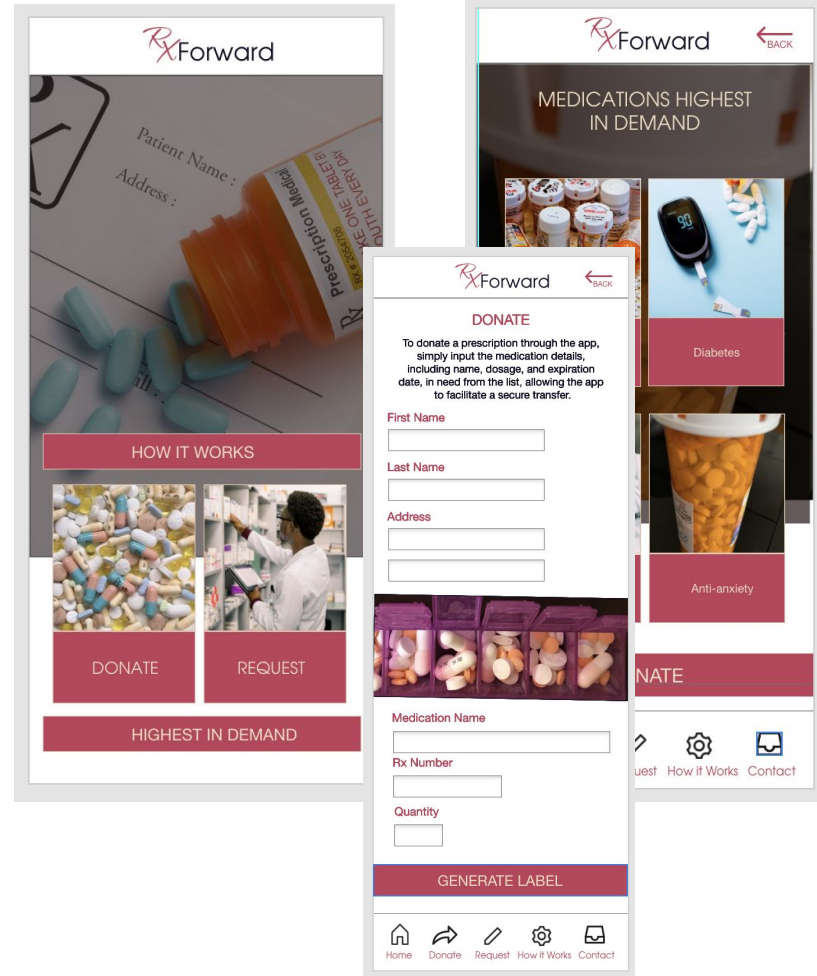# RxForward

Sarah Barbaro

Project overview

The product:

This website will serve as a prescription donation application to connect those struggling to pay their meds to those who have unneeded meds.

Project duration:

September 2013 - October 2013

Project overview

The problem:

Users kept that their pharmacies were filling thier prescriptions unnecessarily. This led to a back-up with patients who had too many pills but didn't want to just waste them if someone else could use them.

The goal:

The goal of RxForward is to act an intermediary party between receiving the drugs and distributing the drugs. Nothing but the highest standards of safety protocols have been put in place.

Project overview

My role:

UX Designer

Responsibilities:

User research, wireframing, designing and prototyping.

Understanding the user

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

User research: summary

I found that nearly all participants were willing to give this app an actual try.

Due to the government red tape the strict restrictions on certain medications I wasn't sure if this would be a deterrent for people. If there was a legal way to do this, the community would be all for it.

"My pharmacy fills prescriptions that I don't even need yet. I feel bad just wasting them when I know that there are some people that can't afford them."

Goals

- Give excess prescriptions to those who can't afford it
- Avoid wasting unneeded prescriptions

Frustrations

- The pharmacy fills prescriptions even when she doesn't ask for it
- She feels bad that she throws out something that others could use

Alice

Age: 30
Education: Masters
Hometown: Los Angeles, CA
Family: 1 sibling
Occupation: Director of Branding

Alice is a 30-year-old marketing professional, with health problems, who's grown weary of the constant barrage of medications in their life. Due to pharmacy issues, she is often given more medication than needed. She would like a way to pay it forward to someone who might not be able to afford the medications. She is looking for a user-friendly apps and resources to hopefully find a way to stop the waste and give back.

