Health Access Connect

FINAL REPORT

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CLIENT OVERVIEW

WHAT IS HAC?

Health Access Connect is a non-profit organization based in Kampala, Uganda. HAC facilitates access to crucial health services in remote areas by bringing medicine and public sector health workers to villages via motorcycle taxis. HAC funds these motorcycle taxis to set up monthly health clinics in remote Ugandan villages. These clinics have had a profound impact on the communities through their services: HIV testing, anti-retroviral treatment, maternal health services, malaria treatment, and family planning services.

HAC'S CHALLENGE

Our 5-person team's goal for this project is to integrate transmedia knowledge with our research abilities to help HAC (Health Access Connect) spread awareness of low-cost healthcare and support the hard-to-reach communities in Uganda. This design challenge will showcase the efforts of health workers and motorcycle drivers as they venture throughout Uganda to provide medical resources. In addition, we will improve current fundraising methods to help realize the goal of reaching 1 million people by 2030. Our team recognizes the diverse audience and socio-economic factors that are involved in this mission.

> HAC wants more people to know of and support their organization to aid remote areas and communities who have difficulty accessing health services in Uganda due to long distances.

UNDERSTANDING STAKEHOLDERS

USER SCENARIOS

Our user scenarios illustrate a multifaceted approach to engaging different stakeholders in the mission of Health Access Connect (HAC), employing strategic design choices anchored in CAT (Conceptual, Aesthetic, Technical), UX (User Experience), DT (Design Thinking), Strategic Storytelling, and TAFs (Thought-Action Figures). Each scenario caters to different user profiles and motivations, yet all aim to convert awareness into action through a crafted narrative and interaction design.

The overarching idea of these scenarios is to attract, engage, and convert diverse individuals into active supporters and collaborators of HAC's mission. Whether it's through social media engagement, personal resonance with HAC's impact, or strategic partnerships, the narratives are designed to highlight the importance and effectiveness of HAC's initiatives, inspiring action from various angles.

Design Choices and CAT:
Conceptual: Each scenario is grounded in the core mission of HAC—enhancing healthcare accessibility in remote areas. This mission is presented through narratives that connect personally with the users.
Aesthetic: Visually compelling elements like Instagram posts, impactful testimonials, and a well-designed website ensure that the content is engaging and emotionally resonant.
Technical: The use of social media platforms, a robust website, and effective communication channels like email and meetings are crucial for disseminating information and facilitating user actions such as donations and partnerships.

User Experience (UX): The design choices across the scenarios are deeply embedded in UX principles

Cognitive and Emotional Engagement: Users are drawn in by stories that resonate with their values and experiences. For example, Marcel feels a personal connection through stories that remind him of his grandmother.

Ease of Interaction: The website's design allows for easy navigation and transaction completion, critical for converting interest into tangible support.

Design Thinking (DT): DT principles are applied to understand and address the specific needs of different users

Empathy: Understanding the backgrounds and motivations of Hailey, Marcel, and Emily guides the tailored storytelling.

Problem-Solving: Identifying and addressing potential hurdles in the user journey, such as finding relevant information or making a donation, ensures a seamless experience.

Strategic Storytelling: The scenarios employ narrative techniques that make the mission relatable and urgent:

Engagement through Narrative: Stories of individuals impacted by HAC's work make the cause relatable and compelling.

Motivation through Visuals: Captivating images and videos on Instagram and the website draws users deeper into the narrative, increasing their likelihood of taking action.

