zensar

Revolutionizing Organization Design for an AI Technology Company

Case Study

An ⫸ RPG Company

Overview
Continuous transformation for patient-centric outcomes

Our client is an AI technology company providing cloud-based clinical applications to support healthcare organizations and advance the quality of patient care. Foolproof, a subsidiary of Zensar, has been working with the client for five years on the research and design of interfaces and systems for endovascular surgery, supporting in-theater, cloud-based guidance systems, and end-to-end clinician workflows. As a strategic partner, we have helped transform the company from a product-focused startup to a global, patient-centered service.
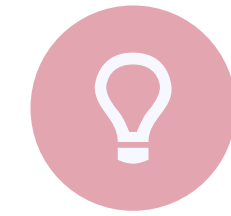
Challenges
Overcoming inefficiencies to innovate and optimize

The client's products enable surgeons to plan and perform endovascular surgery, using AI-driven arterial mapping technology to provide real-time guidance during operations. Its vision is to revolutionize what's knowable and known at every stage of surgery to help build a future where all surgery works precisely as planned.

Foolproof was selected as an experience design partner to help the client realize its vision of providing experience strategy and design services in multiple countries to innovate and optimize the end-to-end patient experience.

Solution
Process improvements and new designs

We conducted in-theatre research and interviews with surgeons to understand the clinical workflows and interactions in a time-critical environment. Our interactions enabled us to produce UI and motion designs and clarity of UX writing for in-theatre devices and planning applications. We focused on reducing cognitive overheads and providing maximum affordance and utility. We also shaped the end-to-end service architecture for the clinician workflow as the client's product offering evolved over the years.

Impact
Better systems and patient-centric architecture

Our solution delivered enhanced designs and experience evaluation of new AI-driven planning tools. Our latest designs for in-theatre services rolled out to hospitals across the EU and the US and received an overwhelmingly positive response. The research and design for a remote-control interface for real-time deformation of arterial systems enabled a critical new service to go live. We also implemented a new patient-centered service architecture. The client's Executive Director and Founder said, "We were wonderfully impressed with the Foolproof team's ability to extract insights from disparate and difficult user groups and to distil and communicate them clearly to inform our final product design. The proof of the project's success lies in our customers adopting our product in routine clinical use".

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At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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