BAY COMMUNITY HEALTH CLINIC

A UNIVERSITY PARTNERSHIP

MOBILE APP PROPOSAL
By: Brian Raymond

The Bay Community Health Clinic logo consists of two parts: The icon, and the word-mark, which includes the tag-line – A University Partnership.

The Bay Community Health Clinic Branding Guidelines should always be adhered to and the logo should not be altered in any way beyond its original design of the two layout options found on this page. The only rule of exception would be to using the icon on its own.

BAY COMMUNITY HEALTH CLINIC
A UNIVERSITY PARTNERSHIP

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BRAND COLOR GUIDELINES

The original colors of the logo should always be used, except where a single-color logo is the only option. In this case, the logo can be displayed in one of the brand colors found on this page. Below, a breakdown of each brand color swatch is listed with its respective cmyk, rgb, web/hex, and Pantone color codes.
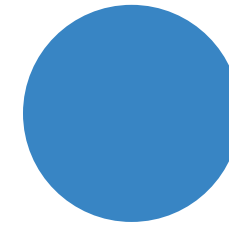
C: 76%
M: 42%
Y: 0%
K: 0%

R: 60
G: 130
B: 196

WEB: 3983C6

PMS: 660 C
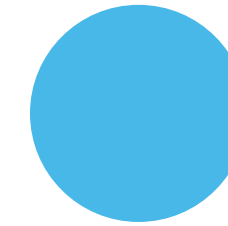
C: 62%
M: 8%
Y: 0%
K: 0%

R: 72
G: 185
B: 234

WEB: 48B8E9

PMS: 298 C
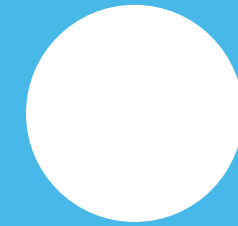
C: 0%
M: 0%
Y: 0%
K: 0%

R: 255
G: 255
B: 255

WEB: FFFFFF

PMS: N/A

MARKET INTERVIEWS

Josh Wheeler
Bay City, Michigan

Would you trust a mobile app with you or your family's private medical information?
As long as my information doesn't get sold off so another company so they can have my health record.

Would you like to view your lab results right on the app, instead of waiting for a phone call from the doctor?
Absolutely, the sooner you can get results the better. But, there could be confusion, because I'm sure not all results are black and white.

Would you want to be able to schedule and keep track of appointments through the app?
Yeah, having appointment scheduling and tracking on the app would be super helpful.

How would you feel about being sent reminders for upcoming appointments?
The reminders would be good, but I usually set reminders on my phone anyways.

Do you think it would be useful if the app gave you instructions on how to prep for procedures?
Sure, if there's anything in specific I can do to help a procedure go easier or whatever, then yeah, I'd like to know.

Would you make use of preventative health tips, such as dietary and exercise tips?
To be honest the preventative tips would probably be a waste for me, but I'm sure it would be a good tool for people that are more health conscious.

Erin Hanley-Lambert
Bay City, Michigan

Would you trust a mobile app with you or your family's private medical information?
Yes, I would trust it.

Would you like to view you or your family's lab results right on the app, instead of waiting for a phone call from the doctor?
Yes, of course I would like to see it before the doctor calls.

Would you want to be able to schedule and keep track of appointments through the app?
Yes, that would be very convenient.

How would you feel about being sent reminders for upcoming appointments?
I think that would be great, because my life is so bust with the kids that I sometimes forget about things.

Do you think it would be useful if the app gave you instructions on how to prep for procedures?
Yes, that would be helpful.

Would you make use of preventative health tips, such as dietary and exercise tips?
I think so, because the family and I are really trying to live a healthier lifestyle, and being able to have all of my health stuff in one place would be convenient.

Anything else you would like to see in the app?
Maybe an option to pay your bill?

Matt Westphal
Bay City, Michigan

Would you trust a mobile app with you or your family's private medical information?
Depends on the quality and trustworthiness of the health facility that is using the mobile app.

Would you like to view your lab results right on the app, instead of waiting for a phone call from the doctor?
Yeah, that would be nice.

Would you want to be able to schedule and keep track of appointments through the app?
Yes, because I hate calling the office to schedule.

How would you feel about being sent reminders for upcoming appointments?
I wouldn't mind it, but I think there should be an option to turn the reminders off if I want.

Do you think it would be useful if the app gave you instructions on how to prep for procedures?
Yeah, that would be a handy thing to have with me while I'm out and about.

Would you make use of preventative health tips, such as dietary and exercise tips?
I would at least check them out. Not sure I would implement all of them into my life though.

Anything else you would like to see in the app?
I don't think so. Keep it simple and easy to use, especially for elderly people.

AUDIENCE

This mobile app is for the Bay Community Health Clinic patients, patient caregivers, and clinic & staff.

Primary Target: 65%
- General Patients
- Clinic Staff
- Parents of Infant/Child Patients

Secondary Target: 30%
- Homeless People
- Mentally Ill People

Tertiary Target: 5%
- External Patient Providers
- Patient Representatives

The main market for this app is both general patients and staff of the Bay Community Health Clinic. The app is built to make communication between patient and staff easy and efficient, which is done by scheduling appointments, getting procedure prep, post-visits instructions, preventative health tips, and lab results right through the app.

Through efficiency and time saved, the BCHC app will save time, reducing administrative costs, and allowing for more efficient visits, and faster coordination between patient and provider.

COMPETITOR ANALYSIS

There are many health clinic apps available for iOS. The following three apps were examined to determine what is working, what is not working, and what the most useful and un-needed aspects of currently available health clinic apps are.
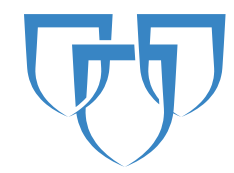
Mayo Clinic: ★★★★★

The May Clinic app gives you valuable health insights, regardless of whether you're a Mayo Clinic patient. You'll get instant access to Mayo Clinic expertise, including daily health topics, fitness videos, recipes and wellness tips. The app also simplifies the process to request an appointment; you can click to call for immediate assistance or submit an online request.

The app is the ideal onsite tool when visiting the Mayo Clinic, as it gives you access to your itinerary, appointment reminders, campus maps, and your personal medical record.
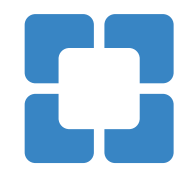
Cleveland Clinic: ★★★★★

The Cleveland Clinic app is the one-stop, flagship app to Access Anytime Anywhere world-class care and health information.

