

MedTrigg App and Responsive Website

Deborah Ologundudu

Project overview



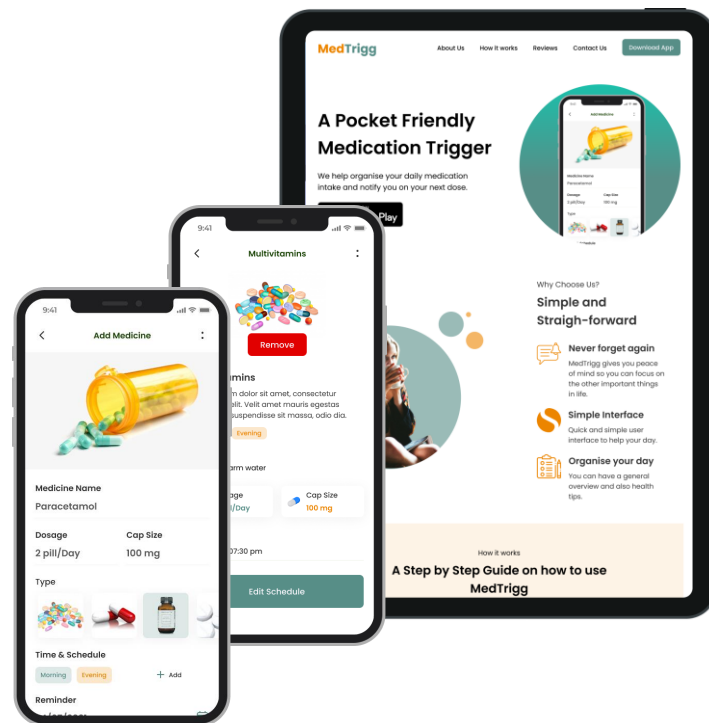
The product:

MedTrigg is a medication reminder app focused on reminding users to take their medicine. MedTrigg's primary target users include young adult and adults who are concerned about their health and would like a reminder that could help them take their medication without missing doses.



Project duration:

August 2021 to September 2021



Project overview



The problem:

The effects of missed doses is easily overlooked because people felt a late dose is not an immediate harm, but they forget a little gap in the dose is harmful for the health.



The goal:

Design an app that will help people in remembering to take their medication at the appointed time.

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 conducted interviews and created user journey maps to understand the users I'm designing for and their needs. A primary user group identified through research was young and working adults who keeps forgetting to take their medication on time.

The feedback received through research made it very clear that users would be happy if they had access to an easy-to-use tool that would remind them before medication and at the exact time to take their medicines.

Persona 1: Jennifer Vard

Problem statement:

Jennifer is a busy freelancer that works from home, who needs an easy way to remember her grandmother medication because she keeps forgetting.



Jennifer Vard

Age: 24
Country: Philippines
Family: Single
Occupation: UX Designer

“Type and brands of the medication, probably a history when and what you took. Anything that can be shown to the doctor”

Goals

- Want to be able to differentiate between each medication and the time for each
- Want to be able to manage my daily schedule without any interference.

Frustrations

- Forgets the time for the medication
- Sometimes forget which medication is for which time

Jennifer is a freelancer that works at home, her grandma is put in her care due to the flexibility of her job. She gets busy in the day and usually forget her grandmother's medication. She wants to be able to manage both.

Persona 2: Davis Brook

Problem statement:

Davis is a sick patient who needs to a medicine reminder app with motivational tips because he is not motivated to take his medication.



Davis Brook

Age: 38
Country: USA
Family: Married
Occupation: Teacher

“Notification would be good, but better still the app should teach you routine”

Goals

- Don't want to skip the time for medication again
- Needs an app that can act as a motivational and med reminder.
- Needs to get notification before and after medication

Frustrations

- Usually forgets to take medication after meal.
- Using alarm clock as med reminder is not motivating me, sometimes I snooze it and forget to take meds.

Davis has an heart disease for about 2 years now, He is placed on different medication. He is tired of using it and he is almost giving up hope. He is hoping to find some app that could motivate him and give him hope.

