



PRESCRIBING SOLUTIONS FOR MEDAVAIL® PHARMACY KIOSKS

MedAvail gained new insight into what users expect and want from its innovative MedCenter kiosks.

CLIENT MedAvail LOCATION Mississauga, ON WEBSITE www.medavail.com INDUSTRY Healthcare

SERVICES RENDERED



RESEARCH

Stakeholder Research
Focus Groups



TESTING

Usability Testing
Design Recommendations

CHALLENGE

To increase usage of its innovative MedCenter pharmaceutical dispensing machines, MedAvail wanted to gauge the public's interest in the kiosks and identify any user experience issues that could be reducing their use. MedAvail was also interested in learning more about the locations and environments in which users would be most comfortable interacting with the machine in order to determine ideal placements for the kiosks.

APPROACH

Through focus groups with key user groups and site visits to existing kiosks, Akendi discovered the biggest benefits of using an automated dispenser over a traditional pharmacy counter. Akendi also identified elements of the kiosk experience design, accompanying advertising material, and placement of the dispensing machines that were reducing its use.

IMPACT

Akendi's research provided MedAvail with a clear understanding of the barriers of use to its system, and highlighted areas for immediate improvement. This insight will help MedAvail improve the placement of existing kiosks and update their accompanying signage to maximize use. Our findings are also expected to influence the experience design of future kiosks to better meet the needs and expectations of end users.

"AKENDI HELPED US MAKE SENSE OF OUR USER EXPERIENCE, BETTER UNDERSTAND OUR CORE DEMOGRAPHICS AND DEFINE OUR MARKET. AKENDI GATHERED THE INFORMATION WE NEEDED TO IMPROVE OUR PRODUCT. AKENDI'S HARD WORK AND DEDICATION IS MUCH APPRECIATED!"

Jacqui Detmar DIRECTOR - PRODUCT & DOCUMENTATION