Design Thinking

Lab Experiment - 01

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Problem Statement

Situation - 27 : Remote healthcare users lack proper guidance

Step-1 : Observation

- Remote healthcare users especially in rural or underserved areas—face difficulty understanding medical advice.

- Many struggle to properly use telemedicine platforms or digital health tools.

- Patients often find it hard to follow prescriptions and treatment instructions correctly.

- There is confusion about when to seek professional medical care or emergency help.

- A large number rely on incomplete or unreliable information from non-professional sources.

Step-2 : Stakeholders / User Identification

1. Primary Users

- Remote healthcare patients (rural residents, elderly, low-income groups)

- Chronic disease patients using telehealth services

2. <u>Secondary Stakeholders</u>

- Doctors and nurses

- Telemedicine platform providers

- Government health departments

- NGOs and healthcare organizations

- Family caregivers

<u>Step-3 :</u> Interview And Survey

<u>Sample Interview Questions :</u>

1. Have u ever used an online application for medical guidance ?

2. In your opinion, do people using online healthcare feel confused due to poor instructions ?

3. Which age group do you think struggles the most with remote healthcare guidance?

4. Do you believe better guidance is needed for telemedicine users?

5. Do you think lack of guidance reduces the quality of remote healthcare?

6. Should healthcare platforms provide clearer instructions for remote patients?

7. What do you think remote healthcare users struggle with most?

8. Are remote healthcare services easy to understand for most users?

9. Do remote users need more technical and medical support?

10. What steps must be adapted to decrease the challenges faced by remote healthcare users?

11. What improvements would you suggest to better guide remote healthcare users?

<u>Key Insights on this interview :</u>

- Many users have tried online medical apps, but usage confidence varies depending on age and digital literacy.
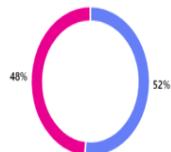
- A common perception is that unclear instructions and complex medical language create confusion for remote healthcare users.

- Older adults and people with low digital skills are believed to struggle the most with telemedicine platforms.

- There is a strong opinion that better and clearer guidance is necessary to improve remote healthcare experiences.

- Lack of proper guidance may reduce trust, treatment accuracy, and overall quality of care.

Id	Full Name	Age	Current Status	You live in...	Have u ever used an	In your opinion, do	Which age group do	Do you believe bett	Do you think lack of	Should healthcare p
1	Shubhamangala C	18 and above	Student	Urban	Yes	Always	All of the above	Yes	Strongly agree	Yes
2	Cheluvaiah KN	18 and above	Employee	Urban	No	Sometimes	All of the above	Yes	Strongly agree	Yes
3	Deepa. D	18 and above	Employee	Urban	No	Sometimes	Elderly	Maybe	Neutral	Yes
4	Jeevan Skanda. C	Below 18	Student	Urban	No	Sometimes	Elderly	Yes	Neutral	Yes
5	Meganathan m	18 and above	Student	Urban	Yes	Sometimes	Adults	Yes	Agree	Yes
6	Varun	18 and above	Student	Rural	Yes	Always	Children	Yes	Strongly agree	Yes
7	Harsha N	18 and above	Student	Urban	No	Sometimes	Children	Yes	Agree	Yes
8	neha	18 and above	Student	Rural	Yes	Sometimes	Elderly	Maybe	Neutral	Yes
9	Sonavi K	18 and above	Student	Urban	Yes	Always	Elderly	Yes	Strongly agree	Yes
10	Tejas sharma	18 and above	Student	Urban	Yes	Sometimes	Elderly	Yes	Agree	Yes
11	Nayana Venkatesh Naik	18 and above	Student	Rural	Yes	Sometimes	All of the above	Maybe	Neutral	No
12	Manjunath e	18 and above	Student	Urban	Yes	Never	All of the above	Yes	Disagree	No
13	Pavana G	18 and above	Student	Rural	No	Sometimes	All of the above	Maybe	Neutral	Yes
14	Ramya	18 and above	Student	Urban	No	Sometimes	Elderly	Yes	Neutral	Yes
15	Harshitha R	18 and above	Student	Urban	Yes	Sometimes	Elderly	Yes	Strongly agree	Yes
16	ABHISHEK.K.A	18 and above	Student	Urban	Yes	Sometimes	Elderly	Yes	Strongly agree	Yes
17	Legend	18 and above	Student	Urban	Yes	Sometimes	Elderly	Yes	Agree	Yes
18	Sushaina C	18 and above	Student	Rural	No	Sometimes	Elderly	Maybe	Neutral	No
19	Yashaswini S	18 and above	Student	Urban	Yes	Sometimes	All of the above	Yes	Agree	Yes

