





Pill Bug

Carlos. Emily. Chloe. Joe.



Interview Findings

Marcellus Wallace, Senior, 74, retired

Recent eye surgery

Takes many prescriptions, 4 daily, some at different times

3 different eye drops:

one 4 times a day (for 4 weeks) , 2 in evening (forever)

2 different meds for high blood pressure:

1 in morning, other at night

Busy lifestyle, lots of distractions

Wife prepares meds daily/weekly

Analysis:

Needs a way to keep track of all meds and their doses

Calendar, set reminders

Conflicts with other meds or foods

With pictures, so you can easily see which you are taking



Interview Findings

Josh Blum; caretaker for Claire Blum, 90 years old

Prescriptions:

Protonics

Celebrex

Gaba Pentin

Lisinapro

Acetomenphen

Vitamins B, D C

Currently lives with her 65 year old single son.

Had colon cancer surgery now she will be on more meds. She did suffer allergic reaction to NSAIDs. Needs to watch for interactions.

Although she has been in relatively good health she does not do very much on her own outside. Her memory is failing quickly but she is not demented. Son prepares meds daily/weekly. He is her sole caretaker.

Analysis:

Needs a way to keep track of all meds and their doses

Easy way to check in medicines.

Maybe different reminders for different users.

Should be personalized so she can remember who is talking to her.

Share updates via text.

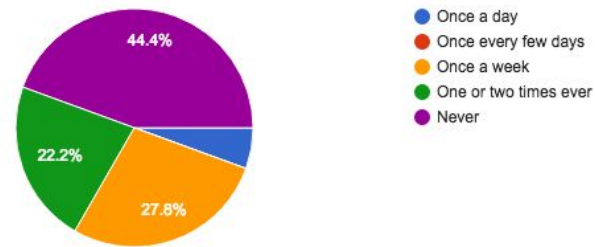
Survey Results

(19 people)

- 83.3% of users use iPhone
- 63.1% of our users are older than 50 years old
- 52.6% take at least one medication daily
- 55.6% of users have forgotten to their medication at least once
- 66.7% of users use memory to remember to take their medication

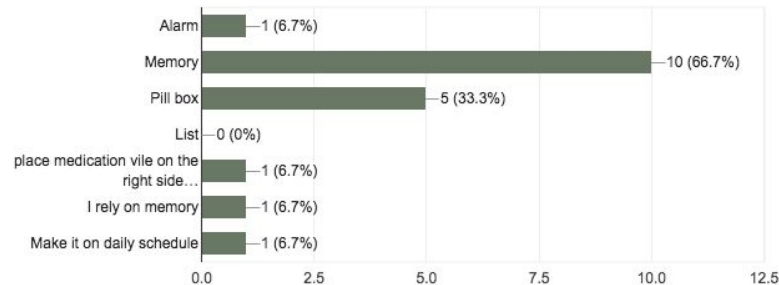
How often do you forget to take your medication?

