Dental App

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Project overview

The product:

Tiny Teeth is a pediatric dental app for parents to easily schedule appointments for their children. It provides parents with a range of tools, from scheduling appointment at any time to chatting live with the dentist during business hours.

Project duration:

June 2021 – October 2021

Google

Project overview

The problem:

Tiny Teeth is an app that helps parents schedule quickly and easily dentist appointments for their children, receiving immediate confirmation of the appointment.

The goal:

Our goal is to provide users a better user experience when they request a dentist appointment for their children. Users will have access to all their appointments and dental records.

Project overview

My role:

UX designer

Responsibilities:

Covered the process from beginning to end - user research, wireframing, prototyping, etc.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

We conducted user interviews to identify the needs and pain points of those who make dentist appointments for children. The findings and feedback obtained from the interviews were the basis of our design process. Some of our assumptions proved to be right, like the fact that busy parents would prefer making the appointment after work hours or even before bedtime. Our research has also identified many other pain points that we were not aware of at the beginning of the research, like the need to choose the way of being reminded of the upcoming appointments. Some participants stated that they are annoyed when reminders are sent through multiple channels (email, text, call, app, etc.).

User research: pain points

1

Save time

Taking a doctor appointment is time consuming. We tried to minimize this by creating an app.

2

Organize

We offered users the possibility to visualize all appointments and add them to their personal calendar.

3

Live support

People can find help and take online consultations right away.

4

Remote interaction

Users prefer to check in / check out or make payments remotely, without the need to stay in line or provide their credit card details to the clinic. All these can be done via the app.

Persona: **Oscar Alder**

Problem statement:

Oscar is a busy parent who needs to be able to schedule quickly his children's dental appointments.

"As a very busy professional, I always look to optimize processes so that I can spend more time with my family."

Goals

- Find a dentist for his children that would allow him to schedule the appointments by himself and at any time.
- Identify a way to contact the dentist directly and easily in case of emergency.

Frustrations

- Frustrated about spending a lot of time on the phone to schedule an appointment.
- Concerned about not having access to his children's dental records without needing to contact the office first.

Oscar Alder

Age: 45
Education: PhD
Hometown: Washington, DC
Family: Married, two children
Occupation: Lawyer

Oscar Alder is a 45-year-old white male who lives in Washington, DC. He is working as a lawyer and is very busy. Oscar is married and has two children. He has dyslexia, which makes it difficult to read text quickly and process information in fast-paced settings.

Persona: **Ruth Douglass**

Problem statement:

Ruth is a single parent who needs to be able to schedule quickly her child's dental appointments and have access to educational materials.

"I wish doctors would think more about patient education, especially for those children who struggle with everyday tasks."

Ruth Douglass

Age: 37
Education: Bachelor's degree
Hometown: Arlington, VA
Family: Divorced, one child
Occupation: Teacher

Goals

- Find a dentist who would provide online consultations too.
- Access educational materials for her child about dental care.

Frustrations

- Phone consultations are time consuming and frustrating.
- Needs to search by herself educational videos on dental care to teach her child how to brush or floss her teeth correctly.

Ruth Douglass is a 37-year-old black woman who lives in Arlington, VA. She is teaching history at a local high school. Ruth is divorced and is raising alone her child. As a busy mother, Ruth has hired a part time nanny to help her with her child, who is on the spectrum and needs to be taken to different therapies.

Persona: **Anna Miller**

Problem statement:

Anna is a busy parent who needs to be able to schedule quickly her children's dental appointments, set reminders, and sync them with her personal calendar.

"I am a very busy mother and I would love to get my children's appointments done earlier and be reminded when prior to the visit."

Anna Miller

Age: 42
Education: Bachelor's degree
Hometown: Bethesda, MD
Family: Married, 3 children
Occupation: Interior Designer

Goals

- Find a dentist who would be easily reachable online or on the phone.
- Quick and easy appointments.

