



# Case Study

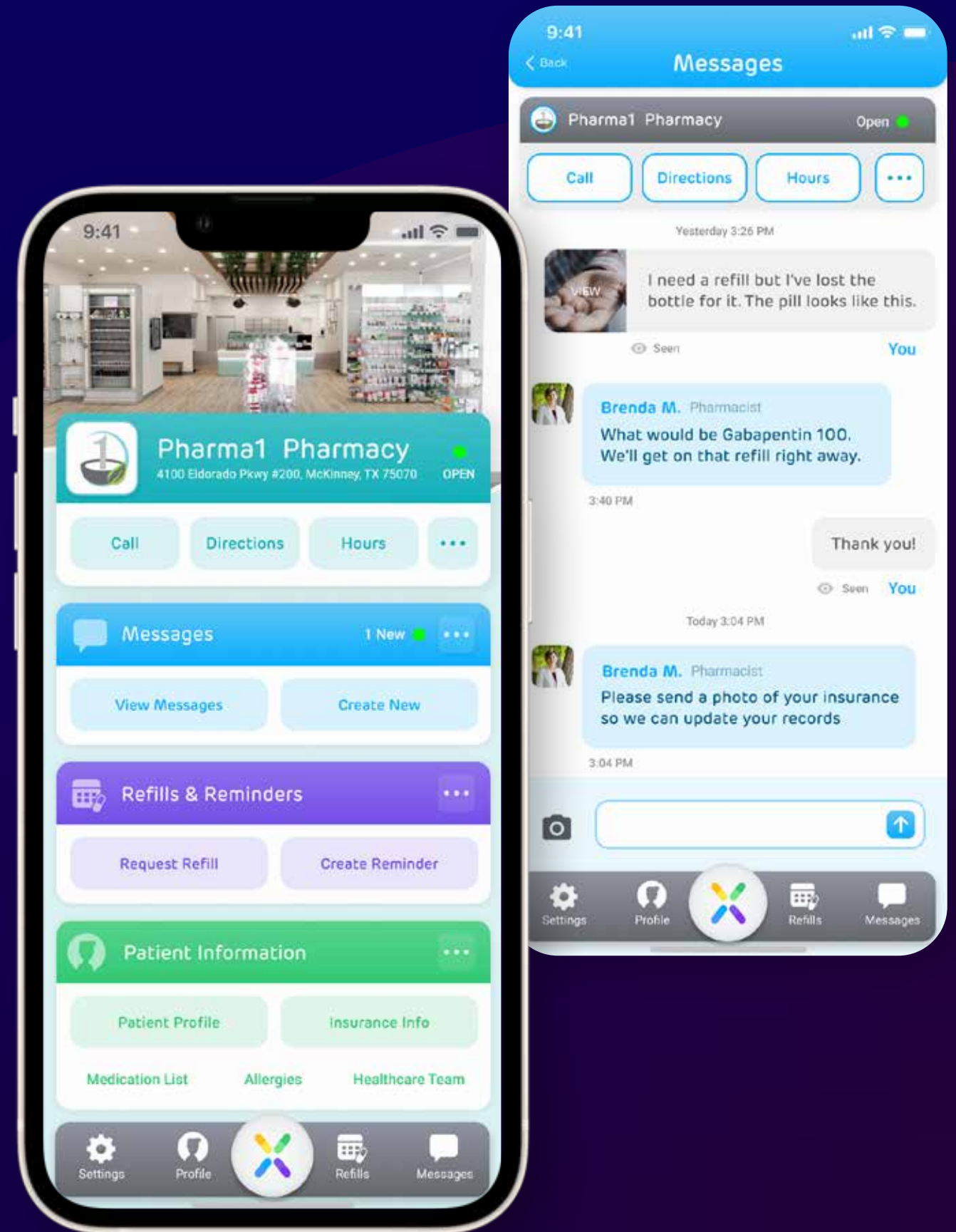
RXLOCAL MOBILE APP

COURAGE

# Challenge

## GOAL

Improve the User Experience and retention by uncovering user pain points within the app, keeping in mind the cost of developing new features.



