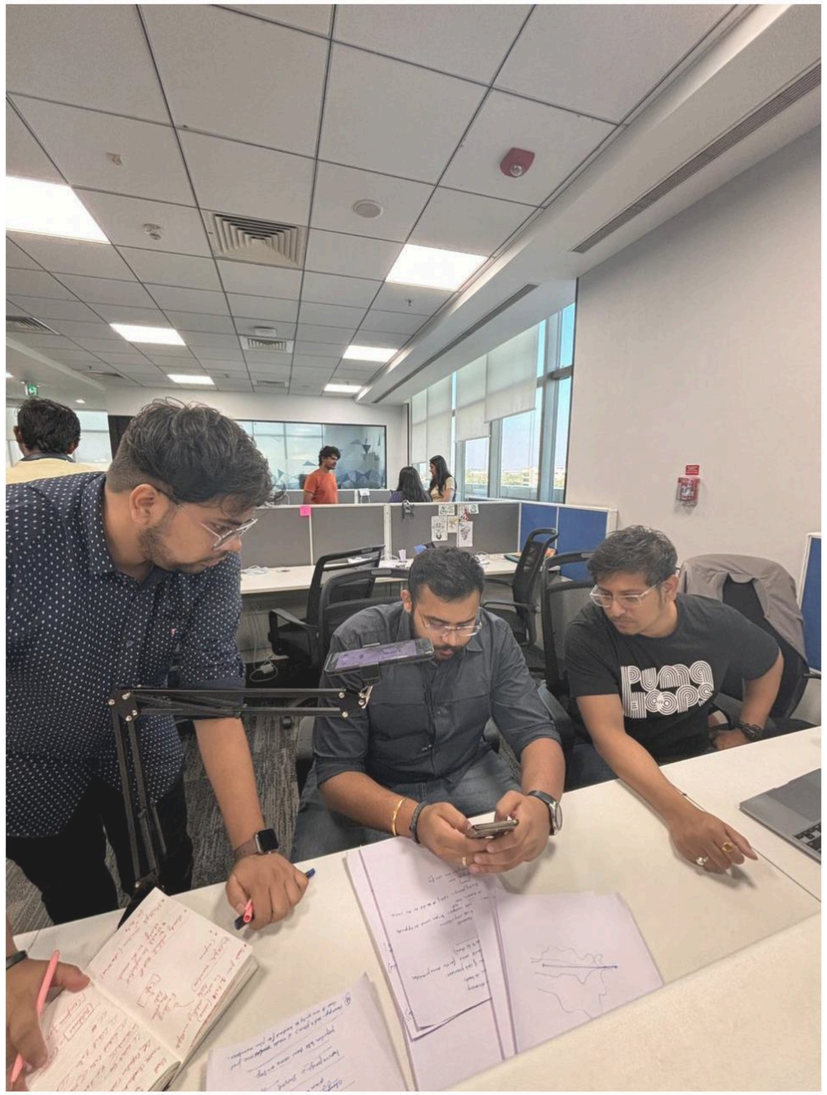
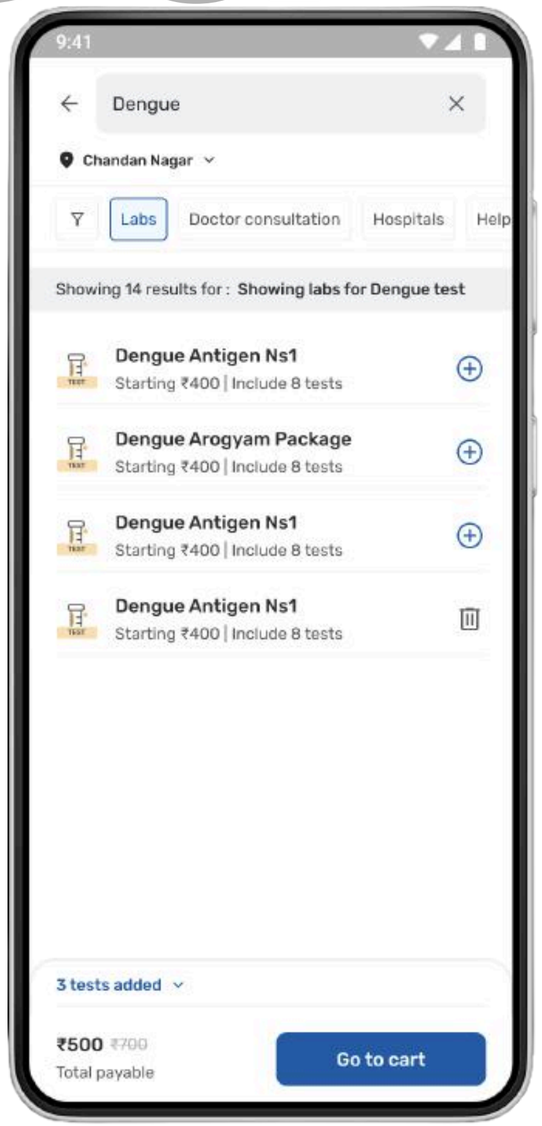
Search



Usability testing in the process



Watch Design Protoype

Introduction

Overview

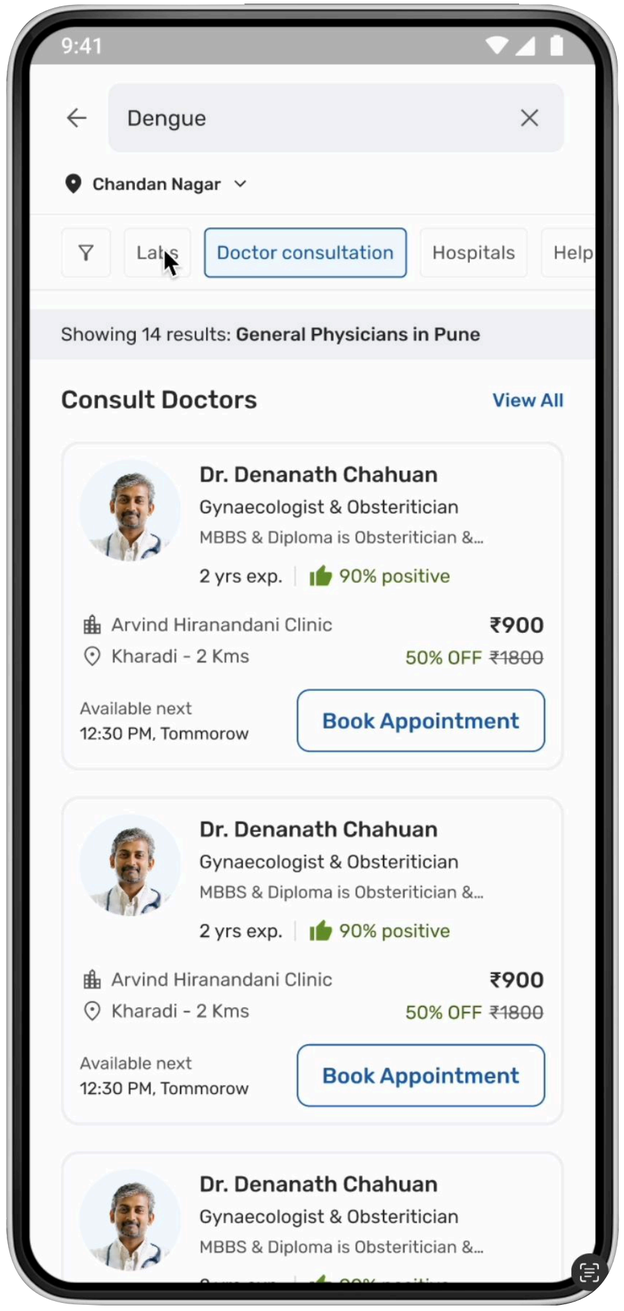
The Universal Search feature aims to provide users a seamless way to search for major services available on the platform—Doctors, Labs, and Hospitals.
The feature will integrate across the App, Mobile Web (Mweb), and Desktop Web (Dweb), allowing users to easily discover and book services through an intuitive search interface.

Objectives

- To enable users to search for services (Doctors, Labs,Hospitals) through a unified search bar.
- To offer auto-suggested options to facilitate faster service discovery.
- To simplify navigation, allowing users to initiate searches from the homepage or any service page and seamlessly transition to booking journeys.

Key Target Metrics

- Decrease user search drop off from 80% to 60% month on month
- Increase Booking conversion Test/Doctor via search journey from 21% to 40% m.o.m
- Reducing Booking journey time from **3min 09 sec to 1 min**



Current State of Search

Different Types of search & experience

1. **Universal search:** Searches on All services (Labs , Doctors, Hospitals, pharmacy etc.)

2. **Local searches :** Searches on service databases
   - Doctor service search
   - Lab Test service search
   - Hospitals service search

3. **Search on landing pages**
   Eg: Provider landing page

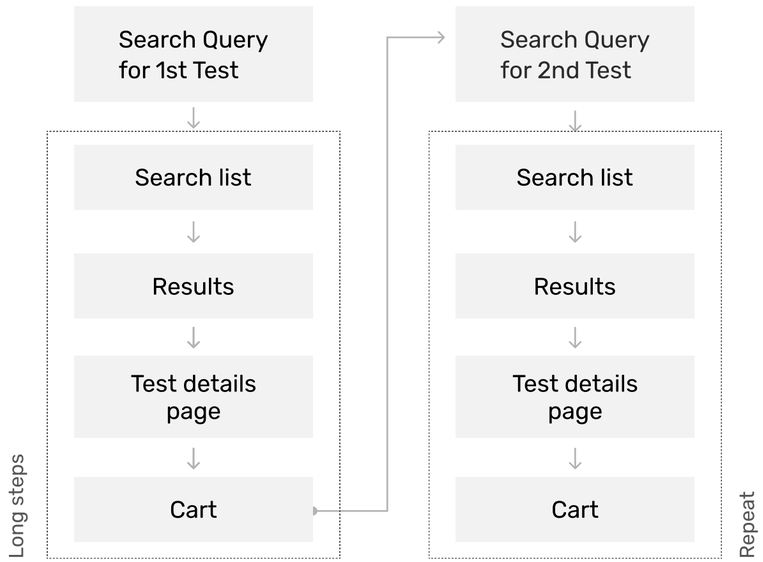
Overload of choices

1. **Overcrowded search landing page**

2. **Overload of choices in auto-suggestions & listings**

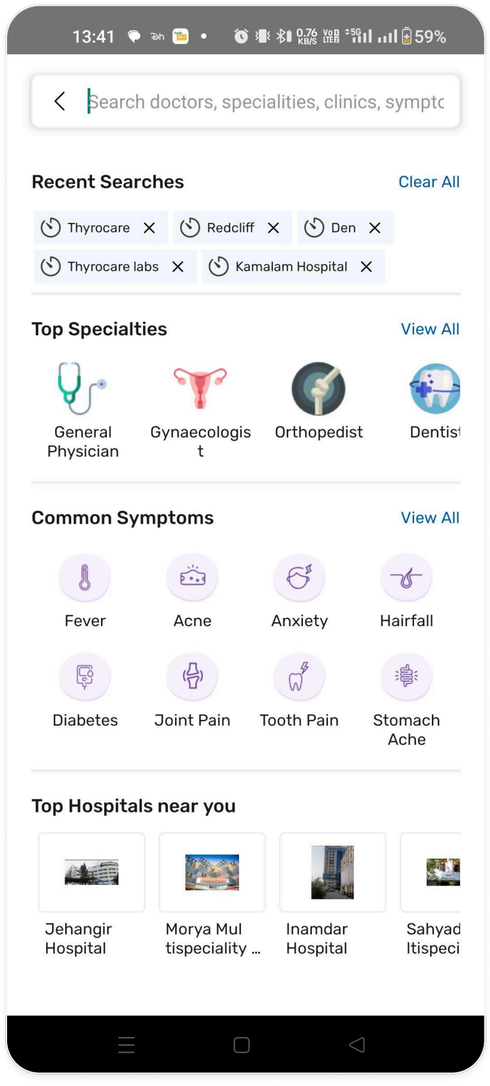
Long search to Cart journey

1. **Adding tests to cart**



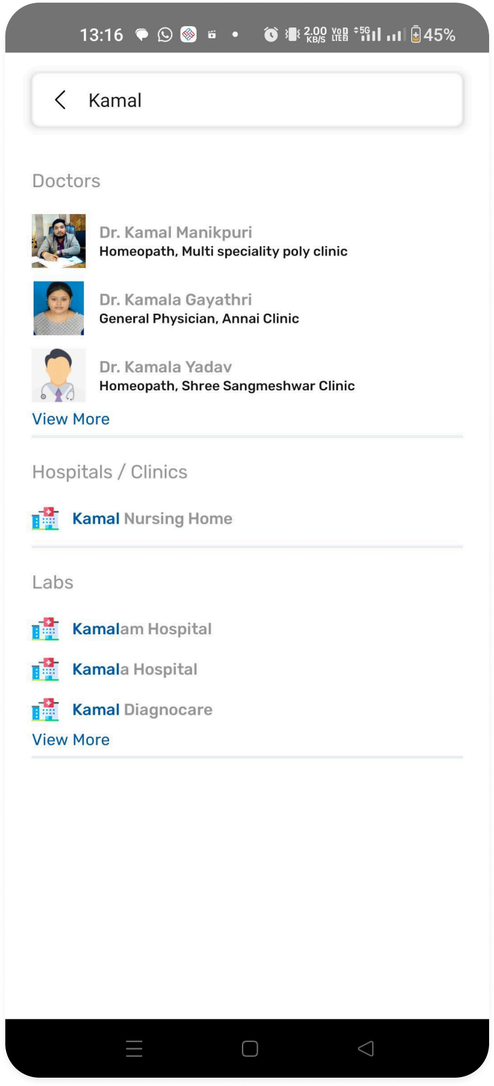
Universal Search : Insights from Usability Study

