ACL Digital
an ALTEN group company

ACL DIGITAL HELPS LEADING HEALTHCARE SOLUTIONS COMPANY

with a Simplified Self-Diagnostic App on a Personal Healthcare Device

Service: Experience Design Services

OVERVIEW

The client is an innovative integrated solutions provider for nursing and health professionals to help them work efficiently and cost-effectively for the benefit of patients. As a global business headquartered in Germany, the client has partners and distributors across the globe.

The client's product development team developed a self-diagnostic app targeting elderly people (>50 age years) to help them track their health data taken from their personal health devices. The client wanted to position the app on a broader level in customer adaptation, among other competitors in the market. ACL Digital helped the health app development team design the BP & ECG tracker mobile application experience to enable a seamless transfer of measurements between device and application with easy to share options.

THE CHALLENGE

Need for a simplified dashboard that loads clear and clean information to maximize app usage

Need to ensure crystal-clear and error-free data transfer from the device to application

Need to position themselves on a broader level in customer adaptation, among other competitors in the market

ACL DIGITAL'S DESIGN PRINCIPLE TO APPROACH THE PROBLEM

Our UX Designers arrived at a wireframe with illustrated feature based journey for every user, including intuitive workflows such as User Registration, Device Registration, Reports and Dashboard. Based on the client's requirements and encapsulating the user experience, we defined the following Design Principles:

1. **Accessible:** User can access important features with minimal effort
2. **Comprehensive:** User/ Device Registration experience are the best example that helps the users to complete tasks
3. **Clear:** Seamless experience throughout the application without getting lost anywhere
4. **Secure:** Getting user data consent and providing them with limited data to access the application

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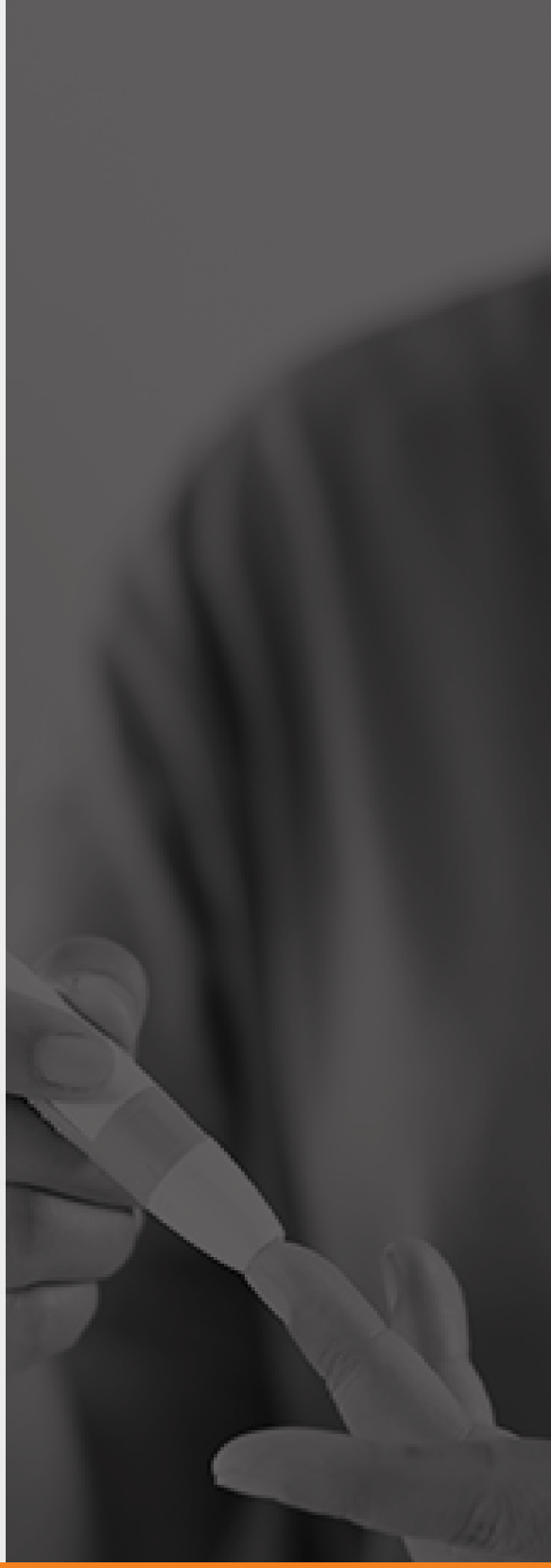
SOLUTION

