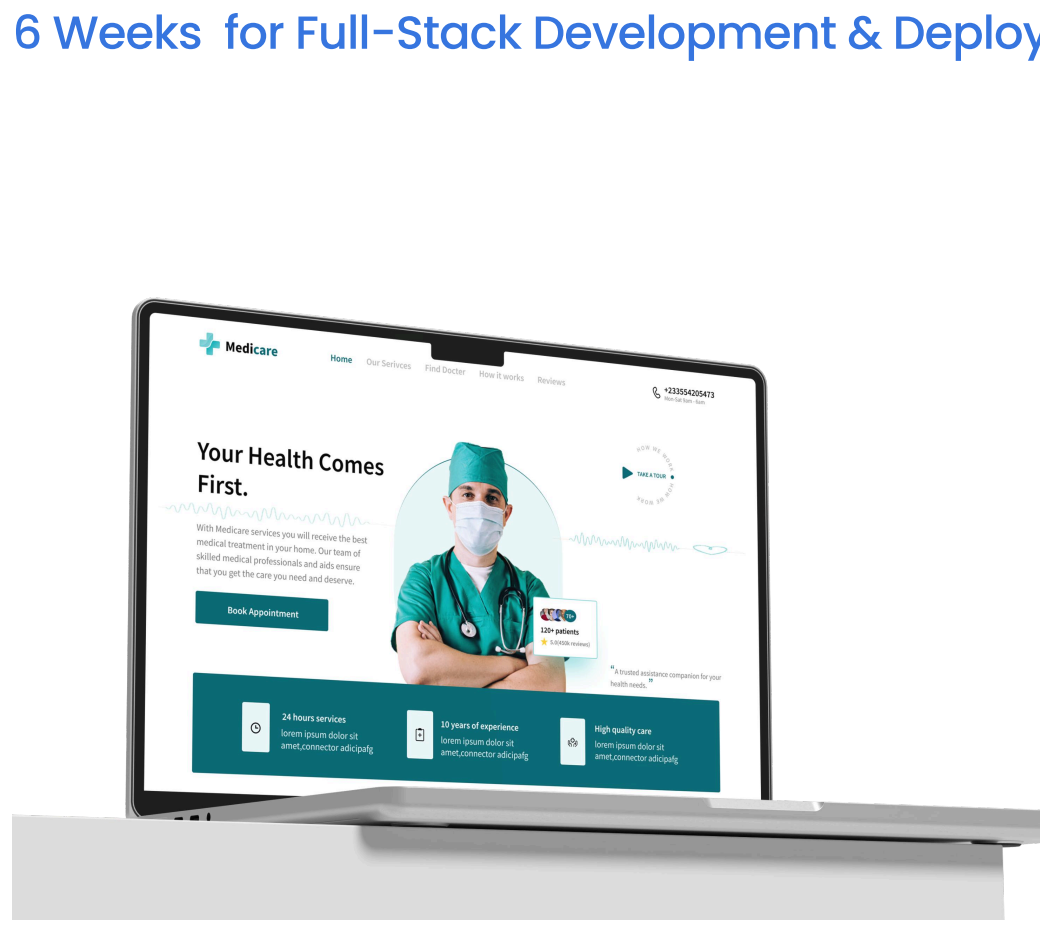
MediCare

Medicare: Seamless Patient-Doctor Connectivity

Full Case Study

Duration:

4 Weeks UX/UI Design & Prototyping,
6 Weeks for Full-Stack Development & Deployment



Product Overview

Medicare is a premium web platform that simplifies the healthcare booking experience. It bridges the gap between patients and specialized healthcare providers through a clean, intuitive interface, reducing appointment friction for patients and administrative overhead for clinics.

Responsibility

- UX/UI Design
- Web App Developer
- Testing & Launch

Tools

- Figma
- Figjam
- Flutter
- React Native
- MongoDB
- Node.js

Problem Statement

Patients often find booking doctor appointments highly frustrating due to outdated clinic websites, ambiguous scheduling, and a lack of transparent reviews. Conversely, clinics suffer from high no-show rates and severe phone-line congestion just trying to manage daily calendars.