Persona 1: **Alice**

Problem statement:

Alice is a student and intern who needs a way her extra medications because she knows there are in need of them but they are unable to afford it.

Persona: Alice

Goal: Help those who can't afford their prescriptions.

ACTION	Go to doctor	Doctor submits prescriptions with refills to pharmacy	Picks up first prescription	Notification that an unordered refill is ready	Pick up Prescription
TASK LIST	Tasks A. Call doctors office B. Schedule appointment C. Attend appointment	Tasks A. Speak with doctor B. Discuss medications C. Doctor submits prescription to pharmacy	Tasks A. Arrive at pharmacy B. Wait in line C. Pick up prescription	Tasks A. Still has plenty of medication B. Has not ordered refill C. Notified of medication ready	Tasks A. Go to pharmacy B. Pick up prescription C. Throw out excess medication
FEELING ADJECTIVE	Optimistic	Anxious	Hopeful Relieved	Annoyed	Frustrated
IMPROVEMENT OPPORTUNITIES		Wait for patient to ask for refills, if necessary	Area to improve	Cancel refills	Don't pick up prescriptions that you didn't order

"Pharmacies have become a pill machine. I tell them that I don't need a prescription but they still fill it. There has to be a way to avoid this waste."

Goals

- He seeks a way to avoid over-prescribing
- He would like a way to help others whenever he can

Frustrations

- Over-prescribing has become a nearly monthly problem
- Even though he repeatedly tells the pharmacy he doesn't need a medication, they still fill it

Mac

Age: 45
Education: B.A.
Hometown: New York, NY
Family: Wife & 1 child
Occupation: Accountant

Mac is a 45-year-old, married accountant with one child. He has become increasingly frustrated with his local pharmacy's habit of filling unnecessary prescriptions. Mark values efficiency and is looking for a more attentive and patient-centered approach to his healthcare. He seeks a way to be able to "pay-it-forward" to help financially strained patients by giving his excess prescriptions away.

Persona 2: **Mac**

Problem statement:

Mac is a talented, disabled child who use is bombarded with unnecessary prescriptions. No matter how many times they cancel them at the pharmacy they still get filled. They would like to oay the extra forward to those who need.

Persona: Mac

Goal: Find a way to keep extra medicine from going to waste.

ACTION	Schedule telehealth appointment	Sign on to telehealth & speak to doctor	Decide on a medication	Online pharmacy ships order	Receives package
TASK LIST	Tasks A. Log on to computer B. Navigate to website C. Select time	Tasks A. Pull up telehealth website B. Speak with doctor C. Decide on need for medication	Tasks A. Weigh options and side effects B. Get doctors advisement C. Pick medication	Tasks A. Doctor sends prescription to pharmacy B. Pharmacy sends a couple months supply C. Refills are automatically included	Tasks A. Open package B. Use what is needed C. Discard pills that aren't needed
FEELING ADJECTIVE	Hopeful	Impatient	Confused	Anxious	Disappointed
IMPROVEMENT OPPORTUNITIES			Help patient compare and contrast medication options	Send less medication	Check whether the patient needs additional supply before sending

Competitive audit

The competitive audit aimed to address user pain points and improve the overall functionality of the user experience.

1. Competitive audit goal(s)

Compare and contrast different places to fill prescriptions and dispose of excess medications.

2. Who are your key competitors? (Description)

SIRUM, CVS & Rite Aid

3. What are the type and quality of competitors' products? (Description)

SIRUM has very little copy on the site but what is there is business oriented. CVS has a very sales heavy and one-stop shop type of feel. Rite Aid is pretty straightforward but it is hard to distinguish between some of their categories.

4. How do competitors position themselves in the market? (Description)

CVS positions itself in the market as the one stop shop for all things health and beauty related. The cluttered, or busy webpage style would be relevant amongst a teen to mid-forties type of crowd. Rite Aid positions itself as the more "neighborhood pharmacy" type of feel. They try to make their care look more personalized and their products more professional. SIRUM is a one stop shop for those seeking lower cost medication and those seeking to donate. They position themselves as the "good side" of pharmaceuticals.

