Vaccination Booking App and Responsive Website

Sarath Chand Nekuri
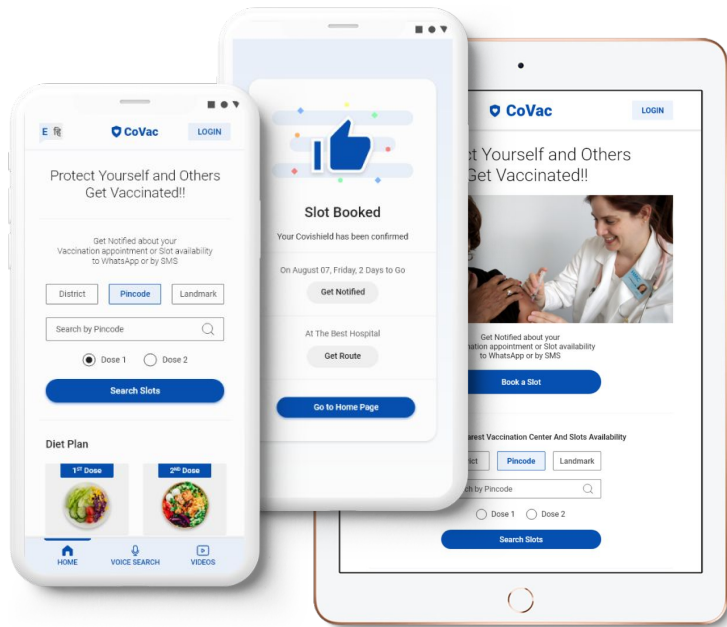
Project overview

The product:

CoVac is a Indian web portal for Covid-19 vaccination Slot booking. The organization helps helps people to book a slot for vaccination with multiple filter like dosage, age, cost and vaccine. CoVac's primary target users include college students, young and old adults who wish to take a vaccination shot from nearby in order to save from covid-19.

Project duration:

July 2021 to August 2021

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Project overview

The problem:

Many users facing issues while booking a vaccination slot in India due to various reasons like inaccuracy in slot availability, filtering redirecting within website. The website doesn't compatible with screen-readers

The goal:

Design an app with seamless vaccination slot booking experience and in more accessible way to make easy for every type of user.

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, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

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Understanding the user

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

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User research: summary

I conducted user interview, which I then turned into empathy maps to better understand the target user and their needs. Most interview participants reported that the portal is redirecting within website, felt irritated that the slot availability is inconsistent, not receiving OTP's to the given number in OTP page. The feedback received through research made it very clear that users are facing lot of issues and can be made their experience seamless if they had an easy-to-use tool by addressing the above issues.

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Persona 1: **AK**

Problem statement:

AK is a working professional, Who needs a fast way to book a vaccination slot for her and for her parents from the office because she wants to save time as she works tirelessly.

"To Be a responsible citizen by getting vaccinated and help parents to vaccinate"
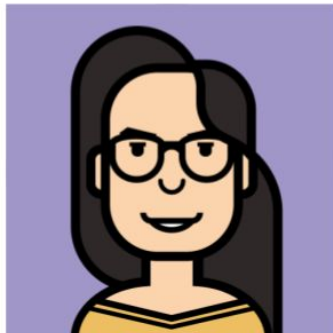
AK

Age: 26
Education: B Tech
Hometown: Visakhapatnam
Family: Single, Lives with her parents
Occupation: Working Professional

Goals
- To maintain a healthy work-life balance.
- To take care of her parents.
- Easy way to book a slot for her and for her parents

Frustrations
- Shows Available at start but later it shows unavailable
- No filtering options with pincode
- Redirecting to browser from app

AK is a 26-year-old busy Working Professional, lives with her parents. As a single daughter, she manages work in the morning and takes care of them in the evening. The frustration thing is, While trying to book slot for their parents, the app shows availability at start but later it shows no availability. AK would specifically like for there to be an easier way to book a slot for her and for her parents.

