

Notification terminal for dental clinics (ITMC)

Redesign of a wall dashboard to coordinate work in dental clinics.
Turning an overloaded table into an instant-response tool.

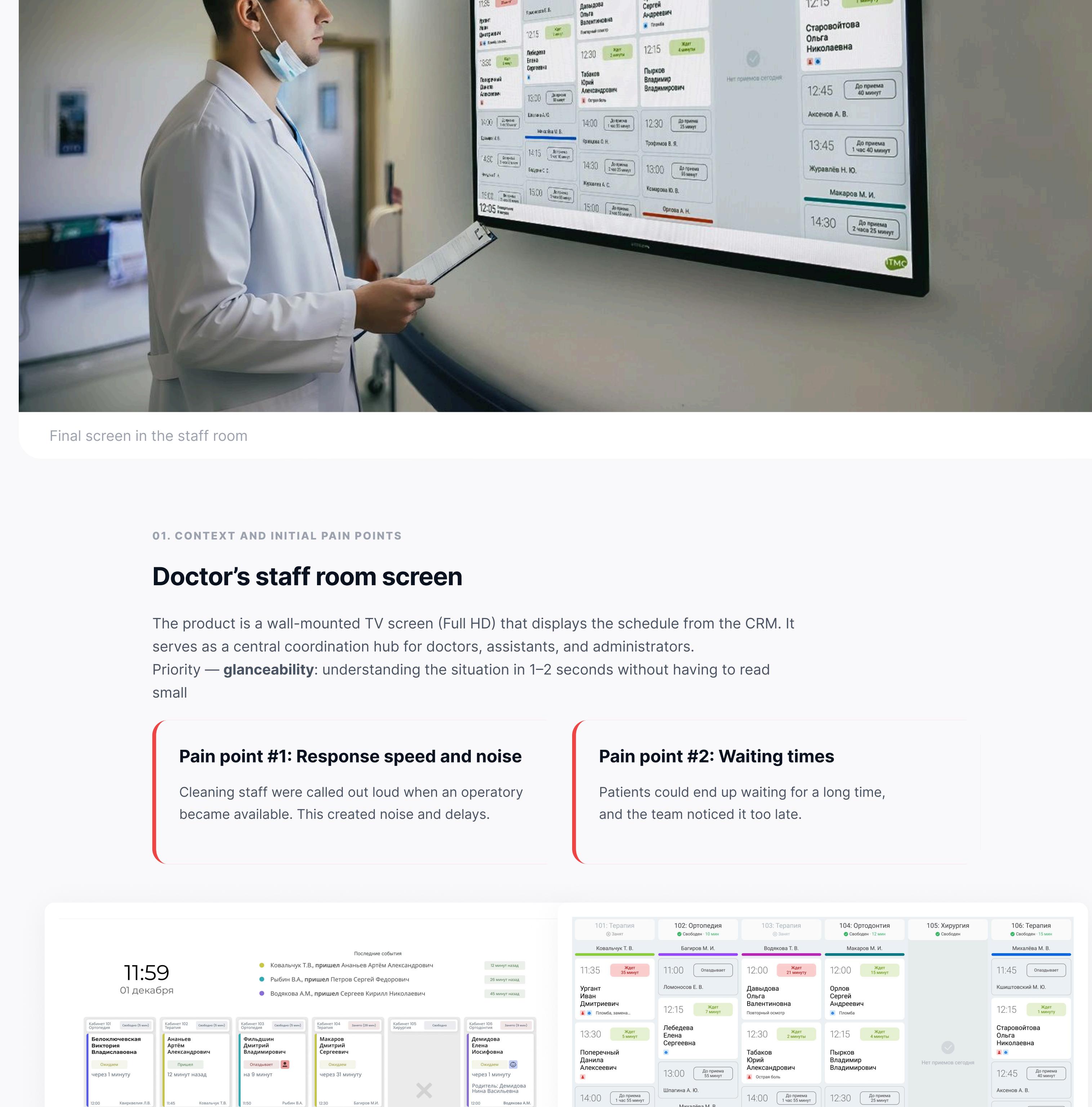
B2B Dashboard Internal Tool Glanceability UI UX Research

PROCESS AND ROLE

Product / UX-UI Designer.
Responsibilities: in-depth interview, audit, state modeling, UI Kit, and handoff.
-20 days from requirements gathering to the final mockup.

