

UI CASE STUDY:

Prado Health

BRIEF: As a UI designer for Prado Health, I took the initiative to add a consistent design by iterating and updating wireframes and a UI pattern library.



PROJECT OVERVIEW

Prado Health, a fictitious startup company is aiming to make it easy and worry-free for their customers to get to the doctor. Prado Health wants its app to make users feel **comfortable and welcomed**—not like they're sick or in a hospital. Prado Health is designing a mobile app to help customers search for doctors within their area and book appointments.

Prado Health's design team has completed the Empathize, Define, and Ideate stages for the project, and they are now prototyping! The UX designer has created a user flow and low-fidelity wireframe sketches for the task of finding a doctor in the user's area and booking an appointment with them.

Now, the UX designer has passed the torch to the UI design team to create high-fidelity mockups by applying stylized content and UI patterns to the current wireframes. Unfortunately, Prado Health's design system is only partially complete. It contains a pattern library, but the pattern library only includes a collection of gray-scale UI design patterns.

My job is to add UI patterns to the wireframes, select a color palette and typography for Prado Health, and then apply that style to the UI pattern library and the wireframes in a meaningful way.

CLIENT: Prado Health

DATE: April 2022

TEAM SIZE: 1 Member

ROLE: UI Designer

TOOLS USED:

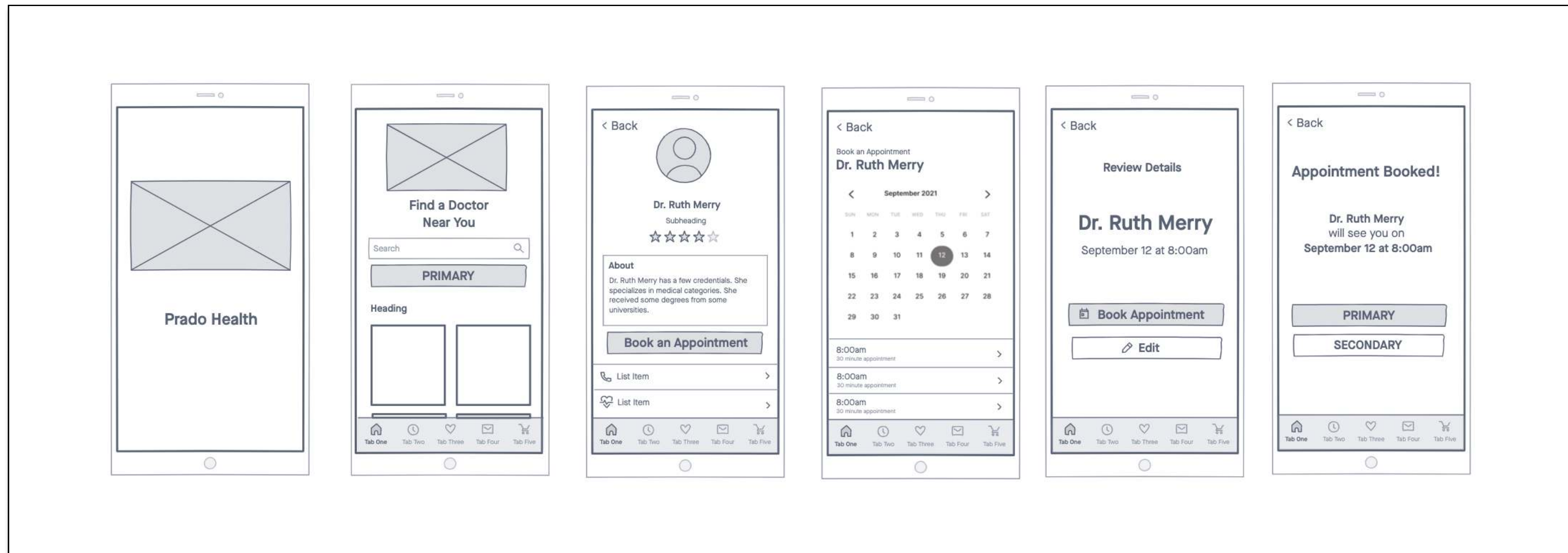


 Pinterest

TIMELINE: 1 Week Design Challenge

LOW-FIDELITY WIREFRAMES

These are the low-fidelity wireframe sketches given to me by the UX Designer.

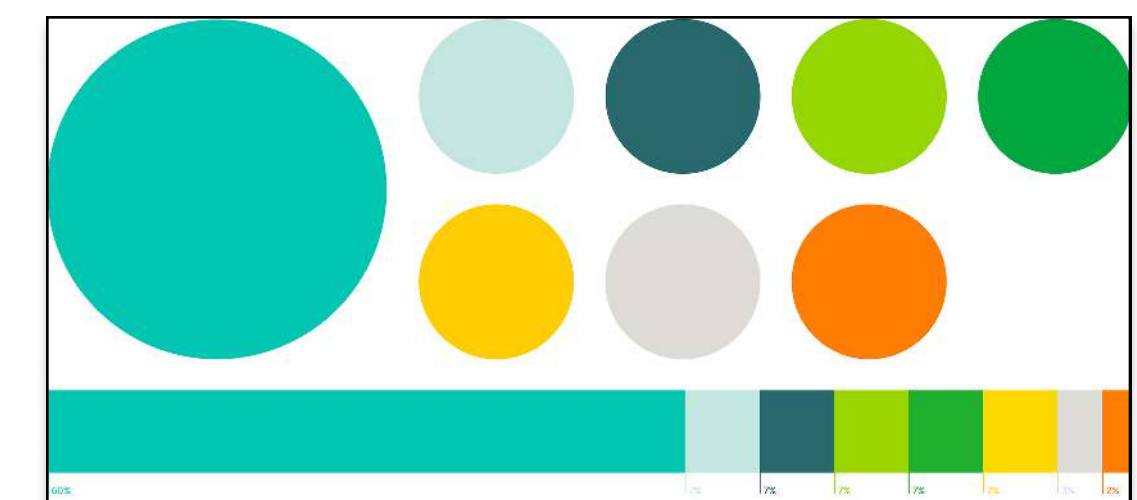
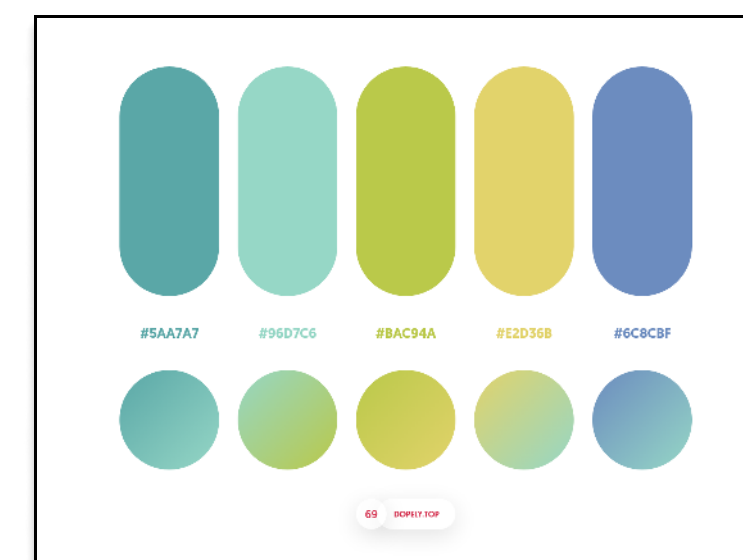
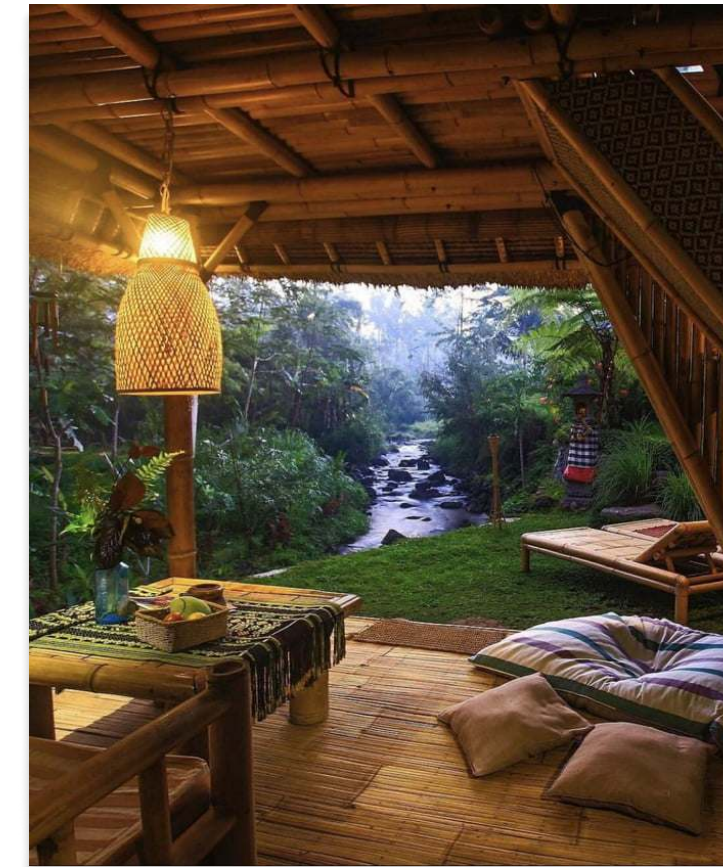


RESEARCH: MOODBOARD

I first needed to research and prepare to decide on the brand's color and fonts.

