

From medical jargon To Patient empowerment

Word cloud from user sessions

better (3) brochure (3) clear (9) click (9) condition (6) contact (6) deal (3) directly (4) disease (12)
easy (10) feel (5) fine (3) found (5) healthcare (12) help (4) home (14) important (4)
information (25) interesting (4) lady (3) looks (8) man (3) maybe (8) okay (4)
page (32) patient (32) people (10) person (6) picture (19)
professionals (11) psoriasis (3) quite (3) read (7) scroll (7) section (4) someone (3) start (5) video (4)
website (3) women (5)

Hi, I'm **Cedric Liebens**, A **Data & AI driven Product design** transformation lead

I accelerate **enterprise delivery in 90 days** by fixing
design systems and stakeholder alignment in B2B and regulated environments.

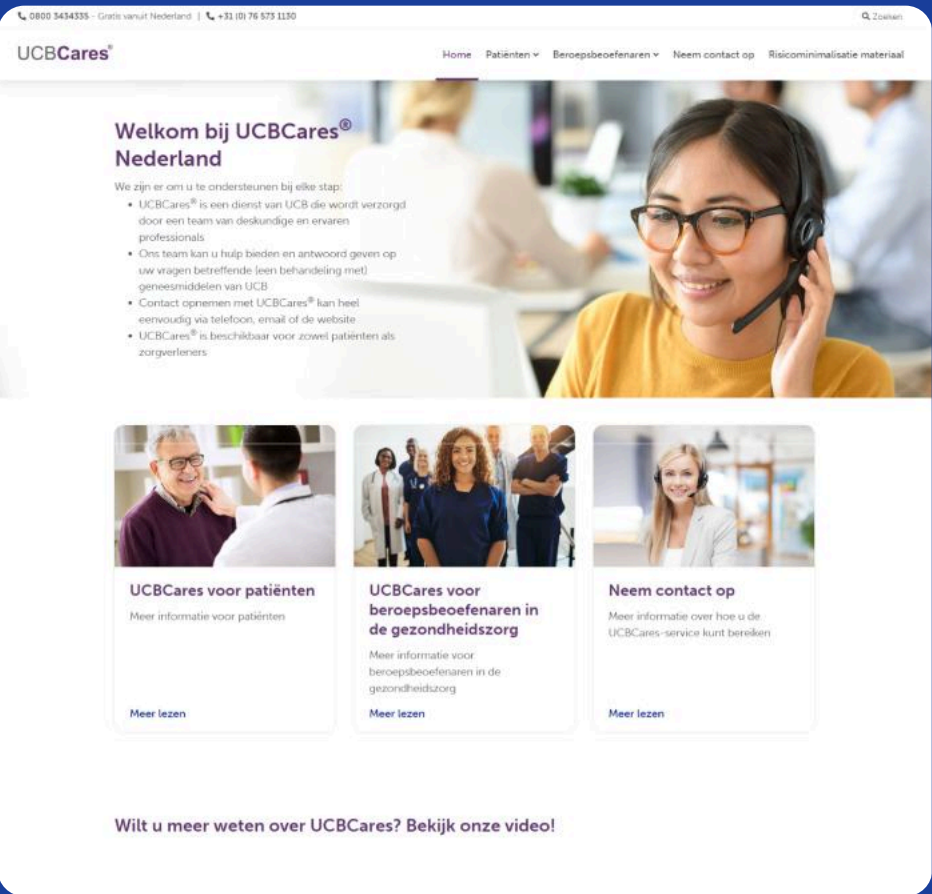
15+ years | Cross-industry pattern recognition. Pharma · Gov · B2B SaaS.
Outcome-first | Bridging Business, Design & Development.



56% of patients couldn't state what UCBCares is for

56% confusion rate

Baseline R1: n=9 (patient ambassadors), moderated tests.



5 of 9 patients couldn't understand what UCBCares was supposed to do

52.5 SUS score.

More insights

- ✗ Fragmented medical information
- ✗ Too clinical, not patient-centered
- ✗ "Is it a dating website?" (lack of clarity)
- ✗ Different sites per country (confusing)
- ✗ Medical jargon alienating patients
- ✗ Poor information structure (endless scrolling)

Why is it important

Patient lives

Rare disease
patients isolated

Treatment

Healthcare provider
burden

International

EU + Canada
+ Japan

Regulatory

Compliance
violations = fines

Patient lives stakes

- Rare disease patients isolated
- "I don't want to suffer alone"
- Mental health crisis
- Community needed

Treatment stakes

- Life-changing meds wasted if patients don't adhere
- Confused patients = non-compliance
- Healthcare provider burden

International stakes

- EU/Canada/Japan rollout at risk
- Millions of patients impacted
- UCB reputation
- Competitive edge

Regulatory stakes

- Pharma compliance violations = fines
- Medical accuracy critical (legal)
- Accessibility laws (disabilities)

Process

Patient-centered research methodology

My role:
Research Design + Methodology Execution



- Constraints navigated:
- Pharma regulatory compliance (legal accuracy)
 - Multi-market (EU/Canada/Japan differences)
 - Accessibility (Parkinson's motor challenges)
 - Brand consistency (UCB corporate identity)
 - International stakeholder coordination

Research methods used

My role:
Information architecture + service design

Patient Ambassadors (9 interviews, 2 rounds)

Iterative Prototyping (Figma → Test → Refine)

