

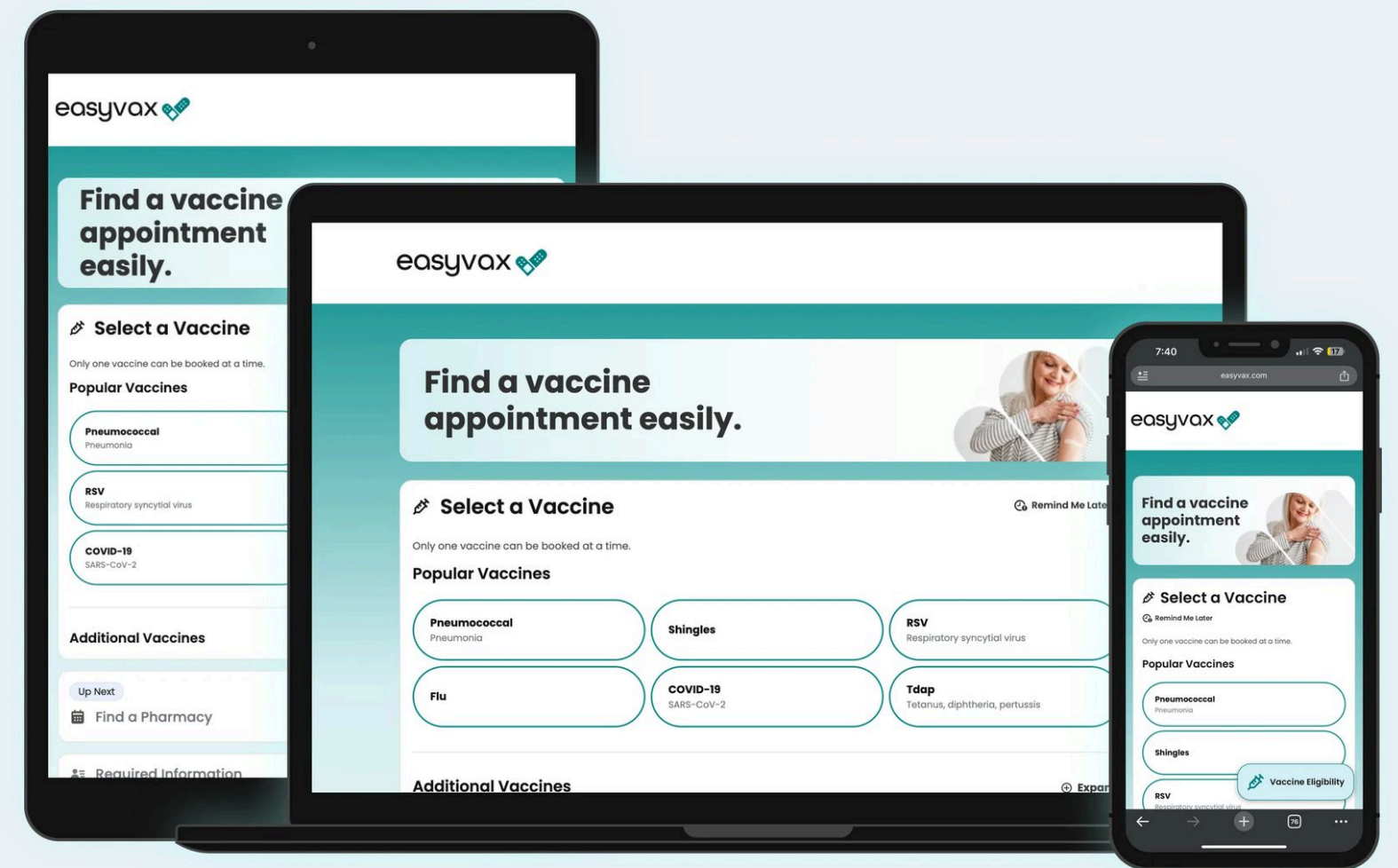
GSK · HEALTHCARE · WEB · IOS · IPADOS · ANDROID

Rebuilding a vaccine scheduler so people never lose their place

4 STEPS ON ONE PAGE

5 PHARMACY INTEGRATION LEVELS

2023 → 2026 V1 TO REDESIGN



Brittany Welch · Senior Designer (v1) · Lead Designer (redesign)

OVERVIEW

Find a pharmacy, book a vaccine, never lose your place.

EasyVax helps people find a pharmacy and book a vaccine appointment. I helped design the first version in 2023, then came back in 2025 to lead the redesign, which shipped in early 2026 on web, iOS, and iPadOS.

THE CHALLENGE

Each step of v1 was its own page. Earlier choices disappeared, the only fix was the Back button, and every pharmacy connected differently.

