



# Feasibility Study Report

MyWelly Application

Health Consultation Booking App

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# 1 Introduction

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In today's fast paced world, access to reliable, timely, and personalized medical care is essential. MyWelly addresses this need by integrating patients, doctors, and laboratories into one intelligent and secure platform. It minimizes waiting times and ensures that critical health data is always within reach.

Through features like appointment scheduling, reminders, and digital health records, MyWelly empowers users to take active control of their well being. More than a convenience tool, MyWelly promotes a preventive and patient centered approach transforming healthcare from a reactive necessity into a proactive, engaging, and life-enhancing experience.

# 2 Requirements Analysis

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To ensure that MyWelly truly meets the needs of its users, we collected and analyzed extensive feedback from a diverse group of participants spanning multiple countries and cities. Patients, doctors, and laboratories from France, Canada, the UK, the USA, as well as from Moroccan cities such as Laayoune, Guelmim, Marrakech, Ben Guerir, Casablanca, and Tangier shared their experiences and expectations regarding healthcare applications.

This broad spectrum of input allowed us to identify the most essential features and functionalities for MyWelly, ensuring that the app is not only technologically robust but also user-centered, intuitive, and capable of addressing real-world healthcare challenges. Thanks to this comprehensive feedback, we were able to define a precise set of functional and non-functional requirements that will guide the design and development of a secure, efficient, and highly accessible healthcare platform.

# 3 Technical Feasibility

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The MyWelly project aims to develop an Android mobile application to streamline the management of appointments, prescriptions, and medical records.

- **Main programming language:** The application will be developed using Python, with mobile frameworks such as Django or Flask to create interactive and Android-compatible interfaces.
- **Development environment:** Android Studio or complementary tools will be used for deployment and testing, ensuring compatibility across different Android smartphone models.
- **Database:** A relational database such as PostgreSQL or MySQL will securely store appointments, medical records, and user accounts, accessed via backend APIs.
- **Team skills:** The team must be proficient in Python and mobile app development, and have basic knowledge of SQL to interact with the database.
- **Technical challenges :** Key challenges include learning or deepening Python for mobile development, secure integration with the backend, managing data security and privacy in compliance with Moroccan Data Protection Law and GDPR, and ensuring compatibility with different Android models and versions.
- **Testing and Hardware :** Testing will be conducted on computers for development and Android smartphones for app evaluation, ensuring the application's stability and performance for all users.



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## 4 Economic Feasibility

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The economic feasibility of the MyWelly project shows that it is cost effective and affordable. Costs include app development, training for new tools, cloud hosting, and data security. The team already has the necessary computers and smartphones for development and testing.

On the other hand, MyWelly provides time and effort savings for patients, doctors, and laboratories, and could generate future revenue through premium features or partnerships with healthcare providers.

### 4.1 Revenue Model

The revenue model is designed so that:

- 5% of income comes from doctors' consultations
- 5% from laboratory tests

Overall, the expected benefits outweigh the costs, making the project economically sustainable.

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## 5 Market and User Feasibility

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### 5.1 Target Users

MyWelly is designed for a wide spectrum of healthcare stakeholders:

#### 5.1.1 For Patients

MyWelly greatly simplifies daily healthcare management. Through the application, patients can:

- Easily book appointments with any available doctor across different specialties, without needing to travel or call multiple offices
- View and compare prices for consultations from all doctors on the app , allowing them to make informed choices.
- Read reviews and ratings from other patients (1 to 5 stars) from individuals who have actually visited a doctor, helping them select a trusted healthcare professional.
- Receive reminders and notifications for their appointments, ensuring they never miss a consultation or test.
- Reduce travel and paperwork, as the app centralizes all necessary medical information .
- Simplify the medical test process :The doctor sends prescriptions directly to the laboratory via the app, the lab performs the tests, and the results are securely sent to both the doctor and the patient.
- Save time and energy, as the app streamlines travel and coordination for all medical steps, minimizing multiple visits and administrative tasks.
- Access a complete and secure medical history, including past consultations, test results, and prescriptions, available at any time.



