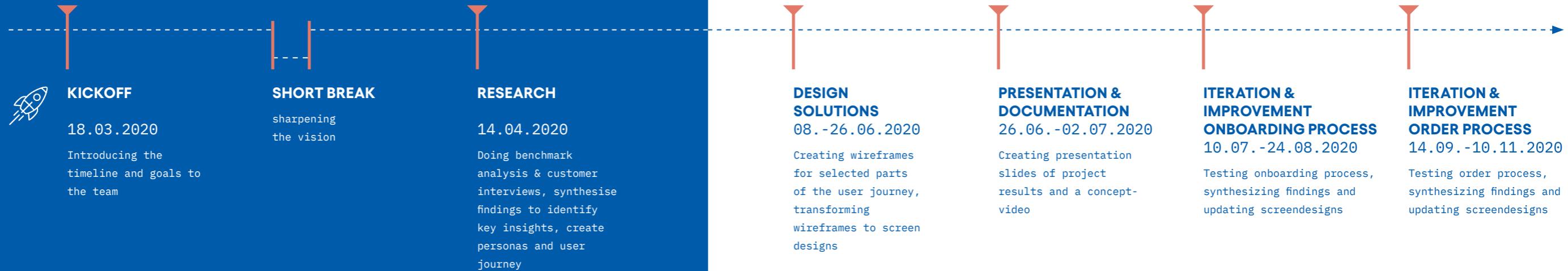




PROJECT GOAL 1ST MILESTONE ON THE WAY TO VISION 2021 ►

THE EASIEST WAY TO
SUBMIT A PRESCRIPTION
FOR CHRONICALLY ILL WITH
PERMANENT MEDICATION.

Our Timeline



Team



THOMAS KRAMMER
Business Design Architect

Leads through the process.

- › sets up project roadmap
- › coordinates the project and team
- › leads workshops
- › communicates with the customer
- › ensures technical feasibility of the concept
- › supports the team in research & analysis



THERES SCHEUCHER
User Experience Architect

Ensures that the designs match the needs and capabilities of the people for whom they are intended.

- › gets to know the actual users and specify the domain and context of use
- › isolates the problems a user is facing and specifies requirements
- › develops and visualises design solutions for applications and products to meet user needs and requirements
- › tests design solutions in order to check if these meet user needs and requirements
- › evaluates design solutions against user requirements



KLAUS RINGELHANN
Service Designer

Orchestrates touchpoints, places, processes and people, which together support the full user experience.

- › understands and specifies the domain and business needs
- › identifies internal processes, and culture of the customer's organisation
- › identifies physical or digital artifacts used throughout the service
- › orchestrates dozens of touchpoints to provide the full end-to-end customer's experience
- › defines people who are affected by the service
- › describes workflows needed to perform the service successfully



MARTIN SIRLINGER
Strategist

Develops business strategy.

- › supports in the ideation process
- › supports in strategy development



Research in Two Parts

Online Research

We did a benchmark analysis to understand the industry, clients, users, competitors, products and stakeholders.

Stakeholder Interviews

We interviewed patients and domain experts to identify the context of use, wishes, likes, dislikes and usage problems.

We derived user needs and requirements from this information and were able to deduce key insights, a holistic user journey and personas in the next step.

RESEARCH

Online Research



The online research included a benchmark analysis, a market research in order to compare the existing performance to best practice in industry and getting information about competitors, stakeholders, clients and products in the healthcare sector.

RESEARCH

Interviews



In the second part of our research we interviewed stakeholders.

We interviewed 4 multi-morbid chronical patients, 2 caretakers and 4 experts in the healthcare industry. We let them talk freely about their daily lives to get as honest opinions as possible.

Gather Insights From Research



Personas & User Journey

We furthermore derived personas and a holistic user journey based on the information we gathered from our research.

Key Insights

We analysed the notes and transcripts of the interviews to identify the context of use.

INSIGHTS

Personas

Users, in the form of user group profiles and personas define one part of the context of use description.

