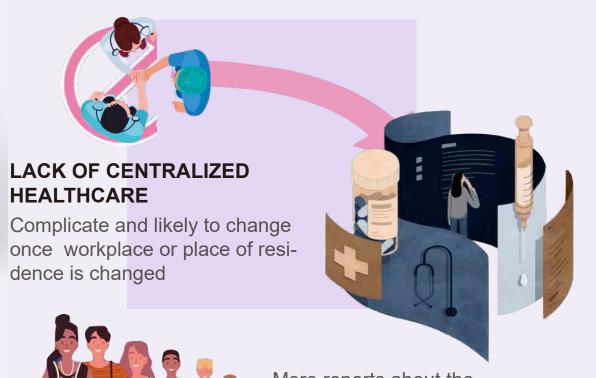
UNI HEALTH

UX Design; Service Design; Game Design

With the globalization of education, studying abroad is becoming increasingly common. By offering a range of services, the program aims to assist Asian internaltional students to access to American healthcare system without any barriers.

BACKGROUND



More reports about the difficulties international students face in healthcare emerged. There's also a growing number of healthcare-related queries on social media platforms.



international students In US

Over 70% from asia

Flying to the Doctor

The lack of insurance coupled with skyrocketing medical costs has led many Korean Americans to seek cheaper care in their homeland.

CURRENT SITUATION

Step 1:

Step 3:

Because of lack of

appointment or

exaggerating the

forced to undergo

treatmen

condition excessively,

expensive emergency

Room

Go to the Emergency

Try to Recover by Themselves.

Even if it's very uncomfortable, refrain from seeing a doctor unless necessary.

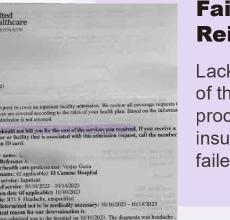
Step 2:

Buy Medicine by Asking Social Media or Parent

Attempt to seek help by familiar people who are easier to access



Lack of understanding of the content or procedure about insurance, and therefore failed to use insurance



Step 4:

Go to the Pharmacy Without the Medicine Needed

Not familiar with the differences between different pharmacies, wasting time going around them



INTERVIEW









PinKun, Chinese International Student Abroad for 5 years

"I never go to the hospital; I prefer self-treatment. The potential expenses associated with hospitals deter me from seeking medical help there. I have many ways to heal myself."



Elie, Korean International Student Abroad for 7 years

"I brought many familiar medications from home. When I get sick. I prefer to use those familiar ones first."



Yexin, Chinese International Student Abroad for 2 years

"Once I went to the hospital three times for a cold. After this experience, I never want to go to the school hospital again."

International students have had bad experiences or lack experience using the American healthcare system.

VALUE PROPOSITION

To provide a service for international students to have an effectively understanding and more convenient usage of **American Medical System**

Multiple language options

The platform offers the flexibility of multiple language options, making it accessible to users from diverse linguistic backgrounds.

