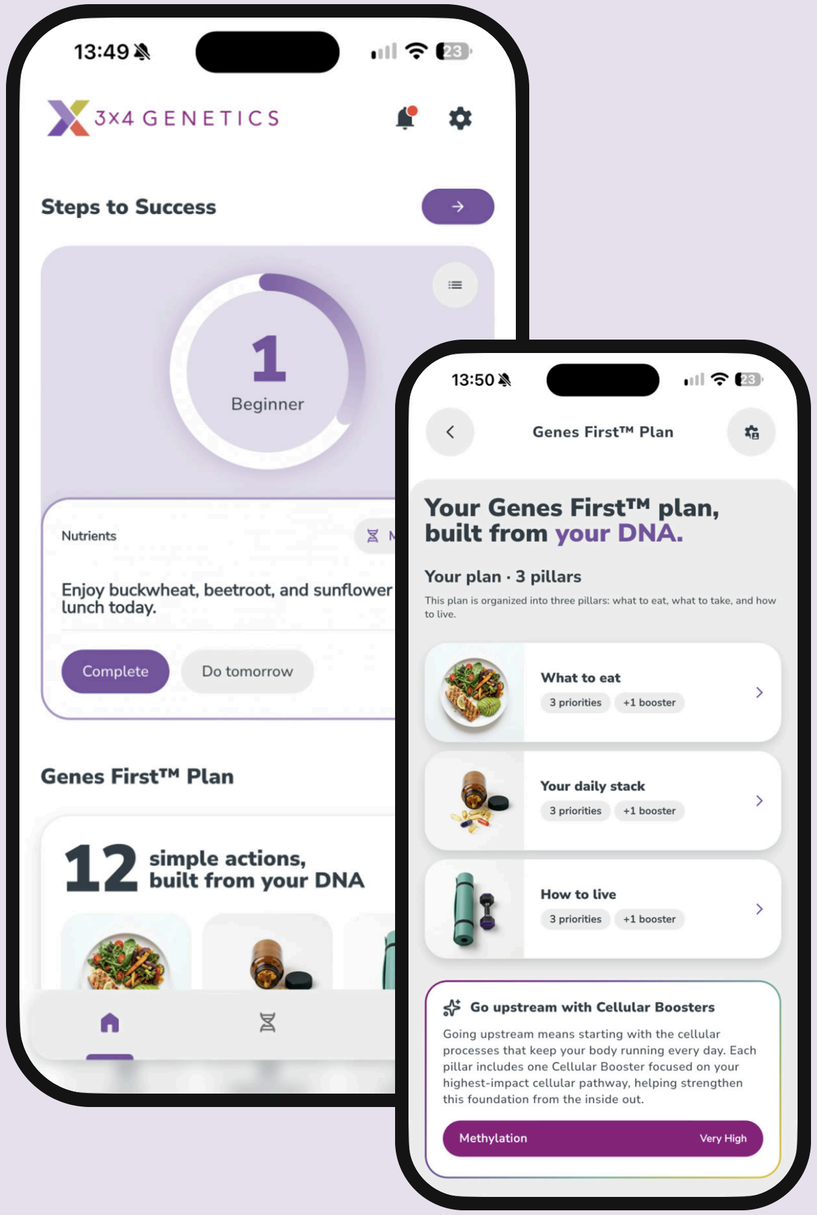
Turning a genetic report into a plan people can *follow*.

3X4 Health, a UX case study.

Sole product designer · iOS and Android



Vincent Pestana

vincentpestana.work

Strong science, written for practitioners.

3X4 Genetics tests how your genes affect the pathways inside your cells. The Blueprint report goes down to individual gene results, and more than 9,000 health practitioners use 3X4's science with their clients.

For a customer on their own, a long report is easy to read once and hard to act on. They needed to know where to focus, what it meant for them, and what to do this week.

35

pathway insights

10

health categories

9,000+

practitioners using the science

The only product designer, working with science, product and engineering.

My scope

Research, information architecture, user flows, wireframes, prototypes, visual design

The team

A product owner, the science team, marketing and in-house engineers

Shipped

iOS and Android, launched 2025, with the Genes First Plan and daily steps in later releases

Three rules for the app.

Keep the science intact.

Simplify how results are shown, not the results themselves.

Make sense on your own.

No practitioner needed to understand your results.

End with a next step.

Every result leads to something you can actually do.