**Stani****The stable chronic sufferer**

Clear majority of all chronic sufferers. Firm, uncomplicated routines in everyday life and clear, less delicate medication.

**Dillon****With difficult medication**

No intake problems but complex, medication in everyday life. He is active and travels a lot professionally and privately.

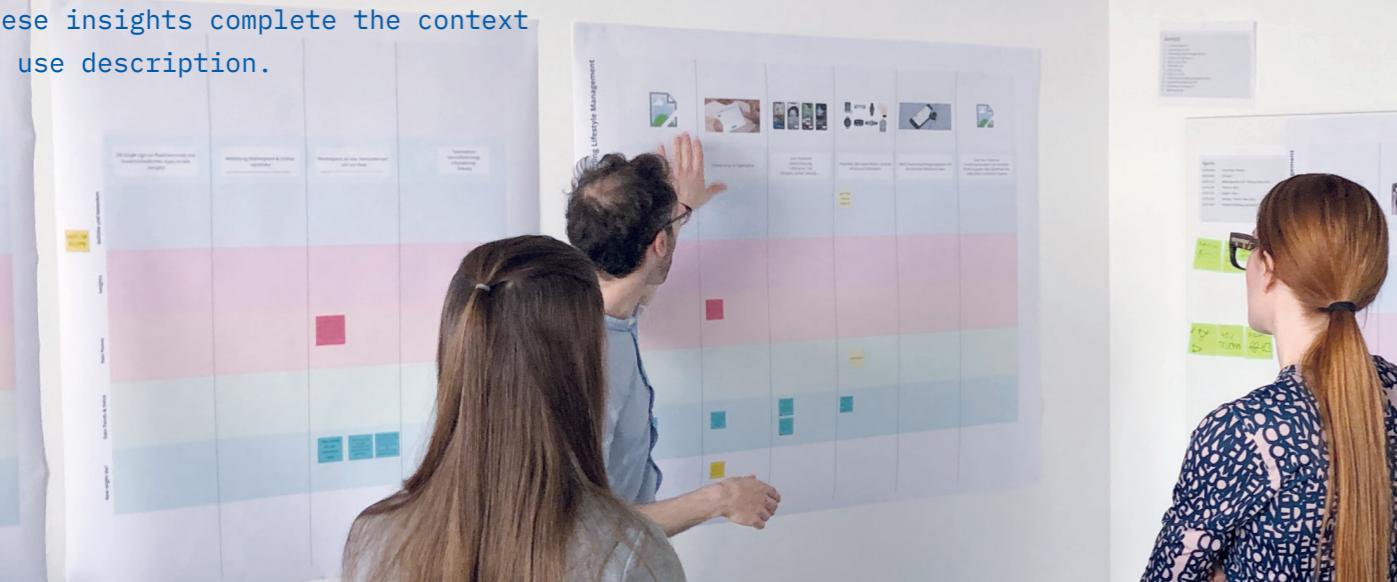
**Carrie****The caretaker**

Supporting and monitoring grandparents who control the correct intake and management of medication.

