

# Pain Points Summary

From this journey we see key pain points: delay in seeking care, distance and travel hardship, brief impersonal consultations, poor understanding of instructions, and no continuity or follow-up support.  
These pain points directly correspond to opportunities for SehatSathi 2.0:

If SehatSathi existed, early intervention via teleconsult could have happened at Step 2 (pharmacist could connect with a remote doctor when the wound was mild, getting proper antibiotics started sooner).

The pharmacist kiosk could provide basic diagnostics (check blood sugar on the spot) to assess severity.

The journey of physically traveling might be replaced or reduced by a telemedicine session (or at least triaged: only if severe they travel).

Post consultation, SehatSathi's app could handle follow-up reminders or even a remote follow-up consult so they wouldn't need to travel again just for review.

The system could deliver educational info in local language to help Ramesh manage the wound care properly at home.

## 🔍 Key Findings

Delay and Distance are Deadly – People delay care due to travel hassles, which worsens outcomes.



Local Resources are Underutilized – Pharmacists and community health workers are already trusted and could do more with the right support.



Information Gaps & Low Health Literacy – Patients often don't understand medical instructions and lack follow-up guidance.

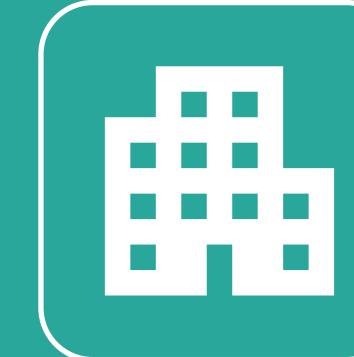


Technology Adoption Barriers – Low connectivity and digital literacy in rural users.



## Opportunity Areas

Bring healthcare closer to home. Utilize telemedicine and local touchpoints to provide consultations and advice on-demand in the village, reducing the need for travel except when absolutely necessary



Empower local providers with training and technology effective frontline health facilitators – acting as “health partners” in the SehatSathi network.



Provide clear, ongoing guidance through the solution , Possibly integrate a human coach or helpline for questions.



Design for low-tech environments: offline-capable app, use of SMS for alerts, voice interfaces, and a kiosk with an assistant for those who can't use apps.





# User Goals

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*Quick Relief and Timely Advice*



*Reliable & Trustworthy Care*



*Minimize Effort and Cost*



*Knowledge & Empowerment*



*Continuous Support*



*Privacy & Dignity*

# 04

## Brainstorming & Ideation

We conducted brainstorming sessions focusing on the question: How might we address the identified problems and fulfill user goals through design? We used the “How Might We” (HMW) method to reframe insights into opportunity statements, then ideated multiple concepts. Below are some of the HMW questions we formulated and a summary of ideation outcomes.

### 🏃 So, How might we?

*HMW bring primary healthcare services directly to remote communities, so that distance is no longer a barrier?*  
*Idea Spur: Local telehealth kiosks, mobile units, or converting general stores into micro-clinics.*

*HMW leverage trusted local individuals (pharmacists, health workers) to extend the reach of qualified doctors?*  
*Idea Spur: Train and equip local pharmacists/ASHAs with telemedicine kits and digital tools.*

*HMW ensure patients understand and follow through with treatment plans?*  
*Idea Spur: Use vernacular reminders, daily check-ins, and even gamify health routines.*

*HMW make the solution usable for people with low tech literacy and in low-connectivity areas?*  
*Idea Spur: Offer an SMS or offline mode, kiosk with large buttons, or voice/AI guidance.*

*HMW create a sustainable ecosystem aligning interests of patients, providers, and stakeholders?*  
*Idea Spur: Subscription model + government partnerships + pharmacy incentives + integration with Ayushman Bharat or similar schemes.*

# 💡 Ideation Highlights

After synthesizing user insights and framing our How Might We questions, we brainstormed a wide range of ideas addressing access, trust, continuity, tech inclusion, and ecosystem sustainability.

Idea	Description	Insight Addressed
 Idea 1: SehatSathi Kiosk Network	Pharmacy/Panchayat-based telehealth booths with basic diagnostics & trained local operator.	Access, Trust, Low-tech, Local Care
 Idea 2: Health Sathi App	Multilingual app with symptom checker, reminders, AI chat, and caregiver support mode.	Continuity, Language, Digital Literacy
 Idea 3: Community Health Hub	Franchise model empowering locals (like pharmacists or ASHAs) as micro-clinic operators.	Trust, Sustainability, Local Ownership
 Idea 4: Smart Medical Kit	IoT-based pill dispenser with alert system and doctor sync for chronic patients.	Adherence, Remote Monitoring
 Idea 5: Dial-a-Doctor 247	Simple call-based triage system for villages with no smartphones or low connectivity.	Inclusion, Simplicity, Tech Barrier
 Idea 6: Virtual Health Camps	Monthly tele-camps with specialists (e.g., diabetologists) connected to rural kiosks.	Specialist Access, Continuity, Scalable Impact