Thought-Action Figures (TAFs): TAFs in these scenarios are key moments or elements that catalyze user action

Hailey's Emotional Trigger: The video on Instagram compels her to explore more and eventually donate.
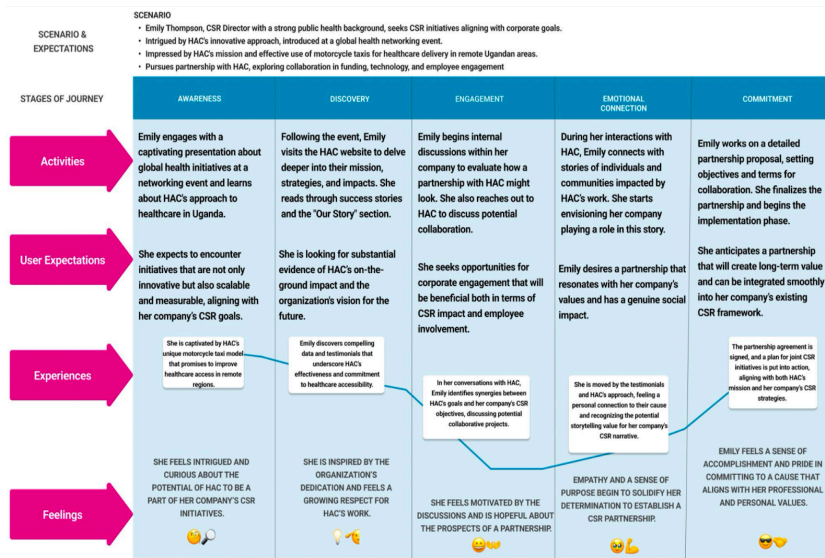
Marcel's Connection to Heritage: The personal stories that resonate with his own familial experiences, prompting him to commit financially.

Emily's Professional Alignment: The innovative use of motorcycle taxis aligns with her CSR goals, motivating her to pursue a partnership.

Overall, the design strategies employed across these scenarios are intricate and thoughtfully applied, using a combination of CAT, UX, DT, strategic storytelling, and TAFs to engage users on both a personal and professional level. By focusing on empathetic design and compelling narratives, HAC effectively transforms interest into action, expanding its support base through diverse channels.

JOURNEY MAPS

First journey map (Emily Thompson scenario):

SCENARIO & EXPECTATIONS

SCENARIO
- Emily Thompson, CSR Director with a strong public health background, seeks CSR initiatives aligning with corporate goals.
- Intrigued by HAC's innovative approach, introduced at a global health networking event.
- Impressed by HAC's mission and effective use of motorcycle taxis for healthcare delivery in remote Ugandan areas.
- Pursues partnership with HAC, exploring collaboration in funding, technology, and employee engagement.

