

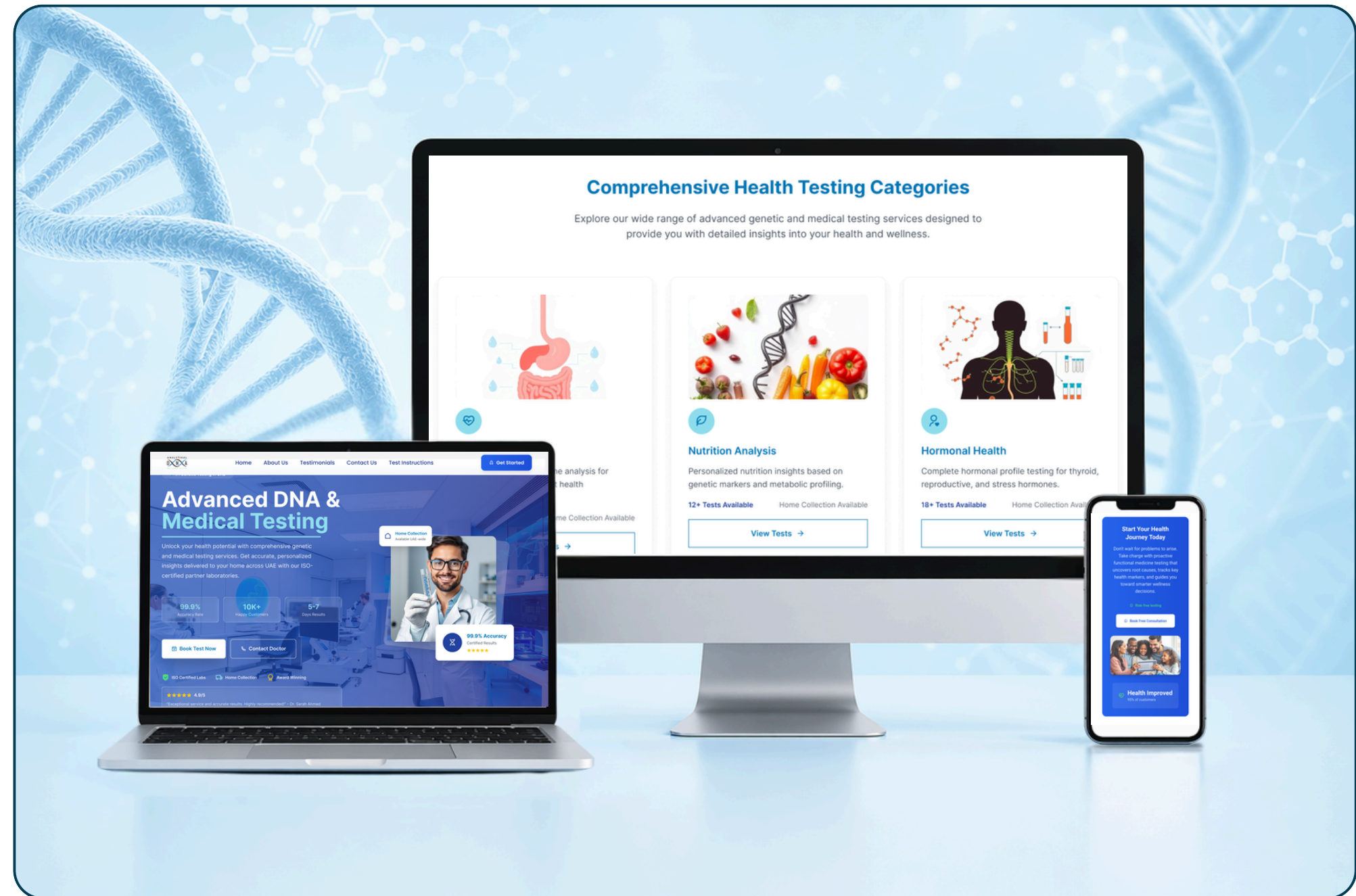
UI/UX CASE STUDY

Designing and Developing **ANALYTICAL DNA**

Advanced Functional Medicine
Diagnostics Company

TYPE
Medical

PLATFORM
Web- Responsive





What is ***DNA Analytical***?

Analytikal DNA is a premium diagnostic solutions for functional and integrative medicine. We partner with globally accredited laboratories to provide accurate, science-driven testing that supports clinicians and empowers patients. From sample collection kits to international lab processing, we ensure a seamless, reliable experience from start to finish.

Company Vision

To shift healthcare from reactive treatment to proactive prevention through advanced diagnostics. Empowering patients and doctors with accessible, data-driven health insights.

