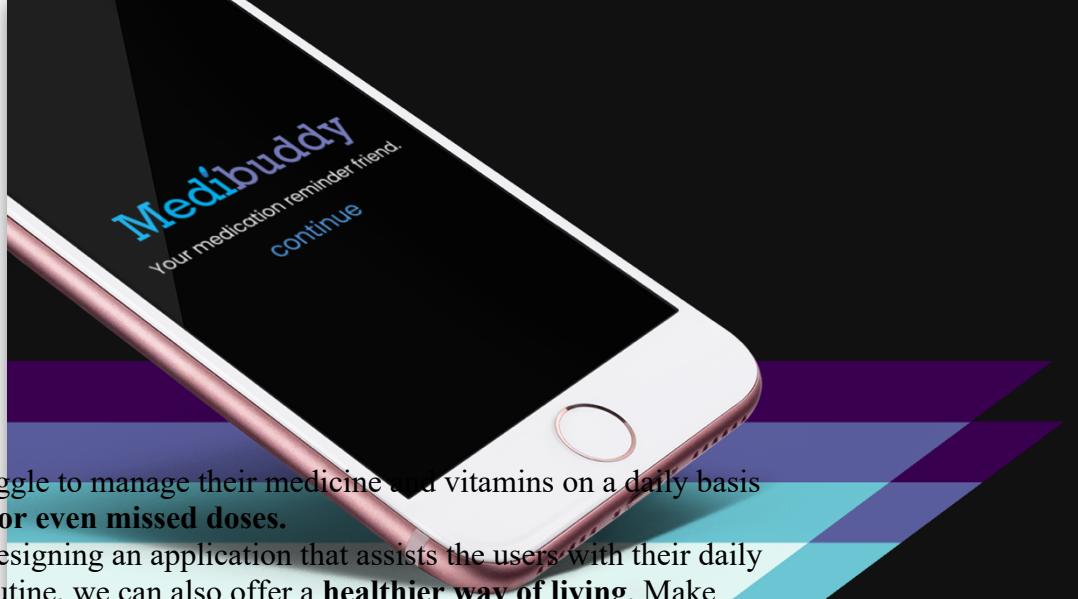


Medibuddy



ABOUT THE PROJECT

Problem: Many users struggle to manage their medicine and vitamins on a daily basis often leading to **incorrect or even missed doses**.

Solution: We believe by designing an application that assists the users with their daily medication and vitamin routine, we can also offer a **healthier way of living**. Make Medibuddy your gentle reminder buddy.

DISCIPLINES & TOOLS

User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, In-person User Testing, Figma, InVision, Miro, Trello

MY TEAM



Madison Dills, Emily Fusca, and Harley Garza

My role for this project was that of a UI/UX Designer

My responsibilities were -

- > Defining the scope & Strategy + Planning the project
- > Conducting User Research (User Interviews and Surveys)
- > Delivering solutions through UX Design methods and techniques
- > Collaborate on the Mobile Prototypes

Project Overview

Problem: Many users struggle to manage their medicine and vitamins on a daily basis often leading to **incorrect or even missed doses**.

Solution: We believe by designing an application that assists the users with their daily medication and vitamin routine, we can also offer a **healthier way of living**. Make Medibuddy your gentle reminder buddy.

OUR METHODOLOGY

Interview plan



We started our interview plan with 3 interviews to help discover what concerns users faced when taking their daily medications, vitamins and supplements. We discovered that many users tended to **forget and even missed dosage**.

We surveyed 91 participants, aging from 20-60 years old, to gain a broader perspective on their daily medication, and vitamin routines.



During our qualitative research, we discovered that patients with multiple medications need **reminders** to take doses at certain times of the day.

Therefore, we believe in creating a **visual platform** in which helps guide them to remember, addressing these pain points of taking medications:

- **Remind them of doses**
- **Refills of prescriptions**
- **Discounts of medications**
- **Correct and clear instructions**

Doing this will give our users options to help keep their medication routine on track



