

Pause and Heal app and Responsive Website

Melissa Ho

Project overview



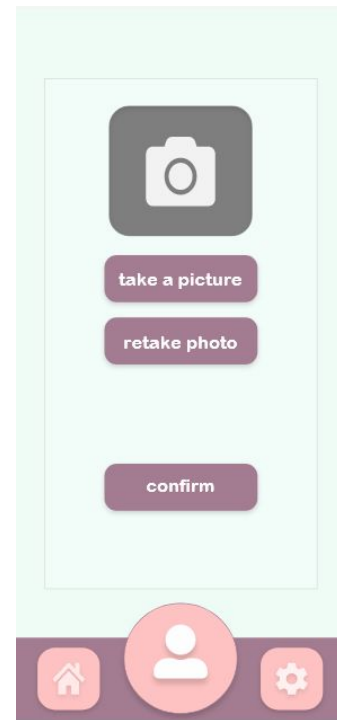
The product:

Pause and Heal is an app that reminds users to take their medication, as well as provides solutions for them to refill prescriptions conveniently.



Project duration:

September 2022-November 2022



Project overview



The problem:

For people who take life saving medications for chronic medical conditions, taking their dose at the right time is essential. However, sometimes they forget and this can have disastrous consequences. Reminding patients to take their medications causes stress and anxiety to themselves and their family members.



The goal:

Design an app that will remind users to take their medications on time, as well as remind them when their next refill is coming up.

Project overview



My role:

UX designer leading the app and responsive website design, from conception to delivery



Responsibilities:

Conducting interview, paper and digital wireframing, low and high fidelity prototyping on Adobe XD, conducting usability studies, accounting for accessibility for all, iterating and improving on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I used Pause and Heal's data to formulate my interview questions. Most participants reported feeling anxious and bothered when they have to be constantly reminded by family members and doctors to take their medication. Some of them talked about how their busy lives and other responsibilities cause them to forget. The feedback I received during research made it clear that users would be open to an app that gives reminders to them throughout the day.

Persona 1: **Tobin**

Problem statement:

Tobin is a retired businessman who takes medication for blood pressure and cholesterol, who wants reminders to take his medication because his wife worries for him constantly.



Tobin Bowen

Age: 65
Education: MBA
Hometown: Boston, MA
Family: Lives with wife
Occupation: retired

"I just want to go about my day without my family worrying about me."

Goals

- Take multiple medications on time
- Make his wife stop worrying about him

Frustrations

- Forgetting to take his medicine
- Wife nagging

Tobin is a retired man who lives with his wife in Boston. Three years ago, he suffered a stroke, and almost died. He has been on many medications to help his blood pressure, cholesterol, and many other health issues. His wife and children (who live in other states) constantly worry about him remembering to take his meds.

Persona 2: Gabriella

Problem statement:

Gabriella is a working mother of three boys, who sometimes forgets to take her arthritis medication, and she would like an app to remind her so that she can spend her days off with her sons.



Gabriella Calixte

Age: 45

Education: High School

Hometown: Miami, FL

Family: Three sons

Occupation: Restaurant Owner

"I am a single mother to three energetic boys in high school, and I run a restaurant. It gets really hectic for me sometimes."

Goals

- To run a successful business and support her family
- To keep her body healthy so that she can spend more time with them on her days off

Frustrations

- Going to the doctor's for her arthritis
- Unable to keep up with her boys when they go out hiking together.

Gabriella immigrated to Miami from Haiti when she was 28 with three children. She opened up her own restaurant and works there 6 days a week. She has arthritis and diabetes, but sometimes she is so busy she forgets to take her medicine. Because of this, her knees hurt and she can't spend quality time with her family on her days off.

