

Empowering female patients with hyperprolactinemia to manage their hormonal disorder:

ProlaktaPlus+

ProlaktaPlus is a digital health application (DIGA) tailored to the needs of female patients with hyperprolactinemia (elevated levels of the hormone prolactin). ProlaktaPlus enables users to keep track of their symptoms and make sense of their health data.

Use case

DIGA prototype

Tags

female health, hormones, infertility, pregnancy, prolactinoma



ProlaktaPlus⁺

Around 30,000-800,000 patients in Germany are affected by elevated prolactin levels.

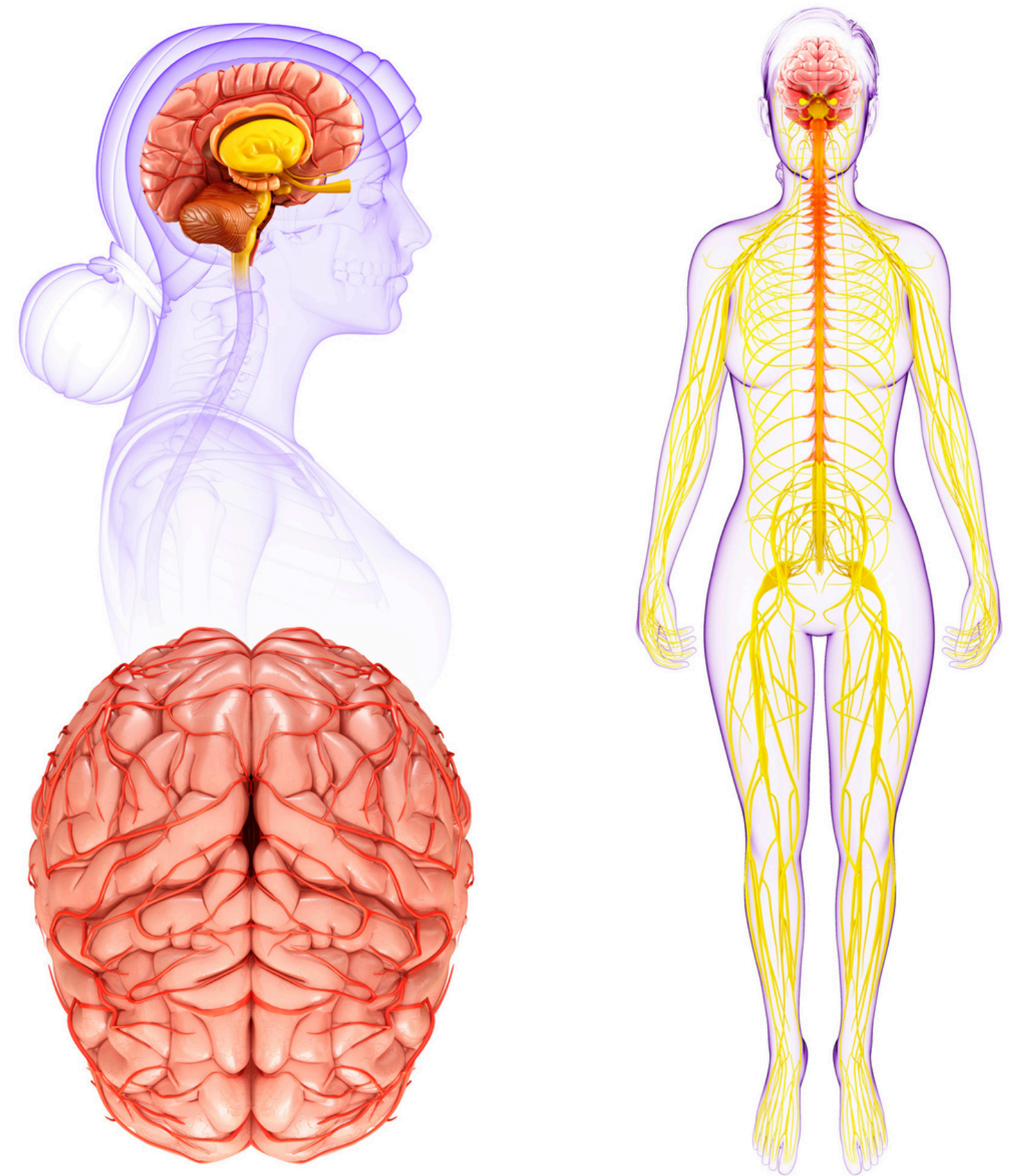
Most common causes:

- tumour on the pituitary gland
- medication
- stress
- hypothyroidism
- renal insufficiency
- liver insufficiency

If hyperprolactinemia stays untreated, the following can occur

- visual disturbances (loss of visual field)
- infertility
- osteoporosis
- pituitary apoplexy (hemorrhage of the tumor into the pituitary gland, similar to a stroke)

The treatment is not without risk and can lead to heart valve damage.



Product Vision

Primary problem

Patients often experience irregular medication/overmedication

Patients without tumors are not referred to specialists in time

Aftercare is often omitted

Besides medication no structure for patients to follow

KPIs + potential impact

Number of users

Daily/weekly/monthly uses

Quality of data

Feedback from patients and physicians/recommendations

Value Proposition:

Who:

Female patients with hyperprolactinemia

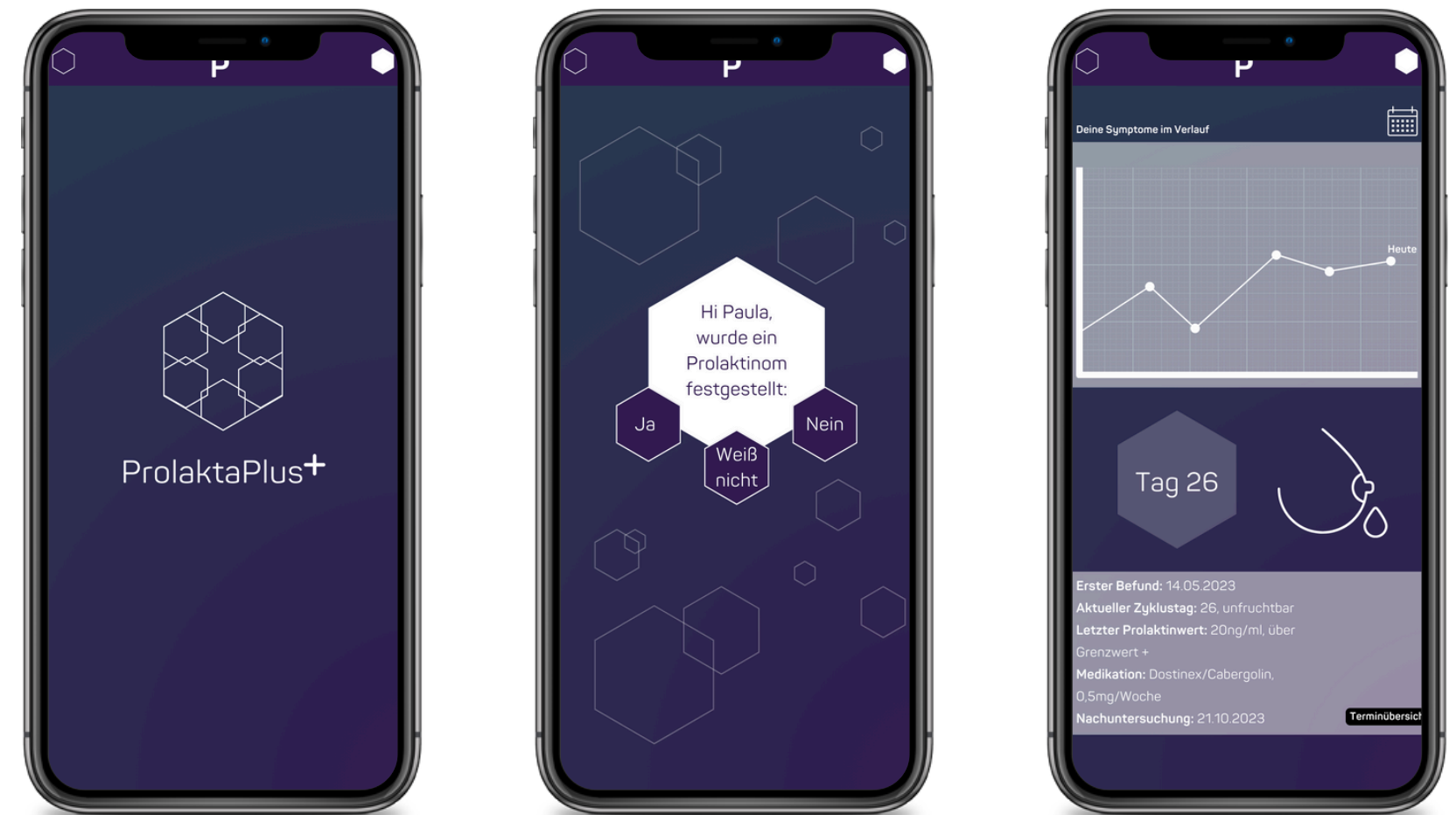
Supervising physician

What:

Digital health application (DIGA) for female patients with hyperprolactinemia

Where + when:

Mobile application for patients, desktop application for physicians



Objectives

01. Structure & understanding

Patients need reliable information and structure when combating a hormonal disorder. Medication can have severe side effects that need to be managed to maintain quality of life.

ProlaktaPlus aims to offer a structured and visually appealing data input to create an understanding of the disease.

