

Bernard Assignment_3

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1. Introduction

As a college student who have spent 4 years' undergraduate career in Beijing, I deeply feel how difficult, costly and troublesome it is for non-locals to have a diagnosis in Beijing's hospitals. Unluckily, I happen to be physically frail and often have minor illnesses, and the outbreak of COVID-19 epidemic causes even more barriers for the routine process of hospital treatment and makes it more cumbersome.

Many of my friends in Beijing have similar problems. As contemporary college students, we are easily to have physical problems like cold, fever, cervical spondylosis, Falling and bruising, together with mental problems like insomnia. In these cases, however, our campus hospital often cannot offer timely and professional medical services for us, and it is also unrealistic for us to turn to public hospitals immediately due to Beijing's exploding population.

Clinics and pharmacies are pretty nice substitutes --- Not only do clinics provide more specialist treatment than campus hospitals, they can also avoid crowded queues for medical appointments and relieve the pressure on large public hospitals. But information on clinics in Beijing is currently scattered and there is a lack of a platform to provide students with accurate information on nearby medical services. In order to solve this pain point for Beijing college students like us, I decided to build an online platform which contains comprehensive location information for clinics and pharmacies in Beijing, including qualified Chinese medicine clinics and massage centres for students with cervical spondylosis, so that they can go to a nearby clinic immediately, under the help of this platform, for prompt treatment when feeling unwell.

2. Persona types

The persona types who might benefit from this platform including:

#1 college students who need timely medical care.

#2 local residents who have troubles seeing a doctor in Beijing's hospital.

#3 "Beijing drifters", other social workers without social security in Beijing, etc.

I chose the typical pesona type of **college students** because it is more close to me and my participants' daily life and it is easier for me to implant the solution of pain points in our personal experience vividly into the design process.



Name: Rebecca (ZHAO Rui 赵睿)

Age: 20

Sex:Female

Location: Beijing

Education: Undergraduate,sophomore year student.

Marital Status: Single

Industry: Education (major in business)

Health condition: Frail, allergic physique, sub-health, cervical spondylosis, enterogastritis and chronic insomnia.

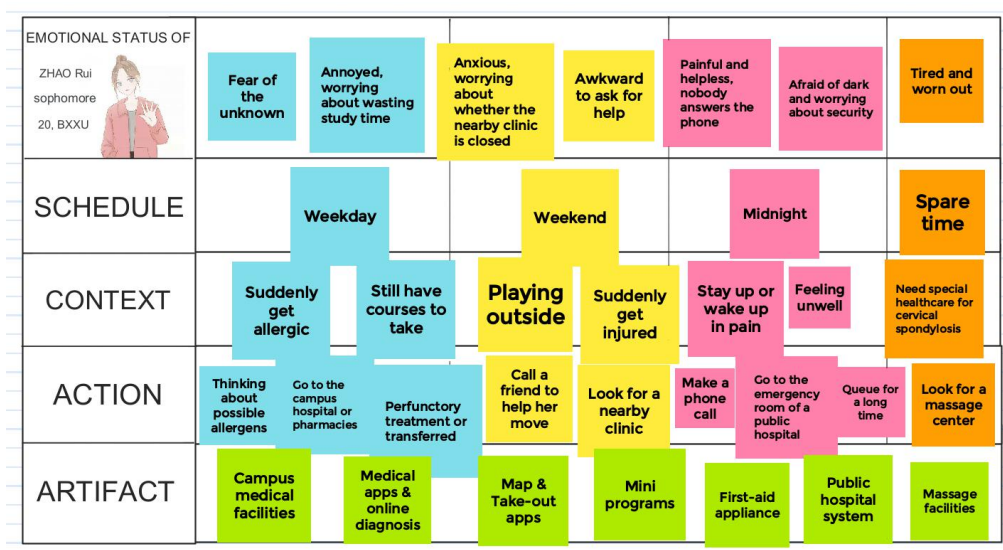
Media usage preference: Internet drama and novel lover, text adventure game player, fan of stars, weibo and xiaohongshu user. (She is a night owl.)

Life/Career goal: Get high GPA to apply for the business school of UCL or IC in Britain

Tech product adoption pref.: Early majority of trendy_tech products

Daily routine: Getting up for early classes, preparing for exams, taking part in model business competitions, revising for IELTS, working for student union and party branch, go out shopping and playing with friends, staying up late playing games or watching dramas and novels, eating or drinking unhealthy stuffs like milk-tea.

