

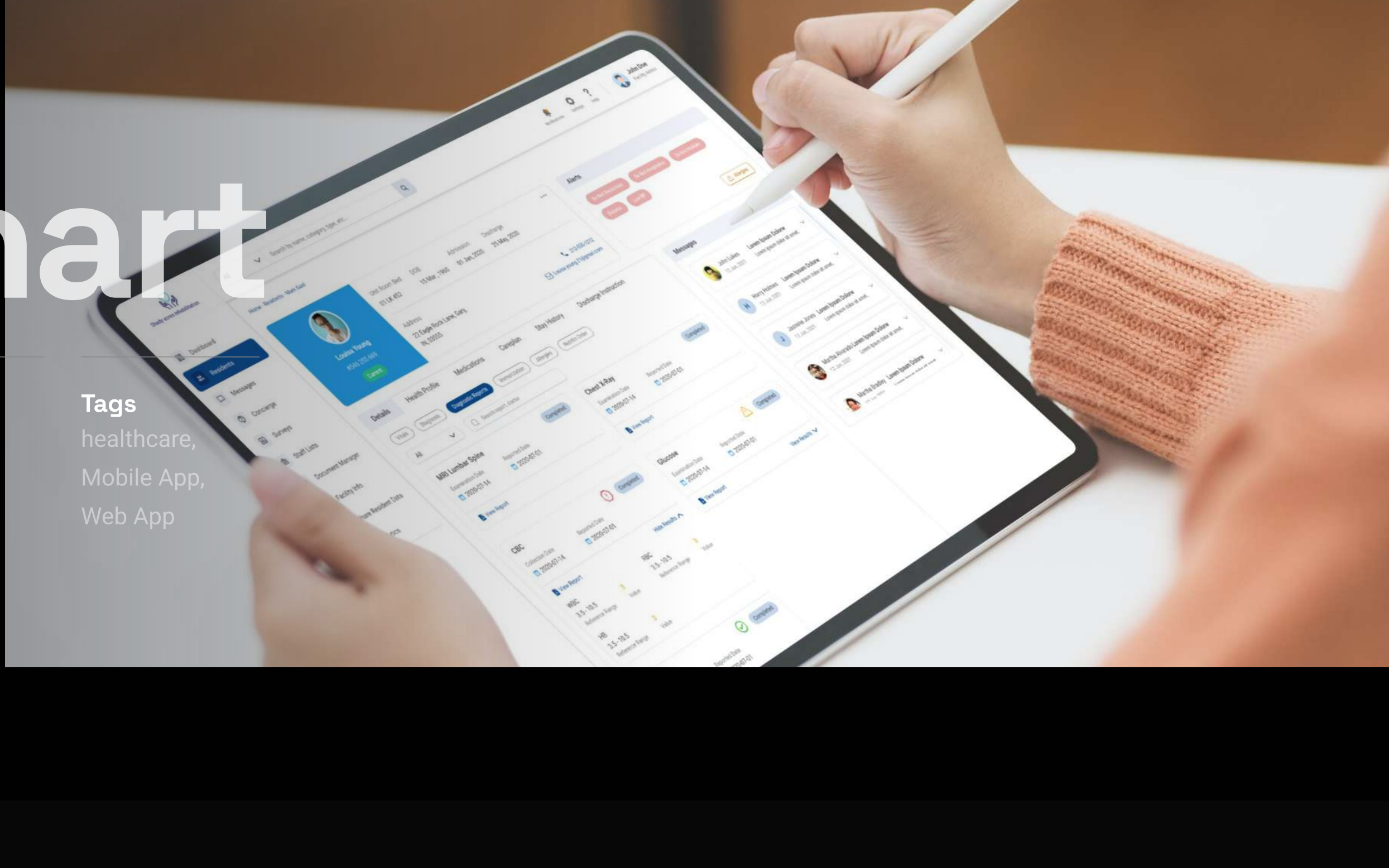
Instachart

Strategy
Brand Strategy,
UX Strategy

Design
UI/UX Design,
Art Direction

Client
Instachart

Tags
healthcare,
Mobile App,
Web App



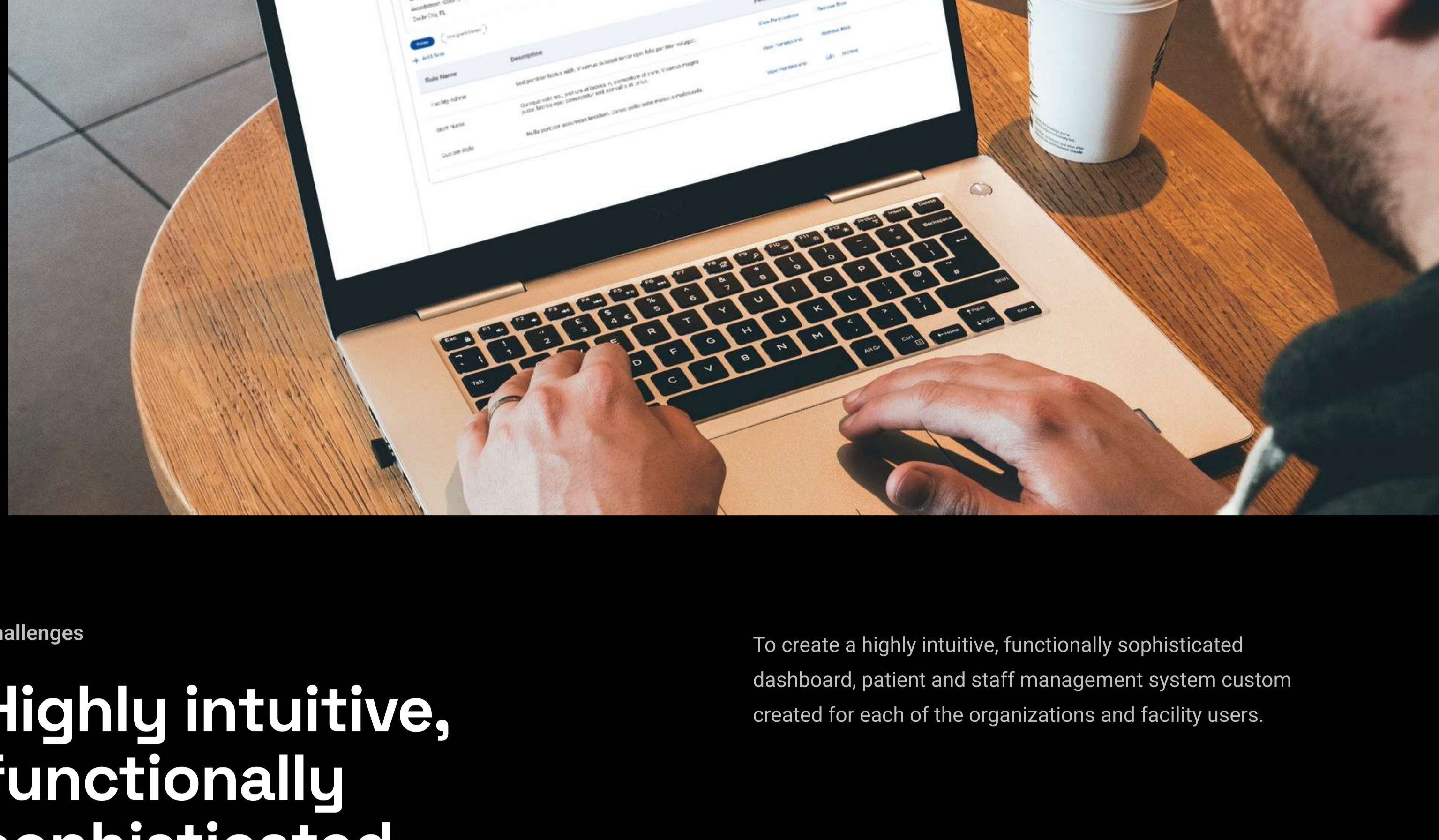
Overview

InstaChart Resident Engagement Platform

Task

InstaChart Resident Engagement Platform is a solution intended to improve the communication of nursing facilities with their inpatients /discharged patients and their family members.

