

# Wellnest Revolutionizing Healthcare User Experience with Top Experience Design Firm

*Wellnest Announces Partnership with Sketchin*

CHARLESTON, SOUTH CAROLINA, USA, March 22, 2018 / EINPresswire.com/ -- Elements of Genius, Inc., the maker of Wellnest, the world's first voice-first Connected Healthcare System, is pleased to announce that Sketchin has been hired to assist in the development of the next generation Wellnest set of offerings. Sketchin is a top European Experience Design and Service Design firm with headquarters in Lugano, Switzerland.



Wellnest Voice Wearable

Jonathan Ramaci, Wellnest's CEO and Founder explained that, "We are thrilled to be working with Sketchin. They understand how to design digital products that create unique experiences and enrich lives. The Wellnest Wearable is truly an enchanted object and Sketchin is going to work with our team and end-users to design the types of services that create a compelling experience for our customers."

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Simplicity is the ultimate sophistication”

*Leonardo da Vinci*

Founded in 2006, Sketchin has been a pioneer in experience-centered design with its EVO process focusing on experience management and the evolution of products and services over time. "Wellnest has an extraordinary vision for creating an experience that adds to the lives of its customers. With our deep understanding of exponential technologies, we design

experiences that deliver far above ordinary expectations and this is what Wellnest wants.", according to Luca Mascaro, Sketchin's CEO and Founder. Pietro Masi, General Manager of the US Studio, further explained that "with studios in Europe and the US, we have insight into the cultures and needs of people in which design needs to add experiential value. Partnering with Wellnest gives us the opportunity to bring the power of our experience design to care communities and there is great need for this in the highly emotional and personalized space of healthcare."

Sketchin's EVO process will investigate the context and needs most important to members of the Wellnest family. Consumer labs and workshops will take place to design and prototype the form, function and experience of the next evolution of Wellnest Services. According to Jonathan Ramaci, "We have designed and built an amazing Alexa-enabled wearable for seniors. Now we are proud to say that the services offered by Wellnest will be created "by seniors for seniors"". "Wellnest", he says, "is all about empowering families and increasing quality of interaction between all members of the healthcare ecosystem."

About Wellnest: Wellnest is the world's first Voice Connected Healthcare System combining the power

of a proprietary, cellular wearable running Amazon Alexa with a feature-rich cloud service delivery platform, Wellnest uniquely activates the power of connectivity in a simple fashion to empower healthy lifestyles within a private care network. Currently, Wellnest has operations in the US, Europe and the Middle East with significant partnerships in each of these regions. Many major mobile carriers, healthcare organizations, insurers and employers are excited by the benefit Wellnest provides to family members and seniors facing the myriad of challenges related to advanced aging, chronic care and healthcare complexity. Wellnest is creating the healthcare customer journey for the 21st century. Go to <http://wellnest.care>

About Sketchin: Sketchin is a top European strategic and experience design firm with US offices in San Francisco. Recently, Sketchin became a part of Business Integration Partners SpA (BIP), a leading global management consulting firm headquartered in Milan with offices in Europe, Latin America, the U.S. and Middle East. Sketchin is a strategic, design firm that shapes the experiences people will live in the future. The studio mixes a design-driven mindset, a deep understanding of the exponential technologies and an Agile approach to burst the digital transformation within the organizations. For more information: Go to <http://www.sketchin.ch>

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