

## Context

Healkart is a mobile pharmacy and healthcare application designed to simplify how user purchase medicines, book lab tests, and manage healthcare needs from one platform.

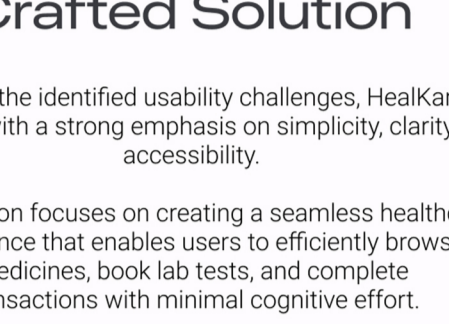
The goal of the project was to create a clean, intuitive, and accessible experience for users who may not be tech-savvy, including elderly users.

## Problem Statement

Online pharmacy and healthcare platforms often overwhelm users with complex navigation, cluttered interfaces, and unclear pricing structures.

Many users – especially elderly individuals and non-tech-savvy users – struggle to quickly find medicines, understand costs, and complete purchases with confidence.

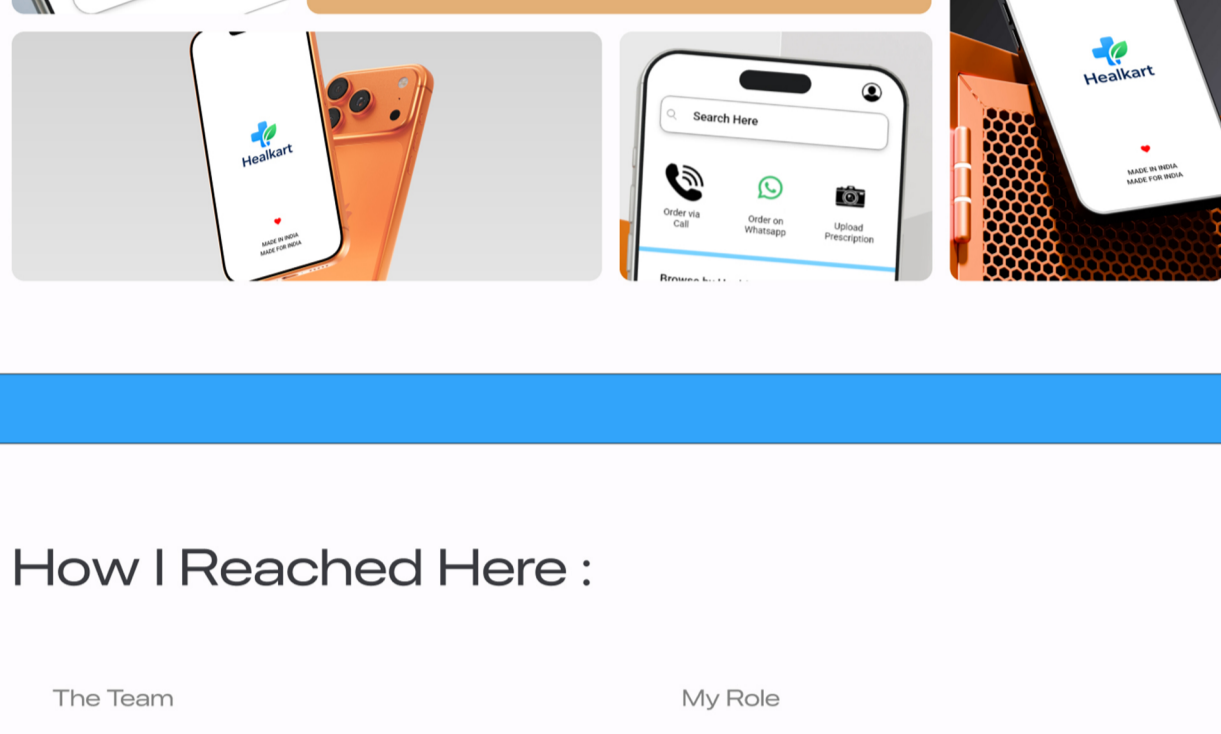
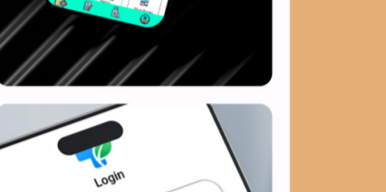
There is a need for a simple, intuitive, and accessible healthcare app that enables users to effortlessly browse products, book lab tests, and manage orders without friction.



