proteintech® X Nathan Griffiths

Making it easier for scientists to efficiently carry out their crucial research

Team

Head of Marketing:
Kier Wilkinson

In-house Digital PM :
Alex Lee

Product Manager/UX:
Nathan Griffiths

Development:
Head office in China

Project

April 2022 - Dec 2022 (9 months)

IOS & Android Mobile Apps

My role was UX Designer, where I also leveraged my project management skills to structure the work and ensure it was development-ready.

Product tasks undertaken

Service design | User Testing | Stakeholder managment | UI design | User Flows | User Workshops | Prototyping | App design

Tools used

Figma | Googlesheets | Miro

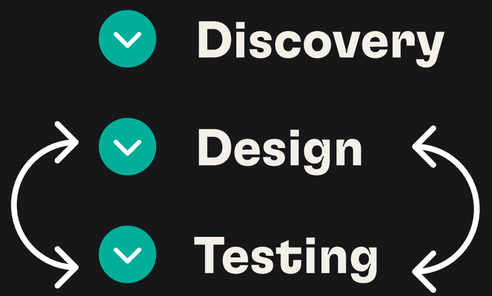
About the client

Proteintech is a life science company specializing in the manufacturing and distribution of high-quality antibodies.

Problem:

Scientists working in labs faced challenges accessing protocols for the company's products, leading to frustration and inefficiencies, especially during critical experiments. Additionally, since some scientists were not directly responsible for ordering the products, accessing the necessary protocols became even more complicated.

About the client



- **Development**
- **Results and Insights**

Hypothesis to test in discovery

1

Simplify access to protocols for all users, including those who didn't directly order the product.

2

Minimize workflow disruptions in the lab environment.

3

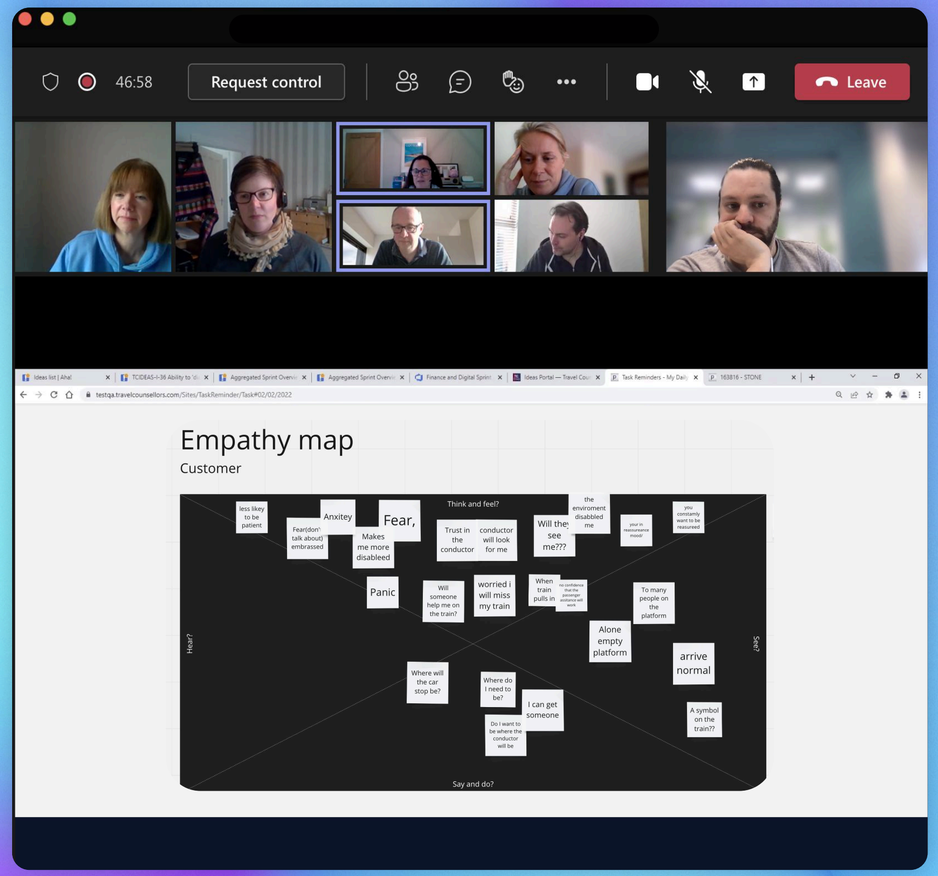
Enhance the overall customer experience with the company's products.

