



ARVLINK

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Health is valuable

PROBLEM:

Lack of an innovative solution to enhance access to antiretroviral medications for HIV patients in Kenya.

GCGO: Healthcare

WHY: Insufficient access to antiretroviral (ARV) medications for HIV patients in Kenya is hindering effective treatment and care. The current requirement for patients to visit health facilities every three months poses challenges due to time constraints, long distances, and heavy urban traffic. With an estimated HIV population of 1.4 million, innovative solutions are urgently needed. By developing an app or website that facilitates the delivery of ARV medications to individuals unable to access hospitals, we can significantly improve HIV/AIDS management and enhance the overall fight against the disease in Kenya.

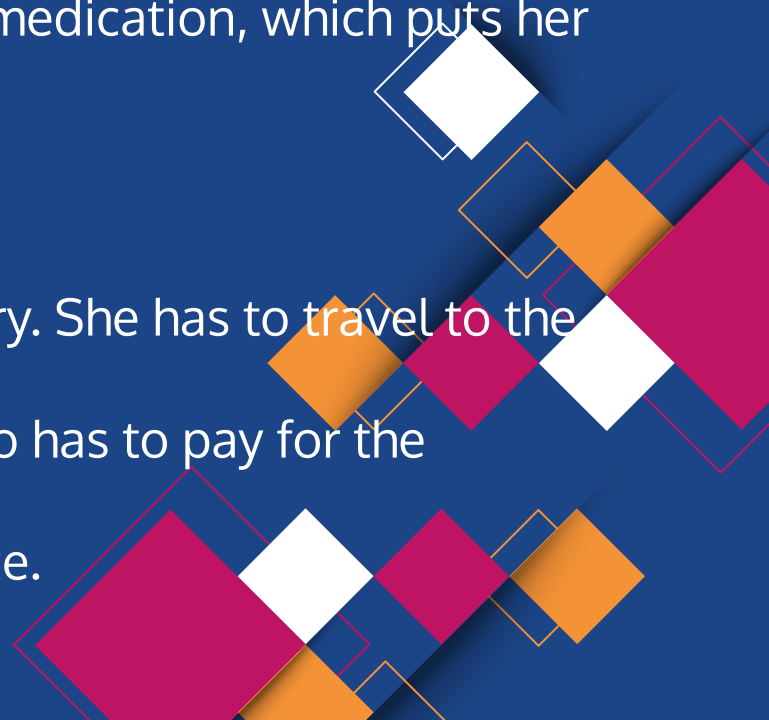




User Persona

Mary is a 35-year-old woman who lives in a rural village in Kenya. She was diagnosed with HIV 10 years ago, and she has been taking antiretroviral medications (ARVs) ever since. However, the ARVs that she needs are not always available at the local health clinic. This means that she sometimes has to go without her medication, which puts her at risk of developing drug resistance and AIDS.

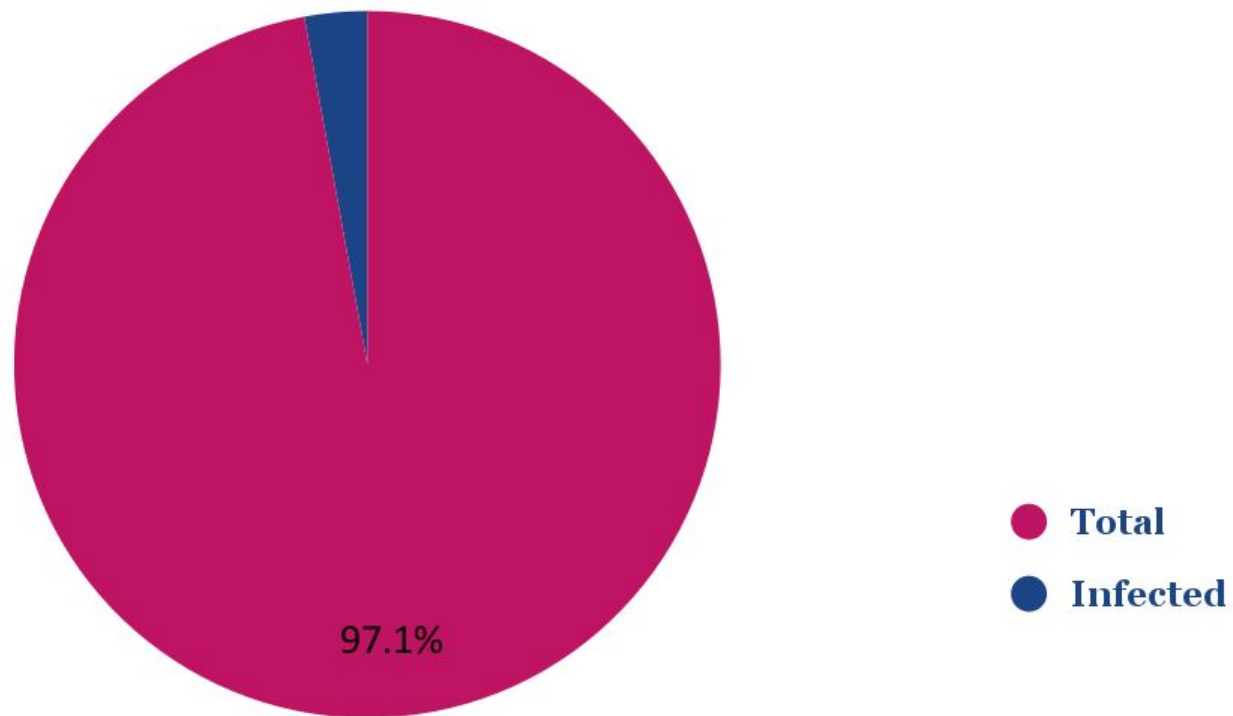
The lack of access to ARVs also has a financial impact on Mary. She has to travel to the city to get her medication, and this can be expensive. She also has to pay for the medication itself, which is not covered by her health insurance.



