

1A Define

THE DEVELOPMENT CHALLENGE

What is the target of the development?

Long waiting for medical documentation before and after hospitalization;
patients unsatisfaction during hospitalization; no complaints

What are the objectives of the development?
Why do you want to improve your service?

What do you want to achieve? What is the problem to be solved? E.g., gaining new services, getting customers to recommend your service etc.

To increase patient satisfaction; Improve the image of the clinic;
Increase the income of the clinic and reduce the costs to patients, increase the efficiency of nursing services

How will success be measured?

Business metrics for measuring success.
E.g., number of medical services provided, waiting time days, bed occupancy rate

Customer experience metrics for measuring success.
E.g., increased patient satisfaction

Increase in bed occupancy rate, decrease in waiting time, increase the clinic's income;

Questionnaires to determine the degree of patient satisfaction with the quality of medical services

Who are your service's customers and how can they be reached?

Think about what customers you are particularly targeting. If you're looking to gain customers who do not yet use your service, think about how they can be reached. E.g., other locations, events, Open Day etc.

Working population: miners, everyone who works in harmful conditions

What do you not yet know about your service's customers?

Think about issues that could help you improve your service. What would you like to learn?
How do your customers use your service? What would you like to understand about your customers' behavior?

Patient's living conditions

Adapted from "Service Design Processes and templates" Toolkit developed in 2010-2012 at the JAMK University of Applied Sciences