



MEDIHELP

Rishit Gupta (2022406)

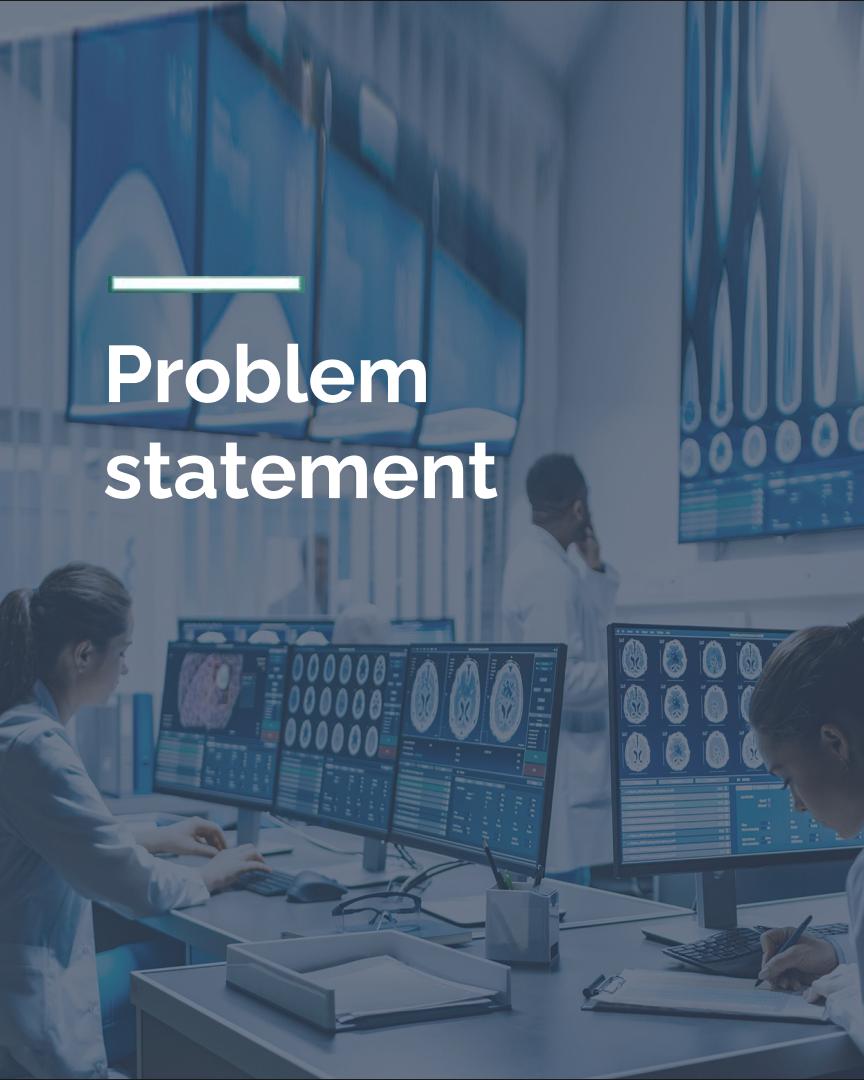
Ritesh Kumar Parihar (2022407)

Ritika Thakur (2022408)

Ritviiek Padda (2022409)

Riya Gupta (2022410)





Problem statement

- Ø Access to quality healthcare in our country is a challenge due to overpopulation, cost and scarcity of medical staff and facilities.
- Ø The first thing that needs to be done is that healthcare facilities must be provided at a minimum distance with ease at an affordable cost so that all sections of society can access the services.



Motivation

- Ø The cost of healthcare is one of the major factors hindering its availability to all economic sections of our society and in the Indian medical society.
- Ø Considering that the private sector is more dominant in providing healthcare, it is not economical for the poor. Even those who can afford it are often pushed to the brink of falling into poverty as medical fees are exceedingly high.
- Ø To overcome this issue, we came up with a feasible idea for all: ‘MediHelp’.



Solution statement

Ø A project that makes affordable medical facilities available to India is helping them avoid bills that might otherwise push them into destitution.

Ø Our app ‘MediHelp’ would fulfil the following requirements:

1. Help users in getting the best medical services at the lowest cost nearby.
2. Help users to compare hospitals, medical staff and the quality of services offered by the hospitals/clinics/labs.
3. Be a profitable model for the local clinics.
4. Save the time of users by avoiding the hustle to decide which hospital to go to.
5. Provide ambulance services as early as possible in case of emergencies.



Research

We circulated a google form to try understand better the needs of our user base and the issues faced by them that they would like to be addressed.

Link to google form:

<https://docs.google.com/forms/d/e/1FAIpQLSeLfqk9epT6ZrRdSSa9XqElIZlffsalzhlaCZKu9-7Y5m5yoQ/viewform>

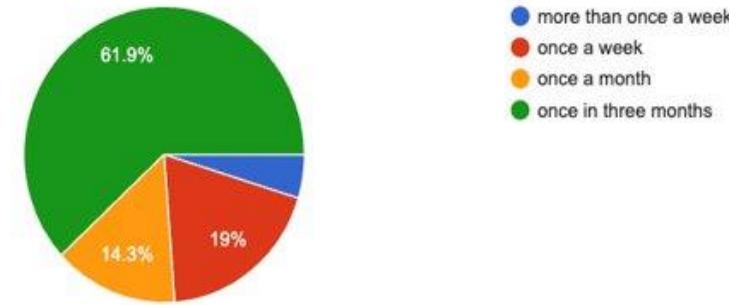
Responses



How often do you need to visit a hospital/clinic for checkups?

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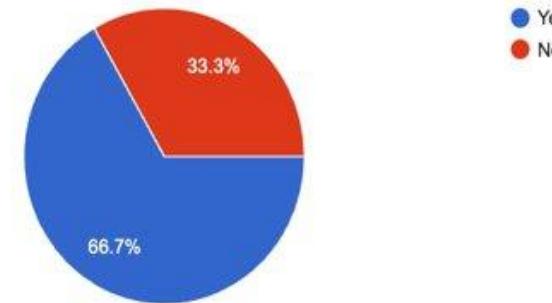
21 responses



Copy

Do you struggle to find hospitals/clinics when required?

21 responses



Responses

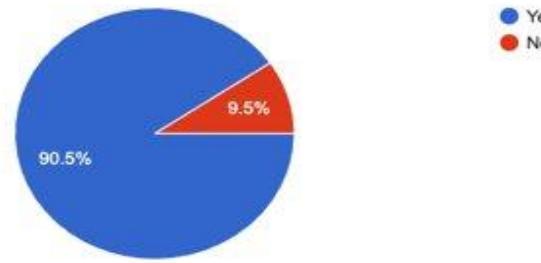


In case of an emergency, searching for a hospital frantically will only cause delay and can prove detrimental for the patient due to loss of time.

Copy

In such cases, do you think there is a need for an application that can do that for you beforehand?

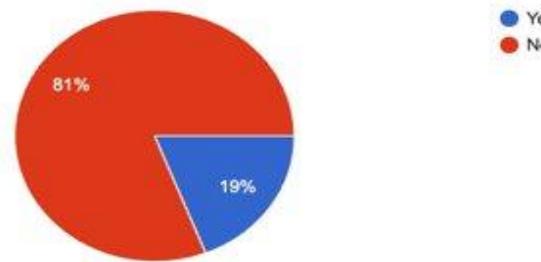
21 responses



Any suggestions you would like for us (the developers) to take in account for our application?

Copy

21 responses





Responses

If your response to the previous question was "Yes", please briefly explain your suggestion.

5 responses

Love the app!

Provide access to ambulance services

App should be very simple and user friendly for ppl of all age groups and have an emergency alarm button to alert select family members

Provide a good comparison of nearby clinics

Love the color scheme!

Stakeholders

We identified six stakeholders involved in our project: Users, Hospitals and clinics, Ambulance service providers, Banks/UPI, Investors and us, the Developers.

STAKEHOLDERS



USERS

- **ROLE**
 - To use the app and avail its services
- **CHALLENGES**
 - To get medical services available at an affordable price
- **REQUIREMENT**
 - To get good quality medical services at a pocket-friendly cost



HOSPITALS/ CLINICS

- **ROLE**
 - To provide quality medical services at the best price
- **CHALLENGES**
 - To provide good quality medical services to patients at an economical price, while also sustaining in the market.
- **REQUIREMENT**
 - Well-trained staff
 - Latest medical equipment/instruments



US: THE DEVELOPERS

- **ROLE**
 - To develop the app and ensure good business growth
- **CHALLENGES**
 - Fulfil the needs of all users
- **REQUIREMENT**
 - Support from other stakeholders
 - Honest feedback from users to help improve the services of the app

Stakeholders

Based on research and interviews, alongside are their roles, challenges and requirements

STAKEHOLDERS



BANKS/UPI

- **ROLE**
 - To enable 24/7 money transactions smoothly
- **CHALLENGES**
 - Cybersecurity threats
 - Meeting customer expectations
- **REQUIREMENT**
 - Cash flow
 - Well-trained staff
 - Good security systems



INVESTORS

- **ROLE**
 - To provide principle and expertise & a good amount of capital for smooth functioning
- **CHALLENGES**
 - To invest in a profitable business
- **REQUIREMENT**
 - Business to show potential growth
 - Capital

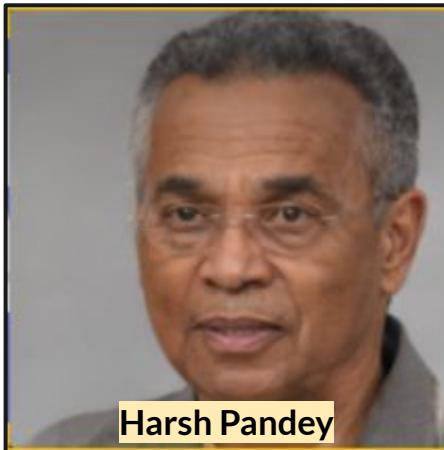
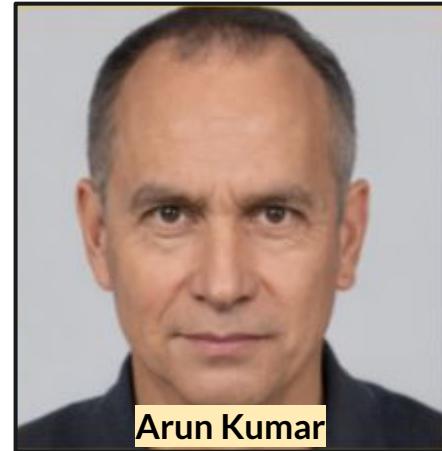


AMBULANCE SERVICE PROVIDER

- **ROLE**
 - To provide 24/7 ambulance services
- **CHALLENGES**
 - To reach to the patient and the hospital on time
- **REQUIREMENT:**
 - Well-trained staff
 - Enough ambulances available

Personas

Personas are descriptions of individuals who represent groups of users that would interact with our system.



