

# Medicose Health App

---

Vishal Juneja

# Project overview



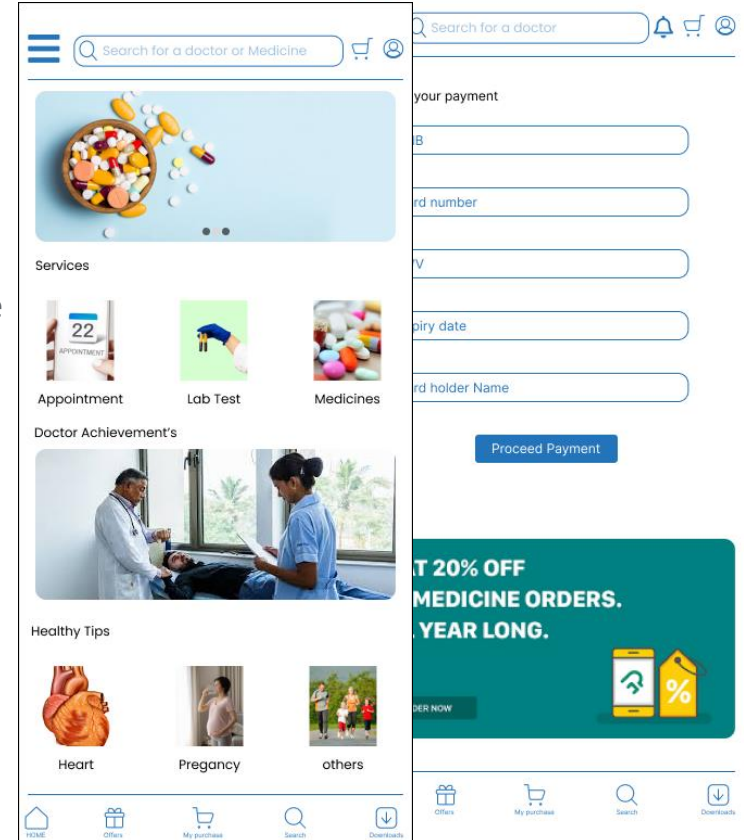
## The product:

Medicose is medical services app for metro and non metro cities and some of developode towns. It's help the peoples for saving the appointment and waiting time, amubilence services, also provide th lab and medicines Services



## Project duration:

Feb 2023-May 2023



# Project overview



## The problem:

- 1)Waste lot of time on during appointment due to some paper work and partiality with some peoples.
- 2) Chemist take max charges or some black of medicine deal by chemist and may more



## The goal:

- 1)Develop a platform where all medical services at one point
- 2) Save people time and ncrease the process time of medical documentation and many more

# Project overview



## My role:

UX designer designing an app for Medicose Health from scratch.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working on professional which are far away from home and come home on weekends or once in month.

We found that far away from home is not only problem they also face problem to find the medicine and test services in local areas. Some time they don't found facilities at same place so they have to travel to different locations which waste the time and shorten the temper.

# User research: pain points

1

## Time

- 1) Due to working outside the home town they have only weekends to book a appointment for their parents
- 2) Due to some basic paper work in hospitals also waste time.

2

## Accessibility

Not to access the all medical services at one place

3

## System

Due to lack of systems in hospital some type of Discrimination happen

# Persona: Ram

Ram is Employee in MNC  
work far away form home  
city who need online  
platform where he gets all  
services at one platform



Ram

**Age:** 28  
**Education:** Btech  
**Hometown:** Borivali  
**Family:** Father, Mother, Sister  
**Occupation:** Employee at MNC

*"Need an app for medical services which save our time and one place we fullfill our requirement "*

## Goals

- Book appointment from any where from the earth
- Platform where all medcial services available.
- Need Doctor Tips to prevent the health issue till appointent date or need online consultancy

## Frustrations

- Wait for weekends for consultancy
- Visit different shops to fulfill medicine list
- For test services we have to wait in que for our turn

Ram is btech student work in MNC. he is working in city far 80 KM faraway from home, Some time they don't got the leave form office so that they need a online consulting of doctor also he is only son of family if some urgency is come h has to come back in home town and take away parents to doctor so they online appointment and pick and drop services app.



