WhiteCoats

Be Dr. Effective

Product UI/UX (Web App | Mobile App)

Client Name

WhiteCoats

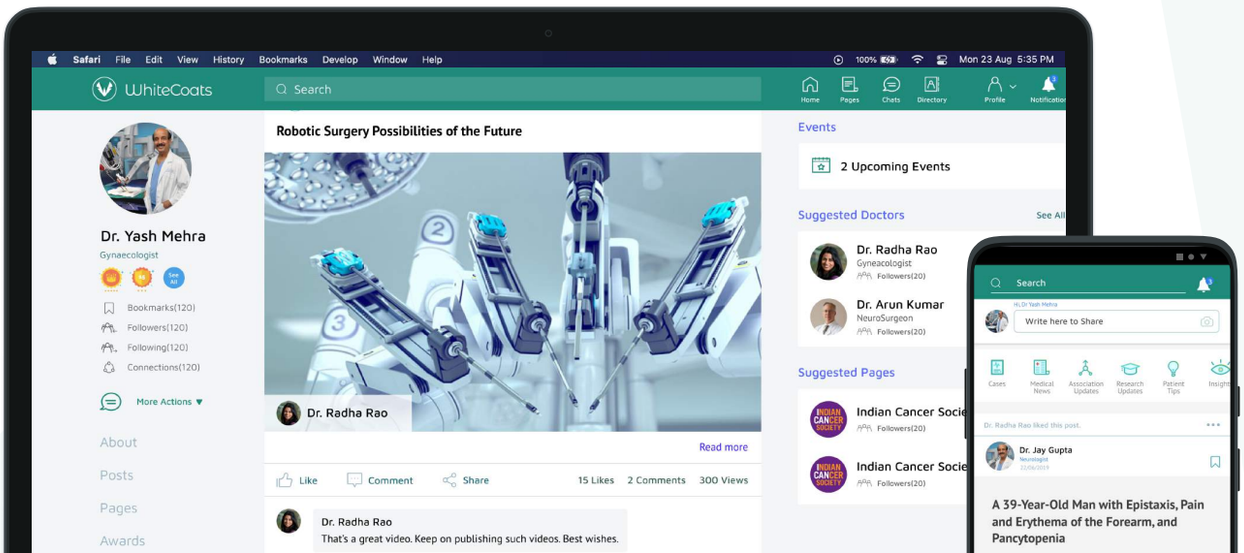
Project Duration

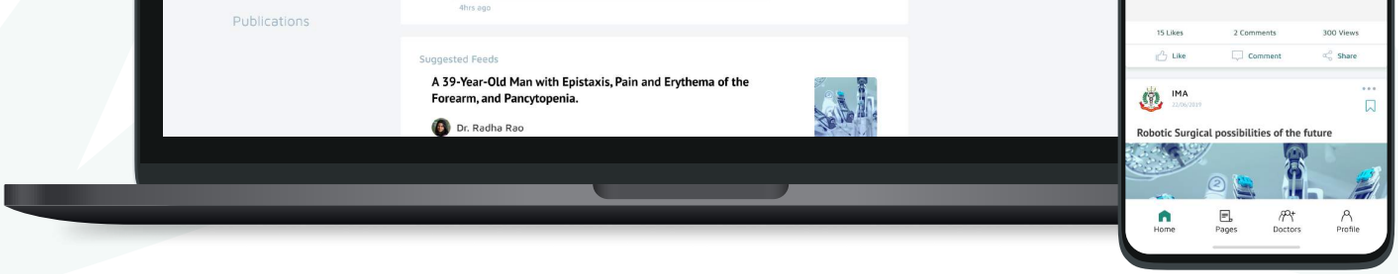
12 months

Estimated Time

1000+ Hours

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





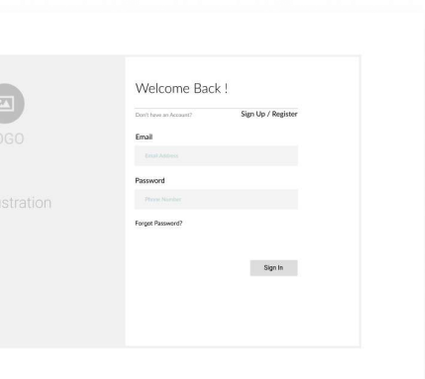
Challenges

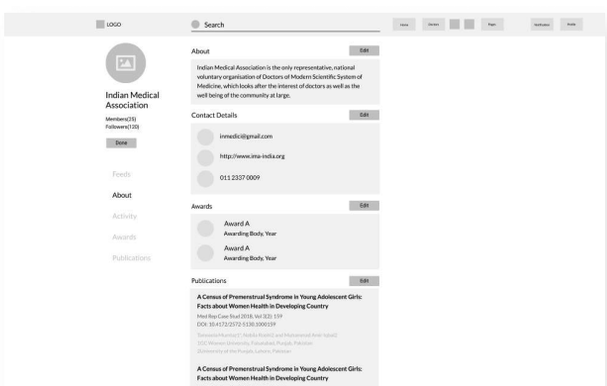
To make the interface really easy to understand and navigate for reduced learning time for a new user