Design Goal

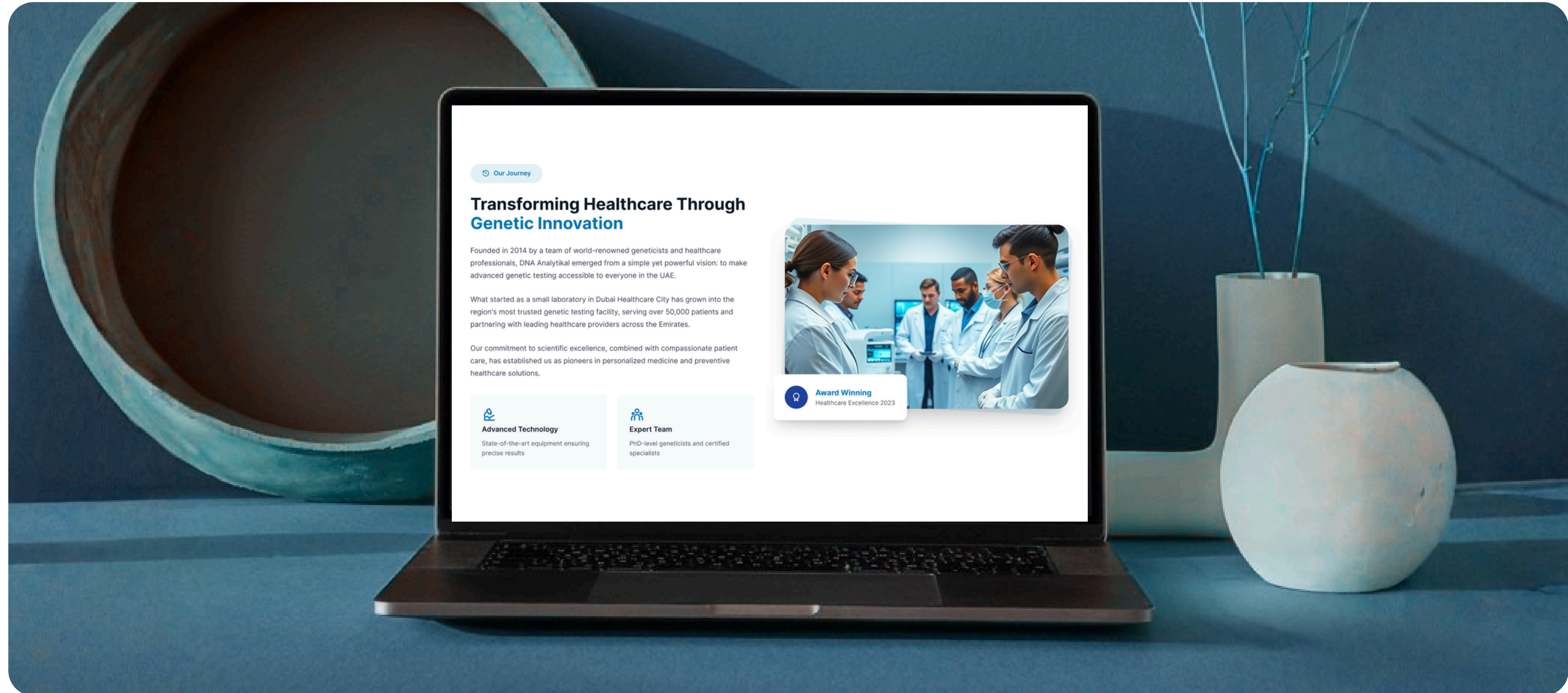
To create a clean, modern experience that builds trust and simplifies complex medical information. Position the brand as innovative, credible, and easy to understand.

Scope

Covers genetic testing, diagnostics, and personalized health insights in one platform. Also acts as an educational hub for preventive healthcare and advanced testing solutions.

Impact

Enables early detection and more accurate diagnoses for better health outcomes. Reduces reliance on international labs by bringing advanced testing locally.



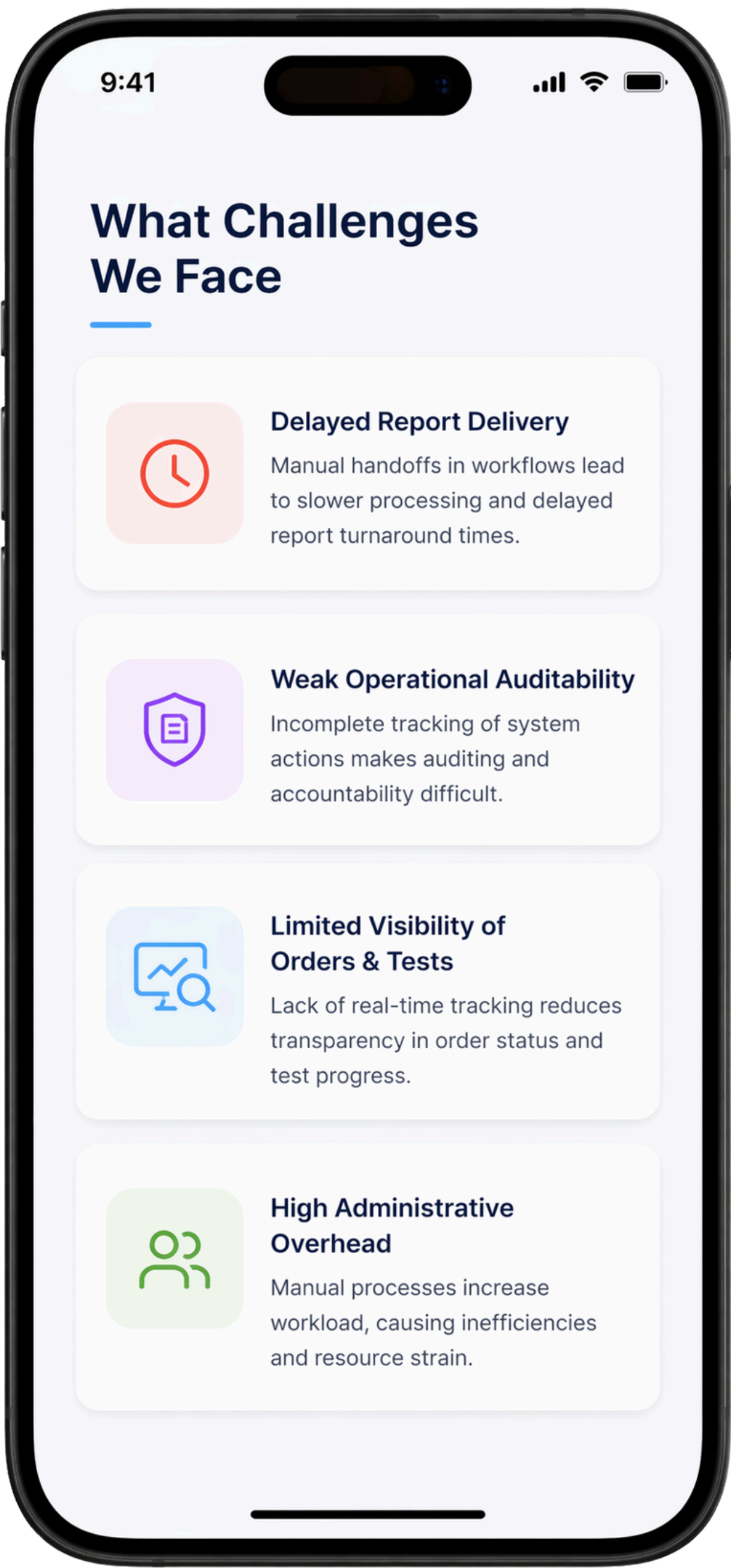
What *Challenges* We Face

Delayed Report Delivery
Manual handoffs in workflows lead to slower processing and delayed report turnaround times.

