

DR. ANDRÁS RUNG

Ergománia

Owner & Managing Director

EXPERIENCE OF USE, PATIENT SATISFACTION

How can UX help us achieve this?



Hungary's first UX agency
15 years of experience

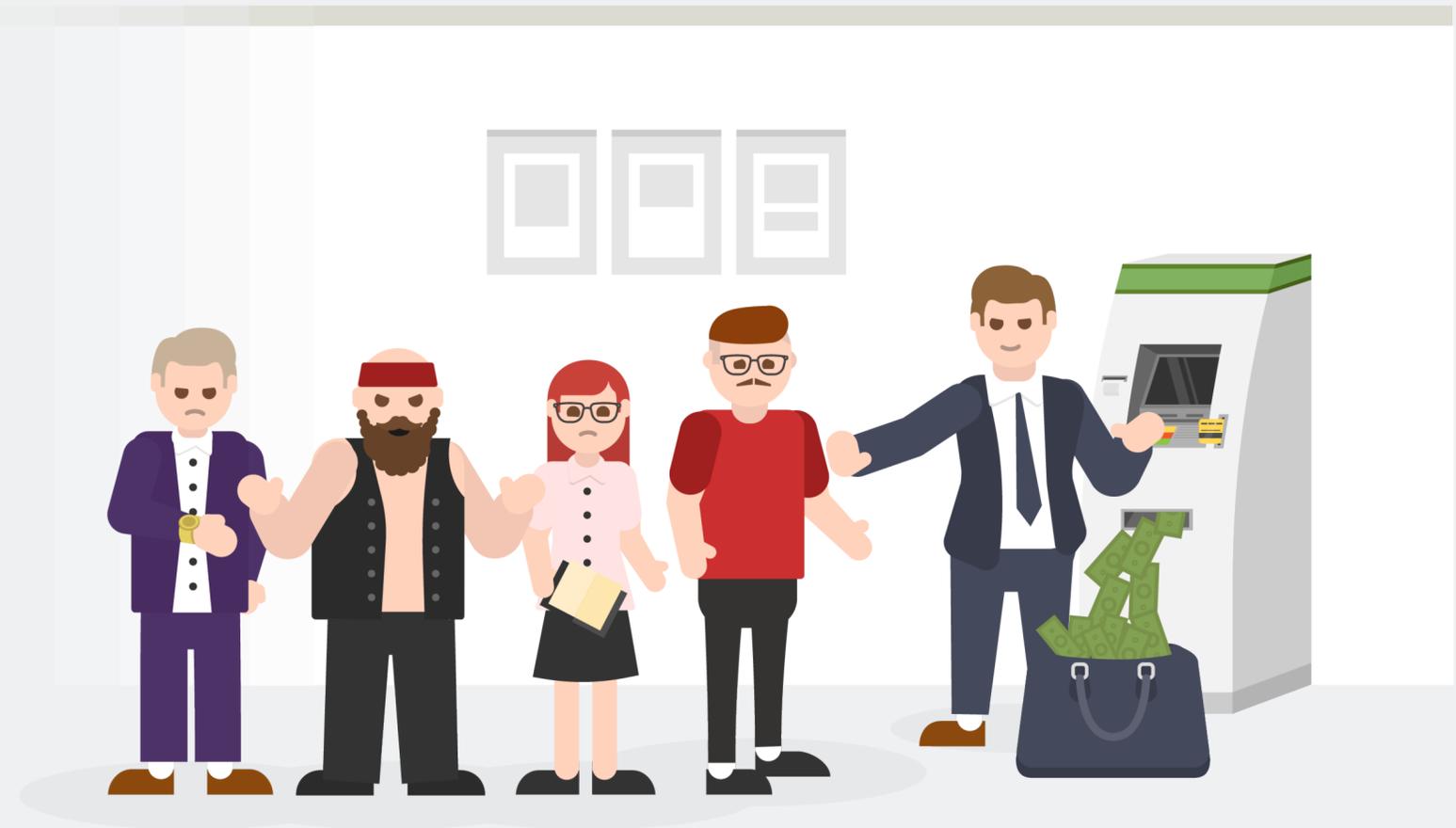
WHAT IS UX?

- User experience design means planning and visualising functions which offer value to user business needs leading to a more efficient design and a higher development standard
- We are the architects of the digital space



WHY UX?