Cluttered & overload
Search Landing page



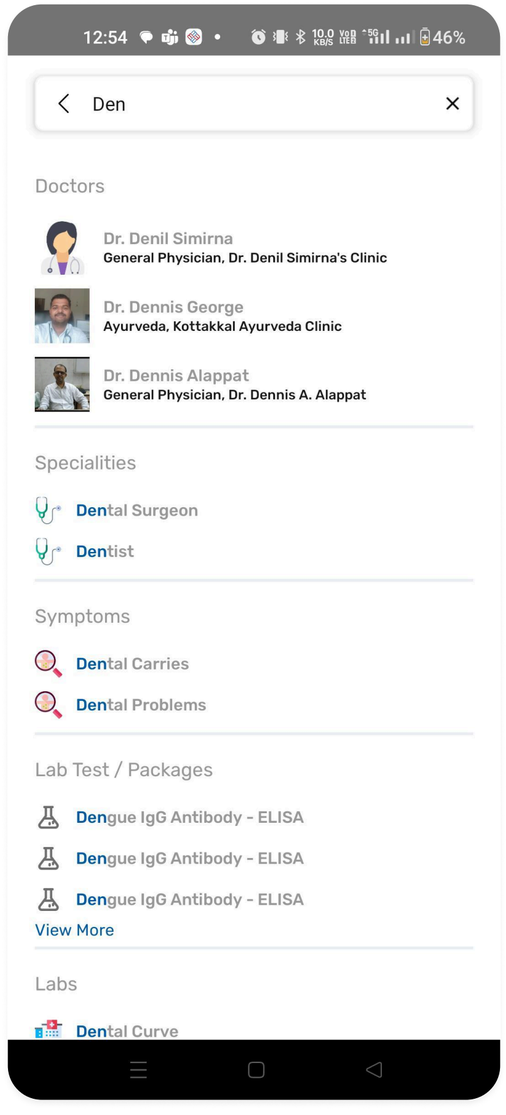
Overload of Choices

1. Current auto suggesters shows direct results with overload of info.



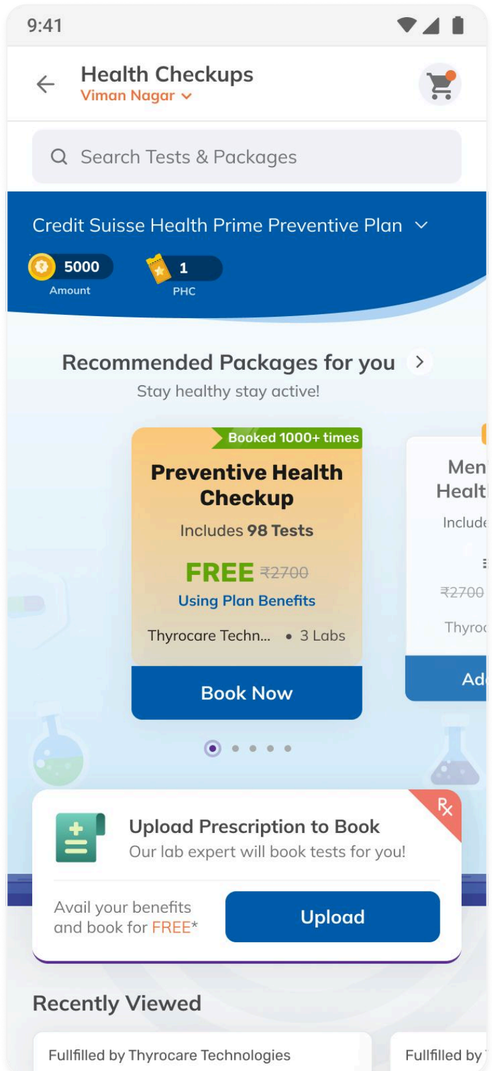
Skewed Search results

1. No matter what the search term is, Doctors results are always prioritized

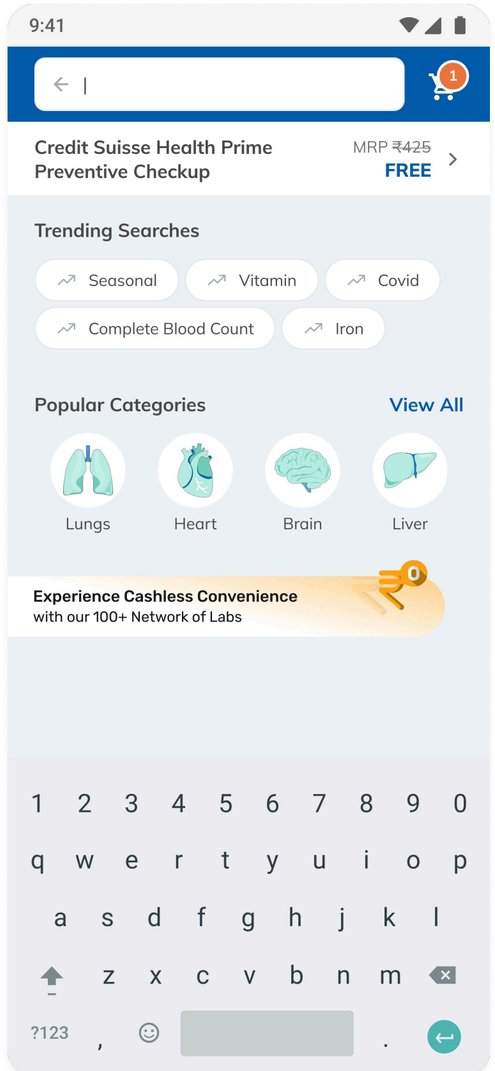


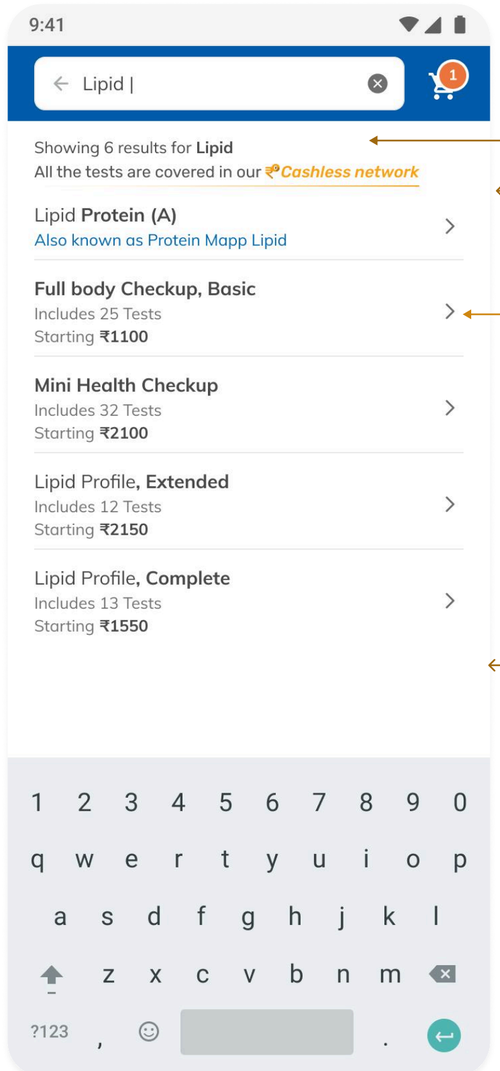
Local Search : Insights from Usability Study

1. Poor Discoverability of search



2. Choice overload





Awareness

User aren't aware, whether they are searching inside Local/ Universal Search > leading to Zero search metrics

Long Journey to Cart

Search test> test details page > Add to cart }

Not all customers wants to read test details, many are recurring tests. Hence quicker checkout is needed

Choice Overload

User finds the search **experience to be loaded with too many options** to decide from. Users seek for help in deciding from search results

All Insights from Usability Study

Other Pains

I. Adding a tests from Search to cart is a long journey

Search test> Test details page > Add to cart

II. User friendly features were missing like

i. Auto suggestions
ii. Auto correction, did you mean,
iii. key word match highlight is missing,
iv. Indexing

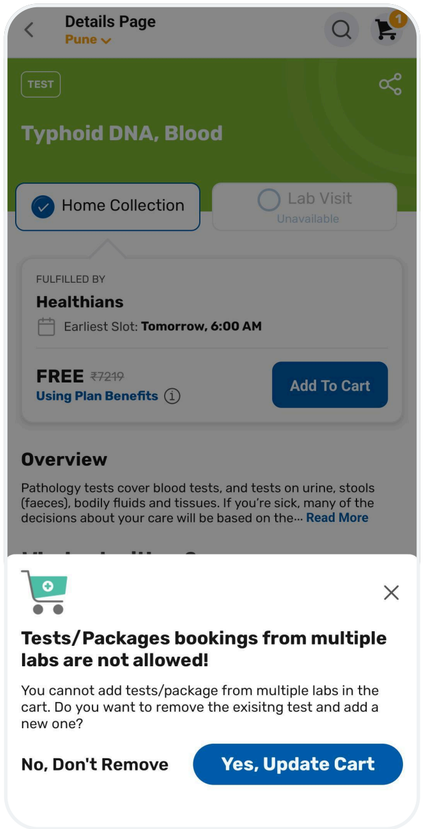
III. Multiple Test adding is a long journey

i. Not all customers wants to read test details,
many are recurring tests

IV.Broken Experience: Provider change for Multiple Test add

- There's no prompt reminding users to stick with the same provider when adding more tests from search in cart
- Users add min. 4 tests together from the search in the cart

Test details page



PAIN

 # Users cannot book multiple tests from different providers in a single transaction.

Key Problem for users arises :

- Users must choose the same provider for all tests in their cart.
- If a single provider doesn't offer all required tests, users struggle to start over by removing and re-adding items.
- There's no prompt reminding users to stick with the same provider when adding more tests.

How might we...

Reduce to **time to search** & checkout completion

Help users to avoid **Choice overload** while searching

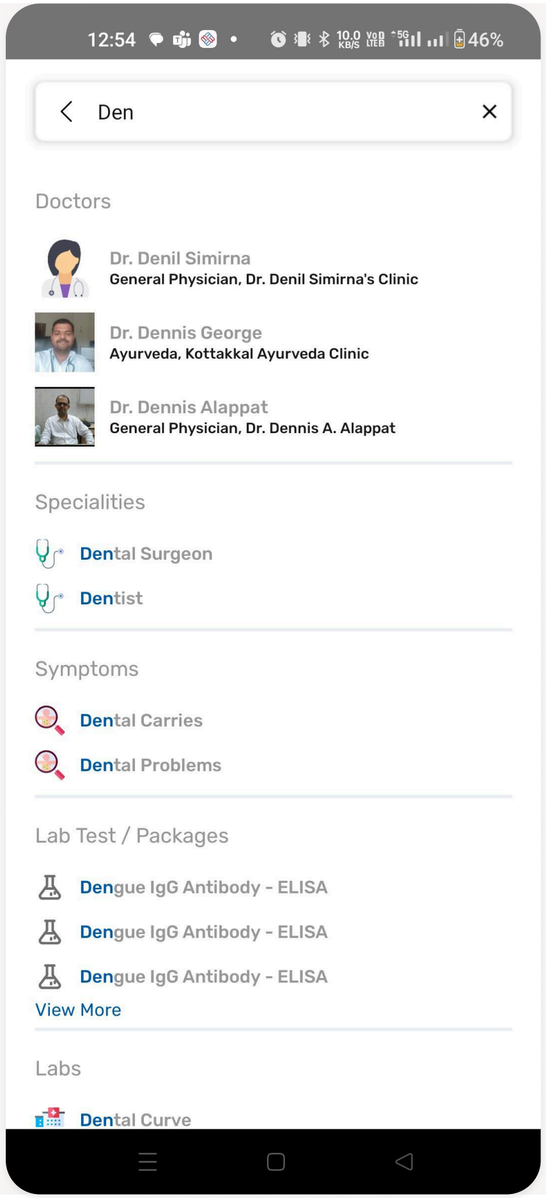
Consistent experience across Universal and local searches

0 Reduce **Zero search** result experiences

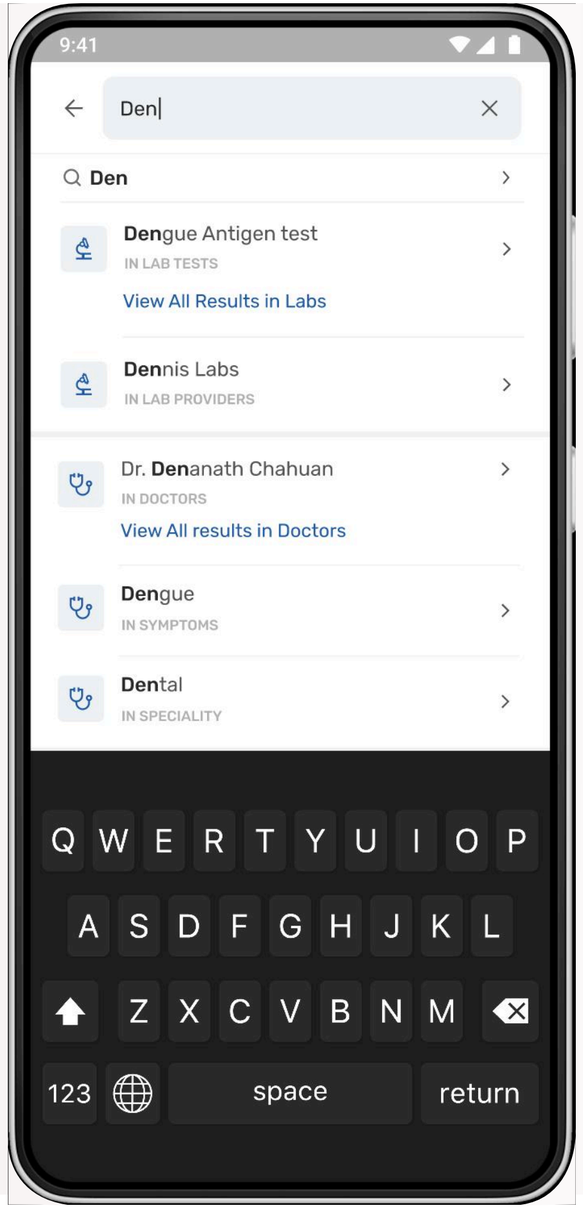
Contextual Awareness in search

New & Old

OLD DESIGN FOR
AUTOSUGGESTIONS

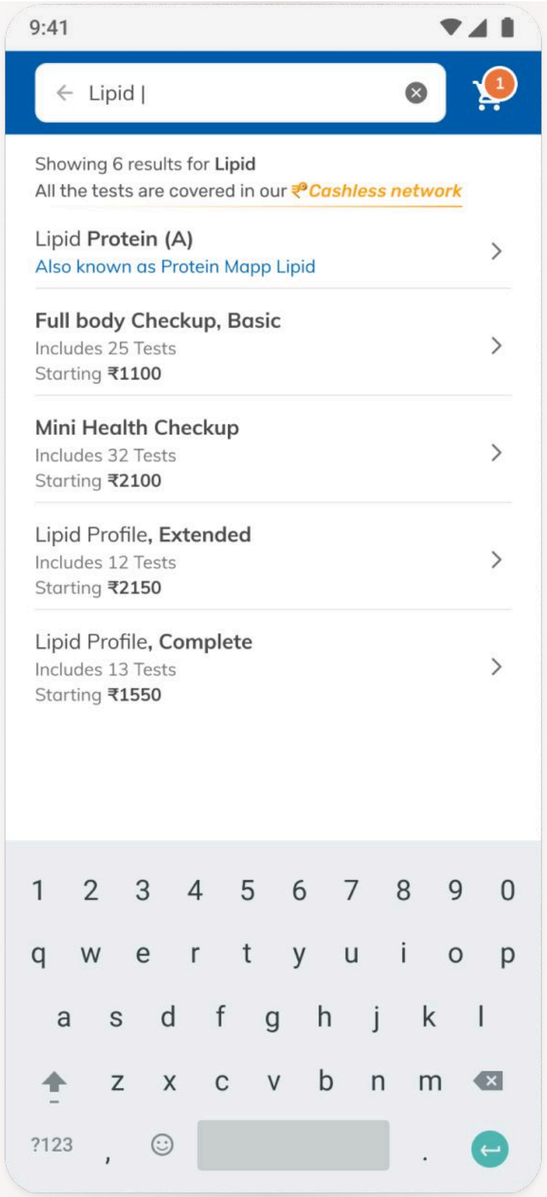


NEW DESIGN
FOR AUTO SUGGESTION

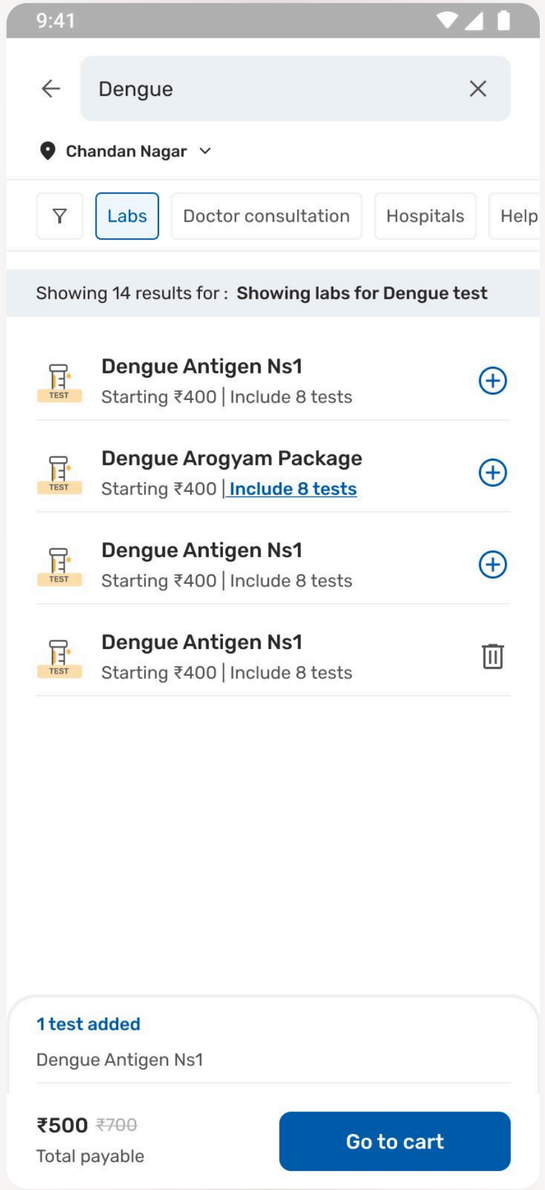


New & Old

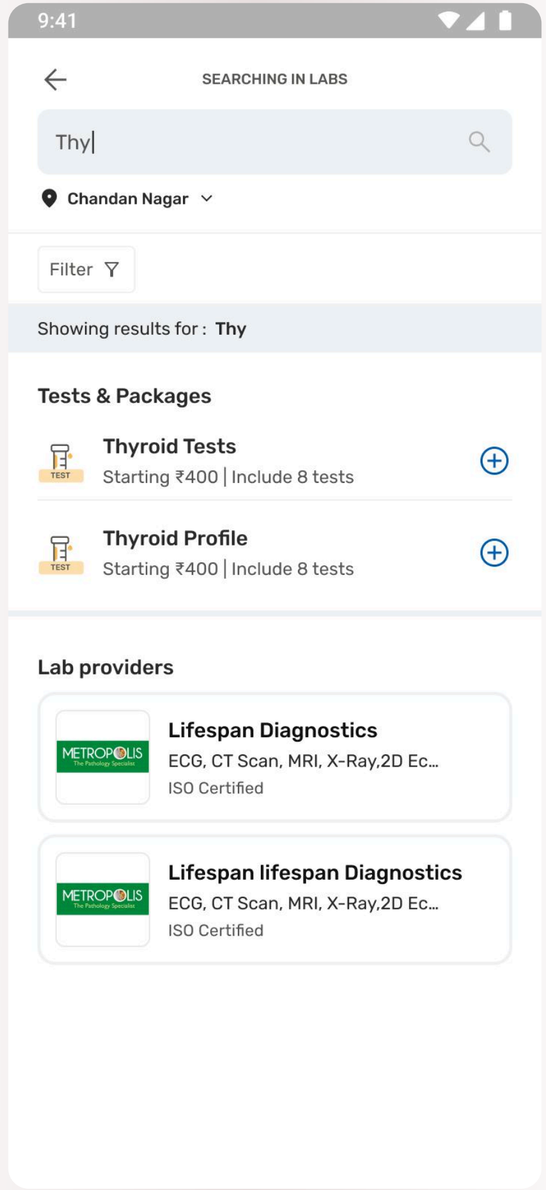
OLD DESIGN FOR
SEARCH LISTINGS



NEW DESIGN
FOR GLOBAL LISTINGS



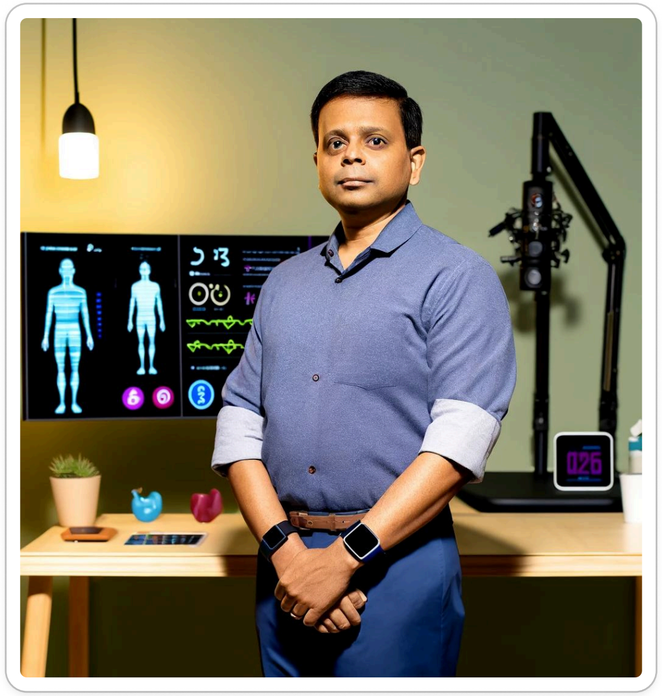
NEW DESIGN
FOR LOCAL LISTINGS



Empathizing

Ankit works in Corporate sector. Arvind head the marketing department and drives a team of 10 people. Arvind starts his day early and returns home at around 8pm. Arvind stays with his wife, children and parents. He uses the health app to avail health services during medical needs and emergencies. Due to a joint family setup.