User Journey Map

Davis's user journey revealed how helpful it would be for users to have access to the MedTrigg app.

Davis Brook

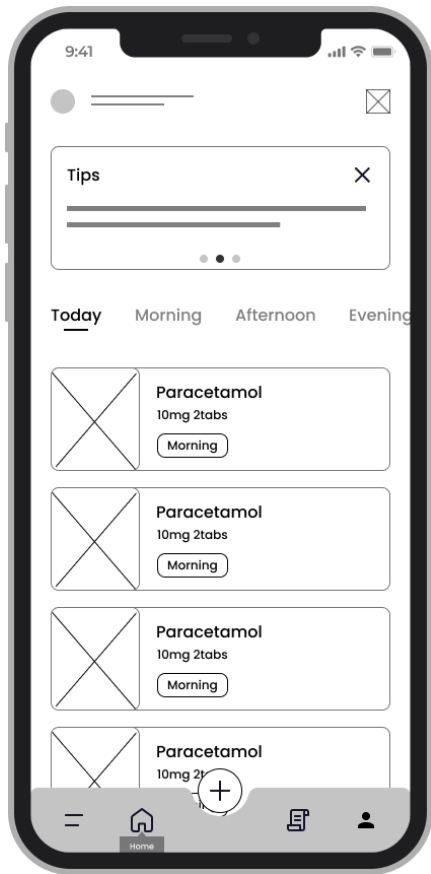
Goal: Get notified about medication on time.

ACTION	Sign up and create a new account	Log-in to an existing account	Set up profile page	Add medication
TASK LIST	Tasks A. Download App from playstore B. Fill the sign up form to create an account C. Submit form by clicking the SIGN UP button	Tasks A. Fill in the form with your email and password B. Click the LOGIN button to login	Tasks A. Enter your details in the fields provided B. Click SAVE to save your details	Tasks A. Enter medicine name B. Enter Dose C. Choose Time D. Frequency or choose days E. SAVE to save details
FEELING ADJECTIVE	Eager	Easy	Impatient	Satisfied
IMPROVEMENT OPPORTUNITIES	Add options to create account using social media account	<ul style="list-style-type: none">• Add remember me options for users for login less frequently• Add options for users to login using their social media	Only include necessary details	Users want separate profile for another person on app

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the MedTrigg app. These designs focused on delivering personalized guidance to users to help schedule a medicine reminder.

List of medicines added with detailed information on usage

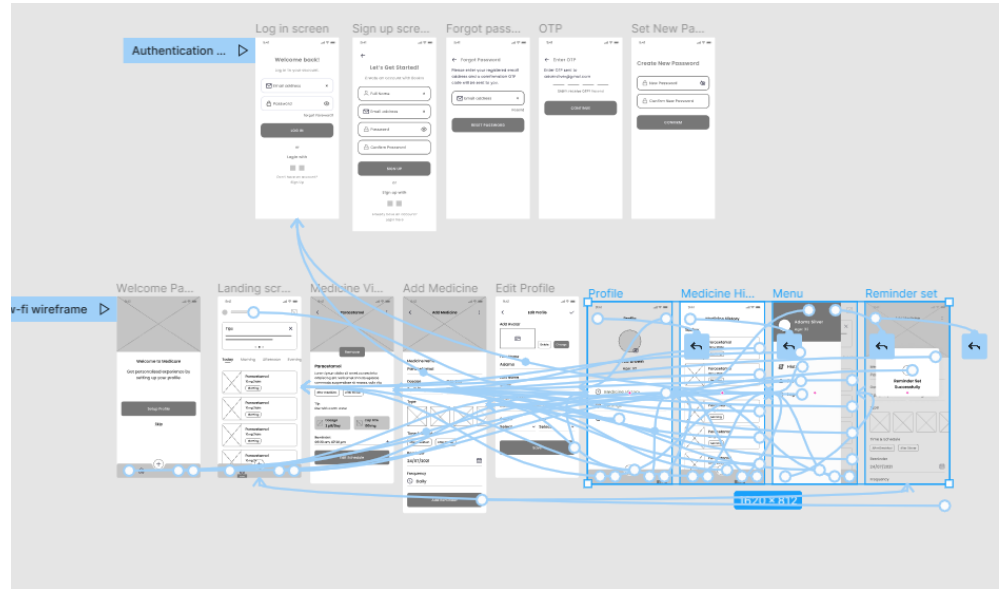


Easy access to app features from global navigation

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of setting up profile and adding medicine for a reminder schedule