# User journey map

Mapping Ram user journey revealed how helpful it would be for users to have access to a dedicated Medicose Health app

Persona :Ram				
Goal	Need a Medical service app where all servicea at one place			
Action	Choose Doctor/Chemist	Consult the doctor	Medical tests	Buy Medicines
Task List	1)Search a near by doctor 2)check their proffesional suits as per your illness	1)call the hospital 2)ask for avilblity of doctor	1)Done through medical tests and wait or after some time pick the reports from hospital	After getting reports we have to go for medicines
Feeling Adjective	OverWheimed by Number of Doctors options.	annoying due to offline booking	not prsent all medical test service at hospital	Not founding the exact medicine at chemist shop
Improvement Opportunities	Create an app where we can filter with rating the doctor	Book the appointment online wher eth facilty present and save time	make an app where we provide the all teat facilty at one point	check the availblity of excat medicine and aslo showing alternate with specfiactions



# Paper wireframes

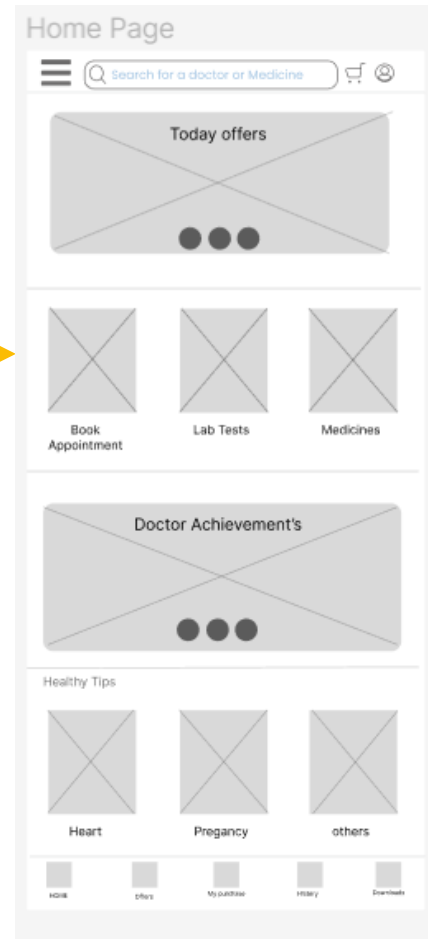
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I provide the menu button so that user can give the required service



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Tiles makes user to chose specific services

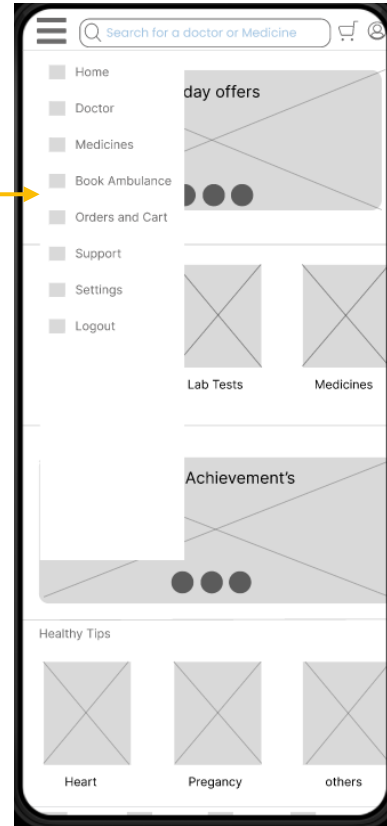


Slide show provide the daily offers and make attractive website

# Digital wireframes

Easy navigation was a key user need to address in the designs to make the easy access of services and provide the better flow of app .

Easy access to navigation that's screen reader friendly.