BUSINESS GOALS AND MEASUREMENT PLAN

- Reduce room downtime
- Reduce waiting time of patient
- Speed up staff reaction



Final screen in the staff room

01. CONTEXT AND INITIAL PAIN POINTS

Doctor's staff room screen

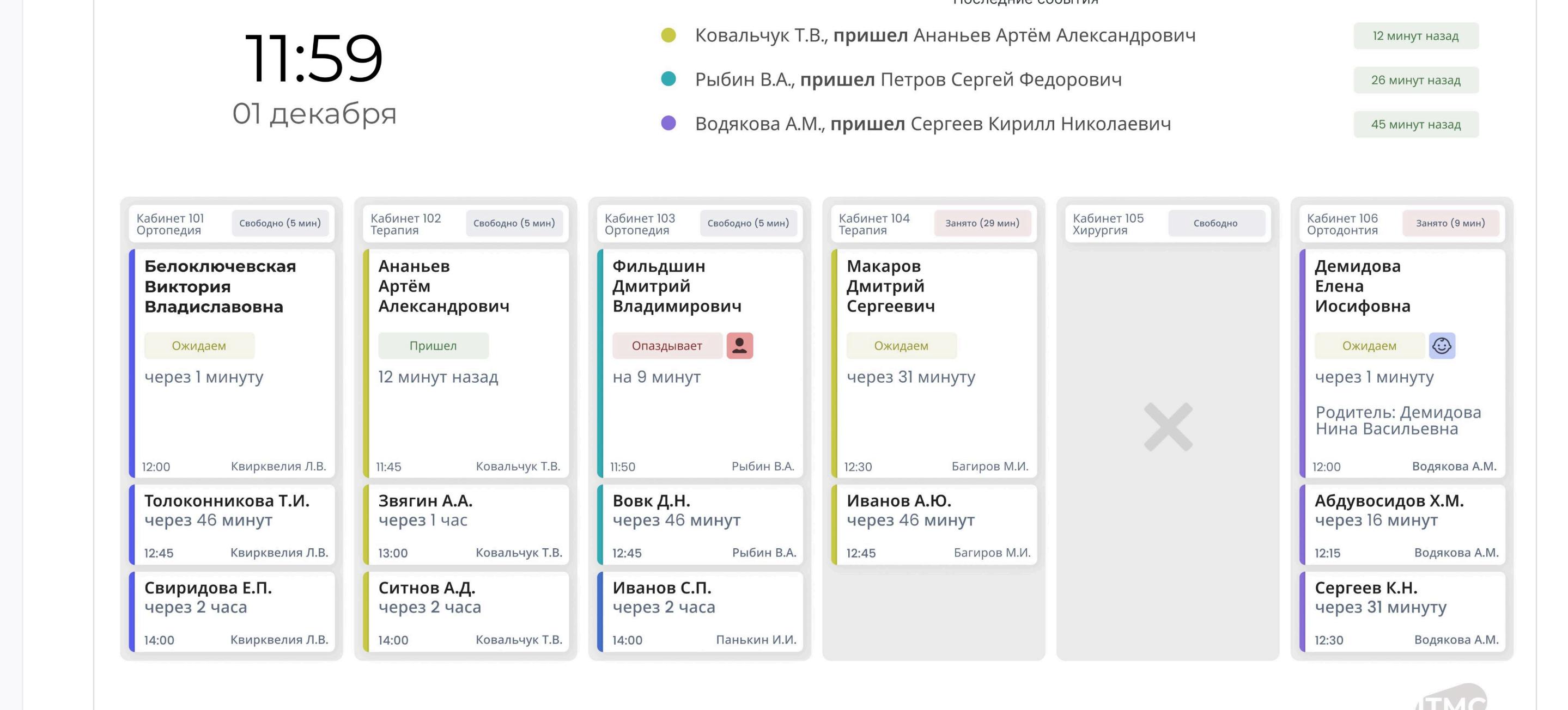
The product is a wall-mounted TV screen (Full HD) that displays the schedule from the CRM. It serves as a central coordination hub for doctors, assistants, and administrators.
Priority — **glanceability**: understanding the situation in 1-2 seconds without having to read small

Pain point #1: Response speed and noise

Cleaning staff were called out loud when an operatory became available. This created noise and delays.

Pain point #2: Waiting times

Patients could end up waiting for a long time, and the team noticed it too late.



