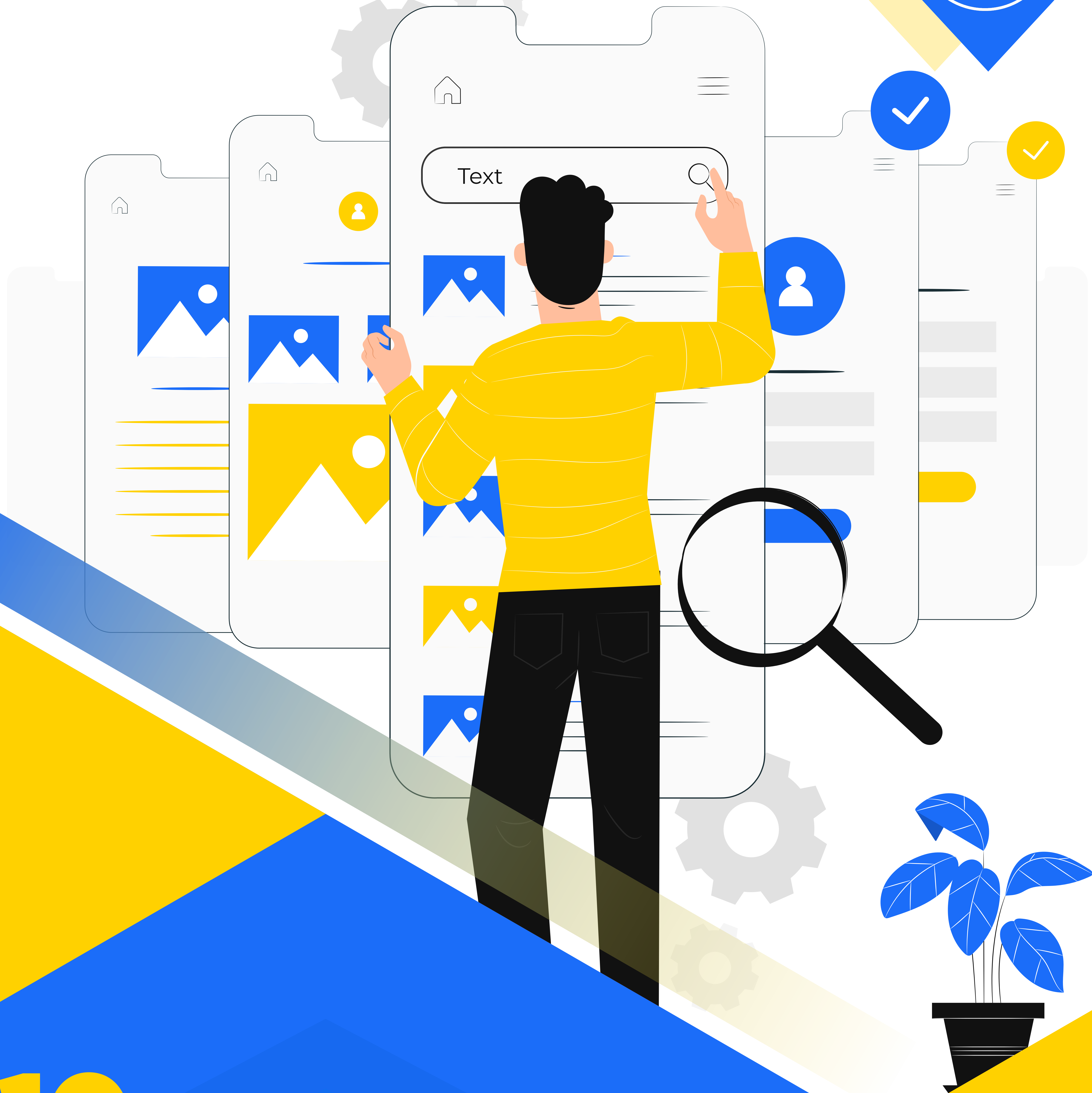


OSP



10

Product Design **TIPS**

For **HEALTHCARE** Leaders



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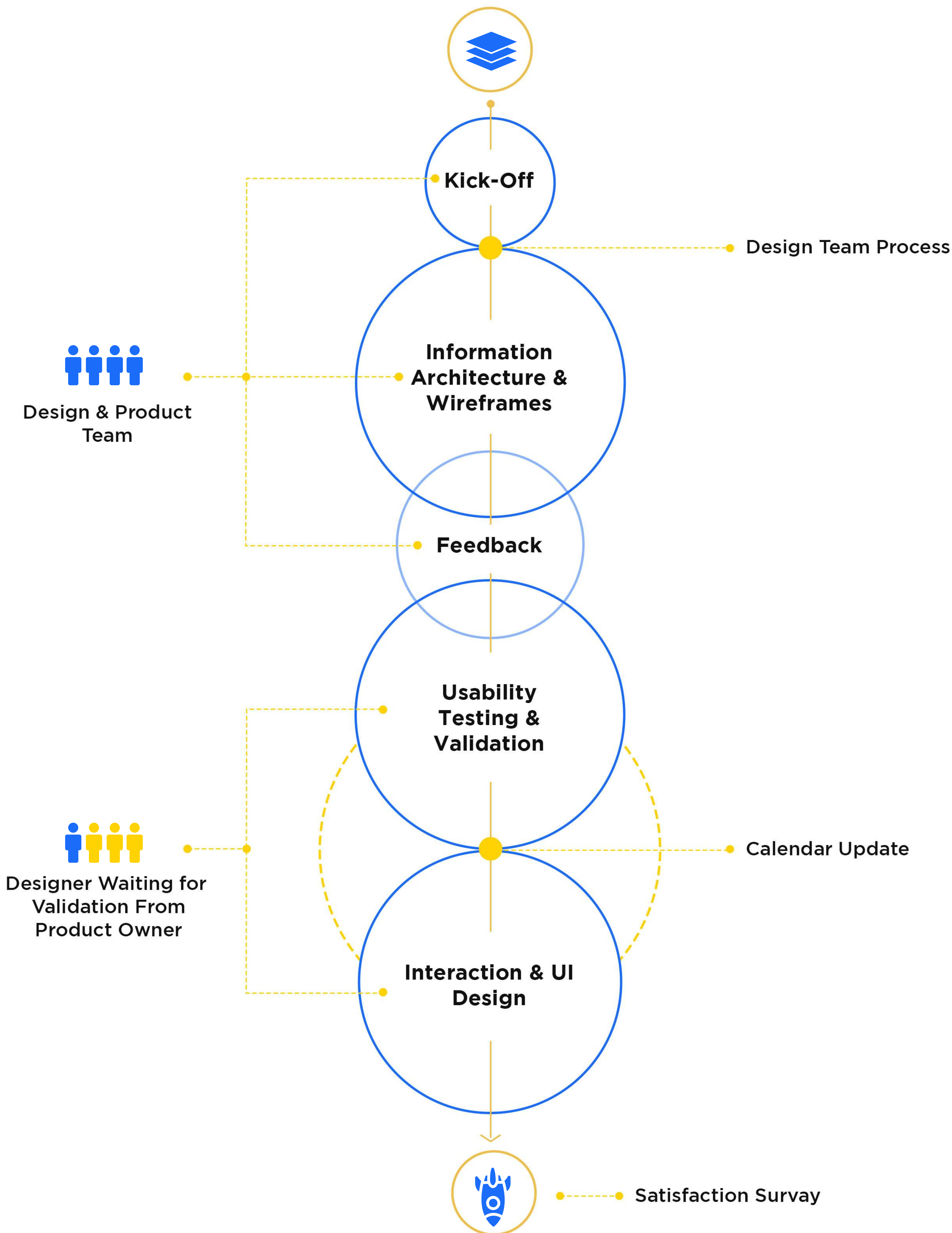
Introduction

“ A User Experience Is Like A Joke.
If You Have To Explain It,
IT'S NOT THAT GOOD. ”

- Martin LeBlanc
CEO, Iconfinder

Technology and digital health are being introduced widely across the global healthcare industry. We are witnessing a change in the operation of providers and health access to patients. Telemedicine and other mobile health applications are gaining popularity. In such times, designing a healthcare product demands knowledge of what's in and what are the must-haves. If you are thinking of developing a healthcare product, here's a list of 10 must-haves that we have created to help you in the process.

