

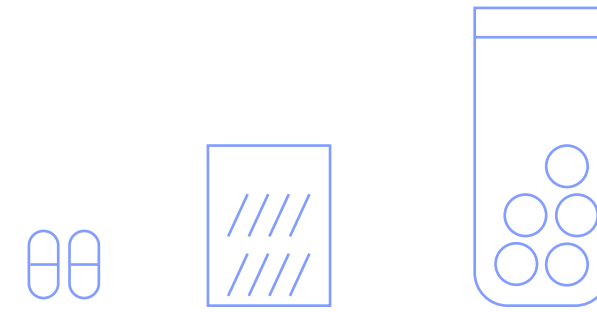
HOW IT WORKS

The purpose of Chinese medicine isn't to cure illness, but to improve your health incrementally so it doesn't get sick in the first place. Meiri takes routines traditionally exercised by family members and brings it to anyone who wants to benefit from Chinese medicine.



DAILY LOGS

Users quickly input 4 things each day: their face, tongue, pulse, and emotions.



DELIVERY SYSTEM

Once a few logs are complete, Meiri delivers herbs to your door.

INTERVIEWS

We spoke with potential users and experts we could reach out to during the design process.



Mark Anthony studied to be an acupuncturist after seeing them at work post-hurricane Katrina.



Sean grew up with Chinese medicine, but is skeptical of its effectiveness.



Chi Ching is a life-long user of Chinese medicine.



Dana has been using Chinese medicine for about ten years.



Nicole grew up with Chinese medicine and prefers it to Western medicine.



Jaime grew up taking herbal teas and Western medicine.



William finds it a bit hokey but likes that it's friendlier to the environment.



Angela is open to trying, primarily to cut down on the number of pills she takes.

PERSONAS

Learning from our interviews, we crafted six personas to ground our decision making.

<p>Mihaela</p> 	<p>Shalene</p> 	<p>Sam</p> 	<p>Albert</p> 	<p>Clara</p> 	<p>Lorane</p> 
<p>Practical College Student</p> <p>Patient Educated Open-minded</p>	<p>Lifestyle, Practical Young Mother</p> <p>Outgoing Alternative Open-minded</p>	<p>Practical Average guy</p> <p>Simple Guarded Open-minded</p>	<p>Lifestyle + Practical Independent fashion man</p> <p>Edgy Guarded Familiar</p>	<p>Lifestyle Model</p> <p>Simple Quirky Alternative</p>	<p>Practical Teacher</p> <p>Educated Wise Alternative</p>
<p>Needs: Shares brand values: Eco-conscious, Safe, Works based on evidence</p> <p>Desires: Contemporary, Simple to use</p> <p>Best Day: Patient, follows rules carefully</p> <p>Worst Day: Would rather not use if too stressed. Scared if ambiguous instruction.</p> <p>Personal: Goes to UC Berkeley, but misses class often because of colds due to stress and diet.</p> <p>Meiri: App, Delivery</p> <p>Extra: Would like to stock up for colds</p>	<p>Needs: Feels valuable, Feels like it's working, Eco-conscious</p> <p>Desires: Without thought, Beautiful in home, High end, Authentic for lifestyle</p> <p>Best Day: Willing to try anything once, adventurous, risk-taker within reason, excited to try new things</p> <p>Worst Day: Work, Kids, Responsibilities stacking. Needs to be able to get through her routine without unnecessary trouble.</p> <p>Personal: Likes Gweneth Paltrow's Goop. Her friends are into herbs.</p> <p>Meiri: App + Mirror, Herb Delivery</p> <p>Extra: Wants her family to use it</p>	<p>Needs: Familiarity, Evidence, Has health conditions, Affordable, Time saving</p> <p>Desires: To be healthier, likes the idea of meiri, wants to be healthy everyday and not treat sickness</p> <p>Best Day: A little skeptical but willing to try it out</p> <p>Worst Day: Non-believing</p> <p>Personal: A friend introduced him to Meiri.</p> <p>Meiri: App + Pill Delivery service</p> <p>Extra: Has preexisting conditions</p>	<p>Needs: Evidence, Simplicity (beauty + utility), Authentic out of practicality</p> <p>Desires: Higher-end</p> <p>Best Day: Feels adventurous, wants to do everything quickly so he has more time to do cool things</p> <p>Worst Day: Feeling withdrawn, doesn't want to do more than he has to</p> <p>Personal: Posts looks on LookBook</p> <p>Meiri: App + Mirror, Pill Delivery</p> <p>Extra: Grew up with it so he questions authenticity Asian-American, lives in an area densely populated with asians and asian herb stores. Love social media / attention.</p>	<p>Needs: Contemporary brand, Authentic out of practicality</p> <p>Desires: Fantasy</p> <p>Best Day: Loves new things, Loves ritual</p> <p>Worst Day: Can't bother</p> <p>Personal: Wants to live a simple but cool life</p> <p>Meiri: App + Herb Delivery</p> <p>Extra: Grew up with it. Not a lot of access to Asian herb stores. Is excited about the brand.</p>	<p>Needs: Authentic out of practicality, Simplicity out of necessity</p> <p>Desires: Easier on her than how she currently practices TCM</p> <p>Best Day: Can wing it on her own, Wants to learn TCM practice</p> <p>Worst Day: Wants Meiri to fall back on when she can't make doctor visits or trips to the herb shop</p> <p>Personal: Uses pills to simplify life, uses meiri as herb source but doesn't need much guidance</p> <p>Meiri: App + Mirror, Herb and Pill Delivery</p> <p>Extra: Will supplement TCM with acupuncture, etc. Supplements app use with TCM doctor visits</p>

PRODUCT

The product must follow real Chinese medicine practices as closely as possible, and be transparent with its sources.

