

# BRING MY MEDS APP

STUDY DURATION: 20TH - 30TH DECEMBER

## I. PROJECT OVERVIEW

THE PRODUCT	KEY ELEMENTS		
	TARGET AUDIENCE	THE PROBLEM	THE GOAL
<p><b>CONVENIENCE AND CREDIBILITY</b></p> <p>The app will provide detailed medicinal history through the delivery of the prescribed medicines to busy individuals, 24/7.</p>	<p><b>INDIVIDUALS WITH PRESCRIPTIONS / OTCs WHO ALWAYS OPT CONVENIENCE.</b></p> <p>Men and women, ages 18 to 45, has disposable income and has a busy lifestyle</p>	<p><b>HARD TIME TO ORDER COMPLETELY</b></p> <p>There is no unified database where a specific medicine will be found - given the right amount, weight, etc.</p>	<p><b>SEAMLESS EXPERIENCE</b></p> <ul style="list-style-type: none"><li>• Medication Faithfulness</li><li>• Delivery Accuracy</li><li>• Diminish medical and financial wastes</li></ul>

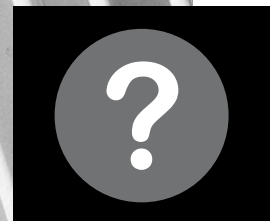
# USER RESEARCH SUMMARY

WITH THE MEDICINES  
DELIVERED TO THE  
DOORSTEP, PATIENTS  
CAN BENEFIT IN  
SEVERAL WAYS WHICH  
INCLUDE EXTENSIVE  
MEDICAL MANAGEMENT.



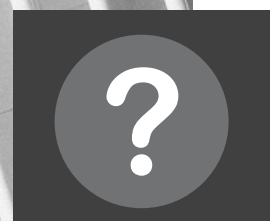
## TYPE OF RESEARCH

Proto, Qualitative, Statistical



## PROBLEM FACTORS

- The human factor
- Constant updates
- Time to adopt
- Security issues
- Budget demands



## HYPOTHESIS

Medicine delivery is a time-sensitive process. Any delivery delays may lead to serious problems.

II. UNDERSTANDING THE  
USER

# PERSONAS + PROBLEMS

## II. UNDERSTANDING THE USER



NAME	El Fitzgerald	Kimberly Nguyen	Lorna Alvarado
GOALS	Easy to use product that helps with location of the qty of meds	To have more time. Wants to stay connected with her goals.	Wants to accomplish healthy lifestyle but struggling to purchase easier.
MOTIVATION	To be more organised.	Connection with doctor's prescriptions.	Wants to improve workflow.
FRUSTRATION	Messy application navigation.	Can't decide on the plan.	Needs a consultation.
AGE, EDUCATION, HOMETOEN, FAMILY, OCCUPATION	27 yo; College Degree; Spain; Single; Lawyer	52 yo; Masters Degree; USA; Married - 3kids; Housewife	32 yo; 6th Degree; Hong Kong; Single; Entrepreneur
QUOTE	"Always on the go, like my intakes."	"I wants all meds in one place."	"I want to share my account with my personal assistant."

# INTERFACE AUDIT FROM THEORIES

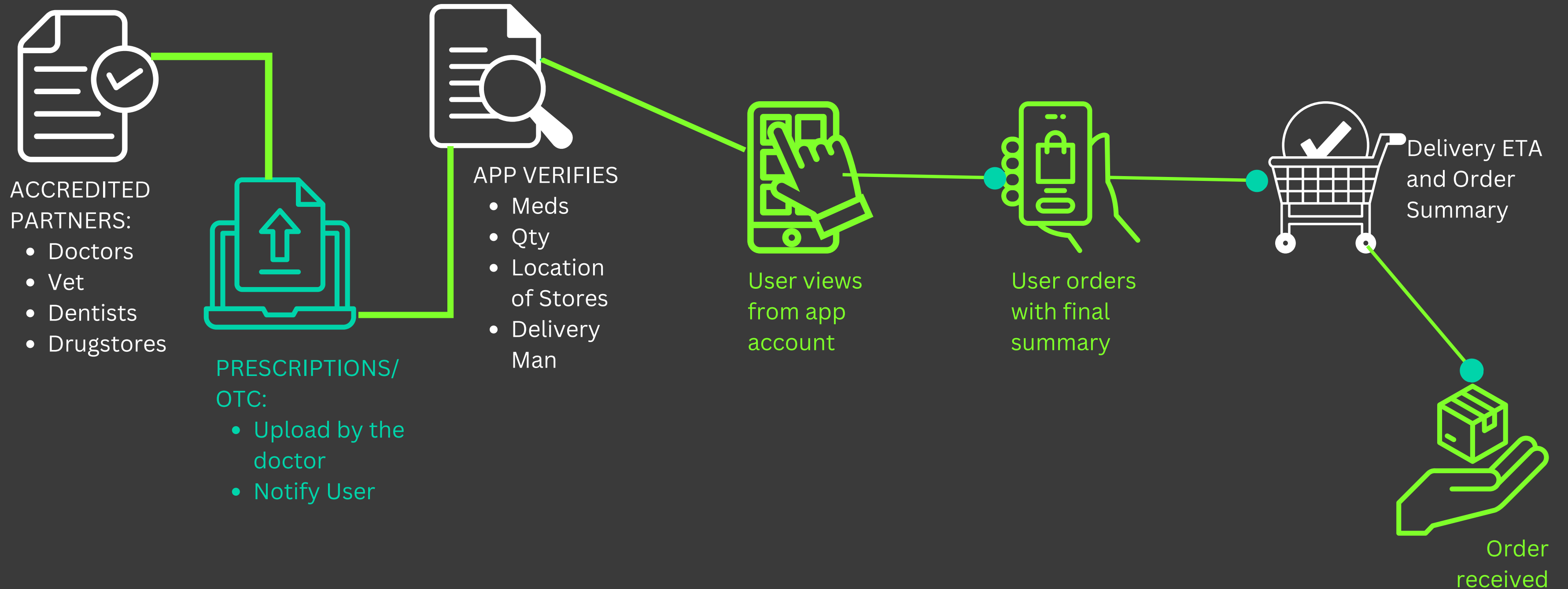
GATHERED EXISTING APPS COMPARED TO UI PILLARS

UI AUDIT	Capsule Pharamacy	1mg Healcthcare	NetMeds	PillPack	CVS Delivery
User Familiarity (home logos)	✓	✓	✗	✓	✓
Consistency	✓	✓	✓	✓	✓
Efficiency	✓	?	?	✓	✓
Recoverability	✓	?	✗	✓	?
Error Prevention	✓	✓	?	✓	✓

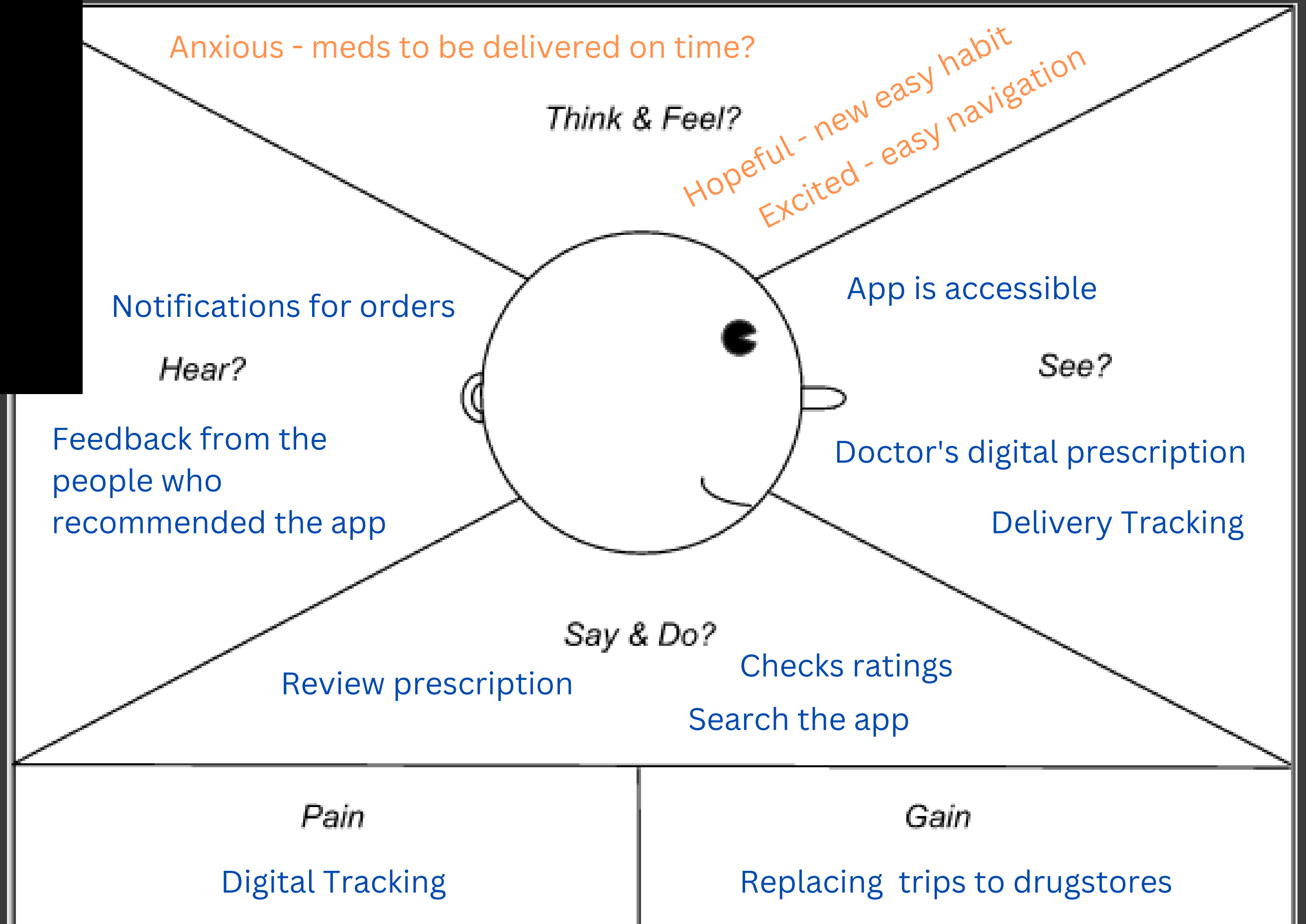


# CONSUMER JOURNEY

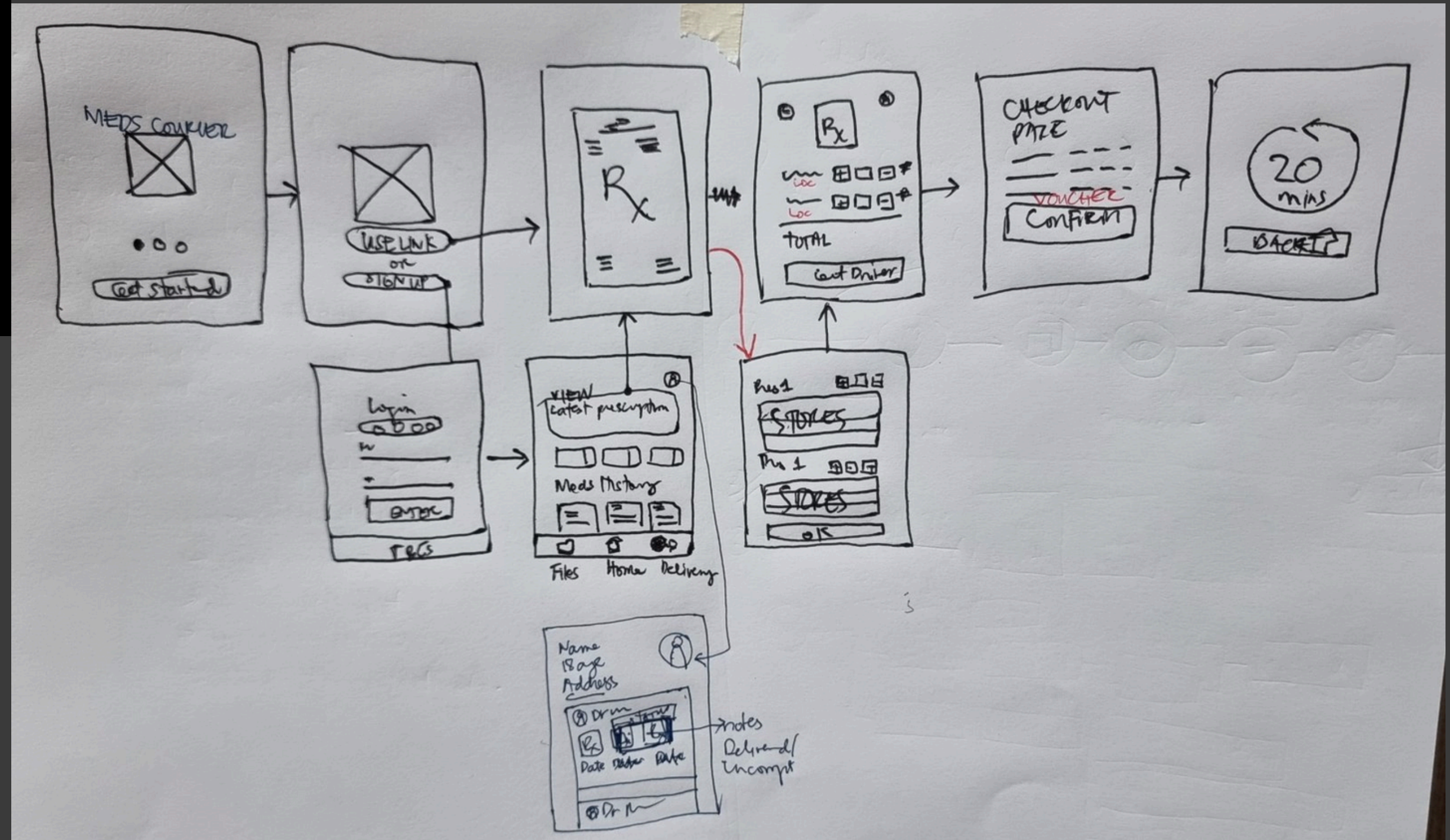
AN INNOVATION STRATEGY FRAMEWORK FOR HEALTHCARE



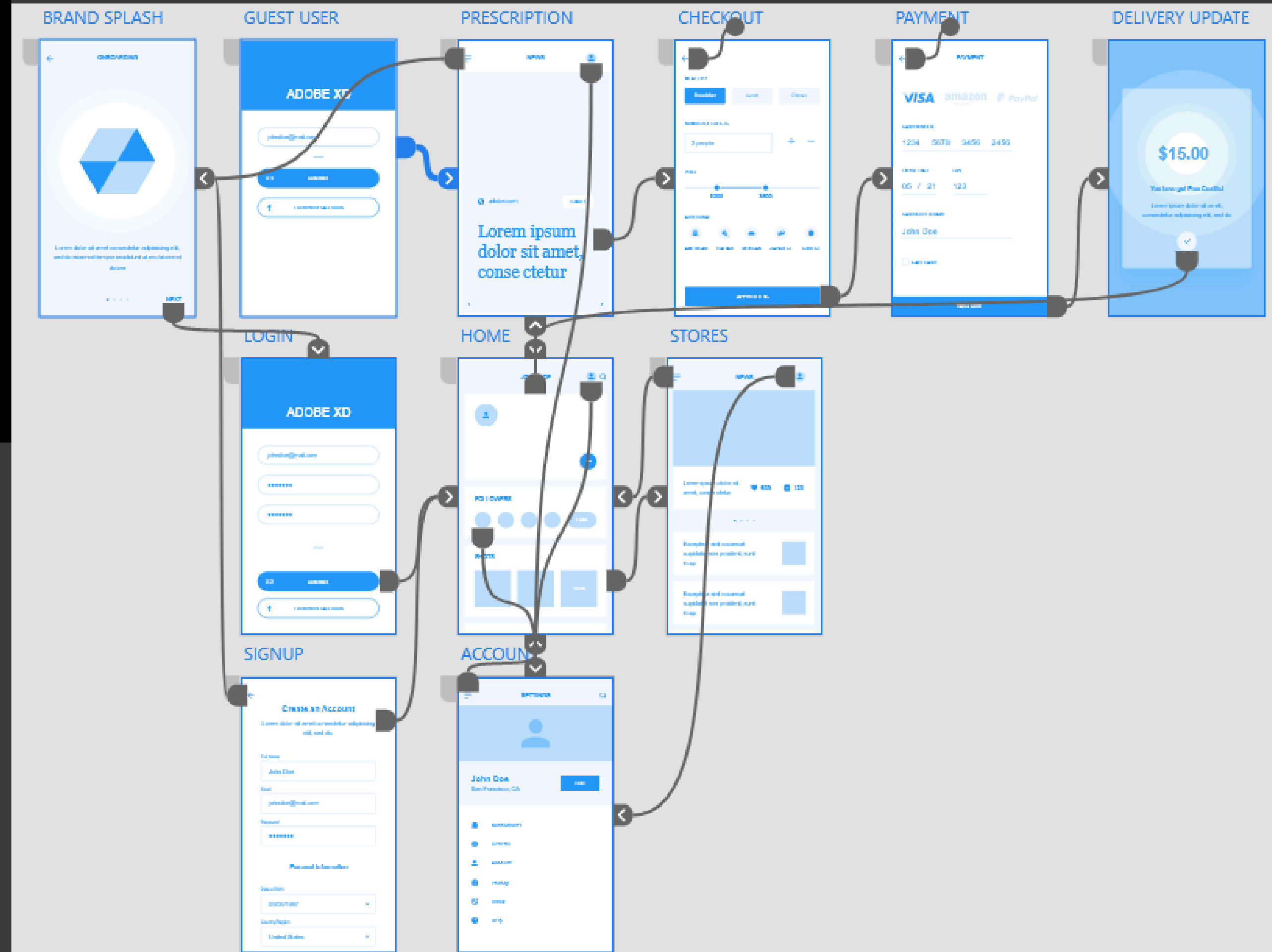
# EMPATHY MAP



# PAPER WIREFRAMES



# LOW-FIDELITY WIREFRAMES





# AFFINITY DIAGRAM

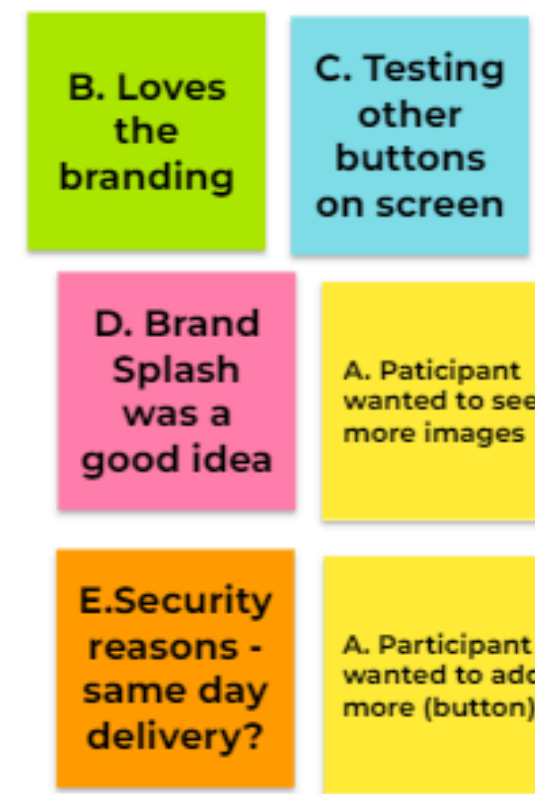
## LABELS ARE VITAL

Emphasize the most important aspect of the design



## SCALE

Guiding the eye on the page so that it attends to different design elements in the order of their importance



## SYMMETRY

Aiding users to complete the flow



# USABILITY STUDY PARAMETERS



**Study type:**

Moderated variables and usability study



**Location:**

BGC, Fort Bonifacio, Taguig (Face to Face)



**Length:**

10-20 minutes



**Participants:**

5 participants



# USABILITY FINDINGS

## ROUND 1

### DIGITAL TRANSFORMATION

Modern customers replacing trips to in-store pharmacies with online medicine delivery apps

### PERSONALIZATION

In addition to online delivery of medicines, the app must provide online doctor consultations and online lab test booking.

