

Healthier Life In Your Pocket

Brief

Reimagine the future of healthcare service' –
to build stronger relationships with existing customers (Gen X)
and reach new audiences (Gen Y/Millennials and Gen Z)

Taking the current global situation into consideration and help
the business to envision this through a future state
omni- channel experience.



Context

With COVID-19, all the hospitals are running at full capacity serving mostly COVID cases, while other health treatments have been taken to the backseat. According to the fact that hospitals have become the place where COVID-19 cases are gathered, it certainly makes more people afriad of going to hospital. People with other health ailments and chronic diseases like diabetes, hypertension, etc. still need regular follow-ups as well.



5Ws and H

Who?

Who would find it beneficial?

- All of the patients or even a person with normal health conditions who is interested in improving and questioning their healthcare.

What?

What is an objective/ultimate goal?

- To bring healthier lives to the target audience.

When?

What does the situation take place?

- The pandamic started at the beginning of 2020.

Where?

Where to solve/ focus?

- I will be focusing on how to provide healthcare treatments with less interaction. With features that can reach the younger generation users.

Why?

Why is it important to solve this issue?

- Many people avoided hospitals during the pandemic which makes it worst because some people still need the treatments from the hospital. People may also neglect signs of issue which can possibly develop into serious conditions.

How?

How to solve this problem?

- By re-imagining a new way of getting healthcare without visiting the hospital in person.

Defining the problem statement

How can we make process of health treatment more accessible for all users during COVID-19?

How can we encourage the younger generations to put more effort into taking care of their health?



Design Process



Emphatize

At this stage, the main goal is to study existing platforms which have similar purpose. Observing how the users interect with the platform. What seems to be a struggle for them, what's already good and what can be better. Gather all of the information that will be used in order to develop the application.

Initial Research : Secondary Research
Conduct Interviews : Primary Research

Intial Research : Secondary Research

Existing medical application
Research the main features and the flow of the application. How do they cooperate with the COVID-19 situation?

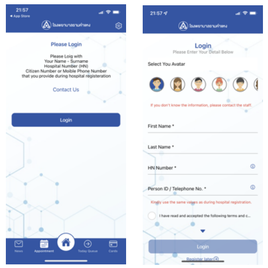
Key points
- User flow
- Pandemic-related features

3 Case study

Ramkamhang Hospital : Public Hospital

Siriraj Hospital : Public Hospital

Samitivej Hospital : Private Hospital



Ramkamhang Hospital

Pros

- Navigation bar located at the bottom.
- Good use and control of color scheme.

Cons

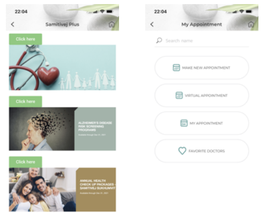
- Providing only unnecessary contents such as welcome post, history of the hospital.
- The app is exclusive to registered patients of the hospital.



Siriraj Hospital

- Various features within the application.
- Provides knowledge and safety procedure about COVID-19
- Features COVID-19 vaccination appointments.

- Call to action buttons not included.
- Some features or pages are not responsive.
- Some features are redirecting to another application



Samitivej Hospital

- Has an emergency button.
- Provide an omni channel to their other platforms.
- Able to book an online consultation.

- Bad design components.
- Many of distraction within one page.
- Using too many colors.

What I have found

Most of the existing application does not have a user-friendly design, with too many information and inefficient navigation. Low contrasting colour scheme which makes it hard to pioritize the content. Most of the features cannot be used if the users are not a hospital member, which means the app does not provide an omni chanel system.

Pain points
- Unorganized Information
- Distracting choice of color scheme
- Limited to a group of user



Conduct Interviews : Primary Research

Interviewing 3 Generations

Gen X,Y and Z . To get various perspective from different generation. In order to understand and emphatize more about the impact of this pandemic regarding their life, how do they feel?
And how does it effect to their health condition and the experience of going to get the medical treatment.

Key points

- What are they facing?
- How do they cope withe the current situation?
- Experience using existing application



Gen X



Gen Y



Gen Z

Set of question

1. Overview on each interviewee
Their experience of taking health care treatment
- Do you regulary go to hospital to check up your health?
- What did you do when you want to find out about a symptom?
- From your researching experience, is the information accurate?
- How do you feel talking to a doctor/specialist in person?

2.Experience on using a healthcare/hospital application
- Have you ever experience using a health application?
- Have you ever scheduled an online consultation?
- If yes, how was it? Is it easy to complete the process?
- Do you have any frustrations when using the application?

Conduct Interviews : Primary Research

Key insights from the interviews

Frustrations

- Double protection required when going outside.
- Difficult to find a proper diagnosis with Google.
- Inaccurate result on google which cause stress.
- Consume time and effort going to the hospital.
- Uncomfortable being approched by the sales.
- Feels exhaust explaning personal conditions to doctor.

Expectations

- To be able to talk to her health assistant or doctor directly.
- To be diagnosed and get prescription online.
- To not have to visit the hospital everytime she has to do check ups.
- To be able to find the right supplements by herself.
- To be able to check up on her health online.
- To be able to find out more about what's happening to her body.
- To have an online healthcare platform.

"I'm 52 with 3 kids, I cannot take my self to a very risky place anymore."

"It's tiring when I have to go outsite knowing out there is full of germs but what can I do."

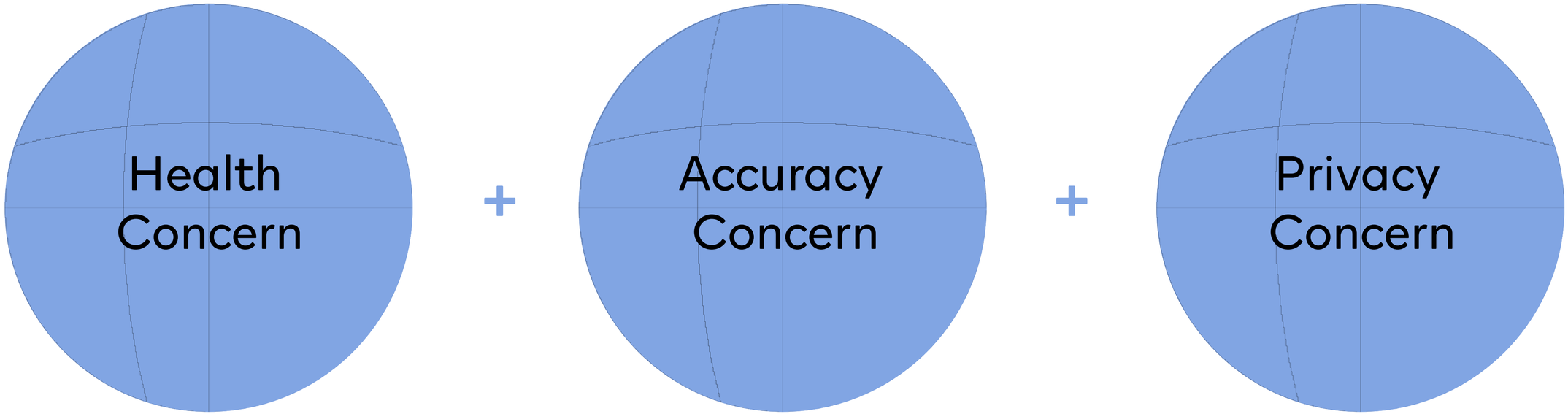
"I hate it when someone tries to sell me a supplement even though I want it."

