jeffrahman.works

Robin App

Mobile App Design Case Study

robin

The Challenge

The Robin Assistant ambiently captures clinical data in the exam room. However, with just the device, the doctors are still bound to the awful experience of digging through their EMRs.

The Idea

Create an app that gives clinicians quick access to the patient data that matters most when they need it.

My Role

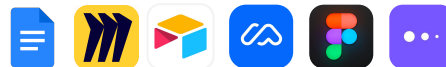I was design lead on this project, responsible for research, ideation, branding and design systems.

Supporting Team:

- Product Manager
- 3 Mobile App Developers (2 back end, 1 front end)

Timeline:

4 months from research to release

Tools Used

User Research

Conducted quantitative and qualitative research with orthopedic physicians through a series of surveys and 1:1 interviews.

Research focus areas:

- Personas
- Workflow analysis
- Mapped pain points and gain points with current product workflow
- Draft problem statements
- Develop Robin App roadmap

Leonard the Leader

Physician

DEMOGRAPHICS
Age: 62
Gender: Male
Occupation: Medical Doctor
Specialty: Orthopedics
Status: Married w/kids
Location: West Coast
Income: $450,000 - $600,000
Edu: Doctorate - Post Doctorate

PRACTICE DETAILS
Practice Type: IPA
Practice Size: 15+ Physicians
AAR: $25M
Role: Profit Shareholder/Owner

INSIGHT
"When I can be a doctor and not a clerk, I enjoy what I do. I am overwhelmed by administrative burdens from all sides."

NARRATIVE
Dr. Leonard Leader is an Orthopedic Surgeon living in Seattle, WA. He's active within his practice and motivated to help ensure they have successful patient outcomes and practice profitability. He understands the importance that documentation plays in these 2 paradigms and is seeking new ways to bring technology to the practice that will help achieve these goals and unburden his fellow physicians from over documentation and administrative burn out. He's used scribes and transcription services in the past, but still feels the administrative burden from documentation. He rewards himself with a game of tennis to relieve stress, gardening and family time.

PAIN POINTS
- Fatigue, both from repetitive, monotonous tasks in the EMR
- Struggle between what the practice needs for reporting and what the physicians deems important for clinical care
- Tired of the constant emails and texts that go back and forth with practice admins over care

GOALS
+ Work better with the staff and clinical care team, to increase their trust and confidence in medical decision making and follow-up
+ Continue to research and become more educated on certain patient conditions
+ Use years of experience to provide great care during and better quality of life to my patients

MOTIVATION
Aspires to be a leader in the practice and the medical community. He's given years to the art of medicine and looks forward to guiding a practice, being on the board and taking more vacation time with his wife.

DOCUMENTATION DE

SERVICES TRIED
Scribes
- Scribe America
- ProScribes
- Augmedix

"Having an in-person scr they knew what I liked an they left for medical scho RCM team questions abo Scribes don't know my co do."

STYLE
Biographer
Prefers to dictate a full SO capture every bit of each

CHANGE CONCERNS
Capture Completenes
- You can't possibly get based on just the conv room? Will it protect r

Personalization
- How do I give my own
- How do I get my temp
- How do I sign or edit t

Patient Compliance
- Are patients okay wit room?

Cost
- I know what scribes c will this cost me?

Personality Questions

	MIN	Average	MEDIAN	MODE	MAX
Let's talk flexibility... How well do you deal with change?	4	7.5	7.5	7	10
How serene do you consider yourself?	3	6.4	6	4	10
How playful do you consider yourself?	2	6.3	6	7	10
How reserved do you consider yourself?	3	6.5	7	9	10
How daring do you consider yourself?	3	5.9	6	5	8
How outgoing do you consider yourself?	3	6.5	6	8	9
How persistent do you consider yourself?	3	8.1	7	8	10
How creative do you consider yourself?	1	6.6	7	7	9

