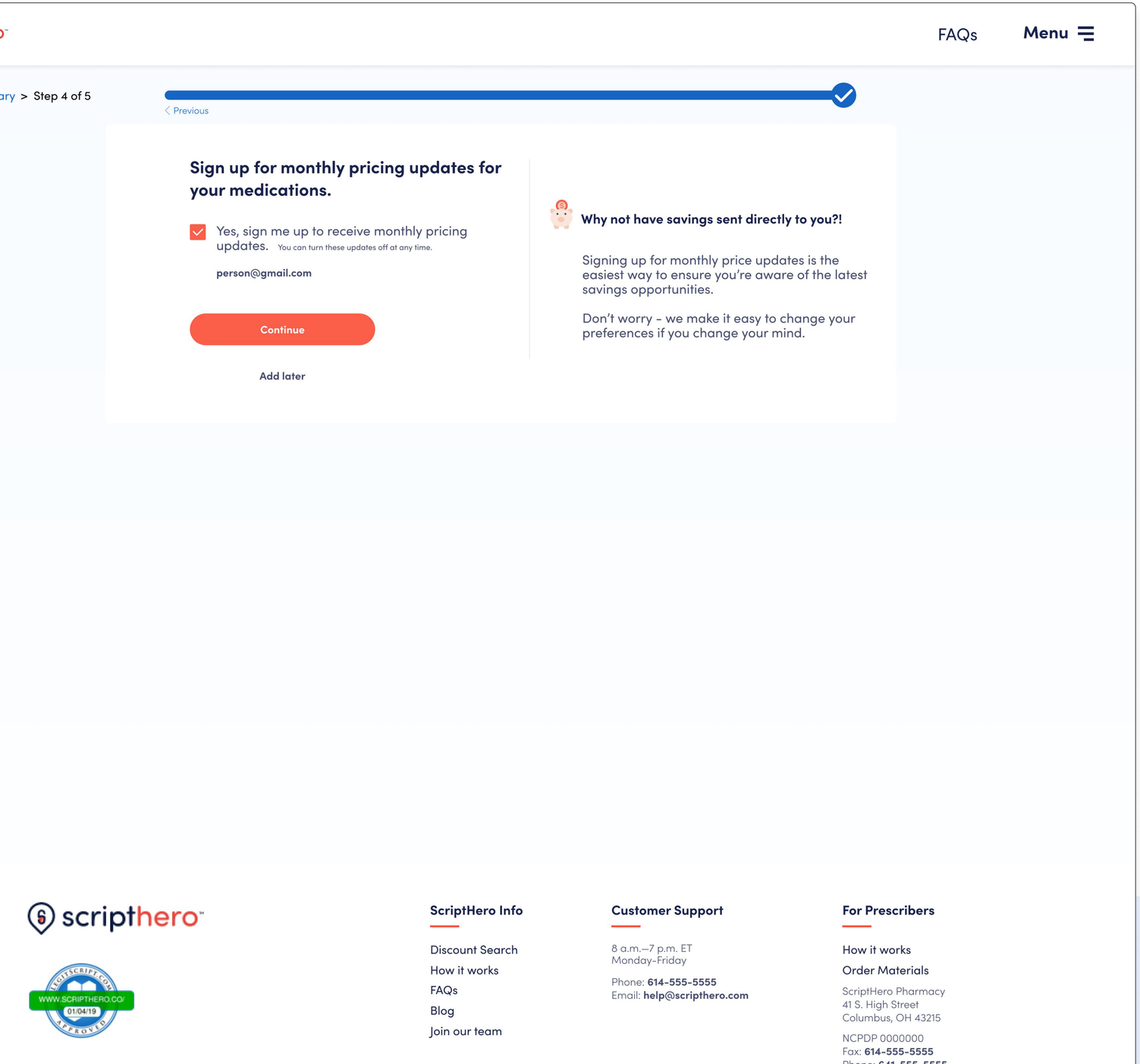


James Weaver

UX Manager

ScriptHero

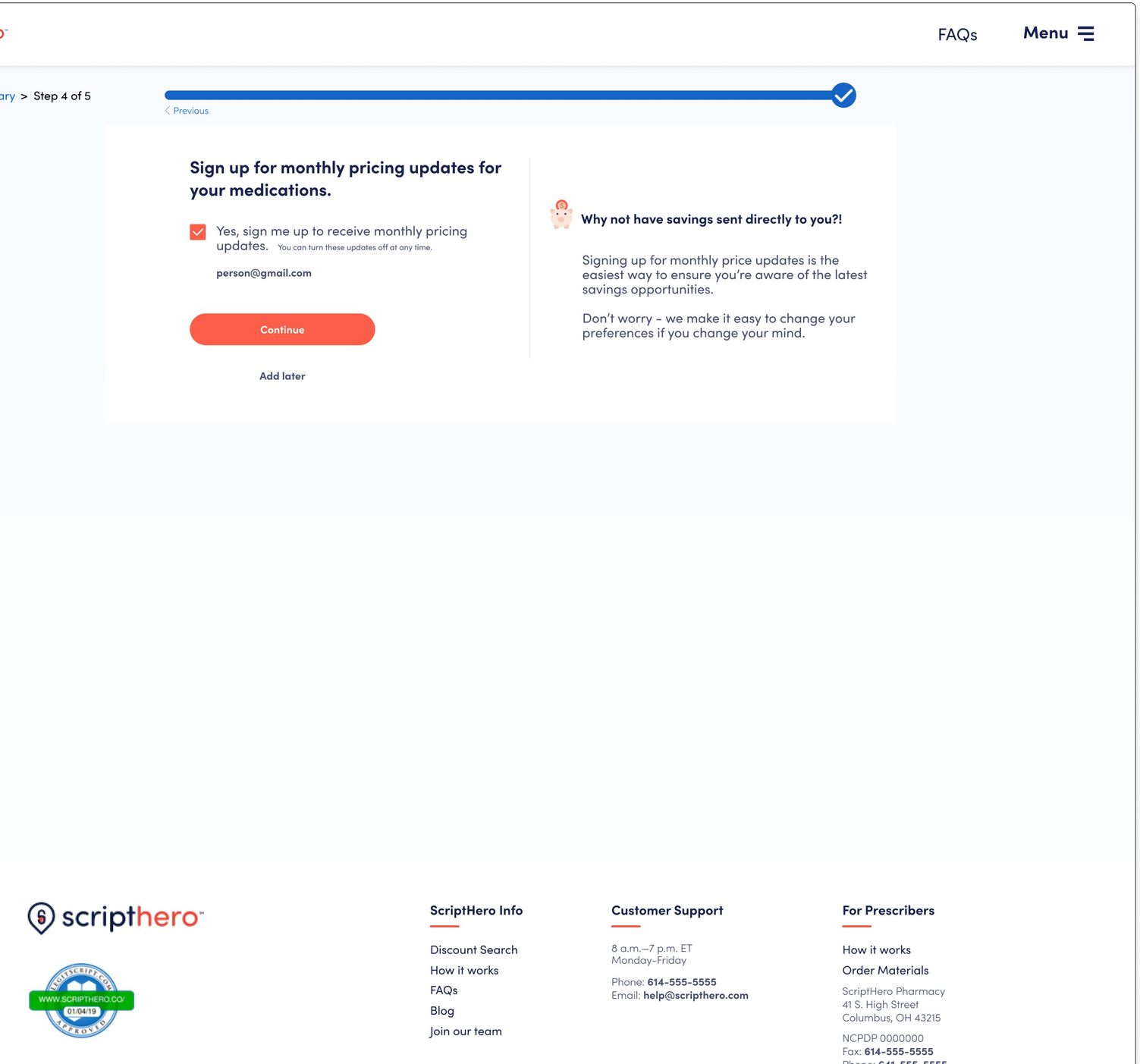
Did Epinephrine go up $100 this month?

The Challenge

Determine if patients would find value in monthly price updates and if they would sign up for the service.

