

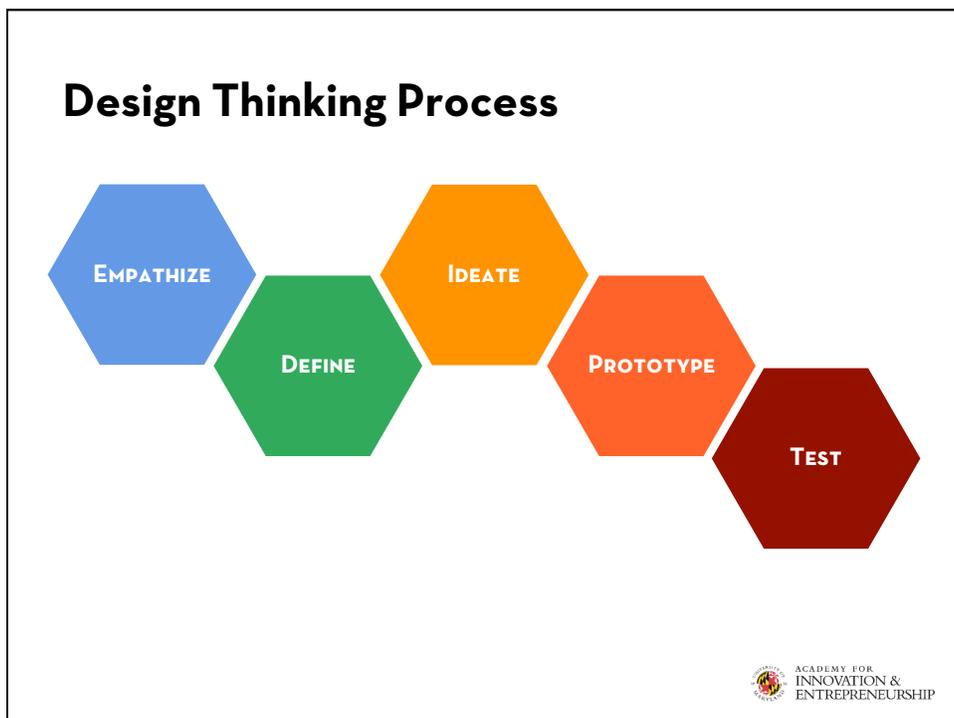
An Introduction to Design Thinking
In One Hour

Brought to you by:

 ACADEMY FOR INNOVATION & ENTREPRENEURSHIP

 HASSO PLATTNER Institute of Design at Stanford

Quick intro to design thinking...

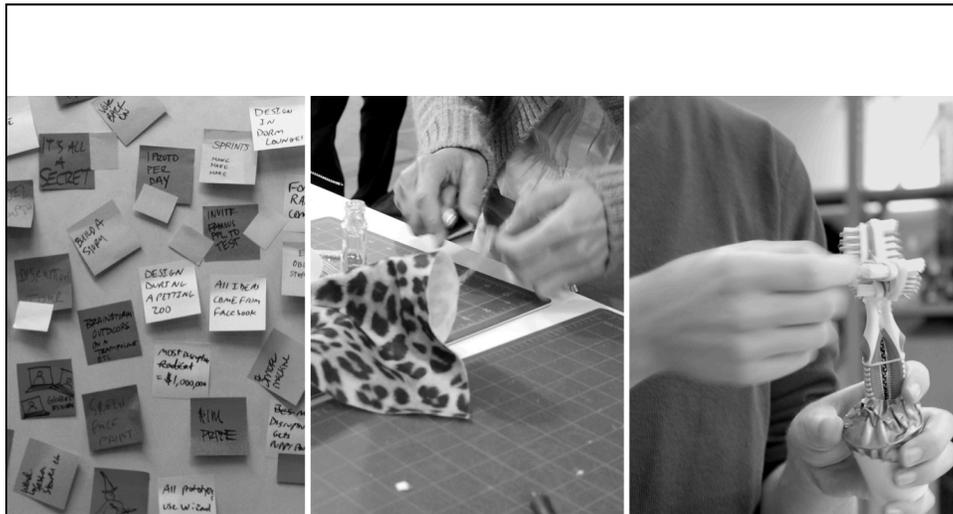


Products



Services & Systems





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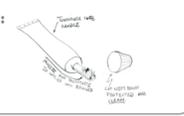
Design the IDEAL oral hygiene experience.