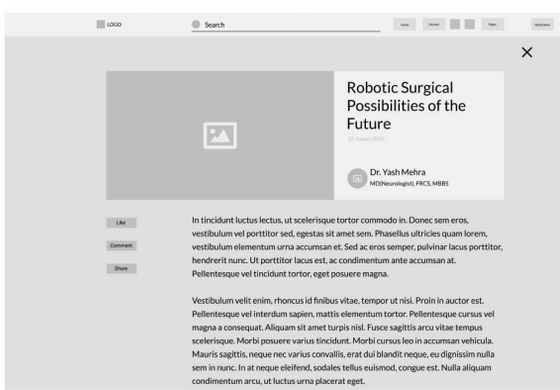
To make the user experience similar to the other apps doctors usually interact with so that they have a hassle free experience.

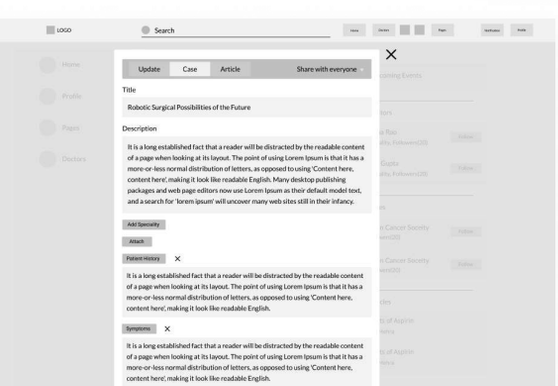
Wireframing

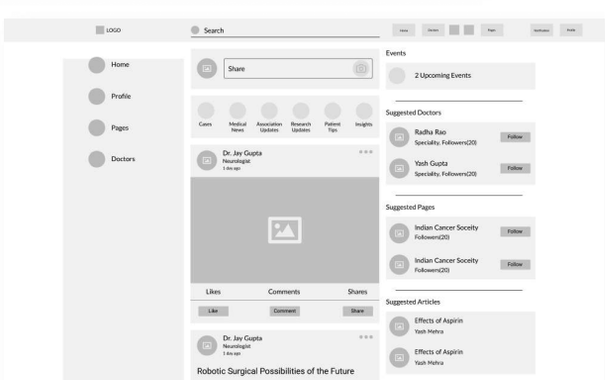
Low fidelity wireframes were created and changes were made to it based on feedback from the client before moving to visual design

