



IIS TATA
INGALON INSTITUTE
SINCE 1909

Varsity
New York City, England, India.

TOTA



Inspiration

1. Better understand the problem
2. Gain empathy for the end user
3. Understand which stakeholders are involved

Problem definition

1. Narrow down the problem space
2. Setting priorities for the solution
3. Reformulate the problem for brainstorming

Ideation

1. Finding possible solutions
2. Cluster solution directions
3. Validate promising ideas

Prototyping

1. Make ideas tangible
2. Allow the ideas to be tested and validated

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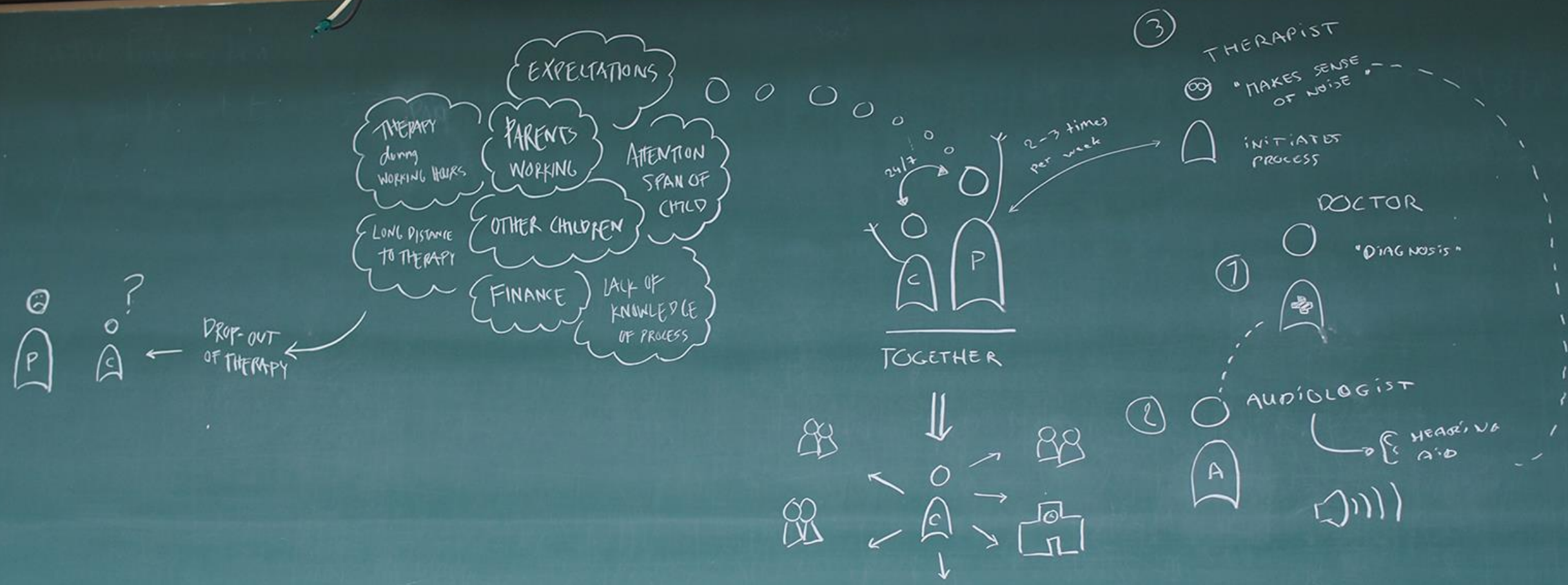
INSPIRATION

- Better understand the problem
- Gain empathy for the end user
- Understand which stakeholders are involved

