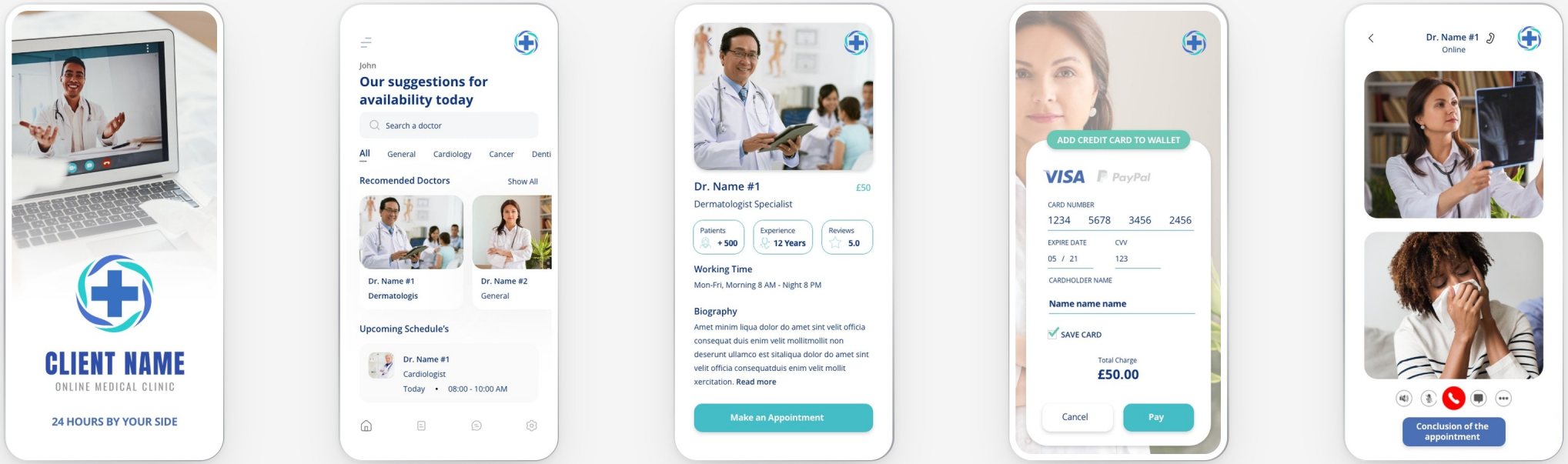
(Client work — UX/UI · Under NDA)

Healthcare · 2021

MEDICAL APP

A clinic in your pocket,
24 hours by your side.



Rui Soares Mendes — UX/UI Designer · Client name, logo and markets changed under NDA

(Overview)

End-to-end UX/UI,
from first interview to high fidelity.

Built in 2021, when Covid kept many patients at home and most consultations moved online. I worked directly with the company that wanted the app, from research and personas to information architecture, wireframes, prototype tests and the final UI. The client's name, logo and launch markets are changed here, as the client required.

Client	Sector	Year
Confidential (NDA)	**Healthcare · telemedicine**	**2021**
Engagement	Timeline	Platform
Direct with the client	**12 weeks, three phases**	**Mobile app**

User research · Competitor analysis · Personas · Information architecture · Wireframes & prototype · User testing · UI design

(01 Challenge)

Routine care shouldn’t need a waiting room.

2021: Covid kept patients at home and most consultations moved online. The brief: an online alternative to a physical visit to the GP or hospital.

01 Time

Routine visits cost patients hours when a visit isn’t needed.

02 Frequency

Age or illness means some patients need more regular contact.

03 Access

Older patients often depend on someone to get them there.

04 Work

Appointments are missed because of work hours and distance.

Twelve weeks, three phases.

Design thinking to understand the problem, agile delivery to build the answer, with a stakeholder review closing each phase.

Weeks 1–4

Discover

- Understanding the brief
- Competitor & market analysis
- Survey research
- Interviews

Weeks 5–8

Define

- Personas
- User journeys
- User flows
- Information architecture

Weeks 9–12

Develop & deliver

- Wireframes & prototype
- User testing
- Iteration
- Validation

Stakeholder reviews — Week 1 · kick-off · Week 4 · progress · Week 8 · progress · Week 12 · close & next

Two competitors, the same gaps.

