

ASSIGNMENT #5

Pill Time App
User Experience Fall 2015
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Project Summary

Pill Time is an application to help people with chronic disease to manage their medications. It had three main functions, a medication profile, an automatic refill and a medication history. The medication profile allows the patients to log their medication and schedule a reminder, a list of the side-effects and interaction for each medication they take, a gamification system that allows patients to collect experience every time they take their medications and a log of their mood when the medication is taken. The automatic refill allows to have the patient's medication mailed to their home and the medication history take track of dosage and regularity the medication has been taken. The long-term goal is to have the healthcare insurance and pharmacy cooperate with us in order to expand the application through the United States.

Perception/Tone/Guidelines

Soothing, comforting, clean, simple, professional and medical feel.

Information should have a fresh and conversational tone.

Easy to navigate and find information

Communication Strategy

In the first phase of development the application will use an already made database for the side-effects and the interaction, we will mostly develop the log in and the confidentiality, which are some key aspect for our project. For the refill side we will use a limited network of pharmacy for the refill, but we hope to extend it during the second phase of development as our application reach more people. Same goes for the different charities used in the gamification experienced. We will do a lot of communication work to encourage health practitioner and pharmacy to use our application to simplify their work and their patient's life.

Competitive Positioning

Pill Time has many competitors, but not a lot of them combine all the function of this application. Some of them only offers reminder or medical history, but rarely automatic refill. The biggest competitors are the healthcare insurance application like Kaiser, but they application is a lot more complex to use because of all the functions and information they need to display, and we hope attracted patient who wants something more casual and more user-friendly.

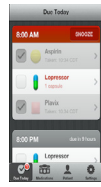
Target Audience/Personas

The target audience are people from 25 to 90 years old, with chronic diseases and taking medication every day. These individuals may have already a pill reminder, but wishes to have more functionalities like a medical history.

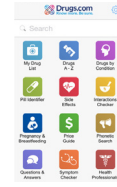
Single-Minded Message

Medication management

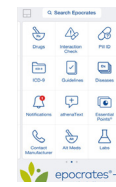




PillBoxie



Drugs.com



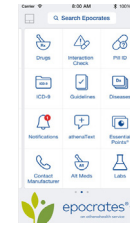
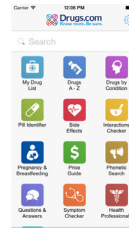
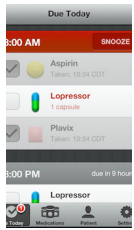
Epocrates Plus



MedCoach

	PillBoxie	Drugs.com	Epocrates Plus	MedCoach
my Medication List	○	○	○	○
Interaction	×	○	○	×
Allergies	×	×	×	×
Historic	×	○	×	○
Side-Effects	×	○	○	×
Log effects for side	○	×	×	×
Reminder	○	×	×	×
Automatic Refill	×	○	×	×
Pill Identification	×	○	×	×
Search	○	○	○	○
Social Media	×	×	×	○
Q&A	×	○	○	×





PillBoxie: This application is mainly about reminding users to take their medication. It has a very simple, but efficient, design and very few functionalities.

Pro: it is one of the only one application that has a very simple way to log the felt side-effects. It uses three faces (smiley, neutral and sad) and ask how did you feel after taking it.

Con: it uses the visual of a real pillbox and real pill where it could use a simpler and more efficient way to show the medication. It also give an old feel.

Drugs.com: This application offers a lot of features like reminder, pill identification, price, symptom checker. It can be used as a reminder, but also a way to look for medication by yourself.

Pro: this application has a lot of information but the design is very simple and colorful. It is very easy to use and the categories are well determined and easy to navigate.

Con: this application is trying to achieve several goal and people who just want to manage their medication might be a bit lost. Also, because of the "Symptoms Checker" and "Drugs by condition" functionalities it can lure people into self-medication.

Epocrates Plus: This application is not a medication manager, but it has a lot of great functionalities. It works has an encyclopedia for pills.

Pro: very simple design and good color theme. The pictographs are easy to understand and the application is easy to navigate.

Con: this application contains a lot of information and can feel overwhelming if you are looking for a simple application to manage your medication.

MedCoach: is a very simplistic application that helps you manage your medication every day and also keep track of your refill date.

