

The Cabinet: app & responsive website

Emma

Project overview



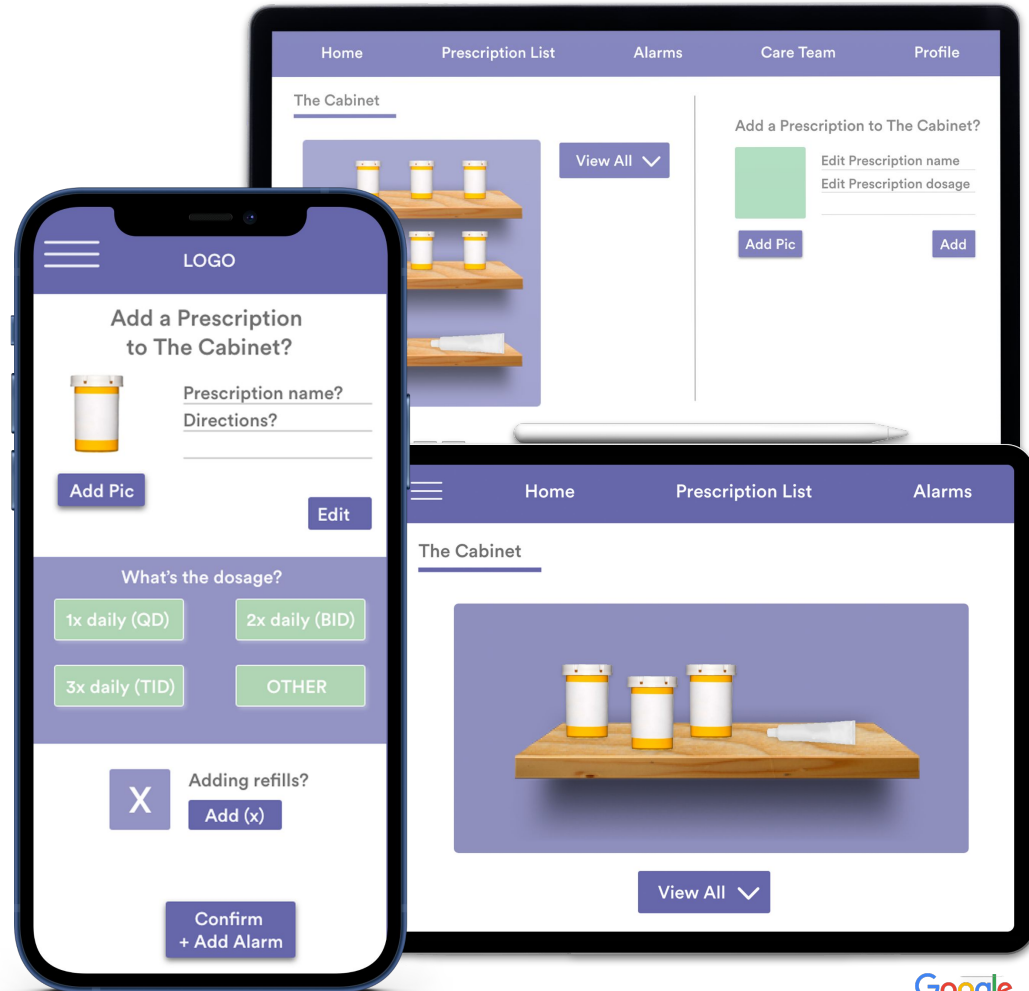
The product:

Design an app & corresponding responsive website to help users be able to remember to take medications that doesn't feel clinical.



Project duration:

February - March 2022



Project overview



The problem:

Whether you're busy or keep odd hours, it's easy to forget to take medications and stay organized without external help.



The goal:

Create an unobtrusive way to keep track of medications and have customizable reminders.

Project overview



My role:

Lead UX designer, researcher, and interviewer



Responsibilities:

Wireframing (paper + digital), conducted and analyzed interviews and usability studies, designed low- and high-fidelity prototypes, created visual elements and logo design.

