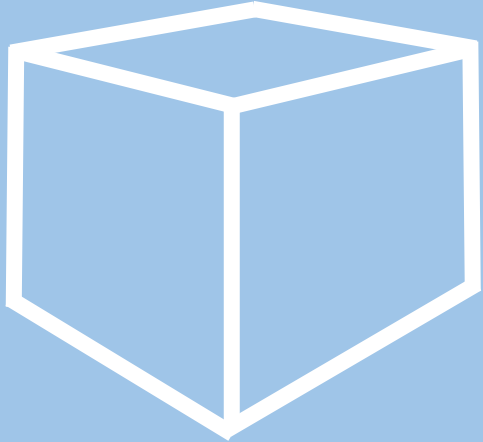

OUT OF BOX EXPERIENCE



Christopher Barrett, Aaron Clifford, Lisa Murphy

Medicate Lifesense A6-Blood Pressure Monitor Wireless





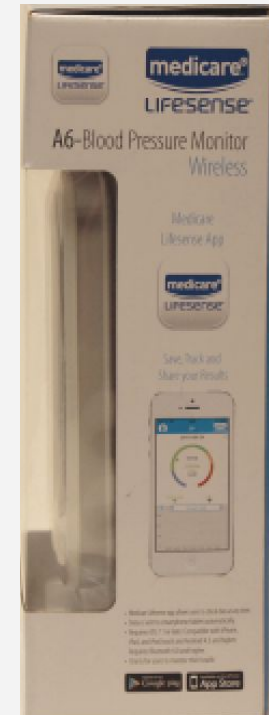
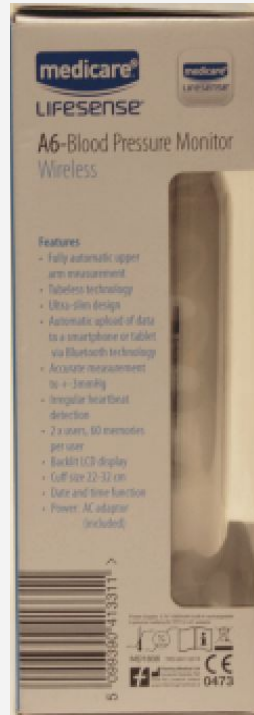
Mission Statement

IMPROVING THE USER EXPERIENCE OF THE
MEDICARE BLOOD PRESSURE MONITOR FROM
FIRST PURCHASE, TO THE SET UP AND USING OF
THE DEVICE.



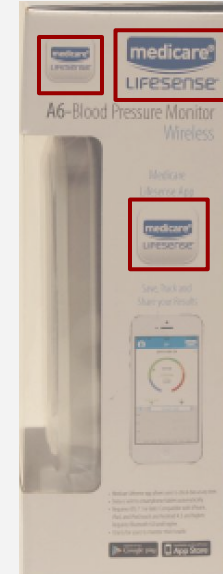
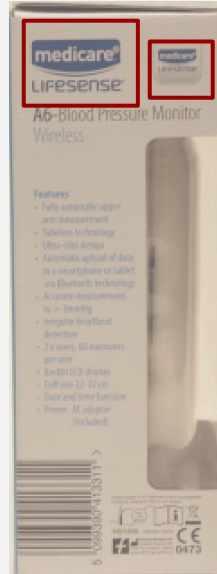
PRODUCT

Packaging



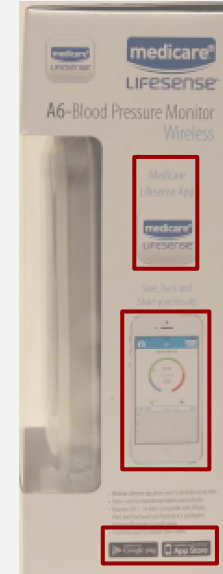
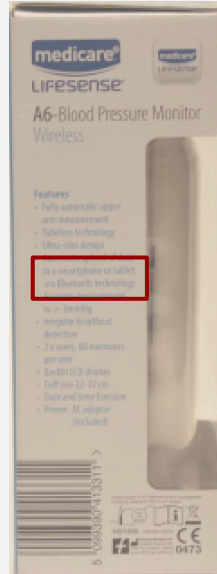
Packaging

Unnecessary logos



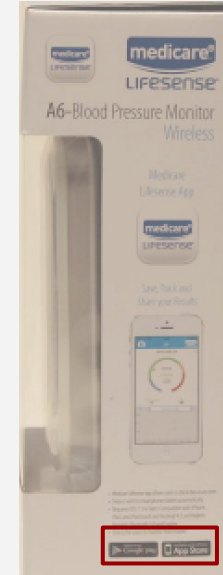
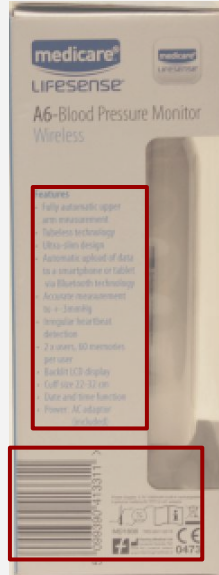
Packaging

Mention of app



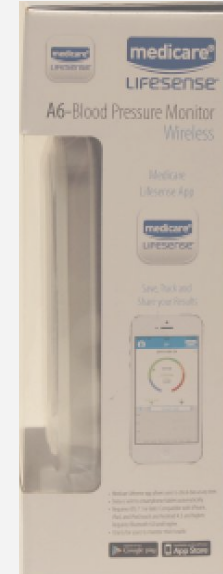
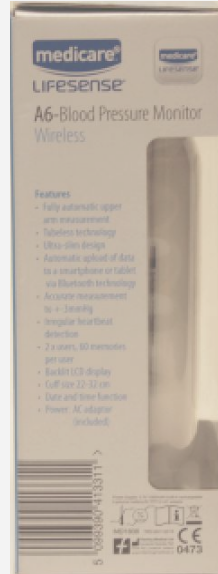
Packaging

Necessary information



Packaging

How to use the machine



Monitor



The monitor itself looks simple but for many people who are new to taking their blood pressure wouldn't know what Systolic and diastolic means.

This is also not explained well in the manual.

The time and date isn't an essential part to the product.