### UPDATED INVENTORY

Implementing same-day prescription delivery, the biggest obstacle they encounter is weaknesses in logistics and available inventory.

## ROUND 2

### OUTPERFORMING OTHER APPS

Providing a level of service and experience that customers expect these days are high because of tight market competition

### MUST HAVES, NICE TO HAVE

UI must be easy to navigate in relation to the information architecture.

### IN-PERSON TRUST FACTOR

The many steps in the pharmaceutical supply chain could increase the risk of inaccurate order allocations – incomplete orders, incorrect dosages, or the wrong medication

# INSIGHTS

IV. RESULTS AND  
RENDITION

## CONVENIENCE WITH SAFETY

Same-day prescription delivery is the delivery of prescription products within 24 hours of when a consumer orders medicines. It enables consumers to obtain prescriptions within the same day without having to wait in long queues of pharmacies.

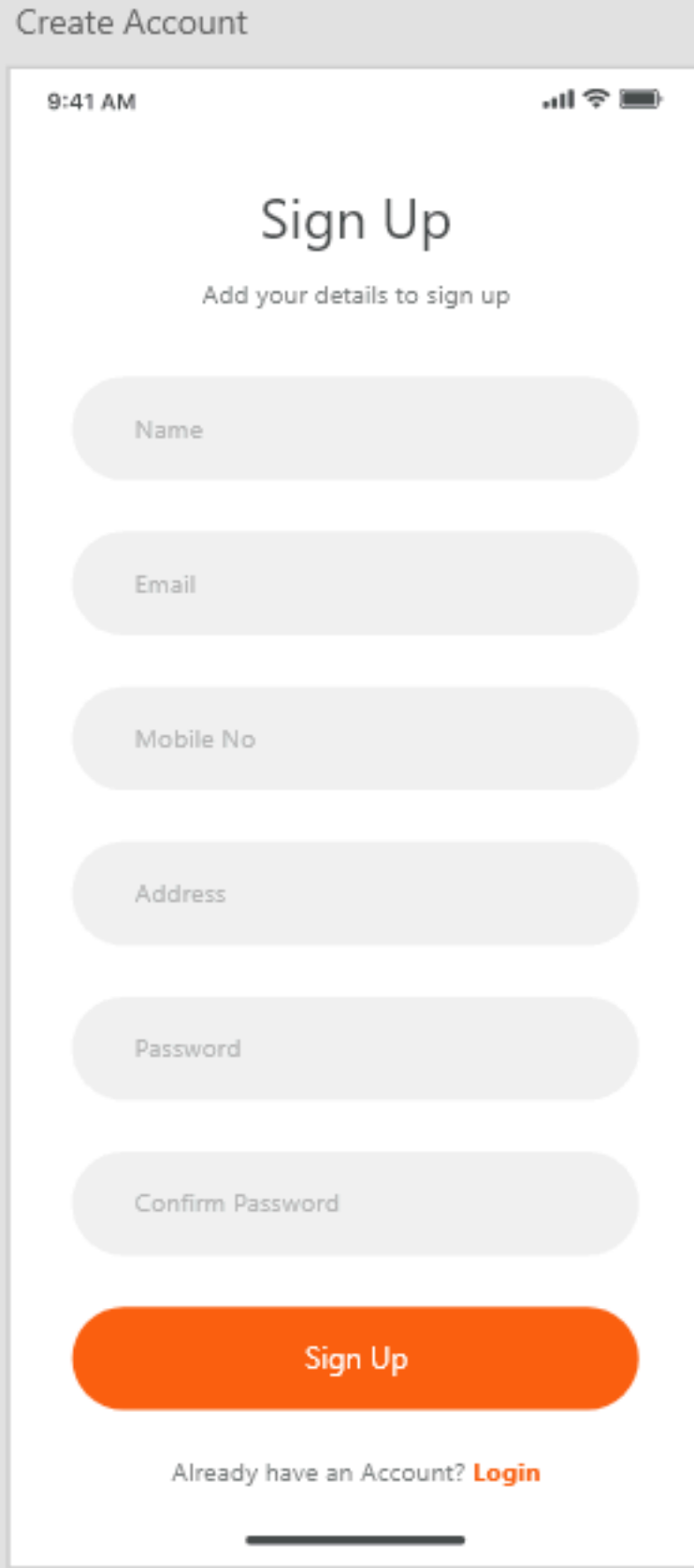
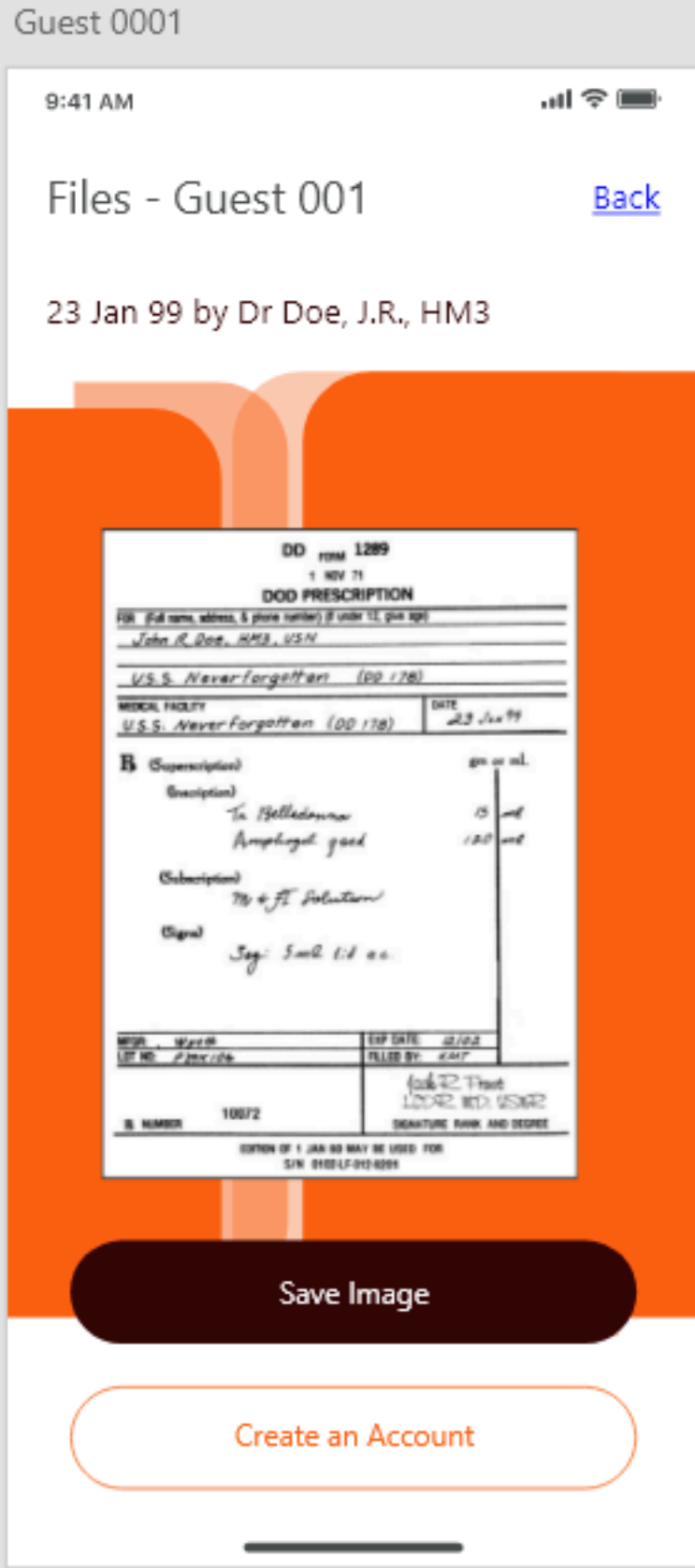
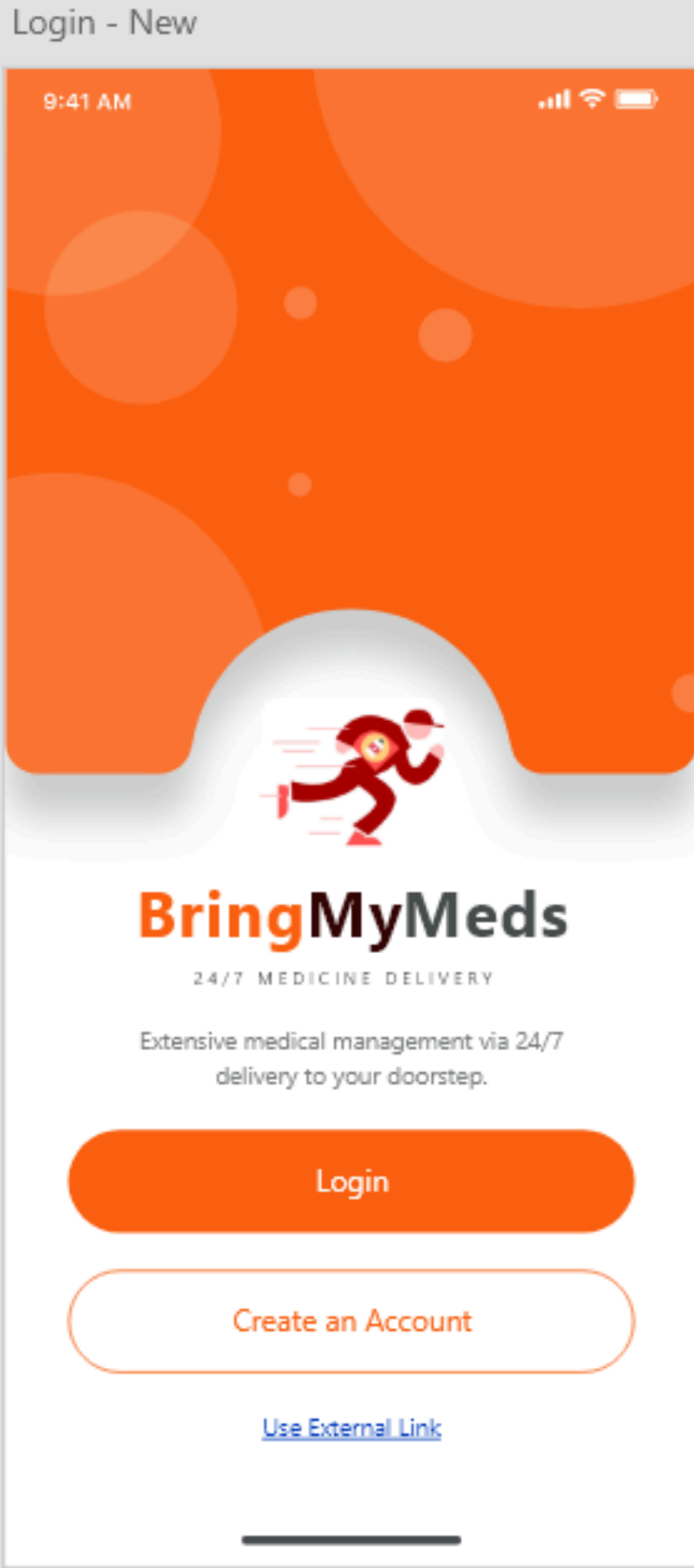
## ADDED PRIVACY PROTECTION

Same-day prescription delivery limits the exposure of data and helps buyers keep their information secure and private. This delivery service's added privacy protection makes it a safer and reliable way to buy crucial medicines and drugs.

## SAVES TIME, MONEY AND EFFORT

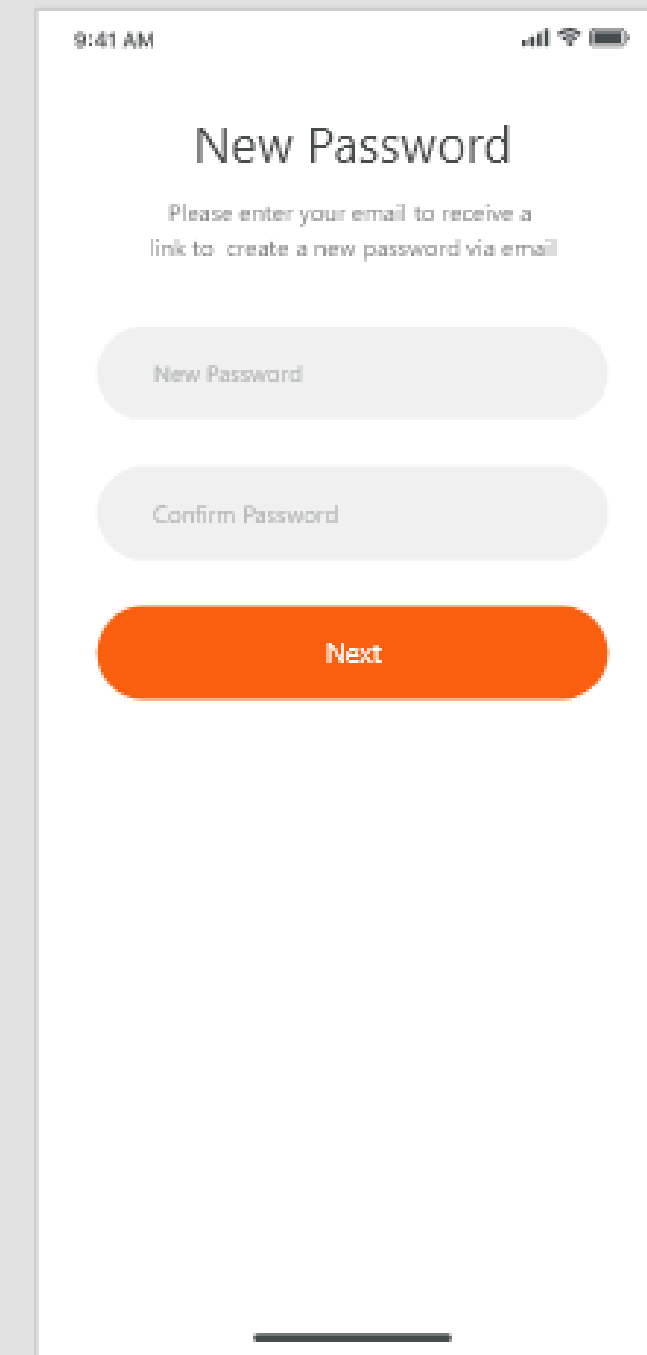
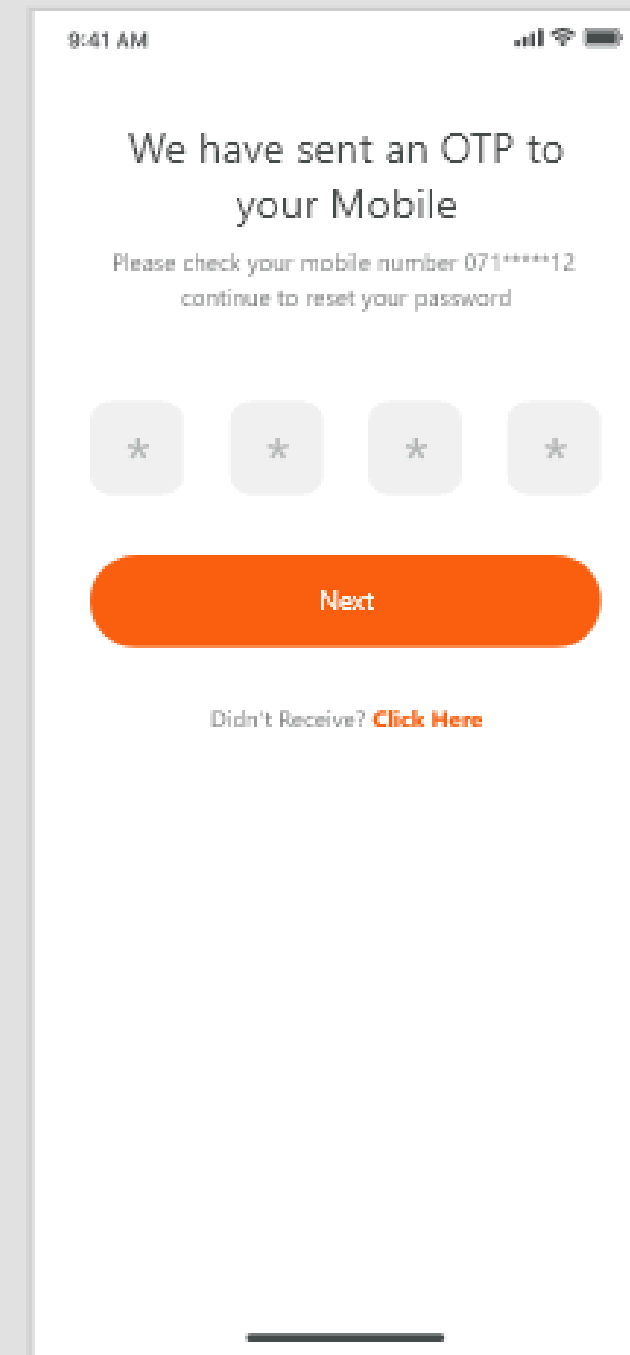
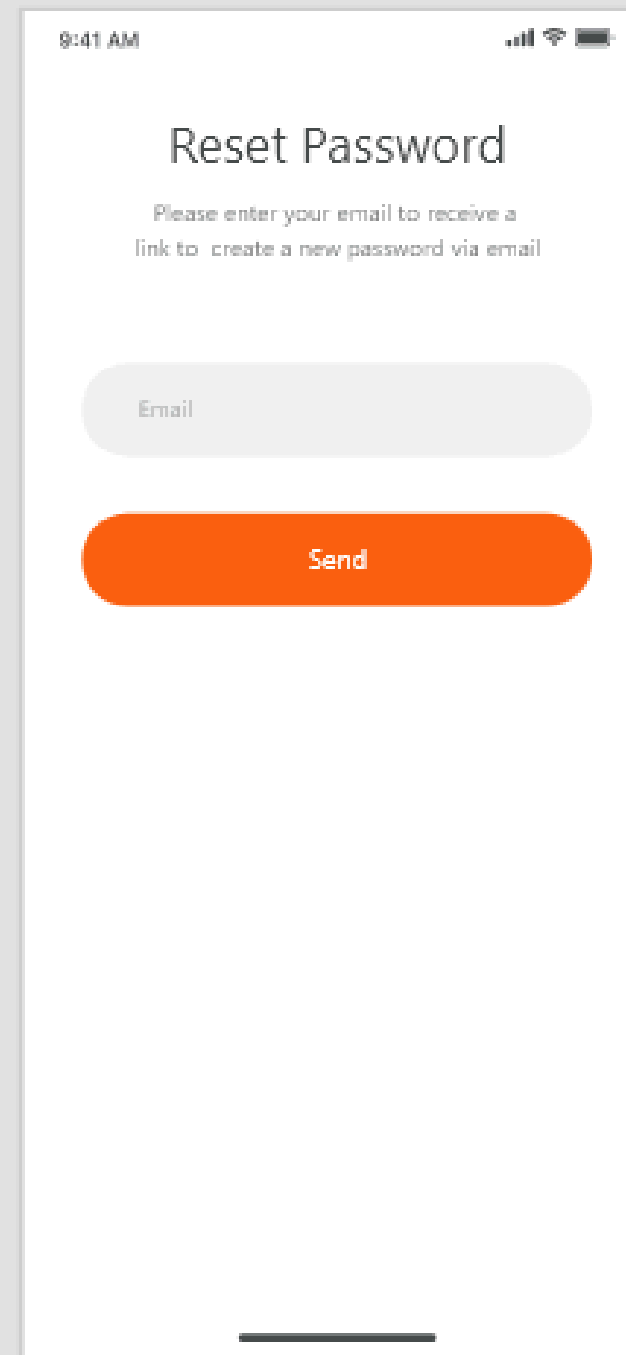
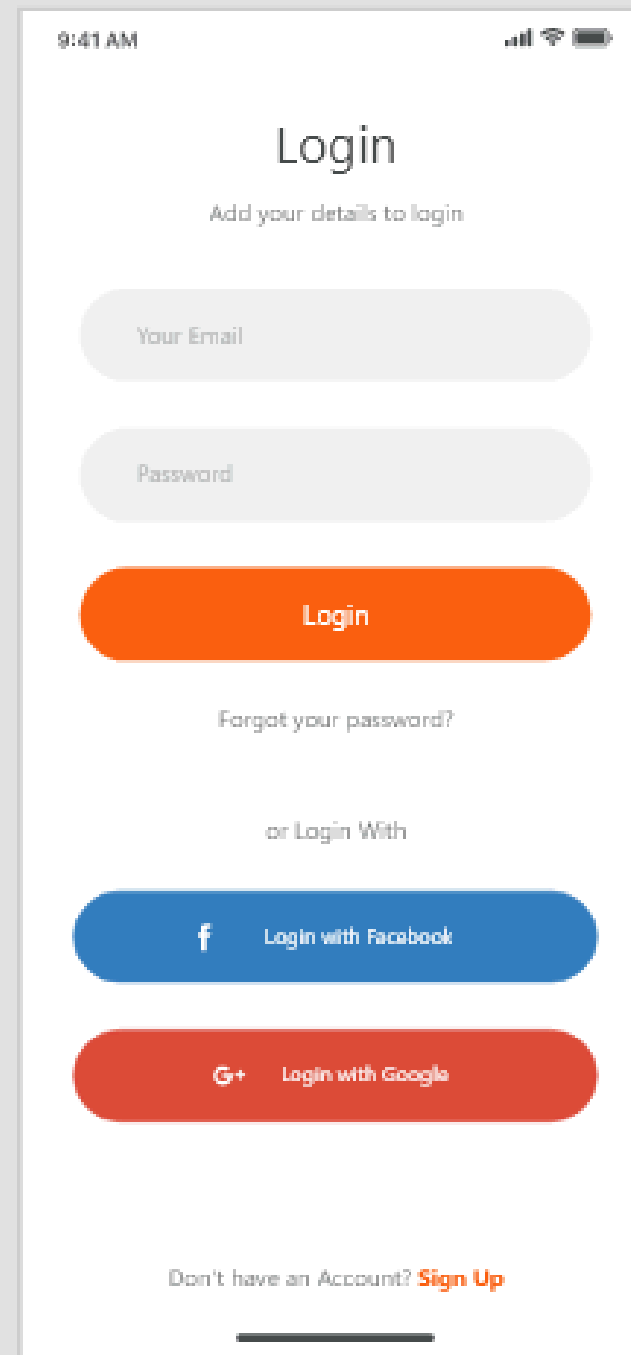
Same-day prescription deliveries also help customers to monitor their spending on medicines through a subscription model.