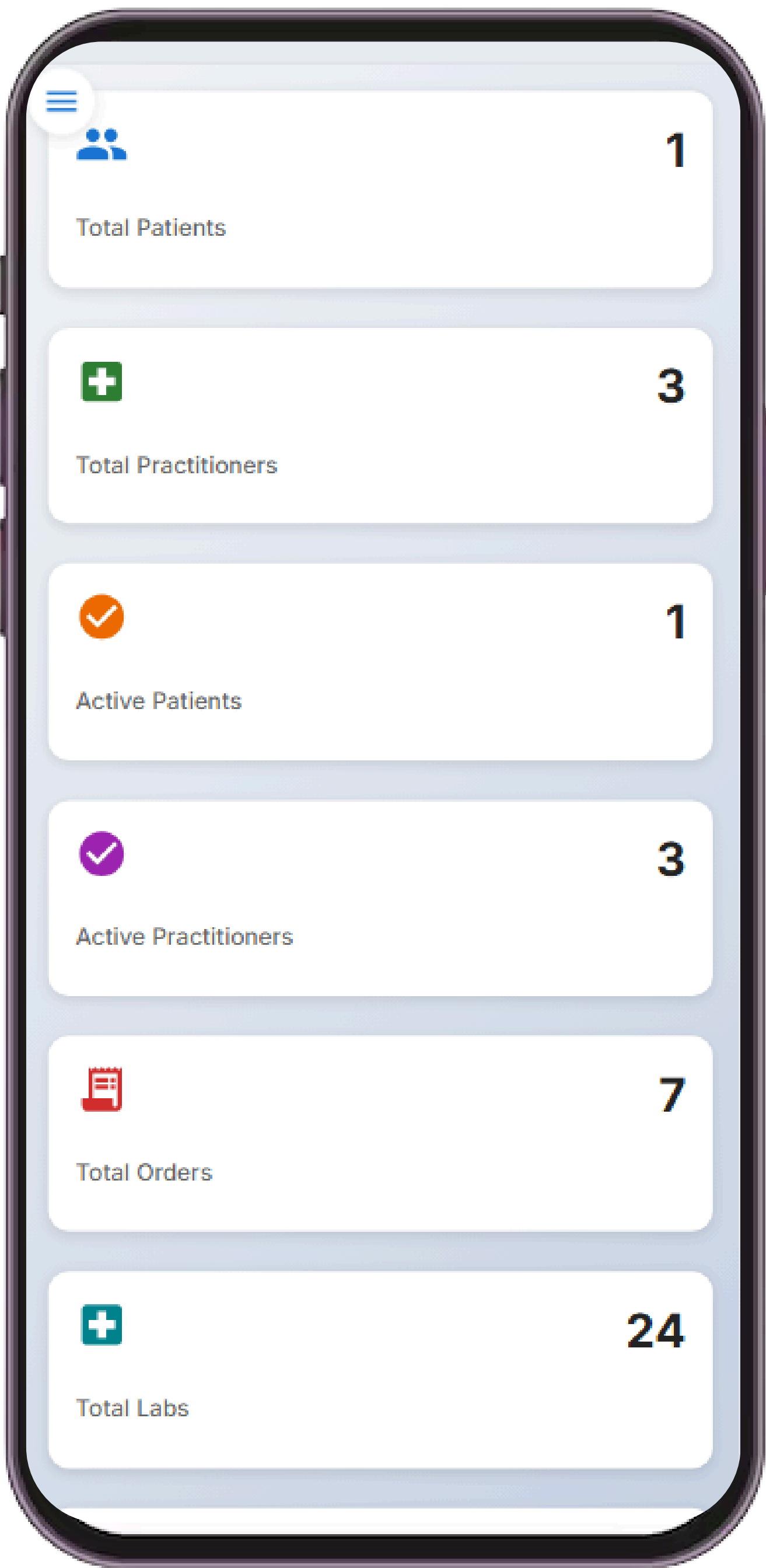
Limited Visibility of Orders & Tests
Lack of real-time tracking reduces transparency in order status and test progress.

Weak Operational Auditability
Incomplete tracking of system actions makes auditing and accountability difficult.

High Administrative Overhead
Manual processes increase workload, causing inefficiencies and resource strain.



How We *Resolve* Them



Secure Role-Based Access
Implements role-driven protected routing to ensure controlled system access.

Role-Specific Workflows
Separates Admin, Practitioner, and Patient processes for clarity and efficiency.

Modular System Design
Backend and frontend structured in reusable modules for scalability and maintenance.

Report Control & Audit Tracking
Manages report lifecycle with full tracking of actions and status changes.

The *Patient* Journey

We mapped the complete user journey from awareness to receiving personalized health insights, identifying key touchpoints to build trust and reduce friction.

