

IP-oriented, AR-based Design of Medical Procedures and Wayfinding Experience

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Stakeholders

There are three important stakeholders within a children's hospital: parents, children and medical staff, which influence and restrict each other.



Parents



Children



Medical staff

Parents

Parents are often anxious about the cumbersome process and long waiting times during medical appointments, which can easily lead to conflicts with medical staff.

Queue

Take care of the children

Communicate with the doctor



Doctors

Medical and nursing staff have conflicts with parents during visits due to excessive workload, often lack of cooperation from children, and over-emotional parents.

Meet parents

Check the children

Treatment of children

Check the children again



case1

Children

In the waiting room, there are often only chairs for resting and not many things to attract children's attention, which makes the waiting process very long and makes children's fear of medical treatment deeper and deeper.

Boredom (focus)



Children

During the field re-search, it was found that the place with the most crying was the injection room, where children have a natural fear of syringes. Parents and nurses pulling and pulling did not improve the child's experience, but rather increased his fears.

Research has shown that distraction is a more effective way to reduce a child's fear during an injection.

case2

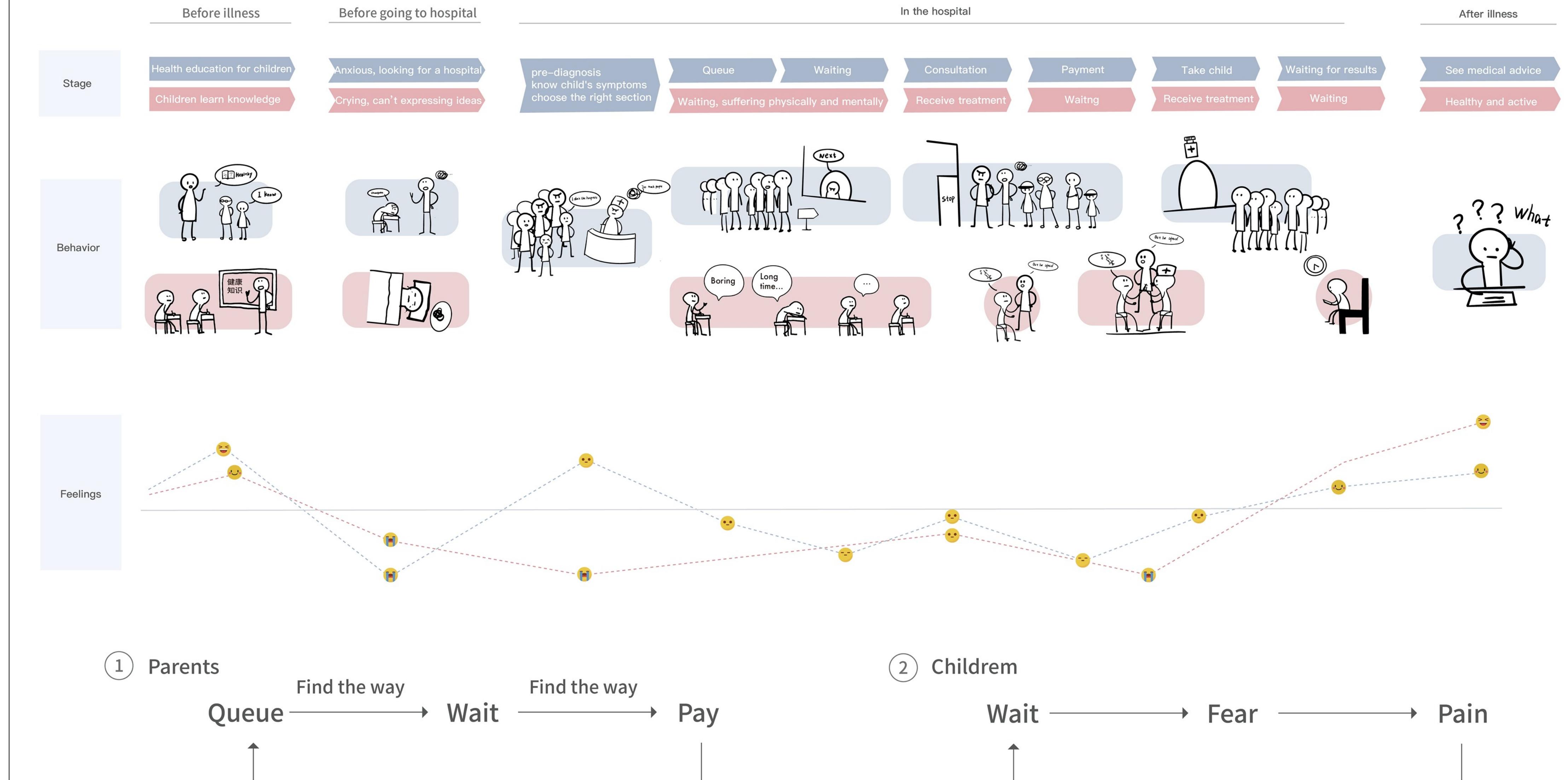
Fear (distraction)



User experience (NOW)

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Why is IP

Symbolic value

Emotion Points

Storytelling

- From rational functional positioning to emotional and spiritual support
- User behavior changed from need to love

- Productive with content
- Connective power



Design strategy

The pediatric center is IP-oriented, so that children and parents can enjoy a better medical experience in the process of visiting the doctor.

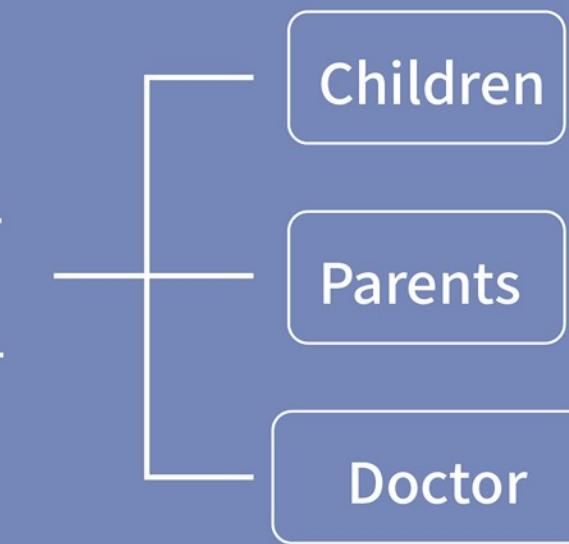
With a focus on creating an app that accompanies parents and children through the entire process of medical care, the app includes an IP-oriented intelligent wayfinding function and intelligent guidance and consultation function.

In addition to facilitating the medical process for parents, the cartoon IP image helps alleviate the negative emotions of children, so that children no longer see the hospital as a beast and help them establish a correct view of medical care.



----- interior :