Pro: this application is very easy to use. The informations are clear and easy to find. It has a very interesting functionality called Shake for help " At any time, you can simply "Shake for Help!" Just take your iPhone, give it a little shake, and information, relevant to the section you are in, will appear on screen in a help bubble."

Con: Some information like side-effects and interaction between different medications could be added. The design feels a bit outdated

Summary: the comparative analysis shows that most of the application make a choice between making a pill reminder a medication search engine. The pill reminder are usually a bit simple and don't have all the information related to the medication taken and the search engine ones seems to have too much information if you are just looking to manage your own medications.

They all chooses a simple design with very separated categories display with very distinctive icons. Their look and feel is very calm and reassuring. In terms of user experience, the navigation is really easy and obvious thanks to the different icon.

The social media features are absent most of the time but some application offers a Q&A, which allowed people to stay anonymous.



Rachelle Oliender



“I believe that the greatest gift you can give your family is a healthy you”

MOTIVATIONS

Rachel is a former school teacher, but she stopped working two years ago to take care of her children. She has been diagnosed with type two diabetes when she was 40. She takes her disease very seriously because she wants to be there for her children and grand-children. She has to take medication every day. She is organized and likes to keep track of everything, even her medication.

GOALS

- To have a medical history of her medication
- To have a reminder to take her medication
- To have an automatic refill for her medication

FRUSTRATIONS

- To have an application too hard to use
- To have to contact her doctor every time she has a question
- To navigate the internet to find information about her medications

TECHNOLOGY

IT and Internet



Software



Mobile Apps



Social Network



DEMOGRAPHICS

Age	45
Occupation	Stay at home mom
Status	Married, Two children (12y, 10y)
Location	San Francisco, Noe Valley
Income	120 000\$ (Husband)

PERSONALITY

- Calm
- Organized
- Patient

TECH PREFERENCES

Browser Safari

Mobile Device iPhone 5S

Operating System Mac OSX

Favorite Website Epicurious

Jules Olvaro



“To keep the body in good health is a duty, otherwise we shall not be able to keep our mind strong and clear”

MOTIVATIONS

After retiring, Jules decided to travel across the world. He has very few families and ties left so he is always on the road. He takes medication for high blood pressure and because he travels a lot he needs to take different medication and vaccine, and he always wants to be sure they are safe to take them while taking his other medication. He never sees the same doctor twice and he sometimes goes to the doctor in foreign countries, as a result he would like to be able to have his medical record everywhere with him.

DEMOGRAPHICS

Age	70
Occupation	Retired Engineer
Status	Single
Location	Mill Valley
Income	63 000\$

PERSONALITY

- Curious
- Social
- Autonomous

GOALS

- To have his medical information everywhere
- To stay healthy
- To know the interactions between his different medications

FRUSTRATIONS

- Too much use of technology
- Not to be able to access his record offline
- Overwhelming and difficult application to use

TECHNOLOGY

IT and Internet



Software



Mobile Apps



Social Network



TECH PREFERENCES

Browser Internet Explorer
Mobile Device Nexus 5
Operating System Windows 10
Favorite Website Instagram

James Becker



“Learn from yesterday, live for today, hope for tomorrow.”

MOTIVATIONS

James is a photography student at San Jose States. Photography has always been his passion, but he finds it difficult to make a living out of it. Two years ago, he has been diagnosed with anxiety and depression syndrome. Because he kept getting worse, his doctor prescribed him antidepressant after the first year. While taking this medication, James had a lot of question about mixing his medication with other medication and other substances like alcohol or caffeine.

GOALS

- To keep track of his medication
- To log the side-effects of his medication
- To know the interactions between his medications with food and other medications.

