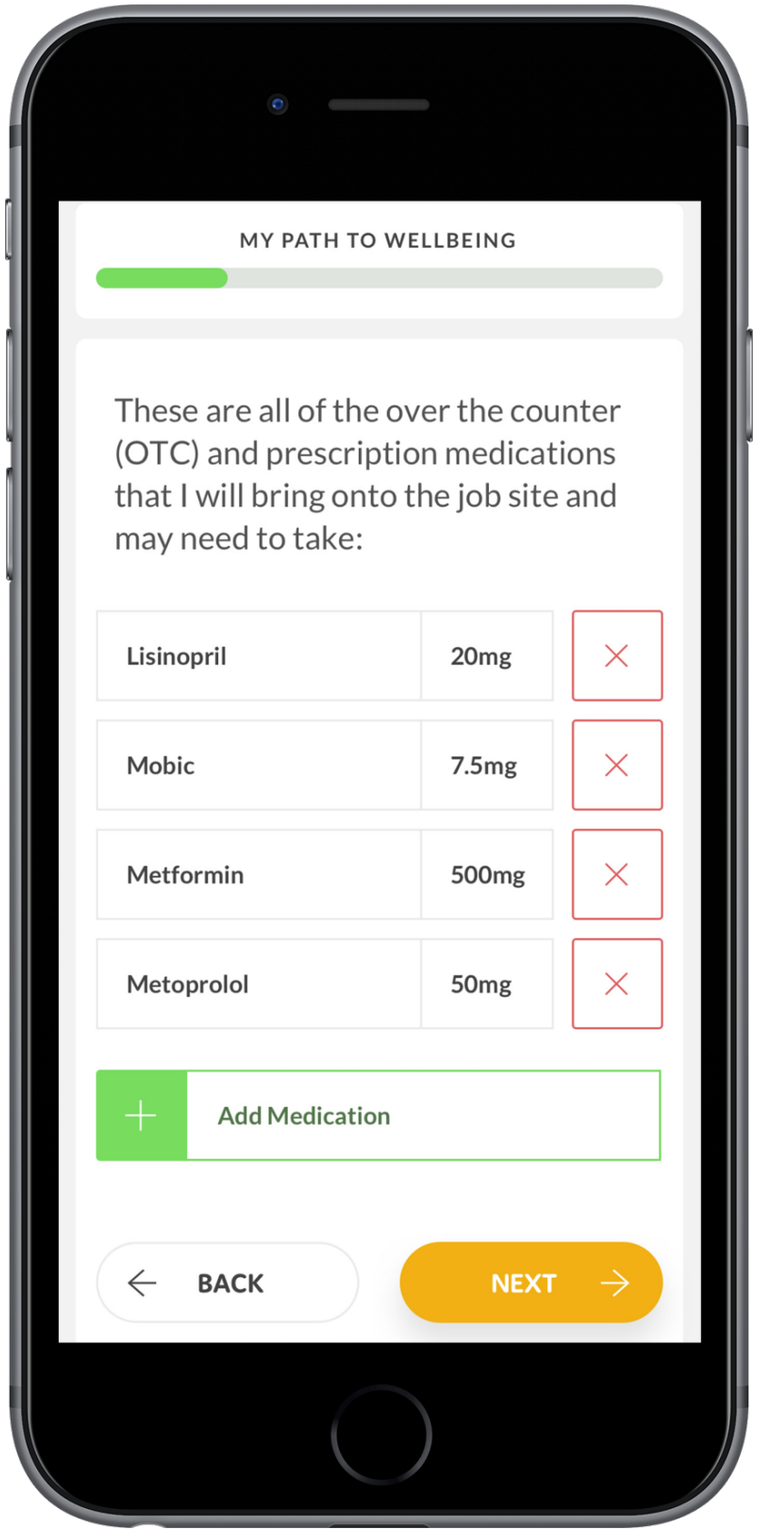
END-TO-END PROTOTYPE

HOW OUR TEAM CREATED A POWERFUL SALES TOOL FOR XSTREMEMD

INDUSTRY: MEDICINE



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XStremeMD provides on-demand medical assistance to oil & gas employees

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They wanted to know:

“Can we lower costs for our customers and increase the safety of their employees with technology?”