User Persona

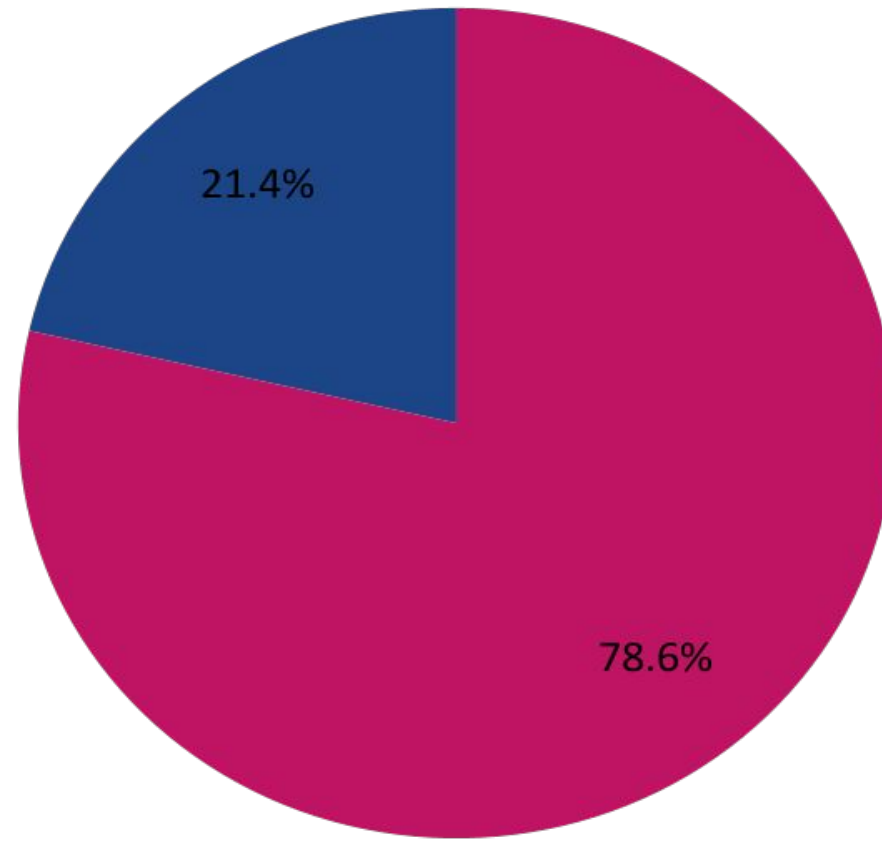
Mary's story is just one example of the many people who are impacted by the lack of access to antiretroviral medications in Kenya. This is a serious problem that needs to be addressed. There are a number of innovative solutions that could be implemented to improve access to ARVs, such as implementing a website that delivers ARVs, providing mobile health clinics, and using telemedicine. These solutions would help to ensure that people like Mary can get the medication they need to live long and healthy lives.

