

PRODUCT DESIGN CONSULTING

WE HELP YOU IMPROVE
BOTH THE USER AND
EMPLOYEE EXPERIENCE

PRODUCT DESIGN PROCESS

How we engage?





Whether you:

- Design a new product
- Improve an existing product/service
- Launch a new Startup idea
- You are a creative or digital agency looking for expertise in healthcare
- Or just a difficult question answered, we can help!

We've developed a unique design delivery framework specifically for healthcare organisations that usually delivers results in 5-8 weeks. We use the industry-proven methodologies for identifying product flaws and opportunities for growth, and Design Sprint for solving and testing product problems, we begin by understanding & discovering the challenge and defining a clear goal. The process can change based on the problem we are solving, but outcomes are still the same – expedited solution design, rapid prototyping and real-user testing.

Phase One

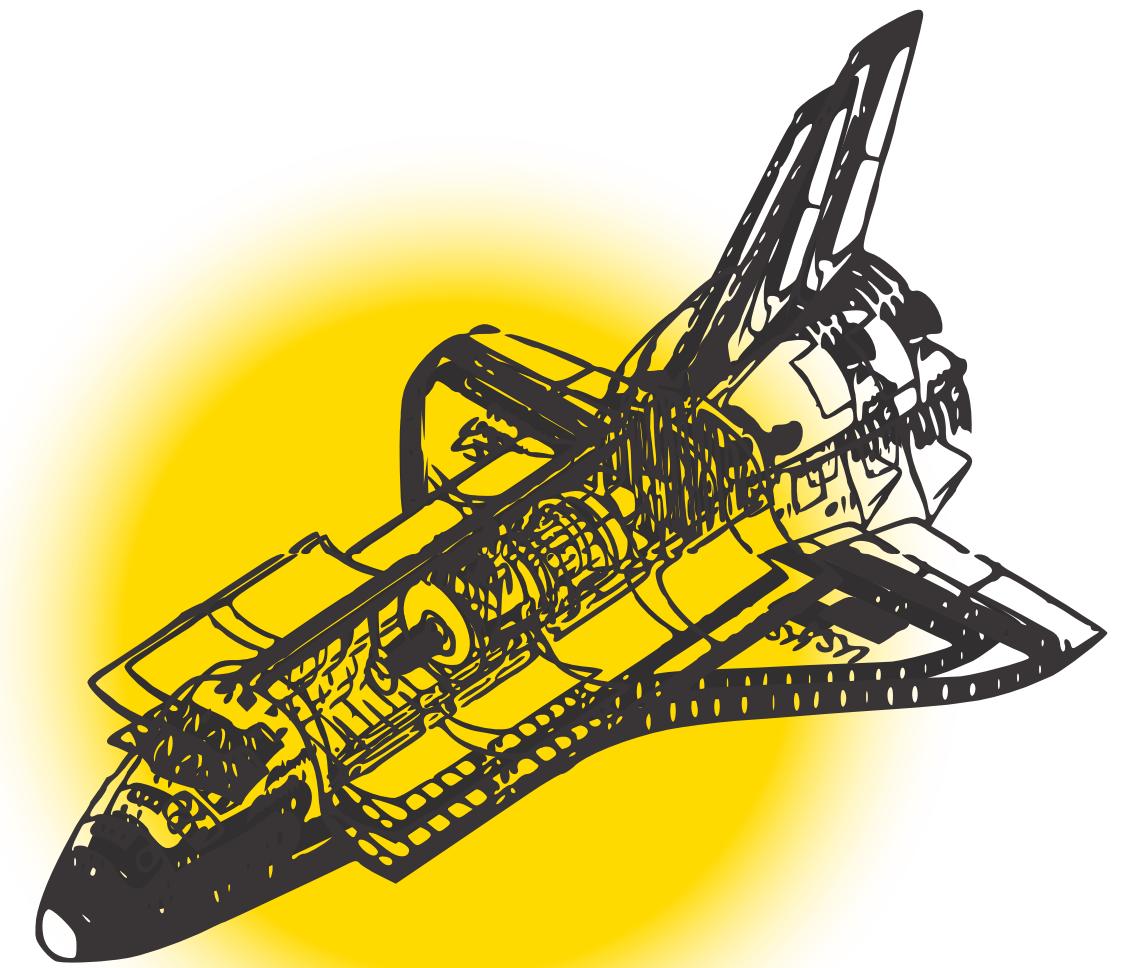
Align

We Do:

- Create a shared understanding and knowledge of the problem to be solved & for whom?
- Finding the client's aspirations and opportunities
- We start all projects with mapping the high level goals
- Understanding target audience and user information
- Set up evaluation criteria for project

What we will achieve:

- Ice breaking
- Building multi-disciplinary team
- Challenge mapping
- Point of view



Phase Two

Understand

We Do:

- ✓ Map out where we are and where we are going together
- ✓ Deep-diving into the challenges at hand
- ✓ Understand user's perspective
- ✓ Goals the product should achieve
- ✓ Identify constraints and critical success factors

What we will achieve:

- Refined project goals
- User insights
- Project, product or service metrics
- Product/service roadmap



Phase Three

Ideate

We Do:

- ✓ Involving stakeholders in the creative process - encourage weird, wacky and wild ideas
- ✓ Structuring ideas into concepts
- ✓ We rely heavily on an interdisciplinary approach to achieve user-centric approach to healthcare solutions
- ✓ Focus on users - every journey must have a task, motivation, and context
- ✓ Define the prototype with a storyboard

What we will achieve:

- The team generates a range of potentially effective concepts
- Ideas and thoughts begin to take shape as recommendations
- Stumble upon that groundbreaking solution that your users have been missing!
- Among all the possible concepts, the best are selected!



