

Mobile UI/UX for an **award-winning Healthcare Startup**



The Challenge

Rapid Prototyping for an Accelerator pitch, a robust UI integrating multiple user-profiles in a single user-interface, user-interaction modes, visible notifications and alerts ... all in a 5-inch screen.

Create an innovative value-added healthcare platform to bring together doctors and patients, and differentiate from the competition with intuitive experience and ease-of-use.

The Solution

With a focused launch plan to a specific city, Niyati built the UI for the mobile app starting with wireframes and rapid prototyping to carry out A-B testing in phased manners. Stakeholder interviews and navigation experience studies were conducted with doctors and select group of customers.

Text, audio and video-based interaction modes for discussed, addressing the needs of diverse profile of patients, especially elderly citizens and the physically handicapped.

Digital Tools and Technologies



- WebRTC
- HTML5/CSS3
- Bootstrap Framework delivered on Android and IOS

Rewards and Recognition



The App was awarded and recognized as the "Most Promising Startup" by an industry and academia led panel of experts.

About Niyati Technologies

Niyati is a fast-growing solution provider of information technology, user experience and branding services for global enterprises, start-ups and businesses of all sizes. Through its 'Digital DNA' approach to business problems, Niyati enables enterprises extract the most out of their digital investments. Founded in 1999, Niyati's digital domain expertise spans diverse industries. The corporate headquarters and Offshore Development Centre is located in Chennai, India and it has a regional presence in Singapore and Dubai.

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