

# IIP Template 3A

## Solo Field Research

### Persona

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**Industry:** Health

**Innovation Challenge**

**Question:** How might we improve the health of rural / remote populations and create awareness?

**Team Members:** Joydeep Chaudhuri, Martha Hong, Ritu Kumar, Sauraj Patil, Tingcheng Wu

**Pod/Team #:** H5

**Persona Name**

Dr. Roy

**Distinguishing Characteristics**

- He is a Professional medical Doctor
- He works in a remote area as a Physician
- He has empathy towards the patients
- He understands the shortage of facilities and awareness in these specific areas
- He is willing to take steps to make the situation better and provide higher level of service to the affected population

**Usage Scenario (for Need)**

A Usage scenario would be equal treatment opportunities and facilities for the remote population, this would help the doctor treat patients at an optimum level. The patients should get diagnosed for their illnesses at the beginning and not when the illness has reached a bad state, which makes things easier for the Doctor. The Doctor would have a good team of colleagues and nurses to help and an efficient chemist to help with the medicines.

**Key Tasks**

- To diagnose patients
- To give prescriptive medicines
- To address health maintenance
- To interpret diagnostic reports
- Checking patients' vitals
- Referring other specialized doctors
- To listen to patient's health issues and empathize with them and recommend best measures

**Key Frustrations (if any)**

Lack of amenities, staff, awareness, funding, equipment :  
Since the dispensary is in a remote location, it doesn't have access to advanced equipment due to the distance and shortage of funding. The patients aren't aware of basic symptoms due to lack of education and mostly end up at the dispensary at an advanced stage of illness. This puts the physician in a tight spot since the issues could've been solved right at the source if informed earlier.

**Key Need(s)**

- A modest dispensary
- Good equipment and facilities
- Co-operation from patients
- Good nurses
- Efficient team of Doctors

**Supporting Evidence or Quotations (if relevant)**

The Doctor shows dejection and is let down when the patient shows up with the illness at a much later stage instead of at the beginning because of lack of awareness.

**Persona Name**

Tania

**Distinguishing Characteristics**

- Patient from a remote area that has minimum access to healthcare
- She is educated and aware of basic healthcare even though many patients in her town didn't get a chance to get proper basic education
- She goes to the doctor for regular checkups.
- She tries to help others by informing them about basic healthcare and disease awareness.

**Usage Scenario (for Need)**

The Usage scenario for this persona would be one where there are plenty of trained doctors and medical staff. There are a good number of facilities, enough beds, emergency rooms, ICU's and they all are at a commutable distance. The persona would be happy around informed and aware people so that they help in eradicating diseases. The chemist should have all the basic medicines for prescriptions.

**Key Tasks**

- To visit the Doctor when feeling unwell
- Get regular checkups done for maintaining their health
- Informing the Doctor of the symptoms faced
- Buying and Taking the medicines prescribed by the Doctor
- Maintaining a balanced diet to stay healthy

**Key Frustrations (if any)**

Tania has the following frustrations :

- Less number of Doctors and nurses which creates an issue when the number of patients are high during a certain period.
- Bad / old equipment in the nearest hospital that doesn't always show the best results.
- Ill informed neighbors who unfortunately ignore basic symptoms and hygiene.
- A better and much more equipped hospital is far from their home, an emergency may be fatal because of the distance

**Key Need(s)**

- Educated and experienced doctors and nurses
- Good hospitals at a commutable distance
- Hospitals / dispensaries that cure various diseases
- Clean surroundings
- Chemist that has a proper inventory of medicines
- Awareness among the population

**Supporting Evidence or Quotations (if relevant)**

Tania was very frustrated with the fact that even if they have good internet speeds and other luxuries, they still don't have proper education, healthcare and awareness in their town.