02. THE PROBLEM

Why the old screen didn't work

The old interface functioned as a static table. It displayed data but provided no signals for action. I conducted a UX audit and identified critical issues that reduced the Signal-to-Noise Ratio:

— Visual noise

News and the clock competed for attention with the schedule; excessive information duplication and small text

— Weak navigation

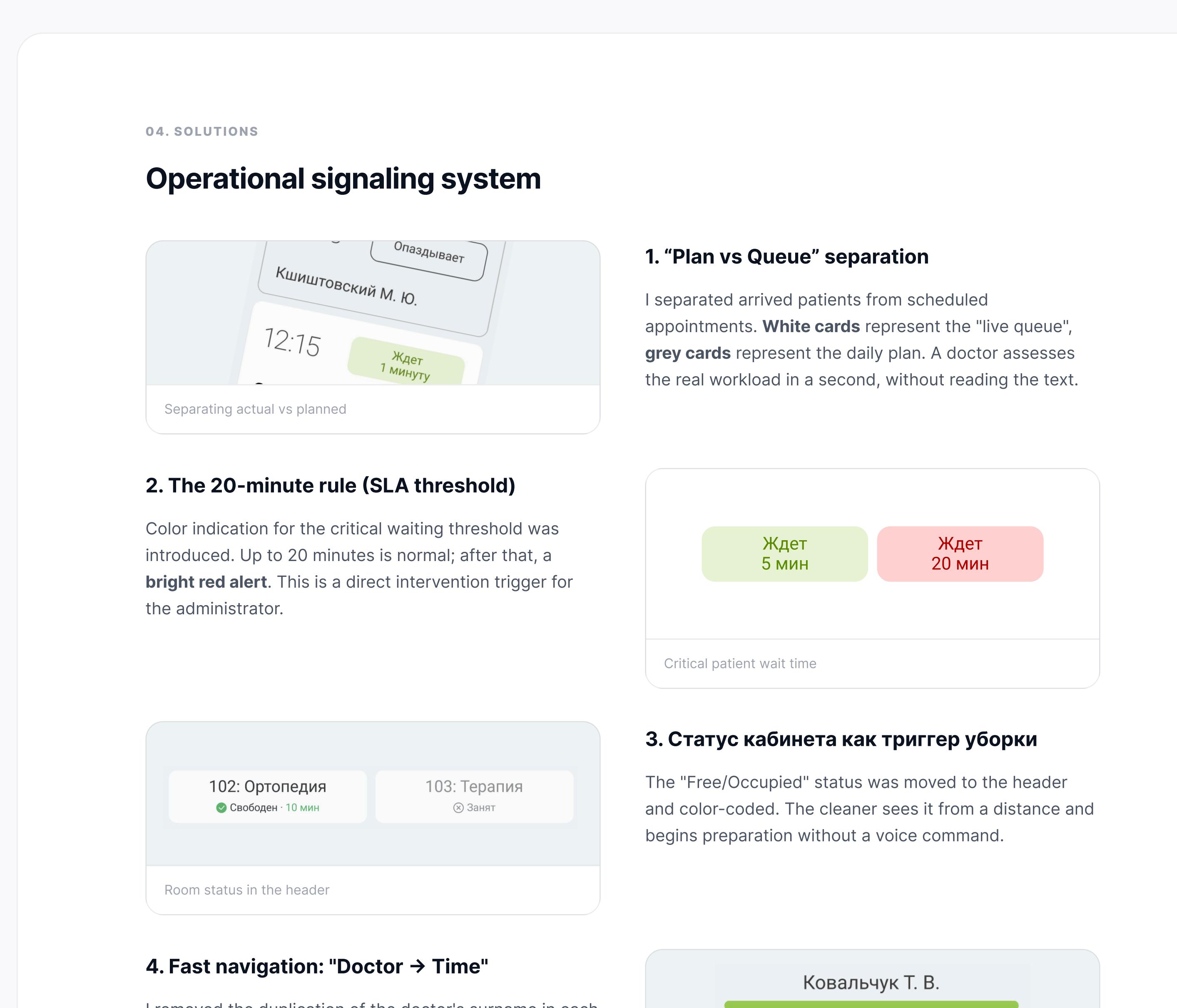
"Live queue" visually blended with scheduled appointments.

— Weak color coding

Pastel status colors were hard to read from a distance and easily confused.

— Ambiguity

Empty rooms were marked with an "X" (looked like an error).



03. APPROACH AND RESEARCH

In-depth interview and Jobs To Be Done

— I conducted an **in-depth interview** with the stakeholder (since he was aware of all processes) and studied the admin panel.

