

Interviews

Interview 1:

Based on your experience what seems to be important to children?

- For shriners children, it is important to play and connect with others.
- It is important to not, not talk about it. Don't surprise the kid with an unpleasant experience.
- Implementing rewards
- It would be a good idea to integrate a shriners experience in what the product
- It would be beneficial to note the degree of the visit and adjust the experience per visit.

What are parents typically like with children's visits?

- Parents can be anxious too
- In more extreme cases sometimes it should be taken into account of whether the parent being there would actually help or hinder the child more.

Based on your experience, what features would you like to see in this product?

- A good feature that might be beneficial to integrate is the ability for the child to see other children in their place, being able to connect.
- A positive and happy application would be very important
- Active engagement would also be important during an experience like a shot.

Any problems you see with the product?

- You would also need to consider the balance between distracting and informing the child.
- Your job would also to be to determine what makes Mahboo different from all the other distractions kids have.

Customer match: 8

Problems Presented: 8

Relevant Problems: 9

Refer Friends: Currently awaiting

Interview 2:

How often fo children get nervous/ anxious when going to the doctors?

- I would estimate about 98% of children get nervous about going to the doctors.

Those who do get nervous, what typically causes that anxiety?

- The main fear from children is the fear of getting hurt in some way or another.

What typically helps children get over that anxiety?

Typically toys, distractions like music, treats and prizes helps them out.

What do you see is most important for parents typically when they take their child to the doctors?

- Parents just want us to help their kids however we can and be kind to them.

What are the most important things for doctors in clinics.

- Parents who are good historians, adequate resources

What are some common stressors for doctors and nurses in clinics?

- Short staffing, lack of resources, and non-compliant patients can be difficult.

Would you see the product as described being helpful in a clinical environment?

- Yes I would, absolutely.

Customer match: 7

Problems Presented: 7

Relevant Problems: 9

Interview 3:

What are the most frustrating issues dealing with children in clinical environments?:

Hypothesis: Being difficult when treating them.

Action: Make sure those issues can be fixed/implemented into Mahboo.

Interview: **“Dealing with children in the hospital setting is really not frustrating, most pediatric nurses have chosen the career because they enjoy being around children.”**

What are the most frustrating issues dealing with parents in clinical environments?:

Hypothesis: Being uncooperative.

Action: Make sure those issues can be fixed/implemented into Mahboo.

Interview: **“The only frustration I experience is unrealistic expectations regarding time. On a typical pediatric floor nurses have 4 to 5 patients, so we have to divide our time among them all, which parents sometimes do not understand. ”**

What are the most frustrating issues among nurses aside from patient related issues:

Hypothesis: the office matters/ time.

Action: Make sure those issues can be fixed/implemented into Mahboo.

Interview: **“I do not often experience frustration between nurses. Nurses spend a lot of time together during our shifts which more often than not builds friendships and a sense of teamwork. “**

How big of an issue would you say children’s anxiety of doctors visits are?:

Hypothesis: Children being afraid of the doctors is very common.

Supported: Focus heavily on fixing anxiety

Unsupported: Consider answer, possibly consider focus on other matters more.

Interview: **“Depends on the individual child’s personality, their age, and the reason for visit. Often children are easily consolable and comforted by their parent, and anxiety subsides fairly quickly. “**

What typically is the stressor?:

Hypothesis: Receiving shots/ experiencing pain

Supported: Focus heavily on fixing shot issue.

Unsupported: Focus more on other stressors.

Interview: **“Fear of unknown people, unfamiliar environment, fear of what is going to happen and fear of pain.“**

How do you solve children’s anxiety when they go to the doctors?:

Hypothesis: Treats, rewards, toys.

Supported: Incorporate strong methods of hypothesized answers.

Interview: **“By beginning with just talking to the child and the parent before trying to provide any patient care in order to establish trust. Let the child play with and see any instruments you are going to be using on them such as the thermometer or stethoscope, so the get more comfortable. Provide the child with toys, dolls, coloring supplies, ect. to give them something to do. Let their parent hold them during physical exams and while providing care.”**

How big of an issue is miscommunication/ misunderstanding between parents/ doctors?:

Hypothesis: A big issue, often that is the root of the problem.

Supported: Make sure ease of communication is addressed.

Unsupported: Focus less.

Interview: **“Not much of an issue. Doctors are typically very well versed when it comes to talking with patients as well as parents, will use simple terms to explain information, offer to clarify information and usually provide printed instructions as well as information. “**

What roadblocks would one encounter implementing the tools described?:

Hypothesis: Specific regulations set in part. Hygiene issues (germs). Time constraints.

Supported: Finding a way around regulations, maintaining a system for clean tablets, making the process as efficient as possible.

Interview: **“Cost will be the biggest roadblock. Getting new tools implemented in the hospital setting takes a lot of work, research and proof that the product or tool really makes a noticeable improvement in patient outcomes.**

Patient privacy and protection of medical information, specifically HIPAA laws and regulations, will also be a big issue with any electronic product used in the hospital setting. Any electronic form of communication regarding patient information has to be heavily protected, secured and hack proof. There is also the potential of the wrong information being sent to a patient and other complications with an electronic product. Infection control would also be an issue. Being that the tablets are going to be used by multiple patients within in the clinical setting you would have to ensure that they are properly cleansed and sanitized between each and every patient, in order to prevent infections from spreading amongst children and parents. This would create an issue of the time needed to cleanse them and the cost of cleansing products.

Many hospitals already have a children’s play area on pediatric units as well as tv’s with children movies and shows, so you would have to that this product works extensively better than methods of easing anxiety that are already in place. “

Based on your experience, would you imagine doctors seeing this more of help or hindrance, and why?:

Hypothesis: The time to work with the program may challenging to deal with.

Supported: Make the programs and system as efficient and easy to use as possible.

Unsupported:

Interview: “ **Unfortunately, probably a hindrance. Doctors always have a heavy workload and are short of time, so adding an extra item that they have to do with every patient would just require more time that they do not have.**”

Finally, additional feedback would always be appreciated. Do you have any other people I could get into contact with that would be willing give their additional input?

Possibly, no references as of yet.

Document Score:

Customer match: 6

Ranked problems: 5

Actively Frustrated: 6

Join Beta: 3

Refer Friends: 5

Total: 25/50

Overall this interview was leaning more towards the lower customer interest side, but despite that I believe it still provides a lot of valuable information such as:

- Parents have unrealistic expectations of time with nurses and nurses often juggle time among multiple patients.
- The child's anxiety is dependent on their personality, age, and reason for visit. Often the children can be easily consolable.
- Most commonly children's fear comes from unknown people, unfamiliar environments, fear of what is happening next, and fear of pain.
- Children's fear can subside with talking in order to establish trust, playing with instruments, toys, and parents holding them during physical exams.
- Often information between parents and doctors aren't miscommunicated, info can even be printed out.
- Some roadblocks were ; cost, patient privacy, HIPAA laws, being “hack-proof”, possibility of wrong info being sent, implementation of new tools in hospitals being difficult, and sanitation of the device, and of course, time.
- At the moment, she believed it would be more of a hindrance to doctors because of the additional time it would take the doctors.

This interview was very valuable because it allows me to think of the many potential problems that could come out, and take a more critical look at it. Out of everything that stands out, the most important aspects to this product would have to be..

- 1. Effectiveness of product**
- 2. Ease & Speed of Use**
- 3. Security & Safety**