

DESIGN DIRECTIONS

Macro Level

ENHANCING DATA + CREATING ECO SYSTEM

1. Power to users
2. Control via mobile

Enhancing Data: JD is trying to improve its existing data of business listing by increasing the quality of data. Improve the quality of data has come as a conscious decision so as to improve user experience & giving them better decision making power by relying on real time feedback obtained from users themselves.

Chalta hai!?

Unlike in western countries, the system of giving feedback is not as wide-spread in India, wherein the user is accustomed to "*chalta hai*" attitude. Most of us, when faced with a bad experience with a service, grumble at the moment and then decide not to use the service again, however do not think of posting a grievance. We may share our **experience with our friends,** neighbours etc, but not online & seldom to the service provider.

Though, soon this trend is changing & more and more users are frequenting review websites like mouthshut.com, tripadvisor.com, four-squares, etc, wherein users post **their frank feedbacks** on these portals.

People have started valuing reviewed products & services more than non reviewed or rated items, linking people and communities together.

The scale of information that JustDial owns is humongous. In order to get reviews on its data, it has followed the below mentioned strategies-

a. **Via IRO:** When a frequent user calls JD, after providing the desired information, the IRO prompts the user to give a feedback on their last searched category on a scale of 0-5, 0 being the lowest & 5 being the highest.

b. **Win Ipad2:** JD has launched a competition which enables users to win iPad2 everyday. The user needs to rate/review 10-15 categories that they have searched. Winners are selected on lucky draw basis. JD has managed to collect 7 million genuine ratings so far.

Similarly, as JD plans to envisage into launching application for different platforms, collecting "reviews" & ratings from users becomes extremely important as chances of getting real time data from users will increase multi-folds.

Comment [j1]: create & share the perception of the service. Indirect WOM

Comment [j2]: feedback is of 2 kinds: **GRIEVANCES or GOOD EXPERIENCE**
Increasingly more and more people are using internet as a platform to let out their frustrations/ good experience.

A user is only propelled to write a feedback when they get angry or are extremely pleased. For services of everyday nature, where their work gets done as expected, user does not feel the need to write a review. Also, **to many people writing a review seems like a task.** Hence taking reviews from people should be hassle free & not time consuming.

Comment [j3]: hence in the UI of application, icon for review/rating should be visible & upfront. Also experience of reviewing a service should be simple & hassle free.

Eco-System: These days, every organization wants to retain its customer base by creating an eco-system of products & services around them. Due to advances in IT, users can now loop their families & friends in their eco-system as well.

JD saves the mobile number of every user in its data base, so that when a user calls JD, the IRO already has the details of the user. But, many users do not sign up on the JD website. This can be because JD provides search related information free of cost to the user. Also the user does not see any worth in logging into a JD website, remaining ignorant to enhanced services being offered by JD for signed customers { services like "Quick Quotes" (yet to be launched in the market) , read what services your friends have rated , etc }

JD needs to push its users to log in, so that it can understand its users better & offer more customized services.

This can be done via JD app in the following ways:

1. One-time compulsory login Vs Prompt Log in
2. Add friends through contact list
3. Provide friends activity updates
4. Save User Data: history of search, add favourite services, etc

MICRO LEVEL >

HEALTHCARE

considering the demand for the healthcare sector, Healthcare + IT has a huge potential to grow in India. Many innovative dotcom models (meradoctor.com, docsuggest.com, etc) are coming into existence in this area. JD also wants to enter this sector.

My research leads me in 2 directions. These are:

- a. INFORMATION PLATFORM
- b. INTERACTION PLATFORM

Information platform > User Interface

JD has always been an information providing platform. It is a one stop platform for users to call and find any information all over India. However, with changing times, the pattern of search has also changed. With increase in mobile technology more and more people are browsing for information through their smart phones. Technologies like GPS & Augmented reality are being used aggressively to make information more relevant & impactful to users.

Consequently, the expectation of the users have also risen. In today's terms it is not enough to just get a number of a service through SMS. Search engines like Google provides not only the option to call a local service, but also view map, get directions, related images, etc.

In the healthcare sector, many doctors, hospitals, clinics & pharmaceuticals are listed with Just Dial. However, JD provides the same layout of information for these services, that it provides for services such as restaurants, household services etc. Whereas, for the user, the relevance of looking for a healthcare specialist is totally different as compared other services.

Comment [j4]: Hence the need for different UI for Healthcare searches

While looking for a healthcare specialist, many factors are influencing a user. These are:

1. Shift to a new City/ area:

Most of the users (*from questionnaire*) feel the need to look for a doctor when they shift to a new city. This means they are new to city & do not necessarily know the locality well (names of areas, roads, etc). These users would prefer a service closest to their house. They would also try asking their friends already staying in the city, for a referral, to suggest the best option.

Comment [j5]: Relative Distance is important: can be shown using the phone's GPS , to give accurate information about how far is the nearest service

Comment [j6]: seek information from friends

2. Illness Factor

Users only look for a doctor, once they face a problem. Preventive healthcare is still a new concept in India. this means when a user is looking for a doctor (either for self or for a relative), he/she is already anxious/ upset/ scared/ confused/ unwell. At this time, user seeks dependence on others/ family to seek help.

