

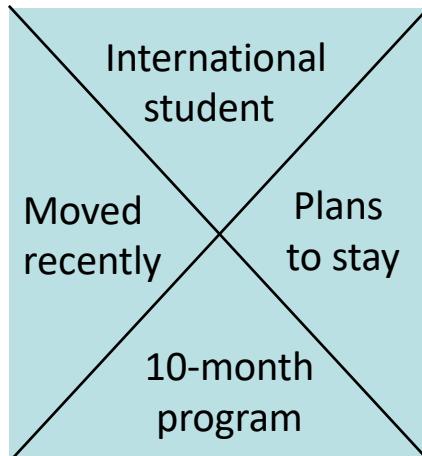
JULY 2018



PHASE 1 – BUILDING EMPATHY: IMMERSE & PLAN RESEARCH

Design Methods

Persona



Demographic Profile

- Age Group: 21 - 28
- Marital Status: Single
- Education Pursuit: Master's Degree
- Non-US citizens
- Lives Alone
- Minimum Work Experience

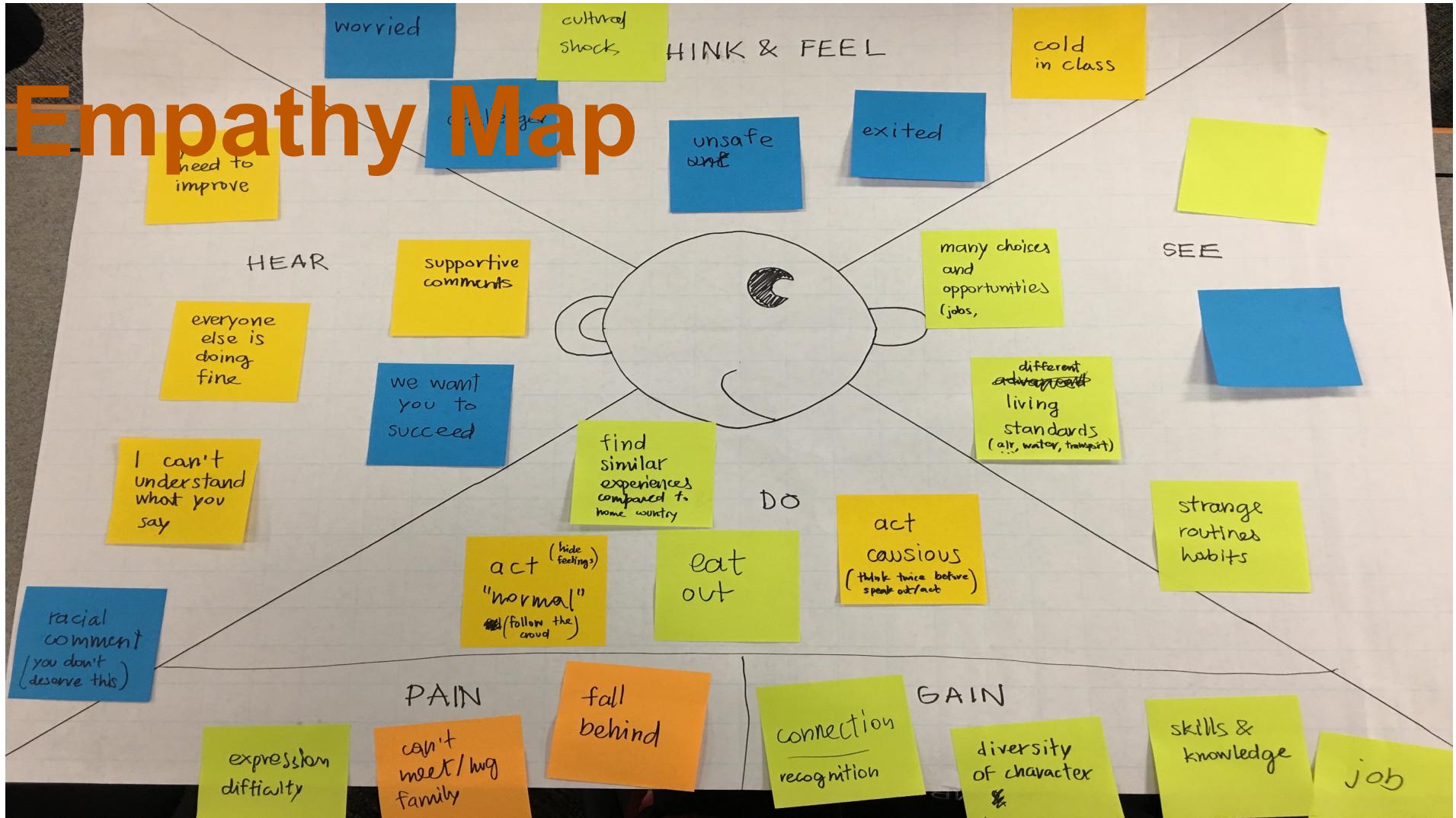
Narrative

- Busy Routine
 - Focused on personal success and development
 - Recognition: social activities
 - Relaxation & Entertainment
- Close personality, prefer to speak in their native language
- Small social circle / Away from family
- Minimum exercise
- Poor nutrition