Total Kenya Population vs HIV infected Population in the Country (2021)



source: <https://www.unaids.org/en/regionscountries/countries/kenya>

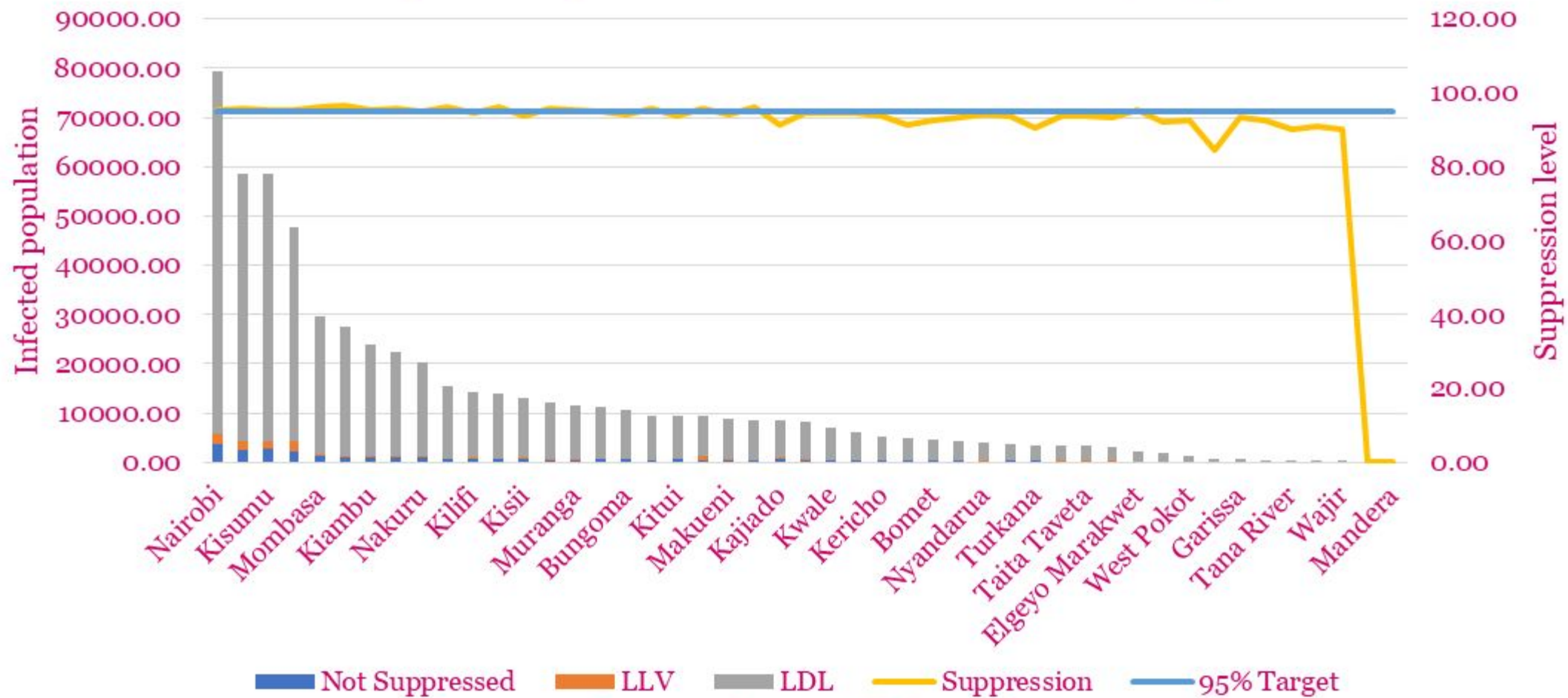
Population of HIV infected suppressed vs unsuppressed (2021)



- Suppressed
- Unsuppressed

source: <https://www.unaids.org/en/regionscountries/countries/kenya>

Kenya county outcomes of HIV infection(2023)




