

# Cristian LLanez

**Product Designer**

*Ux / Ui*

A product that makes sense



# About Cris

For the past 9 years, I've worked helping local, regional and international companies to communicate their value proposition through visual and interactive digital design. My experience spans multiple fronts – from product designer, Ux Ui Designer, Graphic Designer, user research and concept validation, to strategic campaign planning and execution via digital marketing initiatives such as web design, inbound lead generation, and social media management.

**Link to my job:**

[www.behance.net/proyectil](http://www.behance.net/proyectil)

[dribbble.com/cristianllanez](https://dribbble.com/cristianllanez)

# Topics

## MediSci

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Defining project  
The impact on the company.  
Digital environment  
Project task

## Mobile app

Introduction  
Goals  
Investigation  
Interviews  
Field visits  
Polls  
User people  
Project task  
Navigation map  
To consider  
Design decisions  
Prototype

## Tablet app

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## Web Platform

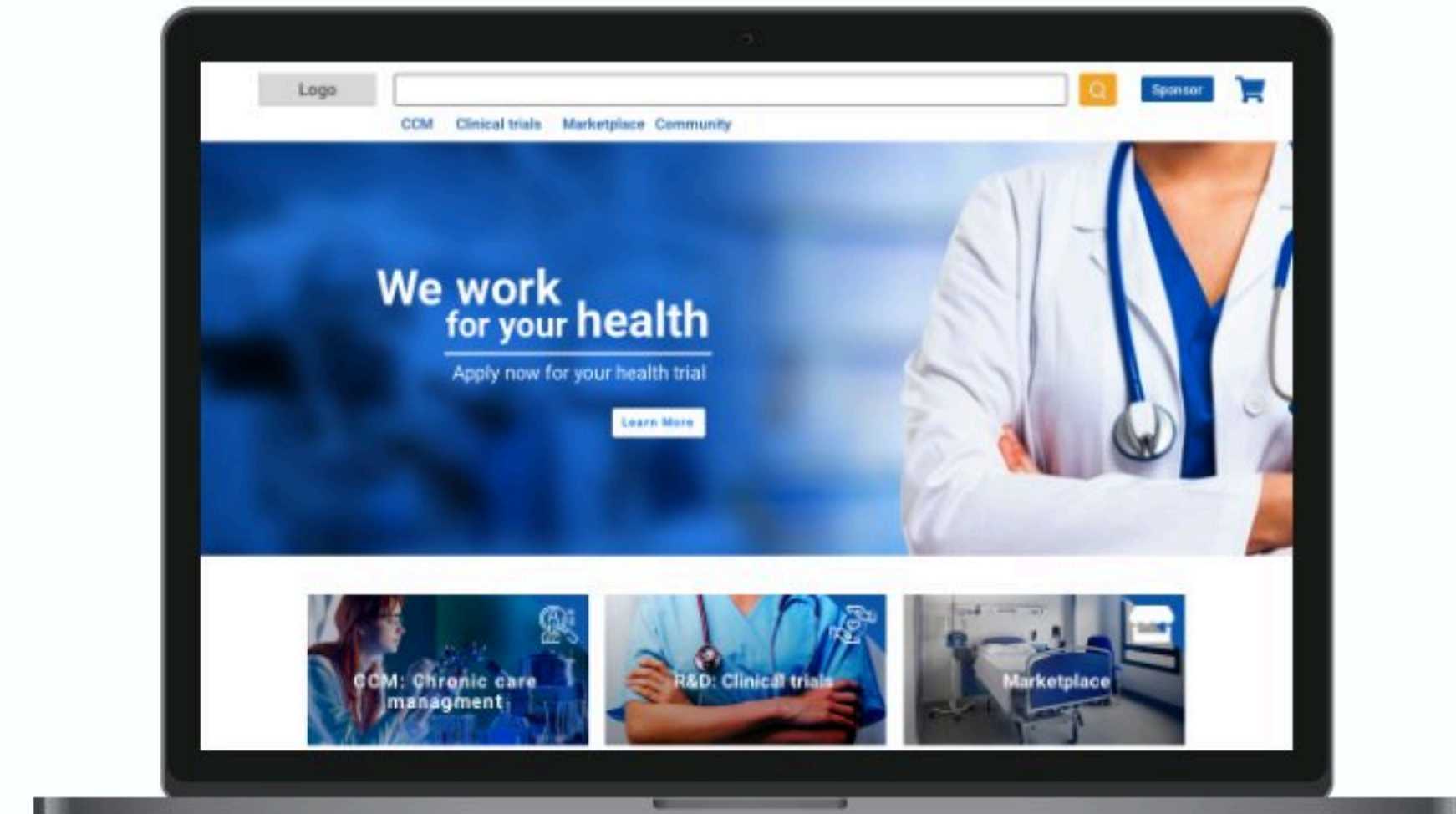
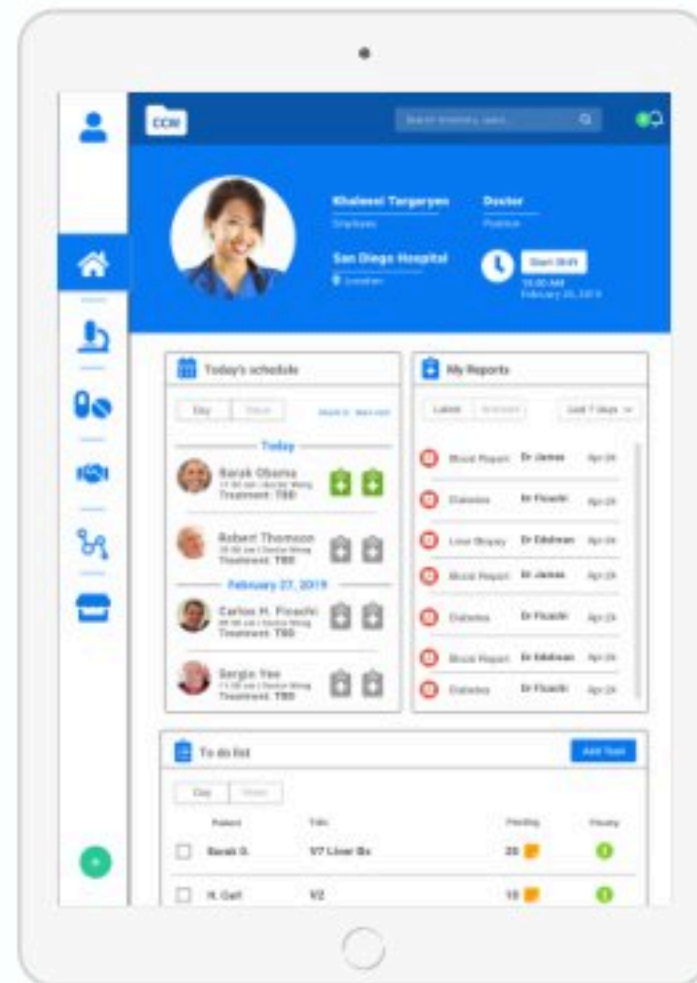
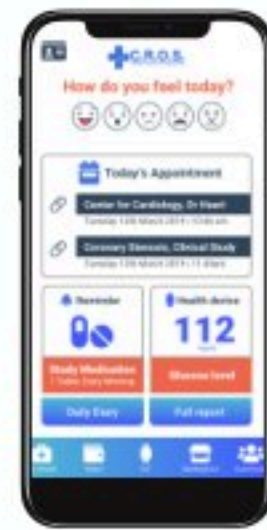
Introduction  
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Prototype

## Conclusion

## Beyond the prototype

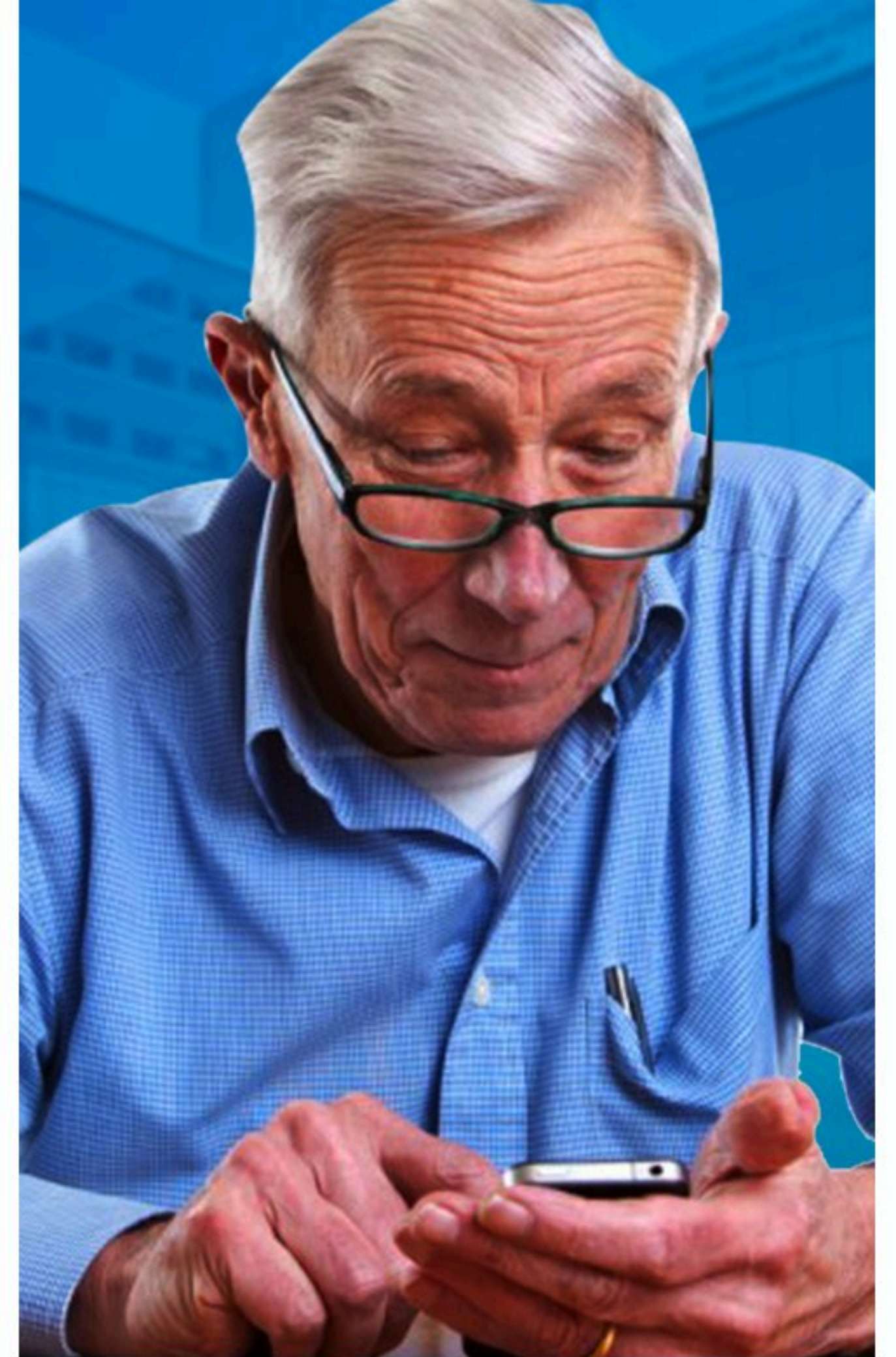
# MediSci: Digital Environment

Omni channel product development, based on three sub products generating connectivity and a digital environment between them.



# MediSci

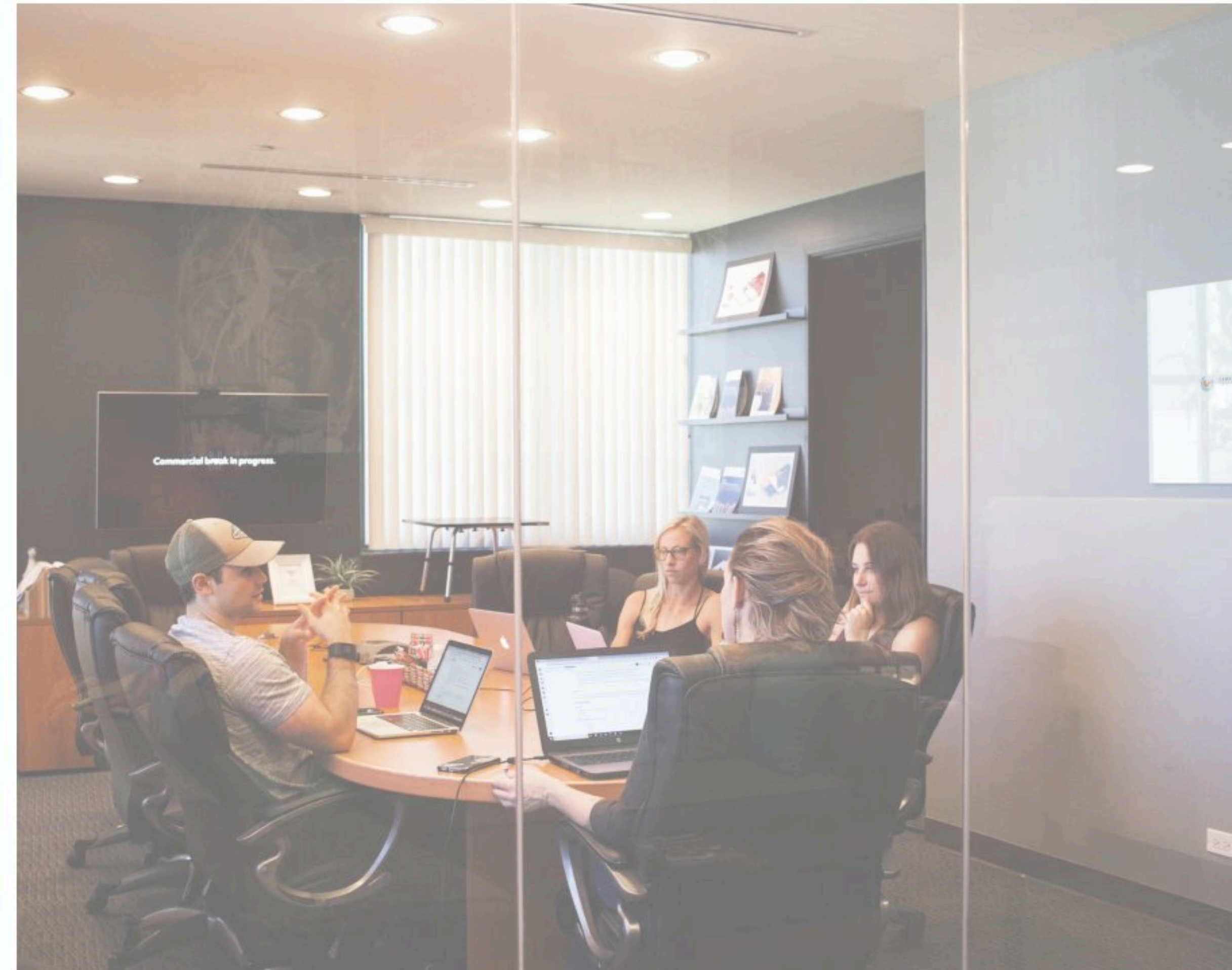
Company specializing in medical trials, which seeks to facilitate its process of testing logistics between the patient, clinic (employees), inspectors and at the same time have an increase in its portfolio of providers by giving access to active inventories, transport of medication and the status of the patient when is medicating.



# Summary

## The first challenge

Sit down to talk with the client to know their concerns, understand the business, because it was clear that they needed to streamline their processes, only that they did not have a clear idea or the knowledge to achieve it.



## Defining project

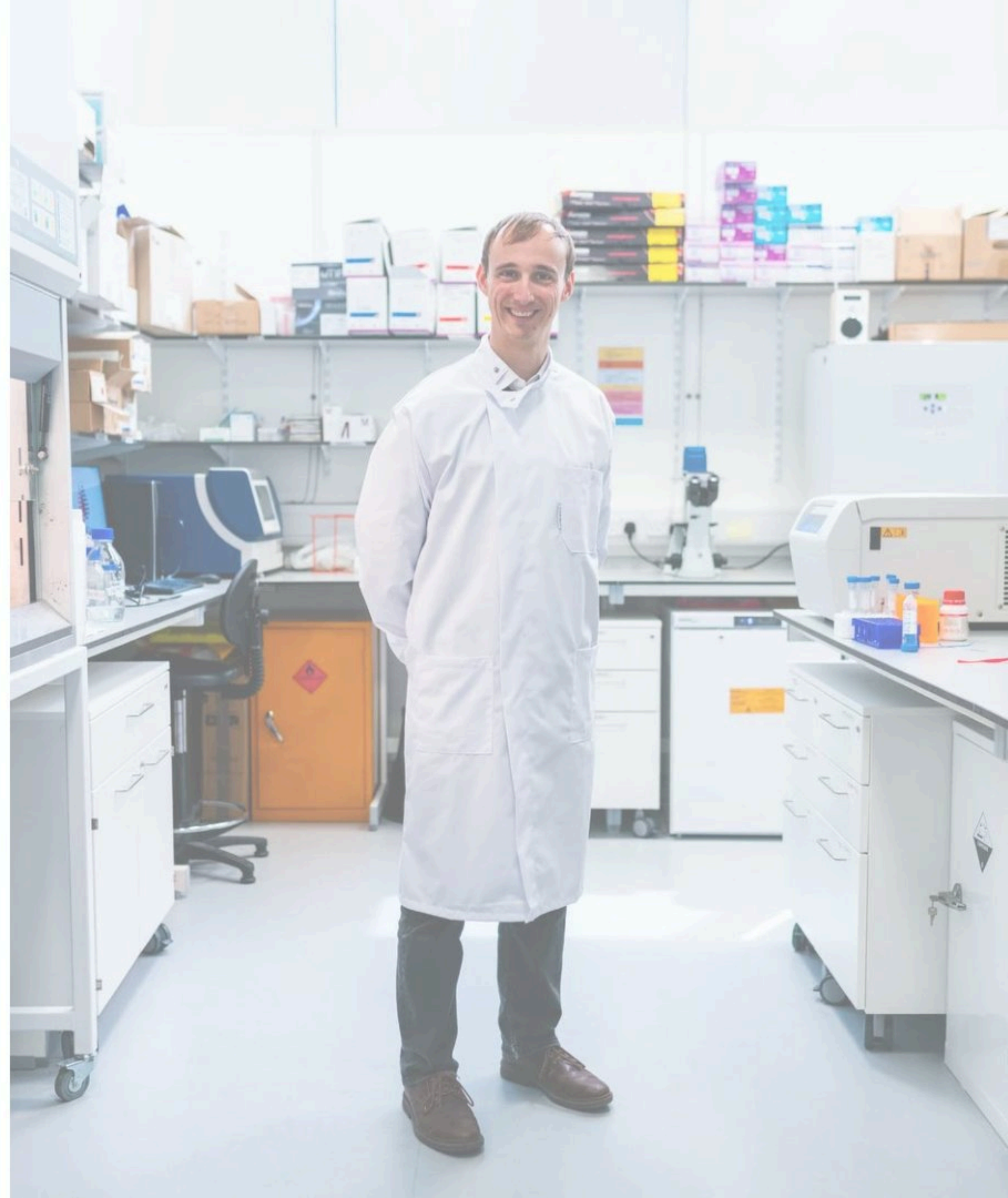
Talking with the client and analyzing the needs of the business and logistics, we conclude to generating three platforms that simultaneously facilitate the interaction between them and way to monitor each of the parts of the process and business.

Dividing **MediSci** process into three main platforms: Patient, CRC, and Sponsor, which will have hierarchies to be able to manage the access to information in each one and generate a synergy of constant communication and data output.



## The impact on the company

Health care sector gathers gigabytes of data daily, that's why it is important for **MediSci** since this is the main core of its business. It validation against the FDA rules in the field of medicine and it's transparency before suppliers, in order to centralize and standardize medical archive data.