The button to start the machine isn't cheap as you have to start it by pressing one of the people. Which confused some of the people we interviewed



Features

Product

- Wireless
- Fully automatic upper arm measurement
- Tubeless technology
- Ultra slim design
- Accurate measurement ± 3 mmHg
- Irregular heartbeat detection
- 2 x users, 60 memories per user
- Backlit LCD display
- Cuff size 22-32 cm
- Date and time function
- Power: AC adaptor (included)

Optional App

- Allows you to check data at anytime.
- Data is sent automatically through bluetooth
- Compatible with IOS 7 and android 4.3
- Charts for users to monitor health
- Share data



APP

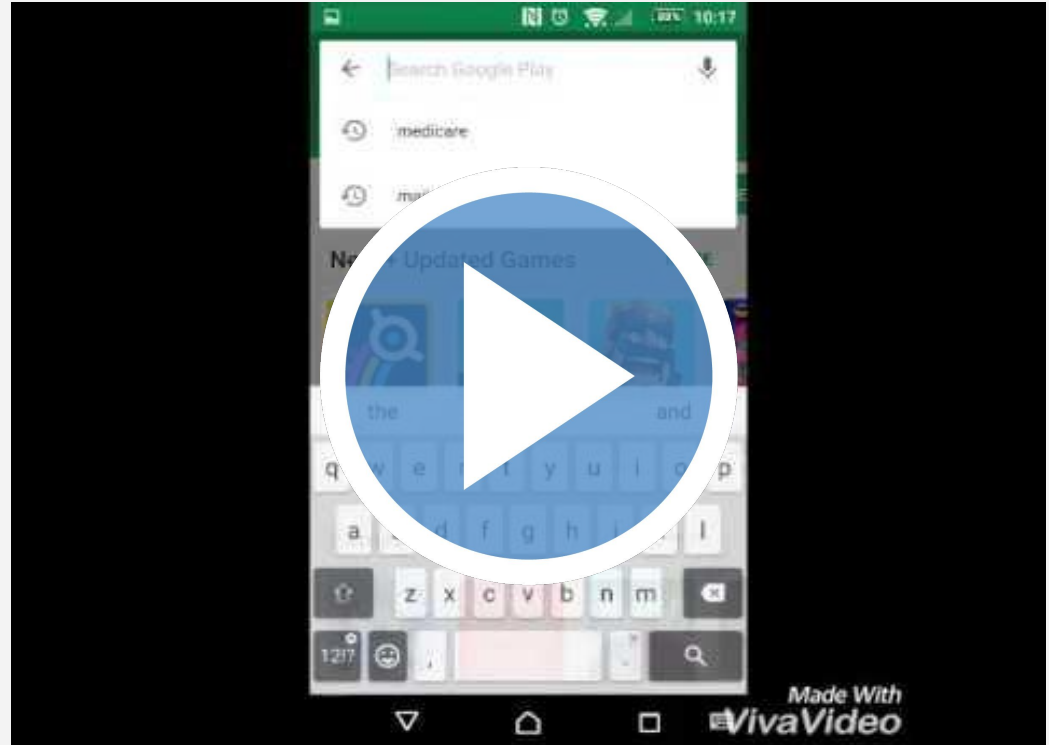
Getting App

The app is easy to get as long as the user knows how to download apps from the playstore or the app store

The Fleming medicare app is not the first one that comes up when you search medicare which might cause some confusion

Logging in isn't difficult as but it seems slightly unnecessary

One pages asks metric or imperial and mg/dl or mmol/L which is very badly explained as mainly wouldn't know the meaning



Syncing App

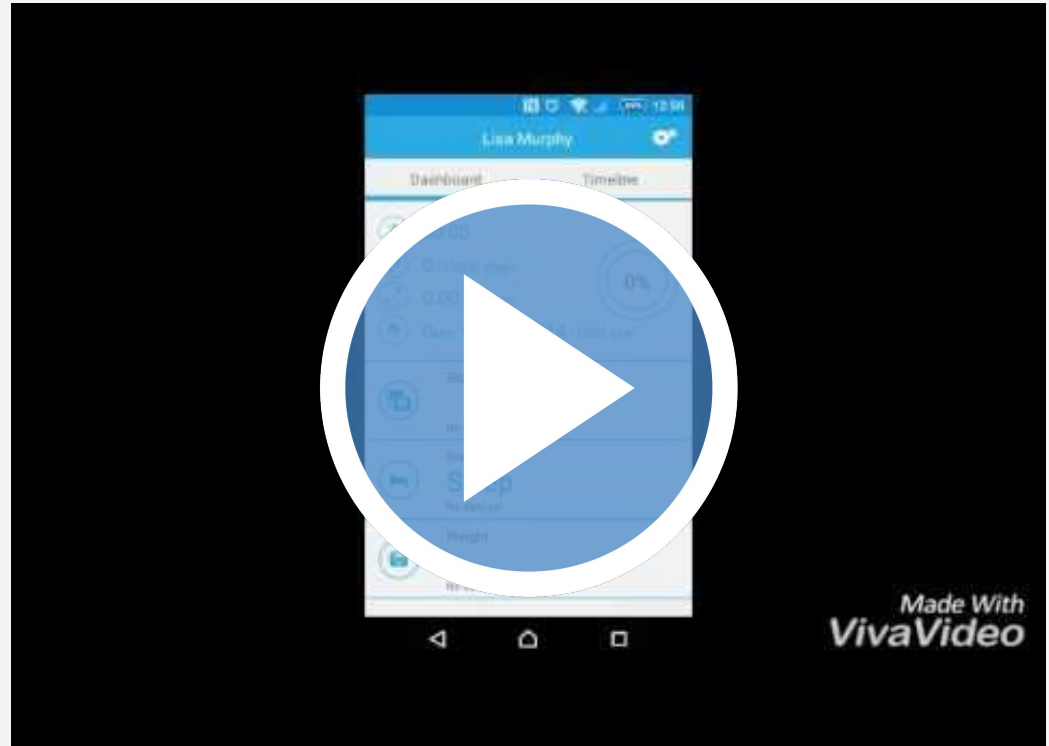
Getting the app is easy but trying to sync the app isn't as straightforward.

The app itself only tells you to turn on the machine not what button to press.

The sync button is the last one and you have to hold it rather than touch it.

The app itself can be connected to other medicare products so a lot of the options on the app aren't to do with the monitor at all

Took around 10 minutes to figure out what button to use





Syncing App

Pair the device is on page 12 of the manual

- 1 - Turn on bluetooth on the app
- 2 - Hold user 2 button until the loading symbol appears
- 3 - When successful a box should appear
When it fails an EI will appear
- 4- The monitor will shut off automatically after the pair-up process is complete



secondary RESEARCH



Regular users of blood pressure monitors

- Patients starting HBP treatment to determine its effectiveness
- Patients requiring closer monitoring than intermittent office visits provide, especially individuals with coronary heart disease, diabetes and/or kidney disease
- Pregnant women since preeclampsia or pregnancy-induced hypertension can develop rapidly
- People who have some high readings at the doctor's office, to rule out white-coat hypertension and confirm true HBP
- Elderly patients, because the white-coat effect increases progressively with age
- People suspected of having masked hypertension



People that shouldn't use a home monitor

People with atrial fibrillation or other arrhythmias may not be good candidates for home monitoring. Why? Oscillometric-method monitoring devices recommended for use at home may not be able to give accurate measurements for people with these conditions. If your healthcare professional recommends home monitoring, have your monitor's readings compared to readings taken by the auscultatory method. In this monitoring method, the professional uses a manual blood pressure cuff and stethoscope to listen to the blood pulsing through your brachial artery.