Data source: <https://virallload.nascop.org/>



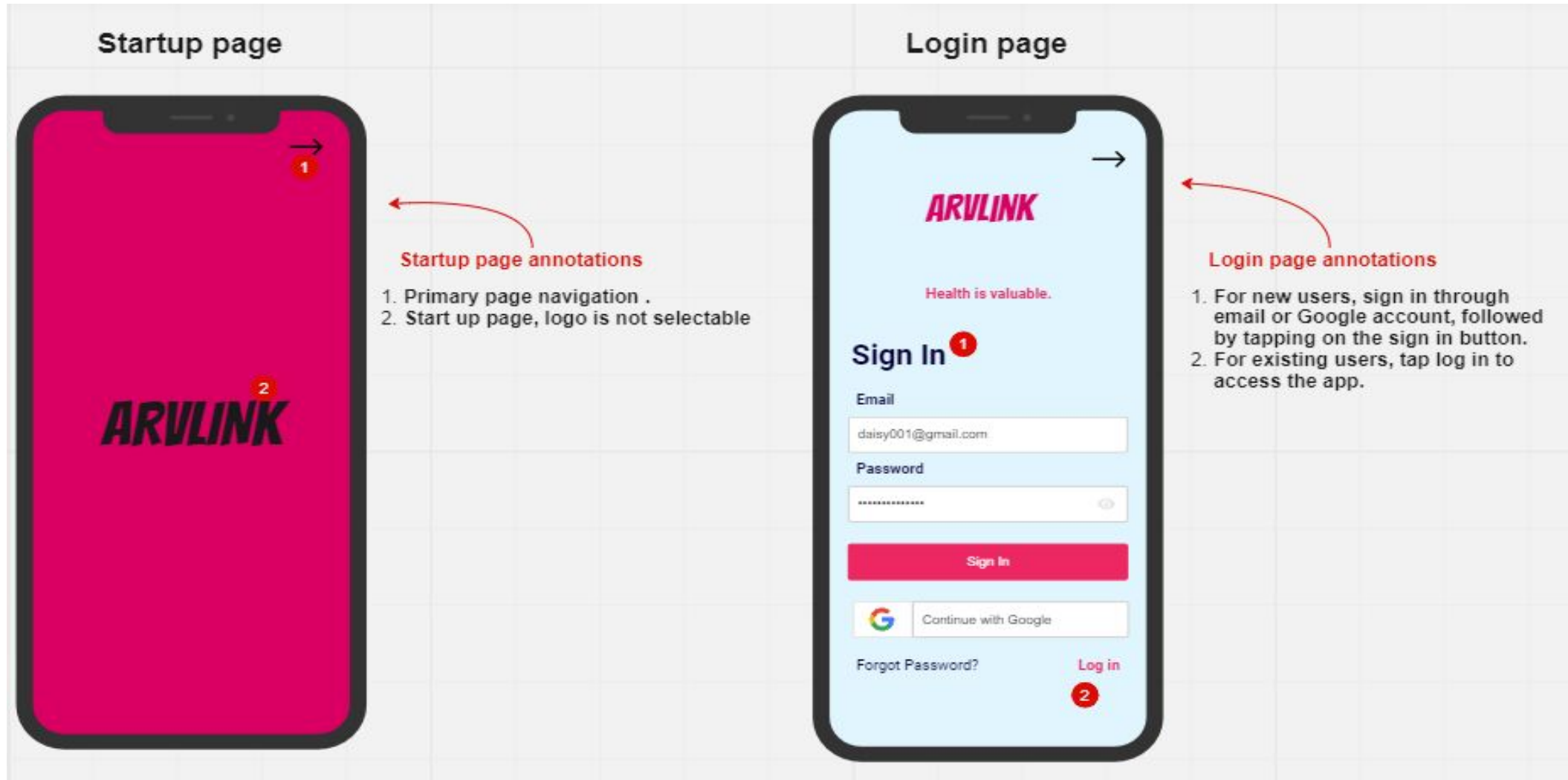
Our Proposed Solution

- ❖ To develop a mobile app(ARVlink) that allows HIV patients to request ARV medication delivery to their preferred location.

Why?

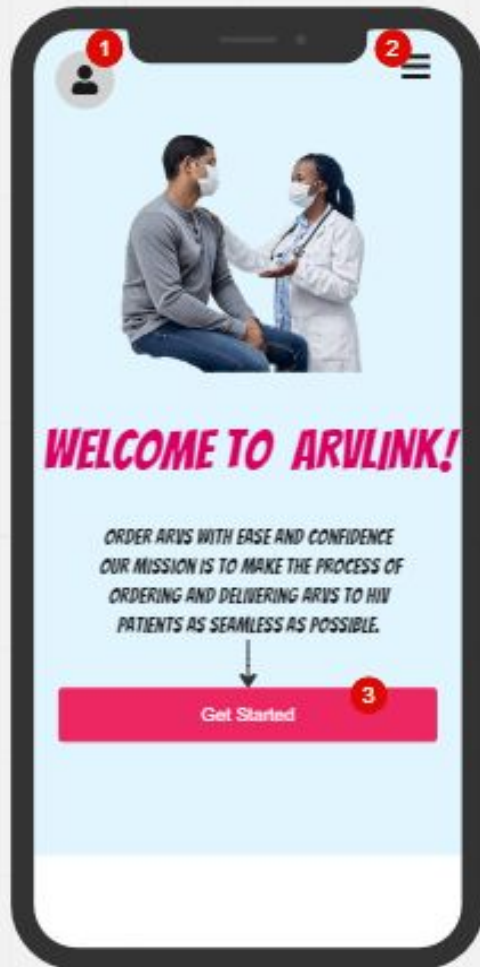
- ❖ The county outcomes graph reveals that a substantial number of infected individuals are not accessing necessary medication in major cities like Nairobi, Kisumu, and Mombasa. Implementing an online ARV delivery network would greatly benefit these urban residents, who have internet access, by improving their access to essential care.
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Our Solution: ARVLink