The Problem

Offshore oil platforms are dangerous places. Getting hurt on one can cost a company thousands of dollars.

Getting sick can affect an entire crew and cost millions.

- **Without a preventative medical assessment, workers run the risk of getting hurt or ill thousands of miles from a hospital.**
- **HR departments for oil companies have no way to measure the health of their workforce.**

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Our Goal

Create an end-to-end prototype that our client could use to validate their idea and generate early sales and investment.

- Design workflows and interfaces for employees to quickly and easily take a wellbeing survey.
- Show the results in aggregate, to protect employee privacy, and provide critical data to the HR reps.
- Design an intuitive and beautiful interface to maximize employee adoption.

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How We Did It

OUR DESIGN PROCESS

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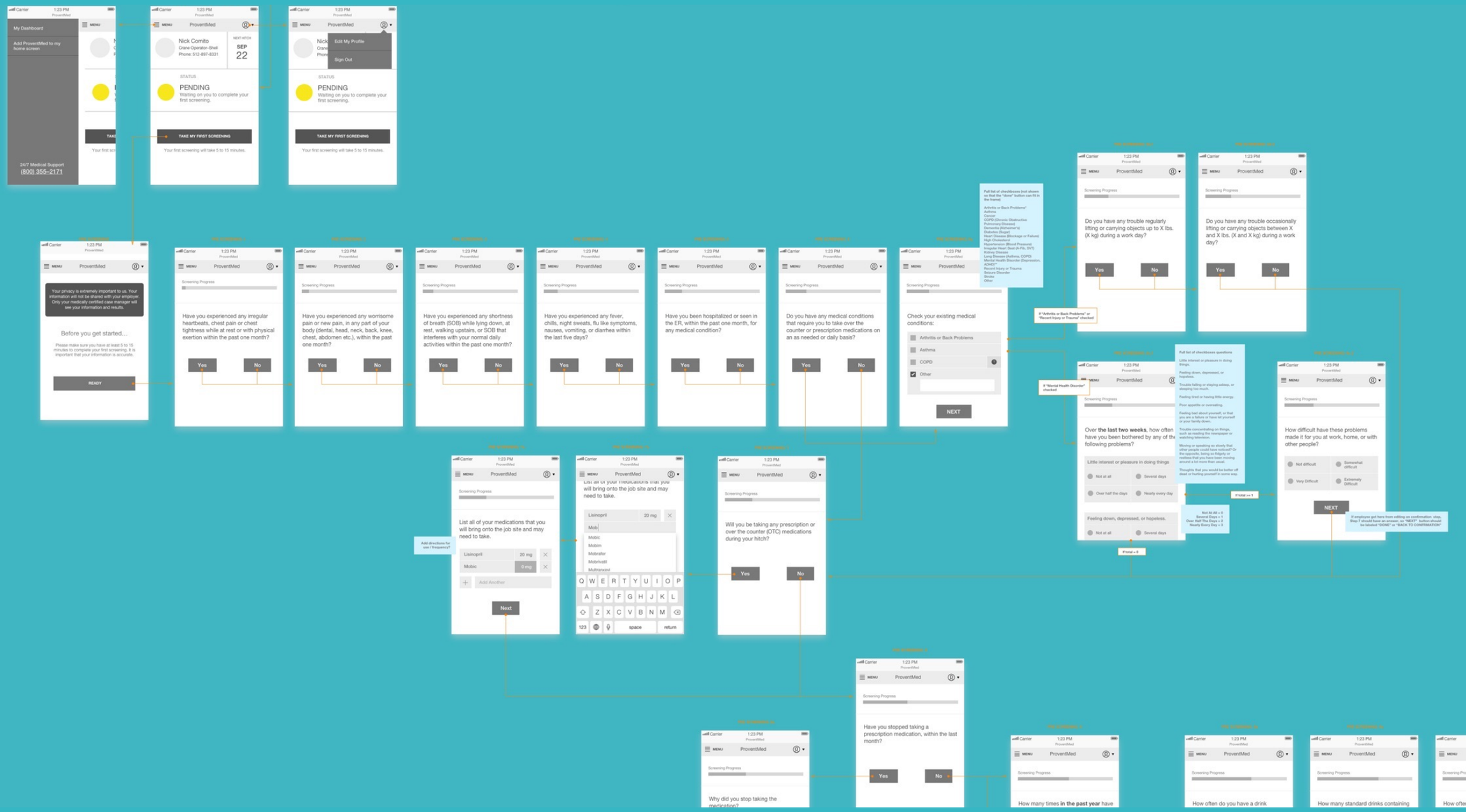
1) ANALYSIS

We kicked off the project by understanding all the intricacies of our client's business, their customers' operations, and high level goals.