You have the option to sign in and personalize the app with the type of Health Essentials that are delivered to you, as well as giving you the opportunity to save your favorites.

Family Medical Clinic: ★★★★★

The private clinic opened in 1996. The Family Medical Clinic is staffed with health experts to provide patients with care.

The Family Medical Clinic app allows patients to learn about the clinic, view available services, and choose which type of doctor they need to book an appointment with by selecting their current symptoms from a list.

HOME SCREENS

Home screens play a vital role in the success of an app, because it is often the first thing that users will see, and people make decisions on whether they like something or not within a matter of seconds. Though the home screens of the three researched apps use differing structures, they all incorporate a friendly image with similar options for users to choose from. While these three home screens are simple and user friendly, they don't allow the user to view any of the options without first logging in or registering for an account.
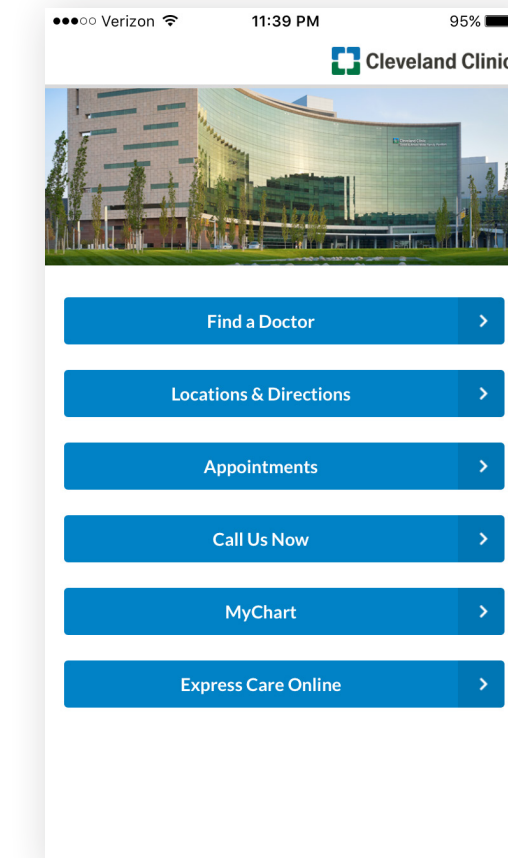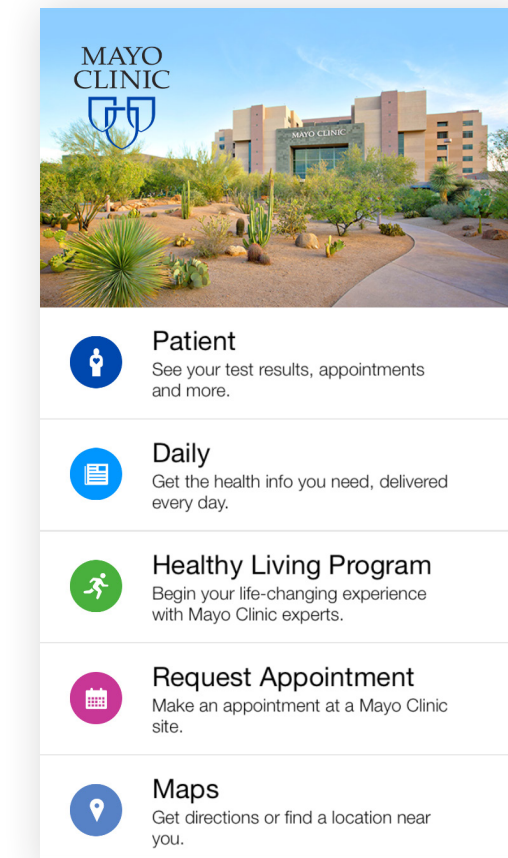
COMPETITOR ANALYSIS

INFORMATION FORMS

Not all health clinic apps incorporate sign-up/login screens because of the legal issues that come with sharing patient information, but depending on the purpose of the app, it may need these features.

Of the three researched apps, the Mayo Clinic app is the only app that incorporates a patient sign up/login feature.

It is a fairly simple process, where the user must select if they are a current Mayo Clinic patient, their gender, date of birth, and finally, the user must enter their name, email, and create a password, before agreeing to the Terms of Service and Privacy Policy.

APPOINTMENT SCHEDULING

Appointment scheduling is a vital part of health clinic apps. Of the three apps researched, the Mayo Clinic app was the only app to incorporate built in scheduling. The other two apps require users to call the clinic for any scheduling needs.

The Mayo Clinic app gives users the option to either call to schedule appointments, or to schedule them directly through the app.

Continuing from the previous page, the Mayo Clinic app has another type of information form for scheduling appointments

