

Building Labcoat

Quest Diagnostic's Design System

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Understanding the need for a design system

This began as a self-initiated project. I saw the need and the opportunity to alleviate issues for both development and design after a few short months working for Quest Diagnostics for only a few months.

I currently lead the design effort and work closely with our lead developer to build out the design system.

The main reasons Quest needed a design system:

- Existing styleguides and guidelines are not aligned or followed
- Product teams work in silos with little or no communication; often working off multiple code bases
- Inconsistencies and technical problems disrupts the user experience across the product portfolio
- A lot of time and effort spent on implementation decisions
- At scale, the inefficiencies were creating both technical and design debt by shipping one-off solutions
- There was little to no focus on accessibility

Some obstacles we've faced in getting Labcoat off the ground:

Obstacle 1

Quickly build a proof of concept and apply it to a project to show value with only 2 resources working on the design system (usually at 50% or less capacity) at one time.

Solution

Set up a better way for designers and developers to contribute when they had free time from normal tasks.

Obstacle 2

Selling the design system as a single source of truth. We ran into a lot of territorial stakeholders at first.

Solution

We found the right people to talk to and setup an ongoing dialog. It was important that they felt like they were contributors and not being dictated to.

Obstacle 3

Getting funding and resources for the design system, so it would be treated as an actual product.

Solution

Still trying to figure this one out.

Process Overview

Phase 1



Audit



Understand



Ideate



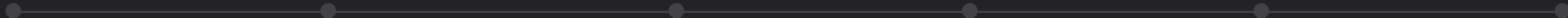
Design



Test



Analyze



Phase 2



Define



Design



Dev



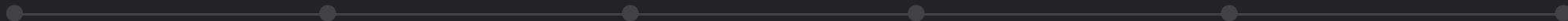
Test



Analyze



Repeat





Auditing the Quest User Experience

We did an extensive audit of all Quest products and websites. We created an inventory of all UI elements, components, and layouts by completing a user flow analysis to pin point UI inconsistencies.

We also gathered a list of issues from customer service and user feedback to help validate our assumptions of certain issues.



Audit and Analyze color usage

There were a few color palettes being used across Quest because most design work was outsourced until recently. In addition, the brand color palette was created mainly for print.

Brand Guidelines Color Palette

#35792A
#C6D52F
#034C1F
#5E8AB4
#00587C
#DAAA00
#80276C
#A7A8AA
#63666A
#B40C2F
#000000

Quartz Digital Styleguide Color Palette

#35792A
#22672A
#19551F
#C4D809
#77A32D
#B4C700
#FFEC02
#FFF78D
#DAAA00
#E65100
#D32F2F
#B71C1C

#3D83E1
#00ACEA
#5E8AB4
#00587C
#80276C
#FFFFFF
#F8F8F8
#ECECEC
#D8D8D8
#A7A8AA
#63666A
#333333
#222222

Agency Color Palette (Sketch)

#35792A
#22672A
#19551F
#C4D809
#B4C700
#F44336
#FF9800

#FFFFFF
#F8F8F8
#ECECEC
#DEDEDE
#D8D8D8
#A7A8AA
#63666A
#000000

Agency Color Palette (Identity PDF)

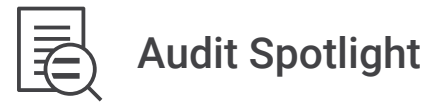
#35792A
#034C1F
#C6D52F
#00587C
#C35600
#80276C
#B40C2F
#FFFFFF
#F2F2F2
#DEDEDE
#63666A
#333333

Analyze color accessibility

Since we wanted to put an emphasis on accessibility, we went through the color palettes and assessed whether they passed accessibility standards.

