

HealthTensor Website

Marketing website for a health technology startup

HealthTensor, Inc
6/2018 – 7/2018, 3/2019 – 4/2019

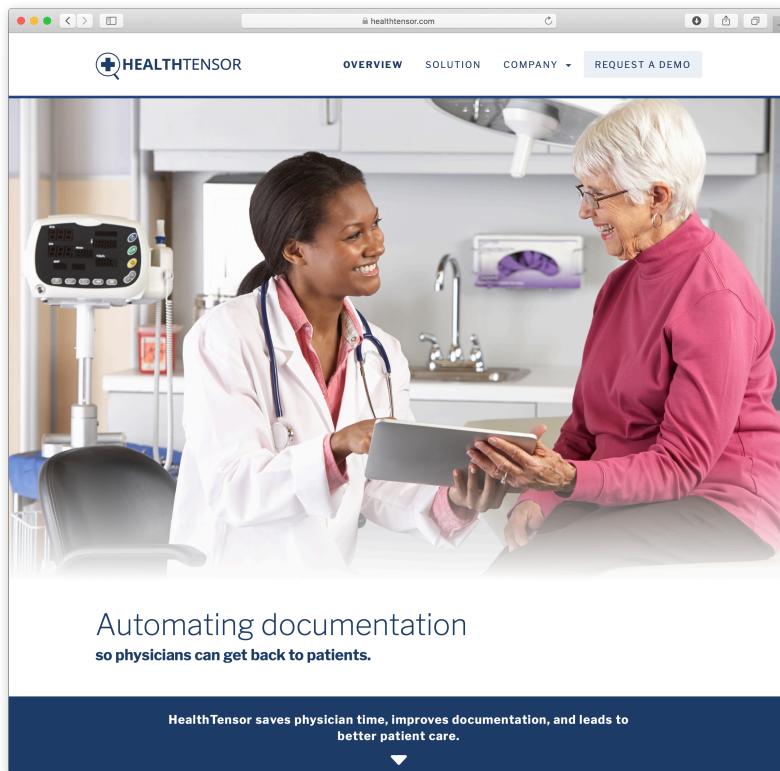
- CD** Creative Direction
- B** Branding
- Ds** Web Design
- Dv** Web Development

I worked at HealthTensor, Inc, an early-stage health technology startup, as a full-time software engineer in 2018 and 2019. One of my side projects was to redesign our marketing website: I worked the company's existing logo to create a full branding kit and completed a set of desktop mockups in July 2018. After I left the company, I was hired as a contractor in April 2019 to finalize the mockups and build the site.

Design priorities for this project included an elegant, professional presentation of the company and product that would appeal to potential customers and investors alike. Because sales of the company's business-to-business offerings would likely require developing working relationships with potential customers, we designed the interaction flow to outline the problems that HealthTensor provides solutions for, briefly describe the solutions, then direct visitors towards a live demonstration request form. The site also allows for easy posting of press releases and job postings.

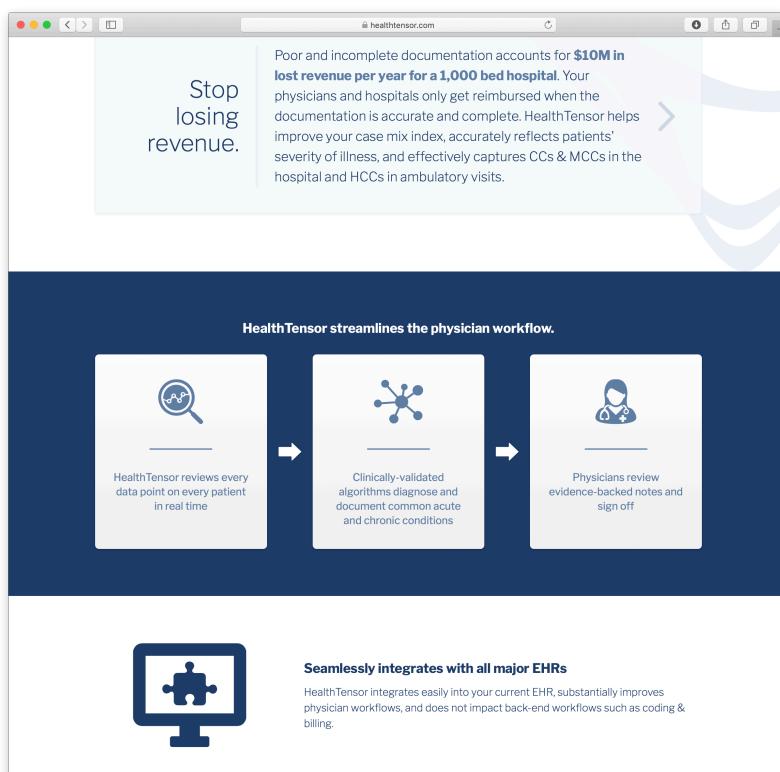
Though I completed a full redesign of the site (with the exception of the logo, which stayed the same), I implemented the design using the client's existing infrastructure: the site is built with Jekyll using Liquid templates and Sass style preprocessing. The site is built mobile-first with a responsive design.