MY ROLE

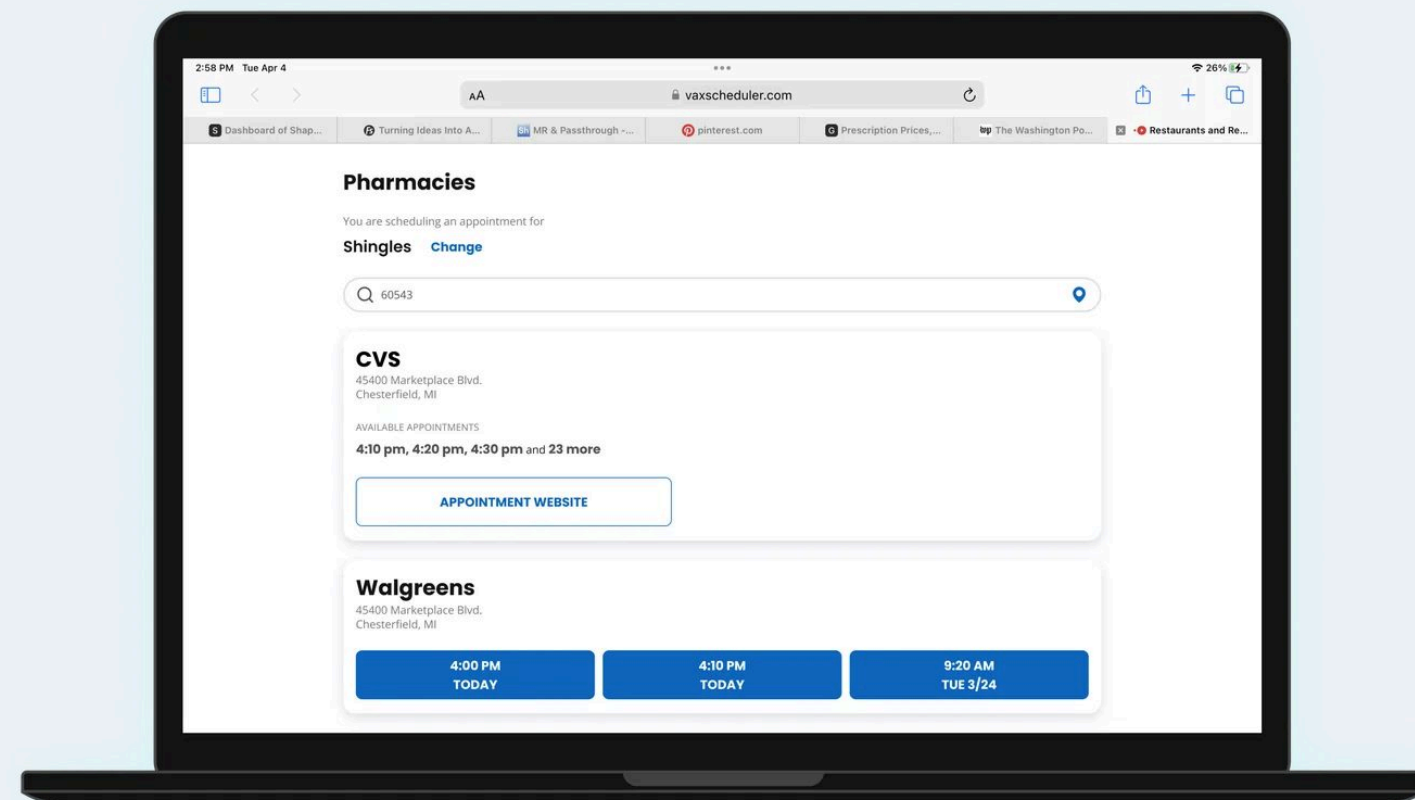
Discovery and early design on v1. On the redesign, I led the flow structure, interaction model, and cross-platform design, and worked on the reskin with a partner agency.

WHERE IT LANDED

The redesign shipped in early 2026. The reskin shown here launched in August 2026, after my time on the project ended.