A SWOT on the apps closest to the launch market. The full analysis covered more; these two share its pattern.

Area	Competitor 01	Competitor 02	Our answer
Sign-in	Takes too long	Complicated website	Email, Google or Facebook on one screen
Support	No chat	No chat	Talk to a collaborator from the welcome screen
Choice	Few specialities	Few specialities and doctors	Search by doctor, speciality or availability
Platform	App, English only	Website only, no app	Mobile app first
To match	Lower price, pharmacy partners	E-prescription	E-prescription planned for a later phase

Two patients, one doctor, the same missing link.

Built from the interviews and survey, so every screen could be checked against a real need.



Jessica, 32

Office administrator · patient

"I need trustworthy information, regular appointments and to take better care of my health."

Needs appointments at any time of day

Pain no time between work and two children



Thomas, 67

Retired · patient

"I need more regular follow-ups, but I have to wait for my family to take me."

Needs check-ups without travelling to the GP

Pain depends on others; no doctor after hours



Richard, 41

Family doctor

"I'd like ways to contact my patients and see if the treatments take effect."

Needs patient data and files in one place

Pain too many tools; time lost on routine visits

What we heard, and what it changed.

Online interviews and prototype sessions with patients and doctors. A selection of findings.

We heard	So the app
Patients want access 24 hours a day.	Opens on the doctors available today.
Nobody wants to wait in line.	Offers three ways in: by doctor, speciality or availability.
Trust in online appointments is low.	Shows patients, experience, reviews and hours on every profile.
Some older users need a hand.	Puts “speak with one of our collaborators” on the welcome screen.
Doctors want one calendar, fewer lost messages.	Sends a confirmation, an in-app message and a reminder on the day.

One core journey, from open to closed.

The information architecture, reduced to the path every patient takes. Everything else lives in the dashboard.

01 **Open the app**

02 **Log in or sign up**

03 **Choose how to search**

04 **Compare doctors**

05 **Pick date and time**

06 **Pay in-app**

07 **Confirmation and reminder**

08 **Video or chat appointment**

09 **Leave feedback**

10 **Home or close**

Dashboard Settings Profile Appointments Reports Messages Payments

Sketched on paper, the whole flow first.

Every screen started as a sketch: four stages, from the homepage to the closing screen, before anything was drawn digitally.

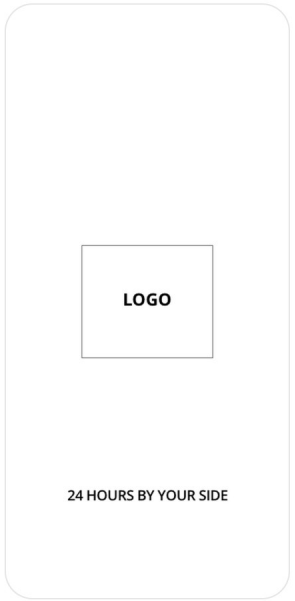


Paper flow: 01 sign in · 02 find a doctor · 03 book and pay · 04 appointment and close

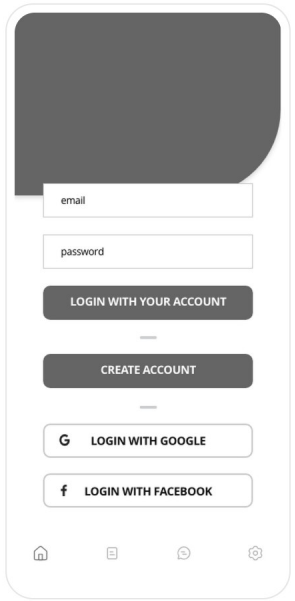
(05 Design — phase 2 · wireframes)

Tested in grey, before any colour.

