EasyMed

Bridging Healthcare Gaps with Technology
Empowering Seniors, Caregivers, and Healthcare Professionals

Table of Content

- Context
- Research
- Ideate
- Use of AI
- Prototype
- User Testing
- Final Product

Rayan Mohammad Ayoub
Master Degree in Design and Creative Technologies
ESADE
2024-2025

Context

What if there was a tool that could help us find that purpose?

A call started with a visit to the UCAD Sarrià Medicine Center

Problem

The problem is...

Older adults express concerns about medication management interactions when talking multiple medications, and healthcare professionals report that they don't have sufficient time and resources to thoroughly address these issues.

Empower older adults to make well-informed medical decisions

We aim to...

Empower older adults to be more confident, particularly when easily managing multiple medications, by clearly and delicately addressing their concerns about medication interactions among these drugs. The aim is to improve their overall well-being and safety by preventing harm to their health caused by poly-drug interactions.

Research

Understanding the problem space and our end-users in-depth!

Research Process

50+ Secondary Research Articles
10+ Competitive analysis
6+ Interviews

Many older adults face a high risk of major interactions with limited medical resources

Yet, medical professionals often lack the time and resources to provide comprehensive explanations and consider all aspects of a patient's medical history.

Identifying gaps through interviews

Analyzing how can we gain a competitive advantage

We proposed bridging these gaps, aiming to provide a more holistic, accessible, and comprehensive solution that fuse interactions in a personalized and user-friendly manner.

Priorities on the needs of older adults while catering to the broader public

Ideate

Exploring innovative solutions to address the issues

We brainstormed as many solutions as possible

With limited resources, how shall we prioritize our MVP features?

Use of AI

How we leveraged AI and Prototyping

AI technology we applied

Prototype

Design considerations behind the crafting age-friendly designs

Design Principles

Rendering quickly with skeletons

Micro and Macro Variations

Consideration when crafting age-friendly designs #1

Consideration when crafting age-friendly designs #2

Consideration when crafting age-friendly designs #3

User Testing

How we collected and refined our design

Refinements 1: Buttons should be definitive

Refinements 2: Text to speech for paragraphs

Refinements 3: Guided onboarding

Final Product

An user-friendly drug and food interaction checker

Home

Drug Interaction

Food Interaction

Drug List

Explore

Personalizers

Thanks!

Thank you!
Thanks for reading through the end,
hope you enjoyed it!