

# MedGrocer Android App

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# Context & Overview

This was one of my first forays into UX/UI design. In the summer of 2015, I interned for MedGrocer, a tech-enabled health startup that delivers drugs to people's doorsteps.

In the Philippines (where MedGrocer is based), mobile phone usage is rampant and there is an upward trend of smartphone usage. I wanted to capitalize on this growth and make sure MedGrocer was riding the wave and so offered my pro-bono service. At the time, they only had their web product, but if they wanted larger reach, a mobile app would be the way to go. I chose Android because there are more Android users than any other type of smartphone. I was also not an Android user so this helped me explore Android-related designs.

I recognize that my research is limited and did not involve extensive user research. Instead, the research included insights from interviews from some of the users, feedback from my boss and full-time employees and a thorough analysis of their current online web product.

# Goals & Target Users

## What is MedGrocer?

MedGrocer is a tech-enabled health startup that delivers branded and generic drugs to people's doorsteps. Users can order online, and within 24 hours, their orders will be delivered to the specified address.

## What is the goal of this project?

Create an Android application that increases user engagement i.e. gets more people to buy our products.

## Who are our target users?

- slightly tech-savvy working professionals
- Brackets A - C (upper middle to upper class)
- Filipinos residing in Manila

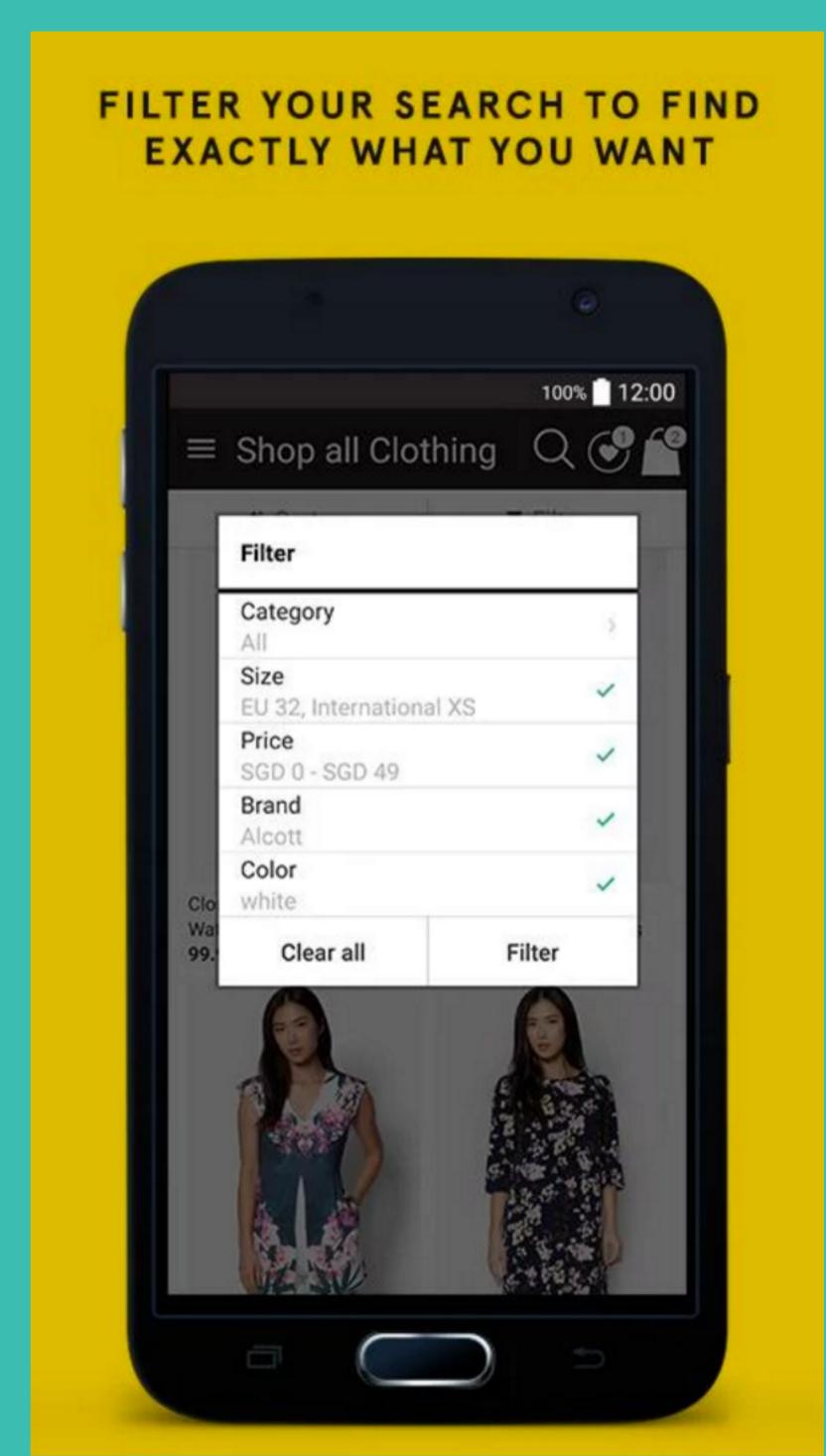
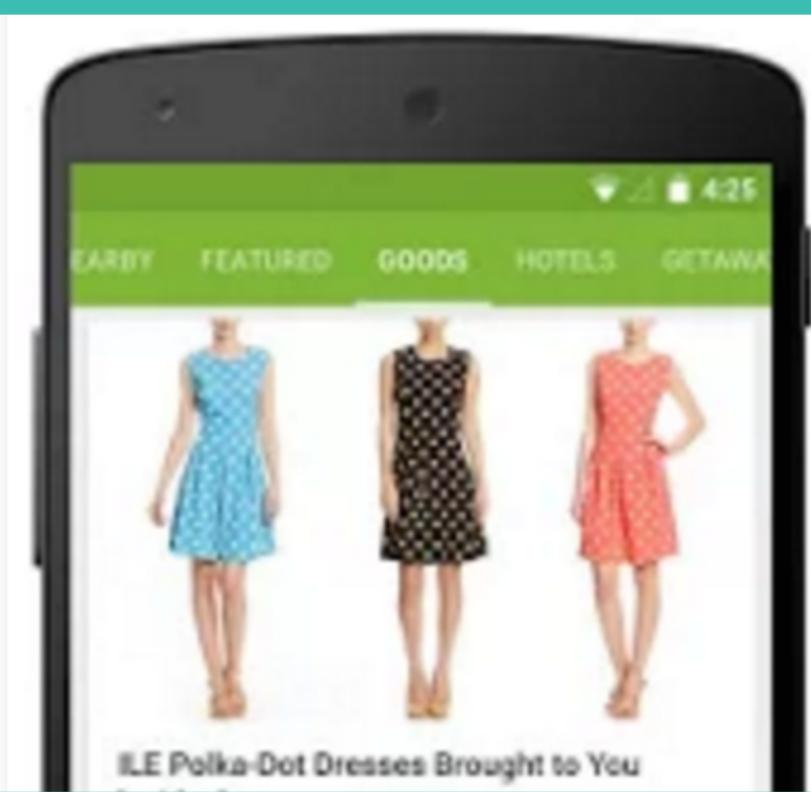
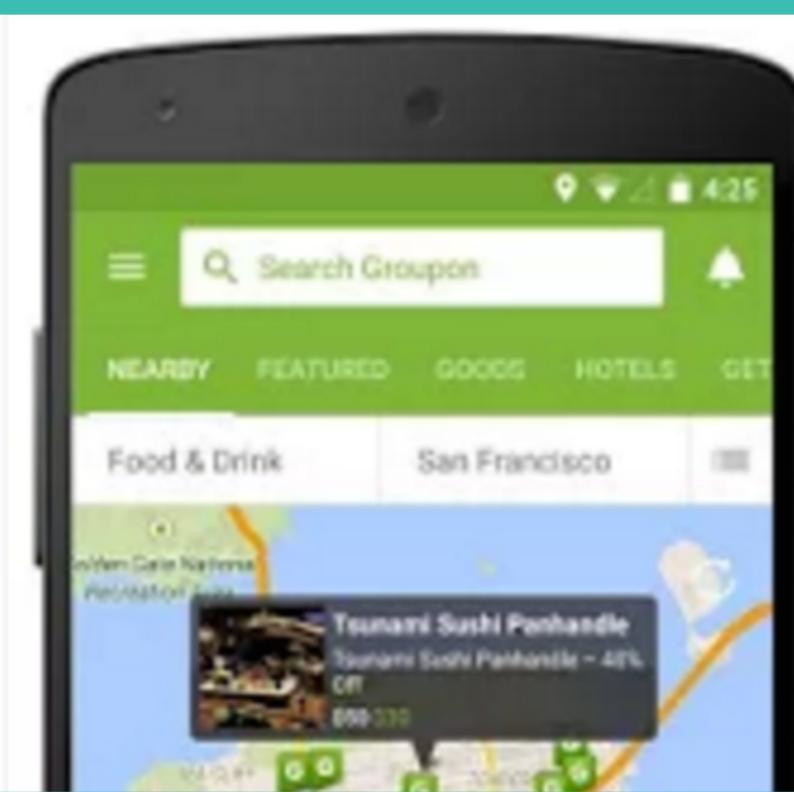
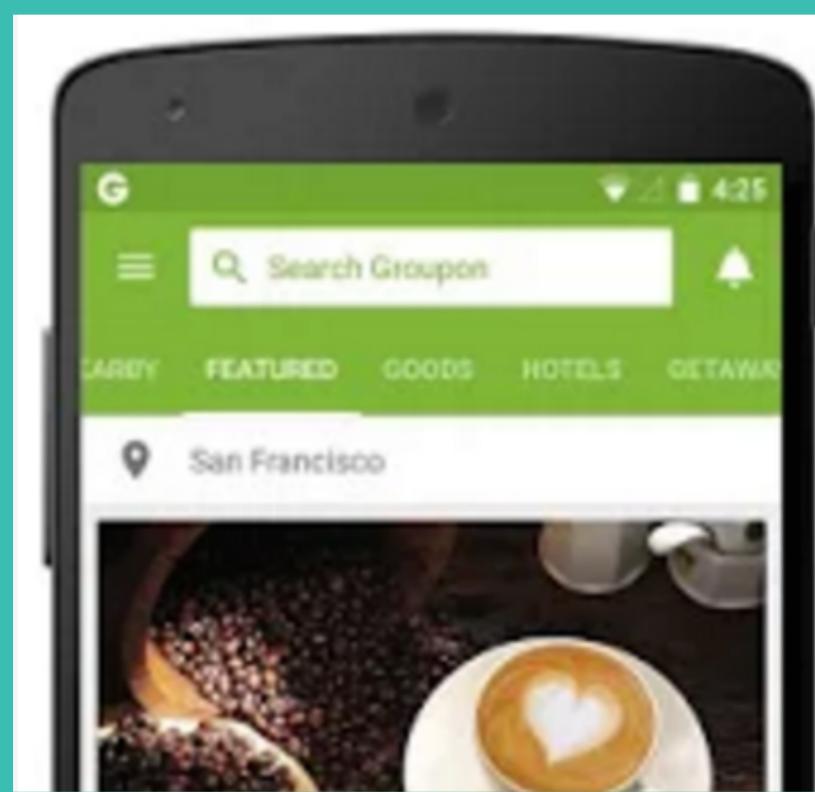
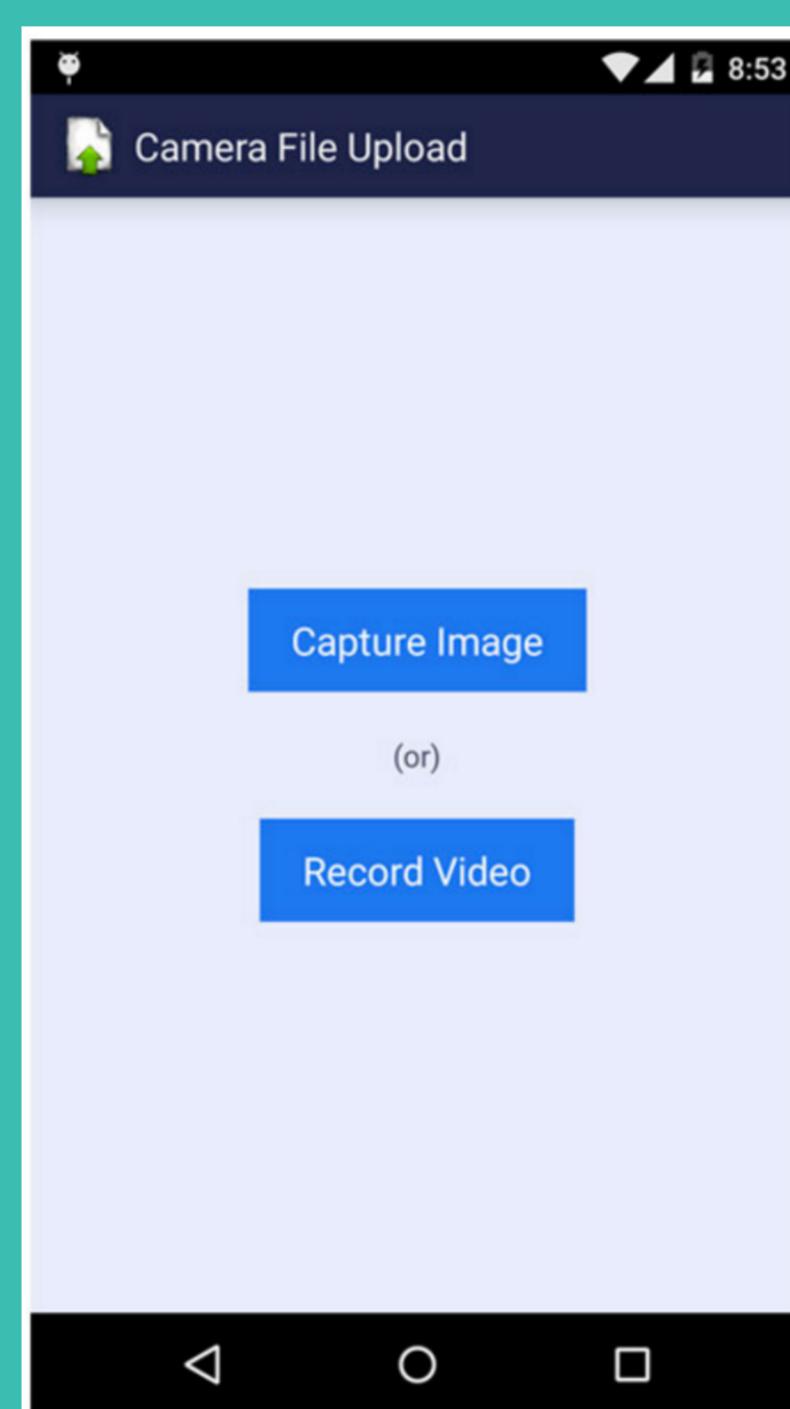
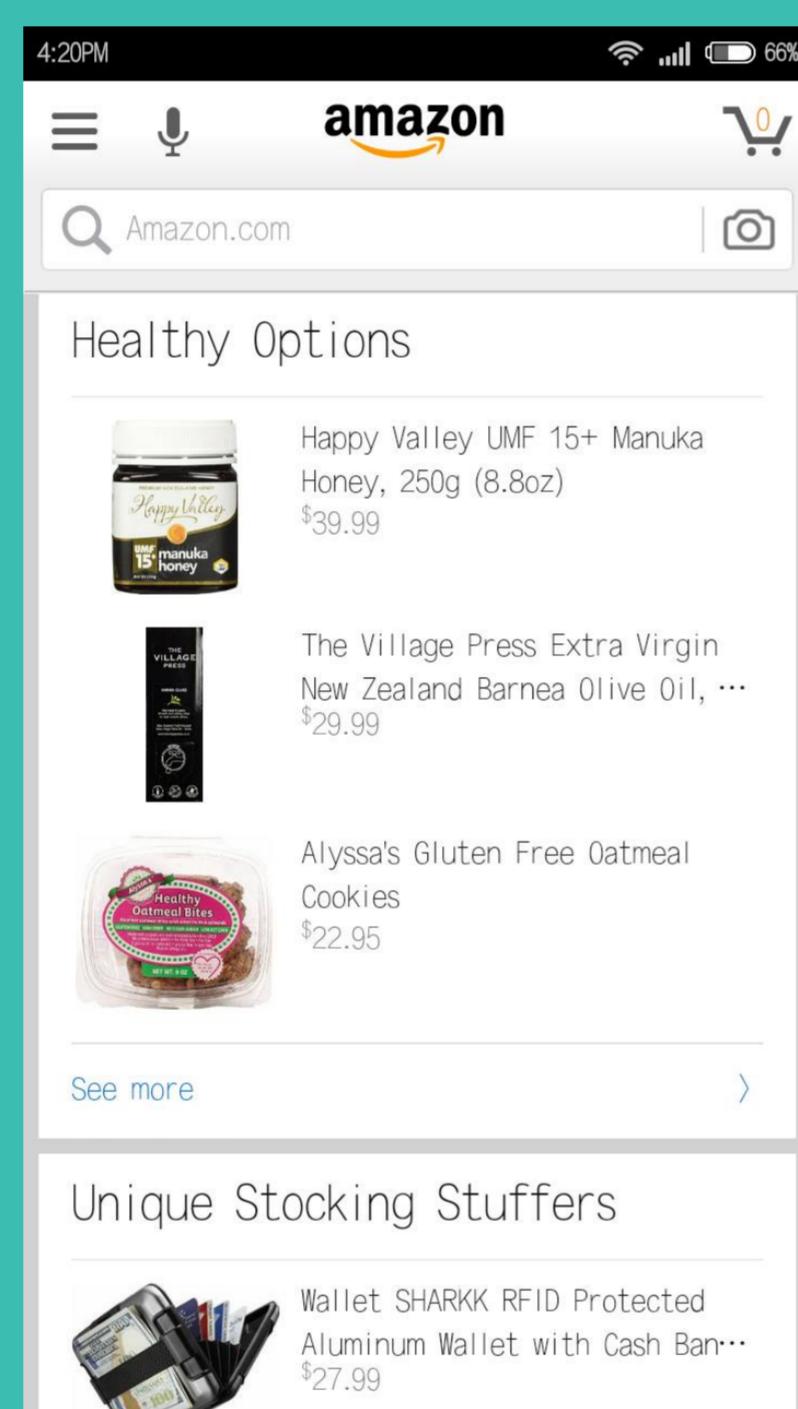
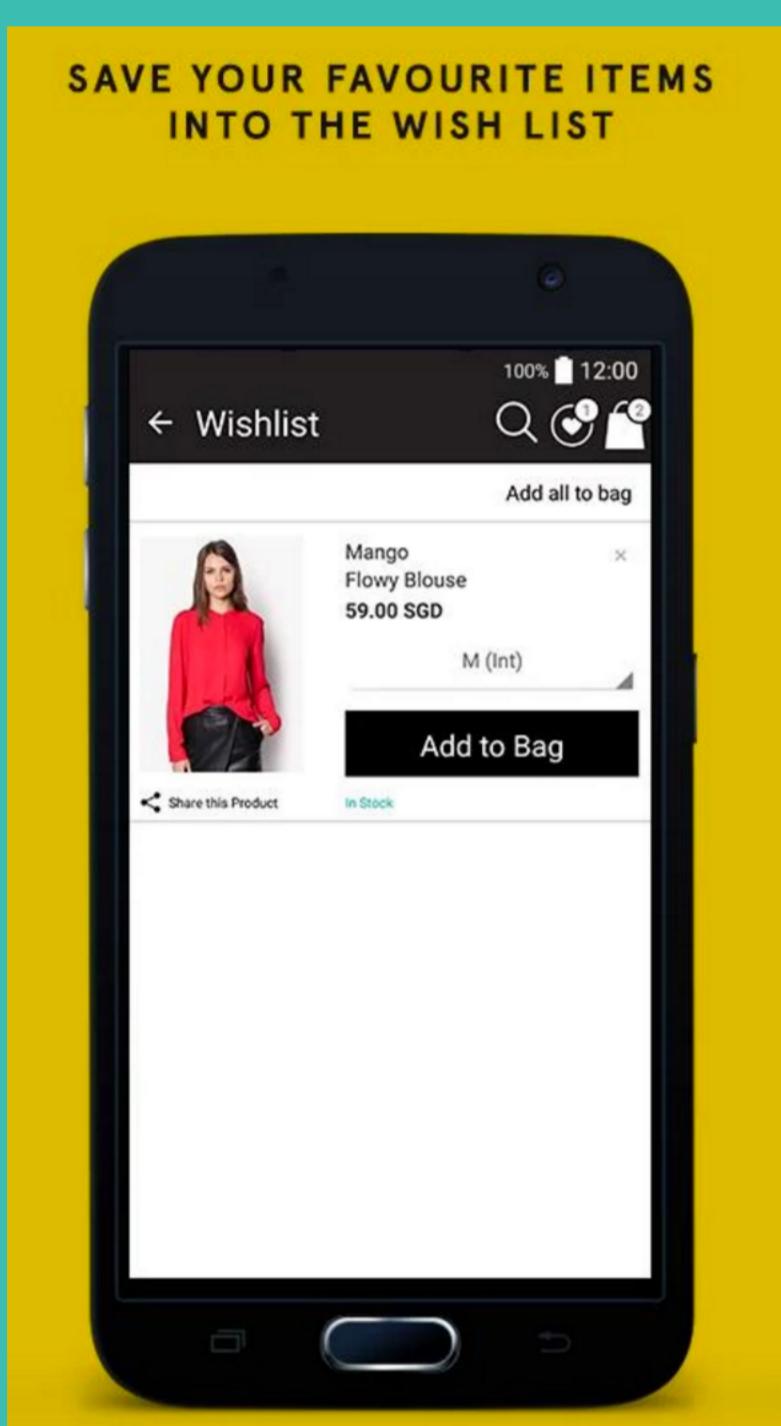
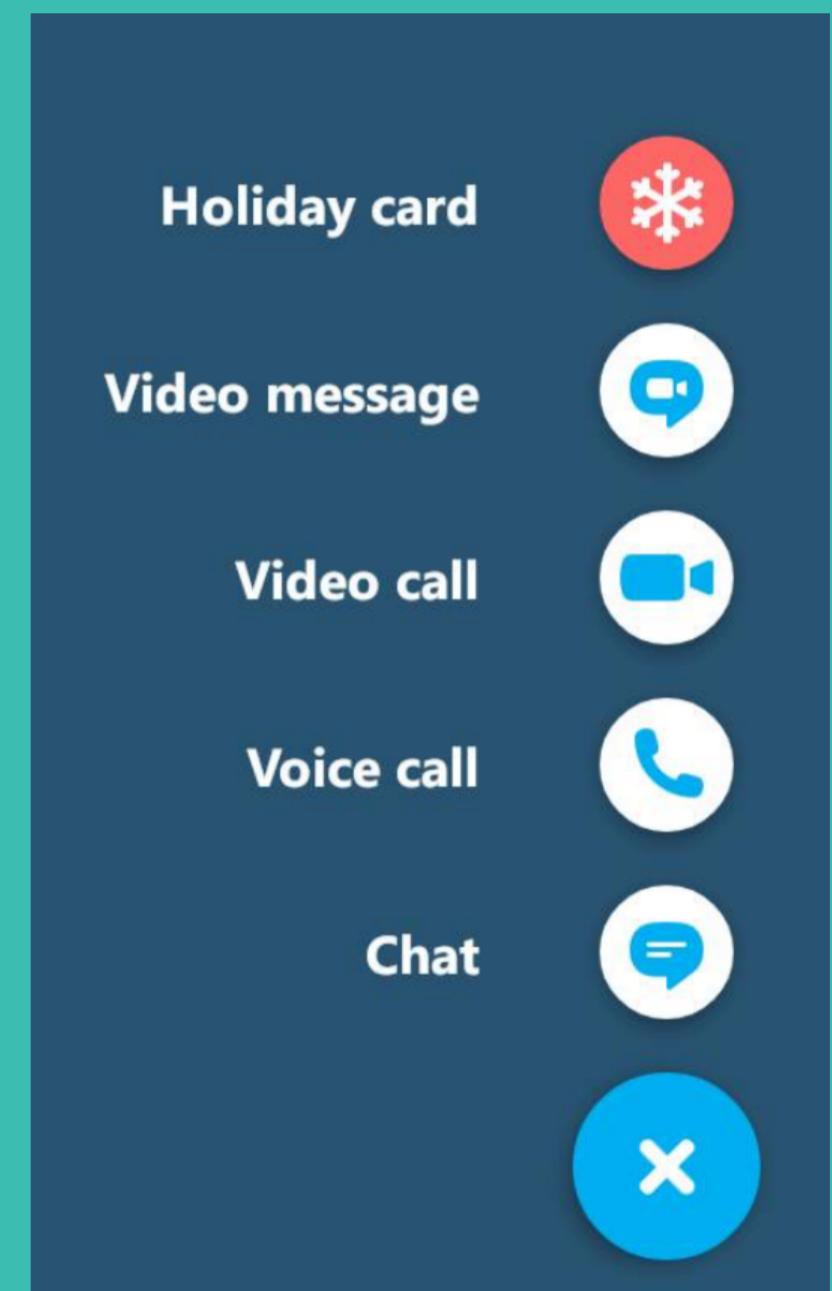
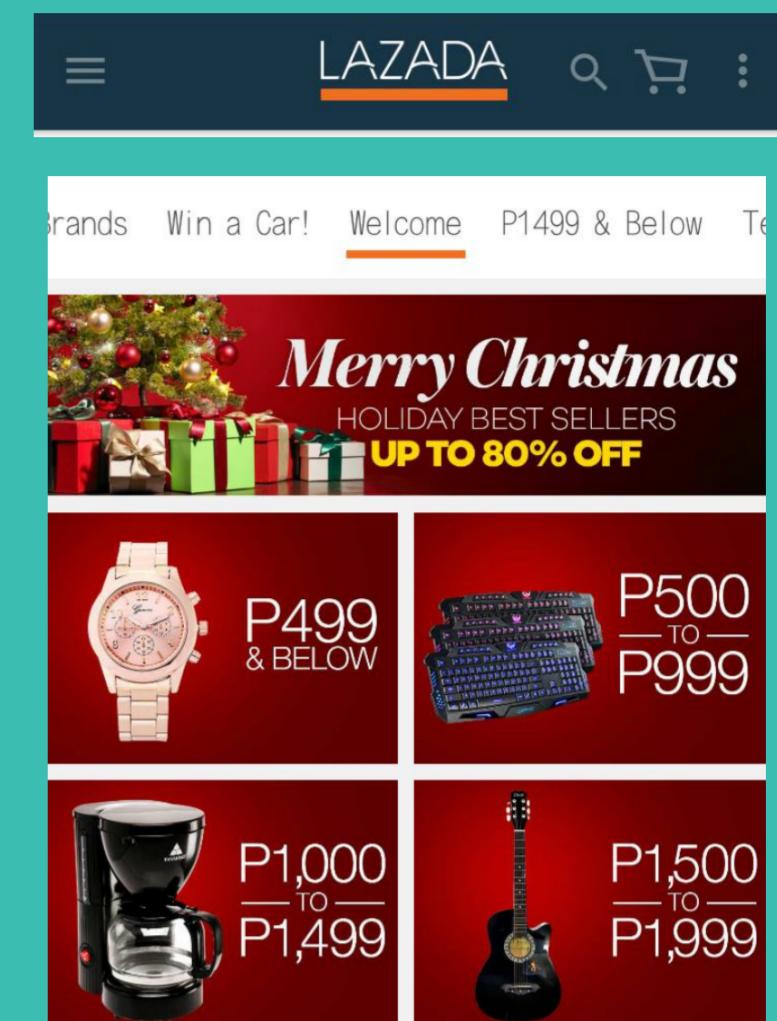
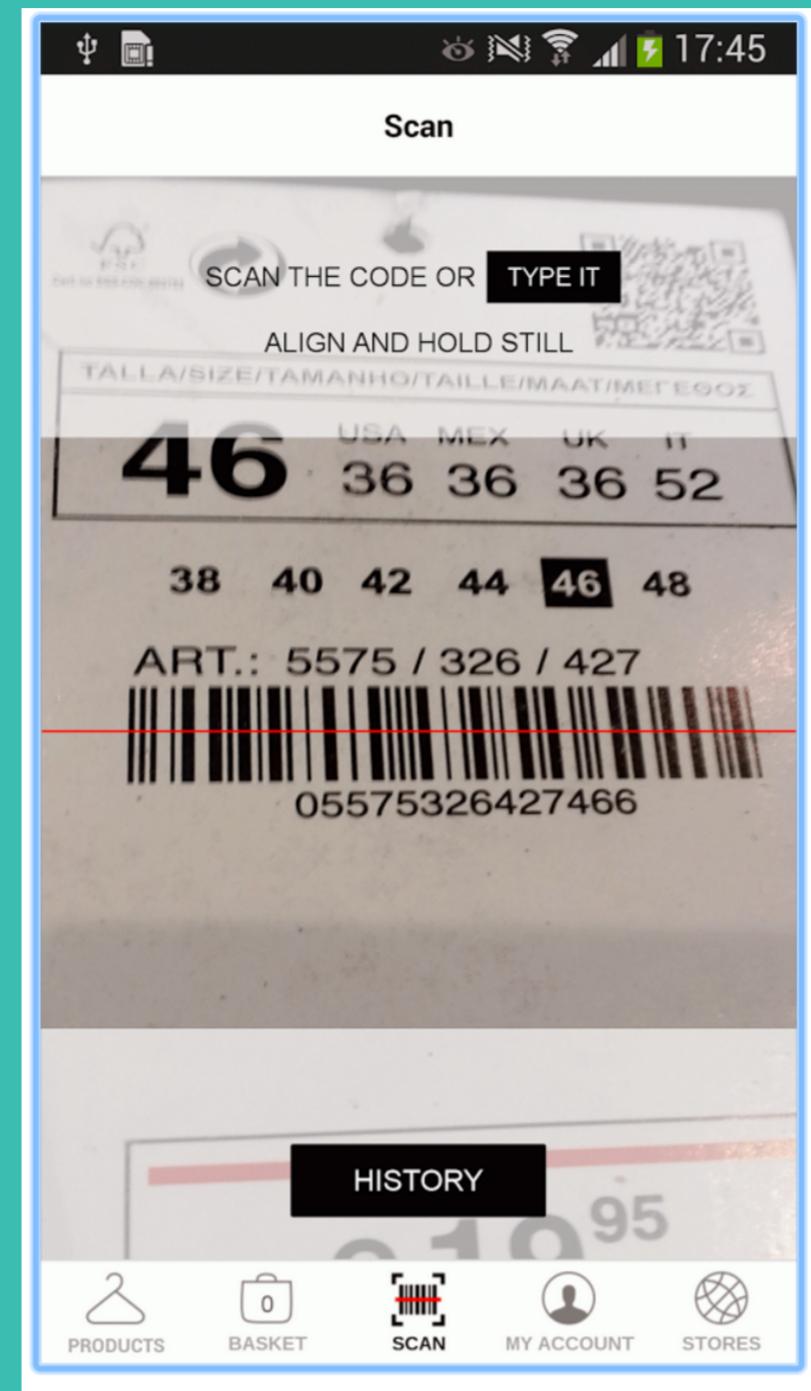
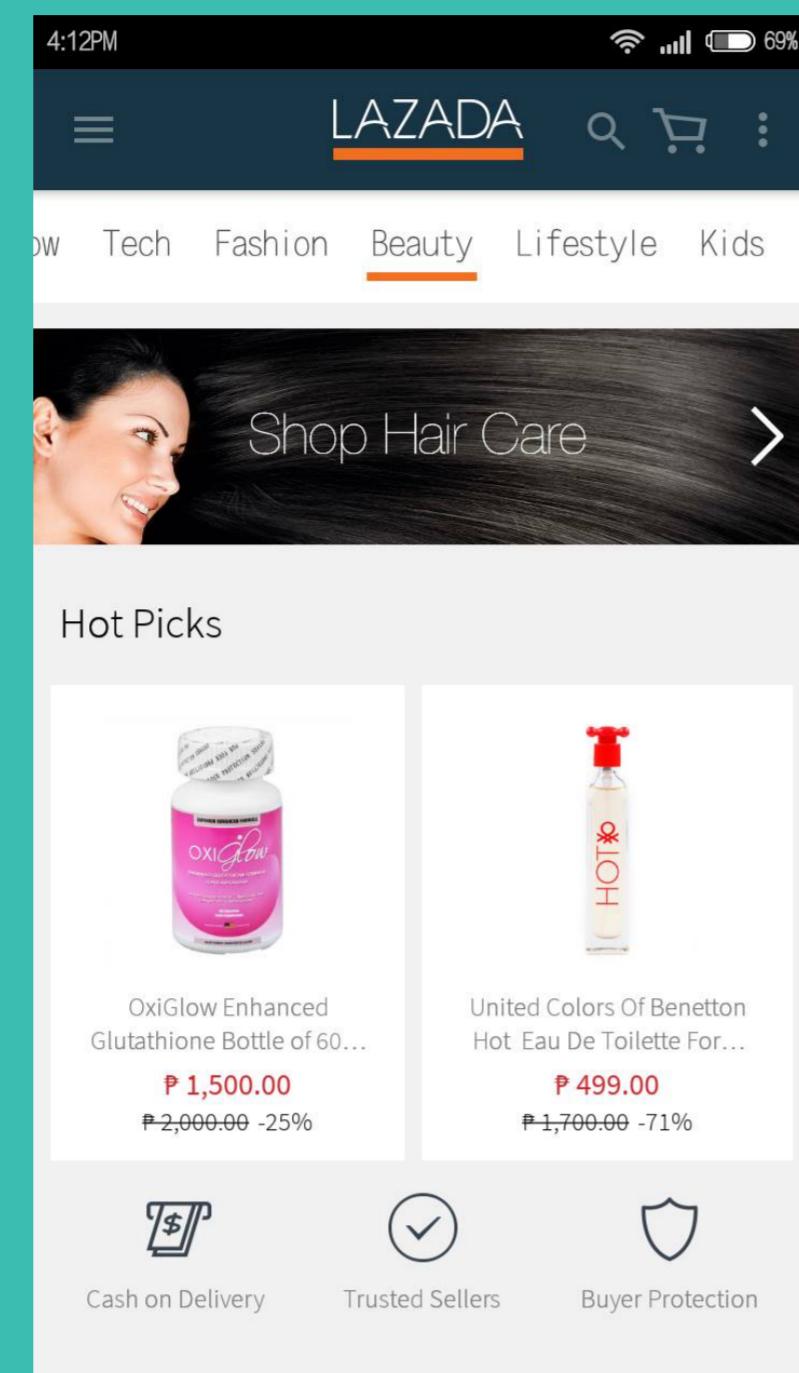
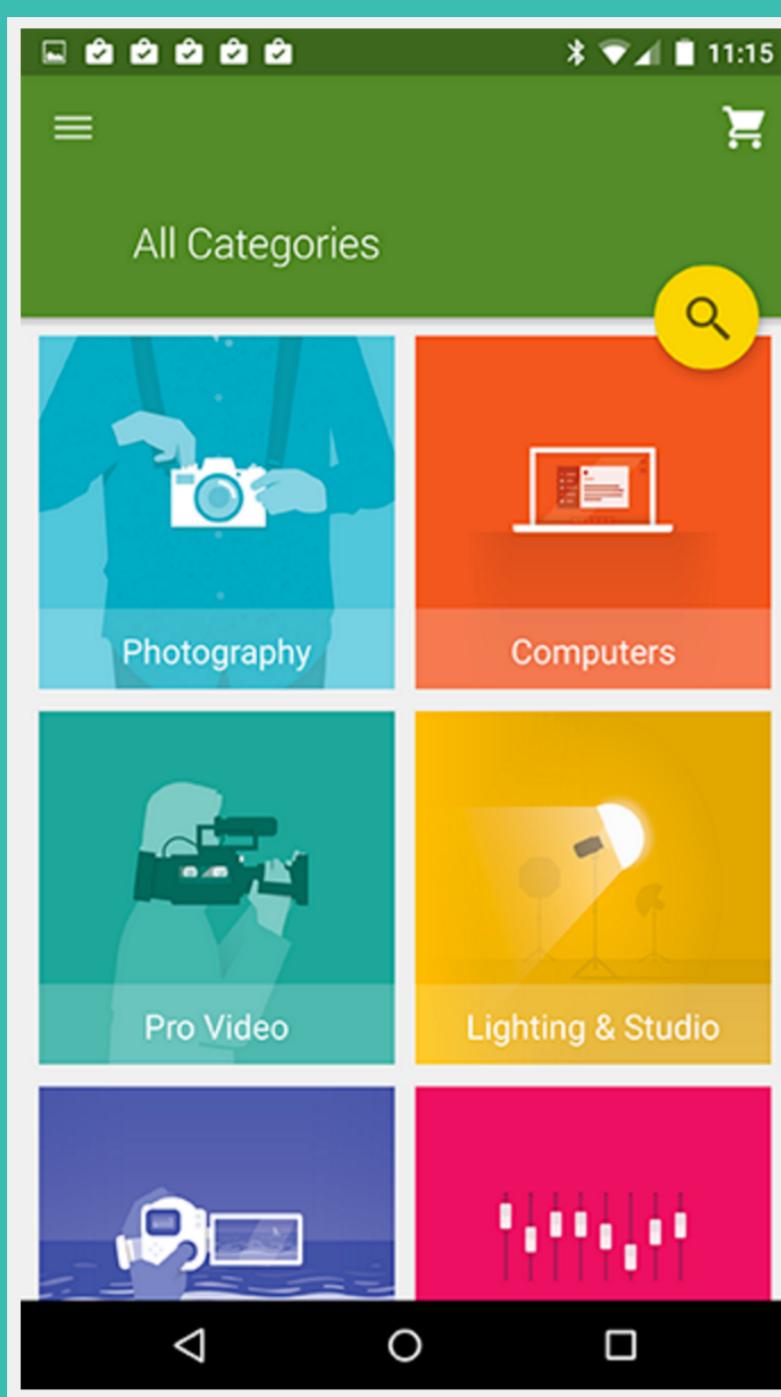
# Empathy & Research