The first decision I made was to identify Prado Health's brand personality. I wanted Prado Health's brand personality to be **Sincerity**. Prado Health is a medical company; therefore, I believe a sincere, trustworthy brand personality suits the company perfectly. A *sincere* personality is *comforting to users*.

Next, I researched comforting and welcoming settings and color palettes on GoogleImage search and *Pinterest*. A majority of results were calm and serene shots of nature. The color palettes also used similar green, teal, and yellow hues.



STYLE GUIDE: COLOR

From my research, I decided to incorporate a combination of prominent colors from the natural setting images I found and the various other color palettes I researched. The colors I ended up using are:

WHITE: #E7EEF4

GREEN: #96D7C6

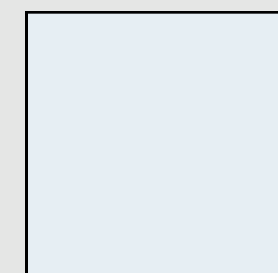
TEAL: #5AA7A7

YELLOW GRADIENT: #E7EEF4-#E8E3D1

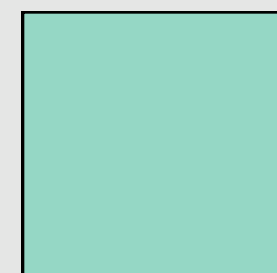
TEAL GRADIENT: #5AA7A7-#E7EEF4

BLACK: #343434

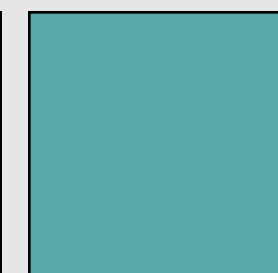
COLOR



Main



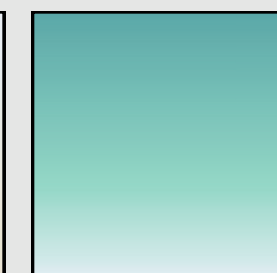
Secondary



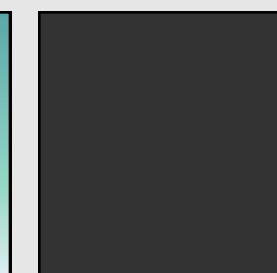
Accent



Gradient 1



Gradient 2



Black

STYLE GUIDE: TYPOGRAPHY

I chose my primary font solely because I read that Prado Health wants its app to make users not feel like they're sick or in a hospital. So I wanted it to be **bold and exciting**. To contrast it, I chose a more *comforting and somber* secondary font. I used the secondary font to make the logo of Prado Health. The fonts I chose are:

TYPOGRAPHY

Primary

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Staatliches 24pt Regular

Secondary

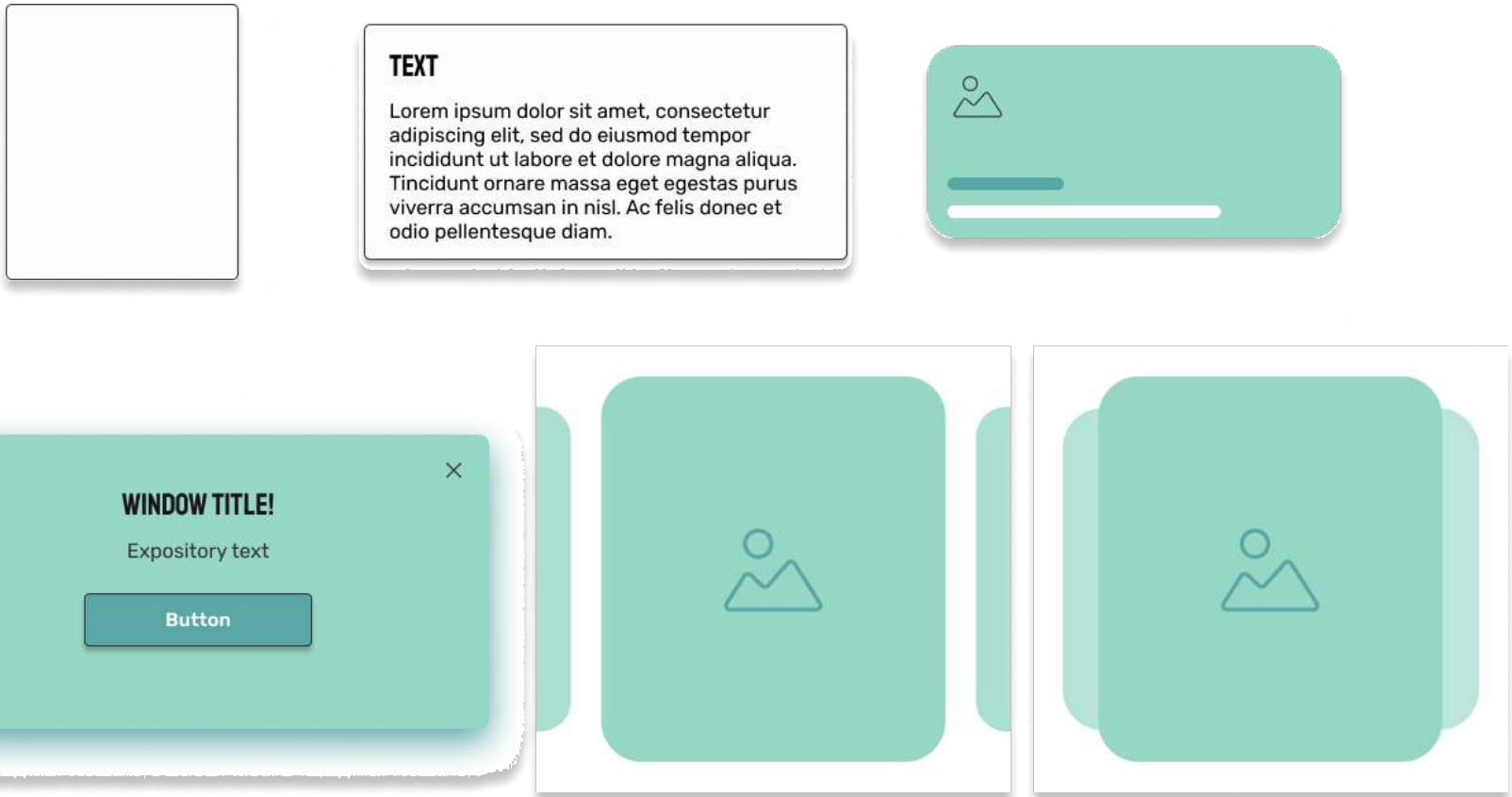
The quick brown fox jumps over the lazy dog

