

Stage	User Actions & Needs	Pain Points	Strategic UX Interventions	Outcomes & Impact
Discovery	Internal admins and external partners attempt to access CRM via command prompts.	Non-technical users unable to navigate or manage accounts independently.	Conducted stakeholder interviews and partnered with research lead to uncover workflow gaps.	Identified critical usability barriers and aligned design goals with user needs.
Definition	Teams express need for a scalable, intuitive interface to manage healthcare data ops.	Fragmented workflows, lack of clarity, and no visual UI.	Developed UX strategy from scratch, embedding design thinking into the SDLC.	Established a clear vision for user-centered design across the initiative.
Design	Users require intuitive flows for account creation, management, and partner access.	Complex interactions, inconsistent patterns, and technical constraints.	Created prototypes in Figma/ Sketch; introduced scalable design patterns and flows.	Delivered high-fidelity assets that simplified workflows and improved usability.
Development	Engineering teams begin building UI using React libraries.	Risk of design drift and technical misalignment.	Collaborated closely with dev teams to ensure design fidelity and feasibility.	Accelerated development with validated, implementation-ready assets.
Validation	Stakeholders review prototypes and test workflows.	Uncertainty around adoption and scalability.	Delivered rapid prototypes to secure buy-in and refine based on feedback.	Achieved stakeholder alignment and readiness for enterprise rollout.
Delivery	Admins and partners begin using the new interface.	Need for trust, consistency, and long-term scalability.	Continued support across AWS migration and other enterprise initiatives.	UX elevated to strategic pillar; improved adoption and operational efficiency.