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Persona 2: **Sudha**

Problem statement:

Sudha is a house wife who needs an easy and trusted way to book vaccination slot near her home and wants a guide on diet because she can vaccinate and she can eat without any worries

"Vaccination is the only way to get rid of the Covid-19"
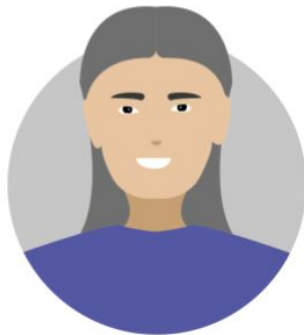
Sudha

Age: 48
Education: B.Com
Hometown: Vijayawada, India
Family: Married, Lives with husband and 2 sons
Occupation: House Wife

Goals
- To get vaccinated and decrease the chance of spreading.
- To be a great mom to my sons.

Frustrations
- "Worried about the confirmation from hospitals"
- "Working tirelessly all over the week"

Sudha is a housewife working tirelessly all over the week and maintains the house clean and cooks for her family 3 times a day. She uses her mobile to access internet. When she wants to book a slot in the app, she's worried that there might not be any confirmation from the hospital after she books a slot. If she's alone she'd be confused about the directions to the vaccination center. She is a bit worried that she doesn't know the doctor who will administered her as she wants to trust administrator.

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Competitive audit

An audit of a couple of competitor's products provided direction on gaps and opportunities to address with the Vaccination slot Booking App.

Competitive audit	Competitive audit goal: Identify and understand the effectiveness of products and features currently used to book vaccination slot										
	General information									First impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition		Desktop website experience	App or mobile website experience
CoWIN	Direct	India	Website that helps with booking a slot for vaccination	-	www.cowin.gov.in/	Large	Young adults and Adults	Are You Protected Against COVID-19?		Good + Strong, consistent branding + Easy to navigate - Redirecting within website	Okay + Strong, consistent branding - No dedicated app - Redirecting with website
vaccinateme	indirect	India	Mobile Website that helps with booking a slot for vaccination	-	apps.healthifyme.com/vaccinate me/	Small	Young adults and Adults	India's Largest Health and Fitness App		Needs work + Easy to navigate + Strong and consistent branding - Not responsive	Good + Easy to navigate + Improved visual design compared to website - No dedicated app

UX (rated: needs work, okay, good, or outstanding)						
Interaction				Visual design		Content
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Good + Has 11 languages including English + Can increase and decrease font size	Good + Strong use of visuals + Use of color is accessibility-friendly - Not equipped for screen reader tech	Good + Booking vaccination slot is clear and straightforward - Using filters is time consuming because they can only be added one at a time	Good + Clear indication of clickable elements - Navigation direction is not always clear	Outstanding + Strong brand identify reflected throughout design + Consistently strong UI, including use of high-quality images + Consistent use of modern font	Witty, conversational tone that aligns well with branding.	Great + Conveys information clearly + Descriptions are succinct and to-the-point
Great + Has 10 languages including English + Whatsapp and Telegram Notifications	Outstanding + Strong use of visuals + Use of color is accessibility-friendly - Not equipped for screen reading tech	Great + Booking vaccination slot is clear and straightforward + Multiple filters can be selected which saves a lot of time	Great + Straightforward navigation	Okay + Brand identity reflected throughout design + Good use of high-quality images	Formal, to-the-point language. Could be more playful and humorous to align with brand identity.	Good + Descriptions are succinct and to-the-point + Conveys information clearly

Click to view the full competitive audit and audit report

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Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **waste tracking and simple recipe features.**

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the CoVac app. These designs focused on delivering smooth experience to users to help book vaccination slot.