View [MedTrigg's low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Nigeria, remote



Participants:

10 participants



Length:

10-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Privacy

People want limited information that doesn't reveal who they are to be entered in the profile setting

2

Profile

People don't want to fill long forms in setting up their profile

3

Add Medicine

People had difficulty adding medicine to the app.

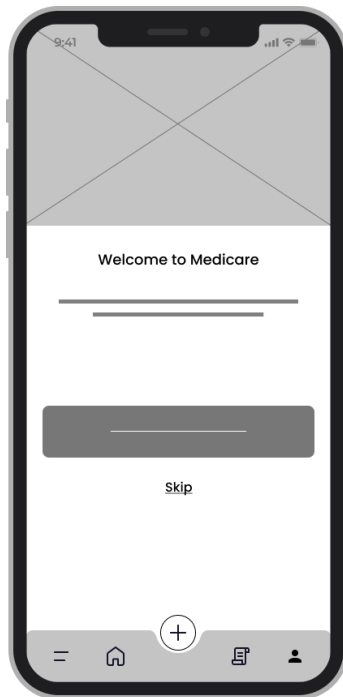
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

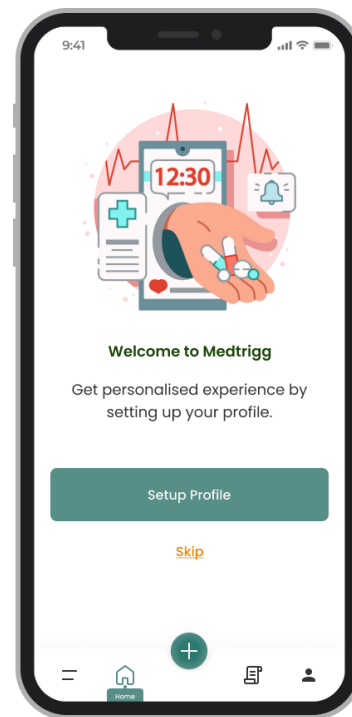
Mockups

Based on the insights from the usability studies, I applied design changes like providing more clues on how to set up their profile, so it's the first screen they will see after signing up.

Before usability study



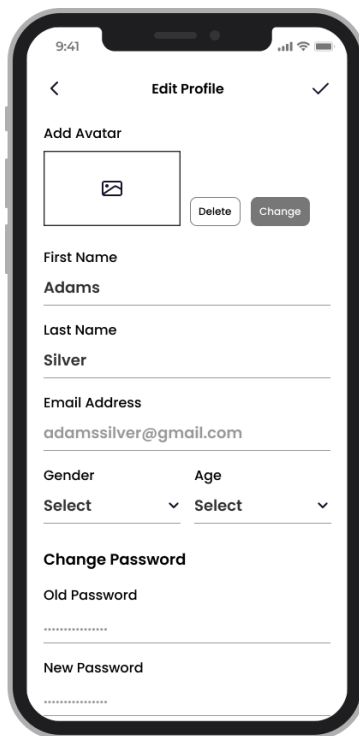
After usability study



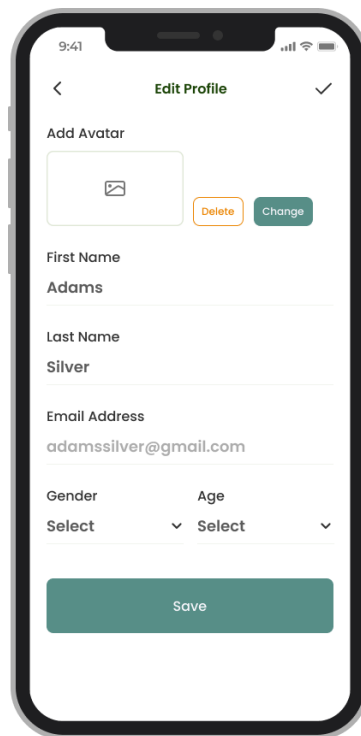
Mockups

Additional design changes included removing the password change option from the profile setup.