- Higher sales or more users
- Faster and more affordable development
- More affordable maintenance
- Greater satisfaction



DECISION-MAKING BASED ON POTENTIAL REVENUE

- UX/UI design accounts for 10-15% of development
- Estimated by measuring and testing profit
- Calculation of return before development
- Return on investment within roughly one year, possibly months
- 83% average KPI improvement



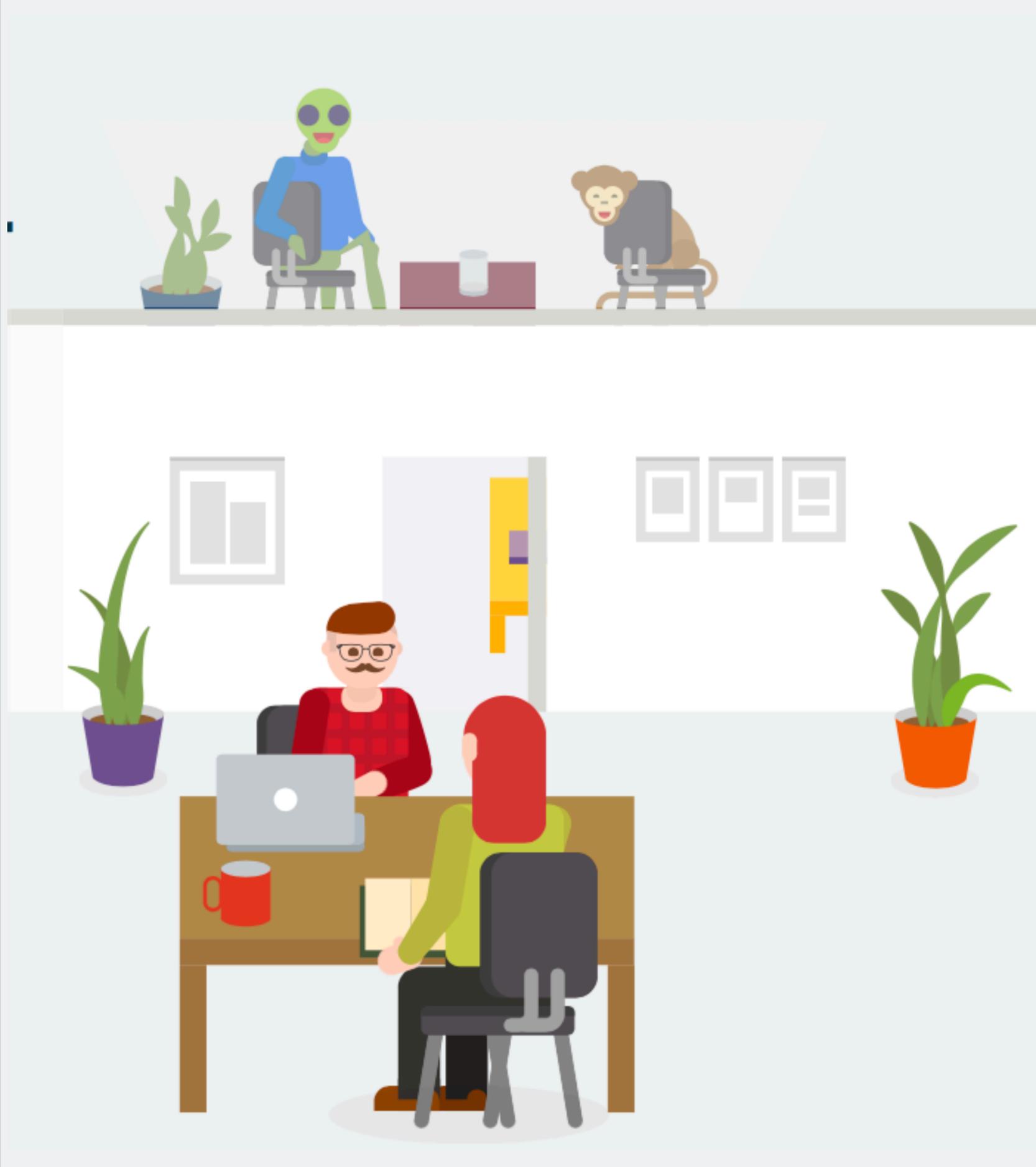
CONCEPT

- Understanding business objectives
- Background knowledge of the sector
- Building a workable business model
- Guidance for the project
- Savings achieved through proper planning
- Design thinking



RESEARCH

- Motives, thinking and identifying objectives
- Defining the required functionalities
- Methodology tailored to the objectives
- Context and life situations



