

A photograph of a female doctor with brown hair tied back, wearing black-rimmed glasses and a white lab coat with a stethoscope. She is smiling warmly at a young child with curly hair, who is wearing a yellow shirt and laughing joyfully. The doctor is holding a reflex hammer. The background is a blurred clinical setting with blue curtains.

# Patients First

**Unit 2 part 3 assignment**  
**User testing & prototyping**

JENNIFER SCHORSCH

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# Introduction

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Patients First is a government led initiative aimed at improving healthcare for patients. The initiative aims to place people and patients at the center of healthcare by more deeply understanding patient needs and experiences, while improving patient outcomes.

Patients First focuses on improving access to fast and reliable healthcare, connecting patients to all available healthcare services, and supporting patients by providing them with the education and knowledge they need to make decisions about their health.

I have been hired by Patients First as a user experience researcher and designer. My first task was to conduct research with Generation Z to understand patient's experiences and how they manage their health through existing healthcare services and sources of information.

# Research Overview

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**Some main points discovered throughout the interviews about hospital experiences for the Gen Z**

1. Good doctors are not always available.
2. Healthcare systems are too bureaucratic.
3. Patients prefer facilities that are near their home.
4. Responses from doctors take too long.
5. It always takes too long to set up an appointment with a good doctor.

# Interview Insights

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After conducting the research, I was able to gather the information below that describe the *Problem Space*, *Value Proposition*, and *Key Insights from Interviews*.

## Problem Space

Generation Z has difficulty finding good doctors and setting up appointments.

## Value proposition

Our service will help connect Gen Z with doctors and set up appointments in an easy and enjoyable way.

## Key Insights from interviews

*Doctors are not always available, and it takes like 3 months to get a consultation with a good doctor.*

*Gen Z is inexperienced at booking doctors' appointments and find the process frustrating.*

# Inspiration Board

Through the research, I decided that the best thing would be to create a way to make appointments quickly and simply. To start the development process of designing the prototype for the application, I created this **Inspiration Board** and looked for references in Dribbble, Behance and Google. I looked for similar applications that were from the medical industry and screens to create a way to schedule an appointment with the best doctor in the fastest way.

**Check the link with the Inspiration Board that inspired the development of the prototype.**

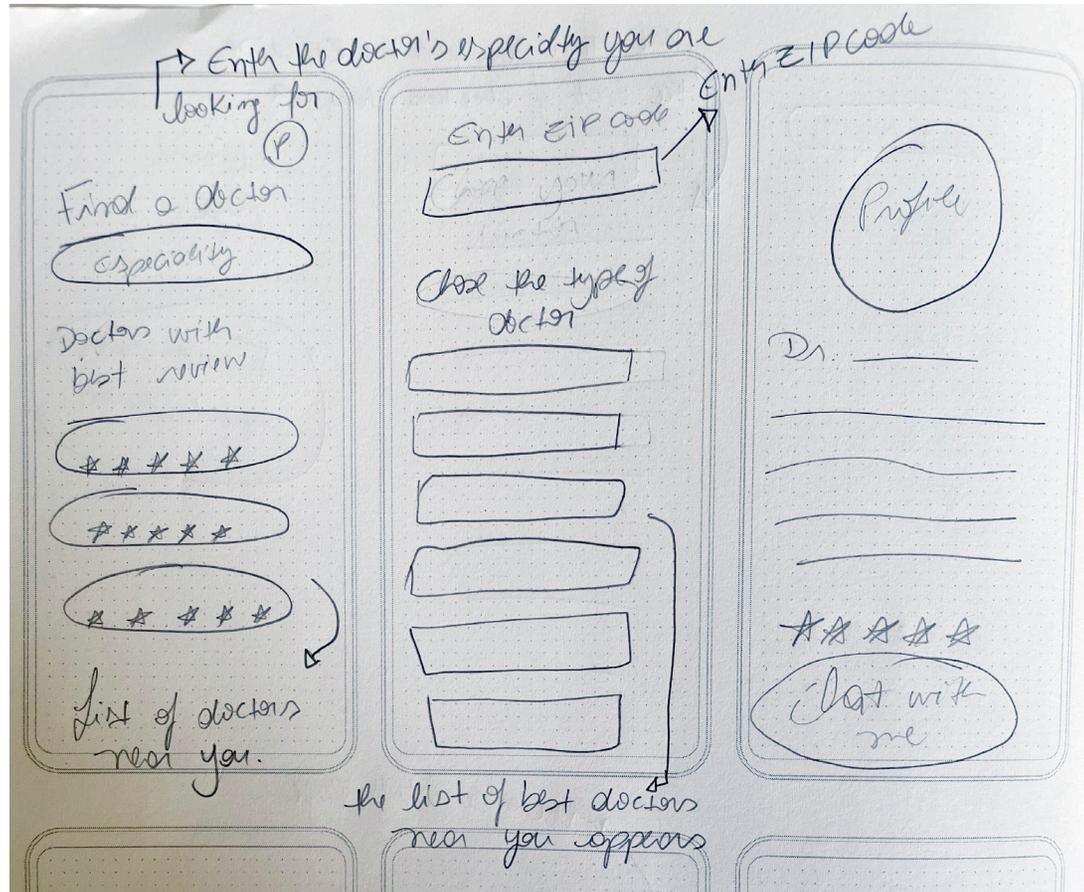
<https://projects.invisionapp.com/boards/274396Q964K/>

