

Cedric MADELAINE *swiss | 40 yo | creative | structured | caring | adapted | curious*
Certified UX User Experience Designer | UX Analyst | IxD Interaction & Visual Designer

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Case Studies

Praxo SARL

Full-time employed from 2014 to 2016

1. Summary of my work

Roles: User Experience & Interaction Designer | Business Analyst

Product: Medical Practice Management Solution: Multiscreen Responsive Web Application

ANALYTIC • business analysis, context of use analysis, competitors' analysis

DESIGN • user experience Design, User Interaction Design, User Interface Design, Service Design

COLLABORATIVE • supervision and participation to product's design meetings, experts' and users' interviews; participation to strategy meetings; occasional handling of users' hotline

TECHNICAL • software architecture, front-end development

MANAGEMENT • project management

2. Introduction

I was full-time employed in this company to work mainly on a **medical software product's** evolution/refoundation.

The below case study is about this product. Aside from this product, I had other responsibilities in this company, they are described at the end of this document.

3. Objectives

"Make a 10 years old medical invoicing application, transition to a full-fledged connected medical practice management solution."

4. Context

It was decided that current solution could not evolve and that it should be thought from scratch again. I started my employment at early stage of this project.

5. Problems

- current solution was "technically stabilized" by my employer but was the initial work of another company which delivered a solution that had serious **architecture and stability issues**
- the solution was very hard to make evolve, hence it was sometimes "bent" to allow some of the urgent features to be set in place
- users get used to **lack of usability's** considerations and learned for a long time the "black magic" to do one thing or another
- from a business standpoint: **main users** are **very volatile** because of business habits and they change often employer. A long-term relationship is difficult sometimes, at least for users of this category. Hence the renew rate of users is high comparing to the amount of total users

6. Approach

Understand the business

Analytic

- followed the **regular new user's training**
- **interviewed the hotline person** to have a basic general understanding of users' current issues.
- documenting and readings about the business expectations
- researches to **understand upcoming business' changes** in the next 3-5 years to allow them to be taken into consideration upfront (external factors, politics, trends/evolution of medical practice, ...)
- Q & A sessions with the team

Document the existing

Analytic

- **capture** of the **requirements** and **use cases** covered by the existing solution
- capture of the requirement for current features improvement (microscopic)
- UML sequence/interaction diagram, user interaction flow diagram and **low-fidelity Axure wireframes**
- setup of a **methodology** for the hotline person to structure capture of users' feedback during hotline's calls

Brainstorming and document the new product

Analytic

- **documentation & formalization** of product's design and brainstorming sessions, (UML sequence/interaction diagram, user interaction flow, low fidelity Axure wireframes, ...)
- specification of user groups and user groups profile based on users' hotline documentation and know how
- build of **Users Personas**
- identification of competitors, research and testing of competitors' solution
- **competitors' analysis**: direct swiss competitor & worldwide solutions
- capture of requirements and use cases with scenarios for the new solution in an exhaustive fashion

Collaborative

- leading & participation to **product's design and brainstorming sessions**
- leading & participation to product's strategy sessions
- **prioritization of product's features** and building of a roadmap
- identification of the **beta testers** and building of a strategy for the beta test

Building the product

Analytic

- refinement of user experience workflow in a continuous fashion for the first section to be produced
- **documentation** writing
- continuous documentation and integration of users' suggestions

Design

- refine low fidelity wireframes throughout interactive process
- design an hybrid user experience (desktop & tablet) and define a coherent logic among the whole application
- **design the styleguide** (information architecture, colors, proportions, visual balance, ...)
- design of user interface's look & feel
- design specialized custom user interface components
- design high fidelity mockups
- build semi-interactive **high fidelity screens'** & views' visuals
- design main icons
- research and design a brand identity for the software solution (first phase only)

Collaborative

- continuous brainstorming and review of the project

Technical

- in collaboration, build a software architecture for the new solution
- **prototype, develop and test the front-end side** of the full web application's shell
- prototype, develop and test the front-end side of the first section to be beta-tested and produced
- prototype, develop and test the front-end side of custom made specialized user interface components

Management

- **identification and coordination of key events**
- schedule of the inter-dependent tasks
- attribution of necessary tasks to each person and supervision of progress
- schedule of meetings
- beta test schedule

7. Results

Analytic

- users' personas
- **exhaustive documentation** (incl. up to date requirements and use cases, user interaction flow diagrams, competitors' analysis, ...)
- low fidelity wireframes with basic interactivity including documentation and links to use cases

Design

- complete **user experience concept** to be used for upcoming evolution of the product
- coherent interactive concept for the whole application (incl. sections to come)
- user interface styleguide
- complete application's look & feel with detailed documentation and guidelines to build upcoming sections (incl. interface logic, transverse workflows, icons and illustration work)
- static high fidelity screens' reference and UI assets

Technical

- **front-end architecture** to build upon
- working front-end application framework to build upon with navigation principles
- completed section of the application and prototyped further sections

Management

- road map for the beta test (built in collaboration)
- **road map** for the **launch** of the **product** (built in collaboration)
- a middle term road map with identification of application's upcoming sections and features

8. Impact of my work

The company went from a situation where the project was an evanescent idea, to a close to beta test product with a defined strategy, roadmap, user experience design, information architecture, user interface design, software architecture, development framework.

9. Technical Data

- UML
- MVC & MVVM Framework
- Sencha Extjs 5 & Sencha Touch (Object Oriented Programming)
- Sencha CMD
- HTML5
- Javascript
- CSS3
- SASS
- REST CRUD Webservices
- JSON & XML

10. Other responsibilities in this company

Aside from the above described product, I collaborated on other projects for this company, they are described below:

Customer Experience Design : user support improvement

- interview user support person
- cooperate in **defining a better workflow** for the users' support
- test and **identify** the **best software solution** to manage user support
- cooperate in making setup of the chosen solution and define its process
- help the hotline person to transition from one solution to another
- occasional handling of user's hotline, partly to proof chosen solution and software workflow

Statistical software product

- participate to specifications' phase of the evolution of a statistics software solution (incl. **users' & experts' interviews**, requirements & use cases capture, design of the user experience principles, interface wireframes, cooperation with third party technical partner, writing of specification documents in cooperation with a colleague, wireframes and integration of Axure generated documentation, ...)

Diverse

- suggest software tools to improve company's workflow
- participate to company's **strategy meetings**
- management of another client website project (incl. client relationship, meetings, development, sell, ...)
- introduction to business analysis and UX work process and tools given to two interns