



TheNextSolution

Fighting Quarantine Blues: Mental Health Support

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From Bangalore and Zurich

The Next Solution



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Problem Identified

PROBLEM DESCRIPTION

- **Personal Level** - A virtual caretaker that supports Mary by keeping a tab on her physical and mental well-being and support her throughout the recovery process. The app also helps to navigate all the essentials in a click away
- **Systems Level** - Alex, general physician at a healthcare center gets consolidated report of all his patients without face to face meetings and is alerted when any of his patients needs an urgent support
- **Global Level** - WHO provides this timeline of the Organization's COVID-19 response activities for general information. WHO will update the timeline on a regular basis and in light of evolving events and new information. Unless noted otherwise, country-specific information and data are as reported to WHO by its Member States.



Urgency/Importance

- Keep the mental health of patients boosted
- One stop solution to find hospital beds, medicines, oxygen and food
- Help health providers to get summarised report of all their patient
- Stabilize the world economy and save lives



Target User Persona

Mary Jones

PROFILE & DEMOGRAPHICS

Job Title: General Physician

Gender: Female

Family and Social Setting: Married with 2 children

GOALS

Goals: Better management of patients

Motivations: Checks the app on a daily basis, responds and takes action for patients with critical needs

FEELINGS

Worries: Not being able to track and prioritize patient needs

Influences: Encourages user to use the product

PAIN POINTS

Fears - Not keeping a daily track of home-quarantined patients can lead to more severity of the cases

Frustrations - Getting patient request at odd times in an unstructured format

Challenges - No centralised system to track daily activities and symptoms of the patients



Target User Persona

Alex Sanders

PROFILE & DEMOGRAPHICS

Job Title: Developer working at an IT firm

Gender: Male

Family and Social Setting: Bachelor staying alone

GOALS & VALUES

Goals: Ability to book and get help at anytime, A virtual caretaker to keep a track of symptoms

Motivations: A single source of reference to find providers and medical supplies

FEELINGS

Worries: Not able to get admitted to hospital and reach out to a provider when needed

Influences: Calls up any provider at any time

PAIN POINTS

Fears - Mental stress, not proper source of information

Frustrations - Too much noise in social media platform, information is scattered at multiple places

Challenges - Identify the valid source of information in the least possible time



Explorations

SOLUTIONS & IDEAS

Educate users on COVID recovery

- An assessment of the immediate, medium and long-term effects of the COVID-19 pandemic on young people and vulnerable groups.
- A digital divide in connectivity and access to electronic devices risks further amplifying inequalities among young people during the pandemic.



Final Solution & Innovation

By the self-assessment via the created mobile application.

A one stop solution all pre and post affected people. Everyone can self examine and connect to doctors and covid treatment experts.

Cities are rapidly adopting innovative technologies, policies and procedures to respond to the challenges they are witnessing.

