



Greener

Medicinal marijuana wellness app

The use of medicinal marijuana was legalised by the Victorian government on 12 April 2016.

23 out of the United States regulate the sale of medicinal marijuana.

Over 3,000 medical marijuana dispensaries are listed on weedmaps.com

Overview

The access to medicinal marijuana is increasing. Thousands of different strains are available to treat many different conditions. Greenr aims to match people with the strains and dispensaries that best suit their needs.

Competitor analysis - leafly.com



The screenshot shows the homepage of Leafly.com. At the top, there's a navigation bar with links for Dispensaries, Strains, News, Products, Leafly List, Search, Join, Login, Business Services, and a globe icon. Below the navigation is a banner with the text "The World's Cannabis Information Resource". The banner is divided into three sections: "FIND DISPENSARIES" (map of Seattle area), "DISCOVER EVENTS" (image of hands holding a glass), and "EXPLORE STRAINS" (image of a cannabis plant). A "New to Cannabis? LEARN MORE" link is located below the banner. The main content area features a section titled "Most Popular Strains on Leafly" with the subtitle "Top Marijuana Strains Based on Leafly User Ratings". It includes a "VIEW ALL" link and six strain cards: Bd (Blue Dream, Hybrid), Sd (Sour Diesel, Sativa), Gsc (Girl Scout Cookies, Hybrid), Gc (Green Crack, Sativa), Ogk (OG Kush, Hybrid), and Gdp (Granddaddy Purple, Indica). At the bottom, there's a "Recent Articles" section and a small notification bell icon.

Largest marijuana website in the world. Strain search results can be filtered by Effect, Medical Usage and Flavour. Colour coded icon for each strain sativas are red, indicas are purple and hybrids are green.

App available for iOS and Android.

Competitor analysis - weedmaps.com

The screenshot shows the weedmaps.com homepage. At the top, there's a large teal header with the "weedmaps" logo. Below the header, there are navigation links: "weedmaps tv", "MARIJUANA", "HIGHER LEARNING", and "NORML". The main content area features a map of California with various dispensary locations marked by orange pins. Two sections are highlighted: "Dispensary Storefronts" and "Delivery Services", each showing a grid of five examples with names like "Organic Roots", "Central Remedies", "Kush Kingdom", "BONAFIDE COLLE...", "420 Tailor Shop", "The Stash Spot", "TriComb Therapies..", "Rite Greens Deliver...", "Alternative Green...", and "Best Choice Deliver...". Each listing includes a small image, the store name, a rating (e.g., 5.0), and the number of reviews (e.g., 5451). At the bottom of the page is a banner for "weedmaps tv" featuring two men in a studio setting.

Google maps style layout to find dispensaries in the users area. Very comprehensive database of strains, dispensaries and reviews, but does not have the ability to search via symptom or condition.

App available for iOS and Android.

Websites which they own or are partnered with:

Weedmaps.tv is a comprehensive youtube channel.
Marijuana.com focus is news and information.
Norml.org focus is the reform of marijuana laws.

User Research

Areas of Research

- Spending habits on-line
- Medical diagnosis websites/apps
- Over the counter medicine
- Prescription medicine
- Alcohol spending habits

Research goals

- What are the medical purchasing habits of users
- How much self diagnosis is happening with users of websites/apps
- Websites/apps that influence purchases
- What are the alcohol purchasing habits of users

Target audience: Anyone who has purchased medicine for themselves or others

Hypotheses

- Most people don't use website/apps to determine their medical purchases
- They don't know that many different strains of marijuana exist
- They would use marijuana for medicinal purposes, if it was available in their state

User Research

Research questions

- Tell about a recent time you purchased something online.
- Tell about a recent time you purchased medicine.
- Can you share with me a time you were sick or injured, and you searched your symptoms online?
- Tell me about a time when an online search influenced a medical purchase.
- Have you ever purchased alcohol online or searched for price comparisons?

3 interviews were done over the phone 1 was done in person,
time ranged from 15mins -30mins

User Research - results

Main take aways

- All users like reading reviews.
- All participants have researched their symptoms online for themselves or family members.
- Whilst researching symptoms none of the participants went directly to a medical website such WebMD. They typed their symptoms into Google.
- 1 user was particularly interested about reading what the online community has a to say when researching medical conditions via forums and facebook groups.
- They didn't research alcohol prices to find the best deal, convenience and location was deciding most deciding factor.
- All participants would try medicinal marijuana if it was legally available to them.

Whilst synthesizing the research I realised I should have asked more specific questions about marijuana.

User Research - results

In an informal setting I interviewed 4 more people about their knowledge about the different strains or types of marijuana and the medicinal benefits

1 out of 4 participants knew the difference between Indica and Sativa strains.

The medicinal benefits the participants mentioned were “pain relief” and “help get a good nights sleep”.

1 participant gave an anecdote about how he recently smoked a small amount of marijuana to help him get a good nights sleep after being jet-lagged, and was able to “get a lot of things done” the day after.

I asked if he considered taking sleeping pills instead and the response was no.

Problem Statement:

Increase users knowledge about medical grade cannabis, and familiarise them with the correct terminology. So they can make informed decisions about treating their symptoms and ailments

Main Persona - Walter



"Yeah I'd give it a go, sounds interesting"

Age: 30

Work: Restaurant owner

Location: Melbourne

Status: Single

Scenario

Walter has currently dealing with jet lag from an overseas trip. It has been 3 days since his return and his sleeping pattern has not been corrected. Walter is worried that his lack of a full night sleep will hinder his daily tasks.

A good friend suggests he try medical marijuana as a sleep aid. Walter has smoked cannabis in the past and is interested in using it to treat his insomnia. Walter is put off by the list of potential side effects that come along with prescription sleeping pills and decides look into medicinal marijuana as an option.

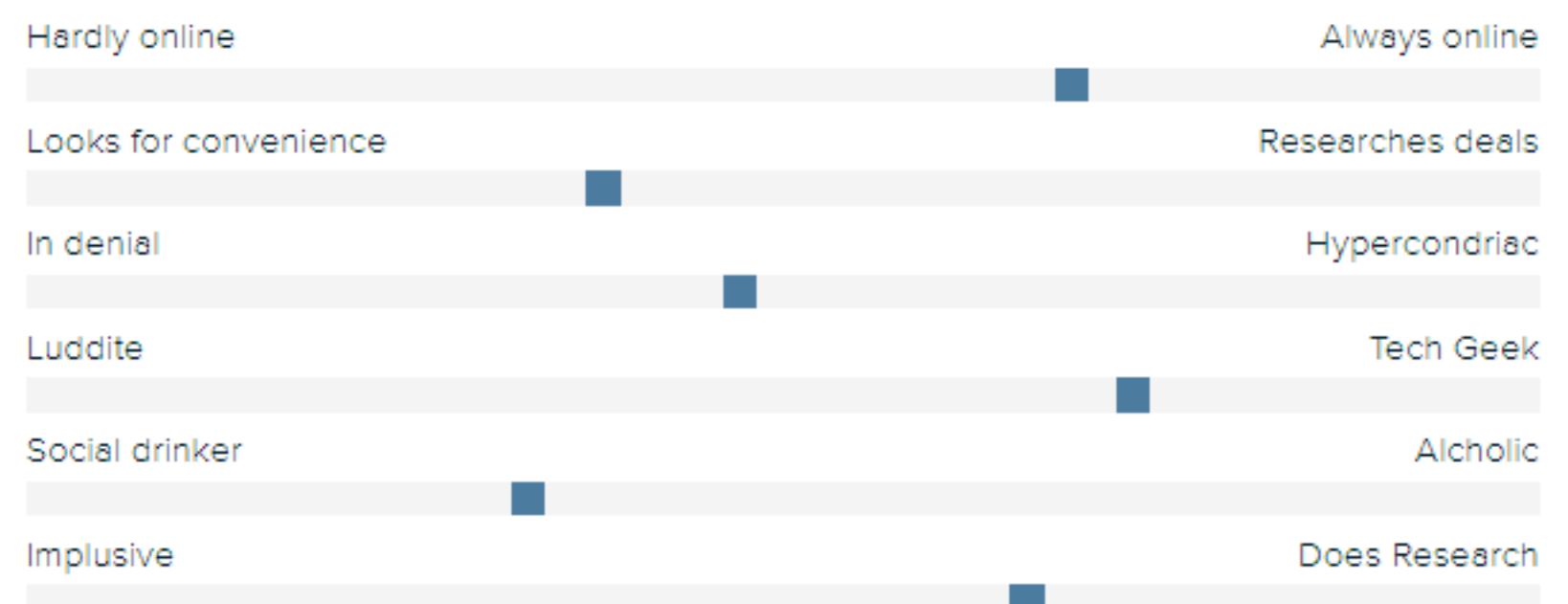
Goals

- Learn about the different strains of marijuana
- Cure jetlag / insomnia
- Connect with online community to view their opinions
- Learn about other medicinal effects.