RETAIL RESEARCH

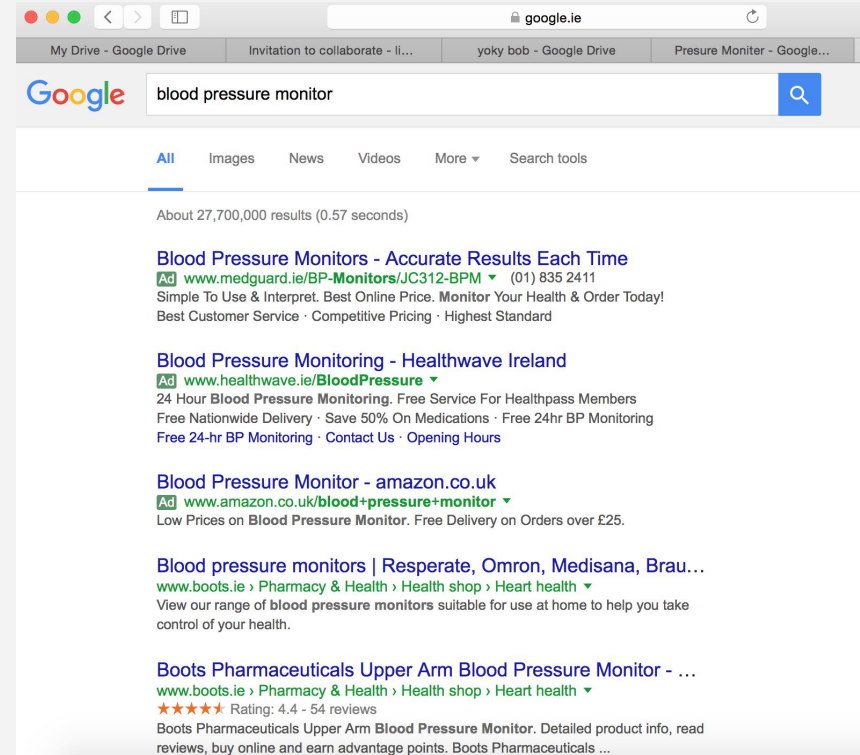
Online Retail

Blood pressure monitor:
Fleming medical is the 9th and 10th website
from the top

Fleming blood pressure monitor:
Fleming medical is the 3rd website from the
top

The first medicare blood pressure for sale is
found on the Sam McCauley site, which is 4th
from the top

Many other blood pressure monitors appear
first with lower prices which might take
customers before they even see the product



My Drive - Google Drive Invitation to collaborate - li... yoky bob - Google Drive Pressure Monitor - Google...

Google 🔍

All Images News Videos More ▾ Search tools

About 27,700,000 results (0.57 seconds)

Blood Pressure Monitors - Accurate Results Each Time
Ad www.medguard.ie/BP-Monitors/JC312-BPM (01) 835 2411
Simple To Use & Interpret. Best Online Price. Monitor Your Health & Order Today!
Best Customer Service · Competitive Pricing · Highest Standard

Blood Pressure Monitoring - Healthwave Ireland
Ad www.healthwave.ie/BloodPressure
24 Hour Blood Pressure Monitoring. Free Service For Healthpass Members
Free Nationwide Delivery · Save 50% On Medications · Free 24hr BP Monitoring
Free 24-hr BP Monitoring · Contact Us · Opening Hours

Blood Pressure Monitor - amazon.co.uk
Ad www.amazon.co.uk/blood+pressure+monitor
Low Prices on Blood Pressure Monitor. Free Delivery on Orders over £25.

Blood pressure monitors | Resperate, Omron, Medisana, Brau...
www.boots.ie > Pharmacy & Health > Health shop > Heart health ▾
View our range of blood pressure monitors suitable for use at home to help you take control of your health.

Boots Pharmaceuticals Upper Arm Blood Pressure Monitor - ...
www.boots.ie > Pharmacy & Health > Health shop > Heart health ▾
★★★★★ Rating: 4.4 - 54 reviews
Boots Pharmaceuticals Upper Arm Blood Pressure Monitor. Detailed product info, read reviews, buy online and earn advantage points. Boots Pharmaceuticals ...

Online Prices

The Fleming website itself doesn't show any prices as only business can buy from them

The prices online vary greatly

There is only one picture of the product at one angle

The advertising picture isn't very good as it is at a bad angle and does not advertise the product's best features

One of the websites as shown on the right got the name of the product itself wrong by calling it Omron and not Medicare



Medicare Lifesense A6 Upper Arm Blood Pressure Monitor

€69.19 (€57.66 Exc. VAT / Non EU)
RRP: ~~€86.43~~ // Save: **€17.24 (20%)**

Availability: ✔ In stock

1 **BUY** WISH LIST +



Omron A6 Wireless Blood Pressure Monitor

€99.95 inc. VAT
Medicare A6 Blood Pressure Monitor

1 **ADD TO BASKET** WISHLIST

Category: Healthy Living
Tags: Blood Pressure, Home Testing.

[f Like](#) [Share](#) [G+](#) [Tweet](#) [G+](#) [Share](#)

Competitor Products

None of the four pharmacies that we visited stocked our monitor.

The shop with the widest selection was Boots, which stocked 13 blood pressure monitors. Of these, 5 were for the wrist, with 8 for the upper arm, which is seen to be as more accurate.

Blood pressure monitors were usually placed near the pharmacy desk of the stores. This was to ensure that consumers would get advice from qualified pharmacists.

The products that were placed at eye-level, and would therefore be seen by the consumer first were Boots own brand monitor and two Omron devices.

The packaging of competitor products largely followed a generic theme. This included primarily dark shades of black and navy with some white and cream. An image of the monitor was also incorporated to the front.

In Boots, any product that had a price higher than €100 had a security seal placed on it, which substantially obscured the design of the packaging.



Competitor Products

It was evident during our visits to the various pharmacies that brand loyalty plays a role in the customer's selection.

As we arrived at the area with the monitors, Chris initially reached for a Braun device, while Aaron opted for Omron. This was due to the fact that they were aware of these brands and felt comfortable with them.

Lisa however, opted for the iHealth Wireless Blood Pressure Monitor, due to its attractive design. This featured a design similar to that of modern technology devices and included a soft shade of white with a generous application of orange.

However, this included a large list on the side of the box which informs of the compatible devices. As the monitor was only compatible with Apple products, it was not necessary to provide a list of devices. A simple note on the compatibility of Apple devices would suffice, which would clear up some valuable space on the side of the packaging.



Packaging

Almost all of the blood pressure monitors we seen used the same colours, Blue and Black. The only packaging that stood out by colour was the IHeart, which was white and orange.

All of the boxes had a picture of their product on the outside. Some of them had the same thing on the back and the front of the box.

Our product differed as the main colour is white and the product itself can be seen rather than a picture.

The white used on the medicare packet is more clinical and maybe a turnoff for consumers.





user experience TEST



Getting Interviews

We decided to get interviews from a wide range of users and non users from different genders, age groups and occupations.

We contacted local nursing homes, care centers and the student health center to try get interviews with nurses, doctors and patients as they would all have experience using blood pressure monitors.

The student health center was the most responsive and we got an interview with in a day.

The nursing home and the care center were harder to getting contact with. We called and emailed them but we didn't get anywhere so we decided to go in person and then we were giving more phone numbers and email addresses to contact.



INTERVIEW FEEDBACK



Boots Pharmacist Interview

Would recommend to customers the most simple Blood pressure monitor, This would be Braun or the Boots brand which is almost the same but cheaper

Boots pharmacists use a Braun monitor for taking customer's blood pressure

Customers shouldn't spend over 100 on a product as they would get extra features that they will need and if they are that worried they should go to a doctor

Never recommend the wrist blood pressure monitor as they are less accurate

Most customers are 60 and older

Wouldn't recommend the monitors with apps to the elderly

A monitor with space to track to people is very popular for couples



College Nurse

Wouldn't recommend people to buy heart monitors.