# Journey 1: Guest User to Create an Account (Referred by the doctor)



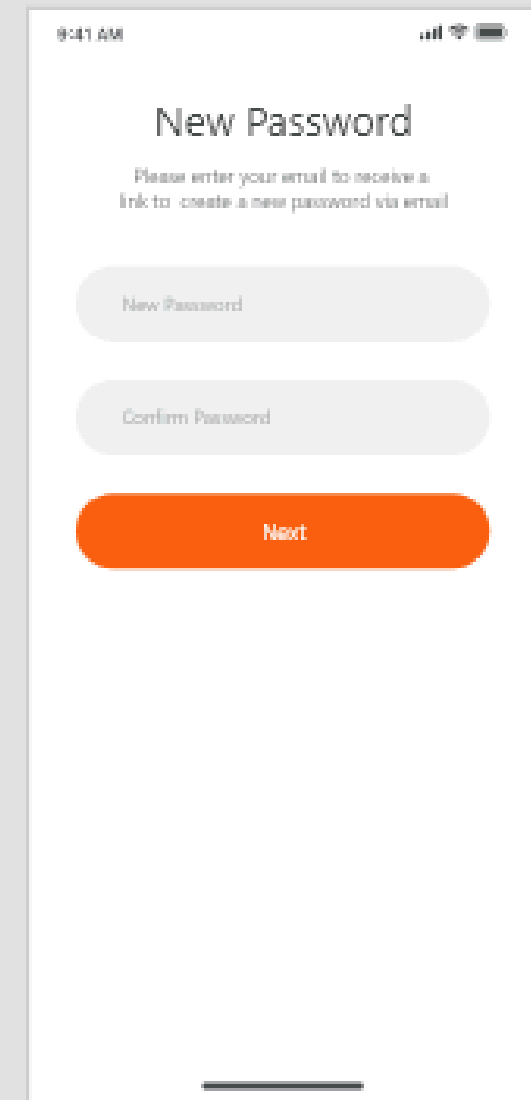
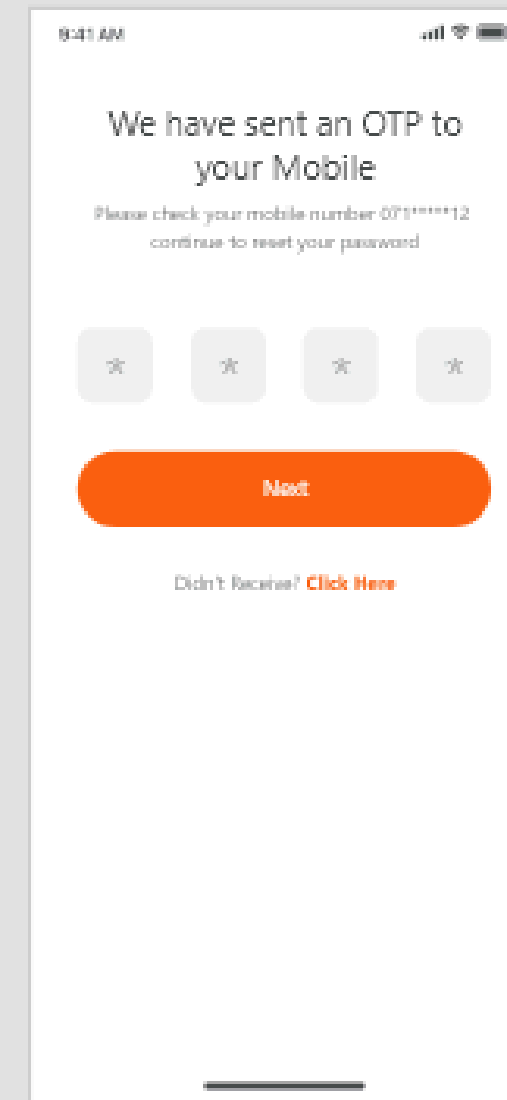
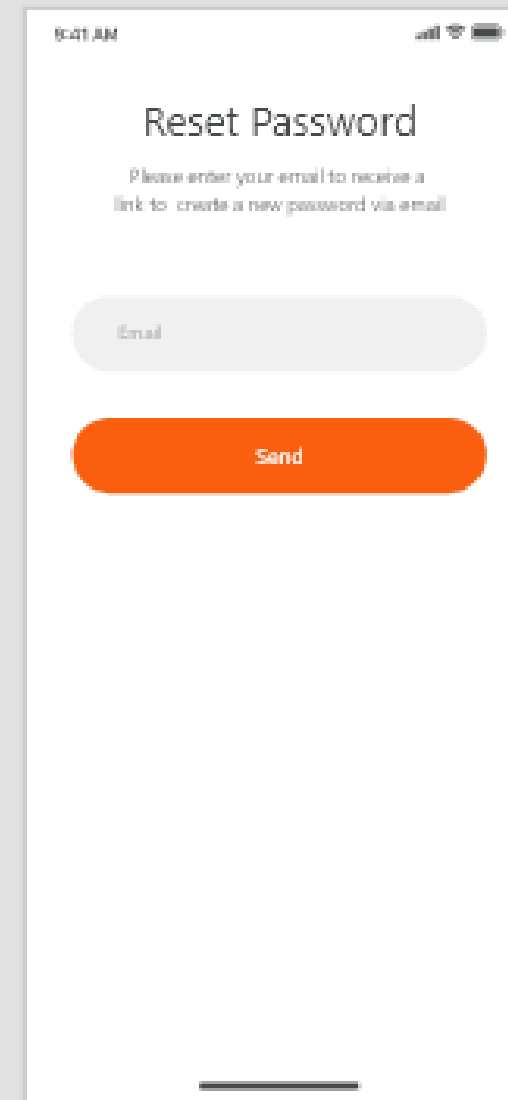
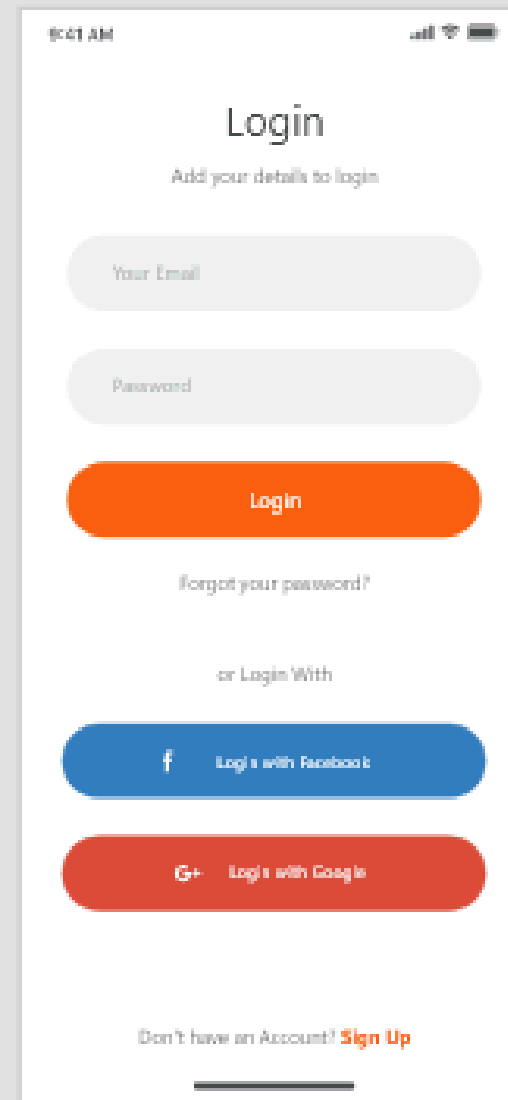
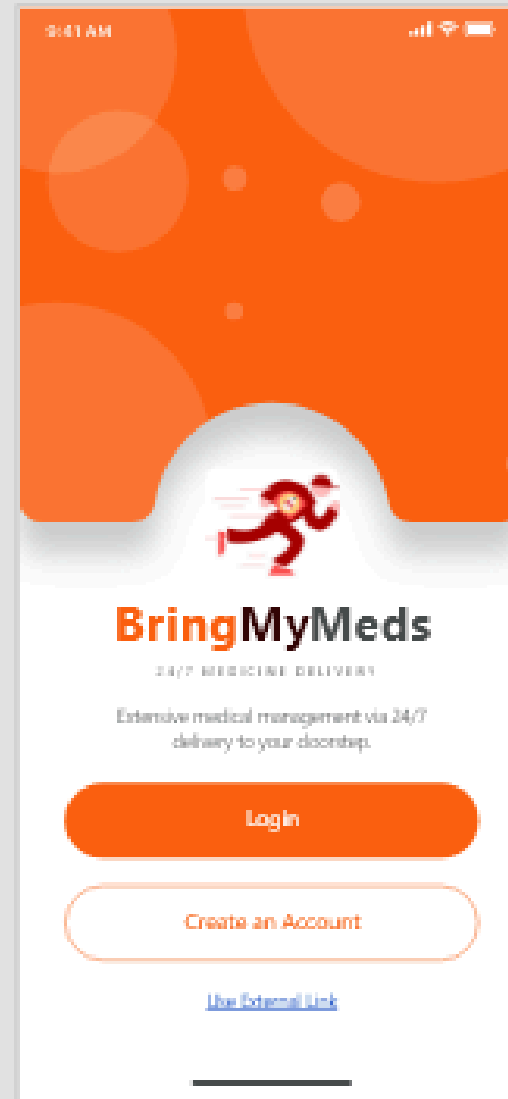
Brand Splash > Use External Link Given by the Doctor > Action to Create an Account