Frustrations

- Phone consultations are time consuming and frustrating.
- Needs to set multiple reminders for the appointments.

Anna Miller is a 42-year-old white woman who lives in Bethesda, MD. She is working as an interior designer and is an entrepreneur. Anna has 3 healthy children and never misses their well visits. Andrew, her husband, is helping with the kids whenever he can, they try to split children care between them.

User journey map

The user had successfully complete the tasks, however, a little bit of guidance would have helped him to complete these quicker and with less frustration.

Persona: Oscar Alder

Goal: Fast, easy appointments vis app

ACTION	Get App	Make an appointment	View Confirmation	Additional Requests	Check-in
TASK LIST	Tasks A. Download app B. Set up an account C. Create profile	Tasks A. Go to "Appointment" B. Select visit reason B. Select a date C. Select a time D. Confirm selection	Tasks A. Check app and email for confirmation B. Add the appointment to calendar	Tasks A. Check app and email for additional requests from the doctor. B. Submit requests, if any	Tasks A. On the appointment day, check in via the app B. Make payments, if any
FEELING ADJECTIVE	Exited to make an appointment easy and fast	Frustrated because cannot find my visit reason in the list provided	Happy to make the appointment and add it to my calendar	Frustrated because the paperwork is in pdf format and needs to be downloaded.	Happy with easy check in.
IMPROVEMENT OPPORTUNITIES	Provide walkthrough (get started) to explain the main features and uses.	Provide the "Other" option with the possibility to add description	Offer the option to send text reminders	Create questionnaires within the app, alternative via phone calls.	After the appointment, notify via app and email about the availability of visit report.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies
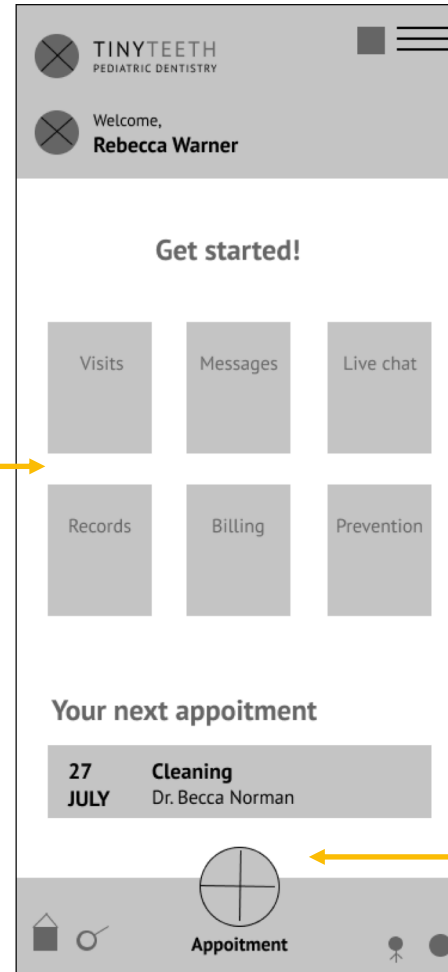
Paper wireframes

