



Design Document

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Collaboration & Professional Associations 02 (IMD)

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Project Introduction

Brief Deconstruction

How can Well Pharmacy be future proofed to remain relevant and competitive in an increasingly digital marketplace?

16 word statement:

Improve the pharmacy digitally for older and emerging user.
Explore competitors & potential services, enforcing trust.

Considerations:

Well Pharmacy - current structure, weaknesses, strengths, brand values, goals, employees.
User Research - Demographic, behaviours, relationships, needs, expectations.
Market Research - Competitors (Babylon, Thriva, Echo), Emerging Digital Trends.
Business Types - Prescription, Delivery, Physical Check-up, Support, Information, Partnerships.

Outcome:

- Research Insight
- Product Vision
- Prototype (mockup/illustration)

Key themes for this project:

- Future proof
- Trust & Security
- Emerging and Existing User
- Digital Inclusivity



Well Values & Services

Well Pharmacy are centred around a community service.

'We're passionate about providing you with **personalised healthcare and well-being support**. You can count on our pharmacy teams to provide friendly, reliable advice and support.'

Free and available, pharmacists endeavour to provide the following in their service, as their mission states:

- Healthcare advice
- Managing your prescriptions
- Treatment for minor ailments
- Health and wellbeing products

Well offer many different services.

Prescriptions

- Repeat Prescriptions (Delivery and Collection)
- E-prescriptions
- Medicine Review
- New Medicine Consultations

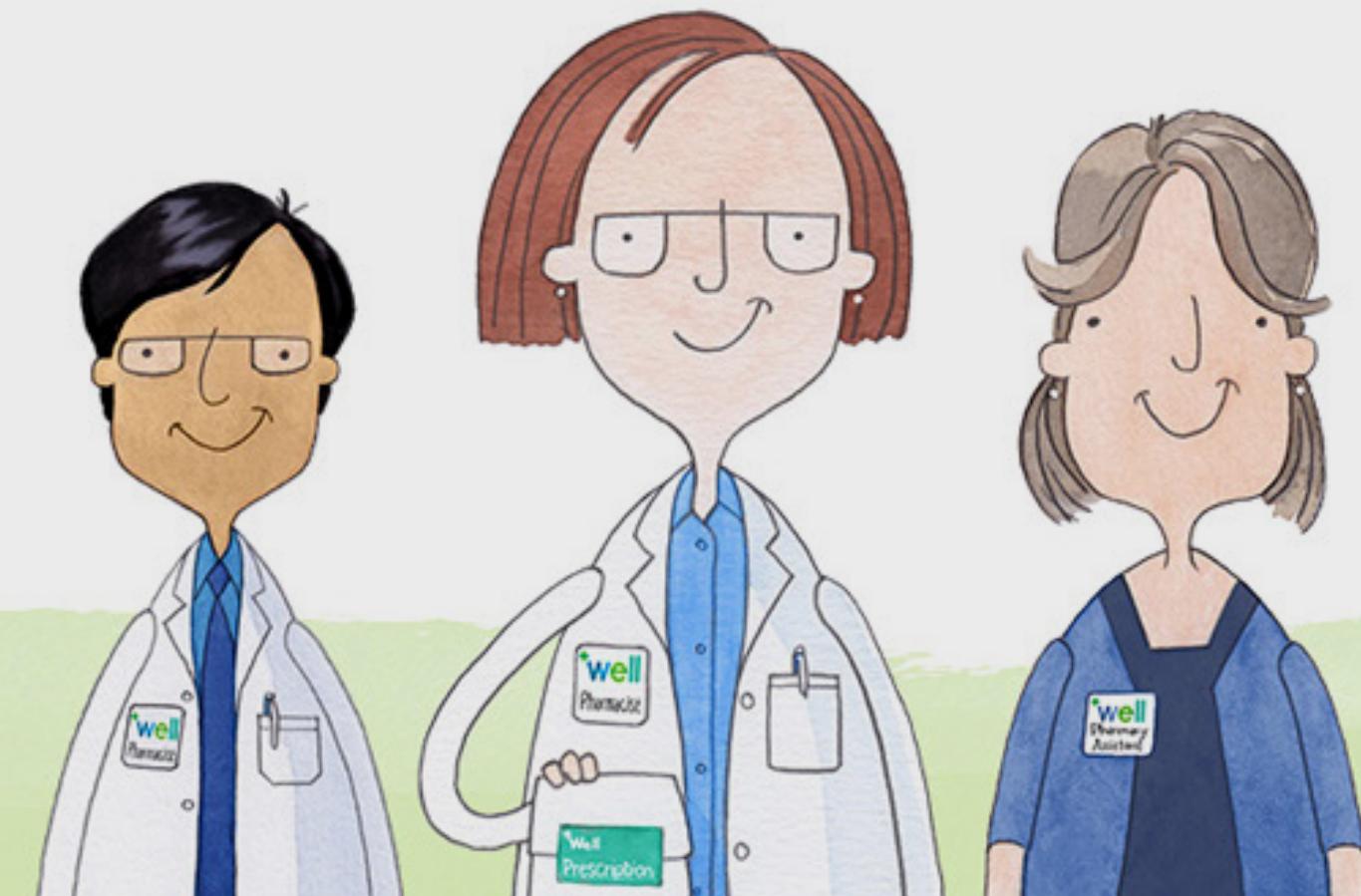
Flu Jab

- Eligibility
- Corporate

Other Services

- Quit Smoking
- Weight Management
- Sexual Health (STI and Contraceptive Support)
- Medicine Review
- Find your Pharmacy.

We are Well





Research



Market Research

Consultation App

Babylon

Concept

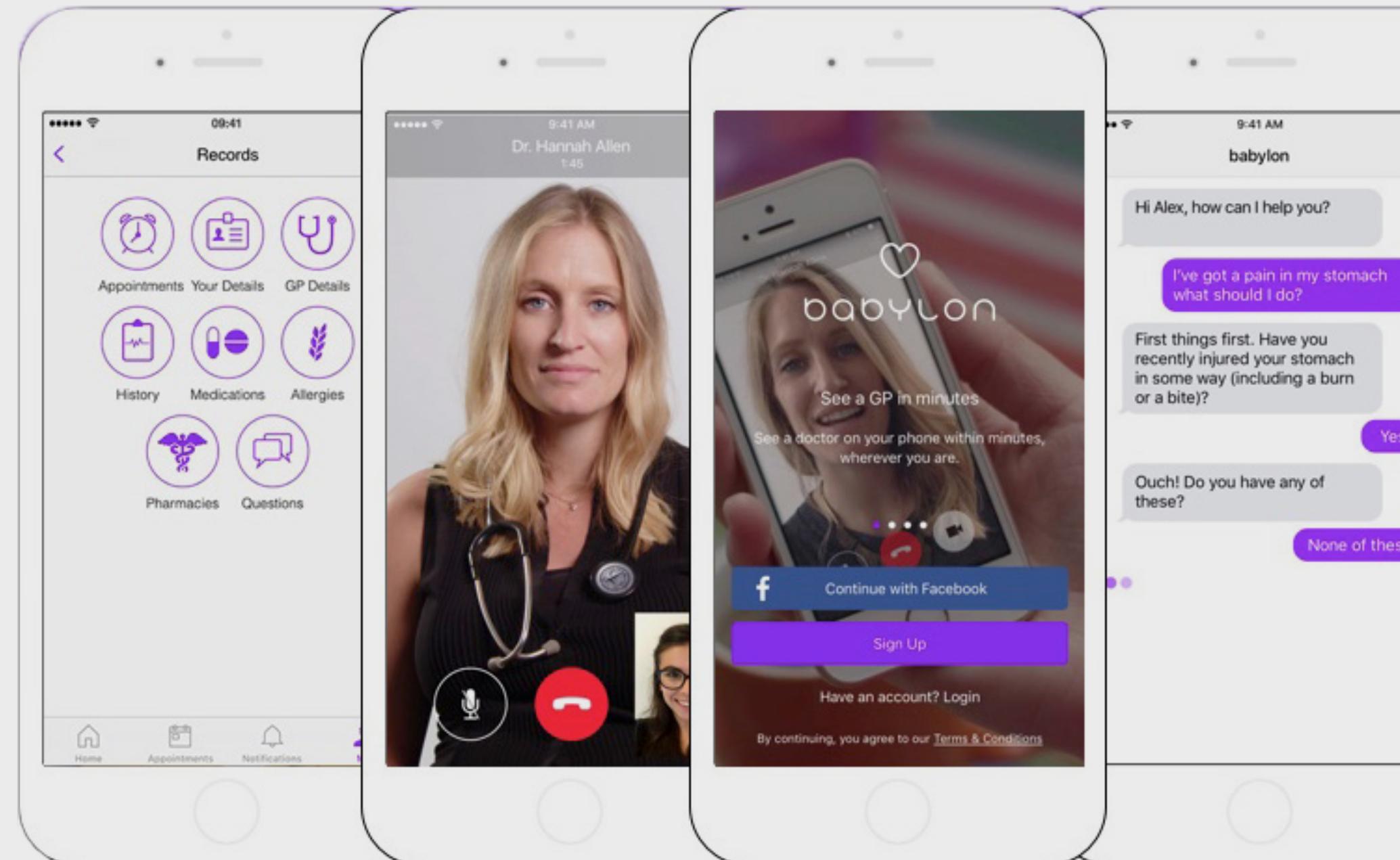
Babylon is a mobile app subscription health service provider that allows users to communicate via text messaging and video chat with doctors and health care professionals.

The Service

The mobile application gives immediate access to medical services 24/7. The user can book a video or audio consultation, Using cutting edge artificial intelligence, users can gain appropriate advice by answering questions about your symptoms. The application also allows the user to monitor their health and well-being by tracking daily activity and body functions.

Key Points / Opportunity for Well

- Artificial Intelligence has replaced gaining advice from a pharmacist
- Users no longer have to wait long periods of time to meet with a doctor
- Application has streamlined the service, but eliminated pharmacists from practising their profession



Digital GP Consultancy

Push Doctor

Concept

Push Doctor is a similar service to Babylon, in that it connects you with UK registered GPs from 6am to 11pm, advertising a consultancy within minutes.

The Service

This service is offered through a smartphone, tablet or computer, and requires no travel and little waiting time and the standard meeting lasts ten minutes. Referrals, sick notes and prescriptions are all available as additional features at a charge, so you can request medication at a pharmacy that is convenient for you.

Key Points

- Pushing medical and professional advice 24/7 from wherever in the world.
- Elderly and more traditional may not approve of this type of interaction, and may not trust it as much.
- Ideal for a busy user, travelling from location to location.
- Price schemes seem unjustified and should be a service all doctors provide in the UK.



Healthcare Reminders

Echo

Concept

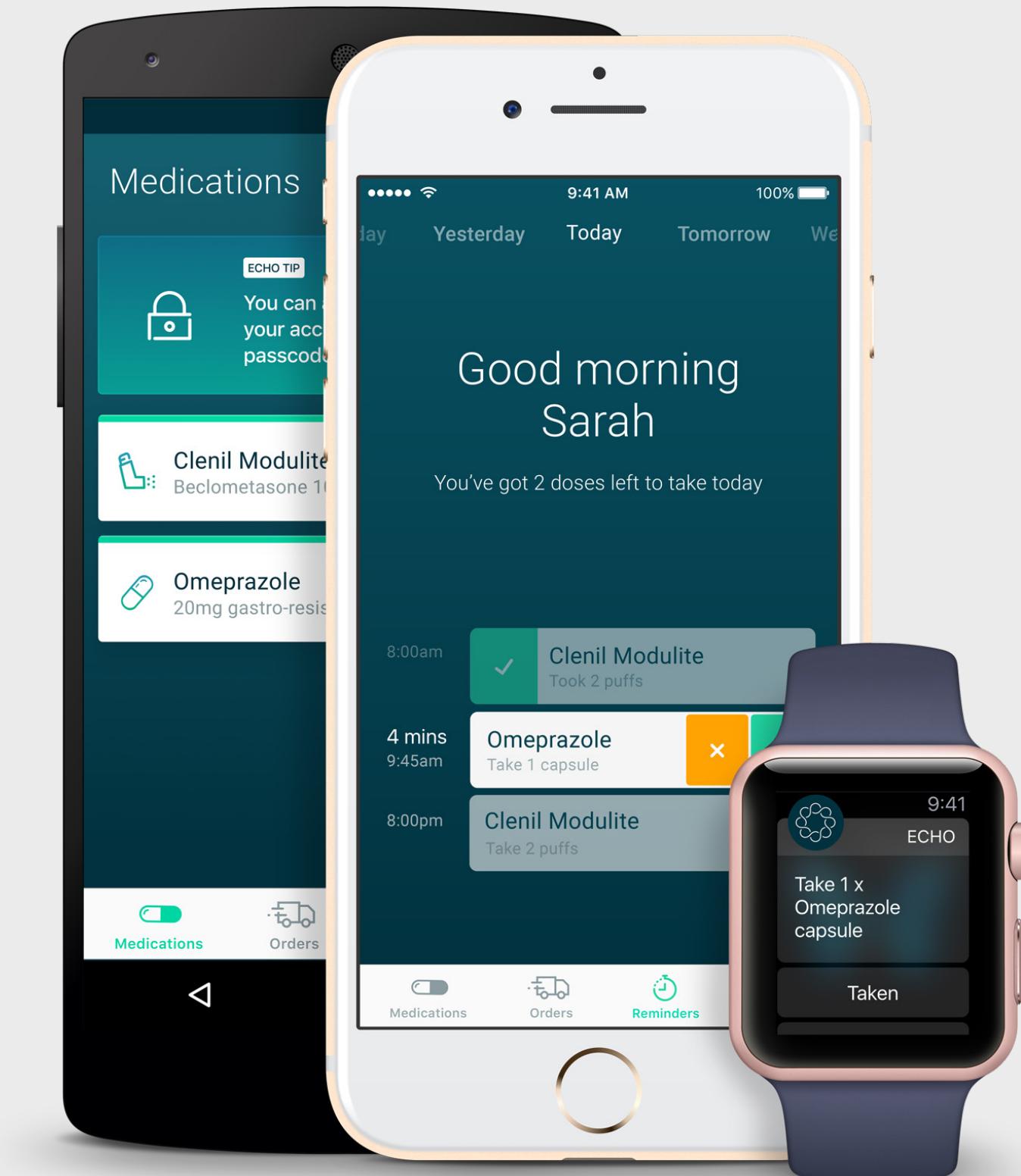
A NHS prescription reminder and tracking app.

The Service

The user adds their medication by searching the database or scanning the barcode. Once authorized by their GP, the medicine is sent in the post my mail. The mobile application sends helpful reminders to take your medication and stay on top of your condition.

Key Points / Opportunity for Well

- USP is reducing medicine waste.
- No automatic third party-ordering: Patients order what prescription they need, and when they need it .
- Therefore, zero contact with a pharmacist, been eliminated from the process.



Home Health Kits

Thriva

Concept

An at-home blood test kit for the individuals who want to understand their health and communicating results through online dashboard.



The Service

Process is simple. Users choose from three test kits depending how many aspects of your internal health they want to monitor. The test kit is sent to the home and a simple finger-prick blood test is conducted by the user. It is then sent back to the partner lab to be analysed. A full personal report from a qualified GP is then available to access through your dashboard.

Key Points / Opportunity for Well

- Targeted at the health conscious who believe that prevention is better than cure.
- A proactive solution to manage your health.
- Users understand more about their internal health and impact on their lifestyle.

Companion Robots

Somnox

Concept

A companion robot to help fall and stay asleep through breathing synchronisation.

The Service

Breathing regulation. Sounds. Affection. A sleep assistant that you cuddle, which synchronizes your breathing to the product and gradually makes your breathing slow down for a relaxed and good nights sleep.

Key Points

- Takes the concept of the personal assistant one step further, adding extra benefit to the product through assisting and helping you to breath and relax better.
- The breathing movement is a subtle yet effective indication to assist you.
- The product and idea are so simple, but are driven by the USP of going beyond a sleep monitoring concept.
- A physical companion is a personal, friendly and relaxed alternative to a corporate and cold mobile application





Digital Trends

Smart Home Devices

Ring Video Doorbell

Concept

Building on the concept of the smart home, this doorbell allows you to answer the door with your phone.

Service

By pressing the doorbell or tripping built-in motion sensors, visitors prompt a notification to the owner's phone. It includes two way audio, night vision and a minimum resolution of 720p.

Key Points / Opportunity for Well

- Allows easy communication from the comfort of your own home, or wherever you may be.
- Potentially useful for quick consult with a pharmacist.



Personal Assistants

Google Home

Concept

Personal Assistants like Google Home can provide instant information and convenient services all through a quick dialogue input.

Service

Alarms. Locations. Weather. Itinerary. These are just a few of the many services that you can control with your voice. Devices like Philips Hue and Chromecast allow electrical appliances to be controlled too. Acting as an assistant, these types of products could potentially provide a new level of healthcare.

Key Points / Opportunity for Well

- A new way of receiving information without having to learn an app-based system.
- Helpful and organisational - It can break down details and dates into manageable content.
- It could potentially be used for prescription services or consultance.



E-commerce Products

Amazon Dash

Concept

A small physical button that easily and conveniently reorders your favourite brands completely taking away the digital interaction.

Service

The instructions are very simple. Place the button where appropriate around the house, and press it when running low on the product. This generates an order linked to an Amazon Prime account. Another order won't be generated until the initial delivery happens. This specific button picture to the right is an IoT button. It is programmable through *If This Then That (IFTTT)*, allowing users to create their own experiences, not necessarily ordering a product.

Key Points / Opportunity for Well

- Simple controls. There are single clicks, double clicks and holds.
- A tangible interaction, potentially ideal for the older, but also the stereotypically younger demographic, as it takes the digital process away, yet still completes the task.
- Potential for a revolutionary delivery system for healthcare.





Contextual Research

The Role of Technology in Pharmacy

Power of the Internet

- Display and distribute informations on health from pharmacies
- Thriva is an example of this.

Barcode Medicine Identification

- Been used with Electronic Prescribing systems (EP) and shown to reduce medicine administration errors
- Improves the record tracking for medicine history

Automatic Dispensing

- Pharmacy robots reduce the incidence of dispensing errors.
- Improve the speed and efficiency of the dispensing process
- Optimise use of space in the pharmacy

Smartphones

- Some pharmacies just use text alerts to remind patients to collect prescriptions
- More advanced sophisticated applications could be developed for disease monitoring.
- Examples: recording of peak flow readings in asthma, monitoring of blood glucose levels, medication adherence support and health education.

<https://www.pharmaceutical-journal.com/examining-the-role-of-new-technology-in-pharmacy-now-and-in-the-future/11134174.article>

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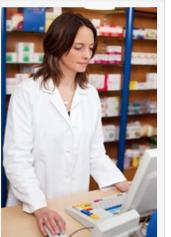
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Examining the role of new technology in pharmacy: now and in the future

[Supplements](#) | 11 FEB 2014 | By Stephen Goundrey-Smith

Pharmacists rely heavily on technology to help them do tasks that are often complex. Stephen Goundrey-Smith takes a look at what is available on the market



Source: Racorn
Dreamstime.com

Many pharmacies do not use all of the available functionality of their systems, for example, modules to handle patient-centred services such as medicines use reviews

Over the past 40 years, information technology has had a major impact on the working lives of millions of people. Many industries have embraced computer technology because of the benefits of automated information processing. These include enabling routine, repetitive and monotonous tasks to be conducted with consistent accuracy; standardisation and consistent use of terminology and nomenclature; and mass customisation (the capacity of information technology to provide services to a large population, yet in a way that can be customised to the individual).

For prescribers and pharmacists, IT can enable the storage of structured patient records, facilitate the electronic prescribing, dispensing and administration of medicines, automate the handling of medicines in the supply chain and provide tools for monitoring the efficacy and safety of medicines in use. IT can therefore improve patient safety, enable professionals to provide high quality care and help patients make the most of their medicines.

Making the most of systems

Pharmacists are already using IT systems to support their daily work and, when considering the IT requirements for emerging working practices, pharmacists should consider what functions could be provided by systems that they already use.

For example, all pharmacies use pharmacy management systems for medication records, dispensing, labelling, ordering and stock control. However, many pharmacies do not use all of the available functionality of their system, for example, modules to handle patient-centred services, such as medicines use reviews or prescription interventions.

Pharmacists should also make the most of services that are available in their locality, for example, electronic prescription service release 2.

Adoption and use of EPS release 2 in areas where it is available has the potential to make dispensing and reimbursement processes more efficient for community pharmacists and the nomination process may help pharmacists to secure prescription business.

Access to patient record systems will assist pharmacists with professional decision-making in providing patient-centred services. For example, the summary care record is now available in many areas, and has been shown to be beneficial for hospital pharmacists for medicines reconciliation. In future, it may be used by community pharmacists, for example with MURs and emergency supplies. As pharmacists deliver more patient-focused services in future, they will increasingly use national and local patient record services to do so.

Top Stories



17 years of fighting for
pharmacy

- › Access to patient records: Britain lags behind other countries
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- › MHRA issues call to remain 'vigilant' with commonly confused drug names
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CP July 2017, Vol 9, No 7
- › Demonstrating the patient benefit and value for the NHS of community pharmacy: insight from the Community Pharmacy Future model
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Tweets

Unfiltered Opinions

Sometimes social media can provide a quick and diverse stream of opinion regarding healthcare and the current NHS system. These tweets and posts can often provide small clues and personal struggles that people face when dealing with their health care services.

A few findings:

- **Validation?** People struggle with self diagnosis and this can often cause concern. They are unsure as to who they should seek for help.
- **#Underfunding #NHSCrisis** Whatever solution is developed has to consider financial impact on both the NHS and the consumer.
- **Wrong/Late Prescription** Anything errors or mistakes can damage brand loyalty, a vital target for Well Pharmacy.
- **Relationships are important!**
 'my chemist knows me on a first name basis'.
 A relationship built on trust, confidentiality and friendliness will increase customer loyalty. It should be an approachable and natural feeling digital solution.

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Bloodshot eye with small clear lump, not going away after a week. Optician, doctor or chemist? Starting to look scary.

11:07 am - 17 Jan 2018 From [South Shields, England](#)



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Argh! Just been to pick up my prescription to find Boots The Chemist have got it wrong!! Again!! **#pissedoff #bootsthechemist**

11:34 am - 3 Apr 2014 From [Newcastle Upon Tyne, England](#)



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comes to something when the chemist know me on a first name basis when I walk through the door  

1:55 am - 5 Jan 2015 From [Whitley Bay, England](#)



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Sick to death of hearing people on the BBC trot out the same old lines re: NHS crisis. Spoon fed by govt. "ageing popl" "increased demand" "winter" "flu"

Sure, all those things matter- but I want to hear "8 yrs gross underfunding" "15,000 beds cut since 2010" "bursary cut" etc

12:47 am - 23 Jan 2018

1,735 Retweets 2,459 Likes        



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Today's Twitter poll: Yesterday the head of the army said underfunding is making our military uncompetitive. Others say similar about NHS, social care and more.

If, hypothetically, you had to prioritise (or protect) ONLY one area of govt spending, which of these 4 would it be

10% Education (schools)
9% Military
87% NHS 
9% Social care for elderly

9,835 votes • 19 hours left



NHS Reviews for Well Pharmacy

Repeat prescription collection seem to be a common complaint for Well Pharmacy. Customers share lengthy and detailed views of their stories. The key points that customer's feel is that they cannot understand why a repeat prescription takes so long. Furthermore, some are not given their full prescription pills required.

Key Points

- Trust is lost between customer and pharmacist
- Blame is shifted to pharmacist, however there could be an underlying problem within the system

Confusion, uncertainty, poor service

All is not well at Barwell. The service has gone downhill at a pace that would receive a Gold medal in the Olympics.
 My monthly repeat prescriptions are hardly ever ready when it should be where is the difficulty in that??
 My medication (so I am told by the Pharmacist, of which there is usually a different one each month) will be ready at 3.00pm on the day due. Maybe twice this has happened and my given choice is to wait for it to be prepared or come back later, So I try to collect the day after it is due expecting my medication to be ready and waiting. But I still have to wait 15-20 minutes.
 Today I was asked to take home an open bottle of Sulfasalazine which only had 84 tablets instead of the 112 it should have.
 I don't know what the problem is at this branch! Surely it is quite a simple thing to organise that which is required on a regular basis! Is the problem with the local branch or is it with head office? Either way, my advice is not to bother with this branch but to go to one of the Many other Pharmacists in the area.
 I have great sympathy with the local staff (of which there few) they must get as frustrated as their many customers obviously do as it is well known throughout the area of poor service provided.
 Maybe I will make a comment here each month as to the service I receive.

Visited in September 2017. Posted on 02 September 2017

[Report as unsuitable](#)

Swaffham

Just been to pick up grandsons meds waited outside it should have been open could see girls in there eventually they came to let me know that the pharmacist would be another 10 minutes which I would have to wait outside in freezing weather. This is the third time this has happened, twice in January. Often when meds have been ordered well in advance they aren't always ready. They are a joke!!

Visited in January 2018. Posted on 19 January 2018

[Report as unsuitable](#)

Repeat prescription failiures

Well Pharmacy Shard End Crescent Birmingham

I've had my repeat prescription with this branch for four years. I've had numerous times when my order is half filled and I've been asked to wait a few days for my meds. Considering I'm on Ramipril and Isosorbide Mononitrate after a heart attack I'd expect those two to be in stock at the very least.

One Christmas (2016) I was left with no tablets at all after the repeat card had Boxing day as the pick up date yet the pharmacy wasn't even open.

Today is the last straw. This is the tenth time I've had to wait for my repeat prescription, I have no Ramipril or Isosorbide to take in the morning so I expect that the GTN spray I have will take a beating until they get my missing meds!

I'm definitely going to change who fills my repeat prescription, enough is enough.

Visited in January 2018. Posted on 24 January 2018

[Report as unsuitable](#)

Problems at Market Deeping Branch

I have used the Market Deeping branch for years and have always been very happy with it for years. However in recent months it has deteriorated so much. When picking up repeat prescriptions, I find that it has not been made up, or cannot be found. On three occasions I have had to go back in 2 or 3 times. Usually the queue can be a 20 minute wait and then another 10 minute wait to be told come back another day. The staff are lovely and helpful but something is wrong. I have kept waiting to see if things would improve but they don't, like many others in Deeping I have no choice but to stop using this pharmacy as on too many occasions myself or my family run out of our regular medication (despite it having been order in time). My current missing prescription was ordered by the pharmacy on the 10th October, should have been ready on 24th October but was missing when I went to collect on 27th. I have now had to wait over the weekend to collect hopefully today on 30th October. I would like to reiterate that the staff are hard working and seem to be trying their best.

Visited in October 2017. Posted on 30 October 2017

[Report as unsuitable](#)

Common Themes



Power of the Internet

Thanks to the internet, vital health information can be shared across pharmacies, GPs and online services like Thriva.



Automatic Dispensing

Pharmacy robots speed up dispensing drugs. They are quicker, less likely to make errors, and reduce clutter in pharmacies.



Smartphones

Some pharmacies uses text notifications for their clients. This could potentially be taken further for results and disease monitoring.



Relationships

A relationship built on confidentiality and friendliness will increase customer loyalty. Many pharmacists are the first choice before the doctor because of the casual nature.



Trust

Trust is clearly lacking from some reviews and tweets. This is thanks to wrong prescriptions and late prescriptions. Happier clients completely trust their local pharmacy.



#NHSCrisis

Political opinions about the NHS always suggest a crisis, with threats of funding cuts constantly. A solution must offer benefit at a reasonable cost.



