

# Prescription bottle redesign

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Team member: Polly Ouellette

Principles of Information Design

# Introduction

Most prescription pill bottle label designs today are quite confusing in terms of delivering information in a structured way. That is something we wanted to change with our design. What we saw in today's market was a very generic design that did not inform the users very well the direction that they were going to take their pills. The designs are not personal in any capacity which we saw could help in a household with many people in order to identify who's medicine is who's.

What we wanted to change was the way the information was delivered. What we wanted to try and achieve was a more personalised design that is efficient in different contexts. We wanted that the pharmacists could identify the medicine more easily. We also wanted the user to more easily read of the information and decrease the level of confusion that often is created with today's designs.



# Problem area

What we first looked at and identified was the actual label. The area to fit information on is very small which required the design to be efficient to deliver information. Misuse of a drug can lead to serious damage or death which requires the design to be well planned. What we recognised was that the label has to be clearly structured for different context. A pharmacist needs to be able to look at the label and identify the correct drug before handing it out. The user needs to be able to see important information such as dosage and what kind of medicine it is. Different contexts arise which could involve people living in a care homes where the nurses are serving the drug. Something we also saw was the aspect of timing. Current designs does not really provide an

easy display of when to take the drugs. It is usually printed out in text which can cause confusion, especially grouped with a lot of other text.



A photograph of a wooden desk in a dimly lit room. In the foreground, a silver laptop is open, showing its keyboard. To the left of the laptop is a white ceramic mug filled with dark coffee. To the right of the mug is a rolled-up notebook with a pen resting on it. The background is dark, with a window showing some light. The overall mood is quiet and focused.

Week one

# Research and first sketches

We started out by looking at what information the Food and Drug Administration (FDA) required there to be on the label. The information required was: date of filling, the pharmacy name and address, the prescription number, the patient's name, the prescribing practitioner's name, and directions for use and cautionary statements, if any, contained in such prescription or required by law.

This information laid the foundation of the project and we could continue our process. This meant looking at many the standard issued label designs that exist just to get an idea of how the market looked like. In order to start designing for different contexts we created personas that we could use in our design process. This included three different persons and use cases. These are displayed on the next three pages



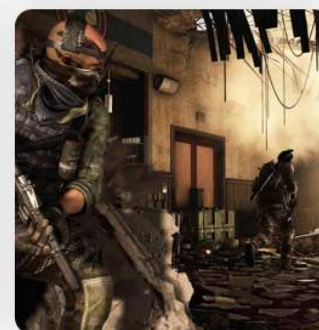
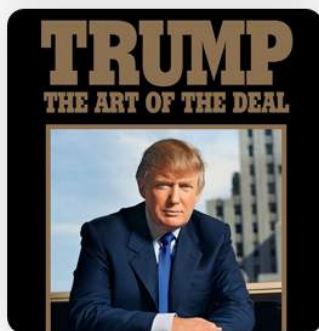
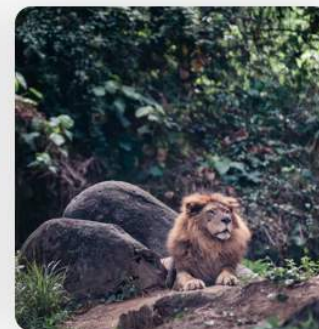


**Name:** Jerker Svensson

**Age:** 34

**Context:**

Jerker is a very successful Swedish man living in New York working in real estate. He likes fast cars and has quite a social circle which he hangs out with a lot during the weekends. However, he managed to break his leg during one of his parties and now has to walk with crutches.



**Use case:**

In Jerkers case he still needs to be sharp in his mind but don't want to be dozed of by the drugs. He likes to be straight the point and hates wasting time so efficiency and simplicity is very important to him. This requires the label to fulfill these specifications.



**Name:** Ingrid Johansson

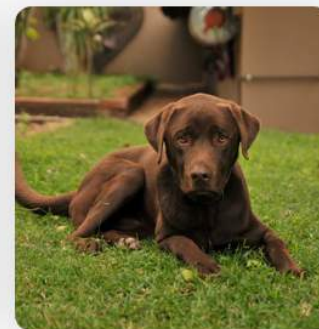
**Age:** 76

**Context:**

Ingrid is a grandmother to three and lives in an assisted living facility in the city of Chicago. Ingrid is used to do her walk in the park every morning with her dog. She likes to drink coffee with her friends while knitting blankets for her grandchildren. She also likes to knit and is connected with a knitting club. Her joints are hurting because of arthritis from all the knitting, and she needs a prescription for it.