## InVision Inspiration Board

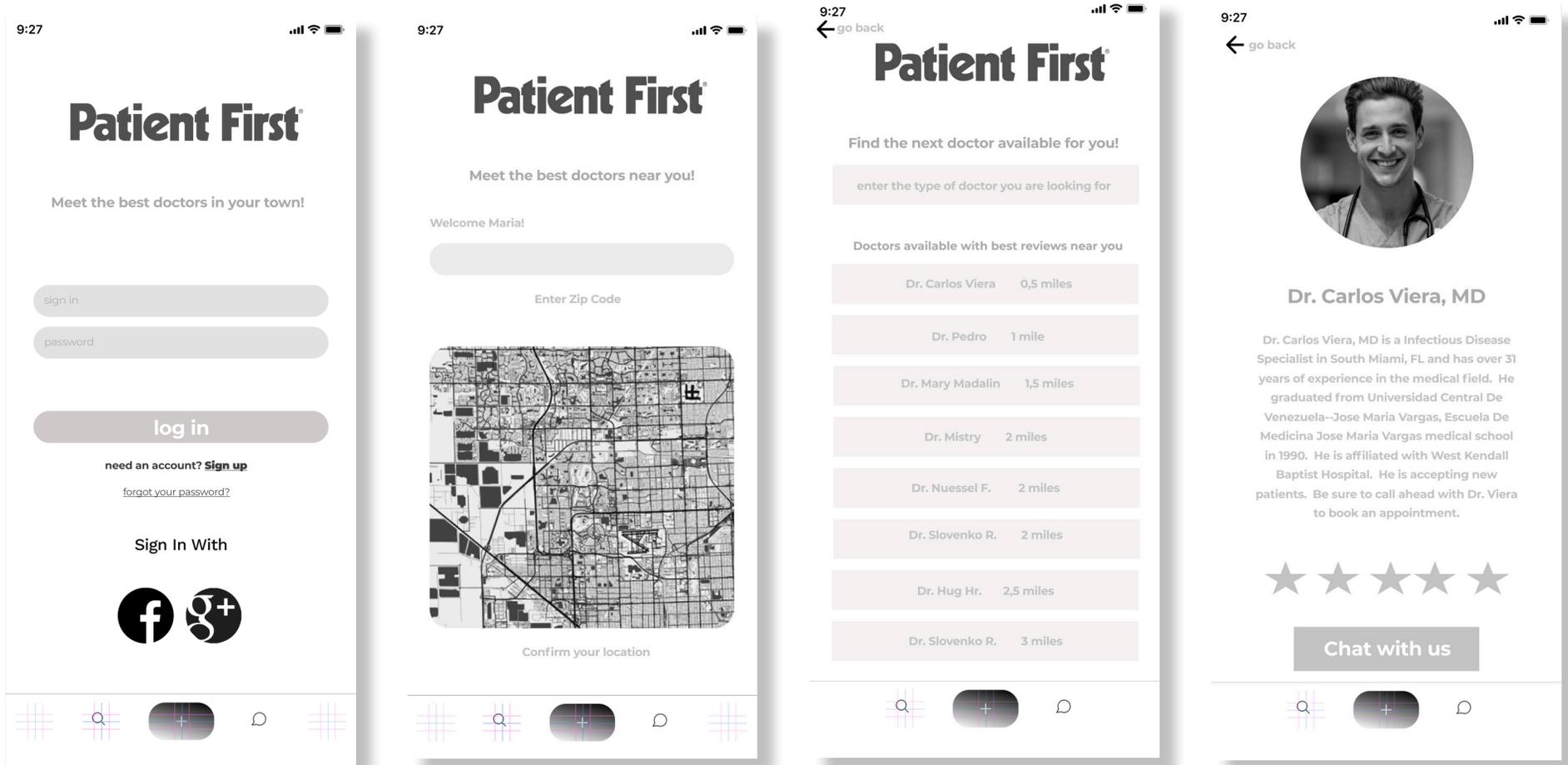


# Initial Sketches

These are my initial sketches. These were the first pages I created, where I was looking to develop a doctor's search page, and put in the prospective patient's address to locate the nearest doctors. After the user interviews, several changes were made to improve these prototype screens such as an appointment calendar page, a page where users can write their symptoms, and a reviews page.