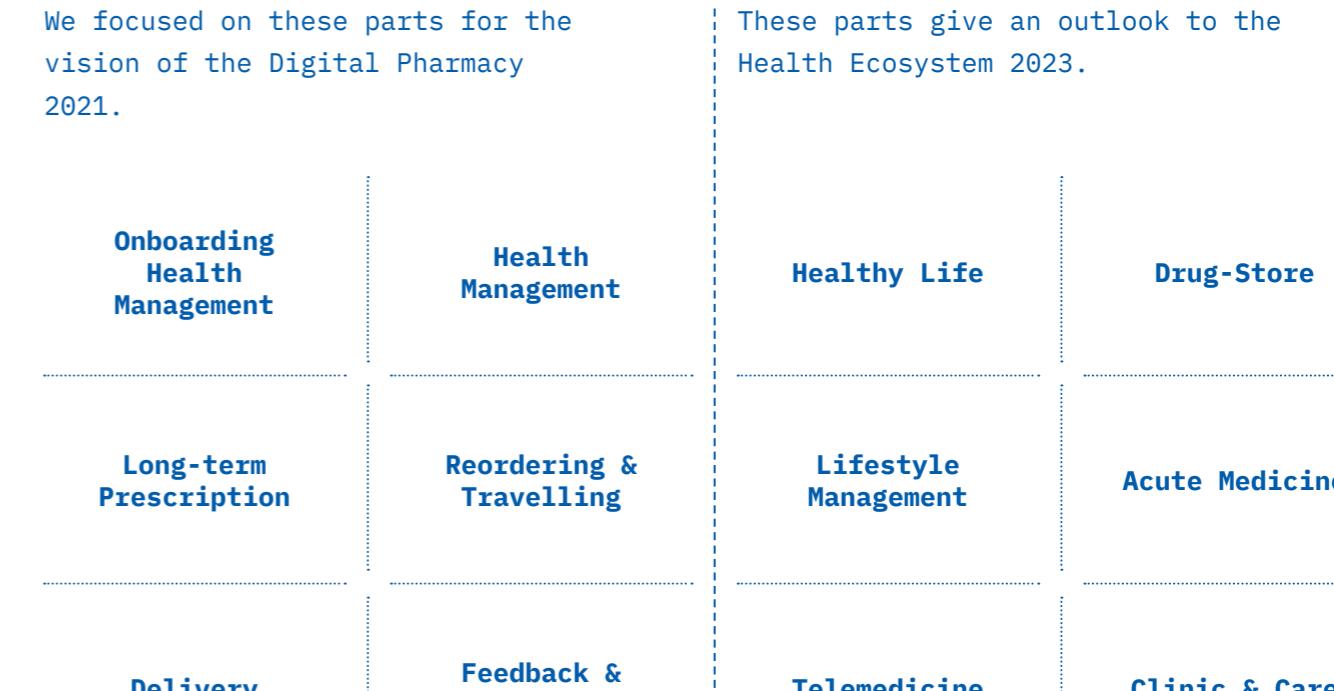
INSIGHTS

User Journey

We created a user journey to provide information about goals, tasks, resources and environments. These insights complete the context of use description.



We focused on these parts for the vision of the Digital Pharmacy 2021.

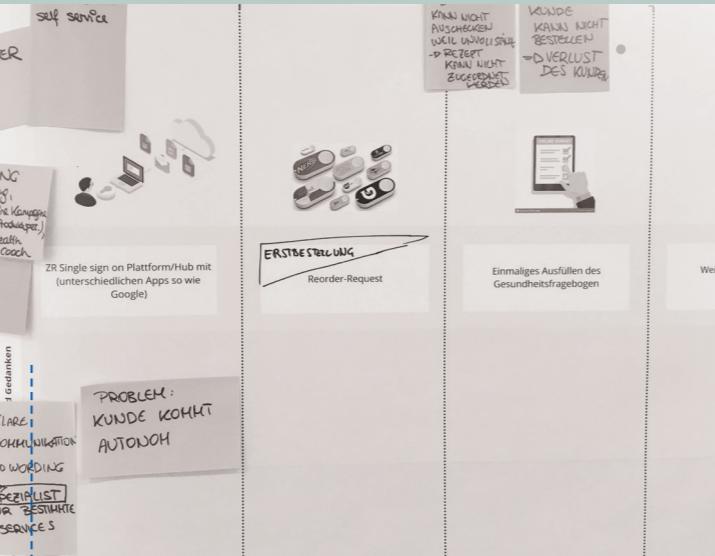


These parts give an outlook to the Health Ecosystem 2023.

