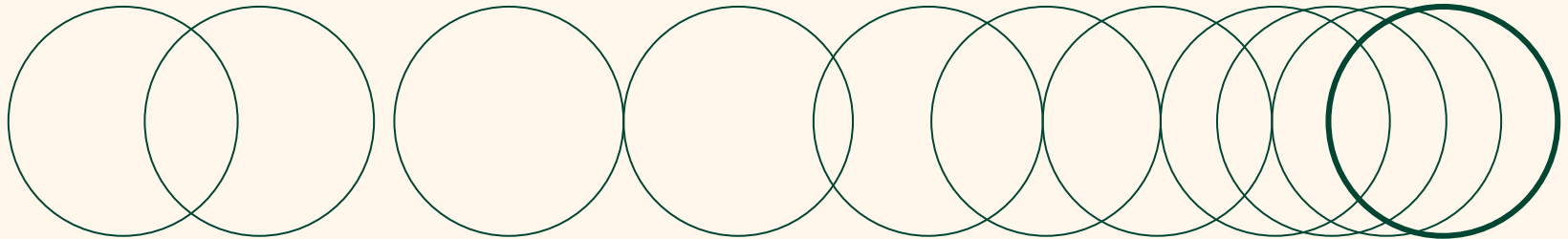


TEAM 113



UMO Design x Social Challenge

July, 2021



Mera Sahara

Theme: **Are we ready for the next wave?**

Are our current healthcare and wellness measures sustainable?

23 July 2021, India

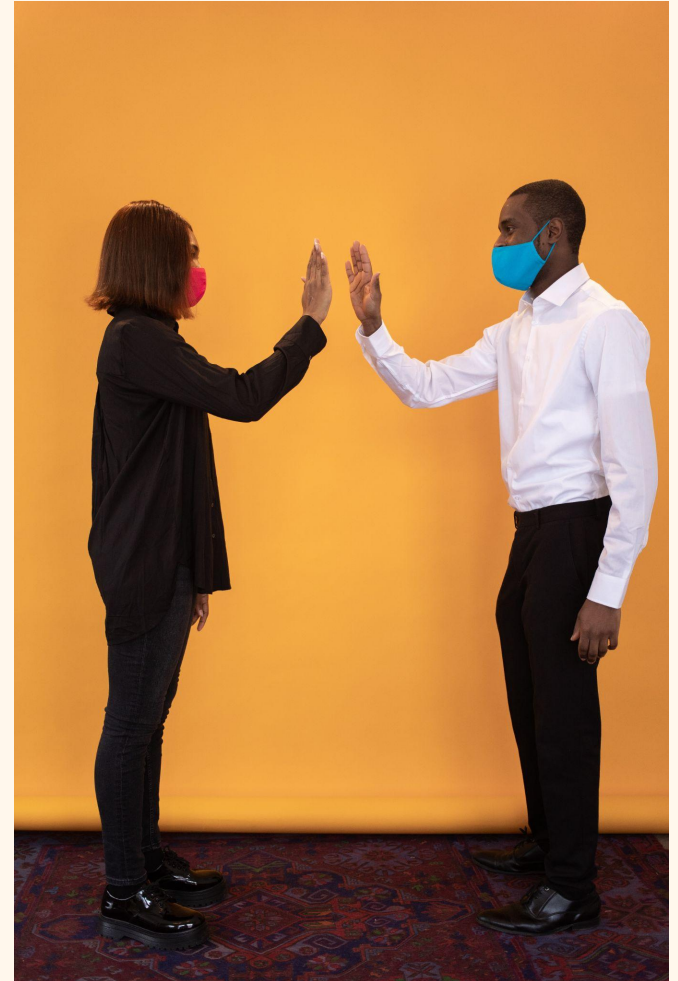


Photo by [Monstera](#) from Pexels



Team Members

Apoorva Gupta

UX Researcher
Role in Project: Research
and Design

Tushita Bhatia

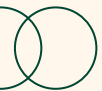
UX-UI Design Student
Role in Project: research
and Design

Swati Babbar

UX Researcher
Role in Project: Research
and Design

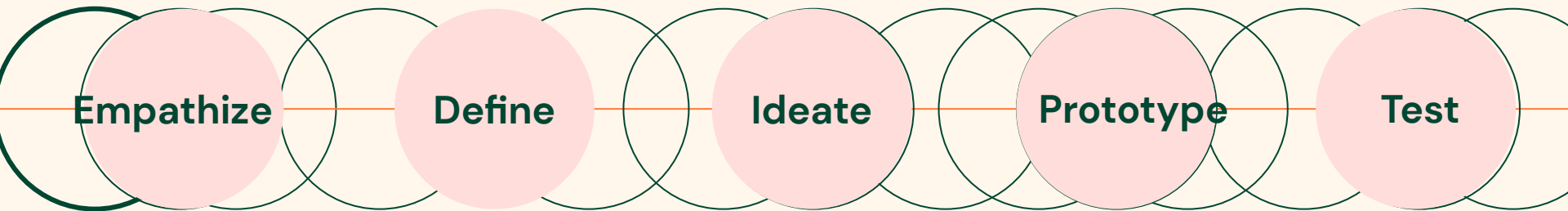
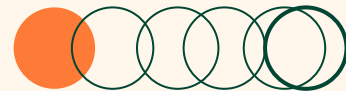
Mentor: Shrikant Deo

Title: Senior Manager-
Experience Design @
Oracle



DESIGN Thinking Framework

To Create solutions that address a real user problem & are functional & affordable.



To get clear picture of about users, conduct the surveys & interviews which answer the question "what users think & why they feel what they feel"

Problem Statement based on User Research.

Brainstorm the solutions & create user stories.

Created the lofi, hifi wireframes & then the working model.

Now the time is to go out & test the design with Users to gather the feedback on it, which form the basis of further iterations & refinement.

Problem Identified

PROBLEM DESCRIPTION

Sudha Sharma is a single mother aged 64, with children studying abroad. She needs daily assistance because of Covid. She requires immediate care as she hasn't been able to decide where to find the help from, whom to trust and how long will this process of finding care will take.