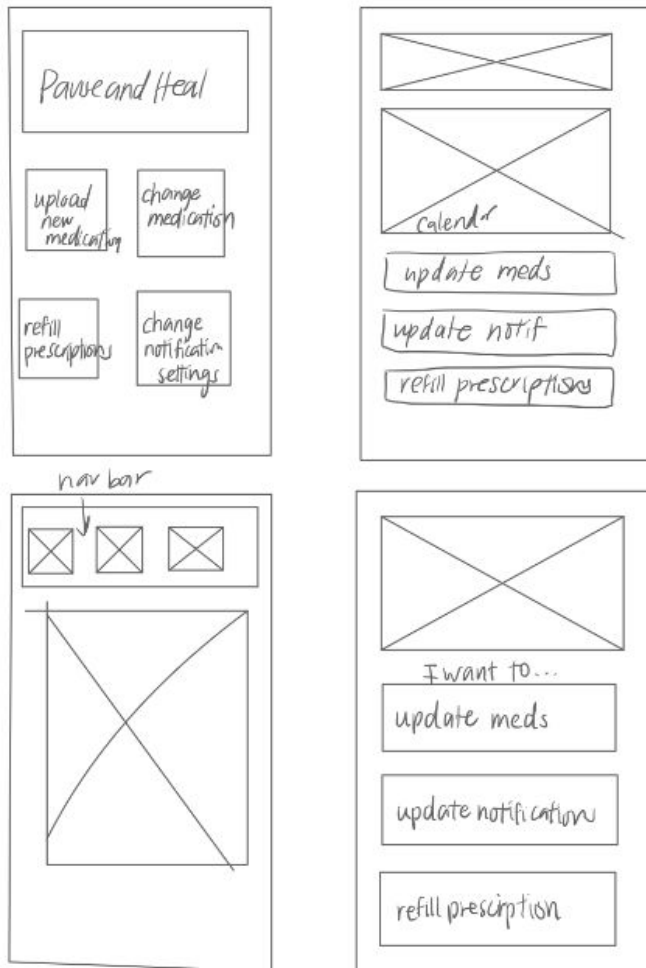
Competitive audit

While conducting a competitive audit, I learned that there were apps similar to Pause and Heal, but none that offered all the functionalities that the personas were looking for.

competitive audit																
To understand some local competitor's for M&A's Subscription app, we may need offer the same products.																
General information																
Competitor type (what business?)	Location(s)	Product offering	Price (if any)	Website (URL)	Business idea (what business?)	Target audience	Unique value proposition	Building website experience	App or mobile website experience	Features	User usability	Information	Visual design	Value	Weakness	Recommendation
M&A (what should we stay good or something?)																
Information																
User Flow																
Design																
Brand identity																
Data																
Recommendation																
1. Epsilon	Direct	Domestic Product	Subscription	\$99	www.epsilon.com	Health	People in stress or business meeting	High productivity	Smart - elegantly designed site - smart's advertisement makes	App or mobile website experience - a great reservation system, also many handy tips	Health care - Easy to find and features the app for busy people/many features	Health care - No alternative for other languages - Many features is hard to find	Health care - Simple design easy to recognize - nice	Health care - Simple design easy to recognize - nice	Health care - Simple design easy to recognize - nice	Health care - Simple design easy to recognize - nice
2. Sigma	Indirect	Subscription	Subscription	\$5	www.sigma.com	Health	People that want a healthy lifestyle	Health	Smart - easy to understand - many features	Smart - convenient to use - fast and easy to integrate	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find
3. Delta	Direct	Subscription	Subscription	\$10	www.delta.com	Health	People that want a healthy lifestyle	Health	Smart - elegant design - easy to understand	Smart - convenient to use - fast and easy to integrate	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find
4. Omega	Indirect	Subscription	Subscription	\$	www.omega.com	Health	People that want a healthy lifestyle	Health	Smart - elegant design - easy to understand	Smart - convenient to use - fast and easy to integrate	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find	Health - No alternative for other languages - Many features is hard to find

Ideation

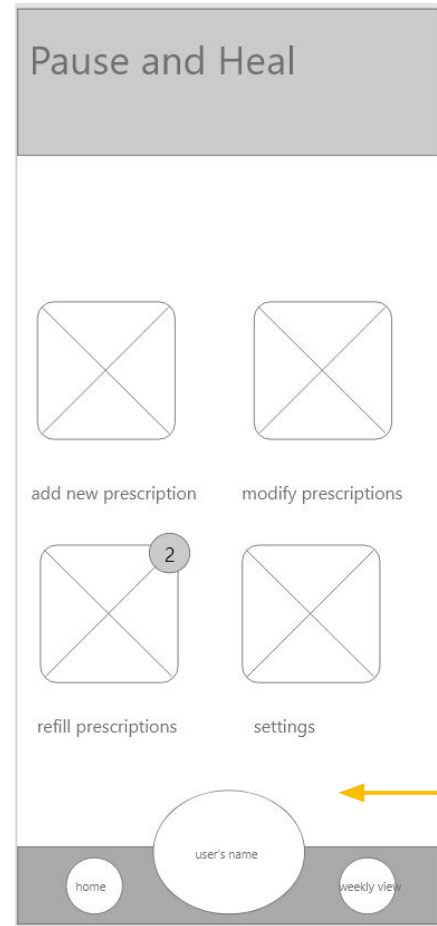
I did some quick ideation exercises to address how I can add these features to the app. My focus was specifically on personalizing the app so that the users felt like it was a friend instead of a program.