Primary Research

Pharmacy Assistant Interview

Sophie is a full time pharmacy student who works in a local village pharmacy on busy weekends.

1) What is your name and professional title?

Sophie Ambrose. I'm a Pharmacy Student and part-time Pharmacy assistant. I work at G. Whitefield's pharmacy in Hetton-le-Hole.

2) Explain your day in the life of a pharmacist.

I serve customers, dispense prescriptions, dispense nomad trays, put away stock, file prescriptions, give out advice and give support and counselling in the shop.

3) What do you enjoy about being a pharmacist?

I enjoy contact with the patients, talking to them about issues and helping to resolve them. A lot of patients don't want to or can't see a GP so come to pharmacy first. Leaving people satisfied, helping out in urgent scenarios and making someone's day (e.g. they've lost medication, need more, need help, often drop their trays and I can identify each tablet and it's indication and put it back into their trays) That is just a few examples of how we help patients.

4) What is most challenging about being a pharmacist?

The most challenging thing about being a pharmacist is probably the time management, almost everything in the pharmacy requires your supervision or checking, and this as well as

patients in the shop, checking the prescriptions, managing the staff and their jobs, checking the trays, it becomes challenging to appropriately divide your time and prioritise jobs when you are the constant port of call.

5) What are the customer's behaviour around healthcare?

Customers are usually extremely understanding and are appreciative of the services we provide. Different public services we do such as flu jabs, 1-2-1 referrals are all well reviewed by patients as they are able to come to the pharmacy first line instead of their GP and easily access 'over the counter' and prescription medicine.

6) What reasons do customers come in store? What are their needs?

Mostly people have a minor ailment. E.g.. A cough or cold. They need advice on what is best for them. They can have a consultation in a private room or even just speak to one of the trained staff and they'll guide them on what's best, based on the condition as well as any other medication they're taking that may interact. Some also come in for advice on current prescription medication or if they want to order their repeat prescription. Some people simply bring in scripts they've acquired from a Doctor.

They need good quality and easily accessible expertise, no appointments needed. Pharmacists have been at uni and training for 5 years but are sometimes underestimated in their knowledge as people prefer to see a GP straight away.

7) On average, what audience do you serve the most? (Children, young adult, adult, elder?)

Probably elderly people most. As these are on prescription medication more often than most.

8) Are you aware that pharmacies are moving into the digital age? Does your staff currently use a system? (echo, babylon).

Yes. We are aware of the digital age taking over pharmacy. We currently use ProScript, program to contain all of our patients PMRs (past medical records) and an ETP system (electronically transfer prescriptions) so patients no longer need to obtain a paper prescription. Prescribers can electronically create and sign a prescription on their computer and send it to a pharmacy of their choice. This saves a lot of time, as they don't need to print and sign a paper prescription (this can be lost, stolen, prescription pads can be abused). Patients can also order their medication online, and it is waiting for them in the pharmacy 2 days later. Some elderly people struggle to comprehend these new concepts, and it can

also lead to confusion for them. Also, certain pharmacy records need to be kept for years, such as the Controlled drug register (2 year), private scripts, invoices etc. This now can all be stored in electronic records, saving huge files and bound books being kept in a cupboard for years. Electronic pharmacy services have changed the way community pharmacy works and there are loads more digital concepts to come.



Pharmacist Interview

Saleena Sheikh is a pharmacist who works for Boots pharmacy, regularly switching between local and city branches.



1) Name and Profession Title

Hi my name is Saleena Sheikh, I am a pharmacist and I work for Boots Pharmacy.

2) Name of Pharmacy you work at

Boots Pharmacy. I work in 6 pharmacies, in two different areas.

3) Explain your day in the life of a pharmacist

Ok, from my experience, when you go in the pharmacy first thing in the morning it is straight away busy, stressful. You're dealing with phone calls, queries, customers face-to-face. You're dealing with service users and that how your day begins basically.

Then you've got phone calls to make, receiving phone calls, you're dealing with problems and then on top of that you are dealing with patients as well.

Also another thing we are dealing with everyday is the services we provide. In Scotland, we have smoking services, emergency contraception clinic, e-mass services, flu clinic, travel clinic. So, in between all that you are fitting in customer appointments as well as other things.

4) What do you enjoy about being a pharmacist?

My main fulfilment from my job is helping people and providing them with care. And just that level of care is different from anywhere else because you are the first point of contact with customers. They tend to come to you first rather than the doctor or dentist. So you are their first point of contact so providing that extra care is so important to guide them in the right direction. Or, if we can help them, then we do so.

5) Do you have a good relationships with your customers? Is there any regulars that you see that come into the pharmacy?

Yep, definitely.

There is different kinds of pharmacies. You get a local pharmacy which is in the heart of the community. So you tend to have regular customers from that area (walking distance), so they come to you.

Then when you are in the city centre pharmacies, it's a different clientele. So it's people that are working in town, and not from the area (passer-by's). Customers that want a quick service compared to the community who want the full service.

Pharmacist Interview

6) What is most challenging about being a pharmacist?

The most challenging is trying to juggle your tasks and time management. I find that the hardest thing because you can't predict your day, you cannot plan your day. You can plan it to a certain point, but obviously things happen as the day progress and you just have to deal with it. So for example, if somebody has been discharged from hospital... what do we do about it. You've got a new methadone patient starting, which takes up part of the day. It's not an appointment based system compared to seeing a GP, so you just have to deal with it if a customer walks in. And there's no planning that.

7) What are the customer's behaviour around healthcare?

I'd say the younger generation, and young adults are more interested in their healthcare. They want to know what their medicines are for, they want to know what's wrong with them. So they take a more proactive role.

The older generation, sometimes don't acknowledge what medicines they are given. They say "oh, it's just a tablet", and I would have to explain to them. So in that sense they have to do what they are told. If I try and give them advice, they are not interested, whereas other people would listen and get onboard.

It's a mix of people, so it would depend on what you as designers are looking at. And what areas as well.

8) Would you agree that the younger generation are more aware of their health because of the advancements in technology?

Yes, definitely due to internet access they can gain the knowledge.

However, it can also be a negative cause you can search your symptoms. They might diagnose their symptoms, but it might not be the right thing. Another thing is certain interactions can occur between medication, that the public might not be aware of. So I have experienced customers picking the wrong medicine and not realise that they can't take it with other medicines. Or not realise that they contain the same ingredients, which could potentially leads to an overdose.

When you search on the internet it can lead to a lot of options, and everyone always thinks of the worst case scenario. But then it's also good cause it makes people aware of what could be happening to them. As that's where we come in as pharmacists, if there are certain symptoms that are alarming, we will then say "you need to see your GP, or dentist etc", and refer them on.

9) What reasons do customers come in store for? What are their needs?

To pick their repeat medicines. Order their medicines. Buy over the counter. General advice. Could be to use one of the services we provide (smoking, contraception). And speak to the pharmacist haha.

10) How many people do you speak to a day?

If I say 10 an hour, about 60-70 a day... and that's at a local pharmacy. In city centre it's 60-70 in an hour.

11) Is there anything that you find quite frustrating about the customers?

When the customer don't understand the limitations of drugs. We can only sell so many pack sizes. There is a reason why we can only sell 32 paracetamol (overdosing), and they don't like that. We find it frustrating trying to explain that you shouldn't need this painkiller for so many days. But obviously, they keep coming back and buying more and more. If we refuse the sale that's fine, but then they would just go to another pharmacy anyway. I work in 5 pharmacies in my area and I see the same people coming into the pharmacies buying the drugs. Boots, have introduced a new healthcare model, so basically if a person asks for a drug, we provide them with the legal aspects of the drug. We cover ourselves legally and provide the care, and leave the choice in the patients hand of what they want to do.

12) On average, what audience do you serve the most? (children, young adult, adult, elderly?)

I would say children (between 2-10) and the elderly (55+).

13) Are you aware that pharmacies are moving into the digital age? Does your staff currently use a system?

Yes, but only to a certain extent.

So, we do an online prescription service, where the patient can order the prescription online, but then we have to organise it. So the patient still has to come in and have face-to-face contact with a pharmacist before we hand it out.

There is also certain clinics that are run online, where they can actually speak to a doctor. The doctor then fax's us a prescription. It's done through the boots.com website. One example is the Propecia Clinic (hair loss). So they need to speak to a doctor about that or a prescribing pharmacist. But, it's all done online. The doctor/pharmacist then sends the prescription to a pharmacist branch by fax.

Pharmacist Interview

- 14) In terms of apps or tablet software, would you say that is a good direction for yourselves to move into? (for example, echo).**

With apps, as you described to me the functionality of Echo, I think there should be some contact along the way. Just incase, there are any issues the patient wants to talk about. At the moment, patients don't tend to order their prescriptions themselves, the pharmacist does it. So, that was a big change for patients because they thought they weren't in control anymore. But once it's up and running it's fine but they like the fact they need to come in.

But there's some patients that refuse the service (apps) because they want to come out and see people. So if they are lonely patients, they like to go outside and have a wander to the pharmacy or surgery. If we had an app, it would feel we are taking the patients face-to-face contact away from them. I think to keep is as a healthy community, especially those have Alzheimer's (loneliness can also trigger Alzheimer's), I think it's good for them to come out and meet people and chat to people. I find in the community pharmacies, a lot if it is the regular patients come in to pick up their prescriptions and have a chat. It's a social event.

- 15) Which audiences do you think have an appetite for digital healthcare? Which audiences would benefit most?**

I think it would be the young adults, the working young adults. It would benefit them because if they are at work they don't have access to pop out and pick up medicines in their busy schedules.

When it comes to children and medicines, especially when we are prescribing the medicines, we have to see the patient. So sometimes you need to have that contact, I think you can judge a lot by people's body language. So accessing a patient before you prescribe it needed.

- 16) If you had the opportunity to change 3 things in the pharmacy system, what would they be?**

I think for a us, I would like access to patient notes. So we can see exactly what medication they are on, because some patients just tend to forget what they are taking.

Another major gap, is when a patient is discharged from the hospital, it would be good if that was done digitally so we could have access to that too. At the moment right now it's just a pair trail, so it always seems to take about a week for pharmacists to get notifications.

The reason it takes so long...
The information is handed to the patient, the hospital will then transfer that information

to the GP. It then takes about 24 - 48hrs to process that information and make any changes. Then that's finally handed over to the pharmacist for them to make changes and transferred to the patients pharmacy. So currently, by going through different hands, it's taking far too long. If we got this information digitally, we can request and amend the changes straight away.

It's just so that patients GP can look at what the consultants have recommended. But it's up to the GP to make the prescription, the consultants don't provide the prescriptions. Because we have a lot of patients that are on dosset boxes (a pill box is a special container for storing scheduled doses of one's medications). So, if there is a change to that medicine in their box, we would then have to change it all. We can't just change it there and then. It takes time to order the medicine, make sure we have go it stock, then manually fix it.

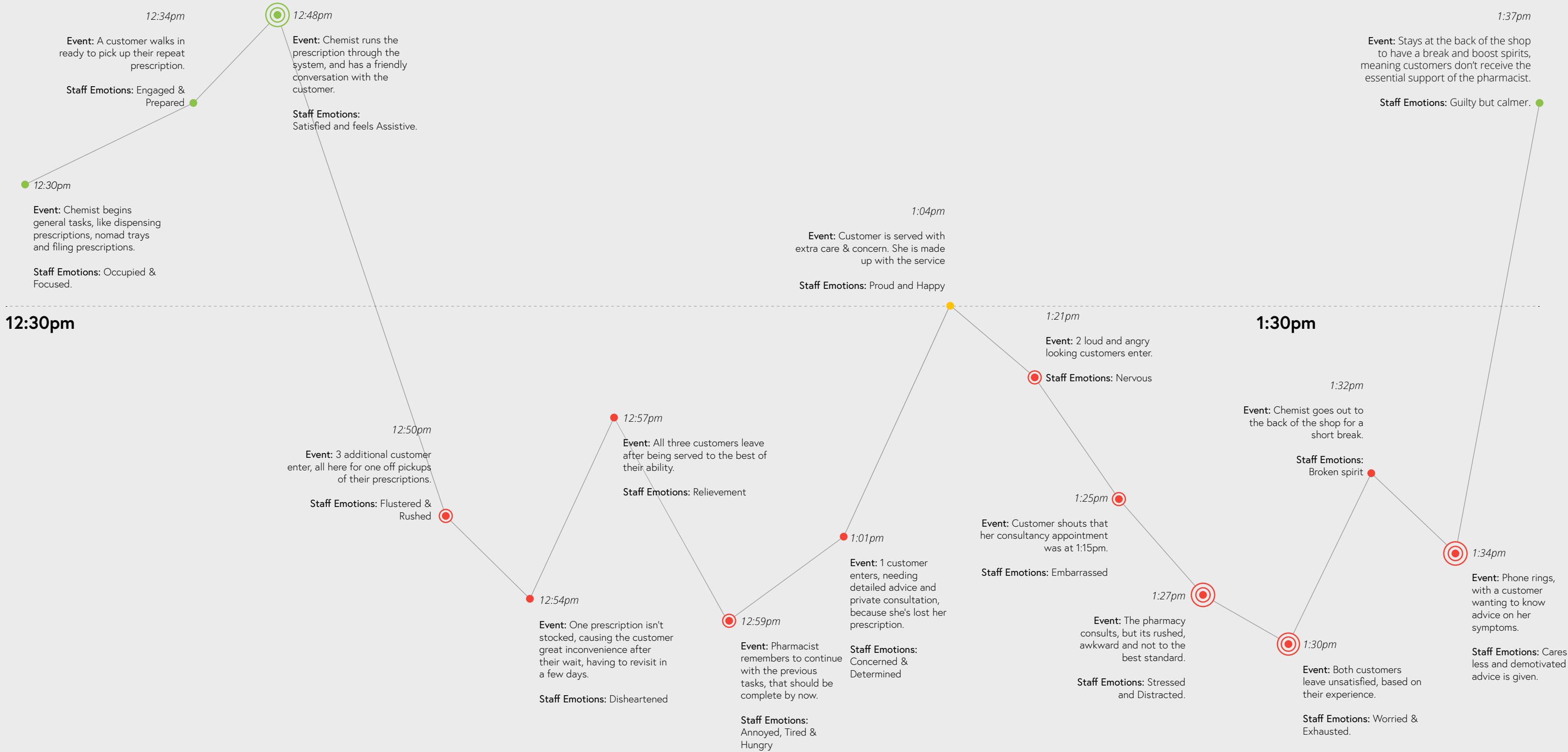
In Scotland we do e-mass service. E-mass is Minor Ailment Scheme, where if anybody uses benefits are exempt from paying prescriptions. So if you are claiming benefit from tax credits, under 16, over 65, you can go into the pharmacy and tell them your symptoms. We can prescribe drugs to them over the counter, so they don't have to pay for them. In Scotland, you are supposed to register to one pharmacy and stick to that. But they haven't

tailored to it so once you are registered to that pharmacy, you are locked to that one. So wait you find a lot of people doing is registering with different pharmacies, and we have no record of that, which is frustrating. They can then jump pharmacies, gain access to more supplies without anybody knowing. So if can change one thing it would be that, if they are locked in that's it. GP's are now doing is saying to customers, is that if it is anything minor, go and speak to your pharmacist first. So things like cold and flu symptoms, mouth ulcers, cough, temperature etc.

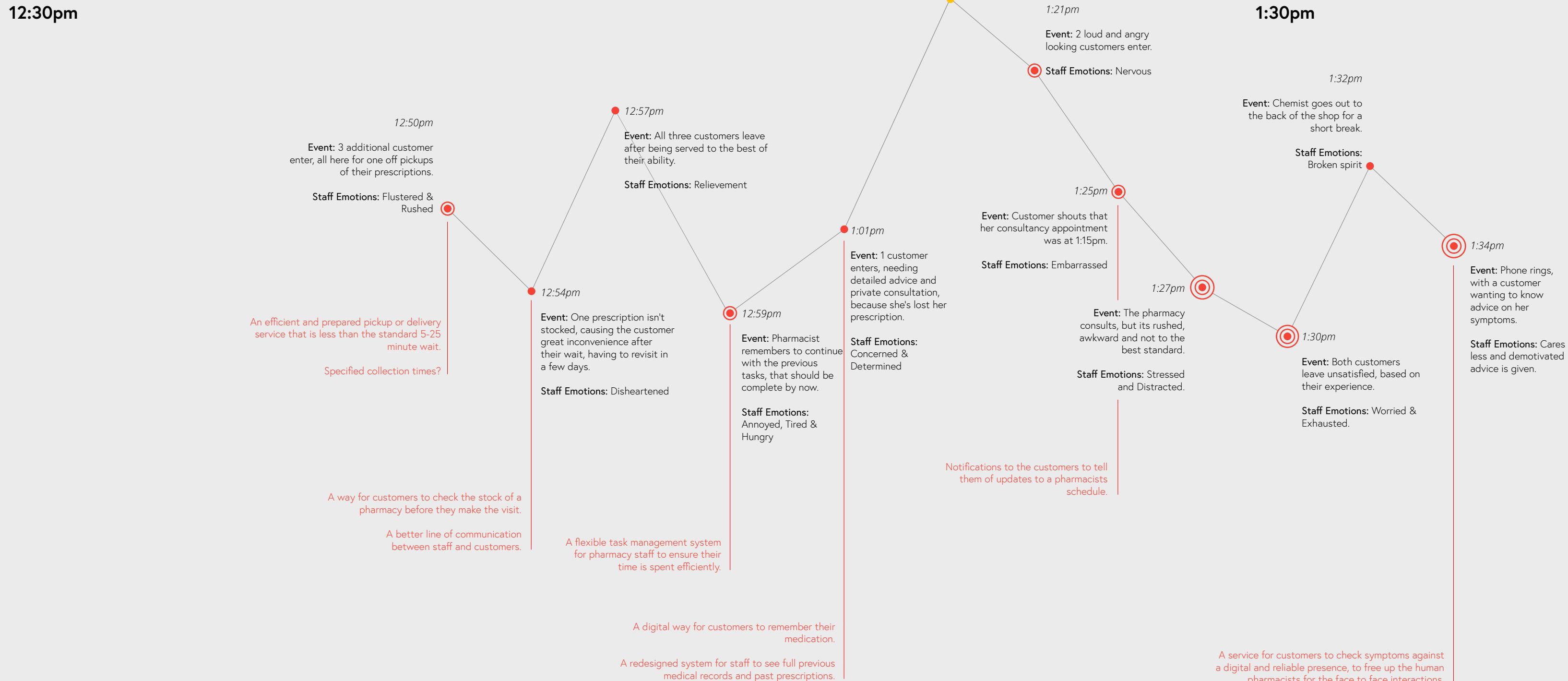
- 17) What's your view on artificial intelligence?**

Emmm, yes and no, I think it would work to a certain point. But I think with the kind of profession, especially when it's healthcare at the end of the day, you need to have the personal interaction. Not everything is black and white.

An Hour in the Life of a Pharmacist



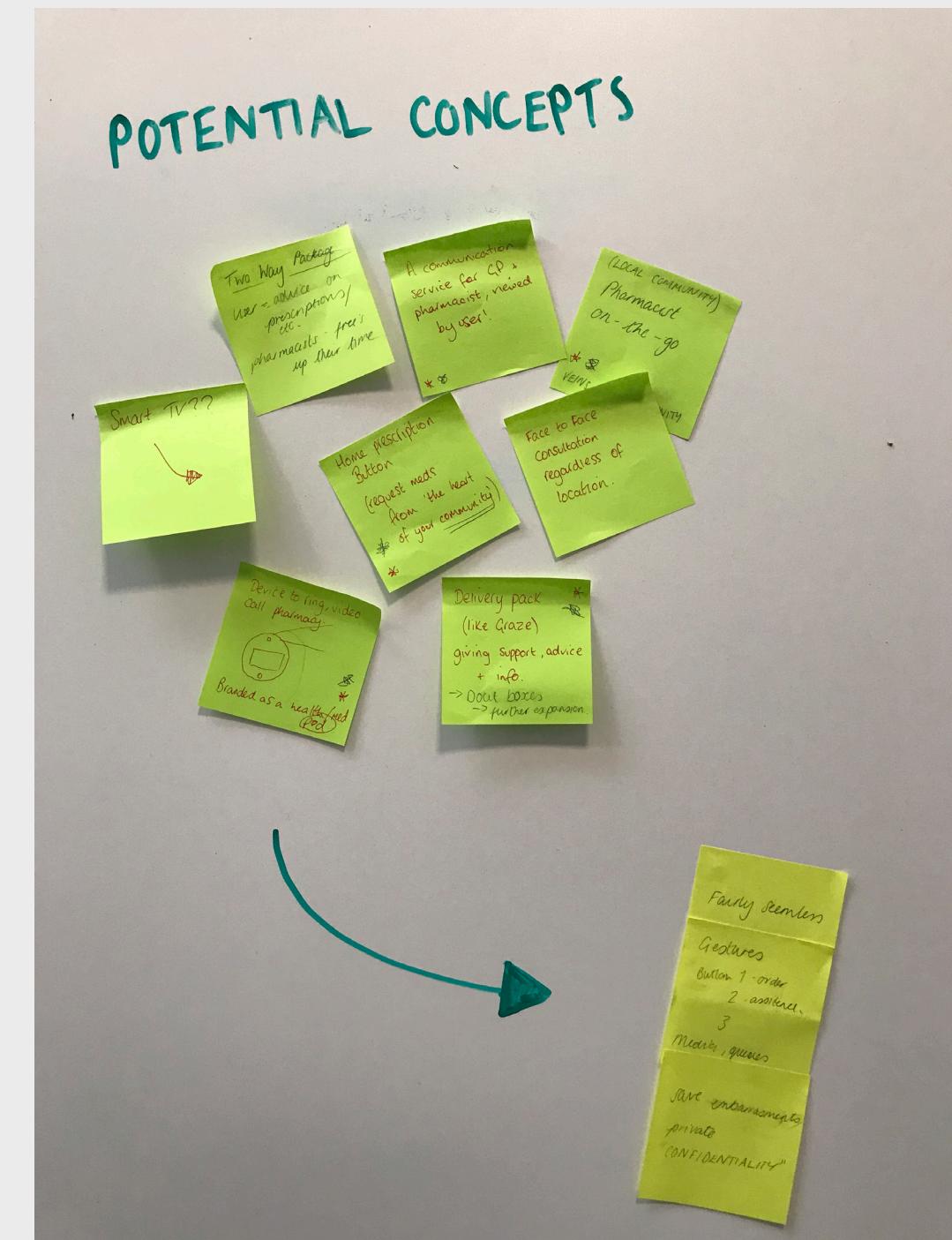
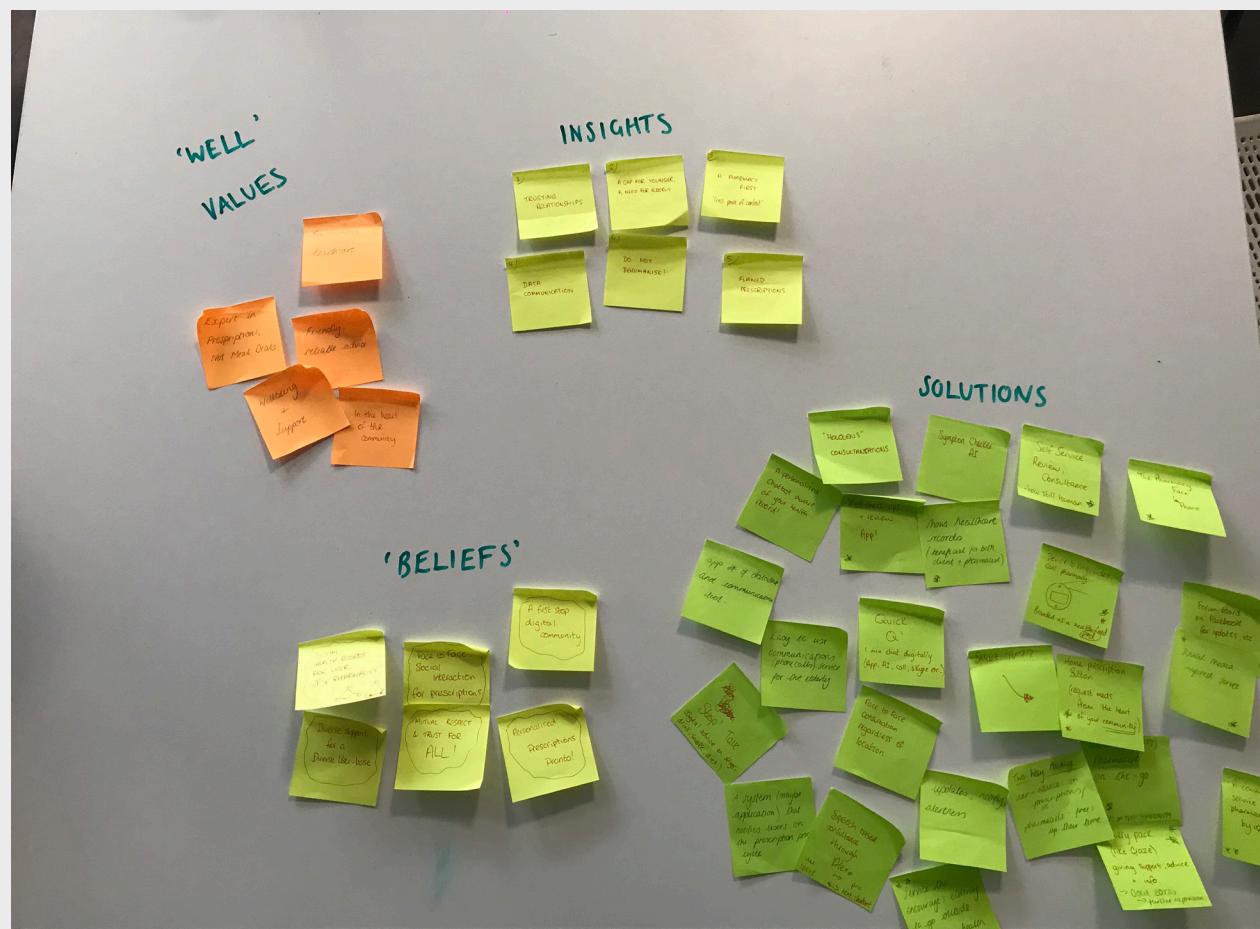
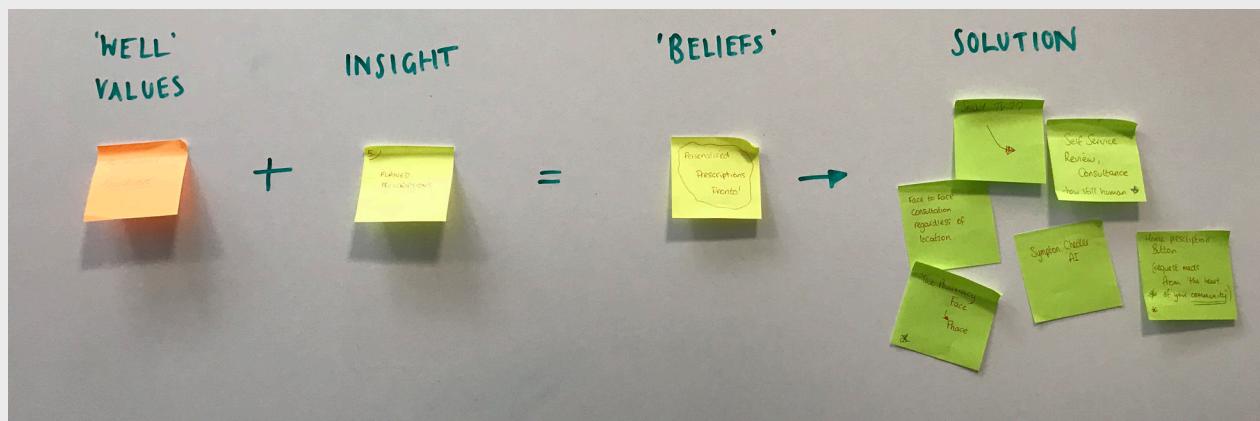
Opportunities for Well



Initial Ideas Workshop

We adapted a small workshop into an idea generation brainstorming session based on our current themes and identified opportunities

from the pharmacist interviews. We did this to begin testing initial ideas and gain feedback from upcoming user interviews.