18 responses



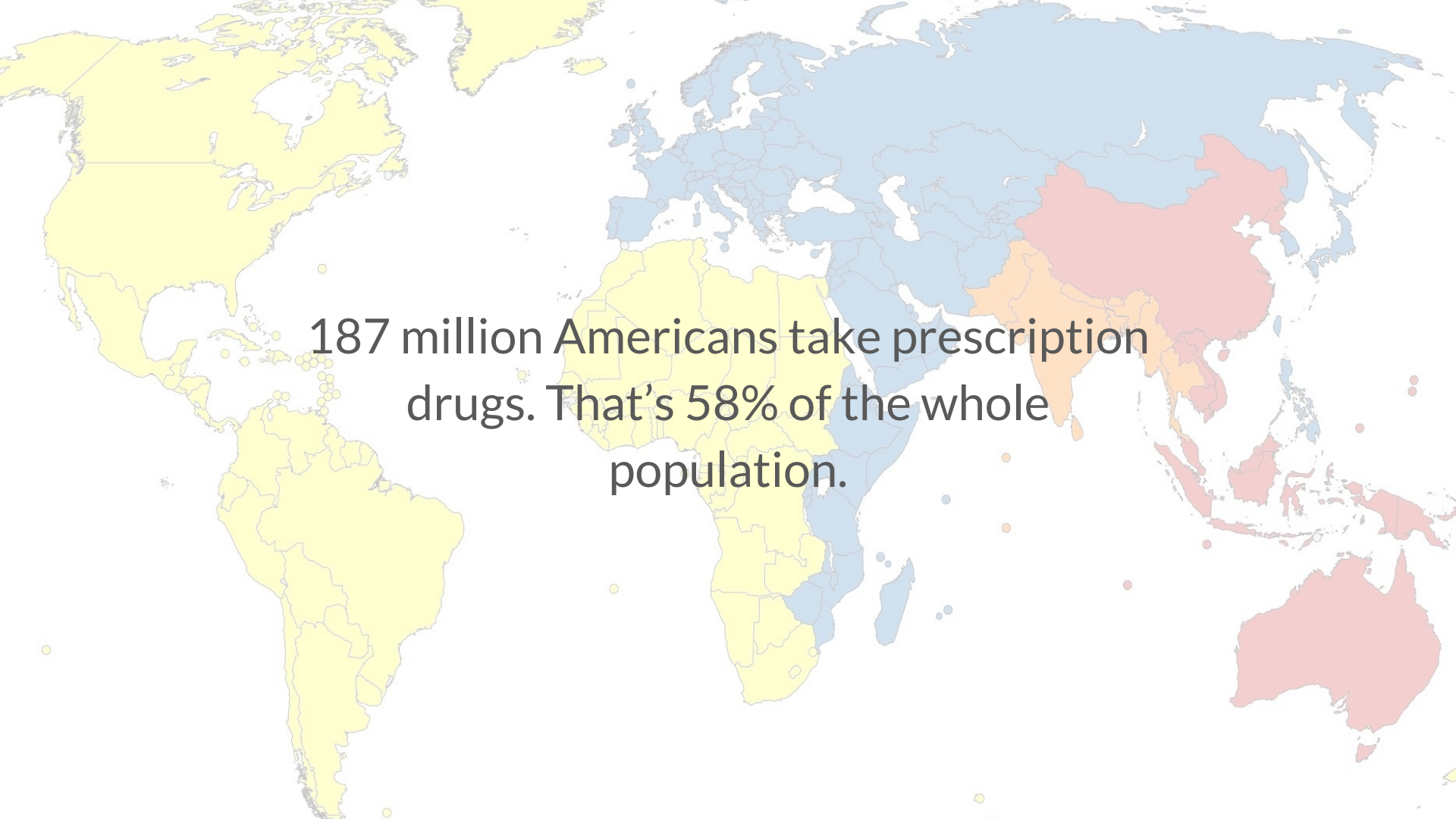
How do you remember to take your medication? (Check all that apply)

15 responses






The Problem



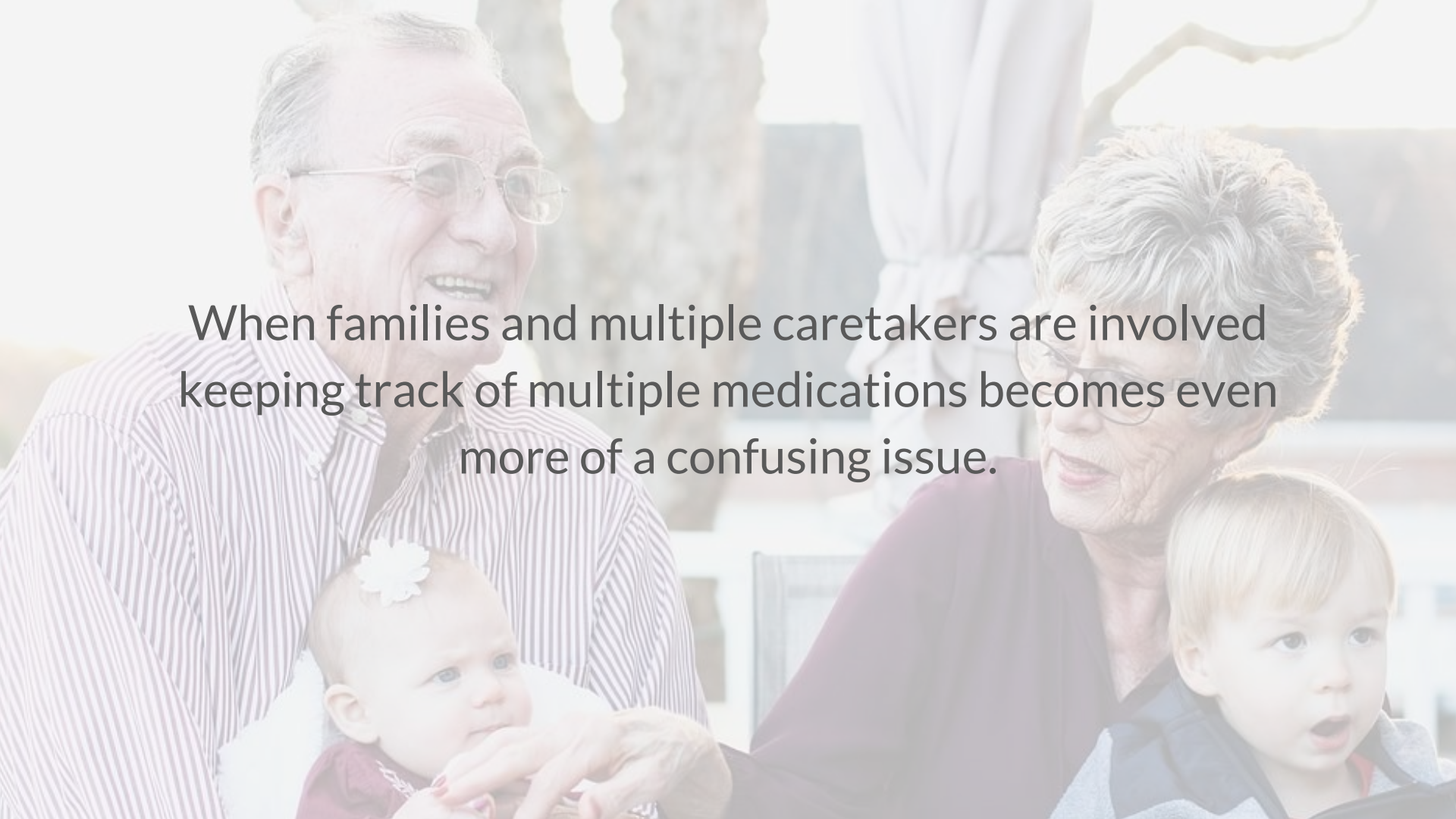
187 million Americans take prescription
drugs. That's 58% of the whole
population.

