



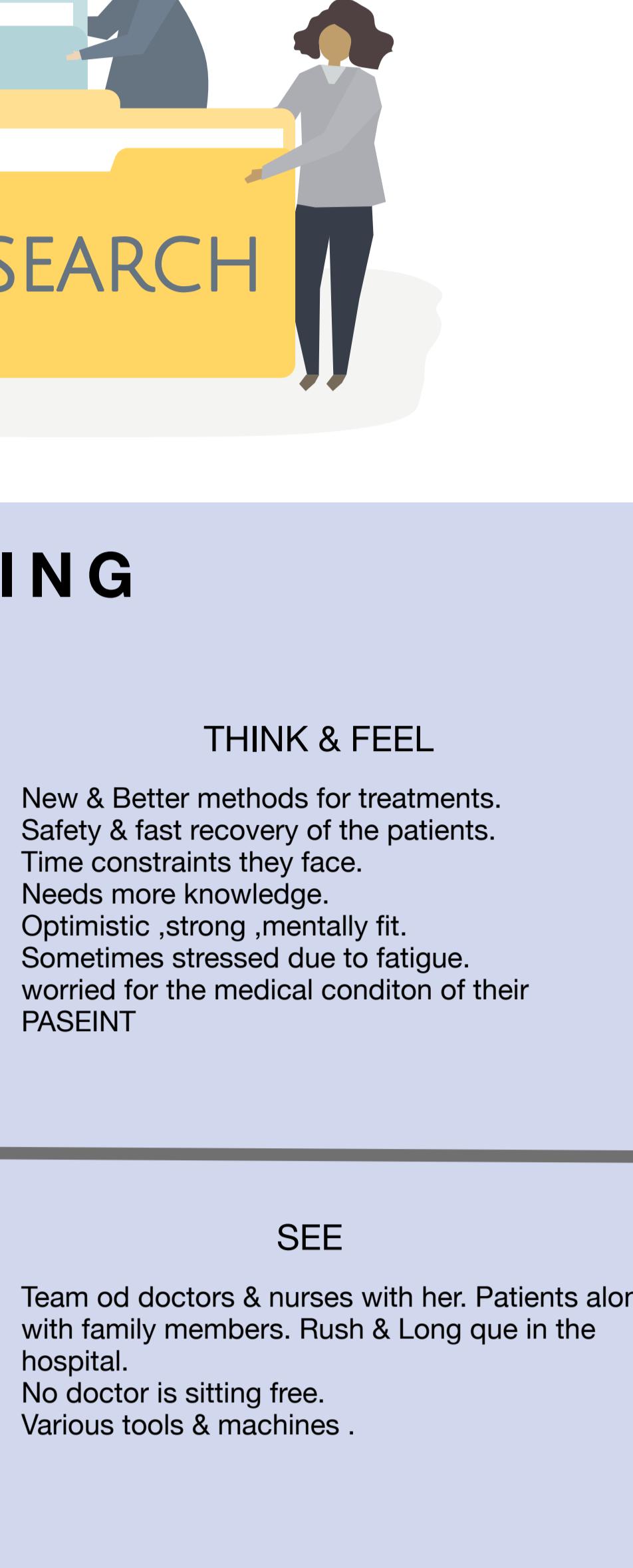
Project Brief

PROBLEM STATEMENT

Doctors are of different specialization , but their objectives are common . to cure their patients with minimal pain , cost & time required for healing. How can they pass on their discoveries of new methods of treatment or surgeries to their set of doctors ?Can technology help them?

