



LARDI & PARTNER
CONSULTING GMBH · STRATEGY & BUSINESS ADVISORY

Digital Business Transformation - Resident Journey Analysis

We Care Group

LAF
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Empathy Map



Goals

- Wants to do as much as possible without assistance, cherishing the moments of self-sufficiency.
- Desires to recognize and interact meaningfully with family and friends, holding onto the essence of relationships.
- Aspires to feel secure and comfortable in the living environment, seeking familiarity in surroundings.

Preferences

- Homely Environment
- Social Activities
- Personalized Care

Pains

- The inability to remember names or faces, even of loved ones, is emotionally painful and leads to moments of sadness and isolation.
- The realization that daily activities are becoming increasingly difficult creates a sense of helplessness.
- The fear of wandering off and not being able to find the way back is a constant worry, leading to anxiety.

Behaviors

- Mood Fluctuations
- Routine-Oriented
- Limited Social Interaction

Feelings

- Confused
- Gratitude
- Fear
- Loneliness

Resident / Patient

Olivia

Moderate-Stage Dementia Resident

Demographics:

- Age: 70-80 years old
- Gender: Female
- Location: North West England
- Family: Widowed, has two adult children and four grandchildren

Behavior:

- *Mood Fluctuations:* May experience mood swings, ranging from calm to agitated within short periods
- *Social Interaction:* Generally open to social activities but may withdraw unexpectedly due to confusion or discomfort
- *Communication:* May struggle with finding the right words, leading to frustration
- *Routine-Oriented:* Finds comfort in a predictable routine, gets anxious or agitated when routines are disrupted
- *Attention Span:* Limited attention span, easily distracted or overwhelmed

Preferences:

- May enjoy music, gardening, or other hobbies
- Likely to appreciate a homely environment filled with reminders of the past

Needs:

- *Medical Care:* Regular monitoring and medication management
- *Emotional Support:* Emotional and psychological support to manage dementia
- *Social Interaction:* Opportunities for social activities
- *Safety:* A secure environment to prevent wandering
- *Personal Care:* Assistance with daily activities like bathing, eating, and mobility

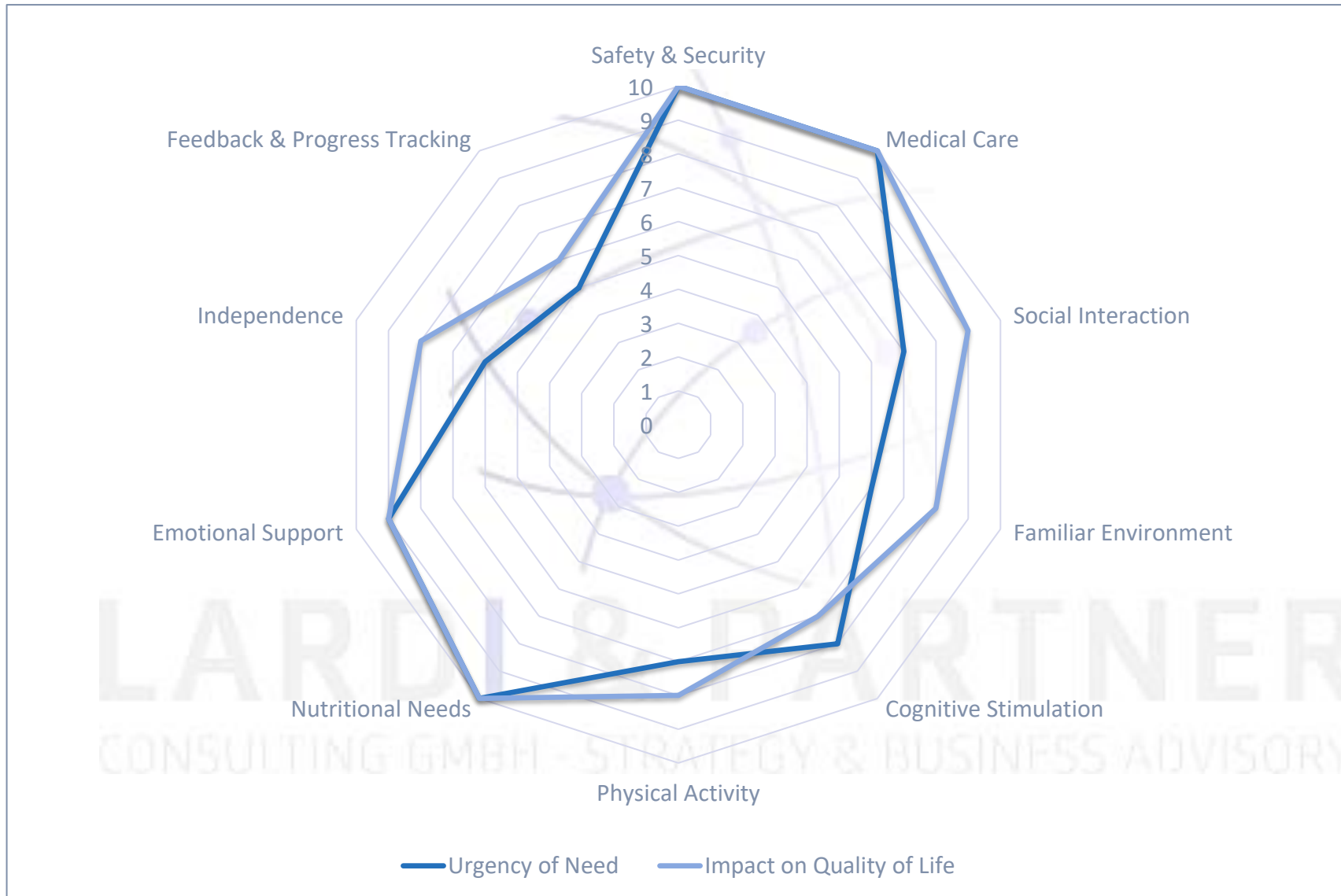
Pain Points:

- *Confusion and Memory Loss:* Struggles with remembering names, faces, and daily routines
- *Isolation:* May feel lonely or disconnected due to cognitive decline
- *Loss of Independence:* Frustration over not being able to perform daily activities independently
- *Safety Concerns:* Risk of wandering and getting lost or injured
- *Inconsistent Care:* Varying levels of care depending on staff availability and expertise

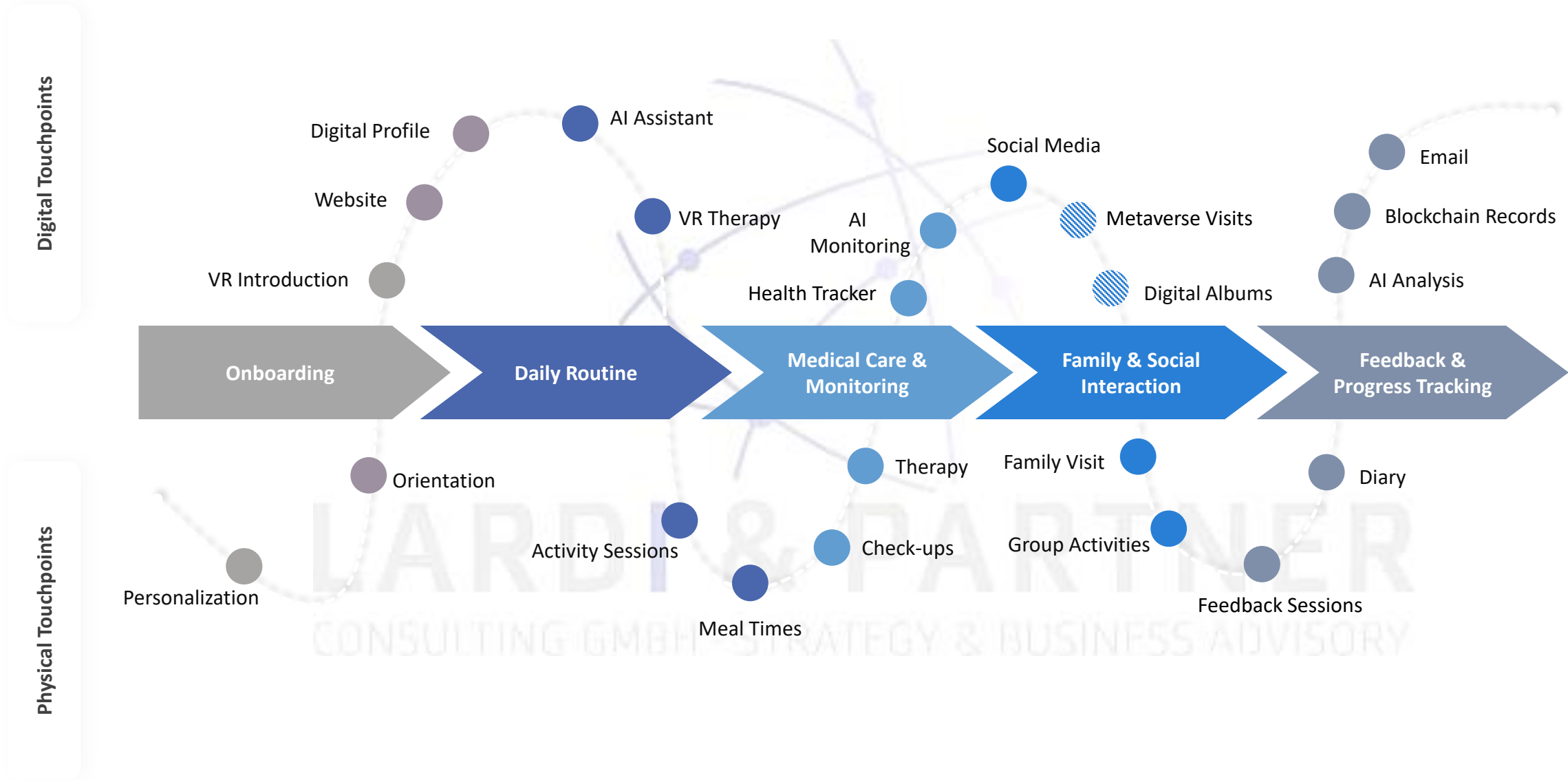
Goals:

- To maintain as much independence as possible
- To stay emotionally connected with family and friends
- To live in a comfortable, homely environment
- To create a scrapbook of memories for her family
- To engage more with fellow residents.

Need Analysis



Patient / Resident Journey Map



Patient/Resident Journey - Opportunities



Who wouldn't appreciate the peace of mind that comes with knowing you're safe and cared for?

Stages of Journey		Onboarding	Daily Routine	Medical Care & Monitoring	Family & Social Interaction	Feedback & Progress Tracking
Customer Experience	Touchpoints	<ul style="list-style-type: none"> • Orientation tour • Personal room 	<ul style="list-style-type: none"> • Activity sessions • Meal times 	<ul style="list-style-type: none"> • Health check-ups • Therapy sessions 	<ul style="list-style-type: none"> • Visit area • Group activities • Social Media 	<ul style="list-style-type: none"> • Feedback sessions • Personal journals
	Thinking	<ul style="list-style-type: none"> • Where am I? • Why am I here? • Will I be comfortable here? 	<ul style="list-style-type: none"> • What will I do today? • I miss home. 	<ul style="list-style-type: none"> • Are they taking care of me? • I don't want to be a burden. 	<ul style="list-style-type: none"> • I wish my family was here. • I have no friends. 	<ul style="list-style-type: none"> • Am I getting better? • I want to remember.
	Feeling	<ul style="list-style-type: none"> • Anxious • Confused • Overwhelmed 	<ul style="list-style-type: none"> • Curious • Lonely 	<ul style="list-style-type: none"> • Vulnerable • Apprehensive 	<ul style="list-style-type: none"> • Hopeful • Isolated 	<ul style="list-style-type: none"> • Reflective • Frustrated
Recommend	Ideas for Improvement	<ul style="list-style-type: none"> • Provide a calming or familiar VR experience to ease initial anxiety. • Allow family members to set up a digital profile with the patient's preferences to personalize the room. 	<ul style="list-style-type: none"> • AI Assistant: Offer daily reminders or stories from the patient's past. • VR Therapy: Allow patients to visit familiar places or past memories. • Holographic Memory Aides 	<ul style="list-style-type: none"> • Health Tracker: Use wearables to monitor vitals and provide biofeedback. • AI Monitoring: Ensure safety with AI-driven cameras that detect unusual behaviours. 	<ul style="list-style-type: none"> • Metaverse Visits: Facilitate virtual family interactions. • Digital Albums: Allow patients to revisit family photos/videos anytime. • Adaptive Digital Pets: Robotic pets that respond to a patient's emotions. 	<ul style="list-style-type: none"> • AI Analysis: Provide insights on cognitive/emotional patterns. • Blockchain Records: Maintain a transparent record of the patient's progress for them and their families.

More Recommended Ideas of Improvement

- **Emotion-Responsive Rooms:** Using AI and sensors, rooms can detect a patient's emotional state through facial expressions, voice tone, and physiological signals. Based on the detected emotion, the room can adjust lighting, play calming music, or display soothing visuals. Eg: if a patient shows signs of agitation, the room might automatically dim the lights and play soft, calming nature sounds.
- **Tangible Digital Albums:** A physical book or object that, when touched or opened, plays videos, sounds, or holographic memories from the patient's past.
- **Blockchain-Verified Life Events:** A secure, immutable record of significant life events, verified by family and friends. This can help validate memories or provide context. Eg: if a patient recalls a significant event but is unsure of its details, the system can provide the verified memory.
- **AI-Enhanced Reality Glasses:** Wearable glasses that use augmented reality (AR) to label or describe objects, people, or places in real-time, aiding memory. Eg: when a patient looks at a person, the glasses might display the person's name and relationship to the patient.
- **Digital Dream Journal:** A system that prompts patients to describe their dreams upon waking. Over time, AI analyzes patterns and provides insights or uses these dreams to craft therapeutic experiences.



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