Knowledge exchange



Visualizing the problem



Listening to interviews

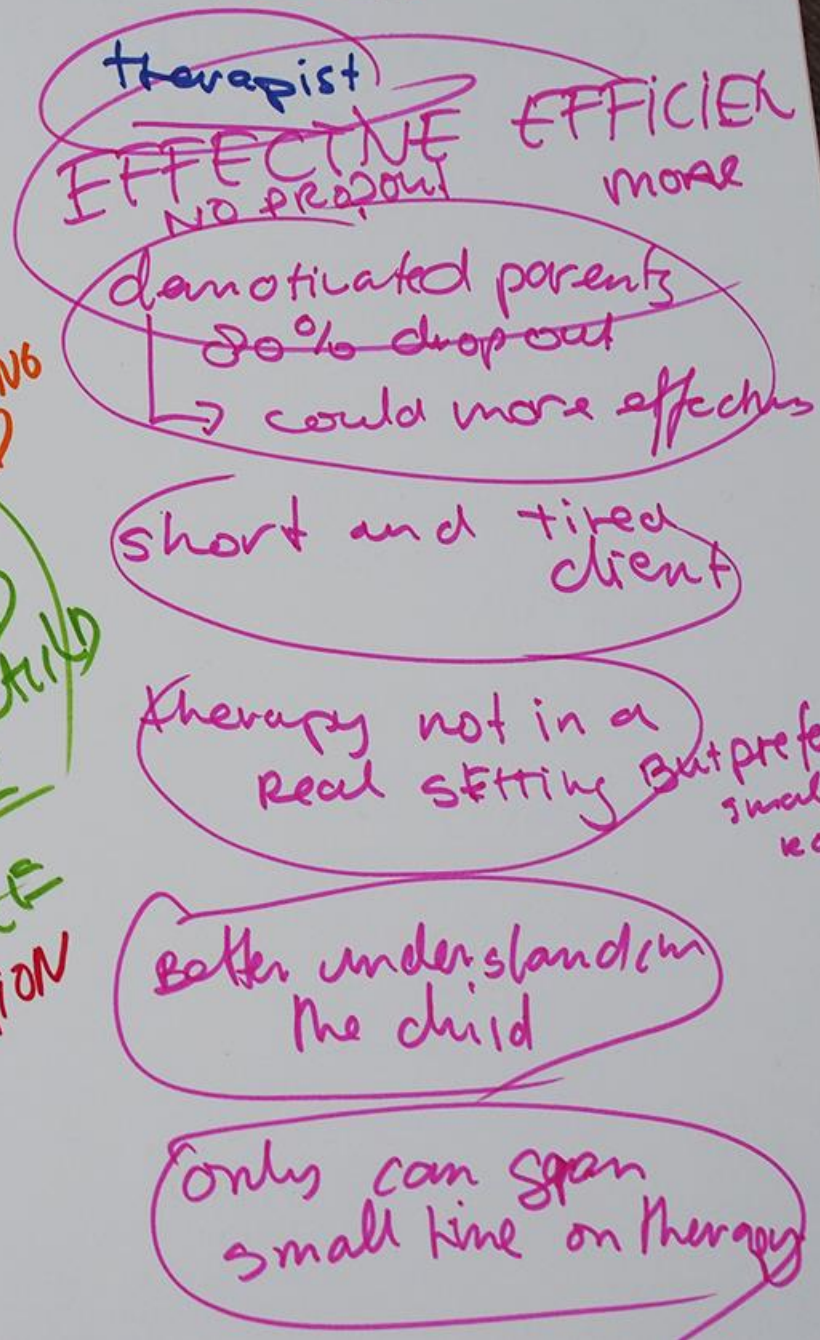


Define painpoints

Gave

PAIN POINTS

man



HEAR WELL CLINIC

1026 Heera Panna Shopping Center, Hiranandani, Powai, Mumbai 400 076.

हिरा वेल क्लिनिक

HEAR WELL CLINIC

Audiology



- ▶ Audiometry
- ▶ Special Hearing Tests
- ▶ Impedance Audiometry
- ▶ Oto Acoustic Emissions (OAEs)
- ▶ BERA
- ▶ Branded Digital Hearing Aids
- ▶ Ear Moulds & Hearing Aid Batteries
- ▶ Custom Made Silicon Swimming Ear Plugs



Speech Therapy

- ★ Speech Therapy for Children



FIELD VISIT #1

HEAR WELL CLINIC



Interviews



- * Professional Guidance
- * Informed Choices for the Patient
- * Continuous Quality Improvement (CQI)