Rubik 16pt Regular

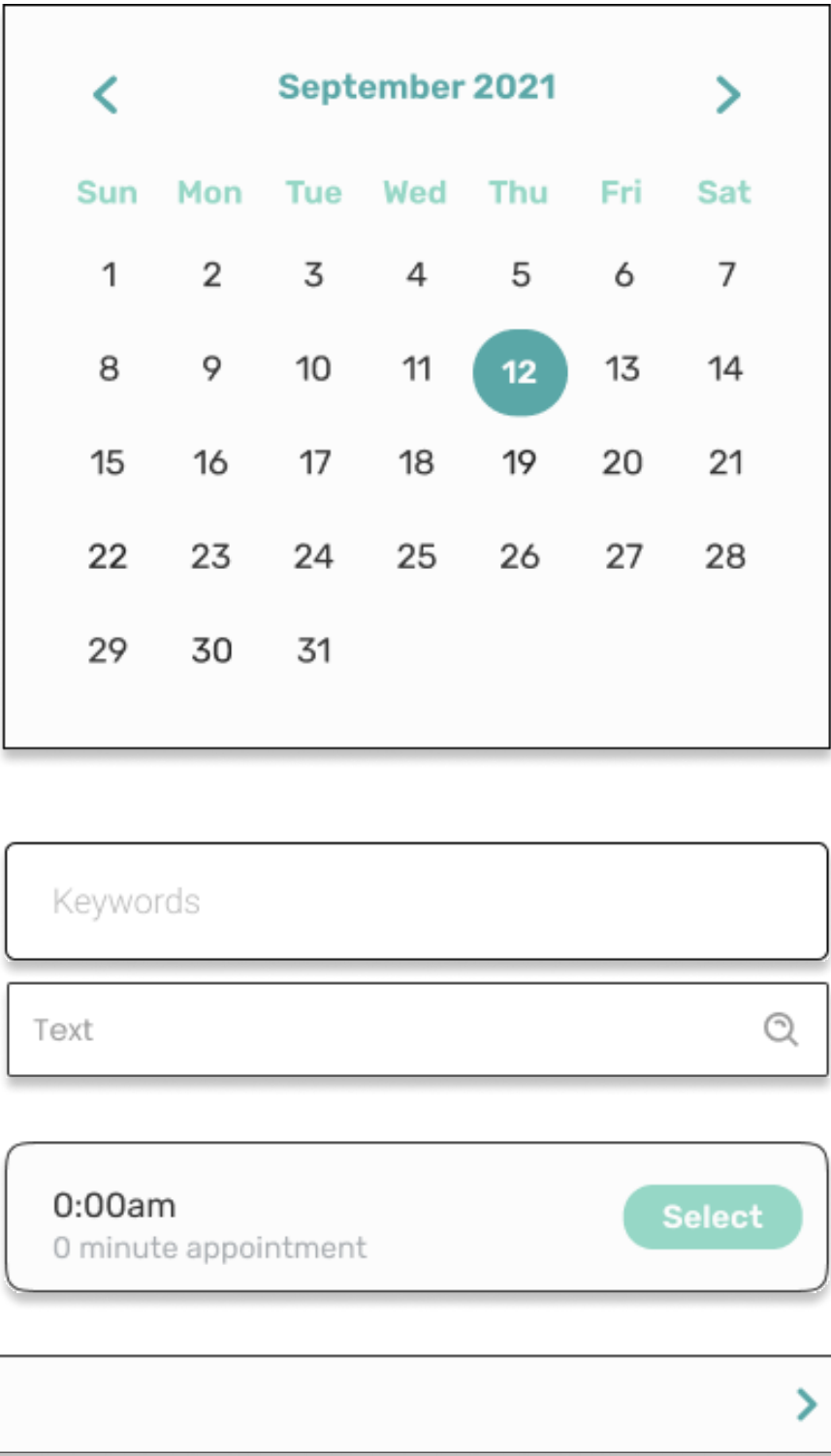
STYLE GUIDE: UI PATTERN LIBRARY

I then went on to use my color choices and typography to edit the UI Pattern Library Provided to me.

