

Design X Social Challenge 2021

Presentation Template

This deck is a workbook, designed to help you complete the project successfully. Please follow the instructions provided in each slide.

IMPORTANT INSTRUCTIONS:

- If you have a Google account, sign in and make a copy of this deck before you add your content.
 - If you don't have a Google account, go to File > Download this file as Microsoft Powerpoint and use.
 - You will be provided with a clear instructions deck for more details on how to submit, etc.,
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REMO CARE

Theme: **Are we ready for the next wave?**
Are our current healthcare and wellness measures sustainable?

23th July 2021, India

You-I-You-Ex Team



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Problem Identified

PROBLEM DESCRIPTION

Having experienced the helplessness and frustration of COVID-19 patients and their relatives first-hand, we have observed the need for an **effective communication platform and strong network between doctors, patients and patient's relatives (family or friends)**. Clinical communication about the patient's health status has the potential to significantly impact the mental pressures and emotional distress of families, patients as well as doctors.



Urgency/Importance

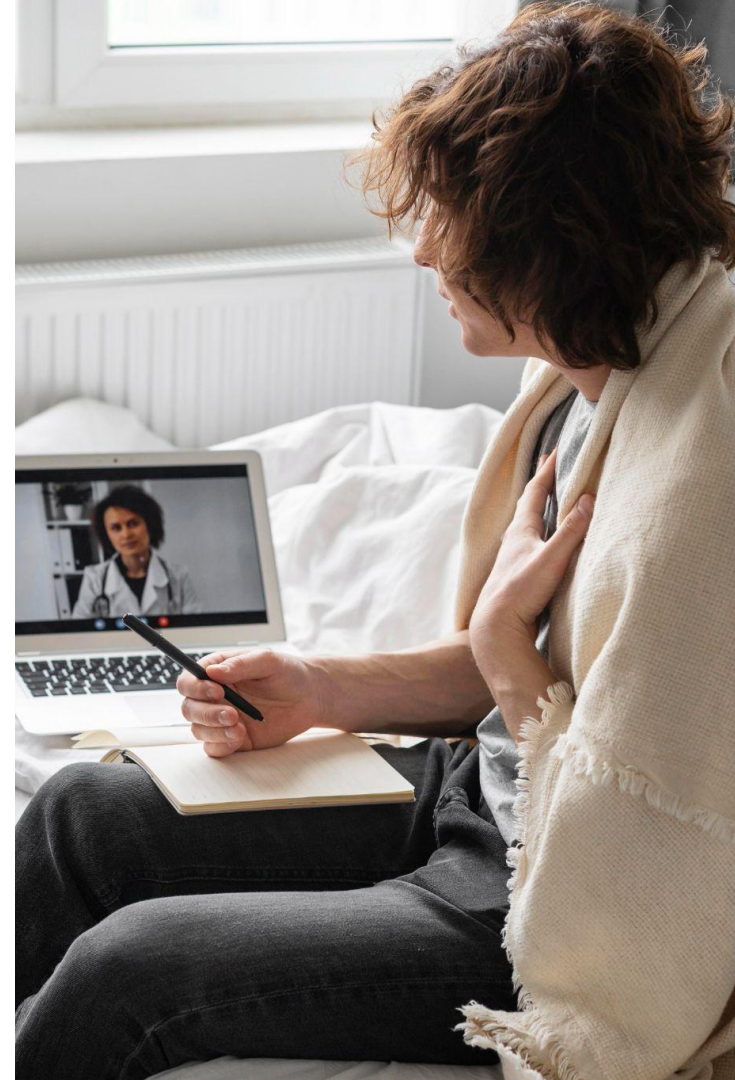
WHY IS IT AN URGENT PROBLEM?

Communication in these times of isolation have become strained.

It has especially taken its toll on COVID patients and their families.

COVID patients, both quarantined and under critical care are isolated from their families, their source of comfort, support and relief. Families of these patients struggle from the lack of information about their loved ones in an effort to provide for their needs at such a critical time of distress.

