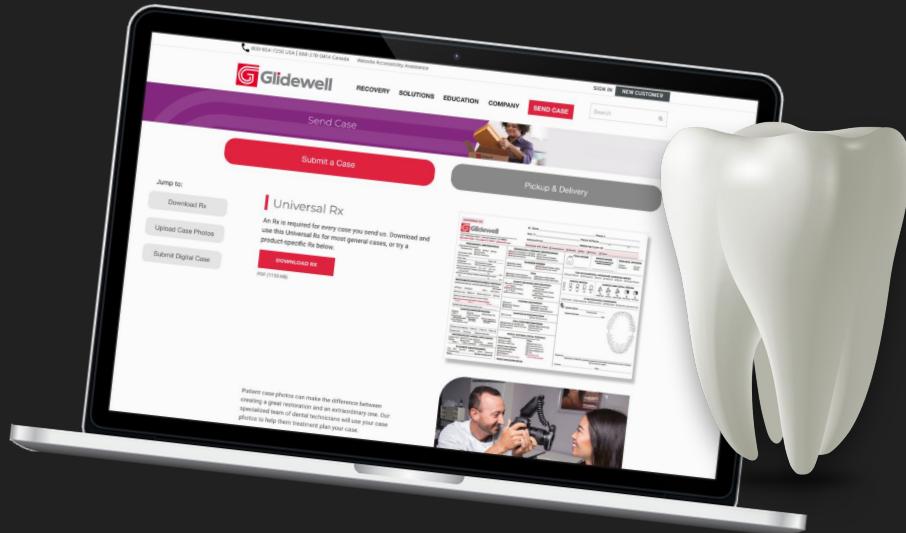


glidewell

2022

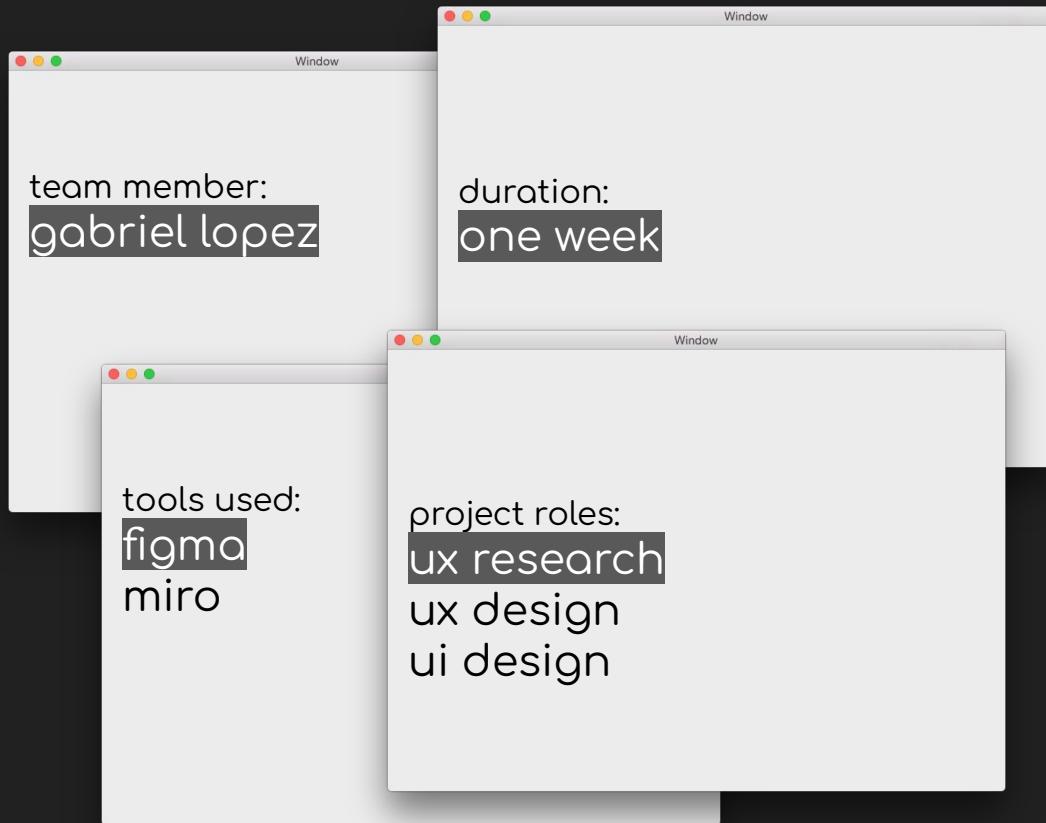
website



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.



