Pills on Track

Product Design Presentation

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Agenda

01 Product Overview

02 Research Strategy and Results

03 Assumptions

04 Hi-Fi Prototype

05 Stakeholder Feedback

06 Next Design Stage

01

Overview

Design Question

How do we assist older adults (ages 60+) to take their medicines on time via simplified technology?

Target Users

Older adults, typically of ages 60 and above

Pills on Track

An app to deliver correct medication and provide timely reminders to take the medication with an aim to be technologically easy to access by older adults (aged 60+).

Scope of the Project

In Scope

- Provide reminders to users.
- Monitor they are consuming the right medication

Out of Scope

- On-board Users to the App
- Deliver Medicines to the users

Features

View Prescribed Medicines and their Schedule

Choose Preferred Mode to Receive Reminders

Receive Reminders and Respond to them.

Provision to Contact App's Helpline

02

Research Strategy and Results

Research Strategy and Results

01

Task Analysis

02

Contextual Interviews

03

Competitor Analysis

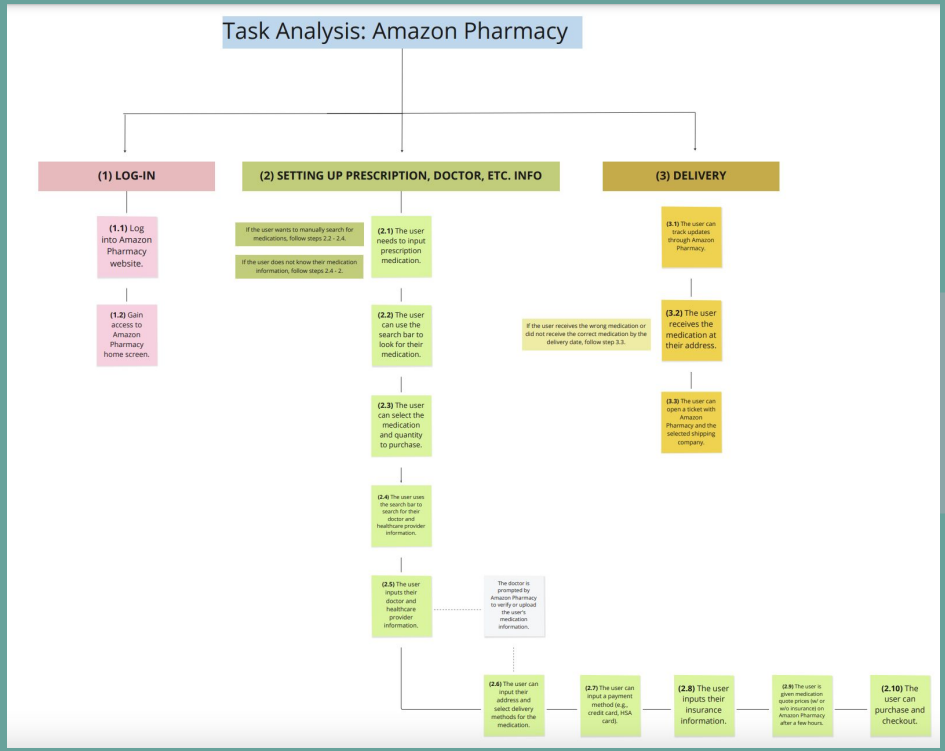
Task Analysis

Process:

Observed the interaction of a user with PillPack - a service by Amazon to order prescribed medication

Result:

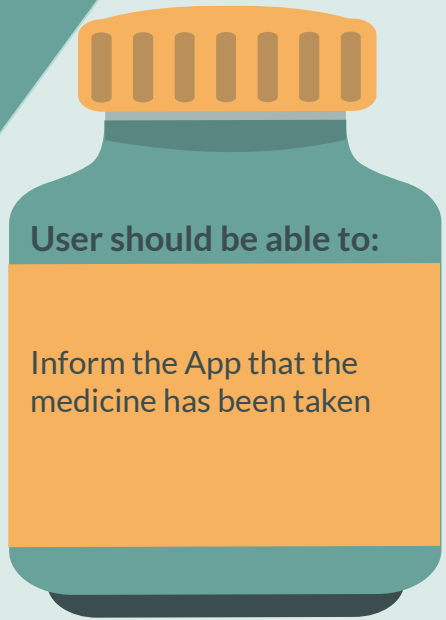
- Medication needs to be ordered by the user
- Limit on the frequency of ordering based on the type of medication
- Can order medication without insurance

