

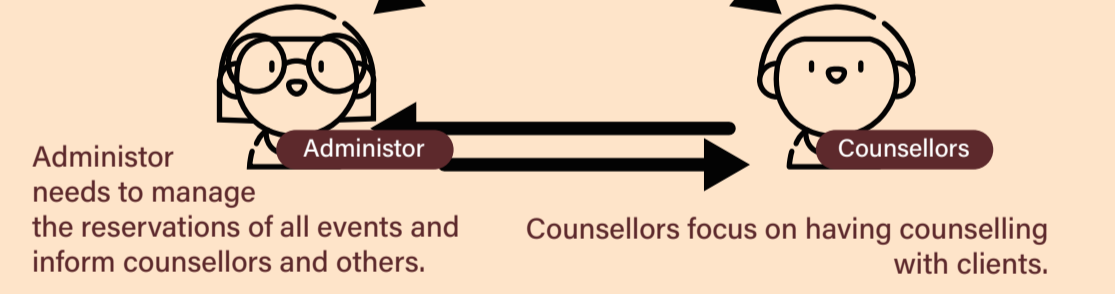
# Online Booking & Management System Design for Counselling Based On User Center Design

**Shengfeng Mao**  
**Reg No: 33761287**  
**Field Project**  
**External Organisation: PSYWELL COUSSELLING Ltd.**

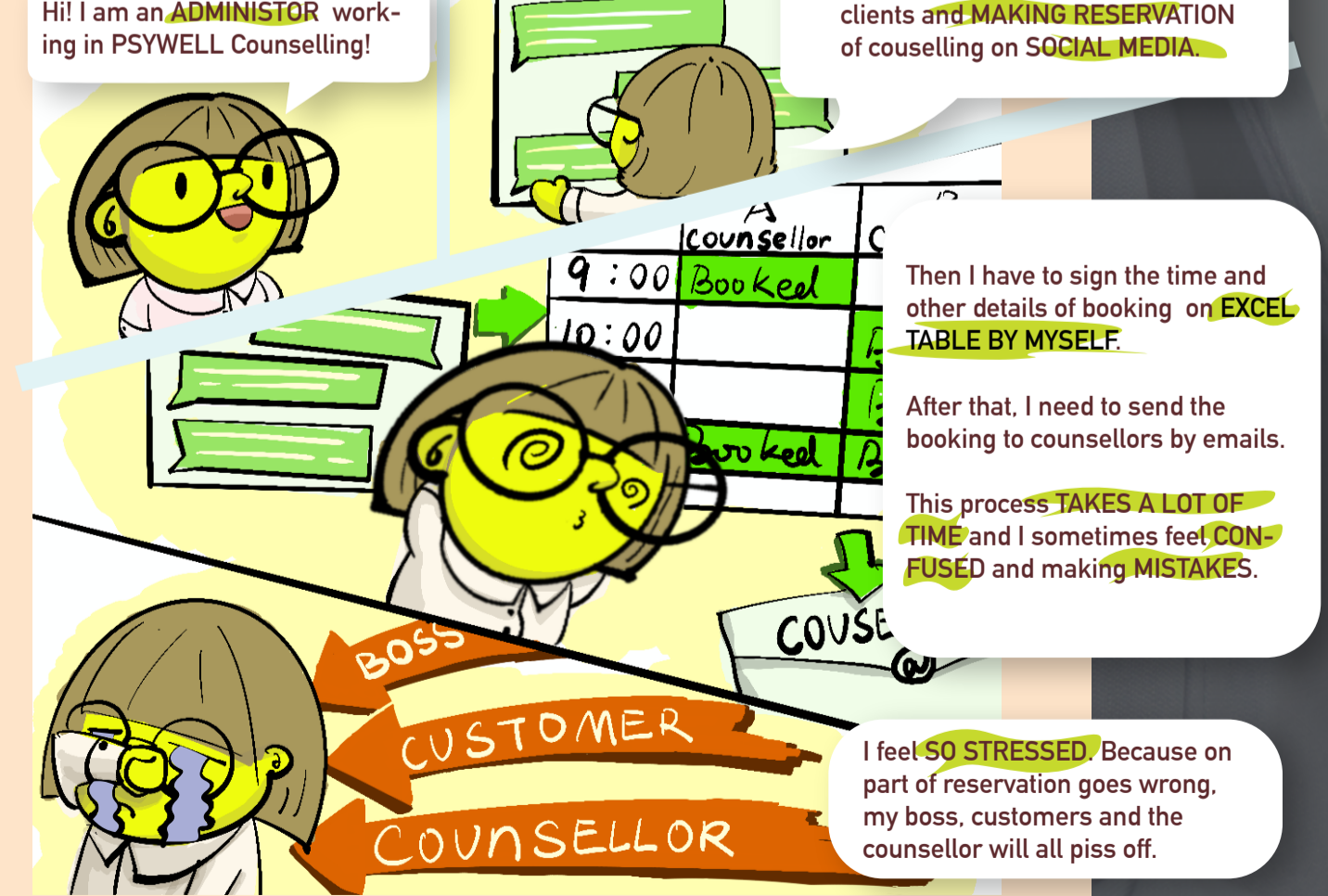
## BACKGROUND PSYWELL Counselling



**Structure of PSYWELL**  
 Because PSYWELL is a small size company, as the CEO & First class counsellor, she needs to plan all the activities and human force management.