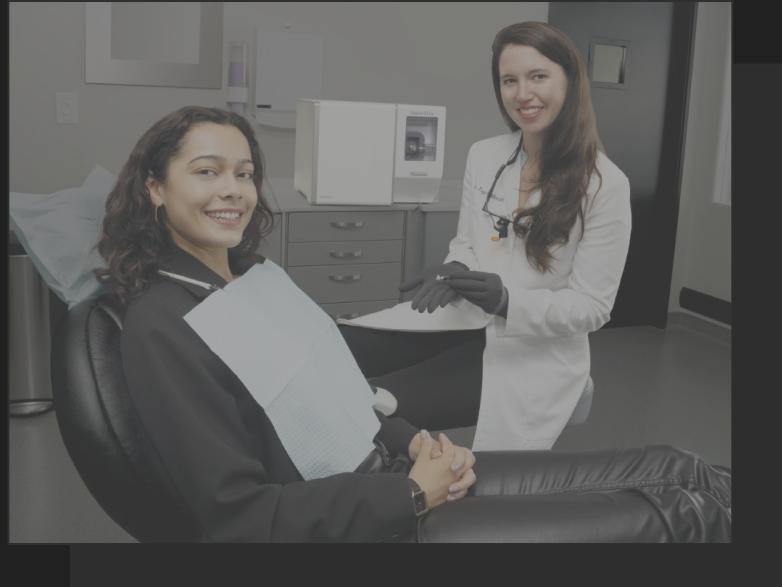
empathize

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

thoughts

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

needs

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

feelings

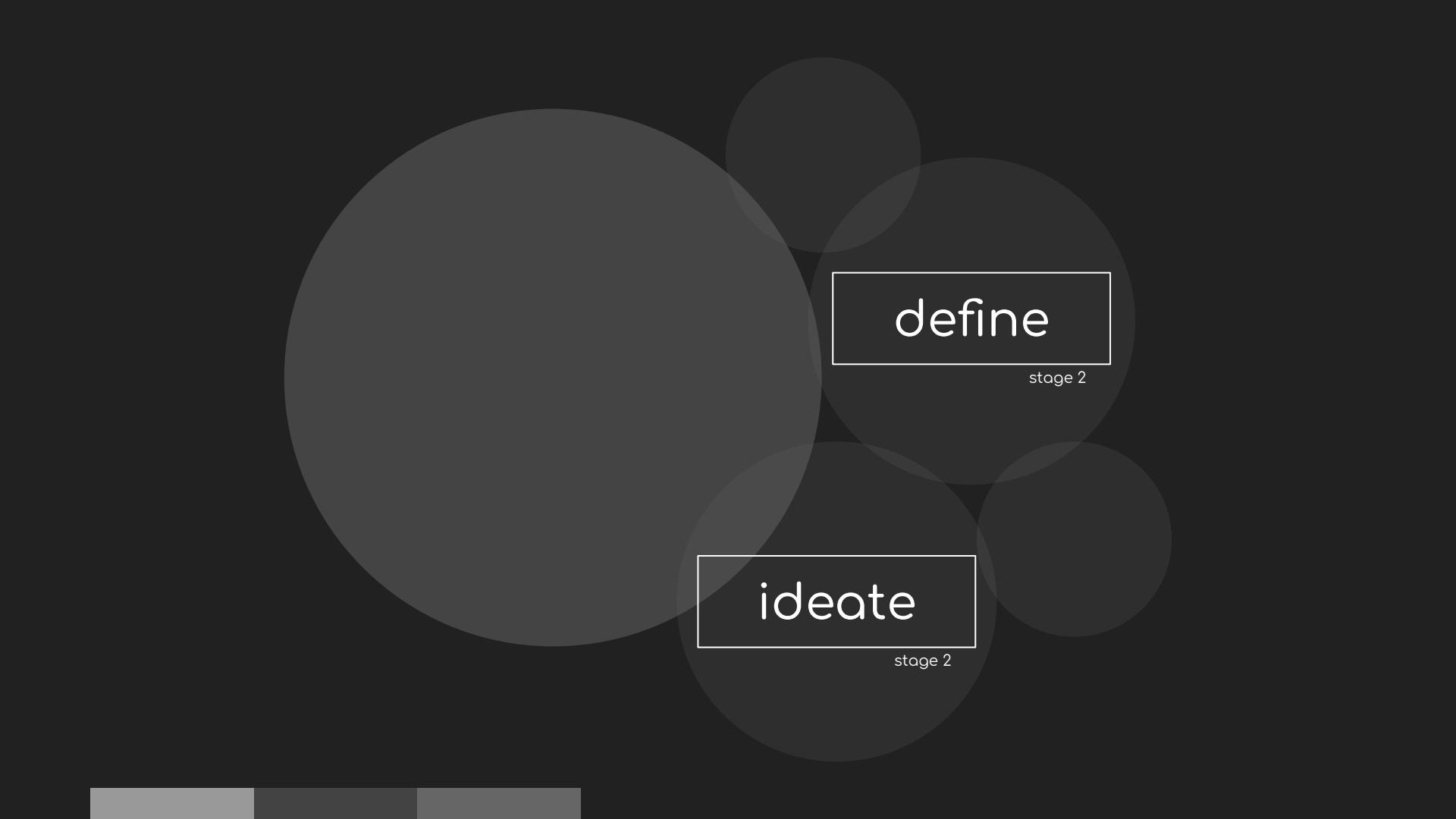
"motivated to work with a successful brand"

