

glidewell

2022

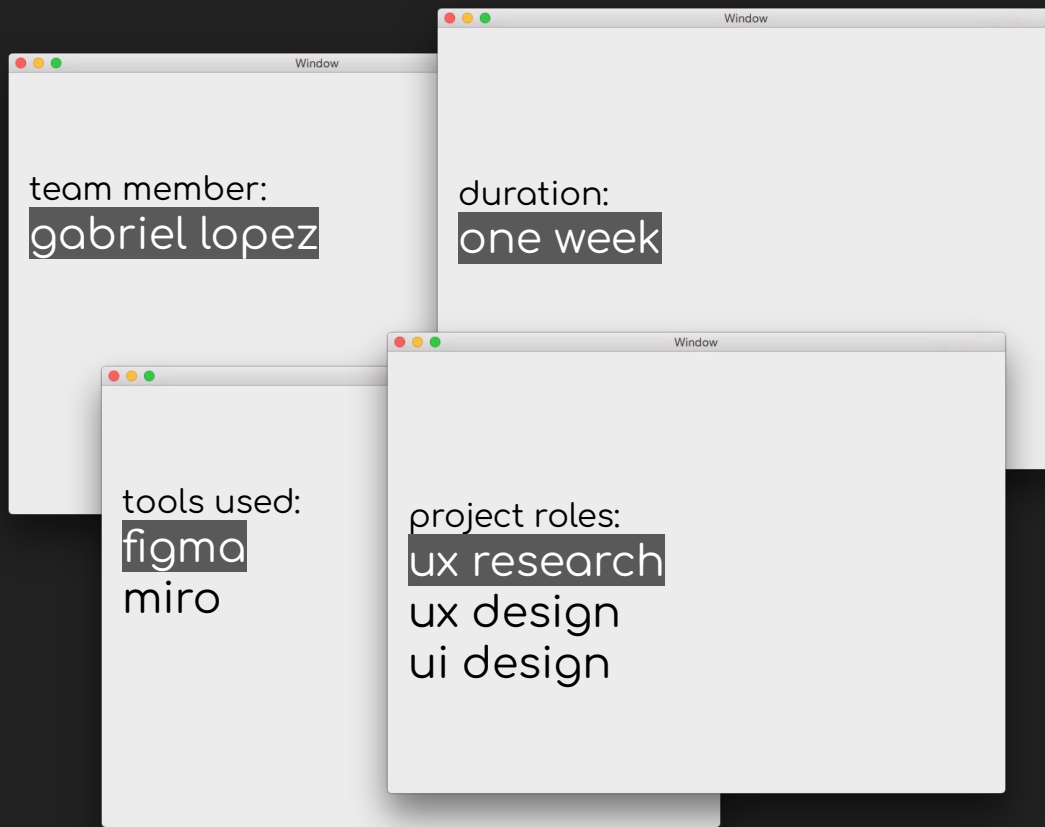
website



glidewell
dental
laboratories



“more satisfaction, more smiles”



project specifications

problem

the “send case” call-to-action feature does not streamline steps for users to complete the necessary documents for dental case inquiries.





solution

the “send sase” feature requires a UX redesign due to the lack direction for a new or current user.

with proper adjustments to the user journey and UI design, dentists will be able to follow the required Rx pdf documents conveniently and efficiently.

The background of the slide is dark gray. It features several overlapping circles of varying sizes and shades of gray, creating a layered effect. In the bottom left corner, there is a horizontal bar composed of three equal-width rectangular segments in different shades of gray.

empathize

stage 1

industry research

on average, a general dentist works with **10 to 15 patients** on a daily basis and each dental hygienist sees about 8 patients a day. the average number of patients for a practice with two hygienists and one full time dentist is 31 per day (via *Cloud Dentistry*).

with the large volume of patients visiting a dentist per day, it's easy to say that dentist needs a trust-worthy laboratory with quick turnaround times. however, with different laboratories comes with different practices.





market profile

new or current customer of Glidewell Dental products.

scenario descriptor

client works with Glidewell Dental in a case-to-case basis

narrative

with an interest of a product, a customer attempts to send in a case by completing an Rx form found on the company website.

