

Designing the Future of Healthcare: The meditrack App

A project overview of the design process for a new, intuitive Medicare application aimed at improving user experience and access to healthcare information.

About

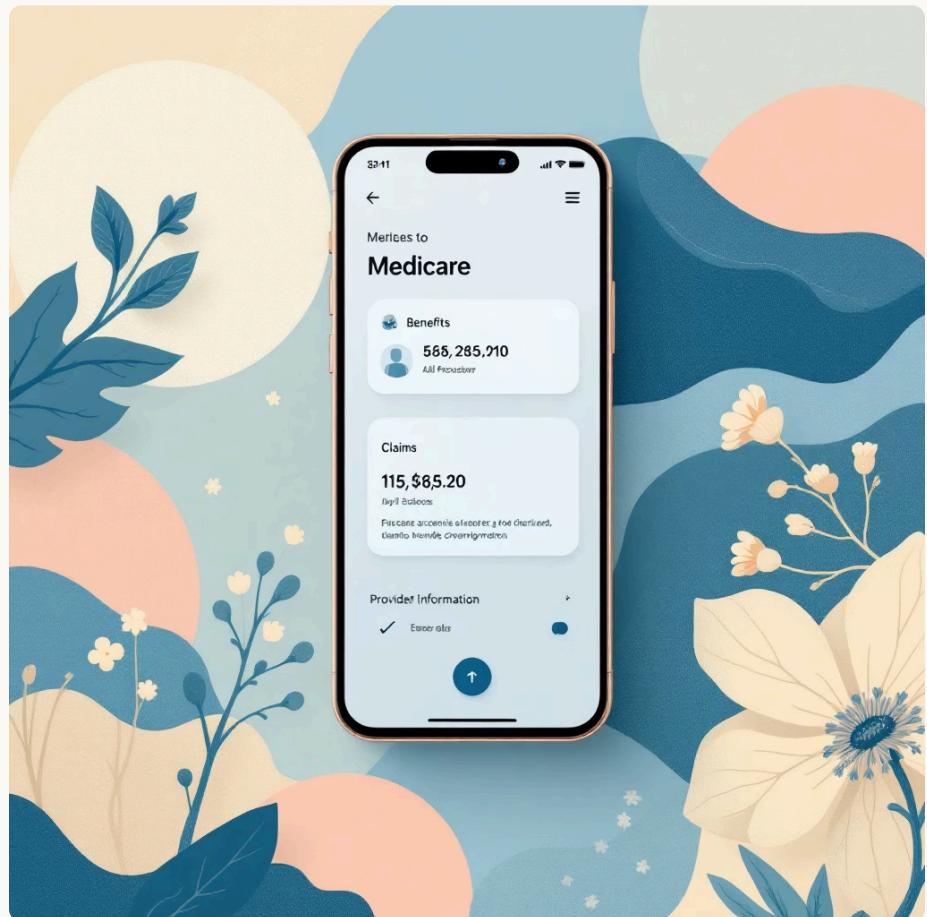
"MediTrack" projects involve **creating a digital system for managing healthcare information, with specific project goals varying from tracking hospital inventory and medication adherence to managing personal health records and facilitating communication between patients and providers.** Common features across these different MediTrack projects include medication reminders, stock management, storing medical history, scheduling, and providing user-friendly interfaces for patients, doctors, and even pharmacists.

Problem & Solution

The Problem

Current Medicare systems are often complex, confusing, and difficult for beneficiaries to navigate, leading to frustration and missed opportunities for care.

- Difficulty tracking medications and health metrics
- Forgetfulness leading to missed doses or incorrect medication schedules
- Disorganized health records making it hard to monitor progress

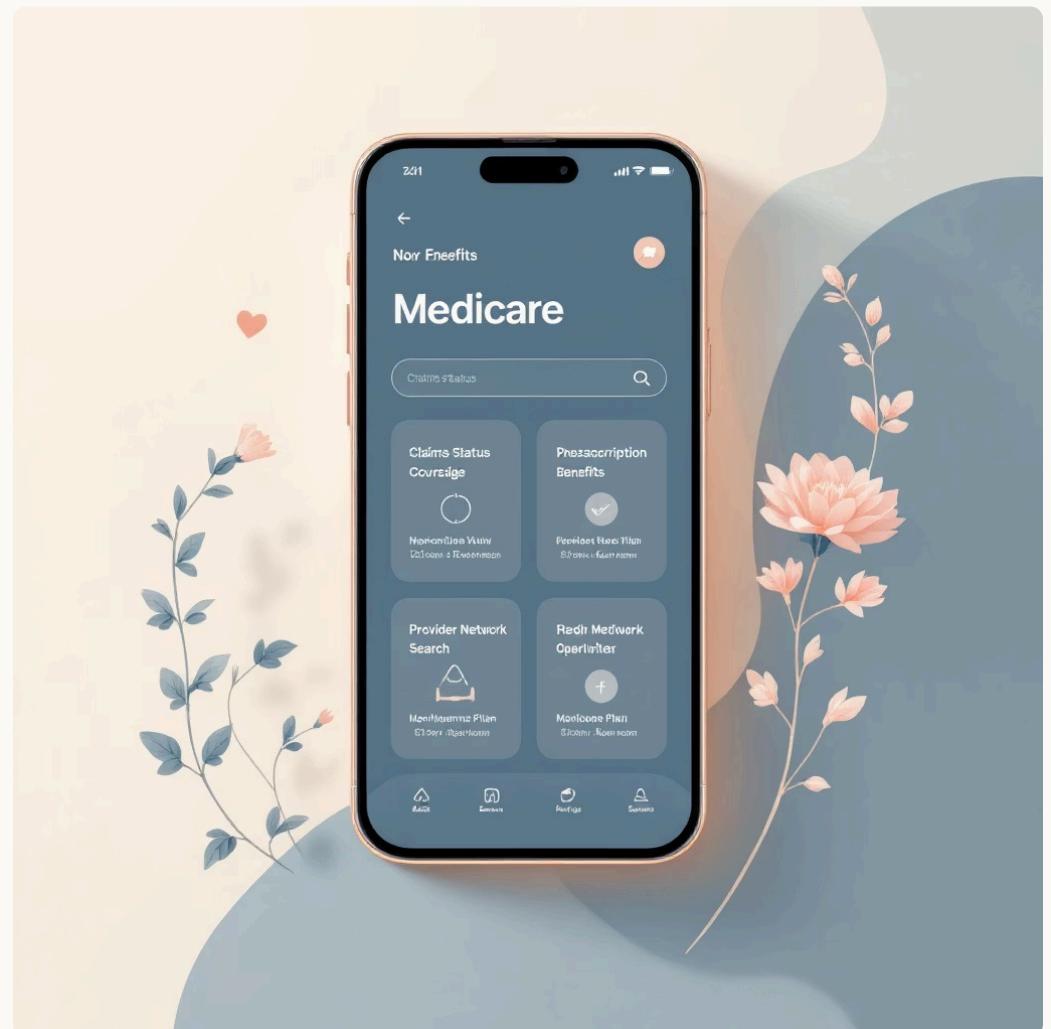


The Solution

A streamlined, user-centric mobile application that simplifies access to benefits, claims, and provider information through an intuitive interface. Meditrack is a comprehensive solution designed to streamline medication management and health tracking.

