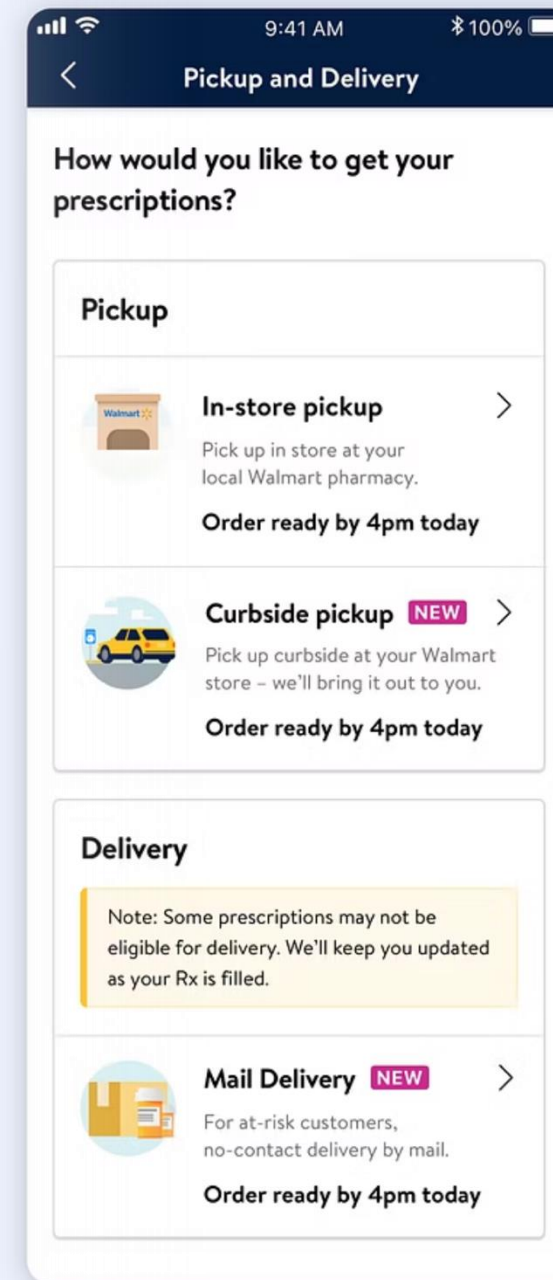


Walmart Rx Curbside Pickup & Delivery

2020

Senior Product Designer: UX design & strategy, collaborated with US design & research teams, ensured seamless integration with Walmart's omnichannel experience

