



# G-CARE

A **Genuine** friend is a real friend you can trust.



# Problem Statement

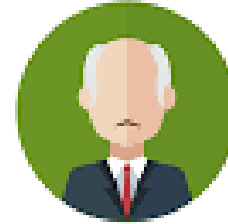
## Vision

To get reliable and trust worthy medical help anytime for whom you care.

## Mission

Onboard 100 hospitals and 10000 users to help them have easy access to health care.

# USER PERSONAS





John Doe

- 29, Male
- Sales Representative with 7yr Experience
- Married and lives in Boston with his family

“I want to be at peace knowing my parents are safe, and in good hands.”

#### ➤ Pain Points

- Worries about parents health conditions
- Guilt feeling of not paying attentions towards his parents
- Busy with work and not able to concentrate in both area
- Due to transit between cities he has lost time and extra money at the time of medical emergency

#### ➤ Motivation

- Finding an easier and reliable way to monitor families health care/needs
- Seeking help from friends and/or neighbors to watch over parents
- Making personal time to talk to parent(s) and visit them will help him remove the guilt factor



Kobbie Morgan

- 71, Female
- Retired school teacher
- Lives in Chicago (congested city)

“In medical emergency, I wish it was more convenient to inform family and travel to the hospital by myself.”

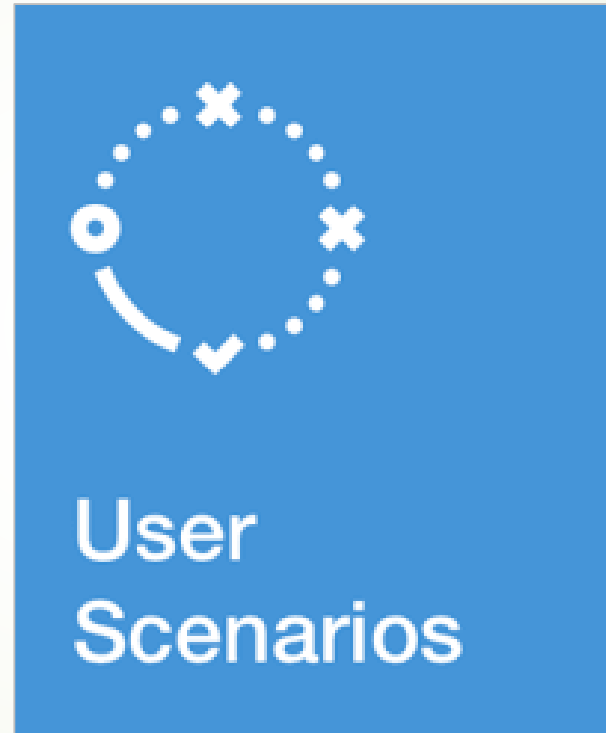
### ➤ Pain Points

- Usually forgets to take medications
- Family does not live near by so no one to call in emergency
- No one to take her to hospital as and when required
- Has got insurance but doesn't know about the terms and procedures


### ➤ Motivation

- Health conscious and do morning walks and take proper diet
- Reminders for taking medications
- Emergency contacts are handy and respond as and when needed
- Got all the personal medical records maintained with her and no need to keep junk papers will help her with insurance

# USER SCENARIOS







John is a sales representative who is always busy with work and he has to travel a lot. His parents live in another state and unfortunately one afternoon his mother had an accident. Because he was on a business trip, he was not able to attend his mother's call. Finally, he got to know she was in the emergency room in a nearby general hospital. He had to reach out to other people to find out about her condition.



He is feeling guilty and helpless after this incident because of the work and distance, he was being there for taking health care of his parents.



### User Tasks

- Receive an emergency alert by any means
- Respond to the alert with trust
- Call / Notify others regarding the condition and help
- Know which hospital parent has been taken to or know the whereabouts of the parent

Cobie is independent widow who lives in Chicago alone. One evening while working in the kitchen, she suffered with slip disc and unable to get up. She was in excruciating pain but managed to reach a phone to call the ambulance. While waiting for the ambulance, she called her son but could not get through. She then called her neighbor to inform him of the accident.

Due to the traffic, it took a longer than usual to reach to the hospital. She was rushed to the emergency room and treated. Later, attending nurse was asking her about her medical history and other insurance details but she didn't know about all this details.