Our engagement with the client started during the pandemic when the U.S had started declaring lockdowns and companies initiating work-from-home policies. During the uncertain times, we worked with fluid plans and constantly adapted to changing events, often in real-time. To accomplish the goal, ACL Digital provided the client with an accessible and user-friendly mobile application to collect the customer's BP & ECG data wirelessly from their compatible healthcare devices

- From understanding the specific requirement, doing competitive analysis, and sharing prototype to delivering the final design and conducting validation tests, we provided the end-to-end solution remotely without physically visiting the client
- In addition to analysing and observing the device to understand the context of both physical and digital aspects of its usage, ACL Digital's UX team conducted online workshops with experts to understand users' pain points, expectations, and motivations. We studied the existing apps that are available in the market and derived an aesthetic design language and a simplified user journey
- We designed an experience with simplified dashboard that loads clear and clean information
- We framed an empathetic design along with a set of recommended features to create a new user experience for the client's product consumers and shared the prototype with the client using collaborative tools
- We ran validation tests with the team experts remotely
- We brought forward the important services and functionalities as an extended support to the BP & ECG device and web application
- We created a holistic experience that married cognitive design appeal with an approachable look and human feel



> *"I would like to thank everyone from the ACL Digital team for their cooperation and support during this project. We have achieved a great output with a modern and appealing app design!! We are now well-prepared to program the app and look forward to putting it into action."*
>
> **- Brand Manager**

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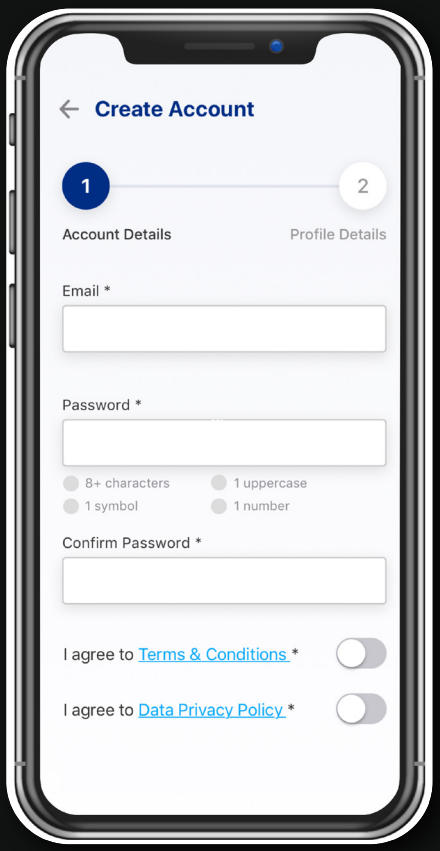
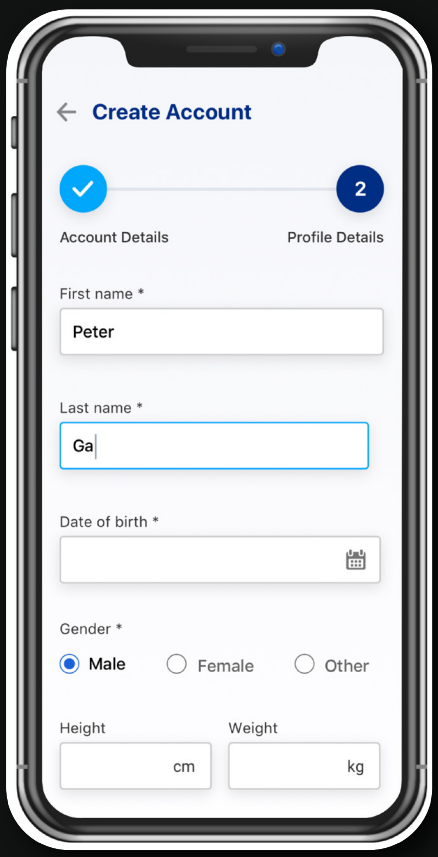