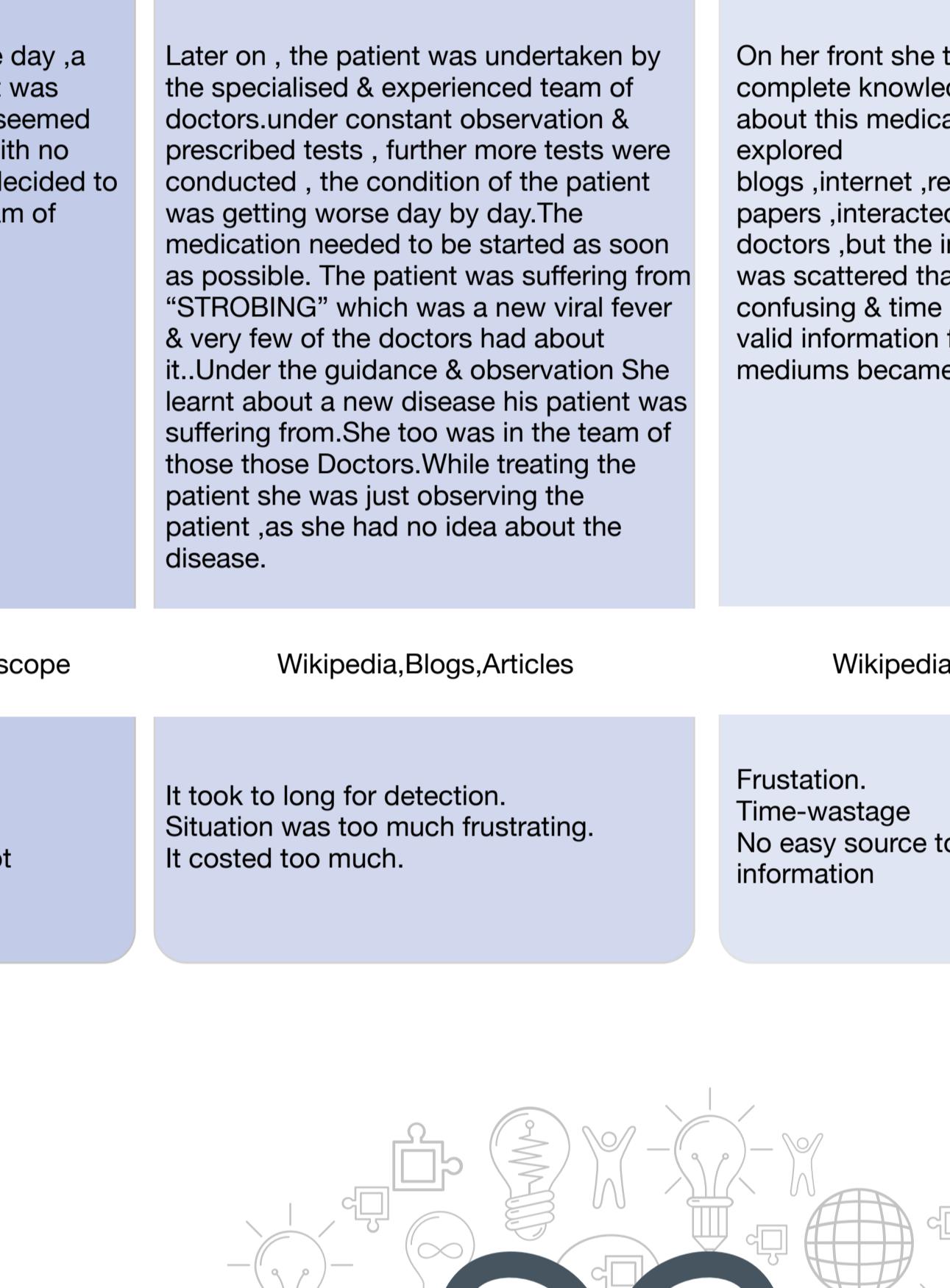
PURPOSED SOLUTION

"DOCTONIC" is an application designed for doctors where they are provided with their own personal libraries to hold & store the data. A common platform connecting doctors worldwide , for easily passing on their new discoveries ,treatment methods & many more.



RESEARCH OVERVIEW

I Have Applied Secondary And Primary Research On The Problem Statement. I Have Also Done Competitive Analysis Of The Existing Solutions Of It . After That I Came Up With These Following Solution.



EMPATHY MAPPING

HEAR

Optimistical Greetings.
Loud noises ,multiple sounds. Discussion with them about the issues. Doctors talking to patients.
Doctors talking to nurses , wardboys.

SAY & DO

Multiple tests ,checkups of patients
Healthy Discussion with patients.
Discussion with team mates. Assigning tasks to other doctors
Optimistically , greets the patients. Asks them about the problem? . Discusses with them about the issues. Empathies them.
Assigning tasks to other doctors



THINK & FEEL

New & Better methods for treatments.
Safety & fast recovery of the patients.
Time constraints they face.
Needs more knowledge.
Optimistic ,strong ,mentally fit.
Sometimes stressed due to fatigue.
worried for the medical condition of their PATIENT

SEE

Team od doctors & nurses with her. Patients along with family members. Rush & Long que in the hospital.
No doctor is sitting free.
Various tools & machines .

PERSONA

Bio

Dr. Pankaj Goyal is a medical officer ,with a working experience of only 5 years. He is highly motivated person.He attends as much as seminars possible & also conducts them.He completely believes in simple living & high thinking. He is highly active in social media as well.

Task

They Search about the latest update in the Medical World about latest news , Article , Thesis and journal . Connect & Communication with their fellow researchers , help them and also help them to find out the right things about their Research.

Needs

Proper Guidance & Updates with validation
Regular Workshops.

Staying up-to-date with new treatments , medicines ,medical concepts.

A common platform, connecting several doctors for easy flow of information

Painpoints

Busy & hectic schedule with shortage of time , everytime.
Sometimes , they are unable to connect to their patients.
Gathering information from different & scattered medium is very much frustrating.
Validity of the information , on internet is sometimes a big issue.
No such platform for the doctors to easily connect to other doctors for guidance.

CUSTOMER JOURNEY

STAGES

Customer Journey

DISCOVER

Pankaj is a medical officer one day , a case arrived where the patient was suffering from fever though it seemed very normal but patient was with no relief after medication so they decided to shift the patient to another team of Doctors

INTERACTION

Later on , the patient was undertaken by the specialised & experienced team of doctors under constant observation & prescribed tests . further more tests were conducted , the condition of the patient was getting worse day by day.The medication needed to be started as soon as possible. The patient was suffering from "STROGANOFF" which was a new viral fever & very few of the doctors had about it. Under the guidance & observation She learned about a new disease his patient was suffering from. She was in the team of these those Doctors While treating the patient she was just observing the patient ,as she had no idea about the disease.

POST INTERACTION

On her front she too was trying to gain complete knowledge & information about this new issue arrived ,she explored blogs ,internet ,research papers . interacted with her known doctor ,but the information source was scattered that was very much confusing & time consuming.Fetching valid information from different mediums became difficult for her.

PROPOSED SOLUTION

A featured accessible library .

Daily feeds , for news & information.

Connecting Doctors worldwide.

Accessing other Doctors library.

Sharing news ,information & putting up Queries.



TASK FLOW

OPEN APPLICATION

SEE LATEST UPDATES

CONNECT TO DOCTORS

READ ARTICLES

SEARCH

CLOSE APPLICATION

WRITE ARTICLES

LATEST UPDATES

DESIGN SPECIFICATION

TYPOGRAPHY

HELVETICA NEUE

ASGFGGHGLJHHJH,
GNCGNGKJGKYIYRIRY
./[P]/
1234567890

RESOLUTION

360*640

COLUMN 4
GUTTER WIDTH 16
COLUMN WIDTH 70

COLOUR PALETTE

#475ECC

#FFFFFF

#80808B

#000000

USER INTERFACE

Thank You!!!