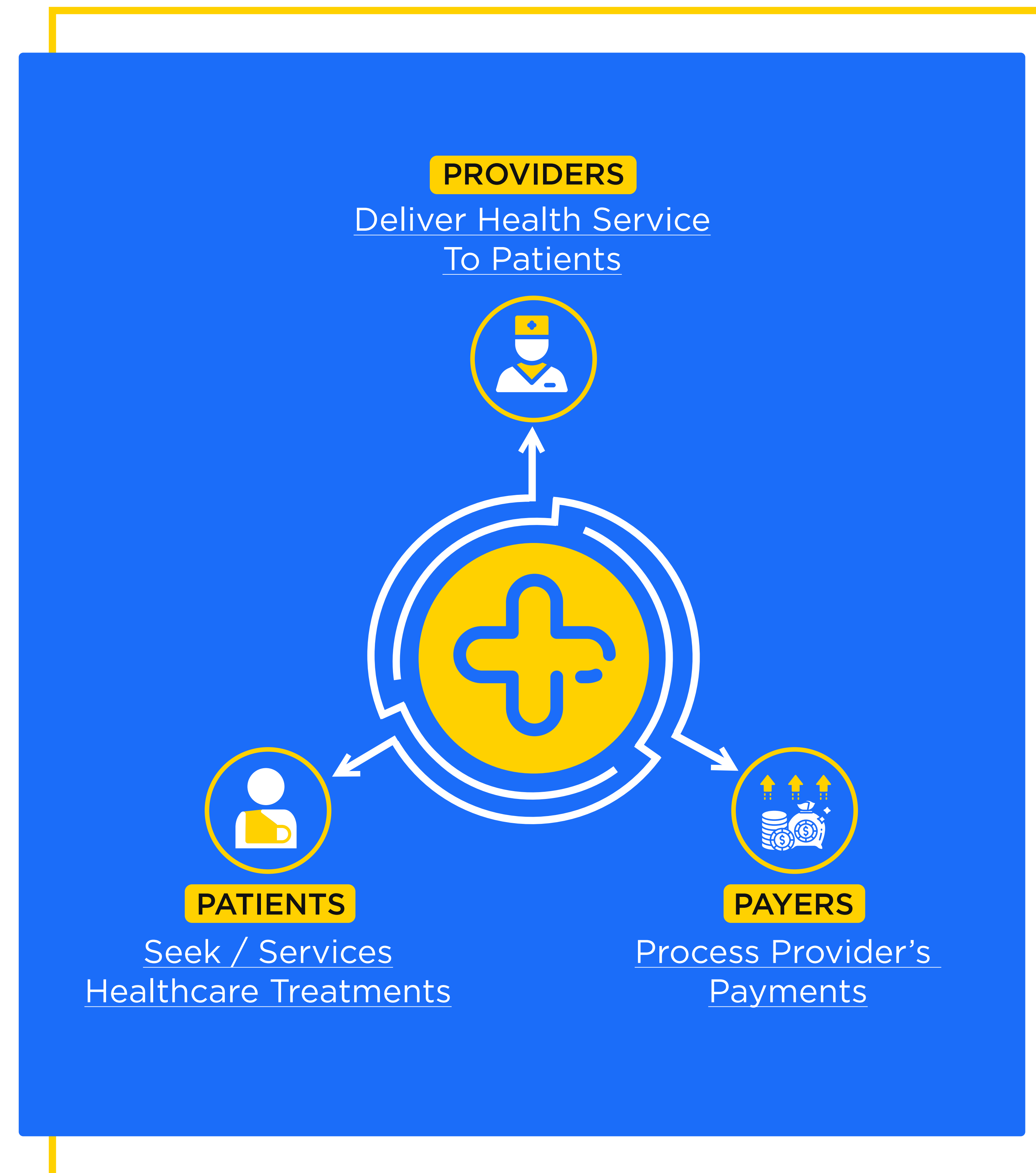
How to Design A **Greate Healthcare Experience**



Understand How The Healthcare Industry Functions

The American healthcare system is complex, unlike most nations. Therefore, prior to building a healthcare product, it is essential to understand the operational process and the components of the healthcare system. The US health industry consists of:

1. **Providers**- Includes the healthcare systems, facilities, and medical professionals. A healthcare provider may denote a hospital, an individual doctor, or a caregiver.
2. **Payers**- Refers to the systems, organizations, and individuals who manage the healthcare expenditure. BlueCross and Medicare are some examples of payers. Payers may have different insurance plans for patients to choose from.
3. **Patients**- individuals seeking medical care. Every patient has his/her unique healthcare need, but the treatment depends on various factors, such as age, demographics, etc.