Persona 1

<https://miro.com/app/board/uXjVP3fk1vY=/>

Meet Madhavi Goyal

Madhavi is a 29 year old female living in Delhi NCR, India. She has been married for 2 years now and is almost 8 months pregnant with her first child.

Madhavi is employed at a private IT company as a manager and works from 9 to 5 all through the weekdays. Her office is an hour away from her home and she has to take a cab to work everyday. She is planning to start working from home for a few months.



Goals
Wants to keep her baby safe and healthy
Wants to continue working after having her child
To ensure her child's vaccination timely

Needs
Medical attention on time
Proper care, diet and assistance
Leave from work
Guidance on how to raise her baby

Motivations
Family
Money
Success at work
Health and happiness
New beginnings

Interests
Cooking
Reading fashion magazines
Shopping with friends
Painting landscapes

Expectations
Finding nearby hospitals during emergencies
Comparing prices of various checkups she might need
Instant ambulances

Barriers & Frustrations
Travelling everyday causes discomfort
Can't find hospitals nearby quickly
Ambulances do not arrive on time

Key points in the interview

QUES 1: How often do you face difficulties in finding hospitals near you?

QUES 2: Do you feel like you end up paying more than you should for these hospital visits?

QUES 3: Do you face any difficulties in travelling to the said hospital?

ANS 1: Very often. 4 out of 5 times I would say I cannot find a hospital for my needs nearby. It takes a lot of going around in circles to find one, to be honest.

ANS 2: Yeah, sometimes. I would check the prices later on and find out that a diagnostic lab 2 miles further ahead was doing the same test at a cheaper cost!

ANS 3: It's not hard to book a cab but the delay is unbearable, especially when I am in pain. And it is impossible to instantly find a taxi on the road.



Persona 2

<https://miro.com/app/board/uXjVP3eRePI=/>

Meet Arun Kumar

Arun Kumar is a 45 year old male living in Gurgaon, India. Arun was diagnosed with stage 1 lung cancer 2 years ago. He is married with two kids, one enrolled in college and one still finishing high school.

Employed as a teacher, Arun Kumar is looking for ways to continue teaching just as enthusiastically as he once did when he was healthy. He is a very friendly individual and would like to share his thoughts and experiences with others going through a similar situation in hopes of inspiring and encouraging them.

key points in the interview

QUES 1: How easy was it for you to decide which doctor to go to?

ANS 1: It took quite a bit of research to be frank. The process was pretty overwhelming, weighing each doctor's expertise as per my needs.

QUES 2: What are the factors that came into play whilst deciding your doctor?

ANS 2: Various factors like ratings, cost, patients' feedbacks and distance from my accommodation played a huge role in making this decision.

QUES 3: Do you face any difficulties in travelling to your appointments?

ANS 3: It's easy to book a cab, but the delay is often very frustrating. And it is hardly possible to find a taxi/auto on the road when you need one.



Goals

Leading a long and healthy life
To get well and feel normal again
Speedy recovery
Continue teaching students for as long as he can

Needs

Medical attention on time
Proper care, diet and assistance
Emotional support from family and friends
Healthy eating options

Motivations

Family
Volunteering
Health and happiness
New connections
Inspiring others

Interests

Reading Books
Looking at art
Watching Sports
Travelling
Listening to 90s hits

Expectations

Comparing doctors and booking appointments
Helping him compare prices of various checkups he might need at different places
Providing ambulance services on time in emergencies

Barriers & Frustrations

Lack of resources
Unable to find people with similar struggles and form new connections
Unavailability of ambulance or cabs when required



Persona 3

<https://miro.com/app/board/uXjVP3e8Ap0=/>

dreamstime



Meet Harsh Pandey

Harsh, 68, is a resident of Delhi NCR, India. He stays with his loving wife, with their marriage almost touching 40 years. He has 2 children, one son and one daughter, both married and having children of their own.

He is a retired software engineer from a Multinational Corporation. He spends majority of his time at home with his wife but meets up with his pals every once in a while for recreational activites.



Key points in the interview

QUES 1: How often do you face difficulties in finding clinics near you?

ANS 1: Pretty much everytime I go for a checkup. Finding doctors for your needs is a task of its own which can cause issues during an emergency.

QUES 2: Do you feel like you end up paying more than you should for these clinic visits?

ANS 2: Quite frequently actually. I go to the clinics knowing they charge more than required but not going is not an option either since I am unaware of other possibilities.

QUES 3: Do you face any difficulties in travelling to the said clinic?

ANS 3: No, I drive my own car to the clinic. Although transport is not a problem, being indecisive about your destination delays the process anyway.

Goals
Aims to lead a healthy life and set an example for his children and grandchildren alike
Wants to buy a house somewhere quiet and live in solitude with his wife.

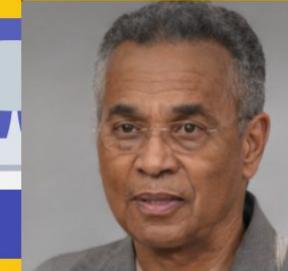
Interests
Golf
Films and TV
Reading autobiographies
Painting
Nature walks

Expectations
Comparing costs of different tests at various clinics in his area
Reducing decision-making time for quick action
Ambulance services readily available

Needs
Frequent medical checkups
To be served a nutritious diet
Follow an ideal daily routine
Medicines delivered on time

Motivations
"Health is Wealth"
Family
Spiritual peace
Happiness

Barriers & Frustrations
The hassle of searching for the ideal clinic to go to for a checkup
High cost of checkups at certain clinics
Unavailability of ambulance services during an emergency



Persona 4

<https://miro.com/app/board/uXjVP3cASs=/>

Meet Randy Patel

Randy is a 2 year old who lives with his parents in Chandni Chowk, Delhi.

Randy spends majority of his time at home playing with his toys and crawling around the house. One can often find him crying and spilling his milk everywhere.



Goals
To have fun daily and learn some new habits
Randy's parents would like him to stay healthy and happy.

Needs
All the medical tests and vaccines that an infant needs to take.
Regular checkups

Motivations
Getting new toys and candies
Naps and cuddles

Interests
Watching cartoons, biting teether and throwing toys everywhere
Playing in his mother's lap

Expectations
An app that can provide Randy's parents details of a medical clinic which performs tests for infants at lowest cost with best sanitization.

Barriers & Frustrations
Randy's parents face a lot of issue in finding a well sanitised and nicely maintained clinic with affordable costs for Randy's tests.

Key points in the interview

QUES 1: How often do you face difficulties in finding clinics near you?

ANS 1: As Randy's parents, we always face issues in finding the right vaccination centres with sanitisation for Randy, and most well maintained clinics are way too expensive.

QUES 2: Do you feel like you end up paying more than you should for these clinic visits?

ANS 2: Yes. Often we go to the clinics knowing they charge more than required but Randy's health is of utmost importance so we go anyway, but knowing better alternates.

QUES 3: Do you face any difficulties in travelling to the said clinic?

ANS 3: No. As Randy's parents we do not face difficulties while travelling to clinics and hospitals as we drive our own car.