"I'm not sure about the authenticity when I have to buy a supplements online."

"I wonder what's happening to my body but I don't want to talk to a doctor in person."

"Whenever I search up on Google the results are 90% freaked me out."

Conduct Interviews : Primary Research



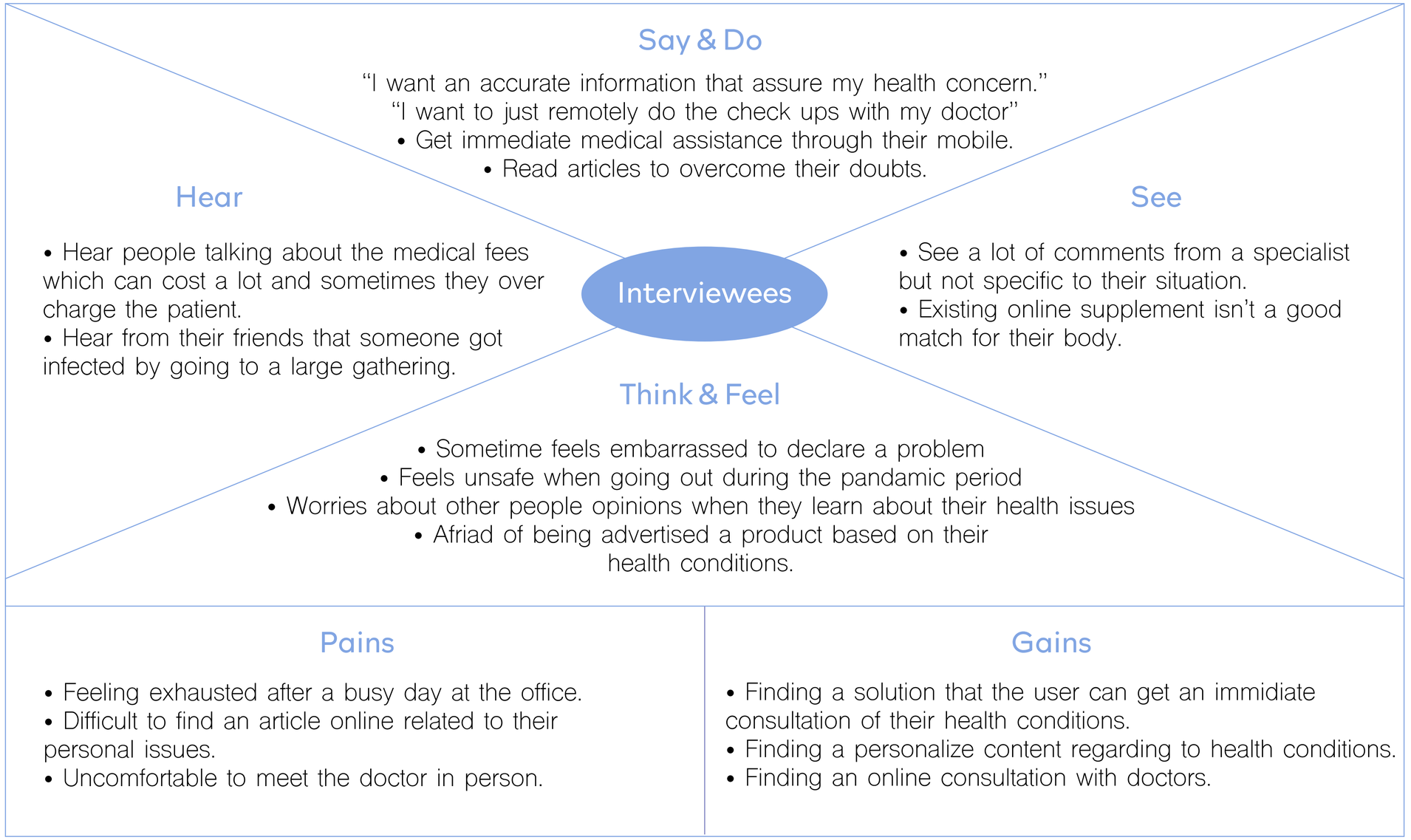
Define

At this stage, the main objective is to define the user pain points and frustrations to point out what can be the best possible design to improve their experience on taking healthcare treatment for both experienced and beginner users.

Emphathy map
User personas
User journey map
User needs statement

Empathy Map

Is used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to create a shared understanding of user needs, and aid in decision making.


Say & Do
"I want an accurate information that assure my health concern."
"I want to just remotely do the check ups with my doctor"
• Get immediate medical assistance through their mobile.
• Read articles to overcome their doubts.
Hear
• Hear people talking about the medical fees which can cost a lot and sometimes they over charge the patient.
• Hear from their friends that someone got infected by going to a large gathering.
Interviewees
See
• See a lot of comments from a specialist but not specific to their situation.
• Existing online supplement isn't a good match for their body.
Think & Feel
• Sometime feels embarrassed to declare a problem
• Feels unsafe when going out during the pandamic period
• Worries about other people opinions when they learn about their health issues
• Afriad of being advertised a product based on their health conditions.
Pains
• Feeling exhausted after a busy day at the office.
• Difficult to find an article online related to their personal issues.
• Uncomfortable to meet the doctor in person.
Gains
• Finding a solution that the user can get an immidiate consultation of their health conditions.
• Finding a personalize content regarding to health conditions.
• Finding an online consultation with doctors.

User personas

are create based upon the researches in order to represent the different user types that might use this application. Creating personas will help understanding users' needs, experiences, behaviours and goals.

User personas 01 : Experienced



Supranee

Age : 60
Job : Housewife
Location : Bangkok, Thailand

Info

Supranee is a housewife. Due to her current situation, she naturally has time to take good care of herself. She used to regularly check up on her health, but after the pandamic she stopped visiting the health care center. Althought she still takes care of her self at home. Sometime she uses google to search the best health treatment for her conditions. But sometimes the result is not accurate compared to the method directed by the specialist.

"Nowadays hospital is a crowded place, I would love to get everything done with out going anywhere."

Goals & Needs

- To be able to talk to her health assistant or doctor directly.
- To be diagnosed and get prescription online.
- To not have to visit the hospital everytime she has to do check ups.

Pain Points & Frustrations

- Inaccurate browsing information.
- Risk in travelling during COVID-19 period.
- Whenever she wants to go to the health care center, she needs to prepare double protection which require a lot of effort.
- When she wants to find out what is happening to her body, it is difficult to find a proper diagnosis with Google.

User personas 02 : Beginner



Pareena

Age : 28
Job : Accountant
Location : Bangkok, Thailand

Info

Pareena is an office worker who works as an accountant. She is quite strict on her expenses per month.
Due to her full time job, she doesn't have that much time to do check ups and keep track on her health. Deep down she also wants to have a healthier life, but the process is too time consuming. During the weekends she would prefer to stay at home and relax. Sometimes she search up for the dietary supplements to improve her immunity but she is not sure about the authenticity and the suitibility to her body. She also doesn't want to talk to a sales person.

"I will ask a phamarcist if I need help, but if I don't ask. That means I don't want anyone to talk to me"

Goals & Needs

- To be able to find the right supplements by herself.
- To be able to check up on her health online.

Pain Points & Frustrations

- Time consuming with onsite visiting.
- Cannot find a suitable supplement by herself.
- When she wants to search up what is wrong with her body, the results always too serious and freak her out.
- It takes a lot of time and effort to go to the hospital.
- Feels uncomfortable when the sales contact her in person.