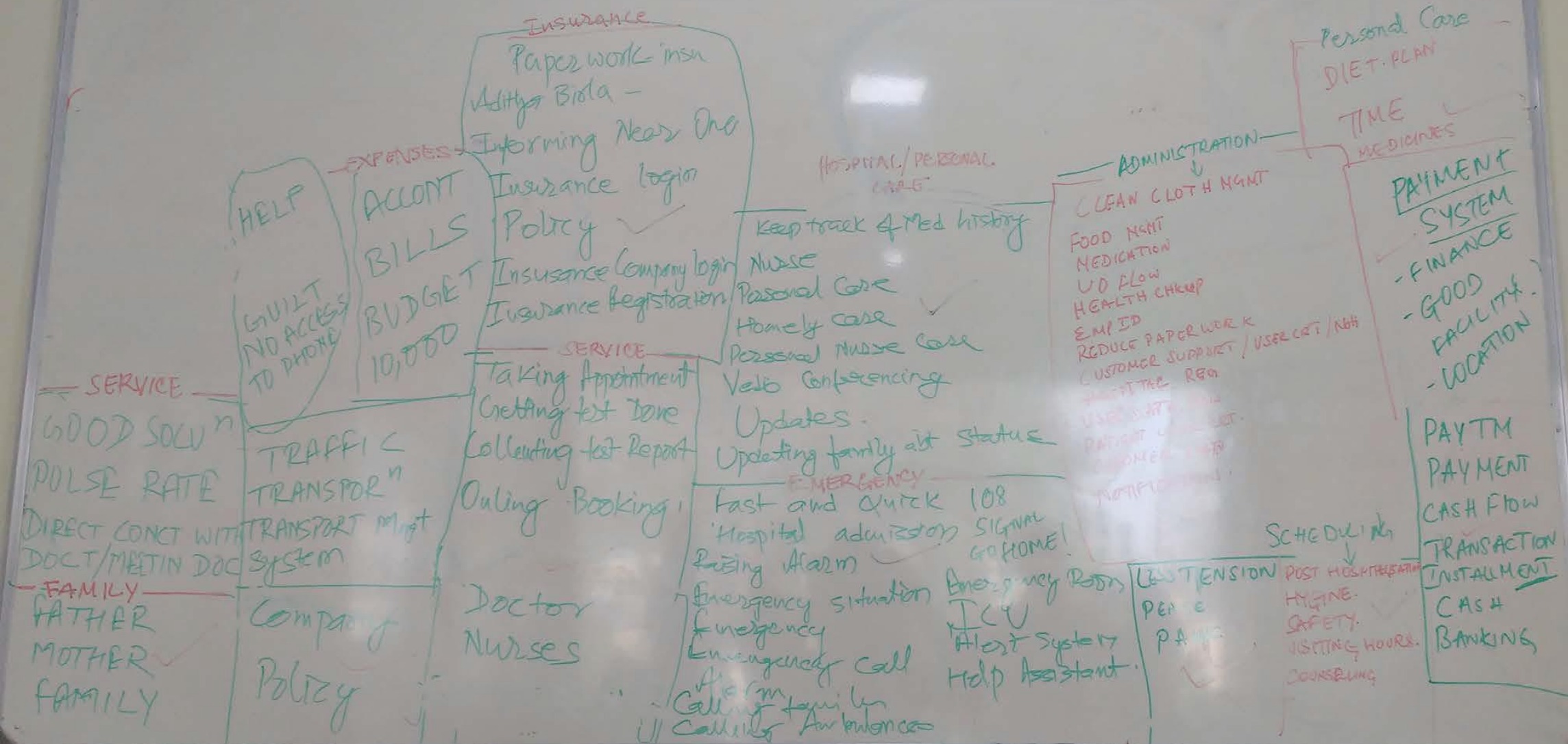


### ➤ User Tasks

- Send an alert to multiple people (By all means) and/or nearest hospital
- Get transportation help ASAP
- Notification to all attached members by all means available
- Have proper medical history and insurance details handy.



