Nabd
Medical App

UX Case Study

UI/UX Case Study

Problem Statement

Millions of people in low-income communities face significant barriers to healthcare access and medication. These barriers exacerbate existing health inequities, lead to preventable illness and unaffordability that leaves vulnerable populations without the care they need.

Potential Solution

To create a unified, compassionate, and efficient digital ecosystem that empowers underserved communities by facilitating medication access, leveraging technology, and connecting those in need with those who can help.

Process

User Groups

The Patient In Need

Who They Are: Low-income individuals, uninsured workers, elders, students - anyone who can't afford healthcare.

What They Need:

- Access to medicines they cannot afford
- Free/affordable medical consultations immediately

Example: A young mother, her child has a fever at night. Uses Nabd for immediate advice, then finds the nearest 24/7 pharmacy.

The Volunteer Medical Professional

Who They Are: Doctors, nurses, specialists and medical students donating time and expertise.

What They Need:

- Efficient patient screening and management tools
- A platform to connect with patients in need, ethically and flexibly

Example: A cardiologist uses Nabd's free medical consultation feature to conduct 4-5 quick consultations from his home office in his free weekly hours.

The Medication Donor

Who They Are: People with surplus medicines - from changed treatments or deceased relatives.

What They Need:

- Easy, safe way to dispose of unused medications
- Confidence that medicines will reach legitimate recipients

Example: A patient switches to a different brand of allergy medication. Donates her surplus through a certified pharmacy partner.

Our goal & 5W's

Nabd's mission is to democratize healthcare by creating an integrated ecosystem that provides unrestricted access to medical consultations, affordable medicine, and emergency services. We bridge critical gaps in healthcare access by leveraging technology, fostering surplus medication and mobilizing volunteer networks, ensuring no one is left behind.

WHO — Patients in need, medication donors, volunteers,

WHAT — App with free medical consultations, emergency services

WHERE — Across Egypt, focusing on underserved areas

WHY — To solve healthcare access fragmentation

WHEN — When people can't afford care or have medicine to donate

User Personas

Ahmed Mansour
The Patient In Need

About

- 65
- Cairo, Egypt
- Retired school teacher.

Ahmed has been managing Type 2 Diabetes and high blood pressure for over a decade. His pension is often stretched thin between living costs and medication. He feels a constant anxiety about affording his next month's prescription and often skips doses to make them last longer. He is proud and hesitant to ask for help from his family.

Goals:

- To find a consistent source for free or low-cost diabetes and hypertension medication.
- To get quick answers about his condition without the cost and travel of a clinic visit.
- To be alerted to free check-up camps in his neighborhood.
- To feel a sense of dignity and community support, not charity.

Frustrations:

- The shame and stress of choosing between medicine and other essentials.
- Complex government health systems and long waiting times.
- Fear of scams or receiving fake/expired medicine.

Scenario with Nabd:

Ahmed, running low on his diabetes medication, uses the Nabd app for an initial consultation for him. With its simple interface, he searches for "Metformin" and finds a donor offering a 2-month supply. The app directs him to a verified local pharmacy for pickup.

Tariq Mohamed
The Volunteer Doctor

About

- 45
- Damietta
- Cardiologist at a private hospital

Dr. Tariq is a highly respected and fully professional. He believes strongly in the duty of doctors to serve the community. His schedule is extremely demanding, but he finds meaning in his volunteer commitments. He is committed to charities but craves a more direct, personal impact. His time is his most precious commodity.

Goals:

- To have complete control over his volunteer schedule—offering time only when he has it.
- To interact with patients who genuinely need his expertise and are prepared for the consultation.
- To be part of a reputable platform that manages liability and patient communication professionally.

Frustrations:

- Inefficient, organized volunteer events that waste his time.
- "No-show" patients for scheduled free appointments.
- Concerns about the legal and malpractice implications of informal online advice.

Scenario with Nabd:

Dr. Tariq effectively volunteers on the Nabd platform. He schedules slots, and the system automatically sending his session, pre-consultation forms prepare him for patients. He easily refer a complex case to a free clinic using the app's map, ending his shift feeling his time was used meaningfully.

Sarah Ahmed
The Proactive Caregiver

About

- 28
- Alexandria
- Software Engineer

Sarah balances her career and family while managing the long-distance care of her 70-year-old father, who has diabetes. She feels constant anxiety about his health from afar and is financially conscious due to his limited pension.

Goals:

- To get reliable, immediate medical advice for her father's ailments without having to travel.
- To find and manage affordable sources for his chronic medication.
- To be notified about free health services in his area.

Frustrations:

- Her father minimizes his health issues to avoid being a burden.
- Managing his care is financially stressful and time-consuming.
- She feels constant guilt being unable to assist him directly.

Needs:

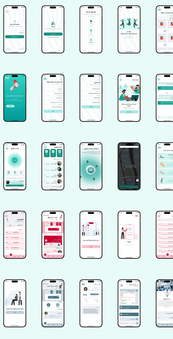
When Sarah's father is confused by his new medication, she uses the Nabd app linked to his profile. She books a free video consultation with a cardiologist who clarifies the dosage. Later, she finds his medication available through the app's exchange at a nearby pharmacy, requests it, and arranges for her father to pick it up.

Unique Features

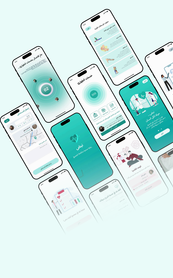
- **Medical Exchange Platform**
  - Pharmacy Verification Gate: No medication changes hands without pharmacy approval.
  - Prescription Validation: Mandatory prescription check for recipients.
  - Transparency Dashboard: Track your donation's journey from your hands to the recipient.
  - Safety Guidelines: Clear list of what can/cannot be donated (e.g., no opened packages).
- **Emergency Services**
  - Real-time, location-based emergency care locator that helps users find immediate medical help and get urgent medications delivered quickly.
- **Free Medical consultation**
  - First Line of Defense: Catches problems early before they become emergencies.
  - Breaks Financial Barriers: Removes cost as an obstacle to seeking medical advice.
  - Maximizes Volunteer Impact: Allows doctors to help more people in less time.

Wireframes

Visual Design



Mockups



Thank You For Watching