

THESIS JIAJING 2017 APRIL

WithU

WithU
陪你



Jiajing Wu

Thesis Advisor

Tina Park&Miya Osaki

THESIS JIAJING 2017 APRIL

CONTENT OUTLINE

Introduction

Process

WithU

Conclusion

Next Steps



80% of Chinese elderly people over 65 years old have heart disease, high blood pressure, diabetes and other chronic diseases.

Background

40% of them take five or more medications, and each year

1/3 of them experience a serious adverse effect, like a bone-breaking fall, disorientation, even heart failure.

INTRODUCTION

Problem

In China, elderly patients who have more than one type of chronic disease experience adverse drug reactions because doctors prescribe similar medications since elders are not familiar with their former prescriptions plus a medical record system is absent.

Target Audience

I decided to focus on young family members because they are elderly closed informal caregivers, who learn things fast and also care about their grandparents' health. Their help will benefit for elders who have vision problems and bad memory.

MISSION

**All I want to do is
to lower the risk of
elderly patients get
over-medication.**

THESIS JIAJING 2017 APRIL

Process

Initial Approach

Research

Defined Target Audience

Prototyping

Iterations

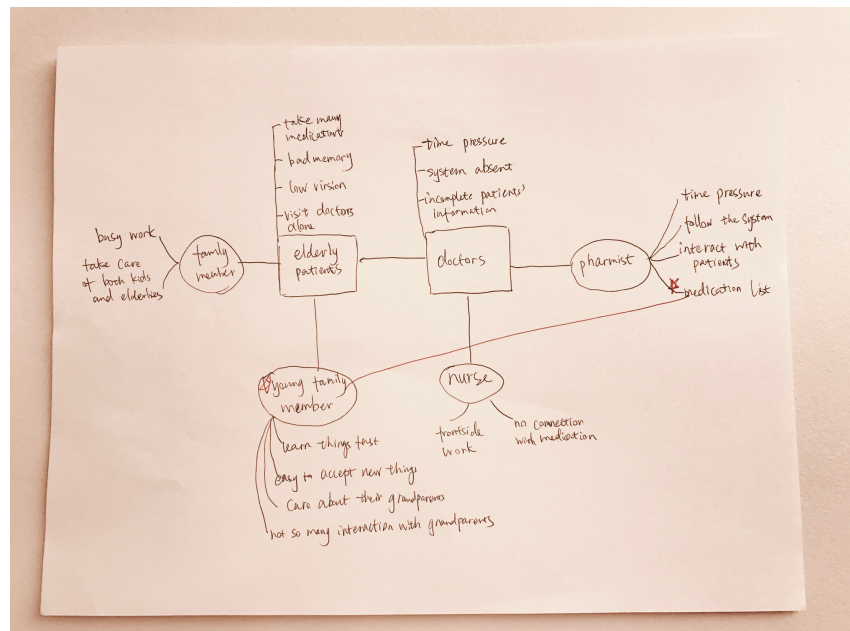
INITIAL APPROACH

At first, I was focused on the unbalanced resource between big and small hospitals lead to the problem that it is difficult for patients to visit doctors, especially for elderly patients.

