Project Kampe

User Experience Research







Team Alpha : Graeme Edgar, Sarah Aldosary, Marisa Bivi, Raphael Joseph

What we needed to know.

Main Research Question

Who do <u>mothers trust</u> and what directly influences their <u>decisions to seek or receive</u> healthcare during pregnancy or child-birth?

Sub Research Question

What are the cultural norms around tracking or monitoring their maternal health & what influences their decision to seek healthcare?





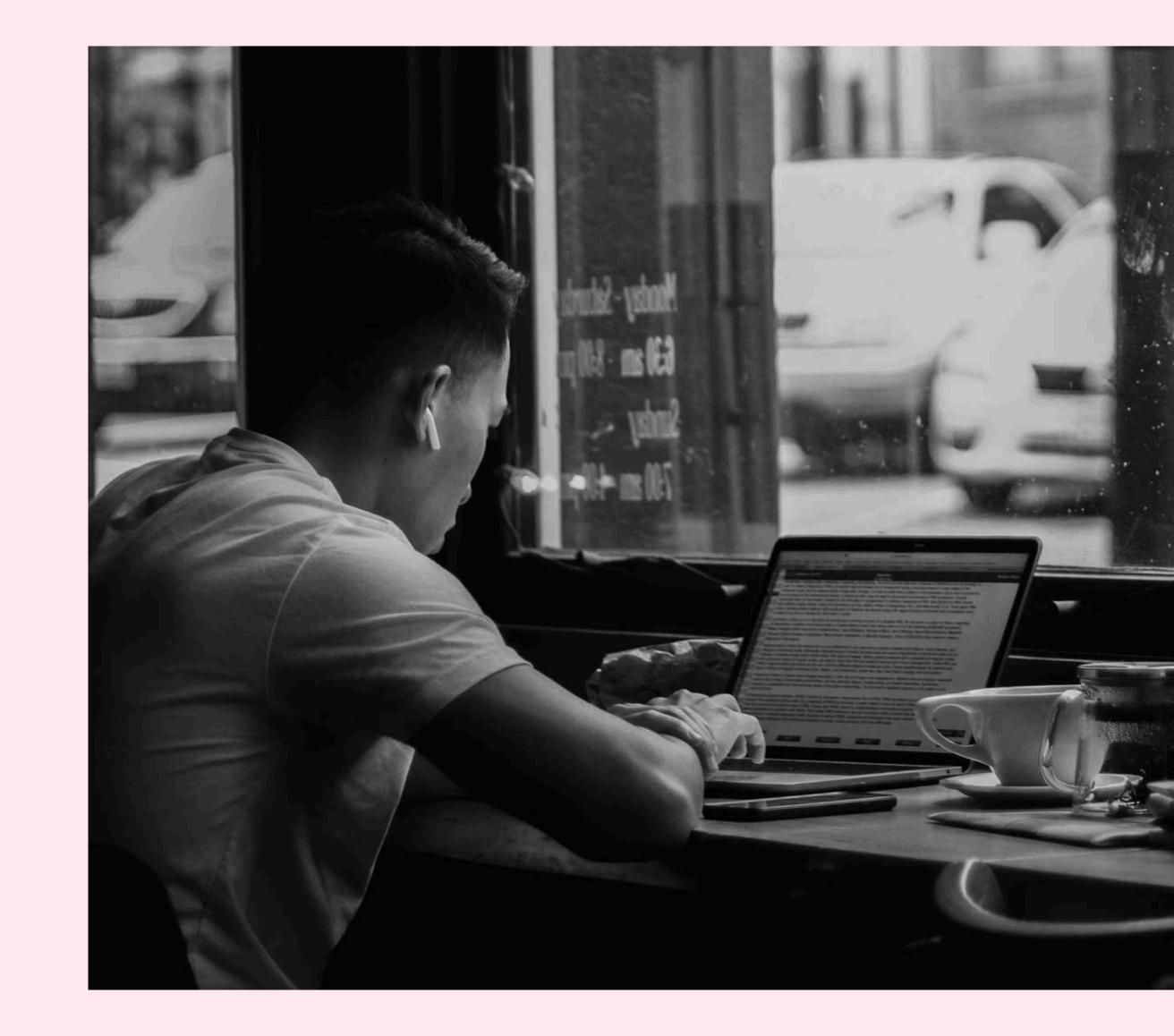


Did our homework

Background Research

Over 30 academic articles around the subject of maternal mortality

- Academic & News Articles.
- Blogs
- Youtube Videos
- Nigerian Press







Asked the Experts

Subject Matter Expert Interviews

We conducted remote semi-structured interviews

- 30-40min Interviews
- Current situation and their experience in the maternal healthcare system
- Guest speakers









About the Experts

Subject Matter Expert Interviews



Medical Doctors

Dr. Mellitus Abonyi, M.D Dr. Oliver Amugo, M.D. Dr. Chimoa Amugo, M.D



Missionary

Mr. Deepak Dhonde



Professor

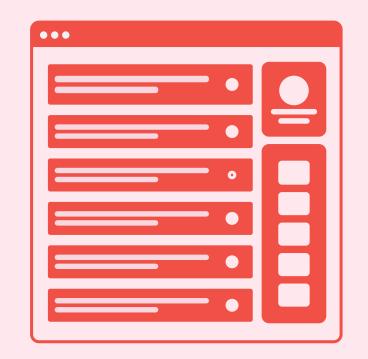
Prof. Grace Adeniyi-Ogunyankin, Ph.D., B.A.H., M.P.A.

Asked the Mothers

Survey Questionnaire

We conducted a survey questionnaire with Nigerian Mothers in Abuja

- 17 Questions
- 3 Weeks
- 324 participants, 284 completed the questionnaire









About the Mothers

Survey Questionnaire

We conducted a survey questionnaire with Nigerian Mothers in Abuja

- 10-12 Abuja hospitals and clinics
- Uncontrolled sample size







Here's, What we learned

Key Insights

Key Insights

Cost vs. Quality

An Inescapable Tradeoff

"If you can afford it,
you never step a foot in a
government hospital"

— Tunde Suli (SME)



Key Insights

Mismanaged Government Priorities

"The private hospitals are sort of, um, supplementing the efforts of the government... even when the government isn't really putting in any effort"

- Dr. Chioma Amugo (SME)



Key Insights

Lack of Trust

The Overarching Issue

"You do not go to a government hospital because you value your life"

Tunde Suli



Lets hear from our users

Exclusive Batta Box Interviews



I don't think so, due to the one I attend to.

How might we...

we <u>provide quality and cost effective care</u>
for Nigerian mothers in order to <u>build their trust</u> in the maternal healthcare facilities?

Learning from Rwanda

Recommendations

- Government prioritization
- Partnerships with NGO's
- Sustainable Universal Healthcare Insurance
- Community based healthcare workers







Thank you.