There is a gap between the healthcare providers and help-seekers. Current challenges faced by help-seekers are:

1. Information gap about where to find help from, whom to reach out to.
2. Lack of trust and transparency.
3. Delays occurring in receiving/imparting care.
4. Decentralised system



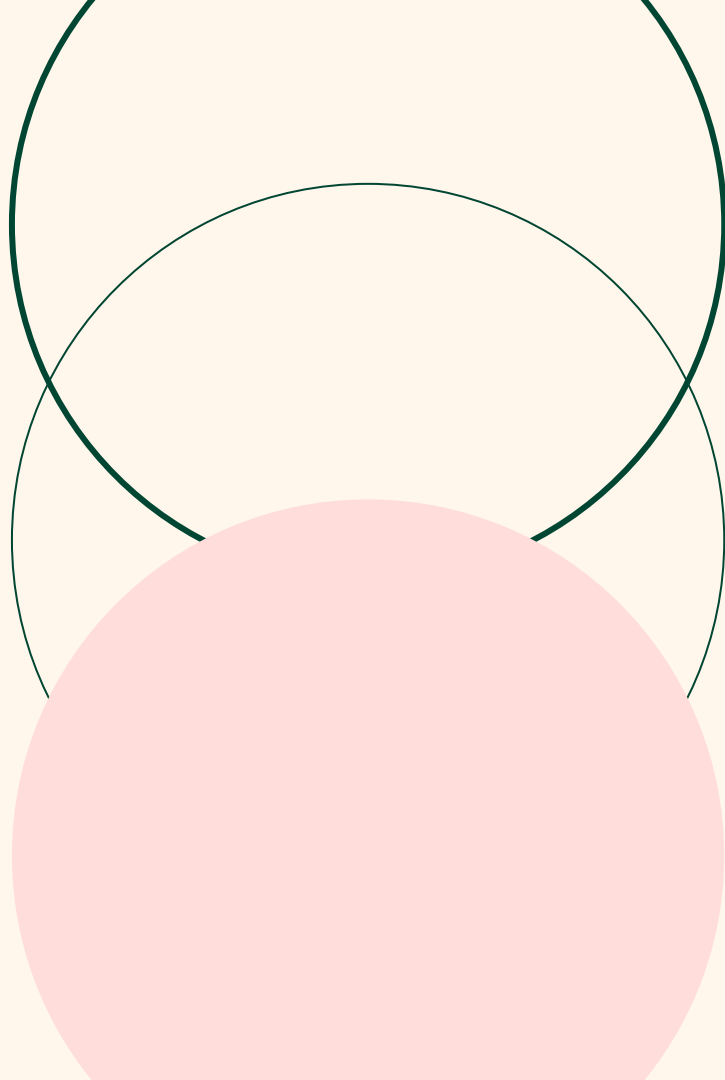
Sudha has recently recovered from Covid. Due to her old age and old illnesses, her health has inclined exponentially.



Sudha needs help with her daily care due to her old-ails and Covid.



Sudha is neither able to find proper care-givers nor is she able to trust anyone.



Problem Statement

There is a disconnect between those who seek healthcare and those who provide it. Ambiguity, not knowing where to turn for support, trust and process openness are all factors that contribute to the problem.

We see an opportunity to add value to both the care-seekers and the care-providers in this situation. We aspire to create value by minimizing the time it takes to receive care and boosting efficiency whilst controlling costs.

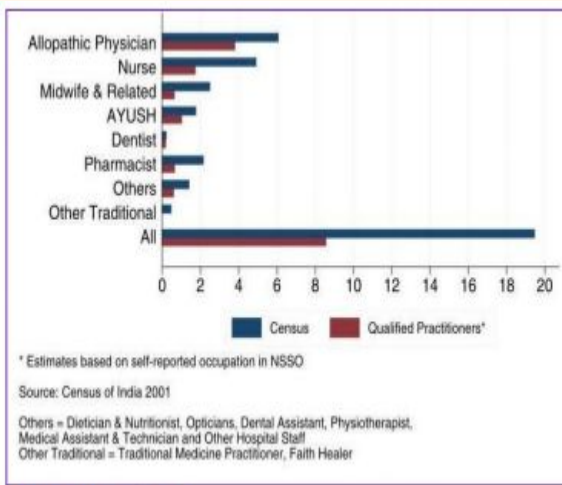
We will provide value by developing a community that fosters trust and openness in its procedures for care-seekers while also enabling care-providers in serving the society and community.

WHY IS IT AN URGENT PROBLEM?

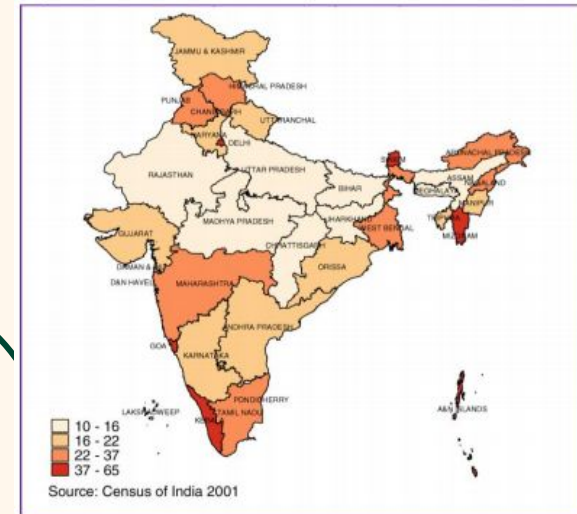
India suffers from acute shortage of medical professional.

Study has found that India has 20 health workers for 10,000 people, study finds. Thus, there is an urgent need to close the gap and improve the quality of those suffering from health issues and require assistance.

1. A study by Clarke KE, et al. (2020) [1] found that delay in medical care or avoidance may raised the risk of morbidity and mortality linked with curable and avoidable health problems, as well as contribute to COVID-19-related excess fatalities reported directly or indirectly.
2. According to NSSO, India has 20.6 health workers per 10,000 people & this uneven distribution is seen in private & public sector.
3. Studies conducted on older adults' health status & caregiving patterns In India reveals that receiving paid or formal care may not feasible or culturally appropriate for most of the older adult population.



Source: Rao et al 2011



Source: Rao et al 2009



Target User Persona: *Caregiver*

Kartik Jain

PROFILE & DEMOGRAPHICS

Job Title: Social Worker

Gender: Male. 24

Family and Social Setting: Single with parents

Income: 3-4 lacs pa.

Education: Bachelor's Degree

GOALS & VALUES

Goals: To help individuals in need.

Values: Human connection and empathy.

Motivations: Giving it back to society, make meaningful impact on society.

FEELINGS

Worries: “How do I manage and reach the needy on time?”, Guilty of not being able to help all those who need help.

Influences: Hearing recent news on NGOs doing social service, Mother Teresa.

PAIN POINTS

Fears: Won't be able to help the needy when required.

