

Aarogyam

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Project overview



The product:

Aarogyam is a digital check-in and appointment booking platform designed to enhance the patient experience at healthcare clinics. It allows users to book appointments, complete initial health screenings, and receive real-time updates all from their mobile or desktop devices. By streamlining these processes, Aarogyam reduces wait times, eliminates paperwork.



Project duration:

1 Month (Dec 2024)



Project overview



The problem:

The problem I was trying to solve was to streamline the patient check-in process and initial health screenings by creating a user-friendly, responsive website that reduces wait times and improves the overall patient experience at a family doctor's office. This solution also aimed to ensure accessibility and ease of use across various devices.



The goal:

Design a responsive website that allows patients to check in to their family doctor's office and answer initial health screening questions

Project overview



My role:

Lead UX designer, UX researcher



Responsibilities:

- User Research & Analysis
- Information Architecture & Wireframing
- UI & Interaction Design
- Prototyping & Usability Testing

Home

Patient Login

Username

Password

New Patient
Registration

Forgot
Password

Patient Signup

Dashboard

View/ Manage
Appointments

Saved Doctor
Profiles

Current
Medications

Messaging With
Doctor's Office

View/Edit
Profile

Logout

Doctors

Doctor's Profile

Booking An
Appointment

Initial Health
Screening

Appointment
Confirmation

Services

About

Contact

User research: summary



Our patient research found that while speed and convenience for digital check-in were vital, users were equally concerned with privacy and security. This necessitated prioritizing secure authentication and a simplified user interface to ensure both trust and accessibility, especially for older adults, addressing their core pain points.



“I need everything to be quick, my days are packed, and I can’t afford to waste time on complicated processes.”

Goals

- Quickly check in for appointments without needing to spend extra time at the doctor’s office.
- Receive timely health reminders and appointment notifications.

Frustrations

- Long waiting times and unclear appointment booking procedures.
- Struggles with remembering appointment dates and follow-ups.

Name - Radhika Deshmukh

Age: 28

Education: Master's degree in Sociology

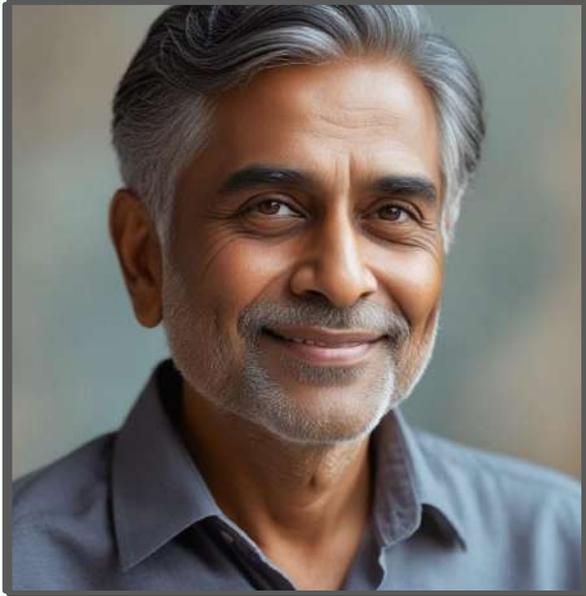
Hometown: Pune, Maharashtra

Family: Husband, 4 year old son

Occupation Housewife

:

Radhika, a busy housewife and mother, is a 28-year-old managing her household while taking care of her two young children. She prioritizes her family’s health and well-being and often books doctor appointments for her children and elderly parents. With a busy schedule, she prefers quick and hassle-free digital solutions for healthcare services.



Name - Sunil Verma

Age: 60

Education: Graduate (B.Com)

Hometown: Pune, Maharashtra

Family: Married, 2 Adult Children

Occupation: Retired Bank Clerk

:

“I’m not very comfortable with technology, so I need something that’s easy to understand and doesn’t confuse me.”

Goals

- Complete the check-in process without needing to ask for help from his children or others.
- Clearly understand the health screening questions and how to answer them.

Frustrations

- Websites with small text, unclear instructions, or too many steps.
- Fear of making mistakes or missing something important due to his lack of familiarity with technology.

