

2/3/2020

Marketing Requirements Document (MRD)- Auto-Medicine Dispensary

Our Team:

Tessie Chang- Team Lead

Savannah Berry- VisD

Khoi Huynh- IxDG

Nefle Nesli Oruc- IxDS

Faraz Ghorbanpour- ID

The auto-medicine dispensary will serve as an at-home daily use for people who have trouble remembering when/what type/how much of medicine to take. Similar to the shape of a Keurig, the dispensary will also have an interactive touch screen to adjust settings such as when the medicine will dispense, or what time. There will also be the ability to set lock codes to make it child-proof, or make sure someone doesn't adjust preset settings. To refill the dispensary, ideally one could take it to their local pharmacy to refill a month's supply.

Revenue or Cost Focus

Since users can manually sort and take pills by their own, this product would add nothing but enhancing the comfort and convenience for its users. Therefore, this product is strictly revenue-focused. The source of income might come from the reduced cost of the product that would make it more accessible to a broader group of customers.

Desire to Innovate

Medication is always difficult to take, and taking it daily makes it beyond easy to forget. The Auto-Machine Dispensary is a take on a medicine dispenser that is more affordable and oriented at lower income populations to make it more accessible to all people. Its form will take a more cubic shape, allowing it to be stored snugly on a shelf or a counter. The machine would have to be filled manually by a caretaker or taken to a local pharmacy to refill the machine. This is aimed to be more personal as well, with the screen displaying the owner's name as well as potentially imagery to prompt the user to take the medicine or saying the medicine has already been taken. This machine is targeted towards senior citizens, but by altering the display screen it can be targeted towards children with illnesses that may require them to take daily medication.

Length of Time Horizon

Since there is no rush on demand for this product, we will be focusing on a set-forward schedule, making sure the product is perfect before release. The break down of our schedule is as follows:

February: Design Research

February 27th: Complete User & Domain Analysis
March (first two week): Requirements and Context Scenarios Development
March (second two weeks): Framework & Design Language Development
March 26: Form & Behavior Specification
April: Detailed Design Development
Late April: Delivery of Final Product

Understanding the Problem

A common, yet possibly dangerous problem that people have when taking medications is forgetting how much the dosage is, when to take it, or what kind of medicine. Especially in older adults, keeping track of these things are crucial. The gap we are trying to solve is making these mistakes almost impossible for people to have when on medication. By having a machine preset the dosage, time, and type, there is no more need to worry about taking the wrong medication. This also helps when people are not able to read the labels on the medicine container, because the screen interface will be bright and clear enough to read.

Willingness to invest

According to research, there are 12 million older people who are living alone in the US, 61% of them prefer to age in their own home, so the need for the assistance with medicine sorting and dispensing is profuse and spread between this group of customers. That is to say, all expenses should be dedicated to developing a simple-to-use but highly-flexible-functioning equipment that could meet the needs of this targeted group of customers.

Risk Factors

When it comes to design, it is important that the auto-medicine dispensary not only looks appealing to be seen by the general public but also can fulfill our customer's needs. This could be something that halts us when going through the design process. Finding the happy medium is what will make our product successful.

What will be important for our group when researching is to find what products are already out there and how we can design and alter our product to be better than the others. If we are not capable of doing that, our product may suffer since it won't be able to perform better than the competition.