

# Guru 5 for Reality Engineering

Product Design, User Experience - Patient Education

## GOAL

- Create a re-envisionment of the flagship Guru patient education software
- Release in time for annual commits
- Improve internet-based stream security while providing offline stored video data

## CHALLENGES

- Extremely tight deadline (4 months to launch by annual convention where 75% of all sales were made or lose entire season)
- Had to hire entire team
- Limited budget

## PROCESS & METHODOLOGY

I took over the development of Guru 5 late in the game, with only two Sr. Developers and no formal project plan in place. Tasked by the CEO to completely re-tool the interface, to provide “wow” with usability, and to remove the overly complex menuing system.

Working from the standpoint of two primary variables - the dentist’s “gloved environment” and the “nervous, income-limited” patient, my team re-designed the interface to be less daunting and focused. Drop-downs and text menus became icons, flows were re-designed to increase prominence of actions with higher usage rates, integration with patient management reduced the bulk of the menu trees, and the primary focal point – the video with stop-draw-motion – was increased in size to give both users a more enjoyable experience.

The product was re-built using a Silverlight-based interface using a modular approach, making development quick with workflows transitioning across multiple developers and designers using daily builds, incremental user-acceptance testing, and design reviews. The team also launched an iPad-based version. The product shipped on deadline, under budget.

What I failed to anticipate was the dental community’s reaction to the software, which was flat. Dentists, despite high incomes, are small operations and in order to reduce costs, discretionary software is often not a priority, even if it leads to improved patient education and increased procedure acceptance by patients. In order to meet initial deadline and in light of the limited number of dentists with high-speed access, we also scrapped the online version.

## RESULTS

- Completed product release on schedule
- Completely re-designed interface, improving accessibility and flow
- Initial launch, while winning industry design awards, had flat sales, leading to reorganization of product lines and marketing
- Guru 6 kept the v5 digital product as a case acceptance product, while expanding the patient management lineup into an online system



## CONTACT DETAILS

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