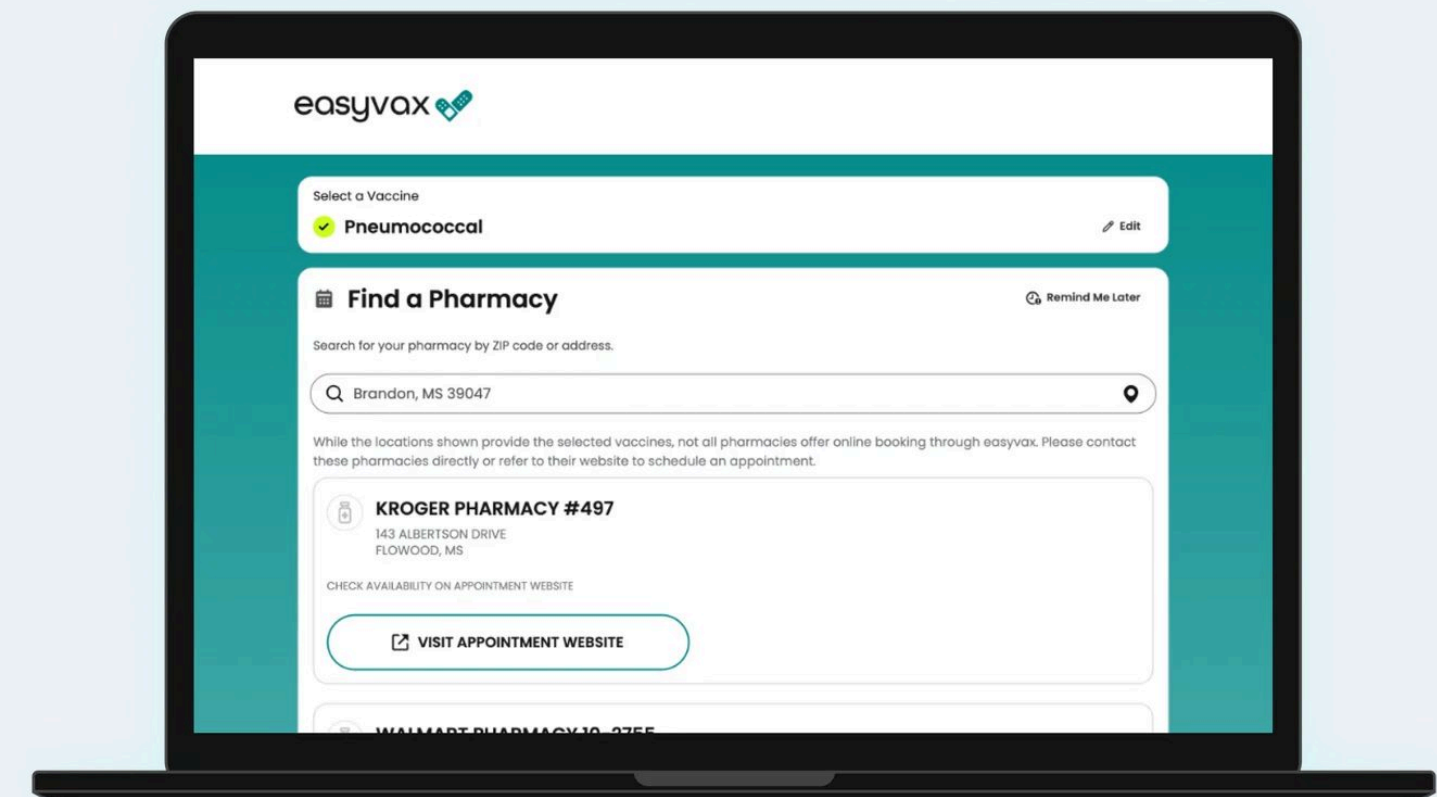
2023 vs. 2026: finding a pharmacy

Same four steps, same job. The difference is that earlier choices stay on the screen.



2023

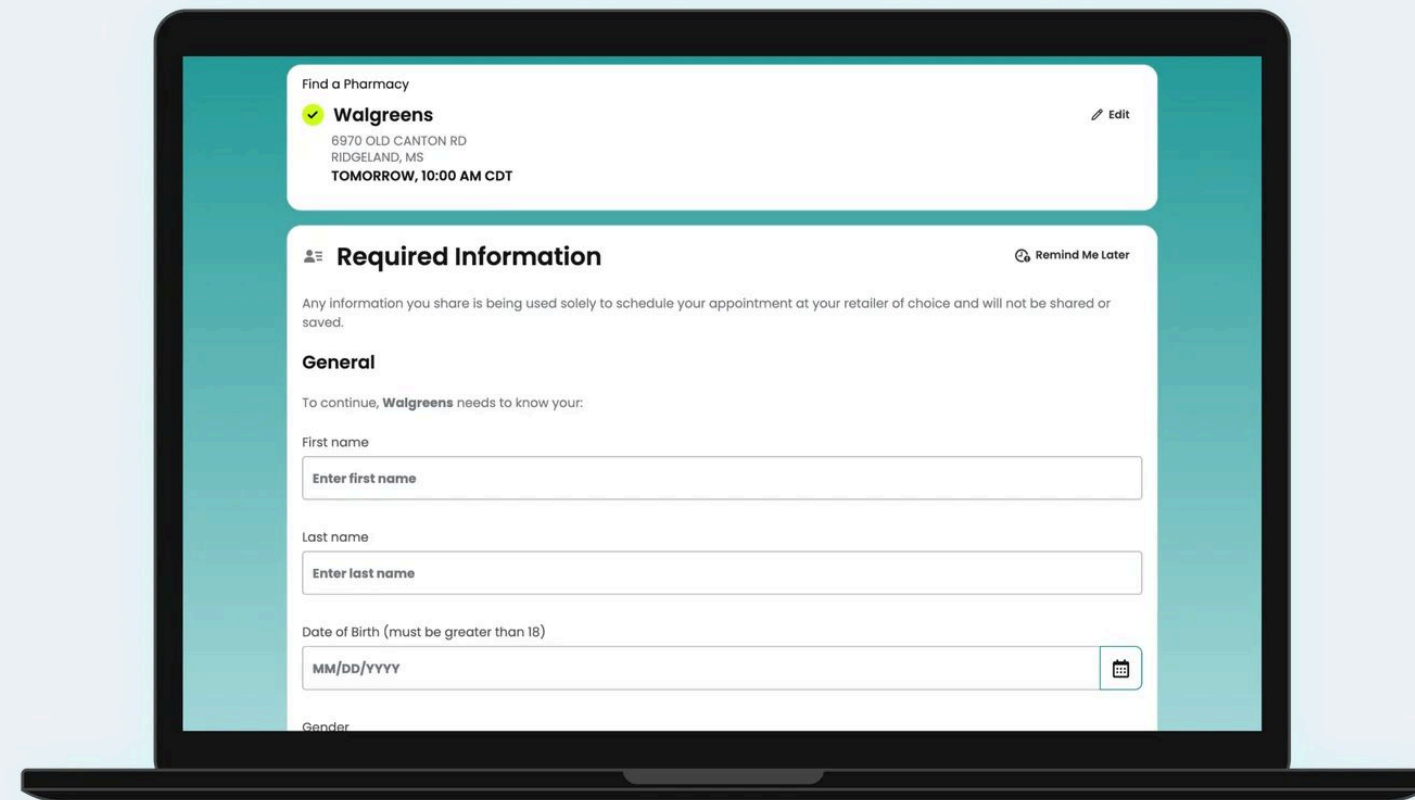
Its own page. The vaccine choice is one line of text with a "Change" link.