Heart monitors are subjective they may give higher or lower readings do to a person being nervous, after exercising or various other reasons

Prefers the manual monitor as when an accurate test is needed

Blood pressure monitors aren't needed as if a person is actually sick it is there symptoms that will tell them if something is wrong rather than their blood pressure

Admitted that when working in a medical call centre, she received an abundance of unnecessary calls relating to high blood pressure



Care Home Nurse

More and more elderly people are able to use apps

The strap was too big for her so she left it quite loose

How to use the monitor should be on the box as no one will read the manual

The monitor they have has a lot of components and is quite awkward to carry around. The pieces often detach as it is being carried around which is very inconvenient.

Found that home blood pressure monitors are very convenient.

Used a monitor while she was pregnant.



user unBOXING TESTS

First hand unboxing



Non-Users



Users





KNOWNs and UNKNOWNs

Knowns

The manually pumped blood pressure monitors are more accurate

Omron is another brand of monitors

Normal blood pressure isn't standard

The app is mentioned numerous times on the packaging

Omron provide pharmacies with self service blood pressure testing units

Blood pressure monitors go on the left arm

Health care workers use monitors with tubes

Blood Pressure levels are subjective

App is available on the Apple app store and Android play store

Omron is typically more expensive than Medicare

Elderly people are the most common users

The closer to the heart the more accurate the reading

Instruction manuals are widely ignored

Wrist monitors are less accurate

There are three buttons and one switch on the device

Nurse use blood pressure monitors

Doctors use blood pressure monitors

The physical product is visible in the packaging

Boots are the largest stockists of blood pressure monitors

Doctors now have to get two sizes of cuffs for their blood pressure monitors

Knowns

The monitor is often placed upside down by the user

The packaging is made up of card and polypropylene

Bar the charger, the unit contains no wires

The app syncs through Bluetooth

60 memories per user

Users are prone to selecting the wrong button

The instruction manual is relatively small

Three items are contained in the packaging

The monitor is tubeless

Cuff size is 22-32cm

There are no instructions on the box

The charger supplied is not the universal type

The manual is 29 pages long

Data is automatically uploaded to the app

There is a date and time function

There is no bag or case with the monitor

The monitor gives four readings; Systolic, diastolic, pulse and memory

The manual is printed in black and white

Monitor caters for two users

App contains charts for users to monitor their health

Unknowns

What illnesses require you to use a blood pressure monitor

People with irregular heart beats use them

How reliable the unit is

How tight exactly the cuff needs to be

How Medicare market their product

Pregnant women use them

What a normal blood pressure is

If the unit needs to be serviced at any stage

The placement of the monitor on the arm

Why Medicare chose not to directly sell the unit from their website

People with diabetes don't use them

If watches or rings need to be removed for the test

If there is a warranty on the monitor

Who Fleming Medical decided their target market was

Why the monitor can't be used while plugged in

Hypercondriac use blood pressure monitors

Whether or not the arm used makes a difference

How many layers of clothes impact on the reading

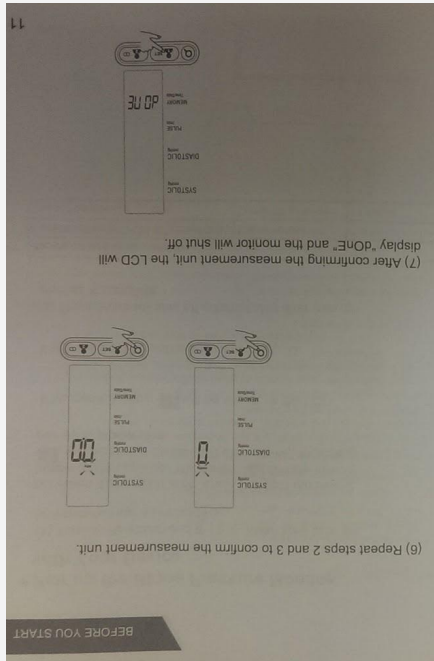
What the largest demographic of purchasers is

How long it takes the unit to fully charge



user Manual

Manual

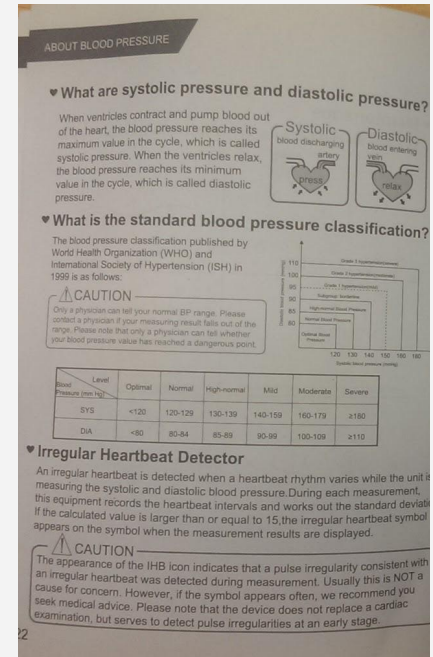


The manual contains a lot of unnecessary information.

It explains how to change the time and date before it explains how to work the machine itself

The manual doesn't explain how to turn on the machine and it is very hard to find out what the results you need actually mean

There is a lot of small writing for a product that is mainly used by the elderly





Journey Map

Product experience

Unboxing

Box has a clear front which allows you to see the product itself.
The box is quite stiff to open and hard to pull out cause the charger is shoved in the back.



Fitting

The users often placed the monitor on the wrong arm.
They also put the monitor on upside down which affected their experience later.



Using

The users were confused with which button to press as there are 3 buttons but none of them say start.



Recording data

Unless the user knows how blood pressure is measured they often didn't know what their readings meant.
The graphs were slightly conduction and could be improved.
Also all users will vary with what they're normal blood pressure is



App experience

Downloading

Finding the app is very easy, but it is not the first app on the list call medicare which might cause some confusion. The medicare logo clears this confusion up which is an overall good experience.



Syncing

The syncing process on the other hand is quite conduction as it took a lot of time as it isn't clear which button on the monitor to press. As bluetooth is being used it is also alot slower than most product.



Using

Using the app itself is quite easy as it is a simple app which is really basic. Navigating the app is easy but there is a lot of relevant information to do with other products.