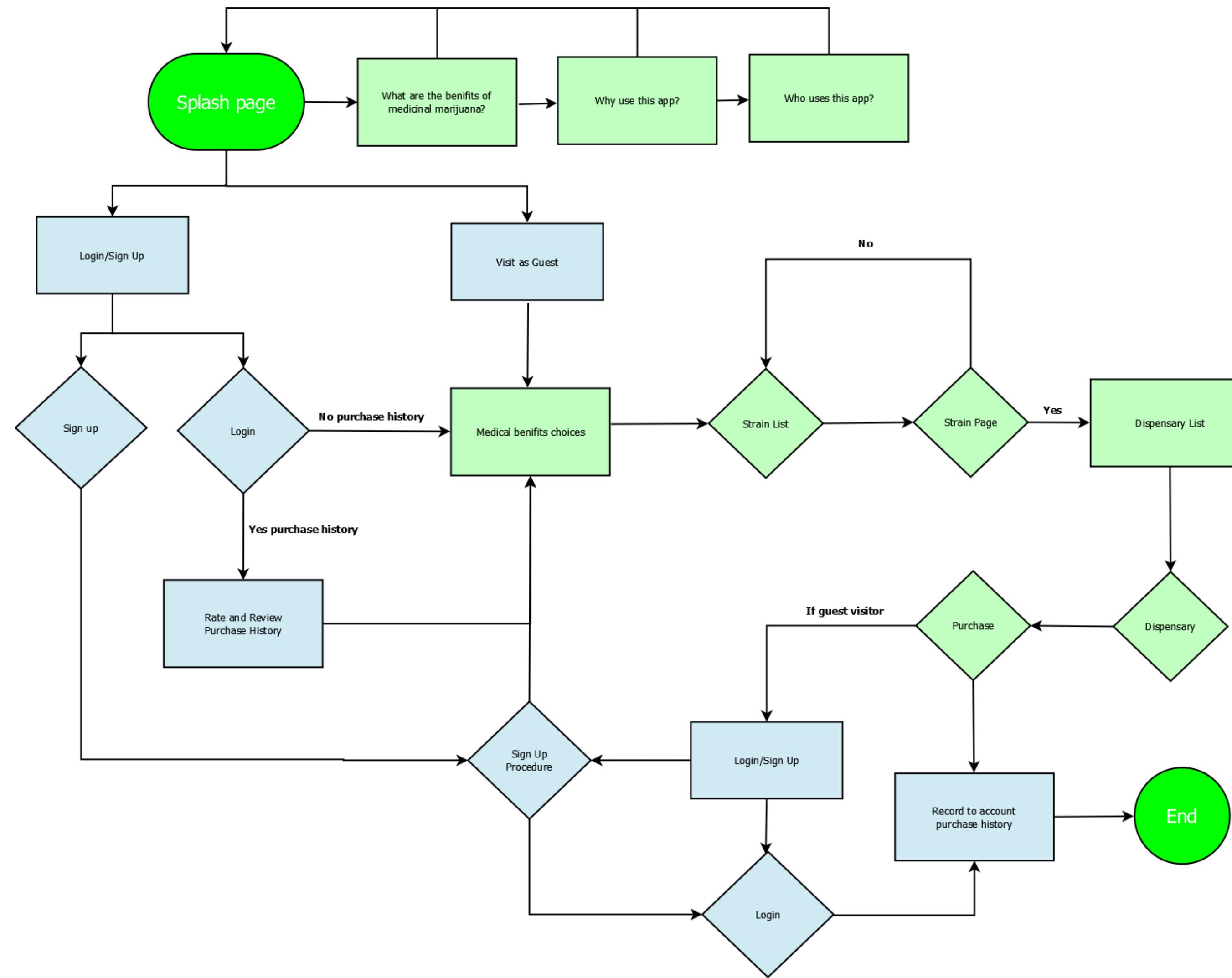
Pain points

- Lack of knowledge about medical grade cannabis.
- Unsure of meaning of medical terminology.
- Worried about his lack of sleep affecting his business
- Pharmaceutical medication appears to have adverse side effects.

