

# Maximising Customer Satisfaction and Accessibility in an Online Pharmacy

## Field Project with Reinvent Systems



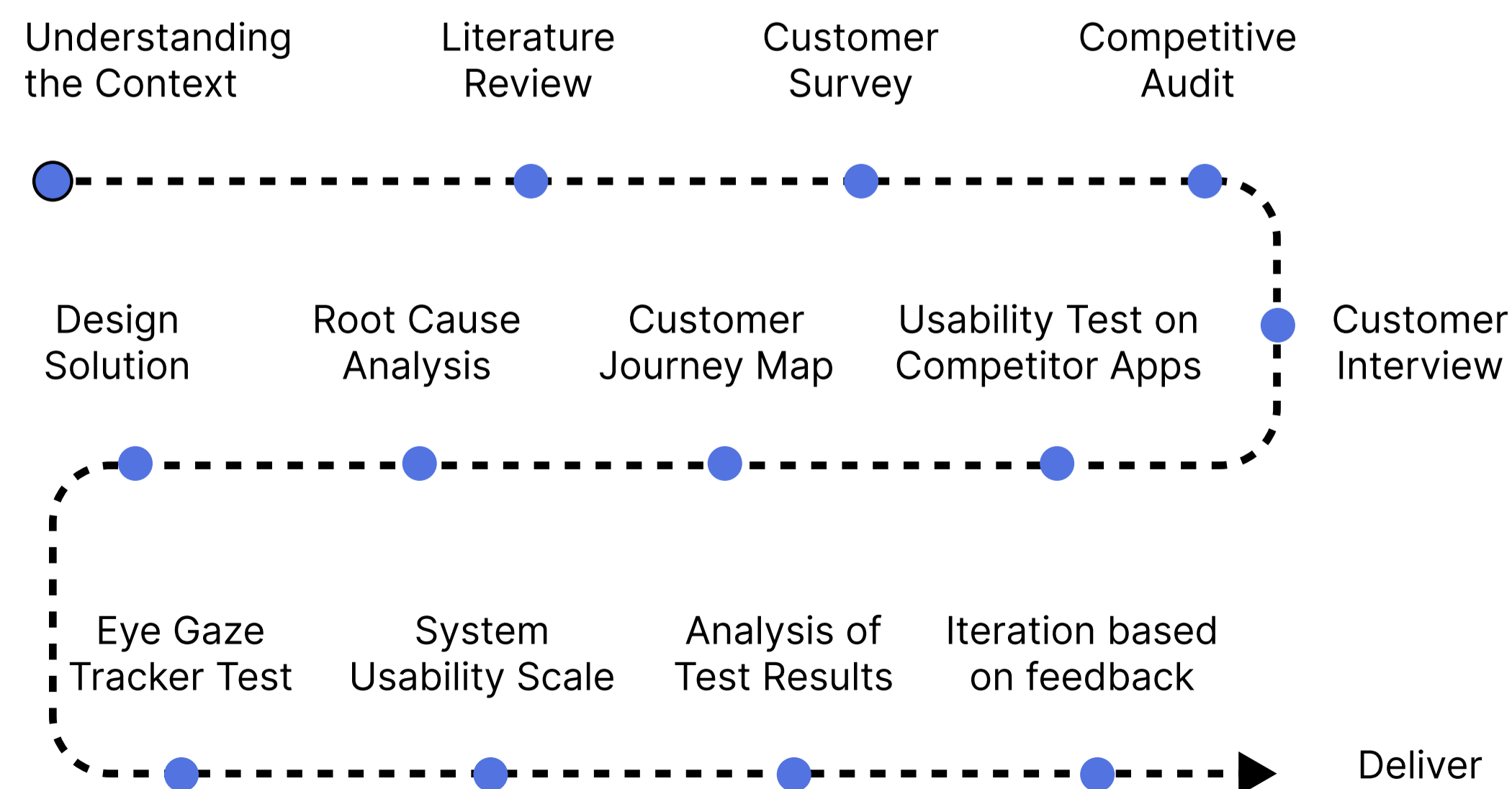
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### Abstract

The project aims to **enhance customer satisfaction and accessibility** in an online pharmacy through user-centered design framework. The main objective was to identify and address factors that hinders customers' motivation to choose an online pharmacy. Extensive research in the form of customer surveys, customer interviews, literature research and competitor review analysis was done to understand the underlying issues. The research revealed that customers seek **ease in navigation, trust and communication support** in the online pharmacies. Therefore, the goal was to incorporate these three factors to provide a seamless customer experience.

