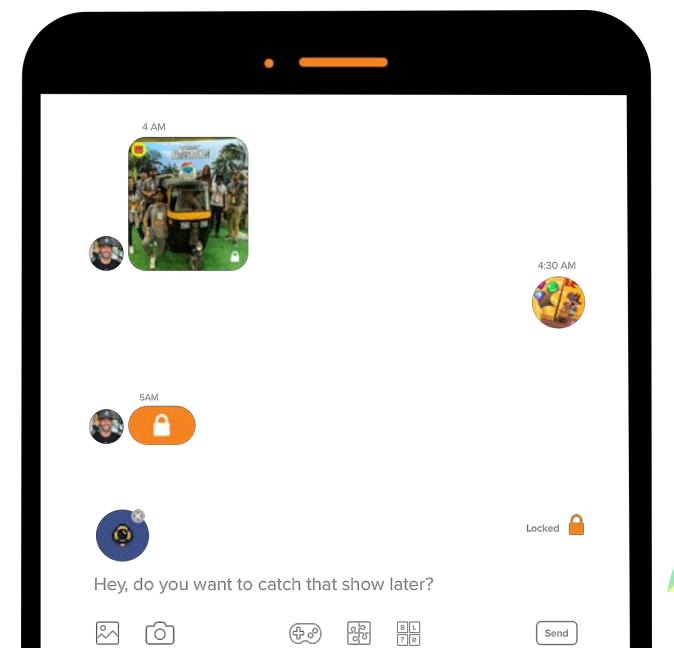
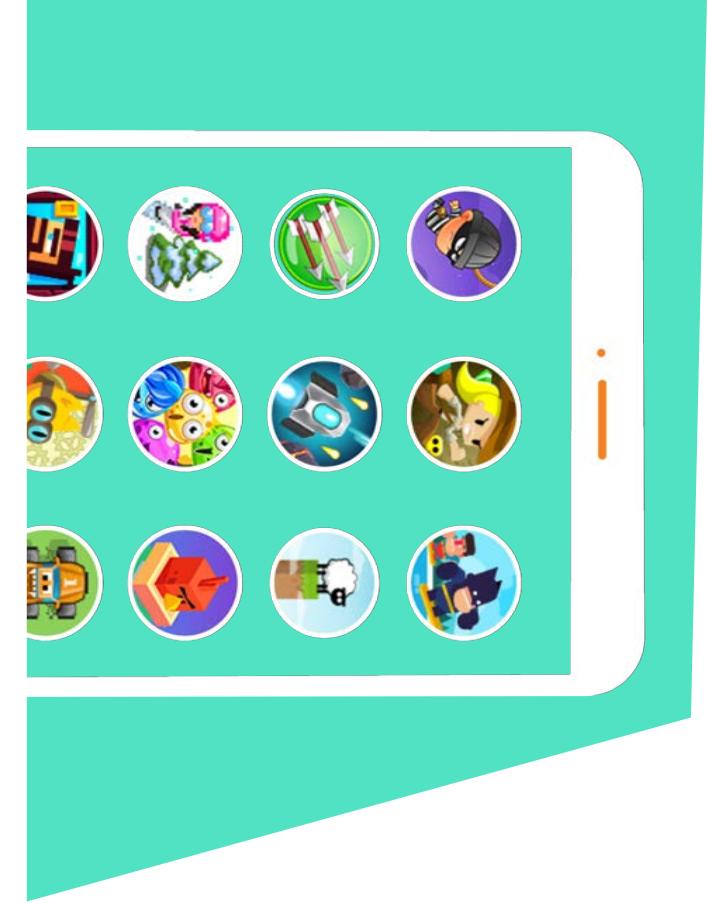
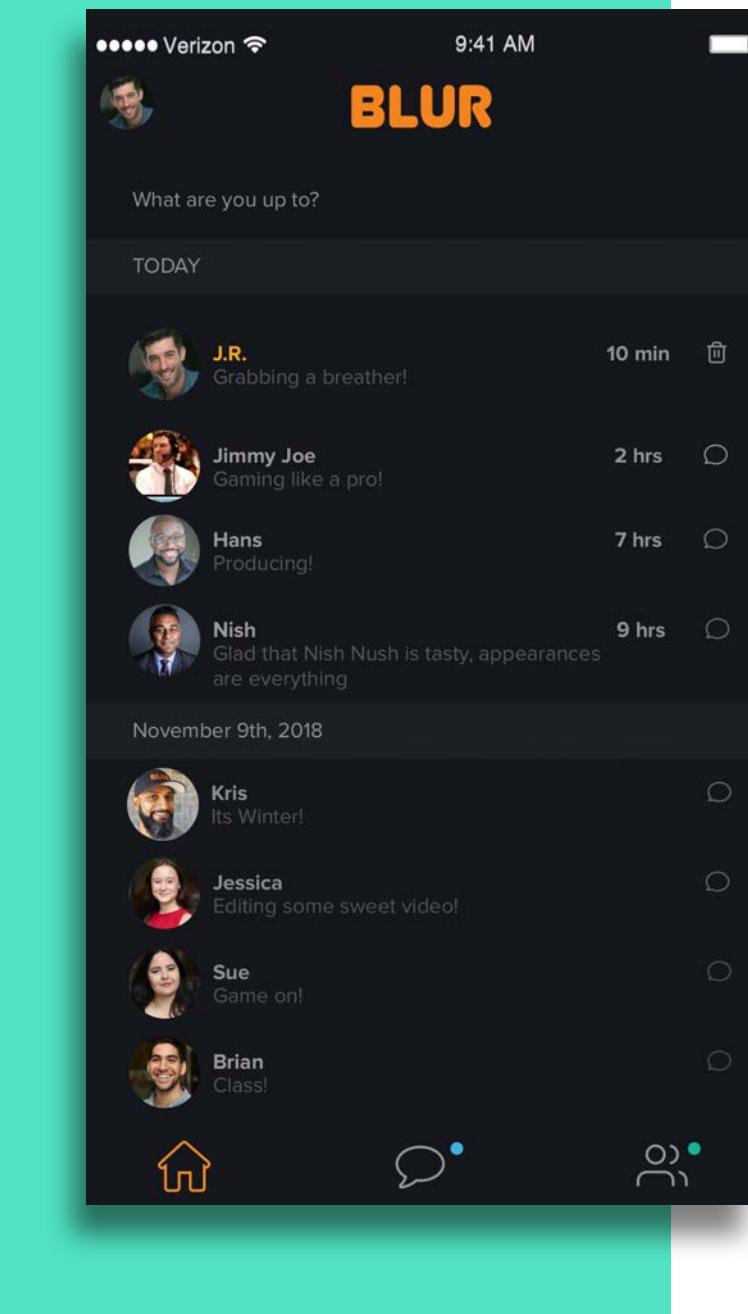




***Hey,
I'm Oren,
I like to
create...***

Mobile UI/UX...



2

E - COMMERCE

The screenshot shows the Blur e-commerce store's product catalog. It features four main product categories with their respective images and details:

- BLUR Logo + Copy-10 Pack**: \$4.95
- BLUR Logo Sticker-10 Pack**: \$4.95
- BLUR 10 Sticker-10 Pack**: \$4.95
- BLUR Ping Pong Balls - 6 Pack**: \$4.95

CUSTOM BUSINESS FACING CMS

The screenshot shows the Blur business-facing CMS. It includes a sidebar navigation with various management options and a main content area displaying a schedule and game/prize information.

Schedule

SEPTMBER, 2019

Games [12] Prizes [6]

30, Sep Day's Games

- Surfriders v1 (6.46MB)
- Bunny World v2 (1.64MB)
- Bandit Hunter (10.86MB)
- Raccoon (2.41MB)
- Balls Vs... (8.35MB)
- Amazing Word (5.29MB)

5

≡

Schedule

Blur CMS / Schedule

SEPTEMBER, 2019

<< Previous Sat 21, Sep Sun 22, Sep Mon 23, Sep Tue 24, Sep Wed 25, Sep Thu 26, Sep Fri 27, Sep

Sat 28, Sep Yesterday Today >> Next More

Enter daily to win



1 Game Challenge Feld Entertainment > 15k in-app Gold Coins

Open

#BUTCANYOUAFFORDIT

BLUR 2 Game Challenge > Cash

160%

Open

Quantity

10

Entrants

16

Percentage

160%

CUSTOM SWEEPSTAKES CMS

**Web
UI/UX...**

MOBILE/WEB

The screenshot shows the Blur mobile/web interface. It includes a video player, download links for Google Play and App Store, and a section for game developers.

BLUR

BLUR is live globally in the Google Play store and the Apple App store.

GET IT ON Google Play Download on the App Store

GAME DEVELOPERS

Empowering Retention

IN THE CLASSROOM & BEYOND (PRESENT)

Focus

Assign and manage different verbs and tenses to all your classes or individual students for focused maintenance.

Check In

Track assignments with up-to-the-minute progress of classes and students.

ilengua

**Eye
catching
decks...**

BLUR

Contents

- Position
- Mission Executive Summary
- Marketplace
- Game Discovery
- Channel Strategy
- User Projections
- Revenue Projections
- Social Awareness
- Patents
- Glue
- Investment Opportunity

User Projections

Rinse. Dry. Re-engage.

Already, with 11K beta testers, we've worked out the kinks, we know what our users want, how to engage more, and how to deliver.

Channels



Catrina Davis, Brian Harry, Holden Design, Share Multirath & 10 Others

Social Media Influencers



Charity Partners



Growth



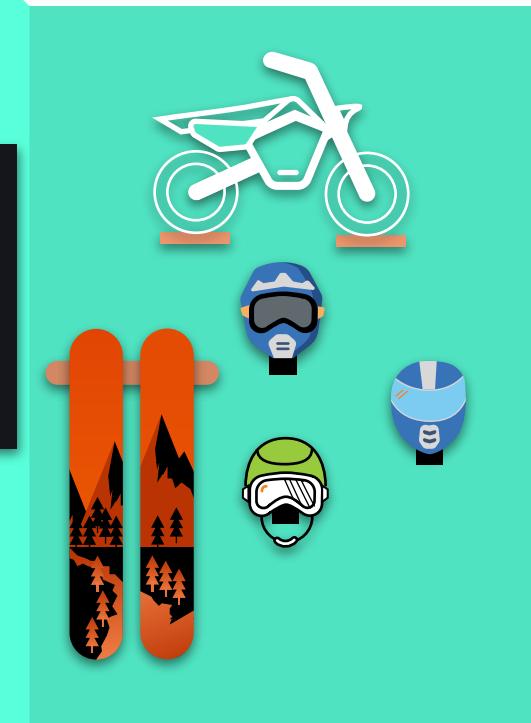
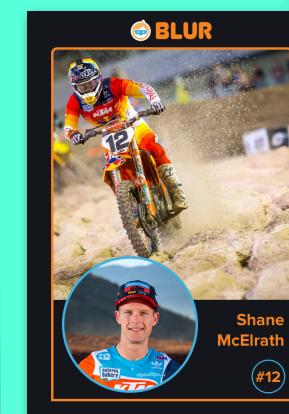
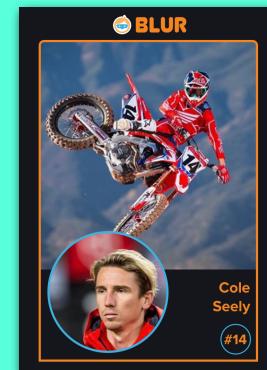
Branding...



