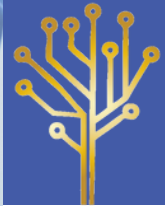# ESM CASE STUDY: RESEARCH

THE CLIENT

A leading software start-up was launching new tools for their digital health platform to keep up with the needs of a rapidly evolving market

THE CHALLENGES

The Client was experiencing difficulties in keeping up with increased demands from existing customers, robust competitor offerings, and a rapidly evolving digital health market with growth across various sectors. As a result, the Client was focused on expanding existing features, improving customer user experience, and breaking into the healthcare sector with the development of new tools and features.

At the time, the Client was working with an experienced engineering team, however, they lacked clinical expertise that was hindering their ability to grow with the digital health market.

Our team worked on developing and implementing clinical strategies that would attract and engage prospective and existing clients, and support expansion into the healthcare sector.

THE SOLUTION

To gain a better understanding of the needs of the present market, we interviewed Clients and Stakeholders across various market sectors, including military, defense, space, research, healthcare, and private sector, to gather feedback on existing use and identify future opportunities. Similarly, we worked closely with the Co-Founders, R&D scientists, and the Sales & Marketing team to identify gaps in the existing strategy.

To complement these observations, we conducted a scoping literature review and market analysis on the latest biometric features and mapped out a strategic plan for processing, validating, and launching new tools and features to satisfy all Stakeholders.

THE ACHIEVEMENTS

Performance Monitoring
Based on Client needs and the latest research, we identified new biometric features for continuous performance monitoring. Features were processed and feasibility testing was performed across various conditions and use cases.

Improved User Experience
Healthcare clients require actionable data, easy to access reports, and a user experience that promotes engagement. We worked with the development team to integrate user feedback to improve existing reports and platform user experience to reduce user pain points and increase user engagement.

FDA Medical Device Approval
We worked with an interdisciplinary team to develop and implement a clinical trial to satisfy FDA medical device testing and validation requirements.