goals

acquire a reliable dental laboratory on a case-to-case basis

needs

a convenient, streamlined case process in order to fulfill the needs of their clients

pain points

"I hope to work with a laboratory that can meet my client's expectations"

thoughts

"i wish my clients to receive their digital impressions in a timely manner"

feelings

"motivated to work with a successful brand"

actions

develop a good understanding of the Glidewell "send case" feature

An abstract graphic on a dark gray background. It features several overlapping circles of varying shades of gray. Two white rectangular boxes with thin borders are positioned on the right side. The top box contains the word 'define' in a white sans-serif font, with the text 'stage 2' in a smaller font below it. The bottom box contains the word 'ideate' in a white sans-serif font, with the text 'stage 2' in a smaller font below it. A large, semi-transparent gray circle is on the left side, partially overlapping the other elements.

define

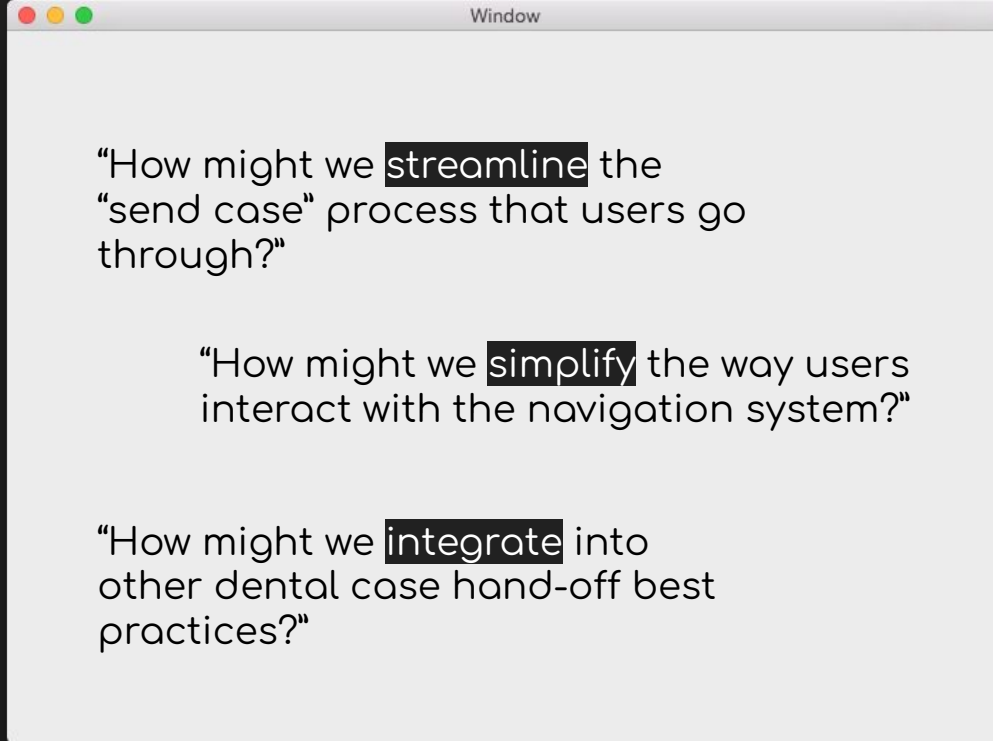
stage 2

ideate

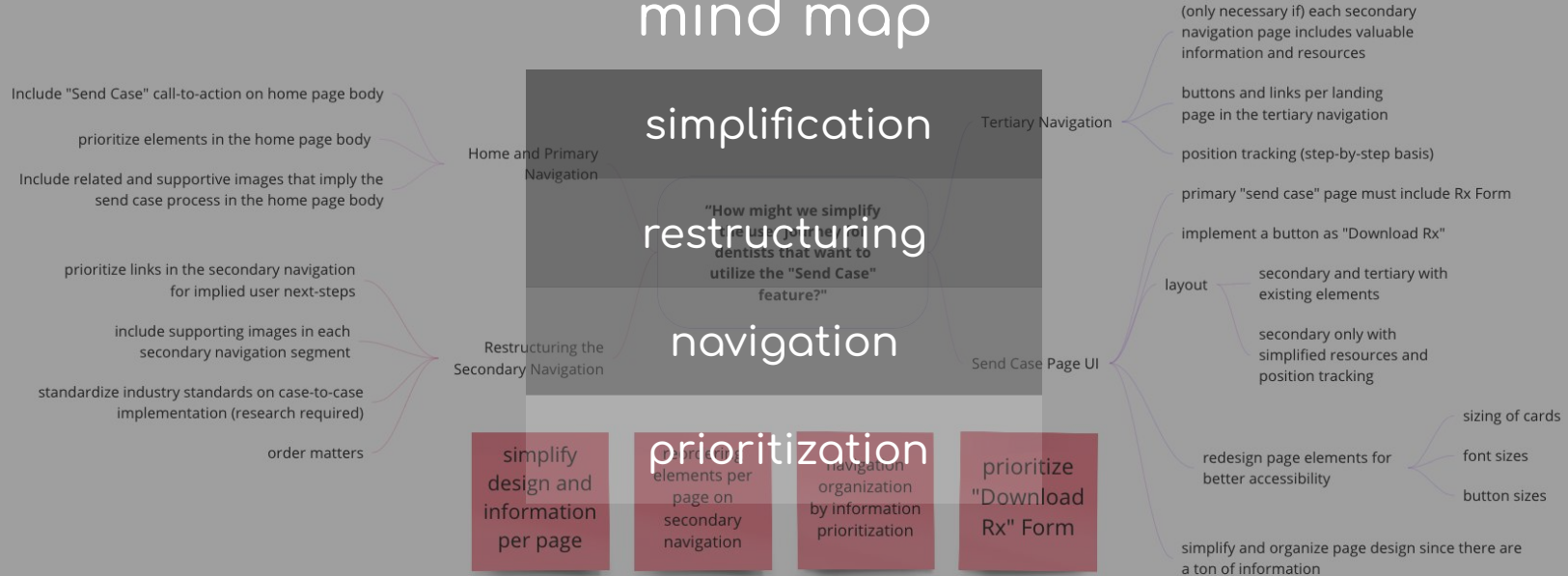
stage 2

“

Glidewell has a mission of its own:
“to increase patient access to premium dental
services through improved quality, convenience
and cost-effectiveness.”




mind map



user journey

streamlined the journey flow to understand the pain points of our user.



