

Careons Healthcare



SECTOR

Healthcare



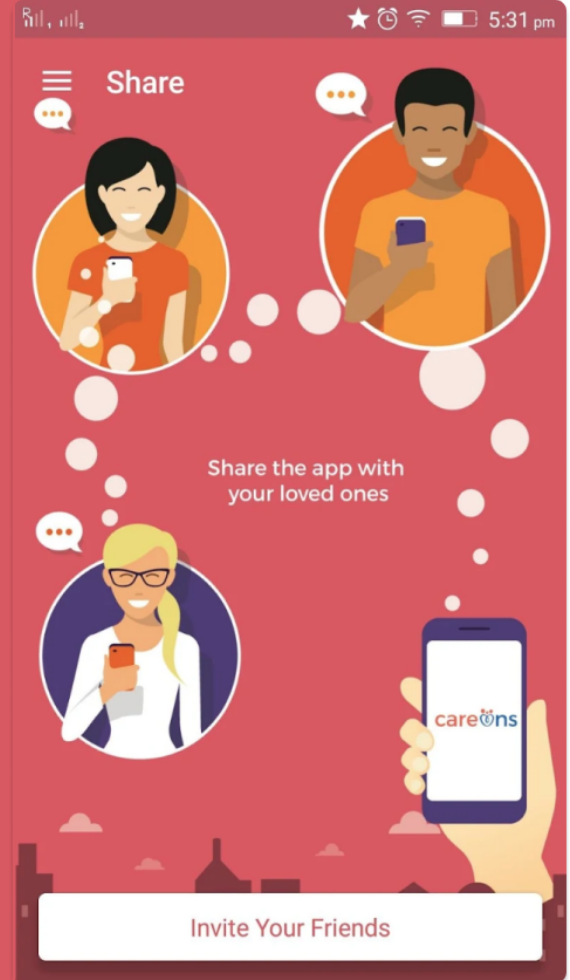
MY ROLE

Sole researcher investigating
all three keypoints of
interaction



TIME

3 Months



Research Methods

Some of the research methods used for this project to form insights (attitudinal and behavioral) are:



User Interview

User Interviews helps in understanding the painpoints and the needs.



Card Sorting

Open Card Sorting often gives us an idea of how users collate data points for information architecture



Shadowing

Following users to just observe how they navigate the problem without our solution



User Survey

User survey enables us to get a glimpse into the problem from diverse backgrounds

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1. Problem Investigation

A huge population depends on manual transcriptions with no data curation centers and prior patient information system in place. This leads to repeated doctor-patient interaction, wasting time and resource and thus, no extrapolation of information for continuous data driven investigation.



1.3 B population



No Unified Healthcare



Longer Waiting Time



Limited Data Curation

2. Questions



Reduce Waiting Time

Can we reduce waiting time of patients and improve information exchange?



Improve Data Curation

Is it possible to facilitate and improve data curation for faster medical history check-up?



Unified Healthcare

Can we create a unified healthcare portal for doctors, patients and pharmacists?

3. Crisis



Hand-written prescriptions

Hand written prescriptions are poorly managed and kept and is often lost by patients



Medical Jargons

Difficult for patients to understand medical jargons and tell exactly what has happened.



Multi-lingual country

More than 29 languages and dialects across India



Non-English Literacy

While literacy is not an issue, English Literacy is important since medical terms are in English.

4. Action



Patients seeking medicine were “shadowed” to observe the process of medicine procurement



Patient interview was conducted to understand the painpoints and expected outcomes.



Doctor interview was conducted to understand their challenges and what could be improved.



Pharmacists were interviewed to understand their need and painpoints

5. Persona



SABITRI RAI

Sales Representative

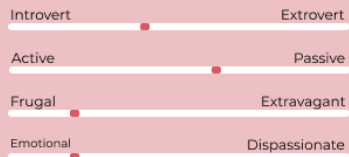
"I have to take care of the health of my family."

Age: 27
Sex: Female
Location: Kolkata, WB
Financial Condition: Lower Middle Class

Bio

Sabitri Rai is a sales representative at a local shopping plaza. She has a 6 year old daughter and she lives with her husband. Sabitri travels everyday for 1.5 hours to reach to place of work. When her daughter is sick she has to let go of her work that day. She tries to manage and understand the medication of her daughter.