We adapted a small workshop into an idea generation brainstorming session based on our current themes and identified opportunities from the pharmacist interviews.

There were five Well Values pulled from the brief:

- Friendly, reliable advice
 - Personalised healthcare
 - Expert in prescriptions, not meal deals
 - Wellbeing + Support
 - In the heart of the community

These were then combined with our identified research themes:

- Trusting Relationships
 - A Gap for Younger Audience, A Need for Older
 - The first port of call is the pharmacy
 - Data Communication
 - Do not dehumanise
 - Flawed Prescriptions

We paired a note from each randomly, and then defined our own belief accordingly, before brainstorming potential ideas to fulfil that belief. We then chose our best few ideas to take towards the interview stage.

Creating User Research Questions

We want to find out...

Motivations for visiting the pharmacy

Why we need to find this out?

- What services do users expect?
- What is available to that specific user & how independent are they?

If customers revisit the same pharmacy

- We want to ensure we take steps to ensuring customer loyalty.

Their experience of the pharmacy.

- How are staff members? Is there an issue on this end?
- What works well?

Pain points of the pharmacy

- Whether they enjoy the experience.
- Potential opportunities

Prescription habits

- How that specific user picks up medication?
- The most convenient way for them personally.

Opinions and Behaviours on Technology.

- How open are they to digital products & solutions?

Unbiased opinion on our initial ideas

- As a initial and vague idea of what new ideas are people open to reason with

Formed Questions

1. **What reasons do you go to the pharmacy?**

- > Is there a most important?
- > What influences your decision on which pharmacy?

2. **Can you describe your local pharmacy environment?**

- > How are the staff?
- > Describe the process of your visit

3. **Can you tell us about a frustrating moment you've had with your pharmacy?**

- > What could have been done better?
- > How do you collect prescriptions?

4. **How do you feel about today's technology?**

- > Do you use any smart devices?
- > What do you feel most comfortable with? Why?

5. **How do you feel about existing healthcare products?**

- > A physical Medicine Button in your home, a device with just one button to re-order prescriptions and request assistance.
- > A device to call the pharmacy directly, with a face to face consultation from your home.
- > A new home delivery service, a personalised pharmacy med package, delivered by a professional pharmacist?
- > Smart TV notifications from your pharmacy? Is there a more convenient or accessible way for you?

User Interview 1

Elderly Woman, 79
Based in a local village
Lives alone

What reasons do you go to the pharmacy?
I go to get my repeat prescription for my tablets. I go if I want make up or shampoos and toiletries. Oh, and I go once a year to get my flu injection.

Is there a most important?
Medicine.

What influences your decision on which pharmacy?
The main one for me is because its a five minute walk.

Can you describe your local pharmacy environment?
It's in the form of a little shop.

How are the staff?
Usually very nice yes. No complaints. They know who I am.

Describe the process of the whatever they answer?
I walk in. I have a repeat prescription. I tick off what I want and hand it over to the lady behind the counter. They take it away. If I take it in on Monday, it'll be ready Thursday or Friday. Then I go and collect it.

Can you tell us about a frustrating moment you've had with your pharmacy?
Not that I can think of. Yes no problems whatsoever.

What could be done better?
No, I'm perfectly happy with it. It does everything I want it to do.

How do you collect prescriptions?
Person collection

Describe a more convenient way to get your prescription?
I have had a letter saying they are willing to deliver the prescription. But I'm quite capable at the moment of going to collect it myself.

How do you feel about today's technology?
Looks shocked. Well. A load of shite! I think its getting too clever for its own good. One of these days it'll end in catastrophe. It has its uses I'll admit. Can't think of any though. I can't even online shop. Talk sense.

Do you use any smart devices?
I use my phone, if you can call it one Not that I want to. Telly with recorder.

What do you feel most comfortable with? Why?
My telly and my recorder. They are easy to use and well into the way of it.

How do you feel about these concepts?
Med Button, a device with just one button to re-order prescriptions.
Thats why I think its gunna end in catastrophe. Its going beyond sense and reason, but I wouldn't want that at the moment. Because I'm capable of going up there myself. But if I deteriorate any further, I might one day be grateful for that.

A device to call the pharmacy directly, with a face to face consultation from your home.
These questions aren't right, I don't need them 'laughs'. Dominic, I don't know. I suppose it's a good idea for some people. Maybe me eventually.

Smart TV aspect? Is there a more convenient or accessible way?
You're asking the wrong person these questions. I'm not interested in these things. I'm just happy the way it works at the moment.

A new home delivery service, a personalised pharmacy med package, delivered by a professional pharmacist?
Pauses. I could do that now in person. I could go up and ask for the pharmacist now. That's the way I prefer to do things. If you were asking a 60 year old grandmother, that might be a different answer.

User Interview 2

Young male designer

Aged 24

Based in Washington

Works in Newcastle

Lives with 4 family

What reasons do you go to the pharmacy?

To get over the counter drugs and prescriptions.

Is there a most important?

Just medication.

What influences your decision on which pharmacy?

Distance mainly.

Can you describe your local pharmacy environment?

Its just, Boots. In the Galleries.

How are the staff?

Knowledgeable, friendly. Yeah, so I have this ailment, what your opinion? What would they recommend?

Describe the process of the whatever they answer?

Paper, go in, give them it. They give me it back. I walk out. Its only like 5, 10 minutes. Sometimes a bit of a queue.

Can you tell us about a frustrating moment you've had with your pharmacy?

I went last time, it was meant to be 2 x 100ml but only had 1. You can have to but you have to come back. Didn't let me know, I had to assume or figure it out, and forgot to go back.

What could be done better?

The full prescription immediately. We only have one, give us your nu per or email to let you know. No actual system. Massively a need for a different

convenient option.

How do you collect prescriptions?

Person

Describe a more convenient way to get your prescription?

Probably, either fetch it and have it in stock, or deliver it to my work.

How do you feel about today's technology?

Errr, could be better. Tech is good but not matured yet, a lot of good things but poor application, like Alexa.

Do you use any smart devices?

Smart phone, but nothing else. Laptop. Tv, but hardly smart.

What do you feel most comfortable with? Why?

Phone - its convenient, I can use it anywhere.

How do you feel about these concepts?

Med Button, a device with just one button to re-order prescriptions.

As in buttons for each medication? Sounds convenient. Easy to do.

A device to call the pharmacy directly, with a face to face consultation from your home.

Like a FaceTime thing. Errm, my mams used something like that, and said it was really really good. She had a bad leg, couldn't be arsed to go out, so had a phone chat through an app for a private consultation. Sounds beneficial.

Smart TV aspect? Is there a more convenient or accessible way?

Errrr, I think Alexa has potential. Older people would like that, or don't want buttons. All voice sounds less like technology. Could be adding unnecessary complexity.

A new home delivery service, a personalised pharmacy med package, delivered by a professional pharmacist?

Errrr, yeah. Sounds easy and convenient for the person. Sounds good.

User Interview 3

Young female photographer
Aged 24
Based in Country Durham
Works in South Shields
Lives with Mother

What reasons do you go to the pharmacy?
 To pick up my prescriptions from the doctors. I have never had repeat.

Is there a most important?
 That. The only other time is for first aid stuff. A product I know is going to be there. Or cold sore cream.

What influences your decision on which pharmacy?
 Their location. Nothing really.

Can you describe your local pharmacy environment?

Erm, attached to the GP I go to. So its convenient for prescriptions when you're at the doctors, but never stocked very much, so they always have to order what I need. So I have to go back or my mam has to.

How are the staff?

Nice. They always seem rushed off their feet. Seem very understaffed. But polite.

Describe the process of the whatever they answer?

I've came from the GP appointment. Handing in the paper prescription, then I buy things I don't really need because I'm waiting. Then they say they haven't got it and I have to come back. 10-15 for them to see we don't have it, every time, without fail.

Can you tell us about a frustrating moment you've had with your pharmacy?
 Just that they don't stock it. Ever. Not really an

uncommon one either.

What could be done better?

They could tell me that they don't have it straight away, or suggest one that does, saving the wait.

How do you collect prescriptions?

Person

Describe a more convenient way to get your prescription?

Can they post stuff? Yeah. I'd prefer that, or give me a repeat prescription, especially for my tablets. Because I always run out and its hard to get time off of work, especially when the GP isn't open on a Saturday.

How do you feel about today's technology?

In general? Erm, convenient. But can also be very frustrating when websites aren't right or unfinishable, or backwards. Emails to book appointments online but it wont accept my details. They need to sort that out. I think technology is too addictive. I'm addicted to instagram.

Do you use any smart devices?

iPhone, imac, ipad, *laughs*. Camera? With enabled wi-fi *laughs*.

What do you feel most comfortable with? Why?

My phone. Its in my hand 24/7. I feel uncomfortable without it.

How do you feel about these concepts?

Med Button, a device with just one button to re-order prescriptions.

I think two things. Good for prescriptions that are permanently required, but not for people that are dependent, like depressants. They could just press it to feed their depression. But so much easier for a painfully immobilised user.

A device to call the pharmacy directly, with a face to face consultation from your home.

I think that would be genius. I could do it on my lunch break from work. I wouldn't have to take time out.

Smart TV aspect? Is there a more convenient or accessible way?

Like a teletext chatroom kind of thing. Yeah, but probably more for an older generation. Would that be pricey and a certain TV.

A new home delivery service, a personalised pharmacy med package, delivered by a professional pharmacist?

So they would be there on advice and checks. A good idea. Specifically for older I think. Hopefully a weekend thing for young professionals.

User Interview 4

**Mother of 2
Aged 52
Based in Country Durham
Works locally
Lives with one of her children**

What reasons do you go to the pharmacy?
To pick up my tablets, the odd can of hairspray.

Is there a most important?
If I need any medication. Sometimes just for advice before the doctor. 'Here take a look at this what do you think?'

What influences your decision on which pharmacy?
If it's meds, I go to the bolt on pharmacy to the GP for ease. If it is for random things, I go to the closest to wherever I am. Also, the doctor prescribed my meds, went to pharmacy attached, they didn't stock. 2nd pharmacy in houghton didn't stock it, and the 3rd told me it wasn't on the system so had to revisit the pharmacy.

Can you describe your local pharmacy environment? How are the staff?

GP one - fine, errr, paused, busy but polite. However, the local pharmacy is where I know the staff, I end up having full on discussions because I know them personally. Doesn't bother me though. I just chose based on location.

Describe the process of the whatever they answer?
Stand in the little queue because always busy. Hand in paper and sign if paying. They say YEP, charge me and then I hover around everything while they take 10/15 minutes. Maybe 5 or 10 realistically. When I've had repeat prescription before, they send me a text informing me of when the drugs are ready.

Can you tell us about a frustrating moment you've had with your pharmacy?

That hoo har was the GPs fault really. They take it all, then they come and say we only have 40 of the 60. So I have to go back with an I.O.U for more medication. Its annoying one off to have to carry the paper and chase the prescription. Its like printing off an email to walk around the office and posting it.

What could be done better?

If the doctors computer talked to the pharmacy, then it would be ready by the time I stepped inside the pharmacy within 20 steps. Should be ready when I arrive.

How do you collect prescriptions?

Person prescriptions. I have once let someone go on my behalf.

Describe a more convenient way to get your prescription?

We would end up losing jobs. Call out doctors and give me the medication there and then *laughs*. If you go to the doctors, part of that trip involved collecting meds and coming home with it. The chore is when the pharmacy doesn't have it. Repeat prescription, I would love it to be delivered in a package like your contact lenses. Health and safety suggests they should be collected rather than delivered. Or a signed delivery like a courier.

How do you feel about today's technology?

In general? I'm sure there a lot that I haven't even been made aware of, but I can see the advantages of some. Instant knowledge at your fingertips, like computers and phones. Just googling things. I do google illnesses and worry myself.

Do you use any smart devices?

A phone, part use of an iPad, use of the computer at work, streaming iplayer on TV.

What do you feel most comfortable with? Why?

My phone. With me always, I've used it the most and am most familiar with it.

How do you feel about these concepts?

Med Button, a device with just one button to re-order prescriptions.
Like a panic button? *Takes a long time. Twists face.* Could get knocked accidentally. When you are doing all of that, does away with the... you might be on the same medication for a long time and feel weird. Sometimes good to go and check that you are okay. It could be no longer the right medication. Some meds are cheaper over the counter than they are on a prescription too.

A device to call the pharmacy directly, with a face to face consultation from your home.

Like facetime? I don't like facetime. I don't like seeing my own face.

Smart TV aspect? Is there a more convenient or accessible way?

That sounds okay. Would a phone not be easier? Would happens if they aren't watching telly. A quick call would be better.

A new home delivery service, a personalised pharmacy med package, delivered by a professional pharmacist?

Right, nodding. Mobile pharmacy? Good for people that are housebound or particularly unwell. People who cant drive or lazy.

User Interview 5

Aged 55
Based in Country Durham
Mobile worker
Lives with girlfriend

What reasons do you go to the pharmacy?
Medicinal purposes. *Jokes about staying healthy to promote good health and wellbeing*

Is there a most important?
Prescriptions and advice of medical practitioners.

What influences your decision on which pharmacy?
Location, personal previous experience and parking.
Had wrong advice has put me off going back.

Can you describe your local pharmacy environment? How are the staff?
Pleasant, personal service by the assistant.

Describe the process of the whatever they answer?
Normally go in with paper prescription, take a seat.
5-10 minutes wait and then pay for it.

Can you tell us about a frustrating moment you've had with your pharmacy?
Yes, when you go in and they speak poor english and I can't understand them. They can't understand me either because of my accent.

What could be done better?
A pharmacist must be able to communicate better with me and vice versa.

How do you collect prescriptions?
Person prescription. *Jokes about a pizza delivery service.*

Describe a more convenient way to get your prescription?

GP should send to pharmacist and you should be given a certain time if I just want to collect.
Customer care should be first on the list.

How do you feel about today's technology?
I struggle with today's. I'm a bit of a dinosaur and don't understand it. So I avoid it the best I can.

Do you use any smart devices?
What's this? Is this one? *Points at his Samsung smart phone* I dunno I just use the phone. The bare minimum.

What do you feel most comfortable with? Why?
Pen and paper. There's my business papers.

How do you feel about these concepts?

Med Button, a device with just one button to re-order prescriptions.
Very good idea, for disabled and cant move around.
What happens if you over press it? Could it kill them *joking around*. What if they have dementia?

A device to call the pharmacy directly, with a face to face consultation from your home.
Telephone conversation would do. No need to see a person.

Smart TV aspect? Is there a more convenient or accessible way?
Don't think its necessary if you can do it on your phone. People want to go because they trust their pharmacist over their GP. If you add stupid technology you lose the personal touch.

A new home delivery service, a personalised pharmacy med package, delivered by a professional pharmacist?
Very expensive delivery driver, so I can't see that happening. He's going to spend more time driving about, when he should be in the shop for more people's support.

User Interview 6

Aged 76
Based in Country Durham
Retired
Lives alone

What reasons do you go to the pharmacy?
 To pick up my medicines. I get them every few months, and sometimes one offs.

Is there a most important?
 My Medicine.

What influences your decision on which pharmacy?
 I go to the bolt on chemist attached to the GP, because its easiest.

Can you describe your local pharmacy environment? How are the staff?
 Friendly, but always seem rushed off their feet. They always say hello but never seem to have time to chat or talk or give me help if I need it.

Describe the process of the whatever they answer?
 The GP must send them what they've prescribed me, I go in and confirm it. Then wait maybe 10-15 minutes. Sometimes it can be really longer like 25/30 minutes. But I don't mind waiting because I'm not in a rush.

Can you tell us about a frustrating moment you've had with your pharmacy?
 I would love to wait a little bit less, and not have to wait in a queue. But still its not really important.

What could be done better?
 Well I know some people get there's delivered but I prefer to go and see everyone and have a conversation with an actual person.

How do you collect prescriptions?
 In person.

Describe a more convenient way to get your prescription?
 Well I guess delivery would be better if I was busy, but I never am.

How do you feel about today's technology?
 I love it. If you can work it, it can do everything and anything. When it works, too *laughs*

Do you use any smart devices?
 Well I have my phone, my smart TV, android box and laptop and printer.

What do you feel most comfortable with? Why?
 My laptop, because I can view anything and print things off that I need to remember.

How do you feel about these concepts?
Med Button, a device with just one button to re-order prescriptions.
 Sounds brill. Where would I put it?
A device to call the pharmacy directly, with a face to face consultation from your home.
 Oh no, I don't see the reason behind that. I prefer to go and see them face to face. Plus, it keeps me busy.

Smart TV aspect? Is there a more convenient or accessible way?
 I don't really like that. I'd prefer a text or email on my laptop telling me what I need to know.

A new home delivery service, a personalised pharmacy med package, delivered by a professional pharmacist?
 Again, I can see why some people might use this, but I'm perfectly happy with going up to the doctors and chemist myself.

User Interview 7

Aged 58
Based in Edinburgh
Housewife
Lives with husband

What reasons do you go to a pharmacy?

To collect my prescription for phenytoin medicine, I suffer from epilepsy.

Can you describe your local pharmacy environment?

My local pharmacy is Lloyds at East Craigs, Edinburgh. It's not far from the GP surgery, about a 3 minute walk which is very handy.

What's the atmosphere like?

It's calm, pleasant, a very bright pharmacy.

Do they have any existing digital devices?

No, not currently.

What are the staff like?

Pleasant, very helpful. You don't see the same pharmacists every time you go in, there's two regular and have locums that may come in and do shifts.

Can you tell us about a frustrating moment that you have had with your pharmacy?

Ehh, I haven't had that many but I do recall one occasion. I handed in my prescription and they told me to come back in 10 minutes, so I said "that's fine, I've got some shopping to do, so I'll come back". So I was away for about an hour and a half. When I came back, they told me that they didn't have any, and that I had to go to another chemist, which they found for me. The pharmacist had phoned around seeing if I could get my medication from another chemist (Barnton, Edinburgh, had to drive there). I needed my medication as I was flying out to London the next day.

What could have been done better?

They could have checked if they had my prescription in stock, and told me there and then that they haven't got it. I would have taken my prescription to another pharmacy.

How do you collect your prescriptions? Are you on a regular prescription?

My medication is for life, I have been on it for the past 30 years. I just go to the doctors and hand in my 'repeat prescription request', so I tick off what I need and hand it in. Their system is that you hand that in and 72 hours later you come and collect the prescription and take that to the pharmacy.

Can you describe a more convenient have to receive prescriptions?

For me, an ideal way is if I could just phone the pharmacy and say I due for a refill and I would just go straight to the chemist and pick it up. So it would just be 1 stop, taking out the need to go to the GP surgery first. As at the GP's I have to fill out a form first then go back to collect the prescription and take that to the pharmacy.

How do you feel about today's technology?

I do have an iPhone, which I use mainly for messaging to connect with family and friends.

Are you comfortable using that technology?

Yes, but I get my children to help me when I'm stuck. An example is trying to sort out my storage on my phone.

How do you feel about smart home devices (Alexa)?

I'm not really sure about that, I don't think I make

make an opinion because I haven't used it. To be, it's a bit alien at the moment. I just find it quite futuristic that I am talking to a machine to put on the radio etc. To be honest though, I wouldn't even know how to set it up.

Walkthrough of Concepts

Med Button, a device with just one button to re-order prescriptions.

I think that would work for people who need a lot of medicine, and on repeat prescriptions very regularly.

Is it something that you would use?

If I had it, yes. Could be like a reminder for yourself that you have ordered it. But I wonder how the chemists would feel about it though, is it not added pressure to have these order coming in quite quickly?

A device to call the pharmacy directly, with a face to face consultation from your home.

I suppose it's just a telephone call, like facetime. I think that would be handy. If you have a young child and your at home and need to speak to a pharmacists, that would be very useful. And also reassuring for both parties to speak face-to-face.

Smart TV aspect? Is there a more convenient or accessible way?

I'm not sure, to me that's just another apparatus and may be helpful, but not useful or beneficial.

A new home delivery service, a personalised pharmacy med package, delivered by a professional pharmacist?

I'm not sure if they will have the time? They might just be delivering it and rushing off.

User Interview 8

Aged 61
Based in Edinburgh
Chartered Accountant
Lives with wife

What reasons do you go to a pharmacy?

I got to a pharmacy quite regularly because I am a diabetic, so insulin dependant. As a result I take drugs to control my diabetes, which includes looking after my heart my kidneys and my liver.

Can you describe your local pharmacy environment?

I normally go to the local pharmacy which is just up from the surgery. It's about a 2 minute walk, in East Craigs, Edinburgh. And it's a Lloyds pharmacy.

How are the staff?

Staff are fine. It's a small pharmacy built in a parade of shops.

Can you tell us about a frustrating moment that you have had with your pharmacy?

One of the recent frustrating moments was regarding my repeat prescription. I normally order my drugs over the phone to send in the prescription request. I knew that I needed 3 sets of tablets to cover me for various situations I have. But unfortunately, only 2 were delivered. I had run out of the third, and therefore had a slight issue for me to get the third tablet. It took a few days because the period for when you apply for prescription and when you receive it is now getting longer and longer.

What could have been done better?

I thought since I'm a regular user, the pharmacy could have given me some tablets to see me through the 72 hrs but the time the next prescription could have arrived.

How do you collect your prescriptions? Are you on a regular prescription?

Normally I know when I'm about to run out of my medication. I order it on the phone or I send in the prescription request by post to the pharmacy.

Can you describe a more convenient way to receive prescriptions?

I think if you had an app to indicate the drugs that you need.

How do you feel about today's technology?

I think it's good but as the population ages, and the technology running faster, I wonder if we as an ageing population will be able to keep up with it and understand it.

Do you have a smartphone device? What is it?

I have an iPhone 6+, which is now 'old' in 'apple' terms, but I am quite happy with what I have. It serves the function of what I want it to do. I use my smartphone on a daily basis, I use it for work, social media communications.

How do you feel about smart home devices (Alexa)?

I do have an Amazon Alexa but I don't use it because I believe now your conversations are recorded and kept on store elsewhere and I do not like that. I would like my conversations to be kept very private and once we've had that conversation, it is deleted, and never used again in any other process or basis.



Analysing User Responses

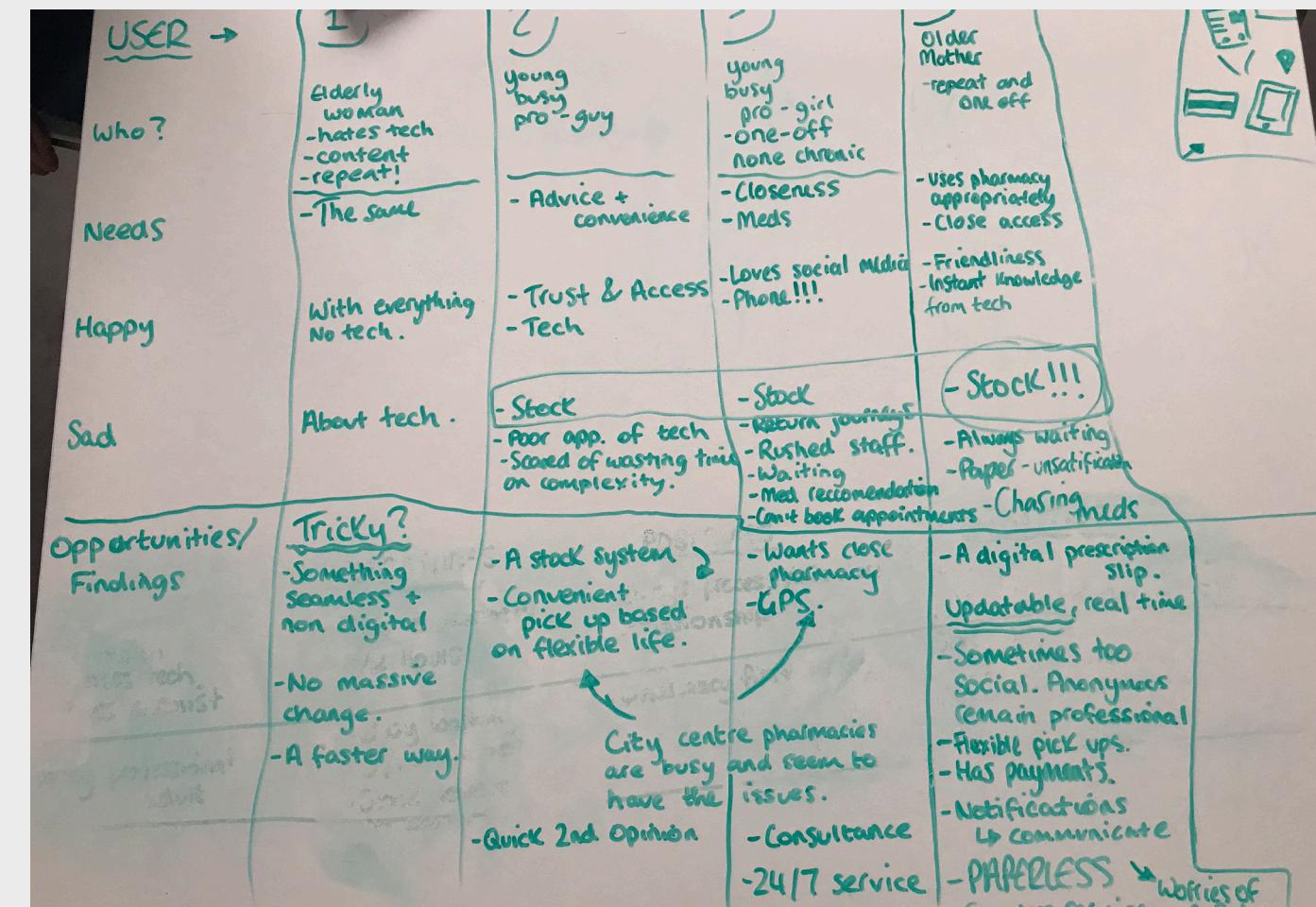
Mapping Out Users

Plotting Out

We typed up all of the conducted interviews, and printed off copies. From here we went through each user, building up a small profile based on a few things.

- Lifestyle
- Location
- Needs
- Highlights and Pain points
- Opportunities for Well

Doing this exercise ensured we could spot trends in our user needs and experiences, before moving on to create some accurate personas and journey maps.



Who?