02. Individual data & precision medication

Physicians often lack access to patients' data: patients rarely track their symptoms, and memory can be misleading.

With the help of ProlaktaPlus, physicians gain deep insights into their patients' progress. Medication and other treatments can now be tailored to the individual to ensure better patient outcomes.



Execution: Tools & Methods

01. Tools

- Photoshop
- Illustrator
- Canva
- PowerPoint
- Flaticon
- Figma

02. Methods

- Value Proposition Canvas
- Wireframing
- Mental Modell
- Storyboard/Scenario
- User Story
- Competitor analysis

{hyperpro:lakti:nemi:}

„Ich bin das digitale Produkt, dass Dir hilft Deine Krankheit zu managen, damit Deine Lebensqualität so weit es geht erhalten bleibt und Du dich nicht mit überflüssigen Medikamenten belastest.“

„Medi-Wecker“

The collage features several key elements: a hexagonal logo with 'Pro' and 'e' inside; a smartphone screen showing a dashboard with four red icons labeled 'LEBENSQUALITÄT', 'MUTTER', 'STARK', and 'SCHWIERIGKEITEN'; a 3x2 grid of MRI brain scans with labels 'Microadenoma (4 mm)', 'Microadenoma (2.5 mm)', and 'Giant macroadenoma (5 cm)'; and a chemical structure of a peptide chain with amino acids Gly, Asn, Ile, and Tyr.

Execution: Branding

Font

Aa

Panton

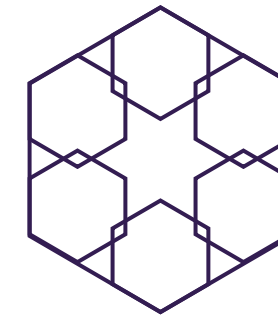
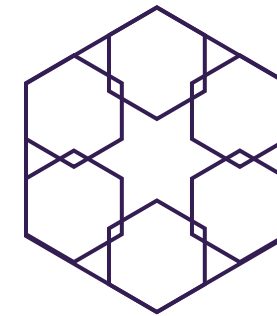
Logo

