

Helping create safe workspaces with Covid-19 Return to Work User Experience

CLARENT CASE STUDY



It's been a time like no other. The greatest crisis mankind has faced. We cried, we suffered, we fought back, and we prevailed.



94.7%

of employees feared that they'd contract Covid-19 as offices opened.



85%

of adults stated that the pandemic is one of the top reasons for prolonged stress in their lives.



75%

of people saw partial disruptions to school and workplace mental health services.

Making return to workplaces and schools safe

As the global economy opened up following the COVID-19 shutdowns, there was a growing need to keep workspaces and schools safe. Businesses and schools needed to implement efficient and effective Return-to-Work and Return-to-School programs, more than just mandated testing.

Our client, a world leader in genetic testing, and a pioneer in organizing large-scale, population-level testing initiatives, devised innovative programs to manage this process.

The programs brought together our client's rapid genetic testing capabilities, AI-based matchmaking, and telehealth services to help organizations transition their workforces back to work safely and at scale. The programs would enable organizations and schools to deploy a best-practices approach to lower overall risk and improve visibility.

Our involvement with the program rollout

For this engagement, we revamped the client's existing design system to help them better adapt to the changing requirements. We liaised with the product team in reimagining the customer experience for this program.

Information Architecture and Interactive Design

Interactive Prototyping

Design System Revamp & Rollout



More than just design, this engagement was about life and having an impact

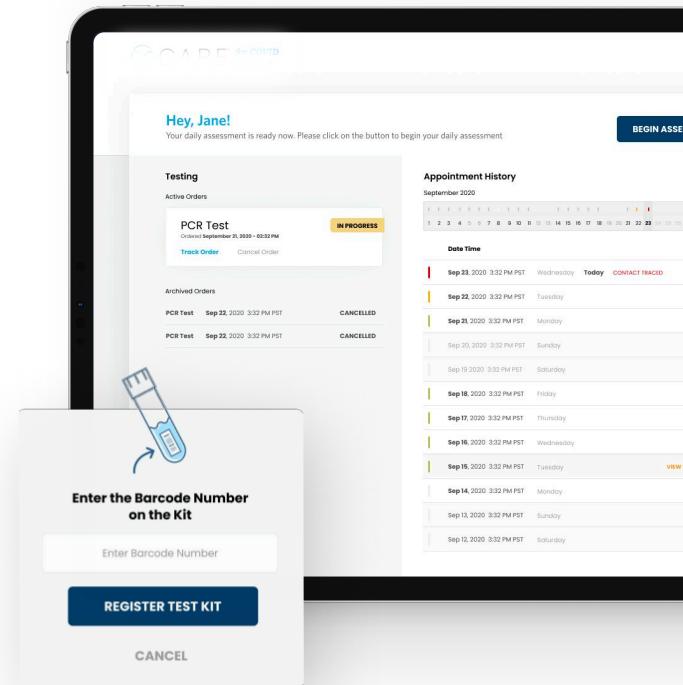
Clarent's UX team engaged with our client's senior clinical and product leadership to design a 360° user experience for their Return-to-Work and Return-to-School program. Given the high impact and the widespread usage of the programs, the quality of the user experience would determine their adoption and effectiveness.

Given the limited time we had for user research and synthesis and the available technology infrastructure, there was much to consider and take care of.

And as the solution needed to scale fast and far, we had to design a scalable, robust model that would enable the client to roll out the program across multiple organizations, schools and counties quickly and painlessly.

Given that these were population-level initiatives, we knew the criticality of designing for a wider audience and deploying the solution across multiple channels. And to top it all, our team had to roll this out on a rather unforgiving timeline that left no room for errors.

We had to do it right and do it on time.



We used a comprehensive design thinking approach to rapidly iterate and develop alternative solutions for stakeholders to choose from.

Plan for diversity and customizability of the program

The solution had to support the diversity of business rules and rapidly evolving requirements while staying within the robust information architecture and IxD framework parameters.

Scale Quick, Painlessly

With plans to roll out the solution across multiple counties, school districts and large organizations quickly, the solution had to scale rapidly, addressing unique requirements.

Lay the foundation for future initiatives in this space

Our team had to institutionalize the design and user experience direction by investing time and effort in extending the old design system. The new design system had to provide room for future initiatives and the growth of the application environment.