Discovery



Exploration



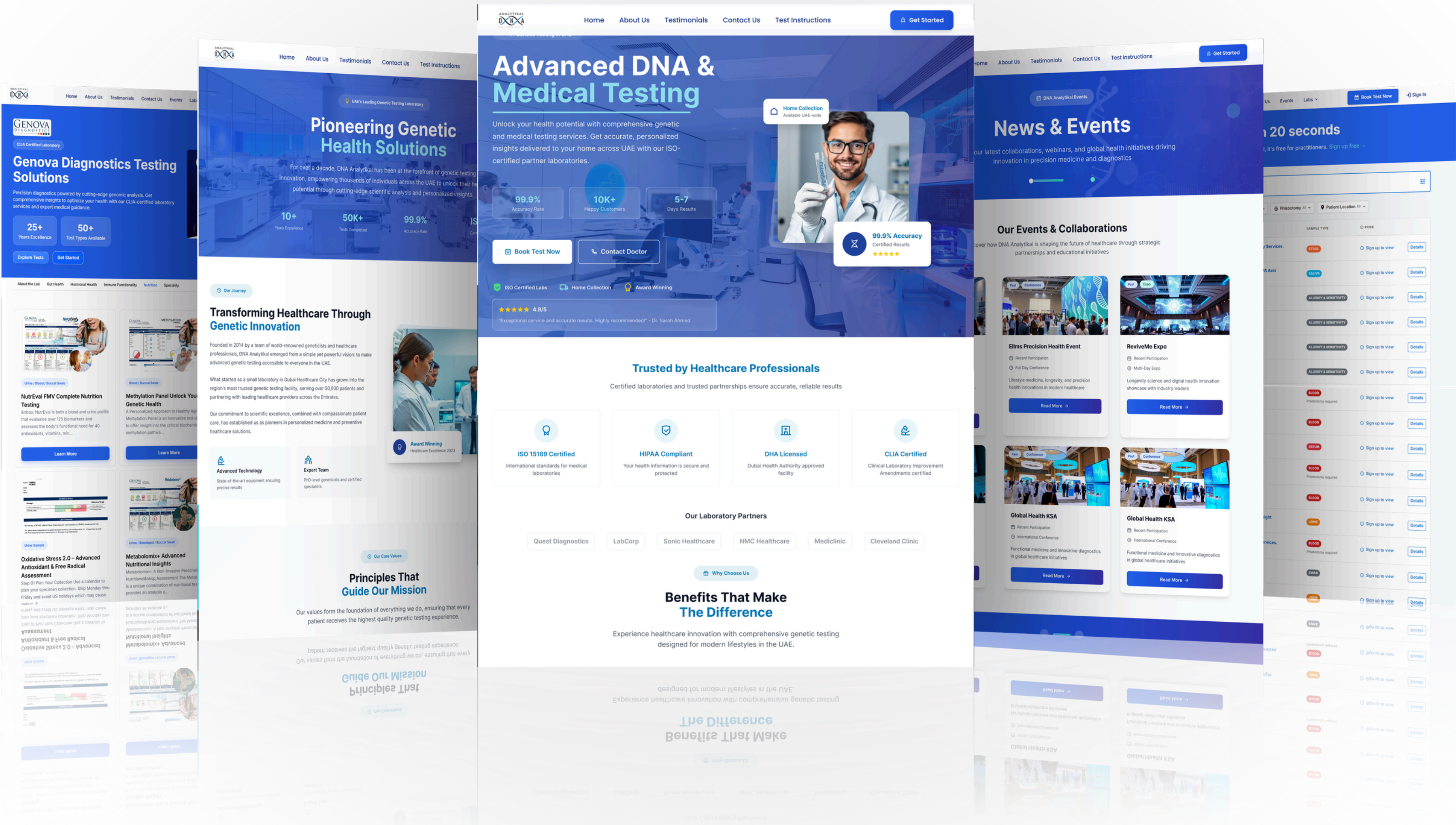
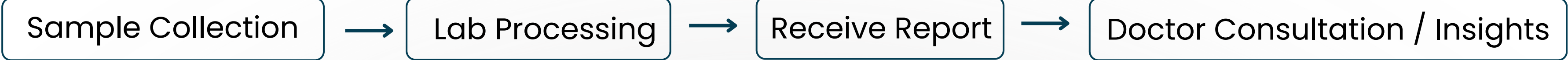
Evaluation



