

Multiple prescriptions are referred to as polypharmacy, is particularly prevalent among as they are more prone to require medicines

Alerting Patients at the correct time

Can help elderly people dont miss their medicine time.

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say



Older adults manage a variety of chronic illnesses

Not to skip medicines due to improper medicine restocking system



Taking medicine on daily basis

What do they SAY AND DO?

attitude in public
appearance
behavior towards others



Unsure and confused about the medicines

Nervous to asking somebody multiple times about medicines

Forgetting medication during travel

Get an alert that my medication is low



What do they SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

If the patients does not take the medicines on time their disease may get harder to treat

Diseases can progress dramatically if medication is not taken correctly

Consequence of improper medication compliance is emergency room visits and hospitalizations

GAIN

"wants" / needs
measures of success
obstacles

It helps your medicines to do what it is intended to do

Reduces the risks of dangerous and unpleasant side effects

Simplifies your medications routine