

in collaboration with



Medicure Pharmacy

(Ecommerce for Medical)

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Introduction

The use of internet platforms is causing a major revolution in the healthcare sector in today's fast-paced digital environment. The move to digital drug purchase systems is one of the most important components of this change. The MERN (MongoDB, Express.js, React, Node.js) stack was used to create Medicure, a comprehensive online medicine selling system that meets the demands of a contemporary, safe, and easy-to-use online pharmacy.

By allowing consumers to peruse items, submit prescriptions when necessary, and safely place purchases from the comfort of their homes, Medicure aims to streamline and automate the medication buying process. Through the use of a prescription upload and verification procedure, the system not only improves user convenience but also guarantees regulatory compliance for prohibited pharmaceuticals. A dynamic user interface, product filtering, email verification, safe user authentication, sophisticated cart features, admin-level prescription administration, and a user support contact form are just a few of the features that Medicure offers.

In order to promote safe, easily accessible, and effective healthcare services in the digital era, Medicure seeks to close the gap between pharmacies and consumers by automating and optimizing the medication purchase process.

Pact analysis

Understanding how users engage with the system is made easier by the PACT framework (People, Activities, Context, and Technologies). The construction of an effective and user-centric online platform for the sale of medications is supported by this analysis.

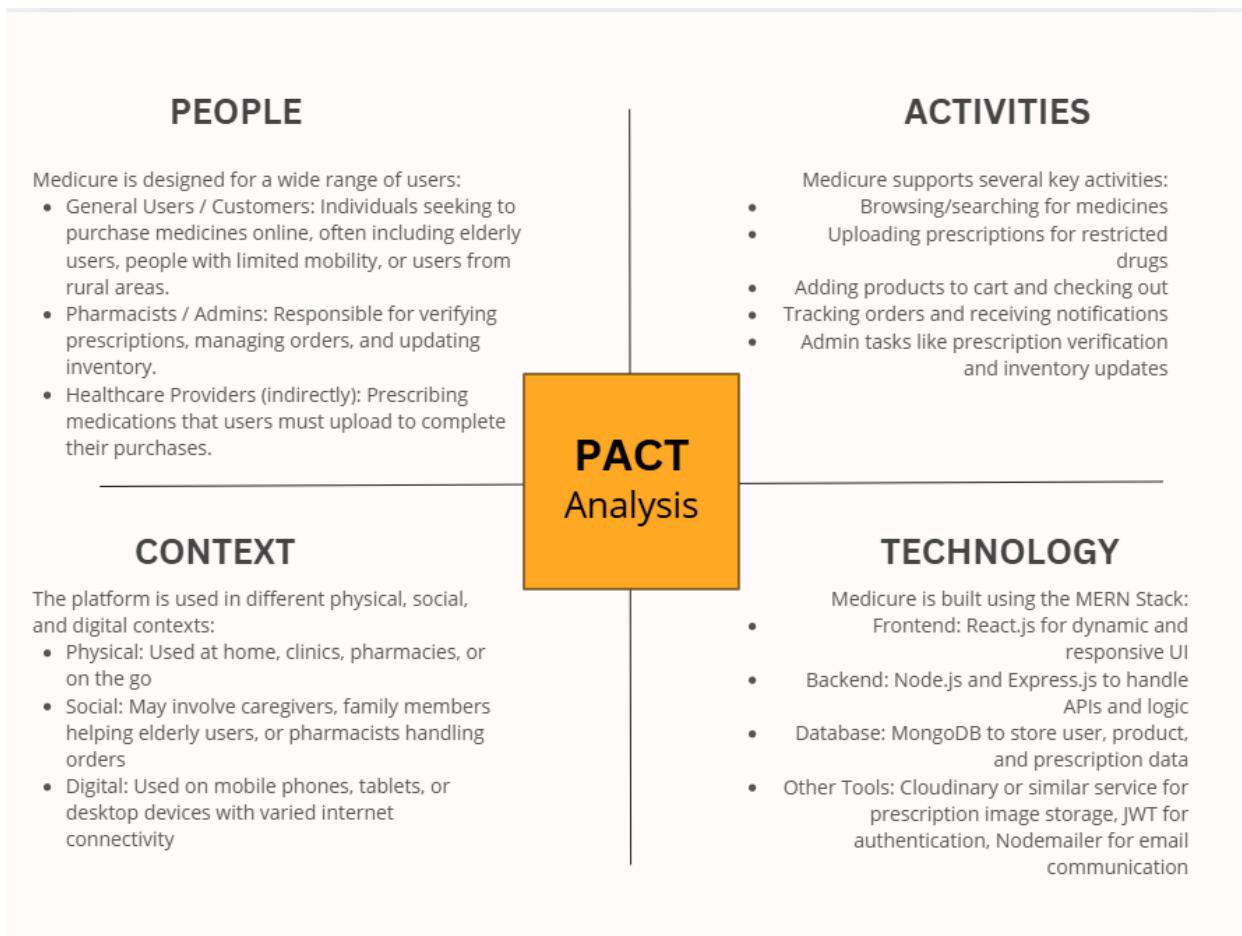


Figure 1:PACT analysis

Literature Review

The healthcare industry has seen tremendous change as a result of sectors' growing dependence on digital technology, especially in the distribution and accessibility of medications. Online marketplaces for the sale of medications have become essential resources for enhancing the pharmaceutical supply chain's accessibility, convenience, and effectiveness. Well-known websites like 1mg, Netmeds, and PharmEasy provide a variety of services, such as prescription-based purchasing, home delivery, and product search. Existing methods do have certain drawbacks, though. Many have complicated user interfaces that are unsuitable for non-technical or elderly users. There are gaps in service dependability and confidence caused by others' opaque prescription verification procedures or their failure to encourage localization and regional compliance.

An essential component of online pharmacy systems is the ability to input prescriptions, especially for limited or regulated medications. In order to guarantee medicine safety and legality, over 60% of online shoppers said they preferred platforms that closely follow prescription regulations, per a 2023 survey published by HealthTech Reports. This emphasizes how crucial it is to provide a safe and user-friendly prescription upload function, which Medicure does with an admin-based verification process to preserve compliance and usability.

Furthermore, because user data and medical information are sensitive, secure user authentication is essential in healthcare applications. The usefulness of employing technologies such as JWT (JSON Web Token) for stateless, scalable authentication and email verification to stop unwanted access is highlighted in research published in the IEEE Digital Security Journal (2022). Both of these procedures are used by Medicure to safeguard user identification and promote a safe transactional environment.

Additionally, current research on Human-Computer Interaction (HCI) emphasizes how important user-centered design (UCD) is to enhancing digital health services. In order to guarantee a seamless user experience, Medicure adheres to UCD principles by emphasizing accessibility, usability, and prompt feedback. Medicure is a reliable, compliant, and easy-to-use online medication sales platform that was designed and developed using these insights from the body of current literature.

Case Study of Similar Applications

Two well-known programs, 1mg and PharmEasy, were examined in order to get knowledge about the layout and operation of well-known online pharmacy platforms. By providing extensive online medication delivery services in addition to other healthcare features, these applications have established important standards in the Indian healthcare industry.

Case Study :1mg

1mg is well known for its large inventory of prescription and over-the-counter medications, as well as for scheduling lab tests and medical consultations. It helps increase consumer confidence by offering comprehensive medication information, including alternatives and adverse effects. The technology provides a smooth user experience on both web and mobile platforms and allows prescription uploads for banned medications. However, its lab test services are restricted to specific locations, and some consumers have complained about delays in prescription

clearance. Furthermore, even if the multi-service strategy is thorough, it might occasionally overwhelm consumers who are only interested in buying medications.

Case Study: PharmEasy

With features like prescription upload, personalized purchase history, medication subscriptions, and round-the-clock customer service, PharmEasy, on the other hand, concentrates exclusively on pharmaceutical delivery. It is well-liked by consumers on a tight budget because of its aggressive discounting tactics and connection with insurance providers. Notwithstanding its advantages, PharmEasy has experienced problems with app speed at busy times, and some users have complained about delayed customer support answers. PharmEasy prioritizes price and convenience above comprehensive medication information, in contrast to 1mg.

Requirement Analysis

The requirements and circumstances necessary for the effective development and implementation of the Medicure Online Medicine Selling System are identified and defined during the requirement analysis phase. By outlining the goals of the system from the viewpoints of the user and the system itself, it provides a basis for design and execution.

| User Stories for Medicure | | | |
|---------------------------|--|--------|---|
| Feature | User Story | Role | Acceptance Criteria |
| User Registration & Login | As a user, I want to register and log in securely so that I can access the platform. | User | User can register with valid email and password, email verification sent, user can log in out securely. |
| Password Reset | As a user, I want to reset my password if I forgot I can regain access to not | User | User can register with valid email and password, email verification sent, user can reset |
| Profile Management | As a user, I want to update prescription for restricted products before purchase. | User | Updated accepts valid files: prescription linked to order, user notified of status |
| Product Browsing | As a user, I want to search for medication information quickly. | User | Browsing page contains search results for specific medications |
| Product Search | As a user, I want to search for product details by providing search terms. | User | Search bar enables search results on the screen |
| Product Details View | As a user, I want to view details of a product. | User | Product details page reflects lead to complete descriptions, interactions, reviews |
| Cart Management | As a user, I want to add or remove items from my cart. | User | Confirmation page shows all items added or removed |
| Selective Checkout | As a user, I want to checkout for specific items securely. | System | Confirmation page displays updated cart items |
| Checkout Process | As a user, I want to track my last order and their current status. | User | Secure checkout allows tracking of previous orders |
| Order Confirmation | As a user, I want to place an order by providing delivery address. | User | User receives confirmation for user support via email |
| Order History | As a user, I want to review uploaded prescriptions. | Admin | Receive contact messages from users |
| Prescription Verification | As an admin, I want to review and update prescriptions. | Admin | Receives requests for prescription status |
| Product Management | As an admin, I want to manage product details. | Admin | Receives contact messages from users |
| User Management | As an admin, I want to manage user roles. | System | Admin receives notifications for user activity |
| Contact Notifications | As an admin, I want to receive notifications for user activity. | System | E-mail and send regular reports to relevant stakeholders |
| Email Notifications | As an admin, I want to receive secure notifications for user activity. | System | UI is user-friendly and filtered by action data |
| Secure Authentication | As an admin, I want to prevent unauthorized access to the system. | System | Warning message shown after incorrect login attempt |
| Responsive UI | As an admin, I want to receive regular backups of the system. | User | UI has a responsive layout |
| Prescription History | As an admin, I want to receive notifications for prescription expiry. | System | Regular backups are taken and stored |
| Payment Integration | As an admin, I want to integrate payment methods. | System | Payment gateways are integrated and secured |
| Audit Logs | As an admin, I want to view audit logs. | Admin | Audited logs are reviewed regularly |

Figure 2: Requirement Analysis

Low Fidelity Prototypes

Basic, reduced versions of the Medicure application's user interface and general design idea are known as low fidelity prototypes. Without concentrating on intricate graphics or functionality, they are usually made early in the design phase to rapidly envision the app's structure, layout, and main interactions.

Low fidelity prototypes were created for Medicure utilizing straightforward wireframes and sketches to depict key elements including the checkout procedure, product browsing, user registration, and prescription upload. Before devoting time to high fidelity designs or development, these prototypes allowed for quick iteration and improvement by identifying usability problems and obtaining early stakeholder input.

Low fidelity prototypes were used to make sure that Medicure's main processes, such handling orders and posting prescriptions for certain medications, were clear and rationally structured. This stage was essential for quickly and cheaply evaluating the app's fundamental user experience and flow.

Wizard of Oz

The Wizard of Oz approach entails building a prototype in which users interact with what seems to be a fully functional system, but in reality, a human "wizard" manually operates some capabilities. This method works well for testing complicated or non-automated features.

During the early stages of testing, Medicure used the Wizard of Oz technique to mimic the prescription verification procedure and customer service exchanges. A

team member manually examined submitted prescriptions and answered customer questions as though the system was taking care of these duties automatically, even though the backend automation for prescription approval and communications was not yet completely completed.

By using this technique, Medicure was able to obtain insightful user input on these crucial operations without having to make a significant upfront investment in full backend development. Before automating the procedures, it assisted in validating user expectations, interaction flow, and system responses, which improved the system's dependability and design in the end.

User Feedback

After testing, participants answered an open-ended question on recommended enhancements and a structured survey based on Nielsen's ten usability criteria. Important usability topics that were included in the survey included user control, consistency, system feedback, mistake prevention, and interface clarity.

Users reacted favorably to Medicure overall. It was said that the interface was simple, recognizable, and simple to use. The majority of participants found browsing items and uploading prescriptions to be easy. Important functions including product search, prescription submission, and checkout controls were quick and easy to use. Users were able to immediately grasp the app's flow because of the layout and icons, which were typically straightforward and consistent. Several areas for improvement were also noted at the same time. After inputting medications, several users suggested more lucid visual feedback, including

progress indications or confirmation notifications. Others said that in order to lessen misunderstanding, some buttons and labels should be more noticeable, particularly on mobile devices. Other recommendations included increasing order tracking instructions, enhancing the visibility of prescription needs for prohibited items, and including undo or cancel choices at checkout.

The admin panel received helpful feedback as well. Although the majority of administrators thought it worked, they recommended including tooltips and short instructions to help new users. Additionally, some suggested additions include batch actions or keyboard shortcuts to expedite order administration and prescription verification.

Overall, the comments pointed out small changes that might greatly enhance Medicure's usefulness, especially in the areas of work efficiency, feedback, and clarity. These answers have been recorded and are serving as the basis for continuous system improvements.

Planned Updates for High-Fidelity Prototype

A number of significant changes are planned to improve the high-fidelity prototype of Medicure based on user input and low-fidelity prototype testing. The goal of these enhancements is to offer a more polished, engaging, and intuitive experience that is in line with practical use.