Think-Aloud Method (observe real behavior)

Thematic Analysis (7 patterns identified)

Task-Based Observation (completion tracking)

"Lego Game" Co-Creation (digital sitemap)

System Usability Scale (quantitative)

	SUS	Diversity	Information structure	Empathy	Branding	Pictures	Reliability	Website purpose
P1	52.5	I only see women. It's feminine.	I just want the facts. Why am I here? Big effort to concentrate on the information. Patients need steps. "Living with Parkinson" section is interesting, but it has too much text. Smaller, shorter. The home page is difficult because you need to scroll down to get information. It could be great to highlight some aspects. I want to choose the information and select how much I get. I need some key words.	People with Parkinson can't click very good. It is better to have more contrast. Motoric function is a problem. About the feelings at the website, I need to feel they understand me. I want warm feelings, secure feelings that I am going to be understood. It is more than UCB, it is about disease.	I didn't care too much care about it. UCBCares has a different slogan, but I am not really interested on this. I think it is not very relevant. The disease is patient's life. For UCB it's your work. But every morning I wake up with a question how my day will be.	You see professionals but mostly women. Is it a dating website? I would like to see examples of famous people living with the same disease (e.g. Muhammad Ali)	The possibility of calling gives confidence about the page. I wouldn't call myself, but it is good to know that someone is really caring about patients. That's really cool that this is not just a contact form. About the site, I am happy if I find info, but I will get disappointed if it takes longer. Also, why are there different websites in different countries - why is information different? Doesn't make any sense. Makes me really confused. Need more feelings, more security. First thing I think about pharma companies is they want to sell.	Normally I already know about my disease from my doctor. But if I have conflicting information, then I search online. I need a website to resolve the conflict.

Patients don't care about UCB brand. They care about: "Will I suffer alone?" and "Can I trust this information?"

My role:
Thematic Analysis + Insight Synthesis

9 Patient Ambassadors

2 Research rounds

7 Thematic patterns

SUS 52.5-97.5

Lego game with patients

FlyOver

Lego 1

Lego 2

Participant 5

Add selected

←

→

3 / 3

⌵

CONTACT

YOUR UCB PRODUCT

HEALTHCARE PROFESSIONAL

TIPS AND TRICKS

UCB SUPPORT SERVICES

ABOUT UCB CARES

INFORMATION ABOUT THE DISEASE

HOME PAGE

PREPARE FOR A VISIT

LESS VISIBLE

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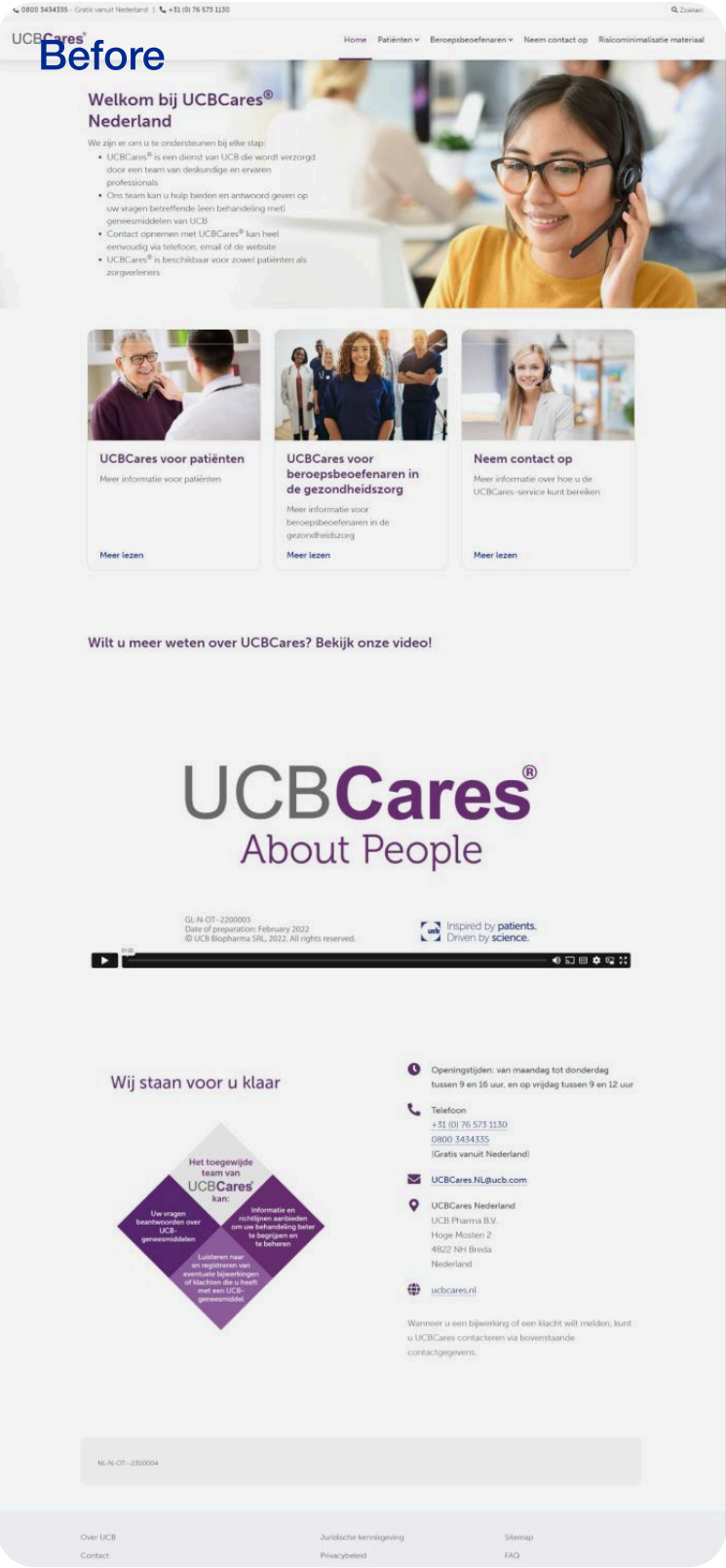
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Improving the user journeys based on qualitative insights.

