

Goals

- Understand why 38% of patients abandon online booking.
- Agree on the three moments that matter most.

What we learned

- Patients do not know which doctor to pick. They need a recommendation, not a list.
- The confirmation email arrives late, so people book twice.
- Older patients call anyway: the phone number must stay visible.

Next steps

Alex Wireframes v2 by 16 September. **Lumen** Recruit six patients for testing.