Digital wireframes

After ideating and drawing some paper wireframes, I created my initial designs for Pause and Heal. These designs focused on four main features of the app.

Simple design is uncluttered and helps the user find the main features of the app

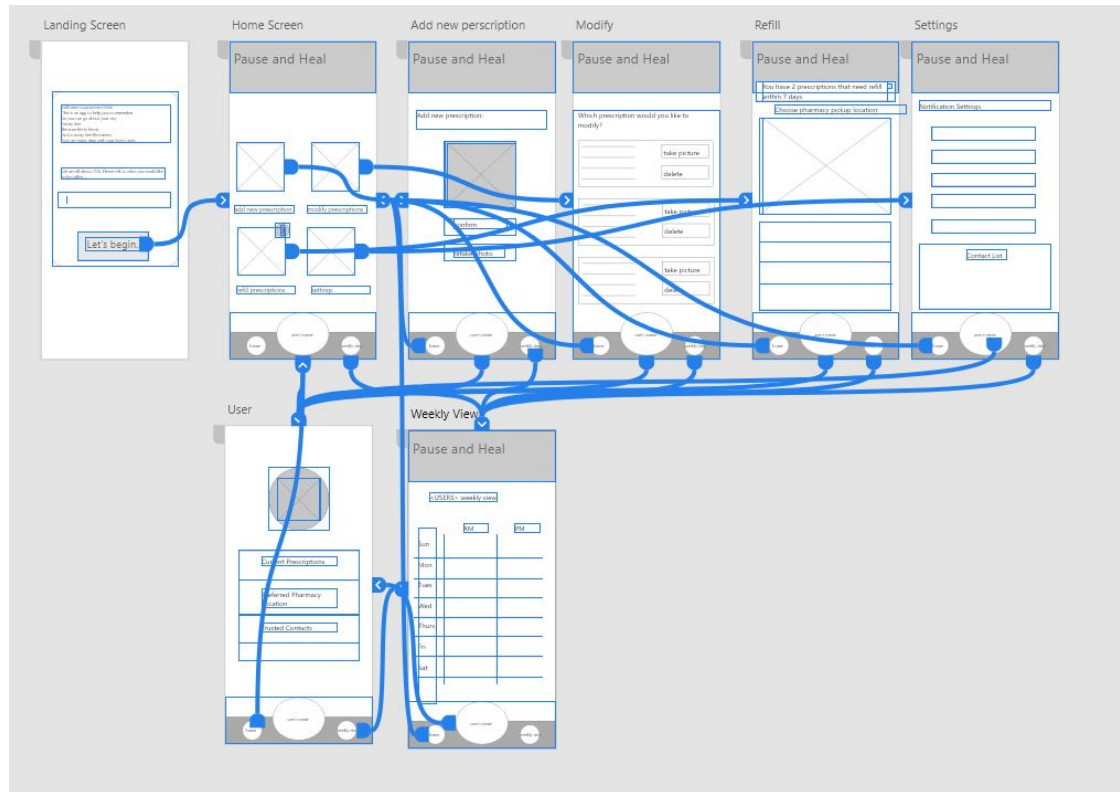


Nav bar helps the user return home and pull up their information easily

Low-fidelity prototype

To prepare for a usability testing, I created a low-fidelity prototype that connected the user flow of adding a prescription, modifying it, finding refill locations, and choosing notification settings

You can view the low fidelity prototype [here](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

People want to be treated
like they are human

2

People had difficulty
locating pharmacies with
only a list view

3

People preferred both
haptic and audio
notifications

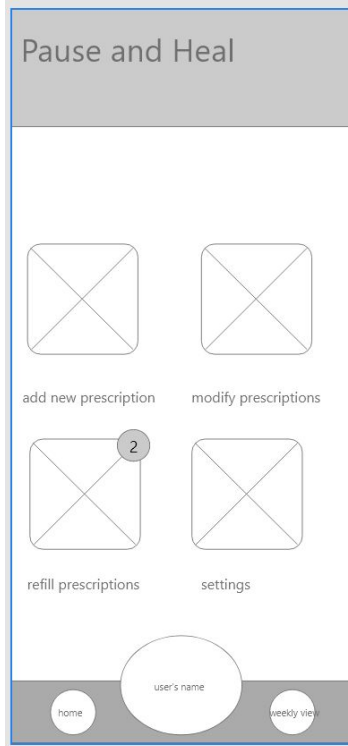
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

After reviewing feedback and data from the usability studies, I wanted to have more focus on the features that define my app. I simplified the layout.