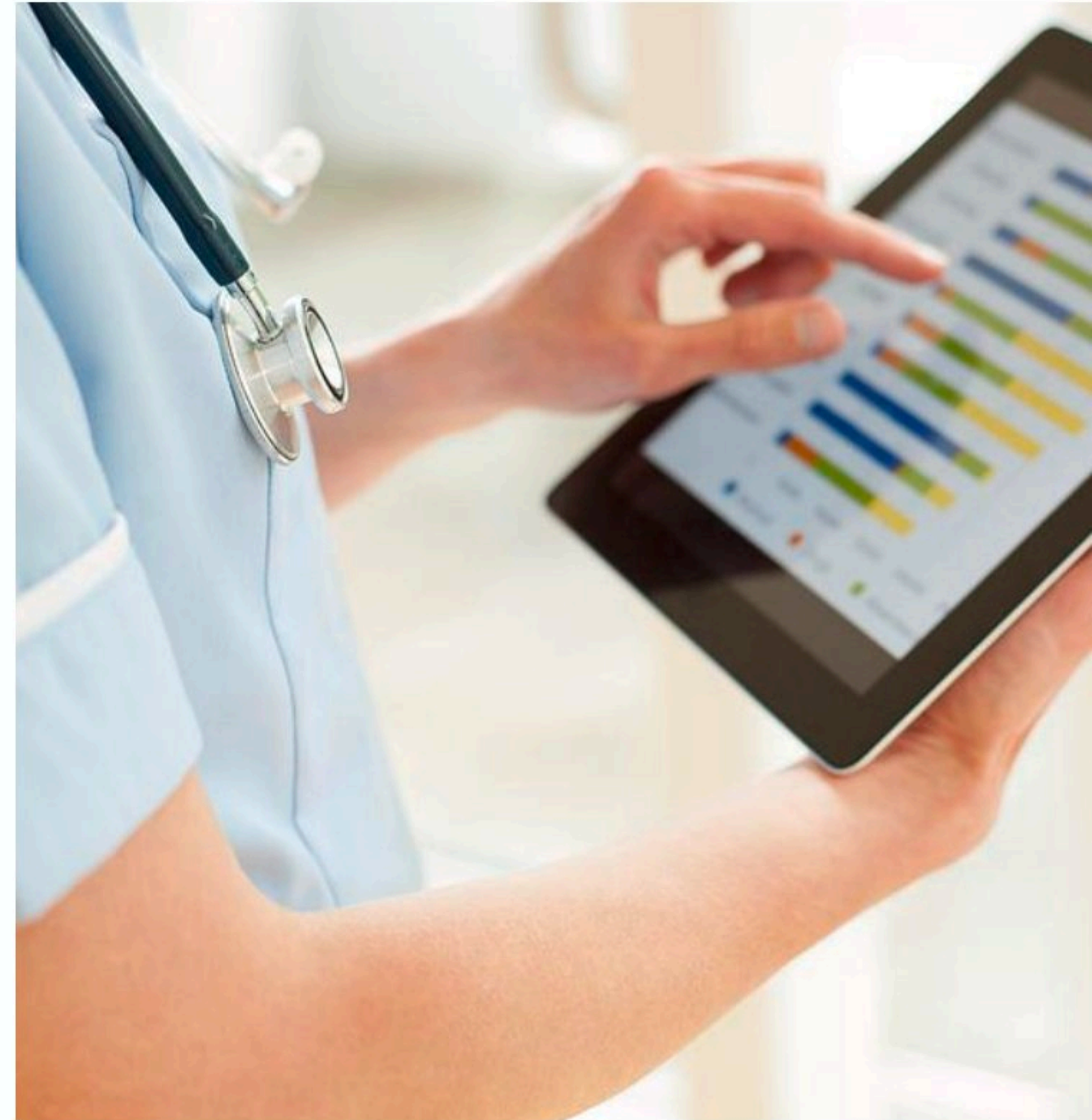


# Digital environment

A point that is important to highlight the platforms are connected to each other, all members of the ecosystem can not access the same amount of information since, number one: there is specific information that each role needs access and number two, for The policies privacy of each individual and member of MediSci cannot be reviewed without federal authorization or from the same person.

# Project Tasks

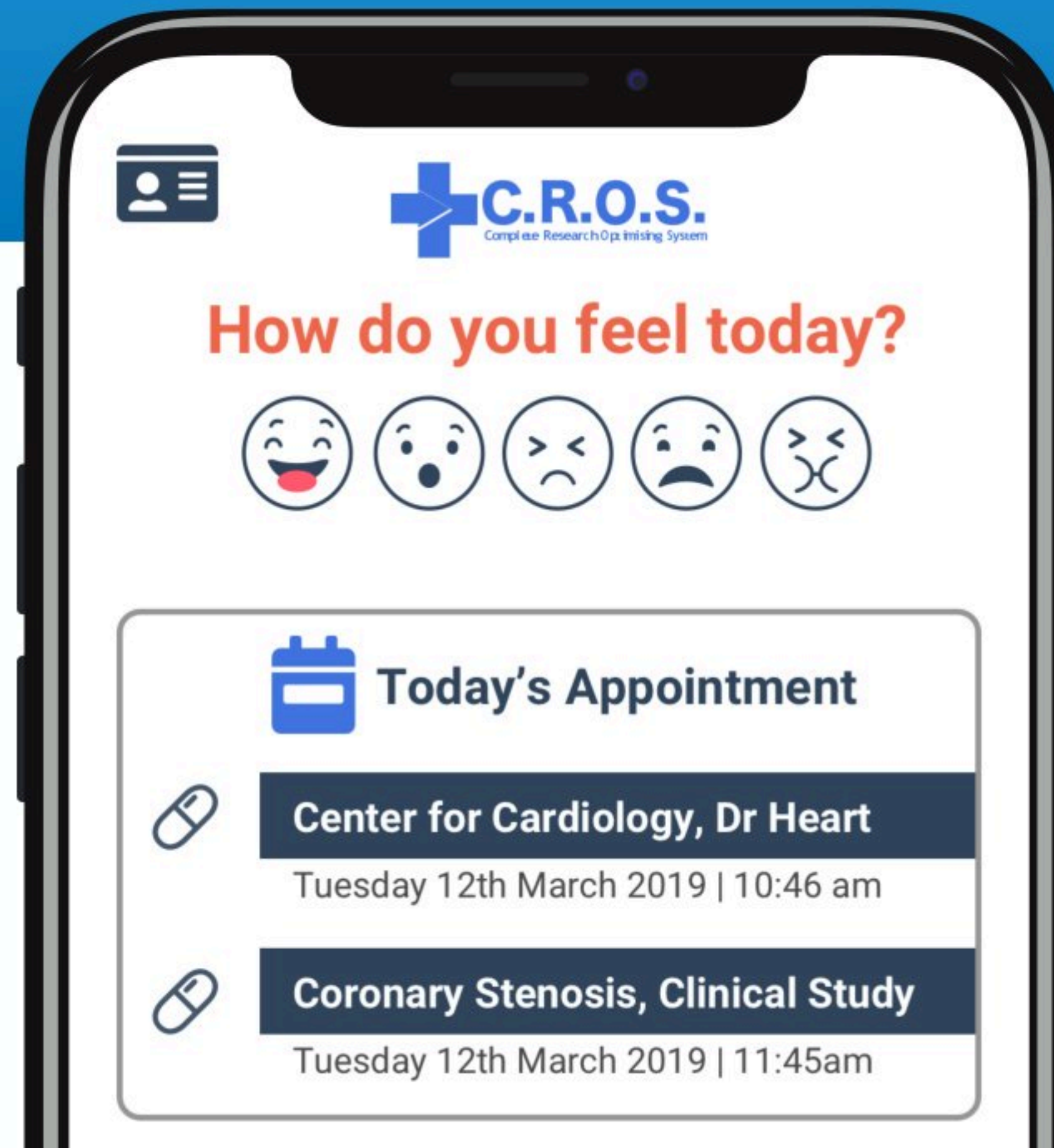
- Land the customer's ideas in a product that can be planned and developed in specific goals and times.
- Create a prototype of a digital environment where the needs of the company are met, attacking on one hand the duties of direct customers, purchases and on the other hand administrative task, logistics and government inspection part.
- The prototypes should comply with real scenarios and give a clearer panorama of what can be released at the end of the MVP development.



Health Care Trials  
Digital Environment

# Mobile App

FOCUSED ON THE PATIENT



# Mobile App focused on patients



Application for mobile devices focused only in patients, where they can make a check in when they arrive at the clinic, obtain their consultation number, review the inventories of medical equipment, link insurers, medication reminders, be able to look for new trials, and at the same time will be sending information to the company and the inspectors that regulate everything related to medicines.



# Goals

The main goal was that our user could carry out all the activities in the clinic environment in a faster and easier digital way so that their visit to the clinic was more agile, with constant and concise tracking.

## Sub project time:



1

Months

Week 1

Research, define task.

Week 2

Ideating, wire-framing and testing.

Week 3

Evaluating and changes.

Week 4

Improve changes and show the prototype.

# Research

According to the project time and budget, these were the research and validation methodologies that were used for the it.



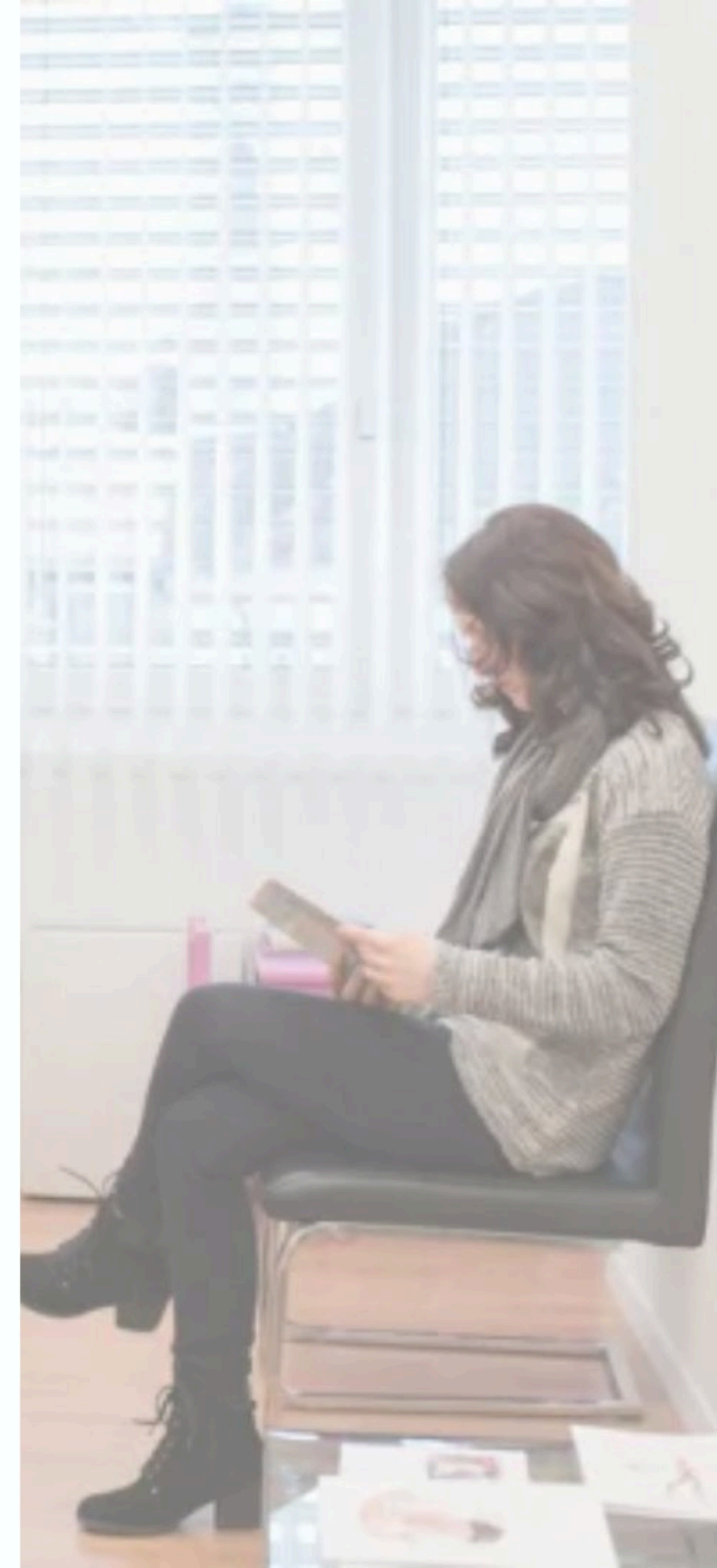
**Interviews**



**Surveys**



**Field visits**



## Interviews

Conducting personal interviews with different representatives of the target audience (in this case just five personas) allow us to better understand their needs and expectations. I have learned:

- Logistics problems when arriving at the clinic.
- Spend time on their visit.
- Waiting times to use their insurance.
- Trouble remembering to take their medicine.
- The type of mobile devices they use.
- The language used.
- The way of communication with their doctors.
- Familiarity with technology.
- Socioeconomic level.



## Field Visits

The field visits helped us to map the path and waiting times of the patients, in turn to know the interaction with the clinic staff, this gave us several important points when generating user cases.

*Deliverable: Only a descriptive text of the days we spent observing was generated.*

## Surveys

The surveys helped us to evaluate the prototypes of the second week and confirm if the hypotheses and the user cases were being well used or if they would be useful, in this case we found that the following points were appropriate to the direct needs of the user when time to be in the clinic or at home to follow up on your treatments.

- Reminders of which medication to take
- Communication with your doctor
- Connect medical devices to phones to keep a report of your health.

On the contrary, the idea of having to answer their device about their health status was something completely new for them.



# User Personas

Different types of users were found, but given the time of the project we focus on two mains, which I consider to cover important points of the users' needs.



## **Silvia | 50 - 65 years**

From Southern California, with knowledge of basic - intermediate technology, about to retire or retired, who goes to clinics very often due to health problems.

### **Problem to solve**

She needs to have control of her medications, appointments, a reminder of her insurance payments and keep track of the expense she spend on visits to clinics, is also responsible for purchases of medical equipment that he needs to have in homes, constantly looking for offers to make an intelligent purchase.

# User Personas

Different types of users were found, but given the time of the project we focus on two mains, which I consider to cover important points of the users' needs.



## **Thomas 50 - 65 years**

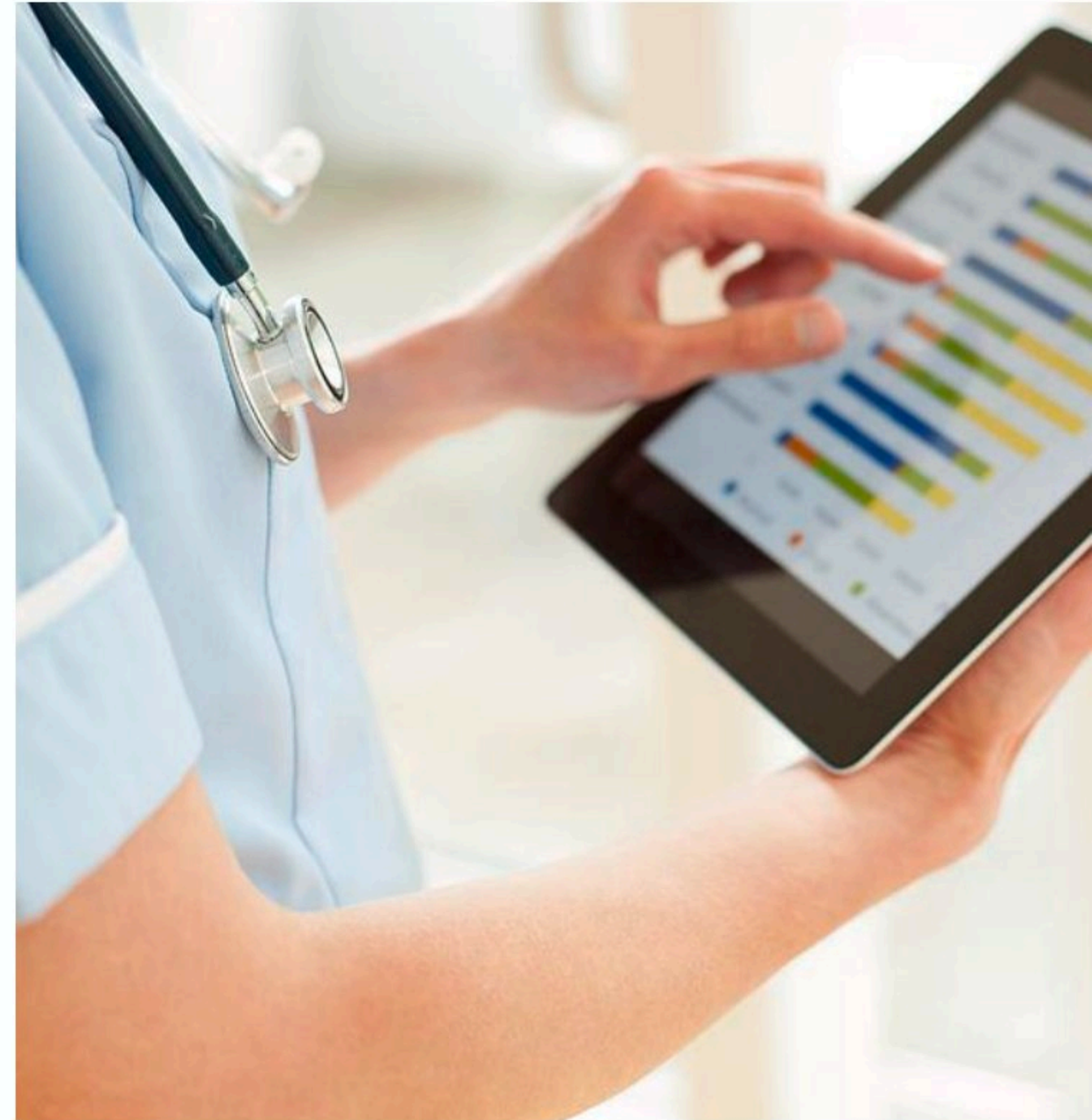
Southern California with knowledge of basic technology, about to retire or retired, who goes to clinics very often due to health problems.

### **Problem to solve**

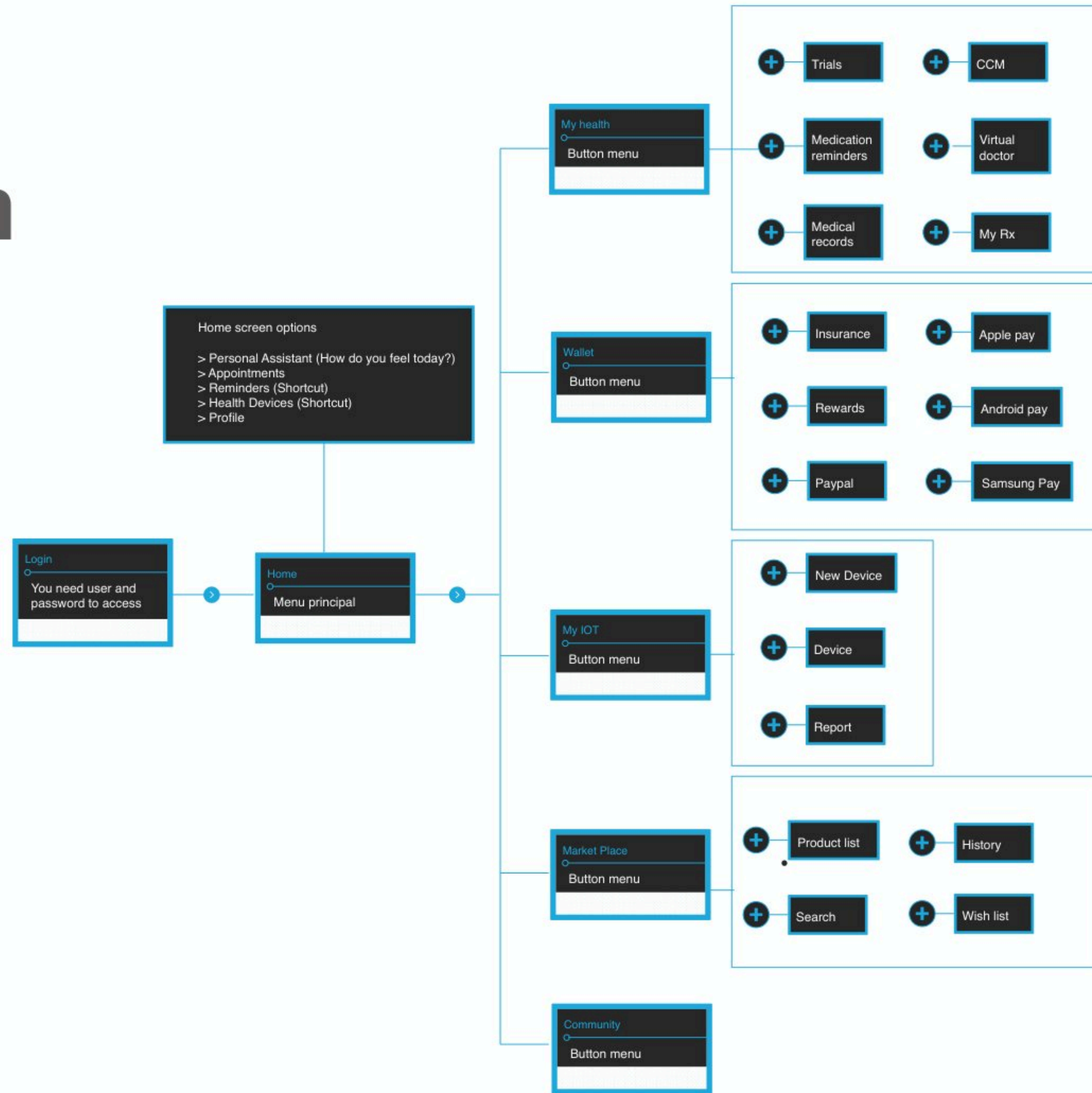
He needs to have control of his medications, appointments, a reminder of his insurance payments and keep track of the expense he spend on clinic visits, At the same time, it is important to have direct contact with the doctor.