Sunil is a retired bank clerk from Pune, finds most digital interfaces confusing and prefers simplicity. He appreciates clear, large text and step-by-step guidance on the responsive check-in website. Sunil becomes frustrated with complicated processes and values an experience that allows him to complete check-ins and health screenings confidently and independently.

User research: pain points

1

Pain point

Long waiting times and unclear appointment booking procedures.

2

Pain point

Struggles with remembering appointment dates and follow-ups.

3

Pain point

Websites with small text, unclear instructions, or too many steps.

4

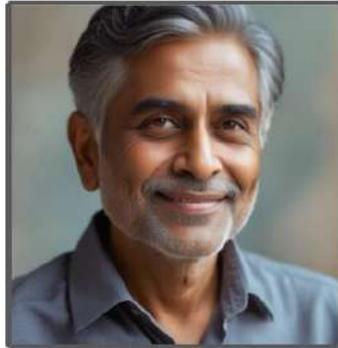
Pain point

Fear of making mistakes or missing something important due to his lack of familiarity with technology.

Persona: Sunil Verma

Problem statement:

Sunil is a retired bank clerk who needs a simple, straightforward check-in process because he is not very tech-savvy and prefers clear, step-by-step guidance.



Name - Sunil Verma

Age: 60

Education: Graduate (B.Com)

Hometown: Pune, Maharashtra

Family: Married, 2 Adult Children

Occupation: Retired Bank Clerk

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USER STORY

[Sunil Verma]

As a/an retired bank clerk

type of user

I want to use a check-in website with clear, large text and step-by-step guidance

action

so that I can complete the process confidently and independently without needing help from others.

benefit

User journey map

The design aims to create a stress-free check-in experience for Sunil, a tech-averse retired bank clerk. It features large text, simple instructions, and minimal steps to reduce confusion, with error-prevention and clear guidance. The user journey emphasizes comfort, efficiency, and ease of use for a confident, independent experience.

Persona: Sunil Verma					
Goal: To complete the check-in process					
ACTION	Action 1: Access the Website	Action 2: Start Check-In Process	Action 3: Answer Health Screening Questions	Action 4: Review and Submit	Action 5: Confirmation of Check-In
TASK LIST	Tasks A. Open the website. B. Navigate to the correct page. C. Understand the layout of the homepage.	Tasks A. Locate the check-in section. B. Enter personal details. C. Start the check-in process.	Tasks A. Read each health screening question. B. Select appropriate responses. C. Move to the next question.	Tasks A. Review the provided information. B. Correct any mistakes. C. Submit the check-in form.	Tasks A. Receive confirmation of successful check-in. B. Book an appointment. C. Save the confirmation number or details.
FEELING ADJECTIVE	Cautious and unsure	Hopeful but slightly anxious	Concentrated but wary	Nervous about potential errors	Relieved and accomplished
IMPROVEMENT OPPORTUNITIES	Ensure a simple, intuitive homepage with large text and clear navigation.	Provide clear guidance at the start with minimal steps.	Use straightforward language and large, easy-to-read text.	Offer an option to double-check entries easily.	Display a clear confirmation with instructions for the next steps.

PROBLEM STATEMENT

Sunil

user name

is a/an 60-year-old retired bank clerk

user characteristics

who needs

a straightforward and easy-to-navigate check-in process for his family doctor's office

user need

because

he is not comfortable with technology and finds small text, unclear instructions, or complex steps overwhelming and confusing.

insight

IF/THEN STATEMENT

If Sunil encounters large text, clear instructions, and a simplified check-in process,

action

then he will be able to complete the check-in and answer health screening questions confidently and independently, without needing assistance from others.

outcome

GOAL STATEMENT

Our responsive website will let users check in to their family doctor's office and answer initial health screening questions with ease

product (what) perform specific actions (what)

which will affect which will affect like users like Sunil, a 60 year old retired bank employee

describe who the action will affect (who)

by ensuring he can complete the process independently and confidently, minimizing confusion and reliance on others.

describe how the action will positively affect users (why)