Personality



Goals

- To efficiently manage the medications for her family.
- To keep track of paper prescriptions
- To keep track of medication and expenses.

Frustrations

- Loss of older prescriptions
- Waiting time for doctors
- Everything in English

5. Persona



RIMA SHARMA

Software Engineer

"Wish the doctor's clinics were more accessible."

Age: 33
Sex: Female
Location: Mumbai, MH
Financial Condition: Middle Class

Bio

Rima Sharma is a Software Engineer at a multinational company. Her working hours are erratic. She is extremely self-reliant but needs support when buying medicine or going to the doctors as the places have long queues and she feels uncomfortable in her wheel chair. She is quite active in her social life and maintains a self-sustaining life style.

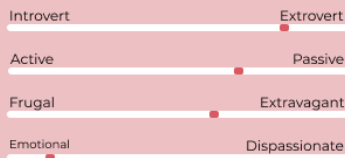
Goals

- Not to worry about long waiting lines at doctors
- Keep track of her medication
- Communicate with the doctor via alternate means.

Scenario

I need special medication for my health condition. However, I always forget to get a fresh batch on time and it takes my pharmacist atleast a week to get those medicines. It would be great if I did not have to worry about reordering. Something that most e-commerce websites are well equipped to do these days.

Personality



Frustrations

- Loss of old prescriptions
- Forgets medications
- Misses doctor's appointments

6. Journey Map

Journey Map for Sabitri

She wants to self report her health conditions and curate old medical data on a hand-held device

ACTIONS

Determine data curation platform

Determine data categories

Input categorized data

TASK LIST

1. Identify which app fits the need.
2. Identify the process to input data

1. Categorize personal health data.
2. Categorize available reports

1. Insert error free data for better diagnosis.
2. Error free categories for prescriptions

FEELING

1. Confused
2. Unsure

1. Confused
2. Lost

1. Tired

IMPROVEMENT

1. Easy curation process
2. All in one platform

1. Assistive approach to categorize data.
2. Patient education

1. Smart prompt for error free insertion.

7. Insights



Patient History

Prior documentation and patient history saves time and effort. Improves time for treatment.



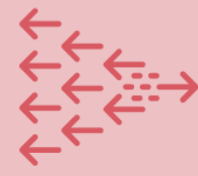
Prescription Reuse

Reuse of prescriptions by Doctors and Patients. If a single prescription is lost, information is lost for both patient and doctor.



Pharmacist Explanation

A huge population is dependent on explanations and signs drawn by pharmacists on medicine pouches.



Change of Doctors

Frequent change of doctors for consultation led to higher time for diagnosis and cure.

8. Competitive Audit

Goal: To conduct a competitive UX evaluation of direct and indirect competition in the market.

	Website	Business Size	Offering	Target Audience	Type of Competitor
Practo	practo.com	big	1. online consultation 2. online medicine 3. tests 4. test centers	City/Suburban millennials mostly english literate	direct
Lybrate	lybrate.com	big	1. online consultation 2. online medicine 3. tests 4. test centers		direct
DocsApp	docsapp.in	small	1. online consultation 2. online medicine 3. tests 4. test centers		direct
1mg	1mg.com	medium	1. online medicine		indirect

competitor company names

general information

8. Competitive Audit

Goal: To conduct a competitive UX evaluation of direct and indirect competition in the market.

	Impression (App)	Features	Accessibility	User Flow	Navigation
Practo	Good +visually simple	Outstanding +doctor +categories +easy payment	Good -crowded menu +language +images	Good +easy information -poor workflow	Outstanding +easy to navigate +clear indicators
Lybrate	Okay +functions well -sparse design	Good +create account +search doctor	Needs work -only in english -complicated design -understandability	Good -no hierarchy +easy content access	Outstanding +easy to navigate +clear indicators
DocsApp	Needs work -ux challenges -workflow	Needs work -confusing -no access w/o login	Needs work -only english -menu design -orientation	OK +simple to use -difficut to find key information	Needs work -confusing -unclear steps
1mg	Good +clean design +easy interaction	Outstanding +easy design +easy ordering +easy prescription upload	Outstanding +language +clear menu +clear images	Outstanding +easy language +clean menu +clear images	Outstanding +easy to navigate +clear indicators

competitor company names

first impressions

interaction

8. Competitive Audit

Goal: To conduct a competitive UX evaluation of direct and indirect competition in the market.