Understanding the user

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

User research: summary



This topic is personal to me, because I have a history of forgetting to take medications. When I conducted interviews, I realized that it doesn't matter your background or how organized you may be, there's always one task that slips through the cracks. Through my research I learned that there are many factors that can lead to missing a dose or even overdosing.

Persona 1: Michael

Problem statement:

Michael is a overworked and tired programmer who needs loud alarms to remind him of a dose because he often forgets if or when he last took his medicine.



Michael

Age: 28
Education: MS, computer science
Hometown: Seattle WA
Family: Single
Occupation: Programmer

“If an app could take away one aspect of my life, I could spend more time on doing what I love”

Goals

- Wants to use something digital
- Wants an non-intrusive reminder

Frustrations

- Often forgets if/when he took medications
- Gets frustrated coming up with his own solution
-

Michael is a tired programmer with memory issues that often forgets to take his medications on time. Or he'll try to take something again because he's not not sure when he last took a dosage.

Persona 2: Alexis

Problem statement:

Alexis is a young student living on her own for the first time who needs subtle reminders because she doesn't want to rely on others.



Alexis

Age: 19

Education: Pursuing BBA

Hometown: Los Angeles CA

Family: Single

Occupation: Student

“The reminder or timer app just isn't doing it for me.”

Goals

- Wants a place to get reminders and countdowns all in the same place
- Wants something that's her own

Frustrations

- Has a hard remembering the directions
-

Alexis is a young college student living on her own for the first time. She needs a way to stay organized and not have to rely on others.

Competitive audit

An audit of the top 4 most popular apps for medication trackers. There's obvious differences between being simple and straight to the point and lacking visual appeal.

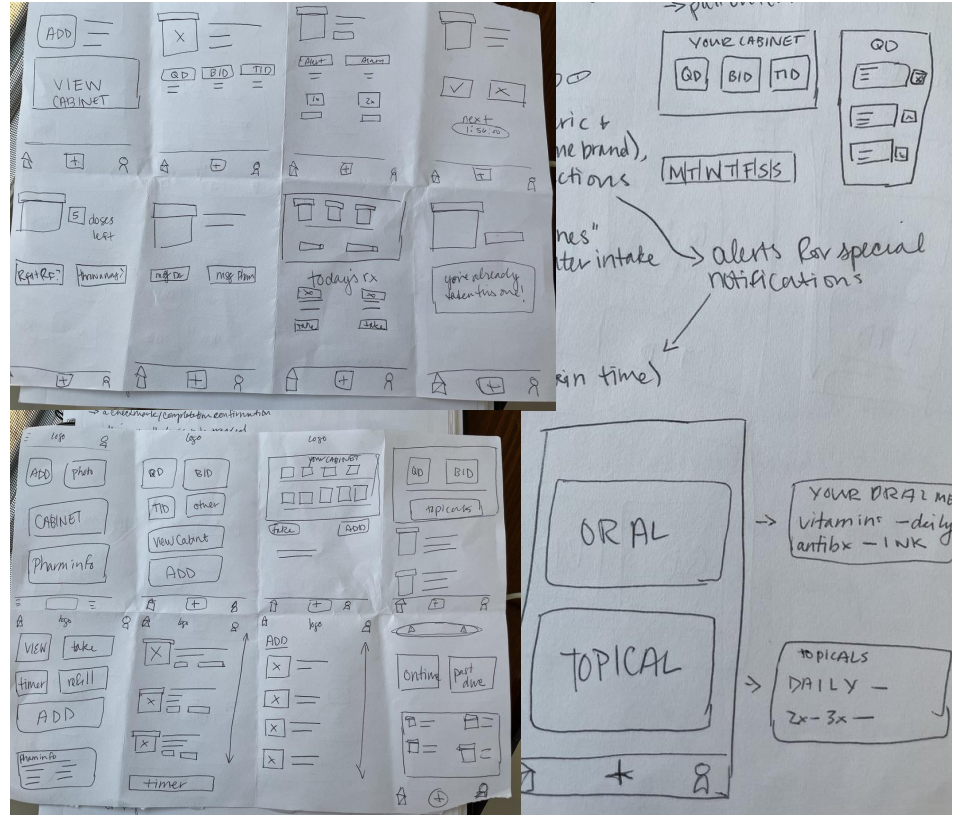
Competitive audit								
Competitive audit goal: find out what other ways people track medication usage								
General information								
Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition	
Default reminder app	indirect	ios / android	\$	n/a	medium	basic phone app users		
Default alarm app	indirect	ios / android	\$	n/a	medium	basic phone app users		
MyTherapy: Medication F	direct	ios / android	health tracker, reminders	\$	https://www.medisafeapp.com/	small	health conscious people, elderly adults	"Spend less time thinking about medications—and more time living your life."
MediSafe	direct	ios / android	reminders, coupons, drug interacti	https://www.mytherapyapp.com/	medium	young adults, older adults, people who have caregivers	"Take your medications. Off your mind."	