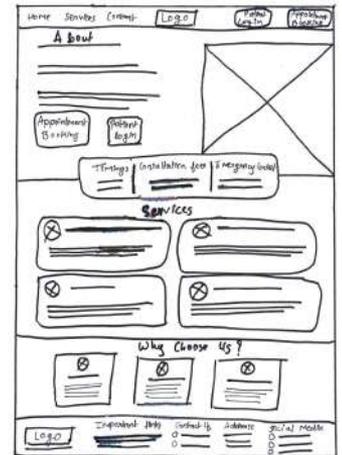
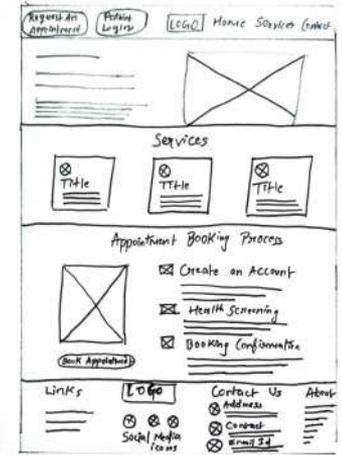
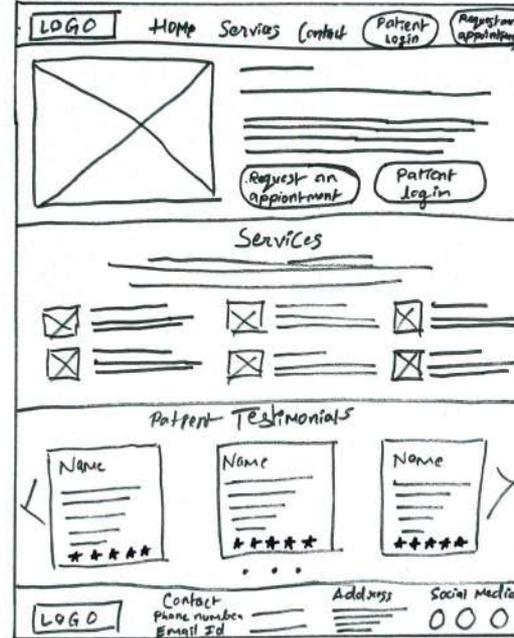
We will measure effectiveness by assessing user satisfaction through surveys, tracking the completion rates of check-ins, and monitoring support requests.

describe how you will measure the impact

Paper wireframes

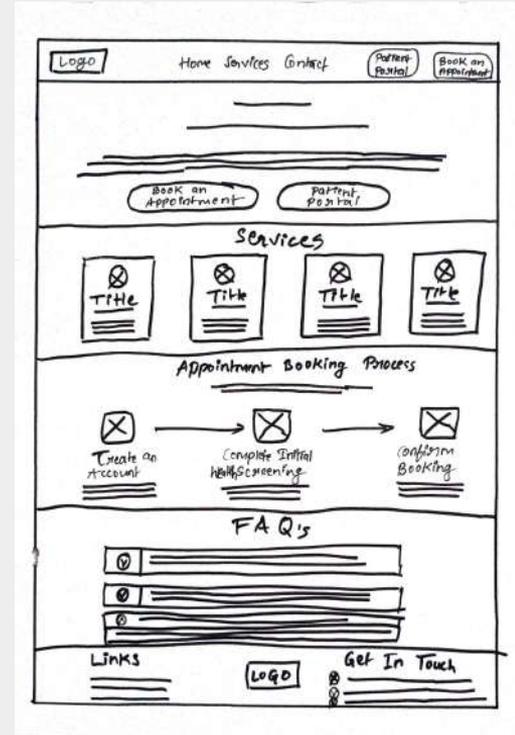
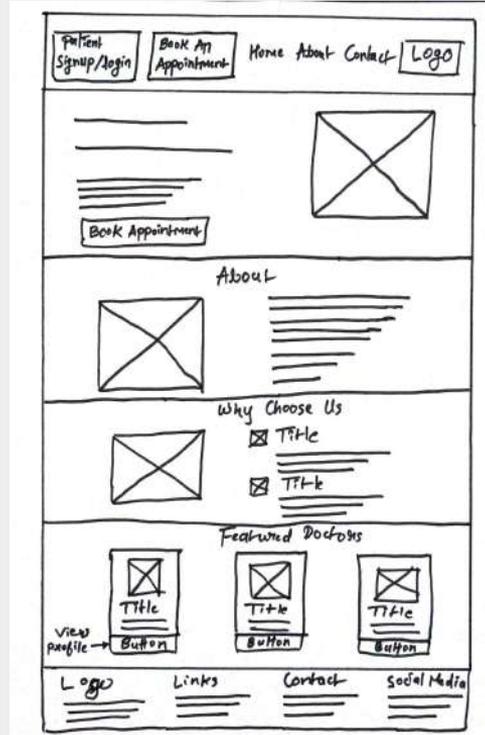
[Your notes about goals and thought process]