1. Improved Visual Input

Include unambiguous visual confirmations and progress markers for tasks like placing orders, processing payments, and uploading prescriptions. To increase user awareness and happiness, subtle animations will be incorporated.

2. Enhanced Clarity of the Interface

To increase accessibility and decrease confusion, particularly on mobile devices, enlarge buttons and icons, improve color contrast, and add descriptive labeling.

3. Simplified Prescription Process

Make sure consumers understand when a prescription is required by making prescription requirements more noticeable during the product selection and checkout process. Include useful tooltips that describe the procedure.

4. Features for Error Prevention and Undo

To reduce unintentional mistakes and enhance user control, including undo or cancel options for crucial user activities like deleting goods from the basket or canceling purchases.

5. Advanced Order Tracking Create an easy-to-use order tracking interface that gives consumers useful instructions, expected delivery times, and clear status updates so they can efficiently keep an eye on their orders.

6. Improvements to the Admin Panel

To increase the admin dashboard's usability and productivity for pharmacy employees handling orders and prescriptions, provide tooltips, contextual guidance, and keyboard shortcuts.

7. Consistent and Responsive Design

Make sure the high-fidelity prototype maintains a consistent visual design and user experience while adjusting fluidly to various screen sizes and devices.

The upcoming version of Medicure's design will incorporate these anticipated changes, laying the groundwork for user acceptability testing and future advancements.

High Fidelity Prototype

A high fidelity prototype is an intricate, interactive depiction of the medication application that is nearly identical to the finished product in terms of both functionality and appearance. High fidelity versions, as opposed to low fidelity prototypes, have more sophisticated visual components, including realistic user interface elements, color schemes, typography, and photographs.

In order to replicate the whole user experience, Medicure's high quality prototype was made utilizing design software such as Figma (or Adobe XD/Sketch, depending on the program). With interactive features that let users move between panels and carry out operations just like they would in the actual app, this prototype included essential processes including user registration, product browsing, prescription upload, checkout, and order tracking.

By giving stakeholders a close-to-realistic sense of Medicure's appearance and operation, the high fidelity prototype allowed for more precise usability testing and stakeholder input. Prior to the real production process, it helped find more subtle design flaws, enhanced interface details, and made ensuring that every page was consistent.

For developers and designers, this prototype acted as a guide, bringing the project's vision into alignment and eliminating uncertainty throughout execution.

Guerrilla Testing

Guerrilla testing is a rapid, unofficial usability testing technique that is carried out with actual users who might not be members of the target demographic in casual or public situations. It seeks to quickly and impromptu collect input on the functioning and user experience of the Medicure app without requiring elaborate setups or a lot of resources.

Guerrilla testing was used for Medicure, where prospective customers were approached in public areas, clinics, and pharmacies to watch how they interacted with early prototypes. While observers recorded usability problems, places of confusion, and general user responses, testers were instructed to do routine tasks including browsing items, submitting prescriptions, and simulating checkout. This approach helped prioritize usability enhancements early in the design cycle, revealed unforeseen difficulties, and offered insightful information about actual user behavior. Because of its informal character, guerrilla testing allowed for quick iterations, which made it an affordable method of validating important features and improving Medicure's user experience.

User Feedback for High Fidelity Prototype

To assess the design's efficacy, usability, and general user happiness, Medicure's high quality prototype was developed and then put through a rigorous user testing process. A variety of target users, including consumers, pharmacists, and administrative personnel, participated.

Usability testing sessions were used to collect feedback, during which users engaged with the interactive prototype to accomplish important activities such as order monitoring, prescription uploading, product browsing, and checkout. Aspects

like as visual clarity, ease of navigation, responsiveness, and feature completeness were the subject of subsequent surveys and interviews.

All things considered, consumers valued the responsive design, easy-to-use processes, and well-designed interface. Compared to previous prototypes, they discovered that the checkout flow was more seamless and the prescription submission procedure was more transparent. User confidence and job efficiency were enhanced by the recognizable iconography and consistent layout.

Minor changes, such making help symbols more visible, adding more confirmation dialogs for important activities, and making the mobile view more screen-friendly, were recommended by a few users. Additionally, several users suggested including adjustable order update notification choices.

In order to further improve Medicure's usability and accessibility and guarantee a user-centered end result, the ideas from this feedback are being included into the upcoming design iteration.

User-Informed Improvements for Implementation

In order to improve Medicure's usability, functionality, and overall user experience, a number of significant changes have been discovered based on thorough user input obtained during the low and high fidelity prototype testing phases. Following crucial activities like uploading prescriptions and placing orders, users stressed the necessity for quick and clear visual feedback. This feedback should include progress indicators, confirmation messages, and subtly animated elements to boost task confidence. In order to make interactive components more noticeable and simpler to navigate, particularly on mobile devices, changes are planned for button sizes, labels, icons, and color contrast. Accessibility and interface clarity also need to be improved. Along with guidance messages and validation prompts to minimize mistakes, the system will more clearly emphasize prescription requirements during product selection and checkout in order to expedite prescription handling.

To reduce errors and improve control, users asked for undo and cancel options for operations like taking items out of the cart or changing orders. To keep consumers informed, order tracking improvements will include more comprehensible progress notifications, projected delivery timings, and customisable notification choices.

Tooltips, contextual assistance, keyboard shortcuts, and batch processing tools will be added to the admin panel to enhance usability and expedite order administration and prescription verification, ultimately leading to increased operational efficiency. Last but not least, a smooth and accessible user experience will be achieved by guaranteeing responsive design and uniform layouts across all devices. In order to closely connect Medicure's functionality with user expectations and best practices, these enhancements have been given priority for future development sprints.

Nielsen's 10 Heuristic Approach

1. Visibility of system status

Provides real-time feedback to users when actions like uploading prescriptions or placing orders are processed, so users know what's happening.

The screenshot shows a web page titled "Ready to Place Your Order?". Below it, a sub-header says "We guarantee fast, safe, and reliable delivery!". The page is divided into two main sections: "Select Items (1 of 1)" and "Order Summary".

Select Items (1 of 1):

- Select All Items
- Sterile Surgical Gloves
- Qty: 1 x Rs20
- Upload Prescription (Required)
- Choose File No file chosen
- Rs20.00

Order Summary:

| Items (1) | Rs20.00 |
|------------------|---------|
| Delivery Charges | Rs10.00 |
| Discount (10%) | -Rs2.00 |
| Total | Rs28.00 |

Place Order (1 items)

Why Shop With Us?

- Fast Delivery Within 24-48 hours
- Secure Payment 100% safe checkout
- 24/7 Support Always ready to help
- Quality Assurance Only genuine products

Figure 3:Visibility of system

2. Match between system and the real world

Uses language and visuals that match user expectations in pharmacy shopping to reduce confusion.

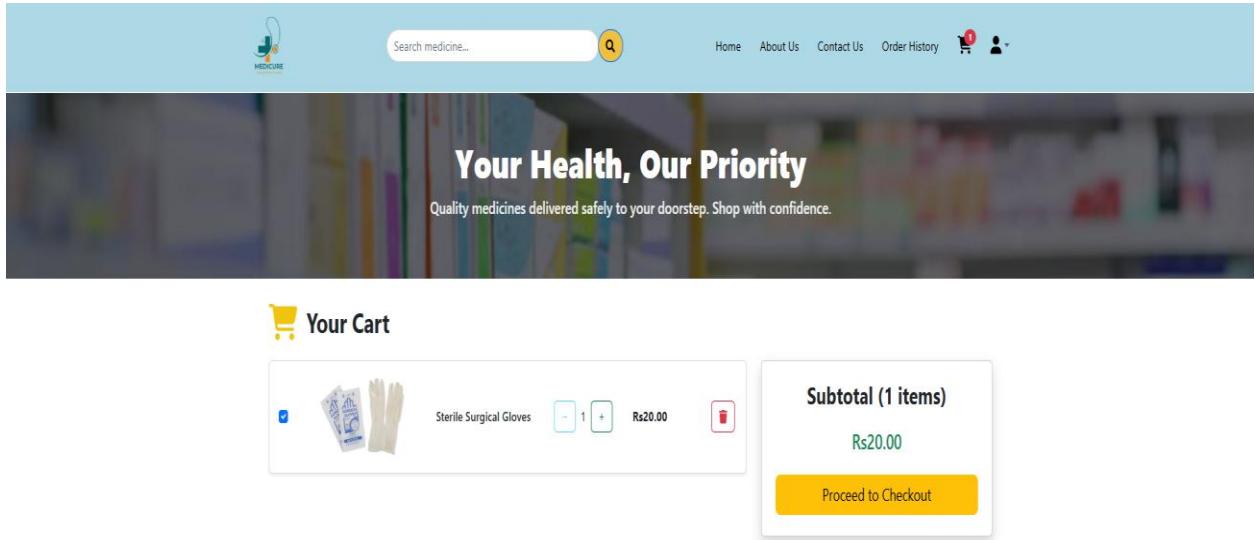


Figure 4:Match between system and the real world

3. User control and freedom

Allows users to easily undo mistakes such as removing items or changing orders without penalty.

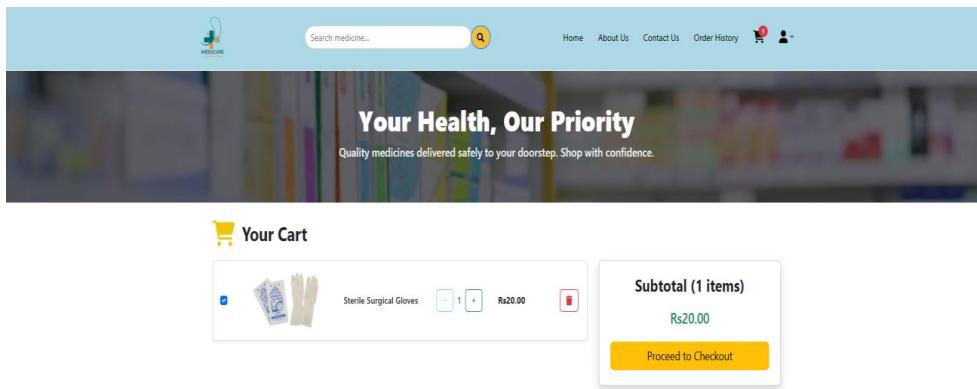


Figure 5:User control and freedom

4. Consistency and standards

Maintains the same design patterns and controls throughout the app for predictability and ease of use.

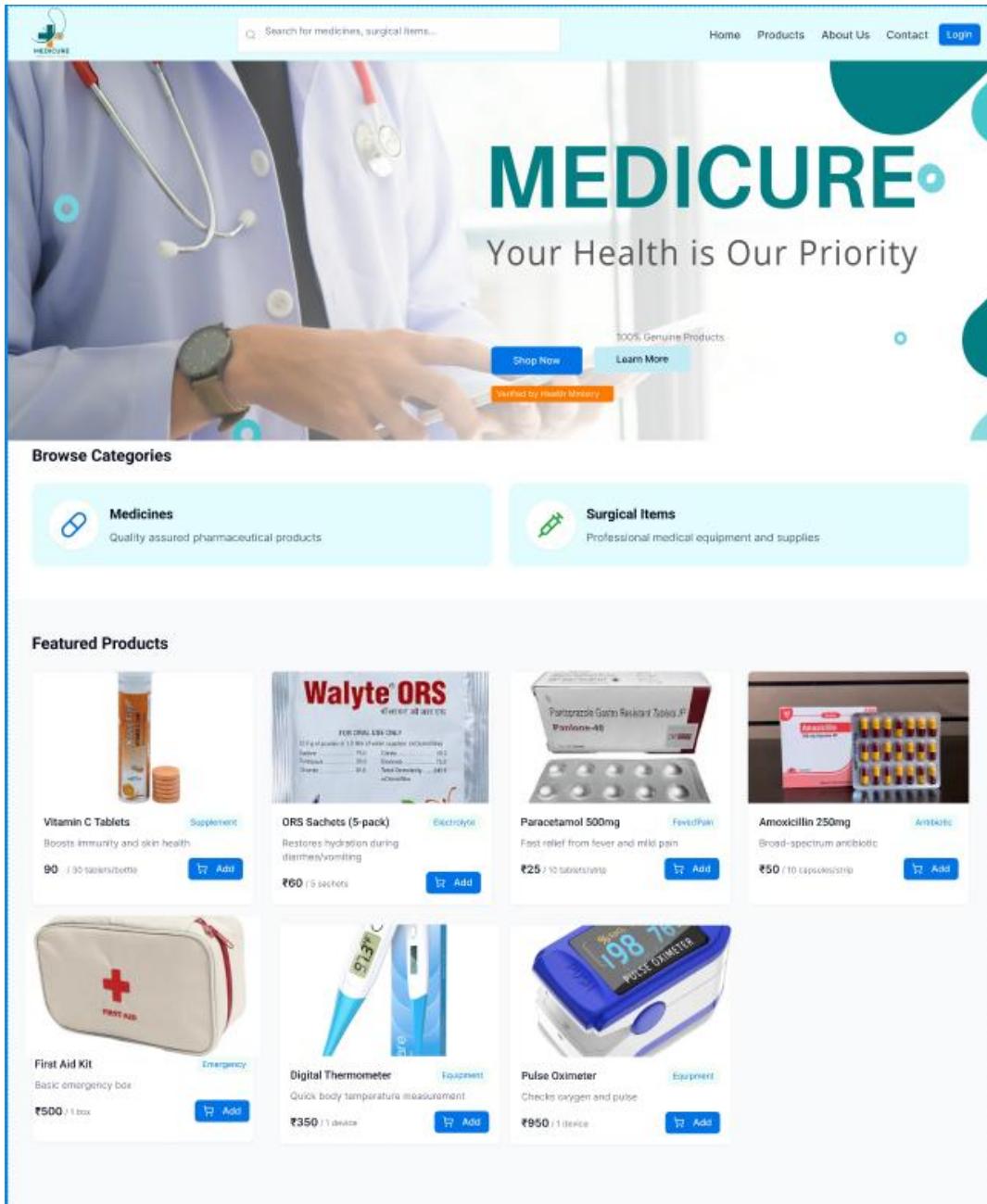


Figure 6:Consistency and standards

5. Error prevention

Prevents user errors by verifying required prescriptions and validating data before finalizing orders.

