

HEALTH PAL

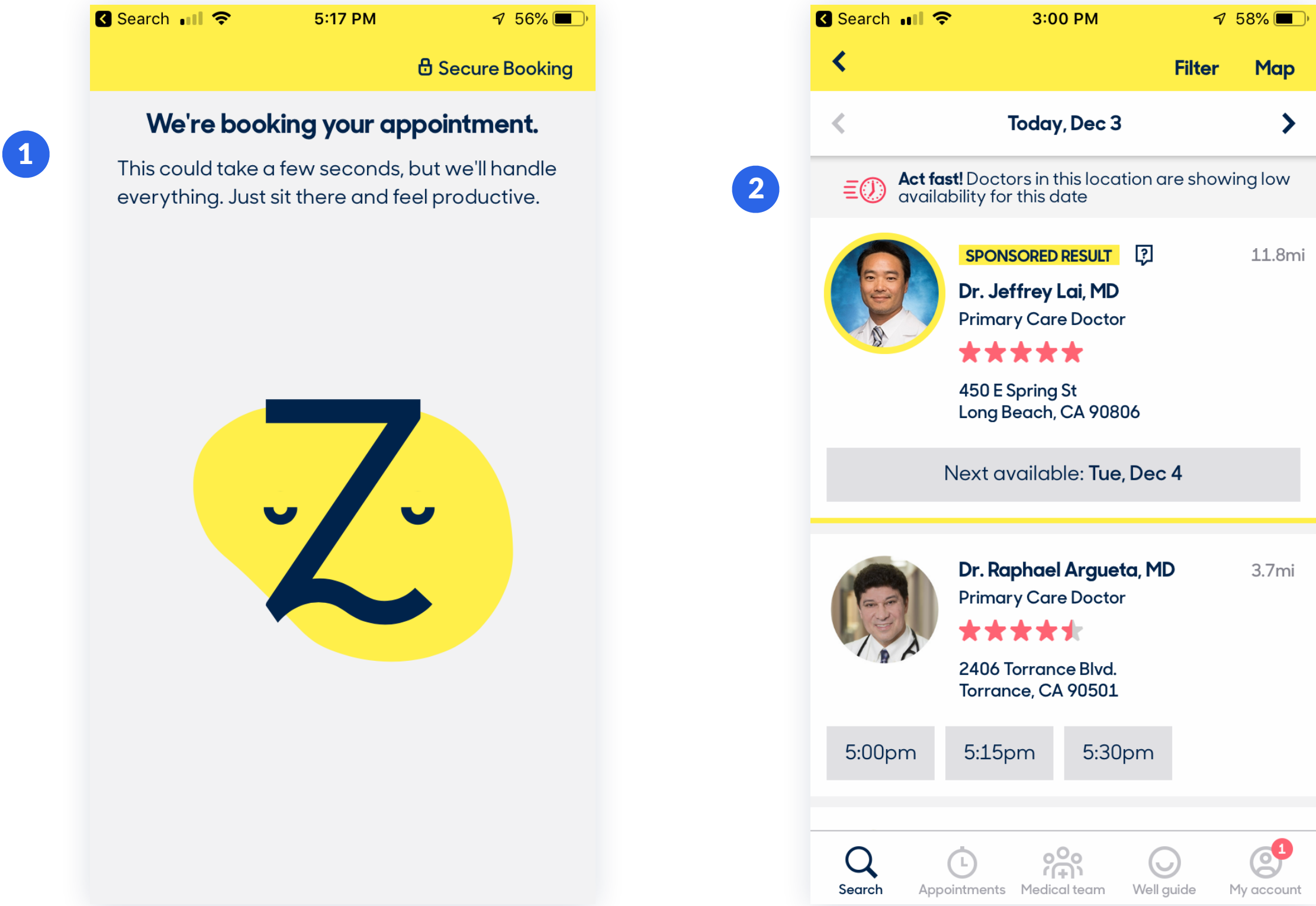
ZocDoc Usability Heuristic Evaluation

RESEARCH + DESIGN
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USABILITY HEURISTICS