Paper wireframes allowed us to explore various ideas and select the options that best suits our needs.
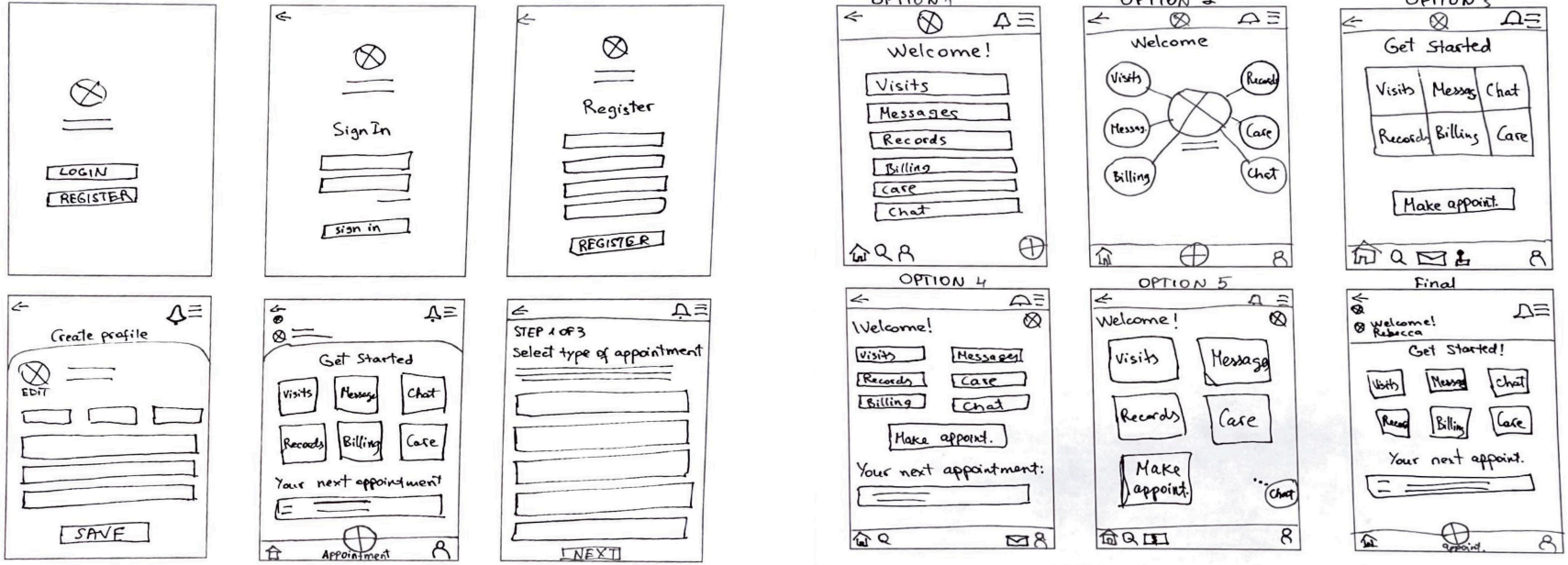
Digital wireframes

Our goal was to create a simple home screen, while incorporating the main functions of the app while maintaining a clean design.

The main functions have been clearly added to the home screen.

Intuitive and simple "Make an appointment" button

TINYTEETH
PEDIATRIC DENTISTRY

Welcome,
Rebecca Warner

Get started!

| Visits | Messages | Live chat |
| Records | Billing | Prevention |

Your next appoitment

| 27 JULY | **Cleaning** Dr. Becca Norman |

Appoitment

Digital wireframes

Users are informed about the next steps at the moment they receive the booking confirmation. They have also the option to set reminders.

Users are notified about booking confirmation and about receiving an email and SMS.
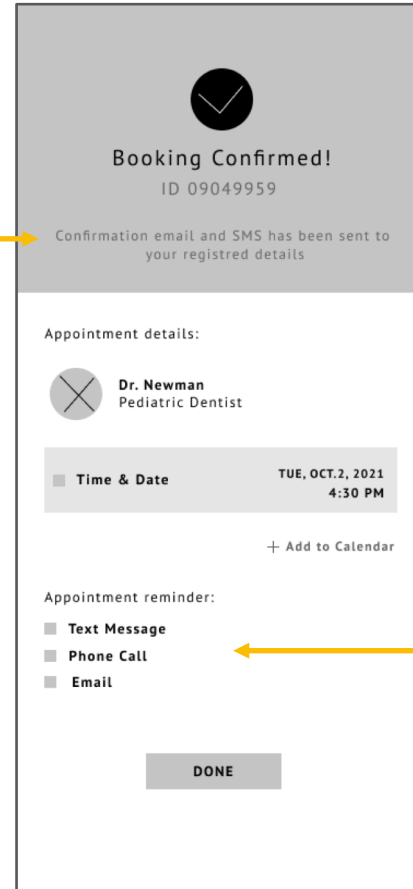
Users have the option to select the reminder options.

