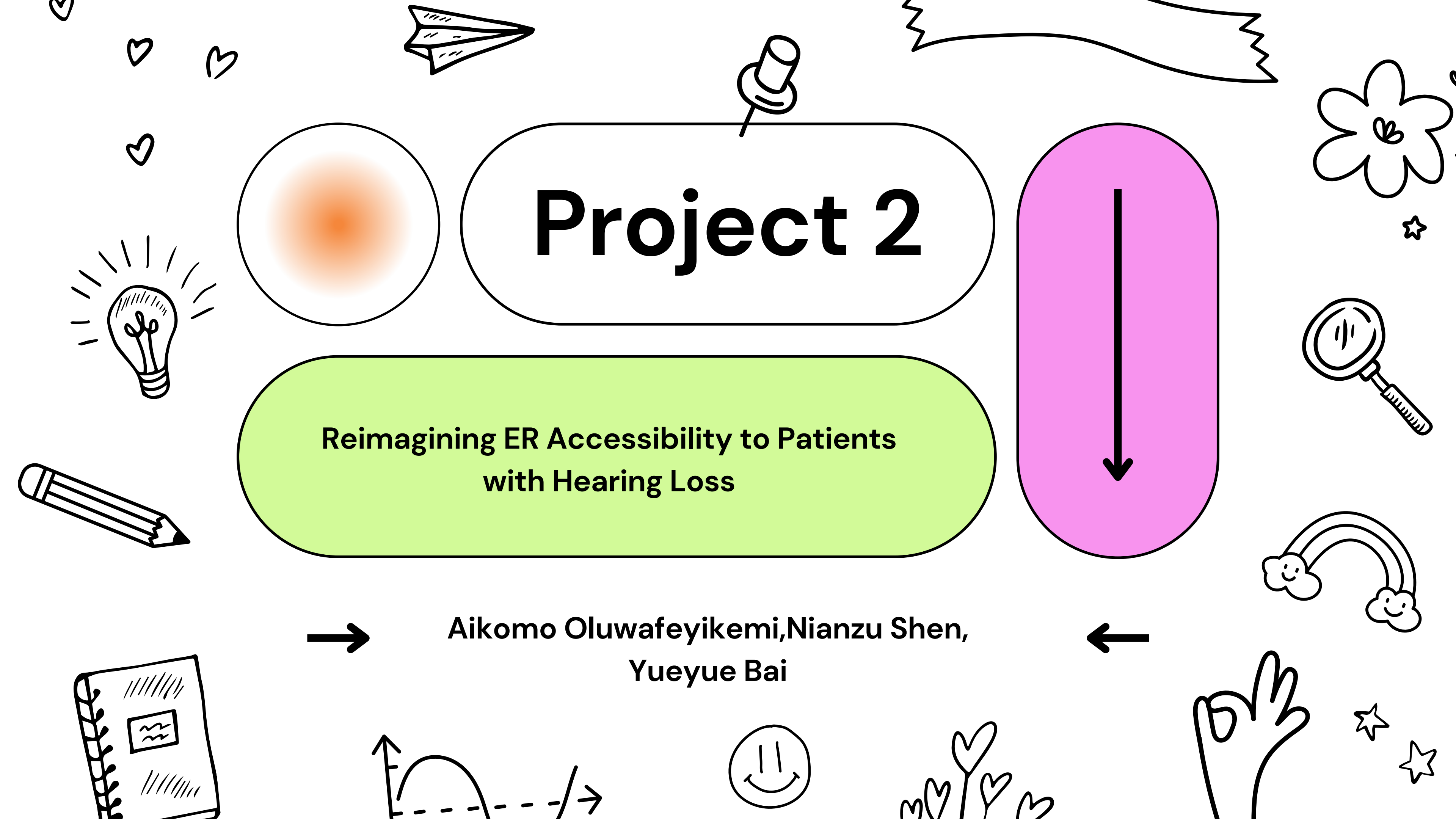




# Project 2

Reimagining ER Accessibility to Patients  
with Hearing Loss

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# Today's Agenda

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Introducing the User

2

Current Scenario/ Past Experience

3

Insight from Research ,  
Interviews

4

Prototype Feedback and  
Reimagined User Experience

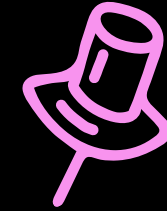
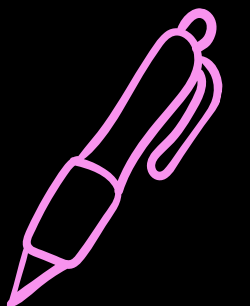
# Introducing

Stacy

**“I knew they must have called my name, but how was I supposed to know? I just sat there and waited, hoping someone would notice.”**