FRUSTRATIONS

- Having to search the Internet every time he has a side-effects
- To try to be in touch with his doctor every time he has a question
- To spend too much time logging information on an application

TECHNOLOGY

IT and Internet



Software



Mobile Apps



Social Network



DEMOGRAPHICS

Age	26
Occupation	Photography Student
Status	In a relationship
Location	Daily City
Income	20 000\$

PERSONALITY

- Creative
- Social
- Ambitious

TECH PREFERENCES

Browser Chrome

Mobile Device iGalaxy Note

Operating System Windows 10

Favorite Website Facebook

Goal

The goal of my application would be:

- To help people with chronicle disease to keep track of their medication history
- To have a reminder to allow the user to know when to take their medication
- To have information about their medication (interaction, generic name)
- To have a mail delivery of the user medication's refill

Target Audience

In the United States nearly 70 percent of Americans are on at least one prescription drug, and more than half receive at least two prescriptions. My target audience is people suffering from chronicle disease and have to take medication everyday, for example diabetes that touch more than 30 millions of . As a result, my application has a very broad audience in terms of demographics. Still, two demographics emerge from my client survey, woman and people over 25 tends to care more about keeping track of their health.

My audience is primary English speaker living in the United States, language alternative can also be considered.

Objectives

The main expectation from the focus group are:

- An application that is simple and easy to use with clear information
- An easy way to get their prescription refilled
- To have clear information about t heir medication interaction

The main fears are

- Necessity to maintain privacy
- To be overwhelmed by information
- Mistakes while sending the refilling

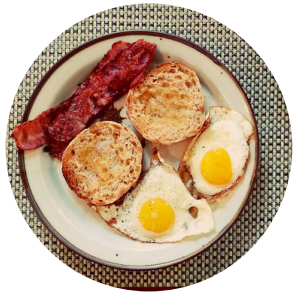
Competitivity

Most of the application offer either a pill reminder or a search engine, creating an application in between, a reminder with simple information about your medication, could be an advantage. Also very few application offers the possibility of having your medication refill mail to you.



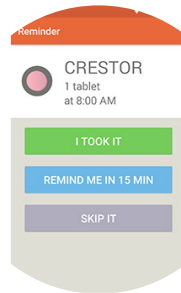
	Medication Reminder	Refill
High	<p>Log in Log in/ Password security Profile creation</p> <p>Search engine Search form</p> <p>Information Interaction and side effect database Pill profile</p> <p>Reminder Calendar Notifications and alarms</p>	<p>Prescription profile Profile with pharmacy address, type of the prescription and duration</p> <p>Reminder Calendar and notification</p>
Medium	<p>Mood log in Choice of different Emoticon</p>	
Low	<p>Goals Experience Badges Donation</p> <p>Cloud synchronization Social interaction Share with friend</p>	<p>Cloud synchronization</p>





1. Rachel is a teacher, but she is currently staying at home to take care of her two kids. She has been diagnose with type two diabetes a couple of years ago, but she has just switched her medication last week to adapt her dosage.

She wakes up early and prepare breakfast for her family. She is very organized and everything followed a tight schedule.



2. When her children had left the house, her phone vibrates to remind her to take her medication. She takes her medication and push the “I took it” and she realizes that she gains a level because she took her medication every day for a week. She feels happy about it and start doing her every day activities.