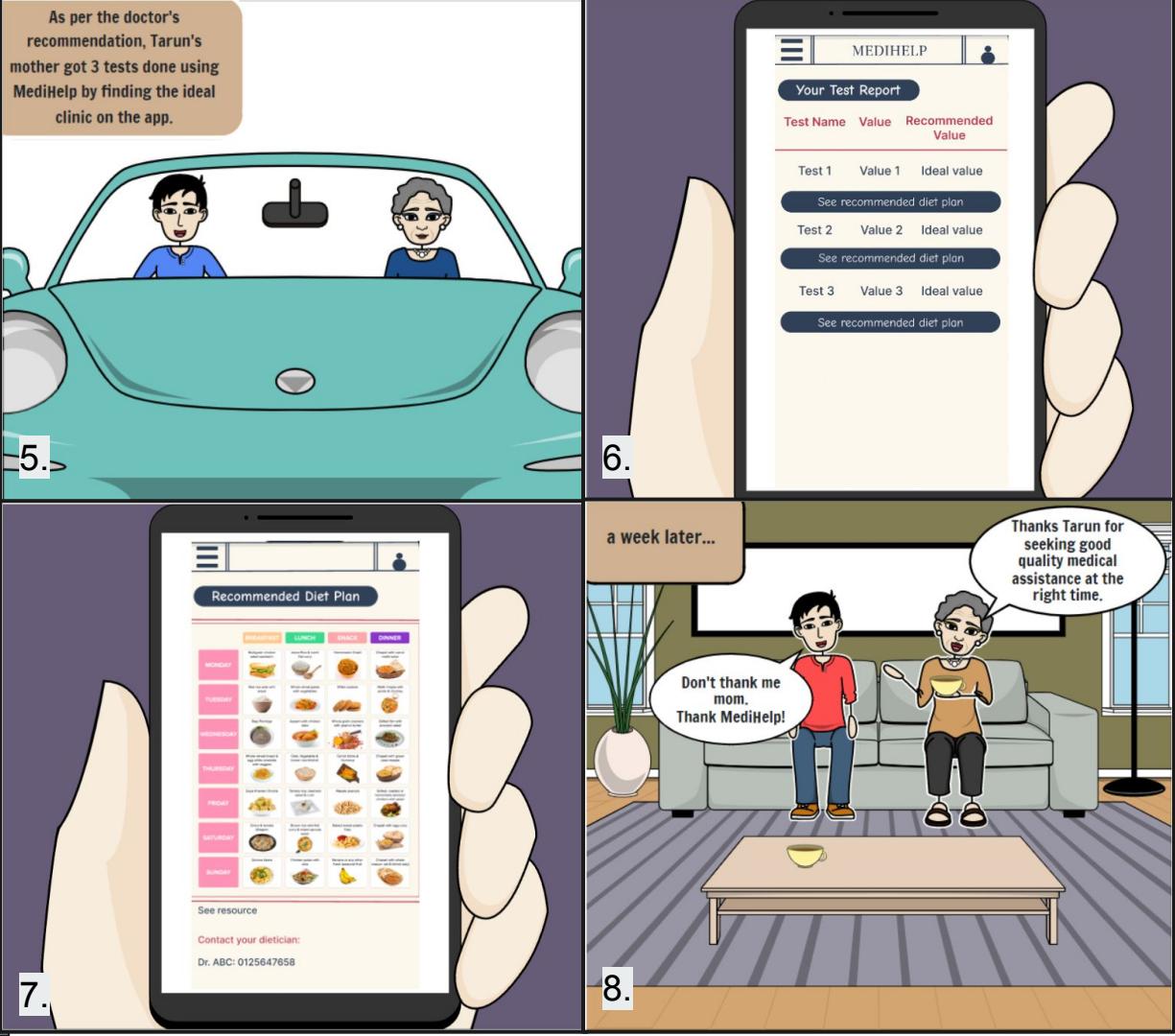


Storyboard

https://docs.google.com/document/d/1DA-bgaRH5qpSqZ_AEAuXNQvcuV0zf06rRKbQxkOhmZE/edit?usp=sharing

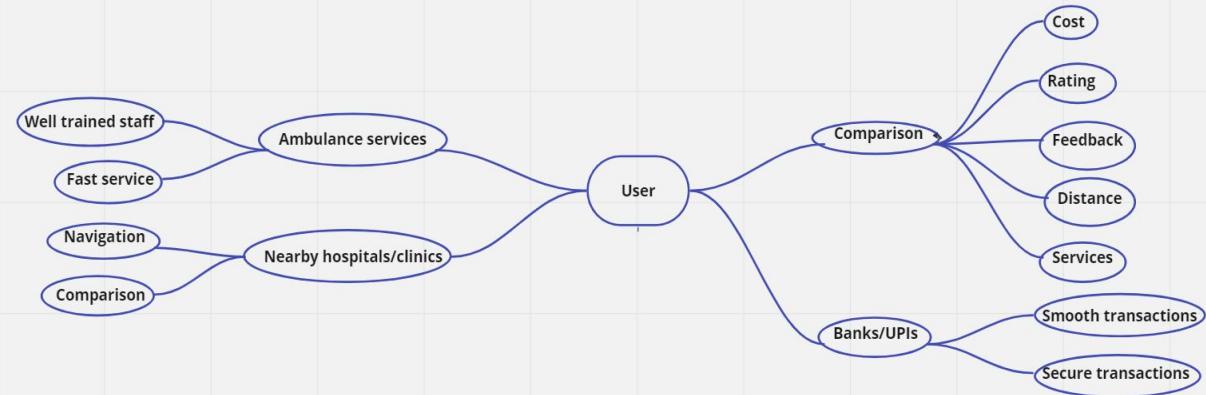


Storyboard



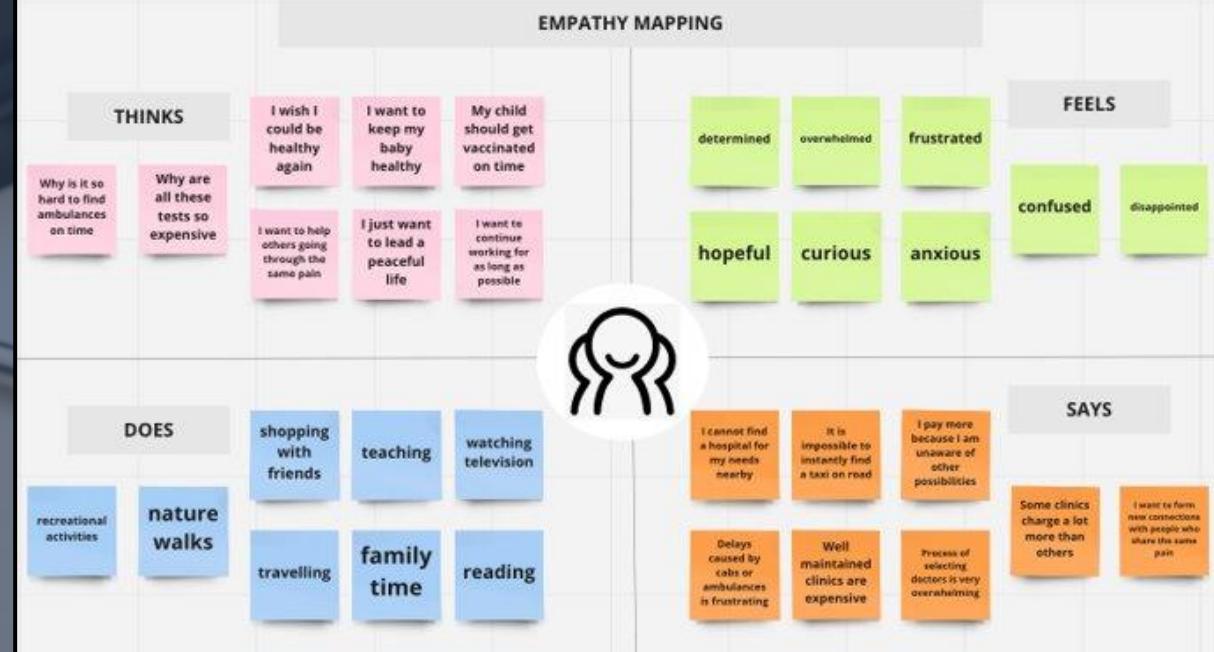
Mind Map

<https://miro.com/app/board/uXjVP3csgHM=/>



Empathy Mapping

https://miro.com/app/board/uXjVP-WfzPE=/?share_link_id=347531661758



Prototyping

A manifestation of a design that allows stakeholders to interact with it.

TYPES OF PROTOTYPES



LO-FI

- Uses a medium which is unlike the final medium, for example, paper or cardboard
- Is quick, cheap, and easily changed
- Eg.: Sketches of screens, task sequences etc.



MID-FI

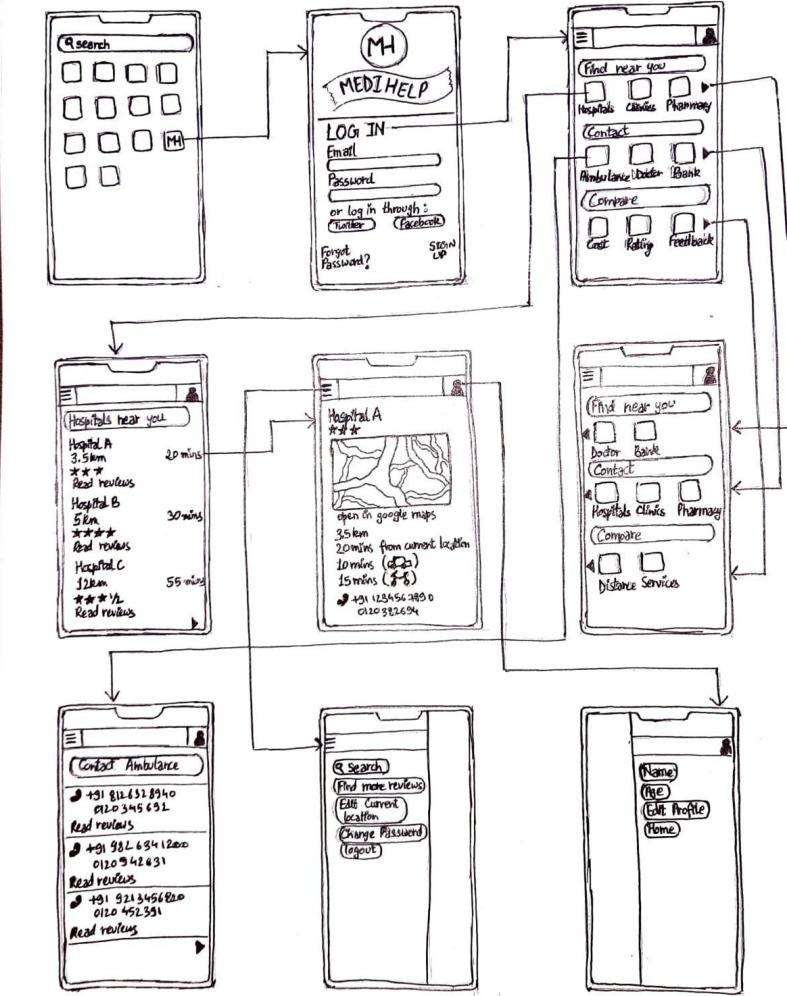
- Mid fidelity prototype provides vital interactions of the final solution. This means that the prototype can be used with users for testing purposes.



HI-FI

- Uses materials that you would expect to be in the final product
- The prototype looks more like the final system.
- They can be developed by integrating existing hardware and software components

Initial Lo-Fi





Lo-Fi Testing

- Attached is the link to the google form we created in order to conduct a survey on our Lo-Fi prototype in order to improve it as per user demands.