ROTARY INSTITUTE FOR THE DEAF
KAMLA DHARAMSHI NARSEE SHRUTI SCHOOL



FIELD VISIT #2

Observations and interviews





मैं जहाँ जाऊँ वहाँ मेरा साथ रहे
मेरी जहाँ जाऊँ वहाँ मेरा साथ रहे

Afiya Sharma

Shivjit

Laxmi



Mapping Rita and Ram's journey

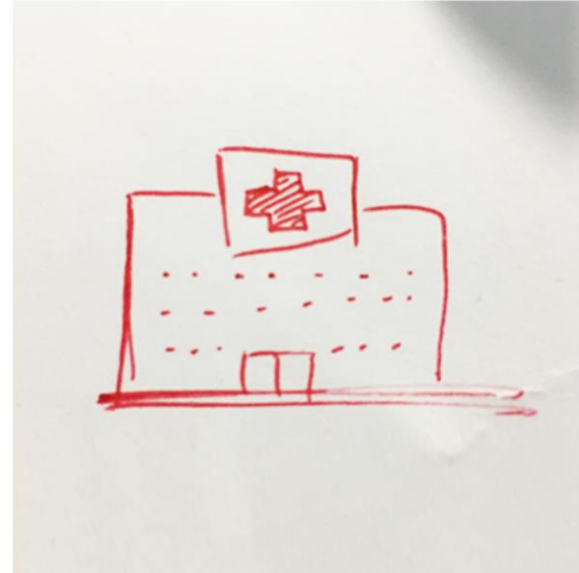
1 Awareness



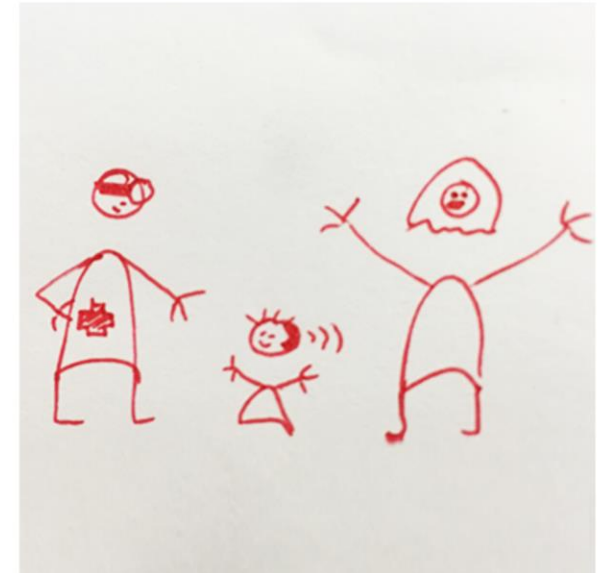
2 Family Denial



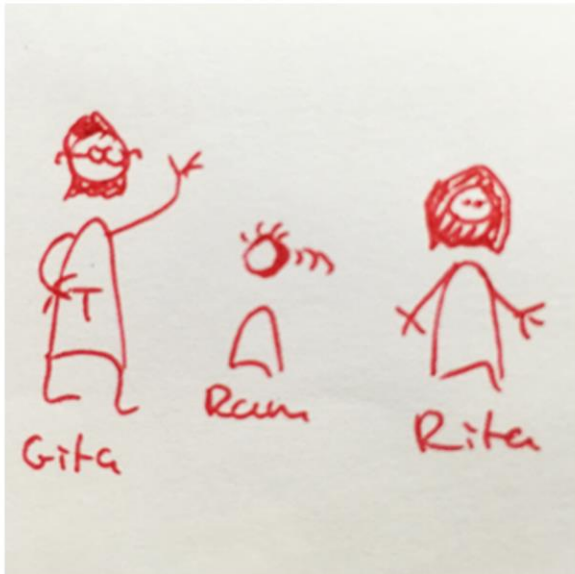
3 Diagnosis



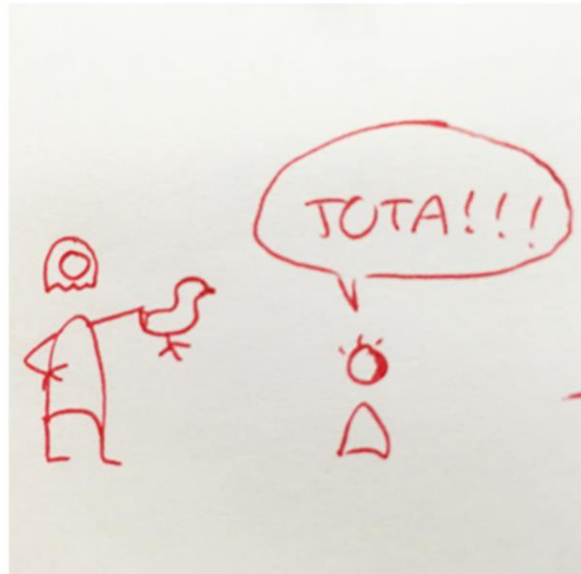
4 Ram gets hearing aid



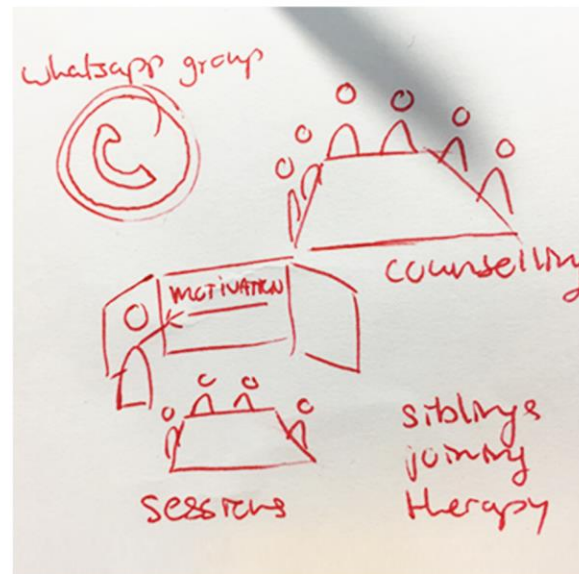
5 Therapy sessions start



6 Home therapy starts



7 Rita enters support groups



8 Ram finishes therapy



Map challenges

AWARENESS

FAMILY DENIAL

DIAGNOSIS

ACCEPTANCE

CHILD GETS HEARING AID OR IMPLANT

RAM GOES TO SCHOOL
(Age = 2.15)

Ram interacts with other hearing impaired children
Teaching increment from individuals

Mother is motivated because Ram is progressing

(First) therapist session

Continue therapy at home

FAMILY ENTERS SUPPORT SYSTEMS

THERAPY FINISHES

Go to school

Rita
• low-income
• middle-education

RAM
• hearing impaired
• mentally weak

Ram doesn't understand us
He'll be fine!

• Doctor
• Audiologist

• Choose device
• Check Doctor asks to therapist

Rita
RAM
Rita

TOTAL!!

Support group
• counseling
• support group therapy

TOTAL!!

Follow-up sessions

How often can we meet a group?

• DENIAL BY FAMILY
• DENIAL BY MOTHER

SOCIAL STIGMA

SHOCK!
• Delay of further action

FINDING A SUITABLE TREATMENT

Financial issues

Motivated to do something to help Ram

Expectations are set way too unrealistic

Child does not want to wear the hearing device

Finding financial support

Long travel distance

Move to a new

Therapy is

Language family

Mother's expectations ≠ Reality

Conflict within family

Child attention span

Take care of other children

Schedule is too full

Taking care of the house

Rita has to carry all the responsibility

Seeing other children that can speak

Rita receives help with planning issues

Involvement of whole family

PERCEPTIONS

Activities become a "normal" way of communicating

Kids are very happy when being in the group

The process is an

Clustering challenges

FINANCIAL

TIME

Take care of other children

Schedule is too full

Taking care of the house

Delay of further action (studies)

FINDING A SUITABLE TREATMENT

Child attention span

LONG TRAVEL DISTANCE

MOVING TO A NEW PLACE

FAMILY

- DENIAL BY FAMILY
- DENIAL BY MOTHER

Conflict within family

Moving to a new place

Ritu has to carry all the responsibility

Language therapy vs. language family

UNPREDICTABLE EMOTIONS

SHOCK!