### Study Methodology

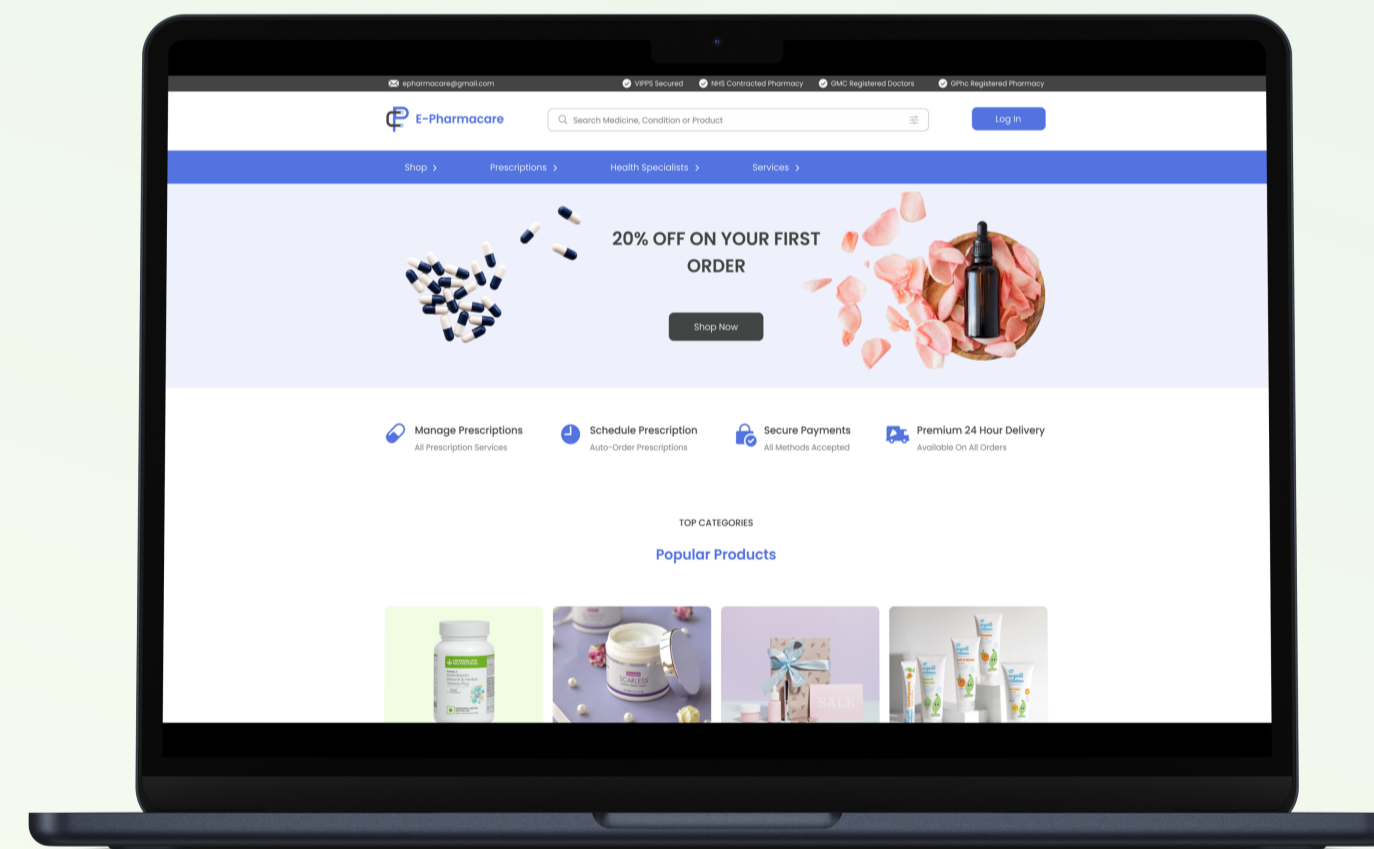


### Introduction & Background

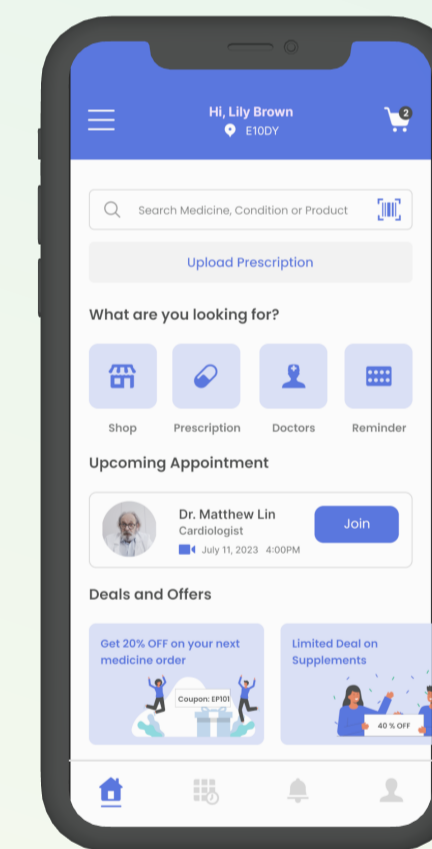
The healthcare of the United Kingdom is renowned worldwide due to the access of quality medical and healthcare services. During Covid-19 pandemic, a substantial shift came in the way people access information and resources as everything went online but research showed that following the pandemic, change was not significant enough in the online pharmacy industry. Therefore, various primary and secondary research methods were used to have a deeper understanding about customers' behaviour, perception and expectations. The research revealed that **lack of customer-pharmacist relationship, incomplete or unreliable drug information and complexity of interfaces** hinders in the adoption of online pharmacies by the customers. Therefore, a hypothesis was developed to incorporate these factors to assess enhancement in the customer satisfaction.