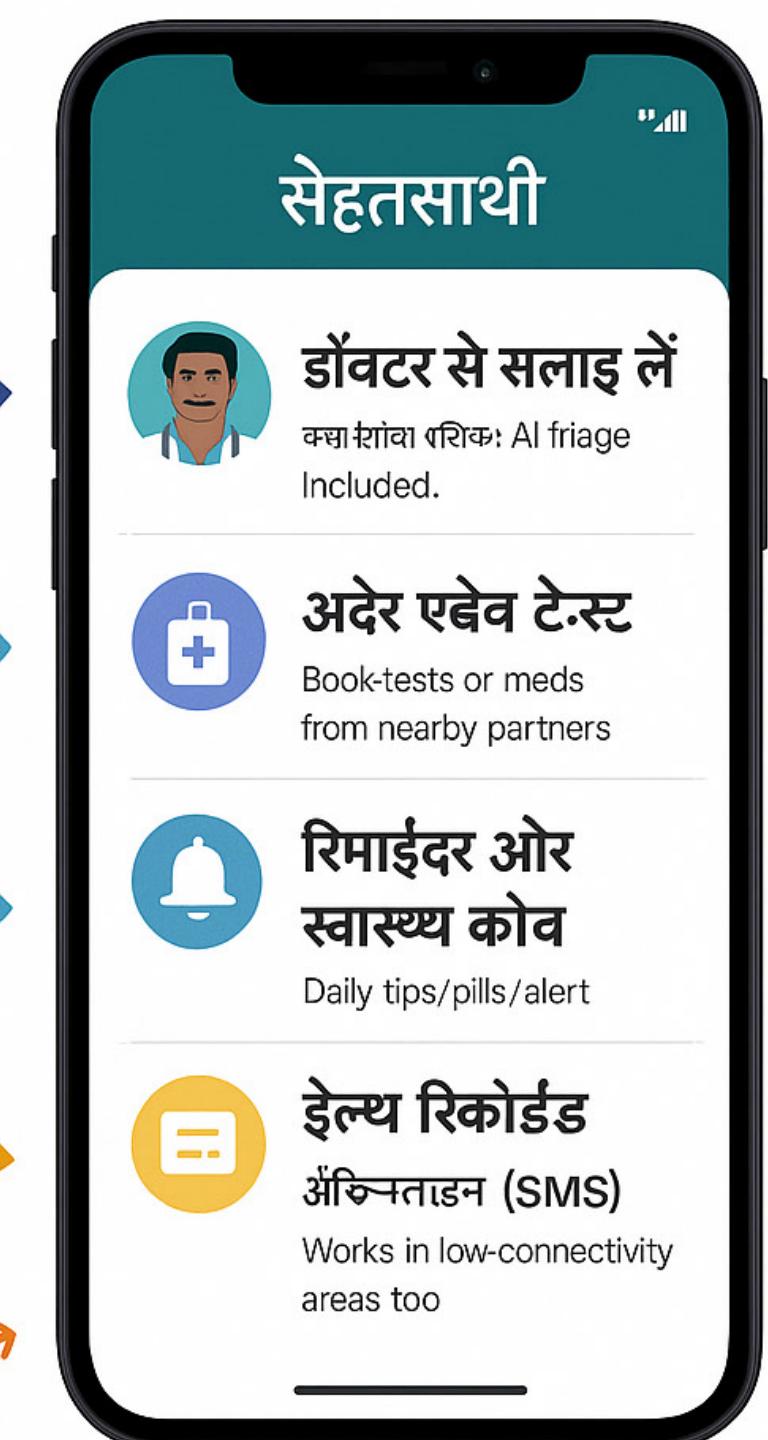
# Proposed Solution Concept

After brainstorming, we converged on the SehatSathi 2.0 solution which has two integrated components an Interaction Design intervention (digital platform) and an Industrial Design intervention (physical kiosk setup).

## SehatSathi Digital Platform (App/Web)

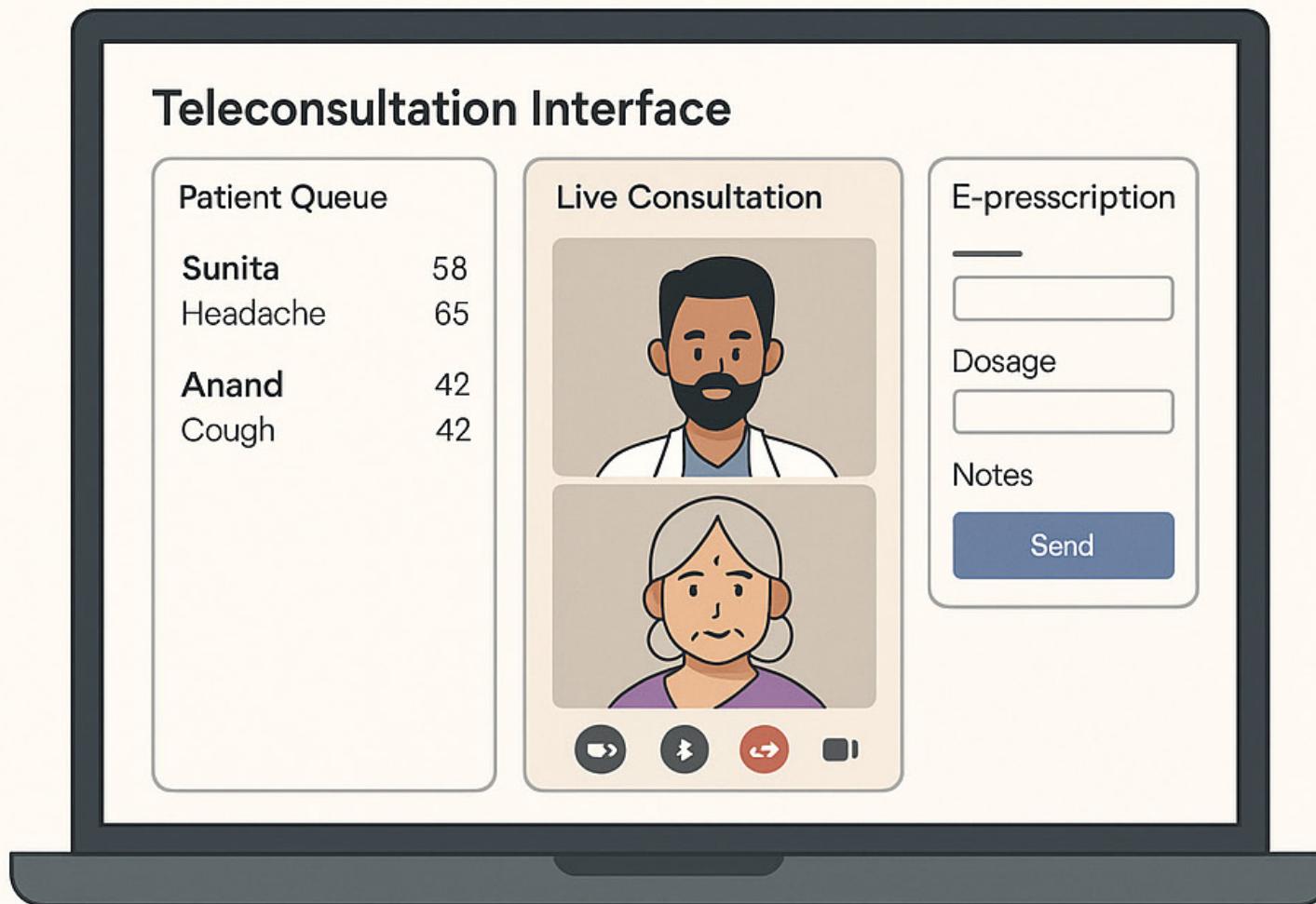
### Patient-Facing App Features

- Consult a Doctor**  
Chat/audio/video with doctors.  
AI triage included.
- Order Medicines / Lab Test**  
Book tests or meds from nearby partners
- Reminders & Health Coach**  
Daily tips, pill alerts & chat support
- Health Records Wallet**  
Stores prescriptions & lab results
- Offline Access (SMS)**  
Works in low-connectivity areas too