Research Insight

Due to time constraints and limited access to labs, we were unable to conduct a diary study or a more in-depth investigation. Instead, we interviewed five scientists from different research areas, using an empathy map to document our findings.

Key Findings:

- **Accessibility Challenges:** Protocols were often buried within product documentation or required a login to the company's website, making them difficult to access.
- **Workflow Disruptions:** Scientists experienced interruptions in their lab work due to the time and effort required to locate or retrieve protocols.
- **Secondary Users:** Many scientists did not place orders themselves, restricting their access to product-specific information.

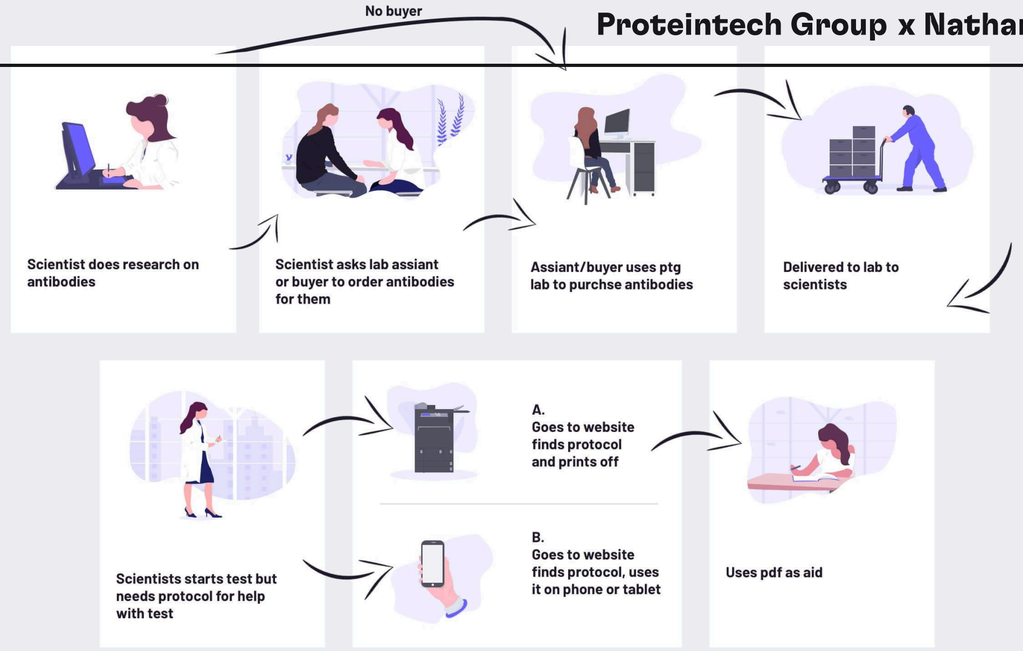


Customer journey mapping

Another source of data was analyzing support tickets to identify common customer issues. We discovered numerous repeated inquiries about how to access specific protocols.

To gain deeper insights, we mapped the customer journey, pinpointing key touchpoints where users interacted with the company's products and services. This helped us uncover critical pain points, such as difficulties accessing protocols during lab work and a lack of resources for secondary users.

Building on these insights, we created storyboards to effectively illustrate the user experience and challenges.

