# Example Processes

**Skot Kremen** 









# **Pharma AI Platform** Web Dashboard

Team: 15 Members Tools: Figma, Axure, Google Suite, Adobe CC Methods: Al, 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 Al 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

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.

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

Johnson&Johnson Synthetic Segmentation	Timothy Knapp
Headline: Lorem I	psum Dolor Sit Amet
Lorem ipsum dolor sit amet, consectetur adipis sollicitudin. Pellentesque habitant morbi tristiqu turpis egestas.	ie senec Johnson & Johnson Synthetic Segmentation
	You are chatting with Dr. Anna Keller, MD Chief of ENT and Head and Neck Surgery, Saint Peter's University Hospital
	Dr. Anna Keller, MD
	09:25 AM Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque interdum placerat est at sollicitudin. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. View references
	You
	09:26 AM You did your job well!
	Dr. Anna Keller, MD
	09:32 AM Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
	Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. View references
	You
	<sup>09:34 AM</sup> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
	Dr. Anna Keller, MD
	D9:38 AM Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.
	<ul> <li>View references</li> <li>1. File Name.pdf#page=2</li> <li>2. Filename.pdf#page=4</li> </ul>
	Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia des



## 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.

#### ©Momcology.

 $\equiv$ 

#### 

DONATE

NEWS AND INFORMATION

FOR MEDICAL PROFESSIONALS

FIND SUPPORT

Hero image : 1440x440 pxl

#### Subject Headline: Proxima Soft Bold 36pxl

Body Copy: Arial Regualr 18pxl Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam dolor lorem, interdum id enim a, porttitor tincidunt nibh. Pellentesque tempor purus non vulputate dapibus. Pellentesque malesuada congue justo, nec malesua diam faucibus sed. Aenean aliquet, lacus sed semper euismod, risus enim pulvinar metus, sed eleifend est ante vel felis.

#### Headline: Proxima Soft Bold 48pxl



#### Callout to another section

At Momcology, lorem donec massa sapien faucibus et molestie ac. Sed risus ultricies tristique nulla aliquet. Condimentum id venenatis a condimentum vitae sapien pellentesque.

STAY INFORMED STAY UPDATED EVENTS Email Address GUIDELINES Momcology, Inc. ("Momcology", "we", "our", or "us") is a community dedicated to peer support for childhood FAQs

CONTACT US

#### **FIND SUPPORT**

Hero image : 375x300 pxl

#### Subject Headline: Proxima Soft Bold 28pxl

Body Copy: Arial Regualr 16pxl Lorem ipsum dolor sit amet, consectetur adipiscing elit Nullam dolor lorem, interdum id enim a orttitor tincidunt nibh. Pellentesque tempo urus non vulputate dapibus. Pellentesque alesuada congue justo, nec malesuada diam faucibus sed. Aenean aliquet, lacus sed emper euismod, risus enim pulvinar metus, sed eleifend est ante vel felis.

335x335 pxl

PEER NETWORK

335x335 pxl

RETREATS

335x335 pxl



# 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.



#### **Opill® will be the first** and only prescriptionstrength daily oral contraceptive available OTC



See what Opill<sup>®</sup> could mean for your patients

As the first and only FDA-approved, over-the-counter (OTC), daily oral contraceptive, Opill will be the most effective form of birth control\* available without a prescription.<sup>1,2</sup>

It will be available on shelves at







oharmacy retailers

via subscription



#### No examinations or tests are needed before initiating or continuing on Opill.<sup>3</sup>

For further information, consult the U.S. Medical Eligibility Criteria for Contraceptive Use and the U.S. Selected Practice Recommendations for Contraceptive Use.

#### Opill will give patients a contraceptive option that fits their lifestyle

Opill is a progestin-only, estrogen-free contraceptive pill uitablefor most people, including those with a contraindication to estrogen, including those who:<sup>3</sup>

- Are smokers
- Are breast-feeding
- Have a history of migraines





Opill is NOT an emergency contraceptive and does not prevent pregnancy after unprotected sex.

**Opill does NOT protect individuals from HIV/AIDS or other** sexually transmitted diseases.



# 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 nonapproved products and clinical trials and implement design and UX best practices to ensure optimal delivery.
- Prototype all unique interactions to ensure ideal functionality of microinteractions which can be integrated into the larger design ecosystem of a well established brand.

23andMe THERAPEUTICS

 $\equiv$ 

#### Lorem ipsum dolor sit amet consect

vestibulum a eros quisque mattis

CTA

#### Nulla ac sapien tris tique nisl rutrum blandit vestibulum ut nunc

Fusce ullamcorper libero nec erat suscipit mollis. Aliquam nulla nisl, sodales at commodo vel, sagittis interdum mi. Nullam faucibus, lacus quis interdum tempor, turpis lectus sagittis nisi, vitae auctor dolor neque a elit. Nullam nec augue lectus. Morbi neque turpis, accumsan sit amet diam at, viverra ultrices mauris. Aenean scelerisque, tortor sed placerat tempor, orcí ante vulputate elit, ac gravida



#### Featureset header

Quisque ultricies convallis orci a finibus nam ex ligula, rutrum sit amet erat sit amet, sagittis commodo turpis nullam commodo ante vel molestie laoreet

23andMe THERAPEUTICS

#### Lorem ipsum dolor sit amet consect

vestibulum a eros quisque mattis

CTA



#### Nulla ac sapien tris tique nisl rutrum blandit vestibulum ut nunc

OVERVIEW PIPELINE CAREERS INVESTOR

mmodo vel, sagittis interdum mi. Nullam faucibus, lacus quis interdum tempo ctus sagittis nisi, vitae auctor dolor neque a elit. Nullam nec augue lectu Morbi neque turpis, accumsan sit amet diam at, viverra ultrices mauris. Aenea ue, tortor sed placerat tempor, orci ante vulputate elit, ac gravio



#### Segmentation subhead

Praesent justo sapien, hendrerit in magna eget, auctor congue diam. Maecenas volutpat placerat vulputate. Donec hendrerit nec eros non eleifend



FOR SCIENTISTS/ INVESTIGATORS

Nam vel massa quis nibh lobortis bibendum ec urna. Nullam faucibus vulputate rhoncu Quisque pellentesque fermentum mauris, a dictum orci egestas nec



FOR CONSUMERS

ec urna. Nullam faucibus vulputate rhoncu Quisque pellentesque fermentum mauris, a

#### Featureset header

Quisque ultricies convallis orci a finibus nam ex ligula, rutrum sit amet erat sit amet, sagittis commodo turpis nullam commodo ante vel molestie laoree



Nam vel massa quis nibh lobortis bibendum et nec urna. Nullar faucibus vulputate rhoncus. Quisque pellentesque fermentum mauris, a dictum orci egestas nec.



Nunc vel erat eget metus varius sagittis.

Nam vel massa quis nibh lobortis bibendum et nec urna. Nullar faucibus vulputate rhoncus. Quisque pellentesque fermentum mauris, a dictum orci egestas nec



# 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.



