

James Weaver
UX Manager

ScriptHero

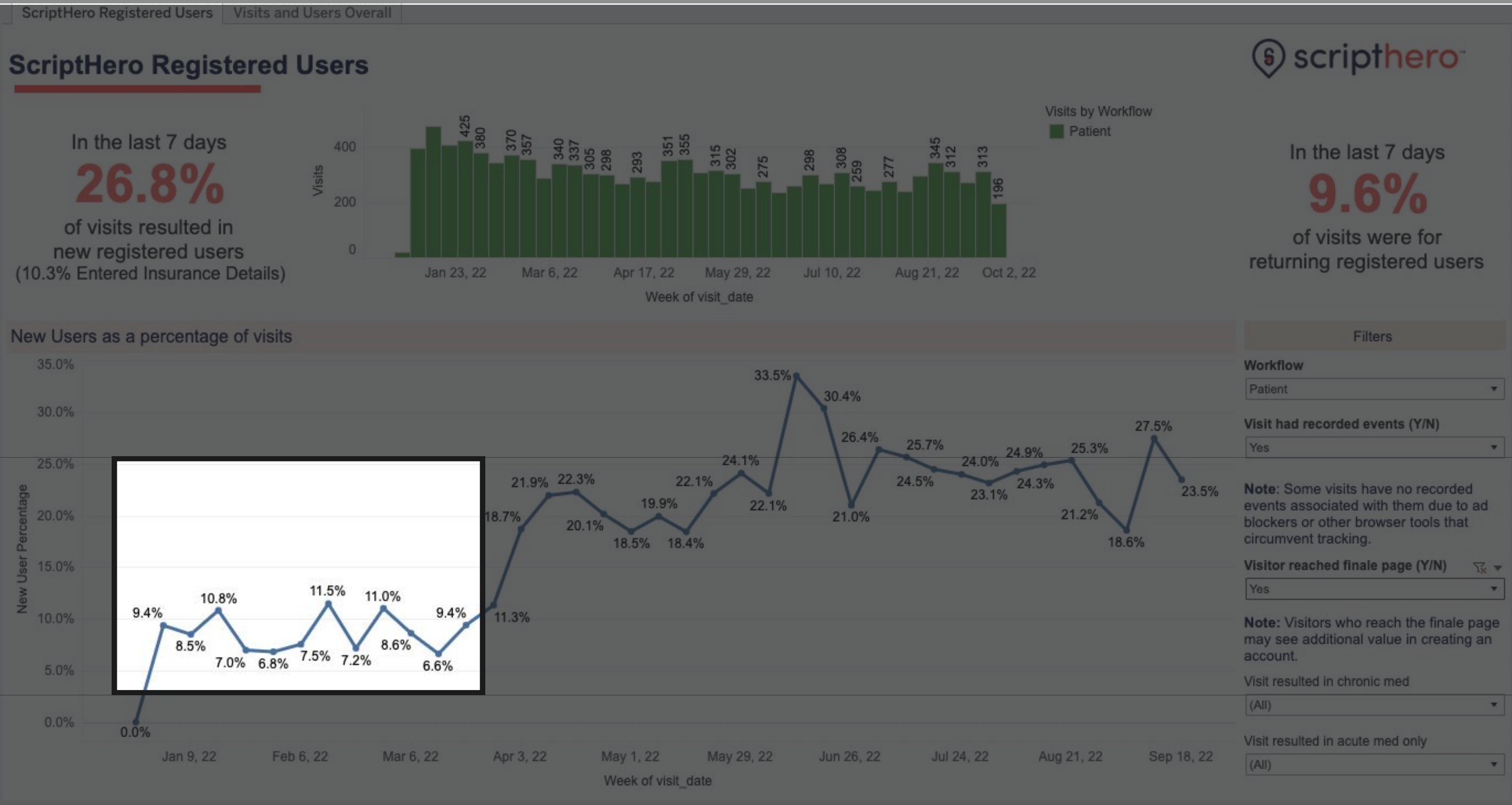
How much can you save on your prescriptions?

The Challenge: Grow Patient Network

- Increase the number of accounts being created from 9% to 15%
- Reduce user confusion and calls from 100 to 0 a month.