INSIGHTS

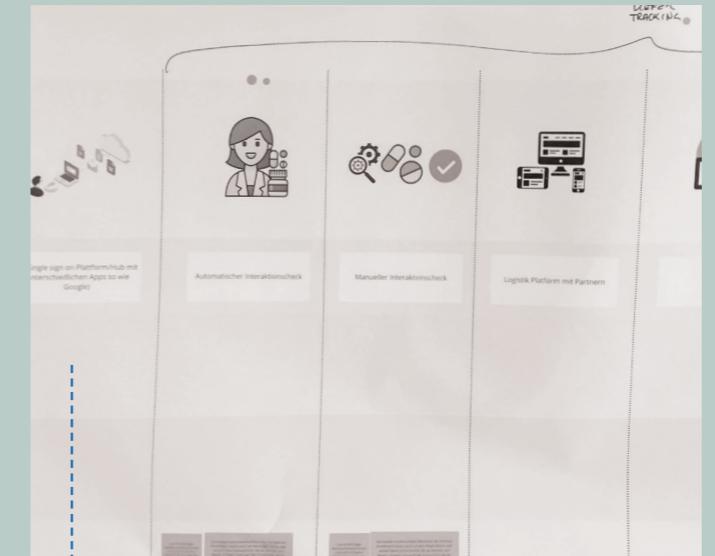
User Journey Focus

The extensive customer relationship gives rise to a multifaceted and complex user journey. As a consequence, we only picked the most important parts to work on those in detail.



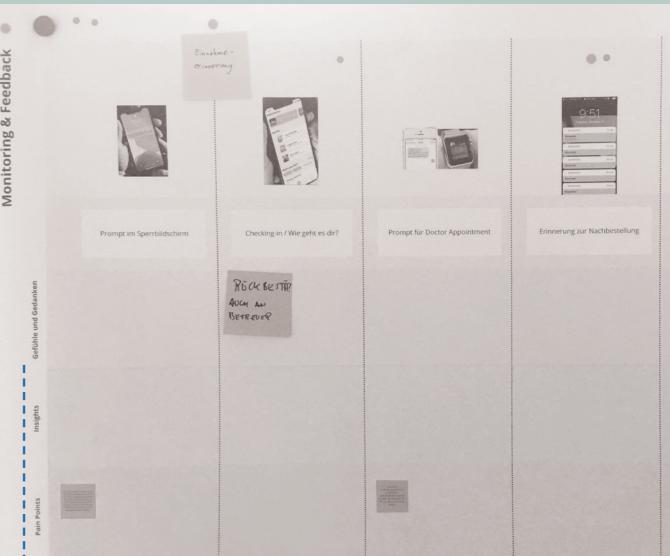
Long-Term Prescription

Includes submitting the prescription, going through the health questionnaire followed by the interaction check, the shopping cart and check-out.



Delivery

Focuses on the delivery, including tracking and pick-up.



Feedback & Monitoring

Is about notifications, reminders and monitoring scenarios.

INSIGHTS

Key Insights

In the context of use we identified patterns that we grouped into key insights. These artefacts provide the guiding principles for future outputs in the project.



#01 Healthcare Silos

Our health landscape is split into many fragments and not a coherent system.

#02 I Am Not Sick

People do not consider themselves as being sick, no matter how aggravating their state of health.



#03 Time Is Precious

Doctors and patients do hardly find the time for additional work, especially cognitive work.



#04 The Price Decides (OTC)

For non-prescription drugs, price plays a very important role.



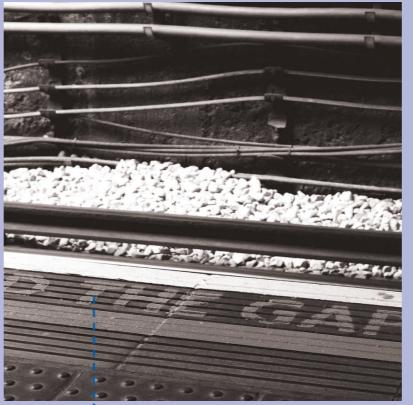
#05 Data Is Value

The aggregation of data creates new insights. Passing these on to the customer creates value.



