

Redefining the User Portal

INDUSTRY
Healthcare

CONCORD CAPABILITY
Digital & User Experience

Project Overview //

One of Concord's healthcare clients won the health insurance business of a global web technology company with approximately 50,000 members. As a direct result, they felt the need to upgrade their user's web experience - and fast.

Concord was given 6 months to design and develop the new web experience and portal by leveraging Liferay, the leading open source portal, as the enterprise portal software solution.

Project Results //

Concord conducted user research, built usability protocols, and designed a new consumer portal that vastly improved the customer experience. Concord provided the wireframes, visual design comps, and an Axure-based interactive prototype, as well as the user interface - writing valid, semantic HTML, CSS and JavaScript/Query to meet visual design and interaction specifications.

Most importantly, Concord successfully met the launch date and provided post-launch functionality and enhancements to the portal.