

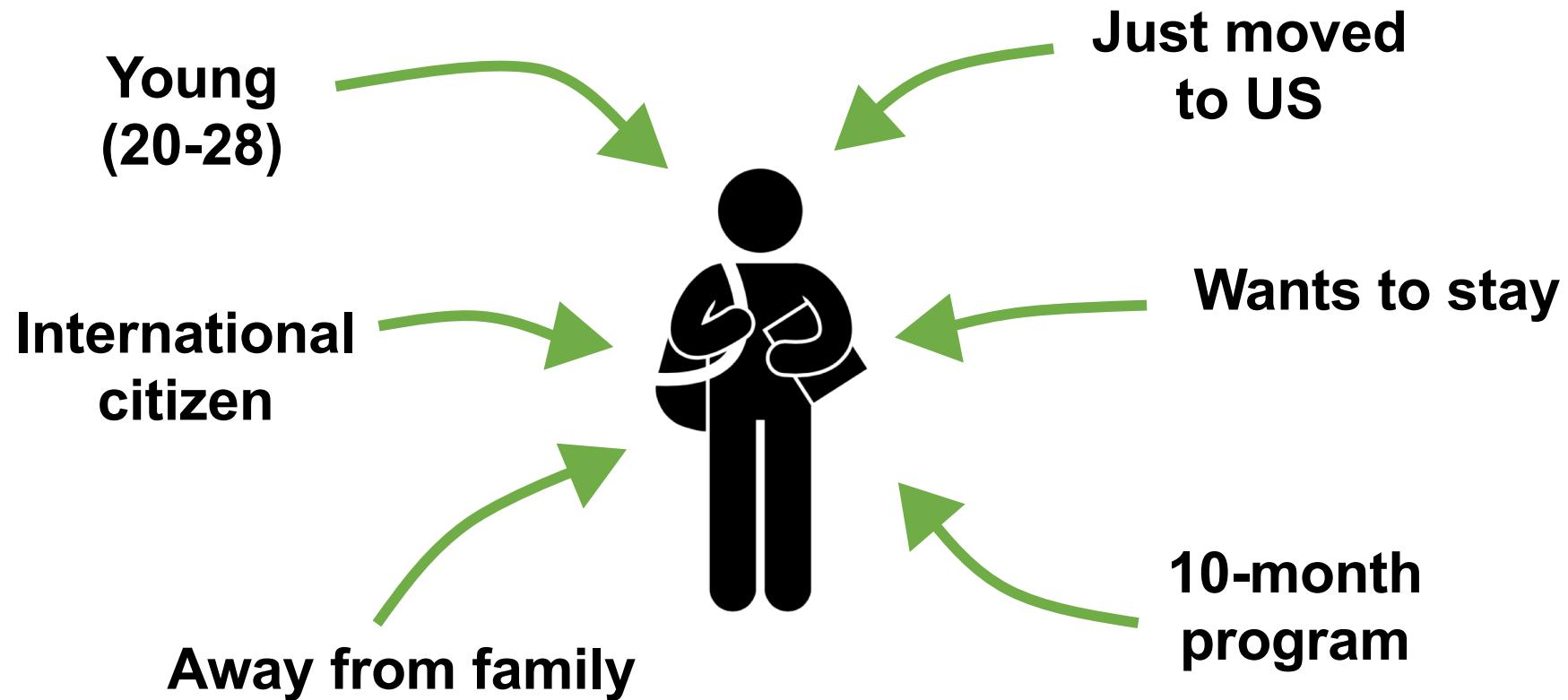
AUGUST 2018



PHASE 4 – PRESENT LEADING IDEAS

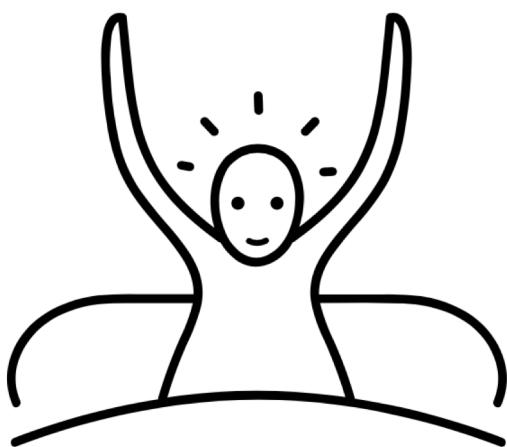
Design Methods

Meet Joe



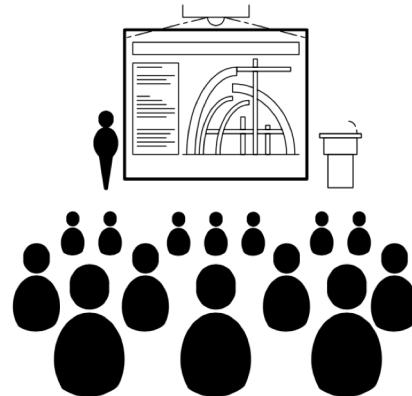