My role:
User journey mapping



PERSONA
PATIENTS

Patients are the end-users of the products of a pharma company like UCB. Therefore, understanding their needs, behaviors, and attitudes is critical to designing a successful user experience. Some common subgroups within this persona could include people with chronic conditions, such as epilepsy, Crohn's disease, or rheumatoid arthritis.

	LEVEL 1		LEVEL 2		LEVEL 3	
	ONBOARDING				AFTERCARE	
Phase	AWARENESS		DIAGNOSIS		TREATMENT PLANNING	
Steps	PATIENT EXPERIENCES SYMPTOMS AND SEEKS INFORMATION ABOUT THEIR CONDITION		PATIENT RECEIVES A DIAGNOSIS FROM A HEALTHCARE PROVIDER		PATIENT STARTS THE PRESCRIBED TREATMENT	
Actions	Search for information online, ask friends or family for advice, schedule an appointment with a healthcare provider		- Ask questions about the diagnosis, - request further testing or referrals to specialists, - seek emotional support		- Consider the pros and cons of different treatment options, - weigh the potential side effects and risks, - ask for advice from other healthcare providers or support groups	
Customer sentiment	Concerned, anxious, curious		Relieved to have a diagnosis, confused about what it means, uncertain about the future		Hopeful but cautious, eager to start treatment, concerned about the impact on their daily life	
Pains	Difficulty finding reliable information, long wait times for appointments, fear of a serious diagnosis		- Difficulty understanding medical terminology, - long wait times for appointments or test results, - emotional distress		- Difficulty understanding the treatment options, - fear of side effects, - concerns about the cost of treatment	
Needs	- Accurate information about their condition and treatment options, - emotional support, - a clear understanding of the next steps in the process		- Clear information about the diagnosis and what it means for their health, - emotional support, - access to reliable resources for further information and guidance		- Clear information about the treatment options and their potential benefits and risks, - emotional support, - assistance navigating insurance and financial resources	
Brand touchpoints	- Website, - social media, - educational materials		- Educational materials - support resources - patient assistance programs		- Treatment information, - patient support programs, - insurance and financial assistance resources	
Other touchpoints	- Support groups, - online forums, - word-of-mouth recommendations		- Referral networks - online communities - patient advocacy groups		- Support groups, - online forums, - patient advocacy groups	
	ORDERING				AFTERCARE	
	INITIAL TREATMENT				MANAGEMENT	
	PATIENT STARTS THE PRESCRIBED TREATMENT				PATIENT CONTINUES TO MANAGE THEIR CONDITION OVER TIME	
	- Follow the medication or treatment regimen as prescribed, monitor symptoms and side effects, - communicate with the healthcare provider about any concerns or questions				- Attend follow-up appointments and tests, - adjust the treatment plan as needed, - seek support from healthcare providers or support groups	
	Optimistic about the potential benefits, apprehensive about side effects or changes in their routine, relieved to have started treatment				Adjusted to their condition and treatment routine, hopeful about the future, concerned about the long-term impact of their condition	
	- Difficulty adhering to the treatment regimen, - fear of side effects, - frustration with the slow pace of improvement				- Difficulty adhering to the treatment regimen over time, - concerns about the cost of ongoing treatment, - emotional distress related to the impact of the condition on their life	
	- Support for adhering to the treatment regimen, - resources for managing side effects, - emotional support				- Ongoing support for managing their condition and treatment, - resources for addressing the emotional impact of their condition, - access to information and support for long-term planning	
	- Patient support programs, - treatment information, - side effect management resources				- Patient support programs, - condition management resources, - long-term planning tools	
	- Support groups, - online forums, - patient advocacy groups				- Support groups, - online	

