

UX Case Study: Apollo 24/7 (Formerly One Apollo)



To create a simplified mobile application for booking doctor appointment at the premises of Apollo hospital and clinics.

Client: Apollo IT

Role: UX/UI Designer
@ American Megatrends

March, 2016

One Apollo streamlines the process of booking hospital / clinic appointments, enabling users to schedule appointments to their preferences, thereby saving time and providing greater control over their healthcare needs. It focuses on improving user experience by providing comprehensive information on doctor's availability & personalized appointment slots, thereby enhancing the booking process and empowering users.

History

Previous version of the app was developed by us and we faced a lot of technological difficulties & went live with a initial MVP, not received well & it was a burden the team carried while developing this new app. But we as a team pulled it through with meticulous planning & execution with the leadership support.

Happy Metrics: A year post launch

- **45%** increase in bookings via app, indicating improved user engagement
- **200%** increase in Android app store downloads from **1.5M to 4M**
- Ratings improved from **2.5 to 4.0 Stars**

Problem Statement



Many individuals struggle with the complexities of booking appointments with healthcare providers, often facing long wait times, difficulty finding available slots, and challenges in managing their healthcare needs effectively. Traditional appointment booking methods lack transparency and personalized tools, leading to frustration and delays in receiving necessary medical care.

Solution



In response to these obstacles, One Apollo presents a holistic remedy via its intuitive mobile application, simplifying the appointment booking procedure. With One Apollo, patients effortlessly arrange appointments with healthcare providers tailored to their preferences and requirements, thus reclaiming precious time and exerting more authority over their healthcare trajectory.

Qualitative findings

Insights into users' appointment booking experiences were collected through observations and interviews. By observing and interviewing users, including their interactions with appointment scheduling systems and their time spent waiting in clinics, a deeper understanding of their challenges, frustrations, and needs was arrived.

Traditional booking methods lack transparency, often leaving users unclear about appointment availability, wait times, and scheduling options.



Users calling the clinic to book a doctor appointment, indicated frustration with busy telephone lines or call hold time and at times lack of response

Frustration with the process can escalate into intense emotions as anger or helplessness, they feel their healthcare needs are being neglected or overlooked.

Users encountered the inconvenience of physically visiting the clinic without prior knowledge that appointment slots for the day were already full.

Persona



Karunakar Chinthada

48 years · PSU Banker

Conservative

Productive

Curious

Karunakar C is a 48- year- old banker living in an urban area. He leads a planned life, juggling multiple responsibilities at work and at home. Prioritizes efficiency & productivity in all aspects of his life, including managing his healthcare needs.

Goals

Easy appointment booking

He wants a doctor appointment app that simplifies the process of booking with his preferred doctors. He seeks a seamless user experience that saves his time and eliminates the fear of missing out.

Comprehensive information on availability / slots etc..

appreciates having access to medical information and reviews of doctors and clinics to make informed decisions about his healthcare providers.

Challenges

Time Constraints

His busy schedule makes it challenging to find suitable appointment slots that fit his availability. Management of appointments like canceling, re-scheduling is on cards

Not too tech-savvy

Mostly used to traditional way of bookings & not so informed about all modern tech apps but good enough to do the job.

Empathy Map

Thinks

"I'm hopeful I can secure an appointment slot that aligns with my work schedule and other commitments."

"I'm curious if there's an online option to view available appointment times instead of having to call the clinic."

"I'm concerned about potentially forgetting my appointment if I don't receive a reminder."

"I feel anxious about the chance of my condition worsening while I wait for an appointment."

Feels

"Feeling frustrated due to the inefficiencies in the appointment booking process."

"Experiencing anxiety regarding their health condition and the importance of prompt medical attention."

"Feeling overwhelmed by the intricacies of maneuvering through the healthcare system."

"Experiencing relief on successfully securing an appointment and knowing they will receive the necessary care."

Says

"Finding a suitable appointment time that aligns with my schedule is often a challenge."

"I desire a more straightforward method for booking appointments that doesn't involve prolonged waits on hold."

"It's aggravating to repeatedly call the clinic in attempts to get through."

"I experience stress when I'm uncertain about the confirmation status of my appointment."

