

Doctor Appointment System – Design Thinking Application

1. Understand the Problem

a) Persona Canvas

Persona 1 – Ramesh (Patient)

- Age: 40, Accountant
- Goals: Quick doctor booking, reminders, secure payments
- Pain Points: Long queues, uncertain availability, multiple calls to book

Persona 2 – Dr. Mehta (Doctor)

- Age: 50, Cardiologist
- Goals: Easy way to update daily availability, reduce no-shows
- Pain Points: Manual scheduling, patients missing appointments, wasted time

Persona 3 – Anita (Clinic Receptionist)

- Age: 28, Receptionist
- Goals: Manage bookings with less manual work
- Pain Points: Gets overloaded with phone calls, errors in manual scheduling

b) Journey Map (Patient's Perspective)

Step	Experience	Pain Point
Search for doctor	Uses app/website to look for doctors	Too many irrelevant results
Check availability	Wants real-time slots	Often outdated info
Book appointment	Selects date & pays	Payment failures, confusion
Get confirmation	Expects SMS/email	Sometimes unclear
Visit clinic	Arrives on time	Still faces waiting

c) Empathy Map (Patient Example)

- **Says:** "I just want to book quickly and not wait."
- **Thinks:** "Will the doctor really be available at this time?"
- **Feels:** Stressed, worried about health, frustrated with delays.
- **Does:** Calls clinics, uses online apps, tries multiple platforms.

2. Ideate Possible Solutions

a) Brainstormed Ideas

- Real-time **Doctor Availability Calendar**
- **By default unavailable** → doctor updates daily
- **Advanced search filters** (location, specialty, availability)
- **Secure Online Payments** for booking
- **Automatic Reminders** (SMS/Email/WhatsApp)
- **Admin Dashboard** to track doctors, users, appointments

b) Insight Map

- Patients care most about **time and convenience**.
- Doctors want **simple tools** to manage schedules.
- Both need **secure and reliable system**.

c) Value Proposition Map

For Patients

- Save time with real-time slot checking
- Easy booking + reminders
- Secure online payment

For Doctors

- Reduce no-shows
- Manage availability easily
- Better patient record tracking

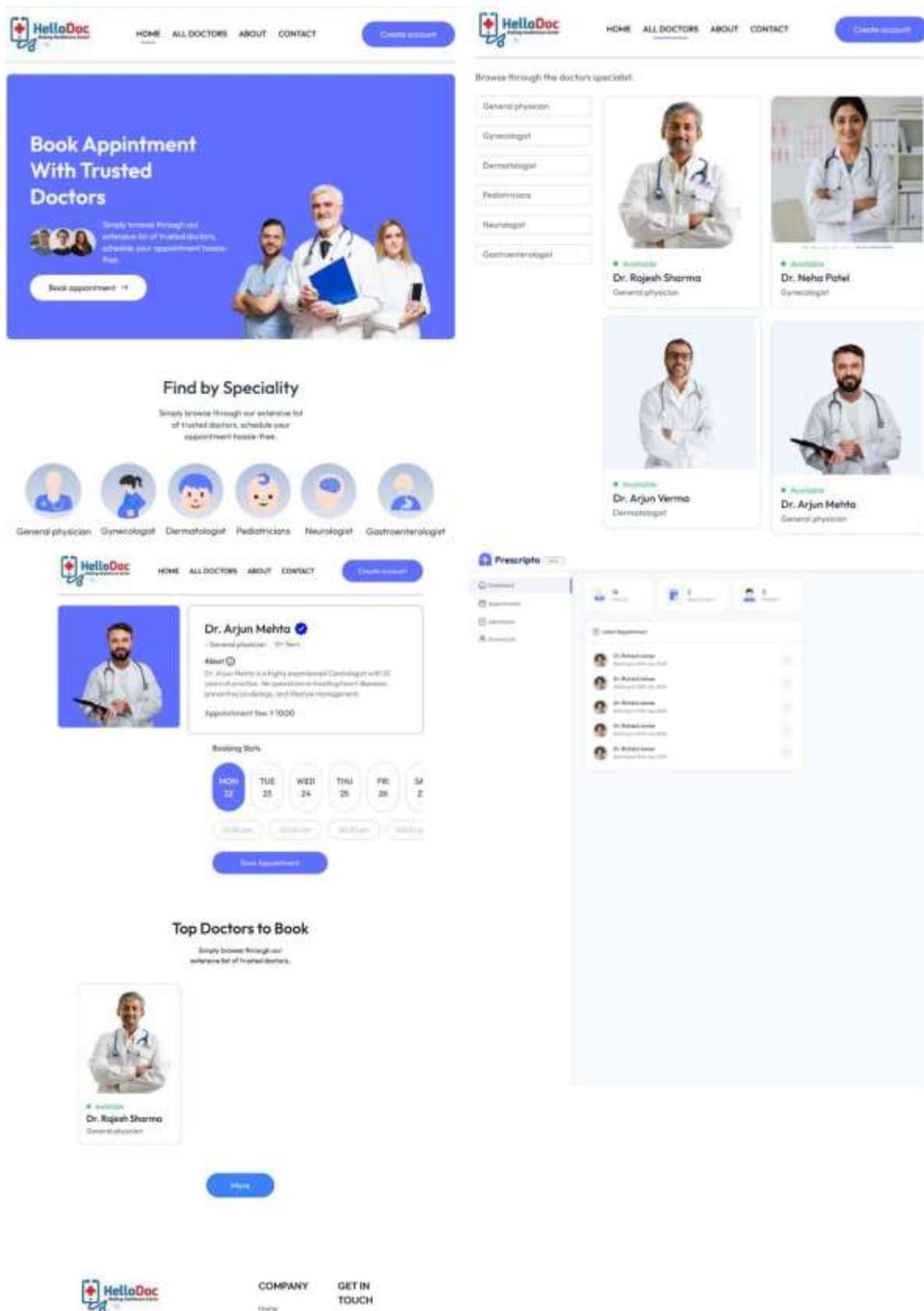
Unique Value:

A reliable, time-saving, and secure healthcare booking system connecting patients and doctors seamlessly.

3. Prototype and Test

a) Prototype (Example Features)

- **Patient Module:** Register/login → search doctors → check availability → book & pay → get reminders.
- **Doctor Module:** Update daily availability (default = unavailable) → view appointments → manage profile.
- **Admin Module:** Dashboard showing total doctors, users, today's appointments, active doctors.



b) User Testing Plan

- 5 Patients, 2 Doctors, 1 Receptionist test system.
- Questions asked:
 - Was booking easy to understand?
 - Did the availability status help?
 - Was payment smooth?

c) Iteration Based on Feedback

- Made **availability status more visible**.
- Added **reminder notifications**.
- Improved **search filters** by doctor name & location.

4. Concept Poster Content

Your **Concept Poster** should include these sections:

Title**Doctor Appointment Booking System****Problem**

- Patients waste time with long queues & uncertain availability.
- Doctors struggle to manage schedules manually.

Personas

- Patient (Ramesh), Doctor (Dr. Mehta), Receptionist (Anita) with images/icons.

Journey Map

- Simple timeline with pain points.

Empathy Map

- Visual with 4 quadrants (Says, Thinks, Feels, Does).

Proposed Solution

- Real-time availability calendar
- Online secure booking & payment
- Daily availability updates (default = unavailable)
- Admin Dashboard & Reminders

Prototype & Feedback

- Screenshots/wireframes of app pages (search, availability, booking).
- Notes on changes made after testing.

Value Proposition

“A one-stop, secure, and time-saving healthcare booking platform for patients, doctors, and clinics.”