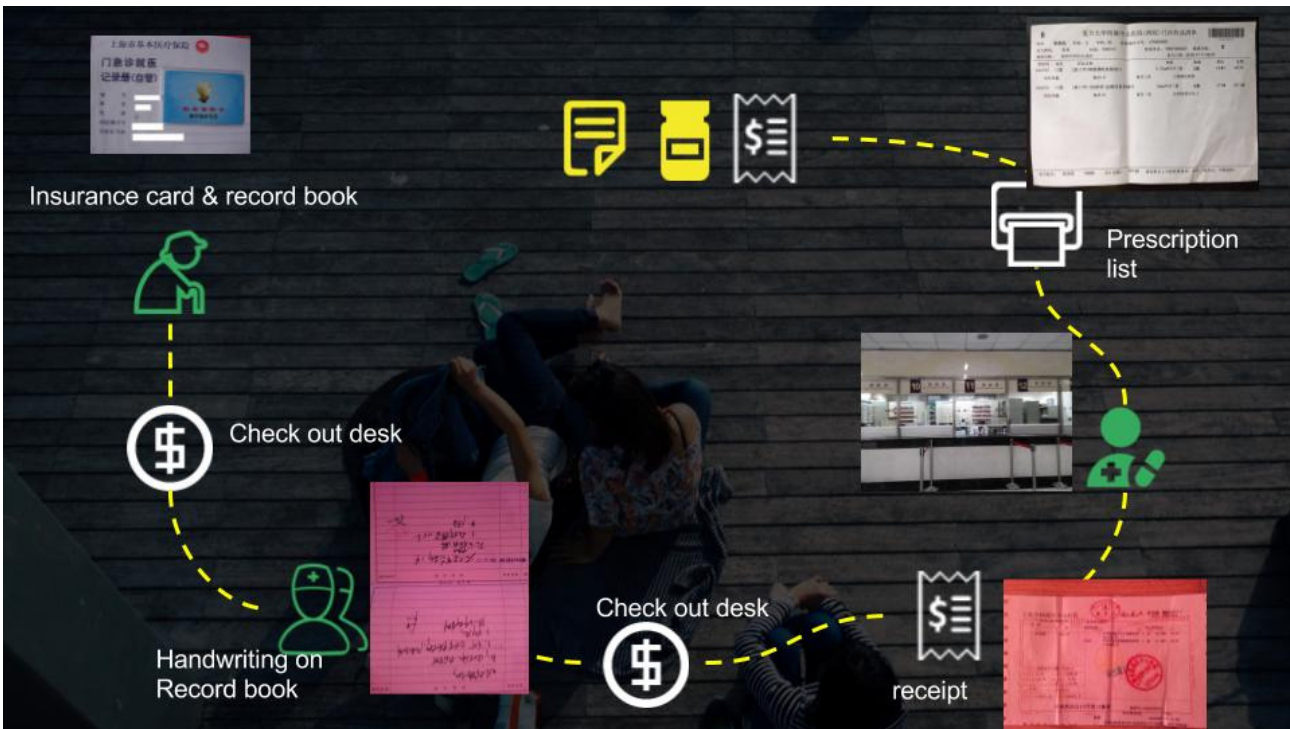
With that, I noticed elderly patients always go to hospitals alone and they need help for many sides, such as low vision and hearing, confusion of medication. Based my personal experience of my grandma story, I want to do intervention with that.

RESEARCH

Elderly patients and doctors are the main stakeholders while nurse, pharmacist, family member and young family member are the secondary stakeholders. After analysis and comparisons, I decided to focus on young family member and medication list to develop potential intervention.



STAKEHOLDERS' MAP



USER JOURNEY

Elderly patients' journey when visit doctors in hospital

THESIS JIAJING 2017 APRIL

TARGET AUDIENCE

Young family member, the informal caregiver, has to be ever vigilant when it comes to their medications. They learn things fast, easy to accept new things and care about their grandparents' health. They are the last line of defense when it comes to their aging loved one.



PROTOTYPE

1

Concept:

Modeling user dialogue to understand the audience.

Approach:

Using text message to test with audience.

Learning:

Audience don't know what to ask, they are also lack of background information. Through APP, audience didn't show engagement and emotion.

APP

through interaction in APP, teach them what is useful and important medical information and encourage family member to help with elderly patients.



PROTOTYPE

2

Concept:

Testing the diary idea

Approach:

Holding a workshop in a cafe

Learning:

Audience like to meet with new friends, especially same interest. For diary part, audience made question about supplements and easy to forget the useful information about medication.

workshop

through role play game let them quickly know the problems between elderly patients and doctors, and use card game to teach them the important information when visiting doctors, encourage them to be company with their grand parents to visit doctors.

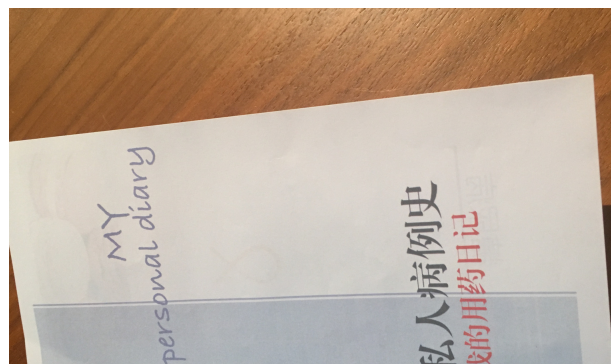


Details

The original version of diary and poster in the cafe

PROTOTYPE

2



TIME



In the workshop, the organizer will ask all the attendants to do a easy mathematics together. Calculate how much time they can spend with their grandparents together? Either living together or visiting at the weekend, all the times together is almost 8 or 9 months. Using number to empathy audience to spend more time with their grandparents.