Build emo-
tional ties
with stake-
holders



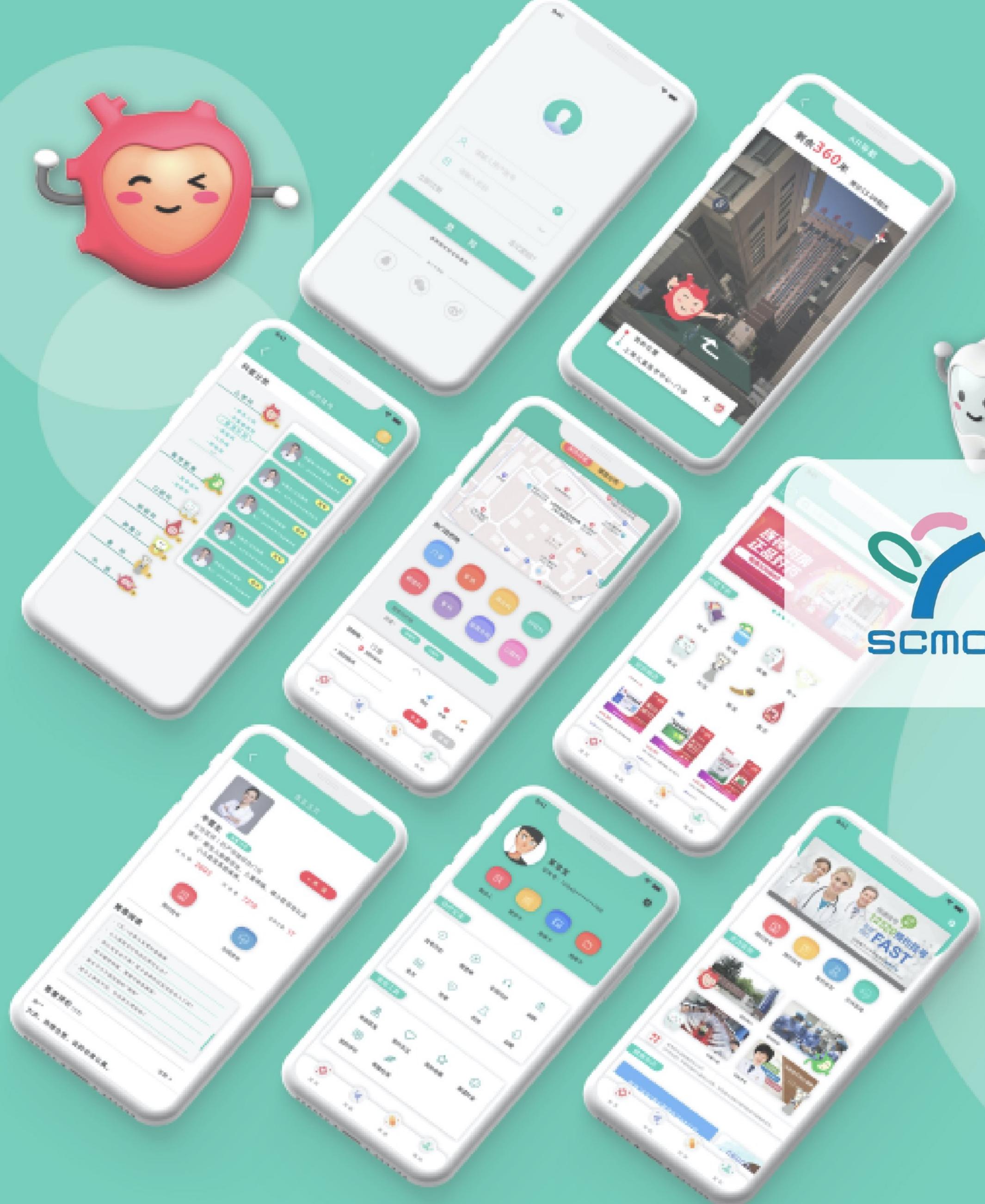
Improving the medical experience
Overcoming Fear

Ease anxiety
Better communication

Improve the working environment
Gaining understanding

----- exterior :