Goals

Streamline the patient booking flow to under 3 minutes. Reduce clinic phone traffic by 40%. Establish a trustworthy, highly accessible, and premium digital healthcare presence.

Development Process

In the healthcare sector, trust is heavily influenced by digital aesthetics. To establish that trust, we leveraged a clean, premium, and highly minimal design system. We utilized a calming color palette (crisp whites, soft trust blues, and muted greens) and prioritized large, highly legible typography to meet strict accessibility standards. High-fidelity Figma components were built to ensure complex medical data was organized in a clear visual hierarchy, preventing cognitive overload. On the development side, the platform was engineered using React.js and Tailwind CSS to guarantee a lightning-fast, fully responsive mobile experience—an absolute necessity since over 70% of medical searches and bookings occur on smartphones.

Understand

User Research
User Interview
Competitve Analysis

Define

User Personas
Empathy Map
User Journey

Ideate

User Flow
Information
Architecture

Design

Wireframe
Hi-Fi Designs
Prototype

Development

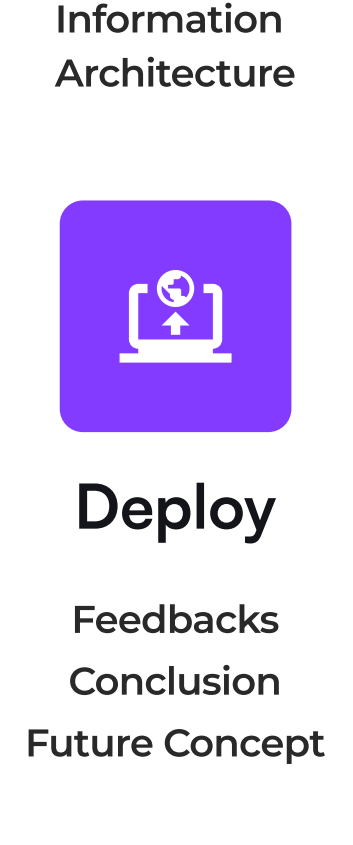
Feedbacks
Conclusion
Future Concept

Deploy

Feedbacks
Conclusion
Future Concept

Research & Discovery

To build a platform that solved real problems, we spoke directly with patients and clinic staff. We discovered that patients were deeply frustrated by confusing schedules, hidden pricing, and long wait times on the phone. Meanwhile, clinic receptionists were overwhelmed by endless phone calls and patient no-shows. These insights proved that the platform needed to prioritize upfront transparency for the patient while fully automating the booking calendar to relieve the clinic's administrative burden.



Observations

75%	60%
f patients prefer online booking but will immediately abandon a site if the doctor's schedule is unclear or if the site looks untrustworthy	of receptionists stated they spend over half their day managing phone appointments and cancellations.

Pain Points

1. Friction in Booking

Complex, multi-step intake forms that ask for redundant medical history before confirming a simple time slot cause high drop-off rates.

2 Lack of Transparency

Hidden consultation fees and a lack of verified patient reviews make choosing a new specialist a highly anxiety-inducing process.