ZOCDOC USABILITY HEURISTICS & INTERACTION DESIGN EVALUATION

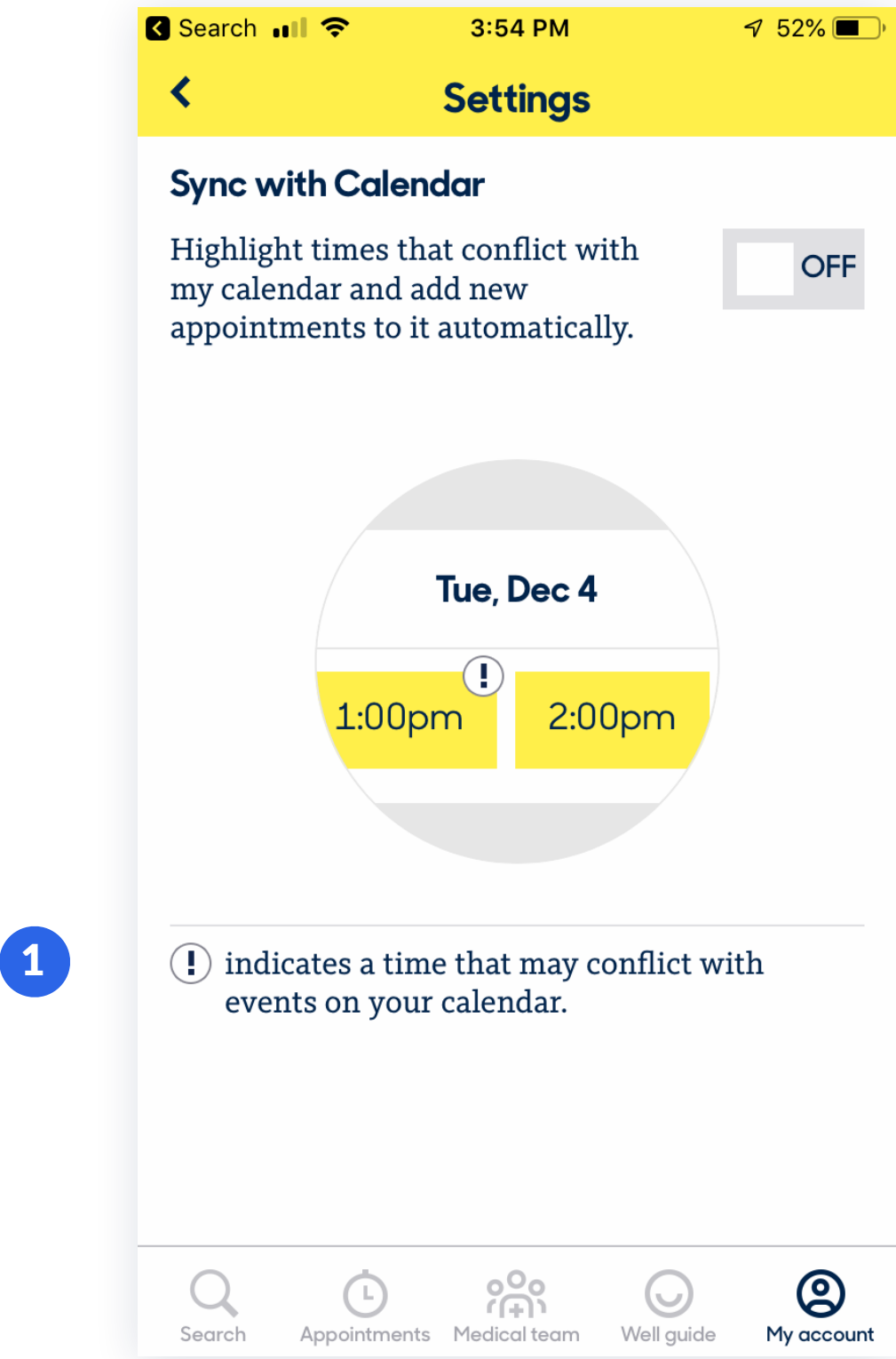
Visibility of system Status



1. After booking an appointment with a doctor, I am presented with a loading screen which provides a loading signal seen in the middle of the screen to indicate the system is booking my appointment. There's also copy found above to let me know this could take a few minutes.

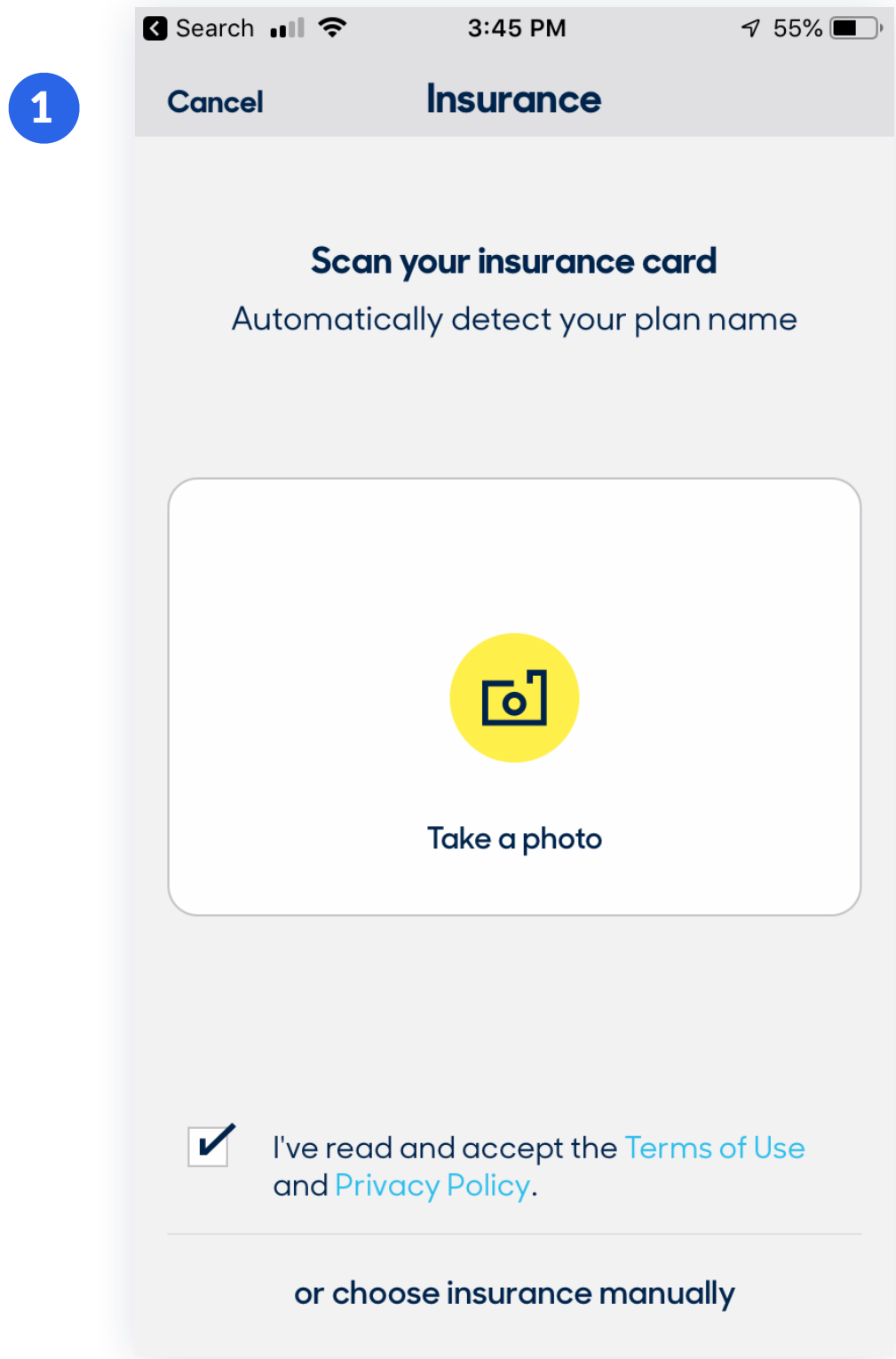
2. In the user flow for finding a doctor, after entering my search criteria, I am presented with a list of doctors to choose from. The small clock icon seen on the top left of the screen provides a micro movement with the wheel spinning suggesting that I need to act fast.