Before usability study



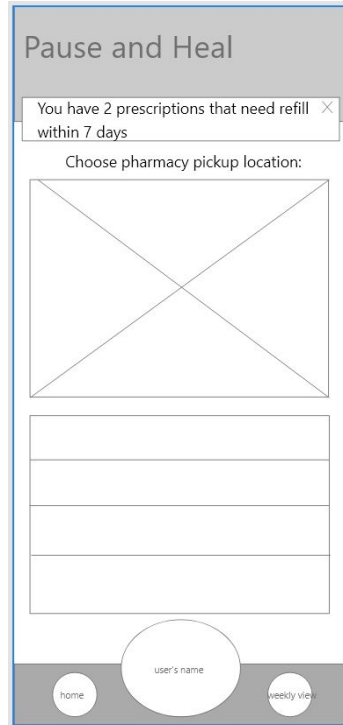
After usability study



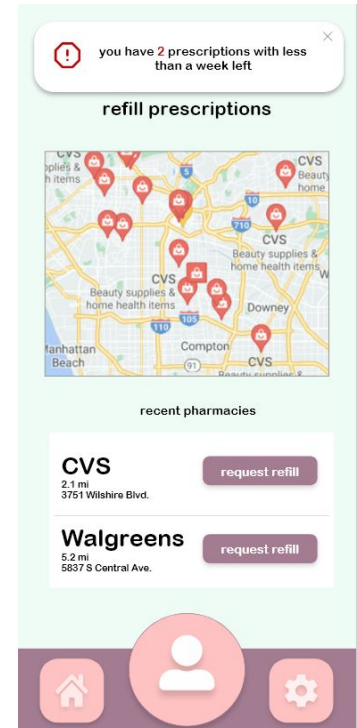
Mockups

It seems that the users that were surveyed enjoying having a map view as well as a list view with the distance from the user. Users are also given a choice to which pharmacy they want to call in their prescription at

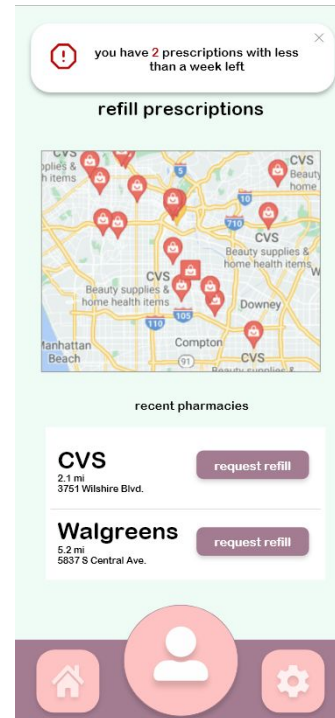
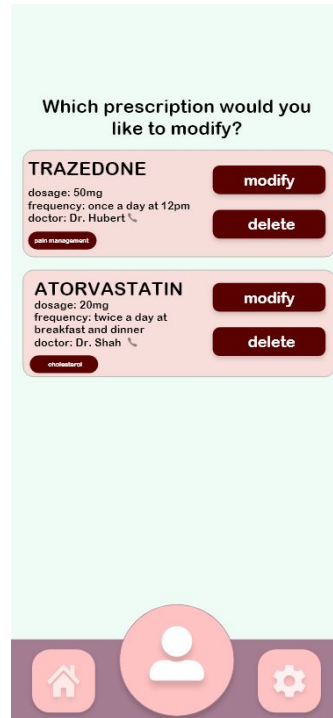
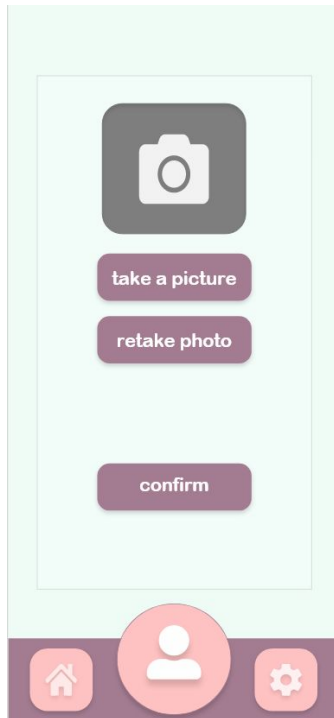
Before usability study



