

# Case Study

## Version 3 → Version 4: Healthcare Platform Redesign Case Study

### Project Overview

#### Problem Statement (Cellma 3 Issues)

Outdated and non-intuitive interface (difficult navigation).  
Complex user journeys — required multiple clicks to access key features. Inconsistent UI elements — no design system or reusable components. Poor accessibility (not WCAG compliant). Slow workflow for clinicians, leading to user frustration and training overhead.

#### Solution Overview (Cellma 4 Goals)

Introduced modern UI design system in Figma for consistency.  
Created intuitive navigation & dashboards for quick access.  
Improved usability and accessibility (WCAG guidelines).  
Designed responsive layouts for cross-device usability.  
Streamlined workflows — reduced steps for common tasks.

### UX Design Process

#### Research & Discovery

Heuristic evaluation of Cellma 3.  
Stakeholder interviews & workflow mapping.  
User feedback sessions with clinicians and staff.

#### Define

Identified top pain points & task frequency.  
Prioritized features for redesign (appointment, patient registration, clinical notes).

#### Ideate

Created user flows, wireframes, and low-fidelity prototypes.  
Explored layout options for complex medical data visualization.

### UX Design Process

#### Design

Developed a modular design system (color tokens, typography, components, variants).  
Implemented high-fidelity screens in Figma.

#### Validate

Conducted usability testing with actual users.  
Refined designs based on task completion rate & feedback.

### Key Improvements

Feature	Cellma 3	Cellma 4
Navigation→	Nested, confusing menus	Clean sidebar navigation
Accessibility→	Limited	WCAG 2.1 compliant
UI System→	None	Consistent design system
Task Flow→	8–10 clicks	3–4 clicks
Visual Design→	Outdated	Modern and responsive

### Result & Impact

#### After redesign (Cellma 4 prototype testing):

40% faster task completion for clinicians.  
30% reduction in user errors.  
Positive feedback on clarity, accessibility, and speed.  
Improved responsiveness for mobile.