Live site: <https://www.healthtensor.com>



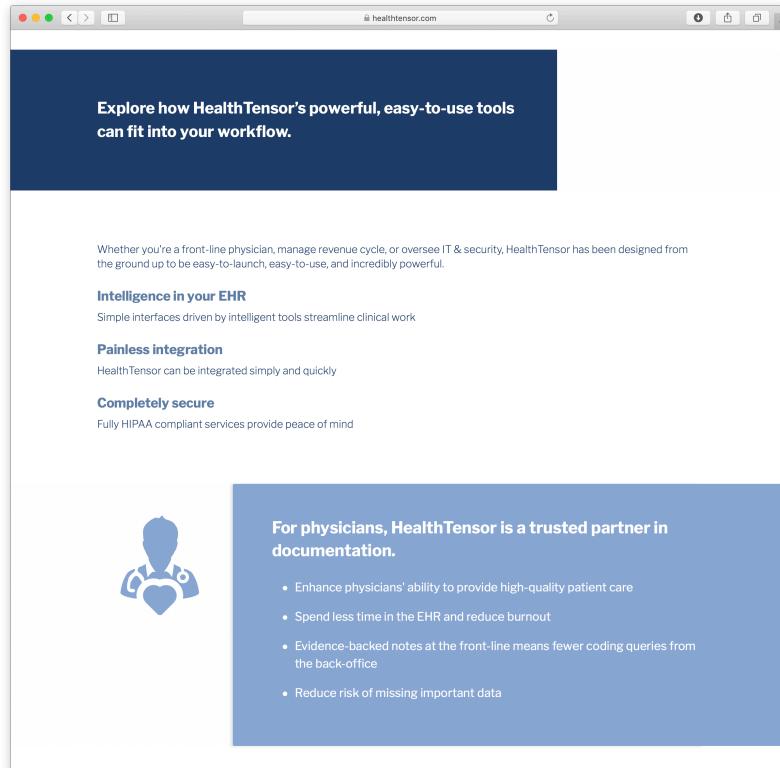
Overview

Above-the-fold content introduces the product and encourages reading on to learn more. *Logo inherited from previous site design.*



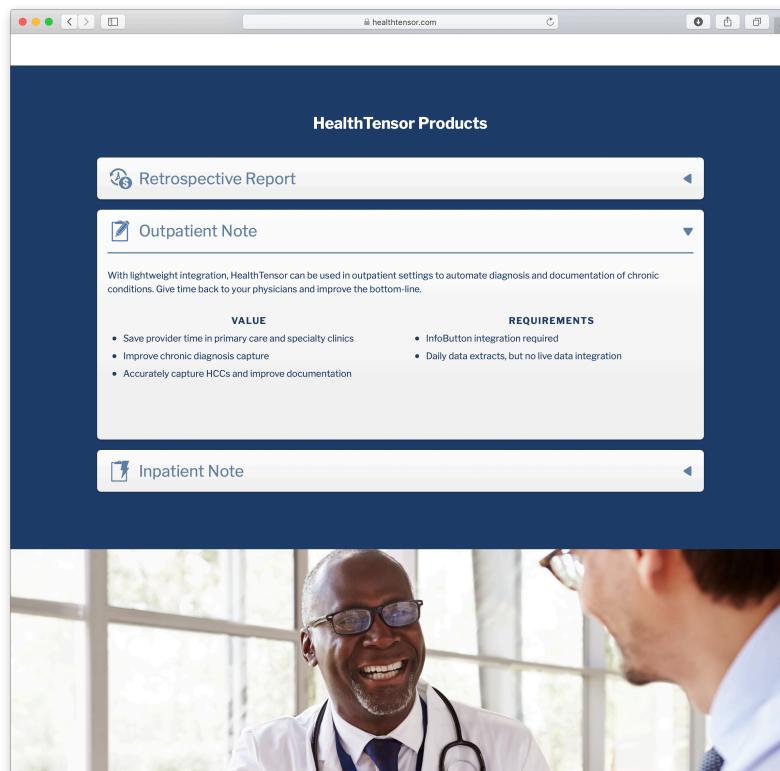
Overview, scrolled

Bold, scrolling design offers potential customers plentiful information while maintaining interest with varying use of graphic elements.