Match between system and the real world

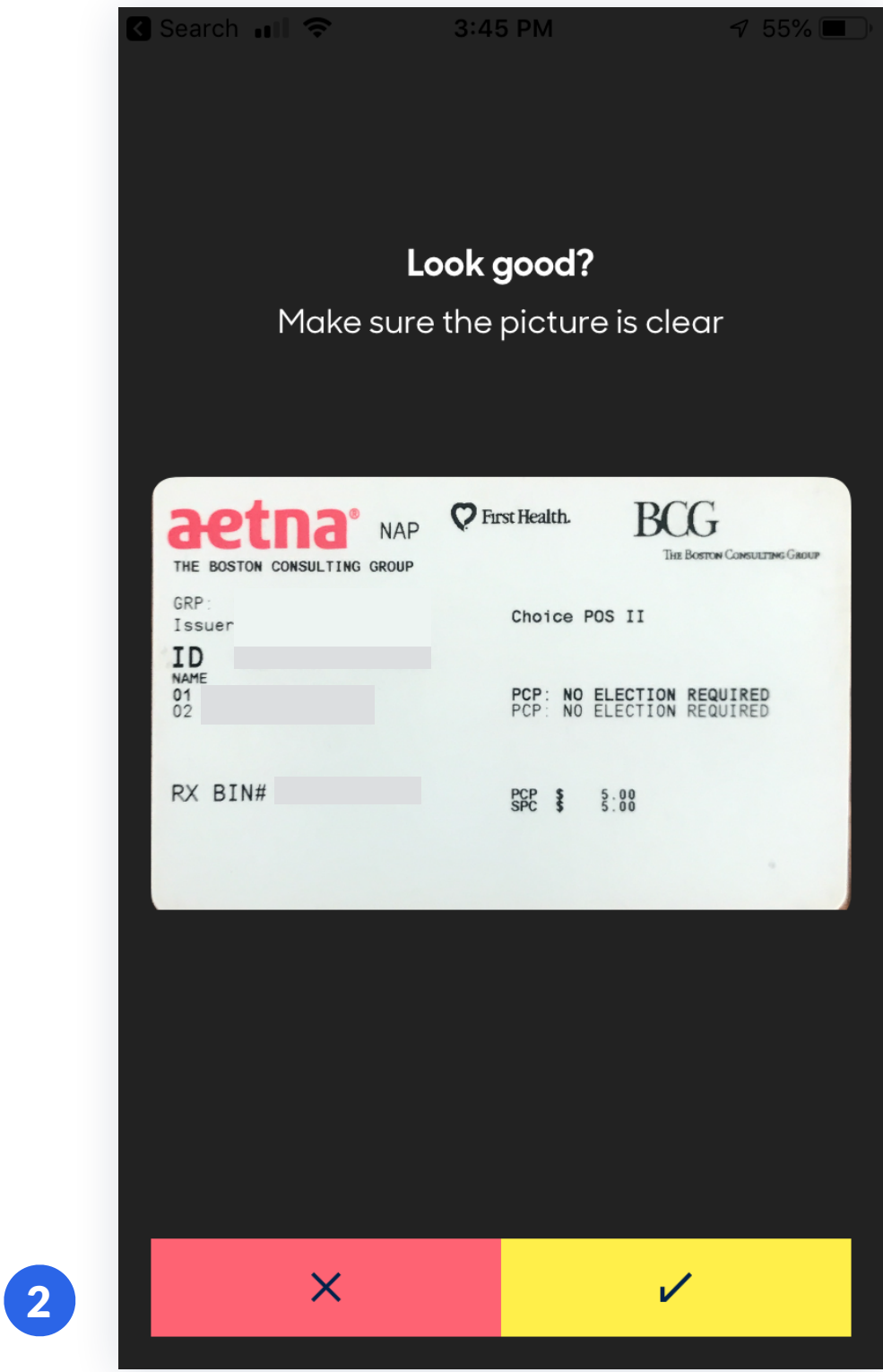


1. ZocDoc uses plain language and visuals to help you understand how to Sync with your Calendar. What a useful tool!

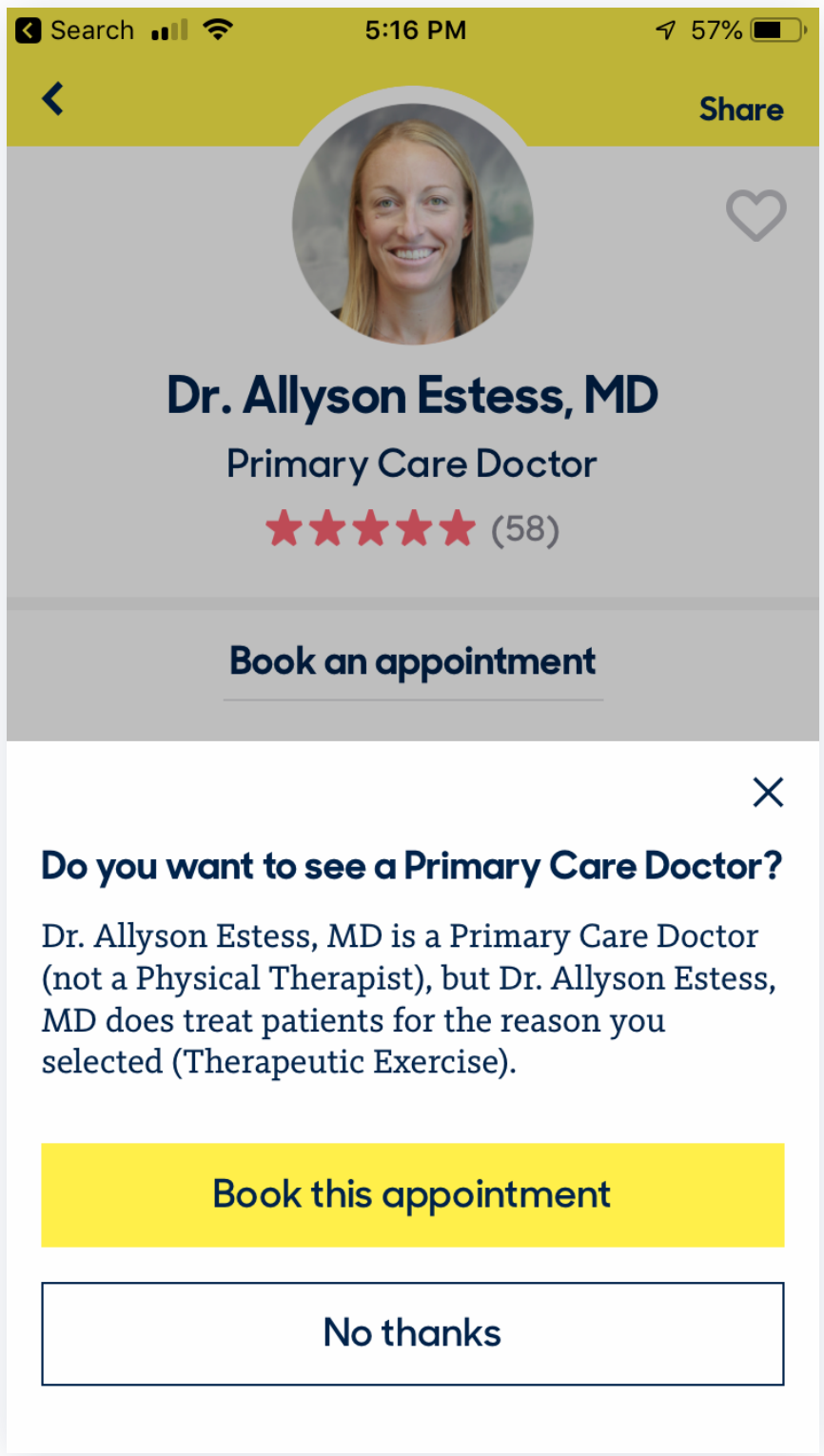
User control and freedom



1. ZocDoc provides a Cancel button on the top left of the screen to provide the user with an exit mode to get out of this user flow.