As most hospitals now do not allow family visits for critical patients admitted to hospitals even when the life of the patient is at risk, the dynamics of communication between the doctors, healthcare professionals and families have also changed. Unavailability of timely information of patient status tends to cause stress, anxiety and trauma to the families involved. While doctors themselves are overwhelmed. Intelligent and streamlined communication has the potential to significantly ease the mental toll on all parties to not only help them overcome such an harrowing situation but also reduce chances of trauma to patients post recovery.



Target User Persona



PROFILE & DEMOGRAPHICS

Persona Type: Patient admitted in hospital

Gender: Female

Income: 20 LPA

Education: Banker

FEELINGS

1. Fear
2. Anxiety
3. Sadness
4. Loneliness

GOALS & VALUES

1. To keep in touch with family
2. To inform the doctor if any symptom increases.
3. To be positive
4. To keep on checking her temperature, oxygen level and heart rate.
5. To take medicines on time

PAIN POINTS

1. Homesickness.
2. Dependency upon healthcare professionals
3. Depression
4. Fear of death
5. Loss of appetite.

Target User Persona



PROFILE & DEMOGRAPHICS

Persona Type: Patient's Relative

Gender: Male

Income: 25 LPA

Education: MBA in Marketing

FEELINGS

1. Anxiety
2. Fear
3. Stress
4. Overwhelmed

GOALS & VALUES

1. Securing his family from the pandemic.
2. Avoiding the hassle involved in acquiring patient's health updates from the doctor
3. Getting medical supplies on time for family member

PAIN POINTS

1. Concerned about safety of his family
2. Doesn't know if he can contact his family or how to track his patients health

Target User Persona



PROFILE & DEMOGRAPHICS

Persona Type: Doctor

Gender: Female

Income: 42 LPA

Education: MBBS

FEELING

1. Fear
2. Anger
3. Anxiety
4. Empathy

GOALS & VALUES

1. Know which patients require his attention the most
2. Immediate relevant information about a patient's condition
3. Highly streamlined UX

PAIN POINTS

1. Overwhelming amounts of patients and staff requiring his attention
2. Archaic medical systems and interfaces
3. Fragment patient information

Explorations

SOLUTIONS & IDEAS

Exploration 1 - Using Smart Device - In this exploration, we imagined the use of a smart device such as a Smartwatch to track the patient's health condition. The smartwatch would be able to notify the patient's family and relatives with updates at appropriate intervals to keep the family updated and alleviate their anxiety.

One of the major aspects of unique user experience intervention in this idea was to include a feature to track the user's stress levels and allow family members to connect via call to provide emotional and mental support to the patient in their time of need. We anticipated that this feature would have a relaxing impact on both the patient and family and allow the patient to recover quickly.

We expect a high initial cost of implementation for this ideation.