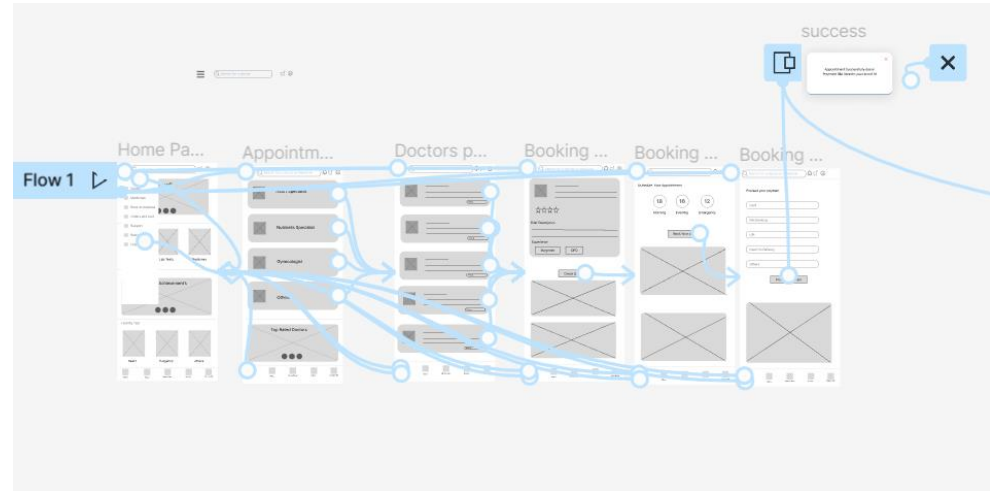


# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was to order the appointment of specific doctor

View the Medicose Low-fidelity prototype

[Medicose Low Fidelity](#)



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

- 1 Use want to add doctors screen with max to min star rating
- 2 User want notification button on top bar

## Round 2 findings

- 1 User want separate page for payment
- 2 User want also support tab in menu bar

## Refining the design

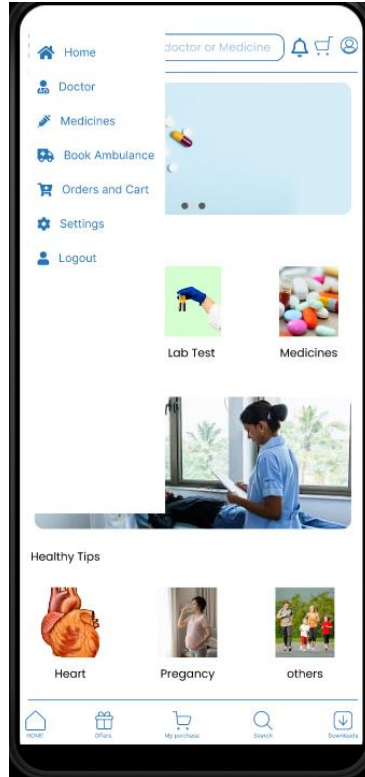
- Mockups
- High-fidelity prototype
- Accessibility



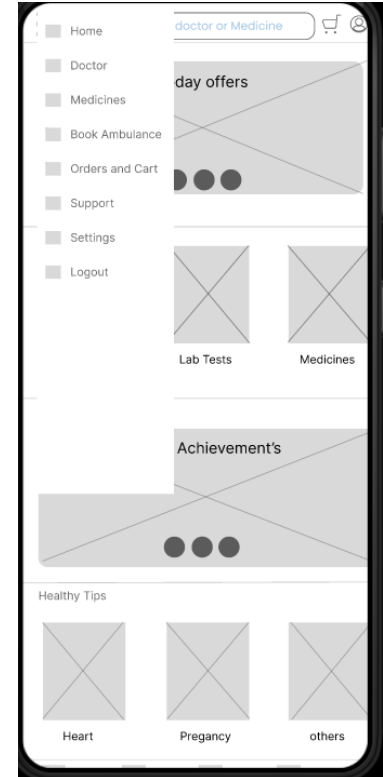
# Mockups

After the usability studies we found user seek for the suport tab in menubar so in case of urgency we can reach to near by hospital