2026

The chosen vaccine stays above as a completed step. Pharmacies without online booking explain why.

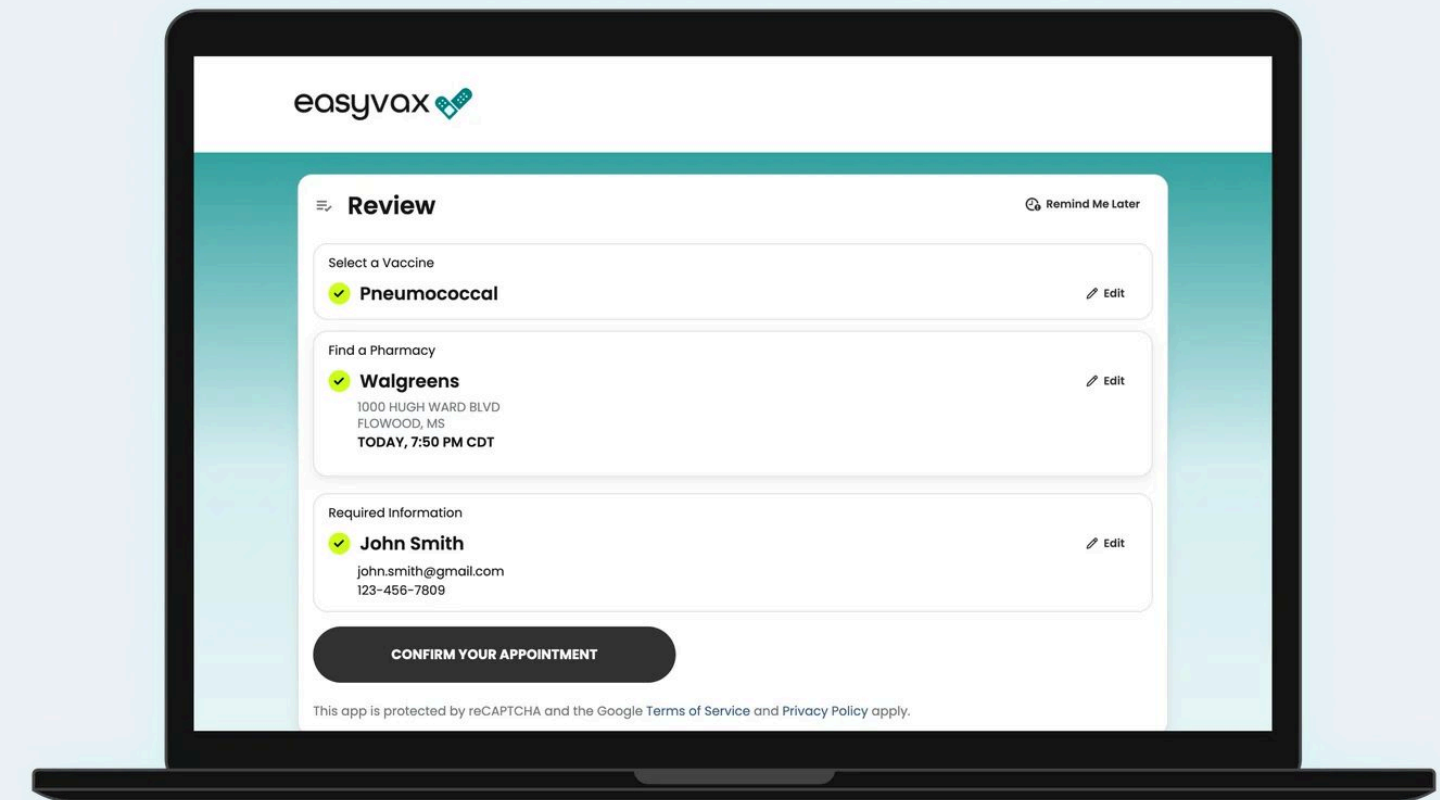
2023 vs. 2026: your information and review