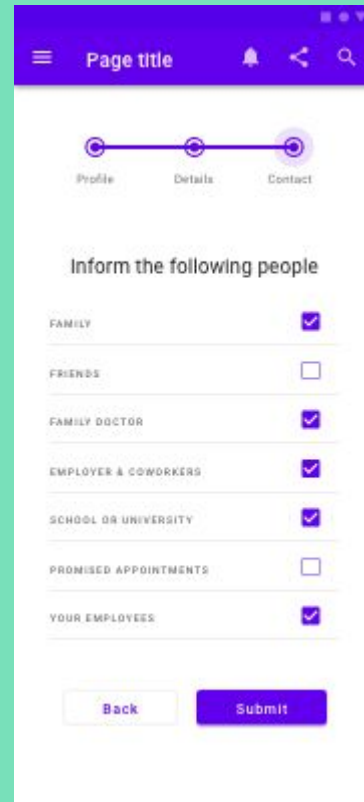
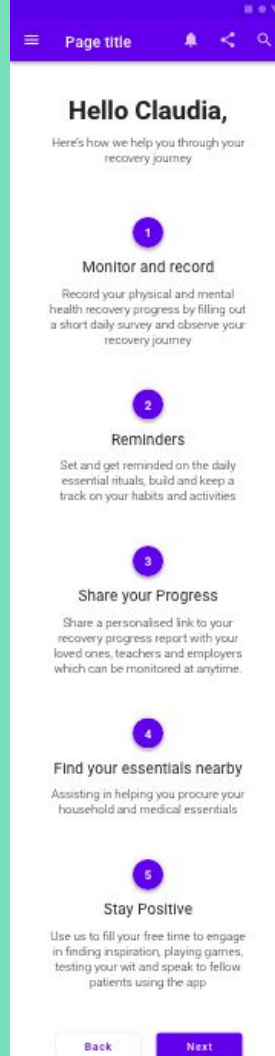
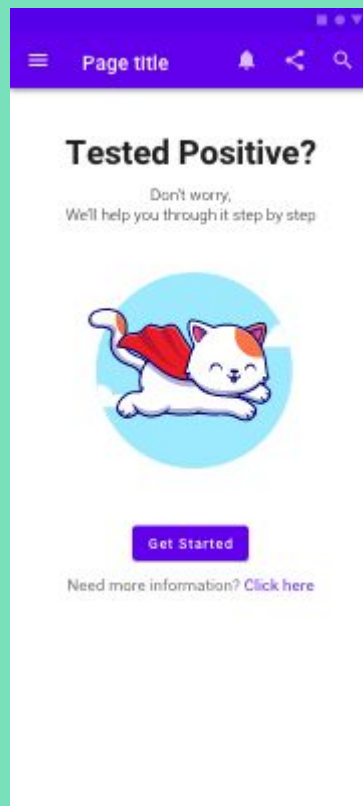
Can be combined with physical distancing and hand hygiene. Follow the advice provided by your local health authority.



User Experience

Experience Design :

<https://xd.adobe.com/view/44dbc8c9-af0d-4ddc-a01d-78a4e85aob76-1188/>

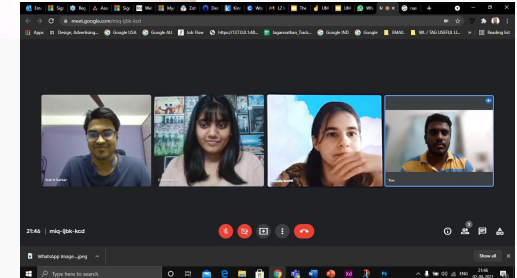
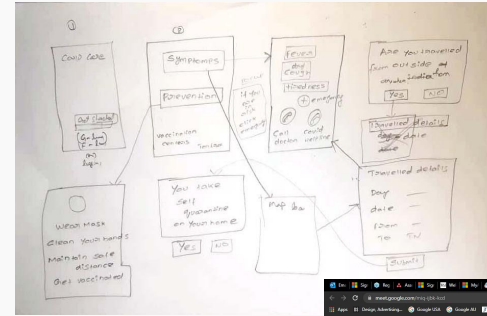
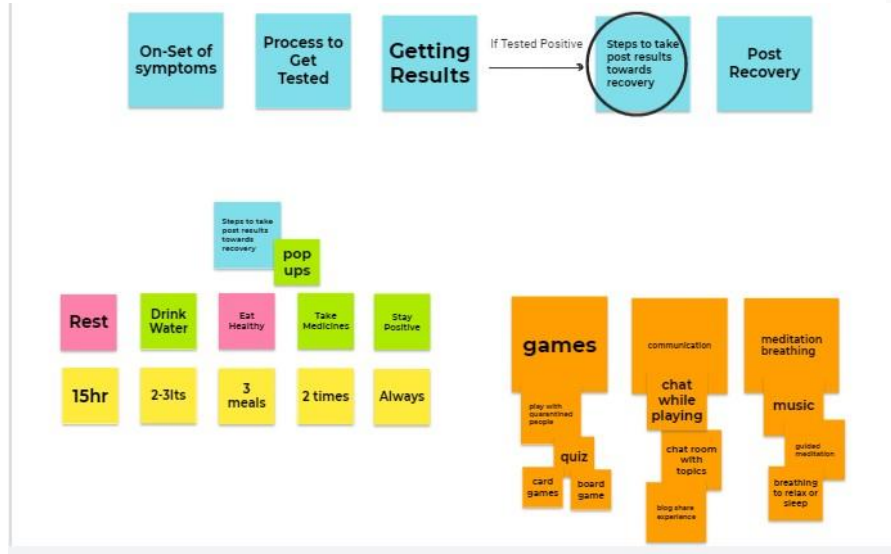
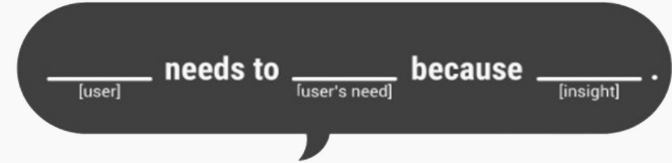