The Cleveland and Family Medical Clinic apps require the user to call the clinic to schedule appointments
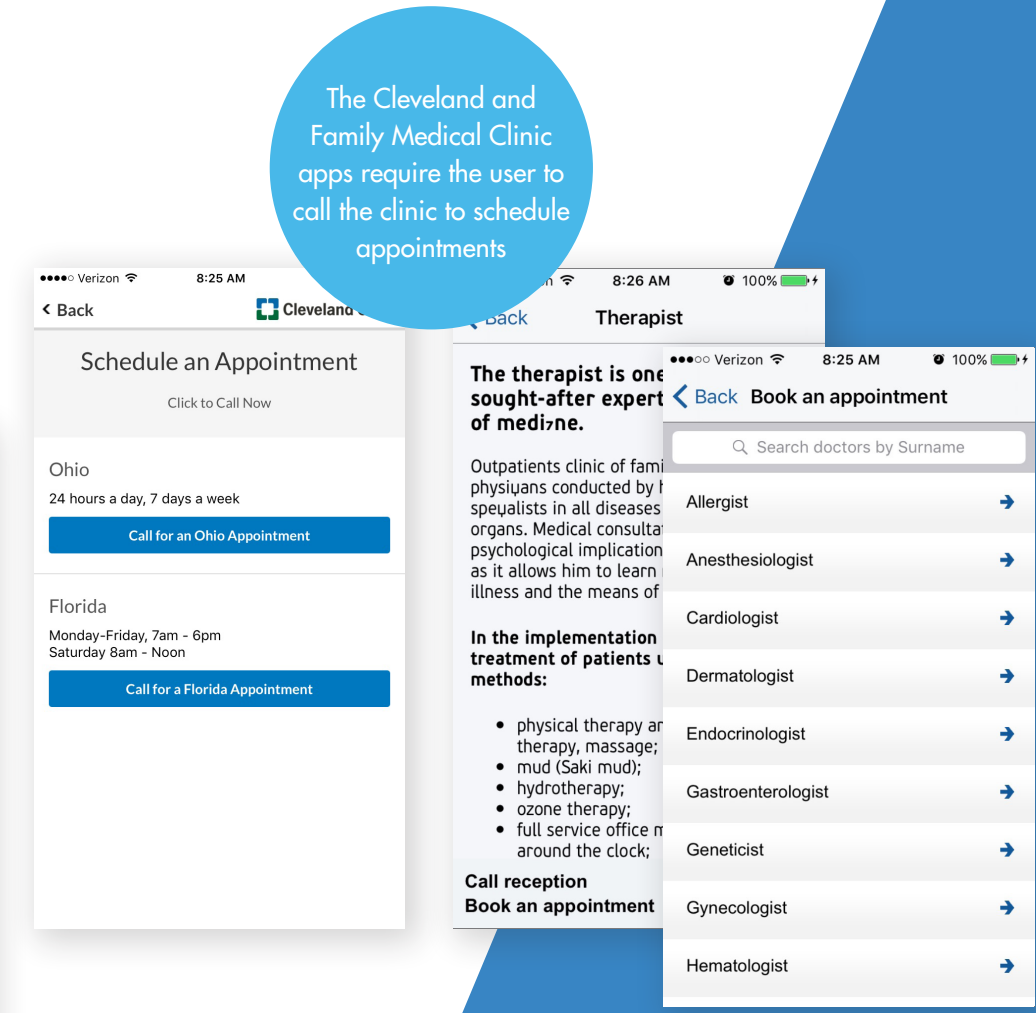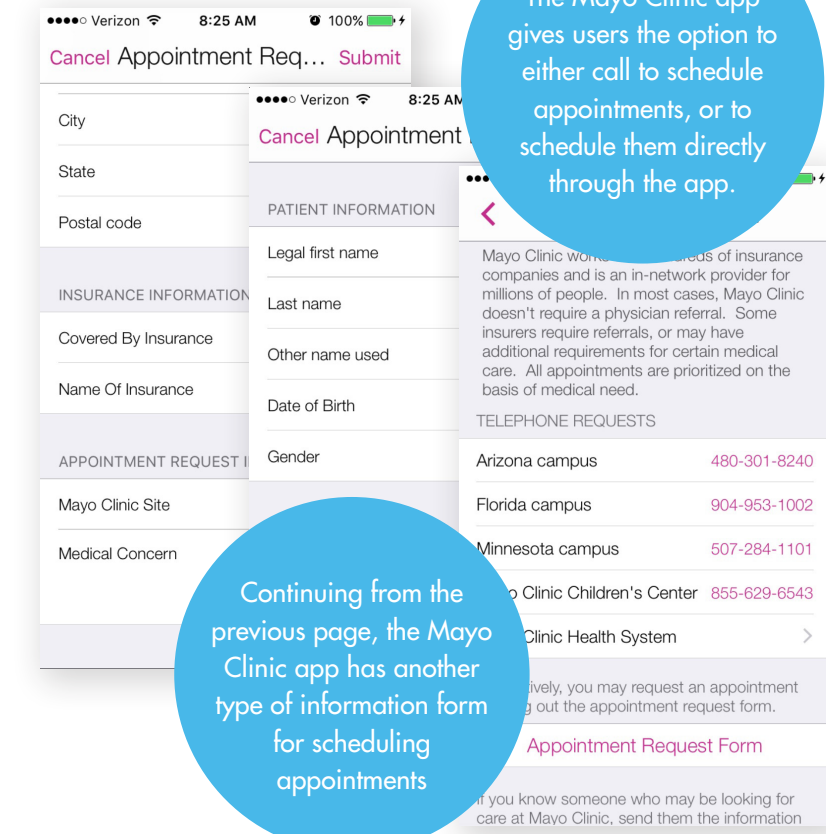
APP FLOWCHART

FLOWCHART REASONING

The purpose of creating an app flowchart is to allow the designer to visualize how the app will work, and where each tap of the finger will lead.

The flowchart for the Bay Community Health Clinic was created with every screen, and every tap/swipe in mind, which ensures that the app will flow from one screen to the next without the user running into any dead-ends.