User personas 03 : Beginner



Suwimol

Age : 17
Job : Student
Location : Bangkok, Thailand

Info

Suwimol is a student who spend a lot of her time on social. Since she has been online learning for almost two years, she has more time to be with herself. Due to her age, there is a lot of changes in her body. Sometimes she has a question about her health but she doesn't know who to talk to. Also, It is exhausting and uncomfortable for her to talk to another person directly, she would prefer a more indirect platform.

"If I have to reveal my identity, I wouldn't schedule a consultation."

Goals & Needs

- To be able to find out more about what's happening to her body.
- To have an online healthcare platform.

Pain Points & Frustrations

- Doesn't want to declare her problem outspokenly.
- Feels uncomfortable talking to the doctor in person.
- She craves to know more about her health, but it is too exhausting to talk to anyone.
- Being teenager with a lot of changes, sometimes they cannot find out what is wrong with thier body.

User Journey Map



Supranee

Scenario

Supranee wants to know whats is wrong with her eyes. There has been white dots above her eyelid for a week.

Goals and Expectations

- To find out what's wrong with her eyes
- To find a cure
- To get better in a couple of days

Consider	Explore	Compare	Select
1. She thinks something is wrong with her eyes. 2. She is starting to get worried because It doesn't seem to get better.	3. She decides to search up her symptoms on Google. 4. While browsing, she finds an app called 'Life Application'.	5. She reads both the Google generated content and the articles on the Life application. 6. She finds out that the content in 'Life' is less threatening and more precise to her condition. 7. She sees related articles and continues reading. 8. After finishing her reading, she realises that there is a feature to consult with a doctor online.	9. She decides to have an online consultation with a doctor who is an ophthalmologist with good reviews from other patients. 10. After finishing her online consultation, she feels much better.



User need statement

To outline what the users need, for better focus on ideas that help achieve their goals.

User need : Personas NO.1

“As a 60 years old housewife **I need/want** to continue my medical treatement without going onsite **so that** I can keep track by myself.”

Problem statement

The user needs to get medical treatment at a regular basis which cannot be done due to the COVID-19 situation.

User need : Personas NO.2

“As a working woman **I need/want** to be able to find the right supplements for myself **so that** I don’t have to listen to someone hardselling the product to me.”

Problem statement

The user would like to find the right supplements for her body without unwanted assistant.

User need : Personas NO.3

“As a teenanage **I need/want** to find out what is happening to my body by myself **so that** I don’t have to ask someone in person.”

Problem statement

The user doesn’t want to reveal her identity while getting medical treatment.

Analysis

Uncomfortable onsite visiting

The user's major concern is visiting the doctor/specialist onsite in this pandamic period, Eventhough some hospital have a safety measure, it does not make them feel safer.

Distracting sale assistant

Some users feel uncomfortable with a sale assistant around during their decision making process, which can also be a distraction.

Inaccurate healthcare information

Users find that when they reseach, majority of the contents online cause distress, and influenced by advertisement.

Revealing self identity

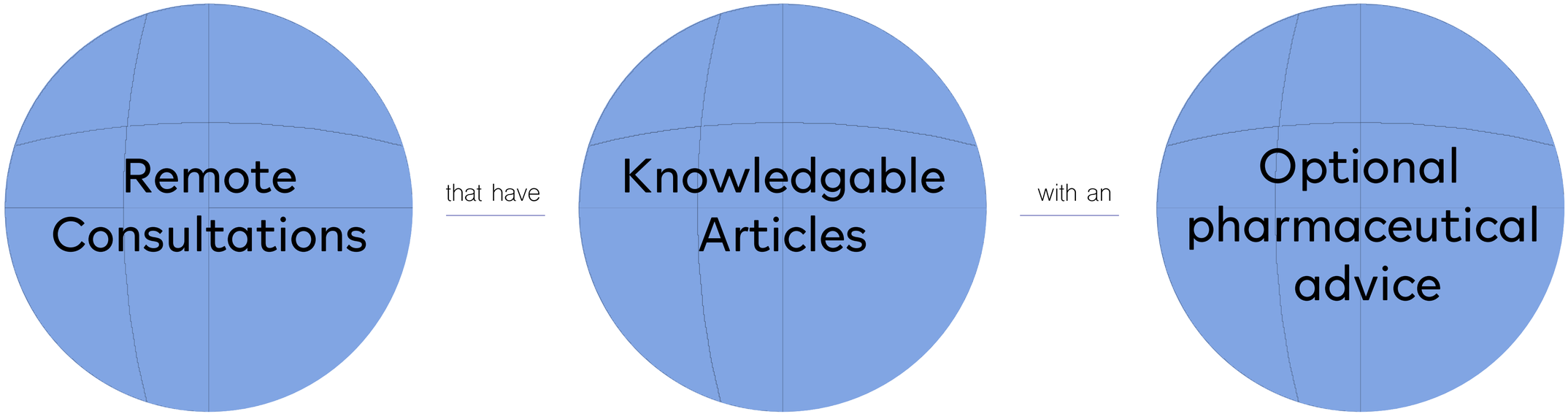
Some users prefer not to reveal their identity during the consultation because of their sensitive personal conditions.

Ideate

At this stage, the main objective is to point out
what can be the best possible design to improve their experience

Core Ideas
Possible Design Solution
User flow
Information Architectire
Sketches

Core Ideas


Remote Consultations
that have
Knowledgable Articles
with an
Optional pharmaceutical advice

Possible Design Solution

Reimagine the old ways of getting medical care to help users feel more comfortable and widen the range of target users by providing new features that is more than just a Hospital application.

Online Session with a Specialist/ Doctor

The users will be able to book a consultation with a doctor via the application, and schedule an offline session if there are some medical procedure that the users will need to be onsite. In order to prevent large gathering by limiting the booking queue per day.

A certified content within application

Providing fruitful articles written by a doctor/specialist. which will be generated based on their data and personal information such as gender, age range, and articles they have read in order to find the right content for the user.