Color and Contrast Accessibility

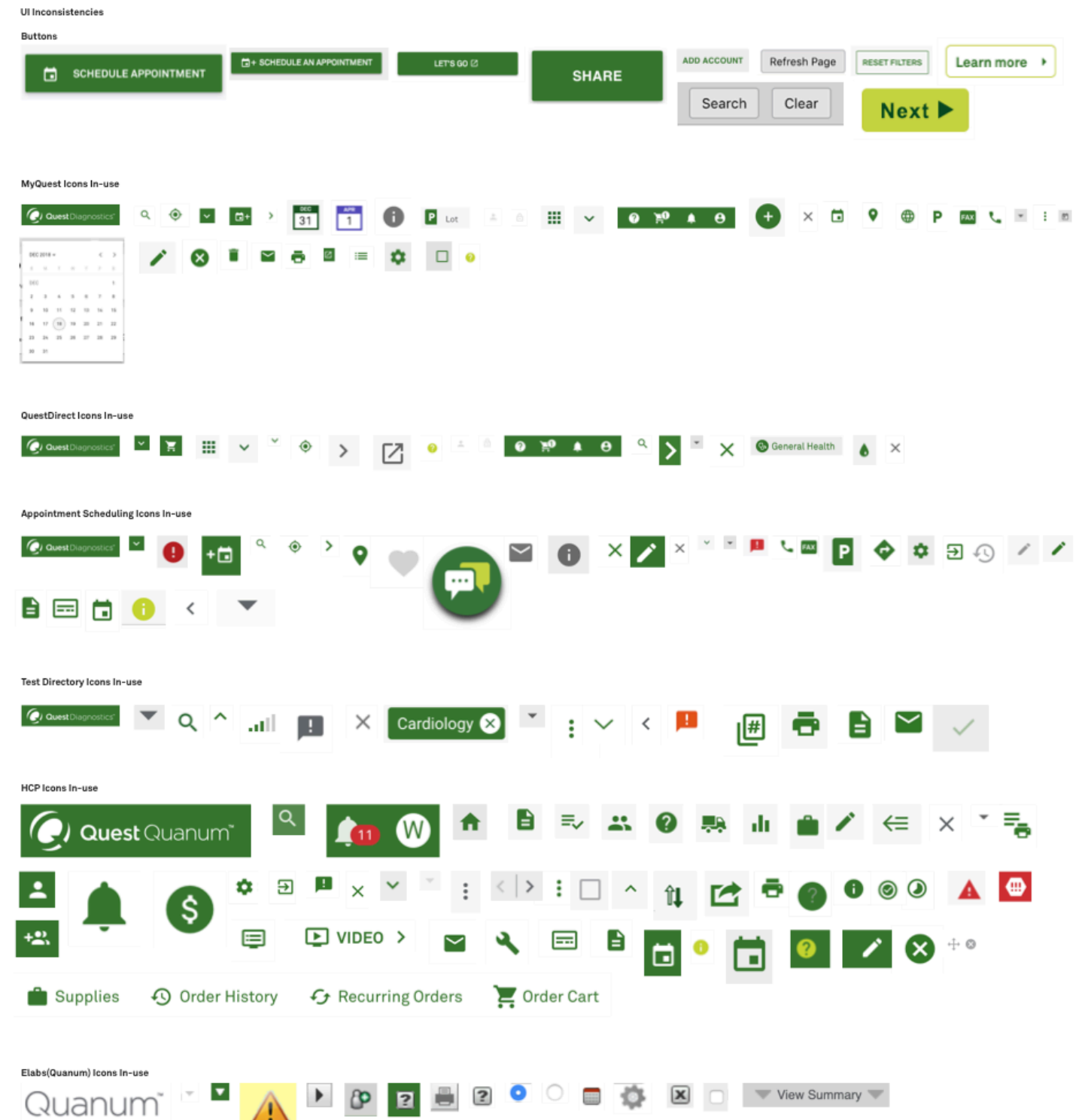
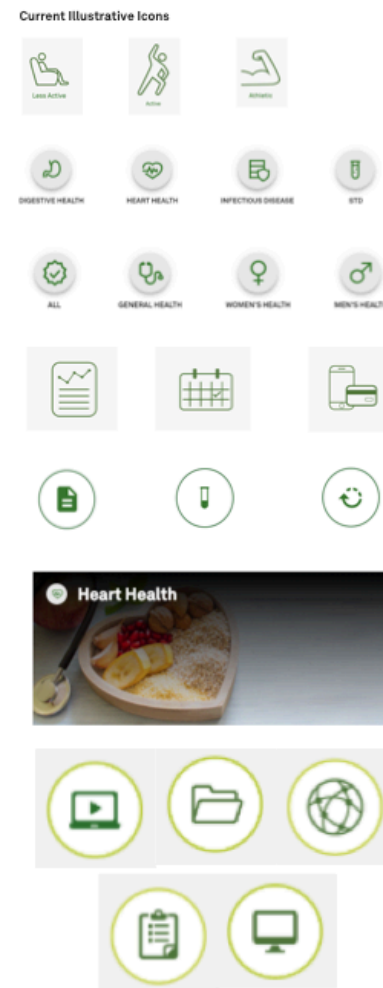
Foreground Colors	Background Colors							
	#FFFFFF	#F8F8F8	#ECECEC	#D8D8D8	#A7A8AA	#63666A	#333333	#222222
#35792A	✓	✓	✓	✗	✗	✗	✗	✗
#22672A	✓	✓	✓	✓	✗	✗	✗	✗
#19551F	✓	✓	✓	✓	✗	✗	✗	✗
#C4D809	✗	✗	✗	✗	✗	✗	✓	✓
#77A32D	✗	✗	✗	✗	✗	✗	✗	✗
#B4C700	✗	✗	✗	✗	✗	✗	✓	✓
#FFEC02	✗	✗	✗	✗	✗	✓	✓	✓
#FFF78D	✗	✗	✗	✗	✗	✓	✓	✓
#DAAA00	✗	✗	✗	✗	✗	✓	✓	✓
#E65100	✗	✗	✗	✗	✗	✗	✗	✗
#D32F2F	✓	✓	✗	✗	✗	✗	✗	✗
#B71C1C	✓	✓	✓	✓	✗	✗	✗	✗