Conversion

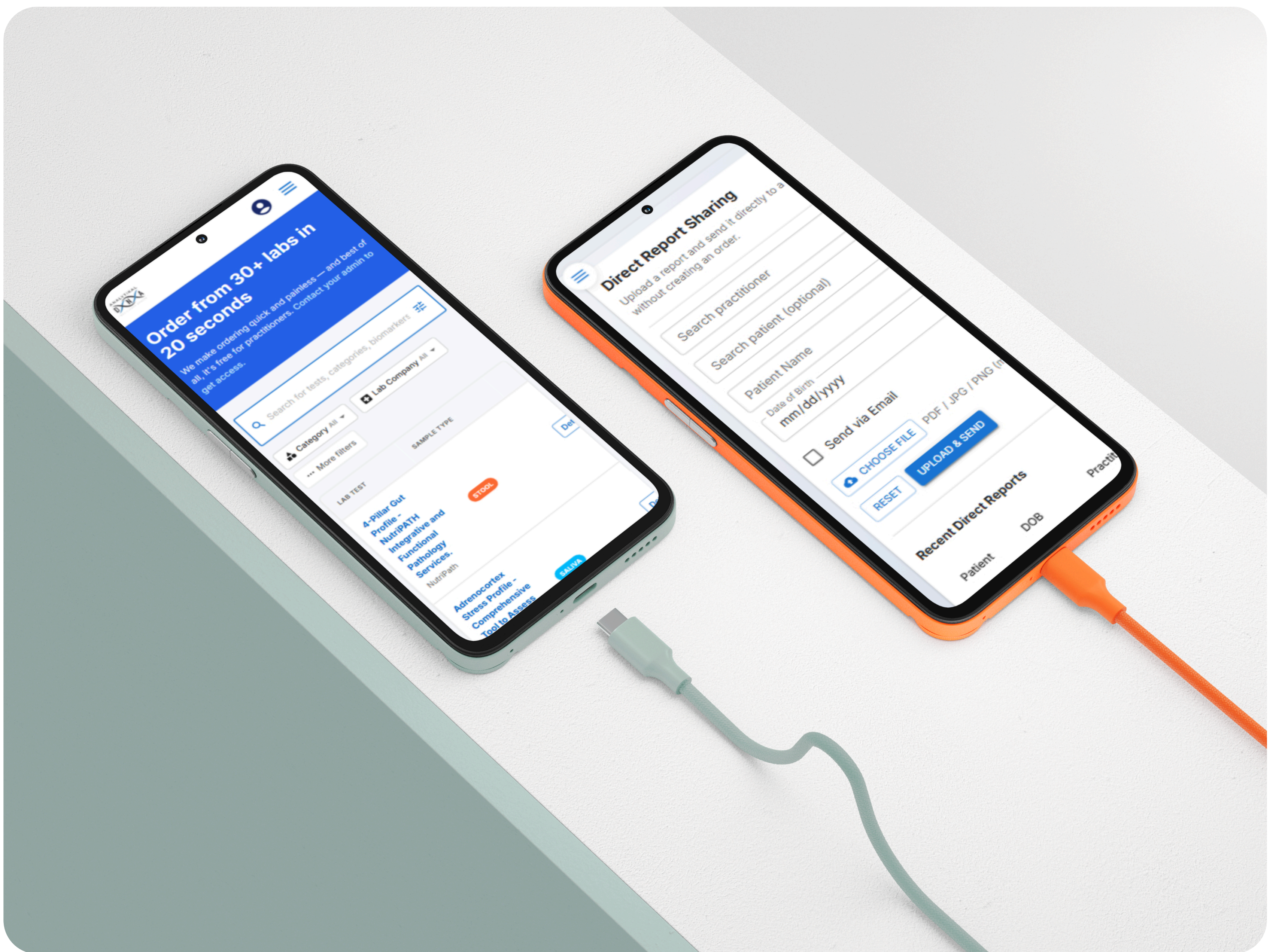


POST-SERVICE



Before Vs *After* Visibilty

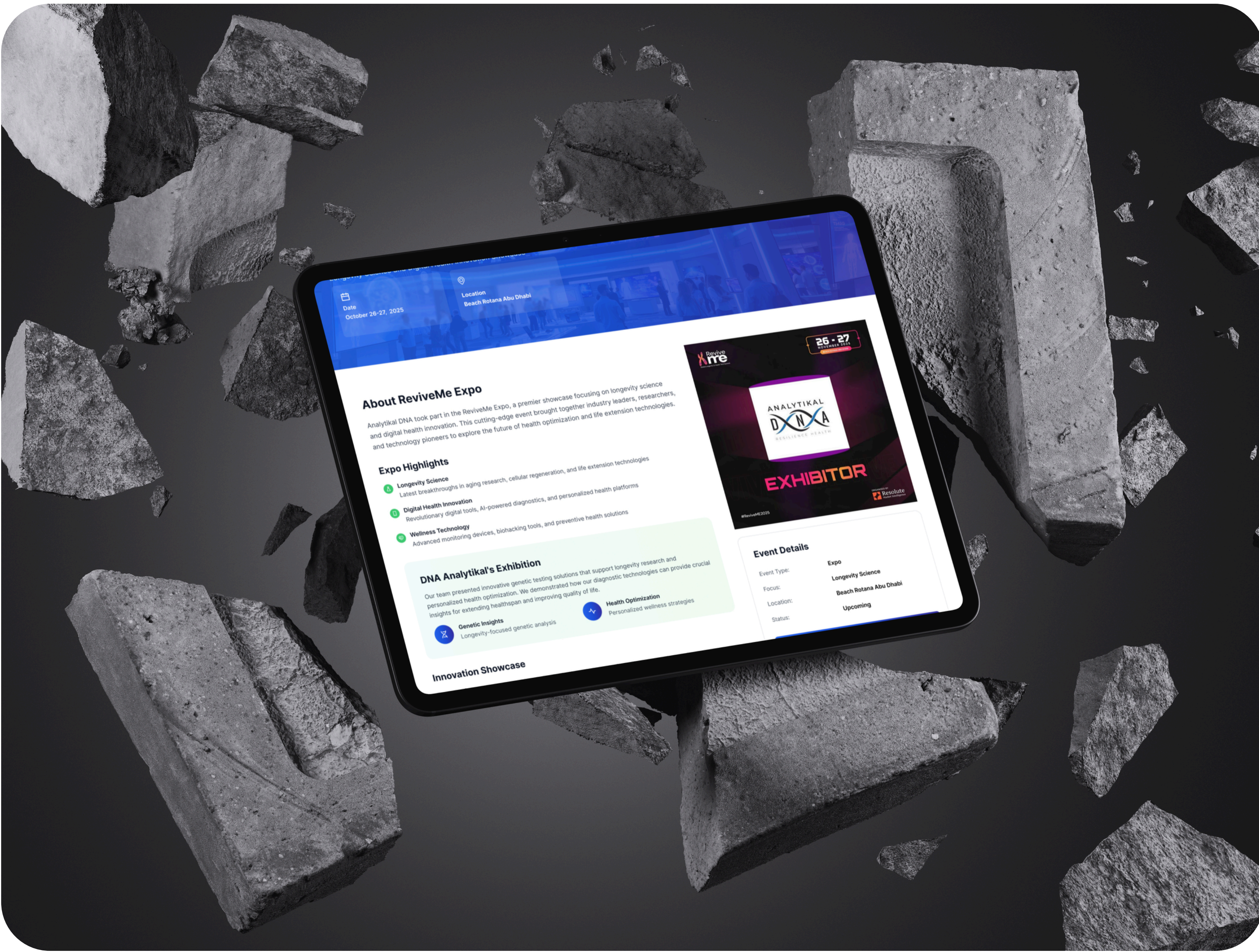
AREA	BEFORE	AFTER
Workflow visibility	Manual and fragmented	Centralized, role-based dashboards
Report sharing	Email/manual transfer	Controlled upload, review, and release
Status tracking	Inconsistent	Standardized lifecycle state
Audit trail	Limited traceability	Timestamped action history
Patient access	Delayed/informal	Direct access after practitioner approval