ProlaktaPlus+

Colors



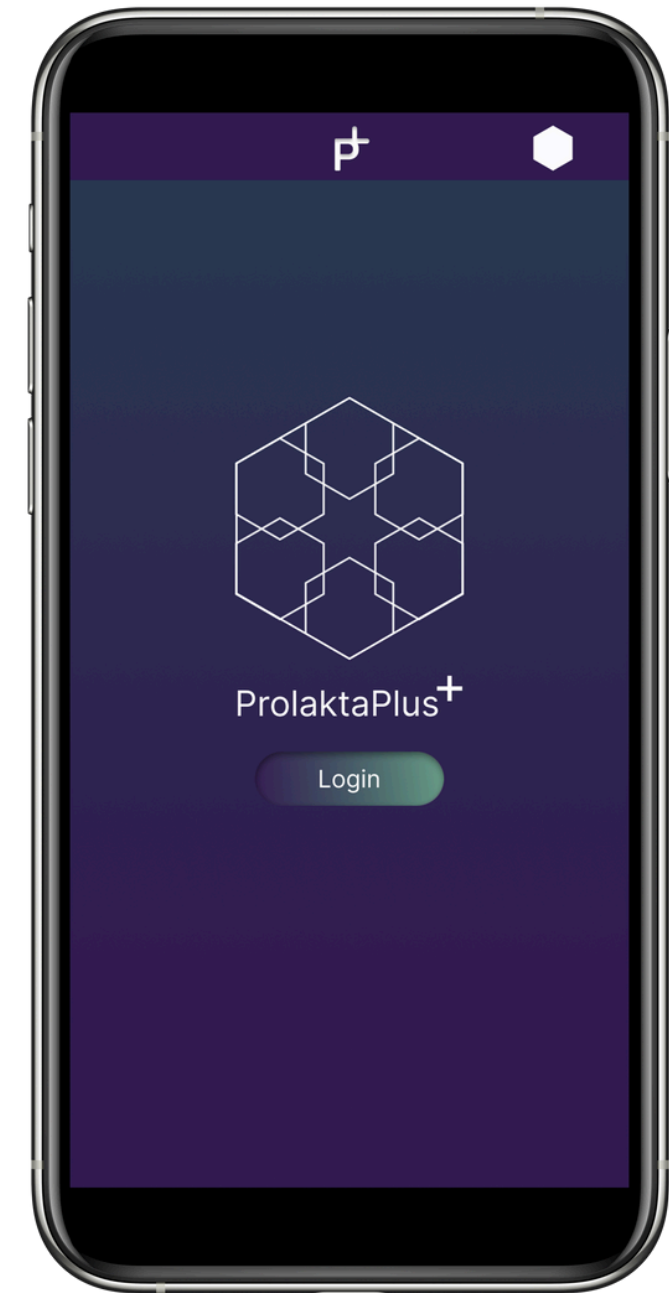
