

Interaction Design Project 2

Designing an alternate way to reach relevant primary healthcare practitioners in Navi Mumbai

Kaustubh Limaye

Guide: Prof. Pramod Khambete



How do people find doctors after shifting to a new place?

How do people find doctors after shifting to a new place?

Chat with family and colleagues

How do people find doctors after shifting to a new place?

Chat with family and colleagues

Word-of-mouth

Designing a solution to search relevant healthcare practitioners

Initial Brief

ZocDoc
Get well sooner.

Google

patientslikeme®

:practo

YELLOW
PAGES
www.yellowpages.co.in

Suggest **A** Doctor ^{India}

Ziffi ^β

Justdial™
India's No.1 local search engine

Directory

Network

ZocDoc
Get well sooner.

Google

patientslikeme®

:practo

YELLOW
PAGES
www.yellowpages.co.in

Suggest A Doctor India

Ziffi β

Justdial™
India's No.1 local search engine

Homeopath

Eg. Mazgaon



Mumbai

Get Listed

Log in

[How we rank doctors \(PRA\)](#)

Helpline +91 95 9090 8080

▼ **Appointment**

☐ Instant Booking

▼ **Location**

- ☐ Chembur
- ☐ Andheri West
- ☐ Malad West
- ☐ Andheri East
- ☐ Kandivali West
- ☐ Santacruz West
- ☐ Borivali West
- ☐ Kandivali East
- ☐ Kurla West
- ☐ Mulund West

▼ **Availability**

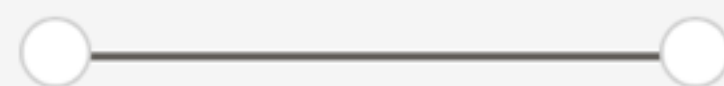
ANY M T W T F S S

12:00 AM - 11:30 PM



▼ **Consultation Fee**

Free - 3000



▶ 704 matches found for **Homeopath** in Mumbai



Dr. Santosh Joshi

BHMS

13 years experience

Homeopath

Happy Livin Clinic



Bandra West, Mumbai



INR 2000



MON-SAT

7:00PM-9:00PM

[Request Appointment](#)



Dr. Upendra Joshi

DHMS (Diploma in Homeopathic Medicine and Surgery)

23 years experience

Homeopath

Trimurti Clinic



Mira Road, Mumbai



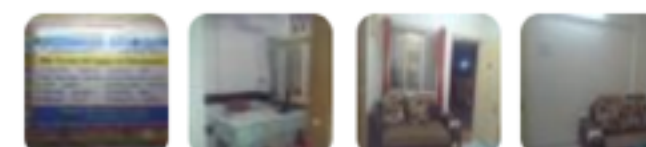
INR 100



MON-SUN

9:30AM-1:00PM, 6:30PM-9:30PM

[Request Appointment](#)



Dr. Nilima Shettiwar

DHMS (Diploma in Homeopathic Medicine and Surger...

30 years experience

Homeopath

Dr.Nilima Shettiwar Clinic



Powai, Mumbai



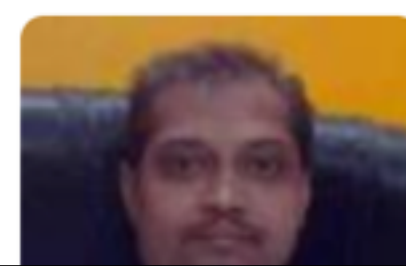
INR 300



MON-SAT

10:00AM-12:00PM, 7:00PM-8:30PM

[Request Appointment](#)



Dr. Kiran Vedpathak

BHMS, MD - Homeopathy

Homeopath



Mira Road, Mumbai



INR 300



MON-SUN

Primary Care Doctor

Zip Code

I'm paying for myself

Search

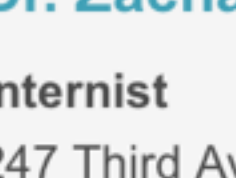
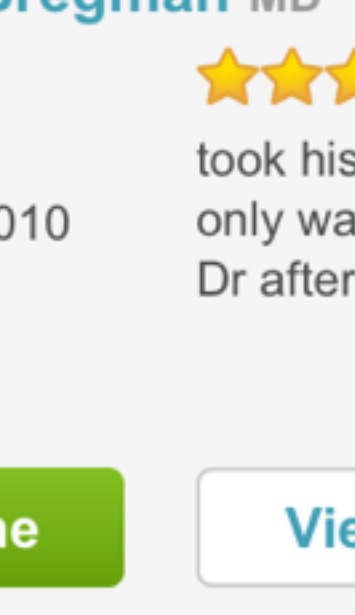


General Follow Up ▼

English ▼

Doctor Gender ▼

☐ Only doctors that see children


Doctors in New York, NY

	Sun 09-07-14	Mon 09-08-14	Tue 09-09-14	
 <p>Dr. Zachary Bregman MD Internist 247 Third Ave New York, NY 10010 0.00 miles</p> <p>★★★★★ took his time.. knows his stuff.. only waited a few minutes to see Dr after I filled out paperwork....</p> <p>Book Online View Profile</p>		2:00 pm	10:00 am	
		2:45 pm	10:45 am	
			11:30 am	
			12:15 pm	
 <p>Dr. Laura Guderian MD Primary Care Doctor 35 E 21st Street New York, NY 10010 0.37 miles</p> <p>★★★★★ Amazing!</p> <p>Book Online View Profile</p>		11:00 am		
 <p>Dr. Rushita Patel MD Primary Care Doctor 303 2nd Ave New York, NY 10003 0.31 miles</p> <p>★★★★★ Cash only. Should have been stated up front</p>			9:00 am	<p>Find Doctors and Make Appointments Online</p> <p>Managing your healthcare is easier than ever before with ZocDoc. Just search for a doctor in your insurance</p>
			9:45 am	
			10:30 am	

[Home](#) > [Doctors in Mumbai](#) > [General Physician](#) > [Vashi](#)Found **301** Doctors for you.₹ 
[3 reviews](#)[View Fees](#)**Dr. Shantanu Mallick**

MBBS, DA, FIPP (USA)

General Physician, Pain Management

 Experience: 13 years Sterling Wockhardt H...Vashi
+2 more hospitals 0 km**Book Appointment**

Sterling Wockhardt Hospital, Vashi ▾



Mo, Dec 1 ▾

07:00 PM ▾

Book Now₹ [View Fees](#)**Dr. Amit Pathak**

M.B.B.S, M.D(Internal Medicine)

General Physician

 Experience: 14 years Palm Beach Hospital ...Vashi
+1 more hospital 0 km**Book Appointment**

Palm Beach Hospital & Diagnostic Centre ▾


Today ▾

12:00 PM ▾

Book Now₹ 
[9 reviews](#)**Dr. Sandeep B. Sonawane**

MBBS, MD (Int. Medicine)

General Physician, Cardiology (Heart), Diabetology, Internal M...

 Experience: 7 years Dr Sandeep @ Navje... Vashi
+2 more hospitals 0 km**Book Appointment**

Dr Sandeep @ Navjeevan Hospital, Vashi ▾

Today ▾

01:00 PM ▾

Book Now

Sort Results By

Top Results

Location

Distance ▾

User Ratings

Homeopathic Doctors ▶

Related Categories

Skin Treatment Homeopathic Doctors

Homeopathic Doctors For Hair Loss

Homeopathic Paediatrician Doctors

Asthma Homeopathic Doctors

Allergy Doctors Homeopathic

Homeopathic Sexologist Doctors

Homeopathic Doctors For Piles

Homeopathic Doctors For Height Increase

Cancer Homeopathic Doctors

Fertility Homeopathic Doctors

Homeopathic Doctors For Hemophilia

Homeopathic Thyroid Doctors



👍 Sparsh Homeopathy And ...

☎ + (91)-22-61638495


🏠 Sector 10, Kopar Khairane | More...

Homeopathic Doctors , Speech Therapists , More...

Trust Factors

Estd. in
2009

25 Ratings
★★★★★


JD Verified

[SMS / Email](#) [Edit](#) [Own This](#) [Rate it](#)

Distance: 2.59 KM

★ Click here to view your friends rating



👍 Dr Varsha Mandhaniya

☎ + (91)-22-61612159


🏠 Sector 9, Vashi | More...

Homeopathic Doctors , Skin Treatment Hom... , More...

Trust Factors

Estd. in
2011

13 Ratings
★★★★★


JD Verified

[SMS / Email](#) [Edit](#) [Own This](#) [Rate it](#)

Distance: 0.18 KM

★ Click here to view your friends rating



👍 Dr Sukhdev Vaidya Home...

BOOK
APPOINTMENT

Download & Win an iPad*

RELATED PRODUCTS

- ▶ Apron Doctor
- ▶ Bag Doctor
- ▶ Doctor Psychology
- ▶ Dermatologist
- ▶ Doctor Eye
- ▶ Doctor Cardiologist
- ▶ Surgeon
- ▶ Dentist
- ▶ Doctor Diabetes
- ▶ Doctor Diabetes

SEE ALL ▶

NARROW BY LOCALITY

- ▶ Andheri West
- ▶ Thane West
- ▶ Dadar West
- ▶ Vashi

SEE ALL ▶

FILTER BY ALPHABET

Results for **doctor in Mumbai**

Businesses from other cities

1

2

3

4

5

Next 15 »

Rotunda Fertility Clinic and Keyhole Surgery Centre


Andheri West

This clinic is the latest venture of Rotunda-The centre for Human Reproduction and one step forwards in creating a chain of well equipped and State-of-the-art IVF centres in the city of Mumbai.

Business can Provide

Doctor Menopausal , Sperm Bank, Hospital Laproscopy, Cryopreservation Of Embryo,

[View Phone Numbers](#)

 X-13, Garden View 7-10 Shastri Nagar Andheri West Mumbai

Rotunda Blue Fertility Clinic & Keyhole Surgery Centre


Dadar West

Welcome to the youngest member of our family - the new, state-of-the-art Rotunda Blue Fertility Clinic & Keyhole Surgery Center. We have grown and in doing so we have multiplied our commitment to your...

Business can Provide

Doctor Menopausal , Rotunda Blue Fertility Clinic & Keyhole Surgery Centre, Dadar West, Rotunda Blue Fertility Clinic & Keyhole Surgery Centre, Laparoscopic Surgery,

[View Phone Numbers](#)

 2, Joglekar Building, Plot No 119 Dadasaheb Rege Marg Dadar West Mumbai

Southern Cross Fertilty Centre

Prabhadevi

The Southern Cross Fertility & IVF Centre is located in Mumbai, India. It was established in 1989 by Dr. Faram E. Irani, and has ISO certification. Our main purpose is to provide comprehensive, personalized,...

Business can Provide

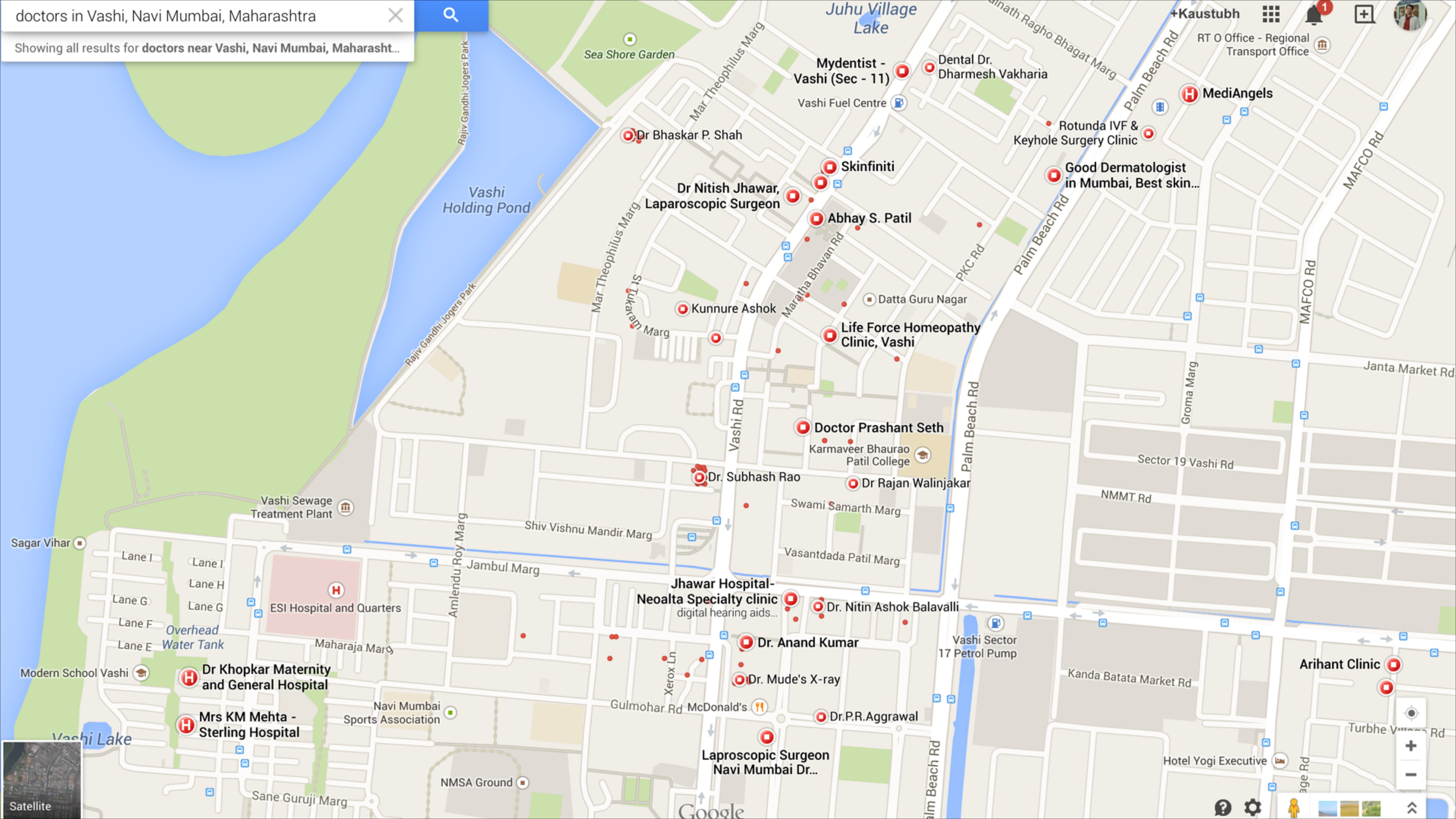
Doctor Menopausal , Hospital, Clinic, Southern Cross Fertilty Centre, Prabhadevi,

[View Phone Numbers](#)

 Ground Floor, United Western Apartment Prabhadevi Mumbai

doctors in Vashi, Navi Mumbai, Maharashtra

Showing all results for **doctors near Vashi, Navi Mumbai, Maharasht...**



Dr. Sita Rajan - Gynecologist - Bangalore

Written by Ramya Ramani August 06, 2014

188

0.0 (0)

I met Dr.Sita Rajan for my second pregnancy. She is very thorough and sure about her course of treatment. We did not have any doubts during the entire course of the pregnancy and during my labour and delivery thereafter. In these days when the doctors don't hesitate to cut you open, Dr.sita rajan, gave me full chance to try for a normal delivery even though i had my first baby thro c-section (VBAC). i will recommend her without any hesitation.

Dr. Anirban Chakraborty - Internal Medicine - Kolkata

Written by Ajanta Chaki August 05, 2014

279

0.0 (0)

Dr. Anirban Chakraborty was in Kolkata when I saw him for my condition. He is a consultant in UK who was visiting Kolkata. He saved my life. I had a very bad heart condition which he diagnosed and gave me a simple medication which has changed my life. I had spent thousands of rupees before to see 3 cardiologists who could not find the problem. I now know why

Dr. M.R.C. Naidu - Nuerosurgeon - Hyderabad

Reviewed by Mrk Prasad

5.0

"i had a serious ailment of cervical spondilosis and after getting in touch with Dr.MRC Naidu, he had infused much confidence in me. He operated on me successfully, i am deeply indebted to him for my normal life apart from..."

Dr. J S Pasricha - Darmatologist - New Delhi

Reviewed by Dev Kath

1.0

"I went to see Dr Pasricha for alopecia areata problem. He started giving steroid to me whan i was 12 years old till 1 and a half years which led to many side efeects and when those patches started coming..."

Dr. Tarang Krishna - Oncologist - New Delhi

Reviewed by Prateek Jain

4.0

"Recently Dr. Tarang Krishna treated my father at Cancer



▼ My searches

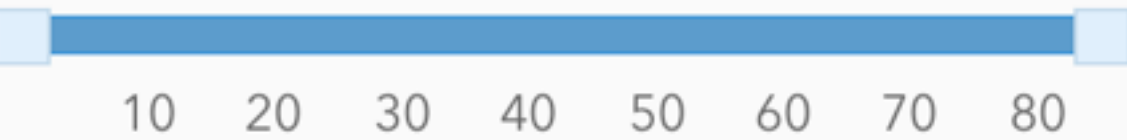
Newest patients

3 Star patients

Patients Like You

Filter patients by:

Age



Gender

Any

Male

Female

Interests

Any

You can now add interests to your profile on your [Biography](#) page.

Conditions

☒ All

Type a condition

Find Patients

Patient search

Showing 1 to 15 of 299,598 patients

Sort by

Last update

<

1

2

3

...

