SOCIAL IMPACT

Enhanced User Interface

OBJECTIVE:

This section aims to evaluate the social impact of integrating accurate and up-to-date information about the latest bookings based on end-user search history within the CURA Healthcare Service project.

Informed Decision-Making:

Users benefit from having access to precise and current information, enabling them to make informed decisions regarding their selection of service centers.

Improved User Experience:

The upgraded user interface contributes to an improved overall user experience, offering a more intuitive and user-friendly platform.

Empowerment through Knowledge:

Users feel empowered by being informed about the latest updates, fostering confidence and trust in the platform.

Tailored Recommendations:

The system's ability to provide nearby service center suggestions based on end-user search history creates a personalized experience, aligning with individual preferences.

Enhanced User Engagement:

Users are likely to engage more actively with the platform, exploring a wider range of services and categories due to the relevance of the information presented.

Positive Brand Perception:

The social impact extends to the perception of CURA Healthcare Service as a platform that prioritizes user needs and delivers valuable information, contributing to positive word-of-mouth.

RECOMMENDATIONS:

Continuous Monitoring:

Implement mechanisms to continuously monitor user feedback and engagement metrics to ensure a sustained positive impact on the user interface.

User Education:

Conduct user education initiatives to highlight the benefits of the enhanced user interface, encouraging users to effectively utilize the information provided.

Accessibility Considerations:
    Ensure that the enhancements do not inadvertently create accessibility challenges.
Regular accessibility testing should be conducted to address any potential issues.

Business Impact

ENHANCED INFORMATION SCHEDULING AND USER ASSISTANCE

Objective:
This section aims to evaluate the business impact of providing information about the availability of the latest products through various means, including new notifications based on end-user search history within the CURA Healthcare Service project.

Timely Notifications:
Users receive timely notifications about the availability of the latest bookings, keeping them informed about new centers in their areas of interest.

Increased User Engagement:
The implementation of notifications leads to increased user engagement as users actively respond to and explore new healthcare centers.

Up-Booking Opportunities:
The system provides opportunities for up-booking by presenting users with complementary or upgraded bookings based on their search history.

Customer Retention:
Regular communication through notifications enhances customer retention by keeping users actively involved with the platform.

Business Agility:
The ability to adapt information delivery based on end-user search history reflects business agility, responding dynamically to user needs and market trends.

Data-Driven Decision Making:
Insights gained from user responses to notifications contribute to data-driven decision-making, allowing the platform to refine strategies for product promotion.

RECOMMENDATIONS:

Personalization Refinement:
Continuously refine personalization algorithms to ensure that notifications are highly relevant and aligned with individual user preferences.

Performance Optimization:
Monitor the performance impact of notifications on system resources and optimize booking mechanisms for efficiency.

CONCLUSION:

In summary, the evaluation of both social and business impacts reveals favorable results stemming from the integration of features focused on enhancing the user interface and providing improved information regarding visits. Continuous monitoring and fine-tuning are crucial to maintaining these benefits and guaranteeing a satisfying user experience.