

AUGUST 2018

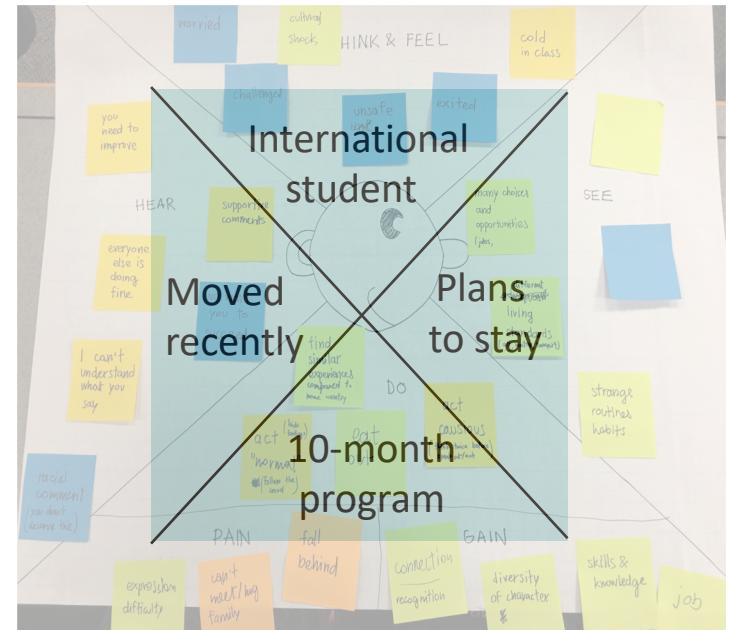


PHASE 2 – DEFINING THE CHALLENGE: ANALYSE INSIGHTS & CREATE CHALLENGE STATEMENTS

Design Methods

Immerse and plan research

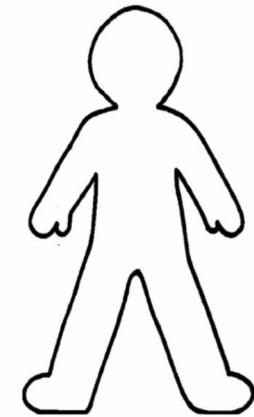
Analyzing our persona of an international student that has just moved to the States, we defined our broad research focus, trying to identify the **Health Provision Needs for International Students** and in order to do so we developed three tools.



Immerse and plan research

The first was 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 learnt more about their health aspirations, hurdles that prevent them from being healthy and their understanding of their current physical and mental condition.

Describe a time when you felt healthy



Immerse and plan research

For the second tool presenting a list of 20 well-known companies from different industries and business models asking the interviewees to select who they prefer as their health provider, we tried to understand their health preferences, needs and opted types of services.

Which companies would you choose as your health provider?	
Southwest airlines	Bank of America
Google	Zara
Walmart	AT&T
Airbnb	Uber
Disney	Apple
Target	McDonald's
Rolex	Hilton Hotels
Amazon	Mercedes
Facebook	WhatsApp
eBay	HBO

Immerse and plan research

Finally for the third tool 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 was to understand their fears as well as strengths.