[RECOVERY](#)
[SOLUTIONS](#)
[EDUCATION](#)
[COMPANY](#)
[SEND CASE](#)

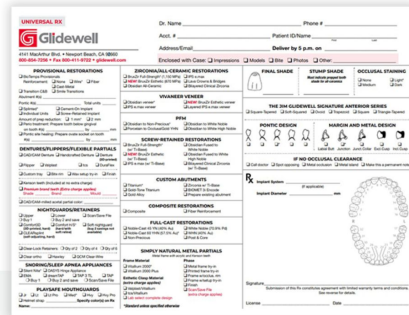
[Send Case](#)
[Pickup & Delivery](#)
[Download Rx](#)
[Order Case Supplies](#)
[Upload Case Photos](#)
[Submit Digital Case](#)
[How to Pack Your Case](#)


Universal Rx

An Rx is required for every case you send us. Download and use this Universal Rx for most general cases, or try a product-specific Rx below.

[DOWNLOAD RX](#)

PDF (1150 KB)





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Dr. Name _____ Phone # _____

Acct. # _____ Patient ID/Name _____

Address/Email _____ Deliver by 5 p.m. on _____

Enclosed with Case: ☐ Impressions ☐ Models ☐ Bite ☐ Photos ☐ Other: _____

PROVISIONAL RESTORATIONS

☐ Bitings Provisionals

Reinforcement: ☐ None ☐ Wire* ☐ Fiber

☐ Transition C&B ☐ Cast-Metal

Abutment # (s) _____

Pontic # (s) _____ Total units _____

☐ Splinted* ☐ Cement-On Implant

☐ Individual Units ☐ Screw-Retained Implant

Amount of prep reduction: ☐ 1 mm* ☐ 2 mm

☐ Perio treatment: Prepare tooth below gingival on tooth # (s) _____ by _____ mm

☐ Pontic site healing: Prepare ovate socket on tooth # (s) _____ by _____ mm

DENTURES/FLIPPERS/FLEXIBLE PARTIALS

☐ CAD/CAM Denture ☐ Handcrafted Denture ☐ Denture (3D-printed)

☐ Flipper ☐ Valplast ☐ Ics ☐ DuraFlex

.....