19974

>

Who	Conditions	Connect
Updated less than 10 seconds ago <div><div><div><div></div><div>F68y</div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div></div></div><div><div></div></div><div>hjwilt</div></div>	Fibromyalgia, Show 1 more,	<div>Follow</div> <div></div>
Updated half a minute ago <div><div><div><div></div><div>F64y</div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div></div></div><div><div></div></div><div>grannypearl</div></div>	Fibromyalgia	<div>Follow</div> <div></div>
Updated less than a minute ago <div><div><div><div></div><div>Female 31y</div></div><div><div>Bad</div></div><div><div>Systemic Lupus Ery...</div></div></div><div><div></div></div><div>Kjsmommy07</div></div>	Systemic Lupus Erythematosus Interests: Alternative Medicine, and Working with my Condition	<div>Follow</div> <div></div>
Updated 2 minutes ago <div><div><div><div></div><div>Male</div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div></div></div><div><div></div></div><div>Relvius</div></div>	Autism Interests: LGBTQ Issues, and Research	<div>Follow</div> <div></div>

Directory

Pros

- Search according to speciality, location, etc
- Filters
- Multiple levels of details
- Appointment system - booking & reminders

Cons

- Rating and review systems are not effective
- Confusion with what to search?
- Cannot connect to similar health-seekers

Network

Pros

- Maintain health profile
- Connect with similar health seekers
- Assurances

Cons

- Cannot search for healthcare services
- No appointment system

Primary Research

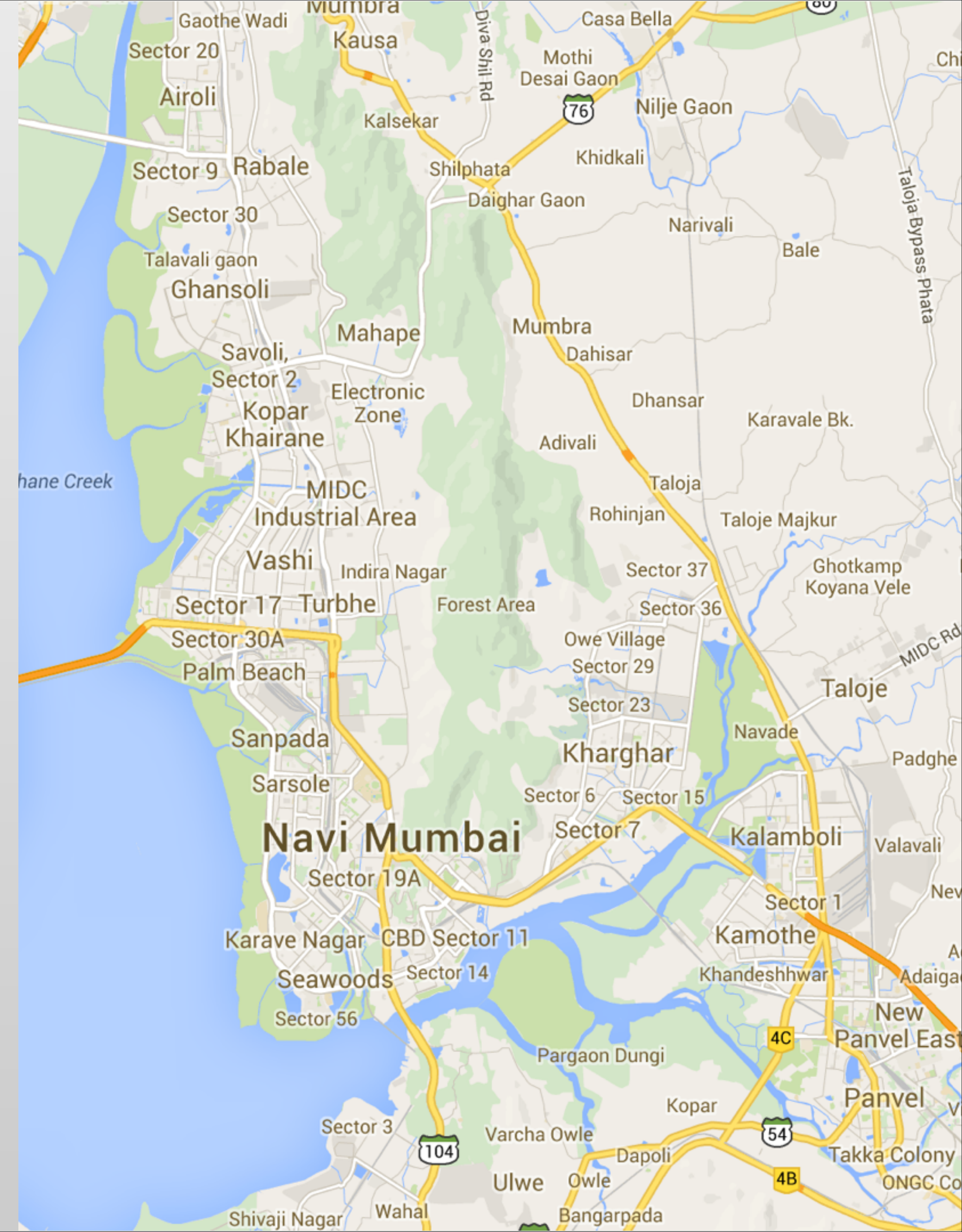
User Criteria

Geographic Location

Residence History

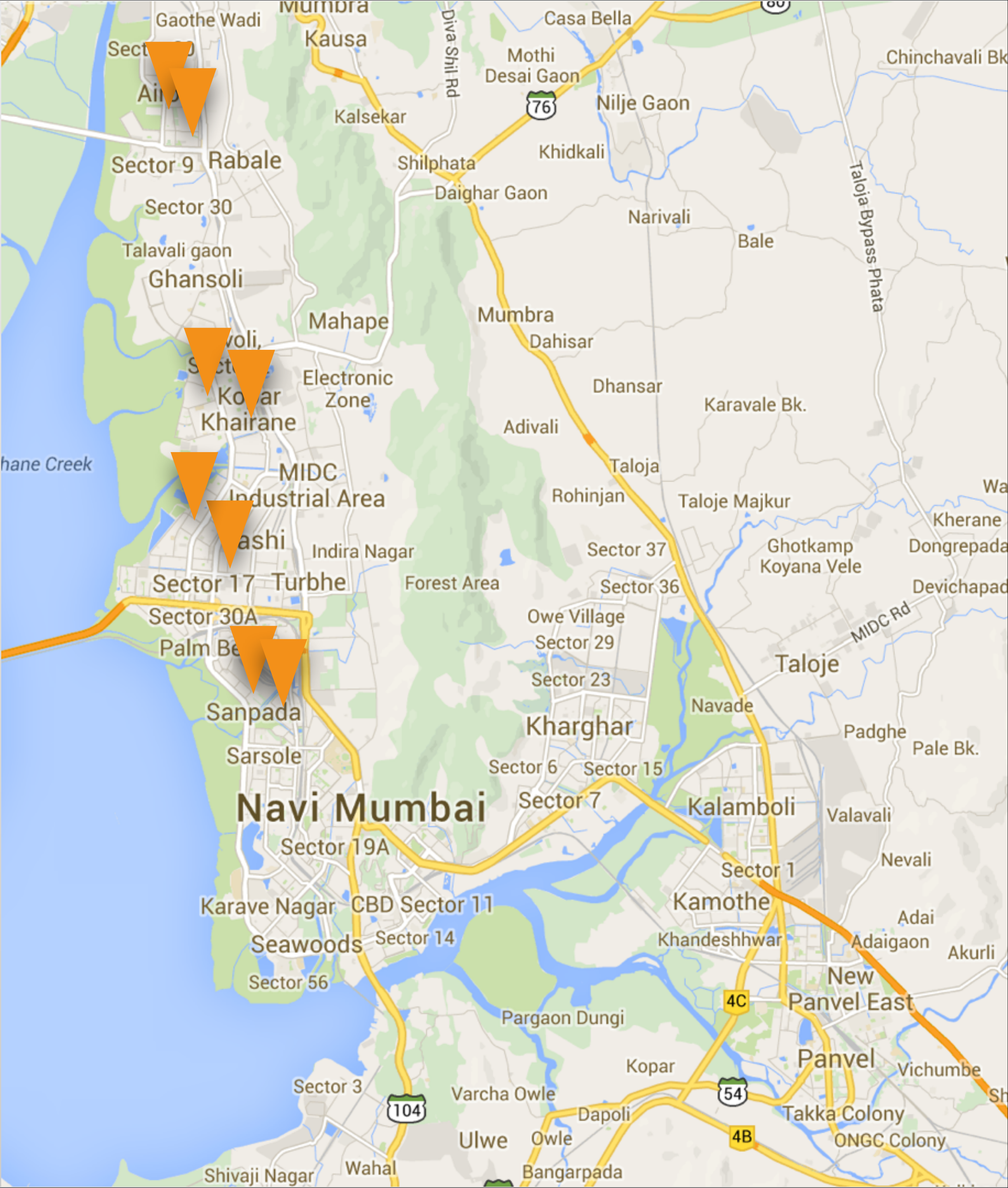
Marital Status

Gender



Primary Research

Koparkhairne	4 years	Married	F
Koparkhairne	3 years	Married	M
Sanpada	8 years	Married	F
Sanpada	9 years	Married	F
Vashi	4 years	Bachelorette	F
Airoli	1 year	Bachelor	M
Airoli	2 years	Bachelor	M
Vashi	2 years	Married	F



Navi Mumbai

Health System Resources	Numbers
General Hospital	75
Nursing Homes/Speciality Hospitals	53
Other Hospitals & Dispensaries	48
Private Clinics	1177
Pathology Labs	97

Pointers for User Study

When did you shift?

Previous home location

People at home

Languages spoken

Income range

Socialising

Technology usage

First time/latest you had to visit:

General physician

Dentist

ENT

Any Specialist

Change of doctor

Sources of information

About doctor:

Distance from home

Fees

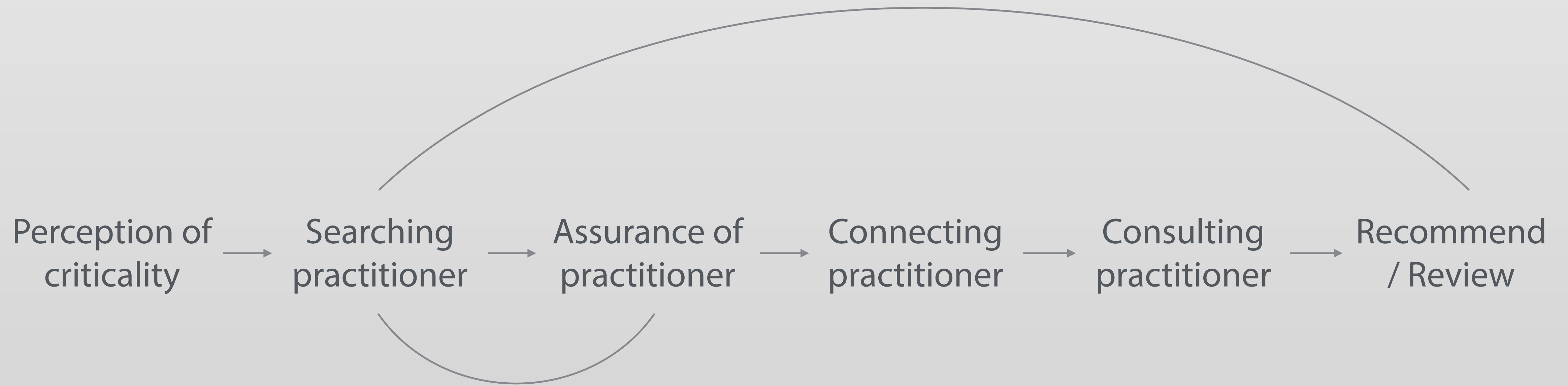
Specialisation

Language

What do you like about your doctor?

Family doctor

Patient records/prescriptions



Perception of Criticality

- The perceived degree of criticality about the illness affects how people behave in the later stages of interaction. *U01, U03*
- People are concerned about finding a good specialist more than a general practitioner.

Searching a practitioner

- The person who is ill may not be the person who searches for a practitioner. *U02, U03*
Ability to use network benefits of multiple users.
- Word-of-mouth effect. *U01*
Ability to make use of word-of-mouth effect through.
- Practitioner consulted acts as a mediator in connecting patient with most relevant practitioner. *U03*
Referral system through the solution.
- Health-seekers may not want to reveal their purpose of consultation
Not to disclose sensitive information without consent.

Searching a practitioner

Convenience

- Location
- Fees
- Consulting space
- Language spoken
- Timings
- Waiting time
- Accessibility
- Gender
- Facilities (pathology, chemist, ATM, public transport, etc)
- Insurance

Reliability

- Degree
- Age/Experience
- Specialisation
- Name
- Acquaintance
- Recommendations

Ability to filter based on user preferences

Assurance

- Assurance of a practitioner is valuable when given from the people -
 - Close friend/Relative (not necessarily consulted him/her)
 - Person who has consulted him/her before.
 - People in proximity of the practitioners consulting space.
Ability to connect right people at the right time.
- Celebrity/famous public figures known to be using a healthcare service creates a sense of assurance. *U03*

Assurance

- An assurance from a professional associated with medical field is more valuable. *U03*
Ability to tag users as medical professionals.
- Multiple assurances give peace of mind.
Ability to get multiple assurances.
- People have variable requirements of information to get assured.
DI: Ability to give information in multiple level of details

Connecting to a practitioner

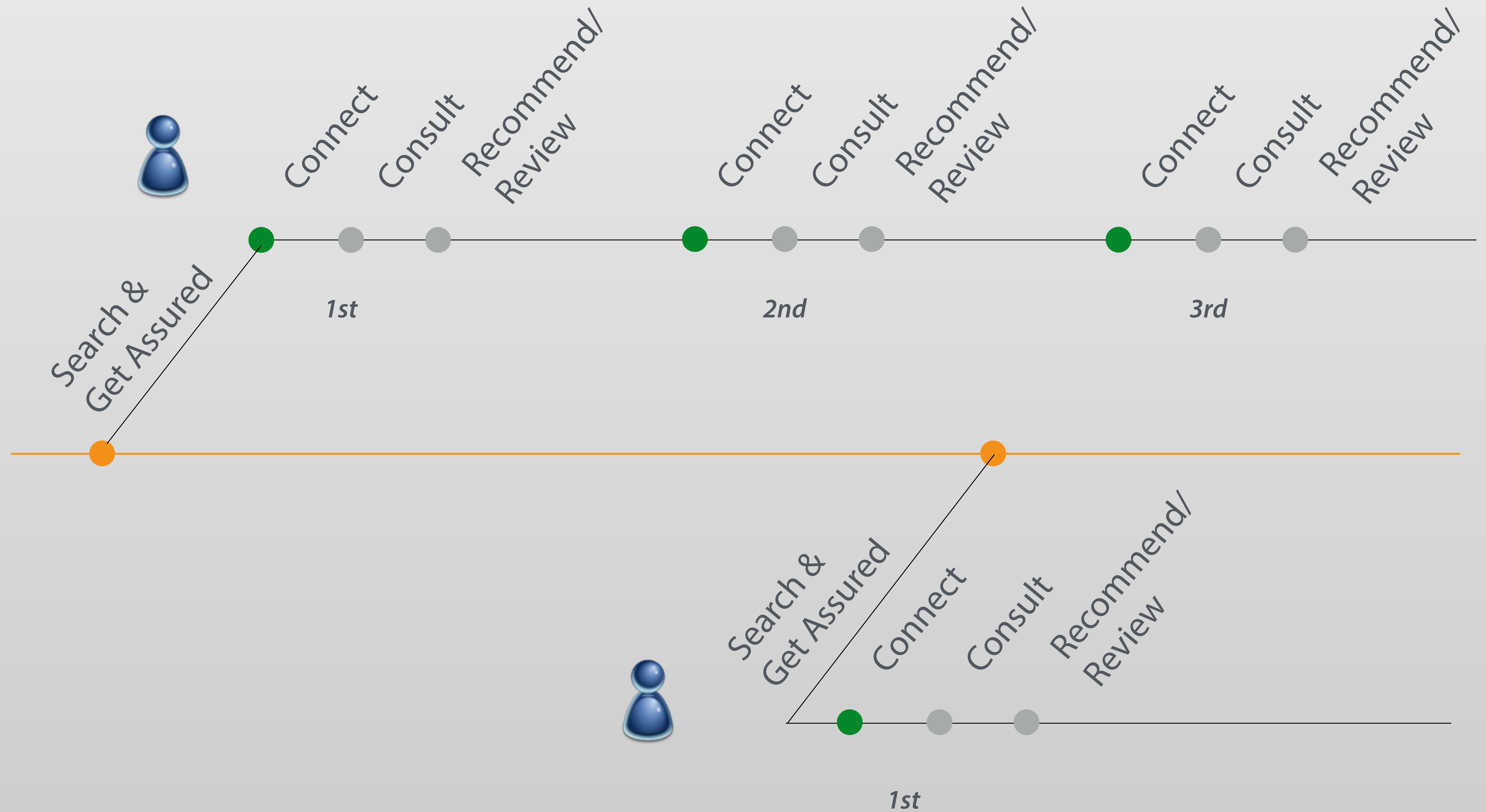
- Address of the practitioner is not clearly communicated when information is received through word of mouth. *U03*
Ability to share information
- The initial time, people tend to directly visit the place without any appointments. *U02, U05, U06*
Easy appointment system
- Medium of setting up an appointment is majorly through phone.
Having multiple channels for booking appointments
- Before each consultation patient have to wait for long time
DI: Ability to minimise waiting time

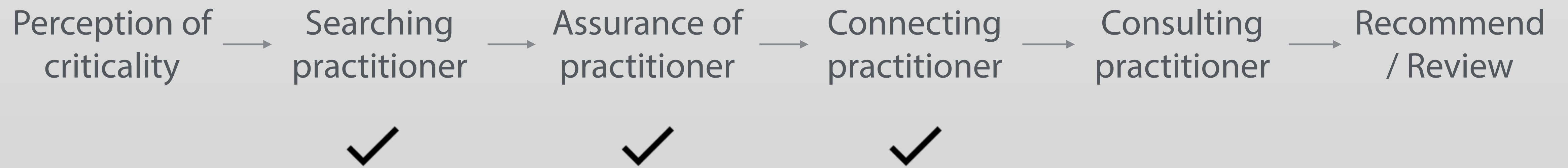
Consulting a practitioner

- Patient history is lost after change in practitioners. *U01*
Digital patient record management tool
- Some Patient preserve prescriptions given by the practitioner.
U01, U03, U04, U08
- “Aaj kal family doctor nai hote” *U03*
Need is felt by people.
Relationship management

Recommend/Review

- People sometimes recommend to others about healthcare services that they don't themselves opt for. *U03*
Promote first-hand information for assurance
- Negative reviews are welcome from any sources. *U05, U06*





Indian Medical Council Regulations

- Physicians are not allowed to advertise their services in any form or manner of advertising through any mode.
- Medical practitioners are allowed to make a formal announcement in press for -
 - On starting practice
 - On change of type of practice
 - On changing address
 - On temporary absence from duty
 - On resumption of another practice
 - On succeeding to another practice
 - Public declaration of charges

In conversation with a doctor...