Needs	1 Insecure, jokester fella DinoSaur of tech Local -Advice to trust -Better communication	2 Techy Nana Local meds -Easy access	3 Mother Housewife 'Super Mum' local pharmacy - Meds - Quicker + more reliable service.	4 Dad Diabetic Aware of self - Constant service of drugs - Available staff.
Happy	- Generally sound advice Trust - Hard copy	- Friendly advice - Digital prescription	- Staff - different staff	- Staff - Secondary collection
Opportunities/ Findings	- Need quicker system - Pre-paid option - Face to face has drawbacks. - Time for collection - A system that expands with user need.	- Service is solid, time limits it. - Still enjoys pharmacy process. - Wants best of both! - Part of her day purposeful. - Physical prompt!	- Updatable prompts notifications - Lengthy process with clear repetition - Streamlined. - Back & Forth - Comfortable but not expert on tech - Simple onboarding - Titled tracker.	- Post to pharmacy is an effort - Wants a doctor in an But worries about legal + errors. - Has smart home devices doesn't trust. Privacy

The Classic Granny



Age: 83

Occupation: Retired Receptionist

Status: Widowed

Location: Lowfell (Small village)

Goals

- To receive friendly and useful information about her own health, whilst enjoying the social element to visiting the chemist.
- To ensure that she can get the drugs she needs when she needs them, regardless of her arthritis.

Behaviours & Technology

Joan is a total techno-phobe. Her grandkids have only just convinced her to upgrade to a smartphone and she hates it!

She much prefers the face to face interaction, and all the benefits that go with it.



Hates any kind of digital concept!

Frustrations

- Asked to try digital services by pharmacy.
- Pain flares up and is too painful to walk to pick up her prescription.
- If her favourite chemist isn't working that day to have a chat.

Joan needs...

a simple and natural system to always guarantee her prescriptions even when she can't walk in to town, where she still feels like she is connecting with her favourite staff.



"I need to go to the pharmacy for my repeat prescription, and to get something for my arthritis."

Travels to the pharmacy.

Waiting in the queue to be seen.

Reaches the counter and begins to ask for her prescription.

Waiting 10-15 minutes for prescription to be ready.

Yes, I'll purchase these meds when my prescription is ready.

Oh, that's me. My meds are ready. Can I pay for those OTC drugs too.

Travels back home.

After a couple of weeks, arthritis flares up. "I can't walk and I need to get a prescription refill."

"I'll take that medication I was suggested, but I'm going to have to get my daughter to pick them up."

I'll just have to wait till she can."

ACTION

Makes a note of a pharmacy visit in her weekly to do list, marked for tomorrow.

Has a social chat to fellow local customers.

Whilst waiting, queries the chemist about her arthritis pain, to which the chemist suggests some OTC meds.

Stands up, collects her drugs and pays in cash for her OTC drugs.

Rings the chemist on her landline, but they insist someone needs to collect her drugs, or set up a digital invoice for a home delivery.

Sits around waiting for a couple of days before receiving her meds.

FEELINGS

Busy & Occupied

Happy & Purposeful

Chatty & Engaged

Concentrating & Trusting

Curious & Optimistic

Satisfied

Slightly bored but pleased

Engaged

Worried

Anxious & Concerned

Impatient & Worried

RESOURCES & DEVICES USED



Pen & paper

A medication tracker, notifying when you'll run out based on usage details.

Some type of prompt based on her to-do list.



Face Conversation



Pen & paper



Face Conversation



Money in Cash



Landline Call



Landline Call

OPPORTUNITY FOR WELL

Check-in to save waiting in a queue for all prescriptions.

Ensure this level of trust is continued, regardless of digital technology introduced.

Bolt on additions to repeat prescriptions with one off prescriptions.

Various payment and pre-payment options, specific to user.

Updates and notifications for a user to ensure she knows exactly where and when her drugs will be with her.

The Techy Nana



Marie

Marie has recently been prescribed some repeat medication from her GP.

She ends up asking for the chemist's advice after scaring herself checking her family's symptoms online, whilst picking up her own repeat prescription. Having 6 grandchildren, she is often busy and hasn't always got the time to get her prescription and call at the chemist. She is a fan of text notifications telling her when her drugs are ready to help her time management, as she feels confident with technology.

Age:

68

Occupation:

Care Home Assistant

Status:

Married

Location:

Manchester

Goals

- To receive her repeat prescription on time, as quickly as possible, and to have no doubt that she has received the correct prescription.
- To quickly consult pharmacists on symptoms for her and her family.
- To digitally track her prescription and health care, so she can spend more time with her family.

Behaviours & Technology

Marie loves her phone, social media and her Smart TV. She loves how easily she can cast content around the house.

She receives pharmacy updates to her phone too

Frustrations

- When her prescription takes a long time, or the pharmacist promises her a quick service when they can't provide this.
- She ideally wants to stay home. Travelling to the pharmacy is a chore.
- Her pharmacy only sends her a text. She wants something integrated into her existing tech e.g. smartphone, Smart TV or laptop.

Marie needs...

a digital, fail-proof system to help her efficiently receive advice and repeat prescriptions conveniently, so she can spend more time with her family.

Smart Home Enthusiast

The Busy Student



Steph

Steph leads such an unstructured lifestyle, juggling her studies with her part time job, social life and boyfriend. She's usually busy during regular 9am-7pm periods. She is usually a healthy person but sometimes needs some advice and one-off remedies for minor ailments. She visits the closest pharmacies when she gets a minute often on her lunch break in a rush, because they close by the time she finishes studying and working. Often, the busier city pharmacies run out of her medicine, and she ends up wasting her lunch, and spends time she doesn't have hunting for medicine in other nearby pharmacies. She's annoyed that pharmacies can't direct her to where stocks her medicine, and that she can't just order things to be delivered to a convenient place.

Age: 24
Occupation: Student
Status: In a Relationship
Location: Newcastle City Centre

Goals

- To be served quickly, and be told upfront about the stock levels of pharmacies before visiting.
- To quickly consult pharmacists on symptoms.
- To acquire these medicines in a convenient way, to coincide with her busy lifestyle.
- To setup and book online consultations and collections/pickups easily so she isn't rushed.

Behaviours & Technology

Steph is obsessed with her phone and Instagram. She loves to vent on social media and uses her phone as a tool to find nearby pharmacies on Google Maps all the time. She checks emails, notifications and even makes notes and reminders on her phone.

Phone Pro

Frustrations

- When she waits in line to reach the front, only to be told they don't hold her medicine.
- Travelling from one pharmacy to another, without knowing if they will have her stock.
- Only receiving half of a prescription because of stock levels.
- Unreliability of pharmacies in her area.

Steph needs...

a reliable and informative service to request specific pharmacy information, like stock levels, available operating times and consultations appointments. Ideally a pre-paid option to ensure she secures the medication for collection.



"God, I never have enough time in the day to get things done outside of work and studying."

"On my lunch hour, I must visit the pharmacy and get something for my migraines!"

"I really have no idea which pharmacy to go to, but I best tell the pharmacist what she needs."

Travels to pharmacy, queues, tells the pharmacist what she needs.

Waiting 10-15 minutes for the busy staff to check ready.

"They don't have the medicine in stock as usual!"

"I'll have to try somewhere else tomorrow."

Exact same thing happens the day after.

"This is so annoying! I can't afford the time to be searching for some medication."

"I'll have to wait until the weekend, but it's 4 more days away!"

Suffers with her frequent migraines all week, before visiting for a 3rd time on Saturday to be successful.

No action, just a passing thought.

Google's nearby pharmacy using Siri to find the quickest route.

Sits around starting to get agitated, hungry and bored, so starts just wasting time scrolling on her phone.

Google's another nearby pharmacy, and sets a reminder on her phone for midday tomorrow.

Ends up having to go home with her migraine, which results in a lack of studying and ringing in sick for work.

Eventually walks out with the correct medication to hopefully recover over the weekend.

ACTION

Writes silly reminder on her hand, so she won't forget.

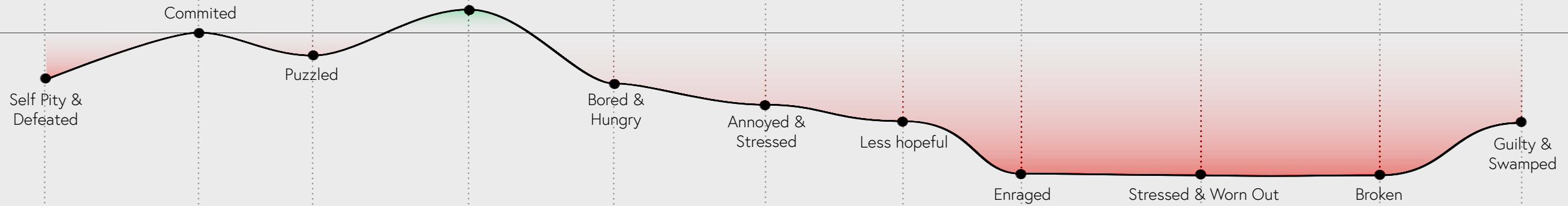
Describes her ailments verbally to try and remind the pharmacist of the medication she has used before.

Walks out and checks her watch before realising her lunch break is nearly over.

Repeats the past 3 steps almost identically.

Completely wastes the next four days in bed, allowing the stress of university work and finance to catch up to her.

FEELINGS



RESOURCES & DEVICES USED



Medication Diary or Calendar based concept to remember lifespan of medication and treatments.



Pharmacy location filtered by services, staff and medicines.



Waiting Area Experience, either informative or entertaining, to connect with patients.



Estimated waiting time alert within a particular pharmacy

Pre-warning of stock levels with ability to self check.



A pre-pay and reserve option to ensure people get their drugs without the worry of stock selling out?



Landline Call



Money in Cash

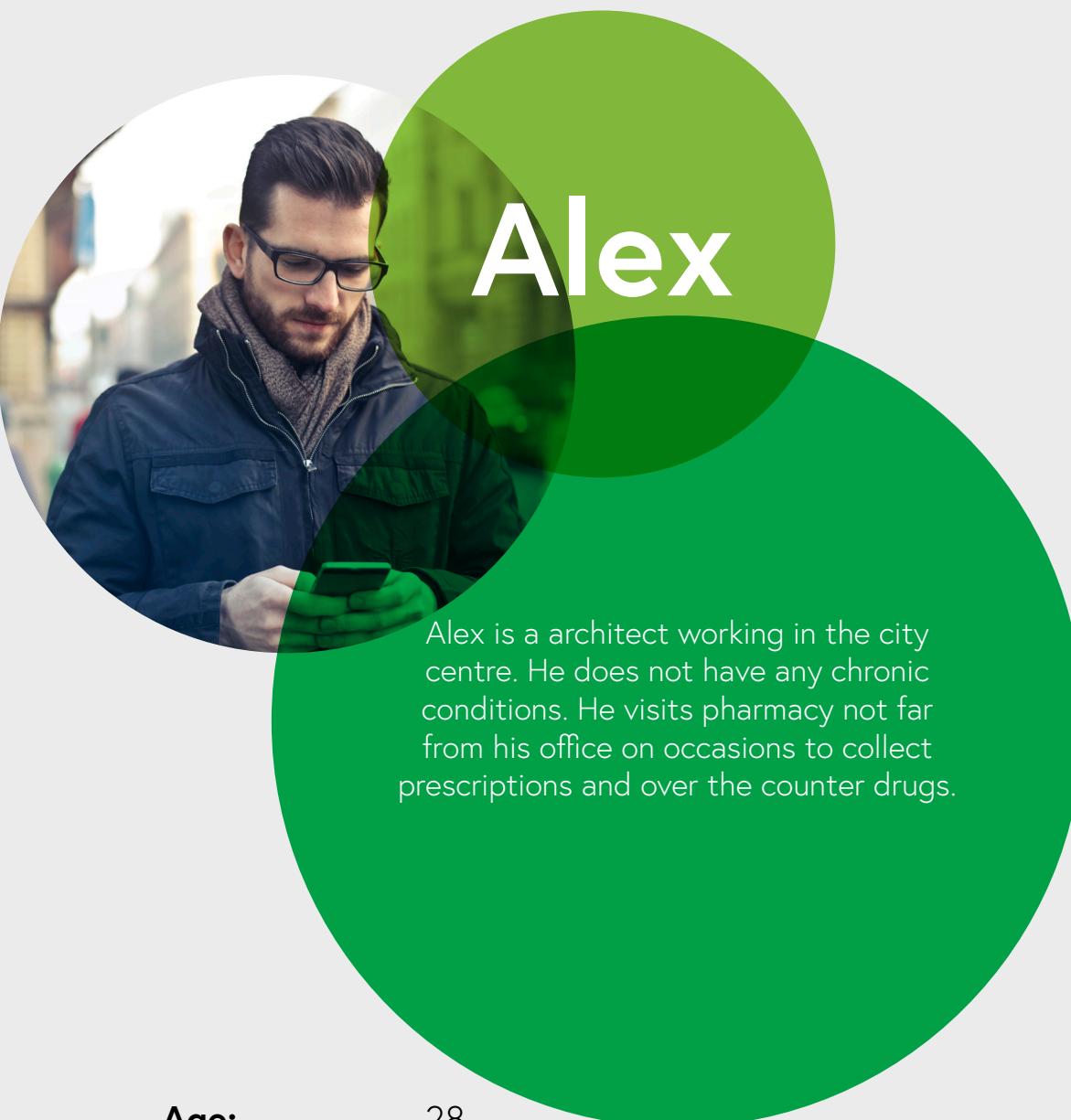
OPPORTUNITY FOR WELL

Embedded notification and reminders within a device to prompt pharmacy interaction

Trustworthy & Reliable Minor Ailment Symptom Checker without a visit to the pharmacy.

Pharmacy location filtered by services, staff and medicines.

The Business Man



Alex is a architect working in the city centre. He does not have any chronic conditions. He visits pharmacy not far from his office on occasions to collect prescriptions and over the counter drugs.

Age:	28
Occupation:	Architect
Status:	Single
Location:	Balham (South London)
Archetype:	The Smart Man

Goals

- To access and pick up his prescription quickly in the city centre.
- Due to only having an hour at lunch, Alex aims to complete any errands he can during this time.

Behaviours & Technology

Alex uses his smartphone the most because it is the most convenient, and he can use it anywhere. In terms of other devices, Alex uses his laptop for work.

Sometimes, Alex prefers to use pen and paper as it is a physical hard copy. In the past, his phone has been broken or out of battery. Therefore, he does not rely on his smartphone 24/7.

Frustrations

- The waiting time to receive his prescription takes longer than the pharmacists initially say.
- When he finally receives his prescription, the pharmacists tell him they do not have the full stock to provide. He then has to come back another day to pick up the rest of the medication.

Alex needs...

a service that will notify him when his full prescription will be ready and a specific time to come and collect .

Content with tech



"I have been feeling awful all morning, I'll pop out to the pharmacy during lunch."

Goes to pharmacy

Enters pharmacy, it's very busy and a long queue.

Reaches to the front of the queue..

Leaves pharmacy, grabs lunch and heads back to the office.

Few days pass "Oh I feel much worse".

"I'll have to take the morning off work"

Travels to work and pops into the pharmacy on route.

"Great the pharmacy is quiet"

Pharmacist says they do not have the full prescription and can only provide half.

"I'll have to come back tomorrow"

ACTION

Checks if he has any paracetamol in his drawer. Only has 1 pill left.

Waits in line, ponders whether to come back later.

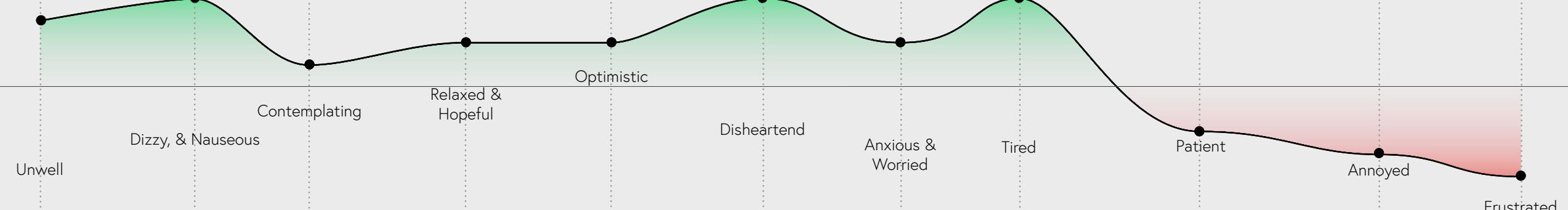
Takes OTC medication and progresses on with the day.

Goes to the GP sees doctor and gets prescribed medicine.

Walks in and goes straight to the counter. Signs prescription and hands to pharmacist. Told it would be 5-10 minute wait.

Frustrated, leaves pharmacy and heads to work.

FEELINGS



RESOURCES & DEVICES USED



Face Conversation



Landline Call



Face Conversation



Pen & paper



Money in Cash

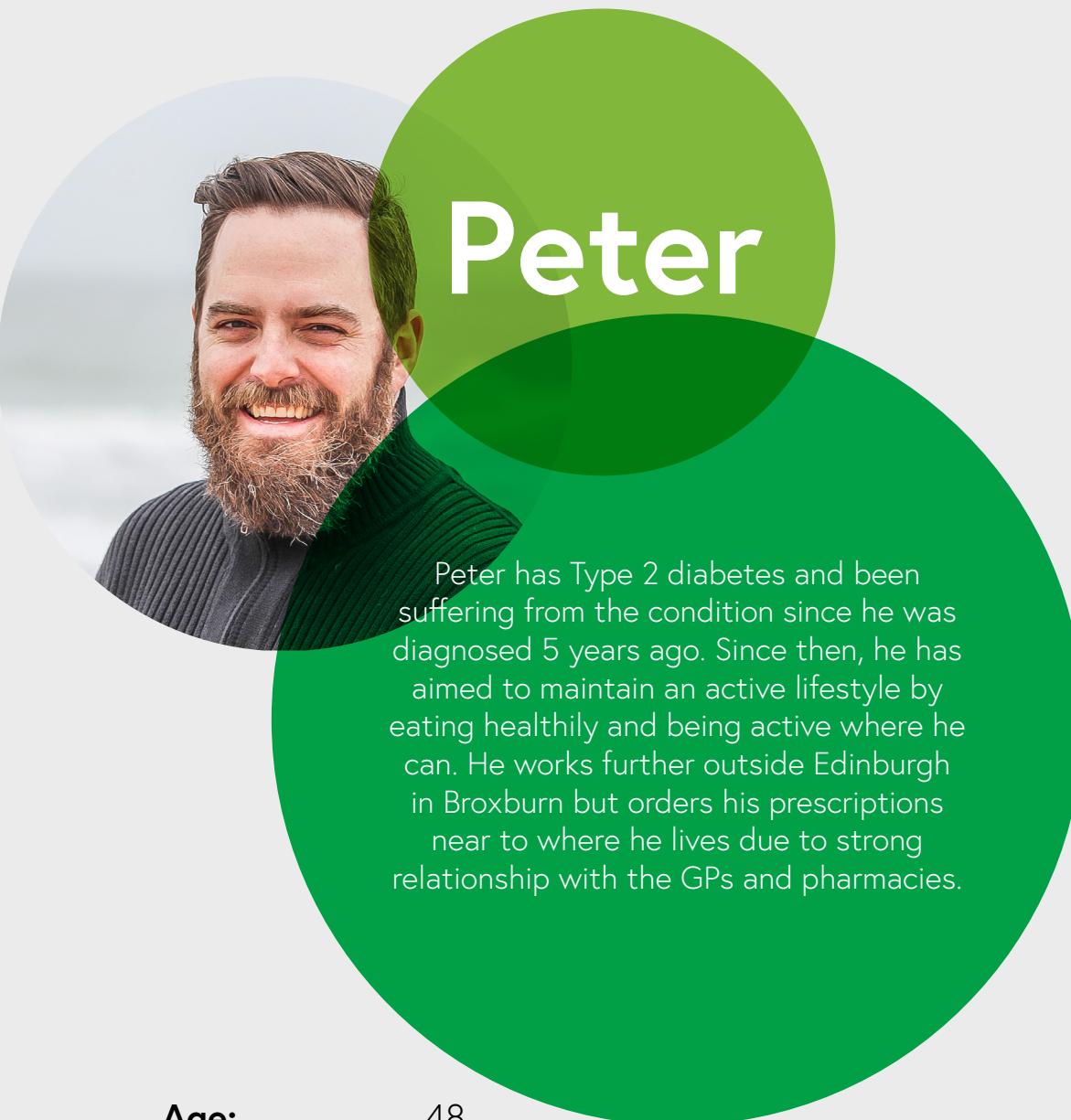
OPPORTUNITY FOR WELL

Check-in to save waiting in a queue for all prescriptions.

On the odd occasion, pharmacists advice may be incorrect, therefore losing trust in users. Users then go to GP as a result of that.

Possibility to show which pharmacies have the full prescription and saves customers leaving frustrated

The Diabetic Dad



Age: 48
Occupation: Accountant
Status: Married
Location: Edinburgh
Archetype: The Diabetic Dad

Peter has Type 2 diabetes and been suffering from the condition since he was diagnosed 5 years ago. Since then, he has aimed to maintain an active lifestyle by eating healthily and being active where he can. He works further outside Edinburgh in Broxburn but orders his prescriptions near to where he lives due to strong relationship with the GPs and pharmacies.

Goals

- Peter likes to keep organised and on top of his medication, never wants to be in the situation where he has low to zero stock.
- Can keep up with the digital world but very wary now that smart homes devices are not trustworthy.

Behaviours & Technology

Peter has a iPhone 6S but that is about it. He was given an Amazon Alexa at Christmas but does not use it. He believes that conversations are recorded and kept on store elsewhere and he does not like that. He prefers to have conversations kept private. If a conversation was recorded, it is deleted and never used again in any other process or basis.

Frustrations

- When collecting his repeat prescription, Peter always seems to face the problem that his pharmacy does not have the full stock of medicine.
- Sometimes the pharmacists forget to notify him when stock of his insulin is back in.

Peter needs...

needs a digital system where he can order his insulin regularly and on time, without having to wait confirmation from his GP.

Wary of smart technology



"I'm about to run out my medication."

After work, pops by the GP surgery remembers to order prescription.

"Can't pick up the prescription, will get my wife to collect it"

"I better hand in my prescription tomorrow"

Walks into pharmacy

"It's been 2 days I'll go and collect my medication"

Enters pharmacy

"I hope this doesn't take long"

Pharmacist explains they do not have the full medication.

"I can't collect the medication tomorrow, can see if my wife can pick it up."

"My wife can pick it up tomorrow"

Makes note on hand to remind himself to order repeat prescription

Fill out a repeat prescription application form.

Wife picks up his repeat prescription form two days later.

Ticks what he needs on prescription and sets it aside on the table to take tomorrow morning.

Can't find prescription, realised he left it in the house. Has to phone wife to hand it in for him.

Drives to pharmacy after work. About a 20 minute drive.

Pharmacy is very busy at around 5.45pm. Stands and waits in queue.

Checks phone to pass time while waiting in queue.

Conversation between pharmacist to discuss when next medication will be in.

Phones wife.

Leaves pharmacy feels confused. Trying to understand why a prescription order he had put in would be low on stock.

ACTION

FEELINGS

RESOURCES & DEVICES USED

OPPORTUNITY FOR WELL



Pen & paper



Pen & paper



Smartphone



Face Conversation



Service to display where full medication is available

Service to track when medication is running low

Quicker form of digital communication would be beneficial communicate to pharmacists to order prescriptions

Streamlined service. A way to cut out having to fill out a request form when applying for a prescription.

A system for the pharmacist to access the patients full medical history.

Research Findings

1 A friendly, trustful service with ease and speed is key. Dehumanising the experience will not necessarily improve it.

2 There's a gap for a convenient, quick pharmacy service that still caters for traditional patients who are content.

3 Prescription services have a few painpoints along the process, including stock levels, communication with patients and waiting times.

4 Users often visit pharmacies for advice as well as medication, instead of going to their GP.

5 Users often visit pharmacies for advice as well as medication, instead of going to their GP.

Identified User Frustrations



Stock levels are frustrating

Stock levels was the cause of constant pain points for the majority of respondents, causing revisits, uncomplete prescriptions and time wastage.



Travelling between GP and Chemist

Users have to often travel from GP to chemist and vice versa. 'Like printing out an email and handing it over in person'. Travelling should be convenient and easy for all patients.



The Prescription Slip

The paper prescription acts as a prompt for users, and the elderly respondents trust this medical slip, however the younger and busier demographic are open to discarding the paper for a quicker service.



Waiting Times

Elderly respondents aren't often rushed, don't mind the wait, and quite like the traditional pharmacy service. Busier patients want a fast service that is as flexible as they are.



A lack of communication and personal service.

Pharmacists are often busy and struggle to manage their patients time as well as their own. There is a need for a new route of communication that meets the requirements of busy chemists and users.



The Fear of Obstructing Technology

The elderly community are content with the system, they fear change brought on by confusing digital concepts. A solution should feel natural and familiar.

Focused Persona

'The Busier Demographic'



Age: 26
Occupation: Junior Copyright
Status: Single
Location: Clapham (London)
Archetype: The Busier Demographic

Goals

- To access and pick up his prescription quickly in the city centre.
- Due to only having an hour at lunch, Laura aims to complete any errands he can during this time.
- To acquire knowledge of the health status in her local area.

Behaviours & Technology

Laura uses her smartphone the most because it is the most convenient, and he can use it anywhere. In terms of other devices, Laura uses his laptop for work.

She is a keen user of social media such as Snapchat and Instagram and often uses Google Maps to find nearby pharmacies.

Frustrations

- The waiting time to receive her prescription takes longer than the pharmacists initially say.
- After handing in her prescription, pharmacists delay to tell her that they do not contain the full stock of medication.
- She does not know if there is an illness in her local area and may need to seek the ailments service from the pharmacist.

Laura needs...

a service that will keep her updated on the health status in her community area and be able to locate which pharmacy contains the full medicinal stock.

Keen bean on social media



Concept Development



Informed Initial Ideas

Acting as a starting point, we intend to explore these concepts based on our identified user behaviour and needs further in the next weeks.

Concept 1

Prescription Stock Scanning

Concept Summary

For simple use, this would be a classic paper prescription, for those that are satisfied with this. The prescription would be stored in a secure database for pharmacists and GPs to view when patients forget or lose their papers.

Technologically comfortable users can then proceed to conveniently scan the new wave of prescription formats to check nearby pharmacies for their full prescription (whether repeat or one-off) for availability before they make a time consuming journey, as well as requesting medicine reviews and viewing their prescription history.

Benefits



This concept would aim to mainly tackle 5 of our six identified user frustrations.

- Pharmacies can **communicate** efficiently for the current drugs, **saving users time and effort**, before making the journey.
- Digital record of prescriptions **prevent issues with lost, stolen or forgotten paper** slips and prescriptions.
- A standard and **familiar service** for the digitally fearful, **with hidden benefits** for the more digitally demanding.

Potential Development/Consideration

- Full service concept, including User, GP & Chemist
- Consider and prevent any drawbacks with exposing full medicinal stock.
- Explore the best platform to provide the digital aspect (not necessarily an app.)
- Could a electronic card effectively replace a paper prescription?



Concept 2

Medication Order Home Button

Concept Summary

A small and simple device for a user to generate a re-order of their repeat prescription from the comfort of their own home, with the simple click of a button. This could be linked to an efficient delivery and collection service depending on the user's lifestyle.