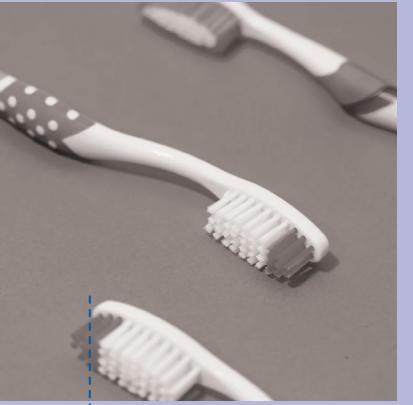
#06 Human Touch

Successful digitisation must not lose human traits.



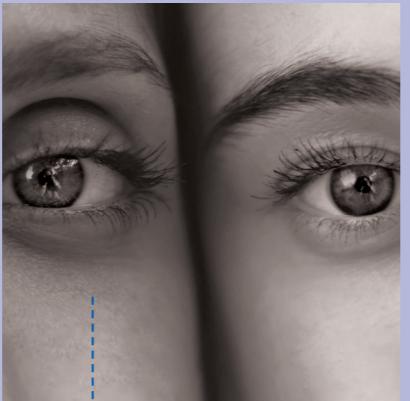
#07 Mind the Expectation Gap!

Users are used to certain standards from elsewhere.



#08 The Power of Habit

Habits dictate our behaviour. Accordingly, old habits are our greatest enemy and new ones our biggest opportunity.



#09 Context Is King

Customer needs vary depending on the day and night time, health condition,...

#10 Eye Level

In health care there is a knowledge barrier between practitioners and patients. We need to break it down.

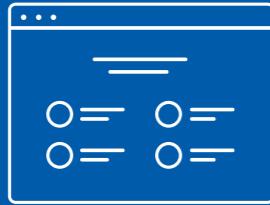
#11 Gender Distribution in Health Matters

By acknowledging gender roles in health matters, we can serve users well.

#12 Bigger Than the Sum of Its Parts

An ecosystem provides more value than all the individual parts.

Design Solutions



Wireframes

We created wireframes for the three user journeys in focus to test and validate the concept.

Screen Designs

We transformed the wireframes to screen designs to enhance the visual representation of the concept.

DESIGN SOLUTIONS

Wireframes



Wireframes are a useful tool for discussing concepts with the customer.

Wireframes serve as a first visualisation of the concept to make sure that you are on the same page with your customer's ideas and needs.

Another important point is that you can iterate different versions of solutions quickly and easily without losing much time and refine these throughout the process.

DESIGN SOLUTIONS

V.01

2.6 Signup - Health questionnaire

< Back > > > >

How tall are you?

50 kg

How tall are you? (0:23)

Skip Next

V.02

FAQ 0800 / 711 222 Sign in

< Back Prescription Personal data Delivery Preferences Packaging Health data

How tall are you?

Lore ipsum dolor sit amet, consectetur adipis

50 kg

This information helps us to make sure we provide the right and safe medication for you.

How tall are you? (0:23)

Don't worry you have to go through these steps only once. Skip for now Next

I'm Amanda Your personal pharmacist

V.03

FAQ 0800 / 711 222 Sign in

< Back Prescription Personal data Delivery Preferences Packaging Health data

How tall are you?

Use the slider or fill in your body height below.

Body height

This information helps us to make sure we provide the right and safe medication for you.

How tall are you? (0:23)

Don't worry you have to go through these steps only once. Skip for now Next

I'm Amanda Your personal pharmacist

V.04

FAQ 0800 / 711 222 Sign in

< Back Prescription Personal data Delivery Preferences Packaging Health data

How tall are you?

Use the slider or fill in your body height below.

Body height

This information helps us to make sure we provide the right and safe medication for you.

How tall are you? (0:23)

Don't worry you have to go through these steps only once. Skip for now Next

I'm Amanda Your personal pharmacist

DESIGN SOLUTIONS

Screen Designs



Wireframes are the foundation for screen designs and display the user's interactions with the application. Whereas screen designs represent the look and feel.