Complete Layout and UI Audit

We took inventory of Quest's products and websites to get an overall sense of where can improve the UI/UX.

We also gathered user feedback from ongoing projects to understand any pain points.





Designing with users in mind

After completing the audit, it was clear that Quest teams worked in a lot of design and development silos. From a single flow, a user could see a few different executions of the same element or component.

With accessibility in mind, I updated the UI color palette, introduced a typographic scale, and applied best practices such as line lengths and mobile touch points.



Updated and Intentional Color Palette

The Quest brand green was used for almost everything. There were few guidelines around the usage which led to open interpretation and overuse.

We restricted the use of the brand green to specific instances. I also introduced a color scale for the UI colors and reduced the number of colors used overall.

Brand Colors



Typography Colors

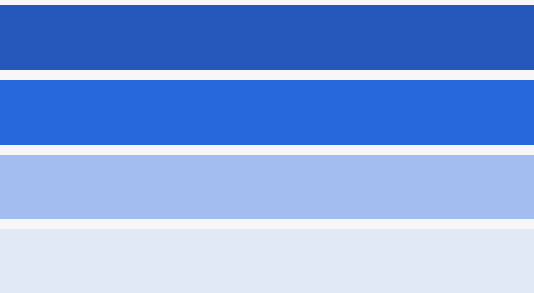


UI Colors

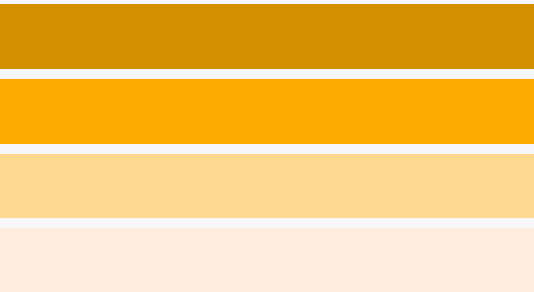
Brand, Positive, Success



Informative



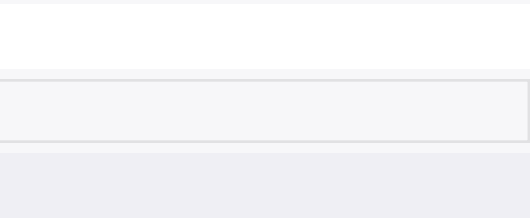
Alert, Warning



Error, Negative



Background Colors



Typography

Quest’s brand font, Akkurat, was limiting for digital applications. There were issues with the numerals at smaller sizes which was a problem for many of their analytical products.

