DEVELOPED A VALUABLE APPLICATION TO DEAL WITH OBESITY FOR A US-BASED HEALTHCARE PLAYER

ZUCi SYSTEMS

PROBLEM STATEMENT

Our client belonging to the Healthcare industry is involved in treating the raging problem of obesity in the US with the help of clinical expertise and cutting-edge technology.

According to their analysis, only 2% of the affected patients were benefiting from the treatments and the rest were deprived of this basic facility due to geographic and socioeconomic constraints.

However, their goal was to bridge the care gap for these patients through digital platforms and make treatment accessible to everyone.

For this, they wanted to build an intuitive mobile app that would guide these patients on their health journey with data backed insights and regular monitoring of their activities.

THE DEVELOPMENT: MOBILE AND WEB APPLICATION

After a detailed study of client needs, the team at Zuci initiated the development of this app on React Native platform, which has a modular and intuitive architecture and can bring about strong performance for mobile environments.
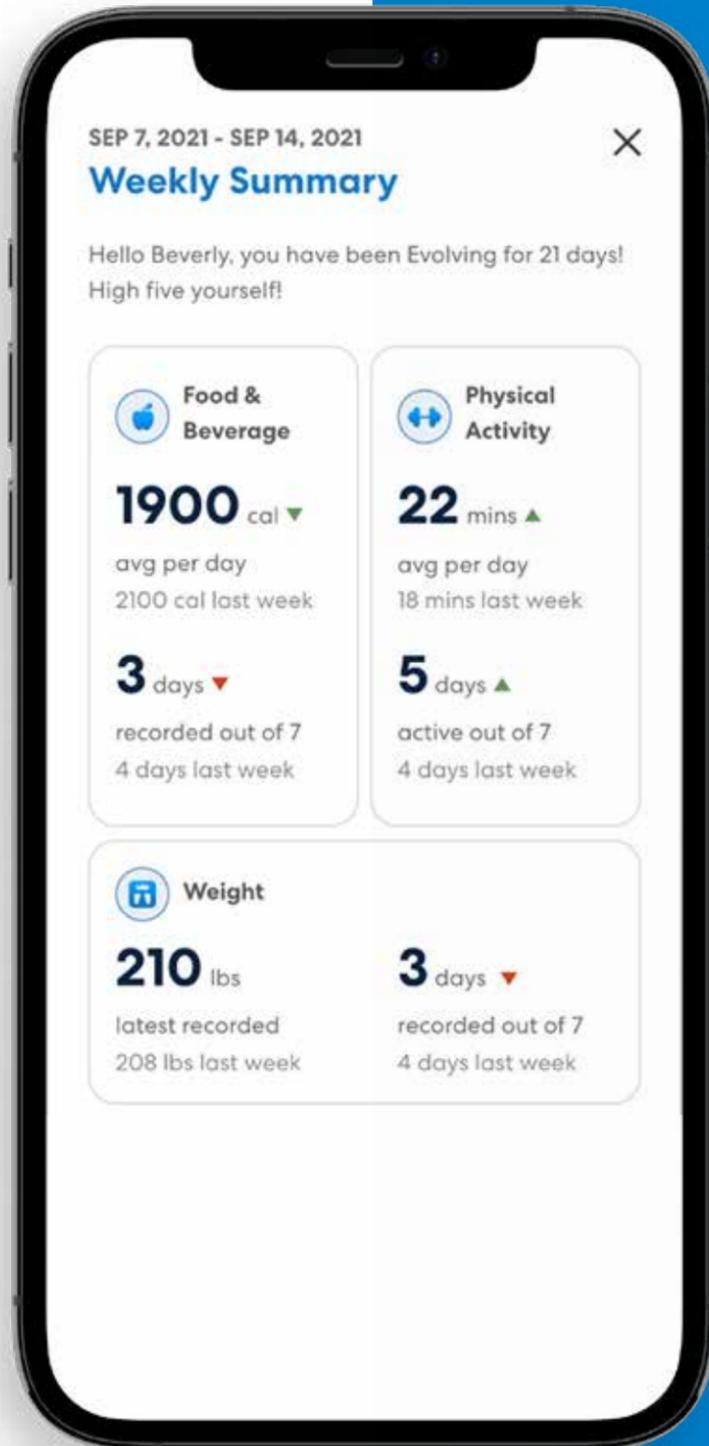
Since the customer base is in the US, the predominant usage will be on iOS and React Native enables hybrid development for both iOS and Android build using the same code. Also, the platform is backed by a prominent community, library and timely updates which aid fast development.