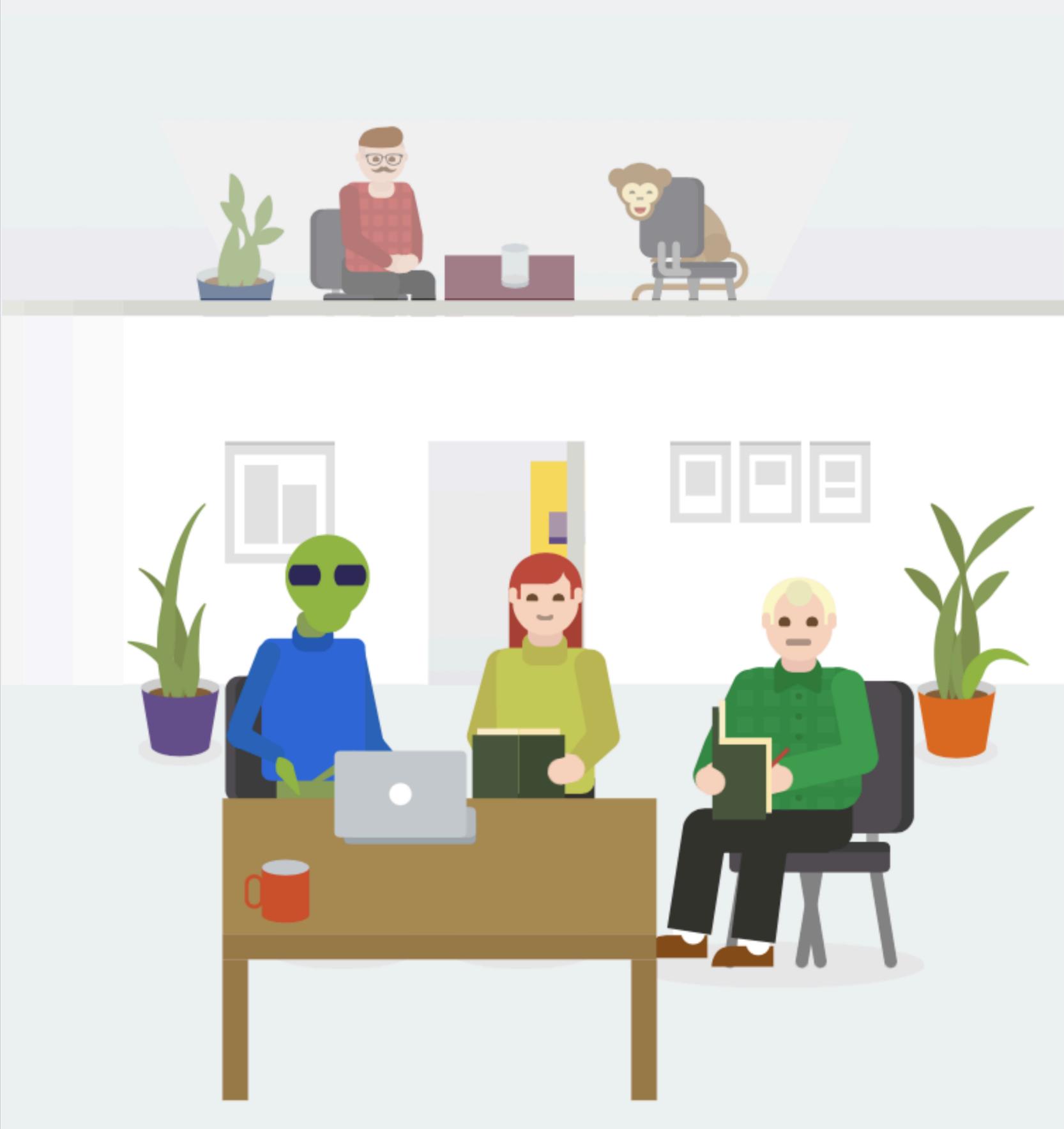
WIREFRAMING

- Iteration
- Consistence
- Process centricity
- Persona based



TESTING

- Validation of ideas
- Regular testing
- Testing by platform



-  Home
-  Our team
-  How it works
-  Sign up
-  For doctors
-  Partners
-  Contact
-  Search

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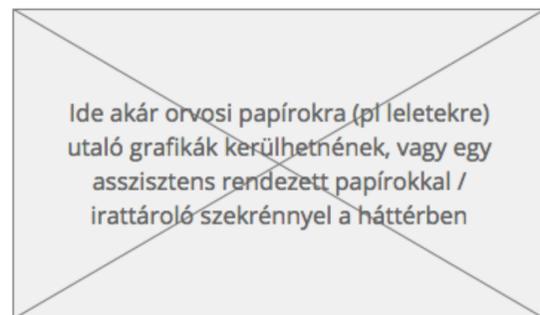
In case of emergency

Planning a trip, or just want to feel more comfortable every day? Ever felt like your default mobile solution is depending on too much factors? (battery life, broken phone, usability issues, doesn't have all important data...)

- **Personalized card** with the most important medical information and a QR code
- **Cloud space** and management tools for all your important medical informations
- Easily noticeable **bracelet**

Keep track of your own health

With all the findings and relevant information you upload, your profile could also serve you as a **file cabinet** or a **personal health assistant**. Keep track of your **medical documents, records and evidences**, stay organized, never get lost again.