HOMESCREEN

MESSAGES

PATIENT

HEALTHY LIVING

ABOUT

MEDICATIONS

SCHEDULE APPOINTMENTS & REMINDERS

APPOINTMENTS

SIGN UP

ABOUT CLINIC

HEALTHY LIVING TIP CARD 1

HEALTHY LIVING TIP CARD 2

PAST LAB RESULTS

NEW LAB RESULTS

RESULTS

LOGIN

HEALTHY LIVING TIP CARD 3

HEALTHY LIVING TIP CARD 4

CONTACT INFO & MAP

CUSTOM TREATMENT INSTRUCTIONS

CUSTOM PROCEDURE PREP

PROCEDURE PREP & TREATMENT

HEALTHY LIVING TIP CARD 5

HEALTHY LIVING TIP CARD 6

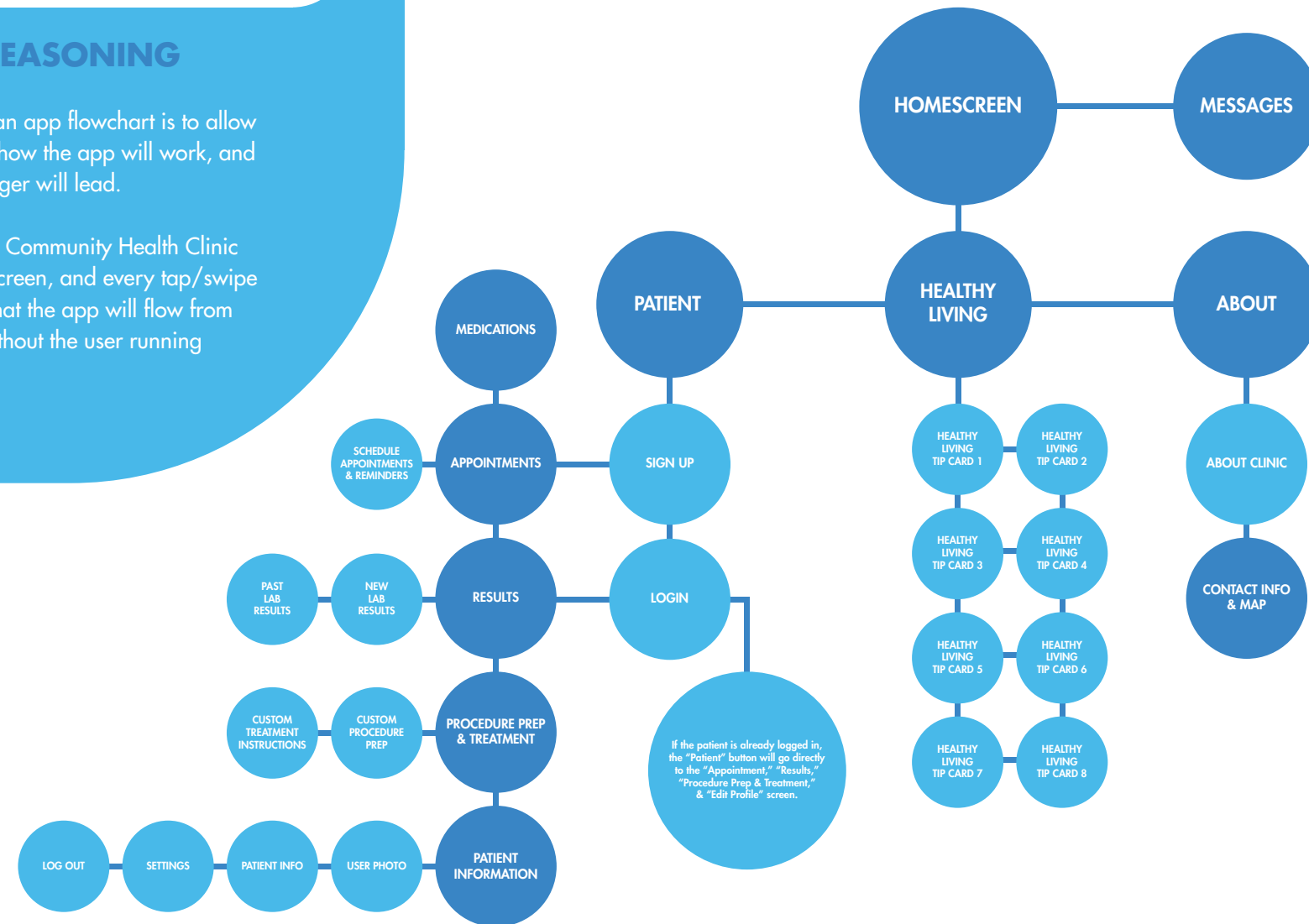If the patient is already logged in, the "Patient" button will go directly to the "Appointment," "Results," "Procedure Prep & Treatment," & "Edit Profile" screen.

LOG OUT

SETTINGS

PATIENT INFO

USER PHOTO

PATIENT INFORMATION

HEALTHY LIVING TIP CARD 7

HEALTHY LIVING TIP CARD 8

USER PROCESS

The user process gives an insight into what is going through the users mind when navigating through the Bay Community Health Clinic mobile app, and why they might be using each of the apps features.

PATIENT SCREEN

Users will utilize the patient screen to schedule appointments, view upcoming appointments, view recent and past lab results, get procedure prep instructions for upcoming procedures, instructions for treatment of past procedures, and finally, edit their personal information, including user photo and list of medications.

HEALTHY LIVING SCREEN

The healthy living screen will allow users to view tip cards that are full of preventative health information, which includes everything from healthy recipes to exercise routines.

ABOUT SCREEN

Users can find information about the Bay Community Health Clinic on the about screen, including everything from the history of how it began to exactly what the clinic has become today. On this screen, users will also find information on how to contact the clinic, and maps and directions for how to get to the clinic.

PROTOTYPE

WORKING PROTOTYPE

Using a combination of rough sketches and InVision mock-up software, a functioning prototype was made for testing the functionality and user interface of the Bay Community Health Clinic app. The prototype was then tested by users and any issues that arose were recorded. The recorded info was used to determine if there were any bugs that needed to be fixed and if additional screens were needed, which is important to find out before any coding has begun.

PROTOTYPE TESTING

USABILITY TESTING

The sketch prototype was tested by multiple users, all of whom were given a set of tasks and scenarios that they were asked to complete. To give an idea of how the usability tests were conducted, a few of the tasks the participants were asked to complete are listed below.

- Schedule an appointment with the BCHC
- Find contact and navigational information for the BCHC
- Edit list of user medications

TEST RESULTS

All participants were able to successfully navigate through the prototype and complete all of the given tasks. It was noted how simple the participants thought the app was to navigate, as well as how simple it was to complete the given tasks. Though all participants successfully completed the given tasks, there was one issue that was consistent throughout each of the tests.

The issue arose when users tried to swipe through the functions of the main screen, instead of taping through them. The issue has been noted and will be addressed before coding begins.

APP FEATURES

The features in the Bay Community Health Clinic app have been kept minimal to maximize user friendliness.

The few, but very important features make the app easy to navigate for the multitude of users spanning all demographics, while providing them with all the helpful information they need to manage their personal health, and of course, their relationship with the BCHC.

These features will also potentially save the BCHC money in the long-run by reducing administrative costs, providing more efficient visits, and faster coordination between patients and the clinic.

MAIN FEATURES

PATIENT
The patient screen is where users will go to sign up and/or login to the BCHC app. From there, users can schedule and track appointments, view lab results, get procedure prep and treatment instructions, and edit their list of medications and personal info.

MESSAGES
Custom notifications for appointment reminders, procedure prep, and treatment.

HEALTHY LIVING
The healthy living screen will provide users with scrollable tip cards, including healthy meal recipes, workout routines, and other preventative health tips.

INFO
Users can find information about the Bay Community Health Clinic on this screen, including everything from the history of how it began to exactly what the clinic has become today, and the services they provide. On this screen, users will also find information on how to contact the clinic, and maps and directions for navigation.

SECONDARY FEATURES

EDIT PROFILE
This is where users will be able to edit their patient information, including name, address, and phone number. This feature also allows users to manage their user photo.

CHANGE PASSWORD
The place users will go to change or update their password.

LOG OUT
When necessary, users can go here to log out of the BCHC app.