First Impressions		Visual design	Content	
Desktop website experience	App or mobile website experience	Brand identity	Tone	Descriptiveness
none of the apps had a desktop website	OKAY + simple - a little too basic	+ strong / simple UI - a bit boring visual appearance	user friendly in appearance + font	- no other text
they were all apps	OKAY + adjustable volume - no place for notes	+ obvious on/off for alarms - when the alarm is more obvious than what the alarm is for	very basic and straight to the point; no extra frills	- no other text
	FAIR + very basic UI - dislike the name	+ strong / simple UI + no images - looks like a default font	formal but friendly; also uses semi 'default' colors and fonts	+ has option for graphs/charts for progress - has almost no external info
	GOOD + highly reviewed + easy to read - too many functions	+ consistent text size + unsure what app is when in the app (no logo) - limited emphasis w/ color	very formal + informational as possible; uses a 'default' blue for accent color;	+ conveys information in app + has info on other meds + health related issues - keeps advertising in-app purchase options

	UX <small>(rated: needs work, okay, good, or outstanding)</small>			
	Interaction			
	Features	Accessibility	User flow	Navigation
Default reminder app	GOOD + able to add notes	NEEDS WORK + uses same UI as rest of default apps - unable to find in app library	GOOD + very simple	GOOD + able to add stacking reminders + able to link calendar
Default alarm app	OKAY - only one type of notification	OKAY + mimics native UI	GOOD + able to complete quickly	OUTSTANDING + easy to find + able to see all alarms
MyTherapy: Medication F	GOOD + able to view chart of progress - too many features	GOOD + able to use w/o login	OUTSTANDING + auto-fill - limited suggested options	GOOD + only 4 navigation tabs
MediSafe	OUTSTANDING + has coupons - has in-app purchases	GOOD + simple text + icons - menu up from bottom hidden by phone UI	GOOD + tells you that notifications are off + keeps track of inventory	GOOD + has tutorial - has a social media feel with 'likes'

Ideation

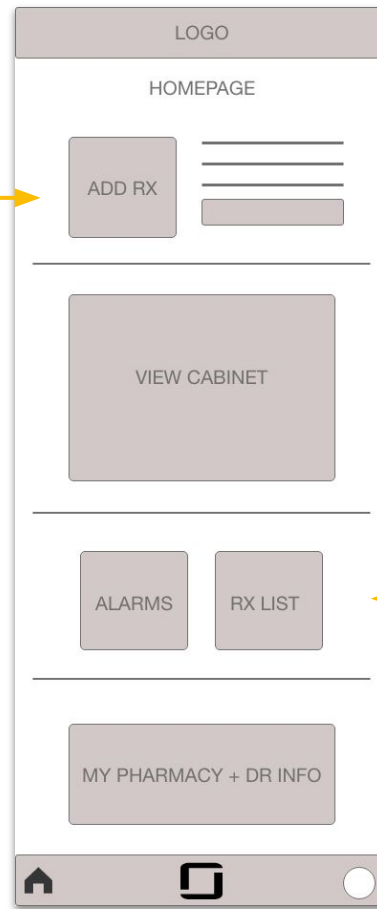
I did a couple Crazy Eights and realized that I wanted the app to really feature the view of all the medications (the Cabinet).



