

Using a Service Design Approach

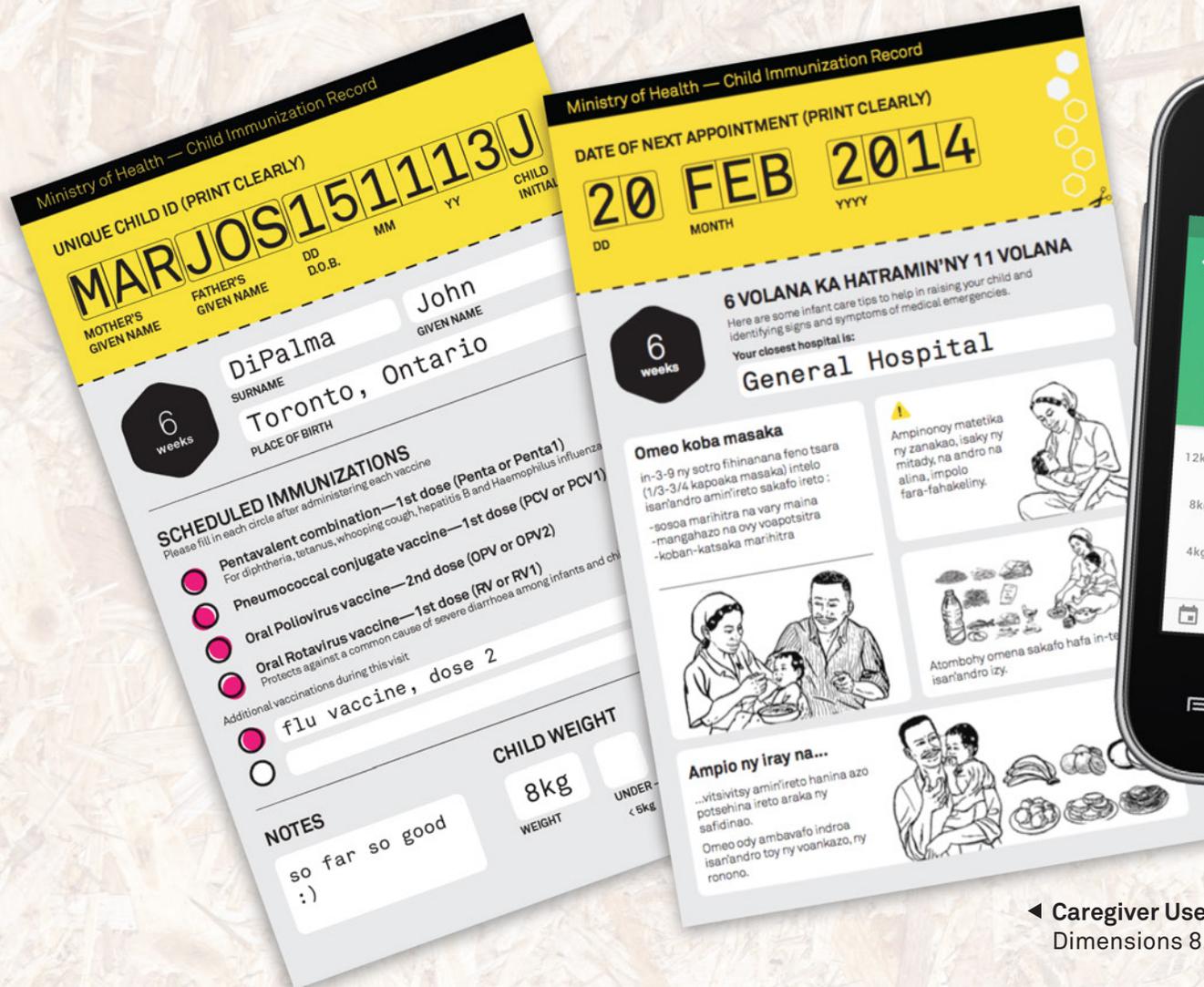
John DiPalma & T. Jason Ham

Primary Objective: Reimagining the child immunization card through the lens of service design.