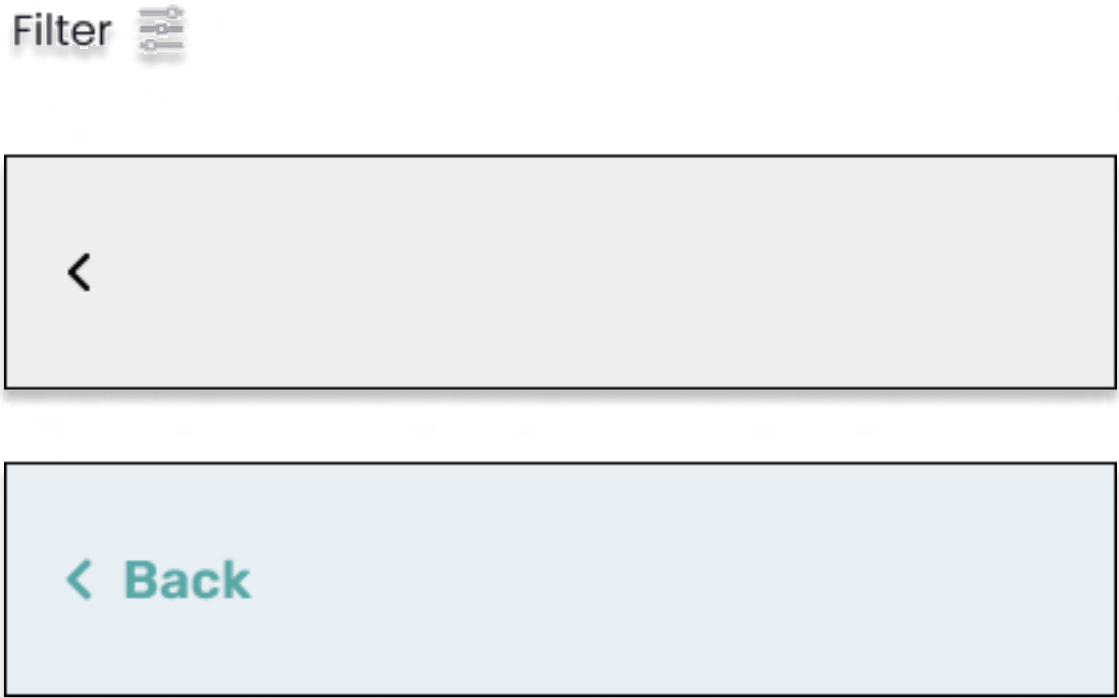
Cards



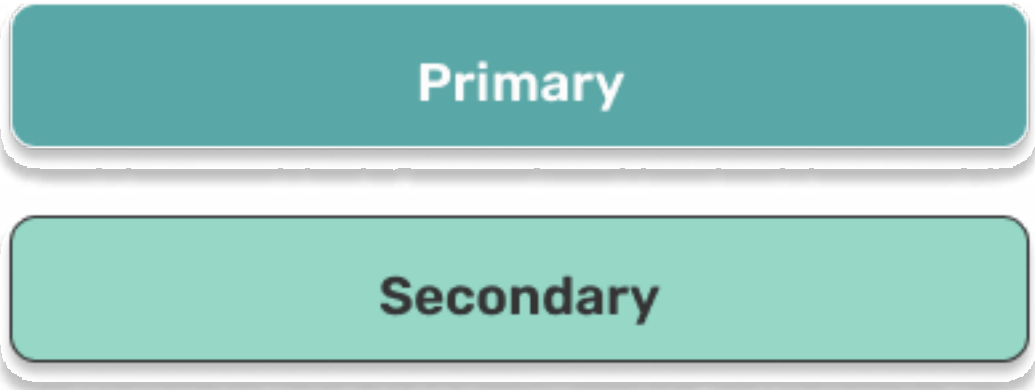
Forms



Navigation



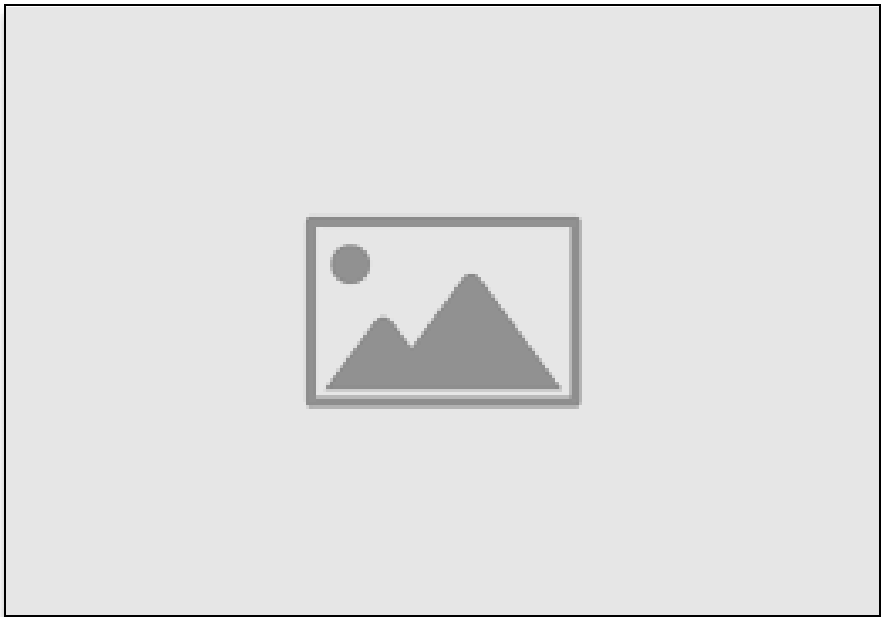
Buttons



Link in text

Text >

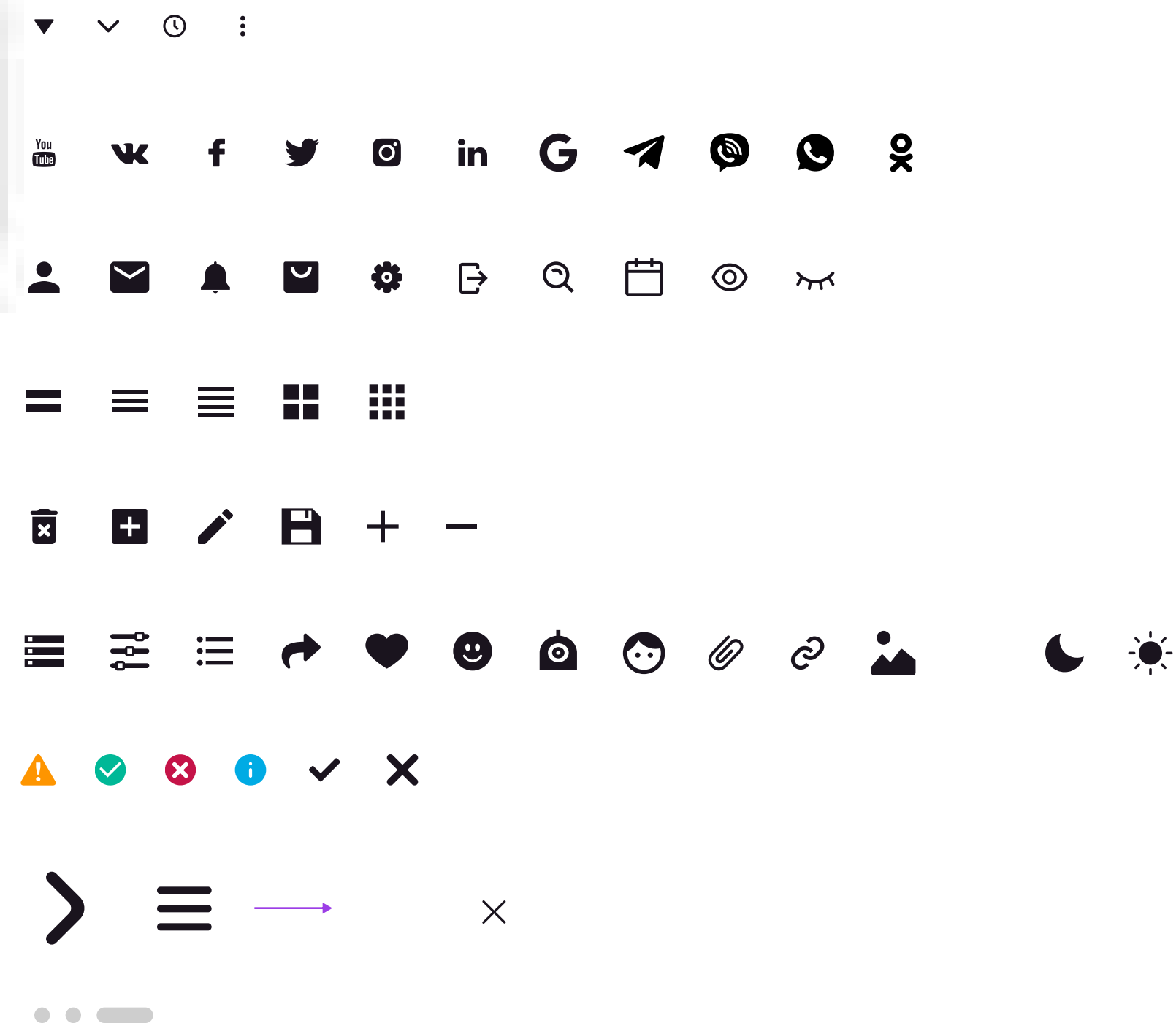
Images



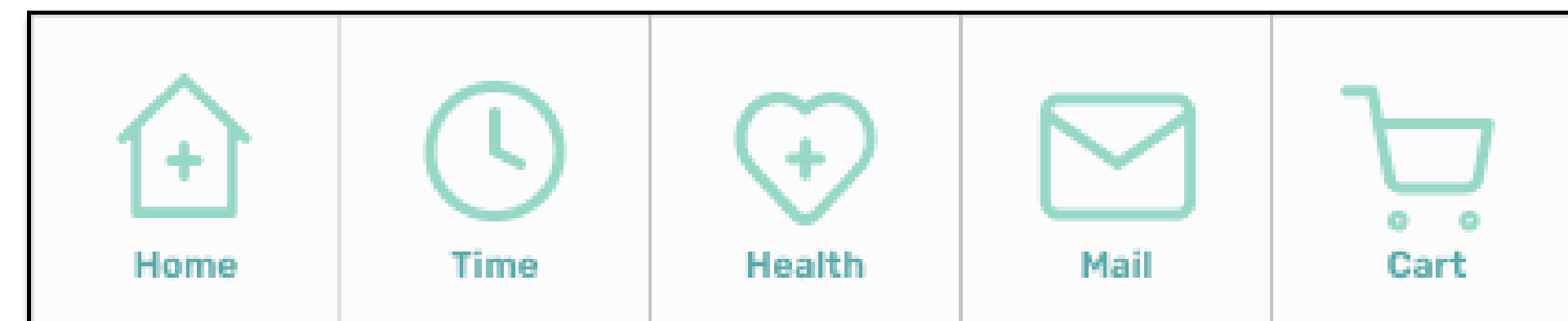
STYLE GUIDE: ICONOGRAPHY

Referencing the low-fidelity wireframes and editing standard icons from the UI Pattern Library, I created custom icons to use later for iteration.

