

Push Doctor, Onboarding Experience

H DOCTOR

GET STARTED

Let's get to know you better.
What is your **first name**?

Input field containing "e.g. John"

Next
or press enter

ENTITY

FIRST NAME
LAST NAME
BIRTHDATE

ACCOUNT

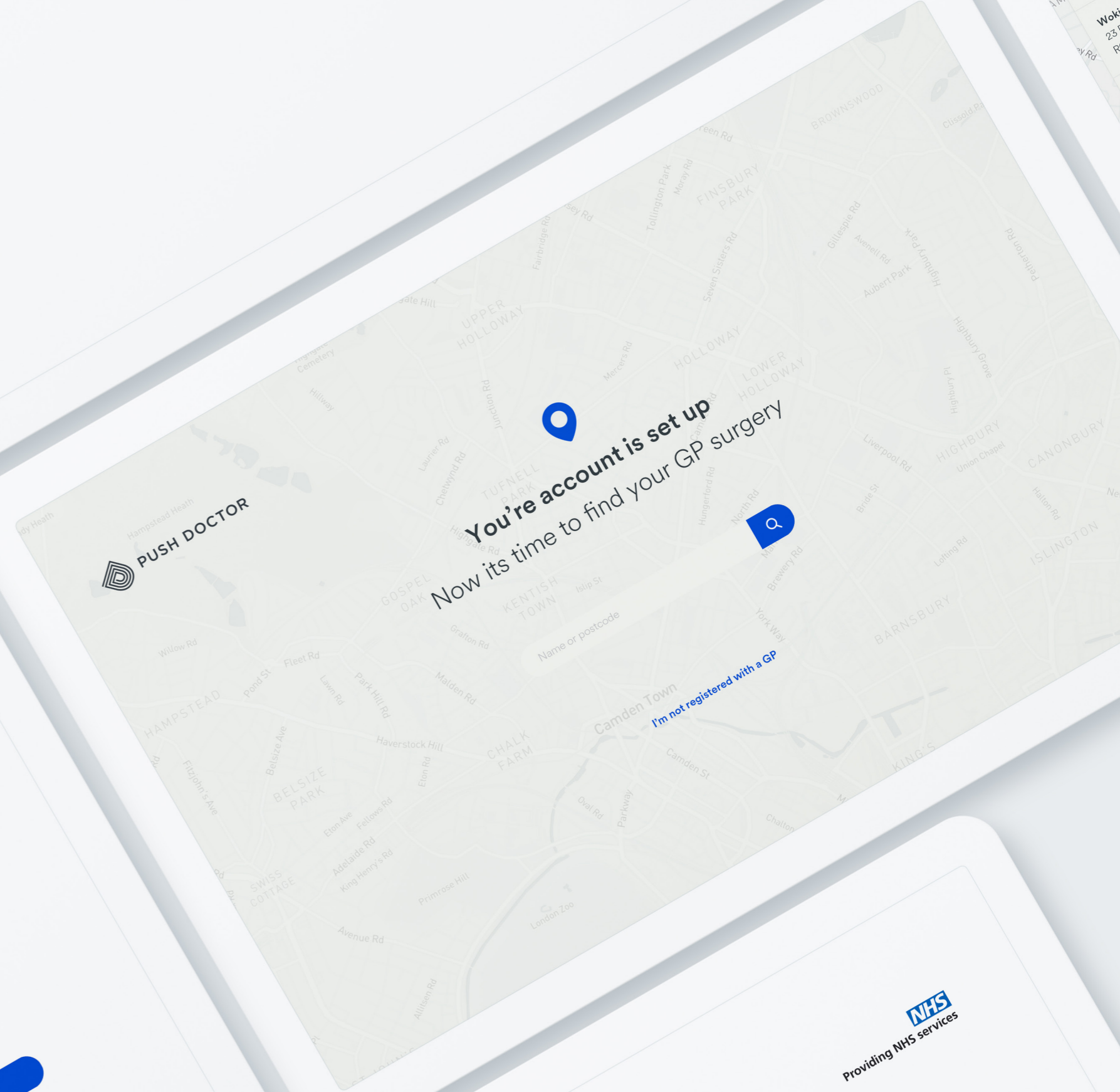
IDENTITY

FIRST NAME
Farzaneh
LAST NAME
Mani
BIRTHDATE
25.05.1995

ACCOUNT
→ EMAIL

e.g. john.smith

PUSH DOCTOR



You're account is set up
Now its time to find your GP surgery



I'm not registered with a GP

GREAT WORK

For when you next visit us,
please create a **password**

e.g text here
min 6 characters and 1 number

Next
or press enter

PUSH DOCTOR

NHS
Providing NHS services

Research

Looking at how are users sign up to the service highlighting where they are struggling and why.

What we know

A patient selecting their surgery could determine if the service was free.

What we assume

Some users want to know why we are asking for certain information from them.



Collecting the live data

Working together with marketing, product and data scientist we used live data gathered over the last 12 months to build up a picture of all our users signing up to the service. This informed us on what we know and we assumed about their journeys.

Understanding different user journeys

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Ideas generation: Paper Prototyping Workshop

To get perspectives from each area of the business we held a workshop with members from each department to help us rethink the onboarding experience.