The screenshot shows a web-based order summary and shipping information form. At the top, there is a logo for MEDCURE and a search bar. To the right, there are links for Home, Products, About Us, Contact, and a user icon. The main area is divided into two sections: 'Order Summary' and 'Shipping'.

Order Summary:

| Item | Quantity | Price |
|---------------------|----------|---------------|
| Pure set | 1 | 250.00 |
| Glow Cream | 2 | 25.00 |
| Subtotal | | 275.00 |
| Sales tax (6.5%) | | 12.23 |
| Shipping Fee | | FREE |
| Total due | | 287.23 |

Shipping:

Shipping — — Delivery — — Payment

Contact Details:

| | |
|--------------|----------------------------|
| First Name | Last Name |
| Mukesh | Kumar Gupta |
| Email | guptamukesh98122@gmail.com |
| Phone Number | +977 981224538 |

Shipping Details:

| | |
|-----------------|-----------|
| Flat/House no. | 213546787 |
| Address | Kathmandu |
| City | Kathmandu |
| State | Bagmati |
| Postal Code | 34567 |
| Famous Landmark | |

My shipping and Billing address are the same

Continue

Figure 7:Error prevention

6. Recognition rather than recall

Helps users recognize actions and options without needing to remember previous steps or information.

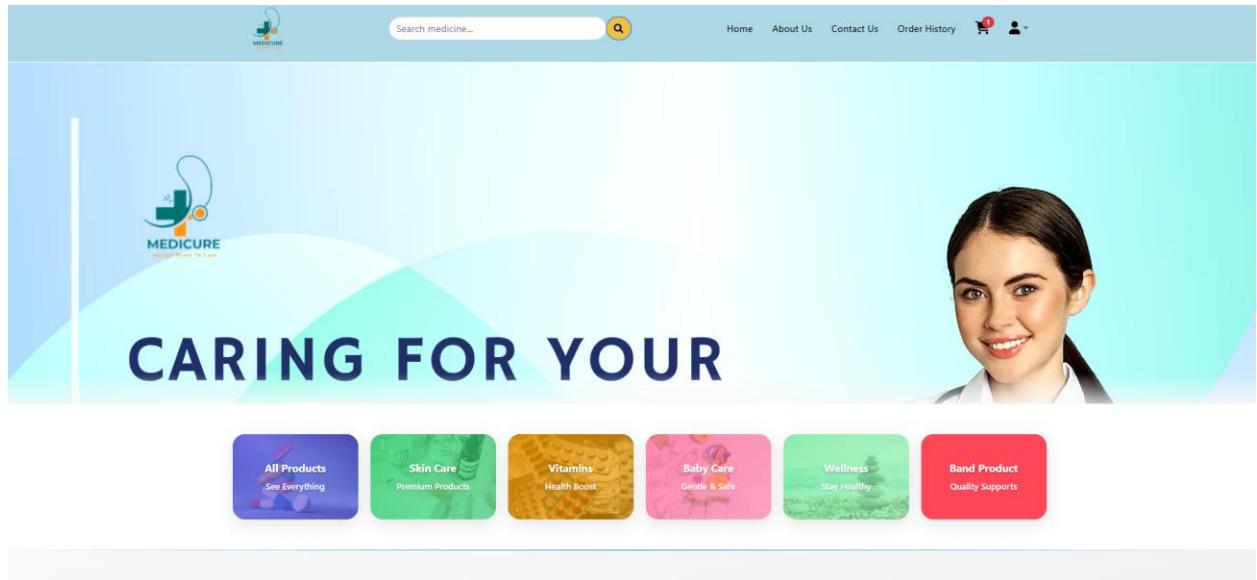


Figure 8:Recognition rather than recall

7. Flexibility and efficiency of use

Supports both novice and advanced users with shortcuts and streamlined processes to speed up interactions.

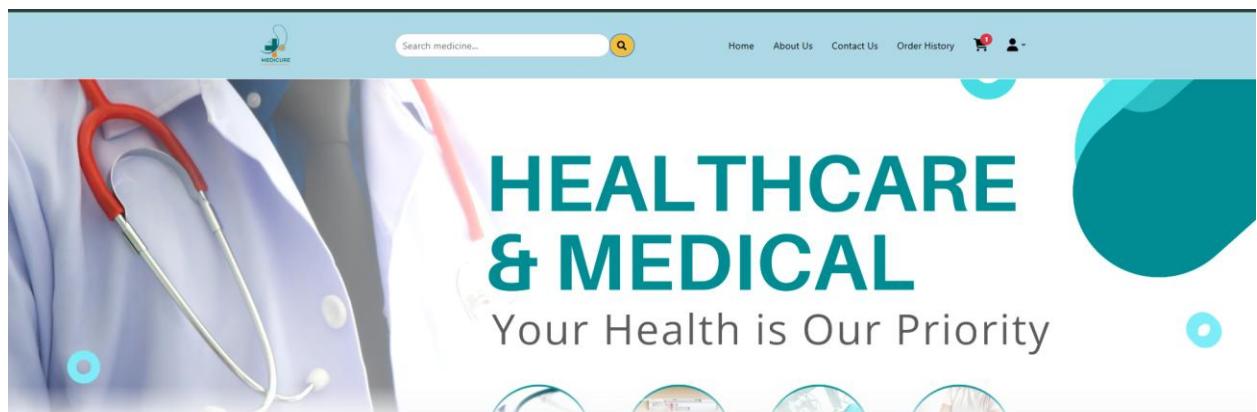


Figure 9:Flexibility and efficiency of use

8. Aesthetic and minimalist design

Avoids unnecessary information and distractions, focusing user attention on key tasks.

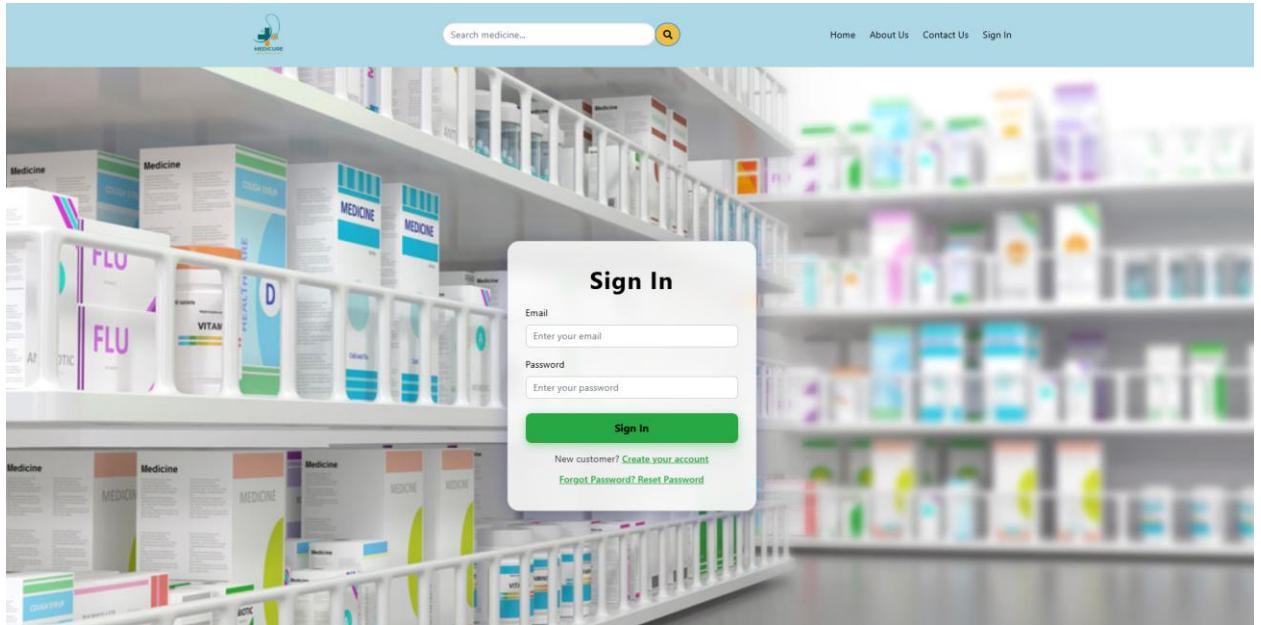


Figure 10:Aesthetic and minimalist design

9. Help users recognize, diagnose, and recover from errors

Provides constructive messages explaining problems and how to fix them, reducing user frustration.

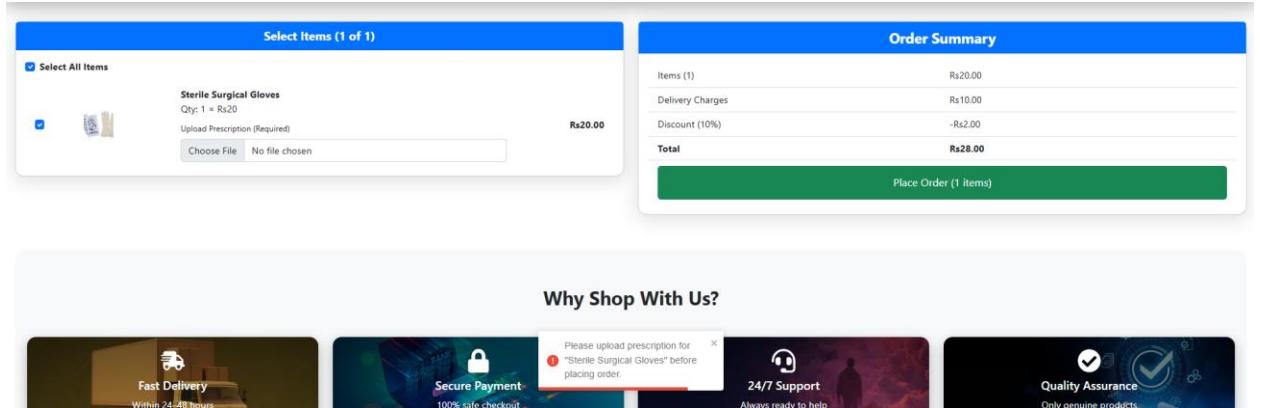
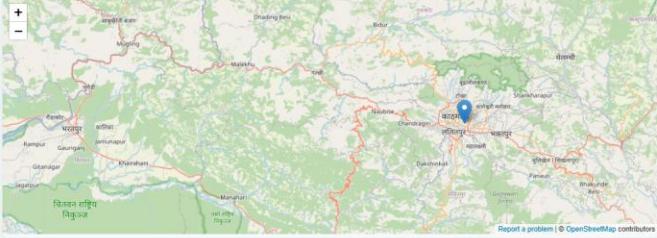


Figure 11:Help users recognize, diagnose, and recover from errors

10.Help and documentation

Offers easily accessible guidance and documentation to assist users whenever needed.

Our Location



Frequently Asked Questions

- How can I track my order?
- What is your return policy?
- Do you offer nationwide delivery?
- Can I talk to a pharmacist?

Figure 12:Help and documentation

Final Product

Development Methodology

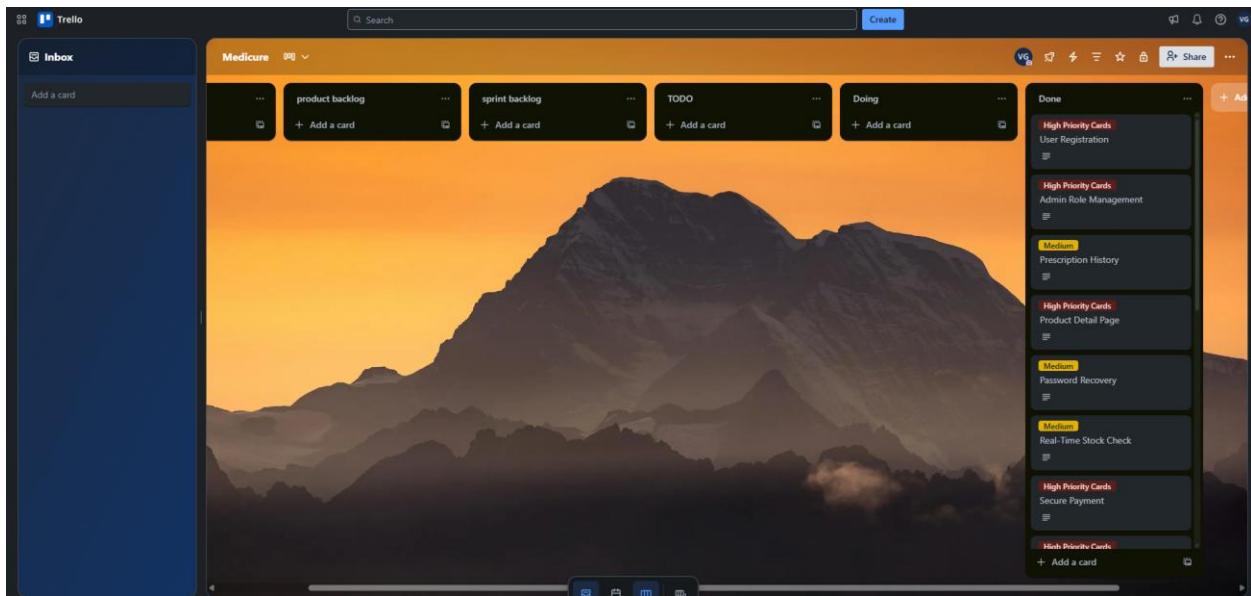


Figure 13:Trello

Medicure was developed using an Agile process, which prioritizes iterative development, ongoing feedback, and tight team and user involvement. Throughout the project lifetime, this method made it possible to adjust to changing needs and take user feedback into account. In order to incorporate user demands, company objectives, and regulatory issues unique to online pharmacies and prescription administration, the project started with a thorough requirement collection and analysis. In order to ensure conformity with usability principles and user expectations, low fidelity and high fidelity

prototypes were created based on these findings. These prototypes modeled the user interface and important workflows.