It should teach new users while serving as a helpful resource for seasoned users.



BRAND

A beautiful product is ideal for users who are interested in taking herbs for partially lifestyle reasons. While developing a brand, keep in mind users who may feel excluded if it's too trendy or fashionable.



MOSCOW

Prioritizing what to build first.

MUST HAVE

Daily Log

Time Lapse

Current Medications

Delivery service

SHOULD HAVE

Locate Expert

Symptom Search

COULD HAVE / NICE TO HAVE

Food

Mirror

Herb display

Expert Chat

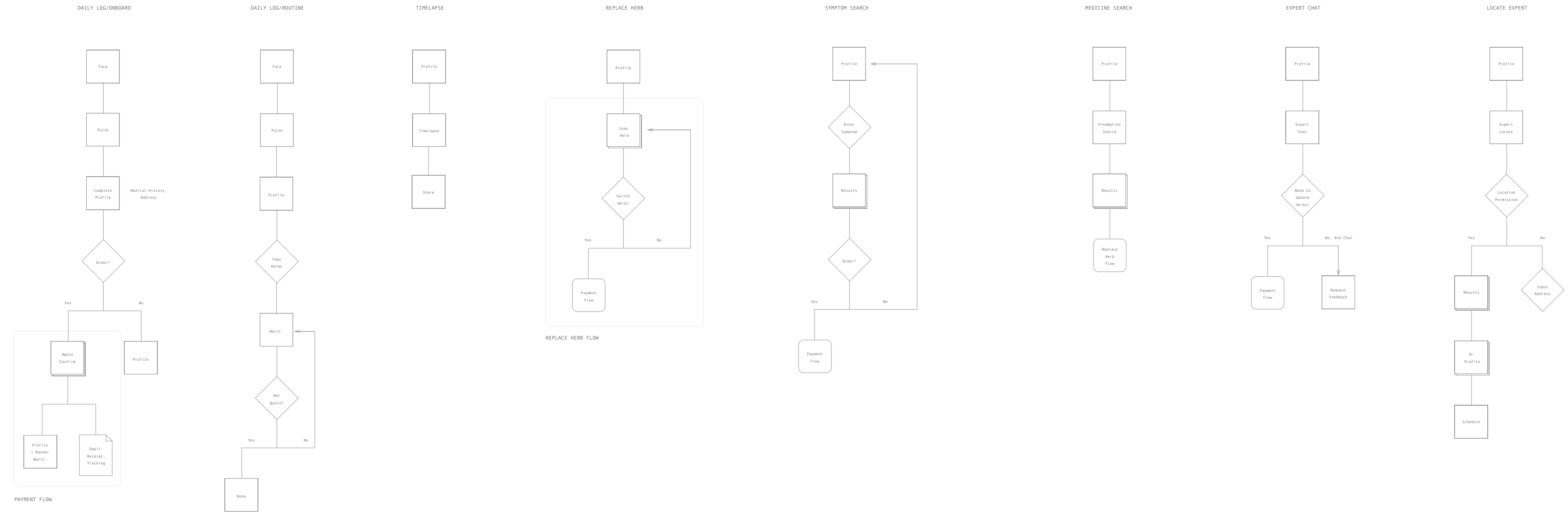
WON'T HAVE

Herb Shop

Multiple Users

