

Intercultural aspects of UX design

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HEKE



PARAFARMÀCIA
24 h
SERVEI AUTOMÀTIC



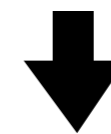
24 h



?



tourist



create intercultural symbols

User Test



User Test

Information that was given to the user

Symbols are placed in vending machine for medicines

Asked Questions

- What does the symbol mean?
- Why didn't you recognize it?
- What did you expect?
- Study-subject



Results

Clear Symbols



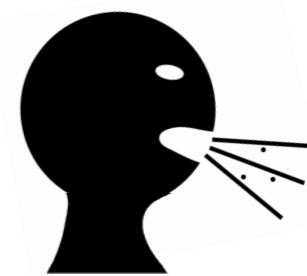
sore throat



backache



snuffles



cough

Results

Symbols with issues



User assumptions

- anti-baby pill
- is pregnant woman allowed to take this medicine
- abortion of baby (other symbols show problems)
- medicine product for pregnant woman

too small symbols

already pregnant

Results

Symbols with issues

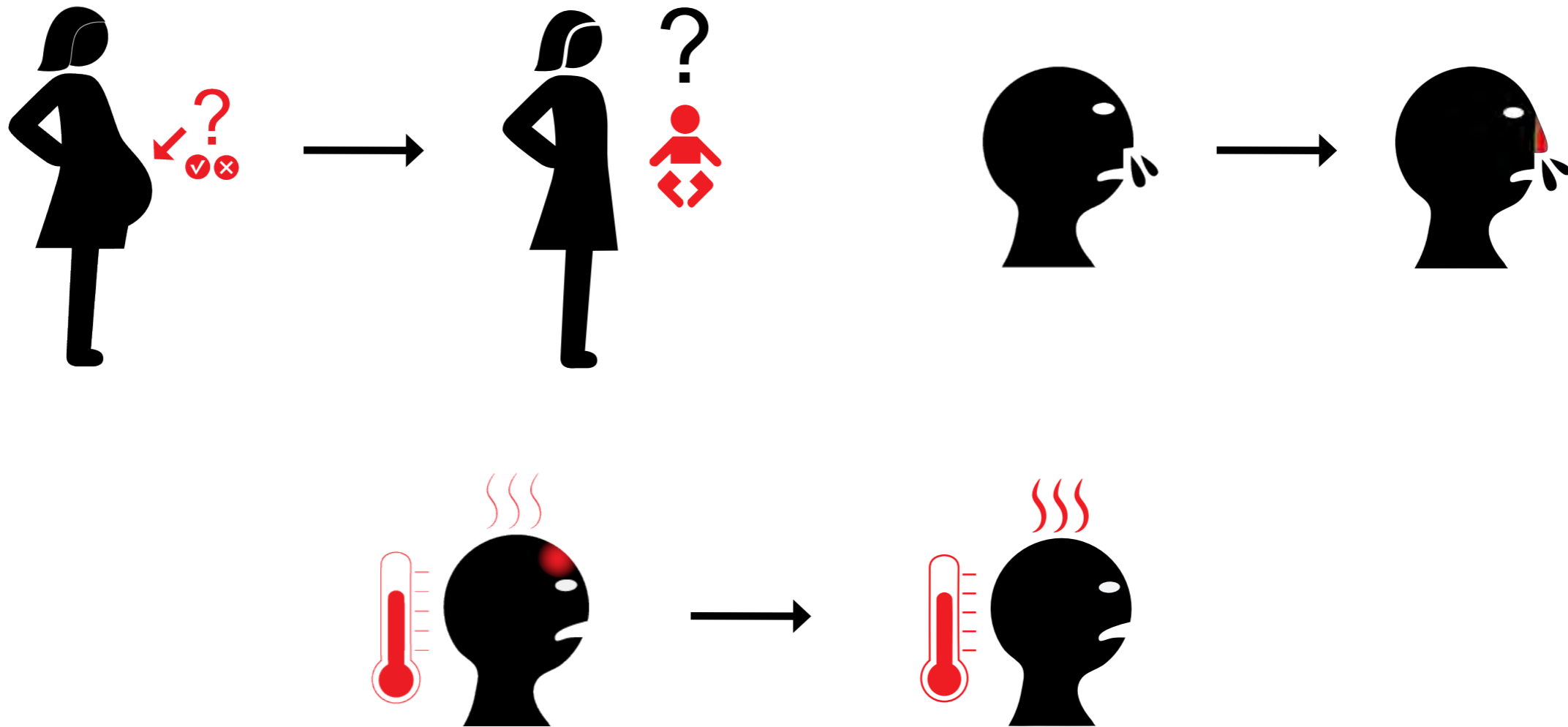


fever

User assumptions

- headache
- bumped his head

Improved Symbols



Implementation



Problem

Not enough information about the product
(for example about allergy)