THE APP ICON

The app icon is just as important as the app itself. It is the first thing that current and prospective Bay Community Health Clinic patients will see of the app, and making sure that the icon ties into the existing branding is imperative to creating trust and recognition.

The BCHC app icon came to life through a number of thumbnail sketches that were vectorized in Adobe Illustrator. From there, the icons were narrowed down and revisions were made until the perfect icon for the BCHC app remained.

With such a small space to work with when creating an app icon, using the full Bay Community Health Clinic logo was not plausible. Ultimately, it was decided that using only the icon from the full logo would be best, as it is simple in design and is also an easily recognizable part of the branding. To stay consistent, the colors were pulled from the BCHC branding guidelines. The final app icon represents the brand in a bold and memorable way.

THE NAVIGATION SYSTEM

There are four types of navigation systems that are used to build apps: card or flat pages, tab bar, tree structure, and immersive. It is also common and sometimes more practical to utilize a combination of the differing navigational systems.

For the Bay Community Health Clinic app, a combination navigation system has been used. The tab bar system is utilized through most of the app, with cards found on some of the intro and signup screens. In addition to the previously mentioned navigation systems, the BCHC app also incorporates the tree structure on informational screens, such as the lab results and patient medication list.
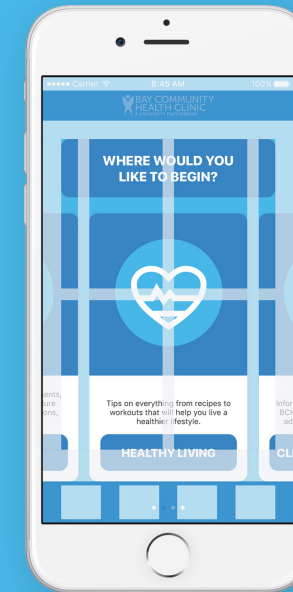
Examples of the four navigation systems mentioned above can be found on the right.
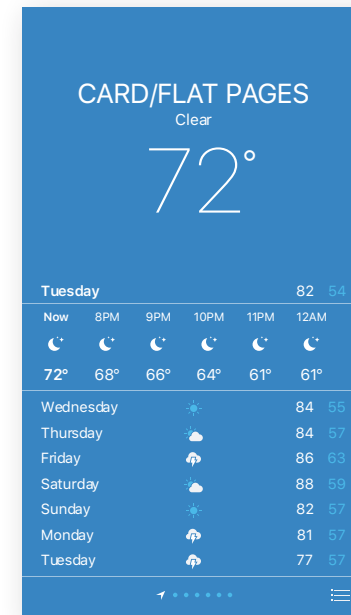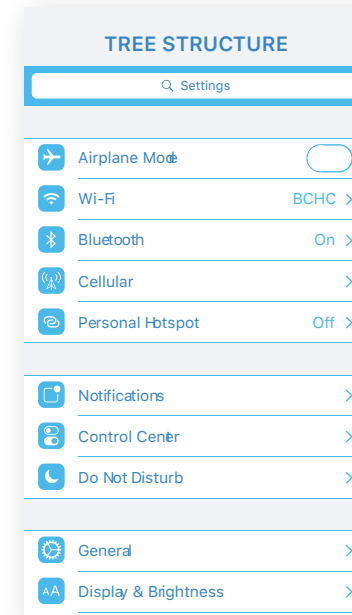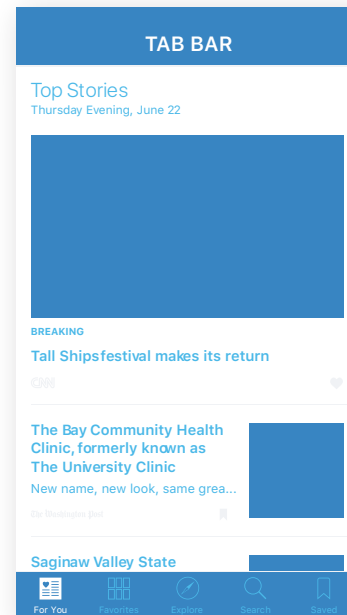
IMMERSIVE

(	)	mc	m+	m-	mr	C	+/-	%	÷
2nd	x^2	x^3	x^y	e^x	10^x	7	8	9	×
$\frac{1}{x}$	$\sqrt[2]{x}$	$\sqrt[3]{x}$	$\sqrt[y]{x}$	ln	$\log_{10}$	4	5	6	−
x!	sin	cos	tan	e	EE	1	2	3	+
Deg	sinh	cosh	tanh	π	Rand	0		.	=

TAB BAR

Top Stories
Thursday Evening, June 22

BREAKING
Tall Shipsfestival makes its return

The Bay Community Health Clinic, formerly known as The University Clinic
New name, new look, same grea...

Saginaw Valley State

For You   Favorites   Explore   Search   Saved

TREE STRUCTURE

🔍 Settings

✈ Airplane Mode
📶 Wi-Fi   BCHC >
🔵 Bluetooth   On >
📡 Cellular   >
📶 Personal Hotspot   Off >

🔔 Notifications   >
🎛 Control Center   >
🌙 Do Not Disturb   >

⚙ General   >
🔤 Display & Brightness   >

CARD/FLAT PAGES
Clear

72°

Tuesday					82	54
Now	8PM	9PM	10PM	11PM	12AM	1A
72°	68°	66°	64°	61°	61°	6

Wednesday		84	55
Thursday		84	57
Friday		86	63
Saturday		88	59
Sunday		82	57
Monday		81	57
Tuesday		77	57

CREATING THE GRID

The grid is an essential part of any successful design. Not only does a grid allow for easy organization, it also allows for harmony to flow throughout the entire design.

WHERE WOULD YOU LIKE TO BEGIN?

Tips on everything from recipes to workouts that will help you live a healthier lifestyle.

HEALTHY LIVING

For the Bay Community Health Clinic app, the complex grid accommodates two differing layouts. The grid allows for consistency of permanent and reoccurring bars and differing grid options while retaining harmony when laying out screens.