STAGES OF JOURNEY

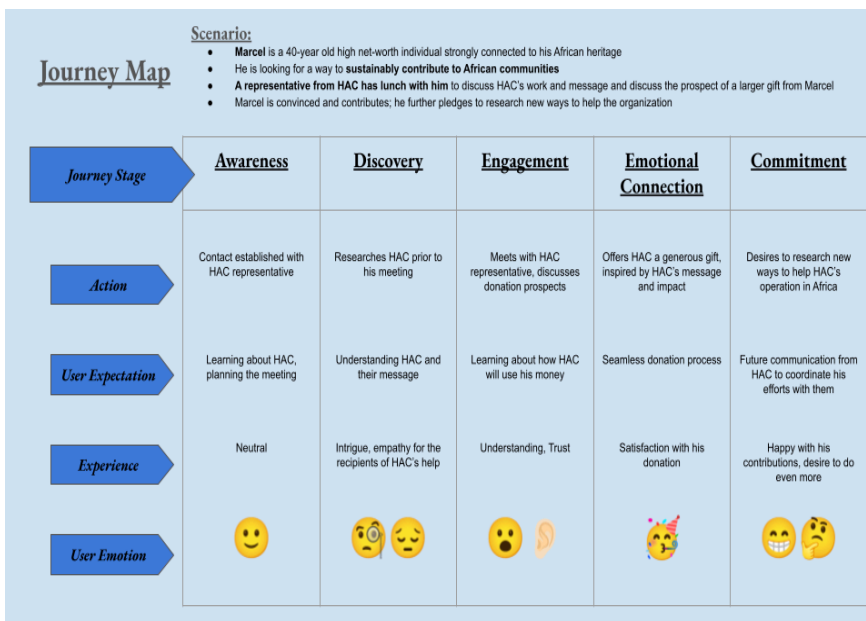|	AWARENESS	DISCOVERY	ENGAGEMENT	EMOTIONAL CONNECTION	COMMITMENT
Activities	Emily engages with a captivating presentation about global health initiatives at a networking event and learns about HAC's approach to healthcare in Uganda.	Following the event, Emily visits the HAC website to delve deeper into their mission, strategies, and impacts. She reads through success stories and the "Our Story" section.	Emily begins internal discussions within her company to evaluate how a partnership with HAC might look. She also reaches out to HAC to discuss potential collaboration.	During her interactions with HAC, Emily connects with stories of individuals and communities impacted by HAC's work. She starts envisioning her company playing a role in this story.	Emily works on a detailed partnership proposal, setting objectives and terms for collaboration. She finalizes the partnership and begins the implementation phase.
User Expectations	She expects to encounter initiatives that are not only innovative but also scalable and measurable, aligning with her company's CSR goals.	She is looking for substantial evidence of HAC's on-the-ground impact and the organization's vision for the future.	She seeks opportunities for corporate engagement that will be beneficial both in terms of CSR impact and employee involvement.	Emily desires a partnership that resonates with her company's values and has a genuine social impact.	She anticipates a partnership that will create long-term value and can be integrated smoothly into her company's existing CSR framework.
Experiences	She is captivated by HAC's unique motorcycle taxi model that promises to improve healthcare access in remote regions.	Emily discovers compelling data and testimonials that underscore HAC's effectiveness and commitment to healthcare accessibility.	In her conversations with HAC, Emily identifies synergies between HAC's goals and her company's CSR objectives, discussing potential collaborative projects.	She is moved by the testimonials and HAC's approach, feeling a personal connection to their cause and recognizing the potential storytelling value for her company's CSR narrative.	The partnership agreement is signed, and a plan for joint CSR initiatives is put into action, aligning with both HAC's mission and her company's CSR strategies.
Feelings	SHE FEELS INTRIGUED AND CURIOUS ABOUT THE POTENTIAL OF HAC TO BE A PART OF HER COMPANY'S CSR INITIATIVES. 🤔🔍	SHE IS INSPIRED BY THE ORGANIZATION'S DEDICATION AND FEELS A GROWING RESPECT FOR HAC'S WORK. 🗝️🤝	SHE FEELS MOTIVATED BY THE DISCUSSIONS AND IS HOPEFUL ABOUT THE PROSPECTS OF A PARTNERSHIP. 🙂	EMPATHY AND A SENSE OF PURPOSE BEGIN TO SOLIDIFY HER DETERMINATION TO ESTABLISH A CSR PARTNERSHIP. 🥺💪	EMILY FEELS A SENSE OF ACCOMPLISHMENT AND PRIDE IN COMMITTING TO A CAUSE THAT ALIGNS WITH HER PROFESSIONAL AND PERSONAL VALUES. 😎🤝

Journey maps are a tried-and-tested way to break down user scenarios into different stages of interaction (quite often for the first time) with HAC media. This can occur in various ways - through social media like LinkedIn, or an in-person reach out to a high net-worth individual for a contribution.

Through this project, the journey maps have proved to be an important asset to us during our calls with the HAC team, as they allowed us to stress the importance of calls-to-action (CTAs), convincing and high-quality visuals, and showcasing impact in earning and retaining user attention.

It allowed the team to pinpoint key action items that we could propose to the HAC team, and our refined user scenarios (through our feedback sessions) supported the findings in our HAC-LinkedIn report. It also allowed us to adopt strategic storytelling in finding stories of specific interest to HAC, which helped make sure that we were on the right track. Overall, the journey maps proved to be an integral part of the overall report, supporting the findings of the LinkedIn report and educating us on the people HAC wants to connect with.