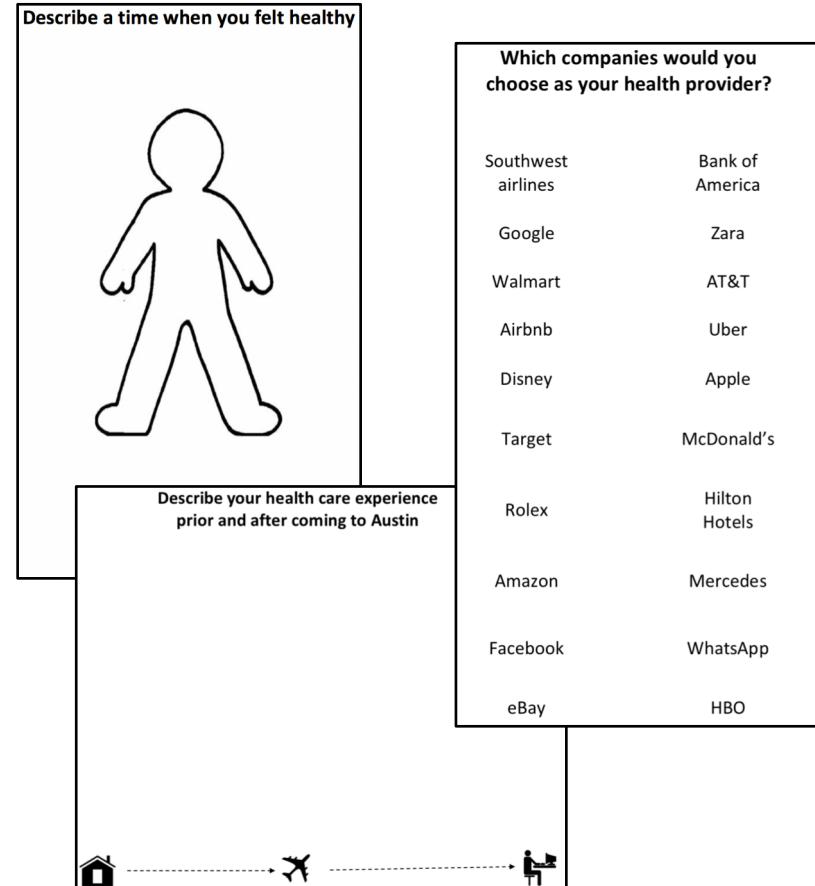
Describe your health care experience
prior and after coming to Austin



Interviews

Based on our developed research methodology, and our targeted interview tools and questions, we aimed to identify and analyze the interviewees':

- Perspective of health
- Preferred type of health care services and
- Health related difficulties they are facing

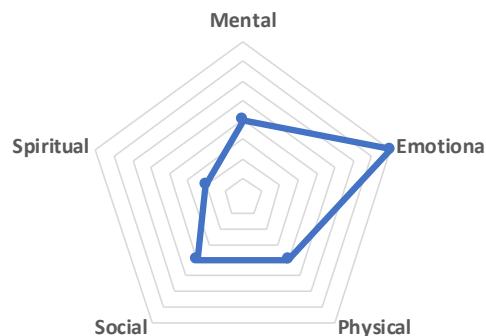


Interviewee No.1



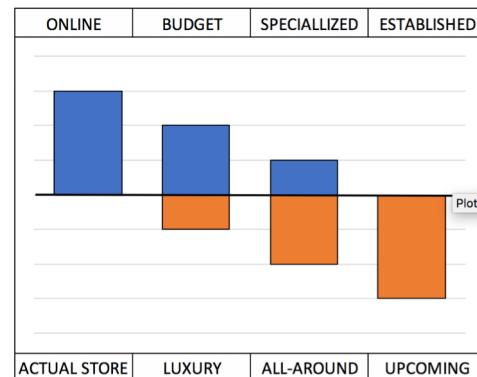
Sex: Female
Age: 24
Nationality: Indian
Time in US: 2 months

Health perspective



- ❖ She takes warm baths to relax every evening
- ❖ She feels at ease when she has completed her goals
- ❖ She loves her mother more than her life
- ❖ She exercises brisk walking

Healthcare Services



She values specialization and wants unique services, a company that “**knows her**”. She is open with sharing data and information in order to improve service quality. She wants efficiency at a low cost.