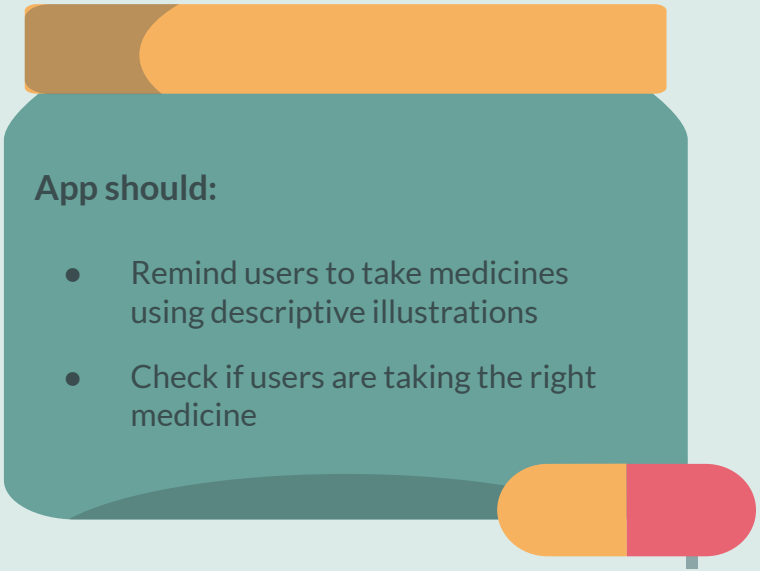


Contextual Interviews

Process:
Interviewed 3 people above the age of 60 to understand how they currently take medications and the kind of assistance they prefer.

Result:
User scenarios that need to be supported by the App





Competitor Analysis

Process:

Compare similar services/apps in the market to know about the features they offer.

Result:

	Amazon Pharmacy	Capsule Pharmacy	Audience
Free delivery and auto refilled	Yes	Yes	No, free under certain situation
Pharmacy Easy to get involved or transfer	Yes	Yes	May require extra actions from user
Pill's Name on bag	Yes	Yes	Yes
Customer assistance service	Yes	Yes	Not mentioned
Notification to take pills	No	No	No

03

Assumptions

Assumptions

01 User has health insurance

02 User has been registered on the app by the doctor’s clinic

03 Medicines have been delivered to the user

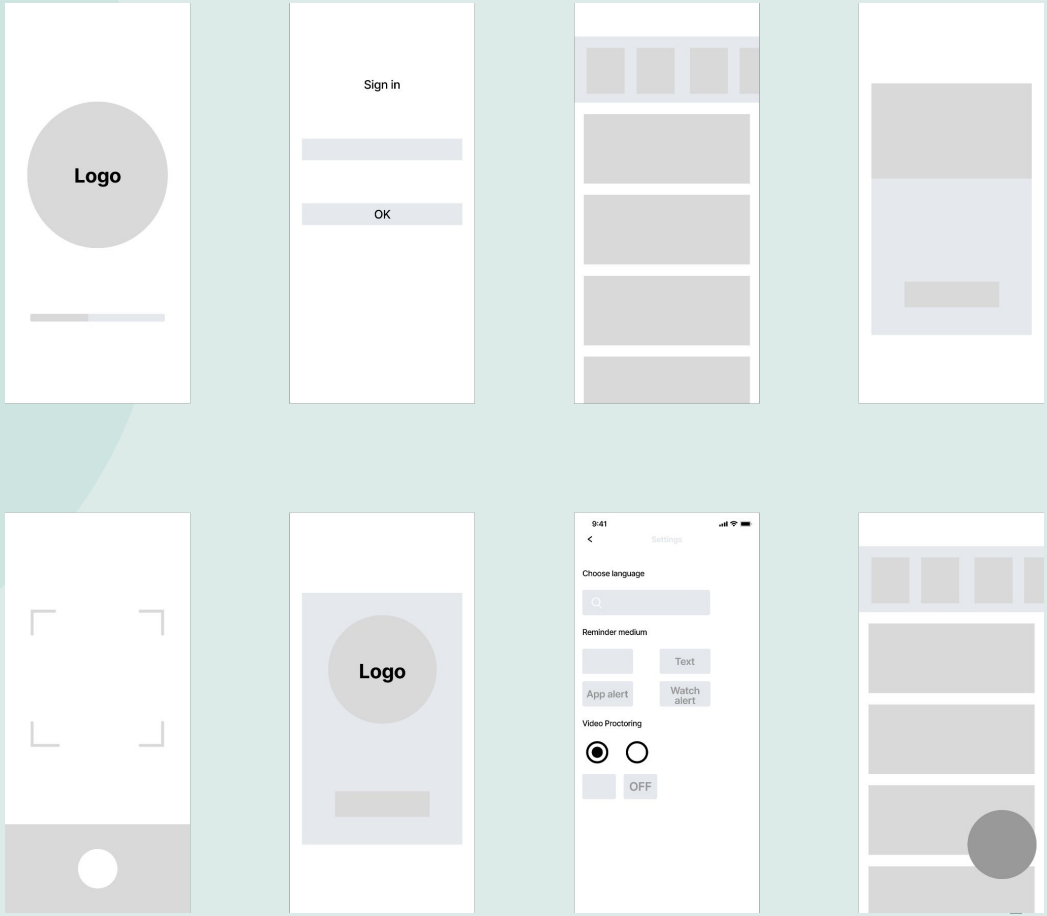
04 User has agreed to the app’s information privacy policy