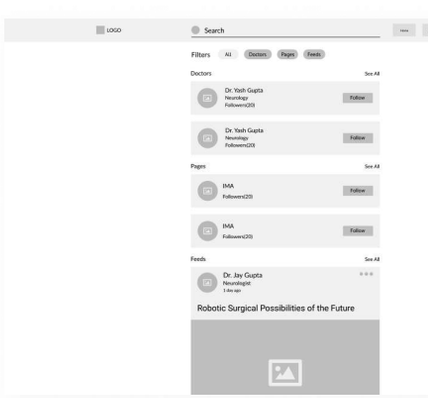


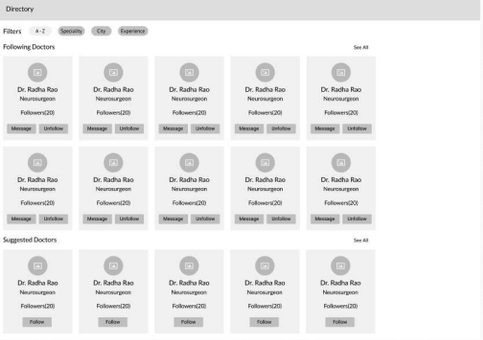


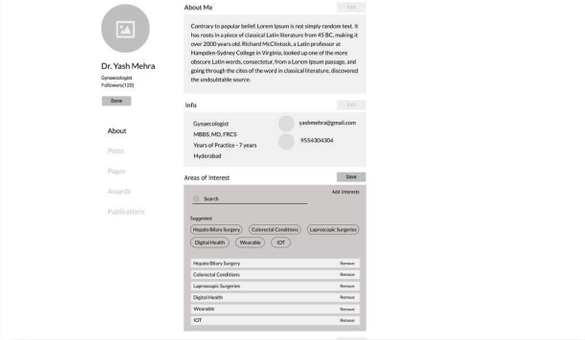


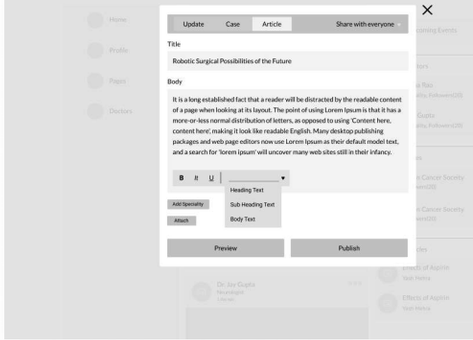












USP's

Features that make WhiteCoats unique

Receive updates from the medical community any time, anywhere

Connect & Collaborate with fellow doctors, discuss, learn and seek opinions

Receive oppurtunities and practice insights to grow your practice

Color Palette

A vibrant primary color with subtle secondary colors was a great match

WhiteCoats Green	Calm	Energic
#1E8A79	#99B5C5	#B2D0D7

#DADDF6	#6E66C5	#00AF9A	#D25B5B

Typography

Aa

AaBbDd

012345

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.

Aa

AaBbDd

012345

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.

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

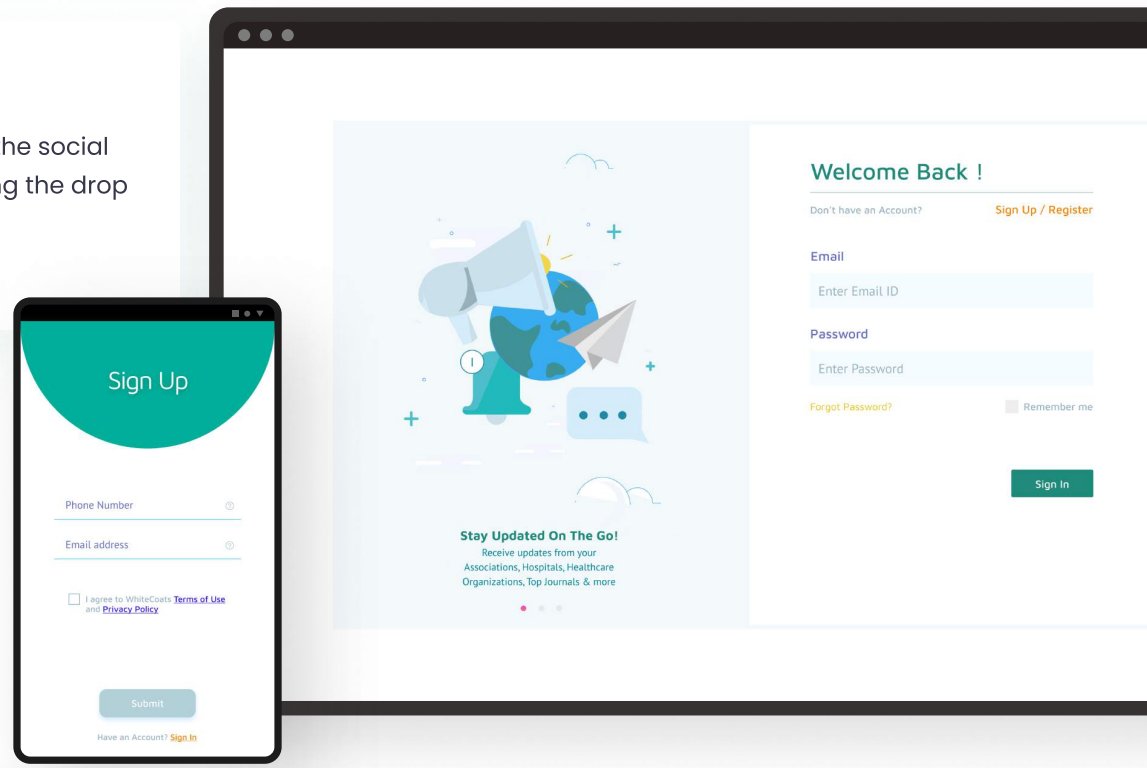
Unique badges were created for every user based on their experience in the medical industry for easy identification.

