

InstaMeds App

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Project overview



The product:

InstaMeds App designed to deliver medicine to anybody in 30-35mins. It also assists in Lab Tests and Doctor on Call service. Primary Users would be anyone and everyone be it senior citizens, millennials staying alone away from home and families with children. Its especially for one who need not necessarily need to step out from one chemist to another for thier medical needs.



Project duration:

12-January 2022- 30-January 2022



Project overview



The problem:

These days lifestyle with nuclear family and young millenials who stay away from home and also in cases of senior citizen, one would need to step out even for basic medical needs, in lot of cases, we usually overlook our health and very often assistance or medical needs are not fulfilled on time. Also one has to search for medicines from one chemist to another due to unavailability of medicines



The goal:

The Idea behind InstaMeds App is to deliver medicines within 30-35mins by targeting to deliver all the needs from local chemists itself so one need not have to look for medicines at different chemist shops physically and to provide medical assistance like doctor on call 24/7, virtually.

Project overview



My role:

UX Designer designing the app, from ideating conceptualizing and delivering the service



Responsibilities:

Conducting interviews, paper and digital wireframing, Low fidelity and High fidelity prototyping wireframes, conducting usability studies, considering accesibility, iterating on designs, building a strong information architecture and responsive design

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I used various medicine apps, to understand how they function and how they are able to satisfy customer needs. This helped me to make a questionnaire to study more about user needs and find a solution for same. I did not see any app's delivering medicines instantly and usually medical needs and supplies are something which user needed on immediate basis. Hence this app majorly addresses every users needs to get medicine and medical assistance instantly.

Persona 1: Rishabh Mehta

Problem statement:

Rishabh is a family man staying with children and elderly parents who needs daily supply of medicines/ medical assistance from one place and on time deliveries because he is frustrated running around one chemist to another due to unavailability of medicine.



RISHABH MEHTA

Age: 58

Education: MBA, Finance

Hometown: Mumbai

Family: Married, stays with elderly parents and kids

Occupation: Senior Manager in Bank

“Need basic essential medicinal supplies at one place”

Goals

- One Stop Solution for all medicinal supplies
- On time delivery
- Discounts and Good Rates

Frustrations

- Not necessary all medicines are available at one place
- Sometimes during emergency medicines are not available

Rishabh Mehta, 58, stays in city with Elderly Parents and Kids and often needs supplies of medicine. A lot of time one store has one medicine and another has rest, which is why from busy schedule he has to juggle store to store for essential medicines. So he wants one stop solution for medicinal supplies And also delivery options during emergency.

Persona 2: Jebastien K

Problem statement:

Jebastien is a student who stays alone in town and needs medical help when he is sick because it is very inconvenient for him to manage it all alone and keep asking help from neighbours



JEBASTIEN K

Age: 20
Education: BA
Hometown: Kolkatta, lives in Mumbai
Family: Bachelor stays alone
Occupation: Student

“I stay alone in here, I need immediate access to essential medicines”