After hero text, The section is used for searching slots with 3 features with dosage number.
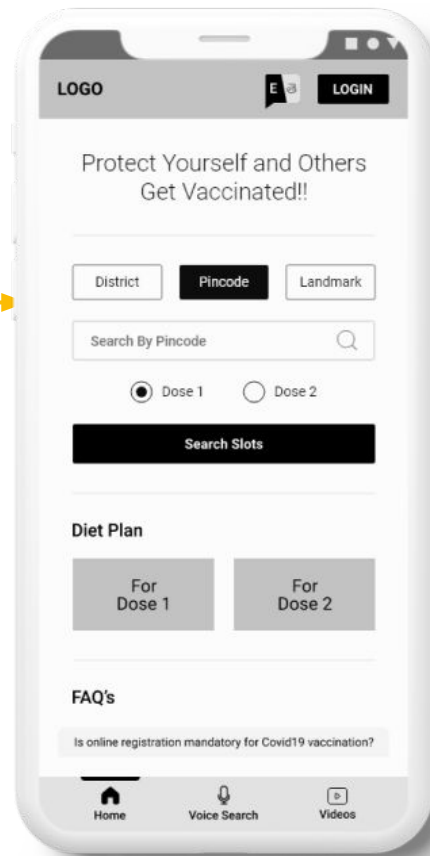
Easy access to app features from global navigation

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Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of searching a slot, selecting a slot and booking it.

View CoVac's low-fidelity prototype
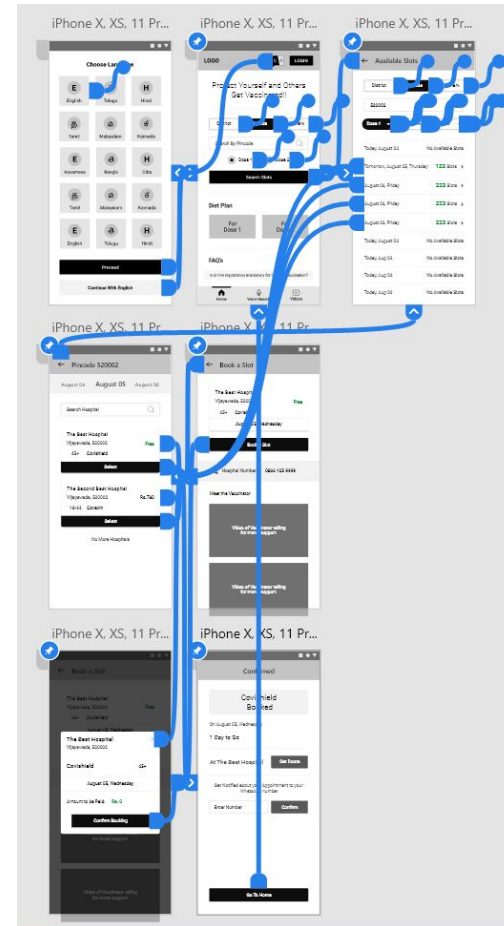
Usability study: parameters

Study type:

Unmoderated usability study

Location:

India, remote

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Buttons

People find difficult between Call-To-Action button and Toggle button

2

Drop-Down

As many people are not familiar with drop-down menus

3

Slot Availability

People preferred clear indications of when slot is available

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Based on the insights from the usability studies, I applied design changes like providing a adding light background for toggle button to differentiate between CTA button and Toggle button.

Before usability study
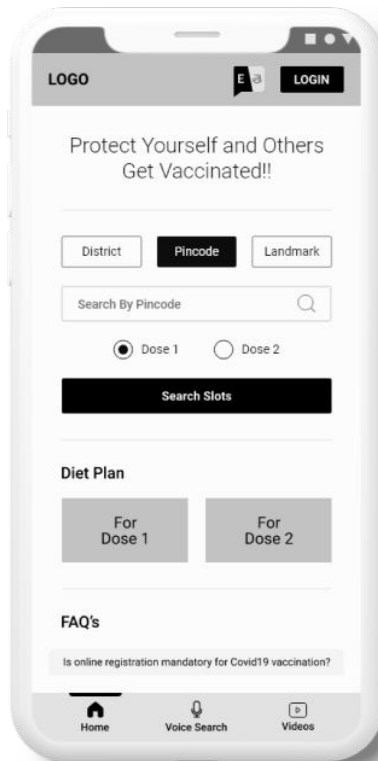
After usability study