1. Buttons (CTA) → Appointment, Login, Signup
2. Services Section
3. About
4. Patient Testimonial
5. Header & Footer



Paper wireframes

[Your notes about goals and thought process]



Digital wireframes

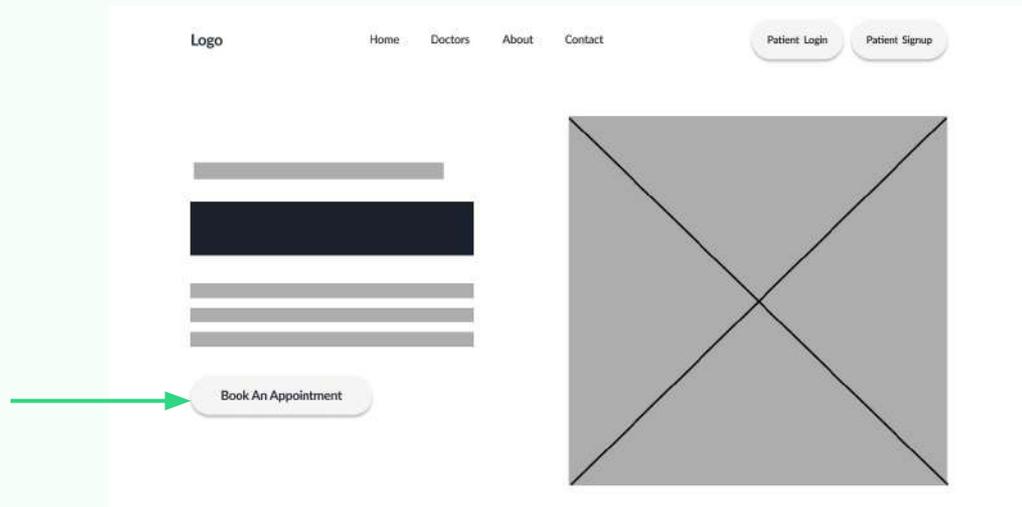
Goal: Immediately grab attention, clearly communicate the purpose of the site, and provide a quick path for users to book an appointment.

Thought Process: The large image creates visual impact, while the concise text builds trust. Placing the “Book an Appointment” CTA upfront reduces user effort and encourages action right away.

CTA (Call-To-Action)

Description: Large visual with a headline and clear button.

Benefit: Immediately guides the user to the primary action (booking), reducing confusion or extra navigation steps.



Digital wireframes

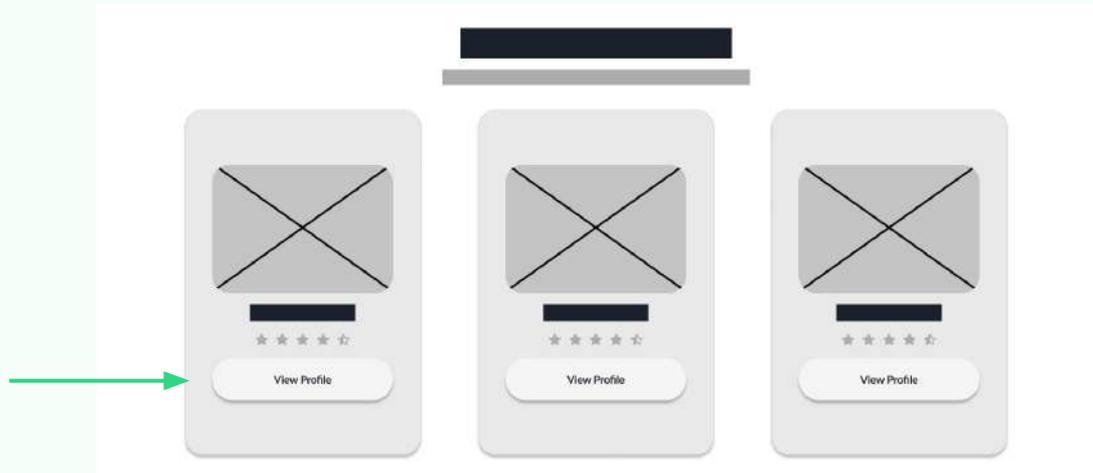
Goal: Help users easily browse, compare, and select the right doctor based on expertise and availability.