Benefits

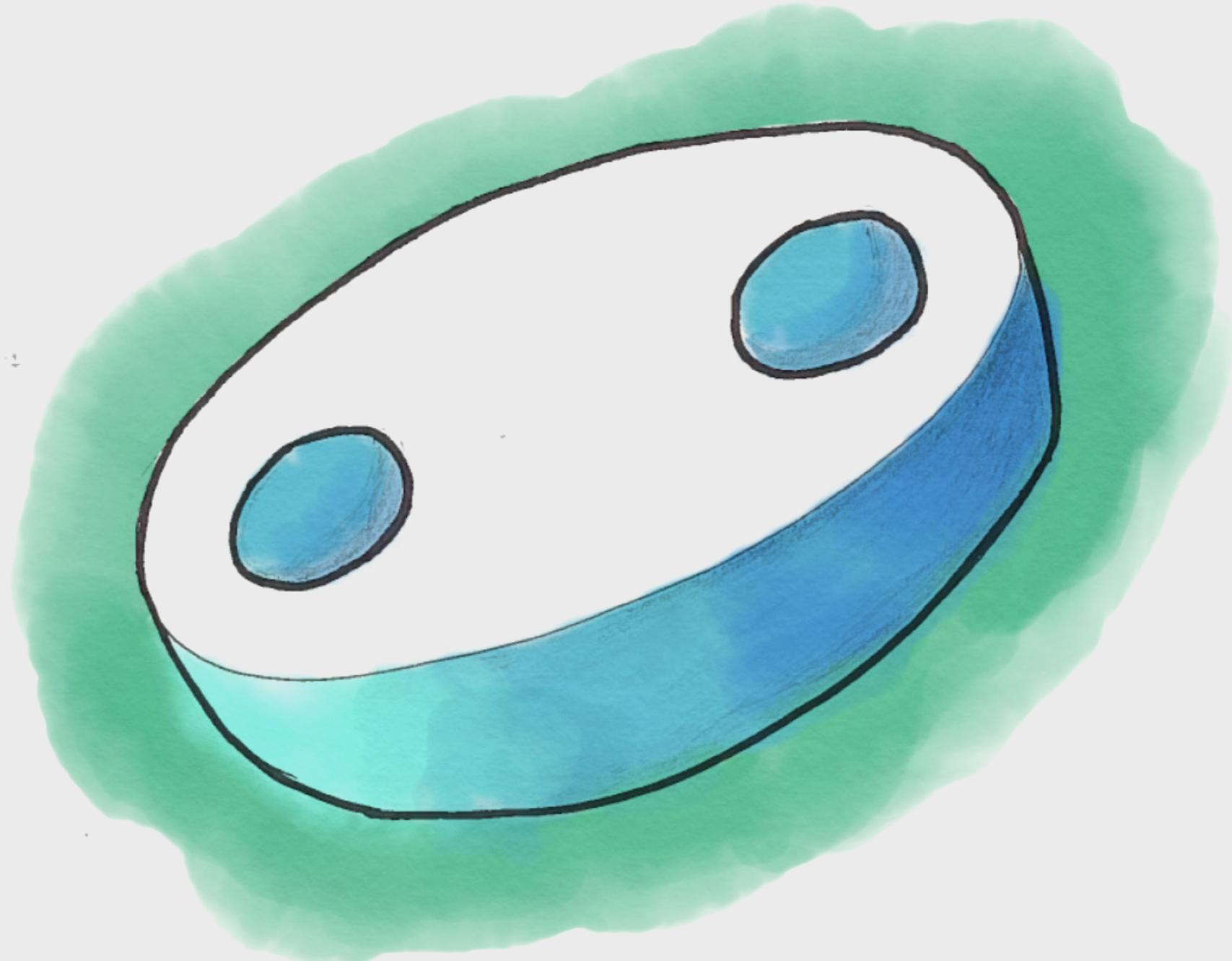


This concept would aim to mainly tackle 4 of our six identified user frustrations.

- Immobile and busier patients can still communicate with pharmacists clearly, as soon as they notice they are running low.
- A simple digital solution, hoping to engage less confident users with technology.
- Removes the tiring steps of travelling and chasing medicine because of issues with stock.
- Less time would be spent worrying about medicine and health.
- Simple communication restraints simplify the process. Only one order would generate at a time.

Potential Development/Consideration

- With two buttons, what interactions are possible? Click, Double Click and Hold.
- Would a dial work better, in order to switch between options like Home Delivery or Collection.
- Explore a call feature, for quick calls to ask about medicine reviews, and advice.
- Is there space for Voice UI, or a small screen display to display information.



Concept 3

Healthcare Tracking Cabinet

Concept Summary

Introducing a more futuristic approach, this concept provides an alternative way to track prescribed medicine. The cabinet tracks the usage of prescribed medicines and notifies when it is time to order the next prescription, as well as storing everyday toiletries. Stock tracking was a key theme that emerged from research, so providing a service for both user and potentially pharmacists. Pharmacists could use the to track their stock level of medicines, providing a benefit to their part.

The cabinet would be kept secure through fingerprint ID and facial recognition. Furthermore, the face-to-face contact could connect the user to the pharmacist for consultation.

Benefits

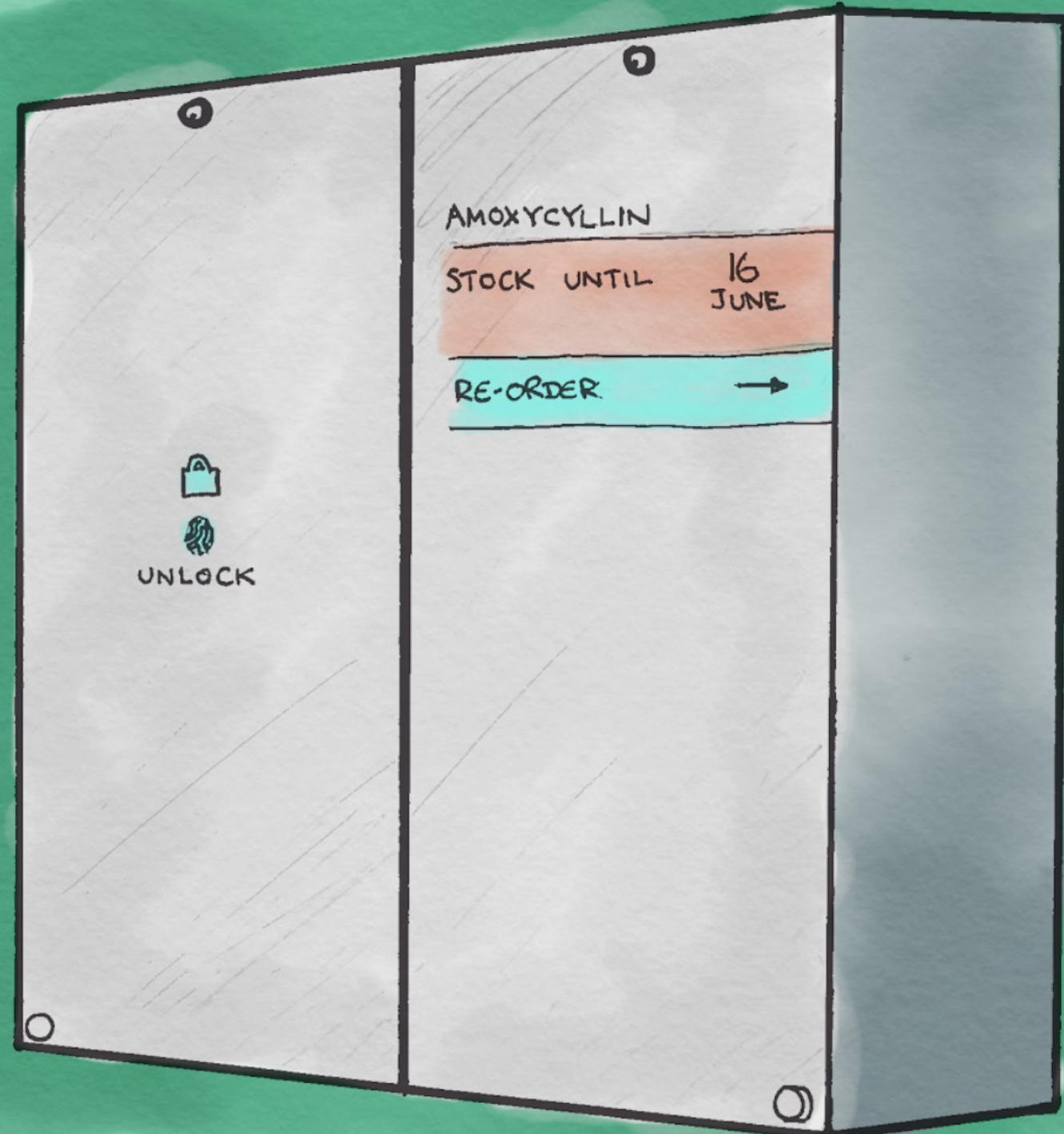


This concept would aim to mainly tackle 4 of our six identified user frustrations.

- An innovative way to display medicines, with subtle reminders when stock low.
- Incorporating communicative and fluid service, benefiting both parties.
- Safe and secure, enhancing a storage system for more convenience.

Potential Development/Consideration

- Personal Installation for a User. Professional use for a pharmacist.
- Explore the value of embedding other concepts into this one?



Concept Evaluation



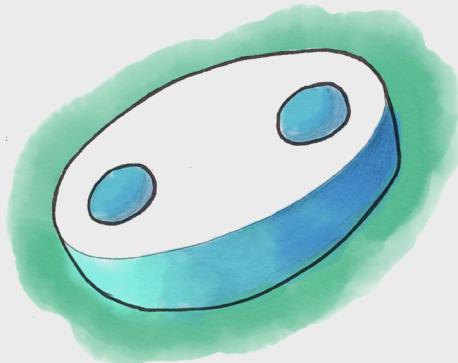
Prescription Stock Scanning

We love that:

- It is a design that grows with user confidence.
- Patients can view their own medical history to track their own health.
- Stock issues are tackled.
- Physicality of prescription remains for traditional users.

However:

- There is a lot of competition within healthcare. We need to emphasise the community feed, personal tracking and other unique features.
- There is a lot of competition within healthcare. We need to emphasise the community feed, personal tracking and other unique features.



Med Order Home Button

We love that:

- It is simple, seamless and potentially accessible to the elderly.
- It is perfect for users that cannot move far at all.
- The home aspect fulfils the idea that there can be healthcare within the heart of a community.

However:

- Feedback received was sceptical. 'Too easy' & 'Too good to be true'.
- Perhaps the immobile would be receiving special care already.
- Potentially a novelty.



Healthcare Tracking Cabinet

We love that:

- It is a glimpse into more futuristic healthcare alternatives.
- It is secure, personal and within the patient's home.

However:

- It may not be worth the effort and price to install at this time.
- This concept within the app format of concept 1 may provide a more accessible concept.

We have decided to merge the metaphor of a Healthcare Tracking Cabinet into a mobile application similar to the Prescription Stock Scanning concept.



Refined Concept

Refining our Concepts

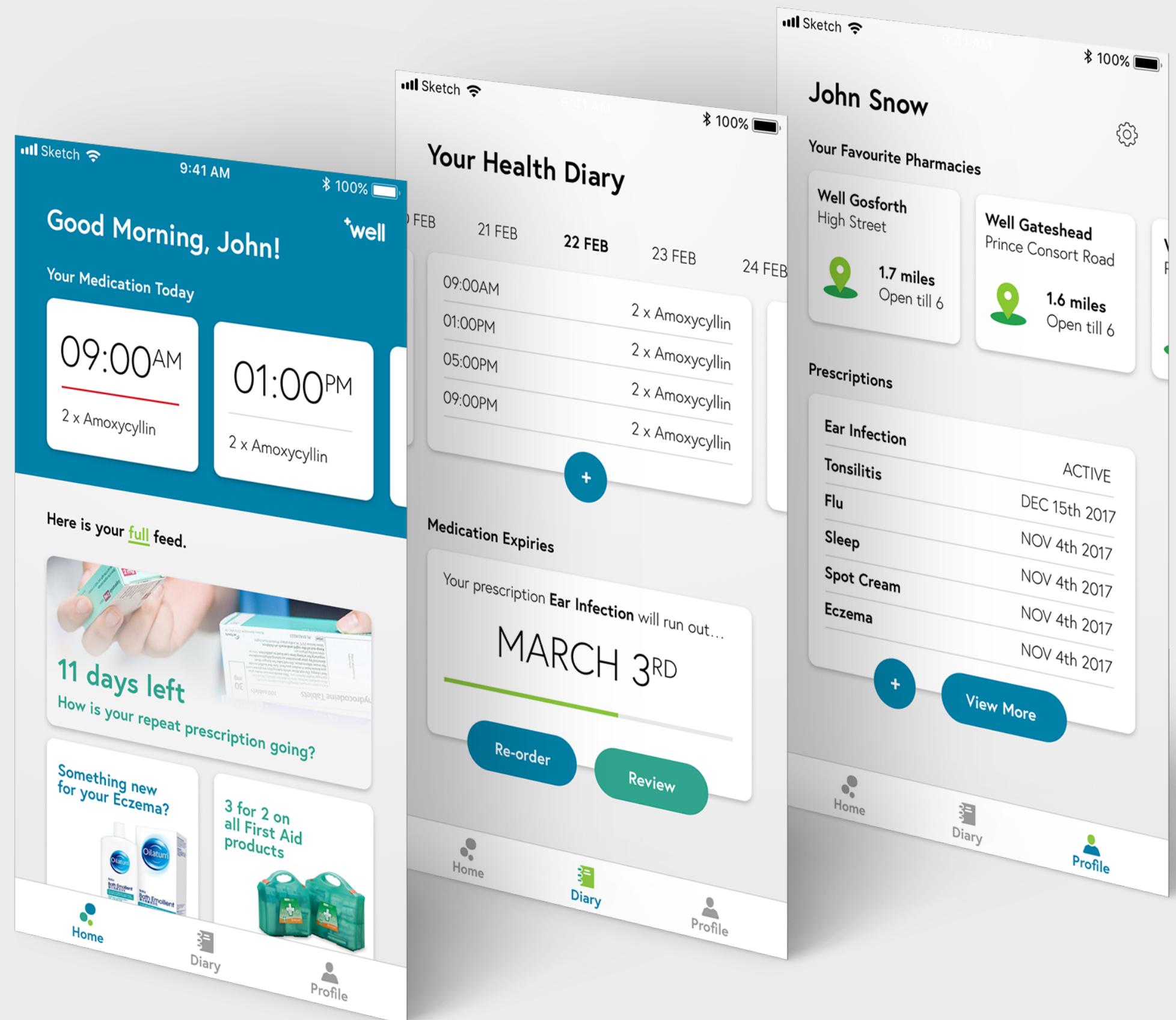
Health Hub

Service/Product

A diary based healthcare tracking application for patients to scan and review their medication, find available stock and place orders conveniently.

The USP

This user data is collated into a community areas based on postcodes, where pharmacists can review anonymous patient habits, behaviours and trends. Informed advertisement will feature on the application based on the patients community, as well as the specific Bricks and Mortar pharmacy promoting suitable offers, services and products.



Helping Well's Mission

Well's Service

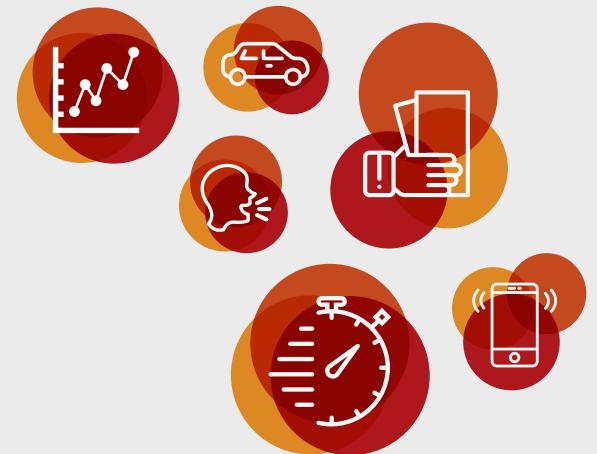
'The Community Pharmacist' with a brand promised of 'Personalised Healthcare in the heart of the Community'. Further identified values of Well include: and expertise in prescriptions with well being and support.

'Community' is a theme that has high importance. A community is tangible; community is cohesive; community brings people together in ways that allow them to do things that could not be done in isolation.

How our Service will enhance the 'Well' Community?

The service product tracks the customers usage of drugs and prescriptions. Feeding valuable data to the pharmacists who can then organise their specific 'Well' branch to that community. For example, if there was a rise in purchases of nicotine patches, 'Well' can promote their 'Quit Smoking' service through the app or advertisement leaflets.

Tackling User Frustrations



We believe the refined idea will tackle all of our identified issues.

Stock levels are frustrating

Sometimes pharmacies will run out of stock. In order to help this be communicated, we will be able to display which pharmacies can fulfil a prescription before a user makes a trip. Also, pre-warnings of when prescription will run out help the user manage their time, and pharmacies will be able to see whereabouts in the country the demand for particular drugs are, to help distribution.

Travelling between GP and Chemist

Advertising delivery options will eliminate this, as well as displaying pharmacy stock details before making a trip, so a patient knows it is worth while.

The Prescription Slip

Giving the patient an option to scan in their prescription eliminates the need for a paper prescription, which protects them in case it is lost or stolen. The digital copy will be easily reviewed and tracked, and more traditional patients will still be able to use the paper alternative.

A lack of communication and personal service

This is the main selling point. Pharmacies are bound to be overworked, but providing this platform should increase communication between professionals and patients. Patients can now track their own health, recall previous medication and receive convenient access to their pharmacy that fits their lifestyle.

Waiting Times

We intend to provide hourly time slots for picking up or delivering medication. This ensures users can have a rough idea of when they can receive drugs, as well as opening up busy pharmacy staff to take care of other more important tasks.

The Fear of Obstructing Technology

Users of our app will contribute to their community health feed. This will inform pharmacy staff of the surrounding areas needs and behaviours at a specific time. This ensures that even the most reluctant will still receive a beneficial service thanks to the digital users.

App Features

Medication Timetable

After a user scans in their prescriptions, a recommended time table will be displayed each day. This is useful, especially if they have multiple prescriptions .

Feed Filter

Users will have the option to filter their home feed and refine it based on their own profile and activity, their active community and any Well groups they may have opted in for in the onboarding stage.

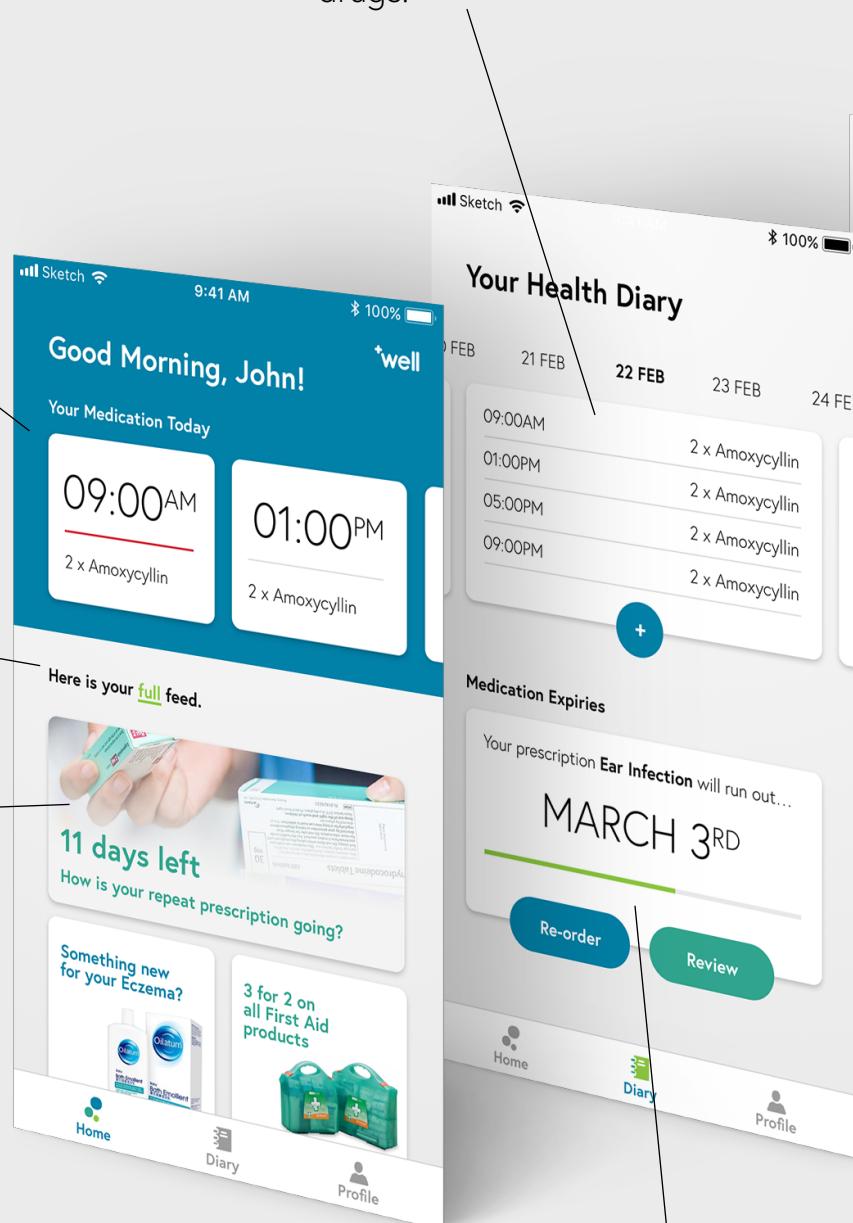
Personalised Ad Types

Some examples of ads are shown.

Medicine Review is a service Well are enthusiastic to provide. At appropriate times, Well can ask the user how the prescription is going, and arrange consultations if necessary.

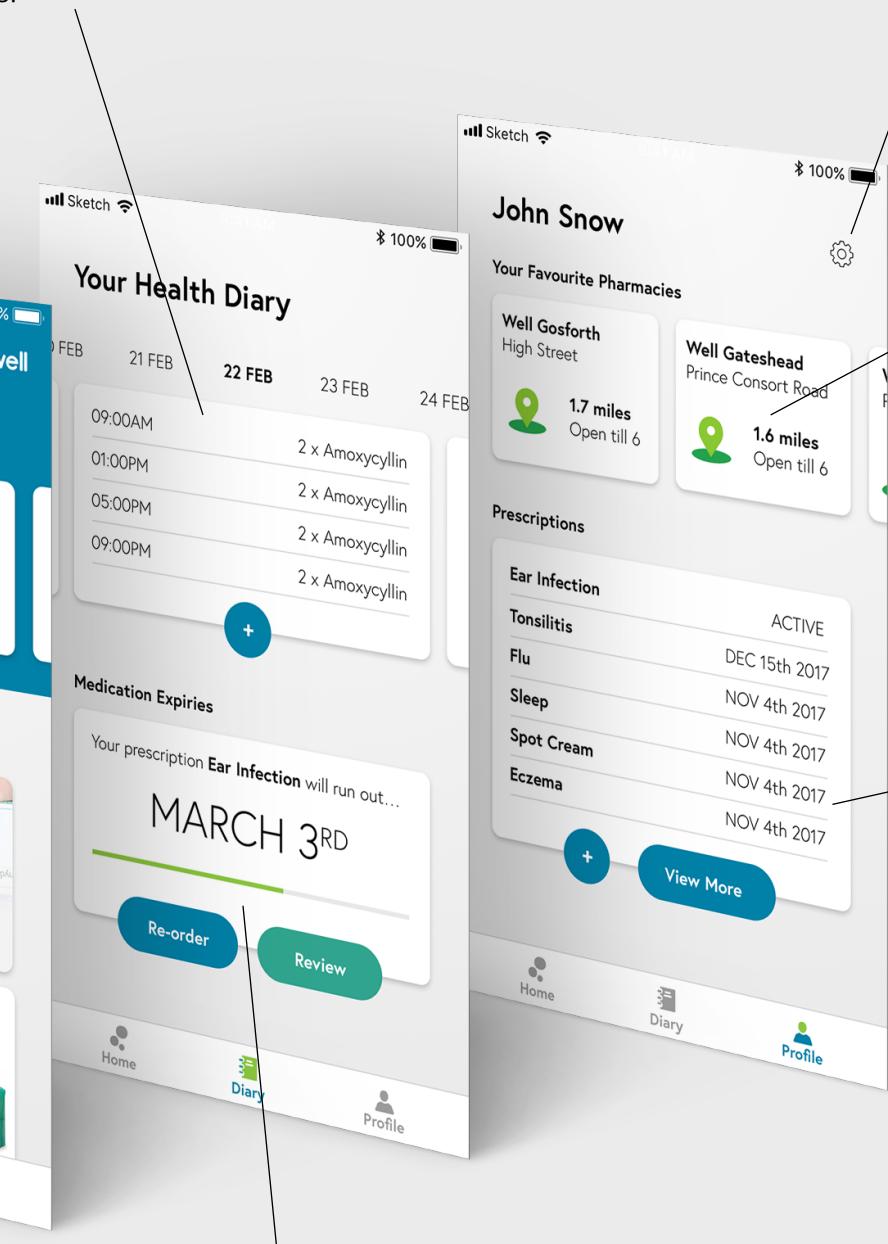
Specific drugs and products can be displayed based on a users previous prescriptions and medical ailments, for example, a new eczema product.

Also, general promotions in store can be advertised, potentially based on community trends. For example, if there is a spike in A&E usage or emergency treatments, Well could personalise their service by promoting their First Aid products.



Daily Diary Log

Here is where a user can enter and scan in medications and products. Any prescriptions they add will be included here, but they can also add one-off usage and log why, as well as OTC drugs.



Edit Profile

The profile page is where the user can reflect on their health. By editing their profile, based on location, employment, and lifestyle, they will help Well personalise the content in their Feeds accordingly.

Favourite Pharmacies

Favourite pharmacies will be ones that users can highlight as being 'local', 'preferred' or 'close-by'. From here they can view details like directions, opening hours, active promotions and staff.

Each pharmacy will have a breakdown of staff that the user might have encountered, humanising their digital experience.

Medical History

The confidential medical history will show past prescriptions and ailments.

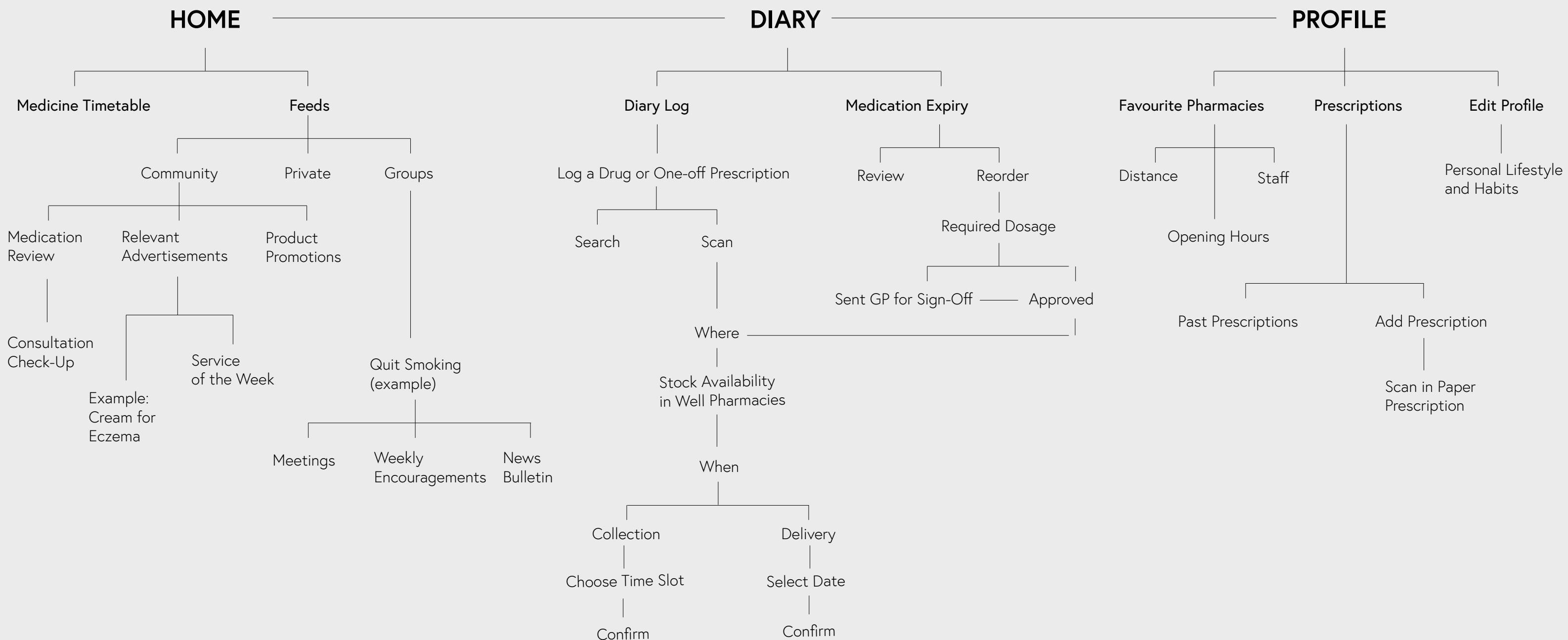
Users can name their prescriptions a more 'normal' title for easier recollection, and still be able to see the drug details. This ensures there is always a record, without pressuring patients to remember.

