Case Study, Healthcare, Surgo, Web App

Surgo Health

Strategy	Design	Client	Tags
UX Research, UCD Process	UI/UX Design, User Experience	Surgo Health	Web App

Overview

Revolutionizing Healthcare Analytics

Our Task

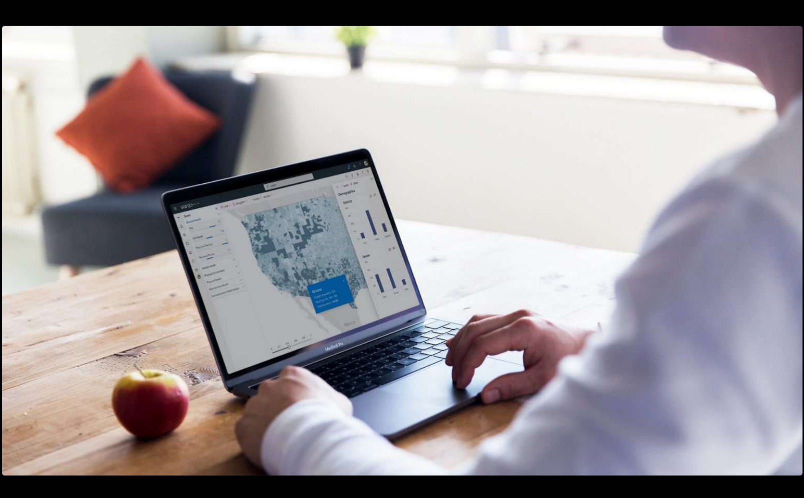
Our client, Surgo Health, a Canadian health tech company specializing in data analytics and public health, sought to transform their non-profit consultancy into a for-profit product company. After months of research, we developed a SAAS product helping pharmaceutical, social wellness, and healthcare providers identify medical condition vulnerabilities by region.

Our design concept led to onboarding a major pharmaceutical company, highlighting our journey through the UCD process.

Challenges

Exploring the Boundaries in Healthcare Innovation

Faced with the client's challenges, our team collaborated to brainstorm innovative solutions. This involved facilitating the client's transition to profitability, creating a healthcare data platform, fostering collaborations with pharmaceutical giants, integrating data across platforms, and strategically developing
products. Our collective efforts prioritized and executed ideas, ensuring a comprehensive approach to deliver impactful solutions.



Approach

We're changing the way people think of UI/UX creation

Statistics

Project by the numbers

2000+ Hours Spent

4 Team Members

5 Avg Customer Rating

3 Countries

HOW WE APPORACH IT

Our Process

After careful analysis of these challenges in detail, we identified the product and started our solution phase and began our work on how we can enhance the user experience and execute this product perfectly. To achieve this, we used the User-Centered Design (UCD) process. By following this, we can ensure that our solutions are effective, intuitive, and user-friendly.