3. Schedule Ambiguity

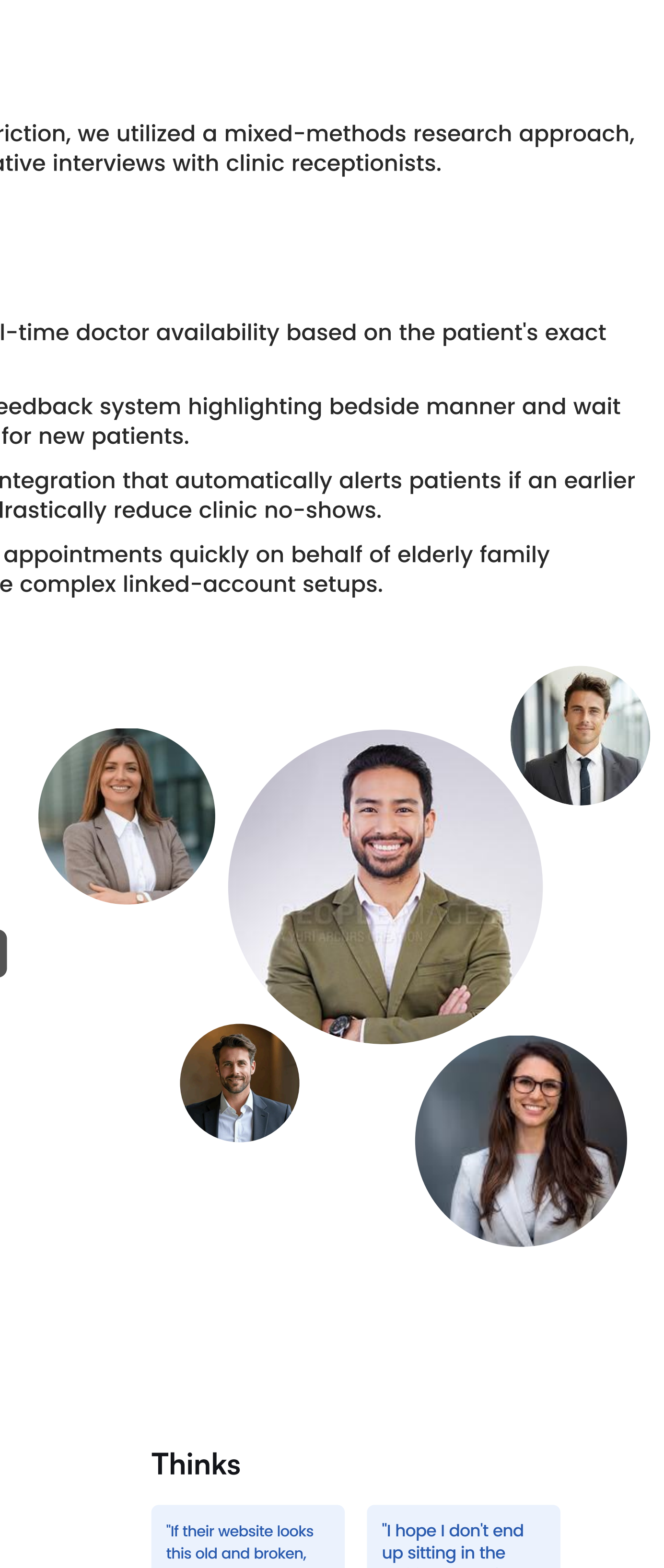
Outdated digital calendars lead to double-booking, frustrating clinic wait times, and a breakdown of patient trust.

User Research

To ensure Medicare actually reduced healthcare friction, we utilized a mixed-methods research approach, surveying over 50 patients and conducting qualitative interviews with clinic receptionists.

Unique Features

- Smart Time-Slot Filtering: Instantly visualizes real-time doctor availability based on the patient's exact symptoms, preferred date, or required specialty.
- Verified Patient Reviews: An integrated, verified feedback system highlighting bedside manner and wait times to build immediate trust and ease anxiety for new patients.
- Automated Waitlist & Reminders: An SMS/Email integration that automatically alerts patients if an earlier slot opens up, and sends 24-hour reminders to drastically reduce clinic no-shows.
- Accessible "Guest Booking": Allows users to book appointments quickly on behalf of elderly family members or children without needing to navigate complex linked-account setups.



Target Audience

- The Busy Professional
- The Caregiver / Parent
- The Elderly Patient
- The Healthcare Provider

Empathy Map

Says

"I just need to see a dermatologist this week without calling ten different places."

"Does this doctor actually accept my insurance plan?"