2) WIREFRAMES

After our analysis, we created workflows for key scenarios for both the employee and HR representative.



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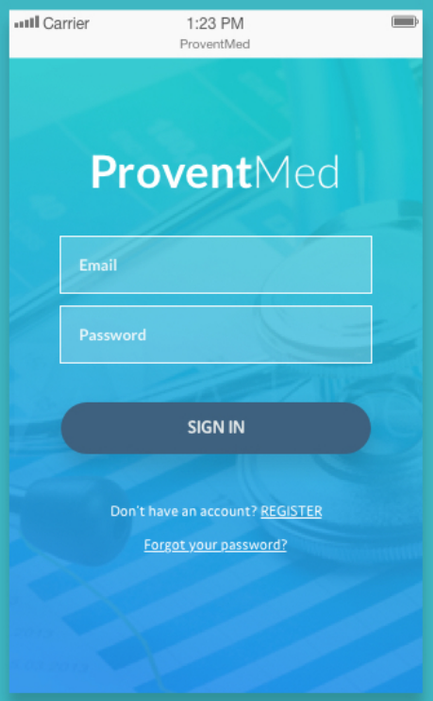
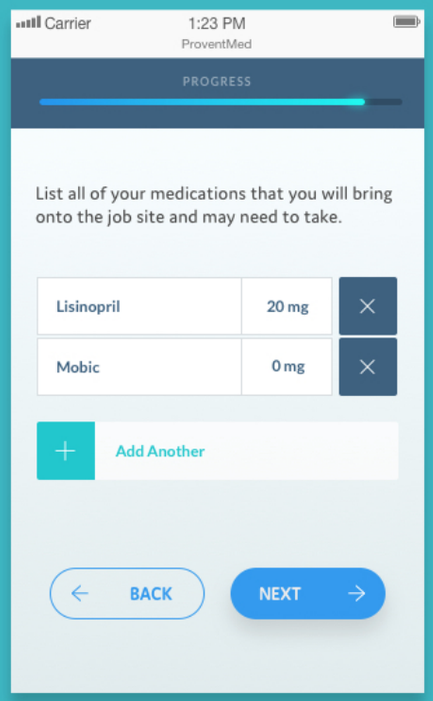
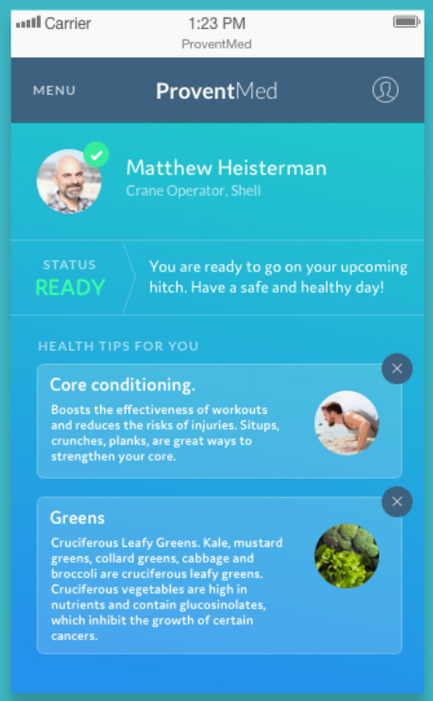
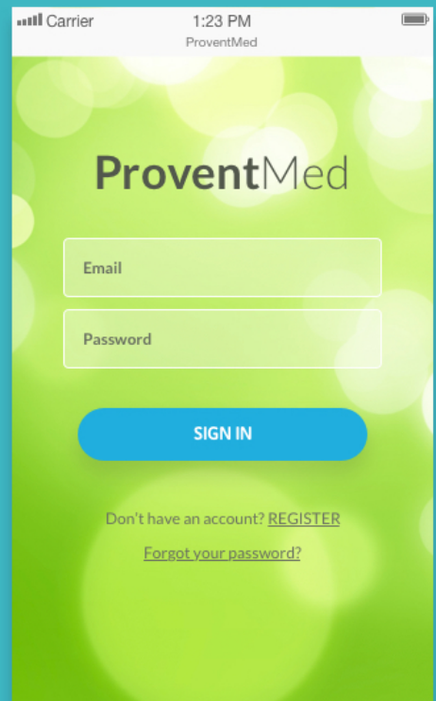
3) VISUAL DESIGN

