

MONARCH PRATCHA

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As initial research I went online to search about asthma which can help to understand pain point.

Below are the search criteria's I have used.

Stage 1

“ How asthma attacks to humans ”

“ Which age groups asthma attacks ”

“ What are the precautions for asthma ”

“ What are the inhalers available in the market ”

“ How asthma patients managing the asthma ”

“ How many click Asthma inhale refill comes ”



Key findings:

- Among the mild persistent asthma patients, mostly rely on their doctor to monitor their symptoms for them.
- Most of them use an inhaler to help relieve their asthma symptoms.
- They don't have an action plan to help them to relieve their asthma attack.
- It's very important for them to keep their asthma information up to date with their doctor.

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developedXDesignStrategy blueprint as a guide, It helps me to define the directions, What and where should I focus on.

Stages 2

- Business Goals
- User Groups
- General Tasks
- Technology constraints
- Branding Goals
- Critical success factors / Usability Criteria

Design strategy