Child does not want to wear the hearing device

AWARENESS about hearing impaired

SOCIAL STIGMA

Expectations are set way too unrealistic

Mother's expectations ≠ Reality

Activities become a "normal" way of communicating

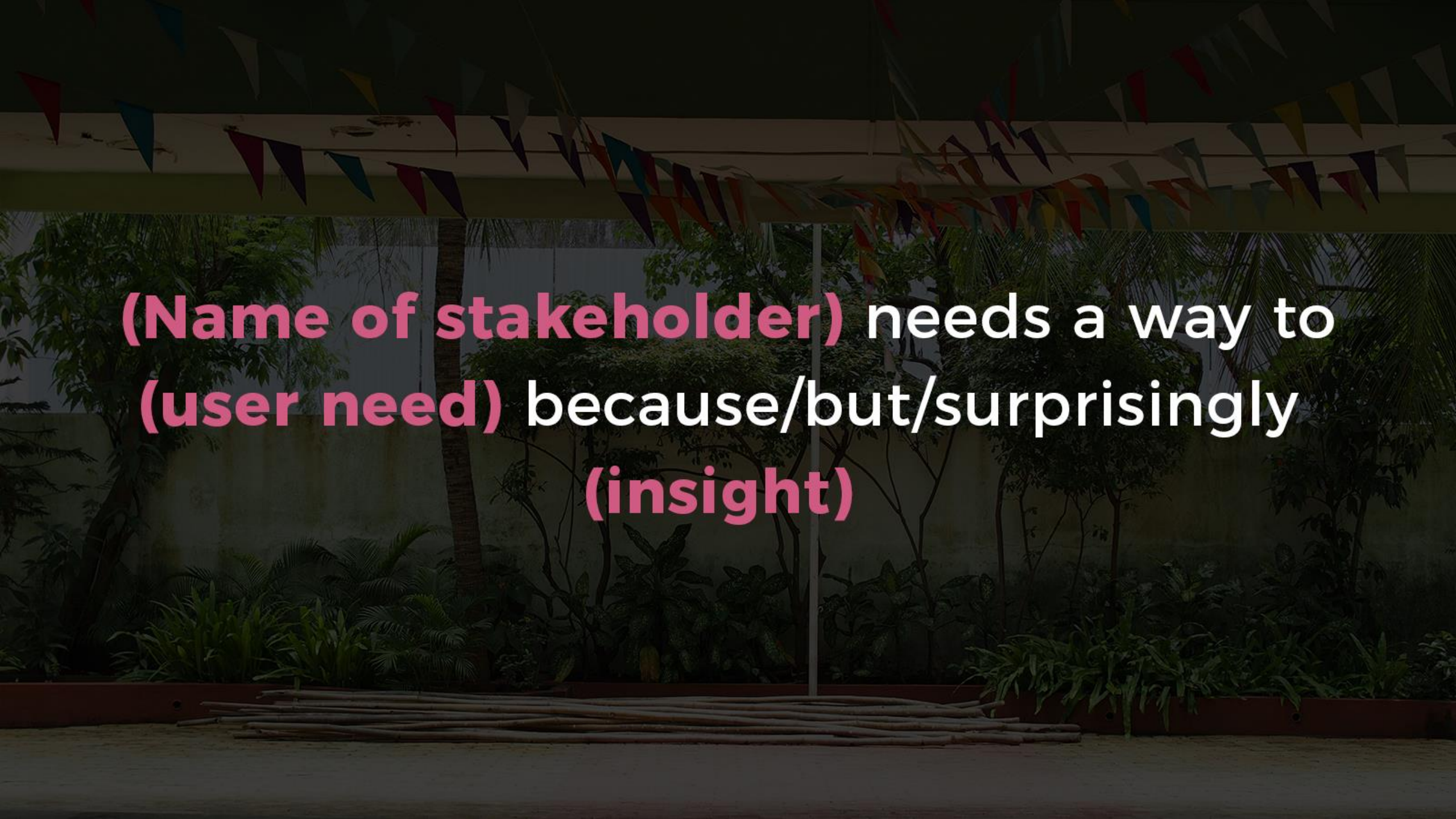
Kids are very happy when being in the group

This process is an entire family project on its own



DEFINING THE PROBLEM

- Narrow down the problem space
- Setting priorities for the solution
- Reformulate the problem for brainstorming



(Name of stakeholder) needs a way to
(user need) because/but/surprisingly
(insight)

Create problem statements



Dot voting

1.

Rita needs a way to understand & begin therapy but she feels helpless & lost

2.

Rita needs a way to plan her activities with ram and set clear goals because if she sees no progress, she feels helpless and loses hope.

3.

Rita needs a way to manage her expectations as her unrealistic expectations are discouraging to carry out therapy

8.

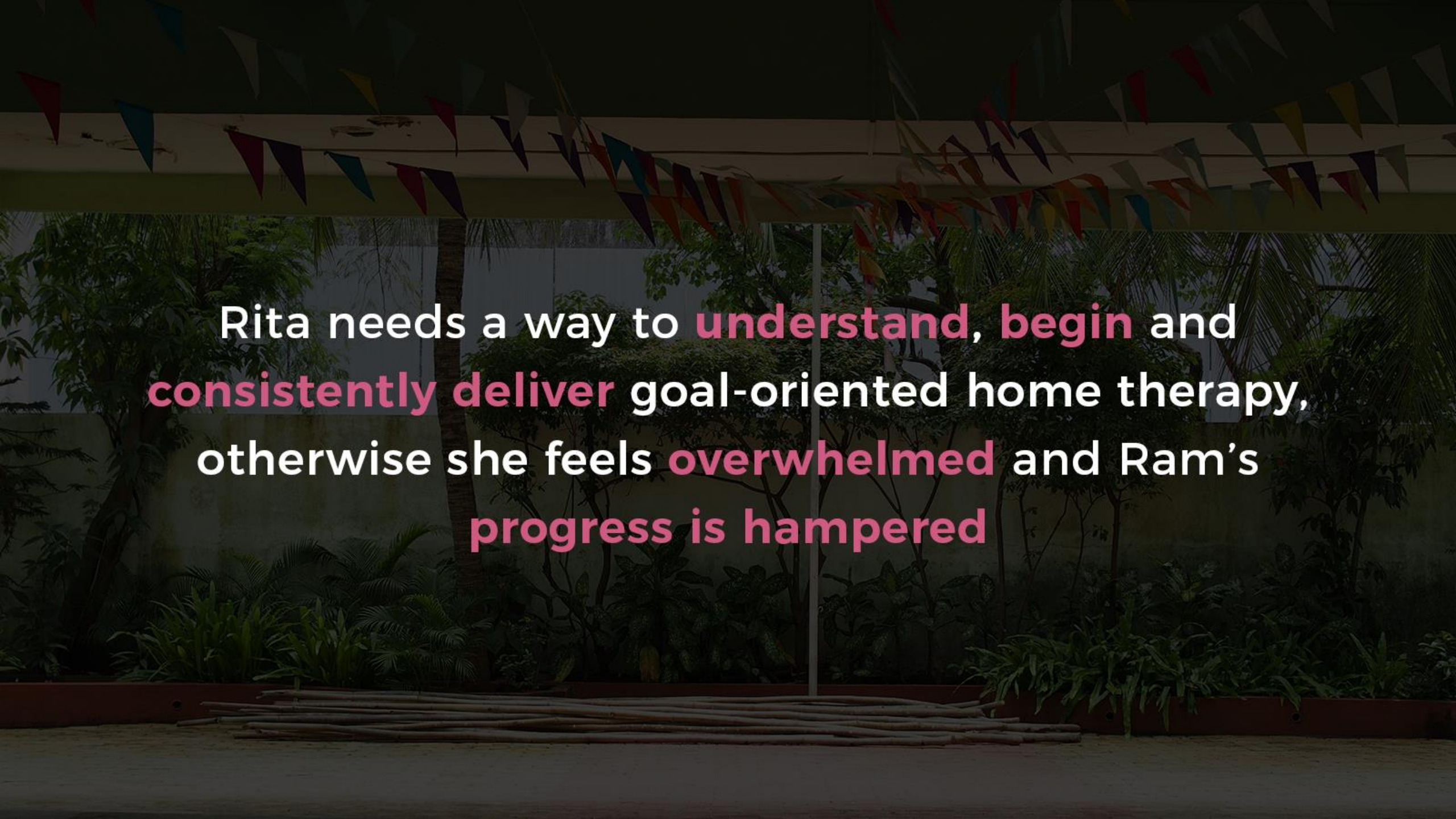
Rita needs a way to stay motivated but she is too tired because of her other duties (siblings, home, work)

9.

