



وزارة الصحة ووقاية المجتمع  
MINISTRY OF HEALTH & PREVENTION

مجالس  
المتفاعلين  
CUSTOMER  
COUNCILS

# Customer council for MOHAP smart application

Users of the application and website

30-08-2023

## Brief

**Title:** Customer council for MOHAP smart application

**Date:** 30-08-2023

**Customer Category:** Individuals and Businesses

**Topic:** Enhancement on MOHAP smart application



## Steps and Procedures

01

Scheduling a meeting with the application users based on the customer communication plan.

02

Selecting participants through the complaints sent on Customer's pulse regarding the application.

03

Sending a formal invitation to participants, internal partners, and concerned parties.

04

Meeting with customers, addressing their requirements, and recording their recommendations.

05

Gathering all outcomes in the findings log to proceed with follow-up and action plans.

# Agenda

01



Introduction

02



Participants  
meet-and-greet

03



Discussion session on  
customer preferences  
and experiences  
regarding the topic

04



Challenges and  
recommendations

05



End of  
session



## Opinions, Recommendations and Suggestions

Summarize the information on the service cards with what is important and needs to be known. Identify what documents are required, as some users were unfamiliar with some documents.

Issues with searching for services and navigating the application for some users as they faced difficulties reaching some services.

Simplifying the interface design and information for the users.  
Some users noted that some steps seemed unnecessary while applying for services, such as “attestation for medical leaves,” which shortening these steps could enhance the customer’s journey.

## Glimpses from the Customer Council