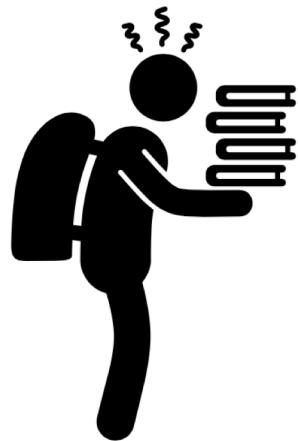
Joe's Daily life

Waking up



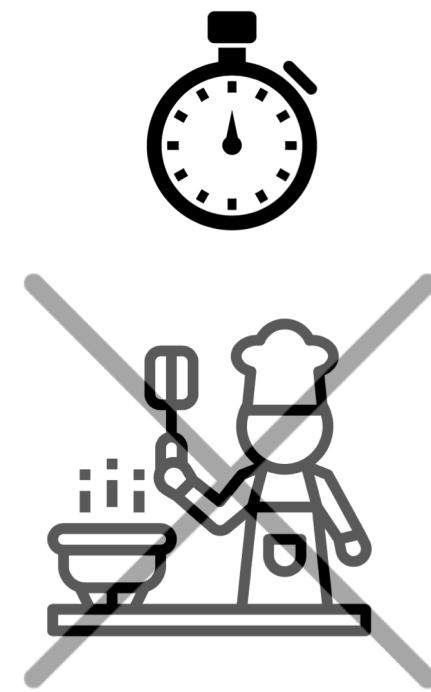
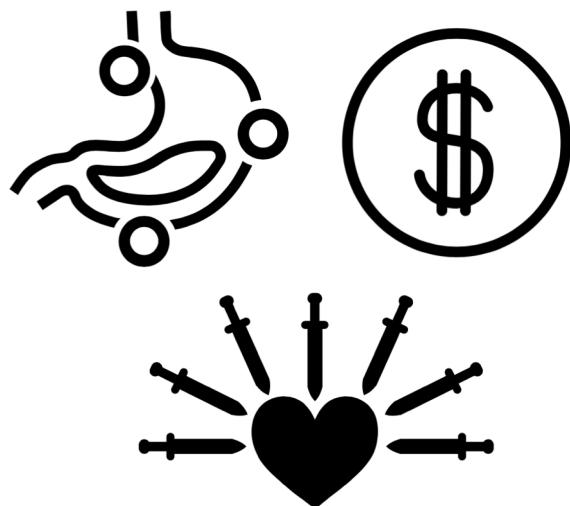
Joe's Daily life