Create A Team



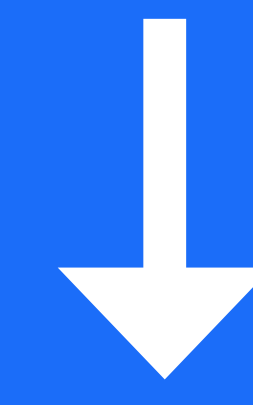
1. Designing a health product successfully requires a skilled and professional team. You need to hire a stakeholder and other team members. It is important to hear insights from different roles in your organization.
2. Have an open discussion of your ideas with your customer support team since they are similar to end-users. Identify what has worked in the past with the help of your product managers. PMs can also provide suggestions on the features that can be added.
3. Gathering ideas and inputs from the entire team would assist in creating a healthcare product that would be effective and popular.

Learn What Your Users Need

1. The UX design you choose for your healthcare product is likely to have an effect on many users. Therefore, it is advisable to understand what patients and providers are looking for.
2. Do your UX research well on similar demographics and target users.
3. The healthcare product must be able to attract the attention of the target consumer group to serve its purpose.
4. The designers in your team must be well aware of the user needs and preferences. Once the research is done, the designer can prepare a checklist which can be followed to ensure successful execution.

CONSUMER NEEDS

Determine user needs to
Create the right product?



RESEARCH

What do consumers seek?
What are their preferences?
What do they value?