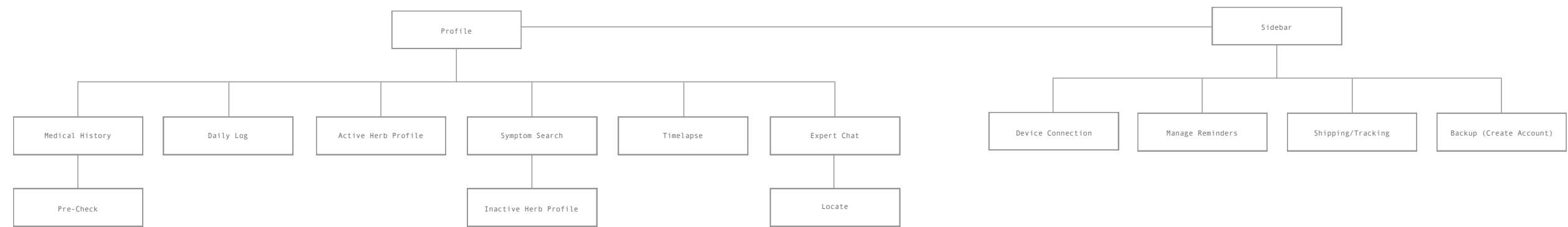
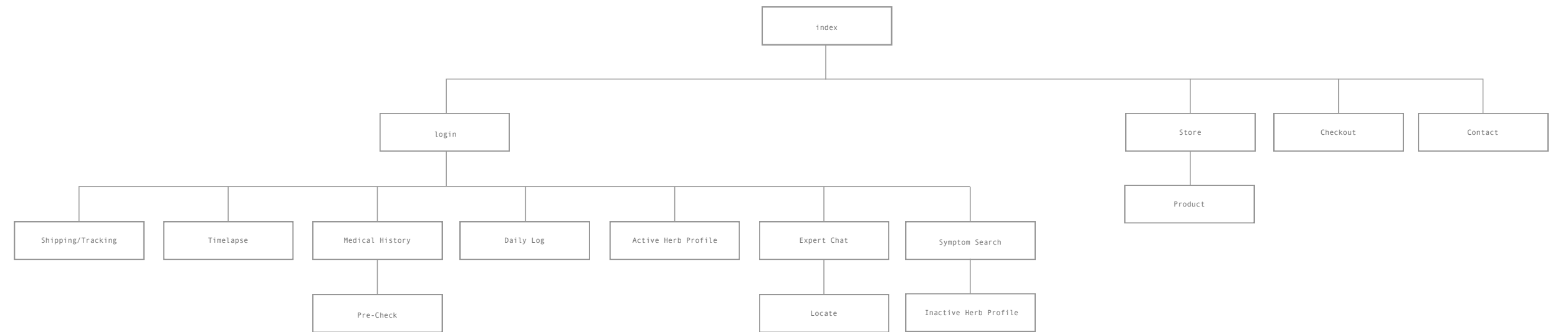
FLAWS

Initial flows from completing daily logs to locating experts.



ARCHITECTURE

How might we guide users through the app?



SYSTEM

Users can choose how much they're willing to invest. The result is a line of products that work well together or separately.



BEGINNER

See if Chinese medicine is right for you.
Just download the free app.



INTERMEDIATE

Complete your logs effortlessly, and have a physical reminder every morning.

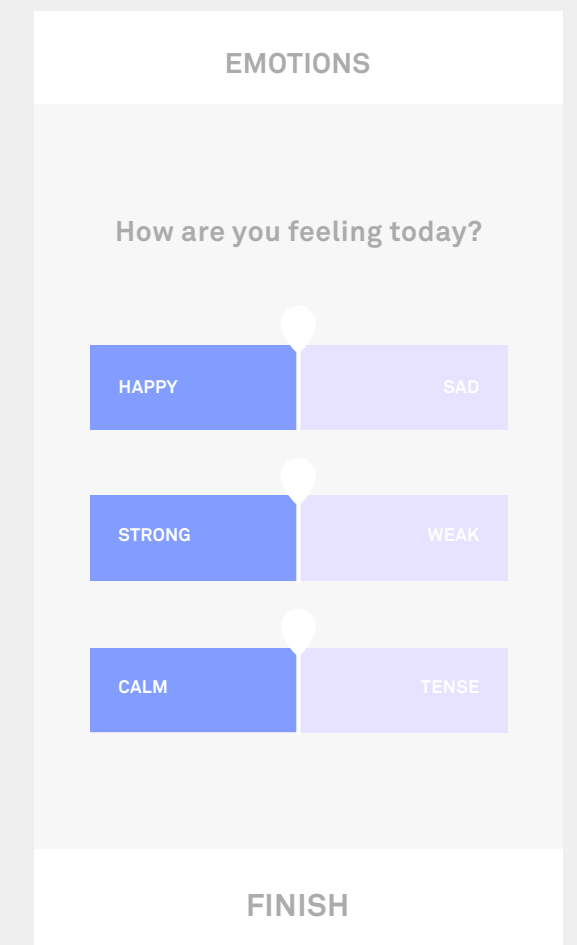
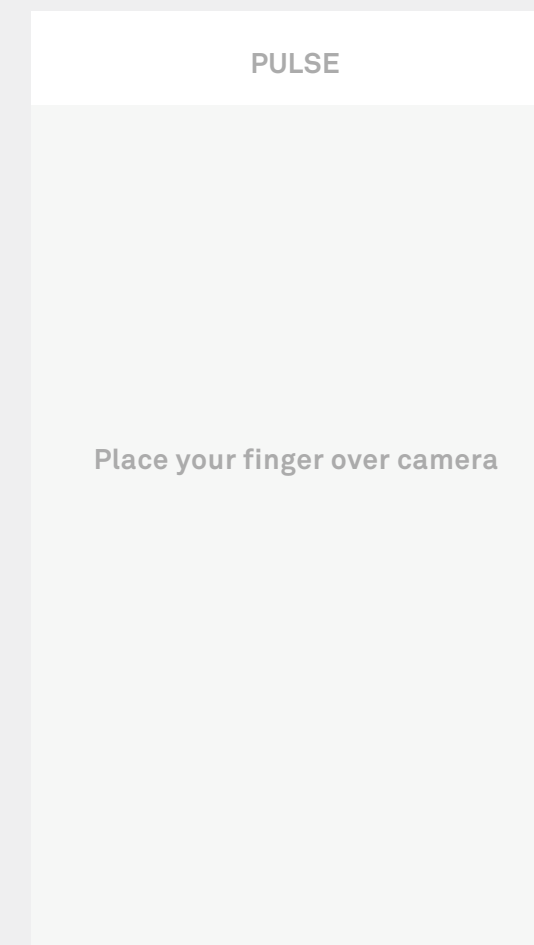
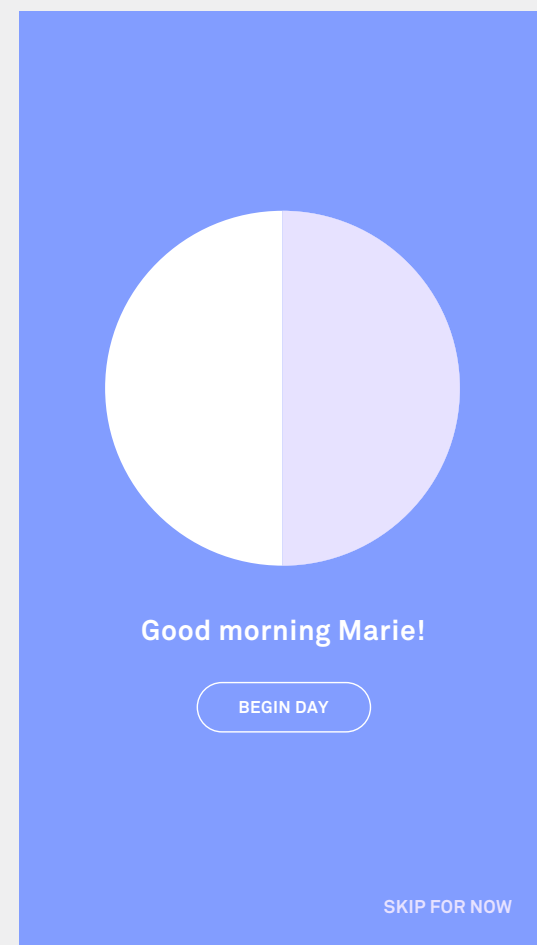