Hence our interface that enables doctor search should be:

- Soothing
- helpful
- calm
- instant
- informative

Comment [j7]: Search needs to be QUICK + RESPONSIVE
Interface needs to be RE-ASSURIVE

3. Find the " RIGHT " Doctor

User wants to minimize his/her risk, when health is involved. They want to invest in the best option possible. It is extremely important for them to find the " right " doctor. Users seek for experienced doctors over inexperienced ones and usually opt for known names/ brands over others. At this point, an information platform should provide relevant information to the user .

Comment [j8]: Relevant information:
Area of expertise
MCI Registration Number
Professional Experience
User Testimonial
Relative Distance
Known Connections
Timings

4. Connecting with the doctor

A user faces many problems while booking appointment over phone. these are-

- *No answer /Response*

Most of the times, a practicing doctor only has 1 receptionist, to handle his/ her calls. The receptionist also doubles up as an assistant for the doctors, who needs to handle the clinic. Often during hectic schedule, the receptionist cannot take calls of users.

- *Wrong number updated on website*
- *communication problem*
- *lack of confirmation message*

Patients often after booking an appointment with a doctor over the phone & make a mental note of it. However there is no alert by SMS/ Email of their appointment been booked. Having no written proof does not make the doctors answerable for not keeping their appointments on time.

Despite these issues, most people prefer booking appointments over phone because-

- *Answerability*

when people talk over the phone to someone, they put their trust on the person & consider the verbal conversation as a sign of commitment.

Comment [j9]: human, person of responsibility, knowledgeable, ANSWERABLE, building trust over phone

- *Scope of Inquiry*

Over the phone, talking to receptionist/ doctor, a person feels more comfortable to express, & can seek more information (if required)

- *Direct access to doctor*

In many cases, doctors give their personal number directly to their patients, removing all other mediums of communication. However, this kind of access is extended to only a few clients.

- *Request for personal favour*

- *call in case of emergency*

5. Booking Via Website/ Application

Making appointments via internet as a portal is still in a nascent stage in India. People are wary about sharing sensitive information & do not trust all information provided over the net.

Comment [j10]: lack of credibility,think can be a marketing gimmick, etc

Also, lack of human confirmation after booking an appointment, leaves the user with a feeling of task being undone. They feel unsure whether the booking has been made or not, & may end up repeating the process.

What this service offers over traditional platform is-

- access to more information
- transparent system for booking
- independent functioning

Comment [j11]: JD can provide a single platform for many doctors to provide information

Comment [j12]: efficient booking system has to be devised so that patients waiting time will get reduced.

Comment [j13]: UI has to be intuitive for users

6. Endless wait

A user has to often wait in uncomfortable environment , crammed spaces, for long waiting hours. In India, people do not follow the concept of booking appointments, instead go to the clinic, on first-come basis. This often leads to long waiting hours & queuing up at many clinics.

Comment [j14]: how can we help reduce this %? By offering web/ mobile services we are targeting an already existing market that book appointment over call. How does one tackle this problem in small cities?

7. Lack of Empathy

Many users also feel that doctors do not spend enough time with their patients, leaving them confused about their health status. They feel that in order to make more money, doctors are at a constant rush to see as many patients as possible, hence they reduce the time appointed to each patient. Also, a user pays consultation fees for every doctor visit, even if it involves a regular follow-up/ check-up. Sometimes when a doctor suggests preventive care, patients feel cheated of their time & money spent.

Comment [j15]: A doctor has to " see" a patient even to advice that they are well. require a physical presence

fatafat solution

Though there are many portals available online, blogs written by doctors, websites that offer live chat with doctors, it does not satisfy the query of the common man. Websites that ask for subscription first and service later just cannot function in a country like India, since users are still adapting to technology. E-commerce has just started touching the lives of few % of people in metropolitan cities. In order to reach smaller cities & rural areas, there is still a long way to go.

However, market for services that offer e-health solutions is still subservient & not contributing as effectively as required. This is mainly because when a user posts a query regarding their health, to begin with they are-

- a. **hesitant to post query**
- b. expect an **immediate** - correct reply: if a host replies to the user within a promised time period, the user feels satisfied to know that someone has addressed their problem & feel a little relieved.
- c. **develop trust**: Indian market is still not ready to pay for health services without seeing the benefit . So we need to offer this service free for users at least in the beta phase, till the time they develop trust & become accustomed too it.

2ND OPINION

2nd opinion is a new service line that allows users to interact with medical professionals to be more aware about their health issues. As the name suggests, this service is just a second opinion from a pool of medical fraternity.

Users can seek advice for minor to major health issues & problems by posing their queries to a list of dedicated doctors that address the problem in an **assured time frame**.

Doctors/ medical professionals who have 0-5 yrs of work experience can be targeted to be a part of the pool of doctors. They can in return, advise the user/ patient to seek consultation, if required.

