About WelcomeCure

WelcomeCure is a unique disease treatment and health maintenance portal born out of the desire to treat individuals holistically, regardless of their location!

WelcomeCure seeks to become the one-stop solution for disease treatment, prevention, and wholesome health.

WelcomeCure navigates around issues like long waiting times, access to the best doctors for consultation and expensive treatment process through the use of technology.

This enables far greater reach, affordable diagnosis and a holistic treatment process.

Moreover, the portal is supported by the world's largest homeopathic database of cured cases and patient management systems.

Business Challenges

- Low traffic on the webportal
- Low conversion rates
- Lack of emotional connect between the portal and its exisiting user base

Project Description

Nihilent leveraged its holistic Design Thinking framework to assess and improve the user experience offered by WelcomeCure web portal to its user base.

The usability assessment of WelcomeCure was focused on a qualitative assessment based on the following key parameters:

Functionality - The features which the portal offers, their relevance and effectiveness

Usability - The ease with which an user can navigate through the portal and achieve the intended objective

Aesthetics - The overall visual appeal and feel offered by the portal

Emotional Connect – The level of emotional attachment an user has with the web portal

The above assessment was aided by Nihilent's very own User Experience Lab which is equipped with the latest technologies and helped the Design Team in ascertaining customer wants, needs, pains and frustrations.

Business Benefits

- o Customer centric design
- o Better user experience
- o Higher website traffic
- o Better conversion rates
- o Higher emotional connect with users

Nihilent's Role

Nihilent's engagement with WelcomeCure started at a strategic level to understand the vision and mission. This was followed by an immersive research to understand the existing customer base. Persona driven customer journey maps were crafted to understand the customer interactions, their frustrations and *wow* moments.

This study gave critical insights on the improvement areas. The ideas were translated into low-fi and hi-fi prototypes after series of iterative discussions and usability tests with the customers. The designs were again taken back to customers for the purpose of validation and further refinement.

Following is the brief phased wise approach undertaken:

Understand Current Flow and Design

Create Transaction Scenarios and Personas

Usability Testing

Prototyping and User Validation

About Nihilent

Nihilent is a global consulting and solutions integration company using a holistic and systems approach to problem solving. Headquartered in Pune, India, Nihilent's executive team has extensive experience in international consulting, IT outsourcing and IT services. Nihilent's operations span North America, Europe, Africa, Australia, Middle East and Asia. Our mission Change for Performance encapsulates our commitment to make change happen systemically in terms of people, process, technology and knowledge for achieving sustained performance for our clients.