Frustrations: Overwhelming amount of care-seekers are present.

Challenges: Where he can he find and connect with care-seekers



Target User Persona: *Care-seeker*

Mrs. Sudha Sharma

PROFILE & DEMOGRAPHICS

Job Title: Retired

Gender: Female, 63 yr

Family and Social Setting: Single mother, lives alone

Income: 4-5 lacs pa.

Education: Master's Degree.

GOALS & VALUES

Goals: Managing herself with limited resources, staying healthy.

Values: Trust, support, empathy

FEELINGS

Worries: “Will I be able to get help in time?” “Will I be able to find a dependable/trustable care-giver?”

Influences: Caring, considerate, polite, systematic.

PAIN POINTS

Fears: Fraudulent practices and frauds

Frustrations: Delays and time-sensitive situation

Challenges: Information gap and affordability concerns.

Explorations

Through brainstorming & user research, we determined the following outcomes for the project-

1. Create a mobile app to map the CareSeeker with the respective CareGiver & vice versa based on their requirements.
2. The app should also include verified information about CareGiver & CareSeeker & support local languages.
3. Maddad Community needs to be created to handle the request for those who are technology disabled & financial support should be provided to those who are economically weak.
4. The Maddad Community helpline no should be there to guide the users.
5. CCTV should be installed for the domestic help seekers.

To create a local community in different places to lessen the gap

To digitize user experience through an app

For building trust we can do Verification of users.

To provide free services to Careseeker.

To provide financial support to CareSeekers.

To create a web portal for interaction of people

Provide Health Facilities like Oxygen Concentrators,beds.

To ask CareSeekers & CareGivers to fill the form about their requirements or record it.

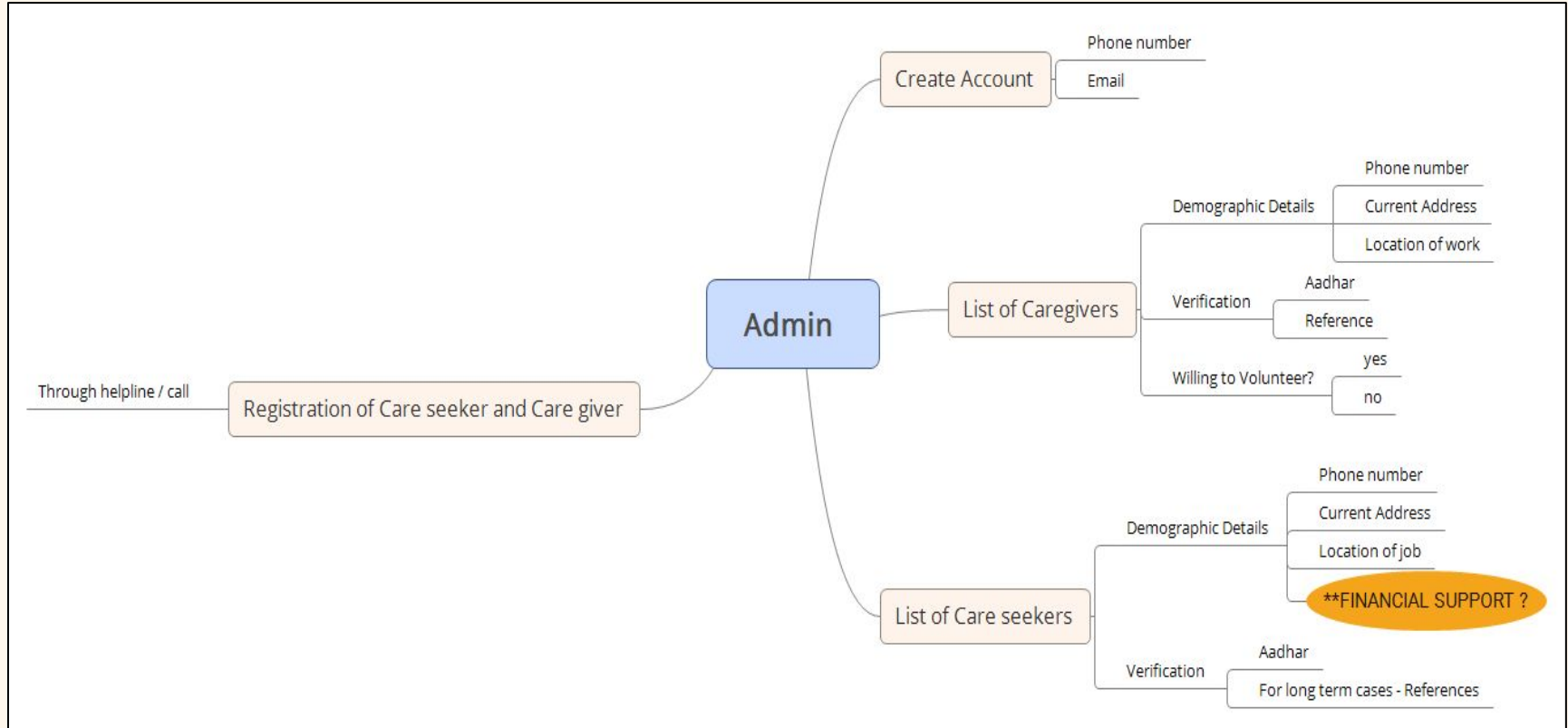
Centralised helpline number to connect care seekers.

For technology disabled users, community person can connect them to caregiver via call.