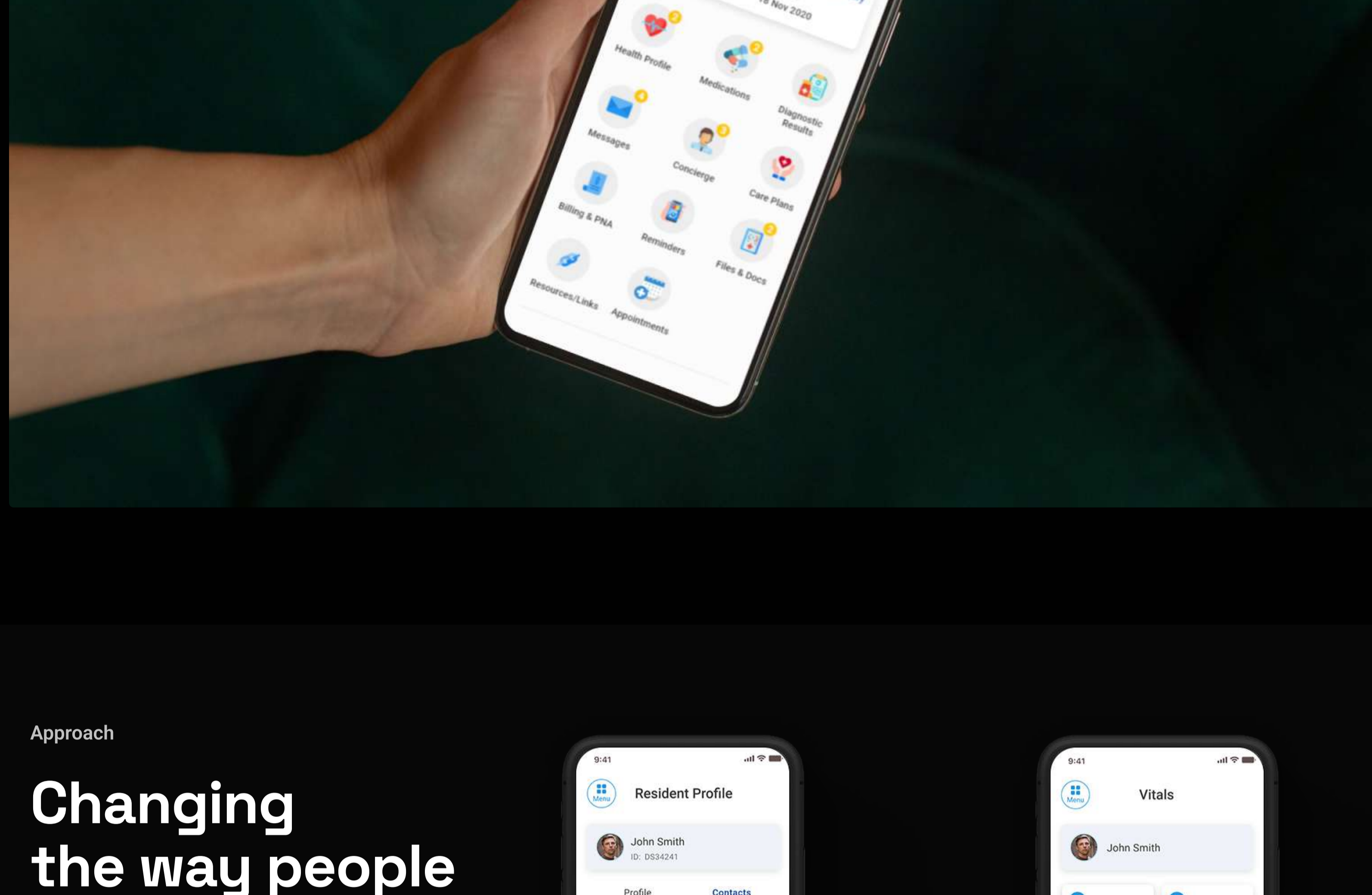
To create a Web Application and mobile applications that help facilities and patients, doctors, staffs communicate with each other and track activities.



