



Hales Pfister  
Healthcare User Experience Design  
DES 396-001 Summer 2021

Lake Country Pediatrics

# Proposals

## Hales Pfister Healthcare User Experience Design 06/07/2021

### Phase 1 Proposal 1

## Rockford Anxiety and Phobia Clinic

### Objective

The objective of this project is to create an easier navigational system and brand identity that helps create a smooth memorable experience for new and existing clients. Their current website is static and sterile and does not convey an approachable nature. This project looks to changing that into a more approachable nature and allow clients to easily access information with a more navigatable structure.

### Audience

In terms of audience there are two main groups. Clients scheduling and researching the clinic for themselves, and guardians scheduling appointments for adolescents. Considering the website is appealing to mainly adults in a broad spectrum of ages their tech level is most likely less than of adolescents. They will most likely be more comfortable with the brand identity to stay clean and fresh, but move away from the sterile and unapproachable vibe.

### Goals

The goal of this project is to create a fresh space that allows adults of all varieties to navigate throughout the website with more ease. Additionally changes to the color palette will be created to make a unique yet inviting interactions to allow for a more centric user experience. A logo will also be created as the clinic does not have one and the word mark is more than lacking.

### Content

The overall structure of the website must be simplified in order to not confuse new and existing clients. As the clinic deals with clients with mental illnesses, changing structure and language is key in order for all users to find exactly what they are looking for. The site will change location of items such as patient forms to a button on the navigation bar and reorganize material slapped on the home page into specific categories.

### Solution

The solution to all the information thrown about the site is categorizing it under different sections. On top of that it will create a sense of professionalism and ease that will allow future and existing users will respect and take the company more seriously thus attracting more users.

# Proposals

Hales Pfister  
Healthcare User  
Experience Design  
06/07/2021

Phase 1  
Proposal 2

Allergy, Asthma &  
Sinus Center

## Objective

The objective of this project is to create a more user centric user experience on the website. Along with simplifying the website, focusing on the end users needs instead of the companies is to create an app that helps people stay up to date about services, appointments, and daily pollen counts in the users area.

## Audience

Different than what the current website suggests, I believe the audience consists of young adults to adults who are looking for a way to easily get information and schedule appointments. This also mainly focuses on adults with asthma or caregivers to an individual with it.

## Goals

The main goal of the website is to prioritize a user cnetric design and arrange information, especially on the home page to more fit the users needs rather than the companies. Another goal of this project is to develop a stable brand identity that is consistant between both website and mobile application.

## Content

The content on the website will include an appointment scheduler, patient forms, a home page, services, resources, locations, and contact. As the website contains information that is linked to three different buildings most will stay the same. Although most of the sites structure is decently stable at the moment most of the changes will occur within the information grouping and organization will make the site more user centric.

## Solution

The solution to this project includes creating a cohesive color scheme and branding between multiple platforms. On top of that the site will get an update on information displays and navigations between three different clinics acting together as one.

# Proposals

Hales Pfister  
Healthcare User  
Experience Design  
06/07/2021

Phase 1  
Proposal 3

Lake Country  
Pediatrics

## Objective

The object of this project is to create a series of memorable interfaces that allow for a easily navigatable website for Lake Country Pediatrics. In order to have a clear navigatable experience the website must have a cohesive brand identity and good responsive design to allow clients to easily make appointments and create opprotunities to bring in new clientel.

## Audience

The audiecne consists of mainly clients to the clinic including existing clients and potential new ones. As most clients will consist of adults trying to schedule appointments and gather information so the website must be clean and easily navigatable. I will be looking at creating a neutral color scheme to make the website friendly and inviting but also professional. The system must be aimed at a range of clients as it is designed for adults getting medical assistance for their kids.

## Goals

The main goal of this project is to create a cohesive brand identity and interactions on the website including good responsive design throughout all platforms from desktop to mobile. The style of the site must be neutral tones that are warm and inviting to be professional and not sterile. All information must be able to transfer cross platforms and can be continued from where the client left off of.

## Content

The content will contains a series of consistant interfaces that are minimal and clear especially in terms of language. There will be the ability to schedule appointments, meet the staff, general information, contact information and patient information sheets digitally or printable to bring to the office to make visits smoother. There also will be a check in button to notify the staff that you have arrived so they can come out to your car and take your temperature rather than having to call the office to notify that you arrived.

## Solution

In order to make the user experience more simple for clients the solution is to implement the ability to have clear and concise systems that are easily transferable between multiple platforms. On top of that the implementation of easier navigational systems and digital patient forms to help make the client process easier.

# Competitive Research

Hales Pfister  
Healthcare User  
Experience Design  
06/14/2021

## Competitive Research

Delafield-Children's  
Wisconsin

### Pros

- Information is upfront and clear, along with essential items like appointment scheduling, checking mycharts, directions and contact information.
- Branding is simple and cohesive with other pediatric clinics under the Children's Wisconsin branding.
- Has valuable information to users listed under organized tabs.

### Cons

- Information is stacked vertically and tabs with organized information is all at the bottom and doesn't allow users quick and easy access towards scheduling appointments and other needs.
- Many clinics work under this one brand and company so it was difficult to even find the specific clinic that was being searched for.
- Very uniformed and doesn't contain individuality for the clinic.

The screenshot displays the website for Children's Wisconsin. At the top, there is a navigation bar with the logo and tagline "Kids deserve the best." followed by links for Home, About us, Careers, Contact, Medical professionals, NewsHub, MyChart, and Donate. Below this is a secondary menu with links for Medical care, Patient/family experience, Locations, Find a doctor, Children's and the community, and Ways to help. The main content area shows the breadcrumb "Home > Locations Directory" and a link to "Back To Results". The title is "Delafield Pediatrics-Children's Wisconsin". Below the title is a "Patient rating" section showing a 4.8 out of 5 rating based on 20810 ratings and 4565 comments, with a link to "Learn more about ratings". To the left of the rating is a large photograph of the Delafield Brewehaus building at dusk. To the right is a map showing the location of the Delafield Brewehaus with a red pin and a "Map & Directions" button.