Pharmacy with an option to ask

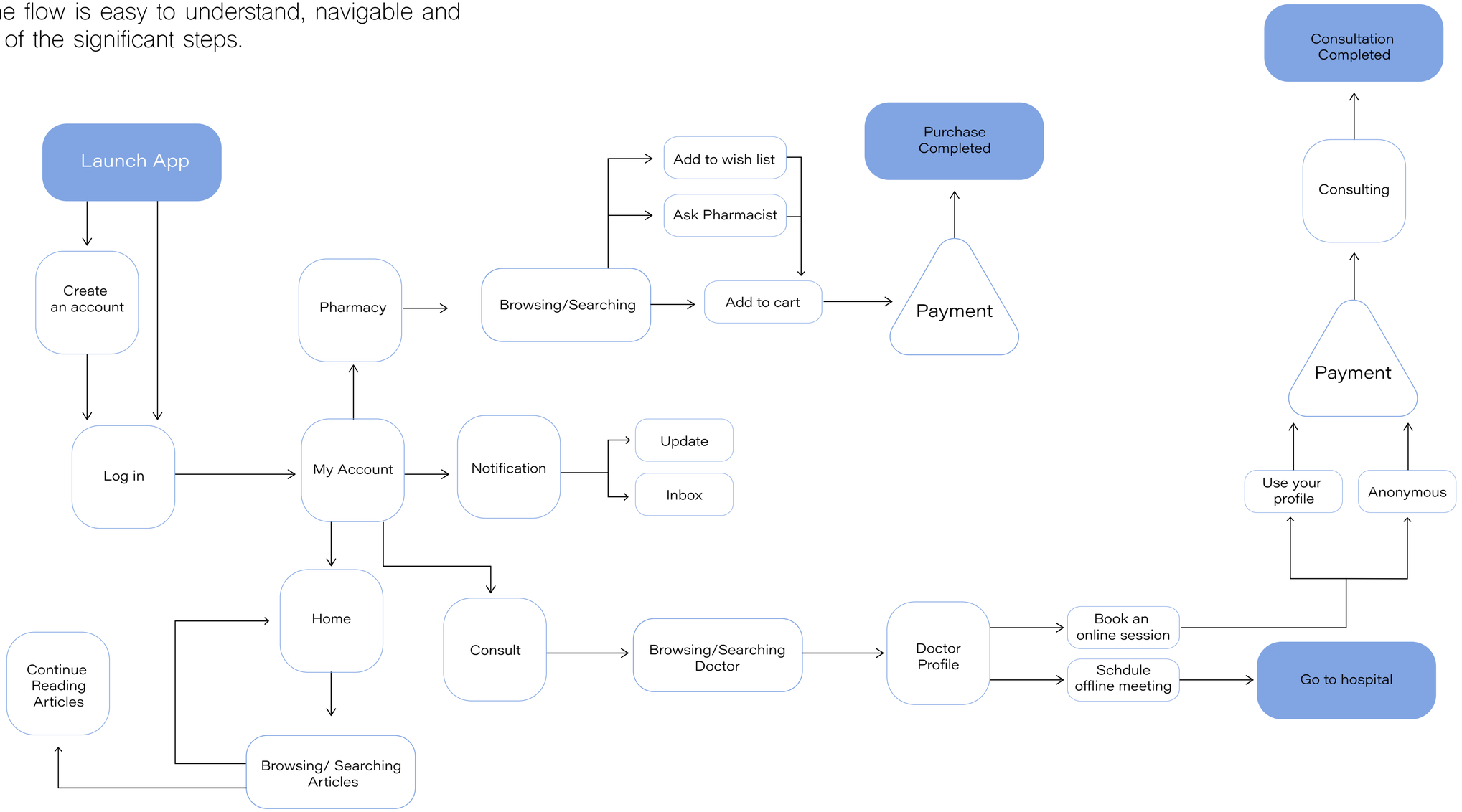
Users are allowed to purchase healthcare products by themselves. Meanwhile, there will be an option to ask the pharmacist before making their decision.

Anonymous mode available

The user will be allowed to chose whether they want to do the consultation anonymously, with an option that can shift from video call to vioce call.

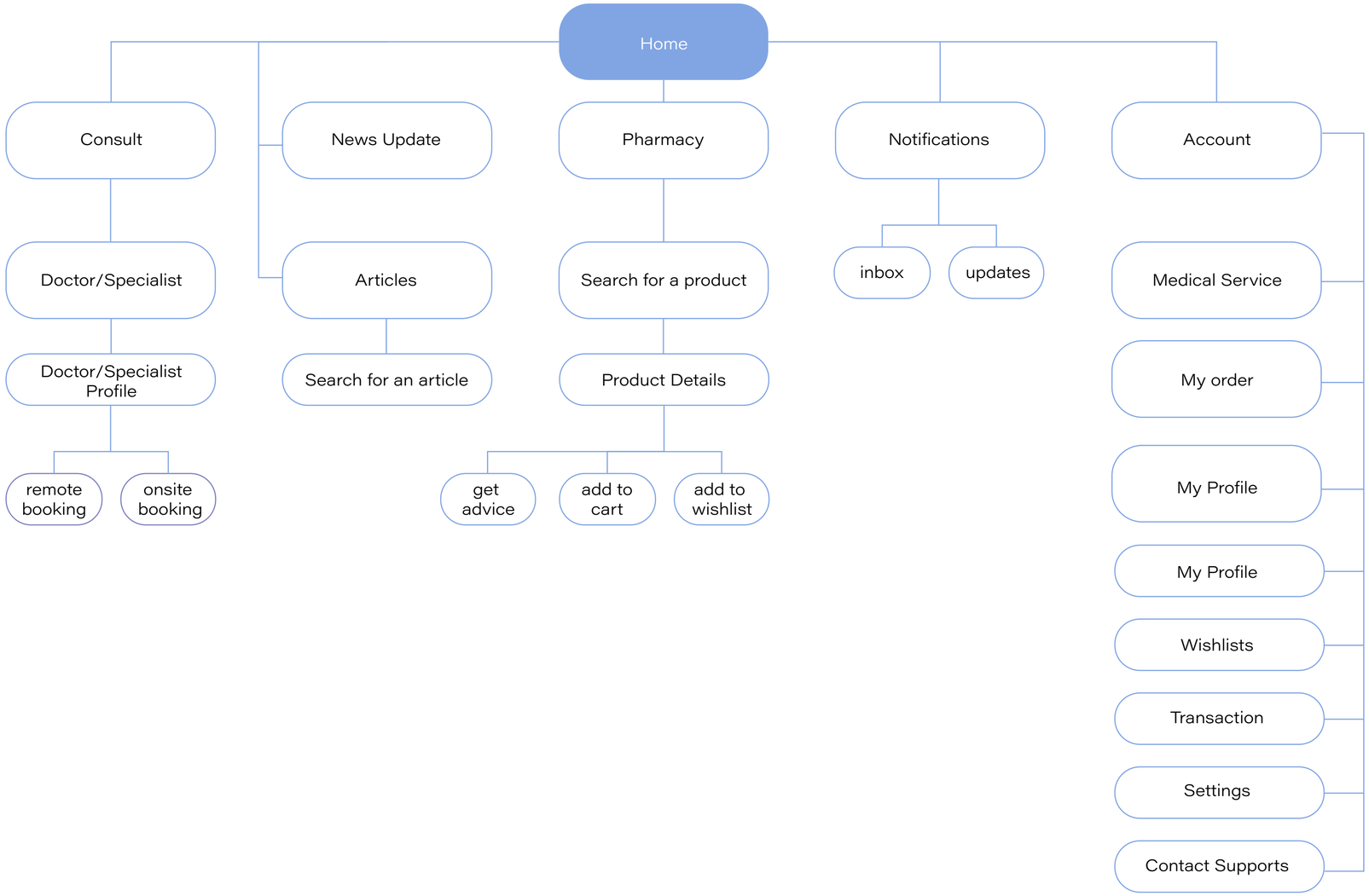
User Flow

Userflow will help guiding the overall flow in each interaction.
To ensure the flow is easy to understand, navigable and
conclude all of the significant steps.