## STORYBOARD



The counselling company is service that require both the time of counsellors and clients. In this case, the reservations are one of the most essential elements. **This project aims to help PSYWELL Counselling Ltd. to develop the process of making reservation. Find out a better solution for both administrators and clients.**

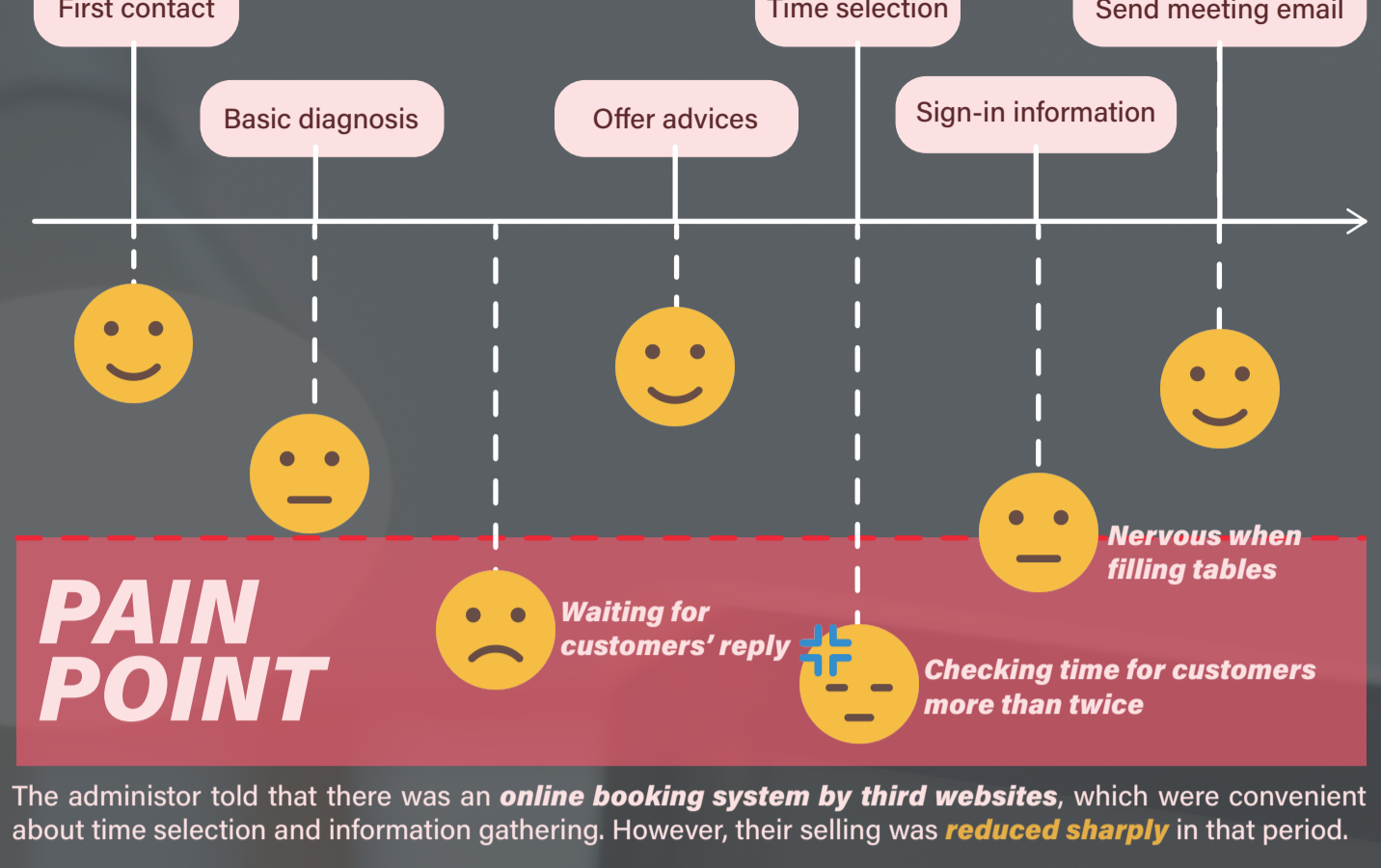
## USER RESEARCH Observation & Interview

