



DATA ANALYSIS





QUALITATIVE ANALYSIS OF INTERVIEWS

1. TYPE OF DISEASE

Our aim here is to categorise potential users based on the type of disease they are suffering from.



SHANTI	KARUN	SOURABH	RITWIK	SWYAM
Chronic disease	Chronic disease	Acute disease	Acute disease	Chronic disease
(Asthma)	(Ulcerative Colitis)	(Stress-related mental problems and reduced bone density)	(Tuberculosis)	(Diabetes)



2. MODES OF TREATMENT

Here we are analysing the different modes of treatments that interviewees prefer.

SHANTI

Allopathic

She is ready to switch to Ayurveda if provided an in-the-budget option.

KARUN

Ayurvedic and Homeopathic

He has reduced the intake of Allopathic medicines due to side effects

SOURABH

Allopathic

The intake of allopathic medicines has led to significant side-effects but he is not able to discover alternative solution and has rely on it.

RITWIK

Allopathic

He still believes that Allopathic medicines provide relief quickly and there is no cure for Tuberculosis in Ayurveda/Homeopathy

SWYAM

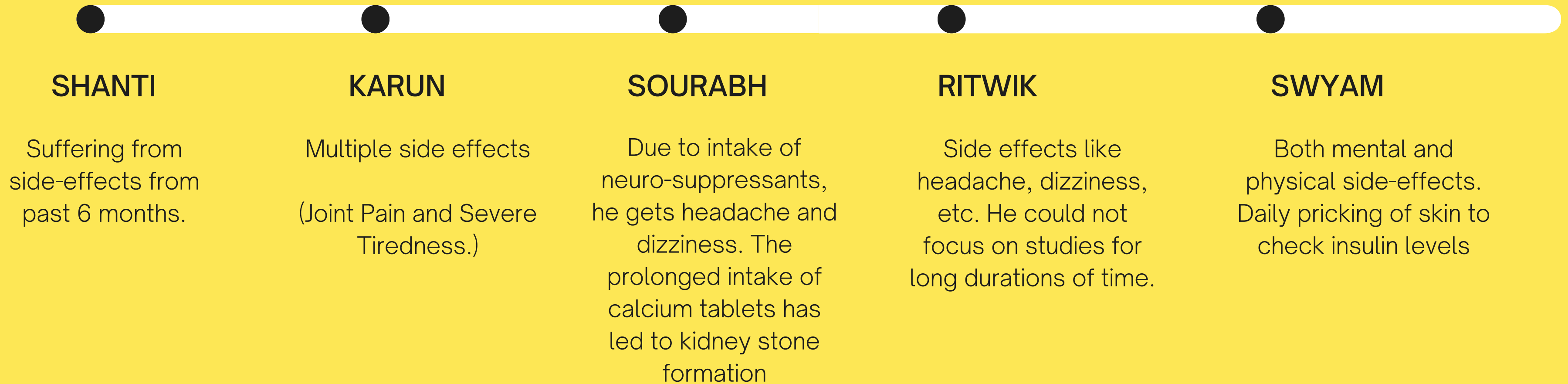
Allopathic

He says that since there is no treatment for diabetes solely on ayurveda,he will continue allopathy but would prefer ayurveda side by side for other reliefs.



3. SIDE EFFECTS OF MEDICATION

Our aim here is to categorise potential users based on the type of side effects they are having.



4. COMMUNITY

Here we analyse whether interviewees want a community of relatable people or not.


SHANTI	KARUN	SOURABH	RITWIK	SWYAM
She does not prefer discussing her problem in a community. She would love to have advice from an acquaintance.	His wife is interested in being part of a community. She interacts with new people, takes advice from them. She even found a good Ayurvedic doctor by being part of a Facebook group.	He believes that a community forum will help to learn about other's experiences and benefit from them.	Not interested in being part of a community. He was so stressed at his treatment that he did not want to interact with new people.	He feels the community is not helpful since people only discuss problems with no plausible solution.



5. LIFESTYLE

Here we are analysing how a particular problem has affected an individual's lifestyle and whether they want to change it or not.