UI Design

Over 200 unique screens were created for both web and mobile.

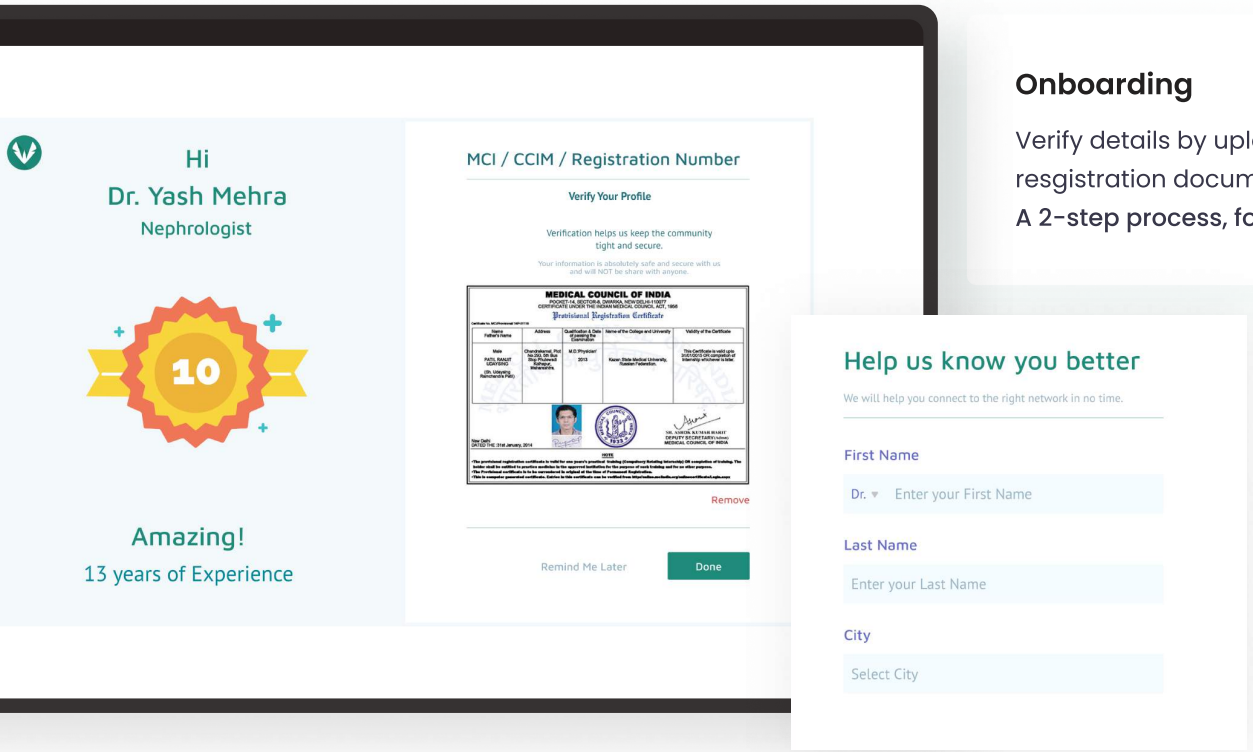
Sign in & Sign up

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



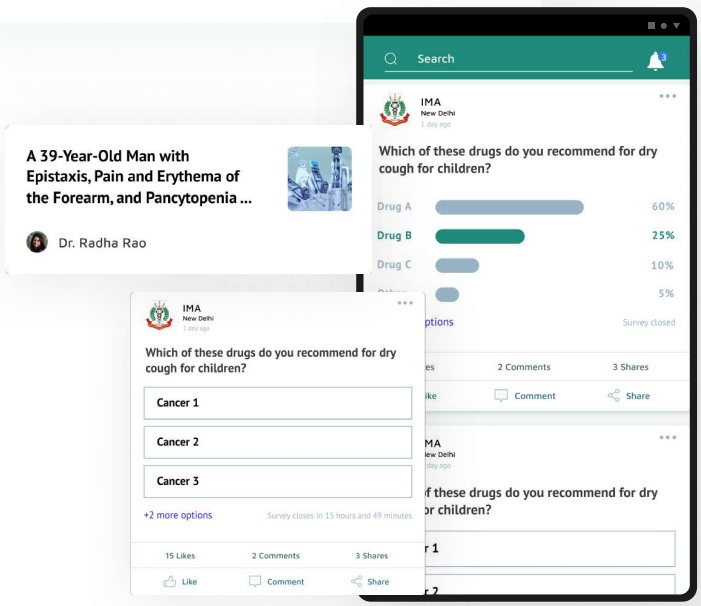
Onboarding

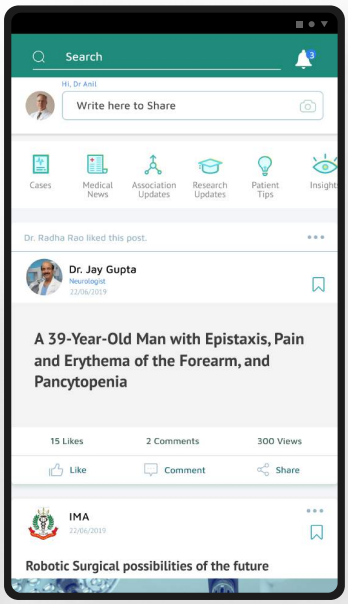
Verify details by uploading the required resgistration documents.
A 2-step process, for easy walkthrough