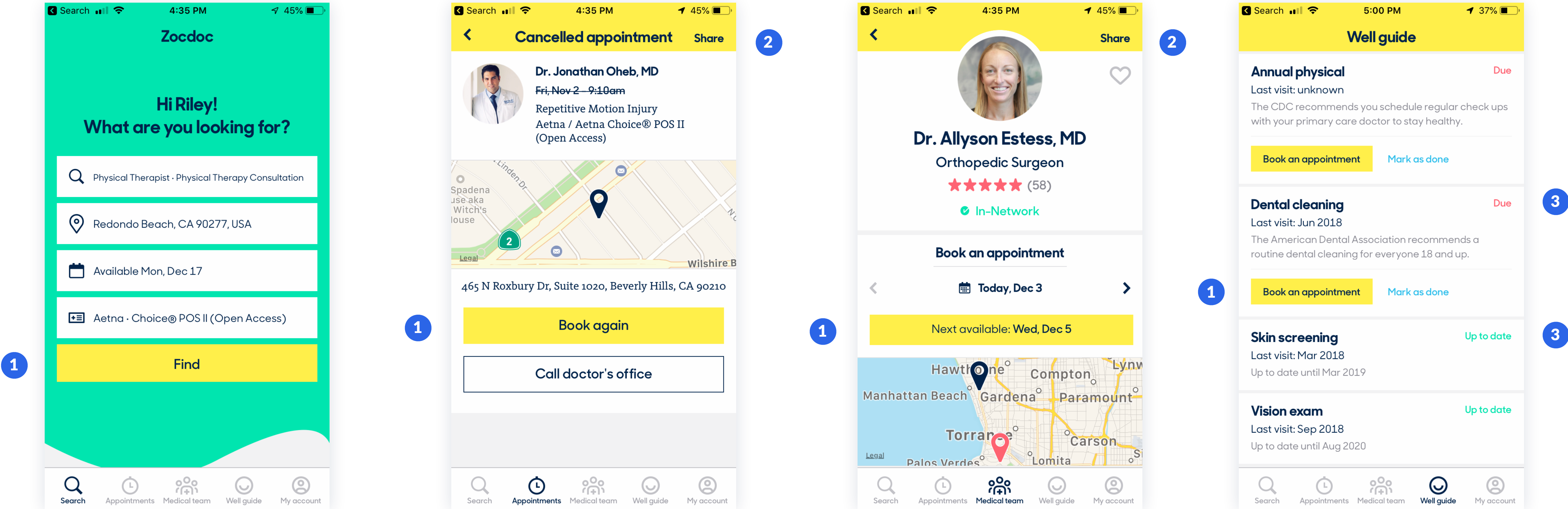


2. The user has an option to choose No or Yes whether the picture taken of their insurance card is clear.



3. and 4. The user is provided two different ways to exit this screen.

Consistency and standards

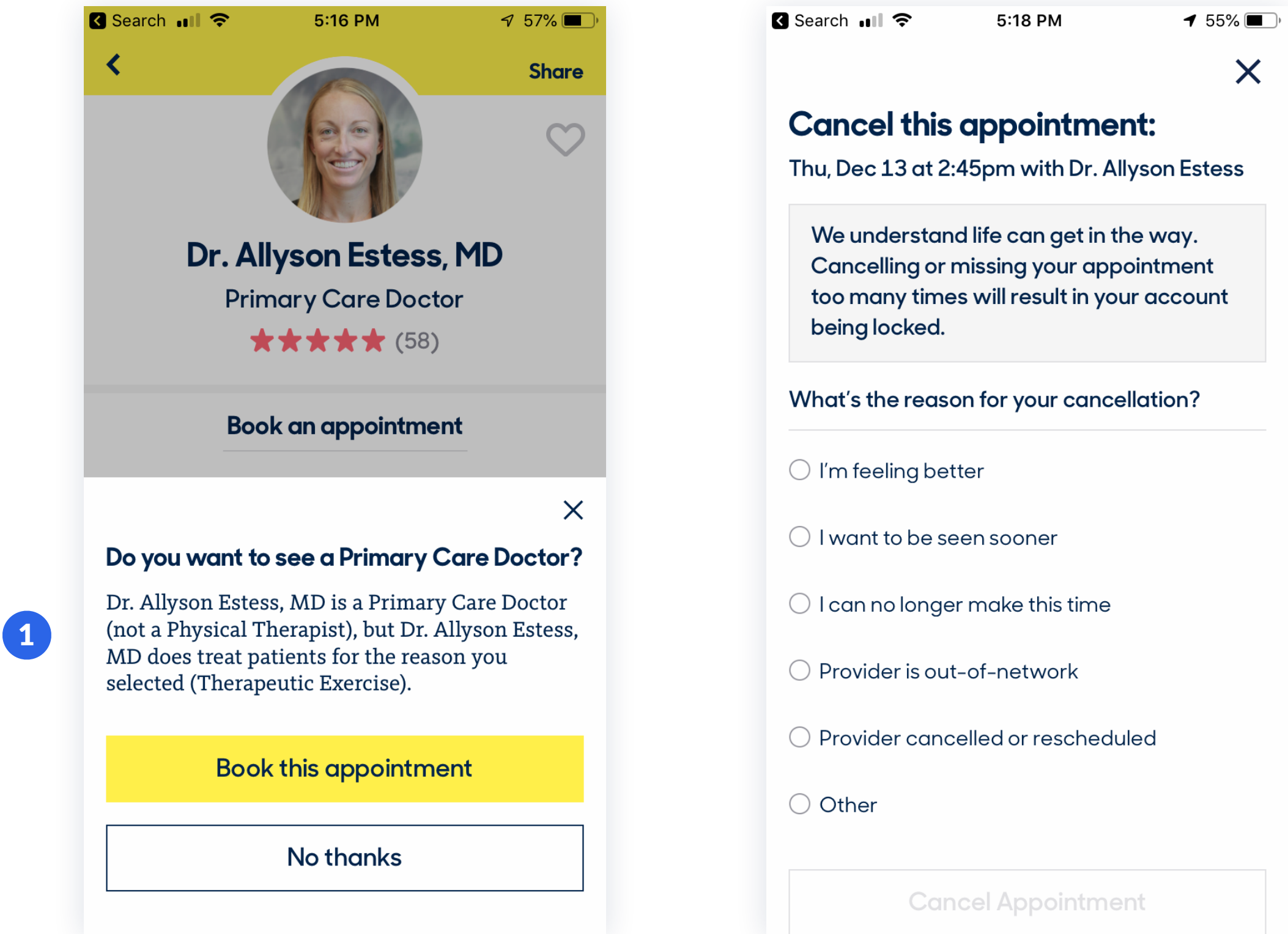


1.The main CTA's are always treated consistently. Although the size of the CTA may range from Large, Medium to Small, these CTA's still stand out as the primary call to action with the consistent yellow background and dark blue sentence case font treatment.

2. The share button is consistently located on various screens, although I did find a few inconsistencies here with other screens that did not follow the same standard.

3. The positive and negative color indicators (red and green) on this screen are using standard usability colors, although these colors do not meet ADA compliance. Secondary buttons and link treatment found in light blue remains consistently the same.

