

# Pill Reminder App

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# Project overview



## The product:

This product is meant to remind users to take their medicine. Like an alarm clock with information about the medicine and dosage.



# Project overview



## The problem:

Millions of people are dependent on taking their medicine on time. For many people this is something that is easy to forget, this is the problem I'm looking to solve with this app.



## The goal:

Design an app that will remind users of their medicine and make the planning process easy.

# Project overview



## My role:

UX designer leading the app and responsive website design from conception to delivery



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

# Understanding the user

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

# User research: summary



I developed interview questions which were then used to conduct user interviews. Most users reported that they have a hard time remembering all medication they need to take and made it clear that they would appreciate a better way to plan and remember their medication.

# Persona 1: Simone

## Problem statement:

Simone is a busy and hard worker, who needs to be reminded of her daily medication because she is dependent on them.



Age: 34  
Education: Bsc. English  
Hometown: Copenhagen, Denmark  
Family: Single, lives alone  
Occupation: High-school teacher

*"I don't want to panic because I've forgotten to take my medication, I want it to just be a part of my day."*

## Goals

- To plan out all the medications she needs throughout the week.
- To not have to worry about when she needs her medicine.

## Frustrations

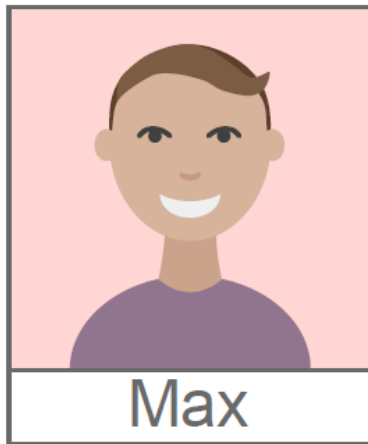
- Having to remember which medication I've already taken.
- Forgetting about taking them when I'm doing something else.

Simone is a high-school teacher that came to Sweden for work a few years ago and she spends most of her free time exercising. Simone suffers from a few conditions that she needs to take medication for. With her hectic life it is not to uncommon that she forgets to take them on time.

## Persona 2: Max

### Problem statement:

Max is a working student who needs a reminder on when to take his allergy medication because he often forgets he needs them.



Age: 25  
Education: Bsc. Computer Science  
Hometown: Gothenburg, Sweden  
Family: Lives with mother and younger brother  
Occupation: Student

*"I only need my medicine during the summers and I often realize I need them when it's already to late."*

### Goals

- To enjoy the summers without allergies.
- Remembering to take their medication on time.
- Keeping track of what days he would need his medicine.

### Frustrations

- Only needs his medicine when there is a lot of pollen.
- That he has to remember taking his medication a few weeks before the summer.

Max is a student who loves spending their time off school watching movies and playing games. Max has a lot of allergies that can get very bad if he isn't persistent with taking his medication.



# Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the medication reminder app.

	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
Pill Reminder	Direct	Universal	---	Free	only app	50K downloads	anyone who regularly takes medication	Multiple profiles on one device
Pill Reminder & Medication Tracker	Direct	Universal	---	Free	only app	1M+ downloads	anyone who regularly takes medication	Tracks your overall well-being
Medisafe	Direct	Universal	---	Free	only app	1M+ downloads	anyone who regularly takes medication	See interactions between medication

First Impressions		Interaction			
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation
<b>RATING</b> No desktop version + Successes - Drawbacks	<b>RATING</b> Outstanding + Clean and easy	<b>RATING</b> Good + Multiple users on one phone - Adds	<b>RATING</b> Needs work - Not a lot of customization	<b>RATING</b> Good + Easy to follow	<b>RATING</b> Good + Easy to understand - Adds
<b>RATING</b> No desktop version + Successes - Drawbacks	<b>RATING</b> Good + Nice use of colors - Looks a bit underdeveloped	<b>RATING</b> Good + Keeps track on overall health	<b>RATING</b> Needs work - Not a lot of customization	<b>RATING</b> Good + Easy to understand - A lot of information	<b>RATING</b> Good + Easy to understand - Adds
<b>RATING</b> No desktop version + Successes - Drawbacks	<b>RATING</b> Outstanding + Good use of pictures	<b>RATING</b> Good + See interactions between medication	<b>RATING</b> Needs work - Not very friendly for colorblind users	<b>RATING</b> Good + Easy to follow	<b>RATING</b> Good + Easy to follow