My Role: UX Lead

The team is an embedded cross-functional team which includes a Product Designer, Front-end Developer, Data Analyst, and Product Manager.



Existing data

We noticed about 9% of users that reach the Success page also sign up for an account.

Value Workshop and Survey

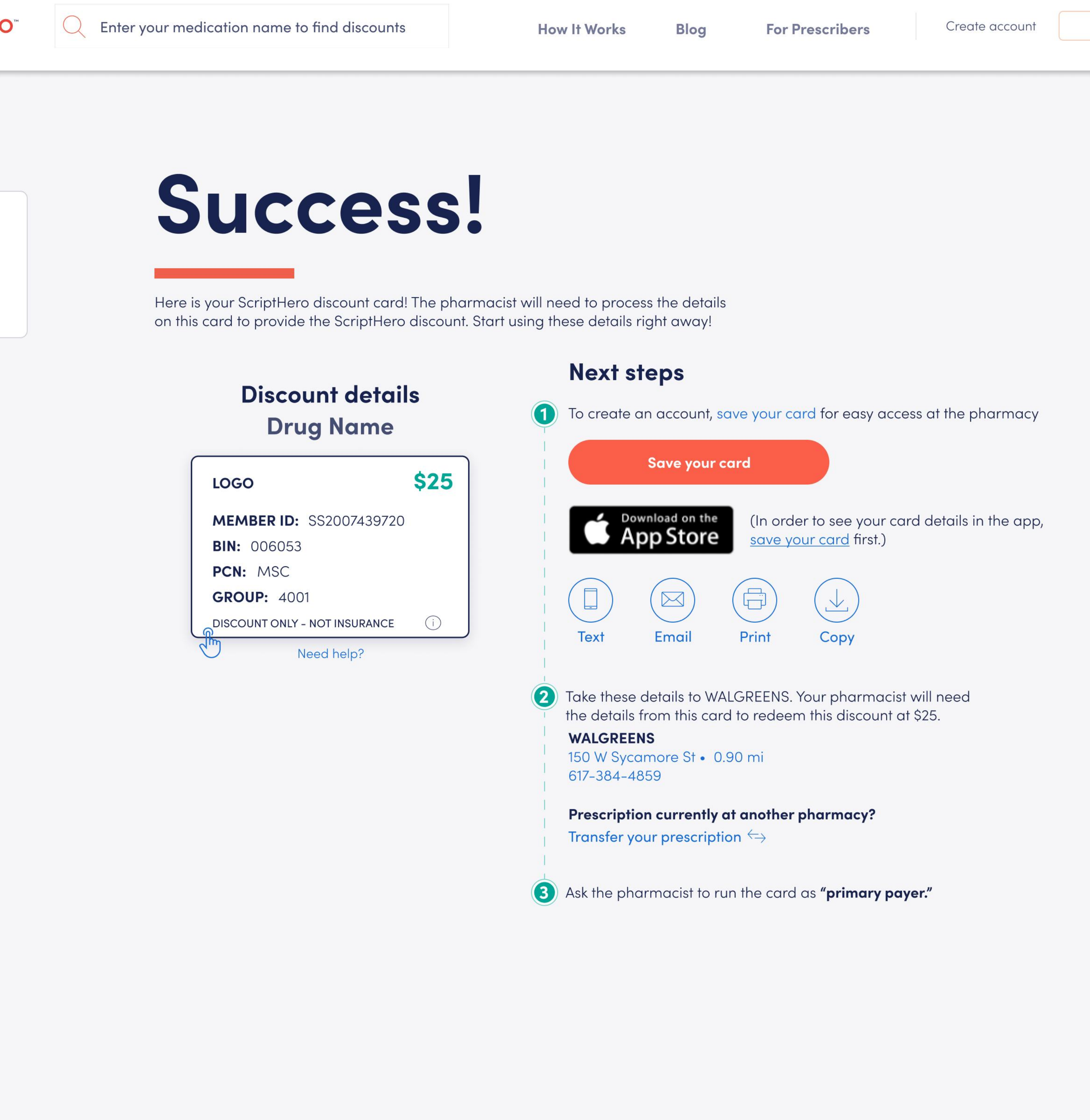
I had the team focus on the Success page by challenging them to better understand what a user might want in that moment. We turned the workshop findings into a survey and found that a lot of people just wanted to easily save their card information.