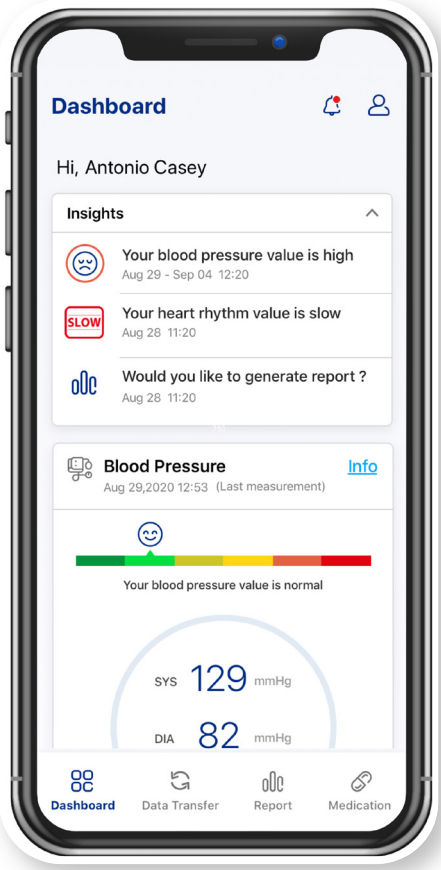
BENEFITS

1 Easy User Registration

Abiding by the GDPR related to sharing health data, we enabled step by step process for user registration with minimal user information and necessary user consent. This helped gain the confidence of the end users (aged 40 and above) in using and sharing personal data on the app

2 Simplified Dashboard

A simplified dashboard with large cards for better focus, better visual hierarchy of elements, and clean design for enhanced readability laid out as per the convenience of the end user encourages them to use the app hassle-free, gaining the maximum benefit out of it



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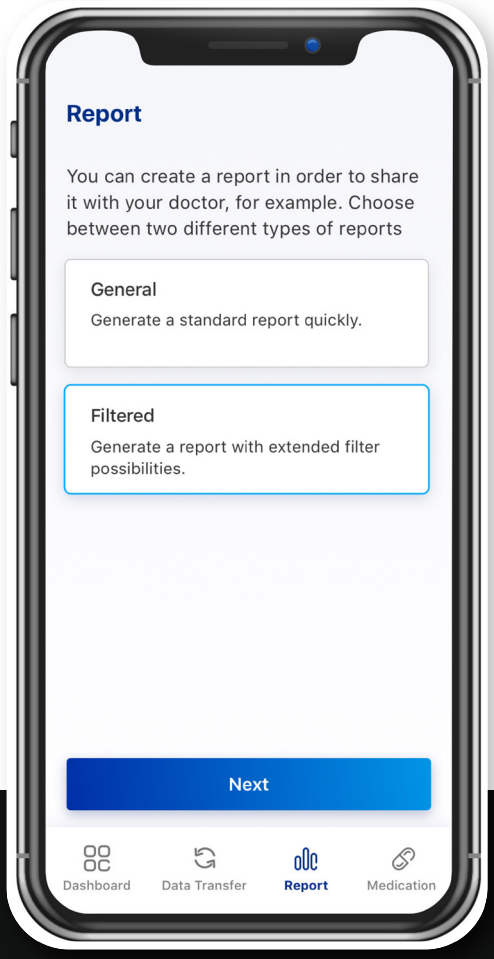
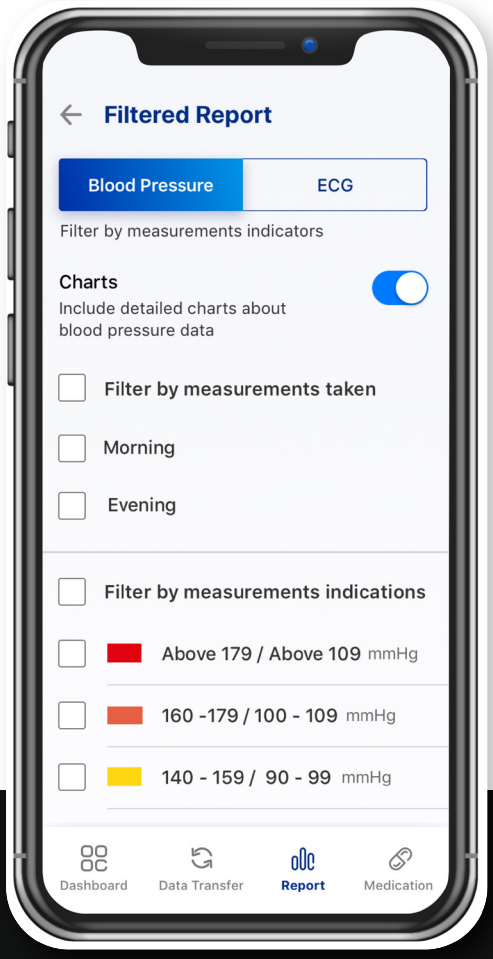


