



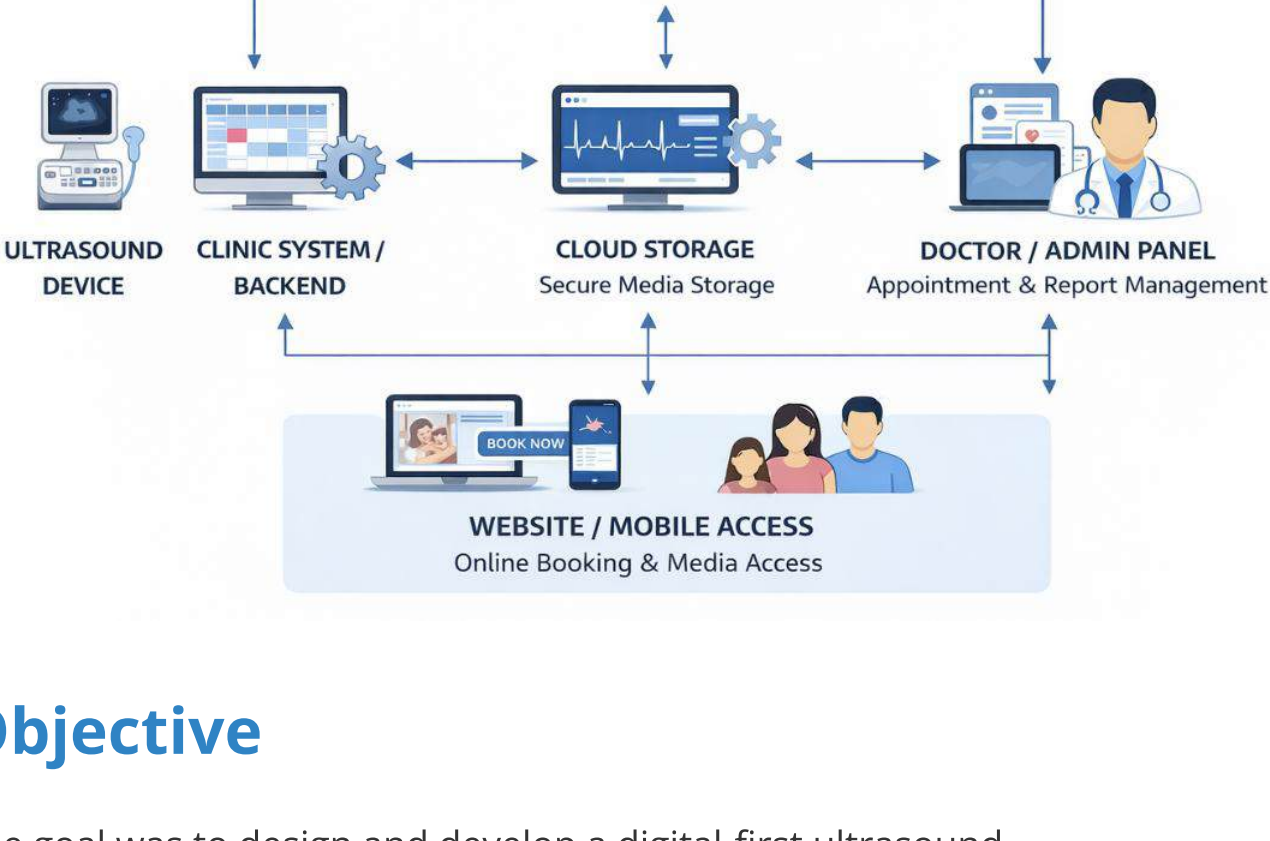
# Mommy & Me 4D - Ultrasound Experience Platform

Mommy and Me 4D Ultrasound is a prenatal imaging center offering advanced 2D, 3D, 4D, and 5D ultrasound services. The platform is designed to provide an emotional and high-quality viewing experience for expecting parents using modern imaging technologies.

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## Case Study

### MOMMY & ME 4D ULTRASOUND ARCHITECTURE



## Objective

The goal was to design and develop a digital-first ultrasound center platform that:

- Enables easy online booking & service discovery
- Showcases ultrasound packages and offerings
- Enhances patient engagement & experience
- Supports high-quality prenatal imaging workflows



## Key Features Delivered

### 1. Service & Package Management

- Display of multiple ultrasound services like:
  - 2D scans
  - 3D / 4D / 5D imaging
  - Gender reveal & early detection packages
- Structured packages (pricing, inclusions, duration) for better decision-making

### 2. Online Booking & Scheduling

- Easy appointment booking interface
- Same-day appointment availability
- Calendar-based scheduling for patients

### Advanced Imaging Experience

- Integration with high-end ultrasound machines (GE HD Live technology)
- Large screen live visualization (80+ inch display)
- Real-time baby movement viewing (4D/5D)

### Digital Media Delivery

- Instant sharing of:
  - Images
  - Videos
  - Reports
- Live streaming for family members
- Digital downloads via mobile



## Patient Experience Enhancement

- Family-friendly ultrasound rooms
- Ability to bring guests
- Emotional engagement through visual bonding experience

## Website & UX Development

- Responsive website for all devices
- Clear CTA (Book Now, Call Now)
- SEO-optimized service pages
- Informational content for expecting parents

## Technology Stack (Indicative)

- **Frontend:** Angular / Modern Web Framework
- **Backend:** Cloud-based APIs
- **Media Storage:** Secure cloud storage
- **Integrations:**
  - Ultrasound devices
  - Booking systems
- **Security:** Encrypted patient data handling



## Challenges

- Creating a medical + emotional user experience balance
- Handling high-quality image/video streaming
- Ensuring fast booking & conversion rates
- Managing large media storage (ultrasound images/videos)

## Solution Approach

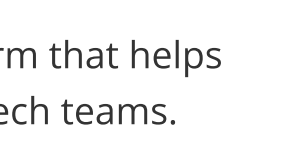
- Designed a clean and conversion-focused UI
- Implemented cloud-based media delivery
- Optimized booking workflows for minimal friction
- Integrated real-time imaging + digital sharing capabilities

## Outcomes & Impact

- Improved patient engagement & satisfaction
- Increased online bookings and conversions
- Enabled modern ultrasound experience
- Delivered a scalable digital healthcare platform

## Conclusion

The Mommy & Me 4D platform successfully combines healthcare technology with emotional user experience, delivering a modern prenatal imaging solution that enhances both clinical workflow and patient satisfaction.



## About Oodles

We are a technology services company and project delivery platform that helps businesses build, scale, and manage digital products with skilled tech teams. We offer services across software development, web and mobile apps, AI, blockchain, cloud, and enterprise solutions, with a focus on giving clients flexible access to talent, project visibility, and delivery support.