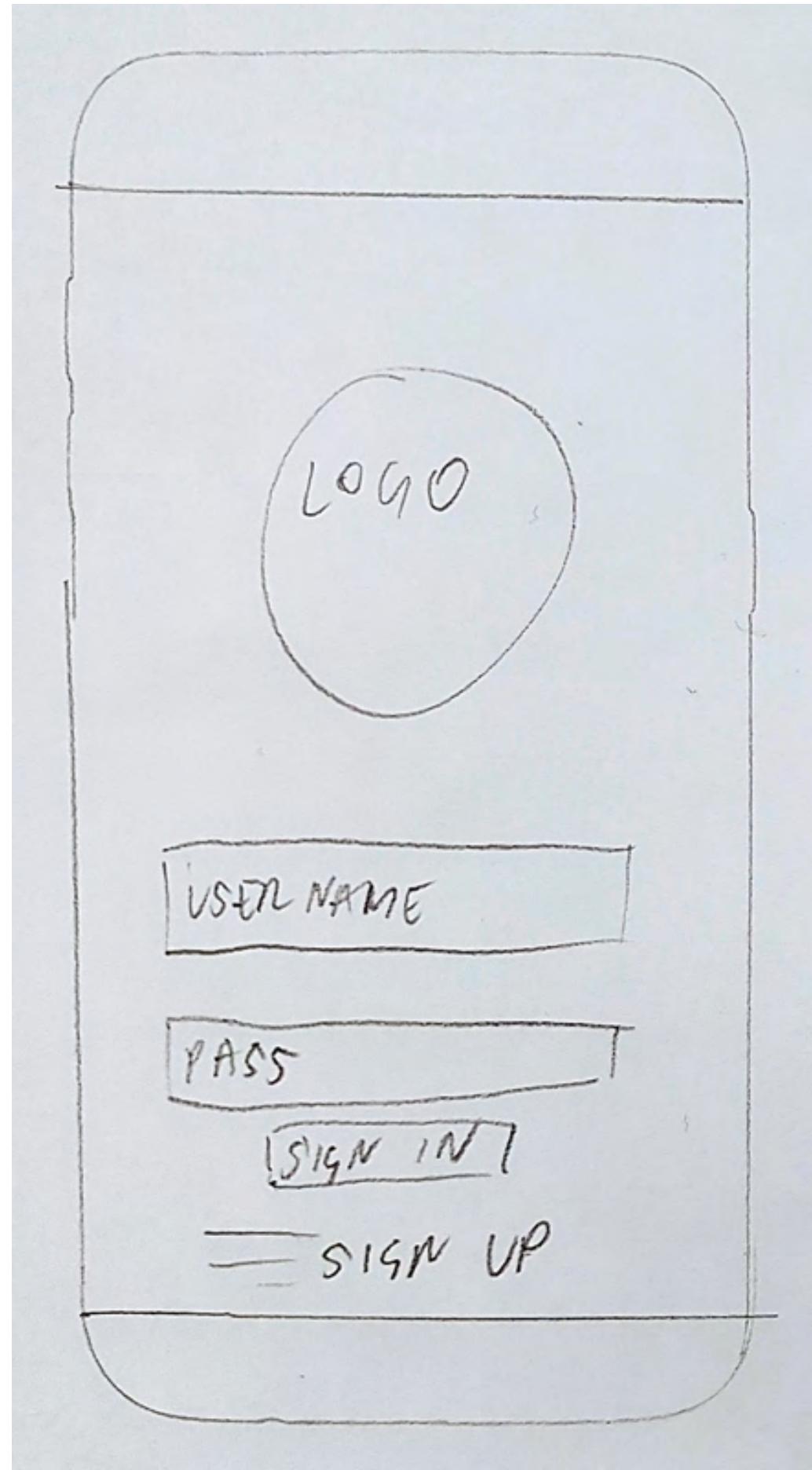
Personality



User flow

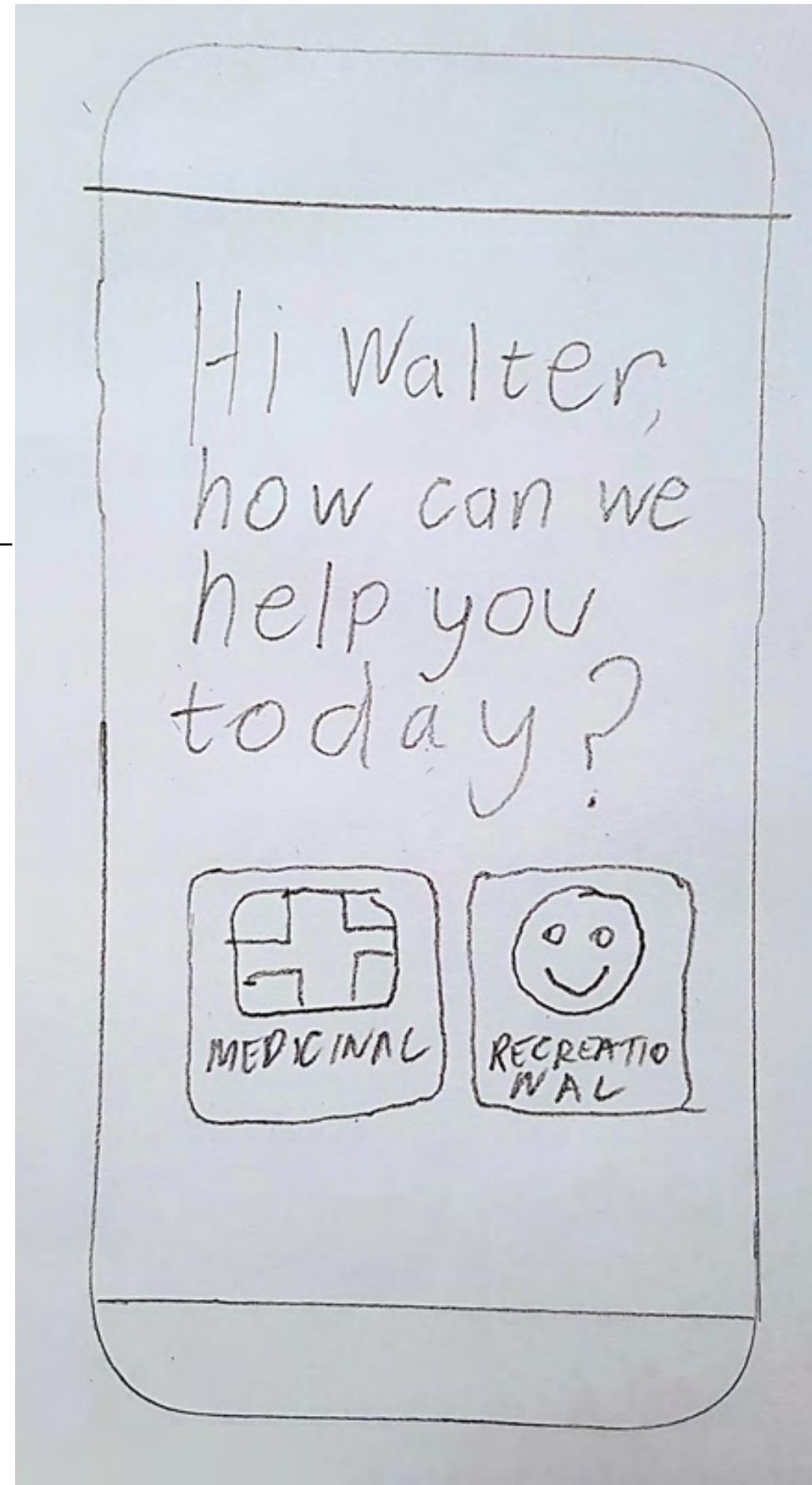


Paper Prototype

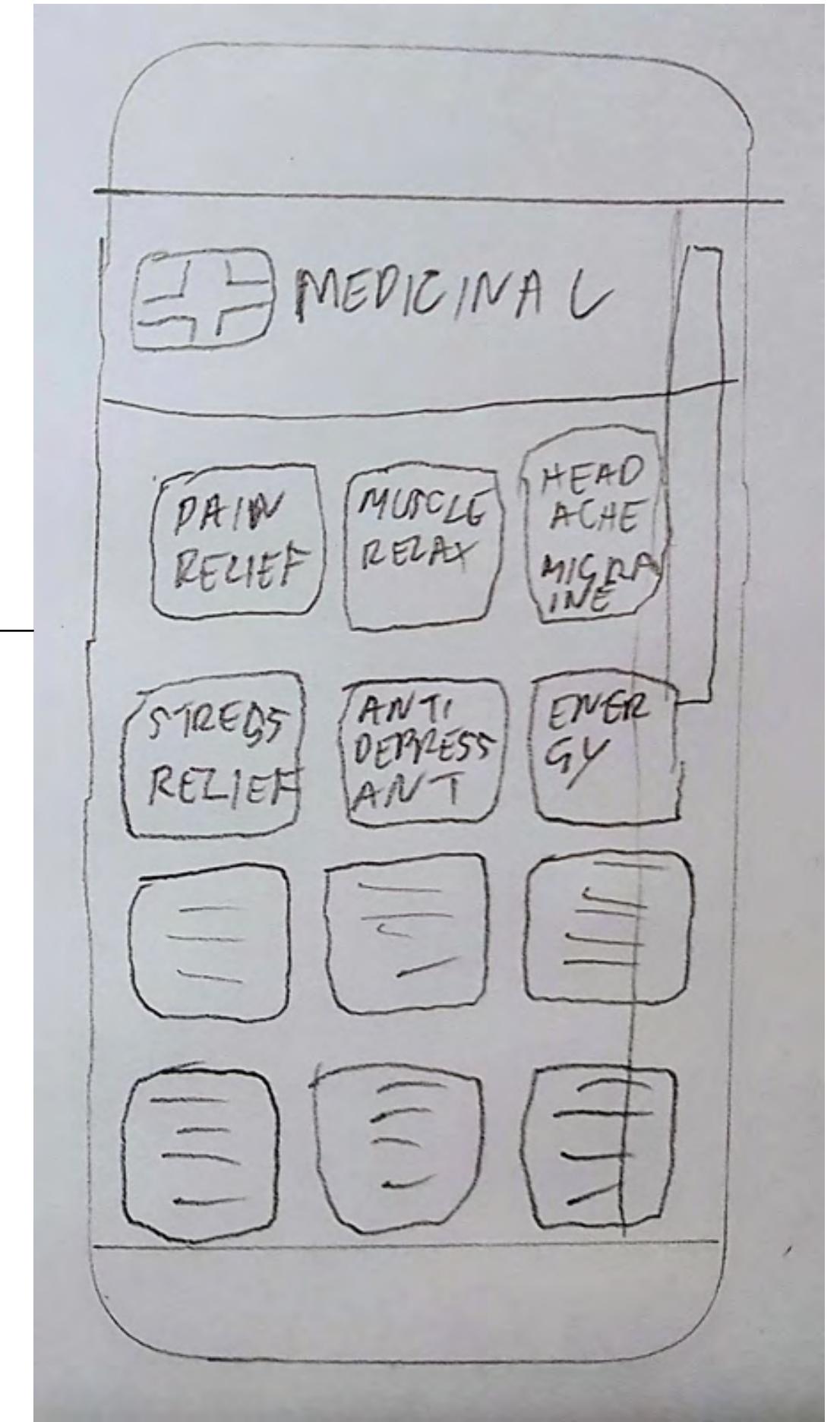


Personalised message with 2 choices Medicinal & Recreational

Login fields and sign up button on first page.



Medicinal Page with benefits listed in each button



Card sorting



Exercise:

Participants sort a list of medicinal benefits into groups which they feel is most appropriate.

Result:

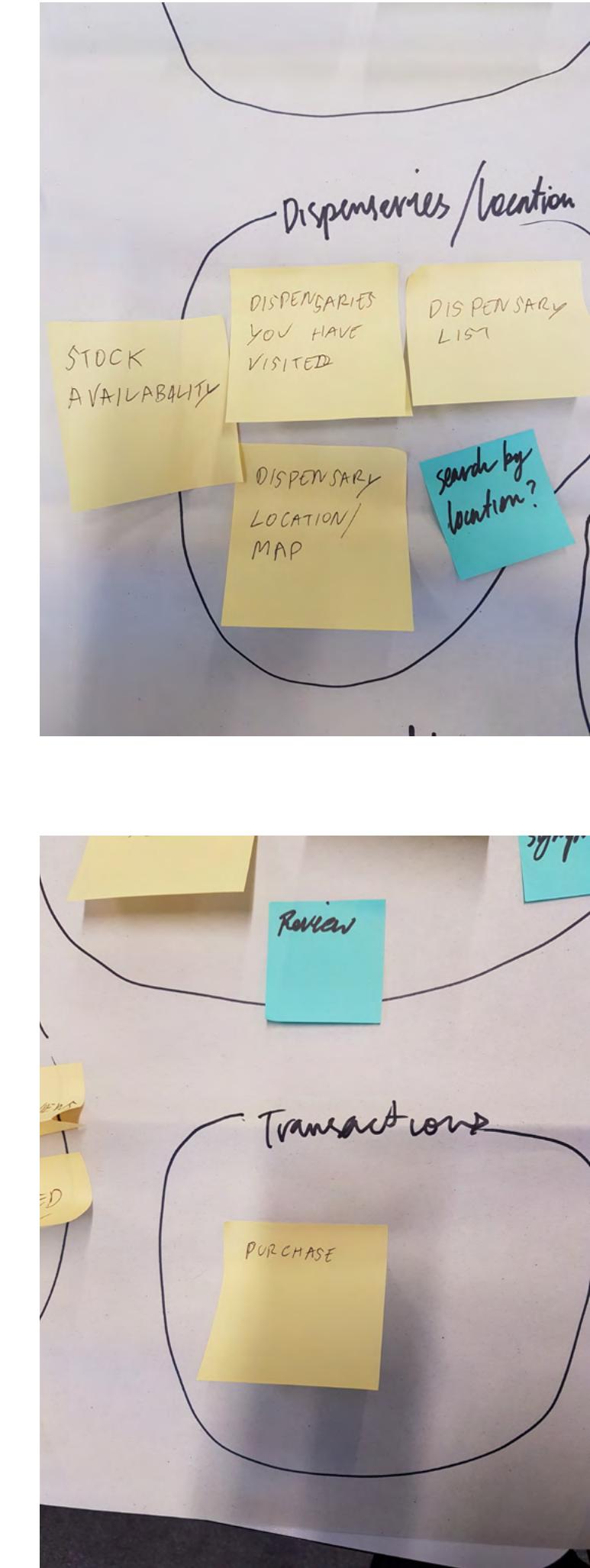
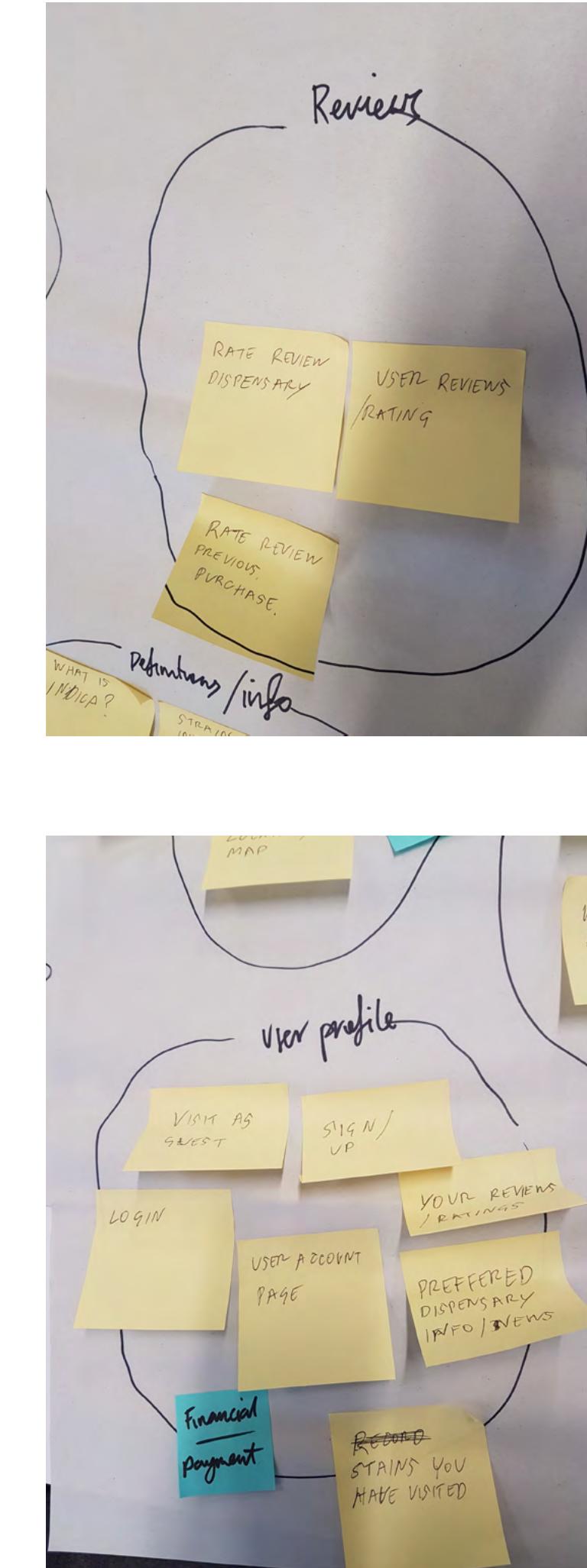
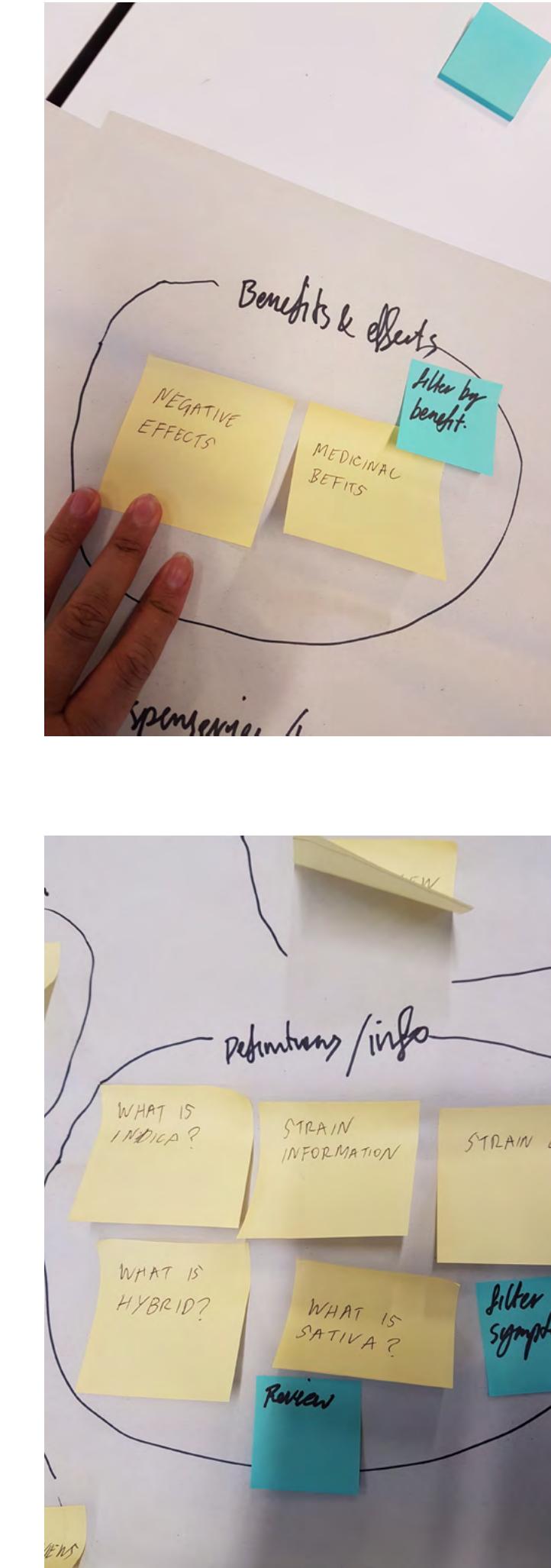
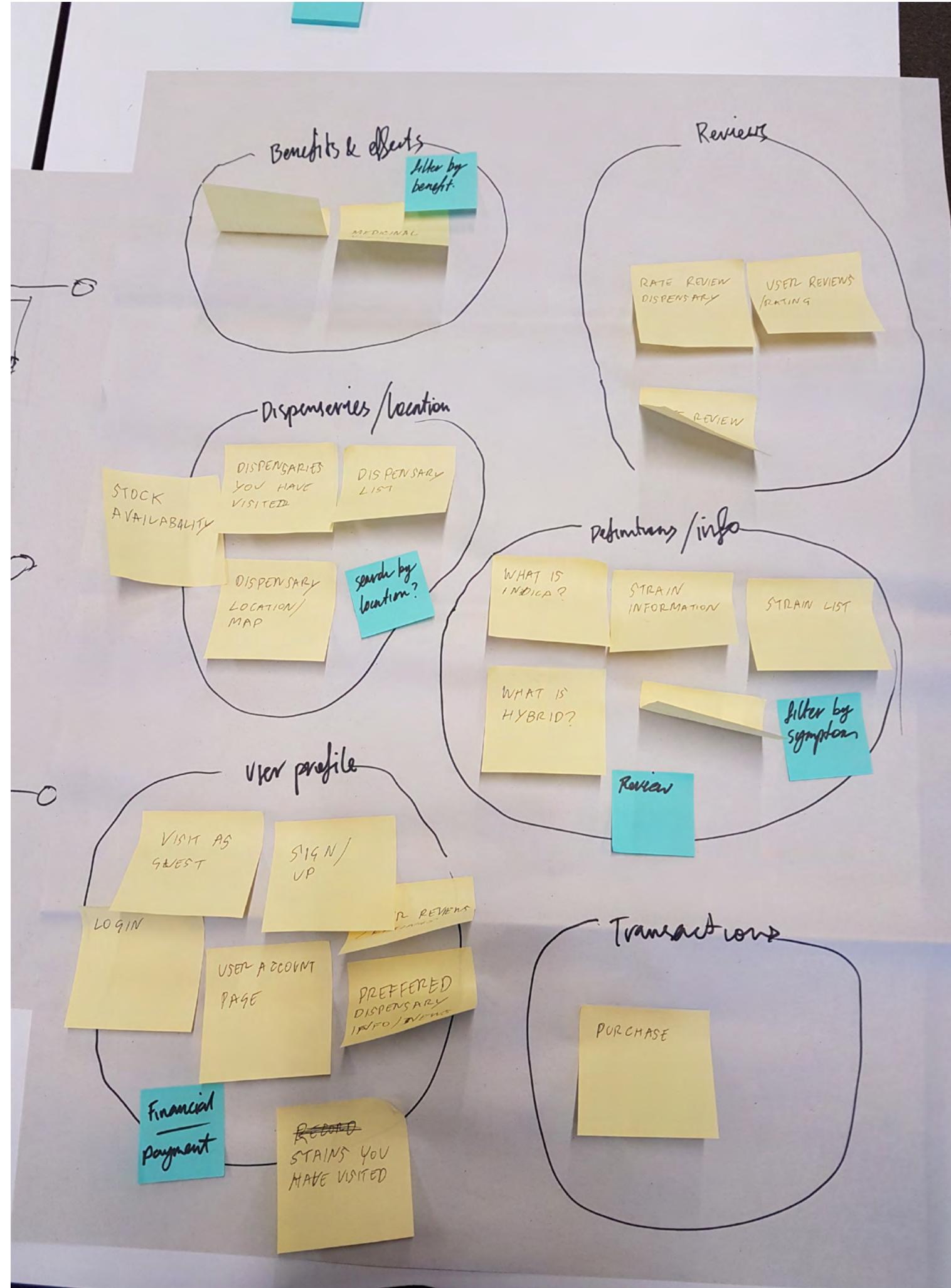
Mind

- Headaches and migraine relief
- Reduce anxiety
- Stress relief
- Stimulate creativity
- Increases focus
- Fight depression