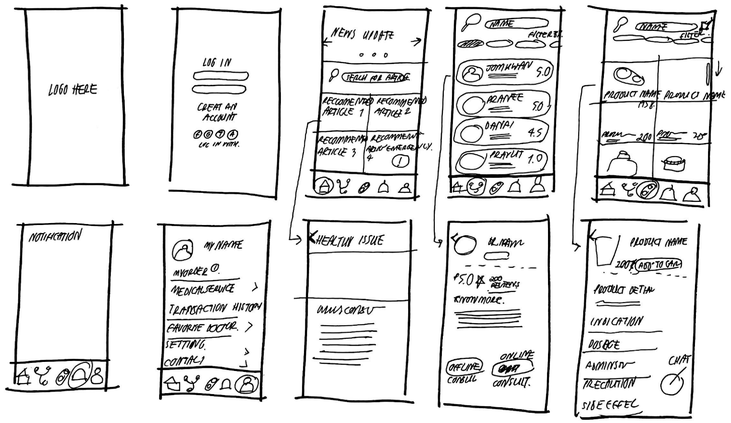


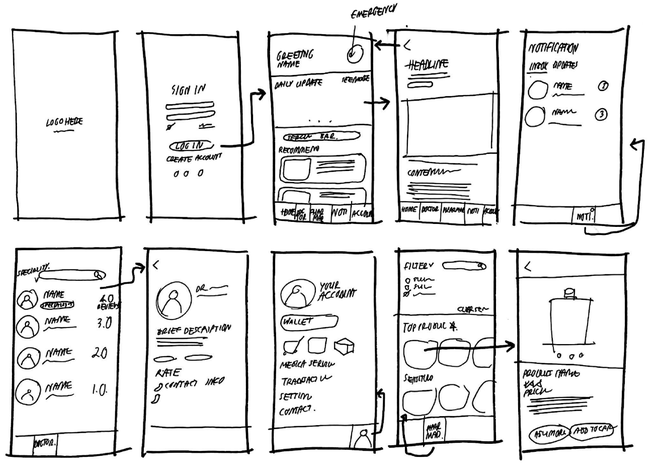
Information Architecture

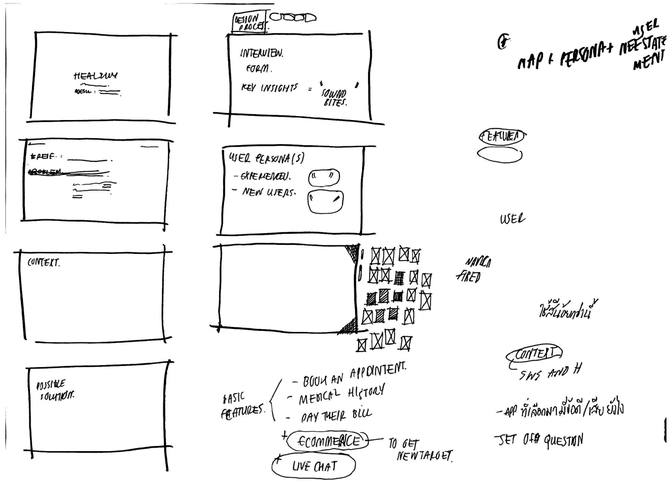
Creating a sample information architecture will help guiding the overall contents within the application. To expand on what are the sub-contents of each features or catagories.

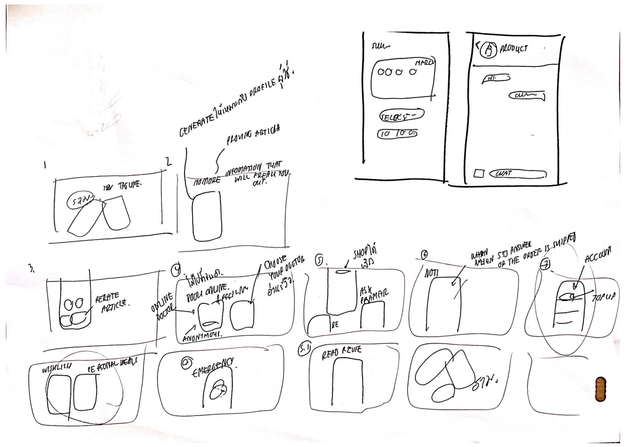


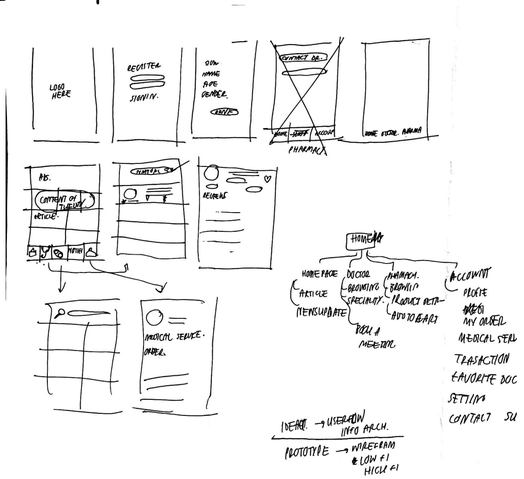
Sketches Wireframe











Prototype

At this point, is to simply experiment a model of a proposed solution used to test or validate ideas, design assumptions and other aspects of its conceptualisation, so appropriate refinements can be made.