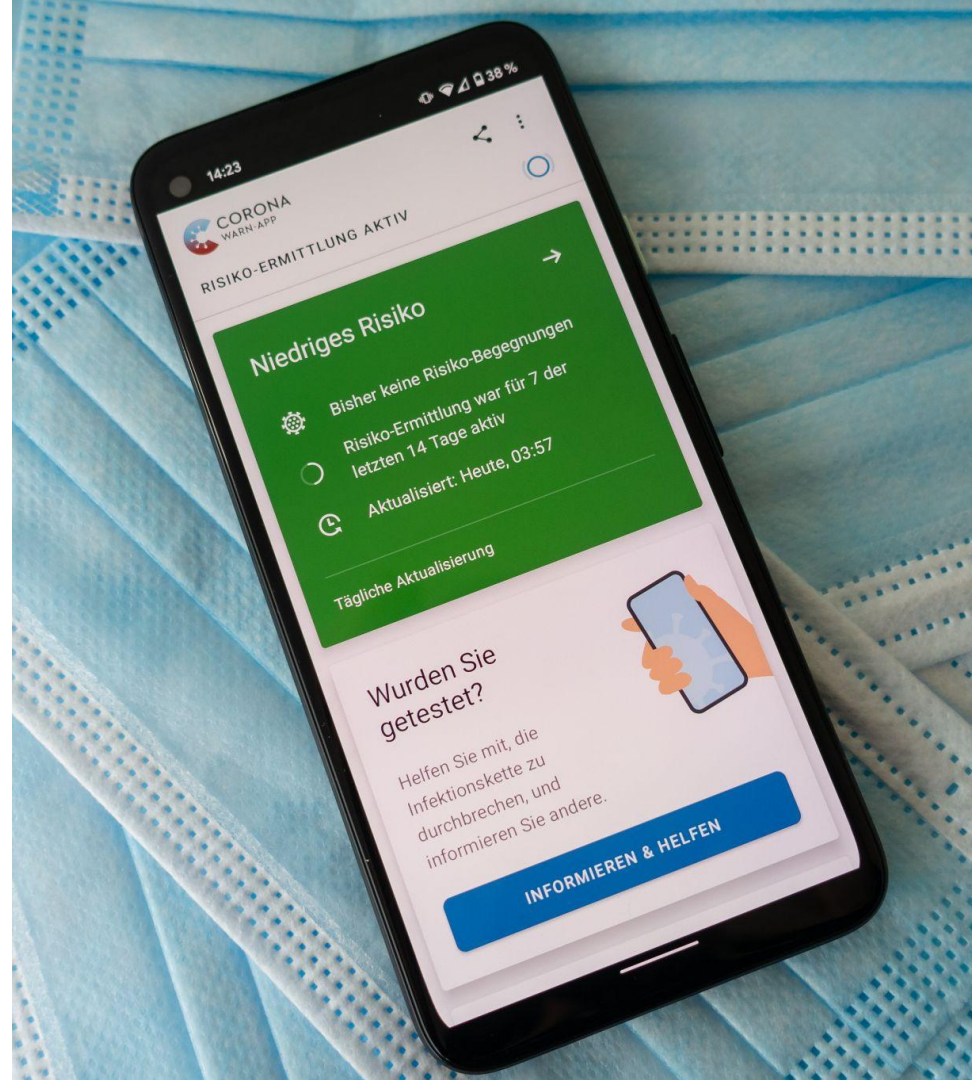
Explorations

SOLUTIONS & IDEAS

Exploration 2 - Using Mobile Application - In this exploration, we imagined the use of a mobile Application as a means for healthcare professionals and patients to share their medical details with the family using simple and existing technologies.

This way, we intend to create frictionless and quick transfer of health updates to the family about the patient. Such vital information will enable the family to support the patient as well as the healthcare professional in any required way from procurement of medicines to payment, etc.

We imagine the app to perform the following functions - allow healthcare professionals to quickly update patient status (using the patient's app itself) through pictures and scans of patient reports to the family, allow patient to communicate their health status with upto five close contacts,

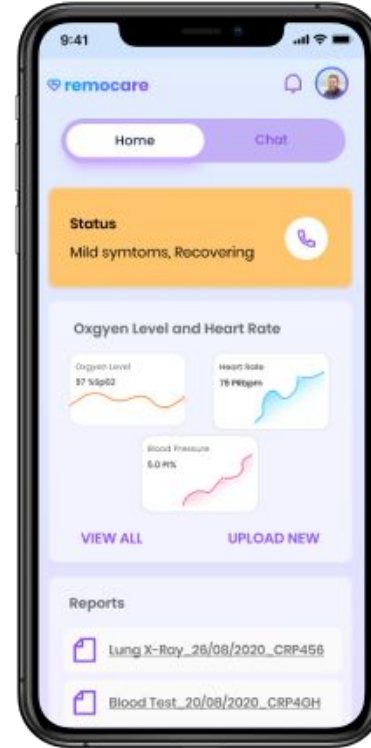


Final Solution & Innovation

HOW DOES YOUR SOLUTION ADDRESS THE PROBLEM IDENTIFIED? HOW IS IT INNOVATIVE?