# Journey 2: Returning User with FORGOT PASSWORD FEATURE



# Journey 3: Complete Screens from Login to Completing the Orders

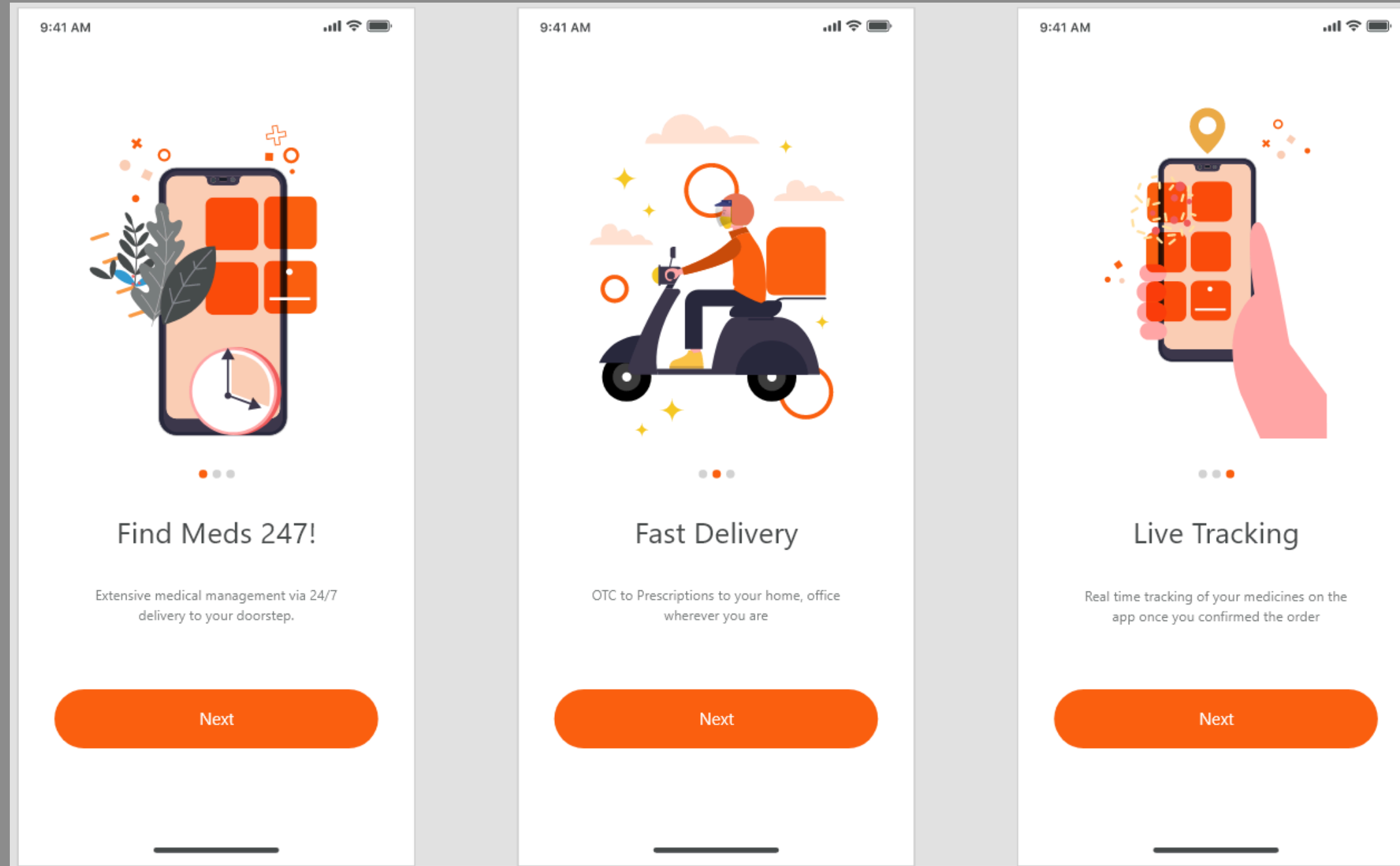
## 1 of 5



LOGIN ASSISTANCE AND RECOVERY ACTIVATED

# Journey 3: Complete Screens from Login to Completing the Orders

## 2 of 5

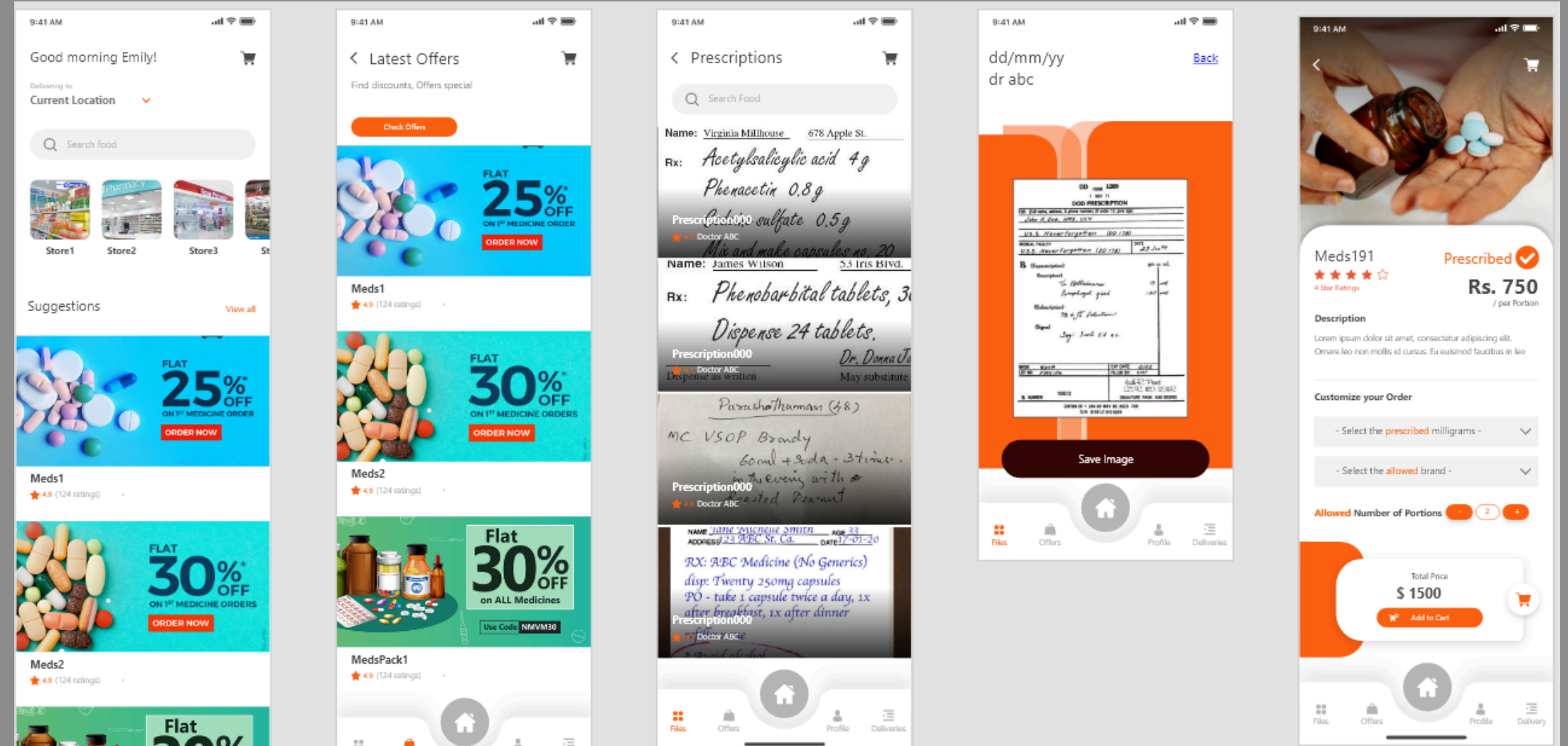
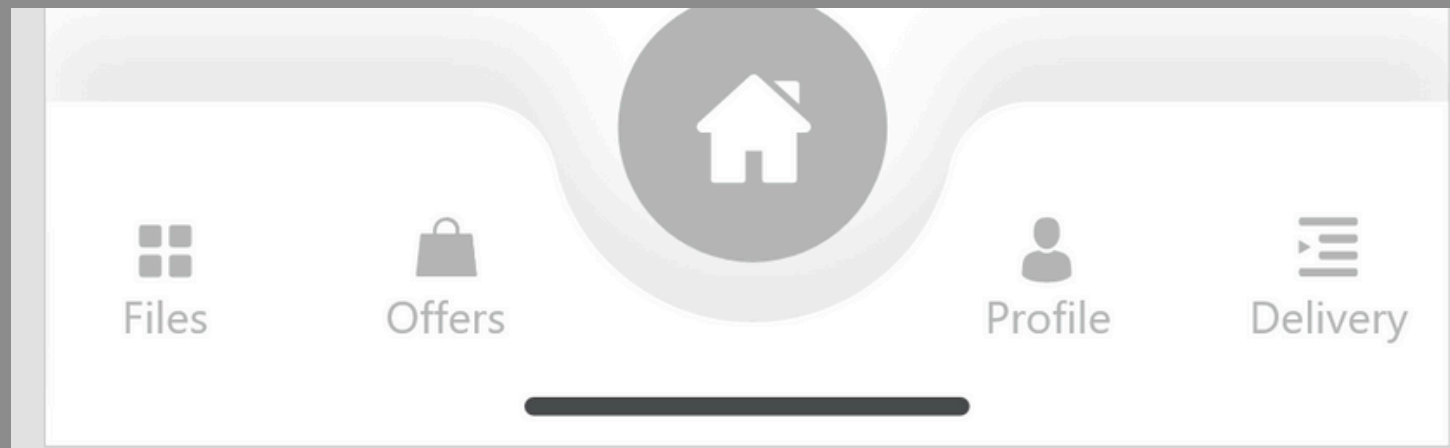


BRAND IDENTITY AND FEATURES



# Journey 3: Complete Screens from Login to Completing the Orders

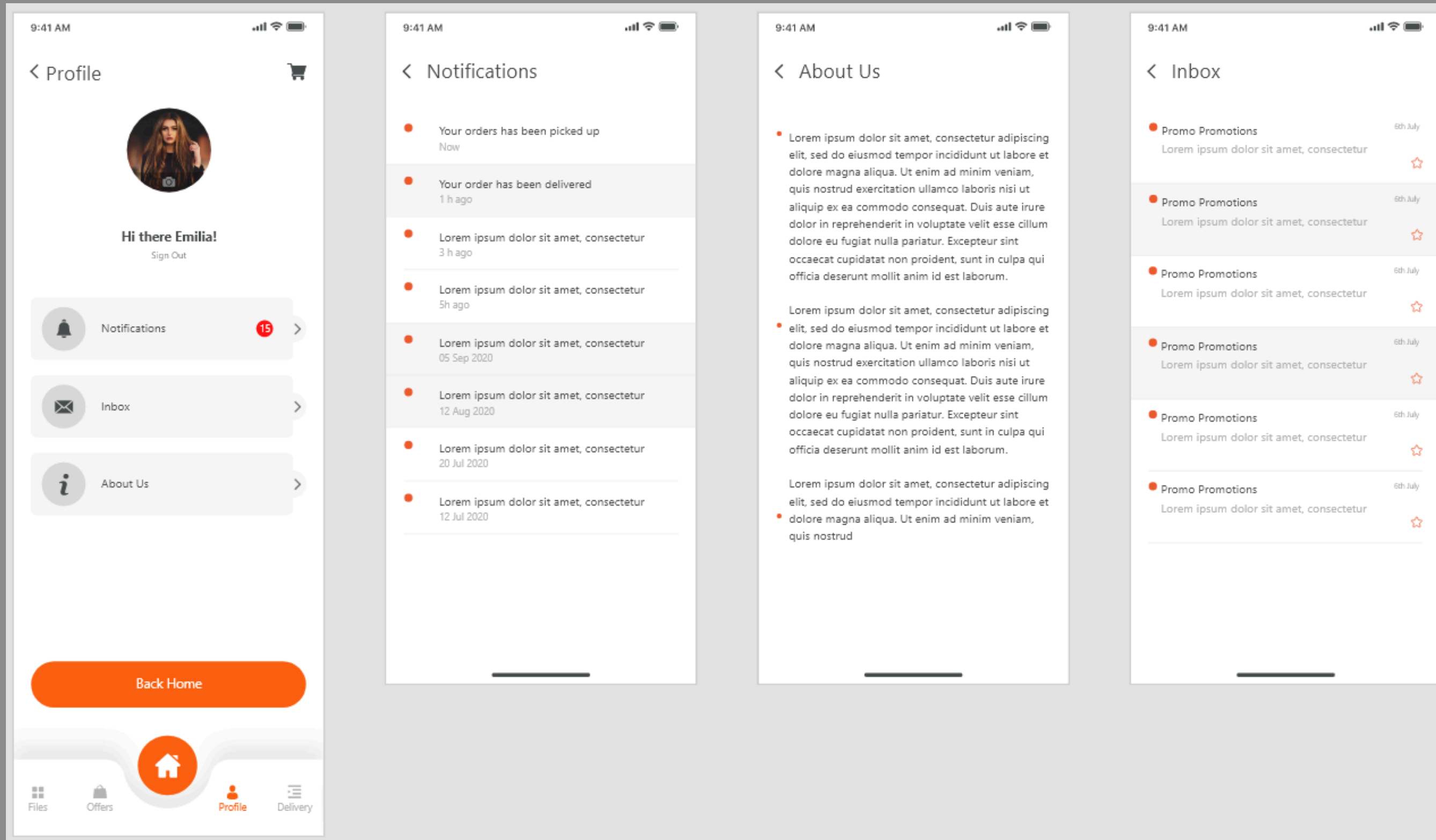
## 3 of 5



Brand Splash > Use External Link Given by the Doctor > Action to Create an Account

# Journey 3: Complete Screens from Login to Completing the Orders

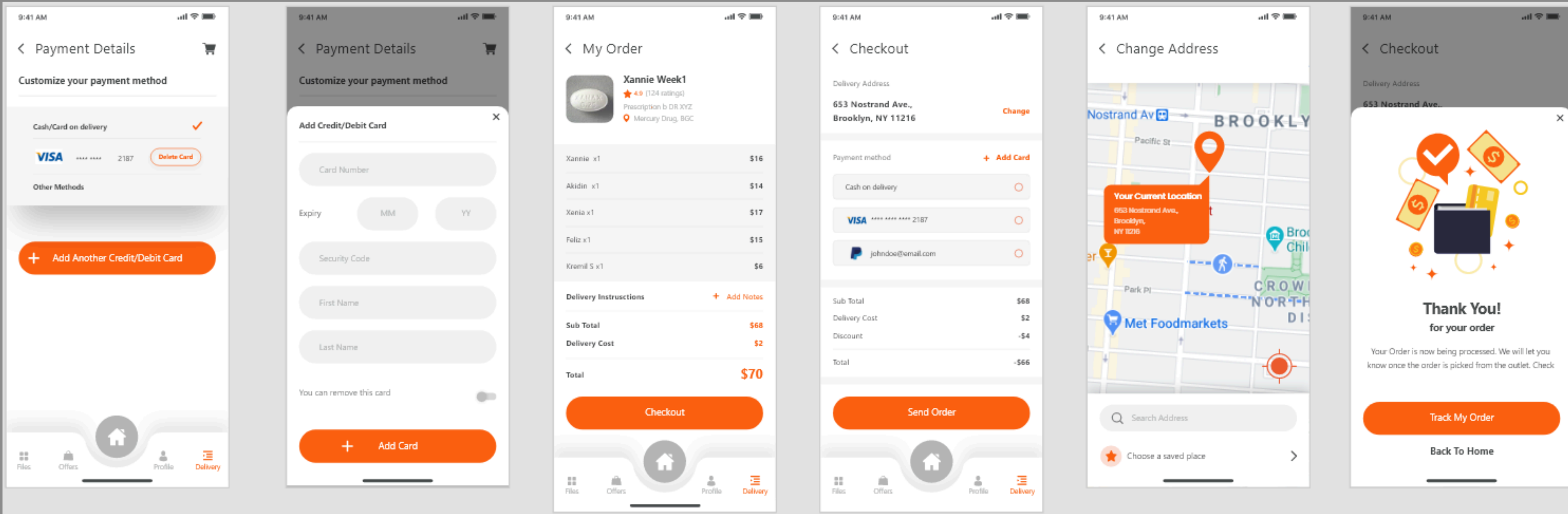
## 4 of 5



PRODUCT FEATURES AND PERSONALIZATION

# Journey 3: Complete Screens from Login to Completing the Orders

## 5 of 5



FINAL STAGE OF PAYMENT FROM THE CART TO CHECKOUT AND TRACKING

## BEHAVIOUR ESTABLISHMENT

Every month, their customers get pharmacy support, automatic refills, and free delivery - all from sign-ups's data.

## CONSUMER RELATIONSHIP

App's key features help it provide always-on pharmacy support and reduce customer costs by applying discounts and loyalty program

## FOCAL POINT ON KEY PROBLEMS

- The human factor
- Constant updates
- Time to adopt
- Security issues
- Budget demands

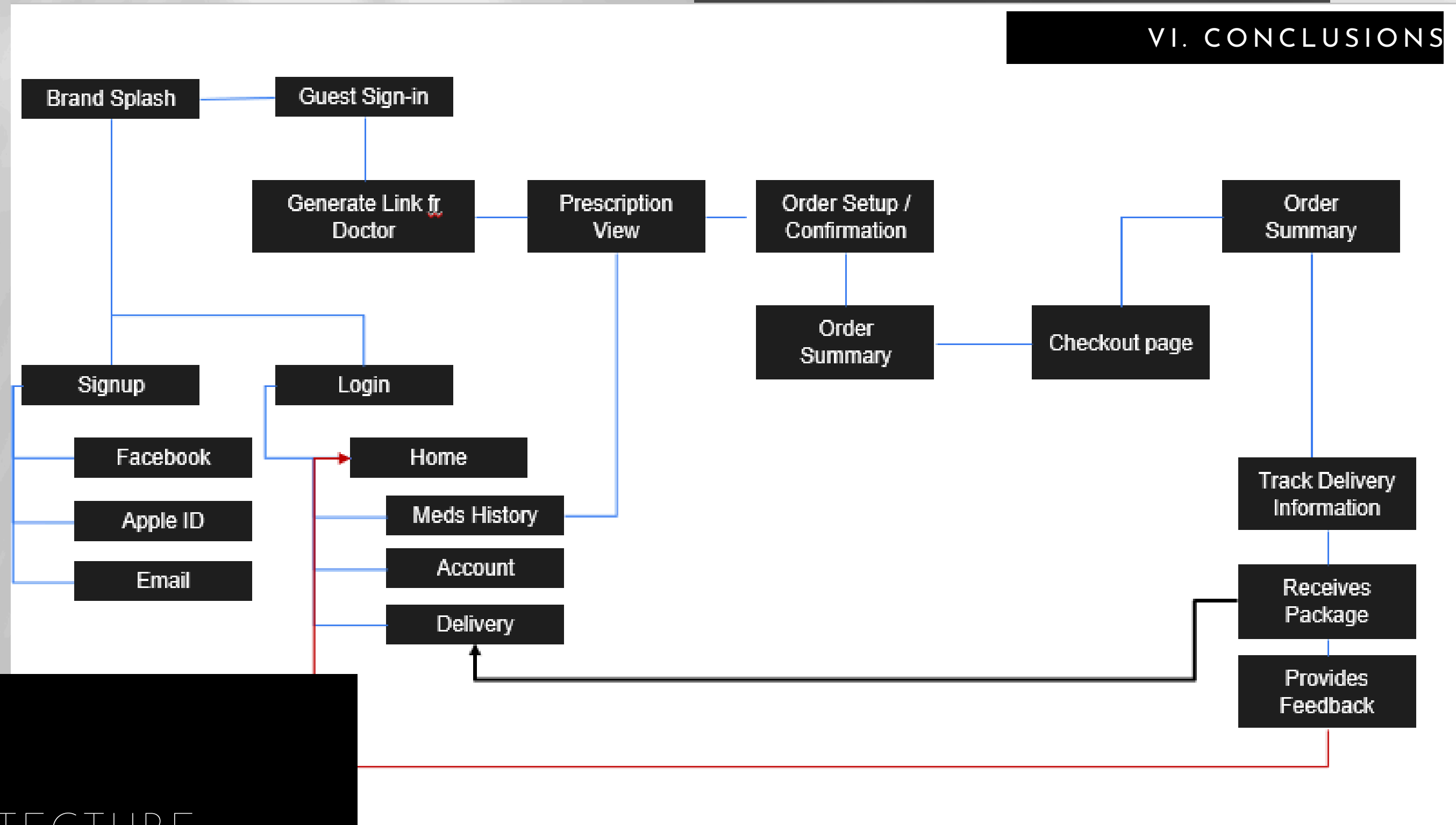
## ACCURATE, QUICK AND RELIABLE DELIVERY

Medicine delivery is a time-sensitive process. Any delivery delays may lead to serious problems.

TRANSFORMATIVE

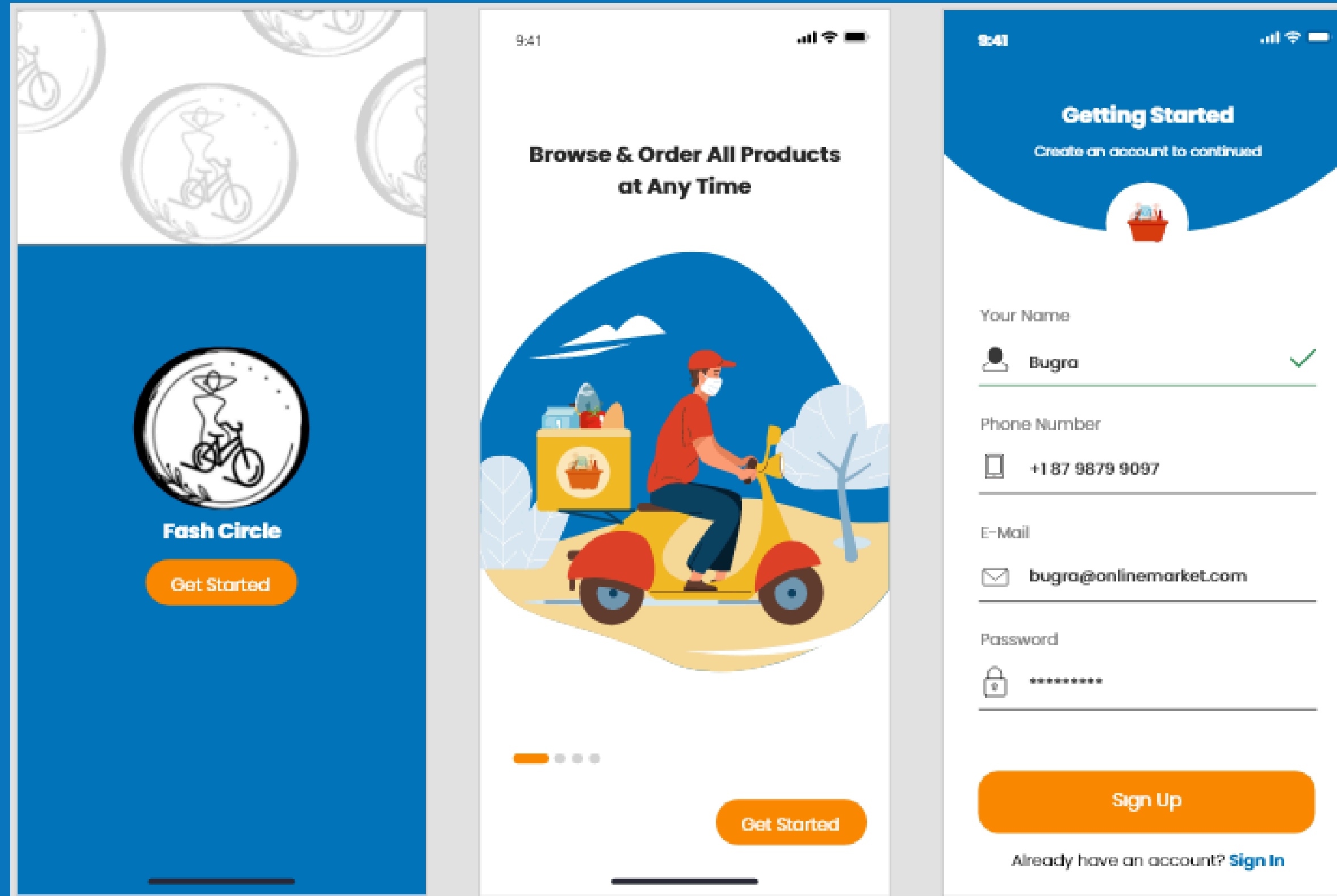
**CONCLUSIONS+**





INFORMATION ARCHITECTURE  
**SITE MAP**

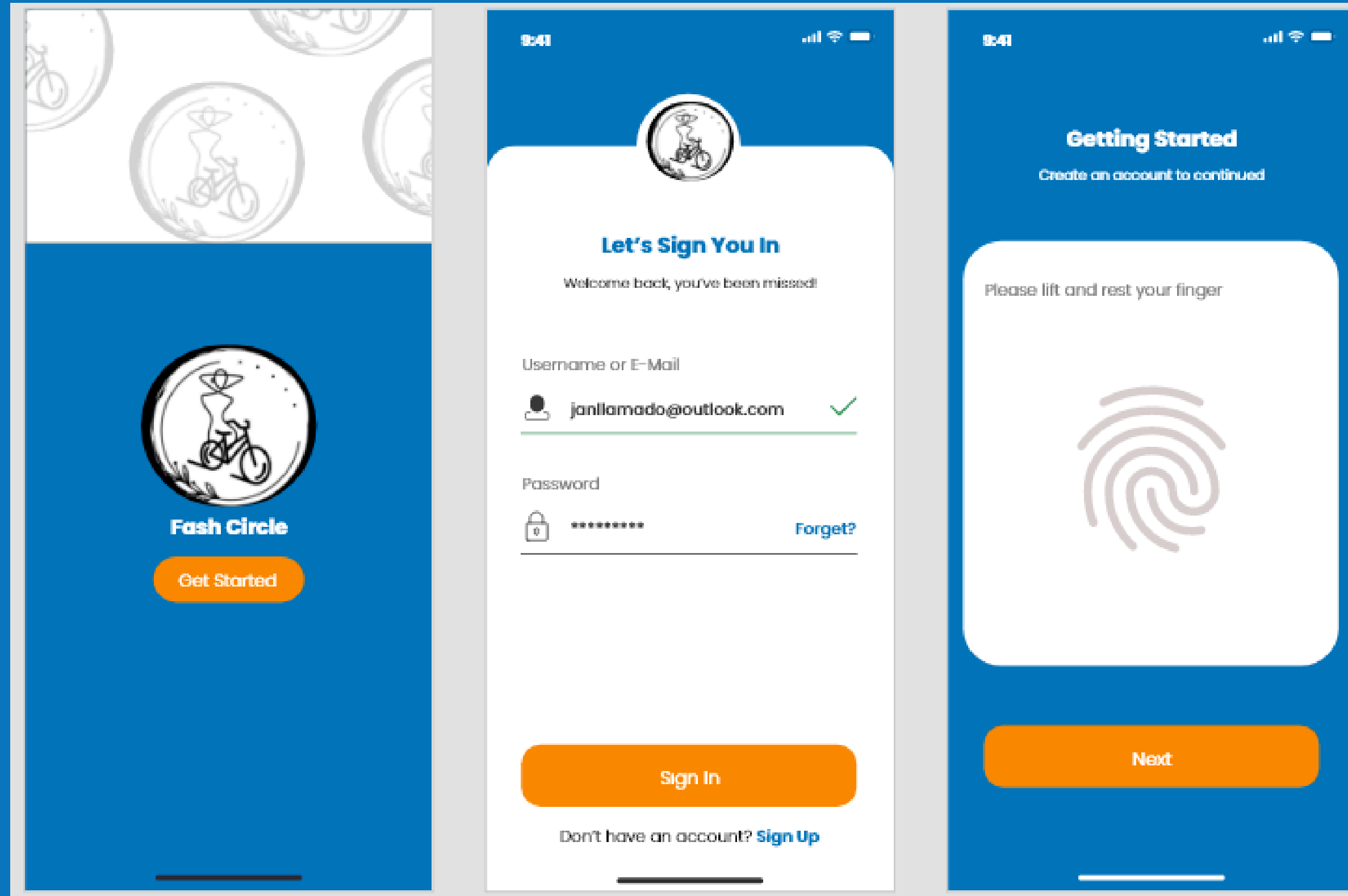
# Established Journey : Guest User to Create an Account