High - Fidelity

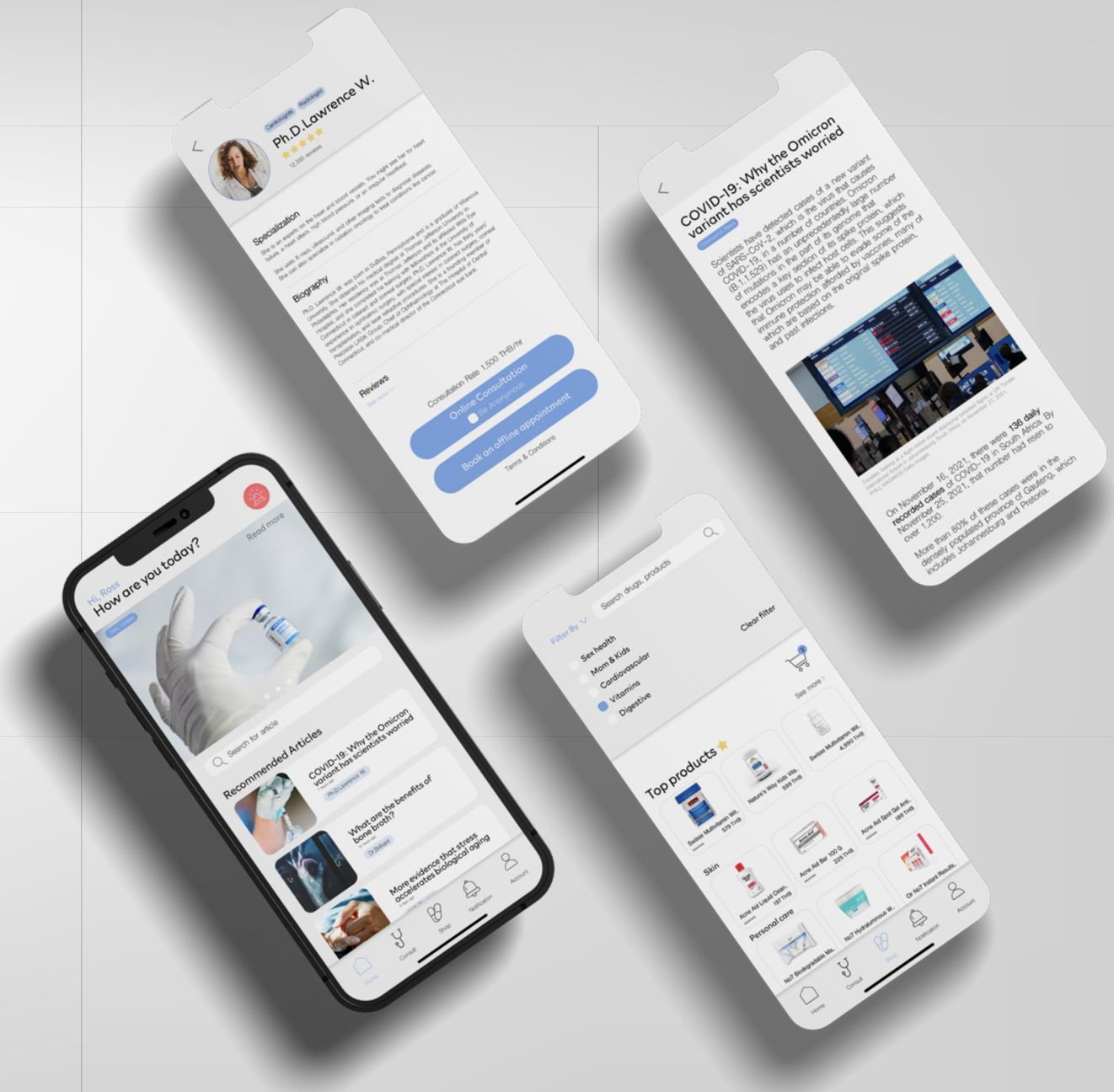
Life

Hospital &
Healthcare center
Application



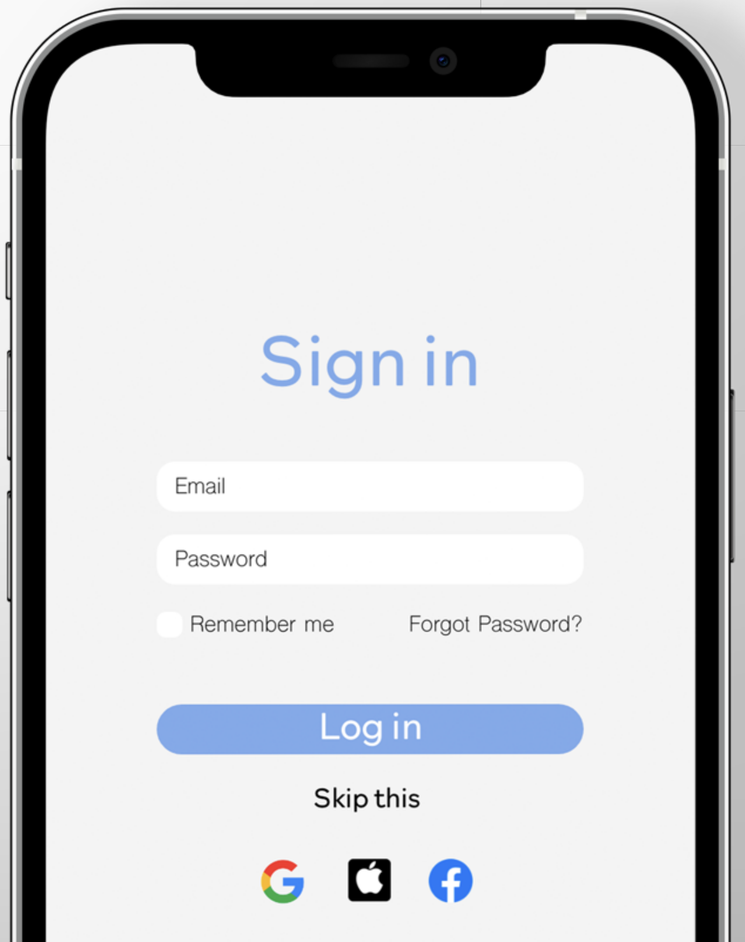
Healthier Life In Your Pocket

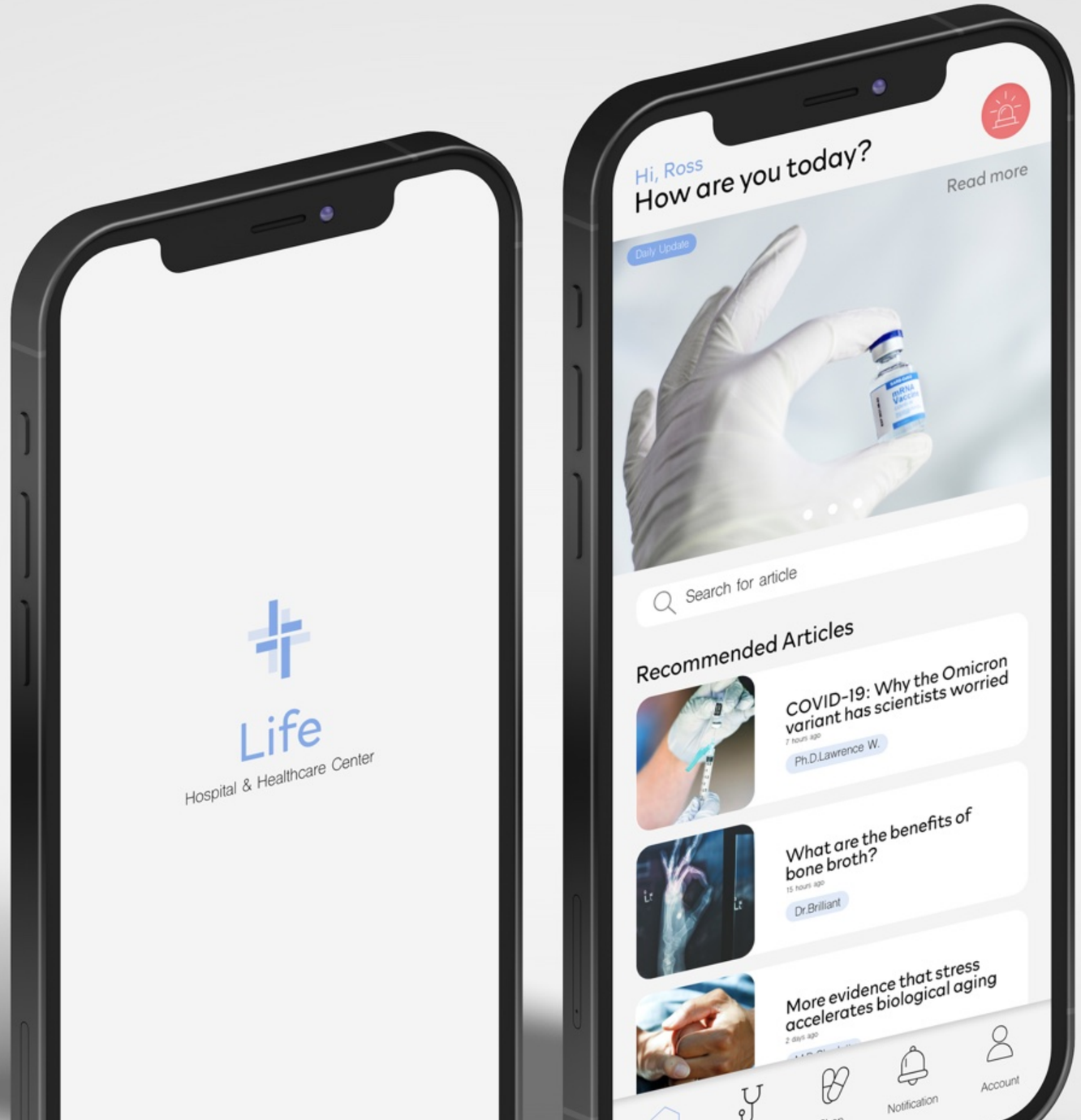
‘Life Application’ aims to help the user take good care of their body with less effort, by combining all things needed into the application. Its features include scheduling online medical services, which allow for less contact during the pandemic. It also provides a range of usefu l articles to improve the users’ understanding of their health and a built-in e-commerce shop, where the user can get healthcare products online, and get pharmaceutical advice before purchasing.