CLINICAL FINDINGS



- **White coat hypertension**
A phenomenon where patients exhibit a blood pressure level above the normal range, in a clinical setting, though they don't exhibit it in other settings.
- **Servicing**
It's recommended that blood pressure monitors in clinical situations be recalibrated every two years.
- **Users**
Due to a growing obesity epidemic, doctors have begun to purchase larger cuffs for monitors
- **Anxiety**
The anxiety gained by a user stressing over each day's blood pressure reading could result in even higher readings as a consequence



Need STATEMENT

Need Statement

Observations	Problems	Needs	Rank
Some elderly people can't use apps	They can track their results over time	A different way to track results	2
Some elderly people cant download apps	They can't access the app	An easier way to get the app	3
The app takes a long time to get and sign up	Waste of time many people won't want	A quick or easier way to log in and get the app	3
The app needs wifi to work	Wifi isn't always available	Base the app of bluetooth	5

Need Statement

Observations	Problems	Needs	Rank
People put the monitor on the wrong arm	It is not as accurate	A way to clearly show it goes on the left arm	2
The on switch wasn't clear to all users	The on switch inst clear	Advertise the on switch	3
Many of the users put it on upside down	They can't read the reading	Clearly show what way to put it on	3
How to start the machine isn't clear	People struggle to get the machine to start	Clearer instructions or buttons	1

Need Statement

Observations	Problems	Needs	Rank
People didn't know what the readings meant	They can't tell if there blood pressure is high	A quick explanation to the readings	3
There is no graph to show if the reading is good	People don't know if they have normal blood pressure	An easy way to read the blood pressure	1
There is no where to store it	People might lose it	A place for it to be stored	3
People throw away the box and manual	If a problem occurs they can't fix it	Design a box and manual they will keep	1

Need Statement

Observations	Problems	Needs	Rank
The packaging looks cheap and old	It might deter people from buying it	Better way of packaging	2
There is no line on the monitor to show where you place it	A more accurate reading	A way of indicating where the monitor should be placed	2
There are 11 logos on the box	A waste of space	Advertise the brand clearer and less	3
Syncing the monitor takes ages	Waste of time	Quicker way to syncing the devices	4

Need Statement

Observations	Problems	Needs	Rank
Many users disregard the manual right away	There is no other way to access instructions	A more appealing manual	1
Text in the manual is difficult to read	Some users can not access the information	Clearer text	3
Many users are unsure of what button to press	The wrong button is often used	A better understanding of which button to use	1
It is unclear whether or not the monitor has to be plugged in	Users may unnecessarily plug it in- wastes electricity	Users to be informed that the unit is charged	2

Need Statement

Observations	Problems	Needs	Rank
It's not clear how to Sync the device	Causes confusion	An easier way to Sync the device	3
The app is for other devices to	Pointless options	Isolate the options for the monitor	5
It is not the first app on the store	People may download the wrong app	Clearly distinguish itself from other apps	4
The sync button isn't clear	Causes conduction	Better instructions or button	2

Need Statement

Observations	Problems	Needs	Rank
Users were not aware of the steps in order to get an accurate reading (ie taking off watches)	Leads to inaccurate readings	Clearer instructions of the steps	2
Graphs provided are generic	This may make users anxious and skew their results	Users understanding that "normal" blood pressure levels vary from person to person	1
There is no storage bag or box provided	Smaller items may get misplaced	A more efficient way of storing the unit	1

Need Statement

Observations	Problems	Needs	Rank
Not the only medicare app	Cause confusion	Distinguish itself from the apps with the same name	2
The app doesn't say if the reading is bad or good	People might not know what the reading means	A way to know what the reading means	3
Unit doesn't work while plugged in	Users may think the monitor is not working	Monitor to clearly display that it is charging only	4
There is no indication of battery level	The monitor could go dead without notice	A battery level display	1

Need Statement

Observations	Problems	Needs	Rank
The meaning of the readings is near the end of the manual	The user has to go through the whole manual to see what their reading means.	A faster way to find the readings	2
Diagrams within the manual are boring	Users find them unuseful	Design easy to follow diagrams	3
Bulky charger	Doesn't fit in box could be lost	A charger that can be easily stored	4
Charger does not have a universal port	Difficult to find a replacement if lost	A universal charger	4



Personas

Eileen- Nursing home resident



"I've tried a home monitor before but I just couldn't get the hang of it"

Personal Information

Age: 80

Residence: Castletroy nursing home

Personality: Friendly and enthusiastic

Background Information

Eileen has been a resident of the Castletroy Nursing Home for the last three years. She considers the help she receives from nurses to be exceptional. Eileen was advised five years ago by her GP to monitor her blood pressure daily. Following this advice, Eileen's son purchased a blood pressure monitor from Lidl for €29.99. Eileen admitted to struggling to use the device in the early stages but after some assistance and practice she began to use the monitor regularly. However, since entering the home, Eileen has ceased recording her own blood pressure, as it can be done by the nurses. Unfortunately, readings can only be obtained every 2-3 days, which lead to a fluctuation in Eileen's results.

Difficulties

Eileen admits that had her son not instructed her on how to use her old monitor, she would have probably disregarded it. She struggled with the interface and confusing buttons on the Lidl monitor and although she eventually grew comfortable with it, Eileen has since stowed away the monitor. Stating that the monitor was "far too complicated", Eileen felt that it was designed for a doctor to use. Although she is aware that it is important to track her blood pressure daily, Eileen prefers to opt for having it measured every few days, rather than having to once again figure out her old monitor.



DESIGN GUIDE



Design Guide

Create a box that has a multifunction to encourage user to keep it.

Design another convenient method of tracking blood pressure without the use of the app.

Create an easier interface that is self explanatory

Design a way to easily explain how the machine is supposed to be used.

Design easy to read diagrams that explain what the blood pressure reading really means

Design a manual that is easily understood

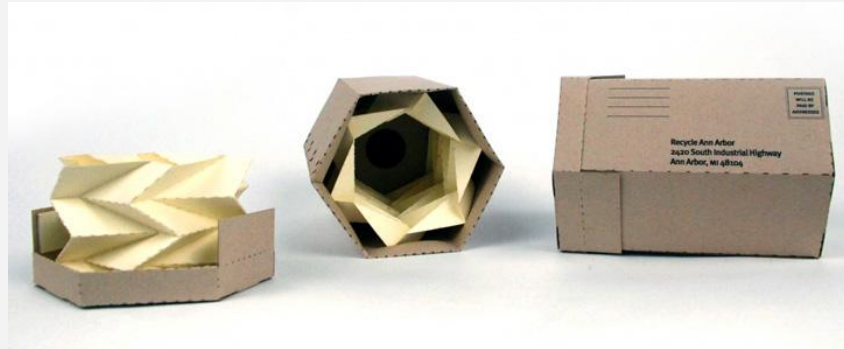
Places short, easy to follow instructions on a place that the user will never throw away

