



UX CASE STUDY

Walgreens In-Store Digital Experience

Kiosks, iPads & Jumbotrons to top Customer Experience

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ABOUT

Walgreens wanted to a completely reinvent itself. Project Bridge is a new in-store pharmacy experience with key digital touch, aligning with the “Complete Everyday Health” initiative. The goal was to move out of the traditional drug store business, ... play a larger role in people’s healthcare journeys, and create a differentiated experience in terms of retail footprint.

CHALLENGE

The time line was driven by a hard 3 months deadline which corresponds to store openings reflecting the new physical in-store designs. Since it was about completion of multiple experiences, prioritizing and managing risk across components was critical. All components needed to be present and make sense to media on the day of opening. The levels of completeness of these components can vary according to priorities established through the process.

Project involved:

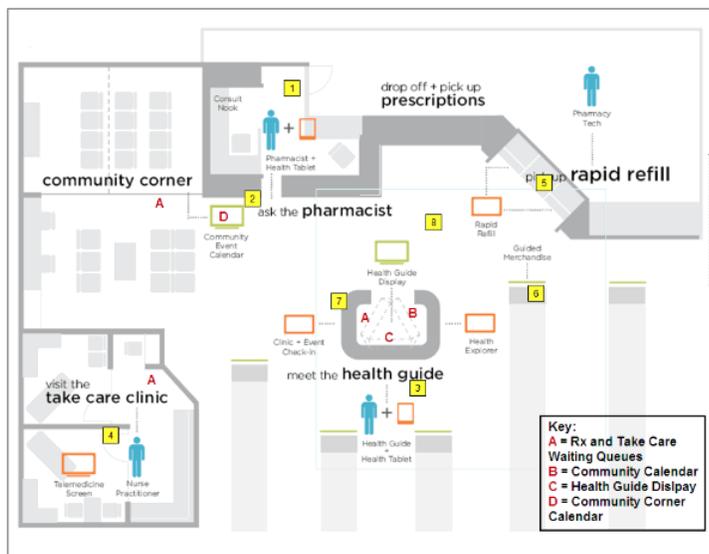
- 1 iPad app with 2 experiences to be used by a Clinician and a Pharmacist
- 2 Jumbotron experiences, one for the Community Center and one for the Wait Queue by Pharmacy and Clinique
- 2 Kiosk Experiences, one for the prescription re-fill and one for the photo business

ROLE

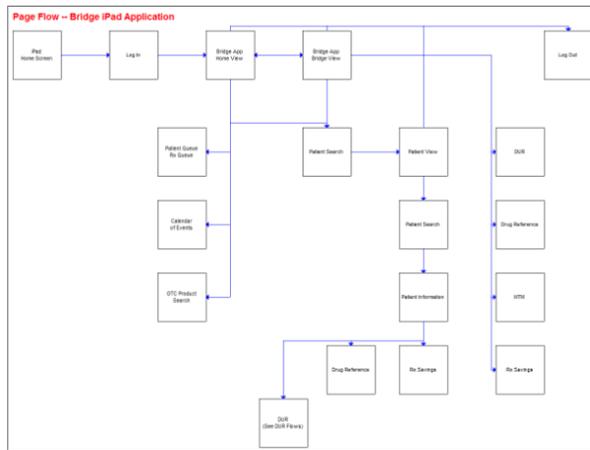
As a User Experience Architect in this project my job was to provide experiences for environmental displays, kiosks, and tablet devices.

RESEARCH

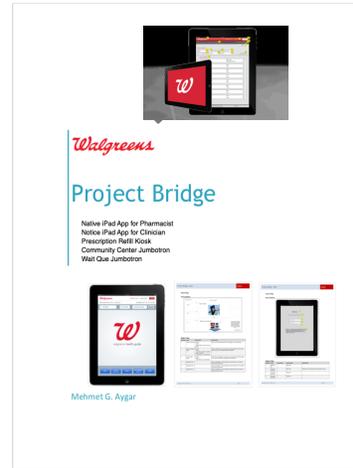
I've conducted in-store interviews with pharmacist and the walk-in customers to gain valuable insights from every one involved to start understanding how everything works in this echo system so we could start thinking about this ground breaking connected experience.