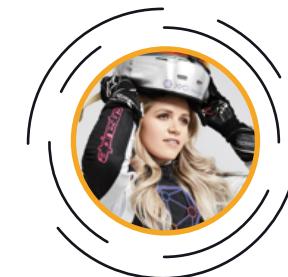
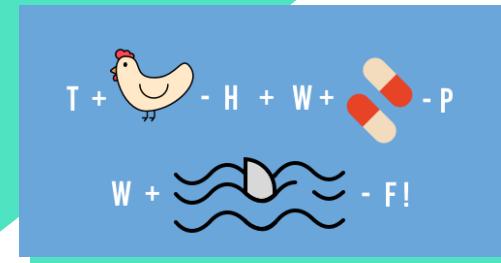
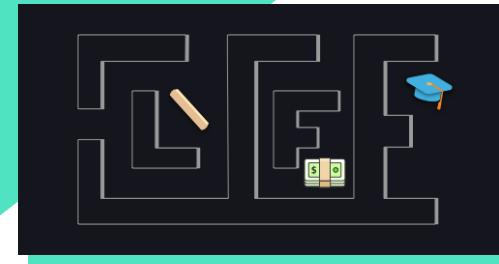
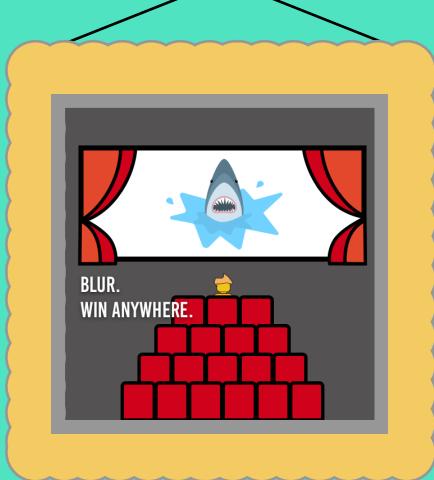
ilenhua
Maintain. Forever.



BLUR



Fun Content.



***Collect Davis
autographed
gear***





Medly UX/UI & Branding Analysis
Mobile + Web

Vs.

Capsule



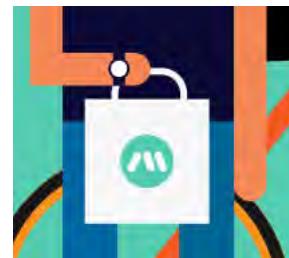


Strong logo

Inconsistent Brand Identity on Web

Images Assets

Web



Video Assets



Intercom on the website. What is the purpose for it? Customer service regarding the app, general questions from passers by? Either way, I have interacted with other companies on intercom and have never seen such garble, with links and forwardings from zendesk etc.

Further, never received a response after “how can I help you today”

Web

The image displays three side-by-side screenshots of a web-based communication platform, likely Zendesk or Intercom, showing a conversation and a team status bar.

Team Status Bar: At the top of each screenshot, there is a green header bar with the word "Team" and "Active" on the left, and a "Team Away" button with a bell icon on the right.

Message Content: The main area contains messages from users and the system.

- User Message:** "this line -##Your request (637) has been updated. To add additional comments, reply to this email.
[Purple Cup from United States Oct 14, 16:49 EDT](https://secure.gravatar.com/avatar/81edede4f82e877f860ce5b2e3cd5e80?size=40&default=https%3A%2F%2Fassets.zendesk.com%2Fimages%2F2016%2Fdefault-avatar-80.png&r=g)
- System Message:** "Do you have chat services within the app?" (sent 10m ago, not seen yet)
- System Message:** "I guess, what is the purpose of this chat service here?"
- System Message:** "#- Please type your reply above this line -##Your request (637) has been received and is being reviewed by our support staff. To add additional comments, reply to this email. This email is a service from Medly Pharmacy. Delivered by Zendesk | Privacy Policy [3QVXQM-8XRZ]

Input Fields: At the bottom of each screenshot, there is a "Write a reply..." input field and a set of small icons for GIF, smiley face, and link.

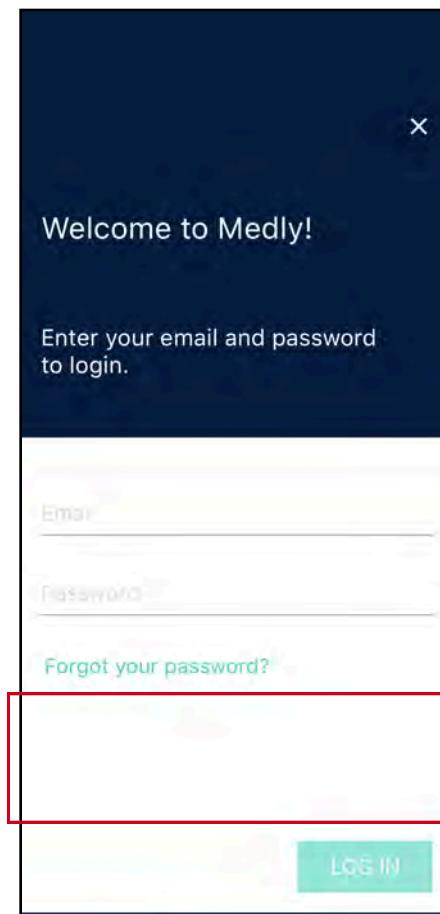


Always a great idea to let your user know where they are in the journey, but this is a half-baked approach.

There are a number of different approaches to doing this, you can use numbers static images, etc. Most commonly iOS has native page controls that handle this, which also allows this information to be distributed across multiple screens.

Medly does this, but also some of the info screens having scrolling down quite a ways to fill in info, and would be better served at the bottom.

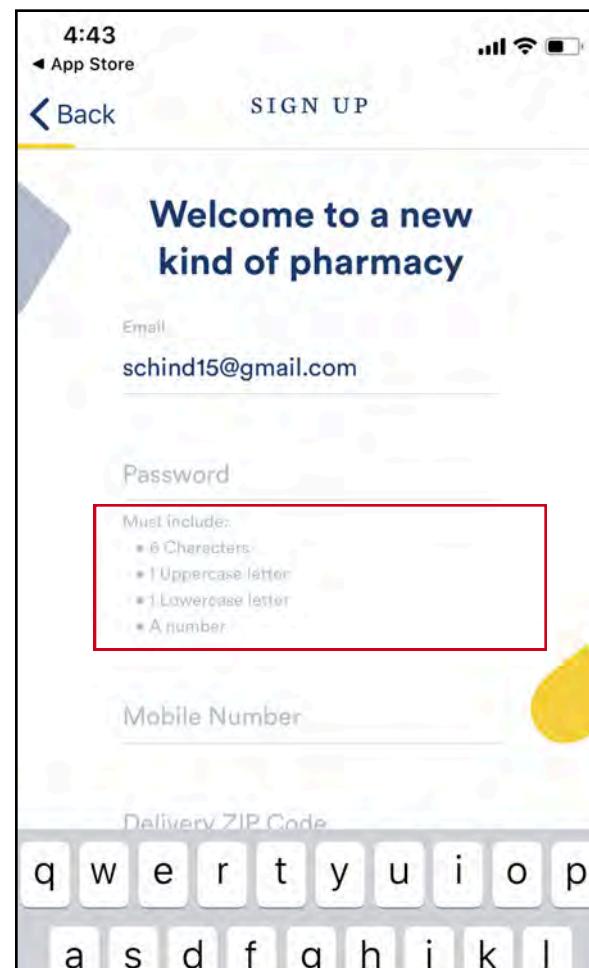
A screenshot of the Medly mobile application's onboarding process, showing the second screen. The top features a woman in a white lab coat with the text "The pharmacy that comes to you" and a subtext "We deliver your medication wherever and whenever you need it. Capsule is always free, and your copay will not change." Below this is a large orange button labeled "GET STARTED". A red box highlights the progress bar at the top, which now shows three out of four circles filled.



It doesn't look like the Apple key chain is storing the users credentials, so a "keep me logged in" or "save credentials" tick box would be helpful.



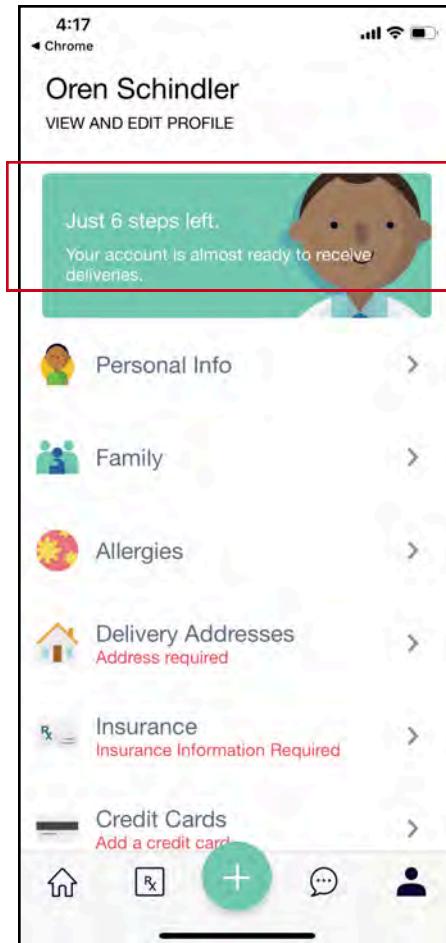
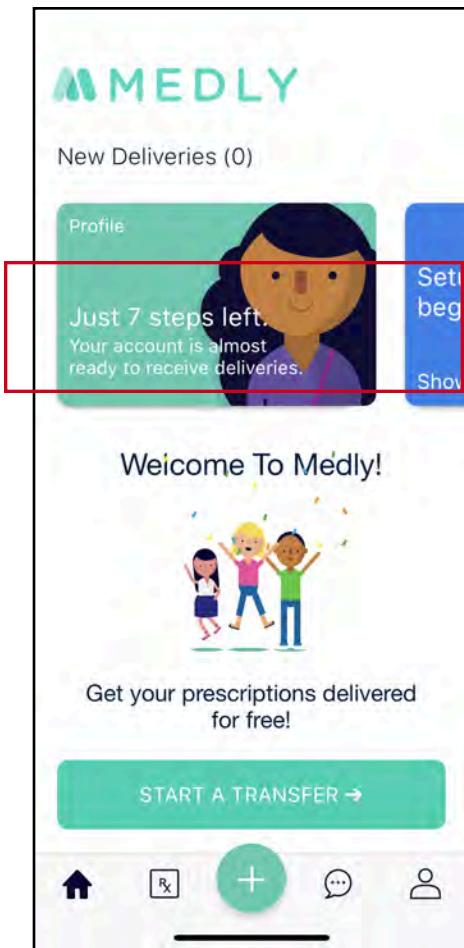
Good that there is an error message spelling out what the error is, but, because it is all about trying to make the onboarding process as easy and seamless as possible, you should try and provide this type of information to the user in advance as seen below in Capsule.

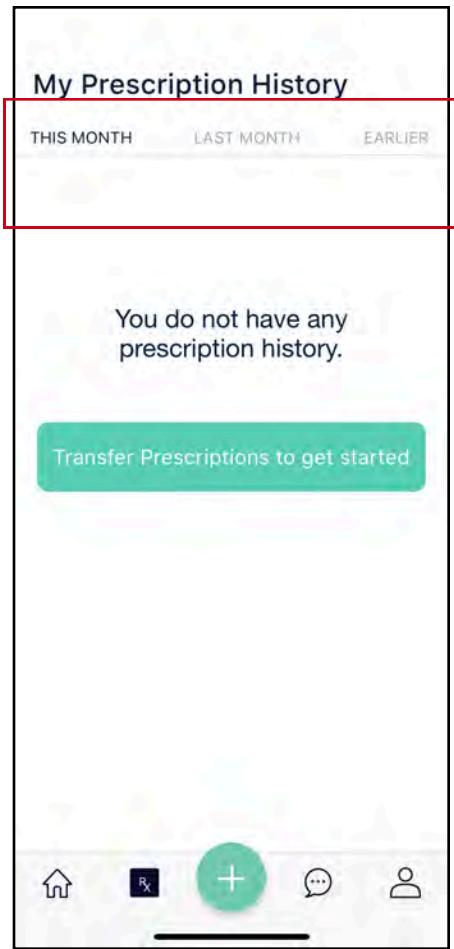




This is just a matter of testing the UX across enough devices. The UI layout constraint here isn't resizing properly. I have an iPhoneX, which about 1 in 20 iPhone users have.