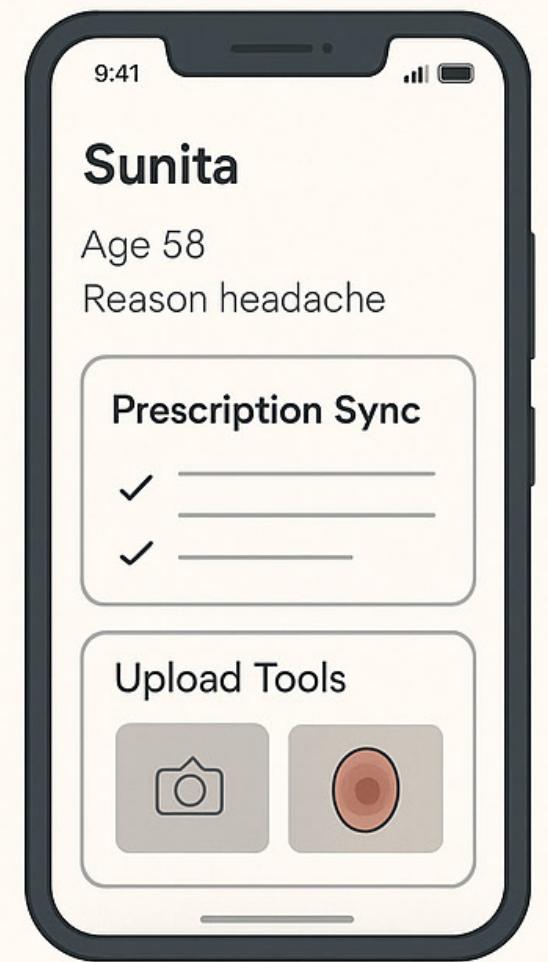


# Provider-Facing Interface

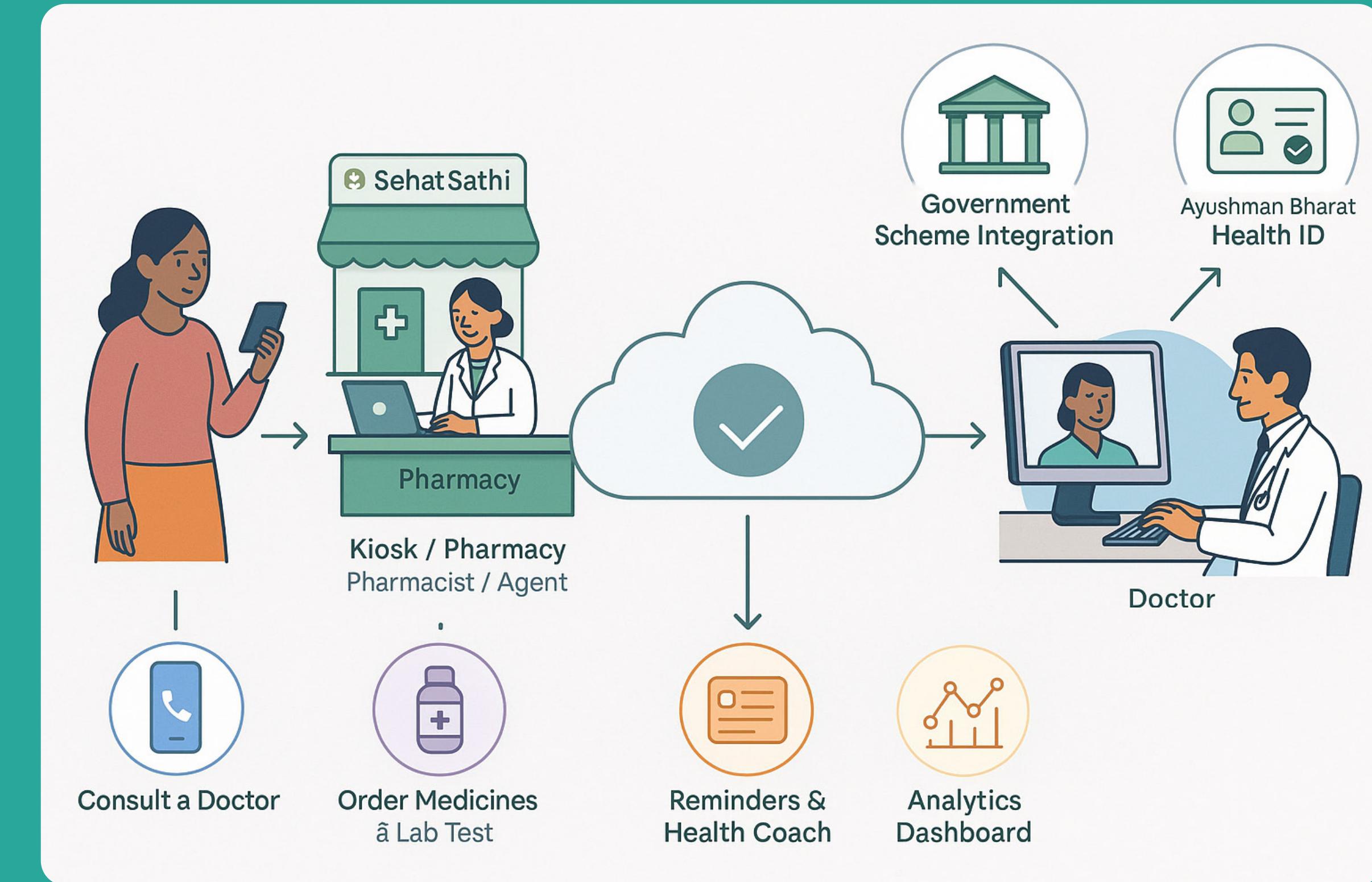
Connecting Doctor & Pharmacist



Teleconsultation Interface



Kiosk App



*SehatSathi Health Kiosk*

# SehatSathi Health Kiosk

## Physical Setup

 Tablet with SehatSathi app enables video calls

 Basic diagnostic devices – e.g. thermometer, BP monitor

 Privacy curtain for confidential consultations

 Health education and awareness