SHANTI	KARUN	SOURABH	RITWIK	SWYAM
<p>She remains a bit stressed because of the level of Asthma she's been suffering from along with the side-effects caused</p>	<p>He used to remain stressed and annoyed, due to which he had terrible flare-ups of UC, which led to blood loss. He wants to change his lifestyle but needs some external motivation. He started morning walks recently.</p>	<ul style="list-style-type: none">• He has a hectic schedule and suffers from sleep deprivation and consumes meals at odd- times.• He desires to have good sleep quality and eats meals at the right times.• He wishes to have a companion to involve in physical activity.	<p>He realised the importance of health after suffering from Tuberculosis. But it is difficult for him to change his lifestyle. He still leads a sedentary lifestyle, and he does not have time due to his studies.</p>	<p>He has to consume calculated amount of meals to keep track of glucose levels and has to take insulin shots at regular intervals.</p>



6. AWARENESS ABOUT AYURVEDA

Here we analyse how aware our potential users are about practices alternative to Allopathy.

SHANTI

Shanti is not much aware of Ayurveda and has been taking Allopathic medicines all her life. She suffers from multiple side effects now.

KARUN

He had complete knowledge about Ayurveda and Homeopathy. He has shifted his mode of treatment to Ayurveda. His wife got to know about the Ayurvedic medicine of UC through a community of people.

SOURABH

He is not aware about Ayurveda and wishes to have genuine information about his disease at one place.

RITWIK

He went to an Allopathic doctor because his father knew the doctor. He was not aware of whether Ayurveda could treat TB or not. Also, he did not trust Ayurveda.

SWYAM


He had explored many articles about Ayurveda and had decent knowledge about it. But he says that he had not seen any visible improvements in diabetes. Hence he lacks trust in it.



7. MOTIVATIONS

Here we analyse what motivates the interviewee to improve their health.

SHANTI	KARUN	SOURABH	RITWIK	SWYAM
Her motivation factor was her children and grandchildren. She has been suffering from Asthma since a very long time and is motivated to improve her health.	He said that his primary motivation was his family and friends. He wants to live a healthy and peaceful life.	He is motivated by community forums and wants someone to hold his hand and support him in his journey.	He was scared that he had severe disease. If he had encountered some motivational articles or videos, he would be mentally stable. Also, his family is his motivation.	He said that his motivation factor was his family. Initially, he got good support from his friends and doctor. He wished there could be some motivating tech; it should help him.



8. REMINDERS AND NOTIFICATIONS

Here we analyse whether interviewees forget to take medicines on time or not.
We also look at whether they would like to have reminders from the app.



SHANTI

She used to get reminders for her medicine from her family members only.
She said that if she could do it independently, she had not relied upon them.

KARUN

He forgets to take medicines sometimes, but it is not a big issue. So he would not like to use an app for reminders.

SOURABH

- He forgets medicine dosage and eats meals at improper times.
- He desires a reminder that reminds him about medicines and meal timings.

RITWIK

He had difficulty managing the medicine timings and dosage. He had to take five to six medicines daily, and he usually forgot to take medicines, so he would love to use an app that gives him reminders and notifications.

SWYAM

He told that he had a tough routine while managing different things in his school life. Initially, he used to forget a lot about his medicine.
Therefore he wished if he could earlier encounter any product which could remind him then it would have been great.

TOP INSIGHTS AND FINDINGS

People are not aware of Ayurveda. They do not trust Ayurveda for the treatment of chronic diseases.

People need motivation which is either their family or friends. They want to improve their health for them

People are so busy in their everyday life that they do not give time to health and fitness.

People realise the importance of health only after it starts deteriorating- need help in keeping health well at all times.

People do not rely on online information related to health issues. People want genuine information relating to diseases which is sorted and available at one place

People want reminders for medication and meal timings

Their response towards reward system in SHIFA App was greatly encouraging

There is a mix response of people regarding being part of a community. Some people want to be a part of the community but want to remain anonymous.

Wanted to become more independent and responsible over time-do not want to rely on others

Most of the Interviewee said that they would not like any paid membership service

Q1. Please provide your consent to utilize the data gathered through this form for educational and research purposes. Your personal details will remain confidential at all times.

QUANTATIVE ANALYSIS

Here we will analyse the responses from Google forms.