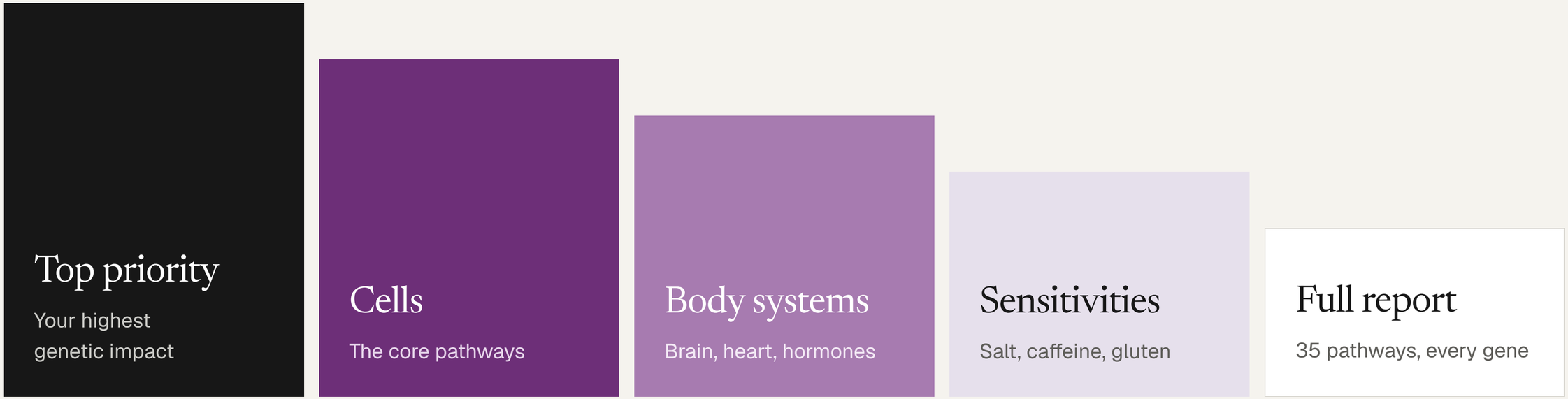
One pattern behind every result.

Our product owner and the science team turned the science into plain language. I designed the app around the pattern they wrote.

The science	What it means	What to do
Detoxification Very High A pathway result, rated by how much support it needs.	“Your cells are inefficient at removing toxins, impacting your cellular function.”	“Take broccoli sprout extract (sulforaphane) daily to support detoxification.”

Summary first. Detail when you want it.

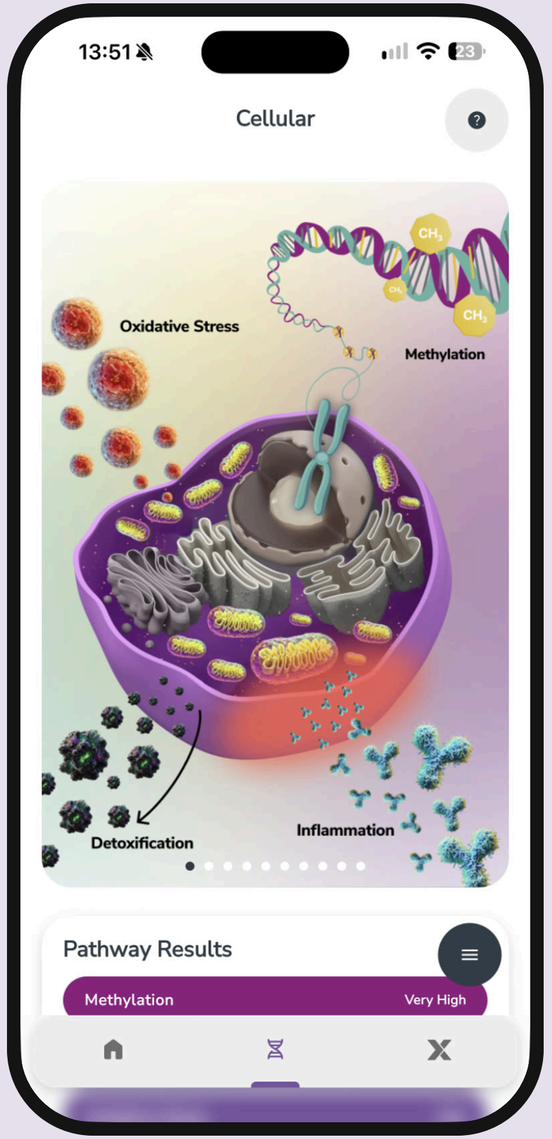
I mapped the information architecture as levels of zoom, from your top priority down to individual genes.