Contours of our solution

An inclusive, flexible solution

For a large-scale, population-level program rollout that had rapidly-evolving needs, with highly complex user journeys, there was a lot to consider in terms of the proposed solution. The solution had to be inclusive, scalable across populations and highly flexible to adapt to different needs.

The UX framework we designed has enabled the client to launch variants of the system, each with its own business rules and requirements, without having to rearchitect even a single UI in the system.

The UX model is flexible, enables rapid pivots to support new business needs and helped our client roll out COVID testing initiatives across communities, organizations and schools in a matter of days, scaling up to thousands of simultaneous users with ease.

Short deadlines, innovating on the fly

Given the extremely short deadlines on the engagement, we couldn't utilize the methodologies and processes we usually take for granted in any user experience design assignment. We had to innovate on the tap, deliver results quickly, and yet, keep the system and its user experience manageable through it all.

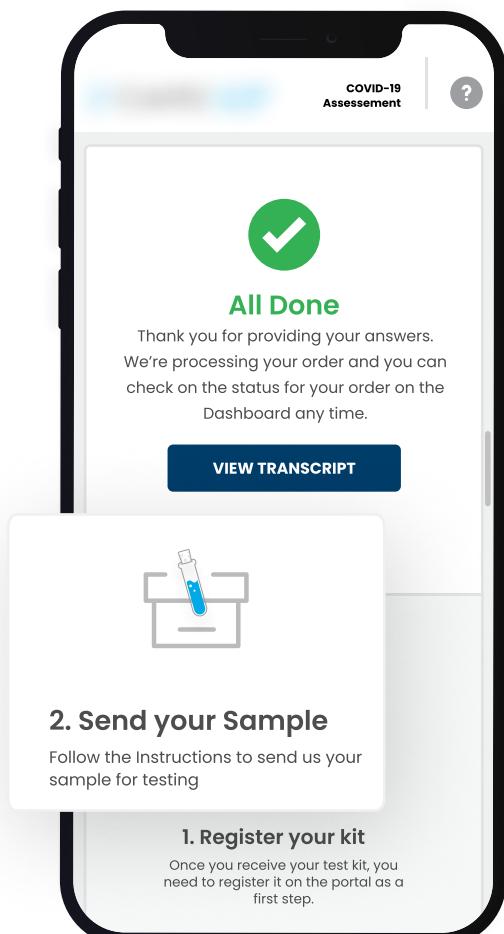
Meeting the needs of individual testing sites and support for quick customization

We designed the UX framework to be extensible. The UI components were rigorously tested for their ability to present varying amounts of data and structural customizations while maintaining the integrity of the system's interface. Multiple locales were supported, with support for JCK character sets. This enabled our client to roll out the program across various geographies with rave reviews from the users and organizations.

Knowing the users, at scale. Keeping everyone on board.