[https://docs.google.com/forms/d/e/1FAIpQLScV5w4qLOeBSIKlgWemYWjo2fli8N62kYyrmIh350lh23zHA/viewform
?usp=sf_link](https://docs.google.com/forms/d/e/1FAIpQLScV5w4qLOeBSIKlgWemYWjo2fli8N62kYyrmIh350lh23zHA/viewform?usp=sf_link)

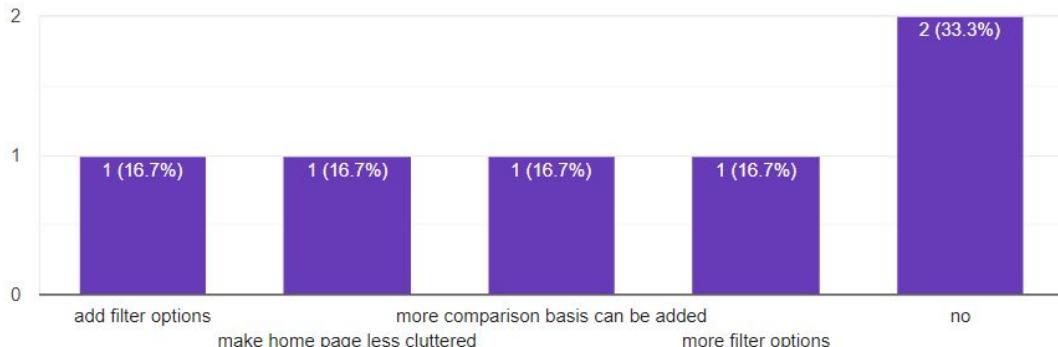
Responses

dreamstime

Q1) Is there any feature that must be added or subtracted from the prototype?

 Copy

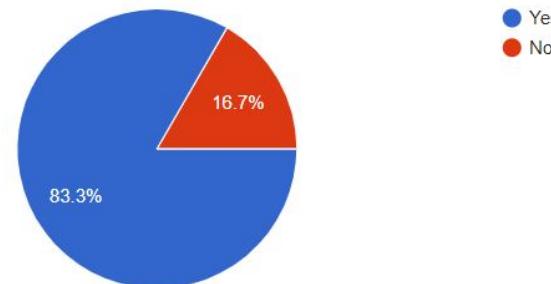
6 responses



Q2) Do you think this application will help you in finding better medical facilities at better prices or hospitals near you?

 Copy

6 responses

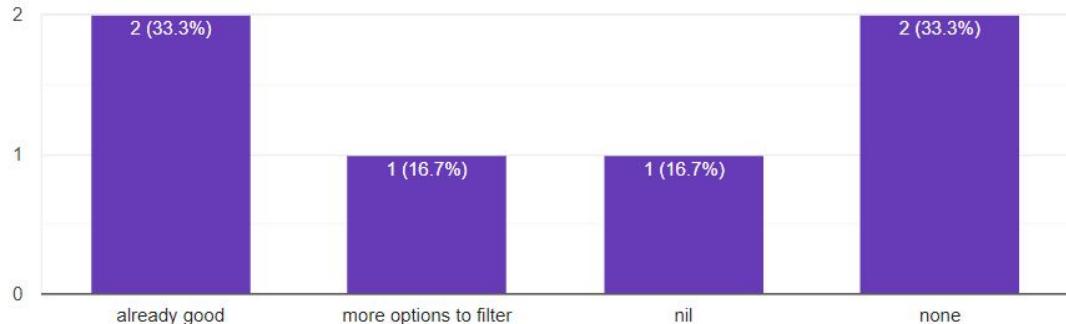


Responses

dreamstime

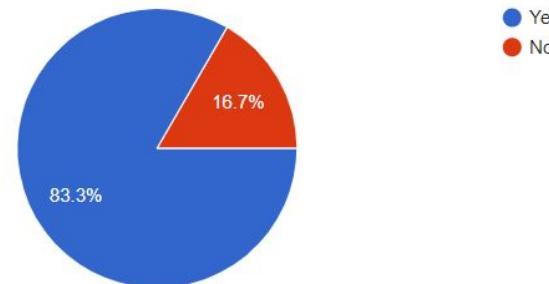
Q3) what additional functionalities would u like to have in this application for better experience?

6 responses



Q4) Is this project a good alternative for patients to choose better medical treatment in their locality?

6 responses



Copy

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Responses

Q5) Which features of this application are most helpful in your search for a medical facility?

6 responses

the find near you feature

loved the compare feature

all features are good

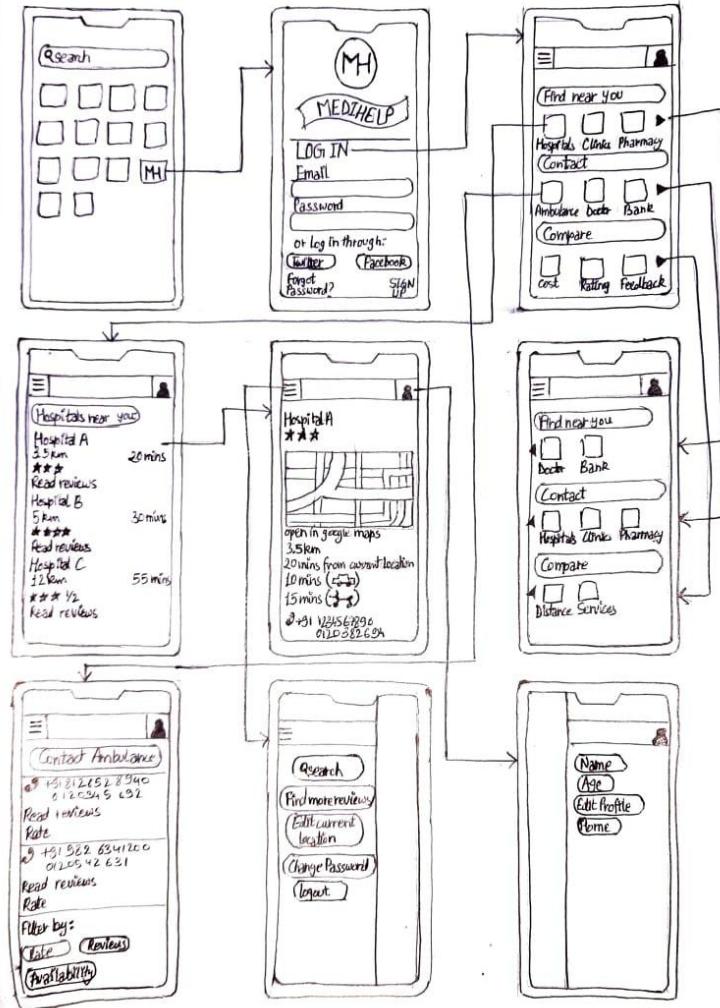
the app does not do much for me but find near you feature is very impressive

compare feature

find near you feature

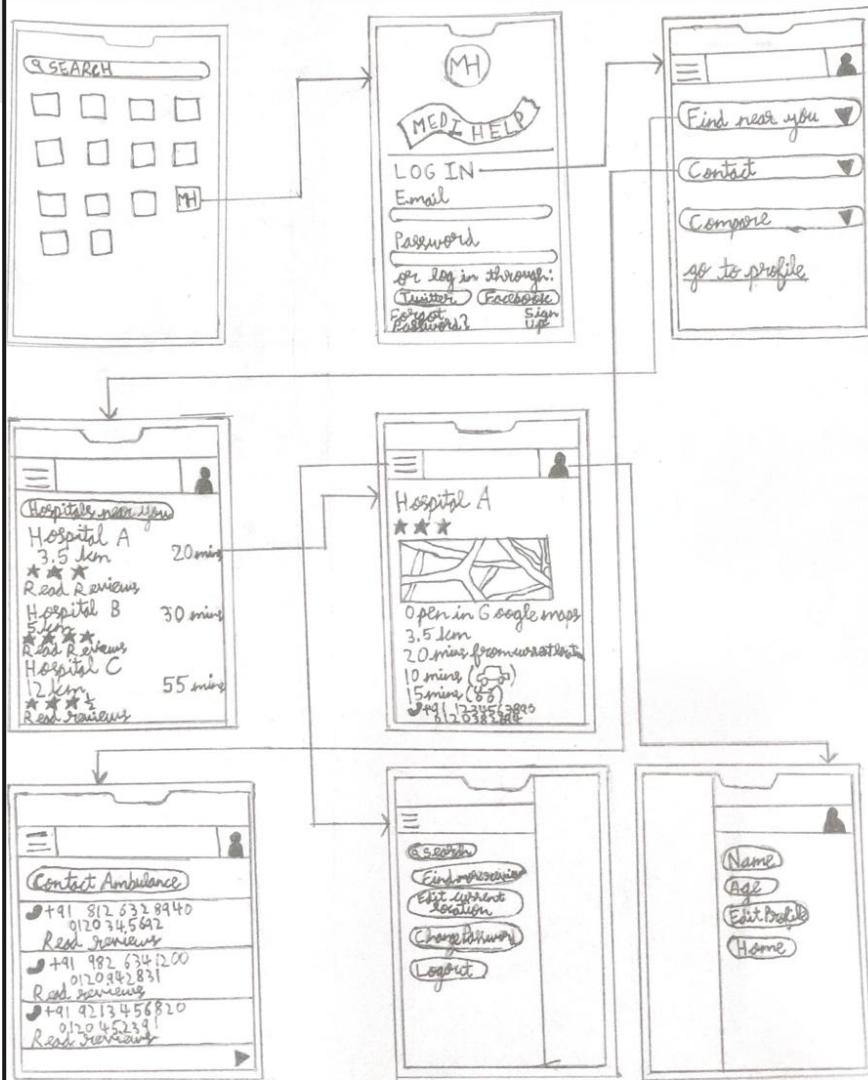
Alternate Lo-Fi Design 1

Screen 7: added methods for filtering through the options as per needs as well as option to view rates of the available ambulances