Digital wireframes

The initial digital wireframes had a main 'banner' with columns of other options below. It seemed important to have the most used feature on top.

The ability to quick add a rx was important



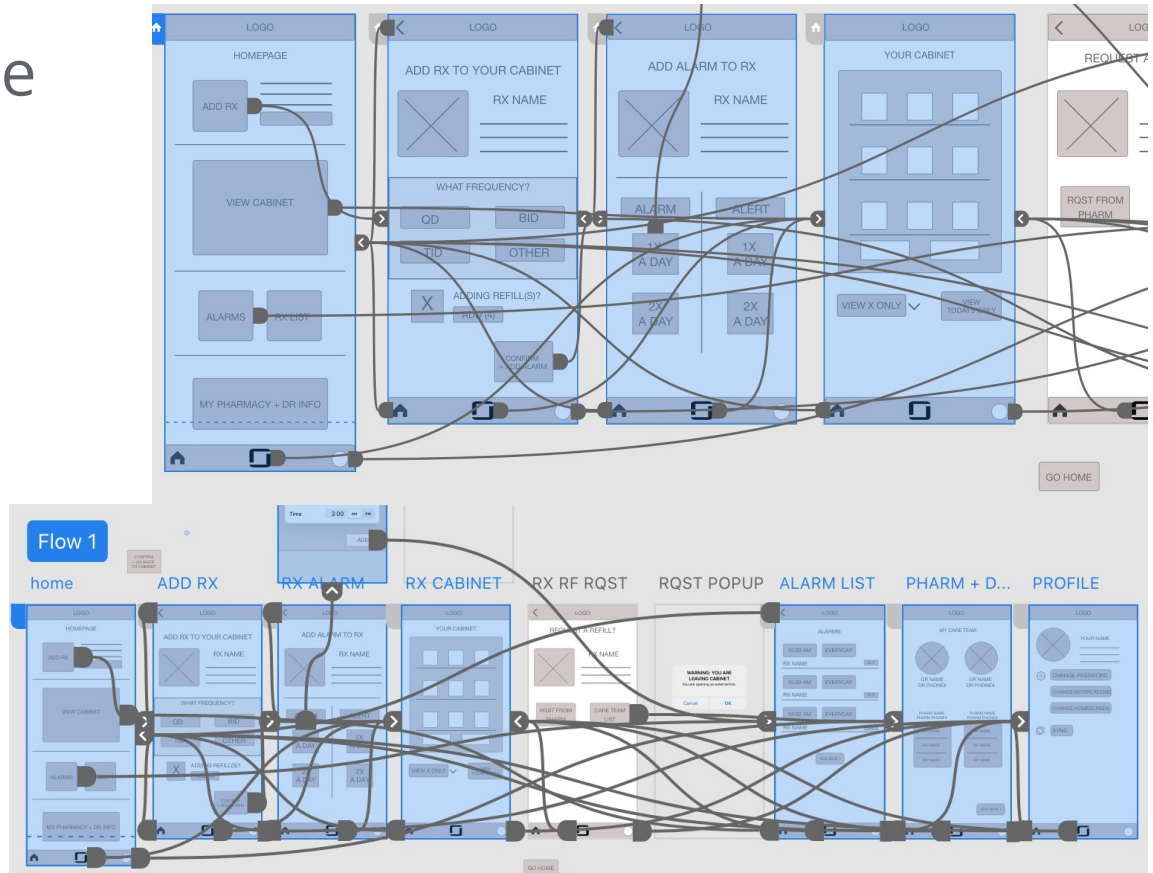
Able to access all pages from homepage



Low-fidelity prototype

The low-fidelity prototype goes through the basic steps of adding a medication to your Cabinet.