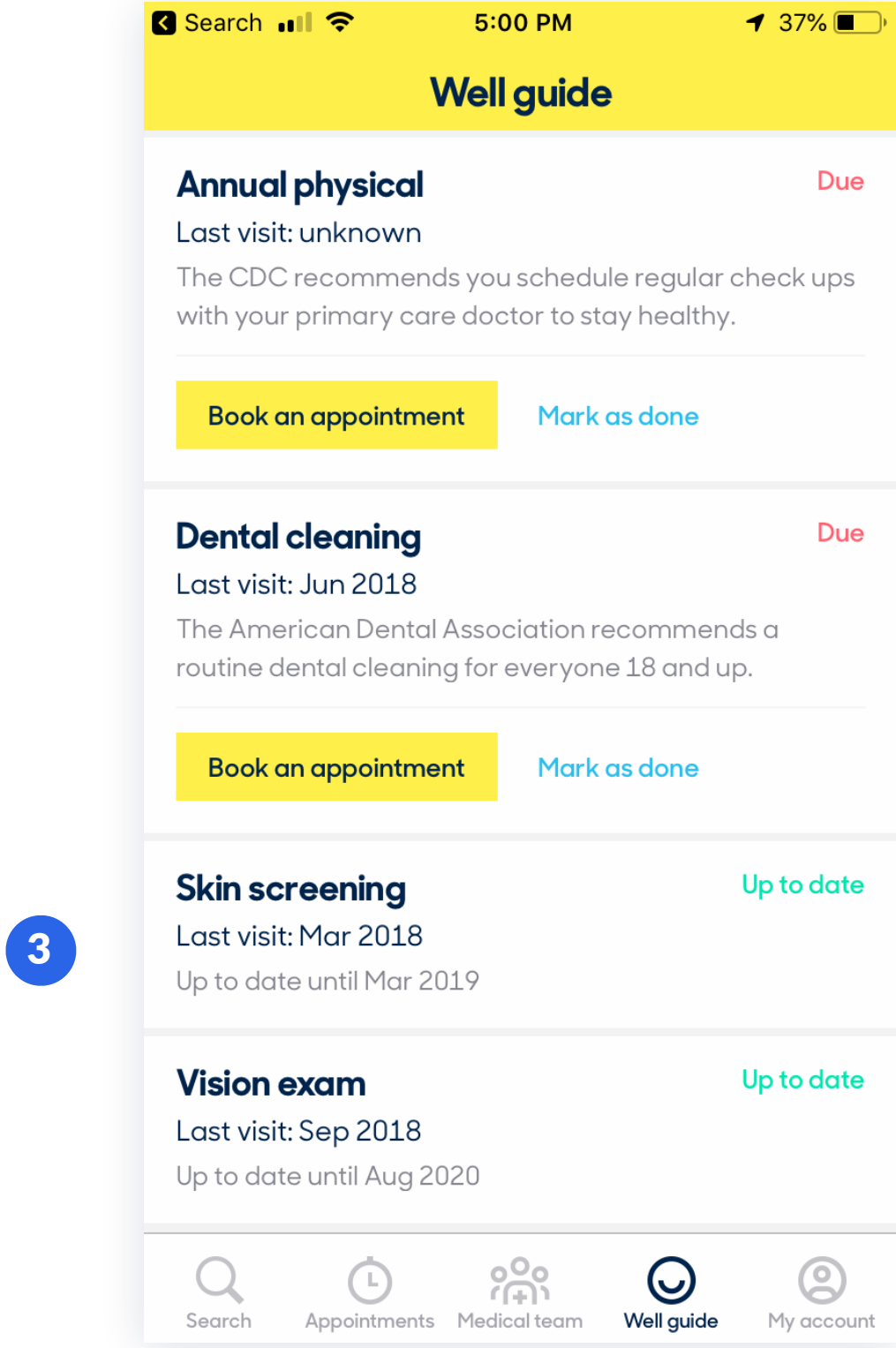
Error prevention



1. The copy provides useful information that this may not be the type of doctor I am looking for and the secondary CTA / x give you the option to cancel and go back.

2. The copy provides useful information and warns users that if they cancel appointments too many times their account will be locked.