# Challenges

## POOR UX

Too many clicks to get done what user wants to get done.

## DOWNLOADS

Features don't encourage passive downloads to expand brand ecosystem

## OLD LOOK

Existing app looks old and not competitive with big chain offerings.

## CONFUSING UI

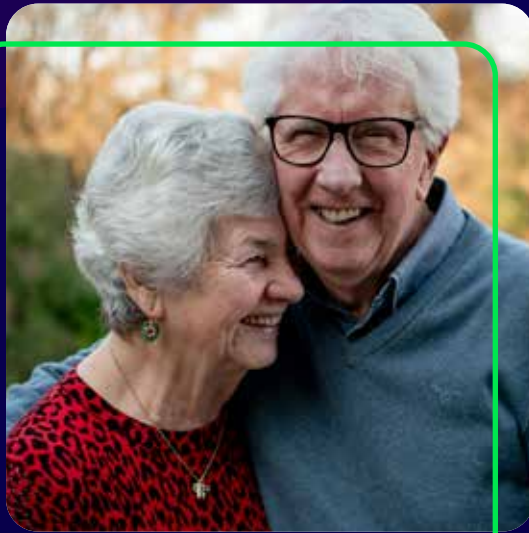
User interface doesn't match the new refreshed RxLocal brand.





# Personas

## WHO USES THE APP?



### Older Than 50

Managing chronic diseases  
and needing asynchronis care



### Mothers & Caretakers

Cares for multiple members of  
thier family or patients

## IMPORTANT FEATURES

Refills

Reminders

Messaging

Pharmacy Info

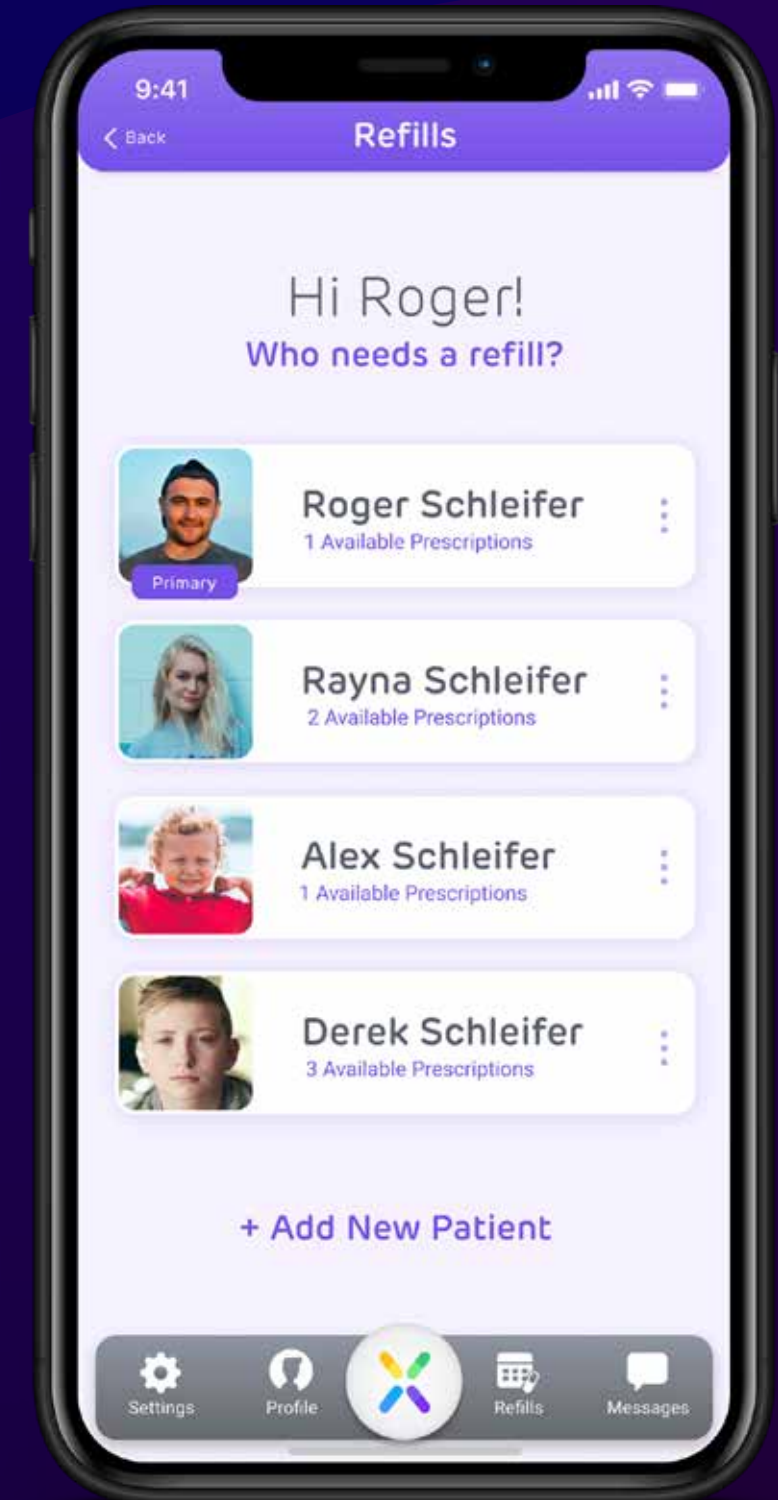
Pharmacy Finder

Patient Profile

Prescription  
Management

Insurance  
Information

Healthcare Team



## Diagram Flows

To help us visualize and identify the different elements of the process we used the diagram flow as a graphical representation of multiple feature paths.

