

TAMA (Treatment Advice by Mobile Alerts)

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We developed an interactive voice response (IVR) system called TAMA (Treatment Advice by Mobile Alerts) that provides treatment support to PLHA on ART. TAMA provides daily pill-time reminders, lets PLHA look up remedies for common symptoms, and provides authenticated information to PLHA in 30-second audio nuggets. Based on the feedback, we developed a production version of TAMA in year 2012 in 6 languages (Marathi, Hindi, Telugu, Tamil, Kannada, and English). In year 2012-2013, we deployed TAMA with 54 PLHA in 5 HIV clinics in India for a period of 12 weeks as a pilot study. We gathered feedback about TAMA's design and usage. We conducted detailed qualitative interviews and analysed usage logs.

We found that TAMA was usable and viable in the real life settings of PLHA and had many desirable effects on their treatment adherence. Our insights informed the design of the next version of TAMA, and some of these can be generalised to design of other long-term, frequent-use IVR applications for users in developing countries in the healthcare domain and beyond. Since year 2013, TAMA is undergoing a randomised control trial where about 300 PLHA will use TAMA and their medical outcomes will be compared with a control group of another 300 PLHA. The results of this study are awaited.



Swarachakra The Complete Keyboard

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Swarachakra in each language has been specially designed by teams of experts who also happen to be native speakers of those respective languages. Thus, the design for Hindi and Marathi vary slightly from each other (though both languages use the Devanagari script), supporting users to type the nuanced differences of the two languages. Likewise, the design for Assamese and Bengali are different from each other. Punjabi and Tamil keyboards are substantially different from Hindi, Telugu, Kannada or Odiya. Typing conjuncts like क्री, स्था, च्य is particularly hard in most Indian languages. But Swarachakra



makes it easy. First tap on the first part of the combination and select the halant. Swarachakra then shows a preview of all possible conjuncts that begin with that consonant. If you also need to add a matra, select it from the chakra like earlier. Such as to write “स्था” in Marathi, first tap on the “स” (1), then select halant. Swarachakra shows a preview of all possible conjuncts that begin with “स”(such as स्क , स्ख , सग etc.) (2). Tap on “स्थ” a chakra(wheel) again with combination of 10 frequent matras will pop up(3), and then select “स्था”.