

ALLER + MEDIC

Food allergy mobile app

Annalisa Jaynes

Project overview



The product:

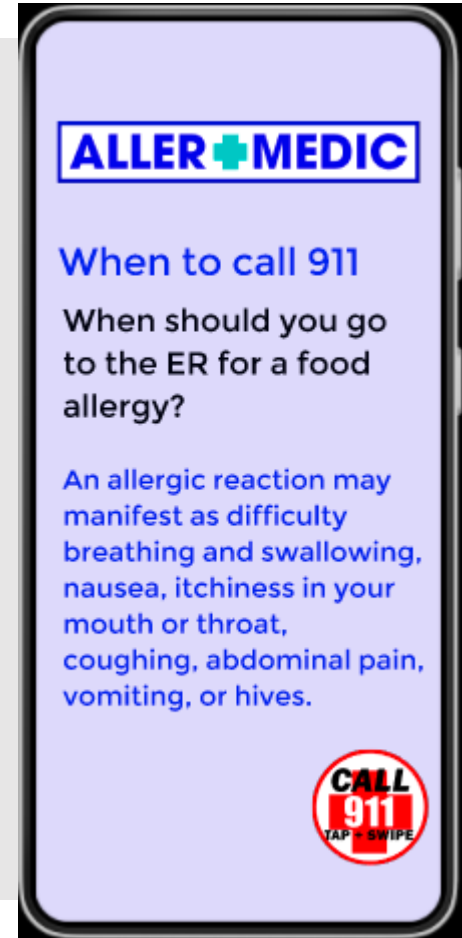
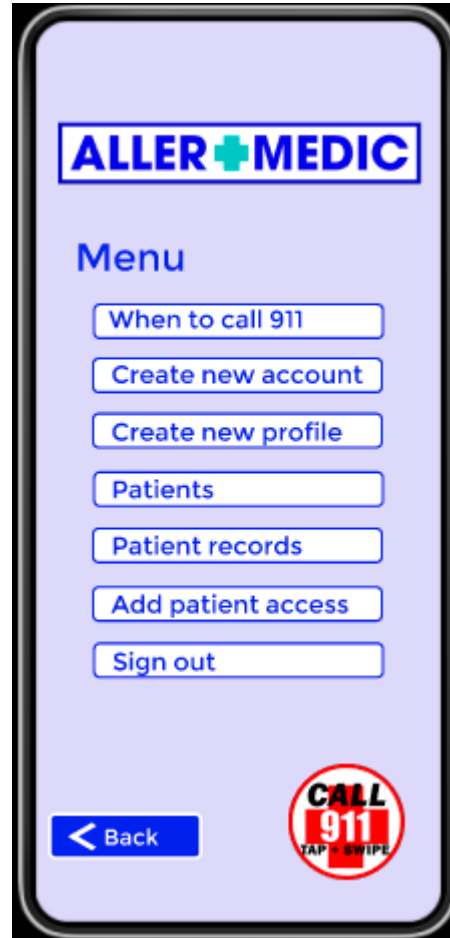
ALLER+MEDIC is a food allergy app to take the stress away from having food allergies.

Many additions are coming.



Project duration:

I invented ALLER+MEDIC in a prior Web Design class. With this class I wanted to improve it and build on it. I spent time in past and present time, over 20 hours invested. This project is still a WIP.



Project overview



The problem:

Many people suffer from food allergies and some are so severe and life threatening that there needs to be a plan in place for any emergency they might encounter. Some need an epipen handy to counteract an allergic reaction till they get to the hospital.



The goal:

To effectively manage a person's food allergies from severe to not as severe, with the help of other caretakers. While keeping communication open for more info, needs, and emergencies. The app will have other special features added.

Project overview



My role:

I invented the app, the design and color.



Responsibilities:

I conducted user research, created all processes, and invented this app.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: pain points

1

Pain point

The words on my landing page were not legible before usability testing.

2

Pain point

For the 911 services page that calls 911, there was not an end button to end the 911.

3

Pain point

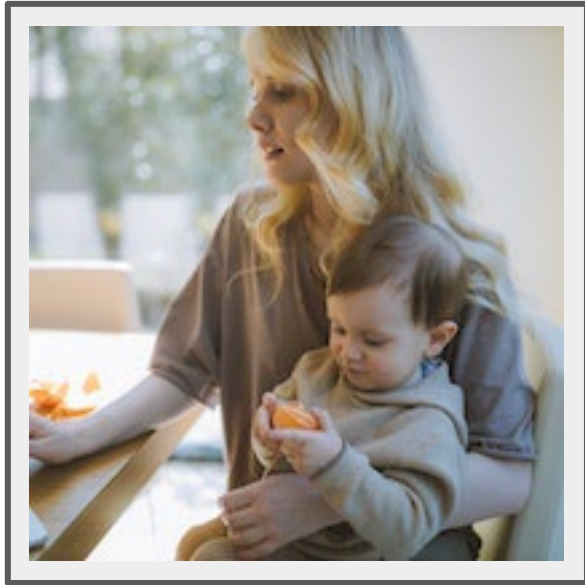
There was no page that listed what to call 911 for in case of an allergic reaction to food before usability testing.