☐ Custom tray ☐ Bite rim ☐ Wax setup try-in ☐ Finish

☐ Kenson teeth (Included at no extra charge)

☐ Premium brand teeth (Extra charge applies)

ZIRCONIA/ALL-CERAMIC RESTORATIONS

☐ BruZir Full-Strength* (>1,000 MPa) ☐ IPS e.max

☐ NEW! BruZir Esthetic (<900 MPa) ☐ Lava Crowns & Bridges

☐ Obsidian All-Ceramic ☐ Bilayered Clinical Zirconia

VENEERS

☐ Obsidian veneer* ☐ NEW! BruZir Esthetic veneer

☐ IPS e.max veneer ☐ Layered IPS e.max veneer

PFM

☐ Obsidian to Non-Precious* ☐ Obsidian to White High Noble

☐ Obsidian to White Noble ☐ Porcelain fused to Occlusal/Gold YHN

SCREW-RETAINED RESTORATIONS

☐ BruZir Full-Strength* ☐ Obsidian to White Noble

☐ NEW! BruZir Esthetic (w/ Ti-Base) ☐ Obsidian to White High Noble

☐ IPS e.max (w/ Ti-Base) ☐ Bilayered Clinical Zirconia (w/ Ti-Base)


CUSTOM ABUTMENTS

☐ Titanium* ☐ Zirconia w/ Ti-Base

☐ Gold-Tone Titanium ☐ BIOMET 3i Encode

☐ Gold Alloy ☐ Prepare existing abutment

FINAL SHADE



STUMP SHADE


Must indicate prepared tooth shade for all-ceramic

☐ None ☐ Light* ☐ Medium ☐ Dark


OCCUSAL STAINING

☐ None ☐ Light* ☐ Medium ☐ Dark

PONTIC DESIGN



MARGIN AND METAL DESIGN



Labial Butt Junction Junct Collar Excl Cusp Incl Cusp


IF NO OCCUSAL CLEARANCE

☐ Call doctor ☐ Spot opposing ☐ Metal occlusion ☐ Metal island ☐ Make this a permanent note

Rx Implant System _____ (if applicable)

Implant Diameter _____ mm

(See reverse for flat-rate pricing info)



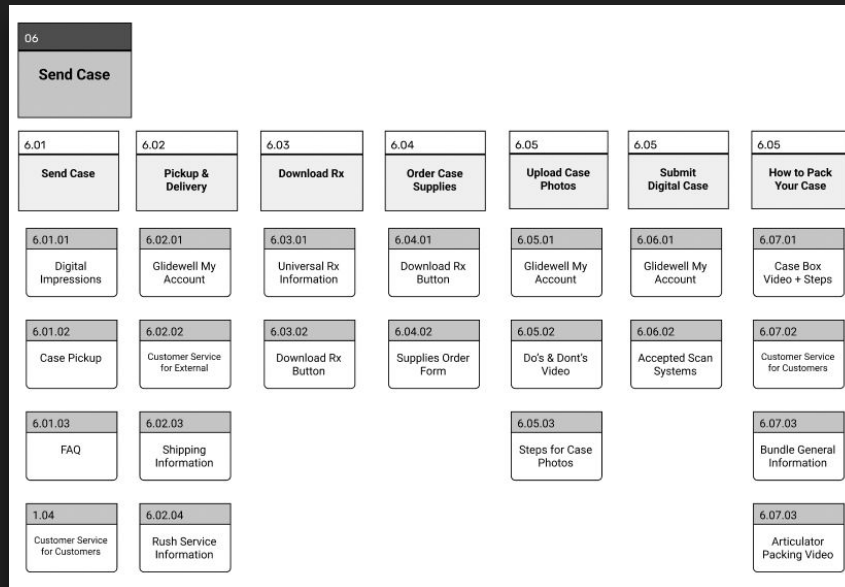
The background is a dark gray with several overlapping circles of varying sizes and shades of gray. A white rectangular box is positioned in the upper left quadrant, containing the word "testing" in a white, lowercase, sans-serif font. Below the box, the text "stage 3" is written in a smaller, white, lowercase, sans-serif font. At the bottom left, there is a horizontal bar composed of three segments of different shades of gray.

