

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

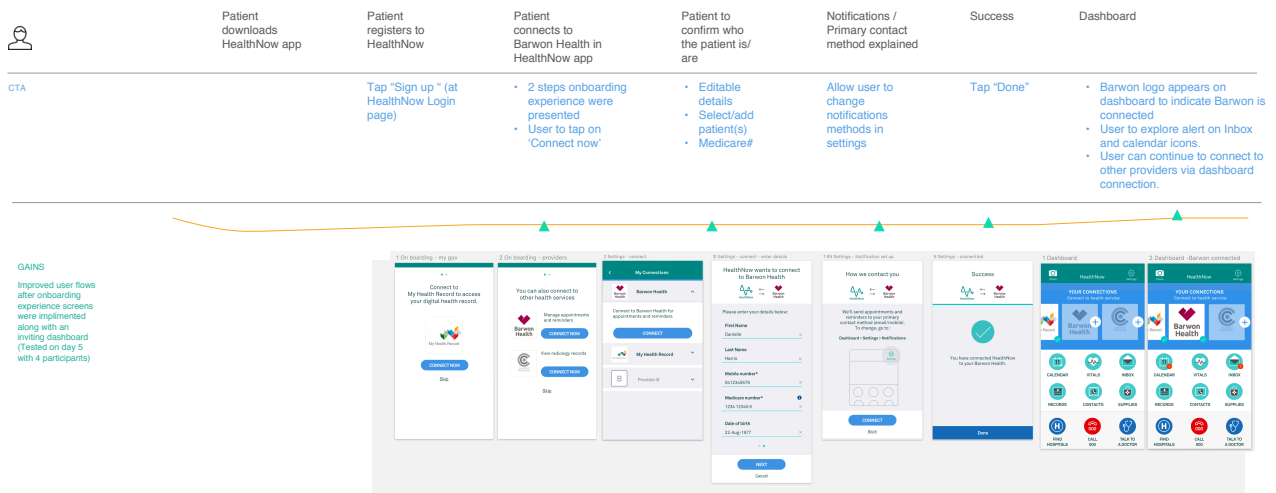
- Replace Aust Post
- Decrease DNA (did not attend)
- Improve patient engagement and optimise experience (satisfaction?)

User goals

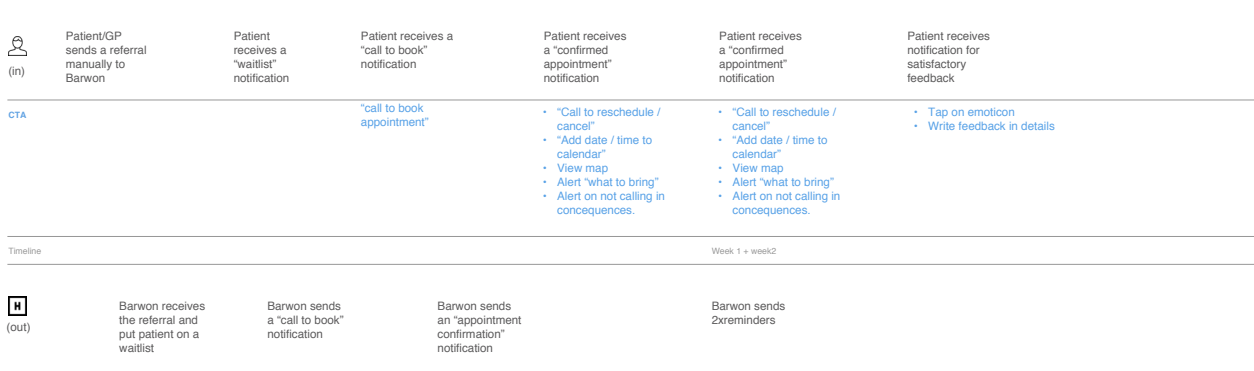
- Ability to easily to schedule appointments
- To receive appropriate reminders (week out | day before | day of)
- Ability to immediately access / view documents digitally

Barwon's book an appointment user experience journey (3rd design iterations)

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



To book an appointment experience



GAINS

User flows improved after iterating 'inbox' list view by making the viewed message collapsed.

User effortlessly noticed the date / time and 'add to phone calendar' with prominent grey background.

Map and other supporting information were helpful for user.