The MERN stack—Express.js and Node.js for server-side functionality, React.js for the frontend interface, and MongoDB for database management—was used to create the core application, resulting in a stable, scalable, and manageable codebase. Short, targeted sprints of development allowed for regular reevaluation and the gradual delivery of features. Continuous testing was implemented, using automated unit and integration tests along with usability testing techniques like guerilla testing to obtain actual user input. This improved product quality and consumer happiness by guaranteeing early problem discovery and resolution.

After stabilizing, Medicure was put into a production setting with performance tracking and monitoring to ensure dependability. Following launch, the Agile process continued with frequent updates, bug fixes, and product improvements motivated by business requirements and continuous user input.

Medicure was able to maintain high levels of quality, respond to user expectations, and successfully adjust to future growth and changes because to its iterative, user-centric development model.

Flat Design

Medicure uses a flat design methodology to produce a simple, contemporary, and intuitive user experience. By avoiding complicated textures, shadows, or gradients and use solid colors, basic typography, and minimalistic features, flat design places an emphasis on simplicity. This design makes it easier for consumers to concentrate on the most important features and material. Every screen of Medicure uses flat design principles, from the admin dashboard and checkout process to product listings and prescription submission forms. While the simple layouts guarantee easy access to important functionality, the use of vivid colors and distinct symbols enhances visual hierarchy and facilitates intuitive navigation. In addition to improving Medicure's visual appeal, this design decision helps it load quicker and respond better on all platforms, giving consumers a seamless and effective experience.

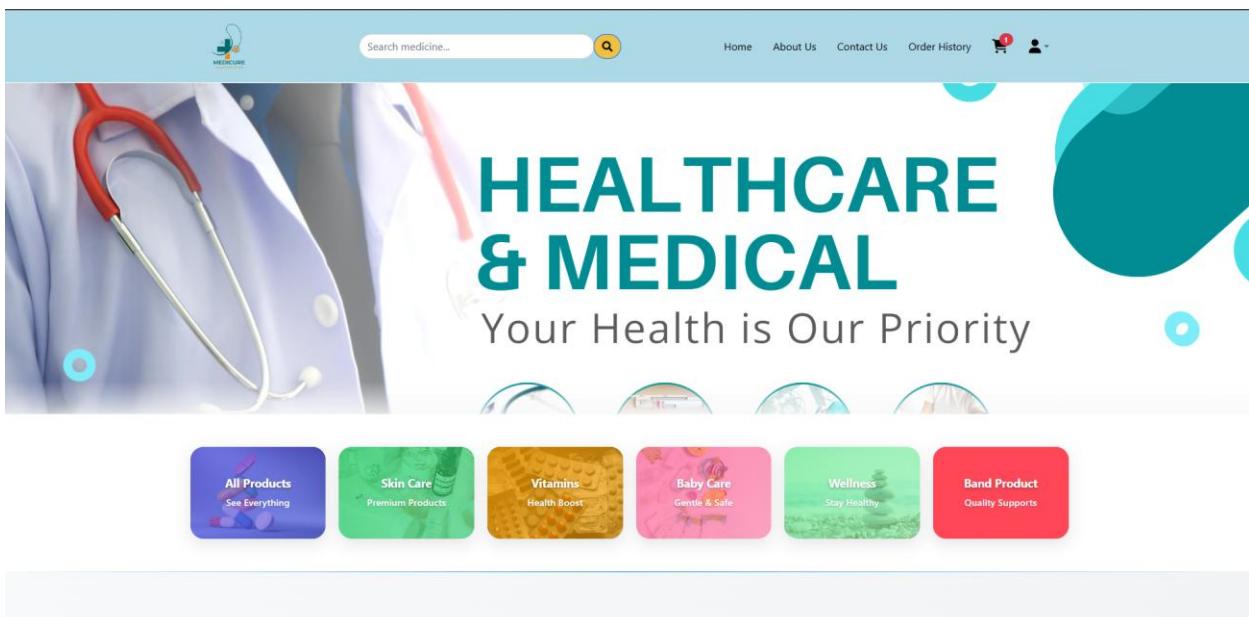


Figure 14: Flat Design

Golden Path

The golden road in Medicure is a seamless, guided user experience intended to assist clients in clearly and easily completing necessary tasks. By reducing misunderstandings and offering simple platform navigation, this strategy seeks to raise user satisfaction levels overall.

Users are sent to the main page after checking in or visiting the website, where they may quickly browse the medications that are offered, look for products, or view highlighted things without having to do any more steps. The interface ensures compliance without causing aggravation by providing straightforward instructions for consumers to follow when choosing a product, particularly those that need prescriptions. The checkout and shopping cart pages have been simplified to enable speedy evaluation and order placement, with clear confirmations and prompts to aid in decision-making. The dashboard provides administrative users with a neat area to effectively manage product listings, orders, and prescriptions. Medicure's golden road ensures a smooth and fulfilling experience by keeping a clear and simple flow that allows users to concentrate on their key objectives—locating and buying medications—without interruptions or delays.

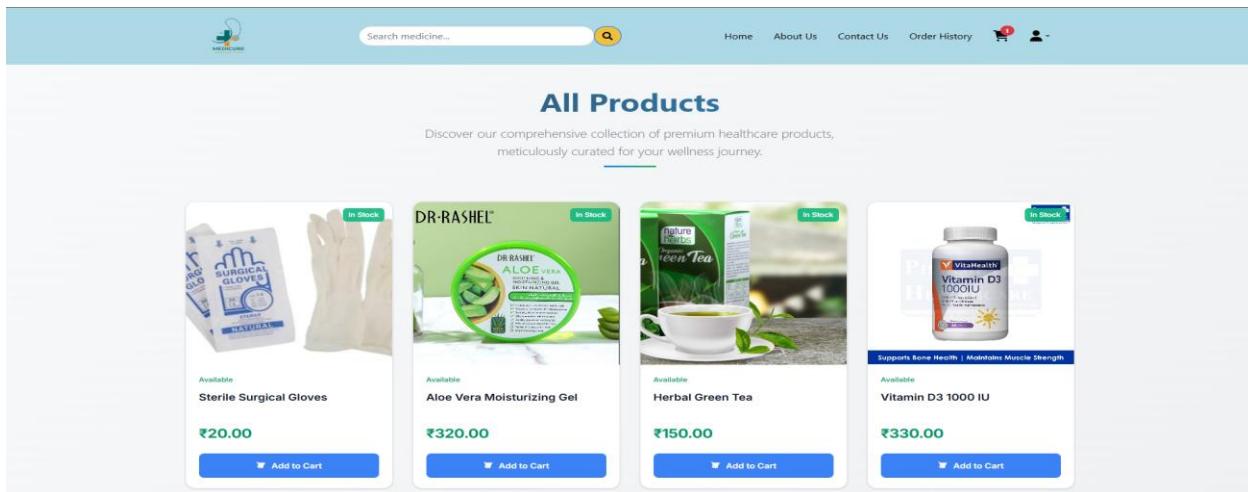


Figure 15:Golden Path

Shortest Path

In *Medicure*, the concept of the **shortest path** is centered on minimizing the number of steps users must take to perform essential actions such as browsing products, uploading prescriptions, and completing purchases. This approach enhances usability by reducing friction and streamlining the journey from entry to completion, ensuring users can achieve their goals efficiently and intuitively. The home screen plays a key role in facilitating this shortest path. Prominent category buttons like **Skin Care**, **Baby Product**, **Vitamins**, and **Wellness** are strategically placed for immediate access. These buttons eliminate the need for users to navigate through deep menus or perform keyword searches, instead offering one-click access to filtered product listings. This design not only saves time but also makes the interface more approachable, especially for first-time users.

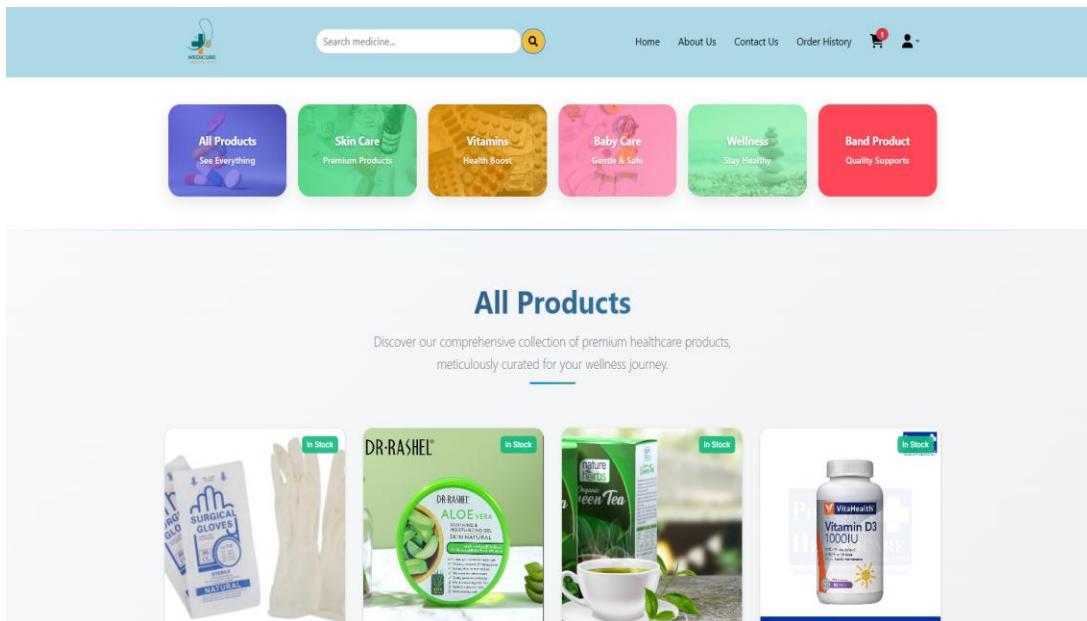


Figure 16:Shortest Path

Crow's Feet Analysis

A method called "Crow's Feet Analysis" is used to display and examine how people navigate a website or application, paying particular attention to the points at which users converge, diverge, or stop along the way. Critical decision points and possible user experience bottlenecks are identified with the use of this study.

Crow's Feet Analysis was used for Medicure to monitor user behavior throughout important processes including product browsing, prescription posting, and transaction completion. Common navigation routes were identified by the investigation, emphasizing the primary entrance points such as the home page or search function and the ways in which visitors branch out to the product details, prescription upload screens, and checkout.

This approach assisted in identifying places where navigation might be made simpler and when customers encountered hesitancy or misunderstanding, such as during checkout or the prescription upload stage. Medicure's design was improved to expedite user trips, lower drop-off rates, and increase total job completion rates by comprehending these flow divergences.

Crow's Feet Analysis thus played a vital role in optimizing Medicure's usability by making user navigation more intuitive and efficient.

Perceptual Constancy

By ensuring that important interface components behave and look the same on all sites and devices, Medicure preserves perceptual consistency. Whether a user is surfing on a laptop, tablet, or mobile device, the buttons, icons, navigation bars, and colors are always the same. The "Add to Cart" button, search bar, and prescription upload icons, for instance, are positioned and designed similarly throughout the platform, making it simple for consumers to identify and engage with them. A more seamless and intuitive user experience results from users becoming more accustomed to and confident using the program because of this visual and functional consistency.

Law of Closure

According to the Gestalt design concept known as the Law of Closure, users have a tendency to visually fill in the gaps by seeing incomplete forms or pieces as complete. This idea is applied in Medicure to produce a simple, minimalist interface with open or delicate borders around design elements like buttons, cards, and form containers but nonetheless give the impression to users that they are complete, interactive parts. For instance, users naturally see product cards and prescription submission boxes as entire clickable regions even when they may have incomplete edges or shadows. This usage of closure preserves the interface's functionality and clarity while keeping it visually light.

Design Rule

Design principles are set standards that guarantee an interface's uniformity, usefulness, and visual appeal. Medicure's basic design principles include responsive layouts, consistent color palettes, standard button designs, and legible typography. In order to preserve a consistent structure throughout all pages, these guidelines direct the positioning of components such as product cards, input forms, and navigation bars. By adhering to these guidelines, Medicure guarantees a clear and intuitive user interface that boosts usability and elevates the user experience in general.

Principle of Least Surprise

According to the Principle of Least Surprise, a system should operate as users would anticipate in order to minimize misunderstanding and improve the intuitiveness of interactions. This idea is put into practice in Medicure by creating features and navigational patterns that meet typical user expectations. For instance, consumers receive confirmation messages following an order, the "Add to Cart" button functions consistently like it does on other e-commerce platforms, and the "Upload Prescription" option only shows when necessary. Users get a more seamless and fulfilling experience as a result of these predictable behaviors, which give them a sense of confidence and control.

Hick's Law

According to Hick's Law, a user's decision-making time grows as the quantity and complexity of options rise. This idea is implemented in Medicure by streamlining navigation and reducing the quantity of alternatives displayed simultaneously. To prevent overwhelming the user, for example, product categories are arranged logically and filters can be collapsed. To allow consumers to concentrate on one choice at a time, checkout procedures are divided into distinct, sequential processes, such as entering delivery information, uploading a prescription (if necessary), and then completing payment. This speeds up the entire contact process and lessens cognitive stress.

Diamond Design Principle

Divergent and convergent thinking are the two stages of the design process that are referred to as the Diamond Design Principle. This concept was used in Medicure during the product planning and user interface ideation and improvement phases.

The team investigated a wide range of concepts during the divergence phase, including several approaches to managing prescription uploads, handling user onboarding, and product presentation. Sketches and prototypes of several layouts, user flows, and UI styles were made.

Usability testing and user input were used to assess such concepts throughout the convergence phase. To keep the app functional, user-friendly, and focused, the best options were chosen and included into the finished design.

In order to provide a considerate and effective user experience, Medicure uses the Diamond Design Principle to strike a balance between creativity and sensible decision-making.