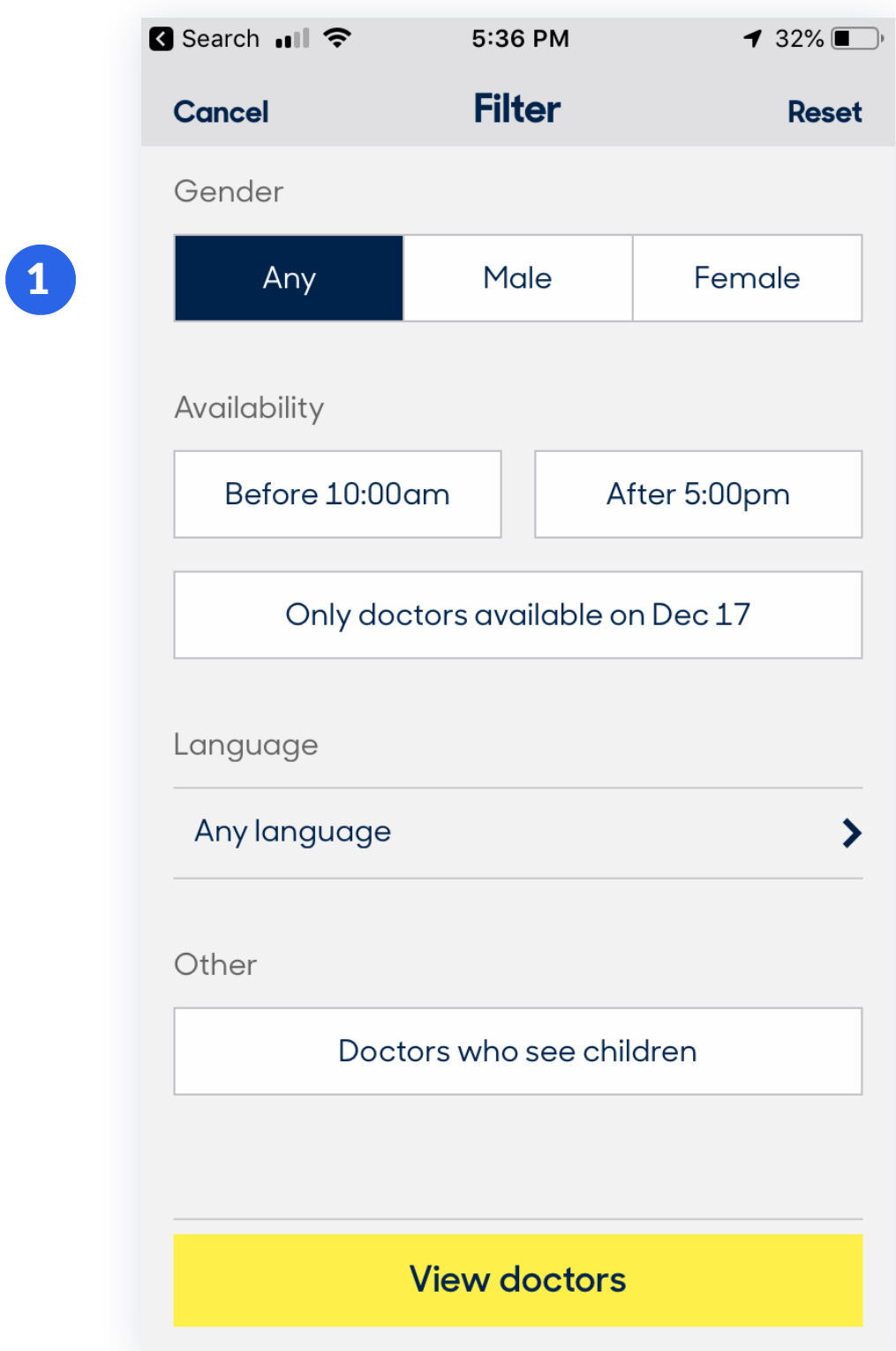
Recognition rather than recall



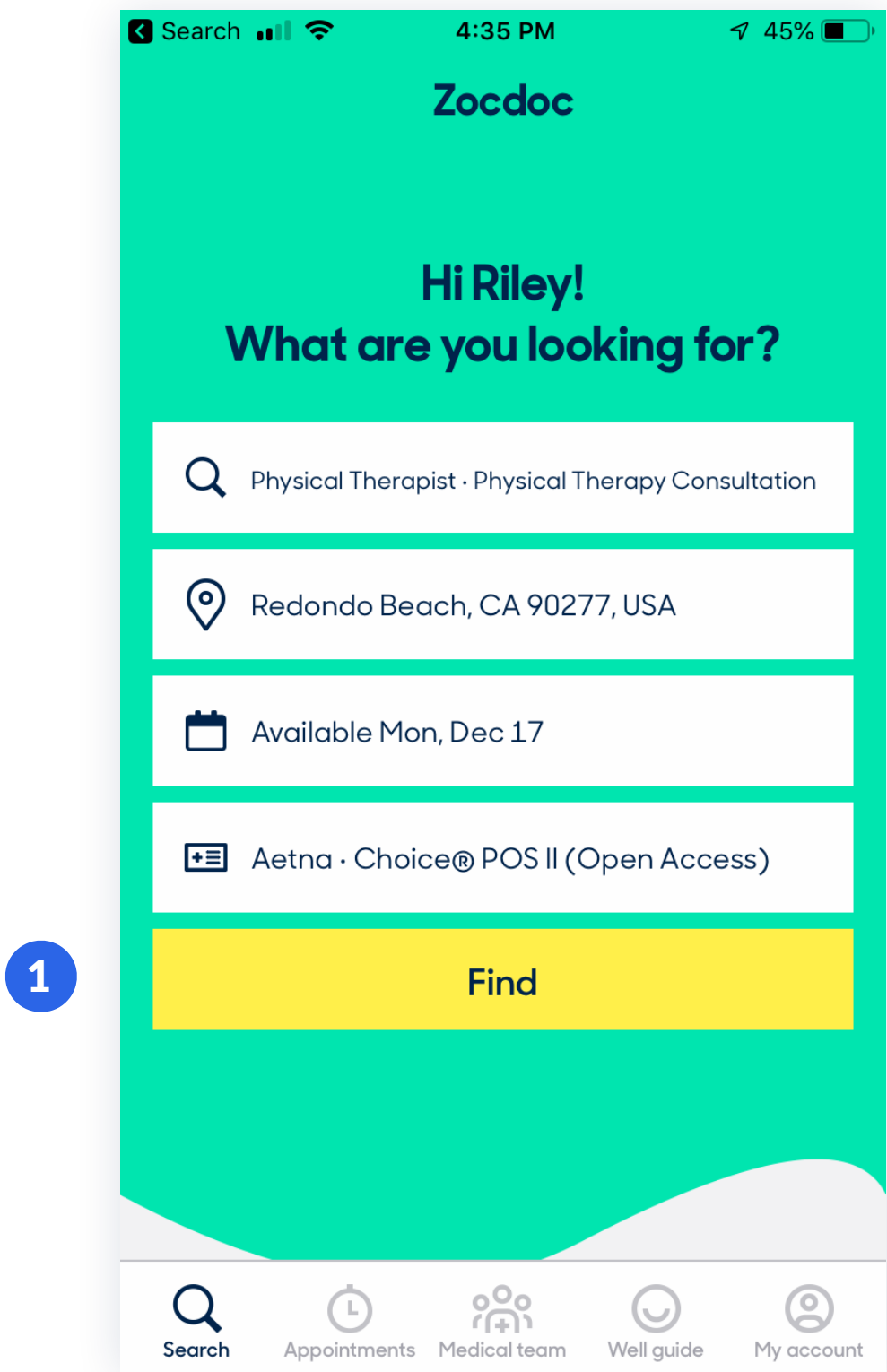
3. The well guide helps users know what annual appointments have been completed for the year and which health appointments need to be booked.