# Competitive Research

Hales Pfister  
Healthcare User  
Experience Design  
06/14/2021

## Competitive Research

Waukesha Pediatric  
Associates

### Pros

- Branding is specialized to this clinic and also includes fun visuals catered towards children but also having a body typeface that is more professional.
- Has an accessible site version that caters towards people with disabilities and allows for easy reading without all the colors and branding.
- Information is organized in tabs and also has quick and easy buttons on the homepage that direct the users as well.

### Cons

- Colors used might have a bit too many vibrant hues that allows the white text on them to be harder to read.
- Mobile website mimics that of the desktop website and is not very compatible through responsive design. (Covid19 Popup).



# Competitive Research

Hales Pfister  
Healthcare User  
Experience Design  
06/14/2021

Competitive Research

Pediatrics West

## Pros

- Information is organized.
- Has responsive drop down tabs.

## Cons

- Information is organized based off of the clinics needs and not the users.
- Poor branding, doesn't feel individualized to the company, fairly basic.
- Minimal information per tab and overall lacking in general.



# Competitive Research

Hales Pfister  
Healthcare User  
Experience Design  
06/14/2021

Competitive Research  
Focus Site

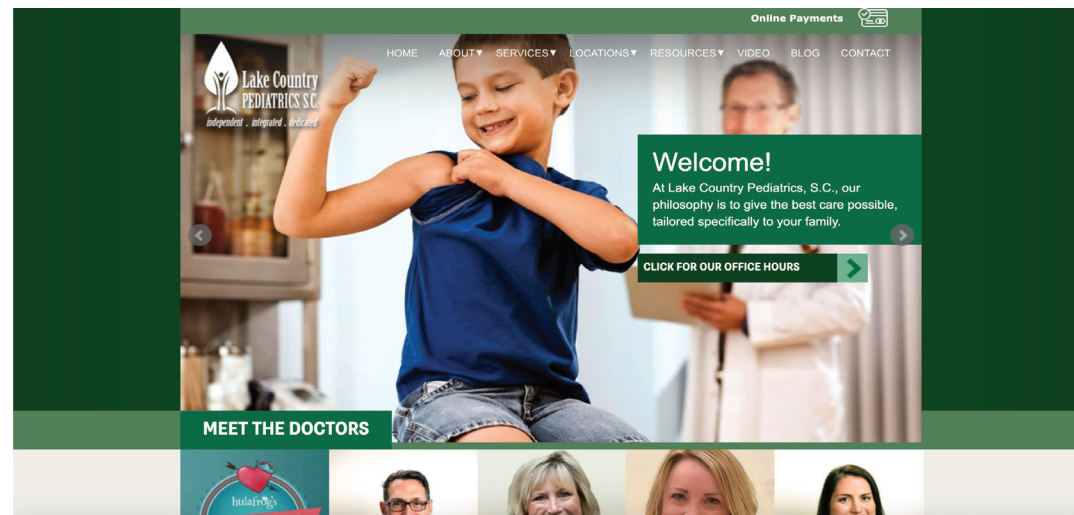
Lake Country  
Pediatrics

## Pros

- Information is organized in tabs that are responsive and interact on hover.
- Client based information is front and center and contains multiple access points on the website to get to those areas.
- Generalized cohesive branding (good but can be improved).

## Cons

- Typeface uniformity is lacking and just looks awkward on the page.
- Site is not responsive to other media platroms especially mobile.
- Interactive elements are present but hinder user centric focus especially looking at the meet the doctors section (Looses images of doctors on hover).





# User Personas

Hales Pfister  
Healthcare User  
Experience Design  
06/25/2021

User Personas  
Primary Persona



**Emily 43**  
Real Estate Agent

“ I’m constantly running from my office to house showings, with two young children who are always getting sick I need a quick, easy way to schedule appointments.

Family: Married, 2 Children Ages 5-8  
Location: Oconomowoc, Wi

## Biography

Emily is a workaholic mom of two children, Katie and Luis aged 5 and 8 respectively. She is married to her husband Kevin for the past 11 years and enjoys finding new ways to keep her family healthy and happy. She loves working out and experimenting on new foods, but is always worried she doesn't have enough time with her kids. As they are growing up and around bacteria she is worried about them getting sick all the time.

## Personality

Perfectionist

Hardworking

Fast-Paced

Caring

Attentive

## Needs/Goals

- Quick way to schedule appointments
- Easy mobile access
- Get specialized health services for young children
- Check upcoming appointments

## Main Focus Points

- Keep family happy and healthy
- Get health updates for her whole family
- Have doctors appointments be quick and easy
- Help her children grow up not to be afraid of doctors

## Challenges/Frustrations

- Emily has limited time to get into the doctors
- Doesn't often has desktop access due to job
- Kids are loud, energized, and don't focus well
- Doesn't have specialized treatments for asthma

## Typical Activities

- Working flexible hours for her job five days a week
- Spend time and play with kids on her off days
- Experiment by cooking new and healthy foods
- Train for marathons during free time

Archetype: The Go-Getter

# User Personas

Hales Pfister  
Healthcare User  
Experience Design  
06/25/2021

User Personas  
Secondary Persona



**Steven 21**  
College Student

“ I'm typically away at school but I come home to go to my appointments and get my medication refills. I typically forget to schedule my appointments and then it's too late to get one in.

Family: Two Dads, Girlfriend

Location: Waukesha, WI

## Biography

Steven is a 21 year old college student that goes to UW-Madison to study Kinesiology. Raised by his two dads Steven cares a lot about social issues in today's politics. He enjoys partying and hanging with friends, but often neglects his mental health. He suffers from Anxiety and Depression and lets it affect him even during his studies.