- Medication Reminders: Timely alerts to ensure adherence to medication schedules
- Health Metric Tracking: Monitor blood pressure, blood sugar, oxygen levels, weight, and sleep patterns
- Secure Data Storage: Encrypted data storage ensuring confidentiality and security
- Personalized Profiles: Manage multiple family members' health records in one place
- Intuitive Interface: Easy-to-use design for seamless navigation

Meditrack aims to simplify health management, improve medication adherence, and provide valuable insights into overall well-being. With multiple apps available for both Android and iOS devices, Meditrack offers flexible solutions for various user needs.^{4 5}





Target Audience: The Meditrack Beneficiary



Diverse Age Groups

Primarily individuals aged 65 and older, but also younger people with certain disabilities.



Varying Tech Literacy

Users range from highly tech-savvy to those who require maximum simplicity and accessibility features.



Critical Information Needs

Need quick, reliable access to claims, coverage details, and prescription information.

The Design Thinking Process

We adopted a human-centered approach to ensure the app truly meets user needs and expectations.

Empathize

Empathize is the first stage of the Design Thinking process. It's all about understanding the user's needs, feelings, and perspectives.

Test

Test is the final stage of the Design Thinking process. It's where you validate your solutions by testing them with real users, gathering feedback, and iterating to improve. Try solutions out.



Define

Define is the second stage of the Design Thinking process. It's where you analyze the insights gathered during the Empathize stage, identify patterns, and define the problem statement. State user's needs and problems.

Ideate

Ideate is the third stage of the Design Thinking process. It's where you generate a wide range of ideas to solve the problem statement defined in the previous stage. Challenge assumptions and create ideas.

Prototype

Prototype is the fourth stage of the Design Thinking process. It's where you take your ideas and turn them into tangible, testable products or services. Start creating solutions.

Empathize: User Research & Qualitative Data

Here are 10 key points about the Meditrack app based on user research and qualitative data:

- Comprehensive Patient Management: Meditrack allows users to store patient records, track visit history, and manage medical documents securely.
- Dynamic Prescription Generation: The app simplifies the prescription process with dynamic generation, reducing errors and saving time.
- Real-Time Statistics: Meditrack provides detailed analytics on daily, monthly, and annual visits, as well as revenue tracking.
- User-Friendly Interface: The app features an intuitive design, making it easy for healthcare professionals to navigate and manage their practice.
- Secure Cloud Data Storage: Meditrack prioritizes data security, ensuring patient information is protected.
- Customizable: The app offers customization options to cater to diverse user needs.
- 24/7 Customer Support: Meditrack provides reliable support to assist users with any questions or concerns.
- Streamlined Clinic Operations: The app helps healthcare providers efficiently manage patient records, appointments, and medical documentation.
- Improved Patient Care: Meditrack enables healthcare professionals to focus more on patient interactions and less on paperwork.
- Affordable Pricing: The app offers a monthly subscription starting at \$5, with no hidden fees.¹





Competitive & Feature Analysis

We analyzed existing healthcare and insurance apps to identify best practices and market gaps.

Competitive Analysis

Examined 5 leading private insurance and healthcare provider apps for navigation, clarity, and feature set.

Feature Analysis

Mapped common features (e.g., claims tracking, provider search) against user needs to prioritize development.



SWOT Analysis: Strategic Positioning

Identifying internal and external factors influencing the app's success.

Weaknesses

- High regulatory hurdles.
- Need for extensive user training.

Threats

- Data security risks.
- Competition from private sector apps.

Strengths (Government backing, universal reach) and Opportunities (Digital transformation, improved user engagement) were also key drivers.

Defining the User: Persona Bio



Martha Chen, 72

Retired teacher, lives in a suburban area. Uses a smartphone for communication but finds complex apps frustrating. Needs clarity and simplicity.

"I just want to know if my doctor visit is covered without having to call three different numbers."



Goal

Easily track claims and find in-network specialists.