750x40
750x90
750x55
55x447
750x35
55x447
750x95
750x12
55x101
750x12

50x447
219x447
50x447
219x447
219x447
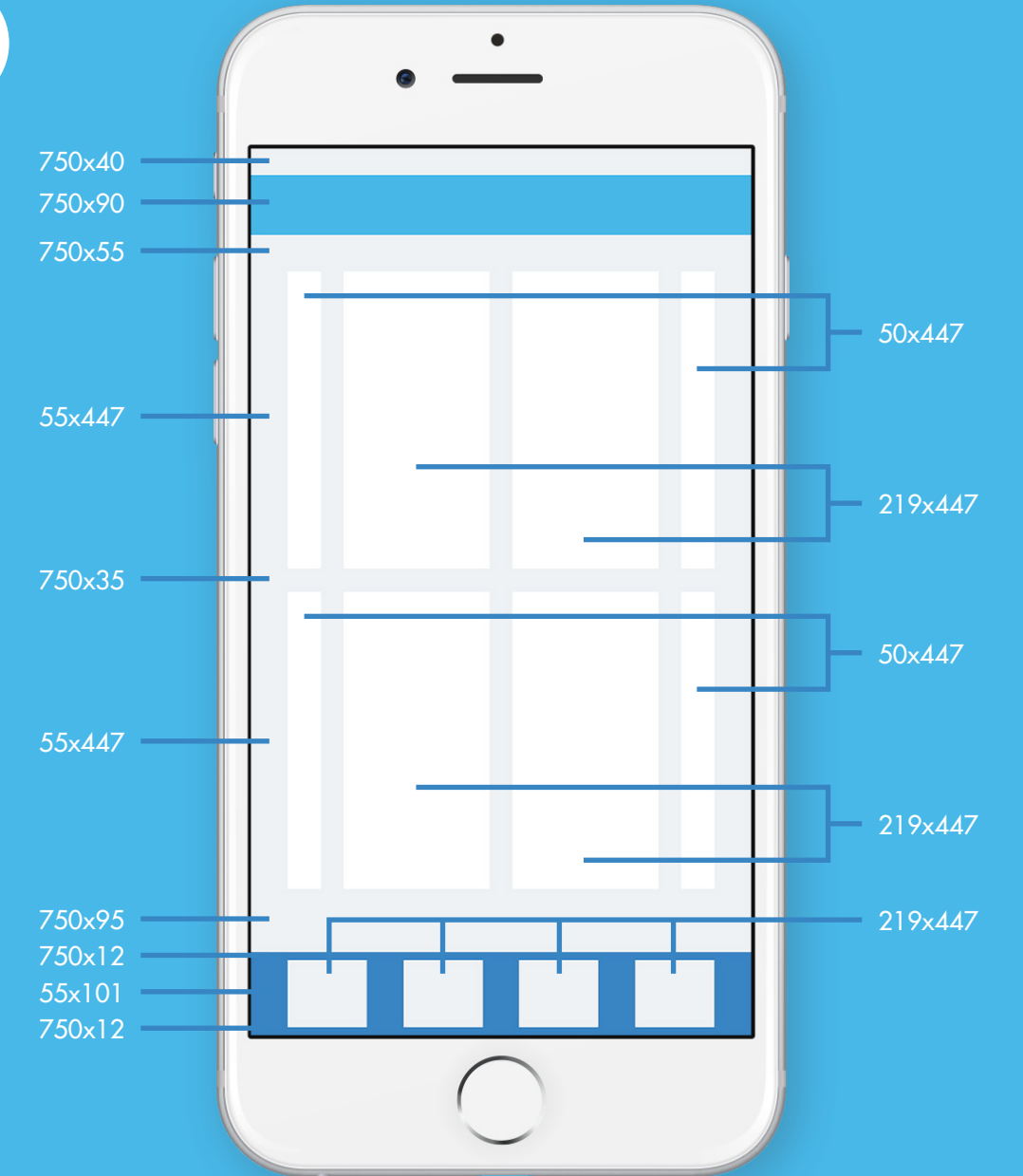
TYPOGRAPHY

THE FONT

The chosen font for the BCHC app is San Francisco, which is the official font for Apple's iOS. San Francisco is a neo-grotesque sans-serif typeface created by Apple Inc. and was released to developers on November 18, 2014.

THE DECISION

The decision to use the San Francisco font was based on its versatility, which can be attributed to the many weights and variants available in its different font families. San Francisco is available in both text, which has 6 weights in the family, and display, which has 9. The difference in families can be attributed to the amount of negative space present. Compared to the display family, the text family is more legible at smaller sizes because of its increased negative space, which is done by increasing counter spaces and tracking. Along with the aforementioned, the decision to use the San Francisco font was made easier by its ability to scale, meaning if users adjust type size in iOS, the app will act accordingly, and finally, because the San Francisco font is a relative of the Helvetica family, it is compliant with the Americans with Disabilities Act.

SF UI Display Heavy

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!?@#$%&

SF UI Display Semibold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!?@#$%&

SF UI Text Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!?@#$%&

BAY COMMUNITY HEALTH CLINIC

SF UI DISPLAY HEAVY 56 PT

SF UI Text Regular 36 pt
SF UI Text Regular 30 pt

SF UI Text Semibold 34 pt

SF UI Display Heavy 35 pt
SF UI Text Regular 32 pt
SF UI Text Regular 32 pt

SF UI Text Semibold 28 pt
SF UI DISPLAY HEAVY 35 PT
SF UI Text Regular 28 pt

BAY COMMUNITY HEALTH CLINIC
A UNIVERSITY PARTNERSHIP

SF UI DISPLAY HEAVY 33 PT

SF UI Display Semibold 30 pt   REG 23 PT
SF UI Text Regular at 30 pt.

SF UI DISPLAY HEAVY 35 PT
SF UI Text Regular 23 pt.

SF UI DISPLAY HEAVY 35 PT

ICONOGRAPHY

THE MAIN ICONS

A cohesive set of flat, glyph-like icons that are simple in design and easily recognizable, yet fun and professional at the same time. When active, the icons either change color, or change from line to solid. Some of the main icons will only be visible to users during the sign up process, while others will be visible 100% of the time.