Such a service is helpful because:

1. User is more informed about his/her health problem
2. Can take advice from multiple health professionals
3. Saves time & money from consultation fee
4. Increases (new) doctor's credibility.
5. Technology can help establish better relationship between doctor & patient.

Similar service: e-health access (<https://www.ehealthaccess.com/>)

Design Directions:

1. The service has to be **free of cost for the users at all time**.
2. Service has to be **prompt** (preferably between 24 hrs- depending on emergency- response needs to be flexible according to users preference)
3. The patient can chose to contact (1st level) over **different mediums**- phone, web, mobile.
4. The service has to be **legally covered** as a consultation purely based on the patient, such that medical responsibility does not come on platform provider.

To be done:

SERVICE MODEL

VALUE MAPPING

REVENUE MODEL

KEY PARTNERS

Points to be discussed:

- Why is it relevant to Just Dial?
- Does it fall in the extension plans of Just Dial?
- What will this project be seen as- charity/ business?
- **Does it fit in the mundane tasks of life for people?**
- User expectation shift ?

**MUNDANE : REPETITIVE : EVERYDAY : PATTERN : BORING : BANAL
ROUTINE :**

What are routine tasks in health care?

- Follow ups with doctors
- Fix appointments with doctors
- Buy medicines regularly
- general check ups
- vaccinations for kids
- chemists

Who would need it regularly?

1. a person with a history of medical problem (can belong to any age group-
diabetics, migraine, allergy, etc)
2. people with kids, children etc
3. old people with medical supervision
4. care-takers / nurses/ helps / assistance

USER SCENARIO

SCENARIO 1: Mrs Khanna- Asthmatic

SITUATION 1 :

Mrs. Khanna is 55 yrs old woman, who is asthmatic. She stays in Delhi but has to go visit her daughter Tamanna who has recently shifted to Bangalore for some days. Due to high density of pollution, the weather in Bangalore is not suitable for asthmatic people. Mrs Khanna starts experiencing breathlessness within a few hours of her arrival. She calls her daughter to get a particular medicine that she has been using in Delhi. Mrs Khanna just vaguely remembers the name of the medicine but just does not remember the brand of the medication. Her Daughter Tamanna is extremely worried but does not know how to get the exact medicine.

She so wishes she could get in touch with either her mother's doctor, or chemist from where she had bought this medicine & get the same from Bangalore.

Only if her mother would have carried her medicines along with her, life would have been much simpler!

However, even if she did carry her empty medicines, Tamanna would have to go from **chemist to chemist in order to get the required medicine!** She could really love some instant solution provider who could in one shot tell her where to get the desired medicines, or even better would be if **could deliver it at her address.**

Comment [j16]: identify exact medicine- find match- detect available location

Comment [j17]: deliver medicines

SITUATION 2:

Mrs Khanna finally managed to get the medicine but of different brand in the best possible time, but for some reason , this medicine is not as effective as the one she was taking. This offers her no relief and now she needs to go visit a doctor. The doctor she consults in Delhi is not available, she asks Tamanna to ask around for a good doctor that she can refer too. Since Tamanna is new to the city herself, she is perplexed, about her mother's health & the problem of finding the right doctor. Along side she is also tensed since she has joined new to the city, new office & new people.

Only if there was a platform where she could post a query to her friends about suggesting a good doctor, or go to one -stop platform that showed the kind of healthcare that was available near her vicinity, life could be so much simpler!

Also, if she could book an assured appointment for her mother at the earliest while she is at work.

[User of app: **Tamanna,** Beneficiary: Mrs Khanna]

Comment [j18]: caretaker

SCENARIO 2: Rajesh Dhayia 63 yrs old- (Diabetic Patient)

SITUATION 1

Rajesh has been diabetic since the last 15 yrs. He has to go to visit his doctor for regular visits. Since he visits a very well renowned doctor, he often finds booking appointments with the doctor very demanding & time- consuming affair. He would prefer a convenient service via which he can book appointment with his doctor. Though he uses a smart phone, he finds the user interface not geriatric friendly. (<http://www.w3.org/TR/wai-age-literature/>)

Mr. Rajesh is very particular about time & hates to wait at the waiting room especially when he has booked an appointment with the doctor. He is very perturbed with the fact that he, at the minimum, has to wait for at least half n hr to see his doctor. Sometimes, the doctor does not give him a fixed time & instead gives him a time duration to come and meet him. Because of this attitude, he does not know how much time will it take for him to complete his appointment with the doctor.

SITUATION 2

Mr. Rajesh's went to a social evening in which he came to know that a relative has been diagnosed diabetic. Rajesh wants to suggest his relative the doctor he has been visiting, & wanted to connect the two together. But just giving a number is not enough for the anxious relative, who wants to be 100 % sure about the doctor. Probably, reading what other people have to say about the doctor will help him make a better decision.

SCENARIO 3: Eesha Sharma (25 yrs)

Eesha is a 25 yrs old girl,