## Crafted Solution

To address the identified usability challenges, Healkart was designed with a strong emphasis on simplicity, clarity, and accessibility.

The solution focuses on creating a seamless healthcare experience that enables users to efficiently browse medicines, book lab tests, and complete transactions with minimal cognitive effort.



## How I Reached Here :

### The Team

Self-initiated project

### Duration

2 Weeks

### My Role

As the UI/UX Designer for Healkart, I was responsible for designing the end-to-end user experience, including UX structuring, user flows, wireframing, and visual interface design, with a focus on usability, clarity, and accessibility.

### Tools



## Project Goal

Create a clean, intuitive, and user-friendly healthcare experience by simplifying interactions, improving usability and navigation, enhancing pricing clarity and transparency, ensuring accessibility for diverse user groups, and reducing interface complexity to enable seamless, stress-free task completion.



## Research Part

### USER PERSONA

Priya Sharma is a 28-year-old marketing executive who prefers digital platforms for convenience and efficiency. Her primary goal is to quickly search for medicines and complete purchases with minimal effort. She often struggles with cluttered interfaces, complex navigation, and unclear pricing. Priya needs a fast, intuitive, and well-structured experience that enables quick decision-making.

Name : Priya Sharma  
Age : 28  
Occupation : Marketing Executive  
Location : Indore (M.P)

### USER PERSONA

Rajesh Verma is a 62-year-old retired individual who uses healthcare applications to manage essential medicine purchases. His goal is to easily find medicines and complete tasks without confusion. He frequently faces challenges with small text, crowded layouts, and complex workflows. Rajesh needs a simple, readable, and accessible interface that supports stress-free interactions.

Name : Rajesh Verma  
Age : 62  
Occupation : Retired  
Location : Bhopal (M.P)

## Analysis

### Competitive Analysis:

Existing pharmacy applications typically prioritize feature density, which frequently results in crowded layouts and complicated workflows. Many platforms lack clear visual hierarchy and pricing transparency, creating friction in critical user tasks.

### Use Case Analysis:

Users primarily interact with the platform to search medicines, browse products, review pricing, manage cart items, select delivery addresses, complete payments, and book lab tests. The experience must therefore support quick decision-making and seamless task completion.

### Pain Points

Users often struggle with cluttered interfaces, complex navigation flows, and unclear pricing structures. Small text sizes, excessive visual noise, and overwhelming choices can negatively impact usability, particularly for elderly users.

### Target Audience

Healkart is designed for everyday medicine buyers, working professionals, and elderly users who require a simple, intuitive, and accessible healthcare experience with minimal interaction complexity.