Rita needs a way to empower herself because otherwise he will suffer from being different

10.

Rita needs a way to...



Rita needs a way to **understand, begin** and **consistently deliver** goal-oriented home therapy, otherwise she feels **overwhelmed** and Ram's **progress is hampered**

3

IDEATION

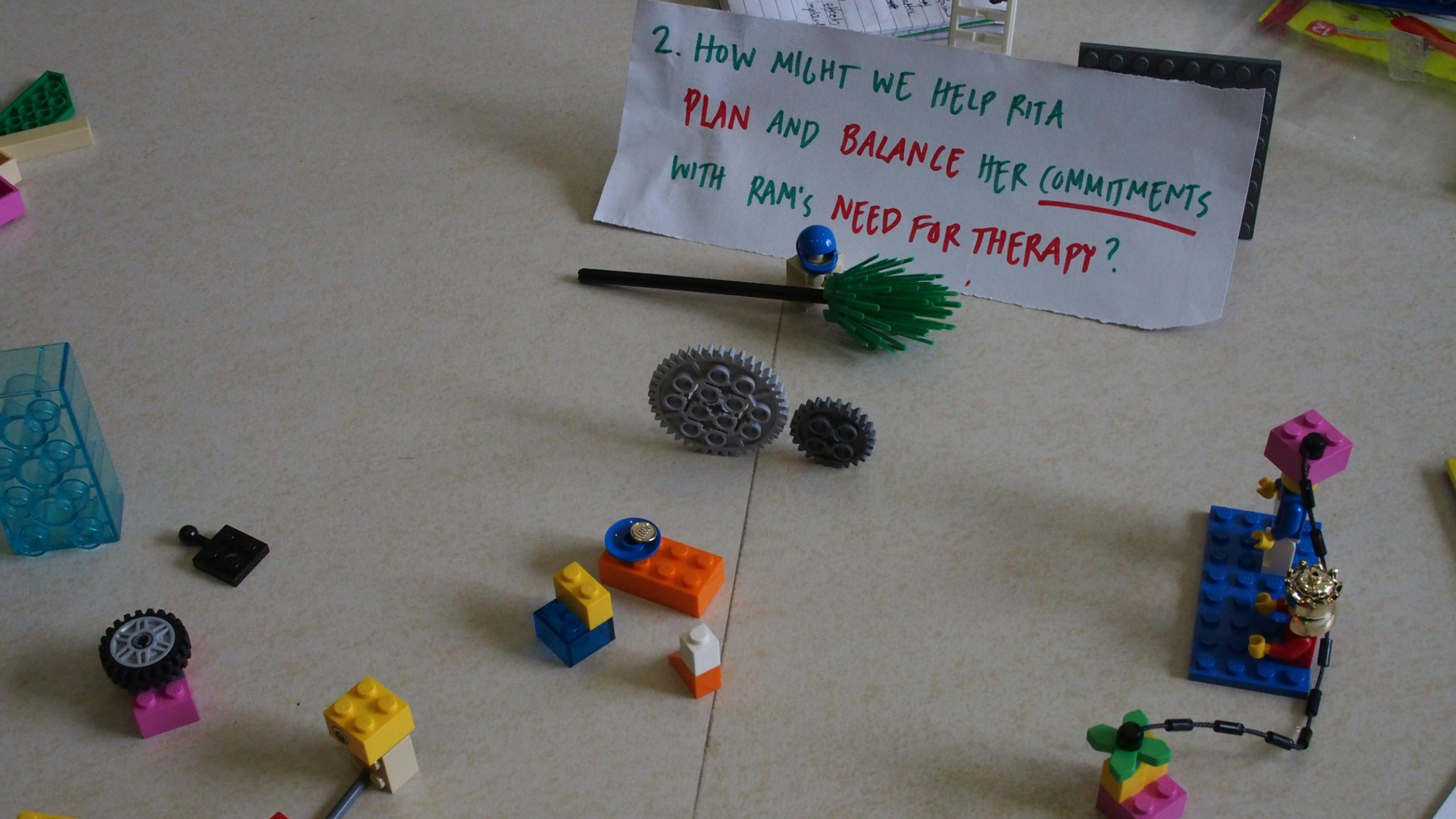
- Finding possible solutions
- Cluster solution directions
- Validate promising ideas

- 
1. How might we **kick-start home therapy** that **motivates** Rita to continue?
 2. How might we help Rita **plan** and **balance** her commitments with Ram's **need for therapy**?
 3. How might we **track** Ram's **progress** throughout the rehabilitation **process**?