Credibility through fake hospital information and authentic reviews

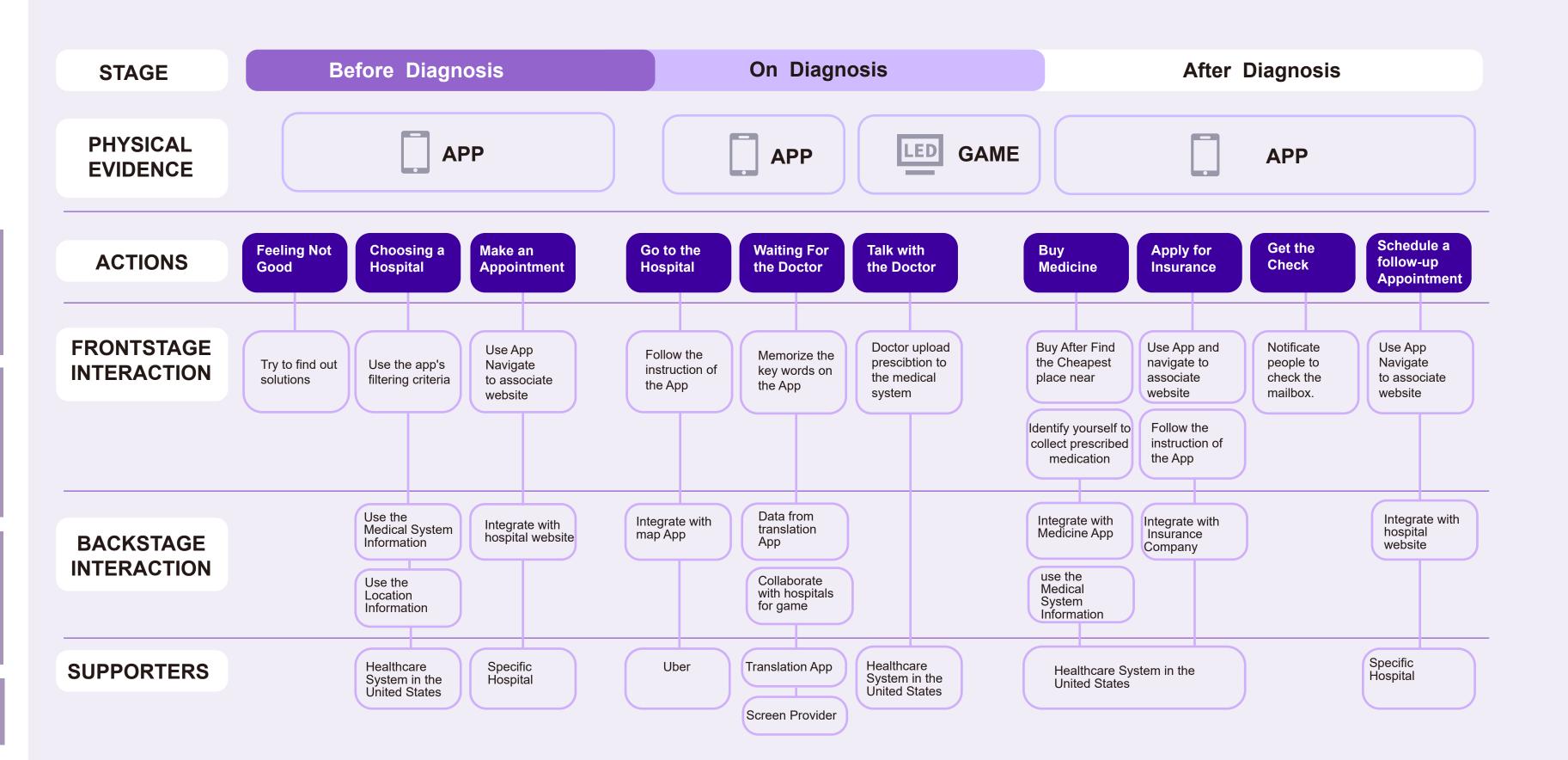
By providing accurate information about hospitals and incorporating genuine reviews, the platform enhances its credibility and helps users make informed decisions.

Assistance in selecting hospitals

The platform assists users in selecting suitable hospitals by offering relevant information and guidance based on their specific needs and preferences.

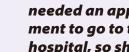
Utilize waiting time to effectively popularize science

SERVICE BLUEPRINT



CASE STUDY







She knew she needed an appointment to go to the hospital, so she made one.



Carrying her ID, she made the arduous journey to the school hospital.



Yvette's knee had

a deep cut.





She struggled to get to a nearby major hospital.



The doctor said she didn't have insurance and couldn't be treat-

AFFINITY MAP

PAINPOINT

LOW-FI

using searching engine to search for medications

Spent a large sum

of money on tests

but didn't get any

the medication.

forgot to schedule a follow-up

appointment, couldn't get the

re-examination, and couldn't obtain

results

Repeatedly searching on searching engine to confirm if the symptoms match the flu.

Beside getting vaccinated,never been to the

Treated not servere Seeking condition after back to home country

advice from parents

International students seek

Many negative articles about medical experiences are repeatedly shared.

Before studying abroad, read a lot of popular science and posts about healthcare

Brought half a suitcase of medications to the United States

International students

expenses and

procedures.

complex.insurance

International students struggle

to seek medical treatment due

to insufficient understanding of

Had a fever at home for a

week, refused to the hospital

because need to take a taxi.

the distinctions between local

reluctant to engage the U.S.

of potentially high medical

healthcare system due to fear

Affected by negative

medical cases, international students made preparations before going abroad to avoid visiting American hospitals

Went to a hospital Hoping for cheaper alternatives.