# Concept Development



These are my initial sketches. I was looking to develop a doctor's search page, however, through the user survey, they said the buttons do not appear to be clickable, and the button "Chat with us" had to be replaced by an appointment CTA. After the user survey, several changes were made to improve the prototype.

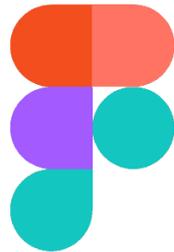
# First Prototype

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## Patient First Prototype - Old Link

*The link:*

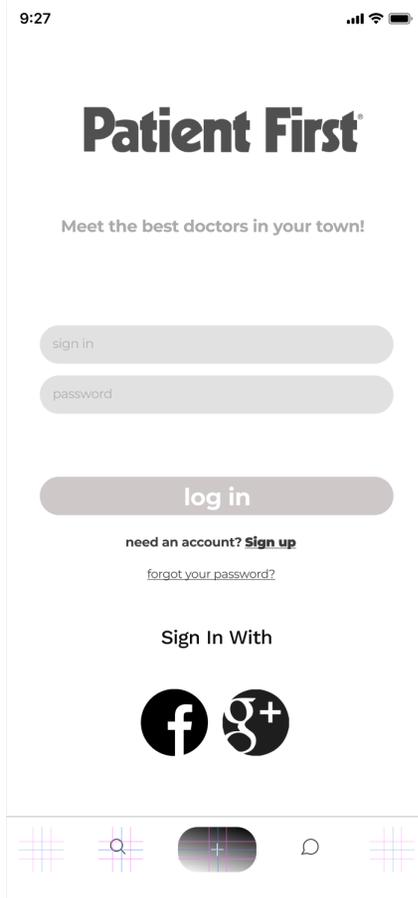
<https://www.figma.com/proto/aMDDpATt1oO27j354sHLpK/Jenny?node-id=8%3A271&scaling=scale-down&page-id=0%3A1&starting-point-node-id=8%3A271&show-proto-sidebar=1>



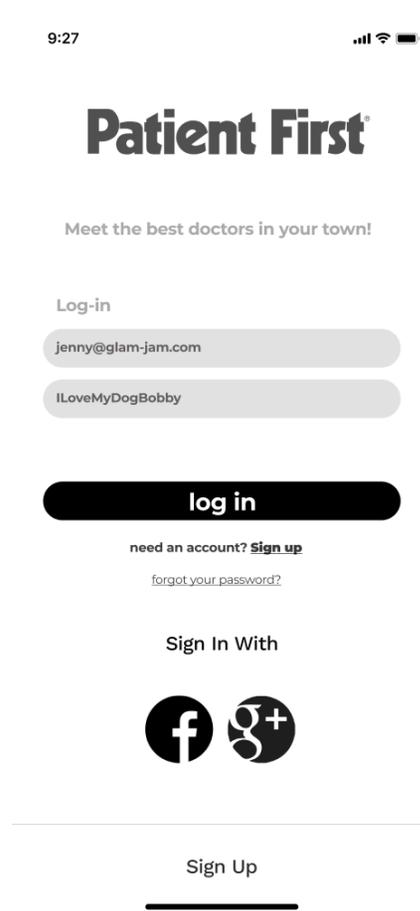
# Figma

# Concept Development and Changes

Before



After

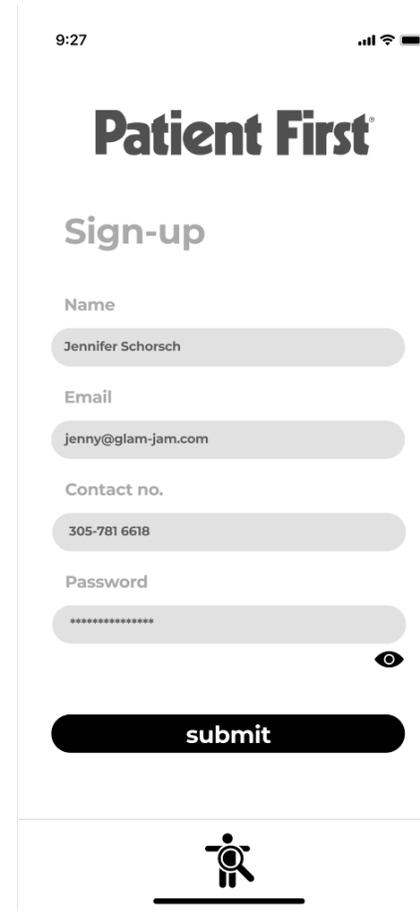


User Testing Insights

The sign-up page is confusing, should the user put their email address or name?