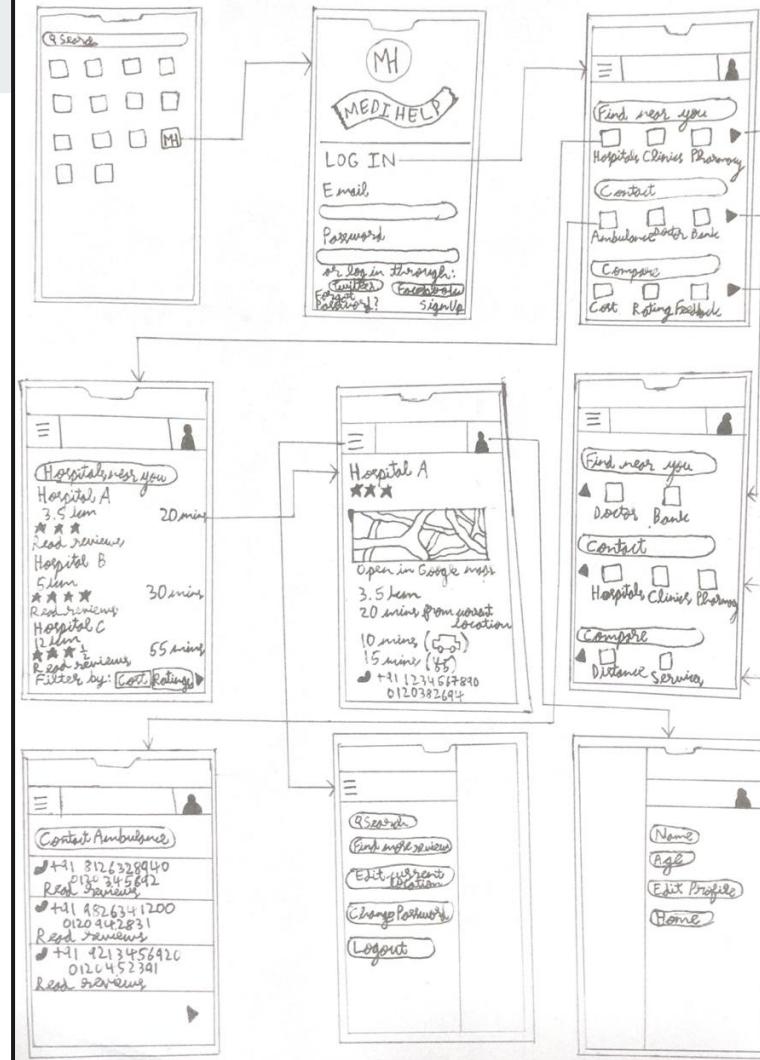
Alternate Lo-Fi Design 2

Screen 3: decluttered the home screen by adding drop down menus

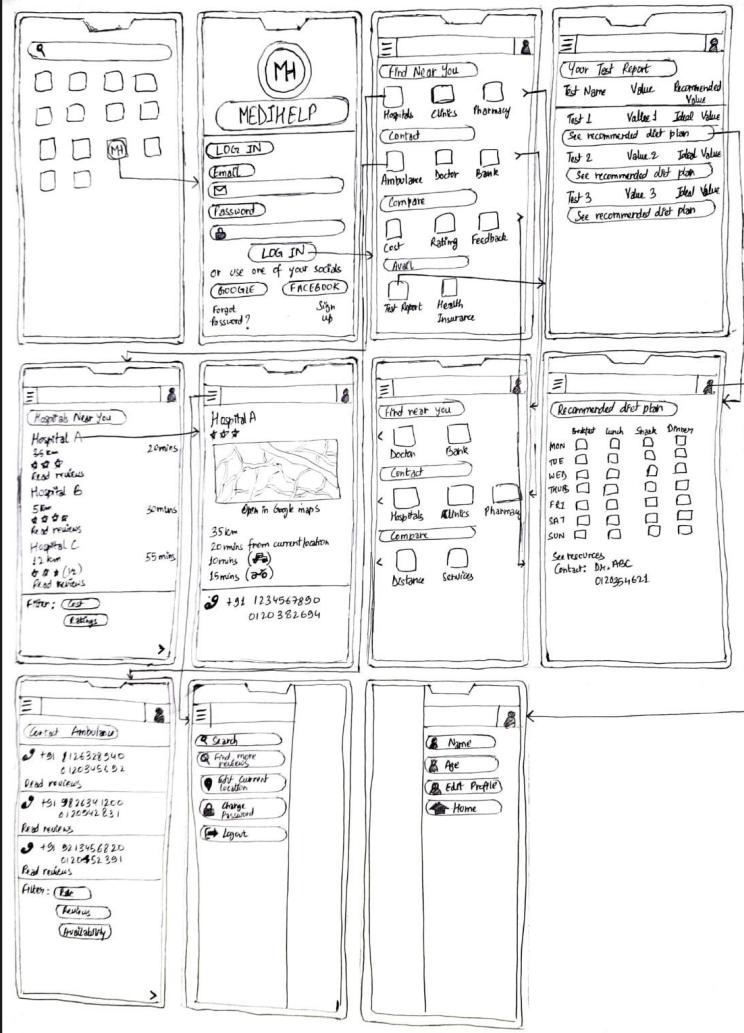


Alternate Lo-Fi Design 3

Screen 4: added methods for filtering through the options as per need



Final Lo-Fi



Logo and Brand Identity

dreamstime



Initial Logo



Final Logo

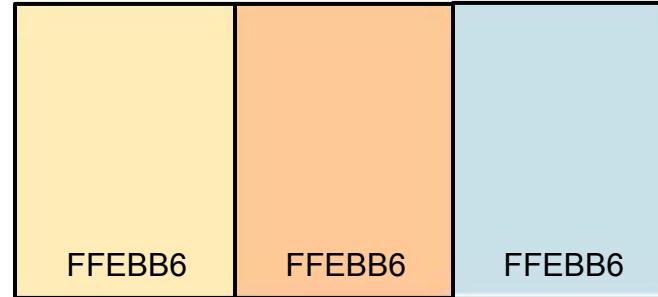
- We decided to call our app "MediHelp" since we are trying to help people with their medical related issues to ensure ease in their lives.
- Our logo consists of the letters "M" and "H", with "M" and "H" having a common arm. The leaves signify healing and thus we decided to add them to assure people that we would help them through hard times and that they will recover from their illness by getting the best medical support that they can.

Colour Scheme of App

dreamstime

LOG-IN/SIGN-UP PAGE:

The background of the log-in/sign-up page is a gradient of the colors FFEBB6, FFC897 and C8E0E8.



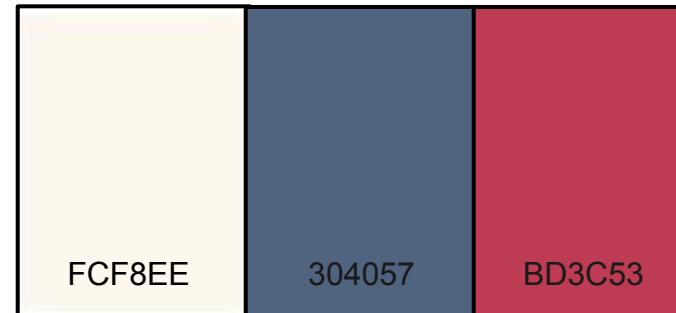
The buttons on the log-in/sign-up page are either 304057 or D9D9D9.

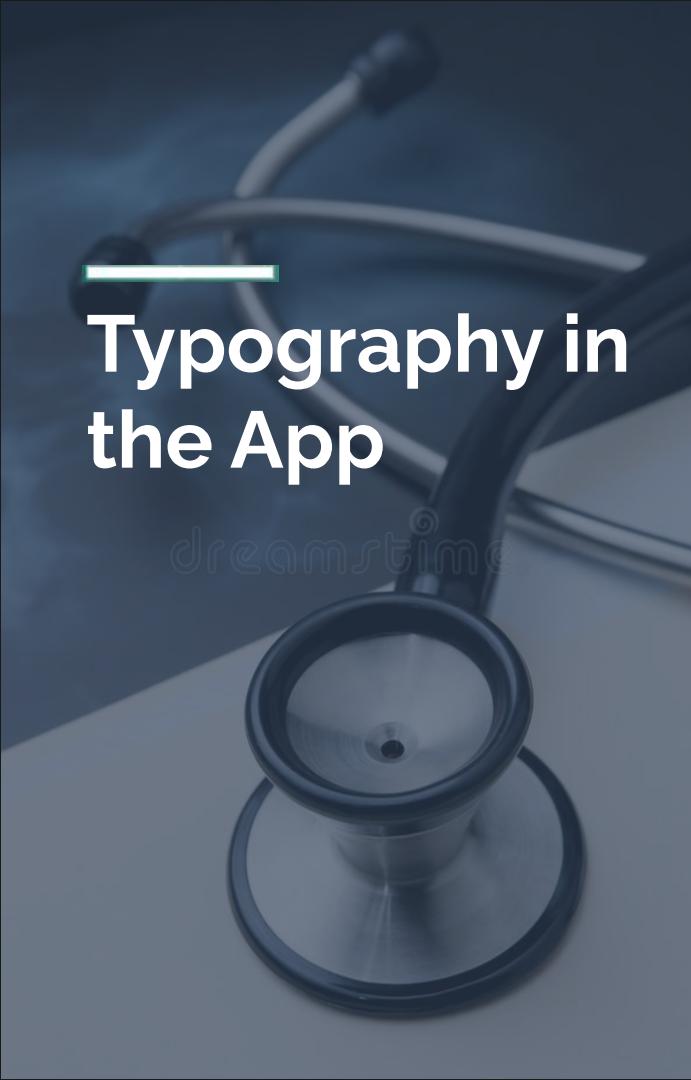


Colour Scheme of App

OTHER SCREENS:

The background of rest of the app is FCF8EE which is a light shade making it easier for all users (including senior citizens) to navigate across the app with ease. The headers/titles/buttons on the app is 304057. BD3C53 is also used in some places in the app.





Typography in the App

On the login/sign-up page, the word ‘MEDIHELP’ has been written in the font ‘Frank Ruhl Libre’.

Frank Ruhl Libre

Moreover, the font ‘Comic Neue’ has been used significantly in the app’s headers/titles/buttons.