"I don't want to fill out five pages of medical history just to see if they are open on Fridays."

"Is this doctor actually good, or do they just happen to have an opening?"

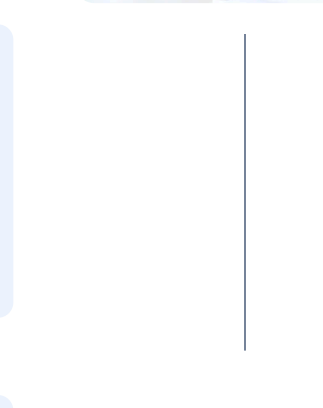
Thinks

"If their website looks this old and broken, their medical equipment is probably outdated too."

"I hope I don't end up sitting in the waiting room for an hour past my appointment time."

"I need an interface that my elderly parents can use without calling me for help."

"A seamless booking process makes me trust the clinic before I even walk in the door."



Does

Googles their symptoms and reads reviews on third-party sites before committing to a booking.

Abandons the booking process if the "Select a Time" interface is glitchy or confusing.

Forgets their appointment time if they don't receive a text message reminder.

Prefers to book appointments late at night when clinic phone lines are already closed.

Feels

Anxious about their health and highly impatient with administrative red tape.

Frustrated by a lack of transparent pricing and hidden consultation fees.

Relieved when they can secure a confirmed time slot instantly.

Confident in their healthcare choice when presented with clean design and strong social proof.

User Persona

NAME:	Emily Chen
AGE:	34
EDUCATION:	B.S. in Communications
JOB:	Marketing Director
LOCATION	Seattle, Washington
HOBBIES:	Yoga, reading, weekend hiking

Bio

Emily balances a demanding corporate job and caring for her toddler. When her child gets sick, she needs to find a highly-rated pediatrician immediately. She doesn't have the time or patience to call five different clinics and wait on hold during her lunch break. She expects the digital healthcare experience to be as seamless as booking a flight or ordering food.