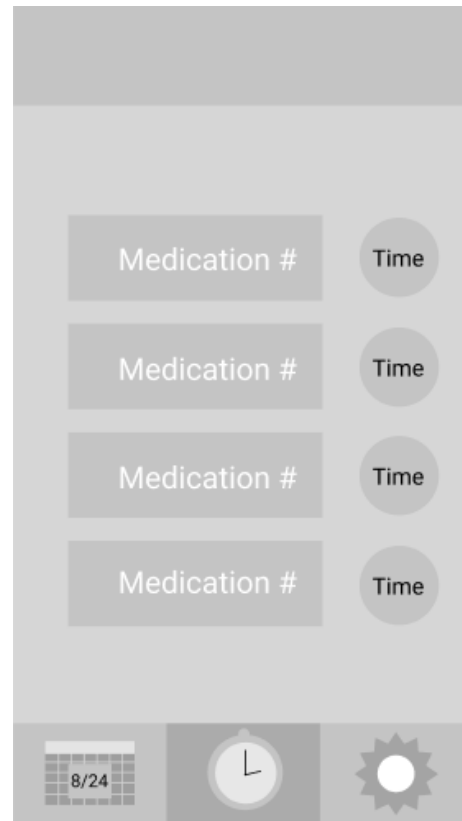
Visual design	Content	
Brand identity	Tone	Descriptiveness
<b>RATING</b> (no real pressense) + Successes - Drawbacks	Friendly and kind.	<b>RATING</b> Good + Good use of tokens
<b>RATING</b> (no real pressense) + Successes - Drawbacks	Kind and sincere. Feels professional.	<b>RATING</b> Good + Lots of information on your overall health
<b>RATING</b> (no real pressense) + Successes - Drawbacks	Professional and friendly.	<b>RATING</b> Good + Weekly status reports



# Digital wireframes

After ideating and drafting some paper wireframes, I created the first draft of a digital frame.

The different alarms that the user have set.



Time left before the alarm rings.

# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Sweden, remote



## Participants:

4 participants



## Length:

15-20 minutes

# Usability study: findings

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

1

## Finding

Users want to easily re-schedule medicine they always take

2

## Finding

Users want to be able to see what medication they have already taken.

3

## Finding

Users preferred to have some information about the medication they take.

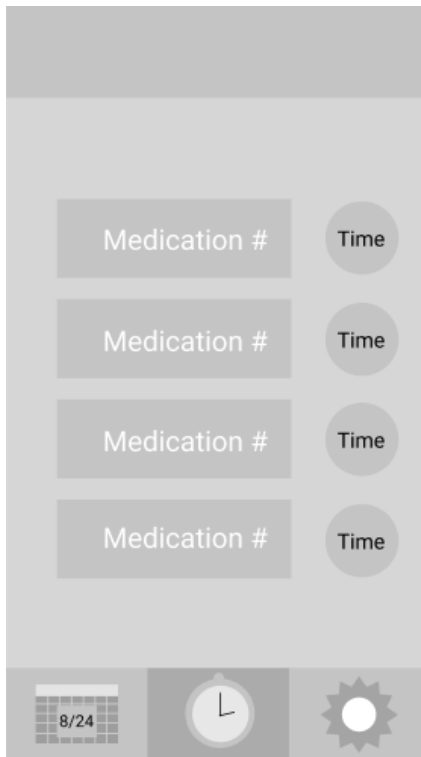
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Based on the insights from the usability studies, I applied design changes like providing some information about the alarms as well as the option to add a note about the medication.

Before usability study



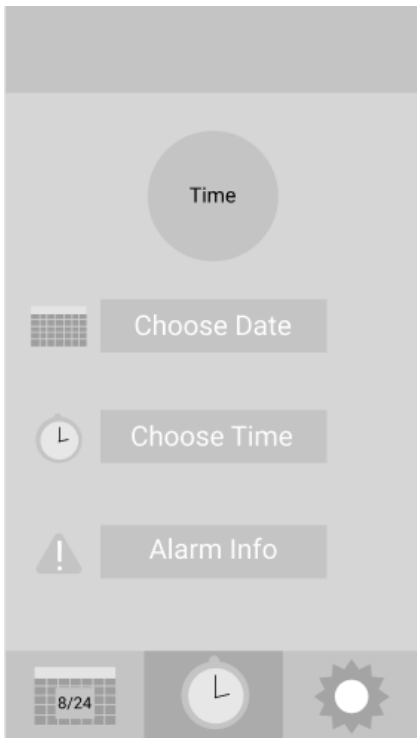
After usability study



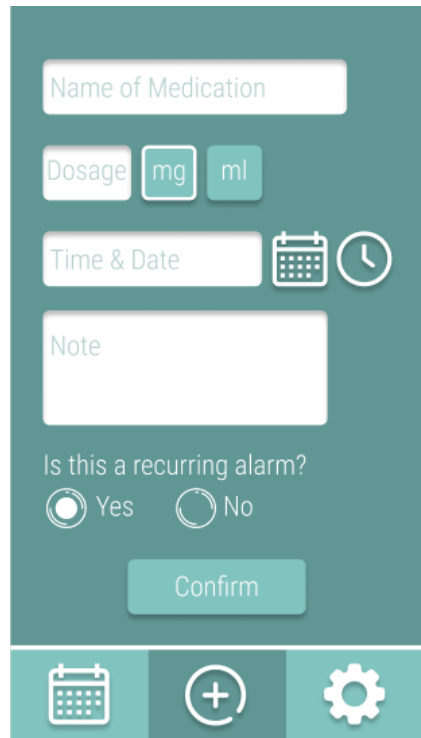
# Mockups

Additional design changes included re-designing the “new alarm” section. For a clearer and more user friendly experience.