Brand Splash > Brand Identity > Action to Create an Account

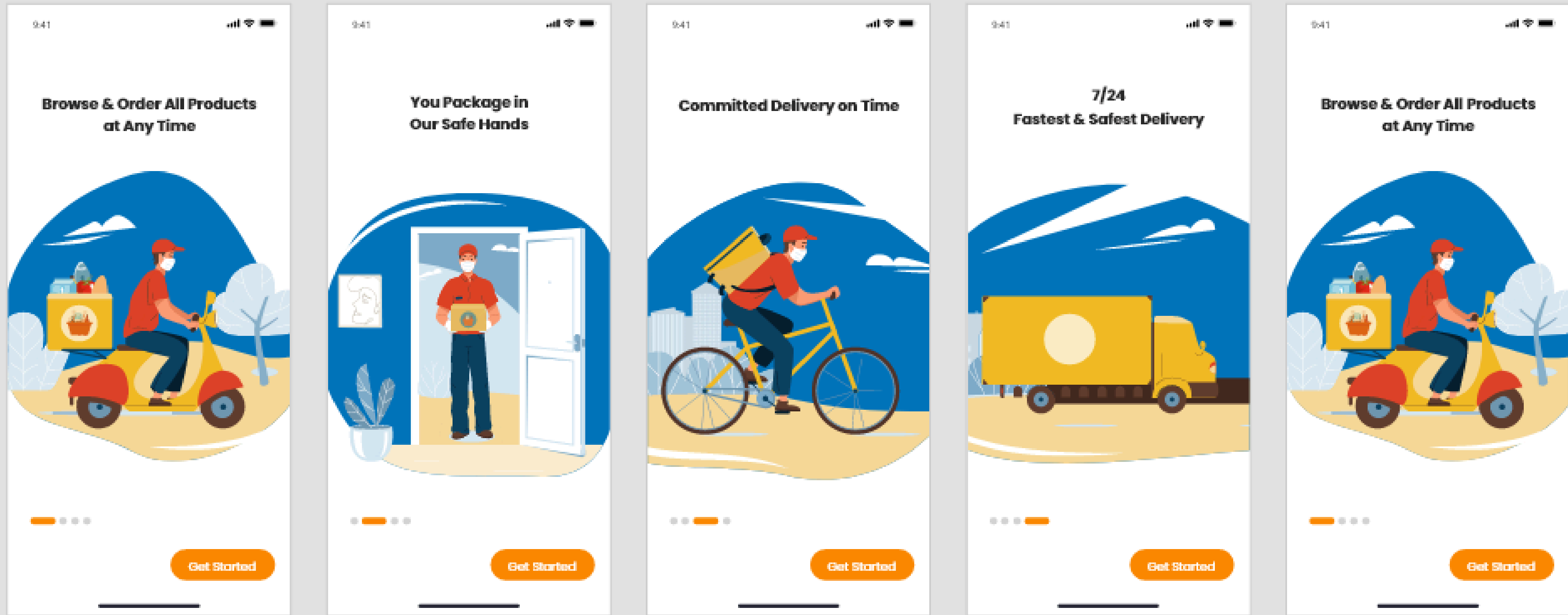


# Established Journey : Returning User



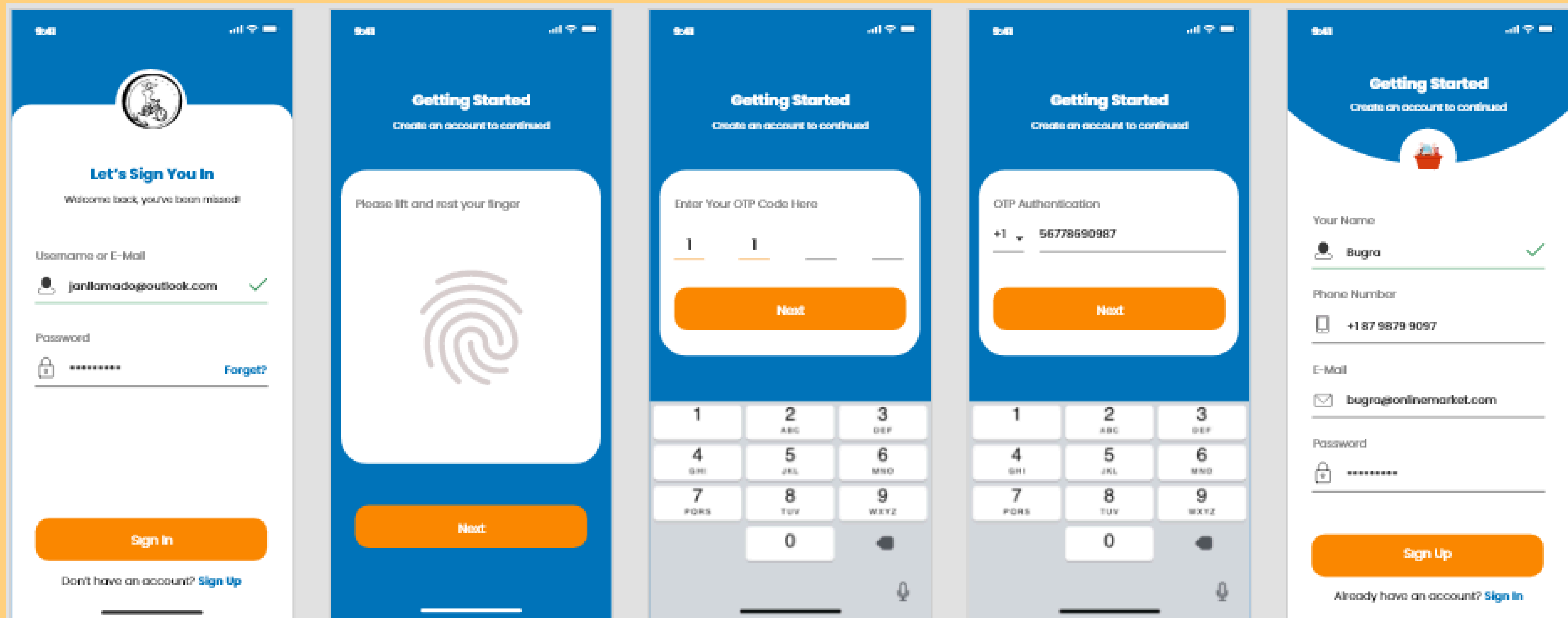
Brand Splash > Feature for FINGER PRINT SIGN IN

# SCREENS: WALKTHROUGH



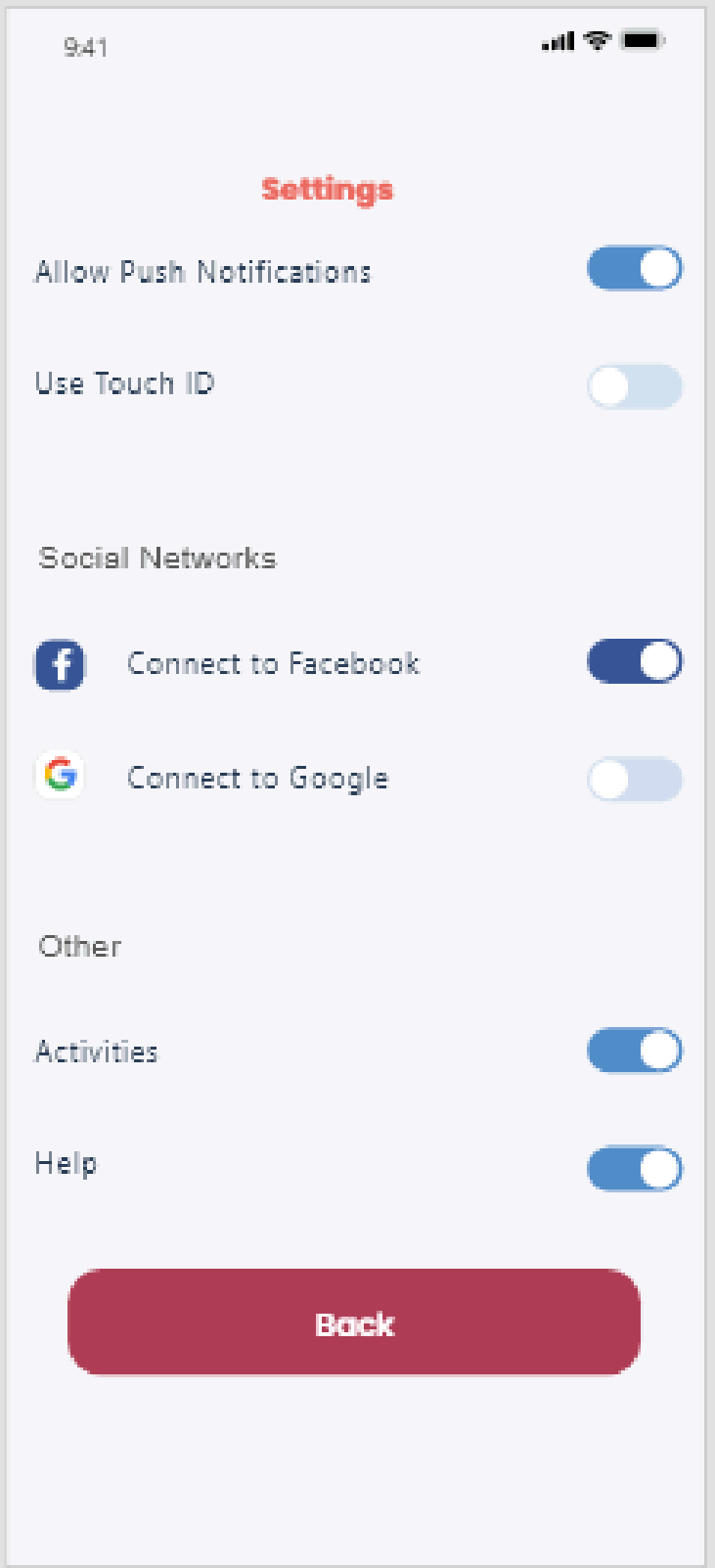
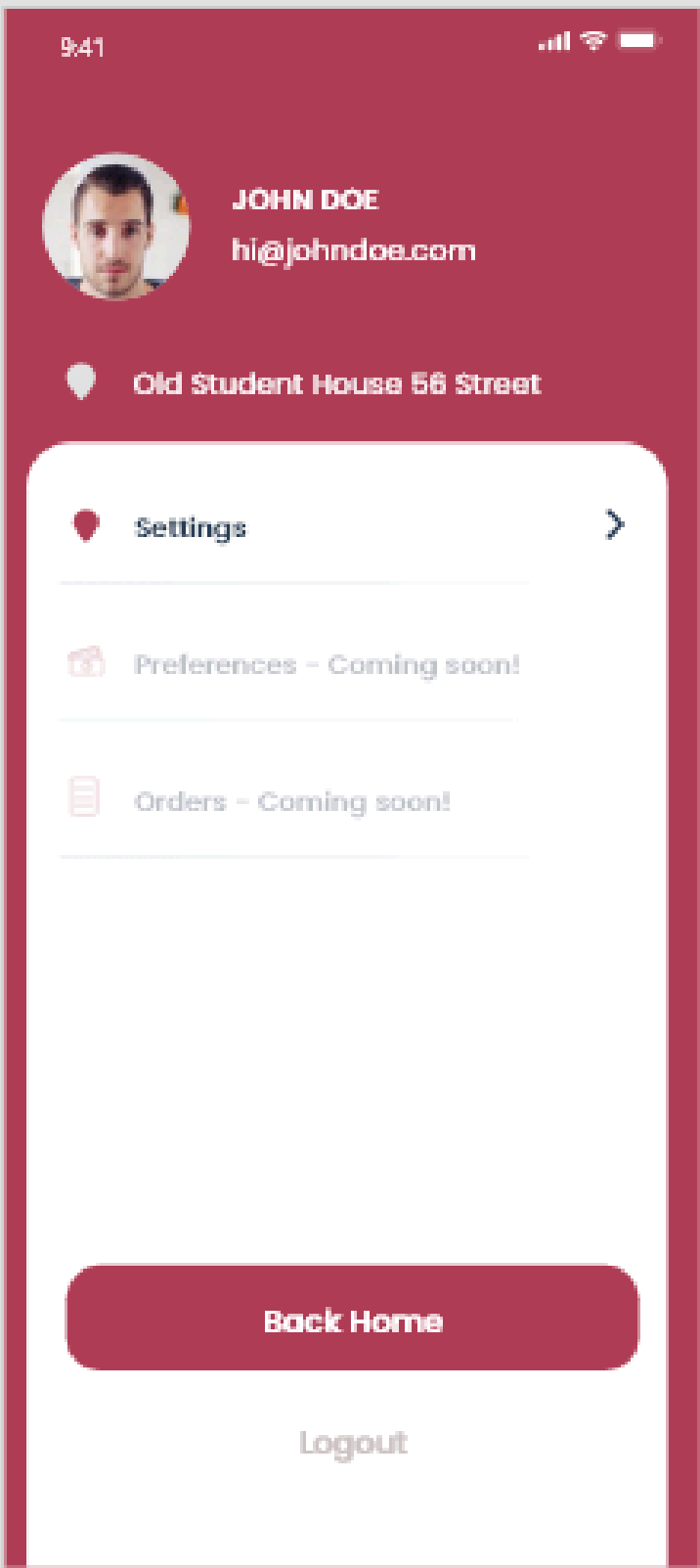
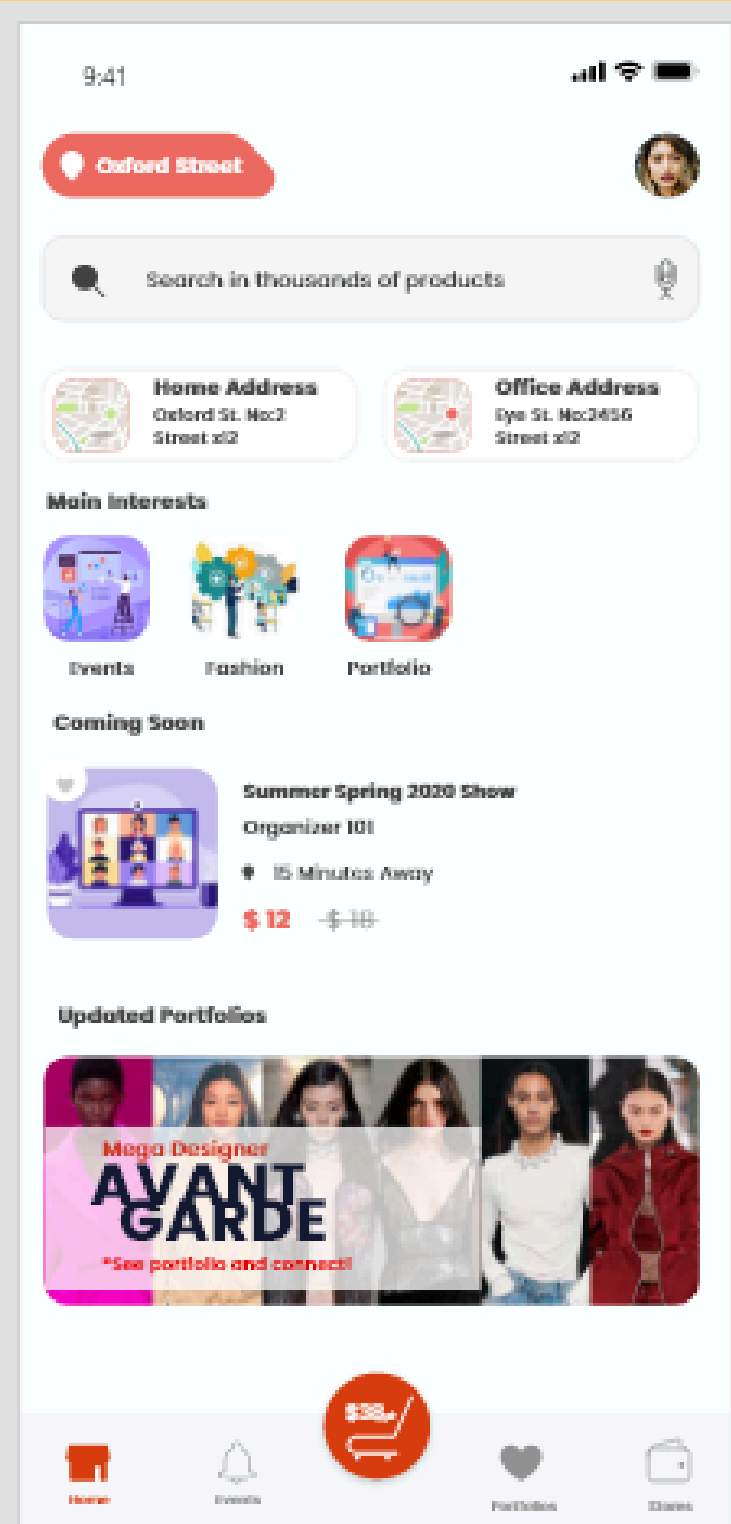
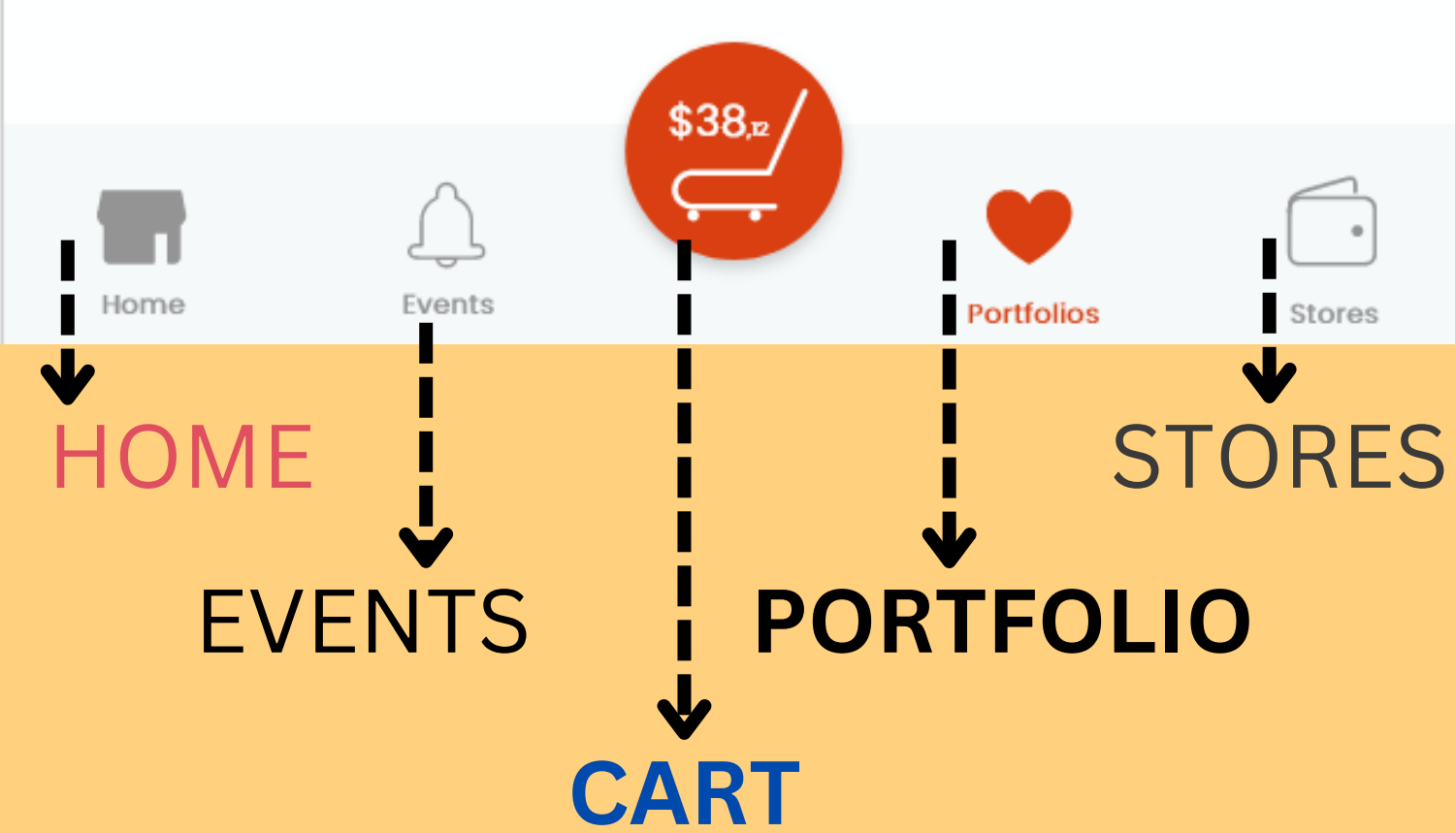
GOAL: TO ESTABLISH COMPETENCY AND TRUST TO USERS