Healthcare difficulties



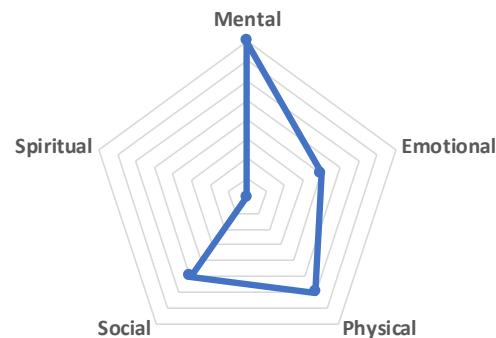
She had a **family doctor** for all her life that knows all about herself and her medical needs. She **brought medicine** from back home because she wanted to use **familiar brands** and was afraid it would be **difficult to have access** to medication in the States. She fears that if she gets sick here, she will have **no one to take care of her**. Since she arrived **she got a new habit** of using sanitizer frequently.

Interviewee No.2



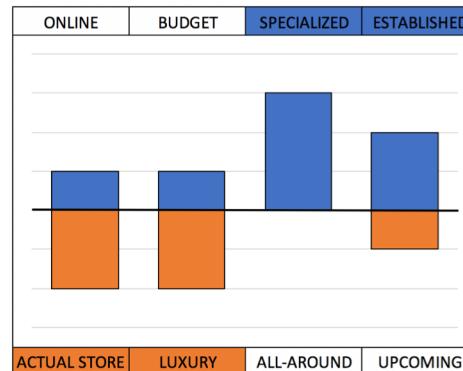
Sex: Male
Age: 28
Nationality: Greek
Time in US: 2 months

Health perspective



- ❖ He aspires to have a healthy body and tries to work out frequently
- ❖ He feels fulfilment from his personal achievements
- ❖ He values sleep
- ❖ He cares about his friends and seeks close relationships

Healthcare Services



He prefers actual stores than online solutions. He wants **security and dependability** from his healthcare. He wants **efficiency and quality** of service in order to **feel special**. **Trust** is very important to him and he bases that either in openness or reputation.

Healthcare difficulties



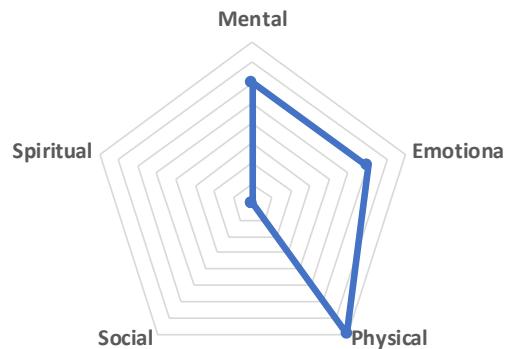
He wants **nice and easy** solutions, that don't require much time from him. He rarely visits either a doctor or a hospital and when he does he wants it to be over quickly and efficiently. He has a **minimum understanding** of the healthcare system in the states and lacks information about the services and ways he can get them. Since he came he thought of visiting a couple of doctors but didn't to **avoid the hustle**.

Interviewee No.3



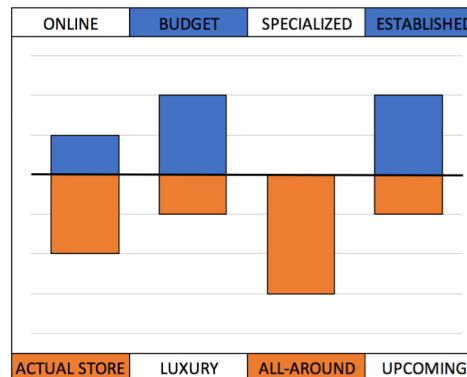
Sex: Female
Age: 20
Nationality: Chinese
Time in US: 2 months

Health perspective



- ❖ She doesn't like sports and is not working out
- ❖ She eats unhealthy food and cares about the taste
- ❖ She protects her skin from the sun
- ❖ She dislikes all animals and has allergies
- ❖ She values isolation and privacy

Healthcare Services



She enjoys **staying home** without distractions and has a very small social circle. She **values efficiency and variety** in her services.