The footer at the bottom is confusing.

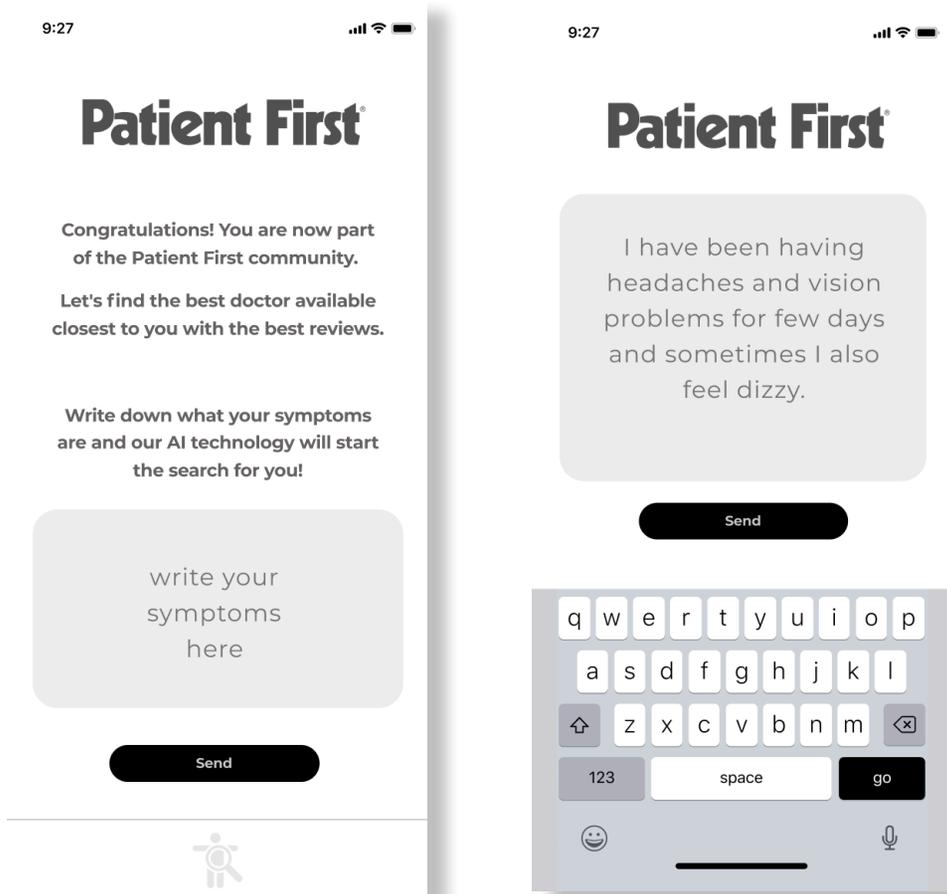
Improve the sign-up page. Create a page with sign-up screens.



The sign-up page was confusing. The interviewee didn't know if they had to include their email or name. There wasn't an option for the user to sign-up, since the user is new on the app, the sign-up page was created.

# Concept Development and Changes

## New screens were created



## User Testing Insights

Explain better and ask more information before asking for zip code.

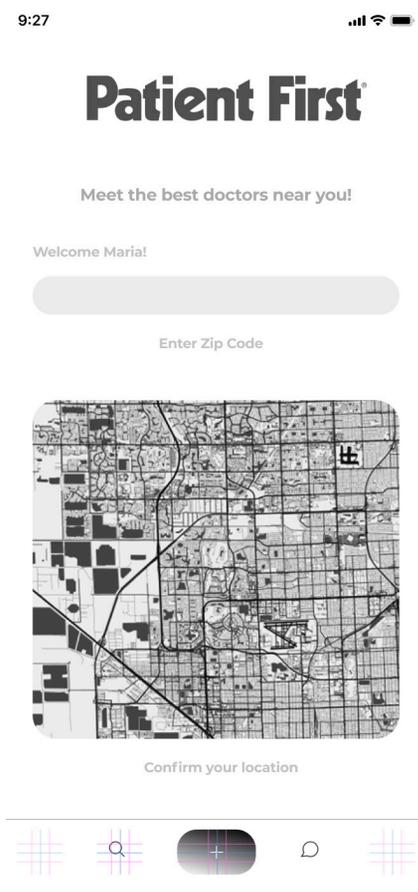
Instead of selecting the specialty of the doctor, user wants to tell their symptoms. Maybe user doesn't know what type of doctor they need.