Arvind often has medical service needs like Lab tests, Hospitals and Doctors. Due to his hectic schedule , Arvind prefers to have one stop solution for all his & families medical needs. This saves his time and keeps him aware previous medical history.



Ankit's Pain points

Finding a healthcare service in a faster way

Choice overload with lot of options

In a state of illness, it is time consuming to browse from catalogues to book medical service

Relevant and contextual suggestions

How might we help Ankit

Relevant and contextual suggestions

Easy to find and discovery of search exp.

Progressive Disclosure of information

Easy to find & book

Multiple medical service booking

Hari may not understand english

Design principles

Contextual

Incremental Construction

Predictability

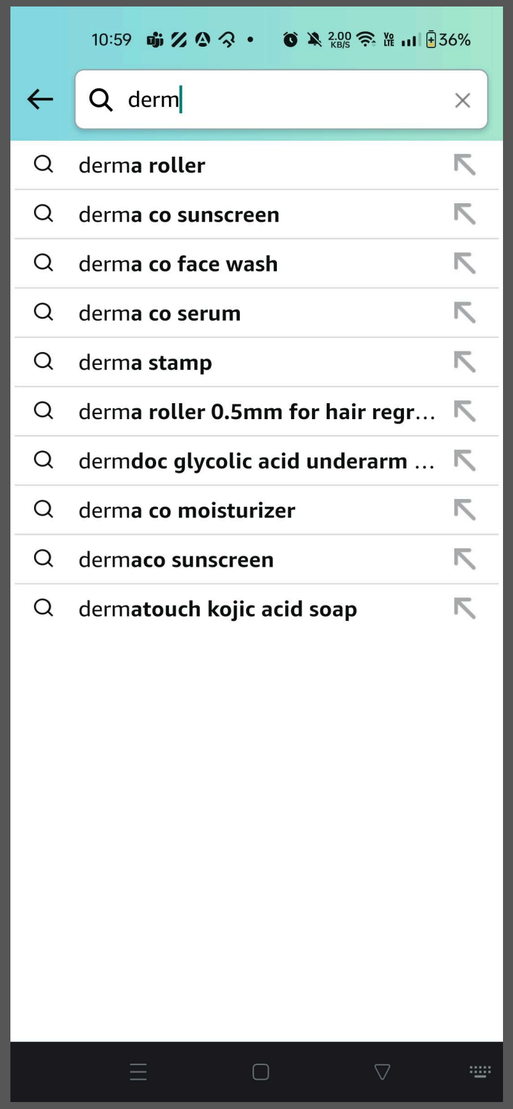
Recognition over recall

Resilient

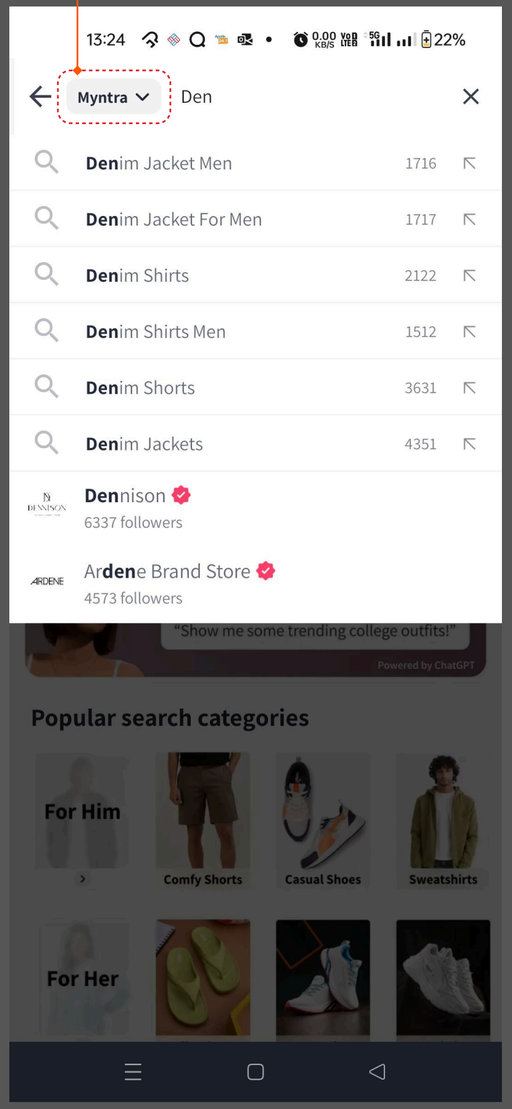
Intuitive

Benchmarks

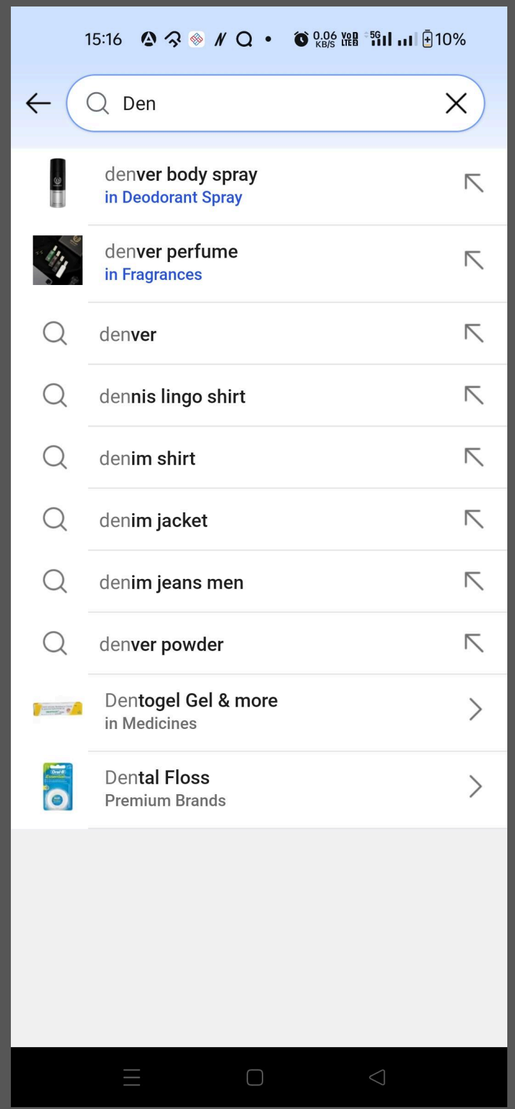
Amazon's way of contextualizing service at Auto suggesters



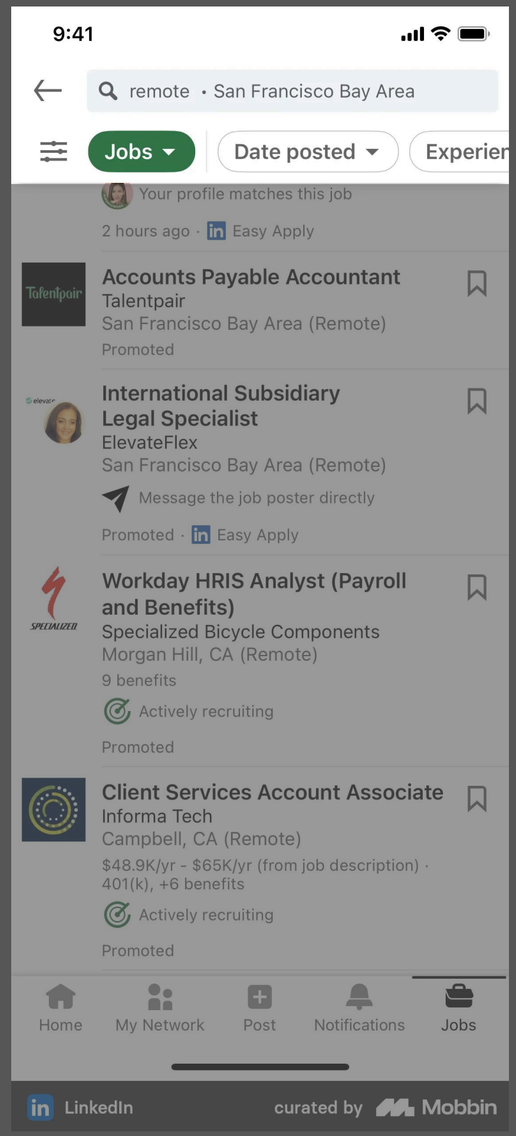
Myntra's way of contextualizing service at Auto suggesters



Flipkarts way of merging Search results with Indexes & auto suggestions

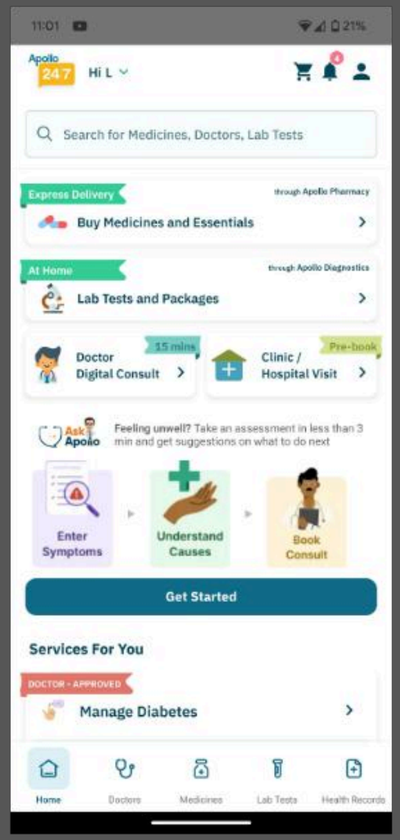


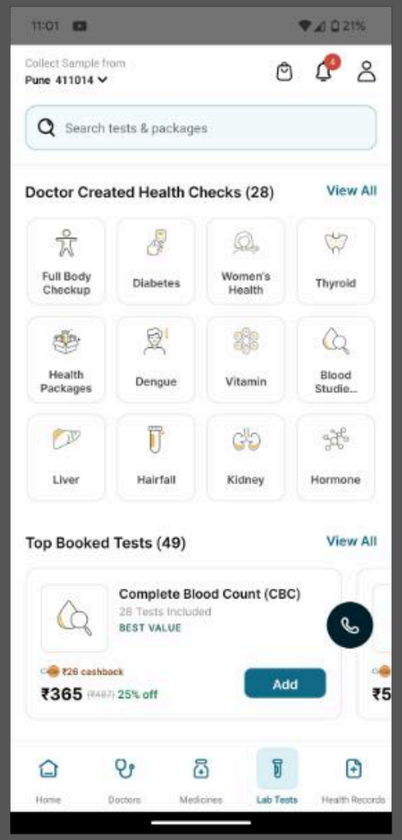
Linkedin's Clean way of Navigating within Services

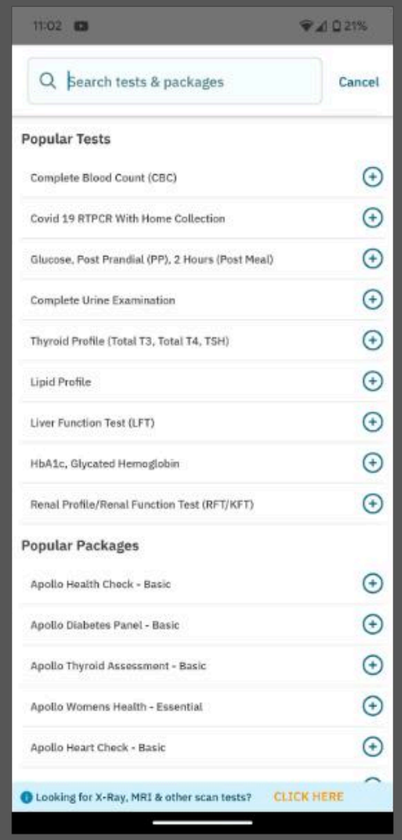


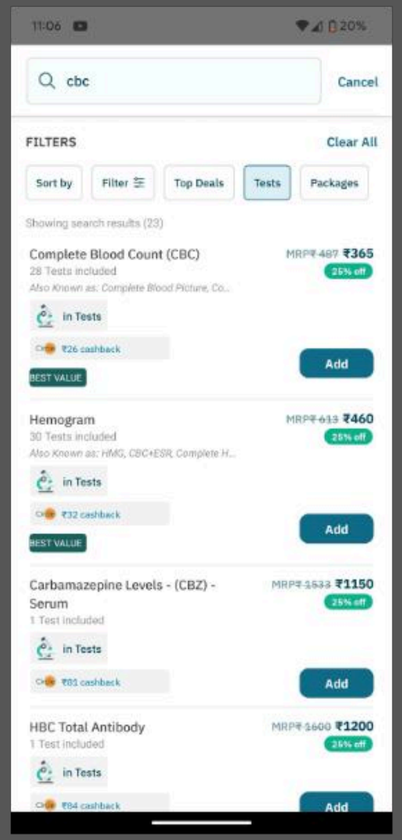
Benchmarks

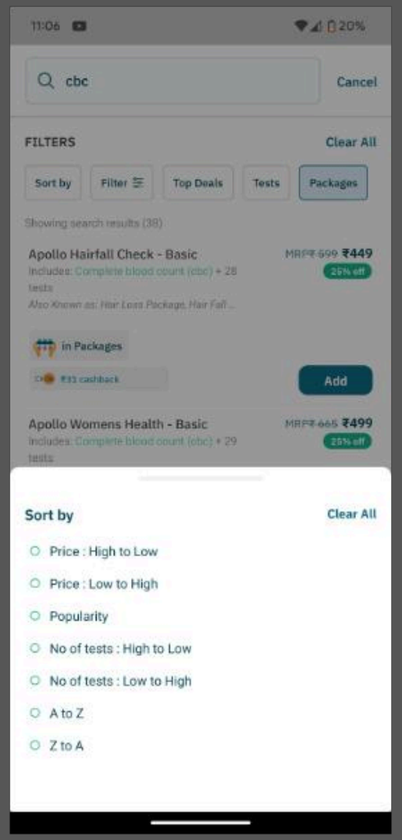
Apollo Search to cart flow

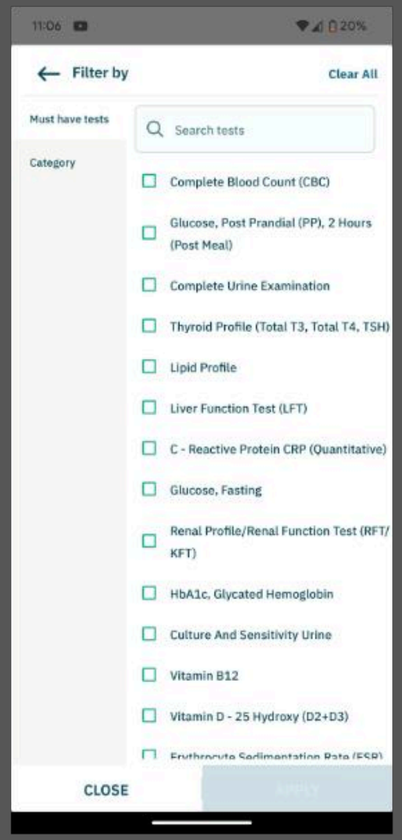


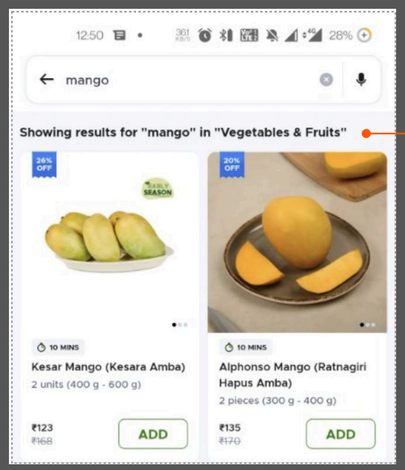




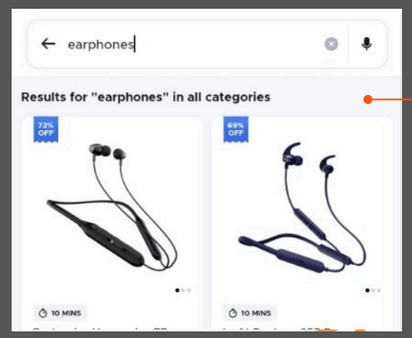








Identifier on Top
Showing the user that whether he is inside Local/ Universal Search bar