Paper Prototypes

Rapid paper prototyping was done on key flows to gain stakeholder alignment and better visualize the Robin App roadmap.
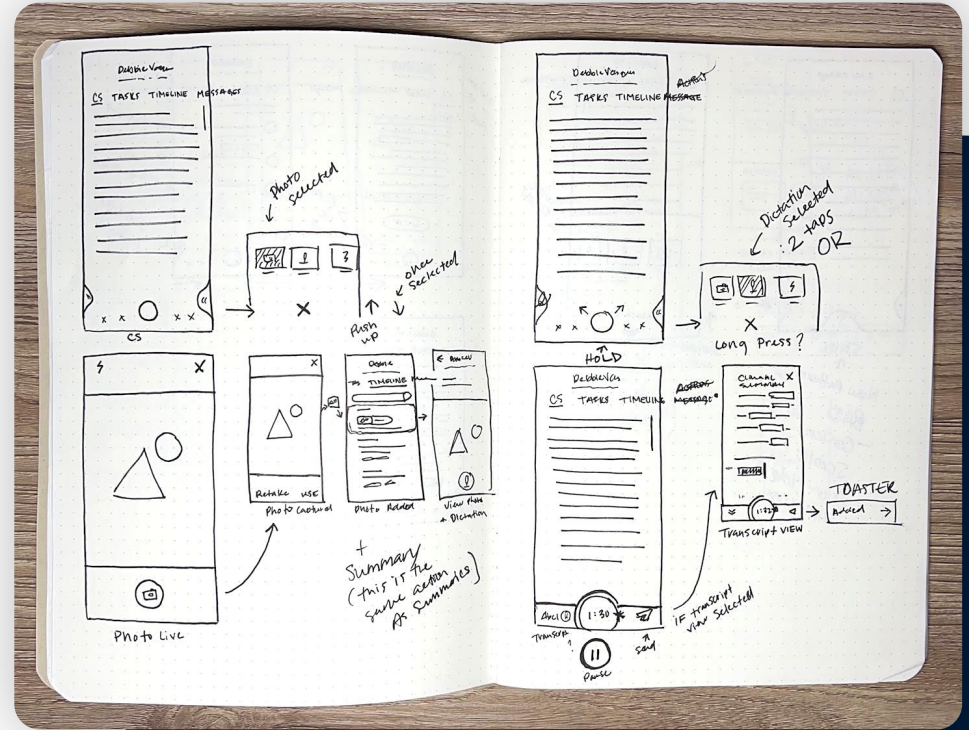
High-fidelity Wireframing

High-fidelity wireframes developed to articulate functionality to engineering partners to determine scope and feasibility. Initial prototype testing performed with users to validate patterns and UX decisions before bringing into the design phase.

Key insight:

Orthopedic physicians see on average 30+ patients in-clinic a day. The schedule needed to support quick actions that would fit into their workflow.
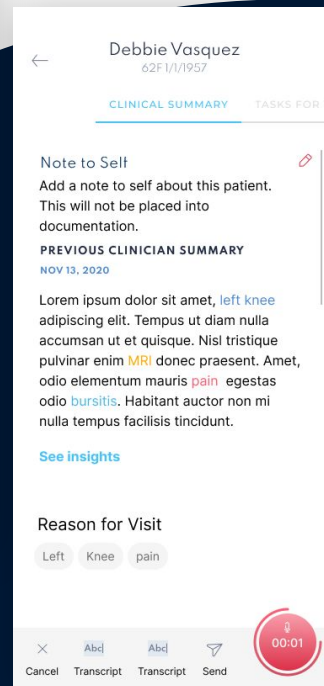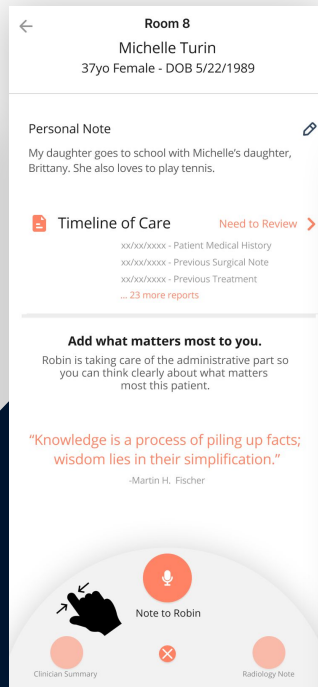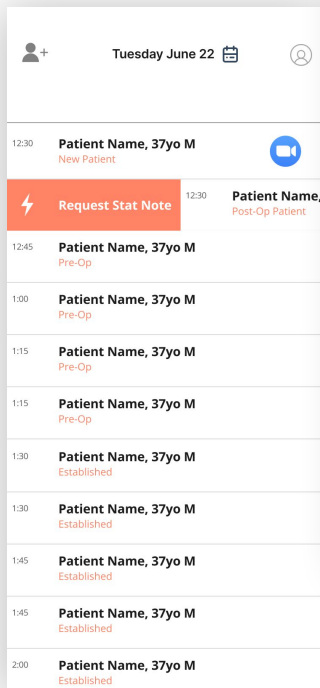
Design Discovery

Conducted a landscape audit of mobile EMR solutions as well as other mobile apps that aligned with our roadmap feature focus areas.