## Personality

Forgetful

Extrovert

Social

Stressed

Humorous

## Needs/Goals

- Be reminded of when he has or needs appointments
- Schedule appointments for the future
- Get vaccine/physical reminders
- Fill out mental health forms before arriving

## Main Focus Points

- Enjoy college life and party
- Stay up to date on his dads healths
- Improve and check in on his mental health state
- Not contact STD's and get treatments if he does

## Challenges/Frustrations

- Steven isn't always at home to get in right away
- Doesn't know when his appointments are
- Struggles getting in contact for med changes
- Doesn't have time to call and set up appointment

## Typical Activities

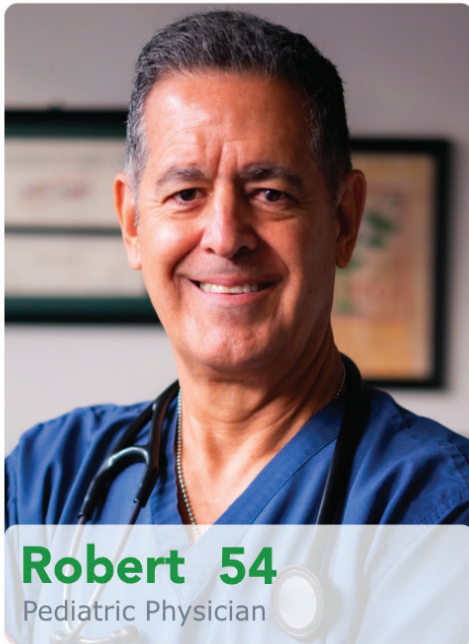
- Full time student at UW-Madison during school year
- Hangs out with friends at the bars on weekends
- Plays video games often after finishing school work
- Visits home often to check in with his dads

Archetype: The Socialite

# User Personas

Hales Pfister  
Healthcare User  
Experience Design  
06/25/2021

User Personas  
Tertiary Persona



“ I want my practice to reflect my values as a pediatrician and as an person. Keeping things orderly and concise helps not only my patients, but also me in the long run.

Family: Married, 1 Child Age 28

Location: Watertown, Wi

## Biography

Robert is a Pediatric physician for Lake Country Pediatrics for the past 25 years and has seen many patients over his years. He is 54 and is mixed Latin American and German. He lives with his wife of 30 years and has a boy, Adrian, who is 28. Robert is active in his community and enjoys volunteering with his wife during their time off as well as traveling.

## Personality

Organized

Listener

Curious

Caring

Empathetic

## Needs/Goals

- Convey message and goals of his practice
- List all the services the clinic offers
- Have open communication with patients
- Have easy mobile access

## Main Focus Points

- Keep families healthy and safe
- Convey the message of his practice through actions
- Learn about new treatments and share them
- Create a community within patients

## Challenges/Frustrations

- Doesn't often have time to check if site is updated
- Constantly with patients
- Doesn't understand technology well
- Struggles reminding patients of due dates

## Typical Activities

- Works full time at Lake Country Pediatrics
- Enjoys spending time with his wife of 30 years
- Volunteer in the community with his wife
- Enjoys community hosted events and donating