Open on your top priority, not the whole report.

Results lead with your highest genetic impact. Each body area opens on its illustration, with its pathways ranked from Very High down.

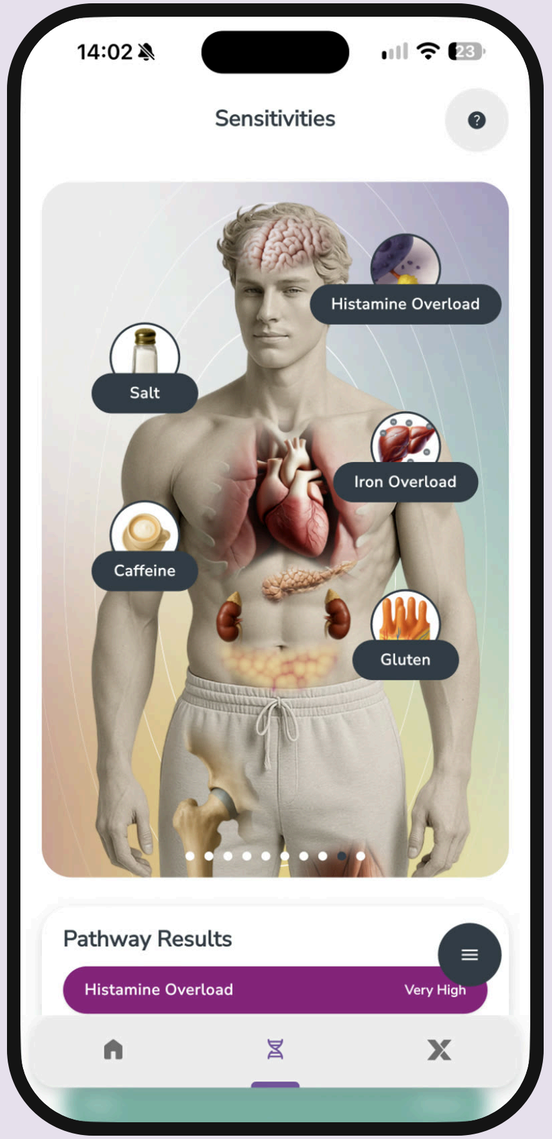
Why: showing all 35 pathways with equal weight hides what matters. Ranking them tells people where to start.



Use the body as the map.

Pathways and sensitivities sit on an illustrated body, at the organ or system they affect. People find their way by place, not by scientific name.

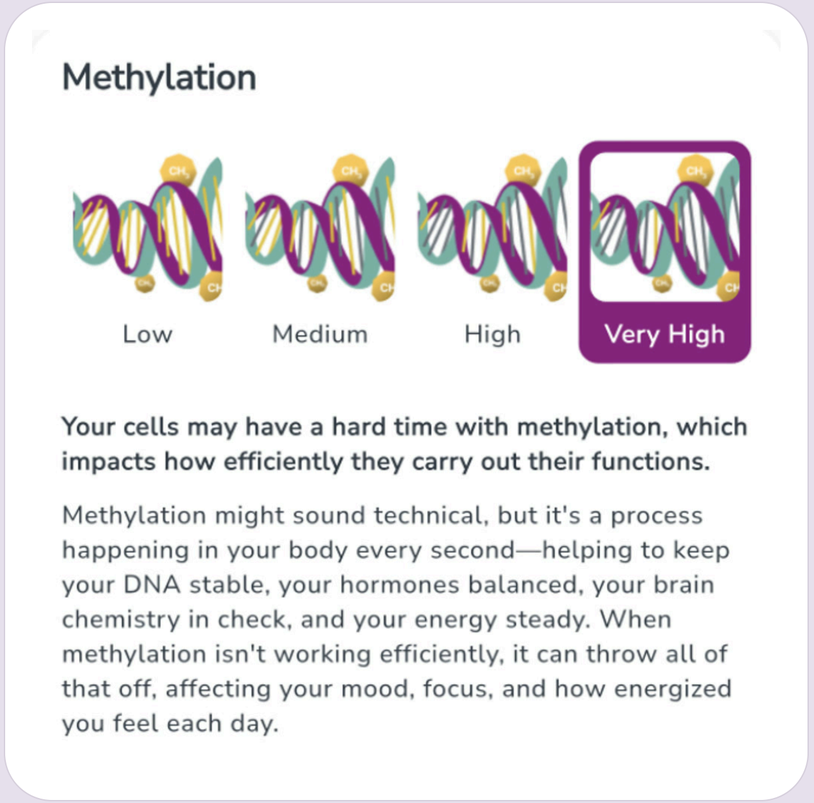
Why: most people know where their heart is. Few know what methylation means. The body is an educational tool that feels familiar.