Healthcare difficulties



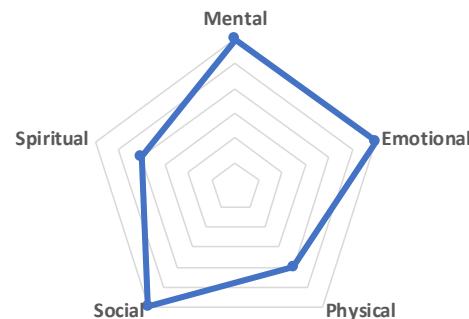
She is a very close person and **avoids interaction** whenever possible. She wants to focus on her studies and **worries about her assignments and career future**. She wants convenience in her services and in case she gets sick she plans to buy medicine from the campus facility that is more **affordable and accessible**.

Interviewee No.4



Sex: Male
Age: 24
Nationality: Indian
Time in US: 2 months

Health perspective



- ❖ He believes in god and feels spiritual
- ❖ He is close to his family and calls them daily
- ❖ He prefers tasty food over healthy
- ❖ He tries separates work and personal life
- ❖ He works out at least 3 times per week

Healthcare Services



He wants **tailor made** and **advanced** services and is willing to be an **active consumer**, sharing data and providing feedback. He cares about **cost efficiency** and wants **variety** of services. He is interested in **mobile solutions**, where healthcare comes to him.

Healthcare difficulties



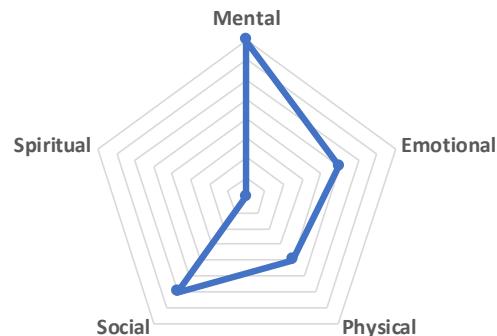
He is **worried about the cost and complexity** of the healthcare solutions in the States. He **brought medicine for back home** as a precaution measure. He had easy **access** to doctors in India and had a family doctor that **knew all his needs**. He does not enjoy the food in the States and **misses tastes from his home**. He is **stressed** and wants to succeed in his program.

Interviewee No.5



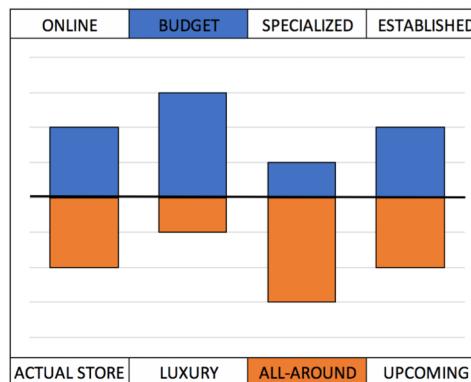
Sex: Male
Age: 28
Nationality: Indian
Time in US: 2 months

Health perspective



- ❖ He has not been sick for at least 15 years
- ❖ He felt healthy as part of a long term relationship
- ❖ He gets stressed from financial burden and personal responsibilities
- ❖ He aspires to have a healthy diet and workout routine

Healthcare Services



He wants a health care provider that **understands his needs and interests**. **Affordability and quality** of service are important for him. He wants to be able to **evaluate services** and talk with other customers and prefer providers with wide range of services. He wants **mobility** and "at your door" service.

Healthcare difficulties



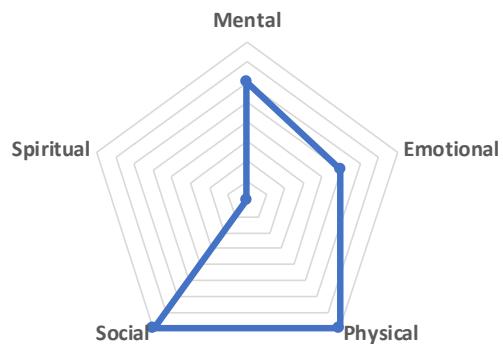
He brought medicine from back home, in case needed. He believes that the **medicine composition** in US is different than back home and it won't be **effective**. He is afraid of getting sick in an **unknown environment** where not even locals fully **understand the system** and worries about the **costs** of his healthcare. Medication back home was easily **accessible without prescription**, with multiple options.