Key insight:

Healthcare apps for physicians are burdened with a lot of content that isn't always relevant to their clinical workflow. By finding ways to "declutter" the data that wasn't relevant to a physician, we are able to lean into clean, simple world-class UI.
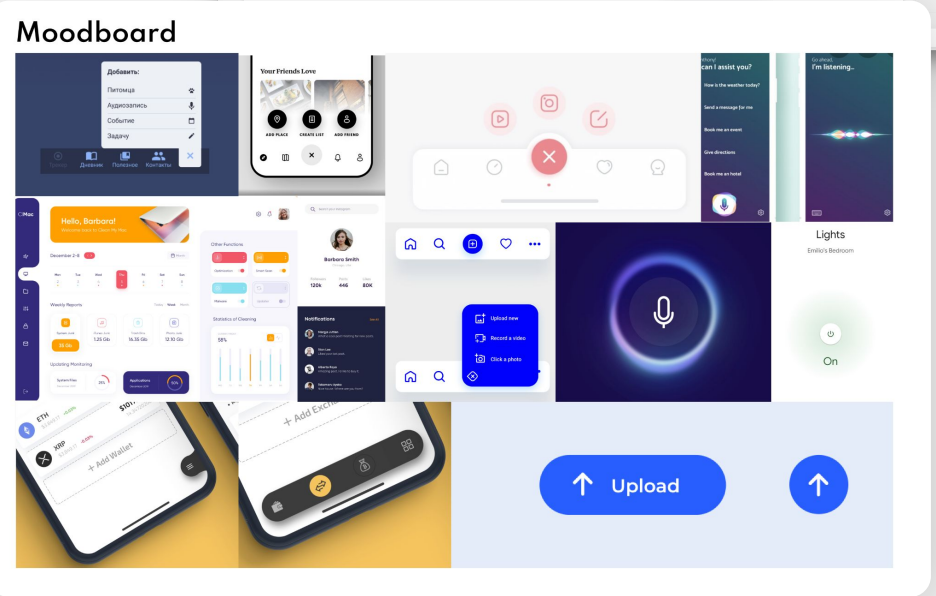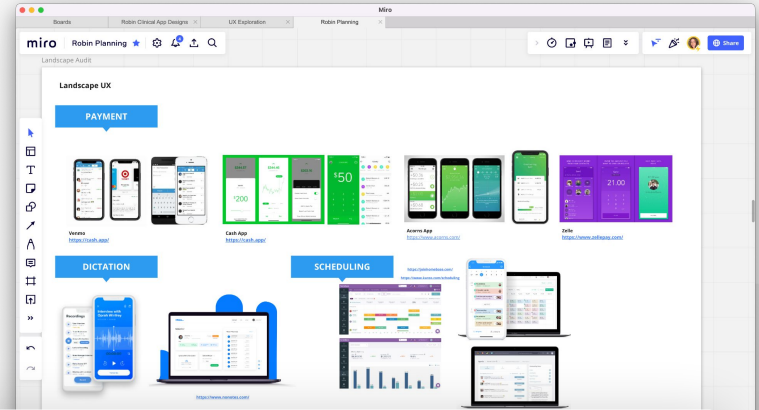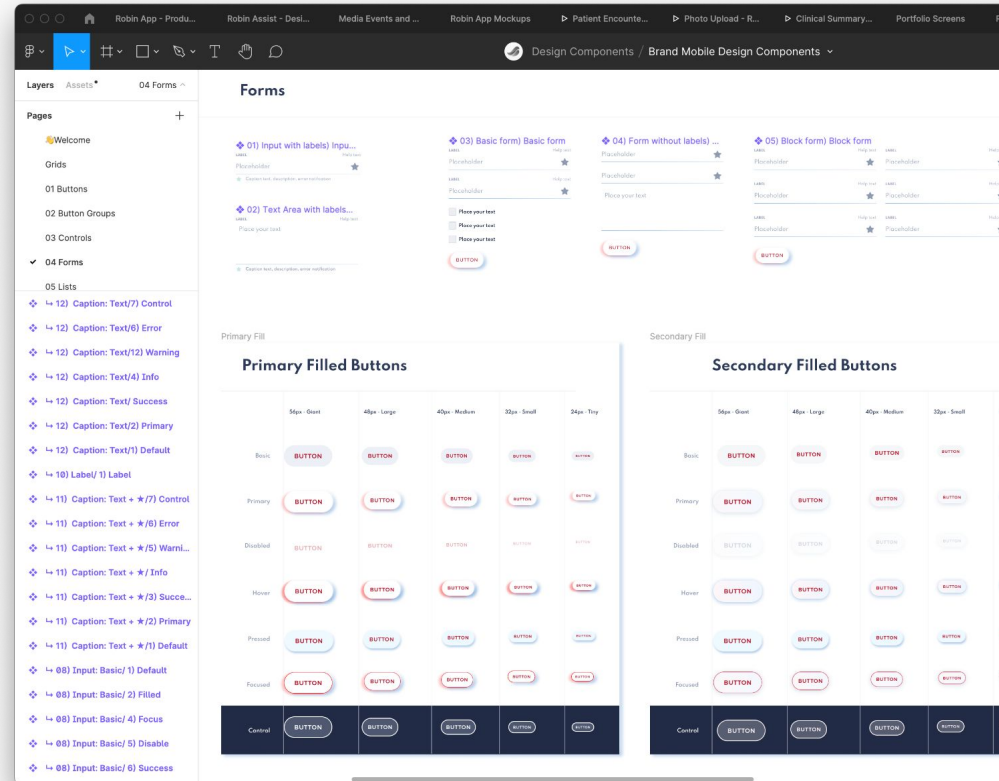
Defining an Approach