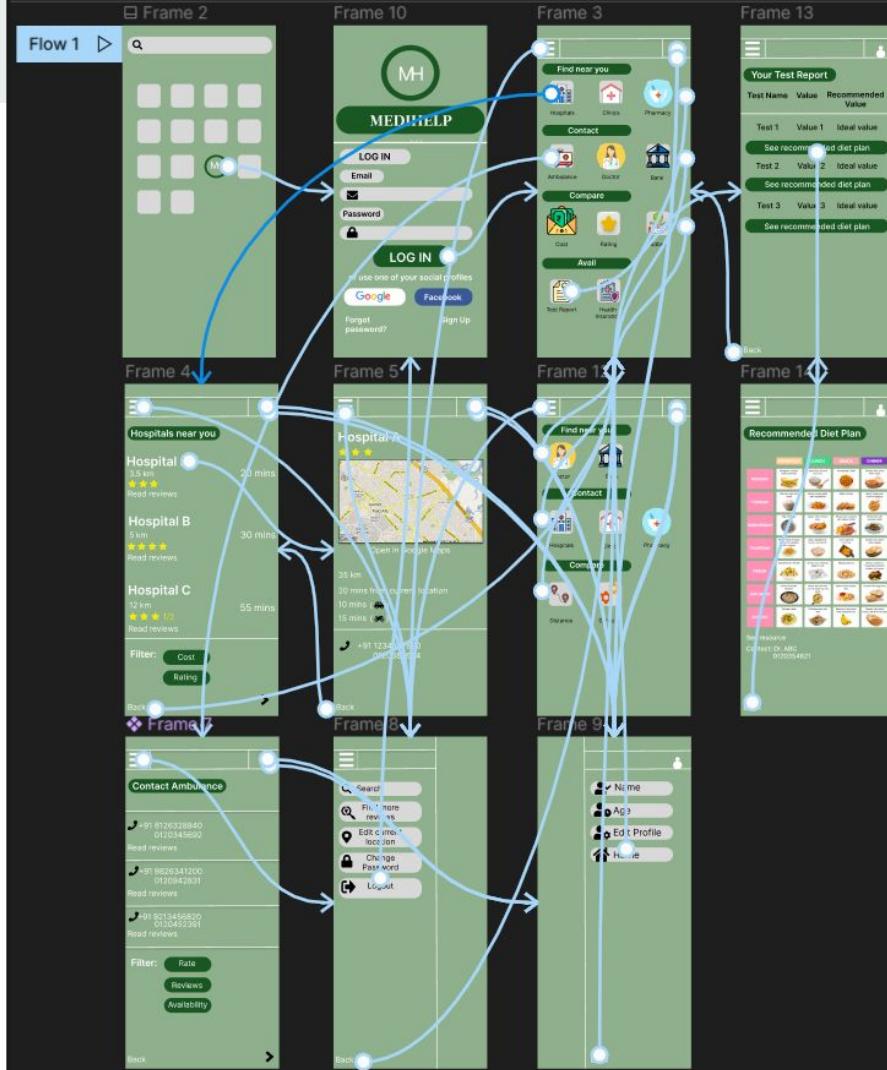
ComicNeue

Other details in the app have been written in the font ‘Inter’.

Inter

Initial Hi-Fi

<https://www.figma.com/proto/zJABIT0zWr4mQoXiYpxRRJ/IHCI-Mid-fi-Group-6-Project-2?node-id=102%3A5&scaling=scale-down&page-id=0%3A1&starting-point-node-id=102%3A5>





Hi-Fi Testing

User evaluation of the Hi-Fi prototype was done through taking surveys and feedbacks using google form (link attached below).

https://docs.google.com/forms/d/e/1FAIpQLSfcmAJBaZTj2_QE4QI6Le4cjy8scBWncmNNd9-EUiK9QFlvlw/viewform?usp=sf_link

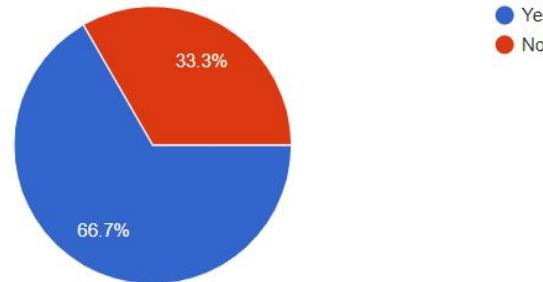
Responses

dreamstime

Is the Log In page visually appealing?

9 responses

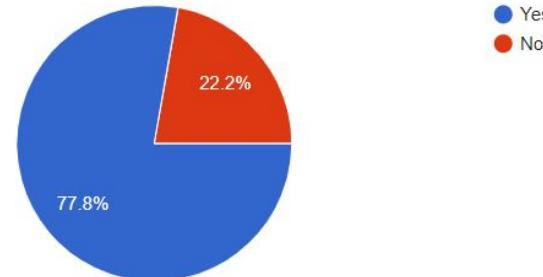
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Is the Home page convenient and visually appealing?

9 responses

 Copy

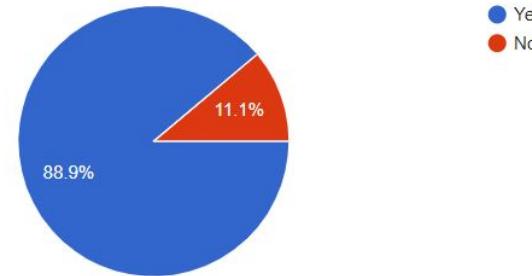


Responses

dreamstime

Tapping on Hospitals under Find Near You will lead to this page, is it convenient for the user:

9 responses

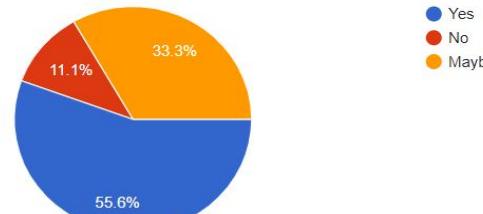


Copy

Do you find our app easy to use?(use the given URL:

<https://www.figma.com/proto/zJABIT0zWr4mQoXiYpxRRJ/IHCI-Mid-fi-Group-6-Project-2?node-id=102%3A126&scaling=scale-down&page-id=0%3A1&starting-point-node-id=102%3A5> to open app prototype)

9 responses



Copy

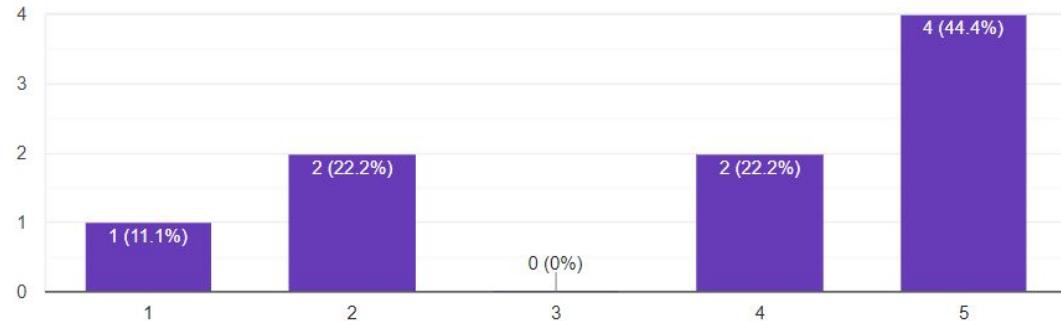
Responses

dreamstime

How good is the colour scheme of the app?