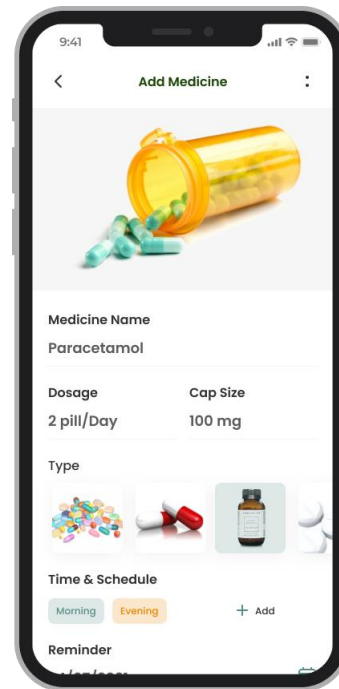
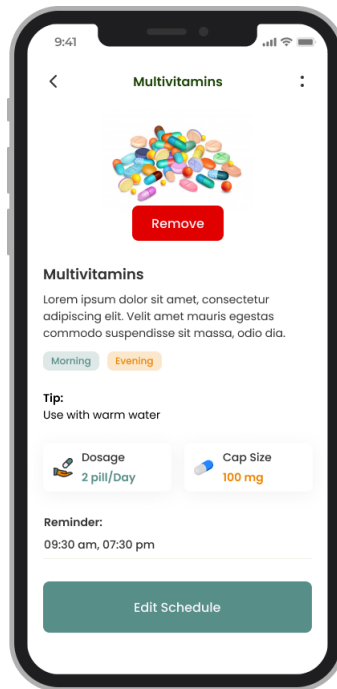
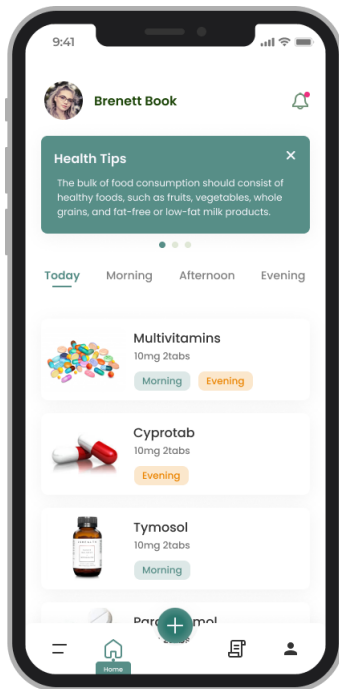
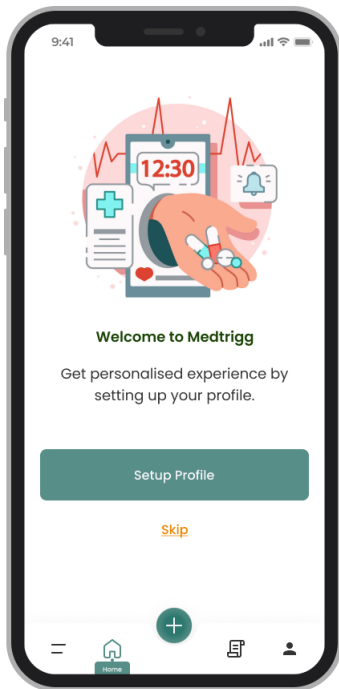
Before usability study