Going to school



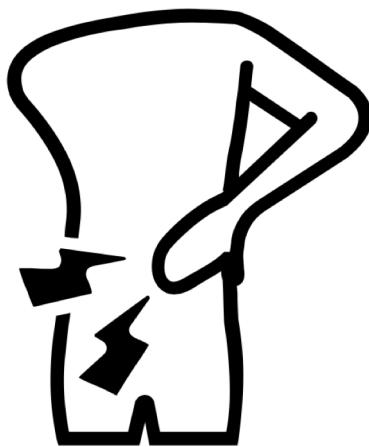
Joe's Daily life

Eating habits



Joe's Daily life

Returning home



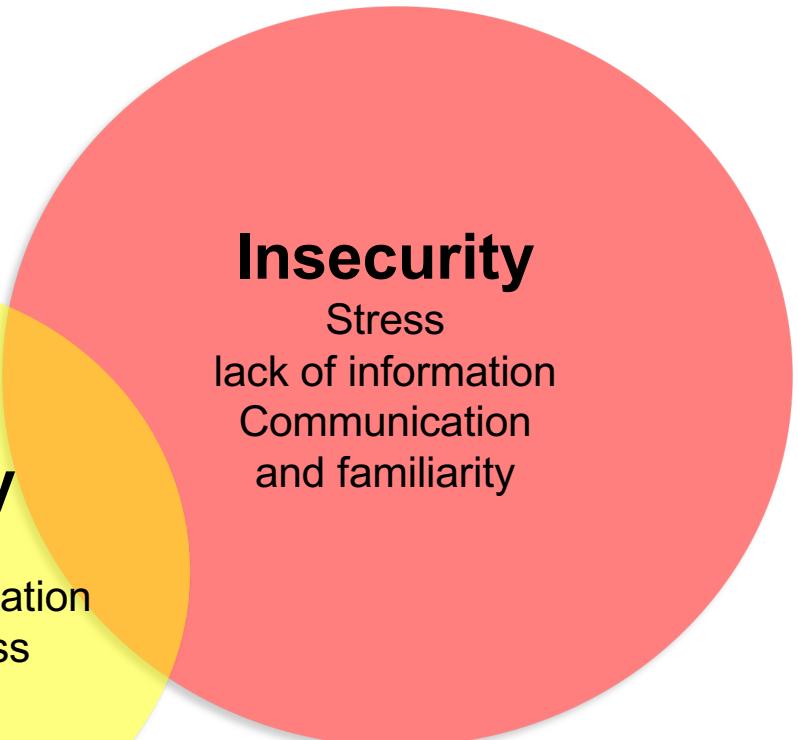
Joe's Daily life

Key Insights

- ✓ Wants more time to sleep/rest
- ✓ Seeks more communication from people that know him
- ✓ Overwhelmed by tons of assignments
- ✓ Cannot balance life and study, no time working out
- ✓ Cannot communicate well with locals
- ✓ Cares about his health and aspires to eat more healthily
- ✓ Does not know who to contact when he feels ill
- ✓ Is unfamiliar with local medicine and medical procedures
- ✓ Does not have access to traditional medicine from back home

