



# User Feedback and Adoption Dynamics on Online Healthcare Platforms in Lagos, Nigeria 2011

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## Abstract

Online healthcare platforms have emerged as a significant avenue for patients seeking medical consultations in Lagos, Nigeria. A mixed-methods approach was employed, including survey data collection from a representative sample of users and qualitative interviews with healthcare providers to assess perceptions and experiences with the platforms. A preliminary analysis indicates that approximately 45% of respondents reported high levels of satisfaction with platform services, with user feedback suggesting an urgent need for improved teleconsultation video quality and more diverse medical specialties offered. User feedback highlights critical areas requiring improvement to enhance the usability and effectiveness of online healthcare platforms in Lagos. Healthcare providers should prioritise enhancing telemedicine technology and expanding the range of services available on their platforms to better meet patient needs. Model estimation used  $\hat{\theta} = \operatorname{argmin}\{\theta\} \operatorname{sum} \ell(y_i, f\theta(\xi)) + \lambda \sqrt{\theta} \sqrt{\theta}^2$ , with performance evaluated using out-of-sample error.

**Keywords:** *Sub-Saharan, Lagos, Nigeria, Data Mining, Social Network Analysis, Mobile Health, User Experience Design*

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