A big part of the task was to basically migrate the web content to mobile. I studied the web content thoroughly. It was basically an e-commerce website for drugs. I researched other similar e-commerce interfaces for best practices (also a good way to get familiar with Android designs).

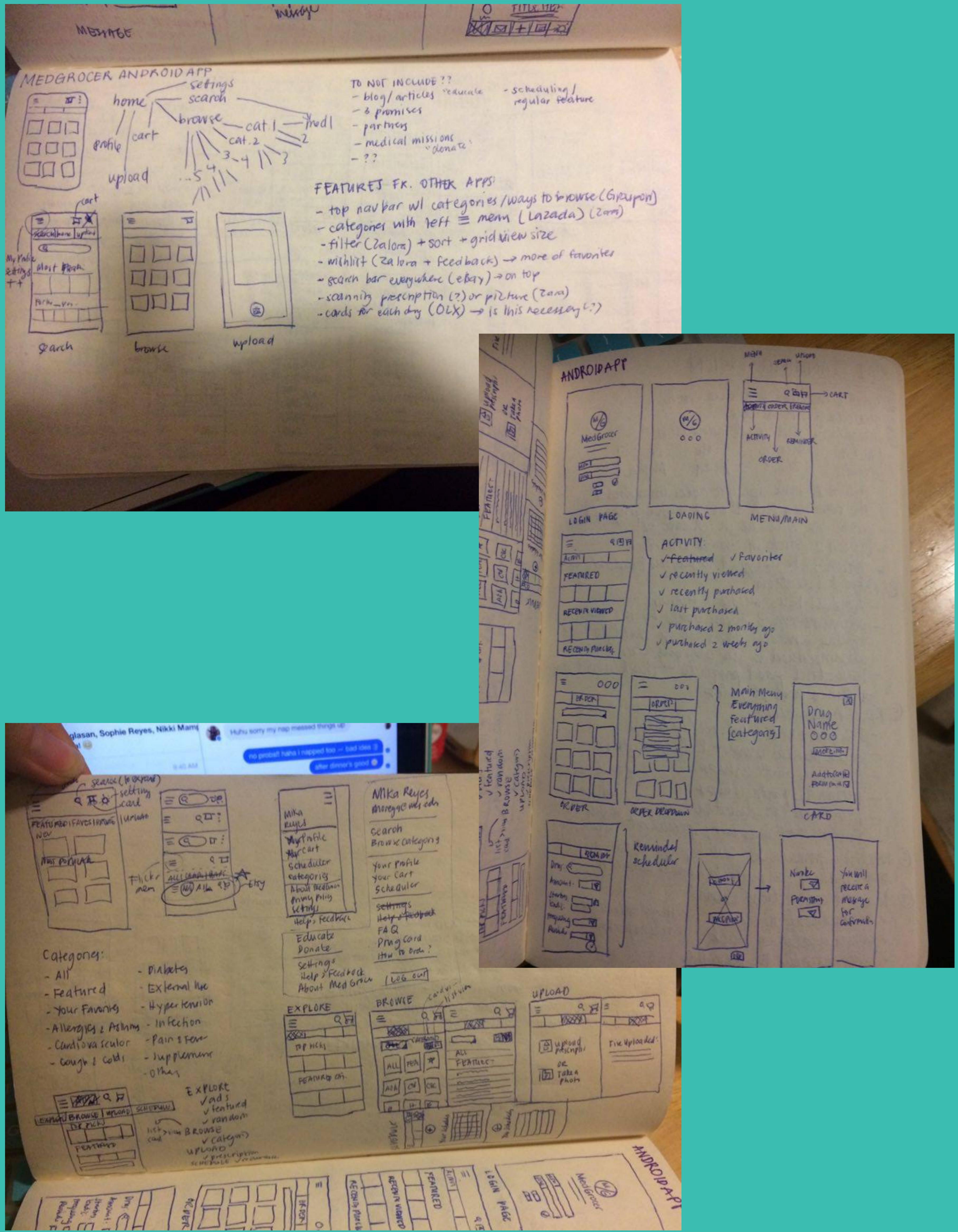
The big difference was that, contrary to regular e-commerce websites, the user will not browse through the catalogues. When talking to some users earlier in the summer, most people already knew what kinds of drugs they wanted and hardly went through the categories listed.