CONSTRAINTS

Clinic staff already have familiar icons in the CRM ("child", "new patient") and doctor colors. It was important to retain them to avoid confusion

— Instead of abstract personas, I used JTBD:

ADMIN

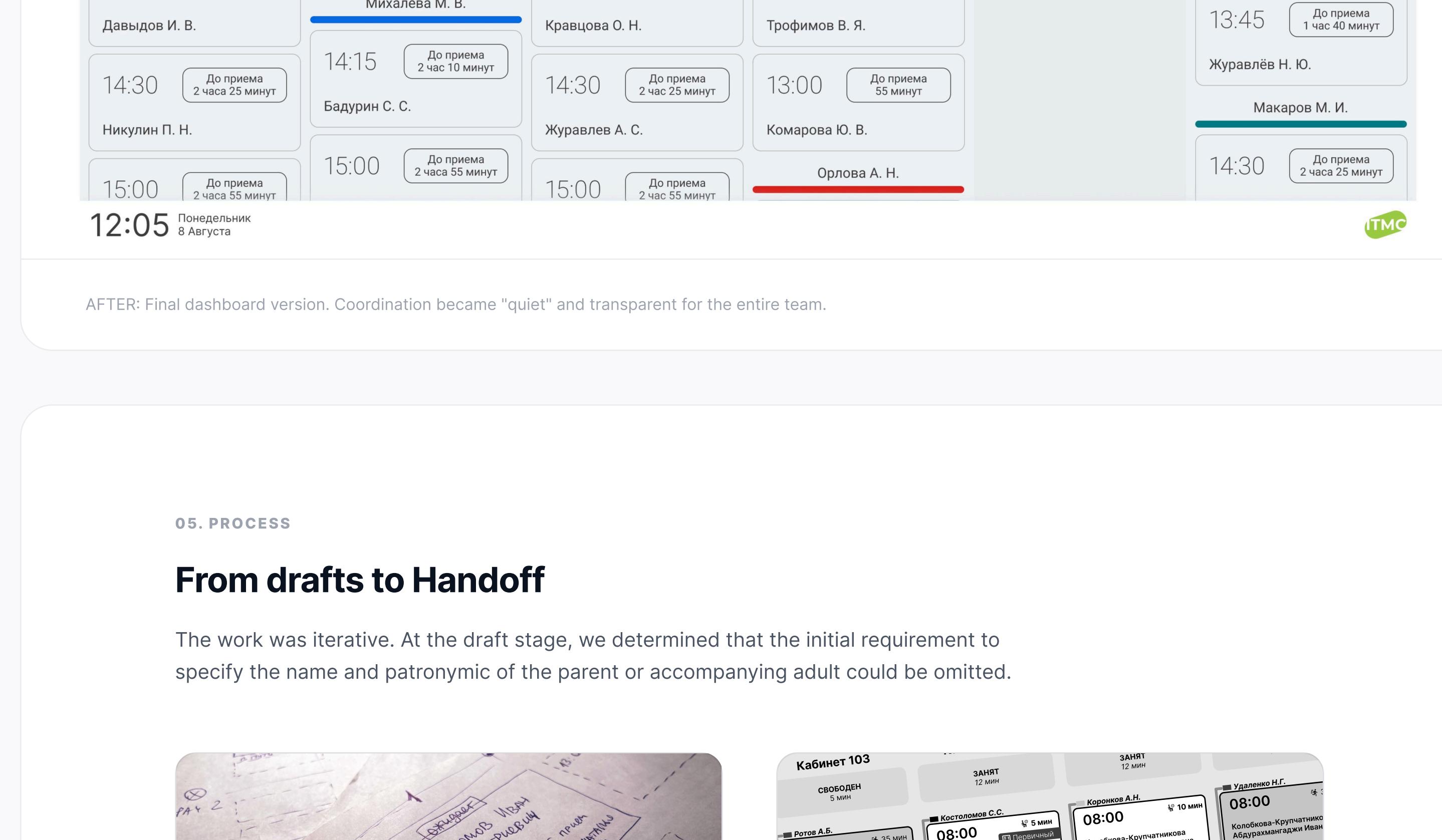
"I want to see **critical delays** so I can intervene in time and smooth out any negative experience."

DOCTOR

"I want to quickly understand which of my patients have **already arrived** so I can optimize the queue."

CLEANER

"I want to instantly see which **room is 'Free'** so I can start cleaning without being called out loud."



05. PROCESS

From drafts to Handoff

The work was iterative. At the draft stage, we determined that the initial requirement to specify the name and patronymic of the parent or accompanying adult could be omitted.



06. RESULTS AND METRICS

From chaos to coordination

According to the founder, the screen became more user-friendly and **simplified coordination**: cleaning staff see when room needs preparation faster; doctors notice the "live queue" and critical wait times more quickly.

To verify the impact, metrics must be tracked regularly over time. The design was approved by the founder and **handed over for development**. To monitor effectiveness, a plan for tracking key KPIs was proposed:

Critical Wait Rate

Share of patients waiting longer than 20 minutes (goal — reduce %).

Reaction Time

Response speed to the "red" wait signal or "Free" room status

Next step:

Adding the "Ready for appointment" room status and the "Room preparation time" (cleaning) metric to fully close the loop.