### Design

Website Landing Page



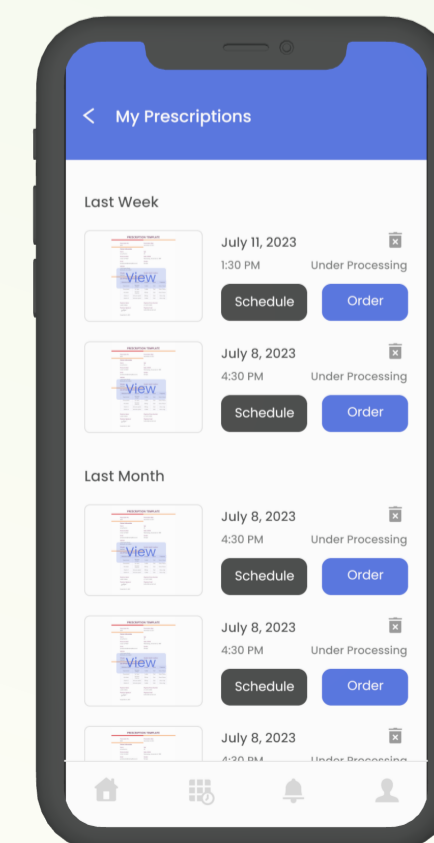
Home Page



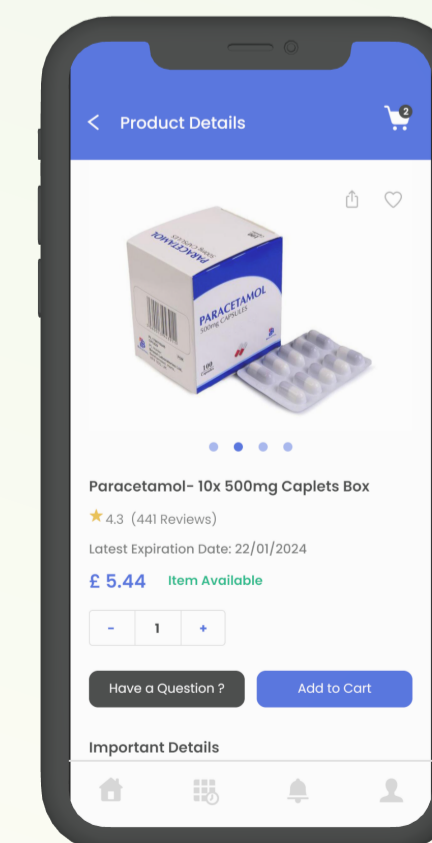
Virtual Consultation



Manage Prescriptions



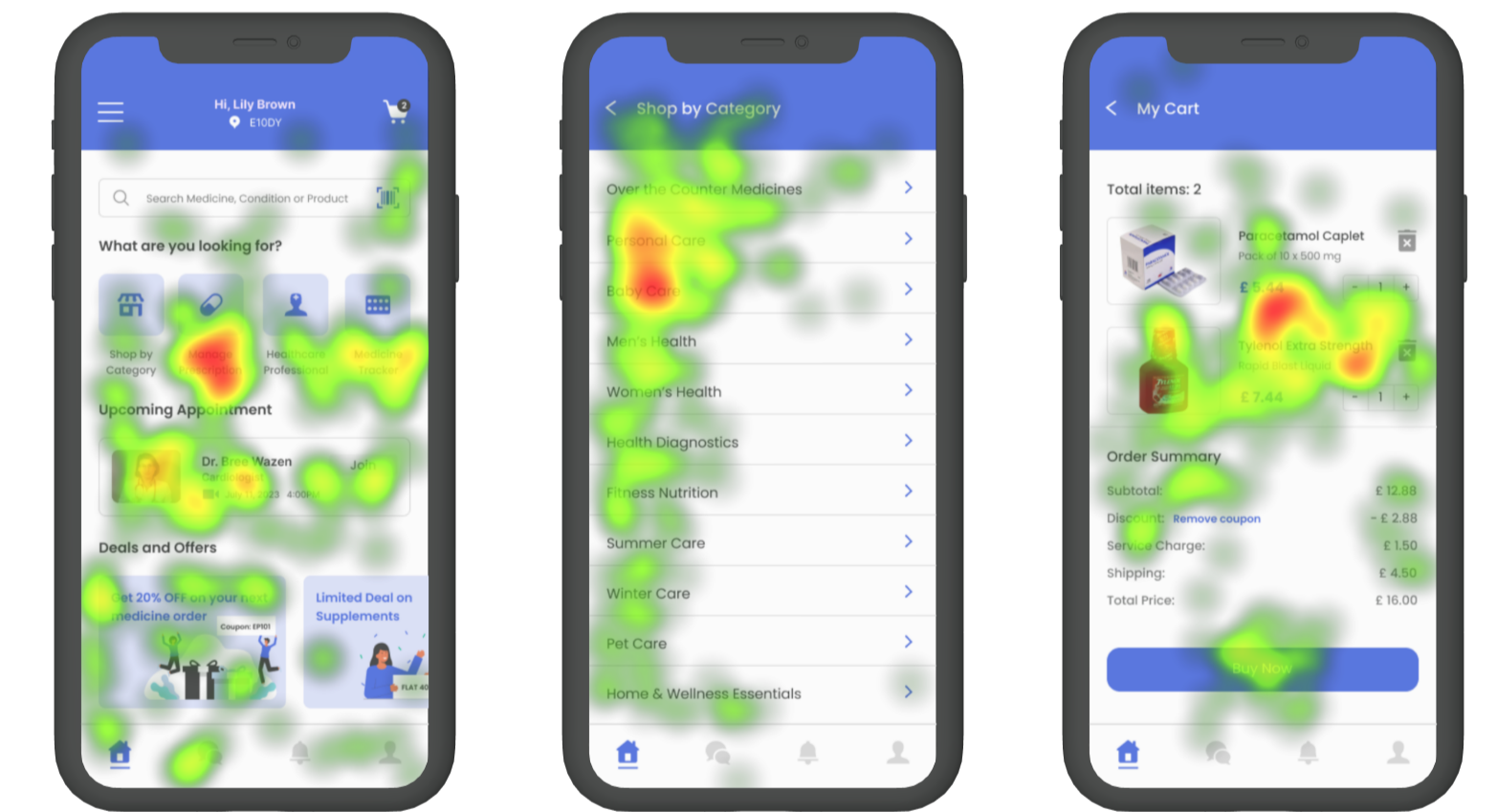
Product Details



### Testing & Research Results

To understand customers' engagement and overall satisfaction with the design solution, the following tests were performed:

- **Eye-Gaze Tracking Test (EGT):** The goal was to understand where the participants intend to find critical information while completing tasks. **10 out of 10 participants** were able to complete all the tasks.
- **Post-Test Interview:** The interview was conducted to analyse the customer experience and obstacles while accomplishing a particular goal. **Participants expressed their overall satisfaction and fulfilment.**
- **System Usability Scale (SUS):** The SUS survey was conducted to comprehend the efficacy of the design solution. The **SUS score was analysed to be 80** which indicates the improved customer experience.



### Conclusion & Future Work

Integrating factors such as **communication support, trust, accessibility and ease of usability** played a vital role in increasing customer satisfaction which in turn is anticipated to build customer loyalty. Virtual communication and prescription management were among the key influential features.

The future work would include incorporating **artificial intelligence (AI)** to give customers more personalised experience in terms of recommendations, medicine management and customer service to optimise their experience.