Q Clinic

Family doctor visits made easy

Photo: Unsplash, Le Yien

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Executive Summary

Brief
Improve GP[1] visit experience and reduce long waiting times.

Objectives
1. See the doctor as soon as possible.
2. Minimize exposure to people with illnesses.
3. Help patients remember and adhere to prescriptions.

Recommendation
Develop a seamless end-to-end clinic visit phone-based app

1. General Practitioner/ Family Doctor

What We Heard From Our Users

Long waiting time at the GP.	Want to know the progress throughout the visit.	Small and confined space at the waiting area make visitors feel unsafe.	Insufficient seating at the Waiting Area.	Unable to recall the details of prescription leaving the GP.
"Waiting time is killing me" Ms. Lai L.C	"How long do I need to wait for a consultation with doctor and collection of medication?" Ms. Evelyn Yeo	"I feel unsafe as the clinic is too small and the lack of an isolation area for patients" Ms. Lau W.Z	"Waiting seats are not sufficient" Ms. Tan H.W	"Tend to forget the prescription details after leaving the clinic" Ms. Lau W.Z

Introducing: Q Clinic

All-in-One GP Visit App

1. Quick initial assessment

2. Seamless end-to-end process
   a. Appointment Booking
   b. Registration
   c. Transportation
   d. Payment
   e. Prescription Reminders

Meet Linda Lee

Aged 37

Singaporean

Associate Partner at a consulting firm

Married with 2 children

Digitally savvy

"I need to know that my son is OK ASAP so I can focus on my work. So many meetings today!"
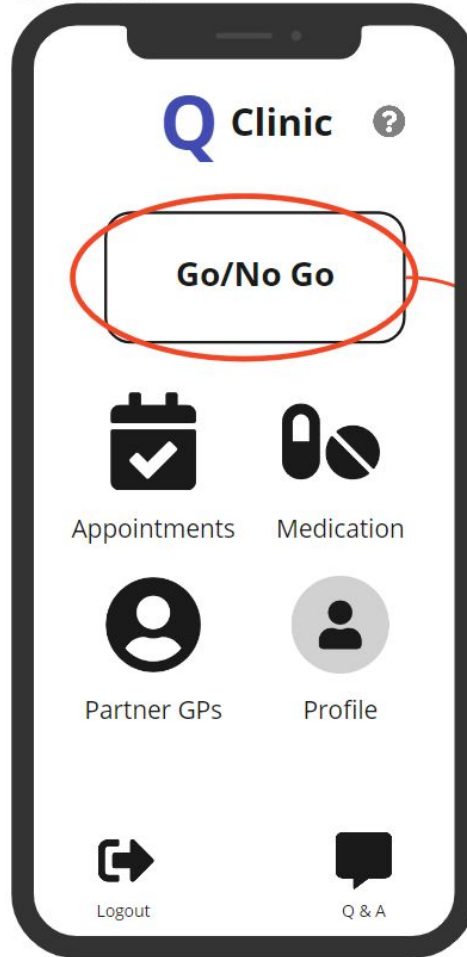
"The waiting time is killing me! I have my laptop open to answer emails, the kids are cranky and I have no place to sit."
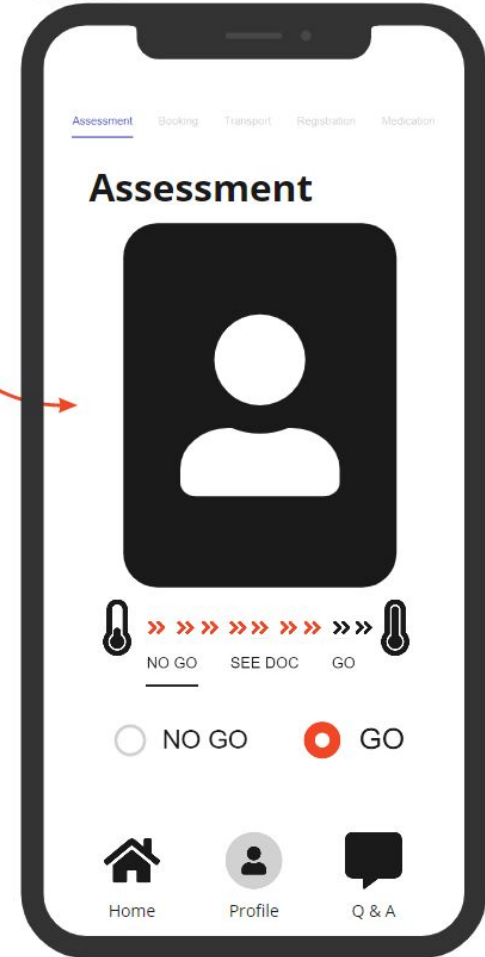
Child has a temperature.