Thought Process: Displaying doctors in a card format organizes information in a scannable way. The “View Profile” button gives users the option to dive deeper, balancing quick overview with detailed exploration.

Doctor Profile Cards (with “View Profile” button)

Description: Grid layout with image placeholders, ratings, and a call-to-action button.

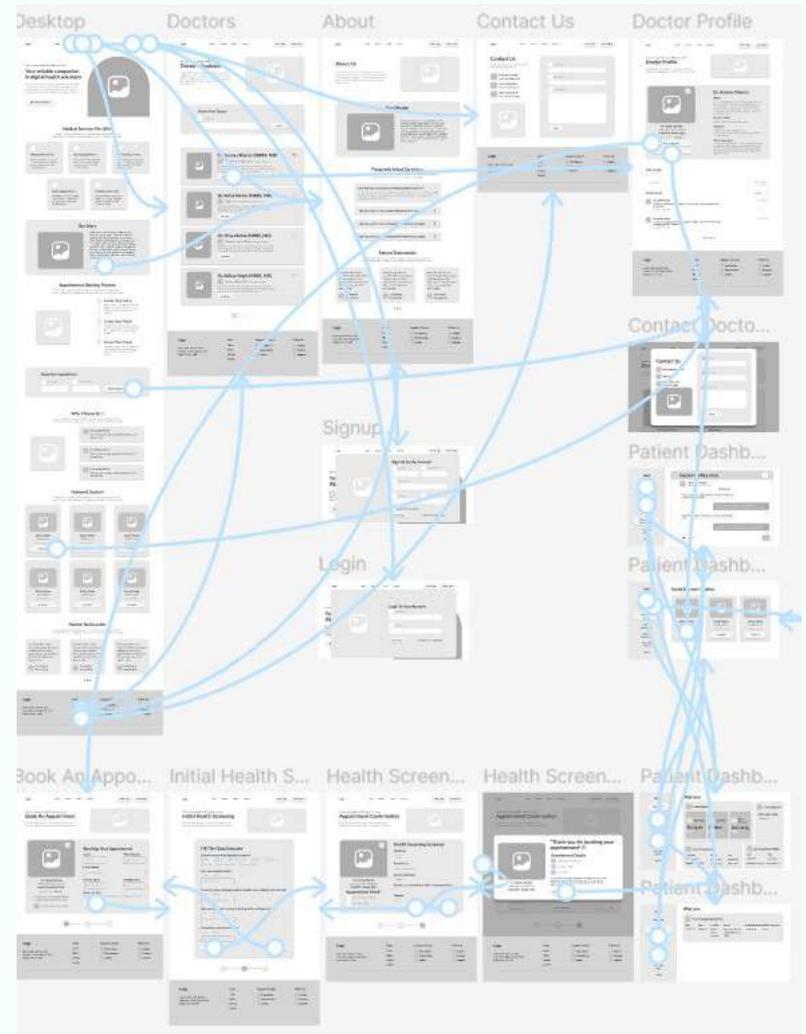
Benefit: Lets users quickly scan through multiple doctors, compare at a glance, and dive deeper into details with one click helping in informed decision-making.



Low-fidelity prototype

<https://www.figma.com/design/sU5tz|Svq11dwTupl6War9/Portfolio-Project-2--Aarogyam?node-id=336-460&p=f&t=crB6sNY8lhkR6fMF-0>

Homepage → User Login / Sign-up → Doctors
Available → Book An Appointment → Initial
Health Screening Appointment → Selection
Review & Confirm → Patient Dashboard →
View/Manage Appointments



Usability study: findings

To ensure a seamless and user-friendly experience, we conducted two rounds of usability studies focusing on the check-in process, appointment booking, and health screening flow. The goal was to identify pain points, improve navigation, and enhance overall usability.