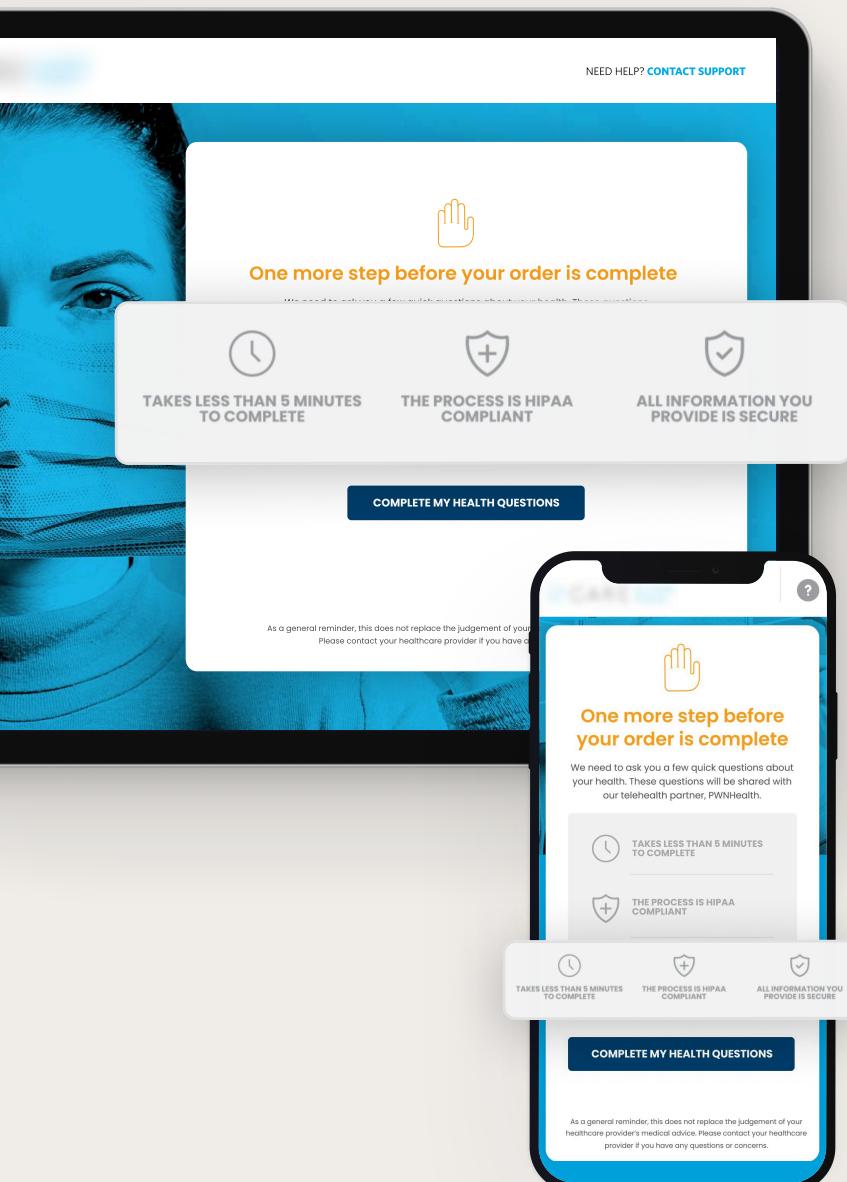
Starting with rigorous stakeholder needs analysis and user journey mapping, we identified the client's existing design system elements that we could leverage. We were quickly coming to a point where we would need new components and patterns to support the program's needs.

Rapid iterations during the ideation stage, quick visualization of the proposed flows, and using existing components within the new UX framework were all instrumental in driving clarity around key concepts across multiple teams.



Multi-channel rollout

Our analysis revealed that over 75% of the traffic to the apps was coming from mobile devices. It was essential to ensure every interface was responsive and designed in a mobile-first model. This was also one of our biggest challenges. Many user interfaces were interaction-heavy, with many options for the users to choose from. We designed custom grid controls, data filtering, grouping and sorting features, as well as custom views that enabled mobile users to be productive from the get go.



Unified Patient Portal Interface

Another major part of our solution was the design of an integrated patient portal that enabled patients to access all their touchpoints, including COVID-19 as well as Hereditary Cancer tests, from a unified interface. In addition to streamlining the entire workflow, the patient portal provided our client with a way to communicate important status and test-related information and alerts in a secure, HIPAA-compliant manner.

A simple, modern visual language

Good UI is felt and experienced, not seen! We simplified the visual language of the system to build a streamlined user interface that relied on elements of white space, proportional spacing, refined iconography, and other typographic and colour treatments to keep the user focused on the task at hand, without the user interface getting in the way.

More than a design system. A foundation for continued evolution.

Growing software frameworks need a UX backbone that enables new features and functionalities to be added without re-architecting the system. The UX framework we designed has helped our client to launch variants of the system, each with its own business rules and requirements, without having to rearchitect even a single UI in the system.

We curated and rolled out a comprehensive design system as a part of this engagement. This enabled us to institutionalize the knowledge we gained and provide a reference framework to support the continuing evolution of the application framework.



The future of healthcare is digital. And, we're here for you.

In these times, hope is all we have. This hope is what keeps us going day after day, achieving the impossible, helping us all get through the darkest of nights. And yet, we need to have more than hope to meet the challenges of modern healthcare.

At Clarent, we work with hospitals, medical practitioners, health-tech companies, and healthcare organizations to enhance service delivery, drive innovation, improve outcomes and enhance patient experience. From saving lives in ICUs and helping hospital administrators predict capacity to outcome-focused healthcare services and products, our clients trust us with their healthcare system design and development needs.

Whether you're bringing an innovative healthcare product or service to market or reengineering processes and systems at scale, we are a partner you can trust. Reduce time-to-market, supercharge innovation, and get that smile back on your patients' faces.

At Clarent, we are always looking out to make this world a better place and create a healthier tomorrow. Get in touch with our healthcare solutions team today. Let's design what's next in healthcare together!

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