Linda uses the Go/No Go function to decide whether to see the GP.
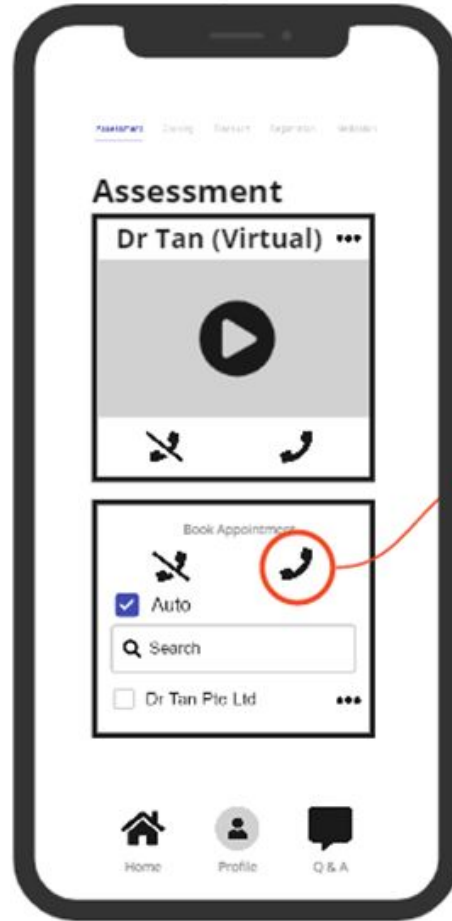
She decides to Go.

Home Screen

Q Clinic

Go/No Go

Appointments   Medication

Partner GPs   Profile

Logout   Q & A

Go/No Go

Assessment   Booking   Transport   Registration   Medication

Assessment

NO GO   SEE DOC   GO

NO GO   GO

Home   Profile   Q & A

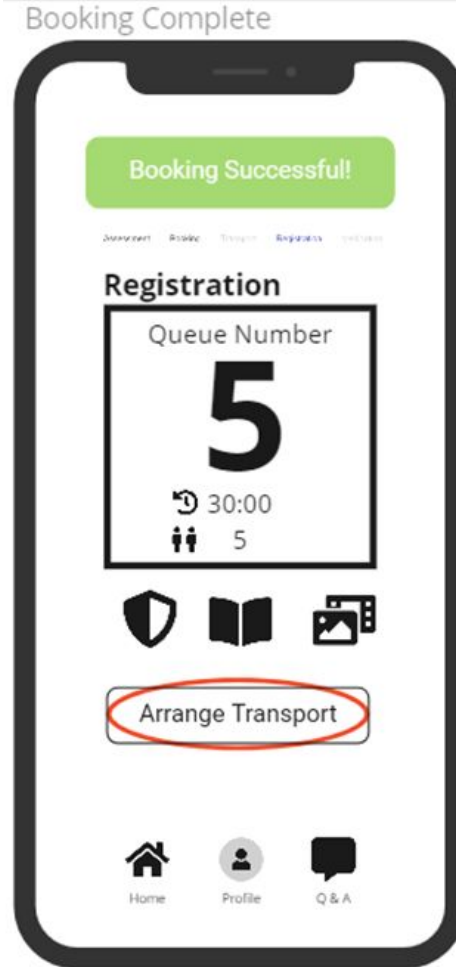She makes an appointment by talking to the AI receptionist which knows her preferences stored in-app.