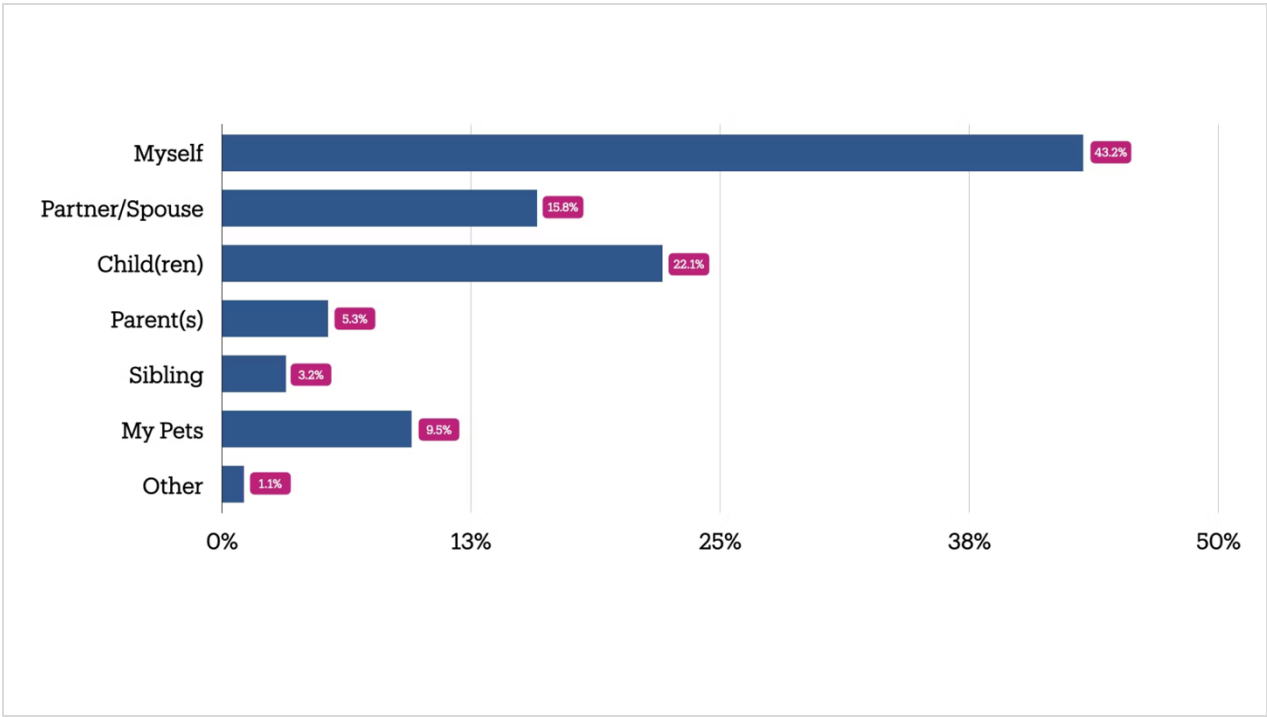
Team: ~25 cross-functional



Understanding the Customers & their Journey





Research Insight 1

Study across 17 states: Who are our customers managing Rx Medication?



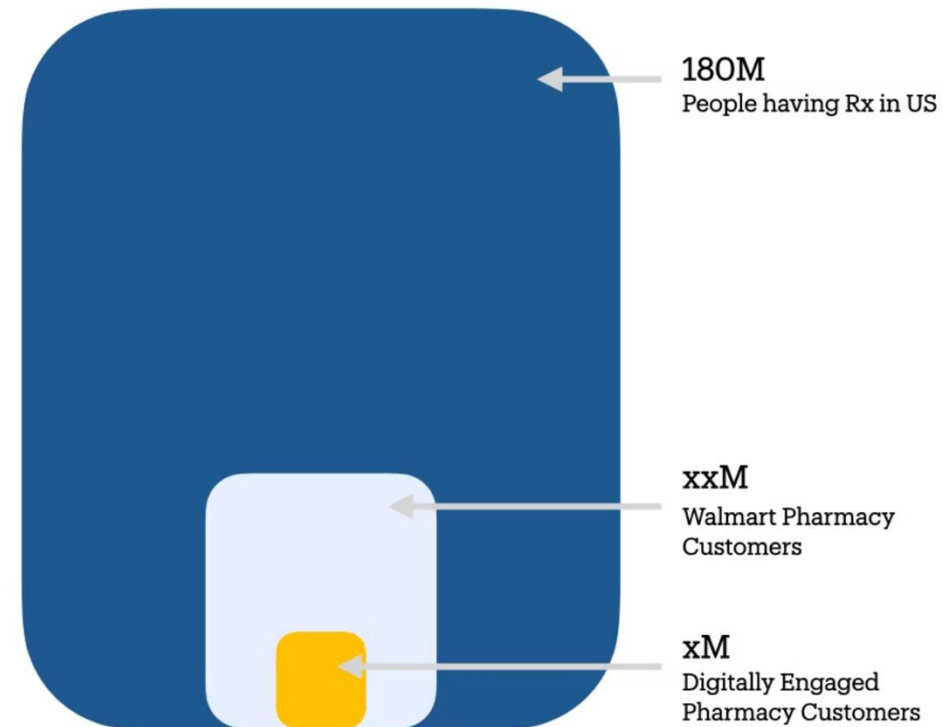
Research Insight 2

We observed 4 stages in their journey of medication management




-  **Unknown Territory**
Navigating pricing secrecy and fear of side effects
-  **Getting Medications**
Refill planning and waiting in lines
-  **Medication Info.**
Preference for online research vs counselling over visits
-  **Taking Medications**
Forgetting doses and managing consequences

Prescription Market Data

Addressable Market



Medication Access Barriers

-  19% delayed prescriptions to save money
-  29% skipped doses or delayed refills due to cost
-  8% faced difficulty like transportation or pharmacy access in filling prescriptions

Source: KFF Health Tracking Poll, February 2019

Pharmacy Pain Points intensified during the Pandemic



Underutilized digital tools

Too complex for many customers

"I'm not opposed to using an app. I would need someone to train me on it. How did I know my order was received and being processed? When would it be ready for pick-up? ...If the app could provide all the info I feel secure with in using the phone method, I would be open to using the app."