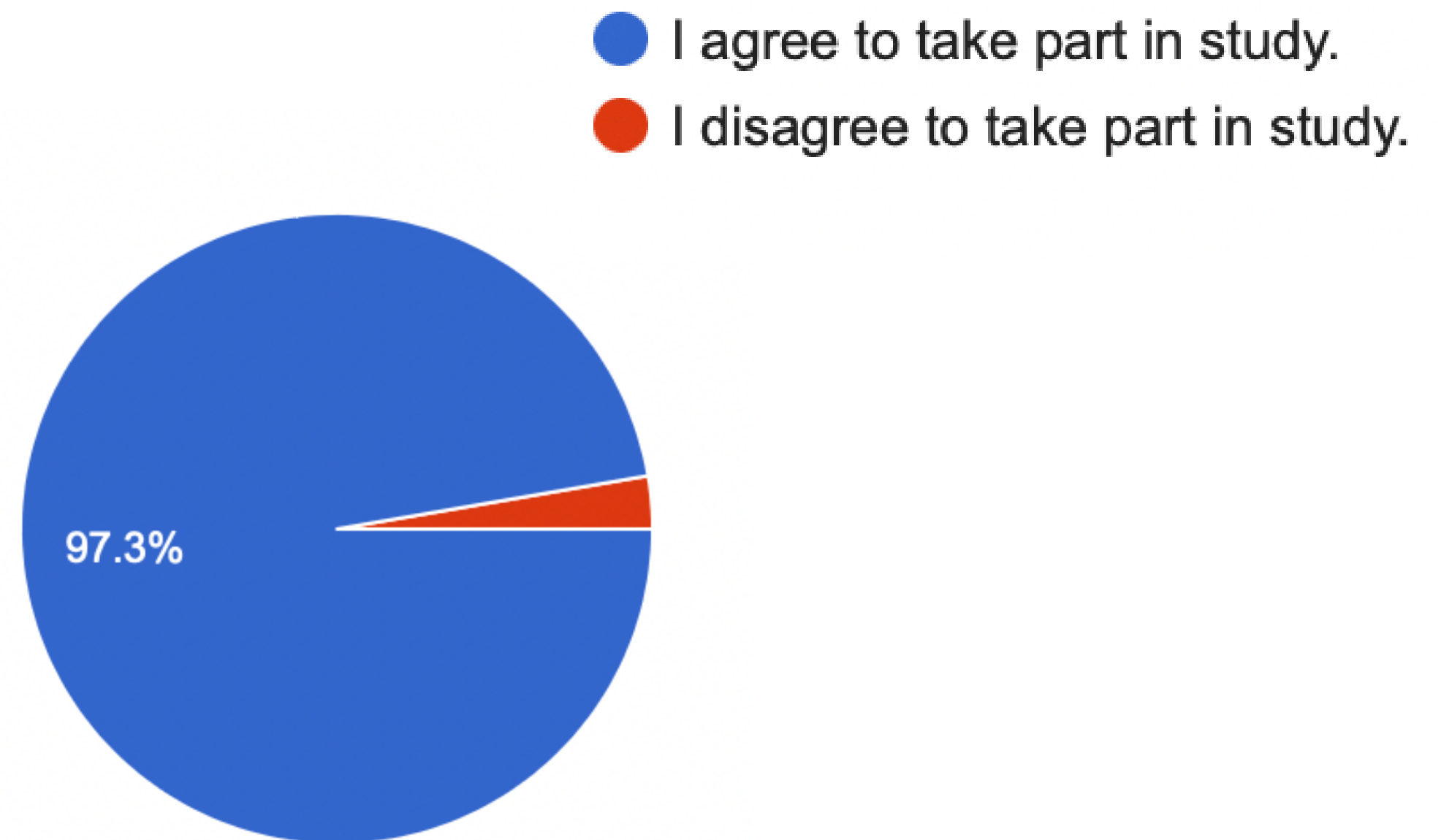
