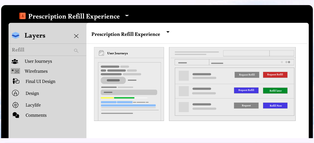
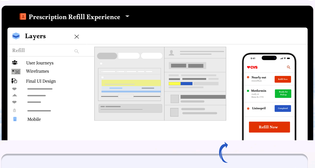
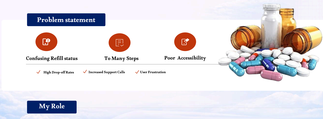
CVSHealth. | My Role : UI/UX Designer

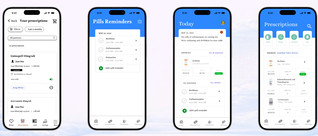
Redesigning the Prescription Refill Experience for CVS Health

Enhancing the prescription refill process to improve usability, accessibility, and patient adherence across CVS Health digital platforms.









Research Methods

To gain a comprehensive understanding of user challenges within the prescription refill journey, a mixed_methods research approach was used, combining quantitative and qualitative insights. This ensured that design decisions were grounded in both data and real user behavior.

Quantitative Research

User behavior data was analyzed to identify drop-off points and friction within the refill funnel. Conversion metrics across key steps- prescription list, refill status, review and confirmation -were reviewed to understand where users disengaged. This helped prioritize high-impact problem areas.

Qualitative Research

Usability testing sessions were conducted to observe how users intrested with the refill flow. A heuristic evaluation was also performed to assess usability, clarity, and consistancy across screens.

Accessibility Review

An accessibility audit was conducted using WCAG2.2 guidelines to identify visual, navigational, and interaction barriers, especially for elderly users.

Outcome

These methods collectively informed design improvements focused on clarity, accessibility, and reduced cognitive load.

User Journey

Persona Elderly / chronic - care Patient

Needs regular medication refills with clarity and confidence

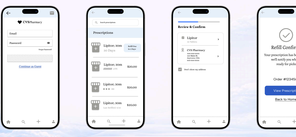
Journey Stages

User Flow

The user flow shows how patients move step by step through the prescription refill process - from login to refill confirmation. It focuses on clear actions, fewer steps, and simple decisions, helping user quickly understand what to do and completerefills with confidence.

Information Architecture

The information architecture organizes prescription data in a clear and logical structure, making it easy for users to find what they need quickly. Prescriptions are grouped by status—Refill Due, Ready for Pickup, and Completed—so users can immediately understand next steps. Content is prioritized to show only essential details first, with additional information revealed when needed. This structure reduces confusion, supports accessibility, and helps users complete refills with minimal effort.



Usability Testing

Objective

To evaluate how easily users can complete a prescription refill and identify usability or accessibility issues that may cause confusion, errors, or drop-offs.

Testing Method

- Moderated usability testing
- Task-based evaluation
- Accessibility-focused review

Key Task Tested

- Identify prescriptions that need refilling
- Complete a refill from the prescription list
- Review and confirm refill details
- Understand pickup confirmation

Participants

- 6–8 users
- Mix of elderly users and mobile-first users
- Regular prescription refill customers

Findings

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- Users clearly understood Refill Due status after redesign
- Reduced hesitation at review step
- Longer text and shorter CTAs improved confidence
- Fewer errors and repeated taps observed

Outcome

- Usability testing validated design improvements, resulting in a smoother, more confident refill experience with fewer user errors and faster task completion.

User Interface Design

The interface was designed to support a diverse user base, with a strong focus on elderly and chronic-care patients who rely on recurring prescription refills. The experience prioritizes clarity and simplicity by presenting essential information at the right time and guiding users a clear, linear flow. Prescription statuses are visually differentiated to help users quickly understand when action is required. Accessibility best practices—such as large typography, high-contrast colors, and touch-friendly elements—were applied throughout to reduce cognitive load and improve confidence during task completion.

Design Rationale

- **Clarity over complexity:** Screens display only the most relevant information to prevent overload
- **Status-driven design:** Prescriptions are grouped and labeled by status (Refill Due, Ready for Pickup, Completed) to clearly communicate next steps.
- **Accessibility -first approach:** Design decisions followed WCAG 2.2 guidelines to support users with visual or motor limitations.
- **Consistency across screens:** Reusable components and patterns ensure a familiar and predictable experience.

Key UI Highlights

- Clear visual indicators for refill status
- Prominent primary call-to-action on each screen
- Large, readable typography and sufficient spacing
- High-contrast buttons and labels for better visibility
- Simplified review and confirmation screen

Outcome

The refined user interface reduced confusion, improved accessibility, and enabled users to complete prescription refills more efficiently and confidently, resulting in a smoother and more inclusive digital experience.

Prescription Refill Experience Taught me

Working on the prescription refill experience taught me the importance of designing with empathy, clarity, and accessibility in healthcare products. I learned that users rely on clear information and simple steps, especially when managing essential medications. Small UX improvements—such as clear status labels, reduced steps, and readable layouts—can greatly reduce confusion and stress. This project reinforced that accessibility should be a core part of the design process, not an afterthought. By focusing on user needs and simplifying complex flows, I was able to create a more confident, supportive, and trustworthy experience for a wide range of users.