**“The doctor kept talking like I could hear perfectly. I had to keep guessing what he was saying.”**



# Current Scenario/Past Experience

| Stacy Journey Map                                               | Arrival at ERWaiting AreaJourney PhaseJourney PhaseJourney Phase                      |                                                                                   |                                                                            |                                                                                    |                                                                              |
|-----------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| User Actions<br>(Activities)                                    | Arrives with husband, isn't allowed in                                                | Waits without knowing her name was called                                         | Talks to doctor, struggles to understand                                   | Receives verbal-only discharge instructions                                        | Reflects on her experience, avoids returning                                 |
| Touchpoints<br>(Interaction Points)                             | Front desk, intake nurse                                                              | Waiting room announcements                                                        | Doctor consultation                                                        | Discharge nurse                                                                    | No contact from hospital                                                     |
| Sentiments<br>(Thought Bubbles)                                 | "I assumed my husband would be with me....,"                                          | "I just sat there and waited..."                                                  | "I had to keep guessing what he was saying."                               | "I nodded and walked out..."                                                       | "I don't want to go back unless I have to."                                  |
| Emotions<br>(Mood Meter)                                        | ANXIOUSINVISIBLEUNCERTAIN                                                             |                                                                                   |                                                                            |                                                                                    |                                                                              |
|                                                                 | HELPLESSOVERWHELMEDDEFEATED                                                           |                                                                                   |                                                                            |                                                                                    |                                                                              |
|                                                                 |                                                                                       |                                                                                   |                                                                            |                                                                                    |                                                                              |
|                                                                 |                                                                                       |                                                                                   |                                                                            |                                                                                    |                                                                              |
|                                                                 |                                                                                       |                                                                                   |                                                                            |                                                                                    |                                                                              |
| Possible Solutions<br>(Opportunities to improve the experience) | - Create accessibility screening at check-in<br>- Allow communication support persons | Train staff to monitor non-responses actively<br>- Don't assume silence = absence | - Brief providers on patient accessibility<br>- Offer written instructions | - Provide written discharge instructions automatically<br>- Ask patient preference | - Follow-up via call or SMS<br>- Create anonymous feedback for accessibility |

# Insights from Research and Interviews

## Insight 1

ER environments are chaotic and overwhelming for patients with hearing loss, making communication difficult and leading to unnecessary delays.

## Insight 2

Patients with hearing loss may feel marginalized during the triage process, as they often have to advocate for their needs in an environment where their accessibility needs are not immediately apparent. This can result in them being overlooked or not receiving timely attention.

## Insight 3

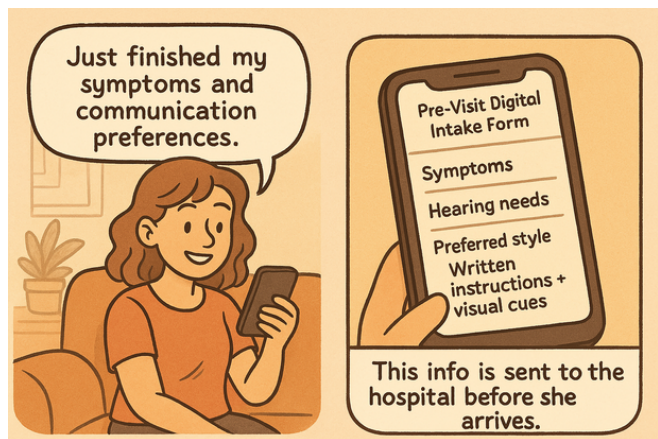
Medical staff are often unaware of the unique challenges hearing-impaired patients face, such as how hearing aids don't work well in noisy environments.

## Insight 4

Hearing aids are ineffective in the noisy ER environment, leaving patients with hearing loss unable to understand critical medical information.

# STORYBOARD

## Pre-Visit



Erin fills out a short digital form from her phone on the hospital website: Symptoms ,Hearing needs ,Preferred communication style: “written instructions + visual cues”  
This info is sent to the staff before she arrives.

## Triage



At check-in, Erin is quietly given a purple wristband that signals her communication needs to all ER staff.

## Waiting Room



Erin doesn't have to guess or worry about missing her name being called.

# STORYBOARD

## Consultant Room



Erin and the doctor are in a quiet, softly lit consultation room. She is handed a small kit containing: A visual symptom chart, dry-erase board, pre-written questions card, and a tablet.

## Discharge



The doctor gives Erin: A printed summary of the visit (written in plain language) Visual aftercare instructions and a follow-up feedback QR code. Erin leaves feeling in control, respected, and not “too much” for the system.



**That's a wrap!**

Thank you for participating!