

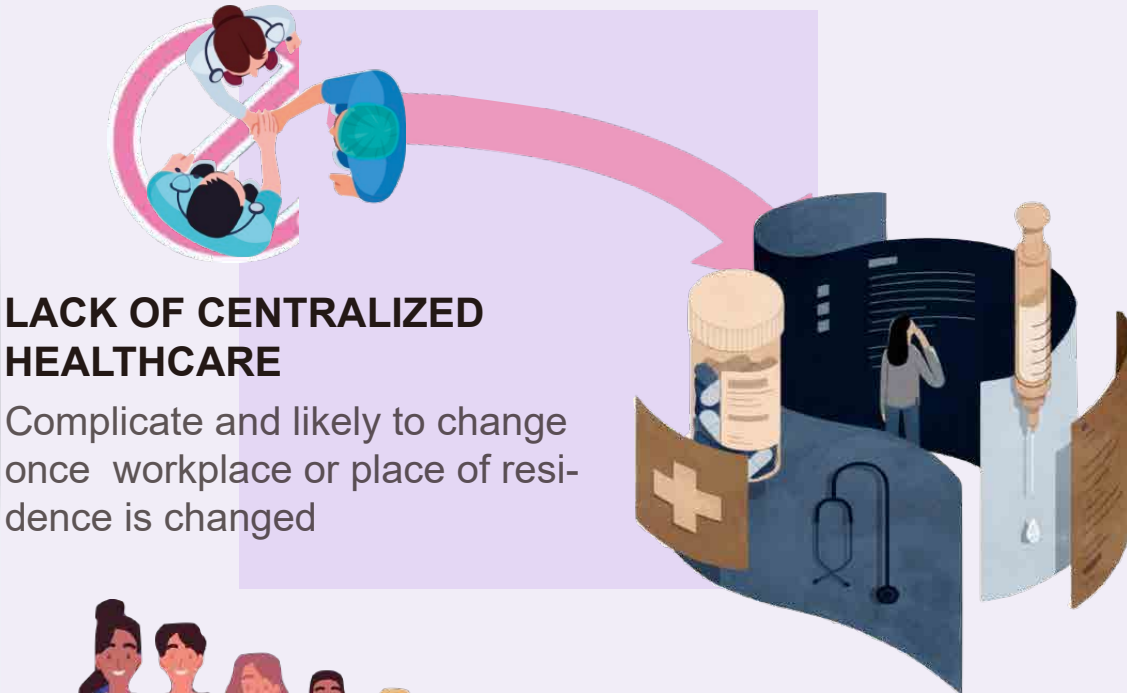


UNI HEALTH

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 international students to access to American healthcare system without any barriers.

BACKGROUND



LACK OF CENTRALIZED HEALTHCARE
Complicate and likely to change once workplace or place of residence is changed



1,057,188
international students in US
Over 70% from asia

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.



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:

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

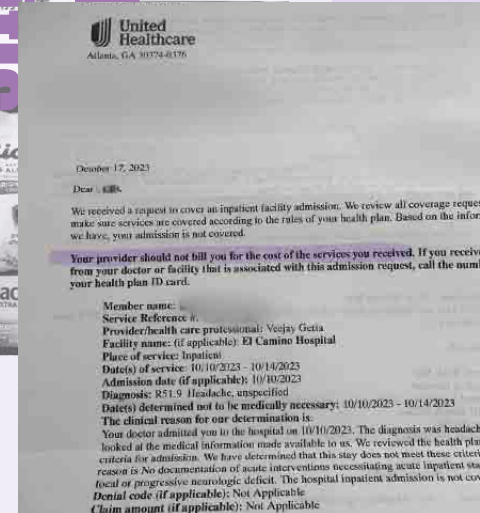
Attempt to seek help by familiar people who are easier to access



Step 5:

Failed Insurance Reimbursement

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



Step 3:

Go to the Emergency Room

Because of lack of appointment or exaggerating the condition excessively, forced to undergo expensive emergency treatment.