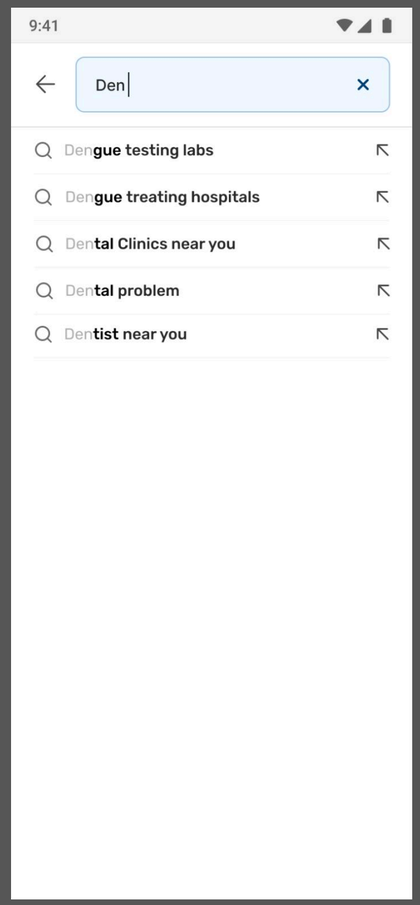


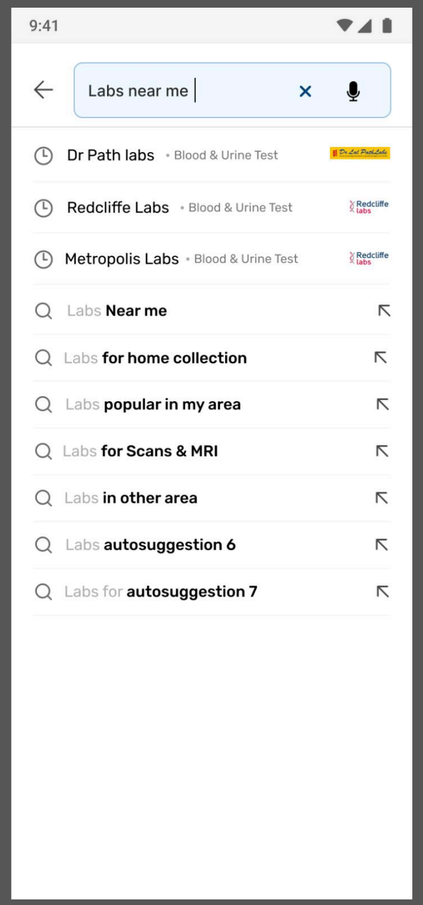
Search within Universal if Local Search gives 0 Results

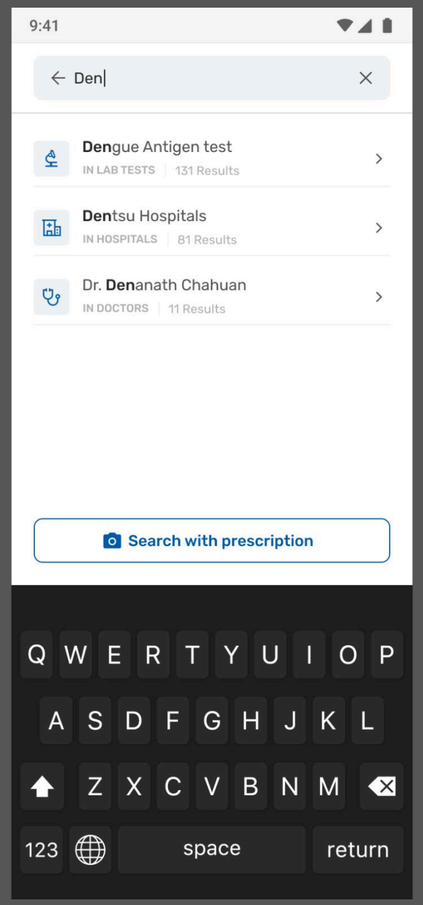
Design Explorations

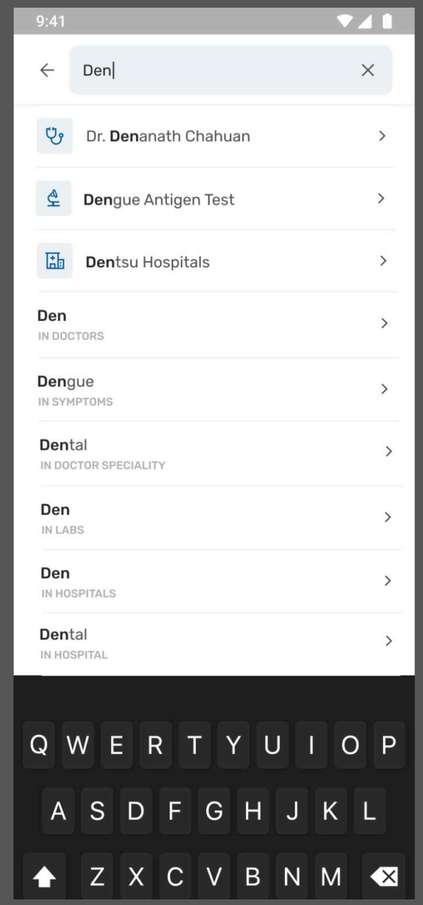
Design Explorations for Auto suggestions

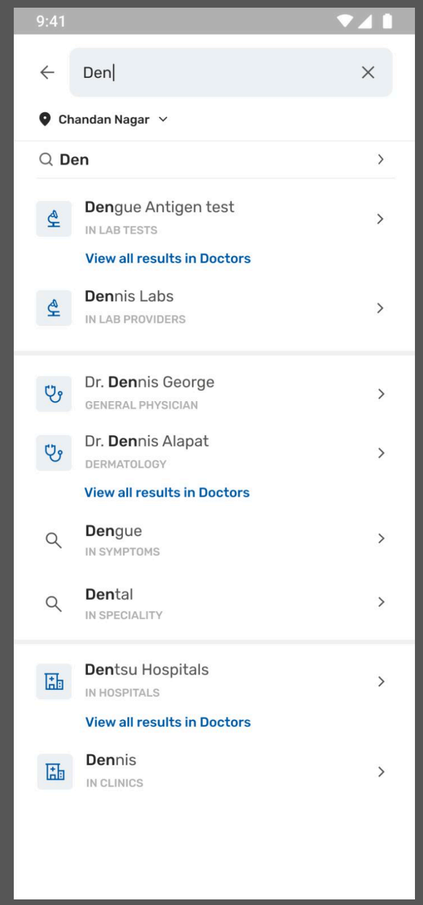
FINAL PICKUP



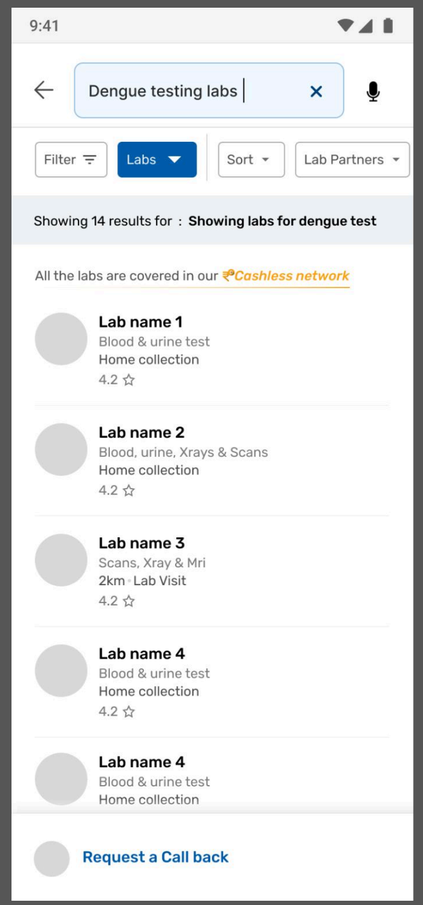


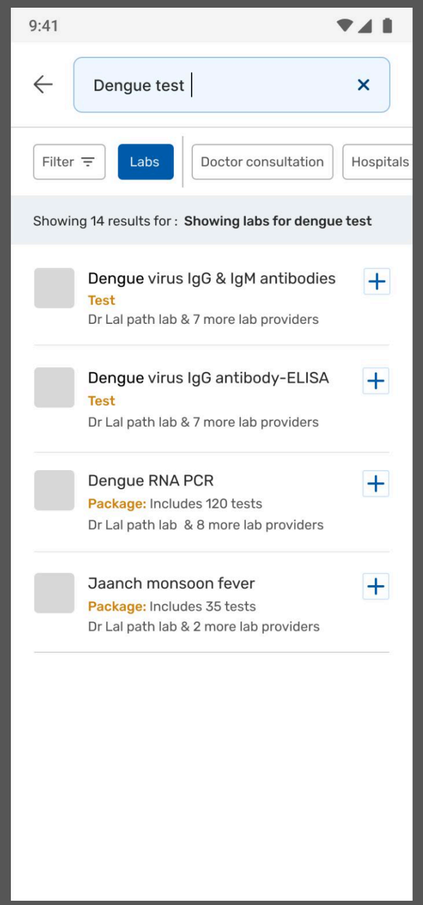


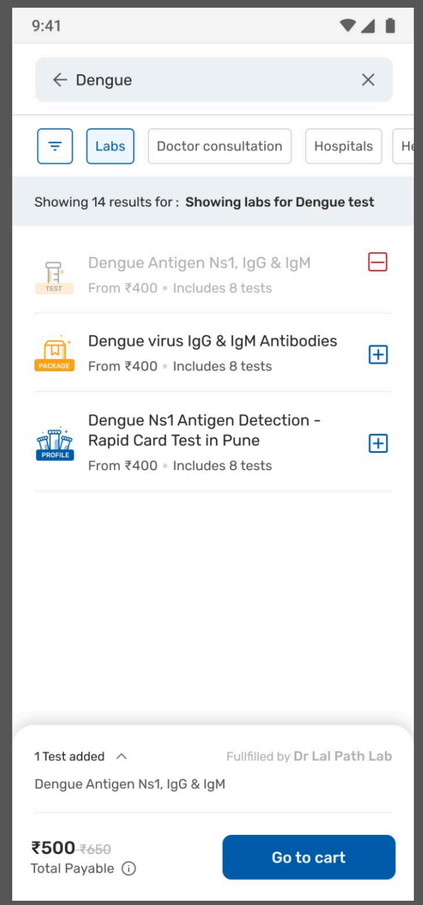




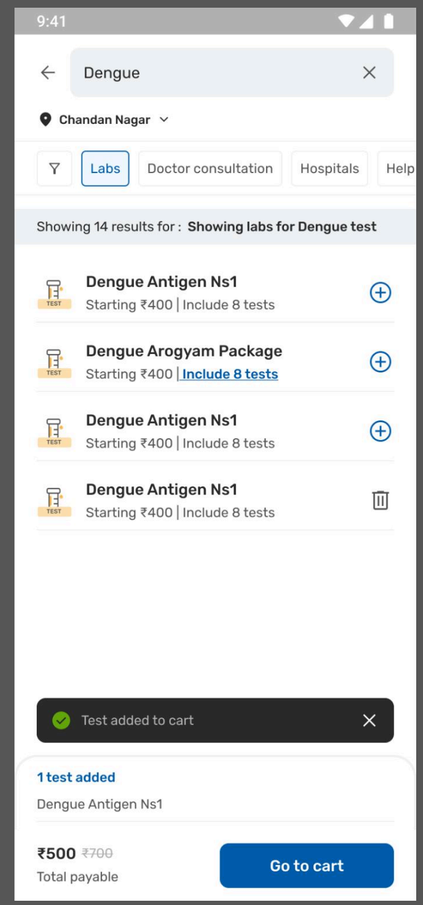
Design Explorations for Listing







FINAL PICKUP



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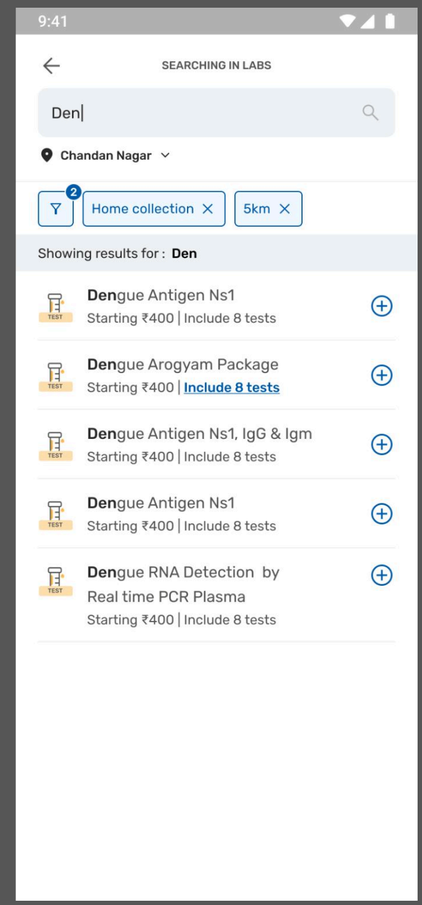
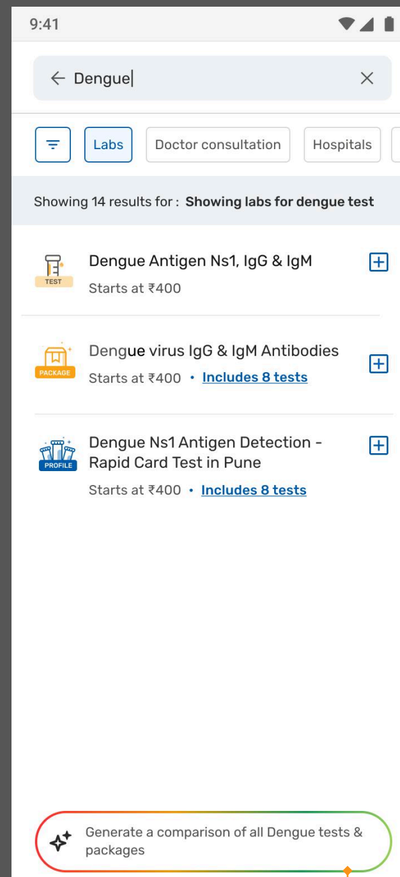
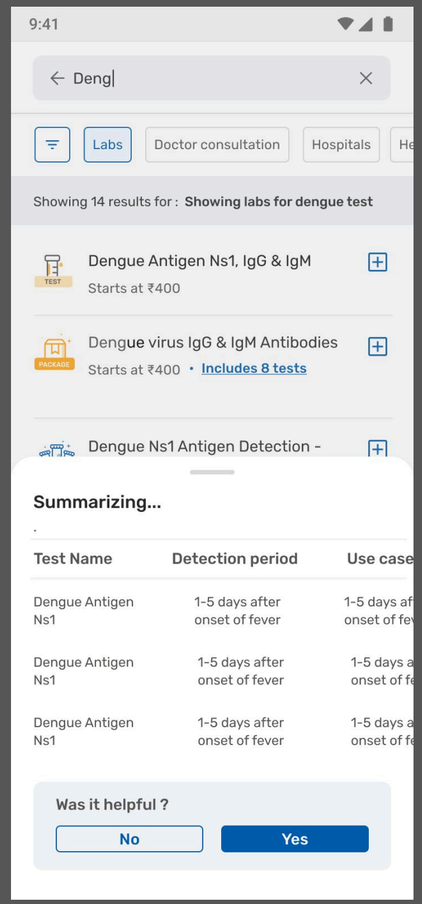