Quantitative Survey Data

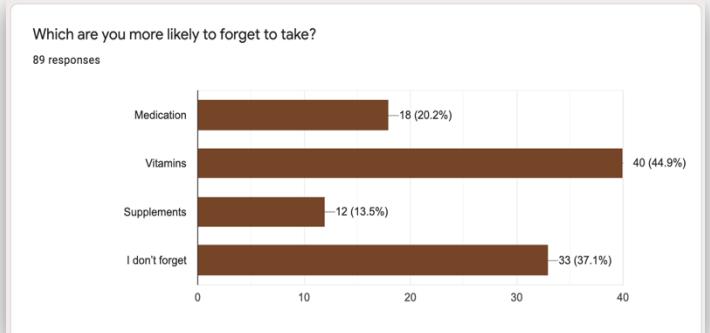
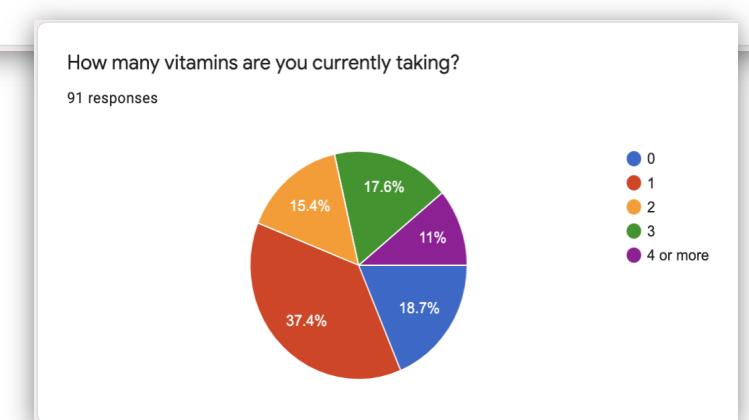
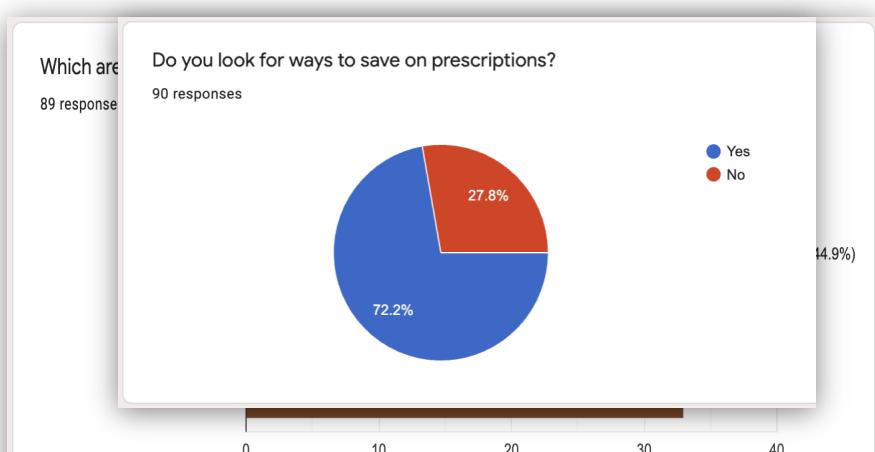
Wider user base with the inclusion of vitamins and supplements

Who's taking vitamins and supplements

Wider user base with the inclusion of vitamins and supplements

Who's saving?

We found that **72%** of testers look for ways to save on their prescriptions, vitamins and supplements.



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Ideation process

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User Persona

Dale Finkelburg



Bio: [Dale's Story](#)
Dale is a financial manager who lives in Houston, TX with his wife and two children. Dale lives a very busy life, with a demanding career and two very active children.
Dale enjoys golfing, coaching his sons little league team and going to dinner and the occasional theatre with his wife.

Age: 45
Work: Financial Manager
Family: Married with 2 children
Location: Houston, TX

Goals:

- Spend more time with family
- Better health
- Take two strokes off his handicap
- Lose weight

Frustrations:

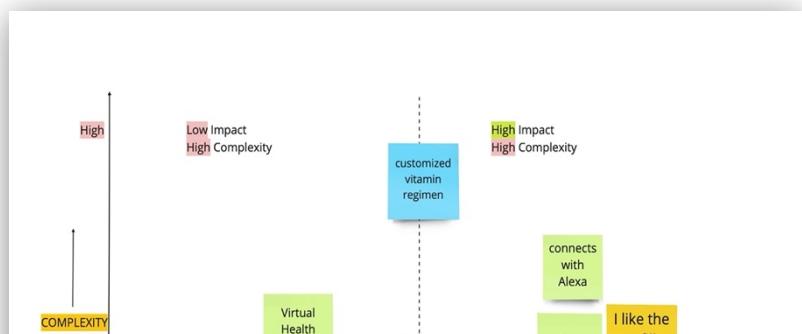
- High blood pressure
- Doesn't exercise enough
- Medication expensive
- Unorganized medications
- Forgets to take meds and vitamins

Motivations:

- Wife and children
- Healthier Lifestyle
- Life Experiences
- Family

Preferred Channels:





Priority Priority Ideation

Key Takeaways



Priority Priority Ideation Matrix

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Storyboard

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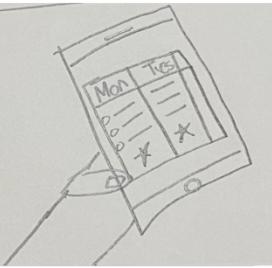
Dale realized he forgot to take his medication. He often takes it when he feels bad.