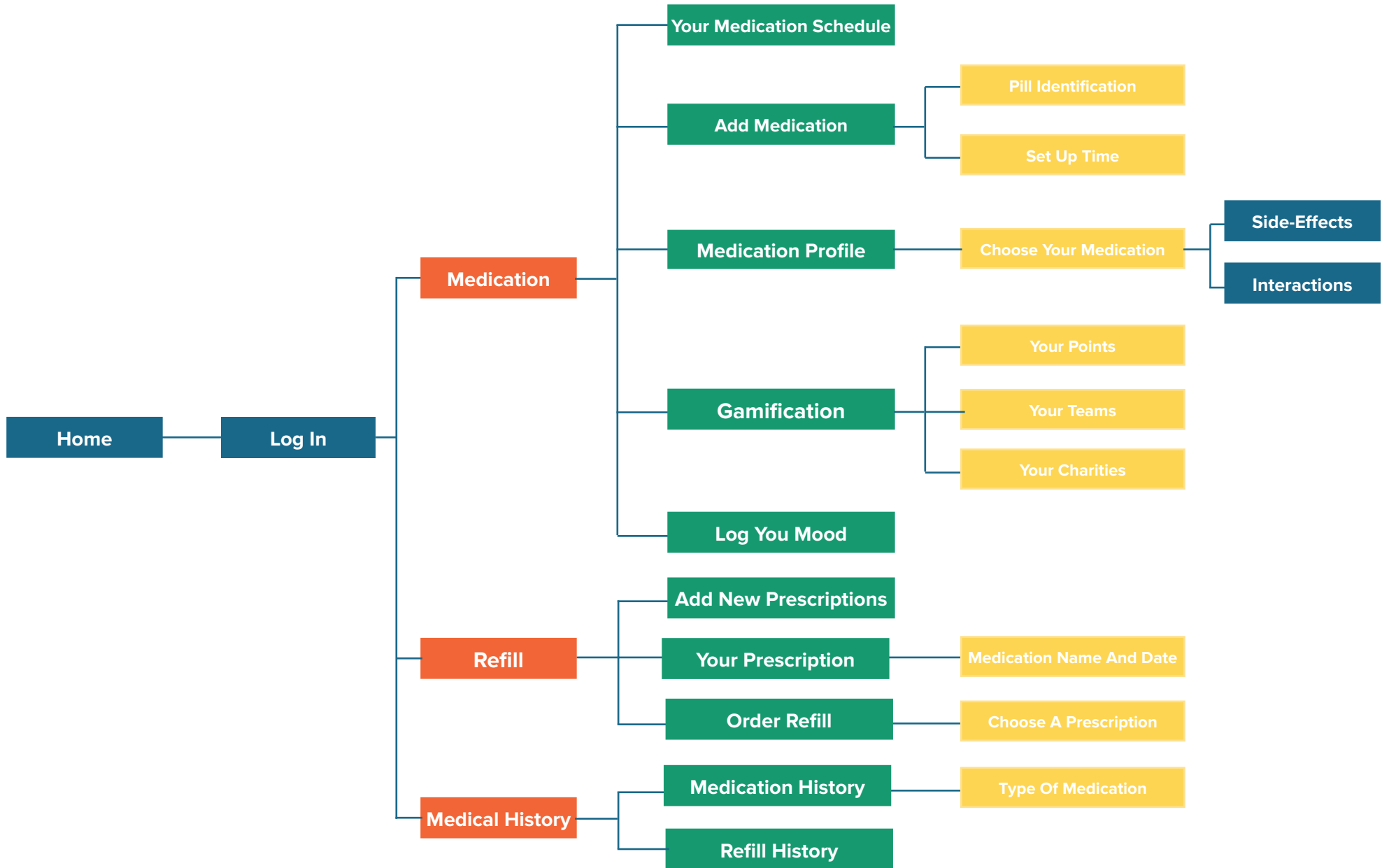
3. After doing some cleaning she starts to feel dizzy, it is not the first time she felt that way and because she is an anxious person, she wants to make sure it is not a side-effect of her medication. She checks the side-effect profile of her medication, but there is nothing related to dizziness.