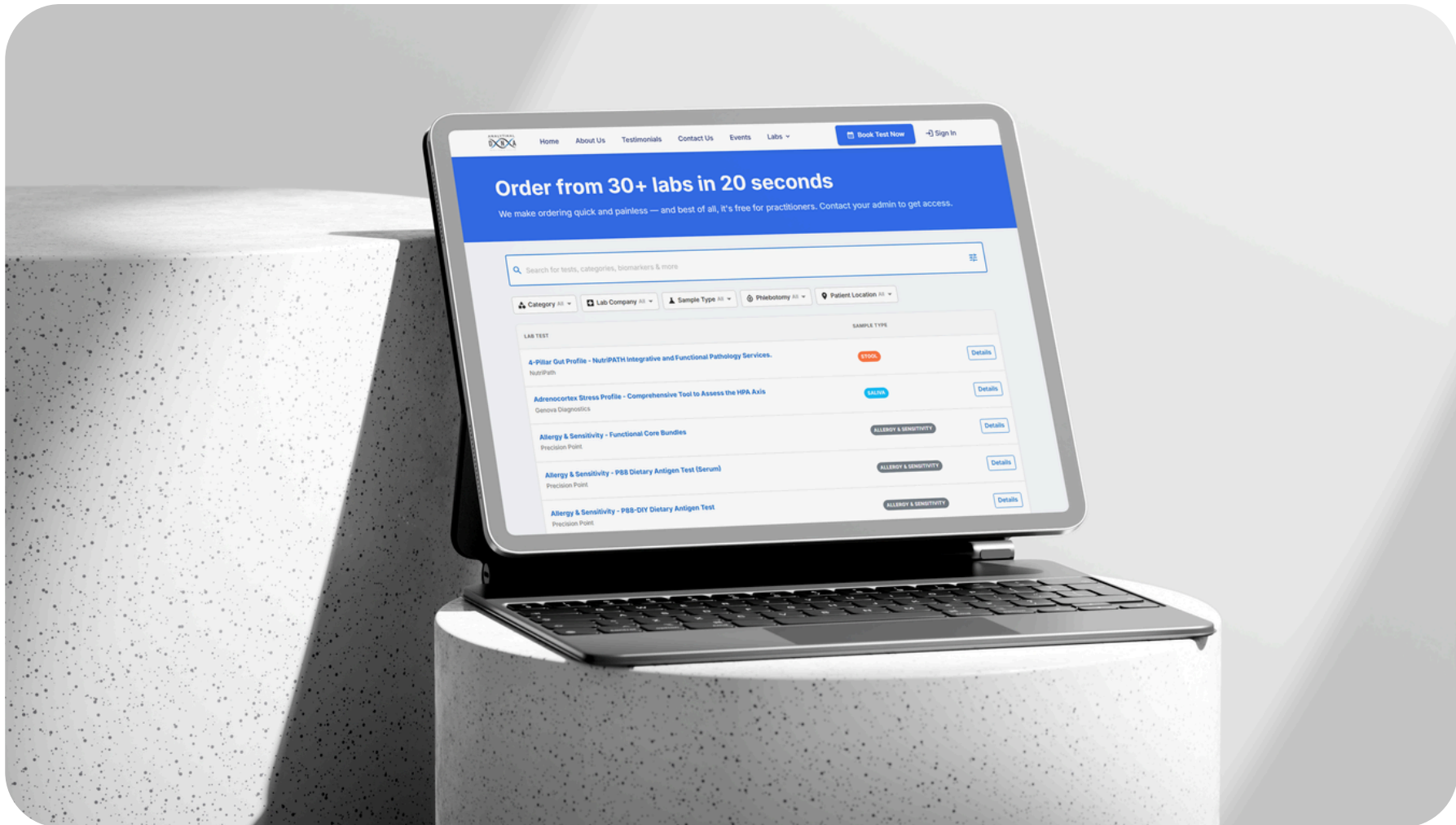
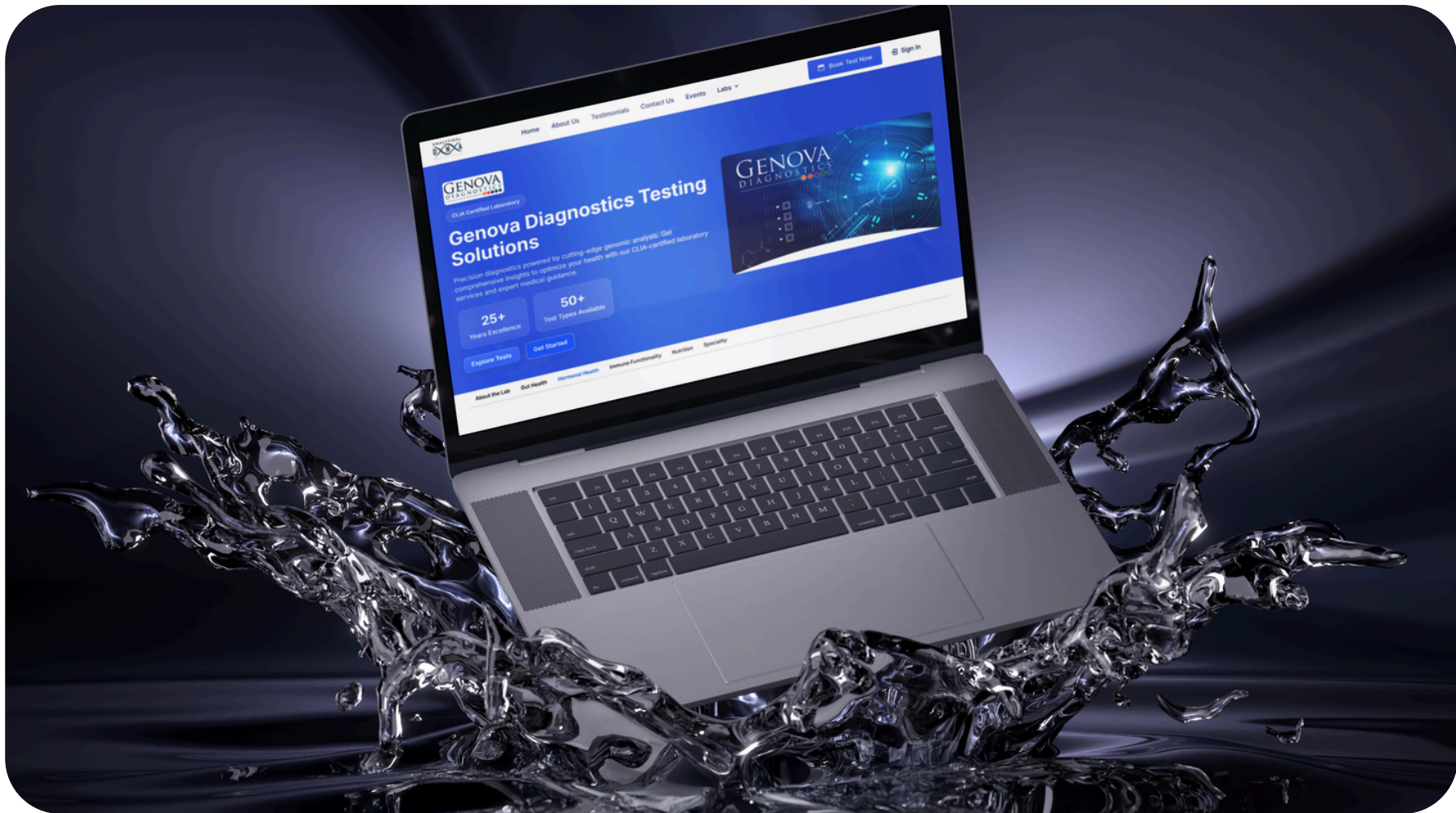