4

Pain point

Through usability testing, menu should not have a sign-in since you sign in before viewing the menu.

"Moms are Super-heros"



Brittany Harris

Age: 41

Education: Business Management

Hometown: Palm Springs, FL.

Family: Married with 5 kids

Occupation: Event Coordinator

Goals

Have mom, dad, nanny, and close family access to the same allergy info across all platforms and users.

Have a less stressful way to manage the 3 kids with food allergies.

Frustrations

Communication about this health and food allergies among all the people that care for my kids has been a struggle.

It needs to be easier to manage and track for multiple people helping with my kids.

Brittany is a stay-at-home mom and runs her own event-planning business out of her home. She is married and has 5 children. Her husband travels a lot for his work, so things are very busy in the home. They have a nanny that watches the kids 5 days a week. She recently discovered three out of five of her kids have food allergies.

<https://www.pexels.com/photo/photo-of-woman-carrying-her-baby-while-working-on-her-laptop-4079283/>

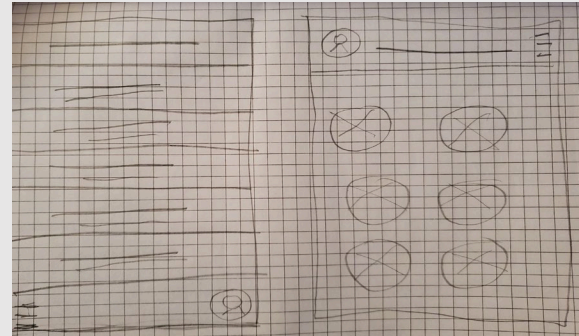
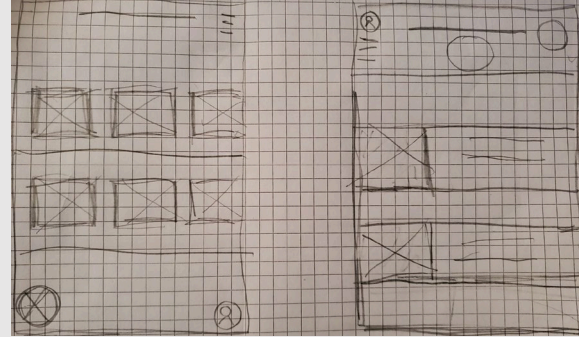
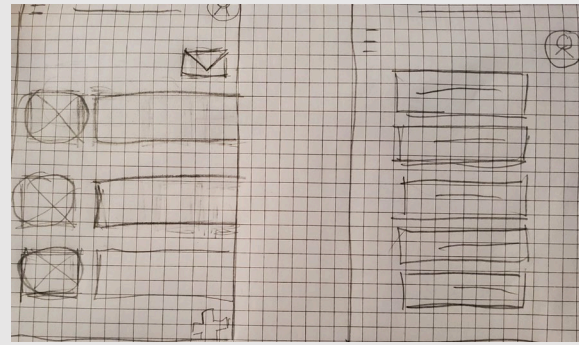
User journey map

Persona: Brittany Harris

Goal: Manage 3 kids' food allergies among multiple people in their lives.

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. Saw an ad for this app in a juice bar where I purchased fresh juice. B. This app is a 1 stop shop for all things food allergy.	Tasks A. At a wedding she helped plan, there is a family member with a severe allergy to peanut butter and she recommends an app, B. She reads random reviews for the app	Tasks A. Downloads app and immediately inputs all the data and they use the app among the people that need it.	Tasks A. Tries the app features and finds that it helps communication among a large group of people. B. Uses this app with her busy life and is tracking more info.	Tasks A. Pays for the app after a 10-day trial period and purchase a lifetime membership. B. She can manage much better after this app.
FEELING ADJECTIVE	Feel relief that this app may be her answer to her solution,	It is hard to know what to do to organize this part of my life. I work too much.	Worth the money for membership on app.	I have everything in one <u>location</u> and it is much more organized.	I feel I have more time in my day.
IMPROVEMENT OPPORTUNITIES	It took me a long time to find a solution for my allergy records and life.	Not everyone in this world is highly allergic and we need to raise awareness.	Very expensive for services.	3 kids out of 5 have an allergy and it is hard to manage.	Not enough time in the day.