After usability study

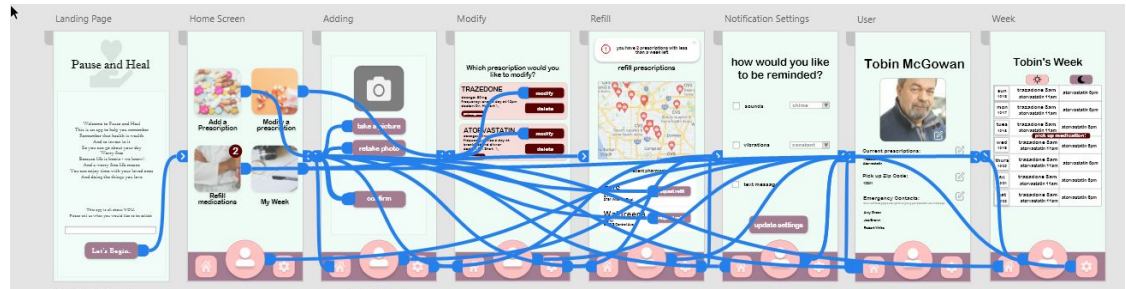


Mockups



High-fidelity prototype

The high fidelity prototype followed the same user flow as the low-fidelity prototype, but included design changes made after analyzing the results of the usability study. You can view the Pause and Heal high-fidelity prototype [here](#)



Accessibility considerations

1

Clear labels and big buttons that can be read by screen readers.

2

Colors are neutral and use high contrast

3

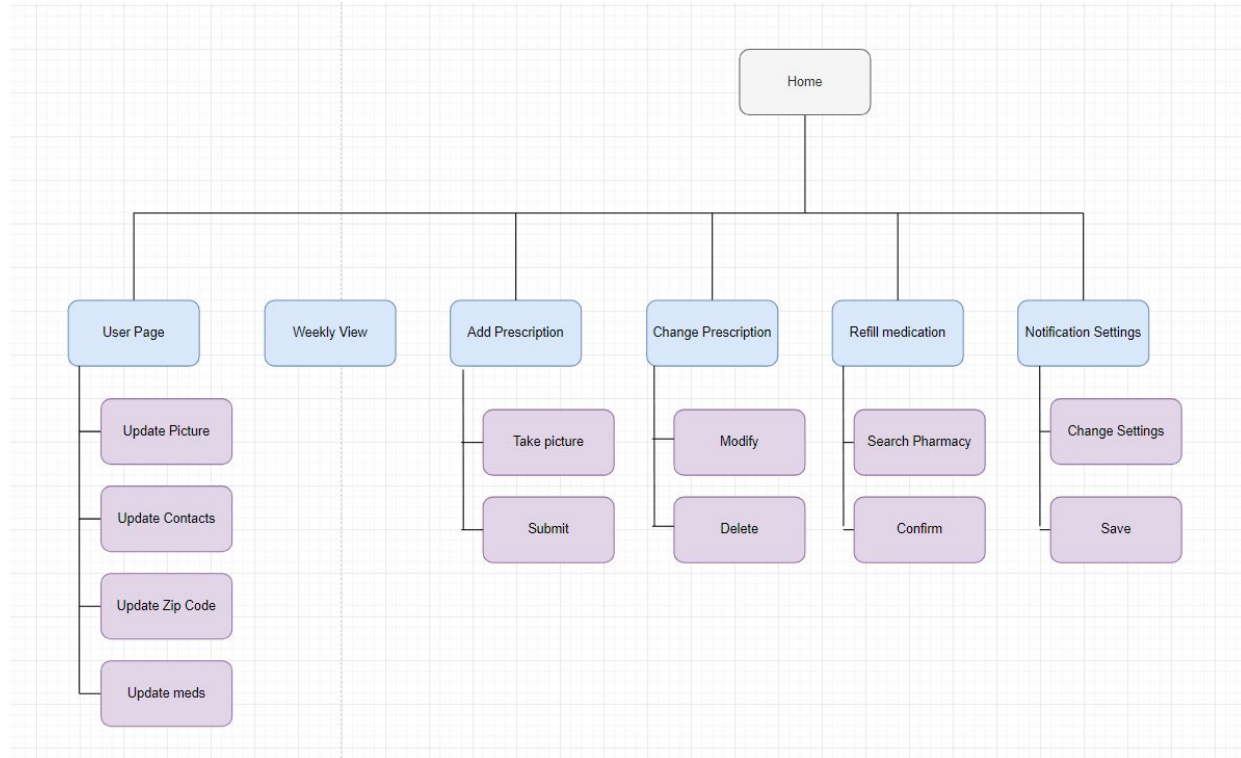
Refill prescription feature offers a map as well as a list