I was able to work with the brand team to find a font that was similar and gave us the flexibility we needed while solving the numeral issue.

Roboto

Rr

68

Text Style

display-1

display-2

h1

h2

h3

h4

h5

body-base

body-small

disclaimer

Typeface + Weight

Roboto Medium

Roboto Medium

Roboto Bold

Roboto Bold

Roboto Bold

Roboto Bold

Roboto Bold

Roboto Regular

Roboto Regular

Roboto Regular

Size

36 px

28 px

24 px

20 px

18 px

16 px

14 px

15 px

13 px

12 px

Line

40 px

32 px

32 px

28 px

24 px

20 px

20 px

24 px

20 px

20 px

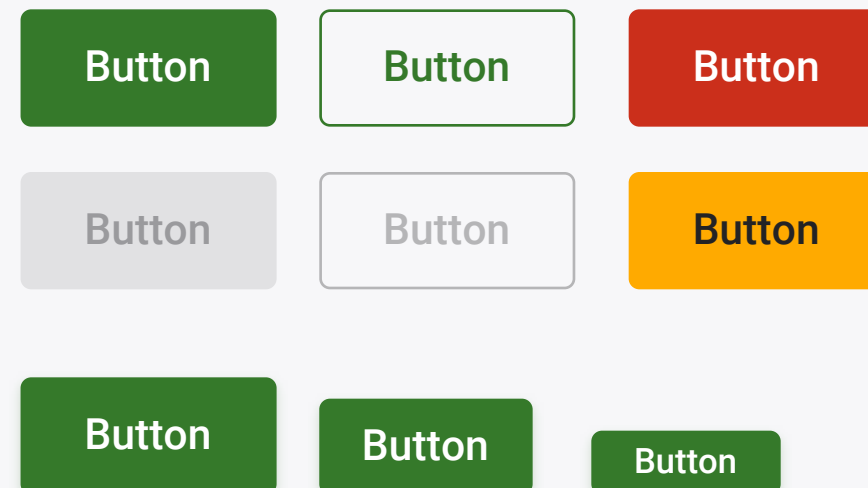


UI Components

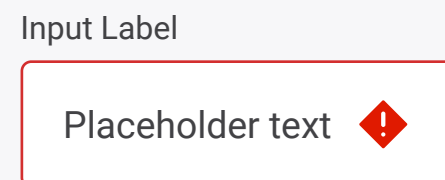
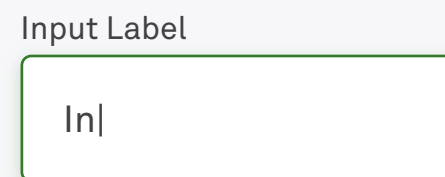
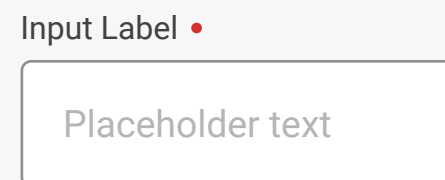
Previously, Quest used a mix of Material design and custom executions. However, that was not an ideal UI for a majority of the products that Quest has, especially inputs.

We decided to go with a more clear indication of inputs. And stricter guidelines on padding and spacing for all components using a soft 4 px grid.

Buttons

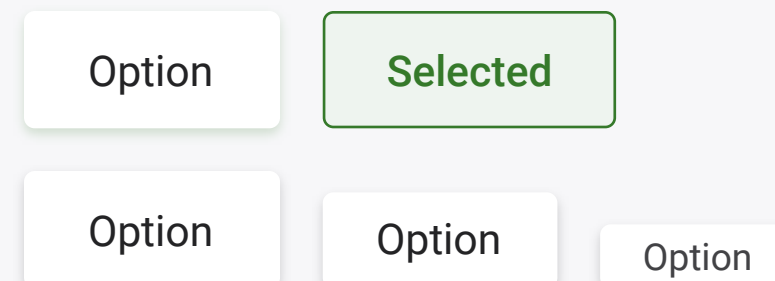
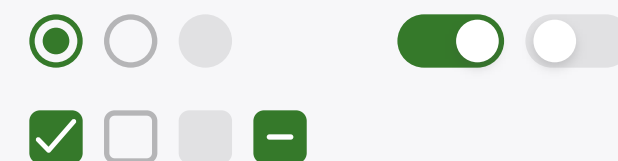