## Brainstorming & Ideation

### Your Approach

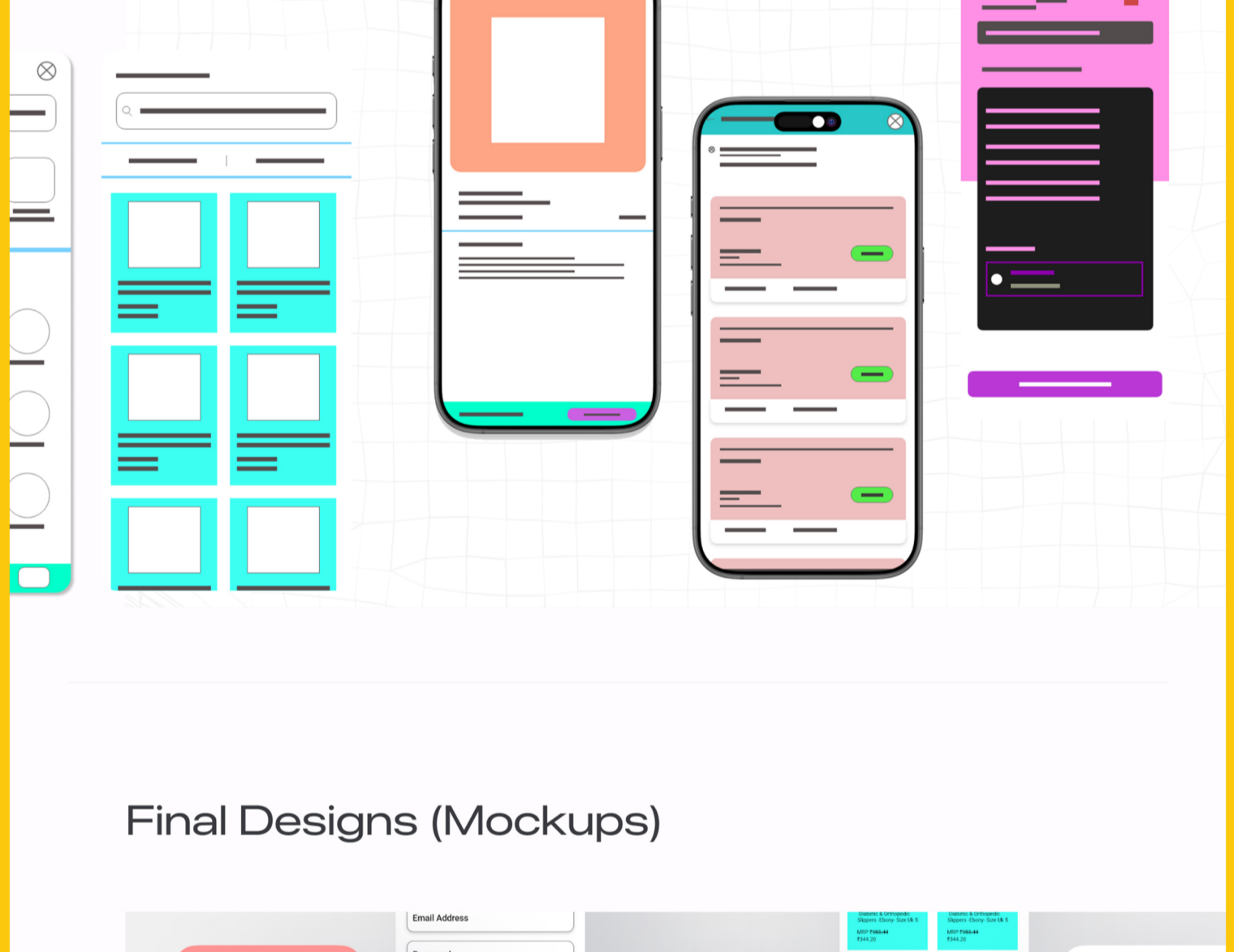
To address the usability challenges identified during research, I focused on creating a simple and intuitive design approach. The ideation process involved exploring ways to reduce interface clutter, improve navigation flow, and enhance pricing clarity. The goal was to design an experience that allows users to quickly search medicines, understand product details, and complete purchases with minimal effort.

### Possible Solutions

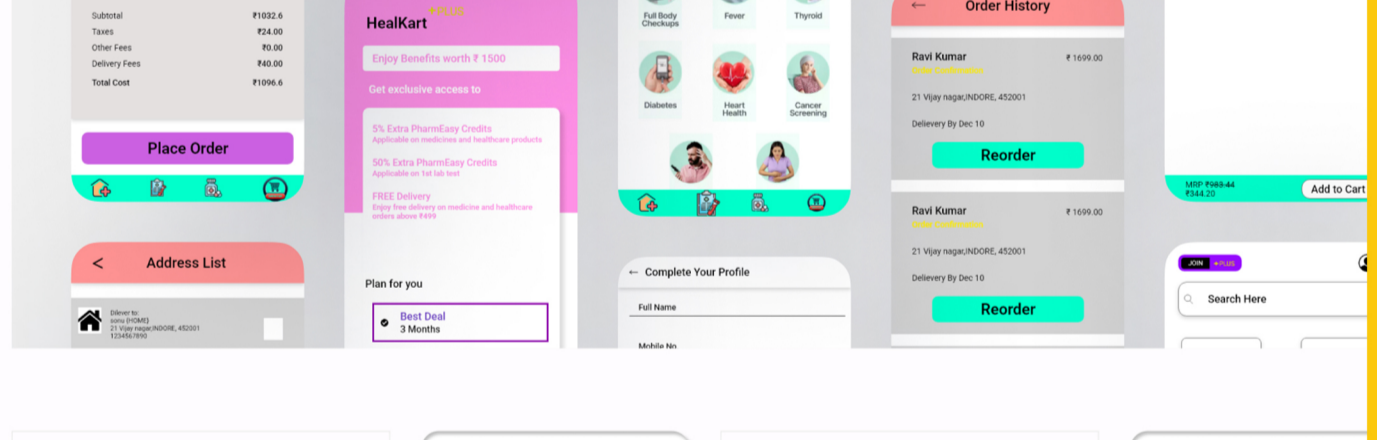
Several design solutions were explored to improve the user experience, including implementing a clear visual hierarchy, simplifying navigation structures, improving readability with better typography and spacing, and creating transparent pricing layouts. Additional features such as quick search, categorized browsing, and streamlined checkout flows were introduced to make the healthcare experience faster and more accessible.