Create a screen that comes before so the user can write and describe his/her symptoms and the AI automatically show the best doctors in the next page with the specialist needed.

Before, the page to insert the zip code would directly open the list of doctors page, but the transition from one page to another was not clear. Through the research with users, I realized that it was necessary to create other pages in the middle where the user is asked to type their symptoms. Then with AI technology finding the right doctor, the next page shows the best doctors that are closest to users.

# Concept Development and Changes

## Before



## User Testing Insights

- Button to "go back" needs to be included.  
- Make it more clear to enter zip code

The menu bar was improved, it has now only one icon that goes to a new page to insert a patient's symptoms, before entering zip code.

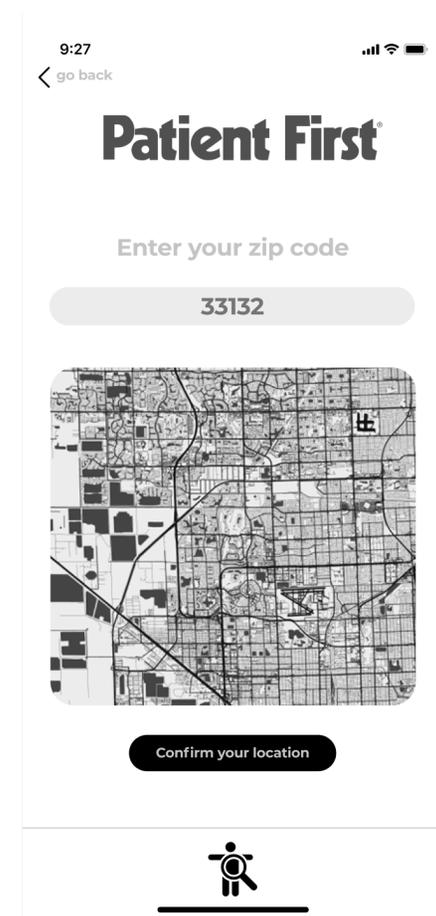
The menu bar has to be improved, the search, chat with us and "+" needed to be replaced

The "Confirm your location" button was created.

The "Confirm your location" should be a button.

Button Go Back was included.

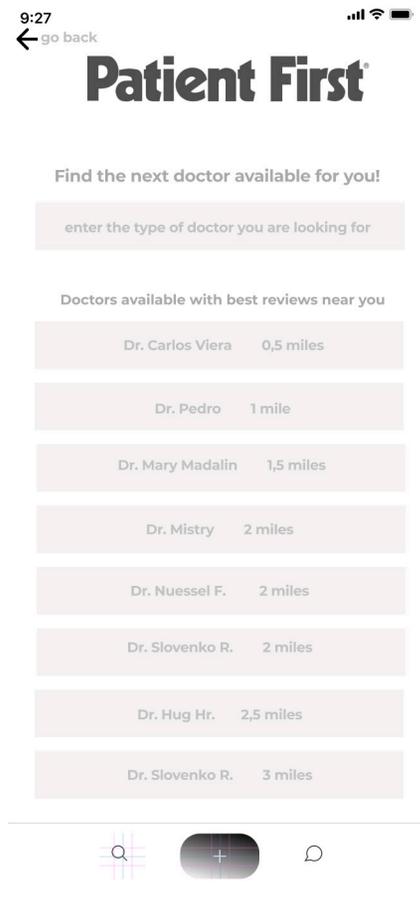
## After



The page has been modified to be more straightforward with what to do. The menu bar has been modified and now has only one icon that takes the user to a new page that has been created to mention the user's symptoms that come before putting the zip code. The "confirm your location" button has been added, and the title to insert zip code has been enlarged and is now more contrasted.

# Concept Development and Changes

## Before



## User Testing Insights

Find a doctor button - the buttons don't look they are clickable.