**Use case:**

Ingrid is served her prescription by nurses and these nurses serve a lot of prescriptions. In this case the bottle label has to be clear about how much to serve and when.







**Name:** Jenny Eriksson

**Age:** 14

**Context:**

Jenny is a typical teenager who does typical teenager things, like going to the mall and painting her nails during sleepovers with her friends. However Jenny has a terminal illness and has to take prescription drugs on a regular basis and has been since she was a baby. Since Jenny isn't 18 yet, her mother has to pick up the medication for her at the pharmacy, although her mom lets Jenny manage her own medications.

**Use case:**

As a confused teen with concerned parents Jenny wants her prescription bottles to be simple but also looking good. She doesn't want her friends to judge her when she has to take her pills in school and with a cleaner label she thinks she escapes that.



# Sketches

This preliminary work helped us produced many different iterations. While Polly was sketching with pen and paper I produced the personas illustrated above. After she completed a wide array of different iterations we picked out together our five favourites. I converted these into digital sketches and was submitted.





Week two

# Refine and improve

After missing our chance for in-class critique for the first weeks work we were a bit lost on how we would proceed. We had some general direction of what to do and we knew how we would go about it to improve the design. We started out into dividing the artboards into grids. We wanted to make sure that the label would be able to tell a story. This story would be told with the help of the actual bottle as it is circular the twisting of the bottle is of high relevance. It meant that the label would be divided into three different sections of visibility.



<b>CVS/pharmacy</b> 865 North Highland Avenue NE  <b>Severus          Snape</b>  RX1234567-12345 September 9, 2018	<b>Ibuprofen</b>  Directions for use: Take one tablet by mouth twice daily as needed Do not take more than directed.	Dr. Ron Weasley (779) 453-0013
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Patient Name   Prescription #	<b>CVS/pharmacy</b> <small>Address          Date</small>
<b>Medication Name</b> Directions for Use Cautionary Statements	Doctor Name Contact info

<b>CVS/pharmacy</b> 865 North Highland Avenue NE	<b>Severus Snape</b> Dr. Ron Weasley (779) 453-0013
<b>Ibuprofen</b>  Directions for use: Take one tablet by mouth twice daily as needed. Do not take more than directed.	RX1234567-12345

September 9 - 2018	<b>Severus Snape</b> <b>Ibuprofen</b> RX1234567-12345 Dr Ron Weasley	2 Pills Daily Do not take more than directed
<b>CVS/pharmacy</b> 865 North Highland Avenue NE		

<b>CVS/pharmacy</b> 865 North Highland Avenue NE	<b>Ibuprofen</b> RX1234567-12345	2 Pills daily Do not take more than directed
Dr Ron Weasley September 9 - 2018	Severus Snape	

Improved sketches brought to critique session

# Sketches & Critique

We had a good look at our sketches and as mentioned put into grids and started to form a design system. We knew that we wanted to utilise the available whitespace instead of dividing it into lines as current label designs do. We thought about starting to use colour as part of the system but decided not to as we thought that integrating colours to it was for the week after. However when we got to class for critique session we learned that it was a wrong move. It was a valuable session as it pushed us into the right direction of where we wanted to take the designs. We also started researching concepts for label designs and found some good examples. The concepts got us into about dividing the information with the help of icons and illustrations.



Concept labels from target that includes color scheme and icons



## Week three Final design

Following the second weeks critique we decided to do an all new design and incorporate all the new design ideas we had. We knew that we wanted to implement a clear and instructive way of taking the medicine. We also wanted to incorporate icons in order to simplify and make it easier for the user to distinguish the information. We wanted to add colours to the label and with all of this we wanted create a clear and effective design system that would work with our previous revelation regarding the twisting of the bottle and clear grid structure. While Polly started out sketching a potential layout I started working on the visual design. This meant colour palette, icons and typography.



# Sketching

Color coded

pharmacist

fill prescription

patient taking meds

patient calling.

