



## Abstract

As the market for MedTech has become increasingly competitive, products are aiming to create unique features that help them stand out. Main objective of this project was to explore methods in which the navigation of the Clinica platform can be altered to provide users **with easy entry points and navigation towards functionalities** of the app.

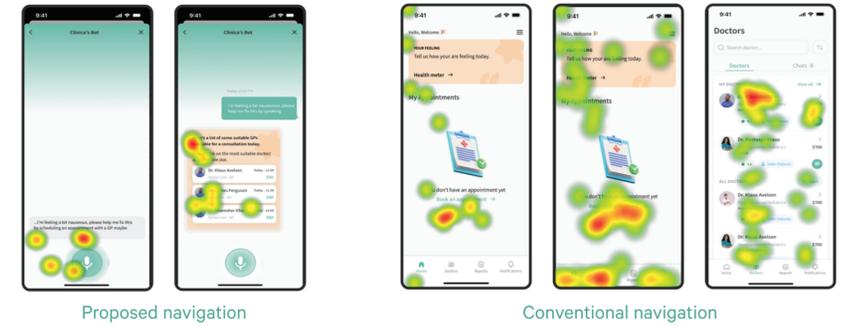
The patients seeking medical help are often in a stressed mental state, Clinica aims to ensure that its platform provides a smooth experience for users of various age groups and tech literacy.

## Introduction and Background

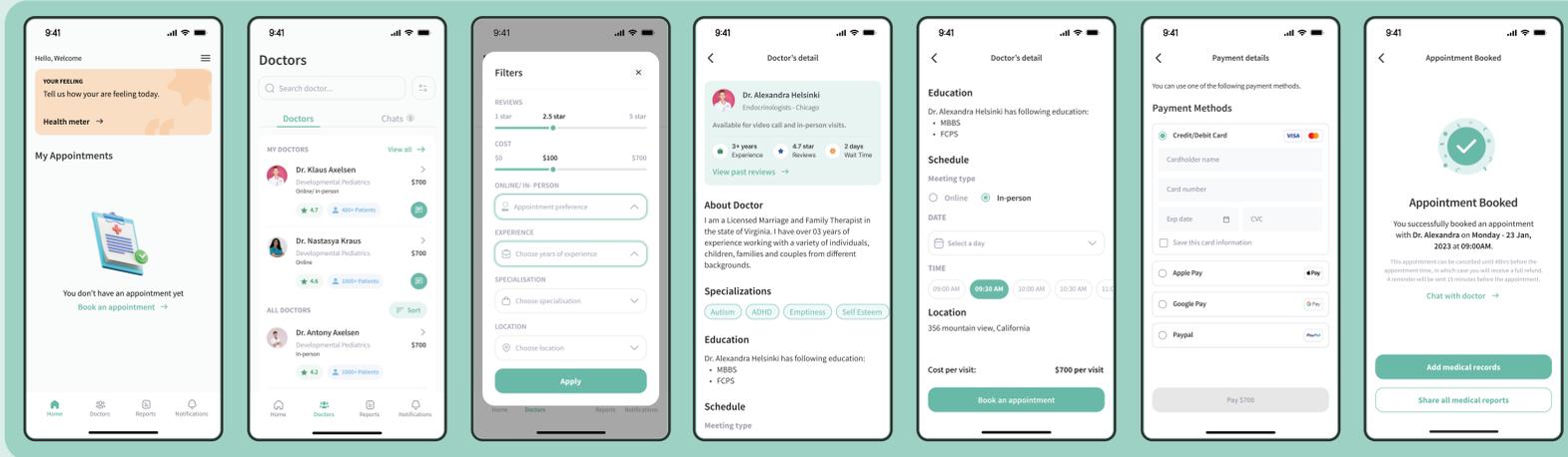
Clinica is a medical consultation platform that connects patients to doctors efficiently. It saves patients' profile, medical history, past medications and allows doctors to easily access patients' information.

Literature review, competitor analysis & focus group study showed how existing medical apps have a tricky navigation that makes the users feel lost in the process. Hence, **I have proposed an alternate navigation with a AI driven Clinica bot** and tested it against conventional navigation.