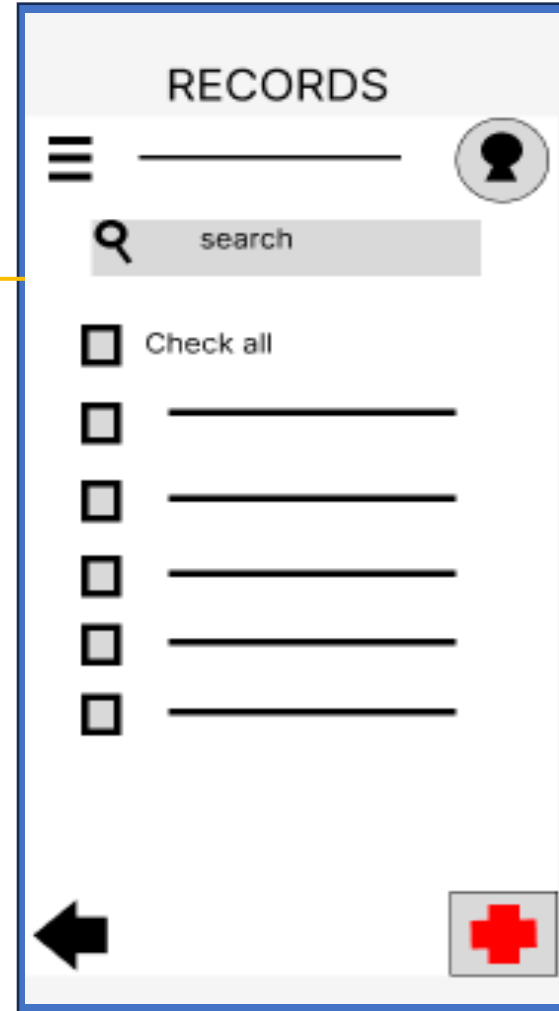
Paper wireframes



Digital wireframes

My goal is to make the life of a busy person easier. This is a low-stress way to keep track of important food allergy info, especially among many people you set preferences for.

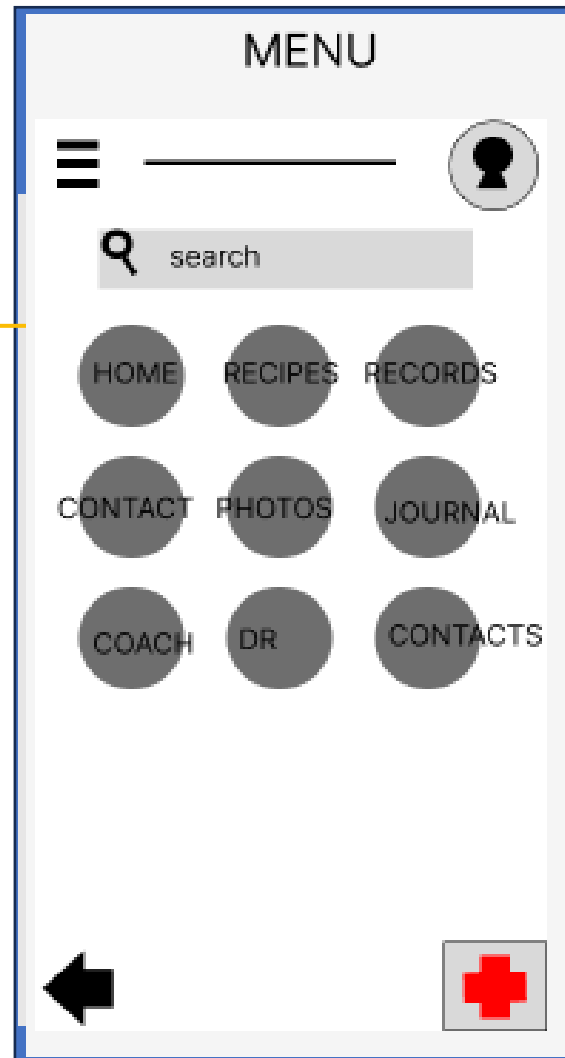
Keep records for patients that can be shared among family and care takes and always be handy for quick use.



Provide a 1 stop area to keep track of food allergies and everything with it.