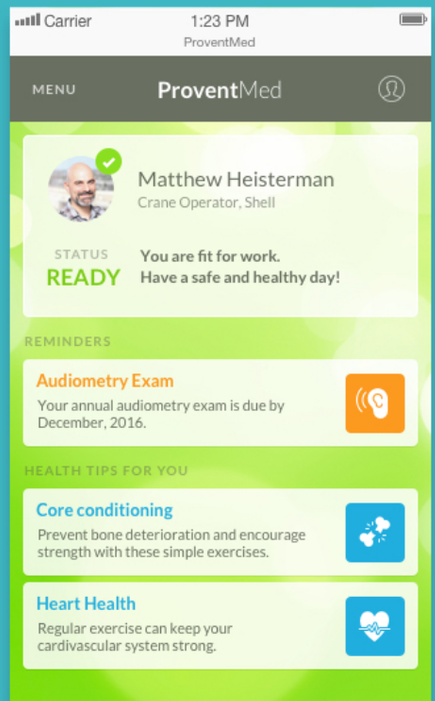
We iterated on several user interface design concepts.

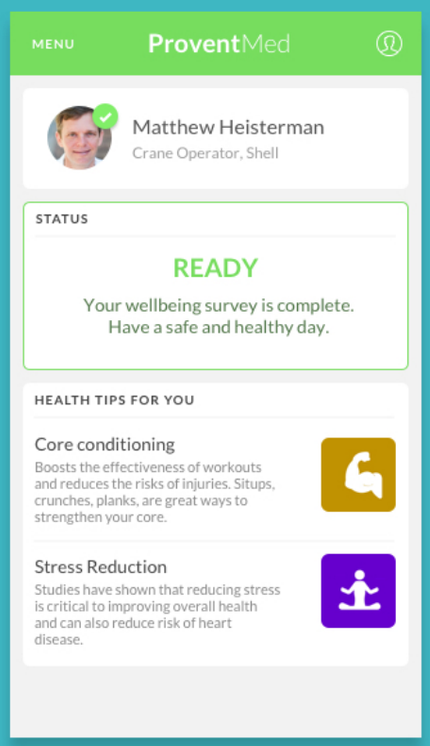


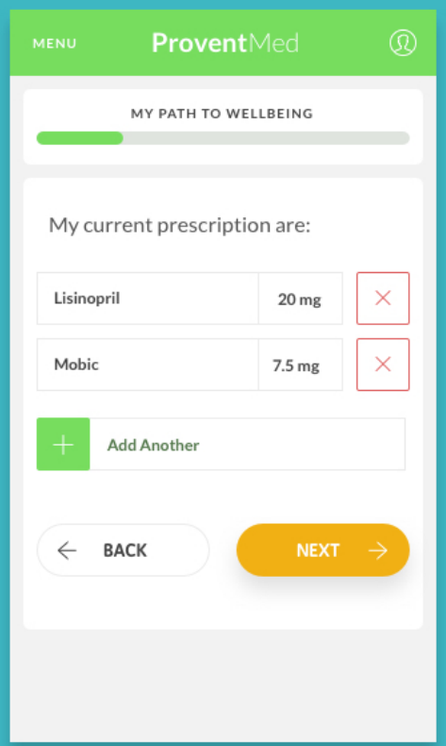












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4) CLICKMODEL

Lastly, we created a series of end-to-end prototypes that we used to build trust, gain alignment, and test with end users.