Health education and awareness

## Operations

 Assists patients in starting the consultation

 Checks vitals and enters information for the doctor

 Provides drugs and prints prescription after visit

## Kiosk Services

 Health education and awareness

 Measure BP, sugar, etc. on self check station

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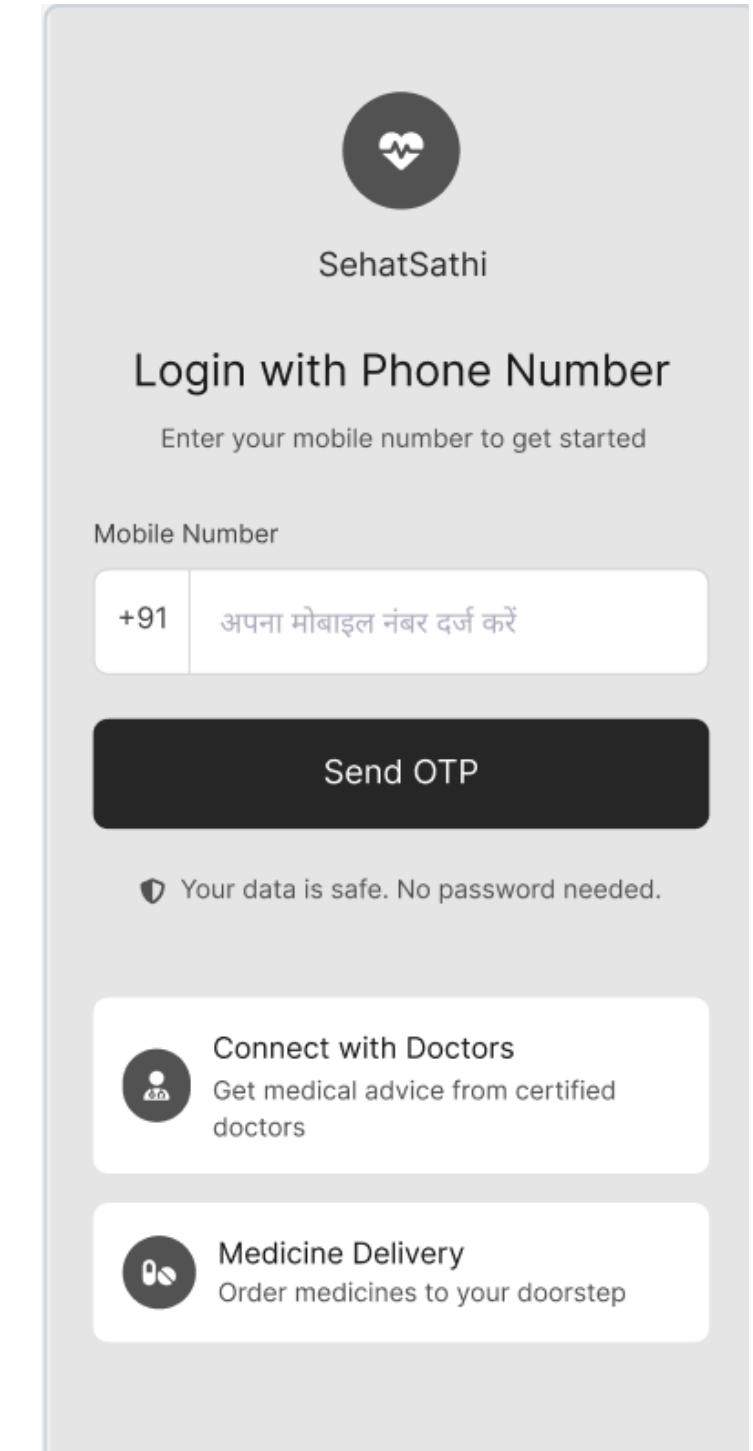
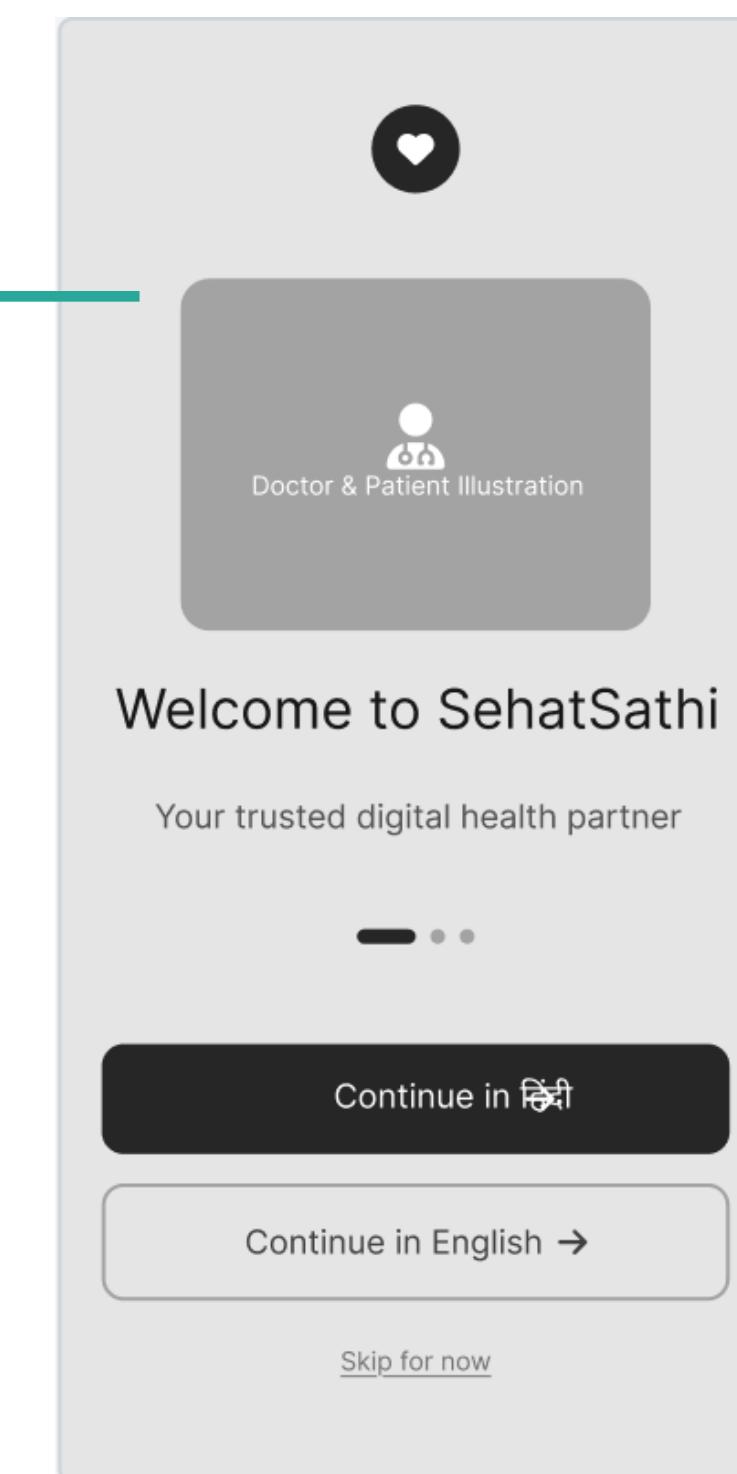
## Design and Iteration