Walgreens pharmacists were extremely helpful during our research and concepting process. After interviews we facilitated a brainstorming session and start creating concepts for iPad experiences that will be used by the Pharmacist and the Clinician who will also collaborate with each other.

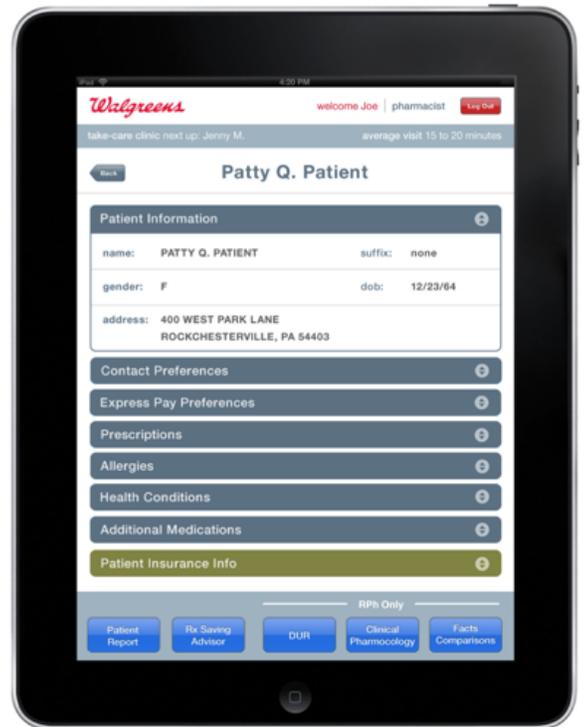


Flow diagram for Clinicians and Pharmacist iPad usage



Understanding the users needs and their behaviors via interviews, journey mapping, job shadowing (Contextual Inquiry), brainstorming ideas, competitive analysis, early usability testing all are necessary UX practices for a successful completion of a digital experience project.

PROTOTYPE



Semi-Fidelity Clickable prototypes for both Clinician and Pharmacist to use

It is extremely important to run a deep research before design allows UX to reduce the amount of time spent to iterate designs after usability tests. Mission was accomplished given the amount of time provided.

Next Challenge was Customer facing experience but we still needed in-store folks help to identify some of the most critical issues they were facing during their interactions with the customers. After we interviewed them we interviewed prescription refill customers to identify their needs from such system before we start creating concepts. After we believed we had enough information to create all the use cases and scenarios, we validated the requirements with pharmacists and created our concepts and ran a usability test. It was another successful design 100% backed by a great research we conducted.

After a successful usability test via very few iterations we delivered the iPad Experience to Development team.

RESULT



With a striking new pharmacy design and workflow system that pulls the pharmacist out from behind the counter and right into the patient waiting area, the nation's top pharmacy retailer is helping to drive healthcare reform and the accelerating revolution in pharmacy-based patient care. And in the process, Walgreens also is dramatically elevating the role of its more than 37,000 pharmacy technicians.



All digital experiences were demonstrated via Axure prototypes at the pilot store opening in Oak Park IL

Among the innovations embodied in the new store concept is a major shift in the way pharmacists and pharmacy technicians perform their tasks. Pharmacists now are engaging more directly with patients in front of the pharmacy counter, connected via laptop or tablet technology to the main prescription-processing and patient-record system inside the pharmacy. Technicians are taking on a significantly enhanced role in the prescription-dispensing process behind the counter. Many of the Well Experience stores also feature Take Care walk-in health clinics adjoining the pharmacy, staffed by nurse practitioners who can prescribe some medications and work collaboratively with the pharmacist in a more holistic approach to a patient's health regimen.