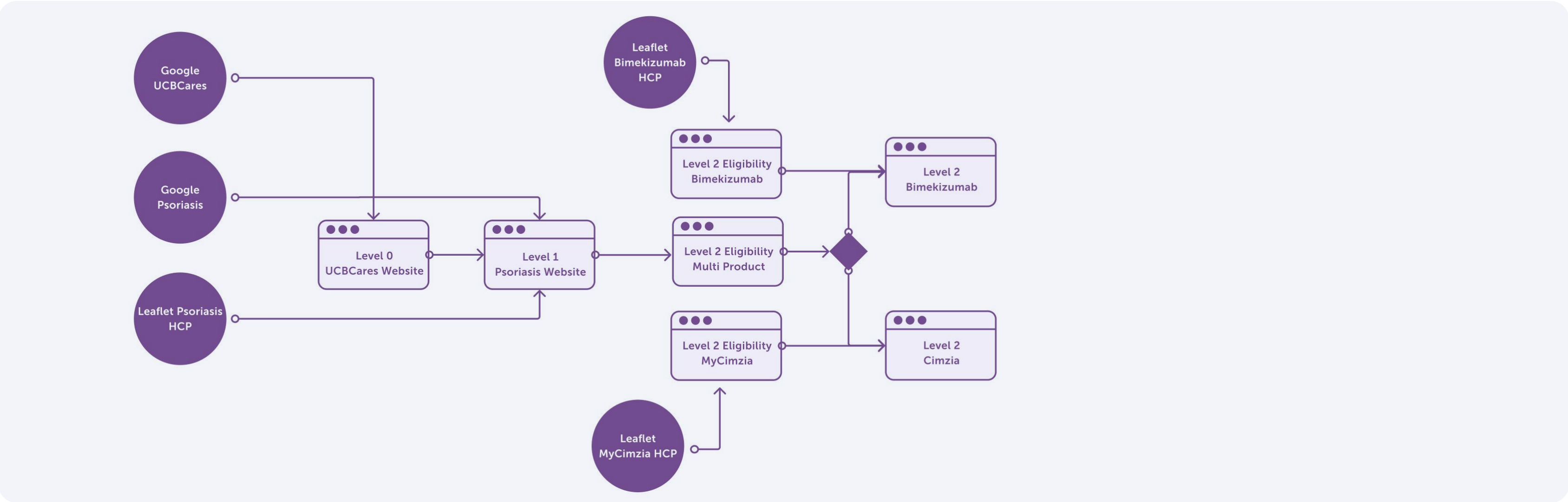


Even when I scroll, I don't know for what this site is. Maybe it's a dating site.

Jerome
Patient

Multi-Level Platform: Patient Journey Architecture

My role:
Information Architecture + Design Strategy

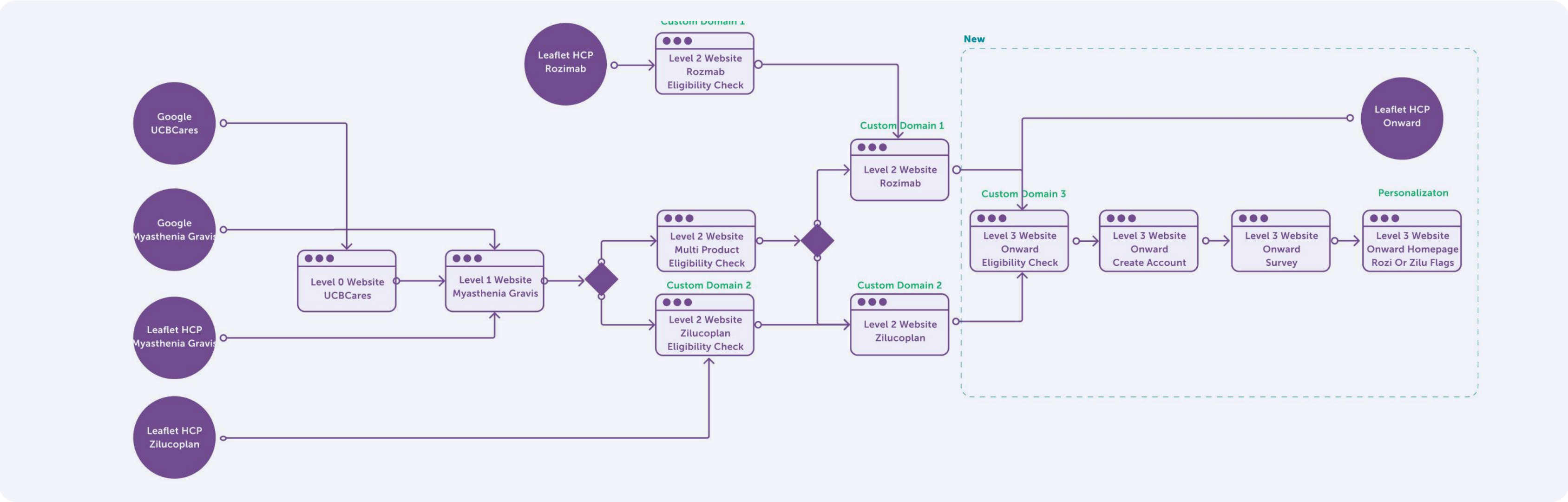


What we built:

- Level 0: entry/education**
Entry point from Google search → educational content
- Level 1: product support/eligibility**
Treatment guidance → eligibility checks → HCP resources
- Level 2: deep engagement/personalization**
Personalized content → account creation → product-specific (Bimekizumab, Cimzia, etc.)