Additionally, push notification feature was also integrated during development. This is useful in prompting the customer to record their fitness activities or other related data into the app.

The team also implemented crash analytics that would proactively analyze any crashes or downtime on the app to address and get them resolved in a timely manner.

There is also a web app that is developed for the admin panel for coordinating with the health provider team or doctor and connecting them to the patient for physical or virtual appointments.

But most importantly, the team was invested in designing the UI UX of the app in such a style that it improves the adoption and engagement rates from the users.

What Went Behind Making This Solution A Reality
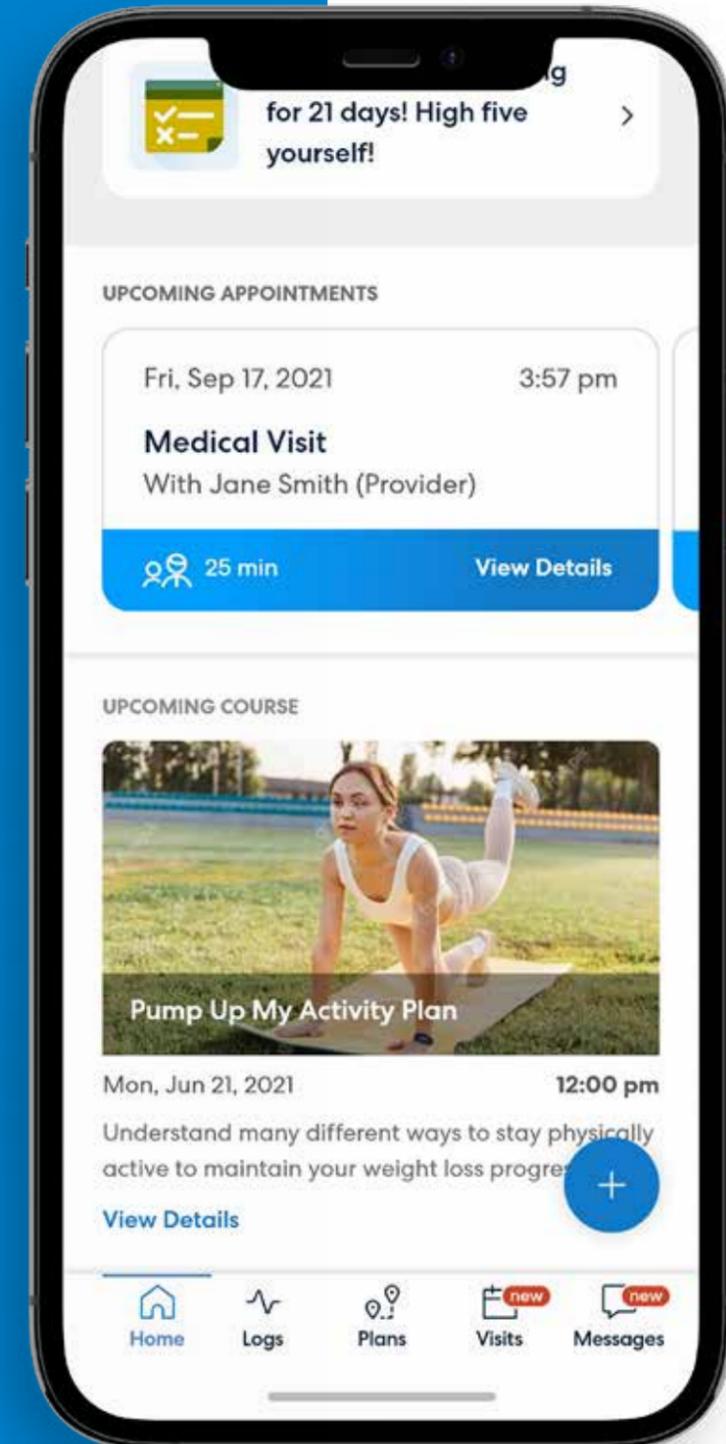
Creating an Interactive UI UX Experience Through:

1. Clean User Interface

- The team at Zuci came together to create a rather clean UI/UX design that would be engaging and easy to use.

- They made sure the colors used were easy on the eyes with friendly and legible font that conveyed the information on the app to the user in a manner that was simple to understand.

