

# PROJECT 2— — EVERYDAY PEOPLE

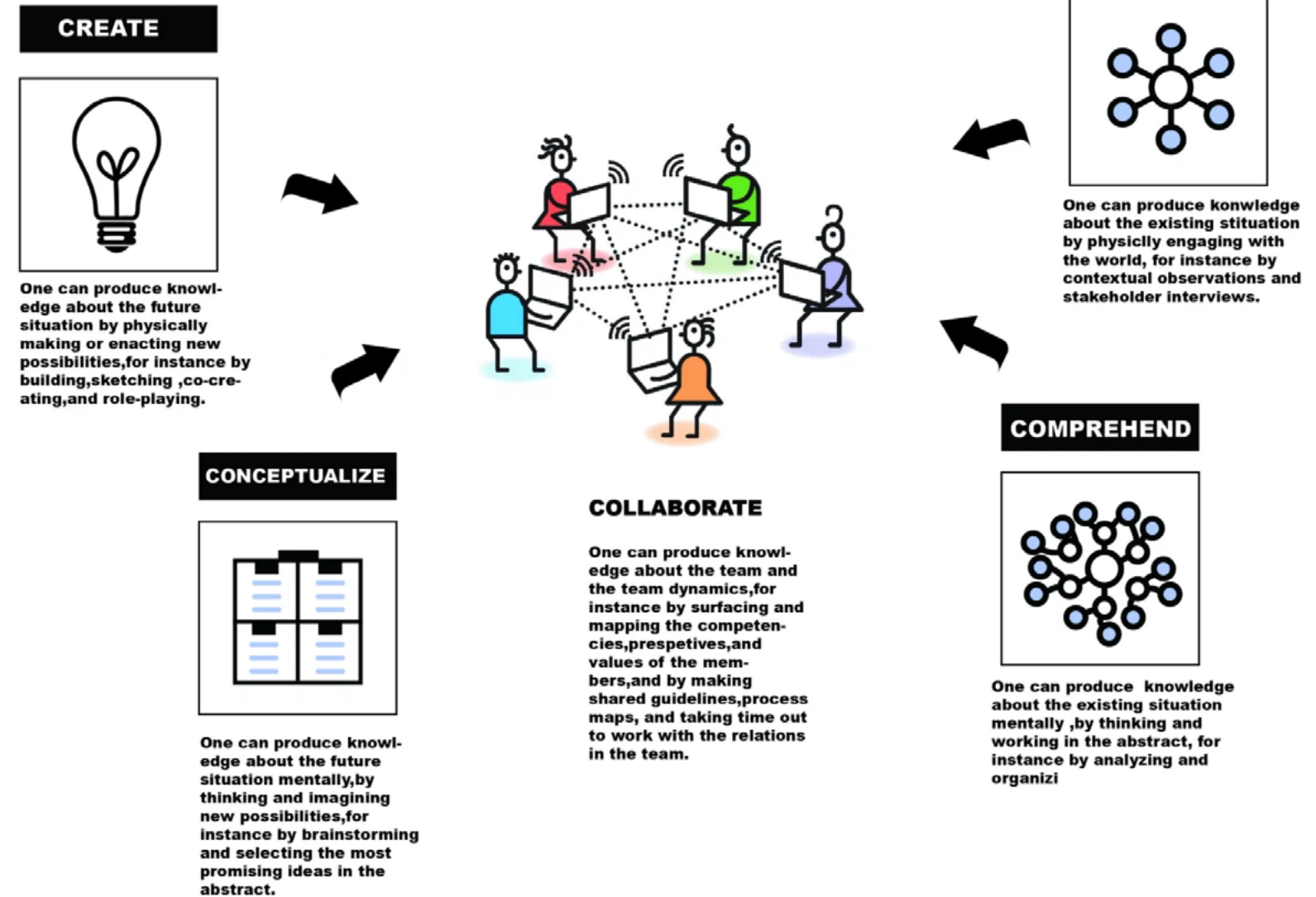


## Task Brief

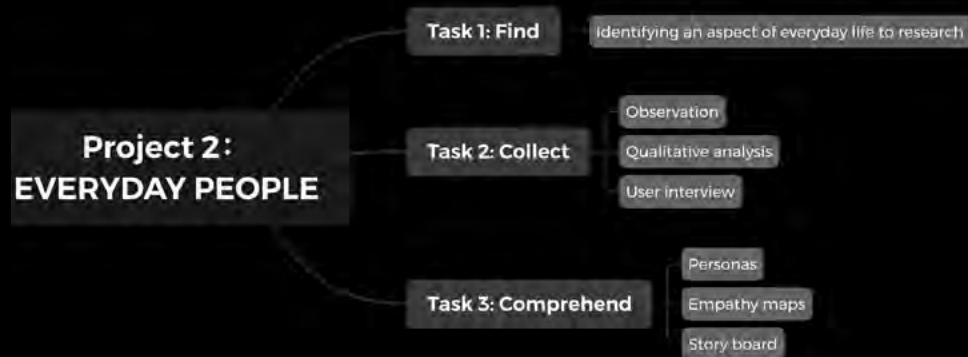
·This project is about researching and understanding users. You will work through the COLLECT and COMPREHEND elements of the 5C design model.

·In this project, you will research the people involved in a particular aspect of everyday life – the user group.

## THE 5C MODEL







## Task 1 — FIND

Start the project by identifying an aspect of everyday life to research



My mother is a patient with rheumatoid arthritis and she has been suffering from it for 13 years, these are her medicines, treatment equipment, and what impressed me most is the smell of Chinese medicine that never fades away at home.

## Task 2 — COLLECTING

### Observation

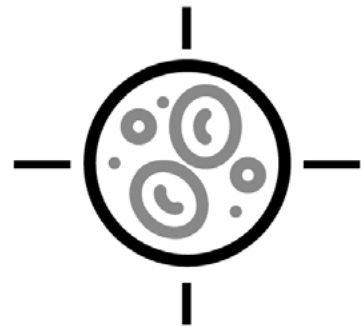


My mother has been suffering from rheumatoid arthritis for 13 years. She basically goes to the hospital every three months. These pictures are taken with my mother to the hospital on the first day after the Spring Festival. This hospital specializes in the treatment of rheumatoid arthritis. Although I knew about diseases like rheumatoid arthritis for a long time because of my mother's illness, it was only after observation in the hospital that there were so many patients struggling with this disease.

## Qualitative analysis

- what is rheumatoid arthritis ?

# rheumatoid arthritis(RA)



An autoimmune disease that attacks tissues near joints and other body parts.

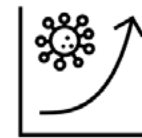


RA causes chronic swelling and pain that is sometimes severe.

Rheumatoid arthritis, or RA, is an autoimmune and inflammatory disease, which means that your immune system attacks healthy cells in your body by mistake, causing inflammation (painful swelling) in the affected parts of the body. RA mainly attacks the joints, usually many joints at once.