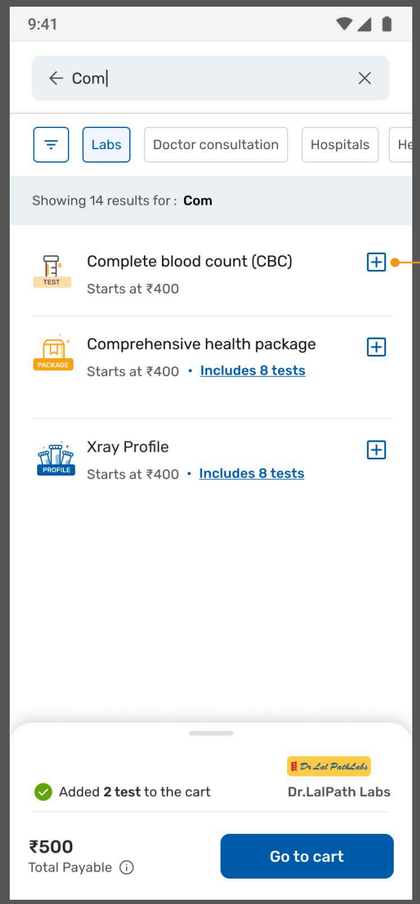
Design Explorations for Adding tests

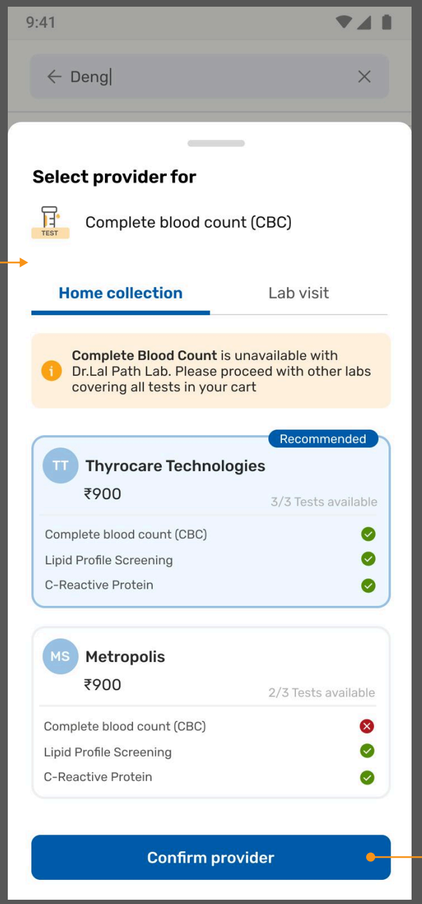
Explorations

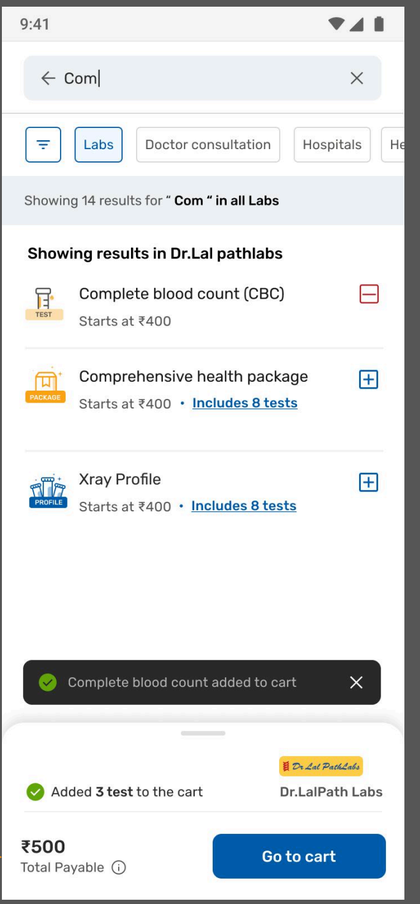


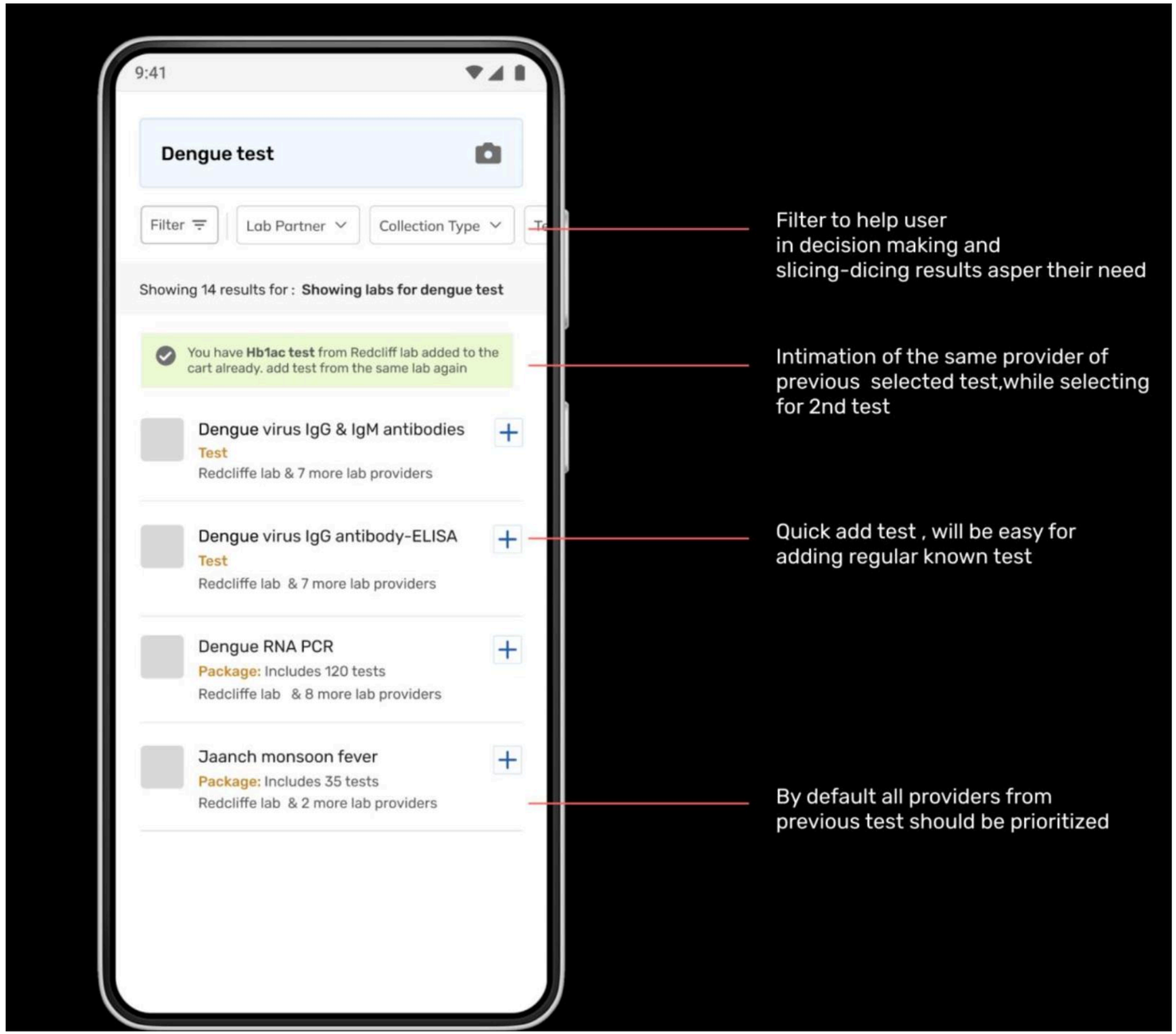


ITERATION OF ADDING TEST FLOW





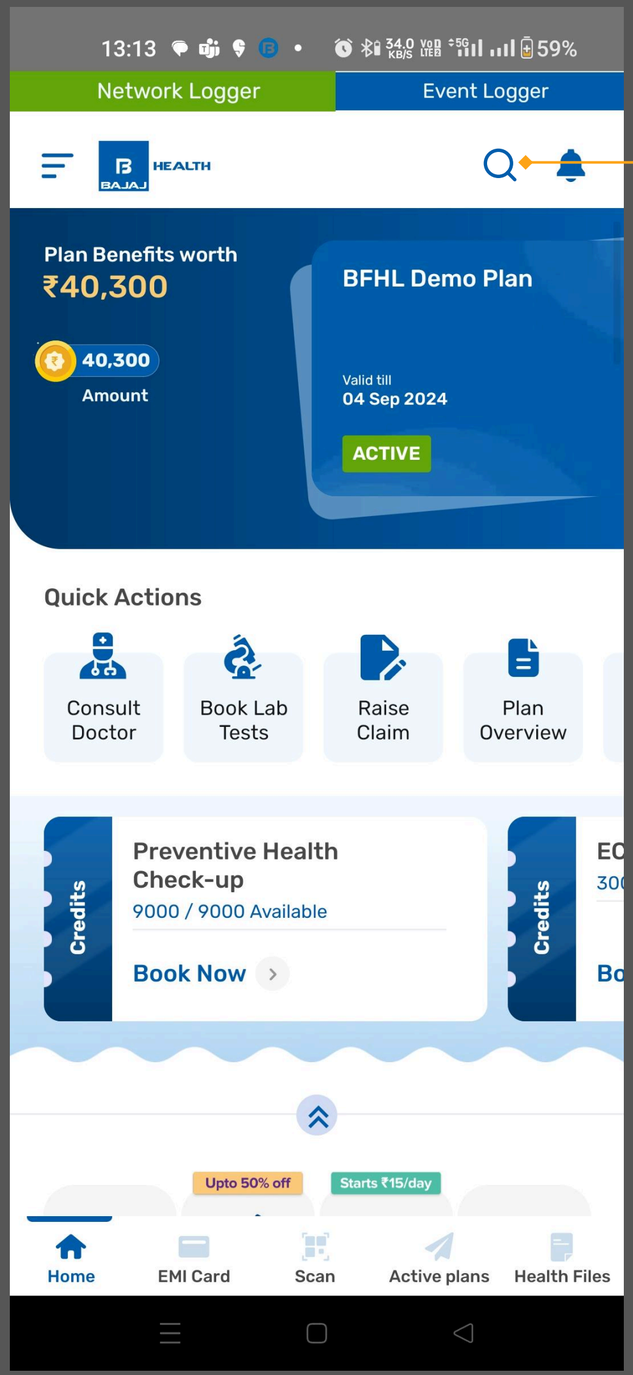




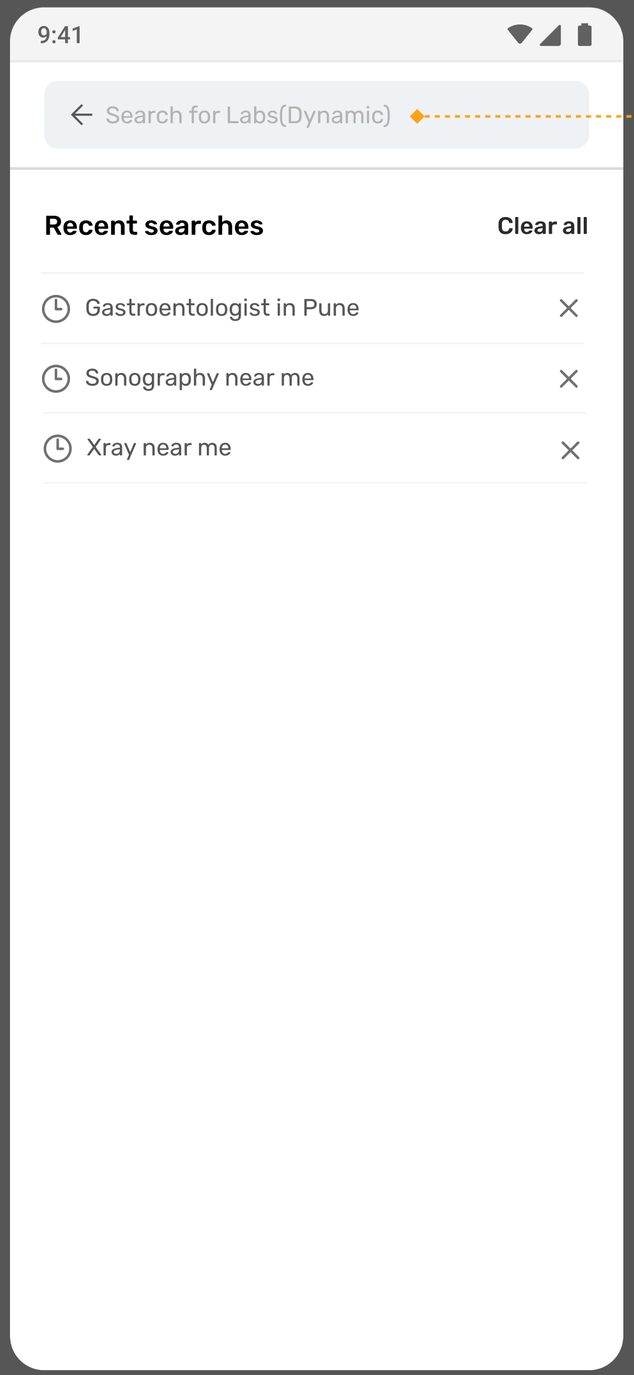
Post usability study Design iteration for **Search**

New Proposed Search Design

Final :Universal Search flow



Universal Search Landing page



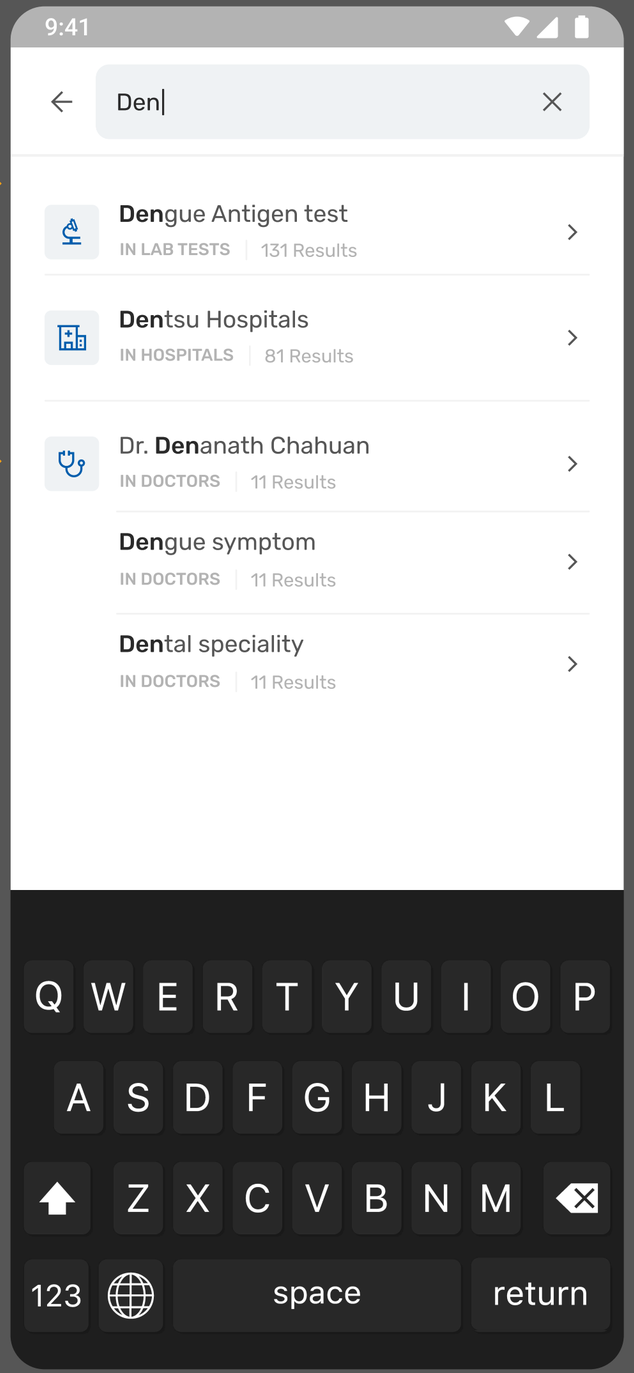
Dynamic service display

Memory Box
Most recent searches limited to 3

[Watch Design Protoype]