Responsive Design

- Information architecture
- Responsive design

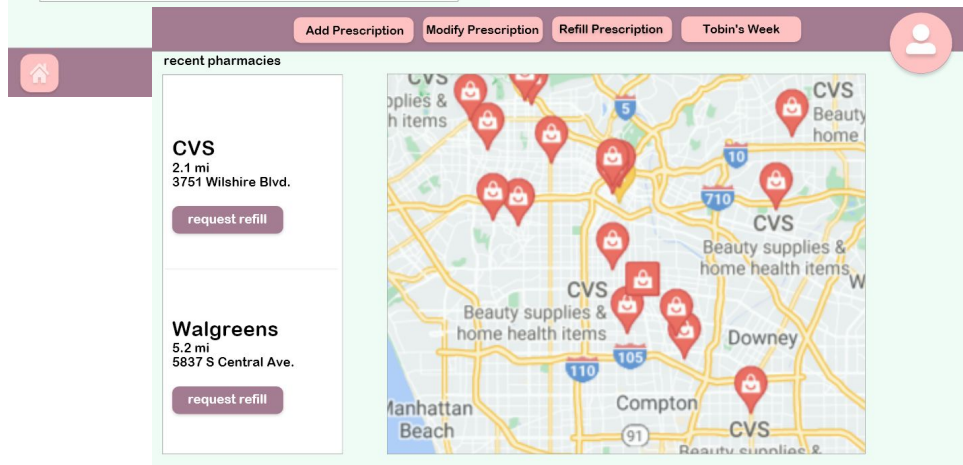
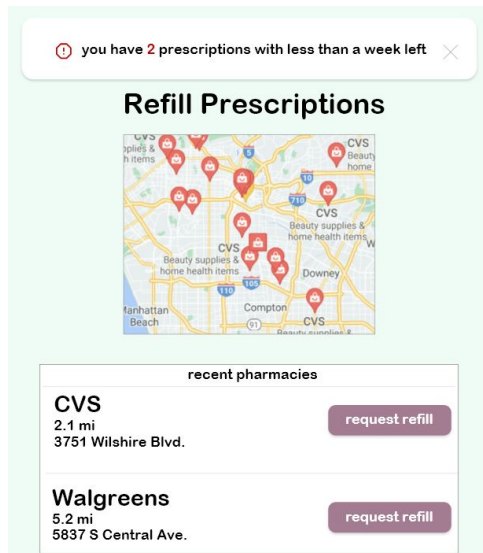
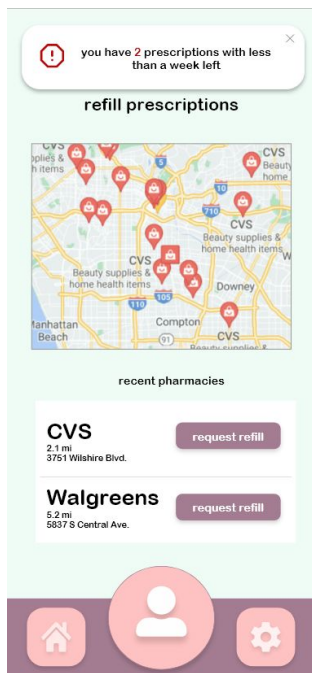
Sitemap

When I completed the app designs, I started working on the responsive website. I used this sitemap to guide how I would organize the structure of the site so that the design would stay consistent throughout different screens.



Responsive designs

The designs for screen size variation included designs for a phone, tablet, and desktop. I shifted the layout and optimized these designs to fit user needs according to screen size.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app helped them to remember to take their medications so they could worry about other things in life. They liked the fact that they could personalize it, and seemed to view it as an assistant rather than a program.



What I learned:

I learned that going through the different phases was so important in order for me to build upon each successive one.

Next steps

1

Conduct research on how users enjoy the app and how it is enriching their lives.

2

Add more features to the website, such as the ability to send messages to emergency contacts when refills are not picked up and logged.

3

Provide incentives and rewards for users who are on a 10-100 day streak.

Let's connect!



Thank you for taking the time to review my work on the Pause and Heal app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: melissa.h717@outlook.com