DESIGN SOLUTIONS

Screen Design Focus

As a starting point the screen designs focused on two main parts of the current application that needed refinement: onboarding and ordering.

Onboarding Process

The first screen shows the "Rezept" (Receipt) step of the onboarding process. It displays a list of options for obtaining a receipt:

- Ärztin/Arzt schickt das Rezept direkt an uns
- Foto hochladen und Original nachschicken (selected)
- Originalrezept per Post schicken
- Originalrezept von anderer Apotheke übermitteln
- Ich habe kein Rezept und möchte eines bei meinem Arzt/meiner Ärztin anfordern
- e-Rezept (bald möglich)

Order Process

The second screen shows the "Ihre Anfrage" (Your Inquiry) step for an order placed on Mi, 29.09.2021. The order details include:

- Menge: Fenialberg 1mg/ml, 1 Flasche 20ml, CHF 7.10
- Menge: Triatec Tabl 10mg, 20 Tabletten, CHF 15.90
- Menge: Ramipril Zentiva 10mg, 20 Tabletten, CHF 14.75 **CHF 1.15 sparen**
- Menge: Atorvastatin Axapharm 10mg, 30 Dragees, CHF 34.10
- Menge: Aspirin Cardio 100mg, 28 Dragees, CHF 6.50

A green callout box highlights "Keine Wechselwirkungen!" (No interactions found) with a note: "Wir haben in unserer ersten Überprüfung keine Wechselwirkungen gefunden." Another box notes: "Keine Unverträglichkeiten mit ihren Gesundheitsdaten (z.B. Allergien)."

Lieferung nachverfolgen

The third screen shows the delivery tracking process. It lists steps and their times:

- Zusammenstellung Medikamente 07:00
- Überprüfung Medikamente 07:30
- Fr. 27.09.2021
- Überprüfung Rezept 08:00
- Paket-Vorbereitung 08:00
- Überprüfung Interaktionen 09:00
- Paket in Zustellung 08:13
- Bestellung bestätigt 12:00
- Amanda bestätigt Ihre Bestellung
- Anrufen

Abo-Option

The fourth screen shows the "Abo-Option" (Subscription Option) for an order placed on Mi, 29.09.2021. It compares "DAILYMED" (selected) and "Separat verpackt".

DAILYMED	Separat verpackt
MEDIKAMENTE BOX	
Für 3 Monate testen*	
Wir liefern Ihre Medikamente sortiert und beschriftet in ihrer persönlichen Box.	
Ideal, wenn Sie täglich mehrere Medikamente einnehmen müssen.	
*Während dieser Zeit können wir uns um die Kostenübernahme durch die Versicherung kontaktieren Ihr Arzt/nein Arzt.	



Presentation & Documentation

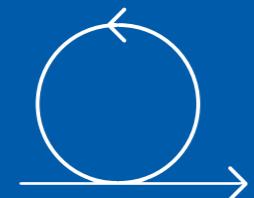
Presentation

We created presentation slides to describe and document the process.

Documentation

We created a video that guides through the solution in order to present it to the management board.

Iteration & Improvement



1. Click Dummy

We added interaction to the screendesigns to create a click dummy.

3. Testing

We observed users interacting with the clickdummy of the onboarding process.

2. Test Plan & Test Script

We tested the onboarding and ordering parts of the focus journeys separately to not exceed a testing duration of 50 minutes.