# Project Tasks

- Define the navigation map based on the needs established by the client, business and research.
- Create a home screen where you quickly find the most important elements for the user and their interaction with the clinic.
- Create the health section, where the most important points of user health management will be found.
- Generate clear control of the reminder section.
- Give an example of the IOT and the insurers section.



# Navigation Map



# Elements to consider

The company lacks graphic identity and branding, that's why the decision of the colors was taken based on the initial research and to use font awesome as an iconography, in order to speed up the processes and decision making, given the short time of the project.

The wireframing stage was only for the decision making team, a presentation was made to the client with not so flat wireframes, so that they could understand the process we were handling and help them in making the decisions.



# Design decisions

## Color palette

Blue colors and shades of gray were chosen, through surveys and interviews, to confirm that color is the one that most expresses tranquility, reliability and health to **MediSci** users.



#31455C



#4174E1



#EF674D



#435AFF  
#52BED4

## Font

The font was selected for its easy readability due to the finish of its tips before 50+ readers, in addition to being very light when entering development and thus helping the team in its future implementation.

### Montserrat

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNQRST  
UVWXYZ  
1 2 3 4 5 6 7 8 9 0

Regular Medium **Bold** **Black**

### Roboto

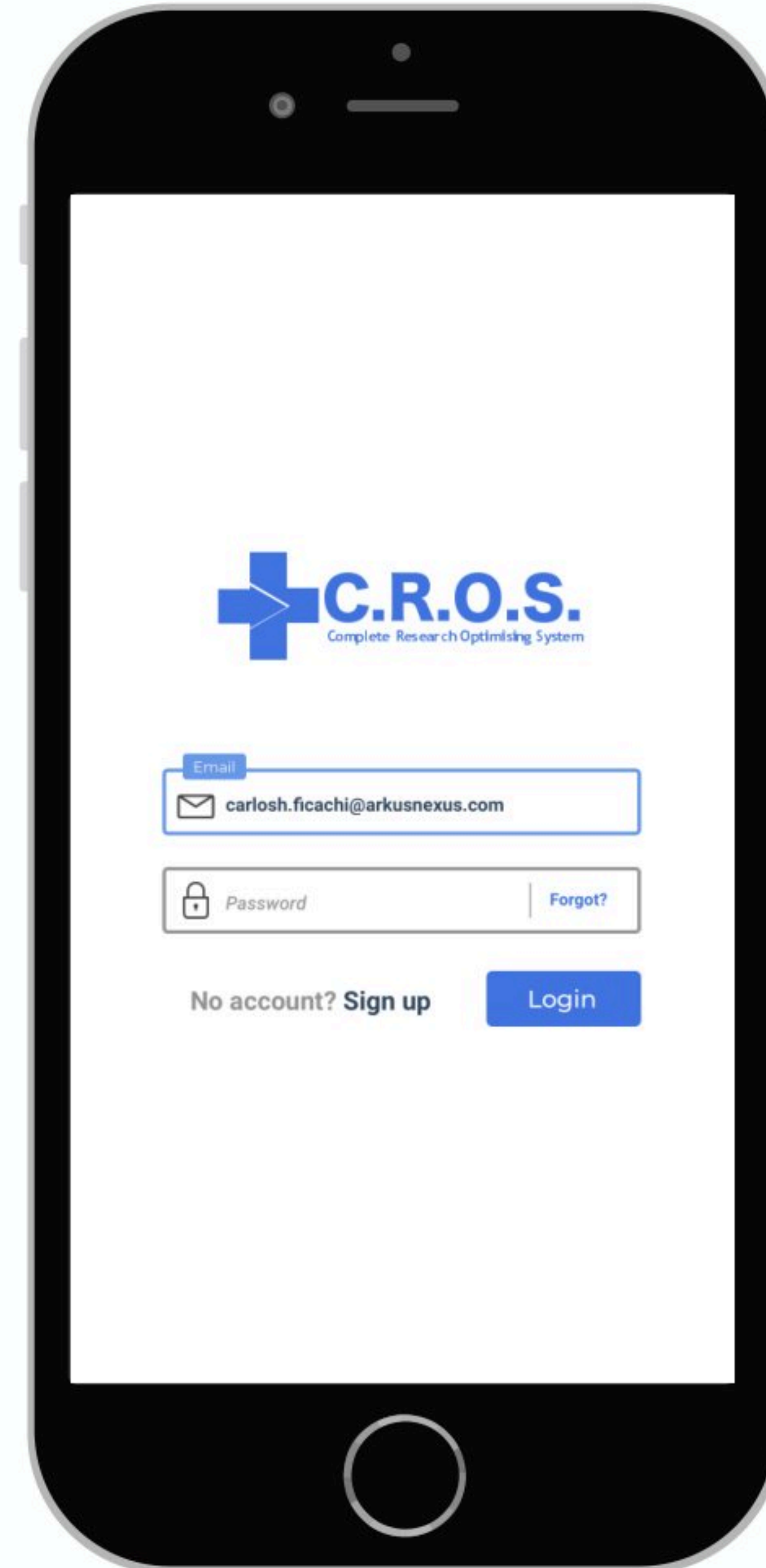
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ABCDEFGHIJKLMNQRST  
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# Prototype



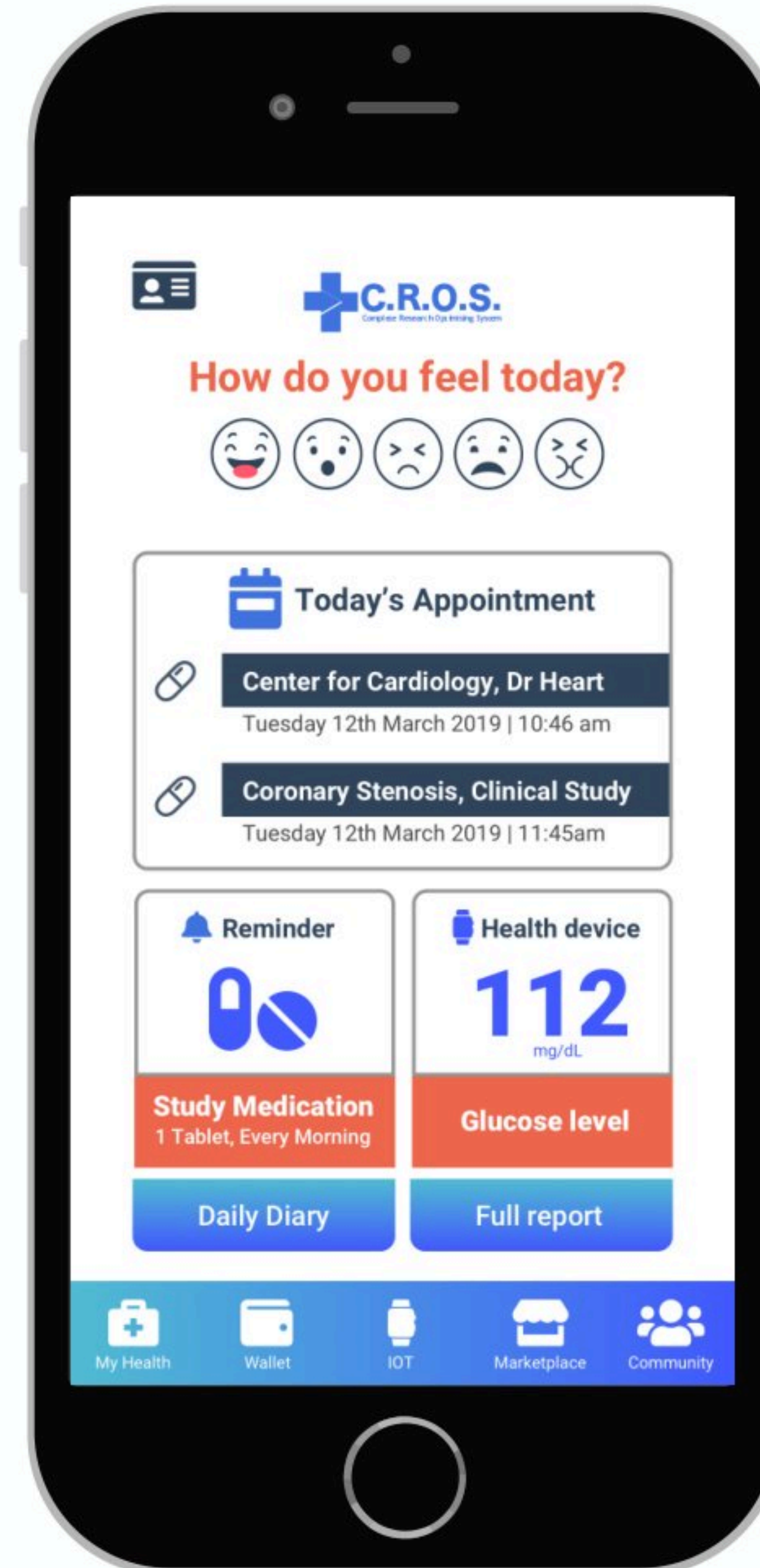
# Prototype



# Prototype

## Home

Home screen comprises general navigation, the first question, today's appointment, reminders, health device and the second navigation at bottom.

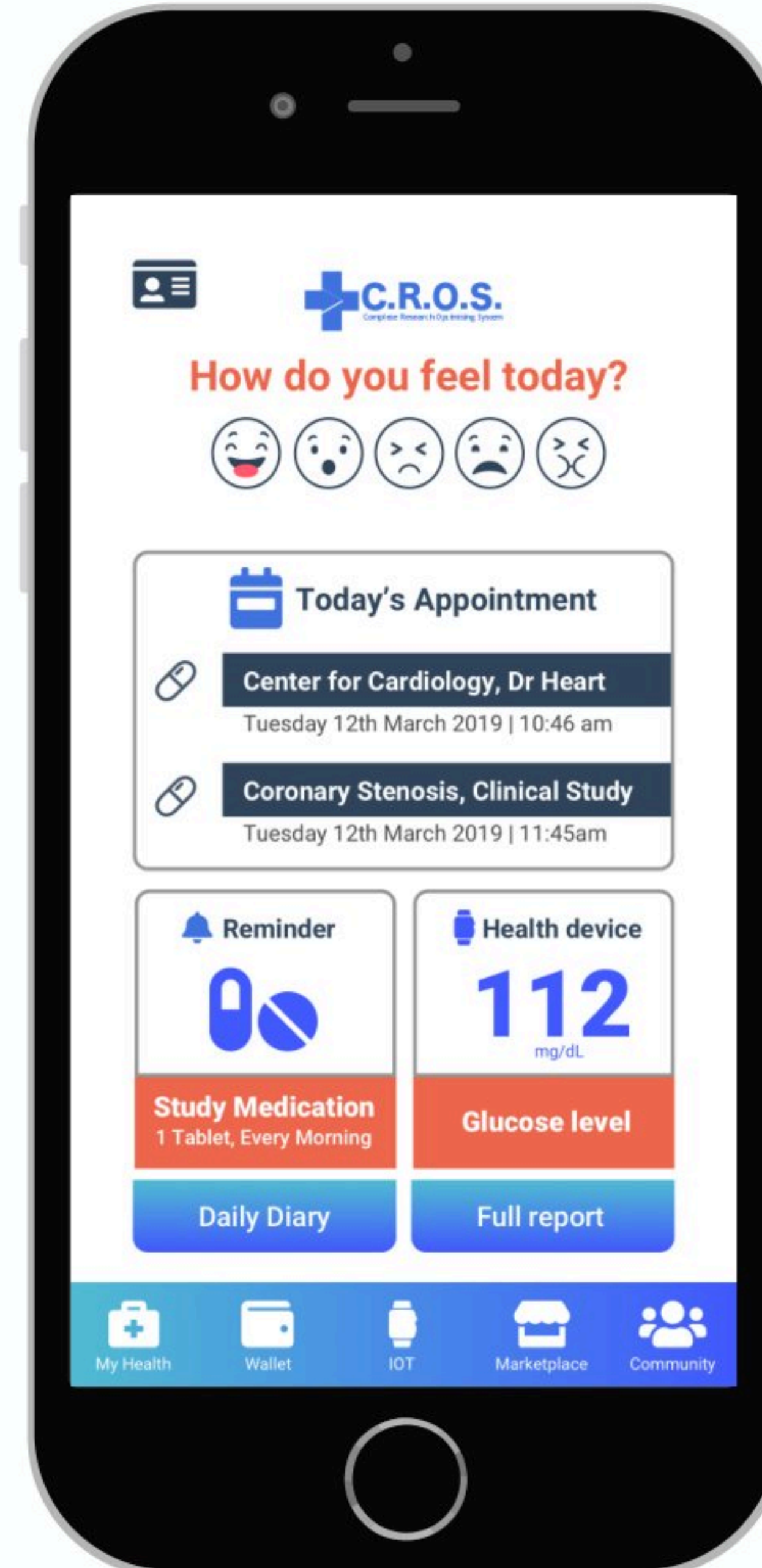


# Prototype

## Health

One of the most important sections of the application, that's why the decision was made to create a wide grid so that users could locate the appropriate option without problems.

Here you will find everything related to the health of the intern and the direct connection with the clinic, this section includes: My trials, Medication reminders, Medical record, CCM, Virtual doctor and My Rx.

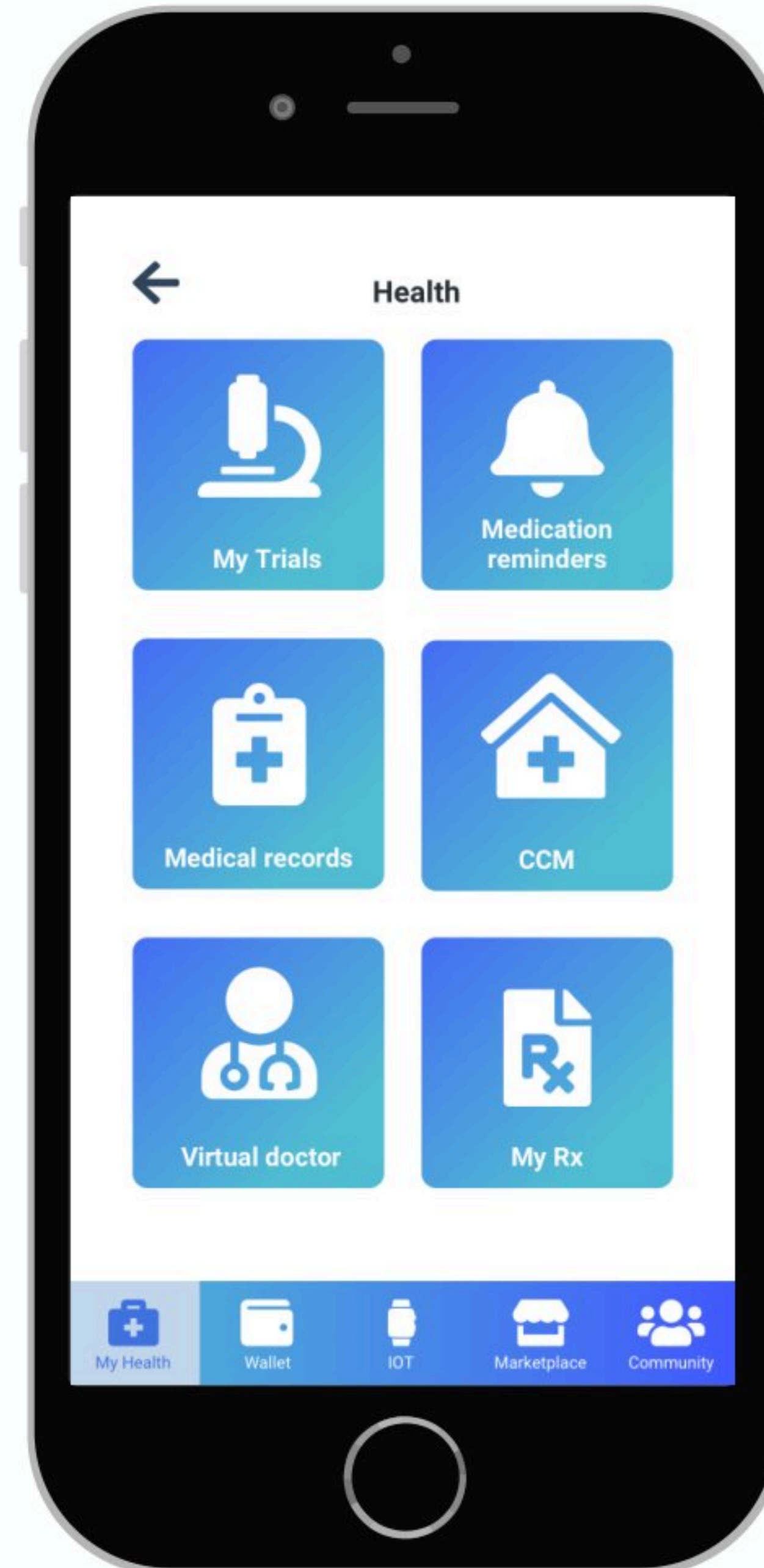


# Prototype

## Health

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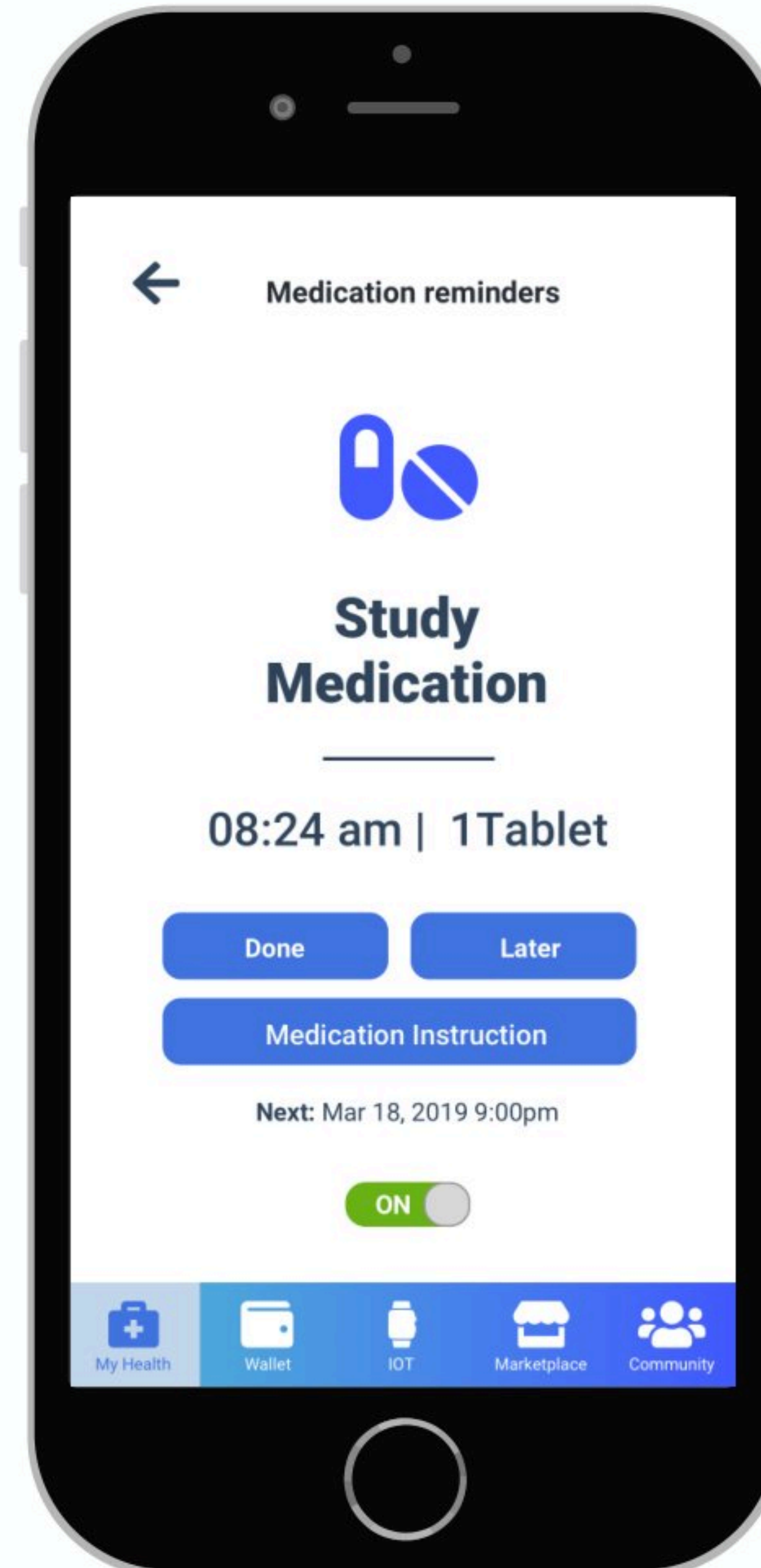
Here you will find everything related to the health of the intern and the direct connection with the clinic, this section includes: My trials, Medication reminders, Medical record, CCM, Virtual doctor and My Rx.