One rating scale. Follow the *purple*.

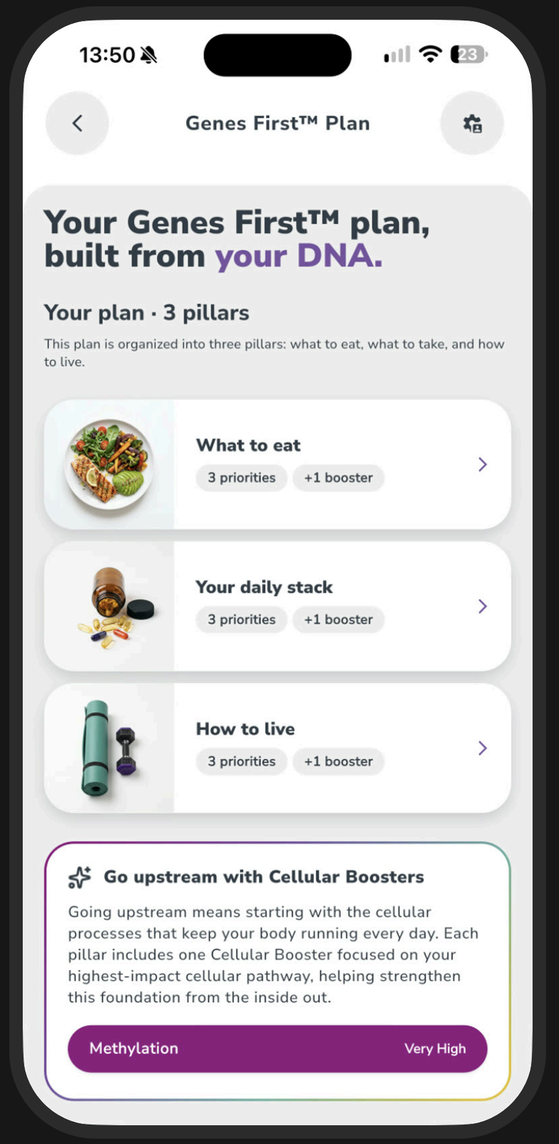
Every result uses the same four steps, Low to Very High. Each bar carries its rating as a word, and each pathway shows the full scale so people see where they sit.

Why: the scale comes from the Blueprint report, so the app speaks the same language as the report and the practitioners who use it.



After launch, customers told us what to build next.