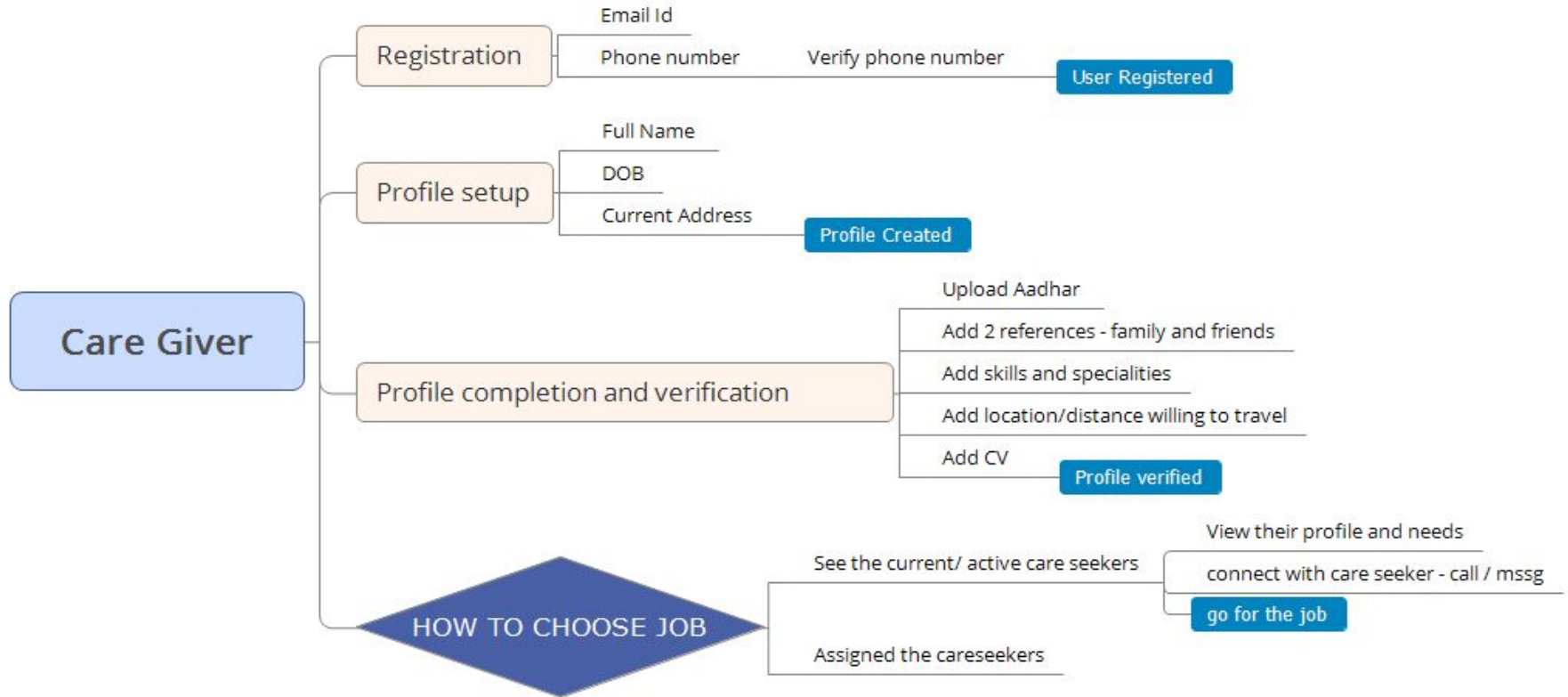
To have records of past medical reports of Careseeker if domestic help is needed

Map the CareSeeker with the local CareGiver or the nearest one.

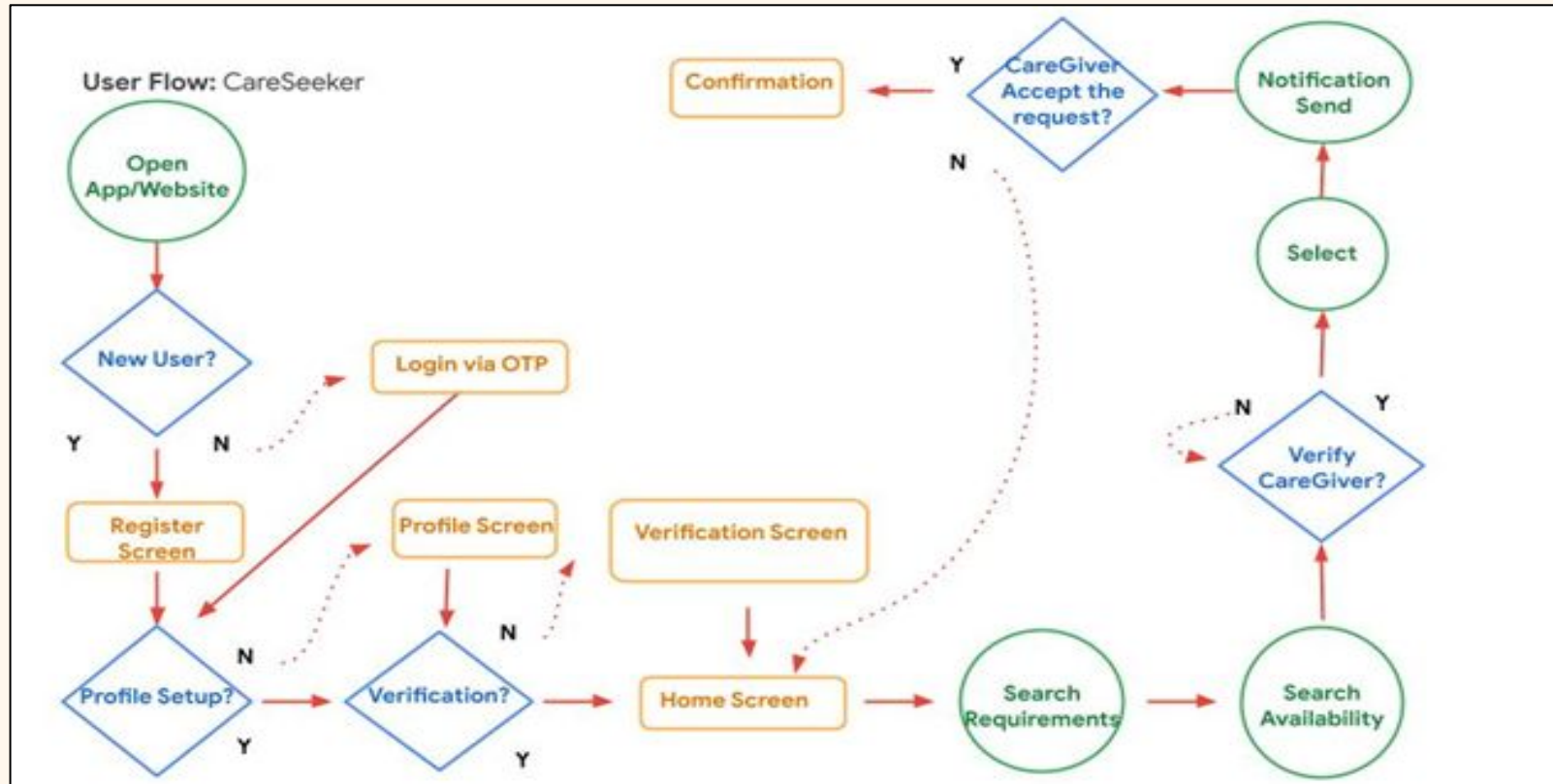
User Story: Mera Sahara Admin



User Story: Care Giver



User Story: Care Seeker





Final Solution & Innovation

A mobile app which centralized all data to map the verified CareSeeker to verified CareGiver based on their requirements without any delay.