The background image shows several orange plastic prescription bottles on a white surface. Some bottles are upright, while others are tipped over, spilling out various types of pills, including yellow capsules and blue and white capsules. The scene is brightly lit, creating a clean but somber atmosphere. The text is overlaid in the center of the image.

Every year over 125,000 people die in the
USA from prescription drug non-adherence.



Older people suffer more due to other health issues such poor eyesight and hearing, memory issues, and muscular coordination.



When families and multiple caretakers are involved keeping track of multiple medications becomes even more of a confusing issue.



Problem Statement

Many people have trouble keeping track of the dosage, interaction, frequency and allergies that result from prescription medicines. Our app Pill Bug keeps track of the names, dosages, interactions, and schedules of all medications for multiple users. It uses easy to understand format for seniors with large buttons and illustrations and clear directions and help. It will show a representation of the pill in shape color and amounts along with text directions and barcode to keep users informed.



Competition

- **50+ iPhone applications exist as medication reminders**

What sets us apart?

Brand

Function

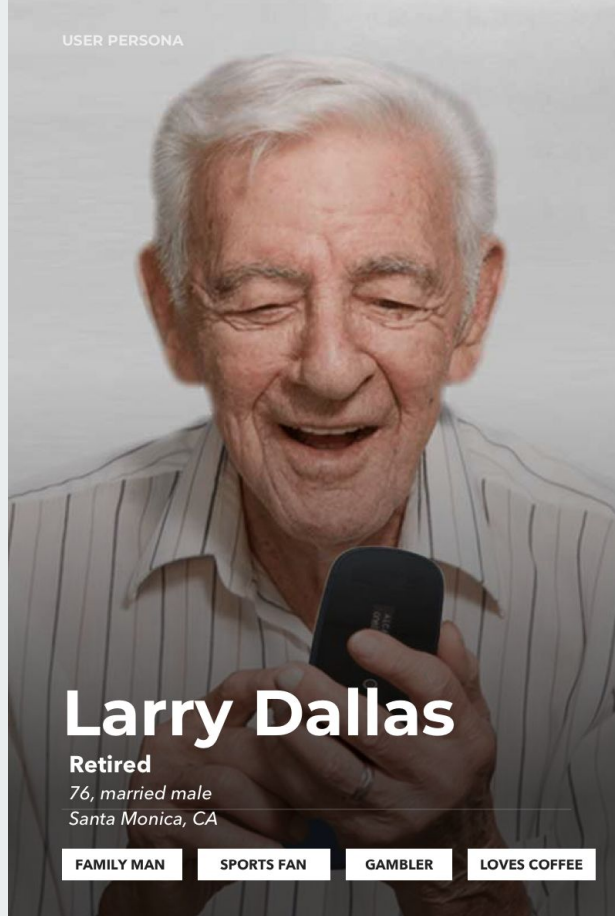


Competitive Analysis

	Pill Bug	Competition
Brand Identity	Lighthearted	Medical
Features	Minimal	Maximal
Ease of data entry	Easy	Not always easy
Lock-screen dismissal	√	X
Easy to read and identify medications	Yes	Sometimes
QR Reader	Yes	Not in most apps