Icons

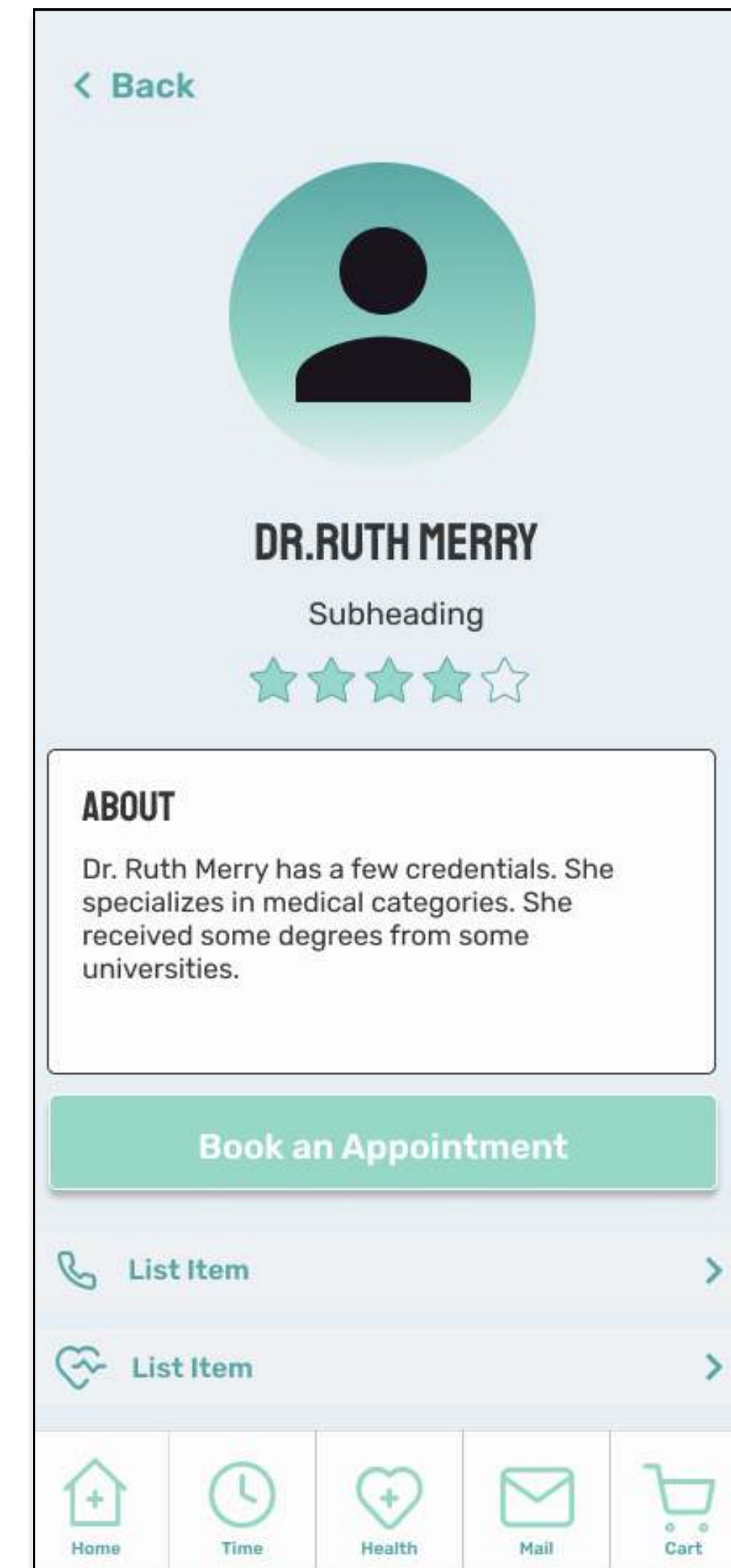
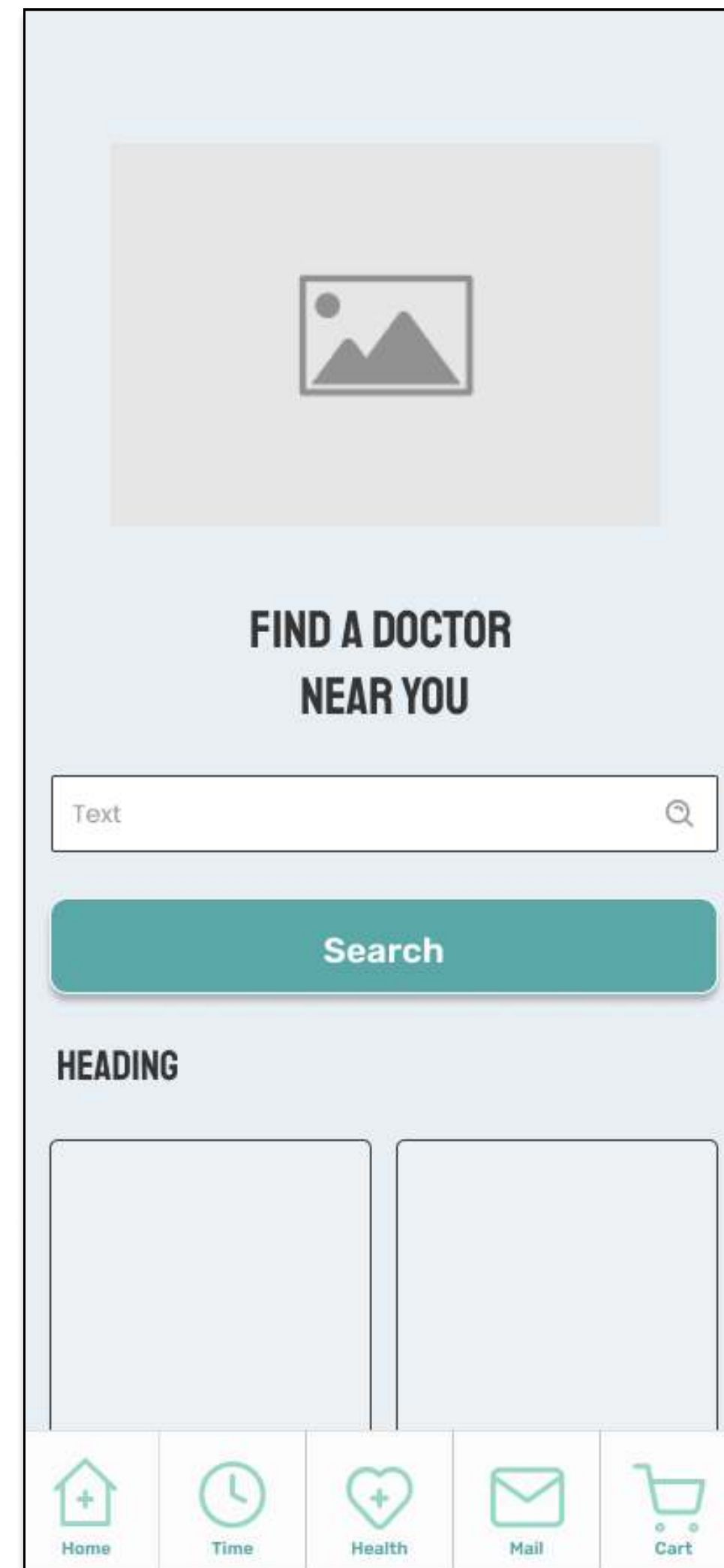
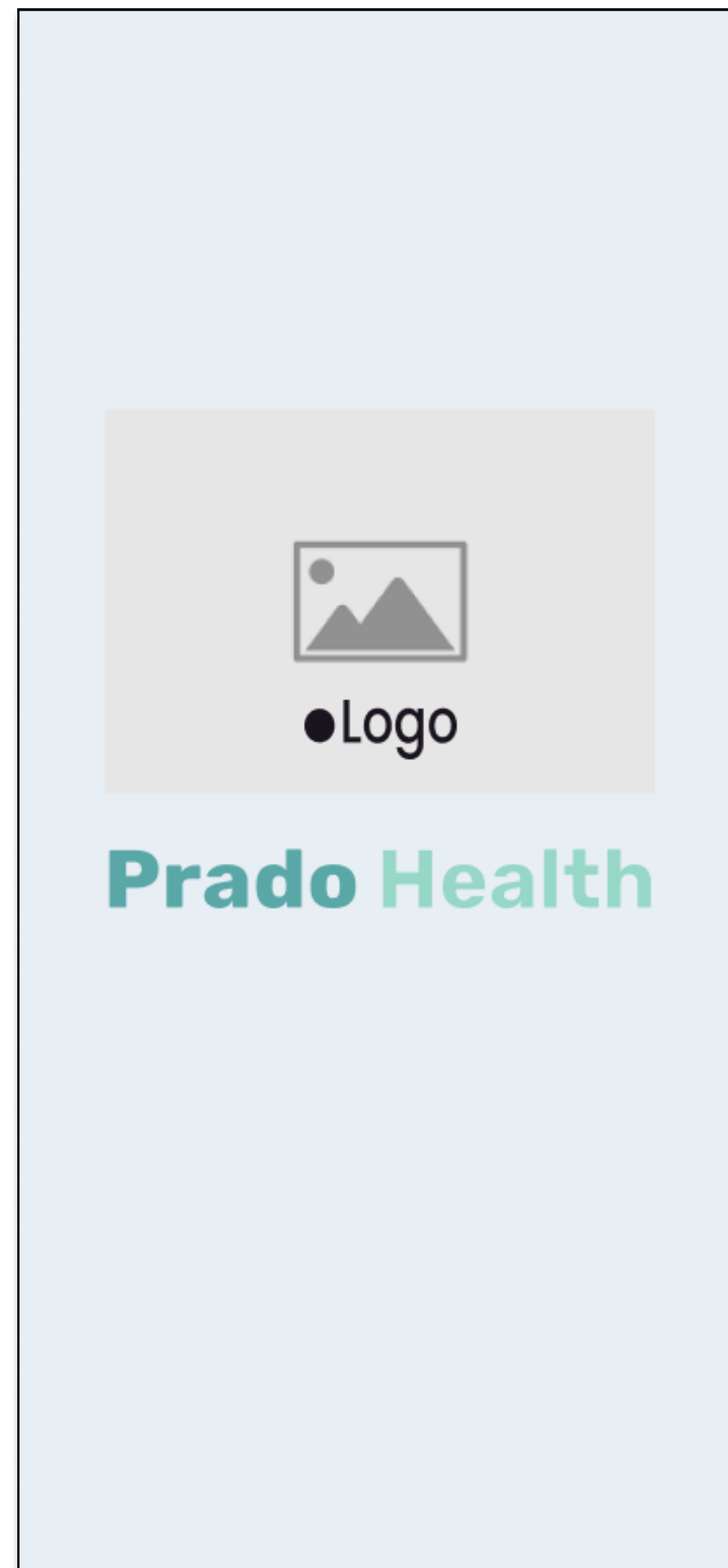


