

# Project Kampe

User Experience Research

2020



*Team Alpha : Graeme Edgar, Sarah Aldosary, Marisa Bivi, Raphael Joseph*



# What we needed to know.

## Main Research Question

Who do mothers trust and what directly influences their decisions to seek or receive healthcare during pregnancy or child-birth?

## Sub Research Question

What are the cultural norms around tracking or monitoring their maternal health & what influences their decision to seek healthcare?



STAGE 1

# Did our homework

## Background Research

Over 30 academic articles around the subject of maternal mortality

- Academic & News Articles.
- Blogs
- Youtube Videos
- Nigerian Press



## STAGE 2

# Asked the Experts

## Subject Matter Expert Interviews

We conducted remote semi-structured interviews

- 30-40min Interviews
- Current situation and their experience in the maternal healthcare system
- Guest speakers



# About the Experts

Subject Matter Expert Interviews



**Medical Doctors**

Dr. Mellitus Abonyi, M.D

Dr. Oliver Amugo, M.D. Dr. Chimoa Amugo, M.D



**Missionary**

Mr. Deepak Dhonde



**Professor**

Prof. Grace Adeniyi-Ogunyankin,

Ph.D., B.A.H., M.P.A.

## STAGE 3

# Asked the Mothers

## Survey Questionnaire

We conducted a survey questionnaire with Nigerian Mothers in Abuja

- 17 Questions
- 3 Weeks
- 324 participants, 284 completed the questionnaire



## STAGE 3

# About the Mothers

## Survey Questionnaire

We conducted a survey questionnaire with Nigerian Mothers in Abuja

- 10-12 Abuja hospitals and clinics
- Uncontrolled sample size



STAGE 4

# Here's, What we learned

Key Insights



Key Insights

# Cost vs. Quality

An Inescapable Tradeoff

**"If you can afford it,  
you never step a foot in a  
government hospital"**

— Tunde Suli (SME)

Key Insights

Cost vs. Quality

An Inescapable Trade-off



Key Insights

# Mismanaged Government Priorities



**"The private hospitals  
are sort of, um,  
supplementing the efforts  
of the government...  
even when the government  
isn't really putting in  
any effort"**

— Dr. Chioma Amugo (SME)





Key Insights

# Lack of Trust

The Overarching Issue

**"You do not go to a  
government hospital  
because you value your life"**

— Tunde Suli

Key Insights

Lack of T

The Overarching I



# Lets hear from our users

Exclusive Batta Box Interviews



ONE

Batta  
Box



I don't think so,  
due to the one I attend to.



STAGE 4

# How might we...

we provide quality and cost effective care

for Nigerian mothers in order to build their trust in the maternal  
healthcare facilities?

# Learning from Rwanda

## Recommendations

- Government prioritization
- Partnerships with NGO's
- Sustainable Universal Healthcare Insurance
- Community based healthcare workers



**Thank you.**