Does

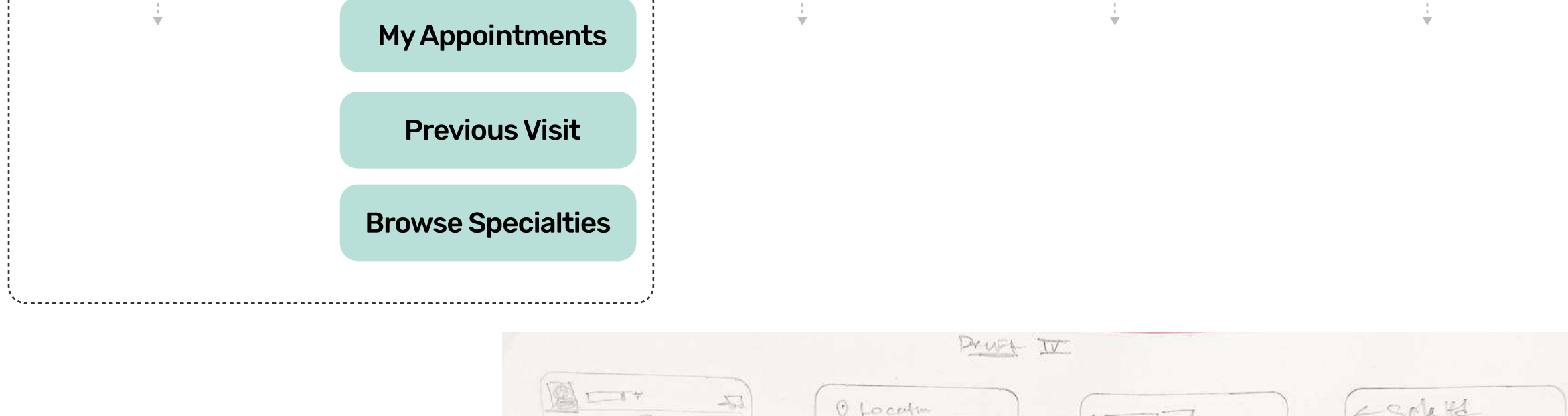
Continuously calls the clinic several times in an attempt to schedule an appointment.

Explores online options for alternative healthcare providers if unable to secure an appointment with their preferred doctor.

Depends on recommendations from family or friends when seeking healthcare providers.

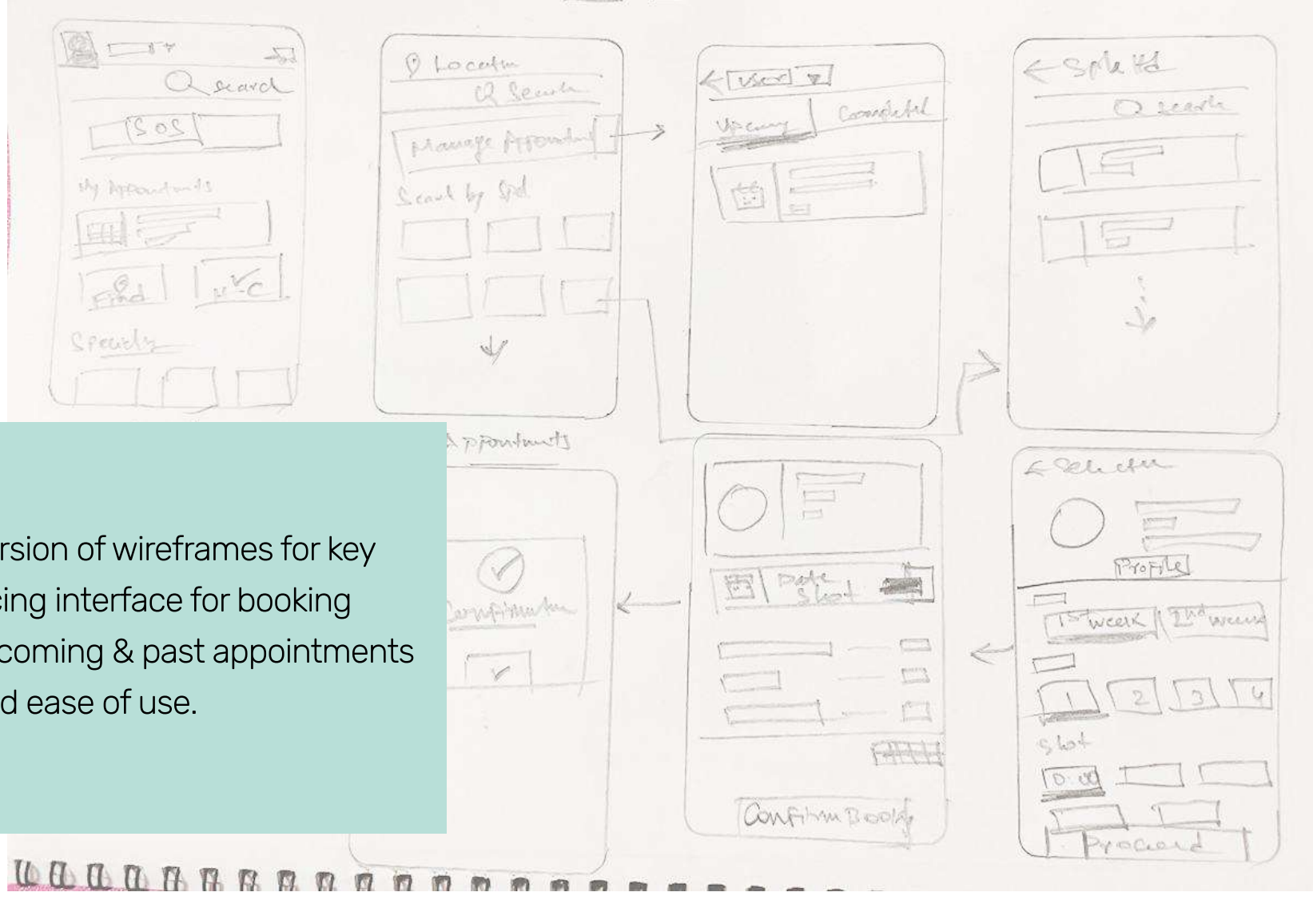
Experiences a sense of relief upon successfully booking an appointment.