By examining the lived experiences of caregivers and the interplay between mothers and service providers, we were able to pinpoint key needs and address them through our design.

We've made a form that gives the mother a growing library of childcare tips while ensuring doctors and surveyors can easily access all the data they need.

It is more reliable for all people involved, with less problems arising from lost or forgotten forms.



▲ Caregiver Use:
Dimensions 8.5"x4.25"

▲ Healthcare Professional
& Surveyor Use:
Android Web App

A Mother's Journey:

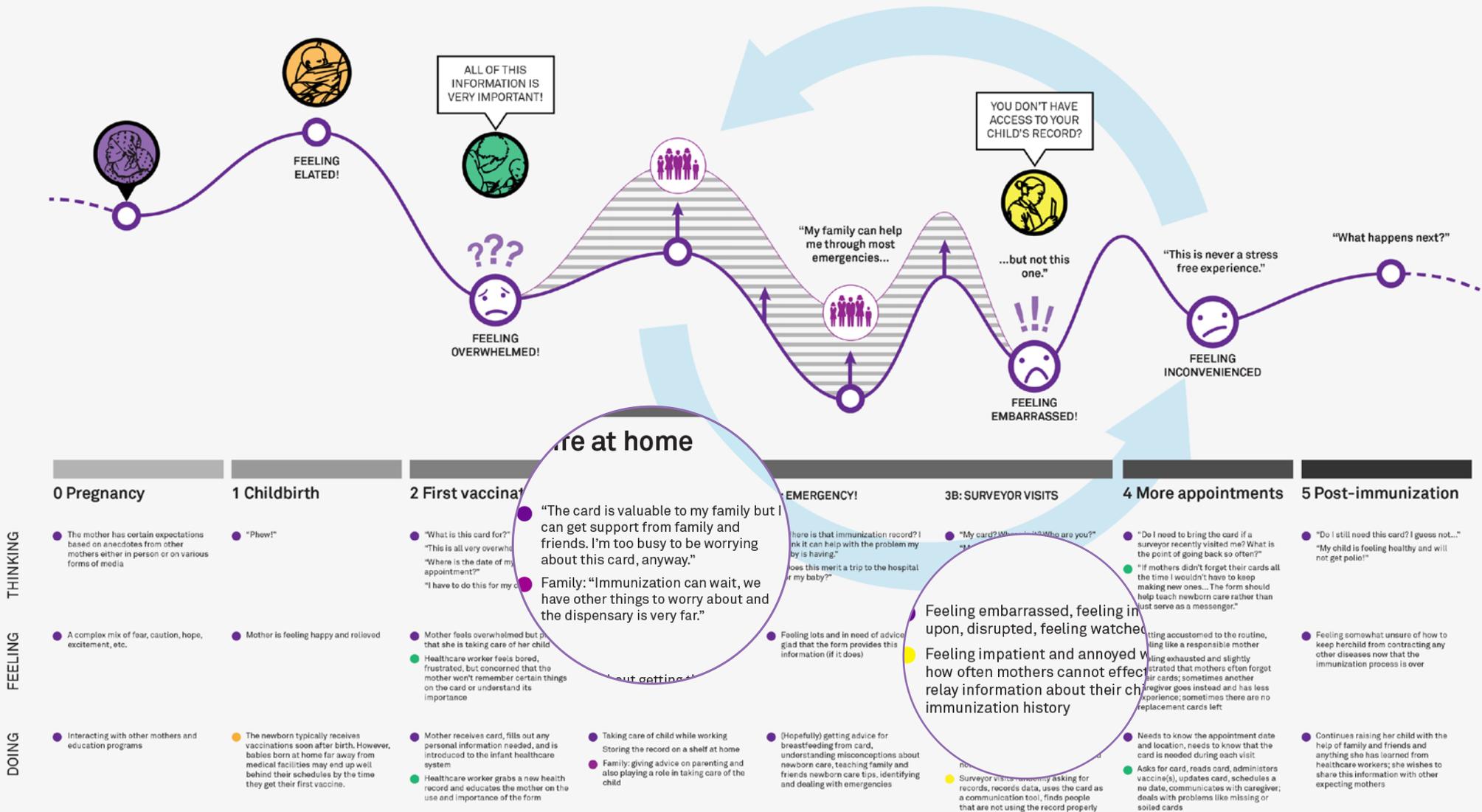
Identifying problem areas in the current immunization process