- The colors and font styles were optimized for the best visual representation on mobile interface.

  The result: A simple, easy-to-understand interface that helps users retain information about the app.

2. Effortless Navigation

- Easy navigation is a key part of any app user experience. Zuci designed the navigation with a clear roadmap in mind.

- The user interface is organized, and each section is clearly labeled and easy to find. The user can move between their activity logs, plans, visits and messages with the navigation icons on the bottom panel.

- This helps them track their activities and check on any upcoming appointments and also ensures they don't miss out on any important messages.
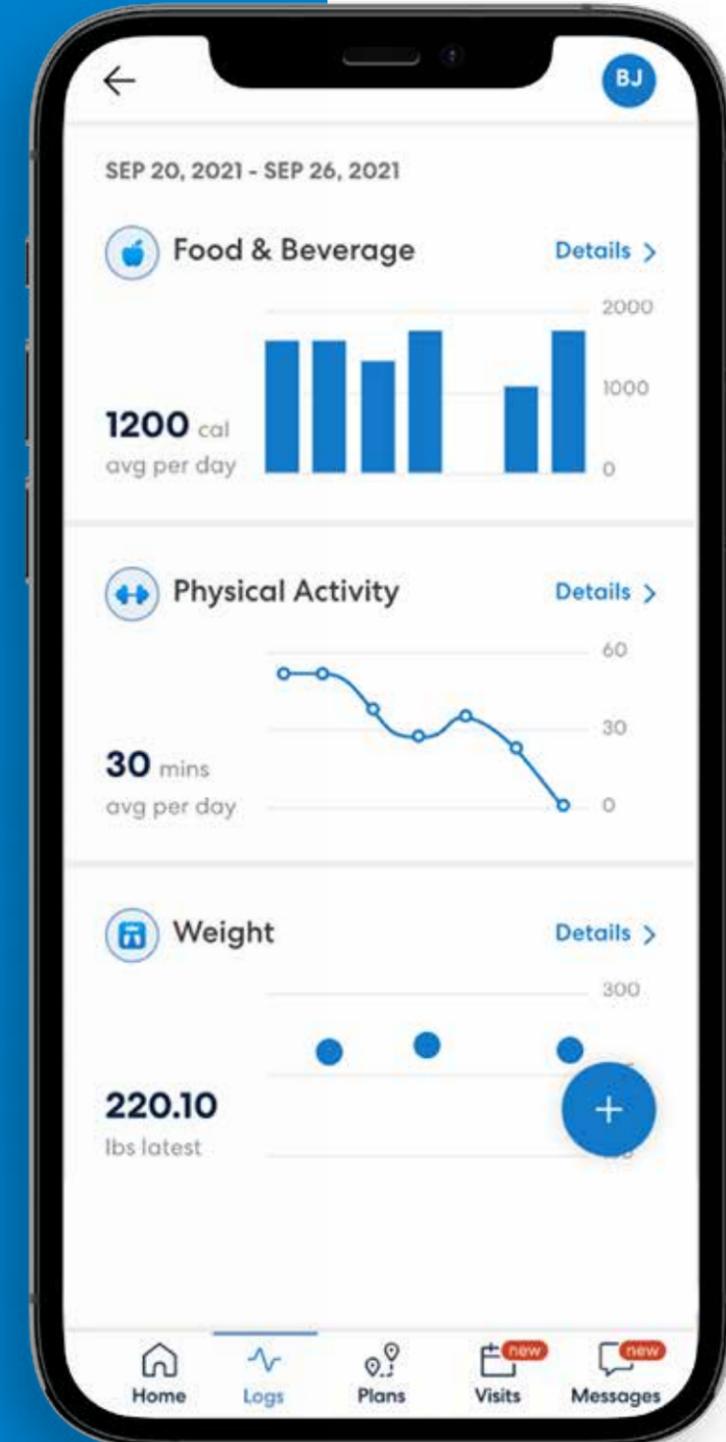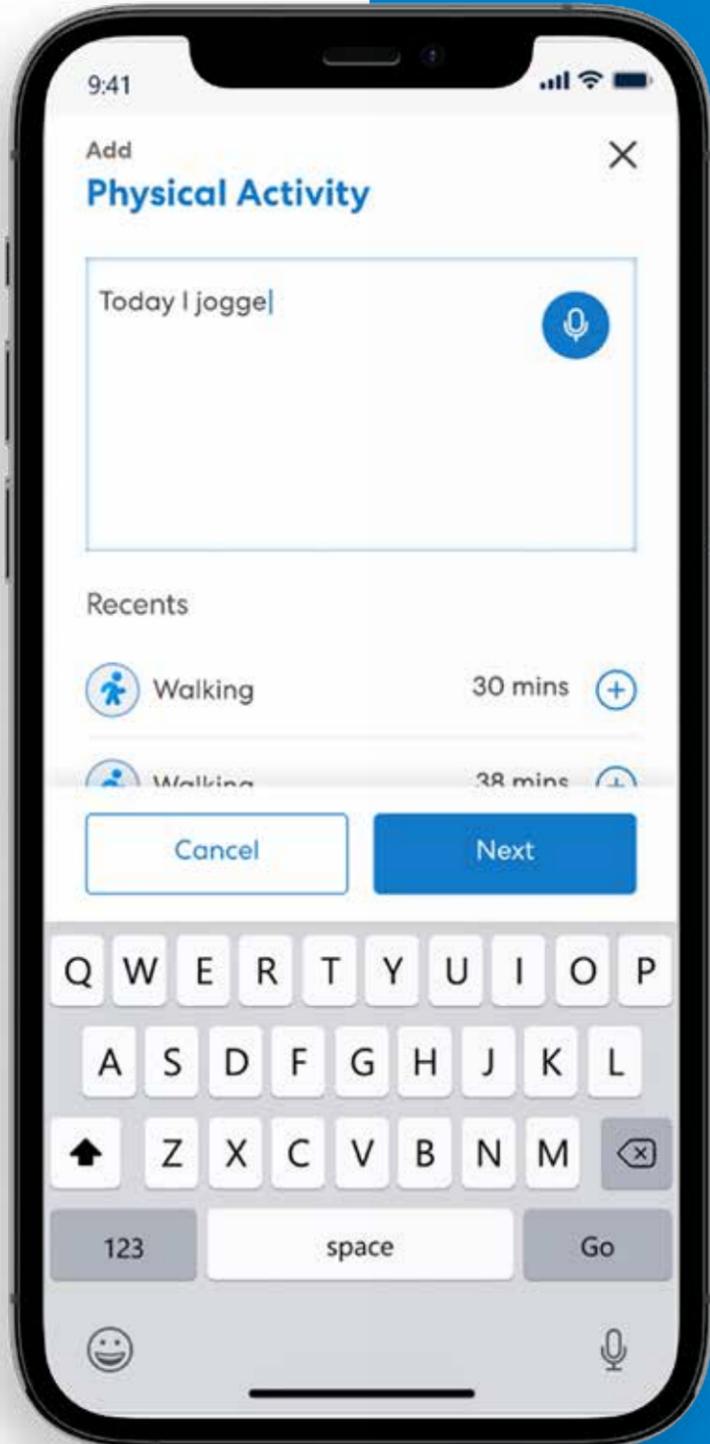
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3. Insightful Data Representation