Interviewee No.6



Sex: Female
Age: 26
Nationality: Chinese
Time in US: 2 months

Health perspective



- ❖ She takes great care of her nutrition and diet
- ❖ She works out and watches online instruction videos
- ❖ She values the opinion of others and keeps problems to herself
- ❖ She is stressful and procrastinates

Healthcare Services



She wants **affordable** and **efficient** services, but is **willing to pay premium** in regards to her health. She looks for an **experience** from a service and values user friendliness. She wants to have **feedback and advice** from other customers. She want services designed for her **personal needs**.

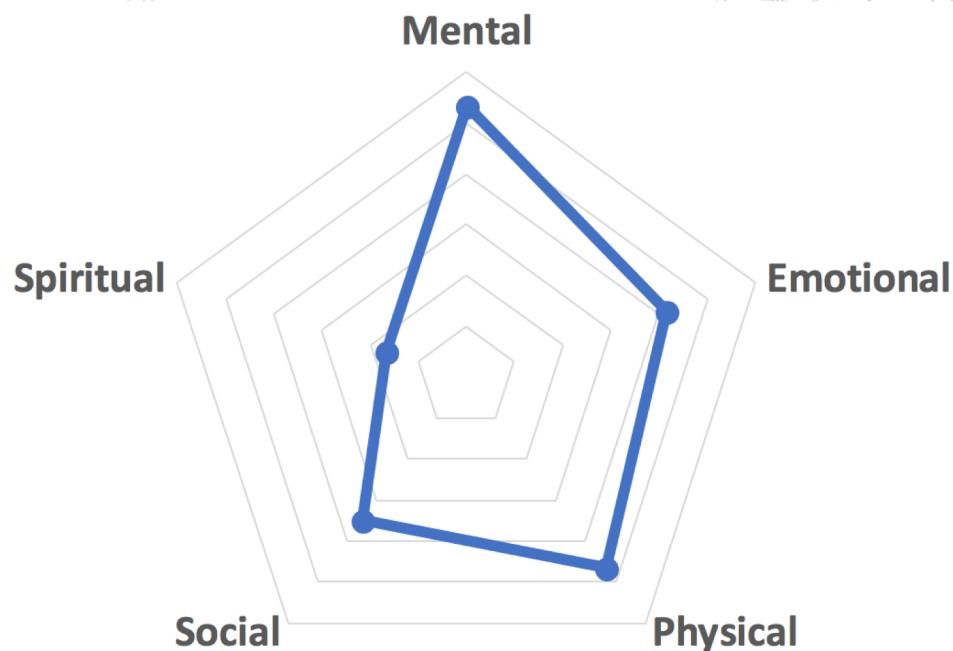
Healthcare difficulties



She has a close personality and feels **stressed** due to her heavy work load. She used to visit a dermatologist on a **weekly basis** back home. She is studies books on **traditional Chinese medicine** and tries to implement them. She has skin allergies and stomach issues due to the **different environment** since she moved to the States. She is overwhelmed by her roommate and needs more **personal space**.