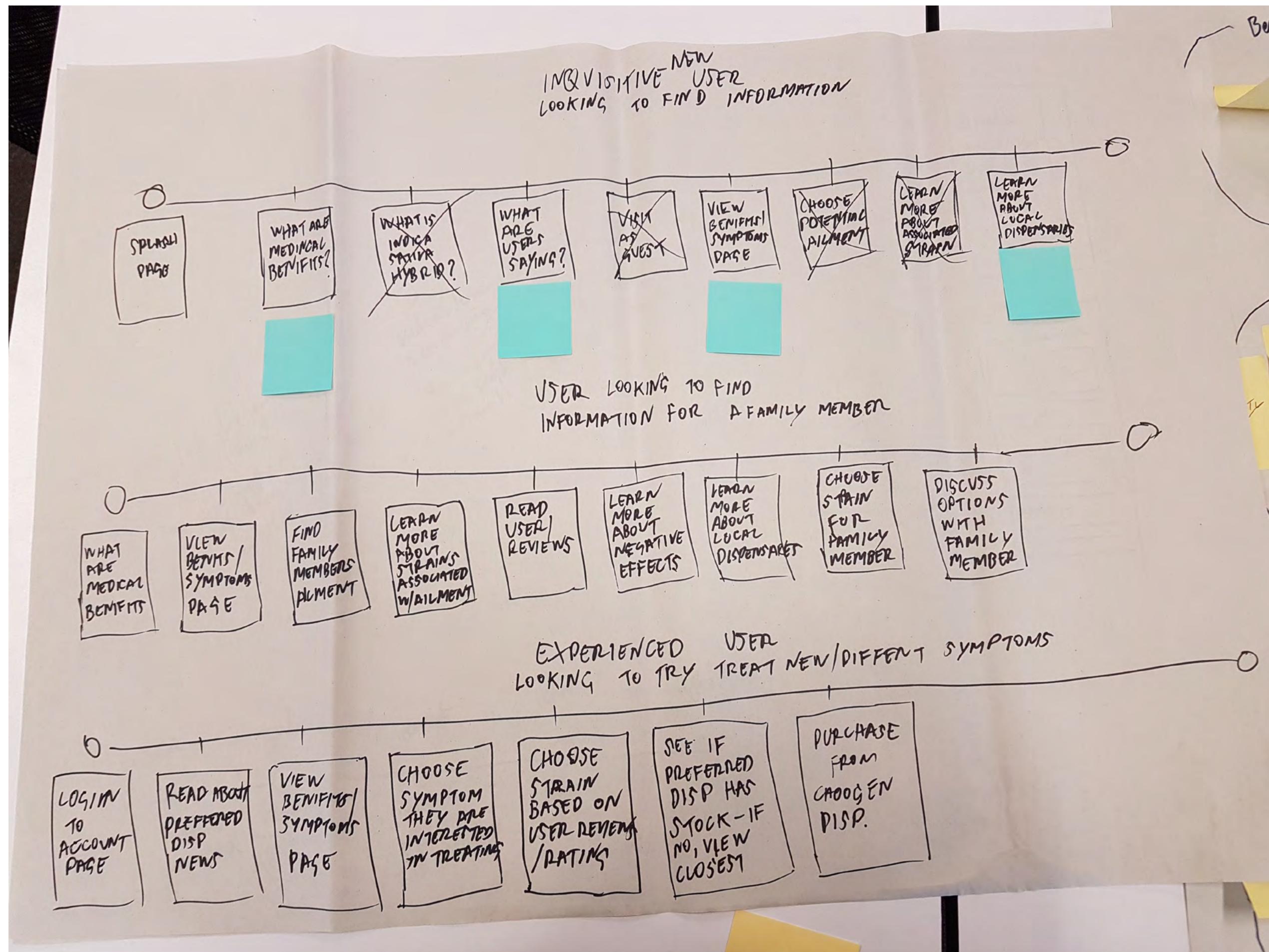
Body

- Relax muscles
- Relieve spasms
- Reduces seizures
- Body pain relief
- Increase energy
- Aid sleep

Feature Prioritization



User Goals



— Inquisitive new user looking to find information

— User looking find information for a family member

— Experienced user looking to treat new/different symptoms

Wireframes

The wireframes illustrate the following screens:

- Home Screen:** Shows the logo and navigation menu. Buttons for "Login/Sign up" and "Visitor" are at the bottom.
- Sativa Strain Detail:** Shows the title "Sativa" and a brief description. Buttons for "Sat", "Ind", and "Hyb" are at the top right. Buttons for "Login/Sign up" and "Visitor" are at the bottom.
- Indica Strain Detail:** Shows the title "Indica" and a brief description. Buttons for "Sat" and "Ind" are at the top right. Buttons for "Login/Sign up" and "Visitor" are at the bottom.
- FAQ Screen:** A list of frequently asked questions with icons and buttons for "Login/Sign up" and "Visitor".
- Mind Section:** A table showing effects for the Mind category. Rows include "Headache and migraine relief" (Ind), "Reduce anxiety" (Ind), "Stress relief" (Sat), "Stimulate creativity" (Sat), "Increase focus" (Ind), and "Fight depression" (Ind).
- Body Section:** A table showing effects for the Body category. Rows include "Pain relief" (Ind), "Aid sleep" (Ind), "Increase energy" (Ind), "Increase appetite" (Ind), "Reduce inflammation" (Hyb), "Reduce nausea" (Hyb), "Reduces seizures" (Hyb), and "Relax muscles" (Sat).
- Symptom heading - Top 10 Strains:** A table showing the top 10 strains associated with a symptom. Columns are "Strain" and "Effect". Rows include Strain 1 (Ind), Strain 2 (Ind), Strain 3 (Ind), Strain 4 (Ind), Strain 5 (Ind), Strain 6 (Hyb), Strain 7 (Hyb), Strain 8 (Hyb), Strain 9 (Hyb), and Strain 10 (Sat).
- Strain heading:** A table showing strain information. Columns are "Strain" and "Effect". Rows include Dispensary 1 (Distance 5km), Dispensary 2 (Distance 20km), Dispensary 3 (Distance 50km), Reviewer 1 (Positive effect), Reviewer 2 (Positive effect), and a summary row with "Positive effect" and "Negative effect".
- Review Summary:** A summary of reviews for a strain. It includes a "Show map" button, a "Sort rating" button, a "Sort distance" button, and two review cards for "Reviewer 1" and "Reviewer 2".

<https://invis.io/X6778D7TU>

Usability testing



Task scenario 1:

You are not yet interested in trying medical marijuana but would like to learn more, find out some basic information about the 2 main strains Indica and Sativa.

Task scenario 2:

You would like to find a new way to manage your stress levels, find which strain suits you.

Task scenario 3:

You are currently dealing with some back pain, you are interested in trying medicinal marijuana but you would like to read some reviews first.

Usability testing - results

User 1 notes:

First task.

"Oh my goodness" at the list of benefits

"Can you go back for me."

"I thought this was a promo" relating to the dots.

Benefits of marijuana page are on the same level as the types but
should they sit under that page?

Second task.

Found "stress relief" quite easily.

Loved the reviews. "Great for stress relief"

Third task.

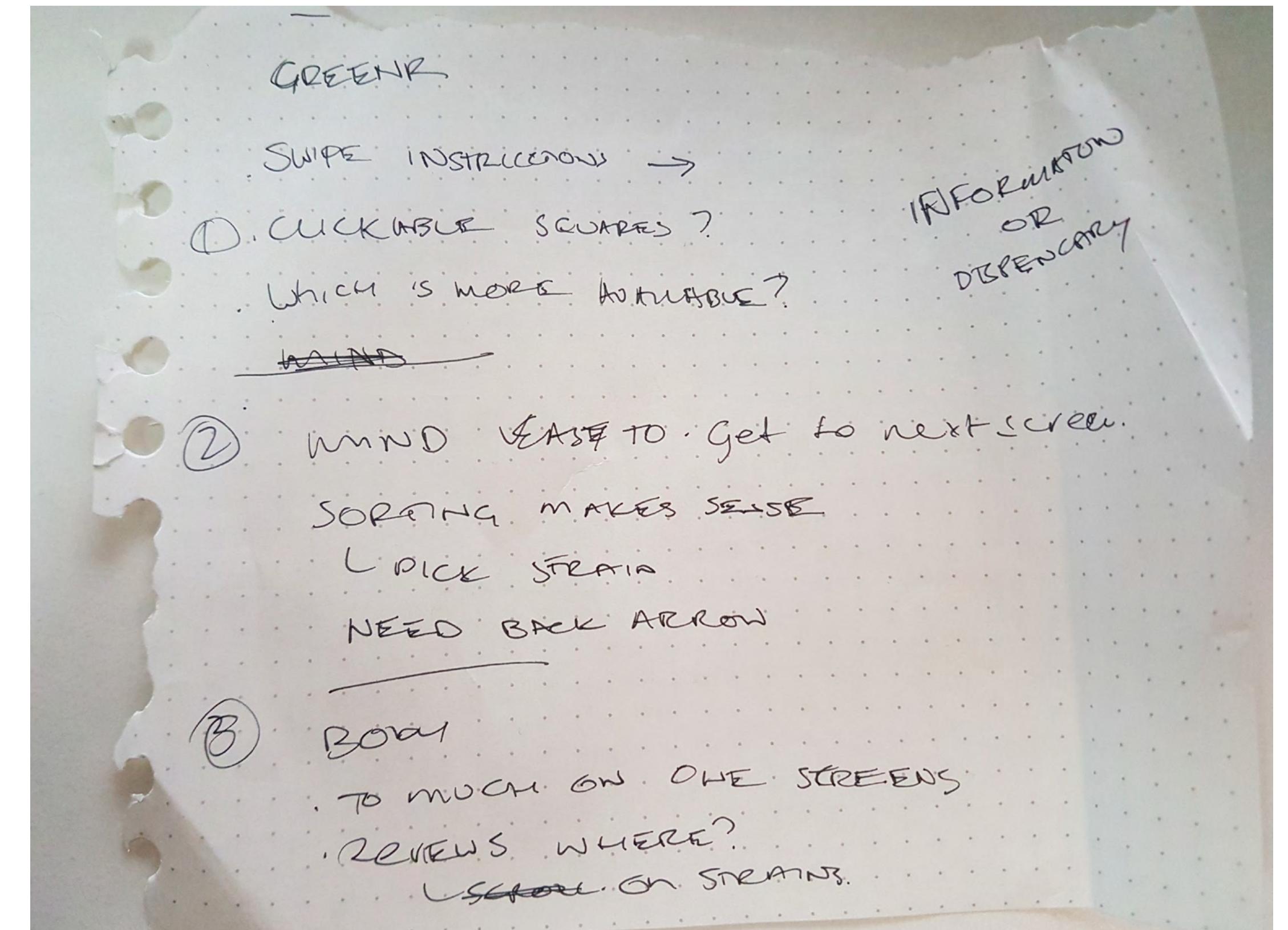
Didn't see the read more link on the reviews when searching for a
strain for back pain.

"The mind and body sections make it feel more natural."