With a clear solution concept, we moved into the design phase – creating wireframes, prototypes, and testing with users for feedback. This included both the UI design for the app/kiosk interface and considerations for the physical kiosk design/layout. We followed an iterative process, refining the designs based on feedback

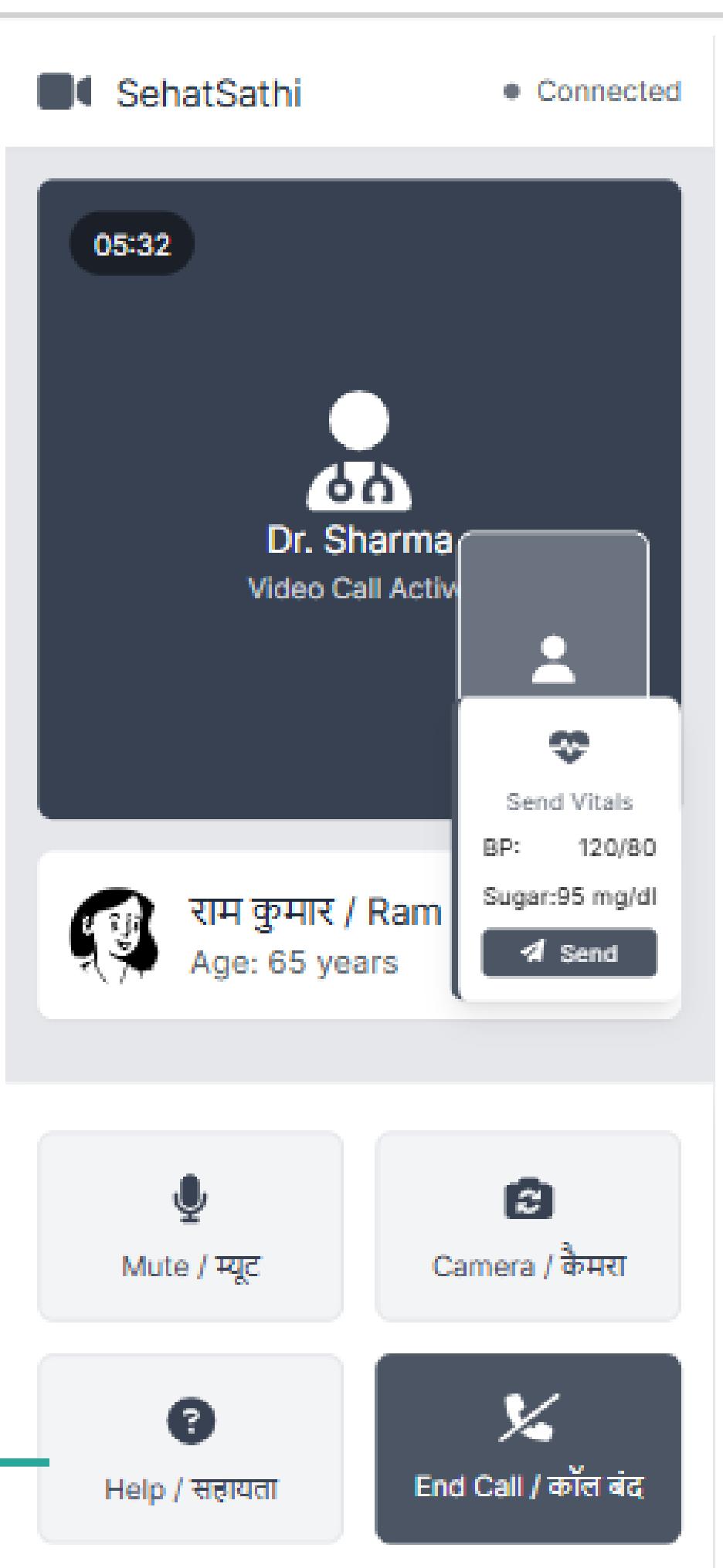
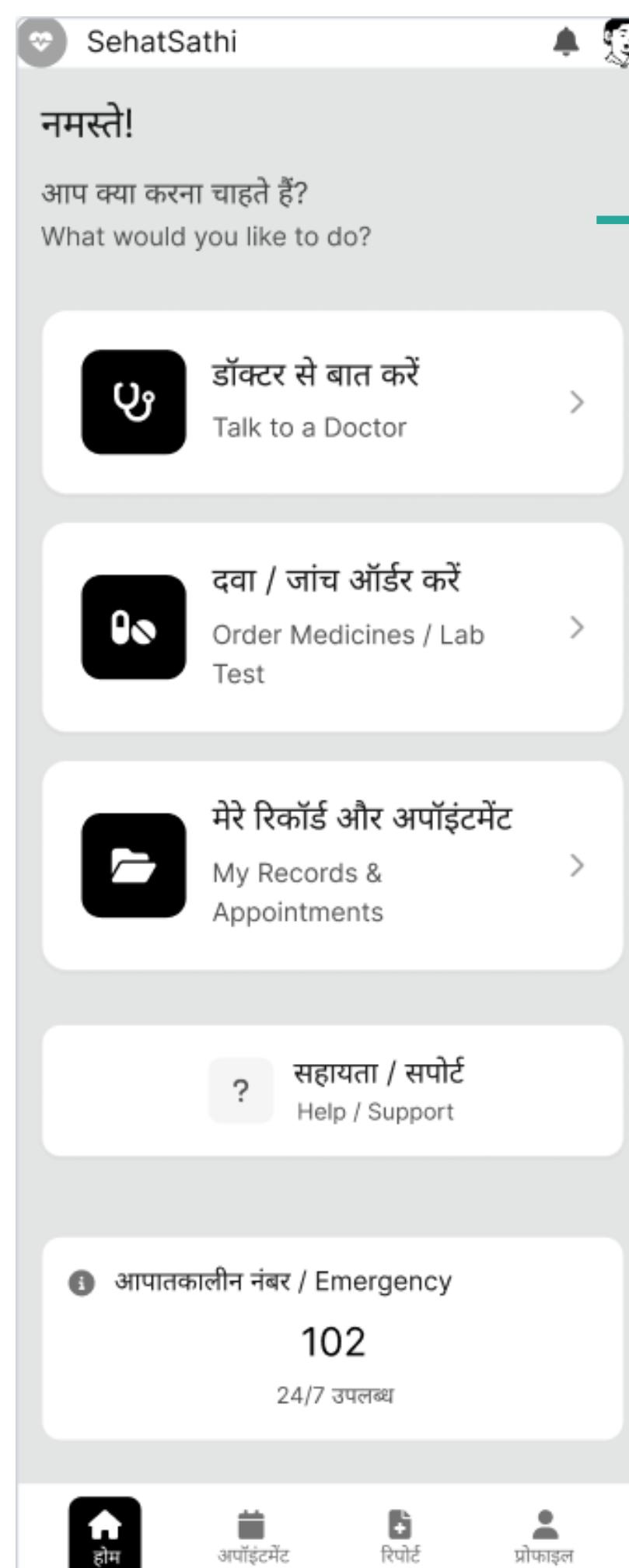
We created low-fidelity prototypes in Figma and conducted usability testing with 3 users (one pharmacist, one semi-literate patient, and one doctor) to gather impressions:

- Feedback on Layout
- Navigation Simplification
- Registration Flow Change
- Language and Visuals

## Onboarding Screens



# Consultation Summary



## Video Call Consultation

## Home Page

**SehatSathi**

Consultation Complete  
परामर्श पूर्ण

**Summary / सारांश**

- Doctor / डॉक्टर  
Dr. Priya Sharma
- Date & Time / दिनांक और समय  
15 Jan 2025, 2:30 PM
- Diagnosis / निदान  
Common Cold & Fever
- Medicines / दवाएँ  
3 medicines prescribed

**Download Prescription**  
प्रिस्क्रिप्शन डाउनलोड करें

**Book Follow-up**  
फॉलो-अप बुक करें

**Rate Your Experience**  
अपना अनुभव बताएं

Poor  
बुराय

Okay  
ठीक

Great  
बहुत अच्छा

**Comments (Optional) / टिप्पणी (वैकल्पिक)**

**Submit Feedback / फीडबैक भेजें**

# Consultation Feedback

**SehatSathi**

आपको क्या समस्या है?  
What are you experiencing?

शरीर का हिस्सा चुनें / Select Body Part

सामान्य लक्षण / Common Symptoms

बुखार Fever	छांटी Cough
दर्द Pain	सिरदर्द Headache
जी मिचलाना Nausea	कमजोरी Weakness

आगे / Next →

# Pain Points

**← Book a Lab Test**

Step 1 of 3

Search for test (e.g., Blood Sugar)

**Common Tests**  
सामान्य जांच

- Blood Sugar Test  
ब्लड सूगर टेस्ट  
₹150
- Hemoglobin Test  
हीमोग्लोबिन टेस्ट  
₹200
- Thyroid Test  
थायराइड टेस्ट  
₹350
- Complete Blood Count  
पूर्ण रक्त गणना  
₹300

**Book with Prescription**  
प्रिस्क्रिप्शन के साथ बुक करें

Upload your doctor's prescription  
अपने डॉक्टर का प्रिस्क्रिप्शन अपलोड करें

Take Photo / Upload

Home Sample Collection Available  
घर पर नमूना संग्रह उपलब्ध

# Test

← Order Medicines

Search for medicine / दवा खोजें

Repeat Prescriptions / दोबारा दवा

15 Jan 2025

Paracetamol 500mg  
Prescribed by Dr. Sharma

Reorder / दोबारा मंगवाएं

Nearby SehatSathi Pharmacies

MedPlus Pharmacy  
Sector 15, Noida  
0.8 km away

Order from here / यहाँ से मंगवाएं

Apollo Pharmacy  
Sector 18, Noida  
1.2 km away

Order from here / यहाँ से मंगवाएं

Guardian Pharmacy  
Sector 22, Noida  
1.5 km away

Order from here / यहाँ से मंगवाएं

Upload Prescription  
मिलियन अपलोड करें

Home Medicines Orders Profile

# Medicines

## Medicine Reminder

← Reminders & Coach

My Reminders Health Coach

मेरे रिमाइंडर स्वास्थ्य कोच

Paracetamol 500mg

1 tablet, Morning  
1 गोली, सुबह

8:00 AM Taken

Vitamin D3

1 capsule, Evening  
1 कैप्सूल, शाम

6:00 PM Missed

Blood Pressure Check

Weekly monitoring  
साप्ताहिक जांच

Every Sunday 9:00 AM Pending

+ Add New

SehatSathi Admin Dashboard

Dashboard

Total Consultations: 2,847

Active Kiosks: 156

New Users This Month: 1,234

Most Common Ailment: Fever

Consultations Over Time

Line Chart - Consultations Trend

Most Prescribed Medicines

Pie Chart - Medicine Distribution

Kiosk-wise Patient Load

Bar Chart - Patient Load by Kiosk

Recent Activity

- New kiosk registered in Mumbai 2 hours ago
- Dr. Sharma logged in 4 hours ago
- Patient feedback: "Excellent service" 6 hours ago
- System maintenance completed 8 hours ago
- New pharmacy partner added 1 day ago

# Admin Dashboard

# Health Record —

SehatSathi Health Kiosk  
स्वास्थ्य सहायक केंद्र

हिन्दी EN राज कुमार  
Health Worker

इंटरनेट कनेक्टेड बैटरी 78% 15 जनवरी 2025, 2:30 PM सिस्टम ऑनलाइन

नया परामर्श New Consultation

रिकॉर्ड्स देखें View Records

शेड्यूल देखें View Appointments

सेटिंग्स Settings

आज का सांख्यिकी / Today's Statistics

12 नए मरीज़ / New Patients	8 अपॉइंटमेंट / Appointments	95% सिस्टम अपटाइम / System Uptime
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Kiosk