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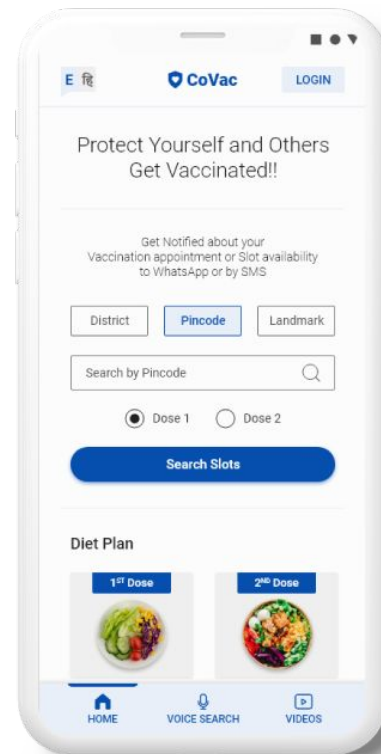
Mockups

Additional design changes included adding all the filter options as toggle buttons instead of drop down menus and added a card to provide a clear indication for the dates on which slots are available.
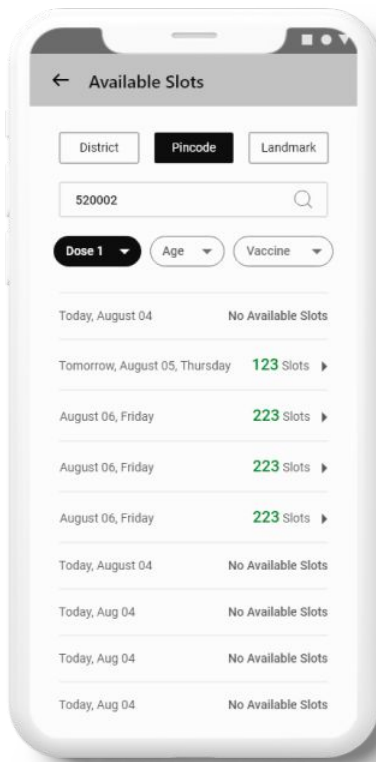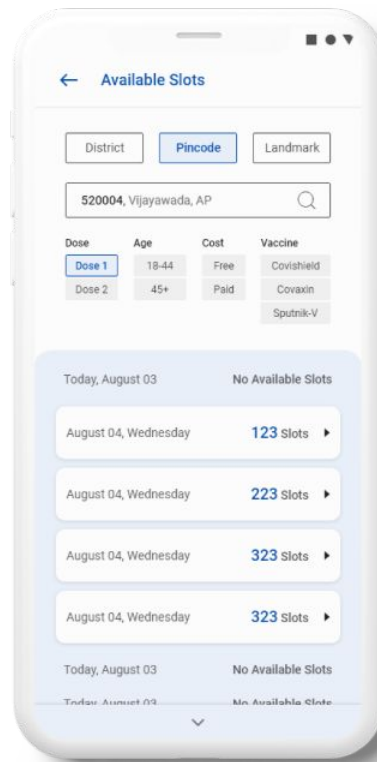
Mockups
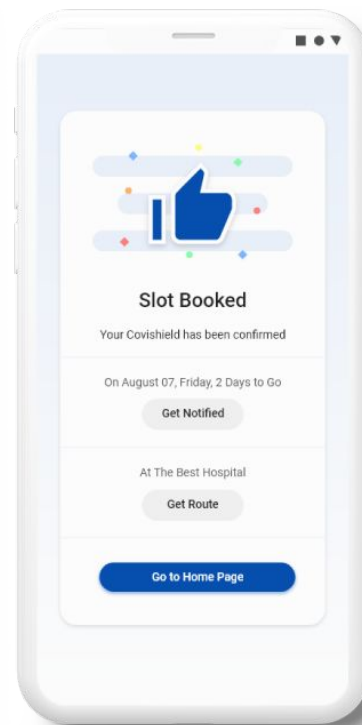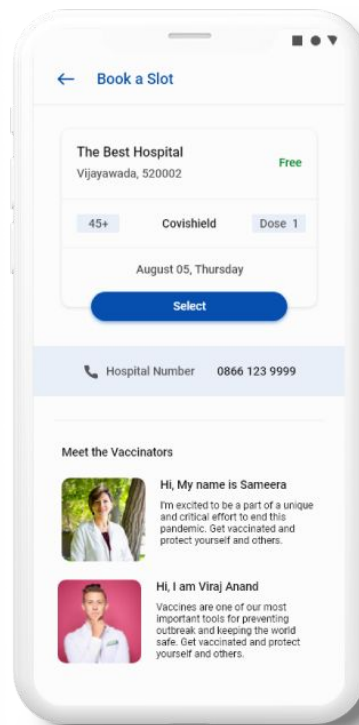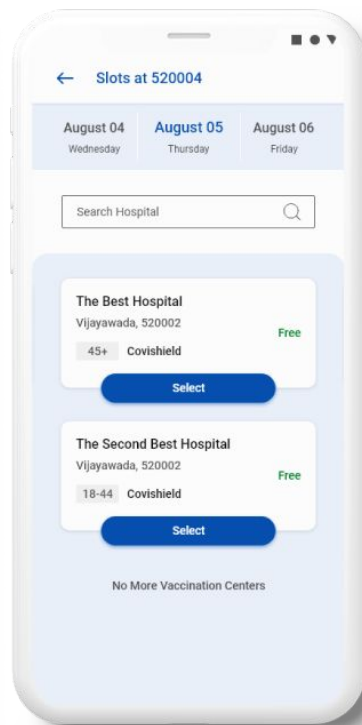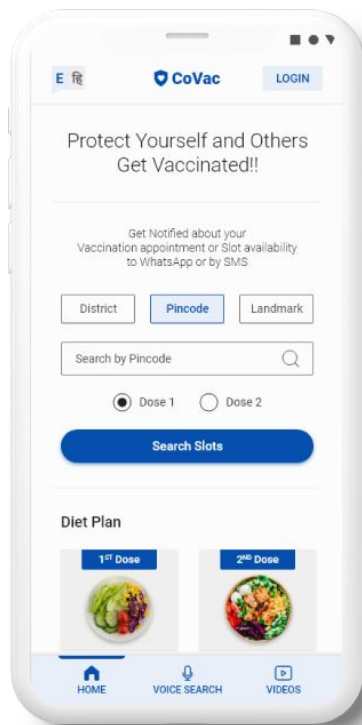
High-fidelity prototype