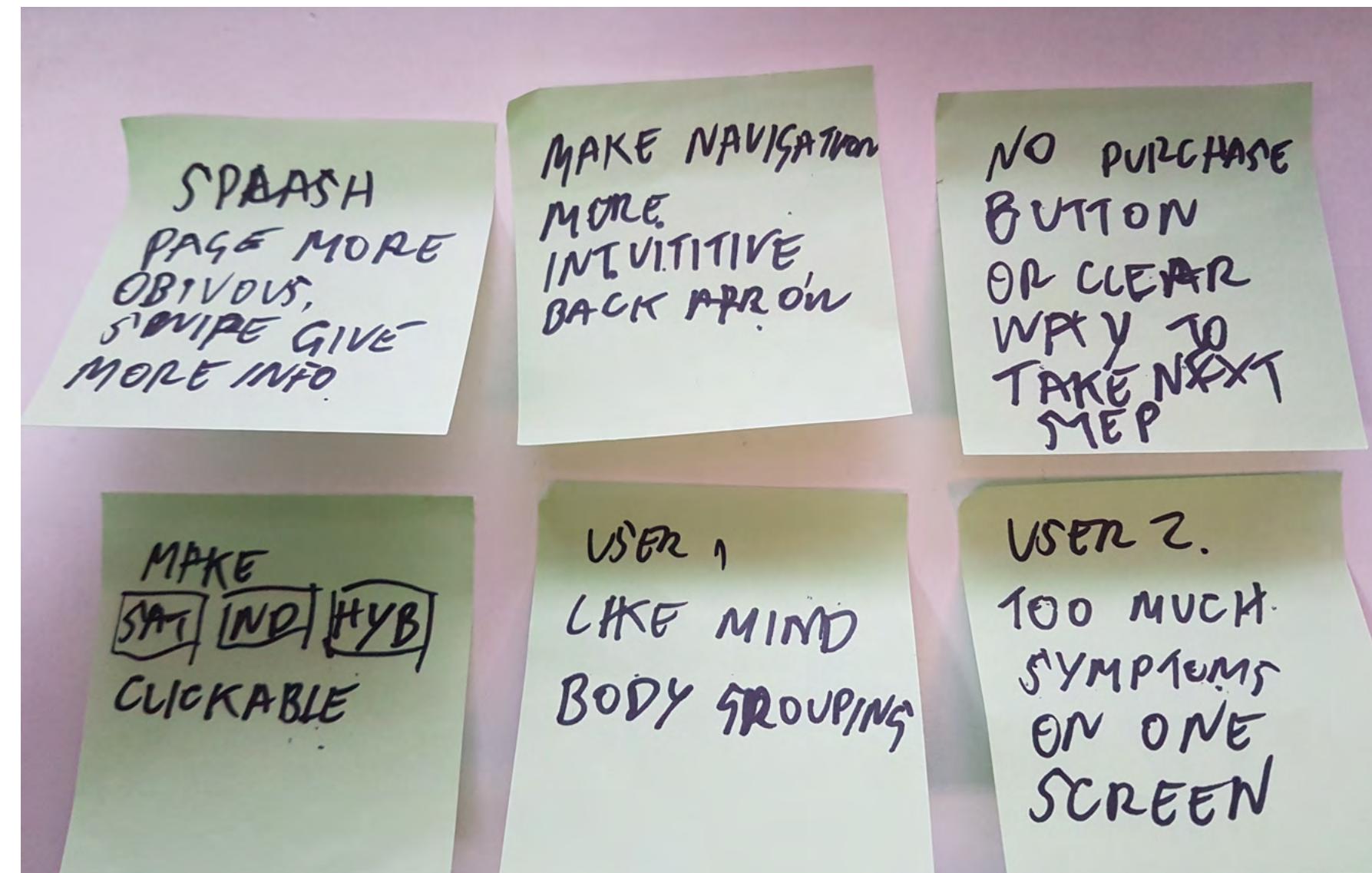
"I wouldn't use this if I was having a party"

"What's the difference between a visitor/logging in and signing up?"

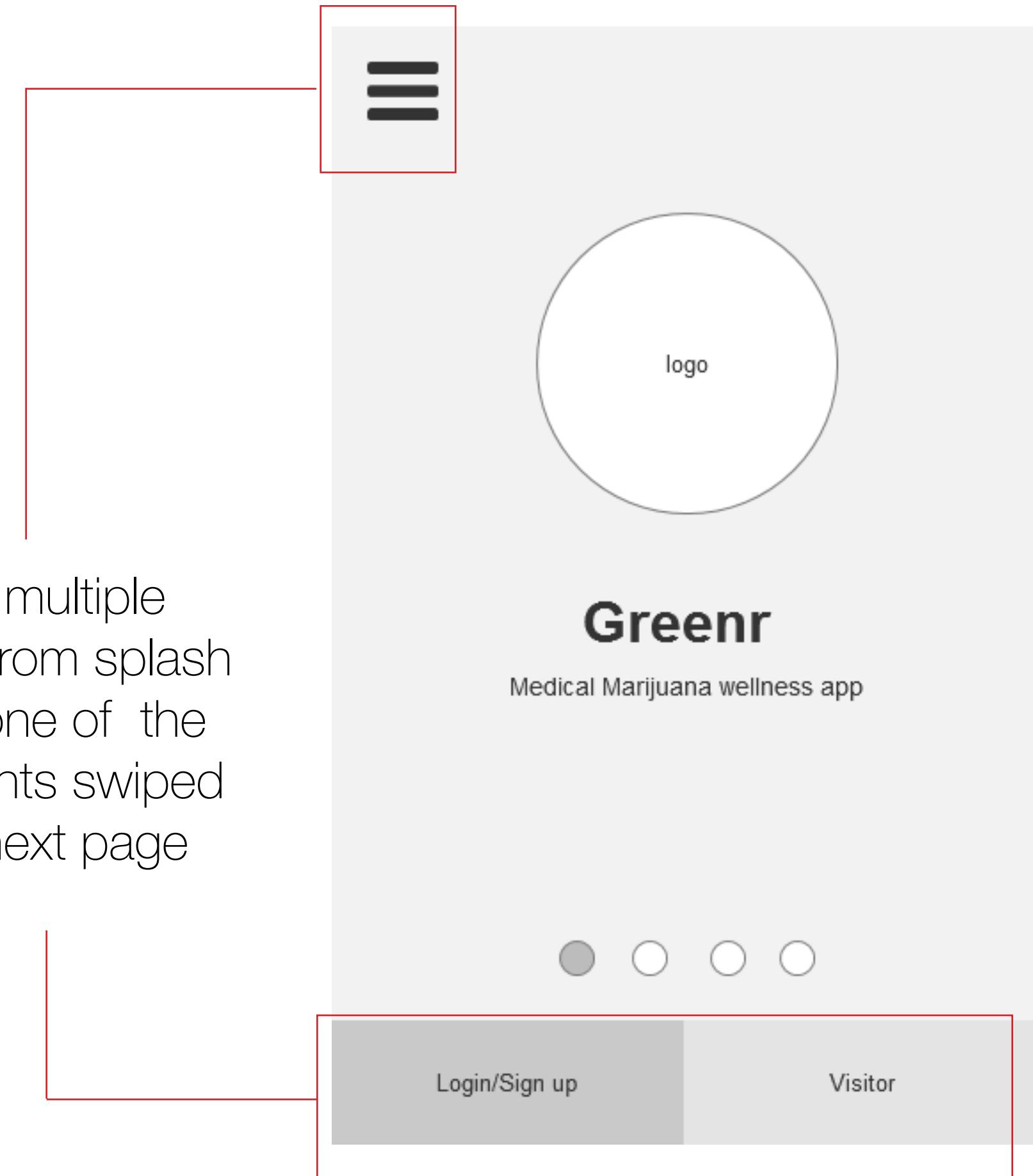
User 2 notes:



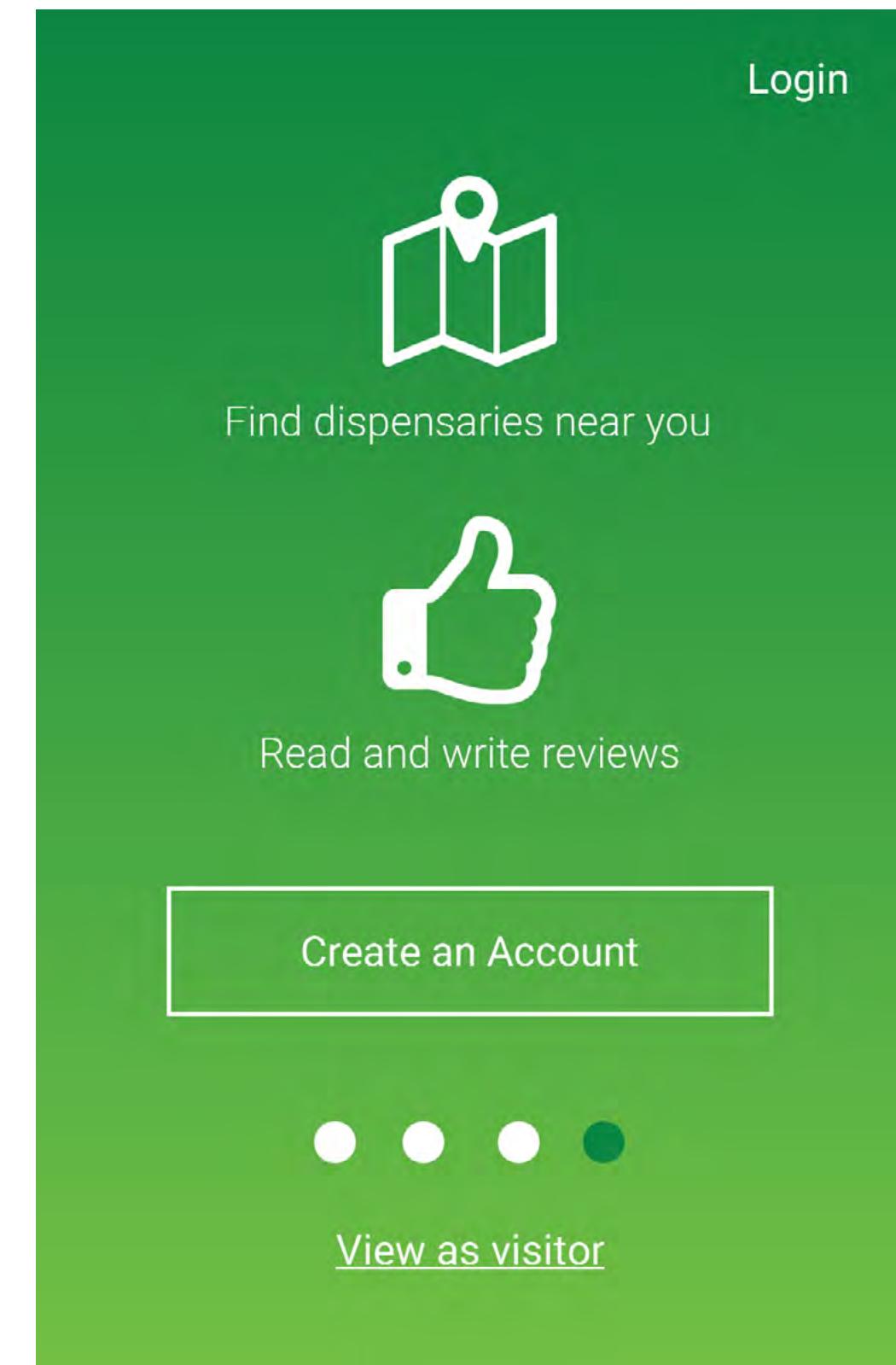
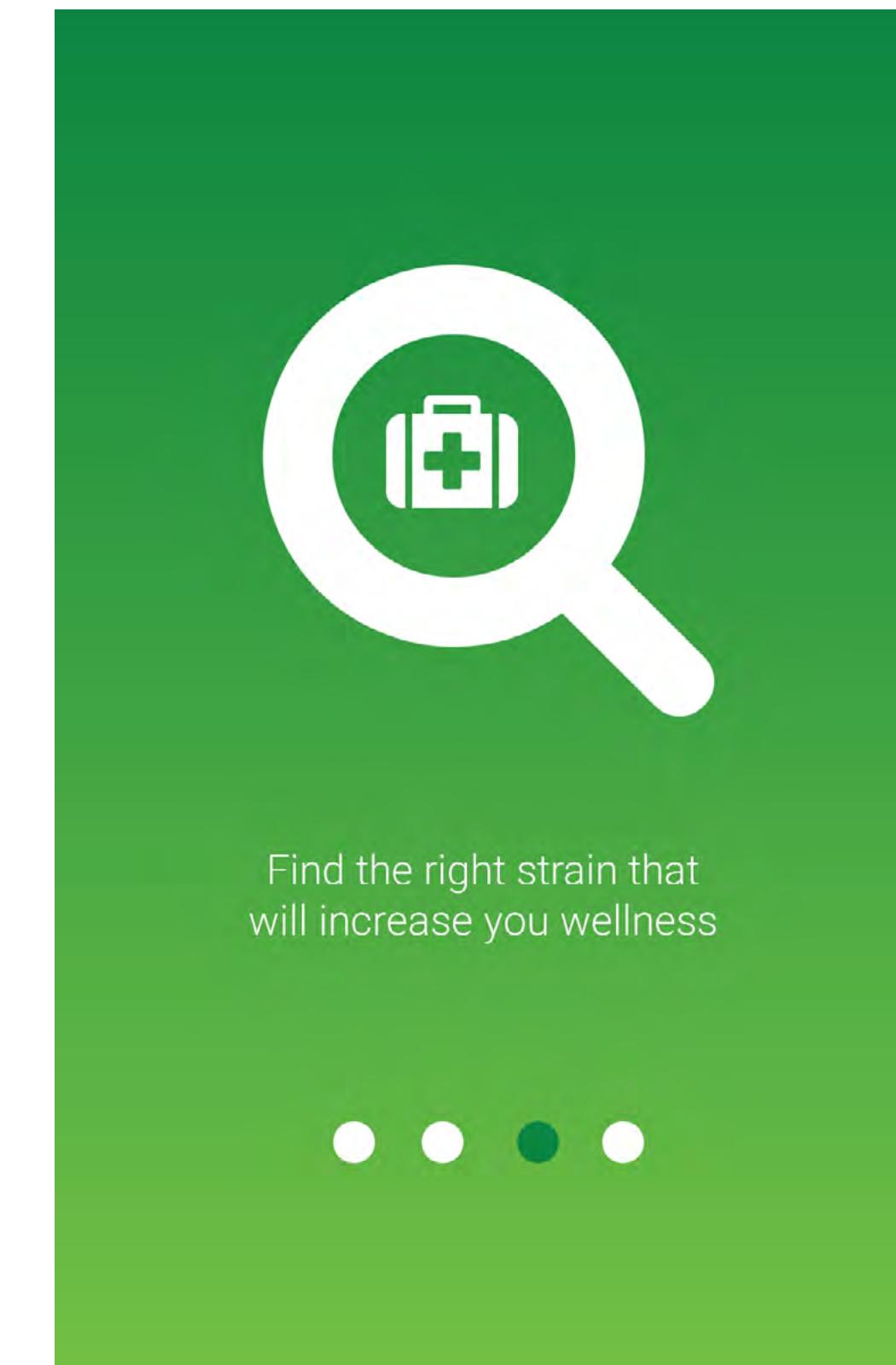
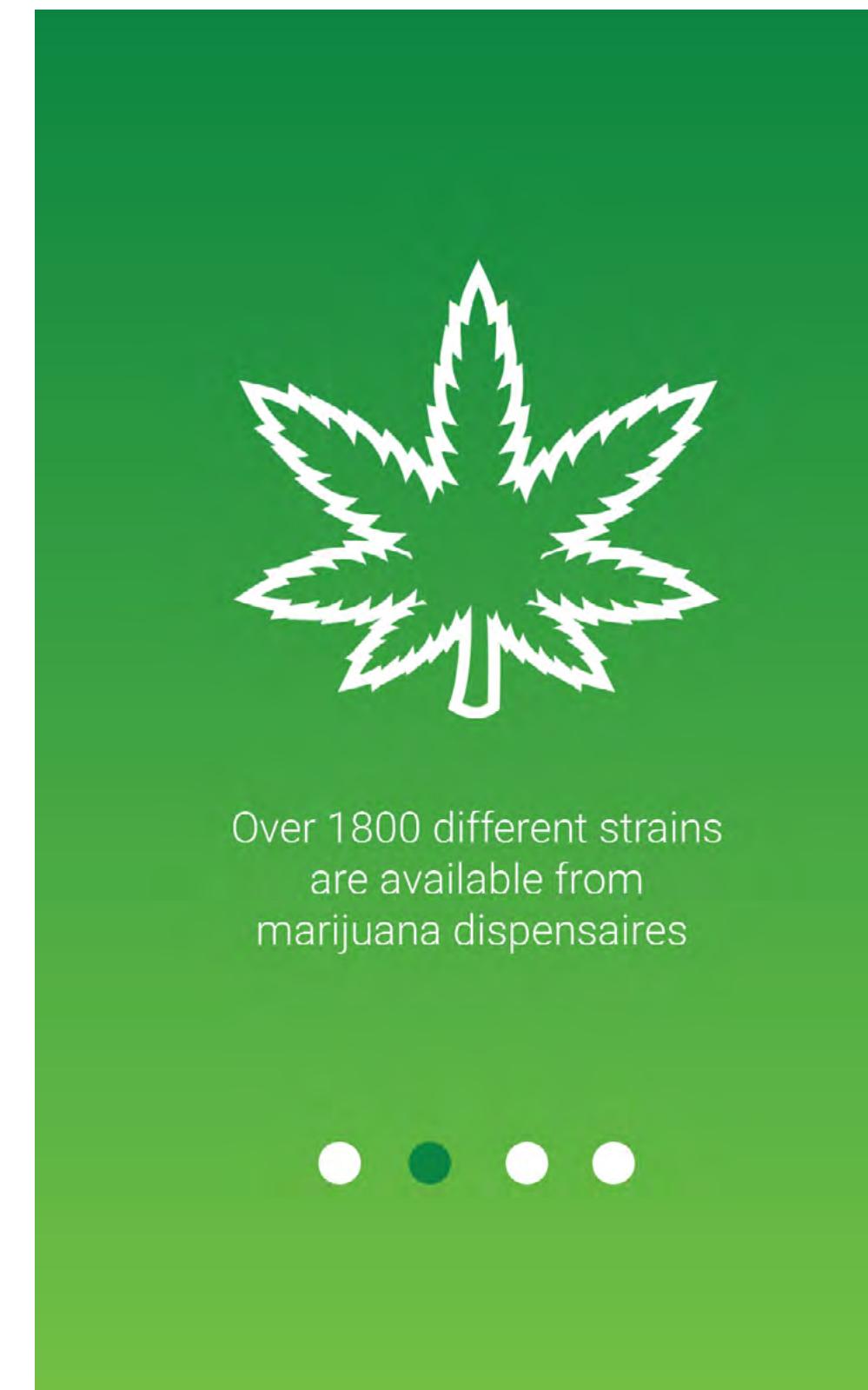
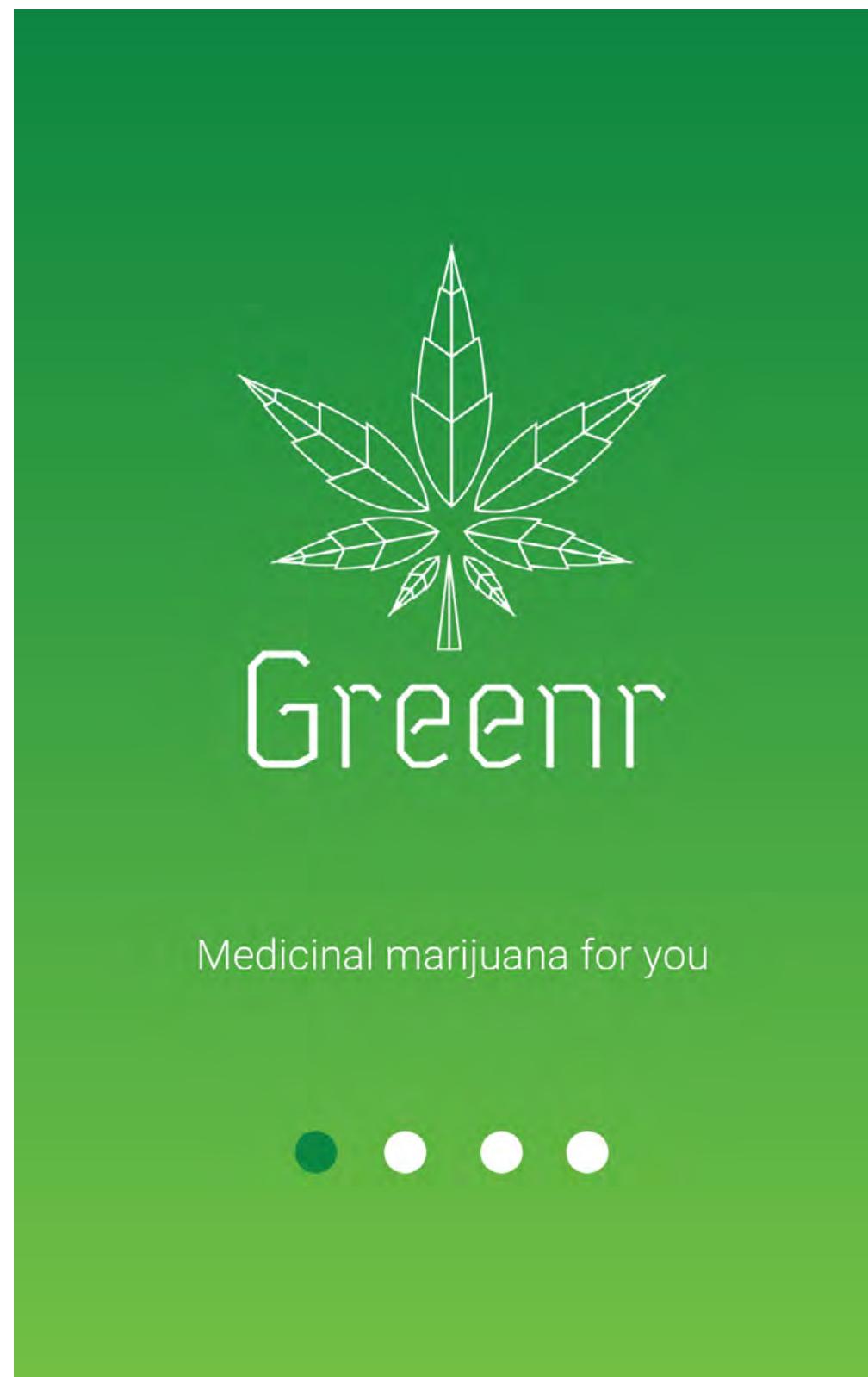
Usability testing - results