# AFFINITY MAPPING





# AFFINITY MAPPING

## 1. Emergency Situation

- Fast and quick response
- Get help
- 108
- Alert with(out) phone
- Pulse rate
- Connect to ambulance
- Connect with family /Neighbour's / Other contacts
- Connect with doctors/hospitals
- Help assistant
- Health monitoring
- Medical kit
- Precautionary guidelines

## 2. Transportation

- Speed dial
- Ambulance
- Location
- Mapping (GPS)
- Luxury transportation
- Traffic management
- Transport management System
- 24/7 facility

## 3. At the Hospital

- History / medical report
- Status updates and alerts (to family members)
- Visiting hours



# AFFINITY MAPPING

## 4. Health Insurance

- Policies benefits
- Less paperwork
- Document Verification
- Tie up with NGO

## 6. Services / Post Hospitalization

- Personal nurse care
- Diet / Food plan
- Buy Medicines Online
- Booking Appointments
- Regular Health check-up
- Counselling

## 5. Payment System

- Cash / Cashless
- Paytm
- Instalments
- Online Banking

## 7. Billing Records (for taxes)

- Account
- Bills
- Budget
- Maintain History



## 30

[illegible][illegible]



# FEATURES

## ➤ Must have

- Alert system (with or without phone)
- Update health status
- Reports / records
- Commute System
- Hospital registration info
- Quick access to emergency contact numbers (ambulance, fire, police, family)
- Locate nearby hospital
- Access to good hospital care (doctors, nurses)
- Knowledge of what to do in an emergency (precautionary procedure)
- Easy and hassle-free payments

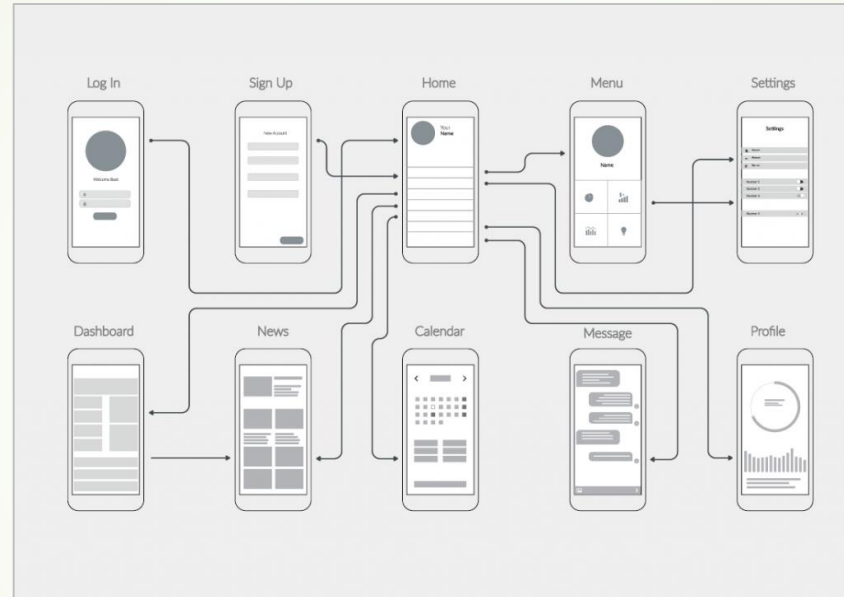
## ➤ Good to have

- Appointment booking
- Tie up with Health insurance
- Medication Management
- Specialty Hospitals (for specific treatment or disease)

## ➤ Delight factor

- Personal nurse care
- Regular Health Check-ups
- Diet/Nutrition plan
- Wheel chair facility
- Online Medicines