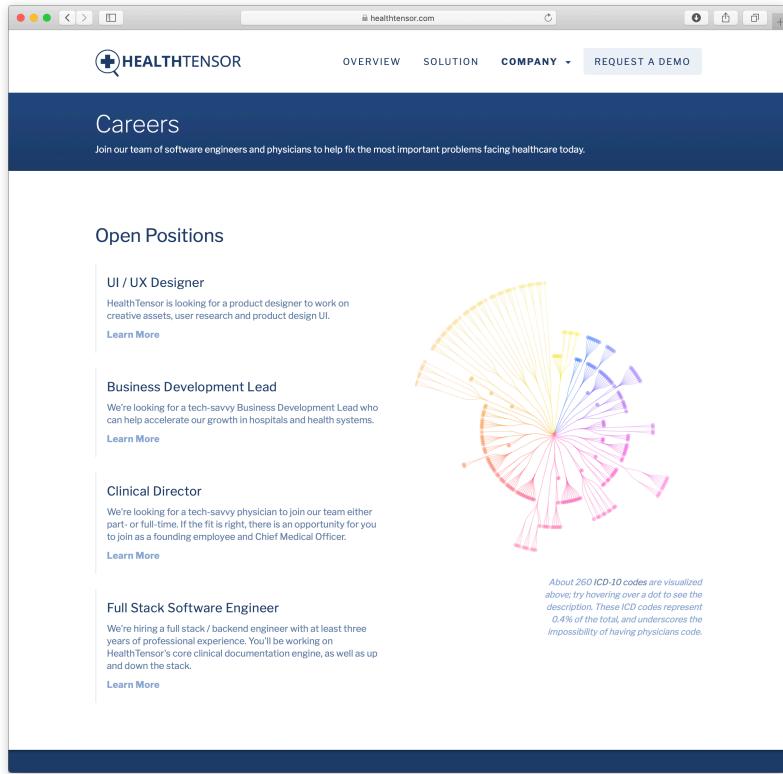
Solution, scrolled

Visitors to the site can easily find the content that is the most relevant to them through eye-catching headings and icons.



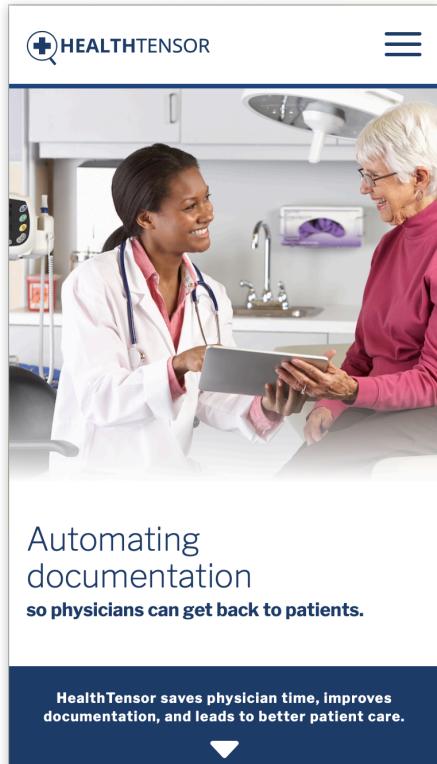
Solution, scrolled

An interactive widget lets visitors browse the various products offered without being overwhelmed by text.