Our solution captures the below points:

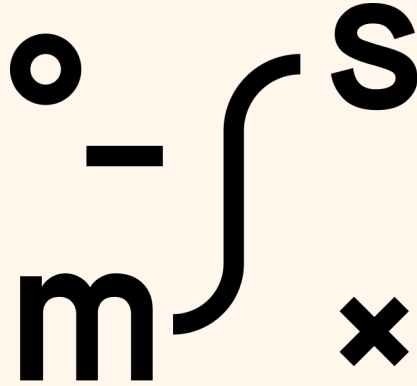
The app contains the verified CareSeeker & CareGiver data which help to gain the trust among the users.

Maddad Community helpline no should be there ,now there is no need to search info on different platforms & Users can directly register in app via Mobile No/Email.



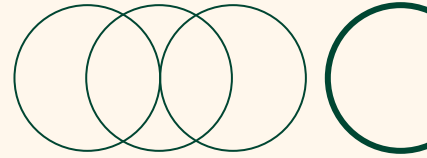
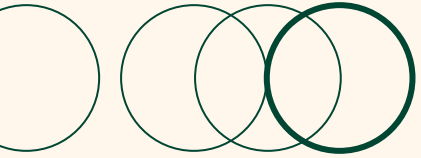
To cater the old adults, large font size, high color contrast should be there in UI.

Progressive disclosure & minimalist design help to prevent cognitive overload



“Mera Sahara”

A human need taken care of...



Admin Flow:

- Admin can only login via approved login credentials.
- On Homescreen, the Admin can check out all the requests that are there for verification.
- Admin can search for data as well . Most common.popular searches are mentioned as tags below search bar.

9:30 am

25%

Sign-Up

Care-Seeker Care-Giver **Admin**

Name

Swati Shah

Email ID

swati.s@maddad.com

Password

[Forgot Password?](#)

Log-In

Do not have an Admin Credementials?

[Request Log-In](#)

9:30 am

25%

< Back

Mera Sahara

Q Search

X

Latest Calls

Active Needs

Care-Seekers

Care-P

Pending Verification

Ashutosh
Volunteer

>

Asha
Volunteer

>

Aman
Volunteer

>

Vinay
Volunteer

>

Sara
Volunteer

>

Sita
Volunteer

>

Home

Needs

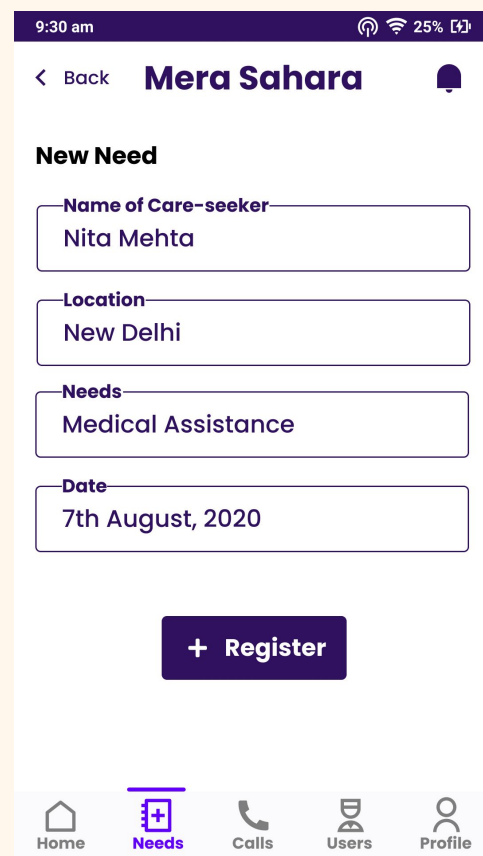
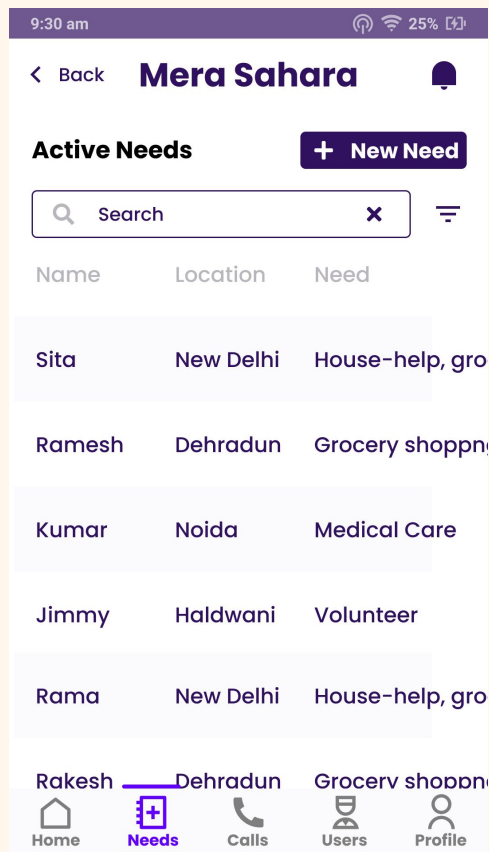
Calls

