



**SOUTH ASIAN  
HEALTH RESEARCH  
COLLABORATIVE**

## About SAHRC

SAHRC is an organization in the Fraser Health Authority that focuses on health research pertaining to the South Asian community within the Fraser Region. They aim to bridge gaps within health research concerning this demographic, spanning across a diverse community.



**UNDERSTANDING SAHRC**

DEEPER ANALYSIS

REFINED FOCUS

REFLECTION

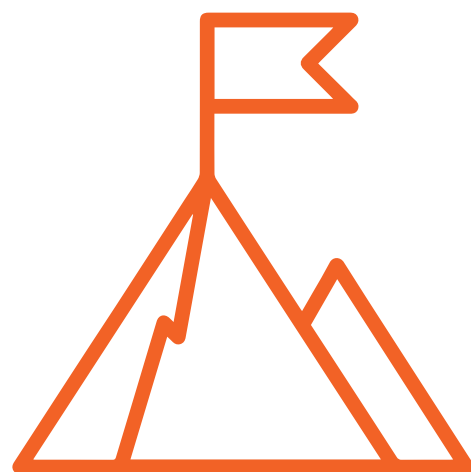


# INSIGHTS



## Goals

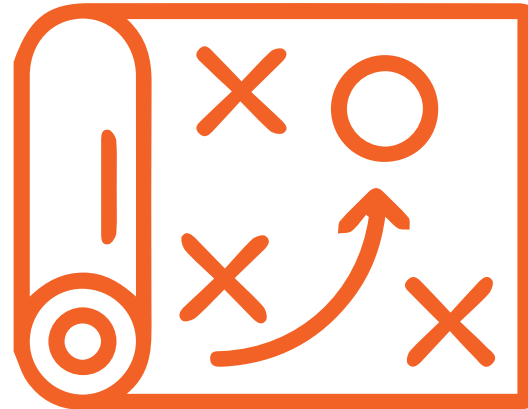
- To improve the health conditions of South Asians within the Fraser Valley
- Identify the most critical health issues that commonly affects them
- Become a symbol for health awareness for this community



## Challenges

- Cultural, language and educational barriers limits community involvement
- Budgetary constraints and insufficient resources to execute their plans
- Stigmas and low interest levels hinders potential partnerships

## INITIAL FRAMING



### Initial plan

To explore methods of making health research more appealing and inclusive for South Asian individuals of varying educational and socio-economic backgrounds within the Fraser region.



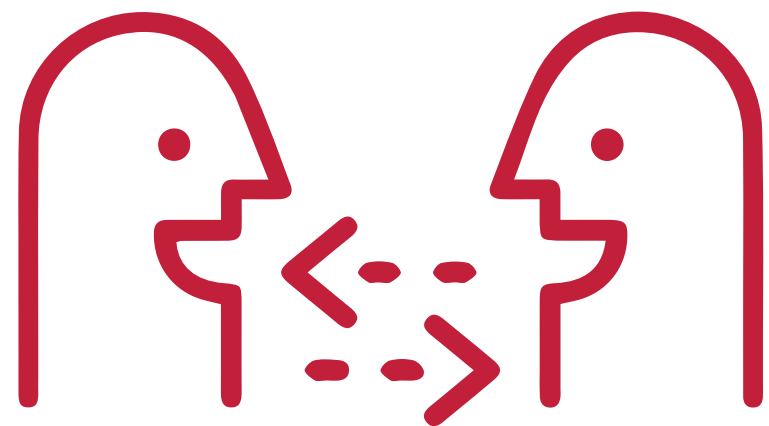
### Why it failed

In addition to being too broad, interest served as a huge barrier of entry. It is hard to become invested in research when the result of SAHRC's work does not fully benefit the people today, but future generations instead.

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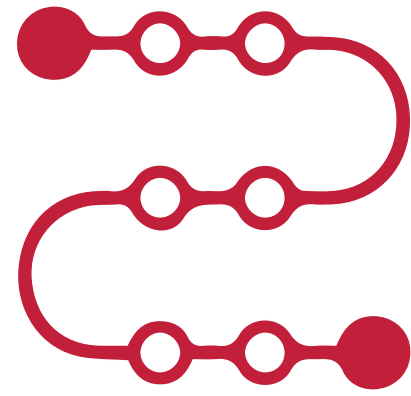


## ETHNOGRAPHY FINDINGS



SAHRC wants to create a Top 10 research priorities list as well as a public centralized health database. However, these can't be accomplished without prospective participants first understanding who SAHRC is and what they do. This highlighted participant recruitment as a critical issue, as it acts as the gateway to SAHRC's research.