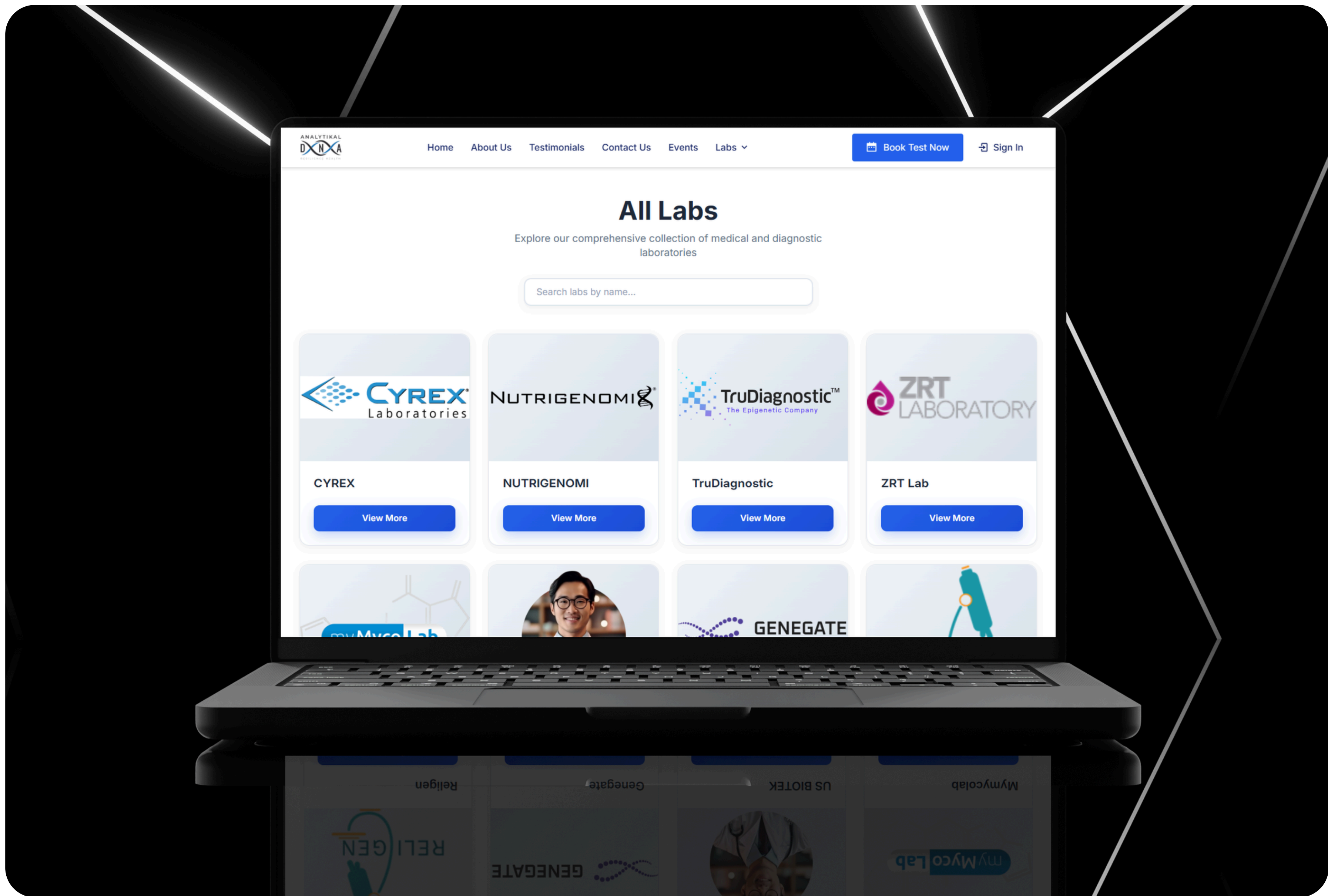
Design *Objective*

We Defined Clear, Measurable Goals Before Beginning The Design Process To Ensure Every Decision Was Purposeful And Tied To Real User Or Business Needs.

- Design An Intuitive Journey From Test Discovery To Understanding Results
- Build Trust Through Clear, Educational, And Credible Health Content
- Ensure A Seamless, Mobile-First Experience Across All Devices
- Increase Engagement With Informative Health Insights And Explanations
- Drive Conversions With Clear CTAs For Testing And Consultations







How It *Work*

We designed a seamless, patient-first functional testing journey—from sample collection to personalized health insights—ensuring accuracy, convenience, and actionable results.

