Interview Transcript1 - Diseased Patient

Name: Ansh Gulati
Interviewer: Prasanna Sampath

Situation: Ansh is a 24-year old, male-identifying Business Analyst who works from home in Rajasthan, India. Ansh has a permanent disease for which he has to go to the hospital at regular intervals for checkups. The major problem Ansh faces every time is booking an ambulance since there is not much ambulance services nearby his area.

Phase 1 - Scheduling hospital appointments

Q1 [UX Researcher]: How do you schedule a hospital appointment?
[Ansh]: I call the hospital helpline number and schedule my appointment

Q2 [UX Researcher]: How much time does it take for you to reach the hospital?
[Ansh]: Generally it takes 40 mins approx to reach the hospital but if the ambulance does not pick me up on time, then it delays and I have to sit in the waiting area for my turn to come since I'm late.

Q3 [UX Researcher]: How do you make the payment for the appointment?
[Ansh]: Once I reach the hospital, we need to stand at the queue and then give cash or card and take the receipt and go see the doctor.

Q4 [UX Researcher]: How do you come back from the hospital after your checkup with the doctor?
[Ansh]: I book an ambulance provided by the hospital but it is generally charged very high but I don't have any other options.

Q5 [UX Researcher]: What are the challenges or problems you encounter in the hospital booking process?
[Ansh] As I said, first I need to wait on call for some time to speak to the attendant and take an appointment and once I reach the hospital I have to

stand again at the queue to make the payment. This process frustrates me every time since I have to visit the hospital frequently.

Q6 [UX Researcher]: How do you think those challenges can be solved?
[Ansh] It would be great if the hospital has an option to take appointments online and also the payment. I don't have to stand in queues to do the same thing again once I reach the hospital. I can then directly reach on time and go for the checkup.

Phase 2 - Booking an ambulance

Q1 [UX Researcher]: How do you book an ambulance?
[Ansh] I call the ambulance service with whom I book often and let them know my appointment date and time.

Q2 [UX Researcher]: How much do you pay for the ambulance and do they charge you the same every time?
[Ansh] I usually pay ₹500 for the ambulance and there is no standard rate as such. They charge even higher sometimes.

Q3 [UX Researcher]: Do the ambulance service providers also assist you with getting in the ambulance and drop you to the hospital ward?
[Ansh] My brother helps me get in the ambulance since I can't get inside on my own and they usually drop me at the hospital gate. So I have to wait for a hospital guy to come and pick me up and take me into the ward.

Q4 [UX Researcher]: Do the ambulance wait until your checkup is done and take you back home?
[Ansh] They don't wait for you to get your checkup done and take you back home. I have to rebook an ambulance or go with the one that hospital provides to get back home.

Q5 [UX Researcher]: What are the challenges or problems you encounter while booking an ambulance?

[Ansh] The main challenge I face is availability of ambulances in my area. Since the place where I reside is not exactly in the city, many deny or don't even come this far to pick me up. So sometimes even after pre-booking the ambulance, they still arrive late and also they charge me more money.

Q6 [UX Researcher]: How do you think those challenges can be solved
[Ansh] Since there are multiple ambulance operators who run their businesses independently, they limit themselves in providing services in particular areas only. If there is a large number of ambulances under one service provider, I think they can expand their reach. So just like uber, which covers an entire state, there should be a platform for booking an ambulance.
Also, I think there should be a unified charge system just like taxis where they charge you per kilometer driven. By following this process, area will not be a concern plus I gotta pay the same amount every time I book an ambulance.

Phase 3 - Book recurring appointments

Q1 [UX Researcher]: How often do you have to visit the hospital for your checkup?
[Ansh] I need to go for checkups twice a month on Mondays at the same time.

Q2 [UX Researcher]: How do you schedule these regular hospital visits and how do you book the ambulance?
[Ansh] I need to call them every time and take doctor's appointments even though they know my condition and for the ambulance I face all the same challenges from availability of the ambulance to pricing, it revolves again and again.

Q3 [UX Researcher]: How do you think that can be addressed?
[Ansh] There should be an option for recurring appointments at the hospital and for the ambulance too. Like I need to talk to two separate

people for scheduling an appointment and for booking an ambulance every single time. If there was an option for recurring appointments for hospitals and ambulances, I think it would save a lot of my time and energy.