Competitive audit

	A	B	C	D	E	F	G	H	I	J	K
1	**Competitive audit**	Compare and contrast different places to fill prescriptions and dispose of excess medications.									
2						**General information**					
3										**First impressions**	
4		**Competitor type** (direct or indirect)	**Location(s)**	**Product offering**	**Price** ($ - $$$$)	**Website** (URL)	**Business size** (small, medium, large)	**Target audience**	**Unique value proposition**	**Desktop website experience**	**App or mobile website experience**
5	SIRUM	Direct	Online	Online prescription disposal	$	https://sirum.org/	Medium	Ages 25-70	Prescription disposal and donation	**GOOD** + Very simplistic setup - Not a whole lot of information offered	**POOR** - Doesn't exist
6	CVS	Indirect	Numerous throughout the United States	Fill prescriptions	$-$$$	https://www.cvs.com/	Large	Ages 14+	Fills prescriptions	**GOOD** + Can reach mass audience - Impersonal	**POOR** + Access to refills from app - Extremely slow loading time - App reflects inaccurate prescription status
7	Rite Aid	Indirect	Numerous throughout the United States	Fill prescriptions	$-$$	https://www.riteaid.com/	Medium	Ages 14+	Fills prescriptions	**GOOD** + Can reach mass audience - Impersonal	**GOOD** + Straightforward - App doesn't reflect desktop experience

(rated: needs work, okay, good, or outstanding)

Interaction				Visual design	Content	
Features	**Accessibility**	**User flow**	**Navigation**	**Brand identity**	**Tone**	**Descriptiveness**
GOOD + Connects people who want to donate and those who need donations - Some areas are over simplistic	**OUTSTANDING** + Color scheme is pleasing - High contrast, easy to read text - Lots of scrolling	**GOOD** + Successes - Drawbacks	**GOOD** + Very streamlined - Could use a little bit more description	**GOOD** + Very clean and simple - A little too much stock imagery	Tone is light and cheery. Inviting.	**OKAY** + Easy to understand - Simplicity leaves room for a lot c
GOOD + Can order prescriptions or a number of items right from their site - Slow loading time	**OKAY** + Categories well labeled - Excessive amount of items that are not clearly labeled	**POOR** - Prescription statuses are not accurately reflected in your account - Even when you place your order, it still may not go through to the pharmacy	**GOOD** + Easy to find pharmacy section - Too many options to choose from	**GOOD** + Stay consistent with brand colors - It's hard to distinguish between different sections	Sales tone with a strong emphasis on selling as much as possible	**GOOD** + Easy to tell what they sell - Too much information
GOOD + Can order prescriptions or a number of items right from their site - Cart is not always accurate	**GOOD** + Good use of white space - Lots of information on one page	**GOOD** + Easy to place order online - Online status is not always properly reflected	**GOOD** + Easy to find pharmacy section - Too many options to choose from	**OKAY** + Parts are cohesive with mobile app - It's hard to determine the difference in sections	Sales tone with a strong emphasis on selling as much as possible	**GOOD** + Easy to tell what they sell - Too much information

Ideation

Crazy Eights - one piece of paper was folded into 8 sections. I gave myself one minute to fill out each section.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies
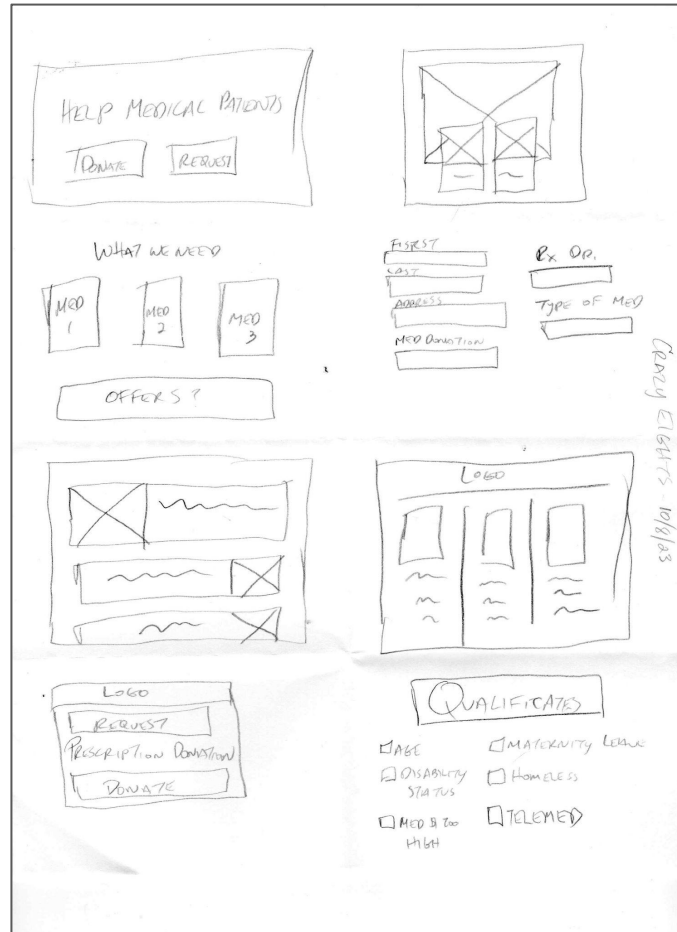
Digital wireframes