Key design decisions

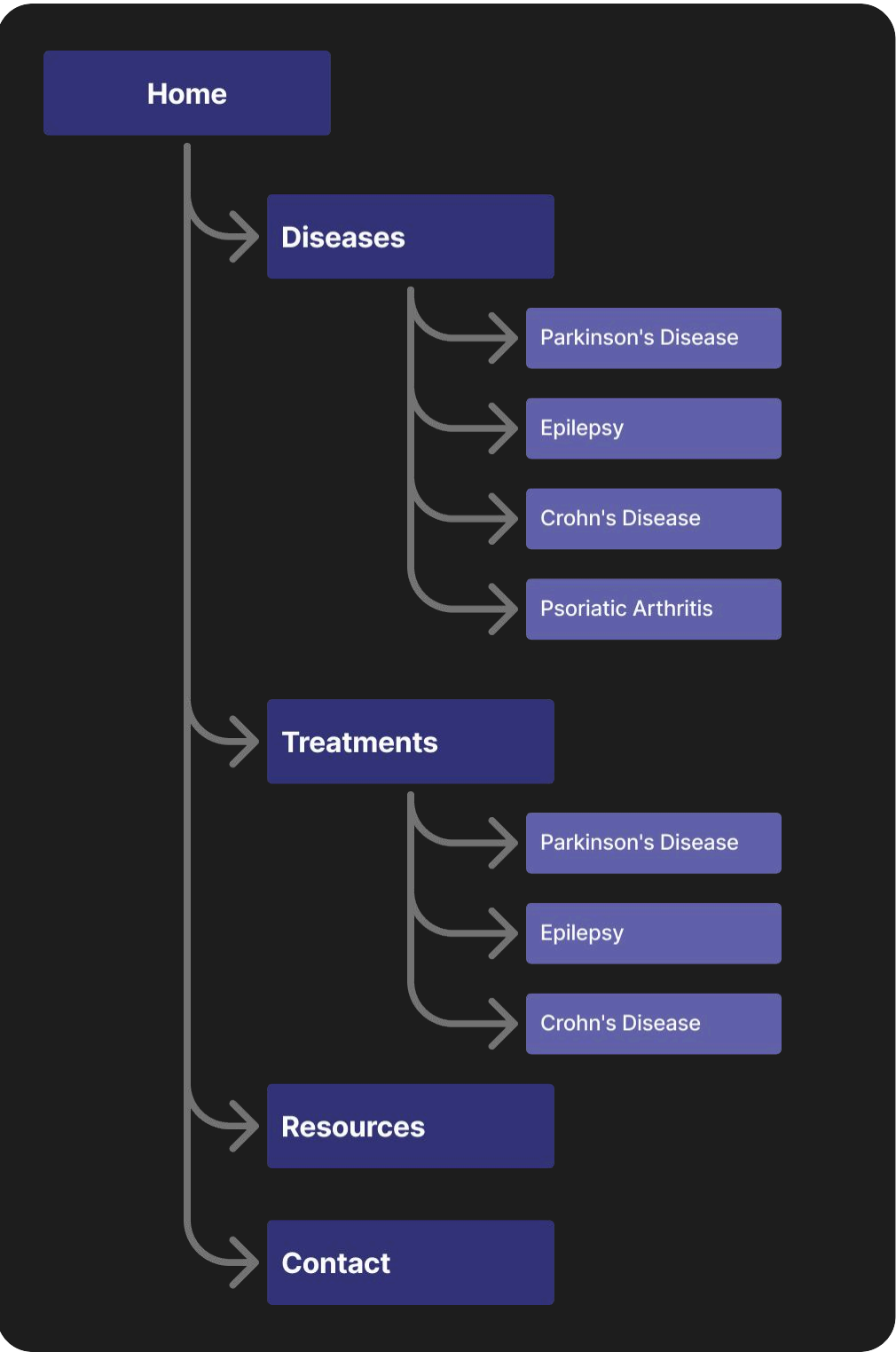
- Progressive disclosure**
Choose your depth, casual → engaged patient
- Multi-product routing**
Unified eligibility check for multiple treatments
- Custom domains**
Brand identity per product (Leaflet HCP URLs)
- Task-based IA**
"I'm newly diagnosed" not "Disease Information"



