

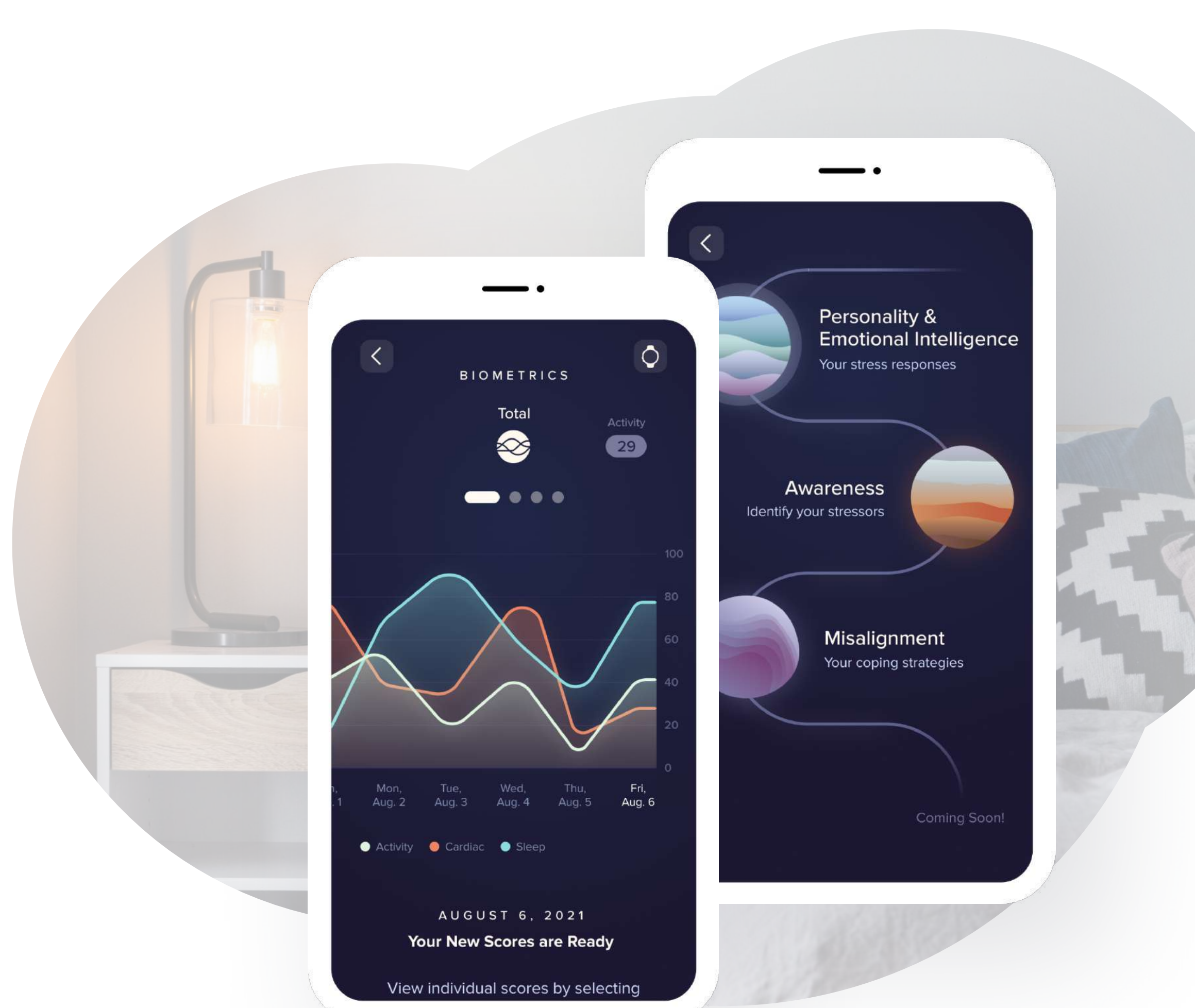
#MobileApp #WebApp #HealthTech #Platform #UI/UX Design

LUCA App

Medibio is a mental health technology company pioneering the use of objective measures to aid in the early detection and screening of mental health conditions. They offer mental wellbeing solutions for individuals through their new consumer app, LUCA and for businesses through their Corporate Health product, Ilumen. Medibio is also developing products to serve the healthcare provider market.

