

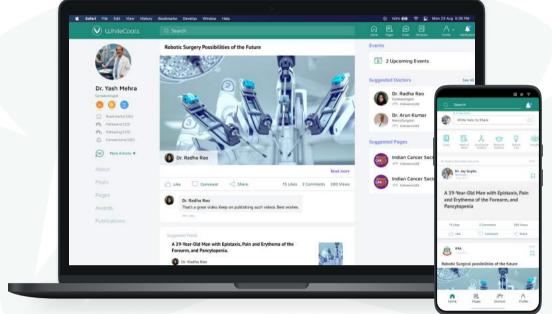
# Product UI/UX (Web | Mobile App)

Whitecoats is a mobile and cloud based digital platform developed by Valuemomentum to empower the medical fraternity with professional growth in the digital medium.

> **Client Name WhiteCoats**

**Project Duration** 12 months

**Estimated Time** 1000+ Hours



## Challenges

To make the interface really easy to understand and navigate for reduced learning time for a new user

To make the user experience similar to the other apps doctors usually interact with so that they have a hassle free experience.

## Wireframing

Low fidelity wireframes were created and changes were made to it based on feedback from the client before moving to visual design

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Profile		Suggested Doctors
Pages	Cases Medical Association Research Patient Insights News Updates Updates Tips	Radha Rao Speciality, Followers(20)
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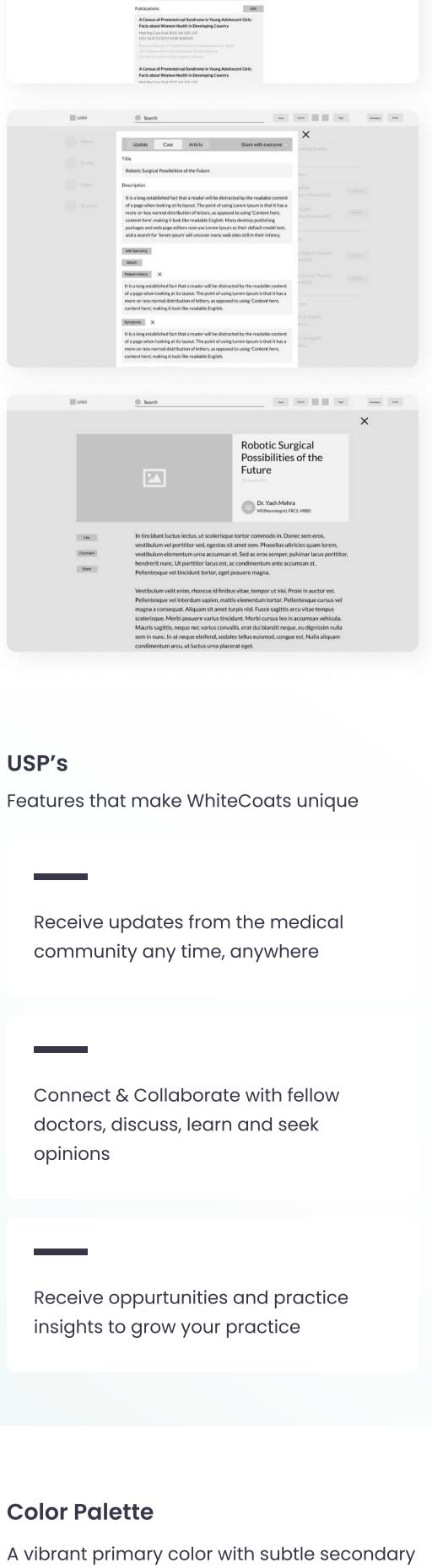
inmedici@gmail.com http://www.in 011 2337 0009

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Awards

About



colors was a great match

WhiteCoats Green	Calm	Energetic
#168A79	#99B5C5	#B2D0D7
#DADDF6 #6	E66C5 <b>#00AF9A</b>	#D25B5B

# Typography

# **PT Sans**

PT Sans is based on Russian sans serif types of the second part of the 20th century, but at the same time has distinctive features of contemporary humanistic designs.



# **Maven Pro**

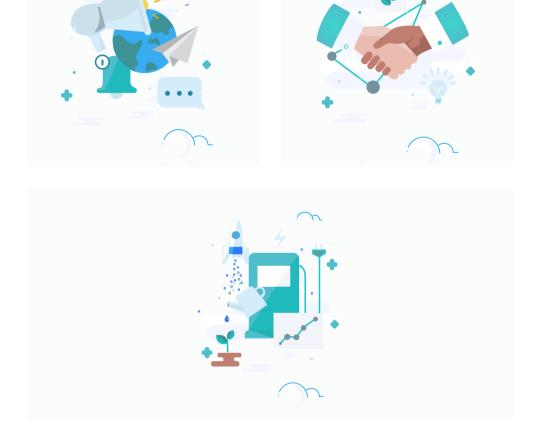
Maven Pro is a sans-serif typeface with unique curvature and flowing rhythm. Its forms make it very distinguishable, legible when in context and is suitable for any design medium.