EXPERT

Have whole herbs delivered to your door and display them on the wall or on the counter top.

DAILY LOG

How a user completes their daily log:



CHALLENGES

Examples of key challenges that influenced Meiri's design.

ROUTINE

How might we inspire users to continue their daily logs?

— Page 12

EMOTIONS

How do we take beliefs that hold up in one culture, and translate them to another?

— Page 14

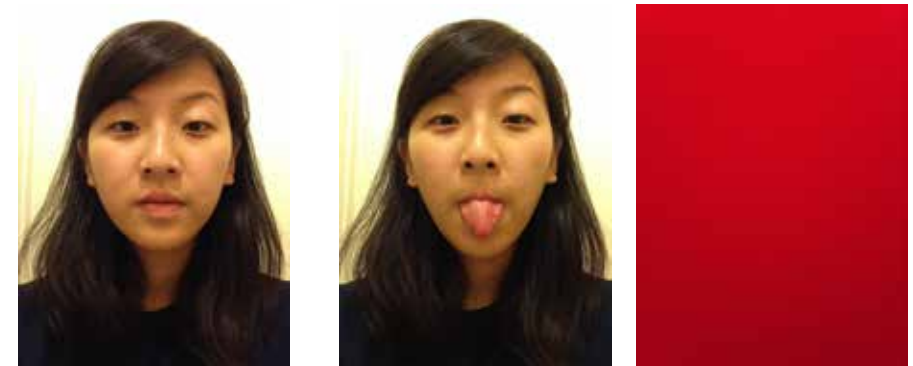
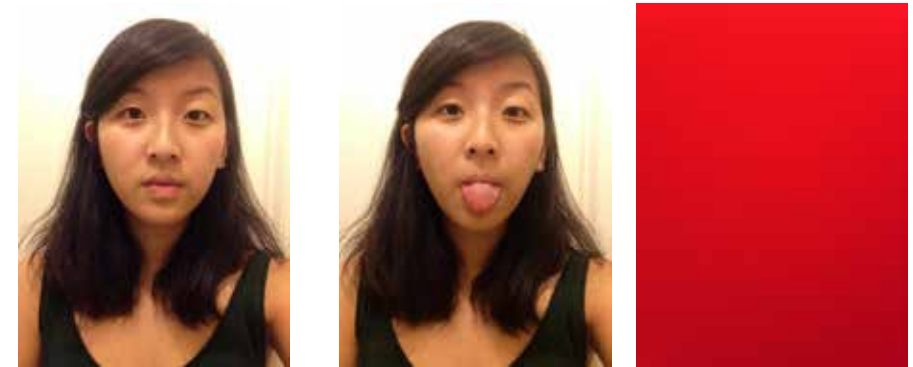
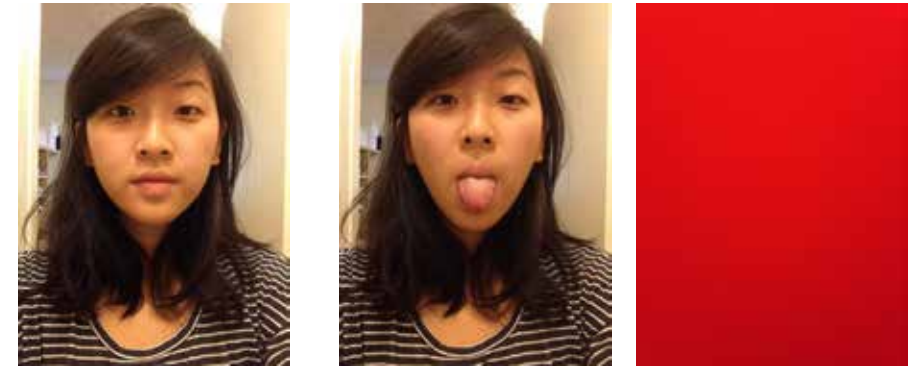
ROUTINE