Long waits and multiple trips

Strained customers during health crisis

"I had my doctor call it in a week prior to picking it up, and it took me 45 minutes at the pharmacy. I always have my baby with me. So it was 45 minutes waiting in the store..."

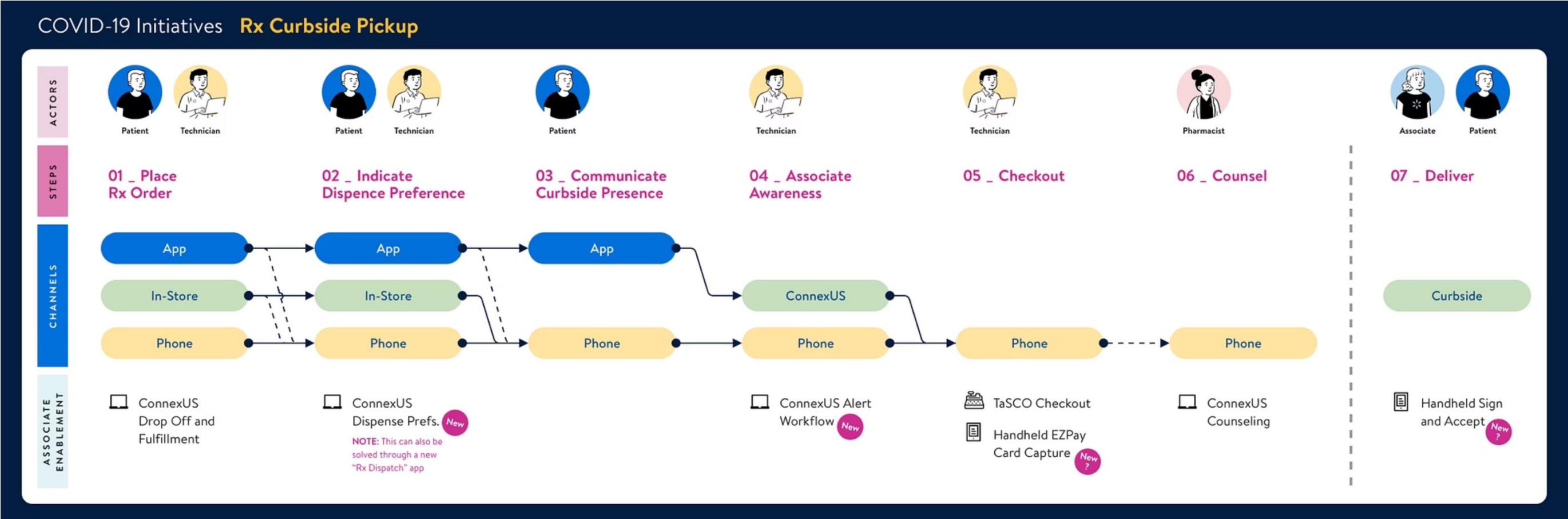


Opaque pricing

Caused stress at checkout

"I feel like pharmacy prices are getting so high and unaffordable. Without insurance of some sort it can be such a daunting experience to pay for medication..."