Ways to show more information

- QR or AR
- Touchscreen

QR or AR

Disadvantages

- requires smartphone
- requires internet connection

Touchscreen

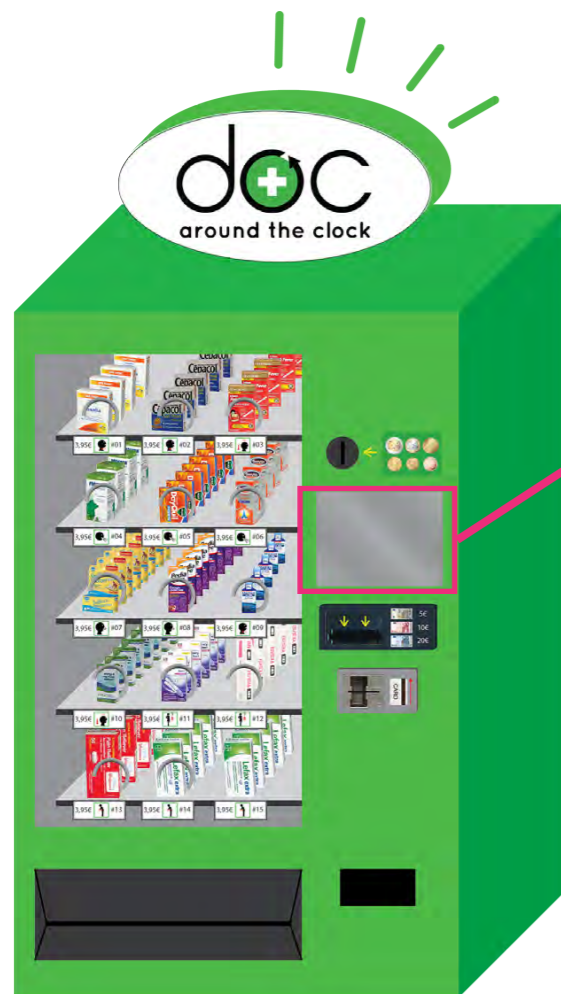
Disadvantages

- more expensive

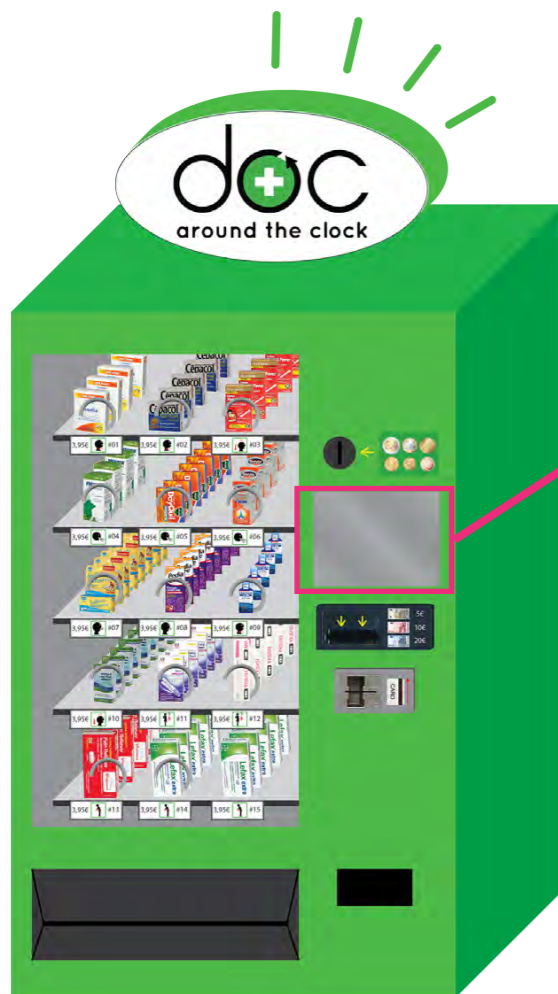
Advantages

- more intuitive, comfortable (no extra device)
- access for more people
- selection process could be more detailed
- more information can be shown

Buying Process



Buying Process



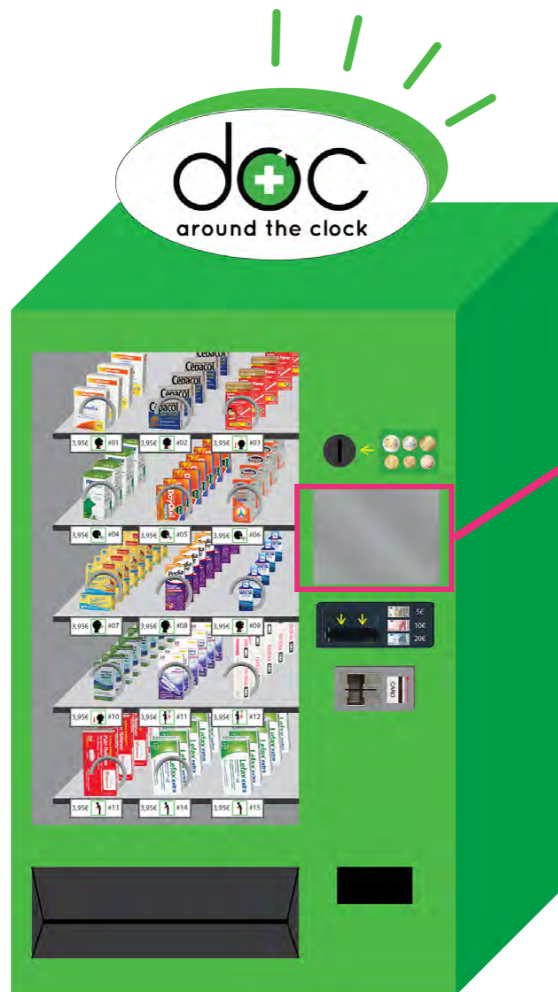
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

3,95€  #14

Buying Process



doc