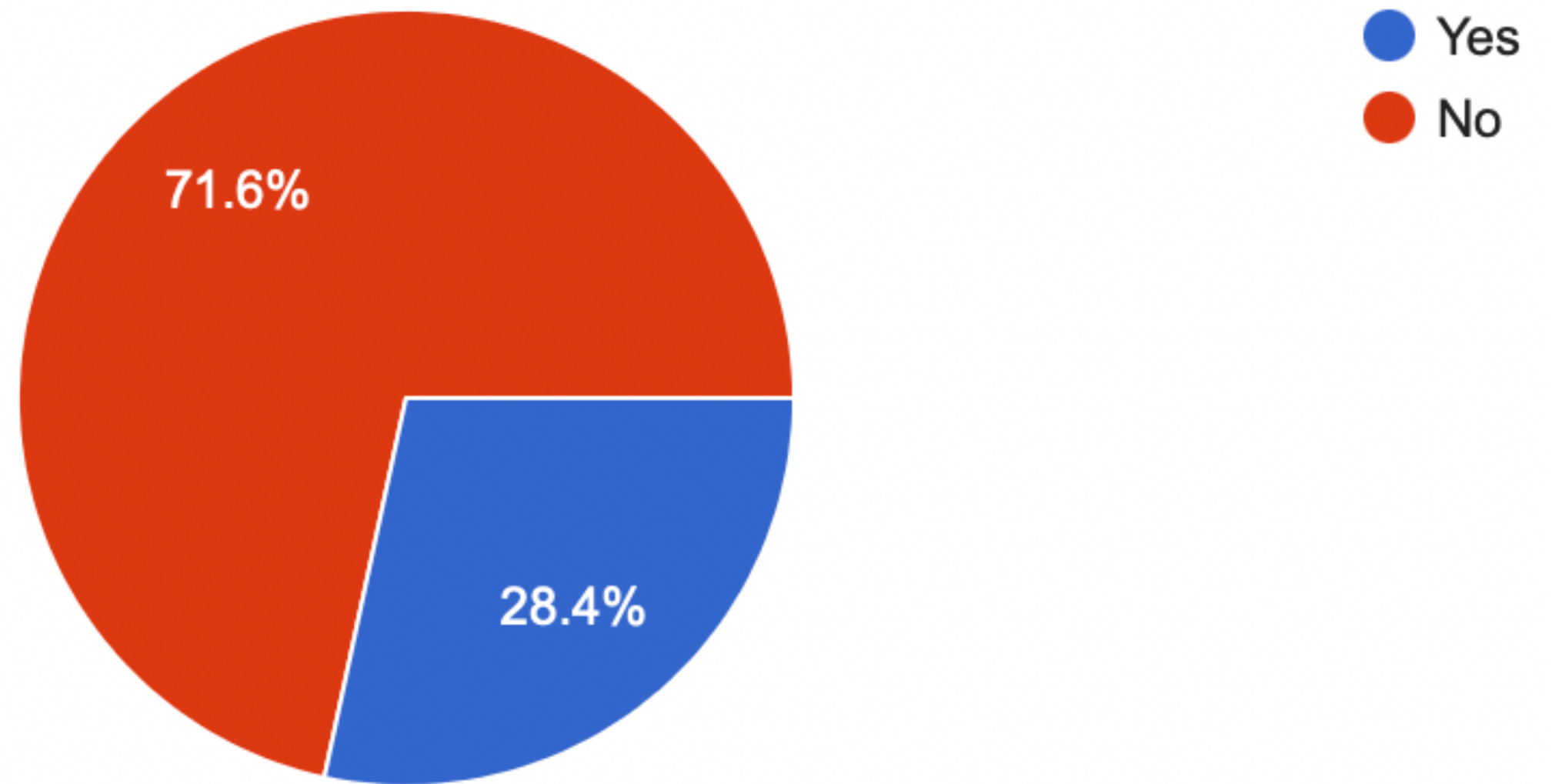