As a bridge
for informa-
tion transfer

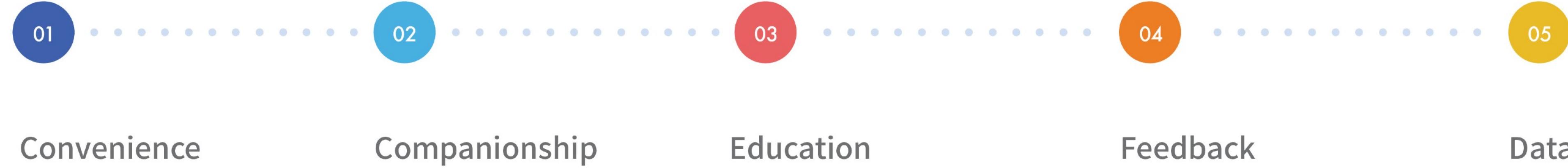


小程序设计

APP UI design



Project goals



..... Fonts

Chinese fonts

PingFang

48PX

32PX

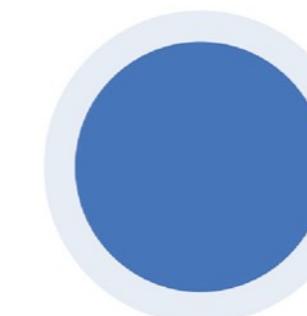
English fonts

Futura

24PX

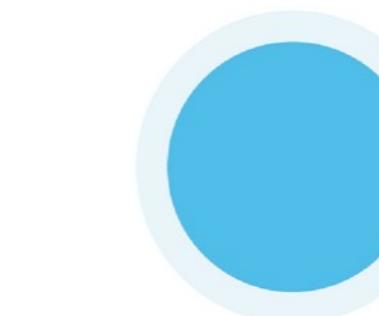
20PX

..... Color



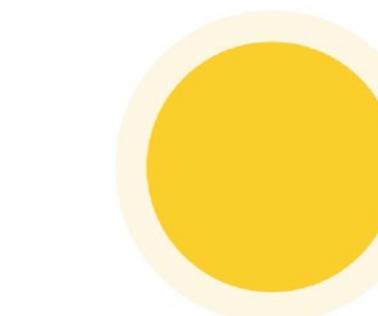
Royal Blue

#3F60AC



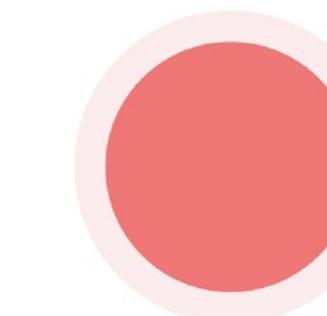
Picton Blue

#49AFE2



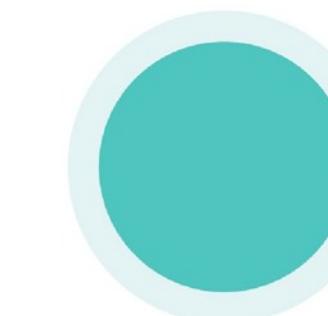
Lightning Yellow

#FFC71C