# Prototype

## Reminders

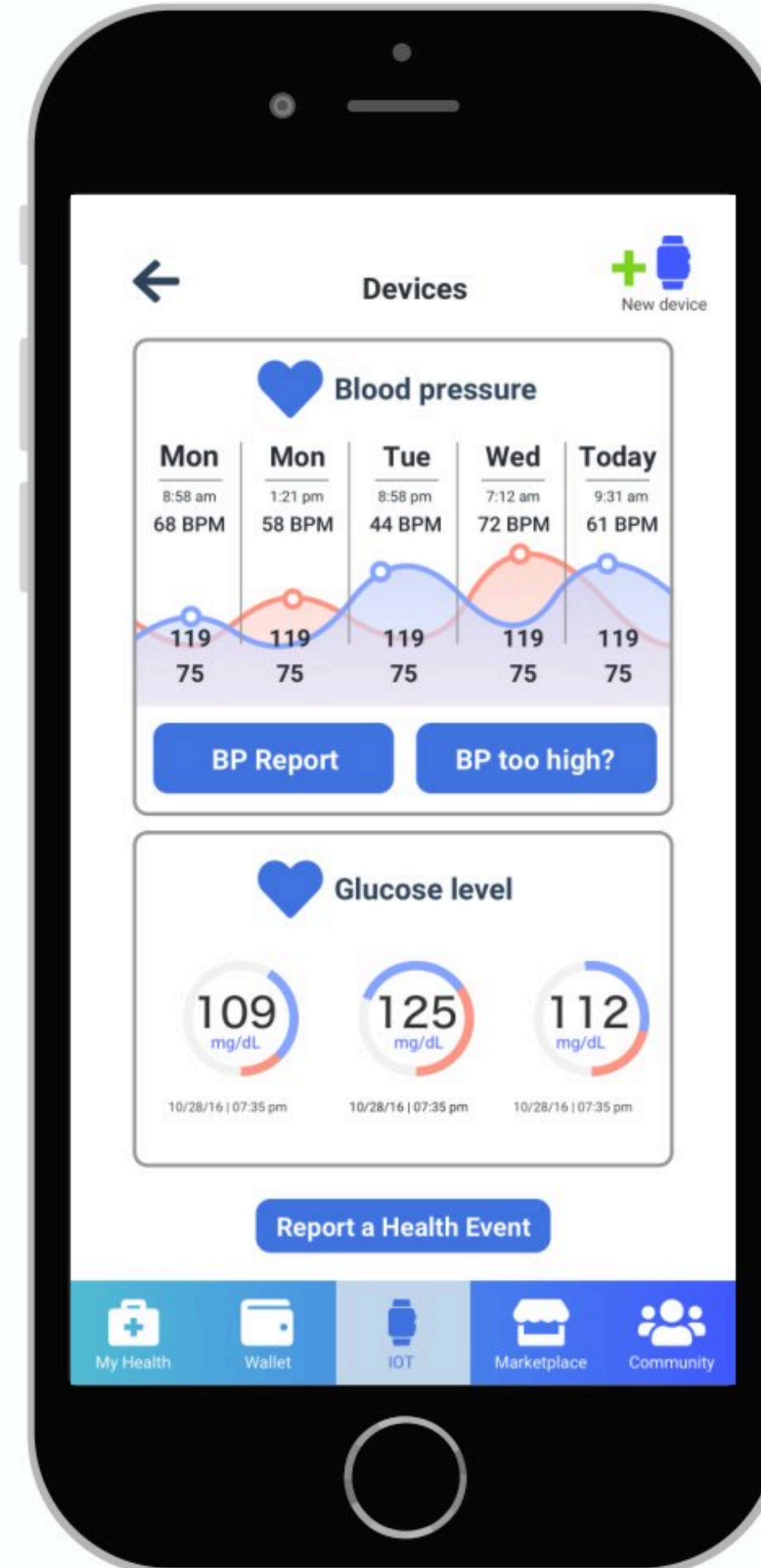
The medication reminders section, where the patient is told what medicine to take, at what time and why, at the same time that the patient confirms whether or not the medicine was taken, a notification is sent to the clinic for their proceedings.



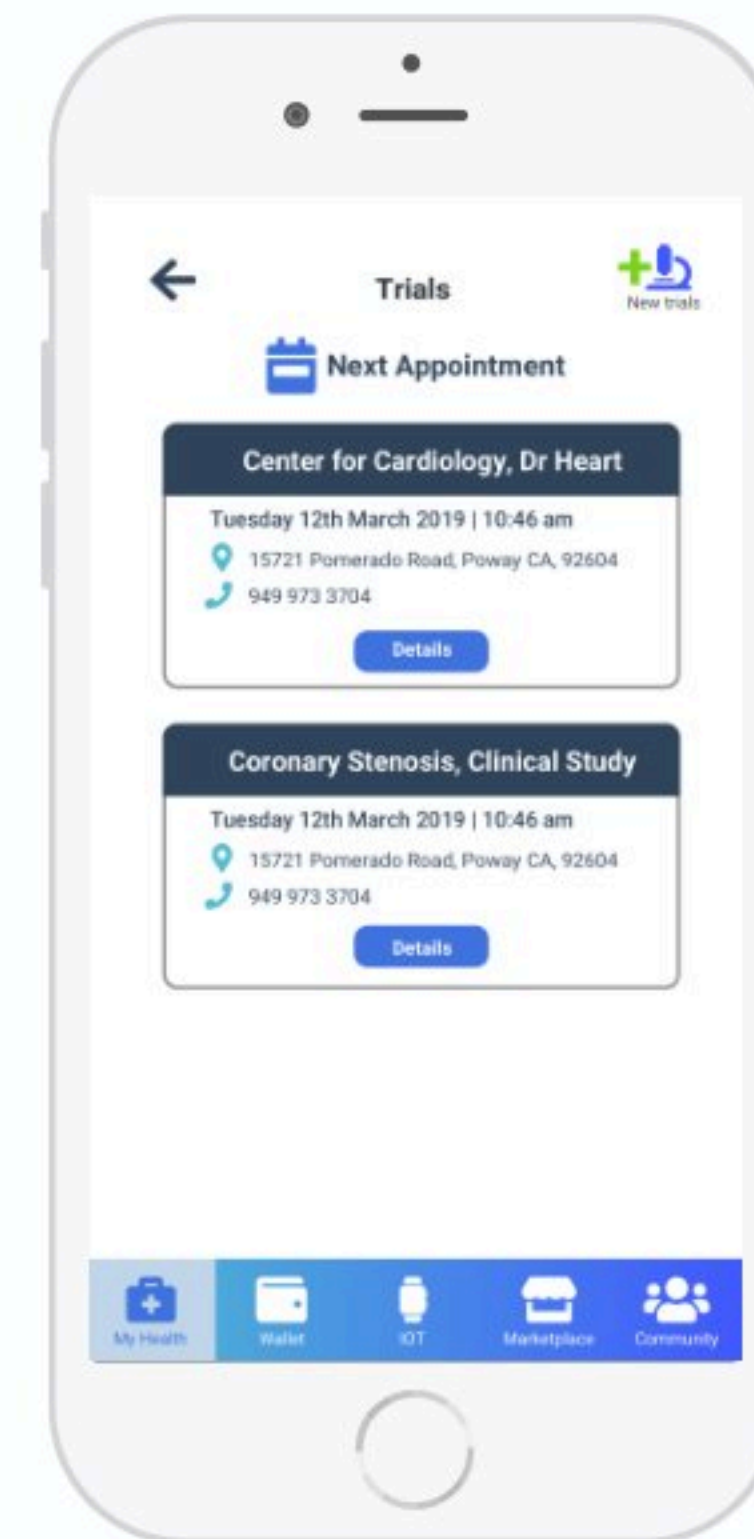
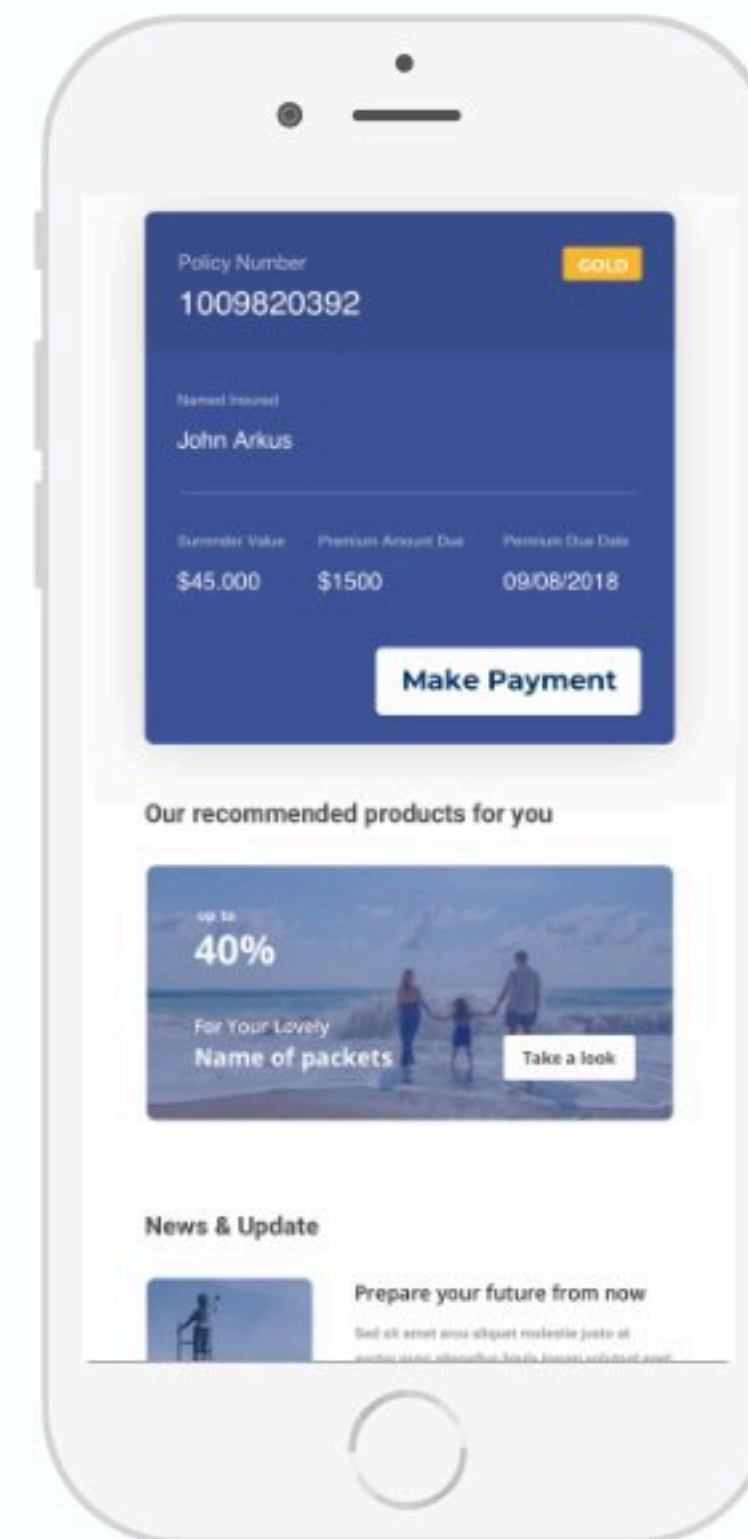
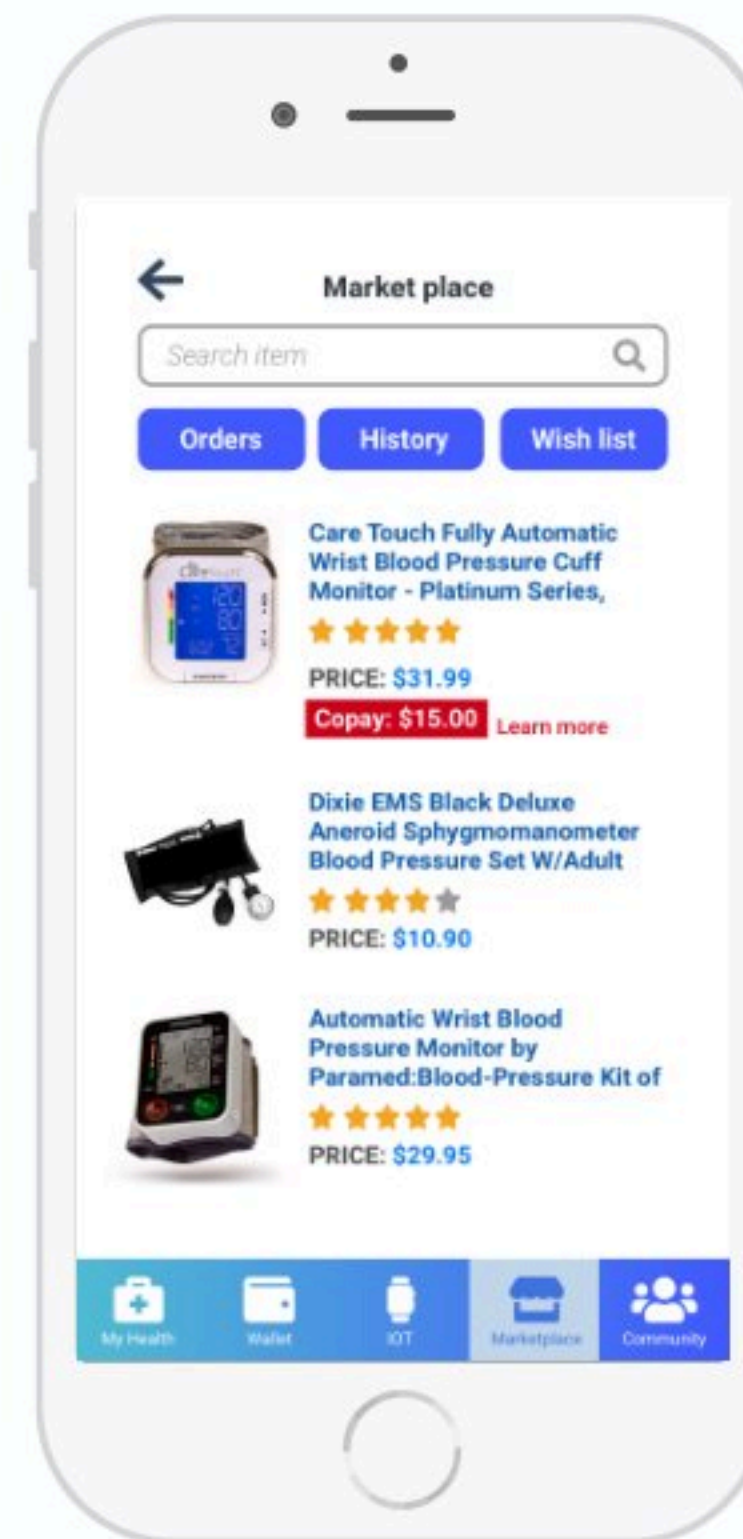
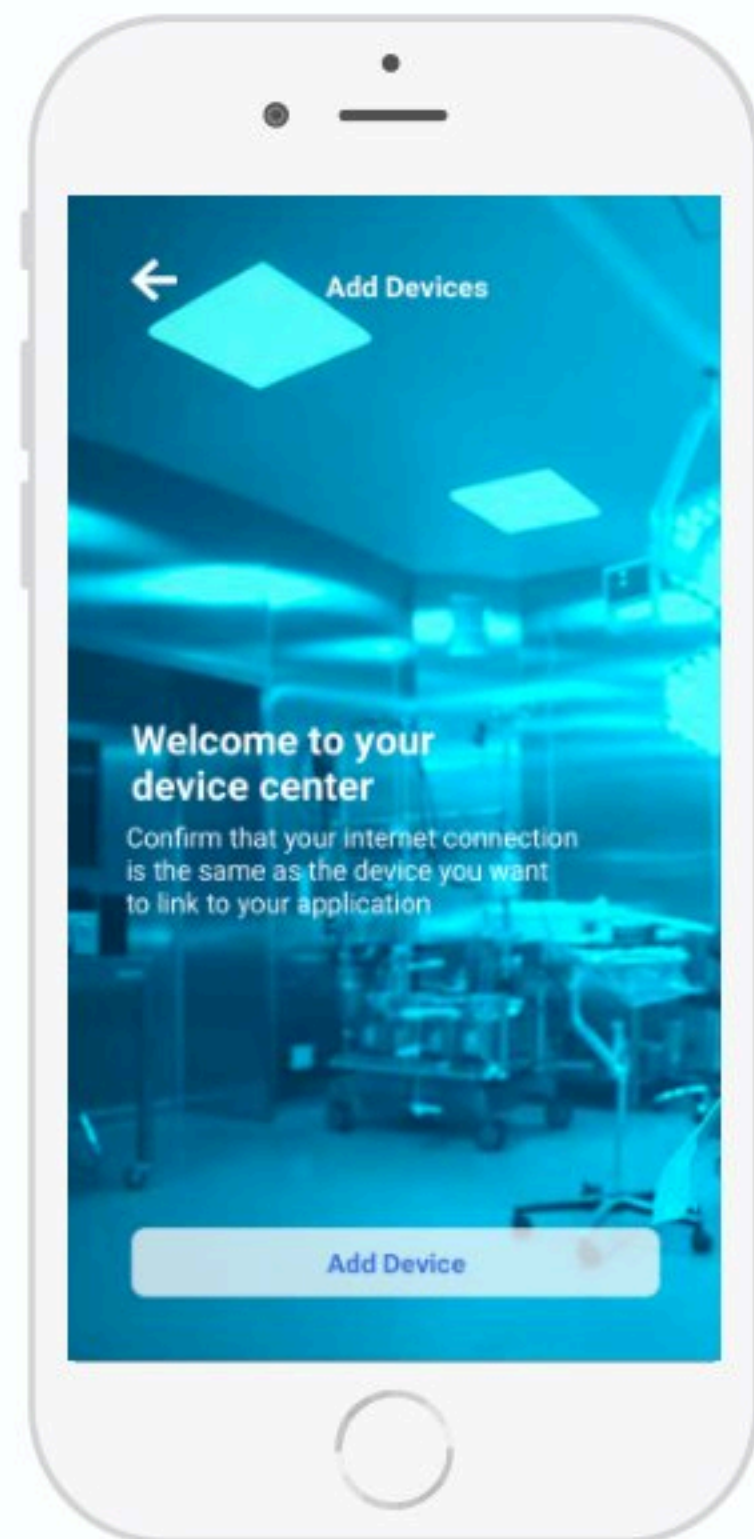
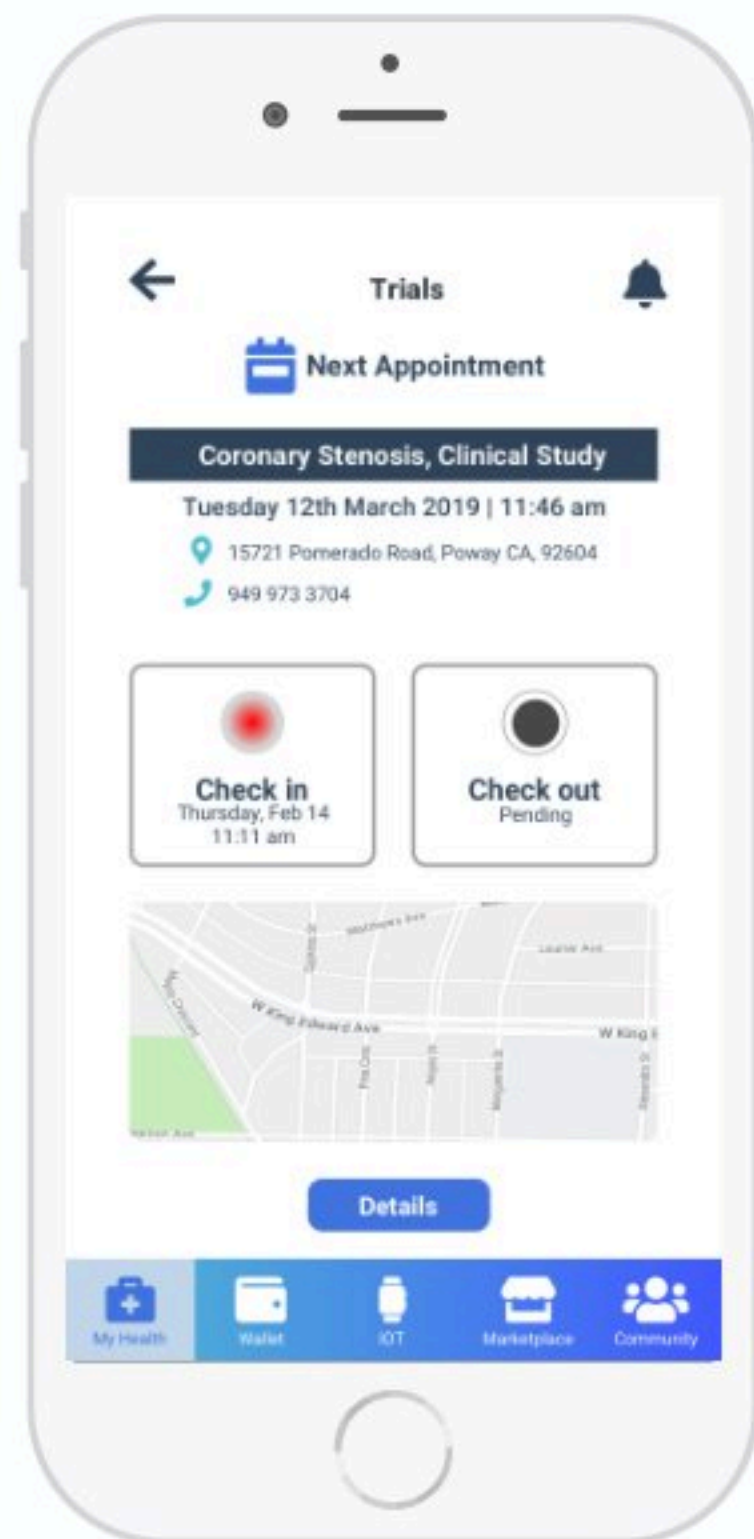
# Prototype

## IOT

Part of the Medici's service is to have the connection between the medical house equipment and the smartphones of the patients, this in order to give them a faster reading of the results and to be able to keep a record of it.