What is it like to do daily logs for a week?
Three of us decided to test this routine and report back.

LOGGING

Only one of us were able to make it to seven days. It was surprisingly easy to complete these daily logs, only if you remembered and weren't too lazy.

This made the mirror more essential, since it was a physical reminder and lowered barriers to completing a log.

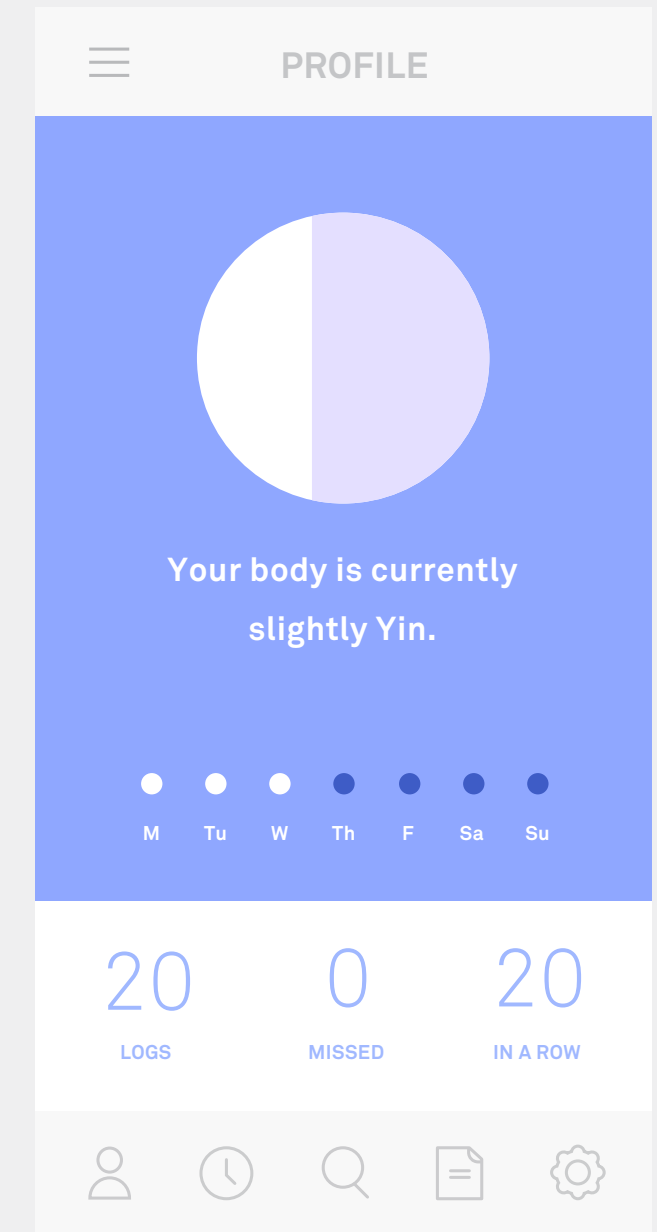


PRODUCT

How has this changed our product?

We had the idea of stringing time-lapse videos together to encourage continued use, but it had little to reward in the crucial first days of use.

It made me look into how we could borrow from other apps that relied on daily usage. From adding friends, to games that counted your hits in a row, to more forgiving interfaces like a counter that resets weekly.



EMOTIONS

The way we talk about feelings are different from the way Chinese medicine uses them.

JOY

A state of agitation or over excitement.

PENSIVENESS

(Or concentration) is considered to be the result of thinking too much or excessive mental and intellectual stimulation.

ANGER

Covers a range of associated emotions such as resentment, irritability, and frustration.

GRIEF

Deep breaths and the expulsion of air while sobbing.