The app needed to reflect the new brand and color palette and feel like a companion to the Robin Assistant. High level design systems were developed along with key UI patterns.
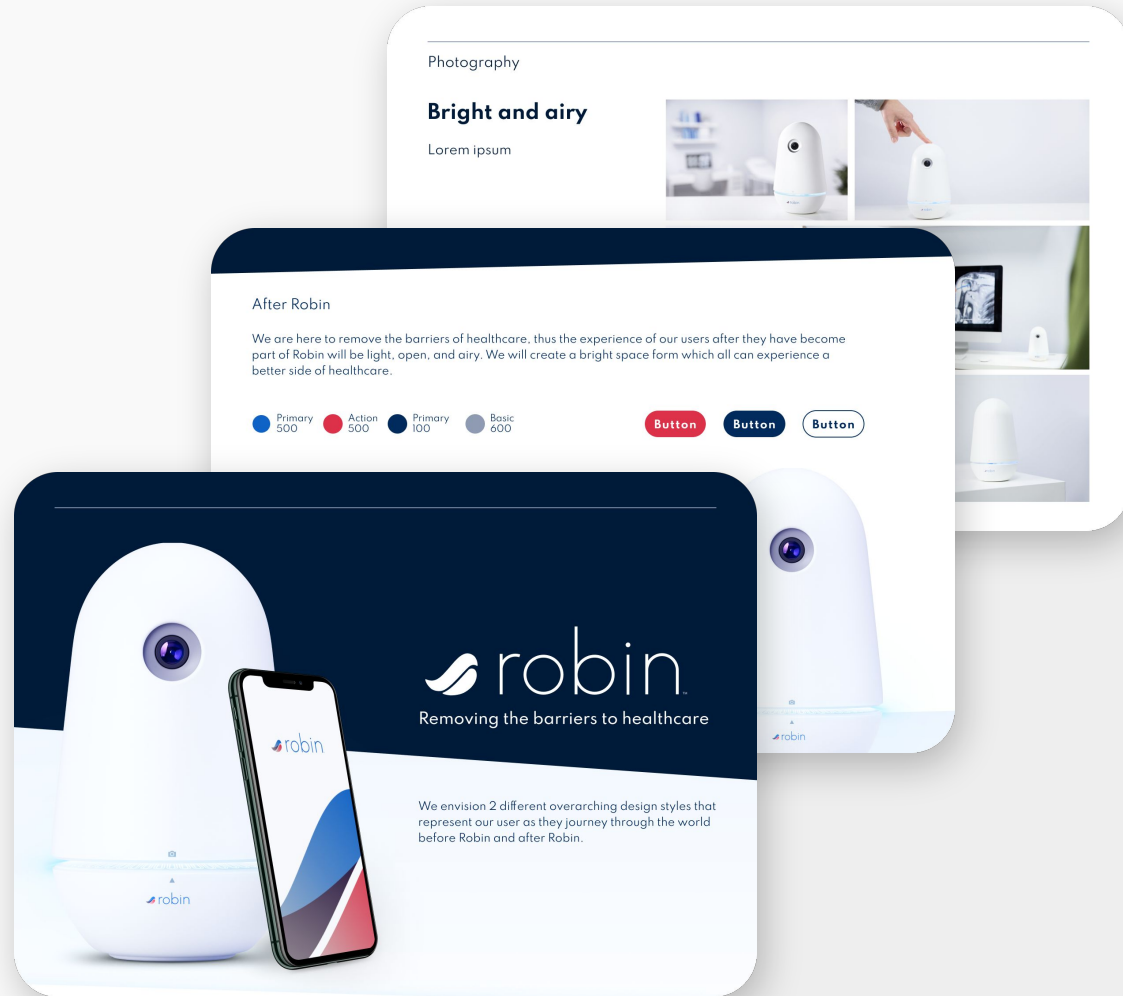
Building a Design System