This is also where patients could add new prescriptions by scanning the paper document in, as a backup.

Medication Expiry

The app will highlight when a prescription is about to run out. This will prompt the user to re-order or review the prescription. From here they can easily arrange a delivery or in-store collection, from a pharmacy that will guarantee to have their full prescription needs.

App Content





Explaining the Concept

Service Iceberg

Well's USP

Truly delivering a personalised service in the heart of the community.

The true value of this concept goes beyond the mobile application. This is essentially the platform that will allow Well to receive the relevant data through user activity, in order to create a personalised service in local areas.

USER

WELL

The mobile app

On the surface, users are offered these incentives within the app:

- Digitise prescriptions, log healthcare action and receive reminders on medication.
- Track the prescription and re-order conveniently.
- Perform stock checks.
- Arrange consultations, reviews and check symptoms.

In App Content

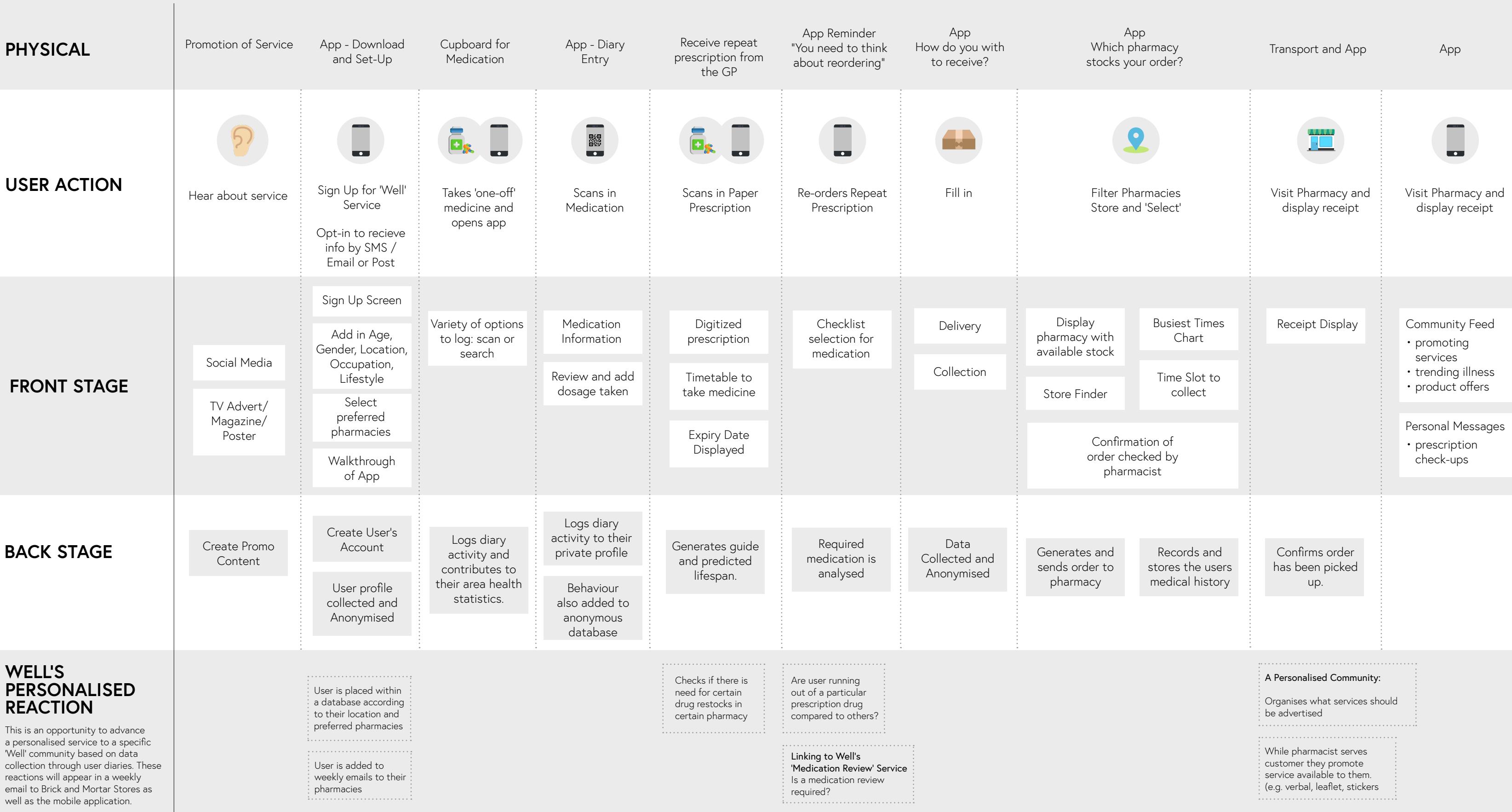
A digital marketing team at Well can look at collective area activity on the app, and provide specific content (similarly to sponsored ads) to the 'Community Feed' feature of the app. This could include services like Weight Management or Quit Smoking. Also content can be based on a specific user profile that is required when onboarding, as well as user activity (suggesting medicine reviews, promotions, etc.).

Improved Customer Service (for app users & even non-users)

The information gathered from anonymous users in an area will be sent weekly to physical store staff as a statistical and informative email. Staff can ensure their team briefs include promoting specific services and information based on their community so they can inform patients.

Physical promotion/advertisement can also be sent to staff to display within the Brick & Mortar stores.

Service Blueprint



User Interaction



The user will scan in prescription forms, medication bottles or manually log any healthcare product they have used as they acquire it.

'Informed adverts' can be promoted about different Well services relating to the patient's profile and history.

The app will send reminders on taking medication, as well as building up a confidential healthcare profile for the patient to reflect on.

A medication deadline will be worked out from the patient usage. Here the patient will be able to generate a new order or set up a medication review with a pharmacist in-store. They can just select as much or as little of the medication as they need.

Acquiry of orders can be selected. Here a patient can manage whether they want collection, delivery or to give permission for a third party pickup.

If collection is chosen, a full list of pharmacist with the full order available will be displayed, saving the user the effort of going without knowing.

Well's Edge Against Competition

Big Data Usage



The patients has built up a medical history and data regarding medication, prescriptions and health

This data is anonymised to a general profile based on age, gender, location, occupation and lifestyle (smoker/non-smoker, weight, etc.)

The data can be reviewed and analysed based on a postcode area. This could highlight healthcare trends and spikes within the community that a specific pharmacy cares for.

The pharmacist will receive this summarised data as a weekly email, helping them improve their customer service for their region.



If the user opts in, they can receive post, SMS messages or emails about their 'Community Health'.



Brick and Mortar stores can advertise services that they think their specific community might benefit from.



Collaborative Planning

Planned Deliverables

Deliverables

Design Document

A combination of our research, concept, development and future speculation.

Hero Image

Main Screen Mockups (Home, Prescription, Article)

Video Advert

- Flint Prototype
 - iPhone home > Home Screen
 - Nearby Stock Scrolling (maybe click through)
 - Home Screen > Review Prescription
 - Content Feed Scroll
- After Effects Prototype
 - Scan New Screen > Camera > Digitised
- Staff Email

Personal Statement

500 - 750 words each. Discuss project, critique group and work, including evidence of collab.

Screen Designs Needed

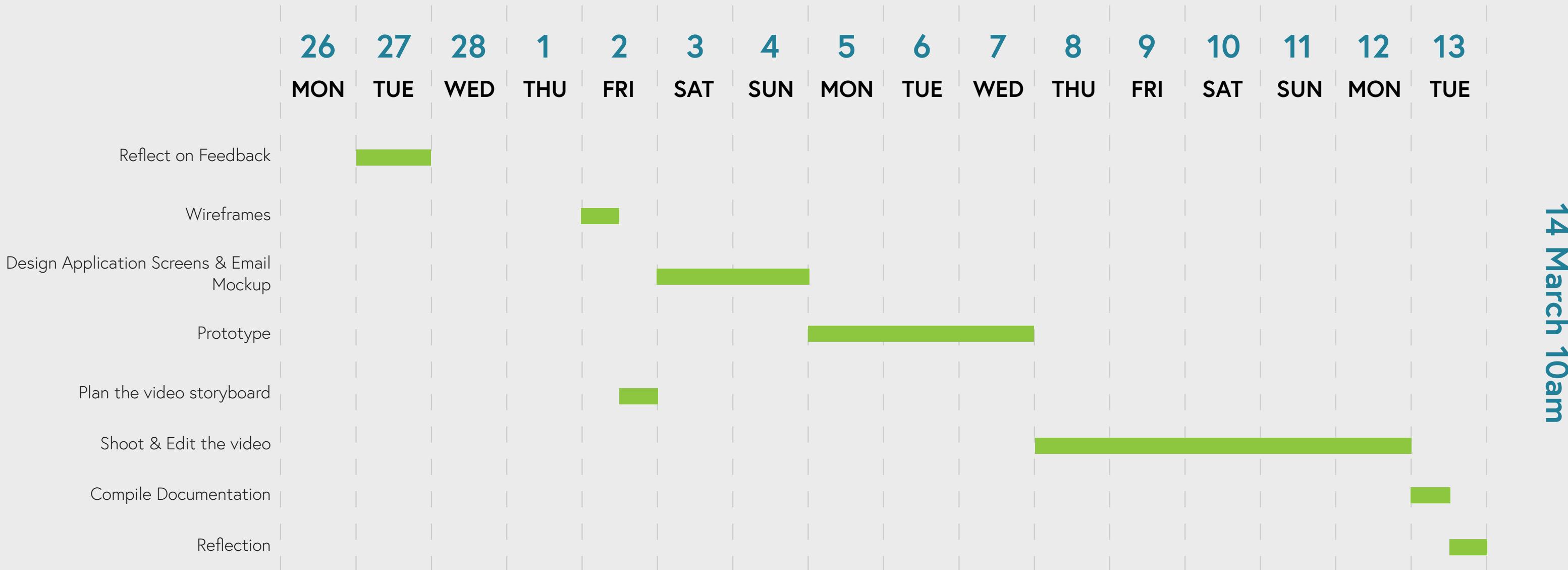
- iPhone home
- **Home**
- **Nearby Stock**
- Clicked Pharmacy
- **Review prescription**
- **Diary > New Entry**
- Digitised Prescription
- **Staff Email (Newsletter)**

Video Plan

We intend to develop a more thorough storyboard as part of our next steps, but briefly, we intend to cover this narrative in our advert.

- Issues found
- Concept mockups with Summary 25 words
- Main Features - list (3/4 max with infographics)
- USP - for Well (with infographic cycle developed)
- Visualise and emphasise personal-community additions, including:
 - Home screen ads.
 - Staff email.
 - Change of approach - promoting service to in store, or post/ leaflets for example.

Collaborative Timetable





App Development



Crazy 8 Wireframes

After reflecting on feedback, we revisited the wireframing stage, outlining clearly what would be included as content in the application.

Crazy 8 Wireframes

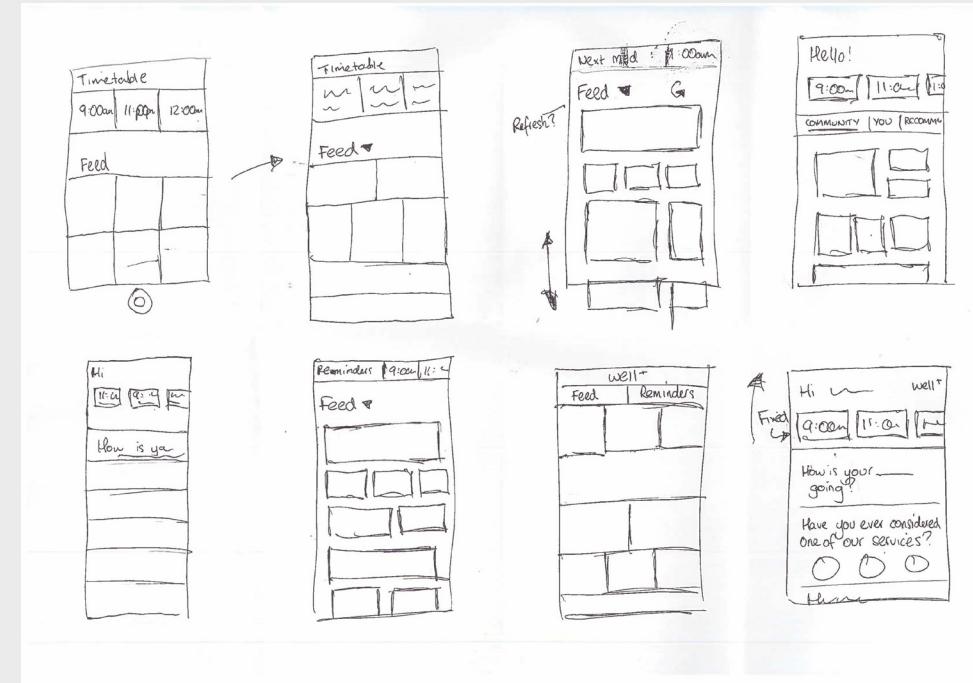
Home Screen

Combining our ideas together, it was important that the application was personal to the specific user, but also, to keep them informed on news within their community. Splitting the content, first would be displayed a timetable of the users medication, if they are on a repeat prescription.

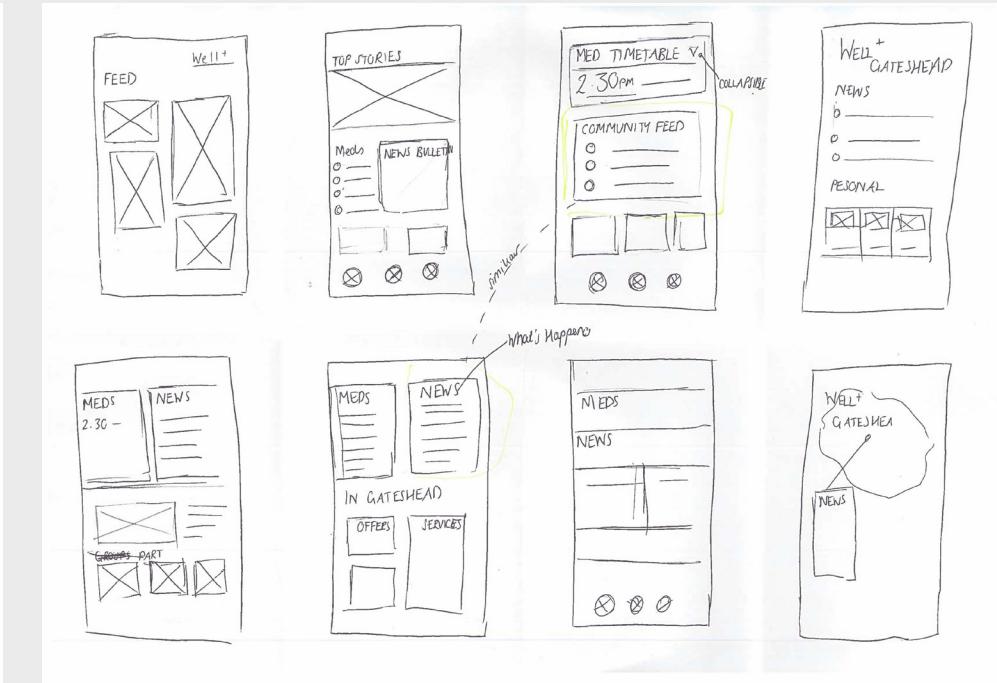
We have introduced a new community feed in the form of a bulletin board. This would be filtered to the users specific postcode, keeping the community locally informed.

Underneath, a unique feed for the user would be displayed. For example, if the user is on a repeat prescription, friendly questions such as 'How is it going?' prompts the user to select the button. This would then take them to either re-order, or consult a pharmacist relating to their review prescription service.

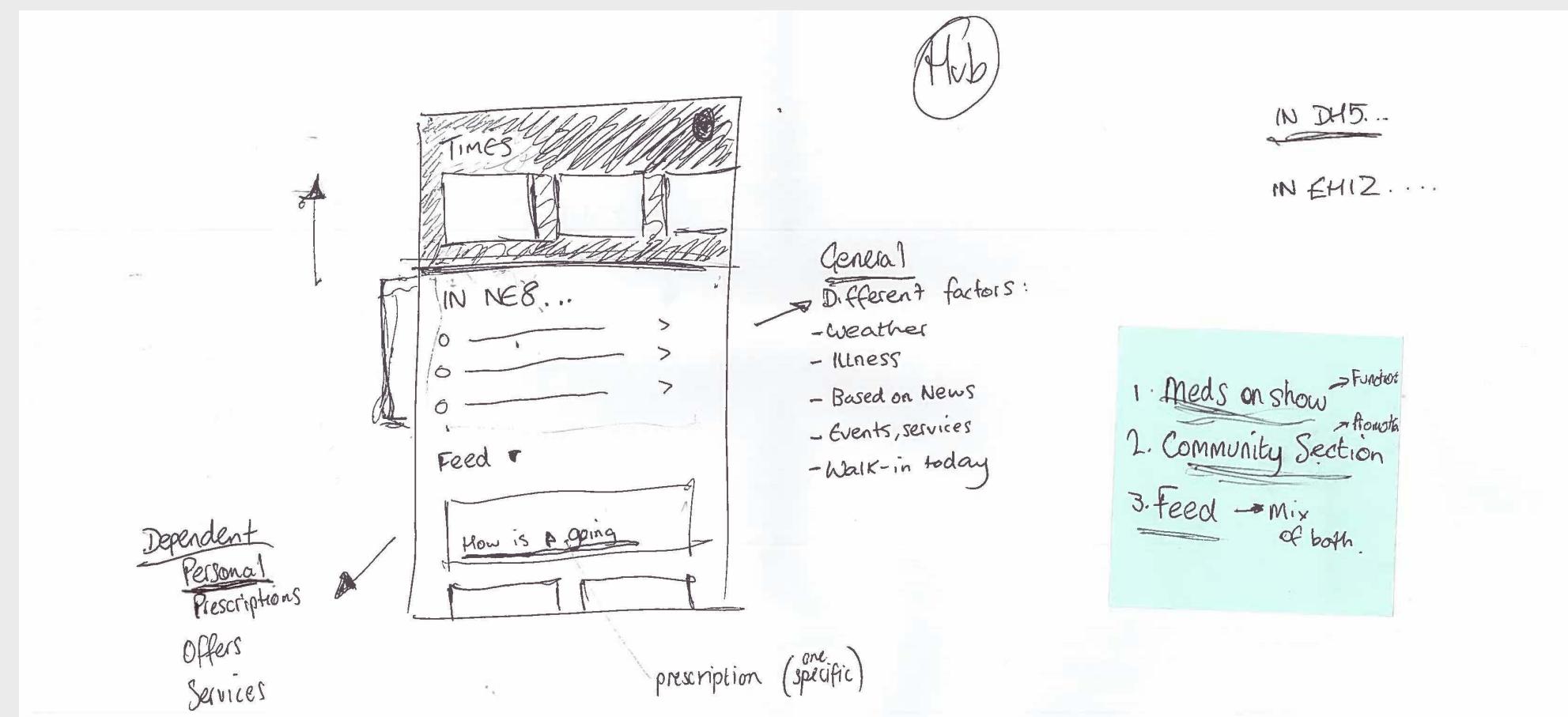
Dom



Sarrah



Combined



Crazy 8 Wireframes

Stock

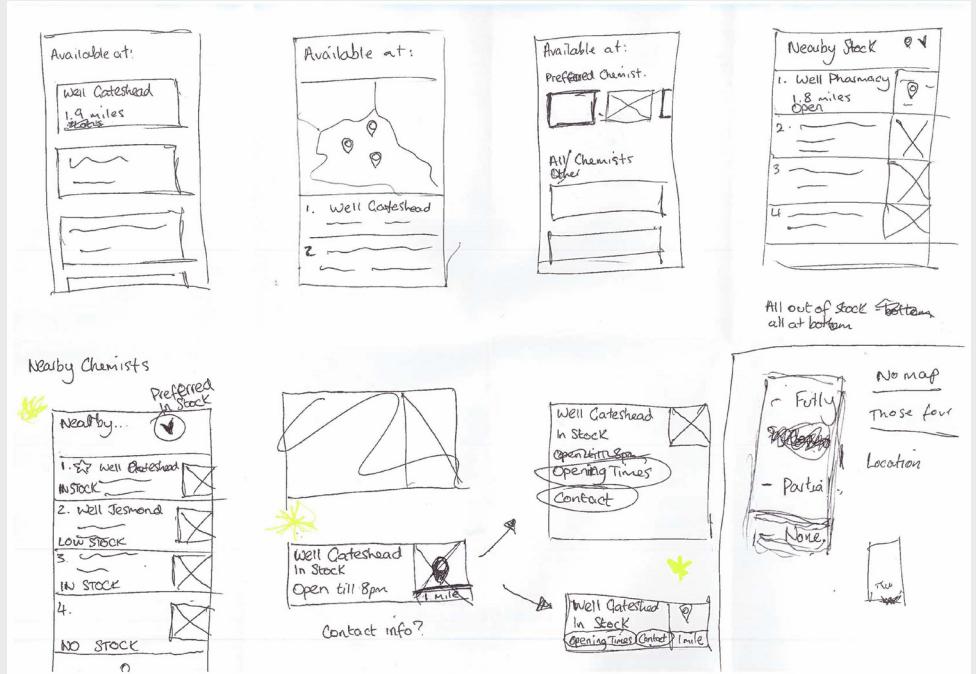
The 'stock' page seemed a little more tricky than initially anticipated, and took some time to combine a suitable solution.

Dom's wireframes tackled the process of displaying nearby pharmacies, or preferred chemists, with full stock. He took into account the contact information that would be displayed if the user selected the pharmacy. This would be opening hours of the pharmacy and a map link to gain directions for the user.

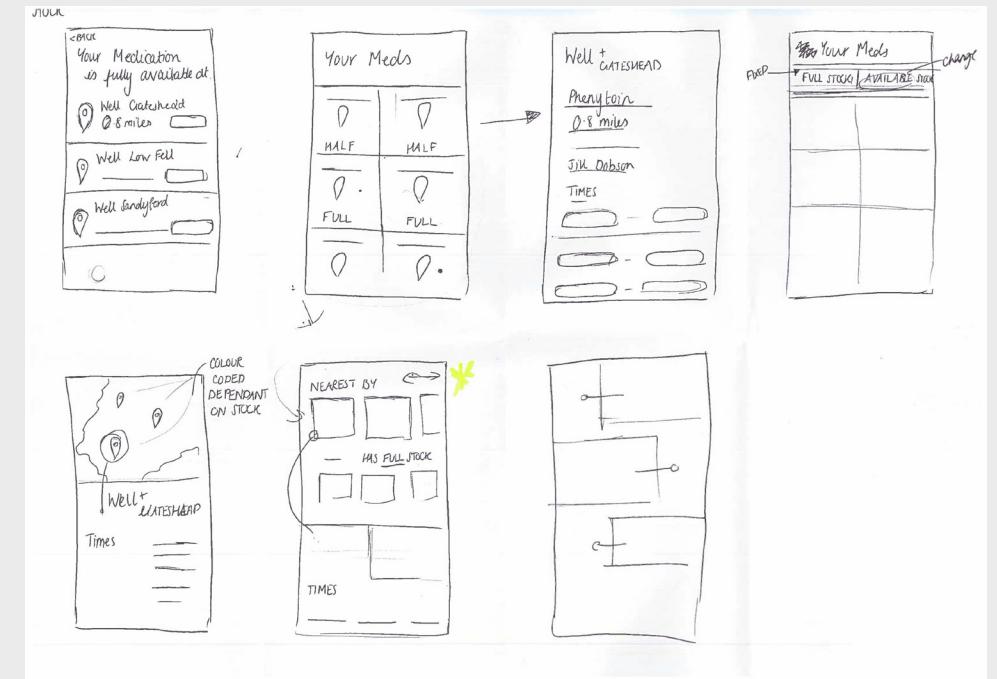
Sarrah's wireframes looked at displaying the pharmacies nearby, with their stock availability. A card system was attempted displaying both options. So a stream of nearby pharmacies, and pharmacies that only has full stock. However this may be confusing as they would only want to see the most suitable pharmacy.

It was agreed between us, by looking back at our user research, that users would favour pharmacies with full stock availability. But we also took into account to display partial available stock, in such case that the user needs the medicine as soon as possible, and does not mind if it only partially available. However visually, we favoured the full available stock to be the main focus in form of a card. The user would swipe through horizontally at any other pharmacies. Any pharmacies that had zero stock, would be displayed, but greyed out. This is to inform the user, so they are aware.