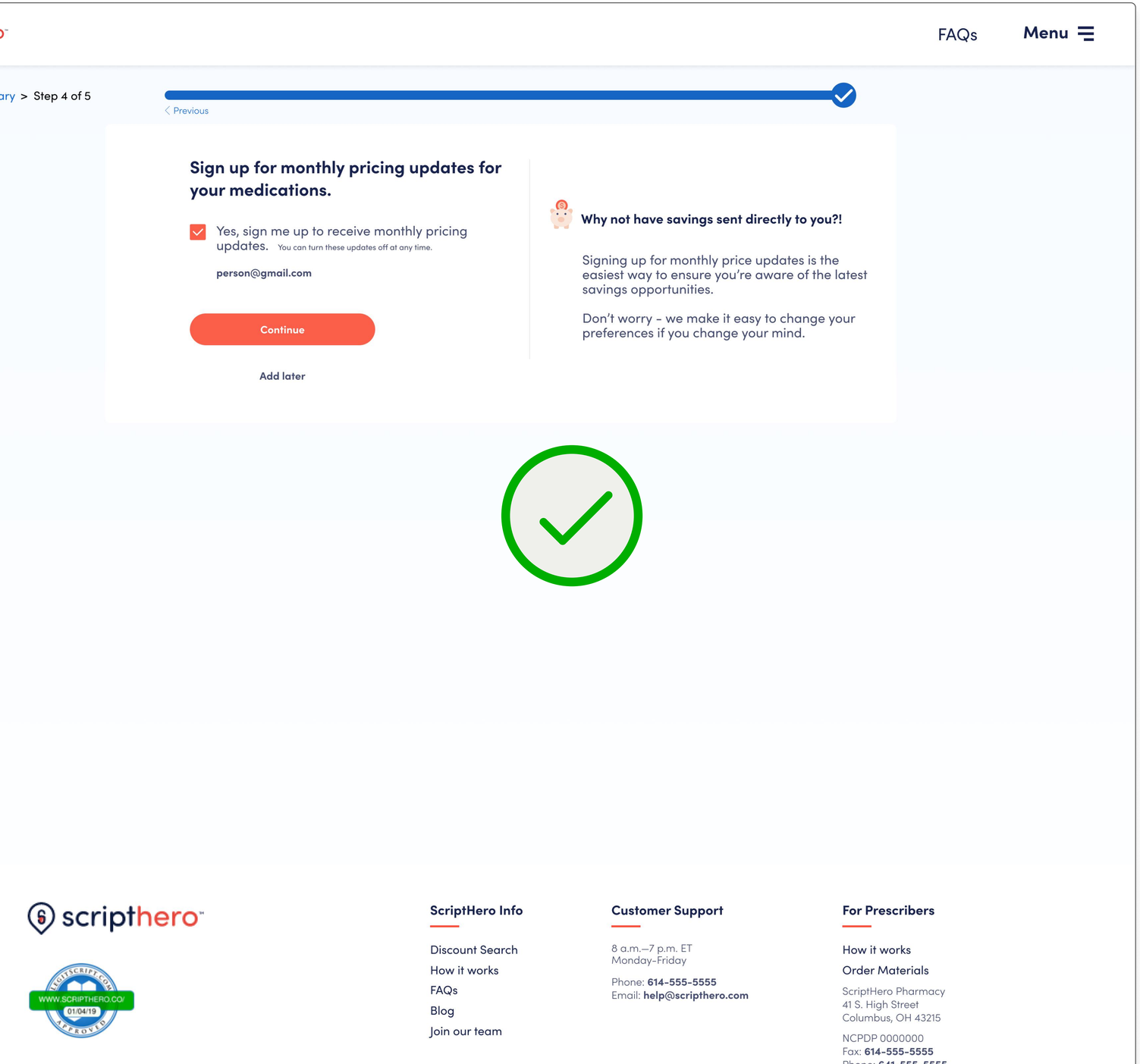
My Role: UX Lead

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



The approach

Get feedback from users on a series of questions in a newly designed onboarding flow. Measure how many people would agree to **sign up for monthly pricing updates.**



The findings

10 out of **10** users said they would sign up for monthly price updates for their medication.

