Herblicity

BFA 2021

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The Rise of Prescription Drug Use in America:

The total number of prescriptions filled by Americans, including adults and children has increased by 85% over two decades, while the total US population has only increased by 21%.
Why are more people taking pharmaceutical drugs?

Since 1906, strong commercial drug influence has compromised Congressional legislation to protect the public from unsafe pharmaceutical drugs.

The money going into the advertisements for most drugs is often more than what’s going into the actual research behind the drug.
Have you ever listened to a drug commercial that is supposed to solve one problem but lists an insane amount of side effects or can even worsen the problem it is trying to solve?

This isn’t right. This isn’t healthy.
There are only TWO countries in the world that allow pharmaceutical companies to ADVERTISE DIRECTLY TO CONSUMERS: The United States and New Zealand.
“Well, because it is the age of consumerism. It convinces consumers that they need drugs that they might not need, that they need some drugs at all. ... There is this kind of marketing that is designed to convince people that they need pills.”


Direct to Consumer prescription drug ads encourage over-medication. 81% of doctors in a 2013 survey say that DTC prescription drug advertising promotes drugs to be overprescribed. DTC prescription drug ads tend to push that drugs are needed to improve health instead of diet and exercise.

Normal conditions and bodily functions are medicalized and stigmatized by DTC prescription drug ads.
Adverse Drug Interactions in America:

Adverse side effects send about 4.5 million Americans to the doctors or emergency room every year.

Over the past 35 years, patients have suffered tremendously from a very hidden epidemic of side effects from drugs that have few benefits.
Why is herbal medicine a good option before conventional medicine?

Herbal medicine offers a natural approach to heal health problems before turning to conventional medicine. It encourages a healthy lifestyle and embraces the powerful health benefits of plants, where 40% of our pharmaceuticals are derived from.
Problem Statement:

There is a rising need for more options beyond pharmaceutical medicine because of their often negative side effects that outweigh the good.
Solution:

Provide an easy to use app to educate people on the benefits of using plant-based and natural medicine. Educate users on individual herbs, provide necessary disclaimers and health warnings to allow for safe execution of herbalist practices, their history, what they are used for, where to find them how to extract them, and necessary dosing amounts for easy home use.
Stakeholders

- People new to learning about herbal medicine
- Herbalist Professionals
- Anyone looking to further their education on herbal medicine and natural remedies
I want to be able to ease my back pain everyday without using addictive painkillers or anything that has the risk of harming my body over time. I've watched too many of my fellow veterans fall into a life of drug abuse and want to manage my chronic pain in the most healthy way possible!

About
Matt has served six years as an Army Medic in the United States Military. He suffered a back injury from his tour in Iraq and has tried several different options including the use of opioids to relieve his pain. He has suffered more negative side effects than good and has found himself abusing the pain killers prescribed to him by doctors. He is now sober and is looking for a long-term alternative to ease his pain. He needs an easy to use resource to help him find alternative medications in his area.

Goals:
- Find effective medicine to ease his chronic pain
- The ability to be able to use a medicine long-term without harmful side effects
- Use a medicine that is non-addictive

Frustrations:
- Can’t find long term medications without negative side effects
- Has an addictive personality
- Is having trouble finding solutions on his own

“I want to be able to ease my back pain everyday without using addictive painkillers or anything that has the risk of harming my body over time. I’ve watched too many of my fellow veterans fall into a life of drug abuse and want to manage my chronic pain in the most healthy way possible! “
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Matt suffers from chronic back pain and wants to find relief.

Matt gets on pain medication from the doctors (opioids).
He suffers side effects that make him drowsy, nauseous, and unable to function properly at work.
He switches to another pain medicine that he is depending on, he becomes addicted to them.
Realizing he has an issue, he gets himself off of the medicine but doesn’t know what else to do to ease his pain.
He talks to a friend about using herbal medicine instead of using opioids for his pain.
Realizing he has an issue, he gets himself off of the medicine but doesn’t know where to begin in his research.
Empathy Map

**Says**
- What other options do I have?
- What natural ways can ease my pain?
- Where can I find more information?
- How can I be healthier?
- How can I better myself?
- Worried
- Angry
- Overwhelmed
- Cynical
- Sad
- Fear

**Does**
- Where should I start?
- I want to be able to live my life without pain
- I want something that won’t harm me
- Compares products
- More research
- Goes on the Internet
- Asks friends
- Unhealthy coping mechanisms

**Feels**
- More research
- Where should I start?
- What research has been done?
- I want to be able to live my life without pain
- I want something that won’t harm me

**Thinks**
- What other options do I have?
- Where can I find more information?
- How can I be healthier?
- How can I better myself?
User Flows

Login

- Sign in
- Already Have an Account?
  - Yes
  - No
- Sign up
- Home (News)
- Hamburger Menu
- Account
- Logout
- Favorites
- Store Pages
- News Articles
- Near Me (Map)
- Favorite
- Plant Profiles
- Near Me
- Plants
Wireframes
Tussilago farfara (Asteraceae)

Principally known as a common "weird", dandelion has tremendous amount of health benefits. Native to Europe, it was introduced to the Americas by European settlers. It is efficient in means of population because of its unique parachute-like seed, which is carried by the wind. It has spread across the entire continent of North America, Hawaii, and has even invaded other countries such as New Zealand. Dandelion is also special because all parts of the plant (flowers, stem, roots, and leaves) are edible as well as medicinal.
My experience:

I was on antidepressant and anxiety medication for 11 years. I tried 5 different antidepressants and 4 different anxiety medications. The transition between all of them was extremely difficult and effected my life in ways I never thought that they would. None of them helped me in the long term and every single one I tried had terrible side effects.

After realizing that the issue was the medication, I scoured the Internet for anything that could help me that wasn’t prescribed by a doctor, so I turned to natural medicine.

In June it will be one year since I have used antidepressants and can finally say I no longer struggle with depression after 13 years and I am the happiest I’ve ever been since I was a kid. I wanted to make an app to help people in the beginning stages of learning about herbal medicine because it’s something I wish I had when I first started learnings.
Thank you!

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Link

https://xd.adobe.com/view/e2b1bc6d-cda2-41d0-4075-7e0e667fa85d-9480/?fullscreen&hints=off
Sources


https://www.pbs.org/wgbh/pages/frontline/shows/other/themes/marketing.html

https://prescriptiondrugs.procon.org/