Rheumatoid arthritis is called  
"an undead cancer"

- The situation of rheumatoid arthritis in China



5 million RA patients in China



Low disease awareness and irregular diagnosis and treatment are common phenomena.



Early diagnosis and early treatment are fundamental measures to prevent irreversible disabilities.

- How can you suffer from rheumatoid arthritis?

## The cause of rheumatoid arthritis is still unknown

It is speculated that it may be caused by complex factors such as genes and environment. Smoking also increases the risk of developing rheumatoid arthritis.

- Who will get rheumatoid arthritis?

- Anyone, at any age, can get rheumatoid arthritis.

- Women's risk of developing rheumatoid arthritis is that of men 2-3 times.

- Four hazards of rheumatoid arthritis



Bring obvious pain

Another common feature of rheumatoid arthritis is **morning stiffness**. Morning stiffness is characterized by joint pain, stiffness, and inflexibility when first moving after a period of



Disabling

If rheumatoid arthritis is not well controlled, the joints will become more and more deformed, and eventually lose function and become **permanently disabled**.

The disability rate in two years is **50%** and the disability rate in 3 years is **70%**



Arthritis drugs have side effects

Some extremely rare serious side effects include:

**Severe infections** that require medical treatment and antibiotic injections

**Specific types of cancer**



Economic pressure

The per capita treatment cost exceeds **150,000 yuan**.

more than **40%** of patients do not choose treatment.

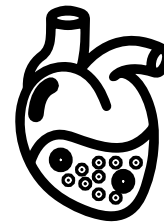
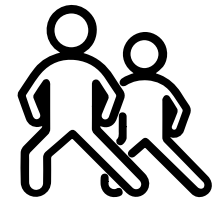
- Is there a cure for rheumatoid arthritis?