Once the aesthetic was selected, a design system was built to support the app's main elements such as forms, buttons, and menu styles.
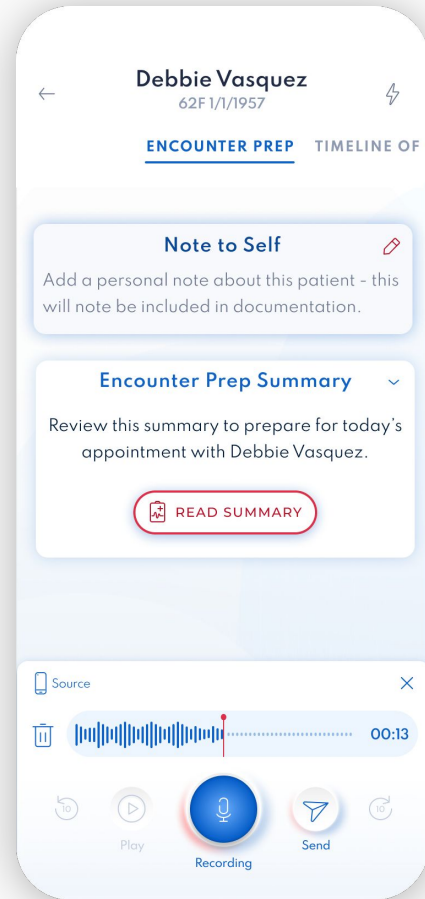