My Assigned Scope

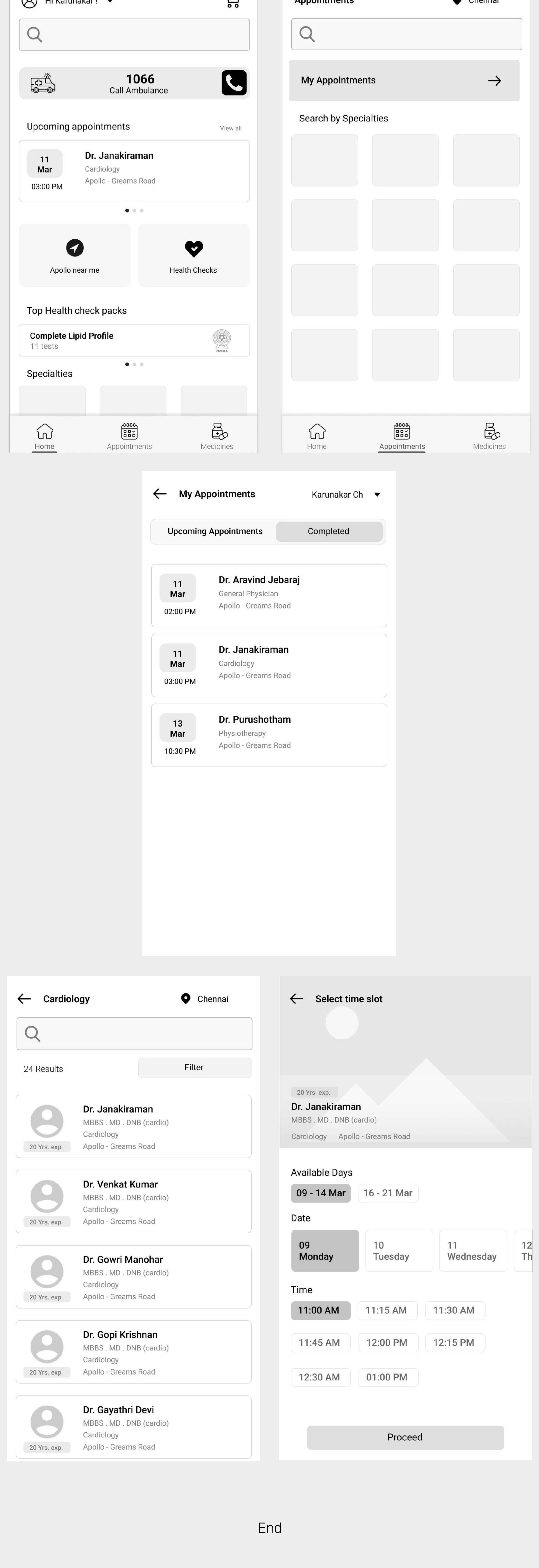


Wireframes

We scribbled & iterated multiple version of wireframes for key screens of the app, the patient-facing interface for booking appointments and to view their upcoming & past appointments etc..Prioritized simplicity, clarity, and ease of use. Attaching one of the final draft..



Hi-fidelity Mocks



End