Show results for:

Which of the following would you value most? (Choose up to 3) ▼

#	⬆	Answer	Count	% of respondents	% of answers
A		Get weekly or monthly price updates via email, text or app notification	30	30%	15.8%
B		See total monthly savings	20	20%	10.5%
C		Store your card for easy access at the pharmacy	90	90%	47.4%
D		Download the app	30	30%	15.8%
E		Create an account	20	20%	10.5%
F		Other	0	0%	0%



Updated Success page

The team introduced a, “Save your card” button and some information to explain the action.

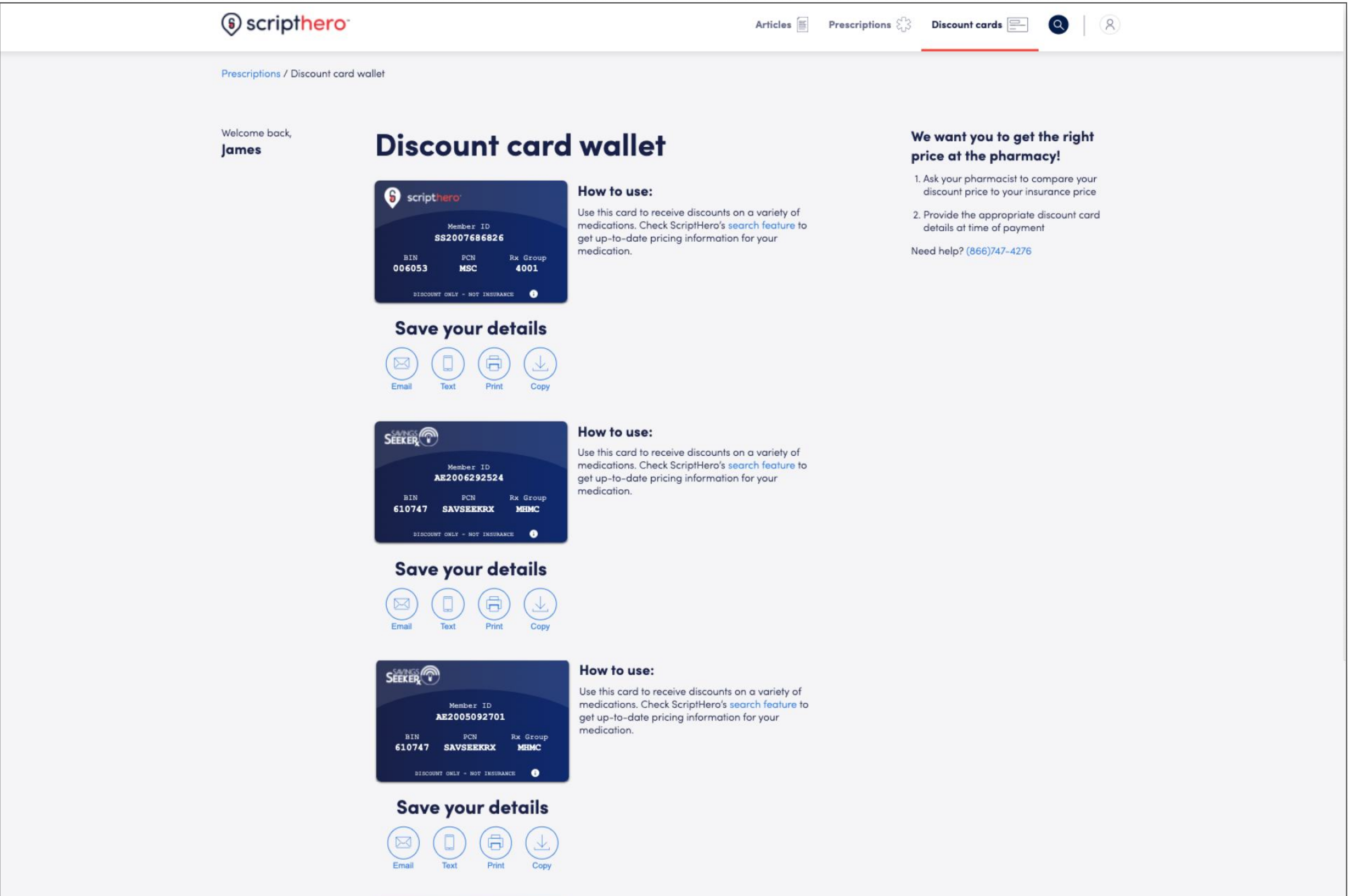
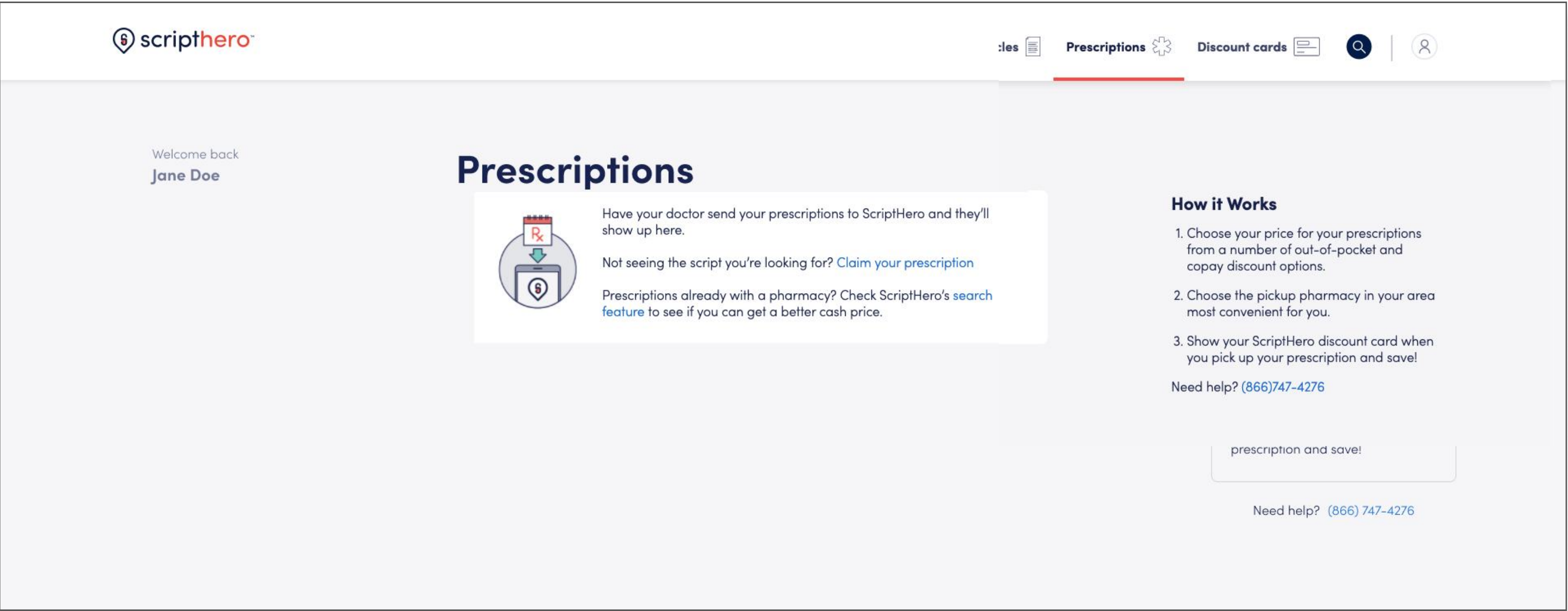
Account Experience

Now that we had a design that would drive more account engagement, we needed to ensure the user would have a great account experience.

The account was originally designed to display active prescriptions and discount cards in separate tabs which wasn't a good experience for our cash discount cardholders.

I didn't want the team to increase accounts if once the patient got to an account and hated it.

So, we created another goal to consolidate these two tabs into a single page.





Measuring success!

The team delivered updates to production and immediately saw a large increase in accounts being created - from 9% to 20%!

Based on the consolidation of account information we also saw call volume drop from about 5 calls a day to zero!