Second journey map (Marcel scenario):

Journey Map

Scenario:
- **Marcel** is a 40-year old high net-worth individual strongly connected to his African heritage
- He is looking for a way to **sustainably contribute to African communities**
- A representative from HAC has lunch with him to discuss HAC's work and message and discuss the prospect of a larger gift from Marcel
- Marcel is convinced and contributes; he further pledges to research new ways to help the organization

Journey Stage	Awareness	Discovery	Engagement	Emotional Connection	Commitment
Action	Contact established with HAC representative	Researches HAC prior to his meeting	Meets with HAC representative, discusses donation prospects	Offers HAC a generous gift, inspired by HAC's message and impact	Desires to research new ways to help HAC's operation in Africa
User Expectation	Learning about HAC, planning the meeting	Understanding HAC and their message	Learning about how HAC will use his money	Seamless donation process	Future communication from HAC to coordinate his efforts with them
Experience	Neutral	Intrigue, empathy for the recipients of HAC's help	Understanding, Trust	Satisfaction with his donation	Happy with his contributions, desire to do even more
User Emotion	🙂	🤕😌	😮👂	🥳	😁🤔

ANALYSIS & DESIGN IMPLEMENTATION

LINKEDIN ANALYSIS

The HAC - LinkedIn report provides a comprehensive overview of effective strategies for non-profit organizations to enhance their presence and impact on LinkedIn.

Here's a summary of the key findings:

Content Strategy: Emphasizes the importance of engaging content and the strategic use of calls to action (CTAs) to convert readers into active participants. It recommends straightforward CTAs relevant to the content, aiming to encourage actions like donations, subscriptions, or sharing. The report emphasizes the importance of effective calls to action at the end of articles. For HAC, this could be calls for donations or volunteering, directly linked to their projects like the motorcycle taxi program, which brings healthcare to remote villages in Uganda. Each CTA is crafted to resonate with the content shared, ensuring a natural progression for readers to become supporters.

Showcase Impact: Details how organizations can use LinkedIn to celebrate milestones, announce new projects, and welcome team members. Best practices include using visual content and tagging relevant people and pages to maximize engagement. Celebrating milestones and achievements is crucial for HAC. The report suggests using LinkedIn features like "Celebrate an occasion" to highlight significant achievements such as reaching a set number of patient visits or launching new health initiatives. This not only boosts morale but also demonstrates HAC's impact on potential donors and partners.

Health Access Connect

Linking remote communities to healthcare

Non-profit Organizations · Kampala, N/A · 298 followers · 11-50 employees

Leveraging Visuals: Stresses the importance of using high-quality, engaging visuals such as single images, image carousels, and video content. Visuals should be clear, and include text for context and alt text for accessibility. For HAC, using engaging visuals is vital in storytelling. The report recommends using high-quality images and videos to depict the challenges and successes of their programs. For instance, photos from mobile clinics and videos of healthcare delivery in action can powerfully convey the necessity and impact of their work, making the support case more compelling.

Engagement with Community: Suggests ways to enhance community engagement through active commenting, sharing relevant posts, and conducting polls. Best practices include being thoughtful and constructive in comments, timing posts to optimize engagement, and maintaining a consistent narrative across shared content. Engaging the LinkedIn community through comments, shares, and polls is suggested to maintain visibility and interaction. For HAC, this could involve engaging in discussions related to healthcare access, sharing updates about their work, and using polls to gather insights on new initiatives or community needs.

Design thinking methods were integral in formulating the LinkedIn strategies for Health Access Connect (HAC), focusing on empathy, definition, ideation, prototyping, and testing to ensure the effectiveness of each strategy. Initially, a deep understanding of HAC's unique needs and challenges was developed through empathetic engagement with their mission to provide healthcare in remote areas. This foundational insight allowed the team to clearly define the core problems HAC faced on LinkedIn, such as low engagement and visibility.

DATA INFOGRAPHIC VISUALIZATION

Besides HAC's expansion efforts on LinkedIn, effectively communicating the significance of their work in Uganda to their potential donors and stakeholders is an integral part of the design challenge.

Through a deep dive into HAC's branding, story-telling method, and online presence, our team identified areas for improvement to create a more compelling call to action among their donors. So far, HAC possesses a well-rounded narrative justifying its work's effectiveness in addressing Uganda's health care inequality.