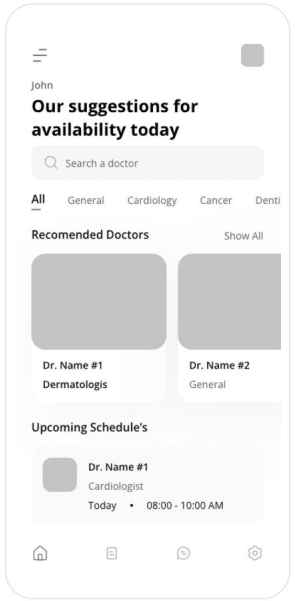
A clickable low-fidelity prototype for the first sessions with patients and doctors: structure and flow, no styling.



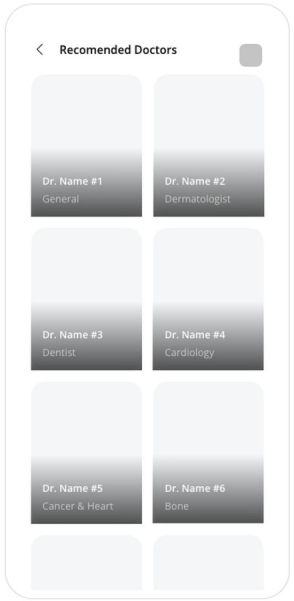
01 Splash



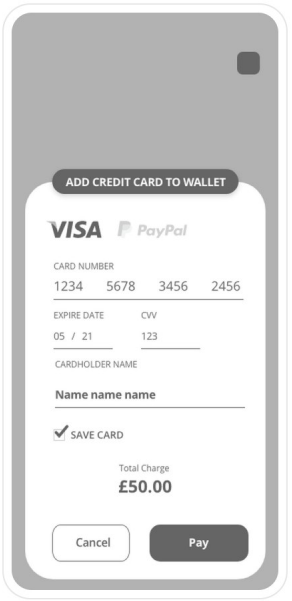
02 Log in



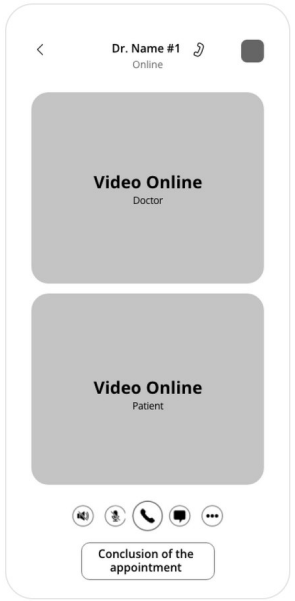
03 Available today



04 Recommended



05 Payment

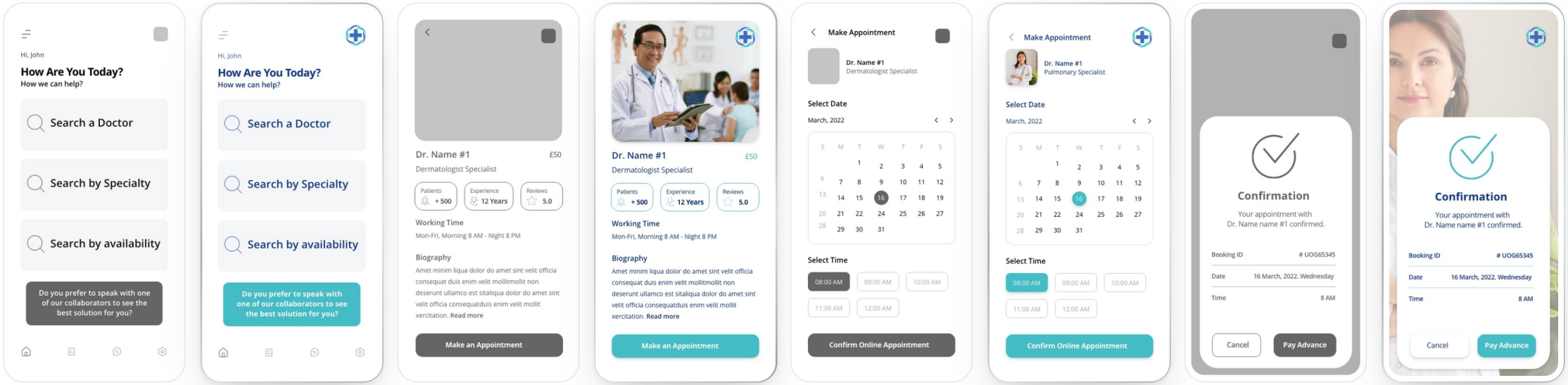


06 Video call

Medical App · Client work — 10 · 14 wireframes in the full prototype

Same structure, now with a face you trust.