The screenshot shows a laptop displaying a web interface for entering appointment information. At the top, there's a section titled "Find a Pharmacy" with a green checkmark icon, the Walgreens logo, the address "6970 OLD CANTON RD RIDGELAND, MS", and the time "TOMORROW, 10:00 AM CDT". An "Edit" link is visible. Below this is a "Required Information" section with a "Remind Me Later" link. A disclaimer states: "Any information you share is being used solely to schedule your appointment at your retailer of choice and will not be shared or saved." Under the "General" heading, it says "To continue, Walgreens needs to know your:". There are input fields for "First name" (placeholder: "Enter first name"), "Last name" (placeholder: "Enter last name"), and "Date of Birth (must be greater than 18)" (placeholder: "MM/DD/YYYY" with a calendar icon). A "Gender" label is partially visible at the bottom.

Entering your information · 2026

Vaccine and pharmacy stay summarized above, and a note on how information is used comes before the first field.



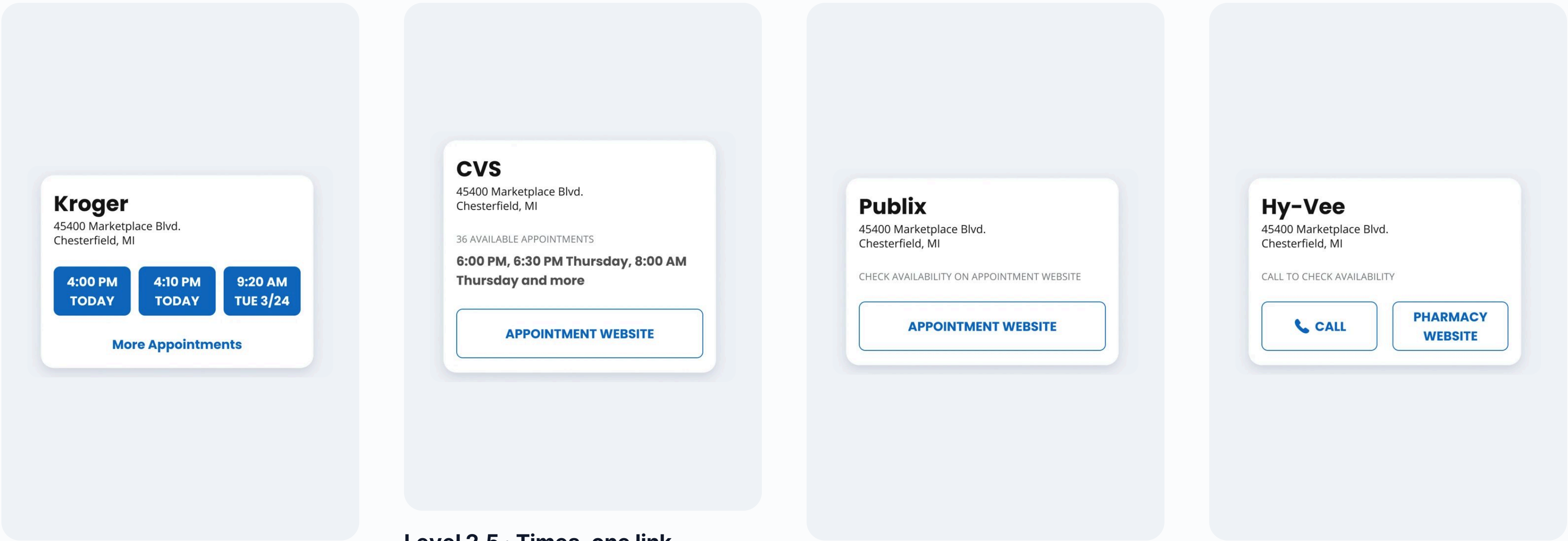
The screenshot shows a laptop displaying a "Review" screen for the "easyvax" app. The header includes the "easyvax" logo and a "Remind Me Later" link. The main content area has three sections: "Select a Vaccine" with "Pneumococcal" selected and an "Edit" link; "Find a Pharmacy" with the Walgreens logo, address "1000 HUGH WARD BLVD FLOWOOD, MS", time "TODAY, 7:50 PM CDT", and an "Edit" link; and "Required Information" with the name "John Smith", email "john.smith@gmail.com", phone "123-456-7809", and an "Edit" link. A large black button at the bottom says "CONFIRM YOUR APPOINTMENT". A footer note states: "This app is protected by reCAPTCHA and the Google Terms of Service and Privacy Policy apply."