"Isn't this the whole point of the service?"

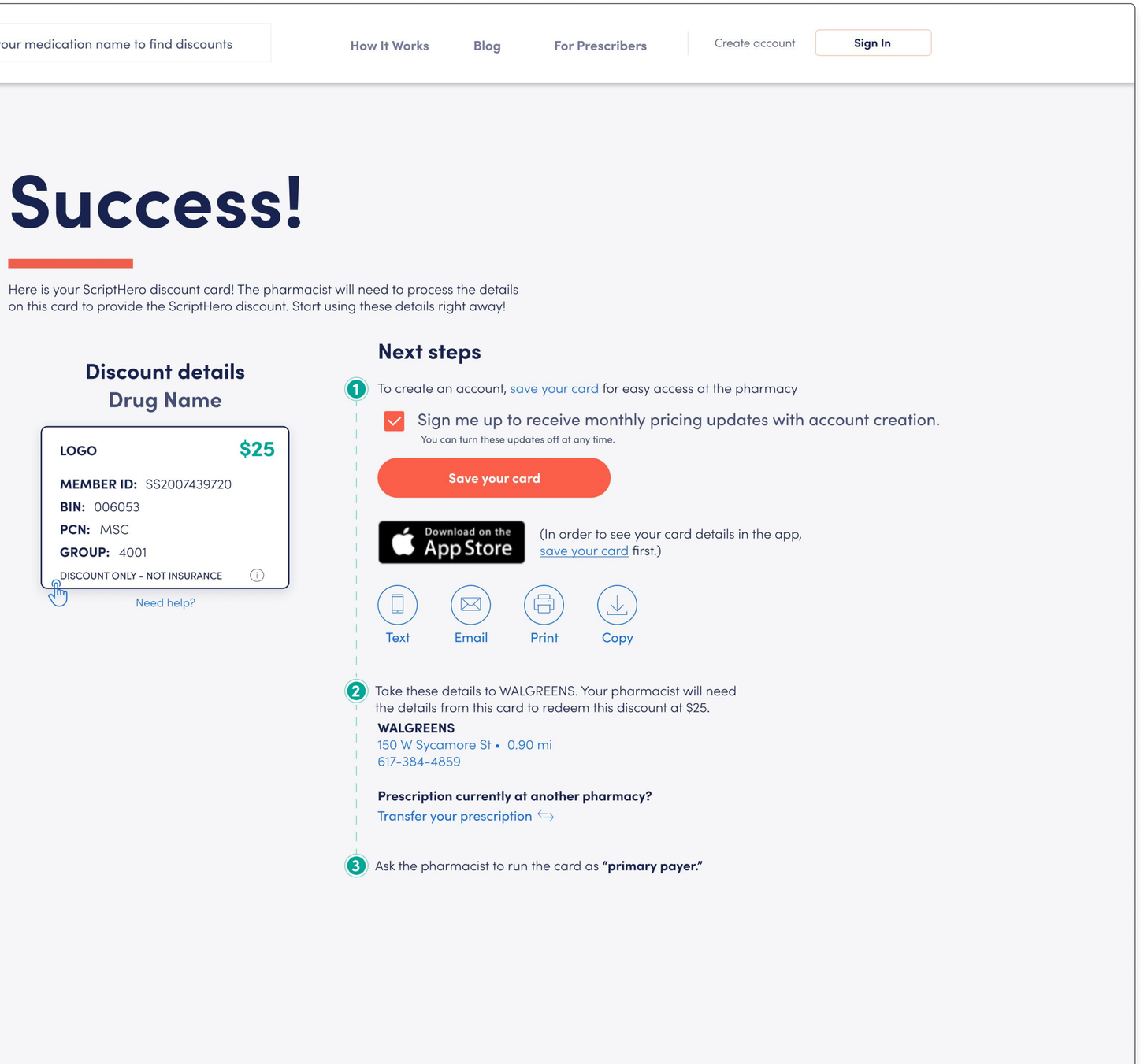
sults for:

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

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

The survey

We had further indication in a previous survey that some of our **respondents saw value in receiving monthly price updates.**

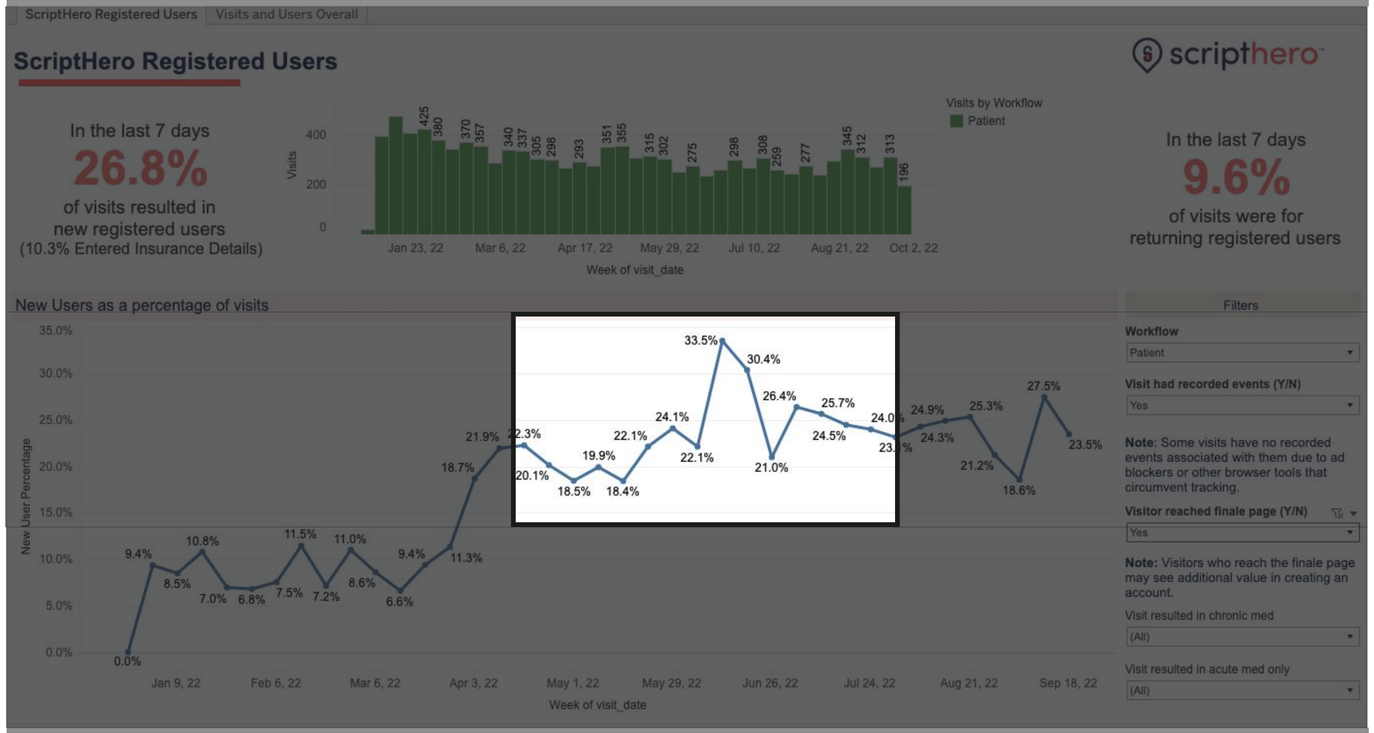


The experiment

We knew it would take a lot of engineering to build out the backend to support sending price updates to patients on a monthly basis.

We decided to set a **2 week experiment** with a fake front door test to **validate the value** we saw in the user tests and survey.

https://uxdesign.cc/how-we-run-a-fake-door-test-in-notino-ux-case-study-c7138940c1ec



The data

Not only did we see an **80%** sign up rate for monthly price updates, we also saw account sign ups surge to **33.5%**!