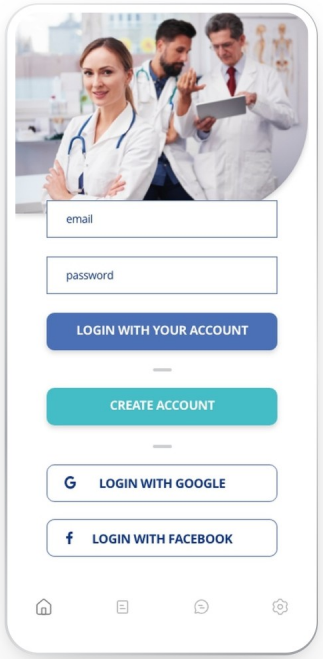
The layout held through testing. High fidelity added real doctors, colour for actions and clearer hierarchy.



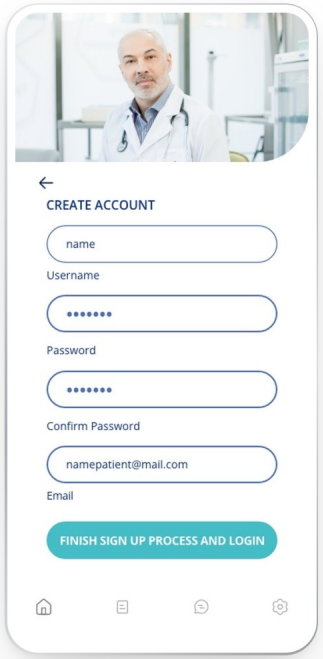
01 Welcome — 02 Doctor profile — 03 Date & time — 04 Confirmation

Get in,
find the right doctor.

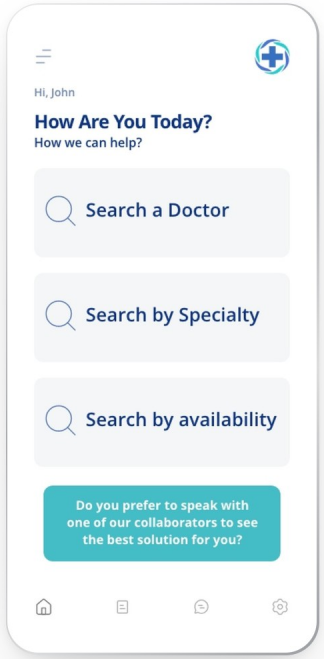
Patients arrive with different questions: who, what or when. So there are three ways to search, and a person to ask.