4. Synthesis

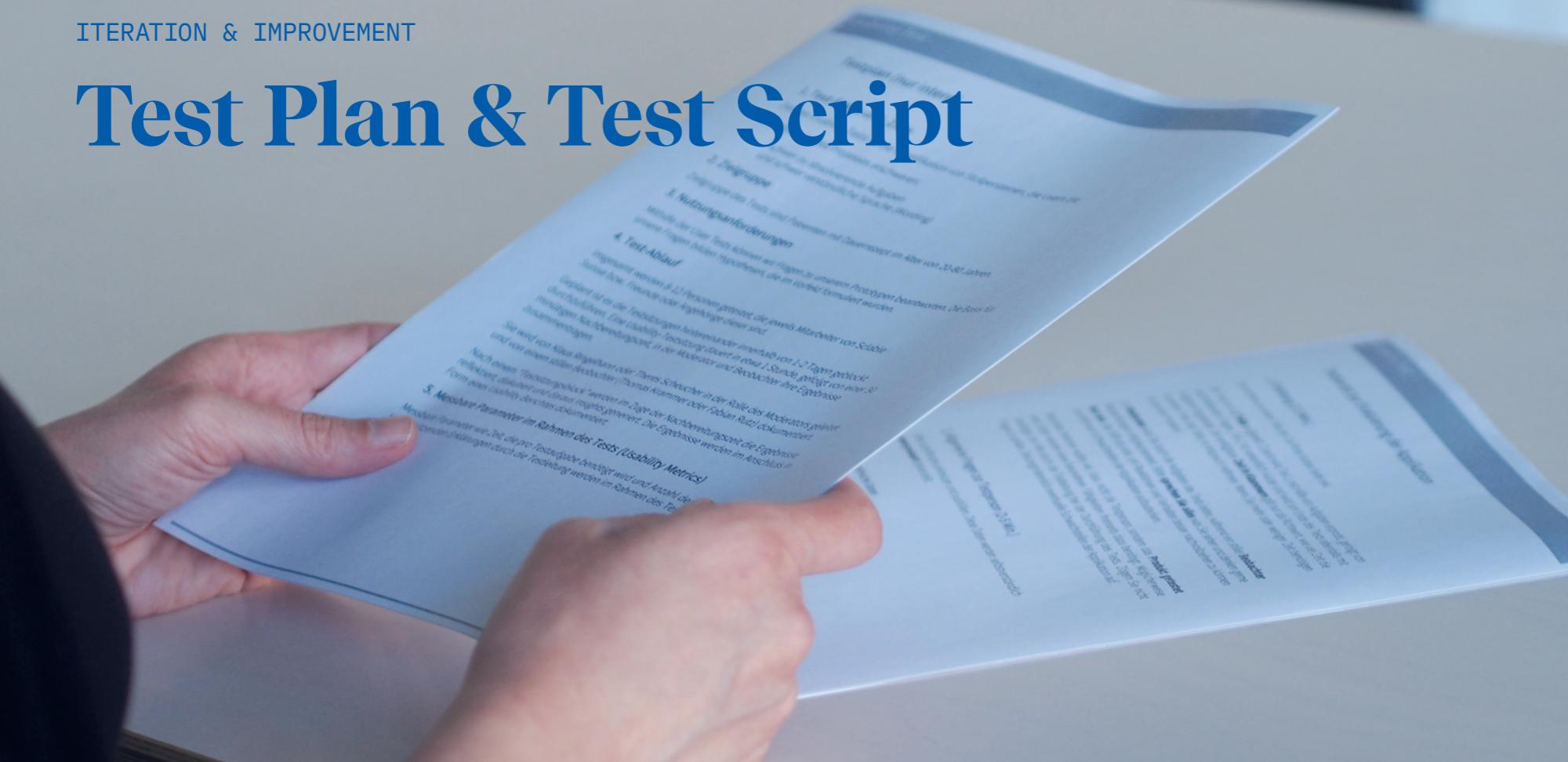
After testing, we analysed how many testers proved or disproved our beforehand created hypothesis.



A non-functional click dummy provides an easy possibility to test interactions with real users.

ITERATION & IMPROVEMENT

Test Plan & Test Script



The test plan defines the scope and the goal of the test.

The test script describes the procedure of the test and guides the user through the process along predefined tasks.

ITERATION & IMPROVEMENT

Testing



The test supervisor guided the participant through the onboarding process along the test plan. A silent observer was taking notes.