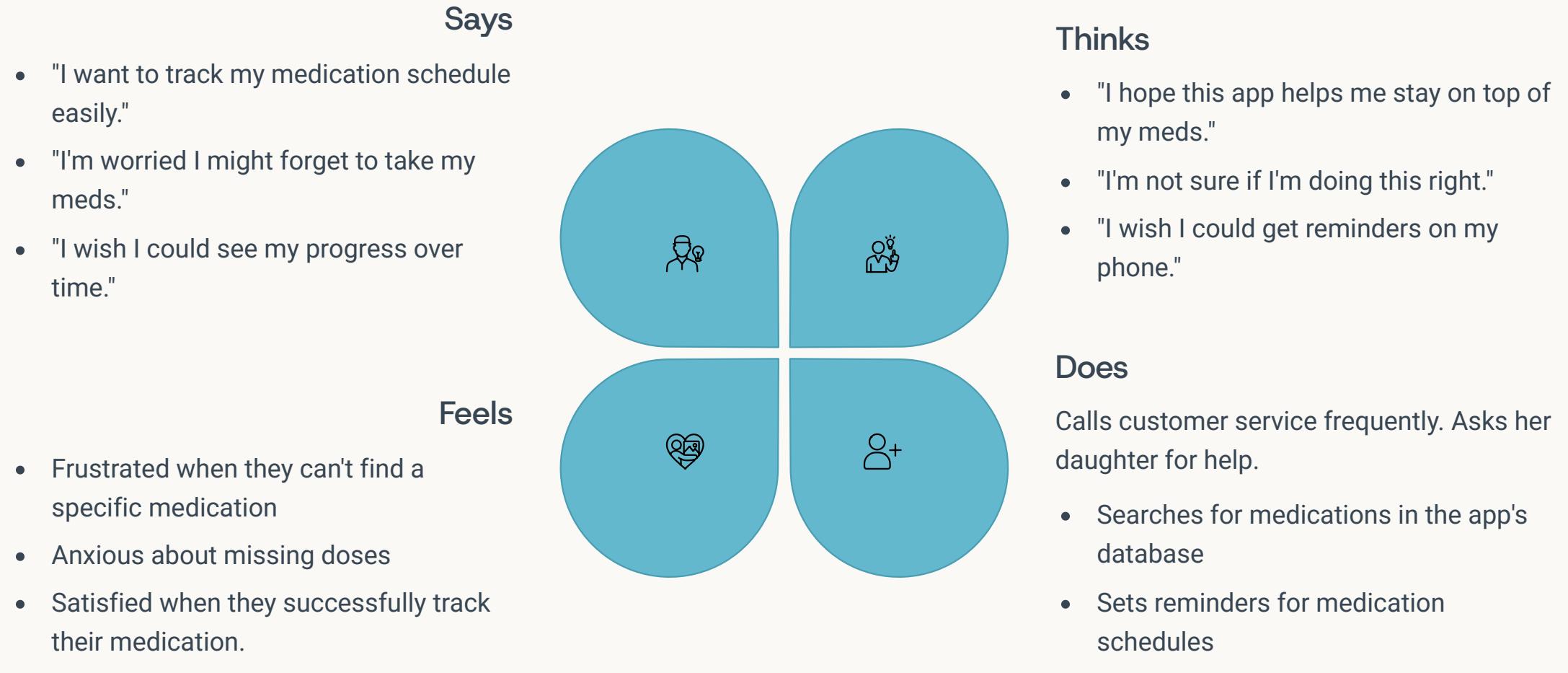


Pain Point

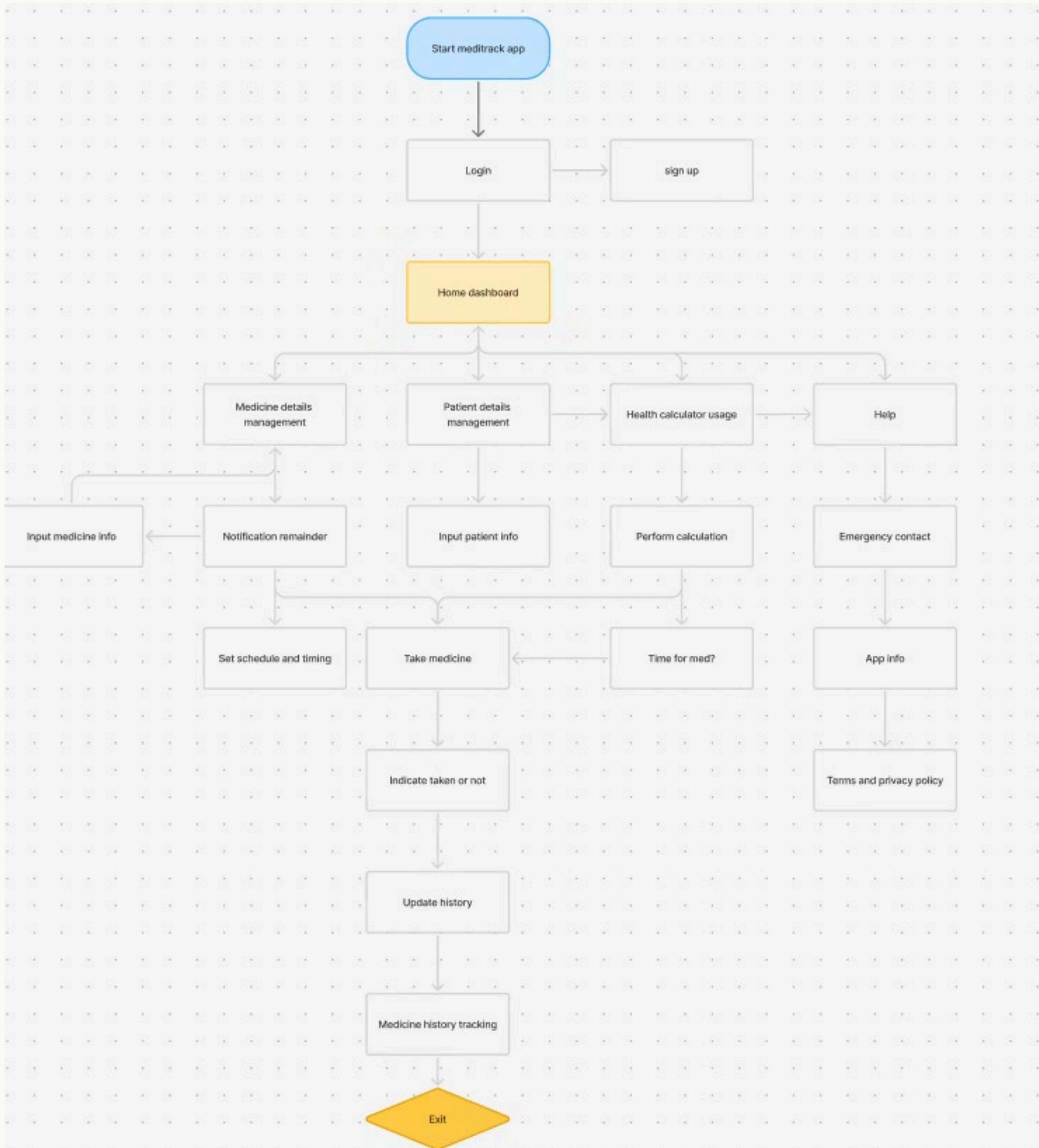
Confusing terminology and overwhelming website navigation.