Organizing the data

Health perspective



✓ The participants did **not** consider themselves **spiritual**

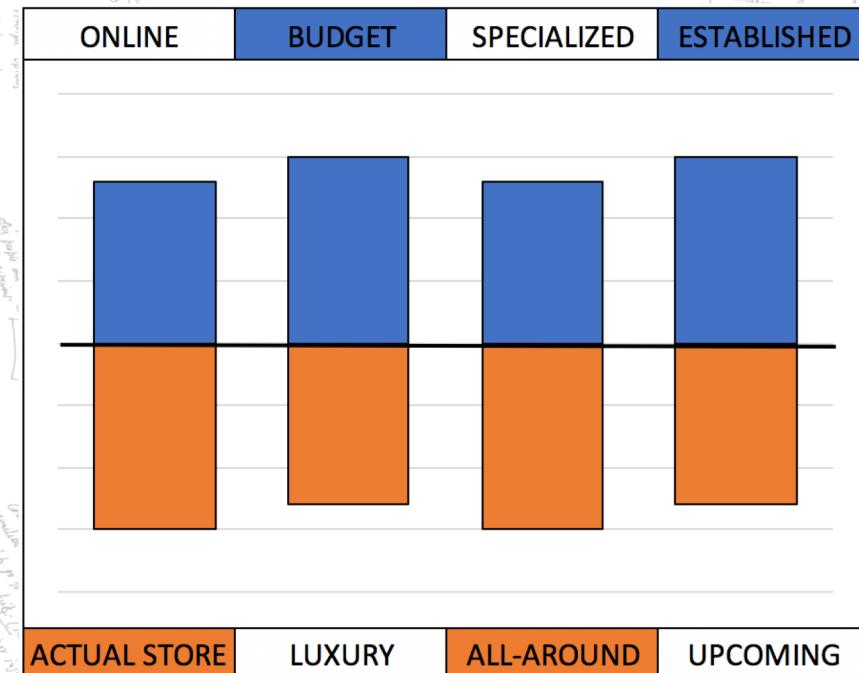
✓ They valued their mental health in regards to **stress management** above all

✓ **Fitness** is an important aspect of their physical health

✓ They value their **social relationships** and want to be well received

Organizing the data

Healthcare services



✓ The participants want services specialized to their personal needs

✓ They want high quality services

Efficiency and convenience in regards to the provided services is very important

✓ They are interested in other user people's experiences and want more information and feedback

Organizing the data

Healthcare difficulties



- ✓ The participants feel **insecure** and are **not fully aware of** the way the healthcare system works
- ✓ They want **affordable** and **easily accessible** health solutions
- ✓ They are used to **close doctor – patient relationships** and want **medicine** with which they are **familiar** with and know that are **effective** on them
- ✓ They **feel stressed** working hard on their future and are away from people that know them and communicate deeply with them

Major Themes

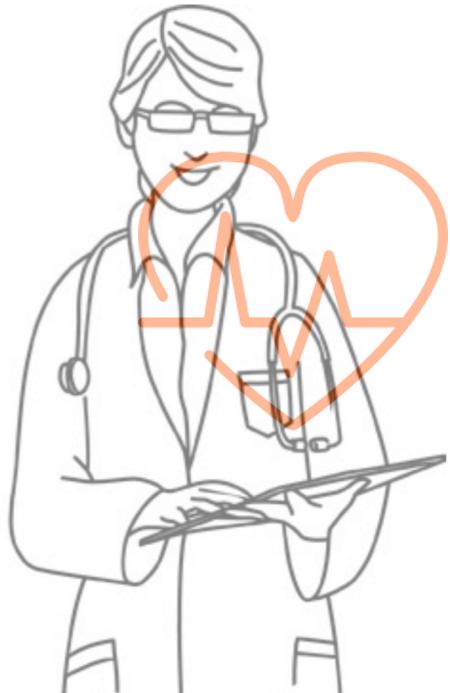
What makes participants feel healthy



The participants in general were feeling stressed, due to their heavy work load and wanted to be in shape, working out regularly. They also were in need of social connections, being away from their family and friends in an unknown environment, and wanted to have easy access to information in order to adapt and make the right choices.

Major Themes

How does the ideal health provider look like



The participants wanted a health provider that can offer high quality of services and can also fulfill their personal needs. They want simple, convenient and efficiently operating healthcare solutions. Being familiar with family doctors and personal physicians, they seek doctors that are aware of their physical and mental health condition and history and know and deeply understand them completely.