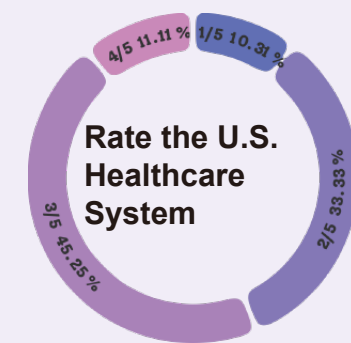
Step 4:

Go to the Pharmacy Without the Medicine Needed

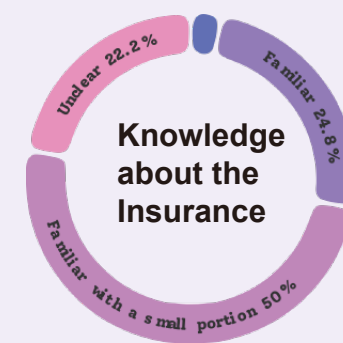
Not familiar with the differences between different pharmacies, wasting time going around them



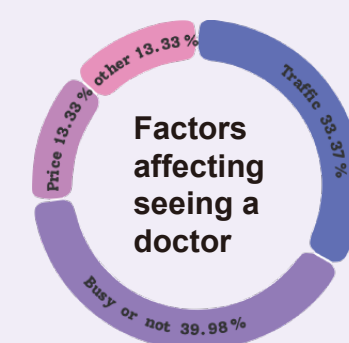
INTERVIEW



Rate the U.S. Healthcare System



Knowledge about the Insurance

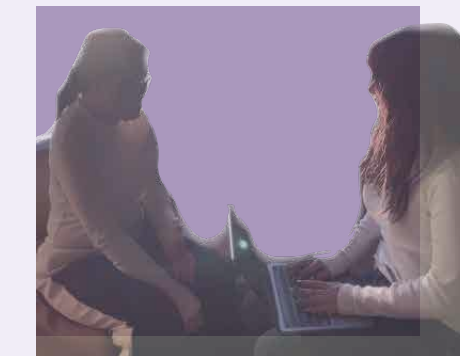


Factors affecting seeing a doctor



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

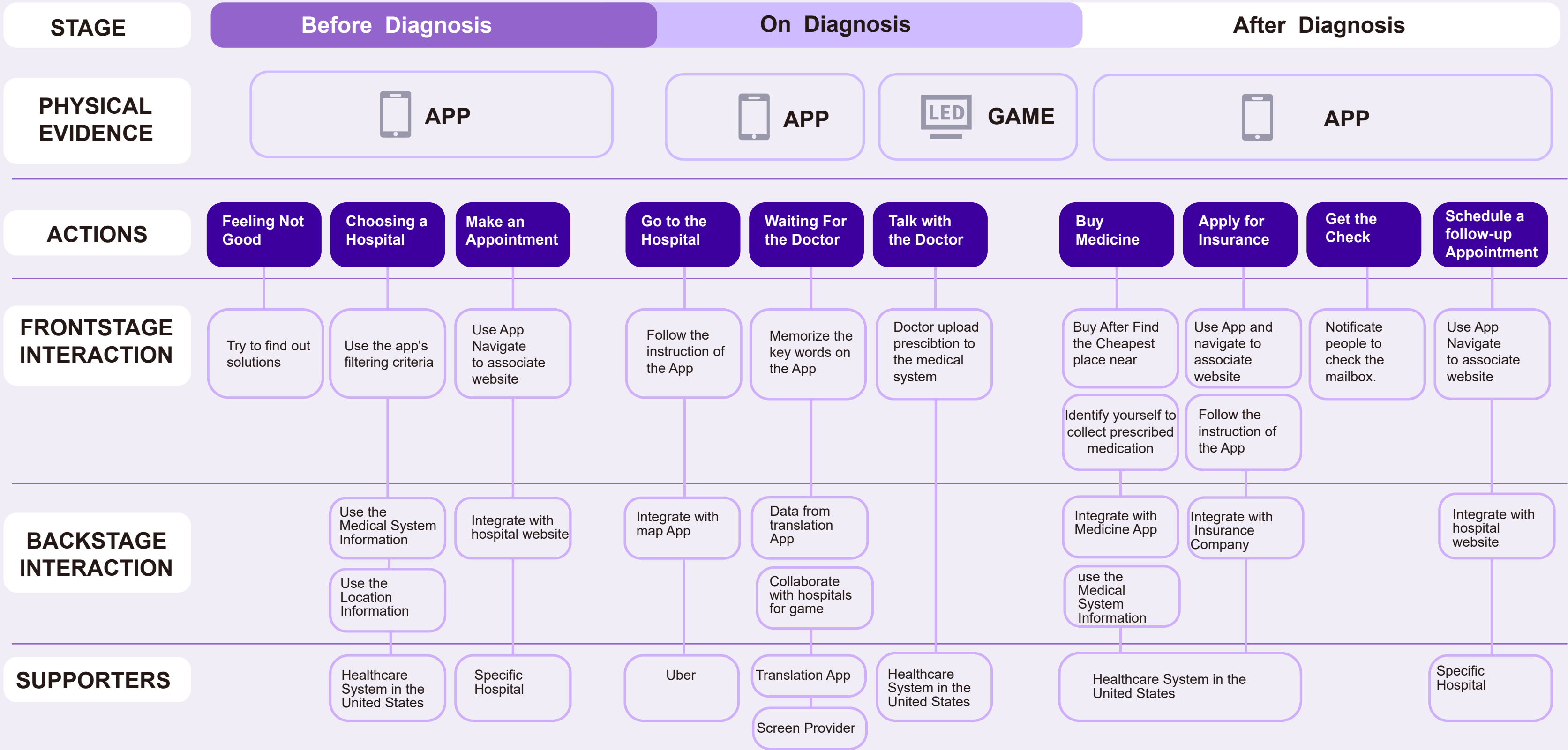
By providing accurate information about hospitals and incorporating genuine reviews, the platform enhances its credibility and helps users make informed decisions.

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



Yvette's knee had a deep cut.



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.



The hospital provided basic wound care for her. They told her that she needed stitches, which they couldn't perform.



She struggled to get to a nearby major hospital.



The doctor said she didn't have insurance and couldn't be treated.