This is just a matter of testing.
At one point I had related information telling me two different things.



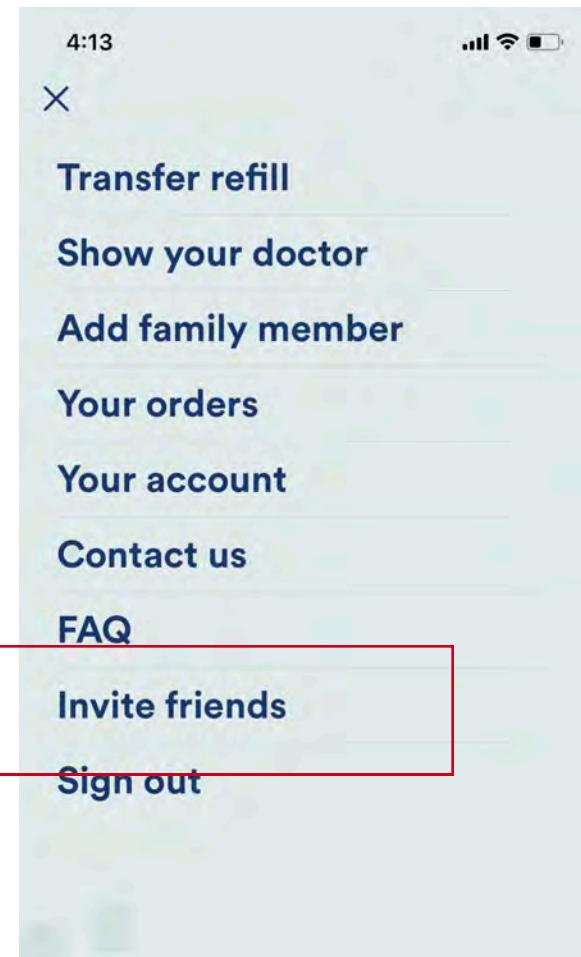


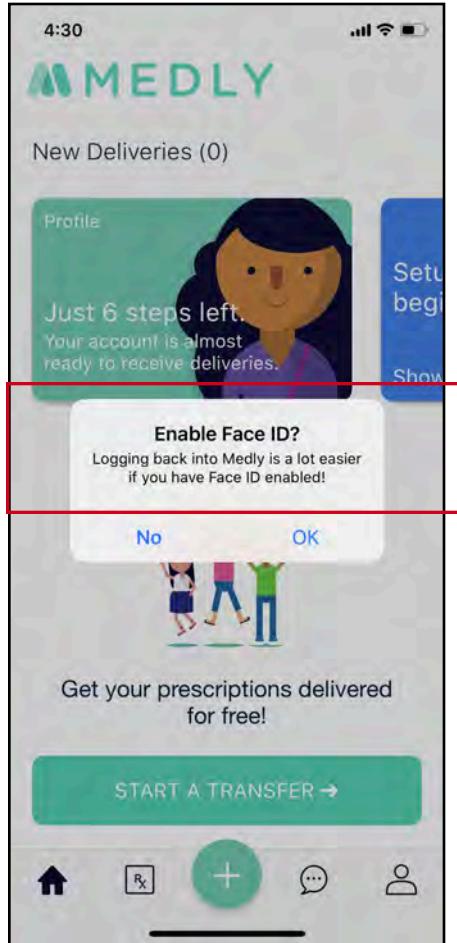
Speaking of family. I didn't see anything to do with inviting friends to the service. I have some great biz dev ideas surrounding incentivizing users to use you vs. capsule,

This is something I orginally wanted to discuss, but assuming your target audience is 35 - 65, you've got people most likely with 1 prescription per month.

Not sure, at a high level, how important it is to have these type of categories defined in the UI. No doubt You want to be able to accommodate for the edge cases with not only a handful of historical information, and even managing multiple members within a family, but generally a scroll is sufficient. Particularly because it keeps your UI cleaner, less empty states, or inactive tabs to look at, and in that sense allows you to user customer feedback to expand on features.

This approach locks you in, a few ways.





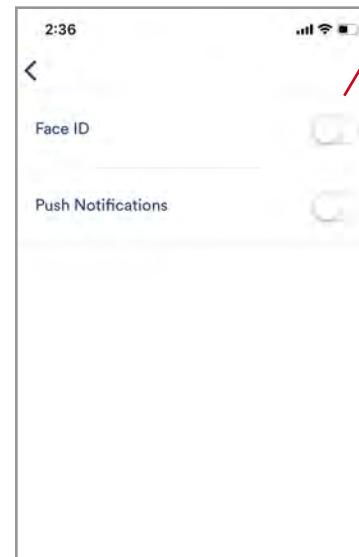
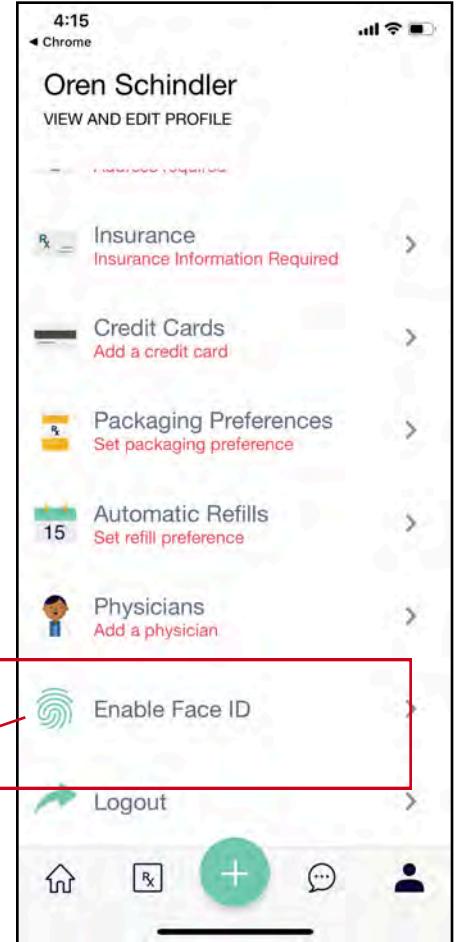
This was the most painful of all. If you do not enable Face ID, you will need to enter your email and password every single time.

Not only that, but you would then be sent a authentication code every time via email, JUST TO LOG IN. This is a coding issue. The users credentials upon creation should be stored in the users keychain, that way everytime, they force close the app and launch, it loads that info.

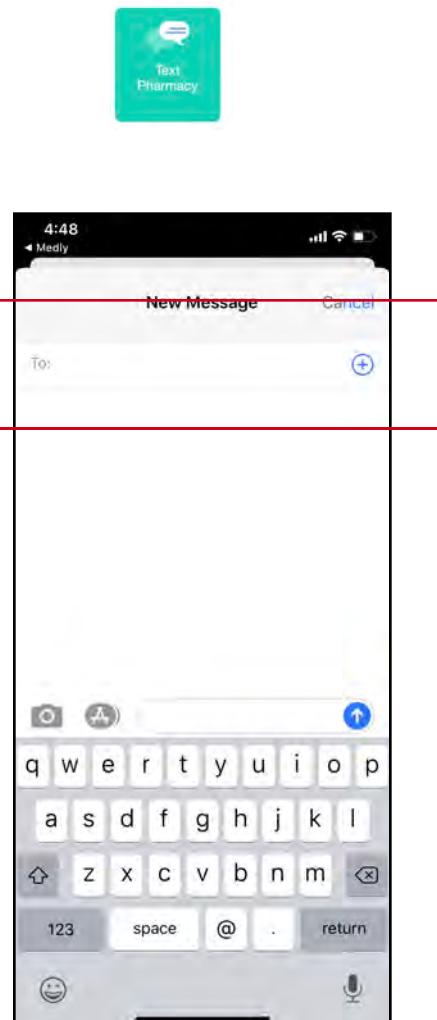
Forcing the user to enable Face ID to have a standard log in experience is going to hurt the company user acquisition big time.

Also, kudos for the imagery in the user profile but regarding the Face ID feature, this is the icon for haptic touch.

Simplicity, clean understanding, and native functionality always win out.



The text Pharmacy was equally baffling. I'm not actually sure what the goal of the feature is, maybe it connects you with pharmacists or customer service but either way, the button simply opens up the native messaging screen.



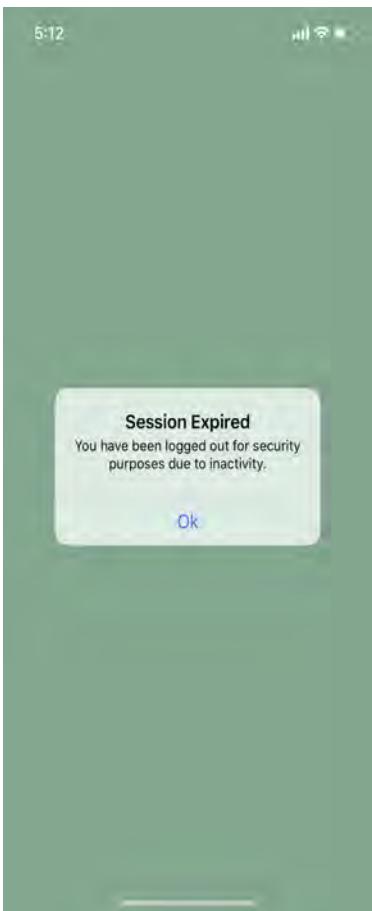
What this tells the user is not only are we sending you outside of the app, but that, you are going to be able to: 1) text a pharmacy (which isn't possible) and 2) that it is up to the user to find the phone number to contact a pharmacy.

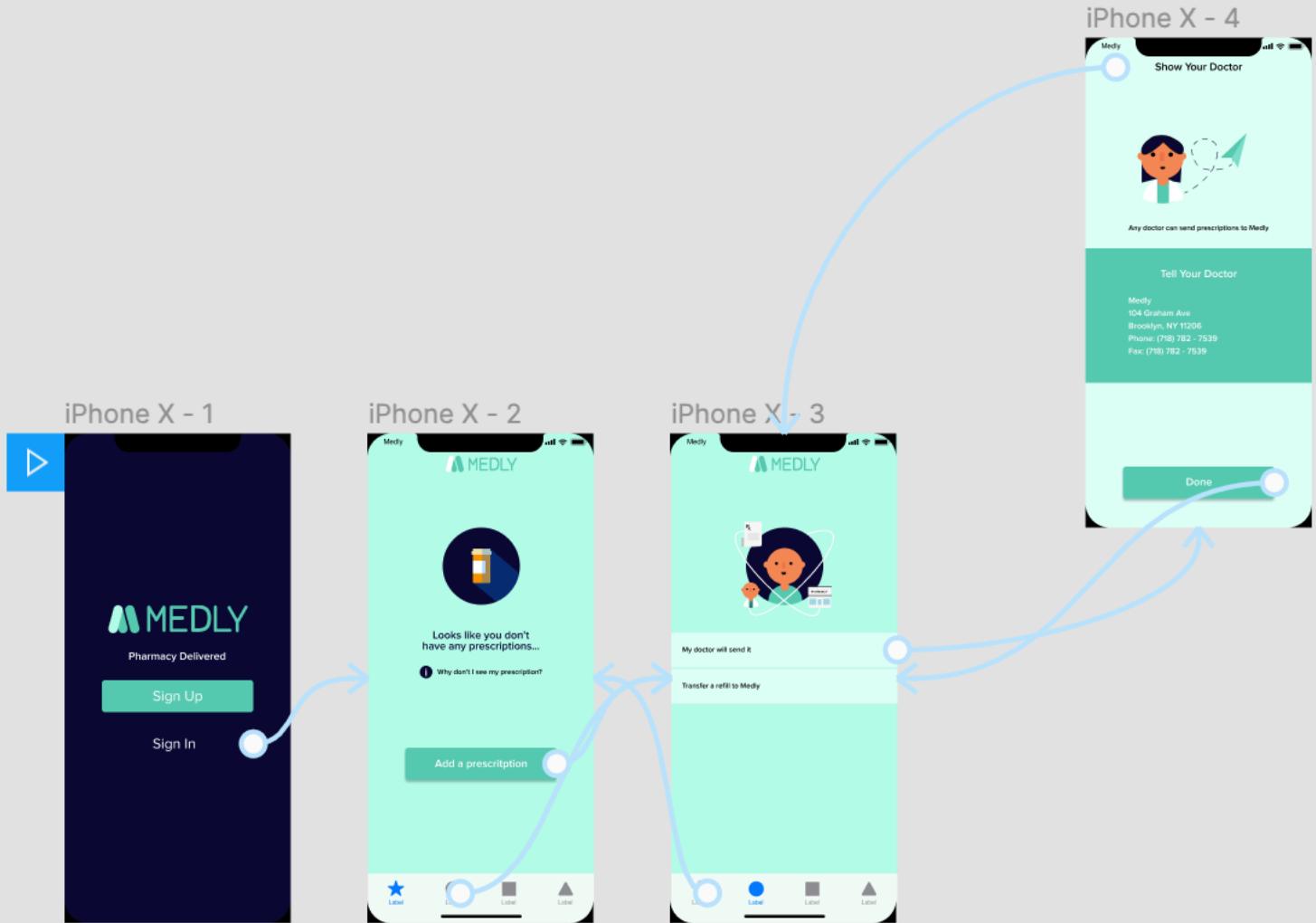
So many issues here. I would either build something like capsule or remove the feature, either way, it shouldn't be live.