Empathy Mapping: Understanding Martha

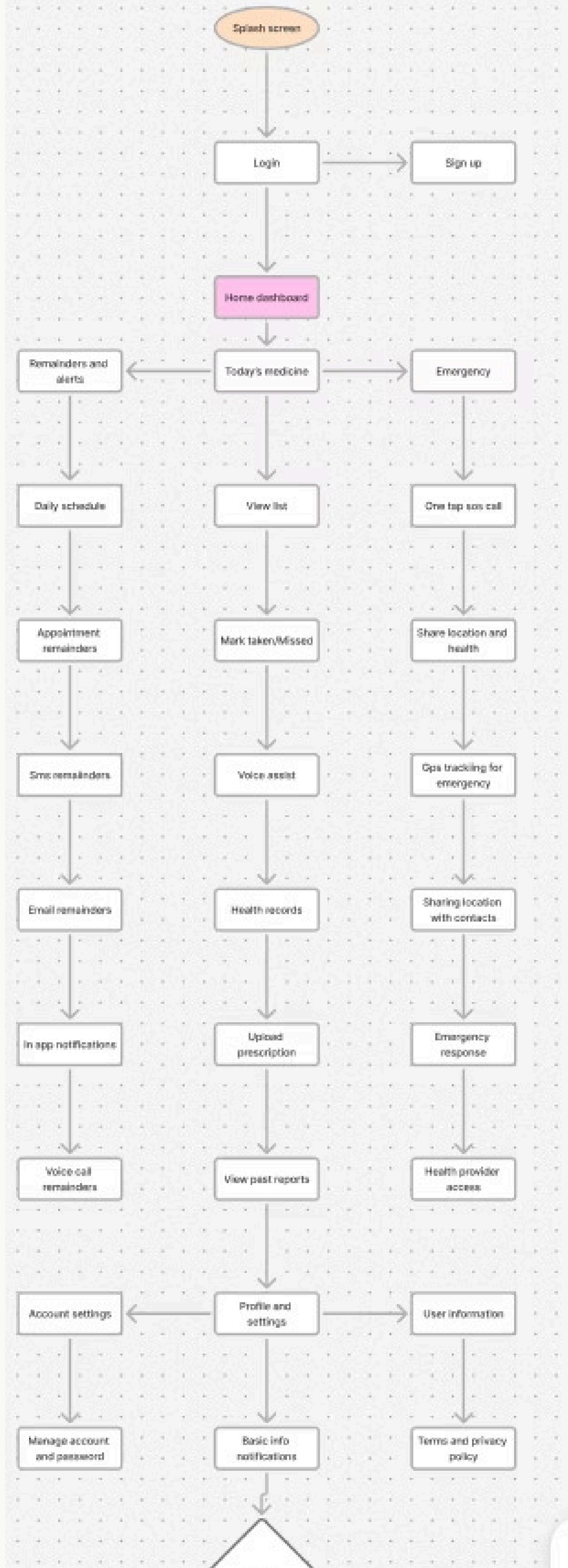
Mapping Martha's experience helps us design for her emotional and functional needs.