View it [here](#)



Usability study: parameters



Study type:

Moderated usability study



Location:

US, remote



Participants:

5 participants



Length:

15-20 minutes

Usability study: findings

The main findings were all related the user flow:

1

Finding

Users asked that back button go directly back a page, not a whole step in the flow

2

Finding

Users said that it was important that the home screen only has 2-3 options to click on

3

Finding

Users found the bottom navigation clunky

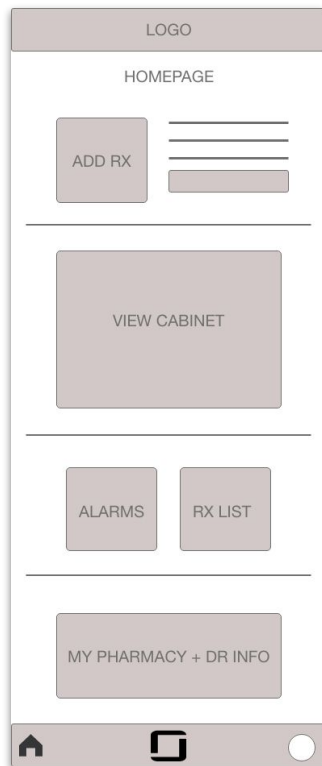
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

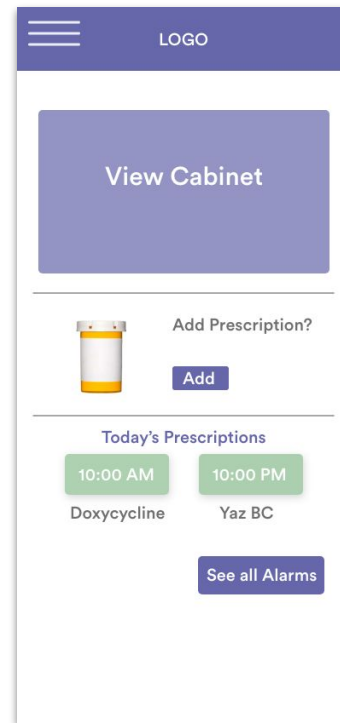
Mockups

Based on the usability study feedback, I really cleaned up the home screen to show the most important items.

Before usability study



After usability study



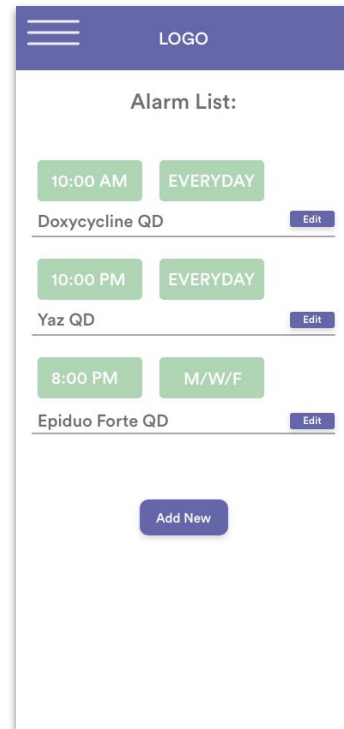
Mockups

By taking away the bottom navigation, I was able to have the alarm list, its own page from the hamburger menu.