04

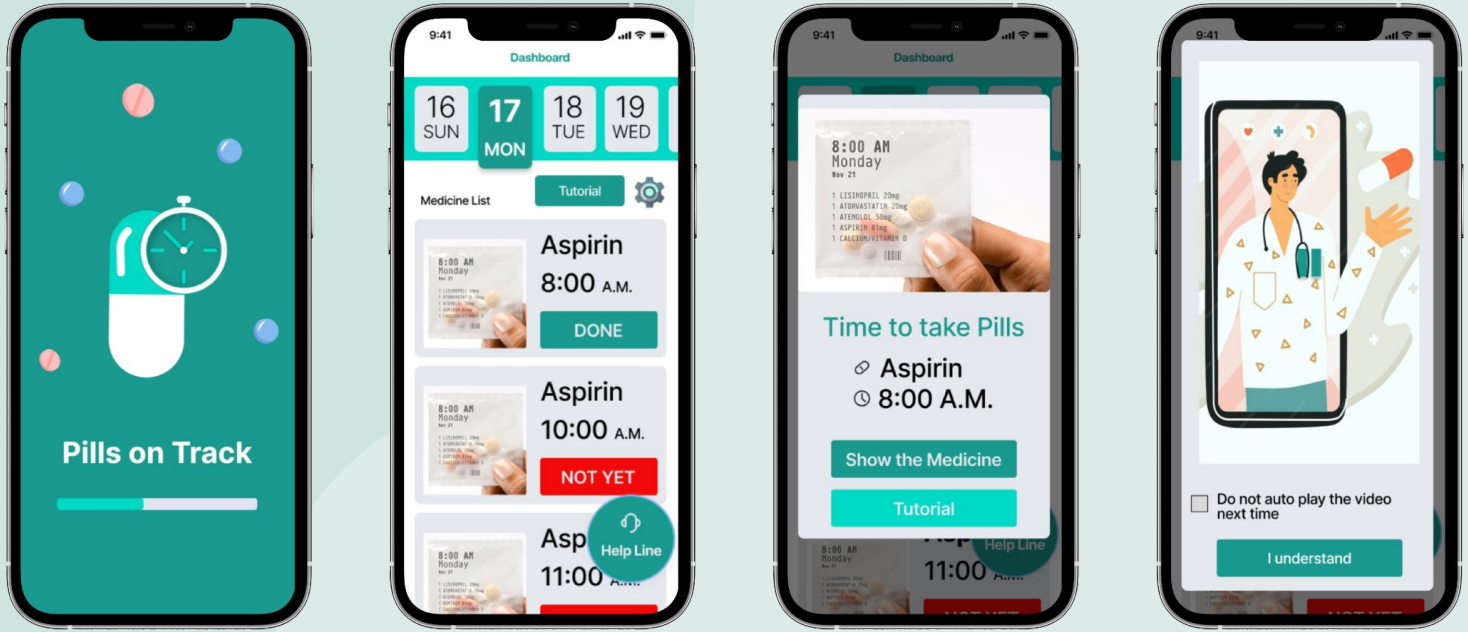
Hi-Fi Prototype

Wireframe

Based on our research insights, we first create wireframes for our products.



Hi-Fi Prototype



Figma Prototype

Here's our DESIGN PROTOTYPE

05

Stakeholder Feedback

Feedback from our Stakeholders

The "Pills on Track" is an amazing app that has exceeded my expectations in managing my medication schedule.

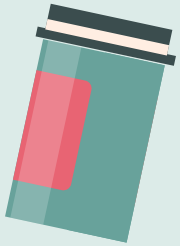
I like the idea of the app, however I don't see myself carrying my mobile phone everywhere.

I am super excited to use "Pills on Track" as it will give me more control over my health!

06

Next Design Stage

Feedback Analysis



NEW FEATURE!

- **Smart Distance-based Alerting**
  Alert on both the phone and wristband only if the distance between them is more than 1 meter. If the distance is less than 1 meter, alert on the wristband alone.

- **Synchronization of Alerts**
  Responding to the alert on any 1 device will automatically silent the alert on the other device.

- **Inclusivity for Differently-abled users**
  Expanding customer base to an additional user group of differently-abled people, specifically those with visual and hearing impairments.

- **Multisensory Medication Reminders**
  Vibrating wristband alerts with instructional audio/graphic alerts on the phone.

Next Design Stage

User Research

Surveys, interviews, focus groups

Prototyping

Design prototypes for differently-abled people

Continuous Improvement

Iterative design to develop the new feature serving a wide range of user requirements

User Adoption

Improve the app's usability and inclusivity for all users

Thank You!