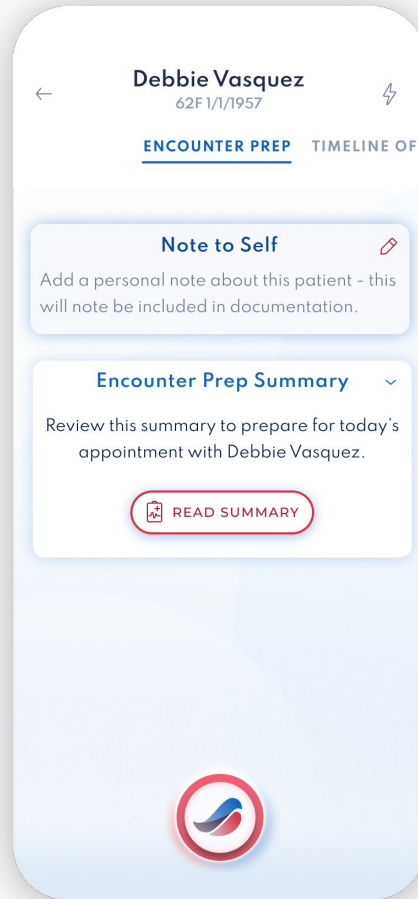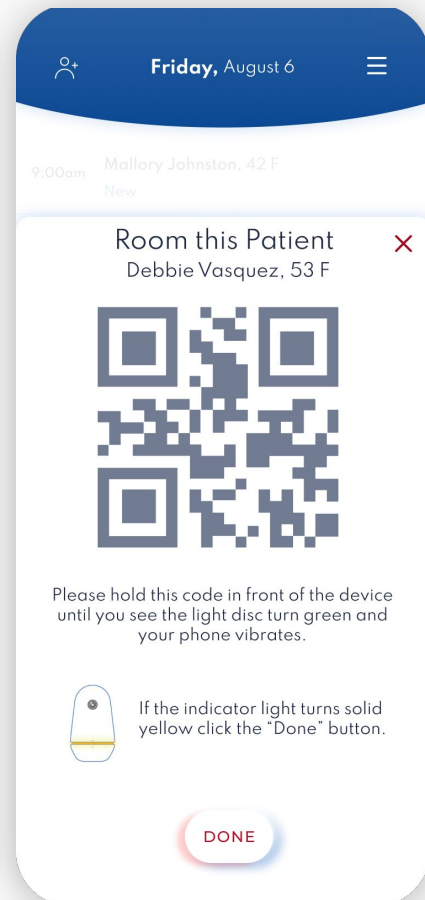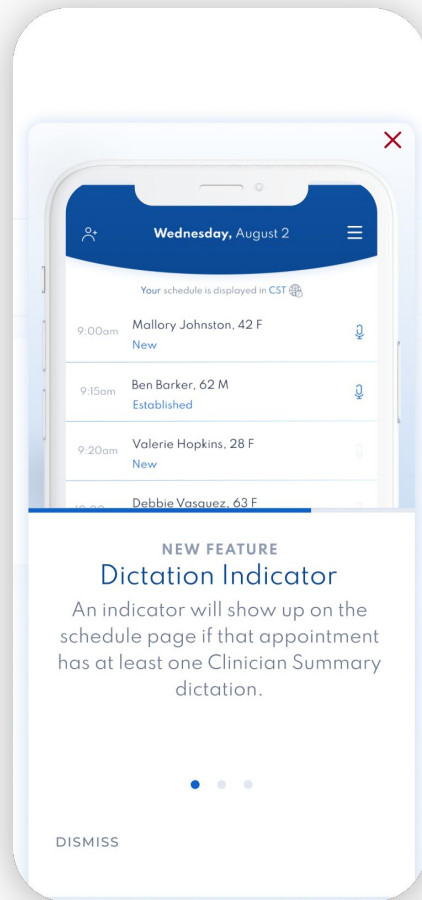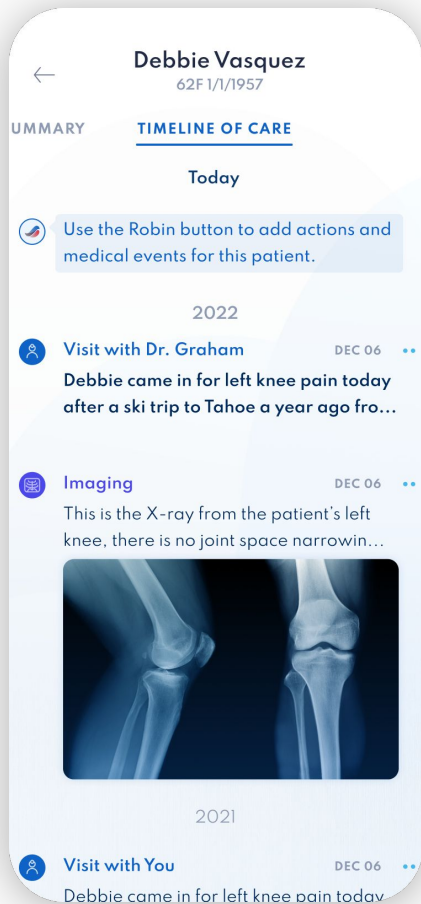
Testing and Iteration

