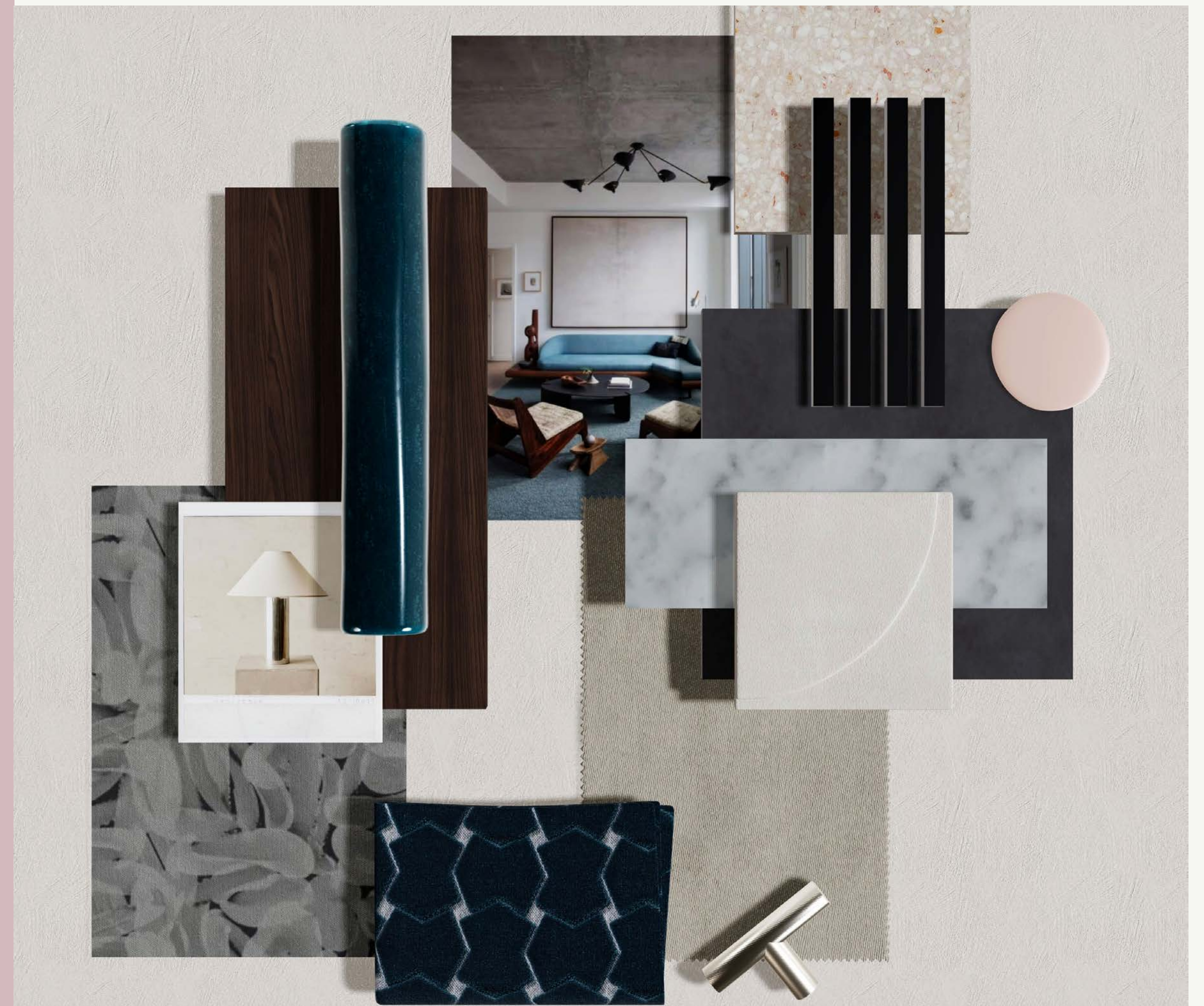


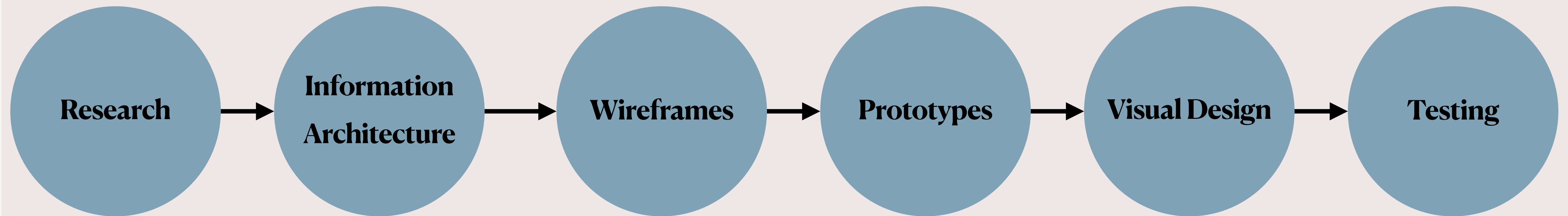
Example Processes

Skot Kremen



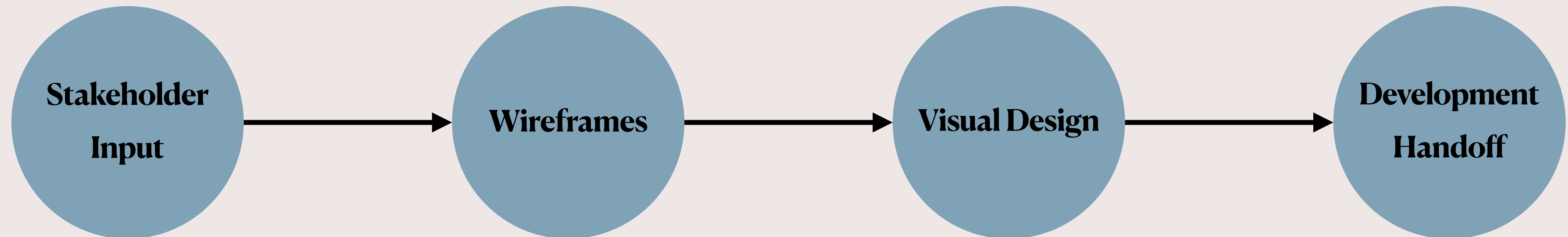
Design Processes

Method One



Design Processes

Method Two



Pharma AI Platform

Web Dashboard

Team:
15 Members
Tools:
Figma, Axure, Google Suite, Adobe CC
Methods:
AI, Usability Testing, Learning Design, Product Design

What is it:

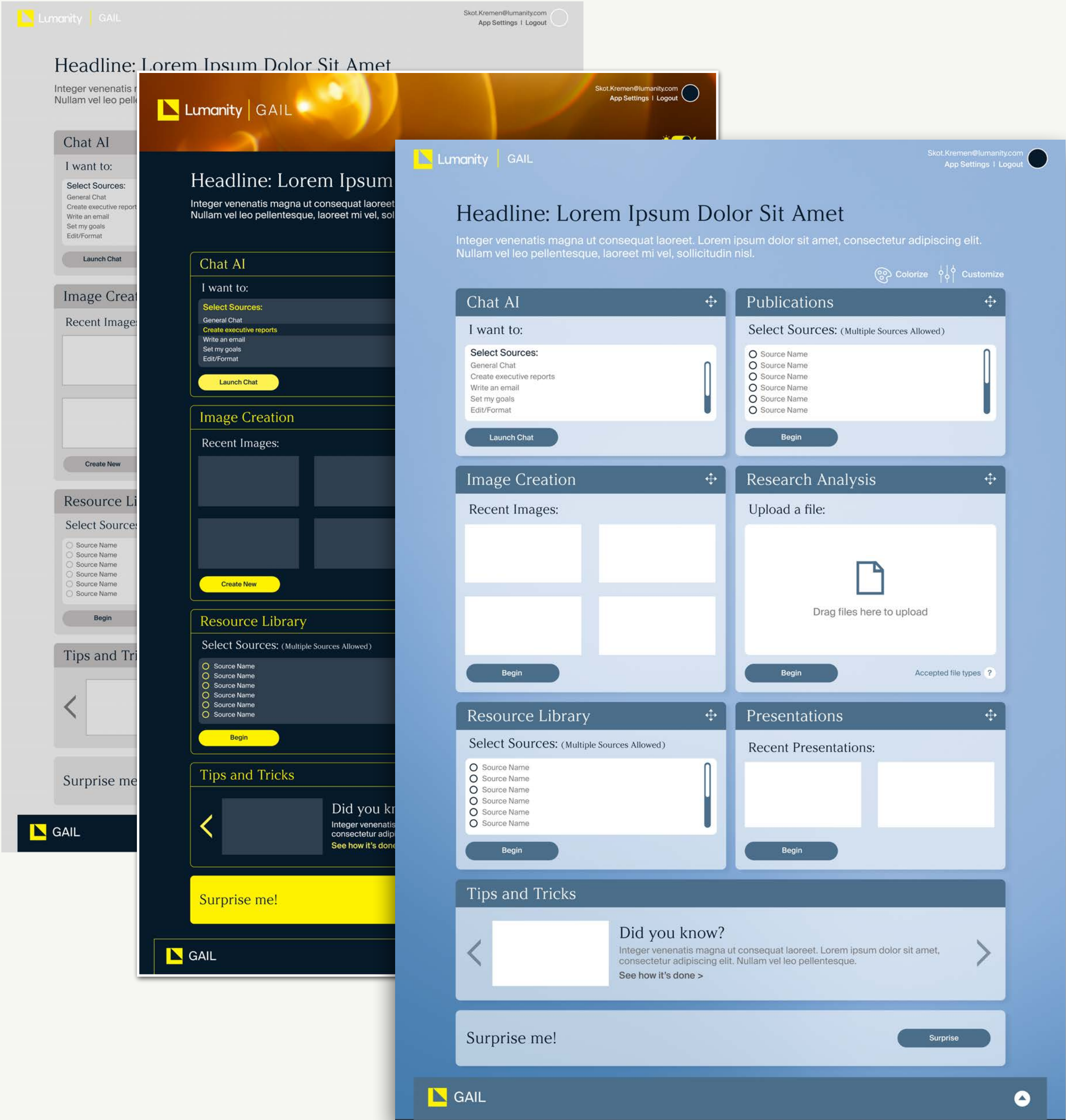
A modular, user configurable AI platform which was designed with Pharma level security in mind.

Challenges:

- Getting internal stakeholders to use this over ChatGPT
- Designing a taxonomy which automatically decides which AI applications are necessary for each business unit of the company
- Creating a platform which could be branded as well as generic so as to be internally useful as well as marketed as a viable product.

Solutions:

- Qualitative user testing streamlined a modular approach which enabled a design system which Pharma users would prefer to use instead of ChatGPT
- Virtual card sorting exercises and mind mapping sessions with business unit leaders streamlined the modular app provisioning to maximize utility and repeated use
- Analysis of best-in-class modular design skinning allowed us to created a generic version of the platform which could be quickly adapted to work with any brand.



Pharma AI Simulator

Healthcare Professional and Patient Roleplay

Team:
15 Members
Tools:
Figma, Axure, Google Suite, Adobe CC
Methods:
AI, Usability Testing, Non-visual Design, Product Design, Learning Design

What is it:

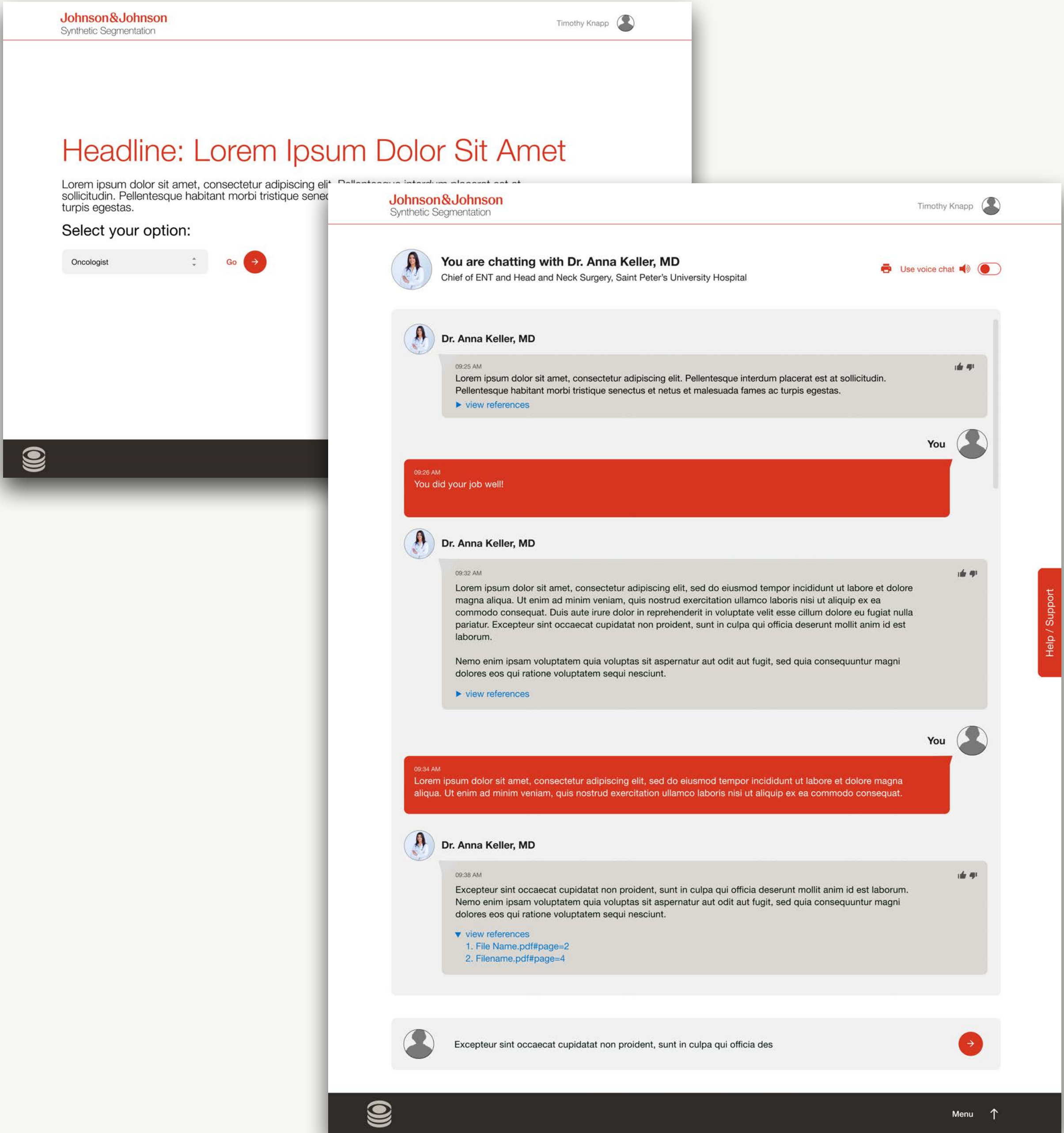
An adaptable AI simulation allowing researchers, doctors and patients to speak with colleagues using a custom built LLM with a focus on specific disease states.

Challenges:

- Creating an interface that users would feel comfortable with in a collegial situation
- Designing an interface which includes voice interactions, dynamic resource delivery and medical references.
- Build a platform which would pass medical regulatory approval while utilizing dynamic content (for roleplay chat)

Solutions:

- Conduct competitive analysis research of best-in-class chat interaction
- Carry out informal user tests for complex non-visual and dynamic content based interfaces.
- Ensure that the information provided in this custom LLM can export in a format which can be both modular and exportable to regulatory commissions when necessary.



Momcology Website

Caregiver Support Design System

Team:
10 Members
Tools:
Figma, Axure, WordPress,
Adobe CC, Sketch
Methods:
Card Sorting, Creative
Concepting, Product Design,
Educational Planning Sessions

What is it:

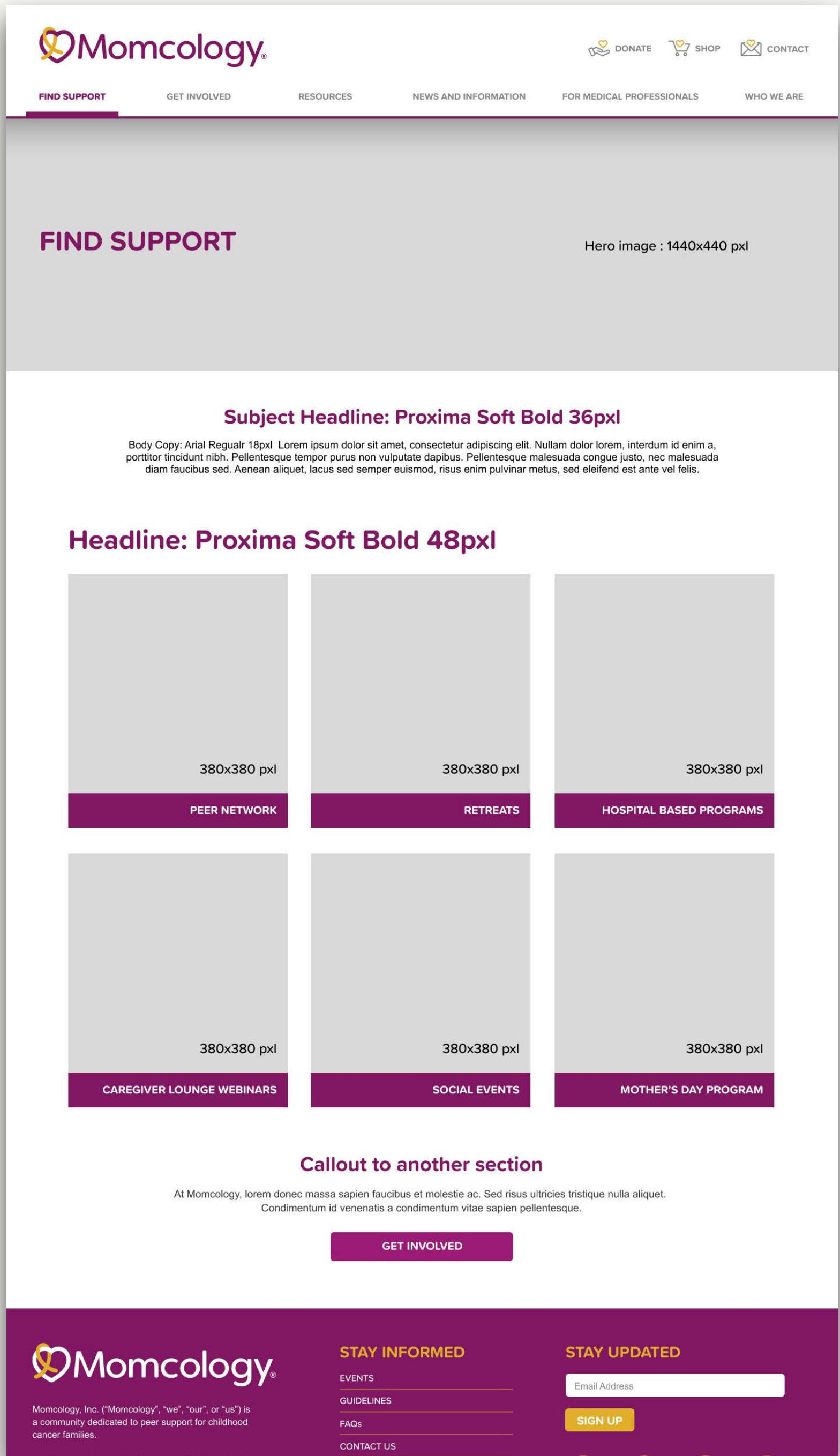
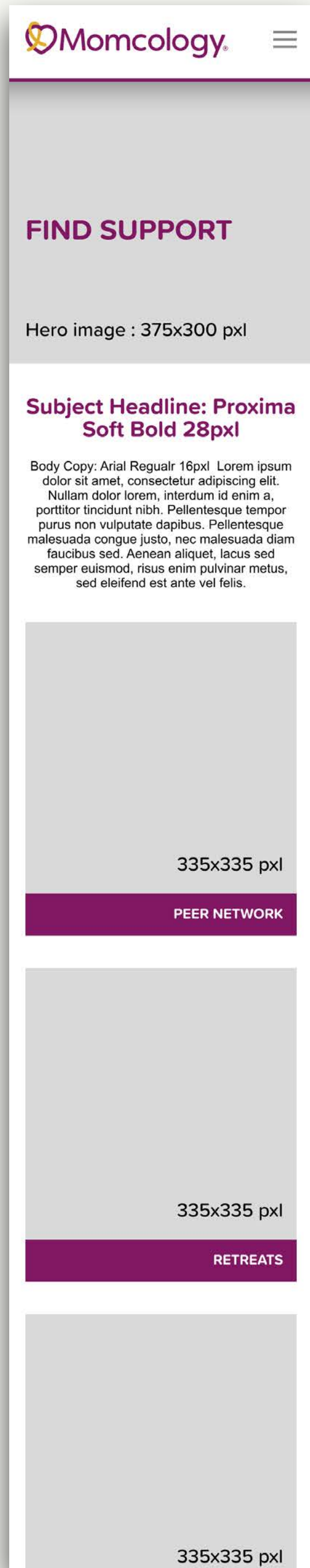
A client configurable design language system built to be integrated into one of many CMS platforms such as WordPress or Drupal.