### 5.1.2 For Doctors

MyWelly offers numerous advantages to improve practice management and patient engagement:

- **Increase visibility and patient base:** Doctors can attract new patients through the app and grow their practice.
- **Easily manage appointments:** Ability to schedule, reschedule, or cancel consultations directly within the app.
- **Access detailed statistics:** Dashboards provide insights on number of appointments.
- **Secure account:** Doctors have a secure space to manage patient records, consultations, and personal information.
- **Facilitate communication and patient follow up:** The app centralizes medical information and patient feedback, improving care quality.
- **Enhance profitability:** By simplifying management and increasing the number of consultations, the app helps doctors maximize their revenue.

In summary, MyWelly enables doctors to efficiently manage their practice, see more patients, communicate easily, and monitor their performance through a secure and comprehensive dashboard.

### 5.1.3 For Laboratories

MyWelly offers several significant advantages for laboratories:

- **Increased revenue:** Laboratories receive more tests thanks to prescriptions sent directly by doctors through the app.
- **Simplified test management:** The lab receives prescriptions, performs the tests, and automatically sends the results to both the doctor and the patient, centralizing the process.
- **Secure communication:** Medical information and test results are shared securely, ensuring data confidentiality.
- **Time and efficiency savings:** Automating the process reduces administrative errors and speeds up result delivery to patients and doctors. and traceability: Laboratories can monitor all tests, their status, and history, improving internal management.

In summary, MyWelly enables laboratories to increase revenue, manage tests efficiently, and securely communicate with doctors and patients.

## 6 Competitive Benchmark

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Existing healthcare platforms like Doctolib, Zocdoc, HealthTap and similar apps provide appointment booking and basic patient-doctor communication. However, they fall short in several areas:

- **Integration Gaps:** Most apps don't connect seamlessly with labs, forcing users to juggle multiple systems.
- **Preventive Care Neglect:** Reminders for treatments, medications, or preventive screenings are minimal.



- **Data Security Concerns:** Users are worried about how personal health data is stored, shared, and protected.
- **User Experience Issues:** Some interfaces are not intuitive or easy to use.
- **No Doctor Ratings::** Users cannot leave comments or rate doctors from 1 to 5.
- **No Lab Integration:** There is no interface to connect with laboratories for sending or receiving test results .

### 6.1 MyWelly's Competitive Advantages

MyWelly addresses these gaps by offering:

- **Full integration with laboratories:** All prescriptions and test results are directly accessible through the platform, simplifying medical follow up for patients and doctors.
- **Doctor ratings and reviews::** Patients can leave comments and rate doctors from 1 to 5 stars, helping them choose a trusted healthcare professional.
- **Intuitive interface:** A simple user experience designed for all users, including those with limited digital skills.

By combining these features, MyWelly delivers a complete, secure, and personalized digital healthcare experience, centralizing all interactions between patients, doctors, and laboratories.

## 6.2 Comparison Table

Criteria	Existing Healthcare Platforms	MyWelly
Appointment Booking	Allow patients to book appointments and communicate with doctors.	Offers appointment booking with integrated medical follow-up .
Lab Integration	Few or no reminders for treatments or preventive check-ups.	Fully integrated with laboratories; prescriptions and test results are directly accessible.
Preventive Care	Few or no reminders	preventive check-ups. Automatic reminders for medications, treatments, and preventive screenings.
Data Security	Concerns about data privacy and how personal health data is stored or shared	Strong data protection, secure sharing, and full confidentiality of medical information.
User Experience	Interfaces are sometimes complex and not intuitive for all users.	Simple, intuitive, and user-friendly interface accessible to all users.
Doctor Ratings	No feature allowing users to rate or review doctors	Patients can leave comments and rate doctors from 1 to 5 stars.
Overall Offer	Fragmented and poorly integrated healthcare experience	Complete, centralized, and personalized healthcare ecosystem for patients, doctors, and labs.