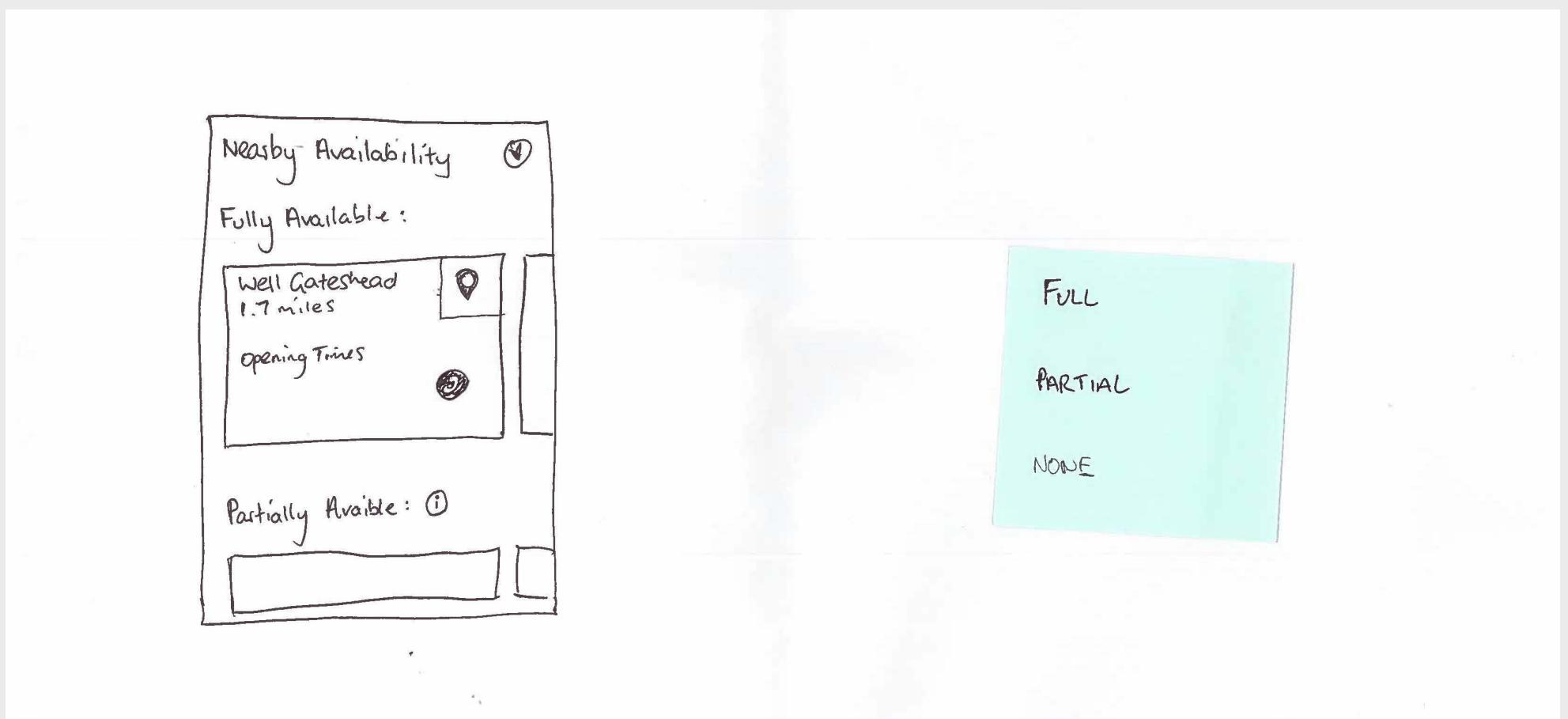
Dom



Sarrah



Combined



Crazy 8 Wireframes

Prescription

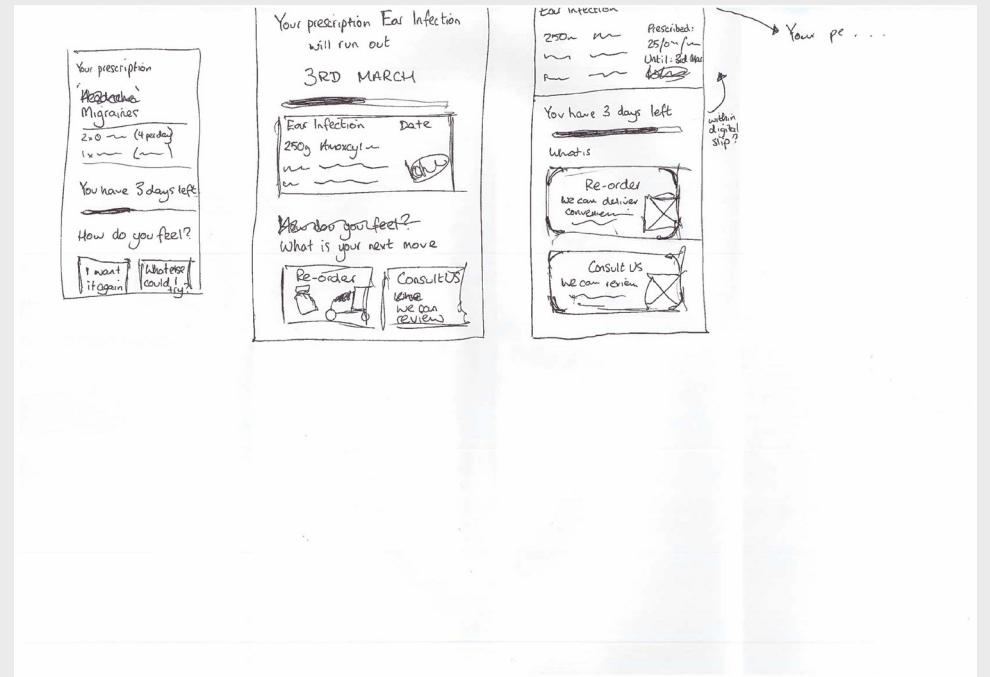
There would be two ways the user could access this page: through the home screen on the personal feed, or within the diary. In this situation we agreed to map out if the user selected it from the home screen.

Dom digitised the prescription, showing the medical terms. He also included when the prescription was intending to run out which would then prompt the user to reorder, or consult a pharmacist for their prescription review service.

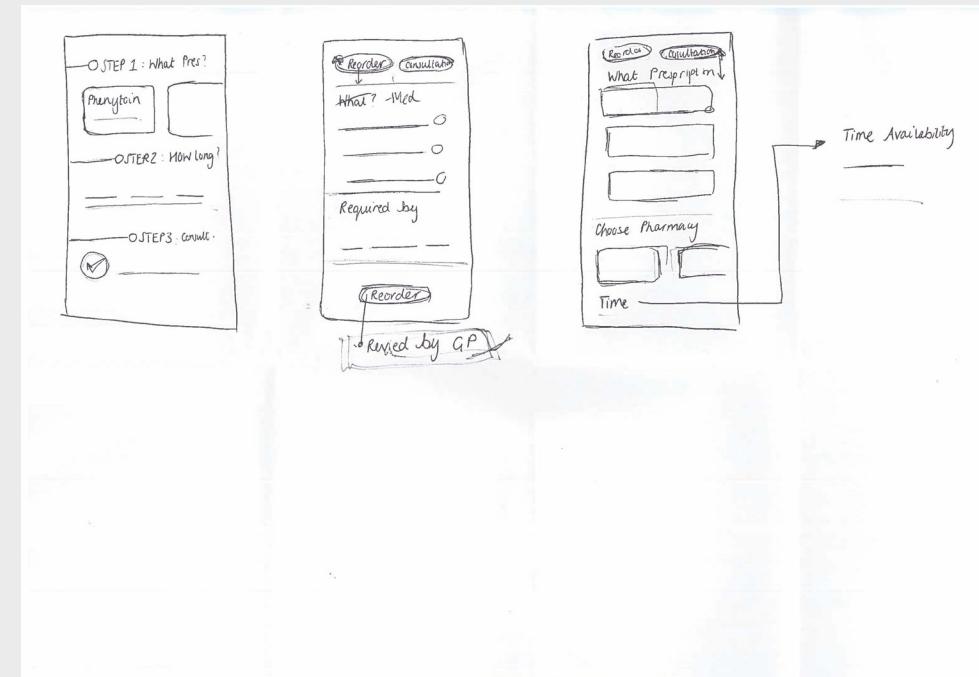
Sarrah took an alternative route and thought of a situation if the user has more than one prescription. However it was outlined that if the user was selecting it from the home screen, it would have been specified for that particular prescription. Therefore, no need for that step-by-step process.

We had decided to agree on Dom's wireframes as it was linked more uniquely to a specified prescription.

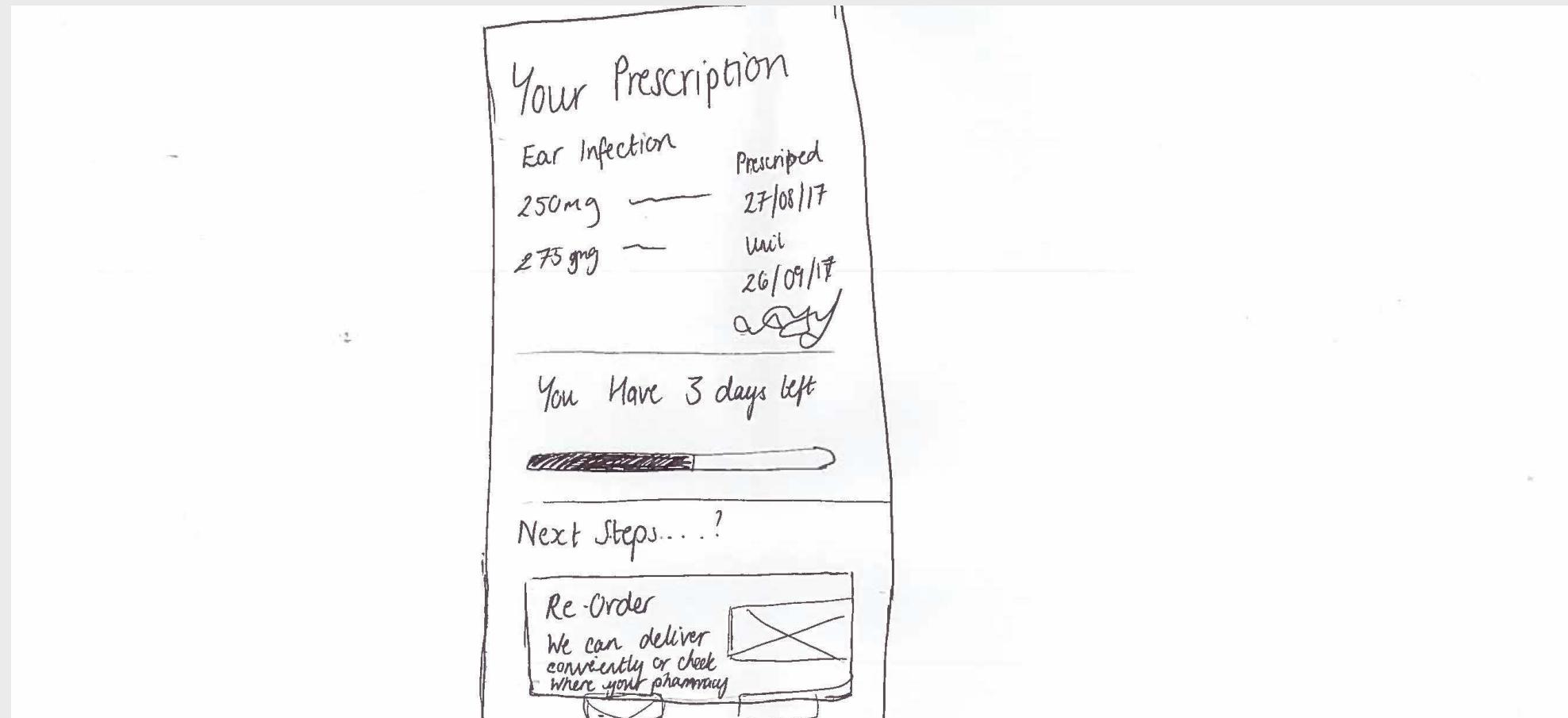
Dom



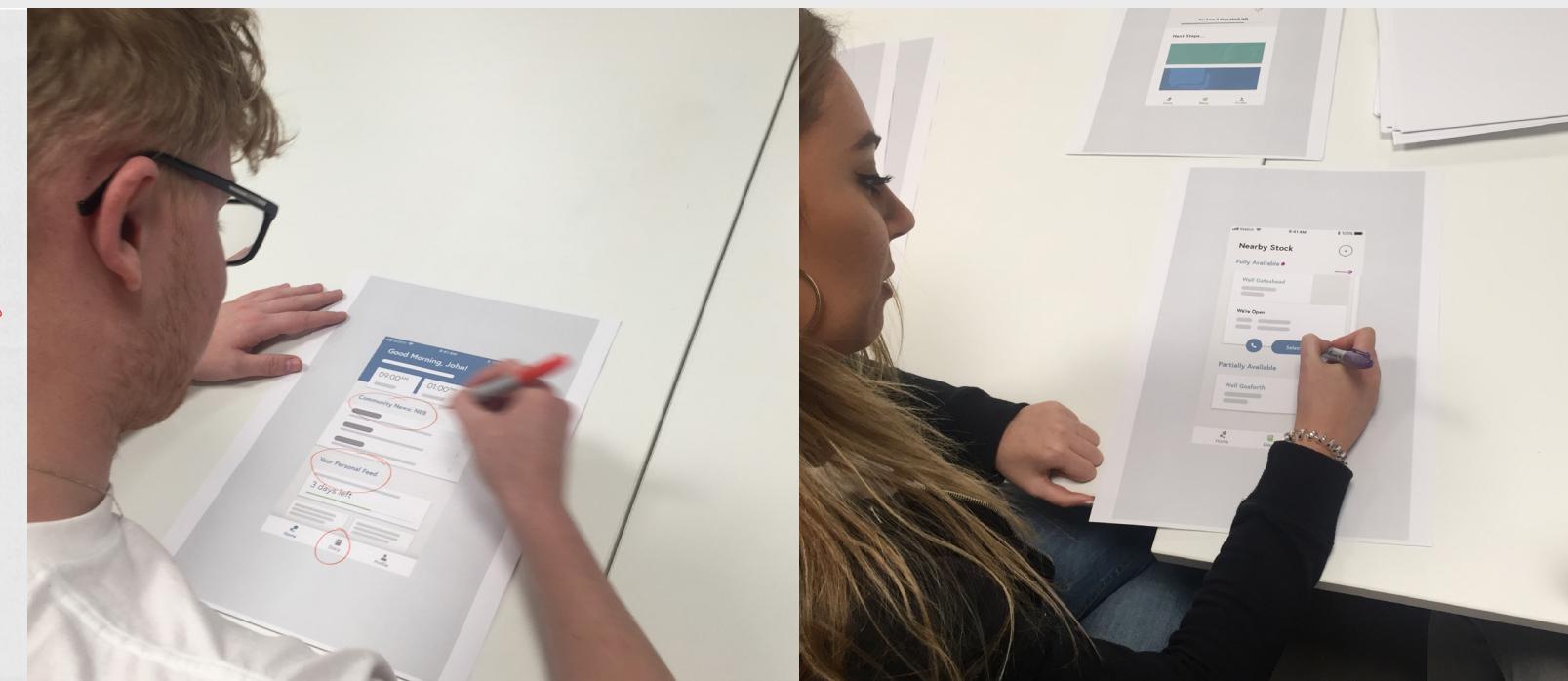
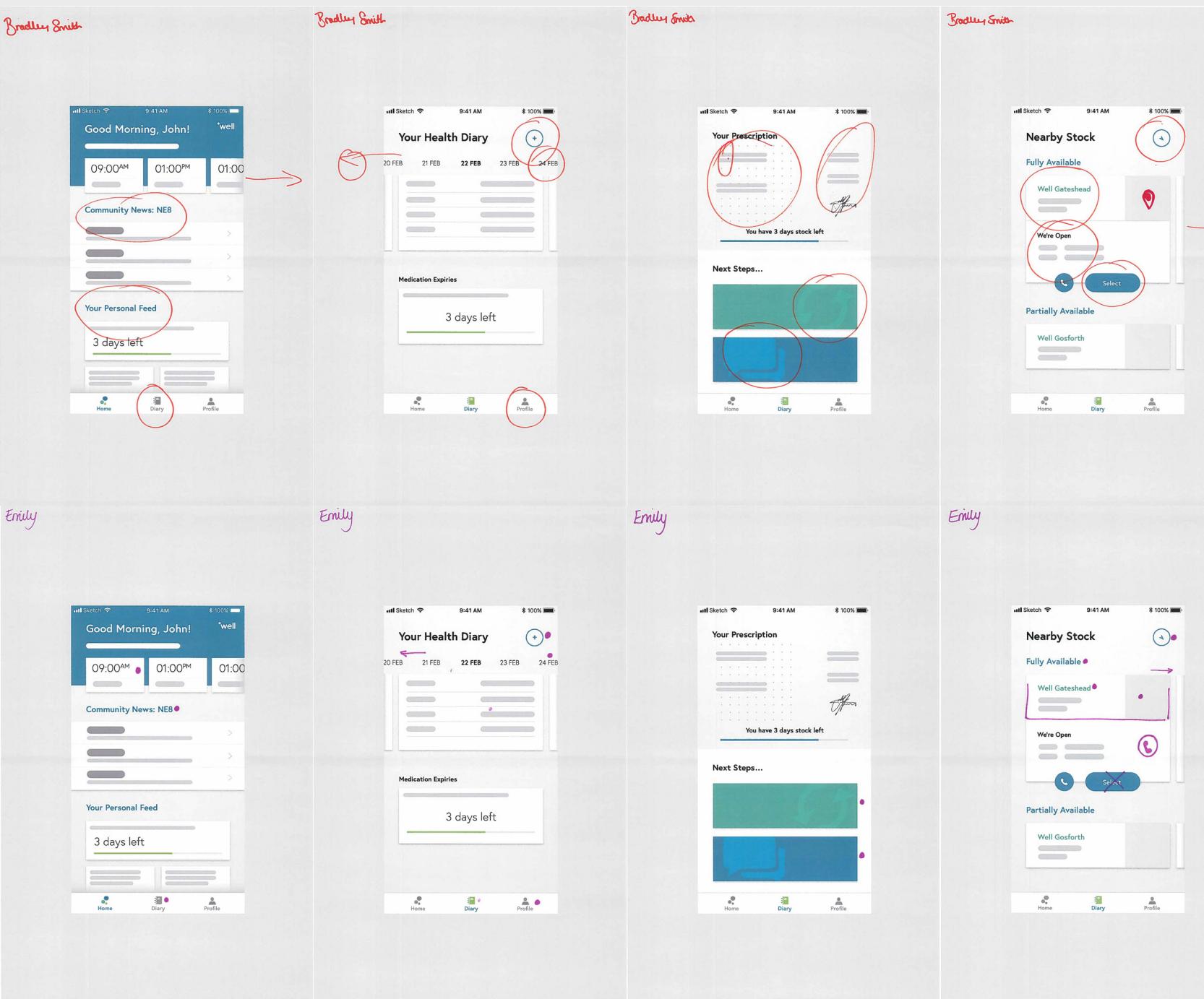
Sarrah



Combined



Blank Wireframe Testing



In order to ensure the screens we conceptualised were usable and logical, we decided to initially just design blank wireframes. Information was restricted to titles and buttons and icons were dropped in and simplified. UsTwo suggested this method of testing as we would be able to gain insight from our users about what kind of content they expect in each part of the screens they were looking at.

Interestingly, we found a few of our screens had some navigation issues. The Available Stock page wasn't as clear as our wireframes may have suggested.

The issue we faced was that by displaying more information within the pharmacy card, we diverted away from it looking like a pressable bit of content. Instead it looked like a page. We knew we had to restrict the cards to less information initially, and then provide all information in a pop up style click through. Here we could allow users to confirm their selection as long as they are happy with the information.

Hi Fi Mockups

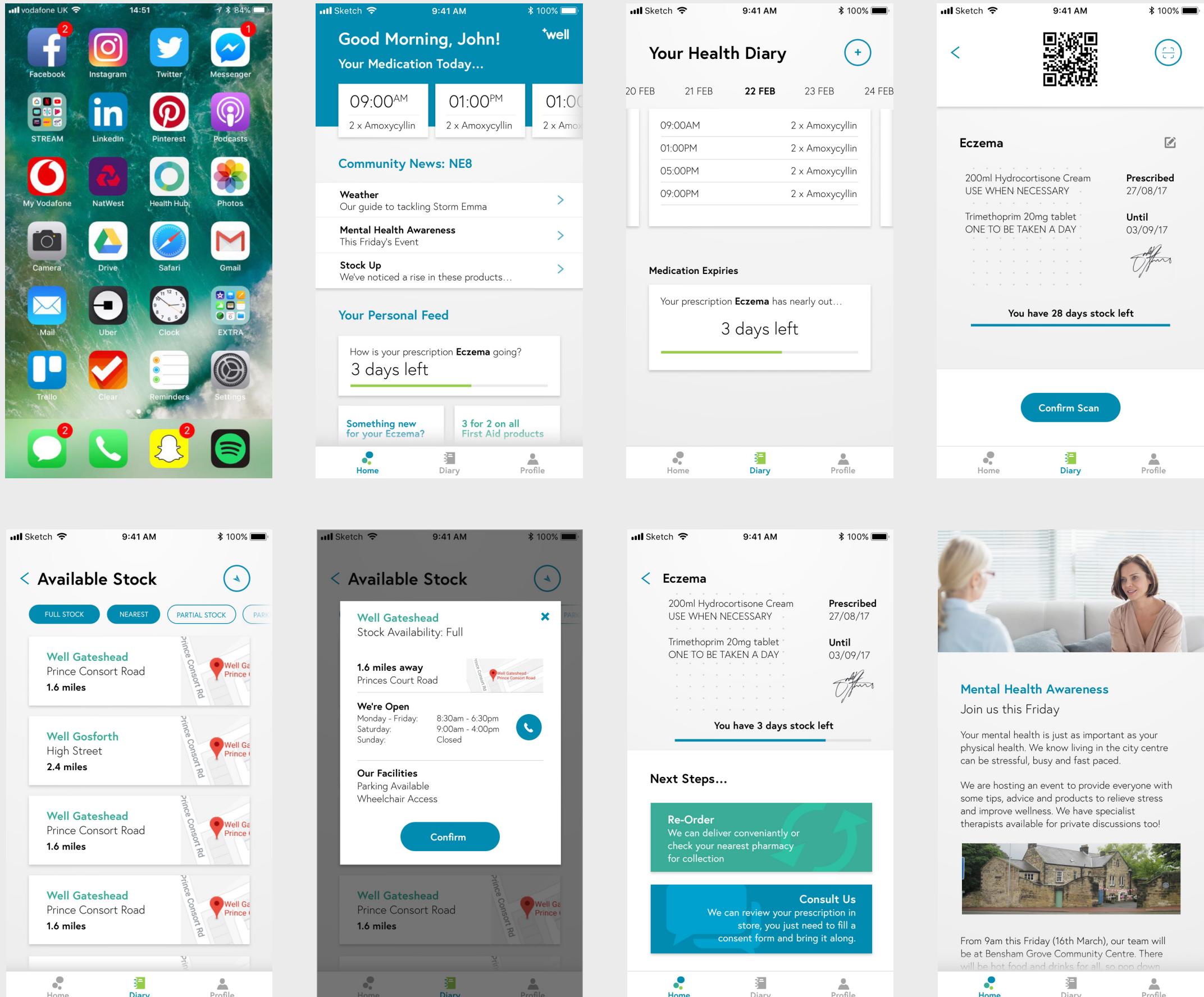
In terms of styling, we didn't want to stray far away from Well's brand at all. Colour was limited to the Well colour palette, with card layouts driving the design.

The Community Content was displayed on the home screen as a simple list. We initially planned on bullet points, but in order to make a self evident interaction, we added the arrows and slight button effect.

Specific articles like the Mental Health Awareness screen were designed to be informative and easy to consume. For this reason, we had simple and short paragraphs, with a friendly and inviting tone. This was broken by images to create a versatile article style page.

Digitising the classic prescription was tricky. We decided on a function over form layout. We displayed full prescription details as well as dates and authorising signatures. We wanted the user to be able to rename their prescription to make recollection easier at a later date. We wanted an interactive stock amount bar to reflect how long the user has left of their medication. Also, we added a subtle design metaphor of the prescription slip dots, in order to symbolise the traditional slip.

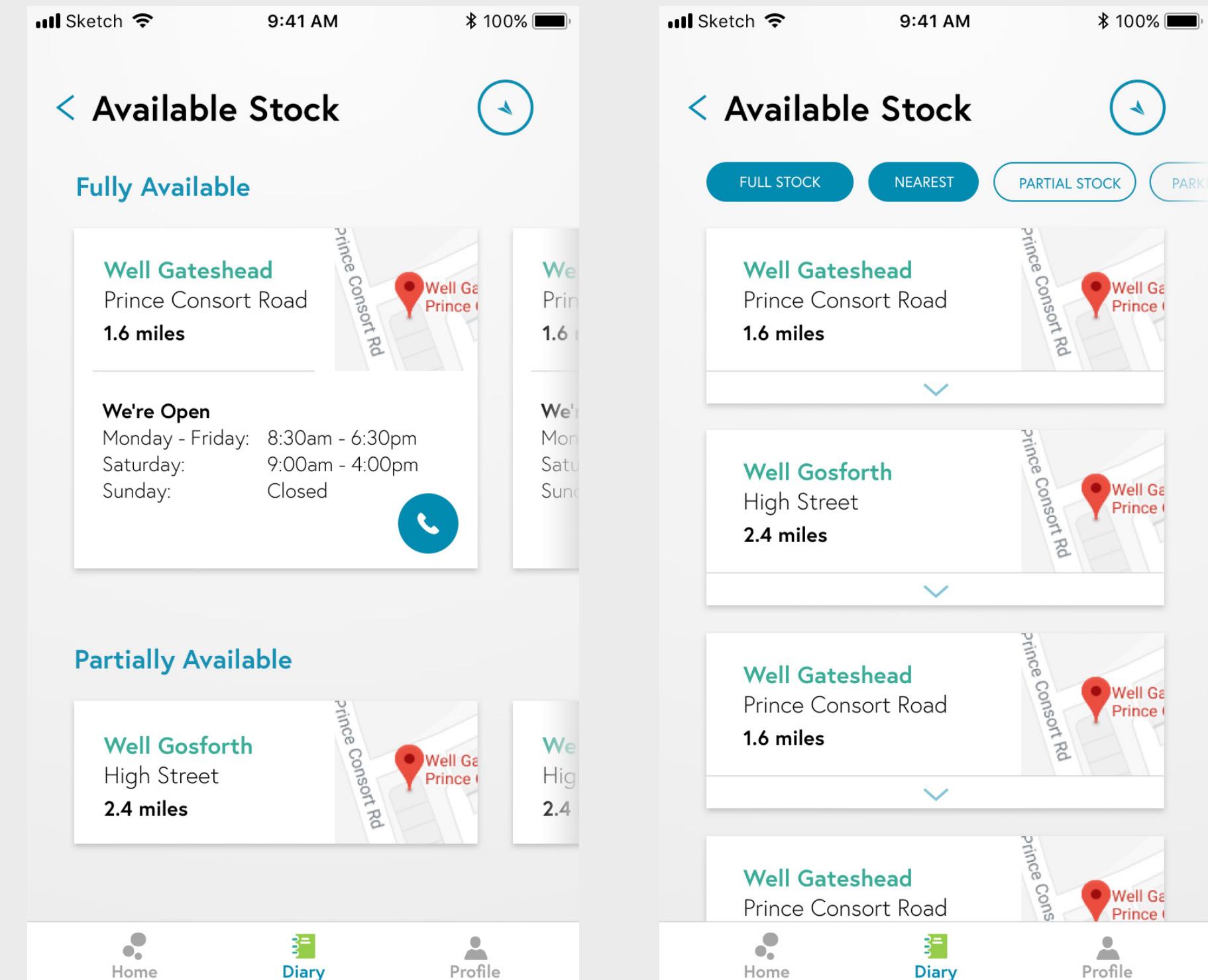
For security reason, we thought a QR code was easier than text recognition. We didn't want the scan to alter dosage amounts for example, or to give the user the option to.