# SCREENS: LOGIN AND REGISTRATION



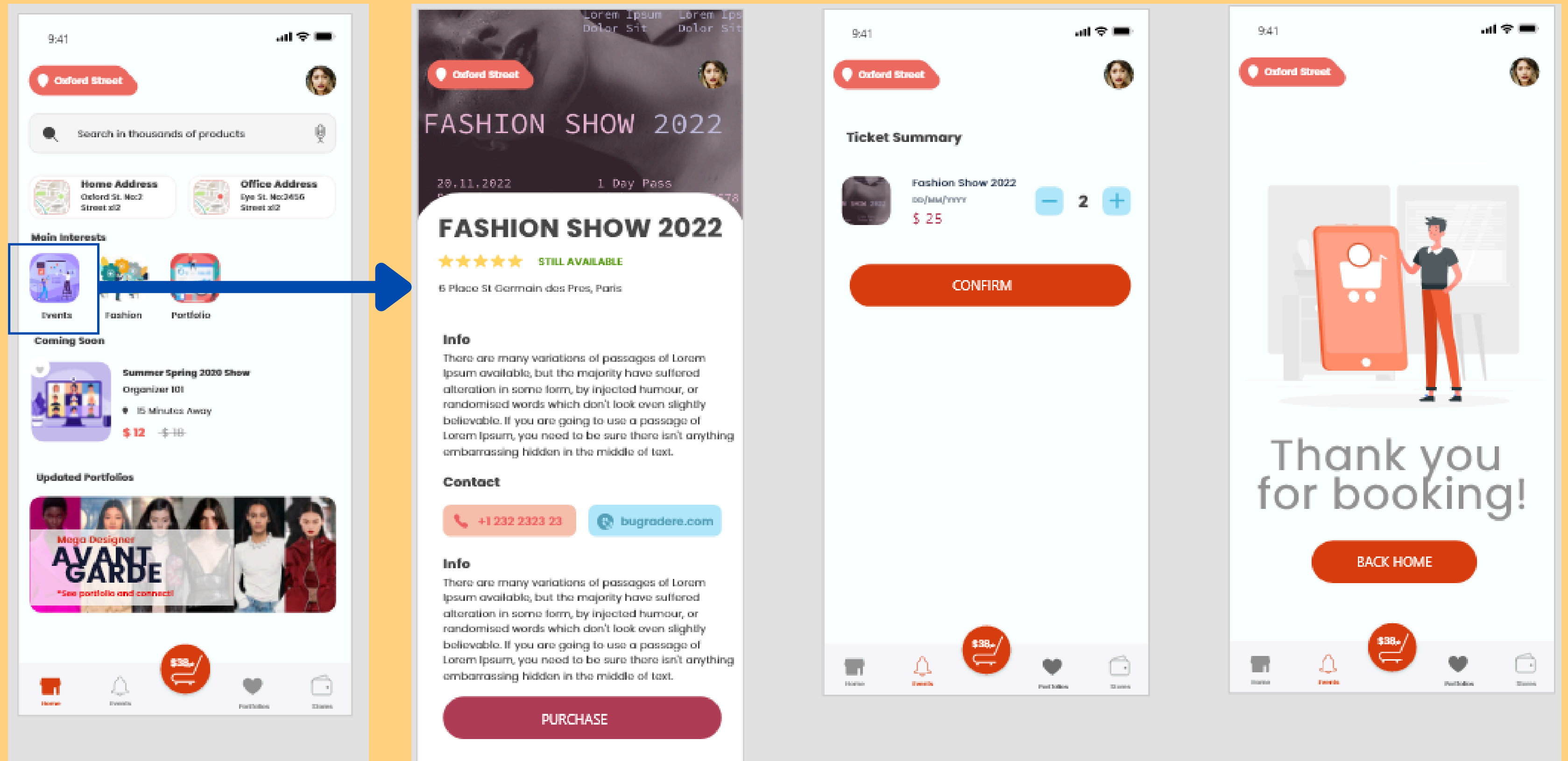
GOAL: TO CREATE SENSE OF SECURITY REGARDING DATA AND PRIVACY

# SCREENS: NAVIGATION BAR, HOME AND ACCOUNT SETTINGS



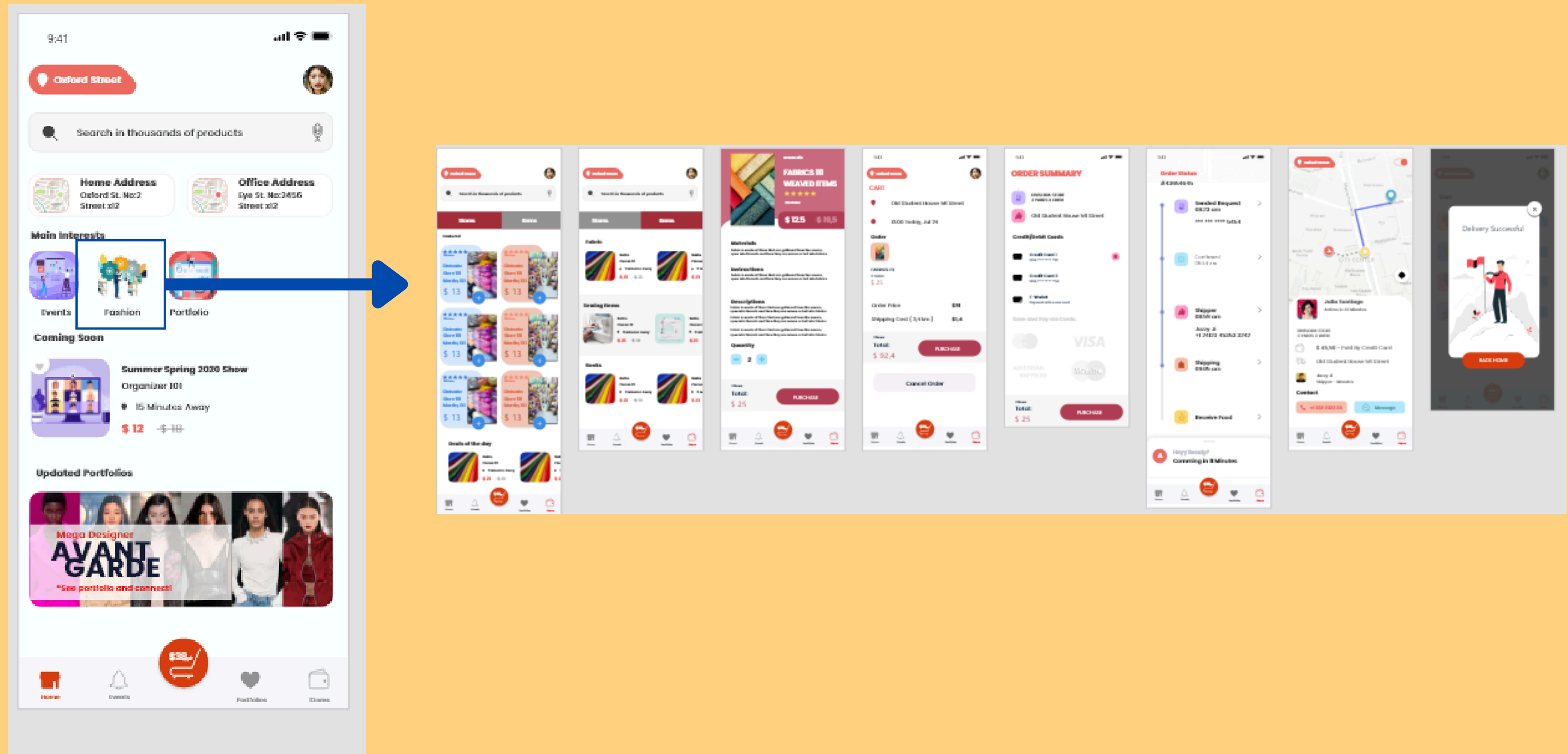
GOAL: GENERAL NAVIGATION IS AVAILABLE WITH PERSONALIZATION

# SCREENS: HOME TO EVENTS PAGE



GOAL: TO LEAD TO EVENTS PAGE WITH INFORMATION, TICKET QTY, SUCCESSFUL PURCHASE

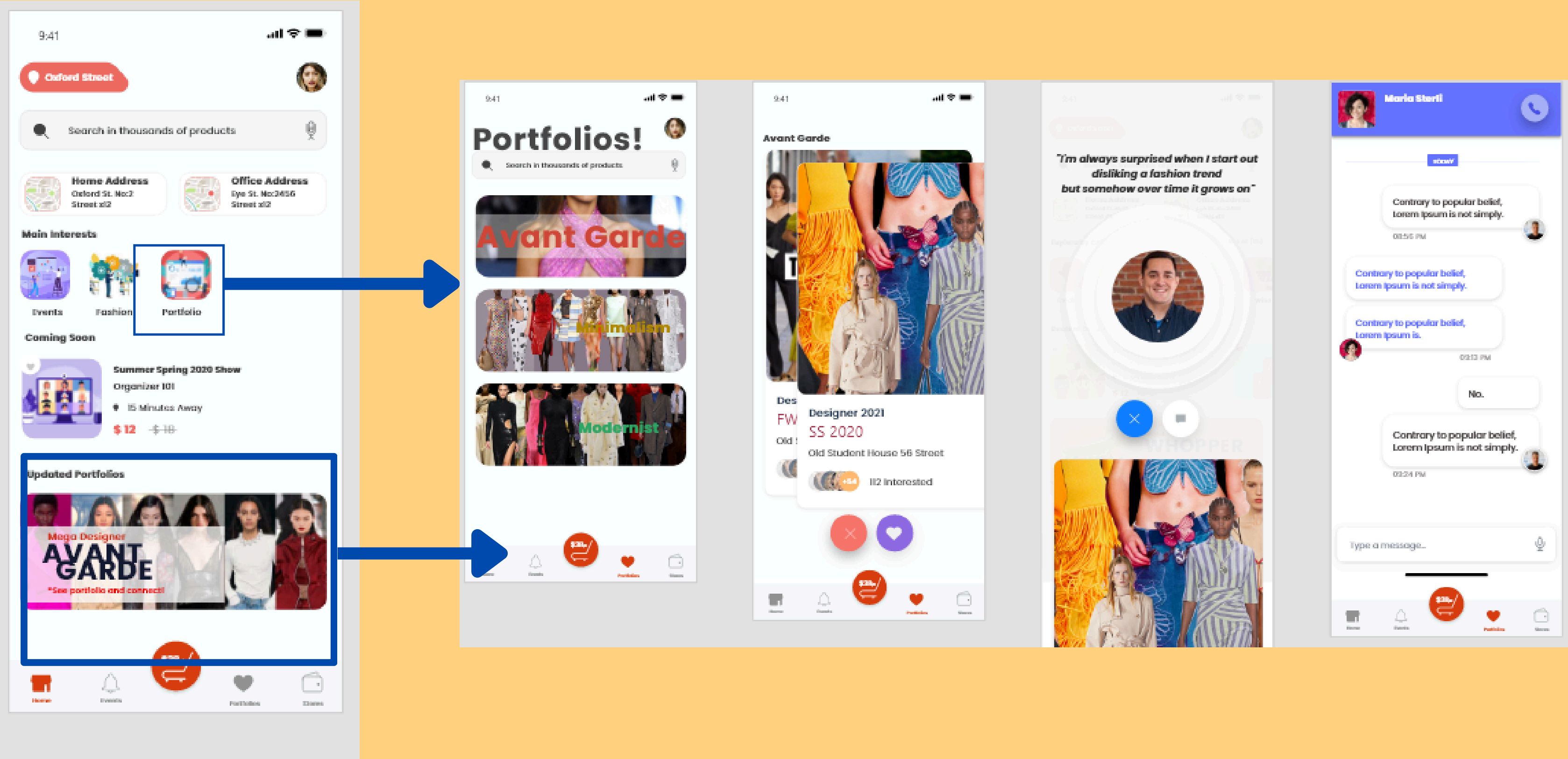
# SCREENS: HOME TO FASHION NEEDS, STORES, MATERIALS



GOAL: TO PURCHASE FROM SUGGESTED STORES AND TO RECEIVE PACKAGES ON TIME



# SCREENS: HOME TO PORTFOLIO



GOAL: TO INITIATE CONVERSATIONS AMONG CREATIVES WHILE SHOWCASING WORKS



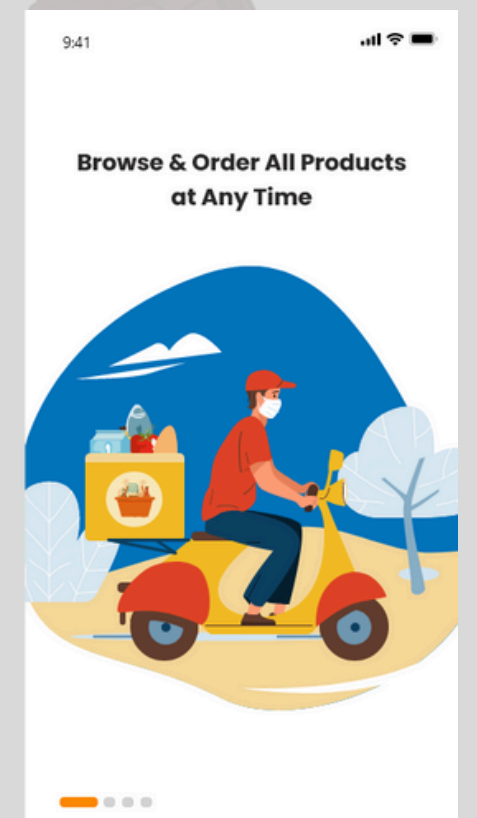
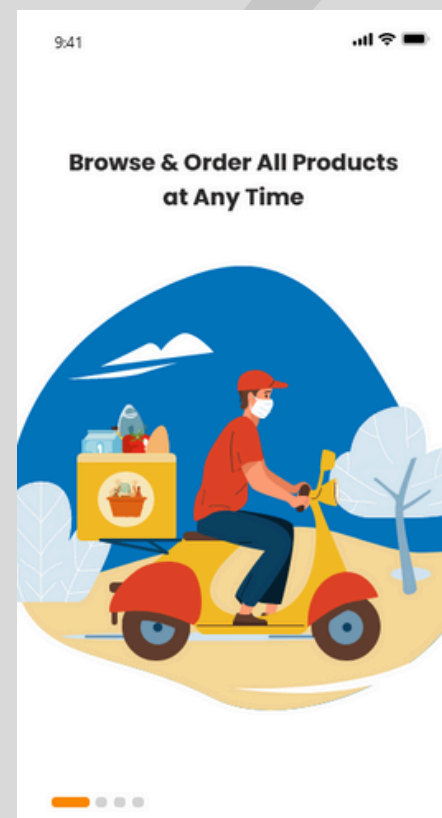
# FASH CIRCLE

CREATIVELY CONVENIENT, AS ALWAYS.