Archetype: The Realist

# Desktop Flowchart

Hot Links From Home

## Desktop/Tablet



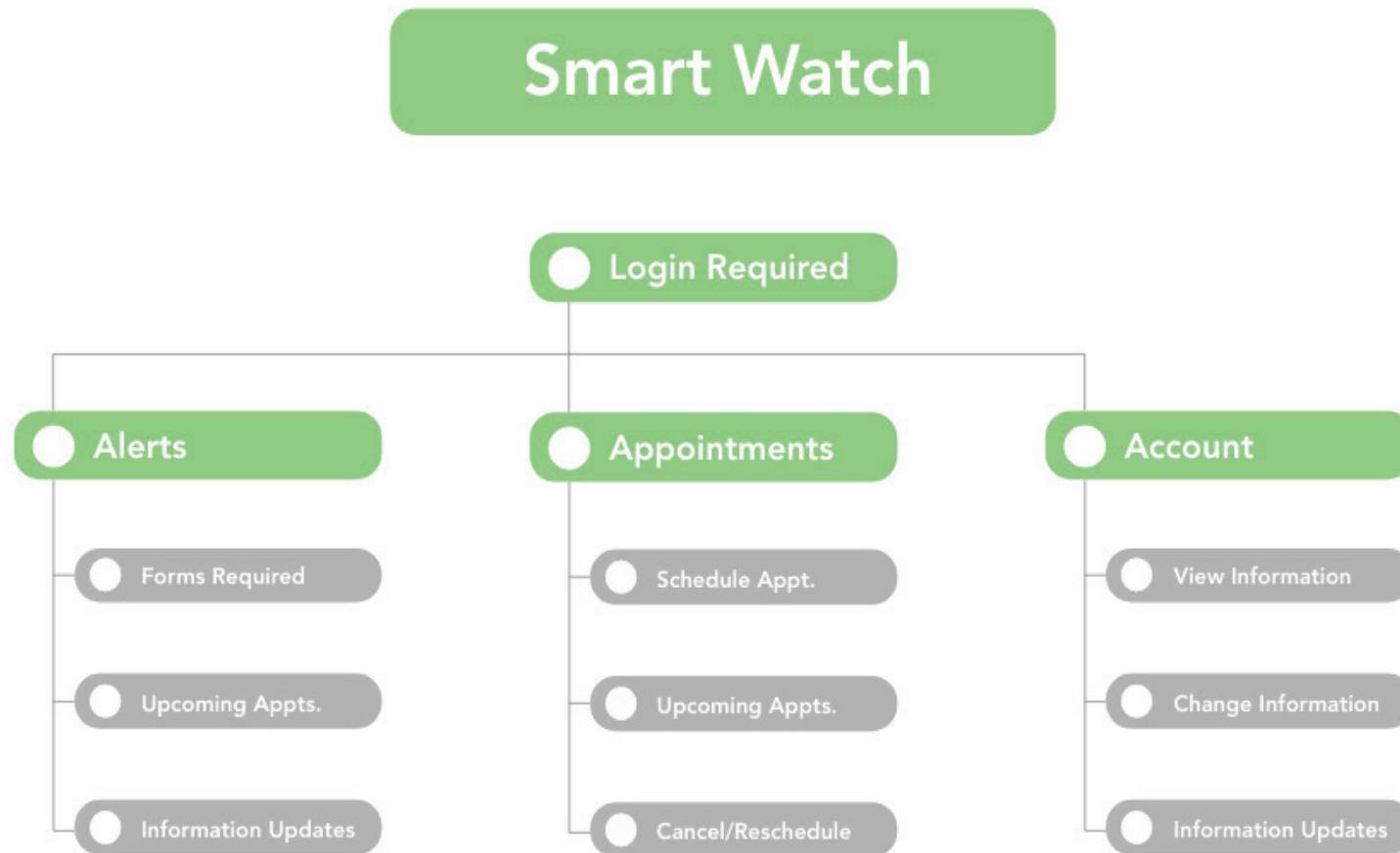
# Mobile Flowchart

Hot Links From Home

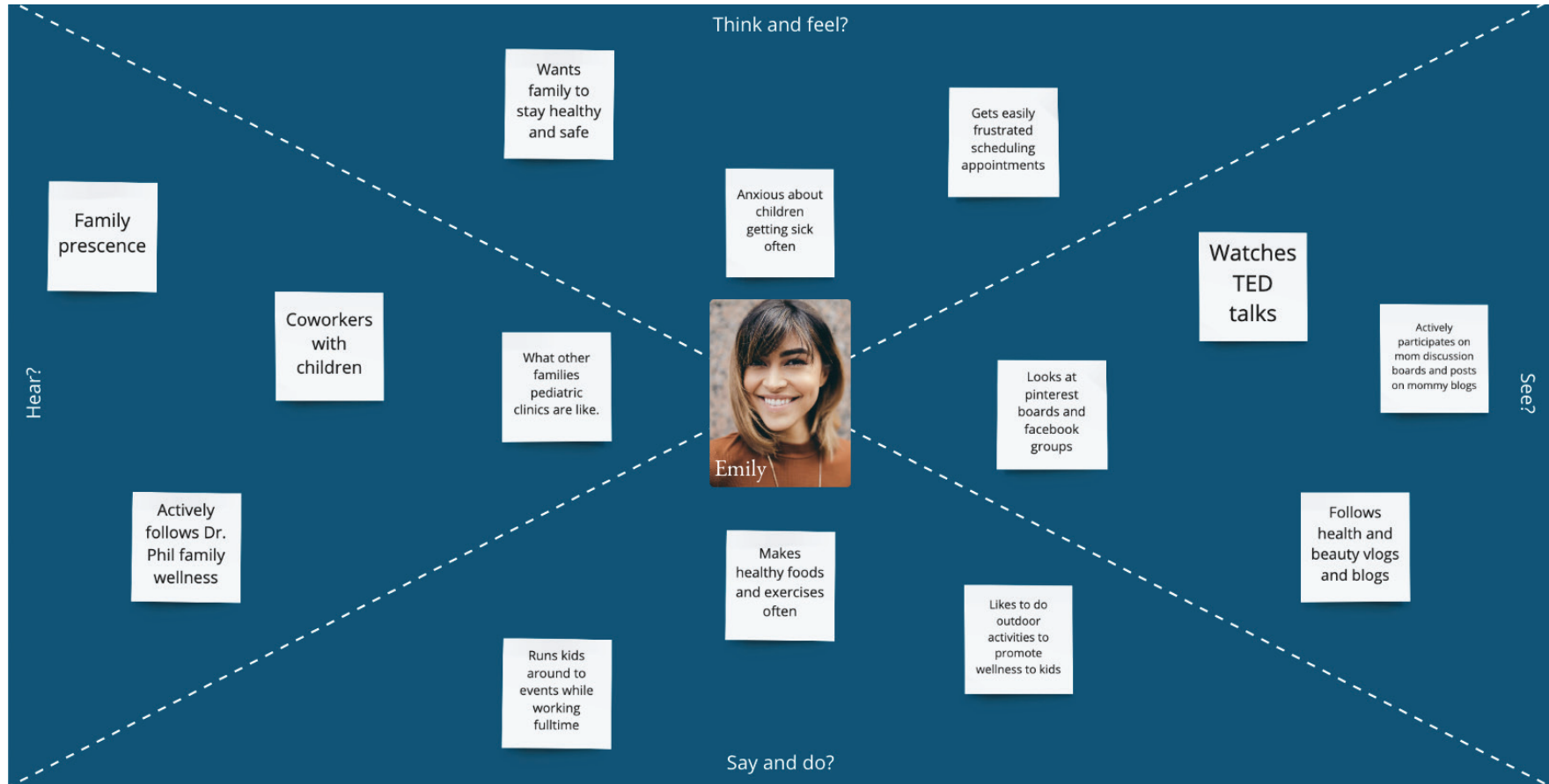
## Mobile



# Smartwatch Flowchart



# Empathy Map



# Branding Identity

Main: Avenir  
Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! ? . , @ # \$ % ^ & \* ( ) + = \ / < >

Secondary: Didot  
Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0 ! ? . , @ # \$ % ^ & \* ( ) + = \ / < >**

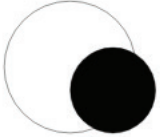
Tertiary: Avenir  
Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! ? . , @ # \$ % ^ & \* ( ) + = \ / < >



