Public Summary

Design an online platform for GGnet Innovation Lab to make the healthcare product information more accessible for GGNet stakeholders

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GGNet is an organization located in 20 different cities in the north and east of Gelderland. On a yearly basis GGNet receives 14,000 patients who suffer from mental disorders, including depression, trauma, eating disorder, personality disorders etc. Depending on patients' situation, patients can choose to do the long term or short term stay or visit GGNet regularly. (GGNet, 2022). In GGNet innovation lab, their healthcare products are aimed at facilitating patients with their therapy. Patients can borrow suitable healthcare products according to their needs.

The goal of this project is to design an online platform for GGNet lab to share the product information among patients and healthcare professionals via an online platform. Currently all the products are presented on one website, but this website is not accessible for patients. GGNet innovation lab wanted to explore if there are other options/techniques so that patients and health professionals could get a better idea about a product.

The online platform develops from three dimensions: accessibility, informativeness, and intuitiveness.

Central question: How can healthcare product information be more accessible for GGNet stakeholders via online platform?

1. How to improve the product information accessibility for stakeholders?
    a) Which stakeholders should be taken into consideration?
    b) Which type of online platform is most suitable considering digital device accessibility?

2. How to provide sufficient information to help stakeholders understand products?
    a) How can product affordance be communicated through digital tool?
    b) To what extent do stakeholders understand the product affordance with limited knowledge?
    c) Based on stakeholders' understanding of product affordances, what information should be presented?

3. How to make the product information more intuitive for stakeholders?
    a) What is the good selection of information to make the platform more intuitive?
    b) What interactive technology is appreciated by stakeholders regarding information learning?

Accessibility ensures that the platform can reach as many stakeholders as possible. Firstly, the stakeholder analysis was conducted to answer who should be taken into consideration, and what are their roles in this project. Initially, I was looking for design opportunities to reach stakeholders who might be disadvantaged in using the digital platform. However, stakeholder analysis revealed that those who do not have sufficient digital skills also show low interest in the platform, so eventually, the design strategy towards this target group is not further considered. Secondly, as stated in the requirement, AR will be applied. However, in the design evaluation it turned out that ensuring both the wide accessibility of the platform and the sufficient information of the AR showroom, led to a situation where the platform ended up consisting of a website and an additional app.

Informativeness ensures this platform can provide users with both sufficient information and suitable technology to present information. A literature review was conducted to study how can consumer products be categorized, how they can be digitally presented, and what technology can be useful. In the literature research, I tried to find suitable technologies to present different attribute simulations. However, it proved to be a difficult task, especially for interactive technologies which can be applied to all types of simulations from a broad sense. Meanwhile, an interview was conducted to figure out stakeholders' potential problems of understanding product affordance, and their preference of technologies. One issue emerged from user research that users have problems in understanding the product affordance of some products. Hence, the focus of design eventually shifts from the "suitable technologies" to "sufficient information". And community turns out to be a solution that has more potential in facilitating informativeness than expected.

Intuitiveness ensures the information is conveyed in a user-friendly way. In the Testing phase, the stakeholders were invited to physically test the website page and AR. They were asked to operate the website, and designer observed how they understood the website without extra explanation. Afterwards, the site's information structure, community and AR showroom were evaluated for their effectiveness in helping stakeholders understand the product. From the testing result, it suggested that the community is a very useful and intuitive product information source for both patients and healthcare professionals, so it needs to be further integrated into the current

review system of innovation lab.

In conclusion, the development of this project is spiral, especially in its decision-making. AR showroom and Review Community turns out to be the two most interesting features for further development besides the product information pages. The result is as shown in Figures 1.

Figure 1: The website and the advertisement poster with QR code for downloading AR App