Persona

USER PERSONA



Larry Dallas

Retired

76, married male
Santa Monica, CA

FAMILY MAN

SPORTS FAN

GAMBLER

LOVES COFFEE

"I am an old man and have known a great many troubles, but most of them never happened."

ABOUT

Larry is the head of a very large extended family. When he's not busy helping his children, he can be found playing poker with his friends and neighbors. He also has a Lakers season pass and attends every game. He is a coffee connoisseur and takes pride in his secret cold brew recipe. He also enjoys painting.

GOALS

- Get reminded to take his 5 different prescriptions
- Avoid adverse drug effects by taking at the prescribed time



PAIN POINTS

- Frequently forgets to take medications on time
- Often loses track of drug usage and leads to missing medication or overdose
- Have trouble remember to take certain medications before, after meal or on an empty stomach.

KNOWN CONDITIONS

- Diabetic
- High blood pressure
- High Cholesterol
- Hip injury
- Early signs of Dementia

USER INSIGHT

Due to Larry's senior age and memory problems, he finds it extremely difficult to take his medications on time. A mobile phone app with notifications and dosage information will greatly assist him in keeping track of his drug usage, and dosage.

Persona

USER PERSONA



Liz Parsons

Bartender

40, single female
Portland, OR

MUSIC

WINE LOVER

TRAVELER

OUTGOING

USER INSIGHT

Due to Liz's very busy schedule & her trips around the world, it is difficult for her to remember to take her birth control. Her doctor prescribed her birth control to help with her many health concerns, including severe cramping & adult acne. An application to help Liz take her birth control consistently every day will make the contraceptive more effective, therefore allowing her to live a healthier lifestyle.

“I love to embrace new cultures, taste new wines & live my life to the fullest.”

ABOUT

Liz is a bartender who works a very busy schedule, bartending both days & nights. She loves music and attending shows of her favorite artists. Liz loves to travel around the world, wine-tasting & embracing new, diverse cultures. She is fun & outgoing, loves to socialize & experience new things.

GOALS

- Get reminded to take birth control pill every day
- Avoid missing pills to ensure birth control effectiveness







PAIN POINTS

- Frequently forgets to take medication
- Her lack of a set schedule makes it difficult to remember taking her pill consistently at the correct time of day
- Taking pills at the same everyday while traveling is difficult especially in different time zones

HEALTH CONCERNS

- Sexually active
- Chronic migraines
- Family planning
- Severe cramping
- Adult acne

CUSTOMER JOURNEY MAPING

PROCESS	PRESCRIPTION RECEIVED		PLANNING	EXPERIENCE	SHARE EXPERIENCE
DOING	-Prescription received -Informed by the pharmacist about usage and dosage		-Downloaded Pill Bug -Scanned QR code to enter prescription information into app	My reminder app reminded me each time time when I need to take my pills	Shared positive experience of my reminder app with my friends and family
THINKING	Another pill to take, I hope I can take all of my pills on time		I need to make sure I can take my meds on time and have them handy when I need them	Wow this is a very useful way to keep track of my meds	This app makes pill taking so much easier. I want my friends to use it too
FEELING					
TOUCH POINTS	Interacted & Informed by the phamacist about usage and dosage		-Using the app -Talking with others -Research medication online -Reading other people's reviews about the medication	-Got reminded by the app -Once dosage taken, he checked it off -Snoozed when he couldn't take his meds immediately	Shared positive experience with friends and family by word of mouth
RECOMMENDATIONS	Have pharmacist recommend reminder app		Remind him to take his meds with him when he leaves the house		Notify family member if there is a skipped or incorrect dosage

