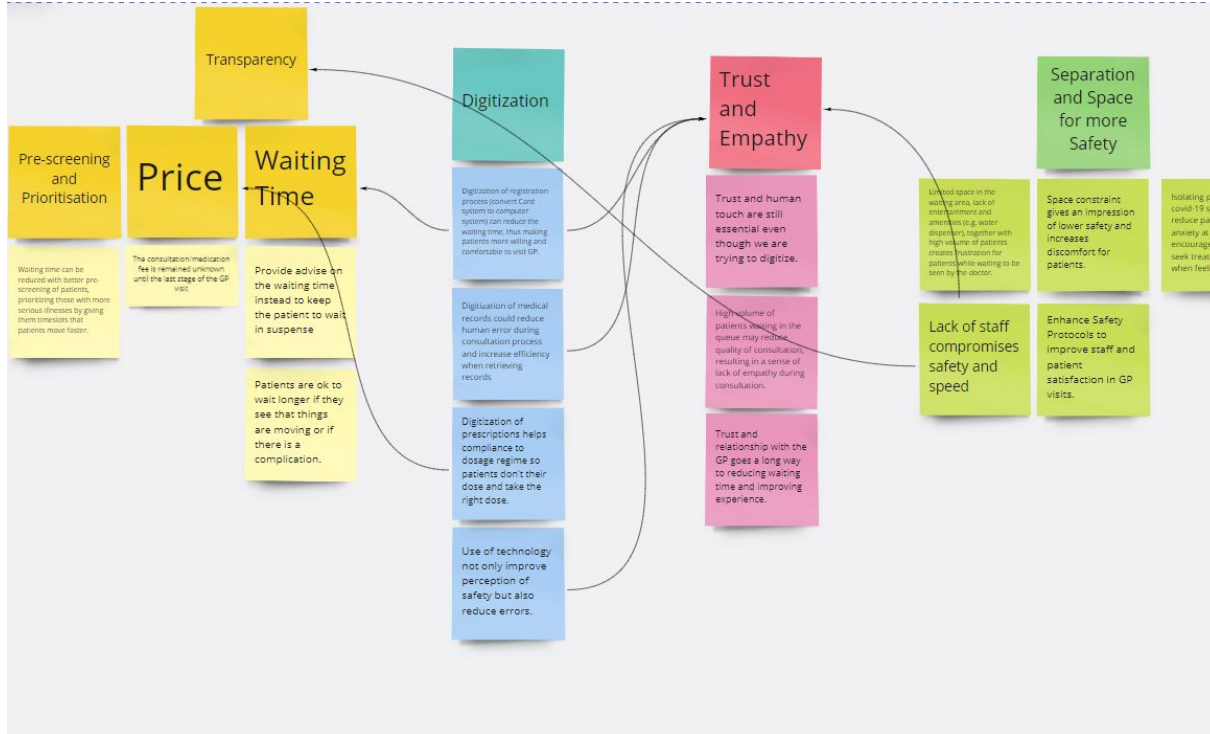# 1. Affinity Diagramming User Inputs

Conducted user interviews and used affinity diagramming to classify into logical categories.

2. Defining Our Persona

Linda Lee

Demographics

Age: 37
Singaporean
Associate Accountant
Married with 2 children
Digitally mature.

"I want to **know that they are OK** and do that **as quickly as possible** so I can focus on my work."

"The **waiting time is killing me!** I have my laptop open to answer emails, the kids are cranky and **I have no place to sit.**"

Goals & Tasks

Goals: To have a shorter waiting time, safe and seamless visit at the General Practitioner

Tasks:
- Call the trusted GPs to check on the earliest available slot in order to get the treatment quickly and also to avoid the crowd if possible.
- Make the comparison among other GPs based on the reputation/review of the GPs if the trusted GP is not available.
- Ask the doctor for what can do and what not to do based on the sickness.
- Reconfirm with the nurse/receptionist on the prescription before leaving the GP if there is any concern.

Needs

- Comfort at the clinic, e.g. a place to sit and enough space.
- Wants quality of care, especially for her children a is willing to pay a little more to make that possible.
- See the doctor as soon as possible.
- Spend as little time at the clinic as possible by leveraging apps or even paying a little more.
- Assurance that there is nothing serious with her children.