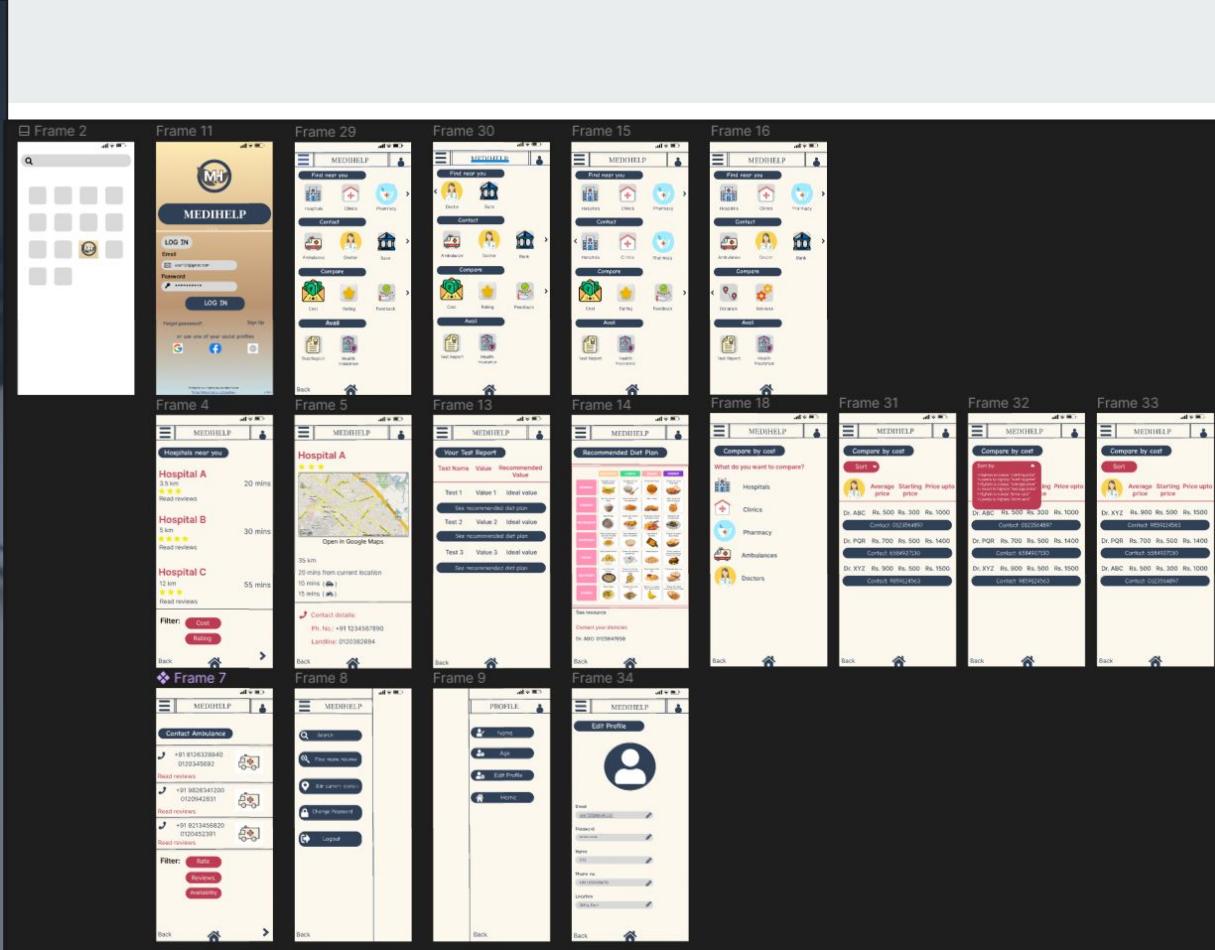
9 responses

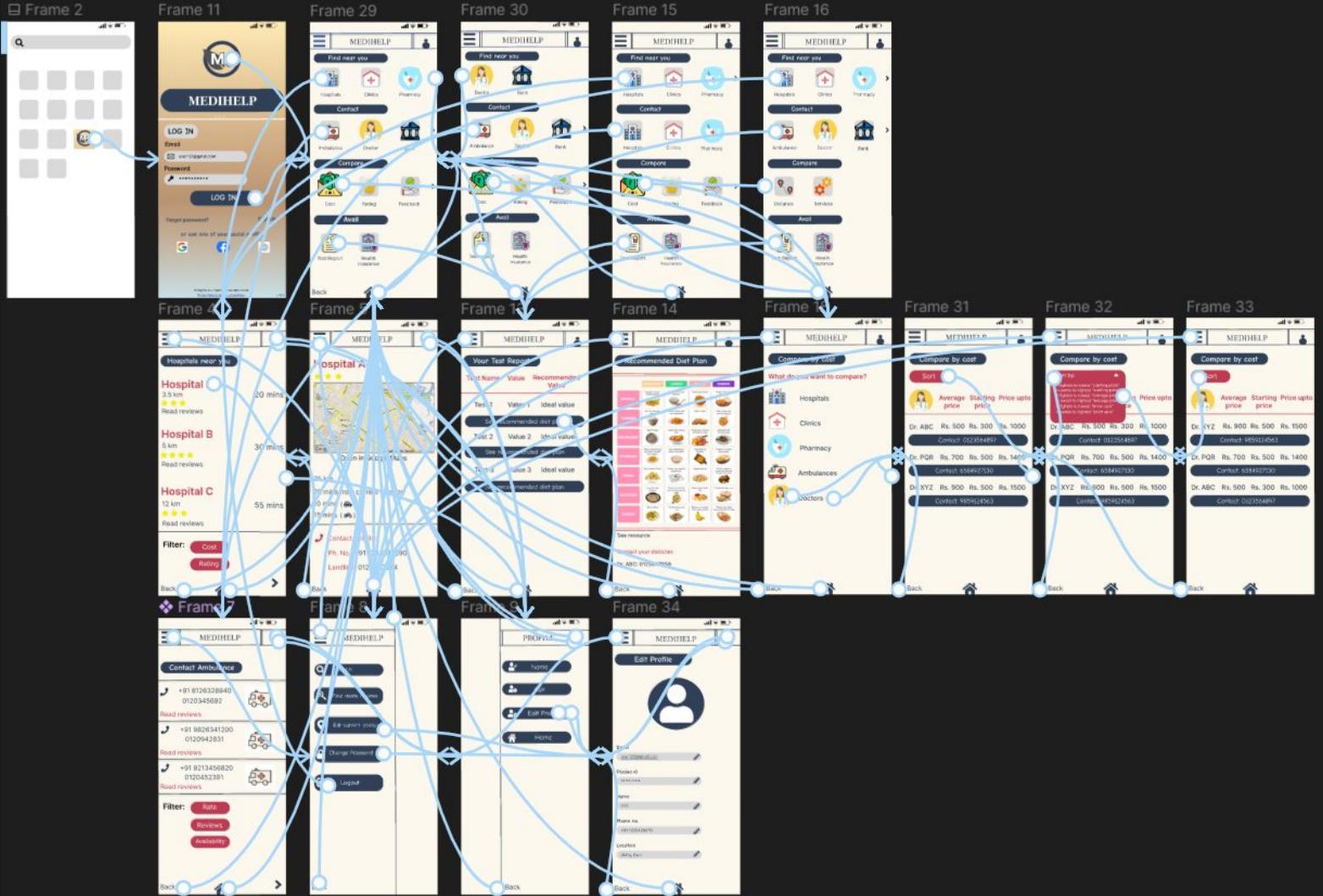
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Final Hi-Fi

<https://www.figma.com/proto/zJABIT0zWr4mQoXiYpxRRJ/IHCl-Mid-fi-Group-6-Project-2?node-id=259%3A104&scaling=scale-down&page-id=0%3A1&starting-point-node-id=102%3A5>





User Testing and Evaluation

User evaluation of the Hi-Fi prototype was done by taking surveys and feedback. A google form for the same was circulated.

https://docs.google.com/forms/d/e/1FAIpQLSdSaoQeICnRV0FbNsJTBdyb0dfaeiq8L_ImfHSphUpixwWfVA/viewform?usp=sf_link



User Testing

Hi-Fidelity Prototype Of MediHelp

Hello, we have created a prototype version of our app's interface. We require your valuable feedback to improve our design. Our app aims to make it easy for people to locate nearby clinics quickly with full details of their expenses.



riya22410@iitd.ac.in (not shared) [Switch account](#)



[Next](#)

[Clear form](#)

Link given below to access applications prototype:

[https://www.figma.com/file/zJABIT0zWr4mQoXiYpxRRJ/IHCI-Mid-fi-Group-6-Project-2?
node-id=0%3A1&t=yrqkYA4BVhQGps9y-0](https://www.figma.com/file/zJABIT0zWr4mQoXiYpxRRJ/IHCI-Mid-fi-Group-6-Project-2?node-id=0%3A1&t=yrqkYA4BVhQGps9y-0)

User Testing

dreamstime

Is the Log In page visually appealing? *



Yes

No

Is the Home page convenient and visually appealing? *



Yes

No

User Testing

dreamstime

Tapping on Hospitals under Find Near You will lead to this page, is it convenient for the user:



- Yes
 No

Do you find our app easy to use? *

- Yes
 No
 Maybe

How good is the colour scheme of the app? *

1 2 3 4 5

Very poor Excellent

Do you like the font used for the app? *

- Yes
 No

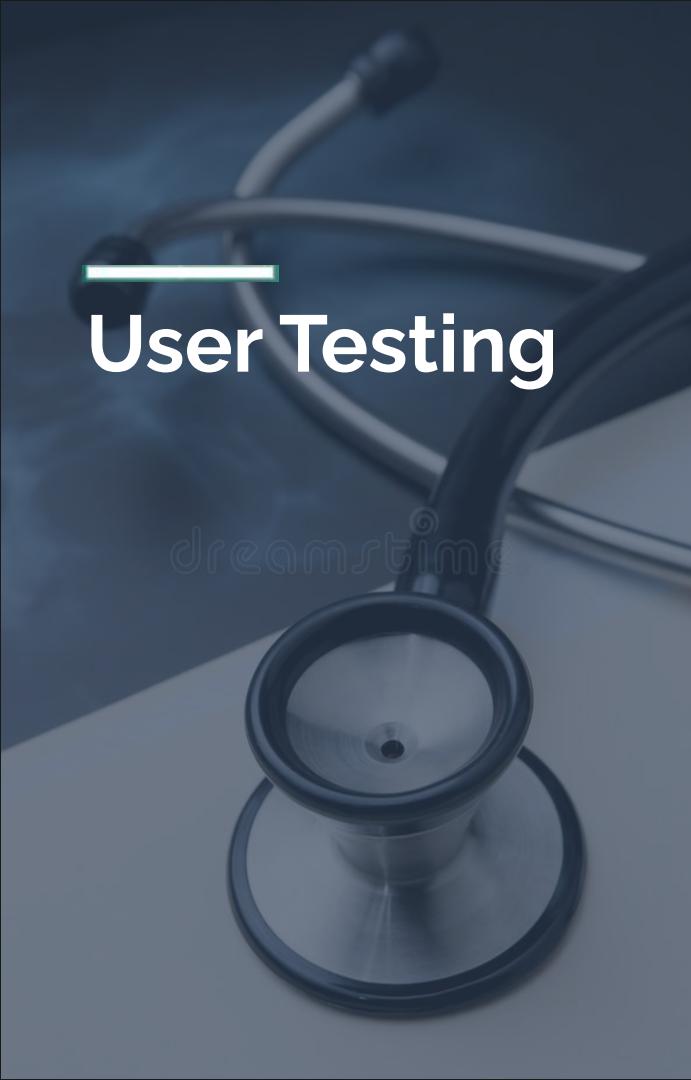
Rate the overall interface of the app. *

1 2 3 4 5

Very poor Excellent

Do you think the app covers the aspects that you were expecting? *

- Yes
 No



User Testing

Rate the overall interface of the app. *

1 2 3 4 5

Very poor Excellent

Do you think the app covers the aspects that you were expecting? *

- Yes
 No

What did you find viable in this app ?

Your answer

How would you rate the UI and UX of our app? *

1 2 3 4 5

What additional functionalities would you like to have in this application for better experience?

Your answer

Back

Submit

Clear form

Evaluation

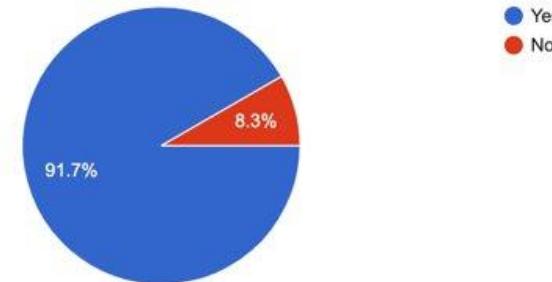
dreamstime

Link given below to access applications prototype:

Is the Log In page visually appealing?