- The client wanted to effectively represent customer data in a way that would help each customer understand their health journeys.

- The team at Zuci realized that what they really needed was a tool that would allow them to easily compare their customers' progress over time. So, we created a solution that allowed easy understanding and analysis of data. The data collected from the users are graphically represented for grasping the info better through colorful visuals.

- It is also capable of displaying data of the current day up to data for the last 90 days. Using this the users can compare their health journey and the habits they've developed over time with regards to diet, exercise and overall medical fitness.

4. User Focus

- User focus is vital to the success of an app because it ensures that the app created will be useful to the customers.

- Zuci's team designed this app in such a way that users can see their progress, analyze their data, and make swift changes to their lifestyle, all with the help of the personalized info displayed on the app.

- By providing a central hub for all vital user information, we were able to help customers make informed decisions about their health and fitness.

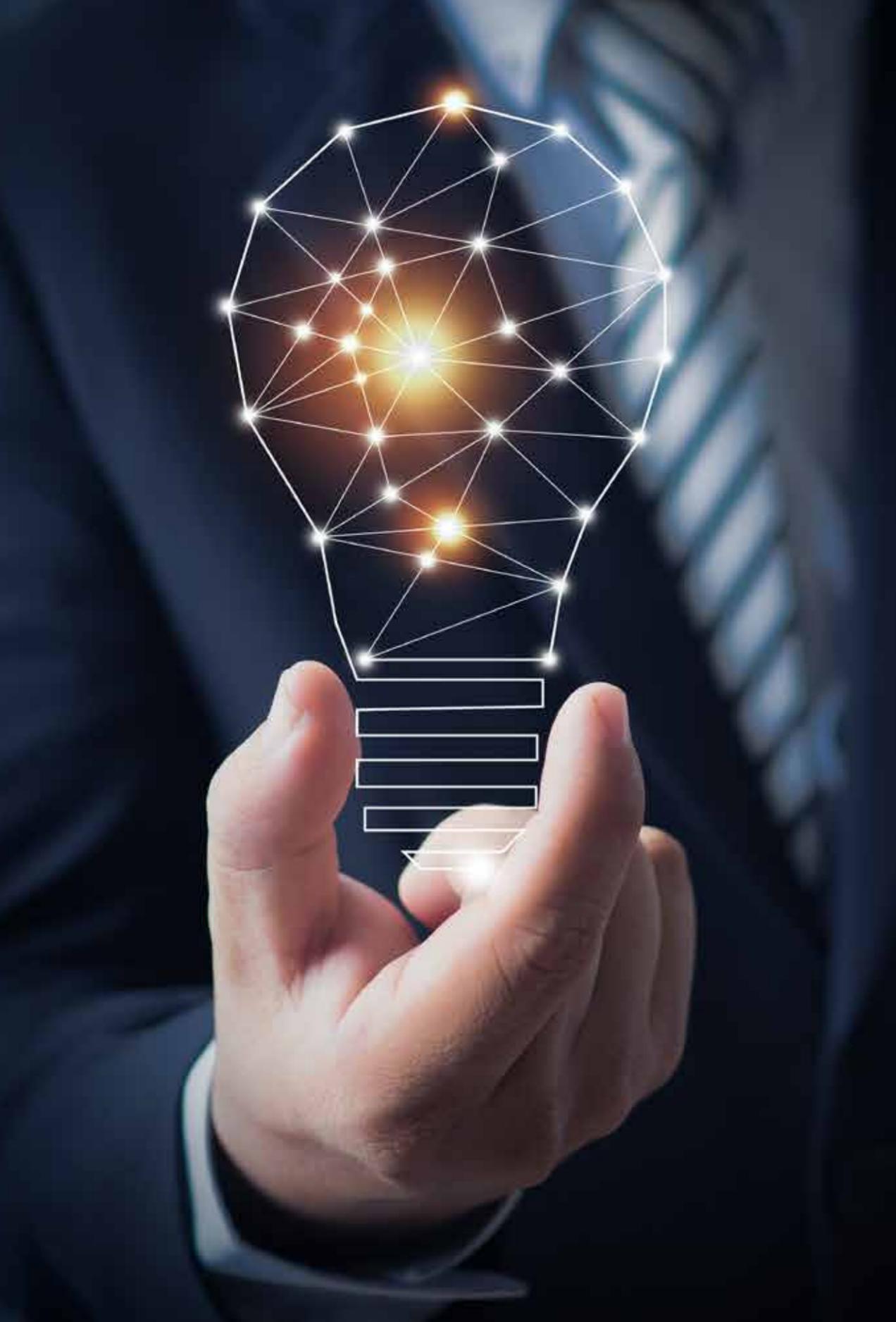# 5. Customized Features

- One of the biggest problems with fitness apps is that they are often too complex to use. Our team worked to simplify fitness tracking by allowing users to record their workout sessions using voice commands.

- This feature makes it easier for people who may not be comfortable using apps on their phone or tablet devices as it does not require them to type anything to record their progress every day.

- With this, the team also eliminated the need to link to a third-party fitness app. This one-step process makes it easier for users to track their activity level and progress with minimal effort required from them.

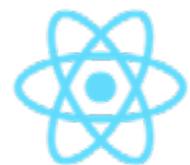## What We Achieved for the Client

The app achieved what it set out to do – provide a responsible platform for patients undertaking their weight loss journey, by enabling them to report their meals, activities and weight on a regular basis through the app. This in turn helps the medical provider to offer timely guidance and encourage behavioral change that the user can proactively track on the app.
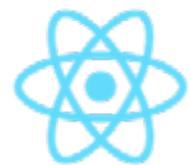
TECH STACK

Mobile App

 React Native

Web App

 React JS

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SYSTEMS

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