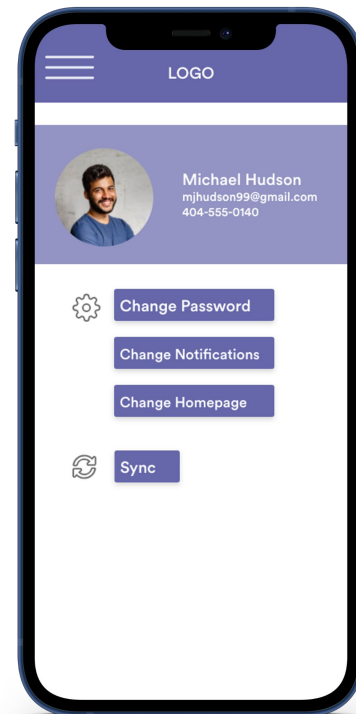
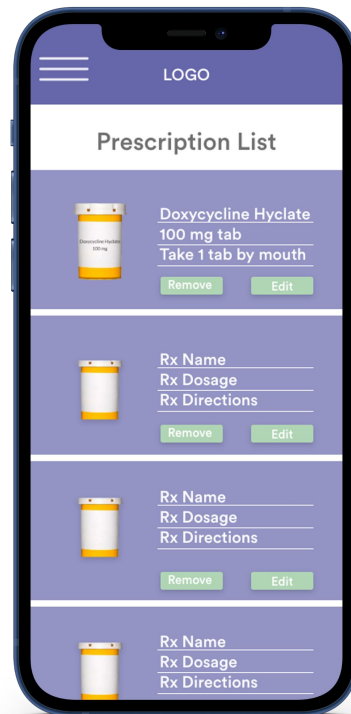
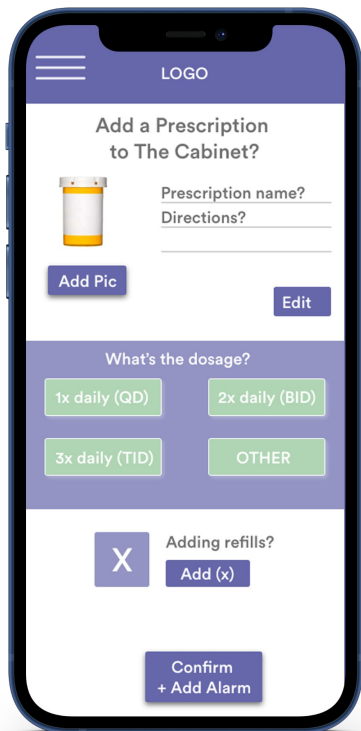
Before usability study



After usability study

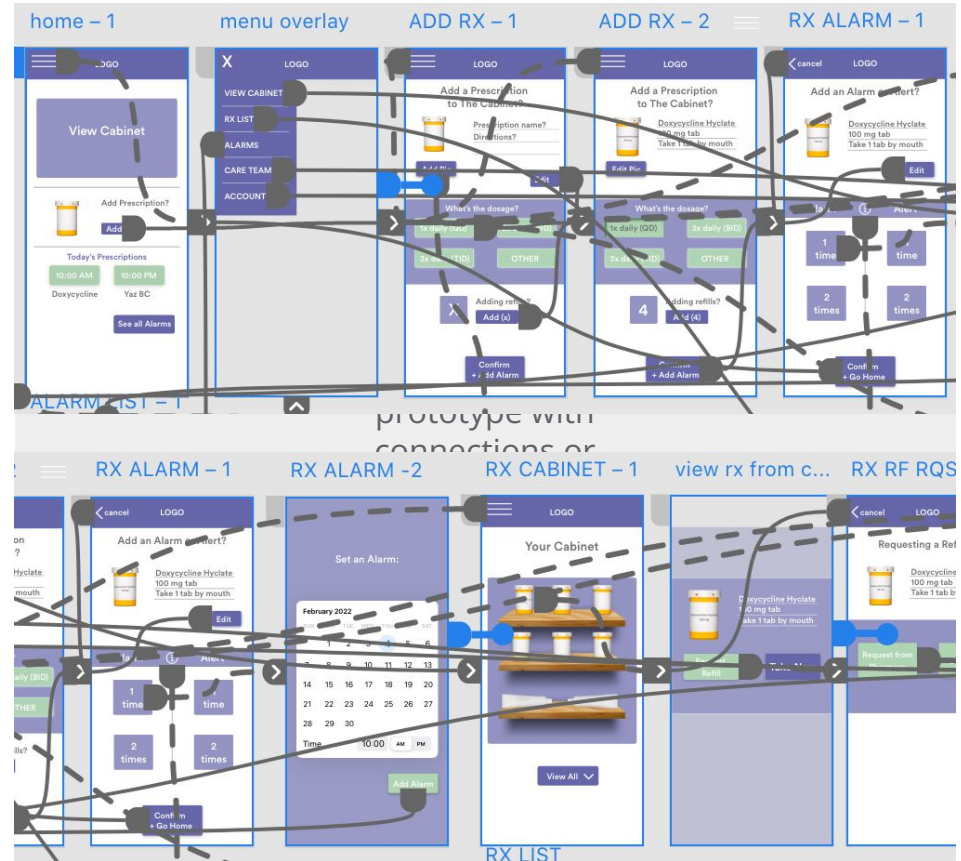


Mockups



High-fidelity prototype

[Links to low-fidelity prototypes of different screen variants and brief description of the user flow + how you responded to and implemented peer feedback]