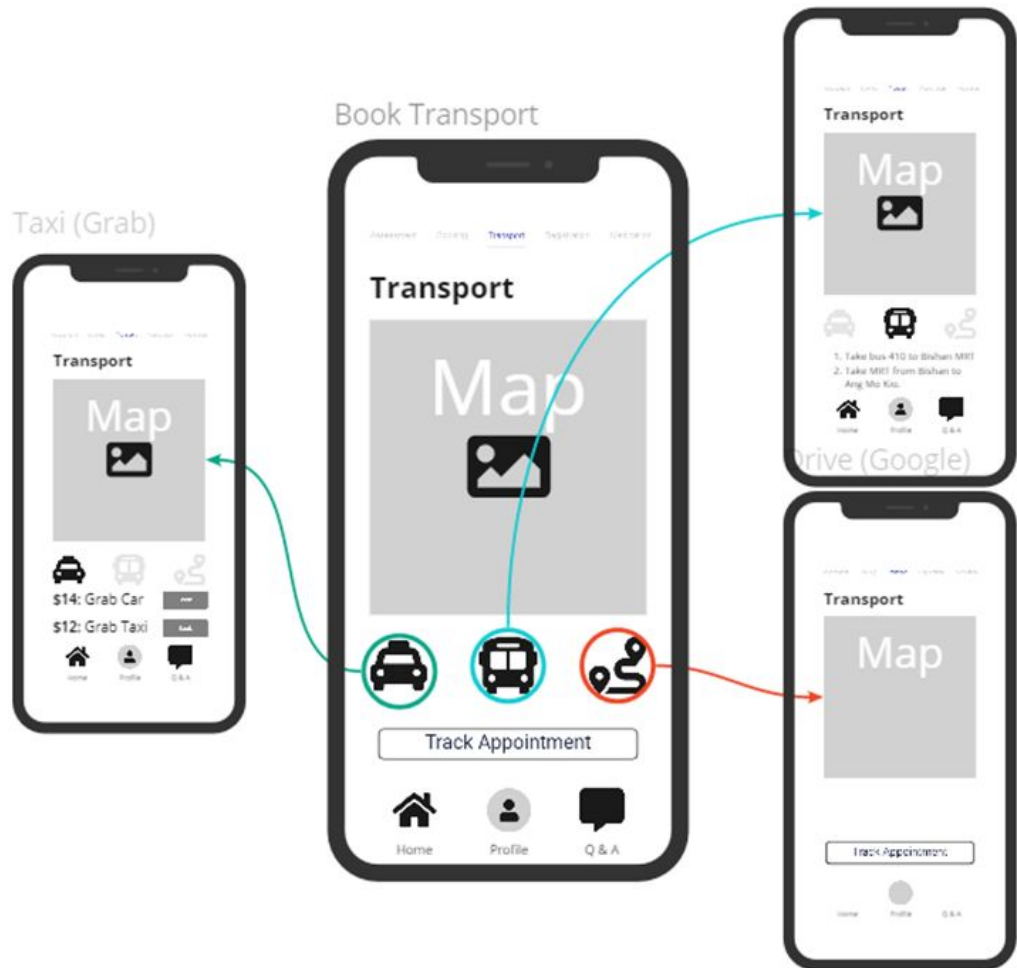Upon appointment confirmation, the app provides live updates on queue number, waiting time, and crowd level.

Booking Complete

Booking Successful!