Zero step to explore the application

Just skip or simply log in via other platforms





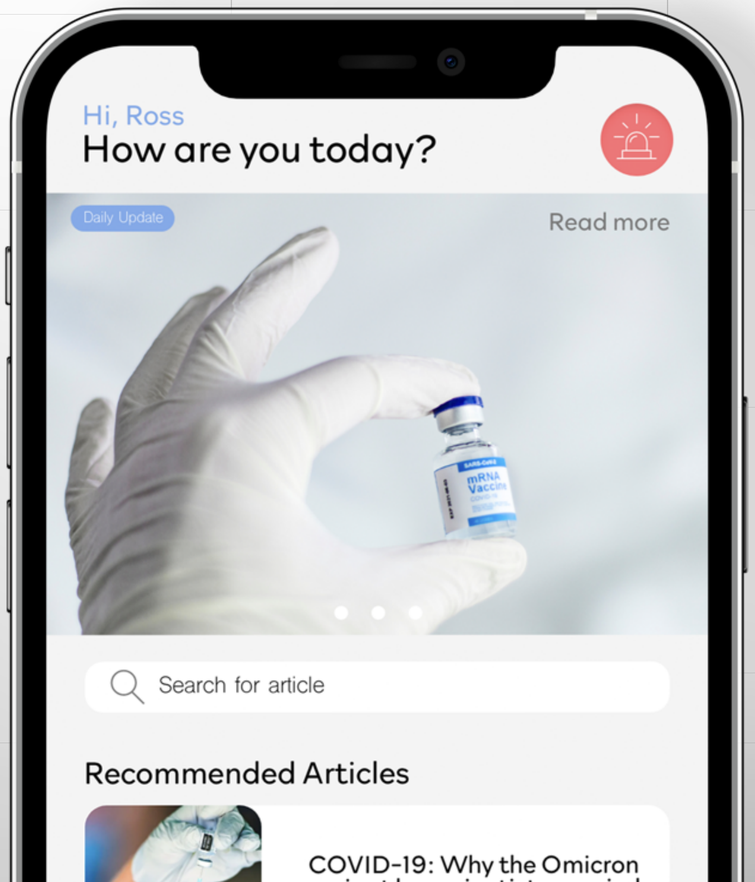
Keep you up to date

Recommended articles that generates from your bahavior

Always standby

In case you need us,

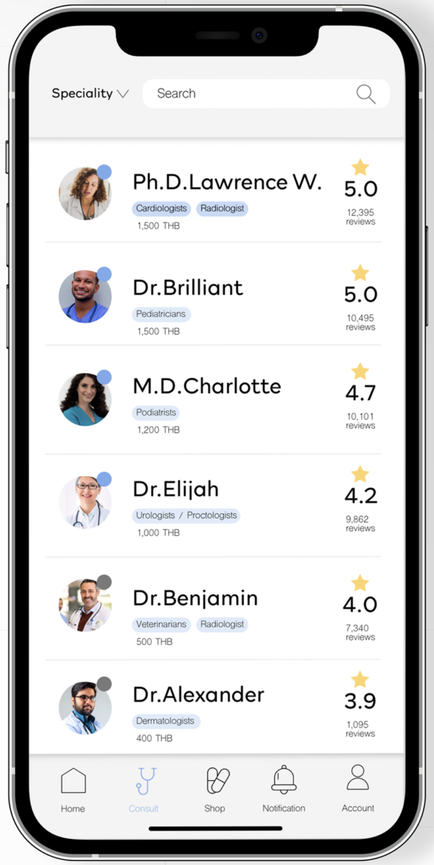
we are right on the top right corner.

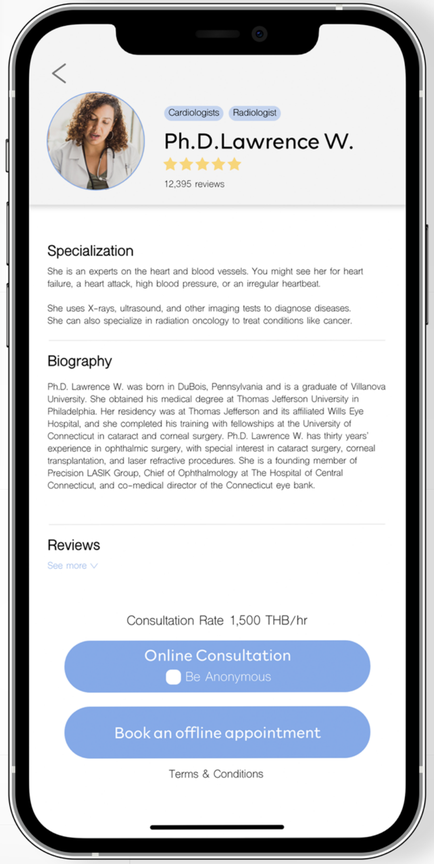




To know them before they know you.

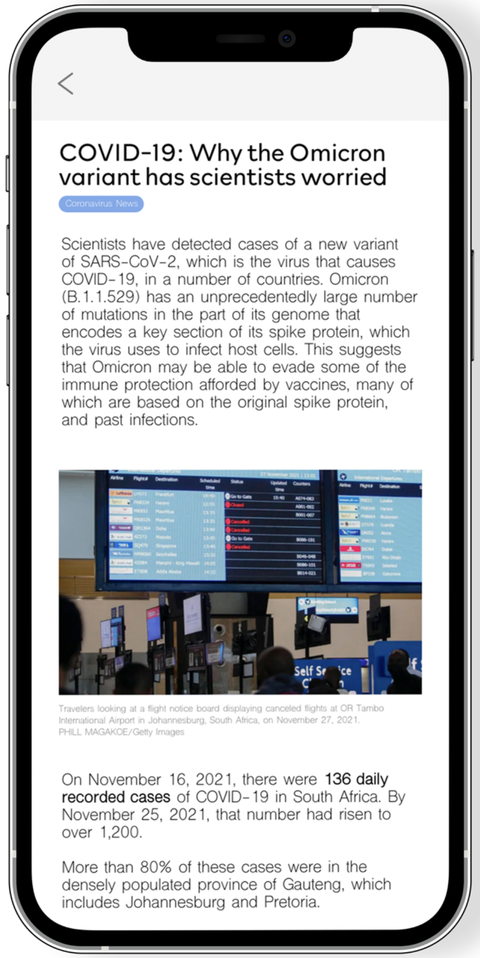
- Search by a speciality
- Read reviews from patients
- Know their profiles
- Calculating your budget





Your privacy matters

an option to be 'Anonymous'.