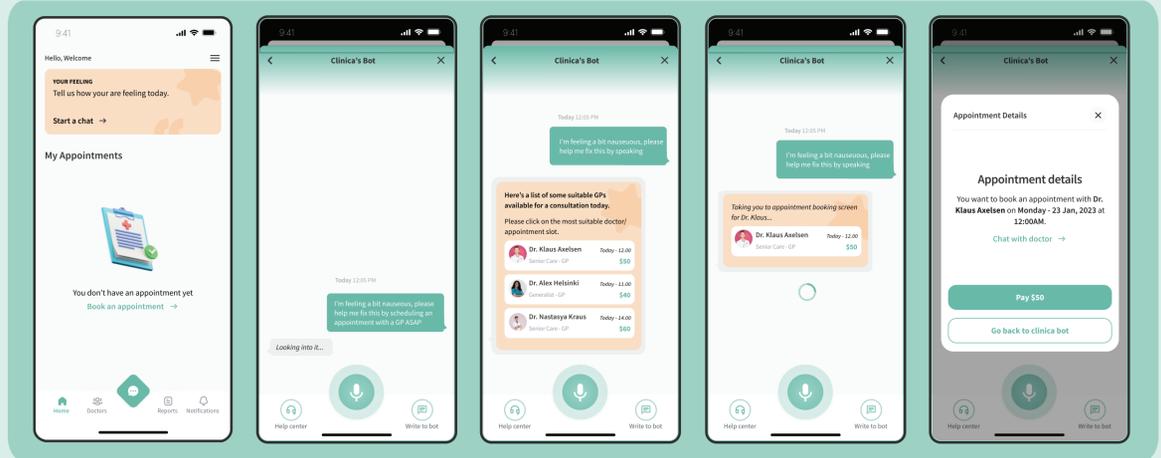
**Heat maps** - Proposed navigation (Left), users interacted with the Clinica Bot CTA & stayed focused to the solutions presented by the bot. Conventional navigation (right) shows more scattered hotspots.



## Prototype A



## Prototype B



## Study Methodology

### Literature review

Investigate factors affecting the user experience & gain information on other medical apps

### Focus group

Users evaluated the medical platforms they use along the matrix of visibility, consistency, navigation, privacy, functionality & inclusivity.

### Eye gazing test

Users compared the conventional & proposed navigation to derive analytical data like heatmaps & time taken to complete tasks

### Re-iteration for final designs

Tweaked designs as per user feedback & analysis of the eye gazing test.



### Stakeholder discussion

Helped in determining companies' goals & expectations



### Competitors analysis

to understand market placement, features & pain points of other apps



### Wireframes and designs

Create prototypes for users to conduct the usability test



### Customer satisfaction analysis test

to help understand how users feel about both variants of prototypes and understand their challenges/ pain points



## Testing and Evaluation

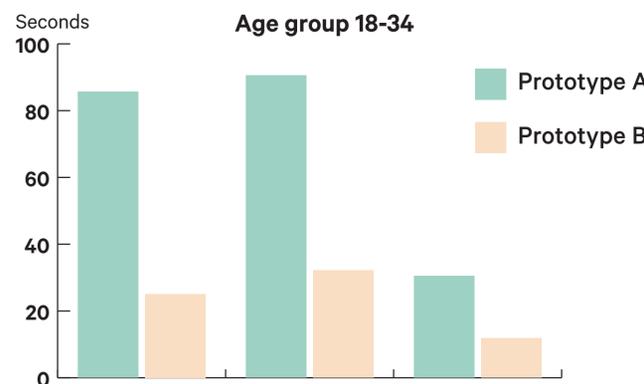
**Eye gazing test** Designs were tested to understand user navigation, focus on screen elements & time taken to complete tasks.

**Customer Satisfaction Test** Helped in gaining qualitative insights about how users perceived both designs in terms of navigation & inclusivity.

## Research result

**Usability test** showed that the average time taken to complete a task using the prototype A was on average 3 times longer than time taken to complete the same task using prototype B.

**Heat maps analysis** showed that users struggled less with the proposed prototype navigation. **CSAT** showed that 11 out of 12 users preferred the proposed prototype.



## Conclusions and future work

To conclude, testing showed that the proposed design provides better user experience. The eye gazing analysis shows how the proposed design provides more effective solution to navigation for older age group and those in a stressful situation. The designs are validated & ready for implementation by Clinica.

In the future, I will broaden my participants pool and include more differently abled participants. The Clinica bot can be further improved to solve more problems and provide quicker results.