- People build trust on the practitioner over a period of time, after multiple consultations.
- 'Good doctor' is subjective.
- Established doctors may not subscribe to any digital information system.
- Cut practice is inevitable unless a systemic change occurs in India.

Primary Healthcare Practitioners

- Ideally, the initial point of contact with the healthcare system.
- Provides preventive care and health education to health-seekers.
- Refers to secondary or tertiary care.

General Practitioner

- Treats acute and chronic illnesses.
- Consideration of the biological, psychological and social factors.
- Advantageous family medicine.

User influence in social media

- Induction - user being triggered by an action of another user
- Homophily - occurrence of users gathering into clusters to influence each other
- Confounding factors - occurrence of grouping of users based on several external factors

Word-of-mouth effect

- Spreads across ethnic groups and geographic boundaries, quickly
- Decision-making influencer
- Almost all consumers engage in it
- Perceived credible, trustworthy, reliable
- Highly Positive to highly negative
- Diverse content (Factual, Evaluative, Behavioural)

Condition



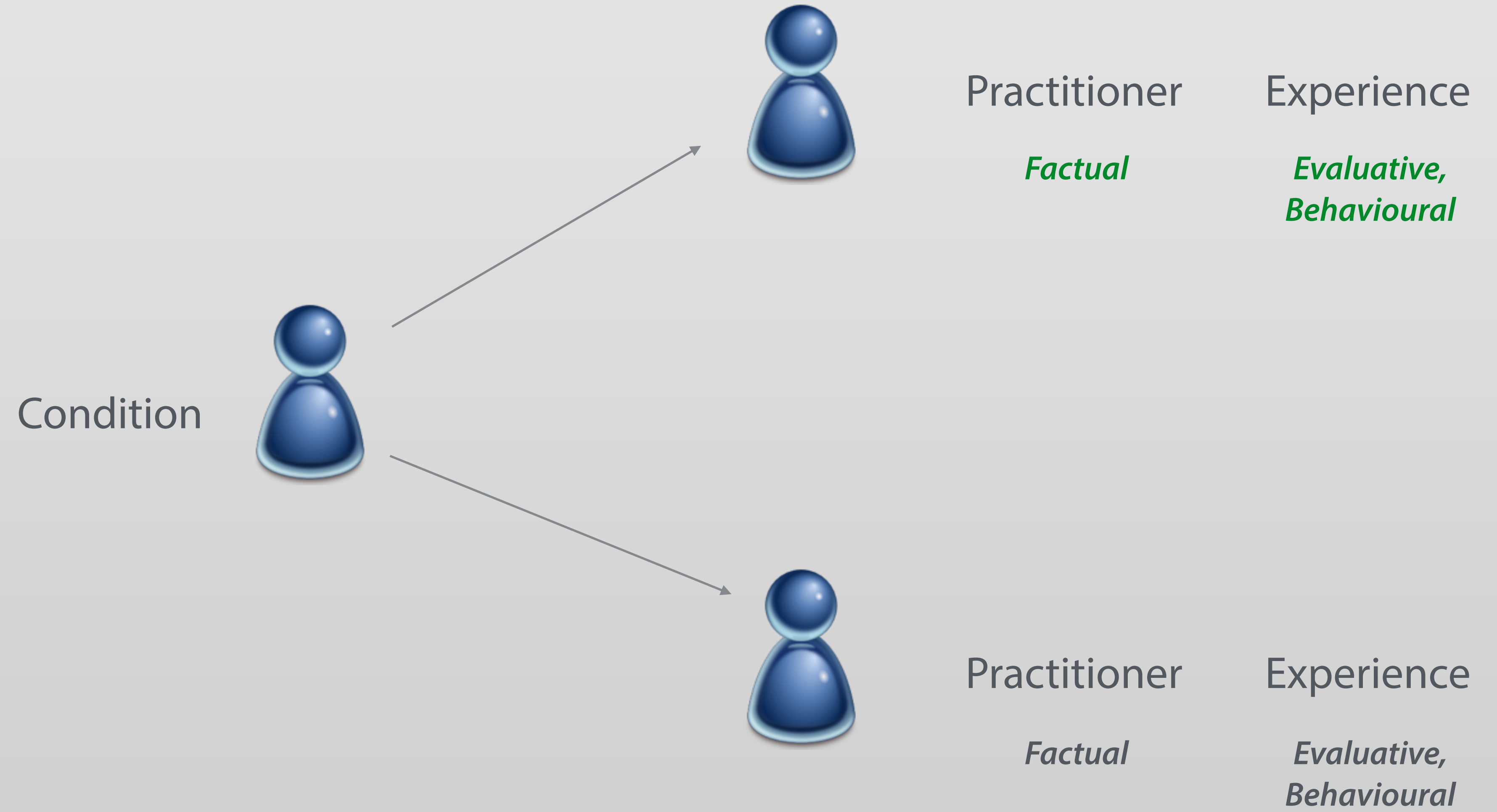
Practitioner

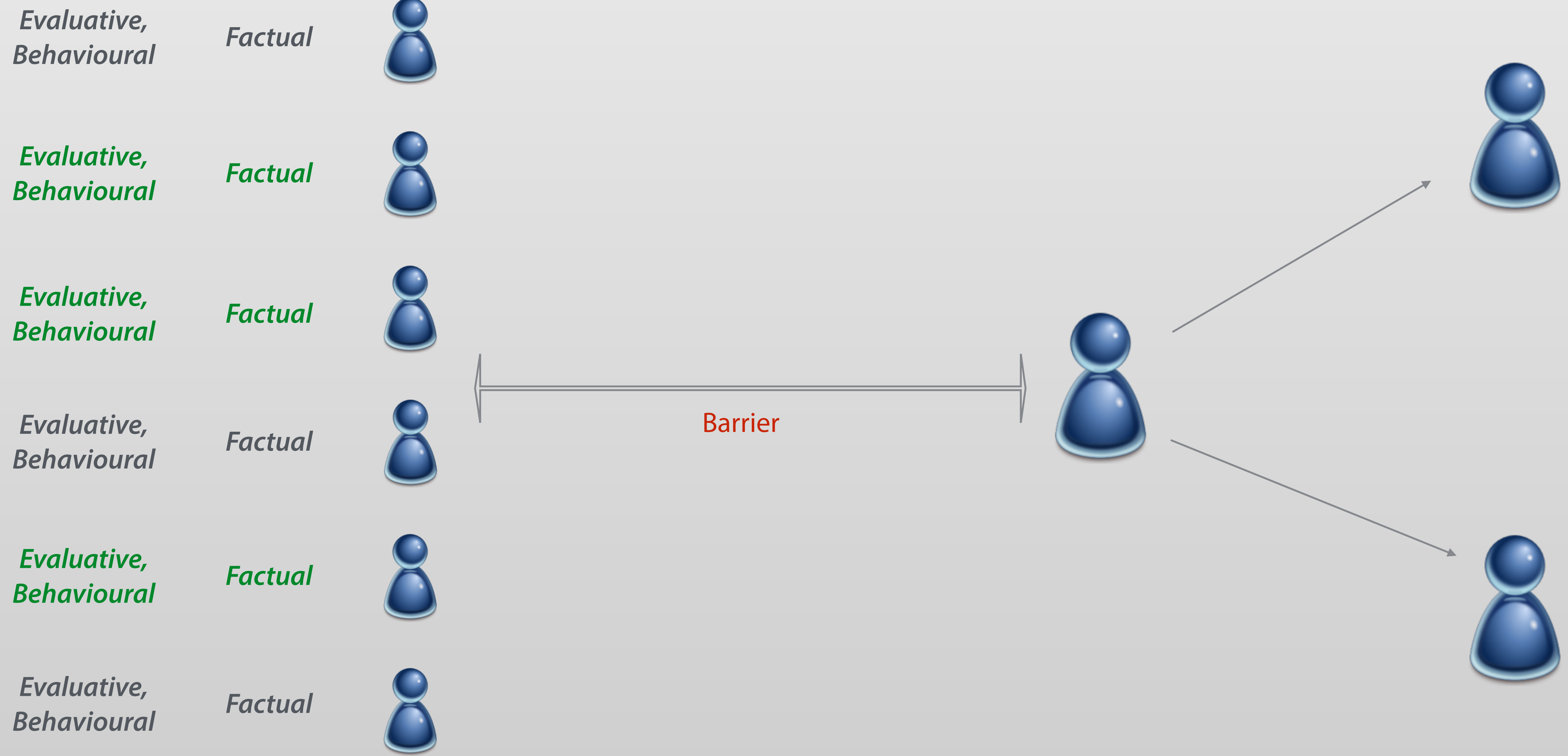
Experience

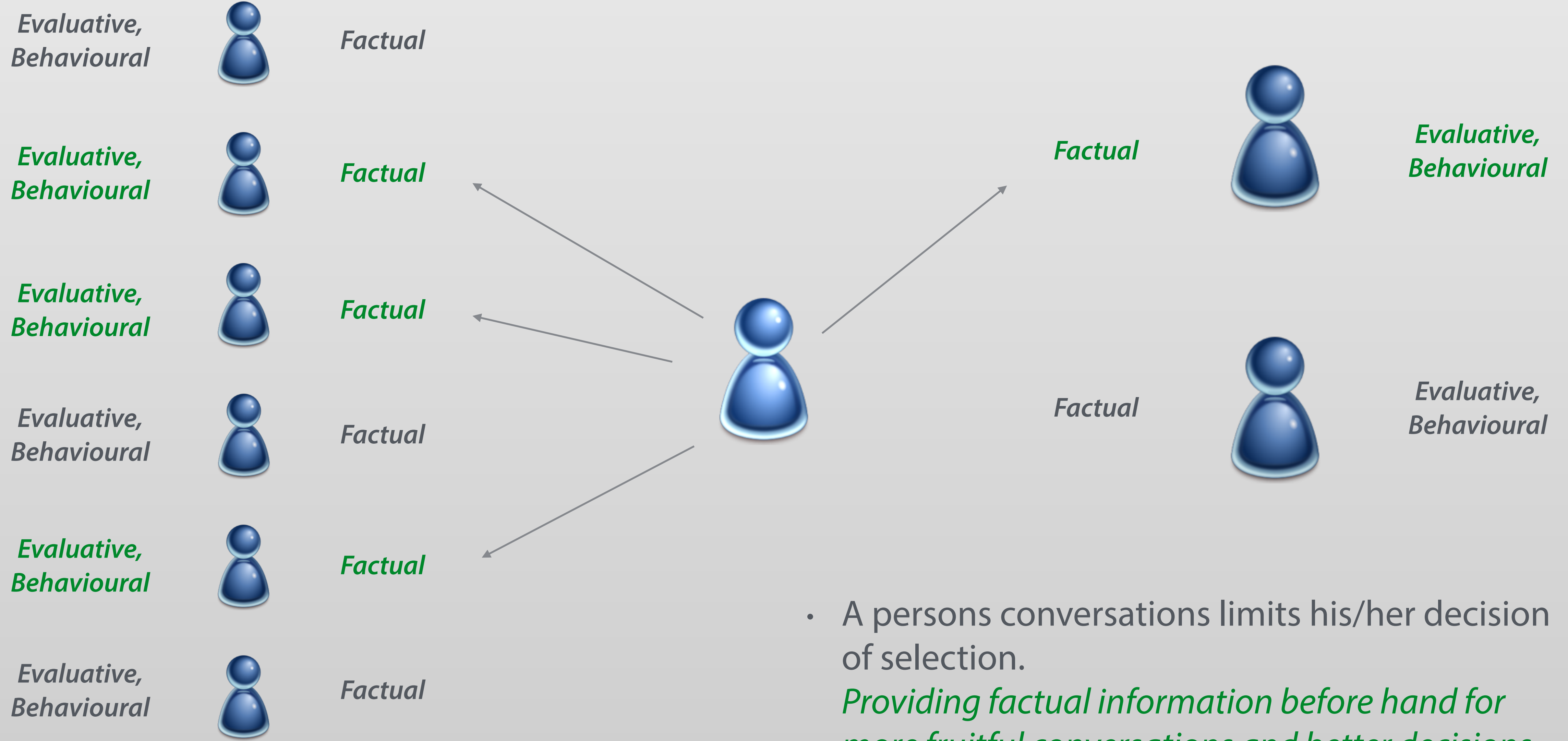


Practitioner

Experience







- A persons conversations limits his/her decision of selection.
Providing factual information before hand for more fruitful conversations and better decisions

Objectified Structured Clinical Examination

- Designed to test clinical skill performance and competence in skills specifically with respect to general practitioners, such as
 - General approach
 - Information gathering
 - Diagnosis
 - Information giving
 - Management

First time health-seeker

- People do not have access about information about surrounding doctors.
Ability to know about all doctors
- A new person in the neighbourhood has limited contacts
Ability to connect to all nearby people

Operational Needs

- Each visit to the doctor does not translate into meaningful data. Data is lost
Capture each consultation experience to help others
- Related Health services like pathology, chemists are driven by referral system.
Provide search for related services as well
- Word of mouth effect can give inaccurate information about virus/epidemics
Allow doctors to broadcast information about viruses/epidemics

Designing an alternate way to reach relevant primary healthcare practitioners in Navi Mumbai

Restated Brief

in cooperation
word-of-mouth

Designing an alternate way to reach
relevant primary healthcare practitioners
in Navi Mumbai

Restated Brief

search
connect

Designing an alternate way to reach
relevant primary healthcare practitioners
in Navi Mumbai

Restated Brief

suitable
desirable

Designing an alternate way to reach
relevant primary healthcare practitioners
in Navi Mumbai

Restated Brief

Designing an alternate way to reach
relevant primary healthcare practitioners
in Navi Mumbai

Restated Brief

GP
Dentist
ENT

Designing an alternate way to reach
relevant primary healthcare practitioners GP
in Navi Mumbai

Restated Brief

Evaluation Criteria

- Trust
 - Solution should facilitate building a sense of reliability about a general practitioner.
 - It should aid in strengthening the patient-doctor relationship.
 - It should provide points to make better conversations.
- It should provide authentic patient experience information.
- It should allow interaction amongst users.

Evaluation Criteria

- Convenience
 - Solution should provide information about general practitioners' practice and supporting healthcare services.
 - It should allow search based on various user preferences.
 - It should provide appointment booking system
- Operational
 - It should work with/without the involvement of practitioner

Directory

Network

Match-making

Directory

Directory app with
social connect

Visual IVR based app

Network

Healthcare social
network

Facebook App

Ask your locals app

Match-making

Patient-Doctor match

Patient-Patient match

Patient Doctor match-making

User preferences
Match / Reject
Manual Appointments

Pros

Easy decisions
All doctors

Cons

No assurance
No interaction amongst health-seekers

FiU info

[Input Field]

[Input Field]

☐ [Label]

☐ [Label]

☐ [Label]

[Dropdown Menu]

[Checkmark] [Reject] [Done]

Users fills demographic and preferntial info

Dr. XYZ

[Doctor Profile]

[Checkmark] [Reject]

Users gets a match based on the information filled. He may accept it or reject it.