Inputs

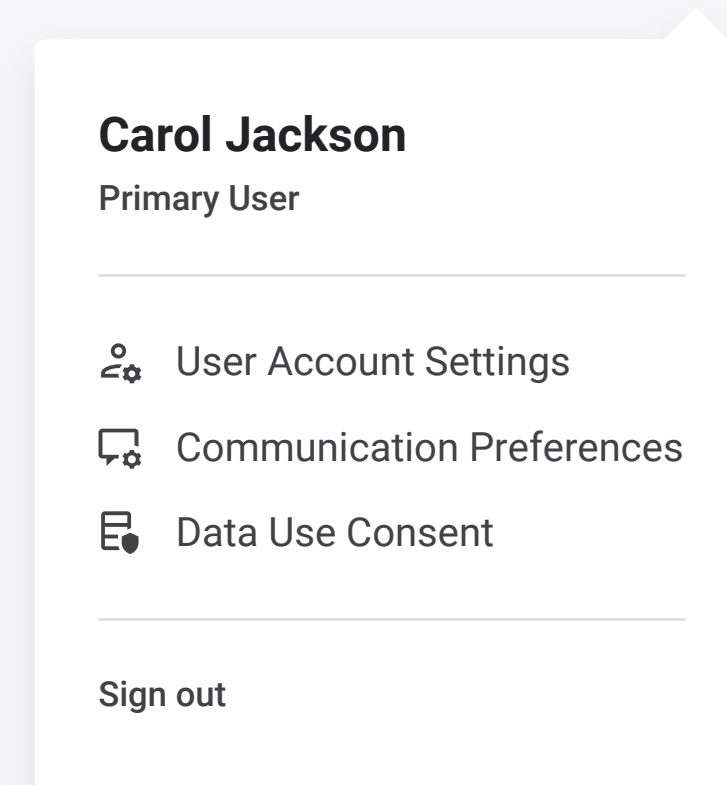


Input error message

Selectors



User Menu



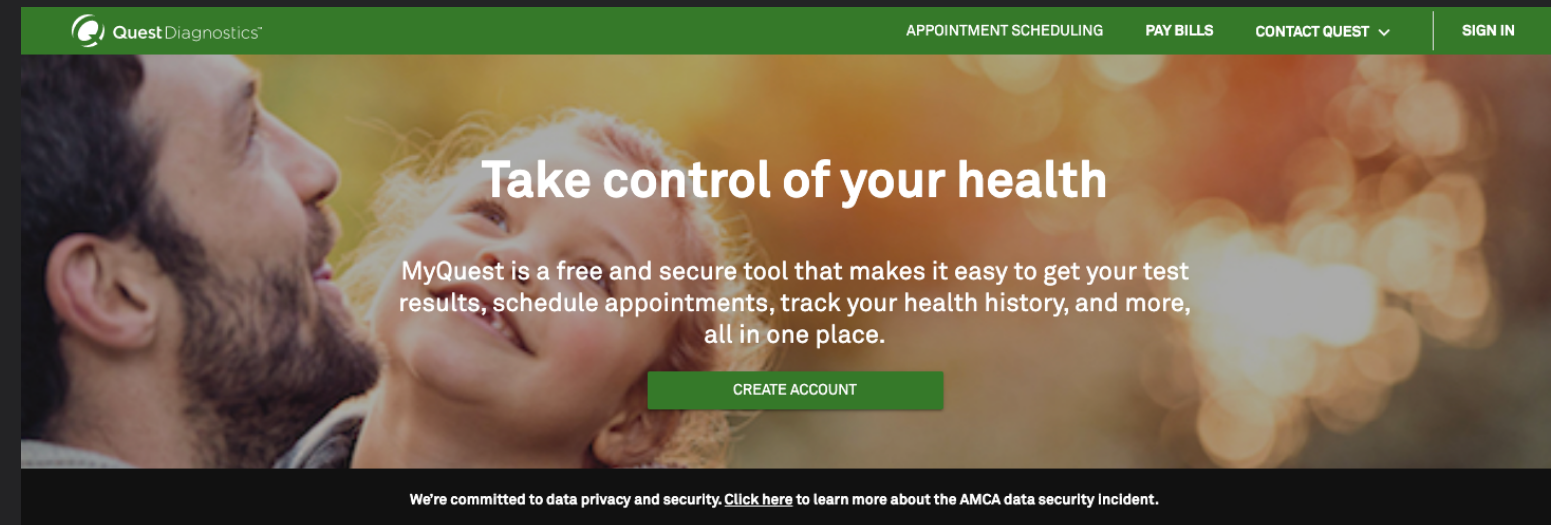


Applying Labcoat UI

Before and after screens for a few of the projects I worked on.

MyQuest Landing Page

Before (Current)



Visit Quest on your time

Visit one of Quest's 2,200 Patient Service Centers – when it's convenient for you. With thousands of locations in neighborhoods across the country, you're never too far from getting the testing that you need.