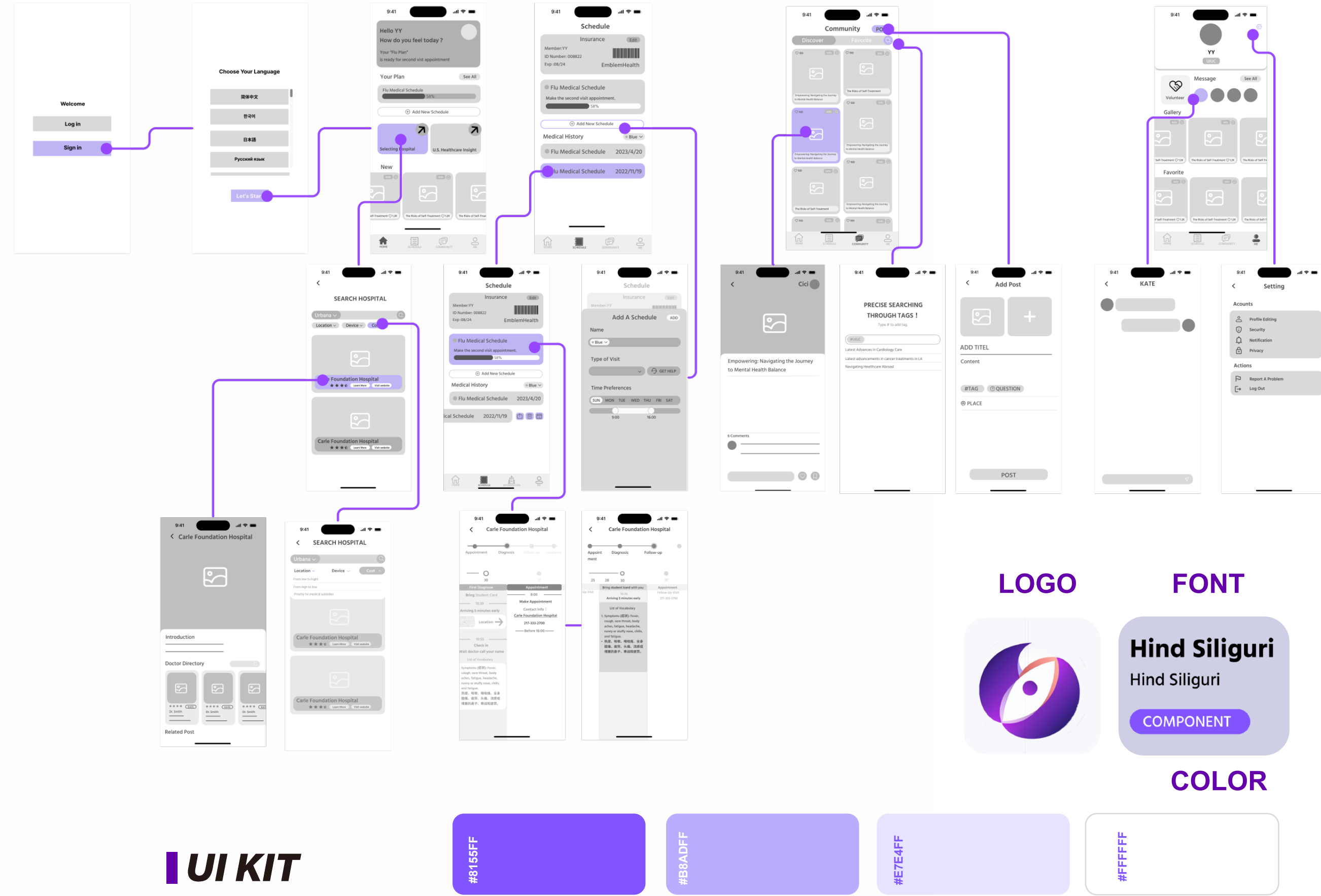
AFFINITY MAP



PAINPOINT

- 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.