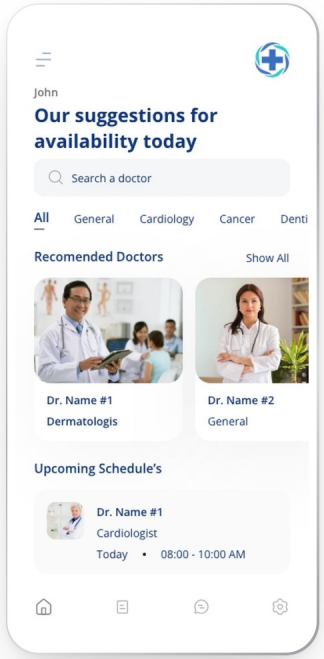
01 Log in



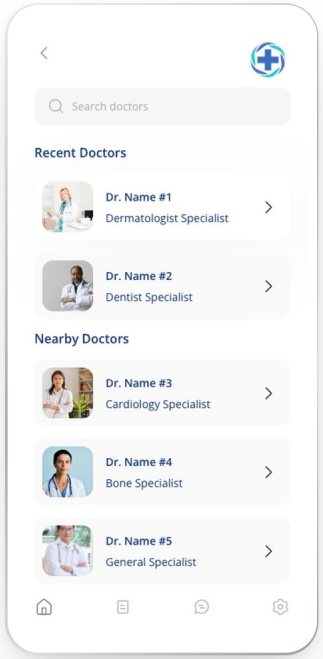
02 Create account



03 Three ways in



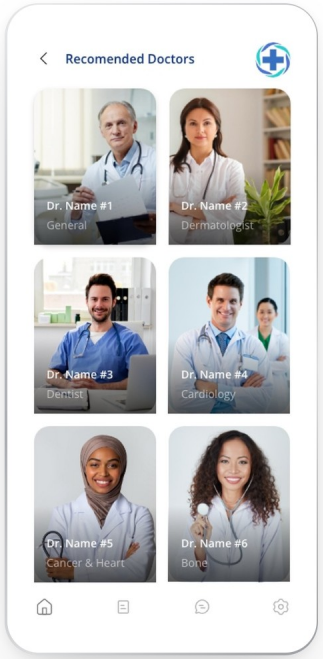
04 Available today



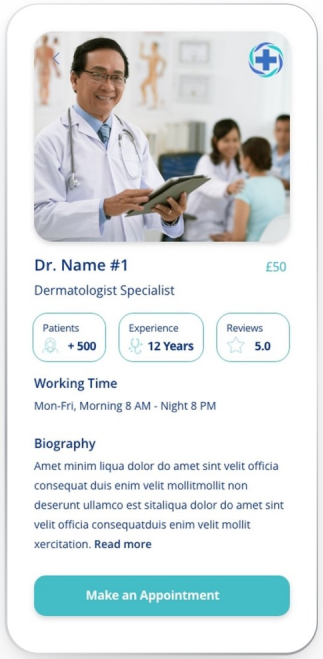
05 Search doctors

Choose with confidence, book and pay in one go.

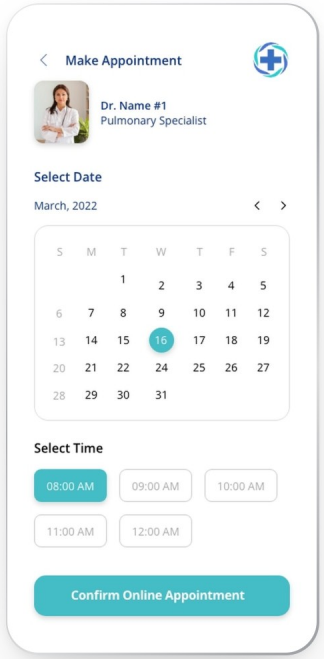
Profiles answer the trust question before booking: patients, experience, reviews, hours and price, all up front.