Joe's Daily life

Themes

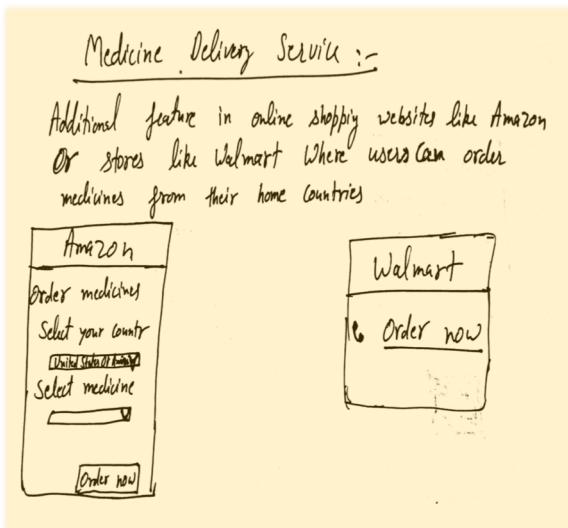


Challenge Statement

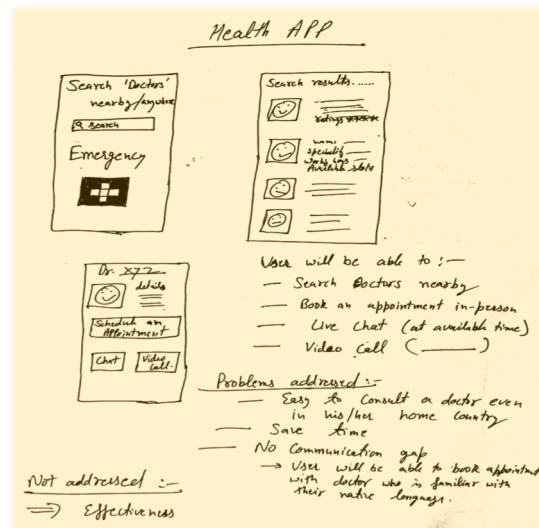
How might we develop a cost effective remote service solution for Joe who just moved in the States and is pursuing an intensive and stressful curriculum and lacks information about local healthcare, in order to make it easy for him to get health care services equivalent to what he had in his country in regards to the communication, effectiveness and familiarity level?

Prototypes

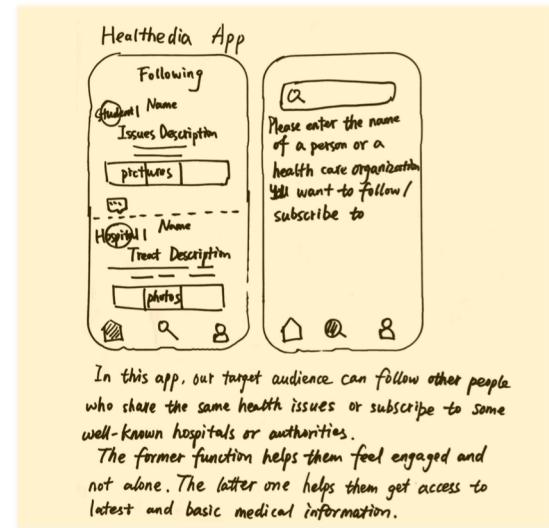
Medicine Delivery Portal



Online Doctors Application

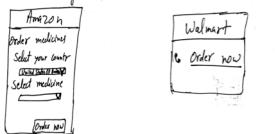


Health Forum



Solution

Medicine Delivery Service :-
Additional feature in online shopping websites like Amazon or stores like Walmart where users can order medicines from their home countries.



The former function helps them feel engaged and not alone. The latter one helps them get access to latest and basic medical information.



eHealth

- ✓ Mobile App
- ✓ Machine Learning
- ✓ Personal Account
- ✓ Emergency Button
- ✓ Doctor – Patient Chat Room
- ✓ Appointment Scheduling
- ✓ Real Time Translator
- ✓ Equivalent Medicine
- ✓ Links to Online Stores
- ✓ Doctors' Ratings
- ✓ Online Forum
- ✓ Cost Comparison

eHealth

Welcome and login page



Goals

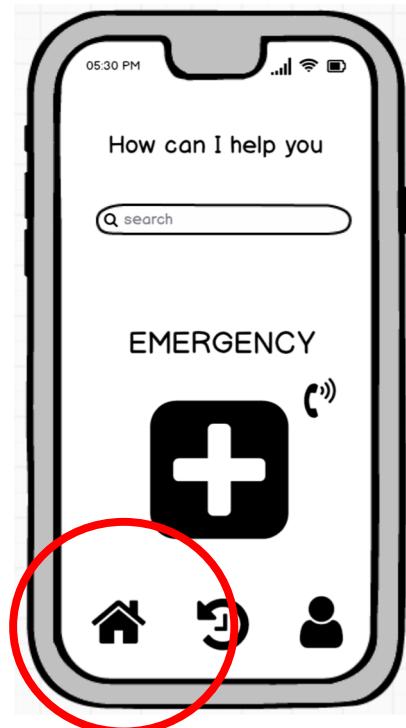
- Making the experience personal
- Protecting personal information

