

1. Understand Cura Healthcare's Business:

- What kind of healthcare services does Cura offer?
- Who is their target audience?
- What are their business goals (e.g., attract new patients, increase patient engagement, reduce administrative costs)?

2. Analyze Cura's Website:

- Review the website's design and functionality.
- Explore key user journeys (e.g., booking appointments, finding information, managing accounts).
- Identify any potential pain points or areas for improvement (e.g., confusing navigation, slow loading times, unclear language).

3. Choose a Focus Area:

- Consider business goals, website weaknesses, and your Katalon Studio skills.
- Choose a problem that is:
 - **Testable:** Katalon Studio allows for automating specific workflows.
 - **Impactful:** Solving the problem should provide clear value to Cura.
 - **Realistic:** It should be achievable within your project scope.

Example Business Problems:

- **Problem:** The appointment booking process is complex and error-prone, leading to patient frustration and missed bookings.
- **Problem:** Essential information about services and costs is difficult to find, hindering patient decision-making.
- **Problem:** The patient portal is not user-friendly, discouraging patient engagement and self-service.

Remember:

- Focus on a specific problem, not just broad website improvements.
- Ensure the problem aligns with Cura's overall business goals.
- Choose a problem that can be effectively tested and automated using Katalon Studio.