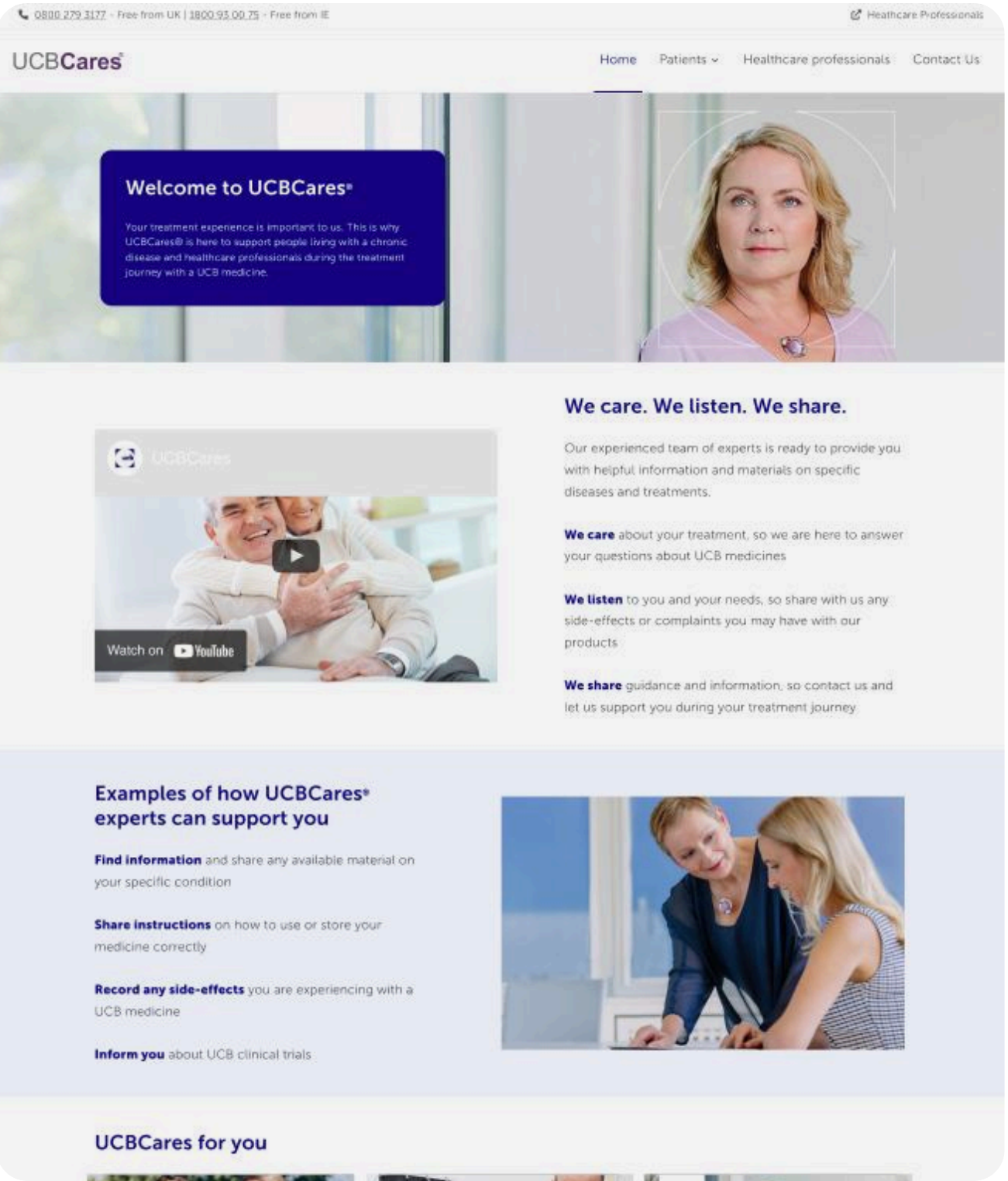
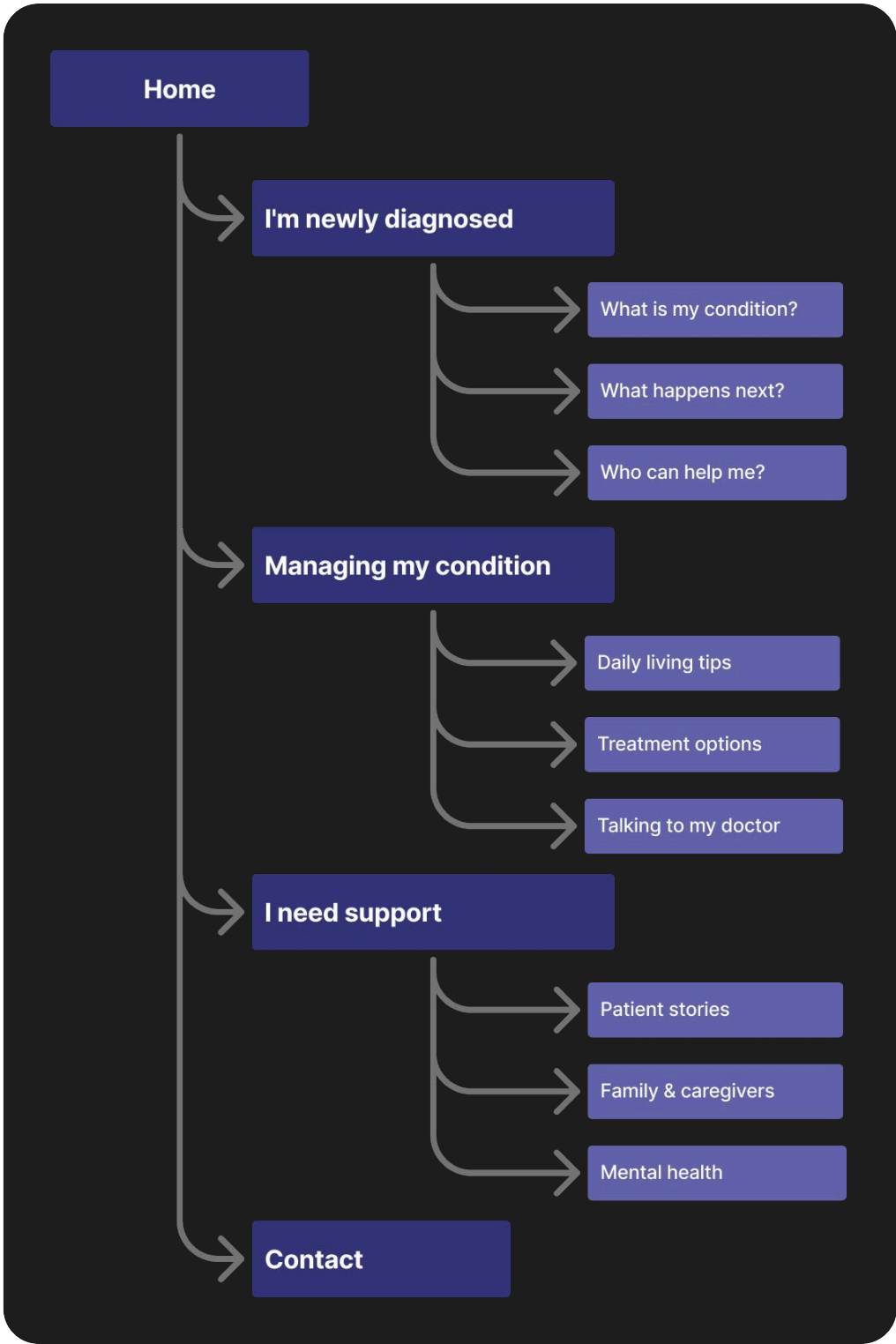
Level 1 site restructured