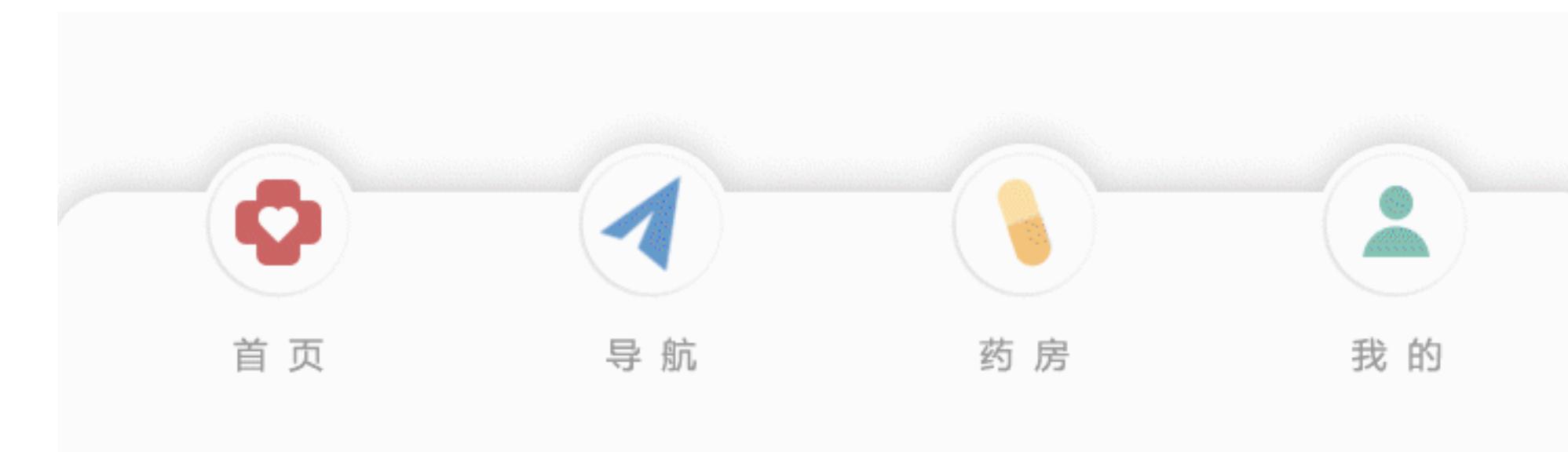
Bittersweet

#FF6262



Java

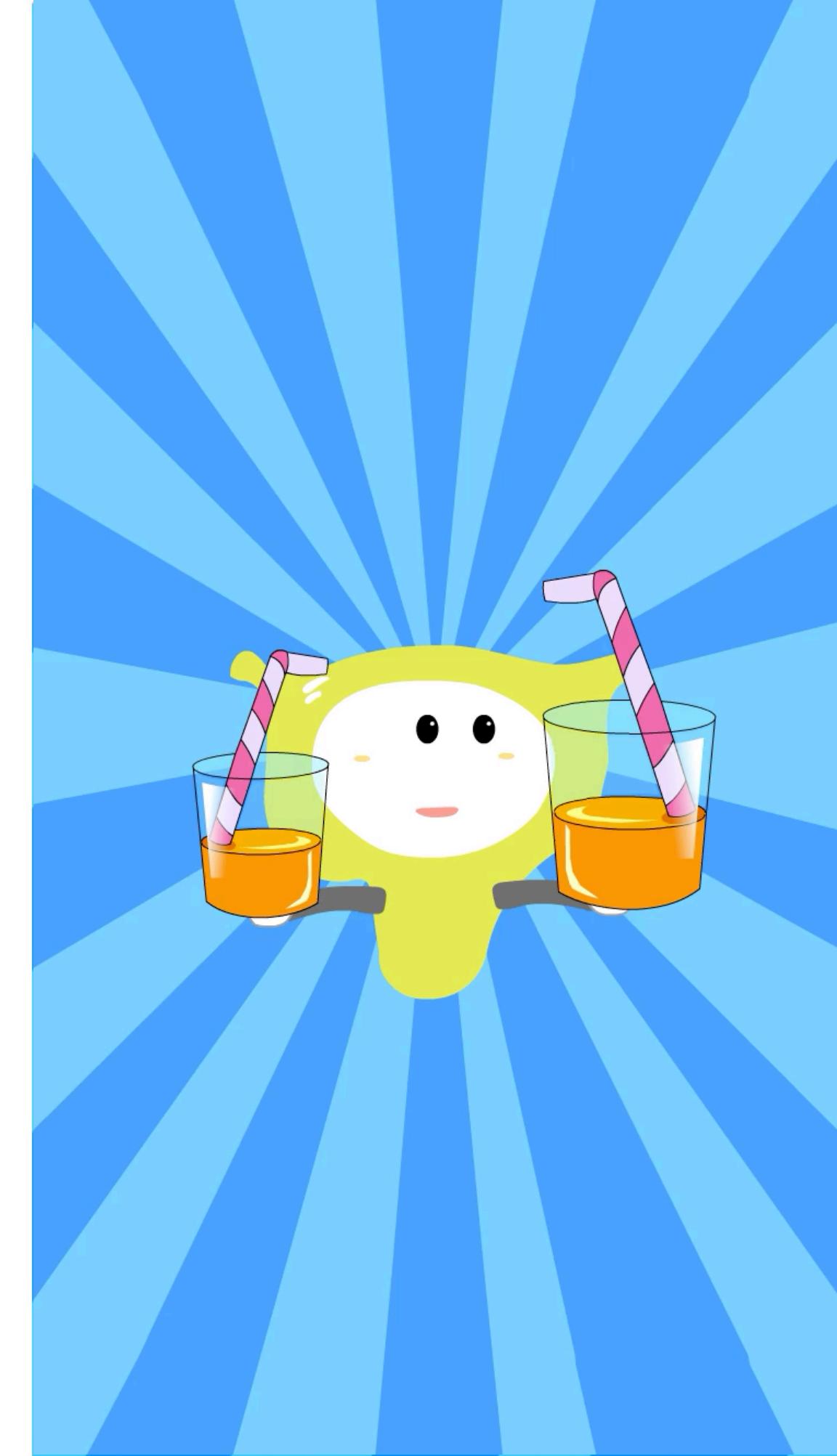
#17D0BC



IP人物 Character

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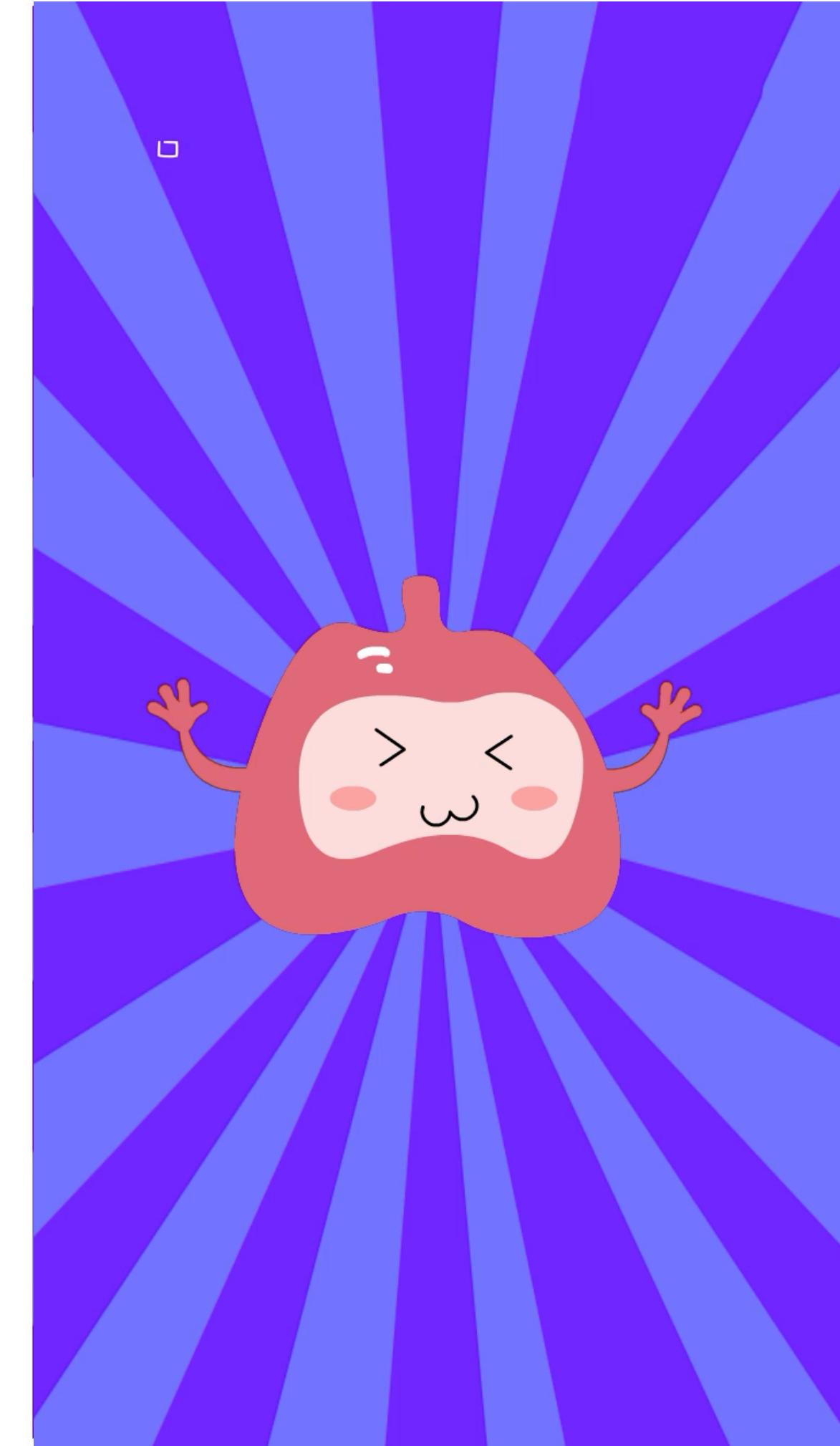
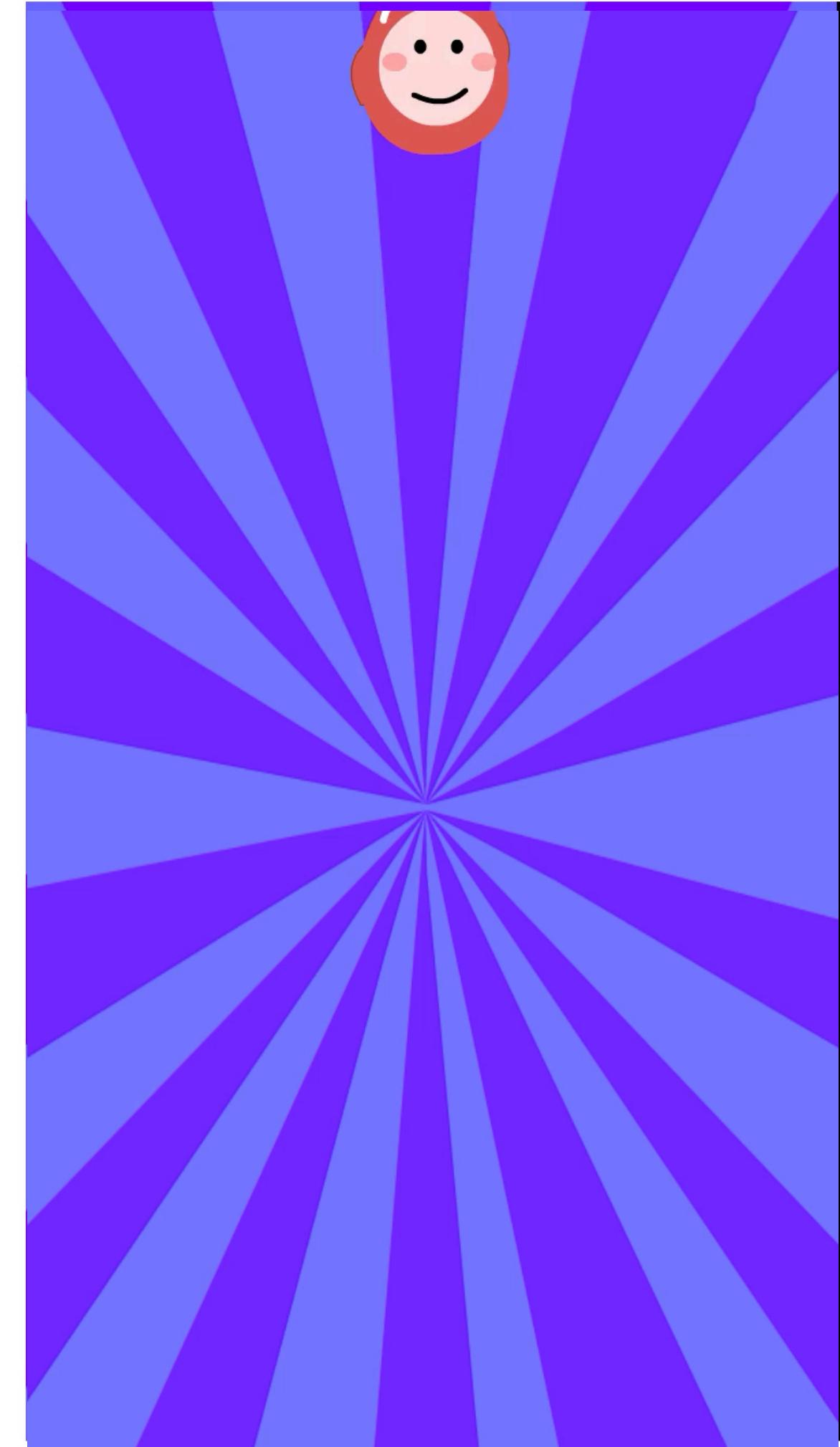
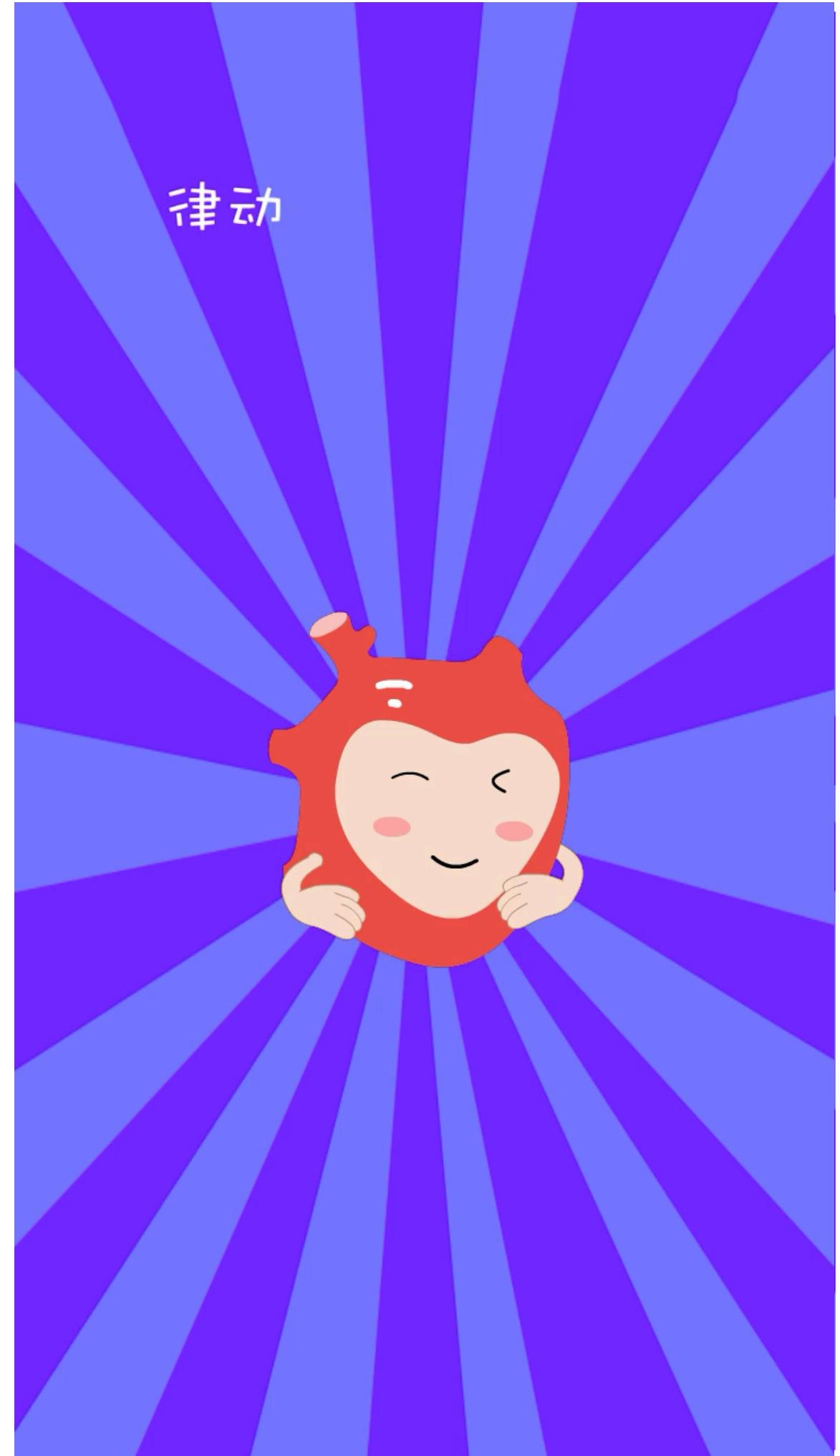
谭雨晨
Tan yuchen



IP人物 Character

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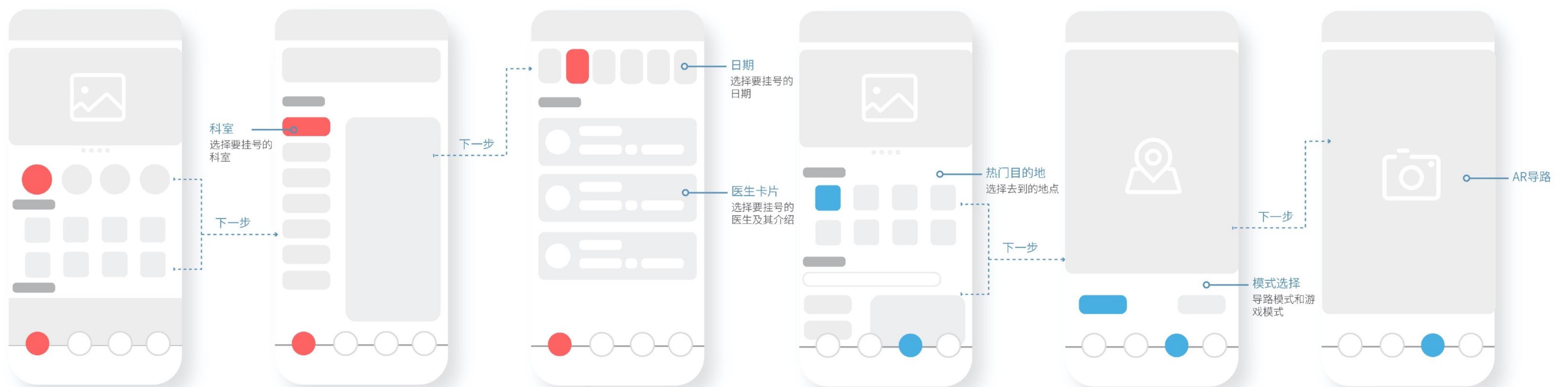
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Project structure