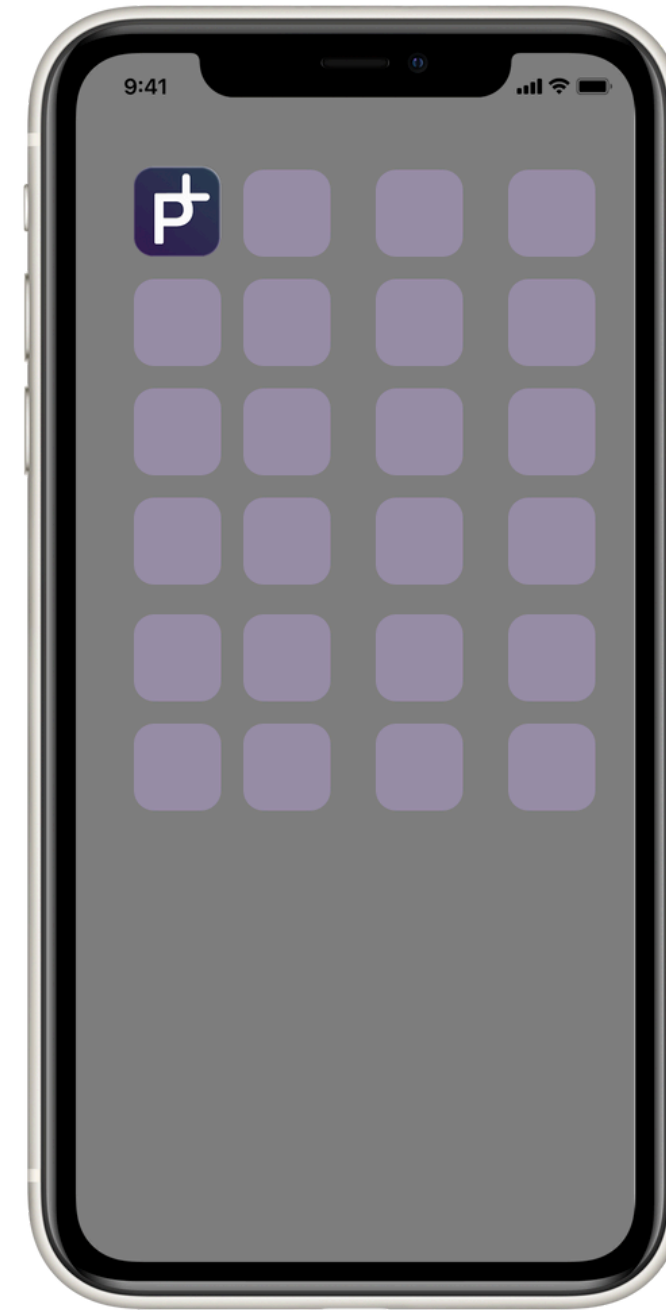