Personality

- Protective
- Time-conscious
- Tech-savvy
- Transparency and peer reviews

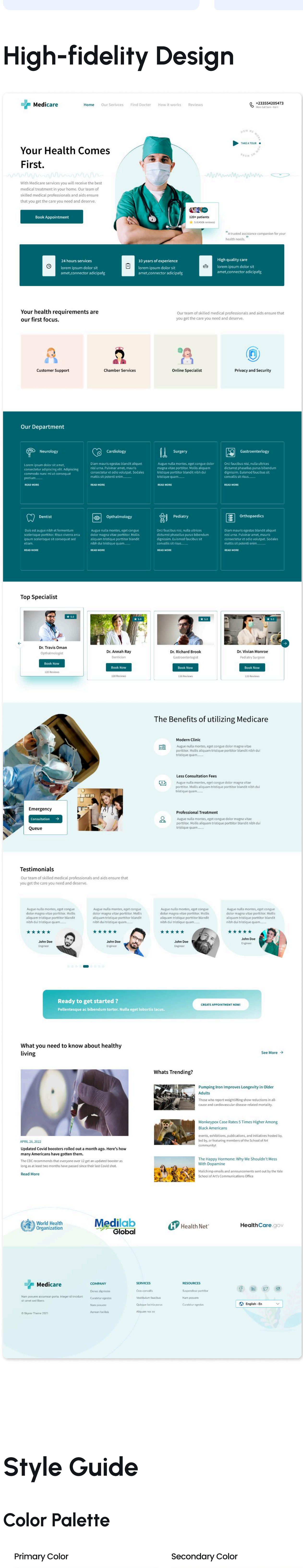
Pain points

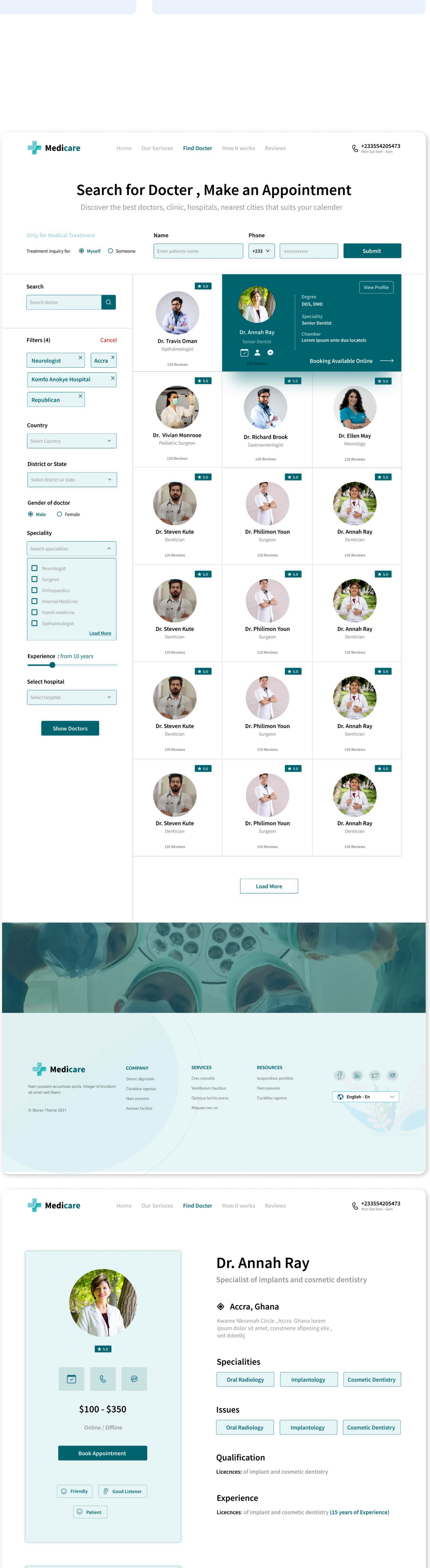
- Hates waiting on hold with busy clinic receptionists.
- Deeply anxious about visiting unreviewed doctors or outdated clinics.
- Frustrated by medical websites that aren't optimized for mobile viewing.