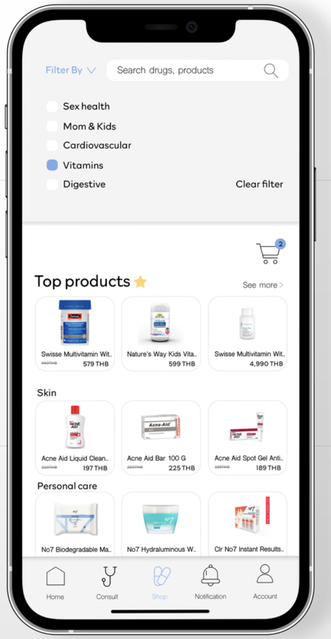


A seamless reading experience

Let us find the right article for you

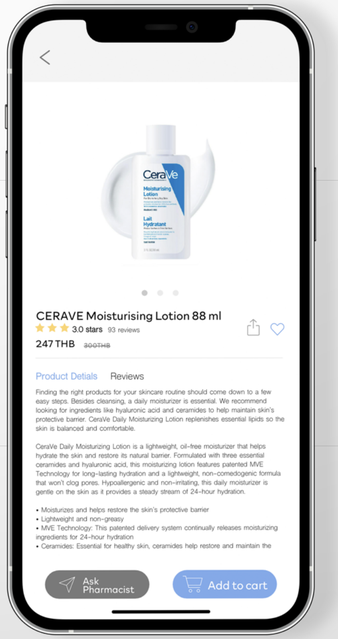
A few steps to make it right

1



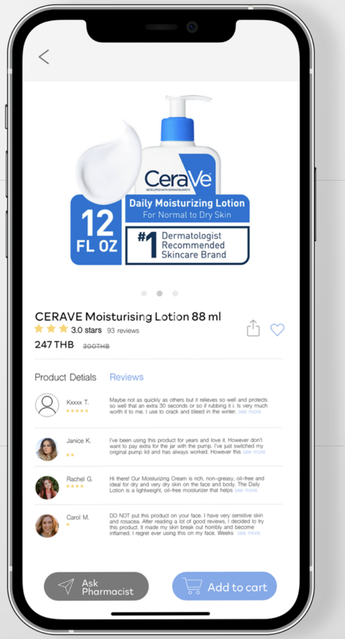
Use filter for more accurate results

2



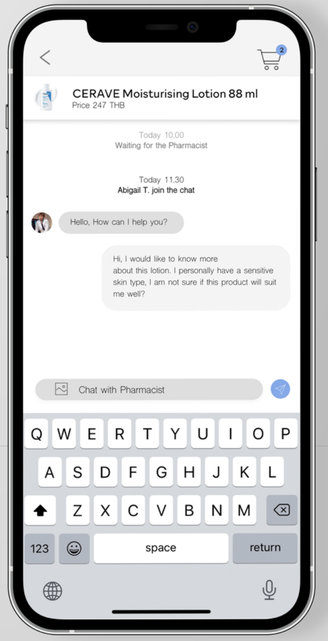
What matters is here

3



Hear from others

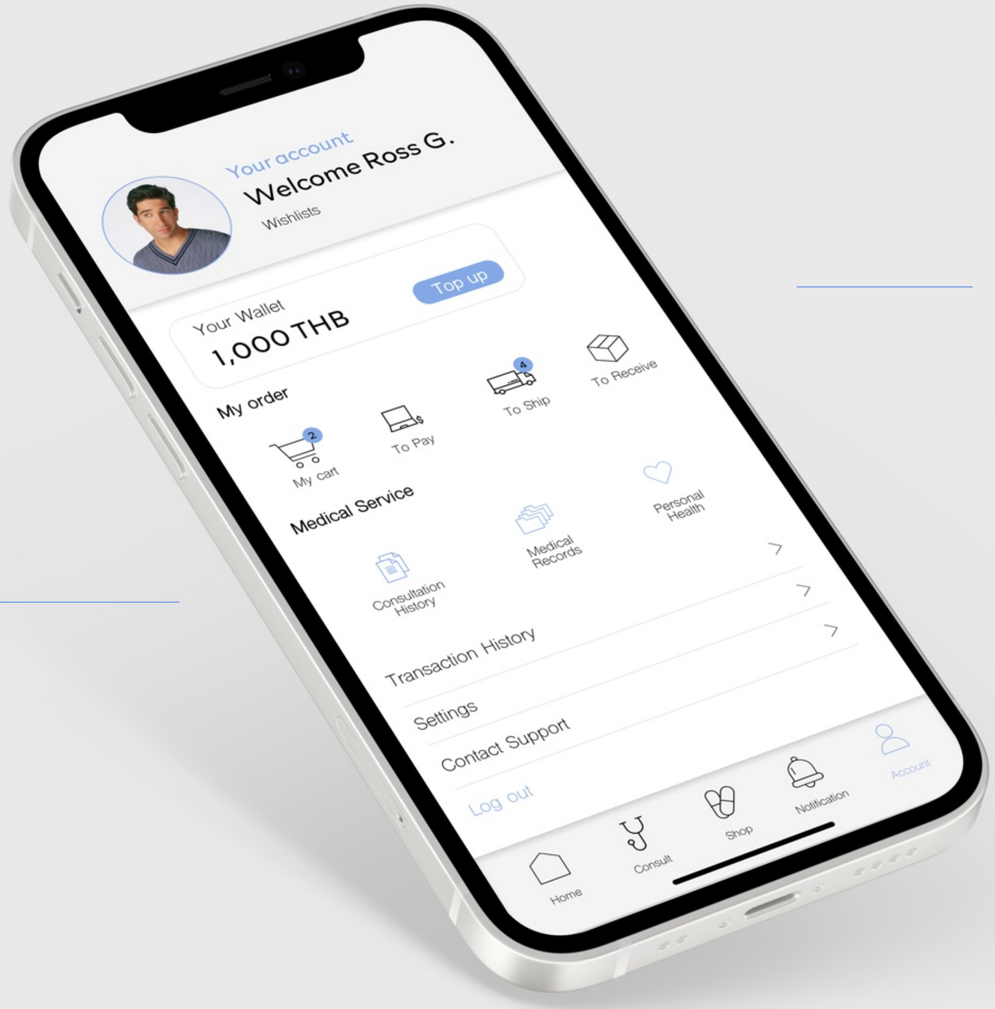
4



Incase you're wondering

It’s all about you

Track all your actions within a page



Purchased items

Medical Services



life hospital & healthcare center

Test

For this users testing, it involves generating user feedback as related to the developed prototypes, as well as gaining a deeper understanding of the users for the application development.

Usability testing
Get feedback for devepment

Usability Testing

Provide the opportunity to collect important data from the participants.

Set of question

1. What was your overall impression of the application?
2. What was the best/worst thing about the application?
3. How would you change the application?
4. How would you compare ‘Life Application’ to Other healthcare application?


Gen X


Gen Y


Gen Z

“I like Samitivej app better because the font is bigger and I can use credit card to my benefits.”

“I would like to have a feature for collecting points in each purchase.”

“Best thing is the app is very easy to use, with soothing colors for the eye. Doctor seems trust worthy because it shows their profile description. Worst thing is you don’t know that whether they have read your message or not.”

“I like how you don’t have to be a patient at the hospital to use this app.”

“I would like to have an option for font size”

“I would integrate a dark mode.”

What could be improved

Option to personalize

A user would like to be able to change the language, font size and theme used in the application according to their lifestyles. Due to the wide range of target users.

Implement more E-commerce features

Some users think there would be more incentive for them to use the app if it has more marketing campaigns.

Build a more efficient conversation

It will be more convenient for a user to know when the doctor/ pharmacist have seen their messages.



Thank you