LOW-FI

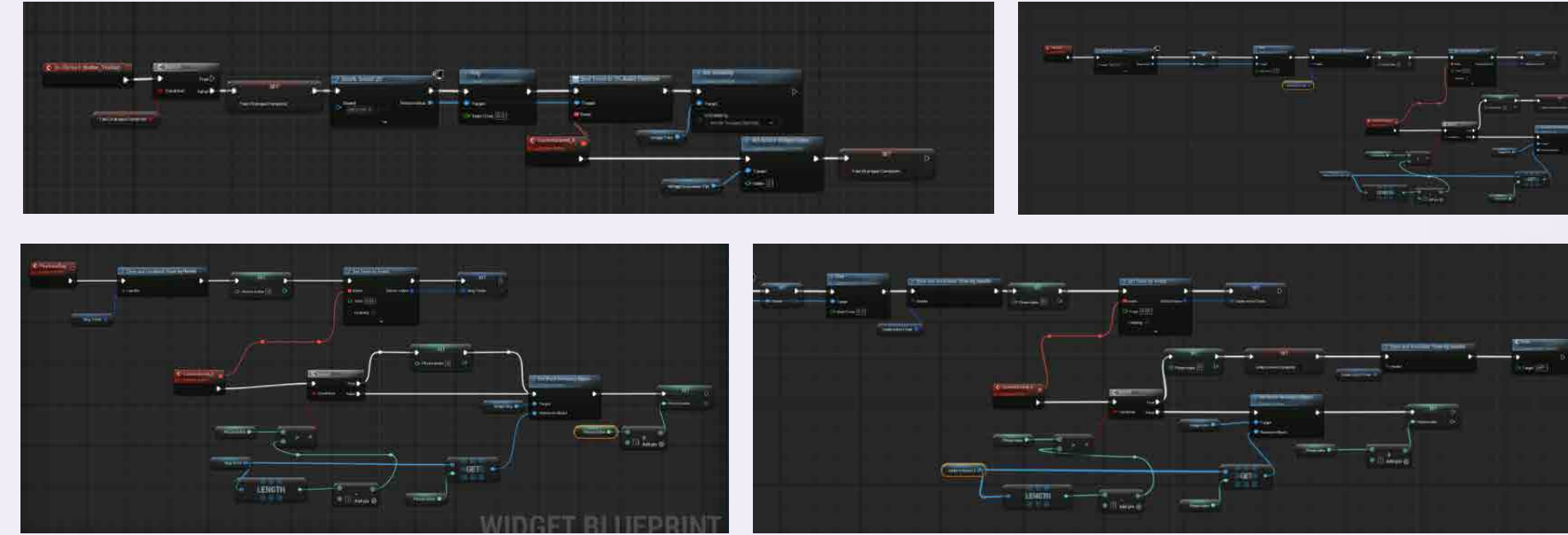


UI KIT

GAME FLOW



CODE



OUTCOME



SERVICE FLOW

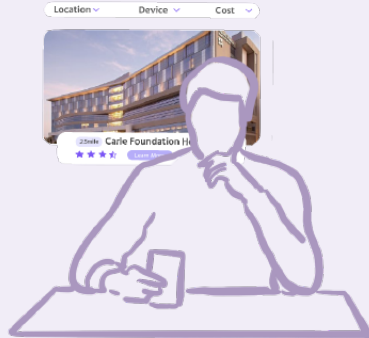
Step 1 Get to know

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



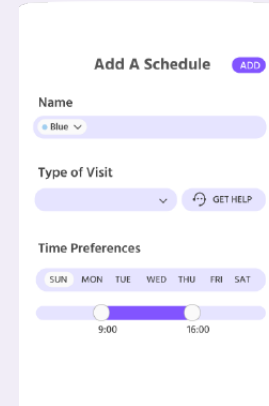
Step 2 Explore Hospital Around

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

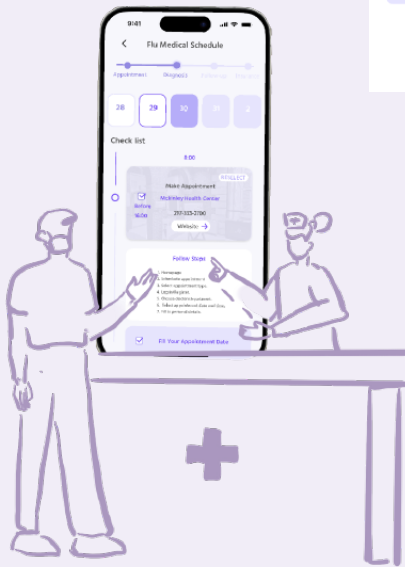


Step 5 Find Answer in Community

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

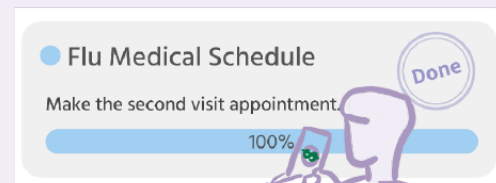
Step 6 Follow-up Visit

Continued to follow instructions for a follow-up appointment.



Step 7 Get Reimbursement

Successfully received reimbursement from insurance by follow instruction



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