Pain Points

- Insufficient seats at the waiting area
- Space constraints at the waiting area without separate isolation area makes her feel unsafe and concerned about h child's safety
- Long waiting time
- Unable to recall the details regarding prescription advised I clinic staff after leaving the clinic due to bad writings
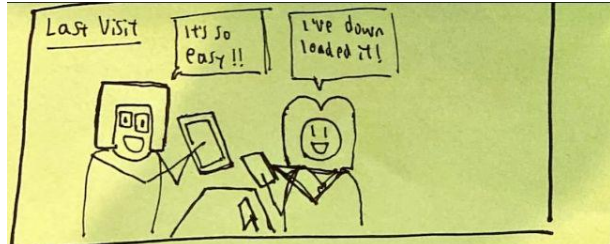
Defined a persona based on pain points and goals from our user interviews.

3. Ideation Using Crazy 8s
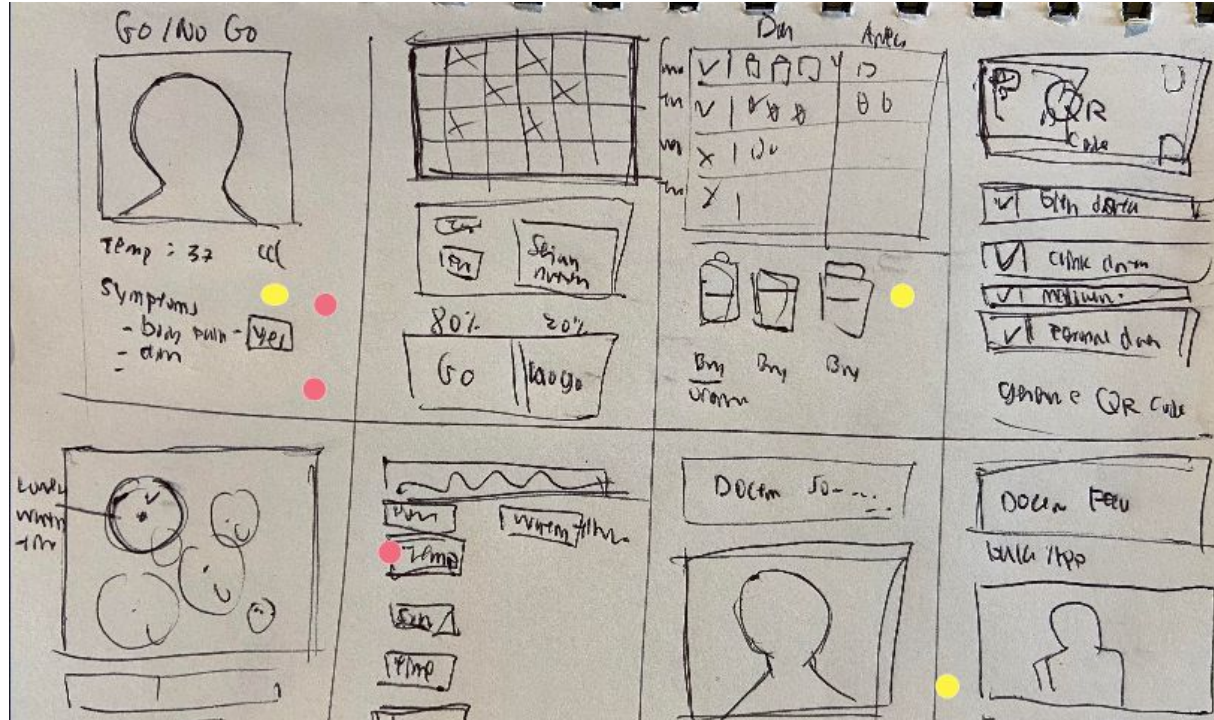
1 minute per idea, 8 minutes on the clock, go!

4. Storyboarding

Storyboard key frames of the app to illustrate integration into the user's experience journey..
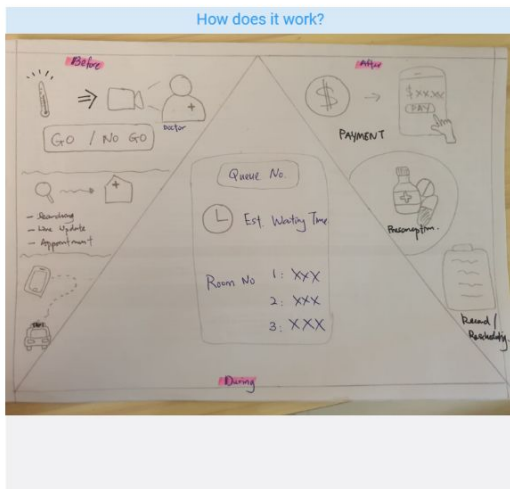
5. Concept Poster

Q Clinic
(All in One GP App)

What is the big idea?

HMW provide fast decision making whether or not to see a GP, seamless transportation to-and-fro, registration and consultation services when a patient visits a GP.

Who is it for?

1) Working parents with children.
2) Time crunched professionals.

How does it work?