# Branding Identity



White: #FFFFFF  
Black: #000000



Light Gray: #D7DADF  
Dark Gray: #4B4B4B



Orange: #F2BA4D



Light Blue: #7DC5F7  
Dark Blue: #33658A  
Hover Blue: #7DACCf



# Branding Identity

## Buttons

Login

Appointments

Account

Login

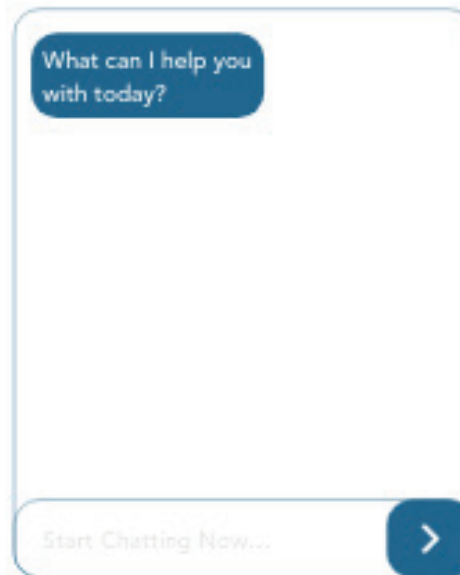
Appointments

Account

## Chatbox

Chat