Round 1 findings

- 1 Lack of a clear progress indicator and visual cues in the appointment booking process.
- 2 Users could not edit entries, changes causing frustration.
- 3 Users were trapped in the appointment flow with no option to return to the previous screen.

Round 2 findings

- 1 Providing visual guidance through progress indicators helped reduce confusion.
- 2 Edit icons were introduced for users to make last-minute changes.
- 3 The “Back” button ensured a smoother, frustration-free experience during navigation.

Mockups

- Found that users preferred pre-filled forms to avoid repetitive entries.
- Readability and accessibility improvements were crucial.
- A step-by-step progress indicator gave users more confidence in the process.

Before usability study

The screenshot shows the 'Initial Health Screening' page for AAROGYAM. The form is titled 'Fill This Questionnaire' and contains several sections with checkboxes and text input fields. The sections are: 'Do you have any of the following symptoms?' (with checkboxes for Fever, Cough, Shortness of breath, Cold, Body Aches, Diarrhea, Nausea or vomiting, None of the above), 'Have you traveled recently?' (with Yes/No radio buttons and a text input), 'Do you have any underlying medical conditions (e.g., diabetes, heart disease)?' (with Yes/No radio buttons and a text input), 'Have you had recent exposure to anyone with a contagious illness?' (with Yes/No radio buttons and a text input), and 'Do you have any known allergies?' (with Yes/No radio buttons and a text input). At the bottom, there are 'Submit' and 'Back' buttons. The footer contains the AAROGYAM logo, contact information, and social media links.

After usability study

The screenshot shows the 'Initial Health Screening' page for AAROGYAM after usability study. The form is titled 'Fill This Questionnaire' and includes a new checkbox option: 'Pre-fill from previously saved responses'. The sections are: 'Do you have any of the following symptoms?' (with checkboxes for Fever, Cough, Shortness of breath, Cold, Body Aches, Diarrhea, Nausea or vomiting, None of the above), 'Have you traveled recently?' (with Yes/No radio buttons and a text input), 'Do you have any underlying medical conditions (e.g., diabetes, heart disease)?' (with Yes/No radio buttons and a text input), 'Have you had recent exposure to anyone with a contagious illness?' (with Yes/No radio buttons and a text input), and 'Do you have any known allergies?' (with Yes/No radio buttons and a text input). At the bottom, there are 'Submit' and 'Back' buttons. A new progress indicator is added at the bottom of the form, showing three steps: 1 (filled), 2 (dashed), and 3 (dashed). The footer contains the AAROGYAM logo, contact information, and social media links.

Mockups

- Users wanted to make last-minute changes to appointment or health screening details, so edit icons were introduced.
- Providing **visual guidance** (progress indicators reduced confusion)
- The “Back” button ensured a smoother, frustration-free experience.