Low-fidelity prototype

We constructed a user flow of what a basic start to finish journey looks like while scheduling an appointment. Here is the low-fidelity prototype link. This helps us in understanding ways users can interact with the product, as well as allowing us to see navigation through user goals.

Usability study: findings

We have conducted an unmoderated usability study with five participants. They were asked to make an appointment on a low-fidelity prototype and one more time on a high-fidelity prototype. Here are the main findings:

Round 1 findings

1. 3 out of 5 total participants expressed a desire to receive a text or email confirmation after making an appointment.

2. 3 out of 5 total participants said they wanted to know why they are asked to select a visit reason before accessing the calendar; as well as the list needed to be shortened..

3. 2 out of 5 total participants said they wanted to choose their method of being reminded about the coming up visit.

Round 2 findings

1. Most of the users expressed the need to be able to add more payment options

2. 4 out of 5 total users expressed the need of a contact us page with directions to the clinic that would be attached to their calendar reminder.

3. 3 out of 5 total users said they would prefer Face ID for login.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the findings from the usability study, we have improved the design by added a brief explanation about the next steps and by adding the option to set reminders.

Booking Confirmed!
ID 09049959

Appointment details:

Dr. Newman
Pediatric Dentist

Time & Date   TUE, OCT.2, 2021
                            4:30 PM

+ Add to Calendar

DONE

Booking Confirmed!
ID 09049959

Confirmation email and SMS has been sent to
your registred details

Appointment details:

Dr. Newman
Pediatric Dentist

Time & Date   TUE, OCT.2, 2021
                            4:30 PM

+ Add to Calendar

Appointment reminder:
Text Message
Phone Call
Email

DONE
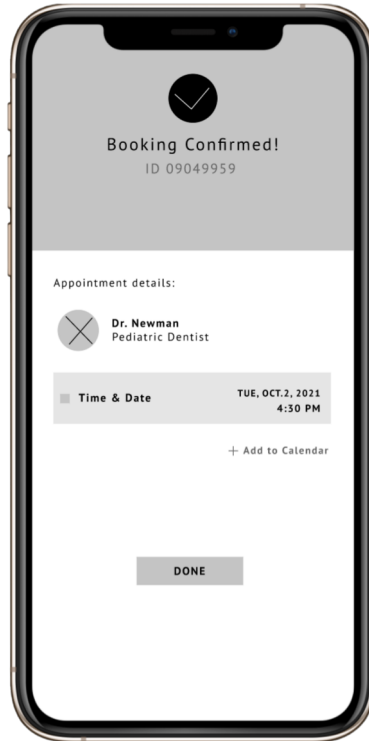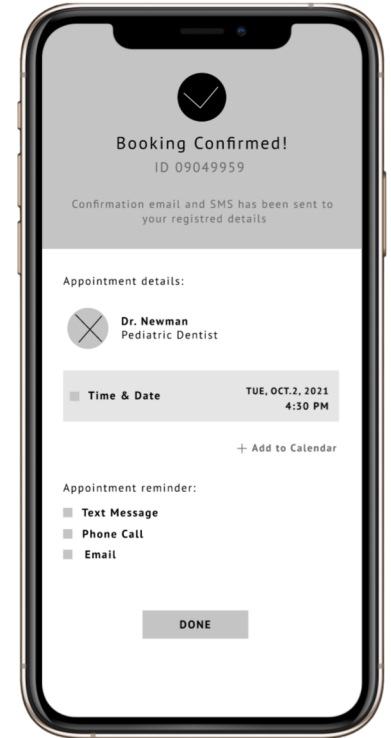
Mockups