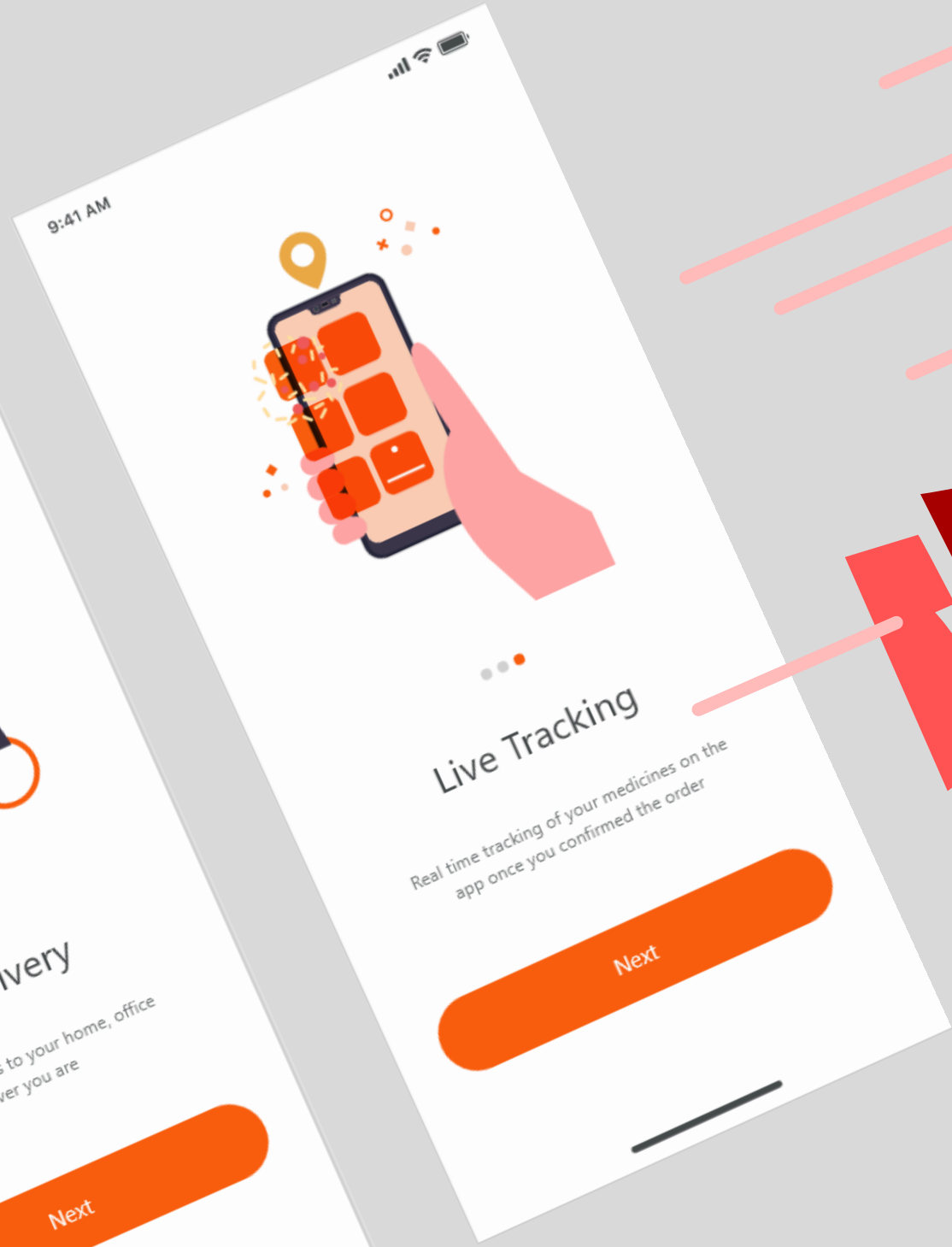
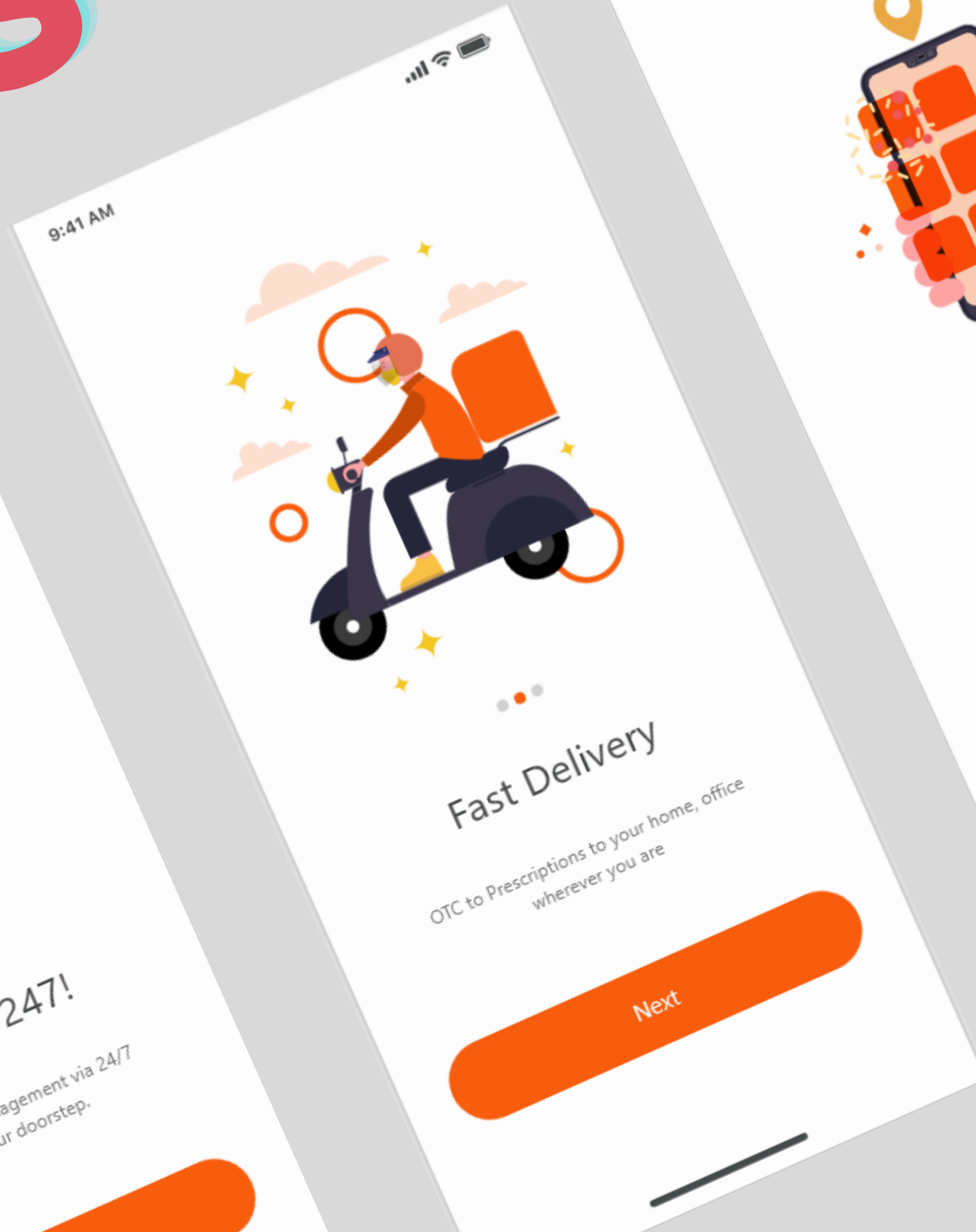


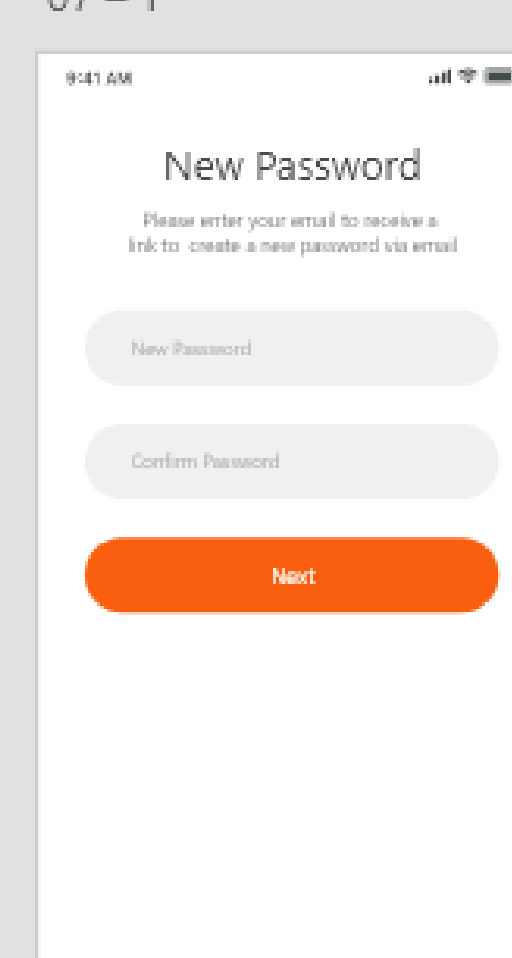
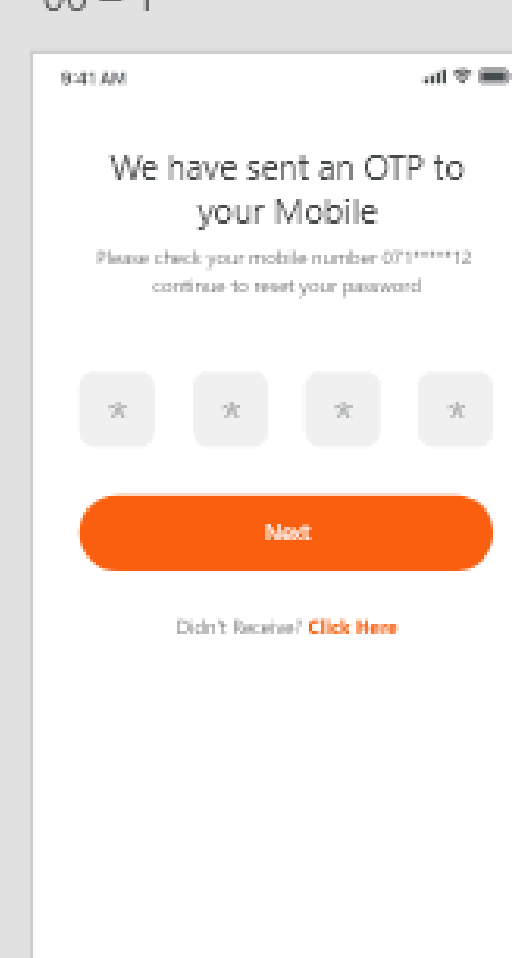
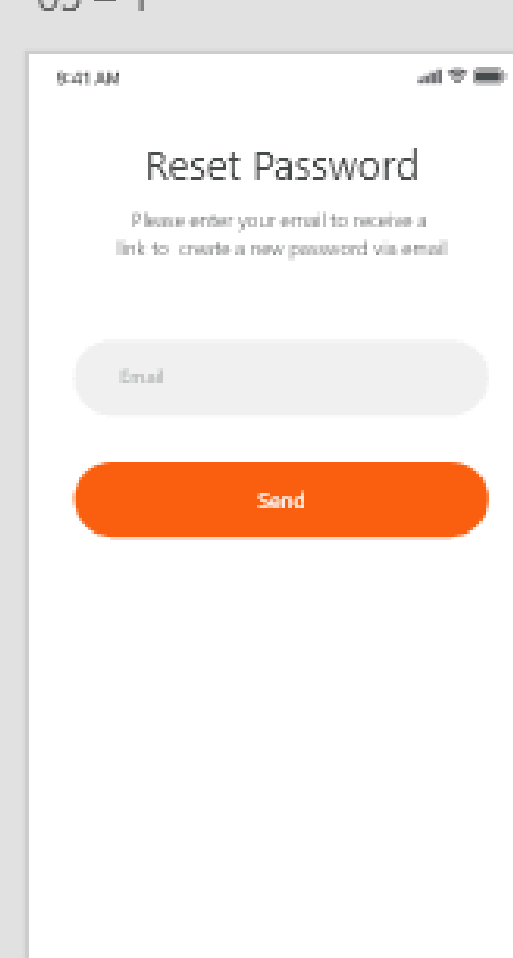
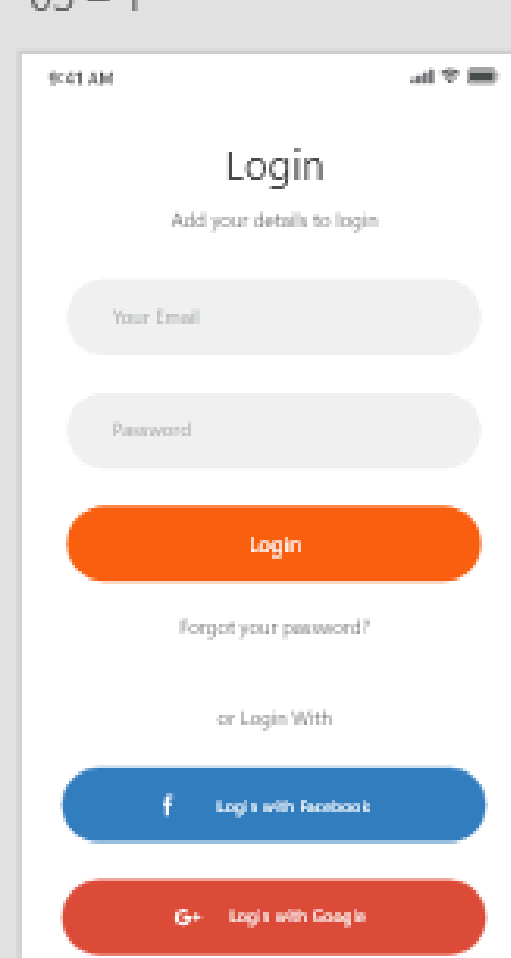
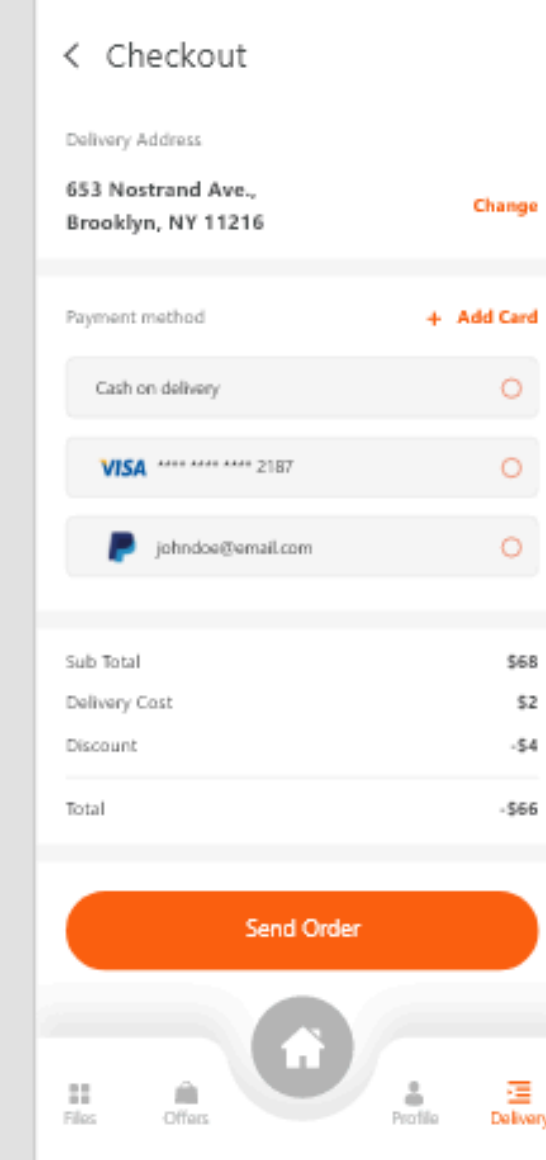
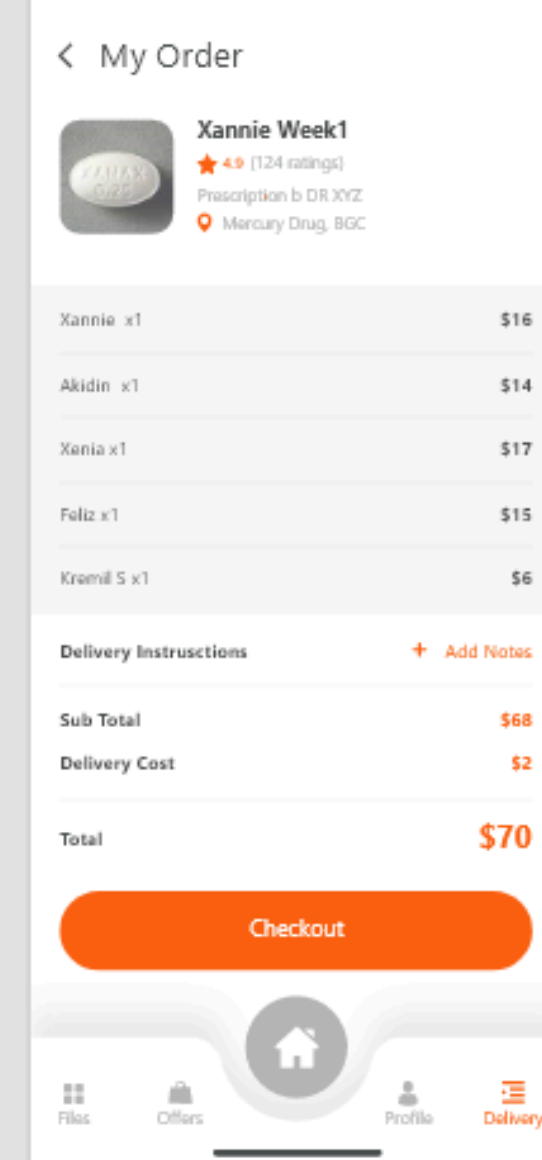
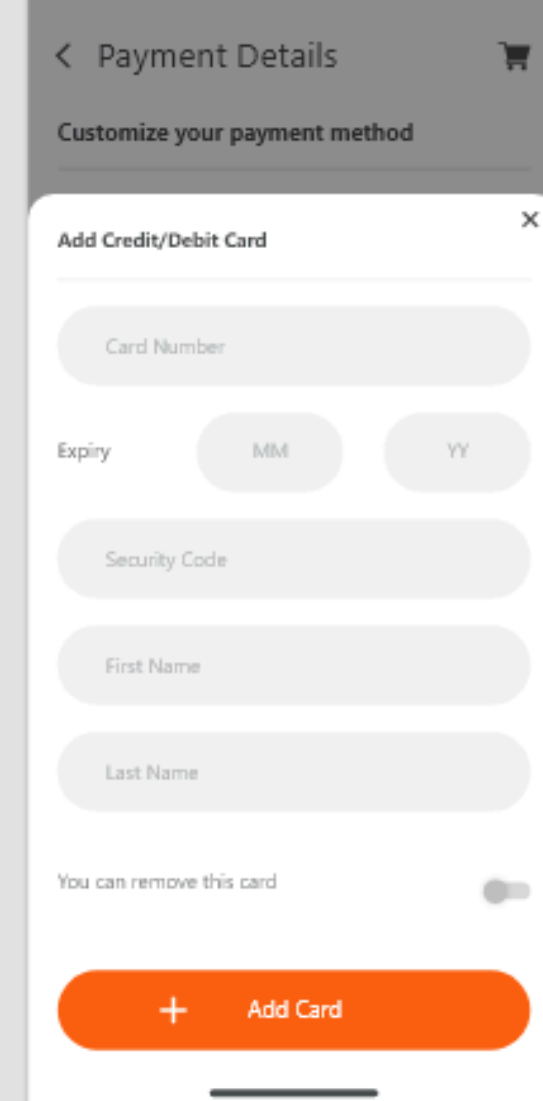
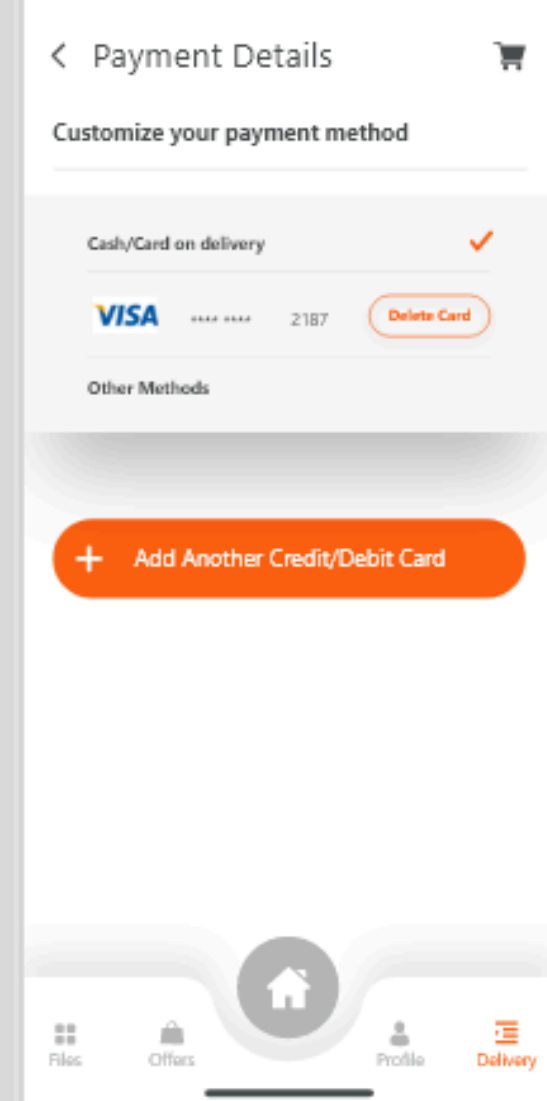
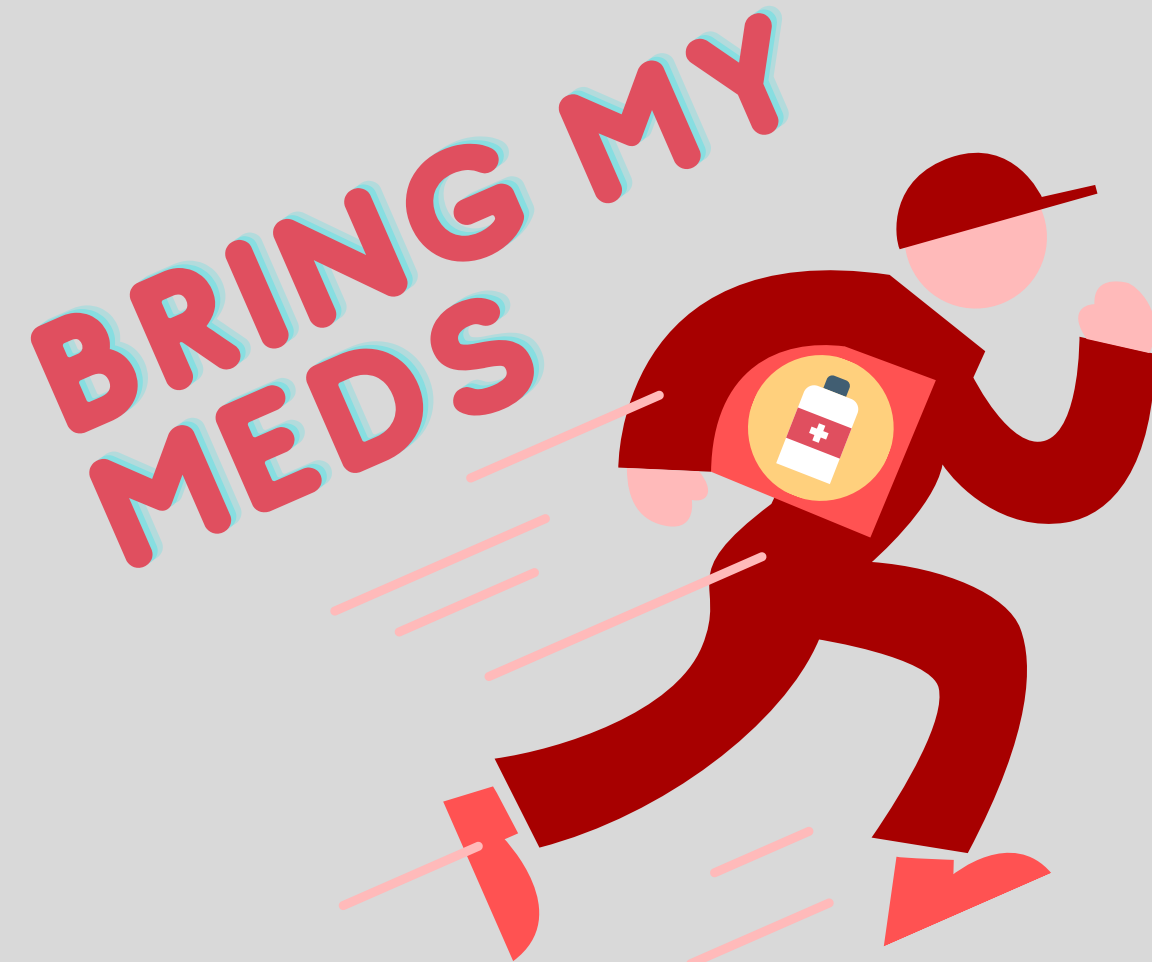
Fash Circle

