Getting the best deal on the medicine you need.

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PHARMA PLUS UI JOURNEY

Introduction

Pharma Plus is a platform that helps users browse drugs through nearby pharmacies, helping them to compare prices and get the historic price of each one.

We wanted to create a united Web App that makes searching and sorting easier, so that they know when and where is the best opportunity to buy products they need.

Why is it relevant?

The idea of the project started when the research team discovered the struggle facing several family members to find the lowest price of a medicine, but also when was the best time to buy because of constant market changes.

Methodology for usability test

For the evaluation of the interaction process, we used the Keystroke Level Model method, since it focuses on the way certain system times are performed given a task. We modeled the task based in our profile and main scenario.

For the interface feedback we used preliminary evaluation of the system according to the use of a Likert scale with a specific 10-question questionnaire. We rated our scores based on this scale (System's usability scale):
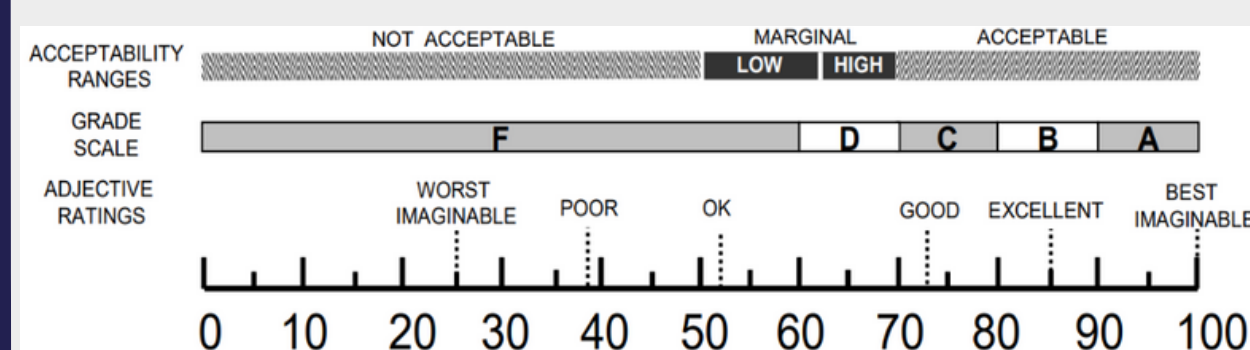
Evolution

User Centered Design helped us excel our UI
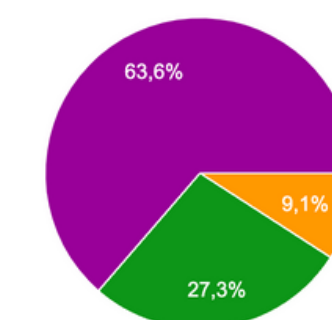

Results
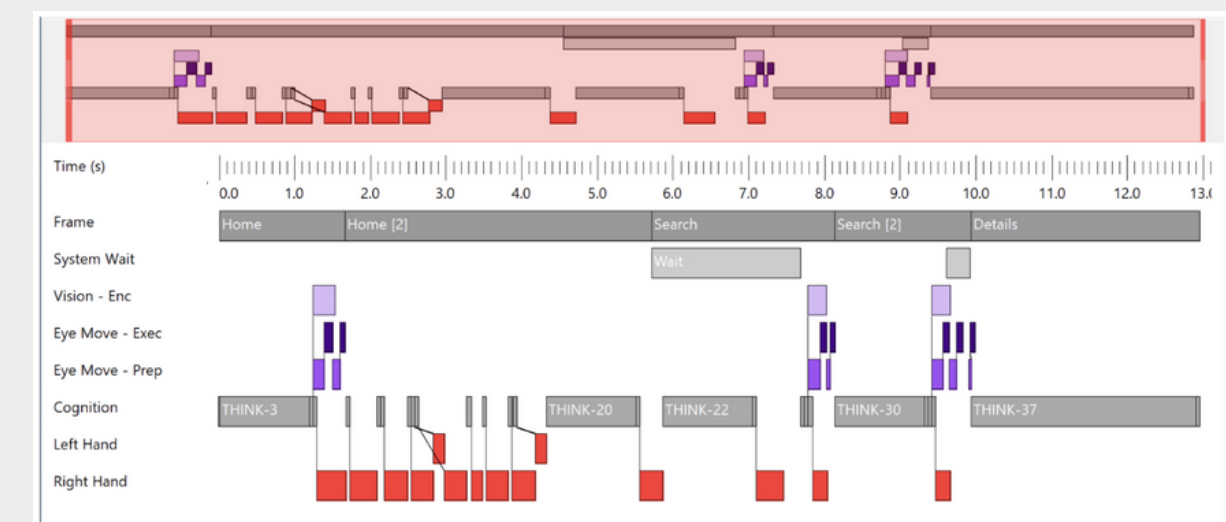
The main scenario last 14.1 seconds to accomplish.
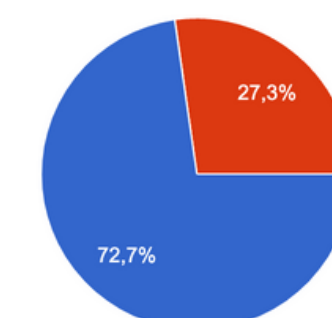
I felt confident using the system
11 answers

90% of users felt either very or strongly confident when using the system.

I would have to learn many actions to learn how to use it
11 answers

Almost all users felt they need to know barely to none actions to use the system

SUS score: 81.36%

Conclusion

The practical and technological differentiator of the projects makes Pharma Plus stand out as a tool that fulfills the project's mission: to empower consumers by providing them with all the options available to compare their medicines in one place.