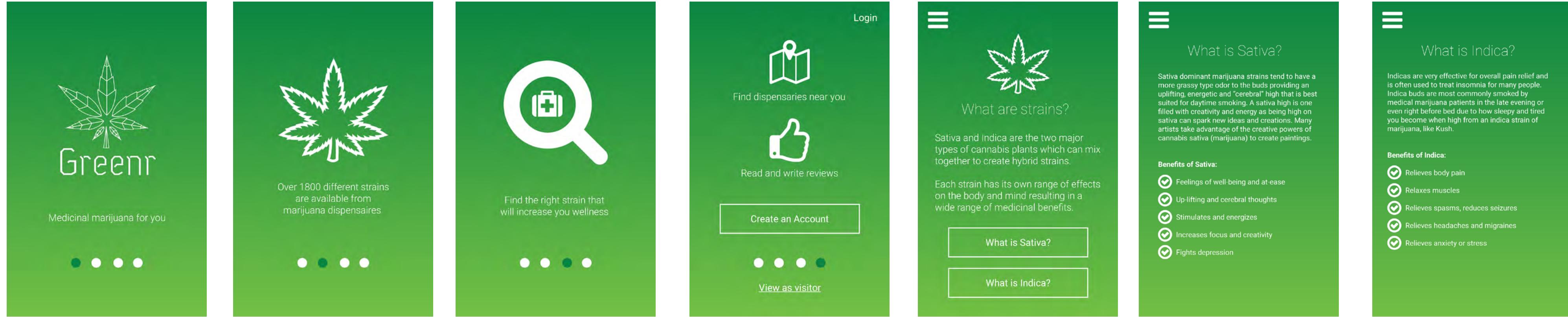
Remove multiple options from splash page, none of the participants swiped to view next page



On-boarding

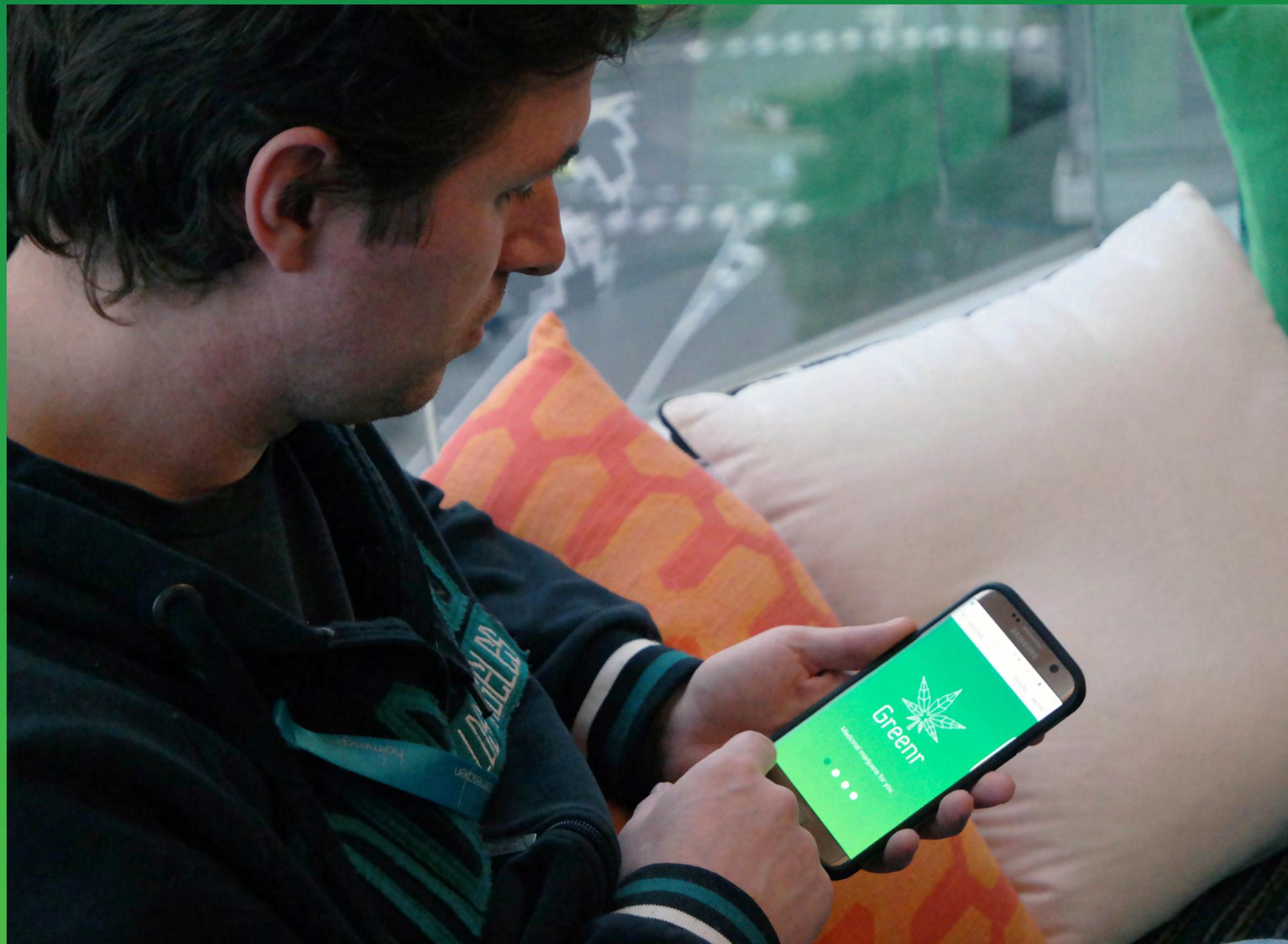


Updated wireframes



A row of six wireframes for the Greenr app. 1. Symptom heading - Top 10 Strains: Shows a grid of 10 strains with columns for name, type (Ind, Hyb, Sat), and effects (Positive/Negative). Buttons for 'Sort rating' and 'Sort distance' are at the top. 2. Strain heading: Shows a grid of 10 strains with columns for name, type (Ind, Hyb, Sat), and effects (Positive/Negative). Buttons for 'Sort rating' and 'Sort distance' are at the top. 3. Strain heading: Shows a grid of 10 strains with columns for name, type (Ind, Hyb, Sat), and effects (Positive/Negative). Buttons for 'Sort rating' and 'Sort distance' are at the top. 4. Login screen: Features fields for 'Email address', 'Password', and 'Confirm Password'. Buttons for 'Forgot password?' and 'Login' are present. 5. Sign Up screen: Features fields for 'Full name *', 'Email address *', 'Password *', 'Confirm Password *', and a 'Use my location *' checkbox. Buttons for 'Sign Up' and 'Don't have an account?' are present.

<https://invis.io/RW7BB71JM>



Thank you