

## Medical Store Design Process

### 1. User interviews

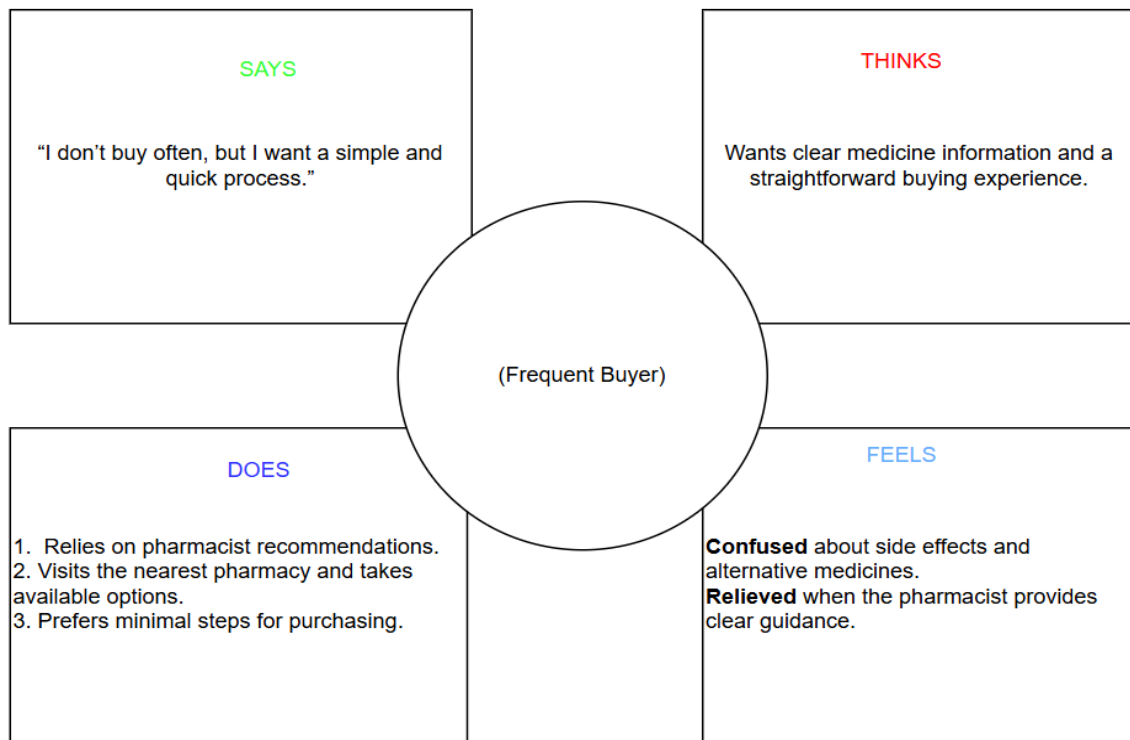
User interviews are important in UI/UX development because they give direct insights from real users. Here's why they matter:

- **Understand User Needs** – They help designers know what users really need, avoiding guesswork.
- **Find Problems** – Interviews show what frustrates users, helping fix issues.
- **Get Honest Feedback** – Talking to users gives clear opinions that surveys might miss.
- **Create Better Designs** – Understanding users' experiences helps make products easier to use.

### 2. Empathy map

After conducting interviews, you can use **empathy maps** to organize the information into five key areas:

- **Who are the users?** – Understand their background and situation.
- **What do they say?** – Capture their thoughts on the product or similar ones.
- **What do they think?** – Identify their opinions and concerns.
- **What do they do?** – Track their actions before, during, and after using the product.
- **What do they feel?** – Note their emotions throughout the experience.



### 3. User personas

After my empathy map now it's to move with User personas which is a fictional user who represent the needs, goals, and characteristics of larger groups:

This will help you remember and design for your users without having to recall every detail you captured during your interviews. For my project I have considered Phuntsho and Tsheten as **Frequent** and **occasional** buyer respectively as given below:



**Phuntsho**

**Age:** 23  
**Education:** High School Graduate  
**Hometown:** Bhutan  
**Family:** Lives with Family  
**Occupation:** Student

*“Getting my regular medication without hassle is important to me.”*

### Goals

- To purchase regular medication.
- To receive accurate information about medicine.
- To ensure affordability and ease of access

### Frustrations

- Medicine not always available in stock.
- Long wait times at pharmacies.
- High cost of medication

Phuntsho, a student, needs regular emergency medication. He visits the nearest pharmacy but often faces stock issues. Trusting pharmacists' advice, he seeks a reliable way to check availability via SMS or mobile apps.



**Tsheten**

**Age:** 22  
**Education:** High School Graduate  
**Hometown:** Bhutan  
**Family:** With Friends  
**Occupation:** Student

*“I just want to buy medicine quickly when I need.”*

### Goals

- To find and buy medicine for minor illnesses easily.
- To compare medicine options and prices quickly.
- To avoid long waiting times.

### Frustrations

- Not knowing which pharmacy has the medicine in stock.
- High prices for over-the-counter medications.
- Unclear dosage instructions for self-medication.

Tsheten, a student, buys medicine only when needed, like for colds or headaches. She prefers fast service, digital payments, and an app to check pharmacy availability. Convenience and clear information are important to her.