AaBbDd 012345

## Illustrations

Over 20 illustrations were created

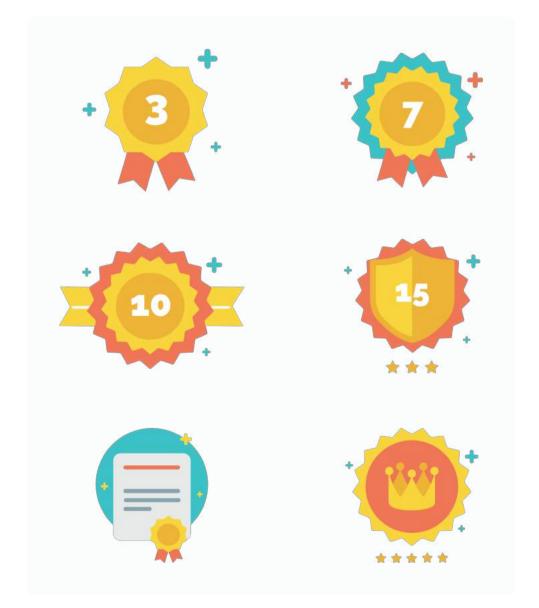


# Onboarding

Illustrations were created to showcase the three USP's of WhiteCoats which were; Stay Updated, Collaborate and Grow

#### **Badges**

Unique badges were created for every user based on their experience in the medical industry for easy identification.

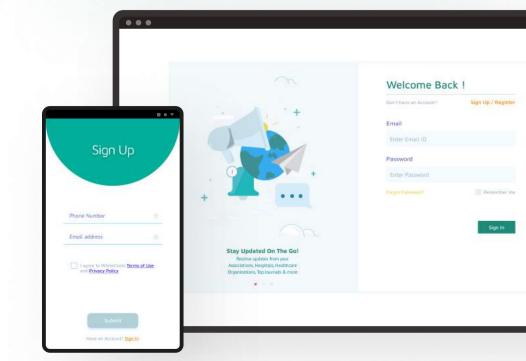


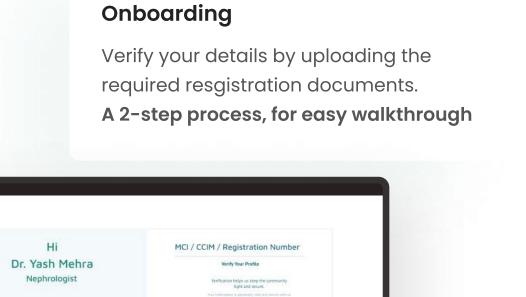
## **UI Design**

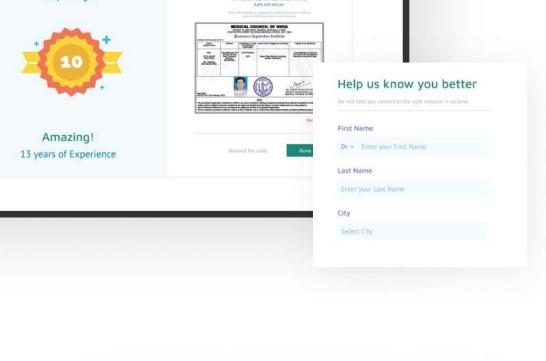
Over 200 unique screens were created for both web and mobile

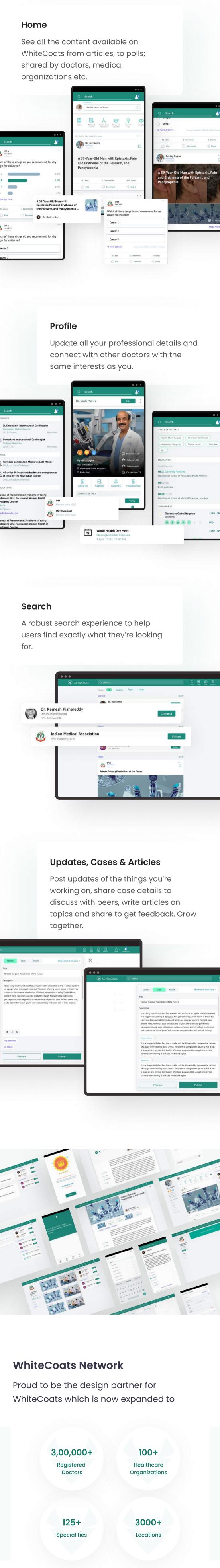
## Signin & Signup

The USP's are shown to increase the social proofing aspect thereby decresing the drop off rate during the process









200+ Design Screens 3 Extraordinary Designers