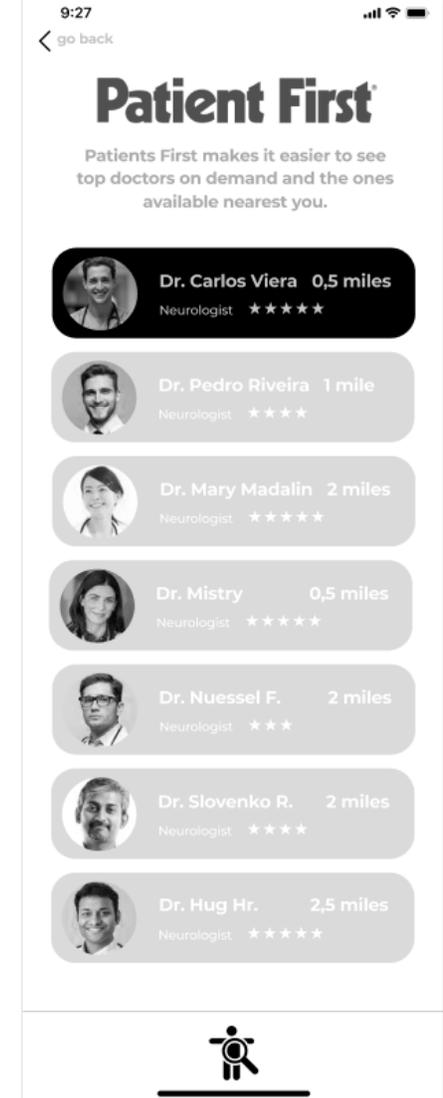
The first bar was eliminated because another page was created to include the users symptoms.

The menu bar has to be improved, the search, chat with us and "+" needed to be replaced

The button was changed, showing that when you pass the cursor over the it changes its color, and it's clickable.

Interviewee said buttons with doctors should have a profile photo and reviews, so they look more friendly.

## After



Doctor's buttons were improved with photos, actions, and reviews. The first bar was eliminated because a previous screen was created so that user can type what their symptoms were. The footer was improved as well with a search button, that goes to the doctors/symptoms search page.

# Concept Development and Changes

## Before



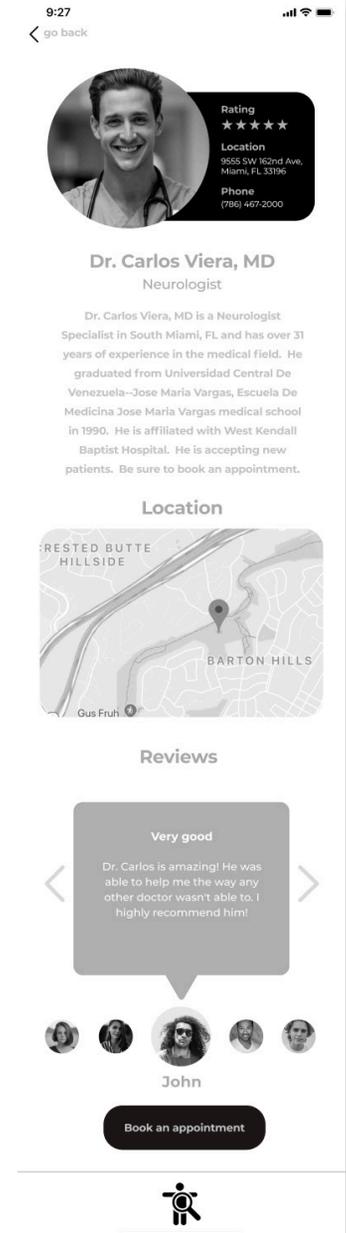
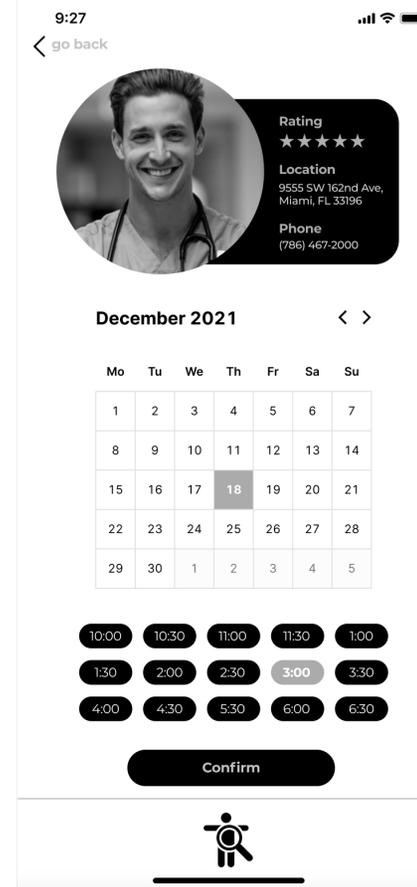
## User Testing Insights

Instead of chat with us on the doctor's page, it should be book user's appointment.

The doctor's page was improved with more information such as rating, location, phone number, and reviews.