This feels like again, related to authentication. This should never be an error that the user sees.

More specifically the user token is expiring. I understand that there is sensitive information involved but, you can at this point really lean on the device' software for security measures.







SAY

**High level analysis:
UI/UX, Branding
& Strategy**

App & App Store



Not that it is always important that a stand-alone icon evoke in some way the identity of the brand or its product but, in this instance, I'm not sure how a whale evokes the underlying message for the brand. It feels obscure for the sake of being obscure.

[From Website](#)

Is it SAY, or say?



SAY-Group video chat messenger 4.8

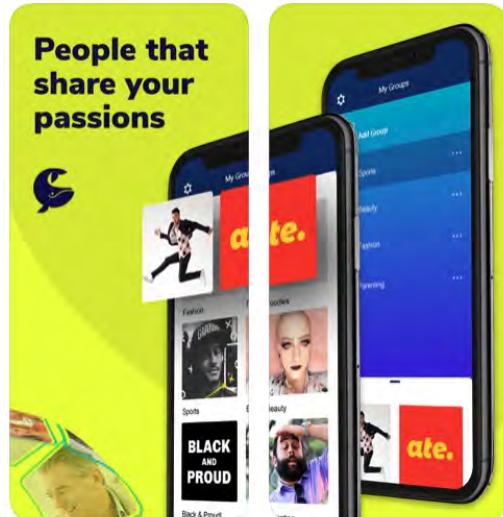
Real connections with people

It is a neat concept with potential, but I would be hesitant to call it a group video chat messenger. If you were to, I would add the word “consecutive” and possibly drop the word “Group”. Consecutive video chat messenger.

There needs to be separation from a field full of not only video messengers but, messengers in general who have the ability and more to do what SAY currently supports. Understood it is early days, but you've got to put up front what differentiates SAY, and puts it in a class of its own.

App & App Store - branding & copy

I understand the impulse and the drive to separate from traditional social media channels, but the copy comes off sounding conceited, holier-than-though, and focuses more on what SAY isn't as opposed to what it is.

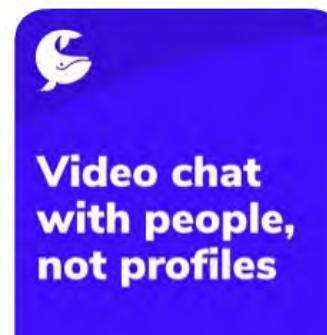


This screen to me is the exception and begins to help define more what SAY is and is hoping to accomplish: **discover & connect** with people around shared or common passions.

“Let’s stop the endless scroll, and
SAY what you are about!”



“Laugh, cry, debate,
be passionate with others”



“Consecutive video
chat so you can
SAY what you mean
on your terms.”

Say	Everyone else
Real	Fakes and trolls
Protects your data	Sells your data
No ads	Ad overload
Deep and fascinating	Can it get more shallow?



SAY APP

The Good

The onboarding is great. Lightning quick to get into the app and begin discovering, only requiring a phone number authentication.

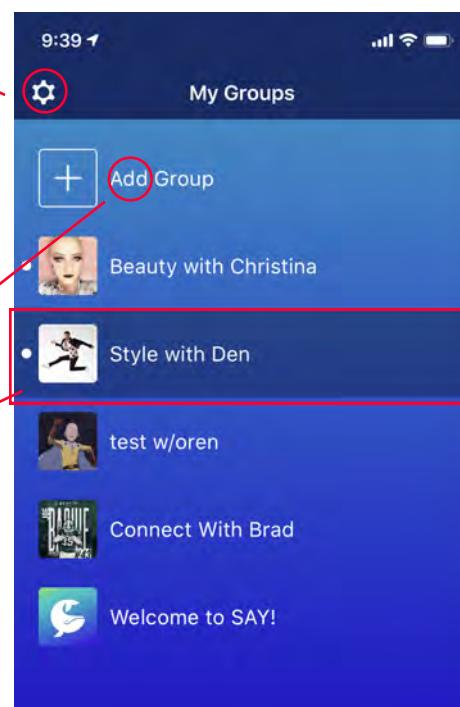
Simple interface, easy to navigate

The Suggestions

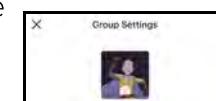
Common to use the user profile image to personalize the experience more, and understood when tapping brings user to their settings

"Create" or maybe "Connect with friends" *More on this*

Admittedly picky here maybe, but to me the darker blue suggests this item is somehow active? Seems like a "you were here last indicator?"



Especially because video is the central theme, having GIF support would be great.

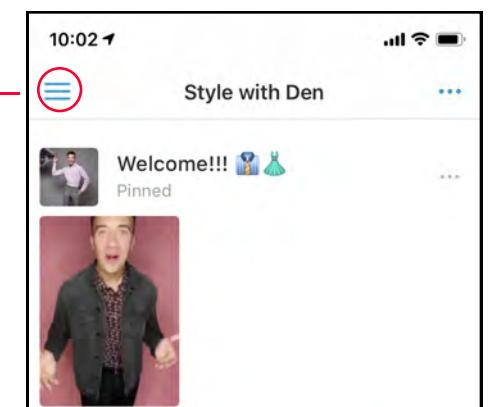


A bit of a wonky add photo image. Like the playfulness, which I believe should exist in the app, but: simple, clear, and common are the way to go here.



"someone" seems random. "Friends" is always a good standard.

Hamburger icon here to me suggests an overflow when a back button or "x" should be used.



**ROUND 2:
SEÑOR UX DESIGN CHALLENGE**

OREN SCHINDLER

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ASSUMPTIONS

"TRADITIONAL" PHARMACY

- NON CHAIN, RETAIL PHARMACY
- LOCATED IN A LARGE CITY OR METROPOLIS

TECH IS READY OUT OF THE BOX, NO INTEGRATIONS ETC "DROPPED INTO THE WILD"

SCRIPT HAS BEEN SENT TO PHARMACY NOT USING THE SAME PLATFORM AS THE PROPOSED TECH SOLUTIONS. IN ADDITION, NO STAKEHOLDERS ARE ON THE PLATFORM (USER, DOCTOR/HOSPITAL/PHARMACY, MANUFACTURER, WHOLESALER)

IN STORE INVENTORY IS THE WHAREHOUSE

THE TRADITIONAL PHARMACY IS FILLING 200 PRESCRIPTIONS/DAY +/- 50

VI.O FOCUS ON SHORT TERM HEALTH CARE

I NOW HAVE A QUASI-REALISTIC UNDERSTANDING OF HOW THE ECOSYSTEM "FUNCTIONS"

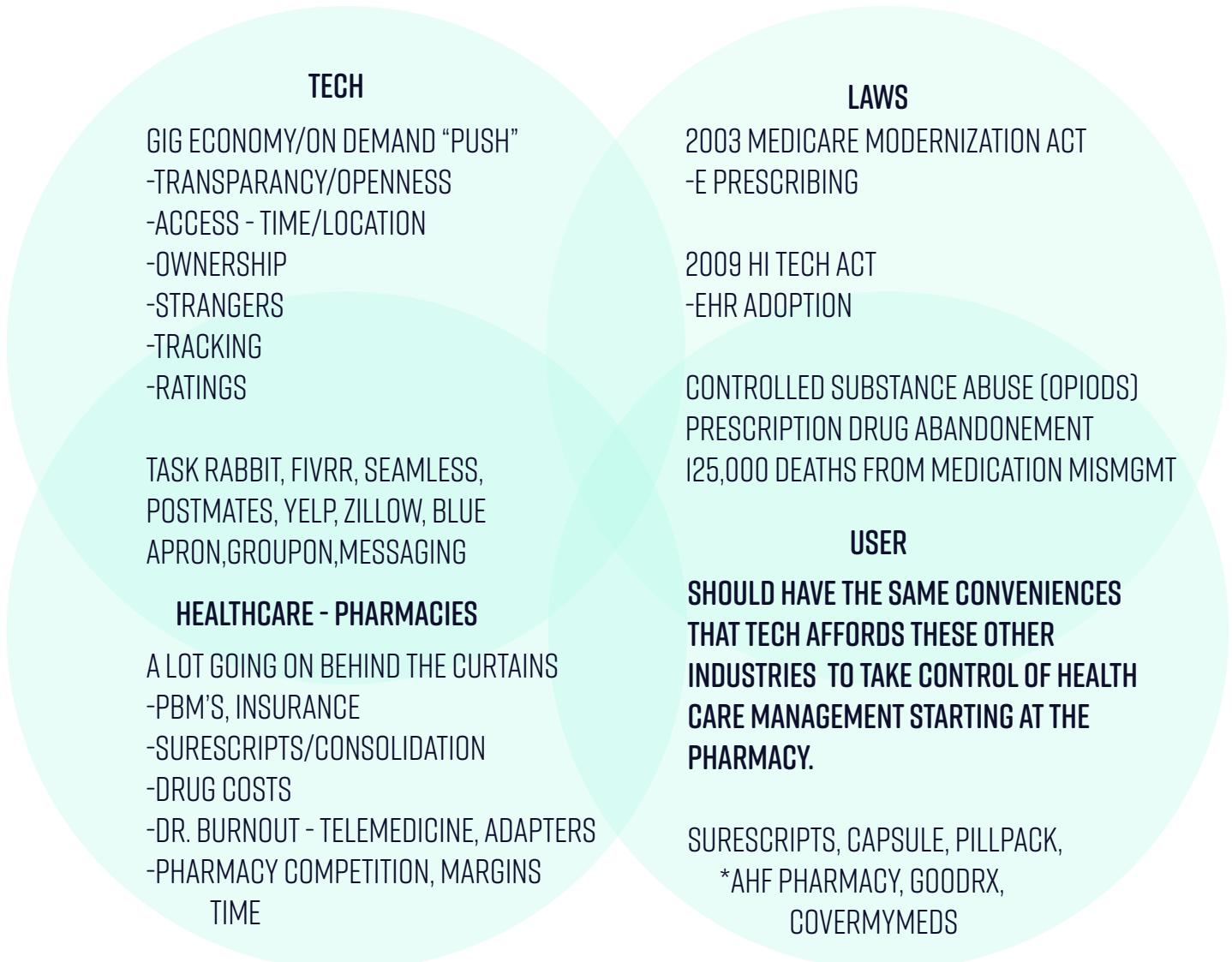
YOU KNOW THAT THERE IS NO SPELL CHECK IN SKETCH!?