## Rheumatoid arthritis cannot be cured by drugs

but drugs can slow down joint damage and relieve pain. Most patients must take pills, receive injections, or administer drugs via blood vessels (type IV or intravenous injection).

- How can exercise and correct diet help rheumatoid arthritis?

For rheumatoid arthritis, **exercise can help reduce pain and improve physical function**.

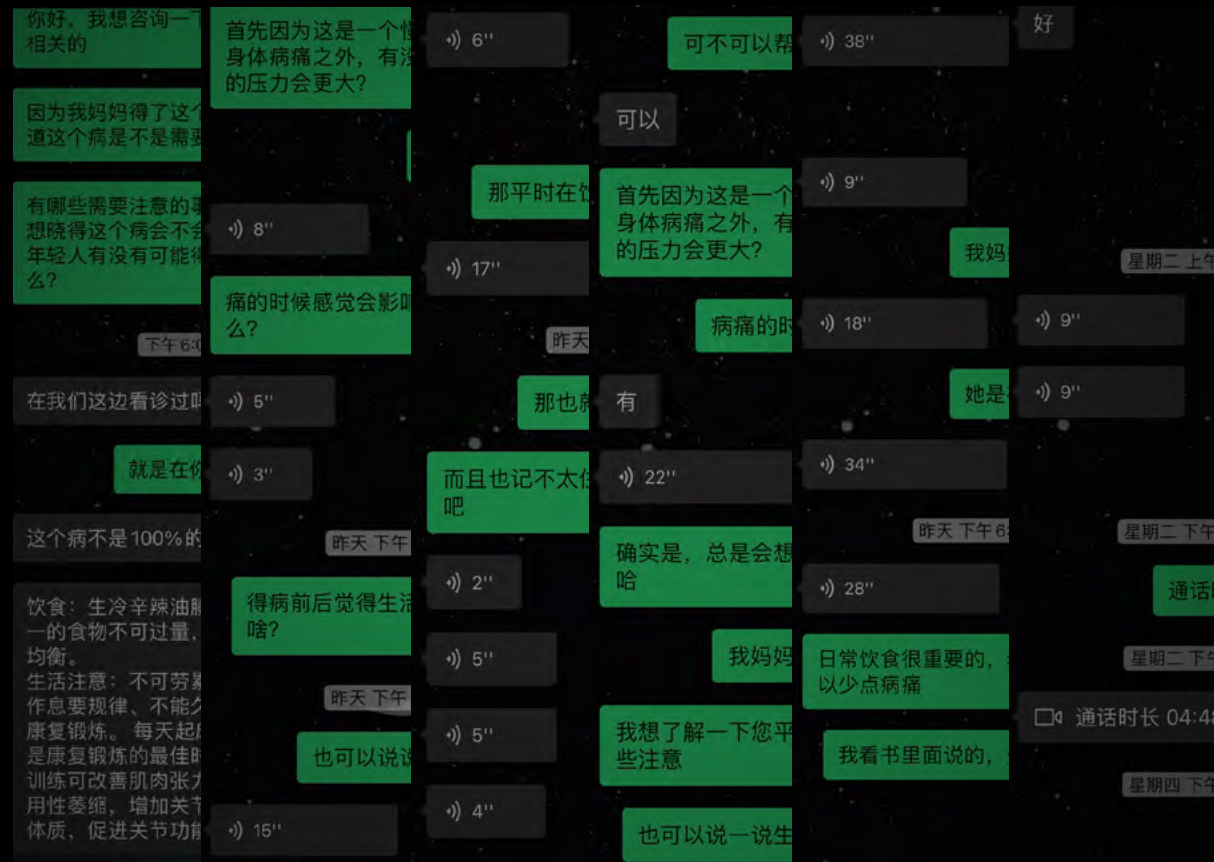


People with rheumatoid arthritis have a **higher risk of heart disease**. Healthy eating is one of the keys to protect heart health and prolong life.

You can also find something that makes you feel better the way. I exercise every day. Going out in the morning treats me very much helpful.

—— Zhang, 49 years old

## User interview



"I used to drink medicinal wine for treatment, and as a result, I suffered from stomach problems. I lost 15 kilograms in one month and my body became very poor."