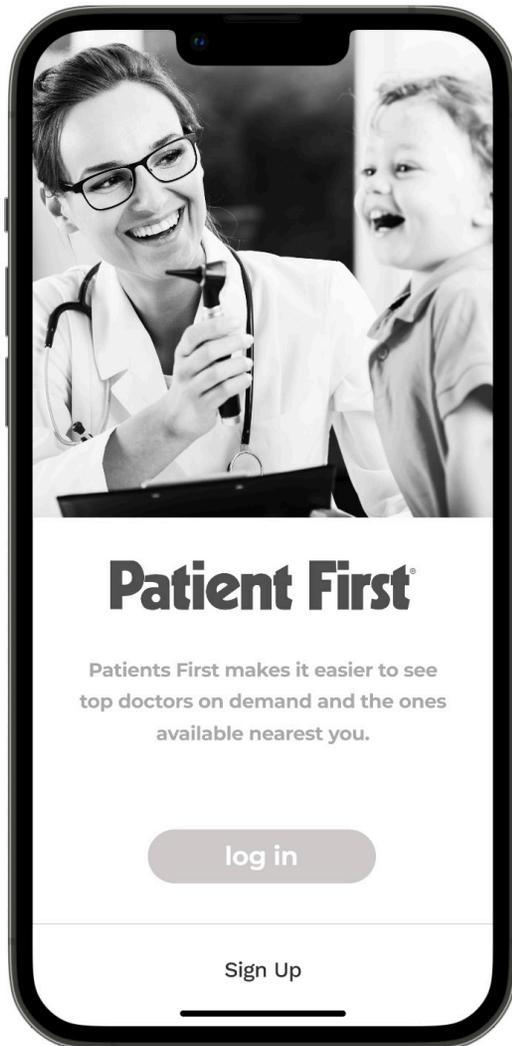
Added section for reviews with patient's opinions to create more trust. The button "chat with us" was eliminated.

## After



There was a big improvement in the doctor's profile page including ratings, reviews, location, and phone number. Instead of the "chat with us" button, interviewee wants to see the calendar to schedule the appointment. A new page with the calendar and to book an appointment was created.

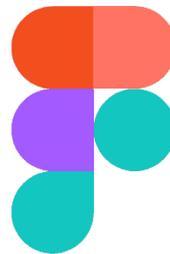
# Final Iteration of Prototype



## Patient First Updated Proto-

*The link:*

<https://www.figma.com/proto/7KPW4n2tMipOL6JQFmhk66/Jenny---adjusted?node-id=8%3A271&scaling=scale-down&page-id=0%3A1&starting-point-node-id=8%3A271>



# Figma

# **Appendix A**

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**Persona**

**User Stories**

# The Persona

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The persona was created based on the information obtained from the interviews with the Gen Z and their main pain points.

## Sue

Sue is 19 years old, she is studying graphic design, and shares her house with a roommate. She is new to Miami, and has been dealing with vision problems and headaches since she was a kid and has to find a new doctor to help her in her new city. She doesn't know how to begin this process, but she wants to do it quickly and not have to worry about it.

### Student

Age 18-25

Salary \$35k-50k



### Frustrations

Sue is inexperienced at booking doctors' appointments and finds the process frustrating. She doesn't know anyone to recommend her a doctor.

### Core Needs

Sue values trust and good communication from doctors, and that she can book an appointment very fast since she is impatient when she is feeling sick.

### Pain Points

She doesn't have a lot of money to spend on her health and finds the health system frustrating to use and too expensive, and

# Chosen Epic and User Stories

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*Epic: As a prospective patient, Sue just moved to Miami and is looking for new doctors so she can book an appointment.*

**As a prospective patient I want to find the right doctor so that I can have my specific health needs met.**

**As a prospective patient I want to see doctors' availability so that I can set up an appointment.**

**As a prospective patient I want to compare doctors so that I can see who the best for me is.**

**As a prospective patient I want to see the location of doctors so that I can see who is near me.**

**As a prospective patient I want to be able to navigate easily through the application so that I can spend less time working through the bureaucracy.**

**As a prospective patient I want to see comments about doctors so that I can make a better decision.**

**As a prospective patient I want to set up a profile easily so that I can save time.**

**As a prospective patient I want to check the cost of consultation so that I can see if I can afford it.**

**As a prospective patient I want to be able to communicate with the team so that the appointment goes smoothly.**

**As a prospective patient I want to be able to talk to people that work at the office so I can feel that I matter.**

# **Appendix B**

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## **Usability Testing Plan and Reports**

# Usability Testing Plan

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## Introduction

As part of the Patient First App design process, we plan to conduct usability tests for about 20 min with 5 people to obtain practical, real-time feedback that can be incorporated to improve the design and provide a more optimal user experience. Users are new in the app and are looking for a doctor for the first time. I'll analyze how they feel when navigating the app's screens, and whether they can complete the action of booking an appointment. Their responses will be taken into account when making changes and improvements to the prototype.

## Brand New Use

- The person is new to town.
- The person is looking for a doctor for the first time near their current location.

## The Goal is

- To find the best doctor possible available near their house for the first time.