Dale is looking for a simpler way to manage his medications and vitamins.



He finds the Medi-buddy app.



He is able to enter his medication and vitamins, into a daily/weekly/monthly calendar



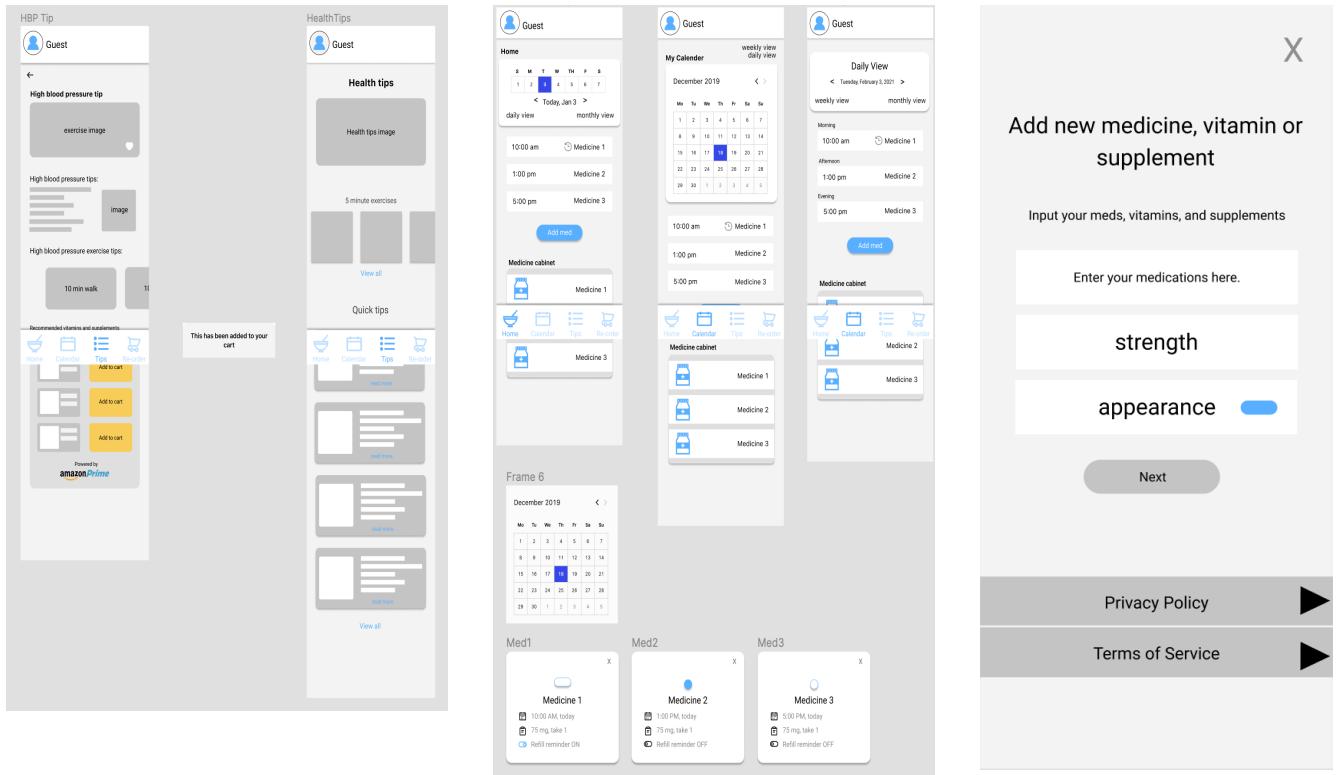
Along with reminders, he realizes the app assists him with a healthier lifestyle and is able to order his supplements and vitamins through the application



Dale is on his way to a healthier lifestyle.