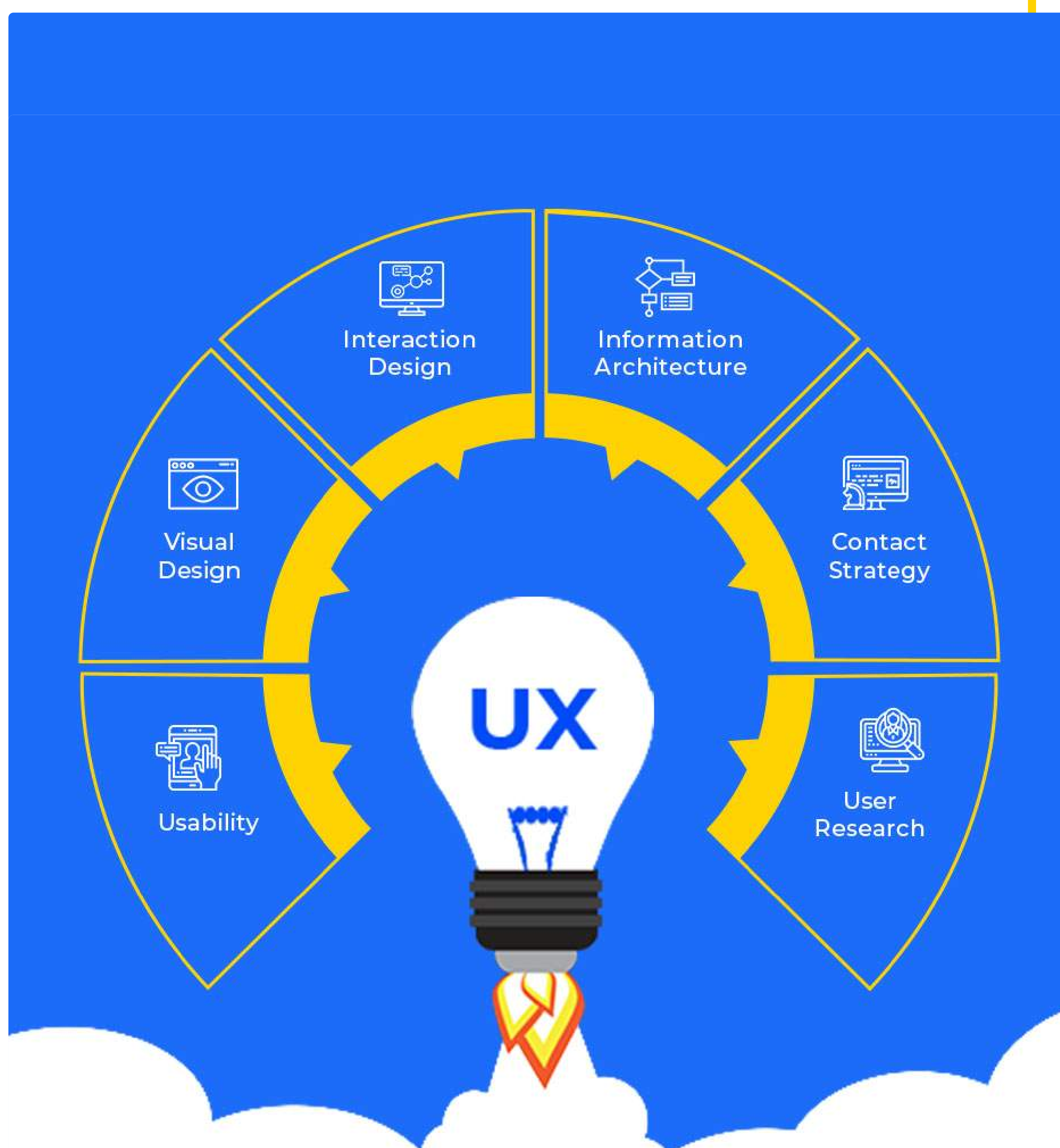


CONSUMER NEEDS

How can you meet user
Needs?
Which hc products will be
Relevant?
What features will work
Best?

Add Minimal Features To Your Product Design

1. The success of healthcare products can be tricky because it depends upon the influence on users, patient treatment, health monitoring, and so on. It is best to keep the UI/UX simple to prevent errors or product failure.
2. Minimalism is the key while designing the UI/UX for your healthcare product in 2021. These days users seek simple and user-friendly interfaces.
3. Focus on certain aspects of the website, those that the users are likely to notice the most. You can estimate these parts by a random eye-tracking test.
4. When you are sure of the parts of the website that will shine, eliminate the unnecessary clutter. No one has the time for pop-up windows and irrelevant notifications, all of which slow down the process. So, make sure not to have them.