Accessibility considerations

1

Upper and lowercase for best legibility and the use of gray text to give a softer contrast.

2

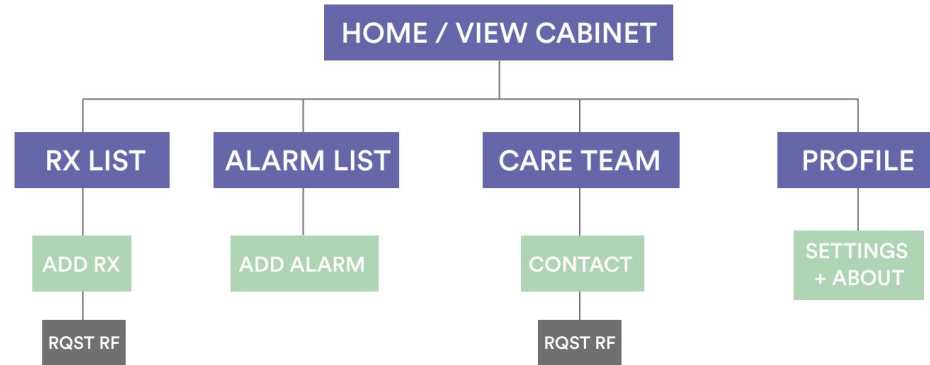
The use of two complementary colors that weren't too harsh, but distinct enough for those with colorblindness.

Responsive Design

- Information architecture
- Responsive design

Sitemap

My thought process for the sitemap was that it should be a duplicate of the app's pages. I wanted everything as simple as possible and users would be able to access every page from every page.



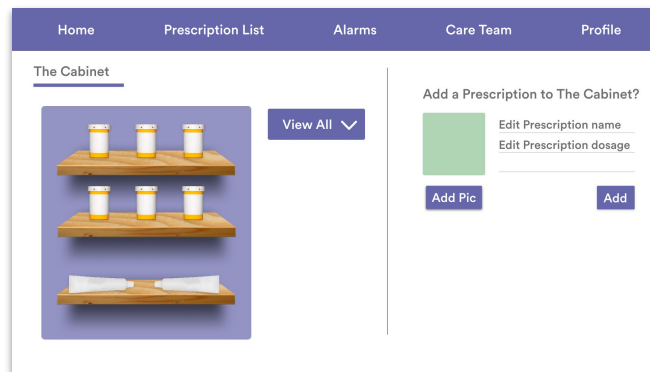
Responsive designs

The variations of screen size include mobile, desktop, and tablet.