THE SECONDARY ICONS

The secondary icons are very standard iOS icons, and are used for moving forward or back a screen, or for editing content.
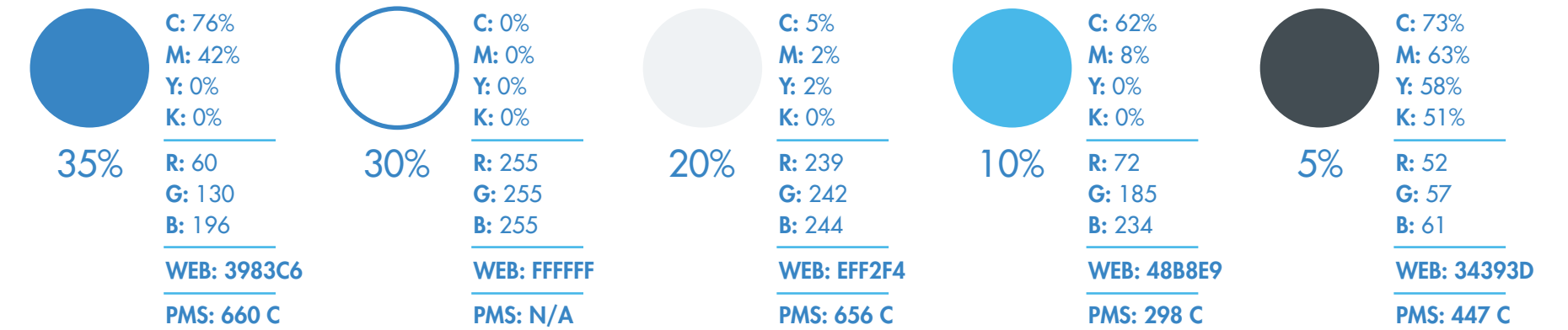
INACTIVE

ACTIVE

APP COLOR SYSTEM

BRAND CONSISTENCY

Obviously, the preexisting Bay Community Health Clinic brand colors of light and dark blue are used in the mobile app. But, to provide contrast and significance, additional colors have been added to the color system.
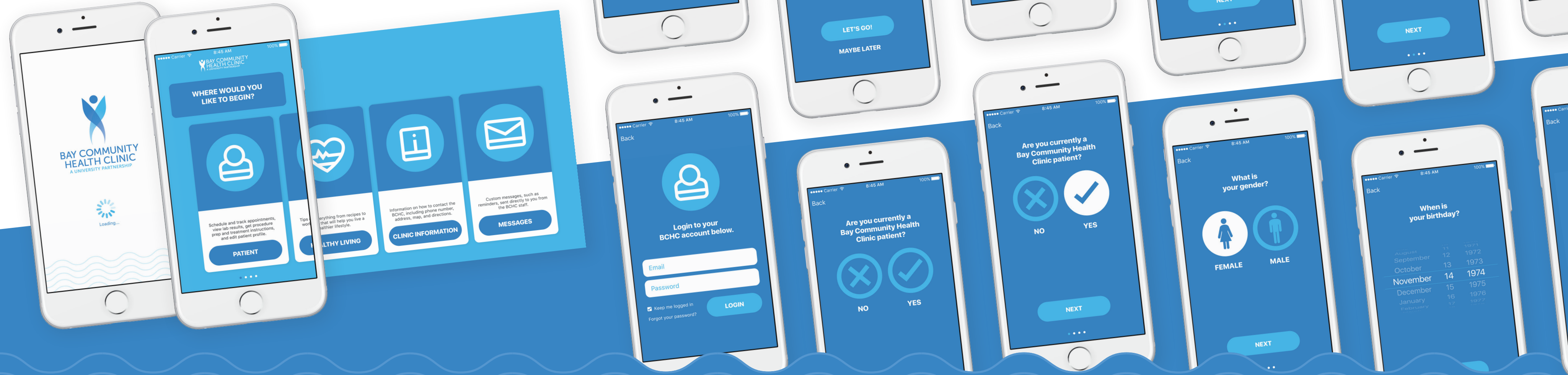
Below are the colors used in the mobile app along with their color codings. Below each color swatch is the percentage of the app that is made up by the corresponding color.

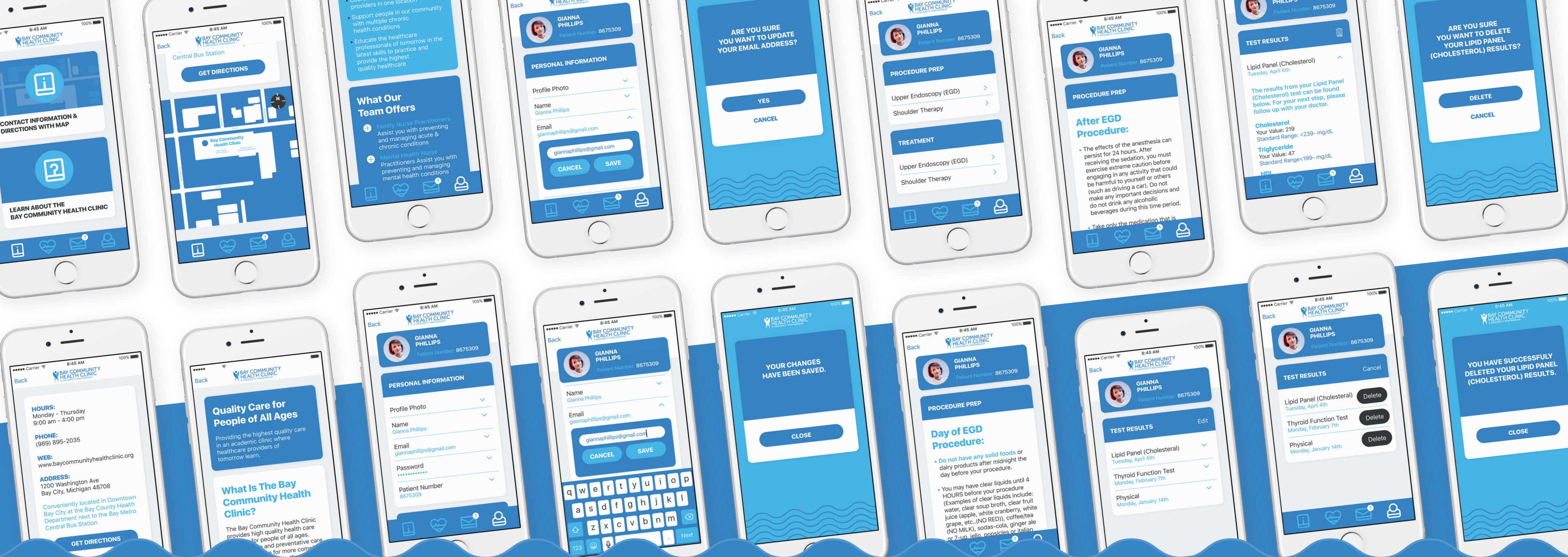|	35%	30%	20%	10%	5%
C	76%	0%	5%	62%	73%
M	42%	0%	2%	8%	63%
Y	0%	0%	2%	0%	58%
K	0%	0%	0%	0%	51%
R	60	255	239	72	52
G	130	255	242	185	57
B	196	255	244	234	61
WEB	3983C6	FFFFFF	EFF2F4	48B8E9	34393D
PMS	660 C	N/A	656 C	298 C	447 C

APP LAYOUT

FINAL SCREENS READY FOR PROGRAMING

The following pages contain the final screen designs for the Bay Community Health Clinic app. All of the screens adhere to the BCHC brand color guidelines, and of course, also follow the grid, typography, and app color system, which can be found on earlier pages throughout this book.