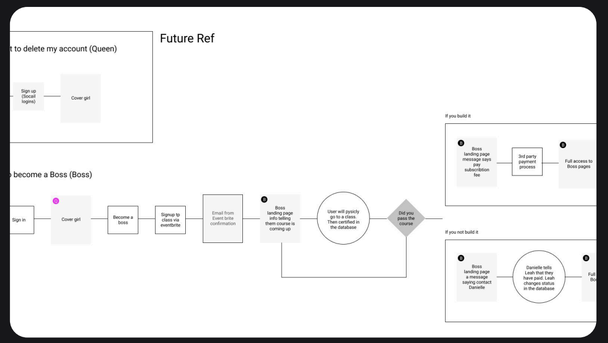


Defined problem statement

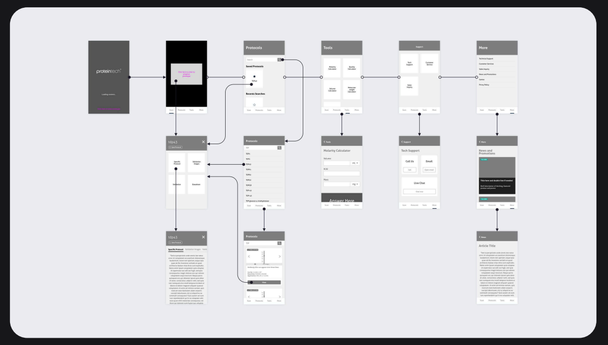
Scientists struggle to access product protocols, leading to frustration and inefficiencies, especially during critical lab work.

We aim to create an app that provides easy, on-demand access to protocols, improving efficiency and strengthening the Protientech's relationship with it's customers.

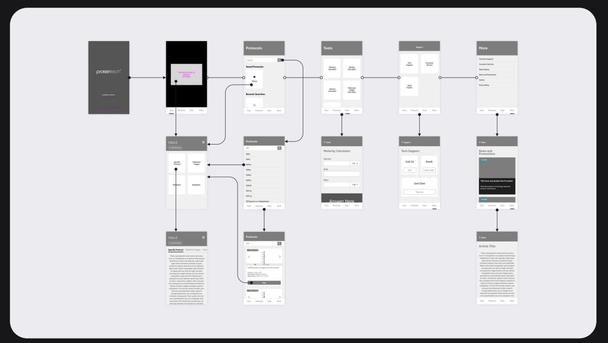
Design Process



User Flows & App Structure:
I mapped out detailed user flows to ensure the app's navigation and processes were aligned with the typical workflows of laboratory scientists.



Prototypes:
Low-fidelity wireframes were developed and tested with a small group of scientists to validate the app’s core workflows.



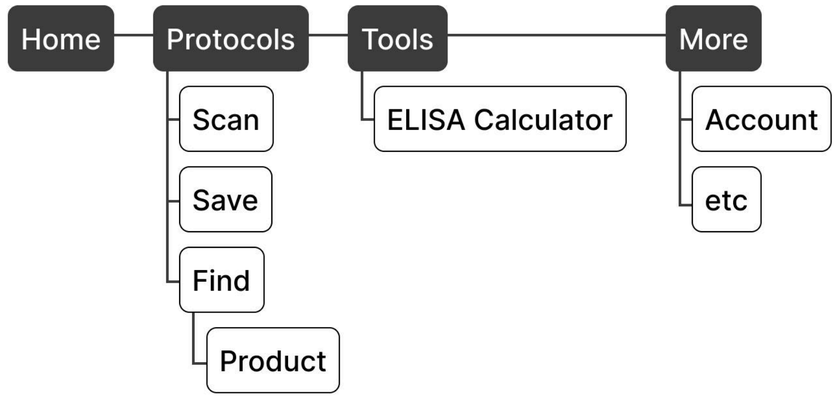
Prototypes:
High-fidelity designs were created in alignment with the brand’s style guide.