Goals

- Since I stay Alone, I need medical assistance when I fall sick

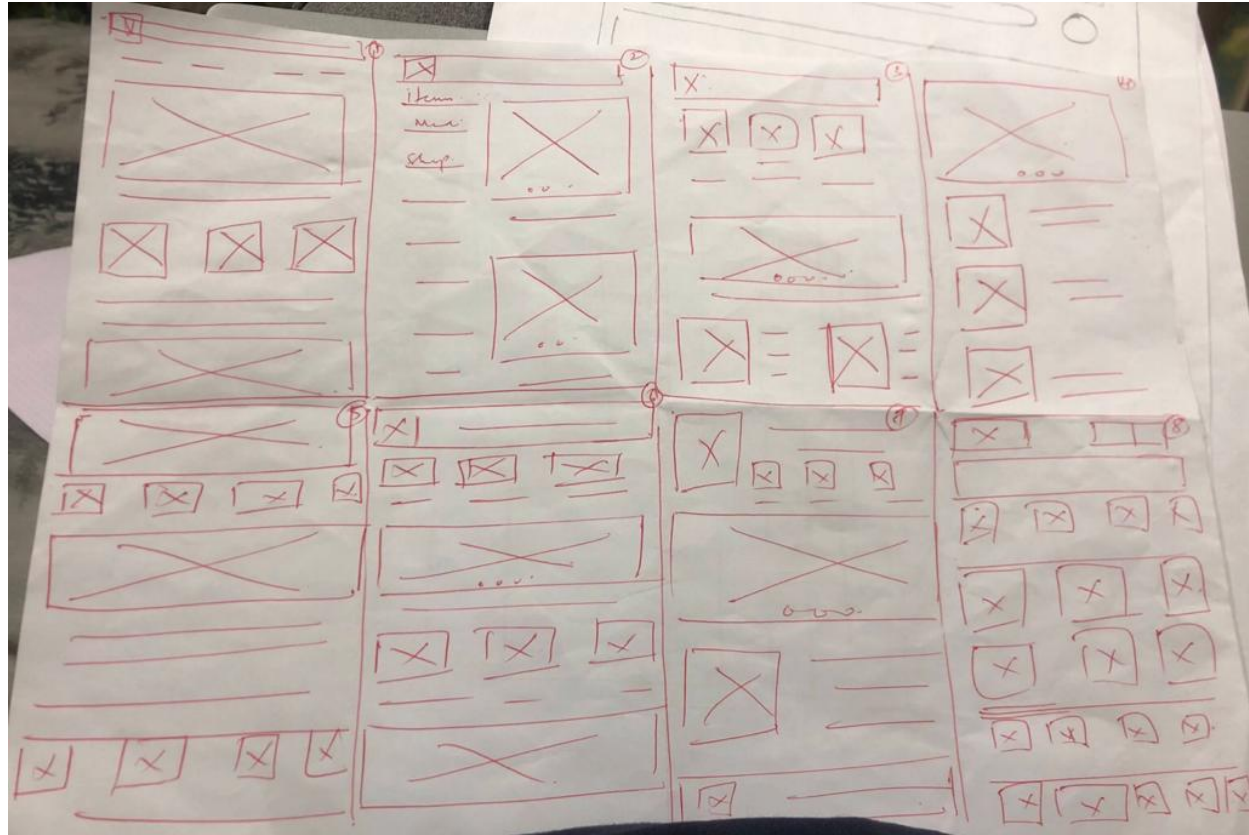
Frustrations

- I have to go and get my own medicines
- I have to seek help from my neighbours to get me medicines

Jebastien, 20, Student, stays away from his hometown in Mumbai. Staying Alone is not easy for him, especially when he falls sick as he becomes dependant on his neighbours for medicine supplies. Very often just skips it. He seeks for solution where in he will get medical assistance and medicinal supplies on time when he needs them.

Ideation

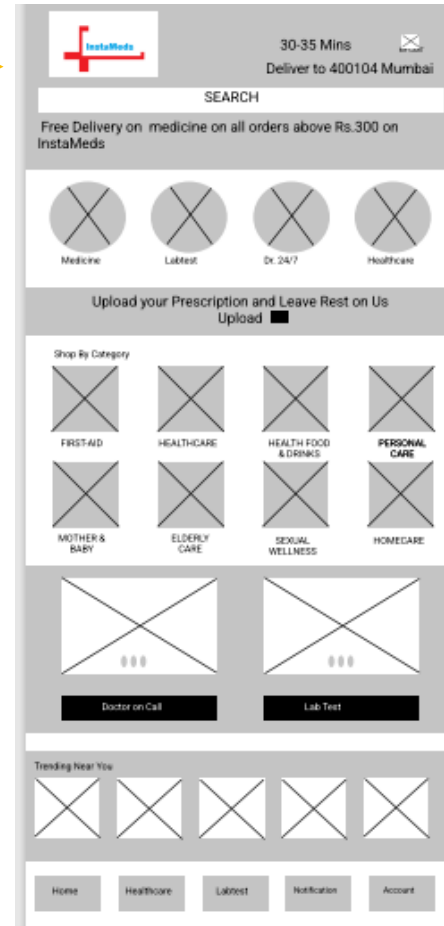
I did a quick ideation exercise to come up with ideas for addressing gaps identified in the competitive audit. I came up with an idea of having one stop solution for all medicinal needs from lab tests, medicines and doctor on call.