pain points

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

actions

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



define

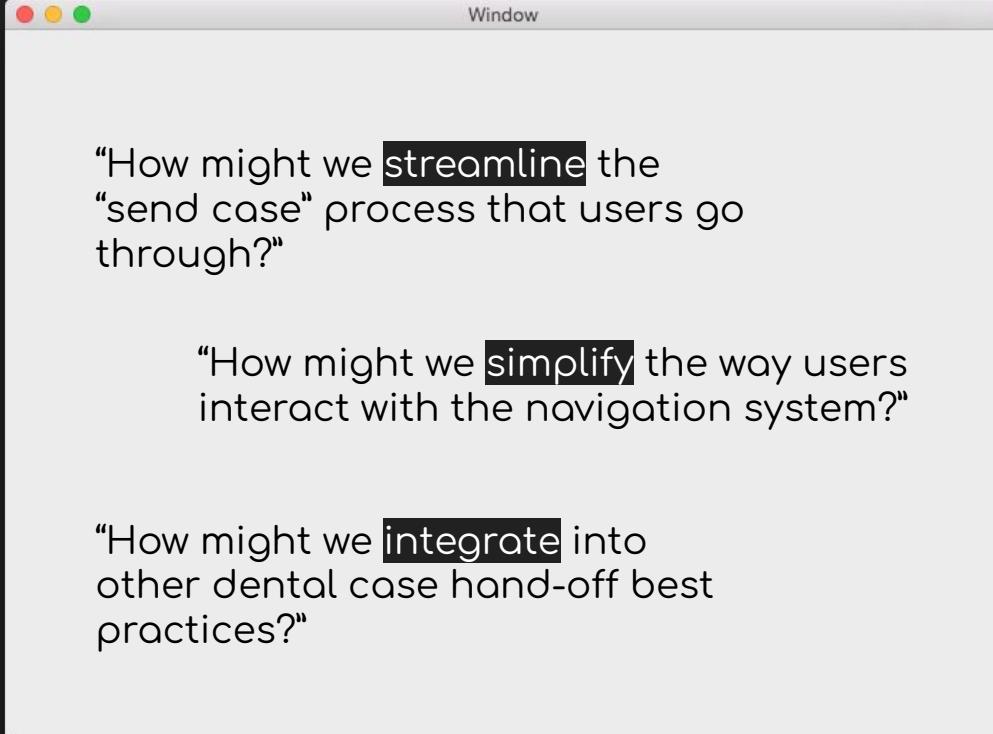
stage 2

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.”



“How might we streamline the
“send case” process that users go
through?”

“How might we simplify the way users
interact with the navigation system?”

“How might we integrate into
other dental case hand-off best
practices?”

mind map

Include "Send Case" call-to-action on home page body

prioritize elements in the home page body

Include related and supportive images that imply the send case process in the home page body

prioritize links in the secondary navigation for implied user next-steps

include supporting images in each secondary navigation segment

standardize industry standards on case-to-case implementation (research required)

order matters

Home and Primary Navigation

Restructuring the Secondary Navigation

Tertiary Navigation

simplification

"How might we simplify the navigation for dentists that want to utilize the "Send Case" feature?"

navigation

simplify design and information per page

prioritization
prioritize elements per page on secondary navigation
navigation organization by information prioritization

prioritize "Download Rx" Form

(only necessary if) each secondary navigation page includes valuable information and resources

buttons and links per landing page in the tertiary navigation

position tracking (step-by-step basis)

primary "send case" page must include Rx Form

implement a button as "Download Rx"

layout
secondary and tertiary with existing elements

secondary only with simplified resources and position tracking

sizing of cards

redesign page elements for better accessibility