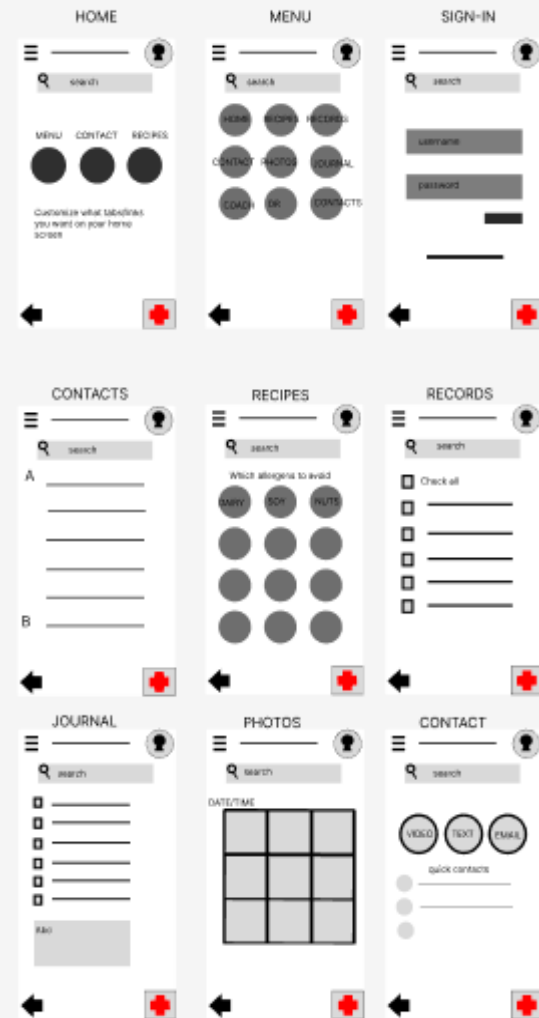
Digital wireframes

The final menu is easier to use, discovered after usability testing.



The menu provides a quick access to what is needed with a fuss.

Low-fidelity prototype



Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Before usability study



After usability study

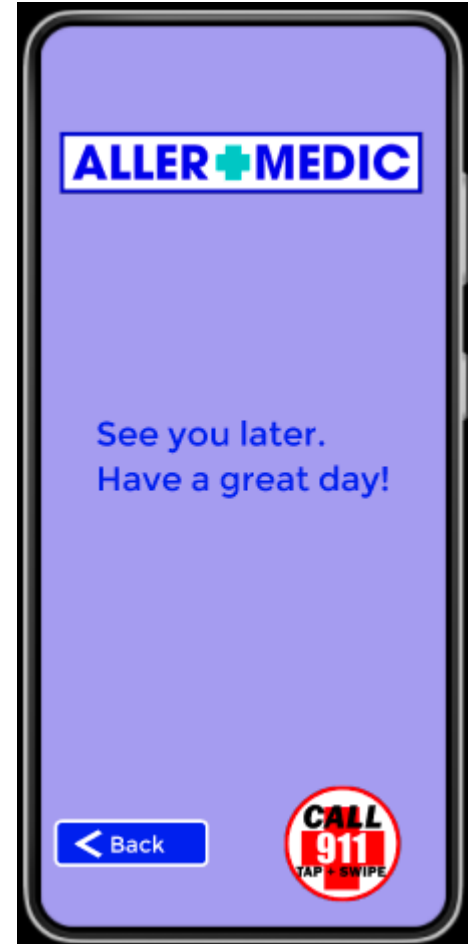


Mockups

Before usability study



After usability study



Mockups

ALLER+MEDIC

Welcome Back

Forgot password/login

sign in

Create new account

< Back

ALLER+MEDIC

Whose records?

Choose a name:

Penelope Ray select

Jennifer Lewis select

AJ select

Alan Jackson select

< Back

ALLER+MEDIC

Patient records:

Patient name:

Penelope Ray

Year:

2023 select

2022 select

Upload records

< Back



ALLER+MEDIC

Are you signing out?

cancel

sign out

Having food allergies doesn't mean your body is broken. In fact it means your body is highly intelligent".

-Anonymous

< Back



Accessibility considerations

1

I made the font size larger to cater to anyone with slight vision issues so that they could see it easier.

2

I wanted to make sure colors were easy on the eyes.

3

I did my best to make the navigation and what each page provided by asking questions so that they are easy to understand, so that anyone can have a positive user experience.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Food allergies can be very serious for many people. Some have to carry an EpiPen and it becomes very serious. A parent and caretaker can securely use the ALLER MEDIC app to engage in a 1 stop access to have all important things relating to the patient and their food allergies. While having access to 911 is in the app and it is needed.



What I learned:

I learned how useful and important user testing is. I also learned more about the pages and the prototypes and how to use the connector nodes and how thorough you have to be with each page.

Next steps

1

I will create the other pages for records, add an access page, and make the submit button produce a message. I also did not have time to do checkboxes because I was having a hard time with it.

2

Design the app a little more, simple but add a unique brand design

3

I also have other features I want to offer in this app. It will have several other pages of actions that support people with food allergies.

User research: summary



User research helped me work out the kinks and things that were wrong and confusing to the user. I am very glad we conduct user research so that we can learn about any pain points we may have in our app, I am hoping that I fixed the things that were needed to make the user experience better.

Let's connect!



Thank you for your time!

If you are interested in finding out more information and would like to look at my other work, please visit my website at www.annalisajaynes.com or contact me directly at amjaynes@my.waketech.edu

Thank you!