Digital wireframes

After Ideating and drafting couple of layouts for the InstaMeds App, I finally shortlisted this design, which is easy for a user to use and includes all the basic requirement at one place.

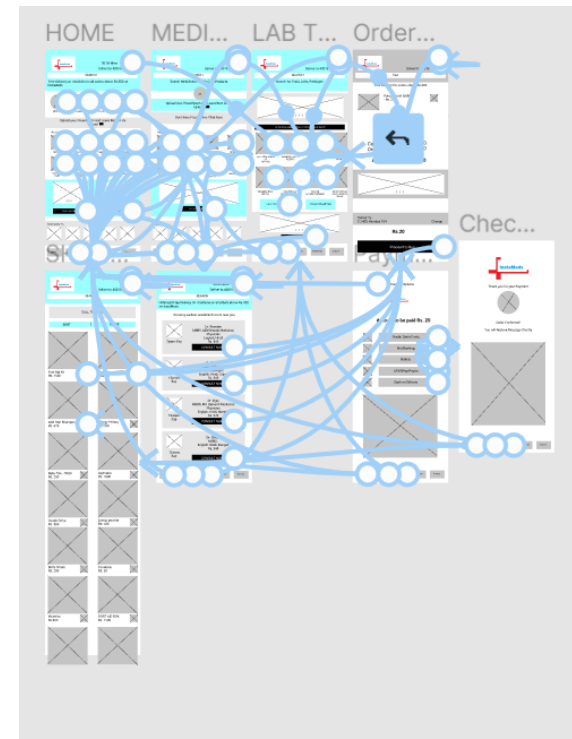
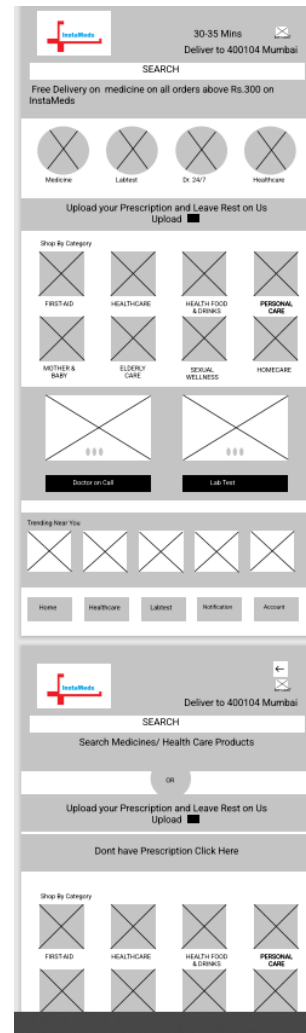
Instant
Delivery of
Medicines



One Stop
Solution for All,
Medicine
Labtest
Doctor
Consultation

Low-fidelity prototype

I created a low fidelity prototype for usability study that connected the user flow of ordering medicines by uploading prescription or doctor on call so users can avail medicinal services on call or withing 30-35mins of ordering.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Mumbai, Remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Most users were expecting Login Page, so the process is typically same in all apps.

2

Finding

Users were also looking forward to have a detailed history of previously ordered medicines, saved prescriptions.