App I.A

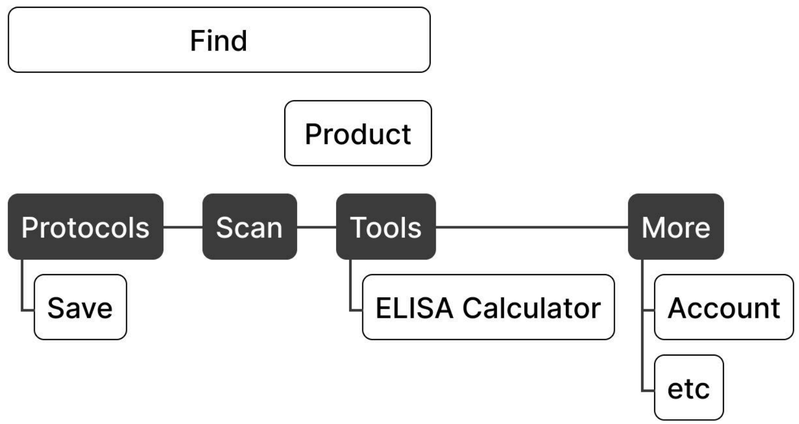
Designing an intuitive app structure is essential for a positive user experience. To achieve this, I focused on:

- **Exploring multiple app structures:** Tested various navigation patterns, information hierarchies, and user flows to find the most effective design.
- **Iterative design process:** Continuously refined the design to optimise usability and improve the app's overall functionality.
- **Ensuring seamless navigation:** Aimed to make it easy for users to navigate the app and achieve their goals without friction.