Challenges:

- Rebranding of dynamic digital ecosystem with few digital assets provided.
- Creation of a responsive global experience language which would be handed off to a client who did not have extensive experience with integrating custom creative into a CMS platform.
- Ensure that provided assets would function within any dynamic content delivery system with an expanding information architecture.

Solutions:

- Deploy a survey of users and conduct an inventory of previously existing assets to create media asset templates for future format creations.
- Engaged clients and stakeholders in formal and informal training sessions on best practice media creation and CMS integration.
- Sample prototyping sessions were implemented as a method of instruction and streamlining design delivery methods.



Opill

DTC Patient Website

Team:
18 Members
Tools:
Figma, Axure, Google Suite,
Adobe CC
Methods:
Content Strategy Workshops,
Rapid Prototyping, Wireframes,
Design Strategy

What is it:

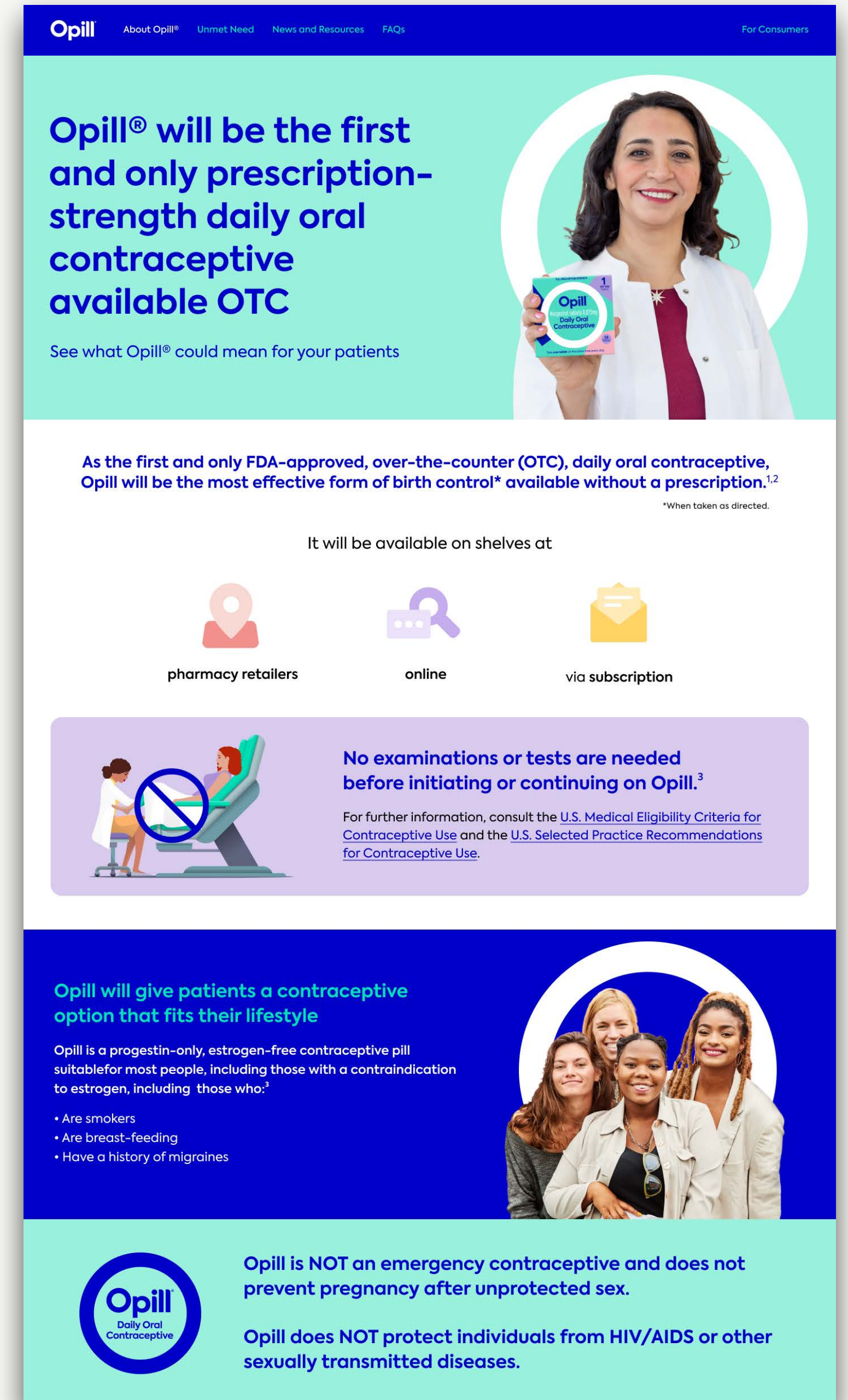
Opill is the first over the counter prescription strength oral contraceptive pill and they needed a concise website which would be simple for consumers to peruse while conveying enough information to educate users in this growing landscape.

