

THE SERVICE DESIGN AWARD

sdn
service design network



Service design challenge for changing nursing care communication in Japan

Even from a global perspective, Japan is a super-aging society that has been experiencing a considerable increase in its aging population. In line with the increase of elderly inhabitants, family members who take on the role of nursing cares are increasingly experiencing mental stress, job losses, and other related problems. In addition, nursing care service providers are also affected by a variety of aspects such as low wages, in spite of the difficult job that they perform and the great variety of problems that they have to deal with. This project implemented by *Concent, Inc.* and commissioned by *CASIO COMPUTER CO., LTD.* aims to provide new solution for nursing care patients and service providers with service design approaches.

Process

Understanding complex relationship

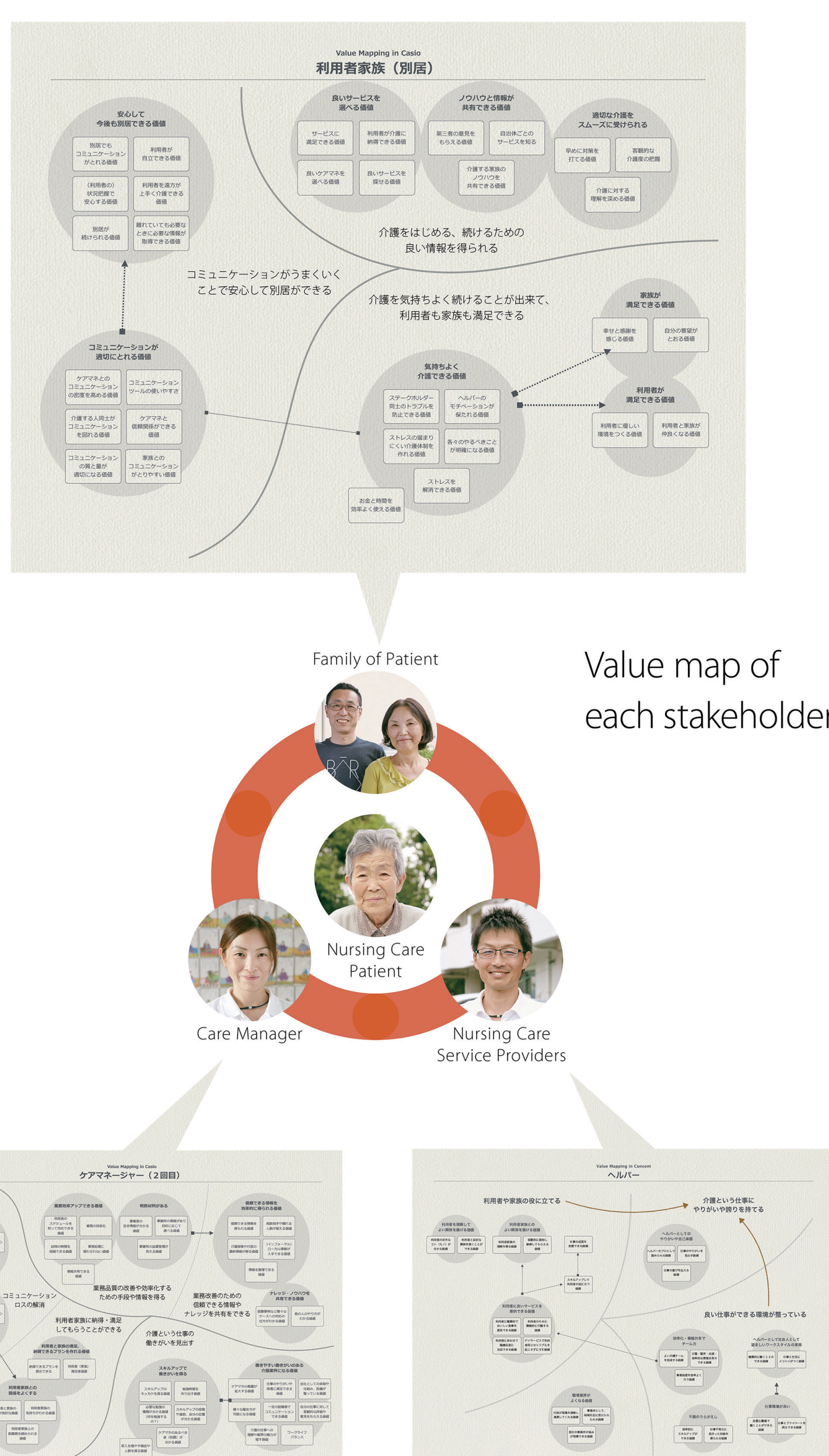
In order to define the value of their service offering, *Concent* and *CASIO* first of all carried out multiple ethnographic studies of all the stakeholders involved in nursing care. The results showed that the common issue shared by the stakeholders was the lack of communication due to psychological and physical factors. Hence the concept of the new service was defined as "Creating a team of people involved in nursing care based on an appropriate sense of distance."

