David Kelley

Technology can be useful, but there are ways it can be made better for humans to use.

“empathetic”

Ideo – projects they have worked on:

-what was the technology that they worked on?

Prescription medication

How did they improve this technology?

Introduced a delivery service for prescription medication (every 14 days)

The pill pack comes with a “durable box that fits seamlessly”

The pill pack comes with the pills already sorted

Expiration dates are clearly labeled

Example of “empathetic”, “human centered design”

No need to physically go to the pharmacy, which may be hard for someone who requires prescription medication.

The pills are already sorted, which mainly benefits the elderly who may have trouble with organization of medication

Pillpack handles the refills and communicates with your doctor as well, which sometimes can be annoying to deal with

Travel pouch makes it convenient to carry medication on the go