Challenges

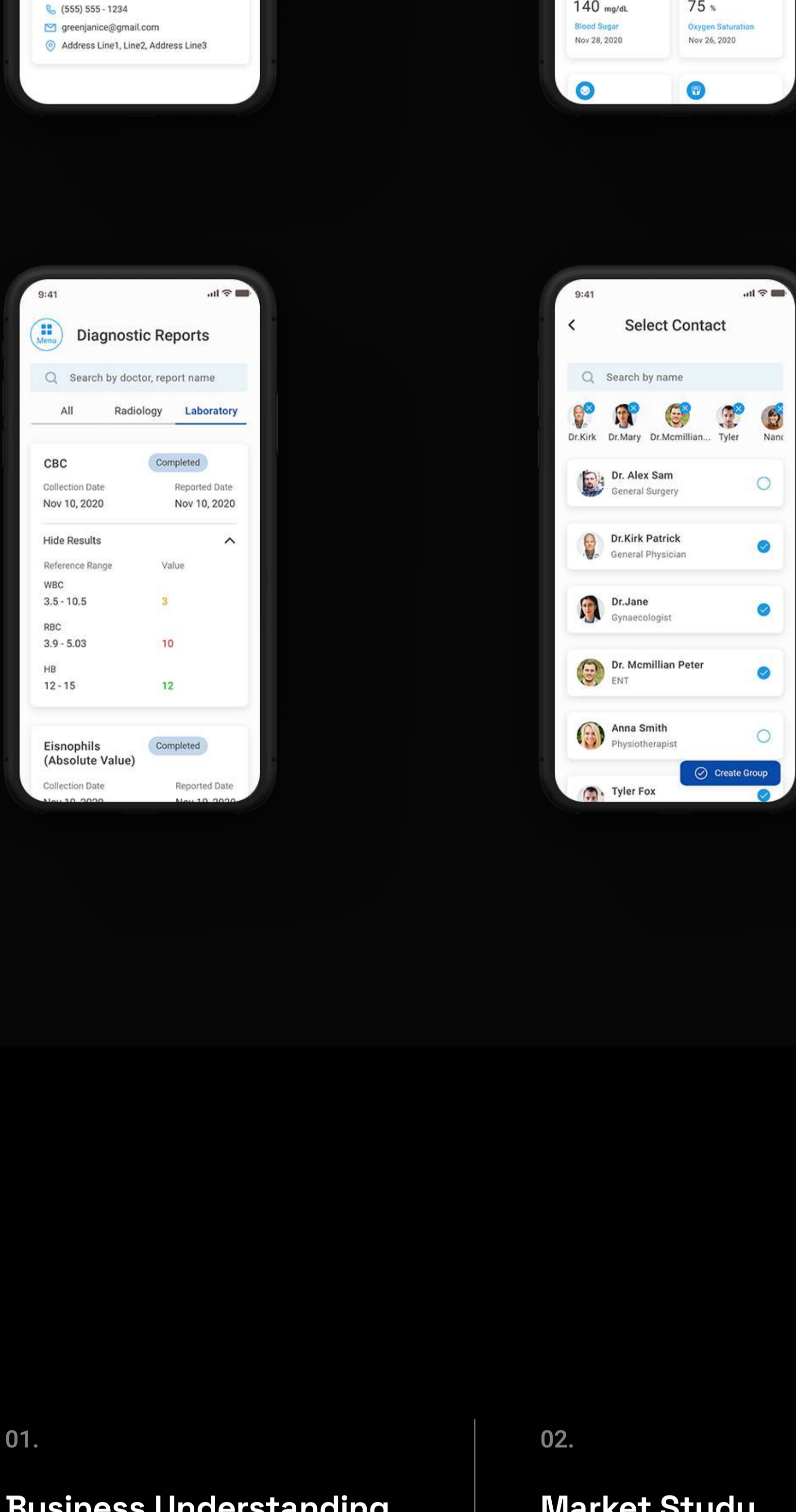
Highly intuitive, functionally sophisticated dashboard

To create a highly intuitive, functionally sophisticated dashboard, patient and staff management system custom created for each of the organizations and facility users.



Approach

Changing the way people think of UI/UX creation



APPROACH

Process

Discovery Phase

As a UI/UX specialist in the first step, we do lots of user research and workshops to gain knowledge and understanding of the product that will help us to give the optimized final product

01. **Business Understanding**

- Audience Definition
- User Research

02. **Market Study**

- Competitive Analysis

03. **Understand user needs and goals**

- Design Strategy
- UX & Analytics Audit

Define Phase

Draw insights based on the data collected from the Discovery phase. This solves a problem that they are currently facing.

01. **Affinity Mapping**

- Converts data into insights

03. **Storyboard**

- Visually predicts user flow in the app and help us to understand the flow of user interaction

05. **User Journey Mapping**

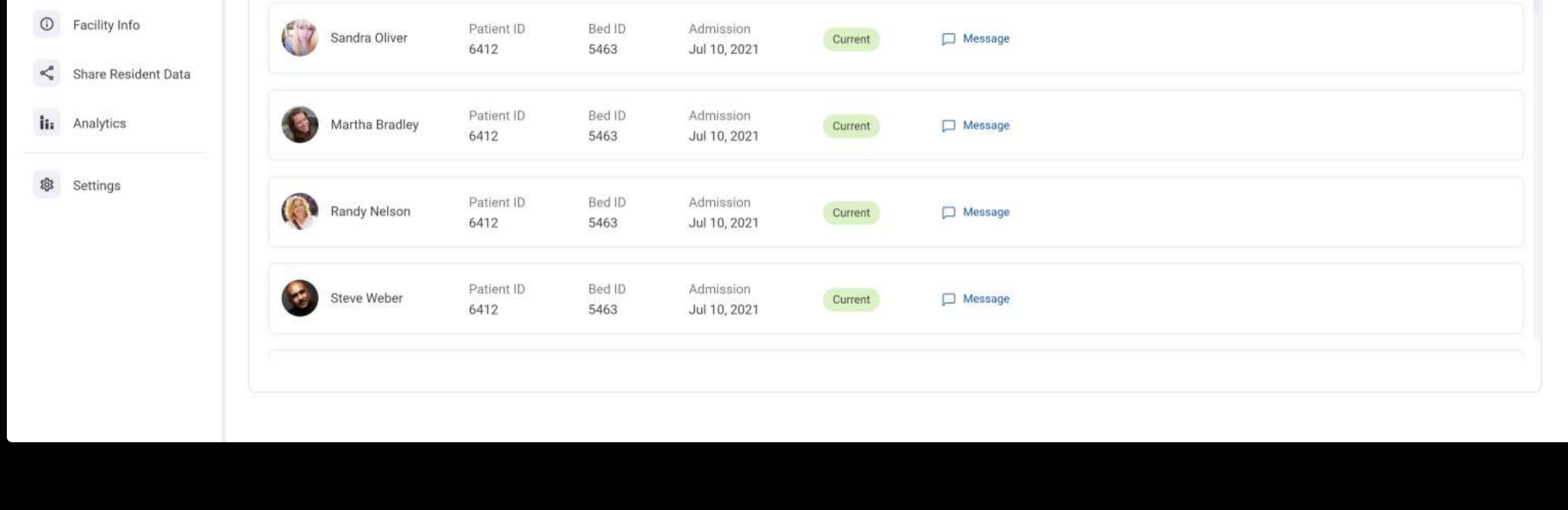
- Visually represents Emotions, Expectations and User Experience