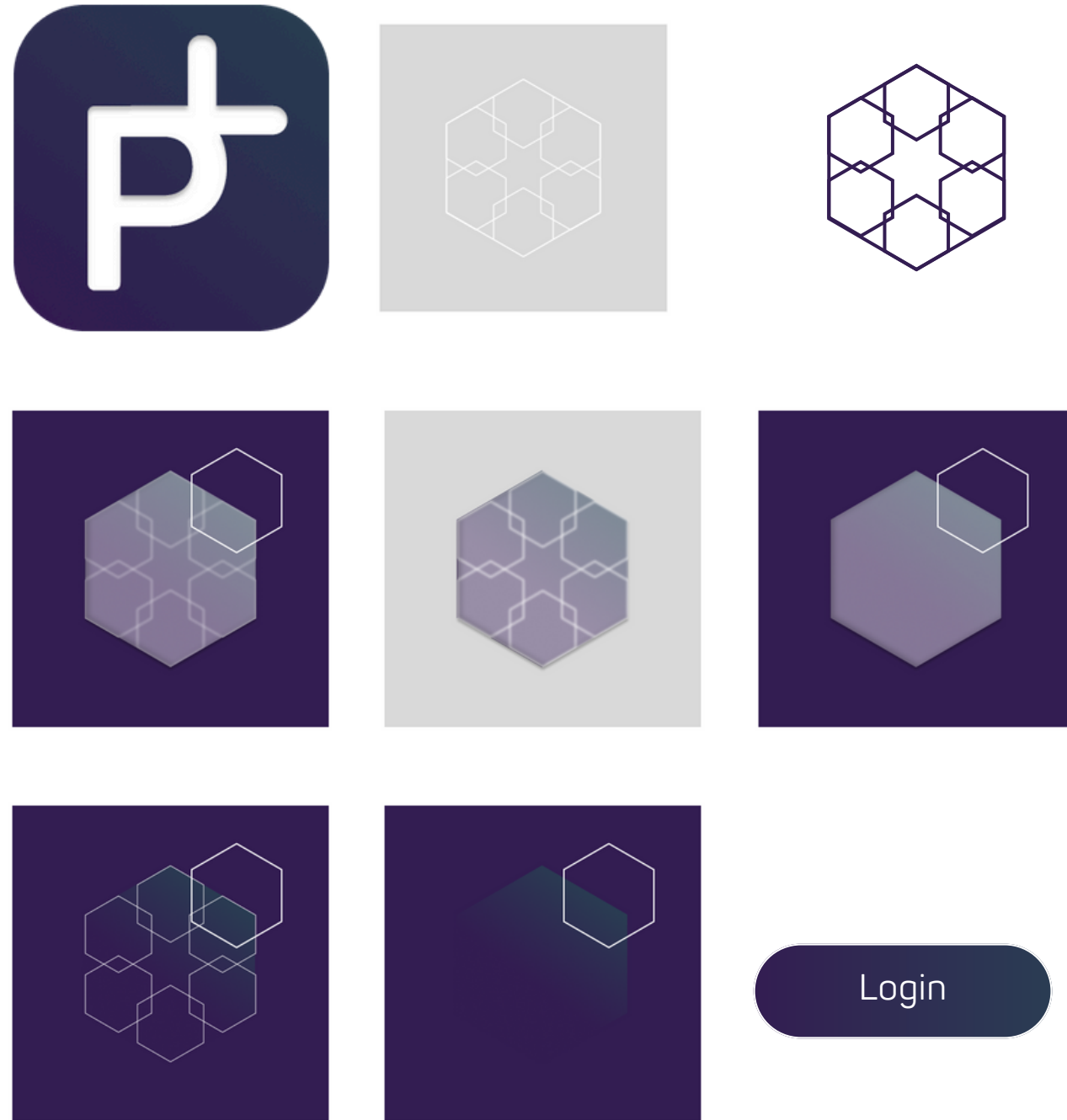
Icons & visual elements