Due to peer feedback, more medication input fields were added and expiration dates have been added.

Medication Name #1

Prescribing Doctor's Name

Quantity

Expiration Date

Due to user request, expiration dates were added.

User feedback reflected the need for more medication input fields.

Medication Name #2

Prescribing Doctor's Name

Quantity

Expiration Date

Low-fidelity prototype

https://xd.adobe.com/view/09a4d15e-b0f0-43bb-a9ba-103ee7a07c67-5cf7/

From user feedback, I decided to add more fields for medications, an expiration date and a review order page.

Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

20 minutes

Usability study: findings

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

1

Finding

Users were fed up with over-prescribing pharmacies.

2

Finding

Most users felt very guilty just dumping their excess pills when they knew someone could use it.

3

Finding

Users wanted to see a confirmation page so that they could review their information before confirmin their final info.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The goal was to add more medication fields, an expiration date input section and a review order page.

First Name

Last Name

Address

E-mail

Phone Number

Medication Name #1

Prescribing Doctor's Name

Medication Name #1
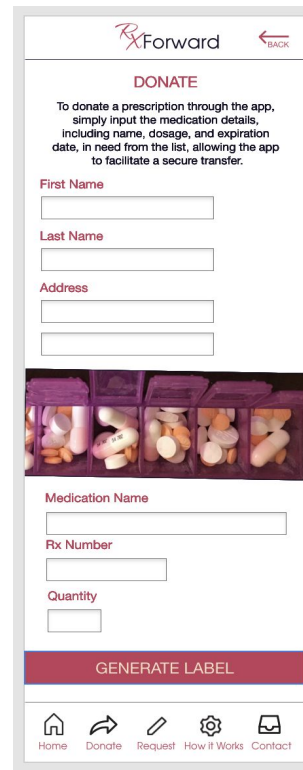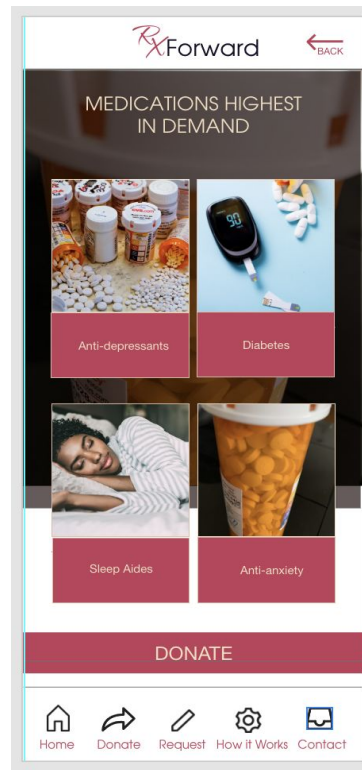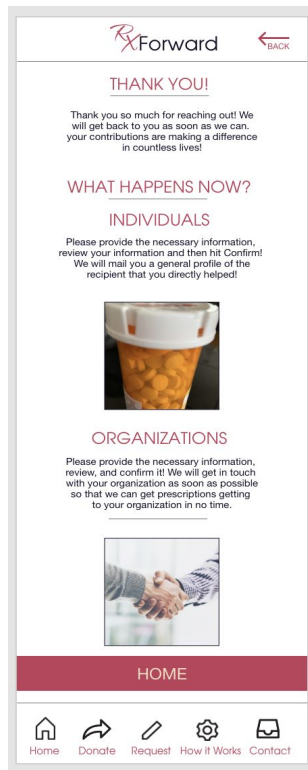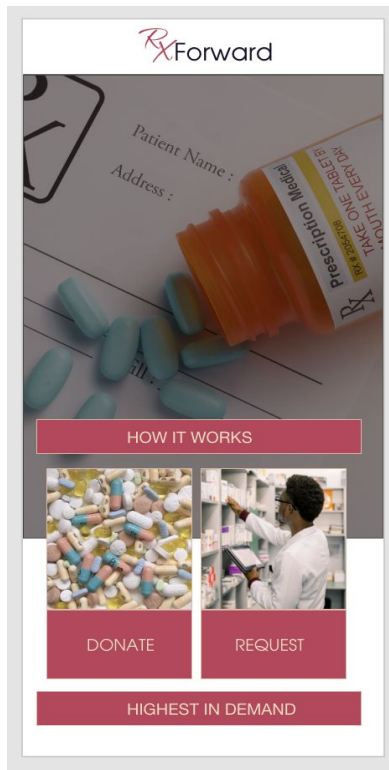
Prescribing Doctor's Name