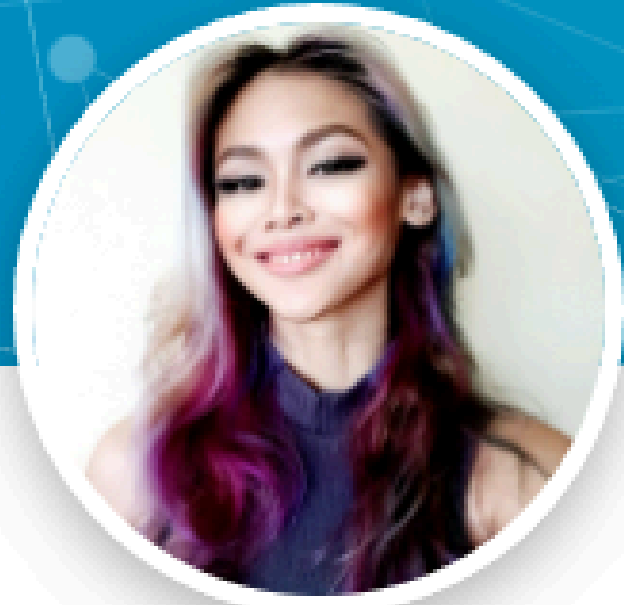
Get Started



# BRING MY MEDS







## Jan Llamado

Creative Technologist | CX-BD : UX-UI

Taguig, National Capital Region, Philippines

3K followers · 500+ connections

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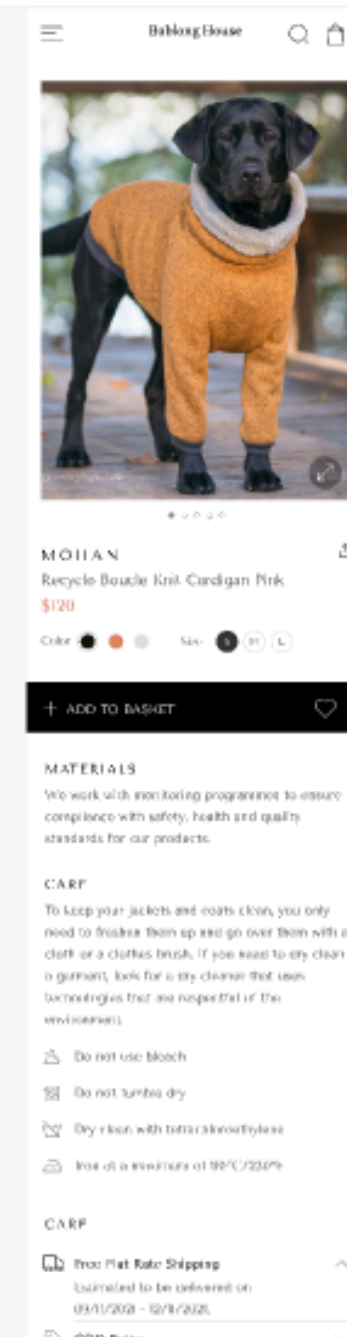
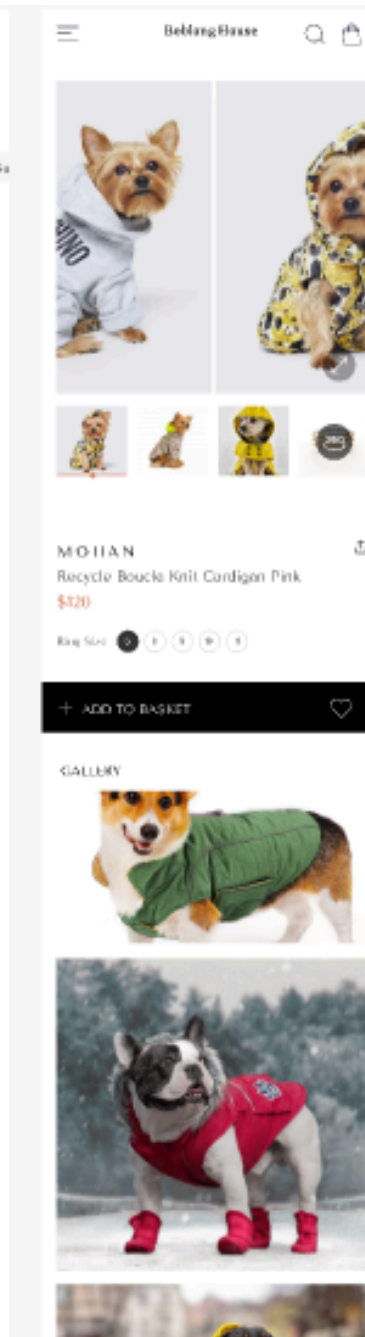
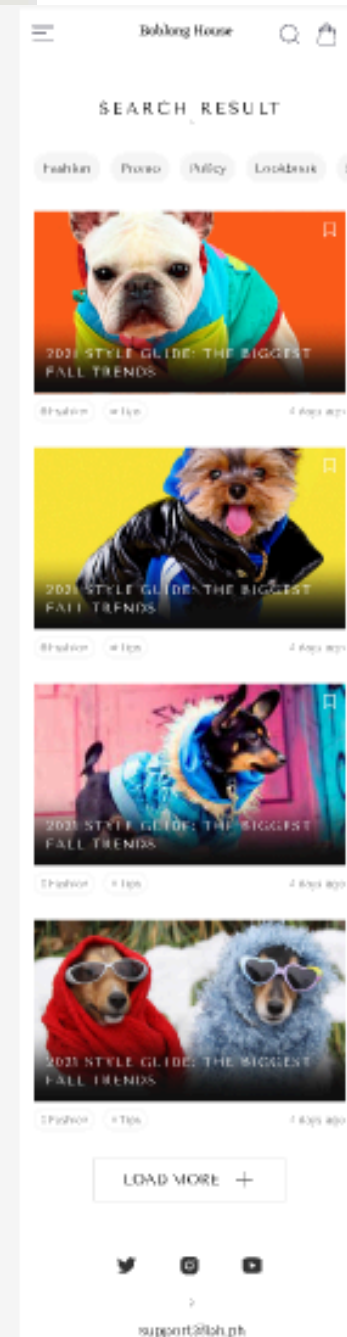
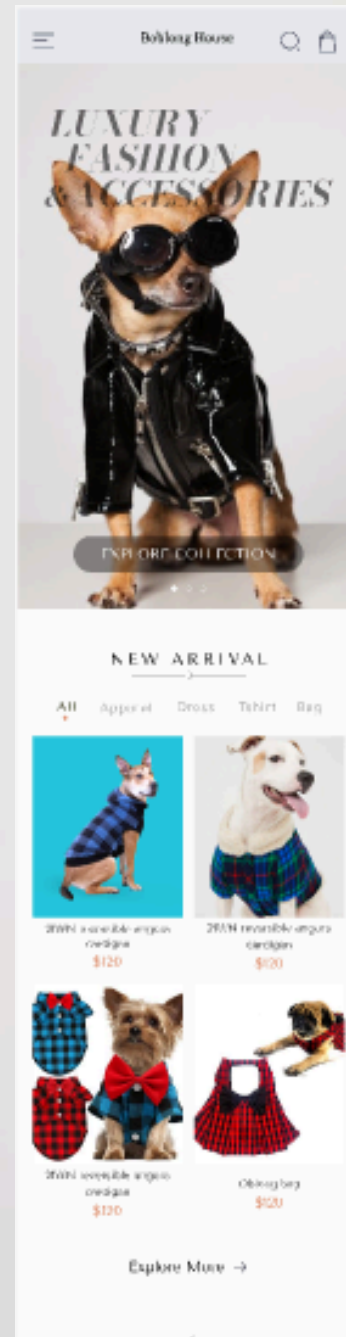
[Portfolio](#)



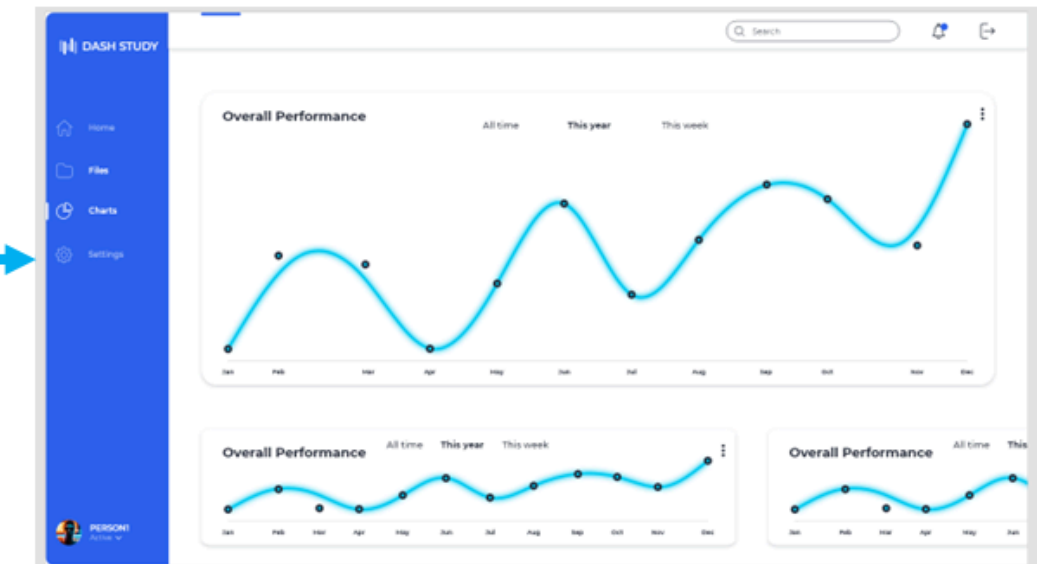
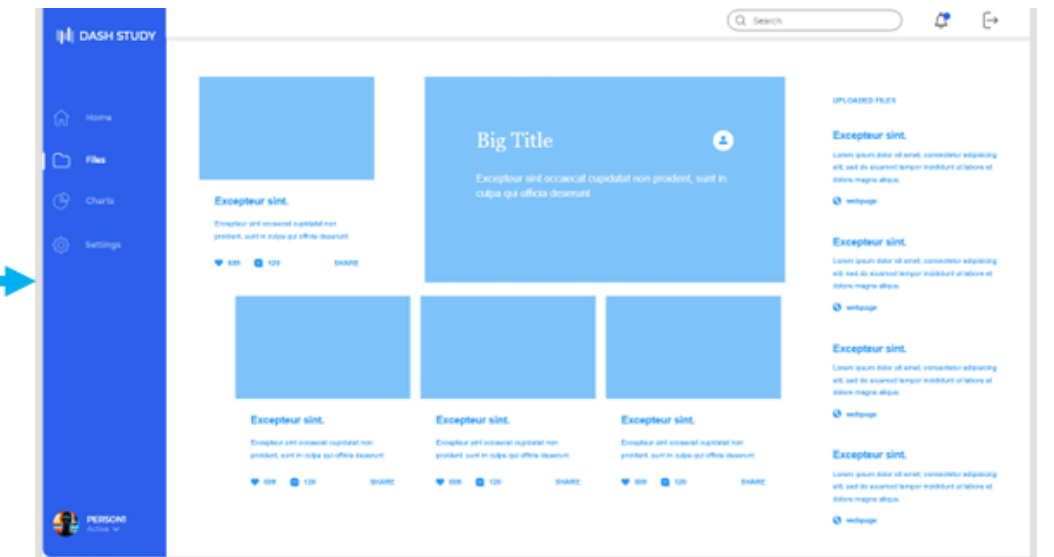
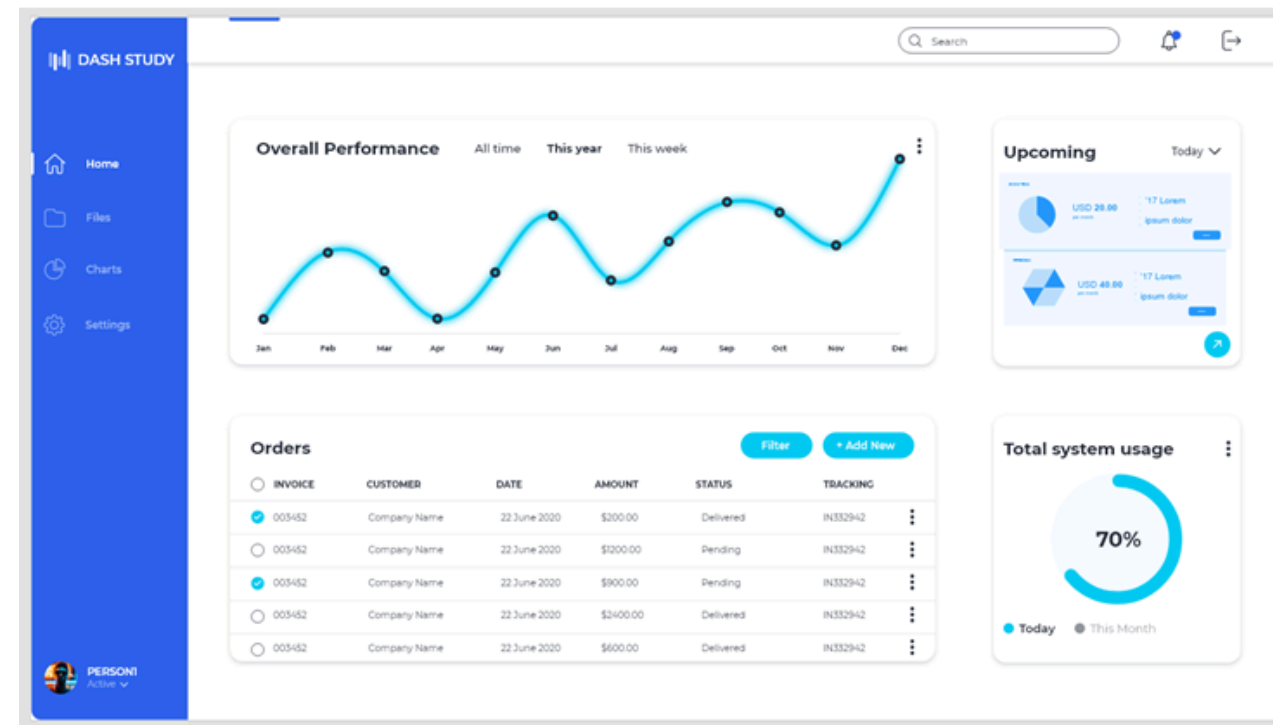


# LUXURY FASHION ACCESSORIES

EXPLORE COLLECTION



# CMS BUSINESS DASHBOARD MATERIAL DESIGN STUDY



The "Payment" form includes the following sections:

- Payment Method:** Radio buttons for "Credit Card", "PayPal", and "amazon".
- Billing Info:** Fields for Full Name (John Doe), Address (497 Evergreen Rd), City (Riverside), and ZIP Code (90673).
- Credit Card Info:** Fields for Card Number (1234 5678 9010 2406), Cardholder Name (John Doe), and Expiry Date (05 / 21).

- UI Kit Available
- Highly Personalized
- Easy Code