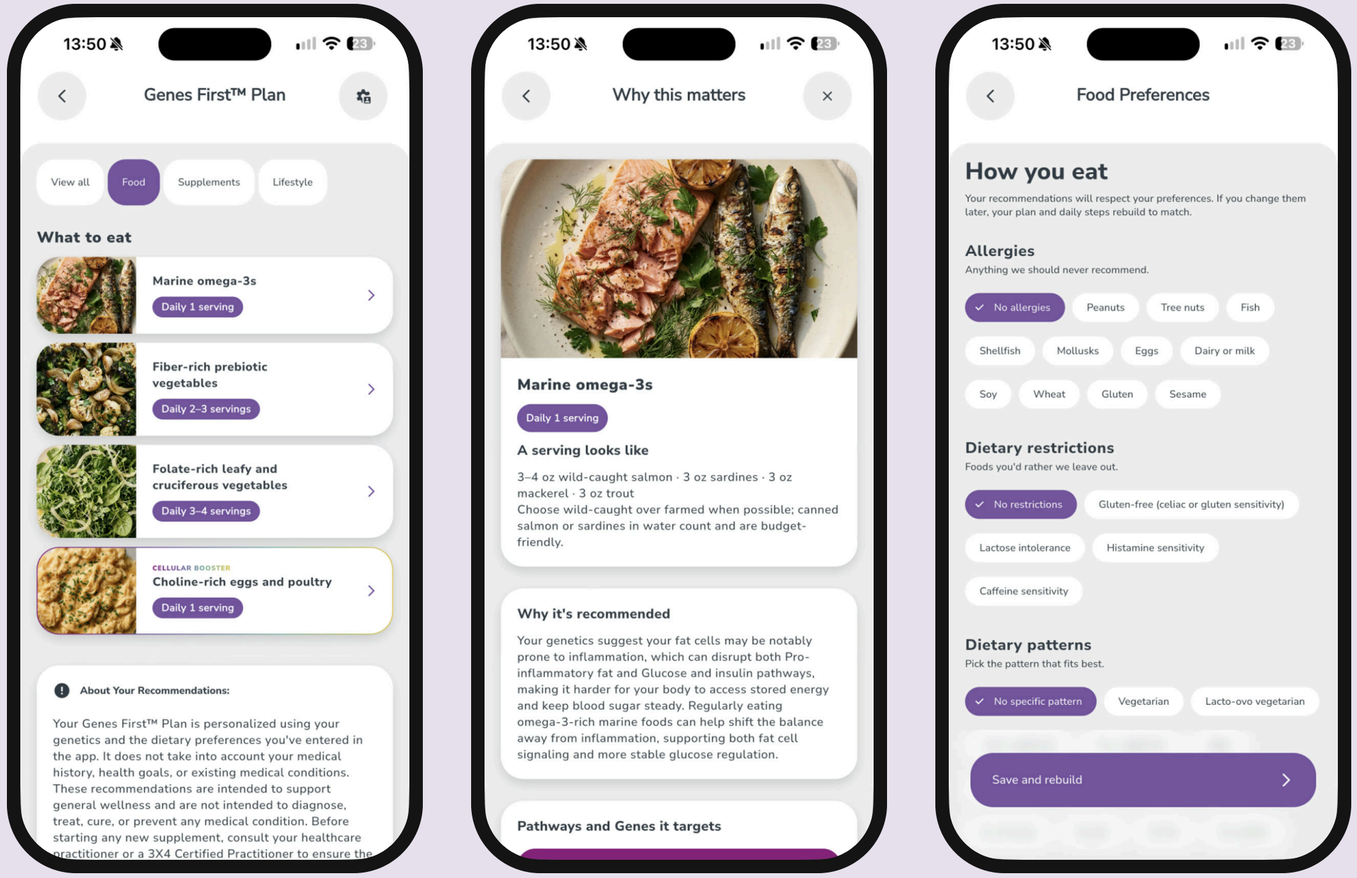
With the product owner and the marketing team, we ran research, including a customer survey. What people told us shaped the next release: the Genes First Plan, which replaced the Summary Plan.



Every finding ends in an action.

The Genes First Plan turns your top pathways into diet, supplements and lifestyle, three priorities each plus a Cellular Booster. Every action says what to do, how often, and why it matters for your genes.

