

Vaccination Marketing plan

by Roberto Montufar

Client quote

The lives of millions of children have been saved, millions have the chance of a longer healthier life, a greater chance to learn, to play, to read and write, to move around freely without suffering.



Nelson Mandela

What to expect

Contents

Overview

Who are we designing for

Define the challenge

Main goals

Overview

Vaccination will be a crucial task many countries will struggle to fulfill in the next years. Demand will be over the charts and supply will be limited; pharma companies will have to develop their infrastructure if they wish to remain competitive against bigger companies and their peers.

Overview

Challenge

Design a website that allows the public to easily buy all brands of vaccines and get in touch with certified professionals that have the perfect environment and training to apply them with safety.

Solutions

Use our team resources to design and implement a easy to use website ensuring people from all ages can understand it and struggle as less as possible to get vaccinated with their desired brand.

Results

A functional website that delivers the desired outcomes but also allows the crew of the company to have easy acces to stock information and resupplying alternatives.

<i>Change the avatar, details and tags by double clicking, go inside the element and start typing!</i>			
Project type	Deadline	Platform	Deliverables
Web Design	xxth of Month	Desktop and Mobile	UX & UI
Content ready?	Purpose of project	Contact name	Sector
0% to 40%	Get more clients	Mr C.Lient	Health
Other	Other	Other	Other
None	None	None	None

Design that is attractive to all ages

They prefer to have a design that is appealing to all kinds of ages since this will ensure family members can help each other if they need help using the website.

Buying options within the website

Clients need to have the option to buy their desired brand of vaccine within the website and pointed towards a medic or nurse capable of applying it safely

Stock and buying options

Company members need to have tools that allow them to fully track vaccine stock and supply chain alternatives in case one struggles to deliver.

Who are we designing for

Empathy

We are designing for everybody, from children to elderly the site needs to be as easy to understand and use as possible since we are providing a health service and sometimes technology can be challenging for some sectors of the population.

Who are we designing for > Persona 1 "fun techie"

Cameron Williamson



Age **13**

Education **Middle School**

Status **Single**

Occupation **Student**

Location **Anywhere**

Tech Literacy **Mid**

Bio

She is a middle school student that likes to hang out with friends at the playground. She downloads every game app that she finds likeable.

Core needs

- Needs to help her parents to buy anything that requiers online payments as they struggle with tech a lot
- Needs to have clear and intuitive instructions.
- Needs a linear process to the steps.

Frustrations

- Mom and Dad never remember their passwords they think those are just to annoy old people.
- Mom and Dad dont have a paypal account or any other paying online security app but they complain about online scams always.

Tags

Extrovert

Cartoons

Prefers digital payments

Instagram

No security

Who are we designing for > Persona 2

Gareth Brooks



Age **27**

Education **CS Major**

Status **Single**

Occupation **Web dev**

Location **Anywhere with WiFi**

Tech Literacy **High**

Bio

He spends a lot of time around technology but is highly concerned with security online so he trusts no site that does not have the "S" in "https://"

Core needs

- Needs to know exactly what he is buying and where it comes from
- If he buys something online he compares ALL the options.
- He focuses mainly on price to quality ratio.

Frustrations

- He can manage to use almost every website but if he does not like the UX he never buys there again
- He uses online paying apps a lot but not many websites include them.

Tags

Introvert

TED Talks

Prefers digital payments

Reddit

Security conscious

Who are we designing for > Persona 3 (delete if not needed)

	Sarah Sarason
	
Age	67
Education	Law degree
Status	widow
Occupation	Retired
Location	Anywhere
Tech Literacy	Low

Bio

She is a retired lawyer that likes to take care of her dog and go out for long walks and read in the park on her kindle.

Core needs

- Pet friendly places as she always go out with her dog.
- Needs help using most modern tech as she is not well versed in it but knows how to use it after a brief explanation.
- Low prices as she need to make her reitrement money count.

Frustrations

- Everything is turning to tech but nobody offers good tutorials.
- Most health care centers lack of pet friendly services.
- Not everybody offers a helping hand to the elders.

Tags

Books

Cash

Facebook

PetFriendly

Define the challenge

Challenges

Designing for everybody is not easy task as it means taking into account a lot of considerations and using or creating content that can be neglected when focusing on more tech savvy people.

Problem statement

As a Elderly I need/want Super intuitive designs so that I can use the services and dont get frustrated.

Online payments are challenging for Child because They dont have access to bank accounts.

Solution statement

People like Sarah

Have trouble with tech

Which can be resolved by Intuitive design

We know we're right when Elderly users are creating accounts

Measured by buyed vaccines within the site by elderly users