Before usability study

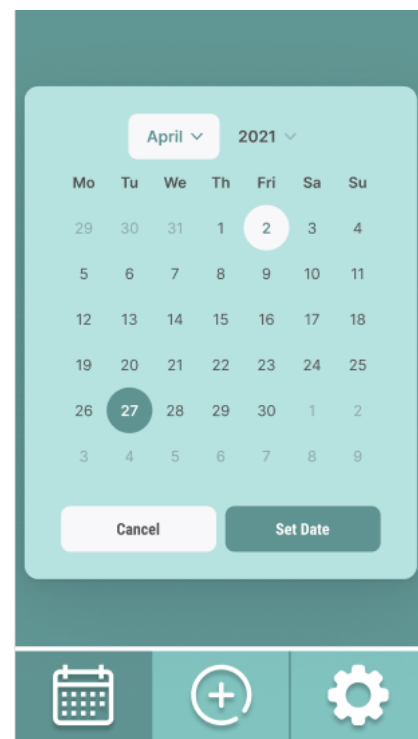
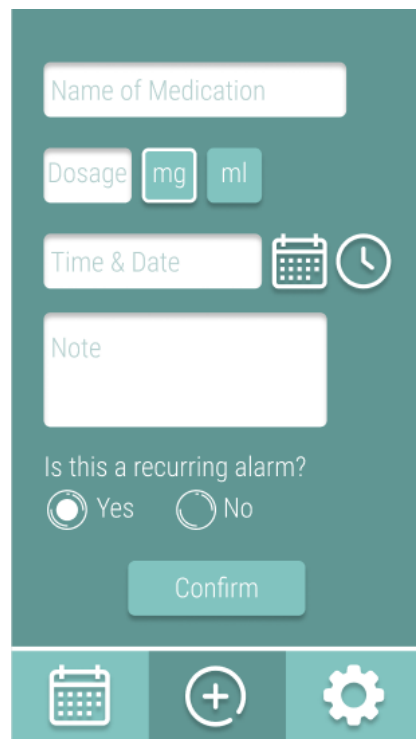
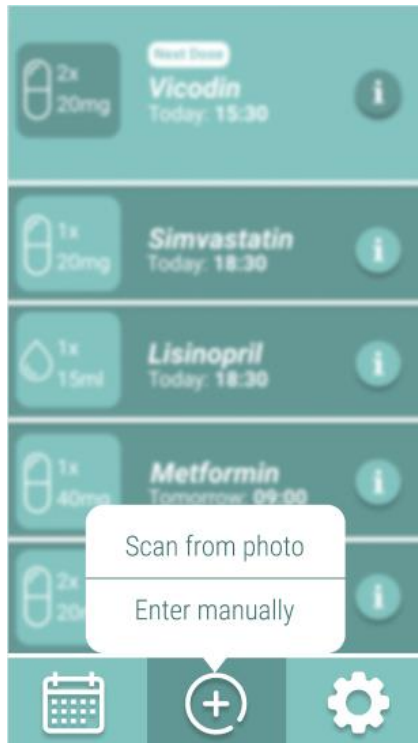


After usability study





# Mockups



# Accessibility considerations

1

Possibility to change the colors and exposure of the app.

2

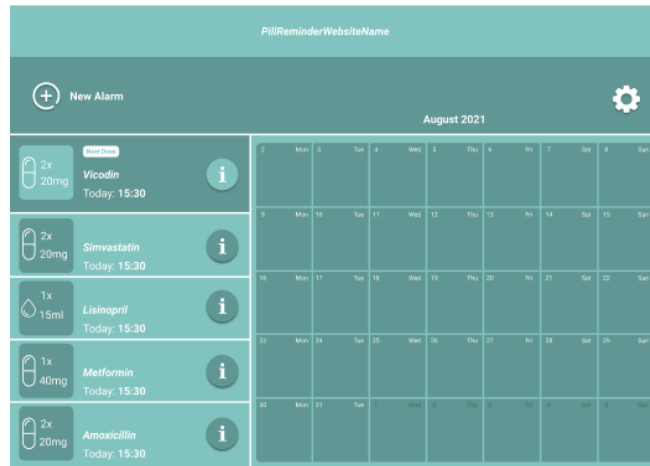
Implementation for text to speech.

# Responsive Design

- Information architecture
- Responsive design

# Responsive designs

The designs for screen size Variation included mobile, Tablet and desktop. I optimized the designs to fit specific user needs of each device and screen size.



# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that the app felt like something they would really use and that would actually help them in their everyday life.



## What I learned:

I learned that designing for users of all age groups and with all different types of problems it can be very difficult to not get stuck trying to make it accessible for everyone.

# Next steps

1

Conduct research on how useful the app is for the users.

2

Do more user testing and see what can be improved.

3

Look for eventual possibilities to integrate the app with other healthcare apps.

# Let's connect!



Thank you for your time reviewing my work on the app! If you'd like to see more or would like to get in touch, my contact information is provided below.

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