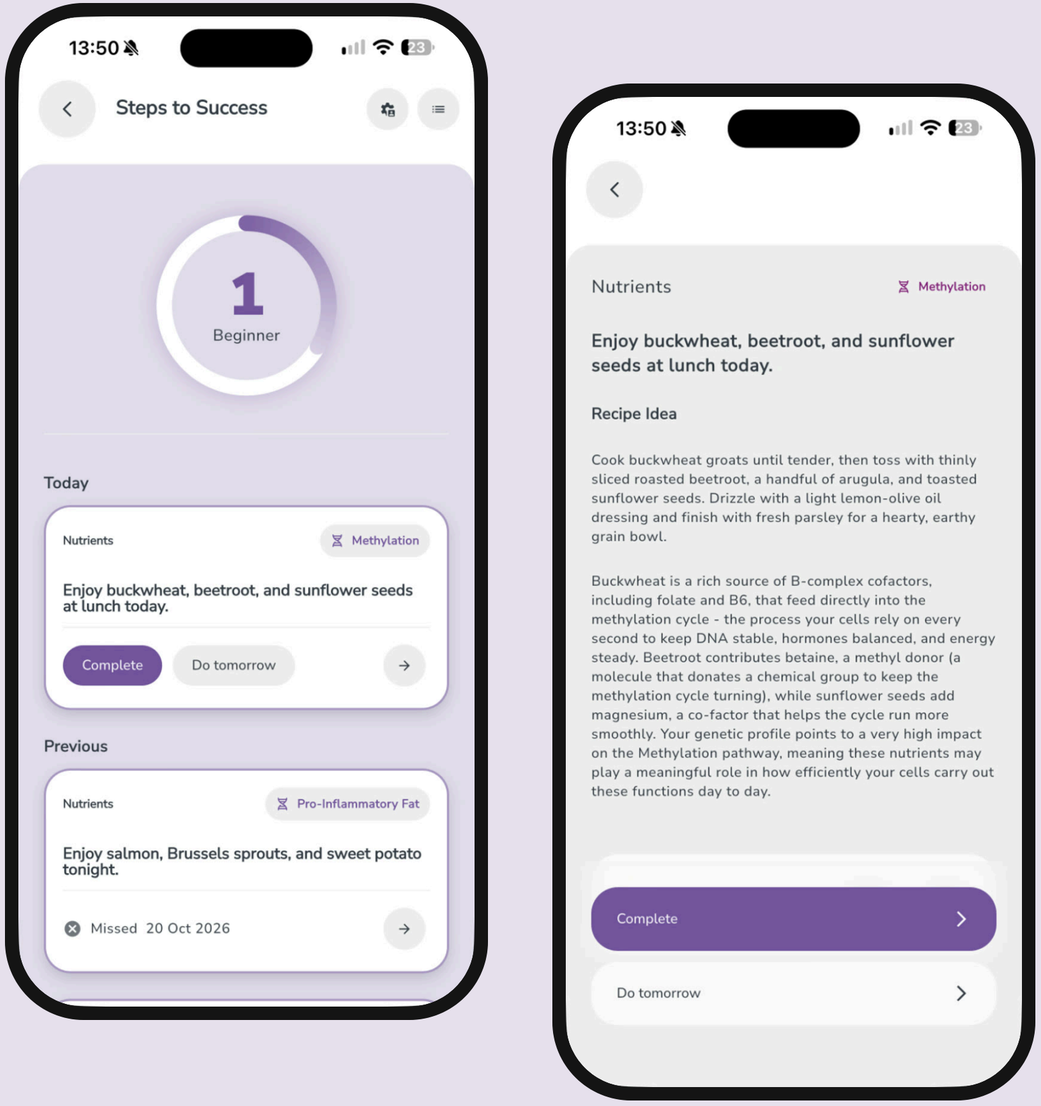
Why: a result is only useful if it changes what you do.



One small step a day.

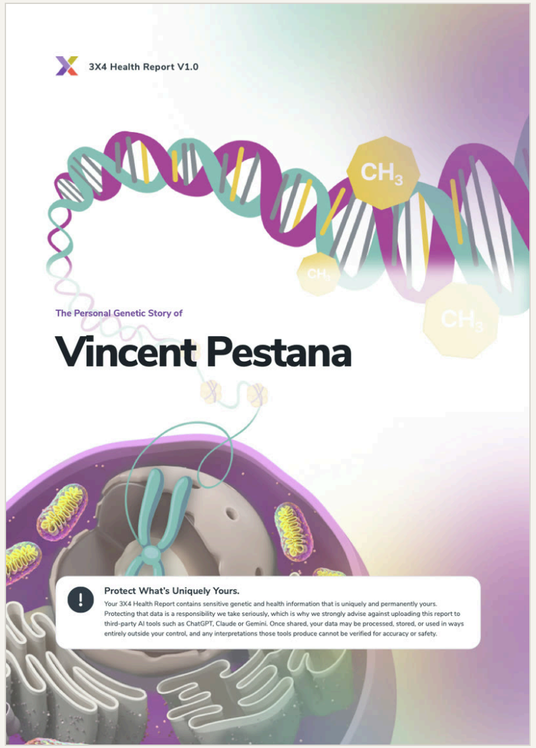
Steps to Success turns the plan into one concrete step, like a lunch built from three foods in your plan. Every step has two choices: Complete, or Do tomorrow.