Spend a lot of in

anxious

waiting and feel very

without insurance and couldn't receive treatment

Failed

insurance

reimbursement

International students spending a lot of time on medical visits due to their lack of familiarity with appointment procedures.

Went to the school clinic, couldn't be treated, was referred to a larger hospital

Was refused during a

follow-up because didn't go to the same clinic

alone at night.

Unable to describe the condition accurately, struggling to convey the symptoms.

Visited the hospital multiple times in order to obtain a prescription.

Doctors often express uncertainty about the cause, which is very distressing.

hospitals.

International students fail get effective diagnosis from American hospitals because of language barriers and different culture

> International students reluctant to seek medical help because of the inconvenience public transportation and safety

concerns in public spaces

help from parents and social media, instead of spending time understanding the U.S. healthcare system.

Exaggerated negative nealthcare news has led international students to avoid seeking help from the U.S. healthcare system until necessary.

International students find the healthcare experience difficult due to their lack of understanding about insurance, costs, procedures, and individua hospitals within the U.S. healthcare system.

Due to concerns and unfamiliarity with the U.S. healthcare system, international students often hesitate to proactively explore the system, experiencing difficulties and a sense of unfamiliarity when seeking medical care

International students face inconvenience in their daily lives due to the language barrier in a new country.

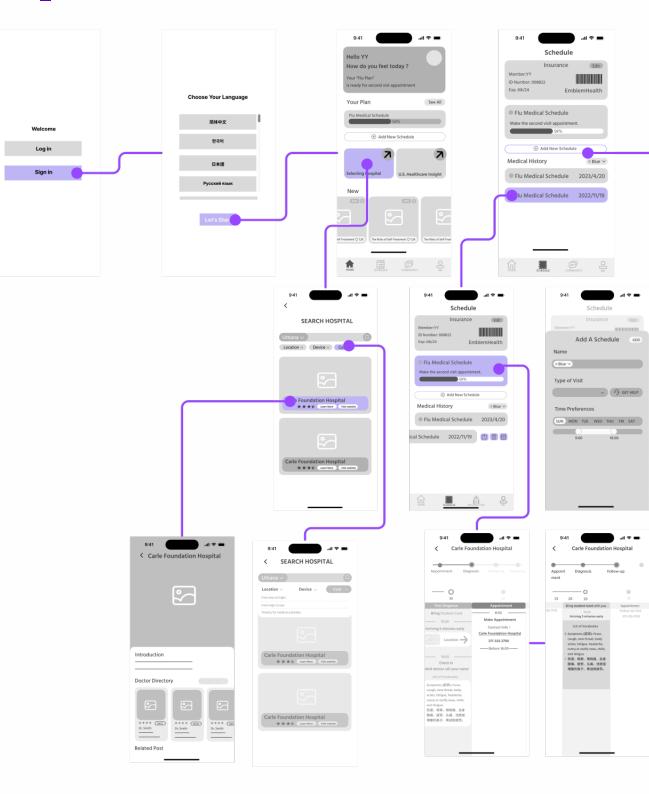
A lack of fairly understanding to American medical system due to exaggerated advertising.

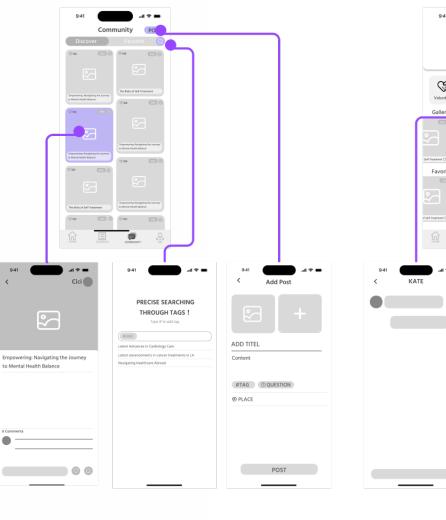
The healthcare system is complex.

Shortly using one healthcare facility, not interested in understanding.

Differing opinions from the doctor.

Language barriers, unwilling to go to the hospital alone.







