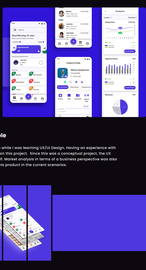
ClinicHQ

UX/UI Design



Project Overview

ClinicHQ is dental practice management software for mobile devices. ClinicHQ will take care of anything and everything business related so dentists can now focus more on providing the best care and services for their patients.

Project Background and My Role

ClinicHQ is a greenfield project which I worked on while I was learning UX/UI Design. Having an experience with PMS from my previous job inspired me to work on this project. Since this was a conceptual project, the UX Research and UI Designing were done by myself. Wicked analysis in terms of a business perspective was also done in order to understand the relevance of this product in the current scenarios.

Project Scope

On a personal level the expected outcome of this conceptual project was for me to get familiar with the steps and processes of UX/UI Design. The deliverables of this project were User Flows, Wireframes, Prototypes, Competitive and limited market analysis.

Problem statement

From my initial research of the currently available products in the market, I was able to understand that most of them lacked features that could have a positive impact on business growth.I was found that most apps preferred functionality and features over user experience while using the app. A few applications have old UI designs that are not responsive and are incompatible for most of the current devices.

" The goal was to design and develop a practice management software which can solve the user pain-points expressed in the currently available applications and to implement a phase 2 development and analytical features, alongside the established functionalities. The challenge was to ensure that, even when new features are added, the app should always be intuitive and user-friendly, for everyone, especially the ones who are not familiar with smartphone-based practice management software "

Design Process

The Double Diamond design model

Double Diamond is a design process model developed by the British Design Council in 2005.The Double Diamond design model has four stages. **Discovery, Definition, Development and Delivery.**

Design Tools

Figma Google Docs

Sketching, User flows, Information Architecture, Wireframes and Prototyping were all done within Figma. This helped me understand the capabilities and limitation of my primary designing tool. Documentation was done by using Google Docs.

Discovery & Definition

User Research

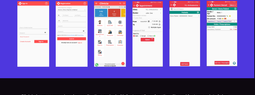
Research Strategy

While training UX Research, my primary focus was to employ methods that can gather more data on the pain-points expressed by the users of the currently available applications.Considering the limitations of a conceptual project I prioritized on competitor analysis, usability testing and user interview as my UX research methods.

Competitor Analysis

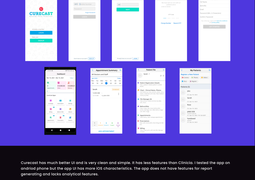
As part of the Competitor Analysis, we conducted an analysis on two apps with similar product offerings to ClinicHQ. These were **Ginkgo, Eyecast**. Research was focused on the User Interface elements and User Experience. Focusing the Sign Up process, adding Appointments, adding Patients, Billings and Payments, User Reviews and Ex-features.

Clinicia



Clinicia is very comprehensive application packed with features. From functionality and features point of view the application is a ten on ten. The User Interface of Clinicia is based on early stages of Material Design 2 hence it lacks very outdated, legacy UI. User Experience as well and lives cluttered at some pages. Clinicia can generate reports for various categories which is helpful for documentation. The app lacks analytical tools that can be used for business growth.

Curecast



Curecast has much better UI and is very clean and simple. It has less features than Clinicia. I tested the app on Android phone but the app is has more IOS characteristics. The app does not have features for report generating and some analytical features.

After analyzing both apps I was able to understand, both apps mainly lacked tons that can play essential roles for business development. Therefore priority was given more to understand how an effectively these new features can be implemented.

User Interviews

Considering the limitations of a conceptual project, the only year I had the opportunity to sit down with to hold a 1 to 1 interview consisted of one dentist, who is a friend of a friend. I gained valuable insights about smartphone based PMS, difficulties he faced in the past and his suggestions. The valuable insights that I was able to gather have concentration were that the learning curve for the staffs to get familiar with the software was concerning and most softwares did not have adequate features for business growth.

Usability Testing

Usability testing was done to determine whether the process flows in a simple and logical way. This session made me understand if users can effectively navigate through the process using the UI elements. My friend who helped with this session had a few suggestions regarding visual hierarchy and tons elements which I found very helpful.

Since usability Testing was done towards the end of the project, the iteration process and following changes were made to the Hi-Fi Prototypes.

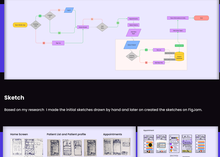
Development

Information Architecture

Based on research the most efficient and essential features were founded and were categorised based on relevance.

User Flow

After setting the information architecture, the next step was to create the most simple and efficient flow by which user can achieve there goal. Shown below is the main flow of the app of how to set up an account to adding a new appointment to setting a new patient.

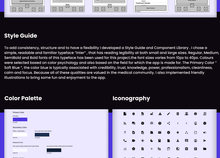


Sketch

Based on my research I made the initial sketches shown by hand and later on created the sketches on Figjam.

Lo-Fi Wireframes

After sketching, I moved into Figma to created hi-fidelity wireframes. Few changes were made from initially created sketches when Lo-Fi wireframes were made.Given below are few of the Lo-Fi Wireframes of the main pages.



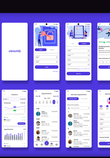
Style Guide

To add consistency, structure and to have a flexibility I developed a Style Guide and Component Library . I chose a simple, readable and more superior looking "Inter" typeface. Inter has a large x-height and large dots. Regular, Medium, Semibold and Bold forms of this typeface has been used for this project.The font sizes varies from 12px to 40px. Colours were selected based on color psychology and also based on the field for which the app is made for. The Primary Color " Soft Blue " the color blue is typically associated with credibility, trust, knowledge, power, professionalism, cleanliness, and tranquility. Blue is also the most popular color in the medical community. I also implemented friendly illustrations to bring some fun and enjoyment to the app.

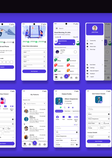
Color Palette

Iconography

Typography



Components



The Prototype

Every idea, every decision and every iteration of the design process has lead me to design the final app which I believe has adequate UIUX/practices in managing there daily activities and can also be a powerful tool to help growing businesses.

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