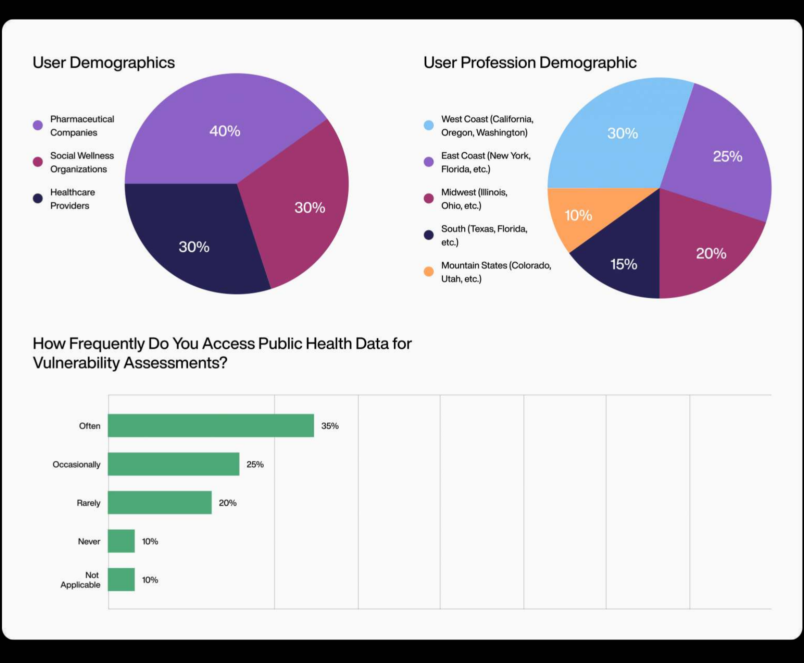
Discovery Phase

Our discovery phase of the UX process involved weeks of conducting research and analysis to gather insights about our potential users, the market, and the competition.

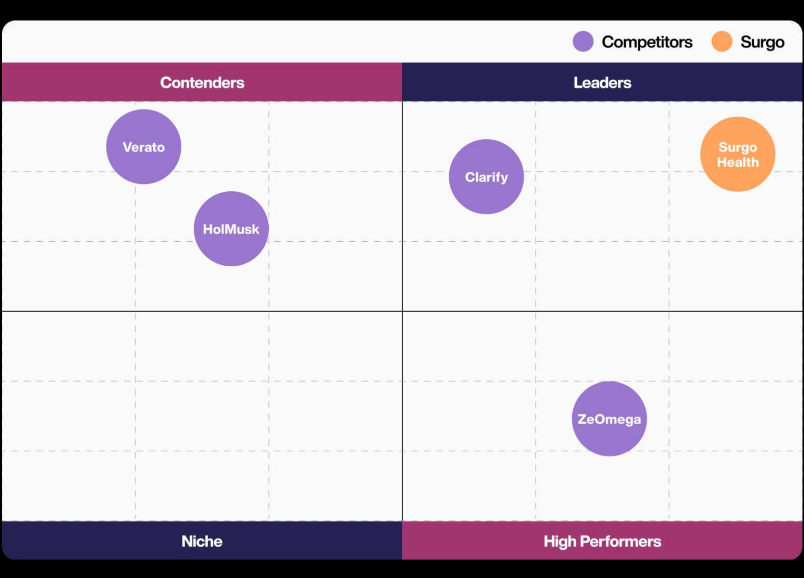
01.
Business Understanding
Audience Definition
User Research

02.
Market Study
Competitive Analysis
Market Research

03.
Understand user needs and goals
SWOT Analysis
UX & Analytics Audit



Competitive Analysis



Define Phase

In the Define phase of our design process, we analyzed and synthesized all the data we collected in the previous Discovery phase to develop a clear understanding of the problem and identify user needs and pain points. This phase laid the foundation for the development of effective solutions
that met user requirements and business goals.

01.
Affinity Mapping
Converts data into insights

02.
User persona
Identifies user goals and user behavior

Affinity Mapping

User Persona

Charlotte Owens
46 y.o / Female

Dr. Owens oversees a Center of Excellence that works with a variety of leads and external partners globally to identify and address health inequities.

Details

Occupation: Medical Professional
Annual income: $200,000
Location: Ohio, USA

Hobbies

Reading · Travelling · Cooking

Pain Points

- Market uncertainty.
- Reimagining Customer Experience.
- Marketing Attribution.
- Monitoring Hospitals for services.
- Funding Medical Research.

Needs

- Better tracking of diseases.
- Keep upto date with industry trends.
- Insightful software.

Brands

- Pfizer
- Cipla
- Johnson & Johnson

Motivations

Barriers and bureaucracy around understanding diseases and cause of death.

Technologies

Technological appetence 80 %
Frequency of use 90 %

"I need a software that makes it easy to gain geographical medical insights and track various diseases."