Conclusion

The creation of Medicure has shown how crucial iterative development, consistent usability standards, and user-centered design are to creating a successful online pharmacy system. The platform was molded to reflect actual user requirements and expectations through the use of strategies including guerilla testing, Nielsen's heuristics, low and high fidelity prototypes, and feedback-driven enhancements. Using design concepts like Hick's Law, the Principle of Least Surprise, and the Diamond Design Process, important features including prescription uploads, a simplified checkout process, responsive design, and admin tools were meticulously created and improved. Consequently, Medicure offers administrators and users a seamless, safe, and easy-to-use experience.

Functionality, usability, and visual clarity are all well-balanced in the finished product, providing a solid basis for upcoming improvements, scalability, and practical implementation in the health technology industry.

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Appendix

Low Fidelity Usability Feedback Questionnaire Link:

<https://docs.google.com/forms/d/18ZsBtnKN3bRJuv3xQY2T9UjaJ-OxjWOWK4FXxuWBAQI/edit?pli=1#responses>

High Fidelity Usability Feedback Questionnaire Link:

https://docs.google.com/forms/d/1GazlbZyBy9c0phY25r3_qSov5Ig9f_mXQIIUPrn3-pY/edit

Wizard of Oz Experiment Video Link:

https://drive.google.com/file/d/1jbHZgHqEQZlM-LQZXS0w4MB_6c9WBOVi/view?usp=drive_link

Guerrilla Testing Video Link:

https://drive.google.com/file/d/1IqW6_37XDBDRELzTHW7e3IRzAiJBVUuX/view?usp=sharing

Figma Design Link:

<https://www.figma.com/design/GOTxNwewodv6IdyYdu3dhm/Medicure?node-id=0-1&p=f&t=TJ5epqQ0uvGQi1wn-0>

GitHub Repository Link:

https://github.com/Bibekgupta777/Medicure_Pharmacy.git

Final Product Youtube Link:

Trello Board: <https://trello.com/b/RSQDL07k/medicure>

User Persona

Consent Form

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e-mail: 220369@softwarica.edu.np

Informed Consent form

Are you happy to participate in my designing for usability project? To preserve your anonymity I will not issue names or information below to anyone. Data will not be published or disseminated in any way. I will need to use data in any / all of the following ways. Please select as appropriate:

- | | |
|--|----------|
| a I consent to being video-recorded | Yes / No |
| b I consent to video footage being used in coursework | Yes / No |
| c I consent to anonymous video images / transcripts being used in coursework | Yes / No |
| d I consent to anonymous video footage / images / transcripts possibly being used on web pages | Yes / No |
| e I consent to use of interview data for coursework | Yes / No |

Please complete:

Name of participant: Niraj Pratik Bhusal

Address: Nepal Engineering College, Chaitwanarayao

Email: nirajpratik09@gmail.com

Phone Number: 9816 907669

Signature: Niraj Pratik Bhusal

Date: 2022/03/21

Many thanks!


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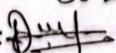
Please complete:

Name of participant: Dhruv Kumar Kany

Address: Kaliyaj 5 Bara

Email: dhruv.kany@gmail.com

Phone Number: 9826757763

Signature: 

Date: 2082/3/20

Many thanks!


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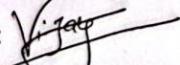
Please complete:

Name of participant: Vijay sha

Address: Mulpani

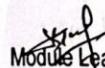
Email: vijaykuwarika99@gmail.com

Phone Number: 9815809695

Signature: 

Date: 2082-03-21

Many thanks!


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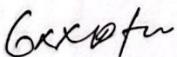
Please complete:

Name of participant: Laxman Patel

Address: Nuwpani, Bhaktapur

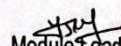
Email: patellaxman@gmail.com

Phone Number: 9817251831

Signature: 

Date: 2082-1-29

Many thanks!


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| e I consent to use of interview data for coursework | <input checked="" type="checkbox"/> Yes / No |

Please complete:

Name of participant: Prakash Devkota

Address: Panihapuri 5, Surkhet

Email: devkotaprakash.685@gmail.com

Phone Number: 97742957377

Signature: Prashant

Date: 2082-01-29

Many thanks!


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| e I consent to use of interview data for coursework | Yes / No |

Please complete:

Name of participant: *Sitish yadav*

Address: *Birgunj*

Email: *sky yadav88@gmail.com*

Phone Number: *9809271460*

Signature: *Sitish.*

Date: *2081-1-29*

Many thanks!

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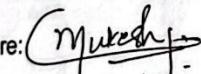
Please complete:

Name of participant: Mukesh Kumar Gupta

Address: Kalaiya-18, Moti Sar

Email: guptamukesh98122@gmail.com

Phone Number: 9812224138

Signature: 

Date: 2080-03-21

Many thanks!


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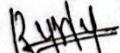
Please complete:

Name of participant: Rajbir kumawr Jyadav

Address: Jhinkaiya, Basga

Email: 184222244@gmail.com

Phone Number: 9824268061

Signature: 

Date: 2082-1-21

Many thanks!


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| e I consent to use of interview data for coursework | Yes / No |

Please complete:

Name of participant: Bishal K. Yadav

Address: Changunarayan, Bhaktapur

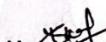
Email: vy882969@gmail.com

Phone Number: 9845558471

Signature:

Date: 2082-01-29

Many thanks!


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| d I consent to anonymous video footage / images / transcripts possibly being used on web pages | <input checked="" type="checkbox"/> Yes / No |
| e I consent to use of interview data for coursework | <input checked="" type="checkbox"/> Yes / No |

Please complete:

Name of participant: Md Saddam Hussain

Address: Birgunj, Shreeganesh - 11

Email: Mdsaddam.Hussain.98@gmail.com

Phone Number: 981131587

Signature: 

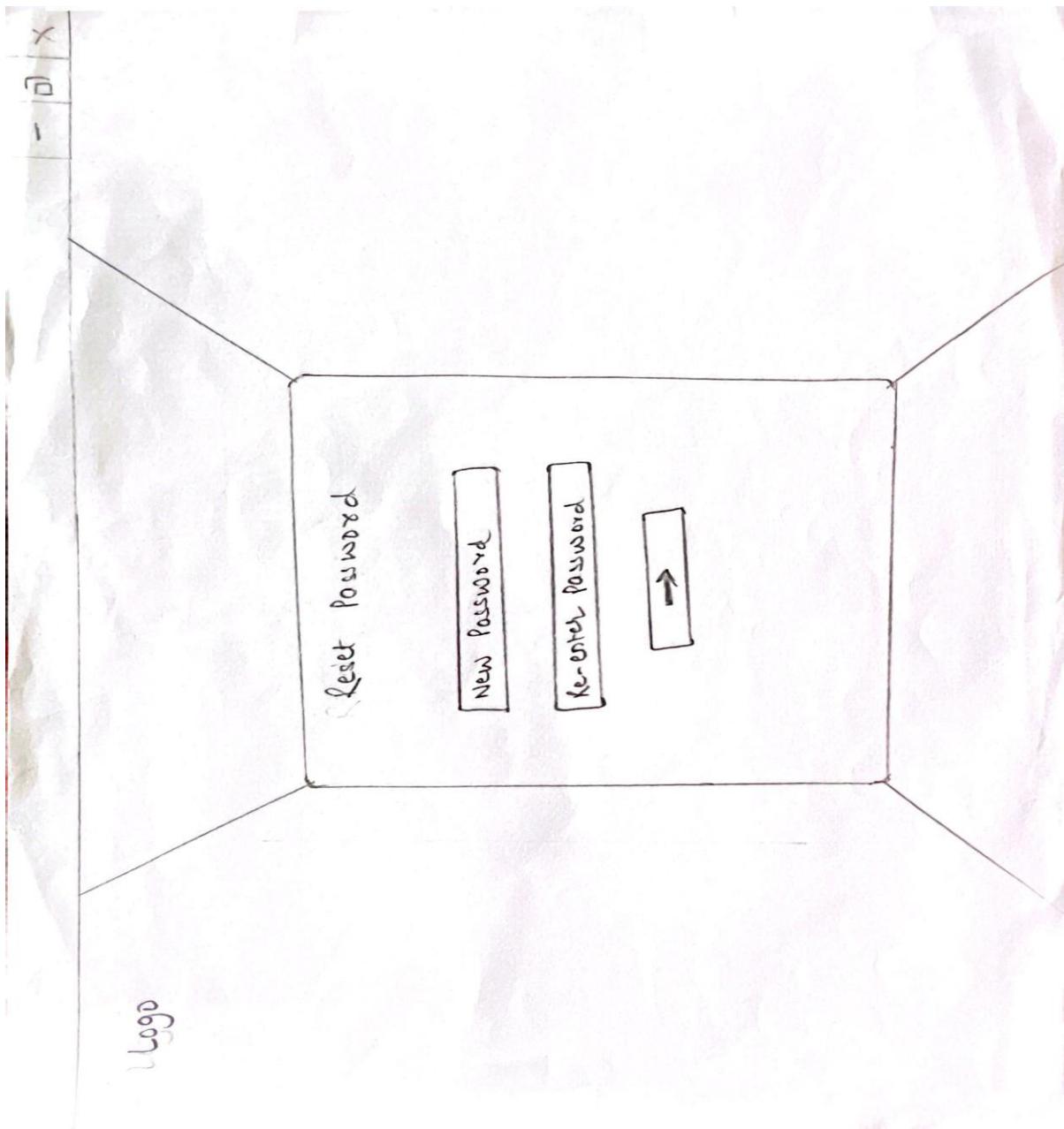
Date: 2082/01/29

Many thanks!


Module Leader (Name and Signature)

Pratik Bhusal

Low-Fidelity Prototypes



- 100/x

Logo

← Back to login

Forgot Password?

Enter your email to reset your
password

Email



If you forgot your email, you
can contact customer care.

Logo Search.....

Home About Shop Help **Profile**

- [] X

Order History

| Order No. | Items | Status | Tracking Id | Delivery Date | Price |
|-----------|--|-------------|-------------|---------------|-------|
| 2133 | <input checked="" type="checkbox"/> Product Name | In Progress | 2353931 | 15-05-2023 | R.150 |
| | <input checked="" type="checkbox"/> Product Name | Delivered | 2659122 | 23-05-2023 | R.300 |
| | | | | | |

Logo Search.....

Home About Shop Help **Profile**

User Name
name@gmail.com

- My Profile
- My cart
- Notification
- Order History
- Logout

User Name
name@gmail.com

| | |
|------------|----------------|
| Name | User Name |
| Email | name@gmail.com |
| mobile NO: | 0000000000 |
| Location | Nepal |

Settings

Theme

Language

- [] X

Logo

[Search]

Home

About

Shop

Help

[Profile]

Shopping Cart

Shopping Details

Payment Option

Payment Method

Credit Card

000 000 000 000

MM / YY

CVV

Card Holder Name

Cash on Delivery (COD)

[Cancel]

[Pay Now]

Logo
Medicine Pvt Ltd

Main Menu

HOME

About

Shop

Help

Company

Careers

Press

Discover

The Team

Our History

Bright Motto

Find Us On

Facebook

X / Twitter

Instagram

/ - [] X

Logo [Search....]

Home About Shop Help **Profile**

Shopping Cart

Shopping Details

Payment Options

Shopping Details

First Name

Last Name

Address

Country

City

Zip/Postal Code

Phone Number

Free Shipping

Between 2-5
working days

Next Day delivery

- Rs 50

Cancel

Next

Logo
Medilute Pvt. Ltd.

Main Menu

Home
About
Shop

Company

Careers
Press

Discover

The Team
Our History
Brand motto

Find us on

Facebook
Twitter
Instagram

- [] X

Logo

[Search...]

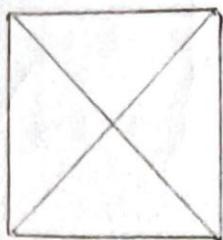
Home About Shop Help

[Profile]

Shopping Cart

Shipping Details

Payment Options



Product Name

Product Details

Rs. 150.00

2pc

[Cancel]

[Next]

Summary

[Enter coupon code]

Subtotal Rs. 150

Shipping free

Taxes free

Total Rs. 150

Logo
Medicure Pvt Ltd.