5. By keeping the UI/UX simple, you can rest assured that the user's journey will be worth it and time-consuming.



Incorporate Hand-drawn Elements

1. Hand-drawn elements on websites or products add a human touch that will help you connect better with consumers. In recent times, people seek warmth and connection possibly everywhere and incorporating this element in the design will do wonders.
2. These days it is common to drop an email or text, but a handwritten note or section has its own significance. Hand-written elements will make your designs unique and promote a personal touch that digital interactions lack.
3. When people feel the warm and personal connection, you will automatically attract more and more users.



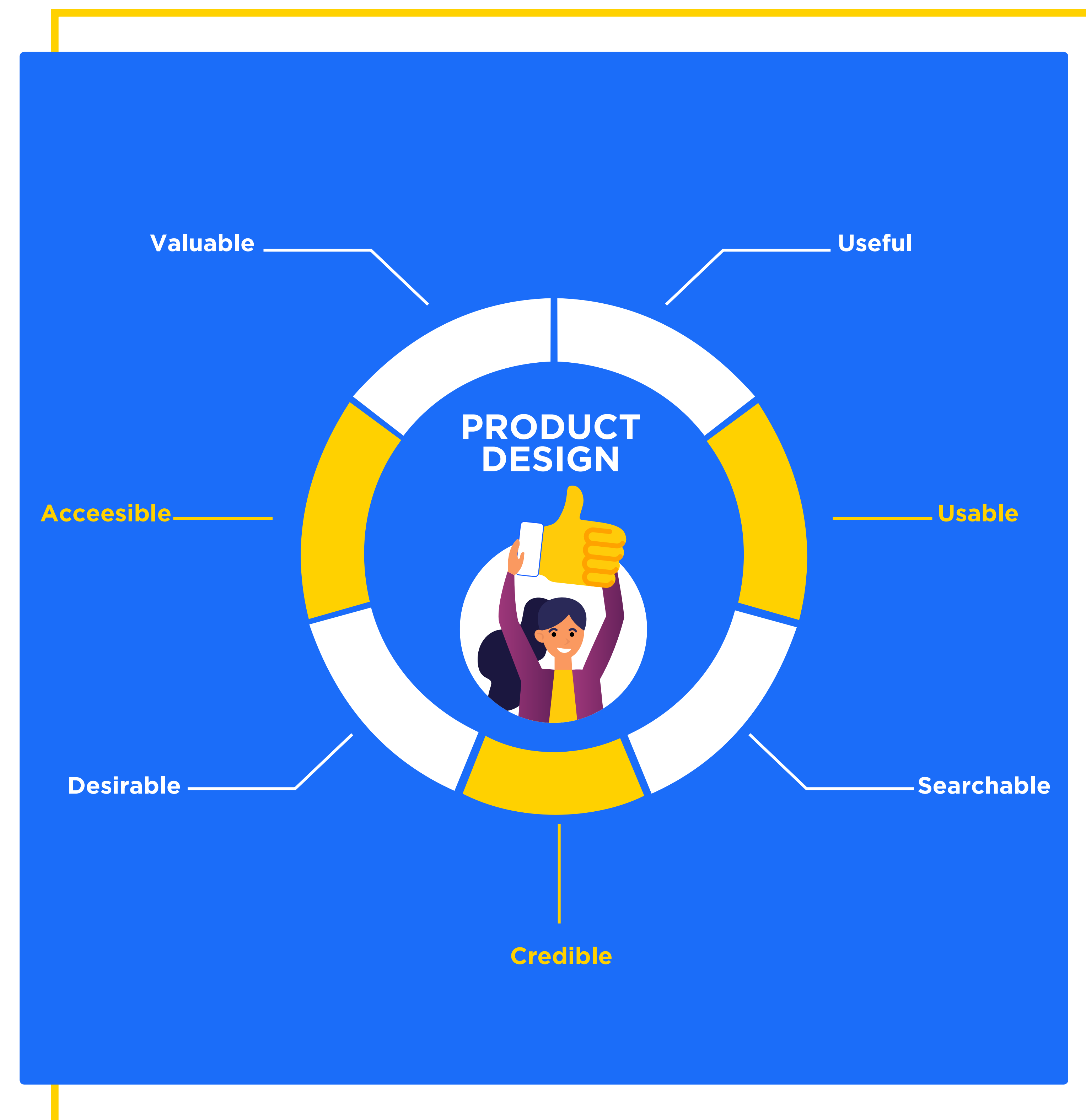
Ensure Speed And Functionality For Mobile Devices