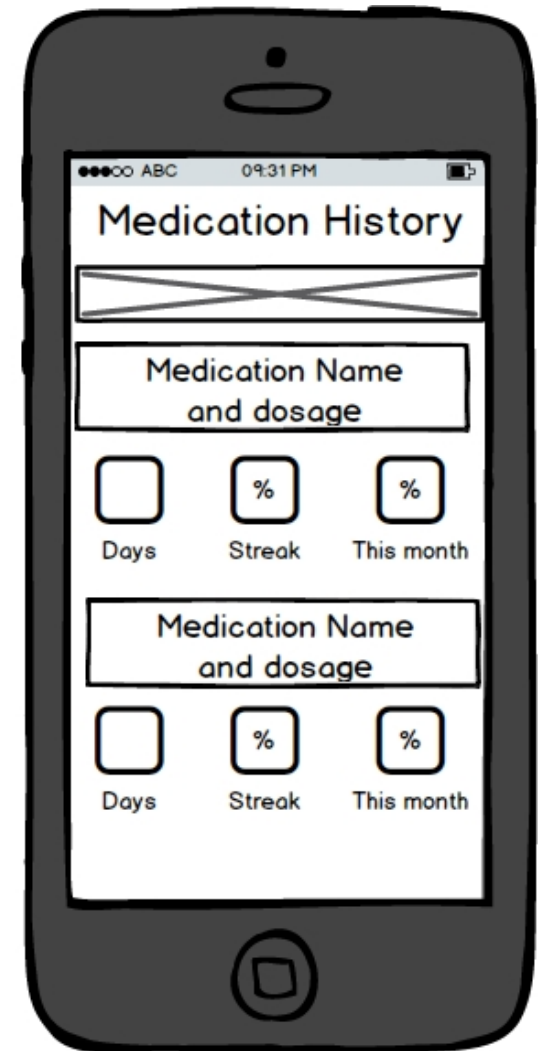
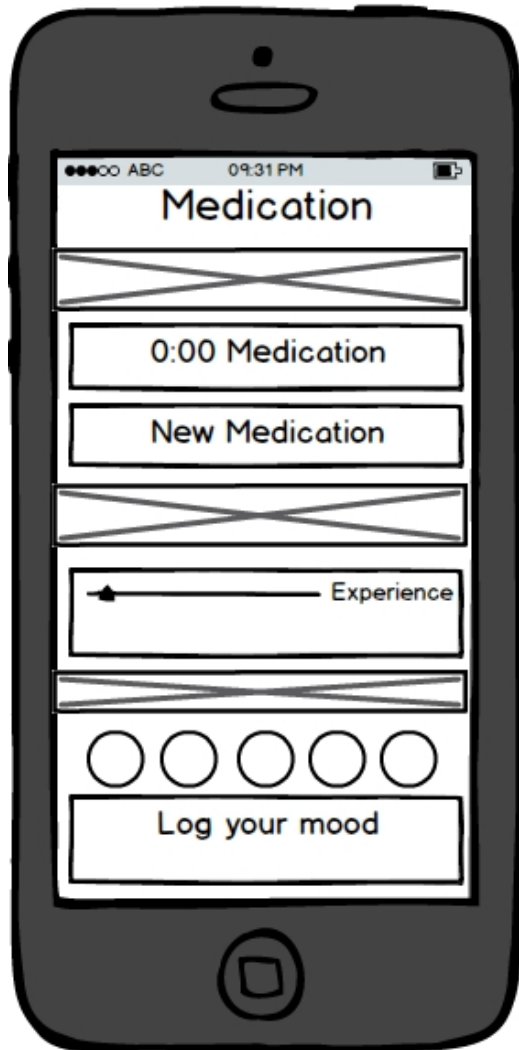