Personality/Lifestyle

- Watches movies, TV shows, sports channels
- Keen with technology
- Shopping online

Empathy Map



Think & Feel

- They feel out-of-place and challenged daily on a new unknown environment
- Have no strong social connections so they are unsafe and feel stepping out of their comfort zone including diet, roles and responsibilities, living conditions
- Despite the culture shock, they are excited on the new opportunities that are available and also motivated to succeed in a new challenge, to which they heavily invested on



Hear

- Motivating Comments–
“you can do this”
“you are doing good”
- Demotivating Comments–
“you do have a lot to learn”
“we want you to succeed”
“Joe did a good job”
- Racial comments –
“He/She is so different” – race, ethnicity
“you don’t deserve this”
“you don’t deserve to be here”



Say & Do

- They are trying to retain their habits and routines, including diet, religious traditions, transportation, etc.
- They follow the crowd, because they are not familiar with their surroundings and don't know how things work
- They eat out frequently, unhealthy food for the most time, lacking the time and skill to develop a balanced diet routine



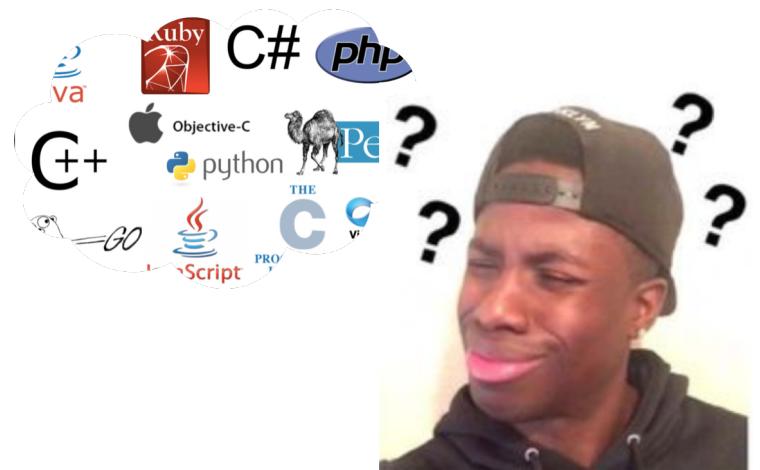
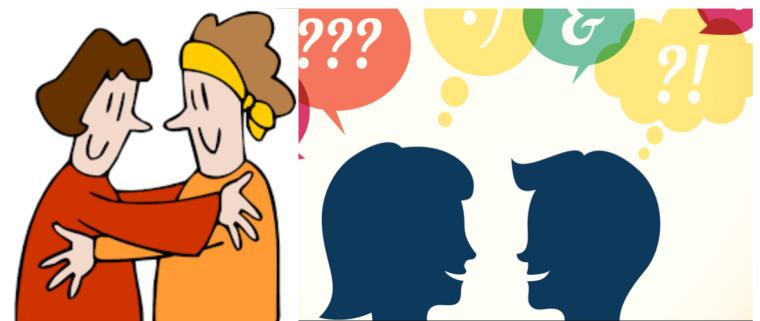
See

- They'll see people acting differently, having habits they have never seen before, like running midday in the sun without a shirt, having a small lunch and feasting during dinner, enjoying different things in their free time and during the night
- Air and water quality, weather conditions, infrastructure are different
- Personal freedom and an abundance of choices in terms of jobs, entertainment and lifestyle



Pain

- They find it difficult to communicate with native speakers, as they were never exposed to an English-speaking environment
- They are far away from their country and cannot physically interact with their family, and loved ones, feeling lonely and homesick
- They are afraid of falling behind in class, experiencing severe competition on a daily basis. They often struggle to keep up with their classes, being unfamiliar with the new teaching methods being implemented



Gain

- They will make new friends with different cultural backgrounds and learn from them, developing their personality
- They will obtain soft (leadership, resilience, etc.) and hard skills(technical, analytical, etc.) through their classes and career development services
- They will have many job opportunities in a modern city environment, advancing their career based on their newly acquired abilities