around the clock



요통, 근육통, 타박통 등의 진통에 효과가 있음

복용 방법

- 성인 1회 1정 1일 3회까지 공복(빈속)시를 피하여 복용하며, 복용 간격은 4시간 이상으로 한다. 이 약은 원칙적으로 단기 복용한다.

주의 사항

- 밀폐용기에 담아 실온에서 보관할 것
- 다른 진통제, 감기약, 진정약과 같은 약들과는 동시에 복용하지 말 것
- 출혈 소인 또는 궤양 증상이 있는 환자는 복용하지

3,95€ #14
(약 4951₩)



Buying Process



Logo



Possible Future Work

APP

- location of vending machines
- overview of the available medicines

Thank you!

Questions?

Logo



Implementation

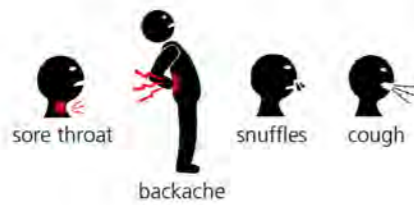


Buying Process

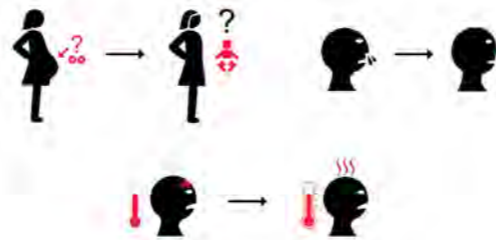


Results

Clear Symbols



Improved Symbols



User Test