We've seen firsthand from HAC how stories are a powerful way to transfer knowledge and information more memorably.

To further bolster their intricate narratives, HAC used data analytics to better communicate the credibility and progress towards their goal of serving 1 million people by 2030. However, there is a lack of organization and cohesion in branding that could otherwise better communicate to their stakeholders the degree to which HAC has impacted Ugandan communities.

To address this need, our team transformed HAC's performance indicator statistics into an infographic for social media platforms, augmenting HAC's emotionally resonant anecdotes and testimonials with data story-telling for greater credibility and impact.
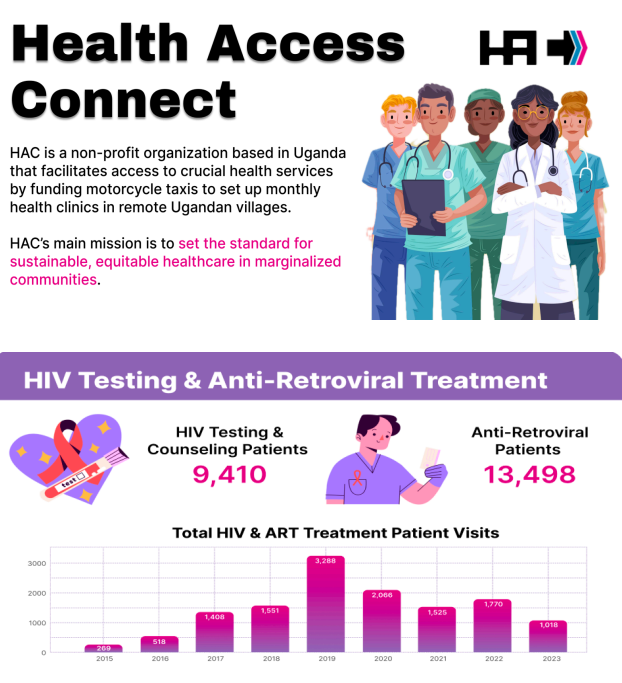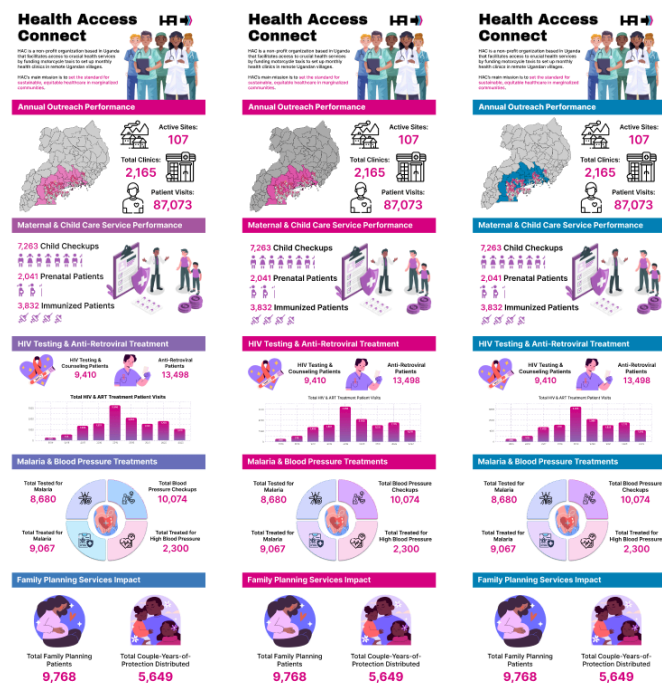
In crafting the infographic, our design process was primarily guided by key components from the CAT, UX, and DT frameworks.

UX: This entire process takes into great consideration how viewers would interact with the infographic across different platforms, ensuring it was optimized for readability and engagement on social media and websites. The layout is responsive, adapting seamlessly to various screen sizes and devices, to ensure a positive user experience for all viewers.

DT: A crucial component of the design process was to ensure HAC was satisfied with the direction we were headed in. Using an iterative process, we prototyped and presented iterative designs to gather feedback, refining our design based on HAC's preferences that better resonate with their stakeholders and achieve HAC's objectives.