Brainstorming



2. HOW MIGHT WE HELP RITA
PLAN AND BALANCE HER COMMITMENTS
WITH RAM'S NEED FOR THERAPY?



3. HOW MIGHT WE TRACK RAM'S
PROGRESS THROUGHOUT THE REHABILITATION
PROCESS?

Next
CHANGE
TRACK ACTIVITY

South Asia
PEL SA MURRAY - PM

Mo	Tu	We
☺	☺	☺

Weekly planning

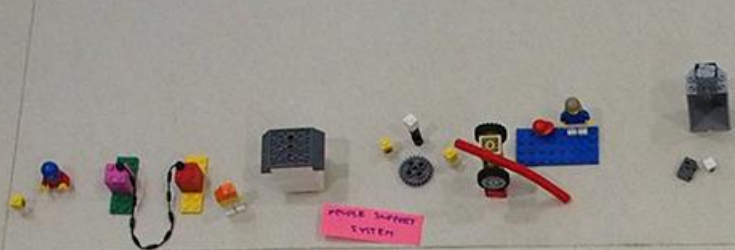


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IDEAS

Morphological chart

1. HOW MIGHT WE KICK-START HOME THERAPY THAT MOTIVATES RITA TO CONTINUE?



GAMIFICATION

RELATION THERAPY

AUTONOMOUS CREATIVITY

Role-model

CREATING A PLAN

2. HOW MIGHT WE HELP RITA PLAN AND BALANCE HER COMMITMENTS WITH RITA'S NEED FOR THERAPY?



HELP WITH COMMITMENTS

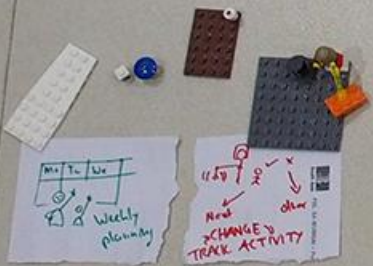
KEEP WITH THERAPY

EMOTIONAL SUPPORT

SELF LEARNING

COMING ALONG WITH THERAPY

3. HOW MIGHT WE TRACK RITA'S PROGRESS THROUGHOUT THE REHABILITATION PROCESS?



INDICATORS OF PROGRESS

GAMIFICATION

DATA TRACKING

HUMAN INTERACTION

Validating ideas in the field



Evaluating solutions for prototyping

PBL
Possible Healthcare

- Is the solution present in the defined scope?
- Is the solution - a best practice in the system?
- Do we use/implement the solution in the defined scope?

Solution	Present in the defined scope	Is it best practice	Can Do we want to implement	Notes
1) People support system	No	Yes	Yes	No
2) Gamification/Reward system	Yes	May	NA	Partly
3) Awareness Creation	Yes	Yes		