Make the process of syncing the device faster and easier



PACKAGING RESEARCH

Online Research



UE BOOM 2 - Speaker

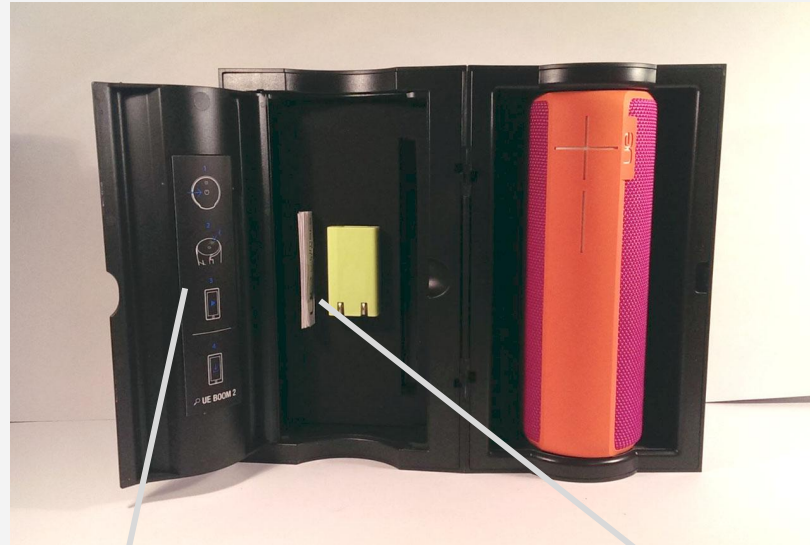


Paper cover simple advertising,
with a picture and the name of
the product

Black shell with an engraving of
the product brand



UE BOOM 2 - Speaker



Quick start guide

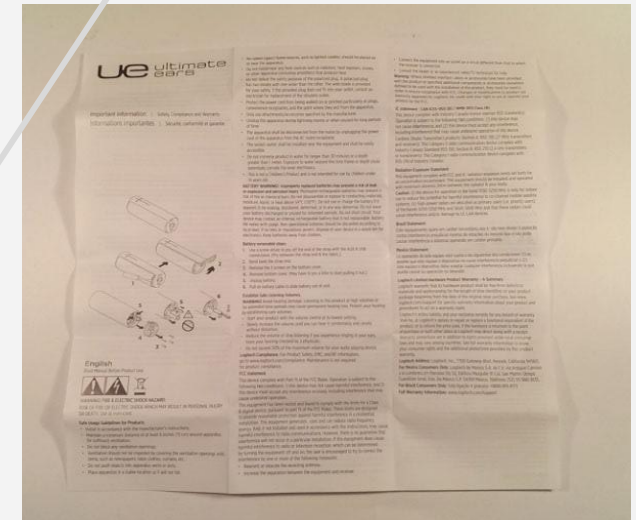
Manual

UE BOOM 2 - Speaker



Simple Quick start guide

Tiny manual that folds out with all the information

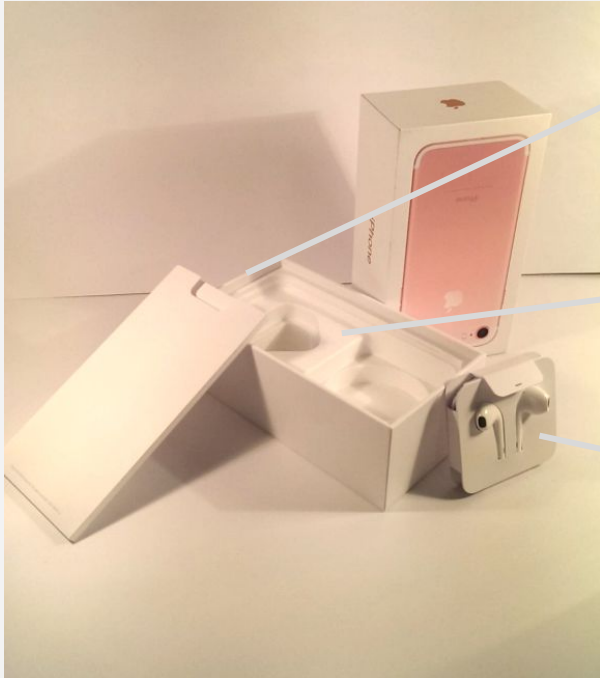


Iphone 7

Simple white packaging,
top slides off



Iphone 7



Manual

Charger

Headphones

Boots Wrist Monitor



Convenient storage box
accompanies monitor

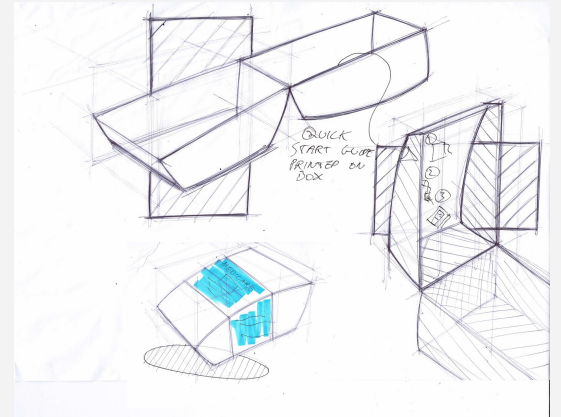
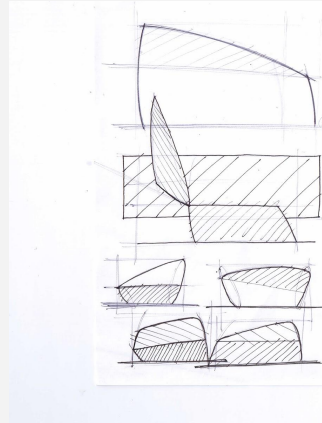
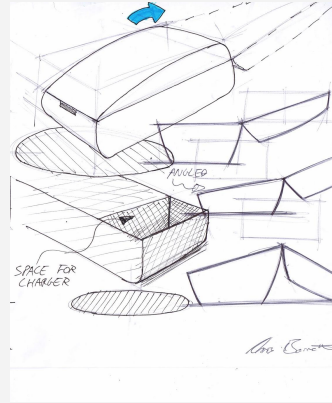
Contains monitor, cuff
and instruction manual



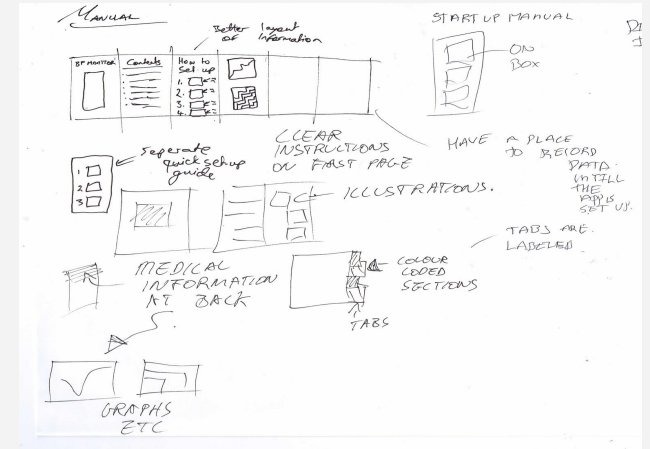
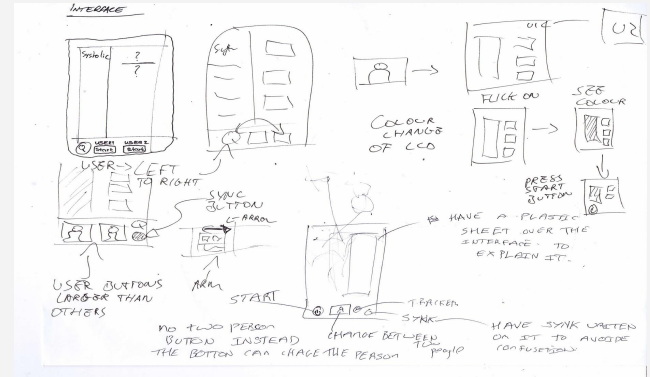
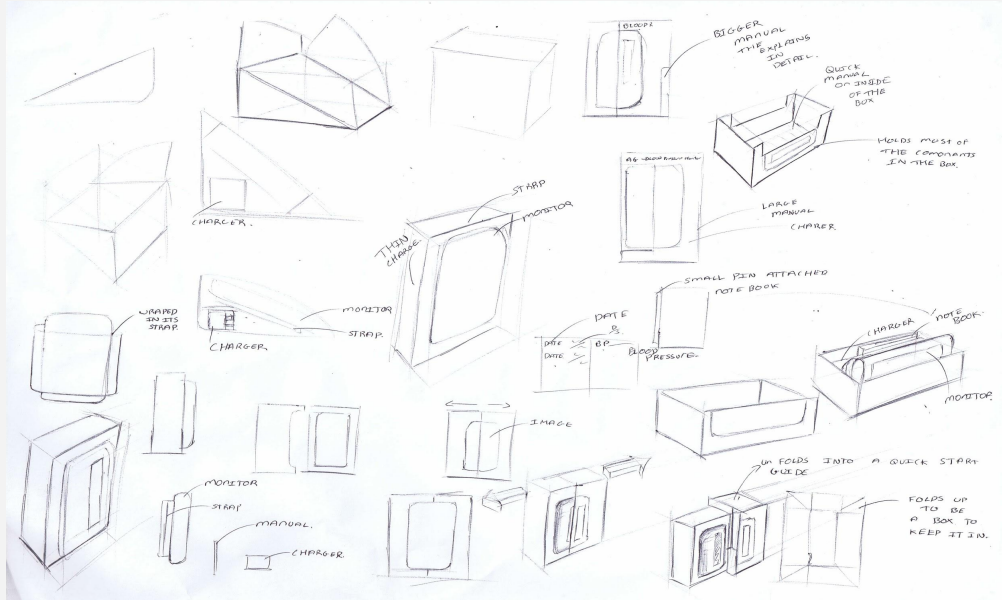