Additional Testing

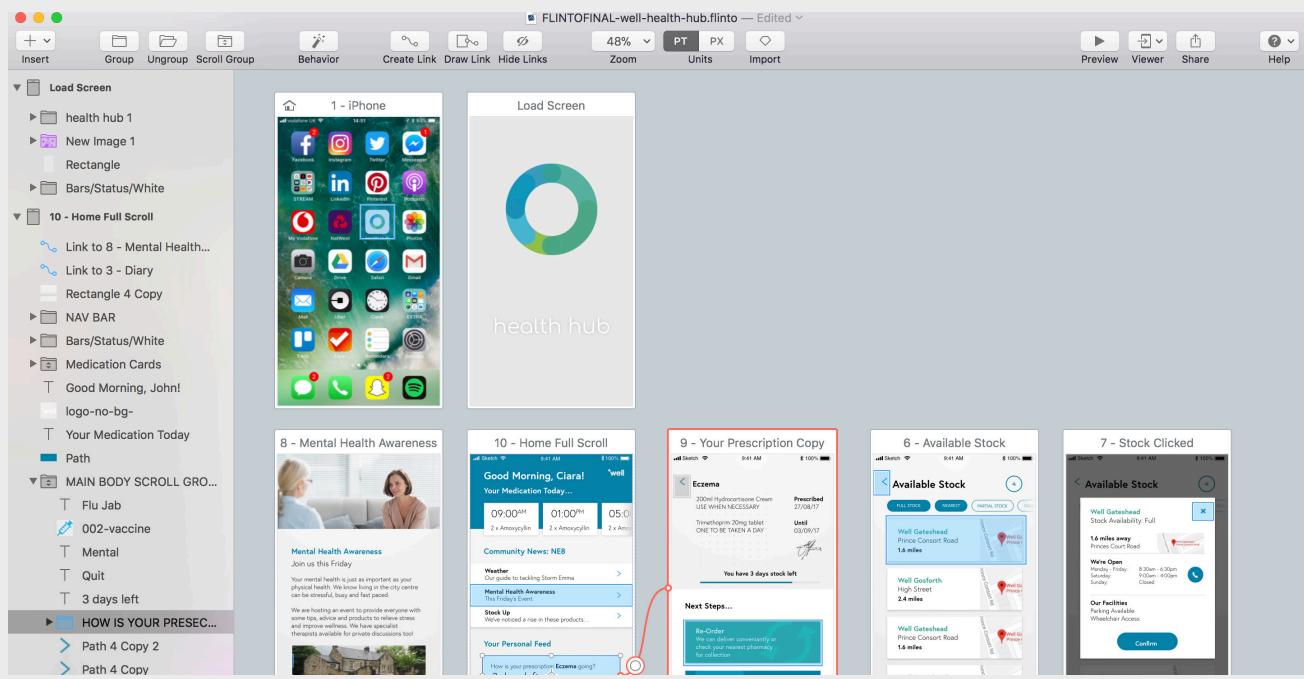
As discovered from the blank wireframing testing, the stock page interaction was confusing some users. We designed two developed pages in response to their feedback and tested them again.

The page on the left had some small changes. The select button was removed and the phone contact button was moved onto the card. The page on the right tackled a complete new interaction. Introducing a filtering system, the user would select options suitable for them then results would be displayed. Filtered options would include full and partial stock, nearest and parking availability. This allows the users a little more control to find a suitable pharmacy for them. The users preferred our new page as it was more simple to interact with, to achieve the common goal.



Prototyping

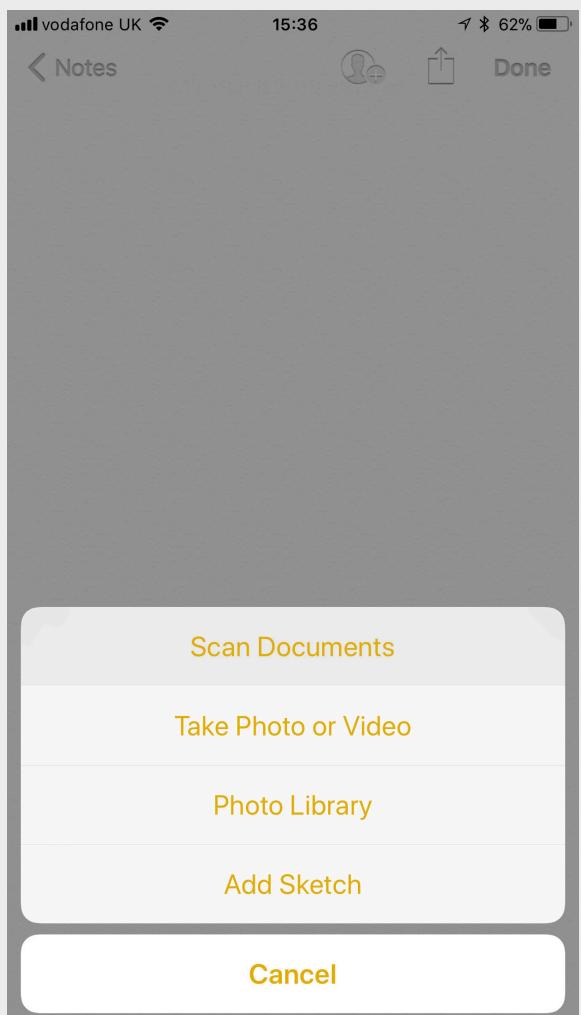
Flinto



The mobile application screens were prototyped using Flinto. Since we used Sketch to design the Hi-Fi screens, Flinto allowed us to prototype relatively quickly as the layers remained the same when imported. We linked the screens that would be displayed in the video and altered the transitions between them. The home screen was prototyped to fully scroll, to showing the community news and personal feed for the user. Flinto allowed us to screen record the prototype, making it a smooth process to transfer over the final video.

QR Code in After Effects

We were initially worried about achieving a realistic scanning effect for our prescription. This was until we stumbled across the 'Scan Document' feature within the Notes app on iPhone. It recognised documents and sections of documents. It was able



to spot our refined QR prescription slip, so we simply screen recorded this process. Then, we could mimic this process popping up as a result of adding a new diary entry.



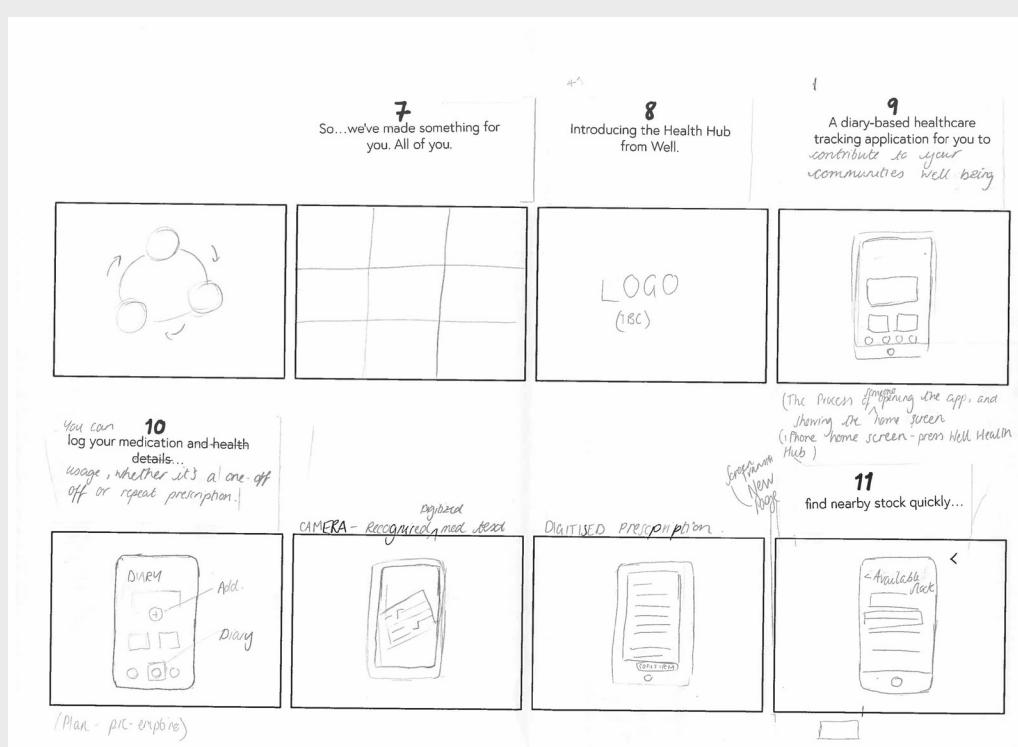
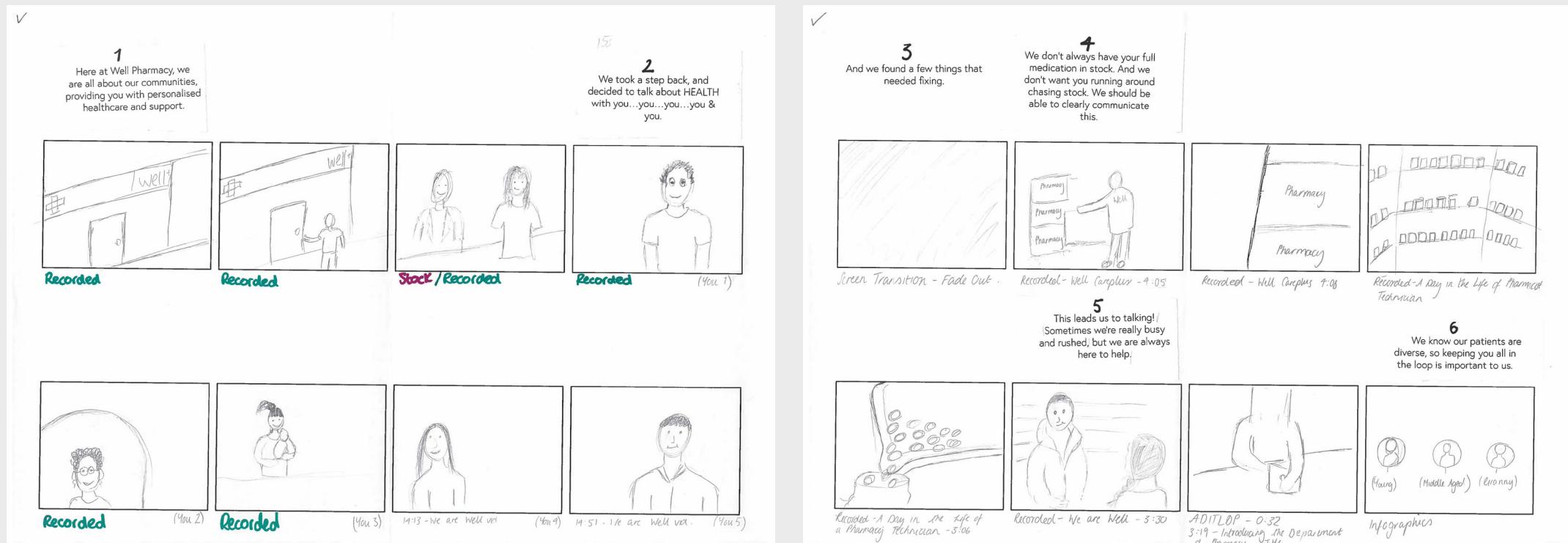


Video Development

Video Storyboarding

The Vision

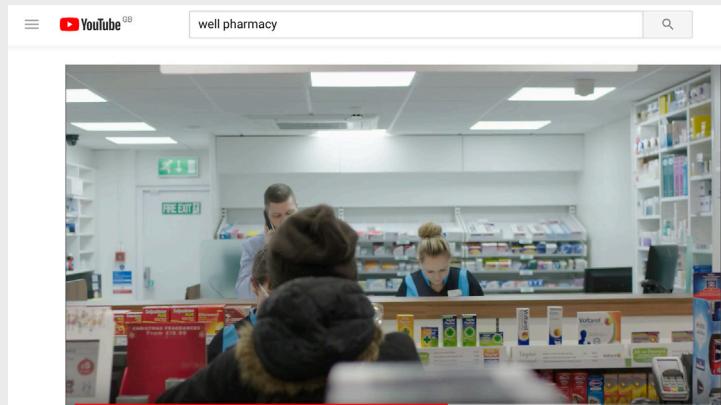
To communicate a clear idea for our video, we first wrote a voiceover script from the point of view of Well Pharmacy. A warm and welcoming tone was connoted to link back to Well's values. We outlined the frustrations which then links to promoting our product service, showing it's key features, and furthermore, it's behind-the-scenes functionality.



Video Style

Part Footage/ Part Animation

Footage



Found Footage

Well Pharmacy and Clinical Skills Suite
<https://www.youtube.com/watch?v=fnrr9fLKSmw>
 Date Accessed 07/03/18

Well Careplus in Action
<https://www.youtube.com/watch?v=Fbw0YncE49U&t=228s>
 Date Accessed 07/03/18

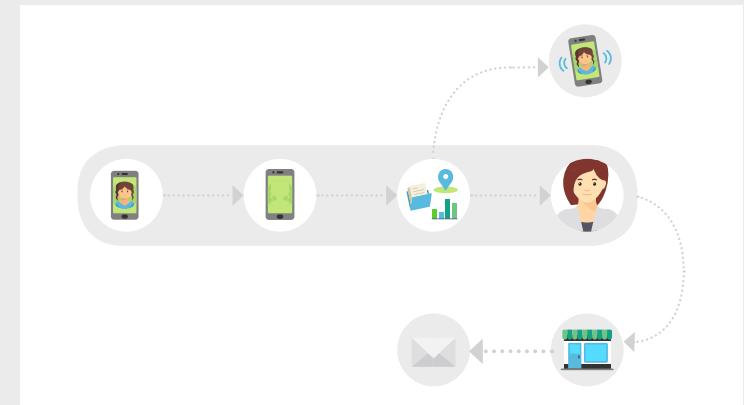
Well Careplus, our way of helping care homes be safer
<https://www.youtube.com/watch?v=vHqxI5GH-EE>
 Date Accessed 07/03/18

Well
<https://www.youtube.com/watch?v=PpWOzaOLvKk&t=87s>
 Date Accessed 08/03/18

A day in the Life of a Pharmacist Technician
https://www.youtube.com/results?search_query=day+in+the+life+of+a+pharmacy+technician+
 Date Accessed 07/03/18



Animation



Our service needed emphasis in relation to the big data usage loop that we developed. We thought that for an advertisement, this is quite a complex process to explain. We therefore decided that illustrative animation would help breakdown the process into clear steps.



We love the friendly and human nature of the Well illustrations. They inspired us to create the diverse icons for our concept. The idea is to bring these illustrations to life to visualise the process of collecting and using the anonymous patient data.

Audio Voiceover & Soundtrack

We recorded our voiceover in Ableton 309 using the script we had generated from our storyboard. For our backing track, we looked at a website called PremiumBeat.com and listened to music that had gentle and light tones. A list was made and we highlighted to top three that we felt would fit in with the Well Pharmacy brand. Eventually, we chose 'A Moment of Calm' by Ben Beiny.



Soundtrack Options

A Great Achievement - Vincent Tone

Dream Catcher - Gyom

A Positive Mind - Vincent Tone

Inner Urge - Chill Study

Sunlight in Vermont - Alexis Messier

Greater Ambitions - Vincent Tone

Homeland - Behati Kiro

Free Thinking - Ben Beiny

On the Horizon - Ben Beiny

Moment of Calm - Ben Beiny

a girl from osaka - axlux studio

MOHLOB SCRIPT

INSIGHT

Here at Well Pharmacy, we are all about our communities, providing you with personalised healthcare and support.

We took a step back, and decided to talk about HEALTH with you...you...you...you & you.

And we found a few things that needed fixing.

- We don't always have your full medication in stock. And we don't want you running around chasing stock. We should be able to clearly communicate this.
- This leads us to talking! Sometimes we're really busy and rushed, but we are always here to help.
- We know our patients are diverse, so keeping you all in the loop is important to us.

PRODUCT

So...we've made something for you. All of you.

Introducing the Health Hub from Well. [HOME](#)

A diary-based healthcare tracking application for you to log your medication and health details... [SCAN](#)
find nearby stock quickly... [WHERE/MAP](#)
and review or re-order prescription. [FEED PRESCRIPTION](#)

SERVICE

We want you to be more confident with your well-being.

But, with your permission, we could do this.

ANIMATE DATA USAGE

Your healthcare info can be summarised and anonymised.

We'll add the data into a database filtered by your postcode.

A dedicated analysis team can look for trends, spikes and predictions; based on illnesses, medication usage and our services.

We then want to personalise our content within the app, based on your local community.

This could be health related news, promotions or new treatments and services. It'll just be a screen tap away.

END DATA USAGE PATH

For those of you that prefer to pop in and chat, we haven't forgotten about you. Your local pharmacist will receive weekly emails breaking down all of your community's health data.

They will be able to advertise these required services based on your area.

ENDING

PUNCHY SWAGNESS.

Youtube found footage

<https://www.youtube.com/watch?v=gGcJu414f6g>

<https://www.youtube.com/watch?v=gJomqdMMylM>
(you, you and you etc)

<https://www.youtube.com/watch?v=Fbw0YncE49U>

<https://www.youtube.com/watch?v=8vM1KG0MPFs>

Final Video Advert

We feel like we have embodied the Well brand with our final video advertisement.

Firstly it demonstrates our research stages in a realistic way. We sat and talked to diverse people leading different lifestyles, which informed our research insights, displayed with the bold type.

The digital illustrations provide a new modern twist on the friendly Well illustration we see on their existing digital platforms.

The prototype walkthroughs show the benefits for the users, whilst the in depth animation provides a clear USP and opportunity for Well to remain future proof and fight off their competition.





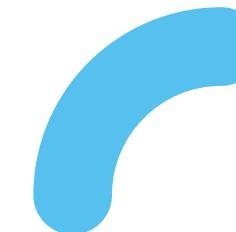
Final Solution

Project Branding

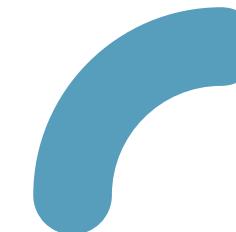
Logo



Colour Palette



#70C2EE



#5EA0C2



#93C24C



#54AD89



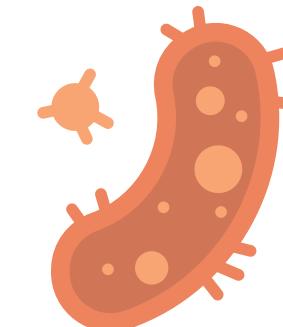
#F2F2F2

Typography:
Europa Family

Bold
Regular
Light

Personalised healthcare
in the heart of the community
Personalised healthcare
in the heart of the community
Personalised healthcare
in the heart of the community

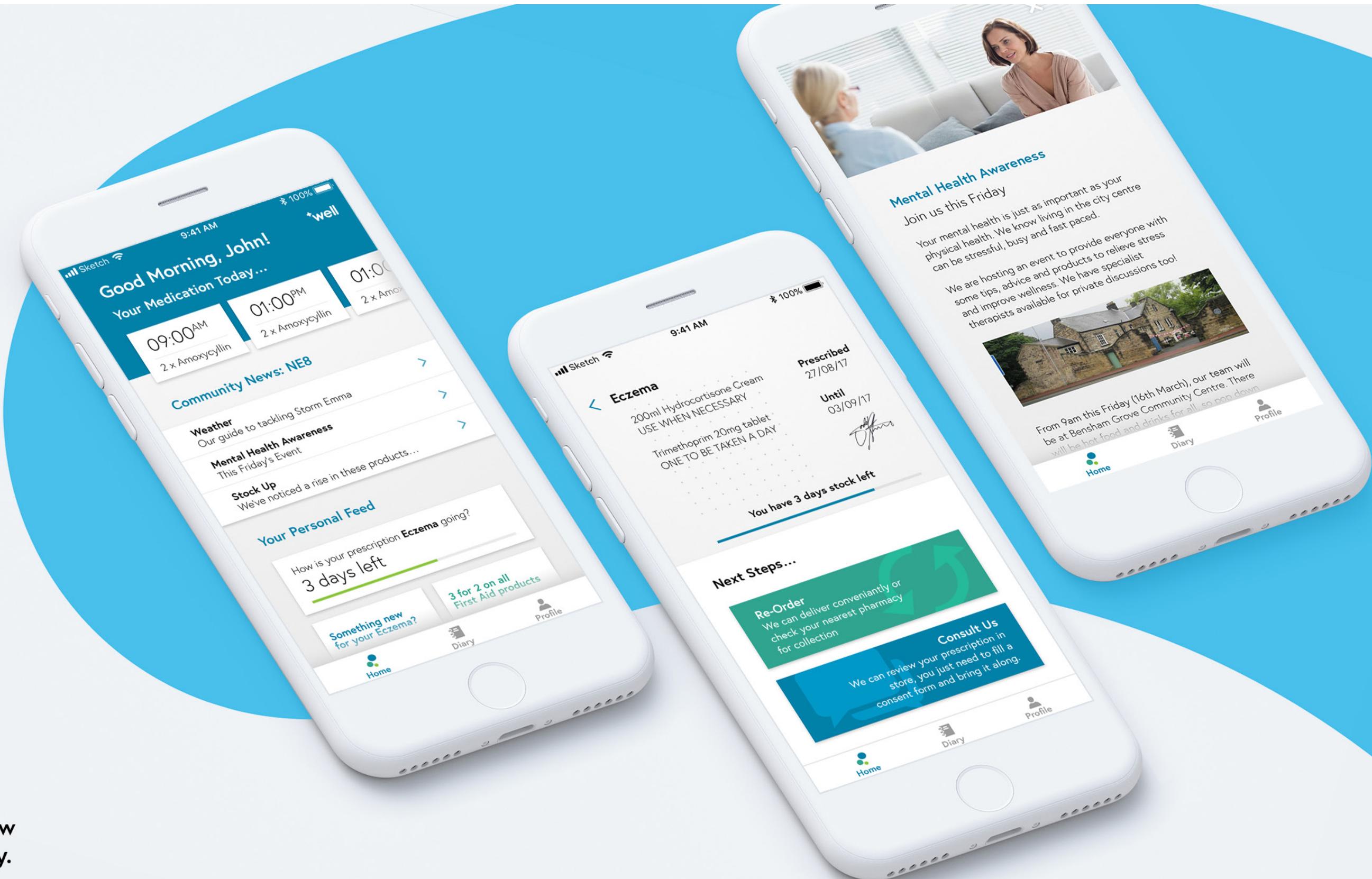
Illustrations



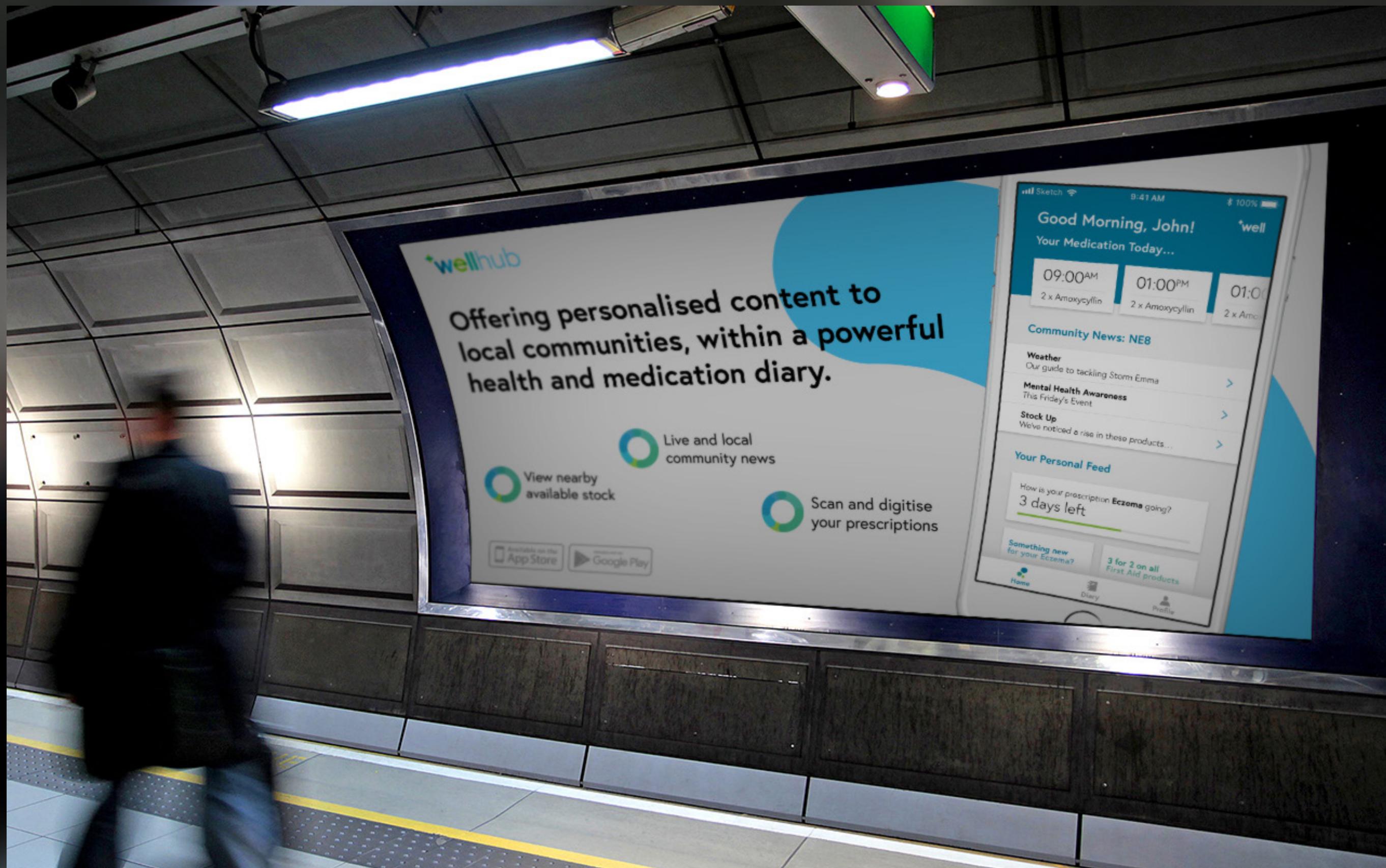


A personal health diary application for Well customers to log and review their medication and health activity.

Using Big Data, Well can offer localised and personal content to communities.



+wellhub



Hitting the Brief

How can Well Pharmacy be future proofed to remain relevant and competitive in an increasingly digital marketplace?

Our answer is by using Big Data to inform their digital content. An application like Well Hub can offer the user benefits including daily medication reminders and healthcare content for themselves, but in the bigger picture, can inform Well about full communities and their health activity. Using this data honestly and efficiently can ensure they enforce their value of trust, loyalty and personalised services within the heart of communities.

Improve Well Pharmacy digitally for older and emerging user. Explore competitors & potential services, enforcing trust.

There was an identified fear of emerging technology amongst older users. Although tough for us to consider, we acknowledged that actually the pharmacy service is pretty much flawless some of these users. They love the walk there, social interaction and face to face contact. We decided to focus on a service design that provides benefit for all patients, even if they don't use the app themselves. This is where our concepts stands out from the competition.

Enforcing the Well Pharmacy

Keeping within the values of Well Pharmacy of 'Personalised Healthcare and Support', our application service embodies personalisation through the diary. Whether it is one off or repeat prescription, the service provides a balanced structure.

Real User Research

We had conducted real user research for both pharmacist and customer which helped us understand their behaviours towards healthcare. Their feelings towards stock availability was a key theme that arisen and we have provided an suitable solution to combat the issue.

A Gap in the Market

Comparing against the competitors, Well Hub continues to offer a human and friendly service through the 'Big Data' system. The application provides this added value, as well as standard industry features, such as medication tracking and prescription ordering.

Diverse Business Types

The application provides a solution for prescription, delivery and physical check-up's. Looking at the bigger picture, the functionality of the app then delivers support and information. This allows the pharmacies to promote content appropriately. So it is dependent on both user and pharmacist. We have provided a even balance as our service fits within the digital age range, but not neglecting the elder users.

Future Consideration



We want to make sure the application and system works for families, couples and anyone logging data on behalf of someone else.

This could be done through shared accounts. Issues that instantly spring to mind are confidentiality and privacy. We would have to sit and work out a process for this.



Rewarding the use of our App / Gamification

Although users are given a useful tool to store health data and medication activity, they may lose interest in the logging process.

We feel a good idea to explore is somehow including rewarding content within the app for the user. This could be after they reach a certain number of scans or diary entries.