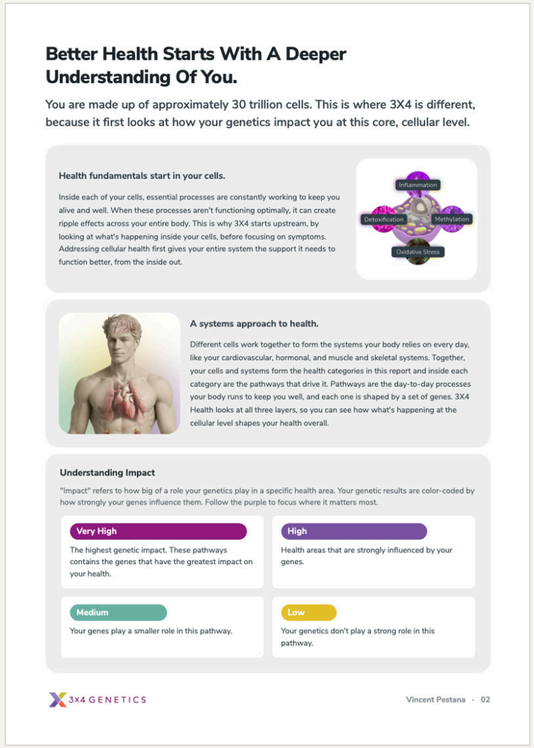
Why: “eat more omega-3s” is advice. A specific lunch is something you can do, and a missed day shouldn’t feel like the end of the plan.

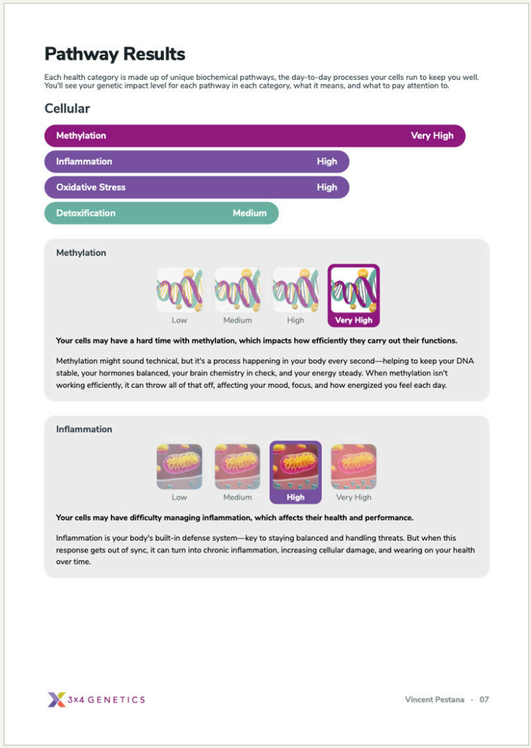


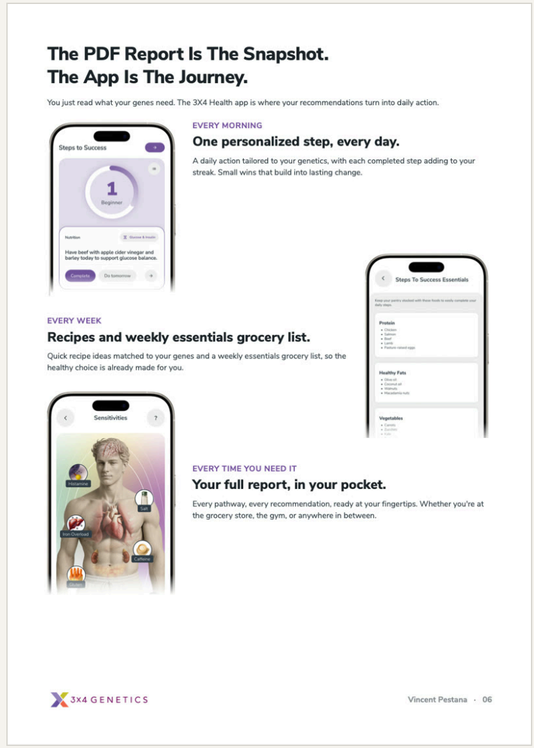
A report people can keep.

Customers asked for a copy they could save. I designed the 3X4 Health Report: a personal cover, how impact is rated, every pathway on the same scale, and a page that hands them back to the app.









The PDF report · pages from my own, gene tables left out

What I learned.

Design follows the content.

The science, meaning and action pattern shaped the screens more than any layout choice.

Ranking is a kindness.

Choosing what to show first helps people more than showing everything at once.

Design for coming back.

A report is read once. A plan and a daily step give people a reason to return.

Company work is described at a high level to protect internal data and the wider team’s contributions. I don’t share internal usage figures, so this shows what shipped rather than claiming uplift.

Happy to walk through the flows, decisions and *trade-offs.*

vjfpestana@gmail.com vincentpestana.work linkedin.com/in/vincent-pestana