ITERATIONS

** hospital medicine list

Name JIN Age 70 Gender female

✓ 15051325569

✗ 1234567890

📄 heart disease

📅 2016.11.11

methods	Name	dosage	number	price
oral	xiantemin	0.25mg	2	14
	3 times/day	1 per		Yada medical

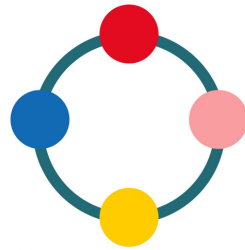
paste on the book

In the beginning, I want to start from the hospital side, this medicine list is a sticker for elderly patients to put on the medical history book. But stakeholders in hospital they all have time pressure limitation, which is hard for this prototype.

ITERATIONS

After first idea failed, I came up with idea that the easy-carried item that elderly can use in their daily lives. But the cost of these items is another big issue.

bracelet with balls



put different color balls on the bracelet

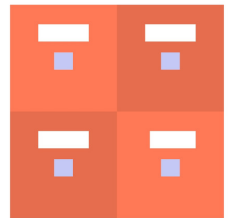
one color presents one disease

- red high blood
- pink heart disease
- orange diabetes



1. there are one pair of presbyopic glasses, several different color balls, scrips inside the box.
2. write down your medicine name and dose on scrips, put them into the ball, one color ball present one disease
3. take the bracelet with your next time appointment

package box



medicine name

THESIS JIAJING 2017 APRIL

WithU

Concept
Detail
User Testing
User Feedback

THESIS JIAJING 2017 APRIL

CONCEPT

**An event for young family member to learn
how to do a complete and useful medication
diary for their grandparents.**

THOUGHTFULSINGLEWANG

I partnered with Thoughtful Single Wang. It's a Wechat public account, like a Facebook page, the organizer can post event on it, those who followed page will get the notifications. And ThoughtfulSingleWANG is a community for those who want to find someone with common personality or interest. It basically is a large MeetUp community.

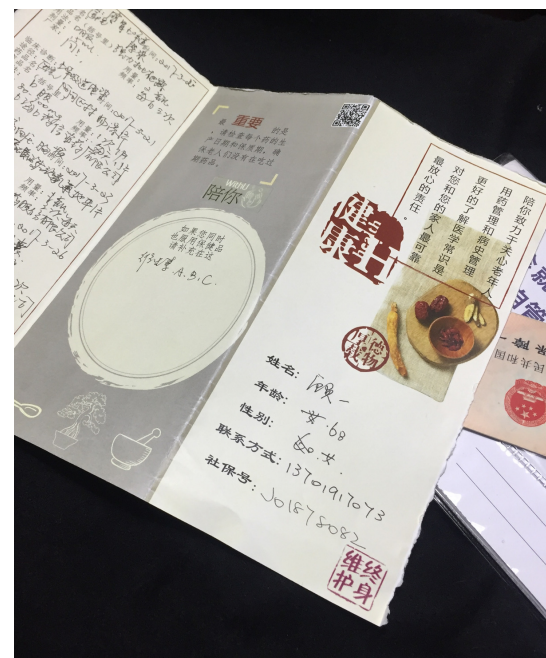
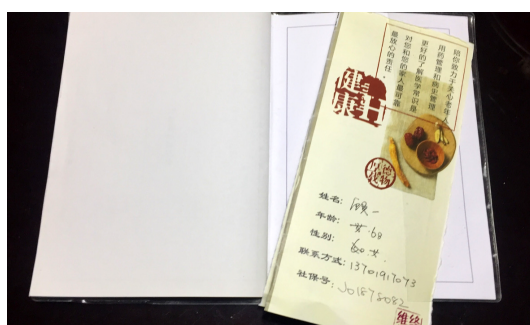
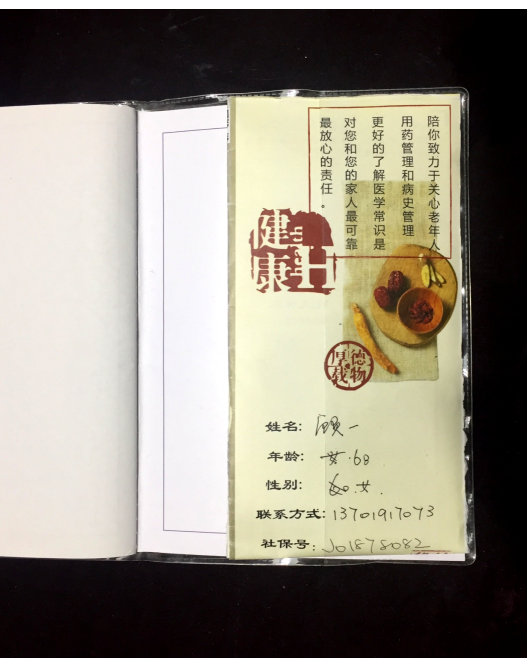
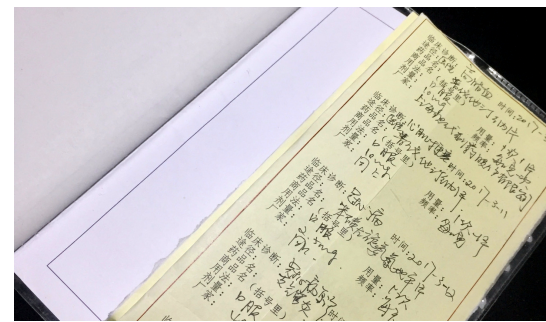
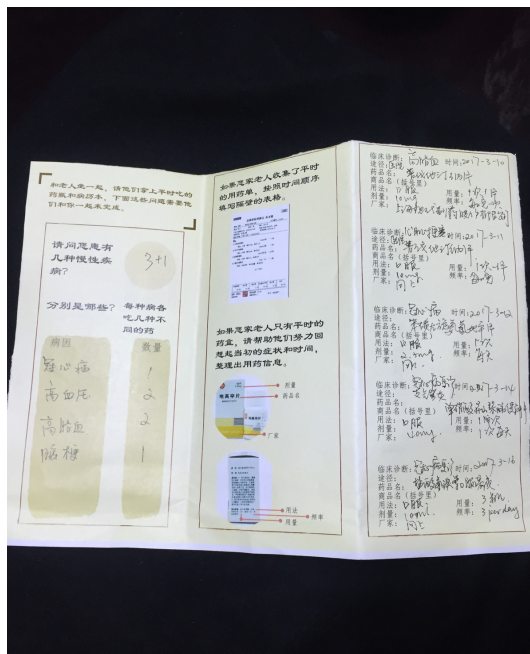