After usability study



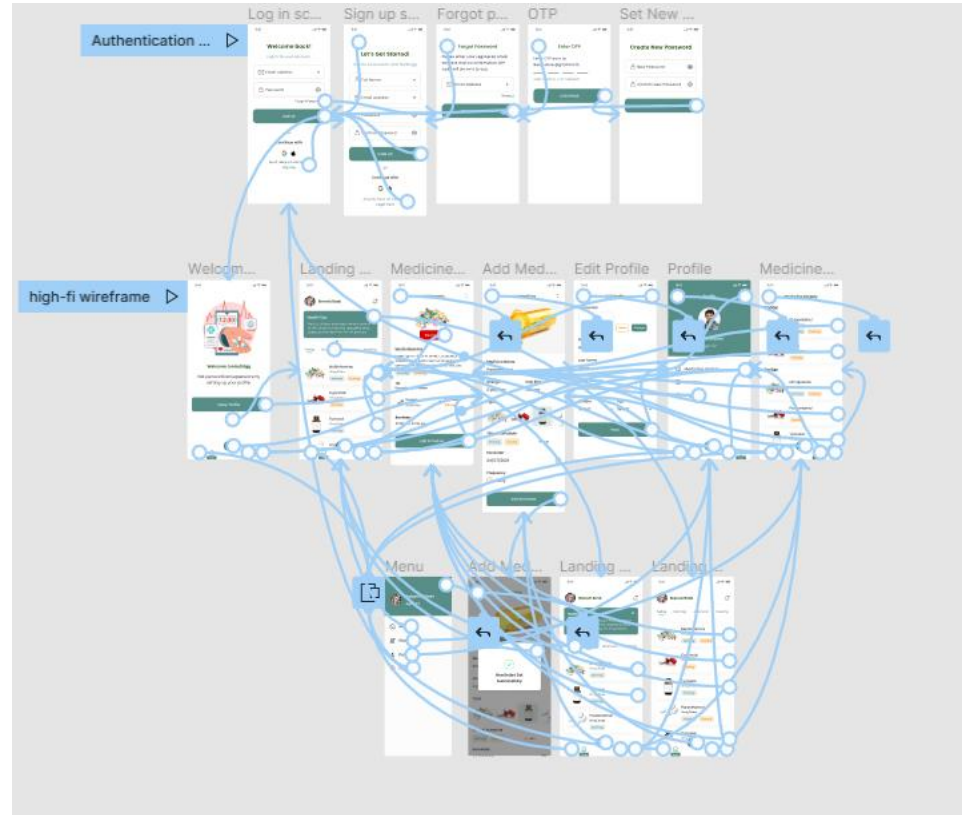
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View [MedTrigg's high-fidelity prototype](#)



Accessibility considerations

1

Used icons to help make navigation easier.

2

Clear labels for interactive elements that can be read by screen readers.

3

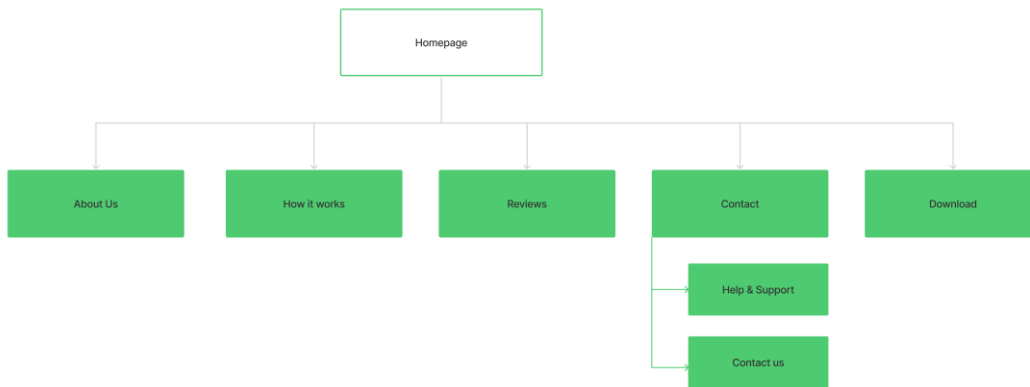
Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