1. The pandemic has resulted in people investing more in applications and products connected that can be accessed from smartphones.
2. Since many individuals are indoors or at home settings, the demand for easy and quick functioning has increased.
3. Speed and functionality is the new now and therefore, adding these features to the product will be a great idea.
4. Moreover, most people check their phones several times a day, starting the time they wake up. If the healthcare design product can be operated from mobile phones, your healthcare design product is likely to be used widely.

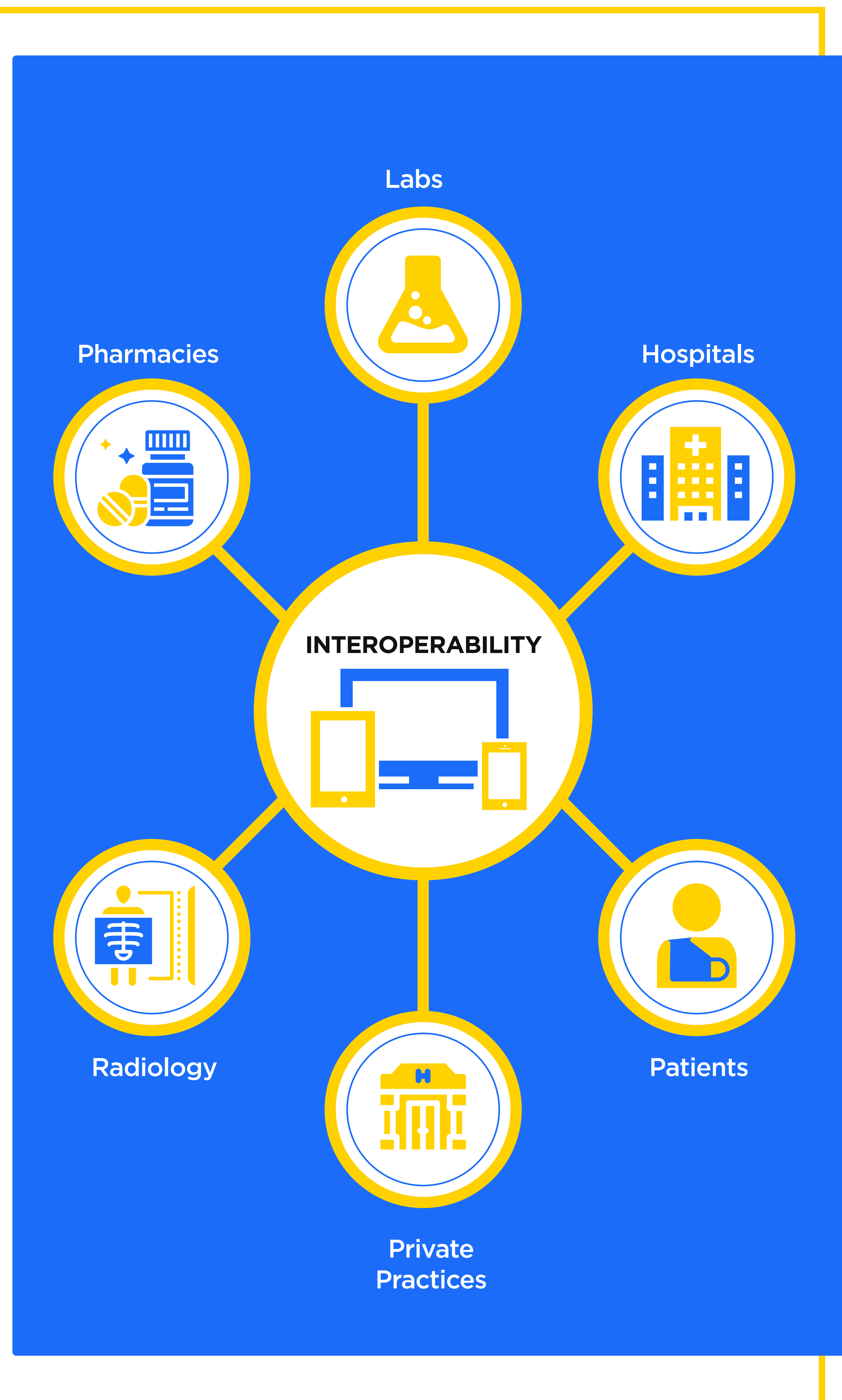


Check If The Product Design Is User-Friendly

1. Good user experience is the main goal for healthcare product designs in 2021.
2. It is best to keep the UI/UX design simple, personalized, and user-friendly.
3. Verify if the product design is easy to use and can be operated from multiple devices without hassle.
4. Code automation may also be a feature you want to add. It would allow the conversion of UI designs into code automatically, thus saving time and resources.



Add Interoperability In Iot



1. Interoperability of healthcare product design denotes the ability to support safe, secure, and effective sharing and use of data between one or more devices, products, technologies, or systems.
2. Since electronic medical products are becoming popular, interoperability in IoT is an important feature to add to your product.
3. It will encourage more users to come on board due to its convenience of accessing and exchanging information.
4. Interoperability in IoT is essential for the collaborative process of product design because it allows integration of different devices, thereby facilitating better user communication.

Test Usability Among Different Demographics

1. Usability testing must form a significant part of your healthcare product design process.
2. It would lower the risk of building the wrong product and instead, ensure that the invention addresses the problems of the target users.
3. Testing usability involves asking selected users to complete some tasks using your product or an interactive prototype. This research tool needs to be carefully administered to make sure that patients can relate to the testing method.
4. You can also collect user feedback to learn from their personal experience of the product while testing.



Review The Product Often

1. Reviews of your healthcare design product will enable you to stay on track with your goals.
2. They allow you to verify whether the product is effective and easy to use.
3. Reviews throughout the entire process are recommended. For example, between the research and concept framework development, or between verification and validation, and so on.
4. Allow consumers to review the product as well. This would give them a scope to communicate any issues regarding the product or a specific aspect of the design.



Conclusion

So, let's quickly refresh the 10 pointers. Shall we?

1. First and foremost, it is essential to understand how the healthcare industry operates. Remember its three components: payers, providers, and patients.
2. Building an efficient healthcare product requires a team with skills and knowledge. Get the team ready, including stakeholders.
3. Know your audience well, and perform thorough research to identify what they want.
4. Minimalism will do you good, so keep the UI/UX design simple.
5. Hand-drawn elements will add a personal touch to the product, try adding some.
6. Make sure the healthcare product is quick-functioning and saves time for the users.
7. Verify whether the UI/UX is user-friendly.
8. Ensure that the IoT supports interoperability, so that the product is operable from multiple smart devices.
9. Check the usability among users of similar demographics as the target consumers.
10. And lastly, review the product during each step of the way to make the final output successful.

We Hope You **Found** This Information Beneficial.
Implementing The **Tips** Mentioned Here Will Ensure
That Your **Product** Is **Efficient** And **User-friendly**.

Need Any Help With Creating A
Healthcare Product Design?

Contact Us Now



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