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

View the Covac's high-fidelity prototype
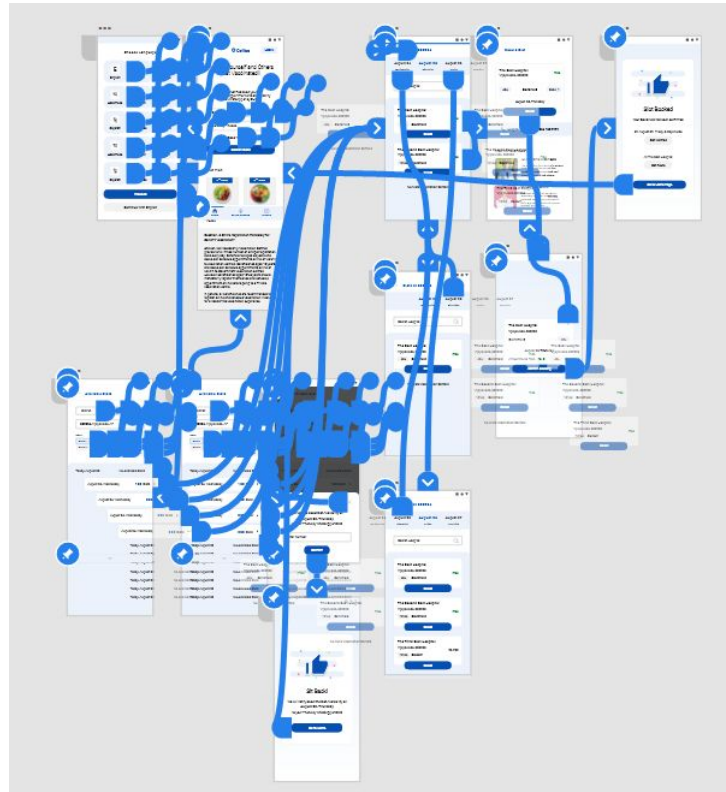
Accessibility considerations

1

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

2

Initial focus of the home screen on Search slots help define the primary task or action for the user.