	Identity	Tonality	Descriptivness
Practo	Outstanding +brand identity +consistent typography +nice animations	Serious+ Friendly	Outstanding +language +short, precise
Lybrate	Good +color schema -alignments	Serious	Good -descriptive -complicated words +all info present
DocsApp	Needs work -inconsistency -no brand identity	Serious+Friendly	Good -descriptive + all info present
1mg	Outstanding +brand identity +consistent typography +nice animations	Friendly	Outstanding +language +short, precise +focussed

competitor company names

brand identity

app content

9. Solutions

We created a comprehensive workflow that linked the three verticals of this product: the patients, the doctors and the pharmacists.

Patients:



- 1) Curates patient and family history
- 2) Can connect with doctors immediately
- 3) Can connect with pharmacists for procurement.

Doctors

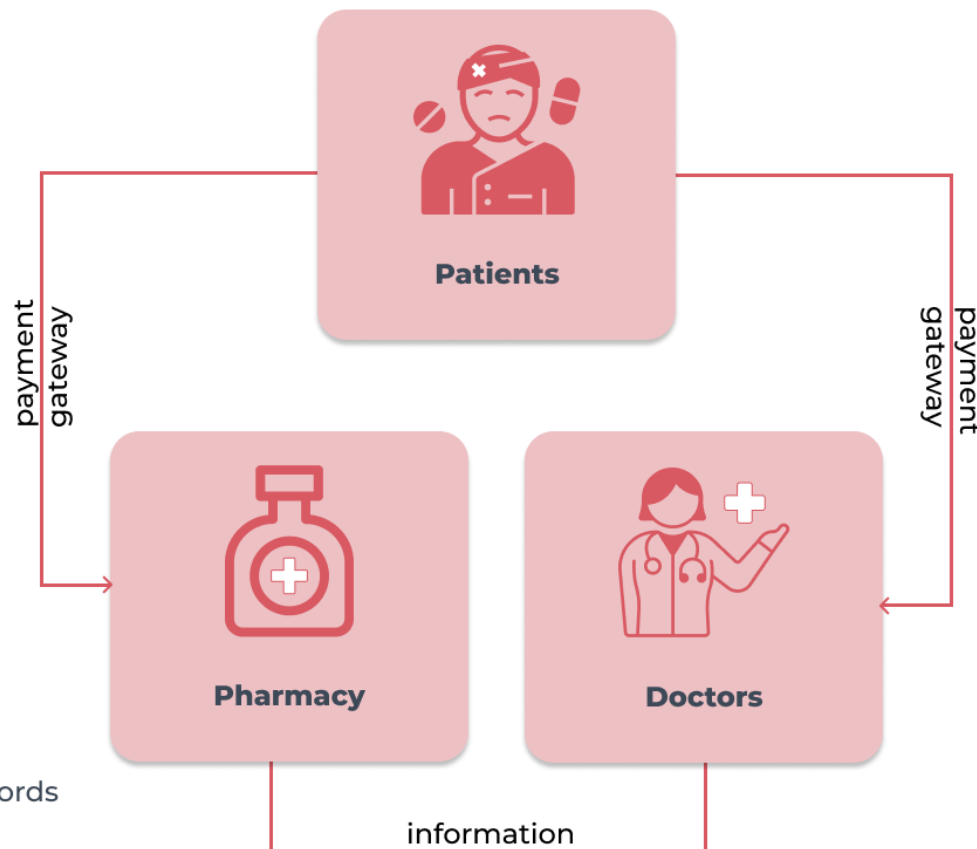


- 1) Faster access to patient history
- 2) Connect to patients via app
- 3) Generate digital documentation for patients and records