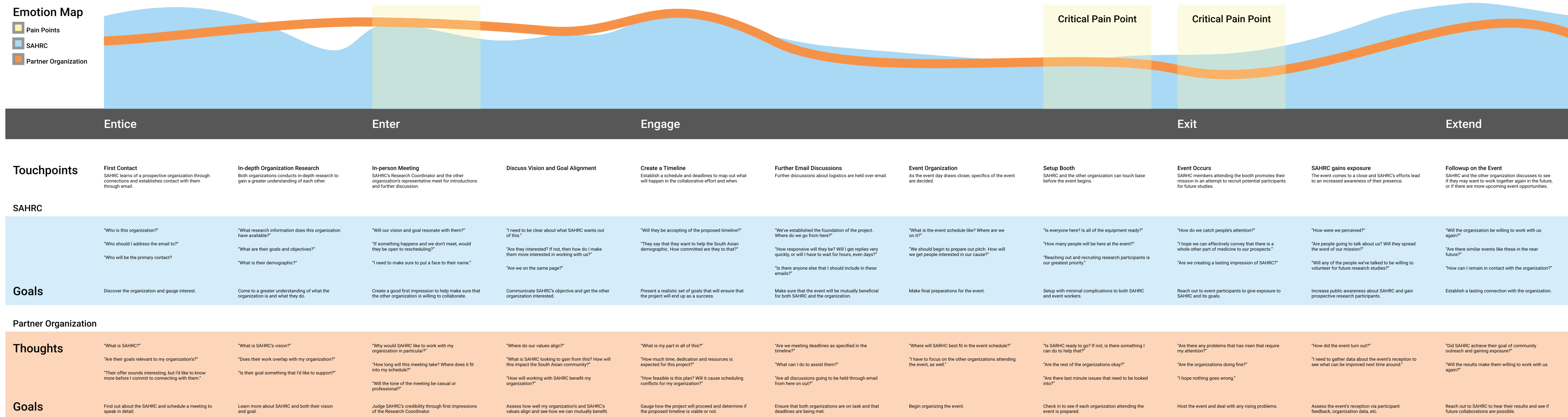
# RECRUITMENT TIMELINE



Our user journeys helped visualize SAHRC's partner organization recruitment process and identified a critical pain point. SAHRC has issues with effectively communicating who they are and what they do. We came to realize that the journeys' timeframes were too long, and SAHRC really needed to narrow down on specific touchpoints that span across shorter periods of time.



**Objective - Establish connections with an organization and participate in events to increase awareness of SAHRC and recruit participants**





## USER PERSONA



“

*I'm passionate about the Punjabi Students Association and improving the lives of my community, but I don't have the time to meet interested partners for PSA in person.*

Ideally, SAHRC wants to target university students, but they have no idea on how to do so. The needs of South Asian youth are diverse and SAHRC's current approaches are not differentiated by sub-demographics. Because of this, their approach does not resonate with South Asian youths and does not evoke a legitimate reason to care.

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## IDEAS INFORMING DESIGN



The design idea that stood out to us the most is the promotional products and the application. It spurred us to think re-evaluate the topic of recruitment and realize that it is not the primary or immediate goal of SAHRC.



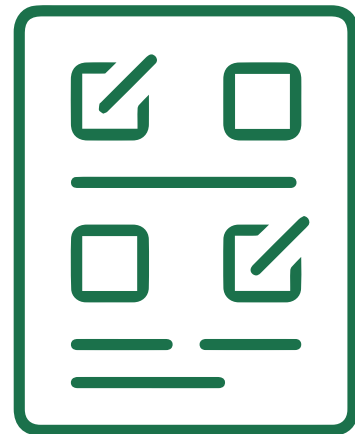
## SAHRC NEEDS



While recruitment is important for SAHRC, their priorities are aligned with education regarding health issues they may face as they get older. This increase in awareness could then potentially motivate them to be more receptive with opportunities in health research



## USER STUDY



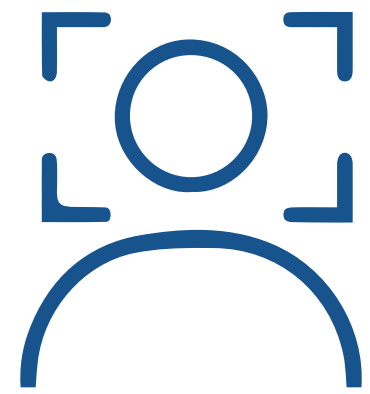
Heart disease is one of the two prevalent health issues that South Asians face, but it is relatively unknown especially amongst youths. As heart disease is a long term effect caused by issues such as unhealthy diets and lack of exercise, the most effective method to address it would be to take preventative measures.