Table 1: Competitive Analysis: MyWelly vs Existing Platforms

## 7 Opportunities and Market Gaps

MyWelly stands out by addressing the unmet needs of the healthcare ecosystem:

- **Seamless Integration:** Uniting patients, doctors, and labs under one secure platform
- **Trust and Security:** End-to-end encryption, GDPR compliance, and transparency
- **Efficiency and Convenience:** Rapid booking, simplified communication, and accessible health information

### 7.1 Key User Insights

Survey results highlight the preferences and priorities of MyWelly users:

- **Patients** want simplified health management with easy booking, automatic reminders, price visibility, doctor ratings, and direct access to lab results
- **Doctors** prefer in-app or email notifications, activity dashboards, quick patient communication, and secure data storage
- **Laboratories** benefit from increased revenue, simplified test management, automatic result delivery, and enhanced tracking capabilities

**Common priorities:** Full data security, trust, and transparency. Users dislike ads, excessive notifications, or unnecessary features.

**Suggested enhancements:** Personalized health dashboards for a proactive and tailored healthcare experience.



## 8 Operational Feasibility

The operational feasibility of MyWelly is strong, as the application is designed to integrate smoothly into current healthcare practices. Doctors, laboratories, and patients can adopt the platform without major disruptions to their daily routines.

Features such as appointment management, prescription tracking, secure accounts, reminders, and patient feedback align with existing workflows and improve efficiency. The system is user-friendly and requires minimal training, while automated notifications and dashboards help users manage tasks proactively.

Overall, MyWelly can be implemented effectively within current healthcare operations, enhancing communication, organization, and patient care.

## 9 Schedule Feasibility

The development of the MyWelly application is divided into several main phases to ensure structured progress and timely completion. The project is designed to be achievable within one academic semester.

### 9.1 Development Phases

#### Phase 1: Requirements Analysis and Feasibility Study (1 week)

Focus on gathering user feedback and developing technical specifications.

#### Phase 2: IEEE 830-1998 Standard Documentation (1 week)

Formalizing the Software Requirements Specification (SRS) to ensure clarity, consistency, and completeness.

#### Phase 3: System Design (40 days)

Defining system architecture, database structure, and interaction flow.

#### Phase 4: Implementation and Development (40 days)

Programming the application with backend implementation in Python through a terminal interface.

#### Phase 5: Testing and Validation (3 weeks)

Verifying features, detecting and fixing bugs, and ensuring specification compliance.

#### Phase 6: Deployment and Documentation (3 weeks)

Preparing technical documentation, user manuals, and deploying the program.

### 9.2 Timeline Assessment

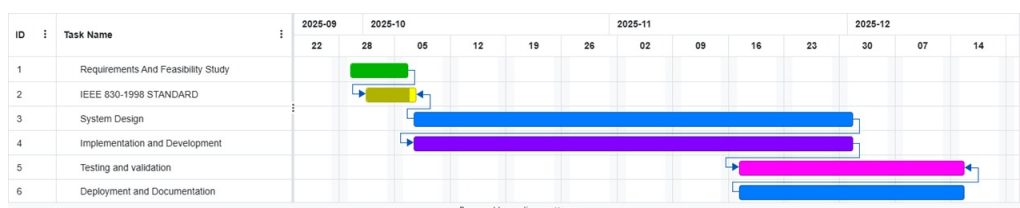


Figure 1: Timeline



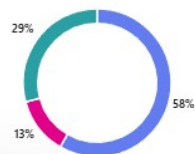
## 10 Survey Results



6. Would you like a patient to send you a short message before the consultation? (0 point)

[En savoir plus](#)

Yes	14
No	3
Maybe	7



If Willy could automatically handle cancellations or delays, how would you like this information to be presented to the patient? (0 point)

7. If Willy could automatically handle cancellations or delays, how would you like this information to be presented to the patient? (0 point)

[En savoir plus](#)

11  
Réponses

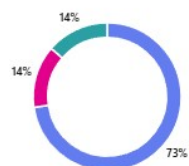
Dernières réponses

"Yes"  
...

8. Would you like Willy to provide a statistics dashboard of your activity (number of appointments, average time per patient, etc.)? (0 point)

[En savoir plus](#)

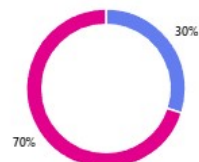
Yes	16
No	3
Maybe	3



9. Patient Reviews Visibility (0 point)

[En savoir plus](#)

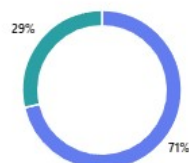
Public	6
Private (visible only to you)	14



10. Would you like a secure personal account to manage prescriptions and patient information? (0 point)

[En savoir plus](#)

Yes	15
No	0
Maybe	6



23. When searching for a doctor, what matters most to you? (0 point)

[En savoir plus](#)

2% des participants ont répondu correctement à cette question.