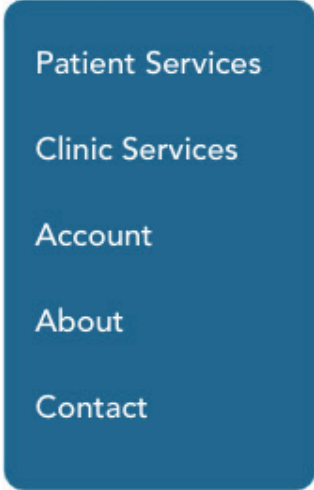
Chat



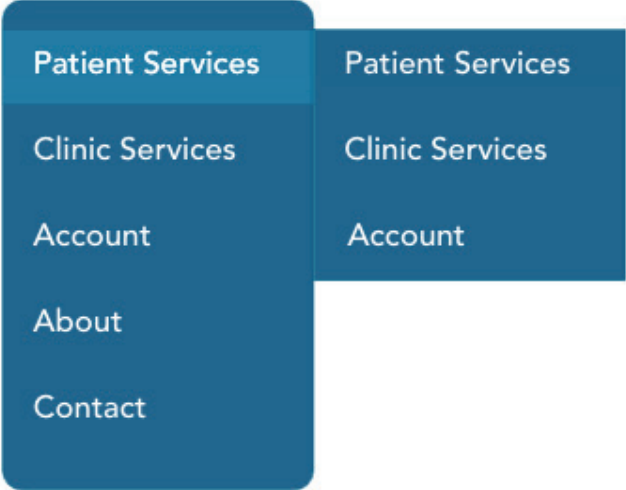
# Branding Identity

## Navigation

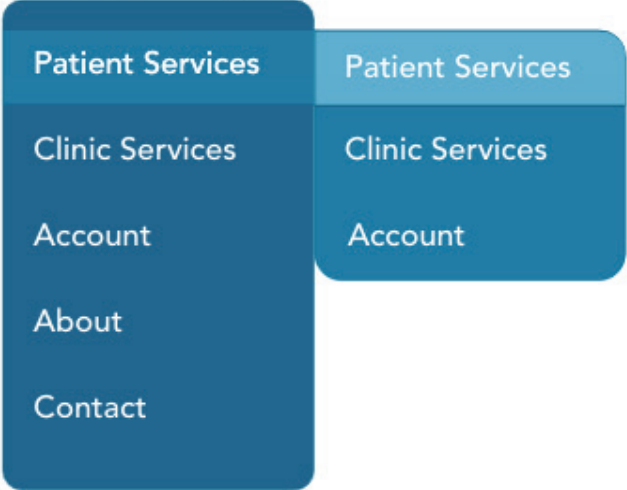
Sticky Nav



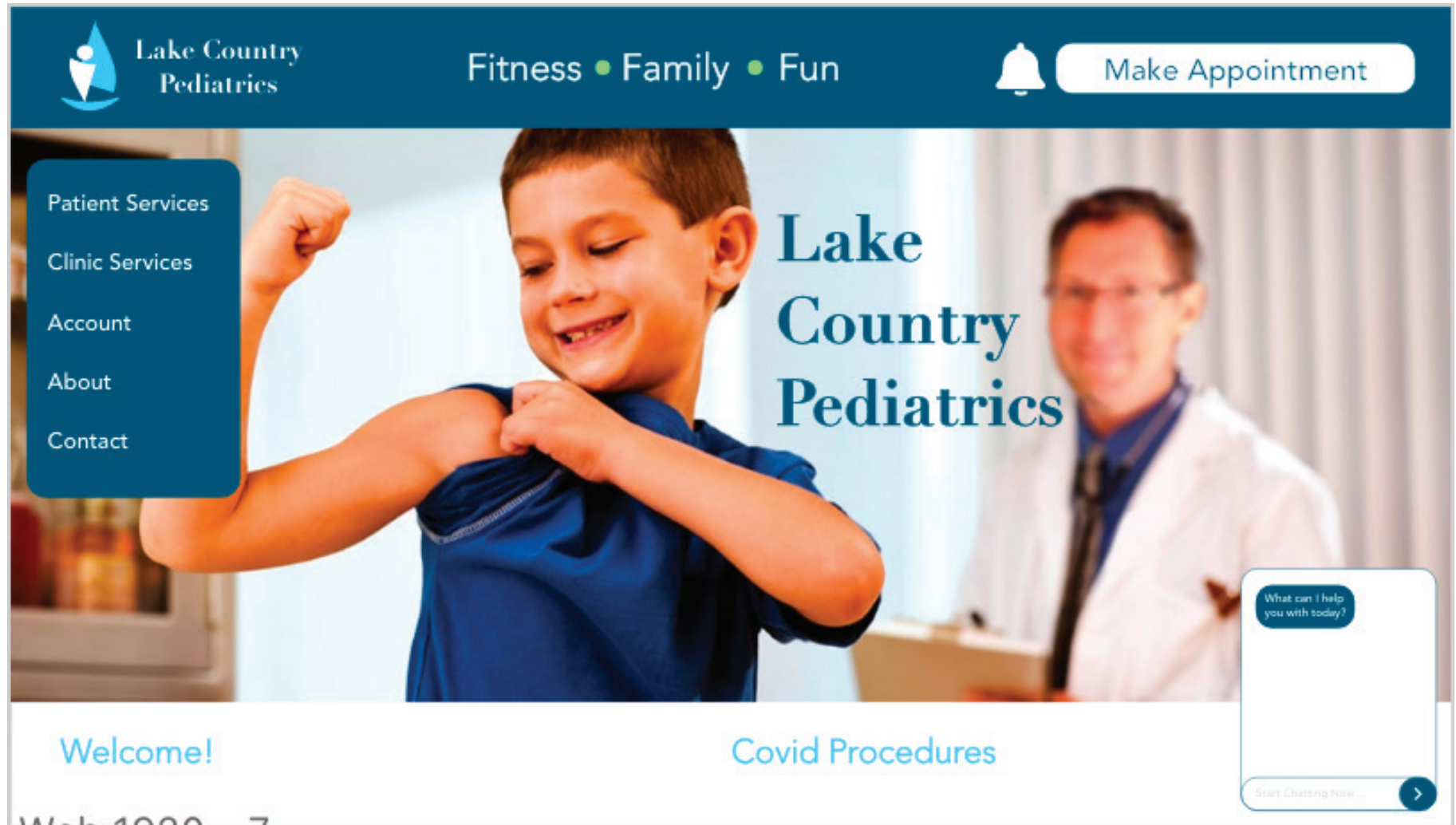
On Hover



On Hover Secondary Box

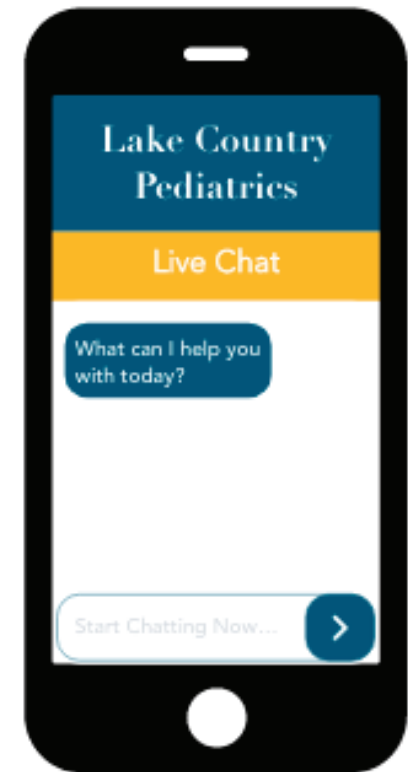
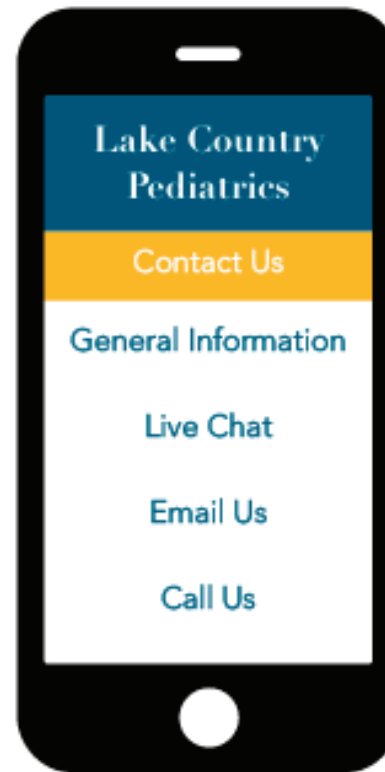