## Sketches and wireframes

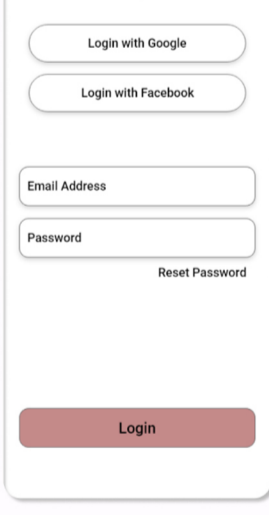


## Final Designs (Mockups)



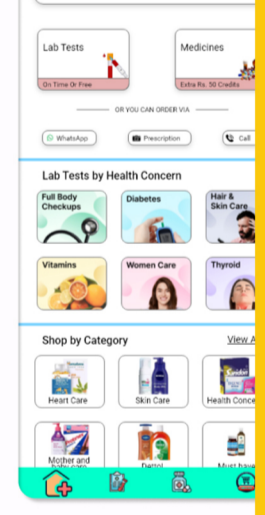
### Login/Signup page

The login and signup page provides a simple and secure way for users to access the app. It includes social login options and clear input fields to make the onboarding process quick and convenient.



### Home page

The home page acts as the main hub of the app, allowing users to search medicines, explore categories, and access healthcare services quickly through a clean and organized layout.



## Design system, Style-guides

The Healkart design system focuses on creating a clean, consistent, and user-friendly healthcare experience. A soft color palette was used to reflect trust and reliability, while clear typography improves readability for all users. Consistent components such as buttons, cards, and input fields were designed to maintain visual harmony across the application and ensure a smooth user experience.

## Prototype



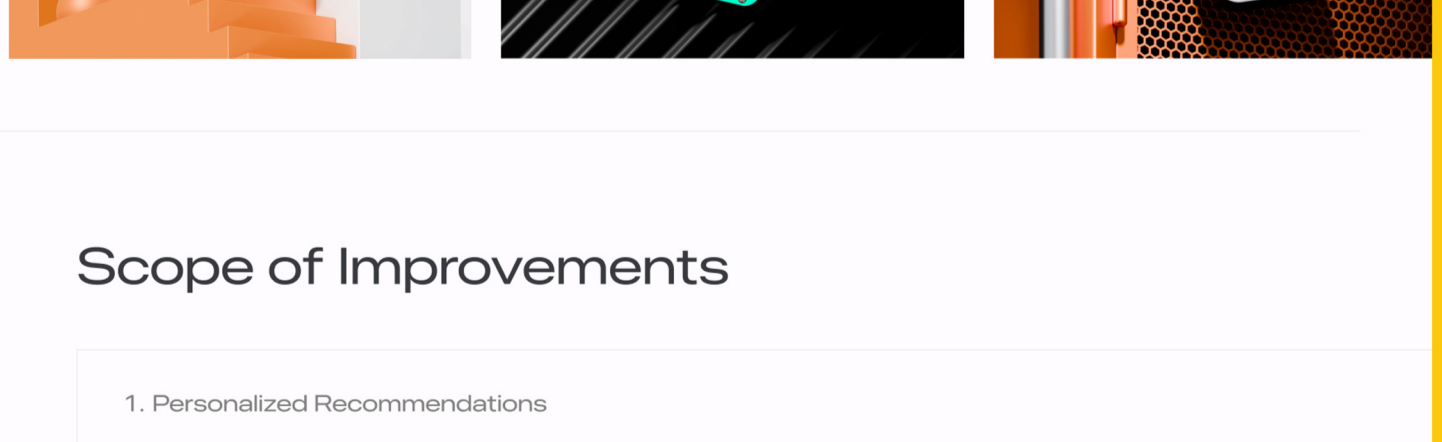
## User Testing



### User test results

The Healkart prototype was tested with a few users to observe how easily they could search medicines, browse categories, and place orders. The feedback helped identify improvements in navigation clarity and information layout.

## Conclusion:



## Scope of Improvements

### 1. Personalized Recommendations

Future versions of Healkart could include personalized medicine and health product recommendations based on user purchase history and health needs. This would help users discover relevant products more easily.

### 2. Medicine Reminders & Health Tracking

Adding medicine reminder notifications and basic health tracking features would help users manage their medication schedules and improve overall health management through the app.

## Feedback:

Users found the interface simple and easy to navigate. The clear search bar, organized categories, and minimal layout helped users quickly find medicines and complete tasks efficiently.