Wireframe



引导页

Guide page

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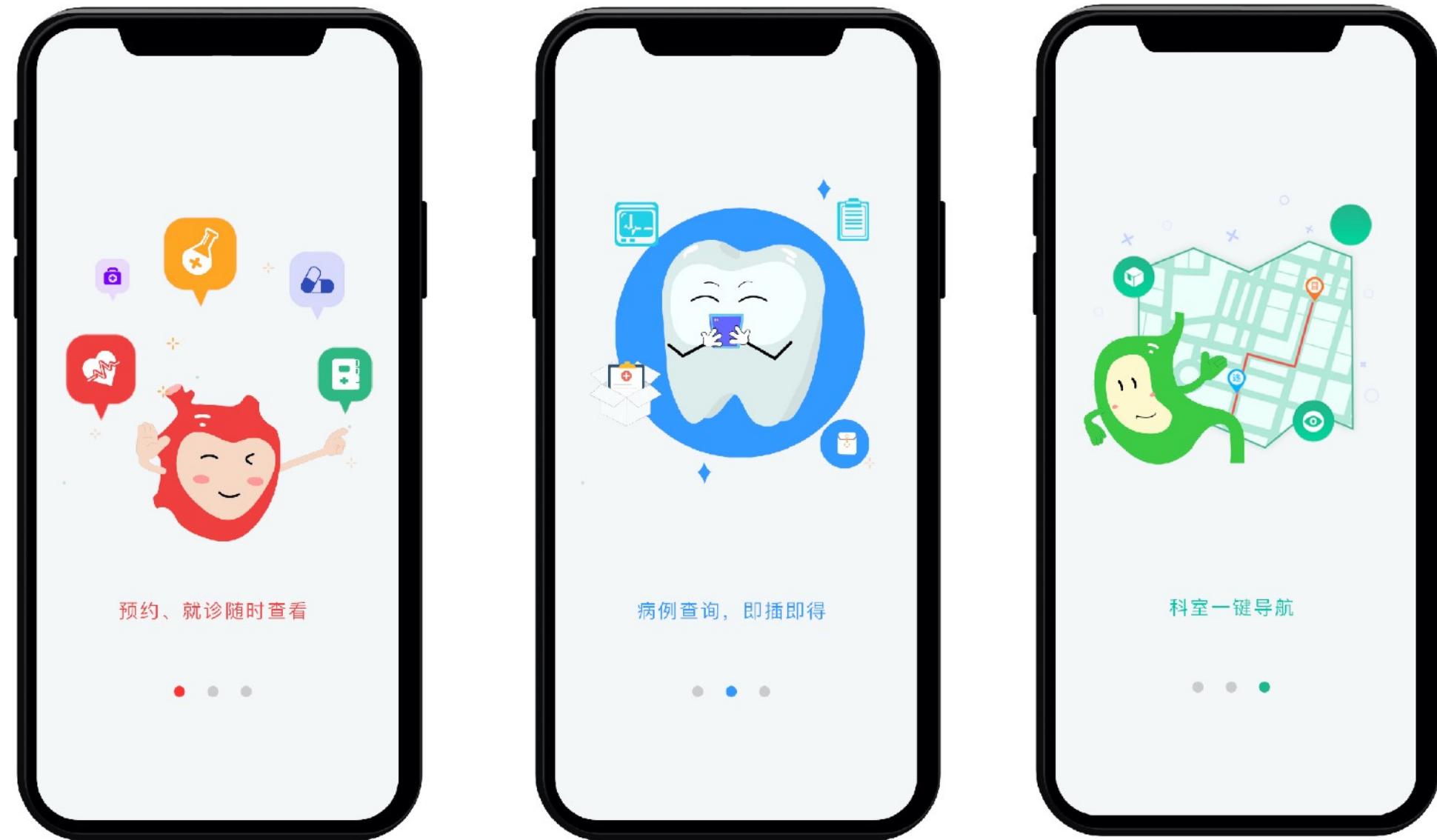


Guide page

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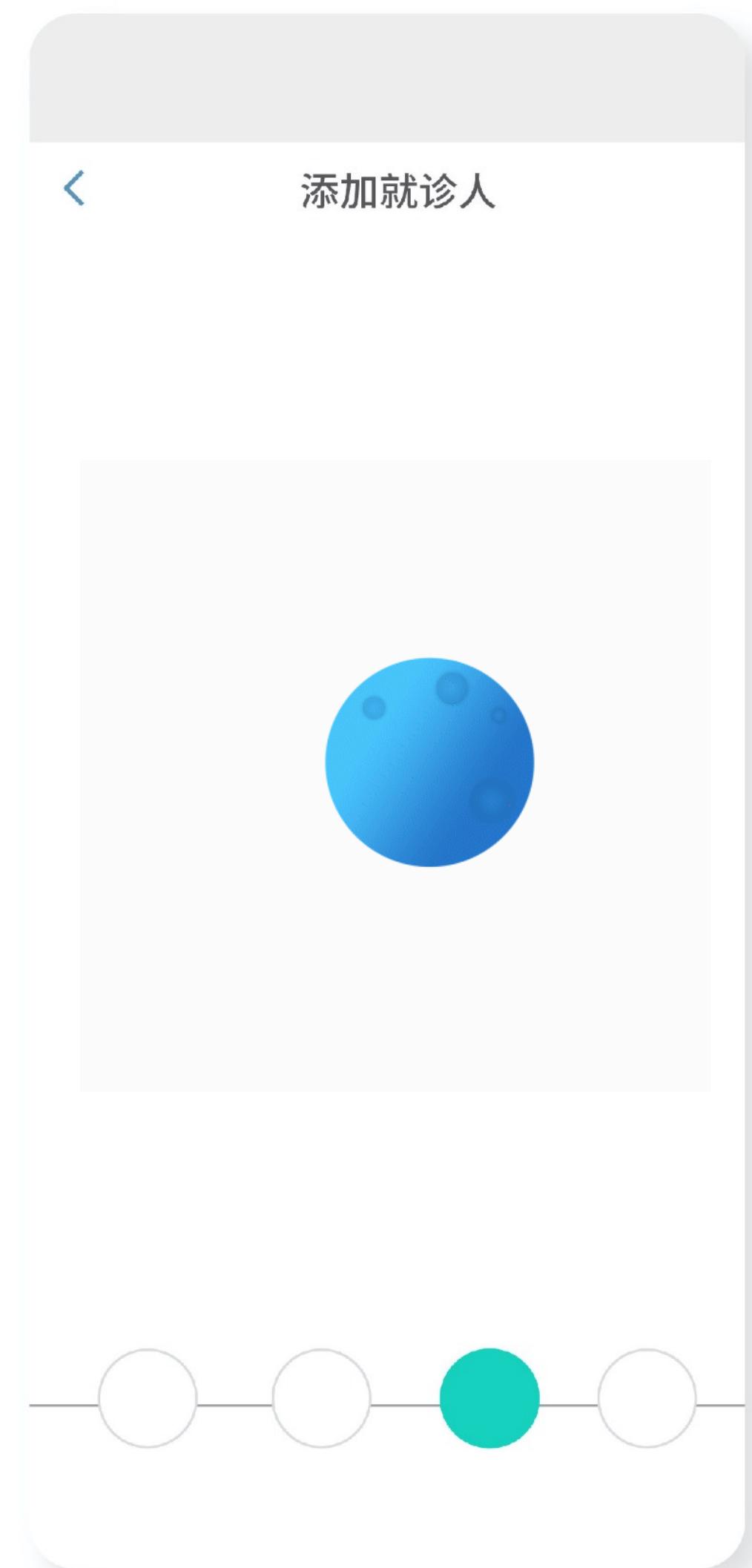
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Users using the applet for the first time may not be familiar with IP characters, so use them on the opening screen page for operational guidance.



404

In the process of using the applet often encounter some glitches, at this time add some cute default icons to make the whole page active and increase the interest of the page.