Using Figma prototypes and Maze, key flows were tested by users to measure their ability to complete key tasks.
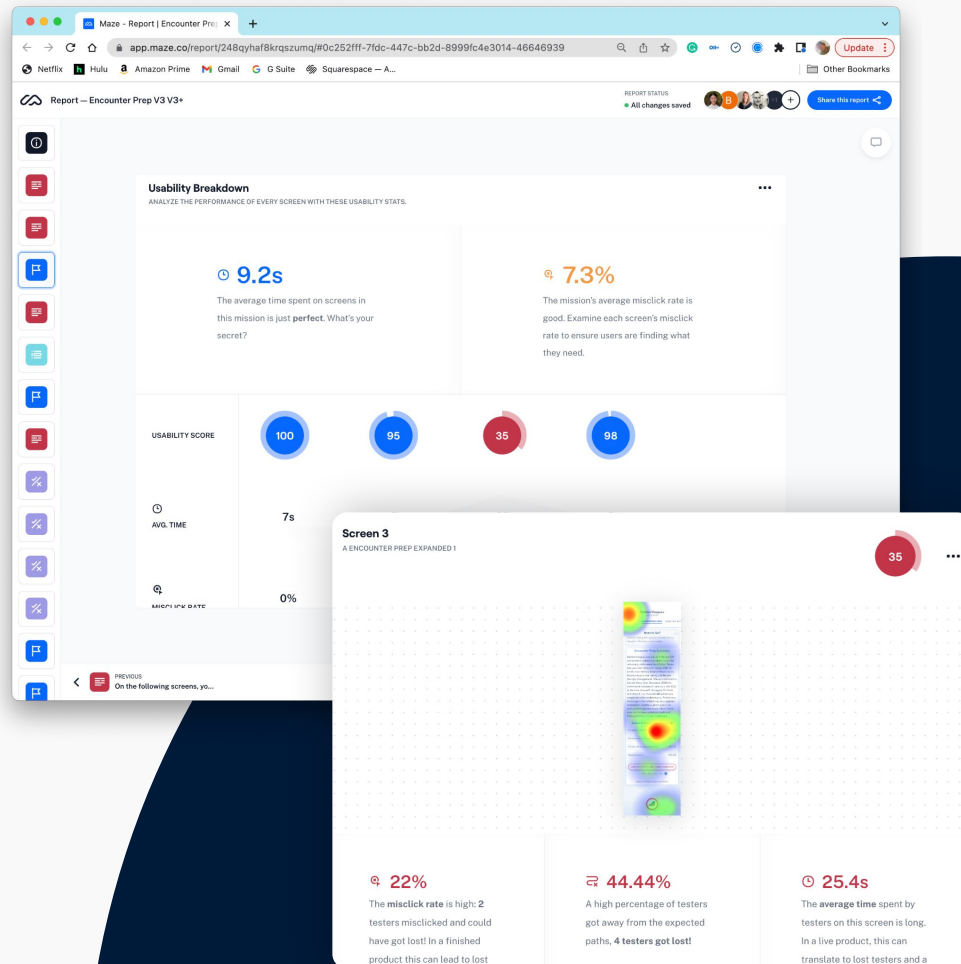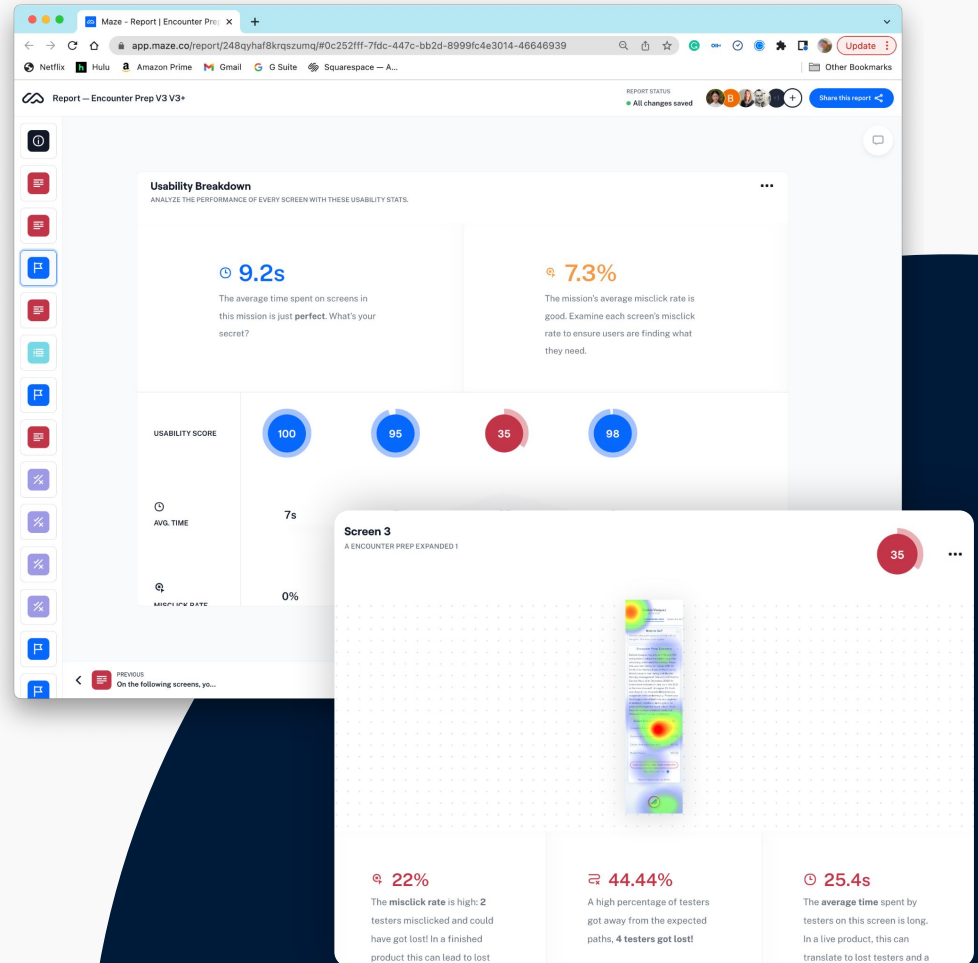
The Robin App