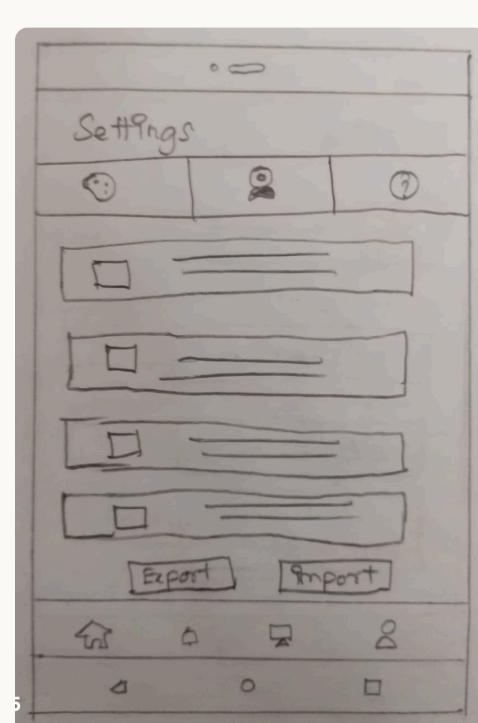
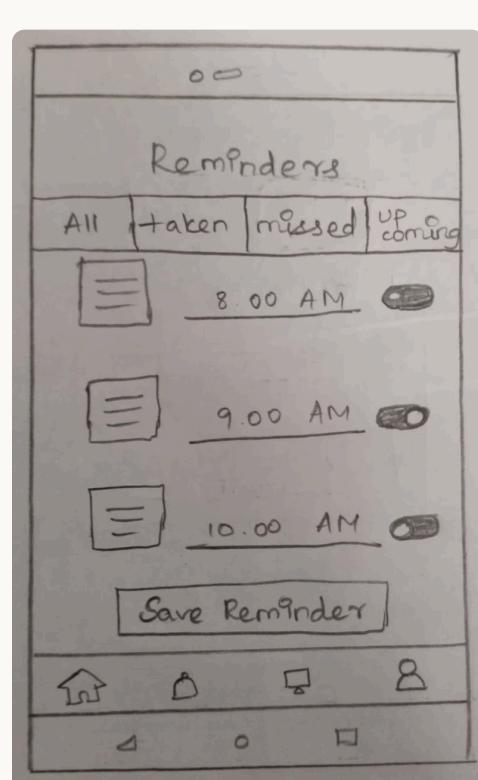
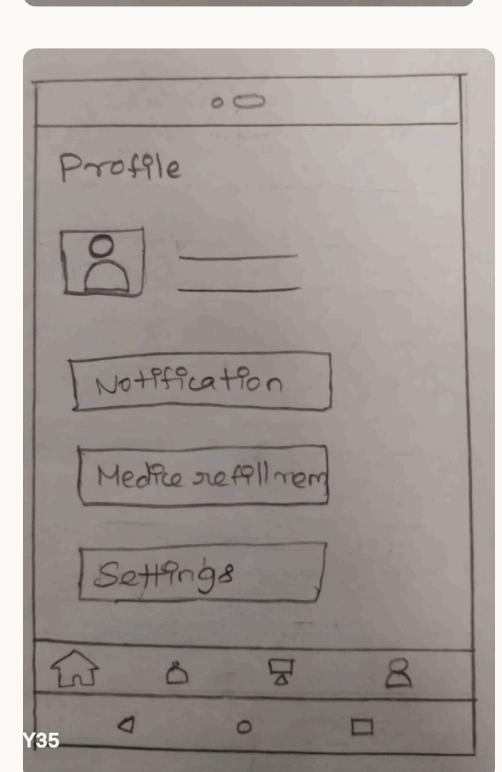
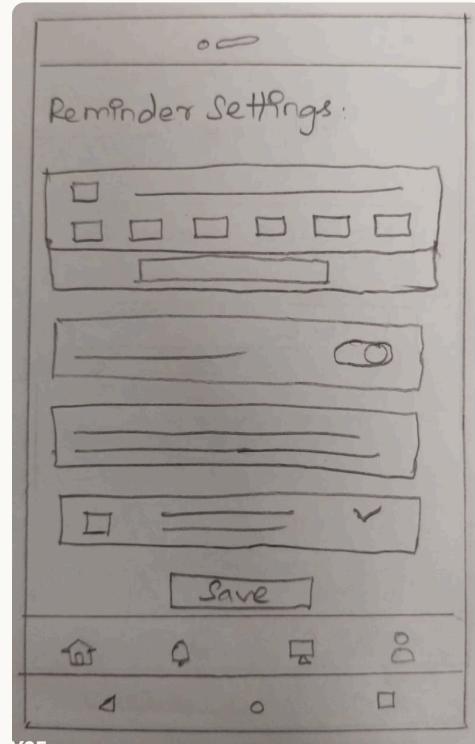
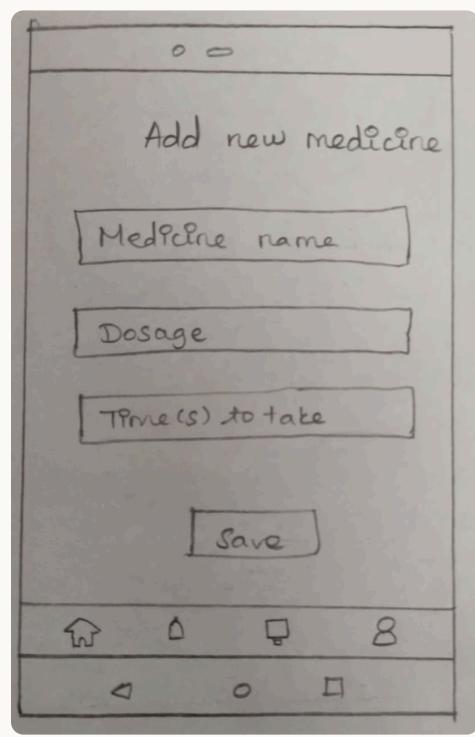
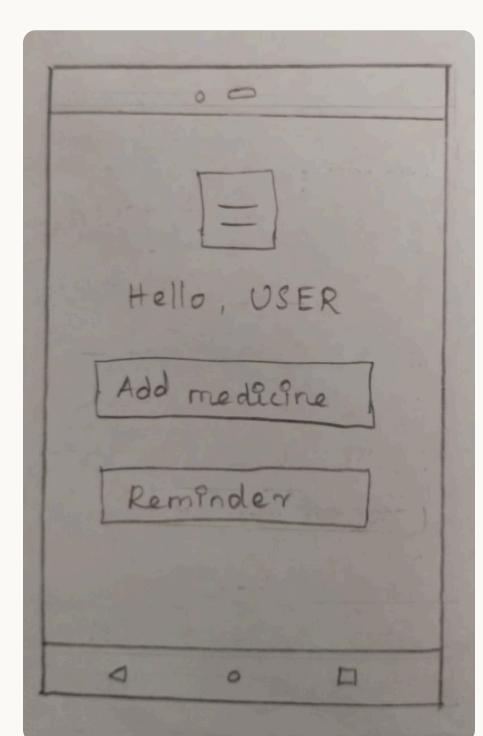
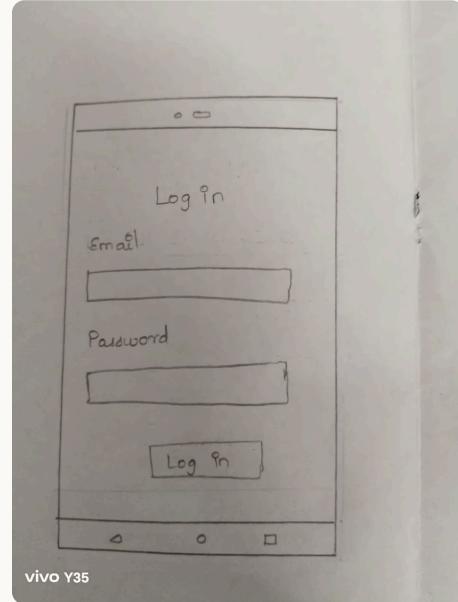
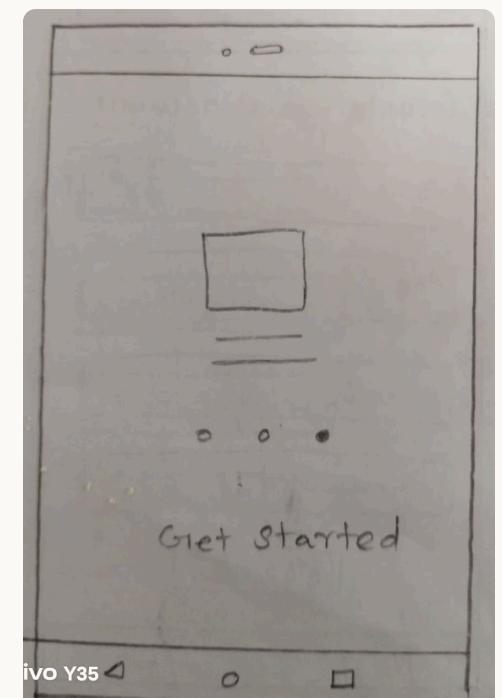
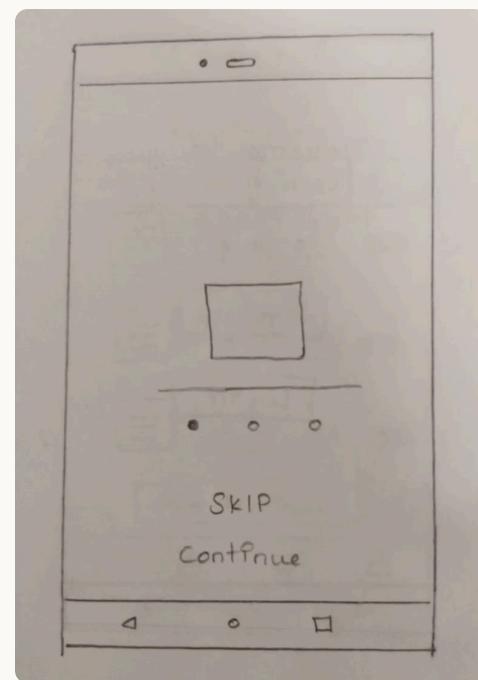
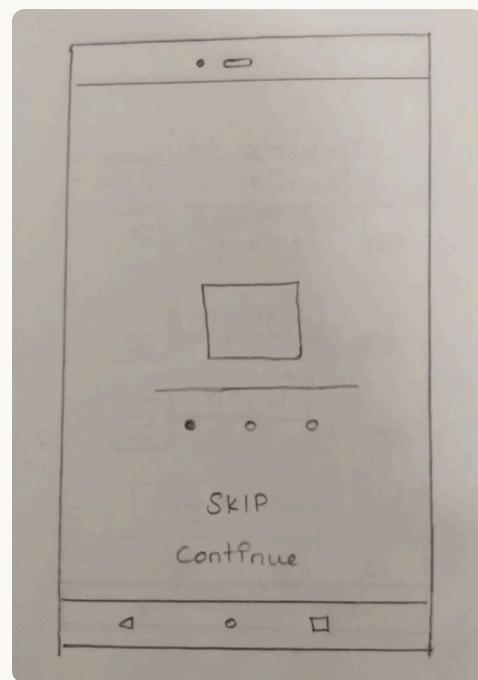
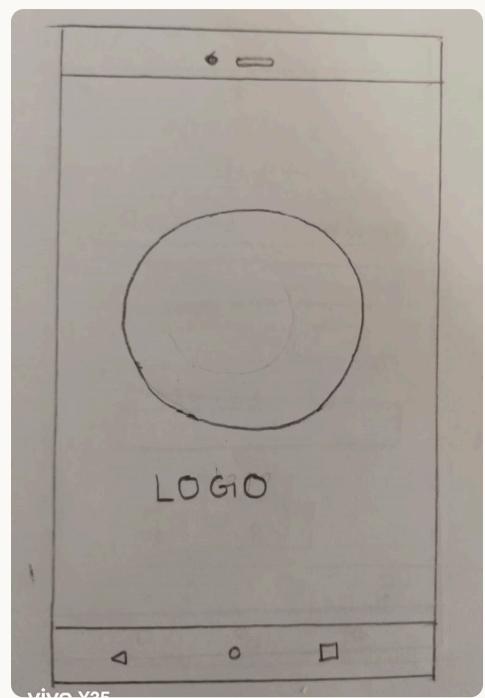
Userflow