MARKET,BEHAVIOR,TRENDS

KEEP YOUR GODDAMN GOVERNMENT HANDS OFF MY MEDICARE!

MARKET,BEHAVIOR,TRENDS



SO WHAT'S THE MATTER OVER HERE?

A SYSTEMIC LACK OF UNIFIED COORDINATION OF CARE ACROSS ALL STAKEHOLDERS WITH LIMITED EFFICIENCY DUE TO OPAQUE COST MODELS, VARIED POINTS OF ACCESS, BEUROCRACIES/STRONGHOLDS, GROWING COMPETITION, NARROWING MARGINS, THAT FORCE HEALTH CARE PROFESSIONALS TO MAXIMIZE CHURN, LEADING TO INSUFFICIENT CARE SHORT & LONG TERM FOR PATIENTS, PERPETUATING A FRACTURED HEALTHCARE ECOSYSTEM WITH GEATEST IMPACT TO THE SICK.

WHAT ARE YOU GOING TO DO ABOUT IT?

FOCUS STRICTLY ON IMPROVING EFFICIENCIES, STREAMLINING PROCESSEES, CREATING A SINGULAR POINT OF CARE, BEGINNING WITH THE PHARMACY, IN ORDER TO IMPROVE COORDINATION AND COMMUNICATION OF CARE, REDUCE COSTS WITH INCREASED TRANSPARENCY FOR ALL STAKEHOLDERS, ENSURE PRIVACY & SECURITY, REMOVE PHYSICAL LIMITATIONS TO CARE AND WELLNESS, AND ENGAGE PATIENTS & THEIR CARE GIVERS MORE IN THEIR OWN HEALTHCARE WITH MINIMAL EFFORT, AND TOOLS THEY ARE ALREADY ACCUSTOMED TO.

KEY FEATURES & DRIVERS - MVP

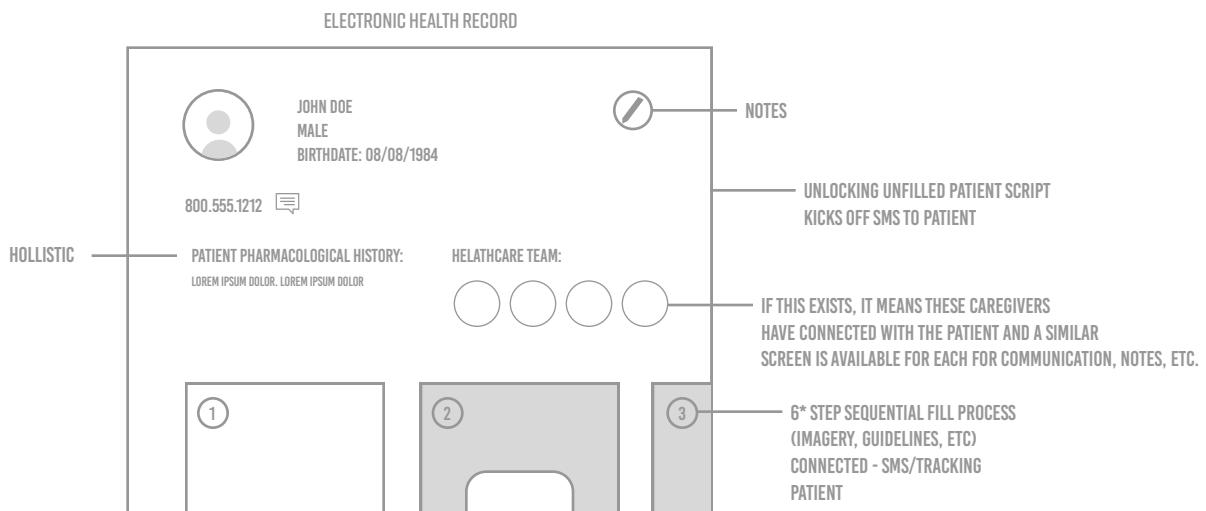
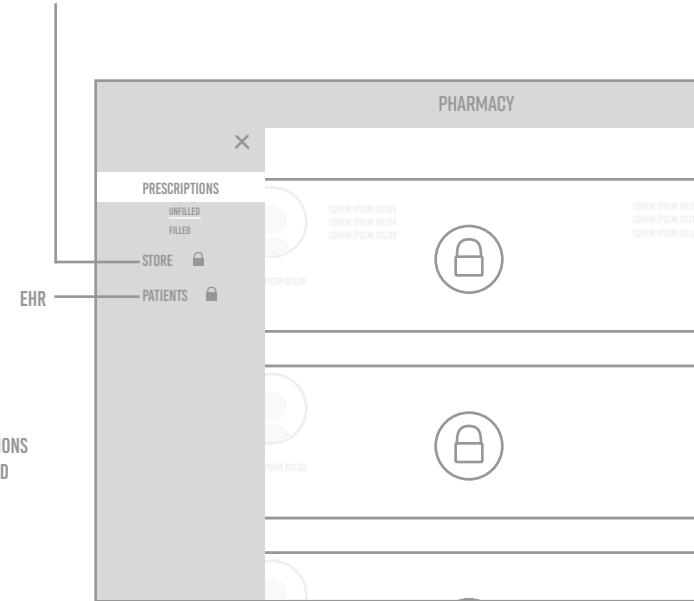
PLATFORM - AS - A -SERVICE

PHARMACISTS:

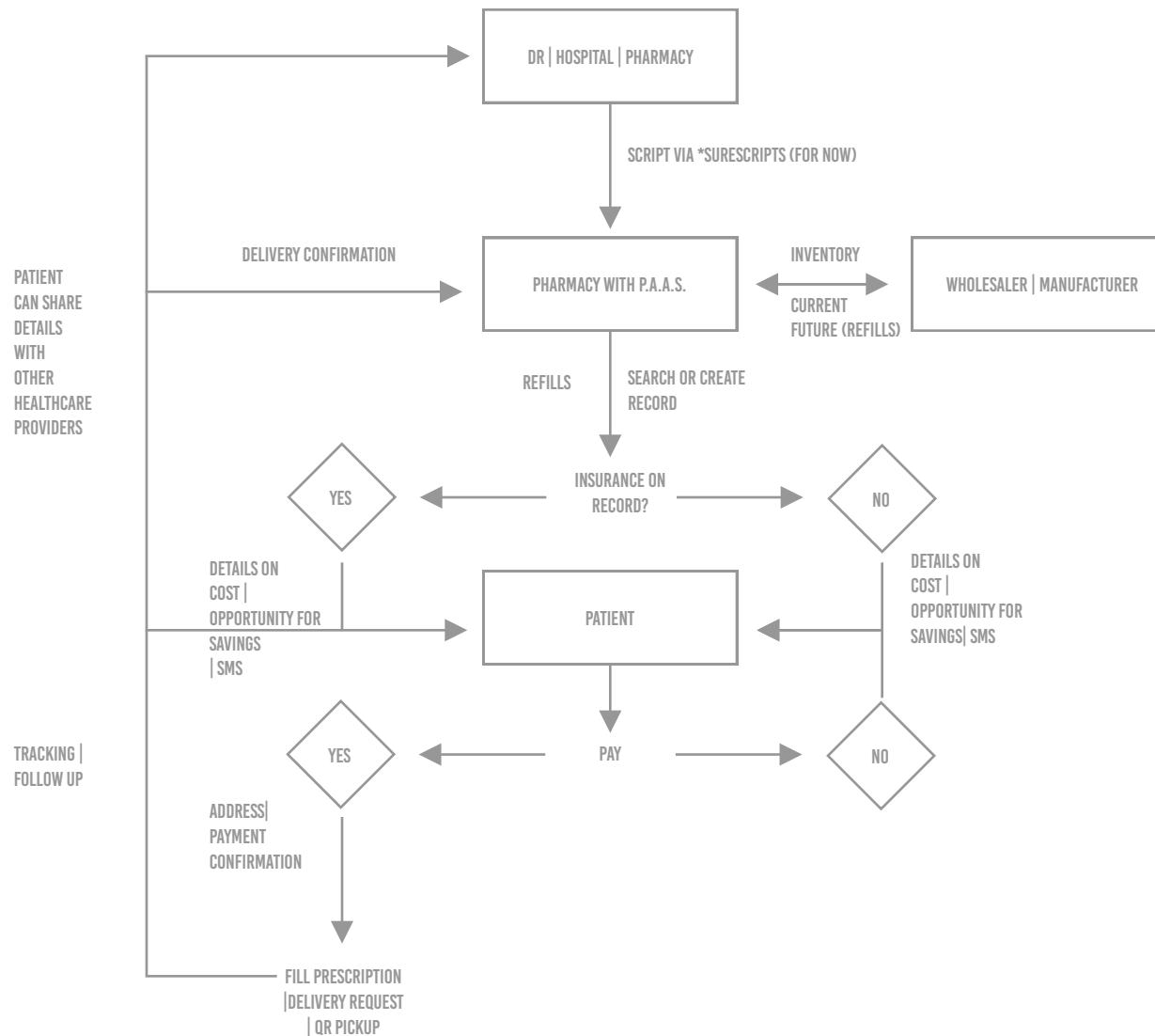
- MOST ACCESSIBLE HEALTH CARE PROFESSIONAL, & MOST KNOWLEDGEABLE WHEN IT COMES TO MEDICATIONS
 - COMMUNICATION
- DO A LOT - AUTOMATE PROCESSES
 - COMMUNICATE WITH DR'S OFFICES - COMMUNICATION
 - SPEAK WITH INSURANCE - COMMUNICATION
 - UNDERSTAND BOTH THE THERAPEUTICS AND ECONOMICS OF MEDICATION EQUATION - DATA
- IN MANY STATES THEY ADMINISTER FLU SHOT & OTHER VACCINES - DATA
- CONTINUE TO DO MORE
- YOU SHOULD ONLY SEE ONE - PATIENT HEALTH RECORD
- MAY NOT HAVE ACCESS TO FULL PICTURE OF PATIENT MEDICAL HISTORY - PHR
- WANT TO BE SERVICE ORIENTED & CLINICALLY FOCUSED
 - SUPPORT LONG-TERM CONDITIONS - AUTOMATION
 - MANAGE PATIENTS I TO I - COMMUNICATION/TRACKING
- PRESSING NEED TO RECORD DETAILS OF CARE THEY PROVIDE INTERNALLY & EXTERNALLY TO SUPPORT THE CONSULTATION PROCESS, PRODUCE MEDICOLEGAL RECORDS, JUSTIFY SERVICE PROVISION, AND MONITOR OUTCOMES - PHR
- HAMSTRUNG BY PBM'S/PRIVATE INSURERS - NEED TO BE A PART OF THE NETWORK TO EXTEND NETWORK, YET SHRINKING MARGINS - OPPORTUNITIES TO GROW MARGINS (PARTNERSHIPS, API'S, ECOMMERCE) GO SOLO
- DIFFERENT POINTS OF ACCESS WITH PBM'S, MANUFACTURERS, DR'S/HOSPITALS/PHARMACIES, PATIENTS, INVENTORY, SCHEDULING- DATA/COMMUNICATION/TRACKING
- WANT TO COMBAT PRESCRIPTION DRUG ABANDONMENT- COMMUNICATION/TRACKING

CONCEPTS

STAFF
INVENTORY
- WHOLESALER/MANUFACTURER
*E-COMMERCE



JOURNEY



PROJECT PLAN : TEAM

CONTRACT EXPERT - INSURANCE, REGULATION/LEGISLATION, INDUSTRY ADVOCATE

BUSINESS ANALYST/UX - STAKEHOLDERS STORIES

PROJECT/PRODUCT MANAGER - FORM TEAM, CREATE PRODUCT BACKLOG, SCRUM LEAD, EVANGELIZE INTERNAL STAKEHOLDERS

DEV TEAM:

BACKEND DEVELOPER - ARCHITECTURE - DB MODELING, API'S, SERVERS (BACKEND STACK)