# IIP Template 3B

## Solo Field Research

### Synthesis and Insights from Fieldwork and Personas

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Personas	What was interesting, revealing, or surprising?	What did this persona have trouble with? (can you do an error analysis? Or pain point analysis?)	What adaptations or workaround did this persona make? Why?	What seems to be most important to this persona's experience? Where are the pleasure points?	What overall patterns did you observe?
Dr. Roy	<p>The fact that Dr. Roy gave his best even though the surroundings weren't optimal was interesting. This revealed two points:</p> <ol style="list-style-type: none"> <li>1. Dr. Roy really empathizes with the patients and tries to do his best from what he's got.</li> <li>2. The healthcare system really needs to be uniform even in remote places and equal facilities should be provided nation wide.</li> </ol>	<p>Pain points :</p> <ul style="list-style-type: none"> <li>• To diagnose patients at a later stage of the disease which could've been avoided with basic education about healthcare.</li> <li>• To work with bad/old equipment and still try to do the best with not-so perfect results.</li> <li>• To deal with many patients at once with limited staff and beds.</li> </ul>	<ul style="list-style-type: none"> <li>• The doctor had to quickly improvise with the patients' procedures due to few beds and a low number of nurses and staff.</li> <li>• He must use many workarounds and quick fixes when the equipment didn't work as per plan.</li> <li>• He had to do these workarounds due to the shortage of medical equipment and beds.</li> </ul>	<p>Well-informed patients is a pleasure point for the doctor. This helps when they are asked about symptoms and when they follow the procedure and prescriptions provided by the Doctor. This reduces the chance of the illness to get extended unnecessarily.</p>	<p>I observed that this persona is empathetic no matter what type of patient arrives. He is driven by his passion for healthcare. He is upset by the fact that he can't offer the best care due to factors out of his control.</p>
Tania	<p>One interesting I felt was that this persona was an outlier from her town. She was educated, aware and encouraged to visit the doctor for regular checkups. I was surprised to find the kind of distance that one would have to travel to, to get to a specialty hospital from their town. She mentioned that the lack of amenities could be fatal at times.</p>	<p>The persona had troubles with the lack of good doctors in town. She would get irritated to see the unawareness in the people of her town towards basic healthcare and hygiene. She was also hated the fact that the better hospitals were far away. The problem was also with the governing body that they just ignored some parts of the state and didn't provide for important needs.</p>	<p>The persona had to go far away to get some specialized medicines for her parents and relatives as they weren't available in her town.</p> <p>She had adapted to a safer environment by creating one at her house and nearby to compensate for lack of hygiene-awareness.</p>	<ul style="list-style-type: none"> <li>• Getting the optimal diagnosis and care.</li> <li>• Finding the appropriate medicines at the chemist</li> <li>• Finding a bed at the dispensary when a parent is getting admitted</li> <li>• Being able to take the prescribed medicines and get rid of the illness</li> </ul>	<ul style="list-style-type: none"> <li>• The persona cared about her and her parents' health and took regular measures to stay healthy.</li> <li>• She would sometimes travel a long distance just to get a certain type of medicine.</li> <li>• She was always helpful and tried her best to create awareness among her neighbors by using her education.</li> </ul>

# IIP3 Solo Reflection

## Solo Field Research

Reflect on Field Research and Prepare for IIP4

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Please use the prompts listed in the IIP3, Part 2, Step 3 Instructions to reflect on your own IIP3 data gathering and analysis process, and how the outcome of your field observations might fit into your team's forthcoming IIP4 work. You need not address all of the available prompts. Select the most salient issues or strengths that you wish to highlight for the benefit of your team.

- Do not reproduce any data from IIP3 submission templates 3A and 3B in your response.
- Restrict your answer to 250 words

The data that I've collected is from trusted sources and I will explain to the team, how I perceived the personas and the respective data by providing examples to make sure they understand my point of view. Although, I understand the subjectivity of it is based on my understanding of the personas and their behavior. I believe that the data that I found may be perceived differently by my teammates than how I see it and I'm open to discussing changes.

Our team has collectively chosen a variety of personas to interview and observe. This will help us create a wider picture about the problem at hand. Like all my teammates, my own research will add to the completion of the data and make synthesizing the data much more efficient. I believe that many points from my data will be useful albeit not everything can be added to the team's final synthesis as our goal to synthesize the data into one reframed problem will be optimum when we take the best from all our combined data.

Most of the data from my research is from the interviews that I conducted. I may have assumed some of their emotions while filling the data. I may not be the best judge of their emotions during some conversations, but I've conveyed this to my team. They understand the necessity for assumptions and relate with it. This psychological safety will help us get the best insights from all our data.