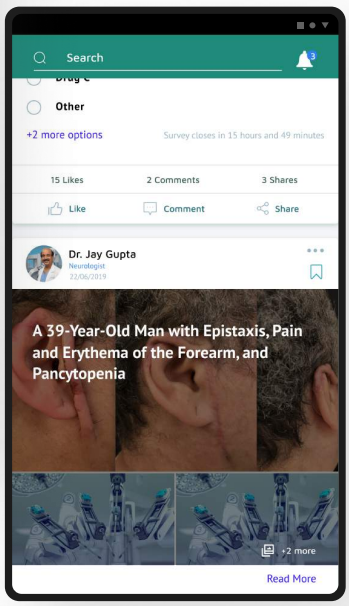


Home

See all the content available on WhiteCoats from articles, to polls; shared by doctors, medical organizations etc.

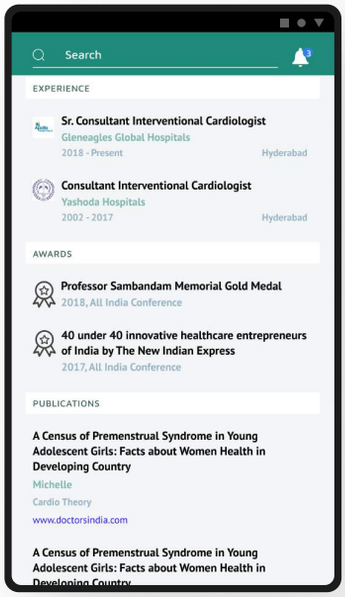


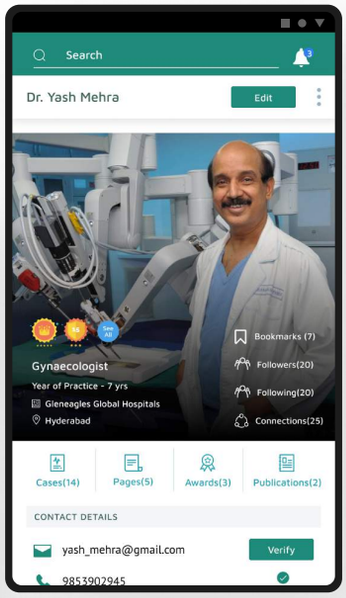


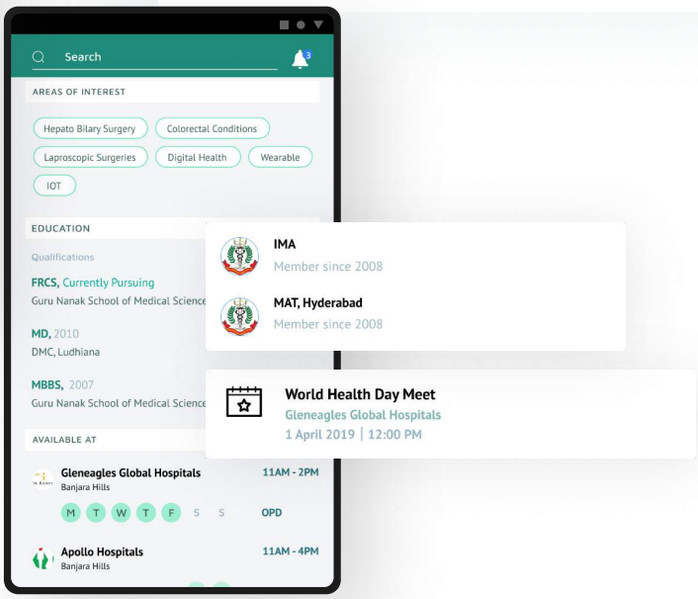


Profile

Update all your professional details and connect with other doctors with the same interests as you.