Structure 1



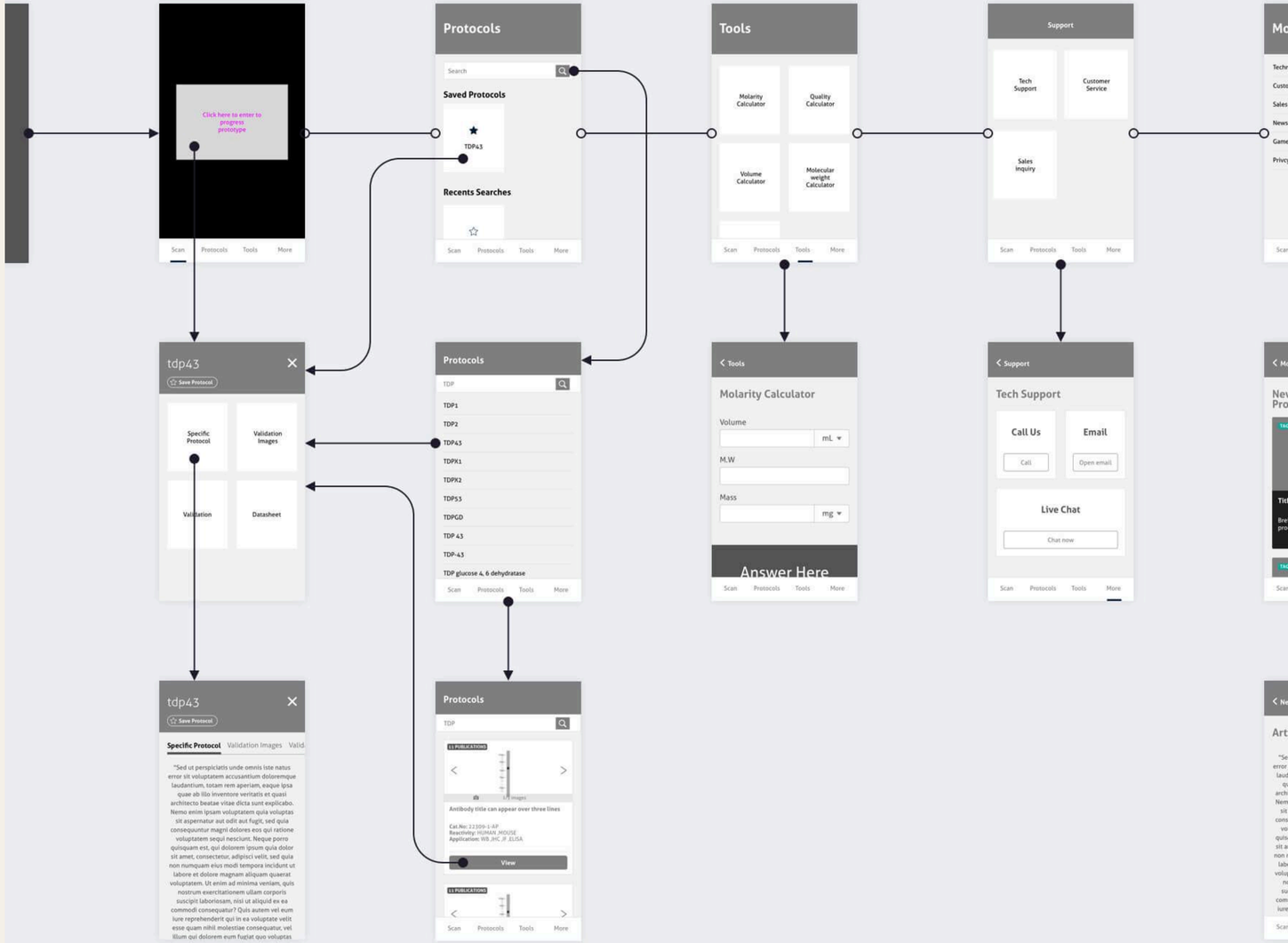
Structure 2



Prototype - Wireframes

To ensure a seamless user experience, I focused on capturing the core structure and functionality of the app early in the design process:

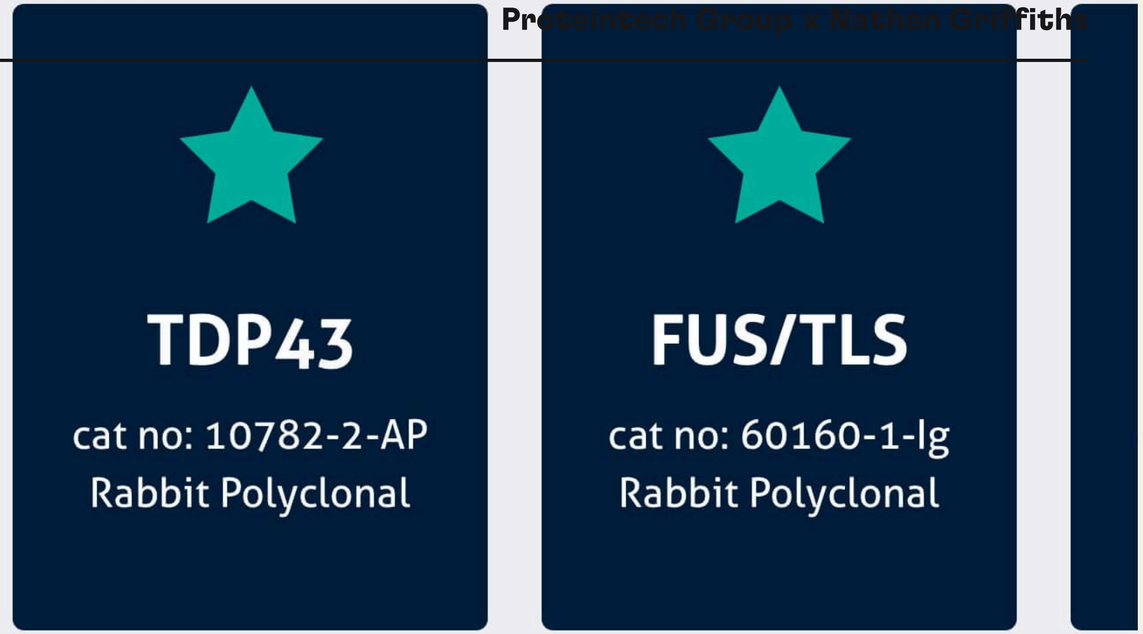
- **Prototyped with wireframes:** Quickly developed wireframes to capture the essential information and structure of the app.
- **Prioritised functionality over UI:** Focused on app flow and core functionality before diving into UI design to ensure the user experience remained at the forefront.
- **Provided a strong foundation:** This wireframe approach allowed me to visualise the app's structure clearly, laying a solid foundation for refinement and testing.