Choosing key categories

1. HOW MIGHT WE KICK-START HOME THERAPY THAT MOTIVATES RITA TO CONTINUE?

1. People support systems

1. Role model

2. HOW MIGHT WE HELP RITA PLAN AND BALANCE HER COMMITMENTS WITH RITA'S NEED FOR...

2. Help with commitments

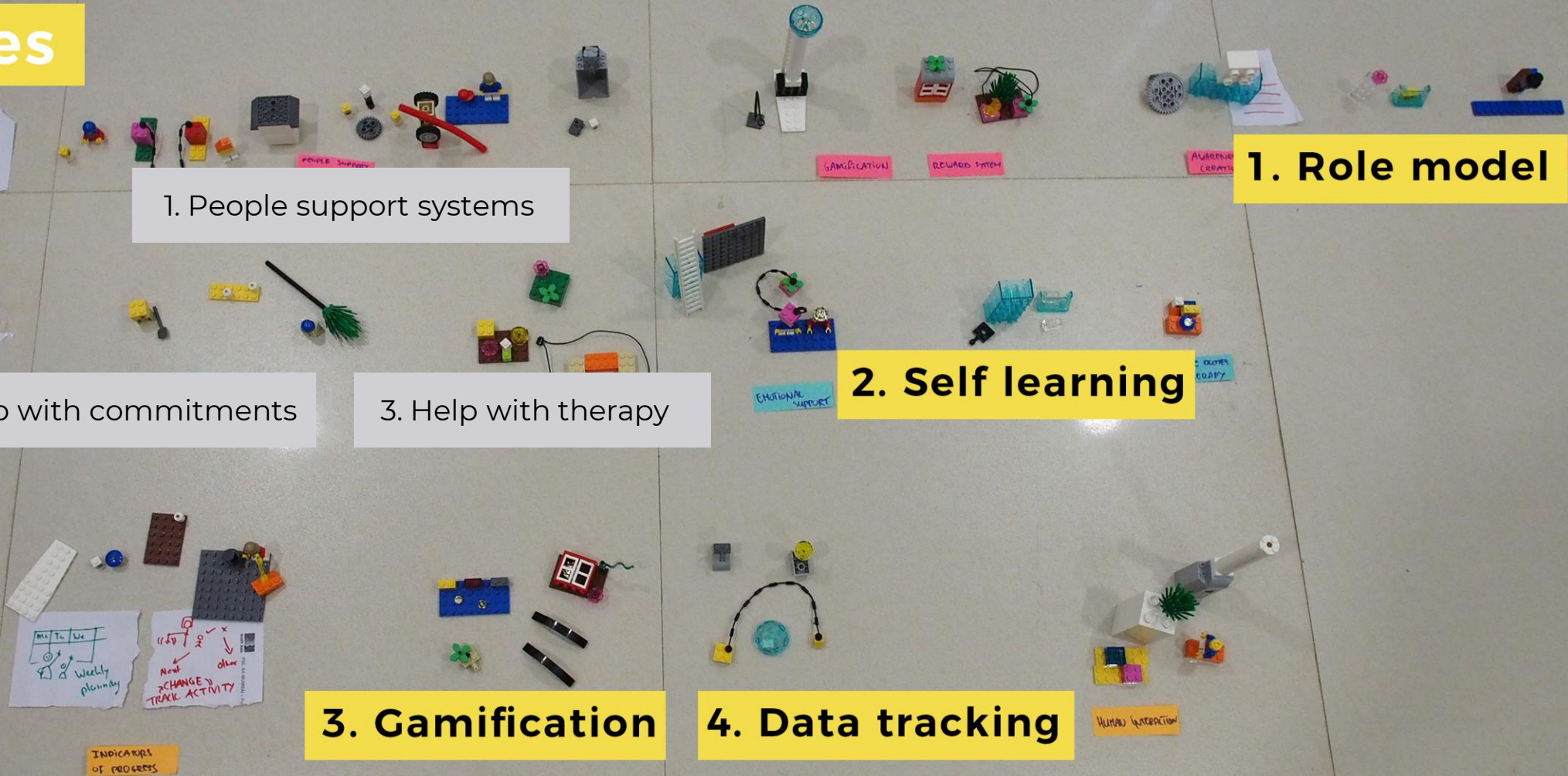
3. Help with therapy

2. Self learning

3. HOW MIGHT WE TRACK RITA'S PROGRESS THROUGHOUT THE REHABILITATION PROCESS?