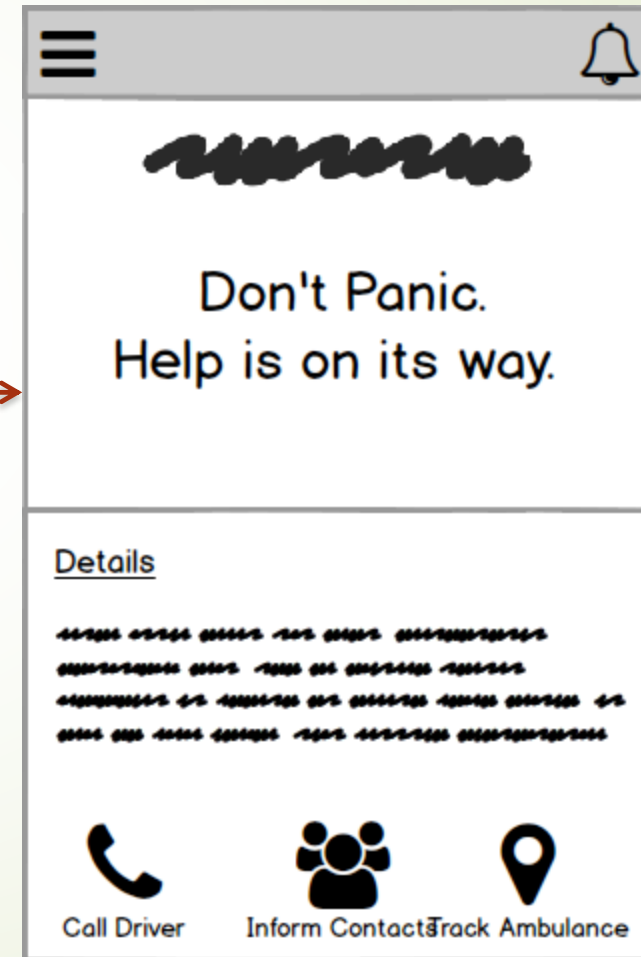
# WIRE FRAMING AND PROTOTYPING



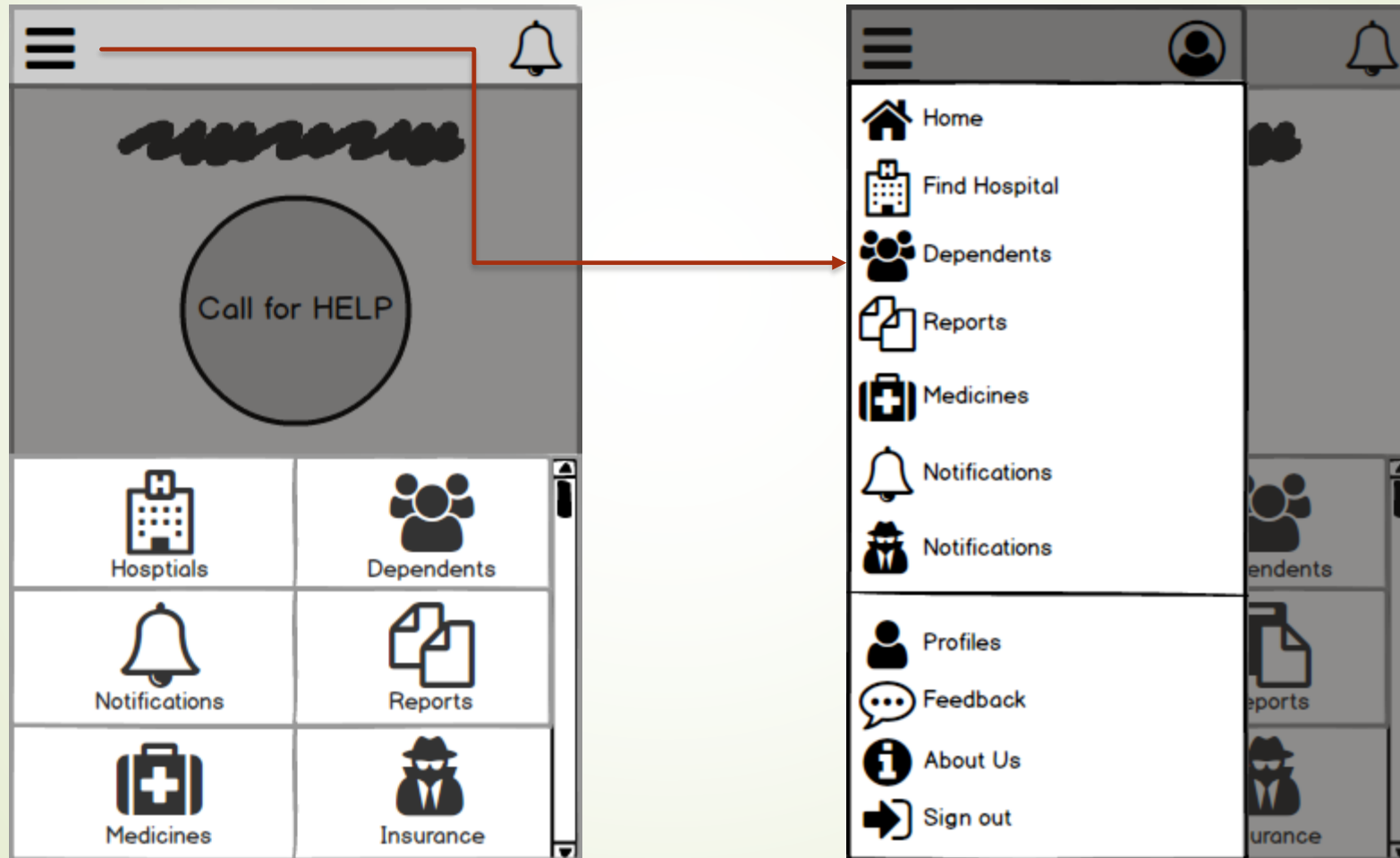
[Click here for the demo](#)