Design Process

DESIGN PROCESS FOLLOWED

Why purple: Colour of transformation

[Link](#) to Brainstorming session



Impact on the Society

IMPACT OF YOUR SOLUTION

- Keeps the users in contact with people in the same situation. Exchange of experience.
- Keeps users on track to follow the quarantine guidelines therefore prevents the rise of infections.
- In case of emergency or uncertainty will a solution be provided through volunteers or health care professionals.



Sustainability

HOW IS YOUR SOLUTION SUSTAINABLE?

- Users who use the app successfully will not infect other people or at least keep it to a minimum of possible infections.
- Users will have an assistant to their recovery and therefore learn how to get well in a more sustainable way.
- Users learn how to manage self-isolation and the lack of social interaction through the suggested activities which also gives them a long term beneficial skill.
- Faster tracking of patients and therefore savings in working hours.



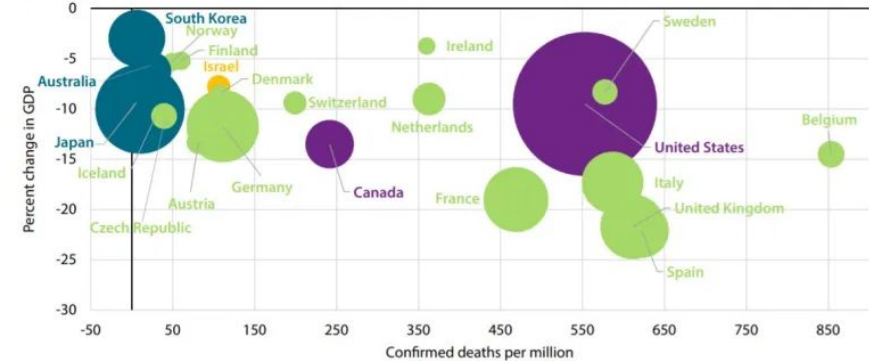
Execution & Business Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

- Start providing a freemium solution to the Healthcare centers
- Providers to start encourage the patients to install the app
- The Healthcare center pays a nominal amount to use the solution
- The center may/ may not bill the charge as a part of their COVID Care bill

FIGURE 7.

Change in GDP and COVID-19 Deaths for Selected OECD Countries



Source: Hassel 2020; author's calculations.

Note: Data include the top 22 OECD countries by GDP per capita (excluding New Zealand and Luxembourg due to data limitations). Observations are colored by region. Change in GDP reflects the change in GDP between the second quarter of 2019 and the second quarter of 2020.

Thank you!

Special thanks to UMO team and Mr.Kaladhar Bapu and all honorable Jury members for this wonderful opportunity.