Quantity

Expiration Date

Medication Name #2

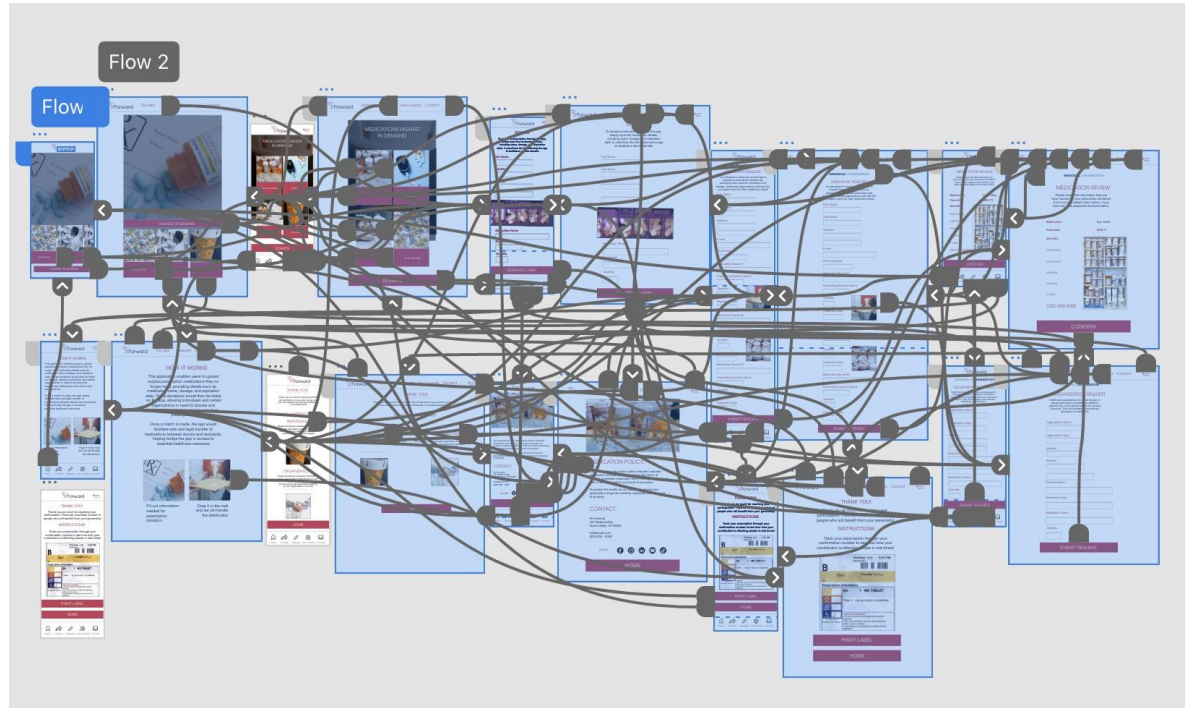Prescribing Doctor's Name

Quantity

Expiration Date

Mockups

High-fidelity prototype

Phone High-fidelity:

https://xd.adobe.com/view/843e0daa-2192-4ce2-b7be-e9742af1b07c-d16d/

Desktop High-Fidelity:

https://xd.adobe.com/view/f7d1bbad-0276-4a29-9841-891e85a7d14e-a282/

Accessibility considerations

1

Easily legible fonts were used.