The Usability Study conducted on the high-fidelity prototype revealed the need to add more payment options. Thus, the design has been improved by adding more functionalities.
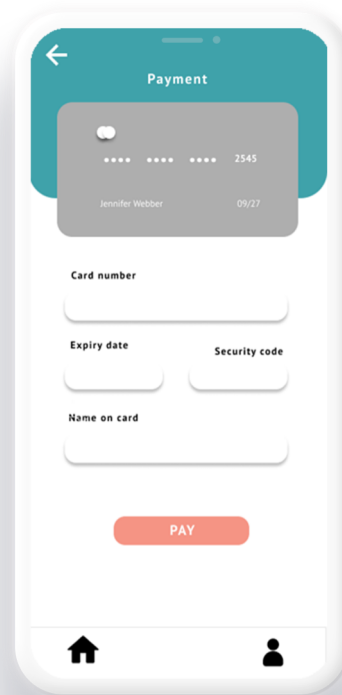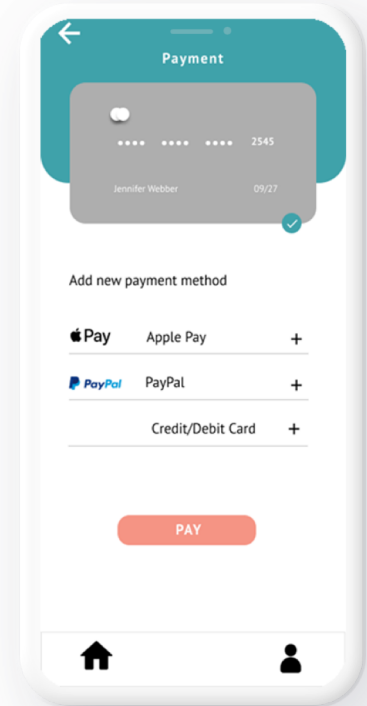