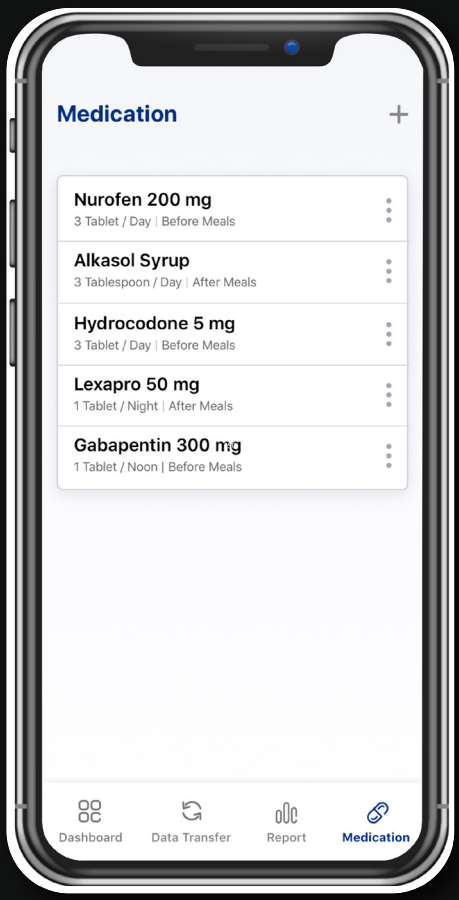


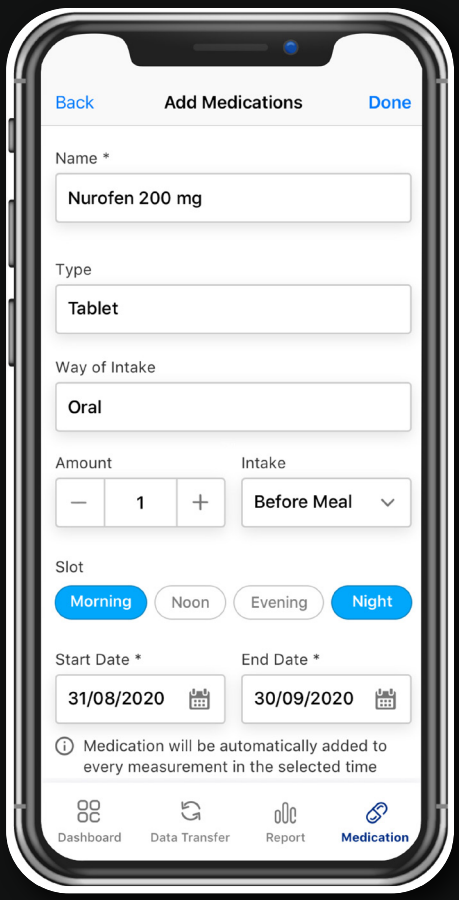
3 Quick Access To Reports

Our uniquely designed step by step process to complete tasks provides accessibility to various reports with clear information. The end users can seamlessly filter, generate and share reports

4 Quick And Timely Reminder

The user experience design of the mobile application included a reminder functionality to help the end-users. It allows end users to keep a tab on their health metrics, evaluate, share when needed, track their medication history, set reminders for their medicines, and make necessary changes and improvement.