3. Gamification

4. Data tracking

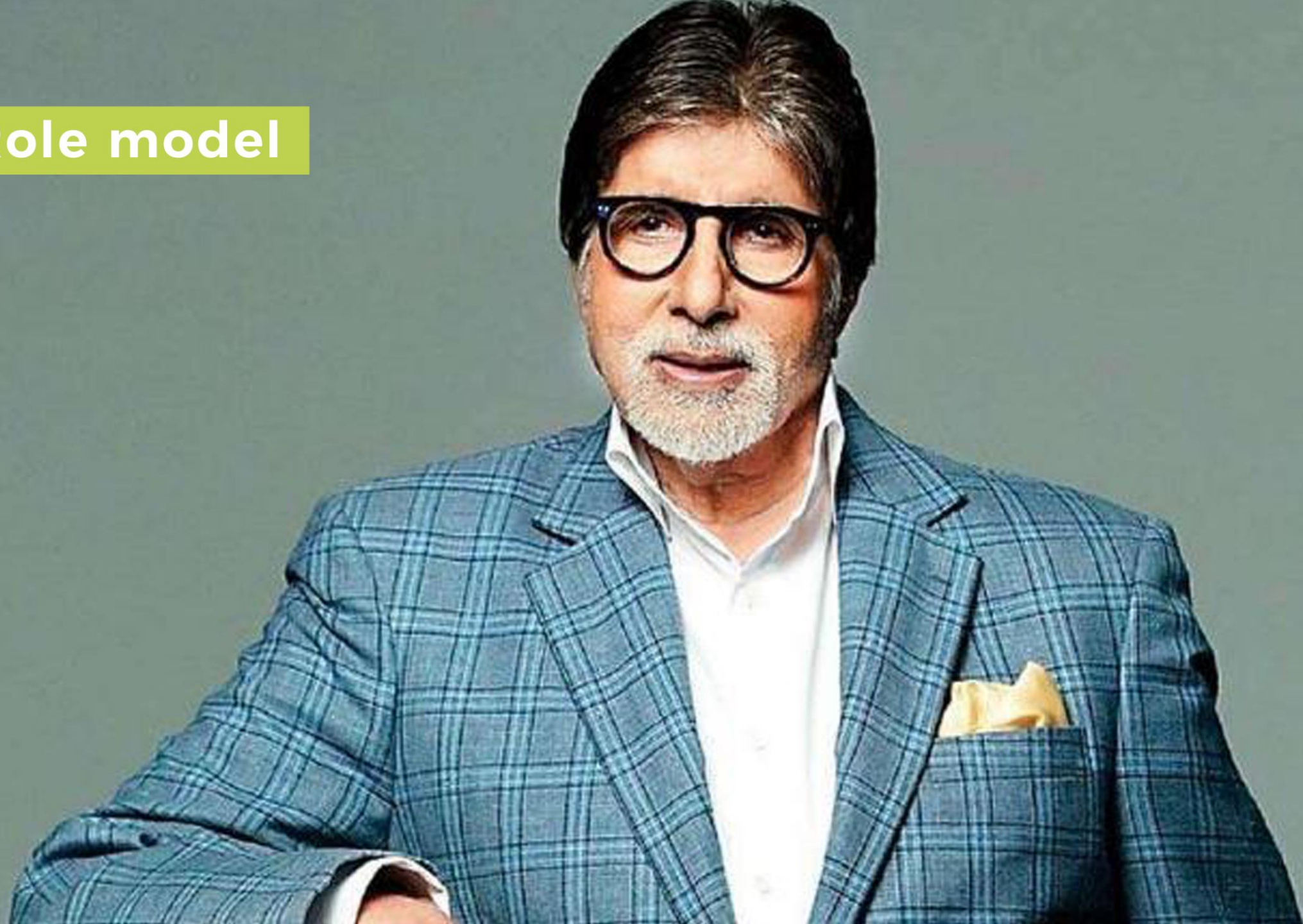


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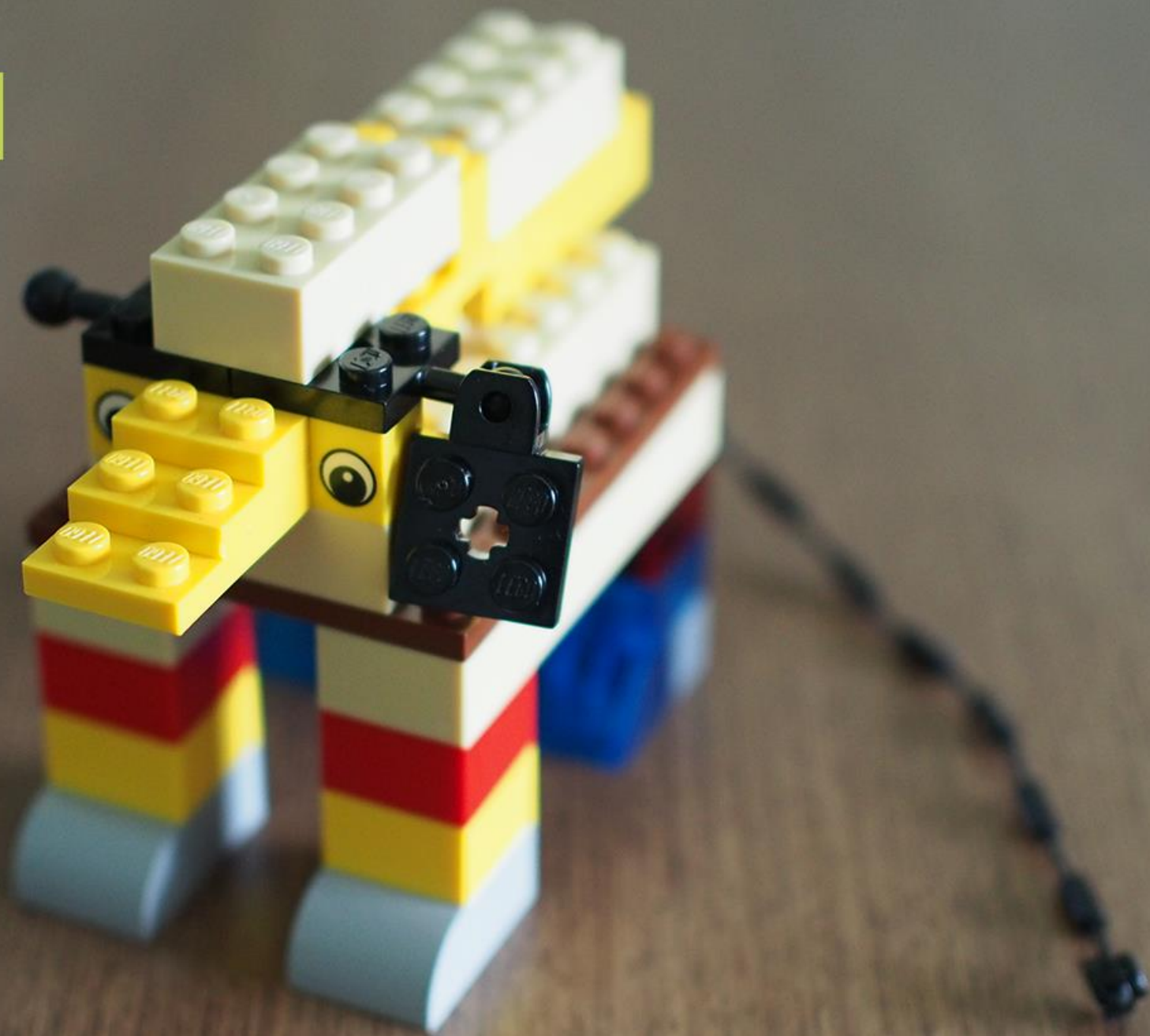
PROTOTYPING

- Make ideas tangible
- Allow the ideas to be tested and validated

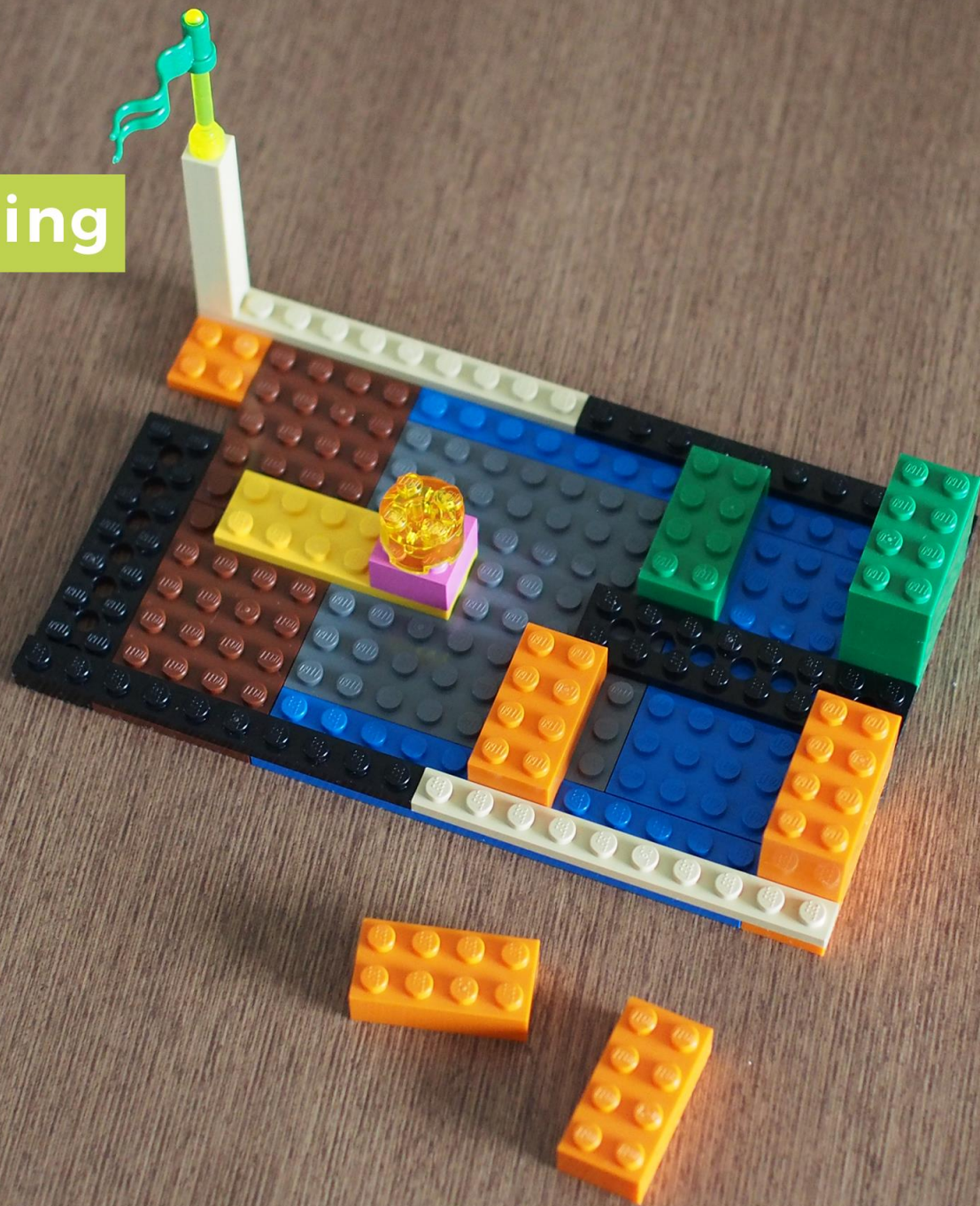
Role model



Self-learning



Gamification and data tracking





(Adult Ram)

Thank You!



TOTA