This observation aimed to know the process of booking and what staff need to do by social media. I contacted administrator. This staff allowed me to have this observation and record things. In the end of the observation, I had a copy of the chats pages about appointment between administrators and customers.

- Facts**
  - Time Spending**  
The gap between each reply from both side are from **1 min to 10 mins in average**. The reservatoin in this observation took **59 mins** to finish.
  - Off Hours**  
The staff is off line after **17:30**, so the customers need to wait the reply **until 9:00 next morning**. So there are **16.5 hours gaps**.
  - Sign-in Information**  
The staff needs to sign in **more than 7** information into **different Excel tables**, including customer's name, phone number, email, time, counsellor, basic symptoms and etc.
  - Basic stage of Diagnosing**  
Customers are able to **describe symptoms more specifically**. Staff can give a **more clear instruction** for both counsellors and customers.

To prove the findings in the observation, I had an interview with the administrator. The questions were about the process of booking, the emotion swing during different stages and any improvements that had tried.

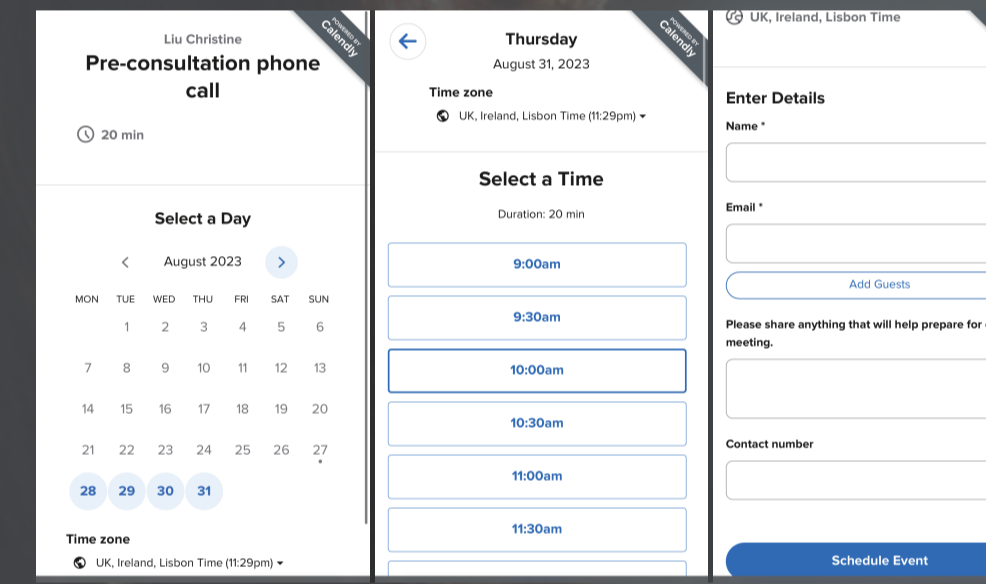
## Process of Reservation&Emotion Swing



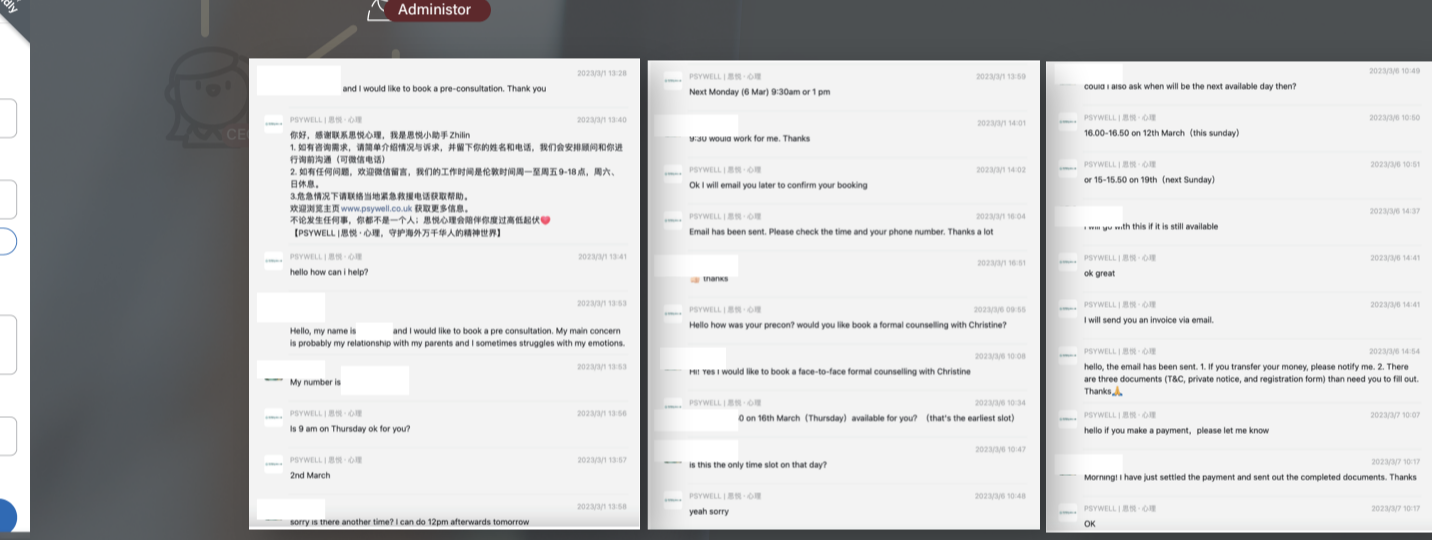
- Insights**
  - To understand the customer's requirements and symptoms, **CONVERSATION** may be important in the booking process.
  - It is essential to **improve the stage of Date & time selection**.
  - Reduce the time both customers and administrator **waiting for reply** during the chat.
  - When they using third websites for booking, customers must **face some problem then quit booking**.