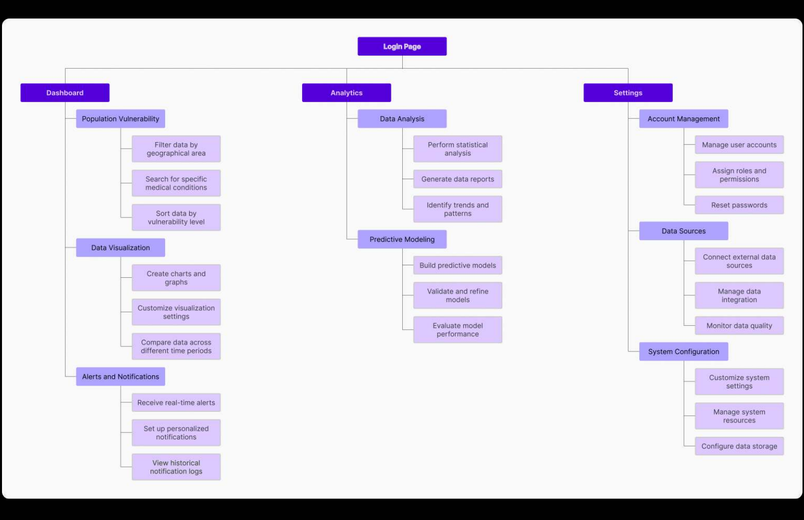
Ideate Phase

In the ideate phase of our UCD process, our team generated a variety of creative solutions to address the user needs and pain points identified during the previous phases.

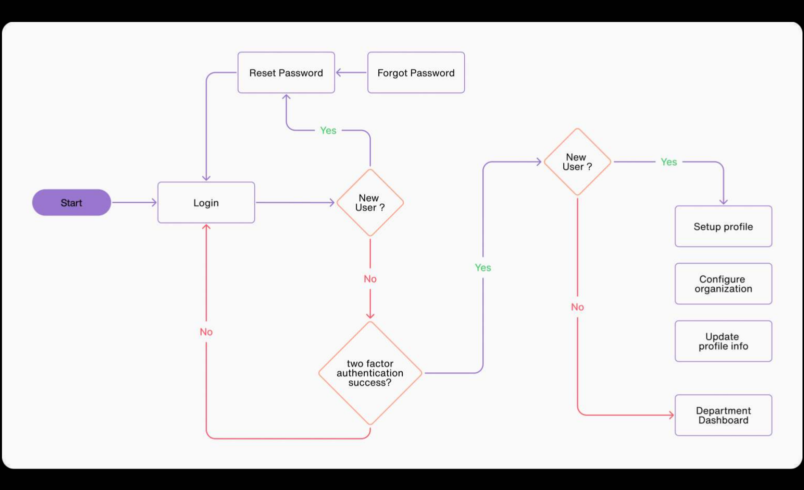
01.
Information Architecture
Focuses on organizing, structuring, and labeling content in an effective and sustainable way.

02.
User Flow Diagram
The path a user goes through when using the product from the start point to the final interaction.

Information Architecture



User Flow Diagram



Design Phase

During the design phase, we create wireframes and prototypes, visually conceptualizing solutions. These serve as blueprints for the user interface's structure, layout, and functionality.

01.
Wireframing
A visual guide that represents the skeletal framework of a design.

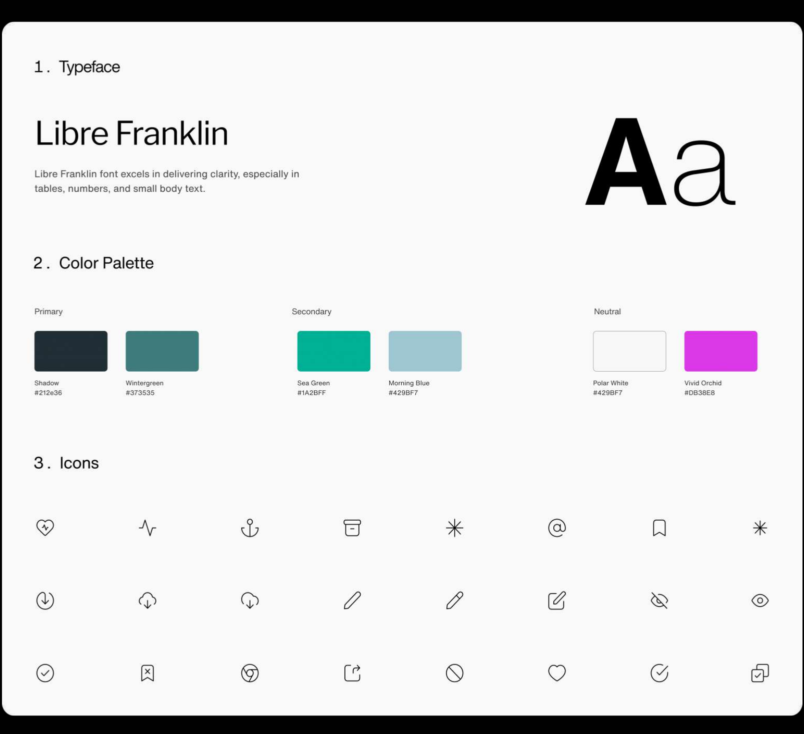
02.
Guides and Design System
Ensures consistency and uniformity throughout the design.