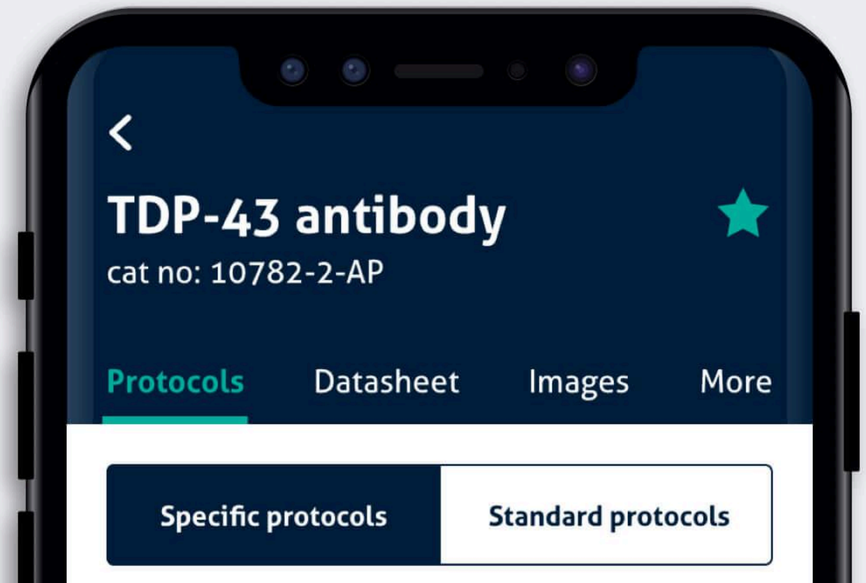


Prototype - UI designs

Once the structure is confirmed and navigation usability is validated, I focus on the following:

- **Integrating brand design and data flow:** I add the branded UI and incorporate data flow to bring the design closer to the final product.
- **Testing with a developed UI:** Conducting tests with a fully developed UI provides the most accurate representation of the end product
- **Efficient iteration:** Iterating on the design at this stage is quick and effective, leveraging the research and product discovery work done so far.
- **Valuable insights:** With the supporting research, I feel confident that these iterations are never a waste of time.