12 responses

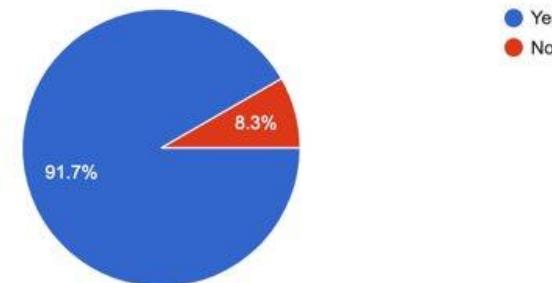
Copy



Is the Home page convenient and visually appealing?

12 responses

Copy



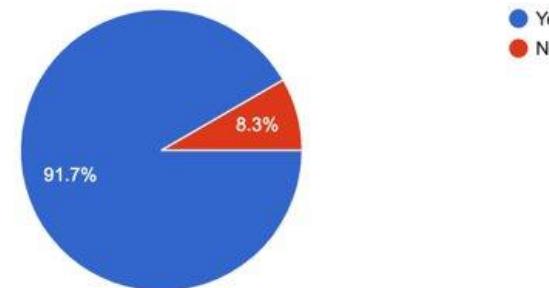
Evaluation

dreamstime

Tapping on Hospitals under Find Near You will lead to this page, is it convenient for the user:

12 responses

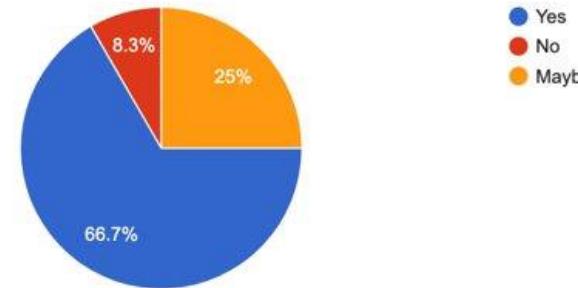
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Do you find our app easy to use?

12 responses

 Copy



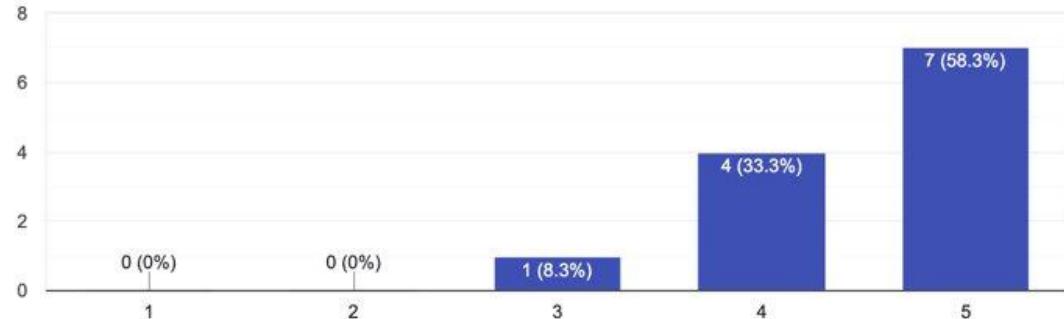
Evaluation

dreamstime

How good is the colour scheme of the app?

 Copy

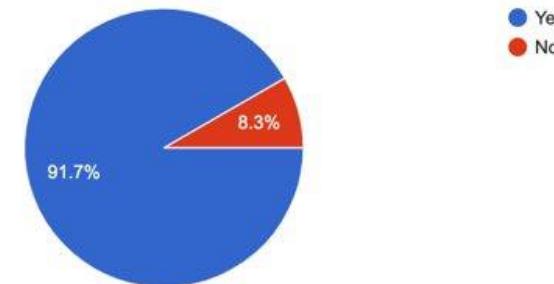
12 responses



Do you like the font used for the app?

 Copy

12 responses

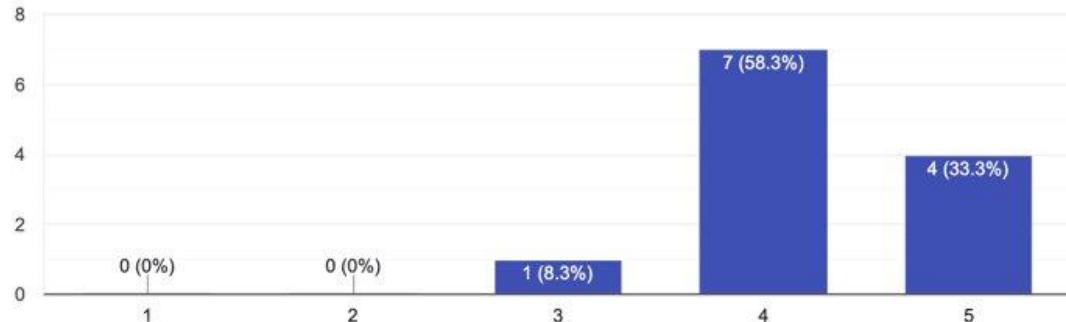


Evaluation

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Rate the overall interface of the app.

12 responses

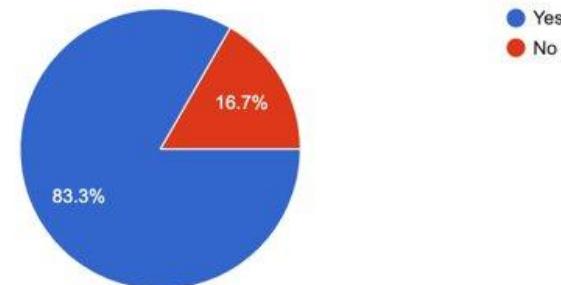


dreamstime

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Do you think the app covers the aspects that you were expecting?

12 responses



Evaluation

dreamstime

What did you find viable in this app ?

5 responses

Comparing hospitals on the basis of multiple categories

Good features, easy to use

Good app

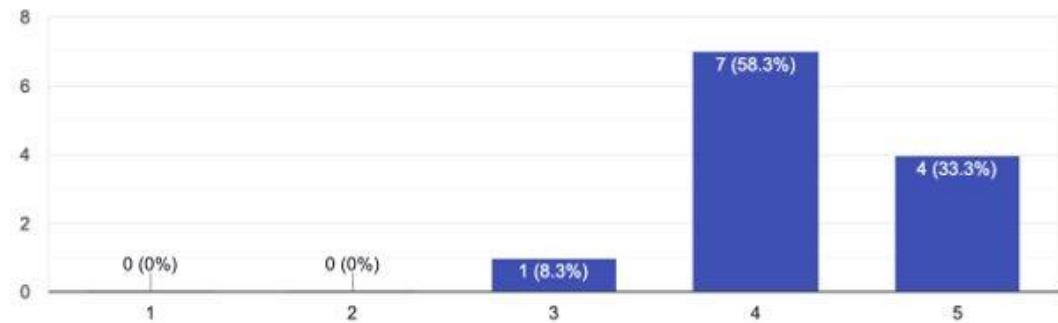
Covers all possible aspects in app

The user-friendly interface makes the app more appealing overall.

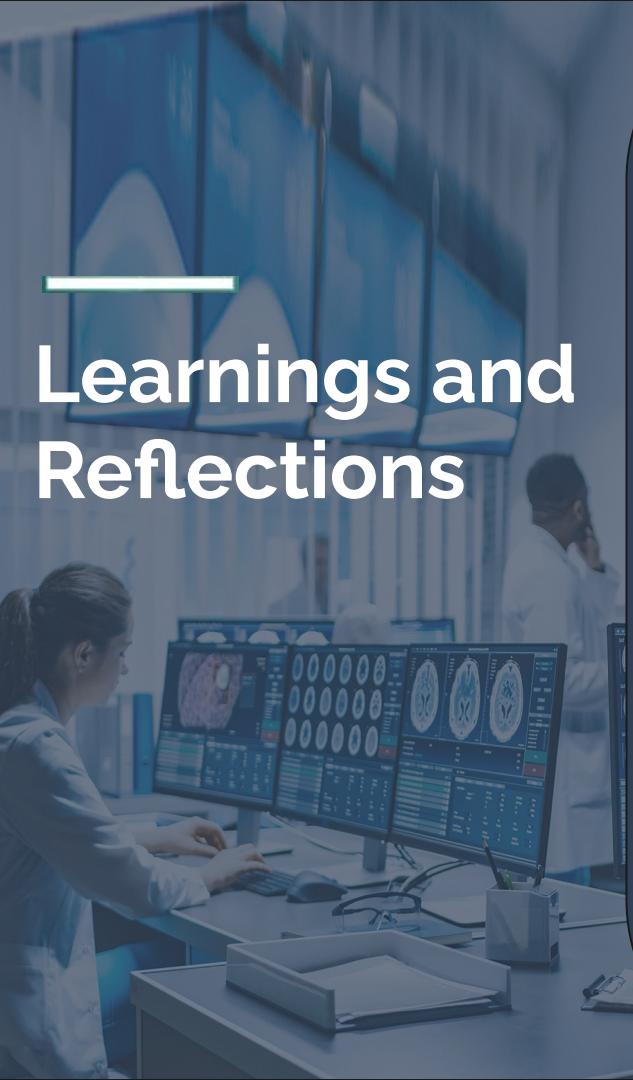
How would you rate the UI and UX of our app?

12 responses

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Learnings and Reflections



Learning and reflections:

The following are the things we learned this semester:

- 1)Using applications like Figma and miro
- 2)Making lo-fi and hi-fi prototypes of an app
- 3)Learn about good design and bad design
- 4)Learn Data Analysis, Interpretation, and Presentation
- 5)Learn about Conceptualizing design
- 6)Learn about INTERFACES

The problems we faced and solutions we made to fix the problems are as follows:

Initially, we circulated a google form asking for users' feedback about hi-fi. Most users suggested changing the app's colour scheme as it did not look as visually appealing. Hence, in the final hi-fi, we changed the colour scheme and the app's logo and also added additional features like 'Edit profile', 'Sort', 'Compare' etc. We then re-circulated the google form, after which the users were satisfied and happy with the overall UI, UX, and performance of the app.