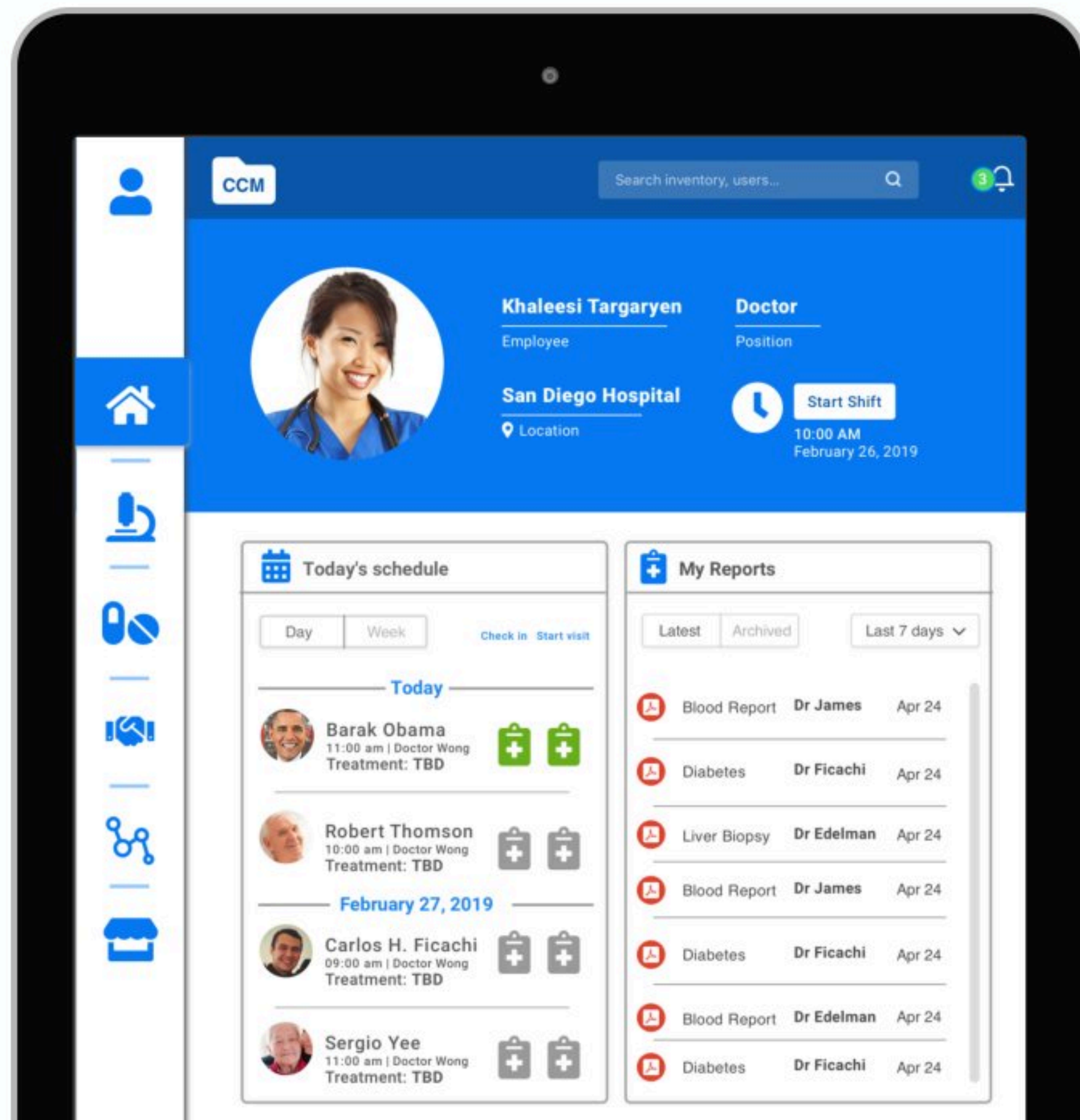


# Screens



# Tablet App

CRC: APPLICATION  
FOCUSED ON MEDICAL TEAM



*Health Care Trials Digital Environment*

# Tablet App

**CRC: APPLICATION  
FOCUSED ON MEDICAL TEAM**



On these case, ,it was necessary to have better administrative control of the operating part of the clinic, doctors, inventory, appointments and allow government auditors to review everything related to their inventory and medical records of patients that by law had to constantly review .



# Goals

The main goal of this deliverable is to generate a faster work environment for all workers in the clinic: nurses, doctors, inventory and managers.

For practical use and for times we focus on the practical cases of nurses with some interactions with doctors.

## Sub project time:



1

Months

Week 1

Research, define task.

Week 2

Ideating, wire-framing and testing.

Week 3

Evaluating and changes.

Week 4

Improve changes and show the prototype.

# Research

According to the project time and budget, these were the research and validation methodologies that were used for it.



**Interviews**



**Surveys**



**Field visits**



**Medical documentation**



## Interviews

Interviews were conducted with a personal: Nurses, doctors, inventory staff and manager

Given the time we had for the project, our number of people was five, that allow us to better understand their needs and expectations.

I have learned:

- The levels of hierarchies among the staff.
- The different levels of information to which each of the roles should have access.
- The different documentation depending on the patient and treatment.
- The rules of the clinic.
- Points of the FDA to be able to release medicine and how to follow up.
- The interaction between the different roles.
- What is the flow of the documentation?
- What points can be changed in the documentation when landing it to a digital environment and what not.
- What are the important scenarios to deal with in the prototypes.
- How the shelf life of the drug works.
- Areas for improvement of the company, such as drug inventories and nomenclature.



## Field Visits

The field visits made clear how the direct interaction between all the staff is and a point that should be noted is that this helped us to make and base the decision that the second product was an application for tablets, since it is the common denominator of management of information in the clinic, therefore it would not be a change that would produce discomfort or such a large learning curve.

Giving us this another great task, to land all the documentation that they handle physically to digital.

***Deliverable:** Only a descriptive text of the days we spent observing was generated.*

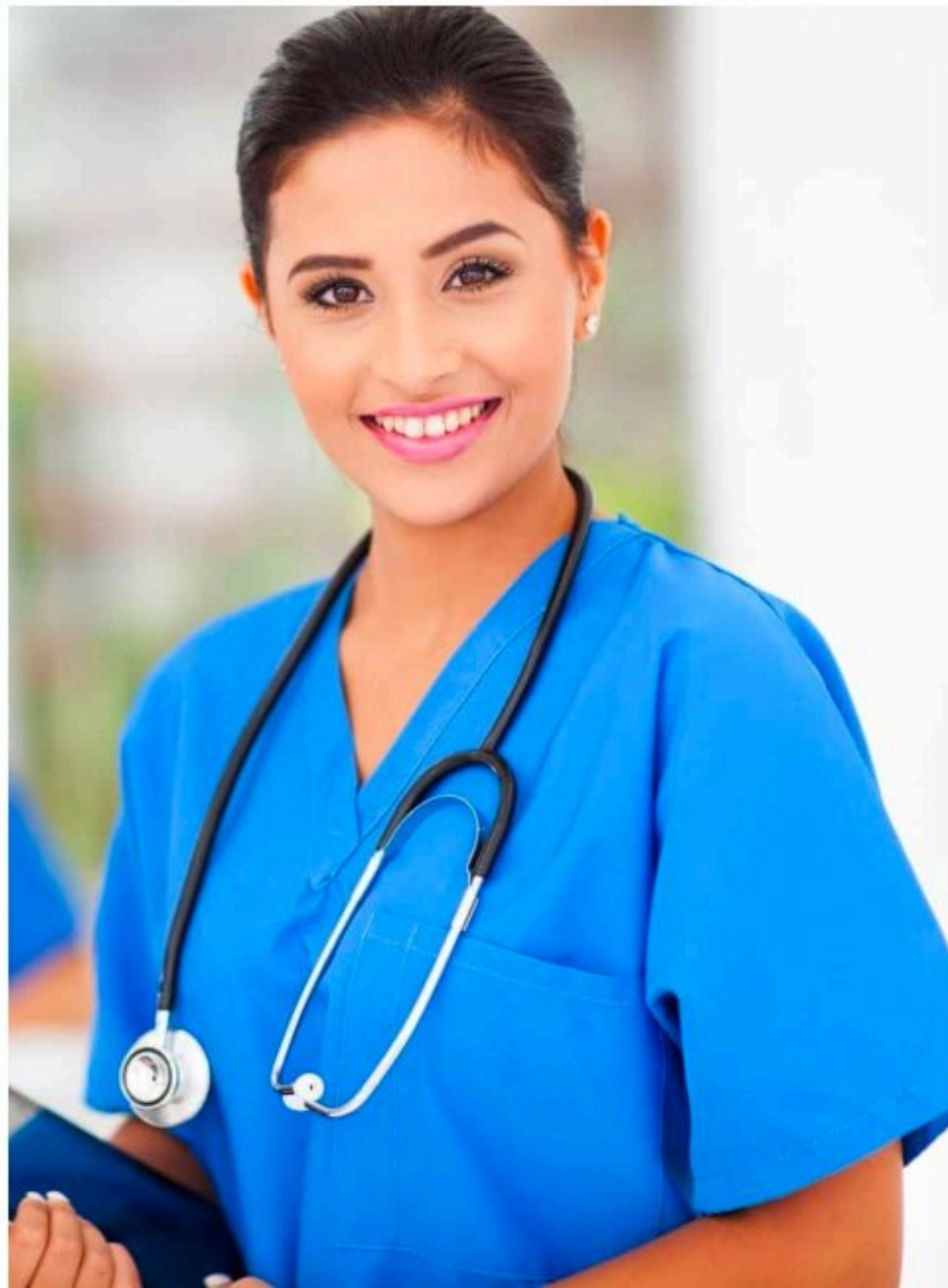
## Surveys

The surveys help us to confirm our hypotheses and flows, at the same time they gave us feedback on points that we did not know, specifically governmental of the state of California.



# User Personas

Different types of users were found, but given the time of the project we focus on two mains, which I consider to cover important points of the users' needs.



## **Roxana | 20 - 35 years**

With studies focused on health and extensive knowledge of the use of technology, from Southern California.

### **Problem to solve**

Her day-to-day is the direct contact with patients, search files, confirm the use of medication, review the status of health studies, administrative activities, and logistics of the clinic where she works.

# User Personas

Different types of users were found, but given the time of the project we focus on two mains, which I consider to cover important points of the users' needs.



## **Luis | 30 - 45 years**

With extensive knowledge in technology, drugs and their care, from Southern California.

### **Problem to solve**

In charge of reviewing files, signing them, evaluating them and giving authorization to nurses on what procedures to follow.

# Project Tasks

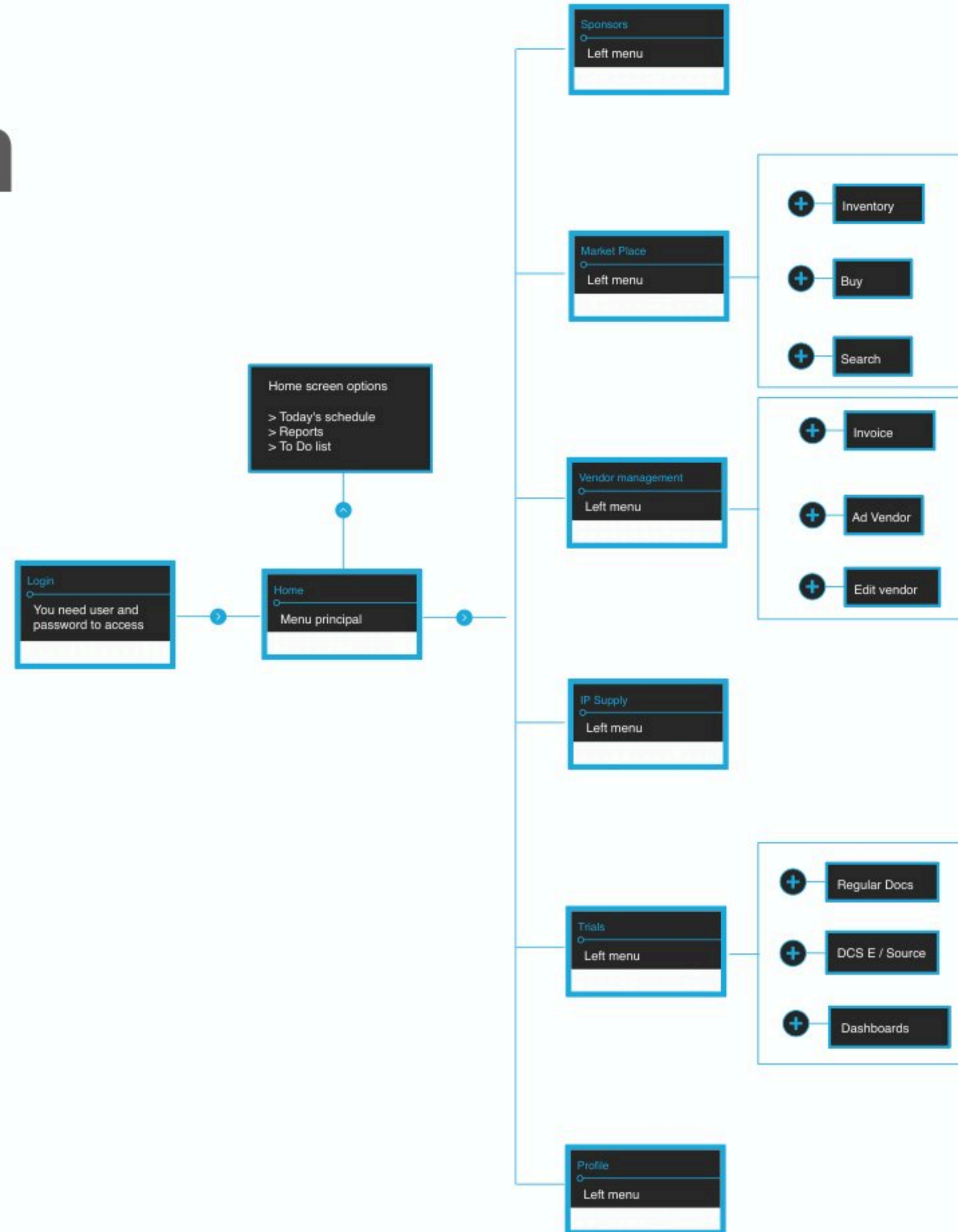
- Define the navigation map based on the needs established by the client, business and research.

*Note: Due to the short time we had, the decision was made to only focus this prototype on nurses with the doctors interactio.*

- Due to the short time we had, the decision was made to only focus this prototype on nurses with the interaction of doctors.
- Generate a start screen focused on the main scenarios of the clinic nurses: Activities of the day, Reports, and everything to do.

- Example of how it would be the interaction of a medical record with the hierarchy of the nurse and a review of the doctor of the same.
- Generate an inventory crossing and adapt medical documentation to a digital format, taking into account California state government factors.

# Navigation Map



# Elements to consider

The company lacks graphic identity and branding, that's why the decision of the colors was taken based on the initial research and to use font awesome as an iconography, in order to speed up the processes and decision making, given the short time of the project.

The wireframing stage was only for the decision making team, a presentation was made to the client with not so flat wireframes, so that they could understand the process we were handling and help them in making the decisions.



# Design decisions

## Color palette

The colors were selected by interviews and surveys, to give continuity to the first application, having variations in the shade of blue.

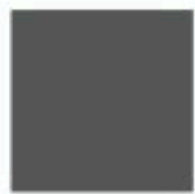
### Primary



#0B58AB



#0779F3



#575757



#11B1FA  
#0779F3

### Secondary



#29CB97



#FF9F00



#F36D07



#6FB226

## Font

The font was selected for its easy readability in addition to being very light when entering development and thus helping the team in its future implementation.