Discovery & Health Assessment

Understood user health concerns, lifestyle patterns, and testing needs through guided onboarding and consultation.

- Home Collection Request
- Health Questionnaire
- Consultation Support
- Test Selection

Sample Collection & Logistics

Enabled hassle-free at-home sample collection handled by certified professionals across all regions.

- Home Collection
- Certified Specialists
- Secure Handling
- Convenient Scheduling

Laboratory Testing & Analysis

Processed samples in high-precision laboratories to detect key biomarkers and underlying health conditions.

- 99.9% Accuracy
- Advanced Diagnostics
- Biomarker Analysis
- Quality Assurance

Personalized Health Reports

Generated detailed, easy-to-understand reports with insights into gut health, nutrition, hormones, and immunity.

- Detailed Reports
- Visual Insights
- Health Metrics
- Condition Indicators

Recommendations & Wellness Planning

Delivered tailored recommendations for diet, lifestyle, and treatment based on individual test results.

- Personalized Plans
- Diet Guidance
- Lifestyle Changes
- Ongoing Support

Continuous Support & Monitoring

Provided expert consultation and follow-ups to help users track progress and improve long-term health outcomes.

- Expert Guidance
- Progress Tracking
- Follow-ups
- Customer Support

Tool *Used*

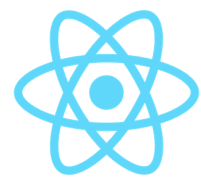
Designing



Figma



Frontend



React Router

AXIOS

Backend



EXPRESS Js

Database



mongoDB®

MONGOOSE®

Security



JWT



middleware

UX Alerts



File Management

node + Multer

Testing/Development



Jest



SuperTest



mongoDB®

Full Preview

ANALYTICAL
DNA

Genetic Testing in UAE

Home

About Us

Testimonials

Contact Us

Test Instructions

🔔

Get Started

Advanced DNA & Medical Testing

Unlock your health potential with comprehensive genetic and medical testing services. Get accurate, personalized insights delivered to your home across UAE with our ISO-certified partner laboratories.

99.9%
Accuracy Rate

10K+
Happy Customers

5-7
Days Results

📅

Book Test Now

📞

Contact Doctor

✅

ISO Certified Labs

🏠

Home Collection

🏆

Award Winning

★★★★★ 4.9/5

"Exceptional service and accurate results. Highly recommended!" - Dr. Sarah Ahmed

🏠

Home Collection

Available UAE-wide

🧬

99.9% Accuracy

Certified Results

★★★★★

Categories

Services designed to improve your overall wellness.

👤

Hormonal Health

Complete hormonal profile testing for thyroid, reproductive, and stress hormones.

18+ Tests Available

Home Collection Available

View Tests

→

🧠

Mental Wellness

Genetic insights into mental health, stress response, and cognitive function.

8+ Tests Available

Home Collection Available

View Tests

→

Trusted by Healthcare Professionals

Certified laboratories and trusted partnerships ensure accurate, reliable results

🏆

ISO 15189 Certified

International standards for medical laboratories

🛡️

HIPAA Compliant

Your health information is secure and protected

🏢

DHA Licensed

Dubai Health Authority approved facility

🔬

CLIA Certified

Clinical Laboratory Improvement Amendments certified

Our Laboratory Partners

Quest Diagnostics

LabCorp

Sonic Healthcare

NMC Healthcare

Mediclinic

Cleveland Clinic

🏠 Why Choose Us

Benefits That Make The Difference

Experience healthcare innovation with comprehensive genetic testing designed for modern lifestyles in the UAE.

🏠

Free Collection

Convenient Home Collection

Professional sample collection at your doorstep across all UAE emirates. No need to visit clinics.

Learn More

→

🕒

48hr Rush Available

Fast Results Delivery

Get comprehensive genetic reports within 5-7 business days with detailed health insights.

Learn More

→

🛡️

ISO 15189 Certified

Medical-Grade Accuracy

ISO-certified laboratory with 99.9% accuracy rate, trusted by healthcare professionals.

Learn More

→

👤

Personal Health Plan

Personalized Health Insights

Customized recommendations based on your genetic profile for diet, fitness, and wellness.

Learn More

→

🔒

HIPAA Compliant

Complete Privacy Protection

Your genetic data is encrypted and secure. We never share information without consent.

Learn More

→

🎧

Free Counseling

Expert Consultation

Free consultation with genetic counselors to help you understand and act on your results.

Learn More

→

Start Your Health Journey Today

Don't wait for symptoms to appear. Take control of your health with proactive genetic testing that reveals your body's unique needs and risks.

✓ Risk-free testing ✓ Money-back guarantee

📅 Book Free Consultation

🌱

Health Improved

95% of customers

Comprehensive Health Testing Categories

your health journey. Our

48hr

Average Turnaround

Fast, reliable results

🏠

CLIA Approved

👤

How do we serve our customers?

Comprehensive genetic and medical testing services. Your journey to better health starts here.

👤

What our customers say

See how our customers feel about their experience with DNA Analytical in the UAE.

Dr. Michael Roberts
Endocrinologist, Medicinist

★★★★★

"The hormonal health testing panel is incredibly detailed. It provides insights that help me diagnose and treat patients more effectively. DNA Analytical has become an essential part of my practice."

Omar Abdullah
Patient, Sharjah

★★★★★

"The specialty testing for rare genetic conditions gave me peace of mind about my family history. The process was professional, and the genetic counseling helped me understand the results."

🔍

What do you offer?

Comprehensive genetic and medical testing including gut health, immune assessments, immune function tests, and more. All tests are performed by ISO-certified laboratories.

📅

How does sample collection work?

Our team will visit your home for a professional sample collection.

🕒

How long does it take to get results?

Results are typically available within 5-7 business days.

🔒

How secure and reliable are the results?

Our tests are performed by ISO-certified laboratories, ensuring high accuracy and reliability.

💰

Are the prices affordable?

We offer competitive pricing for our comprehensive testing services.

👤

How do I consult with my doctor?

We provide free consultations with genetic counselors to help you understand your results.

our