testing

stage 3

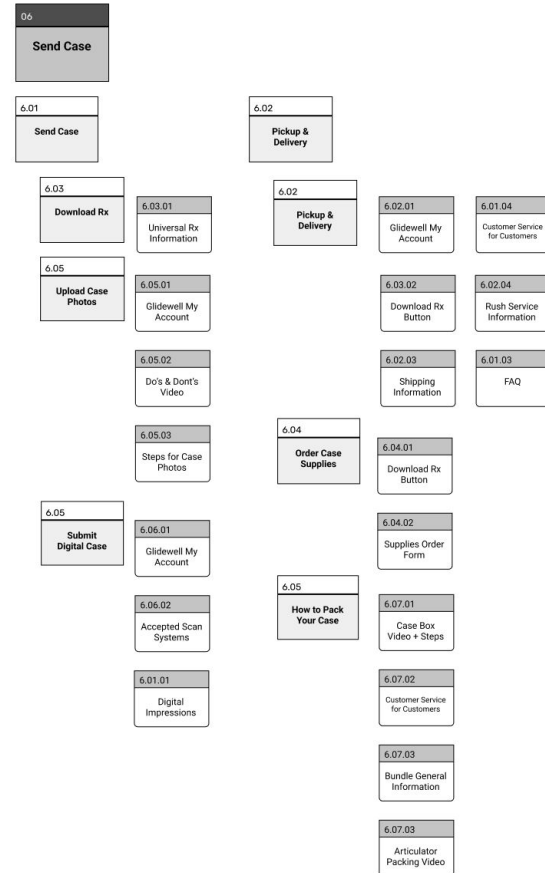
sitemap evaluation

- secondary navigation is too long
- lack of direction for user



sitemap iteration

- simplified secondary to two tabs (send case, pickup/delivery)
- created a “jump to” section for streamline purposes



The background is a dark gray with several overlapping circles of varying sizes and shades of gray. A white rectangular box is centered on the right side, containing the word 'testing'. Below the box, the text 'stoge 4' is visible. At the bottom left, there is a horizontal bar composed of three segments of different shades of gray.

