

Pillminder- Medicine App

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Project overview



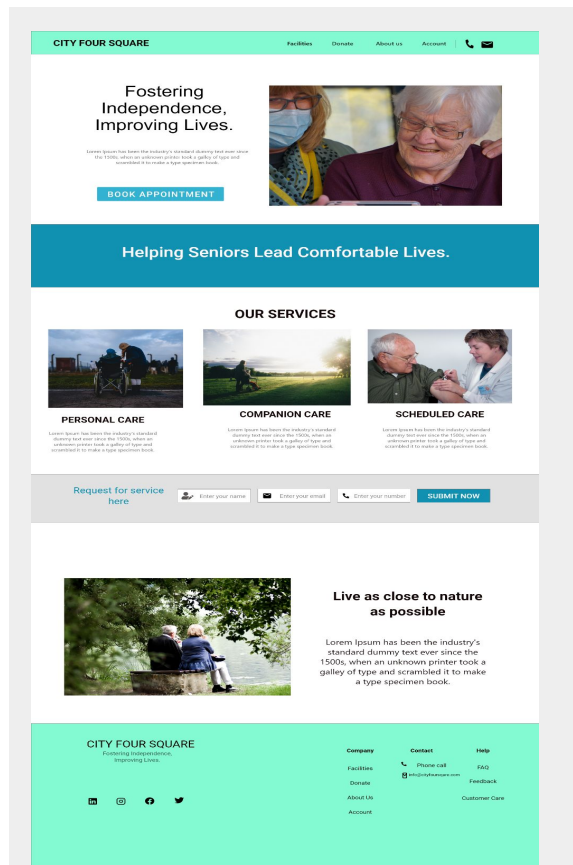
The product:

A website that helps senior citizens and the general public find care



Project duration:

December 2022



Project overview



The problem:

people have many options of sites that sale flowers but few that have services like having scheduled care if a senior citizen needs help once in a while



The goal:

To provide a simple site that caters to the users need

Project overview



My role:

UX designer, UX researcher,



Responsibilities:

Customer journey mapping, Creating personas,
Problem statement creation, user research,
wireframing, prototyping, etc.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



Write a short paragraph describing your user research.

I conducted a qualitative research and found that most key stakeholders the public (customers) did not have a way to get the information they need on how to get scheduled senior care. Creating this option was also of particular interest to them. This is why this website was built.

Persona 1: Angela

Problem statement:

Angela is a senior citizen who needs scheduled care to ensure she is taking her medicine and is doing well so that she can continue to enjoy a healthy life



Angela

Age: 60 yrs old
Education: Msc. Education
Hometown: Malmö
Family: Single lives alone
Occupation: Education Consultant

"Having recently been diagnosed with Alzheimer's I have so many tasks in my day and so I easily forget to take my medicine "

Goals

- To take her medicine on time.
- To know about what she can do to keep healthy

Frustrations

- Taking medicine late because of forgetting

Angela works as an education consultant. She lives with a cat named Sparkle, whom she has had for over 3 years. She is a volunteer educator at the city's main university, which is something she loves to do. Her work involves keeping tabs on many schedules and calendar events, making her easily forget to take her medicine.

Angela sometimes works from home when she can and loves to spend time in her garden for fika.

Insight Generation

[The following insights are what guided my design choices.]

Insight Identification Template

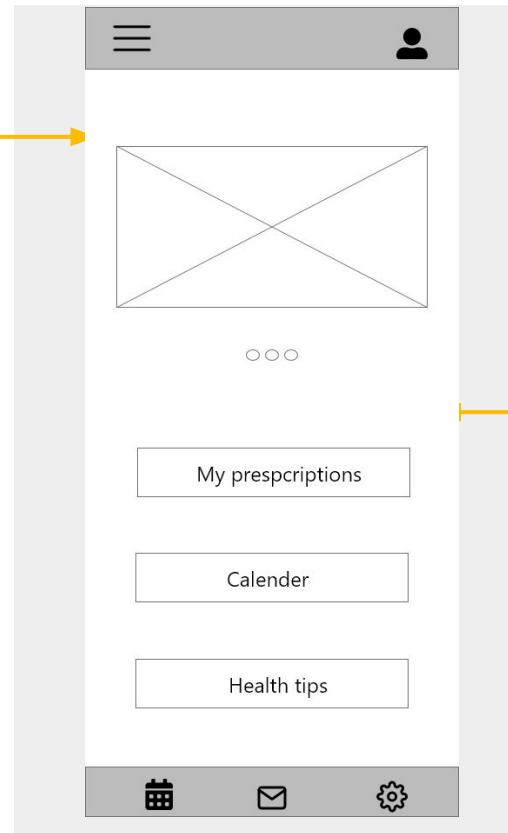
Google UX Design Certificate

1. Based on the theme that: had difficulty figuring out how to find the sign-up option, an insight is: users need better cues for signing up for this site to use it.
2. Based on the theme that: participants expressed frustration with finding add facilities, an insight is that users need clearer information and better information architecture.
3. Based on the theme that: participants finished the task as required after difficulty, an insight is users need better cues on how to add the schedule to their calendar.