 + SCHEDULE AN APPOINTMENT

Find a Quest location near you

Search by City, State, Zip, or Location Name

Your activity center

With a secure account you get quick access to your latest test results, upcoming lab appointments, and more.



Get your test results, faster

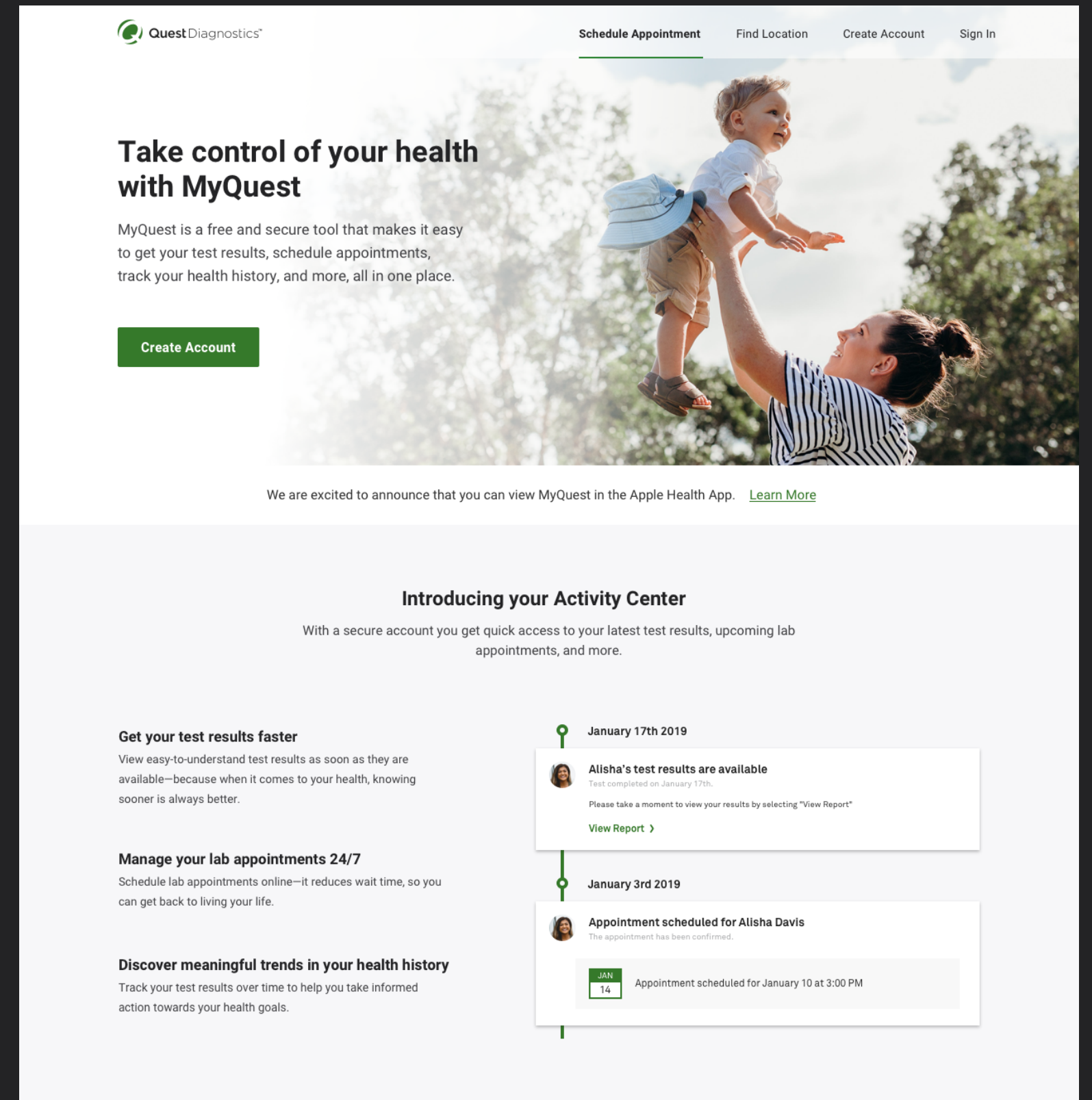
View easy-to-understand test results as soon as they are available – because when it comes to your health, knowing sooner is always better.



