I added a colored background, with iconography imagery for the top buttons, and for the menu screen, I added color and imagery with text to provide the user a presentation to show them how to navigate throughout the application.

Before usability study → After usability study



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High-fidelity prototype

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Accessibility considerations

1

A sound design/effect to implement where exactly the user is navigating to.

2

Touch/voice controls for those who are having issues trying to navigate with a mouse on a desktop.

3

Language options to allow other native speakers to browse the application/website at ease and their own comfort.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

“The design had a visual appeal, with designs being very straightforward and the presentation looking professional like a well-designed business.”

What I learned:

People will want a quick and straightforward experience when using such applications, without the hassle of being confused or frustrated when navigating. Our project works to not only look visually appealing, but to get the user navigating quickly and easily.

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Next steps

1

We'd like to create a summary for customer feedback! Not only does positive comments help strengthen our projects, helpful critique also helps transform our project for the better!

2

With the partnership of other hospitals and physicians, we'd like to expand our services and offer more locations that can help with customers on the spot looking to do a live chat with a doctor.

3

Accessible options are always necessary to help everyone feel welcomed! We want to look into other ways to let those who struggle to use applications and websites have an easy time navigating.

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Let’s connect!

For anyone looking for a UX/UI designer, I love to draw and create iconography to make websites and apps look more appealing!

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