### Montserrat

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1 2 3 4 5 6 7 8 9 0

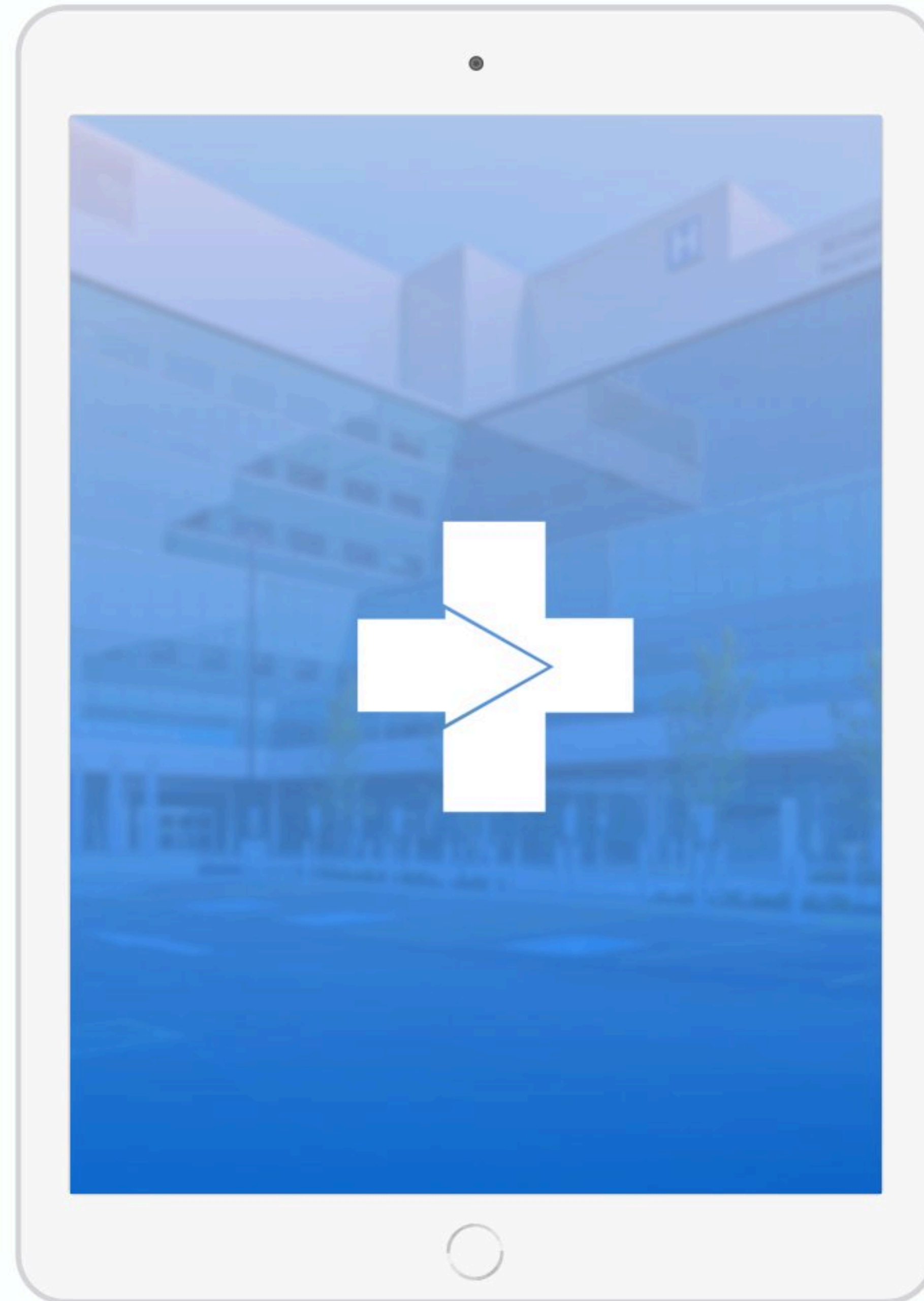
Regular Medium **Bold** **Black**

### Roboto

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1 2 3 4 5 6 7 8 9 0

Regular Medium **Bold** **Black**

# Prototype



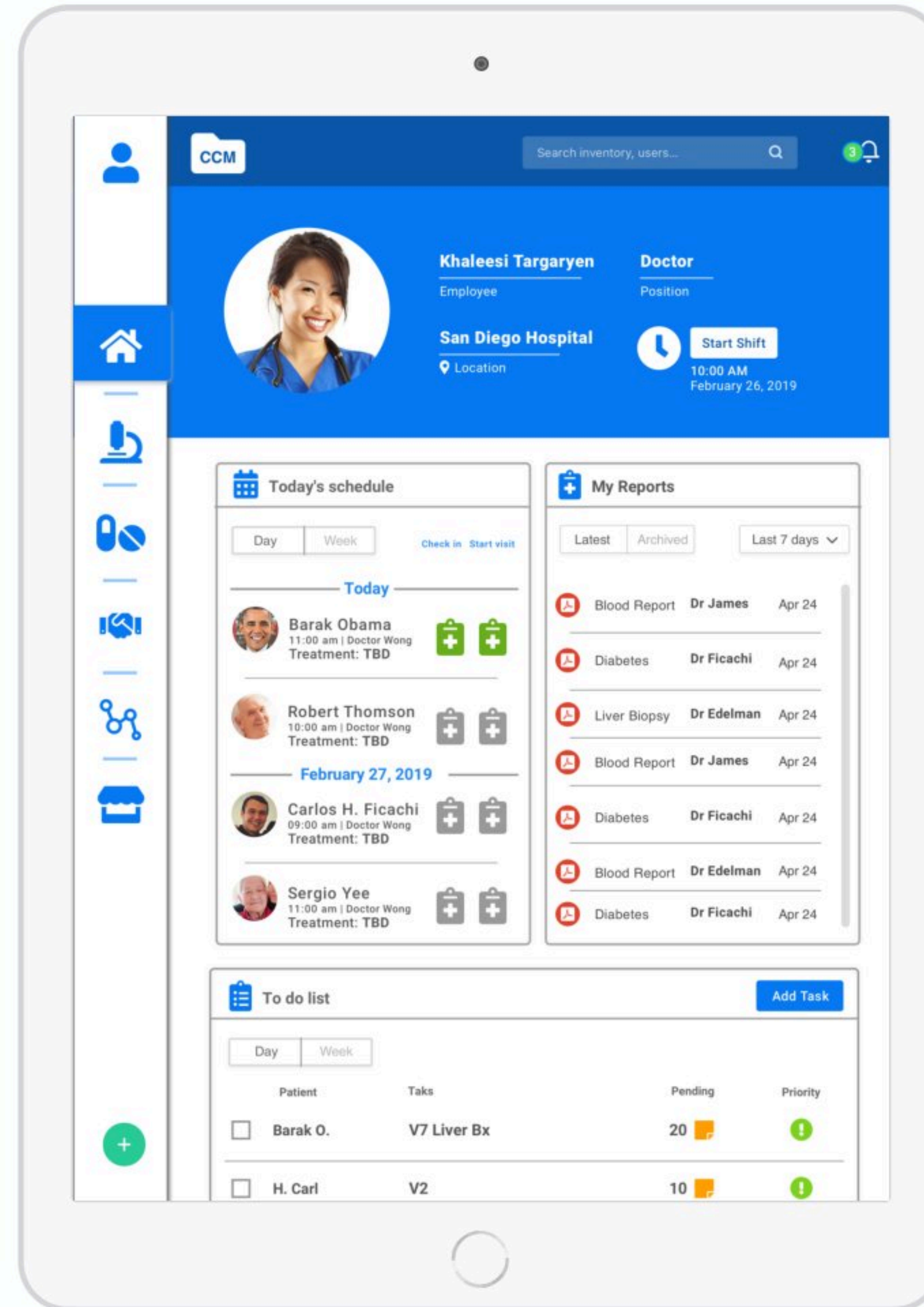
# Prototype

## Home

For the home page it was extremely important to show the main activities of each of the team members, in the case of doctors and nurses, their main activities are

Today's schedule | My reports | To do list

Added to this, a description of the person who had logged in, which at the same time would help the HR department to measure productivity and attendance.



# Prototype

## Profile

The challenge in the part of the patient's profile was to be able to transfer the documentation that the clinic staff had to fill out, review and file every time there was a consultation, at the same time dividing the information into hierarchies since, both the doctor and nurse and government auditors had to see different parts of the information and only few could edit it.

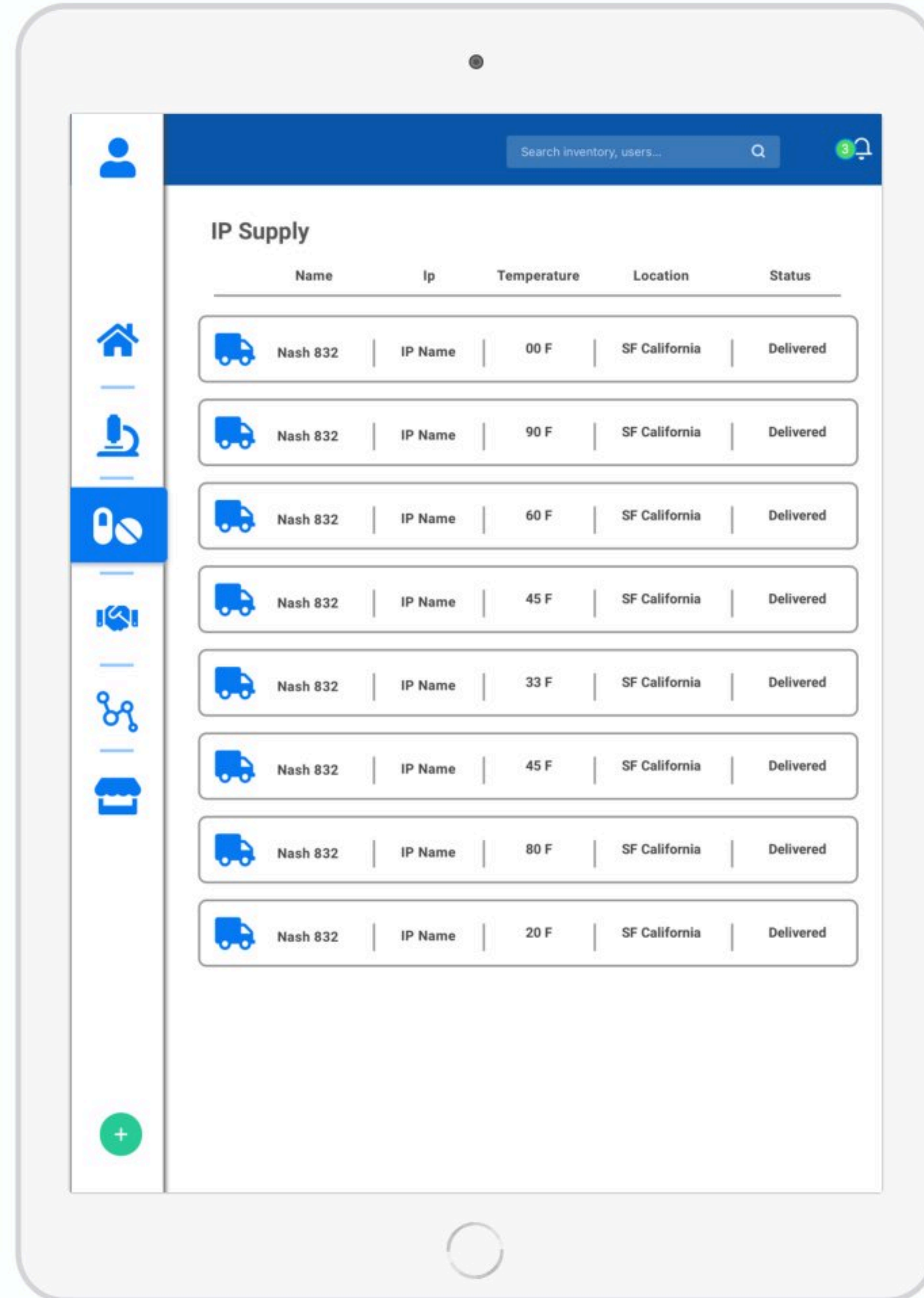
The image shows a tablet displaying a medical profile interface. The interface is divided into several sections:

- Header:** A blue header bar with a search bar containing "Search inventory, users...", a notification bell icon with "3", and a breadcrumb trail "Trials / Patients / B-O".
- Navigation:** A vertical sidebar on the left with icons for Home, Profile, and various medical functions.
- Patient Information:** A blue section with a circular profile picture of Barak Obama, and text: "Benefit: 505-315-1", "Subject: Barak Obama", "Subject Id: 84005-201", and "Date of Birth: 07/21/1966".
- Appointment:** A calendar icon showing "Wednesday 20th, February 2019 12:09hrs" and a "Schedule Appointment" button.
- Tools:** "Patient's chart" and "Alexa" icons.
- Tabs:** A row of tabs: "ICF/ QoLq" (highlighted), "VS/ IP/ Med/ AE", "H&P", and "Lab/Reminders".
- Form Content:**
  - Study treatment V7:** A section header.
  - Informed Consent Form:** A section with a blue header and a list of checkboxes:
    - Has there been any changes to the inform consent?  Yes  No
    - Patient was consented in a private area
    - Patient given ample time to read th ICF
    - Patient was given the opportunity to ask question and provided a responded
    - Patient was given copy of executed ICB before Discharges
  - Questionnaires Completed by Patients:** A section with a blue header and two questions:
    - Were the quality of the life questionnaires completed by the subject?  Yes  No
    - If yes, were the questionnaires retained in the subject chart?  Yes  No

# Prototype

## Grid

One point that had to be taken into consideration in most of this app, were the government rules, some formats could not change much, for this reason, we had to have a wide variety of grids for the formats and adapt them without losing legibility and / or get into legal trouble later.



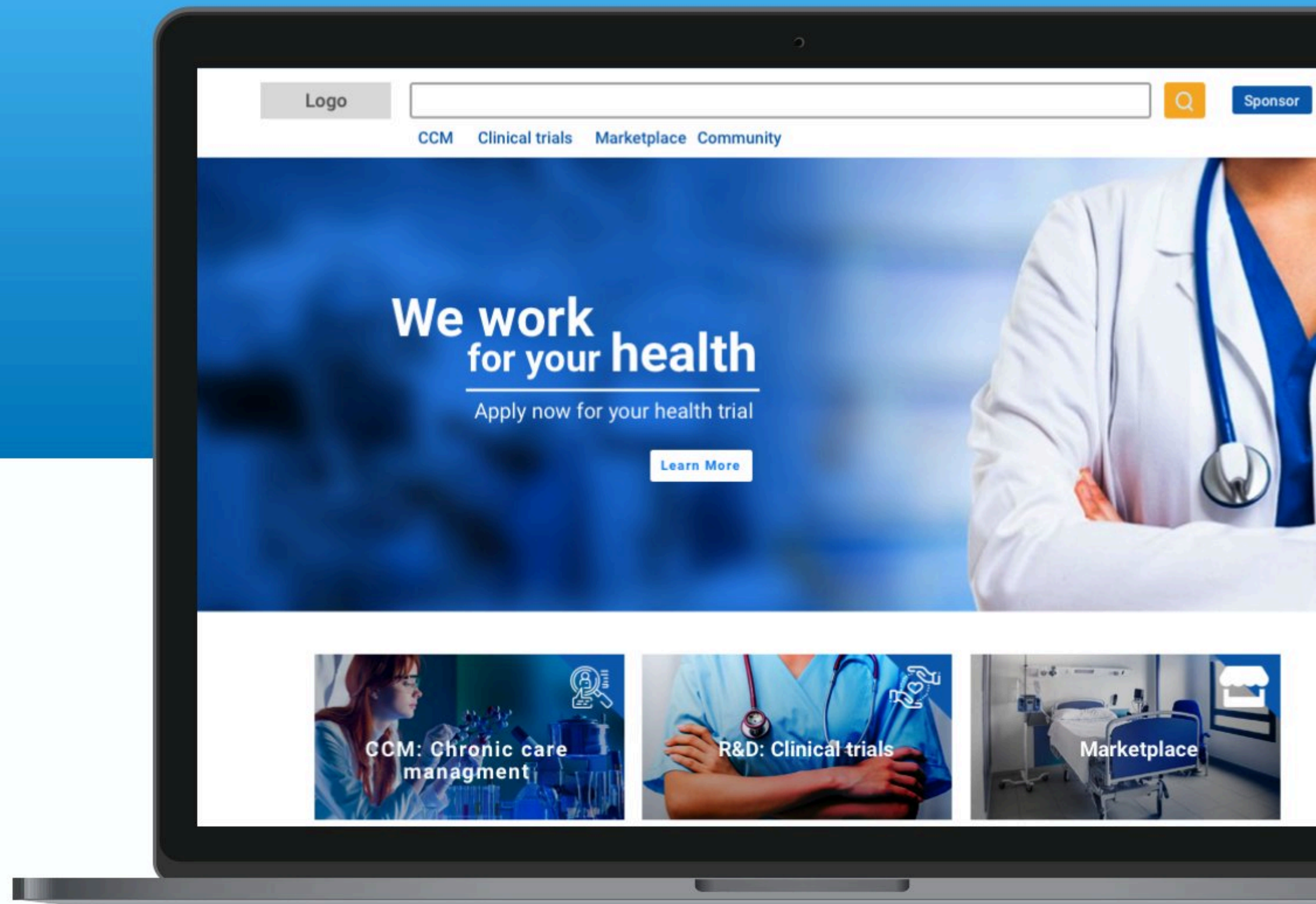




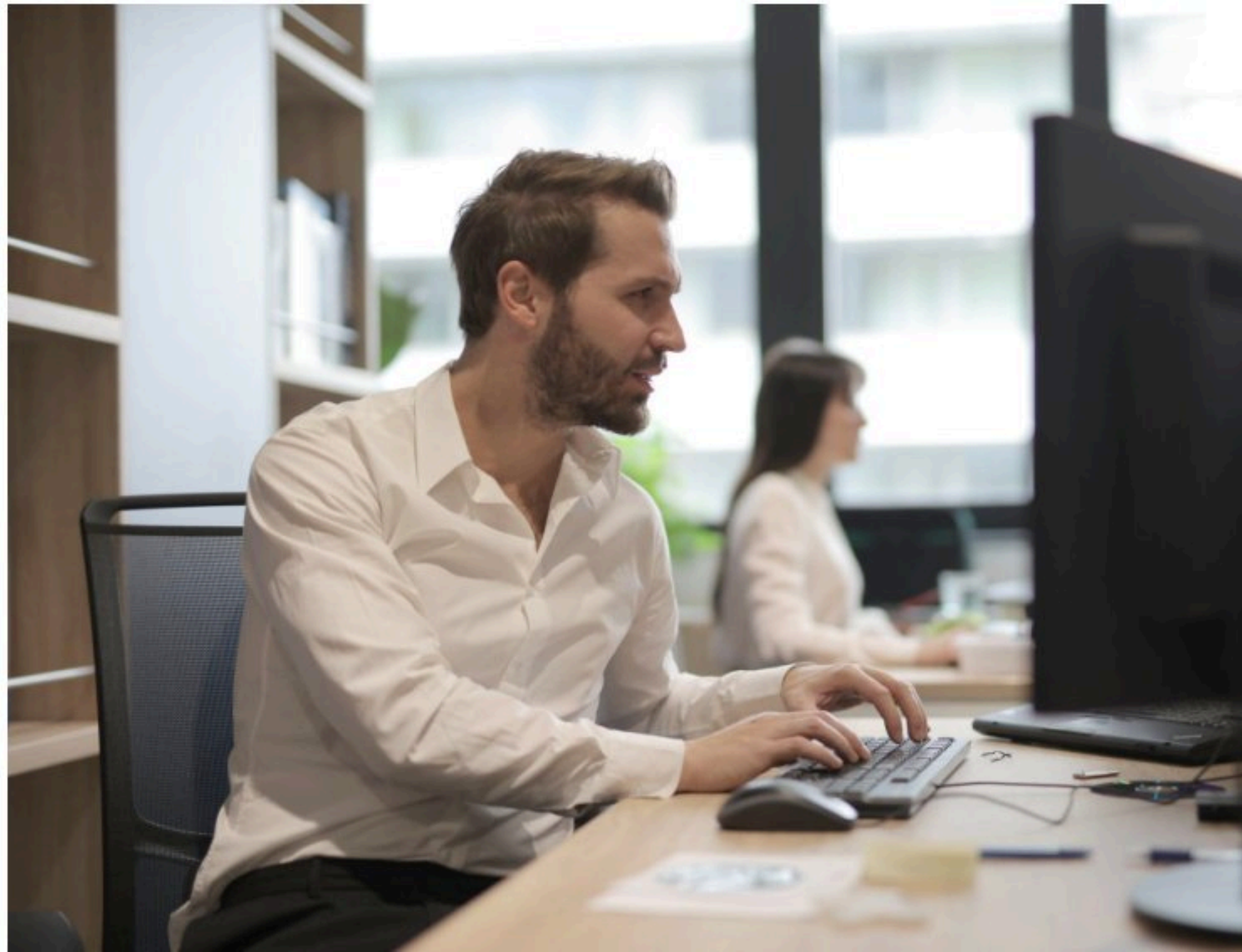
Health Care Trials  
Digital Environment

# Web platform

FOCUSED ON SPONSORS  
AND GOVERNMENT AUDITORS



# Web platform



Web platform focused on the administrative part of the trials, where the sponsors and inspectors can review the inventories, status of medication shipments, upload new trials and at the same time be able to invite new sponsors to be part of the company.



# Goals

The main idea of this sub project is to give it a platform where sponsors can upload their products, inventory and keep it updated, at the same time giving government inspectors a faster entrance to evaluate everything related to medical records, transportation and storage of medicines.

## Sub project time:



1

Months

Week 1

Research, define task.

Week 2

Ideating, wire-framing and testing.

Week 3

Evaluating and changes.

Week 4

Improve changes and show the prototype.

# Research

According to the project time and budget, these were the research and validation methodologies that were used for it.



**Interviews**



**Surveys**



**Field visits**



## Interviews

Conducting personal interviews with different representatives of the target audience (in this case just three personas) allow us to better understand their needs and expectations. I have learned:

- The inventory sale process.
- The form of interaction with the insurances.
- Laws of the state of California for drug regulation.
- The importance of data visualization.
- What information can be adapted and what should remain completely the same.



## Field Visits

In this particular case the field visits were shorter and only applied to the inspectors, since they have very short time to carry out their work and on the other hand they cannot share much information since it is confidential.

*Deliverable: Only a descriptive text of the days we spent observing was generated.*

## Surveys

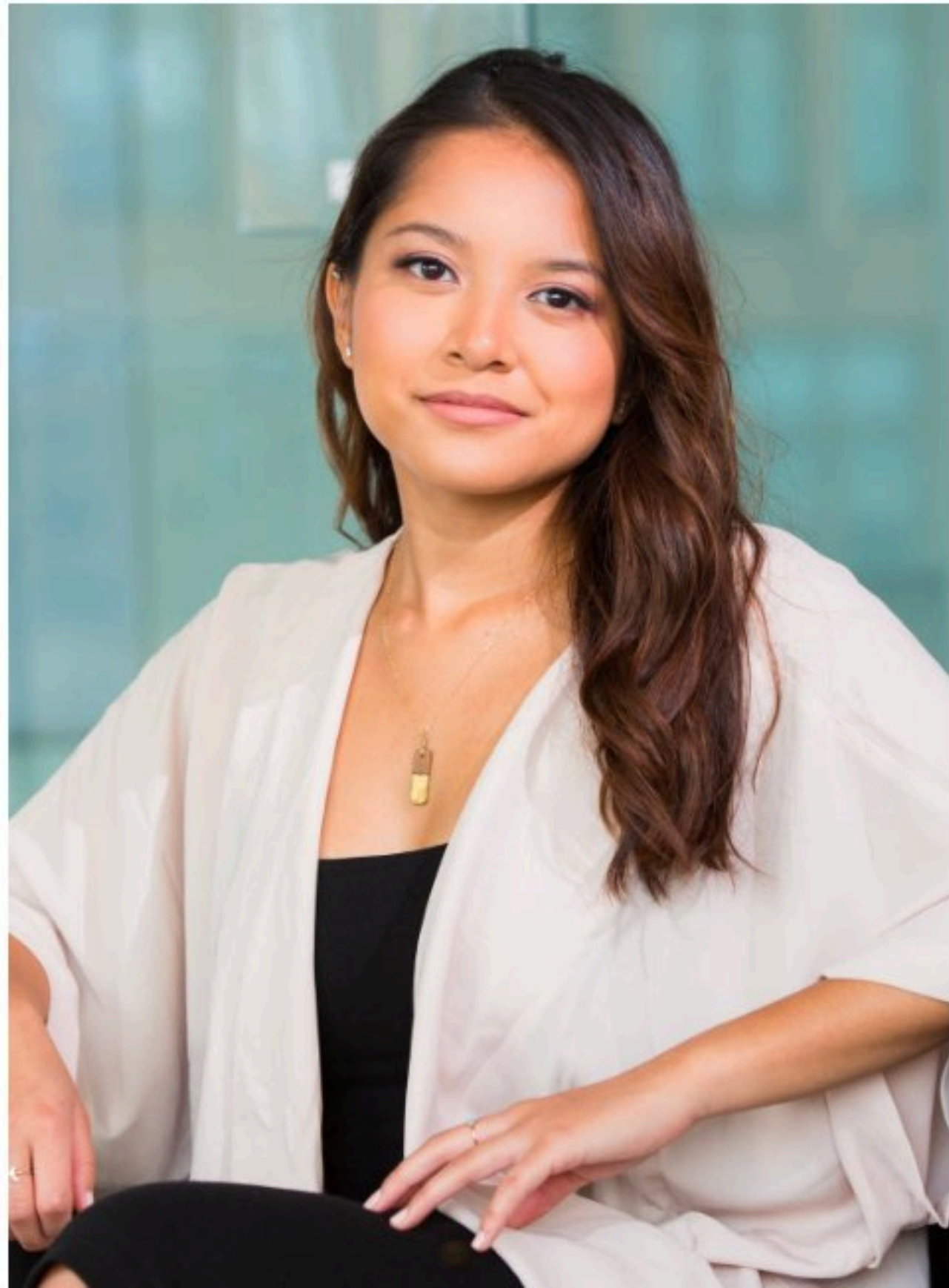
The surveys helped us to evaluate the prototypes of the second week and confirm if the hypotheses and the user cases were being well used or if they would be useful, in this case we found that the following points were appropriate to the direct needs of the sponsors and inspector:

- It is necessary to control the inventory of equipment and services for sale.
- Improve the speed with which documentation of patients and medication is found.



