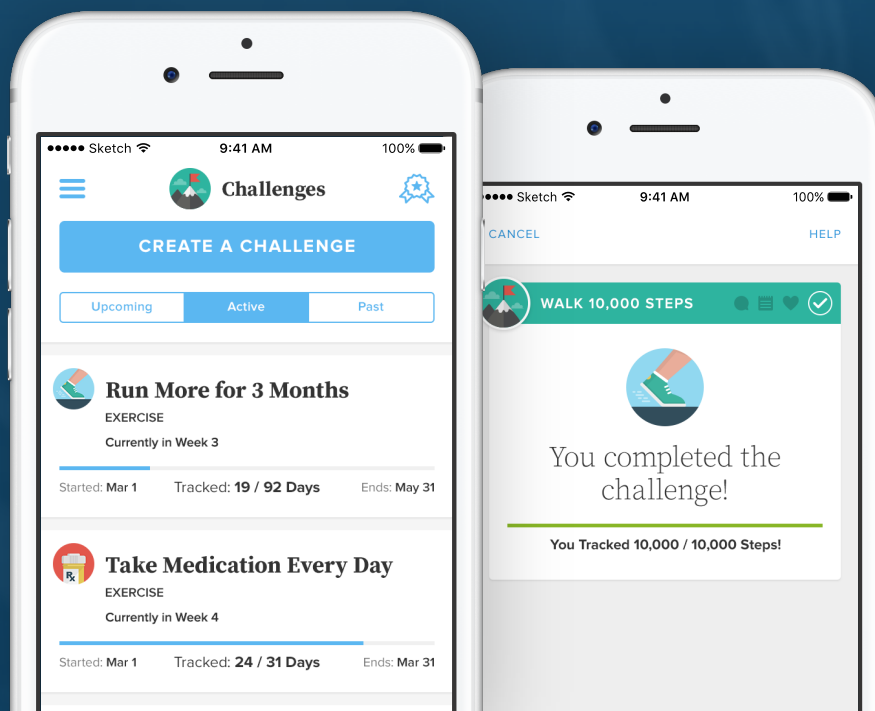


new ocean

CASE STUDY:

Mobile Solution Encourages Health and Wellness with Engaging, Educational User Experience



“ PointClear Solutions was integral in transforming our concepts and requirements into a sleek, impactful, user-friendly tool. Their expertise in strategy and UI/UX design, combined with their commitment to on-time delivery and outstanding communication, make them a joy to work with.

”

- Lauren Bell, Brand Manager, New Ocean Health Solutions

THE CHALLENGE:

New Ocean Health Solutions, a company that provides health and well-being management tools and platforms for insurance companies, had an existing mobile app designed to help users with chronic conditions, like asthma and diabetes, with disease management. The company wanted to expand the app to support overall health and wellness.

THE SOLUTION:

New Ocean engaged PointClear Solutions to update and expand its app. While New Ocean provided the initial strategy, along with copy and basic wireframes, PointClear Solutions conducted user research, and provided UI / UX design and testing support.

KEY PROJECT DELIVERABLES INCLUDED:

- Wireframes / Clickable Prototype
- Visual Design
- Custom Icons
- CSS and HTML
- User Testing

THE RESULTS:

PointClear Solutions was able to deliver an educational, engaging, and user-friendly mobile solution that helps New Ocean's clients help their employees get and stay healthy.

The solution was rolled out in several phases:

- Task-based Tracking
- Programs and Rewards
- Progress
- Community and Social