# Prototype: Desktop



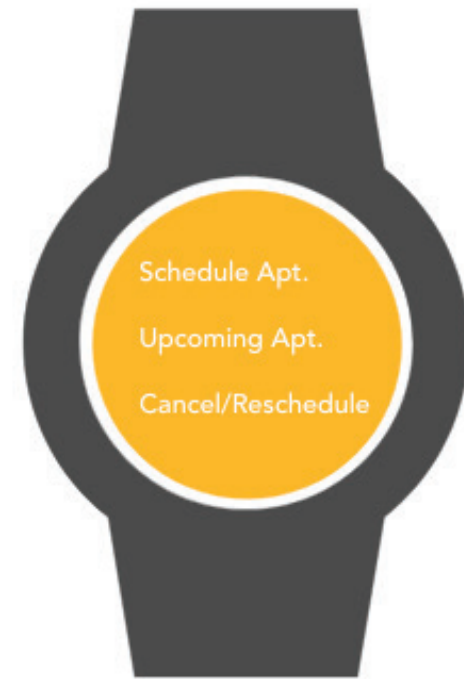
# Prototype: Mobile

Mobile

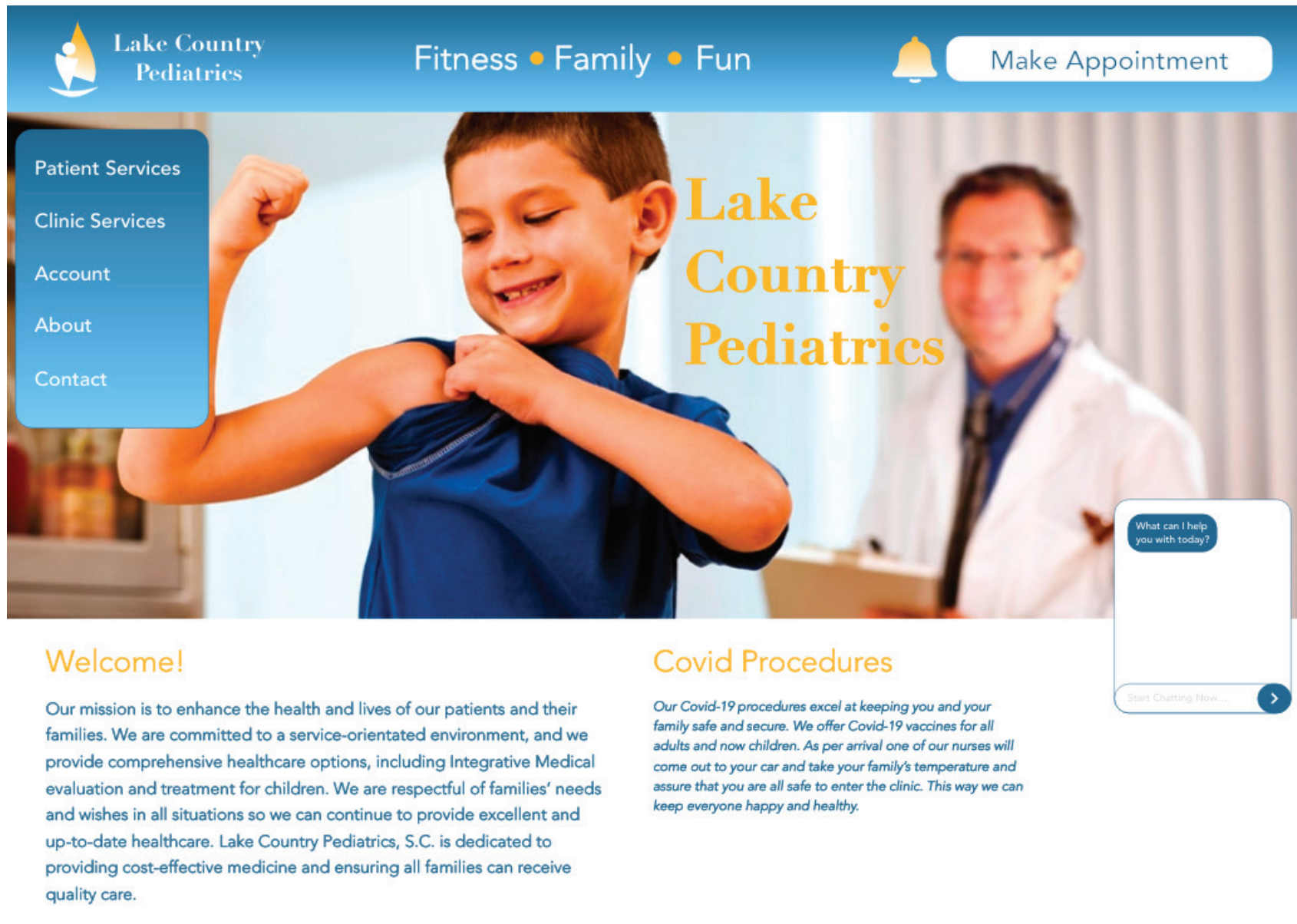


# Prototype: Smartwatch

Smart Watch



Final Desktop: <https://xd.adobe.com/view/5558d1a3-cc4f-495d-9f9c-5c0cedda6544-000b/>



Lake Country  
Pediatrics

Fitness • Family • Fun



Make Appointment

Patient Services

Clinic Services

Account

About

Contact

# Lake Country Pediatrics

## Welcome!

Our mission is to enhance the health and lives of our patients and their families. We are committed to a service-orientated environment, and we provide comprehensive healthcare options, including Integrative Medical evaluation and treatment for children. We are respectful of families' needs and wishes in all situations so we can continue to provide excellent and up-to-date healthcare. Lake Country Pediatrics, S.C. is dedicated to providing cost-effective medicine and ensuring all families can receive quality care.

## Covid Procedures

*Our Covid-19 procedures excel at keeping you and your family safe and secure. We offer Covid-19 vaccines for all adults and now children. As per arrival one of our nurses will come out to your car and take your family's temperature and assure that you are all safe to enter the clinic. This way we can keep everyone happy and healthy.*

What can I help  
you with today?

Start Chatting Now...



# Final Desktop

**Lake Country Pediatrics**

Fitness • Family • Fun

Make Appointment

Patient Services  
Clinic Services  
Account  
About  
Contact

Account Info  
Upcoming Appointments

## Lake Country Pediatrics

What can I help you with today?

Start Chatting Now...

### Welcome!

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# Final Desktop



## Lake Country Pediatrics

Welcome Back

Username

EmilyBerge123

Password

\*\*\*\*\*

Login

Fitness • Family • Fun

# Final Desktop



Lake Country  
Pediatrics

Fitness • Family • Fun



Make Appointment

Patient Services

Clinic Services

Account

About

Contact

## Hello Emily!

Your Account Information...

### Current Information

Name: Emily Berge  
Address: 123 Southside Circle, Oconomowoc WI 53066  
Phone: 262-123-4567  
Birthday: 01/01/1977  
Gender: Female  
Password: \*\*\*\*\*

### Add Family Member

Emily Berge – Adult, 43  
Kevin Berge – Adult, 45  
Luis Berge – Child, 8  
Katie Berge – Child, 5



What can I help  
you with today?

Start Chatting Now...



# Final Desktop



Lake Country  
Pediatrics

Fitness • Family • Fun



Make Appointment

Patient Services

Clinic Services

Account

About

Contact

## Hello Emily!

Your Account Information...