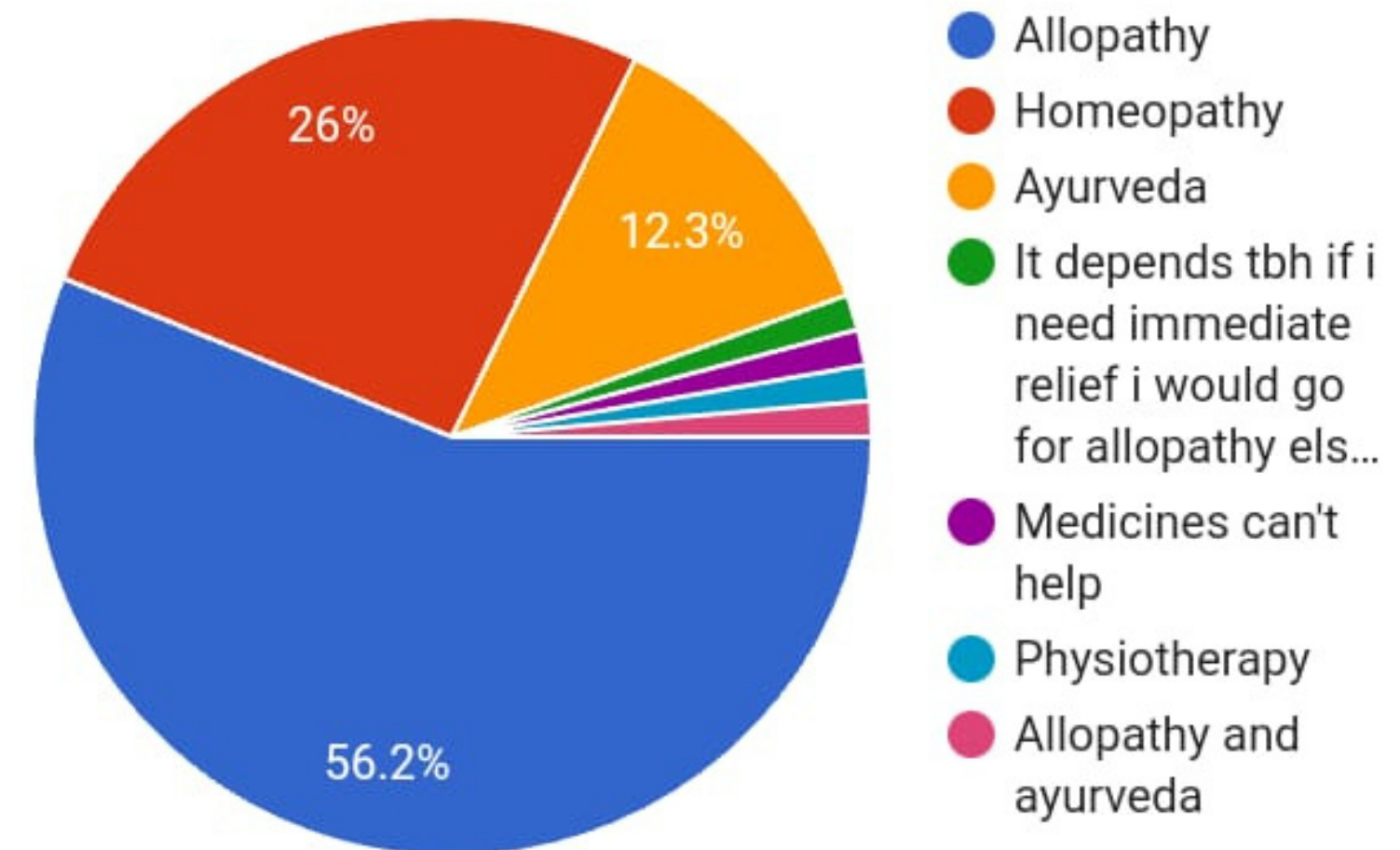
Chart that shows a distribution of the potential users of the app