Major Themes

Needs and fears



Participants are used to different services and are accustomed to easily accessible medicine and health advice. Having a demanding daily schedule, participants are looking for convenience in their health care services. Spending most of their time either in lectures or studying, they have designed their routines around the University and like services that offer mobility or are close to where they study. On the other hand, being unaware of the local system they find it complex and need advice and information from people that have used it.

Major Themes

Needs and fears



Participants are afraid of the potential financial cost of a health issue, and the implications that that would bring in case they cannot afford it. In regards to their mental health, they are stressed about their future and career development and want to succeed in their programs and assignment, in order to find a good job. Lastly, being in a foreign environment and speaking a language other than their native one, they feel disconnected and having difficulty in expressing themselves.

Major Themes

Surprising and revealing findings



- Many participants brought medicine from their country, in fear of ineffective medicine and lack of accessibility
- Many participants were sensitive to the new environment and developed allergic reactions during their first couple of months, which made their adaptation more difficult
- Participants had close relationships with specific doctors (i.e. family doctors, personal physicians) who they visited on a regular basis and could help them in regards to their specific needs, knowing their medical history

Major Themes

Problems that we might address



- Provide access to health services similar to what the people we accustomed to in their home countries, like traditional Chinese medicine and medicine that are not available in the States
- Provide information and feedback on the processes and operation of the local health care system, in order to alleviate its complexity and improve the participants' understanding in order to feel more secure and confident
- Find solutions that bridge the language and communication barrier to ensure higher quality and suitability of the services the international students are experiencing

Hypotheses

Data that confirm our original assumptions

- ✓ **Value family** - Most of them make phone calls every day
- ✓ **Struggle with stress** - Participants reported that did not have enough time to adapt to the new country and feel anxious due to their heavy daily schedule, nonetheless they are eager to be familiarize themselves with the new lifestyle and health care services
- ✓ **Focus on self-achievement and self- development** - All interviewees focus a lot of time and effort in their career development and personal assignments
- ✓ **Close personality** - Interviewees have small social circles and often prefer to speak in their native language, while they feel somewhat insecure in their social interactions and are discouraged from visiting counselling services
- ✓ **Keen with technology** - The interviewees incorporate technology in every part of their daily lives and reported that they watch online videos, including TV shows, reality shows regularly, while also doing their shopping online
- ✓ **Poor nutrition** - Either due to preference or due to lack of options students mostly implement unhealthy options and do not consume healthy food

Hypotheses

Data that disconfirm our original assumptions

- ❖ **Rarely exercise** - Unlike what we assumed, most of our interviewees work out regularly (about three times per week) despite their busy and demanding schedule as they highly value their fitness and have an averagely good physical condition and appearance
- ❖ **Poor nutrition** – Despite the fact that most participants do not implement a healthy diet, during our analysis there was a subgroup of people that took great care of their nutrition and were following a strictly diet regime focusing on the consumption of fruits and vegetables and avoiding the consumption of fat, sweets and fried food.

Opportunities

Major Pain Points

- **Stress**

All of our interviewees were concerned of their mental health and felt stressed due to their heavy work and pressure

- **Specialization**

Each interviewee had different and specialized needs, based on their previous experiences and their familiarity with them

- **Communication**

Having a native language other than English and living on a different and new environment they often struggle to communicate their feelings and emotions, and face difficulties in their daily social activities

- **Information**

Participants want to be aware of the possibilities and opportunities in regards to healthcare, which they lack due to their small social circle and personal experience

- **Cost**

Participants are looking for affordable solutions and have minimum tolerance for overcharging based on their past experiences



Opportunities

Major Pain Points

- Cultural Understanding

They find it difficult to adjust their nutritional, healthcare provision and social interaction habits, exposed in a new and unknown environment

- Social Networking

They value social interaction and deep understanding from their interactions, which they currently lack due to the minimum exposure and available time