Usability Heuristics

Flexibility and efficiency of use

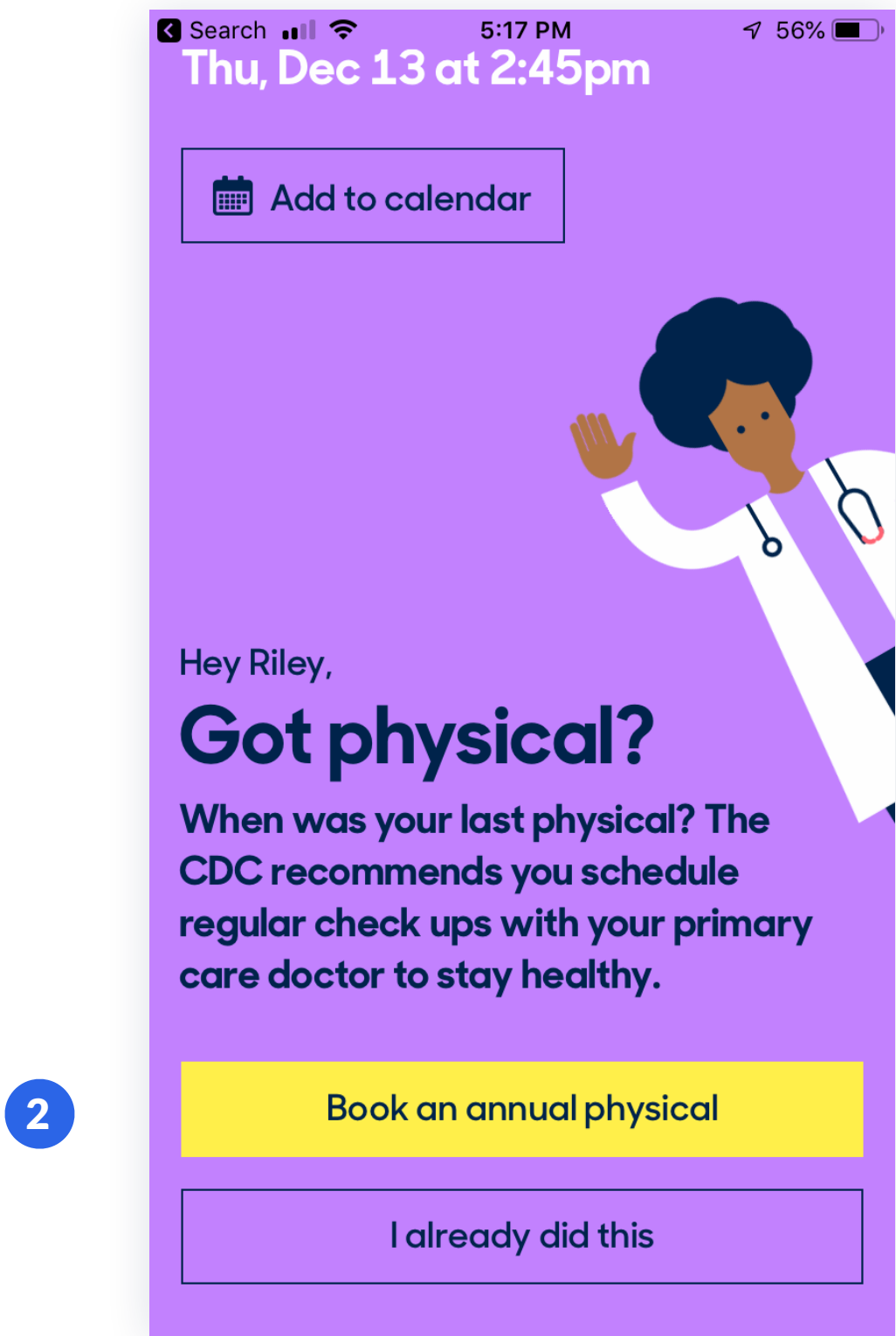


1. The only accelerator I was able to find in the app was the search filter which allows users to tailor their search criteria in order to produce faster search results.

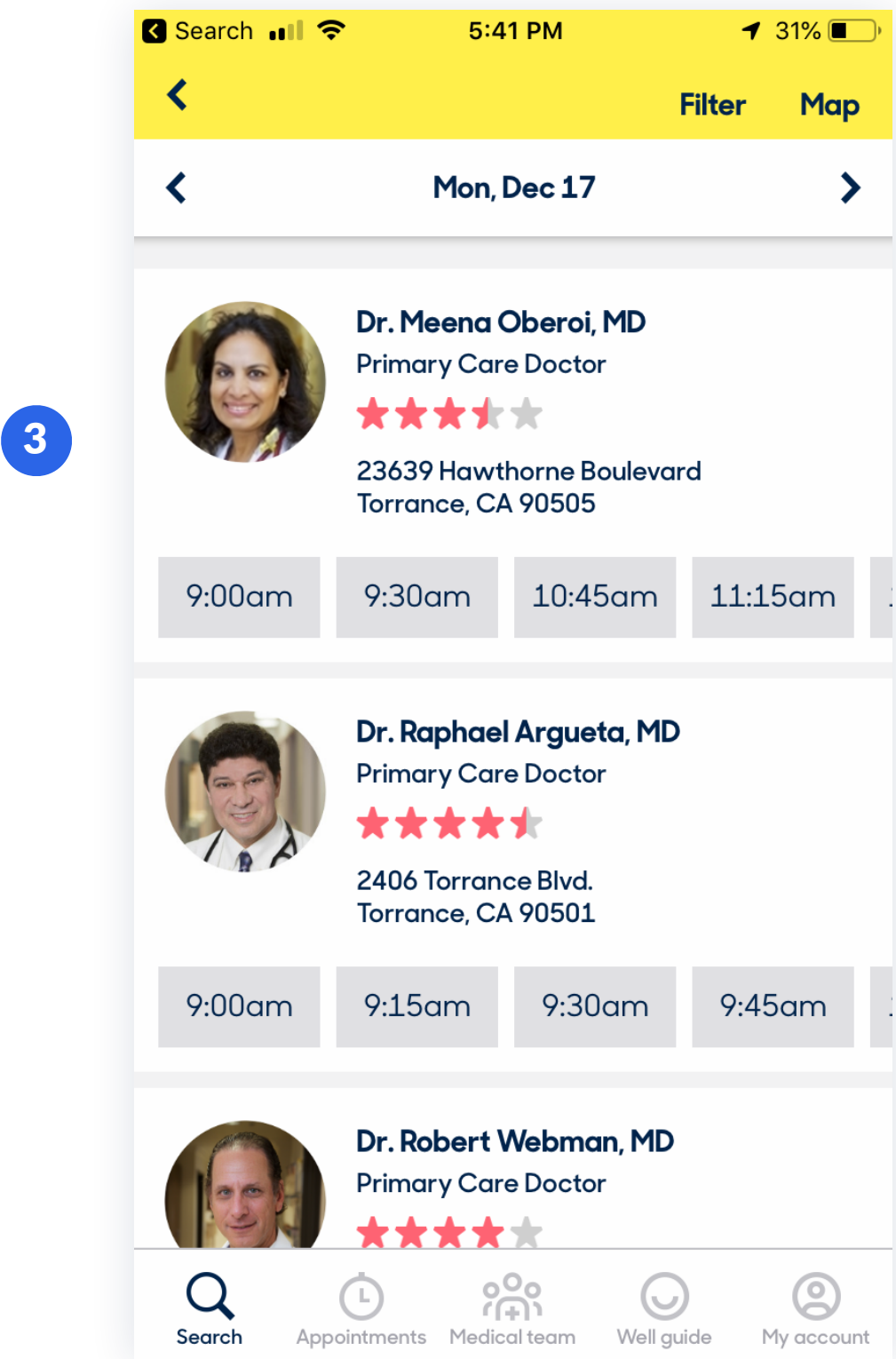


1. The home / search screen is easy to use and ZocDoc does not overload this screen with more content. They keep the users focused on the primary feature which is to search for a doctor.