d	Full Name	Age	Current Status	You live in...	Have u ever used an	In your opinion, do p	Which age group do	Do you believe bette	Do you think lack of	Should healthcare p
20	Vipula	18 and above	Student	Rural	No	Sometimes	Elderly	Yes	Agree	Yes
21	Shreyas	18 and above	Student	Urban	No	Sometimes	Adults	No	Strongly agree	No
22	Sanaaaa	18 and above	Student	Urban	Yes	Always	Children	Yes	Strongly agree	Yes
23	Keerthana	18 and above	Student	Urban	No	Sometimes	All of the above	Yes	Agree	Yes
24	Sinchana.S	18 and above	Student	Urban	No	Sometimes	Elderly	Yes	Agree	Yes
25	Supritha H	18 and above	Student	Urban	Yes	Always	Children	Yes	Strongly agree	Yes
26	Sinchana c	Below 18	Student	Urban	No	Always	Elderly	Maybe	Agree	Yes
27	Bhavana G	18 and above	Student	Urban	Yes	Sometimes	Elderly	Yes	Agree	No
28	Krishnaveni	18 and above	Student	Urban	No	Sometimes	Children	Yes	Neutral	Yes
29	Janavi K	18 and above	Student	Urban	No	Sometimes	All of the above	Maybe	Neutral	Yes
30	Rithika jadhav	18 and above	Student	Rural	Yes	Sometimes	Adults	Maybe	Neutral	Yes
31	Nisha NL	18 and above	Employee	Rural	No	Sometimes	Adults	Yes	Agree	Yes
32	Abhijna A	18 and above	Student	Rural	No	Sometimes	Elderly	Yes	Agree	Yes
33	Rem	18 and above	Student	Urban	Yes	Sometimes	All of the above	Yes	Neutral	Yes
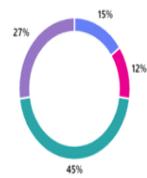
5. Have u ever used an online application for medical guidance ?

- Yes   17
- No   16

48%   52%

7. Which age group do you think struggles the most with remote healthcare guidance?

- Children   5
- Adults   4
- Elderly   15
- All of the above 9

15%
27%
12%
45%
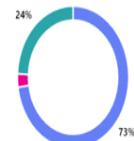
6. In your opinion, do people using online healthcare feel confused due to poor instructions ?

- Always   6
- Never   1
- Sometimes 26

18%
79%
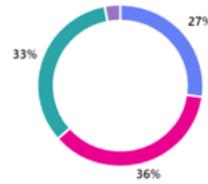
8. Do you believe better guidance is needed for telemedicine users?

- Yes   24
- No   1
- Maybe 8

24%
73%
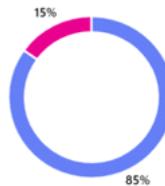
9. Do you think lack of guidance reduces the quality of remote healthcare?

- Strongly agree   9
- Agree   12
- Neutral   11
- Disagree   1
- Strongly disagree   0

27%
33%
36%
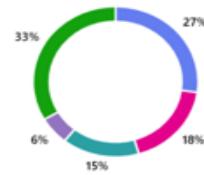
10. Should healthcare platforms provide clearer instructions for remote patients?

- Yes   28
- No   5

15%
85%
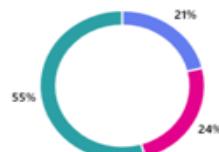
11. What do you think remote healthcare users struggle with most?

● Using technology	9
● Understanding medical advice	6
● Booking appointments	5
● Internet issues	2
● All of the above	11

27%
33%
18%
15%
6%
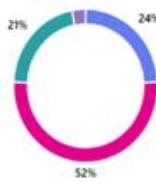
12. Are remote healthcare services easy to understand for most users?

|	
● Yes	7
● No	8
● Maybe	18

21%
24%
55%
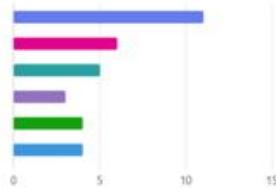
13. Do remote users need more technical and medical support?

● Strongly Agree	8
● Agree	17
● Neutral	7
● Disagree	1
● Strongly disagree	0

24%
21%
52%

14. What steps must be adapted to decrease the challenges faced by remote healthcare users?

● Clear step-by-step instructions for using telemedicine platforms	11
● Simple video or tutorial guides	6
● Improved communication from doctors	5
● Easy-to-understand medical instructions	3
● Better follow-up support after consultations	4
● More awareness programs about remote healthcare	4

Step-4 : Pain Point Analysis

- Low digital literacy among users

- Language barriers

- Limited internet access or technical support

- Confusion about medication and treatment plans

- Lack of follow-up and support after consultation

- Mistrust in online medical servicesLack of clear communication from doctors

Step-5: Root Cause Identification

- Poor health literacy among remote users

- Insufficient patient education and awareness

- Limited availability of trained healthcare professionals

- Inadequate digital infrastructure

- Lack of user-friendly healthcare platforms

- Cultural hesitation to trust virtual medical services

- Weak policy implementation in rural healthcare systems

Step-6 : Wicked Problem Understanding

This is a wicked problem because:

- It has no single clear solution

- It involves multiple interconnected factors (technology, education, healthcare policy)

- Solving one issue may create new challenges

- The problem evolves over time with changing technology and user needs

- Requires collaboration between government, healthcare providers, tech companies, and communities

Step-7 : Reflection

1. What assumptions were incorrect?

- Not all remote healthcare users are elderly — younger users also face confusion due to complex apps and medical terms.

- Users don't just need technology; they need simple explanations and ongoing support.

- Some users trust online healthcare, but hesitate because they fear misunderstanding medical advice.

2. How did user perspectives change your understanding?

- You realized that confusion comes from poor communication, not only lack of knowledge.

- Users highlighted practical struggles like booking appointments, using features, and following prescriptions.

3. Why is jumping to solutions risky?

- It may solve the wrong problem if real user needs are not fully understood.

- Assumptions can lead to complicated features that users don't actually need.

- Without user feedback, solutions may ignore real pain points like confusion or lack of clarity.

4. What skills did you develop through this lab?

- User research and survey/question design skills.

- Empathy and understanding different user perspectives.

- Problem analysis and identifying root causes.

- Critical thinking before proposing solutions.