Vaccinations and surveys are frustrating disruptions in the experience of raising a child. There is high potential for embarrassment, confusion, and a breakdown of healthcare delivery.

mothers, so we've made a health record that provides helpful advice on behalf of doctors during this period. A standardized 'Unique Baby ID' also helps ease the pressure on mothers during surveyor visits.

We see the time between vaccinations as an opportunity for interaction between doctors and

Low-cost changes like this can make the vaccination process less stressful for a loving mother.

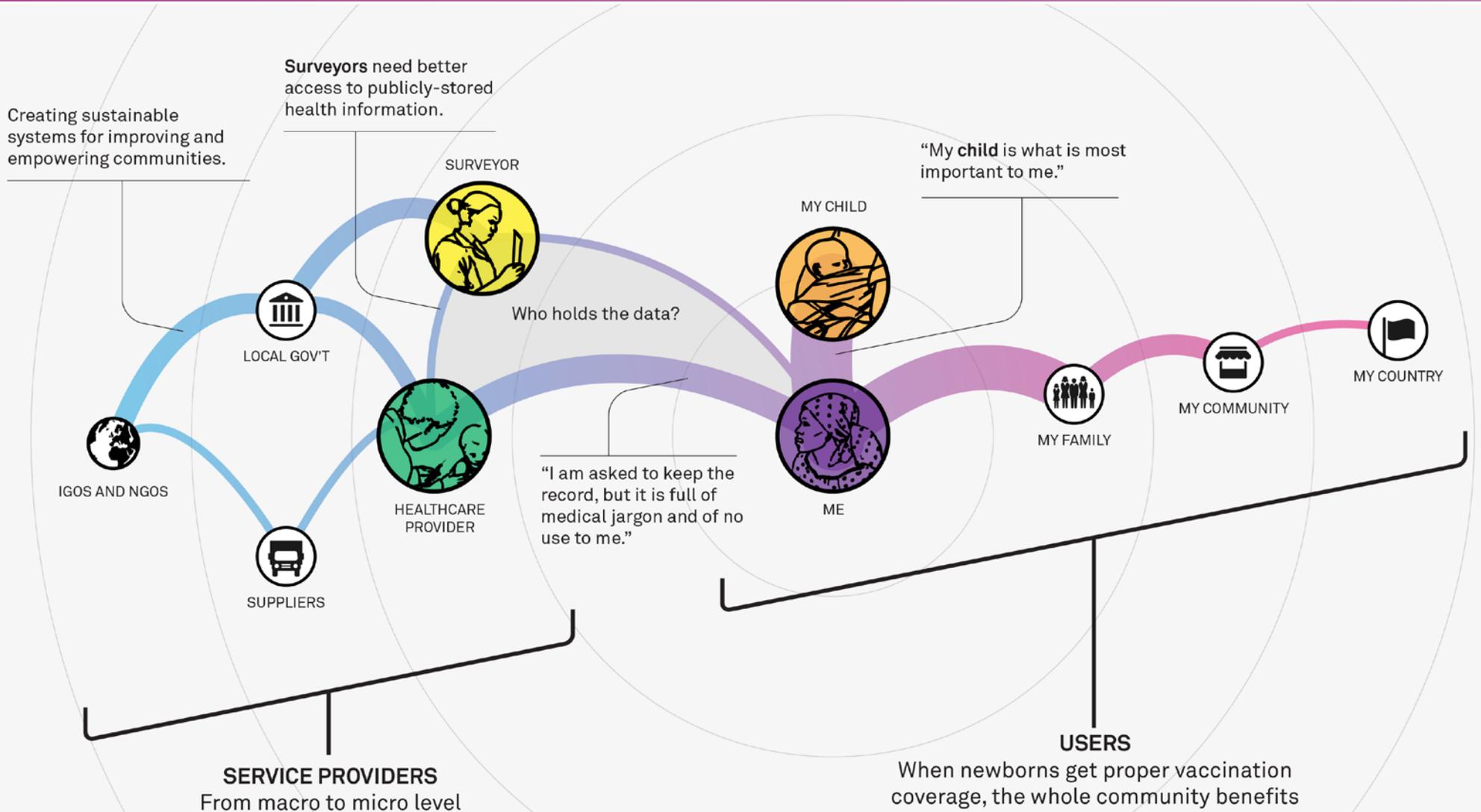


Stakeholder Map: Untangling the connections between key players

The immunization record has unrealized potential for many soft points of interaction between caretakers and healthcare providers.

Childcare knowledge and a sense of ownership over health information can be regarded and reinforced as social currency for the caregiver and their immediate community.

Strengthening the association of the immunization card with the links between the caregiver, their child, and their family, will make the a deeper and more natural connection between caregiver and healthcare providers.



Product Features: Health Record

Saves time, reduces error and teaches childcare tips

Date is printed large and in an easy place to find. Yellow section is torn off when the mother has returned for her next appointment.

FRONT / RECTO

Ministry of Health — Child Immunization Record

UNIQUE CHILD ID (PRINT CLEARLY)

MAR JOS 15 11 13 J

MOTHER'S GIVEN NAME FATHER'S GIVEN NAME DD D.O.B. MM YY CHILD INITIAL

6 weeks

DiPalma **John**
SURNAME GIVEN NAME

Toronto, Ontario
PLACE OF BIRTH

SCHEDULED IMMUNIZATIONS