## DESK RESEARCH Third-party Booking Websites

Booking on the reservation website is taking large part in the market(Law, 2006). Although companies are try to lead their customers on their own official booking websites, **small companies have not enough resource for web building and developing**. In this case, it offers chance for third parties of booking. It changes the structure of marketing strategy, especially the selling path(Webb, 2002). By the powerful advertisement and business mode, the third party companies have **better item of Internet readiness** that merchants do(Morosan, 2008).



## Social media



## USER TESTING

With the insights from the pervious stage of research, this testing aimed to find out the answers to the following questions:

1. Is conversation necessary in the booking process?
2. Why customers like to quit when using third-party booking websites?
3. What are the differences in the emotion and satisfaction between two booking processes?

**Participants 75% Chinese**  
 Over 75% of their clients have the Chinese background.

**Light Mental Health Problem**  
 Because the psychological counselling is different from phyhological medical aids, they are not able to solve heavy problem such as ADHD.

**Task setting**  
 Before testing, there was an short intervui talking about anything they feel unwell emotion in their lives. If they were willing to share, this would be the topic for later simulation of booking. If not, they could choose one in the following topics:  
 Family relationship, Close relationship, Work/study stress

**Experience bias:**  
 To avoid bias, 50% of those participants had experience of psychological counselling, other 50% did not.