TO FIND THE ONE WITH THE SAME BEAUTIFUL MIND



- We designed an event, "To find the one with the same beautiful mind", to provide single people a chance to meet others who also think that taking good care of their families is an important part of their lives. During that event, all attendants will make an unique drug and supplement diary from the pill boxes or medical history books they were asked to bring.

THESIS JIAJING 2017 APRIL



A Drug and Supplement Diary

DETAIL



The most common mistake in preparing the medication list is that people cannot locate the correct information from the pill box or medical history, due to the unclear naming traditions and lack of instructions. The diary solves the problem by providing detailed instructions on how to find useful medication information from any pill box or medical history book accurately. A complete medication information including clinical diagnosis, date, pill name and chemical name, dosage, frequency and company name.

“

*I never realize that my grandma
may also experience
overmedication. It is nothing but
a form of slow suicide.*

MR. YANG

”

“

I used to think that old people taking lots medicine is normal thing. But now I realize that it could also be overmedication.

M S . Z H A N G

”

“

*Though my grandparents and I are
not living together and I can't take
care of them everyday.*

*But at least I really want to be
company with them when next time
they visits doctors alone.*

M.S. CHEN

”

“

*It is perfect matched with
medical history book, and it is
easy for me to update it, just to
scan the QR code then I can get
a new one.*

M.S. YANG

”

Conclusion

Although I got many good feedbacks,
It's just beginning. Taking this idea
further, I am going to approach to more
young generation to keep this event
develop to sustainable system to benefit
more elderly patients in the near future

NEXT STEPS




SingleWang has more than 5000 members in China and hosting an offline event monthly in different cities around China is a feasible start. These offline events will get more and more people involved and help more elderly patients. If this event will attract more people to come and increase people's awareness of overmedication. The drug and supplement diary will help more and more elderly people

THESIS JIAJING 2017 APRIL

WithU

WithU
陪你 

care  giving isn't an easy, fall off the log, duty.
It is fraught with many obstacles and information.
But, having said that, it is, also, one of the most
rewarding things a person can do.

THESIS JIAJING 2017 APRIL

WithU

WithU
陪你 

THANK YOU

FOR THOSE OUR LOVED OLD PEOPLE

THESIS JIAJING 2017 APRIL

WithU

WithU
陪你