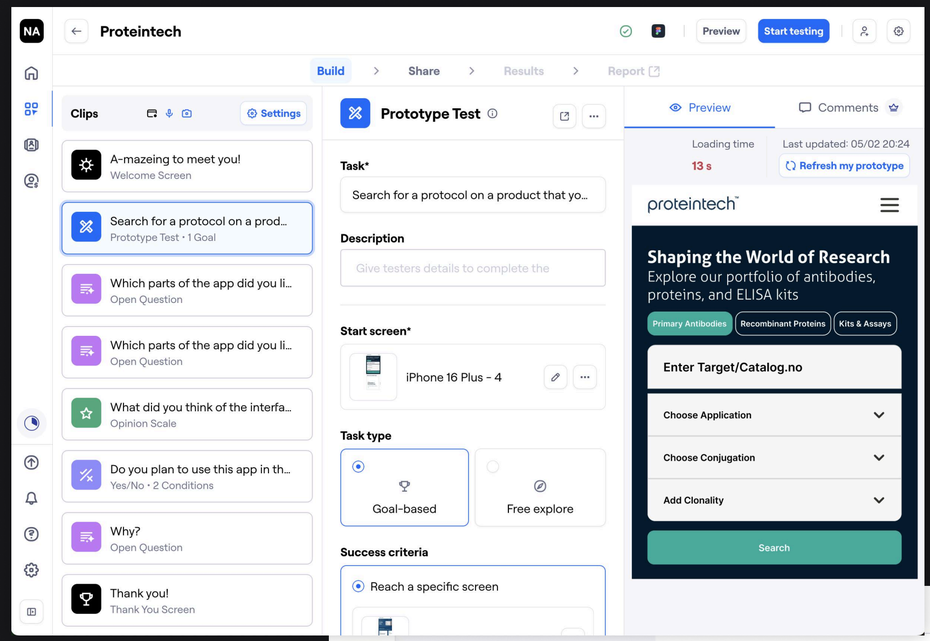


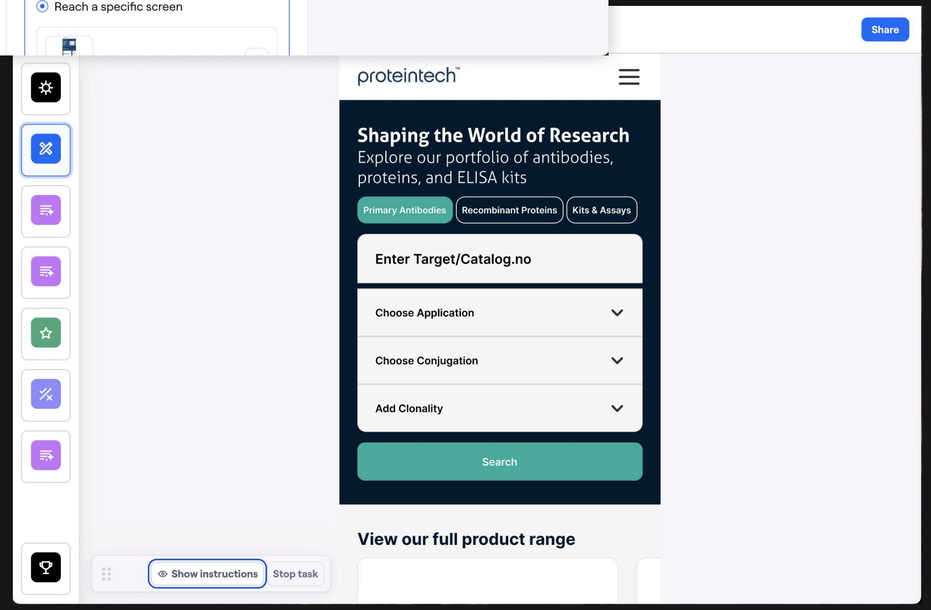
User Testing

Using Maze, we sent the app to 14 people across Europe to test its usability, focusing on the following key features:

- Search for a product-specific protocol using the target name and save it for later.
- Raise a support ticket within the app.
- Find and use the volume calculator feature.

The goal was to assess how easily users could complete each task, identify any errors along the way, and gather insights they may offer.