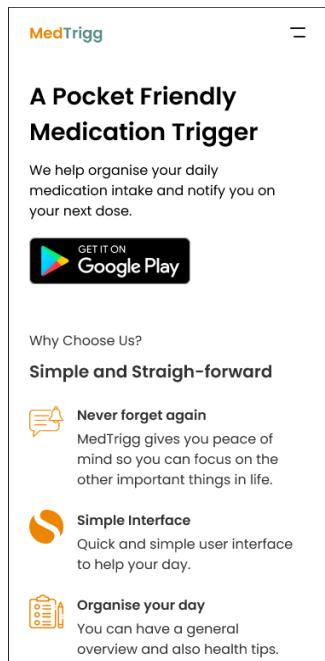
Sitemap

With the app designs completed, I started work on designing the responsive website. I used the MedTrigg sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



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.



MedTrigg

A Pocket Friendly Medication Trigger

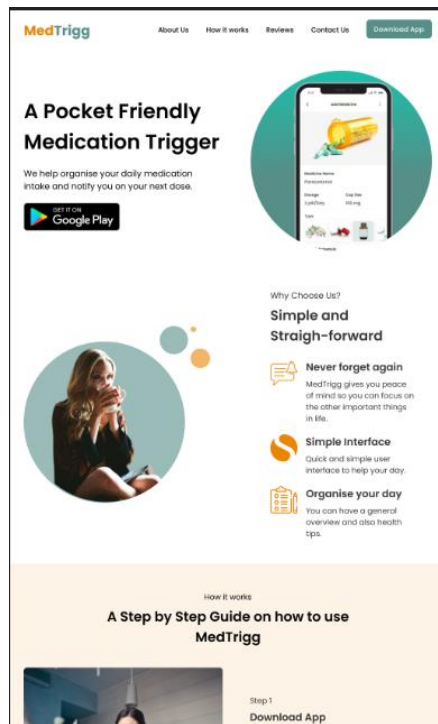
We help organise your daily medication intake and notify you on your next dose.

GET IT ON Google Play

Why Choose Us?

Simple and Straight-forward

- Never forget again**
MedTrigg gives you peace of mind so you can focus on the other important things in life.
- Simple Interface**
Quick and simple user interface to help your day.
- Organise your day**
You can have a general overview and also health tips.




MedTrigg

About Us How it works Reviews Contact Us Download App

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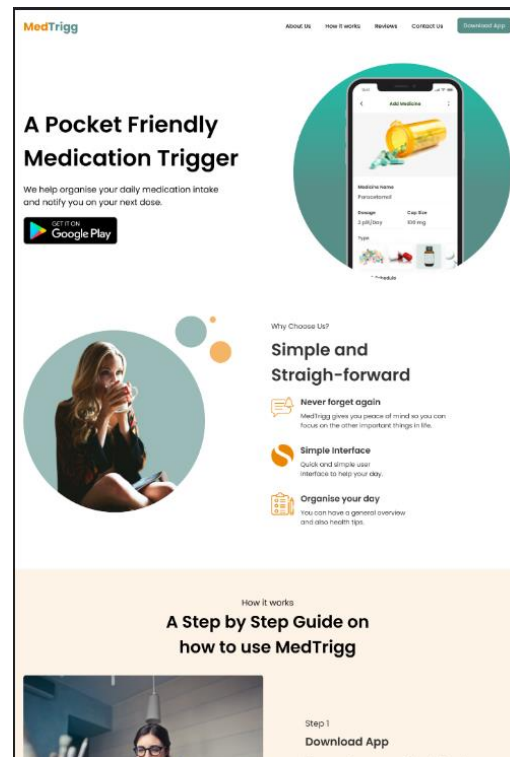
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How it works

A Step by Step Guide on how to use MedTrigg

Step 1
Download App




MedTrigg

ABOUT US HOW IT WORKS REVIEWS CONTACT US Download App

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Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our targets users shared that the design was intuitive to navigate through and straight forward. One quote from peer feedback was that “pretty straight-forward, adding medicine was smooth and self explanatory. Nice idea!”



What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal of users.

2

Add more features to future designs because some users suggested having doctor appointment schedule added to the design will be a life saver

Let's connect!



Thank you for reviewing my work on MedTrigg Responsive 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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