3. Current journey map

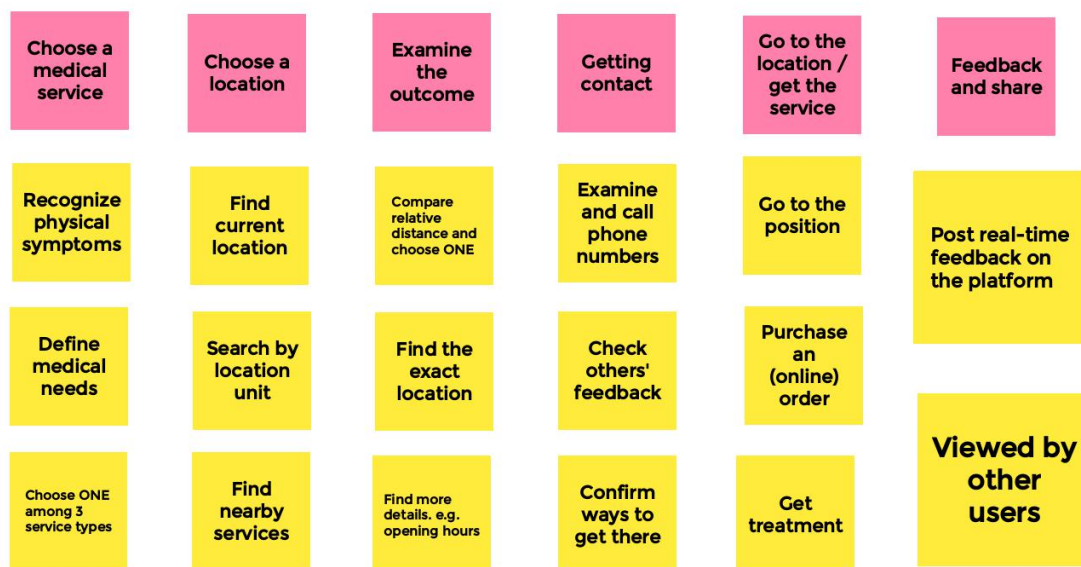


4. Problem Statement

How might we help college students and other social workers without social security in Beijing **(Who)** to look up accurate information of nearby clinics and pharmacies in time when they feel uncomfortable or have sudden health problems **(What)** so that they can solve their health problem at first time conveniently and avoid endless queue for long time, inaccurate location information, invalid commuting, unprofessional diagnosis and other inconveniences due to the COVID-19 outbreak **(Why)**?

5. Story map

User Story Map

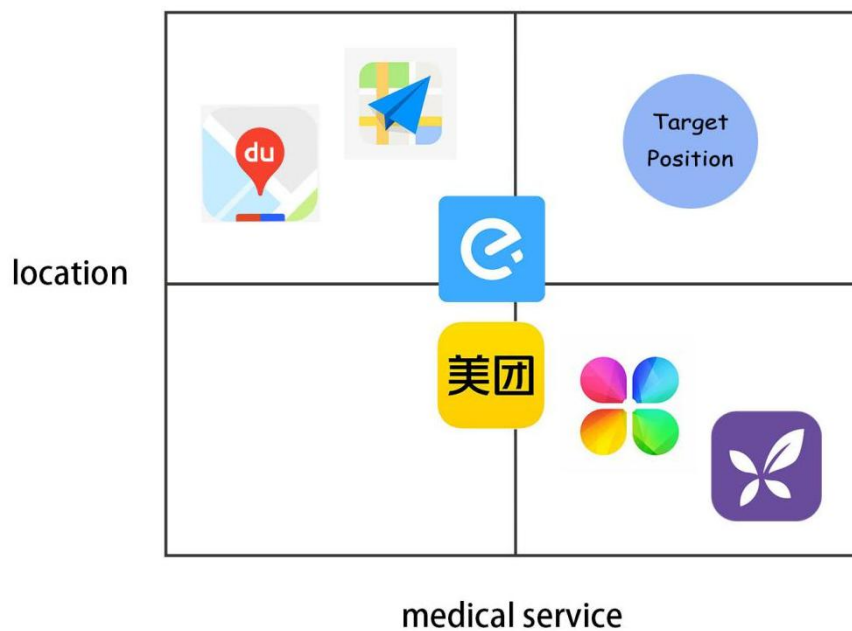


6. Open card sort





7. Position map



***Appendix:**

Jamboard:

<https://jamboard.google.com/d/1I1gELWTPmh8jTNFptIdvgI9uauCteoFFY78BSAEy7ho/viwer?f=2>

Interview questions 访谈题目

1. 本科在京就读期间有过哪些身体轻微不适的经历？你一般如何处理？

Did you experience any physical discomfort during your undergraduate studies in Beijing?
How did you usually deal with it?

2. 本科在京就读期间有过哪些突发身体不适的经历？你一般如何处理？

Did you experience any sudden physical discomfort during your undergraduate studies in

Beijing? How did you usually deal with it?

3. 你认为你校医院在疫情期间是否能及时解决你的不适?

Do you think the campus hospital of your college was able to address your discomfort in a timely manner during the COVID-19 outbreak?

4. 有没有在北京公立医院看病的经历? 这段经历中有没有不便之处?

Did you have any experience of diagnosis in a public hospital in Beijing? Were there any inconveniences in this experience?

5. 有没有疫情期间在京看病的经历? 如果有, 新冠疫情对在京看病有没有造成什么不便?

Did you have any experience with diagnosis in Beijing during the epidemic? If yes, did the epidemic cause any inconvenience to medical treatment in Beijing?

6. 平时如果需要查找附近的药店, 诊所等信息, 你一般使用什么 app?

What apps do you use to find nearby pharmacies, clinics, etc.?

7. 你是否会用医药类 app 看病?

Do you use medical apps for treatment?

8. 你认为医药类 app 上的诊断是否可信?

Do you think the diagnosis on medical apps is reliable?

9. 你使用哪些医药类 app? /你认为不可信的原因有哪些?

What medical apps do you use/what do you think are the reasons for not trusting them?

10. 你认为对于小病而言, 去诊所就诊能够更快且有效的治愈吗?

Do you think going to a clinic is a faster and more effective cure for minor illnesses?