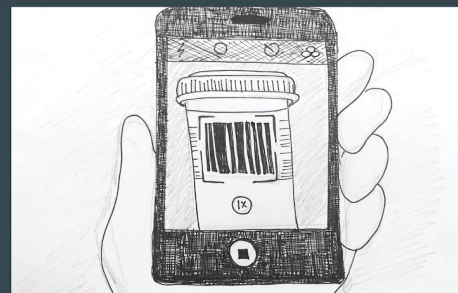
STORYBOARD: LARRY



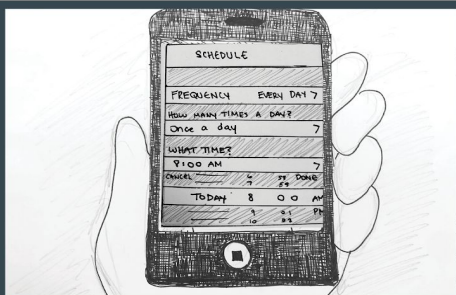
Larry just found out he has dementia. There were signs but the diagnosis has been finalized. It is a bad day for Larry.



Larry goes home & opens up his pill cabinet & takes a gander at his 5 medications he has to take on the daily.



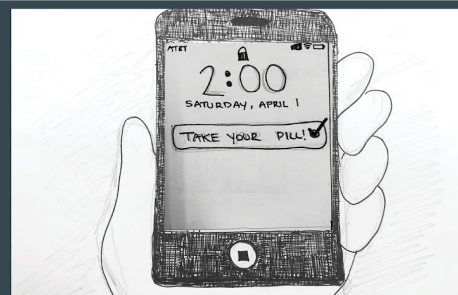
Larry scans the barcode on in his newest medication for dementia in Pill Bug.



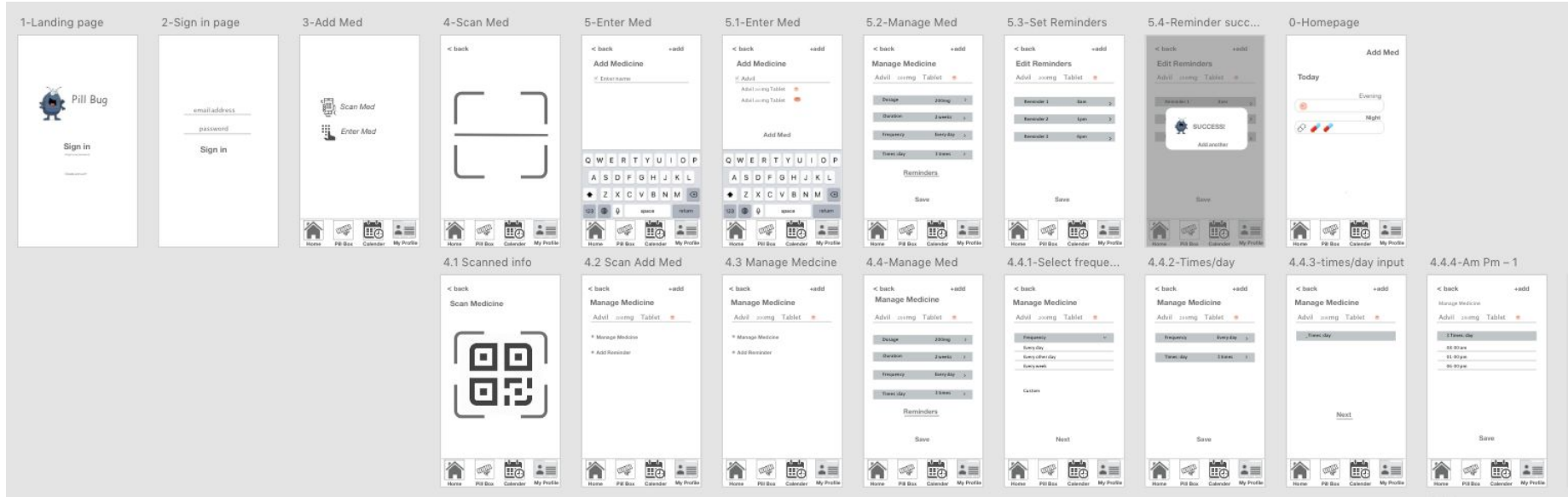
Larry adds the frequency, how many times a day and at what time of the day in Pill Bug, setting up the alarm.



Larry goes on a walk and PING! his phone goes off.



Larry is reminded to take his newest medication and is one step closer to living a longer & healthier life.



InVision

<https://invis.io/MRMYQ2VV5EH>



Key Features

- Easy to scan medication/
optional manual entry
- Clear pictures of the pills
- Clear organization of pill
schedule
- Easy to add/schedule alarm
- Skip notification

Upcoming Features

- Drug warnings
- Refill Notification
- Smart rescheduling