Challenges:

- Creating an simple-to-navigate design system which conveyed appropriate amounts of clinical information to a specific audience.
- Implementation of information architecture which would both engage users and generate a substantial organic SEO footprint.
- Implementation of a multiple landing page design strategy within a content rich design landscape.

Solutions:

- Using Figma's auto-layout, different sample design systems were created and then a ranking system was constructed to ensure ideal usability with the specific audiences.
- Prototyping various sitemaps to ensure that navigation would function optimally in a linear or non-linear narrative.
- Engage multiple teams by holding content strategy workshops to ensure that appropriate content levels for both SEO and human consumption are present.



23andMe

Clinical Trial Website

Team:
25 Members
Tools:
Figma, Adobe CC, Sketch
Methods:
Information Architecture
Strategies, Rapid Prototyping,
Product Design, Content Strategy,
UX Strategy

What is it:

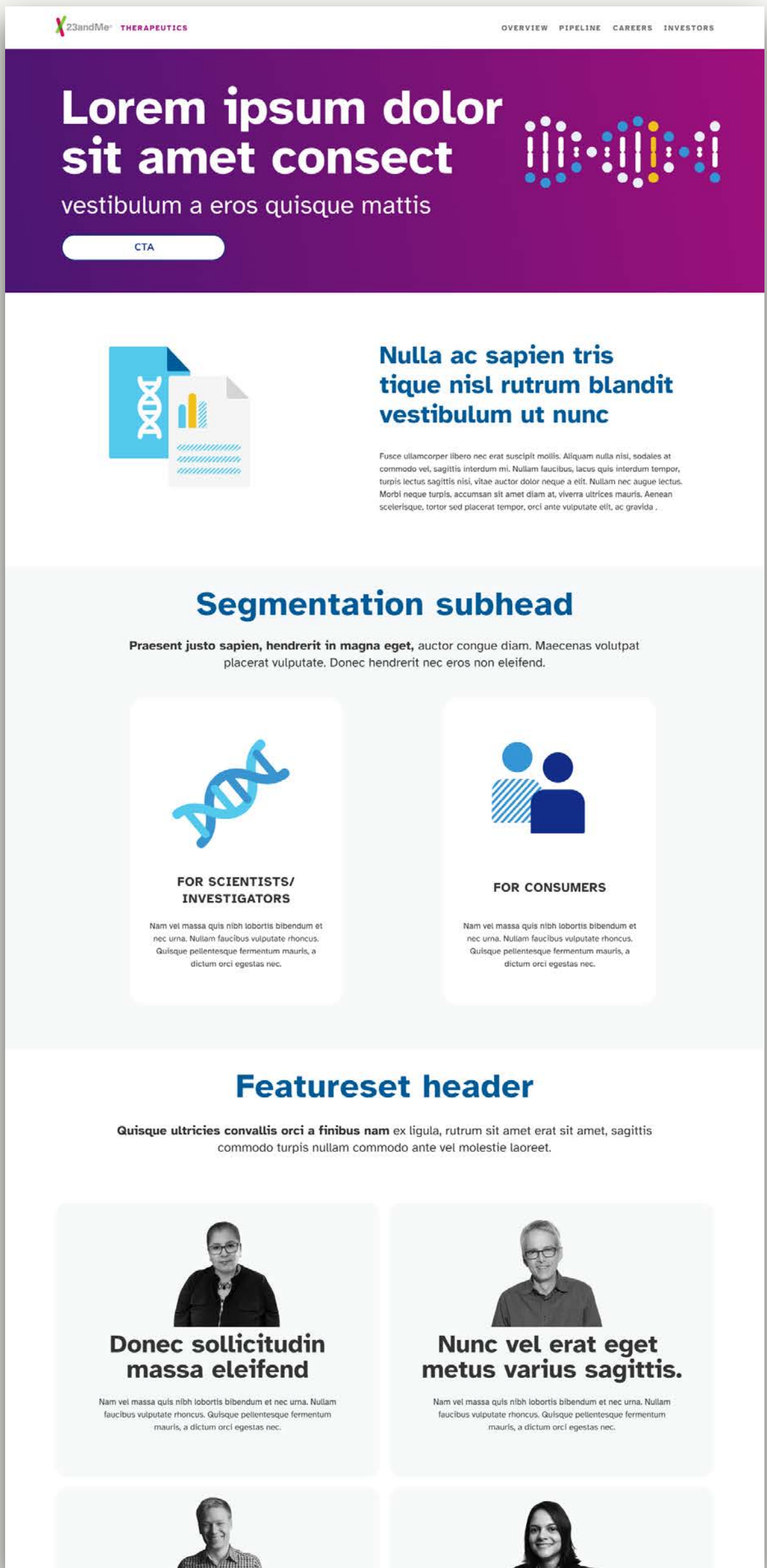
23andMe is an established brand which was using their established genetic database to introduce new biopharmaceuticals into the market. In order to recruit healthcare professionals and patients into these trials, they needed a separate yet similarly branded space to inform and engage a different population segment.

Challenges:

- Introduce a best-in-class clinical trial website into a pre-established brand while maintaining a high standard in both verticals.
- Work with current client staff to enter a new space which they were unfamiliar with.
- Creation of a secondary design identity which would live simultaneously within the 23andMe ecosystem.

Solutions:

- Perform competitive audits of high performing clinical trial sites which live along side an already existing (yet unrelated) product pipeline.
- Hold learning sessions on FDA design regulations regarding specific non-approved products and clinical trials and implement design and UX best practices to ensure optimal delivery.
- Prototype all unique interactions to ensure ideal functionality of micro-interactions which can be integrated into the larger design ecosystem of a well established brand.



Daiichi-Sankyo

Access Central 4U

Access & Support HCP Portal

Team:
47 Members
Tools:
Sketch, Adobe CC, Axure
Methods:
Information Architecture Strategies,
Rapid Prototyping, UX Design,
Content Strategy, UX Strategy,
Digital Ecosystem Research

What is it:

Daiichi-Sankyo Access Central 4U is a Access and Support portal website for healthcare professionals, hospital administrators and payer marketing individuals to learn about financial and clinical information in order to support a large patient population.

Challenges:

- Construct a portal which houses a large product pipeline that contains varied safety and information guidance.
- Engage multiple product teams to ensure ux and design form cohesive framework
- Create a template based design system, to ensure that as new products are introduced, they can be integrated into an existing web property.

Solutions:

- Conduct information architecture brainstorming sessions with multiple teams to ensure that each product pipeline is represented while ensuring an equal level of informational hierarchy for all products.
- Deploy and test multiple prototypes (both wireframe and initial design) to ensure that navigation, and image placement were optimal for both users and stakeholders.
- Ensure delivery of a templated design system which can introduce new brand assets with as little friction as possible.