The 'Yes' part signifies people currently suffering from a disease who want to improve their health and change their lifestyle. The 'No' part shows that people who want to prevent further disease form a significant customer base.

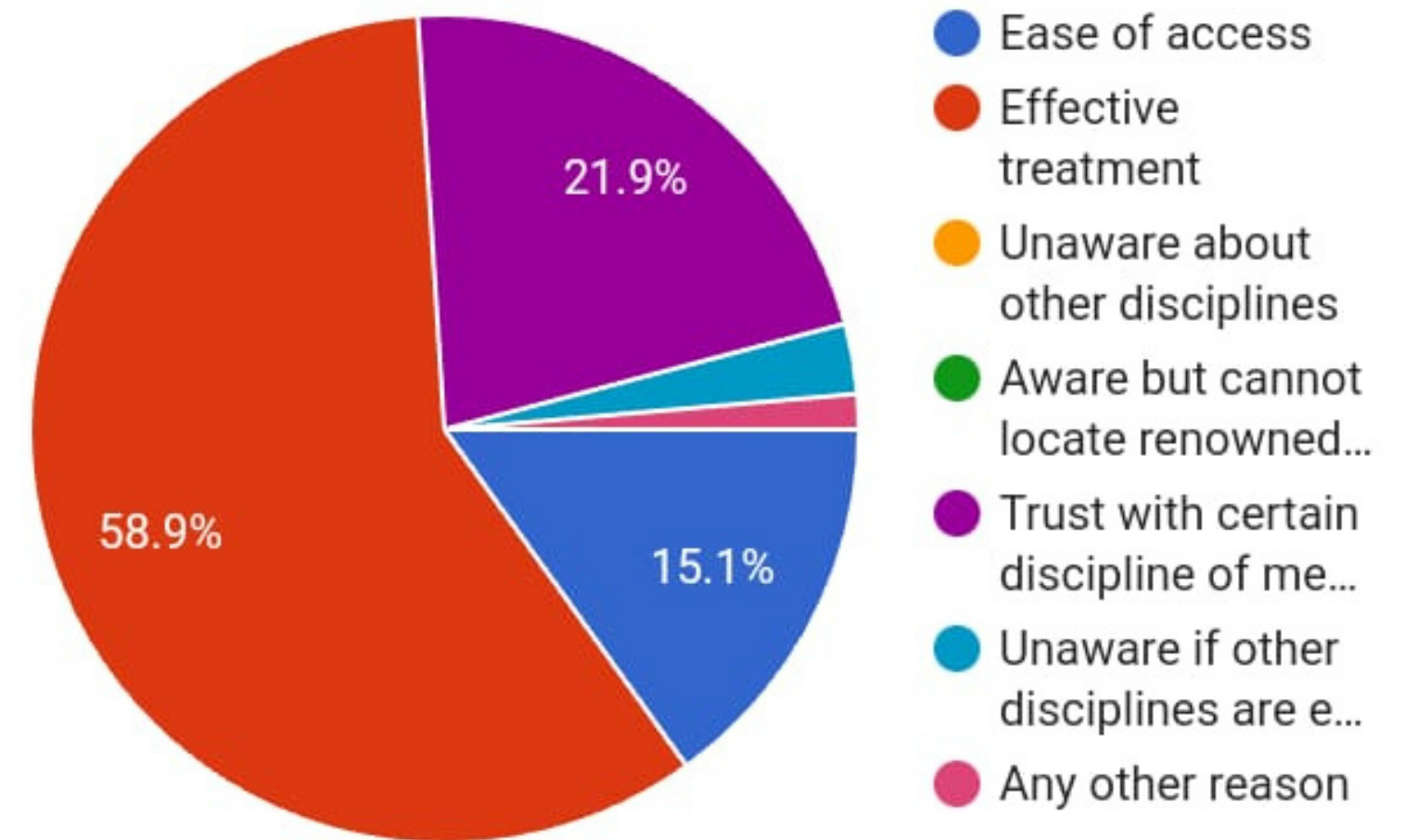


Which discipline of medicine do you prefer in case required?

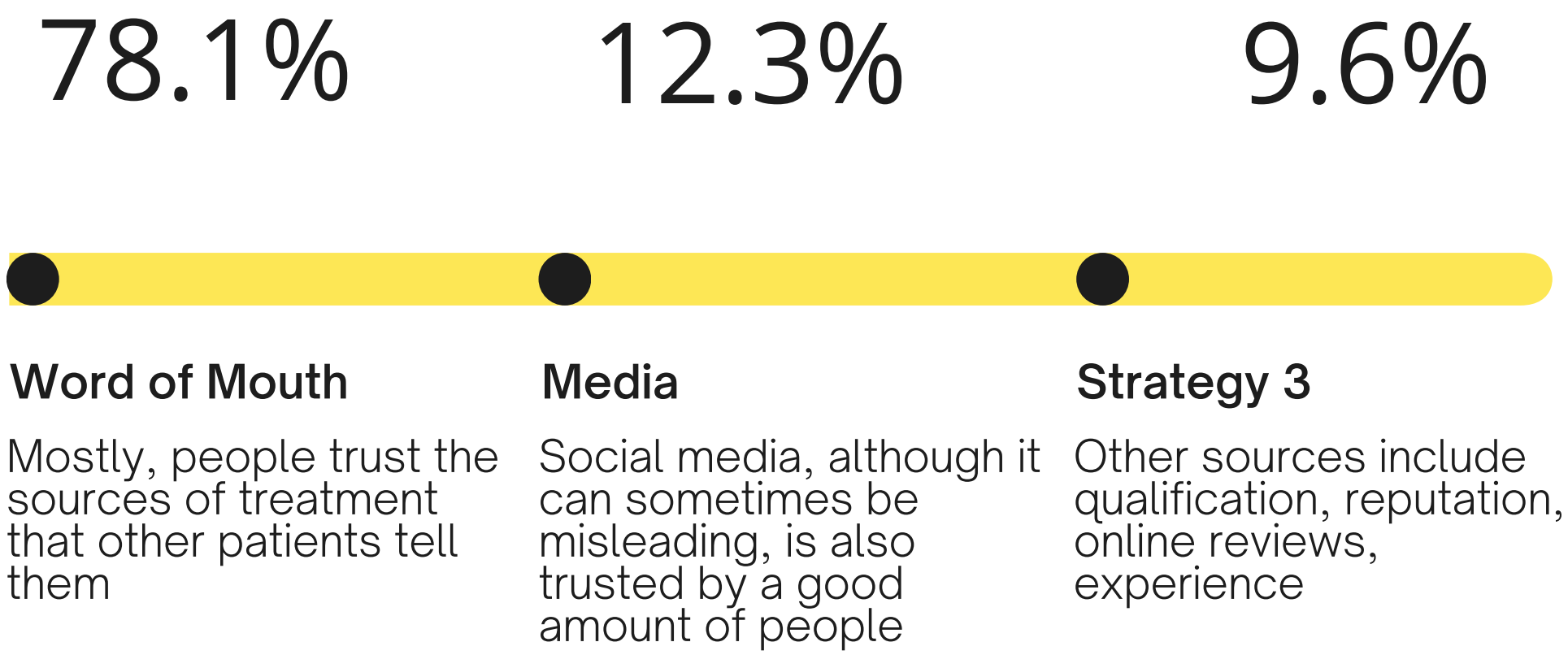
Majority of the users still blindly follow Allopathy because of the lack of awareness and trust in Ayurveda.