02. **User persona**

- Identifies user goals and user behavior

04. **Empathy Mapping**

- Visually represents what user feels, think and does



Design

Turning product ideas into real examples through wireframing and prototyping.

01. **Wireframing**

- Sketching basic functional screens through low and high fidelity wireframing

03. **Guides & Design System**

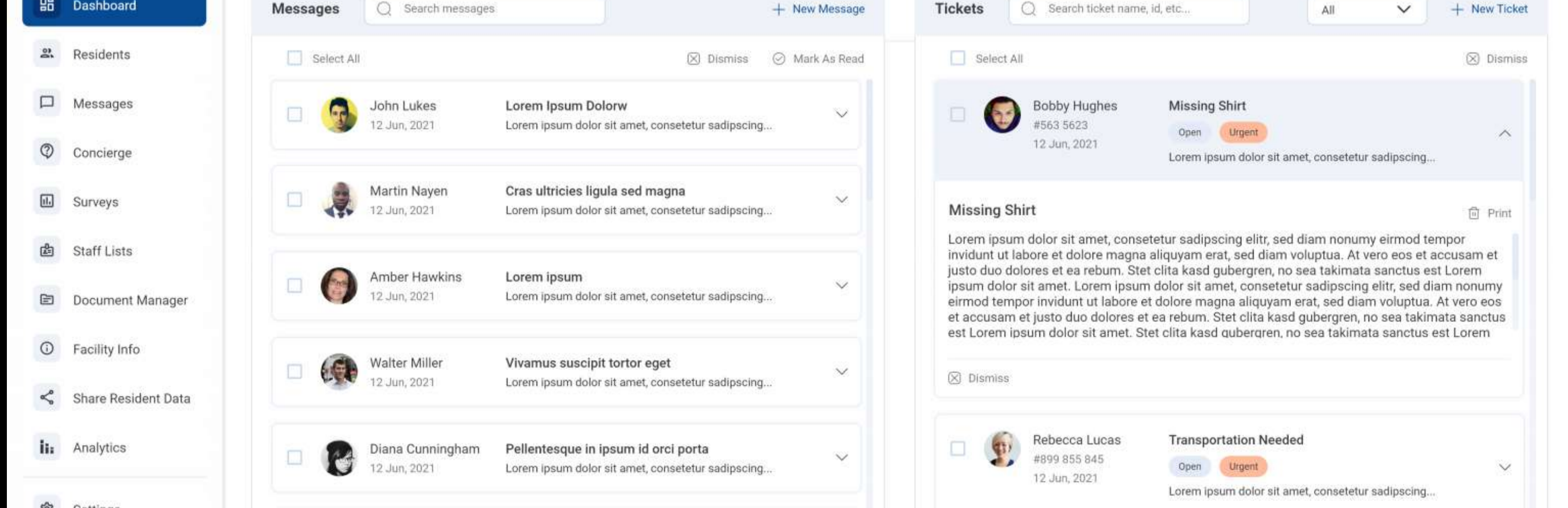
- Creates App theme visual elements

02. **Prototyping**

- Creates interactive prototype to represents final user flow and experience

04. **Visual Design**

- Creates visual design that shows the final UI of the product



Statistics

Project by the numbers

400+
Hours Spent

5
Avg Customer Rating

12
Team Members

1
Global Launches

Thank You