

Ideation Phase: Empathize & Discover

DATE	22JUN 2025
TEAM ID	LTVIP2025TMID30950
PROJECT NAME	DOCSPOT SEAMLESS APPOINTMENT BOOKING FOR HEALTH

1. Empathize with Users

User Personas:

- Patients:
 - Demographics: Age, gender, location, health conditions.
 - Goals: Easy appointment booking, reminders, access to health records.
 - Challenges: Difficulty in finding available doctors, managing appointments, and receiving timely notifications.



- Doctors:
 - Demographics: Specialization, years of experience, location.
 - Goals: Efficient management of appointments, patient feedback, and communication.
 - Challenges: Overlapping appointments, managing patient records, and ensuring patient satisfaction.



- Admins:
 - Demographics: Age, role in the organization.
 - Goals: Oversee the appointment system, manage user data, and ensure smooth operations.
 - Challenges: Handling user queries, managing system updates, and ensuring data security.



2. Discover User Needs

User Interviews:

- Conduct interviews with patients, doctors, and admins to gather insights on their experiences with appointment booking systems.
- Key questions to ask:
 - What do you like about your current appointment booking process?
 - What challenges do you face when booking or managing appointments?
 - How do you prefer to receive notifications about appointments?



Surveys:

- Distribute surveys to a larger audience to quantify user needs and preferences.
- Include questions about preferred features, communication methods, and overall satisfaction with existing systems.

3. Define Key Insights

Key Findings:

- Patients:
 - Prefer a user-friendly interface that allows for quick booking.
 - Value automated reminders to reduce no-shows.
 - Desire access to telehealth options for convenience.
- Doctors:
 - Need real-time availability updates to manage their schedules effectively.
 - Appreciate feedback mechanisms to improve patient care.
- Admins:
 - Require robust data management tools to handle user information securely.
 - Need analytics to track appointment trends and user satisfaction.

4. Ideation Session

Brainstorming Ideas:

- User-Friendly Interface: Design a simple and intuitive UI for easy navigation.
- Automated Reminders: Implement SMS/email reminders for upcoming appointments.
- Real-Time Availability: Show real-time availability of doctors to avoid double bookings.
- Telehealth Options: Include options for virtual consultations.
- Patient Feedback System: Allow patients to provide feedback after appointments.
- Multi-Language Support: Offer the application in multiple languages to cater to diverse users.
- Integration with Health Records: Allow users to integrate their health records for better appointment management.
- Mobile App Development: Create a mobile app for on-the-go booking and management.

Define Key Insight

Key Findings:

- **Patients:**
 - Prefer simple, fast UI
 - Want appointment reminders
 - Value teleconsultation options
- **Doctors:**
 - Need real-time availability
 - Appreciate feedback tools
- **Admins:**
 - Need secure data tools
 - Require analytics & monitoring



5. Prioritize Ideas

Criteria for Prioritization:

- Impact on User Experience
- Feasibility of Implementation
- Cost of Development
- Time to Market

Idea	Impact (1-5)	Feasibility (1-5)	Cost (1-5)	Time (1-5)	Total Score
User-Friendly Interface	5	4	3	2	14
Automated Reminders	4	5	2	3	14
Real-Time Availability	5	3	4	3	15
Telehealth Options	4	4	3	4	15
Patient Feedback System	3	4	2	3	12
Multi-Language Support	3	3	3	2	11
Integration with Health Records	5	2	4	4	15
Mobile App Development	4	3	5	4	16

6. Next Steps

- Select Top Ideas for Development:
 - Based on the total scores, select the top 3-5 ideas for further development.
- Action Plan:
 - Assign team members to each selected idea for further research and development.
 - Set deadlines for initial prototypes and testing phases.