Please fill in each circle after administering each vaccine

- Pentavalent combination—1st dose (Penta or Penta1)**
For diphtheria, tetanus, whooping cough, hepatitis B and Haemophilus influenzae type b
- Pneumococcal conjugate vaccine—1st dose (PCV or PCV1)**
- Oral Poliovirus vaccine—2nd dose (OPV or OPV2)**
- Oral Rotavirus vaccine—1st dose (RV or RV1)**
Protects against a common cause of severe diarrhoea among infants and children

Additional vaccinations during this visit

- flu vaccine, dose 2**
-

NOTES

so far so good :)

CHILD WEIGHT

8kg

WEIGHT UNDER — NORMAL — OVER
< 5kg 6-11kg >12kg

A unique ID that the caregiver will never forget.

ID means that writing down name/birthplace is optional to save processing time.

Vaccines get marked off one by one as they are administered to reduce error.

Space for additional vaccines, notes, and tracking of child weight. All should also be recorded online.

BACK / VERSO

Ministry of Health — Child Immunization Record

DATE OF NEXT APPOINTMENT (PRINT CLEARLY)

20 FEB 2014

DD MONTH YYYY

6 VOLANA KA HATRAMIN'NY 11 VOLANA
Here are some infant care tips to help in raising your child and identifying signs and symptoms of medical emergencies.
Your closest hospital is:
General Hospital

Ormeo koba masaka
in-3-9 ny sotro fihinanana feno tsara (1/3-3/4 kapoaka masaka) intelo isan'andro amin'ireto sakafo ireto :
-sosoa marihitra na vary maina
-mangahazo na ovy voapotsitra
-koban-katsaka marihitra

Ampinonoy matetika ny zanaka, isaky ny mitady, na andro na alina, impolo fara-fahakeliny.

Ampio ny iray na...
...vitsivitsy amin'ireto hanina azo potsehina ireto araka ny safidinao.
Ormeo ody ambavafo indroa isan'andro toy ny voankazo, ny ronono.