ITERATION & IMPROVEMENT

Synthesis

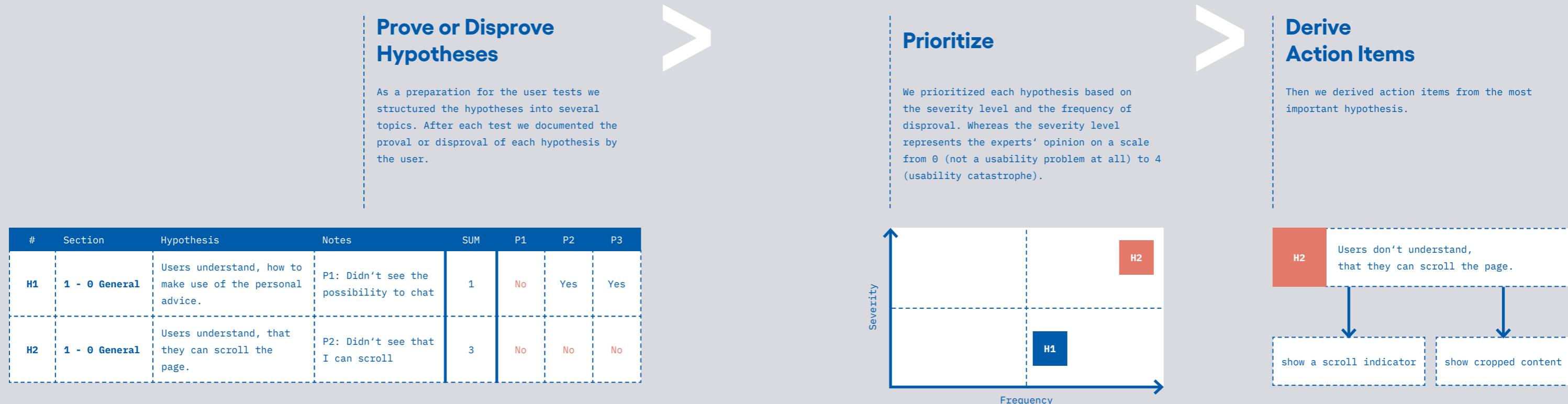


Before we did the tests we created hypotheses. In the next step we analysed how many testers proved or disproved those hypotheses.

Additionally we assigned a severity level to each issue mentioned by our test users.

For the most severe problems we derived action items. We updated our prototype based on those action items and validated our update in another test.

ITERATION & IMPROVEMENT



What happens next?

Evaluation cycles continuously improve and refine the solution.



ITERATION & IMPROVEMENT ORDERING PROCESS

Test the click dummy for the ordering process of the focus user journey, synthesize findings and update screen designs

MERGING OF CLICK DUMMIES

Merge ordering and onboarding click dummies after testing

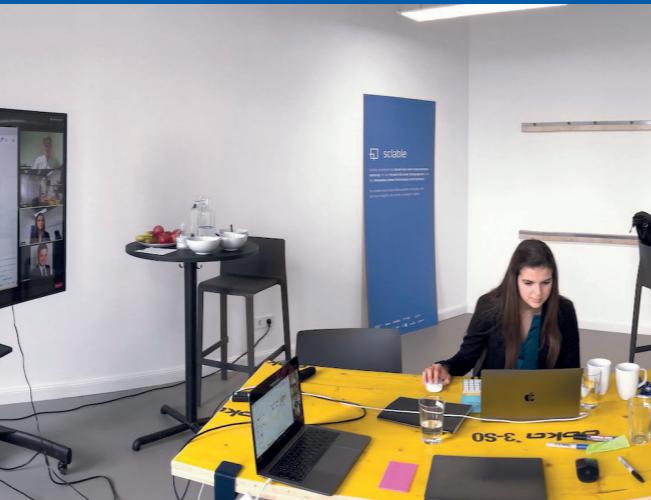
DEVELOPMENT & ROLLOUT

Assess concept and rate technical feasibility of each feature, prioritize features, set up roadmap, set up and develop user stories

CONTINUOUS ITERATION & IMPROVEMENT

Test hypotheses in production environment

Workshop Impressions



As of
February 2021