IDEaTION

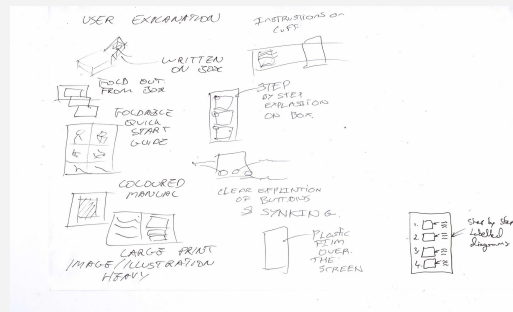
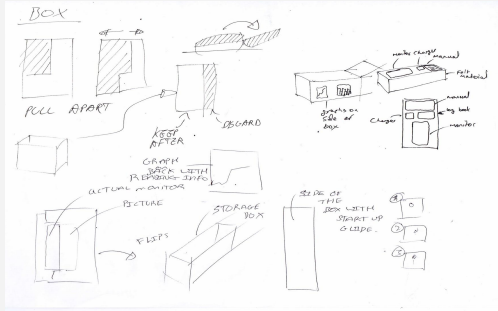
Ideation



Ideation



Ideation





CONCEPT DEVELOPMENT

Concepts

We decided to choose 3 concepts that dealt with the problems throughout the whole out of box experience.

We started with the box then the quick start guide and finally the app.

The 3 concepts are designed so that they work together to create a perfect out of box experience for the users



CONCEPT 1

BOX

Redesigned box

Problems

- Box is very disorganised with the charger barely fitting in the back
- Materials are cheap looking and broke after repetitive opening of the box
- The box is often thrown away.
- Information on the outside of the box is irrelevant and bulky

Solutions

- Foam based box with sections for all the components
- The box is designed in two pieces one of the pieces can be flipped on its side to create a container box for the monitor.
- Edited information which is more selective on what goes on the box and where. E.g logo and how many times it appears, Quick how to use guide

Concept 1

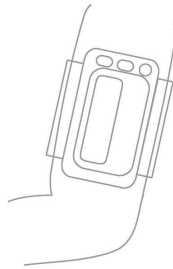
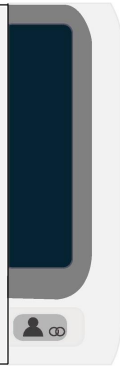
Sliding box

Quick Startup guide on the box

Following our research we discovered that the majority of people went to the box for guidance on how to use the monitor rather than the box

Blood pressure table

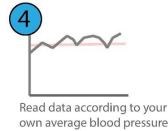
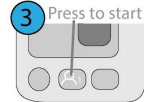
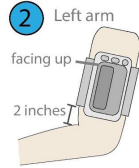
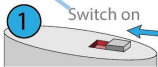
A6 - Blood Pressure Monitor **Wireless**



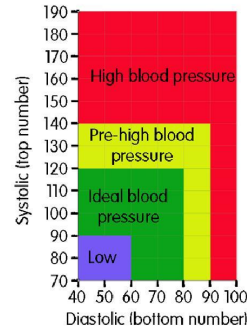
medicare **Smart Health Manager**
Lifesense Medicare App
Save, Track and share



How to use



A6 - Blood Pressure Monitor **Wireless**



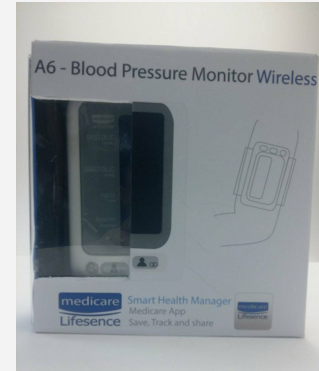
medicare **Smart Health Manager**
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Sliding box

We designed a box that was more attractive and pleasing to look at. It has more vibrant colours that attract the buyers attention.

The outer box can be kept and used as a storage container after throwing away the insert.





CONCEPT 2

QUICK START GUIDE



Quick start guide

Problems

- There is no quick start guide provided with the monitor
- The majority of users disregarded the manual and attempted a trial and error technique
- The instructions on how to operate the monitor are difficult to find as they are towards the back of the manual

Solutions

- Design a one page document that clearly explains how to use the monitor
- Eliminate text that is not essential
- Keep the instructions illustration heavy

Concept 2

Quick start guide



Quick Start Guide
A6 Blood Pressure Monitor
Wireless

1. Install the Medicare Lifetime App on your phone or tablet. Turn on your device's Bluetooth.
2. Open the app and register for, or sign in to an account. Select the Settings button.
3. Select "My Devices"
4. Tap "Add Device" button
5. Press and hold the User 2 button until the symbol appears.
6. Once paired, place the monitor relatively tight on left arm, with the screen facing the user.
7. Select your desired user and press the corresponding user 1 or 2 button to begin the blood pressure monitoring process.
8. Open the Medicare Lifetime App to access records and history.

Front of page

Quick Start Guide
A6 Blood Pressure Monitor
Wireless

Systolic (top number)

Diastolic (bottom number)

Guidelines for an accurate blood pressure reading

- Ensure that the cuff fits well
- Place the cuff on a bare arm
- Support arm at heart level
- Don't have a conversation
- Keep legs uncrossed
- Empty bladder beforehand
- Support back and feet

If you get a high blood pressure reading
A single high reading is not an immediate cause for alarm. If you get a reading that is slightly or moderately higher than normal, take your blood pressure a few more times and consult your healthcare professional to verify if there's a health concern or whether there may be any issues with your monitor.


