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### RELEVANT STAGES

Identify: Stakeholders

Create: Understanding Users

### STRENGTHS

Human-centred approach

Service innovation

### PROJECT TITLE

PillPack

### CLIENT

PillPack

### DESIGN SUPPLIERS

IDEO

### LAUNCH DATE

February 2014

### USEFUL LINKS

[www.ideo.com](http://www.ideo.com)

## A TAILORED HOME-DELIVERY SERVICE OF MEDICATION

### SUMMARY

PillPack's company founders Elliot Cohen and TJ Parker joined forces with the IDEO design team to redefine how consumers engage with their pharmacy. The collaboration focused on making sure that every moment customers interact with PillPack, from signing up for the service online to using its product daily, was straightforward and reassuring.

### INSIGHT

Obtaining and managing medication is often difficult and time-consuming. PillPack eases that pain by replacing the traditional pharmacy with a fast, simple home-delivery service. PillPack pre-sorts prescriptions, over-the-counter medications, and vitamins into personalized packets, organized by date and time. Each 14-day supply of medication fits into a recyclable dispenser with a label that includes an image of each pill and arrives with post, along with any changes or new instructions.

### APPROACH

After raising its first round of venture funding, PillPack moved into IDEO's Boston studio for a three-month residency. Together they designed the most critical aspects of its customer experience. They worked on refining the company's brand vision, strategy, and identity across channels and used this framework to completely redesign PillPack's website and private dashboard for logged-in customers.

### OUTCOME

Cohen and Parker left IDEO with a strong understanding of their customers, a well-articulated product and service, and a human-centered approach to improving consumer healthcare.