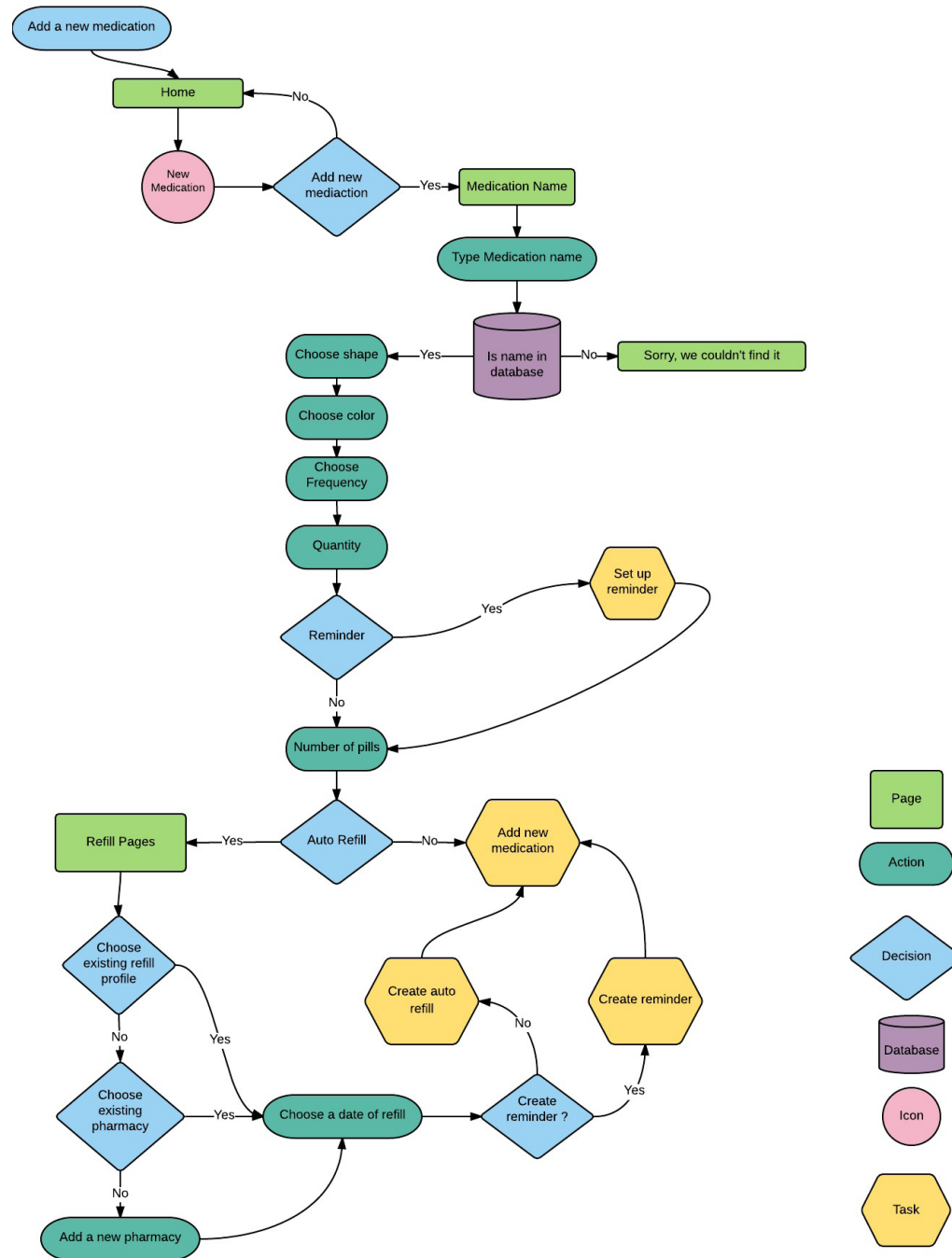
4. In the middle her neighbor and friend Katia, brings her kids from school so his son and Rachel’s children can have a play date. While they are talking about the latest news and different activities, Rachel offers to open a bottle of wine, but before she wants to make sure there is no interaction between alcohol and her medication so she re-check her medication profile. Her medication is compatible with alcohol so she decides to enjoy her drink with her friend.



5. The day after she has an appointment with a new oncologist to help her balance her sugar level. When she arrives her doctor asks her what is her history with her medication. Because she is feeling nervous she is not sure if she remembers correctly. She takes her phone out and she looks for her medication’s history in her app to show to her doctor. Her doctor goes through all the information. He said that everything look fine so far, but she needs to keep track of her medication and her sugar level.







Introduction

Hi, My name is Melanie and I'm going to be walking you through this session.

You probably already know, but let me explain why we've asked you to come here today: We're testing an application that we're working on to see what it's like for actual people to use it.

I want to make it clear right away that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

We want to hear exactly what you think, so please don't worry that you're going to hurt our feelings. We want to improve it, so we need to know honestly what you think.

As we go along, I'm going to ask you to think out loud, to tell me what's going through your mind. This will help us.

If you have questions, just ask. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them, but I will try to answer any questions you still have when we're done. Do you have any questions before we begin?

Background information questions

How many hours a week would you say you spend using the Internet, including email?

Do you have a smartphone? If yes, how many hours do you spend on your smartphone everyday?

What is the main applications you use on your smartphone?

Did you ever use application that required you to log personal information? Do you feel comfortable logging personal information into an application?

Do you take medication regularly? How often ?

How do you communicate with your doctor?

OK, great. We're done with the questions, and we can start looking at things.

Usability test

First I am gonna ask you to look at the login page.

What feel do you get from it ?

Look at the home page, where would you go first? Do you think the information are clear? What would you like to see in the page?

Scenario 1

You have been diagnosed with ADHD several years ago. To help increase your focus you have been taking Aderall every day. During your yearly check-up your doctor wants to see if you have been taking your medication regularly during the last two month. Can you find those information?

Scenario 2

You have a bad sinus infection and your Doctor prescribed you some doxycycline to take for two weeks. Because you are not used to take medication you want to set up a reminder to take your medication.