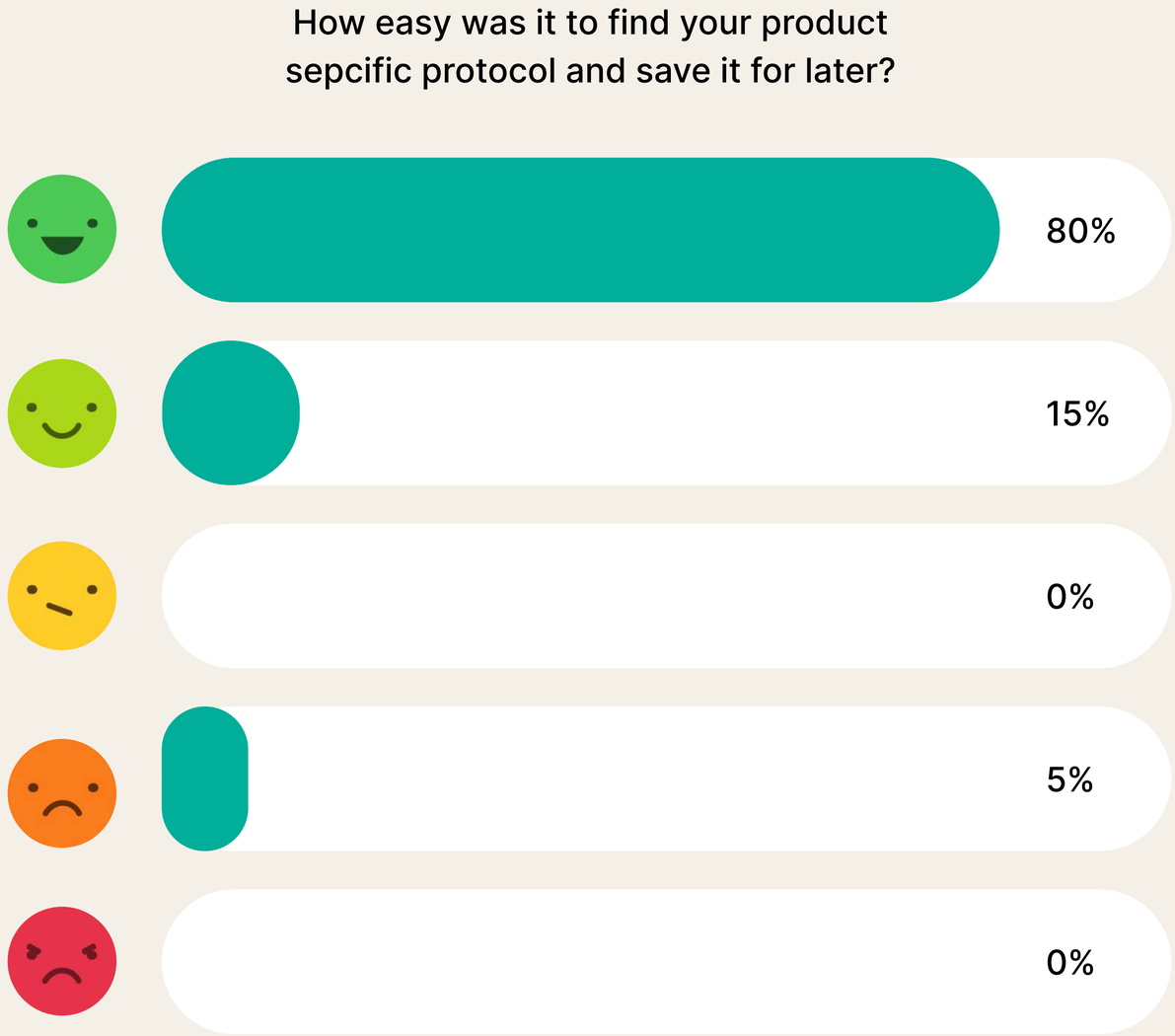


Testing Results

We tested three out of four key features. We decided not to test the "Scan the QR code" feature, as it was difficult to mock up. However, rigorous testing was conducted in the BETA phase to ensure the feature worked well, and the feedback was positive.

Key insights across the app:

- **Usability:** The app was simple and intuitive to use.
- **QR code feature:** Users were eager to use the QR code feature, feeling it would be extremely useful.
- **Support ticket functionality:** Users appreciated the ability to easily raise a support ticket within the app.



Features designed and ready to build

The developer handover was sent to the team in China, who built the app based on user stories created and managed by Alex Lee.

While this may not have been my preferred method of working with developers, the team was highly efficient, and the feedback loops were closely managed.

Protocol search

Save protocols, data sheets and pathways

Scan QR code for quick access

Calculators and Tools

Ticket system integration for support

Secure login

Results and insight

The results for the first month were strong, even though we didn’t push promotion heavily —only distributing a flyer with the product in Northern Europe. Nearly 1,000 products were sold that month.

We also gathered both positive and negative feedback, but with protocol views nearly double that of app downloads, helped us see that the launch had a strong start.

User Adoption

328

App Downloads

Protocol Access Metric

178

QR codes scanned

106

Protocol Searches

667

Protocol Views

The data was taken from the first month live on the app store

Kier Wilkinson

Managing Director at Protientech Europe

Nathan was responsible for the whole redesign of our website in 2016 and subsequent upgrades since. He consistently provides creative solutions to complex UX/UI challenges we face and understands how to execute these solutions better than other designers we've worked with. The website re-launch resulted in a much improved, more intuitive website that attracts 3 x times the traffic. He led the project management of the new website launch, working alongside internal and external development teams to get the project completed within the agreed deadline. I would not hesitate to recommend him for similar projects, he knows digital!