My role:
Information Architecture + Mental Model Research

Before: Clinical taxonomy



After: Patient journey



Key Insight

Patients think in questions, not categories
56% couldn't understand website purpose

Methods used

Digital card sorting with patient ambassadors
Mental model mapping (Lego-style online tool)
Task-based validation (3 user journeys)

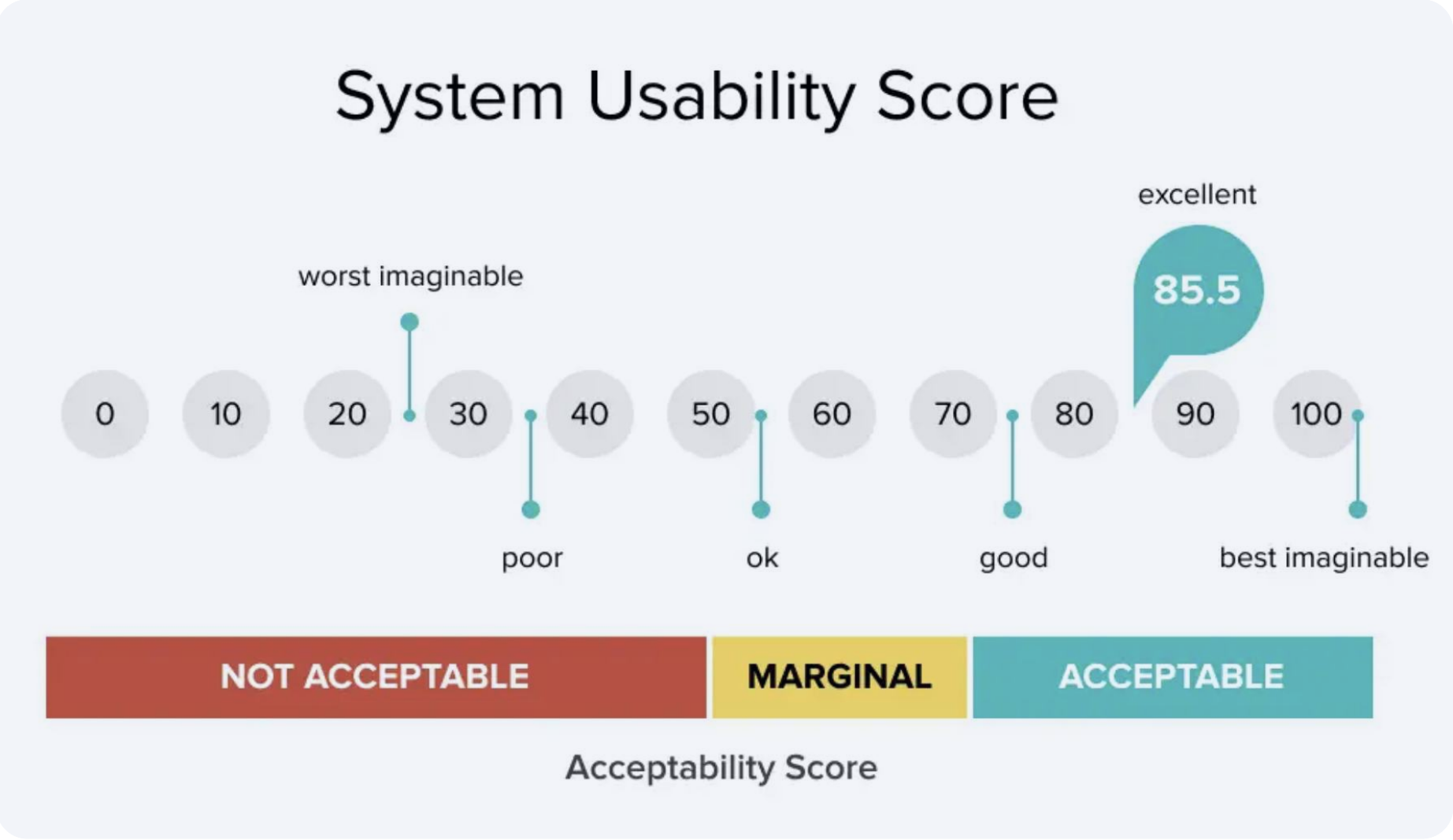
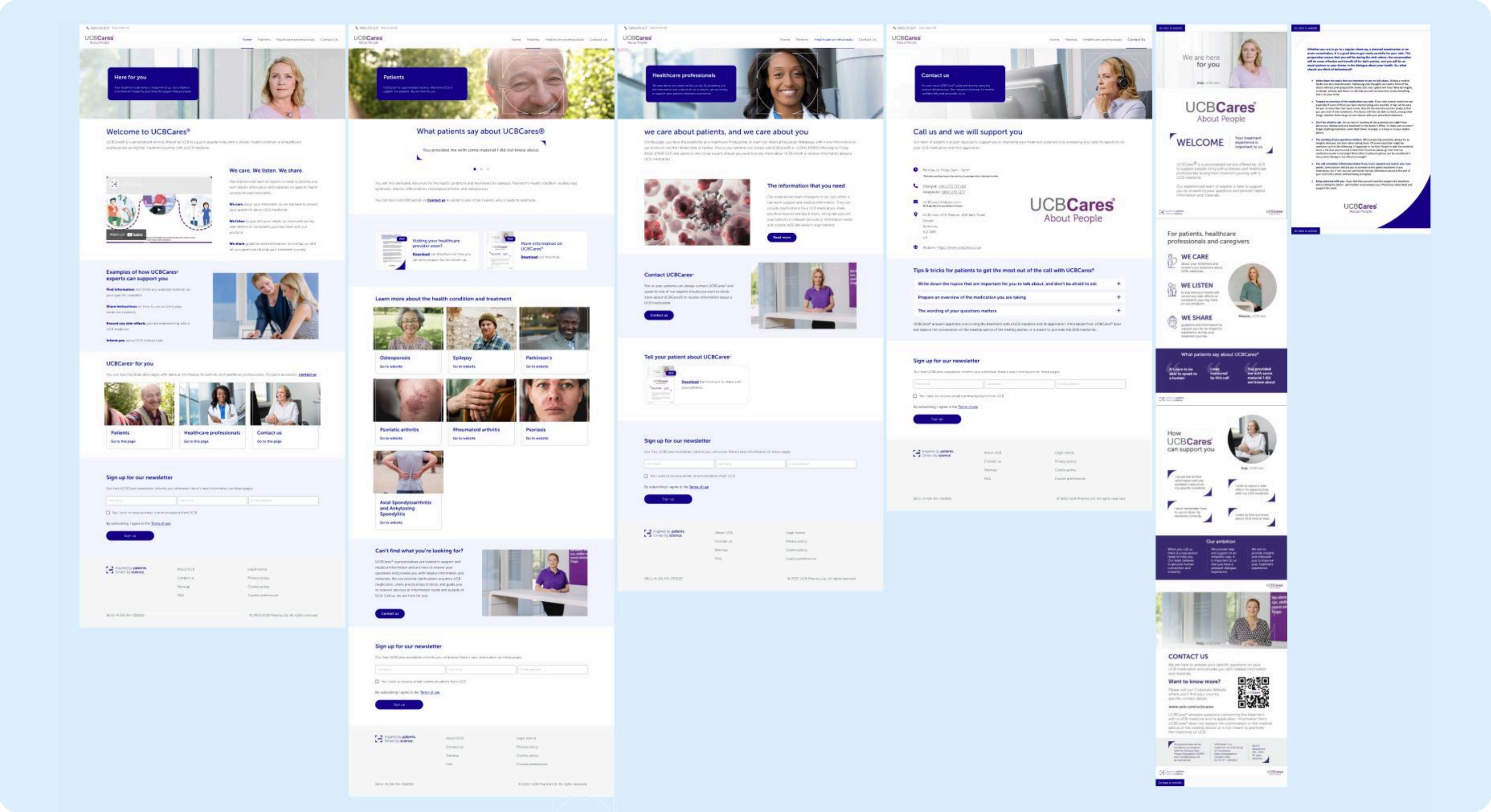
IMPACT