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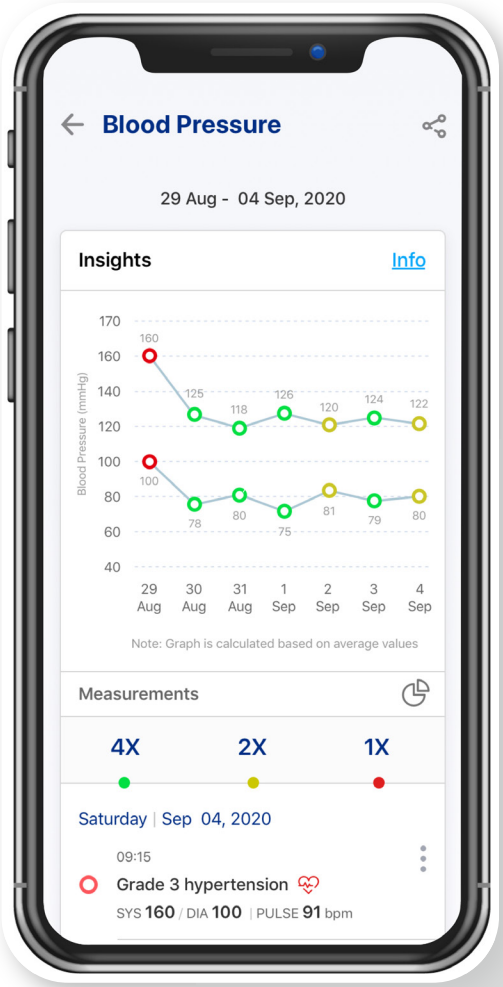
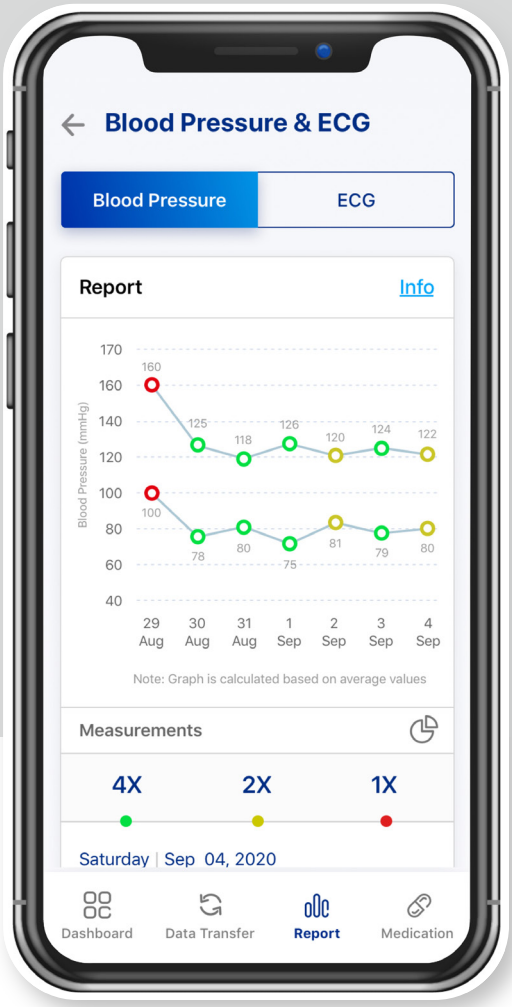


5 Detailed Insights

ACL Digital's innovative user experience design helps the end users access direct and quick insights on their health reports in no time



ACL Digital is a design-led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses. ACL Digital is a part of ALTEN group, a leader in technology consulting and engineering services.

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