"Taking medicine is the best way to control the condition. I now take both Chinese and Western medicine, because Chinese medicine does not hurt my stomach."

"In terms of diet, I basically don't eat cold food, but I can't remember many of those who need to avoid food."

"When I was young, I didn't think I would get this disease, so I delayed the early control stage."

"I have been taking medicine for ten years, and the stomach has become very fragile. I have not taken medicine this year. The main purpose is to strengthen exercise and control my diet. I don't know if I will be painful this spring."

"When it's not painful, the mentality is okay, and when it hurts, you will worry about whether you will be paralyzed, what to do after paralysis, and how much do you need to pay for the medicine each month."

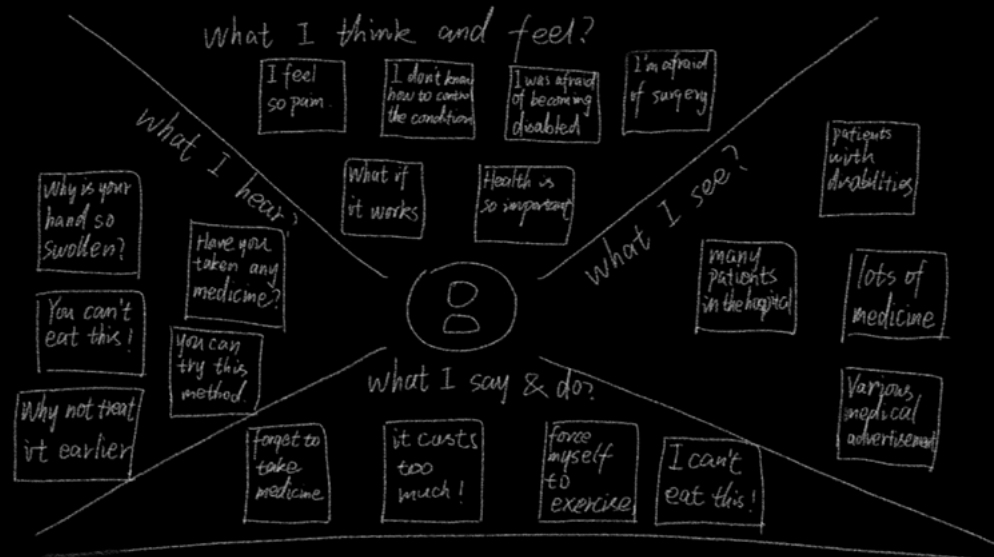
"The economy is the most affected, and each month has to spend about 2,000 yuan for medicine and treatment."

"Before getting sick, I feel that there are many things I can strive for. After getting sick, I feel that good health is always the most important thing."

"In addition, chronic diseases are registered in outpatient clinics, and medical insurance cannot be reimbursed. Many people do not have money to see a doctor, and the more the delay, the more serious. Especially in rural areas, there are no specialized hospitals and it is troublesome to see a doctor."