3

Finding

Users were not able to smoothly navigate to HomePage.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

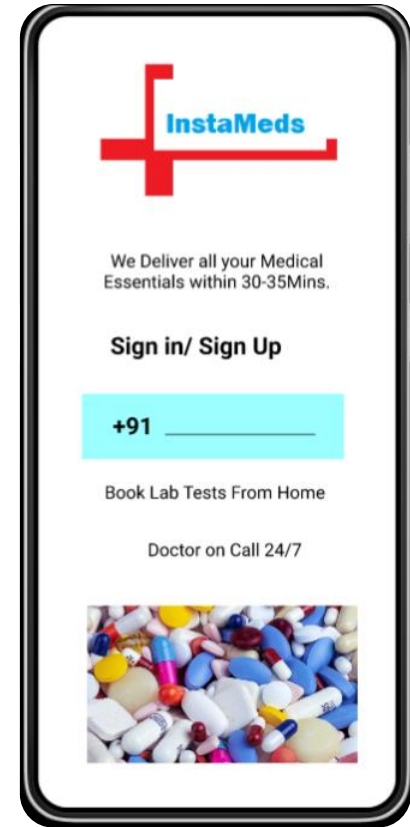
Mockups

Based on the theme that: most users couldn't find login process, an insight is: we need to add the missing login page.

Before usability study



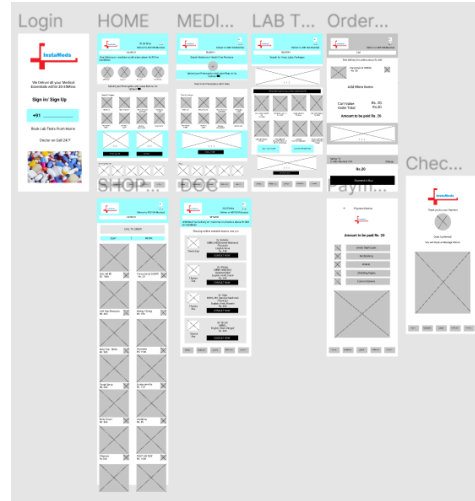
After usability study



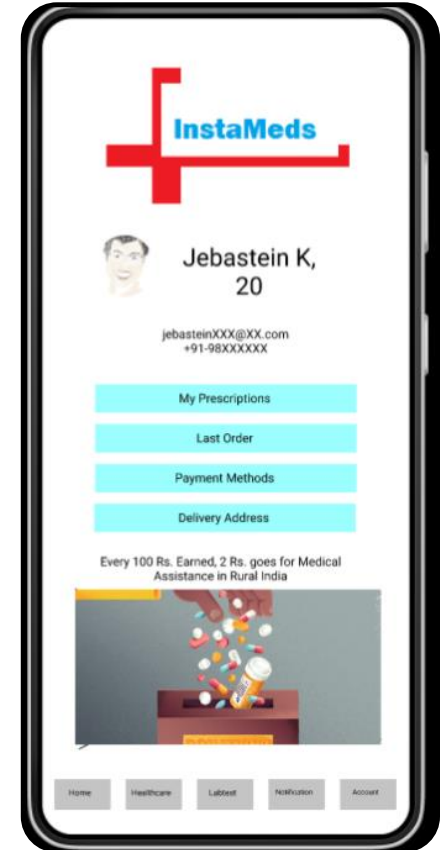
Mockups

Based on the theme that:
most users need history and
last order detail, an insight is:
this tab needs to be
incorporated for quick or
repeat last orders especially
for frequently ordered
medicines.