Based on this concept, the companies created user types and service usage scenarios across different scenes, and defined the user experience and functionality required to fulfill those requirements. In addition, *Concent* and *CASIO* also carried out demonstration experiments using service mock-ups, and consequently were able to achieve meaningful results that would lead to the resolution of the issues experienced by the stakeholders.

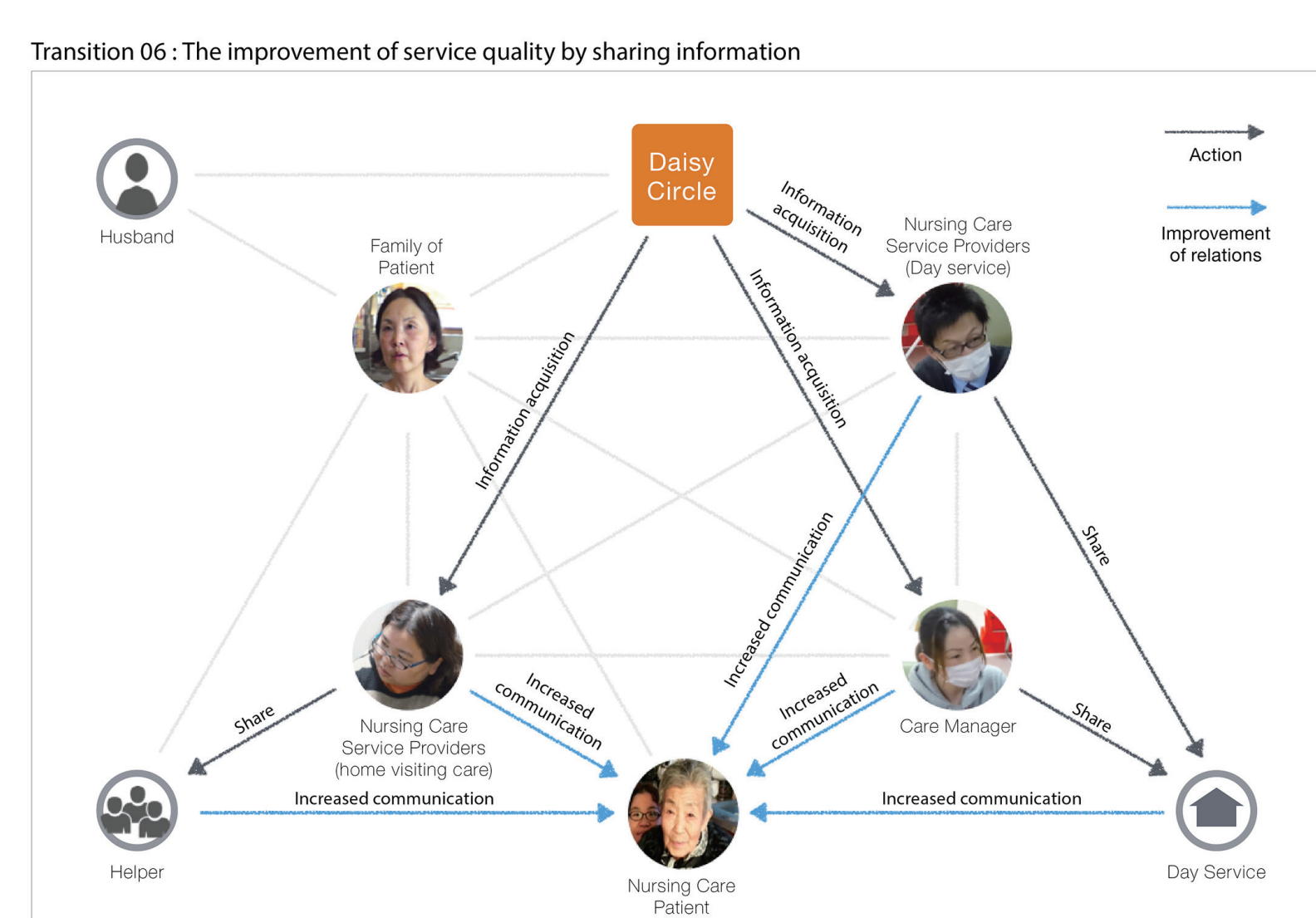
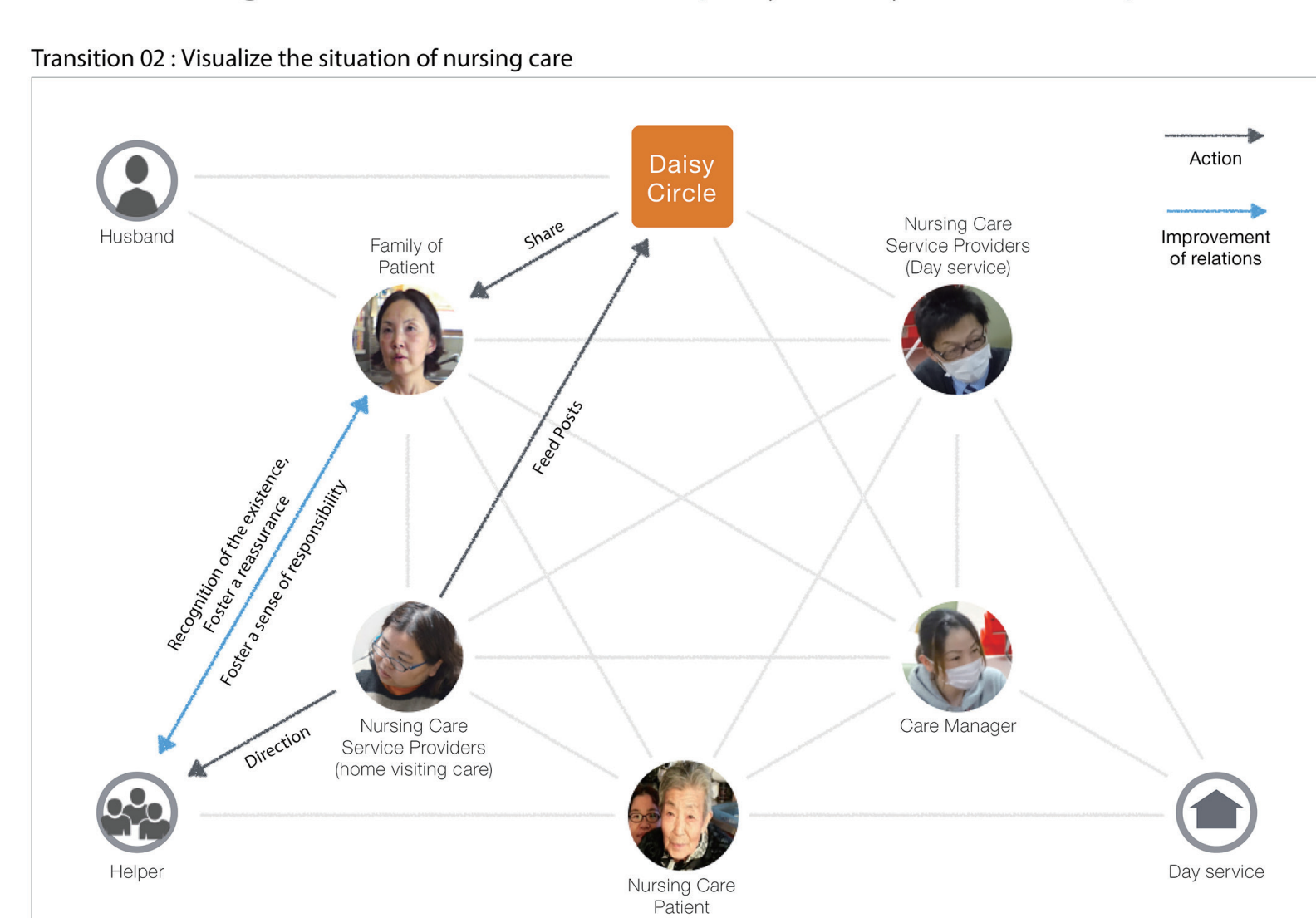
As a result of the project, the closed SNS mobile application service DaisyCircle was released in July 2015.