Main Menu
Home
About
Shop
Help

Company
Careers
Press

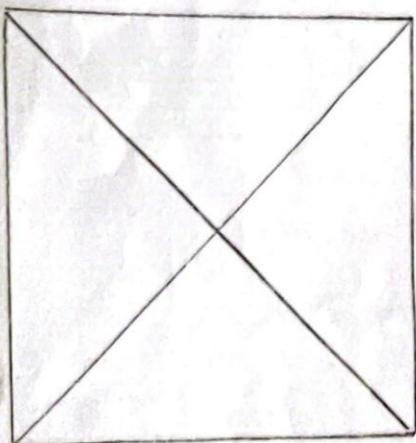
Discover
The Team
Our History
Behind the HO

Find us on
Facebook
X/Twitch
Instagram

- | | X

Logo

Home About Shop Help

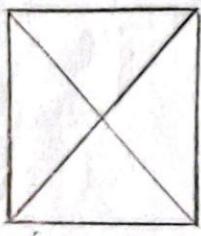


★ ★ ★ ★ 4 Reviews

Rs. 150.00

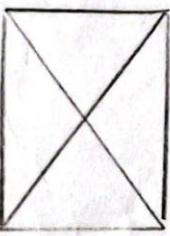
Product
Details

Similar Products



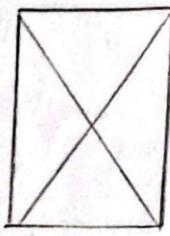
Product A

Rs. 500



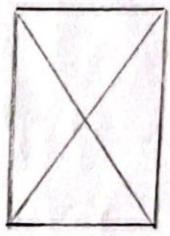
Product B

Rs. 200



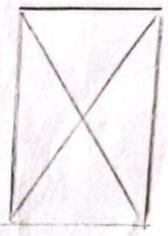
Product C

Rs. 430



Product D

Rs. 150



Product E

Rs. 200

Give your Review

Logo
Medicure Pvt. LTD

Main Menu
[Home](#)
[About](#)
[Shop](#)
[Help](#)

Company
[Careers](#)
[Press](#)

Discover
[The Team](#)
[Our History](#)
[Brand Story](#)

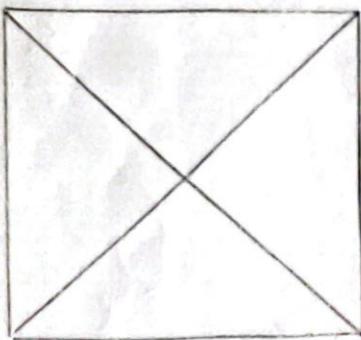
Find us on
[Facebook](#)
[Twitter](#)
[Instagram](#)

- ⌂ X

Logo

Home About Shop Help

Profile



Product Title

★★★★ 4 reviews

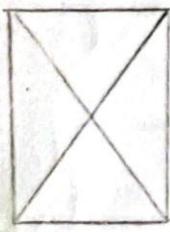
Rs. 150. 00

Product
Details

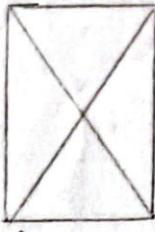
[Add to cart]

[Buy Now]

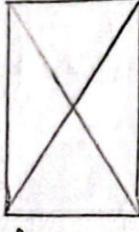
Similar Product



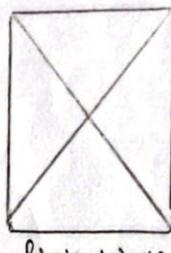
Product Name
Rs. 200



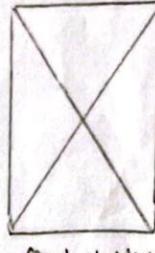
Product Name
Rs. 130



Product Name
Rs. 150



Product Name
Rs. 230



Product Name
Rs. 190

Reviews

 Saddam
12, May
★★★

Super easy to use & very helpful! found everything I needed.

 Laxman
15, May
★★★★

Very nice product.

Logo
Medicare Pvt. Ltd

Main Menu
Home
About
Shop
Help

Company
Careers
Press

DISCOVER
The Team
Our History
Brand Moto

FIND US ON
Facebook
Twitter
Instagram

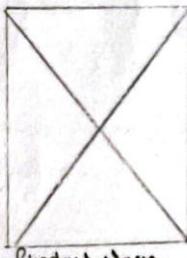
- [] X

Logo (A search....)

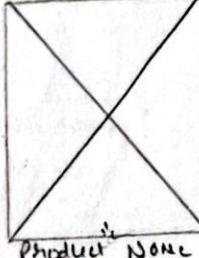
Home About Shop Help Login

Your Health,
Our Priority

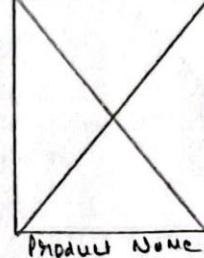
Shop now



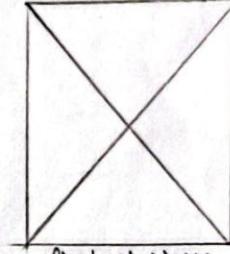
Product Name
Rs.300 * * * *



Product Name
Rs.100 * * * *



Product Name
Rs.150 * * *



Product Name
Rs.100 * * *

About our shop

"Easy, Fast and Friendly Healthcare Shopping"

Logo
Medicine Pvt. Ltd

Main Menu
Home
About
Shop
Help

Company
Careers
Press

Discover
The Team
Our History
Brand Moto

Find us on
Facebook
Twitter
Instagram

Logo

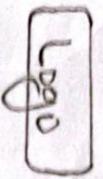
1 - 101 X

Come join us!
We are excited to have
you here. If you haven't,
create an account.

Already have an account
[Sign Up](#)

Sign Up

| |
|------------------|
| First Name |
| Middle Name |
| Last Name |
| E-mail |
| Password |
| Confirm Password |



Login

Welcome back!

Welcome back! We are
so happy to have you
here.

Username

Password



Forgot password

Not account yet?
Sign Up

User Response from Wizard of Oz Experiment

7 responses

 Link to Sheets



Summary

Question

Individual

Who has responded?

Email

mdsaddamhussen98@gmail.com

skyvaday88@gmail.com

patellaxuman3365@gmail.com

vy882969@gmail.com

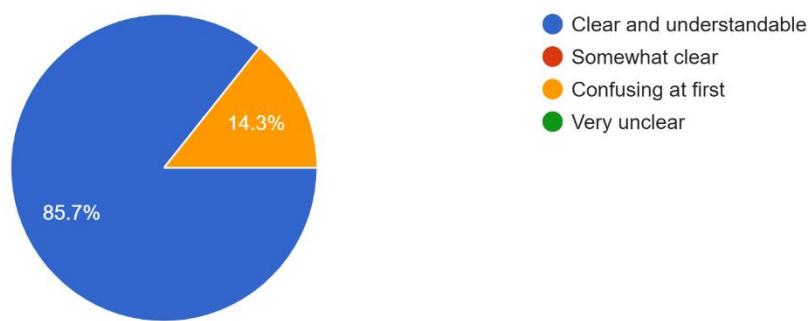
devkotaprakash685@gmail.com

rk4333344@gmail.com

ashimp355@gmail.com

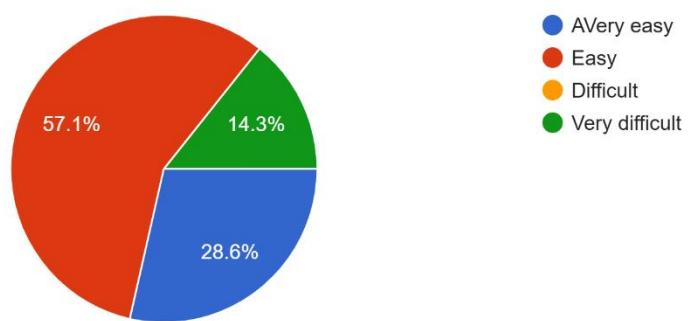
1. What was your first impression of the website?

7 responses



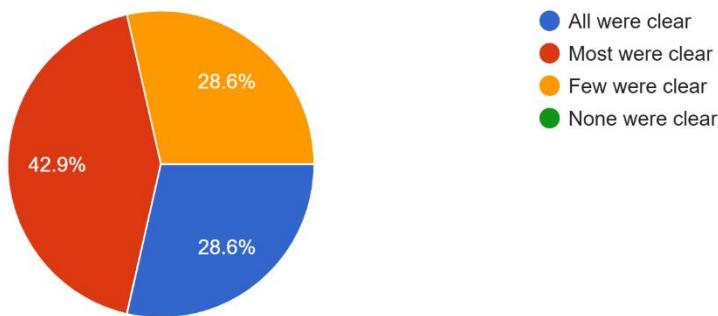
2. How easy was it to find a specific product?

7 responses



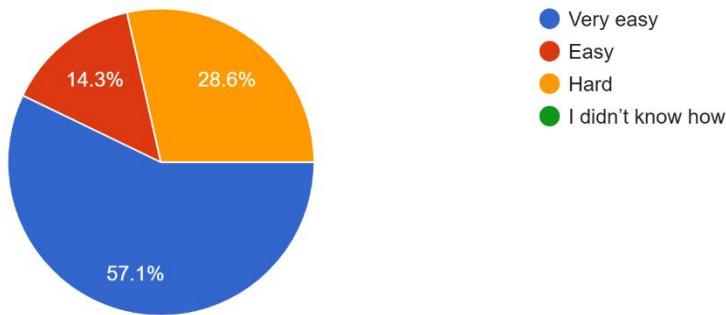
3. Did the icons and buttons make sense to you?

7 responses



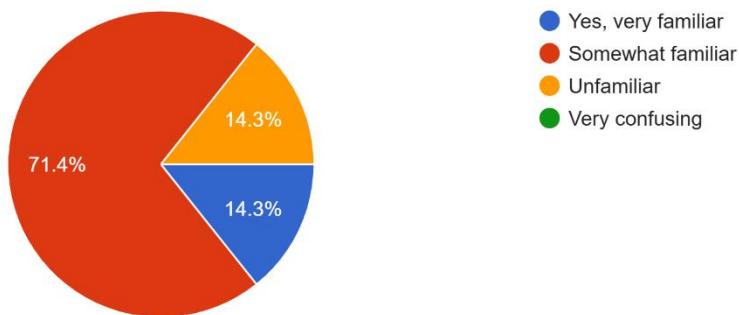
4. How easy was it to go back or cancel a task?

7 responses



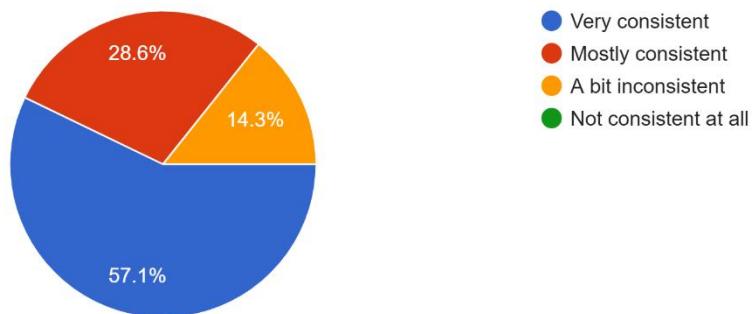
5. Did the website use familiar words and terms?

7 responses



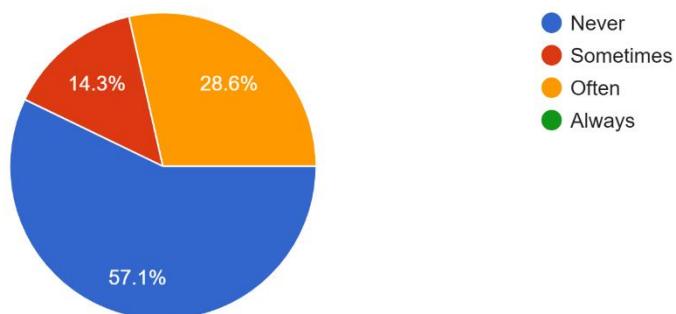
6. How consistent was the design across pages?

7 responses



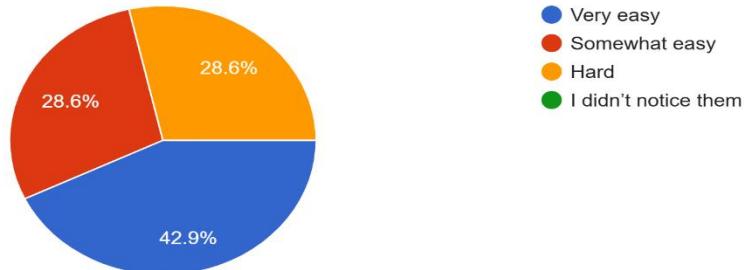
7. How often did you feel lost or unsure what to do?

7 responses



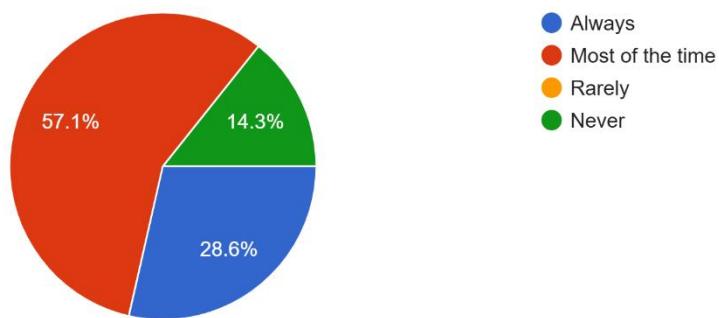
8. Were buttons and links easy to recognize?

7 responses



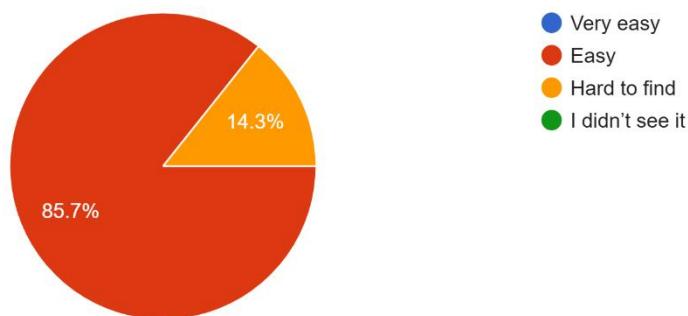
9. Did you receive feedback after clicking buttons?

7 responses



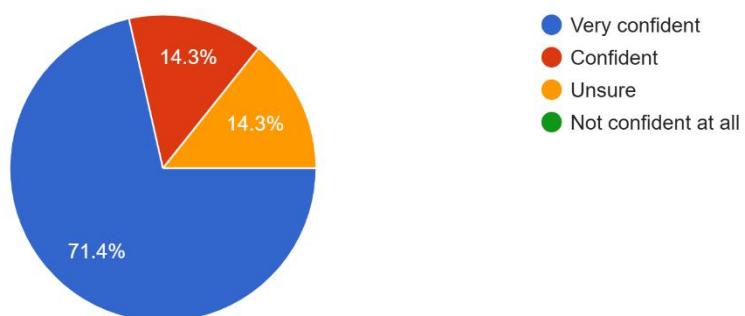
10. Was the search bar easy to notice and use?

7 responses



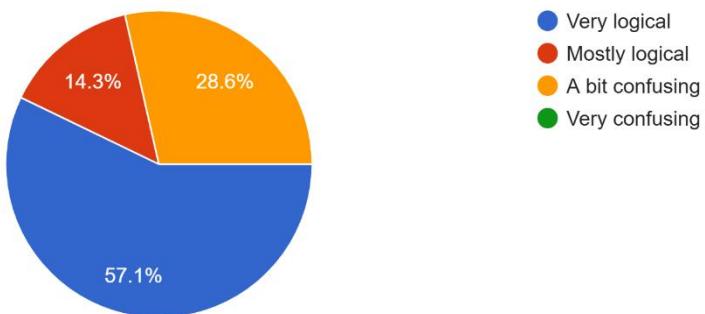
11. How confident did you feel completing tasks?