ANXIETY

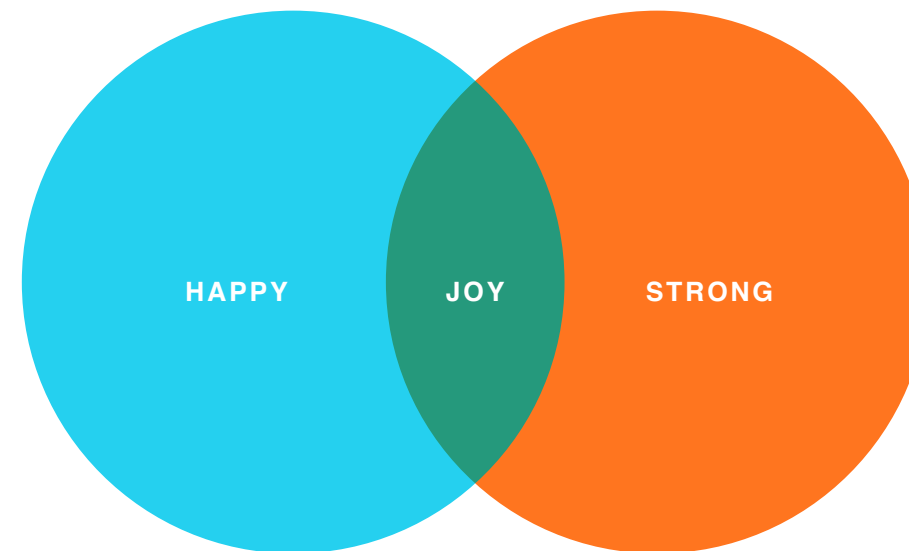
Common symptoms of extreme anxiety are retention of breath, shallow, and irregular breathing.

FEAR/FRIGHT

Fright is distinguished from fear by its sudden, unexpected nature.

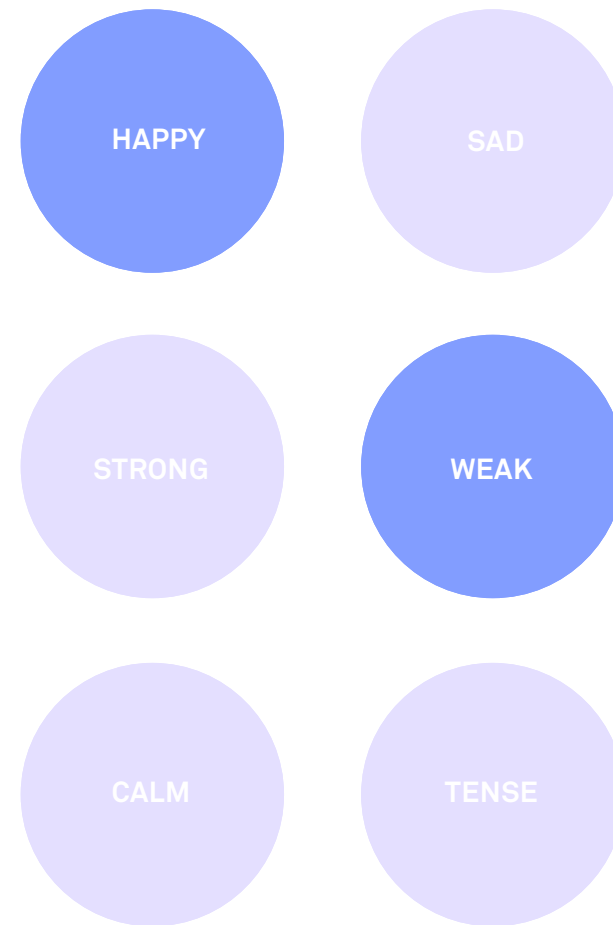
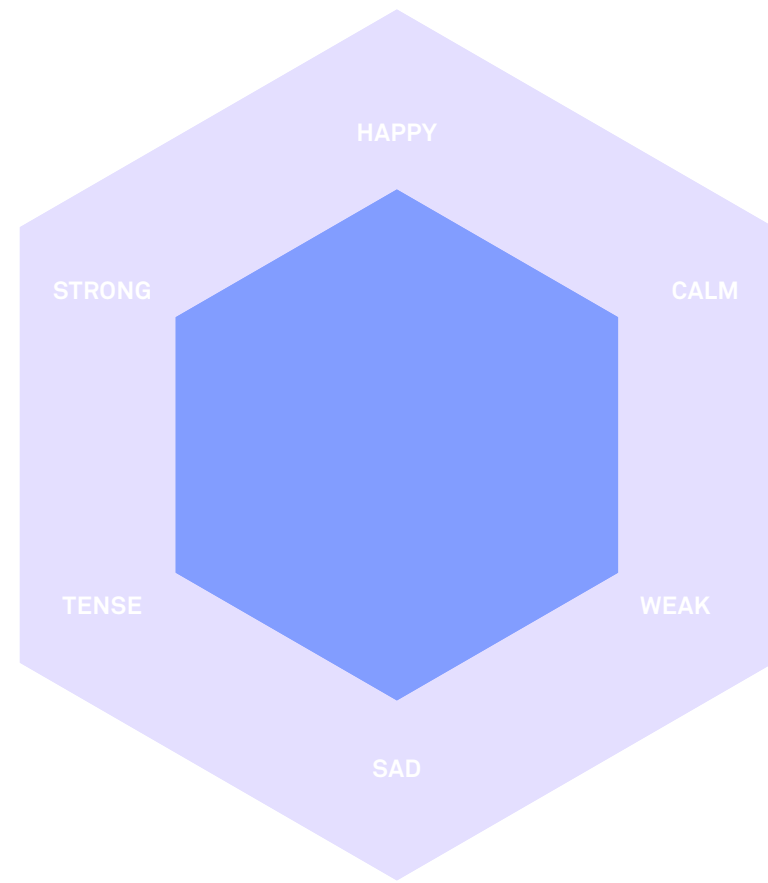
PRODUCT

This led to looking at synonyms, but few words were able to convey these meanings, or without overlapping. It was then that I started to not look for direct translations, but a system that helped users quickly input how they felt, and have Meiri translate it into the seven emotions.