3

Added 15 languages and including users who rely on assistive technology. Added features like getting notified to WhatsApp.

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Responsive Design

- Information architecture
- Responsive design

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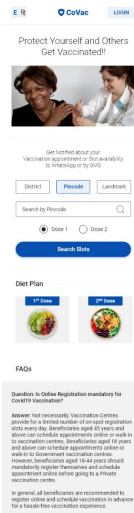
Sitemap

With the app designs completed, I started work on designing the responsive website. I used the CoVac sitemap to guide the sequential structure of each screen's design to ensure a cohesive and consistent experience across devices.
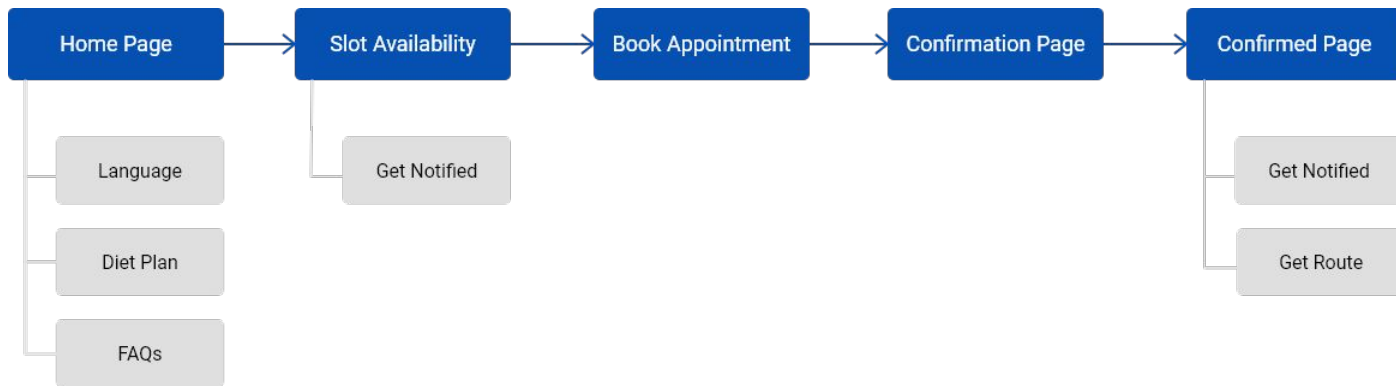
Responsive designs
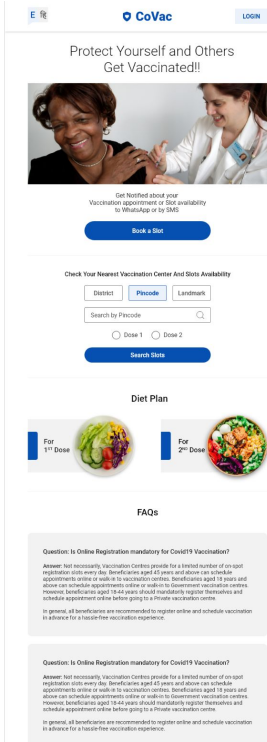
The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

Mobile website

Tablet

Desktop

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Users shared that the app made slot booking seem like a smooth experience. One quote from peer feedback was that "I tried to book a slot through The CoVac app and it was a seamless experience."

What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

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Next steps

1

Conduct follow-up usability testing on the app and responsive website

2

Identify any additional areas of need and ideate on new features

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Let's connect!

Thank you for your time reviewing my work on the CoVac app! If you'd like to see more or would like to get in touch, my contact information is provided below.

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