SHOW PATIENT'S PUBLIC PROFILE

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SUBSCRIBE NOW



Be more safe Wherever you are

Manage your medical information in the cloud, share only what you want

READ MORE



1

Upload your documents & info

2

Share your data with anyone

3

Doctors can access and upload anytime

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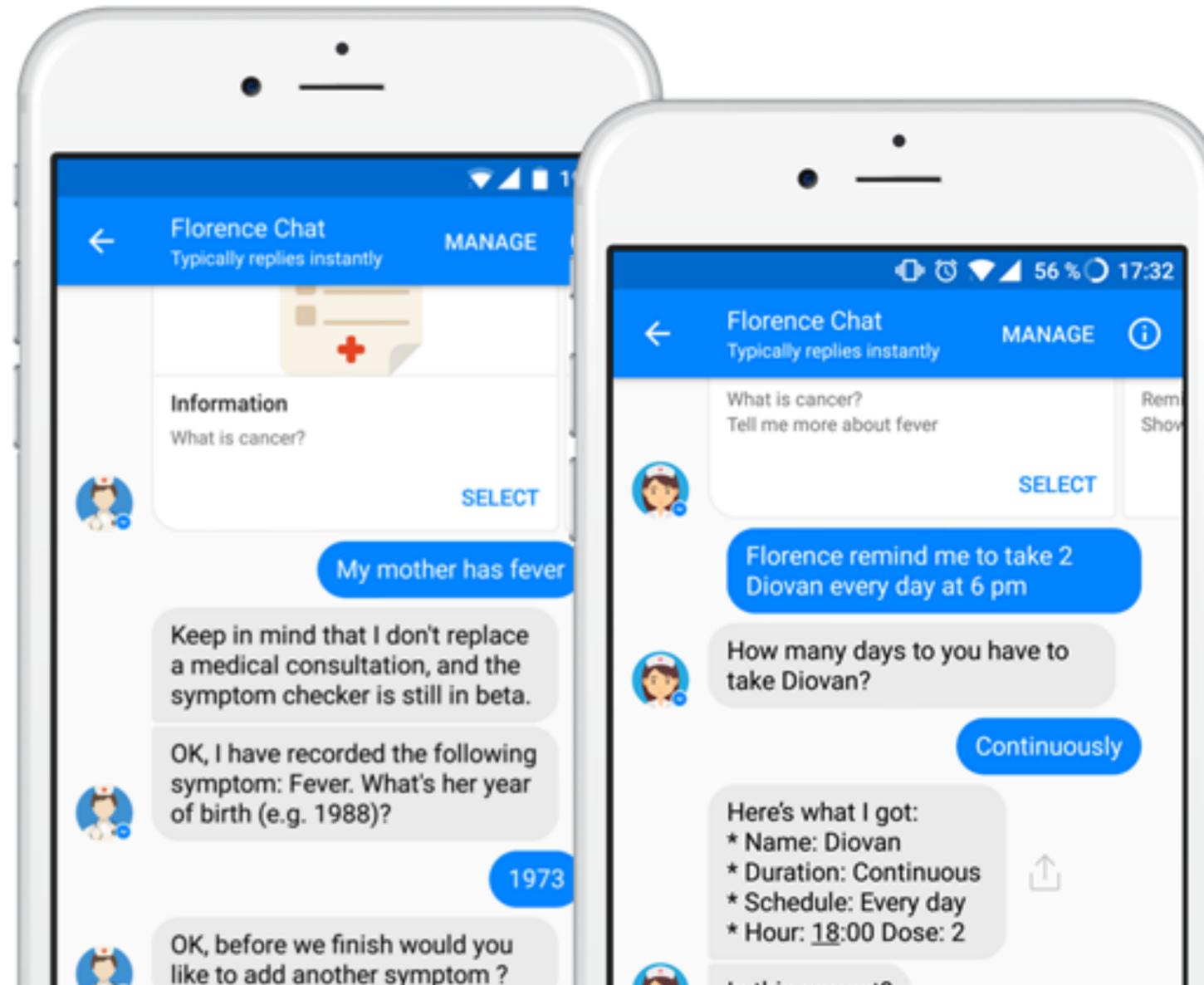
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FOCUS ON HEALTHCARE