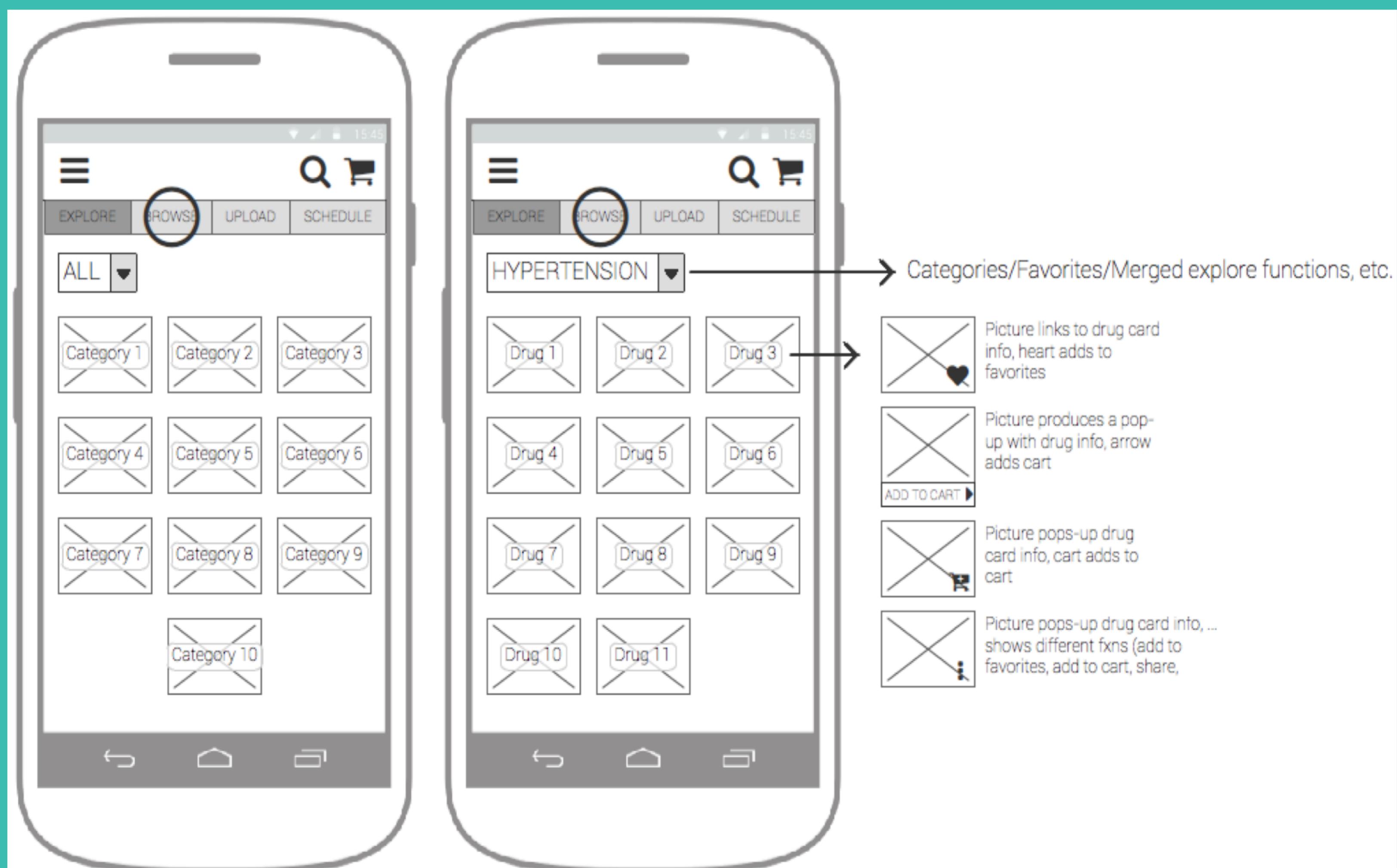
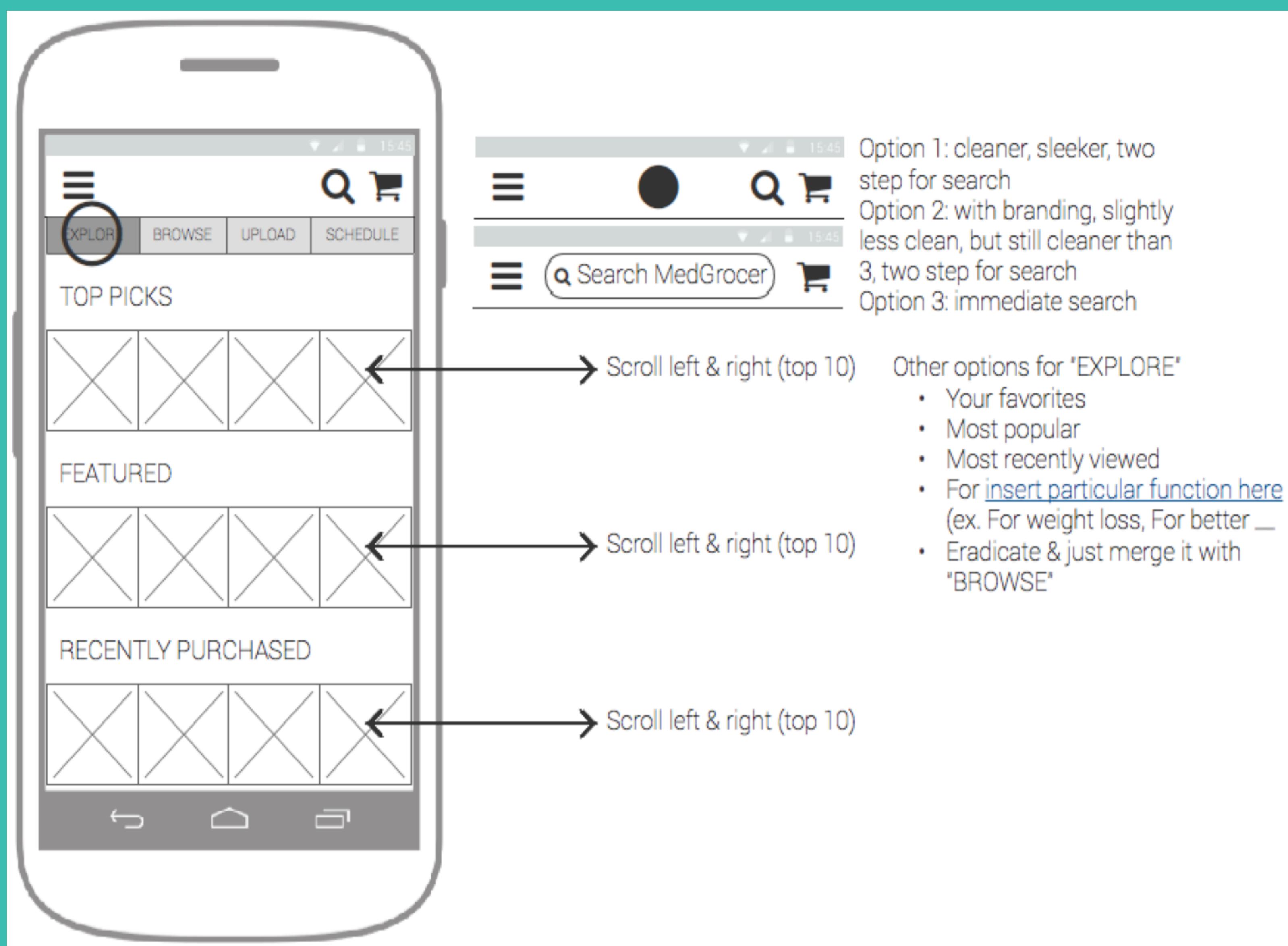
Therefore, the app didn't need to focus on an elaborate browsing or discovery system (although the catalogue system was still important) and instead needed quicker ways to access the already desired drugs beyond just search. I explored how we could better use drug prescriptions to solve this.