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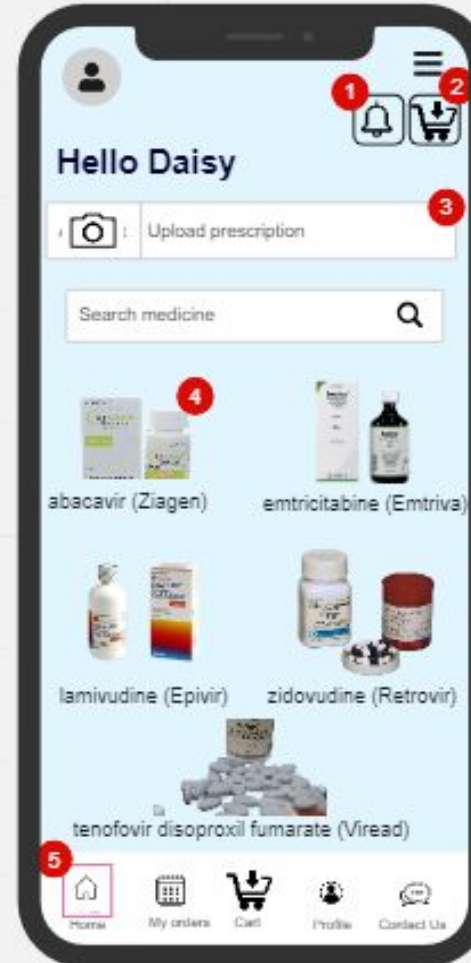
Welcome page



Welcome page annotations

1. The icon shows the image of the user and clicking on the icon takes you to the profile section.
2. Drop down navigation menu that shows all the categories in the app
3. Press the button to launch your journey on the app.

Home/Products page



Home page annotations

1. Informs the user that they have notifications.
2. Clicking the icon redirects one to the cart, to view the items they have there.
3. Performs search based on uploaded prescription by product title and dosage.
4. Small and selectable product image, once selected the user goes to a more in depth page about the product.
5. Users can use these elements to navigate between the home, orders, cart, profile and contact us pages.

Our Solution: ARVLink

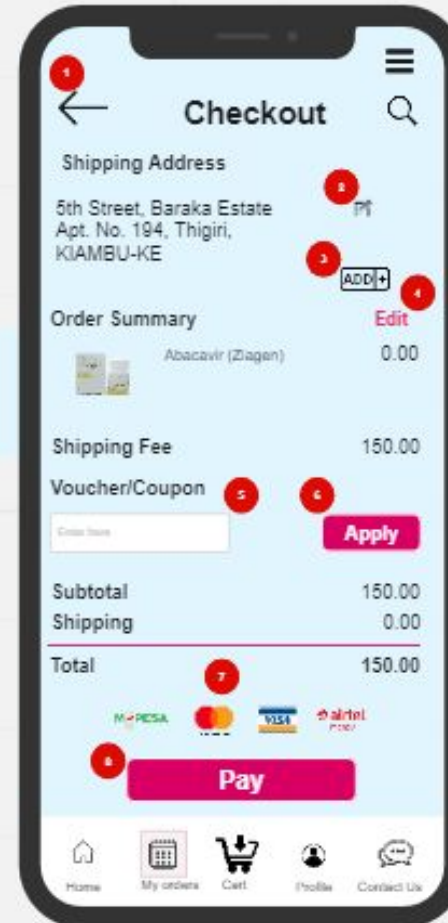
Product details page



Product details page annotations

1. Performs a global search within the app.
2. Gives details on selected product-description, dosage, precautions, storage instructions, expiration date.
3. Return to previous page - back button.
4. Users can click on the icon to order medication from a vendor if it is not in stock.
5. Temporarily stores selected products before the checkout process.