testing

stoge 4

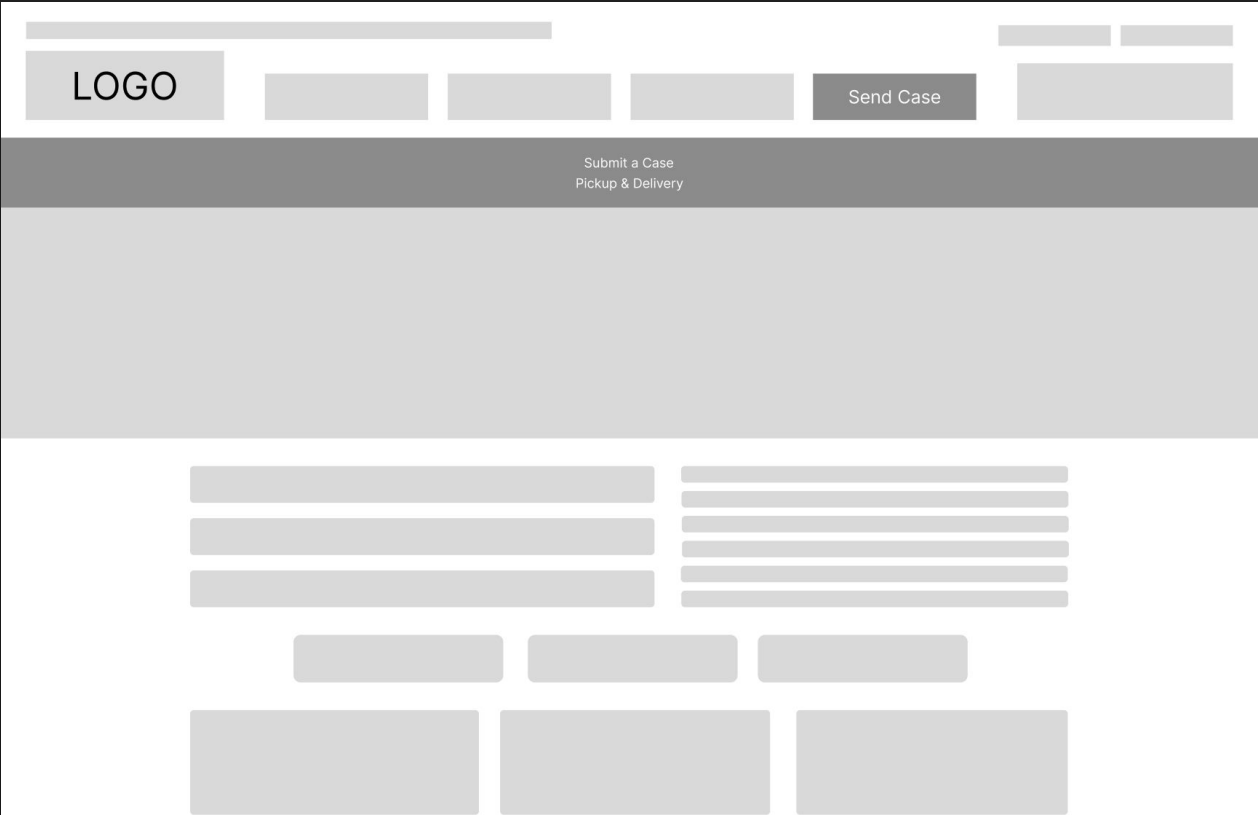


tab 1: "send case"

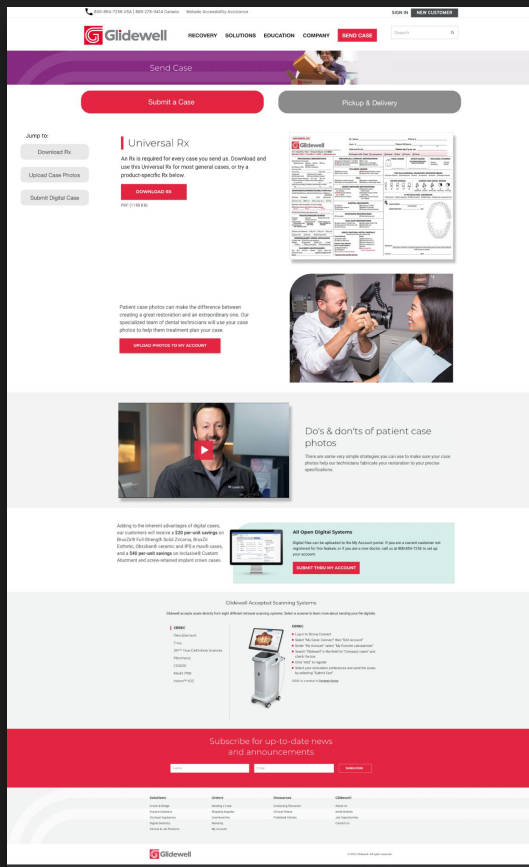


tab 2: "pickup & delivery"

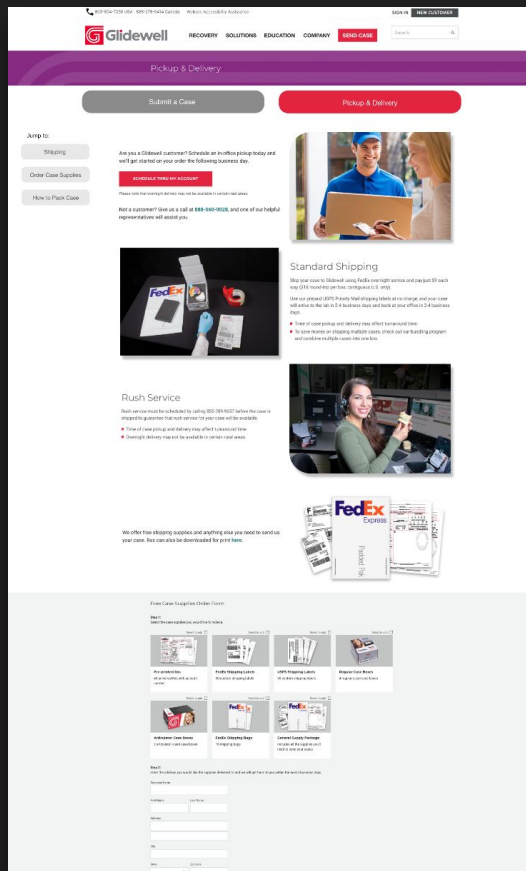
low-fidelity wireframes



primary navigation to secondary navigation



tab 1: "send case"