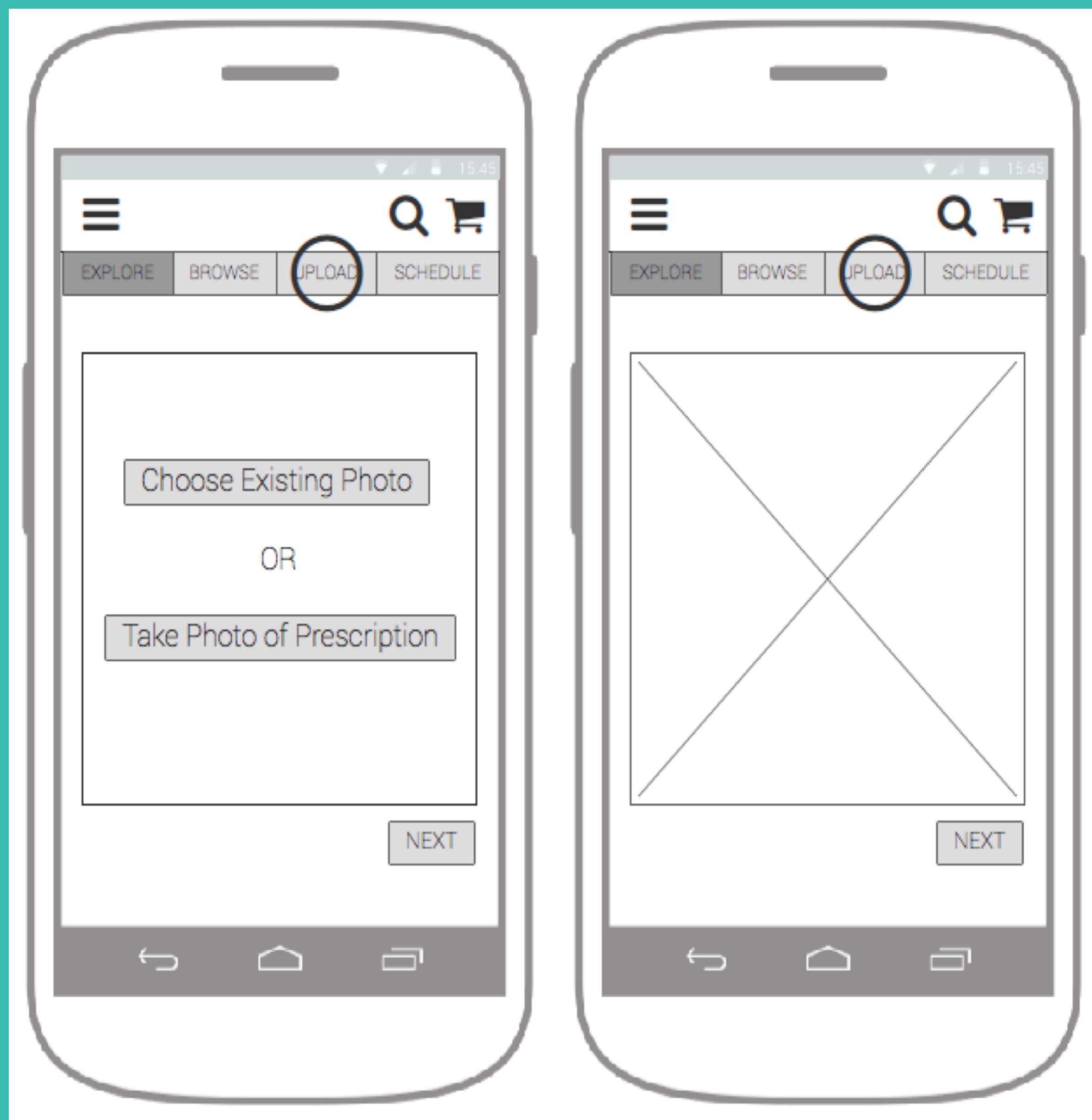
There was an exception, however, for some vitamins -- people used social information to determine which types of vitamins to purchase.



# Ideation & Mock-Ups







My first design included 4 tabs: Explore, Browse, Upload, Schedule. Explore was for product discovery and also showed Most Popular, Featured, etc. products. Browse showcased all product categories. However, as mentioned, this was not a regular e-commerce app therefore, the product discovery process is different and is not a big priority so does not require two separate tabs. The Explore and Browse tabs turned into the Activity tab, which displayed products based on how the users previously searched or bought their items. This process of discovery made it more intuitive while at the same time still allowing users to explore categories or drugs as needed.

