

# Design Thinking and Patient Centric Mobile Experience

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Design Thinking is a design methodology that provides a solution-based approach to solving problems. It matters on finding the rooted problem with comprehensive understanding on the current situation, and then design a creative and feasible solution for it. To apply design thinking in different countries on different kinds of projects varies along situations, while in Hong Kong specifically on eHealth system is a particularly new area which one cannot find an exact or proper reference to refer on.

To adopt design thinking in HK, patient centric and mobile experience are the main elements, since patients and related parties are the main users, while mobile has been widely used among different ages and backgrounds in HK. However, in HK, Cherrypicks know about the personas of both responsible organizations and end-users, therefore will adopt a best fit design thinking approach to fit all. For example, fast working pace in HK, patients' living habits, etc will be countable to start off design thinking process.

Cherrypicks have been doing a lot of research and analysis of the eHealth market in HK, and through users' research we will define the app persona – which we found carer will be the main users instead of patients themselves. Based on the persona, we can define the user stories and ultimately adapting to the mobile apps that we create. And we don't just stop there. After creating an app, usability tests will be done with focus groups, in order to fine-tune the final outcome and results.

In applying design thinking to designing the eHealth system for Hong Kong, the benefits are significant. End-users' wants and needs can be addressed, while responsible parties' wish list can be fulfilled too. Market changes so fast nowadays so as the requirements from time to time. Therefore while applying design thinking method in HK, some minor adjustments has to be done in order to cope with the fast-changing environment