font sizes

button sizes

simplify and organize page design since there are a ton of information

user journey

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

Glidewell

RECOVERY SOLUTIONS EDUCATION COMPANY SEND CASE

Search

Send Case Pickup & Delivery Download Rxs 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)

The form includes sections for:

- UNIVERSAL RX**: Includes address (4141 MacArthur Blvd., Newport Beach, CA 92660), phone (800-854-7256), and fax (800-411-9722).
- PROVISIONAL RESTORATIONS**: Options include Denture, Transition C&B, Smile Transitions, and Abutment (#s).
- ZIRCONIA/ALL-CERAMIC RESTORATIONS**: Options include BruxZir Full-Strength (> 1,000 MPa), IPS e.max, NEW! BruxZir Esthetic (900 MPa), Lava Crowns & Bridges, and Bi-layered Clinical Zirconia.
- VENERS**: Options include Obsidian veneer*, NEW! BruxZir Esthetic veneer, and Layered IPS e.max veneer.
- PFM**: Options include Obsidian to Non-Precious (w/Ti-Base), Obsidian to White High Noble, Obsidian to White Noble, and Porcelain fused to OculeusGold YHN.
- SCREW-RETAINED RESTORATIONS**: Options include BruxZir Full-Strength* (w/Ti-Base), NEW! BruxZir Esthetic (w/Ti-Base), IPS e.max (w/Ti-Base), and Bi-layered Clinical Zirconia (w/Ti-Base).
- CUSTOM ABUTMENTS**: Options include Titanium*, Gold-Tone Titanium, BIOMET Si Encore, and Gold Alloy.
- FINAL SHADE**, **STUMP SHADE**, and **OCCLUSAL STAINING** sections for all-ceramics.
- PONTIC DESIGN**, **MARGIN AND METAL DESIGN**, and **IF NO OCCLUSAL CLEARANCE** sections.
- Implant System** section with options for Call doctor, Spot opposing, Metal occlusion, Metal island, and Make this a permanent note.
- Implant Diameter** section with a diagram of a dental arch and a table for flat-rate pricing info.

UNIVERSAL RX

4141 MacArthur Blvd. • Newport Beach, CA 92660
800-854-7256 • Fax 800-411-9722 • [glidewell.com](#)

The form includes sections for:

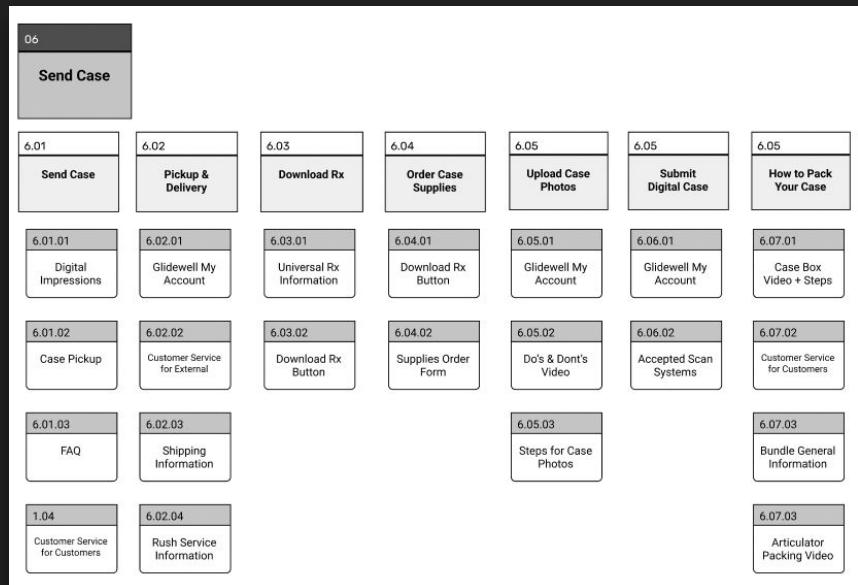
- Dr. Name**, **Phone #**, **Acct. #**, **Patient ID/Name**, **Address/Email**, and **Deliver by 5 p.m. on**.
- Enclosed with Case:** Impressions Models Bite Photos Other.
- ZIRCONIA/ALL-CERAMIC RESTORATIONS**: Options include BruxZir Full-Strength (> 1,000 MPa), IPS e.max, NEW! BruxZir Esthetic (900 MPa), Lava Crowns & Bridges, and Bi-layered Clinical Zirconia.
- VENERS**: Options include Obsidian veneer*, NEW! BruxZir Esthetic veneer, and Layered IPS e.max veneer.
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testing

stage 3

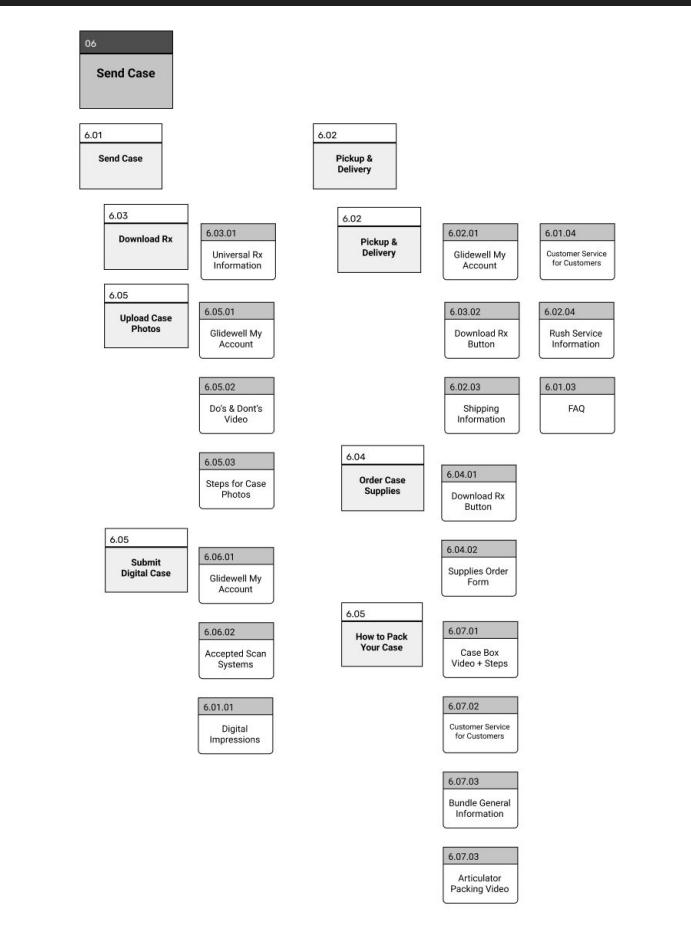
sitemap evaluation

- 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





testing

stage 4

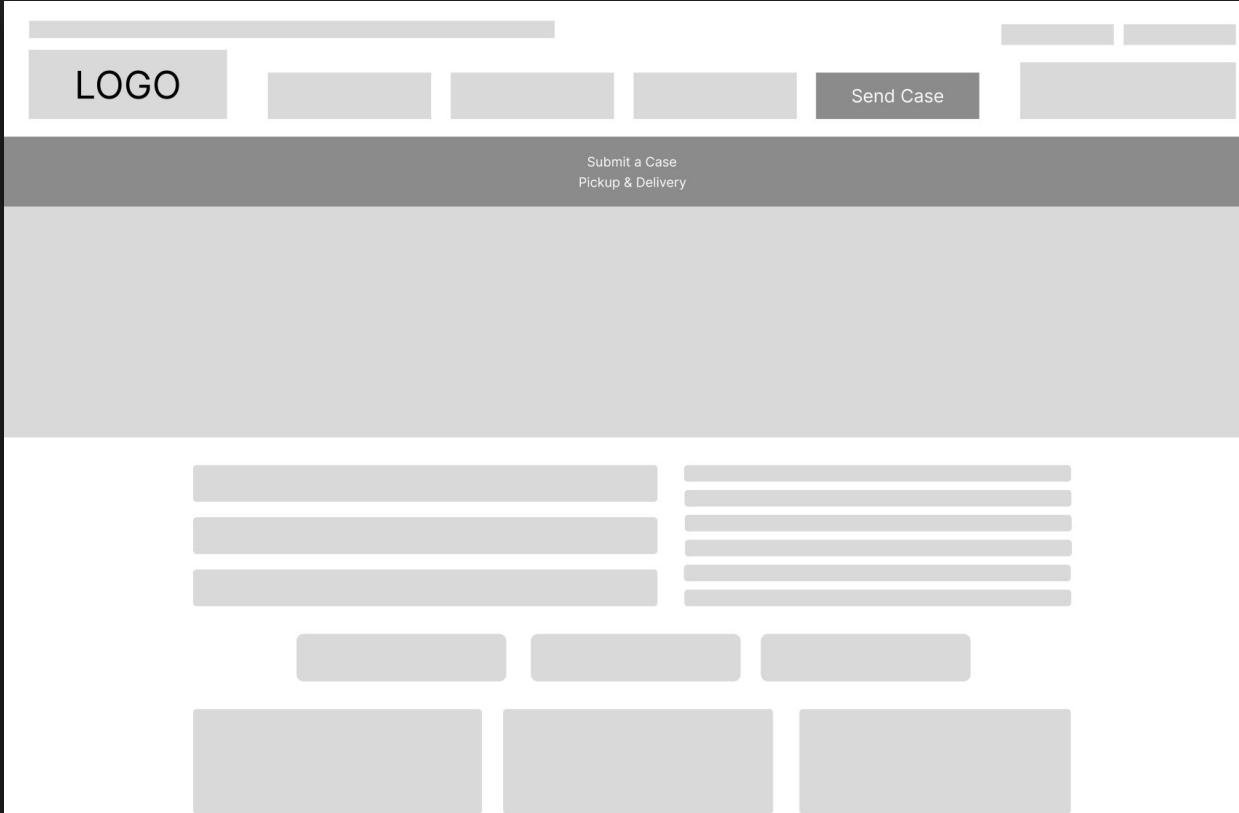


tab 1: "send case"



tab 2: "pickup & delivery"

low-fidelity wireframes



primary navigation to secondary navigation



RECOVERY | SOLUTIONS | EDUCATION | COMPANY | SEND CASE | SEARCH | NEW CASES

Pickup & Delivery

Submit a Case

Pickup & Delivery

Jump to:

Shipping
Order Case Supplies
How to Pack Case

Are you a Glidewell customer? Schedule an in-office pickup today and we'll get started on your order in following business day.

SCHEDULE YOUR ACCOUNT

Please note the delivery address must be provided at time of pickup.

Not a customer? Give us a call at **888-990-0938**, and one of our helpful representatives will assist you.



Standard Shipping

This option is available using FedEx's next business and standard (99) packages and standard ground service, compensated at \$199 each.

We've selected FedEx Private Mail shipping labels as an option and your order will be shipped via FedEx's standard ground service, compensated at \$199 each.

• No shipping or delivery fees

• No cost of pickup and delivery fees or handling fees

• No extra charges on shipping or mailing cases, check out the [Shipping & Handling page](#) and consider buying a case and a box.



Rush Service

Your service will be expedited, calling 888-990-0938 before the case is dropped off at the service center so your case will be available.

• Time of case pickup and delivery may affect turnaround time

• Overnight delivery may be available in certain rural areas.



We offer free shipping supplies and anything else you need to send out your case. This can also be downloaded for print here.



Print Case Supplies Order Form

Next

Order FedEx shipping supplies and/or boxes



Next

User information is required for the options selected and will be used for contact and tracking.

Address:
Address:
City:
State:
Zip:
Country:

tab 1: "send case"

tab 2: "pickup & delivery"



800-854-7256 USA | 888-278-0414 Canada Website Accessibility Assistance

SIGN IN

NEW CUSTOMER



RECOVERY SOLUTIONS EDUCATION COMPANY

SEND CASE

Search



GLIDEWELL
SYMPOSIUM
2022

ESTHETICS: Creating Beautiful Smiles

OCTOBER 14–15

Glidewell Clinical Education Center
Irvine, California



Glidewell Symposium • NEW fastscan.io™ • BruxZir® Esthetic • COVID-19 Recovery Center

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.

[Learn More >](#)

DENTAL CE COURSES



50 YEARS OF INNOVATION



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

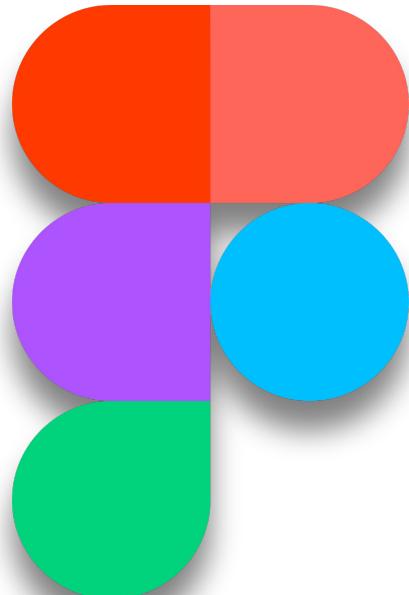
key performance indicators |

follows intended streamline

thoughts & feelings

time allotted per task

criticism & opinions



working prototype