Checkout page



Checkout page annotations

1. Back button - return to previous page.
2. Edits the primary shipping address details.
3. Adds a secondary shipping address.
4. Allows user to add/remove items on the cart.
5. User can enter voucher/coupon here when there are offers/discounts.
6. Effects discounts by subtracting the value of voucher/coupon from the subtotal.
7. Allows user to select preferred method of payment from those listed.
8. Allows user to make payment using selected method of payment to place order.

Our Solution: ARVLink

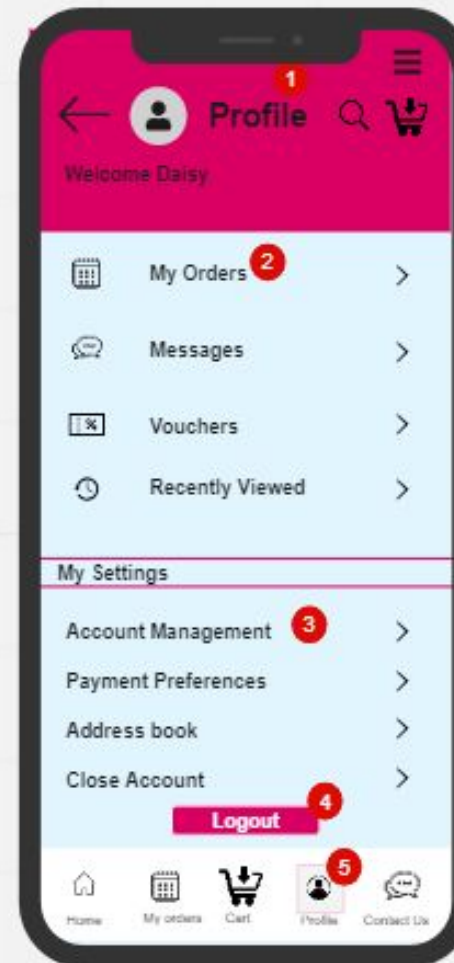
Track order page



Track order page annotations

1. Back button - return to previous page.
2. Shows the app's estimated delivery time based on distance.
3. Shows the order number.
4. Annotations 4 - 7 shows the process the order undergoes until it is finally delivered to the user. The user gets a notification as the order moves from a step to the next.

Profile page



Profile page annotations

1. Main category the user is in.
2. This drop down enables users an look for recent or all order history and tracking in this mode.
3. Users can use this to manage personal information, enable two factor authentication mode.
4. End current session button.
5. Current page highlighted on the navigation footer.




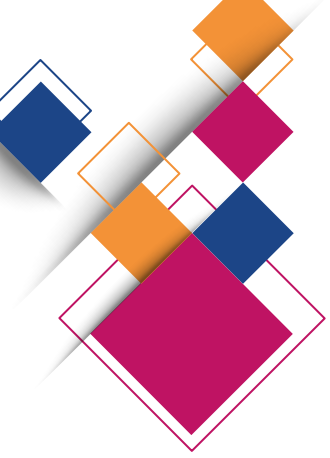
Needs and Pain points

Test user needs

- ❖ User needed enhanced security features.
- ❖ User needed feedback and support features to allow them to seek assistance easily.

Test user pain points

- ❖ Overwhelm due to information overload on a single screen, seeking a minimalist design approach that prioritizes essential elements for a streamlined user experience.
 - ❖ Inconsistency in font across pages leads to a disjointed user experience.
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Recommendations

- ❖ Two factor authentication for enhanced security
- ❖ Search button for enhanced user navigation
- ❖ Match font style and background color across all pages for visual appeal

Next Steps


- ❖ Refine project plan based on resources secured
- ❖ Develop a minimum viable product (MVP) to demonstrate the core features and functionality
- ❖ App development based on specifications outlined in the refined project plan





Why

Implementing an online ARV delivery infrastructure would greatly benefit HIV patients in major cities like Nairobi, Kisumu, and Mombasa, who face barriers to accessing necessary medication. This proposed app for delivery would leverage innovative technologies, providing a convenient and reliable solution that enhances adherence, prevents treatment failure, and contributes to the fight against HIV/AIDS. By reaching urban residents with internet access, it would effectively improve their access to essential care, addressing the current gaps in medication availability.



THANK YOU!