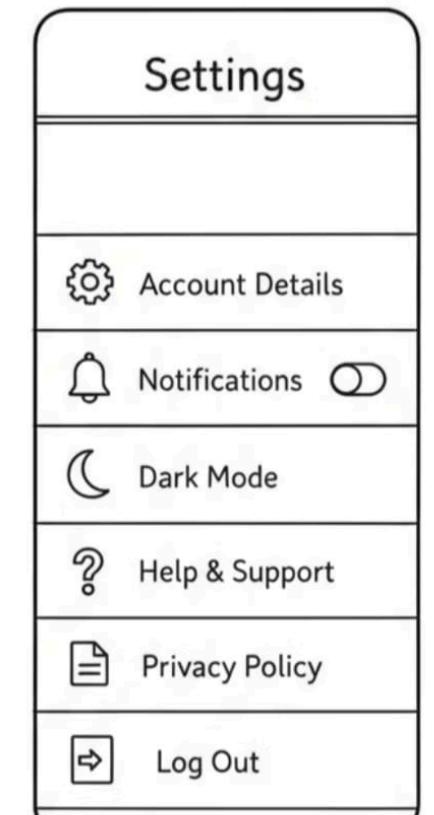
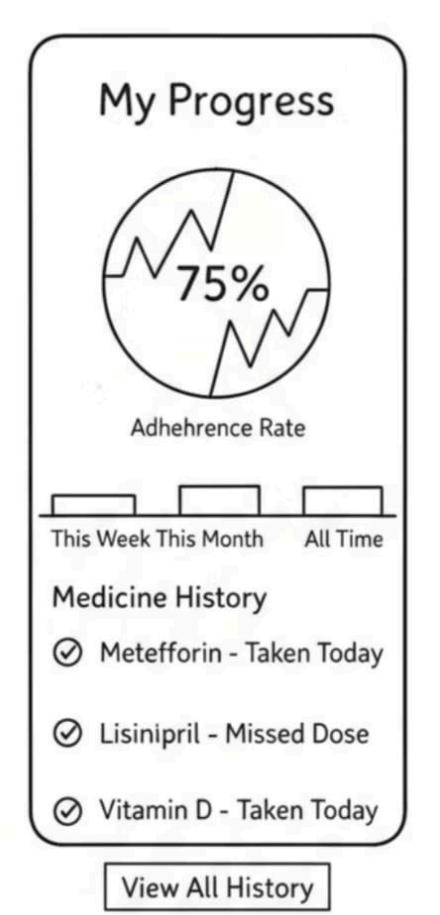
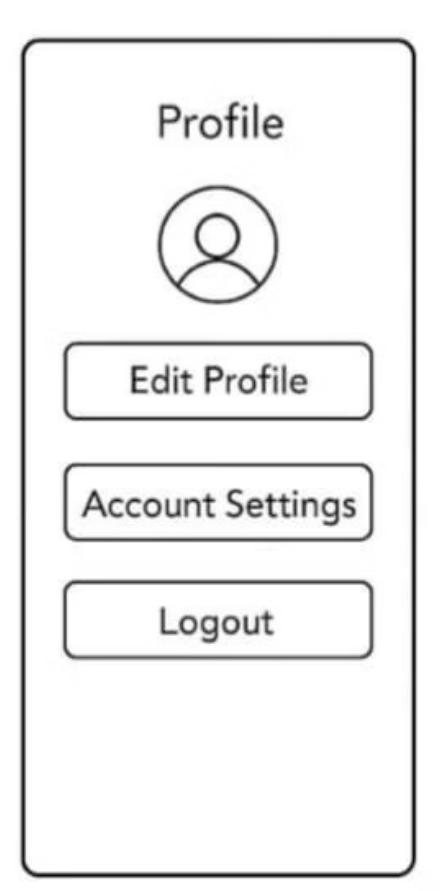
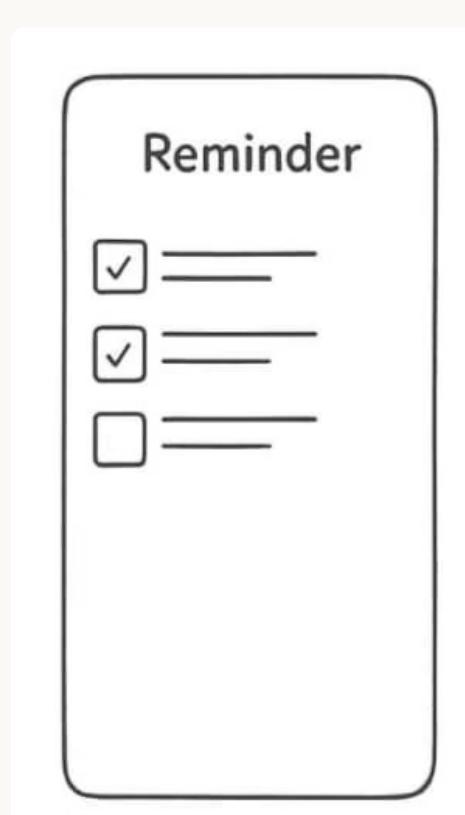
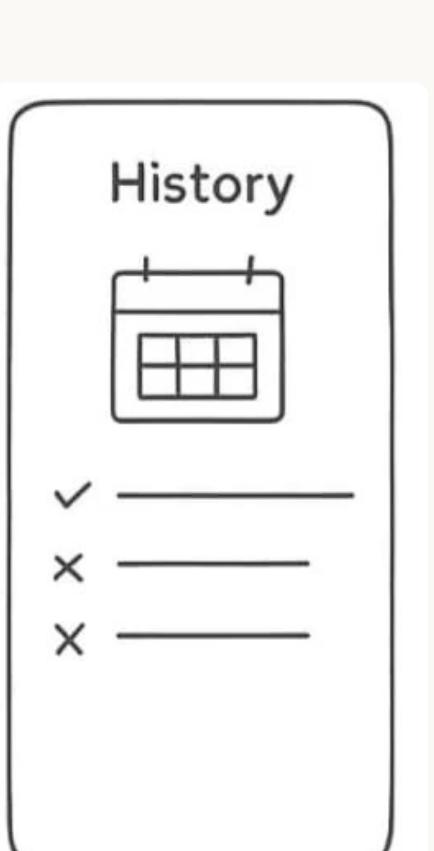
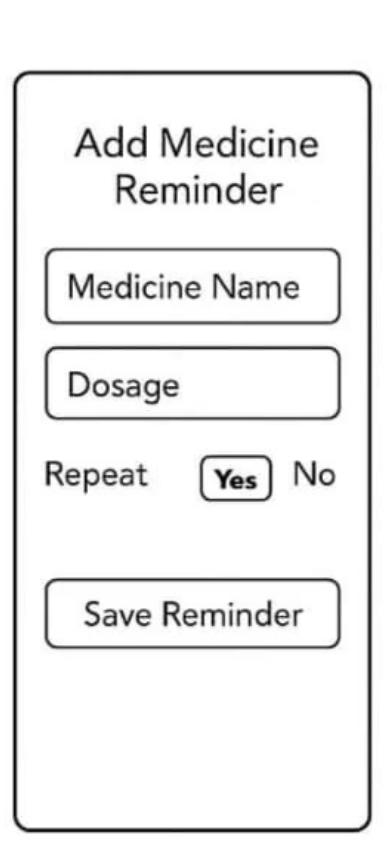
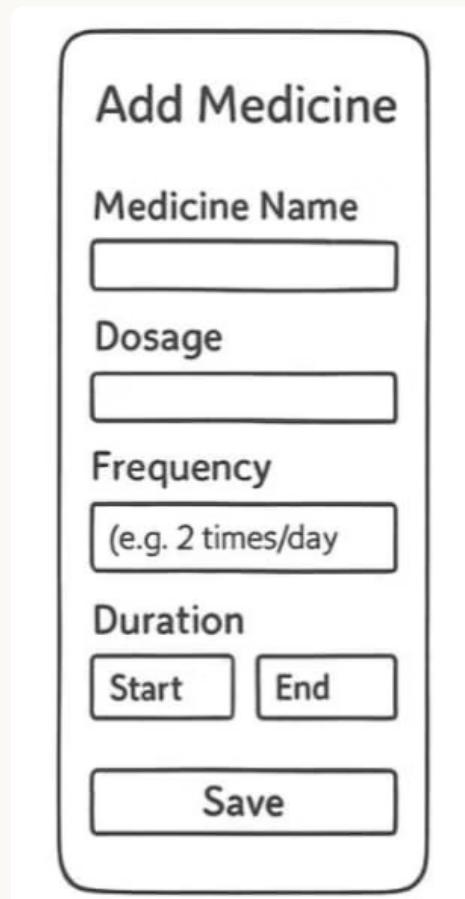