7 responses



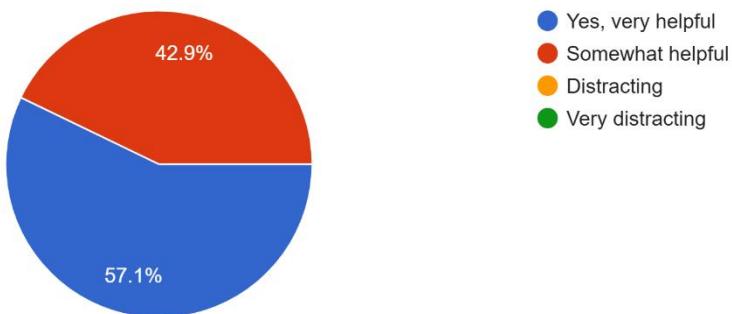
12. Were the steps in the order process logical?

7 responses



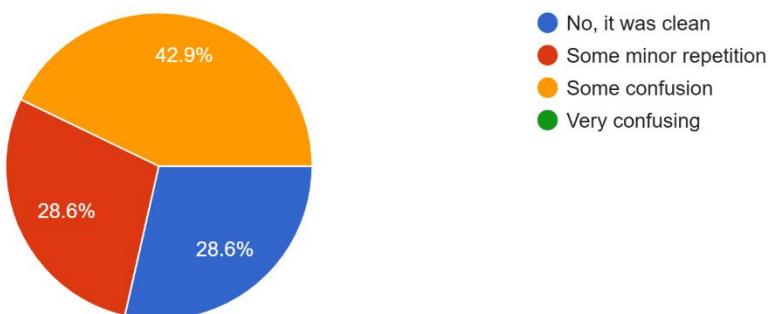
13. Did the layout help you focus on your task?

7 responses



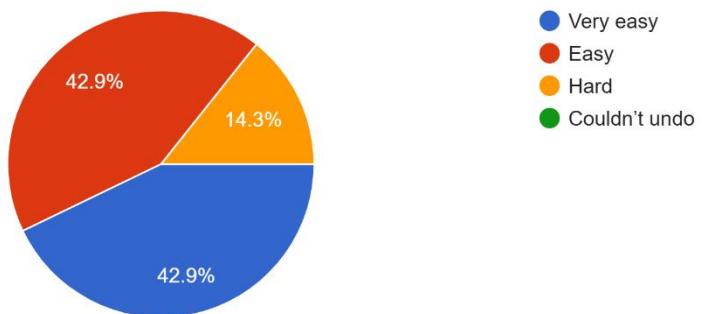
14. Did you notice any repeated or confusing information?

7 responses



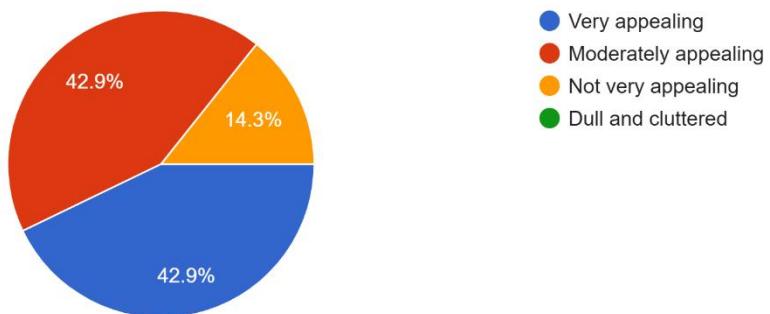
15. Was it easy to undo or fix a mistake?

7 responses



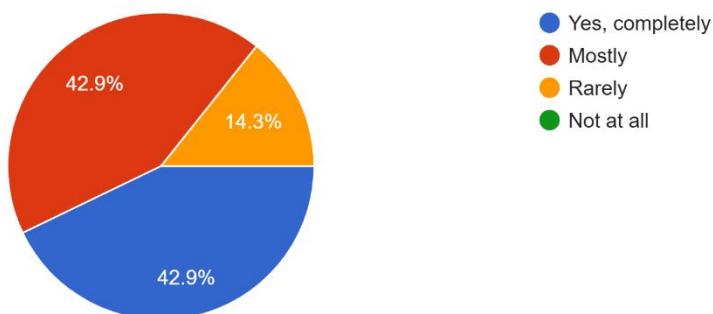
16. How visually appealing was the design?

7 responses



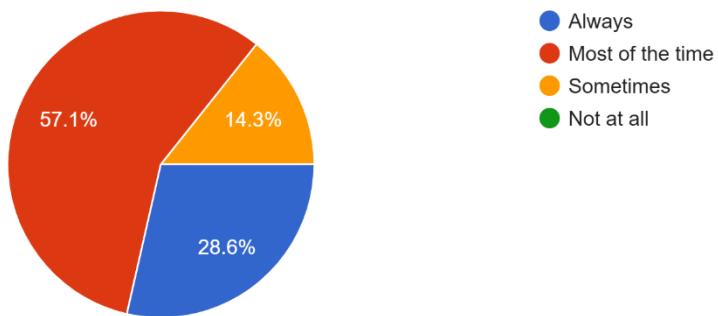
17. Did you feel the site prevented errors well?

7 responses



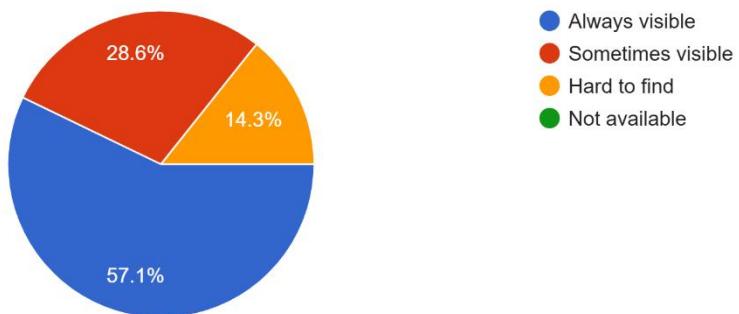
18. Did you feel in control during the experience?

7 responses



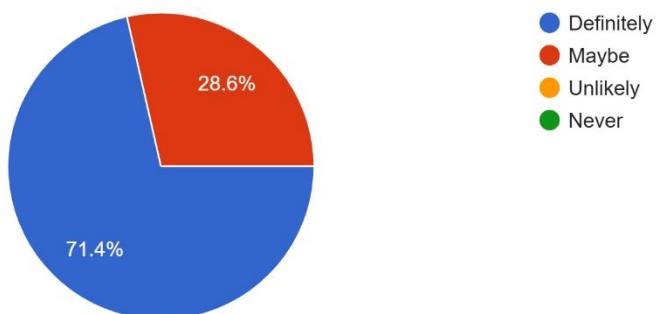
19. Was the help or guidance easy to find when needed?

7 responses



20. Would you use this website to buy a product in real life?

7 responses



User Response from High Fidelity Testing

7 responses

 [Link to Sheets](#) 

[Summary](#)

[Question](#)

[Individual](#)

Who has responded?

Email

najeerulh@gmail.com

guptamukesh98122@gmail.com

vijaykumarsah958@gmail.com

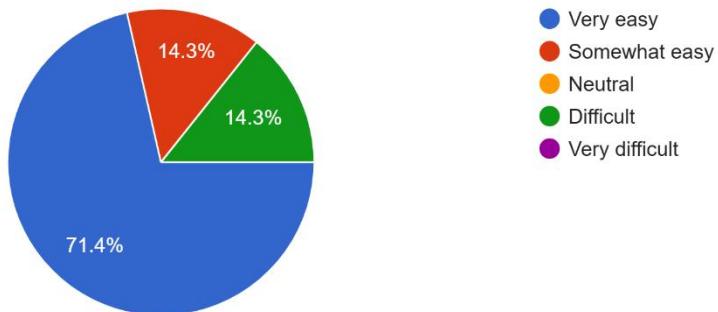
guptadhrup@gmail.com

mdsaddamhussein98@gmail.com

vy882969@gmail.com

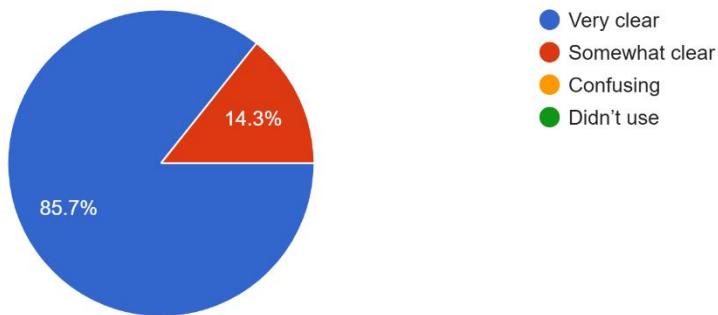
How easy was it to find your desired product category on the homepage?

7 responses



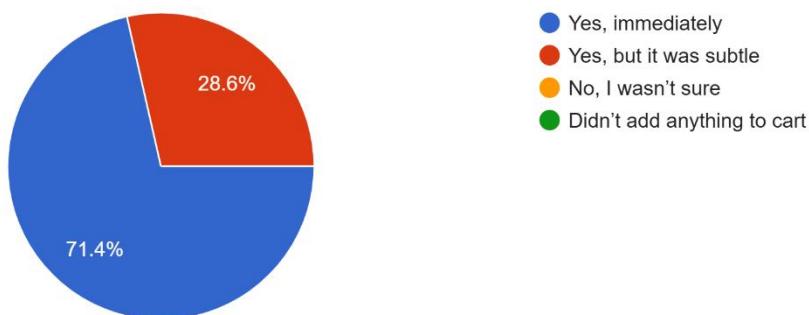
Was the "Add to Cart" feature easy to understand?

7 responses



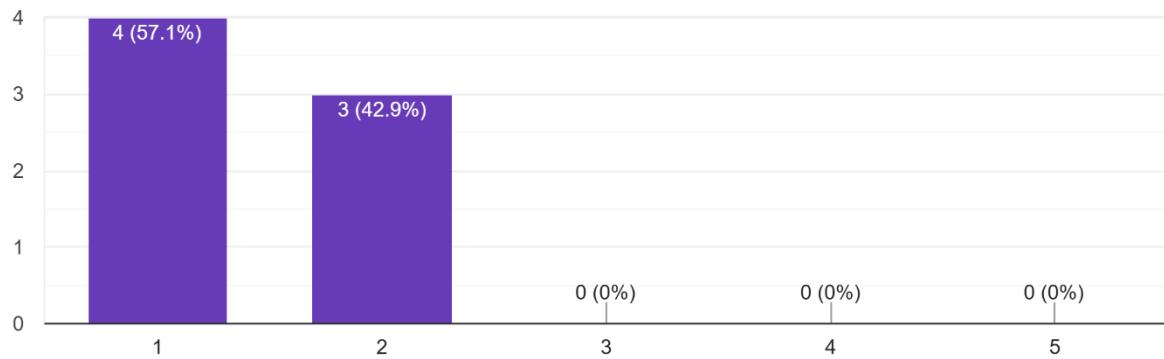
Did you notice when a product was added to your cart?

7 responses



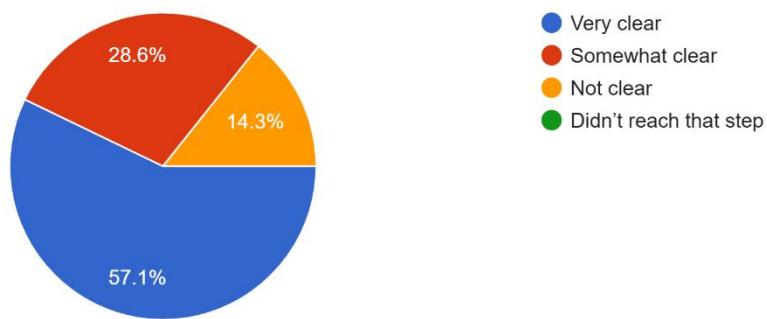
How would you rate the visual design of the homepage?

7 responses



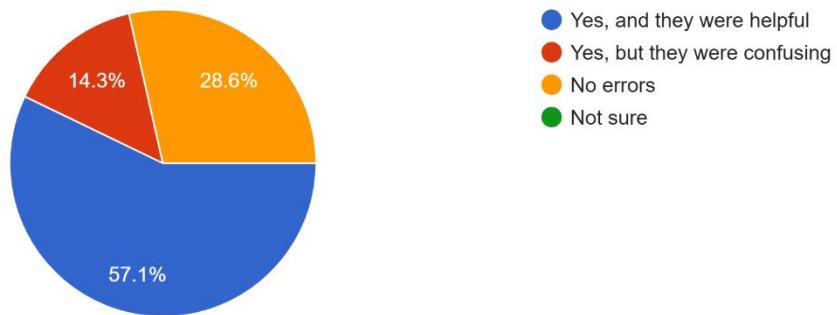
Was the prescription upload process clear?

7 responses



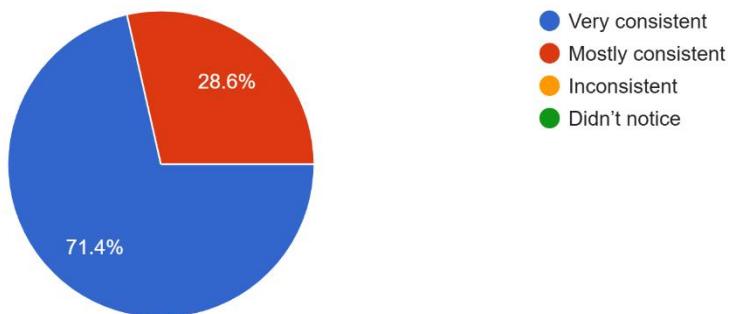
Did you encounter any error messages?