# User Personas

Different types of users were found, but given the time of the project we focus on two mains, which I consider to cover important points of the users' needs.



## **Susan | 24 - 40 years**

A woman from Southern California, with intermediate technical knowledge.

### **Problem to solve**

Her day to day reviews the inventory of medication, medical equipment and keep it updated.

# User Personas

Different types of users were found, but given the time of the project we focus on two mains, which I consider to cover important points of the users' needs.



## **Robert | 25 - 35 years**

A man from Southern Ca., with technological knowledge, inventory and logistics.

### **Problem to solve**

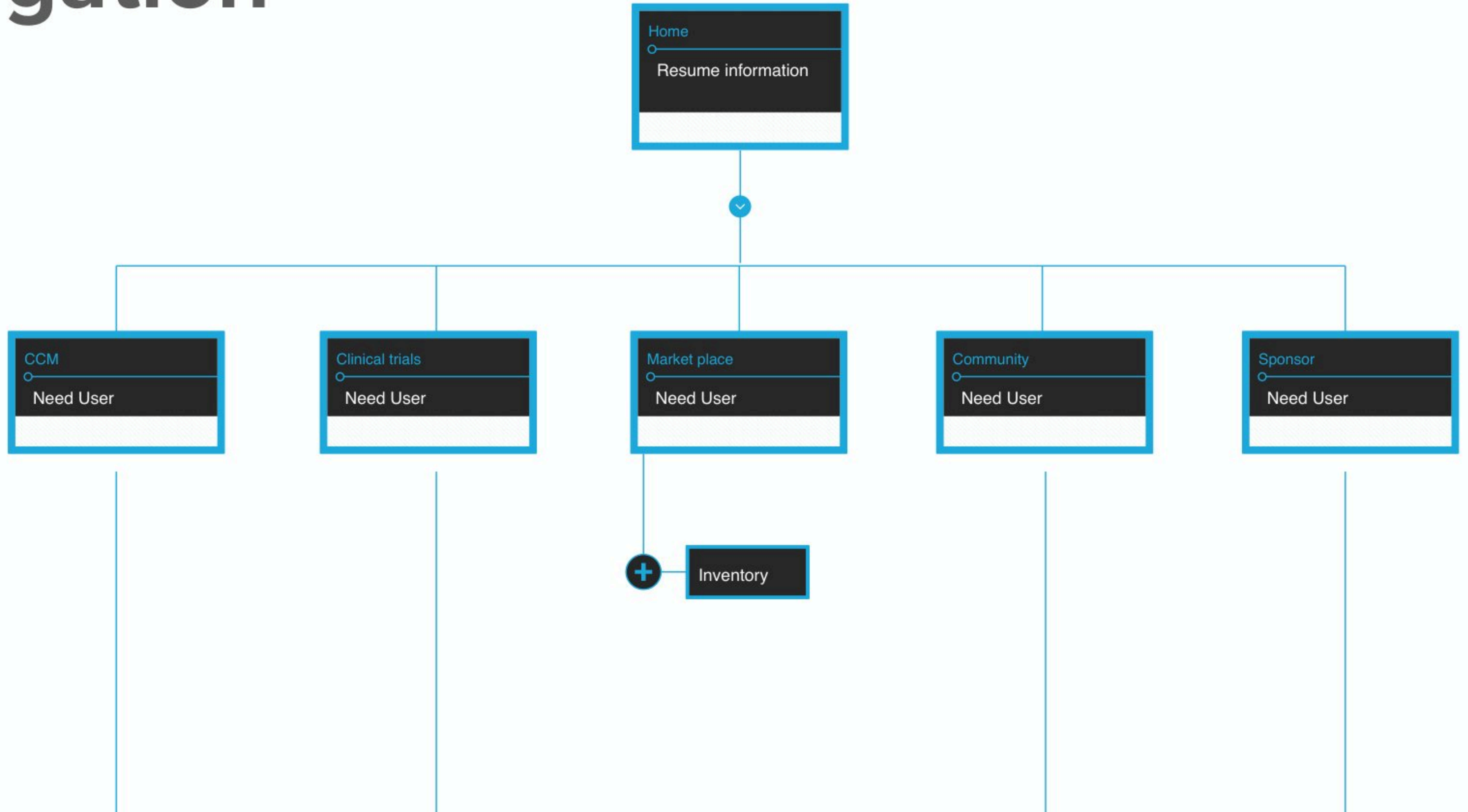
In charge of sales, verify that all medication in transit is in order, visit clinics and offer new products.

# Project Tasks

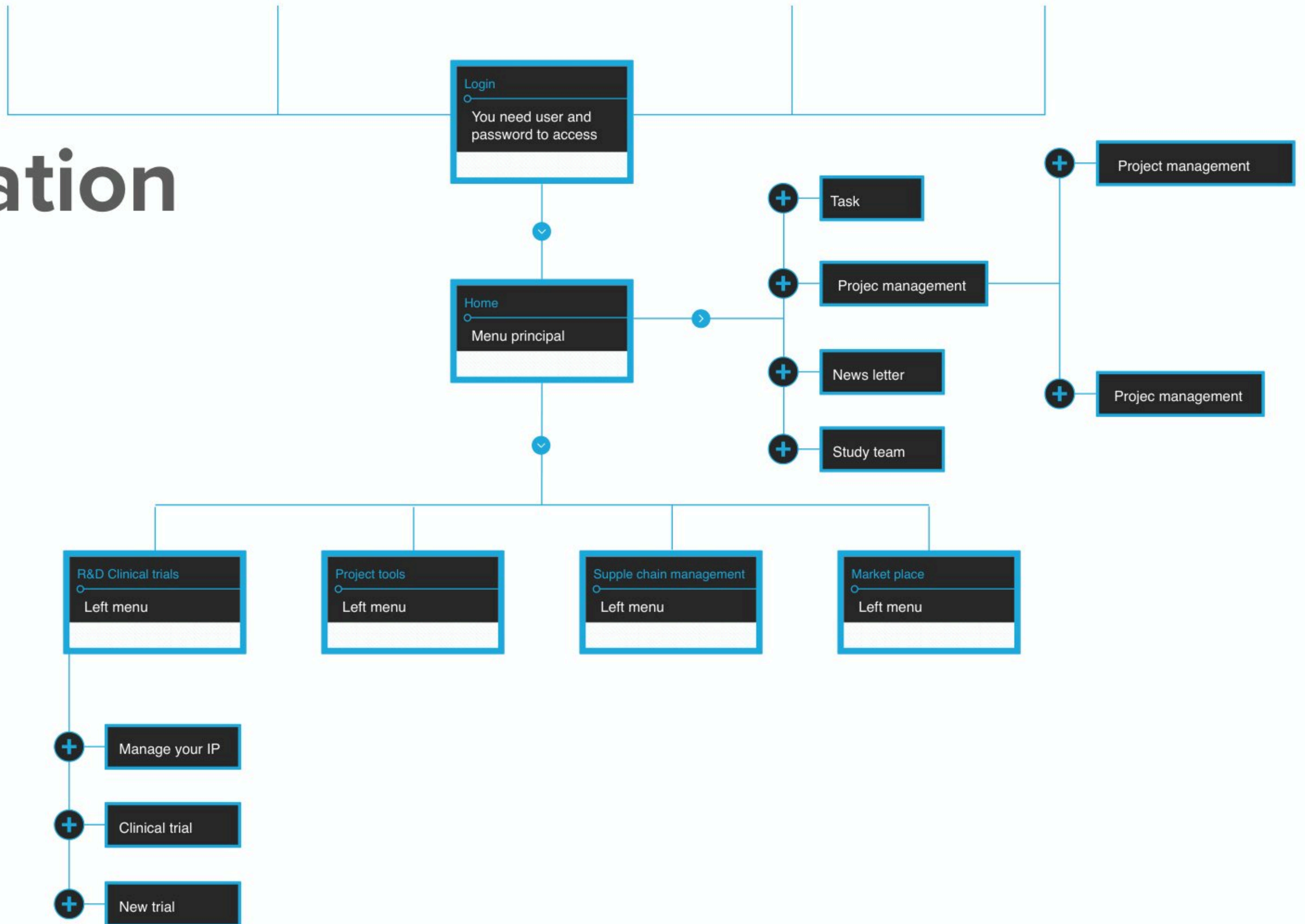
- Define the navigation map based on the needs established by the client, business and research.
- Create a prototype for sponsors to manage all their inventories that will appear for sale on the patient platform.
- Adapt drug storage and transport documentation for evaluation.
- Create the visualization of files and their evaluation for inspectors.



# Navigation Map



# Navigation Map



# Elements to consider

The company lacks graphic identity and branding, that's why the decision of the colors was taken based on the initial research and to use font awesome as an iconography, in order to speed up the processes and decision making, given the short time of the project.

The wireframing stage was only for the decision making team, a presentation was made to the client with not so flat wireframes, so that they could understand the process we were handling and help them in making the decisions.



# Design decisions

## Color palette

Blue colors and shades of gray were chosen, through surveys and interviews, to confirm that color is the one that most expresses tranquility, reliability and health to **MediSci** users.



#31455C



#4174E1



#EF674D



#435AFF  
#52BED4

## Font

The font was selected for its easy readability, in addition to being very light when entering development and thus helping the team in its future implementation.

### Montserrat

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1 2 3 4 5 6 7 8 9 0

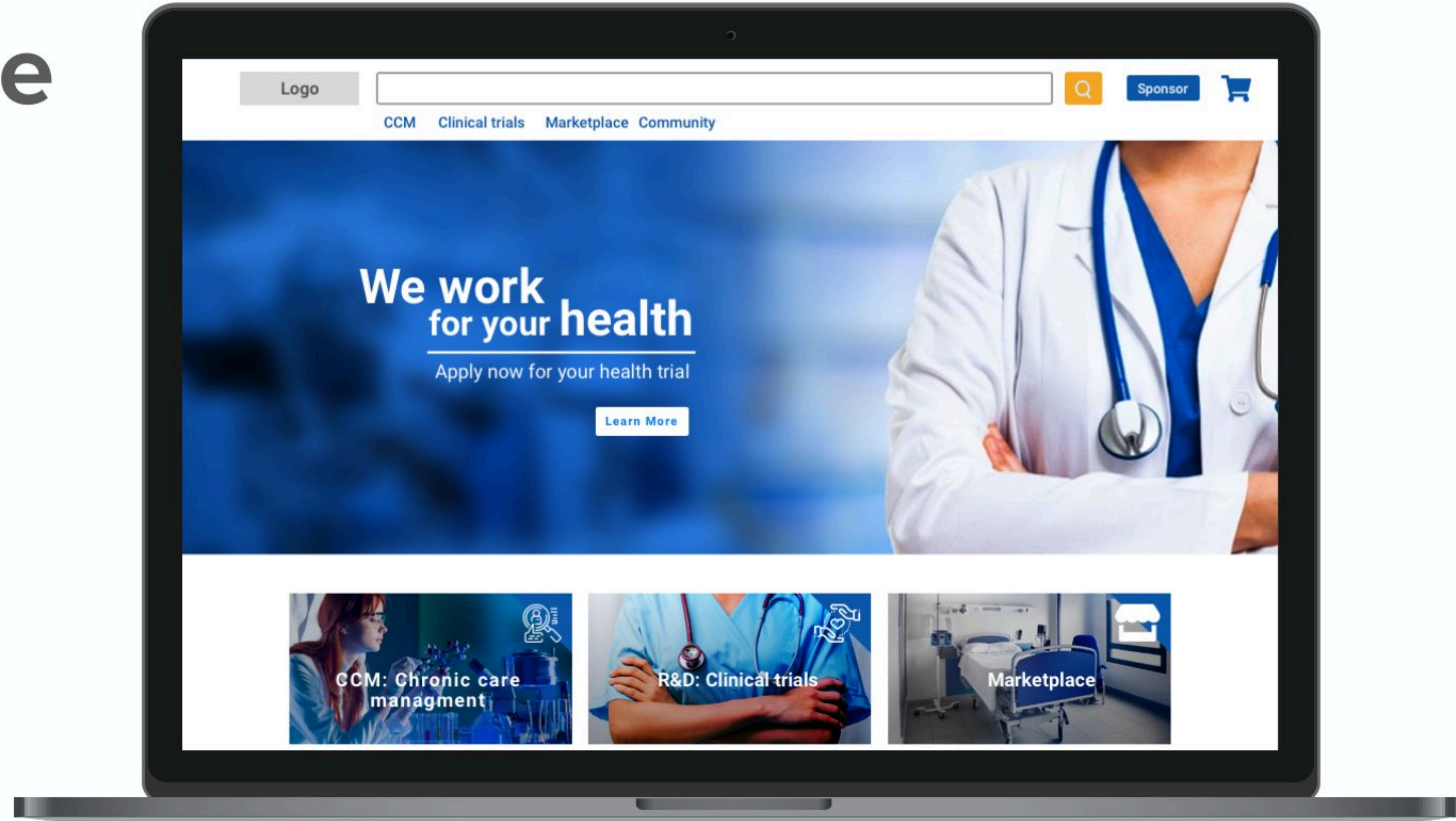
Regular Medium **Bold** **Black**

### Roboto

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1 2 3 4 5 6 7 8 9 0

Regular Medium **Bold** **Black**

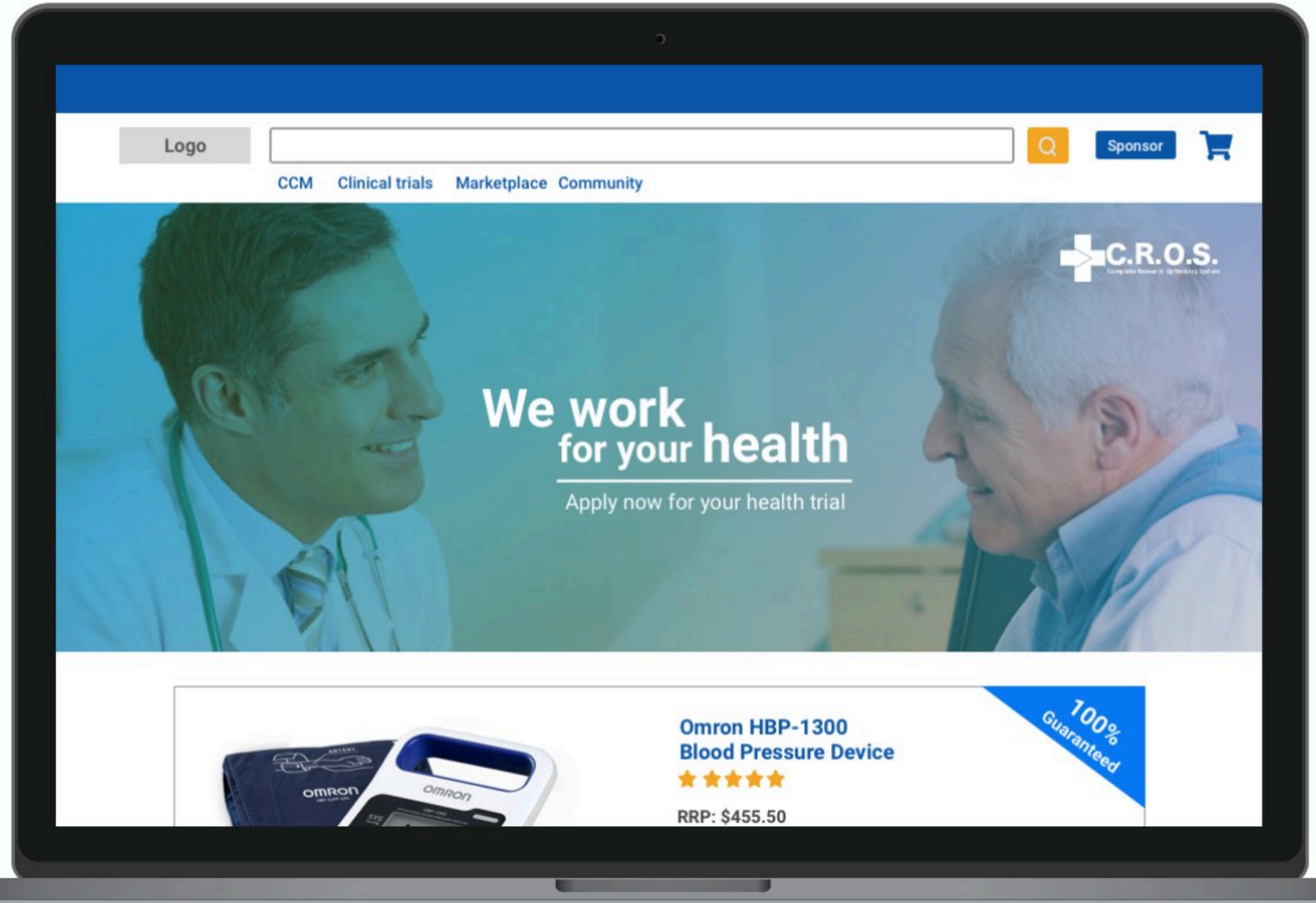
# Prototype



# Prototype

## Home

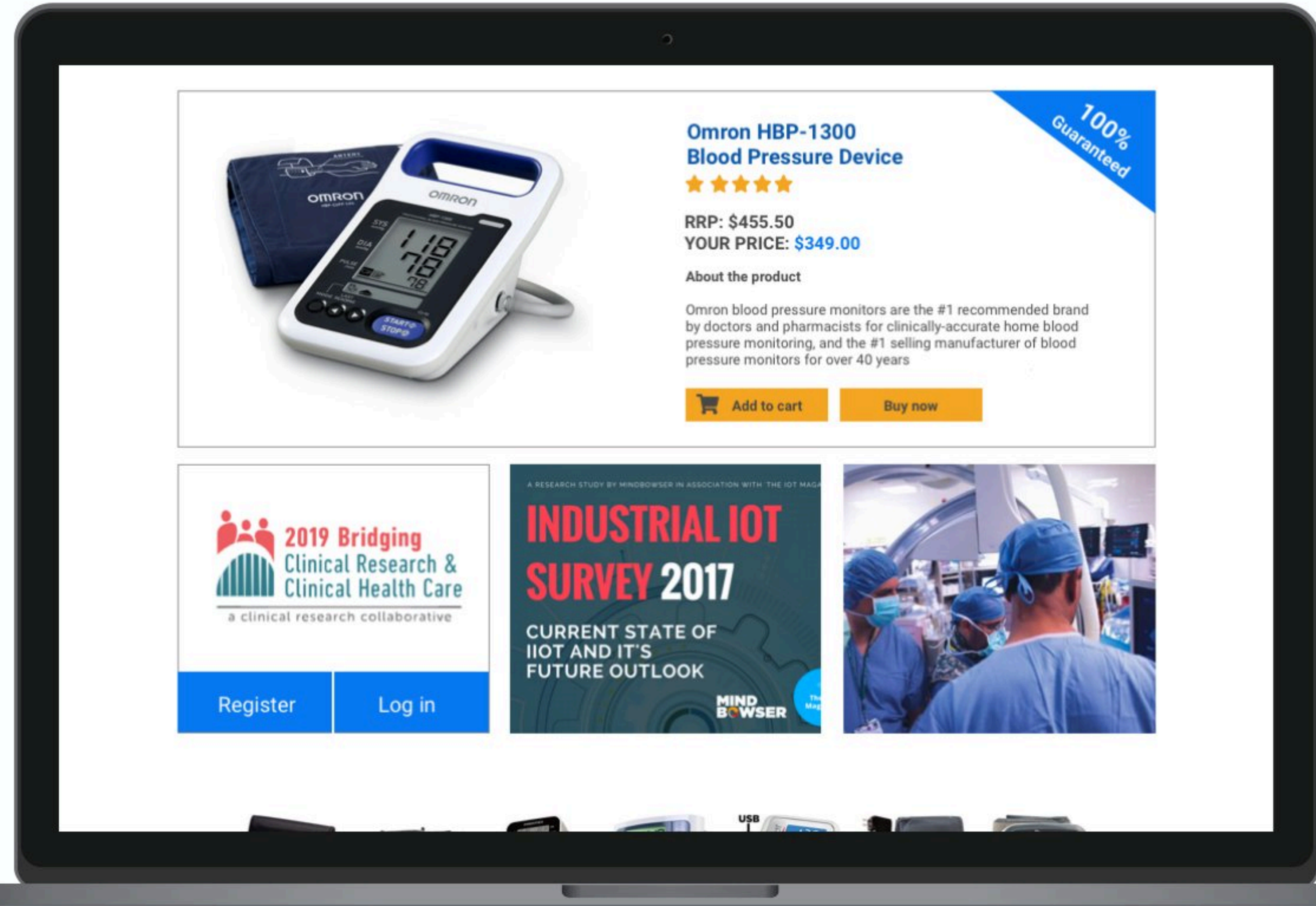
The beginning and the first part of the page is for general navigation, you can find elements of products, such as being a sponsor and information on health, but the most important thing in this section is the login.