Designing for Convenience and Transparency



Curbside Pickup

Minimized wait times and contact



Simplified Digital Tools

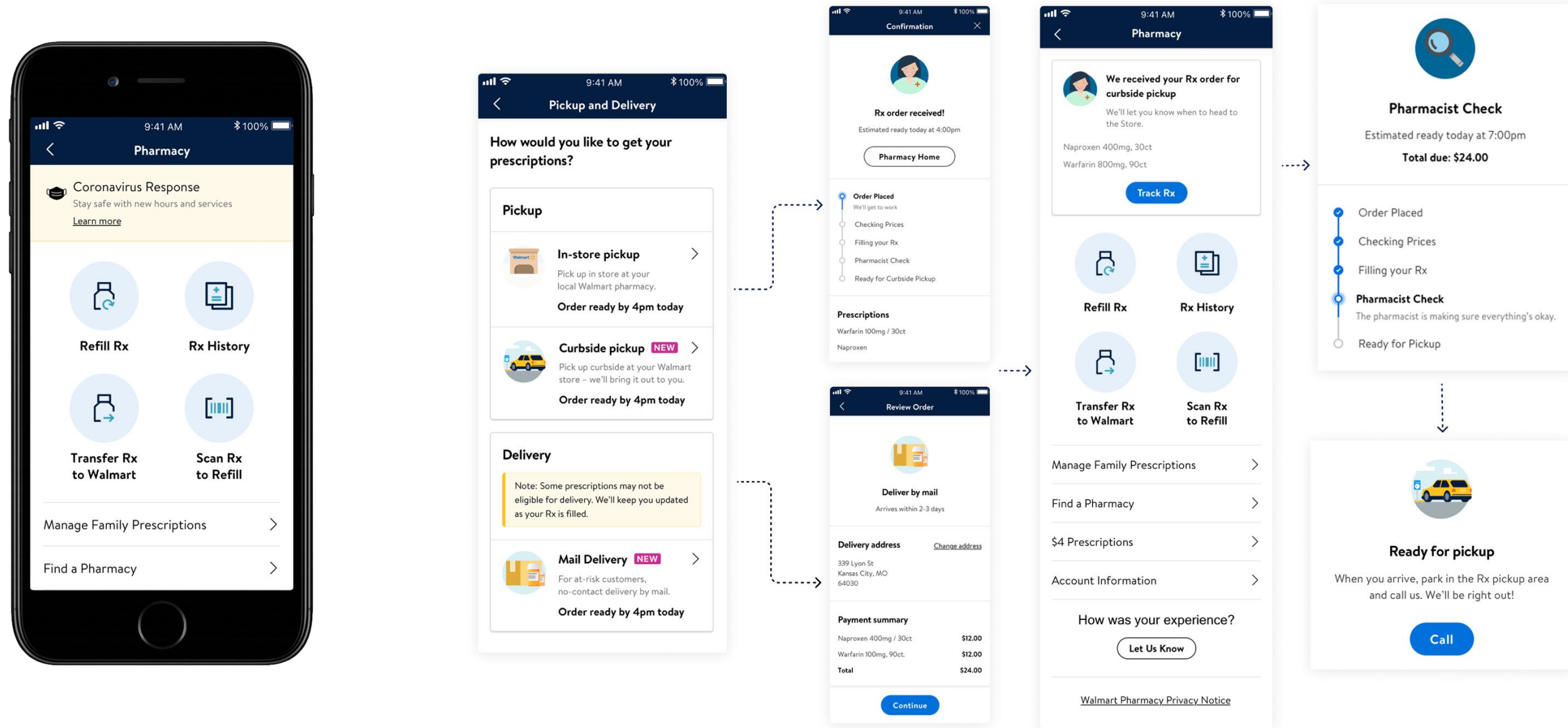
Easy refill management and pricing visibility



Contactless Payments

Enhanced safety during COVID-19

From Concept to Reality: The User Experience



1 Order Online

Choose last dispense
step preference

2 Receive Notification

Get alert when prescription
is ready

3 Track Orders

Track updates on your app

4 Check In & Receive Prescription

Arrive at store and Staff delivers to
car with minimal contact

Measuring Success: Outcomes and Learnings

10K+

Prescriptions

Fulfilled in first week; ~5% adoption

75%

Wait times

Reduced from 40 min. to 10 min.

~1x%

QoQ uplift

in revenue growth rate

Progression henceforth...

- Team continued refinement based on user feedback
- Scaled to 2,992 stores nationwide
- Full-fledged services likely boosted pharmacy customer acquisition and growth