teva

TEVA Telehealth

DESIGNS BY
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INTERFACE
AUG - DEC 2016

BACKGROUND

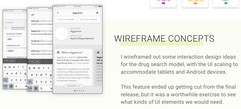
TEVA Pharmaceuticals wanted to build a doctor-patient telconferencing solution for their clients. This was a huge undertaking, targeting all mobile operating systems and all devices available on the market in order to reach the largest possible audience.

I designed and built out a wide range of screens for the application and saw it through to development, ensuring quality and performance across all platforms.

APP FLOW

Telehealth was a small part of a much larger patient experience, including a smart drug search, a drug-drug interaction checker, and a pill reminder feature. I created a full app flow for every possible use case.

We had to design for many account states as well, with parts of the system locked off depending on whether users had created a partial or full account.



WIREFRAME CONCEPTS

I wireframed out some interaction design ideas for the drug search model, with the UI scaling to accommodate tablets and Android devices.

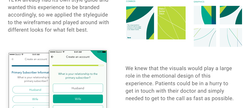
This feature ended up getting cut from the final release, but it was a worthwhile exercise to see what kinds of UI elements we would need.

I wanted to see if a dynamic search and filtering system would work in terms UX and navigation.

Much of this phase involved experimenting with UI layouts and playing around with flexible breakpoints on tablets.

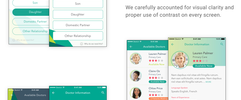
With this knowledge, I built out the basic flows for the telehealth portion, where the user goes through a typical patient intake flow and selects the provider that they'd like to video chat with.

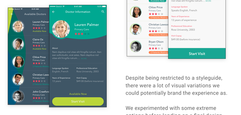
The copy here was extremely important and went through multiple revisions before being finalized.



LOOK & FEEL

TEVA already had its own style guide and wanted this experience to be branded accordingly, so we applied the stylesheet to the wireframes and played around with different looks for what felt best.





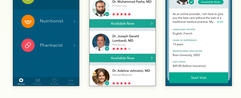
We knew that the visuals would play a large role in the emotional design of this experience. Patients could be in a hurry to get in touch with their doctor and simply needed to get to the call as fast as possible.

We carefully accounted for visual clarity and proper use of contrast on every screen.

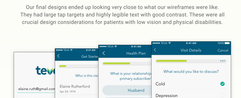
Despite being restricted to a styleguide, there were a lot of visual variations we could potentially brand the experience as.

We experimented with some extreme options before landing on a final design.

FINAL VISUAL DESIGNS



Our final designs ended up looking very close to what our wireframes were like. They had large tap targets and highly legible text with good contrast. These were all crucial design considerations for patients with low vision and physical disabilities.



We removed all the distracting brand elements and limited ourselves to using the color palette very intentionally. A clean, simple, and intuitive flow was what we were striving for in the end. The goal was to get to the video call as quickly as possible.

While the patient was waiting for the call to start, we wanted them to have something to do some, so we added some interactive elements. We had to ask for permissions contextually and had to create a post-visit checkout experience with a rating system and a payment flow.

DESIGN ITERATION

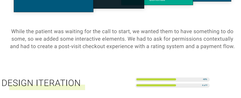
We had to design an experience that would be understood by patients all over the world and work in all cultural contexts. As a result, we had to foolproof every single UI element.

Design components like progress bars had to be universally understood by all patients. We iterated and user tested various versions of specific UI elements heavily.

The experience would be localized to 80+ languages, so our UI would have to flex and gracefully deal with text overflows.

Designing for users all around the world meant conforming with user expectations globally in accordance with their mental model of digital products and technology.

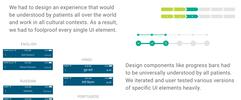
A lot of thought went into designing seemingly simple features like asking for location permissions and what to do in every single failure state where information can't be loaded. We tried to be as helpful and descriptive in all of these cases.



SCALABLE LAYOUTS

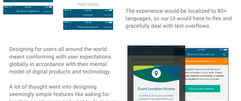
The UI was built on a 12-column grid, allowing for a modular arrangement of elements and efficient usage of the available screen real estate for every type of layout on iPads and Android tablets.

We also had to account for low and high resolutions so that all text and assets rendered in a consistent manner.



The layout had to flex to every tablet, every resolution, and every screen orientation. We defined specific breakpoints for the UI in all these cases. Most of the single-column layouts became a two-column layout on tablets, taking full advantage of the large screen.

AVAILABLE FOR TEVA CLIENTS



The experience is currently available for TEVA clients through the American Well SDK on all iOS and Android devices. The doctor-patient video calling feature (telehealth) was renamed to "**Medical Online Services**" after launch, and is available to all TEVA customers around the world.

THANKS FOR READING

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