



## Brand Revamp and Design of Holistic Patient Engagement and Health Management App

Digitization of the patient engagement platform and customer experience improvements through agile business functions boosts efficiency and results in hassle-free patient communications, appointments schedule, and report downloads resulting in 80% increase of network traffic.

### Problem Statement

The clients needed to digitize the platform & improve customer experience through the branding exercises. We identified the need to focus on reusability as a core approach to handle the timeline concerns and adopted methods like paper prototyping, clickable wireframes through Adobe XD, and PowerPoint presentations, which included testing the customers' touch points and user flows.

### Connecting Via Digital Channels

Digital channels like mobile, web, and CRM connects clients and businesses with various personals like employees, partners, consultants, and patients.

- The new branding guidelines increased the design complexities in the mobile app (iOS and android), website, and other digital assets.
- Intuitive user flows, form factor, and MVP timelines are some of the problems that must be addressed at their best without compromising the brand guidelines.
- The digitalization of the platform requires DevOps adherence in the product life cycle and release management.

### Our Approach

Our team analyzed the branding guidelines and understood the execution complexities. We brainstormed ideas with business stakeholders, architects, and developers.

We recognized the focus on reusability as a core approach to handle the timeline concerns.

We collated the design issues in the existing system and analyzed user feedback that we extracted from the app store comments, product managers' survey results, and business user Interviews.

Our team's detailed brainstorming on these feedbacks helped to understand the weak zones, user flow complexities, no-visit pages/links, and unused/minimum used features.

We worked closely with product managers for user flow designs, identified user characteristics-feature mapping through affinity images, and designed the low fidelity and mid-fidelity prototypes for web, android, iOS apps, and offline assets.

Selected users tested these prototypes for early feedback. We used various methods like paper prototyping, clickable wireframes through Adobe XD, and PowerPoint presentations in a few cases . It includes testing the customers' touch points and user flows meticulously.

These feedbacks were further discussed and brainstormed with the product managers and developers (for device-specific changes). These Hi Fidelity Prototypes were created according to the branding guidelines and shared with the development team.

The development team implemented web and mobile apps using the design; Content writers used these themes for creating offline content.

Our DevOps & SRE Engineers worked with the development + release engineering team for the DevOps & release process.

## Business Outcomes

Our team designed working, scalable, reusable Hi Fidelity Prototypes with user feedback. The process helped reduce overall acceptance efforts and improved the release management. The complete mobile app is live with the maximum customer happiness index and App Store ranking.



Our reusable designs reduced the rework efforts to **35%**



New user flow and look & feel increased Appstore downloads to **40%** (installs per day).



Employee – Patient communication improved drastically , network traffic increased to **80%** in scheduling appointments , report downloads

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**India**  
TVH Belicia Towers, 1st St, MRC Nagar, Raja Annamalai Puram,  
Chennai, Tamil Nadu 600024

**USA**  
1560 East Southlake Blvd, Southlake,  
Tx 76092