## Sketch

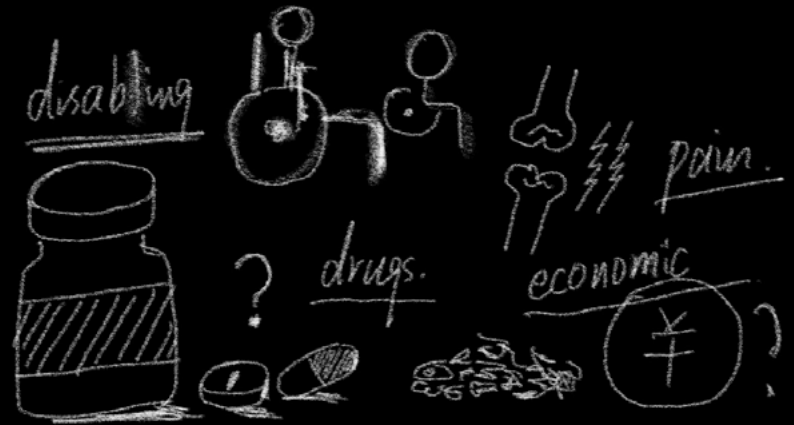


pain

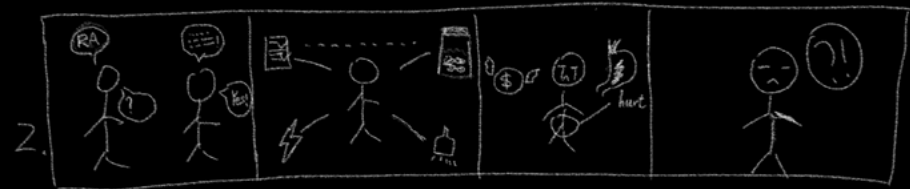
- All kinds of treatment have been tried and the disease has gotten worse rather than better.
- Always forgot to take medicine for various reason.
- Physical pain always makes life inconvenient.
- The financial pressure was too great to give up treatment.
- A lot of food can't be eaten but it's not clear.
- can't get more detailed advice on how to live and eat.

gain

- Relieve the patients' pain and gradually get away from the drug.
- low cost on treatment
- early diagnosis
- reliable information about rheumatoid arthritis.



Storyboard





Liu yan

Income: 7800

Age: 34

Location: City

Occupation: Accountant

My mother suffers from rheumatoid arthritis. When the weather is cold, I always feel joint pain, but I don't know if I am sick

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## Goals

- She wants to keep her body healthy without delaying work
- She wants to know more about rheumatoid arthritis for her mother
- She wants to know if she will get rheumatoid arthritis

## Expectation

- Ways to understand physical condition
- Effective ways to adjust lifestyle
- Reliable information
- Preliminary self-diagnosis



Yu Xiu

Income: 3000

Age: 45

Location: Village

Occupation: Farmer

I have been suffering from rheumatoid arthritis for 13 years and suffered a serious stomach problem due to taking medicine. My joints are painful seasonally

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## Goals

- She wants to take less medicine
- I want to control my eating and living habits more strictly to control my illness
- She doesn't want to spend too much money on treatment

## Expectation

- Professional doctor's advice
- low cost on treatment
- Effective supervision
- Ways to build confidence in recovery



Think and feel?

Hear?

See?

I feel so pain  
What if it works  
I am afraid of becoming disabled  
I am afraid of surgery  
I feel guilty that I need my family to take care of me

Health is so important  
I don't want to take medicine if it doesn't pain

Why is your hand so swollen?  
You can't eat this!

Patients with disability  
lots of medicine

Are you still in pain?  
Have you taken any medicine?

Why not treat it earlier

Various medical advertisement  
Many patients in hospital

This method really works!

I don't know how to control the condition  
force myself to exercise

it costs too much!  
I can't eat this!  
It was really painful!  
Go to hospital every month  
Forget to take medicine  
Try lots of treatments

Say and do?

## Pain

- All kinds of treatment have been tried and the disease has gotten worse.
- Always forget to take medicine for various reasons.
- Physical pain always makes life inconvenient.
- The financial pressure is too great to give up treatment.
- A lot of food can't be eaten but it's not clear.
- Patients can't get more detailed advice on how to live and eat.

## Gain

- Relieve the patients' pain and gradually get away from the drug.
- Reliable information about rheumatoid arthritis.
- Low cost on treatment.
- Early diagnosis.



My mother suffers from rheumatoid arthritis. When the weather is cold, I always feel joint pain, but I don't know if I am sick.



But I am very busy at work and don't have time to go to the hospital.



I searched for rheumatoid arthritis on the Internet but it's basically all ads.



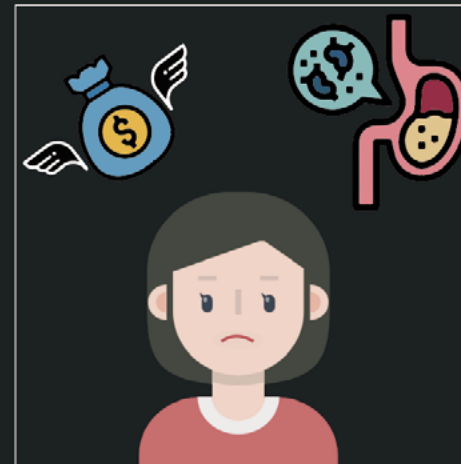
Why can't I find reliable information about rheumatoid arthritis?



I have been suffering from rheumatoid arthritis for 13 years.



I have taken Chinese medicine, western medicine, and even drunk Chinese medicine wine.



The cost of treatment is very high, and my stomach has become very fragile.



After spending lots of money on treatment, not only got stomach problems, but the original condition did not improve.

## Reference

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