标识牌设计

Signboard design

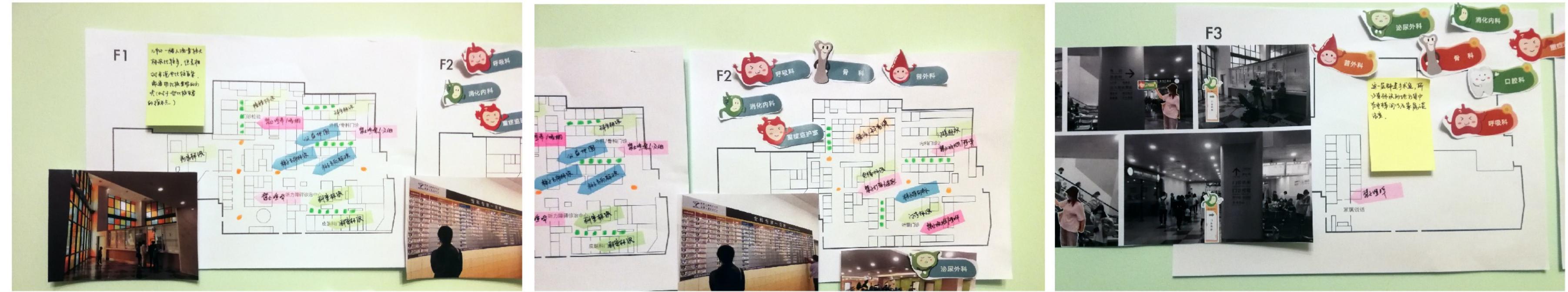


Wayfinding points

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After the first field research and related knowledge analysis, the key points in the hospital outpatient building that now require wayfinding and wayfinding signage were identified. The three main types are wayfinding signs at forks, signage at destinations and cues in waiting areas.