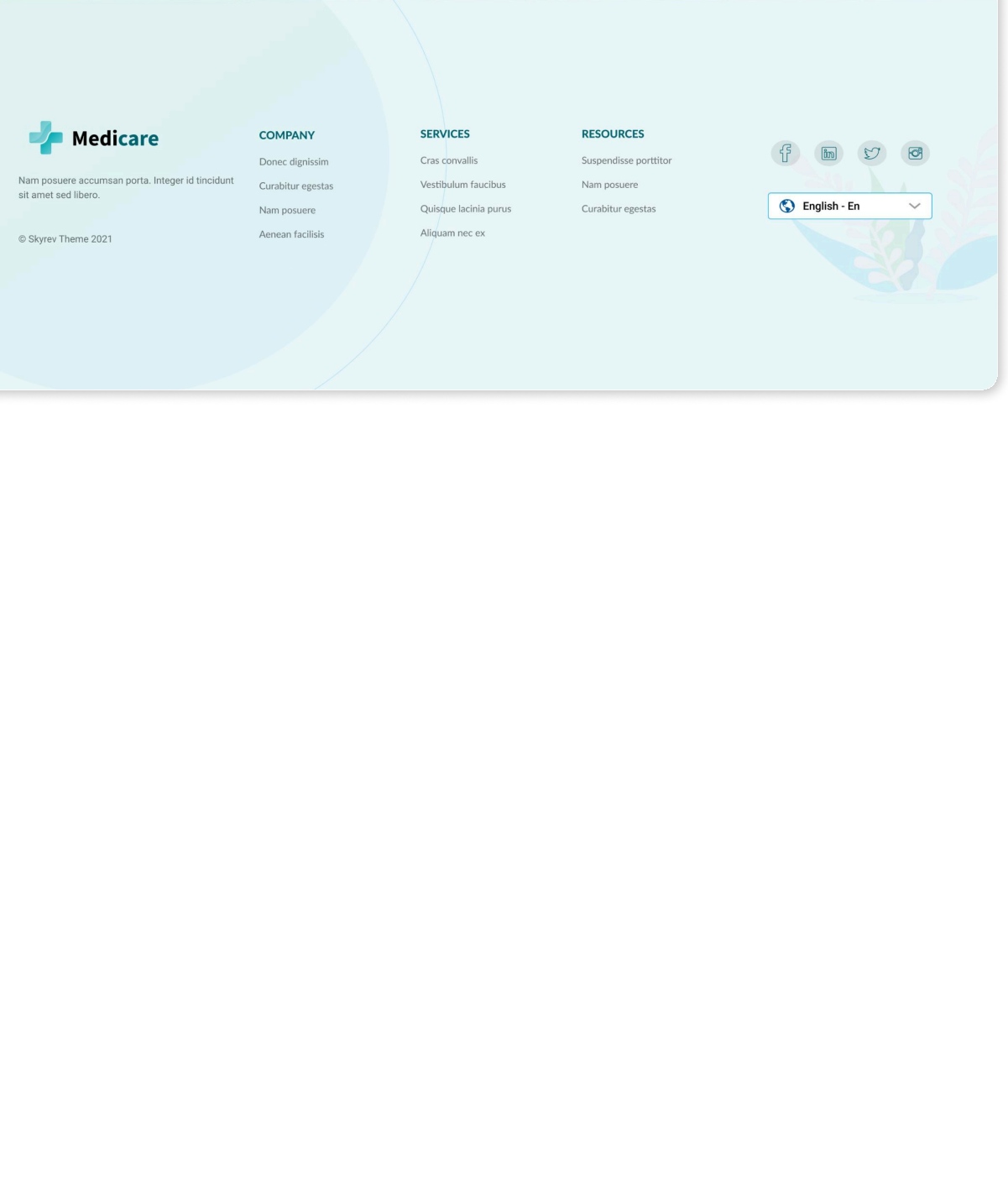
Goals

- Find a top-rated local pediatrician who has an opening today.
- Book the appointment instantly online without a lengthy registration.
- See upfront consultation fees and accepted insurance networks.

High-fidelity Design







Style Guide

Color Palette

Primary Color

#025552

Shades

Tints

Secondary Color

#0DB5AF

Shades

Tints

Typography

Aa

Font
Montserrat

Aa Montserrat Bold

Aa Montserrat Semibold

Aa Montserrat Medium

Aa Montserrat Regular

Name	Font Size	Line Height
Heading 1	24 px	36 px
Heading 2	20 px	28 px
Body - Large	18 px	24 px
Body - Regular	16 px	24 px
Body - Small	14 px	22 px
Caption	12 px	16 px
BUTTON	16 px	24 px

Iconography

Outline

Bold

Key Takeaways

Trust is Visual: In healthcare, a cluttered or outdated UI is often perceived as indicative of a shady or low-quality clinic. A minimal, premium design directly translates to patient trust and ease booking conversions.

Accessibility is Non-Negotiable: Designing for healthcare means ensuring the platform is easily navigable for elderly users, those with visual impairments, or users operating under high stress/anxiety.

Streamlined Forms Convert: Reducing the digital booking flow strictly to essential fields—rather than mimicking a 5-page physical clinic intake clipboard—drastically lowered the user drop-off rate.

Roadmap

Phase 1 (Current): Core MVP launch focusing on the smart search directory, doctor profiles, and instant guest booking.

Phase 2 (Next 6 Months): Introduce integrated Telehealth capabilities, allowing patients to securely book and attend secure video consultations directly through their mobile browser without downloading external software.

Phase 3 (Next 12 Months): Deep EHR (Electronic Health Record) integration, allowing patients to securely transfer their medical history and lab results to the new specialist prior to their physical visit.

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