Challenges

- Information required at an entry level

eHealth

Home screen



Goals

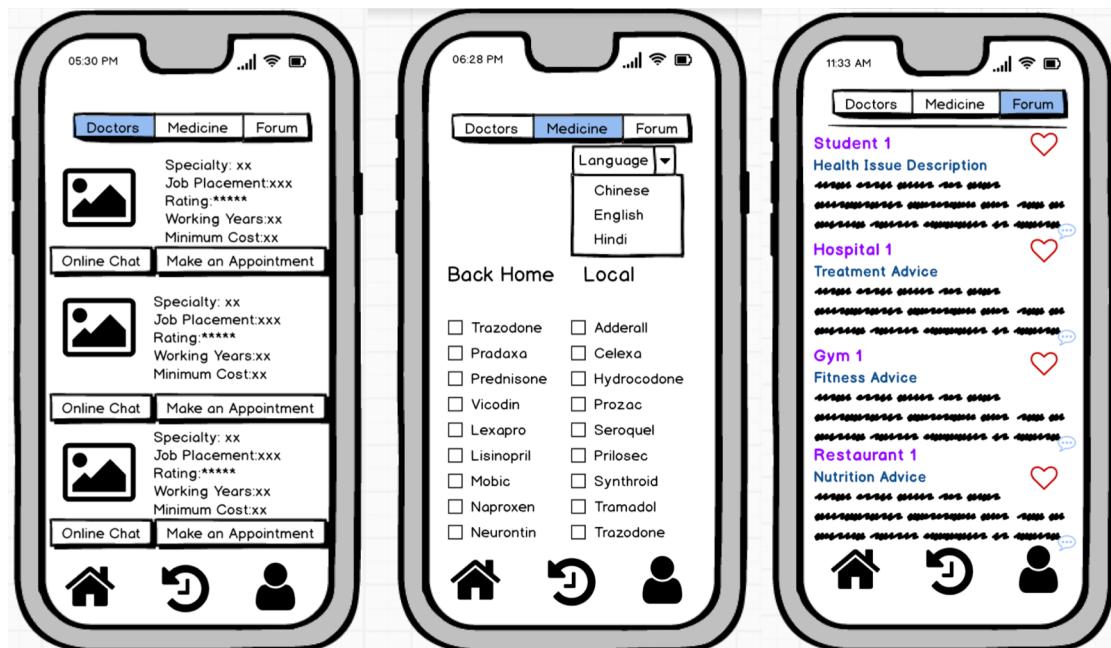
- Simple and accessible health care services
- Personalized experience (machine learning)
- Empowerment and security

Challenges

- Oversimplification
- Accidental alert

eHealth

Health services



Goals

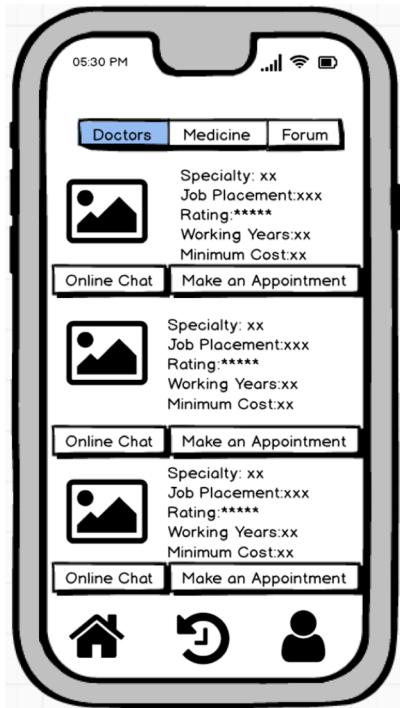
- Maximum number of services and solutions

Challenges

- Overwhelming information

eHealth

Health Services (Doctors)