Dr. PQR

[Doctor Profile]

[Checkmark] [Reject]

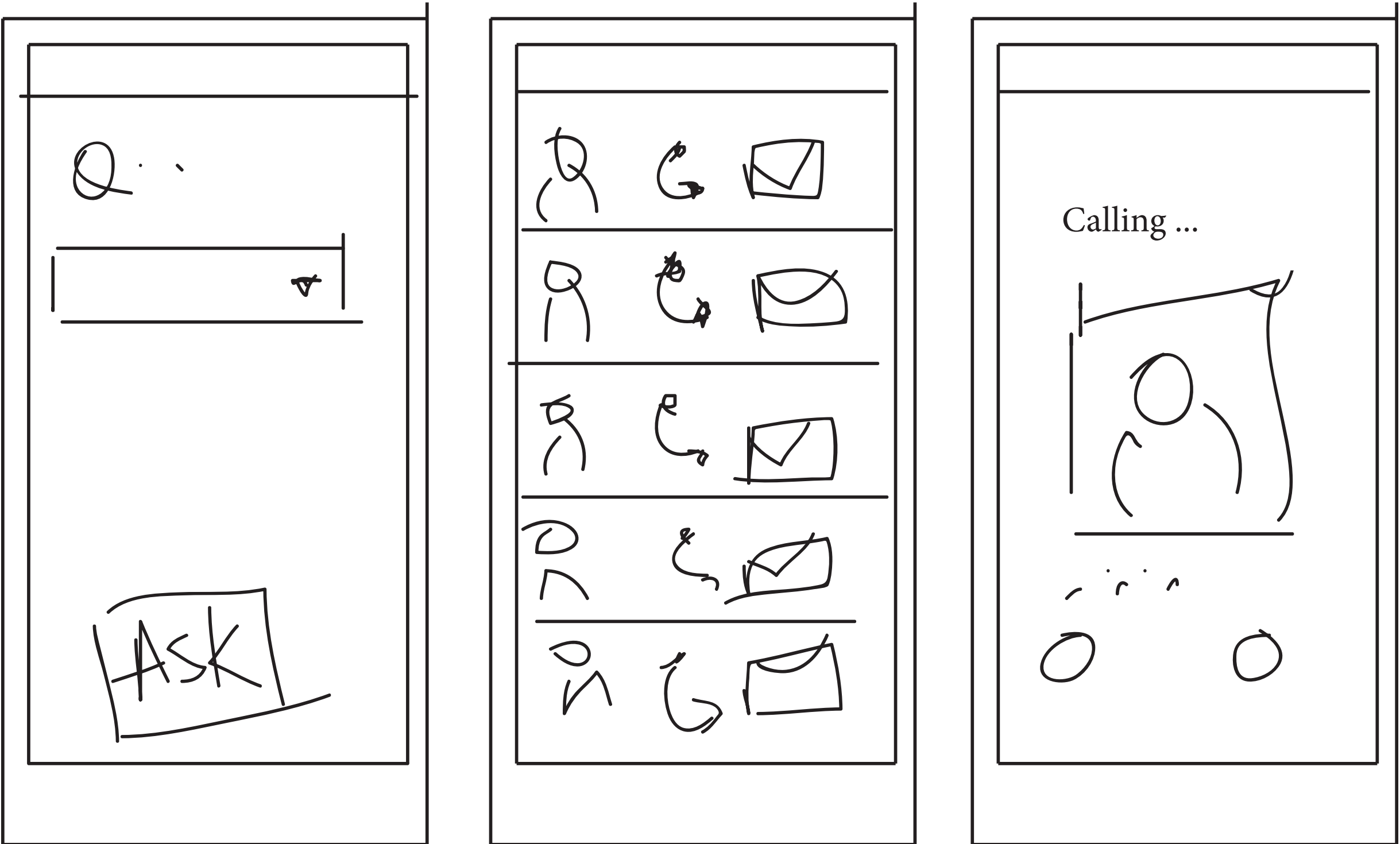
Users gets another match after rejecting the previous match.