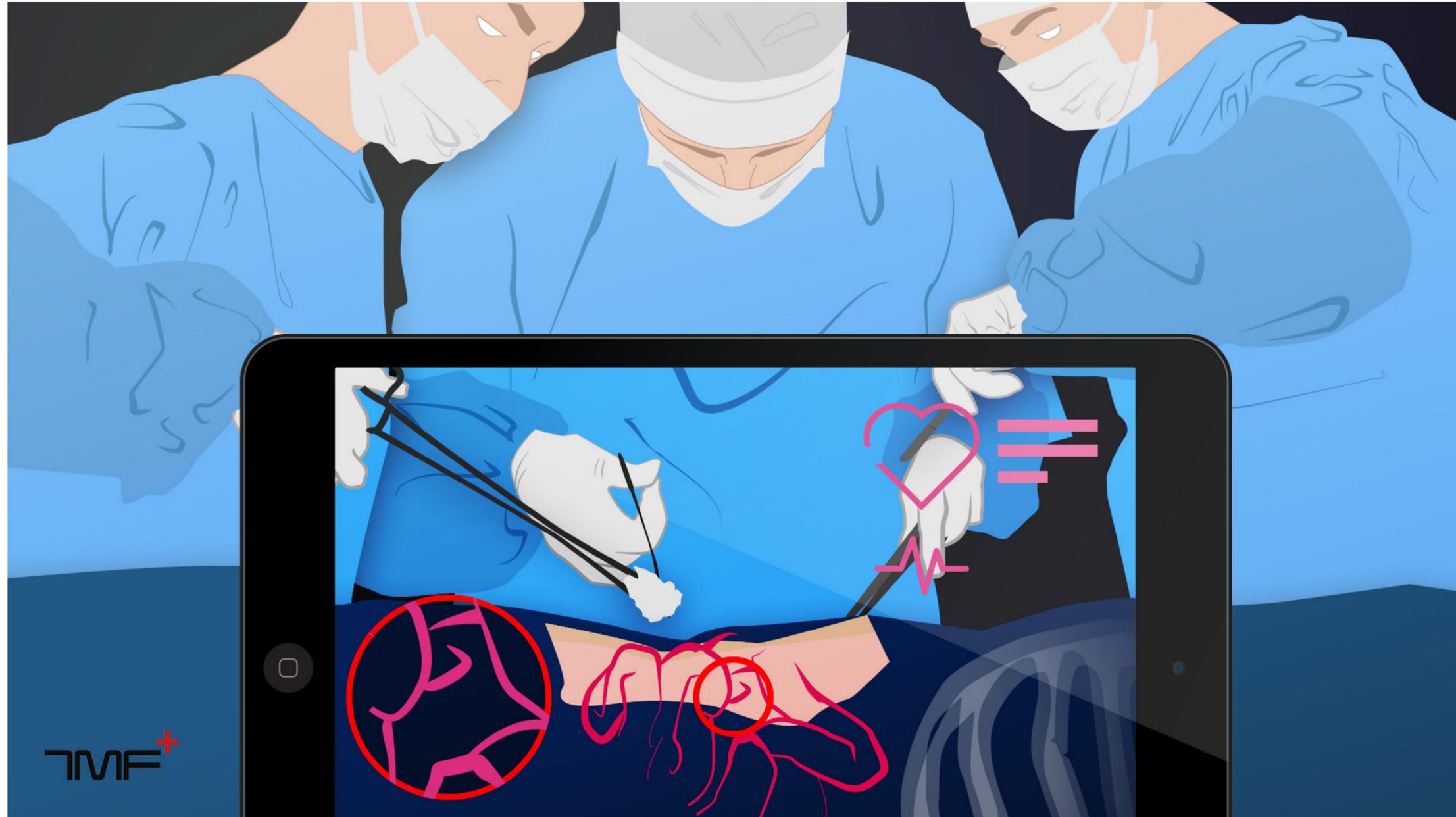
- Trust
- Accessibility
- Differing costs of interaction
- Straightforward
- Easy to learn, support
- Service design approach
- Observation-based experiences