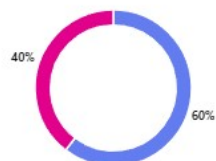
1. Photo	9.8%
2. Reviews	31.4%
3. Price	17.6%
4. Availability	11.8%



24. How would you like to receive a reminder? (0 point)

[En savoir plus](#)

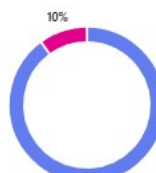
● SMS the day before	29
● Push notification the day of the appointment	19



25. Would you like to see price comparisons between multiple doctors/pharmacies? (0 point)

[En savoir plus](#)

● Yes	45
● No	5



## 33. What would be the worst mistake Willy could make, in your opinion?

20 Réponses

ID ↑	Nom	Réponses
1	anonymous	Share personal data
2	anonymous	confusing between patients
3	anonymous	Give false informations about the quality of the service given by doctors/pharmacists
4	anonymous	Mishandling users data especially sensitive medical information
5	anonymous	In my opinion, one of the worst mistakes Willy could make would be to provide incorrect or misleading information to patients, such as: 1. *Inaccurate appointment scheduling*: Booking appointments with the wrong doctor, date, time, or location. 2. *Miscommunication*: Failing to clearly convey important information, such as test results, medication instructions, or follow-up appointments. 3. *Data breaches*: Compromising patient confidentiality by mishandling sensitive information.
6	anonymous	Break the security
7	anonymous	Leak my data
8	anonymous	I don't know
9	anonymous	Faire des erreur au niveau de la consultation
10	anonymous	Forget about my appointment
11	anonymous	Data leak
12	anonymous	À mon avis, la pire erreur que pourrait commettre serait d'ignorer ses symptômes et de retarder sa prise en charge. Plus il attendrait, plus la situation risquerait de s'aggraver et de limiter les options de traitement. Le plus important est qu'il prenne sa santé au sérieux et suive les recommandations médicales.

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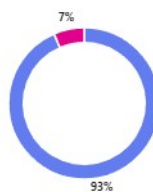
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28. Would you like a secure personal account to manage your appointments and medical information? (0 point)

[En savoir plus](#)

- Yes 43
- No 3



29. Would you like to receive automatic reminders for your appointments or treatments? (0 point)

[En savoir plus](#)

- Yes 44
- No 2



6	anonymous	I don't know
7	anonymous	Ads
8	anonymous	Game advertisements
9	anonymous	If I could remove one useless feature from many health apps, it would be the excessive notifications that don't add real value. Instead of motivating users, they often feel spammy and discourage consistent use.
10	anonymous	Pay to get access to bit
11	anonymous	Rating doctors by numbers
12	anonymous	Je supprimerais les notifications trop fréquentes car elles peuvent décourager l'utilisateur
13	anonymous	Adds
14	anonymous	Adds
15	anonymous	Je supprimerais les fonctionnalités de publicité ou de promotion de produits car elles n'apportent rien d'utile aux soins des patients
16	anonymous	Notifications that are not part of an appointment or treatment, like quotes etc

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13	anonymous	Accepting to sponsor some doctors and give them more chance to figure to users
14	anonymous	Worst security
15	anonymous	Spreading information
16	anonymous	providing inaccurate health advice, failing to detect serious conditions and delaying treatment
17	anonymous	If it s not secured
18	anonymous	If it is jot secured
19	anonymous	Donner de fausses informations sur un patient ou oublier un rendez-vous important
20	anonymous	Does not allow translation for various popular languages



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## 11 Conclusion

The market validation is crystal clear: patients, doctors, and laboratories all need a smarter, secure, and unified healthcare platform. MyWelly isn't just another app it's a digital healthcare ecosystem, built to transform how users experience healthcare, streamline operations, and empower proactive health management. With the combination of security, simplicity, integration, and intelligence, MyWelly is uniquely positioned to fill the gaps left by existing solutions and delight users at every interaction.

*MyWelly: Transforming Healthcare in Morocco*