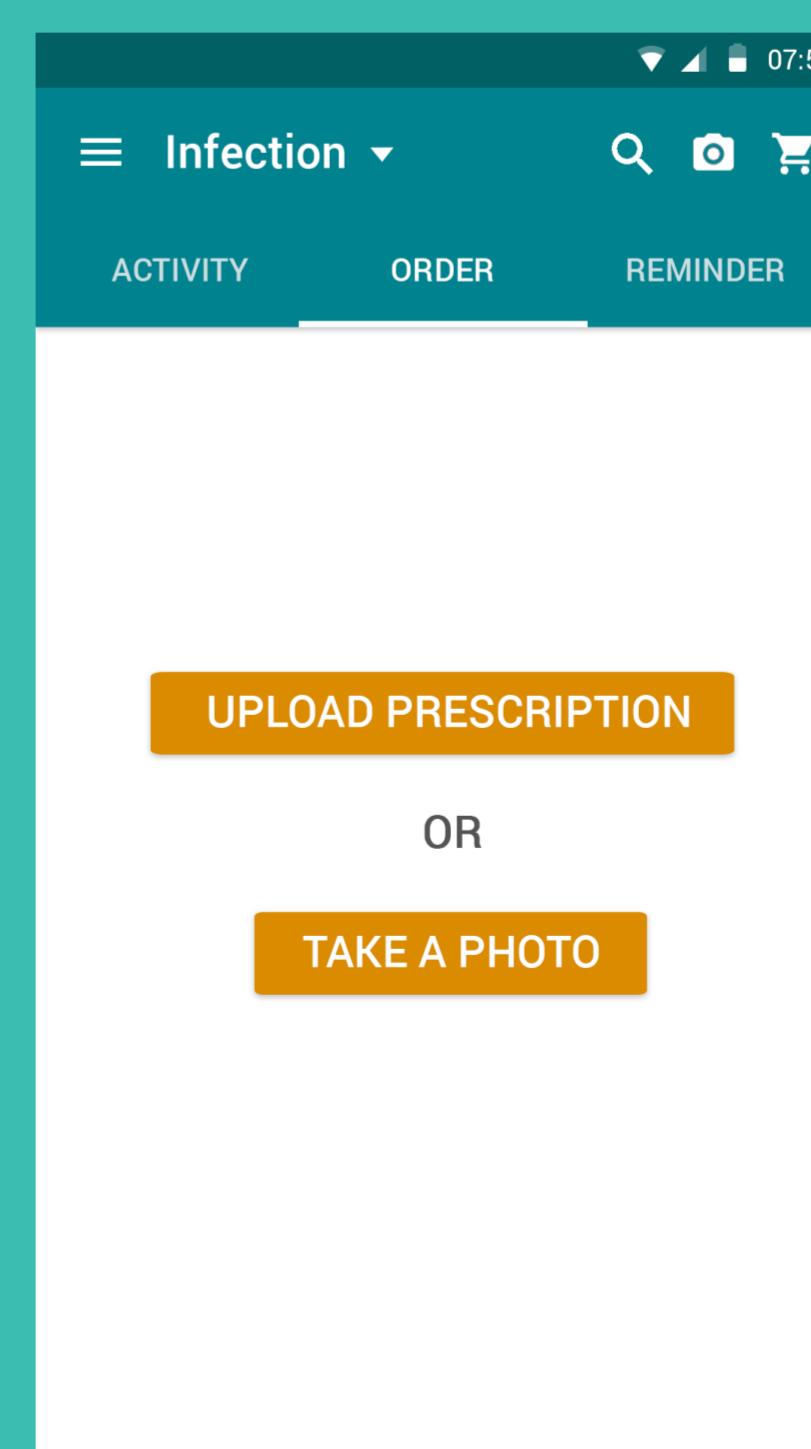
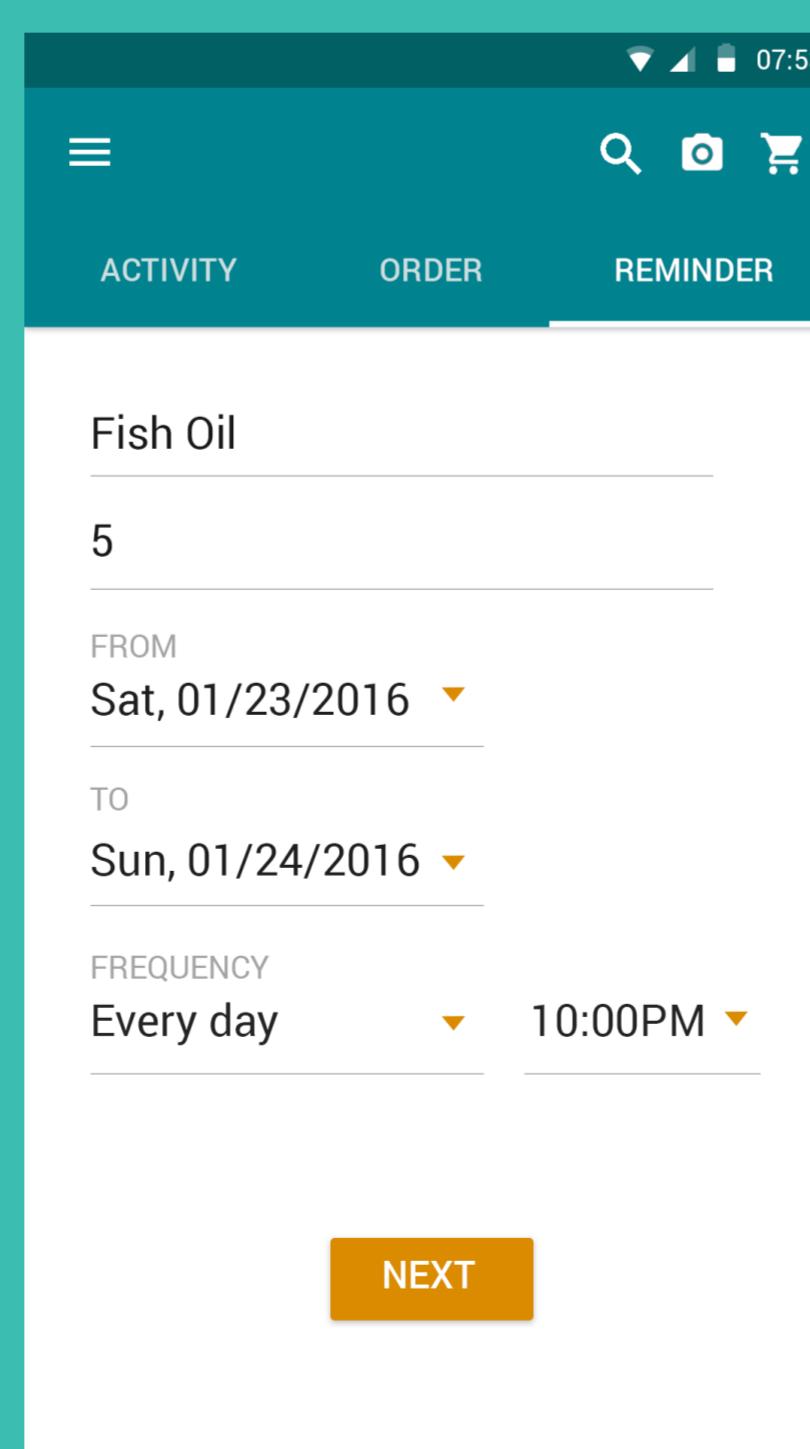
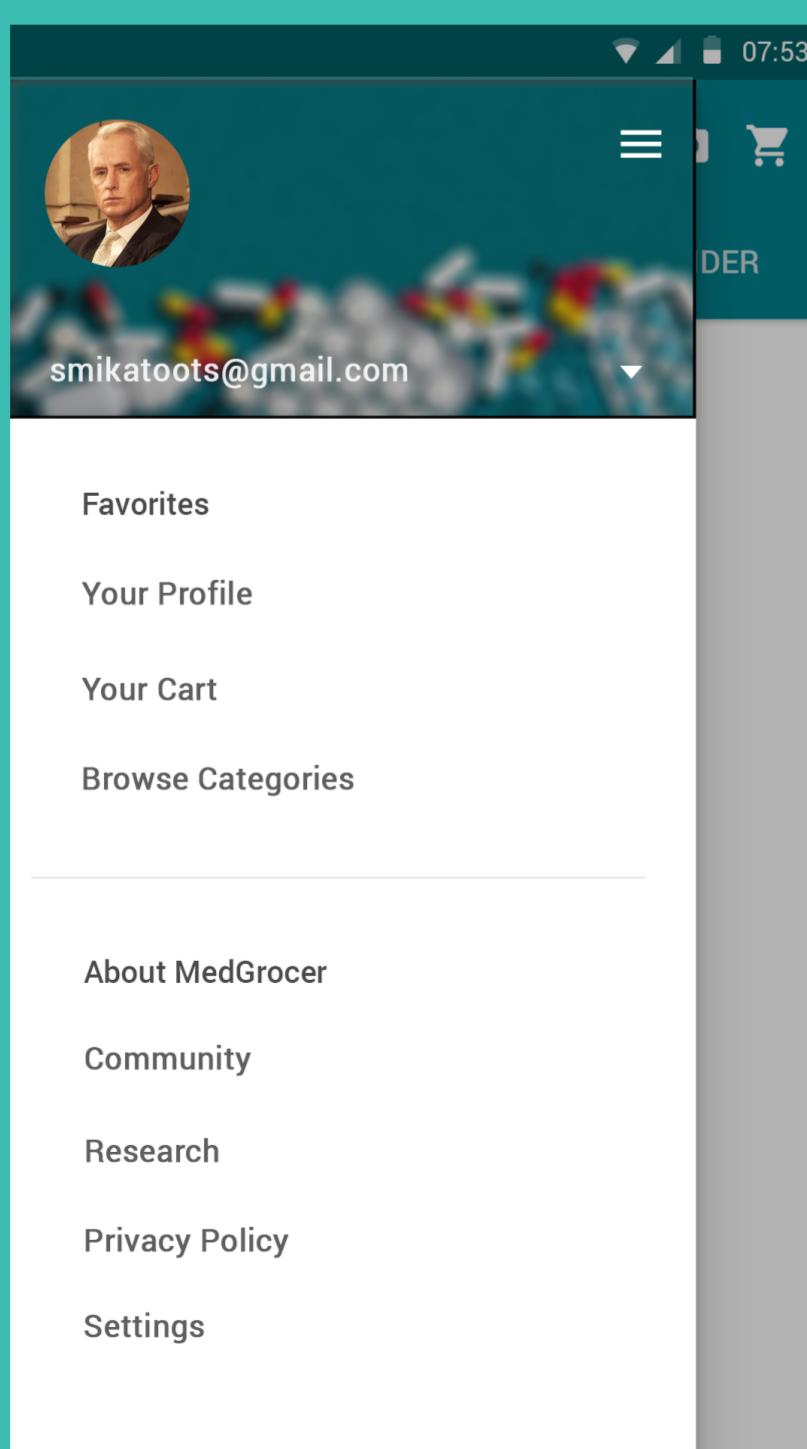
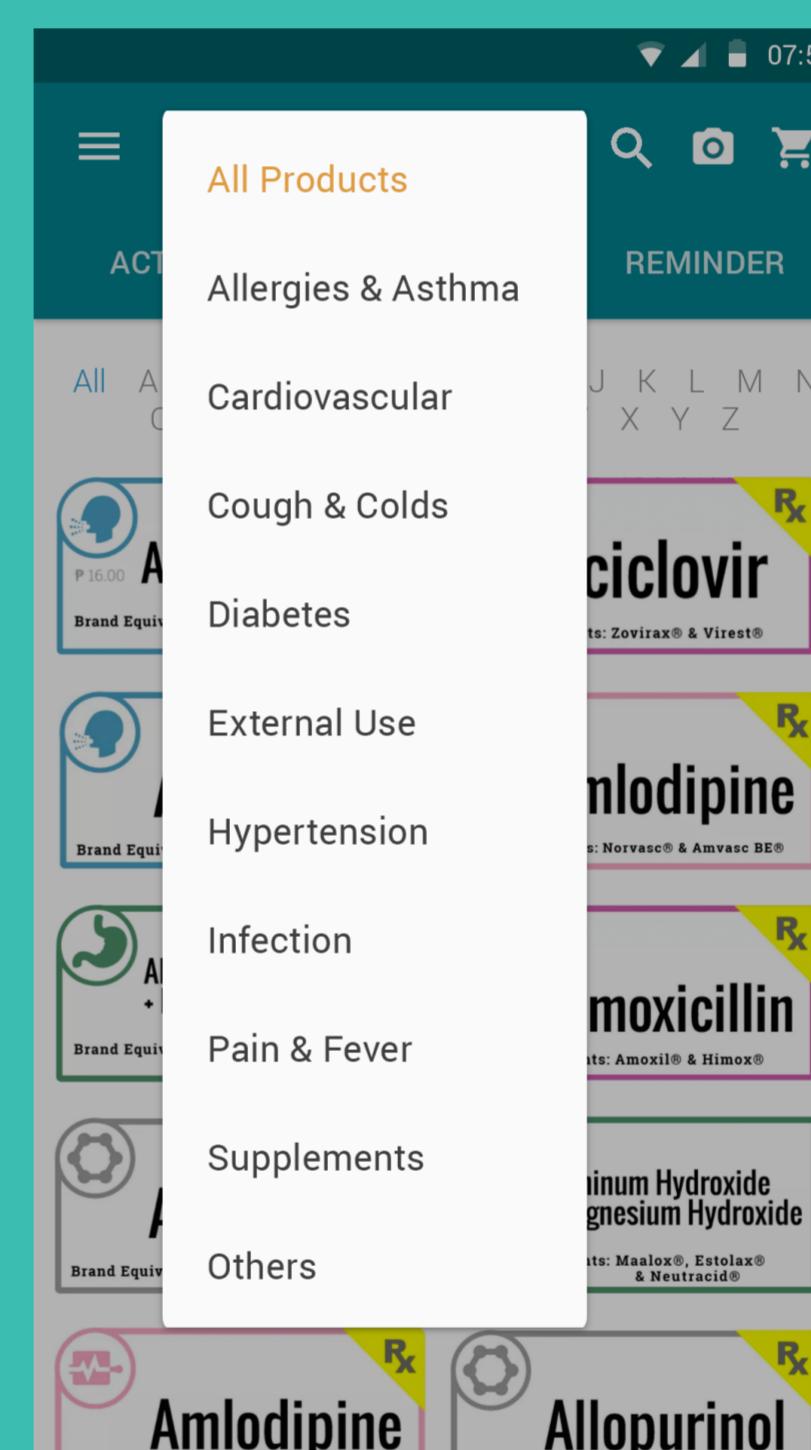
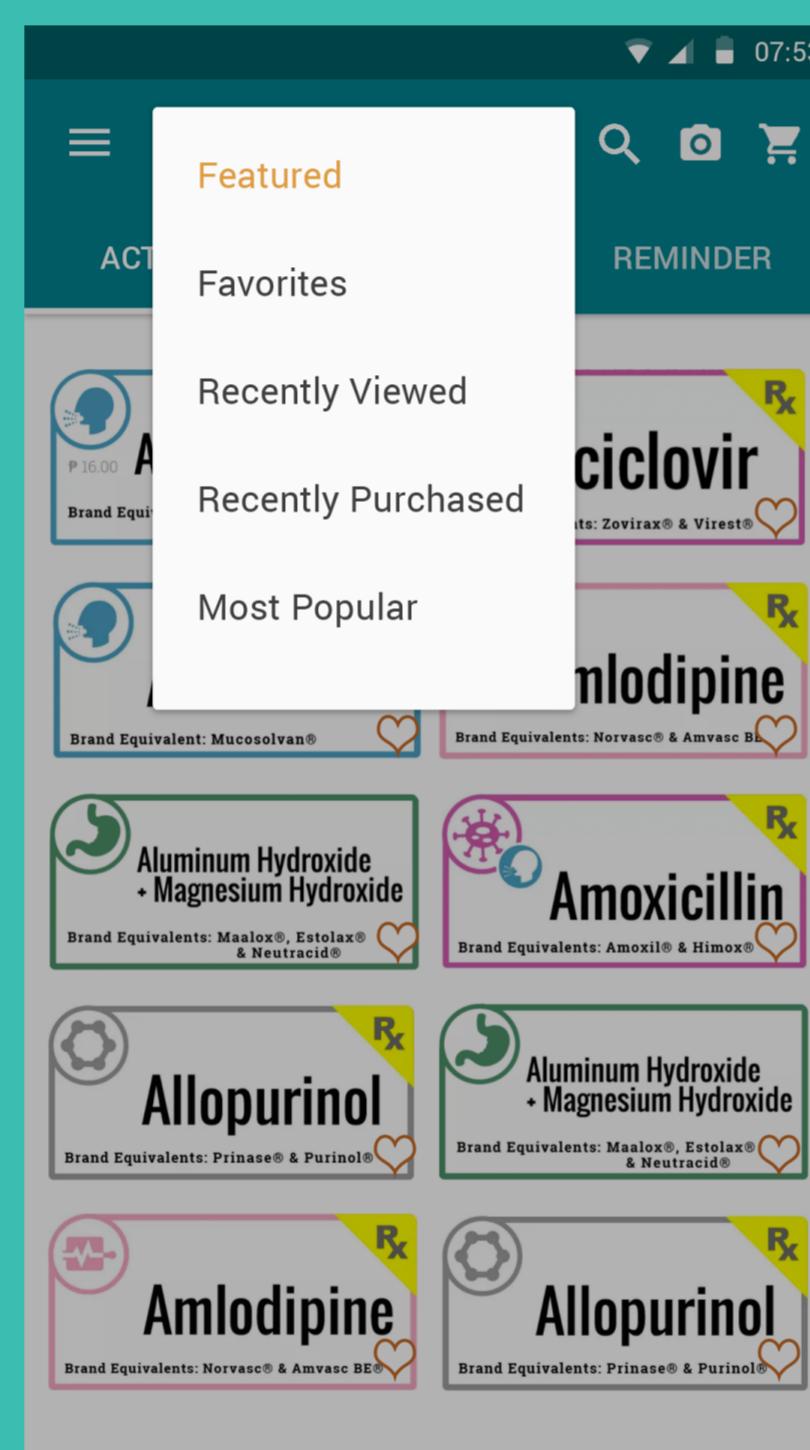
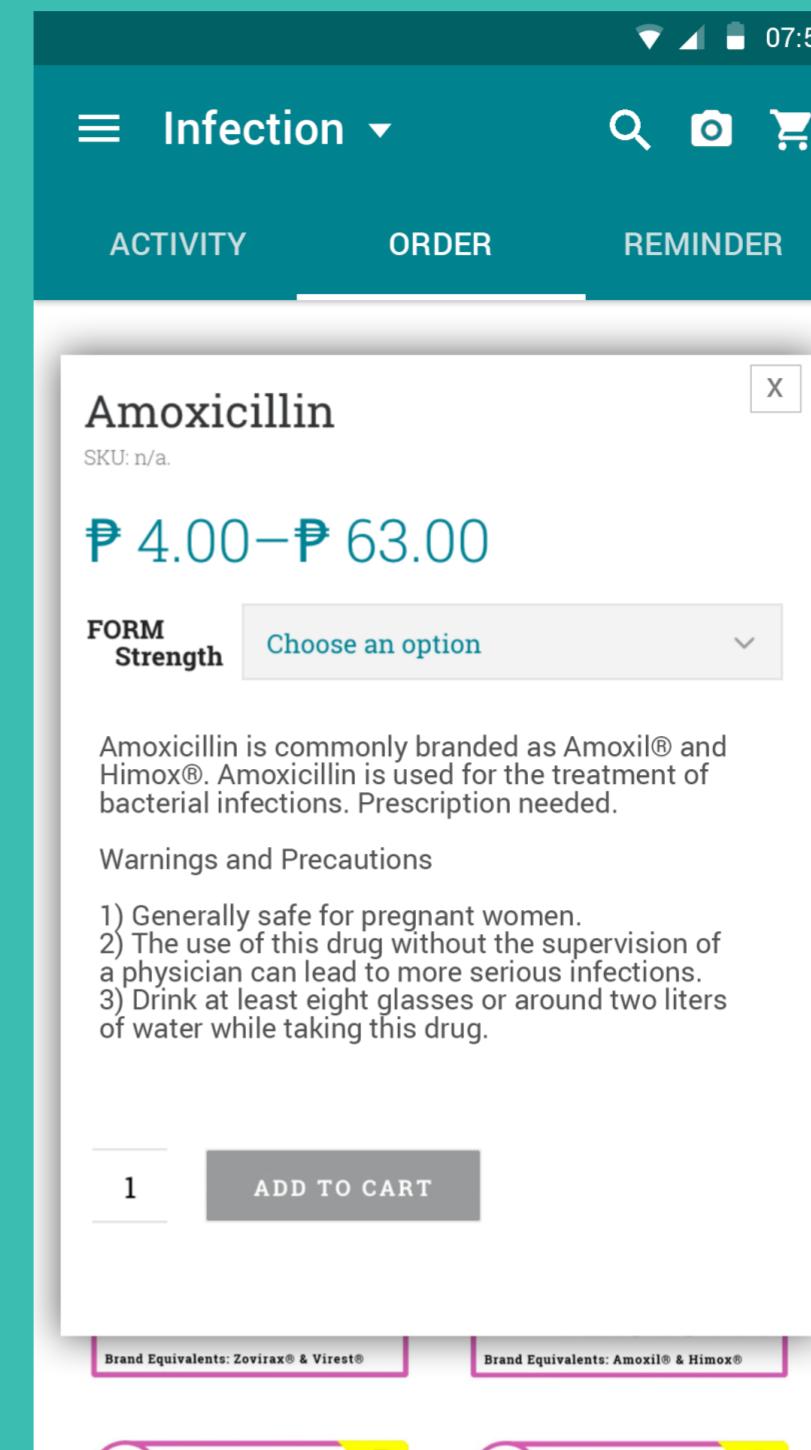
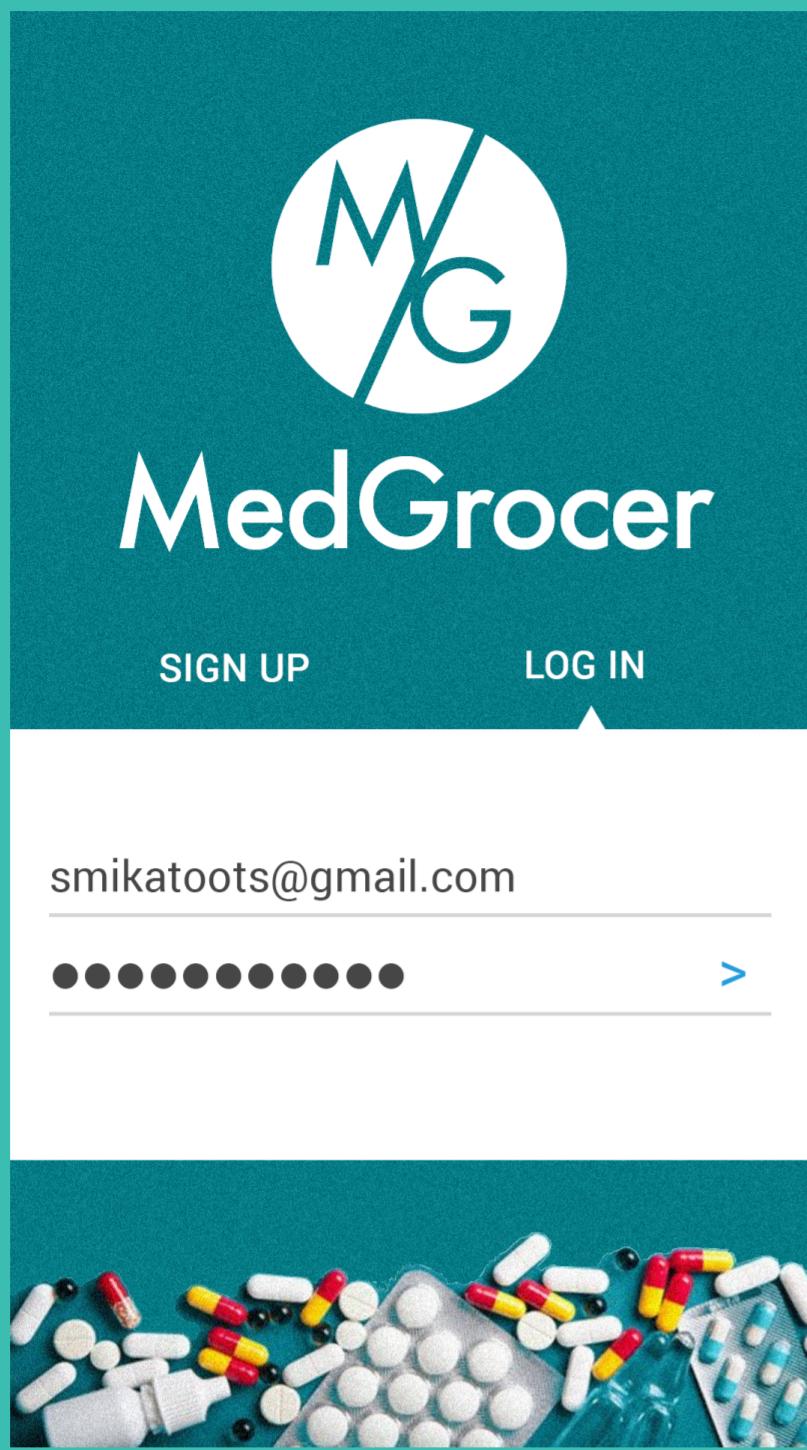
The Upload tab allowed users to take a photo of their prescription to be sent to MedGrocer so we could easily search for the drug prescribed and allow them to order quicker.