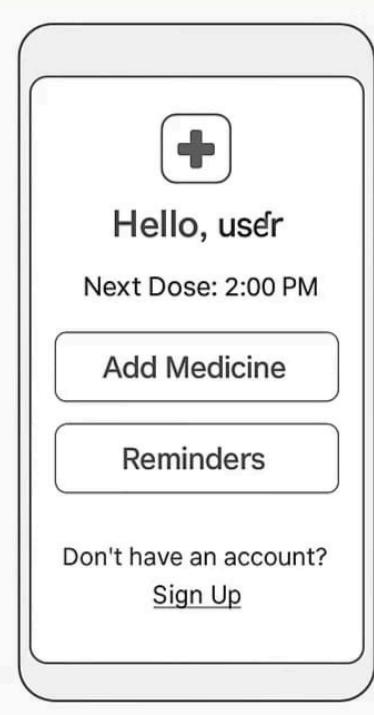
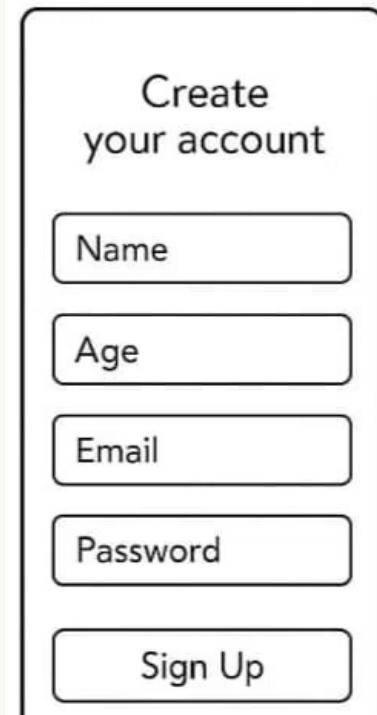
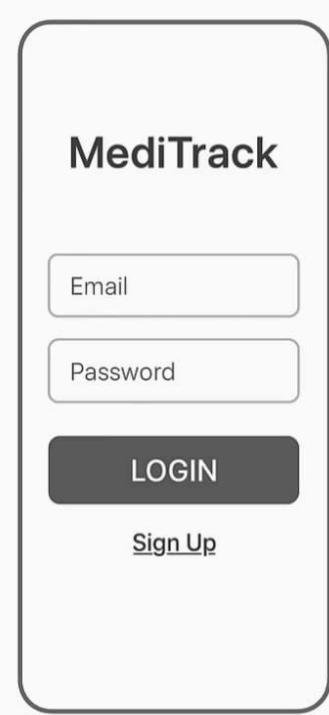
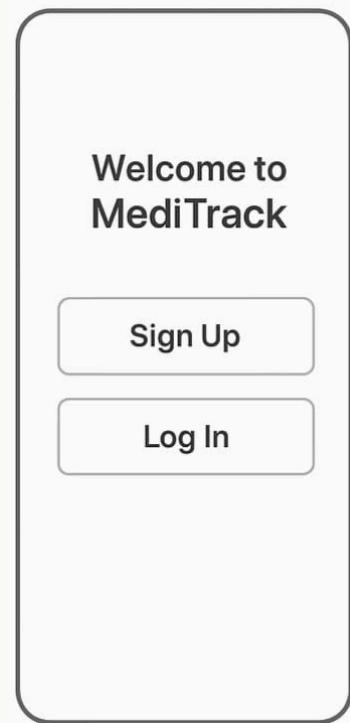
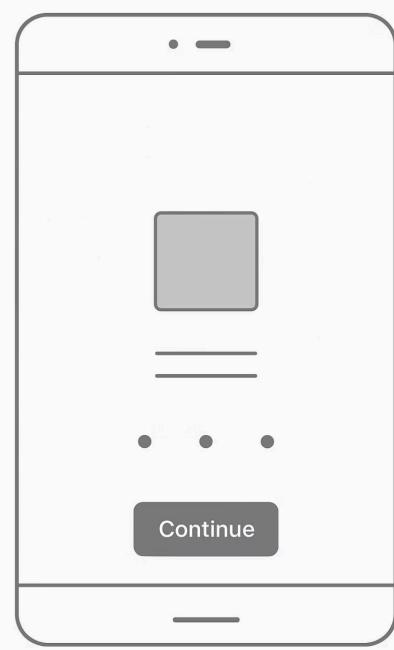
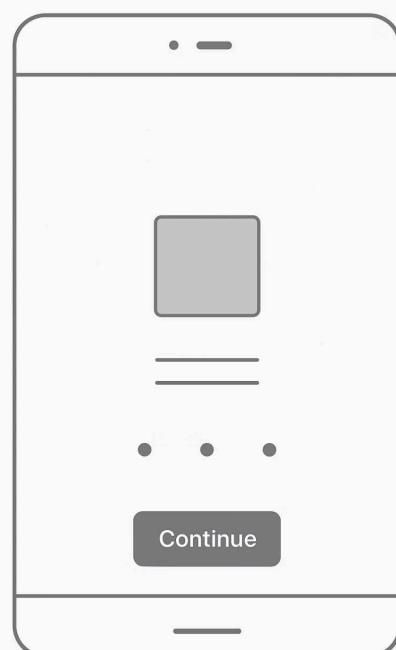
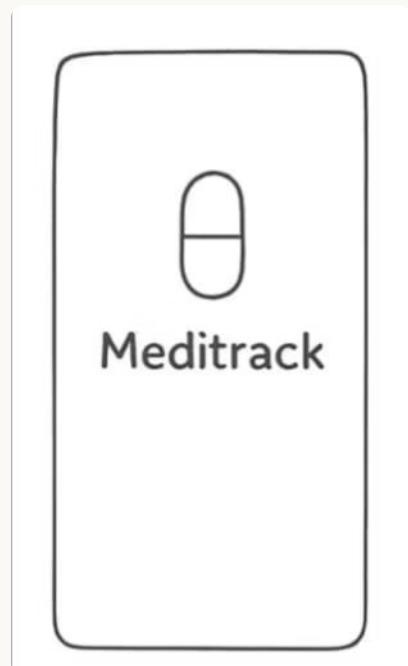
Ideate: Information Architecture