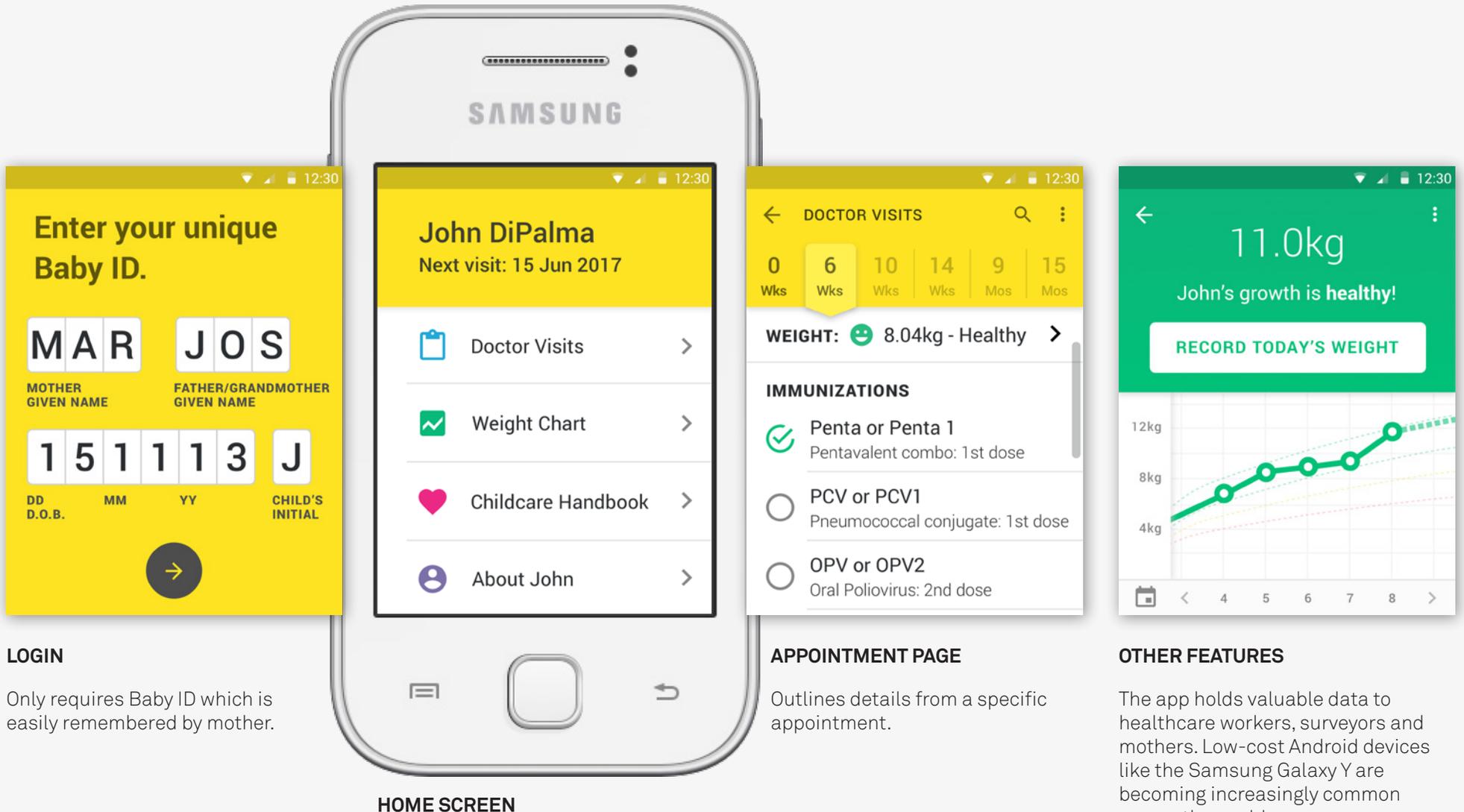
Dots indicate that this form is for stage 2/6

Name of hospital or dispensary for emergencies.

2x3 grid of space to put childcare advice: emphasis should be made on illustrations, especially in regions with low literacy or high linguistic diversity.

Product Features: Android App

Make it easy for mothers, healthcare professionals and surveyors to share, store, and access data



LOGIN

Only requires Baby ID which is easily remembered by mother.

HOME SCREEN

APPOINTMENT PAGE

Outlines details from a specific appointment.