# A Day in the Life with SehatSathi

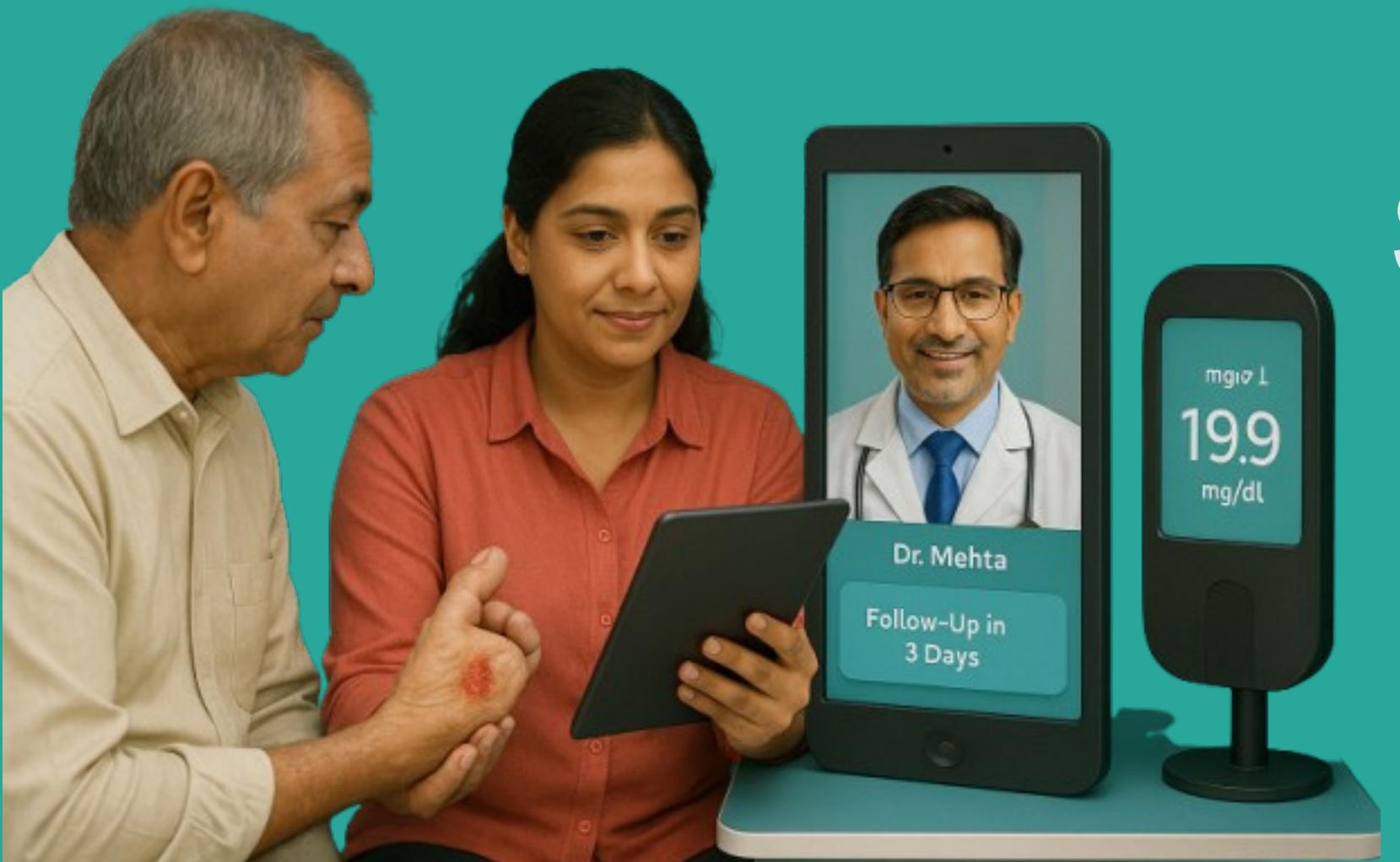
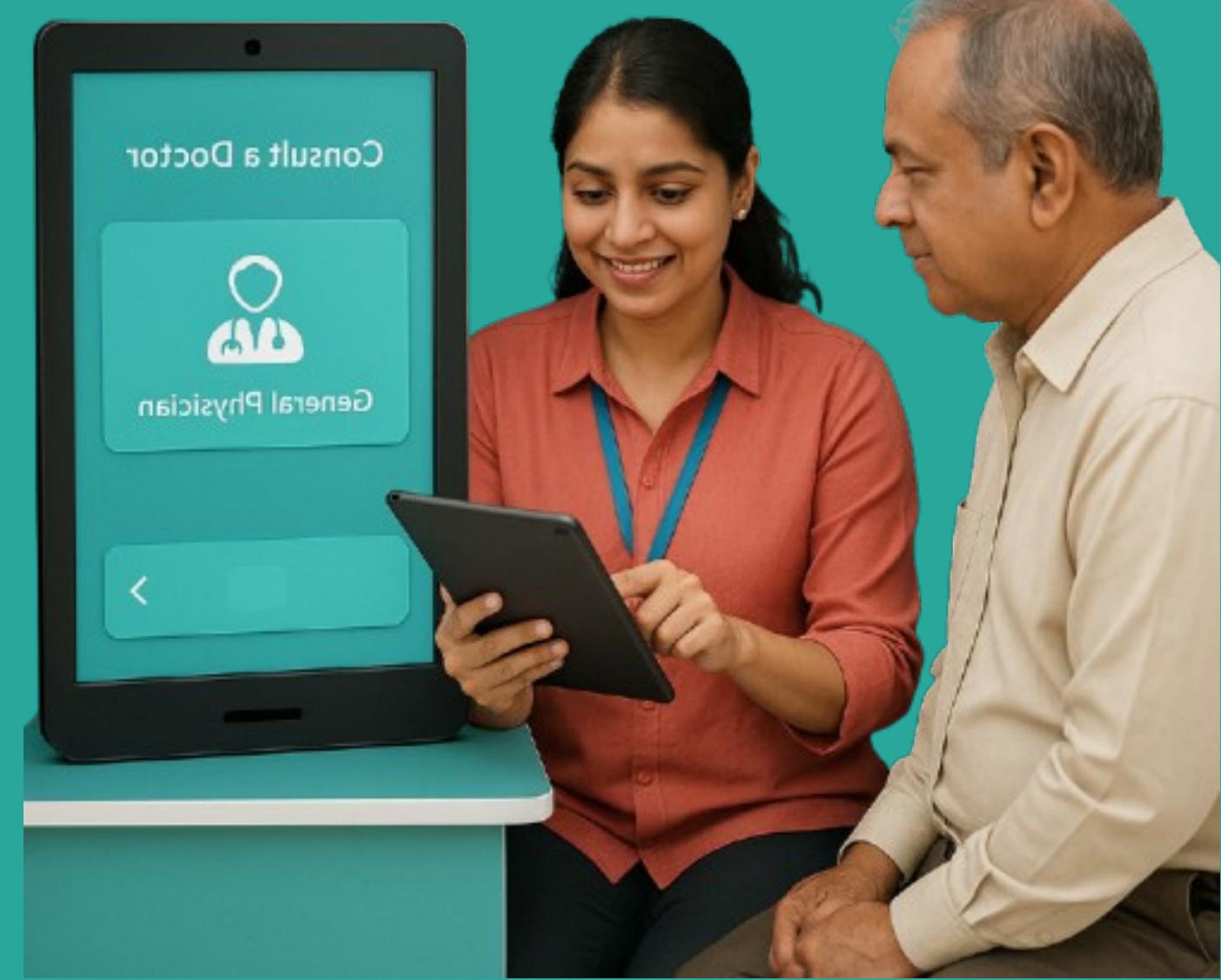
Use Case Scenario

Scenario: Ramesh's father has that diabetic foot ulcer as before, but now their village has a SehatSathi kiosk at Sunita's pharmacy.