Before usability study

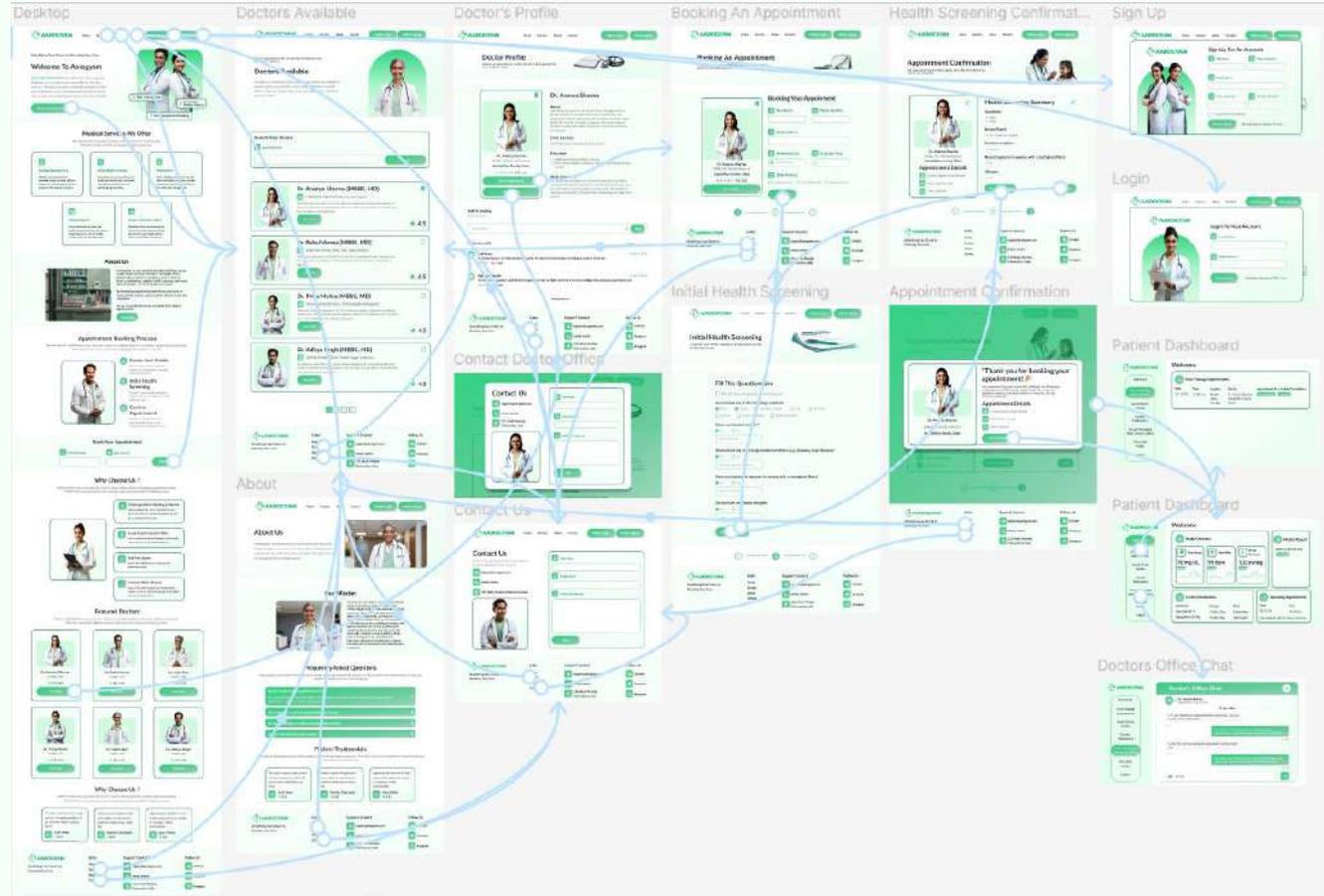


After usability study



High-fidelity prototype

<https://www.figma.com/design/sU5tzlSvq11dwTupl6War9/Portfolio-Project-2--Aarogyam-?node-id=0-1&p=f&t=dvldzplfOljWlzKT-0>



Accessibility considerations

1

Clear Text and Colors -

Used readable fonts and strong color contrast so everyone can easily see and read the content.

2

Big Buttons and Simple

Labels - Made buttons large and clearly labeled so users can tap or click them easily on any device.

3

Simple Visual Cues -

Used easy to understand icons which simplifies the navigation and appointment booking process

Takeaways



Impact:

This project simplified the patient check-in and appointment process, reducing waiting time and form-filling frustration. It improved accessibility, made booking faster



What I learned:

I realized how visual cues in design like progress indicators, clear navigation, and accessibility can greatly improve user confidence.

Next steps

1

AI-Based Symptom Checker – Before booking, patients can describe symptoms and get basic guidance or suggested specialists, helping them make informed choices.

2

Virtual Waiting Room – Patients can check in digitally and receive real-time updates about queue position, reducing in-clinic waiting anxiety.

3

Multi-User Family Profiles – Allow one account to manage appointments and records for multiple family members, making it easier for caregivers or parents to handle bookings.

Let's connect!



Thank you for reviewing my work.

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Website - <https://shrujatgaikwad.com/case-study-2/>

Thank you!