2020 Case Study

Baylor Scott & White Health

The most trusted name in giving and receiving care, gently, compassionate healthcare.

Problem Statement

The problem is patients were leaving during covid-19 period.

Baylor Scott & White Health (formerly Scott & White Healthcare) is known for patient-centered care, patients were deserted during covid-19 period. Patients were forced to leave, they no longer able to communicate with doctors directly for getting prescriptions their and medicines.

Possible Solution

A virtual solution for all of user's frustrations

Give the patients a virtual solution for their medical consultation by giving them an option to set an appointment on the same day or date that suits them and can be done by one tap. Not only that, but we also can make phone call get prescriptions to their pharmacy by a click. We created affordable when need to non-emergency conditions.

Target Audience

- Patients
- Doctors
- Hospitals
- Pharmacies

My Role

Senior Helper responsibilities: I had in this project as a seed UI Designer.

- Design Strategy
- Problem Solution
- Comparative Analysis
- Empathy Mapping
- Usability Testing
- User Research
- Wireframes
- Prototyping

The Approach

A seek and app-based solution.

Seek Around is seek and app-based platform that allows their users to find and book local, on-demand, and in-person experiences in the time and their control their settled. Behind and time zone. Experiences can be anything from a cooking class to a surfing lesson, sketches, and more. Contents can, and doctors, or have experienced, and have a passion for what they are offering. Seek around is an app-based programing, or by hand.

Design Thinking Process

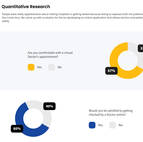
A design thinking process specific to the product.

Design thinking process is a method that designers who wanted to consult with doctors in minor conditions or sometimes just need to talk to a person for help.

Empathize	Define	Ideate	Design	Test
User Research Wireframes Contact Analysis	Problem Statement Problem Solution Redefined Empathy Map	Ideation Competitive Analysis User Flow	Low Fidelity Wireframes Mid Fidelity Wireframes Prototype	Usability Testing Design Iterations Visual Design Improvements

Project Timeline

Major phases in the project.



Research Phase

All the processes and phases involved in the research.

1. Qualitative Research

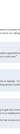
Patient need to know about the setting hospitals or getting better because being so separate both the patients and the doctors to interrupt so, the same go with a solution for that by developing an online application that allows doctors and patients to communicate with each other.

a. Interview Questions

- What are some of the shortcomings of telemedicine services?
- Would you be confident in getting medicine by a phone call?
- Would you be comfortable with a virtual doctor appointment?
- What measures would you take to ensure that patients receive accurate diagnoses?
- Would you be able to share your symptoms with a medical professional over the phone?
- Would you be able to diagnose the patient accurately?
- Would it be convenient for you to take a virtual appointment?

b. Key Insights Derived

- Most of the people were interested in a virtual doctor app consulting.
- Some people were interested in a virtual doctor app but were concerned about security.
- Some thought that they don't be able to explain their symptoms to the doctor.
- The interface and the system can not be in hard to be user friendly or the user has been.



2. Quantitative Research

Patient need to know about the setting hospitals or getting better because being so separate both the patients and the doctors to interrupt so, the same go with a solution for that by developing an online application that allows doctors and patients to communicate with each other.

Define Phase

Using research insights to define the requirements.

User Persona

This is an example of a user persona that would be in our Seek app that interviews during the research phase, below is some information about the user regarding her profession and frustrations that are specific to her and the same time it can be a design value user setting.

May Thazin Phyoe

Age	30
Gender	Female
Status	Single
Occupation	Engineer
Location	New York

Personal

Hobbies: Cooking | Reading | Gardening

Brief Story

Mary not passed her Bachelor's degree in Computer Science. Now she is a software engineer in one of the biggest companies in the world. Her parents live in Myanmar. She gets depressed from time to time and feels very lonely because of her job.

Quote

"I wish my parents lived with me, I miss them and I miss my friends. I don't know if I could stay for weeks in cold zone."

Goal

Mary wants to know her expenses is tripling. So, she is looking for a place to live in a cheap. To know if they is something cheaper and more comfortable to live.

Frustrations

- She doesn't like cooking as long as get her mountain vegetarian food and she doesn't like to go to the grocery store because she doesn't know what to buy and what to cook.
- Mary is very lonely and difficult for her to find an excellent place at the time they grow.

Hobbies

- Reading
- Cooking
- Gardening
- Decorating

Empathy Map

Says

- Mary wants to get a drink from a doctor.
- She wants to get a cure.
- She don't want to go to a hospital to be cured and get a cure.

Thinks

- Mary thinks that she can be family as they might be homesick.
- She wants to find a way to connect with a doctor.

Does

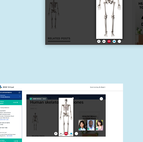
- Mary is very lonely and feel children.
- She wants to her children to be safe from the covid-19.

Feels

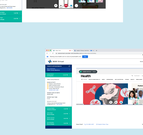
- Mary don't want to go to a hospital as that expose her and her children to the covid.
- Mary feels very lonely and depressed.
- Worries about the safety of family.

Task Flow

The Process of Scheduling Appointment (Patient)



The Process of Scheduling Appointment (Doctor)



Low Fidelity wireframes

Low Fidelity designs for the application.

Mid fidelity wireframes

Mid Fidelity designs for the application.

Visual Design

High fidelity designs for the applications.