Users

Profile

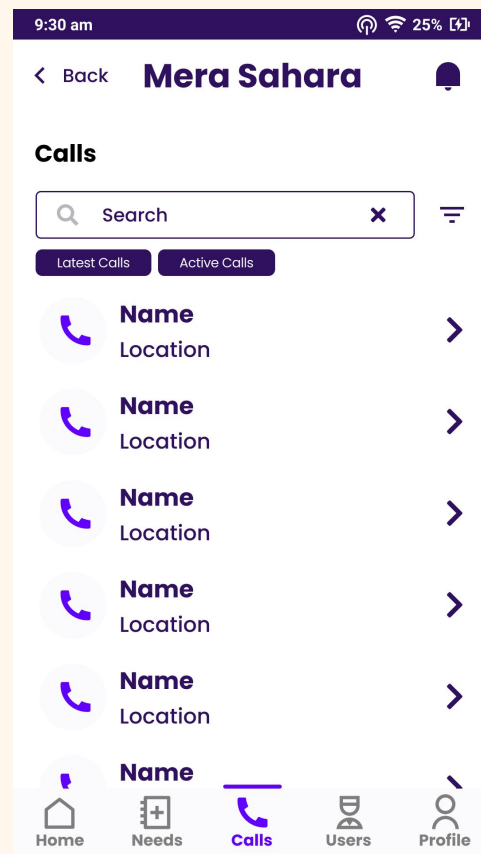
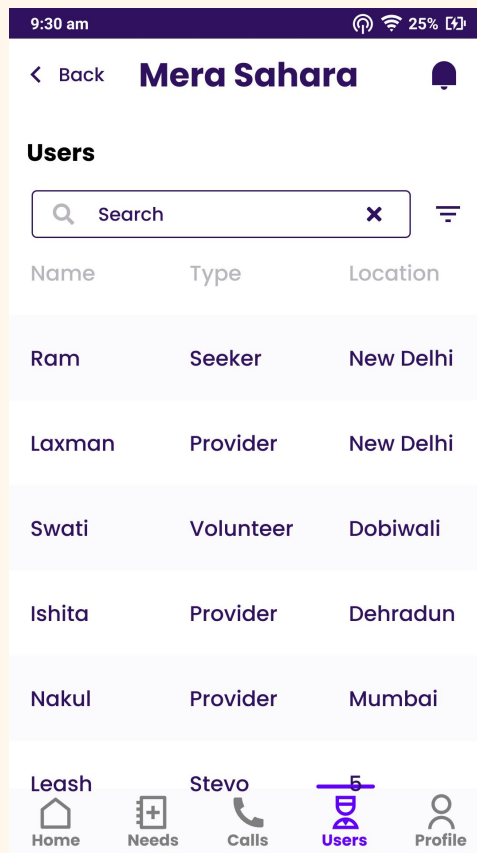
Admin Flow:

- In Needs section, the admin can monitor the need influx.
- Admin can create new needs to for the care-seekers that reach out via the helpline.



Admin Flow:

- Admin can next monitor and attend to calls via the Call tab in bottom navigation bar.
- Admin is presented with condensed information that they can further expand more onto if needed.
- In the User section, admin has database of care seekers as well as care providers.
- This helps admin in matching the parties efficiently.



Care Seeker Flow:

- As the care-seeker signs up at our platform, important verification information is securely collected like Adhaar card Number.
- This reduces the fraudulent entry of harmful components into our ecosystem.

9:30 am

📶 25%

Sign-Up

Care-Seeker Care-Giver Admin

Name

Aditi Sahni

Email ID

aditisah55@gmail.com

Mobile No.

+91 25365478

Password

Forgot Password?

Sign-Up

Or sign-up with

G

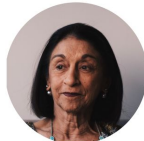
f

Already have an account? [Login](#)

9:30 am

📶 25%

Verification




Aditi Sahni
Add Picture >

Adhaar Number

#

Upload Adhaar Card

 Upload

Background Check

Current Status: Pending


Next >


Care Seeker Flow:

- Here, the care-seekers gets to fully customize their profile.
- The data collected in this stage helps us provide better services.
- User is asked to share their preferences in seeking care.

9:30 am 25%

Profile Set-up

 **Aditi Sahni**
Add Picture >

Date of Birth
4/22/1955 

Gender
☐ Male ☒ Female ☐ Other

Current Address
T5, Aman Apartments, Near Kajol Complex,
New Delhi, India.


Use your current location?

Family Status
Married

Next >

9:30 am 25%

Requirements

 **Aditi Sahni**
aditisah89@gmail.com
+91 25365478

Your Occupation
Retired Teacher ▾

Family Status
Middle Class ▾

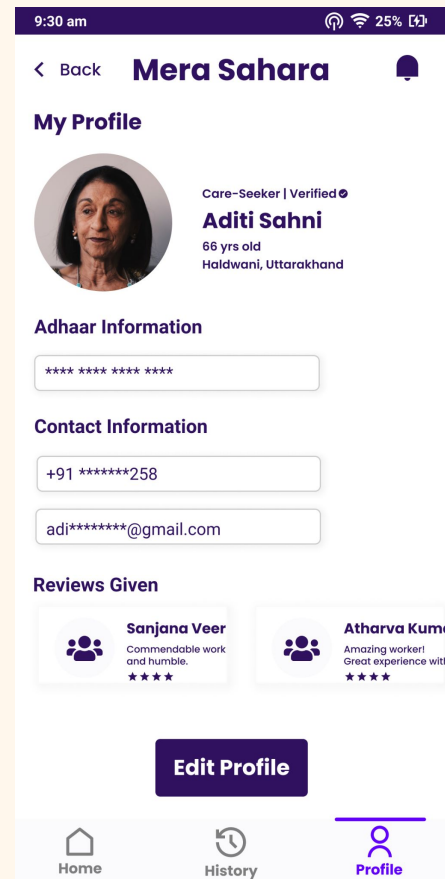
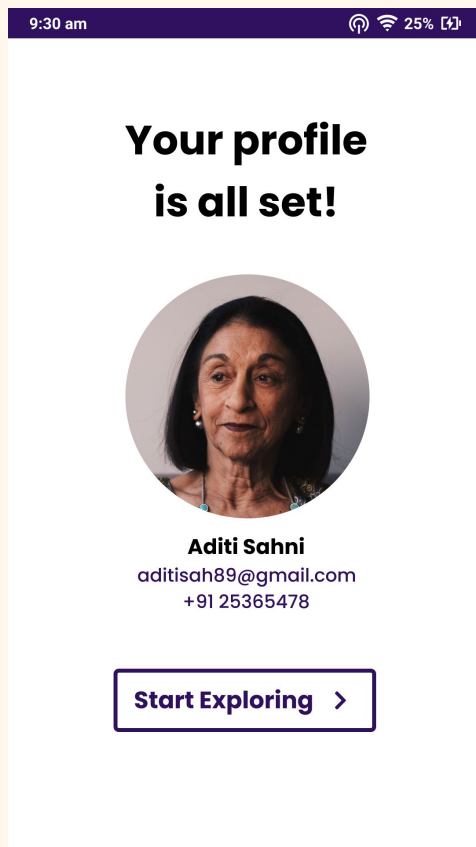
What do you need?
Q Assistance X

Medical Attendant Assistance Companion

Next >

Care Seeker Flow:

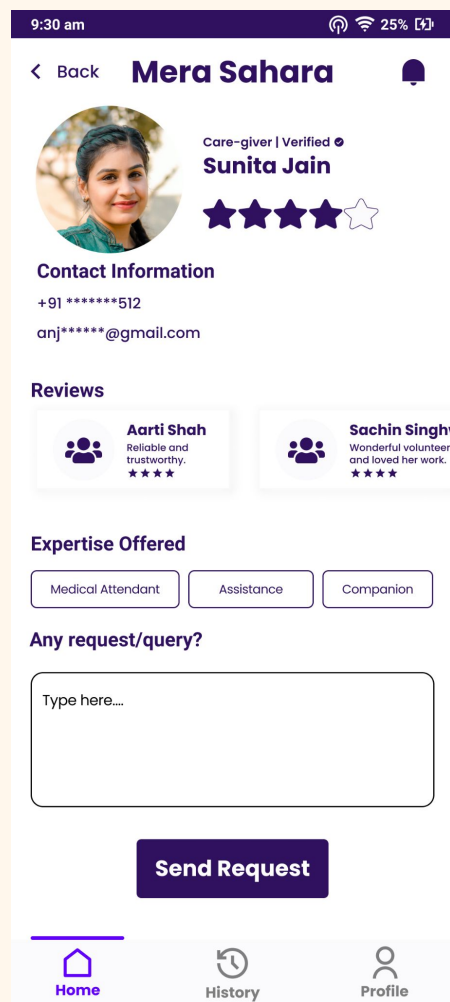
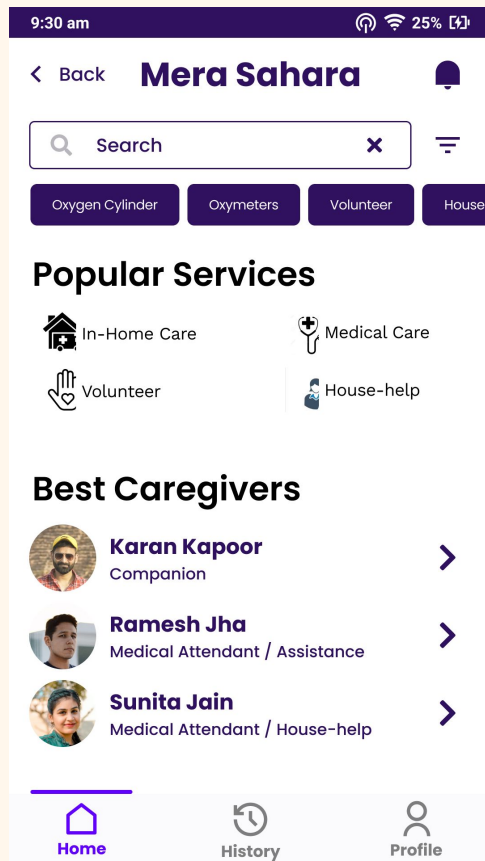
- Once the data has been collected and verifies, the care-seeker is ready to explore.
- The care-seeker can check out more about their profile and history.



Care Seeker Flow:

- From the Home feed, the care-seeker can access a wide range of condensed data without typing much.
- Popular tags are listed below the search bar for smoother experience.
- Caregiver can see not only Popular Services available but also the most popular and reliable caregivers.
- One click and care-seeker can see reviews of the caregiver.

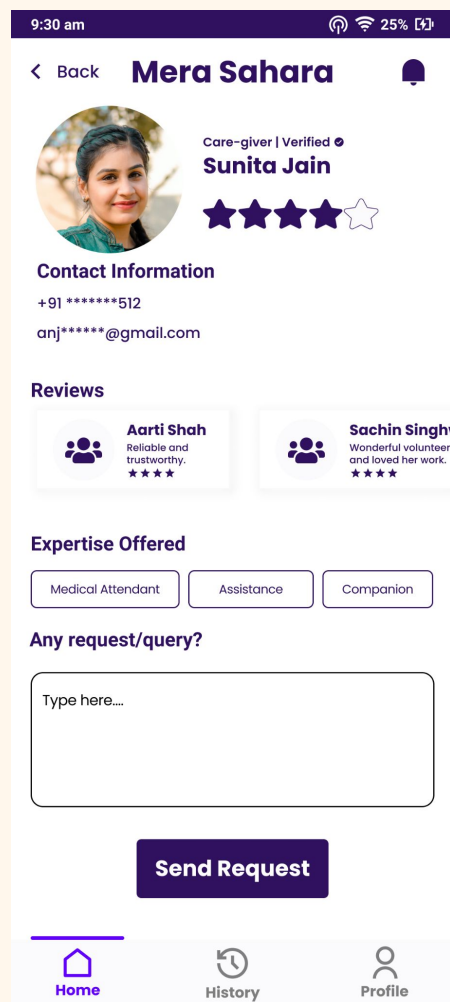
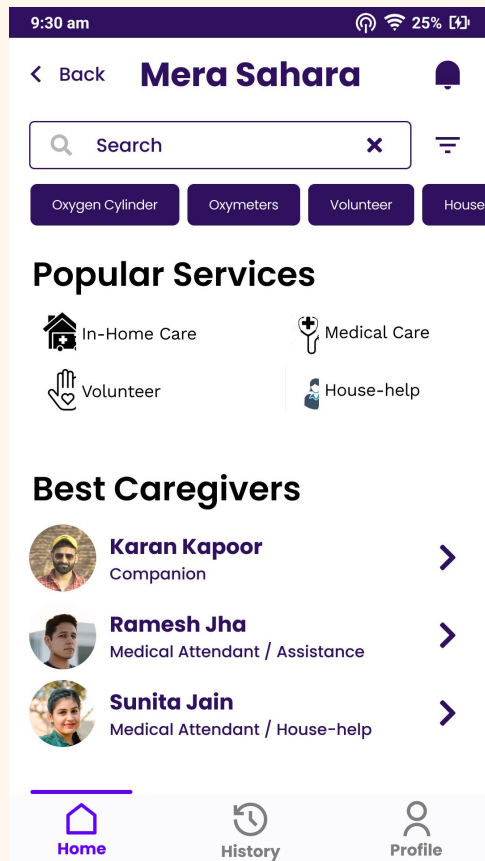
This brings transparency and builds the trust. The user is in full control of decision.



Care Seeker Flow:

- From the Home feed, the care-seeker can access a wide range of condensed data without typing much.
- Popular tags are listed below the search bar for smoother experience.
- Caregiver can see not only Popular Services available but also the most popular and reliable caregivers.
- One click and care-seeker can see reviews of the caregiver.

This brings transparency and builds the trust. The user is in full control of decision.



Caregiver Flow:

- Caregiver registers on our platform and is asked to provide Adhaar Information. But also references of people that refer them.
- The admin people on our platform then verify and run background check on the potential caregiver.