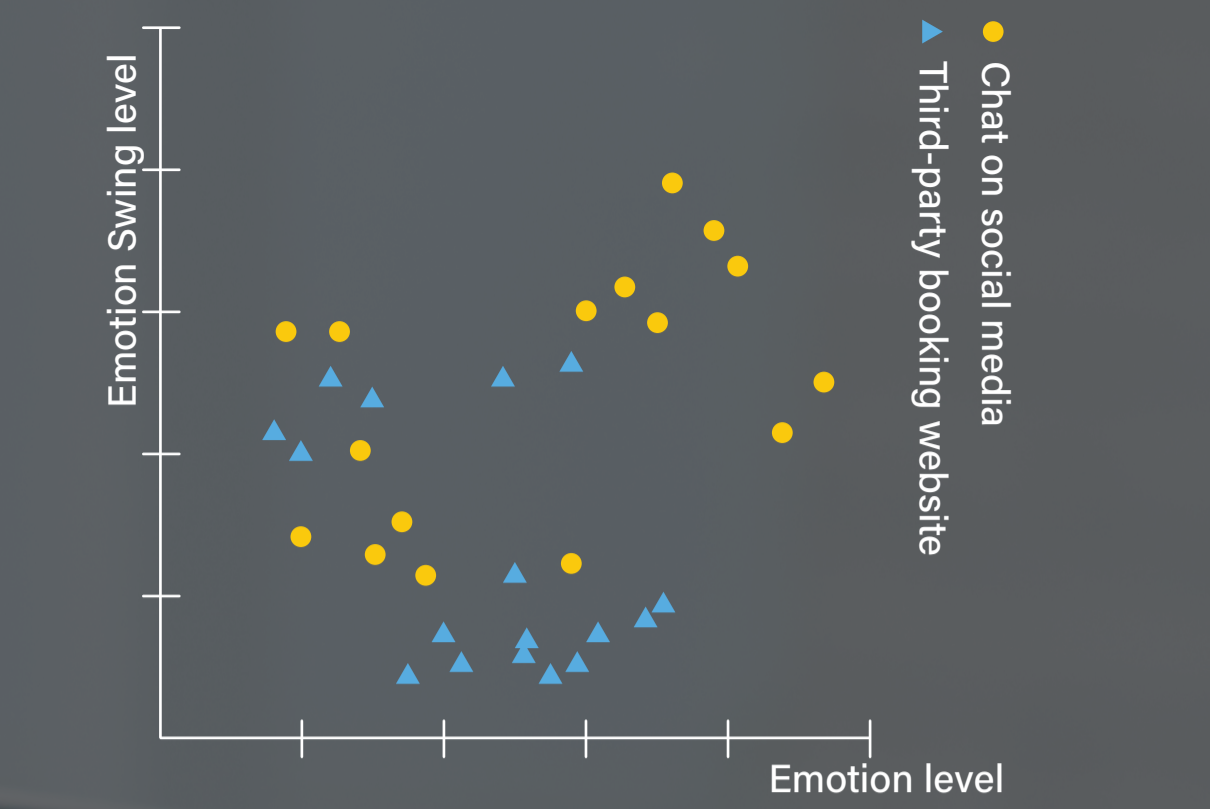
**Eye Tracking Tech**  
 Tobii Glasses can use eye tracking technology to accurately capture a user's gaze points and eye movements. It is crucial for understanding where users are looking at and for how long.

The process of booking can be identified in the following separate stages:

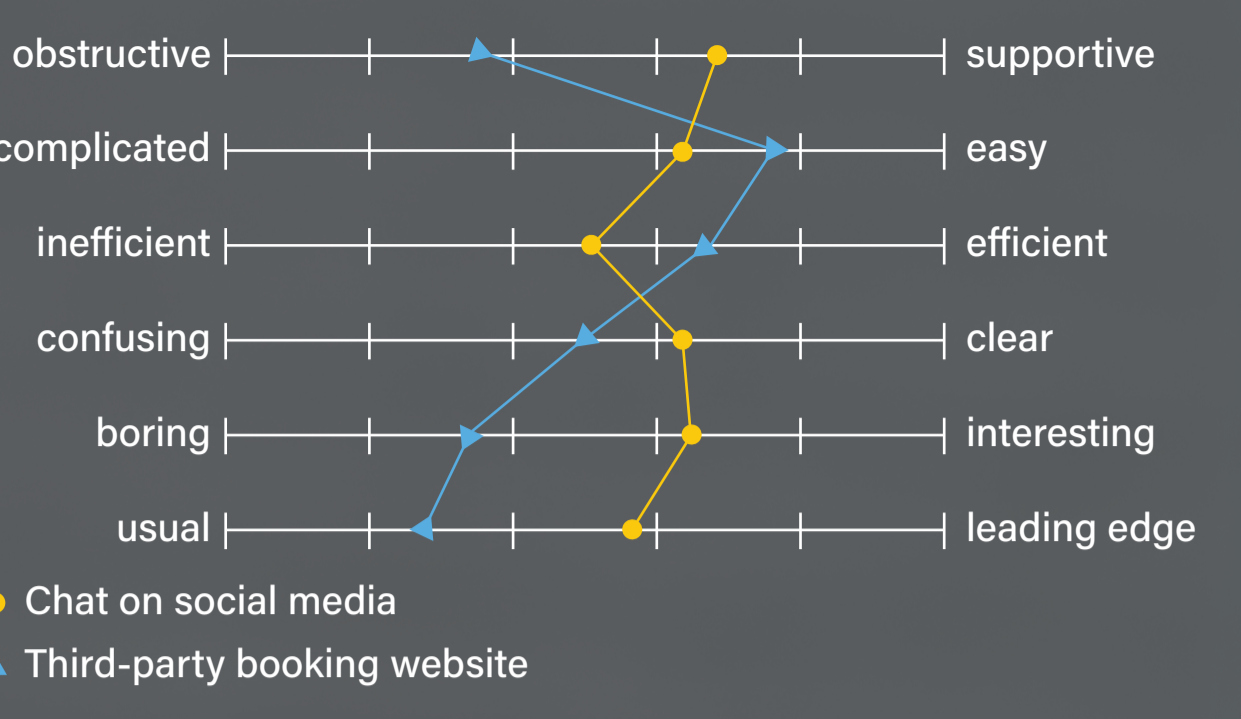


To evaluate those stages, we measured the following data using eye tracking:

- Time to first fixation:**  
Less time indicates the characteristics of the AOI(Area of Interest) where attracts more attention.
- Dwell time:**  
Longer time shows the possible difficulties in information processing.
- Number of users who fixated:**  
Higher number indicates the good positioning of the element on the screen.
- Total visiting duration:**  
Indicating the time spent on the task. The longer the time, the more difficult it may be to complete the task.



When chatting on the social media, users got more stimulation by messages popping up. In this case, users got higher level of emotion swing and more likely to keep on the booking.



Except for the "easy" and "efficient", users felt that chat on soical media had higher level of service. Some of them considered having conversation with staff as a part of counselling.

	Third-party booking website	Chat on social media	Mann-Whitney U Test Results	U	P
information dealing	Time to first fixation	1.3	0.7	355.56	0.703
	dwell time	16	9.9	374.99	0.341
	Number of users who fixated	4	14	116.00	0.001
	Total visit duration	20.5	29.2	203.50	0.439
date & time selecting	Time to first fixation	2.1	00.5	749.37	0.5
	dwell time	7.3	8.8	549.35	8.8
	Number of users who fixated	15	15	-	-
	Total visit duration	11.4	30	489.25	0.007
sign-in information	Time to first fixation	1.3	1	794.14	0.984
	dwell time	11	0.7	223.33	0.065
	Number of users who fixated	15	15	-	-
	otal visit duration	20.5	29.2	882.83	0.085
symptom description	Time to first fixation	1.3	0.5	579.10	0.863
	dwell time	6.5	0.7	506.52	0.002
	Number of users who fixated	12	15	612.41	0.025
	Total visit duration (second pre word)	0.6	1.36	122.43	0.009
total task	Number of users who fixated	11.5	14.4	-	-
	Total visit duration	95.5	306.2(not wait feed back) 549.6(wait feed back)	-	-

With data from eye tracking and Mann-Whitney U Testing, it was proved that:

The important info was hard to be noticed on the third website.

It took 3 times of time sending when selecting date&time by chatting.

On the third website, users had longer dwell time and less words to say.