PRODUCT

From there, it was understanding the right way to input it. I went with bars because it allowed emotional nuance, related emotions, and was among the easiest to understand.



FINDINGS

Observations from our interviews:

INTRODUCTION

Users are often introduced by friends, or were children of families that trusted herbs.

INCONVENIENT

From researching, to buying, to cooking.

MOTIVATIONS

Users felt Chinese medicine had less side effects, gave them control, was affordable, and eco-friendly.

MEASUREMENT

People open to trying Chinese medicine would like to see results, similar to fitness tracking.

FORM

Pills were preferred by newer users, while those who preferred tea saw bitterness as effectiveness.

SAFETY

Users are taking other medication, unaware of possible interactions.

FOOD

After a second round of interviews I was interested in how Meiri could help users understand foods to eat. I started to look into how a list can be useful during shopping, and how Meiri can learn preferences.

Food

Increase the effectiveness of herbs with temporary changes to your diet.

DO HAVE...	TRY TO AVOID...
Honey	Caffeine
Banana	Alcohol
Apple	Sugar
Asparagus	Spices
Kidney Beans	
Eggs	
Fish	
Tofu	
Potatoes	
More...	

More	Less
<input checked="" type="checkbox"/> Fruits	Caffeine
<input checked="" type="checkbox"/> Vegetables	Alcohol
<input type="checkbox"/> Fish	Sugar
<input checked="" type="checkbox"/> Eggs	Spices

DELIVER WITH:

AMAZONFRESH GOOGLE EXPRESS +

EXPORT

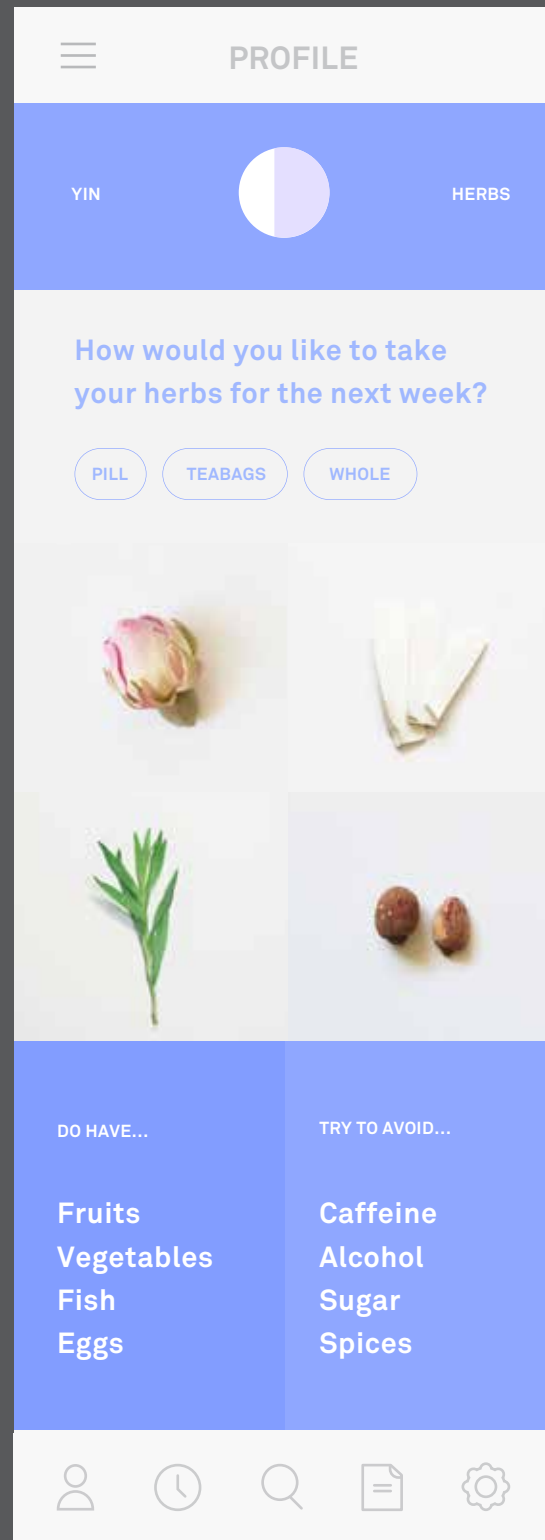
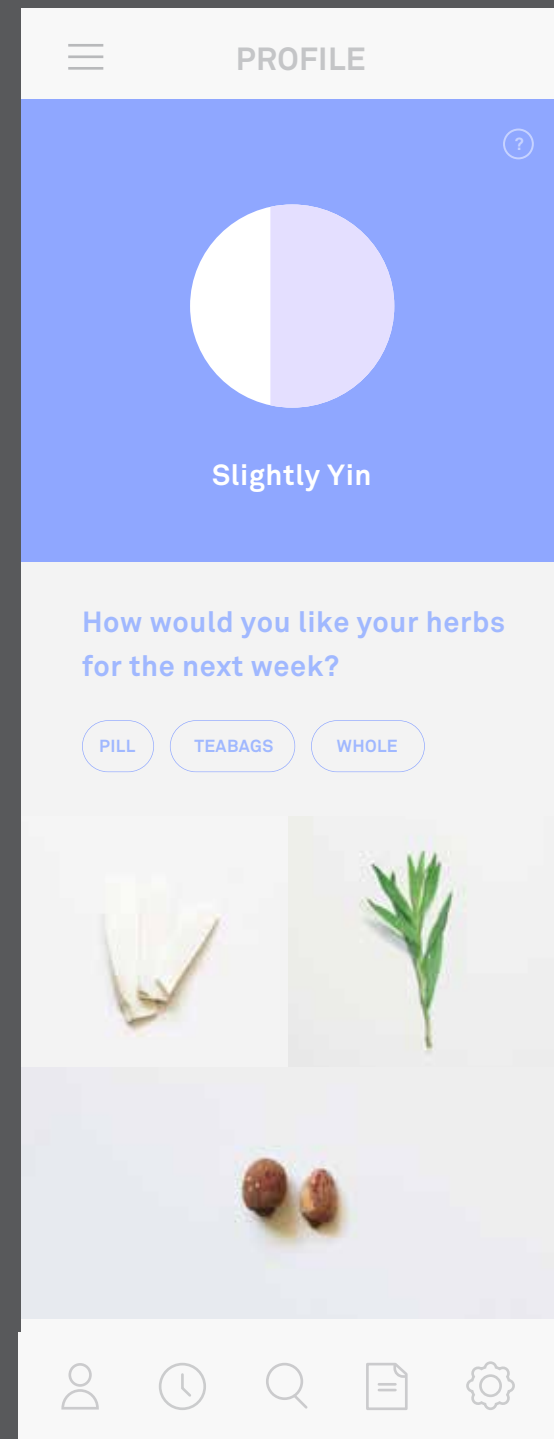
NOTES EMAIL