Broad Research Focus

**Health Provision Needs for
International Students**

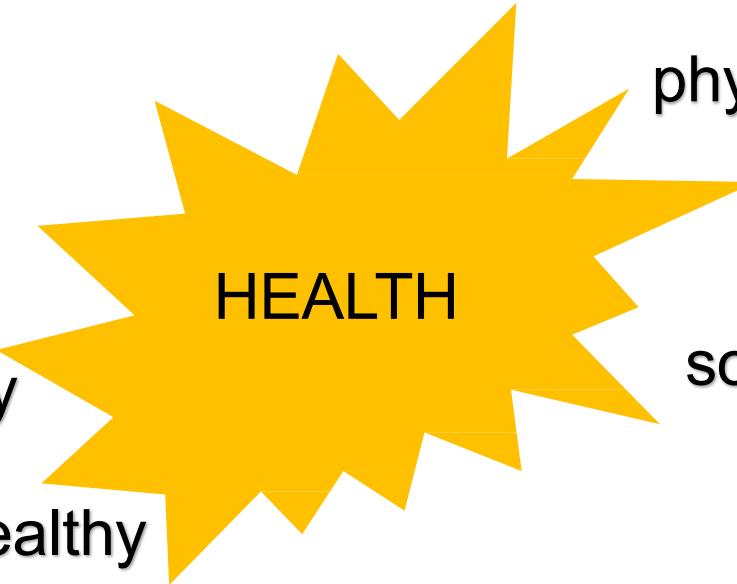
Big Research Questions

Health Provision Needs for International Students



mentally healthy

emotionally healthy



physically healthy

socially healthy

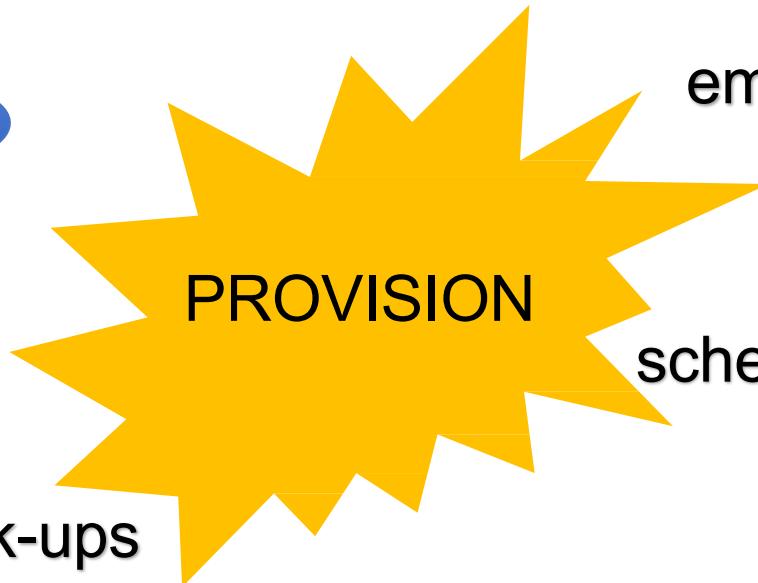
Big Research Questions

Health Provision Needs for International Students



24/7 support

regular check-ups

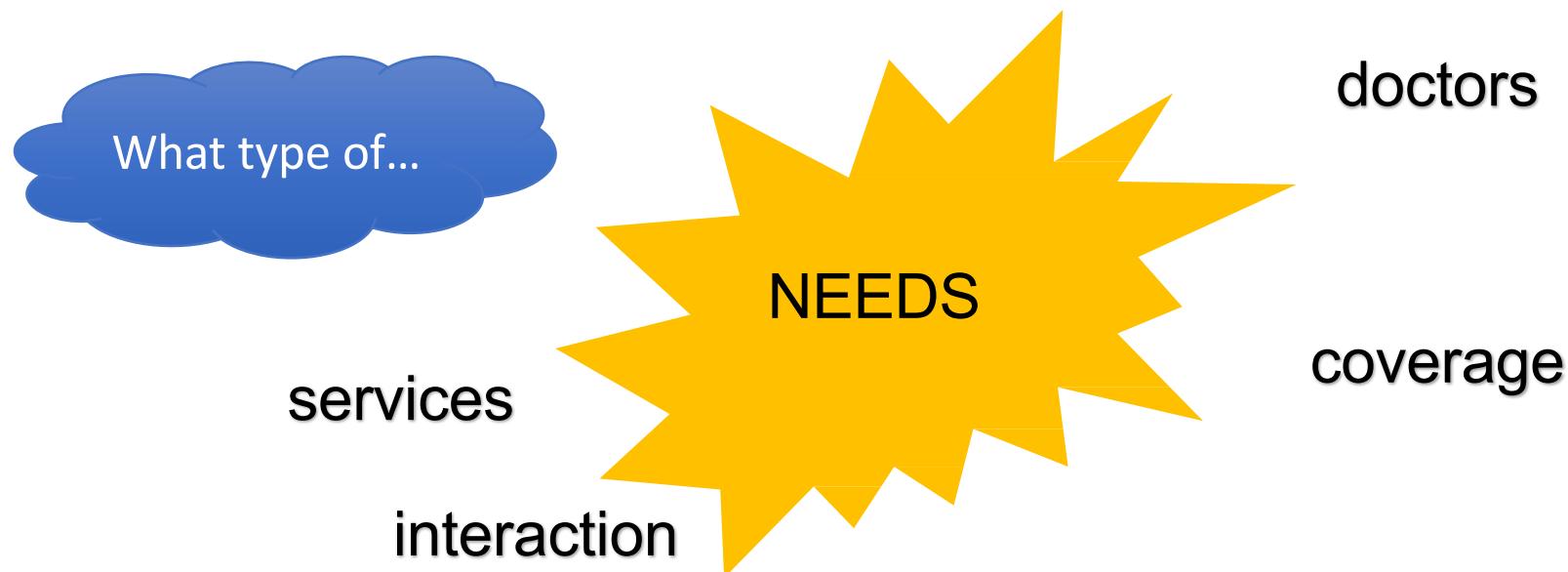


emergency care

scheduled appointments

Big Research Questions

Health Provision **Needs** for International Students



Big Research Questions

Health Provision Needs for International Students



speaking English fluently



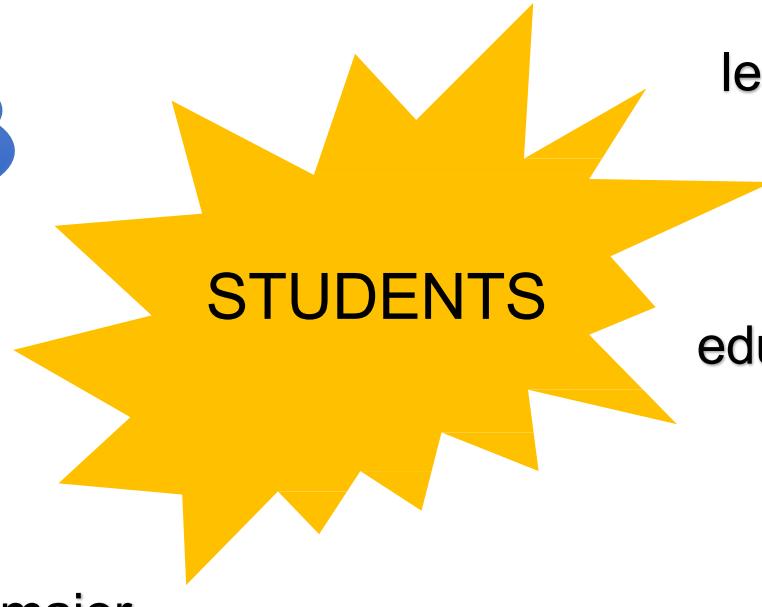
familiar with local customs/traditions

away from home

social connections in the US

Big Research Questions

Health Provision Needs for International Students



learning method:
On-campus
Online

educational background

Big Research Questions

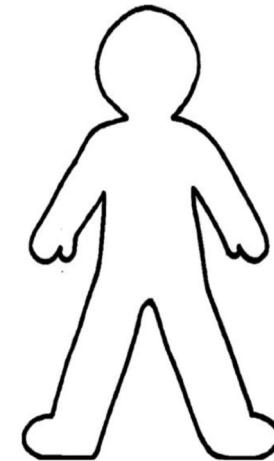
1. What is our persona's perspective of health?
2. What kind of health care services they prefer?
3. What health-related difficulties do they face?

Research Methodology

Tool 1. Health Perspective

We will use a sketching tool, asking from the interviewee to describe a time when he/she felt healthy, focusing on the reasons behind their decision, in order to understand their personal perspective of health. Through the process, we will learn more about their health aspirations, hurdles that prevent them from being healthy and their understanding of their current physical and mental condition.

what is health?



Research Methodology

Tool 2. Health Care

Presenting a list of 20 well-known companies from different industries and business models (i.e. online/brick and mortar, budget/luxury, specialized/all-around, well-established/upcoming, etc.) asking the interviewees to select who they prefer as their health provider, we will try to understand their health preferences, needs and opted types of services.

which companies would you choose as your health provider?



Research Methodology

Tool 3. Personal Needs

We ask the interviewees to guide us through their journey and health related preparations, prior coming to the states, focusing on the steps they followed and the difficulties they faced, starting from the time they were accepted to the program, their arrival in the new country and their establishment and moving to their new apartment. The aim of this step will be to understand their fears as well as strengths.

Describe your health care experience prior and after coming to Austin

