Brunel University London

Derme

Healthcare Project 2019-2020

A mobile app designed to provide adults self-managing a skin condition with a greater sense of control.

Academic Lead

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Design Student

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The Challenge

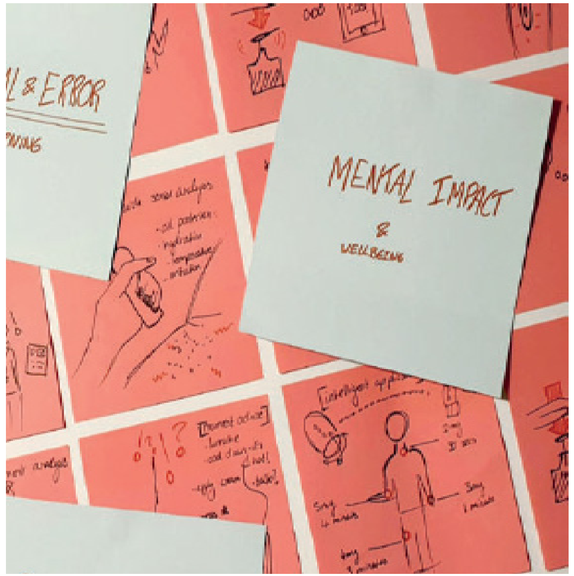
Millions of adults suffer from chronic skin conditions, which require very high-levels of self-management to care for and keep under control. Currently, there are a lack of solutions for patients to use to aid their self-management, and longitudinally monitor dynamically changing conditions. Clinicians treating patients also lack vital knowledge and information about each individuals condition, resulting in less informed decision-making, creating frustration for both patients and clinicians.

This project aimed to design a tool for adults to easily integrate into their lifestyles to help them manage their skin condition, its symptoms, treatments and its imacts on their lifestyle.

Service Requirements

- The service must be suitable and safe for an adult with a chronic skin condition to use on a daily basis.
- The styling should not immediately reflect a medical product.
- The service must be intuitive to use.
- The service must be provided as a self-management tool for the user to help control their condition.
- The service must promote a healthy change in behaviour when treating the skin, to encourage regular use of treatment and medication in a prescribed regime.
- The service must be able to better document and track the skin condition

Ideation and Development



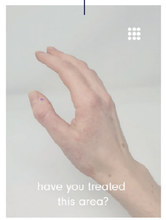
BRAND IDENTITY

WORD-MARK:
derme

HEALTHCARE
USER

LOGO:
Isolating the "m" and droplet to create the logo composition aims to symbolise the two parties using and learning from derme (users and clinicians in healthcare). This is also

Directing users to track their treatments, making the process quick.



it's not time

yep!

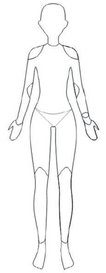
which treatment did you just use?

Eumovate

Hydrocortisone

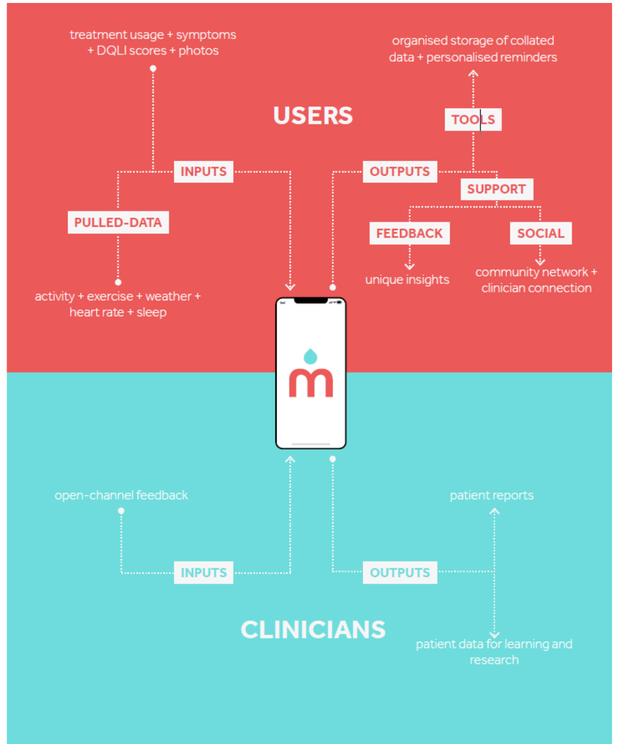
Antihistamine

Mapping treatments on the body.



Final Prototype

Derme app Blueprint

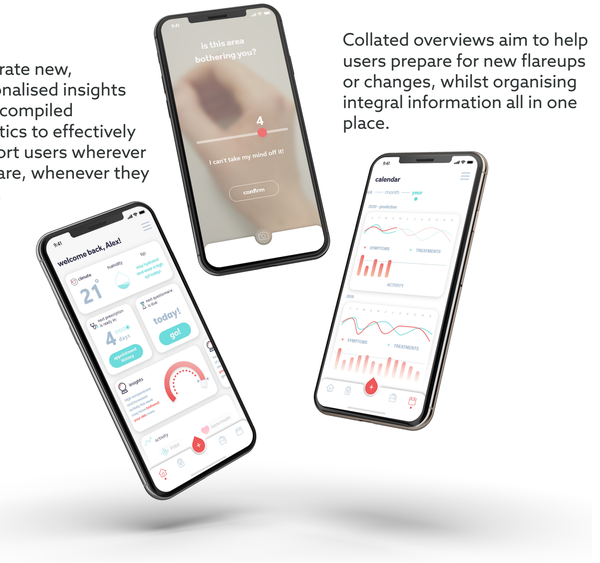


derme

Putting control back into the hands of adults self-managing chronic skin conditions.

Create a fuller, more accurate picture of conditions by capturing symptom changes, treatments and its impact on the user's lifestyle

Generate new, personalised insights from compiled analytics to effectively support users wherever they are, whenever they need.



Collated overviews aim to help users prepare for new flareups or changes, whilst organising integral information all in one place.