Process for collecting & analyzing insights



Change cases of relationship by DaisyCircle adoption



Benefits of service

One app to provide values to every stakeholders

DaisyCircle uses visual content and text within a secure environment, made accessible only to people involved in the nursing care. Its objective is to reduce communication costs within the everyday lives of nursing care patients, as well as to increase the relationship of mutual trust among patients, families, and servicers.

By mutually communicating each other's requirements and situations, team members were able to avoid causing nursing care patients minor inconveniences and anxieties. Without being constrained by time, family members were able to find out the daily condition of their parents in care, providing them with complete peace of mind. In addition, improved communication between family members and the nursing care providers allowed them to develop a form of friendship, making it much easier for them to make requests that would have felt awkward in the past. This also reduced unhappiness and prevented problems from occurring among nursing care patients. And communication costs were reduced with facilitating comprehensive sharing of information among members. This allowed care managers* to guarantee dedicated time for their essential care plans.

*Care Manager: The person that creates a care plan by taking into account the wishes of the patient in care or their families.

Effect

Promoting innovation in nursing care

This project was run across a period of over one year, focusing on defining the values for each one of the stakeholders, and carrying out research studies about the users. As a result, we were able to provide positive experiences to the expected target audience just as envisaged. The service was then approved by the Board of Directors at *CASIO* based on a business model that could be expected to achieve continuous profitability, subsequently leading to the release of the service onto the market.

And this service has the potential to have a wide effect on many stakeholders related to the field of nursing care and even on those around them. It can also be expected to have a great impact by changing the way in which communication takes place within the nursing care services industry.



Promotion tools

(Concent, Inc. / CASIO COMPUTER CO., LTD. / Japan)