Medicose medical service App Usability Study

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Study Details

Project Background

We're creating a Medicose medical service app for peoplesfor ease of medical faclities like appointments, ordering medicene, test's etc. our dream to make the ease of medical faclity in such a way they can handle as per their choice and also try to make the medical service best and fast.

Study Details

Research Questions

1. how long to book the appointment of doctor.
2. Are users able to successfully book the appointment that they want?
3. how long to order the medicine and test ?
4. Any bottleneck through the process

Participants

8participants

Participants between the ages of 16-62 who reside in NCR area (INDIA)

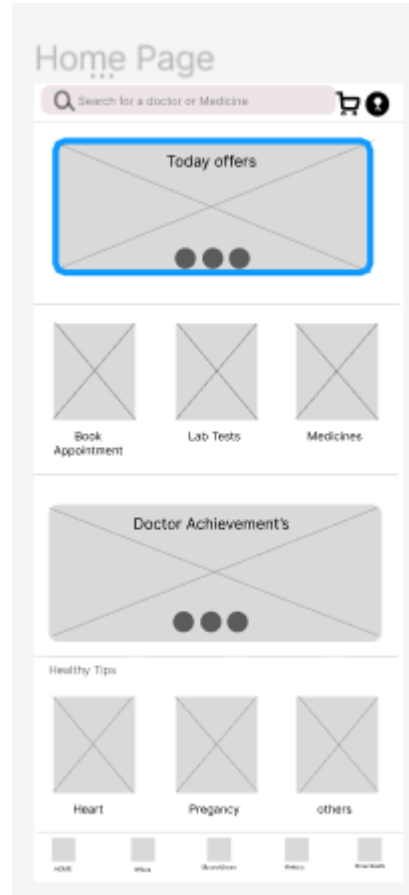## Methodology

25-30 minutes

India , remote

Unmoderated usability study)

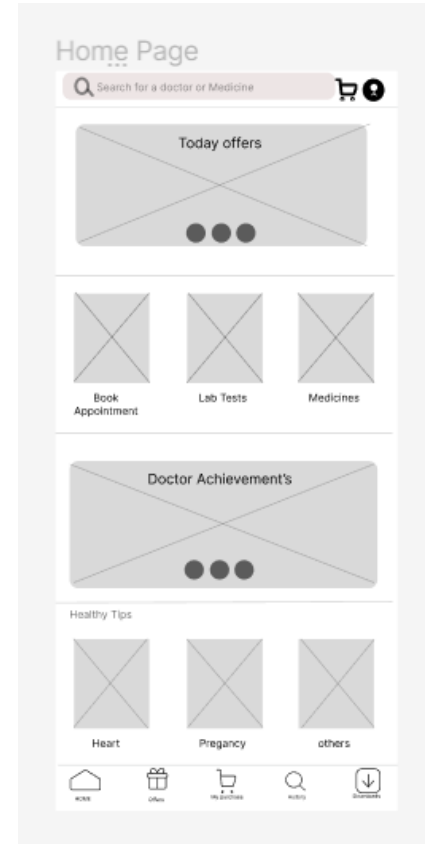Users were asked to order and book appointment through low fidelity modal

Prototype Tested

The low-fidelity app prototype for Medicose app was tested and can be viewed here.
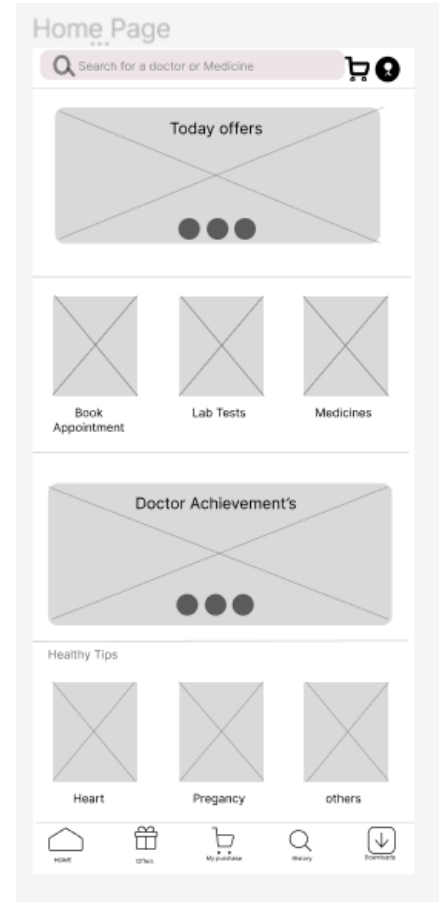
Old

New

Themes

People want to order apponitment online

Supporting evidence from the usability study.

- 3 out of 5 total participants they are looking for some online appointment app which save their time

"I am working profesional need to order appointment for my parents who live in different city ."
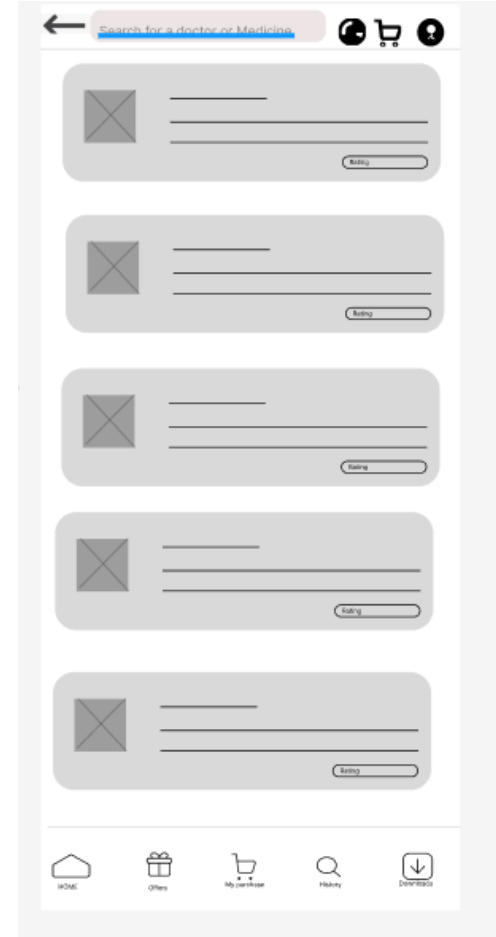— Ram, (NCR delhi)

People want to order medicine online

Supporting evidence from the usability study.

- 4 out of 5 said they want some solution to order the medicine online to save time

- 3 of5 those participants notedthier must be option which five reminder of buying this medicine

"I'm ram we need a solutio to order medicine online also thay give reminder to take the medicine on time or alert when the medicine is empty so we plan accordingly."
— shyam NCR delhi

People want more payment options

Supporting evidence from the usability study.

- 3 out of 5 total participants said they want more payment options

"I am using UPI for payment it's easy and fast so it should be incorparated ."
— sita, NCR india

Insights & Recommendations

Research insights

Fast ordering

Users need a way to order more quickly without having to go to clinic and medical shopes

Payment options

Users have multiple payment option so that it's easy for user to pay the bill

Delivery option

Tracking and delivery option save time

Recommendations

- Add a "more payment optionprovide user easy to pay accordingly with ease
- Add "more qty of same medicine " allow user to keep the ordering one time for whole month
- Add "reminder to buy "option allow user to keep track of medicine

Thank you!