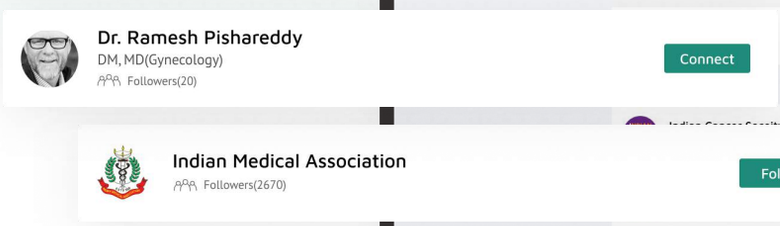


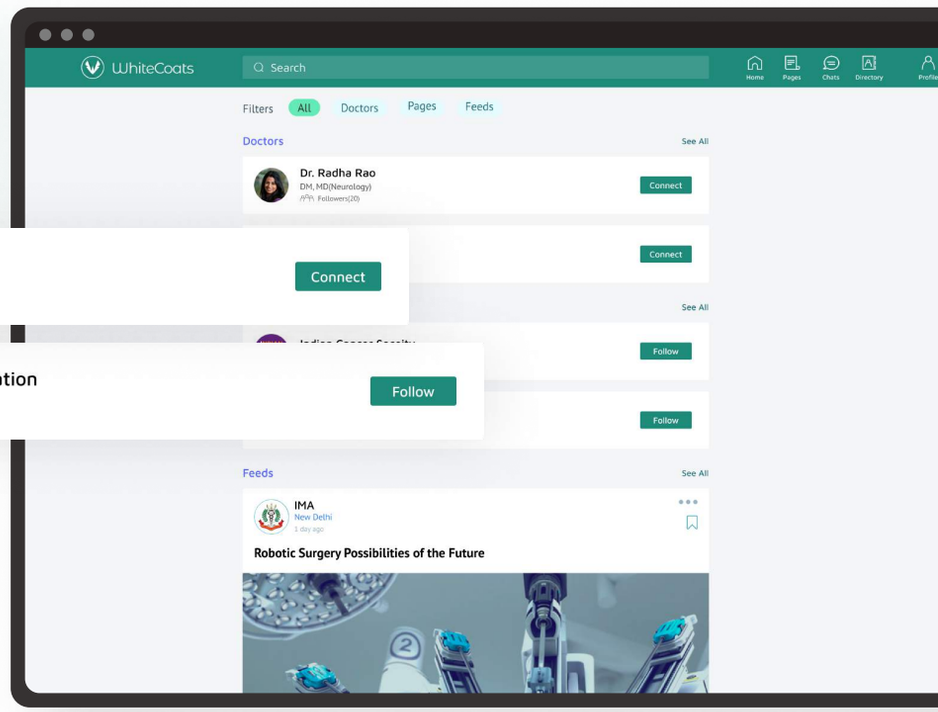




Search

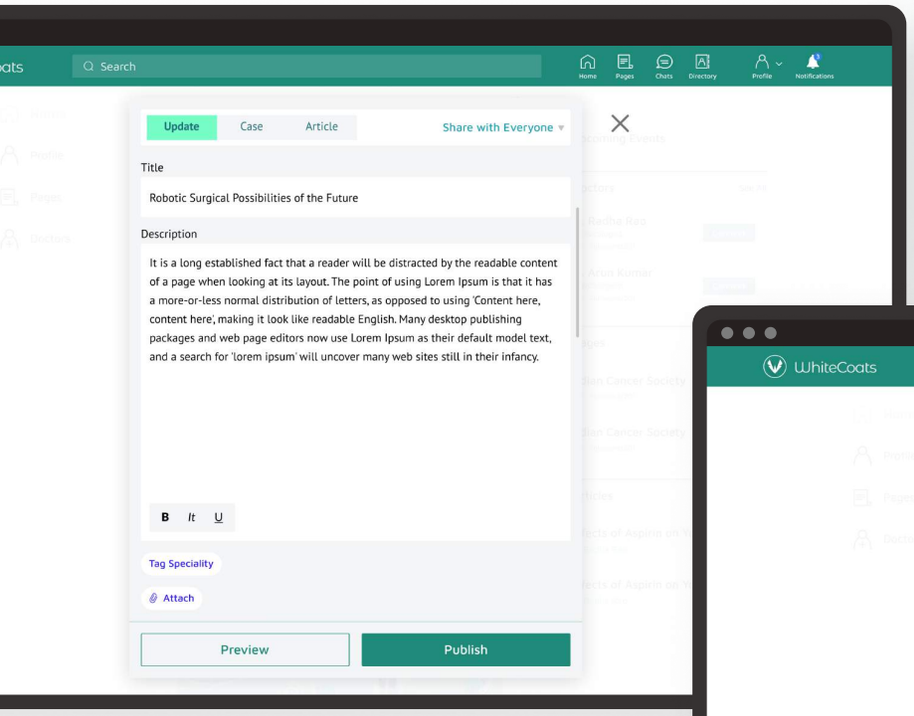
A robust search experience to help users find exactly what they're looking for.