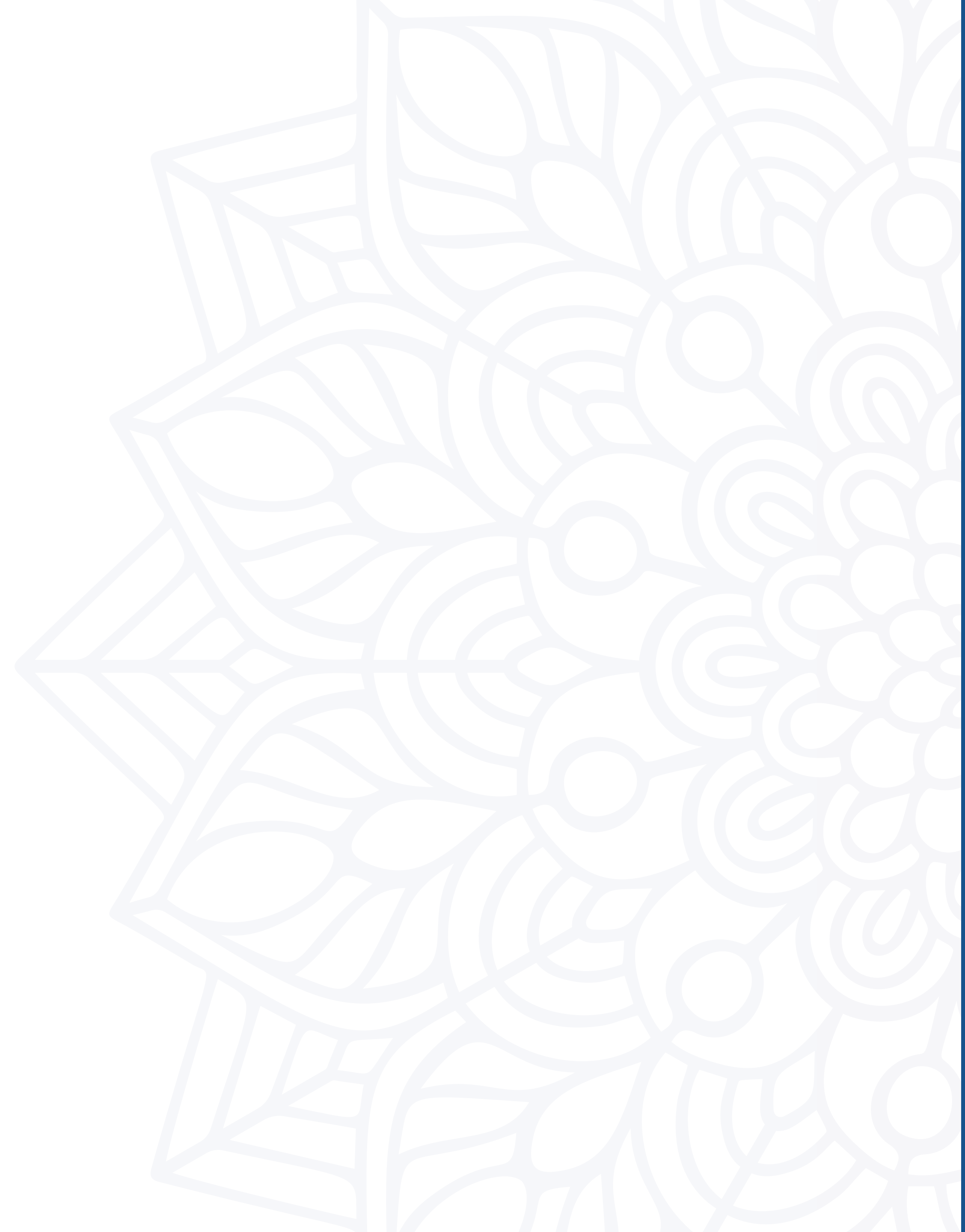
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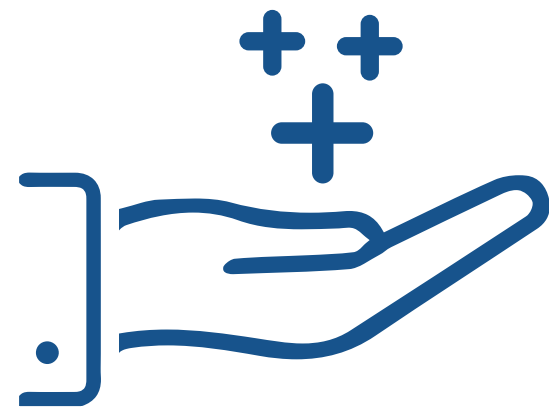
## REFINED DESIGN FOCUS



To overcome SAHRC's hurdle of outreach towards South Asian post-secondary students in Metro Vancouver by educating them about the cause-and-effect of heart disease, as well as the preventative measures they (and their family) can take in order to avoid it.



# VALUE PROPOSITION



**Cultural Relevance** - Provide users with health information that aligns specifically with their culture

**Preventative Measures** - Informs the user about health issues prevalent in their community and how to stop the problem at its roots

**Establishing Groundwork** - Creates a strong foundation for future projects that will address the community's specific health concerns





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