Custom Icons

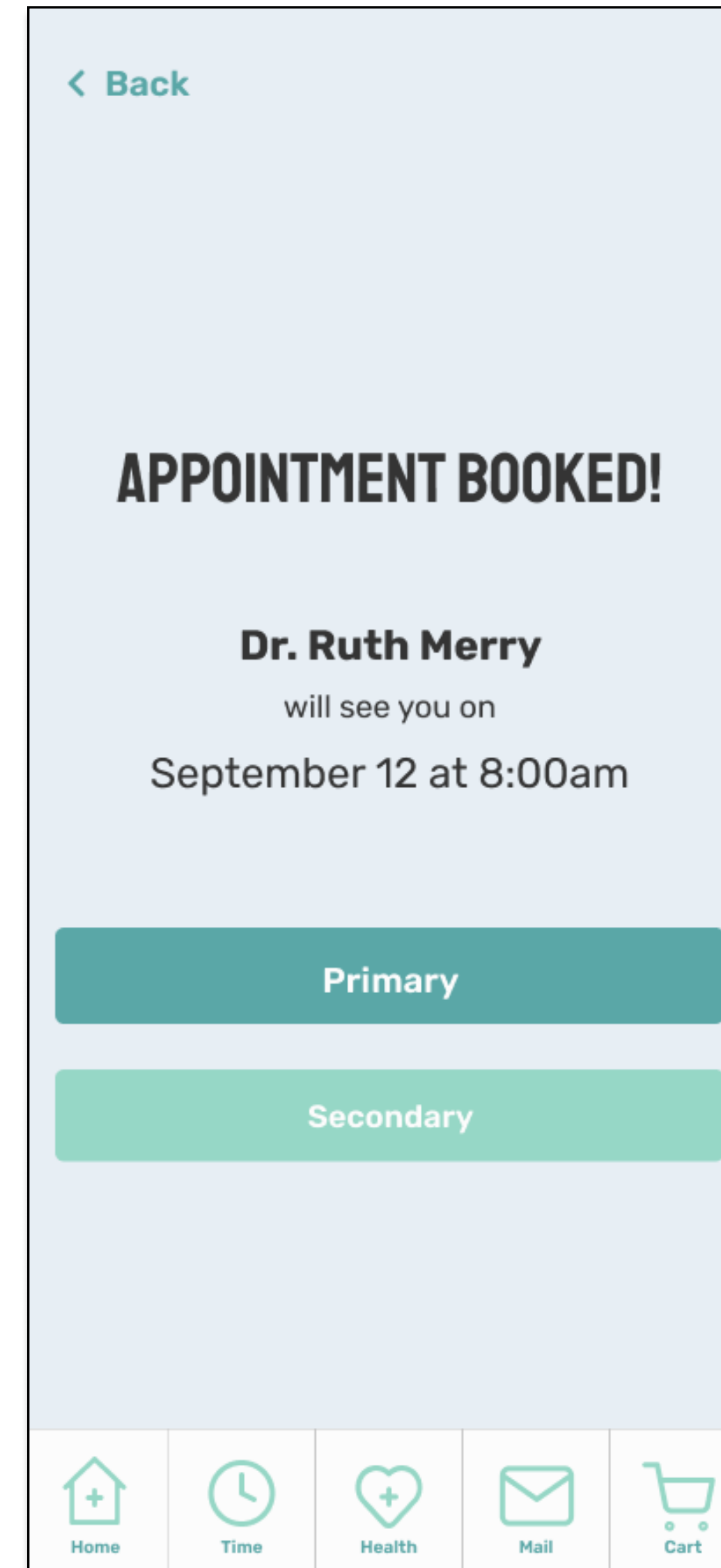
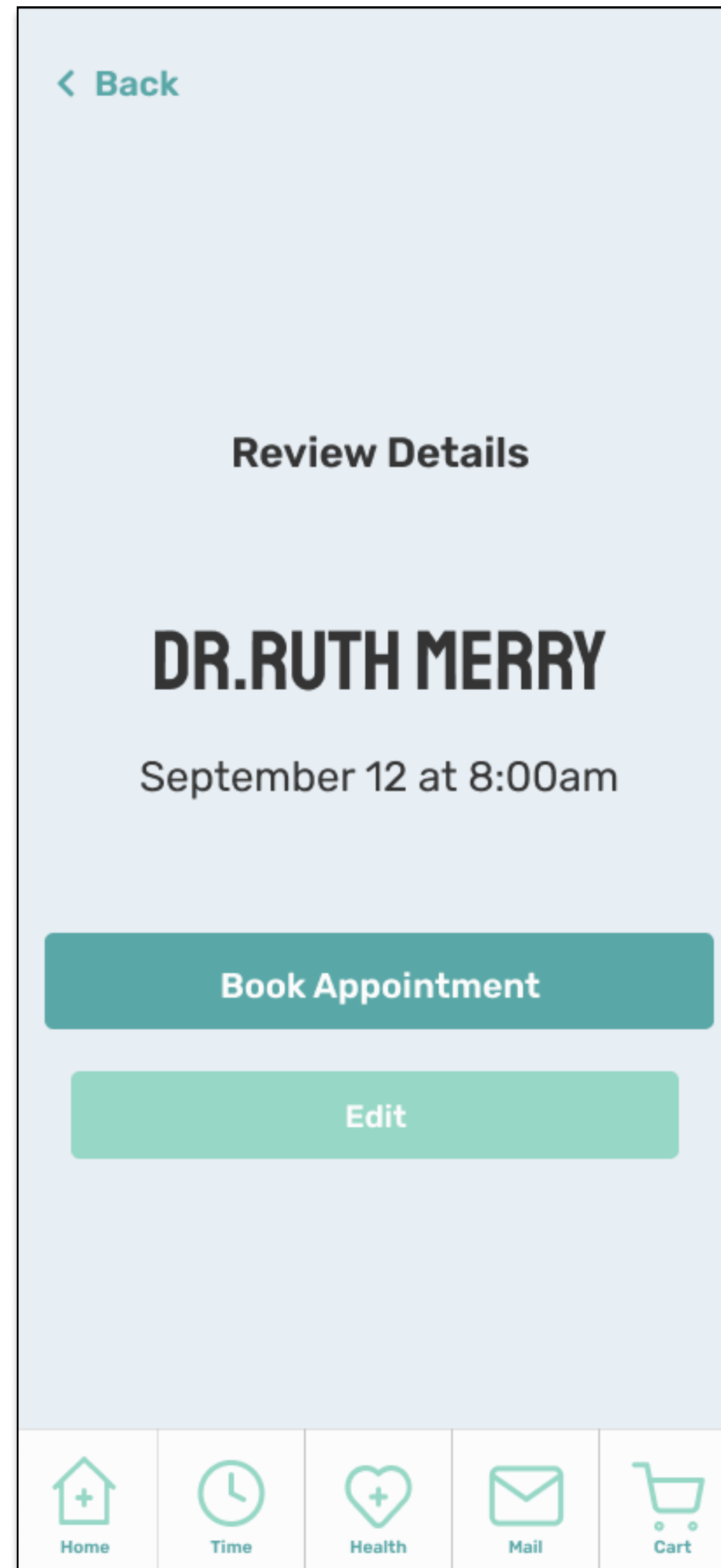
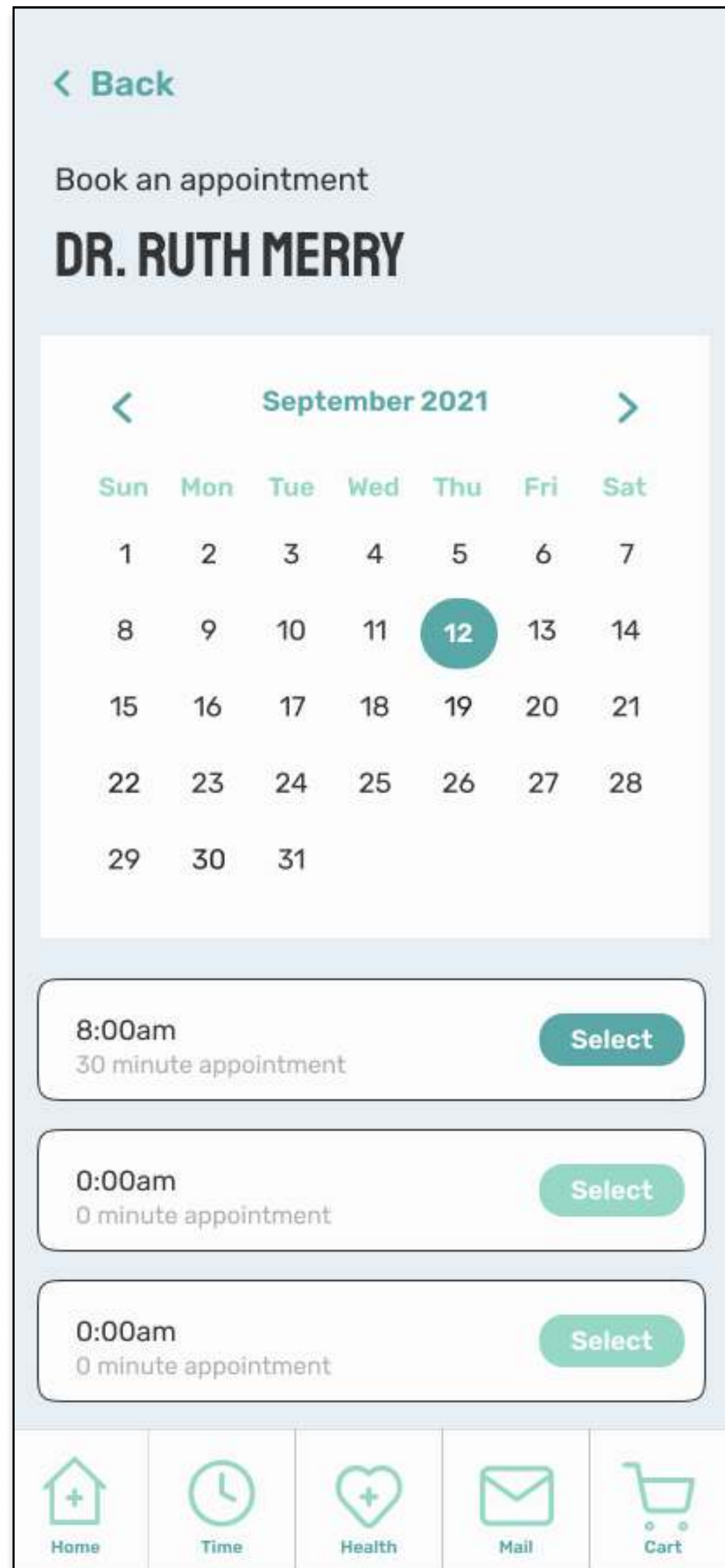