OTHER FEATURES

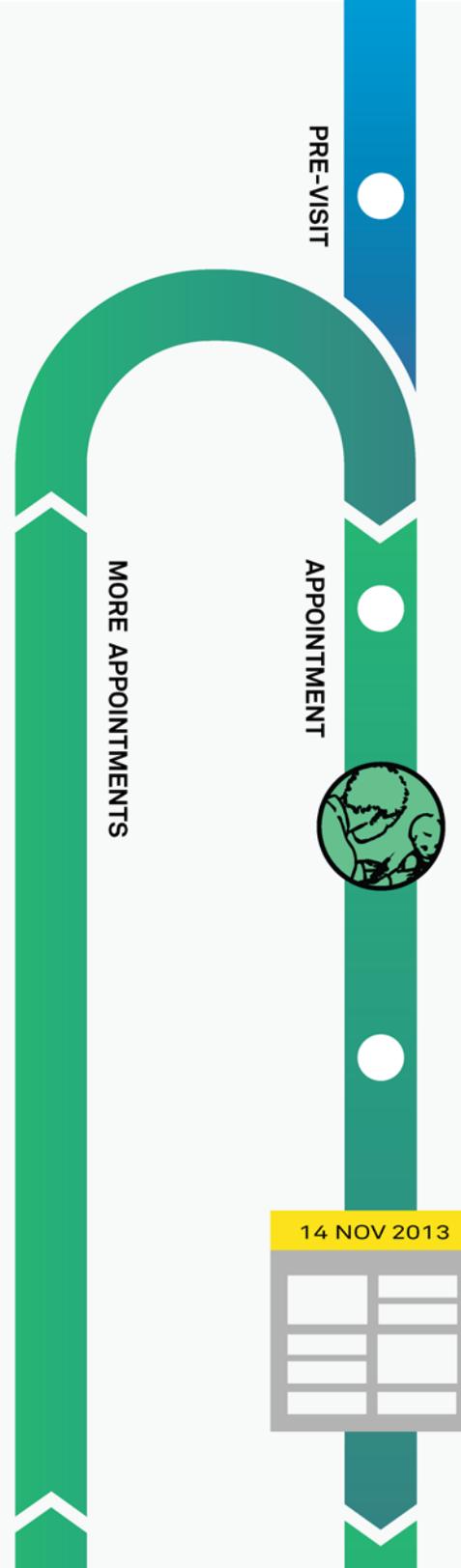
The app holds valuable data to healthcare workers, surveyors and mothers. Low-cost Android devices like the Samsung Galaxy Y are becoming increasingly common across the world.

How it works:

Our revised child immunization process.

Every visit, a vaccine form is filled out and given to the mother with the next appointment date written at a bright yellow tab.

At the next visit, the yellow tab is ripped off and the mother can keep the helpful tips on the old form for reference.



0 Shipment & Pre-Visit

Forms are organized with their corresponding vaccines.

1 Start of appointment

The mother creates an 'easy-to-remember' Baby ID

2 Vaccination

Vaccines are checked off one by one on a new vaccine form and shots are administered.

3 Digital recordkeeping

The child's new online health record is updated via Android app using the new Baby ID

4 End of appointment

The next scheduled appointment is written at the top of the form, and health care worker and mother discuss childcare tips described on the back of the form.

8 New Appointment, New Form

The doctor confirms the data on the form from the last visit, tears off the yellow strip and hands the “completed” form back to the mother.

Each visit, a new form is used and online records are kept up to date.

New childcare tips on each form are always reviewed with the mother.



AT HOME



5 Life at Home

The form becomes a learning (and teaching) tool that is catered to the mother, her family, and her community.

6 Surveyor Visits

Immunization data is easily accessed using the ID and app, thanks to cooperation with health-care facilities.

7 Preparing for next appointment

The mother knows that the form with the yellow tab is the one she needs for her appointment.

She can throw out old forms but she keeps them as a library of childcare tips and as a memento of motherhood.

9 Vaccinations complete

The mother receives a summary of vaccination history.

10 Super-Mom

The mother feels like a responsible parent and can share her childcare knowledge with her community.

POST-VISIT