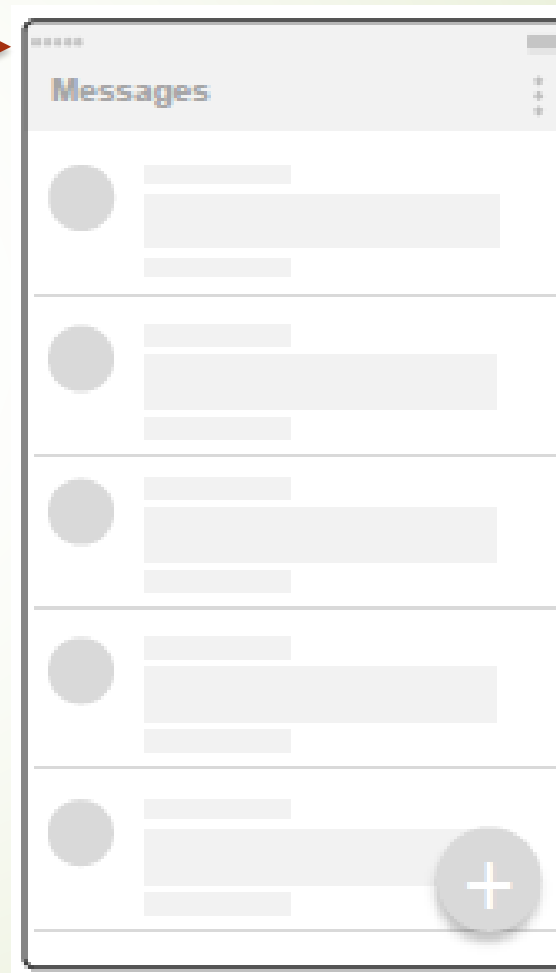
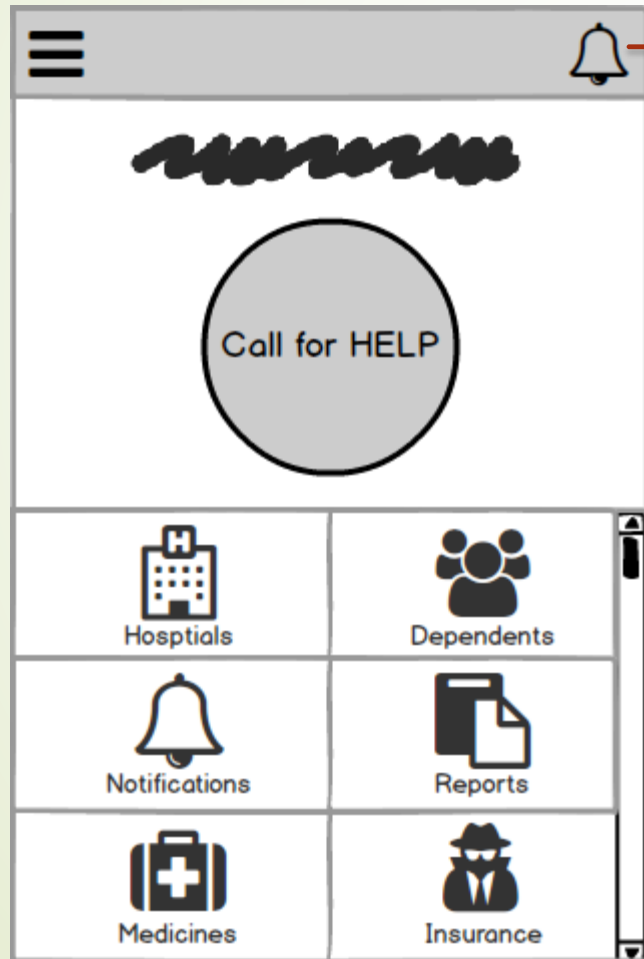
# Calling for Help



# Menu Selections



# Alerts and more



# Find Hospital