The Robin App

Testing and Iteration

Using Figma prototypes and Maze, key flows were tested by users to measure their ability to complete key tasks and measure time to task for the app's main objectives.

Results

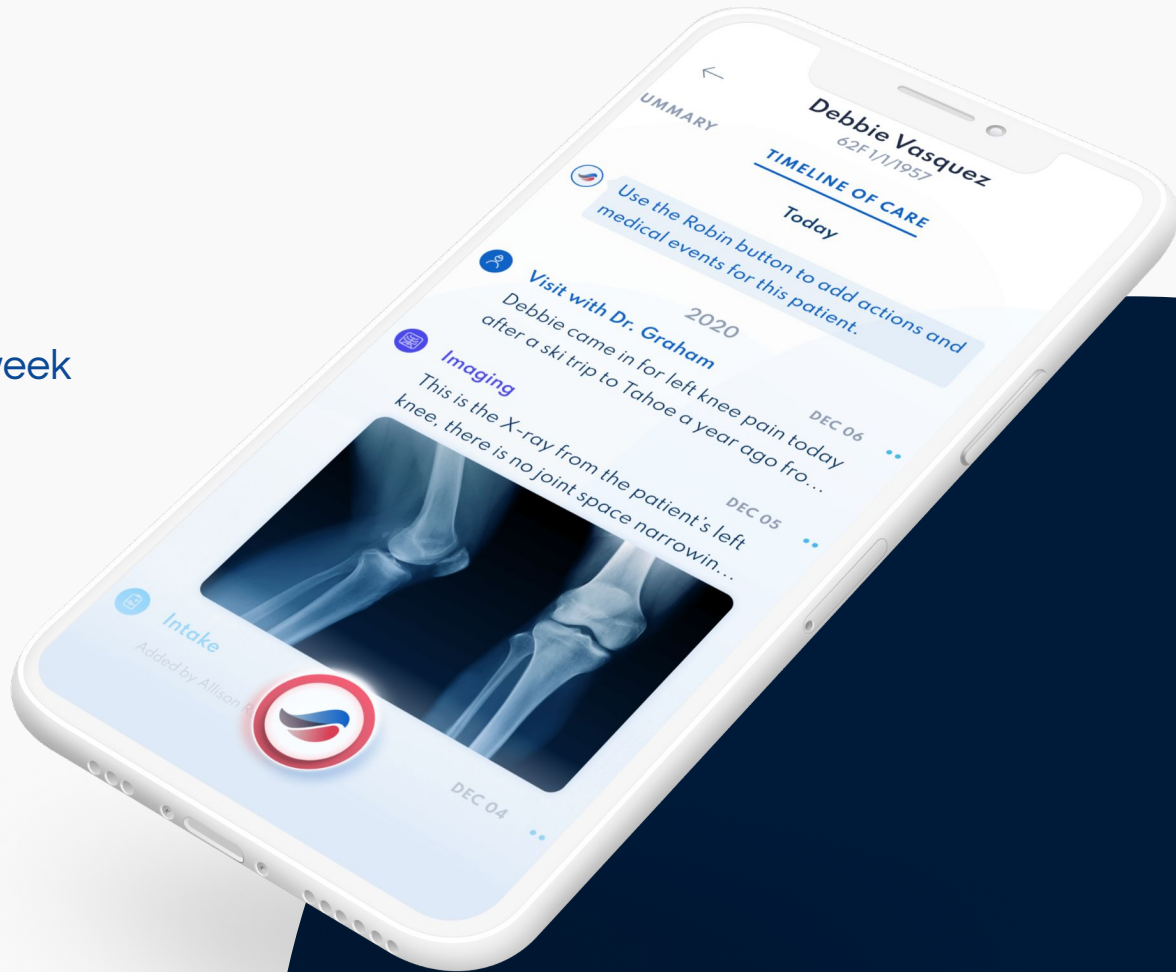**98%** adoption

7,000 dictations on average per week

93% app CSAT

Ratings and Reviews

5.0 out of 5

★★★★★

Excellent app
Updates are frequent and always improving
Clearly , Robin looks at physician input and
streamlines workflow

Keep exploring.

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