Before usability study



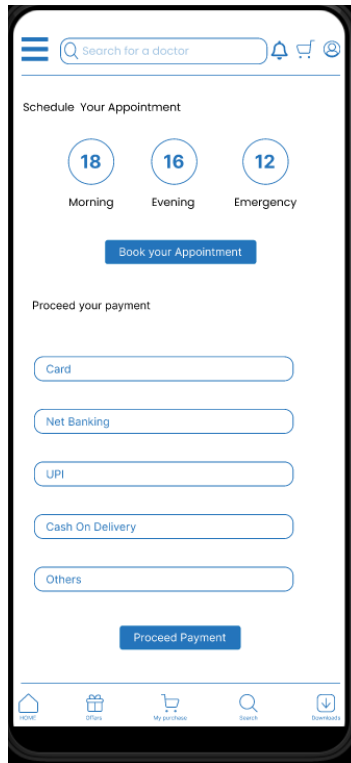
After usability study



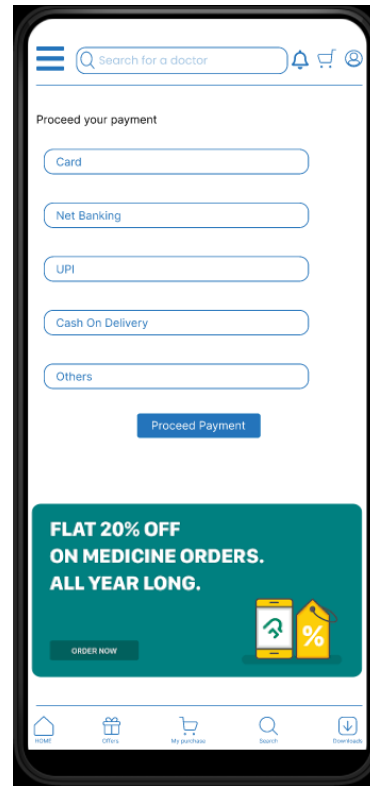
# Mockups

after the usability studies  
we found that there is 2  
important functions in one  
page which make user  
uncomfortable so we make new  
payment page

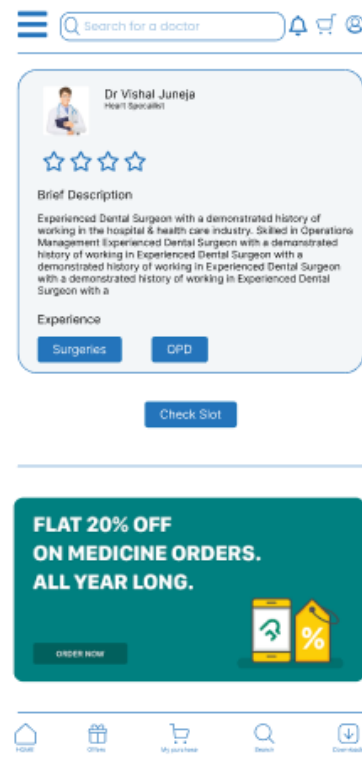
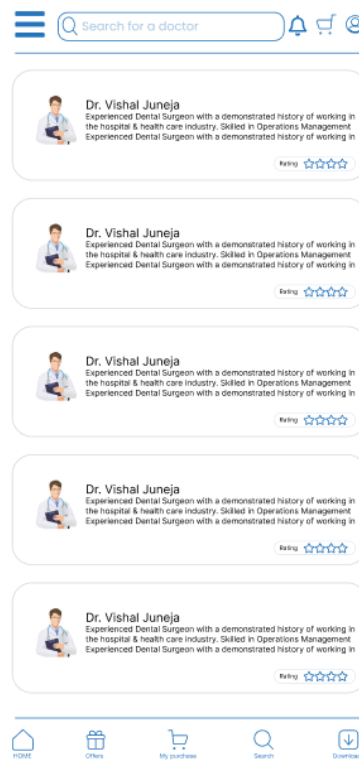
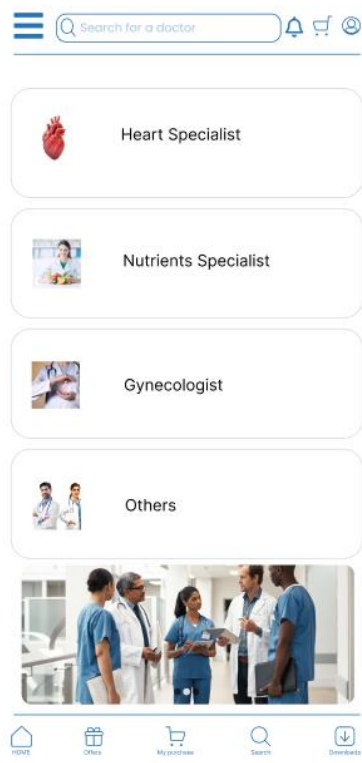
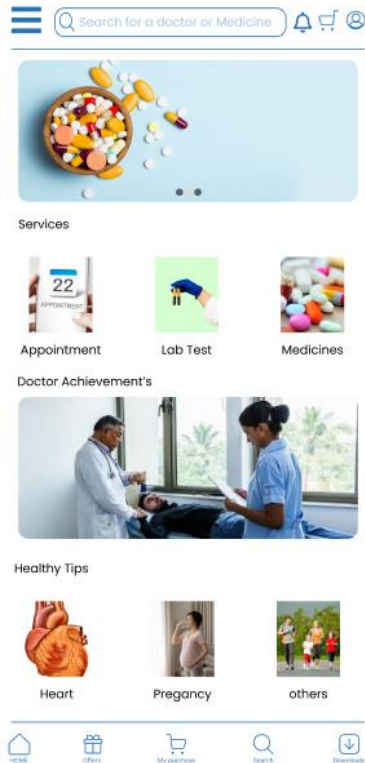
Before usability study