7 responses



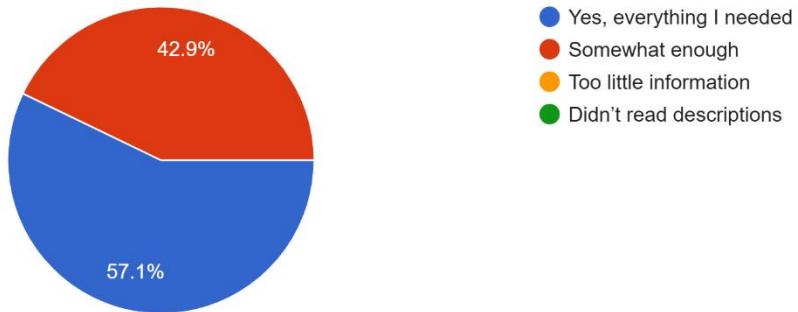
How consistent was the layout across different pages?

7 responses



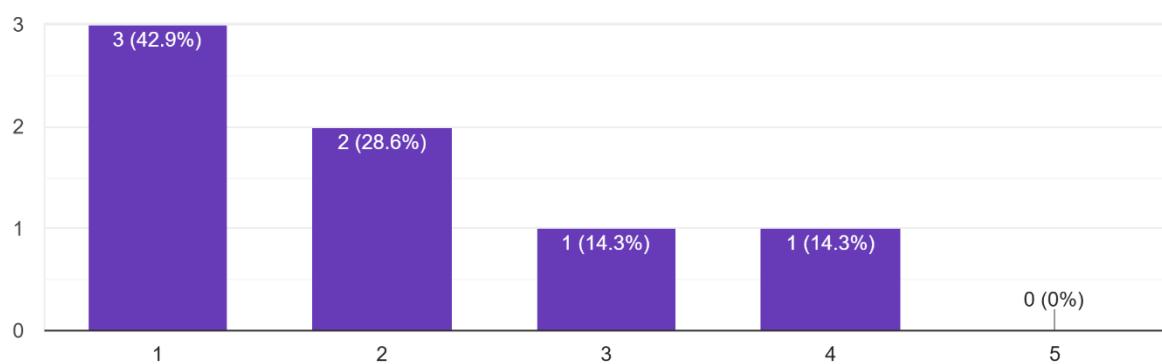
Did the product descriptions contain enough information?

7 responses



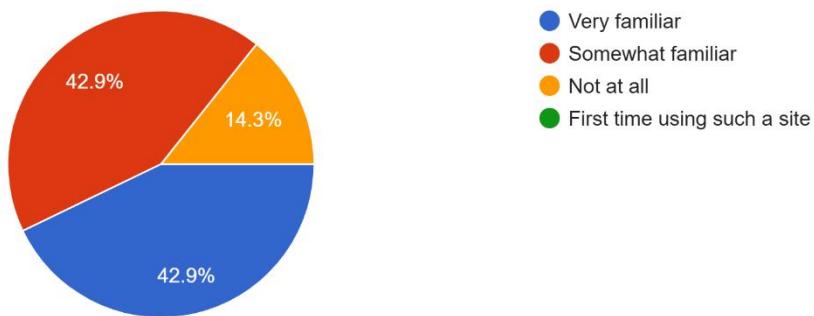
How well did the site respond to your actions (e.g., button clicks, uploads)?

7 responses



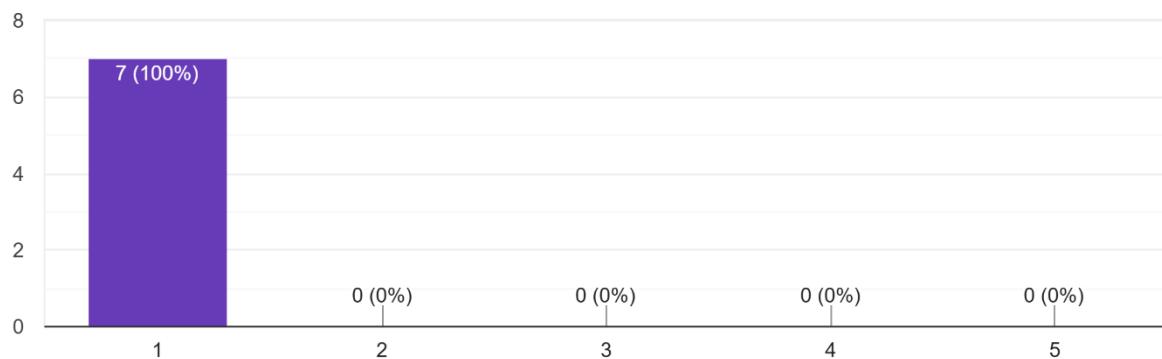
Did the design feel familiar compared to other apps/websites you've used?

7 responses



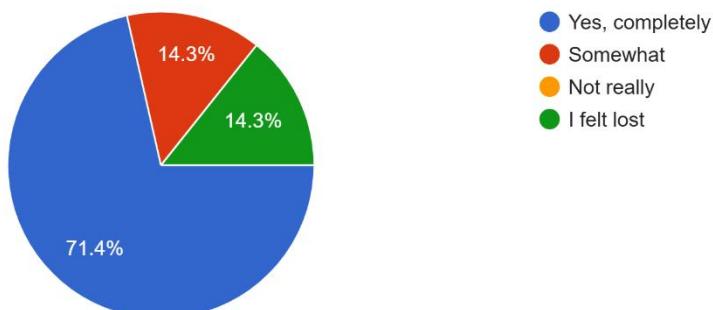
How would you rate the overall speed of navigating the platform?

7 responses



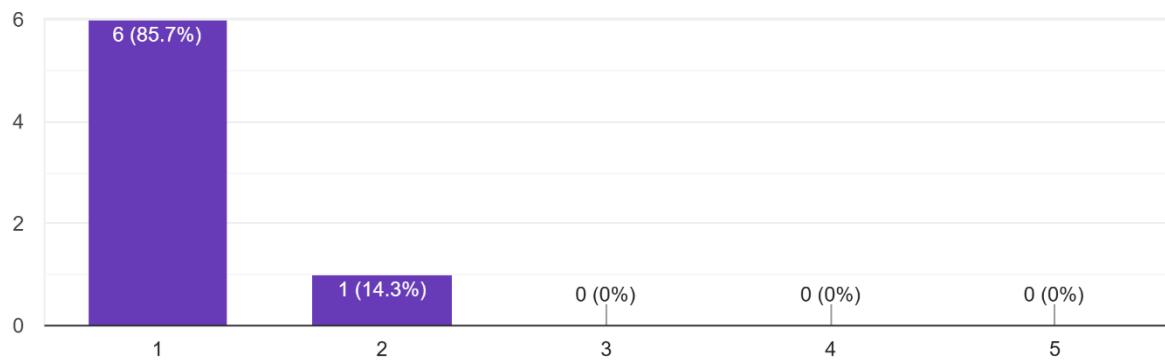
Did you feel in control of your actions on the platform?

7 responses



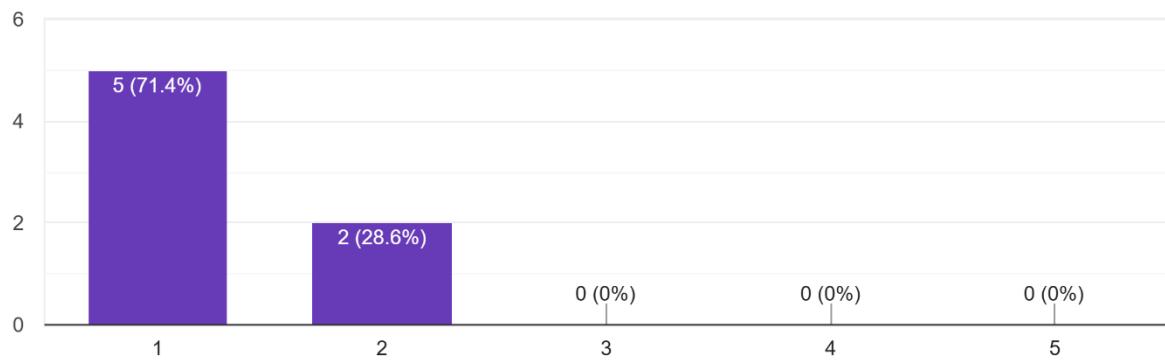
How likely are you to recommend this platform based on your experience?

7 responses



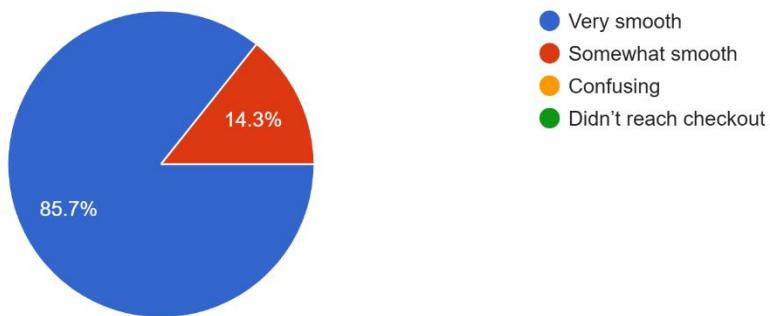
Were the icons and labels easy to recognize and understand?

7 responses



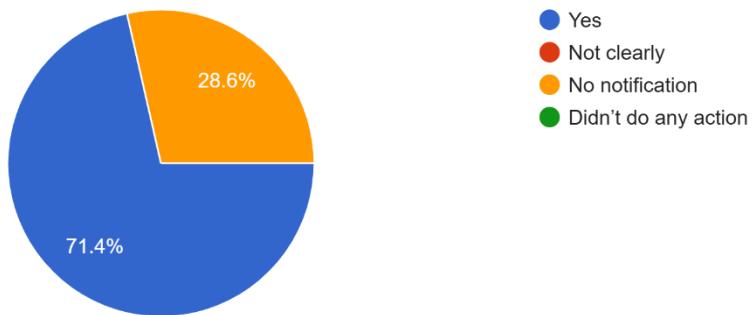
Was the checkout process smooth and understandable?

7 responses



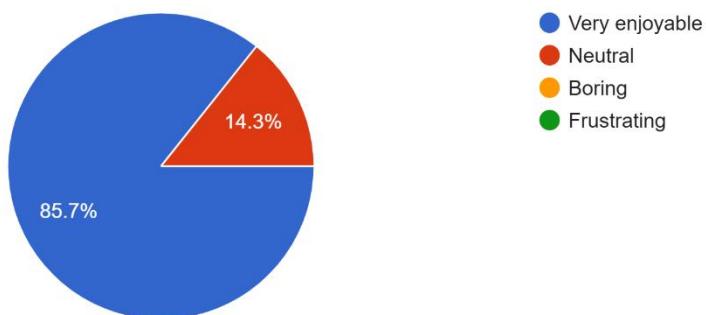
Did the system notify you clearly when an action (like checkout or upload) was completed?

7 responses



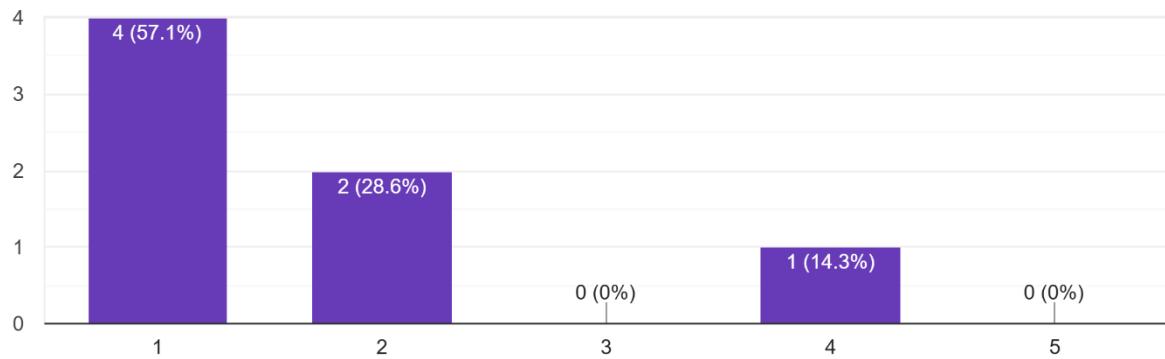
Was the overall experience engaging and enjoyable?

7 responses



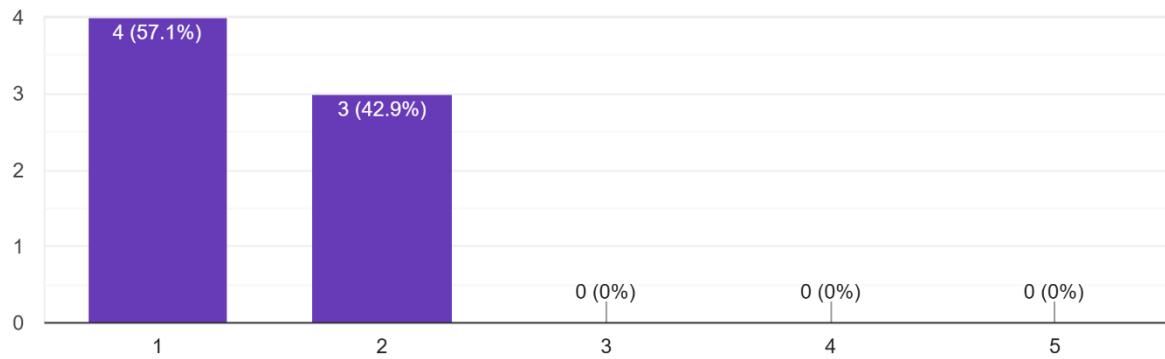
How effective were the filters and search functionality?

7 responses



Was the product stock availability clearly shown?

7 responses



How comfortable did you feel uploading a personal document (prescription)?

7 responses