● Decision point

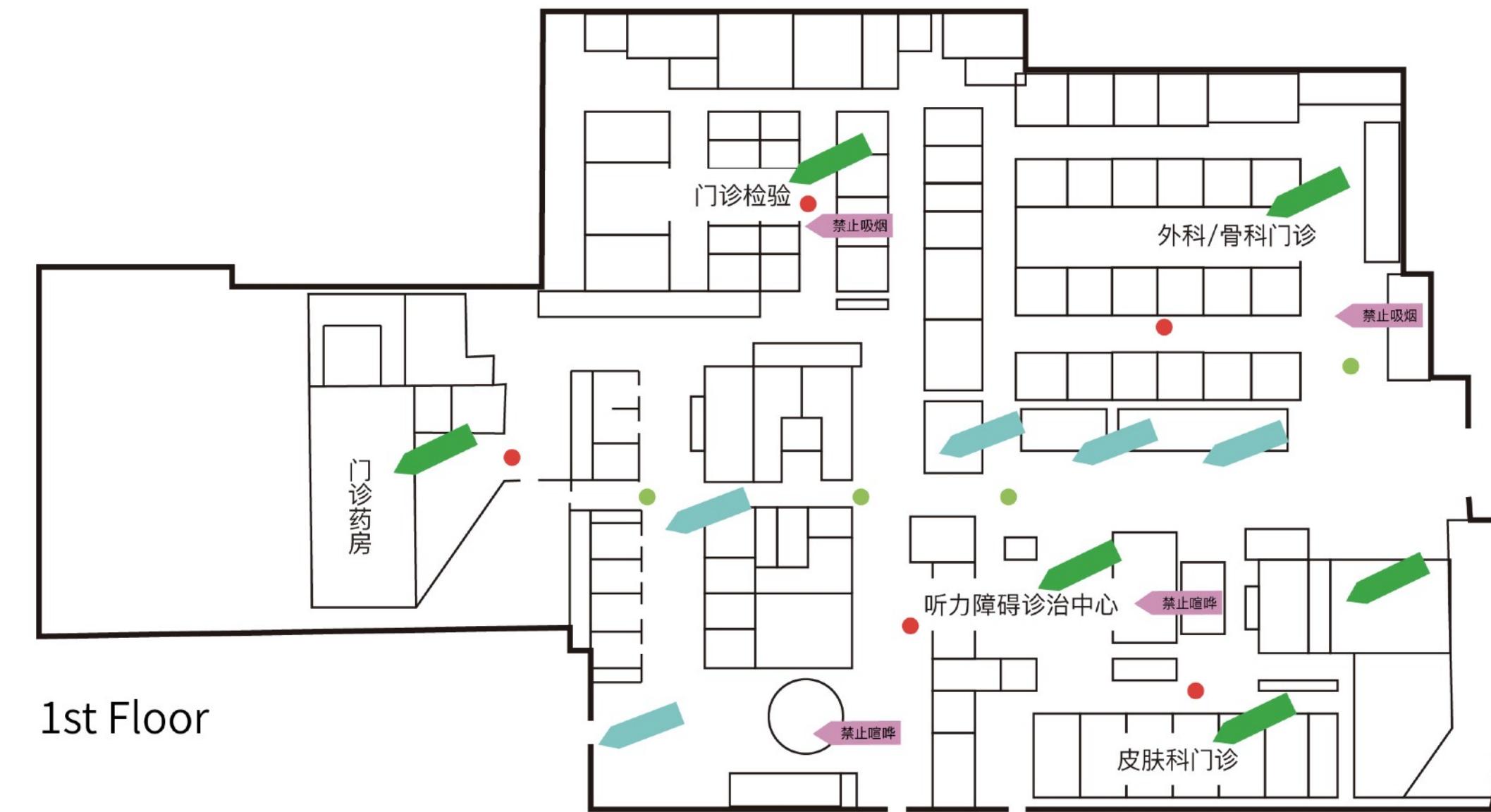
● Destination point

← Orientational signage

→ Identificational signage

↑ Directional signage

↔ Regulatory signage



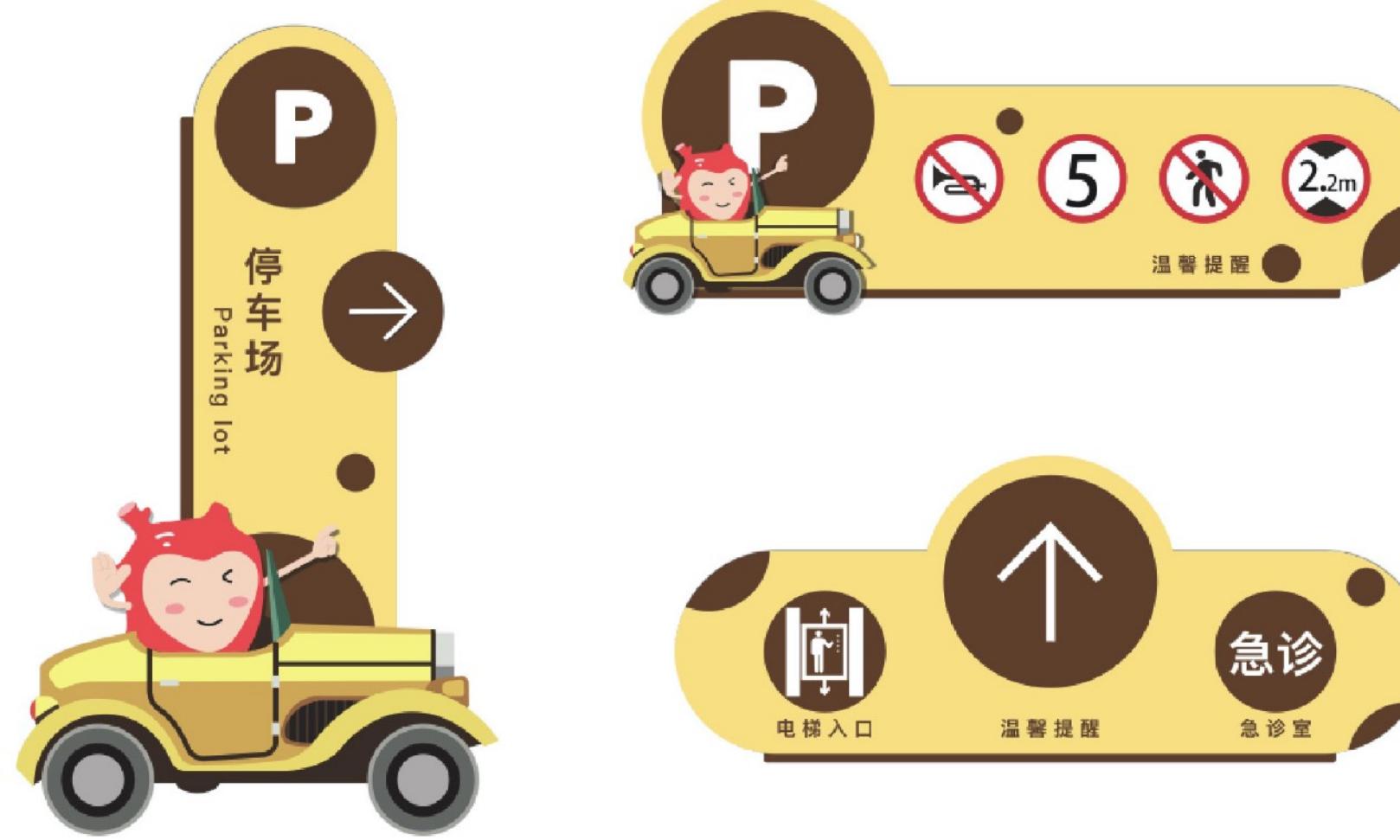
Signboard design

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A -1

Outdoor
signage



A -2

Department
guide signs



Signboard design

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A -3

Floor
guide signs



A -4

Diversion
signage



A -5

Elevator
signage



AR interface

Based on the research, I decided to combine physical wayfinding signs with AR. After selecting a destination within the app, AR directional signs and IP character prompts will appear when the phone scans the signage at a fork in the road. While waiting for a consultation, a science quiz will appear when scanning the signage.



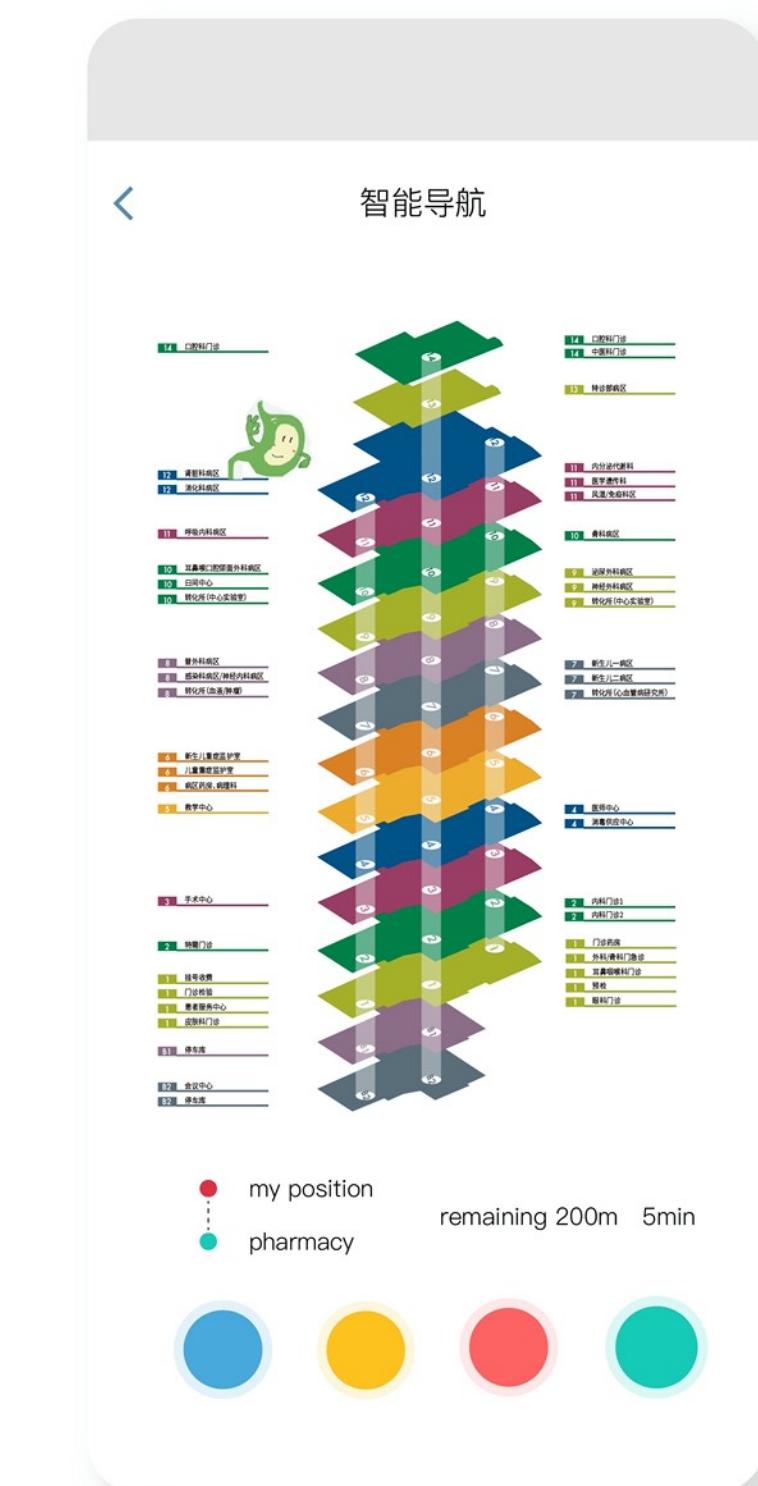
Outpatient pharmacy (destination logo)