Reviewing the appointment · 2026

Each choice has its own Edit link, so fixing the pharmacy doesn't mean starting over.

Designing for five levels of pharmacy integration

One pharmacy card with a variant for each level, so every result has a clear next step.



Level 4 • Full scheduling
People pick a time and book without leaving EasyVax.

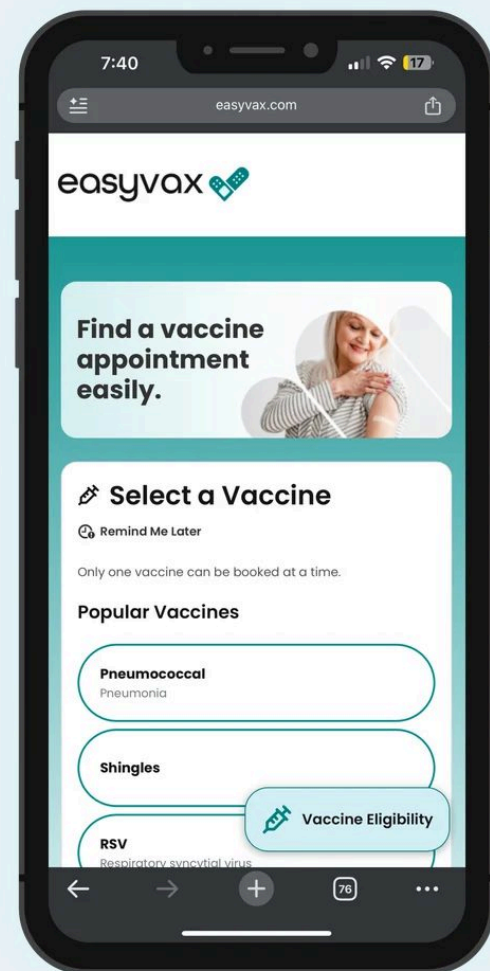
Level 2.5 • Times, one link
Available times as text, with one button to the pharmacy's booking site.

Level 2 • Booking link
The card says to check availability on the pharmacy's site.

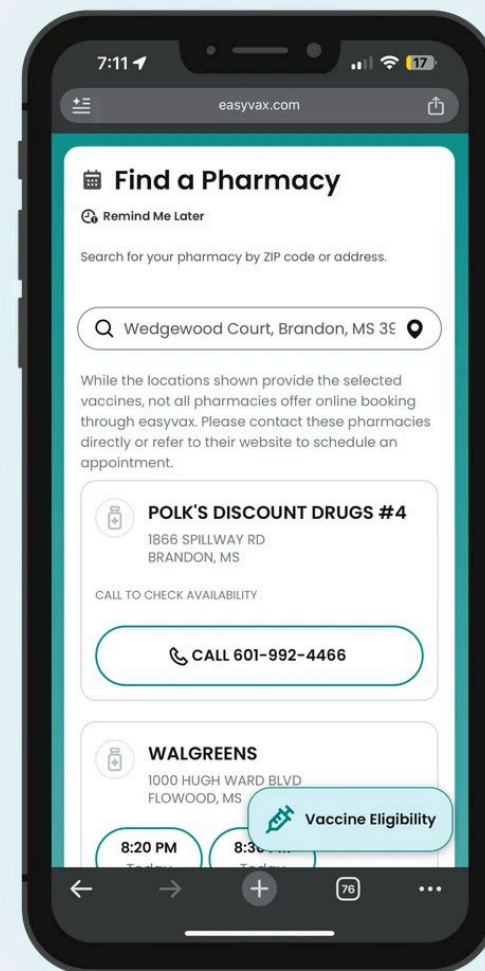
Level 1 • Phone and website
Two clear options: call, or visit the website.

The flow on mobile

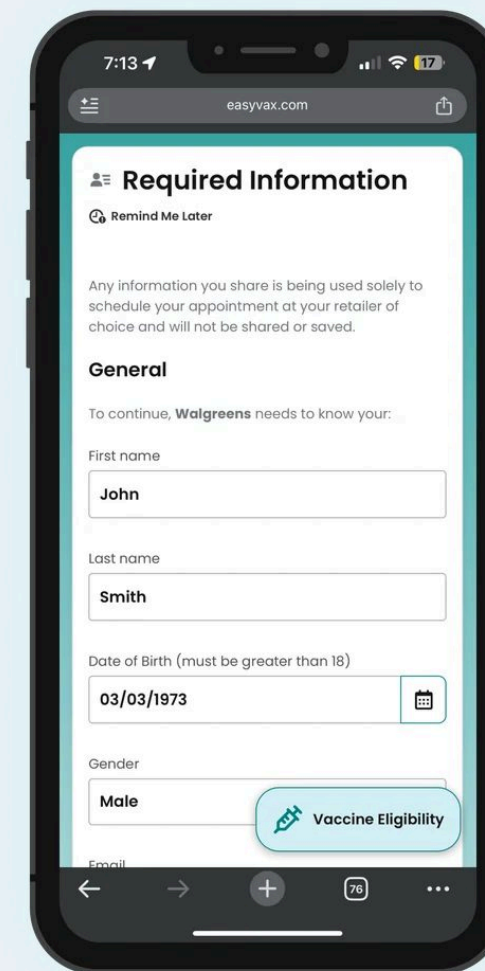
One step open at a time, finished steps collapse into summaries, and the next step is labeled “Up next.”