MID-FIDELITY WIREFRAMES

I then applied my Style Guide while designing the Mid-Fidelity Wireframes



MID-FIDELITY WIREFRAMES



LOGO DESIGN

I decided to try my hand at creating a logo quickly. I looked up a few examples of medical and health logos, and I saw a recurring theme of imagery of *Hearts and the Medical Cross*. I incorporated both of these ideas and my decided-upon style guide to create a quick, placeholder logo for the brand.

Inspiration and Iterations



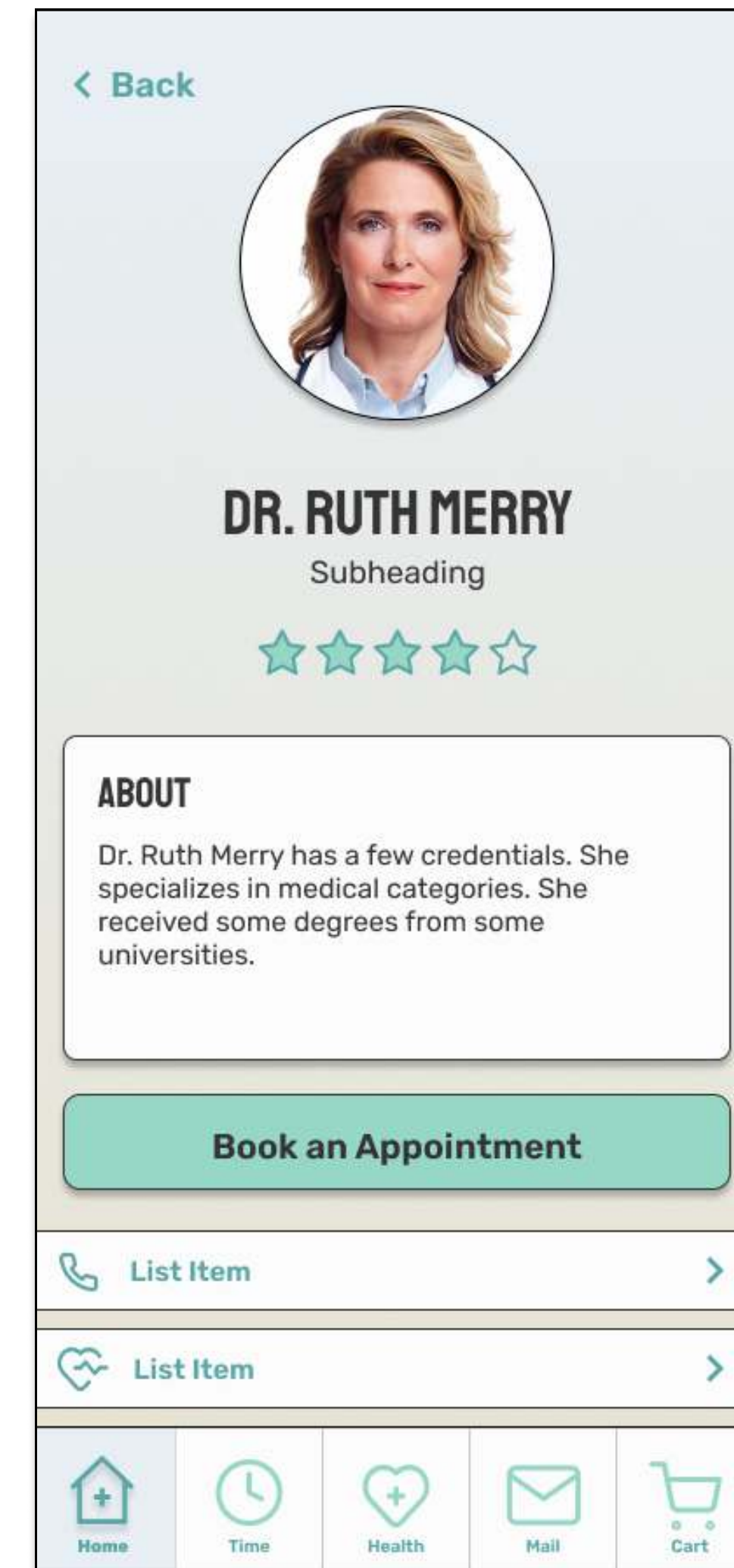
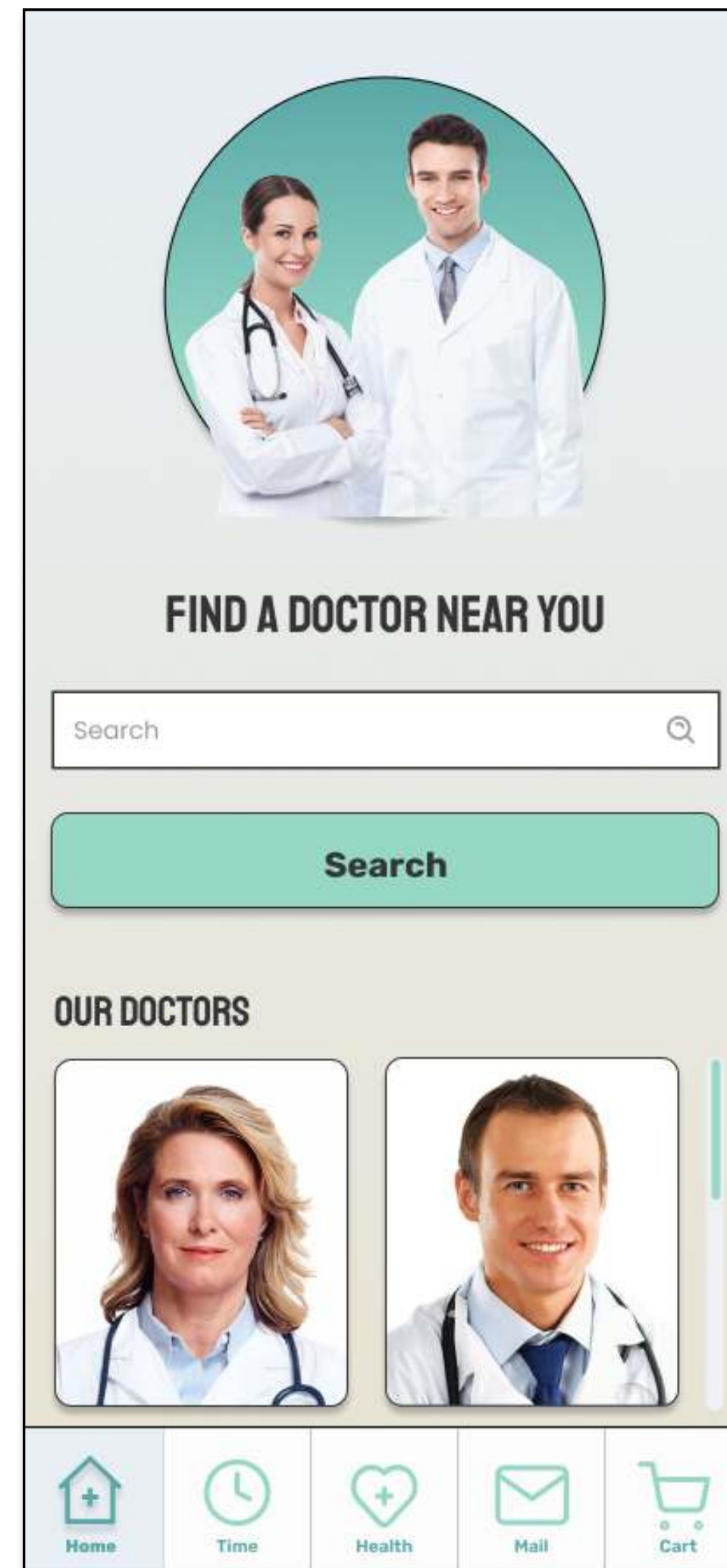
Result