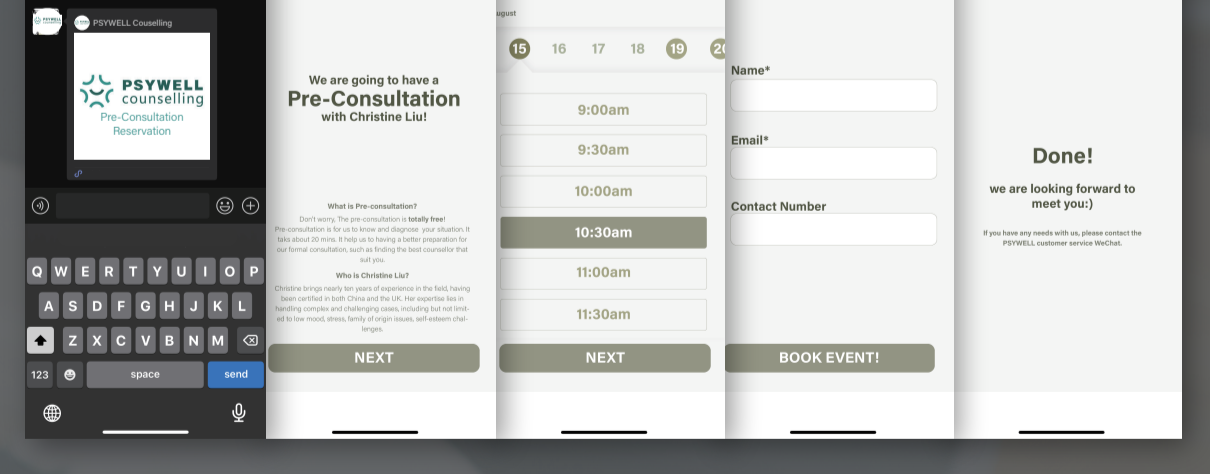
- Insight**
- 1 Third-party platforms cannot offer enough information. Customers would doubt and quit.
  - 2 By using social media, customers are more likely to share their feeling and symptom.
  - 3 By using social media, the function of "date & time selection" needs to be improved.

## DEVELOPING

Based on the pervious study, customers still need to contact the administrator when they need to have reservation on social media. However, there are still some points that need to be improved:

- Problem** Hard date & time selection
- Solution** Add an inside-APP for the function of "date & time selection" on the WeChat chat page.
- Reason** 1. Their marketing strategies are based on social media. They have bulided customer loyalty on WeChat. 2. WeChat has the open source of Inside-app, which needs low cost to build.

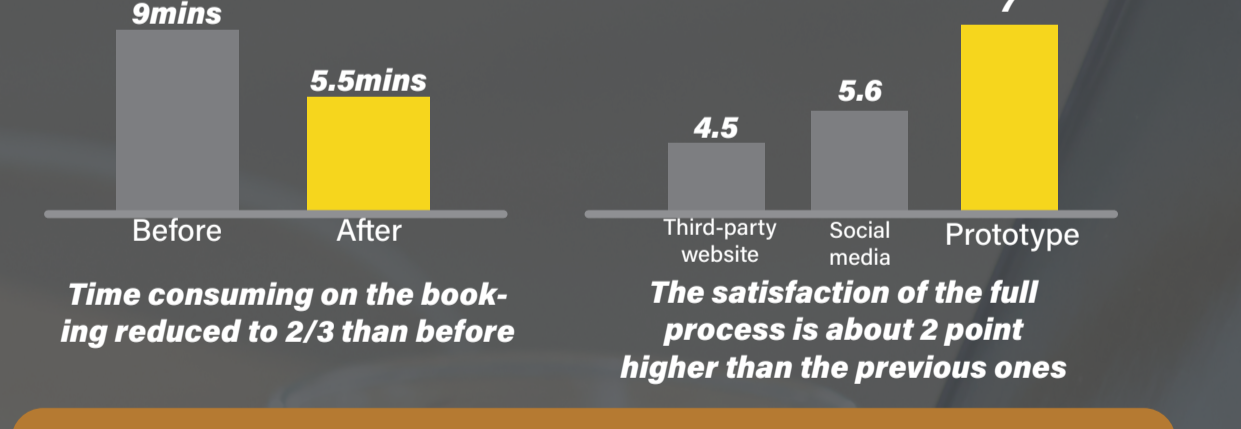
## Prototype



## Usability test



With 10 participants doing usability test, it was proved that the prototype was able to use. It was also shown that:



It is evidenced that there is more efficient and better user experience for customers when using the new reservation system.

## FLOW