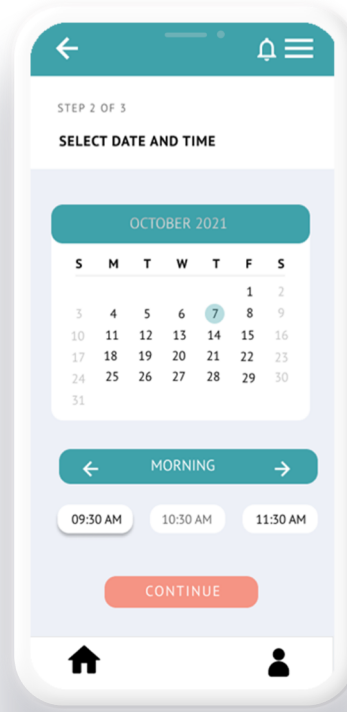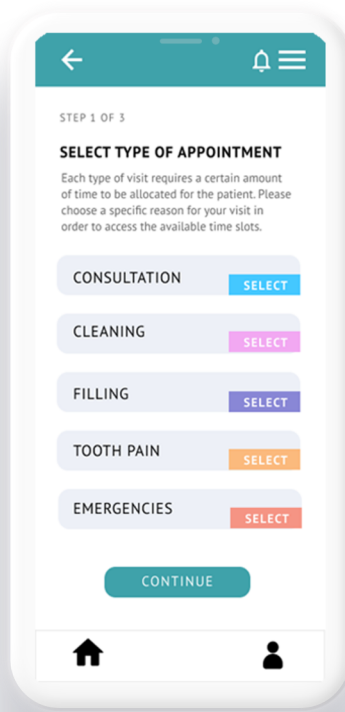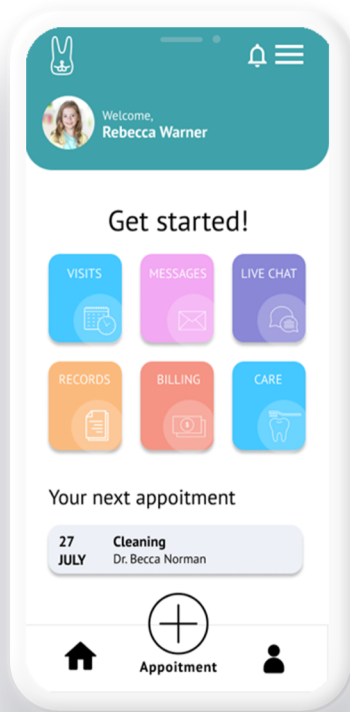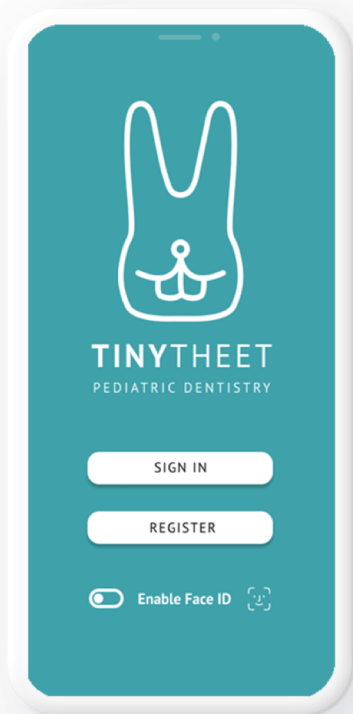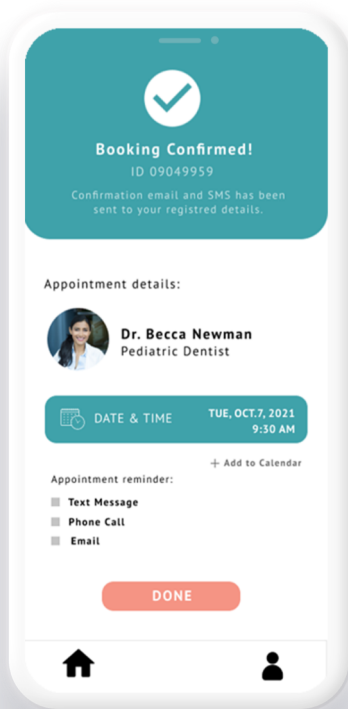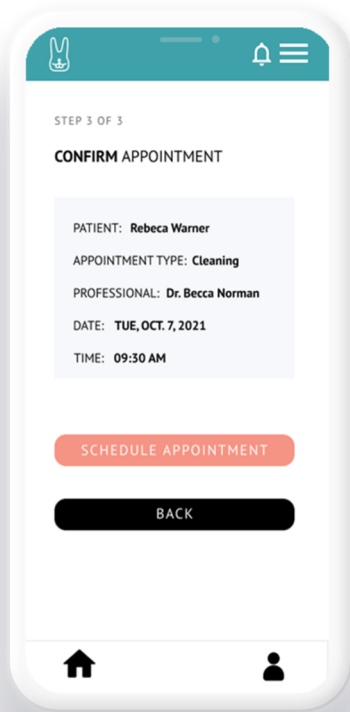
Mockups

