Mapping user experience journey with HealthNow's goals

Business goals

- Access and interact with health care services and information
- Managing Appointments
- Ordering scripts
- Access information via Health Records
- Business engagement (help sell the services)

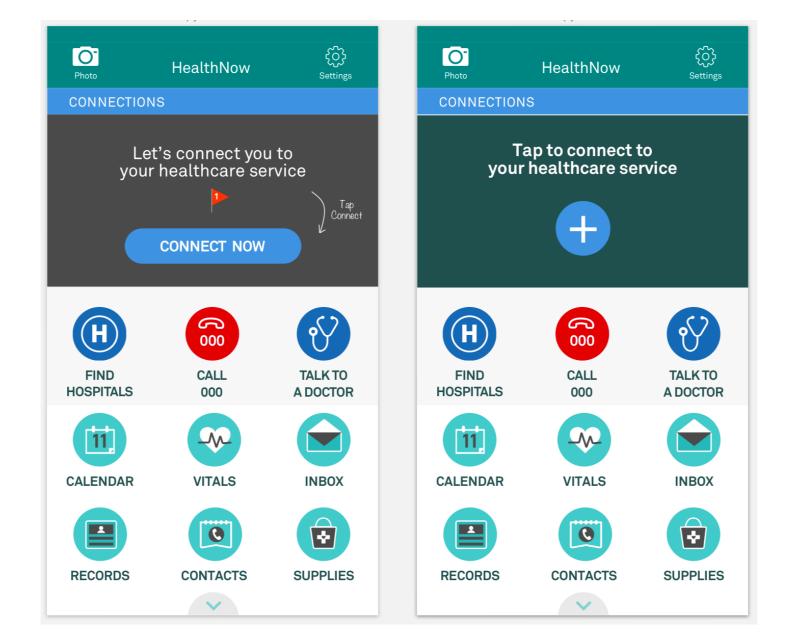
Project goals

- Replace Aust Post
- Decrease DNA (did not attend)
- Improve patient engagement and optimise experience (satisfaction?)

User goals

- Ability to easily to schedule appointments
- To receive appropriate reminders (week out I day before I day of)
- Ability to immediately access / view documents digitally

Barwon's book an appointment user experience journey (as per 1st and 2nd prototype iterations)



Onboarding experience (from downloading the app to connect to Barwon)

2	Patient downloads HealthNow app	Patient registers to HealthNow	Patient connects to Barwon Health in HealthNow app	Patient to confirm who the patient is/ are	Notifications / Primary contact method explained	Success	Dashboard
CTA		Tap "Sign uo " (at HealthNow Login page)	Tap "Connect now" at dashboard	 Editable details Select/add patient(s) Medicare no 	Allow user to change notifications methods in settings	Tap "Done"	 Barwon logo appears on dashboard to indicate Barwon is connected User to explore alert on Inbox and calendar icons. User can continue to connect to other providers via dashboard connection.
PAINS	Possibility not to download		 Didn't see "Connect now" on dashboard Features below dominate Expect to see list of appointments 	 Didn't know where the details comes from and what is it for Message not clear 	 Message unclear to some users. Some noticed where to se notification (in settings) 		Confusion on where to view and book appointments

VALUE

 Icons and labels were clearly understood and give delightness

To book an appointment experience

(in)	Patient/GP sends a referral manually to Barwon	Patient receives a "waitlist" notification	Patient receives a "call to book" notification	Patient receives a "confirmed appointment" notification	Patient receives a "confirmed appointment" notification	Patient receives notification for satisfactory feedback	
СТА			"call to book appointment"	 "Call to reschedule / cancel" "Add date / time to calendar" View map Alert "what to bring" Alert on not calling in concequences. 	 "Call to reschedule / cancel" "Add date / time to calendar" View map Alert "what to bring" Alert on not calling in concequences. 	 Tap on emoticon Write feedback in details 	
Timeline				•	Week 1 + week2		

PAINS		not aware of	Patients didn't like calling hospital Patients didn't aware of barwon's new booking system	 Too much information to see CTA were burried far down 			
VALUE				 Map and directions Ability to add to native calender 	Reminder	Simple and easy to use feedback	
H (out)	Barwon receives the referral and put patient on a waitlist	Barwon sends a "call to book" notification	Barwon sends an "appointment confirmation" notification		Barwon sends 2xreminders		