Ask your locals

Input a question
Connect to locals

Pros
Good for migrants
Social connect

Cons
Generic
Spam



Directory app with social connect

List view/Map view

Connect to locals

Appointment

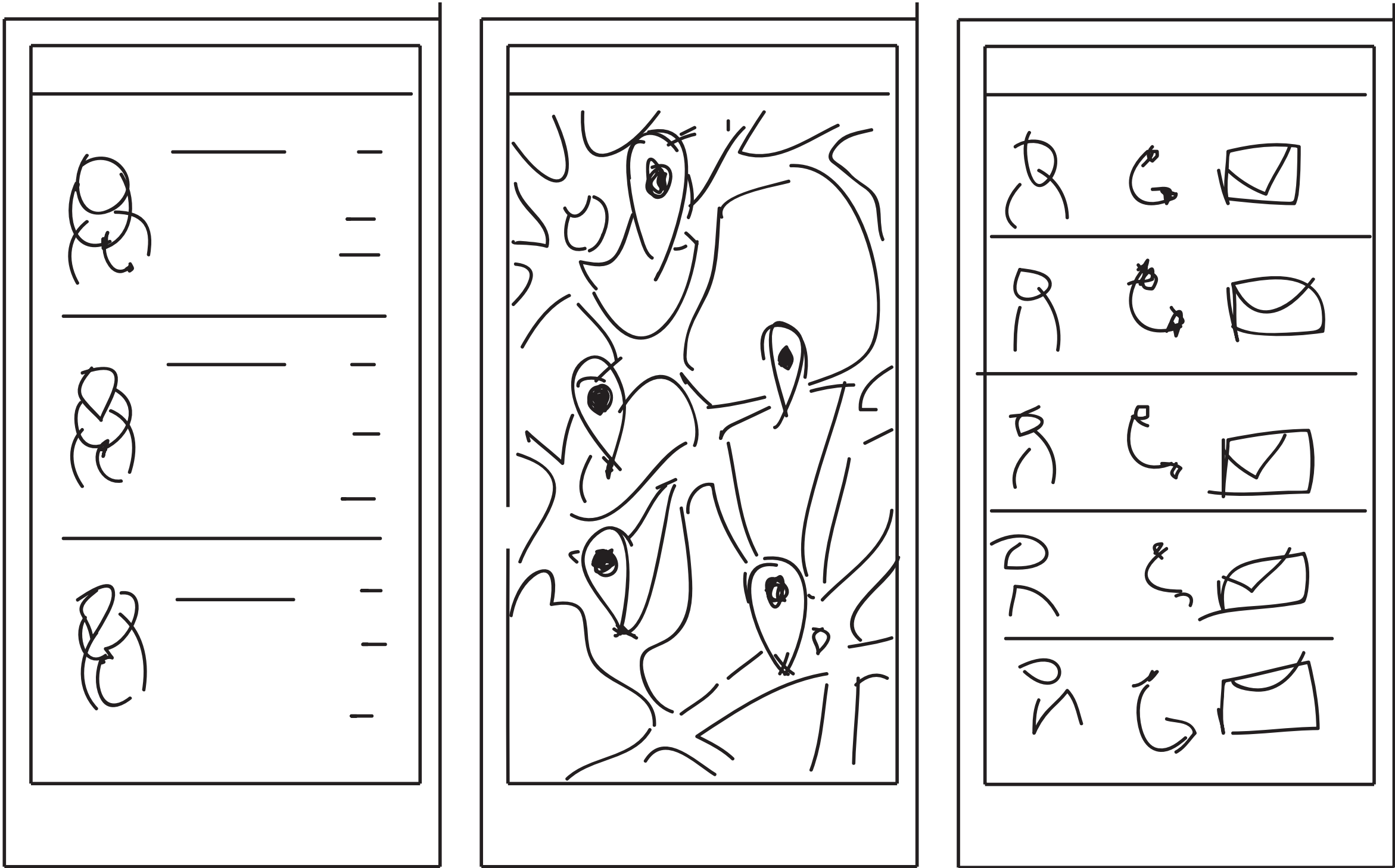
Pros

Multiple views

Minimising waiting time

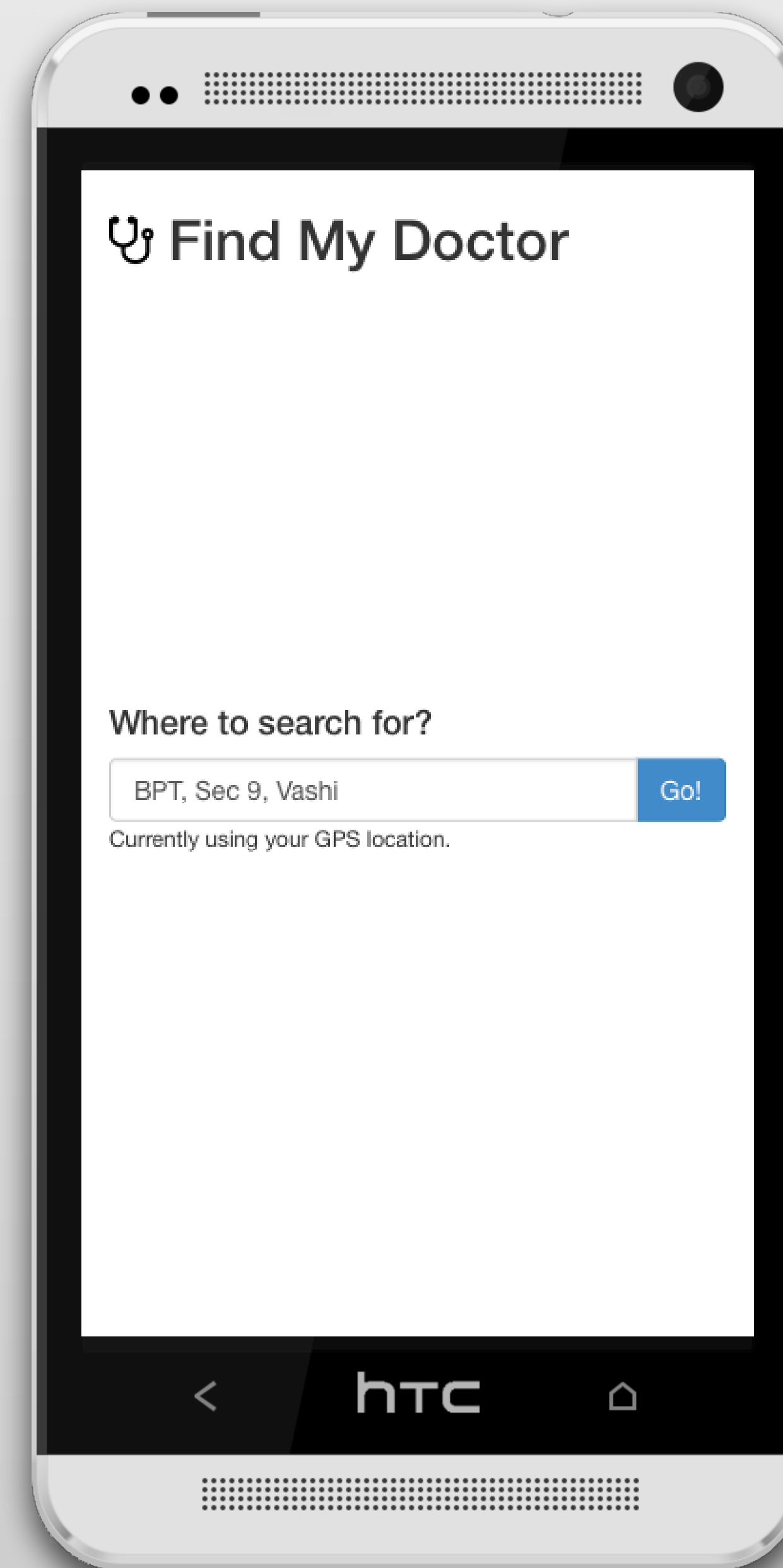
Cons

Spam



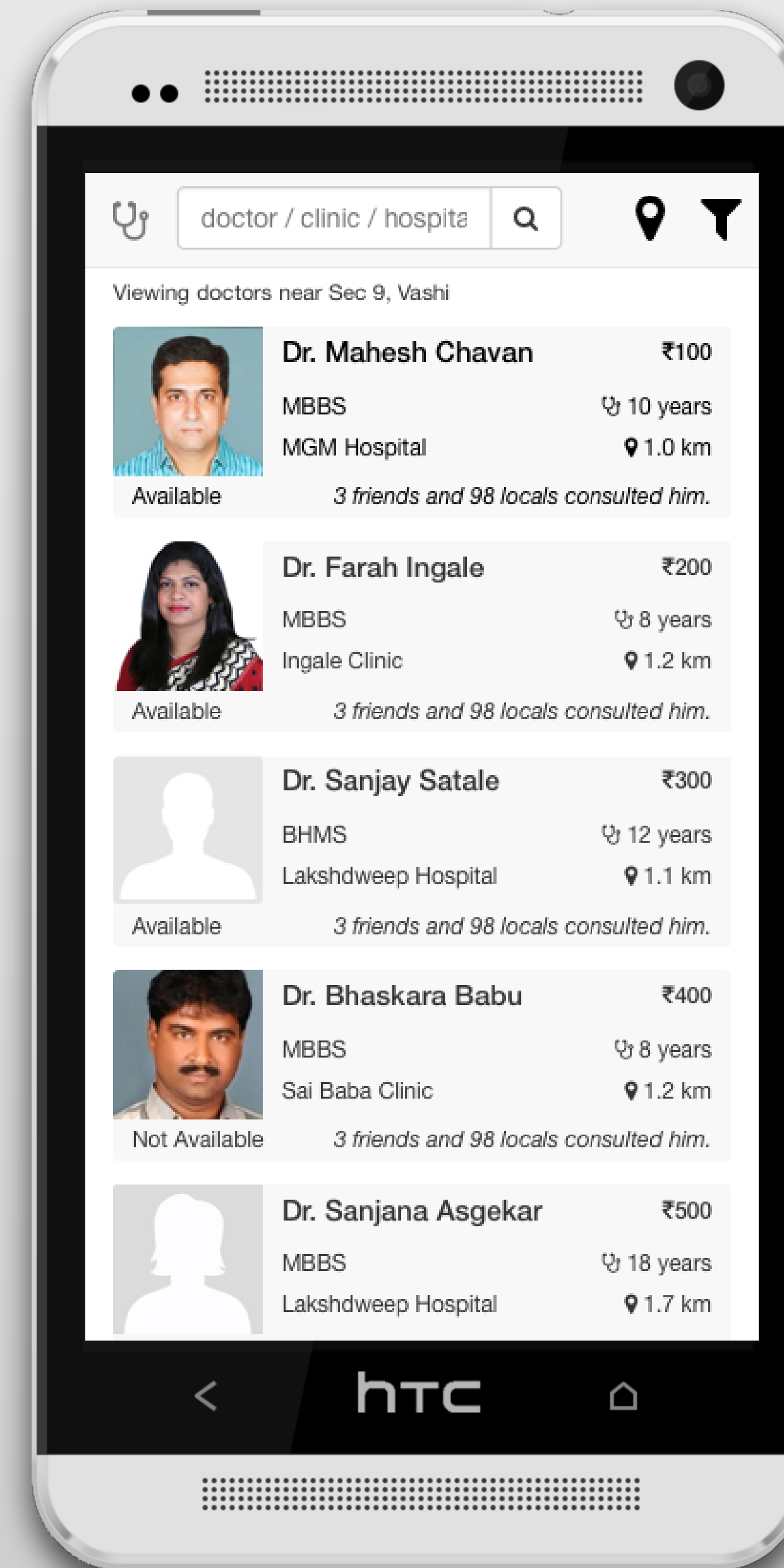
Final Concept

Location preference



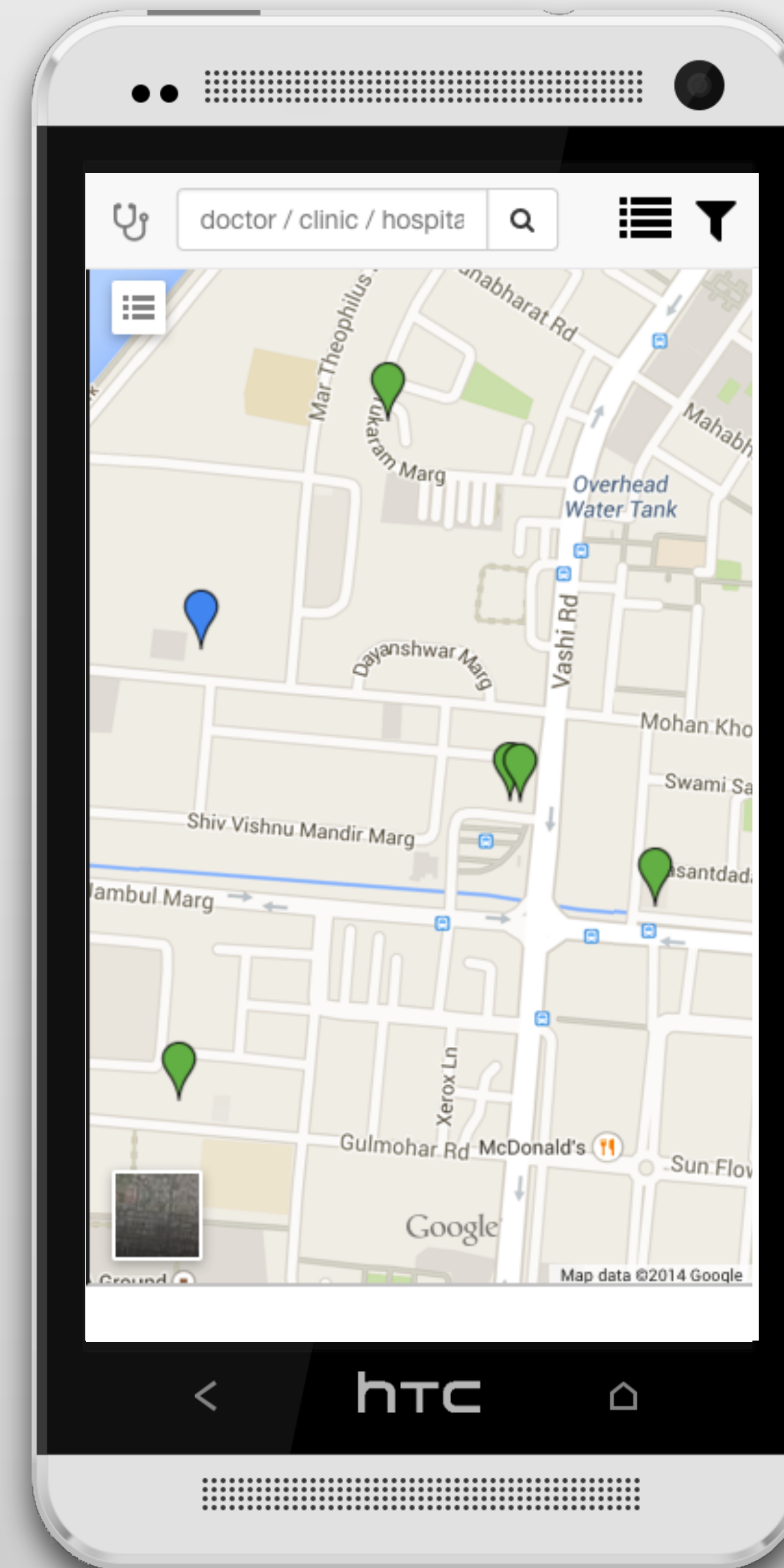
Final Concept

List view



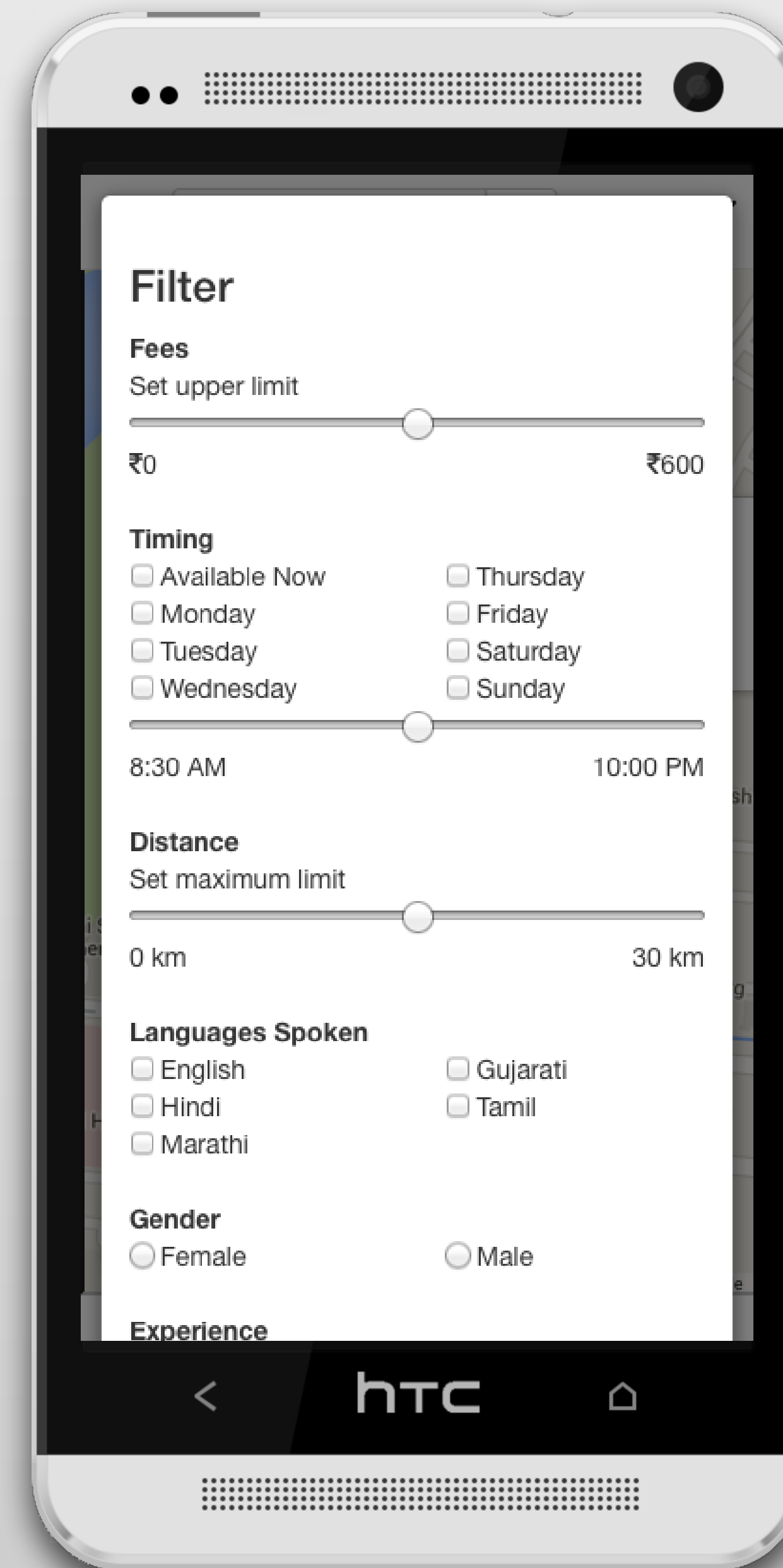
Final Concept

Map view



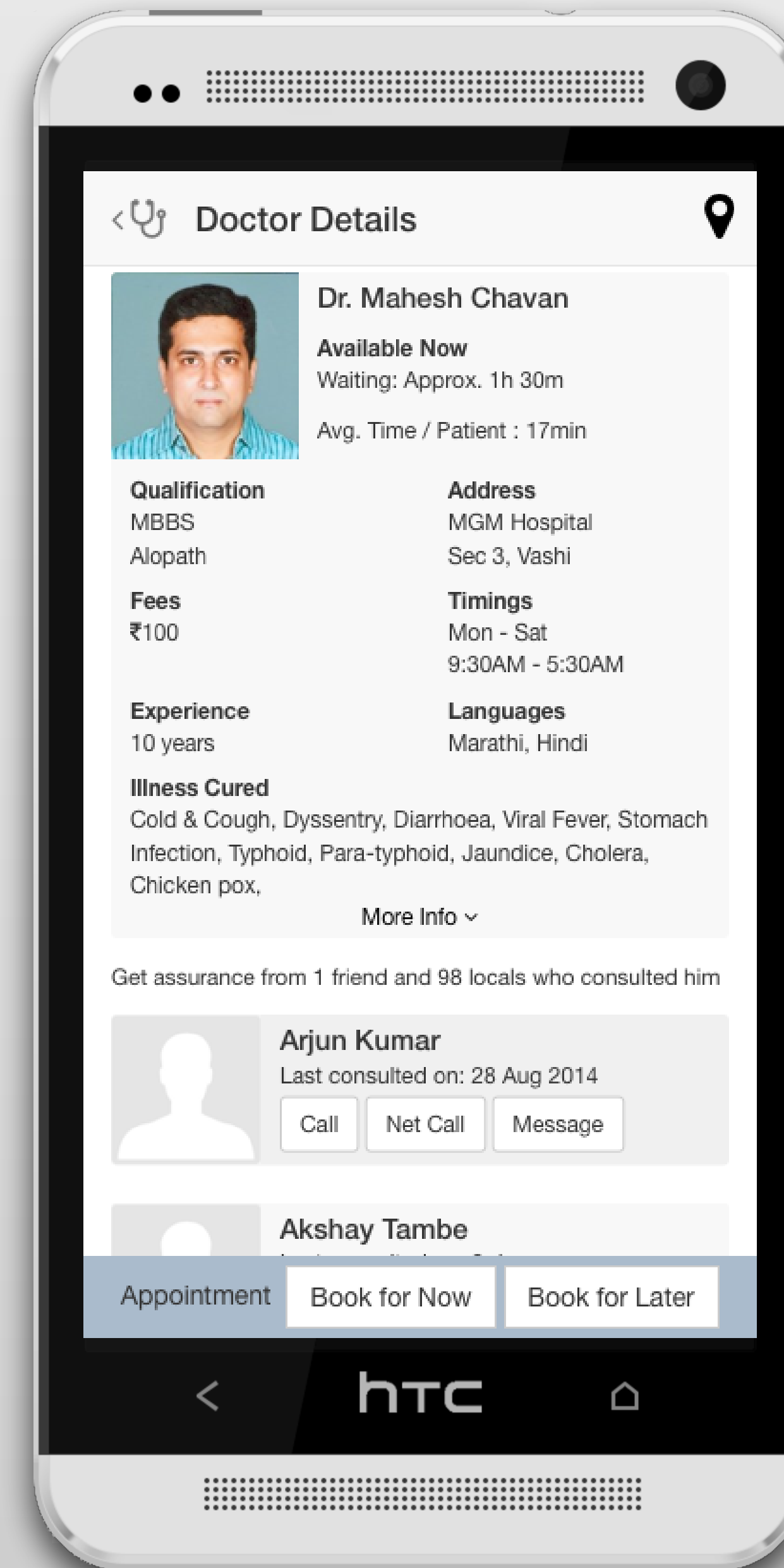
Final Concept

Filters



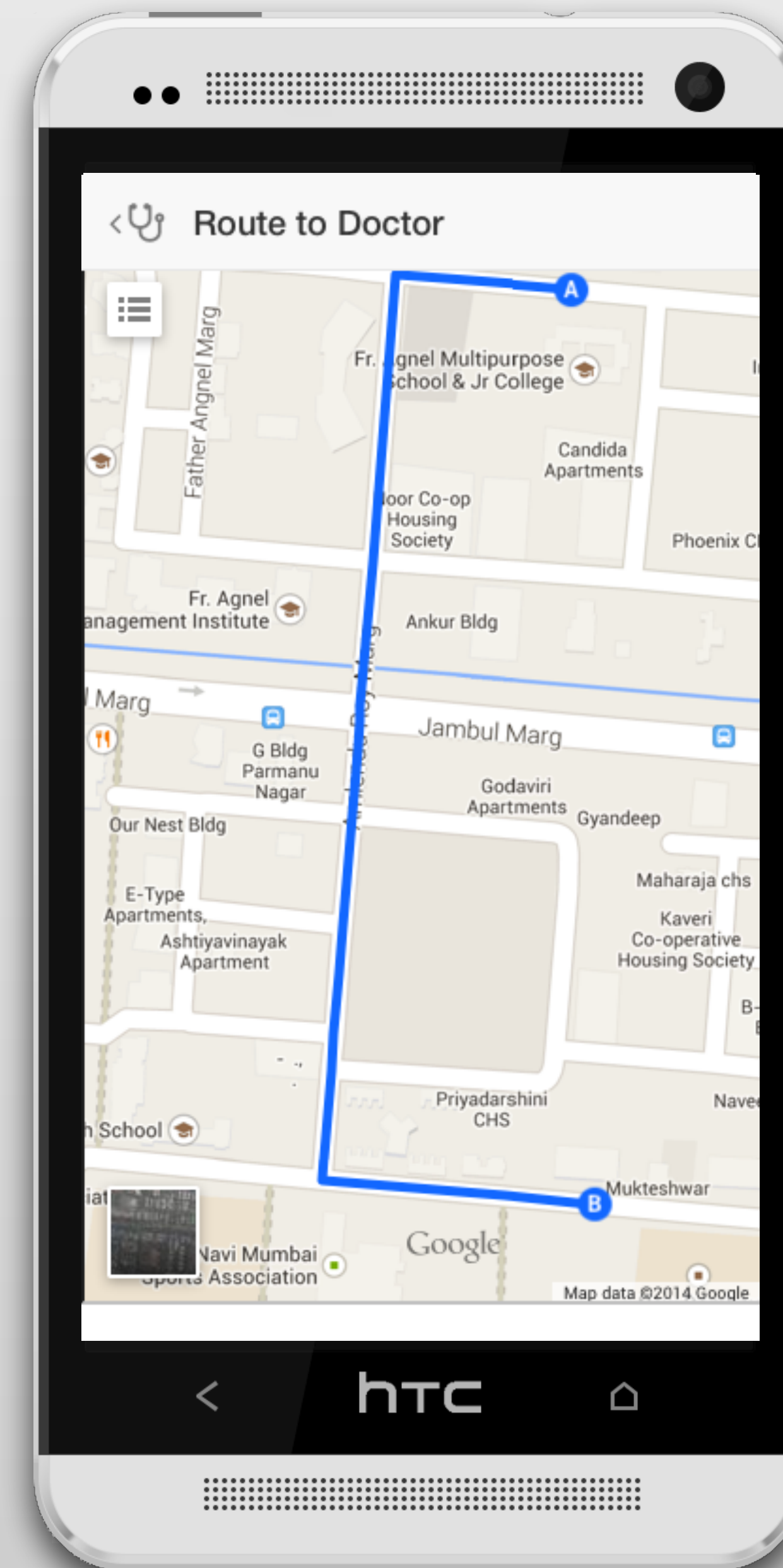