Pharmacists



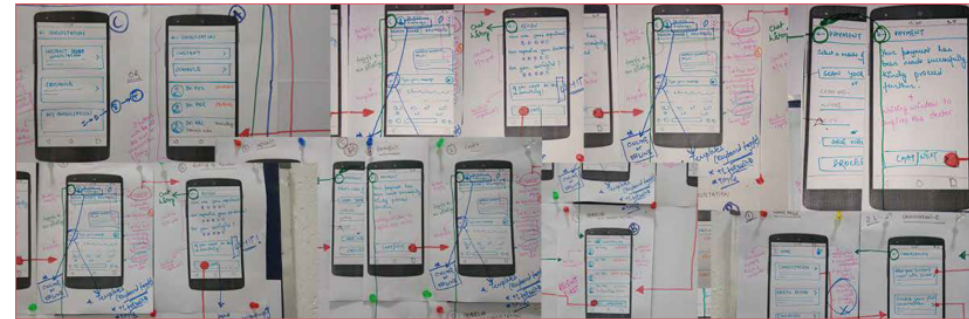
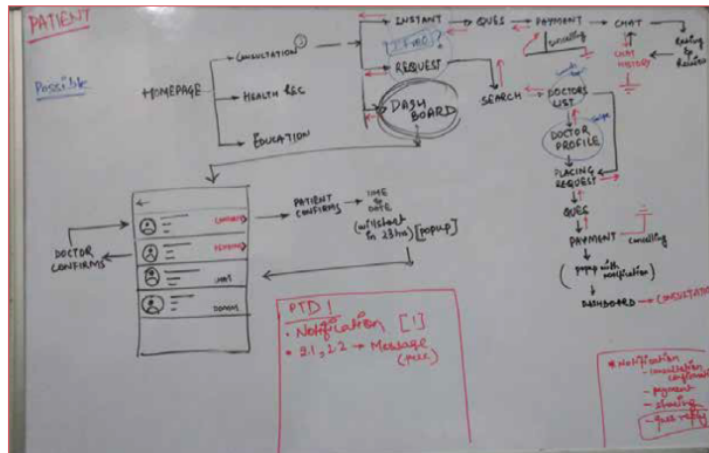
- 1) Sync inventory with availability
- 2) Connect to patients via app when medicines are in stock
- 3) Access digital prescription from doctors



10. Denouement



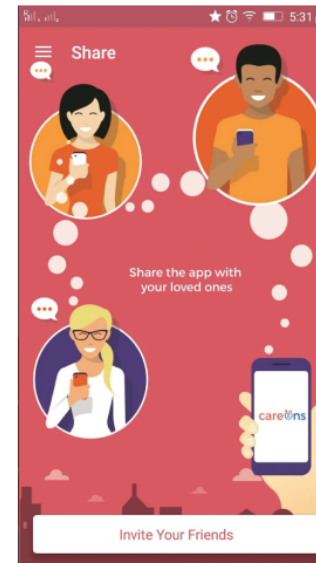
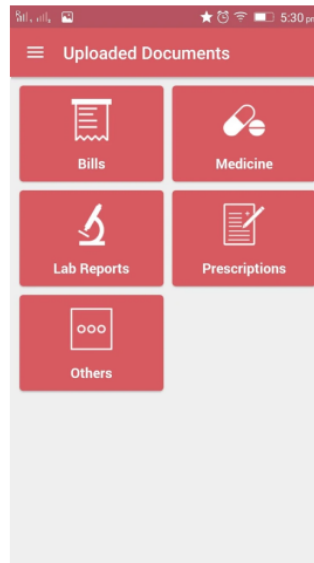
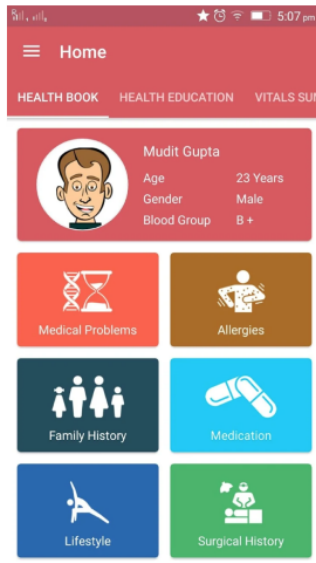
Data Hierarchy and Wireframes



Card Sorting Exercise leading to Information/Data Hierarchy and that being reflected in initial wireframes that present the initial workflow.

11. Delivery

- 1) Pictorial app - less language overload
- 2) Document curation
- 3) Connect Doctors, Pharmacist and Patients for unified network



12. Conclusion



Achievement

- 1) Patients-Doctors-Pharmacists unification
- 2) Pictorial assistance
- 3) Efficient Data Curation



Limitation

- 1) Medical Jargons
- 2) Patient Education



Future Work

- 1) Local Language Integration
- 2) Voice-based information exchange