Registration

Queue Number

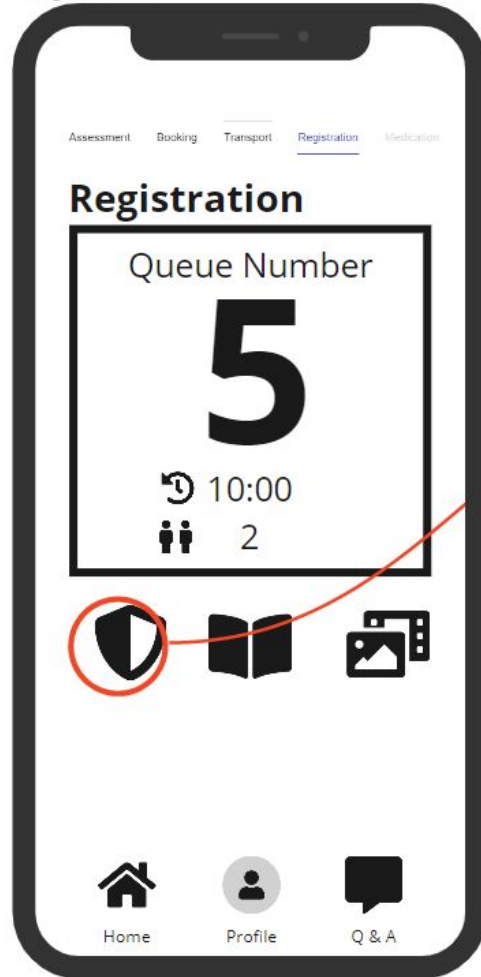5

🕤 30:00

👥 5

Arrange Transport

Home   Profile   Q & A

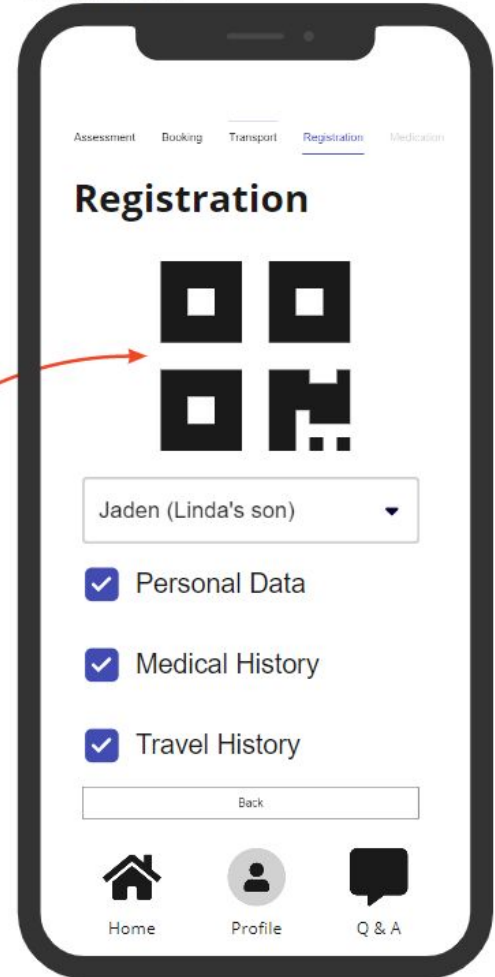After Linda books her appointment, she is directed the transport page to choose her transport options.

At the clinic. Linda presents a QR code for registration. Her child's health records are immediately accessible.
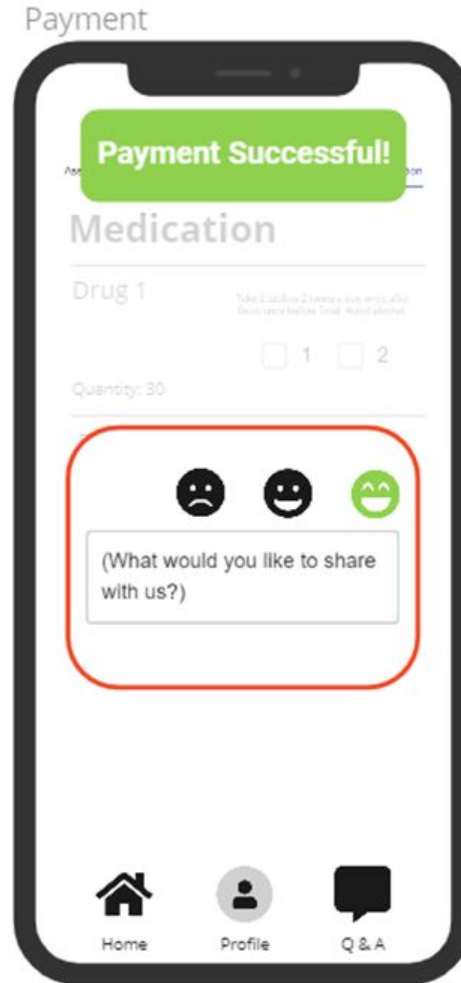
After consulting the doctor, Linda collects the medication and leaves.

Payment is automatically done and a pop up collects her rating of her experience.

The Medication reminder gives Linda peace of mind that she will not get her child's dosage wrong once home.

Concept Summary

Q Clinic

All-in-One GP Visit App

What is the big idea?

1. Provide fast decision-making to see or not to see the GP.
2. Seamless outpatient experience at GP, starting from the transportation, registration, consultation, prescription & payment.

Who is it for?

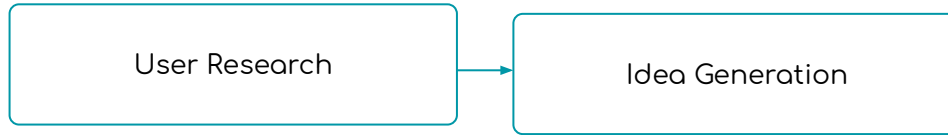1. Working parents with children.
2. Time-crunched professionals.

Why might it fail?

1. Low adoption by elderly users.
2. Low clinic participation due to resistance to change.

Delivery Road Map

Concept

Phase 1 (2 Weeks)
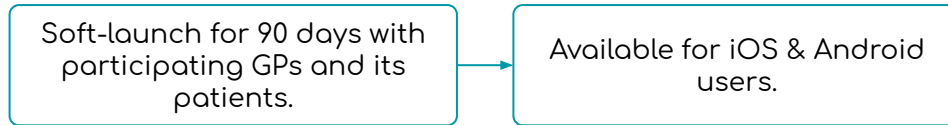
| User Research | → | Idea Generation |

Development Testing

Phase 2 (14 Weeks)

| Paper Prototype : Test with 20 users | → | Alpha Prototype : Test with 100 users | → | Beta Prototype : Test with 300 users |

Launching & Deployment

Phase 3 (12 Weeks)

| Soft-launch for 90 days with participating GPs and its patients. | → | Available for iOS & Android users. |

Full Roll Out

Phase 4 (12 Weeks)

Official Website, Social Media, Influencers, Google Ads and Public Relations Campaign.

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Thank You