Digital wireframes

Before this my frame was a little confusing and so i added a menu at the bottom and also added a grid for images incase a tip was interesting to the user they can navigate through

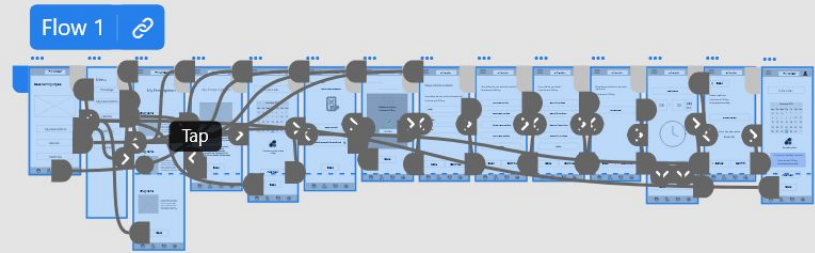
Hamburger menu makes it easier to navigate and menu at the bottom gives good shortcuts



Clearer to know what i want to see

Low-fidelity prototype

<https://xd.adobe.com/view/bd86f13f-57bf-40dd-a610-08b01de8ce35-e8d5/>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Sweden remote



Participants:

2 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users weren't able to fill in their information into the add info field .

2

Finding

Call to action button looked disabled and users were not sure what to do with it.

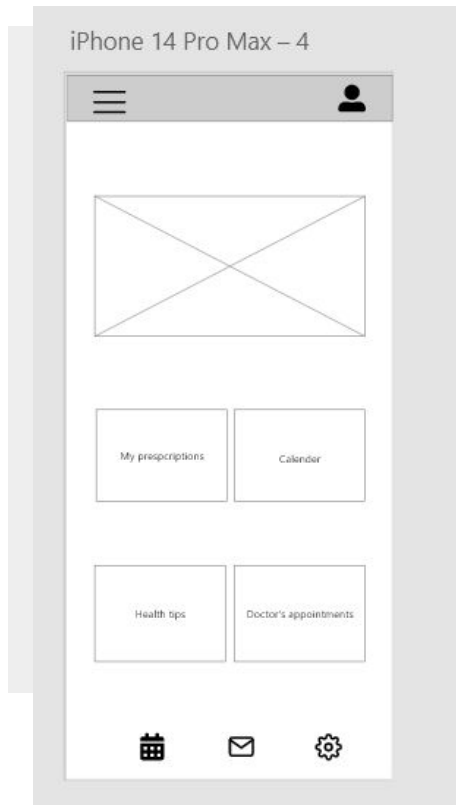
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

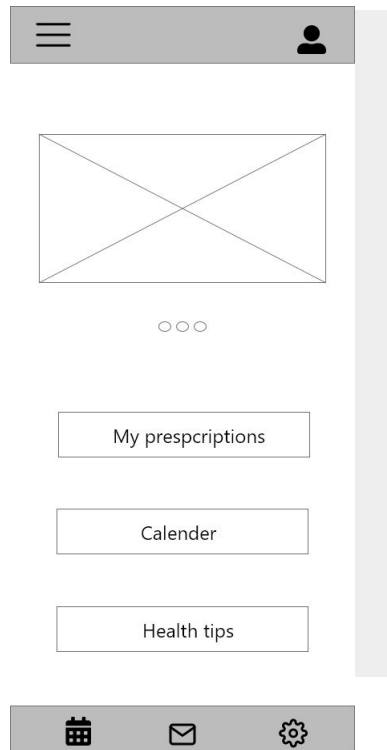
Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was adding the option to view the order and add delivery address details. This allowed users more freedom to edit their address without going through a complicated process to add or remove items.

