


用户调研3

用户画像

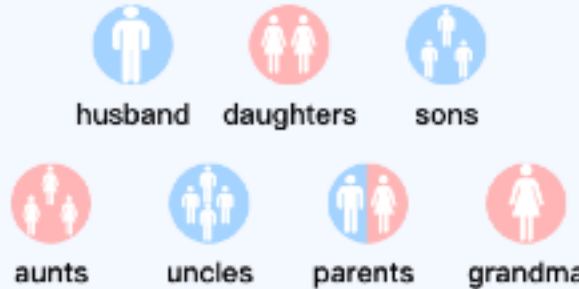
基于背景调研和需求分析的结果制作了用户画像，并进行了三次修订。在最终版本中有两个角色。一个是高等教育水平和中等财富五分之一的人，他们有关于疟疾的基本知识，但仍然有一些误解。另一个是教育水平较低的人，初等教育是乌干达的平均教育水平，在较低的财富五分位数，大约在第二个五分位数，他们对疟疾了解不多，不愿预防疟疾。此外，两个人物角色的位置都设置在坎帕拉，因为在那里知识更容易获得。一个在坎帕拉科洛洛区，另一个在城市贫困地区纳库拉拜区。



Name
Erin Green

Demographics
Gender: Female
Age: 29
Location: Kampala
Ethnicity: Buganda
Marital status: Married
Family

- Family income: UGX 550,000 per month
- Family members:



husband daughters sons
aunts uncles parents grandma

Education level: Primary school (dropped out)


Health and Medical History
History of illness: infected by malaria several times
Attendances for ANC visits: 1 (suboptimal)
Doses of IPTp-SP received: 1
Birth history: 5 babies, pregnant now
Closest health care provider: Frabinah Health Clinic
Closest hospital: Mengo Hospital Administration Block

Health Knowledge Related Issues
Knowledge about Malaria:
Erin knows malaria is dangerous, and mosquitos are the main causes. But she doesn't know it's extremely risky for the pregnant. She has poor knowledge of its symptoms, mentioning fever with weakness. Also, she has some misconceptions about malaria. For example, she thinks she was infected because she drank unsanitised water.
Approaches to receive health knowledge:
Information given by healthcare providers, friends, family members, the radio and a little from school


Worries about Malaria and the Prevention
She only used ITNs during her previous pregnancy, because they create warmth and have bad smelling. And she thinks she has no need to attend ANC, and it takes too long to get to clinics and wait there.

Access to Basic Necessities
Electricity: grid electricity through a third party
Drinking water: improved water (protected wells)
Sanitation: a shared toilet, handwashing water only

Information Technology Usage
family shared mobile phone



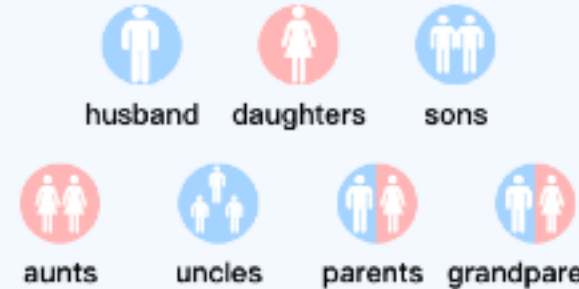
List of Abbreviation
ANC
antenatal care
IPTp-SP
intermittent presumptive treatment in pregnancy
sulfadoxine-pyrimethamine
ITN
insecticide-treated net



Name
Dobros

Demographics
Gender: Female
Age: 25
Location: Kololo, Kampala
Ethnicity: Buganda
Marital status: Married
Family

- Family income: UGX 938,000 per month
- Family members:



husband daughters sons
aunts uncles parents grandparents

Education level: Secondary school

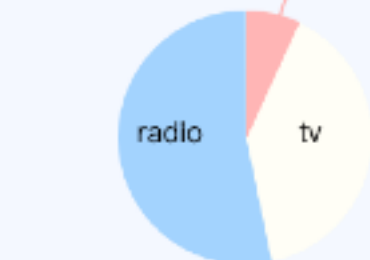
Health and Medical History
History of illness: rarely infected by malaria
Attendances for ANC visits: 3
Doses of IPTp-SP received: 2 as recommended
Birth history: 3 babies, pregnant now
Closest health care provider: Kololo clinic
Closest hospital: China-Uganda friendship hospital

Health Knowledge Related Issues
Knowledge about Malaria:
Dobros has basic knowledge about malaria, knowing its significant risk to the pregnant, good knowledge of its basic symptoms, and mosquitos are the main causes, but has some misconceptions. For instance, she deems worms and contact with infected people will cause malaria. And she knows that ITN use can help prevent malaria.
Approaches to receive health knowledge:
Information given by healthcare providers, education, friends, relatives, the radio and the Internet

Worries about Malaria and the Prevention
Sometimes she is unwilling to use ITN, because she is worried about side effects of the ITNs and believes chemicals used could cause cancer. She attended ANC and received IPTp-SP because of healthcare providers' recommendations, while doesn't know their benefits clearly.

Access to Basic Necessities
Electricity: grid electricity
Drinking water: improved water (piped water)
Sanitation: private toilet (pit latrine), handwashing water with soaps

Information Technology Usage
a basic smart phone



List of Abbreviation
ANC
antenatal care
IPTp-SP
intermittent presumptive treatment in pregnancy
sulfadoxine-pyrimethamine
ITN
insecticide-treated net

用户旅程图

根据这两个角色，创建了两个用户旅程地图来描述两种类型的用户在服务上的不同体验的整个过程。这一阶段由四个主要部分组成:认识、获取信息、预防实践和进一步的沟通。