C: Conceptually, we focused on curating a more digestible format of HAC's progress indicators, selecting only key metrics that best illustrated HAC's degree of success (i.e., # of communities reached, # of outreach clinics, # of patients served for maternal/children care, HIV, ART treatments, etc).

A: Aesthetically, we paid careful attention to clarity, accessibility, and transparency as the main principles to guide our infographic design and visual aesthetics to become more engaging. We selected contrasting colors, larger fonts, and bright imagery that complemented HAC's overall theme colors for greater brand cohesion. We utilized simple language, and clear headings to ensure viewers could quickly grasp the information presented. By using engaging visuals and these design elements, we aimed to captivate the audience's attention and facilitate better comprehension of the information presented.

T: We implemented these decisions by employing various UX design principles on Figma to effectively convey the content in an aesthetically pleasing manner. By leveraging such principles and technical techniques, we were able to transform the condensed data values into a more visually compelling and informative infographic.

Guided by the various frameworks, we strategically grounded HAC's narrative in tangible evidence of success/progress, providing clear results for stakeholders and donors. This promotes more engaging content and supports HAC's mission without overwhelming viewers.
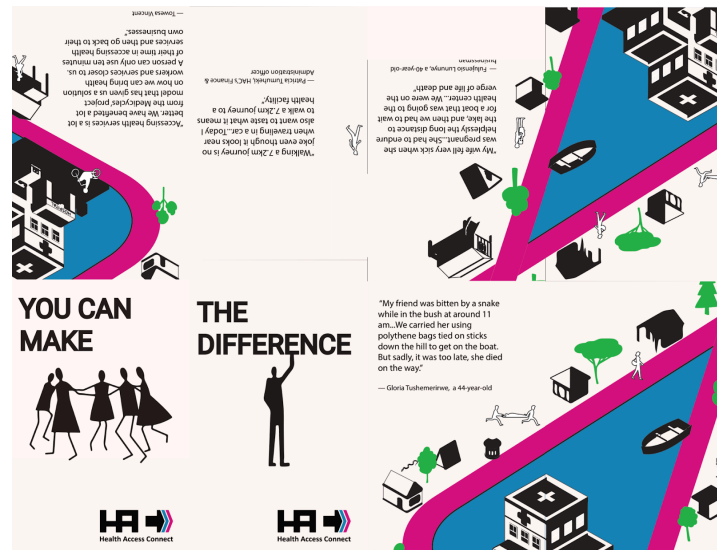
GRAPHIC POSTER

Creative graphics were created to cater to social media platforms instead of LinkedIn.

The poster designed for HAC is a visual roadmap illustrating the various modes of transportation individuals utilize to access health facilities in Uganda. Using real-life testimonials from their website, we develop a conceptual framework to integrate the content with transmedia knowledge to raise awareness of low-cost healthcare solutions.

The various scenarios that are being illustrated include a person being carried off by a stretcher after being bitten by a snake, a pregnant woman waiting for a boat to transport her, and individuals walking long distances.

This emphasizes the urgency for improved transportation options to appeal to the emotions of potential investors. The aesthetic frame employs eye-catching visuals in bold HAC colors. The technical framework will require this poster to be posted on various media platforms to gather traction online. This creative poster is an eye-catching medium that is meant to embody the style of HAC while addressing its most prominent issue. Upon first glance, the person is drawn towards the bright colors. Then, the person is curious about the content of the poster. After reading the testimonials and connecting the graphics, they reach an epiphany about the mission of the organization. At this point, they also feel sympathy or curiosity for the people in Uganda. Finally, they either "like" the content, "share" it with their friends digitally, or go on HAC's website to learn more about their mission. This will lead to possible donations and more stakeholders. This poster is a graphic design that teeters away from hard data and visually stimulates the mind.

NEXT STEPS

DASHBOARD

To bolster HAC's efforts, we envision a revamping of the current HAC dashboard to increase transparency using clearer data. Using the infographic template that we have created, it would be useful to utilize it by changing the numbers whenever there is an update. By regularly updating the dashboard with new data and stories, visitors would stay up to date with the relevant news. These statistics would also highlight key metric data to increase possible sponsorships. A large progress bar showcasing the progress of HAC reaching 1 million people can be situated on the homepage to encourage users to interact. There should be more variations of graphics that would engage visitors and not just pictures. There is also a need for interactive elements, such as hovering over data to create a popup that breaks down the information to different events. In addition, we found it difficult to navigate to specific information, so a filter or search function would be beneficial as well.
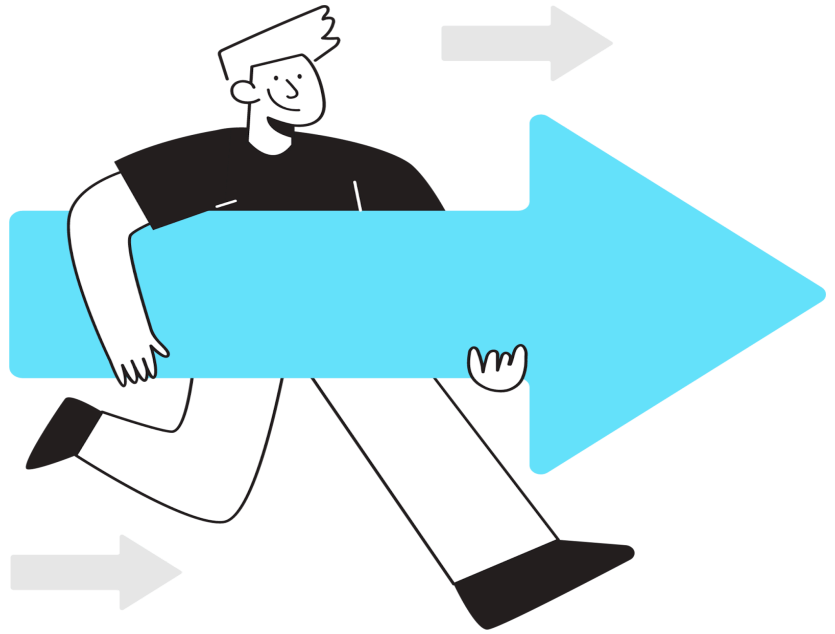
OTHER SUGGESTIONS

For design and development, we suggest an additional team to prototype Figma to create fluid traditions that improve the overall user experience. Through iterative user testing with a sample of shareholders and end users, it would ensure usability on both mobile and computer devices. The current HAC website blog can be edited as it is too long to scroll through, and we would imagine most people don't go online to read the blog. The font is also small and difficult to read. As stated before, multiple iterations of the dashboard would result in more optimized line spacing, font, and centering.

Droid Sans

HUMANISTIC SANS TYPEFACE

Droid Sans Regular </>
The quick brown fox jumps over the lazy dog

Droid Sans Bold </>
The quick brown fox jumps over the lazy dog

#1081b2ff   #d2137e   #000000ff

The current strength of HAC is a consistent color scheme and strong visual identity in the current website. To add to the brand cohesion of the rest of the page, you can also explore different methods of representation, such as a mascot. Having a familiar mascot to incorporate into social media and promotional materials would make HAC's visual identity stronger. For content strategy, it would be advisable to have a regular schedule for social media on LinkedIn and Instagram.

In the future, there can be various events held around major cities with potential clients, with the graphics we created serving as decoration around the room. There can be infographics and zines available for visitors to take. Zines are small graphic books that can be given as physical souvenirs for public circulation. Other than physical, online campaigns can also be beneficial to reach a broader audience through live streams that draw in people from around the world. Overall, we find that HAC's current initiative efforts have brought fruition to many of their goals. The suggestions we have are merely add-ons to HAC's legacy, and we do not wish to forcibly impose ideas. Rather, we find that HAC has planted the seeds for success and taken root in Uganda as a necessary healthcare intervention. We hope that our efforts and work can inspire and aid in your future endeavors.

Health Access Connect