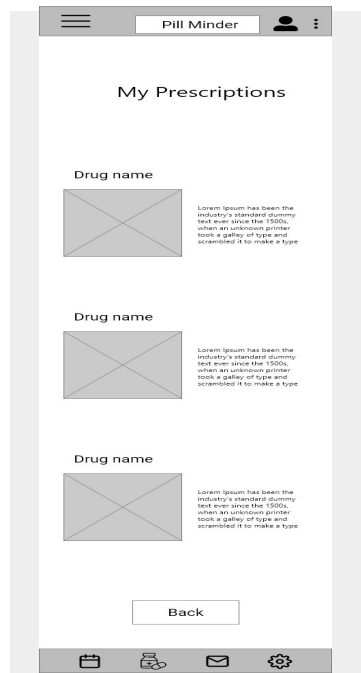
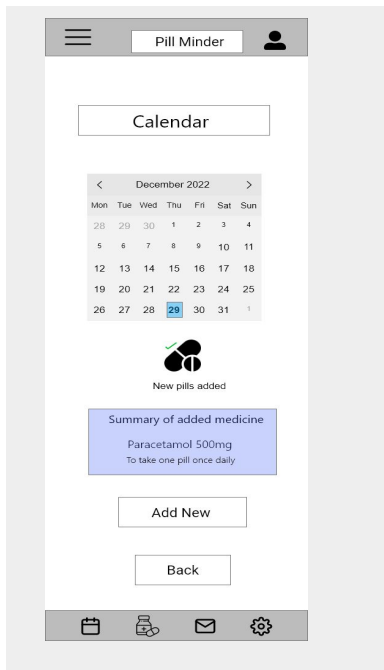
Before usability study



After usability study



Mockups



Please add dose details

How often do you take this medicine?

Paracetamol 500mg

Daily

Weekly

Other

Back

Continue



< Back

Added medicine

Paracetamol 500mg

To take one pill once daily

CHANGE TIME

Alarm has been set to

08:00 AM

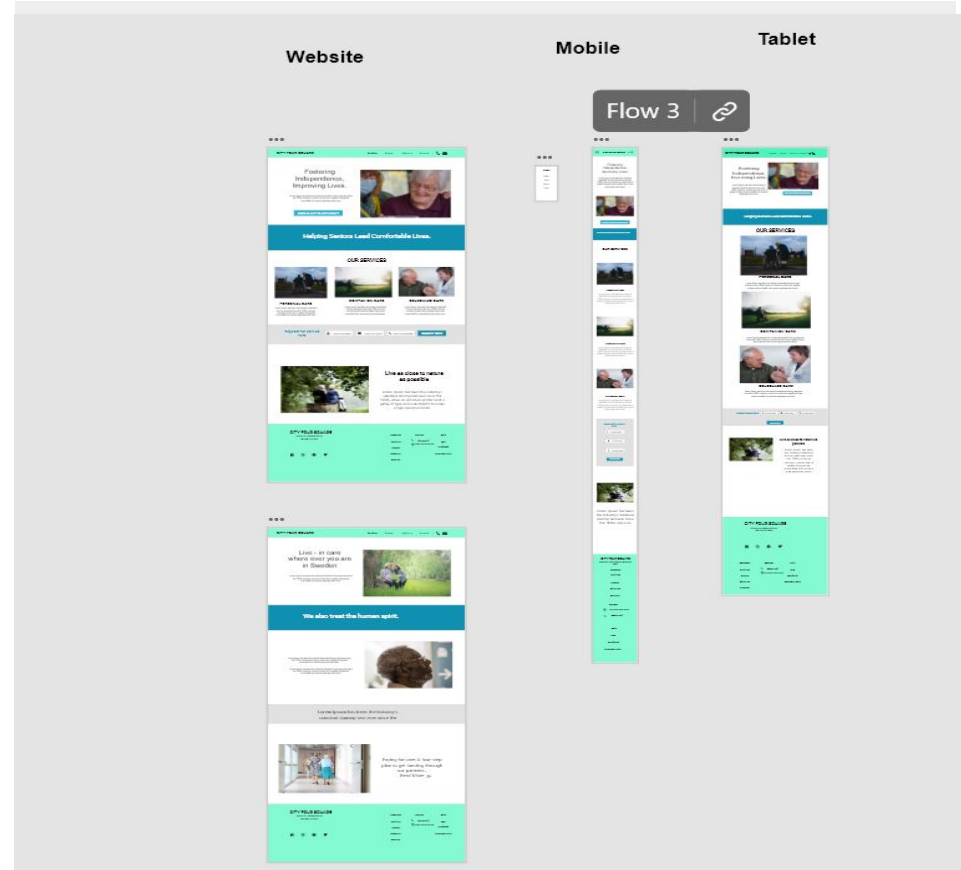
X Cancel

Confirm



High-fidelity prototype

<https://xd.adobe.com/view/81e50ce2-2fcd-454d-8a8e-7de734e979ad-d4b6/>



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

Responsive Design

- Information architecture
- Responsive design

Sitemap

[Your notes about goals and
thought process]

Image of
sitemap/IA

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.