After usability study



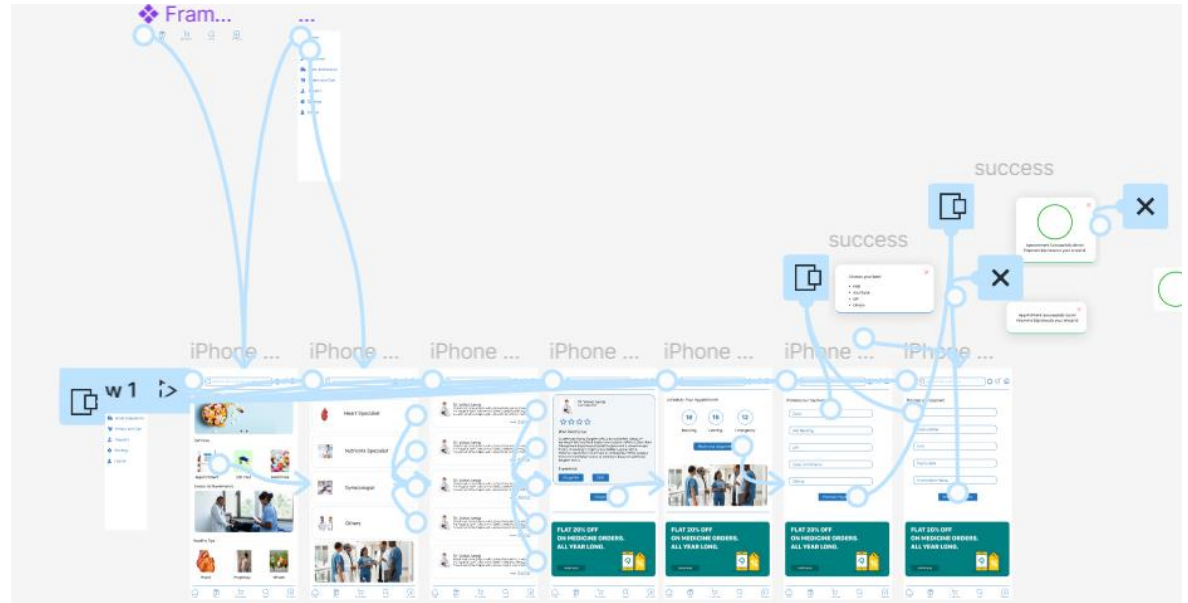
# Mockups



# High-fidelity prototype

Medicose Health App

High-Fidelity Prototype



# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Provide the Dark and light mode options

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app provides the easy access of all the medical problems at one platform which makes user save time and availability of all medical need



## What I learned:

While designing the Medico Health app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.



# Let's connect!



Thank you for your time reviewing my work on the Medicose app! If you'd like to see more or get in touch, my contact information is provided below.

Email:-vishaljuneja198@gmail.com

Thank you!