

# CitiusTech: User Experience (UX) Design Services for Healthcare Apps

CitiusTech UX team works with healthcare organizations to help build superior user experience – using its strong UX design principles and deep knowledge of healthcare applications and industry best practices.

The healthcare industry has lagged behind other industries in terms of User Experience (UX). Expectations of better user experience is increasing across all stakeholders – physicians, patients, consumers and other healthcare technology users. In addition to just increasing the aesthetics, user experience has a big impact on end-user adoption of technology in healthcare, and the productivity gains/ ROI of using new clinical applications.

## CitiusTech: UX Design Services for Healthcare Apps

CitiusTech's User Experience (UX) Practice enables leading healthcare organizations worldwide to improve the user experience across various care settings and stakeholders – patients, physicians, nurses, administrative staff, care coordinators, home care providers and specialist care providers.

CitiusTech UX team has a deep understanding of healthcare user scenarios, workflows, desktop and mobile apps, medical devices, diagnostic tools, and operating environments such as Android, iOS, etc.

## CitiusTech UX Design Approach

### Design Roadmap

- Systematic user-centric design approach for healthcare applications
- UX enhancement opportunities including defining strategic roadmap for design

### Design Thinking

- Simple, functional and optimized design solutions to improve usability and productivity

### UX Expertise for Healthcare

- Cross-channel UX design, product conceptualization and feasibility review to address healthcare challenges

### Certified UX Professionals

- Experienced CUA and CXA professionals with strong expertise in healthcare domain and workflows



### Research & Analysis

- Functional / Business Analysis:** Product strategy, existing process review
- User Research:** Observations, interviews, focus group, user representation
- Design Strategy:** Strategic roadmap for optimized user experience



### User Experience Design

- High Level Design:** Information architecture, navigation structure
- Detailed Design:** Task flow design, detailed wireframes, visual design, style guide



### User Experience Assessment

- Usability Testing:** Formative test, summative test, moderated / unmoderated test, remote / in-person test
- UX Review:** Design assessment based on business objective, user needs and best practices



### User Experience Development & Support

- Design to development translations, component design, detailed wireframes, visual design and style guide, design audits

CitiusTech UX Practice: Focus Areas for Healthcare Apps

## Recent Work in UX Design Services

- **Cross-channel Application Suite:** User research and cross-channel design for a suite of population health management applications
- **EMR Application:** User centric design for EMR application to enhance efficiency and productivity of end users
- **Healthcare BI/ Analytics Platform:** Template-driven design for a unified UX, reduced training costs and rapid development of platform
- **Multiple Cross-platform Applications:** User research-based workflow analysis and design of pre-authorization tool to integrate multiple cross-platform applications for a unified user experience