Final Concept

Detailed view



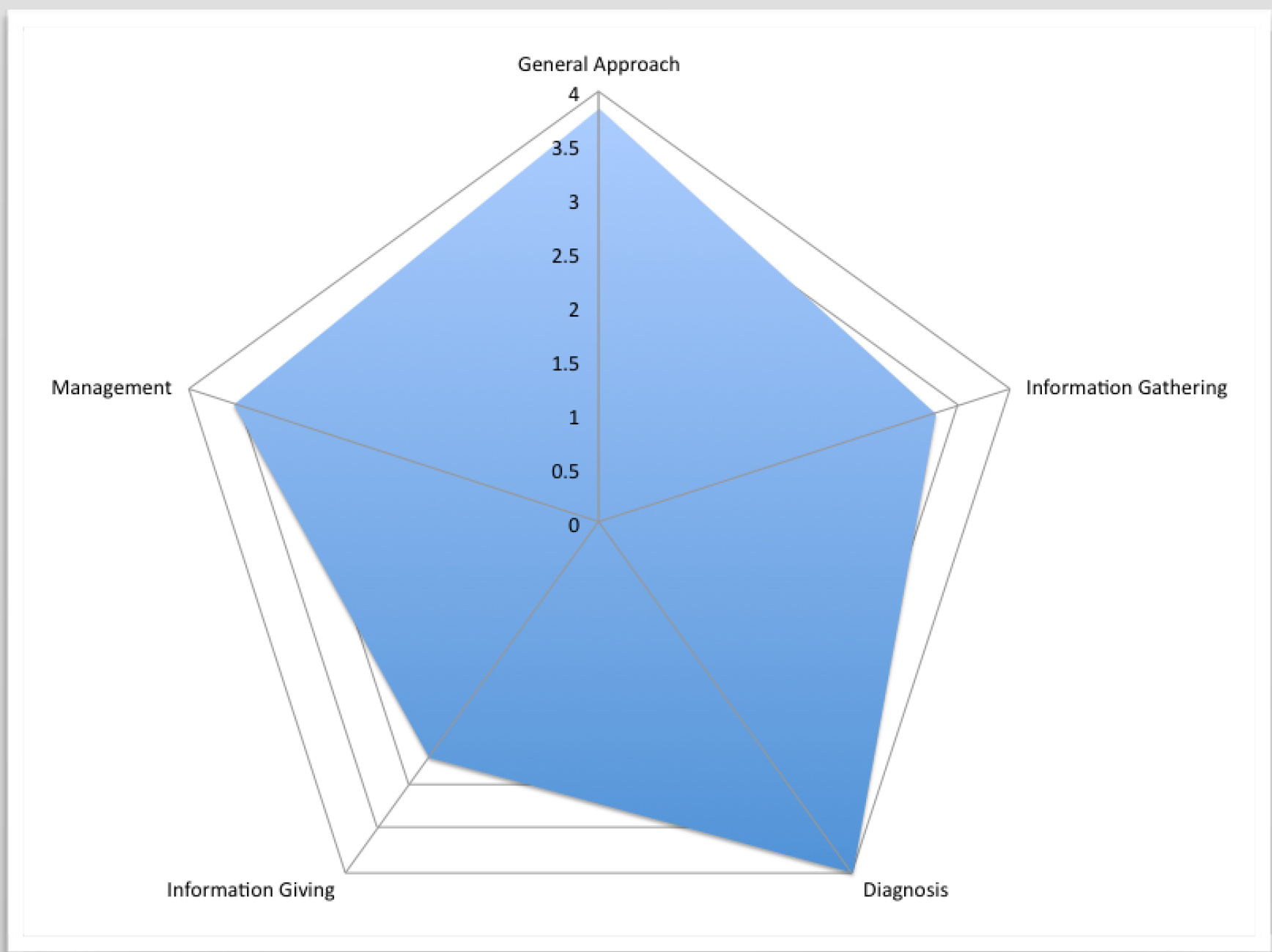
Final Concept

Route to doctor



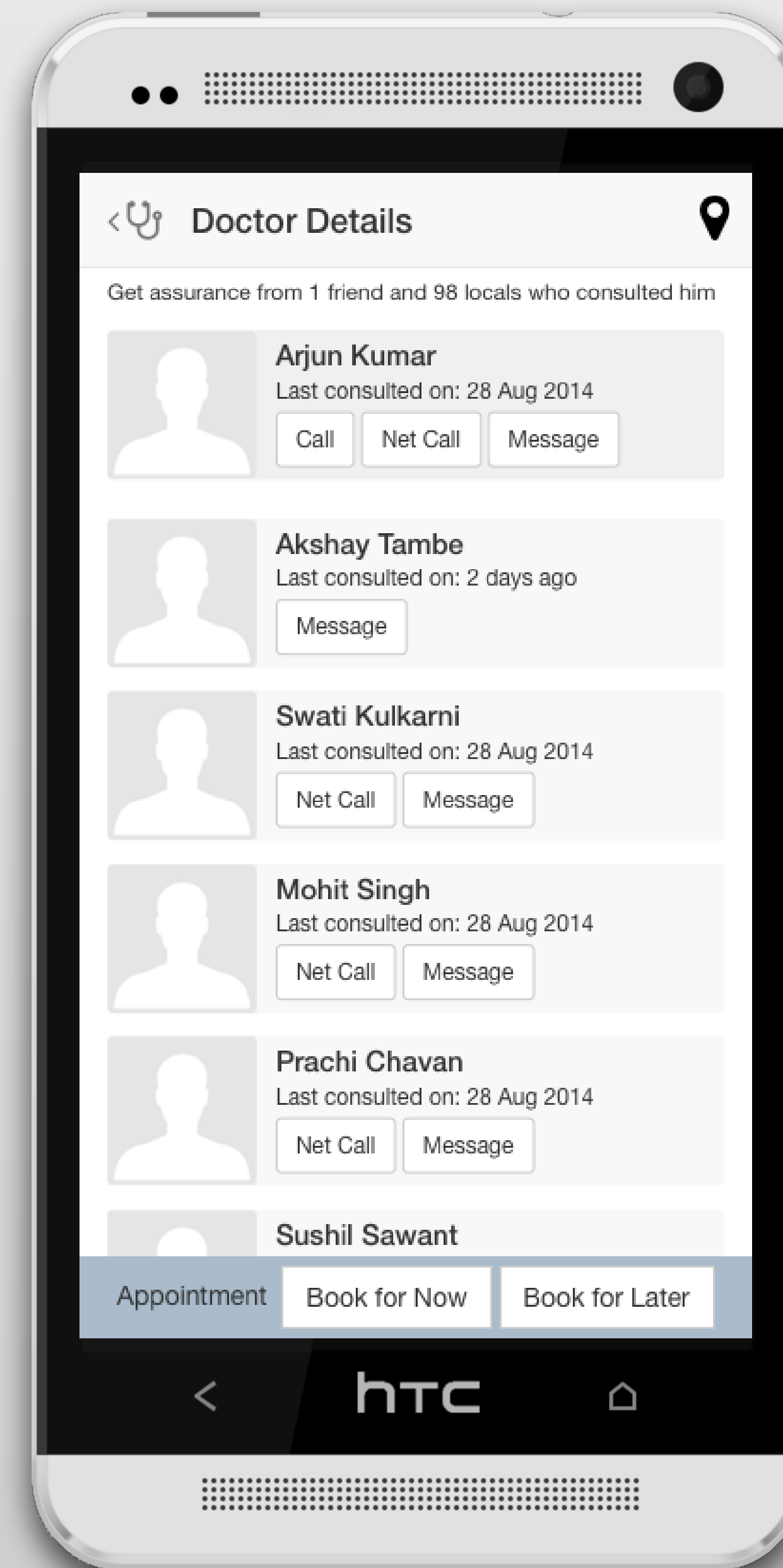
Final Concept

OSCE pentagon



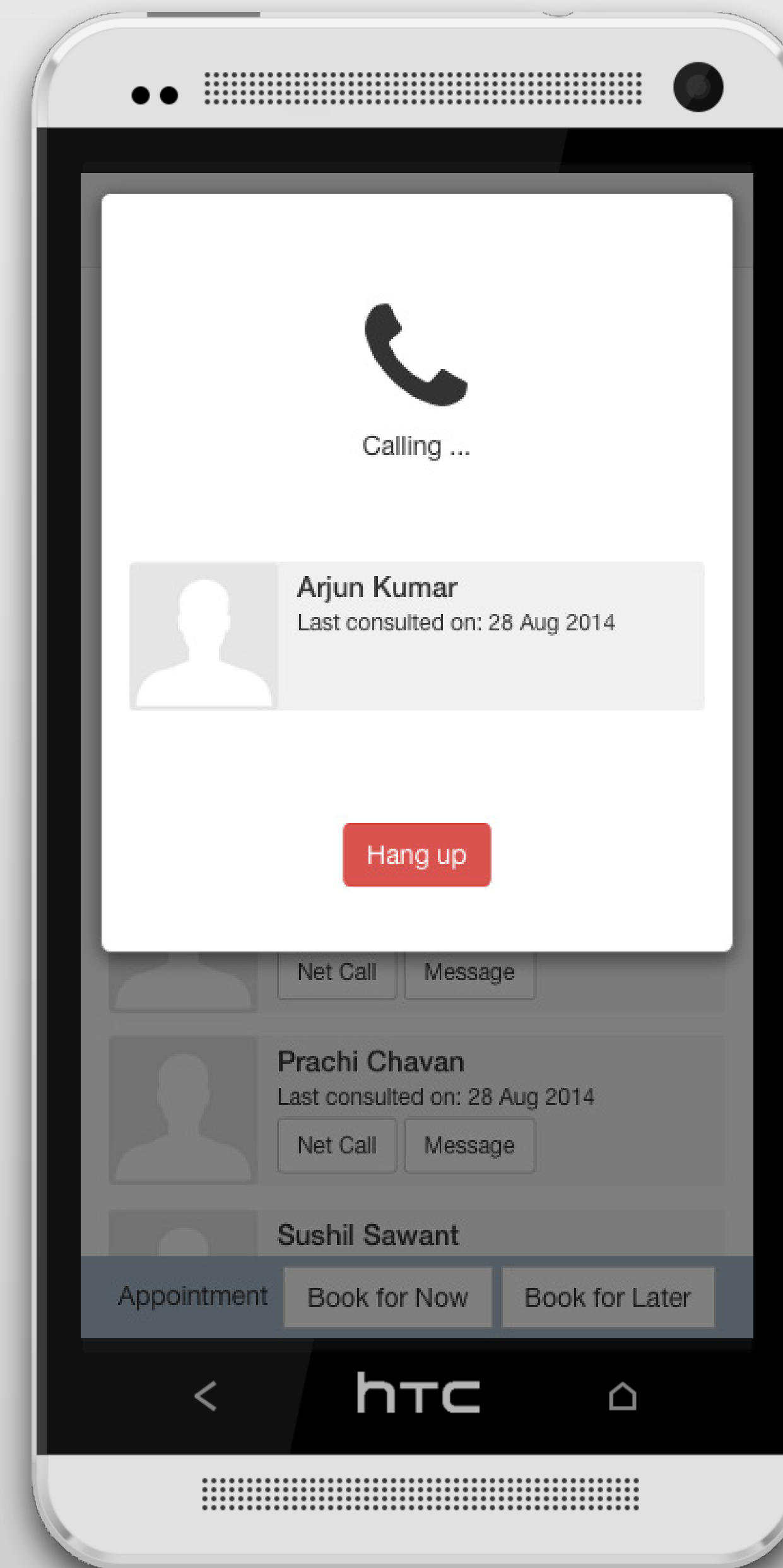
Final Concept

Social connect



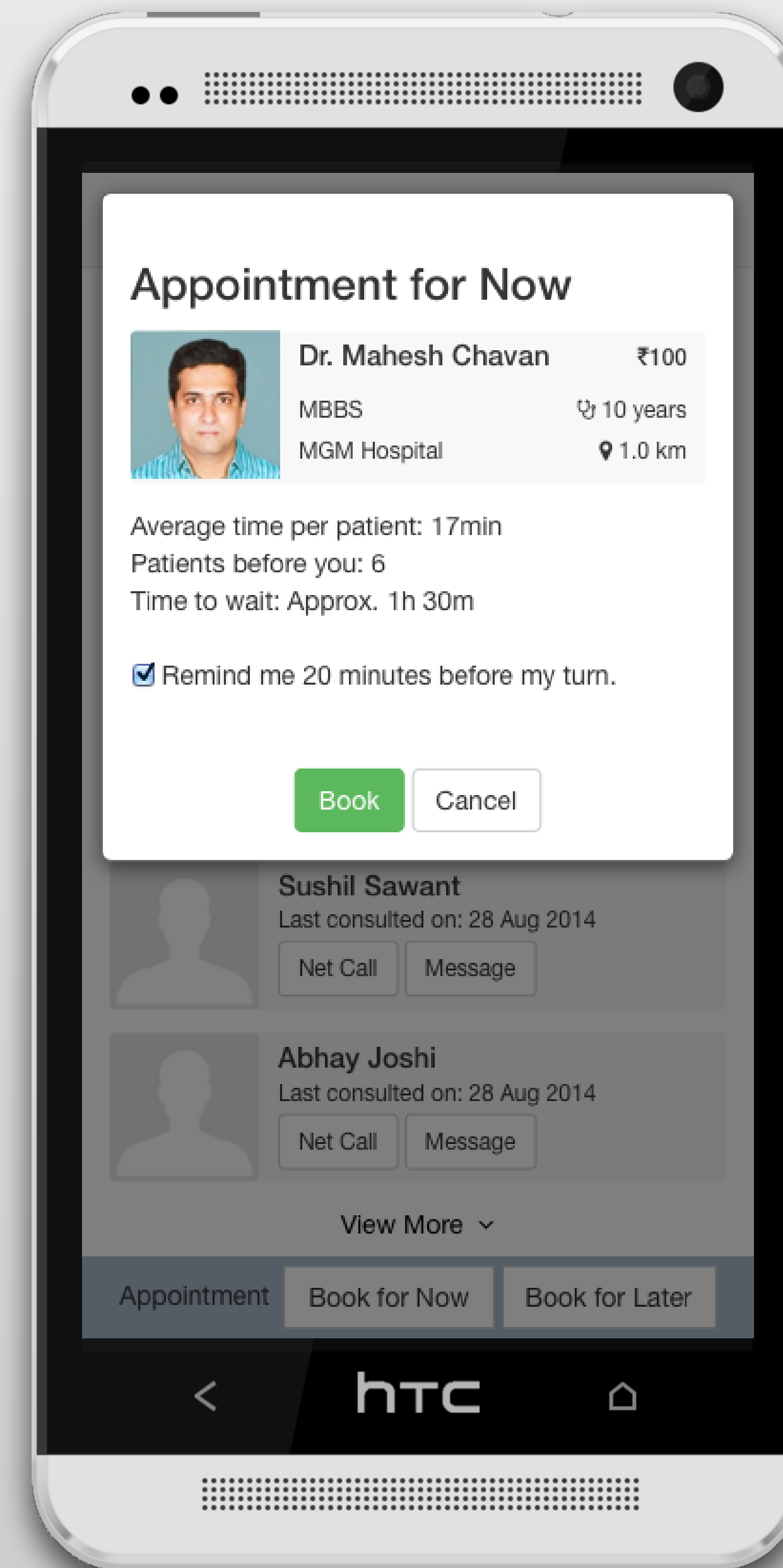
Final Concept

Net call



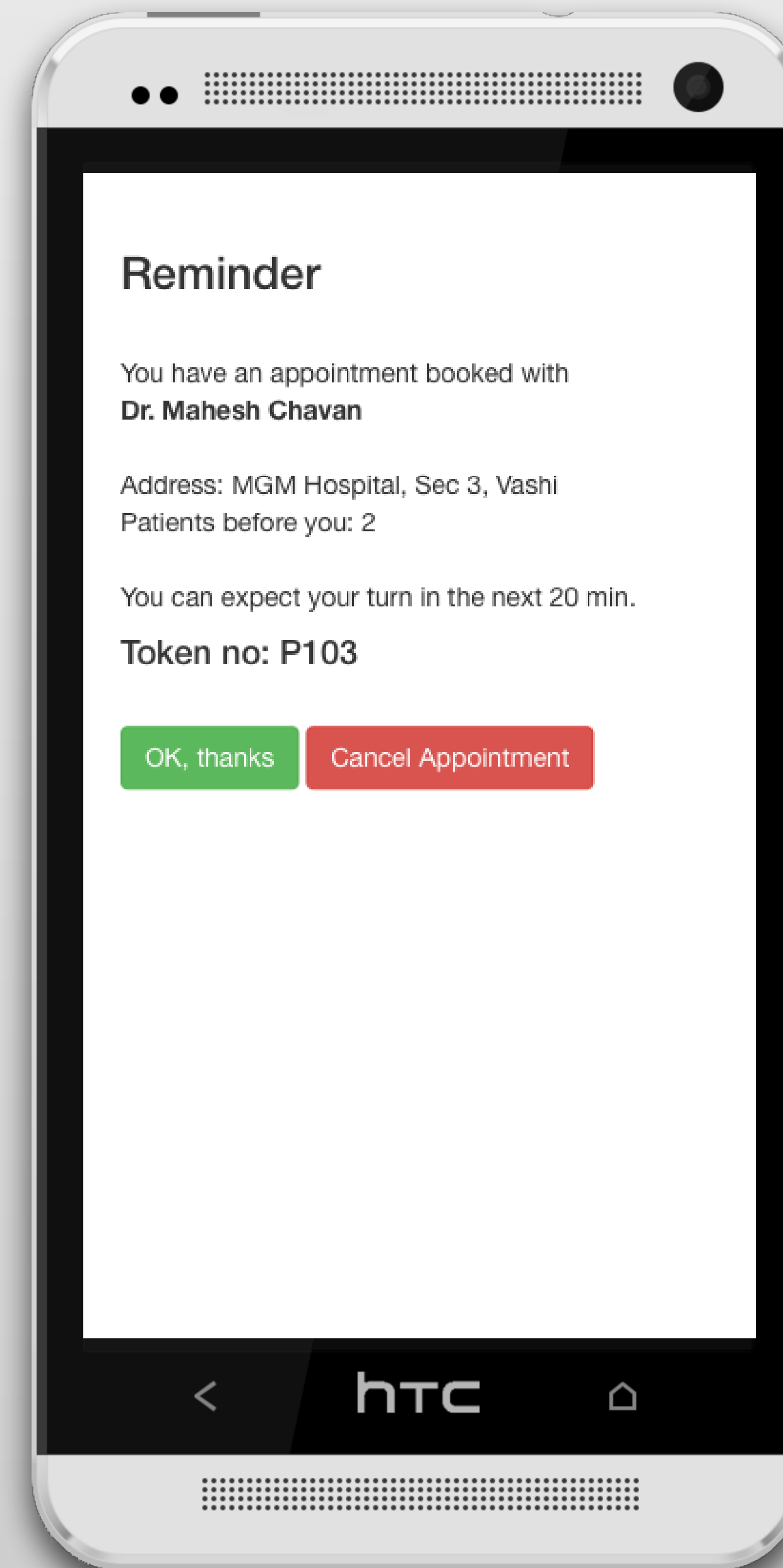
Final Concept

Appointment booking



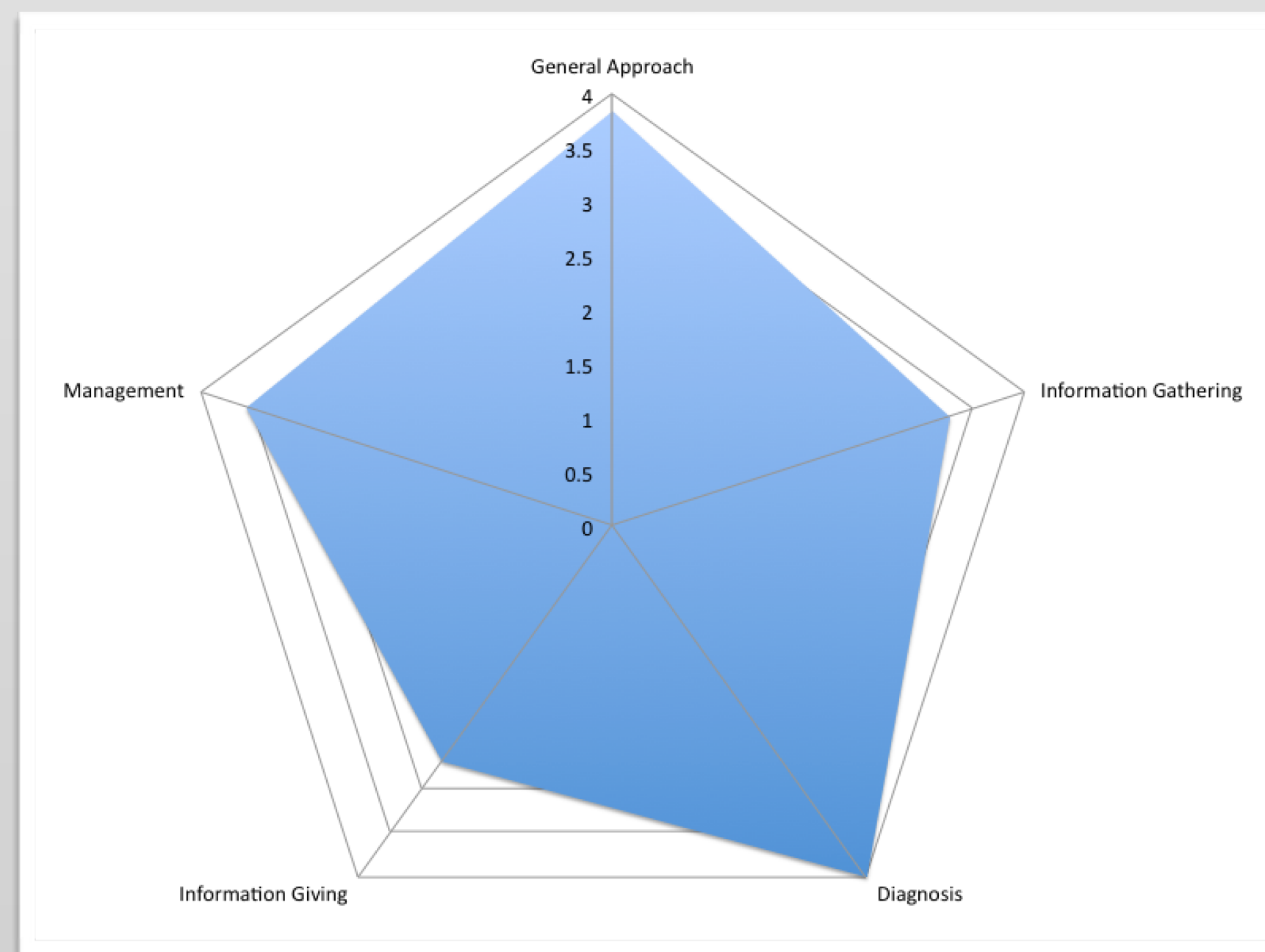
Final Concept

Reminder



Final Concept

Post consultation feedback



Feedback

You had an appointment booked with **Dr. Mahesh Chavan**. Please spare 5 min to give a feedback for your experience.