**Step1:** Scenario: Ramesh's father First Sign of Trouble: Ramesh notices his father's wound early. Instead of waiting, he remembers the SehatSathi service. He visits Sunita's pharmacy the next morning. has that diabetic foot ulcer as before, but now their village has a SehatSathi kiosk at Sunita's pharmacy.



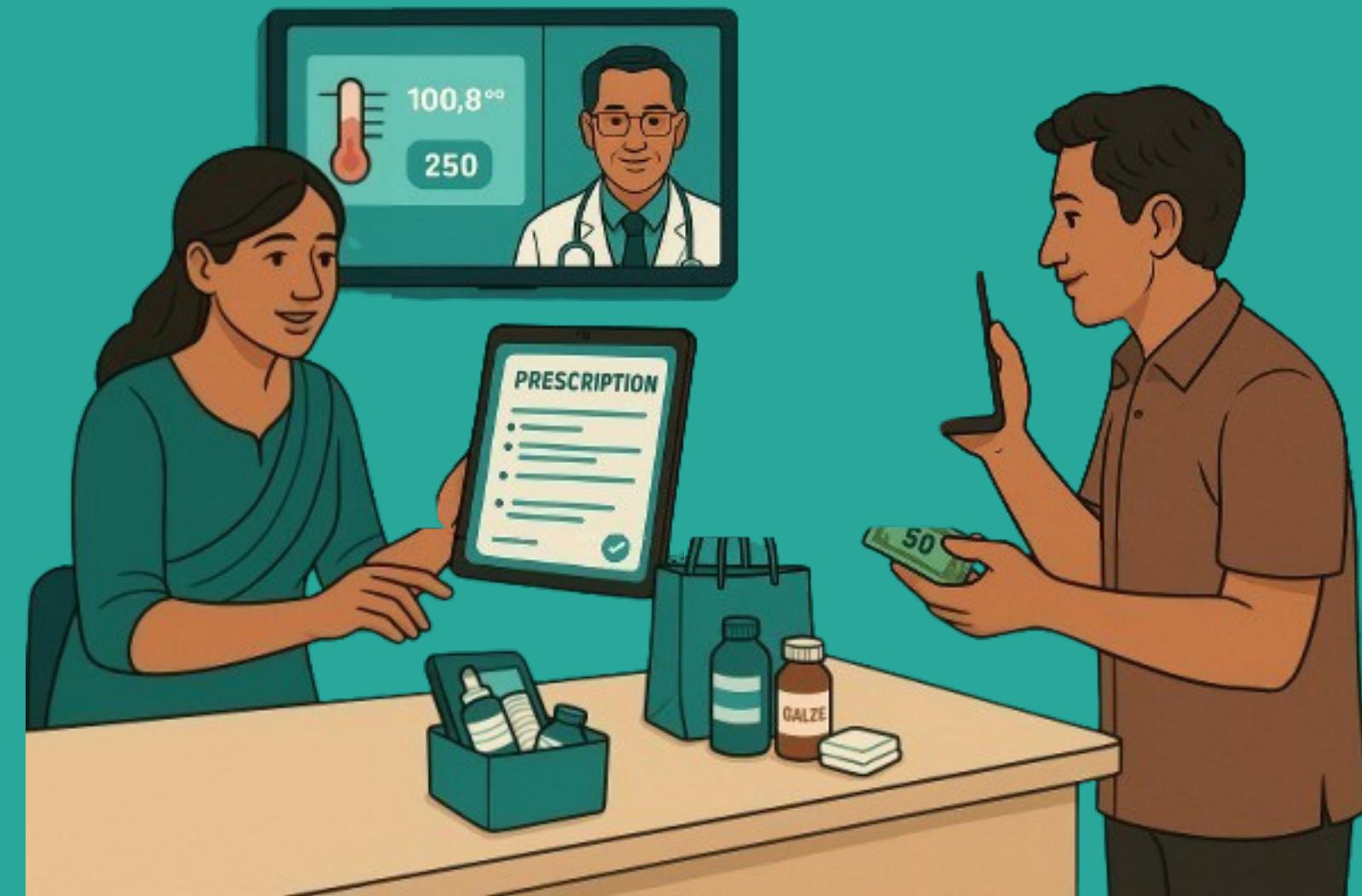
**Step2:** At the pharmacy, a “SehatSathi” banner is visible. Sunita welcomes him into the small booth with the telemedicine setup. She inputs his father’s basic details on her tablet (creating a profile in the system). She then selects “Consult a Doctor” > “General Physician” on the kiosk interface



**Step3:** Within minutes, a doctor (Dr. Mehta, who is in a city hospital volunteering in the network) is online. Via video call on the tablet, Sunita helps Ramesh show the doctor his father’s wound (using the tablet camera). She also had checked his father’s vitals: temperature and blood sugar (the kiosk’s glucometer reading was instantly shared with the doctor’s screen). The doctor diagnoses an infection, possibly advancing to diabetic foot complication. He speaks kindly in Hindi, reassuring the father and

## Step4:

Sunita's screen shows the prescription instantly. She dispenses the antibiotics from her stock and also sells Ramesh the proper dressing material (gauze, antiseptic) as per doctor's advice – guiding him on how to use them (the doctor also demonstrated one during the call, and the app has a short tutorial video on wound dressing that she shares to Ramesh's phone via WhatsApp). Ramesh pays a small consultation fee (maybe ₹50, much less than travel would cost). The entire process took maybe 20-30 minutes



## Step5:

Over the next 3 days, Ramesh's father takes medicines. The SehatSathi app (on Sunita's side) reminds her that on Day 2 she should inquire about the patient. She calls Ramesh (or sends an ASHA to check) to ask if the fever is down. On Day 3, Ramesh doesn't even need to travel – he comes to the kiosk alone with fresh photos of the wound he took on a borrowed smartphone. The follow-up consult happens with the same doctor who sees the photo, hears the progress (fever gone, wound drying) and is happy. He updates the prescription for another 1 week of antibiotics and schedules an in-person visit to a specialist in a month (but importantly, that can be at a camp via SehatSathi or a referred nearby hospital if needed). All this is recorded in the system.

# Outcome:

The father recovers without ever having to endure a painful long journey. The infection is controlled early, likely preventing a serious complication (perhaps avoiding an amputation scenario). Ramesh saved money and time, and feels hugely relieved that he had a doctor's guidance from the start. Sunita, on her part, earned not only a consultation fee split but also loyalty – the family trusts her even more now. The doctor was able to reach a patient who needed him without leaving his hospital