Mobile



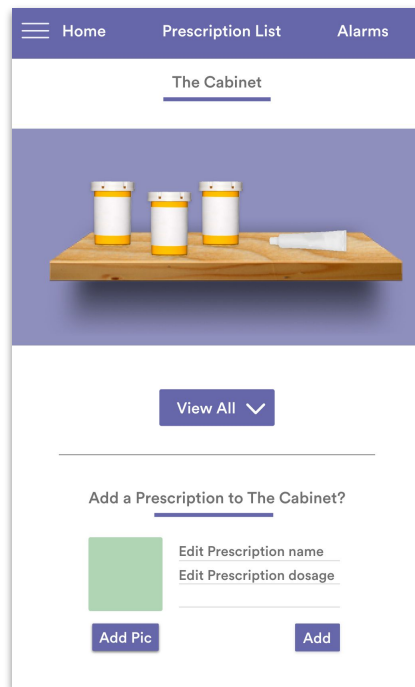
Desktop



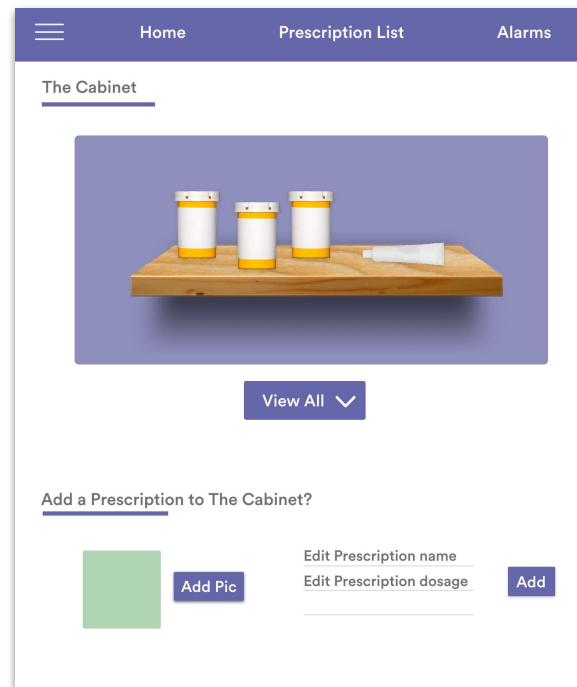
Responsive designs

I optimized the home page to fit each screen with minimal scrolling past the main viewport.

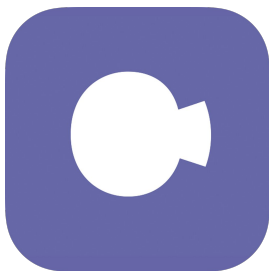
iPad - portrait



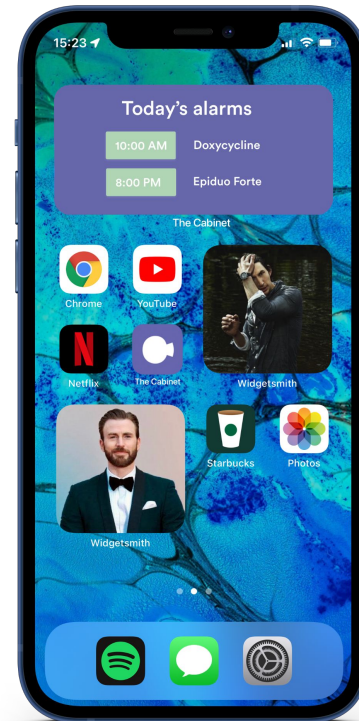
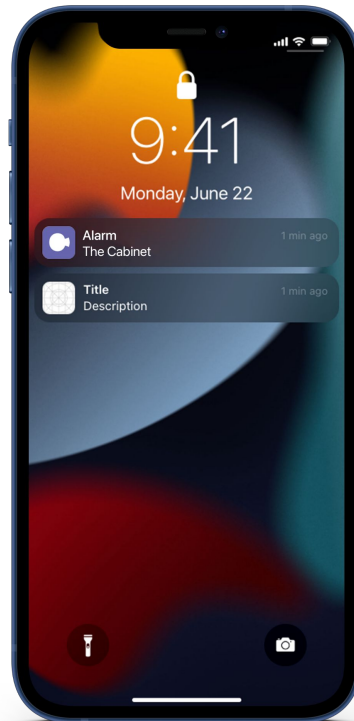
iPad - landscape



Logo and Assets



App store
favicon



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users said that the tone and visual look of the app seemed friendly and non-judgemental.



What I learned:

I learned that what make sense to me, wouldn't be as intuitive to others in some aspects of the user flow.

Next steps

1

Definitely do more usability studies to determine the best way to sequence user flows.

2

Maybe add an incentive or reward system for staying on track.

3

Add more information about medications and other healthy habits.

Let's connect!



Thank you for reviewing my work for The Cabinet app and website.
If you would like to view more of my work, please visit: emmaming.com

Please feel free to contact me from my website or through [LinkedIn](#).