Prado Health

HIGHER-FIDELITY WIREFRAMES

Finally, with the higher-fidelity wireframes I made sure to add more color, add strokes and dropshadows to make elements stand out, adjust the language and writing, and even find and use stock imagery wherever needed.



HIGHER-FIDELITY WIREFRAMES

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Book an appointment with
DR. RUTH MERRY

September 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

8:00am
30 minute appointment [Select](#)


8:30am
30 minute appointment [Select](#)

9:00am
30 minute appointment [Select](#)

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Review Details



DR. RUTH MERRY

September 12 at 8:00am


[📅 Book Appointment](#)

[✎ Edit](#)

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APPOINTMENT CONFIRMED



DR. RUTH MERRY

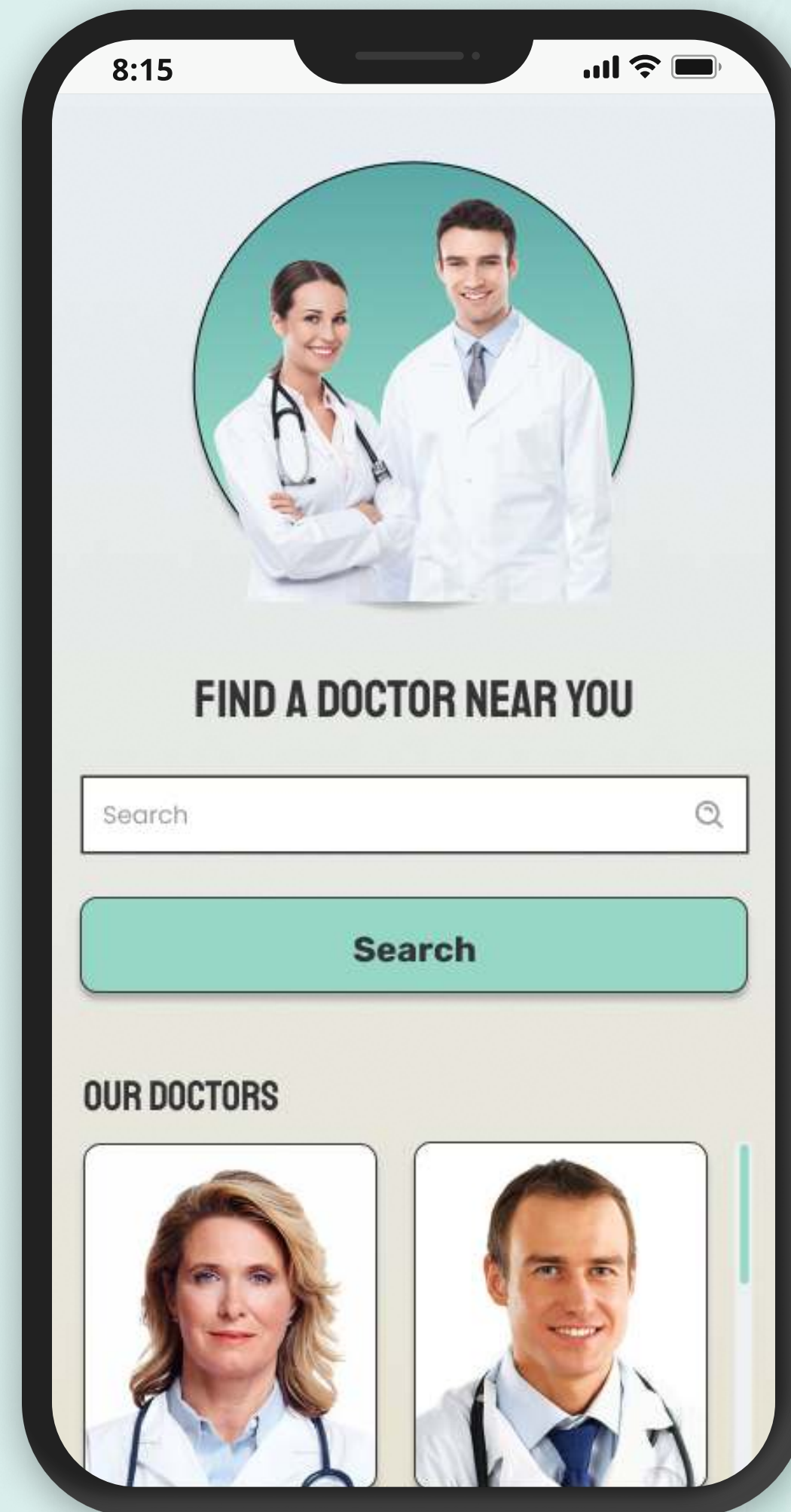
will see you on
September 12 at 8:00am

[Primary](#)

[Secondary](#)

[Home](#) [Time](#) [Health](#) [Mail](#) [Cart](#)

INTERACTIVE FIGMA PROTOTYPE



REFLECTION AND LESSONS

Overall, I am satisfied with what I achieved within a one-week timeframe. If I had more time, I would have loved to have done some **usability testing**. I would test the *visual aspect of my design* and whether my choice of *colors, font, and language* succeeded in conveying a *comforting and welcoming* feeling. From the outcome of the testing, I would further iterate on the wireframes and make them according to my users' needs.

I would also **work on the logo**. As of now, the logo seems like a placeholder element. I would dedicate a slot to workshopping countless iterations on the brand's logo if I had more time. I would want it to look sleek and simple while also giving off the emotion of comfort and welcome, which Prado wants.