X BY 2

From Vision to Concept: Bringing a Healthcare Solution to Life.

How we helped Swellter visualize and prototype their leading-edge patient immersion platform.

THE CLIENT

Swellter, Inc.
Oncology Patient Immersion Platform

THE BUSINESS OBJECTIVE

Swellter approached X by 2 with a plan to disrupt and enrich the oncology patient-provider experience with a first-of-its-kind patient immersion platform. Through consent, education, and data sharing, Swellter enables patients and oncologists to communicate, share resources, order tests, and access curated, potentially lifesaving information in real time.

In their early stages of fundraising, Swellter needed to focus their vision and bring the platform to life. Working alongside the client, X by 2's UX experts combined decades of design, technology, and domain expertise to develop a solution concept and prototype designed to meet their immediate goals. The proposed solution would not only align with Swellter's mission but also function seamlessly with a customized technology architecture.

THE BUSINESS OUTCOME

Within six short weeks, Swellter was equipped with a clickable prototype and feasible solution concept to pitch to potential investors.

THE PROCESS

Leveraging a diverse team of strategists, UX designers, and software engineers, X by 2 worked with Swellter to refine their patient-centric vision.

Ideation Workshop & Research
Identified business and technology needs, capabilities, and user personas.

Visual Exploration & Design
Created a comprehensive solution narrative, which informed visual solution concepts.

Prototyping & Refinement
Realized the customer experience vision by mapping end-user capabilities.

> *"To have UX and technology advisors who sit down, ask you the right questions, challenge your thinking and think about your product more broadly — this, to me, is true partnership."*
>
> *– Rebecca Owens Driscoll, Founder & CEO of Swellter, Inc.*

X by 2 crafted a simple application onboarding process and customizable, interactive patient self-reporting process to make diagnostic information highly informative and accessible.
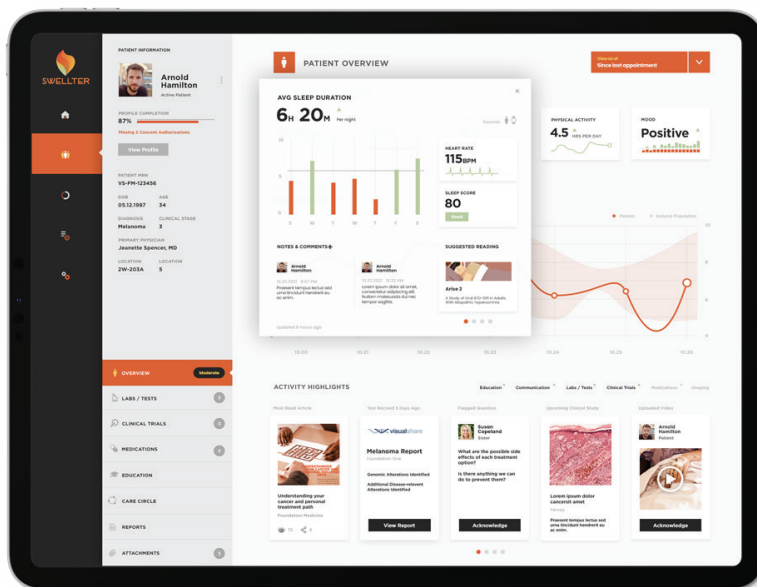
Each clickable prototype, compatible with phone screens and tablets, could be shared with patients, oncology clinics, and investors.

Features include:

- Customizable patient census with data filtration options

- Effective patient overview with useful flows between self-reported data, EMR data, educational resources, and lab order queues and reports

- An established content hierarchy, making important patient data and trending information readily available

THE FUTURE

Following initial discovery and prototyping, the team identified next steps for exploring user actions, product planning, defining requirements, determining future priorities, and creating an adoption strategy.

SWELLTER

Visit **swellter.com** to learn more.

X by 2 combines 25 years of healthcare domain experience with cutting edge technology, advanced data analytics and human-centric design to lead you through every step of the product development lifecycle.

Ready to learn more?
Email contact@xby2.com or visit xby2.com

X BY 2®

©2022 X by 2. All Rights Reserved.