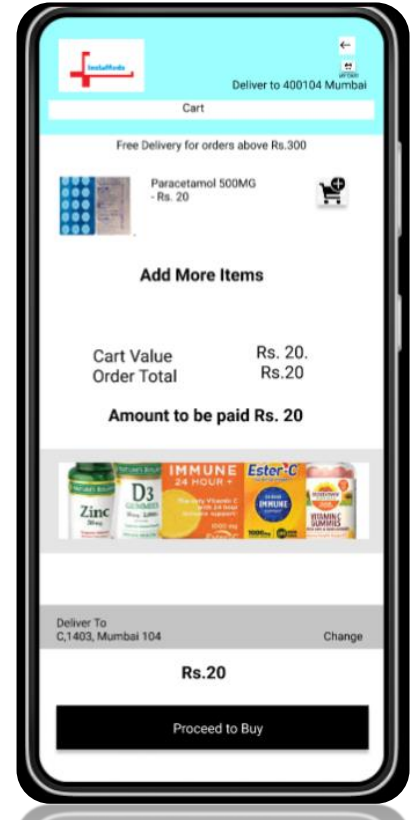
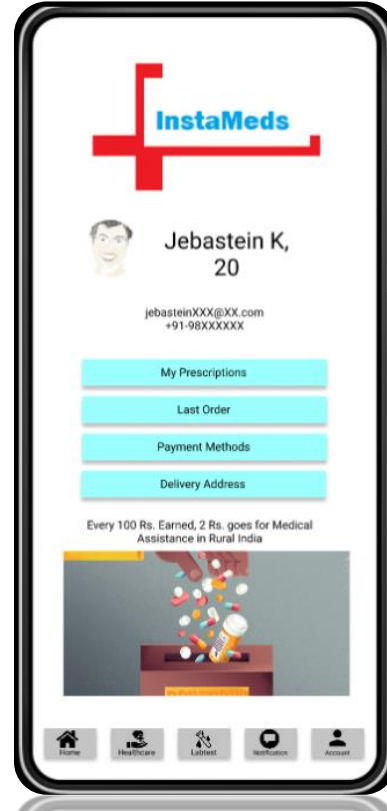
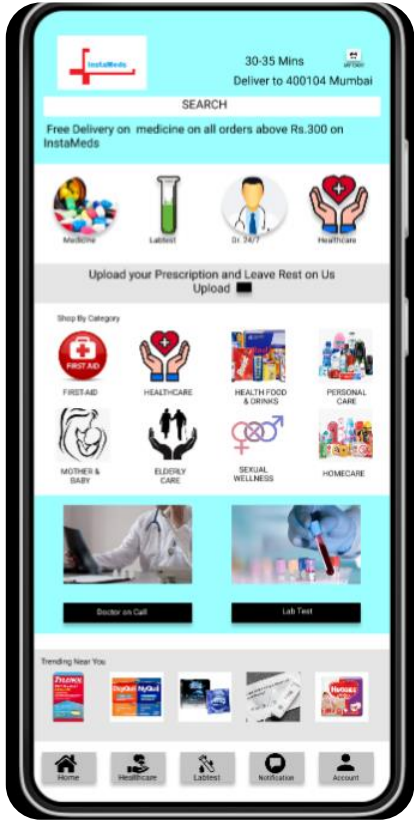
Before usability study