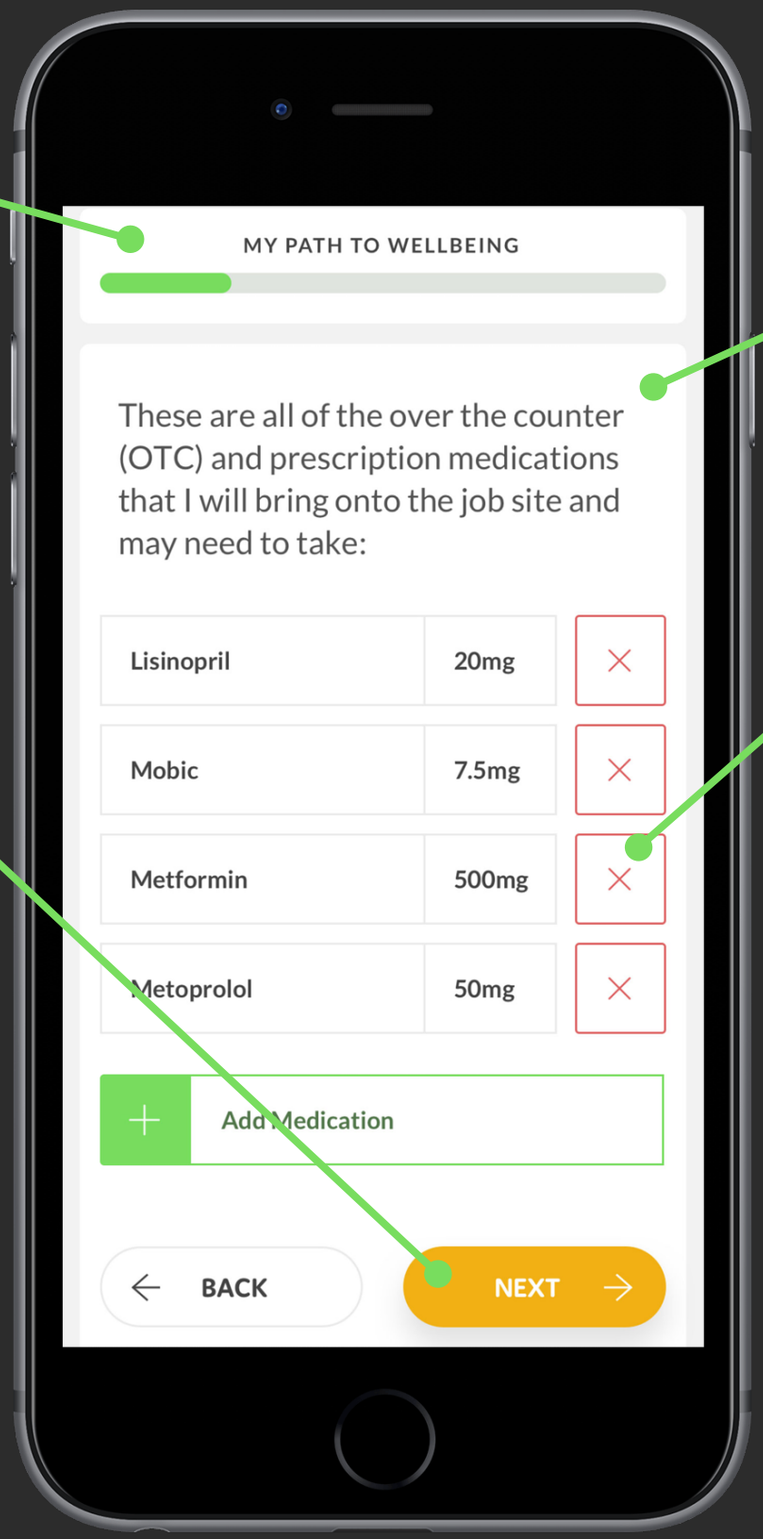
KEY UX FEATURES

PROGRESS BAR GIVES USER CONTEXT

SIMPLE INTERFACE REDUCES VISUAL NOISE AND ALLOWS FOR FASTER TASK COMPLETION

INPUTS OPTIMIZED FOR TOUCH

LIMITED USE OF COLOR GIVES IMPORTANT OR ACTIONABLE ITEMS MORE MEANING



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KEY UX FEATURES

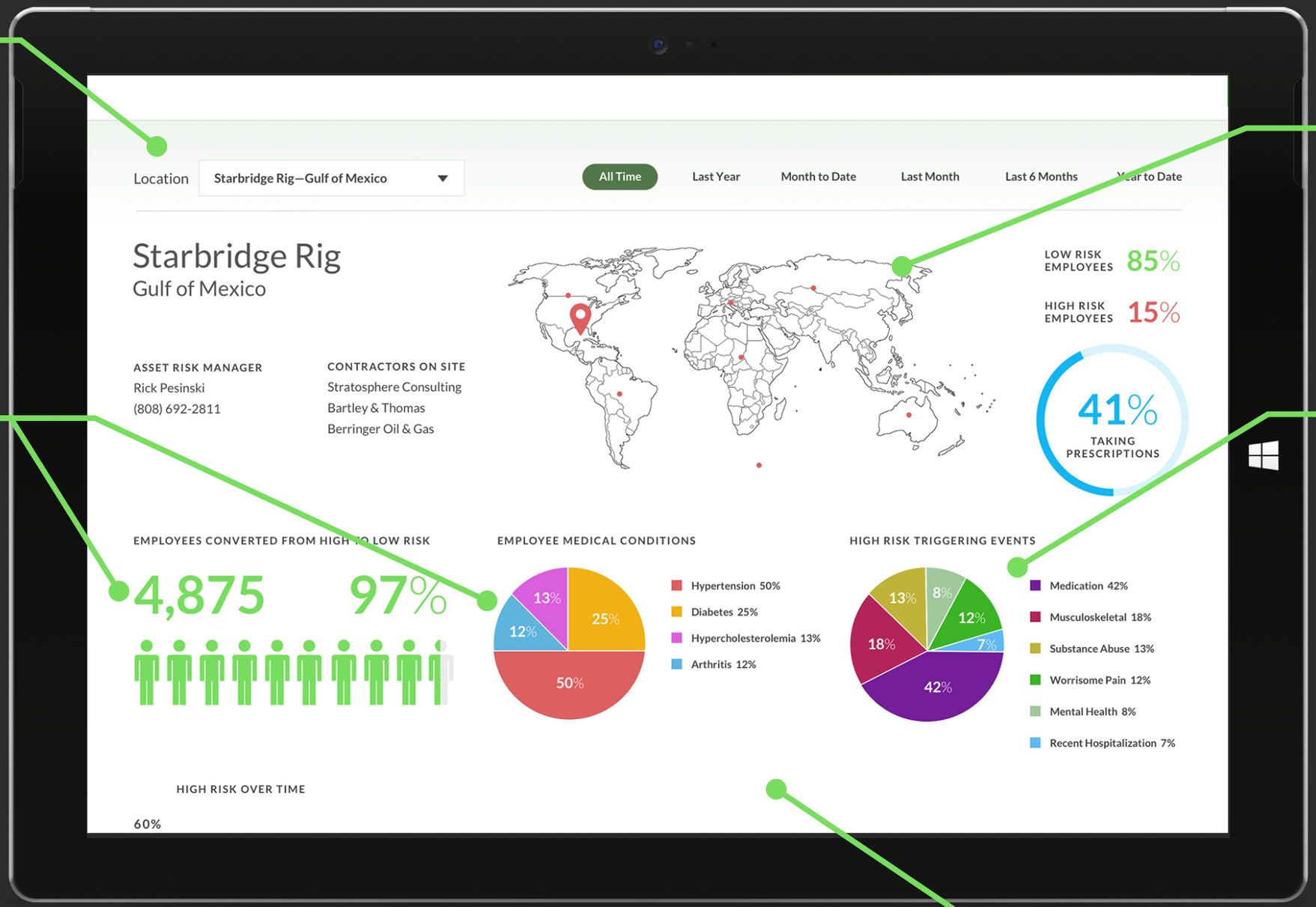
LIGHT BACKGROUND GIVES COLORFUL DATA MORE MEANING

VISUAL VARIETY OF DATA INCREASES ENGAGEMENT AND CLARITY

VISUAL MAP PROVIDES CONTEXT

BREAKDOWN OF COLOR TO QUICK MATCH DATA POINTS

AMPLE WHITESPACE INCREASES USABILITY



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Thank you

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