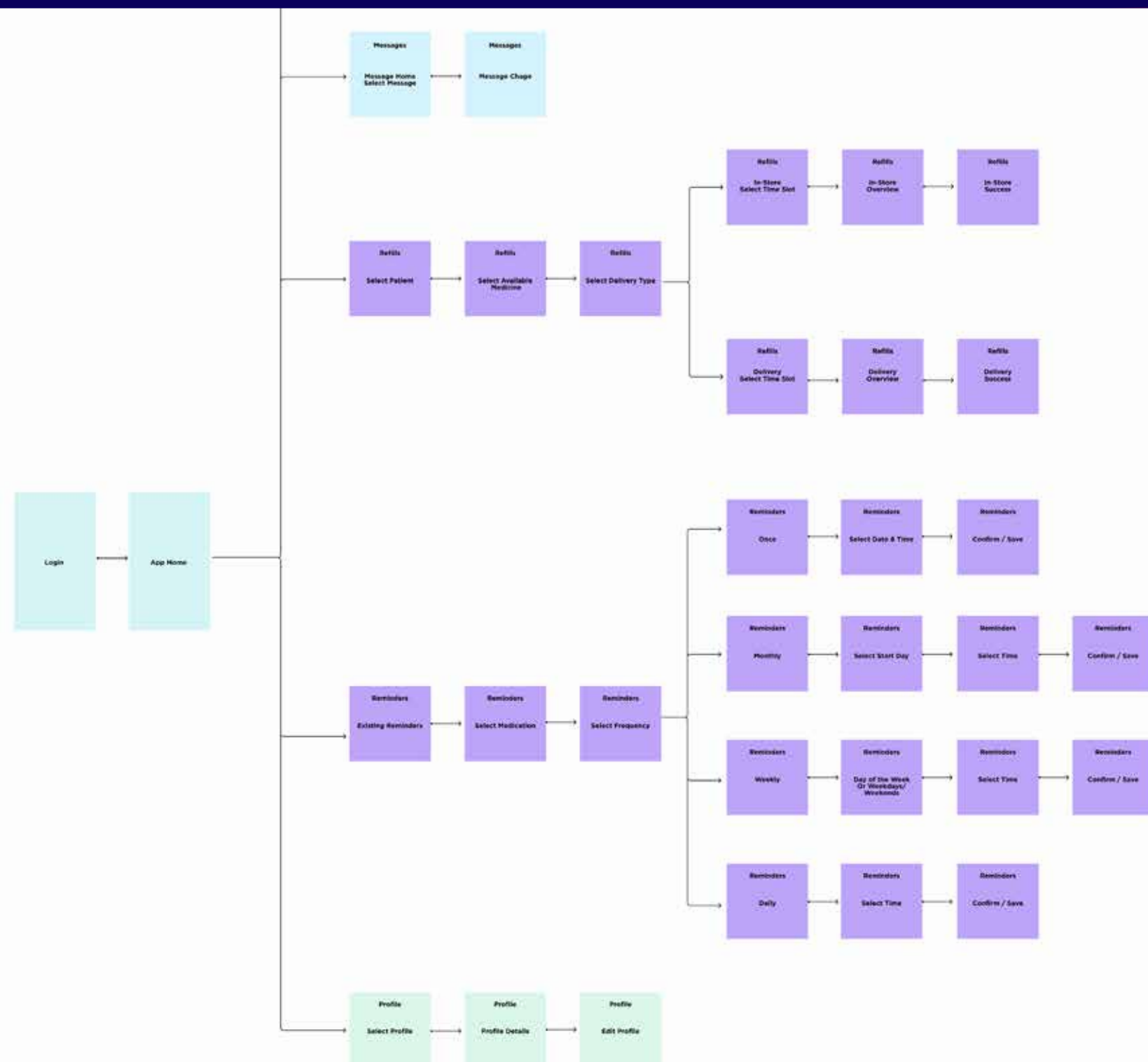
### Main Flows

Refills & Reminders

Patient Profile

Messages

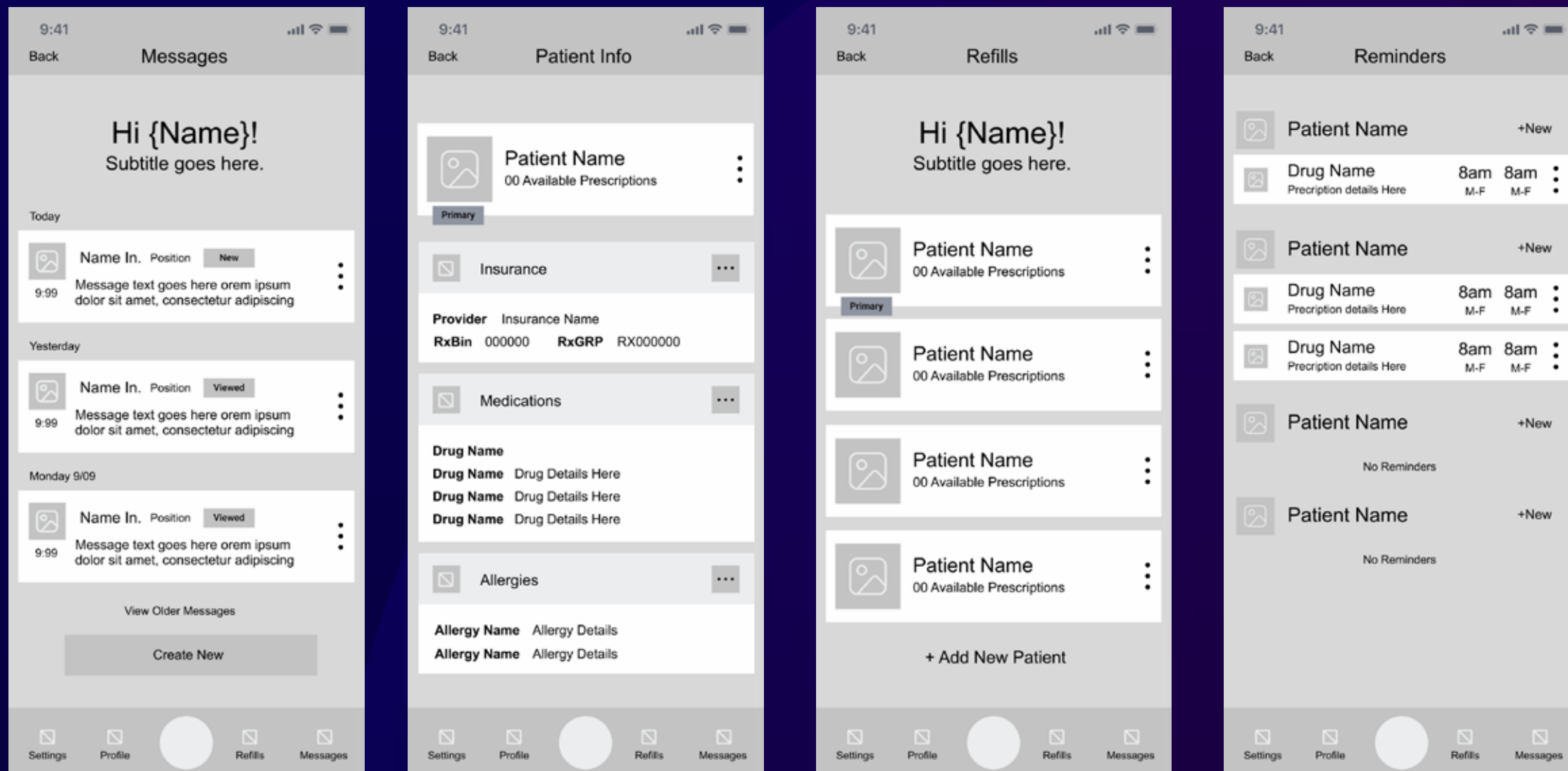
Pharmacy Information



# Wireframes

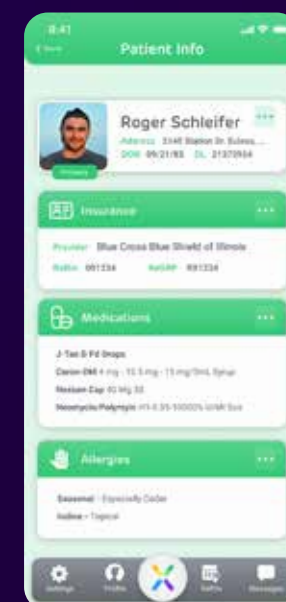
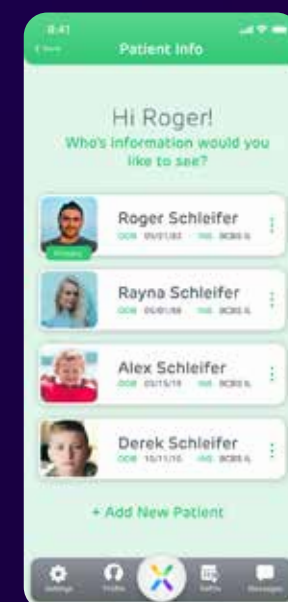
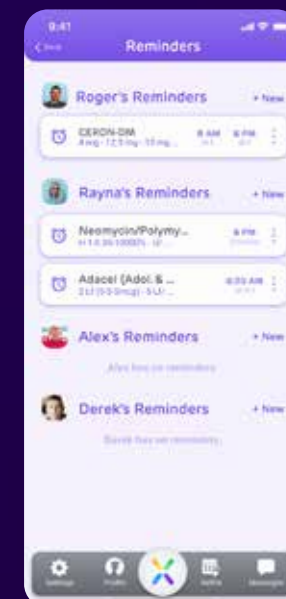