After usability study

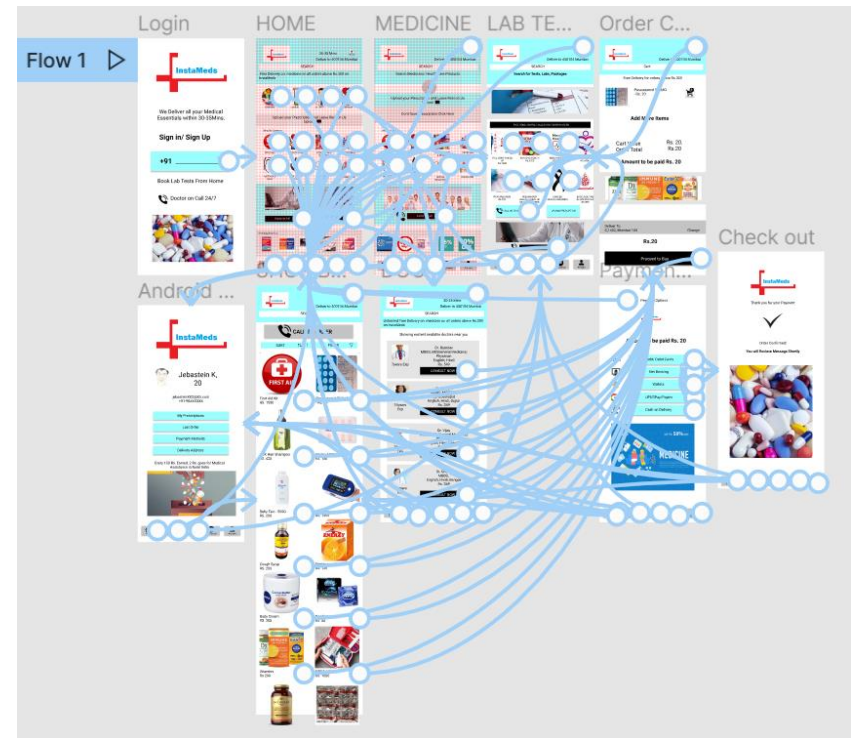


Mockups



High-fidelity prototype

A High Fidelity Prototype was developed by refining Low-Fidelity Prototype on basis of usability study conducted



<https://www.figma.com/proto/FpkvqSgWIWxb5p9LXxBs1o/Untitled?node-id=42%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=42%3A2>

Accessibility considerations

1

People who cannot upload the prescription can also call for help in ordering medicines

2

Clear Labels of interactive element that can be read by screen readers

3

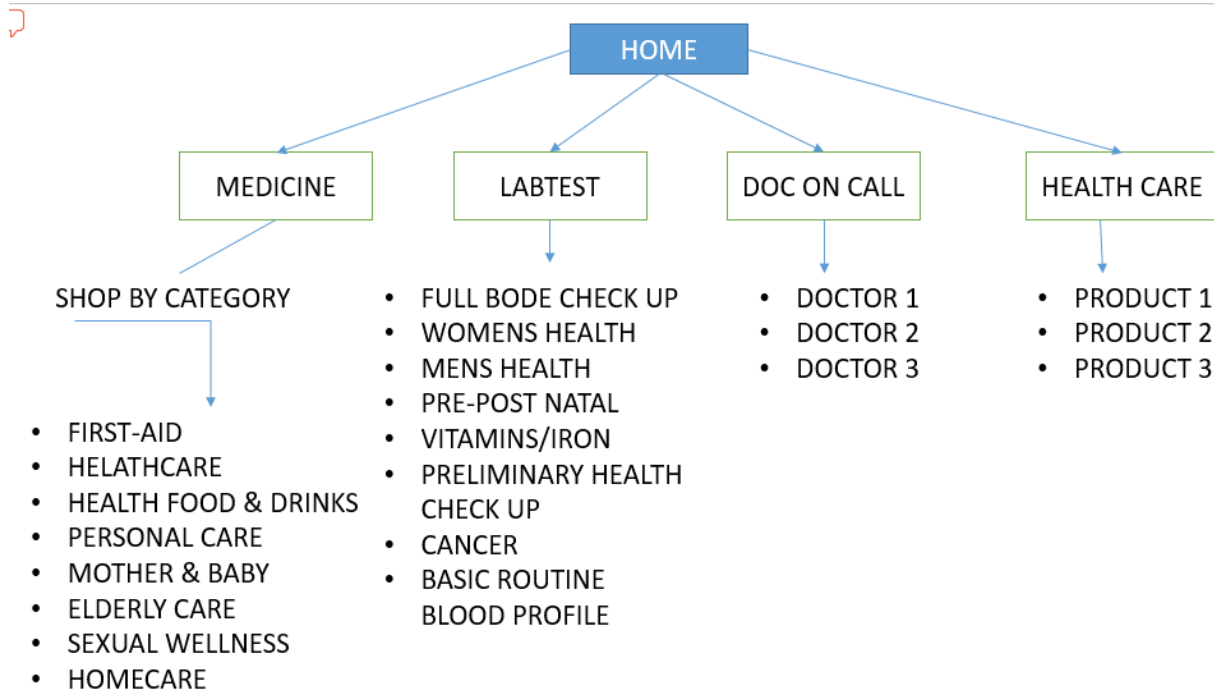
Easy access to Previous medicines for users who want to re-order medicines