Target Audience: Individuals looking for ways to identify and understand stress and solutions to better manage their stress.

Medibio



Platform
Web and Mobile

Team
Full-stack development team

Duration
1 year and ongoing

Industry
Health Technology

Challenges

Medibio approached ORIL to address the challenge of assembling a group of highly skilled and responsive software developers to become part of our broader development team.

Our Project Roadmap



Planning & Design.

We went through a Product Design phase to make sure that we had a clear vision of the product. This phase is a structured process during which we defined Business Objectives and Product Requirements, created clean and intuitive UI/UX Designs, and prepared Technical Architecture and Delivery Roadmap for the product.

Implementation.

We used agile methodology to deliver value to the client throughout the development. By applying a sprint-based model, we accelerated the development of the LUCA app. This approach helped us achieve the deliverables in line with the client's needs while reducing risks.

V 1.0 Release.

Our team developed the V1.0 of the LUCA app from scratch. LUCA's goal is to map human behavior to biomarkers. As the user continues to sleep, move and experience daily stressors, the app is able to pinpoint specific moments of increased stress.

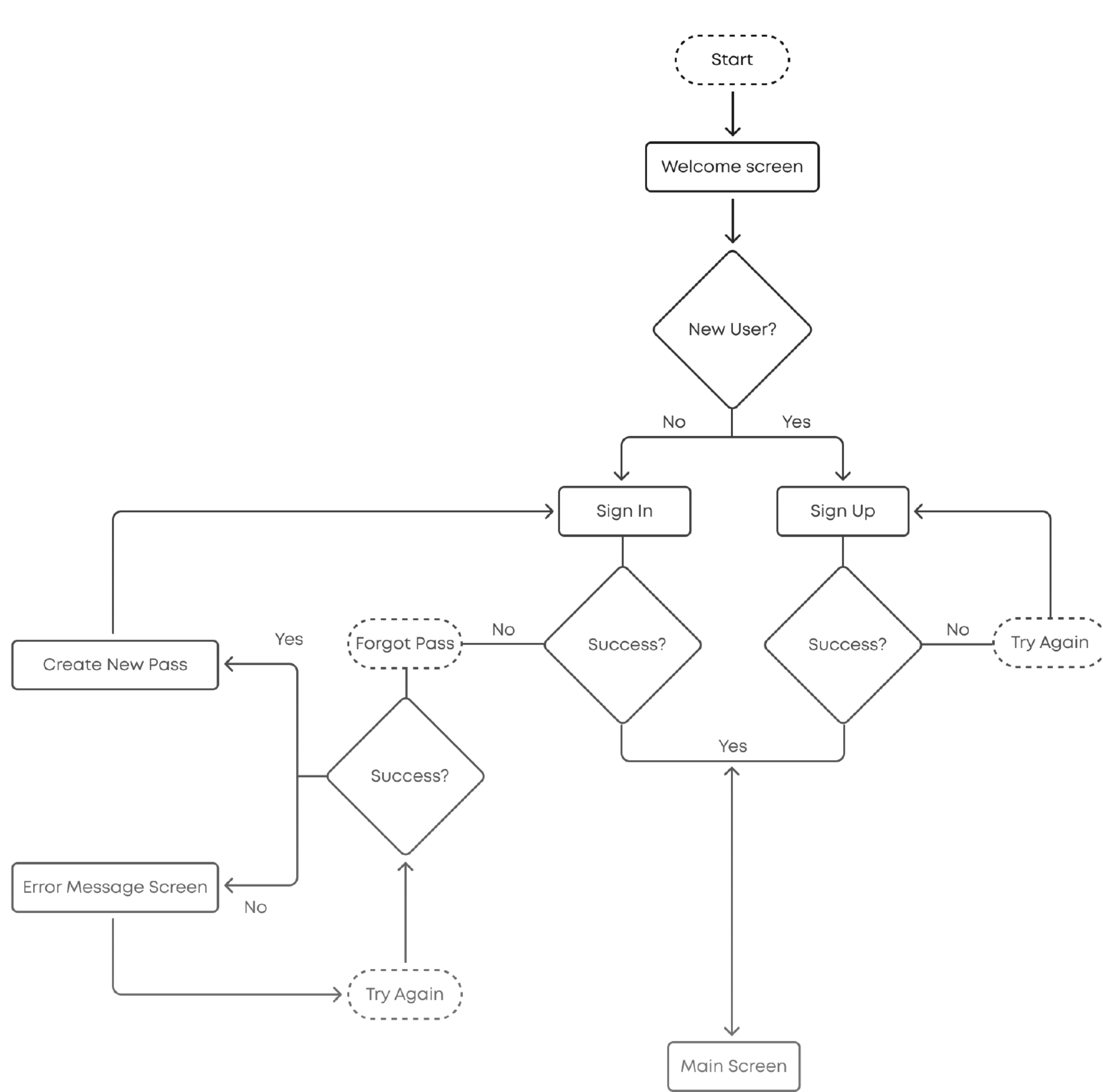
Continuous updates.