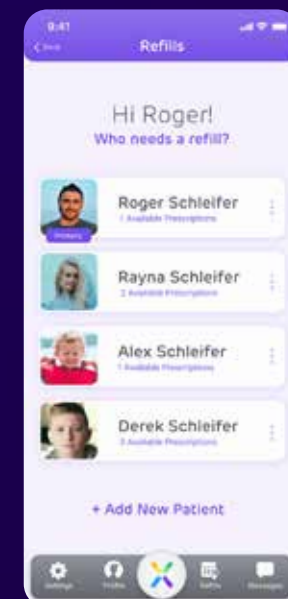
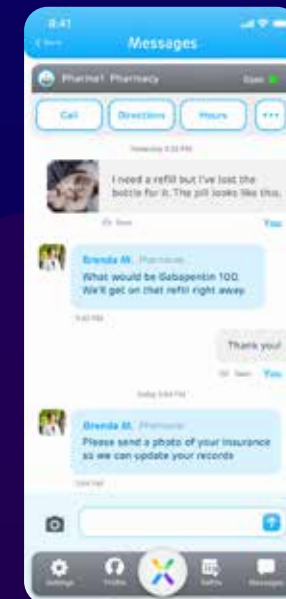
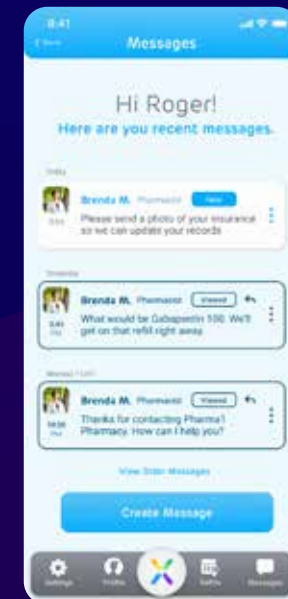
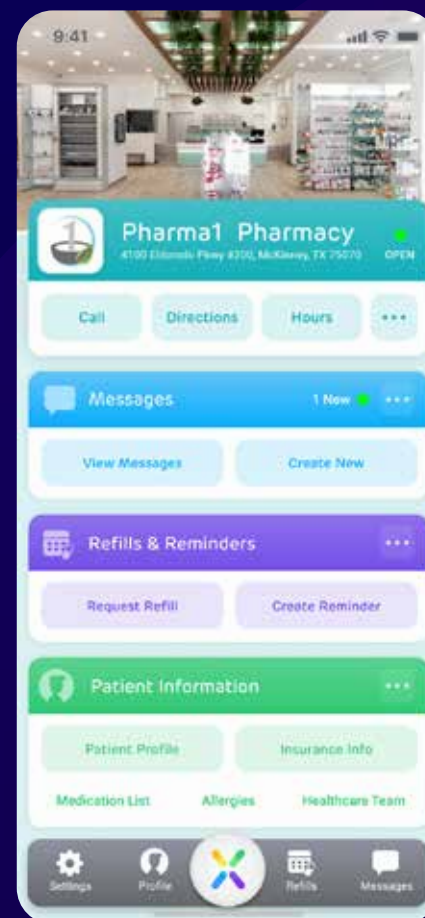
## Low-Fidelity

Here we were able to create a simple functioning UI while still offering a significant amount of information and functionality.



## Color Reinforced Tasks Management

A color coding system was created to help users easily identify where the features and tasks they are looking to accomplish exist.





# Conclusion

## Simpler, Modern, Increased Legibility, & Fewer Clicks

We were able to solve every pain point users expressed by users. With this beautiful vibrant design, users will be able to have increased functionality and features. Pharmacies that provide RxLocal as their pharmacy's app, now have an option that competes with the big box offerings.