2 X FRONT END DEVELOPERS

-UI/UX FOCUSED - COMPONENTS

- STRUCTURAL - FULL STACK (API'S, ERROR HANDLING)

DEV OPS - TEST AUTOMATION, UPTIME/DOWNTIME, INCIDENT RESPONSE

QA - AUDITS, VERIFICATION, BUGS, REGRESSION TESTS

CLIENT SERVICE:

PHARMACY REP - BUSINESS ANALYST, TECH-CENTRIC - HANDLES ALL PHARMACY RELATED INQUIRIES

INSURANCE REP/CUSTOMER SUPPORT - HANDLE GENERAL PATIENT INQUIRIES, KNOWLEDGABLE IN PRICING (INSURANCE/DRUGS)

CUSTOMER SUCCESS - ENSURES THAT EVERYTHING WENT TO PLAN (DR. EVIL INSPIRED)

ANCILLARY TEAM:

SALES

MARKETING

BUSINESS DEVELOPMENT

PROJECT PLAN : PROCESS - SETUP 25 DAYS

USER STORIES	DURATION	RESOURCE
IDENTIFY KEY STAKEHOLDER	5 DAYS	BUSINESS ANALYST/UX
FORM PROJECT TEAM	15 DAYS	PROJECT/PRODUCT MNGR
USER STORY FIRST PASS	10 DAYS	BA/UX
USER STORY SECOND PASS	10 DAYS	BA/UX
USER STORY WALK-THROUGH & SIGN-OFF	10 DAYS	BA/UX
TOTAL	15 DAYS	
PRODUCT BACKLOG		
CREATE PRODUCT BACKLOG	5 DAYS	PM/PDM
STORY ESTIMATION	5 DAYS	PROJECT TEAM
PRIORITIZE	5 DAYS	PM/PDM
TOTAL	5 DAYS	
HIGH LEVEL SPRINT PLANNING		
CREATE PROJECT TIMELINE	5 DAYS	PM/PDM
DRAFT RESOURCE PLAN	5 DAYS	PM/PDM
PLAN PROJECT BUDGET	5 DAYS	PM/PDM
TOTAL	5 DAYS	
SPRINT I - X		
PLANNING	10 DAYS	PROJECT TEAM
EXECUTION	10 DAYS	PROJECT TEAM
DEMO	10 DAYS	PROJECT TEAM
IMPLEMENTATION	10 DAYS	PROJECT TEAM
REVIEW	10 DAYS	PROJECT TEAM
TOTAL	10 DAYS +/- 5 -10	

PROJECT PLAN : GOALS - V1.0 - 205 - 245 DAYS

BUILD A PHARMACY-CENTRIC MOBILE/WEB DASHBOARD TO SERVE AS THE SINGLE POINT FOR ALL STAKEHOLDERS IN THE PURSUIT OF INCLUSIVE/COLLABORATIVE, TRANSPARENT, EFFICIENT, AND CONVENIENT HEALTHCARE.

SPRINT 1		SPRINT 4 - PATIENT	
CREATE ADMIN/STAKEHOLDER ACCESS/PROFILES SHAREABLE WITH STAKEHOLDERS	10 DAYS	CREATE/EDIT/DELETE (CERTAIN) PROFILE -MANUAL DATA ENTRY - FORM FIELDS -INSURANCE DETAILS -ADDRESS -PAYMENT INFO	15 DAYS
TOTAL	10 DAYS	VIEW NOTES/HISTORY	15 DAYS
SPRINT 2		TOTAL	15 DAYS
CREATE/EDIT/REMOVE INVENTORY SHAREABLE WITH WHOLESELLER/MANUFACTURER	10 DAYS	*SPRINT 4 - SMS	
TOTAL	10 DAYS	SMS -PUSH - PATIENT - LINK TO PROFILE -PHONE AUTHENTICATION	40 DAYS
SPRINT 3		CHAT - STAKEHOLDERS	
CREATE/EDIT/REMOVE PATIENTS -MANUAL DATA ENTRY (PHR) - FORM FIELDS -CREATE UNFILLED "TICKET" -STORE FILLED TICKETS -ADVANCED DATA ANALYTICS -PHARMACIST PROCEDURES -DATABASE OF DRUGS & IMAGES -COSTS -INSTRUCTIONS INSURANCE	20 DAYS	TOTAL	40 DAYS
TOTAL	20 DAYS	*SPRINT 5 - TRACKING	
		PHARMACY-PATIENT -PUSH	30 DAYS
		PATIENT-DELIVERY -REAL TIME MAPS API	30 DAYS
		-QR	
		WHOLESELLER/MANUFACTURER	30 DAYS
		TOTAL	30 DAYS
FUTURE SPRINTS		BUSINESS FACING TECH - 40 - 80 DAYS	
TIMED PUSH, PAYMENT (PHARMACY - WHOLESALE/MANUFACTURER), TELEMEDICINE REALTIME PRESCRIPTION MEDICATION COSTS		BUGS,ISSUES - 40 DAYS	

CONCLUSION

BY FOCUSING ON SOLVING THE PROBLEMS OF THE PHARMACY IN A UNIFIED WAY, NOT ONLY IS IT POSSIBLE TO ACHIEVE MARKET GROWTH AND SUCCESS, BUT, MORE IMPORTANTLY PUT THE PATIENT AND THEIR TEAM BACK IN CONTROL OF THEIR GODDAMN HEALTHCARE.

SOURCES

DR. SHERIF ZAKI - PEDIATRICIAN - PARK SLOPE PHYSICIAN ASSOCIATES
SYLVANA - ACCOUNT MANAGER - PARK SLOPE PHYSICIAN ASSOCIATES
BUSY PHARMACIST - NEERGARD PHARMACY - 5TH AVE PARK SLOPE
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FOLLOW THE PILL:UNDERSTANDING THE U.S. COMMERCIAL PHARMACEUTICAL SUPPLY CHAIN PREPARED FOR THE KAISER FAMILY FOUNDATION BY: THE HEALTH STRATEGIES CONSULTANCY LLC MARCH 2005

AND SOME OTHERS FOR SURE.....

**ROUND 2:
SEÑOR UX DESIGN CHALLENGE
JOURNEY WITH MOCKUPS**

OREN SCHINDLER

SCREEN 1

The screenshot displays a user interface for a pharmacy management system. At the top, there is a navigation bar with a search icon, user profile icons for 'Administrator | Employee', a 'Support' link, and a user named 'Sandra Pharm. D'. Below the navigation bar, there is a left sidebar with the following menu items:

- Dashboard (selected)
- Store
- Patients
- Deliveries
- Inventory
- Chat (with a red notification dot)
- Settings

The main content area is divided into several sections:

- CREATE A PATIENT RECORD:** A modal window titled 'Create' shows a list of patients: Amy White, Steph, Niel, and Amber.
- PRESCRIPTIONS:** Shows 28 Unfilled Prescriptions for 'Niel McCoy' at step 2 of 6.
- PATIENTS:** Shows 2380 Patients, with 'Losartan' being the most prescribed drug. It also includes sections for Insurance (46% No, 64% Yes) and a 'Most Prescribed' section.
- DELIVERIES:** Shows 8 Active Patient Deliveries for 'Jane Doe' at '1234 Bush Dr, Apt 6 Brooklyn, NY 11215'. The status for each delivery is 'Searching for delivery professional...'.
- INVENTORY:** A section at the bottom left.

PHARMACY RECEIVES PRESCRIPTION AND PHARMACIST, TECH, OR ASSISTANT CREATES THE UNVERIFIED PATIENT RECORD.

SCREEN 2

The screenshot shows a software interface for creating a new patient record. At the top, there's a navigation bar with icons for search, user profile, support, and a user named Sandra Pharm. D. Below the header, the title "New Patient" is displayed, followed by the status "Unverified".

The main form includes fields for "Patient name" and "Patient phone number". To the left, there's a section for "PCP/Dr's Office" which is currently empty. On the right, there's a "Health Insurance" section with a dropdown menu showing options like "No Insurance", "Aetna", "Anthem", "Blue Cross Blue Shield", "Cigna", and "eHealth".

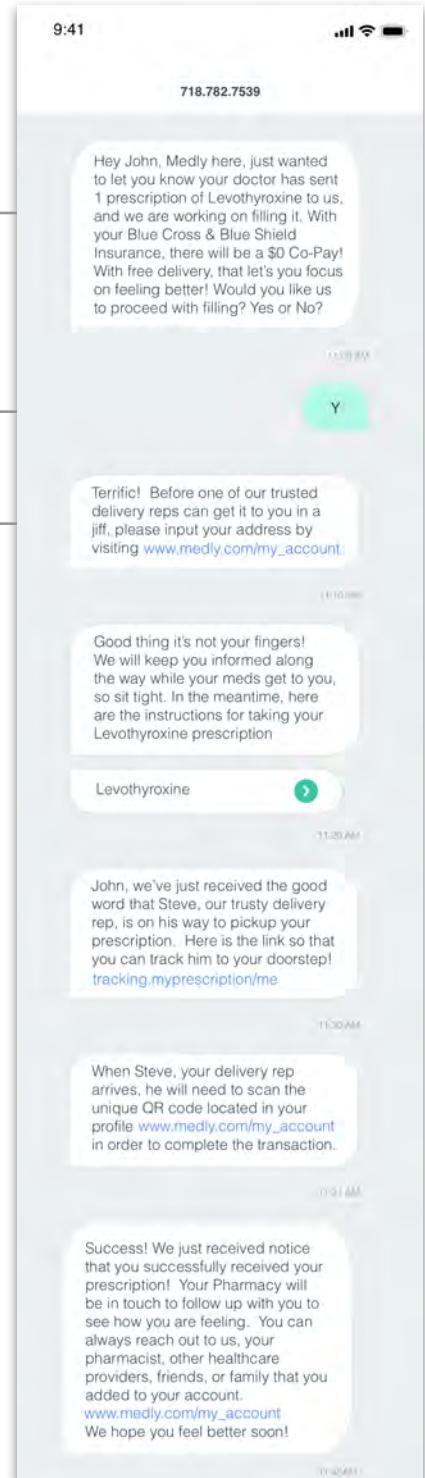
In the center, there's a "Prescription" section where "Lev|" has been typed into a field, and "Levothyroxine 88 mcg Tablets Qty 30" is listed below it. To the right of this, there's a "Healthcare Team" section listing "Sandra Williams" as a "Pharm D." and "Nell McCoy" as a "Pharmacy Technician". Each team member has a "Remove" button next to their name. At the bottom right of the form, there are "Save" and "Cancel" buttons.

AS SOON AS THE PATIENTS RECORD IS CREATED AND SAVED, AN SMS IS SENT TO THE PHONE NUMBER OF THE PATIENT.

SCREEN 3

INFORMATION FROM THE USER RECORD ESTABLISHES THE FIRST COMMUNICATION WITH THE PATIENT, INTRODUCING THEM TO THE PROCESS, ALONG WITH A VITAL YES/NO (Y/N) OPT IN/OUT AS TO WHETHER OR NOT TO PROCEED TO THE NEXT MESSAGE/STEP .