Responsive Design

- Information architecture
- Responsive design

Sitemap

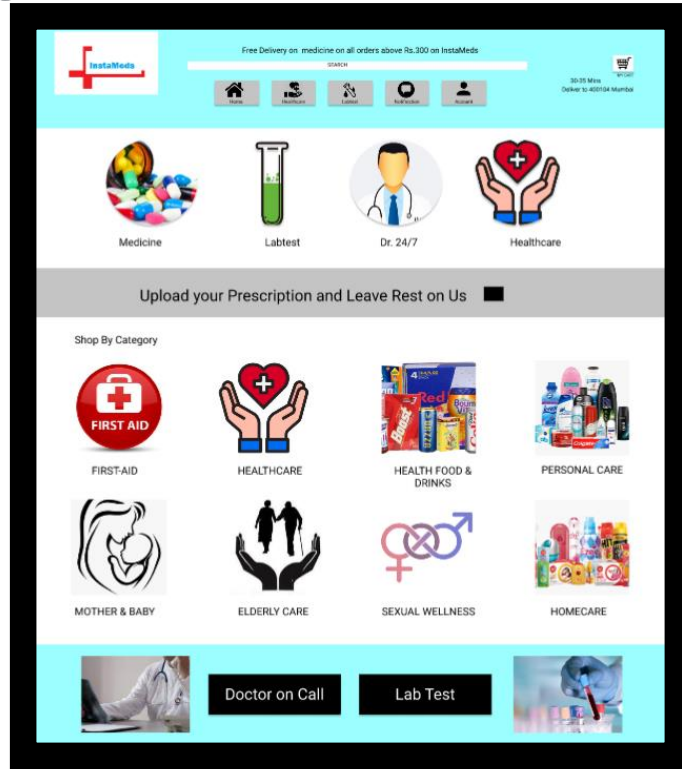
With the app designs completed, I started working on sitemap as a guide to the organizational structure of each screens to ensure common user flow across devices.



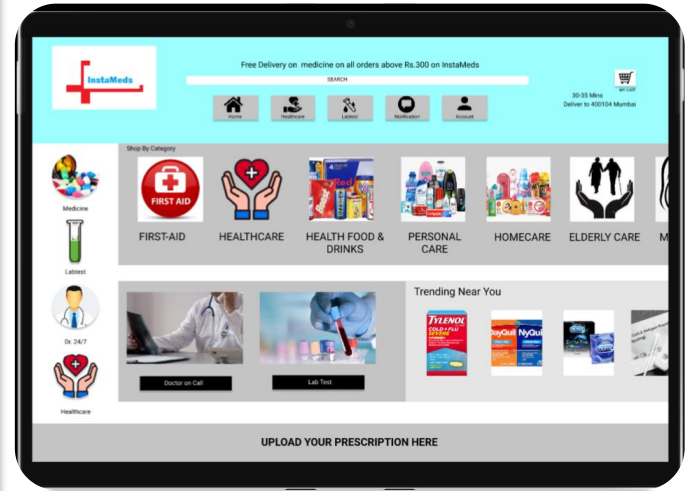
Responsive designs



MOBILE



DESKTOP



TABLET

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app cleared all the user frustration, as it made medicines available to them instantly, and doctor on call helping them in times of need.

One of the user mentioned, this is hasslefree and smooth process and every medical needs on click of a button



What I learned:

Designing something keeping in mind everyone's need is a very important process, with this I have tried my best that medicine, lab tests and doctor is available to everyone in the society with just a click way.

Next steps

1

I would like to make it more accessible, by using Chatbot's to help people through their needs and order while using the app.

2

Keeping in mind, that health facilities and needs are a necessity for everyone would like to introduce the app in local languages.

Let's connect!



If you would like to see more or get in touch.

You can contact me as below.

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