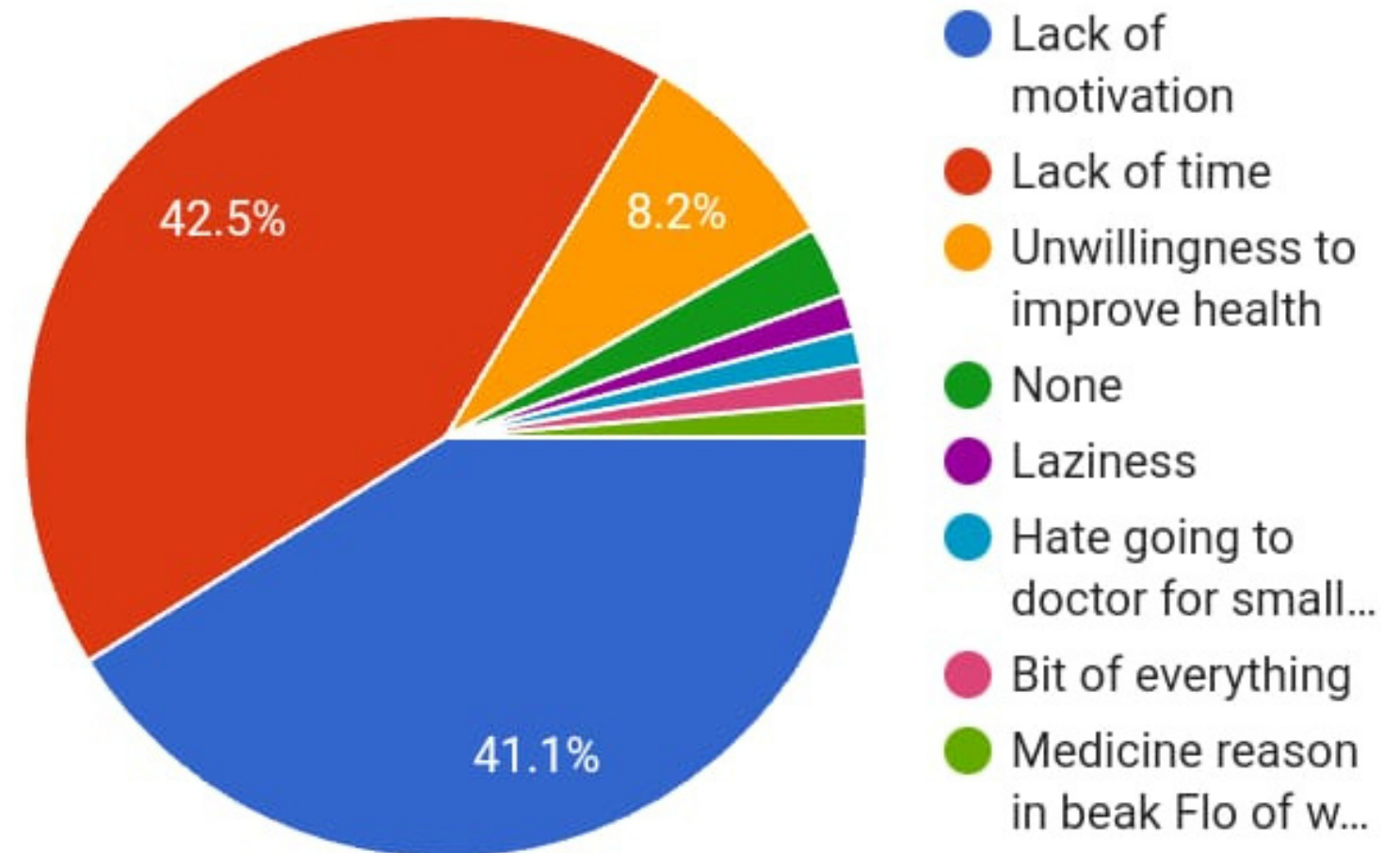
**Why do you
prefer to opt
for a certain
discipline in
comparison to
others?**



Which method of information do you trust to decide which medical practitioner to consult?