Before — GO / NO GO — Doctor — After — PAYMENT — $ XX.XX PAY

Queue No.

Est Waiting Time

- Scanning
- Live Update
- Appointment

Room No 1: XXX
         2: XXX
         3: XXX

Prescription.

Refund / Reschedule

During

Why might it fail?

- Low adoption of users.
- Low clinic base due to resistance to change processes and methods.
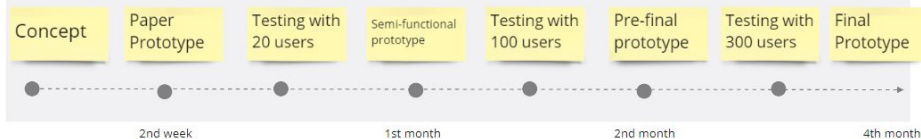- Users might not find it useful and easy to use the app.

What can we prototype and test now?

We have to define our test goals of QClinic. Then we can start our prototype user testing from our high fidelity design mock up. Since its an app, we also need to perform device testing. We can do remote as well as in person testing.
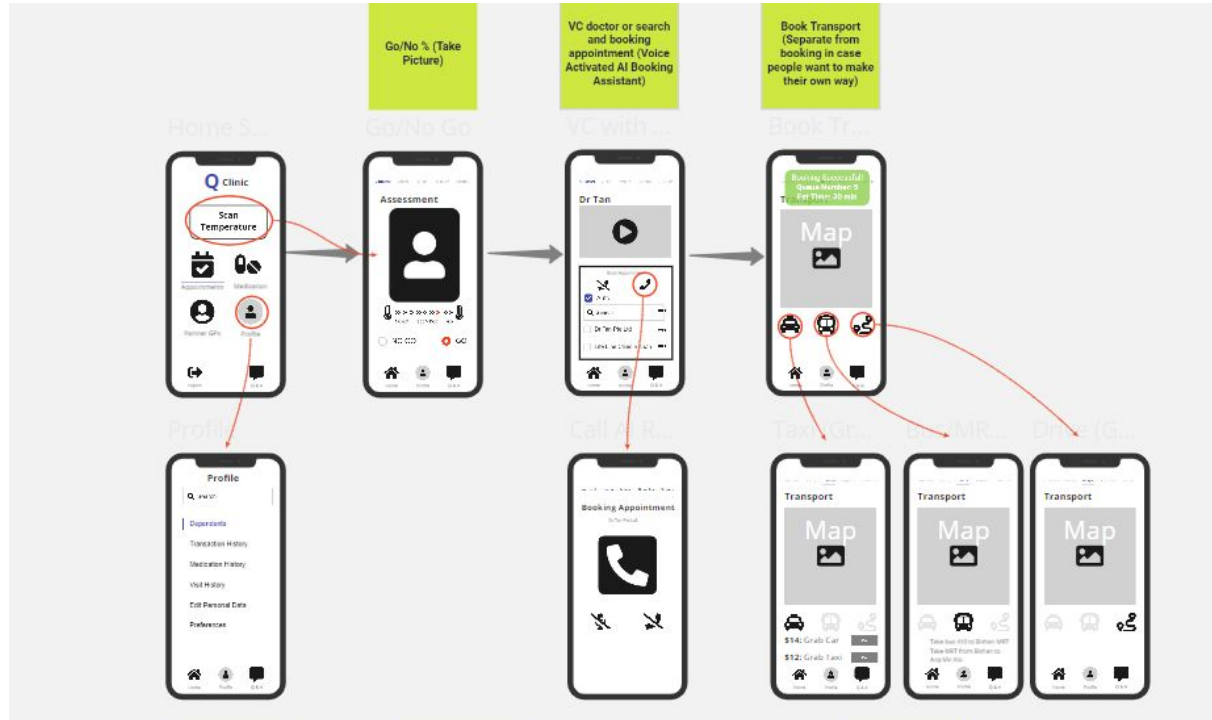
How will we know that it's working?

Quantitative
1) Time spent from finding out patient is sick to leaving the GP reduced by 35%.
2) Number of people in the queue at the clinic reduced by 15%.

Qualitative
1) Improve app usability score (1 to 10) by 20%.
2) Improve experience score (1 to 10) by 30%.

How will we deliver this to the world?

Concept | Paper Prototype | Testing with 20 users | Semi-functional prototype | Testing with 100 users | Pre-final prototype | Testing with 300 users | Final Prototype

2nd week — 1st month — 2nd month — 4th month

Designed a one page summary with all the key ideas of the app.

6. Wireframing

Designed low fidelity frames and button links to quickly show a potential client in-app user experience while maintaining flexibility to iterate.