The main reason why user will hire our solution is to stay informed about their relative's medical condition and perform the necessary actions based on that. Having access to the information all the time will help patient's relative a piece of mind where they will feel always in control of situation.

This problem addresses more of the emotional side of human behaviour, which helps smoothen the experience for patient's, hospitals and relatives. This also makes it possible to have remote based communication between patient, relative and hospital.

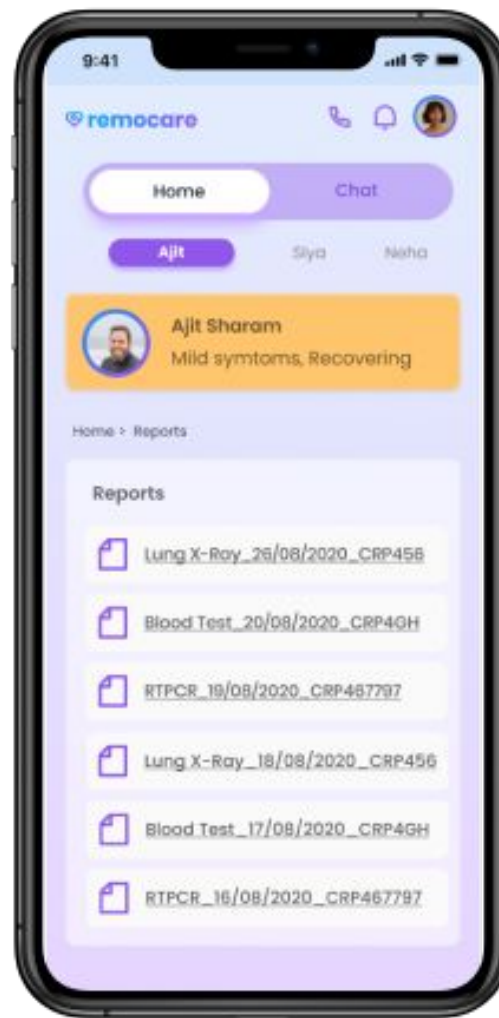
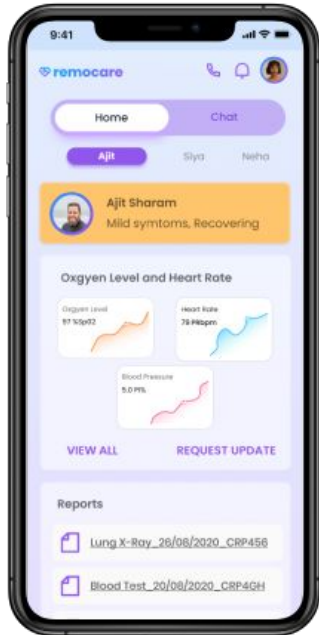


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User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?



Design Process

Our UX Process



Define the goal of the review



Gather data that is required for the UX review



Prepare a detailed report with challenges, issues & opportunity

How we choose the right method:

There is no one-size-fits-all solution to choosing an approach. Selecting the right method requires a complex analysis of the problem and the desired outcome, and depends on several factors, such as