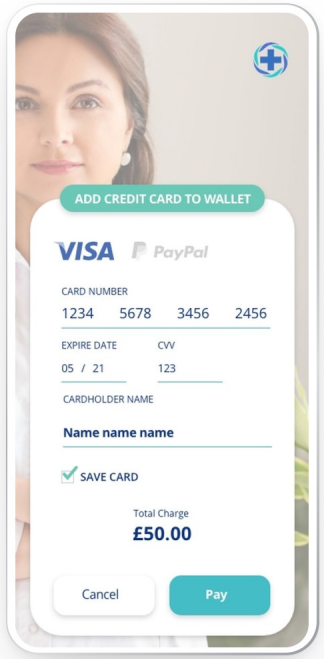
01 Recommended



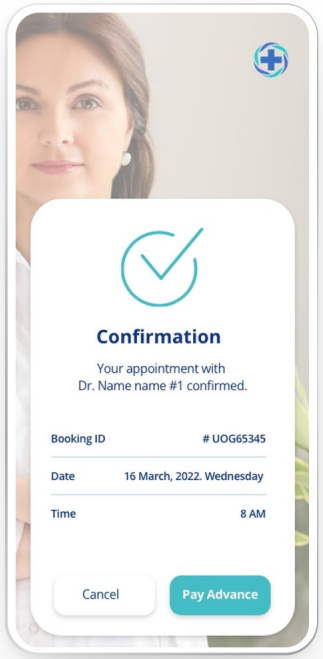
02 Doctor profile



03 Date & time



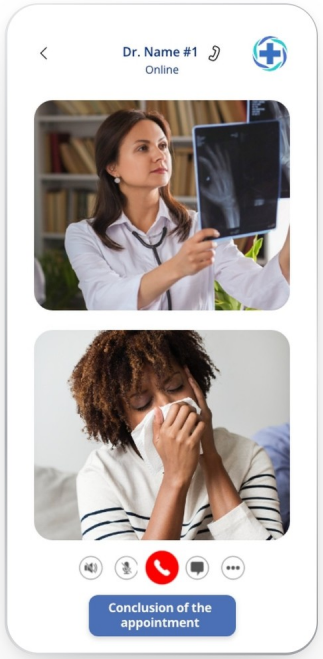
04 Pay in-app



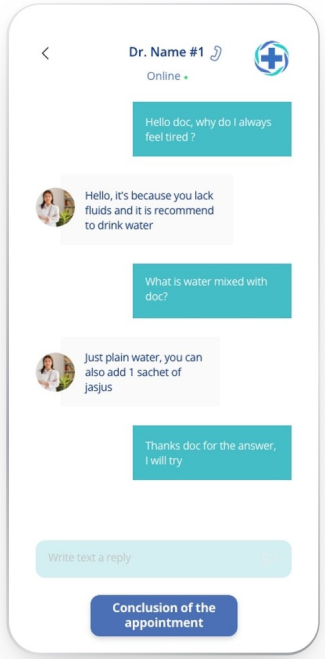
05 Confirmed

The appointment, and closing the loop.

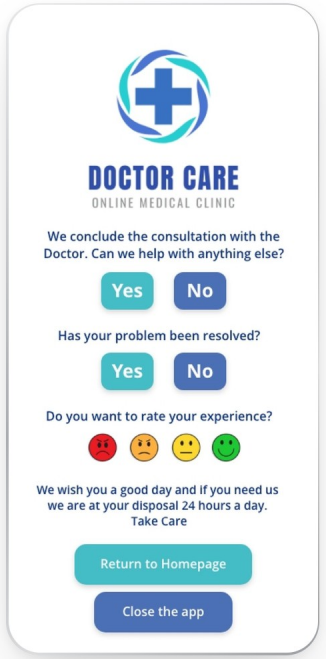
Video or chat with the doctor, then a short check before the patient leaves.



01 Video



02 Chat



03 Feedback

The closing check asks

Can we help with anything else?

Has your problem been resolved?

How would you rate the experience?

Answers feed the next round of improvements.

Calm colours, built to earn trust.

Subtle colours for confidence and calm. At this stage a lean style guide, not a full design system.

Typeface

Aa

Open Sans

Heading 1 · Black 24px
Heading 2 · Bold 24px
Subtitles · Semi-bold 20 / 16px
Text · Regular 14 / 11px

Colour

#0E3683 · Primary
Logo, titles, text

#45BDC6 · Primary
Buttons, outlines

#000000 · Secondary
Body and small text

#AAAAAA · Secondary
Fields and boxes

Components

Cancel | Pay

Search a doctor

+500 | 12 yrs | 5.0

Buttons, search field and the profile stat pills: patients, experience, reviews.

Built for the next phase, not just launch day.

What I left ready, or flagged, for the client at the week-12 review.

01 Regulation

Structure ready to adapt to each country's legislation and limits.

02 E-prescription

Direct between doctor and patient at first, with room in the flows to bring it in-app.

03 Open question

An emergency call button: straight to 999 or 111, or handled in the app?

04 Outcome

[Launch status or result — to confirm]

(Thank you)

Got a product people need to trust? Let's talk.

Let's talk ↗

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