Confusion: 56% to ~0% (Task 1 success 44% → 89% (R1 → R2)
"I know what this site is for now" - 8/9 patients
Scalable framework applied across all 3 levels

Impact

SUS score 85.5

My role:
Validation Testing + Impact Measurement



“Now I know where to go. It's clear.”

Caroline Patient

- ### Usability Proven
- SUS 85.5 — SUS n=9; Brooke instrument; average across two rounds.
 - Task 1 success 44% → 89% — Maze task-based tests; R1 n=9, R2 n=9; three core tasks.
 - “8/9 would recommend” — SUS Q10 + post-task interview.

- ### Patient Outcomes
- Patient engagement ↑ (UCB internal metrics)
 - Treatment adherence improved
 - Healthcare provider satisfaction ↑
 - "I would recommend this website" - 8/9 patients

Thank you for watching, here are 3 things I learned from this:

People

Patient co-creation over assumptions → Observe!

- Lego game revealed insights interviews missed
- Actions > words (brand placement contradiction)
→ Don't just ask, observe what they DO

Constraints

Regulatory is not the enemy of UX

- "Disease" → "Health condition" = legal AND empathetic
- Compliance can coexist with patient-centricity
→ Constraints inspire creative solutions

Scale

Trust in pharma is earned, not assumed

- Phone number + response time = trust signals
- Transparency > branding
→ 8/9 patients would recommend after trust improvements

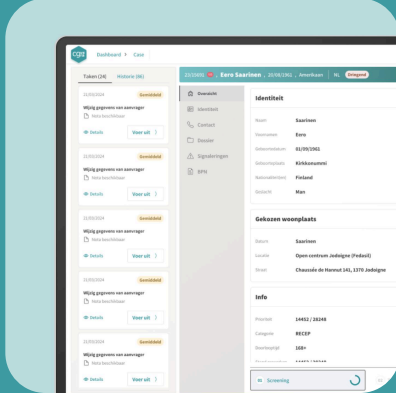
Other cases

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From Excel workaround to structured workflows

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Design system architect | Arxus

From manual chaos to automated scale

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