Low Fidelity Screens



Mid fidelity Screens



UI Case Study

About:

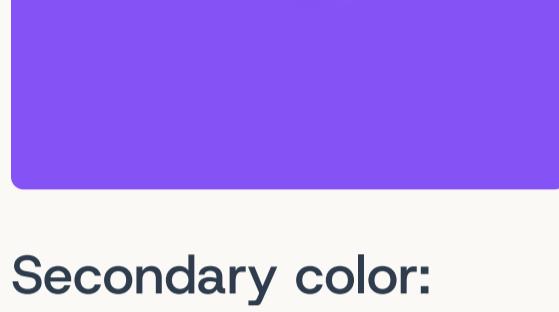
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App logo:

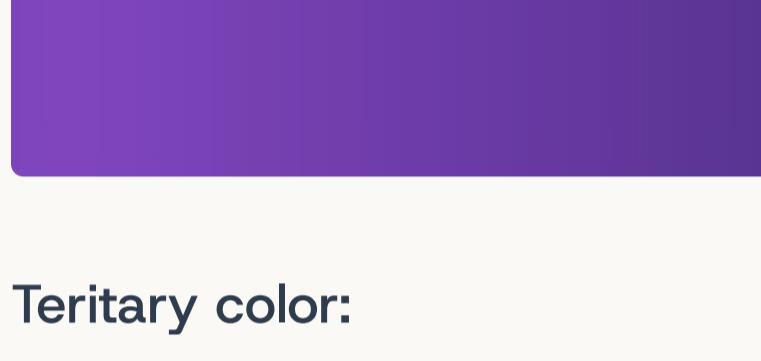


UI Design Kit:

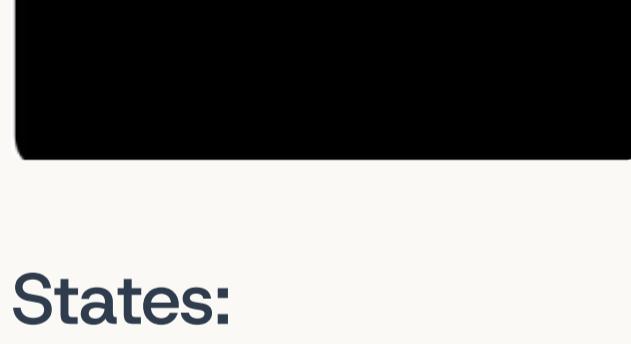
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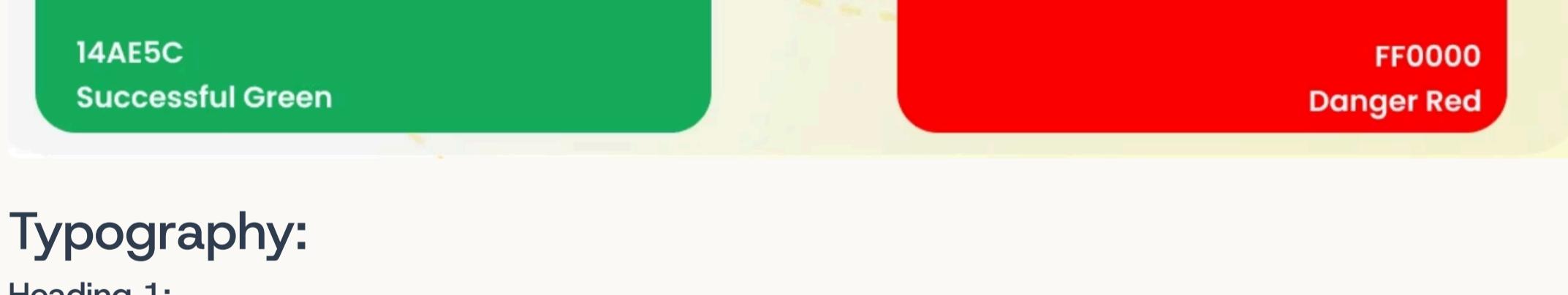
Secondary color:



Tertiary color:



States:



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Heading 2:

12 px

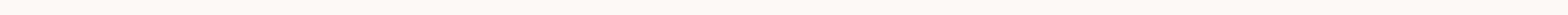
Heading 3:

12 px

Body 1:

10 px

Icons and Buttons:



High fidelity screens:

