

glidewell

2022

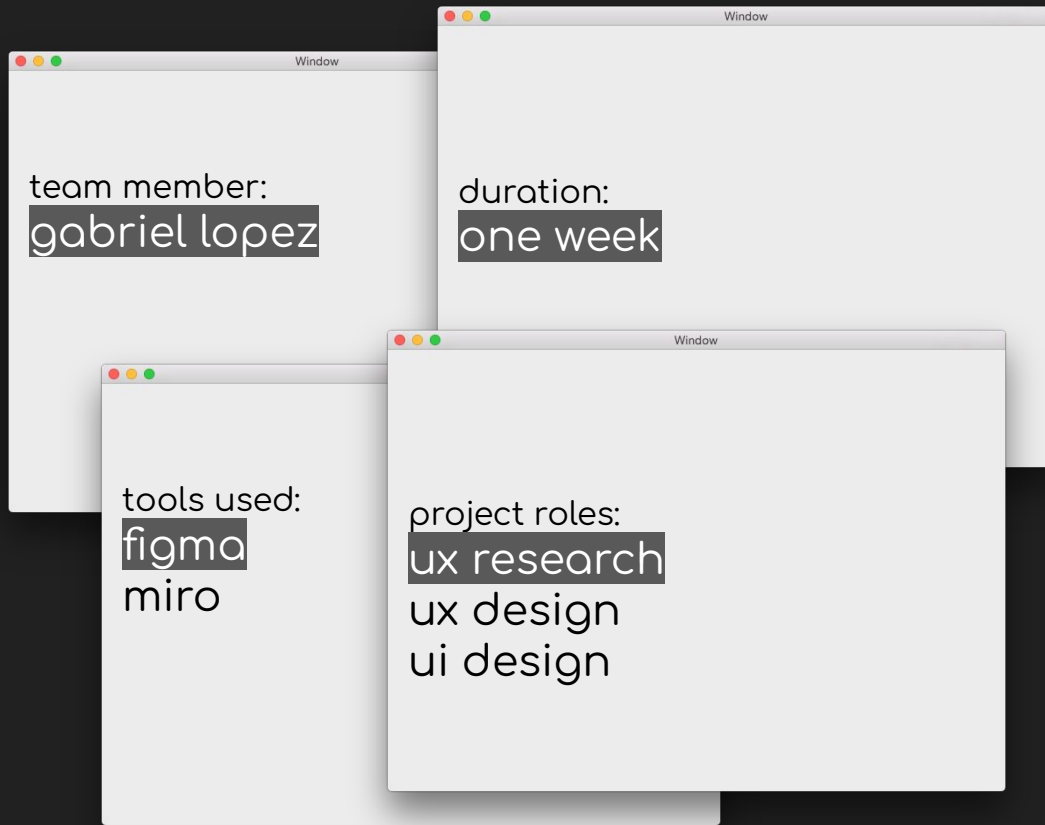
website



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 is a dark charcoal gray. It features several overlapping circles of varying sizes and shades of gray, creating a layered, abstract effect. A large circle on the left contains the word 'empathize' in a white, lowercase, sans-serif font, which is enclosed within a thin white rectangular border. Below this circle, the text 'stage 1' is written in a smaller, lighter gray font. At the bottom of the image, there is a horizontal bar composed of three equal-width rectangular segments in different shades of gray: light gray, medium gray, and dark 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

The background is dark gray with several overlapping circles of varying sizes and shades of gray. A horizontal bar at the bottom left consists of three segments in light gray, medium gray, and dark gray. Two white-outlined rectangles contain the words 'define' and 'ideate', each with 'stage 2' written below it.

define

stage 2

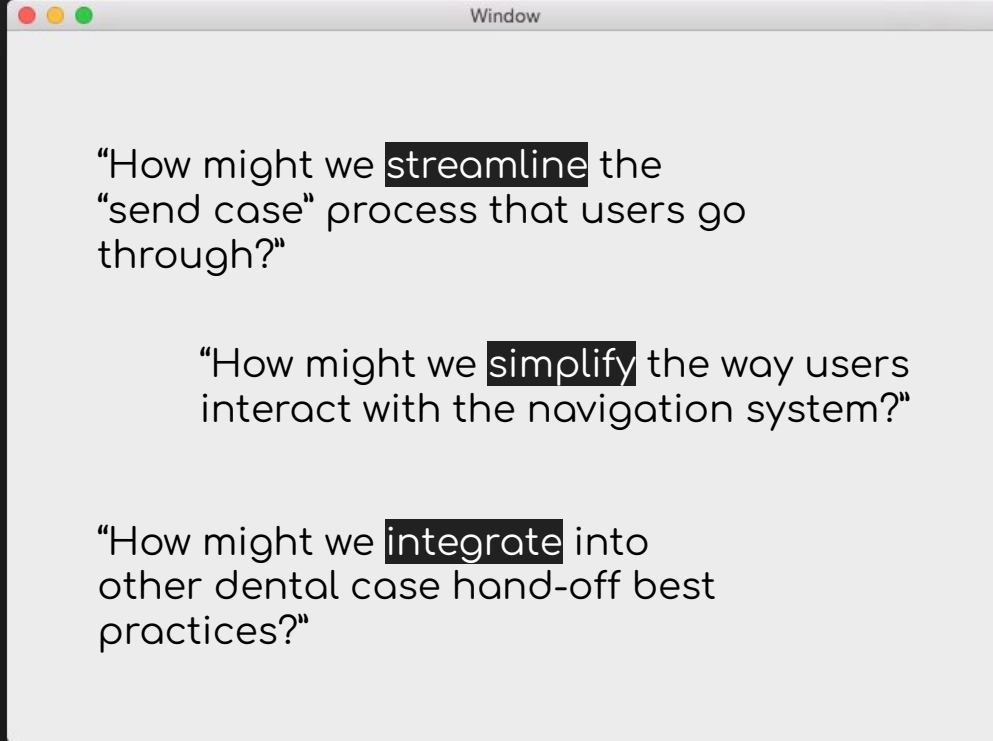
ideate

stage 2

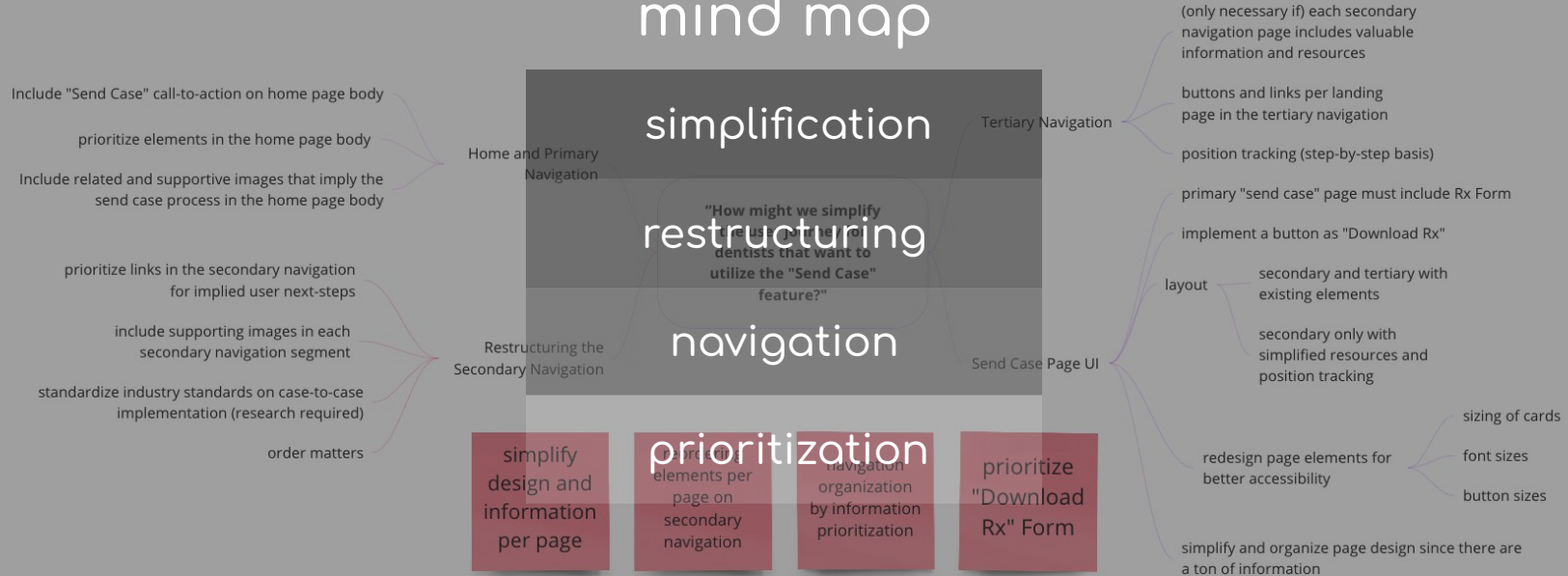


“


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



# mind map



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



# 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)

	<b>UNIVERSAL RX</b>		Dr. Name _____	Phone # _____
	Acct. # _____ Patient ID/Name _____			
Address/Email _____			Fax _____	Last _____
Deliver by 5 p.m. on _____				
Enclosed with Case: <input type="checkbox"/> Impressions <input type="checkbox"/> Models <input type="checkbox"/> Bite <input type="checkbox"/> Photos <input type="checkbox"/> Other: _____				

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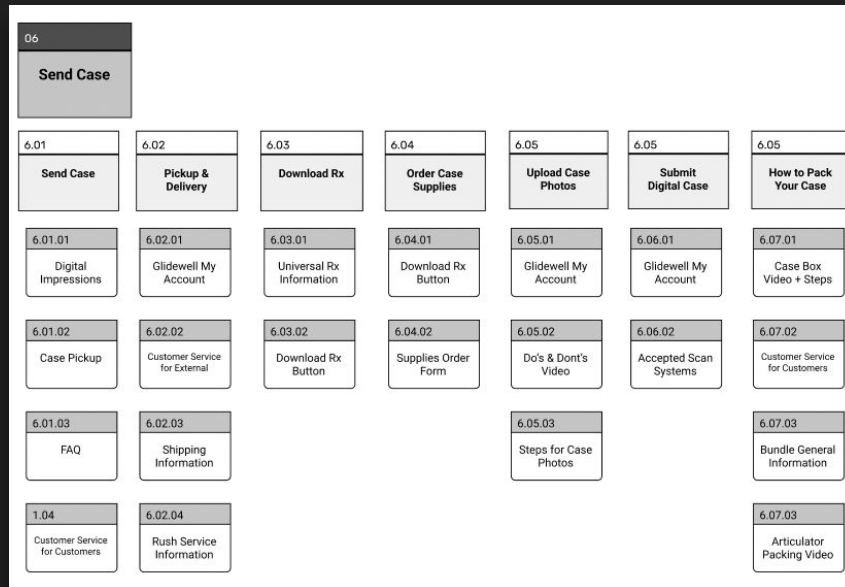
design

The image features a dark gray background 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 "design" 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.

stage 3

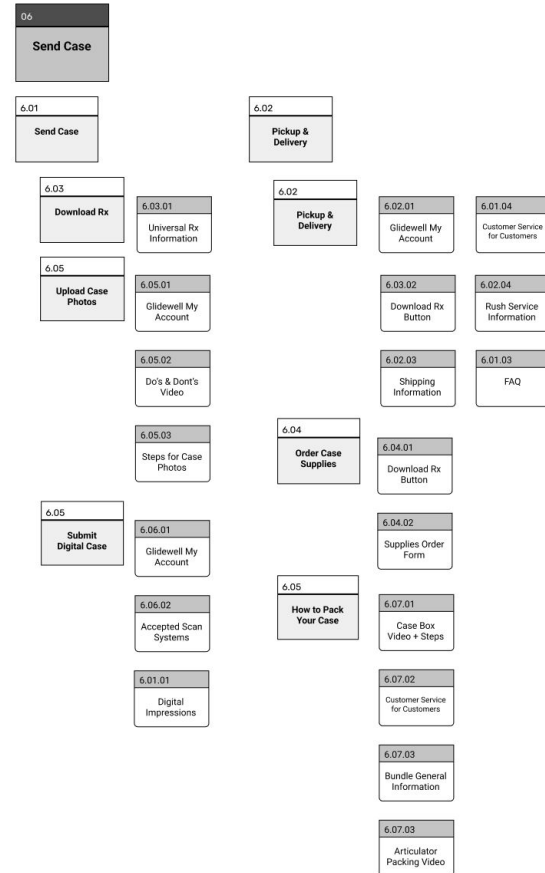
# sitemap evaluation

- 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 'stage 4' is written in a smaller font. At the bottom left, there is a horizontal bar composed of three segments of different shades of gray.

testing

stage 4



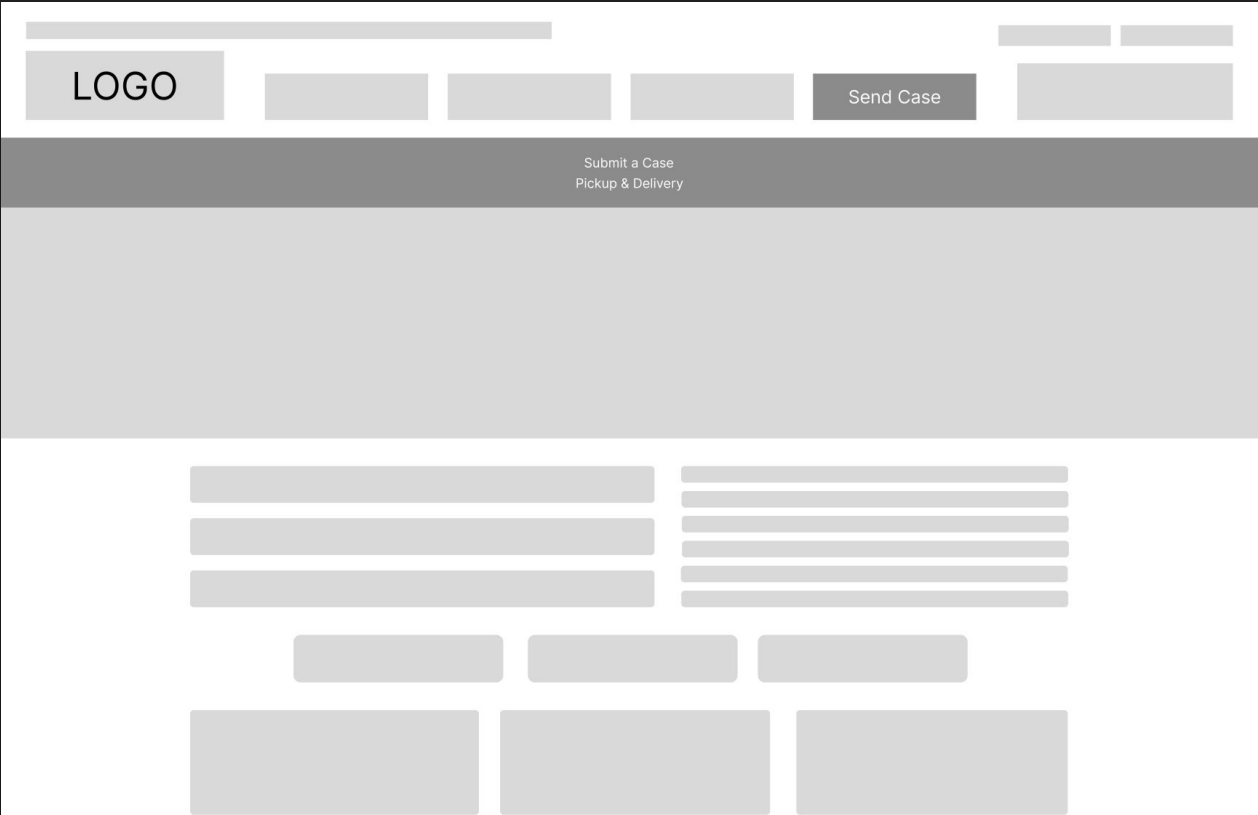


tab 1: "send case"

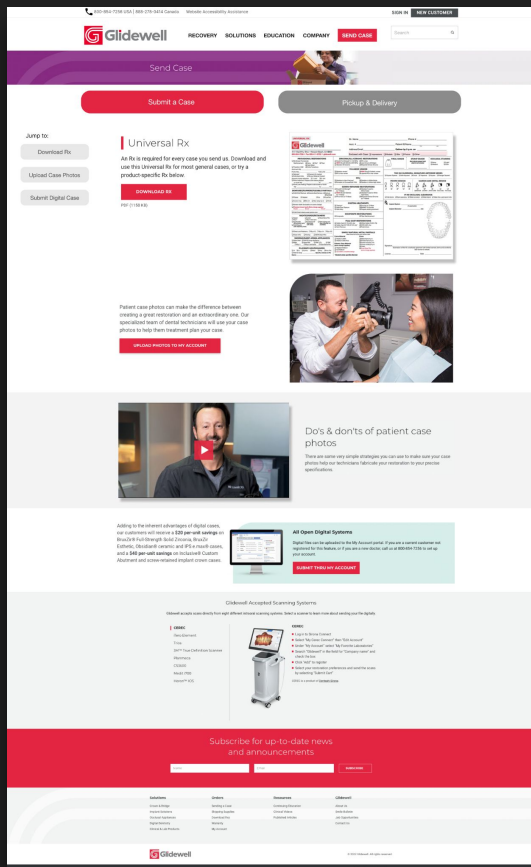


tab 2: "pickup & delivery"

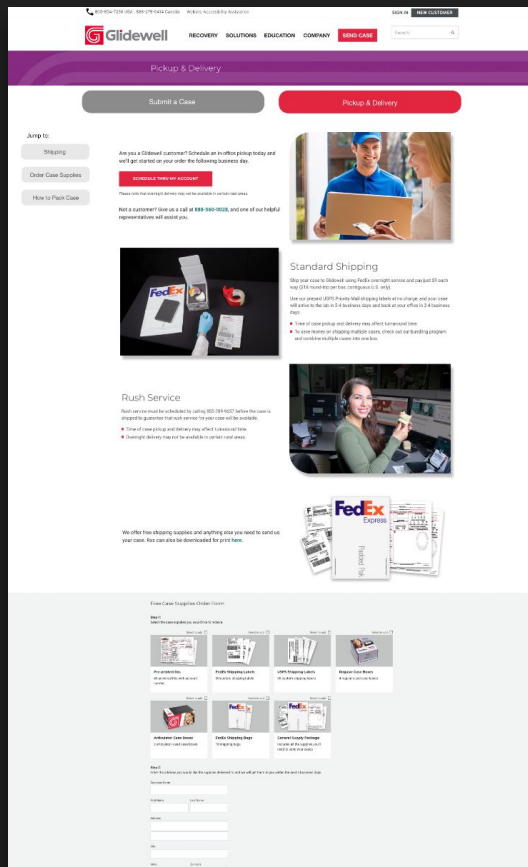
low-fidelity wireframes



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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treatment, optimize results and improve more lives.  
Partner with us for custom restorative services,  
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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...|

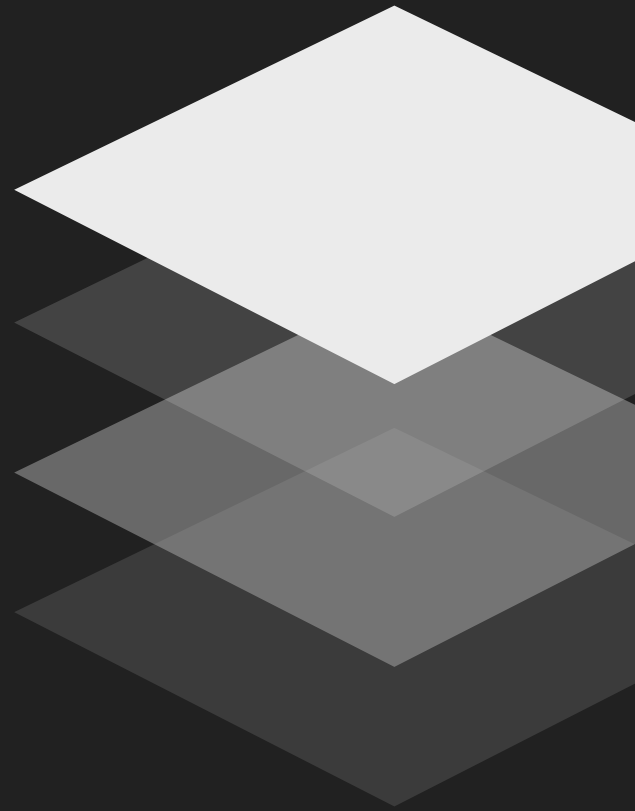
## tasking

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



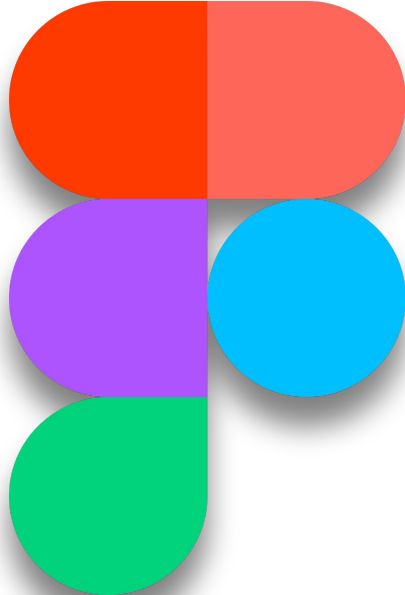
# key performance indicators |

follows intended streamline

thoughts & feelings

time allotted per task

criticism & opinions



working prototype