- Family Connections

Many participants referred to their family and their strong connection with their parents and siblings, while being currently away from them



Opportunities

Unmet Needs

- Information about healthcare

They are not familiarized with the local healthcare system and don't know who to contact in case of need and where to go to get the care that they need

- Specialization

Interviewees are seeking solutions based on their previous experiences and backgrounds, that they have tested and know that are effective for them, lacking medicine that they used in their countries, food ingredients and traditional healthcare solutions

- Balanced routines

Being part of rigorous educational programs while also adapting to a new environment, they lack balance in their personal lives and struggle to ensure stability while also taking advantage of the opportunities that are available

- Social Network

Being introduced to a new country they lack the social network of friends and family to support them, while also being introduced to a minimum amount of local people that can help them adapt faster



Opportunities

Untapped Desires

- Security

Lacking information and being unfamiliar with local healthcare systems, while also not having the luxury of a doctor that they can trust and depend on they feel insecure about the multiple available services provided

- Connection

Being away from their home country, where they have lived and been taken care of by doctors and people in general that understand them deeply and know their motives and interests, they lack the special treatment that such information could provide

- Stability

In a new country, pursuing a new career, with new friends and away from their family doctors they seek stability



Opportunities

Target Audience

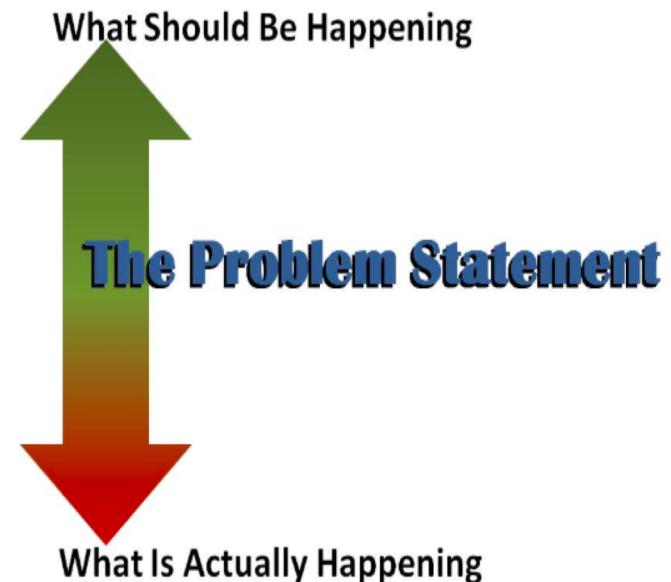
- International students feeling insecure and uninformed
- Pursuing a demanding and stressful Master's degree
- Being away from their families and friends, in a new country for the first time
- Having minimum access to healthcare solutions that are tailor made for their needs based on their past experiences, interests and desires



Challenge statements

How might we...

- Help international students who just moved in the States with intensive curriculum, get information on the procedures of local health care service quickly and efficiently so that they will be able to use it and feel secure?
- Build a less complicated health provision system, for international students who just moved in the States with intensive curriculum, to overcome communication difficulties and have access to traditional healthcare?
- Develop a remote service solution for international students who just moved in the States with intensive curriculum to make it easy for them to get health care services either equivalent to what they had in their countries in regards to the communication and familiarity level?



Reflection

Concerns and learnings from the project

- As a team we were concerned with the **consistency** of our interview process and developed a guidance tool for the interviewer with key points of consideration and questions to assist the process and ensure **homogeneity** across all the process. We learned that it is important to develop a plan and **structure** at an early stage in order to harmonize the project.
- An additional concern was the separation of work load in order to ensure that each member of the team **worked in parallel** and towards the **same goal**. To this extent we utilized online data storage and remained in continuous communication in order to ensure that everyone was **on the same page** and to avoid misunderstandings. We learn the importance of **communication** during particular instances that were crucial for the development and timely completion of the project.