Aesthetic and minimalist design

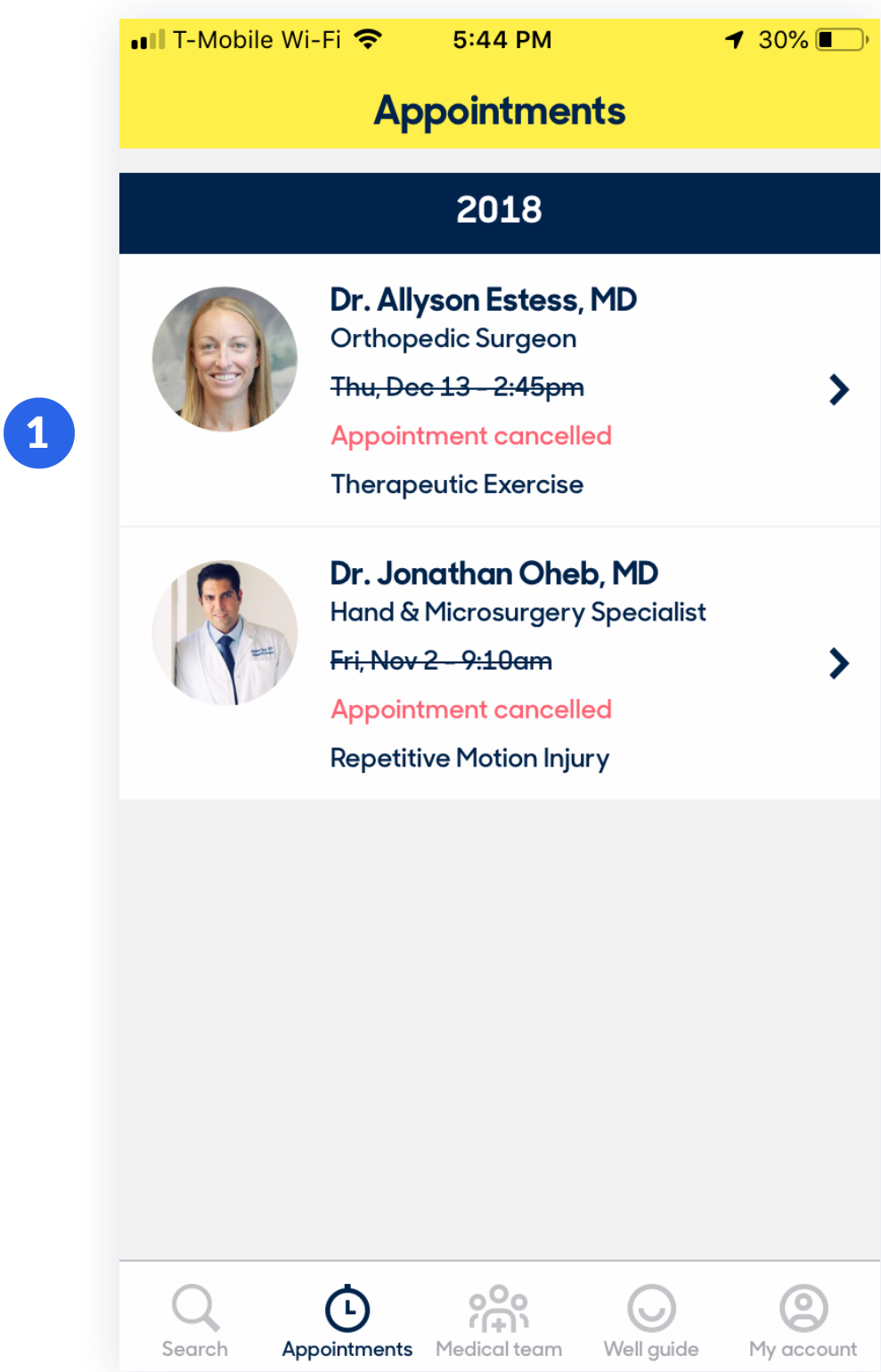


2. After booking a doctor appointment, a modal pops up asking if I would like to book other health appointments? The doctor illustration provides a subtle animation from the side which engages the user to make a choice. Simple, minimalist design.



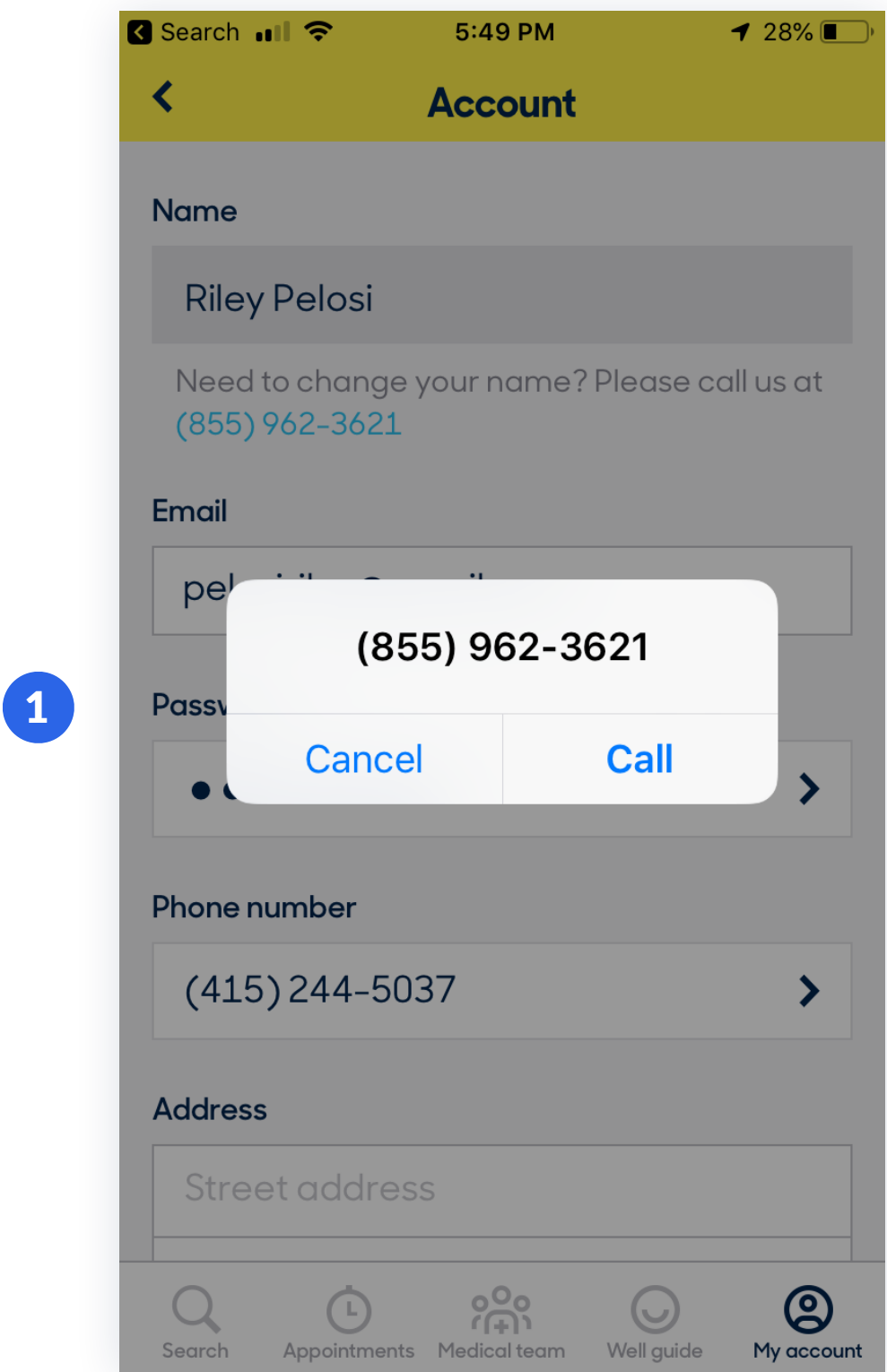
3. Trying to find the right doctor can be tricky and overwhelming, ZocDoc simplifies the amount of information provided for each doctor in a list view. The product only provides the most relevant content to make a quick decision.

Help users recognize, diagnose, and recover from errors



1. I could not find areas in the app that provided error recognition, however, I think this could be an example. Although not an error, the red copy informs the user that they have canceled their appointment. You can recover if you accidentally canceled, by selecting the doctor list cell and booking a new appointment.

Help and documentation



1. If users are having trouble using the app or have questions, they can call the ZocDoc customer service number.