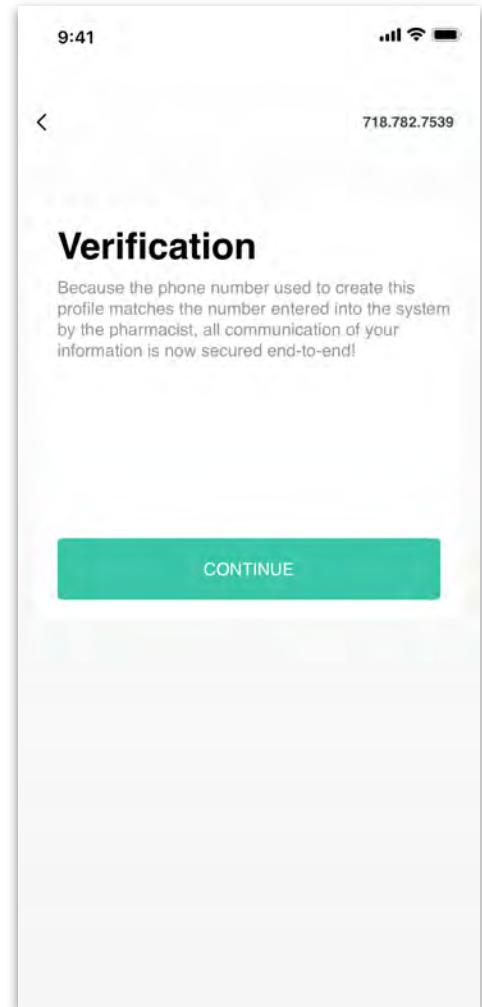
TO COMBAT PRESCRIPTION DRUG ABANDONMENT AND ENHANCE PHARMACY EFFICIENCY, WHEN OPTING IN, THE PATIENT IS PROVIDED WITH A LINK TO TAKE THEM TO THEIR PRE-ESTABLISHED ACCOUNT.



SCREEN 4

THE LINK PROVIDED IN THE PREVIOUS SMS, TAKES THE PATIENT TO AN INTERMEDIATE STEP THAT SERVES TO VALIDATE THE MOBILE NUMBER USED TO CREATE THE ACCOUNT AGAINST THE MOBILE NUMBER THAT IS ATTEMPTING TO ACCESS IT.

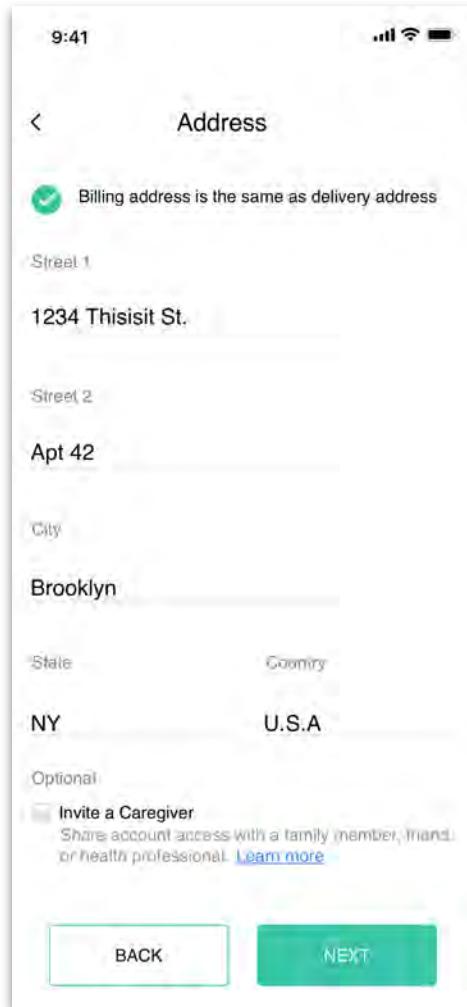
*HERE IS AN OPPORTUNITY TO ESTABLISH TRUST AND DOUBLE DOWN ON SECURITY/PRIVACY.



SCREEN 5

IF EVERYTHING CHECKS OUT, THE USER IS BROUGHT TO THE ADDRESS SCREEN, WHICH WAS ORIGINALLY REFERENCED IN THE PREVIOUS SMS, WITH REGARD TO THE NECESSITY FOR DELIVERY.

FURTHER, THERE IS AN OPPORTUNITY HERE TO INTRODUCE ADDING THOSE IN YOUR HEALTHCARE SUPPORT NETWORK. TICKING THE BOX, UPON ARRIVAL TO THEIR ACCOUNT LANDING SCREEN, WOULD TRANSITION THEM TO THE SCREEN, WHERE THEY CAN ADD THOSE INDIVIDUALS VIA EMAIL OR PHONE NUMBER.

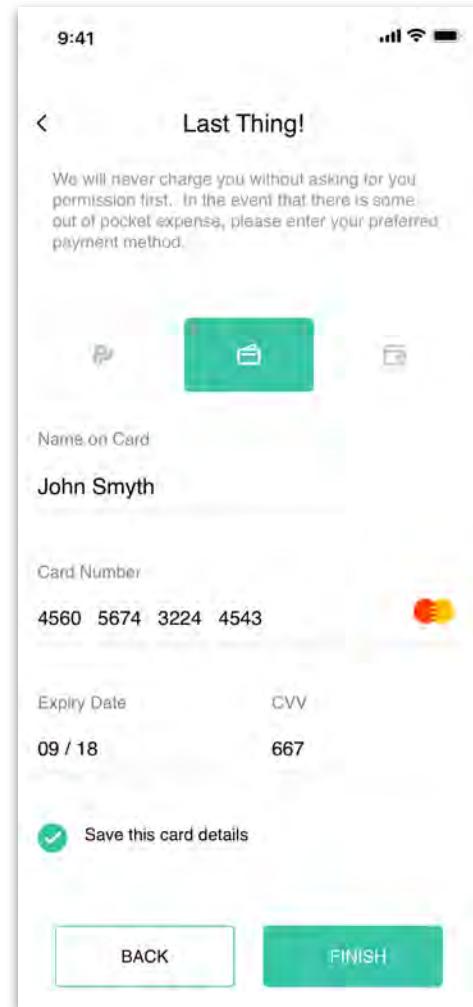


SCREEN 6

ALTHOUGH THE NECESSITY TO ENTER CREDIT CARD INFORMATION WAS NOT ESTABLISHED IN THE SMS EXCHANGE, AND IN THIS PARTICULAR CASE, NO PAYMENT WAS REQUIRED, EMPHASIZING THE LAST STEP AND EVEN POTENTIALLY REFERENCING THE SEAMLESSNESS FOR REFILLS OR ADDITIONAL OUT OF POCKET COSTS SUCH AS OVER-THE-COUNTER ITEMS FROM THE PHARMACY THAT MAY OR MAY NOT SERVE TO COMPLIMENT A PRESCRIPTION.

WHEN THE USER TAPS “FINISH” THE ACCOUNT BECOMES VERIFIED, AND THE PHARMACY WILL NOW BEGIN TO FILL THE PRESCRIPTION.

*THIS STEP COULD BE MADE OPTIONAL IF THIS IS THE CREATION OF AN ACCOUNT AND NO PAYMENT IS DUE.



SCREEN 7

OR

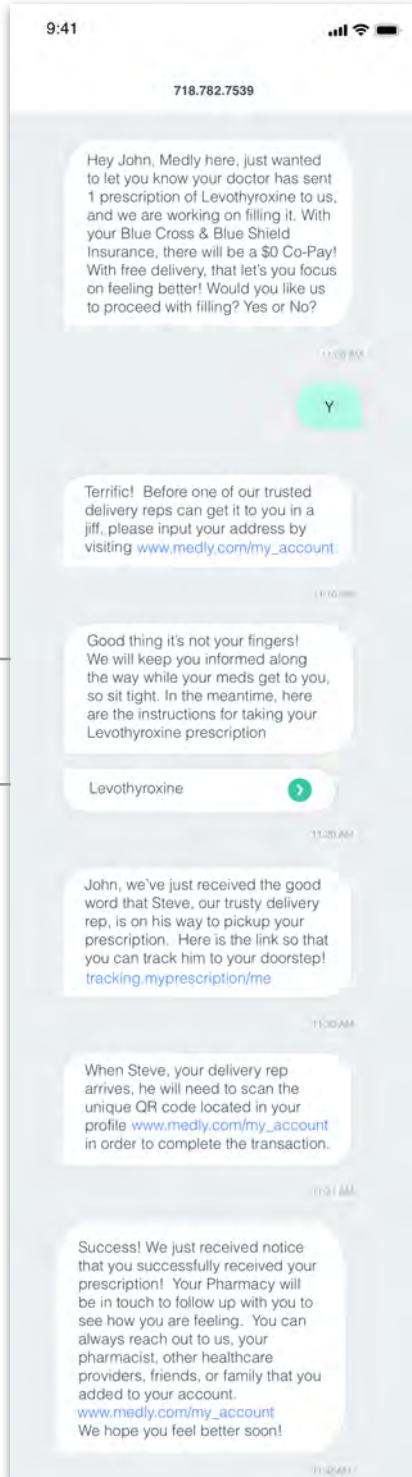
The screenshot displays a software application interface for managing patient records. On the left, a sidebar features icons for Dashboard, Store, Patients, Deliveries, Inventory, Chat (with a red notification dot), and Settings. The main content area is titled "PATIENTS" and contains a table with the following data:

	Name	State	Health Insurance	Gender	Age	Action
Patients	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
Deliveries	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
Inventory	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
Chat	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
Settings	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>
	Luis Stanley	New York	Blue Cross & Blue Shield	Male	33	>

THE PHARMACIST OR COLLEAGUES WITH ACCESS, CAN VIEW THE STATUS OF PRESCRIPTIONS WITHIN THE PATIENT SECTION OR ON THE DASHBOARD (NEXT PAGE), ALONG WITH THE CHEVRON "CARROT" TO SEE WHO IS FILLING IT AND WHERE THEY ARE IN THE FILLING PROCESS.

SCREEN 8

AFTER THE PATIENT TAPPED “FINISH”, THEREBY CREATING A VERIFIED ACCOUNT, THAT KICKED OFF THE FILLING PROCESS, AND WHILE THE PHARMACY (TECH) IS LOCATING A DRIVER, THE PATIENT IS INFORMED AND PROVIDED EASILY READABLE (PDF) INSTRUCTION ABOUT THEIR PRESCRIPTION.

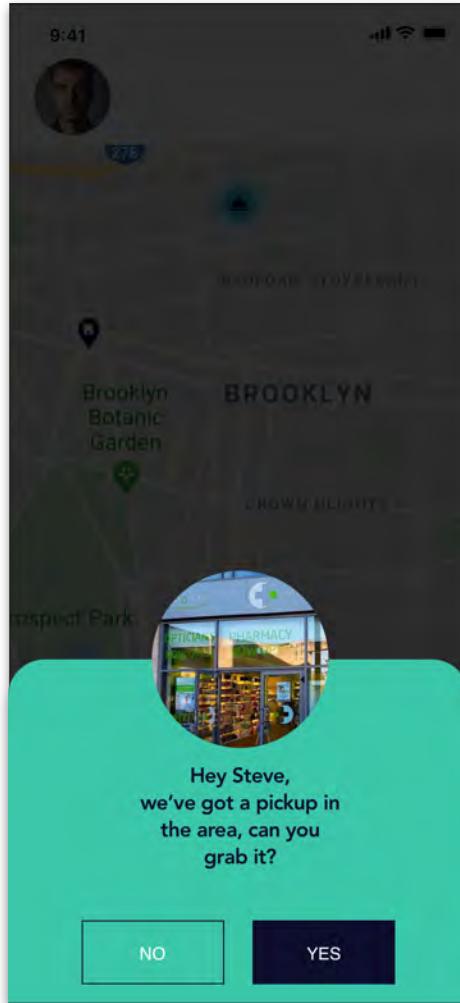


SCREEN 9

WHEN THE FILLING PROCESS KICKS OFF THE RFD,
DELIVERY REPS IN THE AREA ARE SENT
A NOTIFICATION WITHIN THEIR CLIENT.

FIRST-COME-FIRST-SERVE.

WHEN A DELIVERY REP TAPS “YES”
THE STATUS CHANGE IS UPDATED
IN THE PHARMACY.



SCREEN 10

The screenshot shows a delivery tracking application interface. At the top, there is a navigation bar with a search icon, user profile icons, and a "Support" button. The main area is divided into sections: "DELIVERIES" (which contains a map of Brooklyn) and "PATIENT DELIVERIES" and "PHARMACY DELIVERIES" (which contains a table of delivery details).