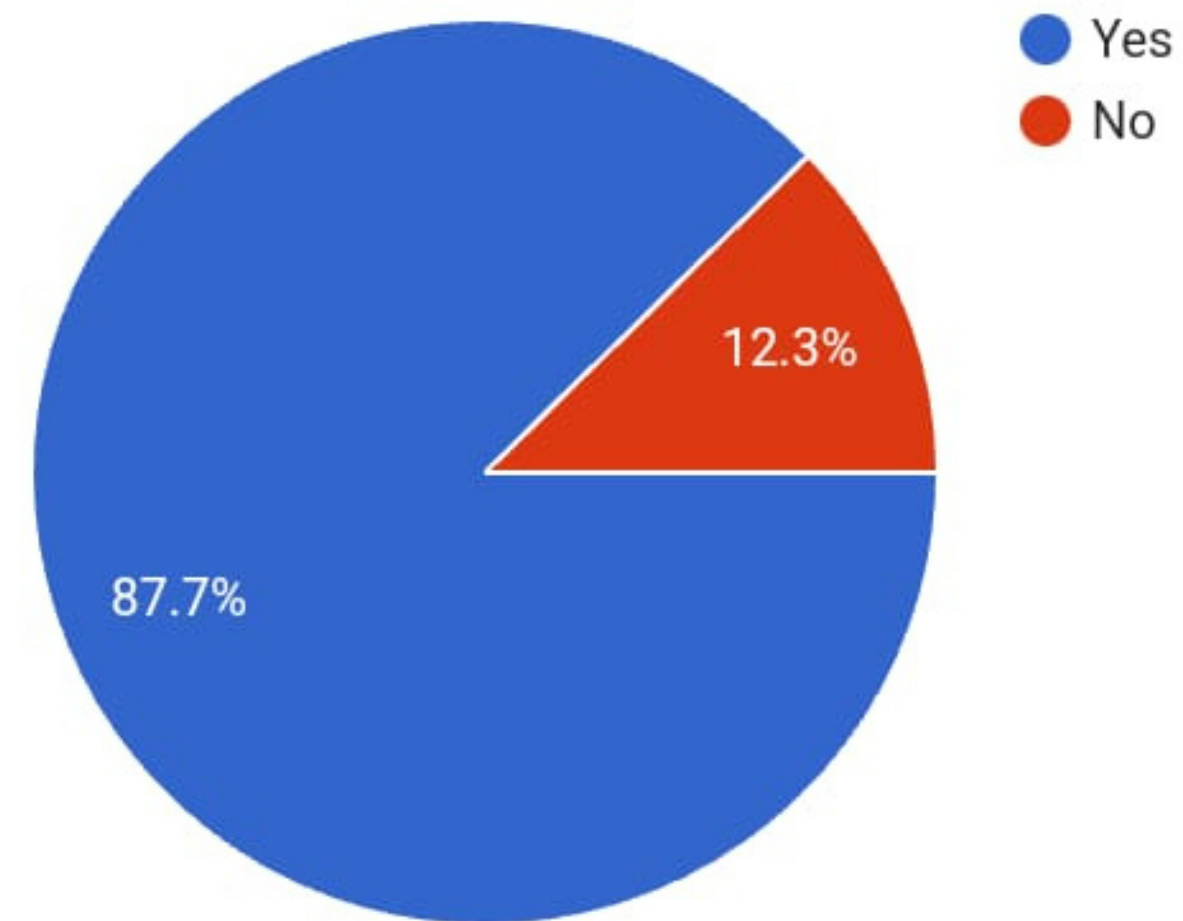


**What
challenges
do you face
in remaining
healthy?**



Do you wish to involve in exercise/yoga?

Majority of the users want to involve in Yoga knowing how beneficial it is. But, they are unable to find proper guidance and instructors which is what our app will provide.



**Status of
your/aforementioned
person's health due
to current treatment:**