As a critical first step in the mental health journey, LUCA provides an understanding of how stressors can lead to stress escalation, and perspectives on how personal habits and choices can work to mitigate or avoid severe levels of harmful stress. We are continuously working on new functionality and enhancements for LUCA.

UX Process

ORIL team applied a thoroughly crafted planning and design process called Product Design Phase. This process is designed to maximize chances of delivering a product that satisfies core business objectives and is tuned for end-user's convenience. This process includes some of the following activities: competitive analysis, business-product objective prioritization, user flow creation, wireframing and prototyping.

Read more about ORIL's Product Design process here



UI Process

ORIL's design team worked closely with the customer and end users on choosing the right color palette, UI approach and overall look and feel of the product. The final UI design deliverables made a very complex and feature-rich product feel very light, friendly and accessible, while at the same time kept all of the platform functionality available within a few clicks.

Font - Proxima Nova

Header 1	Proxima Nova	Bold / 26px
Header 2	Proxima Nova	Bold / 22px
Header 3	Proxima Nova	Bold / 20px
Body	Proxima Nova	Regular / 17px
Caption 1	Proxima Nova	Regular / 12px

Primary Button
#1c1b33

Primary
#313454

Primary Text color
#d2dcff

Secondary Background
#ffffb4



Main Features

01 Biometric data.

The application provides wearable device users with daily biometric feedback to track and monitor stress levels in the body. It presents an overall stress score, plus a navigable timeline of three stress variables based on sleep, cardiac, and physical activity. LUCA receives biometric data through a smartwatch device (Apple Watch or Garmin) and displays each score along a timeline, allowing users to identify potential areas of concern, recognize patterns, and identify stress objectively.

02 Odyssey.

The Odyssey, developed by Medibio's neuroscience team, is a suite of tools to help identify and confront individual stressors, providing an ongoing support system. A step-by-step, in-depth analysis explores Personality, Emotional Intelligence, Stress Identification, Burnout, and more. The Odyssey's framework helps users understand how stress uniquely affects them and offers a process for identifying adaptive and maladaptive behaviors.

03 Perceived stress assessment.

A 10-question bi-weekly Perceived Stress Assessment gauges a user's stress perception from their perspective. An individual's level of perceived stress is also a critical element to understanding the complete stress landscape. The Assessment - Perceived Stress Scale (PSS) - is a short series of evidence-based questions to determine the level of stress users feel they are experiencing.