## Research Questions

- Can the user create an account?
- Can the user understand how to find the best doctor possible?
- Can the user book an appointment?

# Test Script

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## Test Script

*Participants were given the introduction: "Imagine you are new to this city and are looking for the first time for the best possible doctor closest to you".*

*This introduction was given to the participants before evaluating the usability of the application's primary screens.*

Hi, my name is Jenny, and I'm going to walk you through this session today. I would like your opinion about your impression of these screens. There is no right or wrong answer. We are testing the app, not you. I want to understand everything that comes to your mind. See this as a brainstorming session. I need to hear your honest feedback.

Can I record you while we do this interview?

Before we start, what is your occupation? What do you do all day? What kind of mobile device do you use? What kind of things do you spend time doing on your mobile devices? Do you have any favorite apps?

Now just look at the screen and tell me what you make of it. What strikes you about it, what do you think you can do with it, and what is it for?

# Executive Summary

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Participants answered the research through Zoom on December 11, 2021, and were using a computer to open the link, where we shared the Zoom screen. They gave me their feedback on the usability of the app's primary screens.

The purpose of the test was to understand their first feelings and impressions about the initial pages that the app has. The idea was to understand if users were able to navigate and find new doctors near them. Five people were interviewed for this test.

# Sessions Output

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## Evaluation Tasks

1. Can the user create an account?
2. Can the user understand the map's page and include their zip code?
3. Can the user understand how to find the best doctor possible for what they need?
4. Can the user check doctor's reviews?
5. Can the user book an appointment?

# Testing Records

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## Interviewee #1 feedback

- Find a doctor screen - the buttons don't look they are clickable; I would just go with the first doctor near me. The search buttons below don't make sense.
- Button to go back – on pages – don't work.
- The profile Doctor's page – instead of “chat with me” button it should have a button book an appointment.

# Testing Records

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## Interviewee #2 feedback

- I like that first page. It's very welcoming if I am new in town and looking for a doctor. The image is very friendly and inviting. Instead of chat with us, it should be book appointment. It should have a page to open a calendar.
- Maybe I don't know what type of doctor I need.
- It doesn't flow well going from the zip code page to the find a doctor's page, it needs something in between.
- Confusion about the + on the bottom. It could be a button to upload your insurance card photo, for example.
- The alignment of icons in the design of the pages needs to be better.

# Testing Records

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## Interviewee #3 feedback

- Maybe Chat with doctor can come first. And then create a button book an appointment on doctor's page.
- Add session for reviews with people's opinions.
- Instead of selecting the specialty of the doctor, why not select your symptom?
- Maybe I don't know what type of doctor I need (instead of type of doctor, list your symptom).
- Have their ratings on the list too.

# Testing Records

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## Interviewee #4 feedback

- The first page is very welcoming. The sign-up page is confusing, should the user put their email address or name?
- Explain better and ask more information before asking for their zip code. It needs more information before and then enter zip code. The “confirm your location” should be a button.
- The button “chat with us” on the home page and at the bottom is confusing.
- The button “go back” doesn't work.

# Testing Records

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## Interviewee #5 feedback

- The sign in page is confusing. Should I type name or email?
- I would like to see an appointment screen to complete the task.
- The page to find a doctor is confusing, it's not very clear that I have to write the especiality of doctor.
- The page to enter the zip code seems missing something, it doesn't flow well.

# Overall Testing Results

	Create Account	Include Zip code	Find best doctor possible	Doctor's Reviews	Book an appointment
Interviewee #1	✓	✓	✗	✗	✗
Interviewee #2	✓	✓	✗	✗	✗
Interviewee #3	✓	✓	✗	✗	✗
Interviewee #4	✗	✗	✓	✗	✗
Interviewee #5	✗	✓	✗	✗	✗
Task Average	✓/ 3	✓/ 4	✓/ 1	✓/ 0	✓/ 0

# Task Analysis

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## Find a new doctor near user for the first time

- Most of the participants were able to create an account or log in, but they found that going straight to the page where they put the zip code and open the map, it didn't flow well.
- They also found that the page to find a doctor was not so clear and the buttons to click on the doctor needed more information like photos of doctors and ratings, the button needed to be improved.
- Participants also thought it needed an area with patient reviews to generate more credibility, and the doctor's profile page needed more information such as phone number and address.
- The most important thing was to understand that a new page to schedule the appointment needed to be created so the user can complete the schedule.

# Conclusion

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**The interview with users going from screen to screen was extremely important to get their feedback on what to do. I needed to develop more pages to make navigation and tasks more meaningful. The Learning was that interviews with users are essential and they provided very important information for improving the prototype. Screens such as enter your symptoms and schedule your appointment were created.**