### Current Information Save

Name:

Address:

Phone:

Birthday:

Gender:

Password:



What can I help  
you with today?

### Add Family Member

Emily Berge – Adult, 43

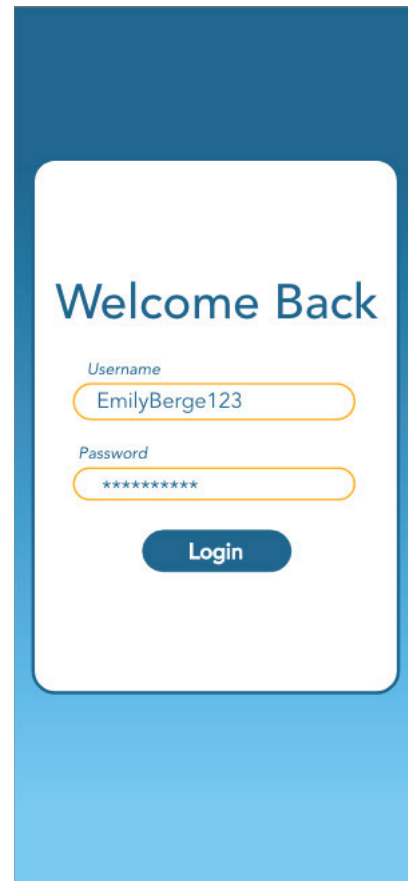
Kevin Berge – Adult, 45

Luis Berge – Child, 8

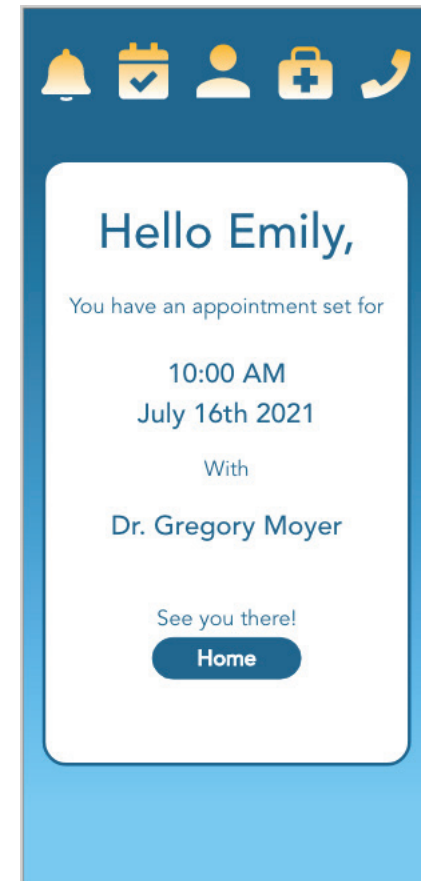
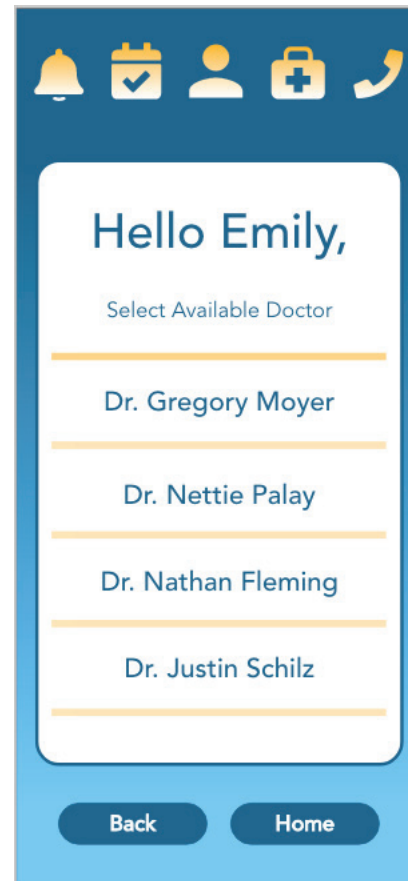
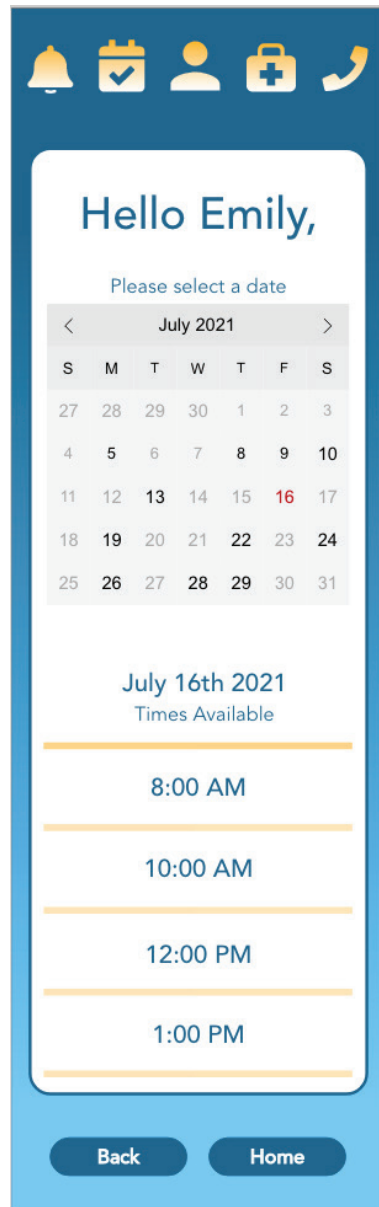
Katie Berge – Child, 5

Start Chatting Now...

Final Mobile: <https://xd.adobe.com/view/9e5c5cd3-d000-490e-9692-5bc73648d490-cb0f/>



# Final Mobile



Final Smartwatch: <https://xd.adobe.com/view/5a3f5e2e-bdb4-4bbc-b9be-1c85f6bc792c-0f6c/>