2
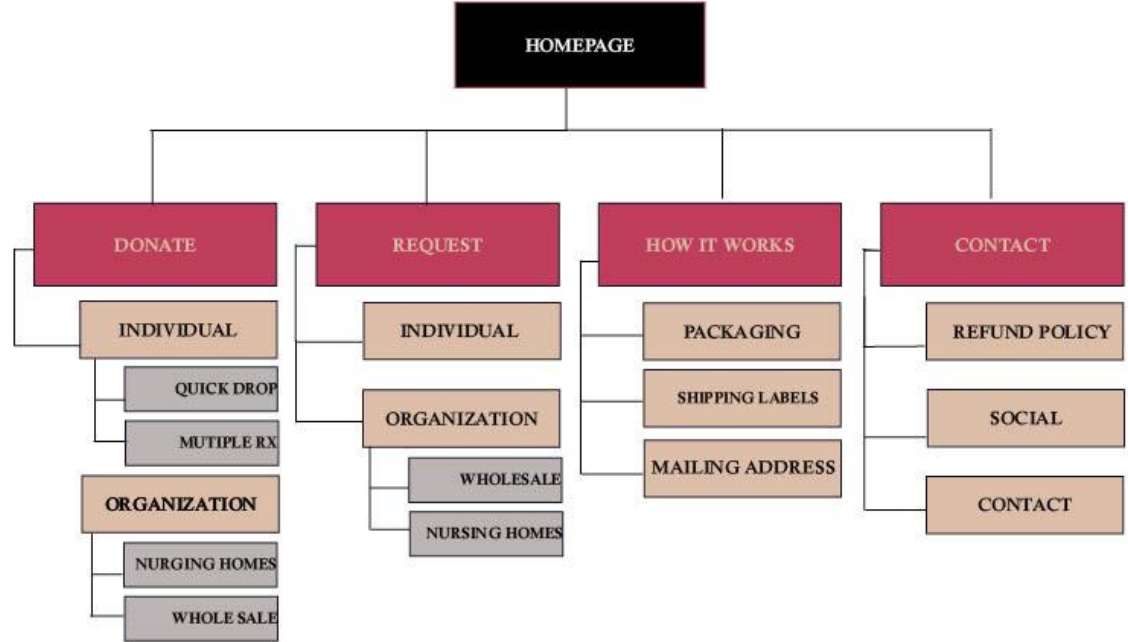
The app is high contrast so it's easy to read and view pictures.

3

Alternate text has been added to any images.

Responsive Design

- Information architecture
- Responsive design

Sitemap

The process was to get the user to the donate/request pages as quickly and smoothly as possible.

HOMEPAGE

DONATE | REQUEST | HOW IT WORKS | CONTACT

DONATE:
- INDIVIDUAL
  - QUICK DROP
  - MUTIPLE RX
- ORGANIZATION
  - NURGING HOMES
  - WHOLE SALE

REQUEST:
- INDIVIDUAL
- ORGANIZATION
  - WHOLESALE
  - NURSING HOMES

HOW IT WORKS:
- PACKAGING
- SHIPPING LABELS
- MAILING ADDRESS

CONTACT:
- REFUND POLICY
- SOCIAL
- CONTACT

Step 1) *Started with a homepage bubble at the top*
Step 2) *I added main content categories in bubbles directly underneath the homepage. All main categoriest are on the same level.*
Step 3) *I added subcategories for the rest of the website pages. Each subcategory is in a bubble under the main content category that they belong to.*
Step 4) *The user will be able to choose between individual/organization donation and requests.*
Step 5) *There is a subcategory under Individal Donation where users can put in their email so they can receive alreats about their donated products.*

Responsive designs

The thought process was to keep the user on the main point (donating) and cleaning up any unnecessary clutter.

Phone

Tablet

Desktop

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, the impact on the population and medical field would be huge. It would be that those who never had a chance at access to medication could finally get some help.

What I learned:

Throughout this projects I learned that I am very passionate about this subject and hope to take my UX skills to a humanitarian group.

Next steps

1

Next I would add center where people could easily drop off samples and not have to worry about going to the mailbox.

2

I learned that the more diverse your sample group, the better your app will be. Diversity is the key to accessibility.

3

I would have users bring in a prescription bottle to ensure that the medication number fields and the expiration dates were being reflects correctly.

Let's connect!

Thank you so very much for your time and attention!

You can contact me online at www.sbardesigns.com or at www.linkedin.com/in/sarahbarbaro/