Goals

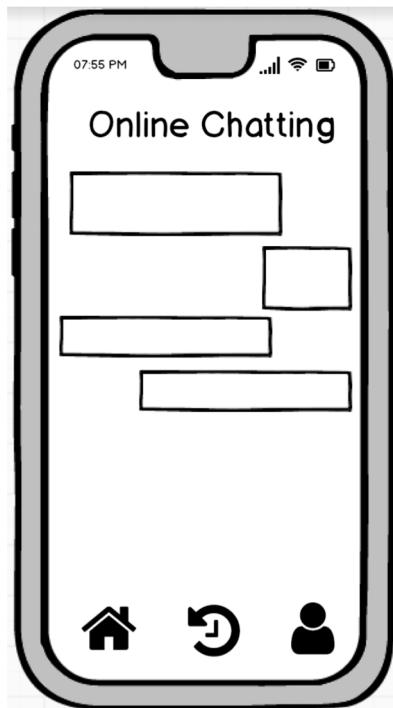
- Efficiency
- Personalized experience (machine learning)
- Affordability

Challenges

- Excess of information

eHealth

Online chat with doctors



Goals

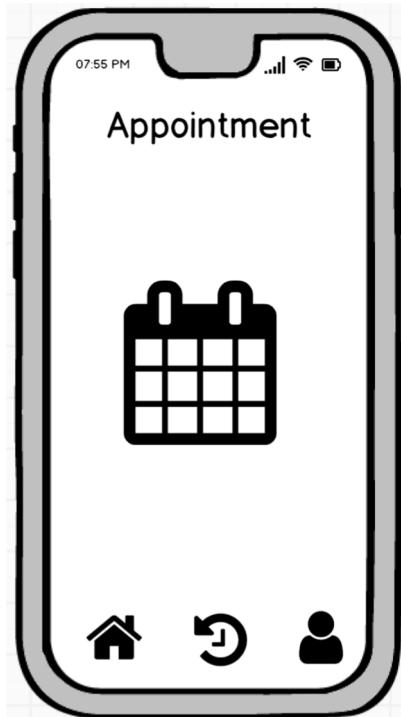
- Ease of communication
- Accessibility and availability at a wide range of hours
- Decreased cost

Challenges

- Sometimes difficult to describe explicitly the illnesses

eHealth

Scheduling an appointment



Goals

- Management and coordination
- Efficiency
- Personalization of health care

Challenges

- Overall integration with device's UI

eHealth

Health Services (Medicine)



Goals

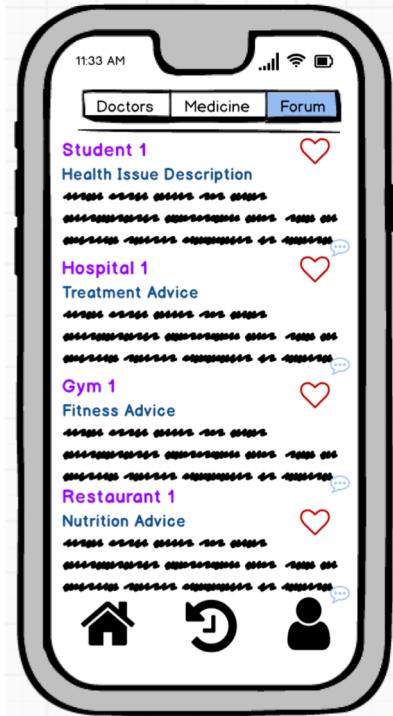
- Raise awareness on available medication
- Familiarization with suitable products

Challenges

- Lack of equivalent medication (e.g. traditional Chinese medicine)
- Complex and unsustainable design

eHealth

Health Services (Forum)