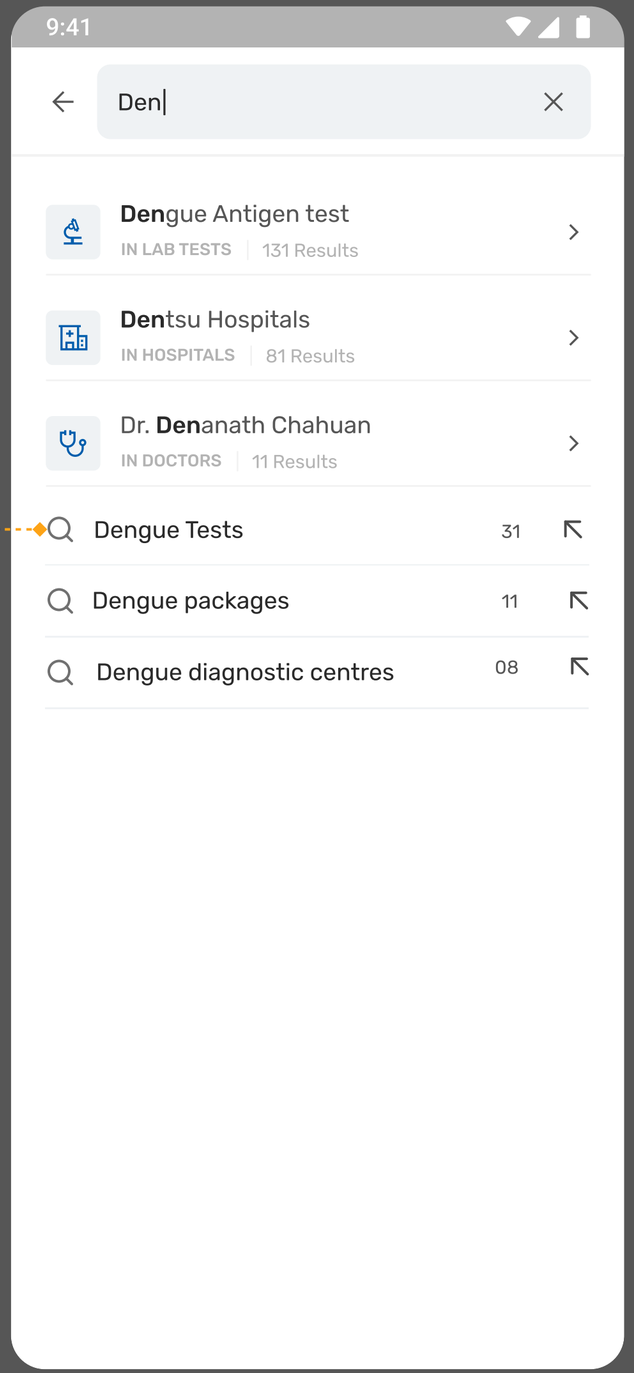
AUTOSUGGESTORS

Results found in Indexes based on **Luis intent match** and **weightage model**

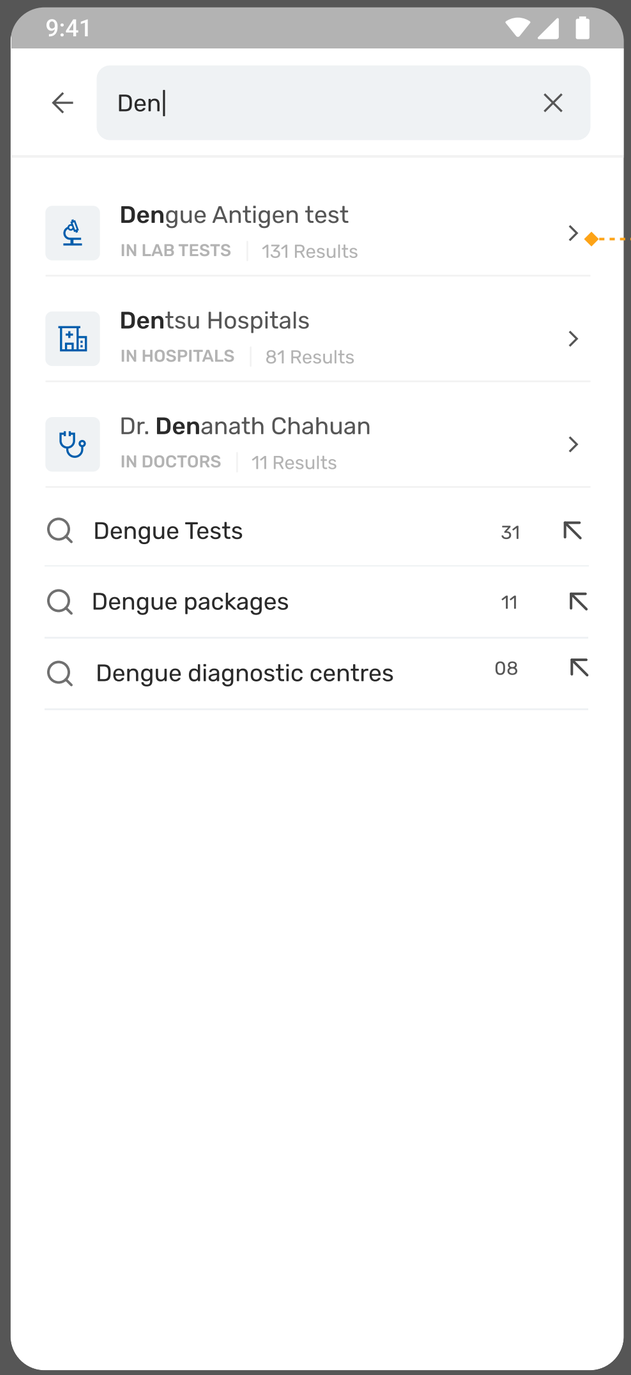


AUTOSUGGESTORS EXTENSION

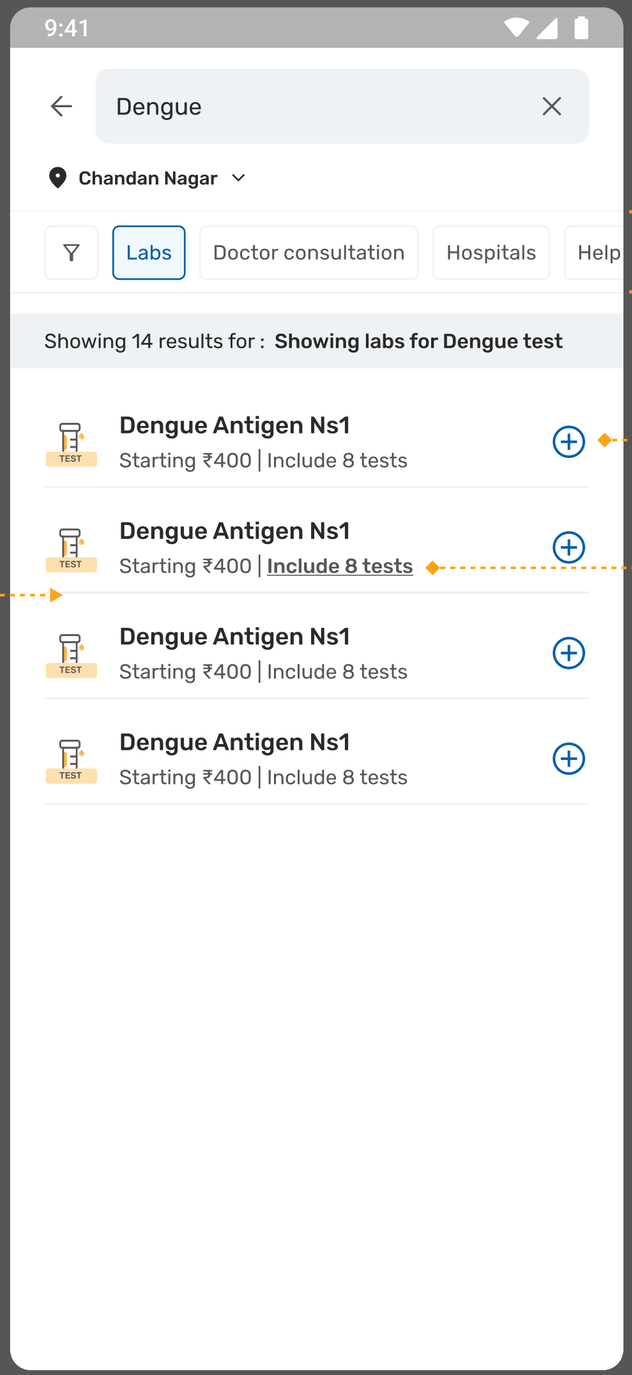
In longer run we will auto suggested thread from customer type searches .



SEARCH LISTINGS



Click

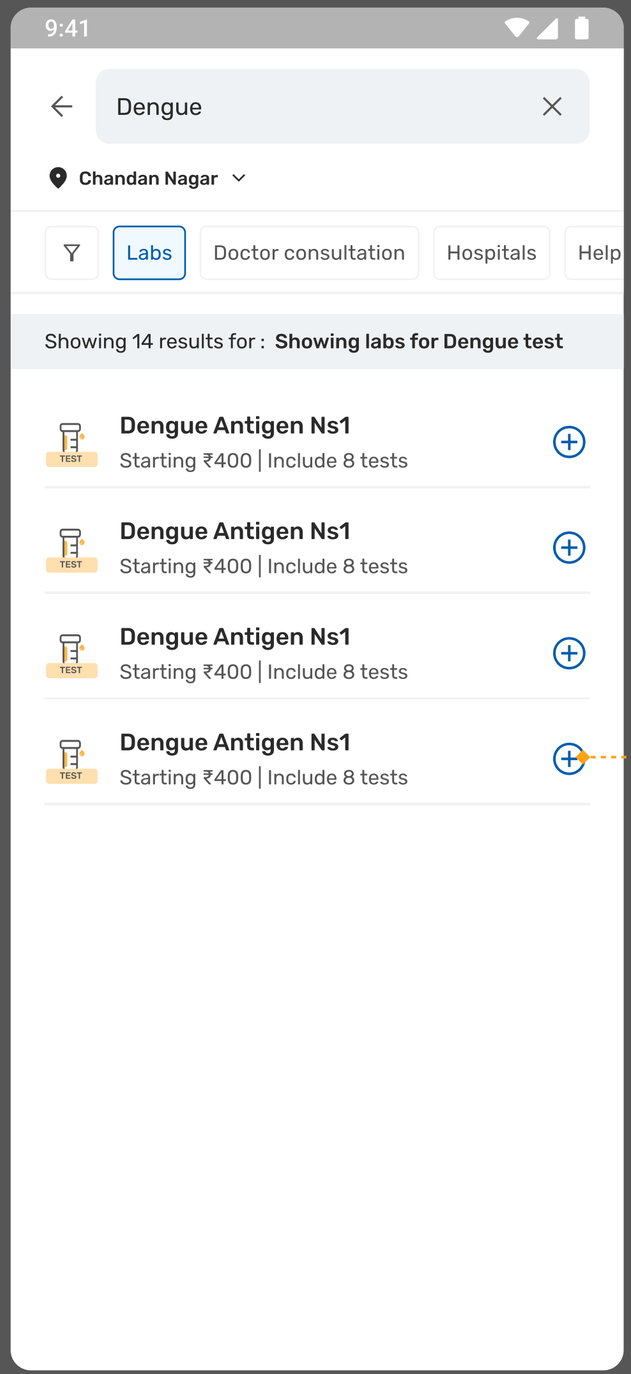


SERVICE SWITCHER
user should be aware of the services and be able to switch easily

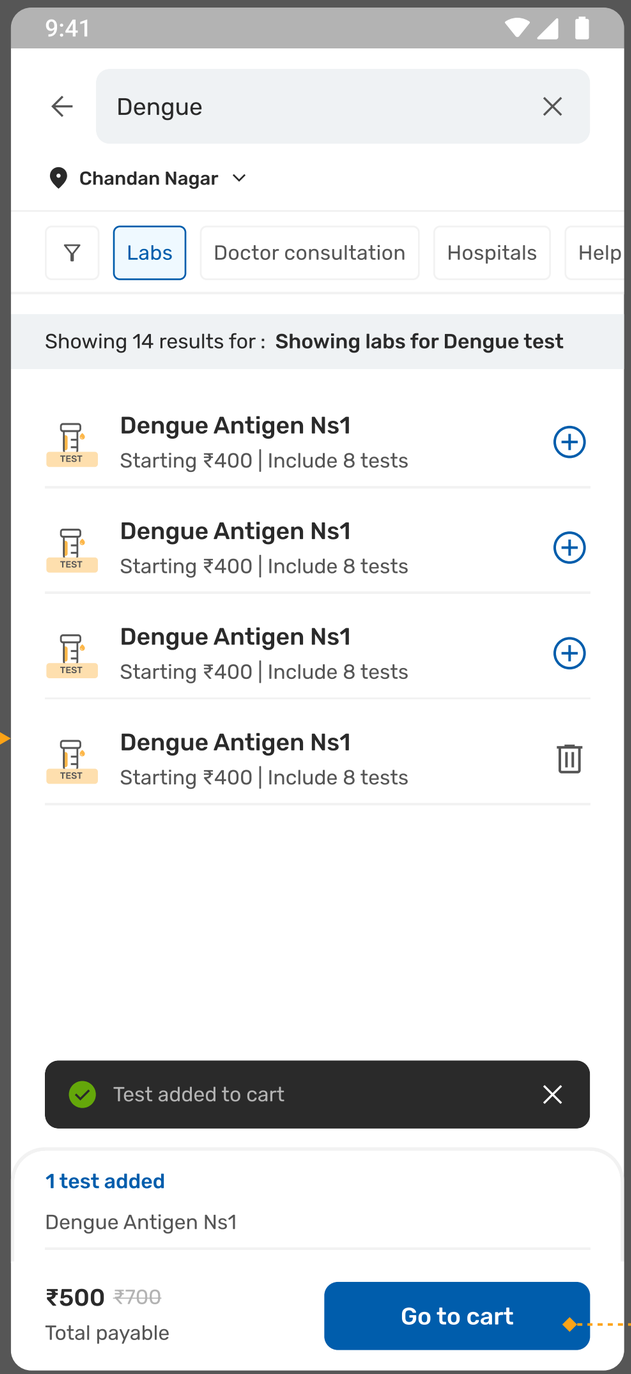
QUICK ADD
Quick add for tests to cart

Quick view
For packages users can see the package inclusions with one click away

SEARCH LISTINGS



Click



Click to confirm booking

9:41

Confirm booking

5 items added + Add test

Thyroid stimulating, CBC
+ 5 more

Appointment Details Edit

Thyrocare labs

Home sample collection
A-402 Rohan Mithila, Upper Parijat, Viman...

Slot
23 June 2024, 10:00 AM - 12:00 PM

Booking for

Sattyasiddha Pattanaik
Male, 28 Yrs

View prescription

Lab test benefit applied
eBH Health Prime

₹0
Total Payable

Confirm Booking

Back

Edit

Appointment details:
-Lab Provider
-Slot
Users can change preferences if they want

9:41

Select appointment slot

Lab provider
Thyrocare labs POPULAR

Sample collection method
Home Visit
312 Bylane, Koregaon park. Third wave coff...

Select Date

Sat 30 Mar	Sun 31 Mar	Mon 01 Mar	Tue 01 Mar	Wed 02 Apr

Earliest time slots

09:00 AM - 10:00 AM
10:00 AM - 11:00 AM
11:00 AM - 11:30 AM

View all slots

Back to Cart

9:41

Select appointment slot

Lab provider

Thyrocare labs POPULAR

Sample collection method

Home Visit

312 Bylane, Koregaon park. Third wave coff...

Select Date

Sat 30 Mar	Sun 31 Mar	Mon 01 Mar	Tue 01 Mar	Wed 02 Apr

Earliest time slots

09:00 AM - 10:00 AM

10:00 AM - 11:00 AM

11:00 AM - 11:30 AM

View all slots

Back to Cart

Edit Click

9:41

Select lab provider

FBS, PPBS, Lipid profile basic, F... +3 more

Home visit | Lab visit

Showing results for **12 Labs**

Dr Lal Path Labs
Reports in 6 hrs
5/5 tests available
₹1200 Book now

Redcliffe Labs
Reports in 6 hrs
5/5 tests available
₹1200 Book now

Thyrocare Labs
Reports in 6 hrs
5/5 tests available
₹1200 Book now

Redcliffe Labs
Reports in 6 hrs
5/5 tests available
₹1200 Book now

Book Now changes the Provider

9:41

Select appointment slot

Lab provider
Thyrocare labs POPULAR

Sample collection method
Home Visit
312 Bylane, Koregaon park. Third wave coff...

Select Date

Sat	Sun	Mon	Tue	Wed
30 Mar	31 Mar	01 Mar	01 Mar	02 Apr

Earliest time slots

09:00 AM - 10:00 AM | 10:00 AM - 11:00 AM | 11:00 AM - 11:30 AM

View all slots

Back to Cart

9:41

Confirm booking

5 items added — + Add test

Thyroid stimulating, CBC
+ 5 more

Appointment Details — Edit

Thyrocare labs

Home sample collection
A-402 Rohan Mithila, Upper Parijat, Viman...