Q1. Please mention the illness keywords related to your consultation with the doctor.

Q2. The Doctor was Respectful and Polite.
S. Disagree ☐ ☐ ☐ ☐ ☐ S. Agree

Q3. The Doctor gave enough time to the patient.
S. Disagree ☐ ☐ ☐ ☐ ☐ S. Agree

Q4. The Doctor listened to the patient's problems & queries.
S. Disagree ☐ ☐ ☐ ☐ ☐ S. Agree

Q5. The Doctor appropriately examined the patient.
S. Disagree ☐ ☐ ☐ ☐ ☐ S. Agree

Q6. The Doctor gave enough information about the illness to the patient.
S. Disagree ☐ ☐ ☐ ☐ ☐ S. Agree

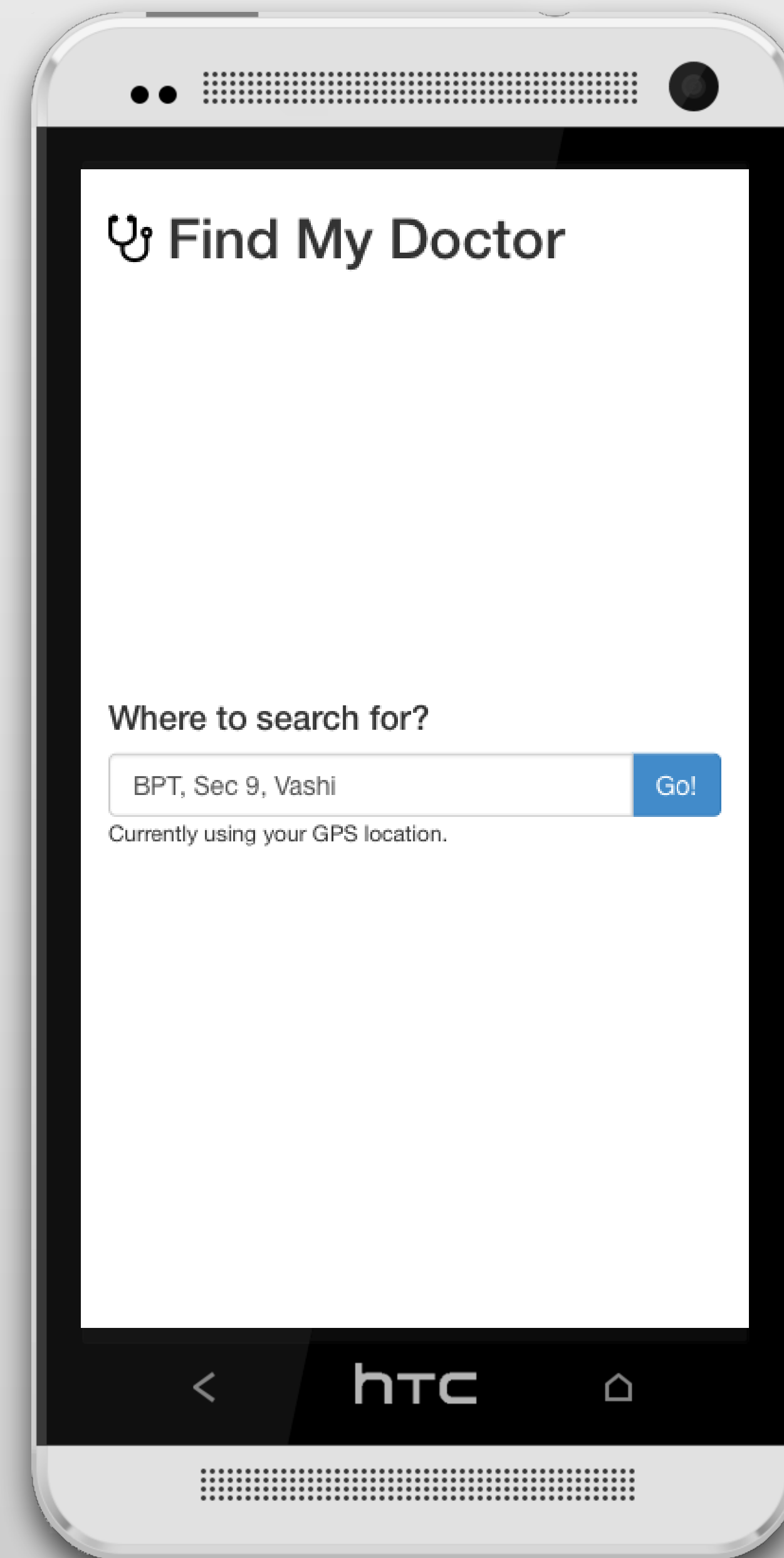
Prototype 1

HTML/CSS

Google Maps API

APK through Phonegap

Pooshwoosh push notifications



Evaluation

9 users
First time health-seeker

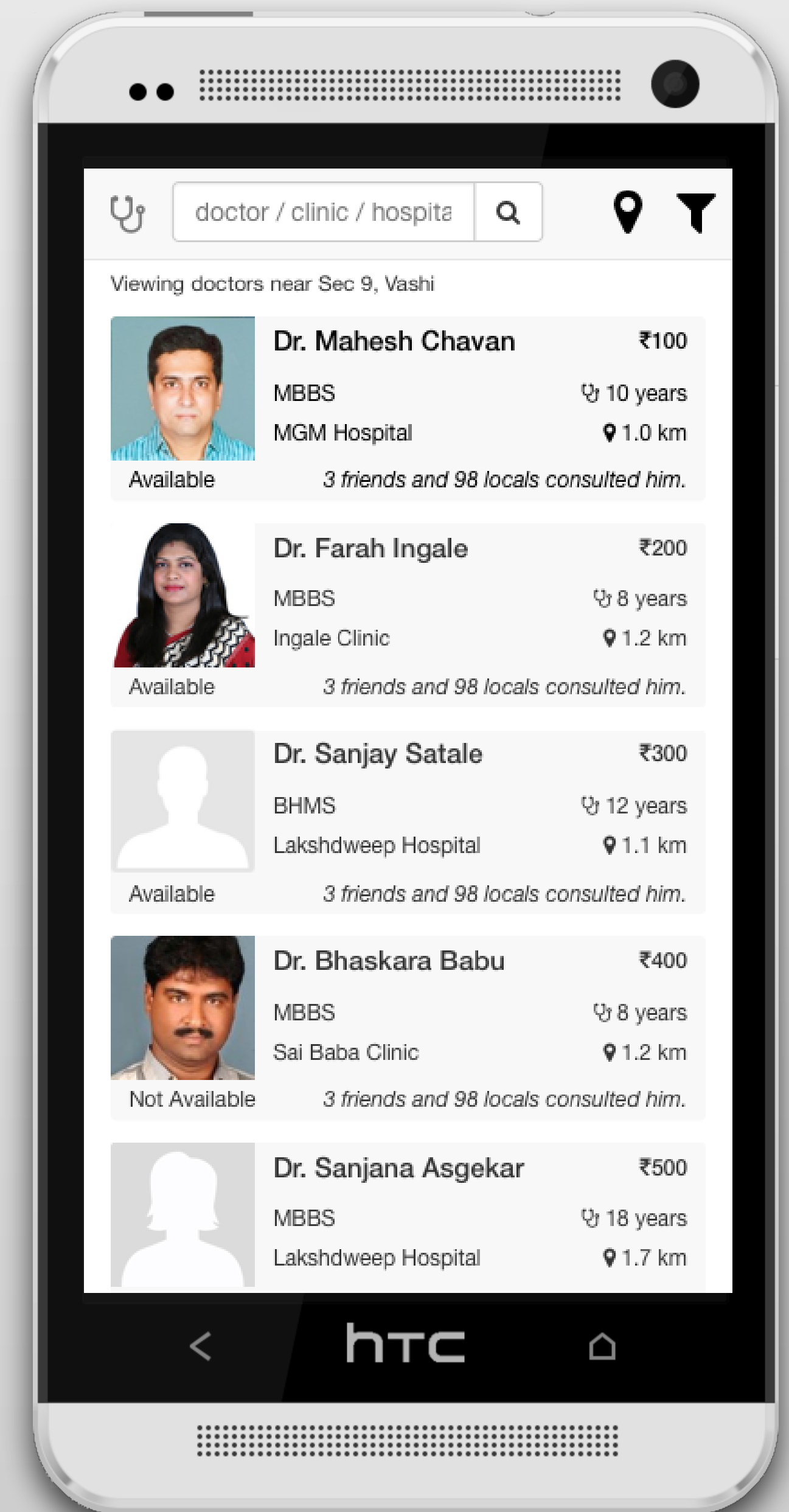
None of the users had used
a similar app before

Profession	Smartphone Usage	Age	Gender
Engineer	5 years	51	M
Engineer	2 years	46	M
Music Teacher	2 years	47	F
Tution Teacher	2 years	45	F
House wife	4 years	30	F
House wife	1 year	47	F
House wife	1 year	46	F
Student	5 years	20	M
Student	4 years	19	M

“You are a migrant to Sec 9, Vashi. You have fallen ill with heavy cold and cough. You want to use the app to find a relevant general practitioner.”

Task 1: Amongst all doctors near you find the closest one

7 out of 9 users found using list-view
2 out 9 users found using map-view



Task 2: You need to consult a doctor immediately. Find a doctor who is available now

5 out of 9 users found without filter

3 out 9 users found using filter

1 found through detailed view

Shortcomings:

Filter icon not understood by

5 out of 9 users.

Apply filter button should be upfront

Sort according to fees, distance

Filter

Fees
Set upper limit
₹0 ₹600

Timing
☐ Available Now ☐ Thursday
☐ Monday ☐ Friday
☐ Tuesday ☐ Saturday
☐ Wednesday ☐ Sunday
8:30 AM 10:00 PM

Distance
Set maximum limit
0 km 30 km

Languages Spoken
☐ English ☐ Gujarati
☐ Hindi ☐ Tamil
☐ Marathi

Gender
☐ Female ☐ Male

Experience

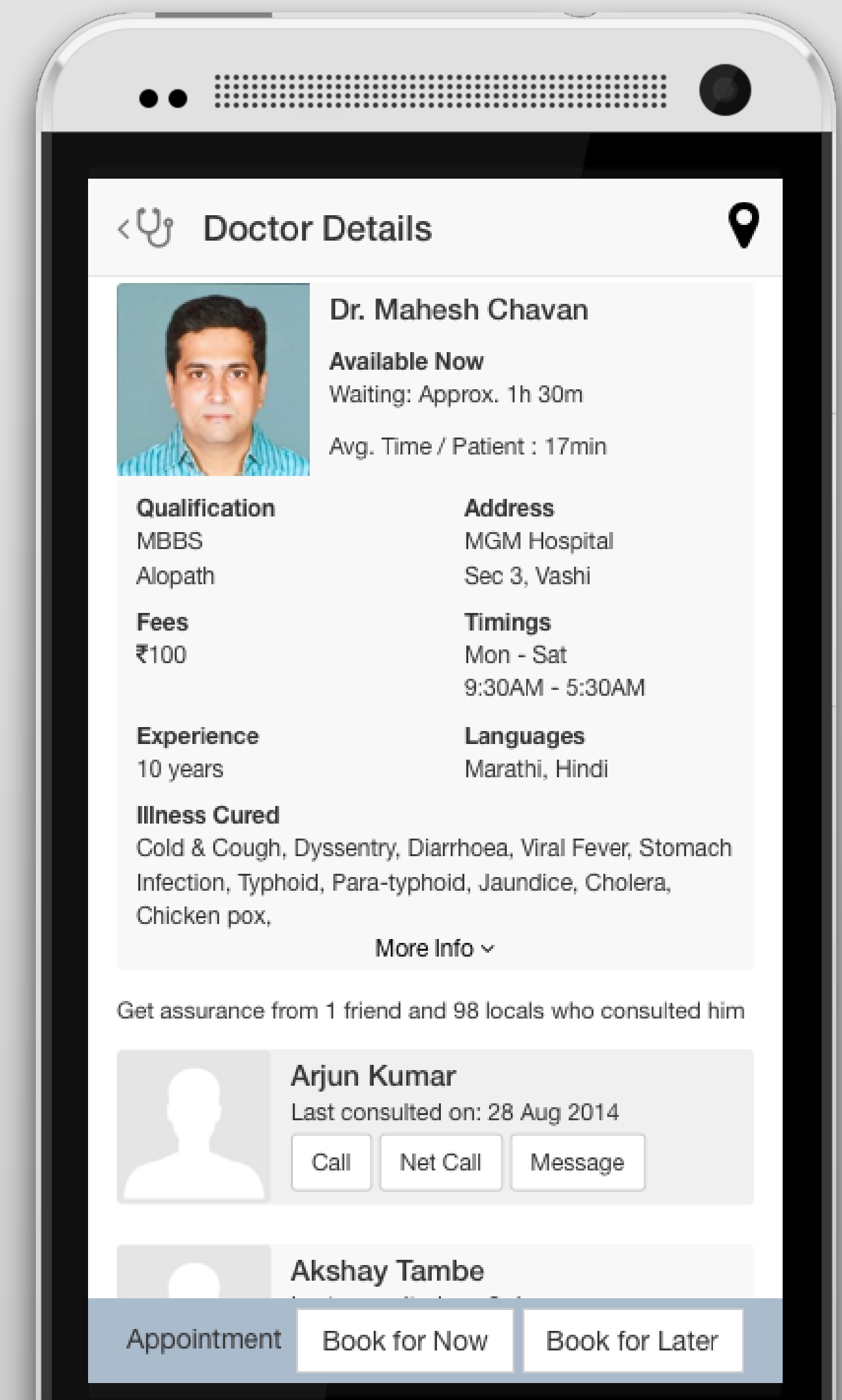
Task 3: Select a relevant general practitioner

4 users selected using quick-view

3 users selected using detailed-view

2 users selected using more-detailed-view

People require various levels of detail for deciding



Task 4: Five reasons why you decided to consult the specific practitioner

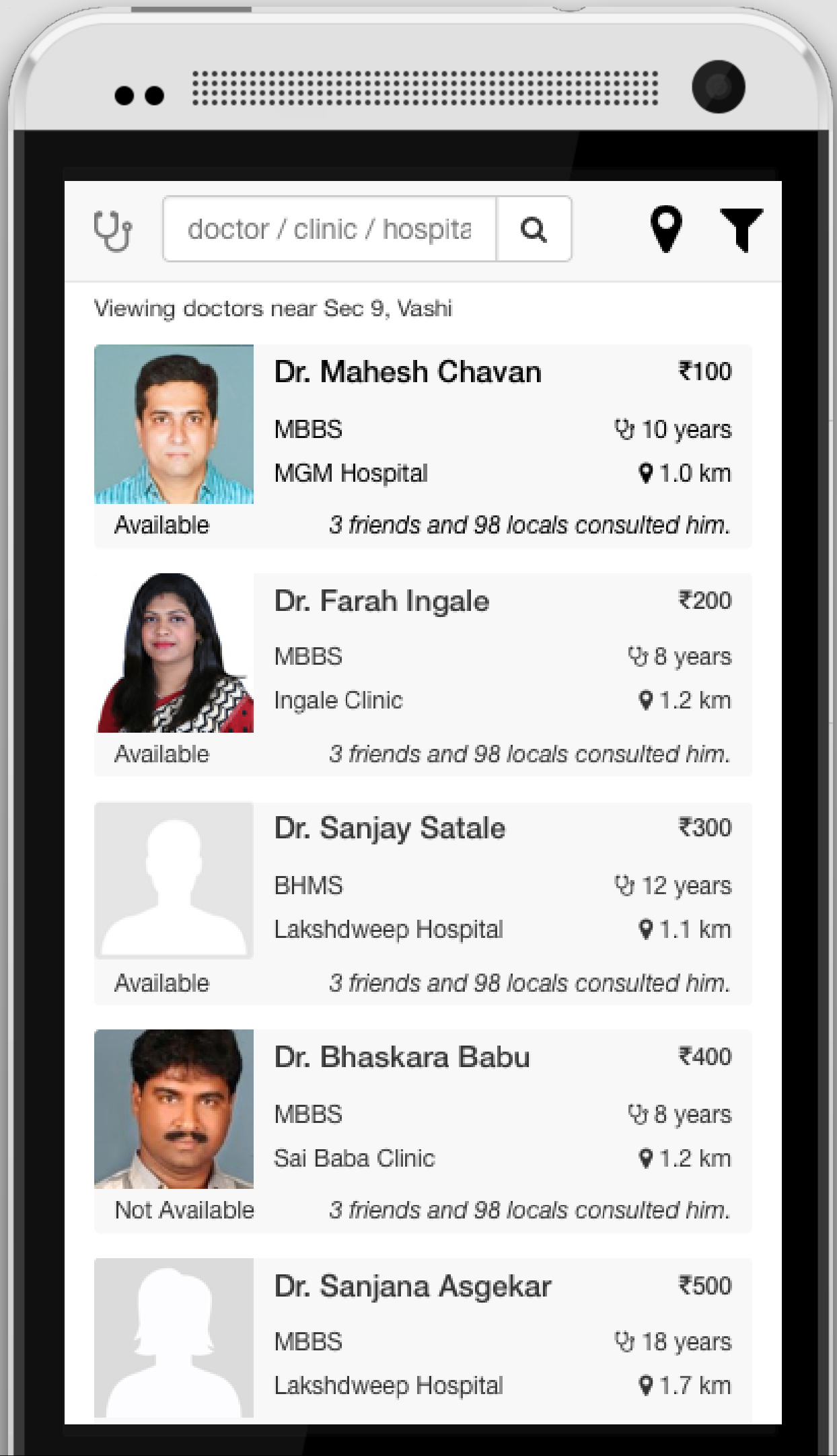
8 users had 'distance' as a reason to choose.