The Schedule tab was for recurring usage. Users could schedule reminders for when they needed to take a pill, good for nurses or for seniors. This encouraged constant engagement with the app beyond just a one-off purchase of drugs.

After some user testing and talking to my bosses, I changed my first design in a number of ways:

- The main goal of this app is to get people to order a drug. Therefore, instead of putting two tabs for discovery (Explore and Browse), those were lumped together into Activity.
- Order became the middle tab for priority.
- On the top right corner, I also added 2 quick ways one could easily order: Search and Upload.
- Added option for Favorites and added Recently Viewed & Recently Purchased categories.
- They can now more easily access their orders via the Cart button.
- Product categories didn't need its own page to be accessed. This just wasted space estate. Instead, it was transformed into an accessible dropdown whenever the user went to the Order page.
- I noticed some people new the general idea of the medicine (like the first few letters) but could not pinpoint exactly what until they saw the word itself. I added an alphabetical listing that users could click to find the drug needed.

# Prototypes & Iteration



<https://invis.io/UE5PWG2DB>

# Moving Forward

Some metrics to gauge success: # items bought, # times app is opened, # items clicked, # times each functionality is used (to test if it is useful or not).

Although I was able to do some user testing, I would have liked to have done a little more user research on this. However I am proud that I was able to understand Android and Material Design a bit better. It was also my first time to use Balsamiq, Invision and Illustrator, in a relatively short span of time.

In the future, I'd like to explore how to automatically parse prescriptions to find the right drug recommendations and find ways to lump Activity and Order into a similar tab, to make room for other functionalities.

Overall, this was a great exercise and I'm looking forward to doing more!