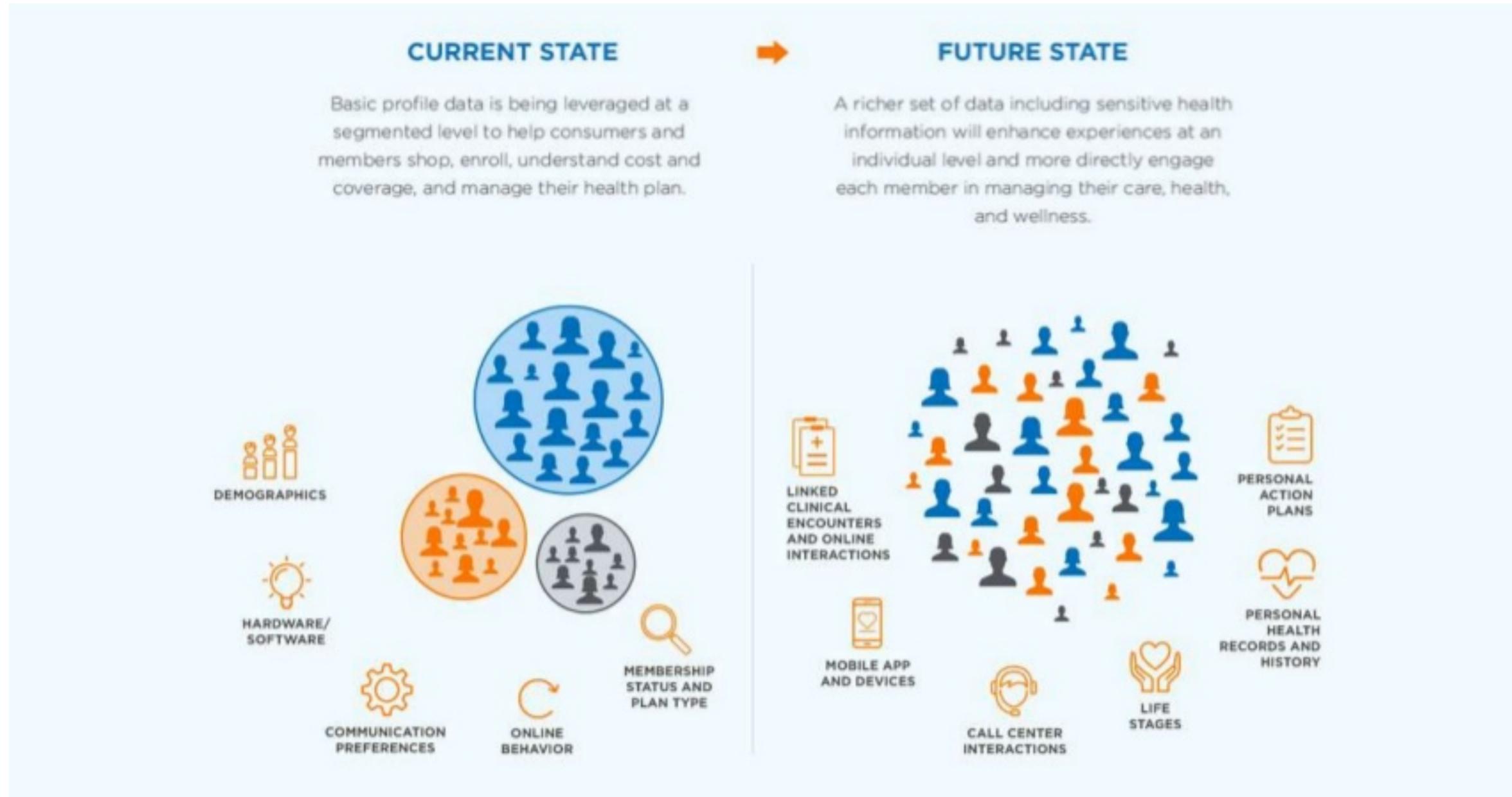
WHAT DOES THE FUTURE HOLD? CHATBOTS, VOICE CONTROL