The stage of the project



The problems that we are solving



The data we have access to



What we need to know to go further with product development



What the goal is

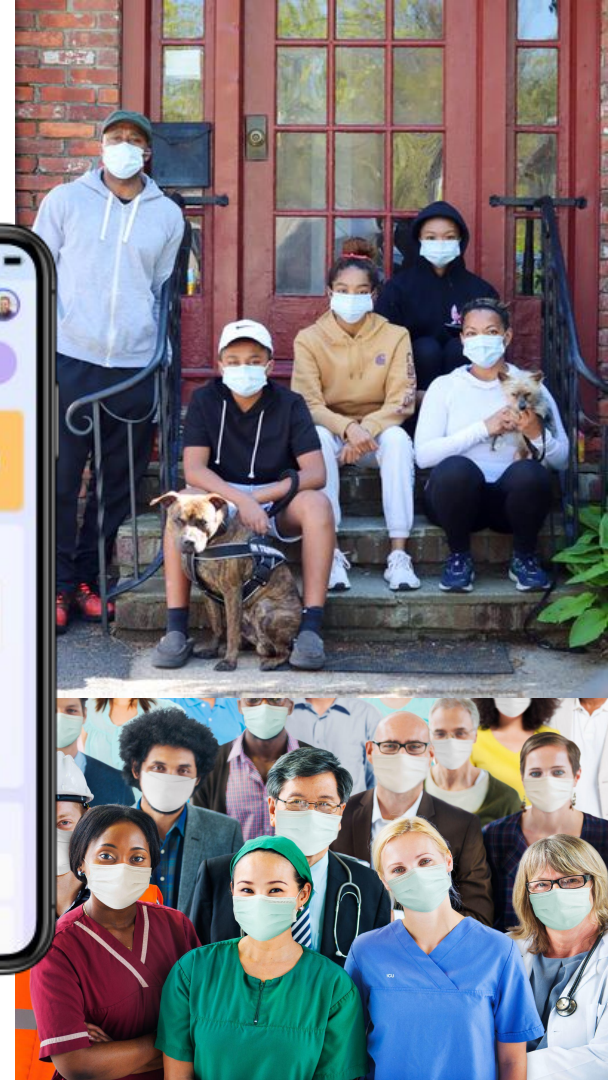
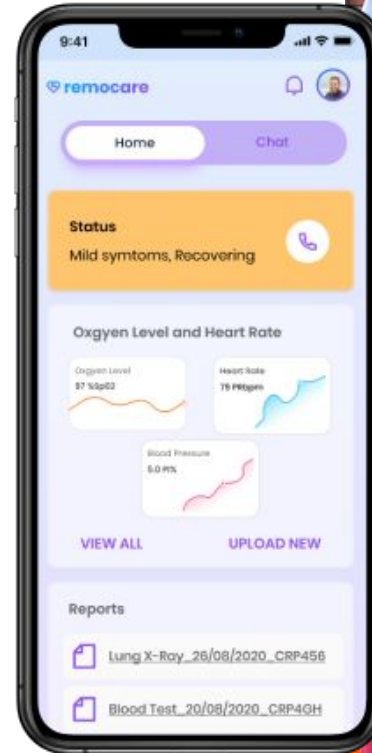


Time

Impact on the Society

IMPACT OF YOUR SOLUTION

1. Ease of communication
2. Transparency between hospital or health center, patient and families
3. Single source of data collection for pandemic pattern analysis
4. Provide baseline data for research purpose



Sustainability

HOW IS YOUR SOLUTION SUSTAINABLE?

This solution not just focuses on pandemic side but focuses on bringing transparency and efficiency in how communication done between hospitals, patient and family members.

This can be use for any kind of medical treatment as this provides a medical information to their family members.

The app has the potential to be scaled towards sourcing emergency medical resources should the pandemic escalate. It also has the capacity to be a one-stop app for all patient health data collection.



Execution & Business Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

To implement this solution we do not required any new technology as this is based on existing mobile ecosystem. A simple app will solve problem of transparency, efficiency and lack of awareness within the healthcare system. This system can work with private as well as public healthcare system, as this will not put any burden on their existing infrastructure.

The collection of this huge data will also help researcher to understand more about diseases and how they can be cured in a better way.

We believe the future of this app has great potential to create efficient ways of clinical communication by adding more features in the longer run.



STAGE 2

Final Submission

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is on time.

IMPORTANT FINAL SUBMISSION INSTRUCTIONS:

Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
 - **Video** - Create a 3 min video (DO NOT EXCEED 3 mins) for the jury to evaluate and for the public voting. Imagine watching your video without any context. It should tell everything about the project, highlighting the problem, solution, and impact. Structure your video based on the evaluation criteria [here](#)
 - **Submission form** - Complete a final submission form and embed a video link and the presentation link [here](#)
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Final Submission form
link
<Wii be updated>

Thank you!