Phase Four

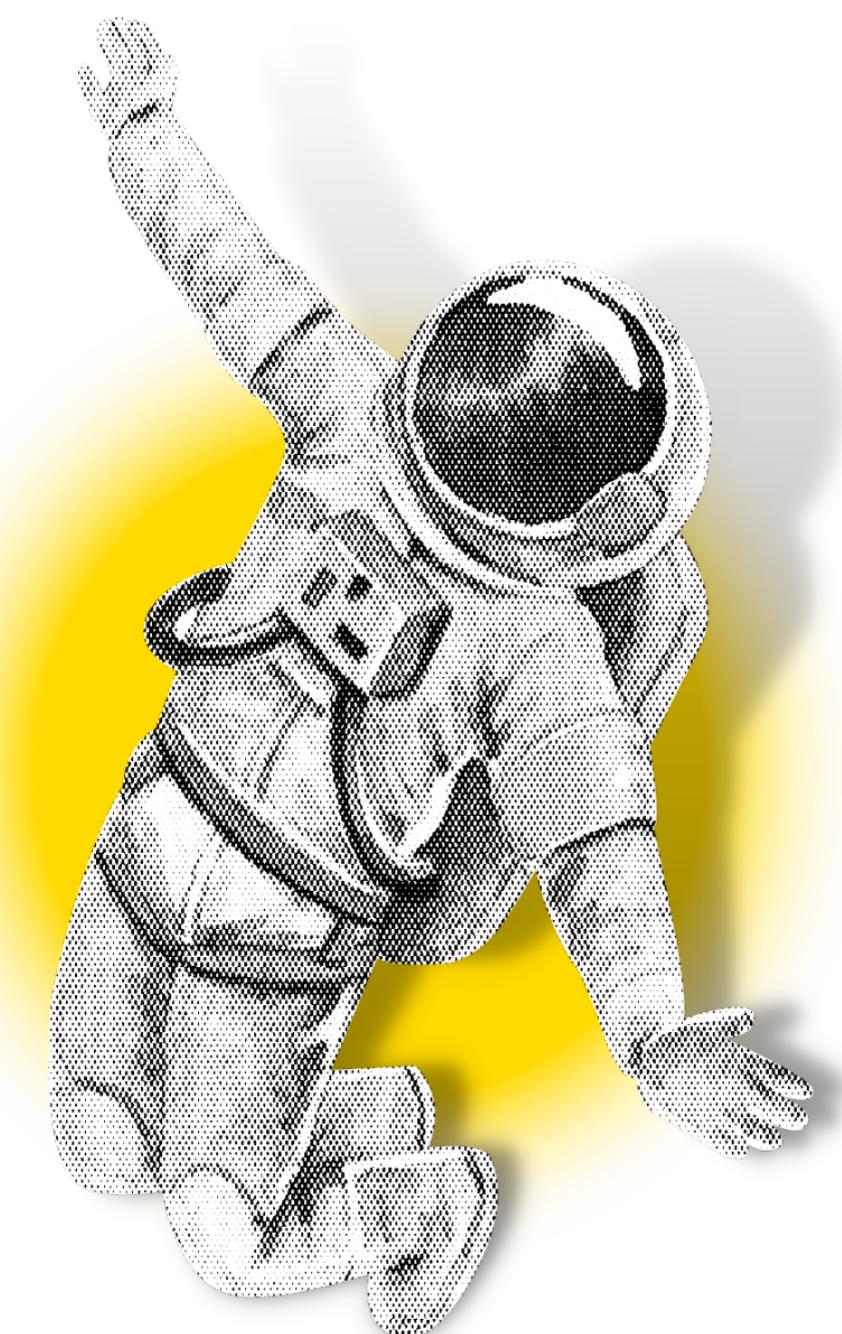
Design

We Do:

- ✓ During this phase we focus on designing the best user journeys
- ✓ Widest spectrum of creative solutions to enhance user experience
- ✓ Design with the people, not just for them - mini sprints
- ✓ Create solutions that empower people
- ✓ Start small, keep it simple, fail fast, do rapid iterations

What we will achieve:

- User journey maps & personas
- High-fidelity wireframes of key user flows
- Mock-ups
- Prototyping
- Crash testing of ideas
- High-fidelity wireframes of the product



Phase Five

Validate

We Do:

- ✓ Brand identity exploration
- ✓ Building design system
- ✓ Test mock-ups with actual users, get useful insights on user attitudes that support further development
- ✓ Performance analysis

What we will achieve:

- Brand identity
- User testing results and findings
- Document what we learned from the test
- Design system
- Final UI of the product



Development

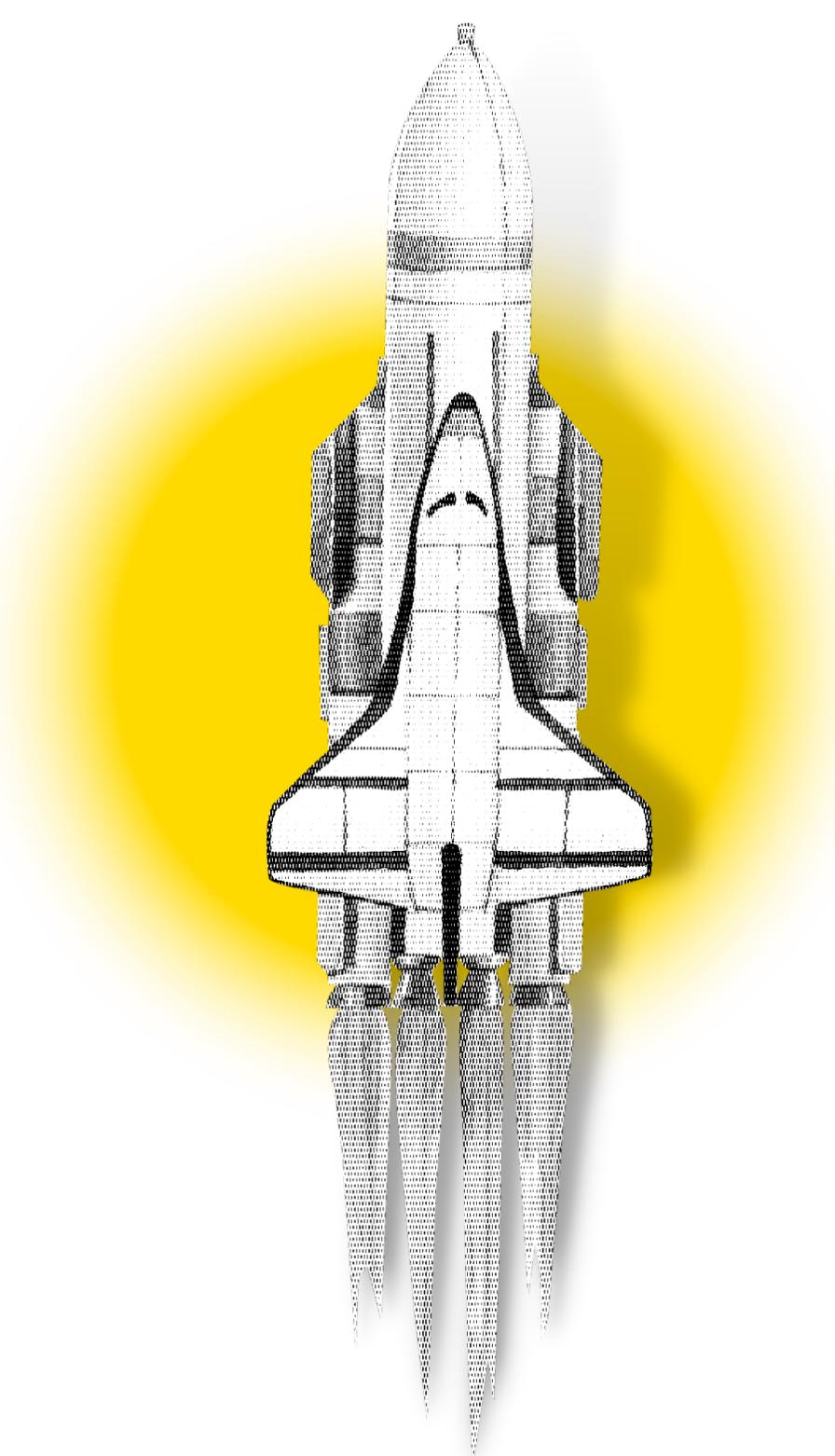
We Do:

- ✓ This is where the projects becomes reality
- ✓ We carry out a technical analysis to define one or more possible technological solutions for the development of your product
- ✓ Software front-end and back-end development up to a point where your product is ready to launch
- ✓ Project management to guarantee the best possible results

What we will achieve:

- Front-end development
- Back-end development
- Ready to launch product

- Time for development is excluded from 8-10 weeks of design process
- This phase is optional - either we can develop together with our team, we can support your team with tech expertise or we can connect you with other tech vendors
- Based on our experience, typically a complete product design & development takes around 3-6 months





There's no such thing as a standard recipe for innovation. Every project poses unique questions, which can only be answered by staying open to the various ideas, points of view and modes of expression the people we work with bring to the table.

FAQ's

q. Is it necessary to go through every stage of your process?

No, we are able to tailor each project proposal to your specific needs however we wouldn't recommend it. We've spent time designing our process to ensure that it is the best way to take a product from early sketches all the way through to market.

q. Do you always establish long term partnerships with your clients?

This really depends on you. We're geared up to come on board as your in house design team if you think that would be beneficial to your project. If we feel that the idea is a really strong one then we will always do our best to work out ways to reduce our costs and help get it off the ground.

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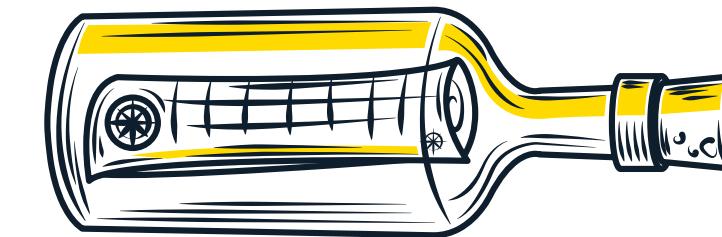
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DO YOU HAVE AN IDEA IN MIND? LET'S TALK.

We would love to hear from you

Explore the new business model pivots quickly with us. We can make you adapt to the new normal & map-out your organisation's possible future. Do reach out to us for consulting & digital health technology inquiries.
Say us hello@healthinnovationtoolbox.io



Our family company

**digital
machina**