To view this option, please login with an existing BCHC account. If you are a first time user, please register for a new account.

REGISTER

LOGIN

Tell us a bit about yourself. (Just 4 quick questions.)

LET'S GO!

MAYBE LATER

Are you currently a Bay Community Health Clinic patient?

NO   YES

What is your gender?

FEMALE   MALE

NEXT

What is your gender?

FEMALE   MALE

NEXT

Login to your BCHC account below.

Email

Password

☑ Keep me logged in

Forgot your password?

LOGIN

Are you currently a Bay Community Health Clinic patient?

NO   YES

Are you currently a Bay Community Health Clinic patient?

NO   YES

NEXT

What is your gender?

FEMALE   MALE

NEXT

When is your birthday?

September	12	1972
October	13	1973
November	14	1974
December	15	1975
January	16	1976

CONTACT INFORMATION & DIRECTIONS WITH MAP

LEARN ABOUT THE BAY COMMUNITY HEALTH CLINIC

Central Bus Station

GET DIRECTIONS

Bay Community Health Clinic

- Support people in our community with multiple chronic health conditions
- Educate the healthcare professionals of tomorrow in the latest skills to practice and provide the highest quality healthcare

What Our Team Offers

- *Family Nurse Practitioners* Assist you with preventing and managing acute & chronic conditions
- *Mental Health Nurse* Practitioners Assist you with preventing and managing mental health conditions

GIANNA PHILLIPS
Patient Number: 8675309

PERSONAL INFORMATION

Profile Photo

Name
Gianna Phillips

Email
giannaphillips@gmail.com

giannaphillips@gmail.com

CANCEL   SAVE

ARE YOU SURE YOU WANT TO UPDATE YOUR EMAIL ADDRESS?

YES

CANCEL

GIANNA PHILLIPS
Patient Number: 8675309

PROCEDURE PREP

Upper Endoscopy (EGD)

Shoulder Therapy

TREATMENT

Upper Endoscopy (EGD)

Shoulder Therapy

PROCEDURE PREP

After EGD Procedure:

- The effects of the anesthesia can persist for 24 hours. After receiving the sedation, you must exercise extreme caution before engaging in any activity that could be harmful to yourself or others (such as driving a car). Do not make any important decisions and do not drink any alcoholic beverages during this time period.
- Take only the medication that is

TEST RESULTS

Lipid Panel (Cholesterol)
Tuesday, April 4th

The results from your Lipid Panel (Cholesterol) test can be found below. For your next step, please follow up with your doctor.

Cholesterol
Your Value: 219
Standard Range: <239- mg/dL

Triglyceride
Your Value: 47
Standard Range<199- mg/dL

ARE YOU SURE YOU WANT TO DELETE YOUR LIPID PANEL (CHOLESTEROL) RESULTS?

DELETE

CANCEL

HOURS:
Monday - Thursday
9:00 am - 4:00 pm

PHONE:
(989) 895-2035

WEB:
www.baycommunityhealthclinic.org

ADDRESS:
1200 Washington Ave
Bay City, Michigan 48708

Conveniently located in Downtown Bay City at the Bay County Health Department next to the Bay Metro Central Bus Station

GET DIRECTIONS

Quality Care for People of All Ages

Providing the highest quality care in an academic clinic where healthcare providers of tomorrow learn.

What Is The Bay Community Health Clinic?

The Bay Community Health Clinic provides high quality health care for people of all ages. and preventative care for more.

GIANNA PHILLIPS
Patient Number: 8675309

PERSONAL INFORMATION

Profile Photo

Name
Gianna Phillips

Email
giannaphillips@gmail.com

Patient Number
8675309

Name
Gianna Phillips

Email
giannaphillips@gmail.com

giannaphillips@gmail.com

CANCEL   SAVE

Password

Patient Number
8675309

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123   Next

YOUR CHANGES HAVE BEEN SAVED.

CLOSE

GIANNA PHILLIPS
Patient Number: 8675309

PROCEDURE PREP

Day of EGD Procedure:

- Do not have any solid foods or dairy products after midnight the day before your procedure.
- You may have clear liquids until 4 HOURS before your procedure (Examples of clear liquids include: water, clear soup broth, clear fruit juice (apple, white cranberry, white grape, etc...(NO RED)), coffee/tea (NO MILK), sodas-cola, ginger ale or 7-up, jello, popsicles or italian

GIANNA PHILLIPS
Patient Number: 8675309

TEST RESULTS   Edit

Lipid Panel (Cholesterol)
Tuesday, April 4th

Thyroid Function Test
Monday, February 7th

Physical
Monday, January 14th

GIANNA PHILLIPS
Patient Number: 8675309

TEST RESULTS   Cancel

Lipid Panel (Cholesterol)   Delete
Tuesday, April 4th

Thyroid Function Test   Delete
Monday, February 7th

Physical   Delete
Monday, January 14th

YOU HAVE SUCCESSFULY DELETED YOUR LIPID PANEL (CHOLESTEROL) RESULTS.

CLOSE

CONCLUSION

The Bay Community Health Clinic app will provide users with all the helpful information they need to manage their personal health, and of course, their relationship with the BCHC. The app also has the potential to save the clinic money by reducing administrative costs, by making visits more efficient, and finally, by increasing the speed and efficiency of coordination between patients and the clinic.

The BCHC app has been designed with the information gathered during the research and usability testing phases in mind. By interviewing both the client and the client's target audience, a better understanding of what both want and need in the BCHC was gained, which aided in the design of the perfect app for not only the target audience, but the client as well.

Researching competitor apps allowed for the BCHC to be designed with only the best, most useful features, while leaving out complicated and unnecessary ones, making the BCHC app very simple to navigate for its multitude of users, which span all demographics.

**BAY COMMUNITY
HEALTH CLINIC**
A UNIVERSITY PARTNERSHIP