9:30 am 25%

Sign-Up

Care-Seeker **Care-Giver** Admin

Name
Karan Kapoor

Email ID
karan91@gmail.com

Mobile No.
+91 1489571369

Password

[Forgot Password?](#)

Sign-Up


Or sign-up with


G **f**

Already have an account? [Login](#)

9:30 am 25%

Profile Set-up

 **Karan Kapoor**
[Add Picture >](#)

Date of Birth
4/22/1991 

Gender
☒ Male ☐ Female ☐ Other

Current Address
T5, Aman Apartments, Near Kajol Complex,
New Delhi, India.


Use your current location?

Relationship Status
Married

Next >

9:30 am 25%


Verification


 **Karan Kapoor**
[Add Picture >](#)

Adhaar Number
#####

Upload Adhaar Card **Upload**

References
neha.kakkar@gmail.com
vinod.chopra@gmail.com

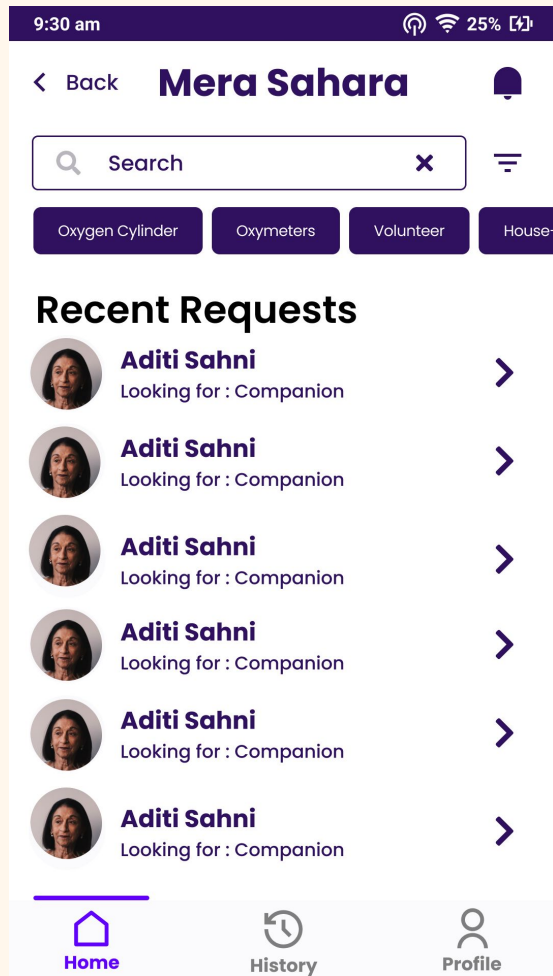
What are you offering?
 

Preferred locations?
 

Next >

CareGiver Flow:

- The caregiver reaches the Home feed after verification from our team.
- They can then chose and connect with the care-seekers on our platform
- Again, the caregiver has full control here of making the final call. They can deny the request.



Impact on the Society

IMPACT OF Mera Sahara

- To centralise the community of caregivers and create a network of caregivers.
- Remove the stigma around caregiving i.e. it is not limited to only medical attendants or professional caregivers but also individuals who want to contribute to the society's well being can also be caregivers.
- To increase awareness about caregivers.
- Help bring transparency in the process of connecting caregivers and careseekers.
- The care providers can fulfil their sense of giving back to the society and help/assist people.
- The care-seekers will be able to achieve better and efficient care.
- Bring genuinity in the process.





According to our survey,

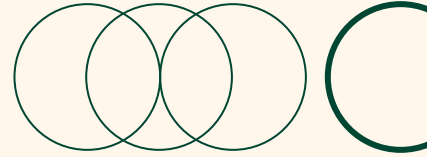
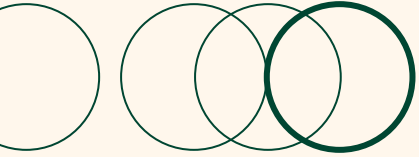
**42.9% i.e 21 out of 49
individuals**

we found that one of the major impacts of covid -19 second wave was the gap between the help seekers and help providers, for short term/long term care at home.

Sustainability

Our product aims to bring sustainable solutions to connect the certified professionals, but also other individuals who are willing to contribute their skills for care giving purpose.

Through our product, we are trying to bridge the gaps in information and delays in finding caregivers on a centralised platform. This will not only help with the next wave but is also helpful for those suffering from a range of physical and mental illness in the long run. The objective is to bring trust in the process and timely help to those in need and create a positive impact in the society.





Execution & Business Viability

COMMUNITY

- On the community level, our objective is to create small groups of people at hyper local level especially for people in lower income groups.
- Through this the help seeker can connect to either a member of that community for help or contact us through a helpline.
- This will allow us to connect the caregivers with the care seekers in various scenarios like urgent medical care.

COMMERCIAL

- At a commercial level, we are working on developing a webapp on which all types of home caregivers, i.e. medical attendants, nurses etc. can join.
- They can provide their services and on the other hand, careseekers can input their needs and seek help as per their requirements.



- This will be further managed by an administrative team which will ensure smooth processing.
- This will be free of cost of service from our side to cater to the needs of the careseekers as well as creating jobs for caregivers as well as the ability to give back to the society with no strings attached.
- A proper verification system will be put in place to verify the users using the app.

Project Summary

PROBLEM IDENTIFIED

For a populous country like India, the availability of functional public health systems is a question of life & death. The second wave affects healthcare leaving hospitals struggling to cope and critical drugs and oxygen in short supply. Family members are the caregivers for persons as there are limited alternative facilities and they are preferred for caring. The changing social milieu in India such as urbanization and nuclear family & also lack of trust, insufficient information, decentralized system & delay in getting help is placing a significant burden on family members & creating a gap between CareSeekers & CareGivers.

DESIGN INNOVATION

‘Mera Sahara’ aims at providing value to both the care seekers the caregivers by developing a community that fosters trust and openness in its procedures. It maps the verified CareSeekers with CareGivers based on their requirements.

IMPACT ON SOCIETY

With the options of connecting with verified CareGivers & CareSeekers, the application ensures transparency of data, build trust, centralised the system. Application provides easy journey for users which reduces mental stress.



Thank You!!

Team Mera Sahara would like to say Team UMO Foundation for providing us this opportunity to provide us a platform to showcase our talent & to solve a problem in today's world.

We would also like to thank you our mentor Shrikant Deo for providing us his invaluable guidance & support in this challenge.