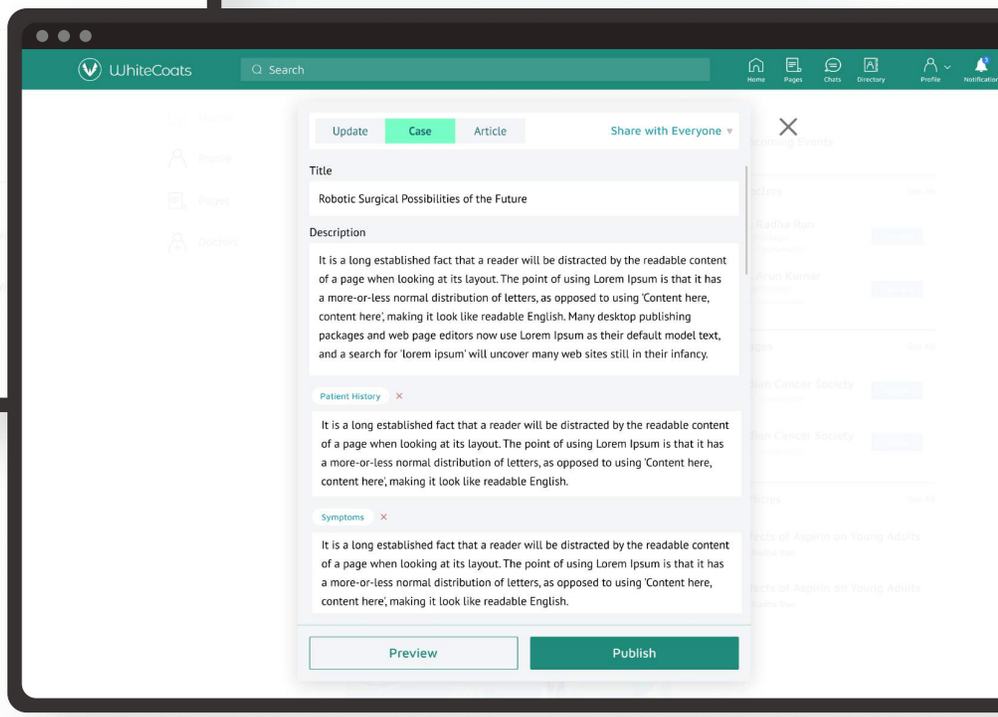


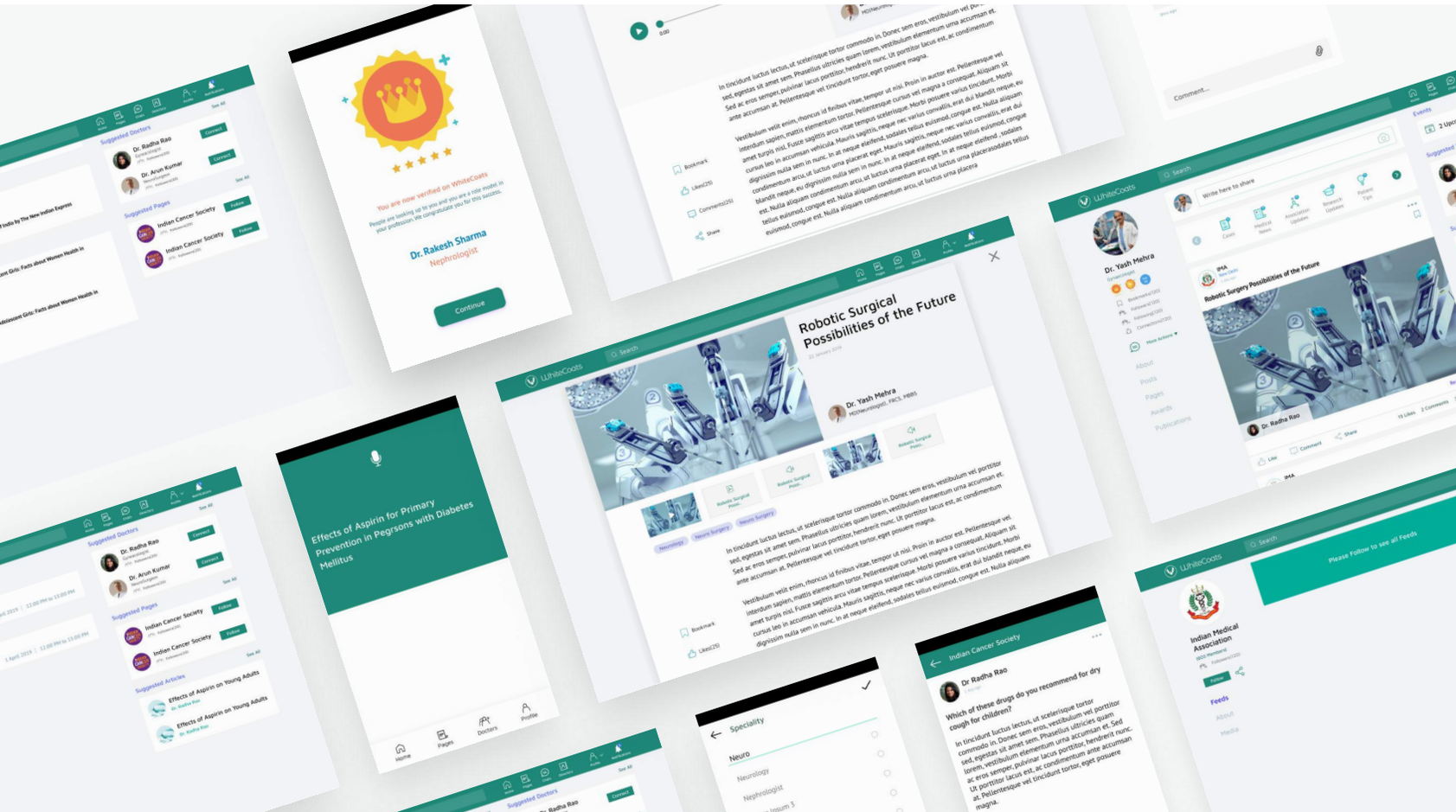


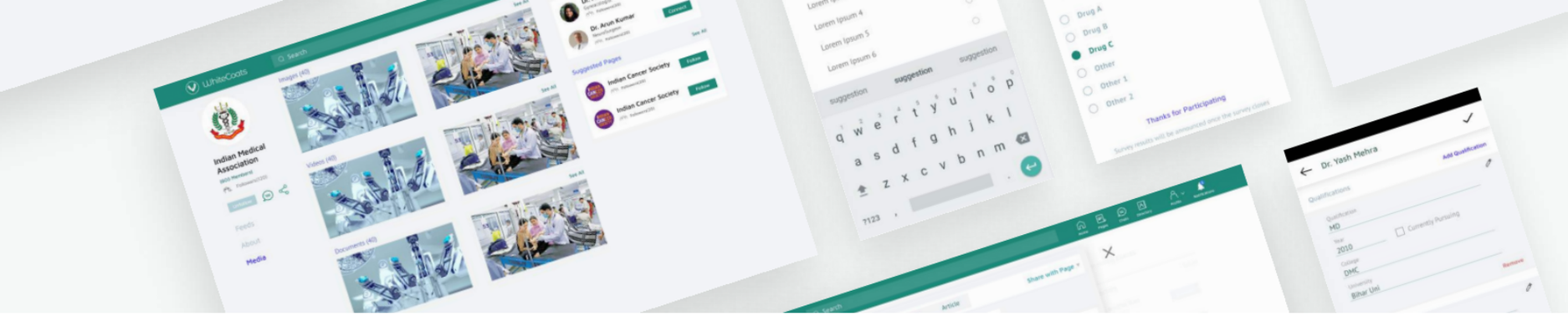
Updates, Cases & Articles

Post updates of the things you're working on, share case details to discuss with peers, write articles on topics and share to get feedback. Grow together.









WhiteCoats Network

Proud to be the design partners for WhiteCoats which has now expanded to

3,00,000+
Registered Doctors

125+
Specialities

3000+
Locations

100+
Healthcare Organizations

200+ Design Screens

3 Extraordinary Designers