LOGO

FONT





COLOR







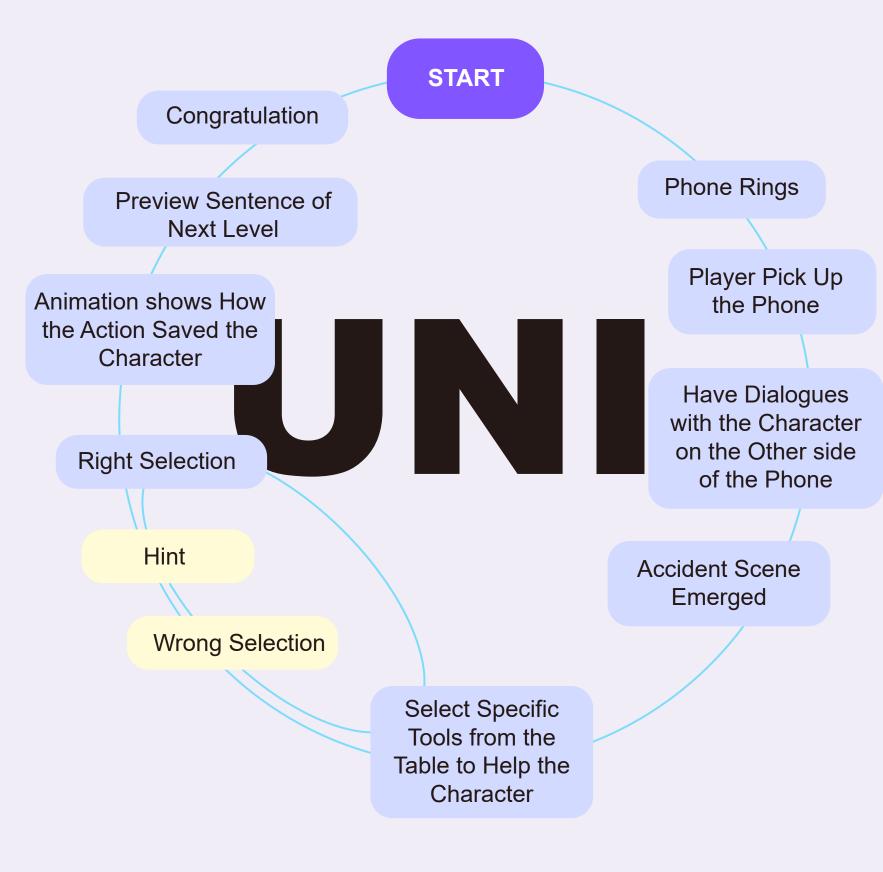




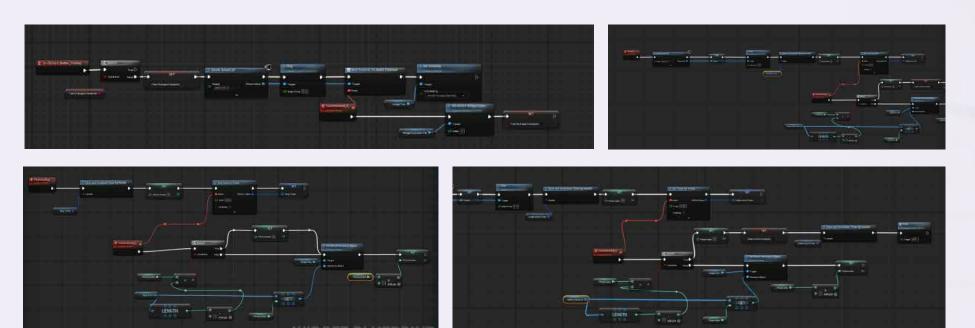




GAME FLOW



CODE



OUTCOME





SERVICE FLOW

Step 1 Get to know

Initially do not want to go to hospital, but upon learning about the app, decided to give it a try.



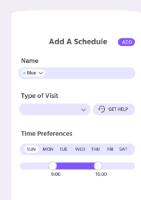
Step 2 Explore Hospital Around

After downloading the app, explored nearby hospitals.



Step 3 Make Appointment & Visit Hospital

Entered simple insurance information and the type of illness, then began following instructions to make an appointment





Step 4 Play at Waiting The simple interactive

The simple interactive game help students to know more about the overall system in a joyful way

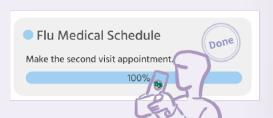
Step 5 Find Answer in Community

the medication prescribed by the doctor, sought advice in the community and quickly received an answer.



Step 6 Follow-up Visit

Continued to follow instructions for a follow-up appointment.



Step 7 Get Reimbursement Successfully received reimburse-

ment from insurance by follow instruction