tab 2: "pickup & delivery"

high-fidelity wireframes



GLIDEWELL SYMPOSIUM 2022

ESTHETICS: Creating Beautiful Smiles

OCTOBER 14-15

Glidewell Clinical Education Center
Irvine, California



Register early to
secure your seat.
*All previous Glidewell
Symposia sold out quickly!*

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Glidewell empowers
practitioners with
dental lab services,
technology and
education.

Everything we do is aimed at helping you simplify
treatment, optimize results and improve more lives.
Partner with us for custom restorative services,
clinical solutions and ADA-certified dental continuing
education courses.

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DENTAL CE COURSES



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WORRY-FREE WARRANTY



KNOWLEDGEABLE SUPPORT

primary navigation to secondary navigation

guerilla testing

the impromptu nature
would allow for unscripted
feedback such as
thoughts that come to
mind during the testing...|

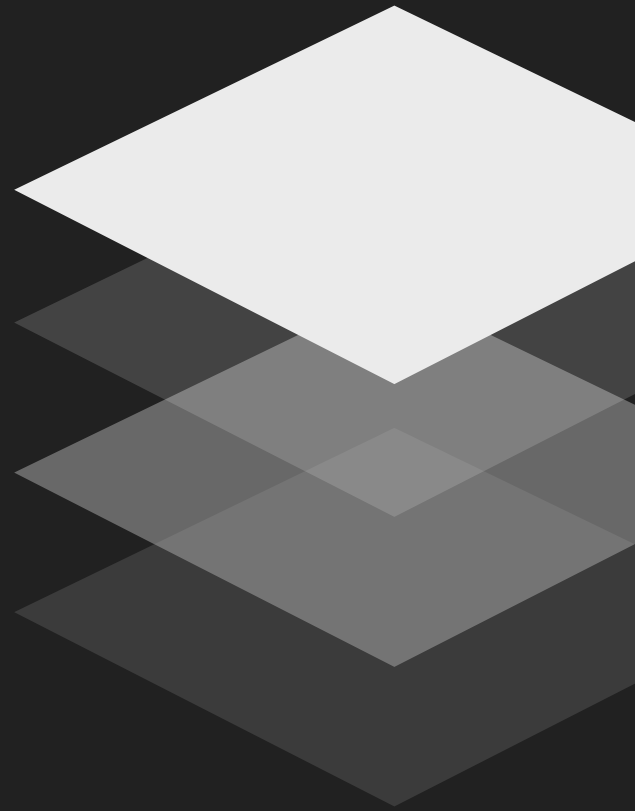
tasking

a basic understanding of:

- secondary navigation
- the use of “tabs” in the “send case” page
- step-by-step process for case submission

iterations & takeaways...|

- user found our product **convenient and thoughtful**
- “jump to” allows the user to understand what to do next
- continue to **minimize** the content structure and repetition of content in the “send case” page
- design an Rx page for different sorts of Rx forms



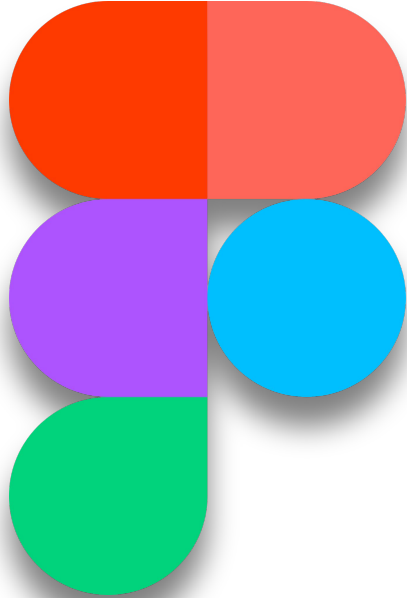
key performance indicators |

follows intended streamline

thoughts & feelings

time allotted per task

criticism & opinions



working prototype