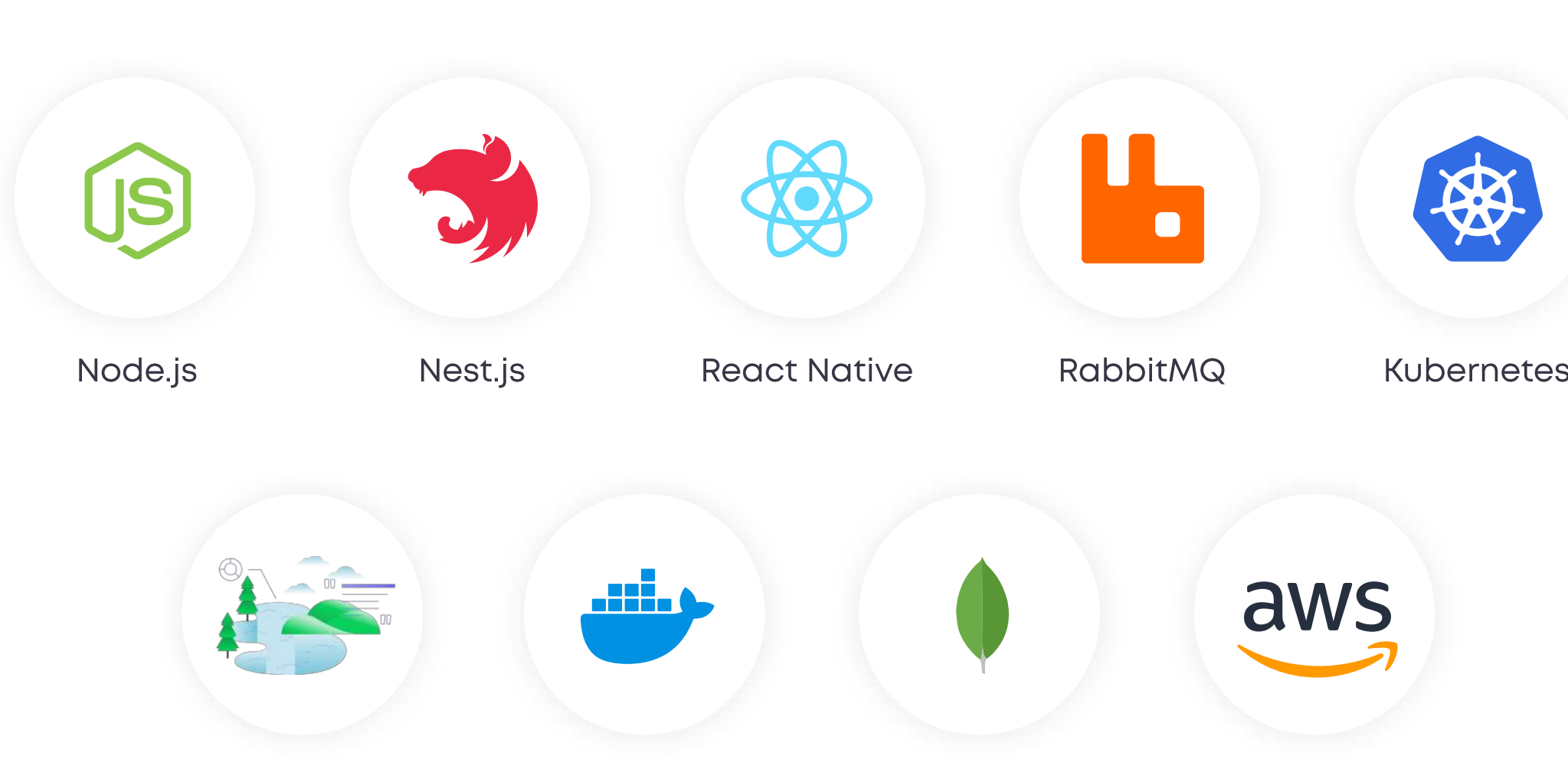
04 Subscription system.

LUCA's subscription system is designed in such a way that users can limit features without subscribing; those features are Perceived Stress Assessment and Personality in the Odyssey. Once the user subscribes to LUCA they unlock all additional app features and have a trial period during which they are able to experience LUCA in its full power. There are a number of subscription plans that users can pick from; these plans vary by the subscription time length.

Results

We augmented Medibio resources with the full-stack development team and helped to create a user-friendly mental health product. It's an easy-to-access, personalized platform that aims to help individuals measure and better manage their mental health.

Technologies



Testimonials

Trusted Worldwide: Our Partner's Success Stories.

” The team has been extremely responsive and has used their best efforts to offer solutions, workarounds, and options. Communication is key and the team values close communication with the client. We are very much looking forward to the ongoing development of future features with the team.



Jennifer Solitario
Senior Vice President, Medibio Limited