Slot
23 June 2024, 10:00 AM - 12:00 PM

Booking for

Sattyasiddha Pattanaik
Male, 28 Yrs

View prescription

Lab test benefit applied
eBH Health Prime

₹0
Total Payable

Confirm Booking

Filter Experience

Filter

9:41

Dengue treating doctors

Labs | Doctor consultation | Hospitals | He

Showing 14 results for : **Showing dengue treating doctors**

Dr. Arvind Hiranandani
Gynaecologist & Obsteritician
MBBS & Diploma is Obsteritician &...
2 yrs exp. | 90% positive

Dr. Arvind Hiranandani
Gynaecologist & Obsteritician
MBBS & Diploma is Obsteritician &...
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Dr. Arvind Hiranandani
Gynaecologist & Obsteritician
MBBS & Diploma is Obsteritician &...
2 yrs exp. | 90% positive

Filters: Clear All

Specialist	Search for providers..
Catalogue Type	Thyrocare ☑
Service Type	Redcliffe ☐
Test/ Lab Type	Redcliffe ☐
Inclusions	Redcliffe ☐
	Thyrocare ☑
	Redcliffe ☐
	Redcliffe ☐
	Redcliffe ☐
	Redcliffe ☐
	Cardiologist ☐

320
Results Found

Apply Filters

9:41

Dengue treating doctors

2 | Labs | Doctor consultation | Hospitals | He

Showing 14 results for : **Showing dengue treating doctors**

Dr. Arvind Hiranandani
Gynaecologist & Obsteritician
MBBS & Diploma is Obsteritician &...
2 yrs exp. | 90% positive

Dr. Arvind Hiranandani
Gynaecologist & Obsteritician
MBBS & Diploma is Obsteritician &...
2 yrs exp. | 90% positive

Final : Local Search flow

CONTEXTUAL AWARENESS

9:41

Health Checkups
Viman Nagar

Search Tests & Packages

Credit Suisse Health Prime Preventive Plan

5000 Amount

1 PHC

Recommended Packages for you

Stay healthy stay active!

Booked 1000+ times

Preventive Health Checkup

Includes **98 Tests**

FREE ~~₹2700~~

Using Plan Benefits

Thyrocare Techn... • 3 Labs

Book Now

Upload Prescription to Book

Our lab expert will book tests for you!

Avail your benefits and book for FREE*

Upload

Recently Viewed

Fullfilled by Thyrocare Technologies

9:41

SEARCHING IN LABS

Search “Specialty”

Recent Searches Clear All

Gastroentologist in Pune

Sonography near me

Xray near me

Search with prescription

9:41

SEARCHING IN LABS

Thyroid

Chandan Nagar

Catalogue Type | Collection type | Colle

Showing results for : **Thy**

Tests & Packages

Thyroid Tests

Starting ₹400 | Include 8 tests

Thyroid Profile

Starting ₹400 | Include 8 tests

Lab providers

Lifespan Diagnostics

ECG, CT Scan, MRI, X-Ray,2D Ec...

ISO Certified

Lifespan lifespan Diagnostics

ECG, CT Scan, MRI, X-Ray,2D Ec...

ISO Certified

Detailed Usability Study

USERS TASK FLOWS FROM USABILITY TESTING

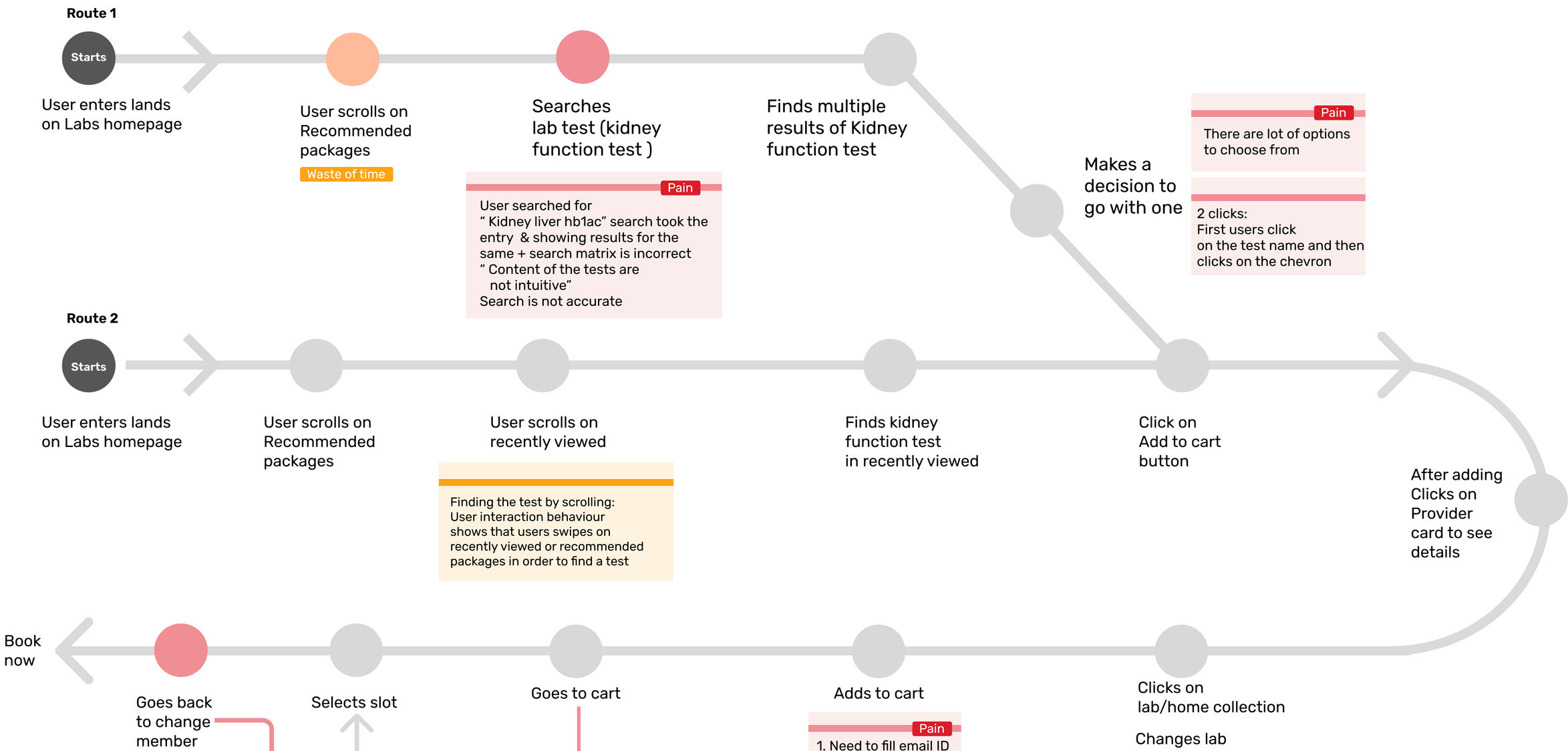
legend

TOUCH POINTS/ BETTERMENT

PAINPOINTS

Flow - Single test add

User type : Expert



Search is not accurate

Route 2

Starts

User enters lands on Labs homepage

User scrolls on Recommended packages

User scrolls on recently viewed

Finding the test by scrolling: User interaction behaviour shows that users swipes on recently viewed or recommended packages in order to find a test

Finds kidney function test in recently viewed

Click on Add to cart button

After adding Clicks on Provider card to see details

Clicks on lab/home collection

Changes lab

Pain

Users spends time to make decision on lab provider & collection type

Adds to cart

Pain

1. Need to fill email ID everything user lands in cart

Repeat case

Goes to cart

Back to product details

User finds the provider details altered to some other provider user gets confused

Search is always missed on provider details page

User tries to add another test with a different provider

User perceive the " 181 includes as clickable

Cross sell element is still open

Selects slot

Changes member details

Low discovery and understandibility of **" booking for"** section

2. User is not able to understand if the booking for section will let him add his " wife "
3. User deletes the plan member & adds new member
4. User wanted to login from wife's name and book

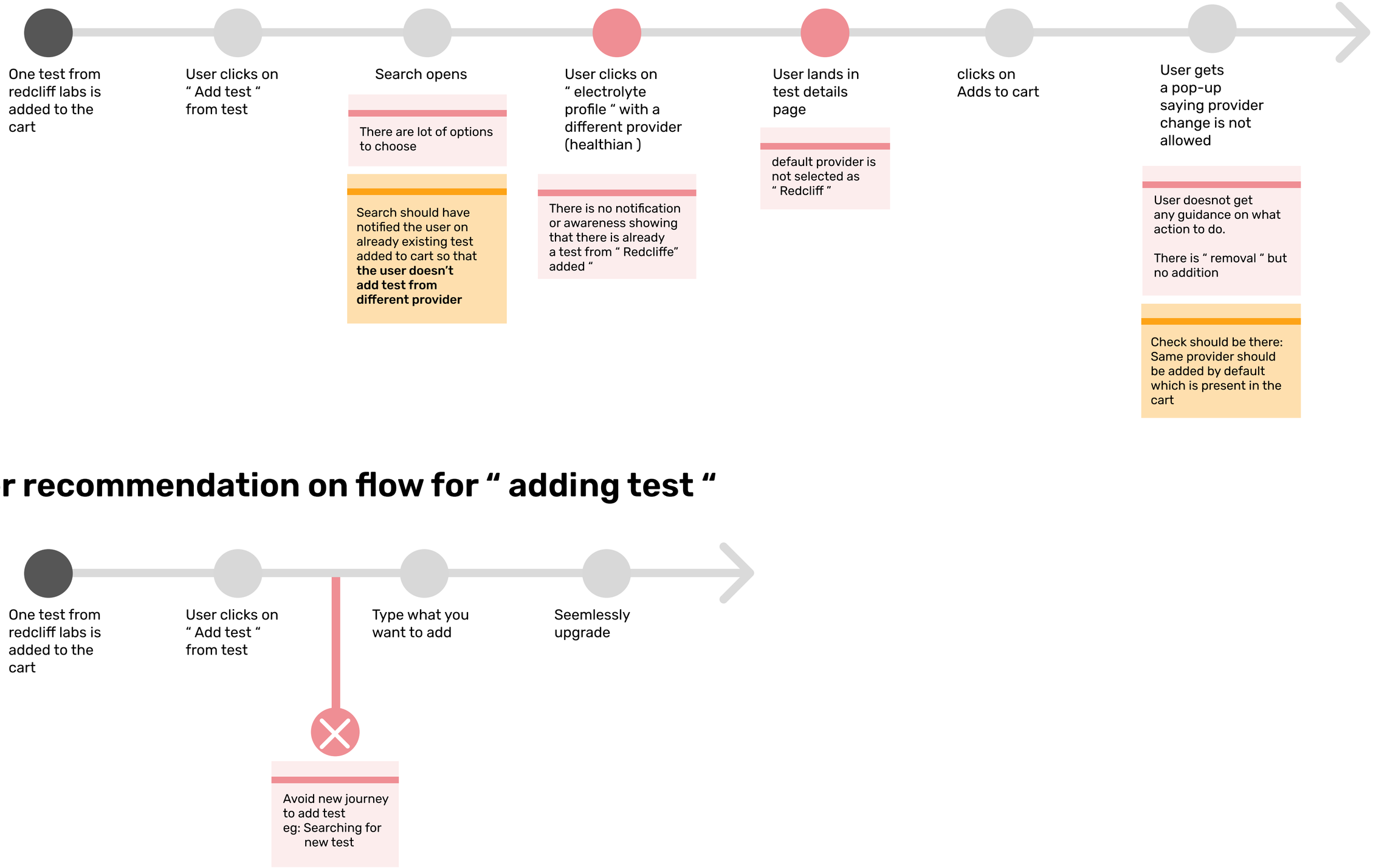
As soon as member is changed to non-plan member, coupon removes & no intimation is given, user gets confused

Goes back to change member

1.Misses on member change. User had to be reminded to change the member

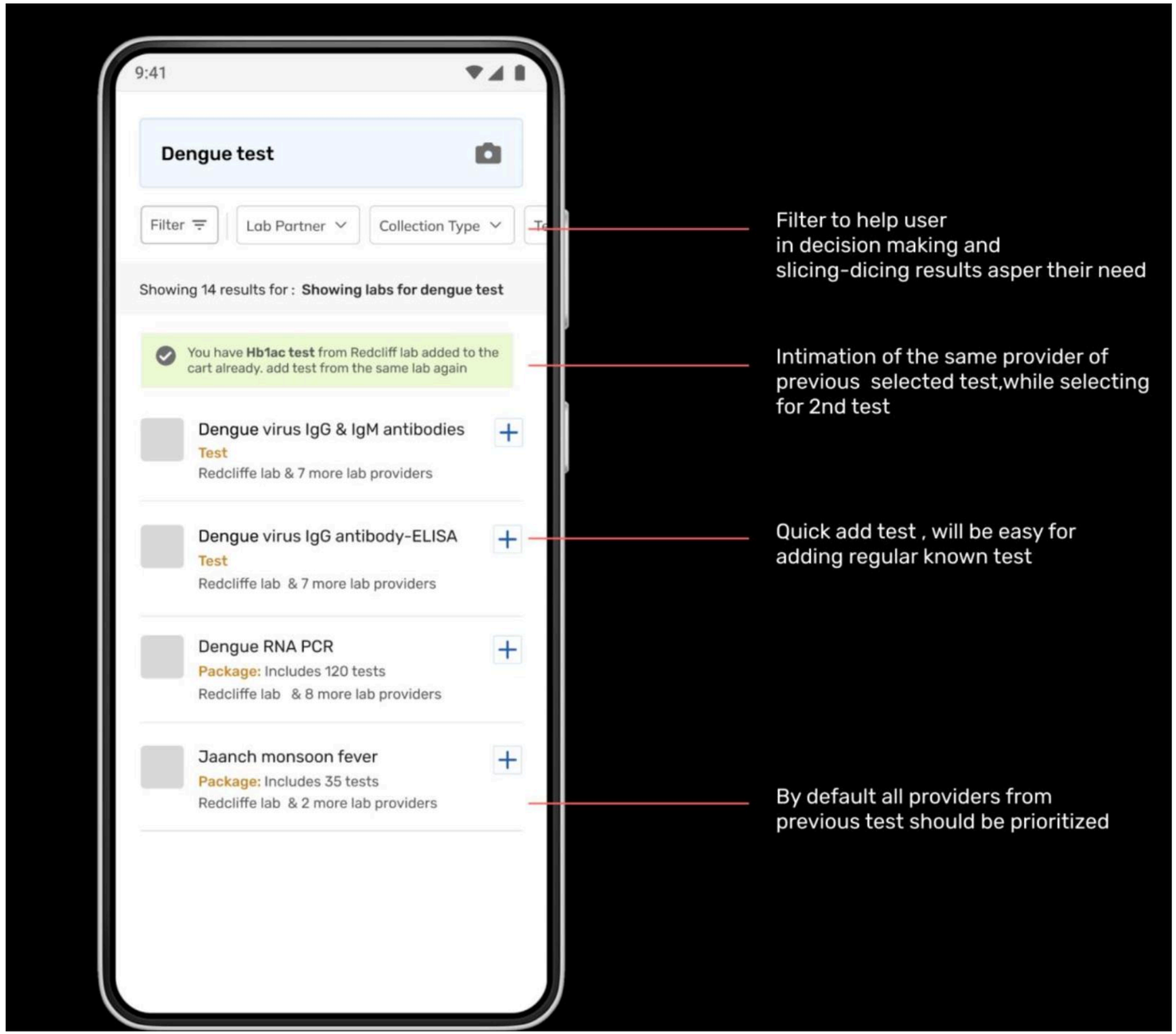
Book now

Flow - Multiple test add



User recommendation on flow for " adding test "

Design for search listings

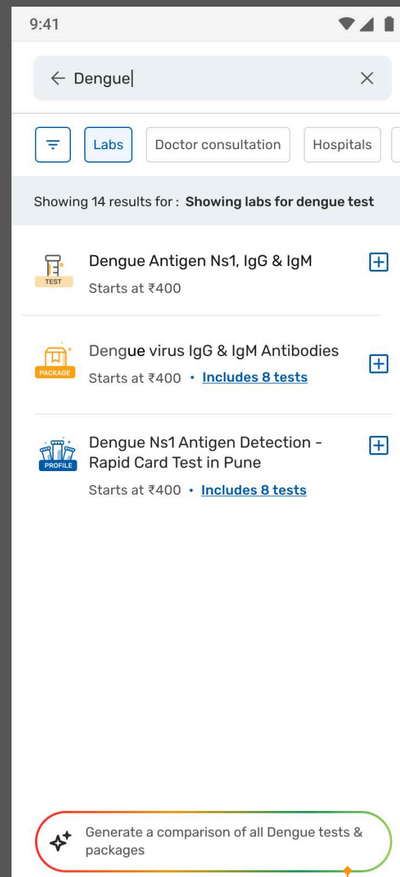


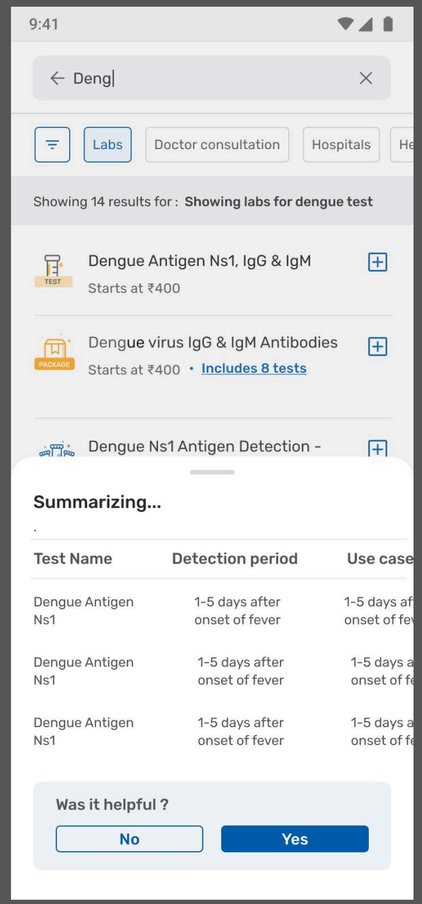
Post usability study
Design iteration
for **Search**

