Context

Build an inclusive healthcare system

equalityMD was my first client with The Next UX. As a trainer I taught them and a core team of seven individuals representing each of the primary departments. Everyone brought different skills and knowledge to the project, and each individual who has experienced working in a lean product development environment, I help guide my team and stakeholders throughout the process. Which I do.

As the VP of Product, I worked with stakeholders and developed a product roadmap. Based on that roadmap we were consistent in product features, roadmaps and product management. I help manage and guide our product team through our Agile development and design process that align with their sprint planning. These responsibilities also included collaborating with other departments such as Sales, Marketing, Customer Success, Development, Quality Assurance and standards in our product as part of a seamless and holistic experience.

As the Lead UX Designer, I focused on the alignment of the three core disciplines of business, design, and development. I also helped my team and stakeholders, market research and alignment workshops, we were able to have a features list and roadmap.

As the Lead Product Designer, I coordinate business requirements to workflows and optimal mid-fidelity wireframes. Based on the business requirements and mid-fidelity designs passed downs I would manage our designers in finishing the design files to high fidelity designs. Ensuring that the designs are pixel perfect and adhere to our standards and guidelines. This process means the hand off to front-end development standardized and easy. Also, I ensure that our design system, components and design rules were updated in our design system.

My Roles

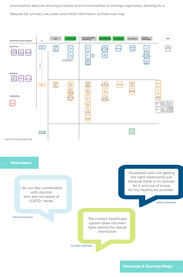
VP of Product

Lead UX Strategist

Lead Product Designer

Imagine
Explore the possibilities.

Conducted interviews with our primary demographic and subject matter experts. After having these interviews I determined 2 primary Personas with 2 supporting personas. The first being the types of patients we want to attract, and the Providers we would like to partner with for our platform. Addressing the provider role proved to be the more challenging because we were now discussing the medical industry with its many rules, regulations, terminologies and culture.



Stakeholder Alignment Workshop

I conducted alignment workshops with shareholders and internal team including card sorting to allow the initial opportunity to discuss the possibilities and potential of the product. Once we had an idea of what our Product Road Map and "how to have" I conducted an audit on what we have for sure, so what were assumptions. Once we had a solid list of features/ functionalities, we did a dot prioritization exercise allowing priorities and commonalities to emerge organically allowing for a features list primary use cases, and initial information architecture map.

Interviews

Personas & Journey Maps

Sarah - Patient
Sarah - Patient
Sarah - Patient