Goals

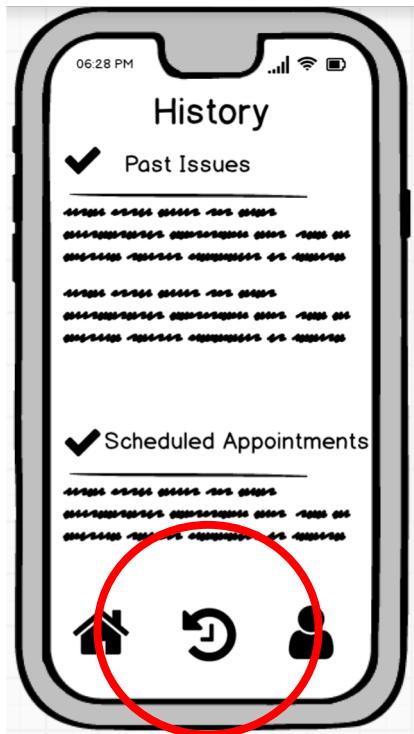
- Communication with users that have high empathy
- Developing a network
- Researching before taking action

Challenges

- Advertisement
- Misguidance

eHealth

History



Goals

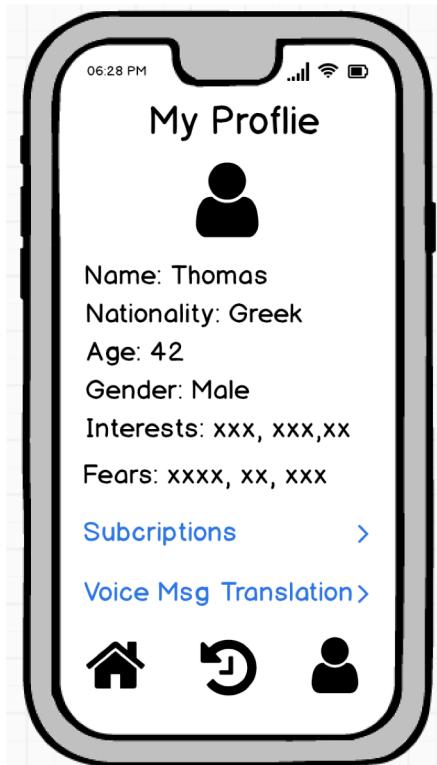
- Continuously improving experience
- Medical History
- Search engine optimization

Challenges

- Security and privacy

eHealth

Personal Profile



Goals

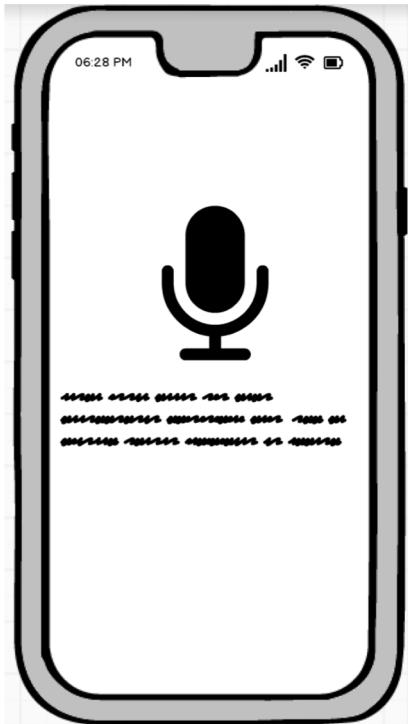
- Stronger connection with the app
- Increased user friendliness
- Independent translator tool

Challenges

- Requires self awareness
- Redundant Information (machine learning)

eHealth

Real-time Translator



Goals

- Bridge the communication
- Simplify understanding and implementation of instructions
- Versatility and user friendliness

Challenges

- Complex interaction
- Distraction from the experience

eHealth

Overall aesthetics and design



Goal

- Simplified and modular
- Personal assistant

Challenges

- Continuous seamless experience
- Experts' and Organizations' engagement

Reflection

Concerns and learnings from the project

- Based on the fact that we all fit the project's persona, we were concerned about our **biases** and how those would effect our research. Nonetheless, exchanging ideas and developing a high level of communication throughout each phase, while also using the available tools and sticking to a **standardized method** for our research, each of us contributed to the development of the project, providing with different perspectives and ideas.
- In addition, throughout our involvement and research for the project, we identified **new insights** for our target group that were not clear in the beginning and came up with a creative solution addressing their needs and fears.