Crossroads pointing



Waiting



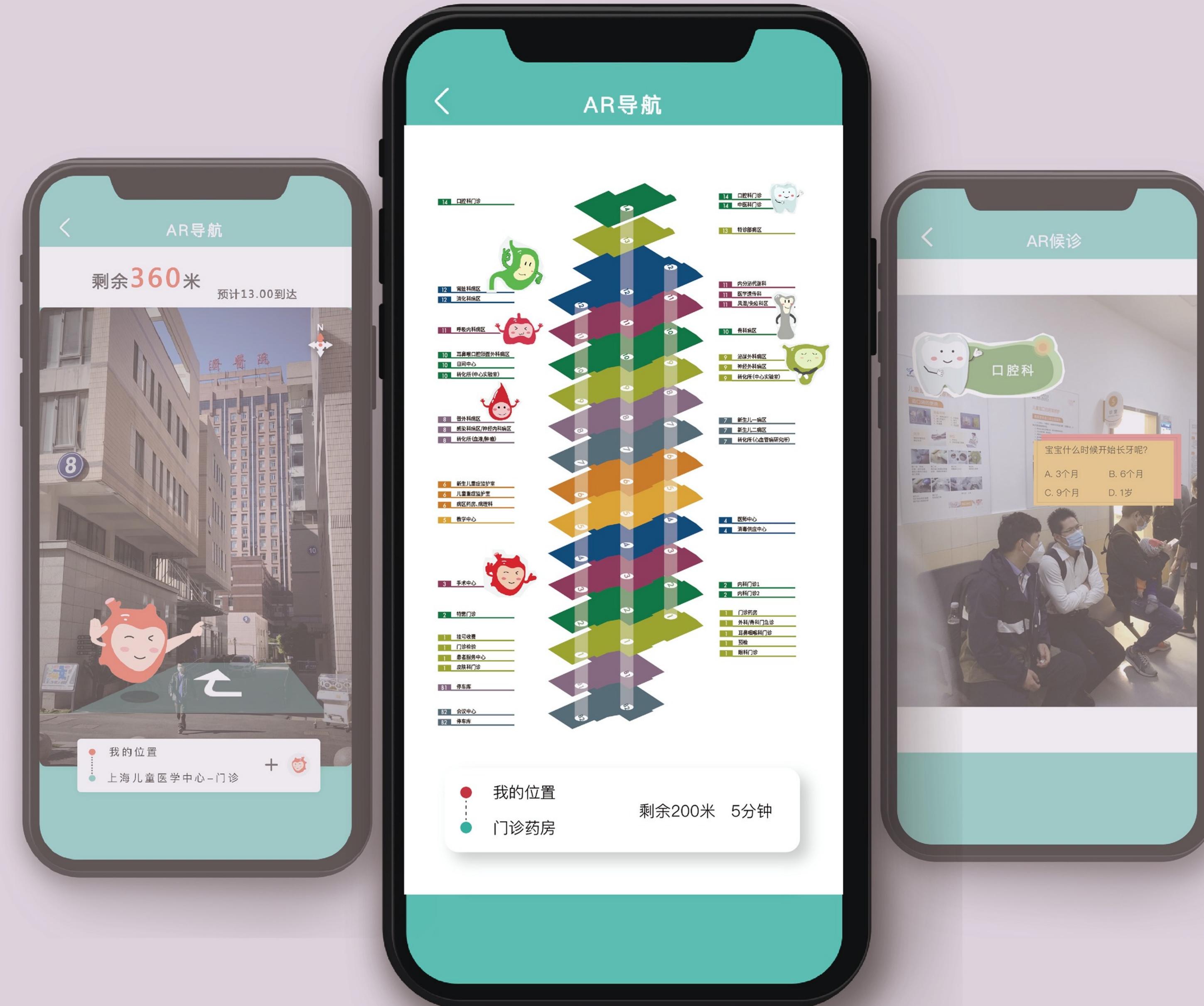
AR guide



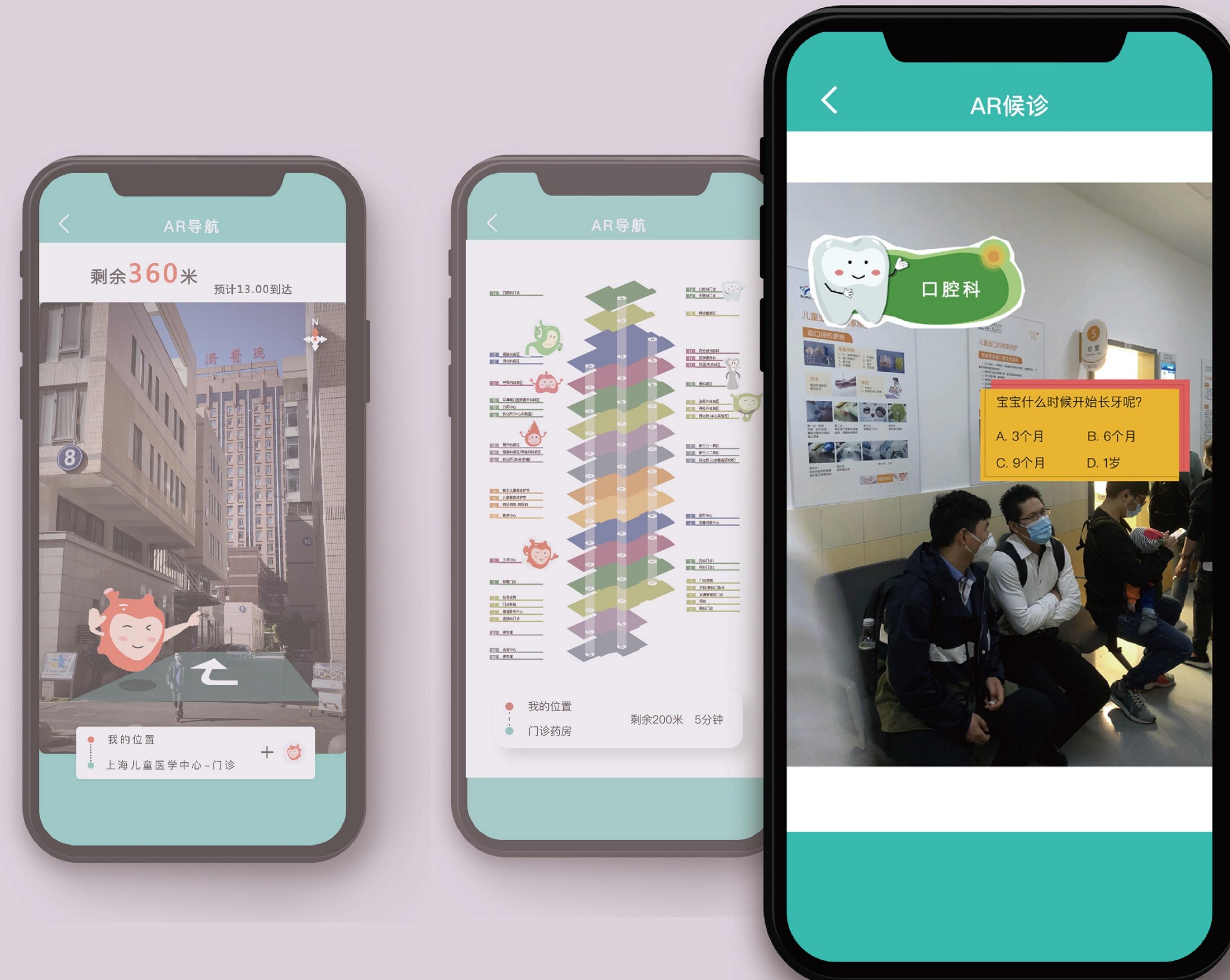
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AR guide



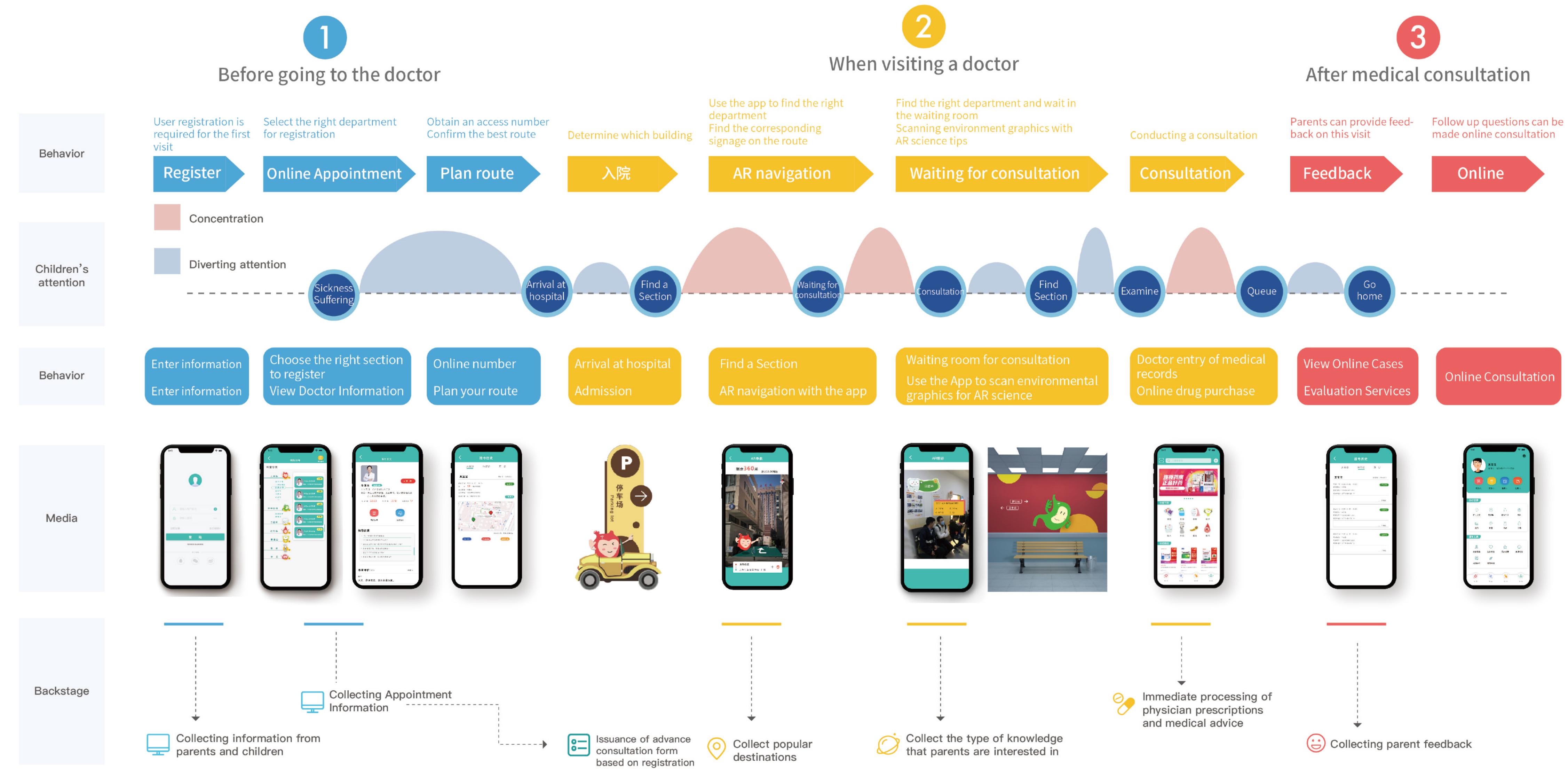
AR guide



User experience (AFTER)

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Thank You!