The aim of the workshop was for 3 teams to build a paper prototype to present to the group that looked to improve the patient experience signing up to the service.

Before we began prototyping as a group we discussed, what we knew from the research and data, what we assume and then how might we's.

These discussions helped us build a set of themes that the patient onboarding should have.



2	What we know	What we assume	How might we
3	<p>Tone of voice:</p> <ul style="list-style-type: none"> - People still lack trust or are scared of the service - Are we speaking to users in the right bedside manner 	<p>Understanding the service and accessibility:</p> <ul style="list-style-type: none"> - All users can see/hear/speak - All users speak english - The service is not easily accesible for non-english speaking patients 	<p>HMW help patients understand the service better</p>
4	<p>Transparency:</p> <ul style="list-style-type: none"> - A shorter more clearer funnel would help conversion - We don't explain pricing very well - Users want to know what we can treat before signing up 	<p>Payment:</p> <ul style="list-style-type: none"> - Apple pay, paypal and telco billing would increase conversion 	<p>HMW make payment easier</p>
5	<p>Regulation & CQC requirements:</p> <ul style="list-style-type: none"> - We don't ask users to provide any emergency contact details or a next of kin 	<p>Transparency:</p> <ul style="list-style-type: none"> - We assume everyone knows what a virtual consultation is 	<p>HMW make our information clearer to the user</p>
6	<p>Card Payment:</p> <ul style="list-style-type: none"> - Offer more payment options - Apple pay, paypal, monzo, camera of card options - People exit when they are asked to provide payment details - Costs and charges aren't clear enough 	<p>Service we can provide:</p> <ul style="list-style-type: none"> - We can't provide long term/repeat care very well 	<p>HMW give clear sign in routes for new and existing users</p>
7	<p>Onboarding length:</p> <ul style="list-style-type: none"> - Compared to other apps our process is cumbersome and feels longer than it is - 	<p>Onboarding length:</p> <ul style="list-style-type: none"> - Allowing guest only registration would improve first time experience - Users want speed in their first experience 	<p>HMW get returning users</p>
8	<p>Trust and security</p> <ul style="list-style-type: none"> - How do we increase trust and security - 	<p>Conversion:</p> <ul style="list-style-type: none"> - NHS conversion should be 90% - Improving ease of use would improve TD to +90% - Shortening the flow would improve conversion 	<p>HMW make the product accessible to all</p>
	<p>Understanding:</p>		

Ideas generation: Working Together

We split into 3 teams with a mix of departments in each group. Each team had a sprint box filled with the essentials they would need to build a paper prototype in 2 hours. Plus the information each user currently needed to fill in depending on what user type they were.

After 2 hours each team presented back their ideas and we then we conducted a secret ballot vote for the prototype that people thought fit the themes we had made earlier the best.

This workshop meant that we now had 3 concepts that we could test with users.



Using the ideas from the
workshop session we began
to build a prototype that we
could test with users.

Testing

Using our internal PoD we tested first with people in the office and then we invited external users in to test the prototype.

“I hadn’t spotted that. I would maybe move it up to where you’re typing so you can see it”

Vicky, Manchester - Tooltip UX



Our PoD and how we use it

The PoD is our user research lab. We invite all different kinds of people into the PoD to discuss their health, how they manage it and what they think about our digital service. One of the ways we get feedback on new concepts is to prototype and test ideas with them. We did this for the new onboarding to see what they think about it.

Questions we asked our users in the PoD

- The look and feel of the experience
- Questions about the personal data required
- Feedback on progress and the length of the form
- How do users want to find their GP Surgery?
- Can users edit their information easily?

CONVERSATIONAL UI

Using language to explain to the user how they are progressing through the sign up.

NAVIGATION

Categorising and displaying the information gives the user control allowing them to check and edit the information if they need to.

The image shows a mobile app sign-up screen for 'PUSH DOCTOR'. At the top left is the logo and name 'PUSH DOCTOR'. Below it, a progress bar is partially filled, with the text 'HALFWAY THERE' above it. To the left of the progress bar, there are two sections: 'IDENTITY' and 'ACCOUNT'. Under 'IDENTITY', there are three fields: 'FIRST NAME' with the value 'Farzaneh', 'LAST NAME' with the value 'Mani', and 'BIRTHDATE' with the value '25.05.1985'. Under 'ACCOUNT', there is a field labeled 'EMAIL' with a right-pointing arrow. To the right of the progress bar, there is a text box with the heading 'Why do we need your email?' and a blue envelope icon. The text inside the box says: 'For now we will just send you service emails. Once your account is created we will ask if you want to receive personalised email content.' Below this text box, the text 'For appointment add your email address' is displayed, with 'email address' in blue and a small information icon. Below this text is a light green rounded rectangular input field containing the placeholder text 'e.g john.smith@example.com'. At the bottom right of the screen is a blue rounded rectangular button labeled 'Next', with the text 'or press enter' below it.

TOOLTIP

Categorising and displaying the information gives the user control allowing them to check and edit the information if they need to.

NEXT BUTTON

Enables users to use the keyboard or screen to go to the next step.

Do you want to know
more? Let's grab a coffee.