DIET RECOMMENDATIONS

DO HAVE...	TRY TO AVOID...
Fruits	Caffeine
Vegetables	Alcohol
Fish	Sugar
Eggs	Spices

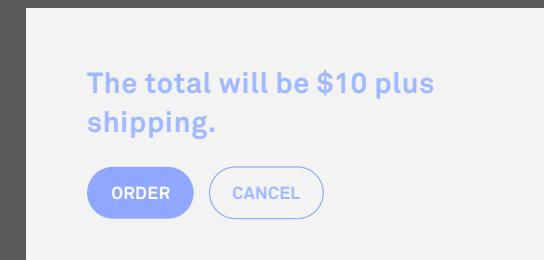
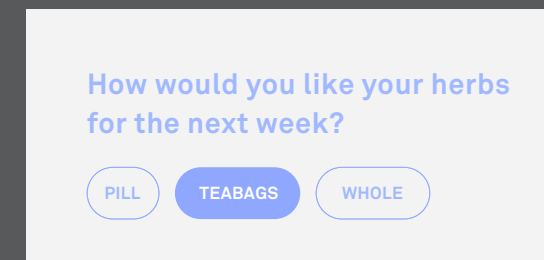
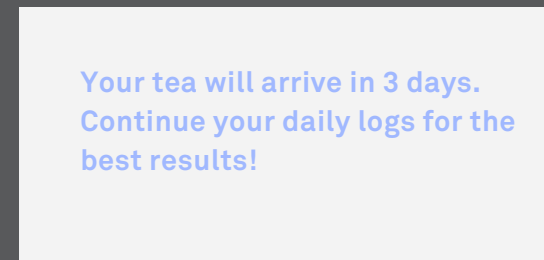
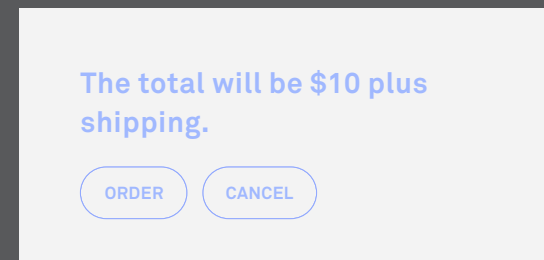
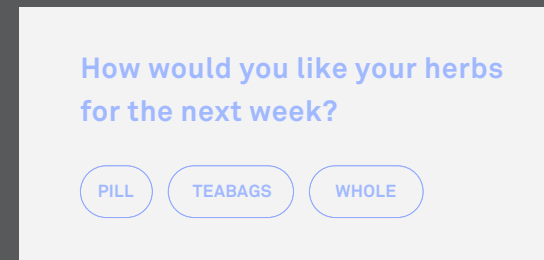
PROFILE

In-progress profile.



ORDERING

How herbs are purchased.



COLOR

What if color reflects the user?