WHAT DOES THE FUTURE HOLD? REDIFINING REAL SPACE



WHAT DOES THE FUTURE HOLD? PERSONALISATION

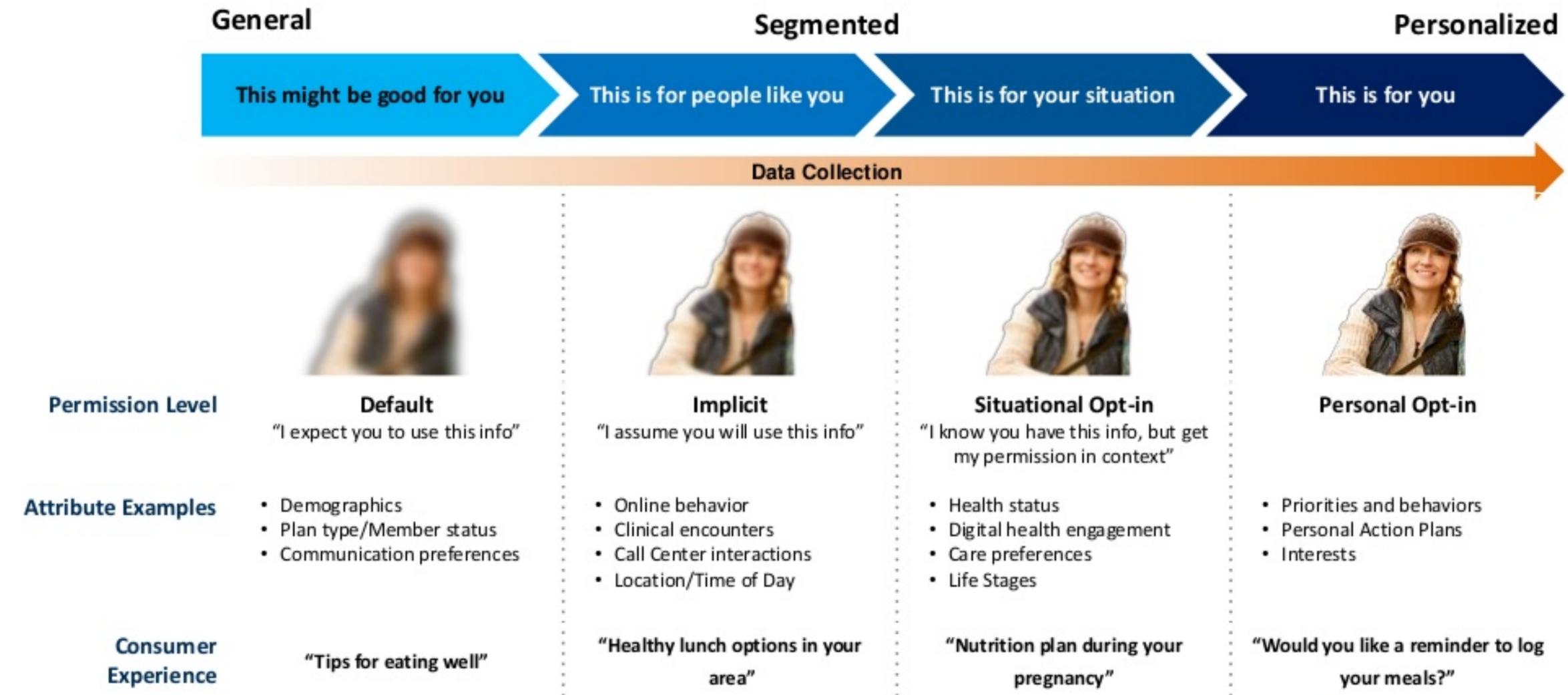


WHAT DOES THE FUTURE HOLD?

PERSONALISATION

Levels of Personalization

KP's ability to personalize consumer's interactions with KP grows with our knowledge about them



WHAT DOES THE FUTURE HOLD?

