

Paginemediche Heuristic Evaluation

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Project Description

Paginemediche is a leading Italian digital health platform that connects patients with healthcare professionals through services such as online bookings, teleconsultations, and personalized prevention programs. It also provides doctors with a comprehensive digital clinic suite for remote patient monitoring and medical practice management.

Evaluation Execution

The heuristic evaluation was conducted to identify usability friction points and interface violations within the Paginemediche mobile application.

Evaluation Context:

- **Device:** iPhone 11 (iOS 26.1).
- **Setting:** Focused individual analysis with notes recorded in Notion on a MacBook.

Materials Used:

- The Paginemediche application installed on the mobile device.
- Nielsen's 10 usability heuristics used as the evaluation framework.
- A predefined list of representative tasks to navigate the system.

Evaluation Tasks:

1. **Task 1 - User Registration:** Create a new account and complete the onboarding flow.
2. **Task 2 - Appointment Booking:** Search for a specialist and select a visit time slot.
3. **Task 3 - Health Management:** Activate a health program and manage medical therapies.

List of Violations

[Issue #1]. [Heuristic #5] Error prevention

- **Where:** Task 1 - User Registration, Step 1 & 3 (Form submission).
- **What:** The "Continue" button remains active even when mandatory fields are empty or when privacy consents are not checked. Clicking it results in no action or feedback.
- **Why:** This violates error prevention by allowing users to attempt an invalid action. The button should be disabled until requirements are met, or clear error messages should appear.
- **Severity:** 3.

[Issue #2]. [Heuristic #1] Visibility of system status

- **Where:** Task 1 - User Registration, Step 1 (Personal details).

- **What:** A graphical bug displays a blinking cursor in two different text boxes simultaneously if a phone number format error occurs.
- **Why:** This creates confusion regarding the system's focus. The user cannot tell which field is currently active without re-clicking.
- **Severity:** 2.

[Issue #3]. [Heuristic #1] Visibility of system status

- **Where:** Task 1 - User Registration (Overall flow).
- **What:** There is no progress bar or step indicator for the 5-step registration process.
- **Why:** Users lack feedback about their current position and how much effort is remaining, violating the principle of keeping users informed.
- **Severity:** 2.

[Issue #4]. [Heuristic #5] Error prevention

- **Where:** Task 1 - User Registration, Step 4 (Tax Code calculation).
- **What:** Users must manually type the birth date in GG/MM/AAAA format; there is no date picker provided.
- **Why:** Manual text entry for dates is error-prone. A picker would prevent syntax errors before they occur.
- **Severity:** 3.

[Issue #5]. [Heuristic #7] Flexibility and efficiency of use

- **Where:** Task 1 - User Registration, Step 1 (Password field).
- **What:** The application does not support native password managers (like Apple Keychain) for saving or autofilling credentials.
- **Why:** Modern efficiency standards expect integration with system tools to speed up tasks and improve security.
- **Severity:** 3.

[Issue #6]. [Heuristic #4] Consistency and standards

- **Where:** Task 2 - Appointment Booking, Date selection (Dark Mode).
- **What:** When Dark Mode is active, the calendar is black-on-black, making dates and action buttons ("Cancel/Confirm") nearly invisible.
- **Why:** This violates platform standards and visual consistency, rendering the feature unusable for users with specific system settings.
- **Severity:** 4.

[Issue #7]. [Heuristic #4] Consistency and standards

- **Where:** Task 2 - Appointment Booking, Specialist profile.

- **What:** Clicking the "Book an appointment" button at the bottom of a profile simply scrolls the user back to the top instead of initiating the booking.
- **Why:** The button label implies an action that is not performed, breaking user expectations of functional consistency.
- **Severity:** 2.

[Issue #8]. [Heuristic #7] Flexibility and efficiency of use

- **Where:** Task 2 - Appointment Booking, Specialist search results.
- **What:** There is no filter for "Language Spoken". Users must open every profile and scroll to the bottom to find this information.
- **Why:** This creates significant friction for users with specific needs, failing to provide efficient search shortcuts.
- **Severity:** 3.

[Issue #9]. [Heuristic #7] Flexibility and efficiency of use

- **Where:** Home page (Navigation to Booking and Therapy).
- **What:** Key action buttons for searching specialists or managing therapies are hidden at the very bottom of the home page.
- **Why:** High-frequency tasks should be prioritized in the layout to ensure efficiency.
- **Severity:** 2.

[Issue #10]. [Heuristic #7] Flexibility and efficiency of use

- **Where:** Task 3 - Health Management (New Therapy).
- **What:** Users cannot reuse or reactivate an archived therapy; all data must be re-entered manually from scratch.
- **Why:** The system fails to allow users to leverage previous work, significantly reducing efficiency for chronic treatment management.
- **Severity:** 3.

Summary and Recommendations

Heuristic Violation Distribution

Heuristic	# Violations
H1: Visibility of system status	2
H2: Match between system and the real world	0
H3: User control and freedom	0
H4: Consistency and standards	2
H5: Error prevention	2
H6: Recognition rather than recall	0

Heuristic	# Violations
H7: Flexibility and efficiency of use	4
H8: Aesthetic and minimalist design	0
H9: Help users recognize, diagnose, and recover from errors	0
H10: Help and documentation	0
HN: Non-heuristic issue	0

Overall Assessment

Overall, Paginemediche is a high-quality application that features a clean design, a polished aesthetic, and a robust set of functionalities. The platform successfully manages complex healthcare workflows, presenting a clean interface that feels reliable and trustworthy. It is evident that significant effort has been put into creating a comprehensive tool for both patients and doctors.

However, the expert evaluation highlighted some specific friction points that, if addressed, could further refine this already well-built product. The most critical issue is the **Dark Mode incompatibility (Severity 4)**, which unintentionally renders the calendar unusable for a segment of users. Furthermore, the **registration flow** would benefit from more proactive feedback and the **search functionality** could be optimized to reduce the number of steps required for frequent tasks. These improvements would elevate the user experience to match the overall high standard of the application's technical execution.

Key Recommendations

1. **Fix Accessibility:** Immediately update the UI theme logic to ensure the calendar and navigation buttons comply with Dark Mode standards to restore basic functionality.
2. **Improve Onboarding Feedback:** Implement a progress bar for registration and ensure that buttons are only active when validation is passed, accompanied by clear error messages.
3. **Enhance Search & Navigation:** Move primary call-to-action buttons to the top of the Home page and add advanced filters (like language) to the specialist search results to reduce navigation effort.
4. **Enable Data Reuse:** Add a feature to "duplicate" or "reactivate" archived therapies to minimize manual input for returning users.