CUSTOMER RESEARCH / FIELD VISIT

**Team: 5**

**Title : Insulin Pump**

**Whom are you going to meet and why these people?**

*Who are the people involved in this field visit?*

*List down the names, their roles, their designation, and contact information. Also briefly explain why inputs from these people matter the most.*

*The information should also be updated in :* ***Customer Research / Field Visit Database***

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| **#** | **Customer Details (Name, Designation, Roles)** | **Why ? (Experience, expertise, accessibility,** |
| **1.** | **Dr.** | **Experience/ Expertise** |
| **2.** | **Dr.** | **Experience/ Expertise** |

## **Purpose of the visit**

*What is the purpose of the visit?*

*Choose the appropriate purpose from the list:* ***Discovery, Research, Validation, Testing, Deployment, Feedback and*** *explain (in brief) why and how this visit will help in the achieving the overall objectives.*

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| The purpose of the field visit is for Discovery and Research.   * To discover and understand the magnitude/ frequency of type 1 diabetic patients, the problems /complications faced by them, along with their present solutions in place, and barriers that occur due to those. * To understand the present market scope of Insulin Pumps and other key factors of solutions that play a role in health-care industry/ market. |

**Goals**

*What are the specific insights/outcomes you expect to obtain from this visit?*

*List down the goals/outcomes to be achieved during this visit and prioritise them based on their importance and relevance.*

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| 1. To know about the diabetes disease. (Type 1) 2. To understand the prevalence of Type 1 disease from Type 2 3. To know the Seriousness/ Significance of Type 1 Diabetes. 4. To know the Present Solutions used by Type 1 Diabetic patients, Gaps/ Barriers present and complications associated with the solution. 5. To understand the awareness of insulin pumps and their market scopes. 6. To know why this solution is not prevalent. 7. Key Factors to be taken care off for BoM. |

## **Questionnaire**

*Structure the list of questions based on the goals/outcome, and for each category of interviewees.*

*The questions should be structured and follow the* ***interview do’s and dont’s.***

* ***Listen more and analyse less.***
* ***Avoid pitching your solution***
* *Approach should follow:* ***People, Problem, Solution.***
* *Have a scripted set of questions, but be ready to go beyond it.*
* *No open ended questions*
* *Never ask hypothetical questions - what if, may be etc.*
* *Engage them in conversation and do not rush them.*
* *Document the insights, and make note of the customers emotion.*
* *Iterate different use cases to get detailed insights from the same customer*
* *The work does not end with interviews.*

*After the interview update this section with the answers from the interviewees.*

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| 1. How many Diabetic patients visit your center? 2. And how prevalent is type 1 more than type 2? What is the average number of Type 1 people visiting you daily/monthly? 3. How serious is the problem of Type 1 Diabetes faced by patients and what are the impacts due to this? 4. What are the Present solutions available to Type 1 Diabetic patients?   ( A. Pills B. Injection, C. Pens, D. Patch, E. Inhalers, F. Pumps, G. Others)  [If any of the one from above, why didn't they choose the other?]   1. What are commercially available solution, and what factors are involved in choosing a product? 2. What are the Gaps/ Barriers present in the solutions and what are the complications associated with the solutions.   ( A. Physical Complication, B. regular life, C. Cost, D. Mental Stress, E. Social Awkwardness, F. other problems)   1. What is the present market scope of insulin pumps and their awareness among the patients/ Doctors/ Nurses? 2. Why isn't this solution prevalent in India? What factors affect/restrict their adoption? 3. Among the 2 different operating modes of insulin pump, in which cases would you use Open, and in which cases you would use Closed Loop? 4. How will patients benefit from insulin pump?   (A. Social benefits, B. Physical benefits, C. Mental benefits, D. Financial benefits)   1. Could you refer us to others (patients, doctors, technicians, etc) who can provide more insights on Type 1 Diabetes or on the medical technologies used for it. 2. Suggestions, regarding insulin pump.   (It can be anything, can be completely different.) |

**Questionnaire for Patients:  
Goals**

*What are the specific insights/outcomes you expect to obtain from this visit?*

*List down the goals/outcomes to be achieved during this visit and prioritise them based on their importance and relevance.*

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| 1. To Understand the Problems faced by them 2. To Know the Seriousness/ Significance of Type 1 Diabetes, how it’s affecting their daily lives. 3. To Know the Present Solutions used by Type 1 Diabetic patients, Gaps/ Barriers present and complications arised to that. 4. To Understand the awareness of insulin pumps 5. To Know why this solution is not prevalent. 6. To Understand the Requirements & Adoption Metrics of the Patients 7. To Understand the Benefits for the Customers by Solving the Problem |

## **Questionnaire**

*Structure the list of questions based on the goals/outcome, and for each category of interviewees.*

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* ***Listen more and analyse less.***
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* *Document the insights, and make note of the customers emotion.*
* *Iterate different use cases to get detailed insights from the same customer*
* *The work does not end with interviews.*

*After the interview update this section with the answers from the interviewees.*

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| 1. How long have you been having Type 1 Diabetes, how does it impacts your daily life?   (How serious is this problem of Type 1 Diabetes faced by you?)   1. Which method do you use for your medication?   ( A. Pills B. Injection, C. Pens, D. Patch, E. Inhalers, F. Pumps, G. Others)  [If any of the one from above, why didn't they choose the other?]   1. On what basis did you choose this solution? 2. how long have you been using that method. How frequently do you use this method? 3. What is the problem faced by you due to this method..   ( A. Physical Complication, B. regular life, C. Cost, D. Mental Stress, E. Social Awkwardness, F. other problems)   1. (example use case) How does this solution affect their day to day activity (When and all do they take insulin injections, what do they do during schools, ) 2. How do they feel about taking frequent medication? How are they different from other children? Do you see any change or difference in behaviour/feeling/attitude? 3. (for parent) How difficult is it for you to give them the medication. 4. Have you come across any semi-automatic solution to ease your problem? Do you know other existing solutions for Type 1 Diabetes such as insulin pumps? Are your Doctors/ Nurses aware? 5. Among the 2 different operating modes of insulin pump, in which cases would you use Open, and in which cases you would use Closed Loop? 6. How will you benefit from solving this problem of Type 1 Diabetes?   (A. Social benefits, B. Physical benefits, C. Mental benefits, D. Financial benefits)   1. What requirements would ease your medication process, and what can be done to make it more adaptable? / What are the requirements that you expect from a next generation solution? 2. Could you refer us to others (patients, doctors, technicians, etc) who can provide more insights on Type 1 Diabetes or on the medical technologies used for it. 3. Suggestions, regarding insulin pump.   (It can be anything, can be completely different.) |