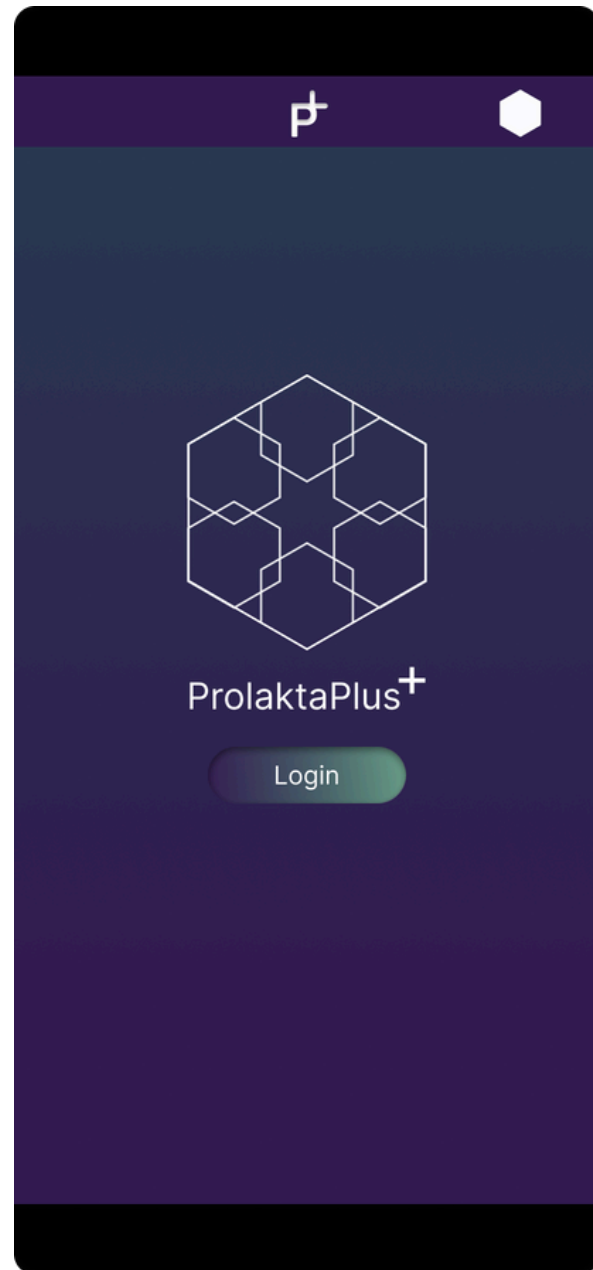
Color gradients & saturation levels



Execution: UI Design



Execution: User Workflow I & II



Open app



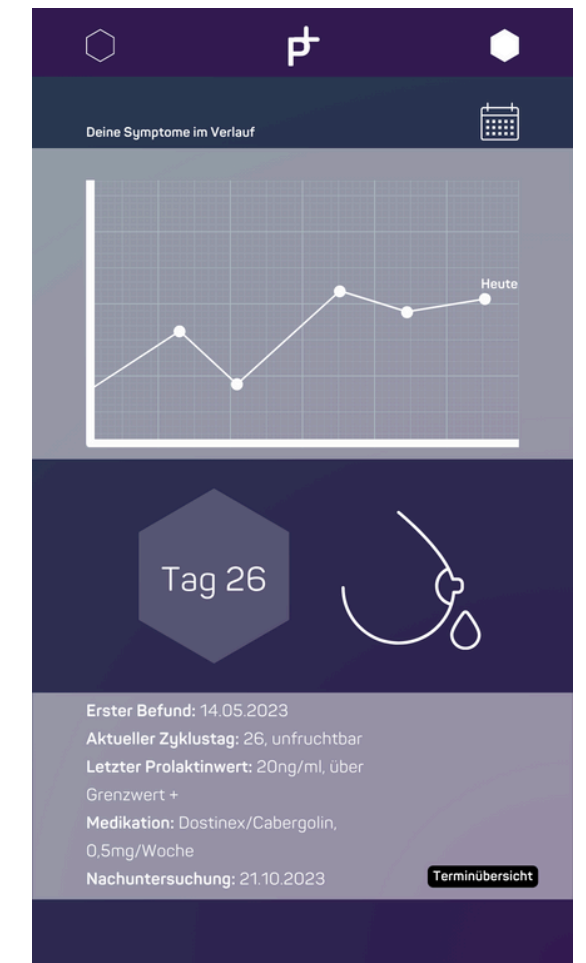
Data input I



Data input II



Data input II.1



Data input II.2

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[Zurück zur Übersicht Fallstudien](#)



Appendix

Execution: Contrast Check/WCAG



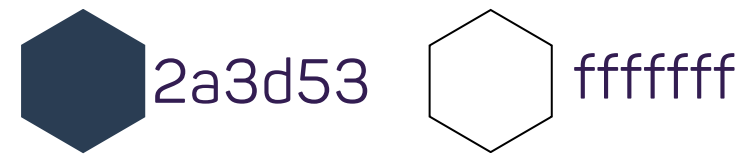
Text color: #331D52

Background color: #FFFFFF

Contrast: **14.60** Super ★★★★★

Small text	★★★	Large text	★★★
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Great contrast for all text sizes.



Text color: #2A3D53

Background color: #FFFFFF

Contrast: **11.11** Very good ★★★★★

Small text	★★★	Large text	★★★
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Good contrast for small text (below 18pt) and great contrast for large text (above 18pt or bold above 14pt). [Click to enhance](#)



Textfarbe: #0E8282

Hintergrundfarbe: #FFFFFF

Contrast sliders for both colors.

Kontrastverhältnis ?
4,63 : 1 ✓