4 users had 'fees' as a reason to choose.

2 users had 'friends' as a reason to choose.

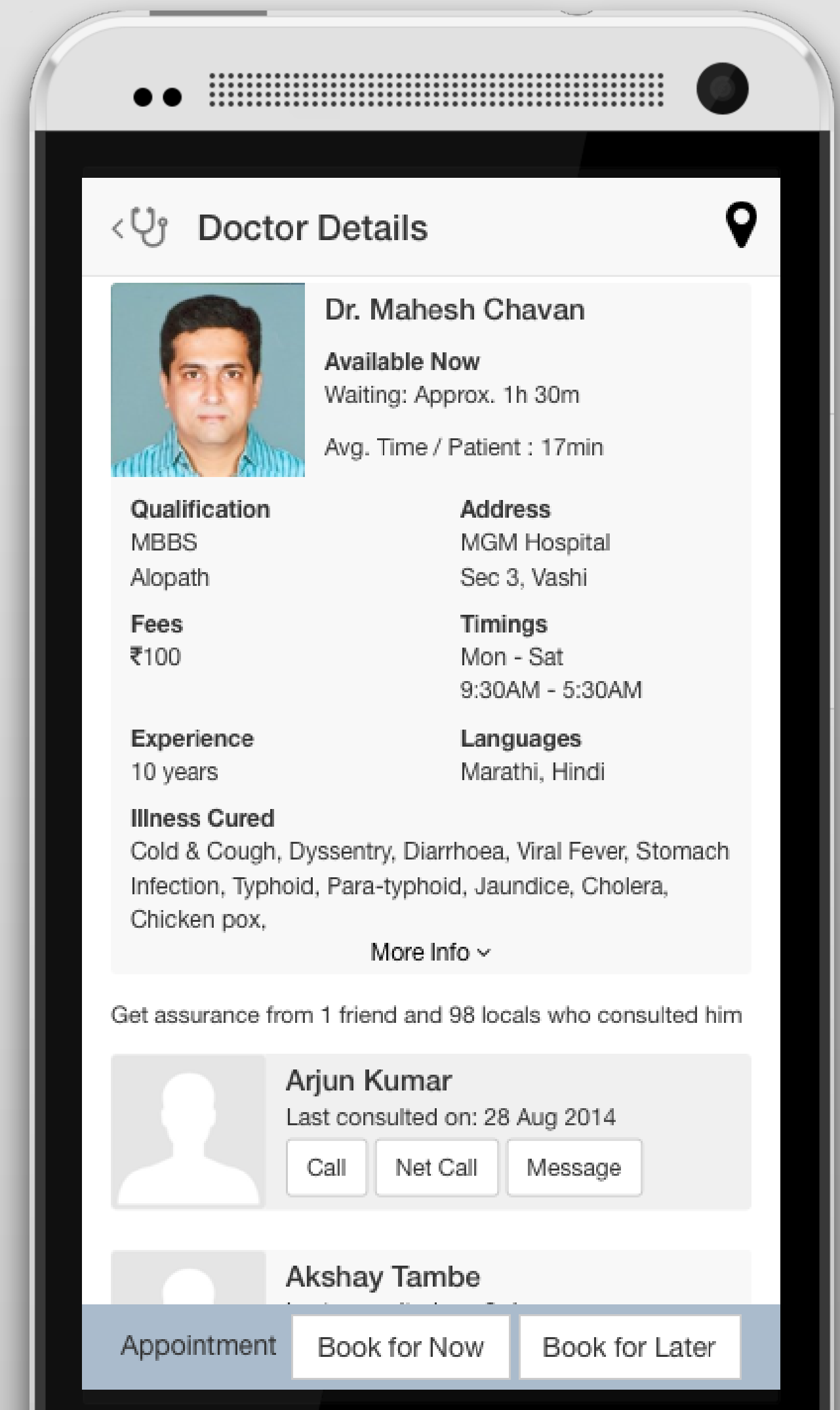
3 users had 'locals' as a reason to choose.

4 users intended to use the social connect feature.



Task 5: Book an appointment with the practitioner for now

Everyone performed correctly.

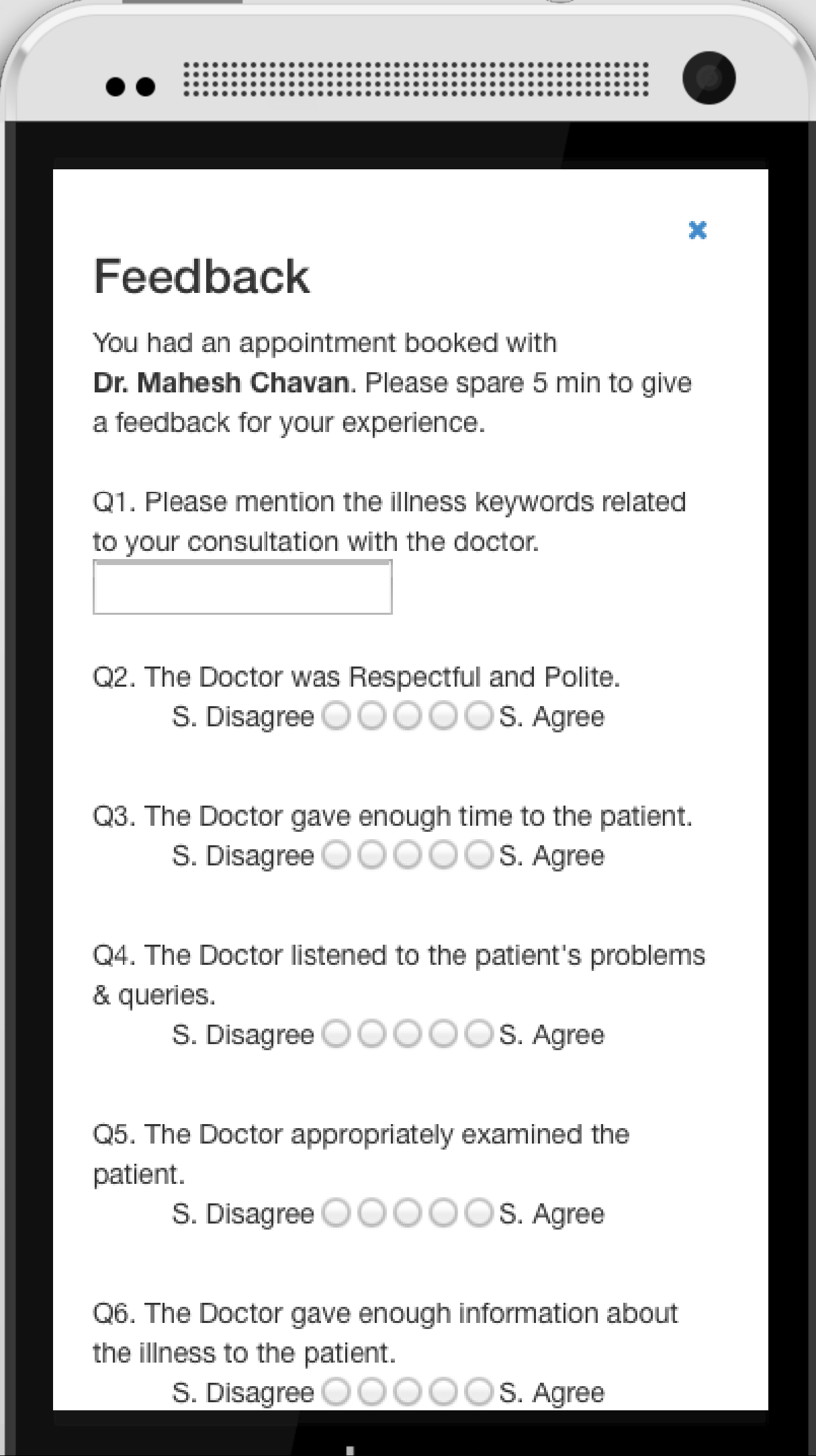


Task 6: Feedback

6 of the users found the questions relevant

1 user said its not practical

2 users suggested other questions



The image shows a smartphone screen with a feedback form. The form has a title 'Feedback' with a close button (X) in the top right corner. Below the title, there is a message: 'You had an appointment booked with **Dr. Mahesh Chavan**. Please spare 5 min to give a feedback for your experience.' The form contains six questions (Q1 to Q6) with corresponding input fields or rating scales. Q1 is a text input field. Q2, Q3, Q4, Q5, and Q6 are rating scales with five circles each, labeled 'S. Disagree' and 'S. Agree'.

Feedback ✕

You had an appointment booked with **Dr. Mahesh Chavan**. Please spare 5 min to give a feedback for your experience.

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Q6. The Doctor gave enough information about the illness to the patient.
S. Disagree ○○○○○ S. Agree

Usability Issues

List view tiles do not feel clickable.

Map/list toggle icon not understood by 4 out of 9 users.

On the map, user location should always be visible.

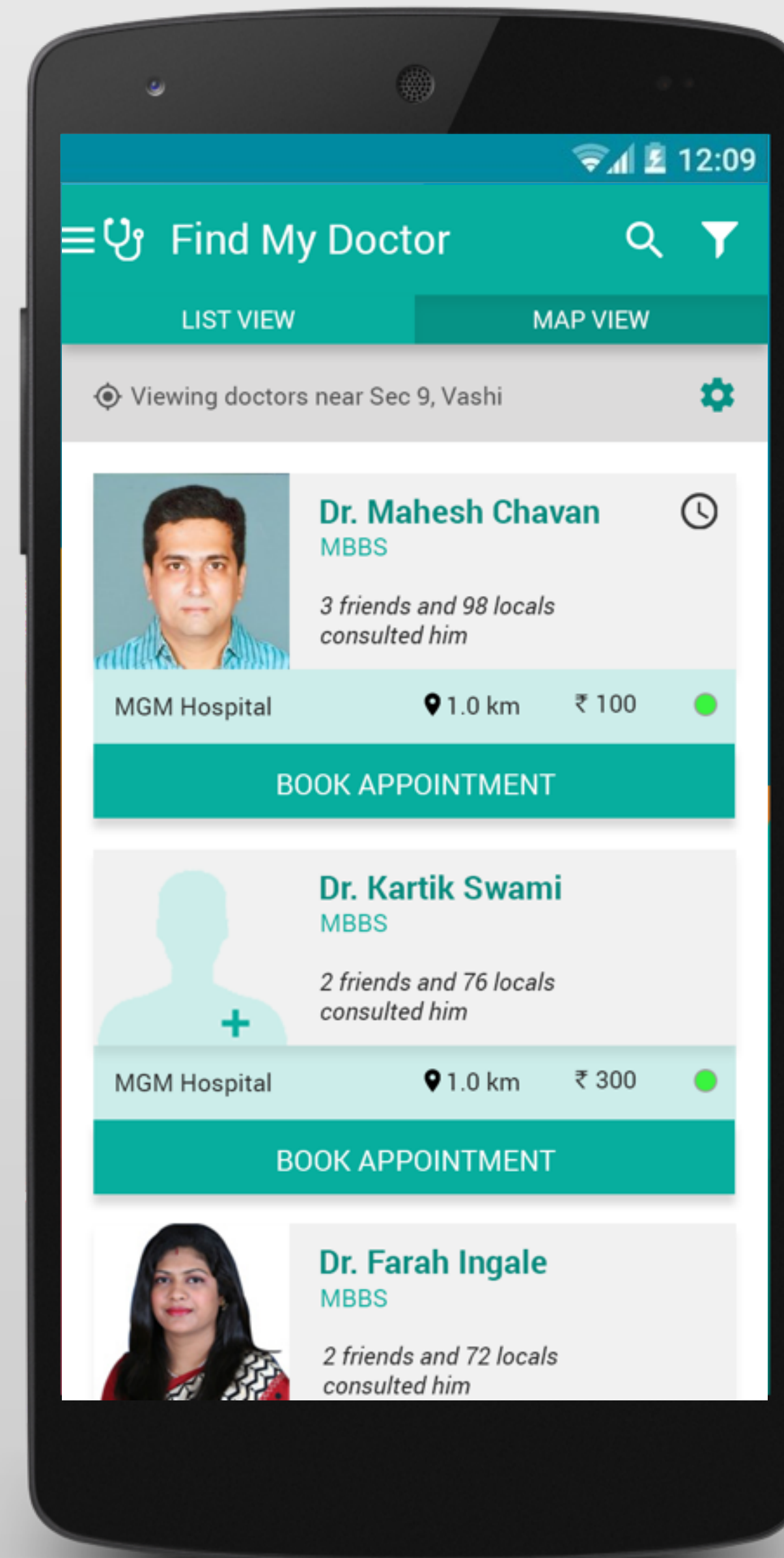
Detailed view not properly chunked.

Too many filtering options

Usefulness

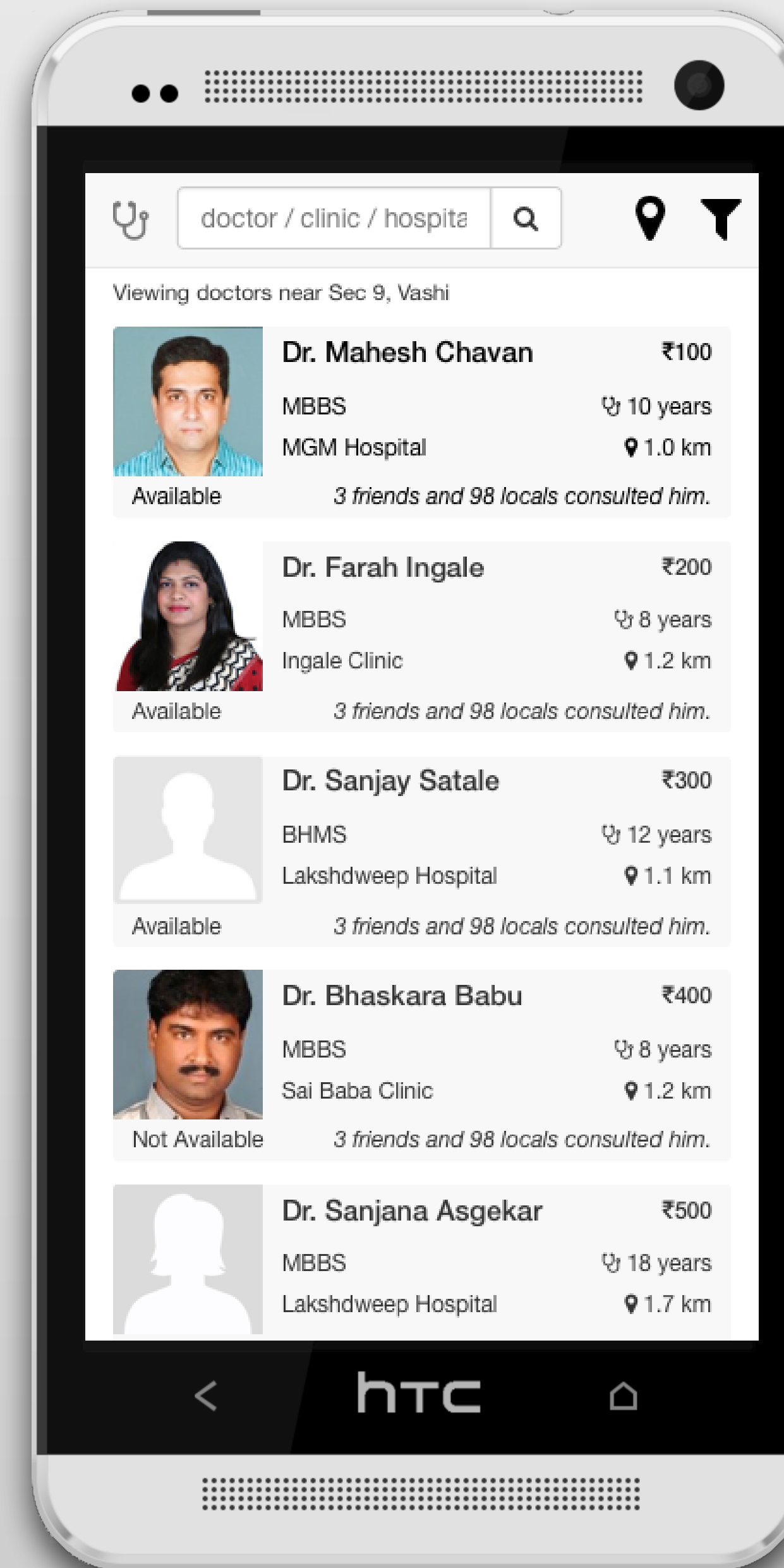
	SD	N	SA	
The app helped you in giving enough information about GPs.		3	2	4
The app helped you in filtering as per your preferences.		1	2	6
The app helped you find a desirable GP.			3	6
The app helped you in making better conversations with others.		1	5	3

Prototype 2



Final Concept

List view



Future Scope

Report/flagging users for SPAM

Relationship management feature

Scale it for Dentist, ENT, Eye

App for Doctor/Receptionist

Business Model

Shortcomings

Localisation in Navi Mumbai could not be identified

Social connect can lead to SPAM

Feedback system is difficult to be effective

OSCE pentagon may not be effective

Evaluation of only first time health-seeker

Questions?