Manage your lab appointments 24/7

Schedule lab appointments online – it reduces wait time, so you can get back to living your life.

After (I designed with Labcoat)



Appointment Scheduling

Before (Current)

QuestDiagnostics™

NEED HELP? ▾

CREATE ACCOUNT

SIGN IN

Schedule Appointment

✕

✓ REASON FOR VISIT

✓ TESTING LOCATION

SCHEDULE

REASON FOR VISIT

Edit ✎

Urine Drug Test DOT- Electronic

TESTING LOCATION

Edit ✎

Quest Diagnostics - Highland Meadows

11717 Highland Meadow Dr , Houston, TX 77089

Open Hours

View Hours

SCHEDULE APPOINTMENT

< January 2020 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
	18 Available ▾	23 Available ▾	21 Available ▾	24 Available ▾	21 Available ▾	
19	20	21	22	23	24	25
	22 Available ▾	24 Available ▾	24 Available ▾	24 Available ▾	24 Available ▾	
26	27	28		30	31	1
	24 Available ▾	24 Available ▾		24 Available ▾	24 Available ▾	
2	3	4		6	7	8

< BACK:TESTING LOCATION

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DO NOT SELL MY PERSONAL INFORMATION

After (I designed with Labcoat)

QuestDiagnostics™

Schedule Appointment

Find Location

Help

Create Account

Sign In

Now, let's find a location, date, and time that works for you.

Q 45069

✕

< September 2019 >

<

1

2

3

4

5

6

7

8

9

10

11

12

>

Mon

Tue

Wed

Thu

Fri

Sat

Mon

Tue

Wed

Thu

Fri

Sat

.

Morning

Afternoon

2.5 miles

Quest Diagnostics - West Chester

7608 Cox Ln

West Chester, OH 45069

6:00a

6:15a

6:30a

6:45a

7:00a

7:15a

7:30a

7:45a

8:00a

8:15a

8:30a

8:45a

9:00a

9:15a

9:30a

9:45a

10:00a

10:15a

10:30a

10:45a

11:00a

11:15a

11:30a

11:45a

Show less times

^

(14 available)

5.5 miles

Quest Diagnostics - Jewish Mason

9313 S Mason Montgomery Rd

Ste 130

Mason, OH 45040

6:00a

6:15a

6:30a

6:45a

7:00a

7:15a

7:30a

7:45a

Show more times

✓

(12 available)

6.3 miles

Quest Diagnostics - Hamilton (Inside Walmart)

3201 Princeton Rd

Fairfield Township, OH 45011

6:00a

6:15a

6:30a

6:45a

7:00a

7:15a

7:30a

7:45a

Show more times

✓

(8 available)

Appointment details

✓ Reason for visiting

Routine Lab

2 Location, date, and time

3 Who's visiting

4 Insurance information

Next step

Previous step

Thanks for your time!

Please reach out if you have any questions about this project.

Jamie Gay

Product Design / UX / Creative Direction



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