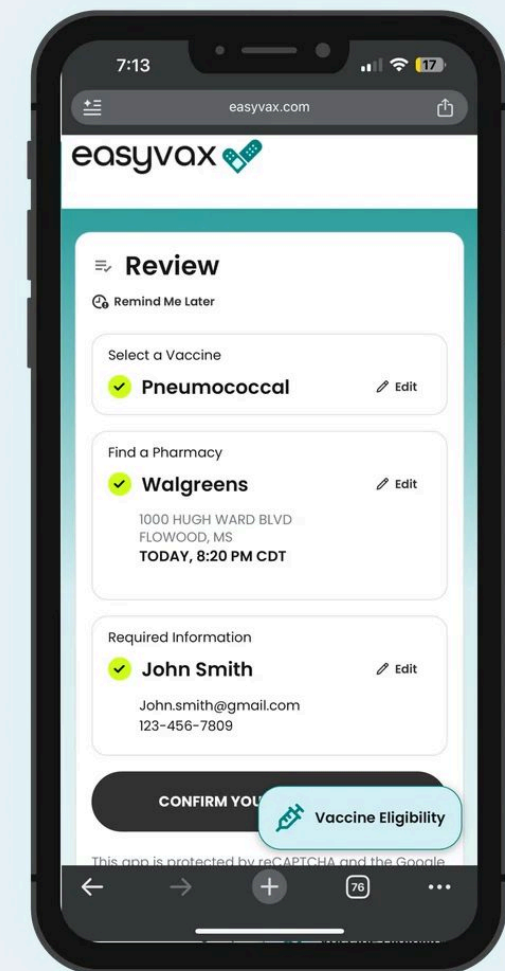
1 • Choose a vaccine



2 • Find a pharmacy



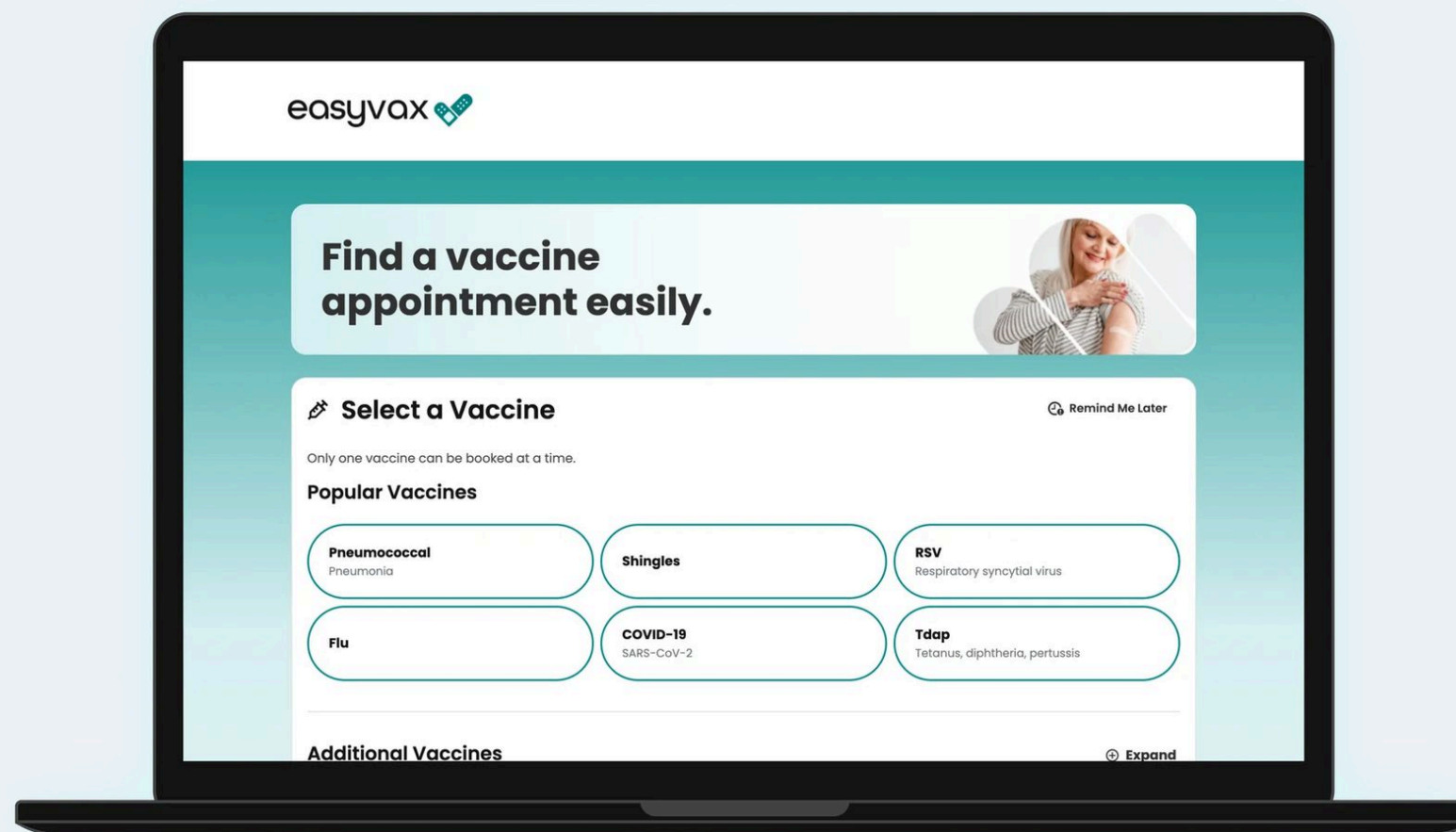
3 • Your information



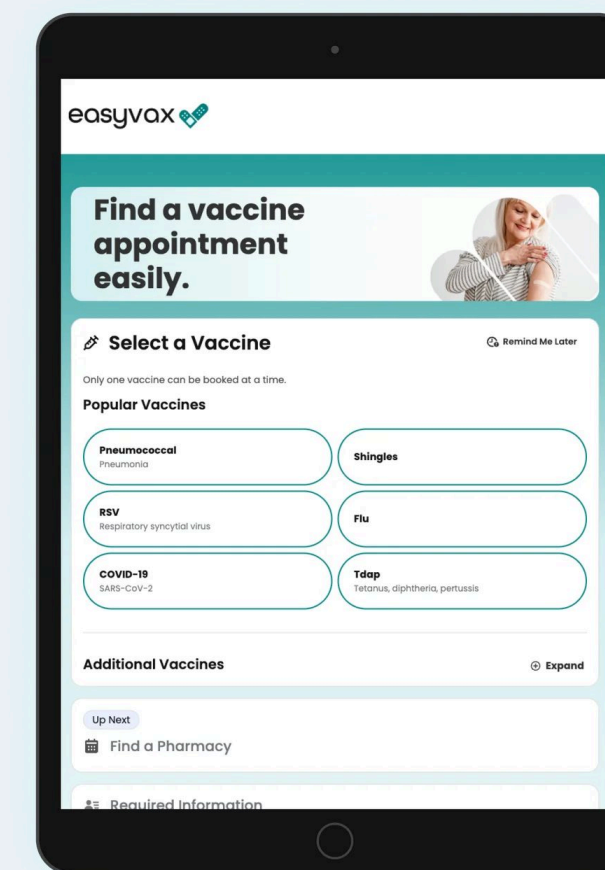
4 • Review and confirm

One flow, several platforms

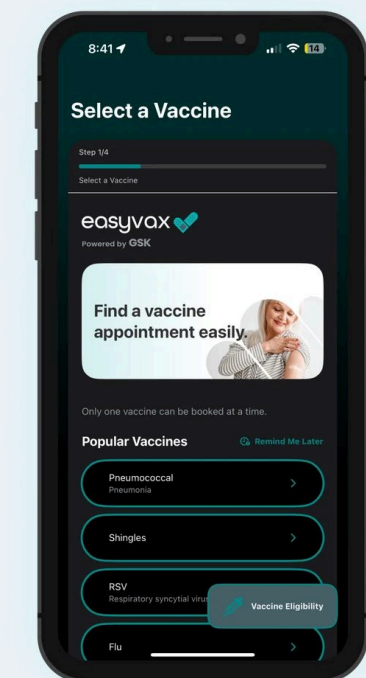
One interaction model, adapted to each device, including dark mode in the iOS app. I also designed the Android version.



Desktop web



iPad



iOS, dark mode

Decisions that mattered

Keep the whole booking on one page

The steps stack as an accordion: finished steps collapse, the current one is open, and the next is labeled "Up next."

Edit in place instead of going back

Every completed step has its own Edit link, so changing the pharmacy doesn't mean starting over.

Ask only what the pharmacy needs, and explain why first

The form is built from each pharmacy's requirements, and the note on data use comes before anyone types.

No dead ends at the pharmacy step

Each card shows whatever that pharmacy can offer, whether that's times, a link, a phone number, or a website.

What changed, and what I'd expect

I left before post-launch numbers were available. Here's what I can point to directly.

4 → 1

Pages to book an appointment, with every earlier choice still visible.

7

Pharmacy card variants covering five integration levels, so no pharmacy is a dead end.

0

Back-button trips needed to change an earlier choice.

Next

Measure completion rate by step, time to confirmation, and edits to earlier steps against v1.

GET IN TOUCH

Let's build something people love to use.

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