NAME

Ibuprofen, 150mg  
Prescribed for  
headaches

Date prescribed:  
3 Refills

morning	noon	evening
☀	☀	☾
1	0	1
Take with:		Don't consume
🍲 food	🥛 milk	🍷 alcohol
Symptoms:		☹ Nausea
zzz drawsy	🌀 dizzy	

For Questions/Concerns:  
Your Doctor  
John Doe  
7705306525  
Your Pharmacist  
Jane Doe  
7705306525  
Prescription # 739214

Walgreens logo

# Design system

## Typography:

Avenir light

*Avenir light oblique*

Avenir Roman

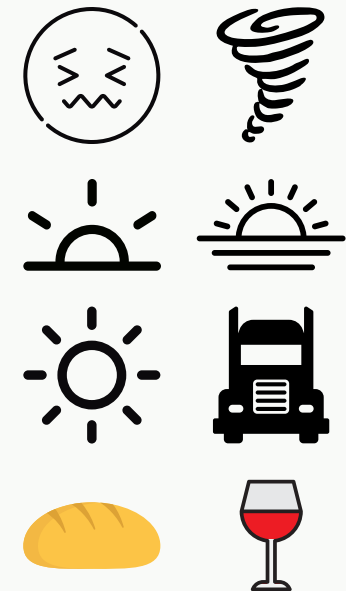
Avenir Medium

Using Avenir was targeted for our personas as they wanted something more modern and nicer looking. While it performs those things it is also a great font for both headlines and body text.

## Colours:



## Icons:





Ingrid Nilsson



morning

1



noon


1



evening

2

**Ibuprofen** 200mg

40 red/brown tablets 

Prescribed for headaches

Date prescribed: 9/10/18

3 refills

Do



Take with  
food

Don't



Drink  
alcohol



Operate  
machinery

Possible symptoms



Drowsy



Dizzy



Nausea

For questions:

Your doctor

Magnus Johnson  
(404) 393 4567

Your pharmacist

Eva Karlsson  
(404) 733 6557

Prescription #192390


*Walgreens*



Color-coded for specific person in the household to identify more easily without reading the text


Schedule for taking the drug using symbols and colour. If user is colour blind they can rely on icons



**Ingrid Nilsson**




**Ibuprofen 200mg**  
40 red/brown tablets   
Prescribed for headaches

Date prescribed: 9/10/18  
3 refills

**Schedule:**  
morning 1  
noon 1  
evening 2

**Do:**  Take with food

**Don't:**  Drink alcohol  Operate machinery

**Possible symptoms:**  
 Drowsy  Dizzy  Nausea

**For questions:**  
Your doctor  
Magnus Johnsonson  
(404) 393 4567  
Your pharmacist  
Eva Karlsson  
(404) 733 6557  
Prescription #192390

*Walgreens*

Illustration of the pill in order to identify it more easily

Icons to deliver more efficient information instead of relying on a massive amounts of text

Better mapping/grouping of info regarding question and concerns with prescription number in bottom

Information for the pharmacist  
when handing out the drug

Information for the user when  
using the drug

Information for the user when  
having questions

**Ingrid Nilsson**

**Ibuprofen 200mg**  
40 red/brown tablets

**Prescribed for headaches**

Date prescribed: 9/10/18  
3 refills

**morning**  
1

**noon**  
1

**evening**  
2

Do

Take with food

Don't

Drink alcohol

Operate machinery

Possible symptoms

Drowsy

Dizzy

Nausea

**For questions:**

Your doctor  
Magnus Johansson  
(404) 393 4567

Your pharmacist  
Eva Karlsson  
(404) 733 6557

Prescription #192390

*Walgreens*

# Final reflections

After the final critique session we had I felt great about the design. The final artefact is a big evolution from our previous ones. It conveys all the information in the way we wanted and with the use of the newly incorporated ideas. What I agree on which was said at the critique session, was that the icon design can be more uniform in its style which would complete the design system. I do believe however that they successfully communicate our idea of using icons to help the user search for vital information. Other than that I felt that the feedback was very positive about the use of grids and colour. Most people agreed that when seeing the label flat on the table it could be hard to see the grid right away but when applied on the pill bottle it would make sense as they placed it in the hand and rotated it around.

The cooperation with my team member Polly has been great and I think we have been successfully working towards a design that we both are really happy about. I think we complemented each other great as she wrote and sketched a lot while I was working on the digital material which means we used each others strengths.

What I would want to do in the future is to work on the icons and make sure that they follow the same kind of style. Also try out different kinds of drugs to make sure that the design system works in different cases.