Map Section:

- Map Title:** BROOKLYN
- Map Labels:** BROOKLYN HEIGHTS, GOWANUS, PARK SLOPE, PROSPECT PARK, CROWN HEIGHTS, BROWNSVILLE, EAST NEW YORK, BUSHWICK, HIGHLAND PARK.
- Delivery Status Legend:** ID, DELIVERY STATUS (In-Route), TRIP DETAILS (Picked Up 12.04.18 5:56 pm, Pharmacy → Brooklyn, 1234 Thisisit St., Expected Arrival 12.04.18 6:10 pm).
- Delivery Markers:** Blue dots representing delivery status along the route.

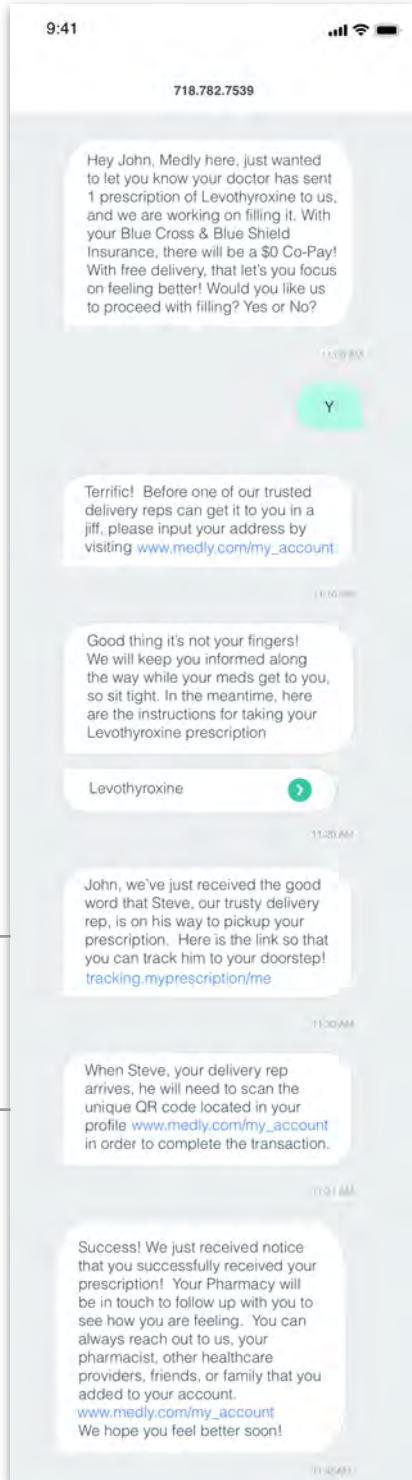
Patient Deliveries Table:

ID	Delivery Status	Description	Trip	Estimated Arrival	Weight, lb
A123BB223	In - Route	Ciprofloxacin	Pharmacy → 1234 Thisisit St.	04 Dec 2019 @ 6:10 pm	0.25
B321AE223	In - Route	Amoxicillin	Pharmacy → 4321 Goodstuff Ave.	04 Dec 2019 @ 5:50 pm	1.0

WITH MAPS API, THE PHARMACY CAN VIEW DELIVERIES IN REALTIME HERE AND ALSO ON THE DASHBOARD. ADDITIONALLY THIS VIEW ENABLES THEM TO TOGGLE BETWEEN DELIVERIES LEAVING THE PHARMACY, FOR PATIENTS, AND DELIVERIES IN TRANSIT TO THE PHARMACY FROM WHOLESALERS AND/OR MANUFACTURERS. "CARROTS" ENABLE THE OPPORTUNITY TO VIEW MORE INFORMATION, SUCH AS DELIVERY REP/SALES REP CONTACT INFO, ETC.

SCREEN 11

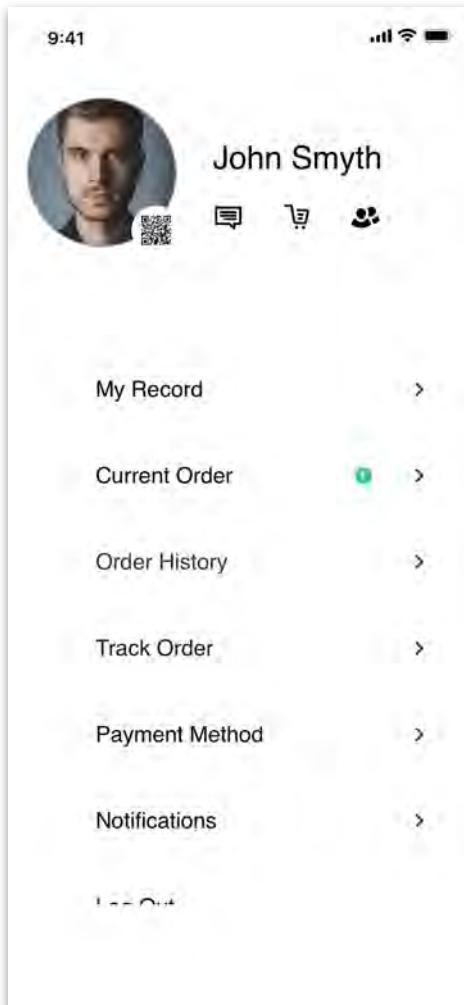
ADDITIONALLY, WHEN A DELIVERY REP ACCEPTS, THE PATIENT IS SENT AN SMS THAT ENABLES THEM TO ALSO TRACK THE STATUS, AND COMMUNICATE WITH THE REP IF NEED BE. THE PATIENT IS FURTHER INFORMED HOW THE TRANSACTION WILL PROCEED, PROVIDING A LINK TO THEIR ACCOUNT/ACCESS TO THEIR UNIQUE QR CODE WHICH WILL BE PRINTED ONTO THE MEDICATION PACKAGING, AND WILL BE SCANNED BY THE DELIVERY REP UPON PICK-UP.



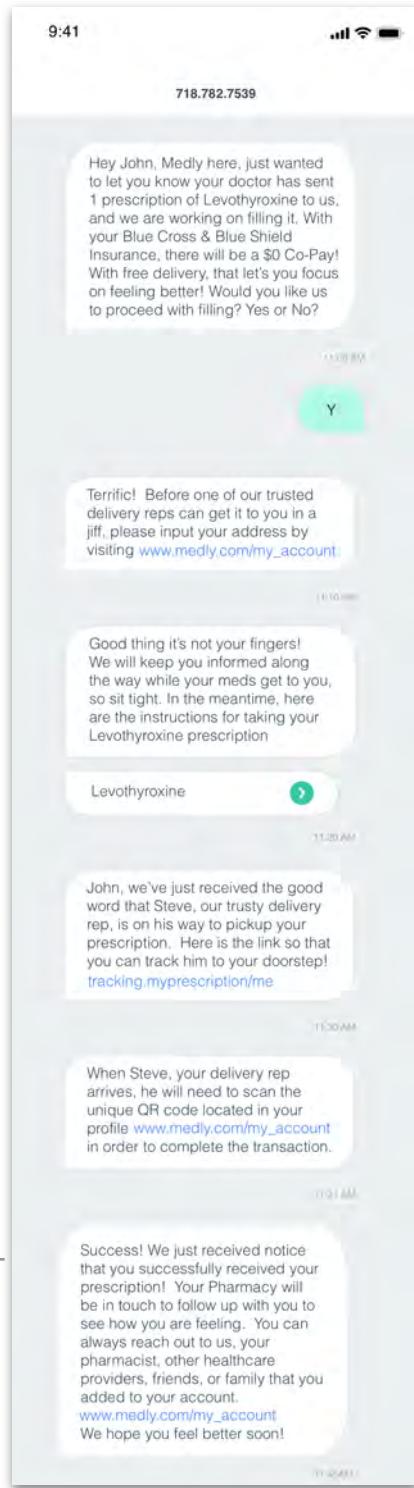
SCREEN 12

THE PATIENT NAVIGATES TO THEIR PROFILE, WHEREIN THEY CAN VIEW THEIR UNIQUE QR CODE AND ENLARGE UPON TAPPING, WHEN THE DELIVERY REP ARRIVES.

*SHOPPING CART TO PROVIDE OPPORTUNITY FOR THE PATIENT TO BUY OVER-THE-COUNTER PRODUCTS.



SCREEN 13



WHEN THE QR CODE IS SCANNED BY THE DELIVERY REP, IT IS ASSUMED THAT THE DELIVERY HAS BEEN TRANSFERRED TO THE ACCOUNT HOLDER OR AUTHORIZED REPRESENTATIVE WHICH THE PATIENT CAN ESTABLISH.

SCREEN 14

The screenshot displays a software interface for managing medication inventory. At the top, there's a navigation bar with a search icon, user profiles, and a support link. The main header reads "Administrator | Employee" and "INVENTORY > MEDS".

The central feature is a "MEDICATION STOCK" chart showing the percentage of stock over time from 9:00 to 7:00. A blue line graph shows the stock level starting at approximately 75% at 9:00, dipping slightly, and then remaining relatively stable around 50% until 2:00, after which it continues to decline slowly.

Below the chart is a table titled "MEDICATION STOCK TODAY 2:00 PM - ALL MEDS" listing various medications with their current stock levels:

ID	Medication	Volume	Status
A123BB223	Ciprofloxacin	72%	Trending
B321AE223	Amoxicillin	88%	Green
A001AA223	Levothyroxine	30%	Red
A123BB223	Drug A	80%	Green
C567AE223	Drug B	92%	Green
A123BB223	Drug C	58%	Yellow

To the right of the chart, there are sections for "MEDICATION ALERTS", "Prescription", and "Set Conditions". The "MEDICATION ALERTS" section allows setting max levels and alert thresholds. The "Prescription" section shows current and fully stocked levels. The "Set Conditions" section defines actions like ordering when a threshold is reached, with options for "Order", "Provide Refill Updates", and "Provide Access to Medication Stocks".

IN ADDITION TO BEING ABLE TO VIEW INVENTORY IN REALTIME, WHEN THE DELIVERY HAS BEEN CONFIRMED, THE PRESCRIPTION IS IMMEDIATELY REFLECTED IN THE SYSTEM. ADMINS CAN SET ALERT FOR ORDERS, ALONG WITH REFILL NOTIFICATIONS FOR THE PHARMACY AND PATIENTS. FURTHER, JUST AS PATIENTS CAN SHARE ACCESS TO THEIR ACCOUNT, TO MAKE ORDERING/INVENTORY MORE SEAMLESS, WHOLESALERS OR MANUFACTURERS CAN VIEW TOO.

SCREEN 15

The screenshot displays a healthcare communication platform interface. At the top, there is a navigation bar with a search icon, user profile icons for 'Administrator' and 'Employee', a 'Support' link, and a profile picture for 'Sandra Pharm. D'. Below the navigation bar, the main area has a header 'Administrator | Employee' and a close button ('X'). On the left side, there is a vertical sidebar with icons for 'Dashboard', 'Store', 'Patients', 'Deliveries', 'Inventory', 'Chat' (which has a red notification dot), and 'Settings'. The main content area is titled 'CHAT' and shows a list of messages. The messages are categorized by recipient: 'Patients', 'Health Care Providers', 'Purveyors', and 'Pharmacy Team'. The 'Patients' section contains messages from 'JEFF' (sent 5 minutes ago) and 'JULIEN' (sent 2 hrs ago). The 'Health Care Providers' section contains a message from 'Rose' (@ Pharmacy responded 2 hrs ago). The 'Pharmacy Team' section contains messages from 'David' (sent 1 day ago) and 'Rose' (@ Pharmacy responded 2 hrs ago). Each message includes a reply button and a delete button.

REALTIME CHAT, ALLOWS ALL STAKEHOLDERS TO COMMUNICATE ALL IN ONE PLACE 24/7. FURTHER, PHARMACY-PATIENT COMMUNICATIONS ARE ADDED TO THE PATIENT RECORD AS PART OF MEDICOLEGAL, AUDIT BEST PRACTICES, AND LONGTERM SUPPORT.