If your blood pressure suddenly or unexpectedly reaches 160/110 mm Hg or higher, wait five minutes and test again. If your blood pressure is still at this level, it is considered a hypertensive crisis requiring emergency medical attention—especially if you are experiencing chest pain, shortness of breath, back pain, numbness/weakness, vision changes or difficulty speaking. If your blood pressure rises like this, call 999.


Back of page


Quick start guide


Quick Start Guide A6 Blood Pressure Monitor Wireless





- 


1 Install the Medicare Lifesense App on your phone or tablet. Turn on your devices' Bluetooth.
- 


2 Open the app and register for, or sign in to an account. Select the Settings button.
- 

3 Select "My Devices"
- 

4 Tap "Add Device" button
- 

5 Press and hold the User 2 button until the symbol  appears.
- 

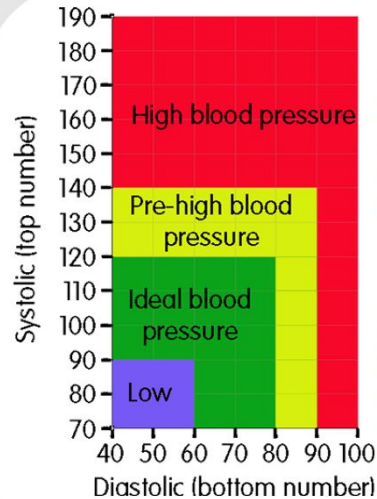
6 Once paired, place the monitor relatively tight on left arm, with the screen facing the user.
- 

7 Select your desired user and press the corresponding user 1 or 2 button to begin the blood pressure monitoring process
- 

8 Open the Medicare Lifesense App to access records and history

Quick start guide

Quick Start Guide A6 Blood Pressure Monitor Wireless



Guidelines for an accurate blood pressure reading

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If your blood pressure suddenly or unexpectedly reaches 180/110 mm Hg or higher, wait five minutes and test again. If your blood pressure is still at this level, it is considered a hypertensive crisis requiring emergency medical attention — especially if you are experiencing chest pain, shortness of breath, back pain, numbness/weakness, vision changes or difficulty speaking. If your blood pressure rises like this, call 999.



CONCEPT 3

APP DEVELOPMENT



App

Problems

- Syncing the app to the monitor is confusing and time wasting
- The log in questions aren't important for this product. E.g High
- The app is used for more medicare product and these product take up most of the space on the app
- Data graphs don't shower the user's regular blood pressure

Solutions

- Sync the app using wifi which is a lot faster. The sync button has more than one function as it also opens the app when you press it.
- In the setup you choose which products you have so the options for these product only come up on this user profile.
- Create graphs that standardise a user's blood pressure to their individual normal reading

Concept 3

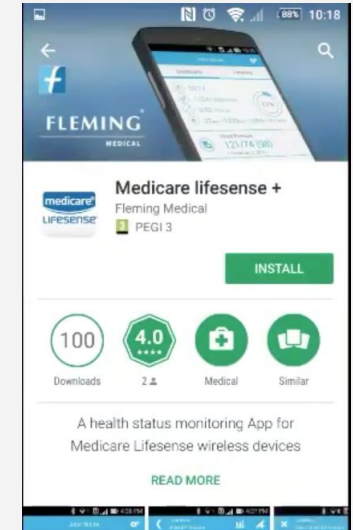
Syncing app

Using wifi instead of bluetooth will help with the syncing problem

By pressing the button on the monitor it should turn on the wifi. By connecting to the wifi on your phone it will bring up a QR code to the app store



Sync Button

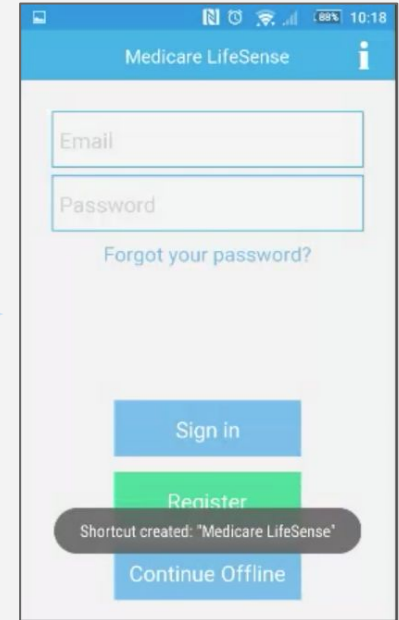


Syncing app

Once the app is downloaded the sync button will turn on the wifi and when you connect to the wifi this will automatically bring up the app itself



Short cut to the app



Sync Button


App

Medicare Lifesence

Log in

[Forgot password?](#)

Register



Quick Record

Quick Record allows you to record a reading by holding the button and taking the recording at the same time

This speeds up the process of recording data if you don't have to log in

Medicare Lifesence

Register

Next

Medicare Lifesence

Register

Gender

Age

Next

Medicare Lifesence

Equipment

Blood Pressure monitor

BMI scales

Wirst monior

Next

Choose the equipment you have

App

Users name

Blood Pressure monitor

Record

Past recordings

Graphs

Users name

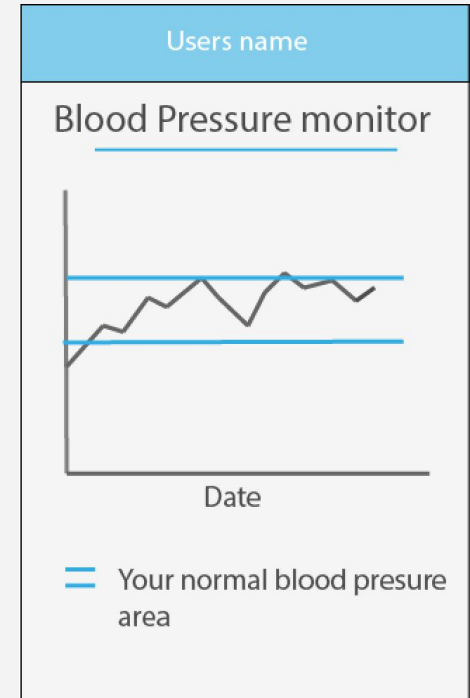
Blood Pressure monitor

Past recordings

1 dec 2016			
2:23	153/92	63	♥
2 dec 2016			
3:43	158/83	73	♥
3 dec 2016			
5:12	155/87	67	♥

↓

Graph that shows each user their regular blood pressure. This is make more accurate over the amount of readings taken



Marketing boards

Redesigned packaging

The new and improved packaging gives the A6 Blood Pressure Monitor a more stylish appearance

The insert easily slides out of the outer box, and the box can then be used a storage container.

The outer box also features a simple user guide along the side and data charts at the back.



Quick Start Guide

This simple guide allows the user to quickly operate the monitor

The guide comes conveniently folded in the packaging

Features necessary medical information which can be accessed at any time



Medicare Lifesense App

The new Medicare Lifesense app is faster and easier to use

There is a quick record button which allows users to connect to the app without logging in.

The app is tailored to the device that you have chosen