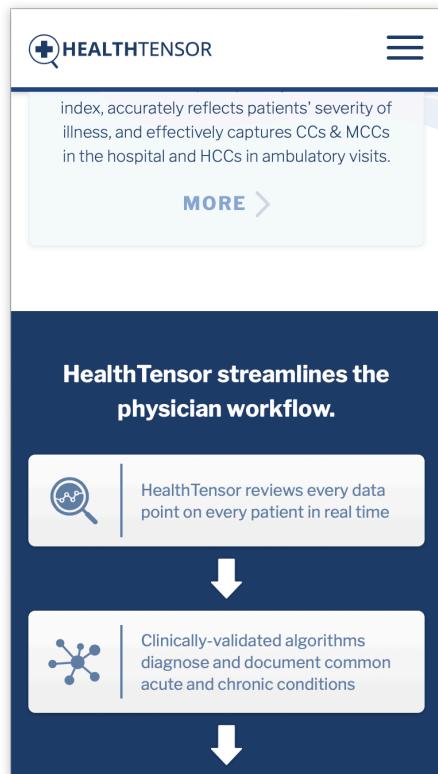
Careers

The client can easily add new open positions by adding Jekyll post content. *Rainbow wheel graphic by Thomas Moulia <thomas@healthtensor.com>*

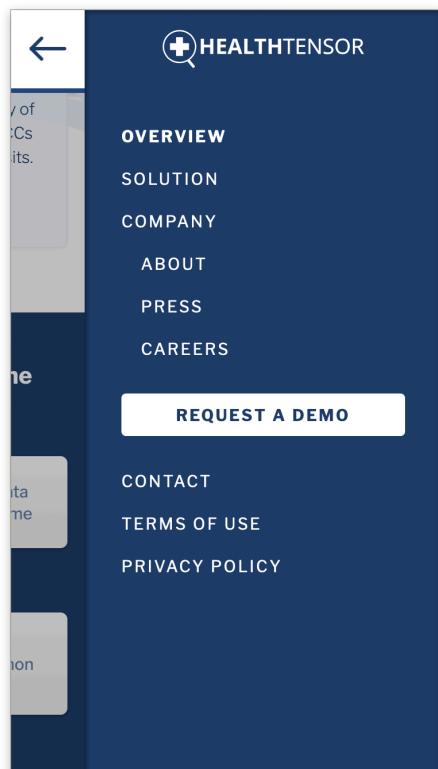


Overview, mobile

The site is designed for a great experience at all screen sizes.

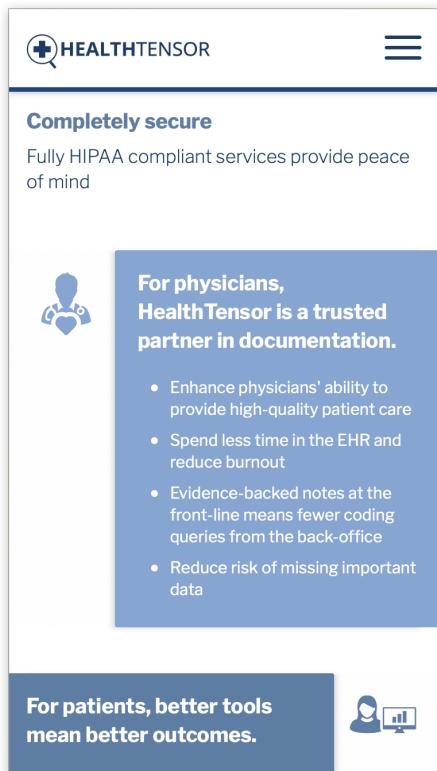


Overview, mobile, scrolled



Overview, mobile nav menu expanded

Navigation is simple at small screen sizes with a slide-out nav menu.



The image shows a screenshot of a mobile application for HealthTensor. At the top, there is a header with the HealthTensor logo (a stylized 'H' inside a circle) and the word 'HEALTHTENSOR' next to it. To the right of the logo is a menu icon consisting of three horizontal lines. Below the header, the text 'Completely secure' is displayed in bold. Underneath this, a smaller text states 'Fully HIPAA compliant services provide peace of mind'. The main content area is divided into two sections. The top section, with a blue background, features a doctor icon and the text: 'For physicians, HealthTensor is a trusted partner in documentation.' followed by a bulleted list of four benefits. The bottom section, with a dark blue background, features a patient icon and the text: 'For patients, better tools mean better outcomes.' The entire interface is presented within a white border.

Completely secure

Fully HIPAA compliant services provide peace of mind

For physicians,
HealthTensor is a trusted
partner in documentation.

- Enhance physicians' ability to provide high-quality patient care
- Spend less time in the EHR and reduce burnout
- Evidence-backed notes at the front-line means fewer coding queries from the back-office
- Reduce risk of missing important data

For patients, better tools
mean better outcomes.

Solution, mobile, scrolled