## 4. User journey map

A user journey map is the series of experiences the user has as they try to achieve our goal. These maps showcase key pain points and areas for improvement that designers can address in their designs. This is how I have created for my **Project:**

**User 1: Phuntsho (Middle-Aged Patient, Needs Regular Medication)**

**Goal:** To purchase regular medication conveniently when hospital is far from home.

Action	Action 1	Action 2	Action 3	Action 4
<b>Task list</b>	A. Visits the pharmacy in person. B. Asks for availability of medicine. C. Provides prescription	A. Waits for the pharmacist to verify the prescription. B. Asks for alternative options if medicine is out of stock.	A. Pays for the medicine. B. Asks about dosage and side effects.	A. Takes medicine home. B. Stores it properly and follows the dosage.
<b>Emotions</b>	Positive: Feels comfortable talking to a pharmacist. Negative: Frustrated if medicine is not available.	Positive: Trusts the pharmacist's advice. Negative: Worried if alternative medicine is not available.	Positive: Relieved to get medicine. Negative: Stressed about high prices.	Positive: Confident in taking medicine correctly. Negative: Anxious about side effects.
<b>Improvement opportunity</b>	Display medicine availability on a website/app.	Offer home delivery or pre-order system.	Provide loyalty discounts or financial support options.	Offer follow-up reminders via SMS or app.

**User 2: Tsheten (Middle-Aged Patient , Occasional Buyer)**

**Goal:** To quickly buy medicine for minor illnesses (e.g., cold, headache).

Action	Action 1	Action 2	Action 3	Action 4
<b>Task list</b>	A. Searches for the nearest pharmacy. B. Walks to the store.	A. Asks for over-the-counter medicine. B. Confirms the price and purchase.	A. Pays quickly using cash or mobile payment.	A. Take medicine immediately or when needed.
<b>Emotions</b>	Positive: Feels convenient finding a nearby pharmacy. Negative: Annoyed if the pharmacy is closed or far away.	Positive: Prefers quick service. Negative: Hesitant about medicine effectiveness.	Positive: Appreciates fast payment options. Negative: Unhappy if the price is too high.	Positive: Feels better after taking medicine. Negative: Wishes for better guidance on dosage.
<b>Improvement opportunity</b>	Display pharmacy locations and opening hours online.	Provide clear medicine descriptions and alternatives.	Offer digital receipts and cash back options.	Add dosage reminders through SMS or an app.

## 5. Problem statements

A problem statement concisely describes a user need that your design must address. Problem statements help you and your teams agree on what those needs are and why they are important for users.

Problem statement with template for my **Project**:

### **Phuntsho's Problem Statement:**

Phuntsho, a university student who requires regular emergency medication, struggles with finding stocked medicine at nearby pharmacies and when the hospital is far from home. He needs a reliable way to check availability before visiting, as delays can impact his health.

### **Tsheten's Problem Statement:**

Tsheten, a student who occasionally buys medicine for minor illnesses, finds it inconvenient to search for stocked pharmacies and dislikes waiting in lines. He needs a quick and efficient way to locate available medicine and complete purchases seamlessly.

## **6. Hypothesis statement**

Hypothesis statements help designers clarify what they want to achieve with their designs, which is key for the next phase of the design thinking process: ideating solutions to user needs. This is how I have created for my **Project**:

**Hypothesis Statement:** If Phuntsho has access to a real-time pharmacy inventory system, **then** he can quickly locate stocked emergency medication and avoid unnecessary visits.

**Hypothesis Statement:** If Tsheten can check pharmacy availability and pricing online, **then** she can save time and make faster purchasing decisions without unnecessary delays.

## **7. Goal statement**

With goal statements you take the action and outcome of a hypothesis statement and expand them to articulate a specific and measurable goal for the product you're designing. Goal statements help designers solidify the scope of their design work by articulating exactly who their product will serve, **what** the product will do, **why** the product solves the user's need, and **how** the effectiveness of that solution will be measured.

This is how I have created for my **Project**:

**Goal Statement:** Our pharmacy locator app will let users find nearby pharmacies with available stock and pricing, which will help students like Tsheten make quick and informed purchasing decisions. We will measure effectiveness by tracking search frequency and purchase completion rates.

## **8. User Interview link**

<https://drive.google.com/file/d/1-Oe63LxpJex7pMOborz8E5mrFyLkSR5Z/view?usp=sharing>

## **9. Competitive Audit link**

<https://drive.google.com/file/d/1uwOcB45FobsmBgqaSRunwYP4watPQc6p/view?usp=sharing>

**10. User Research link**

<https://docs.google.com/document/d/1Ssz-vU-ZUuMdO9JQROttF1wrE4RnPyxV/edit?usp=sharing&ouid=114214897327067587613&rtpof=true&sd=true>

**11. Low-Fi Wireframe link**

<https://www.figma.com/design/VDabXqCzrhFh06mfjENwf8/Medical-store?node-id=35-91&p=f&t=kMIwlhh3DB0Eo7AM-0>

**12. High-Fi Prototype link**

<https://www.figma.com/design/VDabXqCzrhFh06mfjENwf8/Medical-store?node-id=0-1&p=f&t=kMIwlhh3DB0Eo7AM-0>