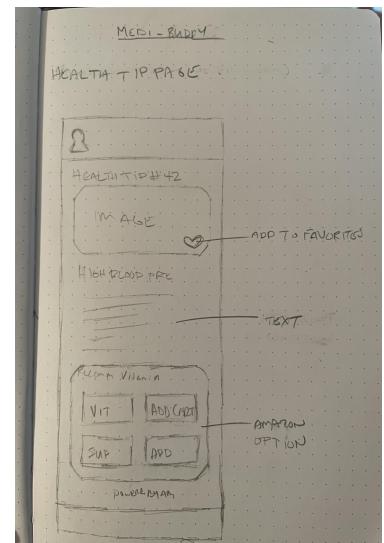
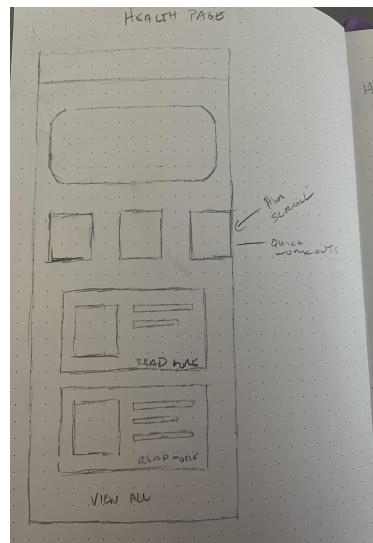
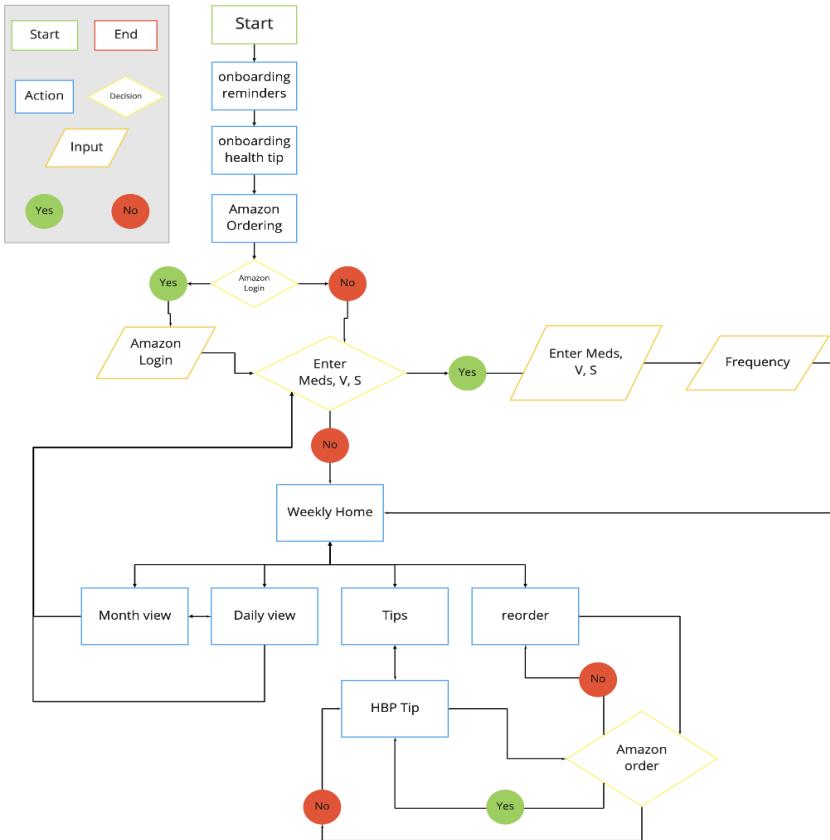
Lo-Fi Wireframing Medibuddy

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User Flow

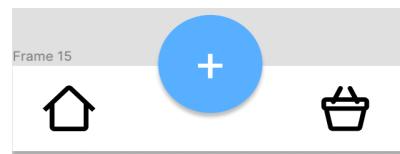
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User Testing - Iterations

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- Make navigation bar **clearer** for users



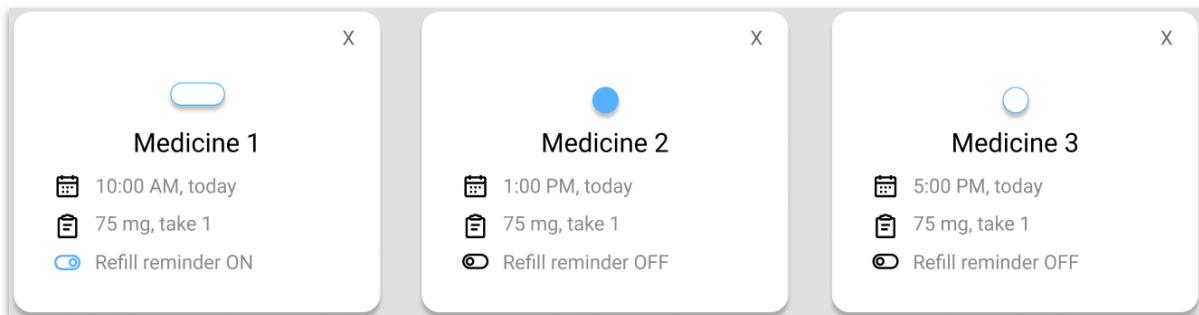
•

Create medicine cabinet for **simpler organization**



- Add pop-up for **convenient** information on individual

medication, vitamin and supplements entered



Medibuddy Final prototype

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Where from here?

- Build hi-fi prototype
- Gather more user testing for additional features

Pill count

- Clean and simple interface