03.
Visual Design
Focuses on enhancing the aesthetic and usability of the product.

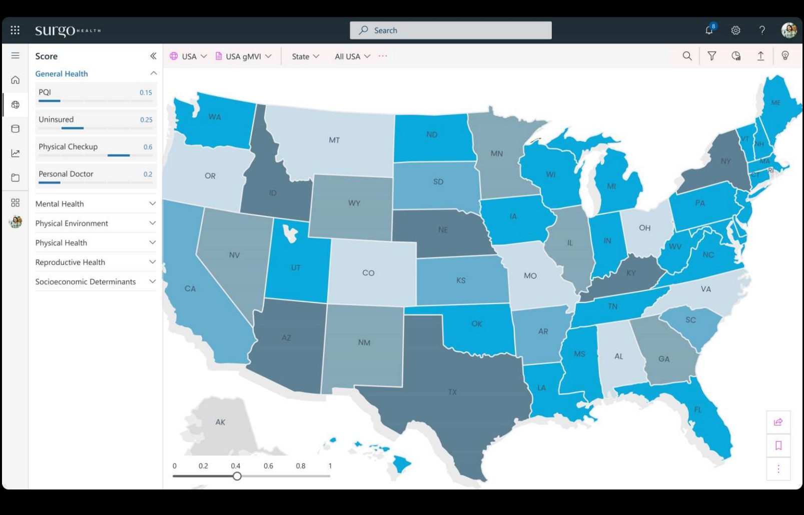
04.
Prototyping
End to end prototype to make it feel closer to the end product.

Wireframing

Guides & Design Systems



Visual Design



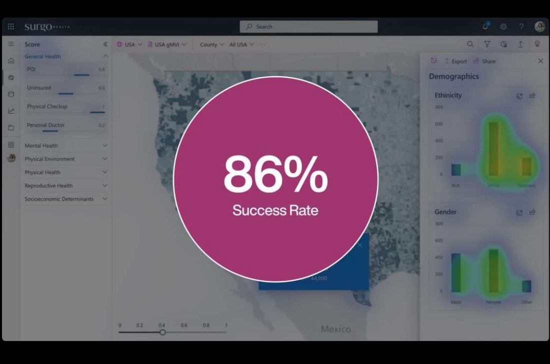
Test Phase

In the testing phase, we gather user feedback on prototypes, assess usability, and refine designs. This iterative process ensures the final product meets user expectations and needs.

01.
Usability Testing
Evaluating the product by testing it with representative users.

02.
Review
Reviewing the test process.

Usability Testing



84.6%
The average rate of users who clicked accurately is high.

70.3%
A high percentage of testers followed the expected path.

24.01 seconds
The average tester took less than 25 seconds to navigate.

Project Outcome

Transformative Triumph

As a result of our project, our client Surgo Health was able to successfully onboard one of the biggest and oldest pharmaceutical companies in the world to this SAAS product.

2 Clients Onboarded

2000+ Users Gained

5+ Average Customer Rating

4+ Countries

Thank You