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## Home

The beginning and the first part of the page is for general navigation, you can find elements of products, such as being a sponsor and information on health, but the most important thing in this section is the login.



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## Home

The beginning and the first part of the page is for general navigation, you can find elements of products, such as being a sponsor and information on health, but the most important thing in this section is the login.



Care Touch Fully Automatic Wrist Blood Pressure Cuff Monitor - Platinum Series, 5.5" ...



PRICE: \$31.99



Dixie EMS Black Deluxe Aneroid Sphygmomanometer Blood Pressure Set W/Adult Cuff, Nylon



PRICE: \$10.90



Automatic Wrist Blood Pressure Monitor by Paramed: Blood-Pressure Kit of Bp Cuff

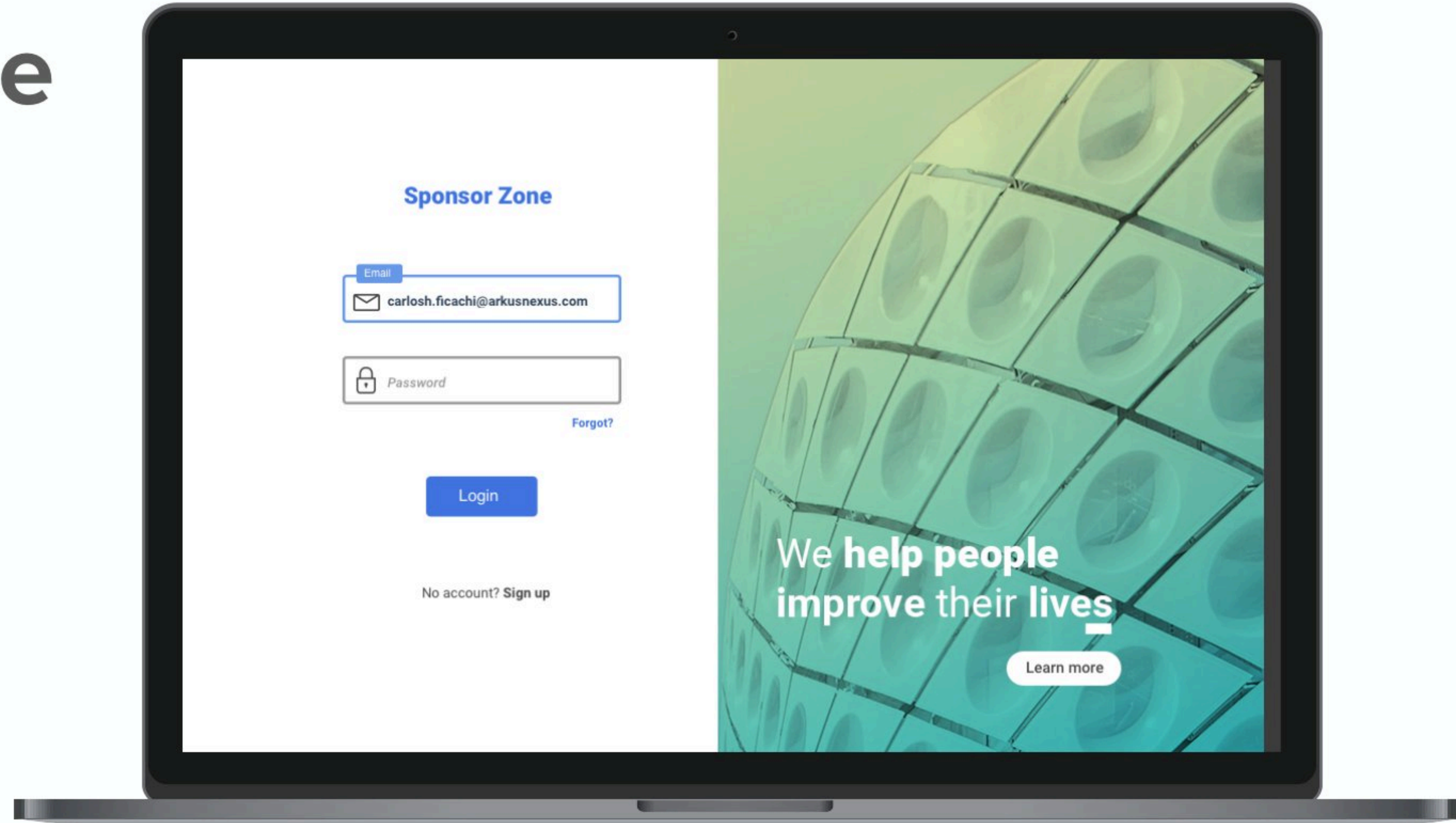


PRICE: \$29.95



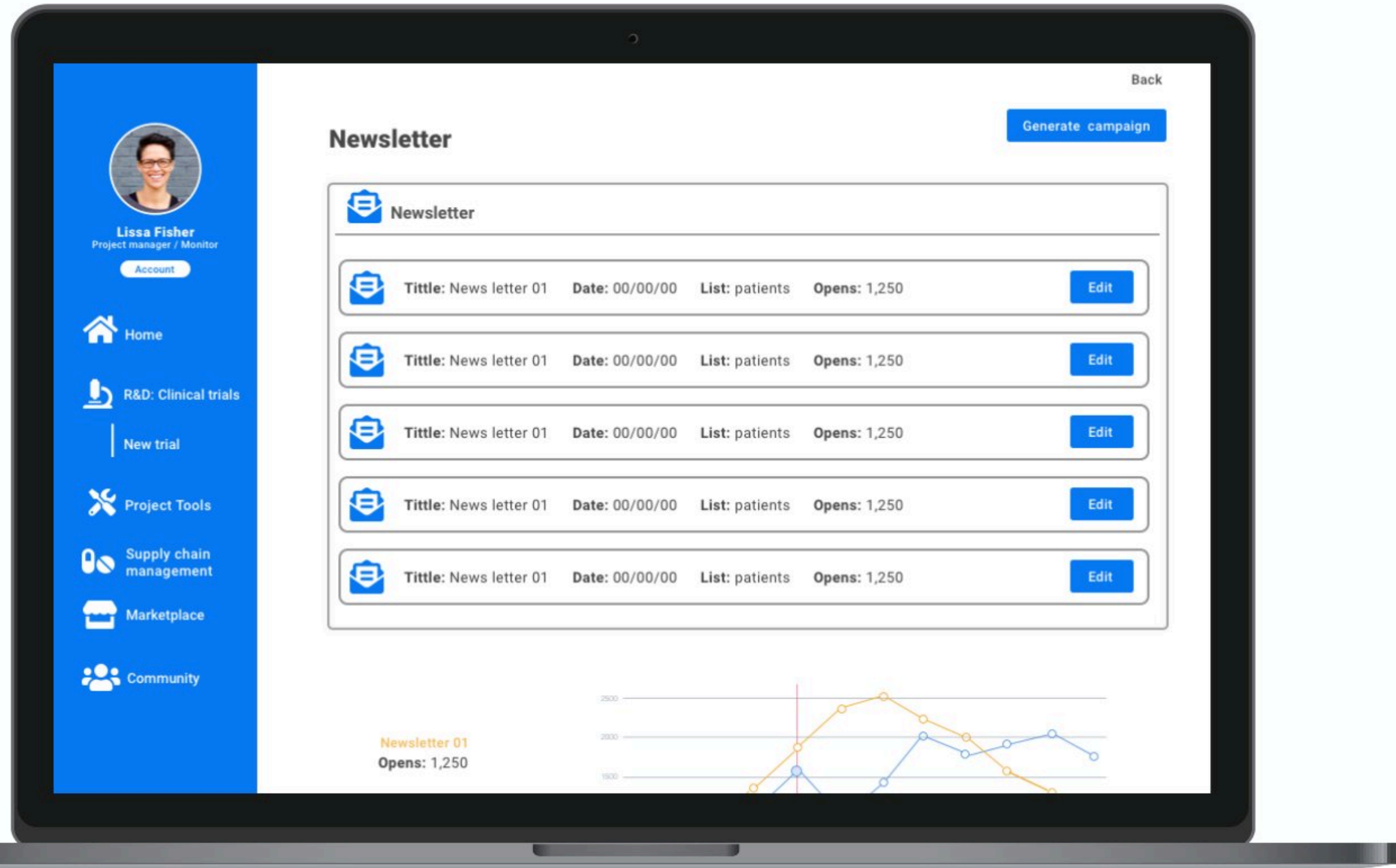
# Prototype

## Login



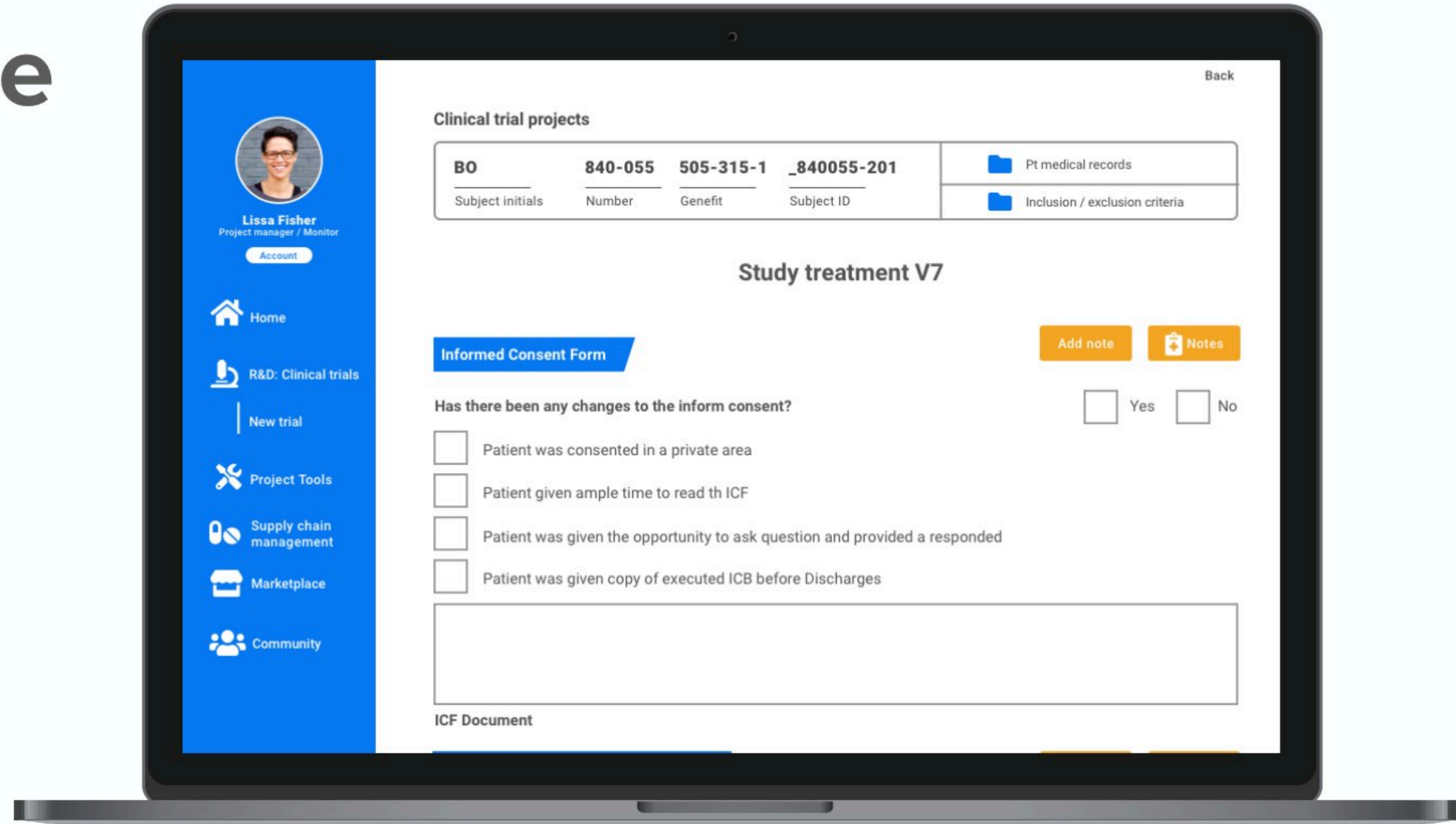
# Prototype

## Inspector / Sponsor Profile



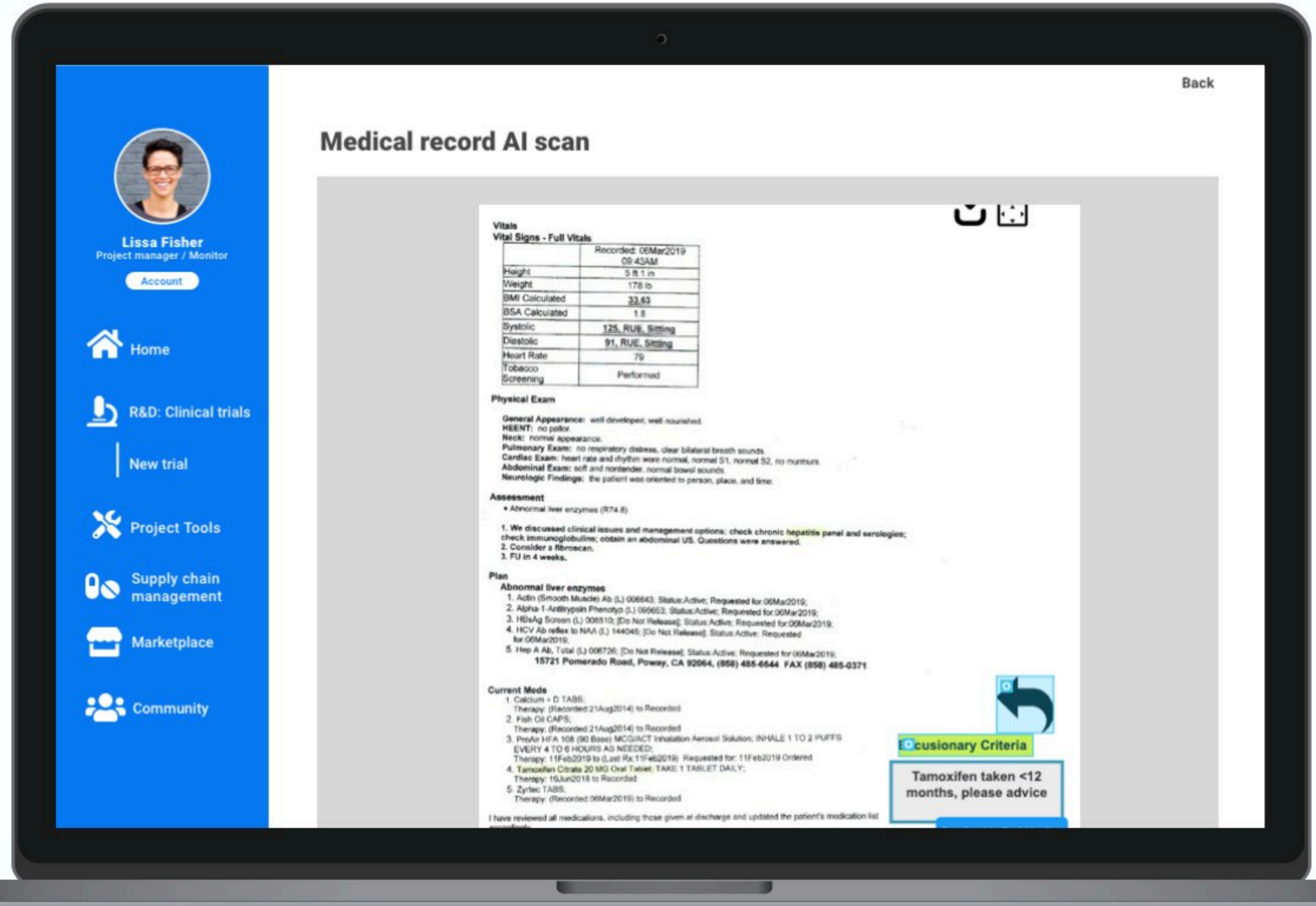
# Prototype

## Inspector / Sponsor Profile



# Prototype

## Inspector / Sponsor Profile



# Screens

This screenshot shows the 'New trial info' form. It includes a top navigation bar with 'Log out' and a shopping cart icon. A left sidebar contains a user profile for Lisa Fisher and a navigation menu with options like Home, R&D: Clinical trials, New trial, Project Tools, Supply chain management, Marketplace, and Community. The main content area features a progress bar with steps: Approved protocol, Investigator selection, Approval Process, Patient recruitment and participation, Data entered and reviewed, Data analysis, Presentations and publication of report, and Data final and registration obtained. Below this is a 'New trial info' form with fields for Sponsor, Study title, Study phase, Type of study, Therapeutic area, Number of required randomized subjects, Number of required mace events, and Study region. A table below the form shows the status of various documents: Full protocol (Complete), IRB (Complete), ICF (Complete), and Marketing materials (Pending). At the bottom, there is a world map and a table with columns for Site No, PI, Country, Site/Phase, Monitor, and Status.

This screenshot shows the 'Study treatment V7' form. It includes a top navigation bar with 'Log out' and a shopping cart icon. A left sidebar contains a user profile for Lisa Fisher and a navigation menu with options like Home, R&D: Clinical trials, New trial, Project Tools, Supply chain management, Marketplace, and Community. The main content area features a 'Study treatment V7' form with sections for 'Informed Consent Form', 'ICF Document', and 'ICF Review Manual'. Each section contains a series of yes/no questions related to patient consent and questionnaire completion. Below these sections is a 'Demographic data' form with fields for Weight (kg), Height (m), Respiratory, Blood pressure, and Heart rate. There is also a 'Medication data' table with columns for Drug Dispenser (IVRS), Oral Route, Tablets Dispensed, and Date Dispensed. At the bottom, there is a 'Laboratory' section with questions about sample collection and a 'Next Appointment' table with columns for Appointment, Device, and Check out.

This screenshot shows the 'Clinical Sites' list. It includes a top navigation bar with 'Log out' and a shopping cart icon. A left sidebar contains a user profile for Lisa Fisher and a navigation menu with options like Home, R&D: Clinical trials, New trial, Project Tools, Supply chain management, Marketplace, and Community. The main content area features a list of clinical sites, each with a radio button, a star rating, and a 'CV and ICF' button. The sites listed are all 'Internal Medicine' studies conducted by 'Alliance clinical research - Kevin Mertes, M.D.' at 'Studios: Nash, Arifina, COPO', with 'Coordinator: Floriana Reyzano'.

This screenshot shows the 'New trial' form. It includes a top navigation bar with 'Log out' and a shopping cart icon. A left sidebar contains a user profile for Lisa Fisher and a navigation menu with options like Home, R&D: Clinical trials, New trial, Project Tools, Supply chain management, Marketplace, and Community. The main content area features a 'New trial' form with a progress bar at the top showing steps: Approved protocol, Investigator selection, Approval Process, Patient recruitment and participation, Data entered and reviewed, Data analysis, Presentations and publication of report, and Data final and registration obtained. Below this is a 'New trial info' form with fields for Sponsor, Study title, Study phase, Type of study, Therapeutic area, Number of required randomized subjects, Number of required mace events, and Study region. A table below the form shows the status of various documents: Full protocol (Complete), IRB (Complete), ICF (Complete), and Marketing materials (Pending). At the bottom, there is a 'New trial info' form with fields for CRO, IRB, Sites, Laboratory, and Other Vendors, and a 'Comments' field.

# Conclusion

After three months of working with the **MediSci** team, research, prototyping and testing, a vastly strong prototype was delivered, validated by users and ready to enter a development phase.

# Beyond the prototype.

The foundations for a solid product were created based on a digital environment, easy to expand and interactivity between platforms.