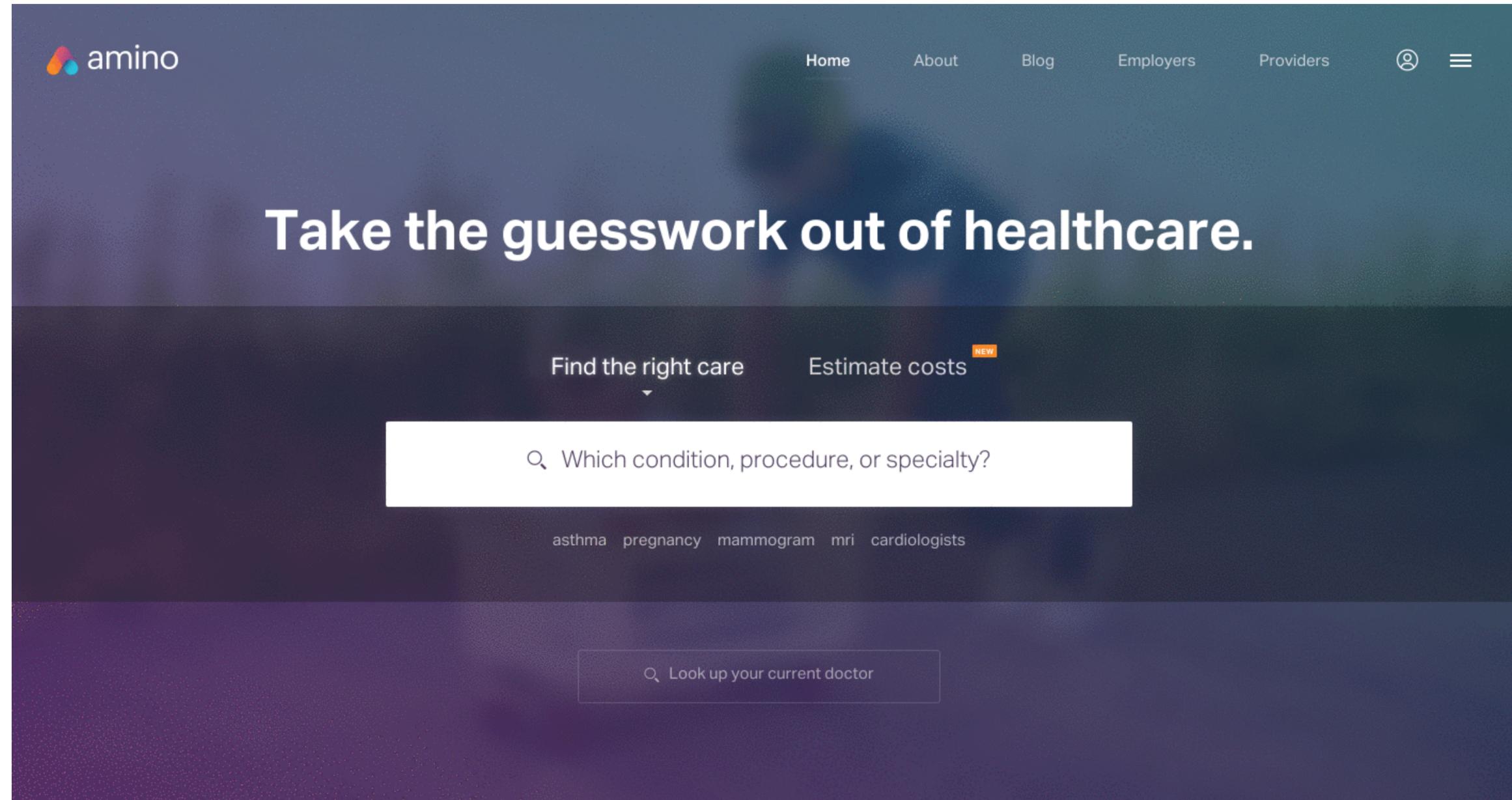
DATA VISUALIZATION



Jamie King ×

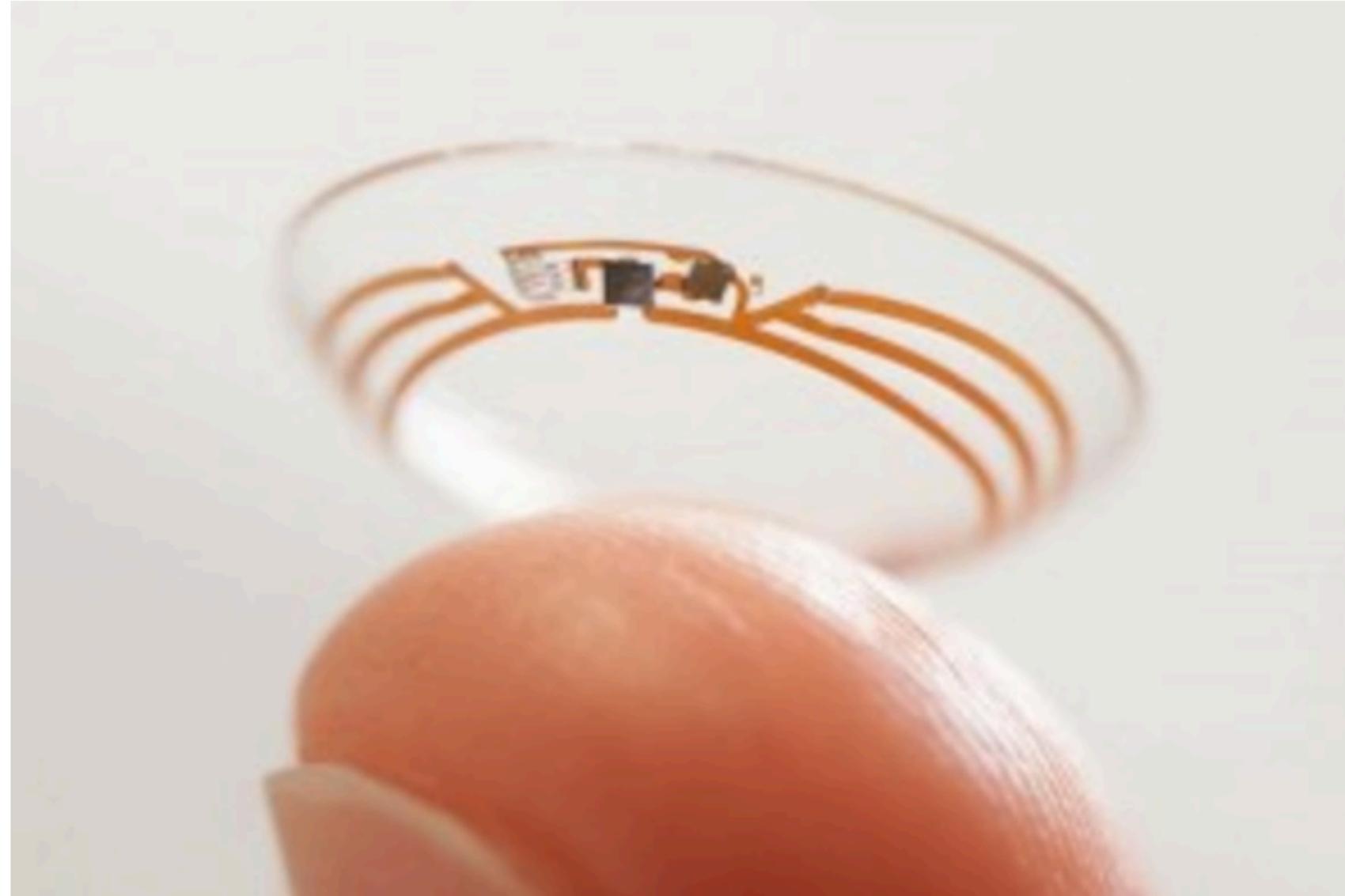
European	47.4%	South Asian	0.0%	Sub-Saharan African	5.2%
● Southern European	41.0%	● Broadly South Asian	0.0%	● West African	4.5%
└ Iberian	19.7%			● East African	< 0.1%
└ Sardinian	0.2%	East Asian & Native American	41.8%	● Central & South African	< 0.1%
└ Italian	0.0%	● Native American	34.4%	● Broadly Sub-Saharan African	0.6%

WHAT DOES THE FUTURE HOLD? MORE EMPATHY



ERGOMANIA.EU

WHAT DOES THE FUTURE HOLD?
IOT - INTERNET OF THINGS



**THANK YOU FOR
YOUR ATTENTION**

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Hungary's first UX agency
with 15 years of experience