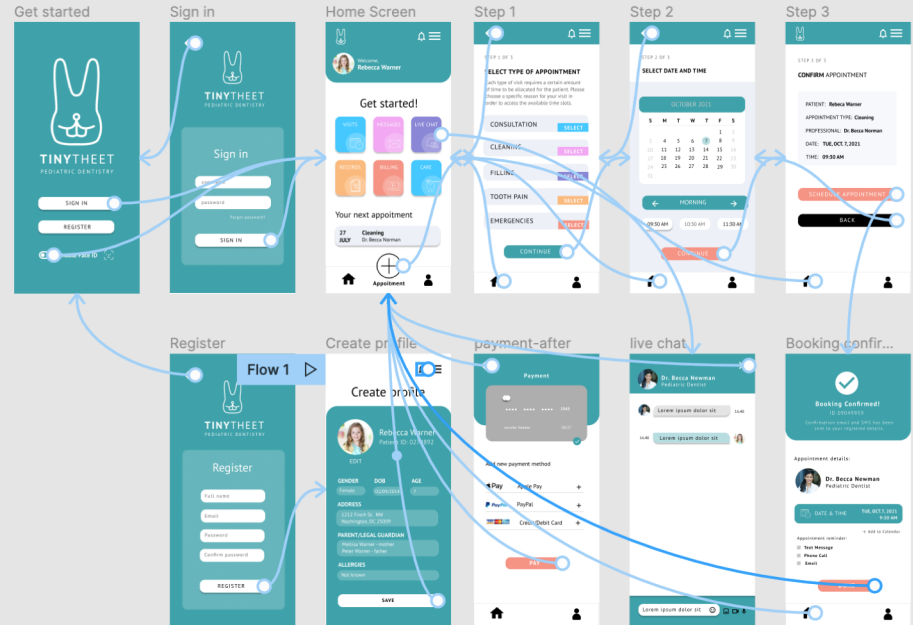# Mockups
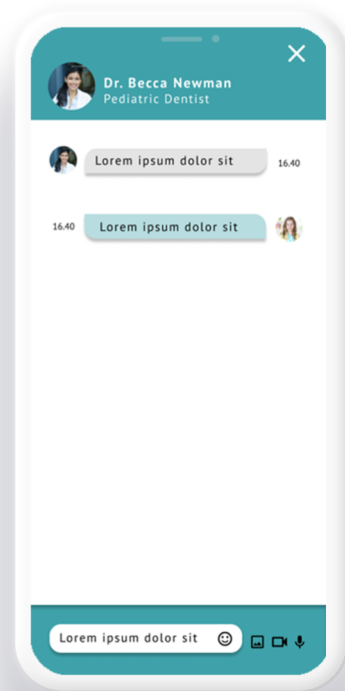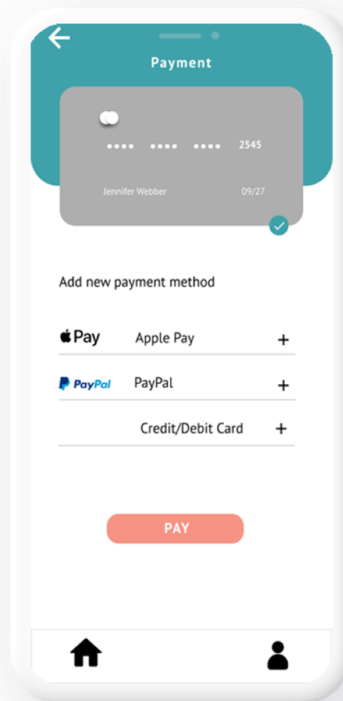
High-fidelity prototype

The high-fidelity prototype has reveled some more needs. The design has been improved accordingly.

Accessibility considerations

1

Design elements are large and distanced enough so that users can easily target them by touch. The + button is placed in the middle of the screen so that it can be easily reached by both left and right handed users.

2

Gestured are kept simple and consistent. Components are repeated across pages.

3

Appropriate color contrast ratios that are acceptable for most users. Text legibility is preserved by an adequate contrast between the font color and the background.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Tiny Teeth made me realize just how easy it can be to produce an application when you are among the target users. I had faced myself many challenges when I was trying to get appointments for my children. Fortunately, I am of those parents who know all, or almost, of the pain points and luckily, I know how these can be addressed.

What I learned:

This project helped me realize how important it is to conduct usability studies at every stage of the project. The feedback is so valuable for a successful user experience design.

Next steps

1

We would like to conduct some more research to find out if there are any other features users might need in this app.

2

Another testing we would like to conduct is related to the check in and check out process to make sure that these provide a great user experience.

3

As people will use the app we are intending to collect feedback to make sure the app meets users' needs.

Let's connect!

Thank you for visiting alinadohotaru.com

Let's stay in touch:

Thank you!