Design along with
participants

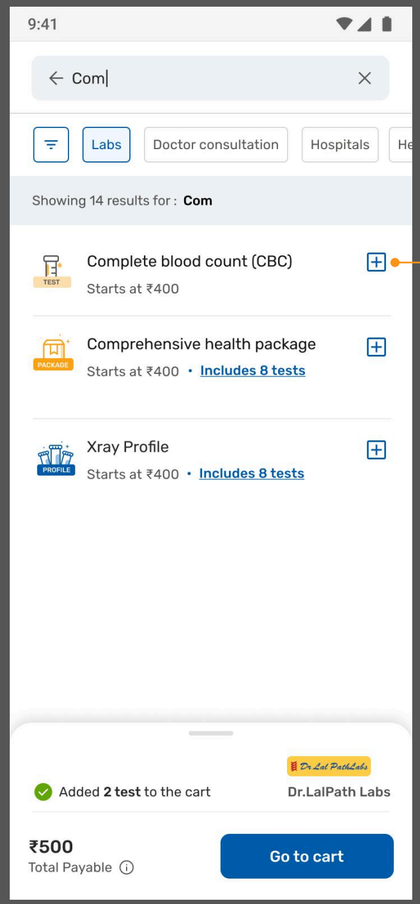
Design Explorations for Adding tests

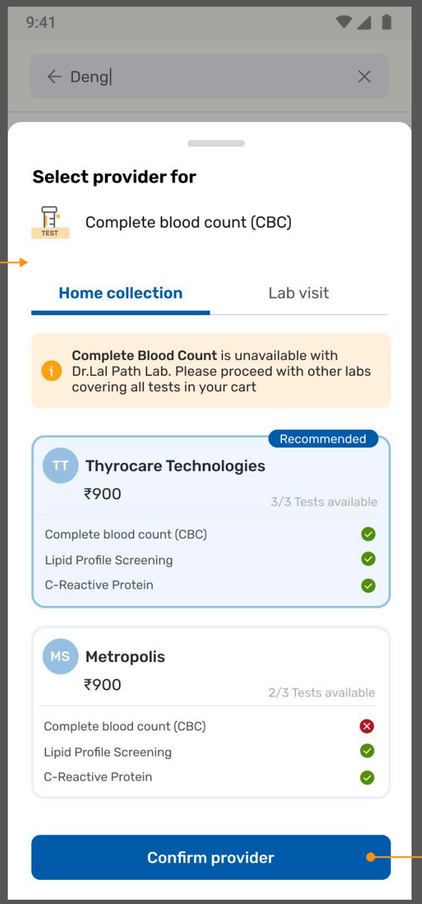
Explorations

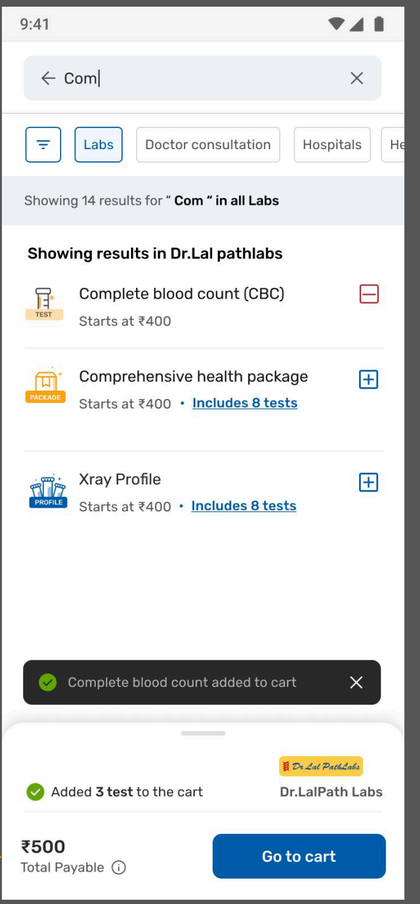




ITERATION OF ADDING TEST FLOW

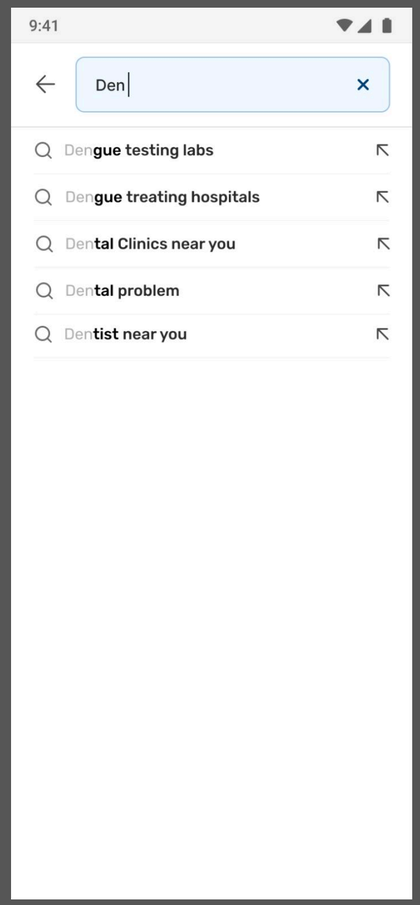


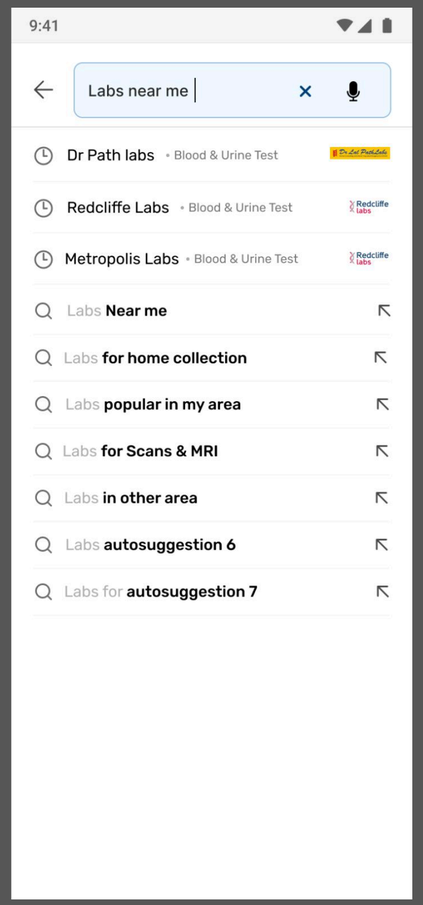


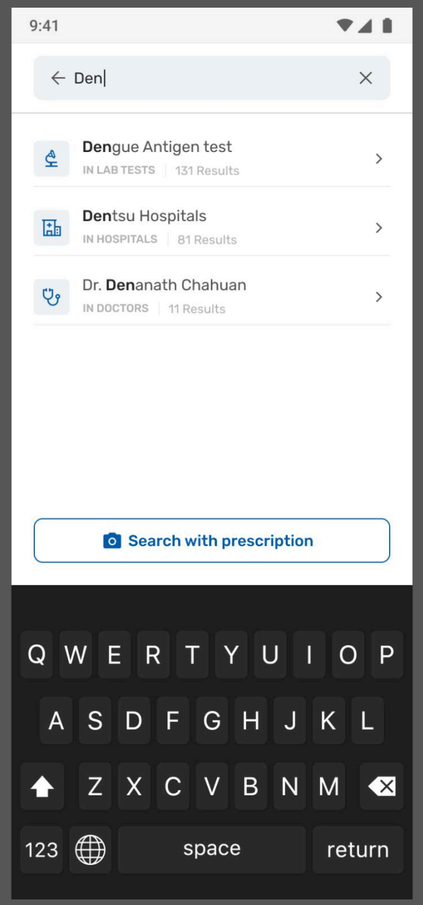


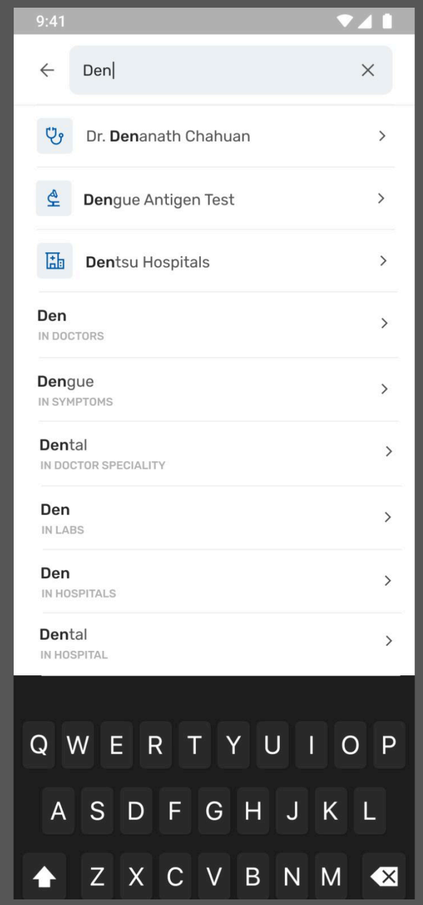
Design Explorations for Auto suggestions

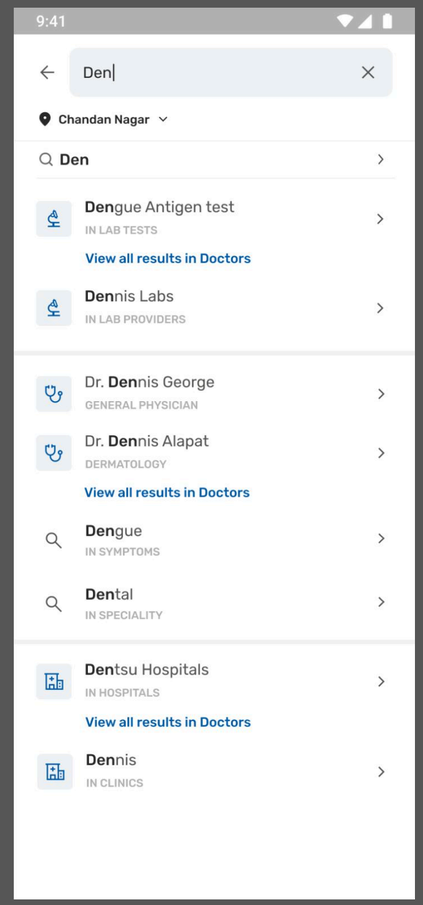
FINAL PICKUP



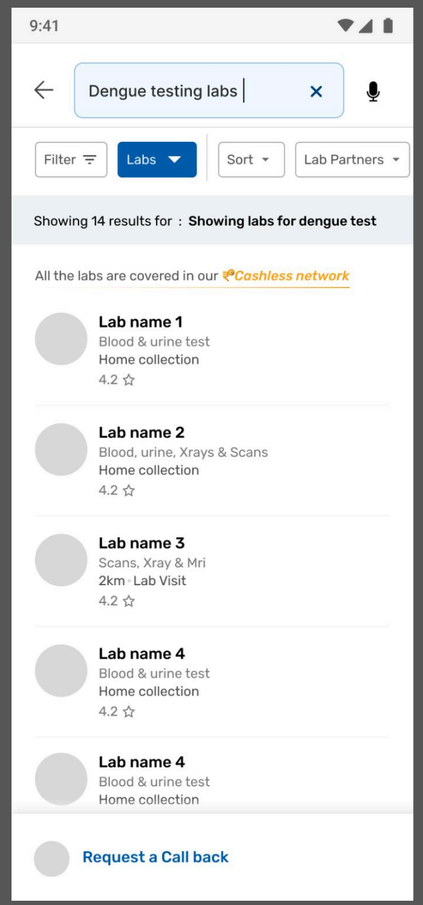


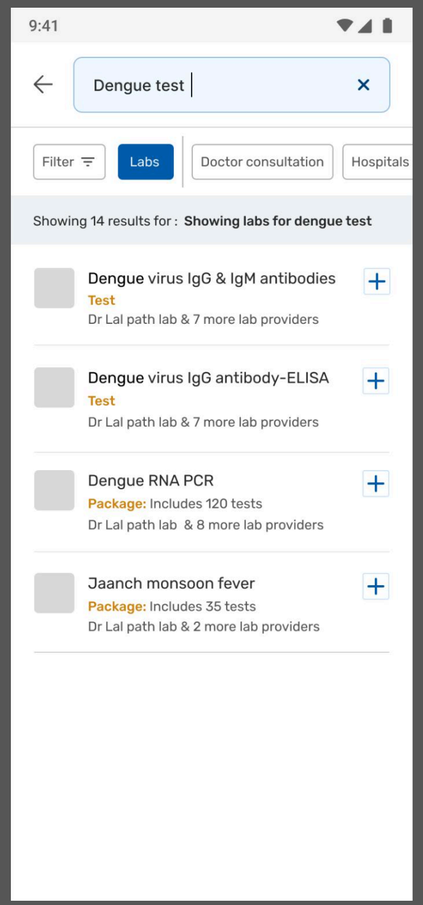


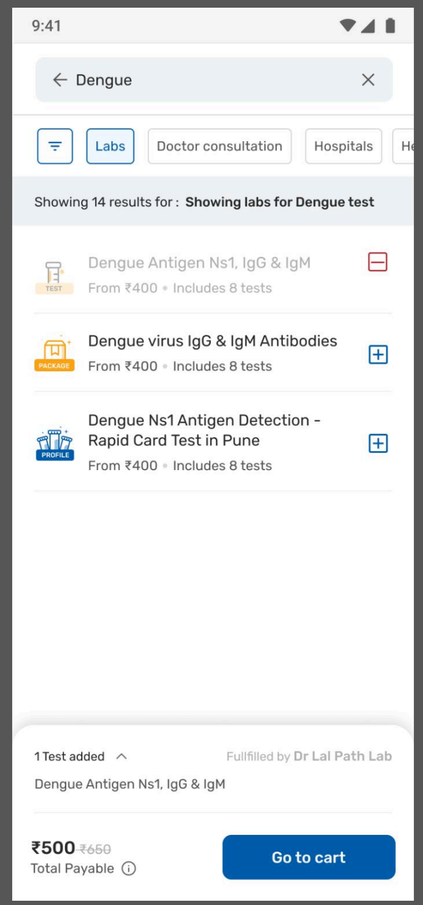




Design Explorations for Listing







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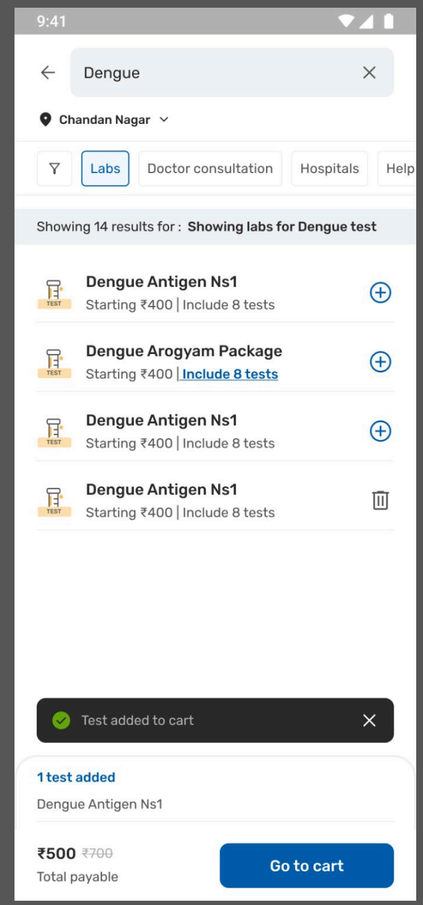
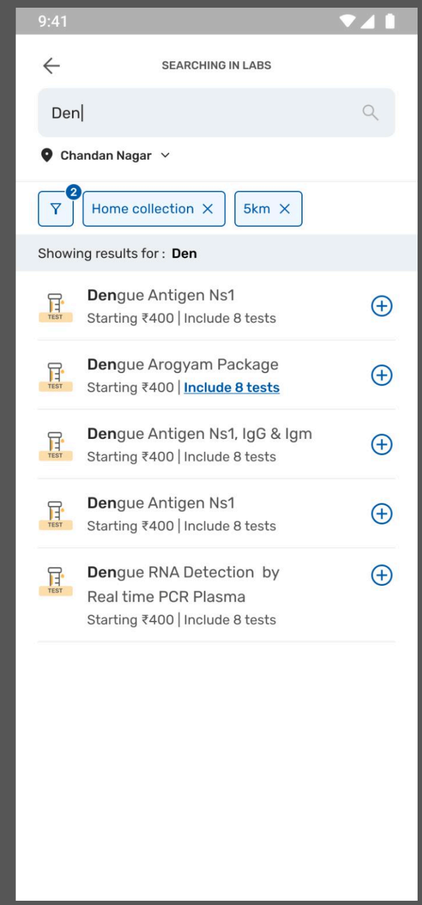
FINAL PICKUP