Draw

Sketch your idea here!



Example:



d. 

Your mission: Redesign the oral hygiene experience for your partner. Start by gaining empathy.

1 Interview

Notes from your first interview

Example:

NO LOGIC CENTER W/ 3 POBOUT!!
LEAVE ANIMALS BRANER 2K, INKER FLAMES "IF MY TEETH DON'T FEEL
↳ CAN THE OTHER DATE HOWARD AFTER THIS "MAGNATE 22 "DON'T FEEL CLEAN"
CAT BLANK W/ (C)!! BEGAL!

Switch roles & repeat Interview

2 Dig Deeper

Notes from your second interview

Example:

NO LOGIC CENTER W/ 3 POBOUT!!
LEAVE ANIMALS BRANER 2K, INKER FLAMES "IF MY TEETH DON'T FEEL
↳ CAN THE OTHER DATE HOWARD AFTER THIS "MAGNATE 22 "DON'T FEEL CLEAN"
CAT BLANK W/ (C)!! BEGAL!

Switch roles & repeat Interview

d. @ @ @ @ @

Reframe the problem.

3 Capture findings

Goals and Wishes:
What is your partner trying to achieve?
*use verbs

Insights: New learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?
*make inferences from what you heard

d. @ @ @ @ @

4 Take a stand with a point-of-view

partner's name/description

needs a way to _____
user's need

because (or "but ..." or "Surprisingly ...")
[circle one]

insight

Example:

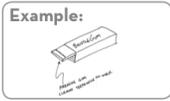
user's name **MARIE** user's goal needs a better way to FEEL PRODUCTIVE WHEN BRUSHING
surprising insight because 2 MINUTES IN FRONT OF THE MIRROR FEELS LIKE WASTED TIME.

d. @ @ @ @ @

Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user's needs.

 _____
write your problem statement above

				
---	--	--	--	--

6 Share your solutions & capture feedback.

Notes

d. @@@@

Switch roles & repeat sharing.

Iterate based on feedback.

7 Reflect & generate a new solution.

Sketch your big idea, note details if necessary!

d. @@@@

Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

9 Share your solution and get feedback.

+ What worked...	- What could be improved...
? Questions...	! Ideas...

d. @ @ @ @ @

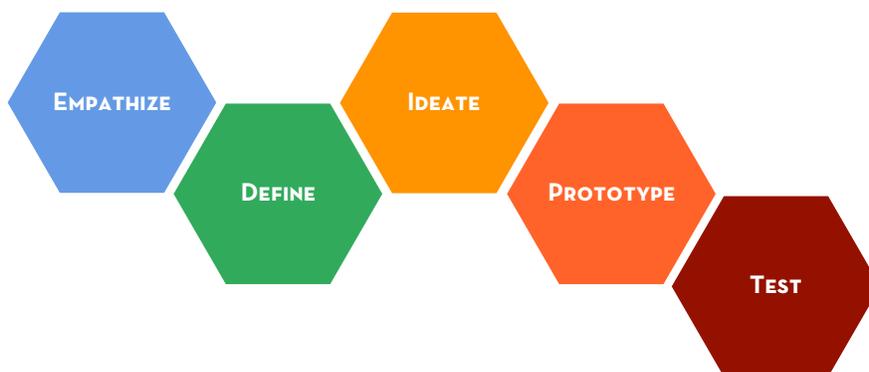


design thinking stories

Kaiser Permanente
general electric
embrace



Design Thinking Process



Kaiser Permanente



Source: <http://xnet.kp.org/innovationconsultancy>



THE NEED TO ARRIVE EARLY

The oncoming Charge Nurse was having to arrive 30 to 45 minutes prior to official shift start time to prepare for the oncoming staff.



COLD HAND-OFFS

Off-going shift recorded shift-report onto a tape recorder left in the break room for the oncoming RN to listen to at start of shift.



"GHOSTTOWN"

Patients characterized the unit during shift change as a "ghost town" with no care-givers to be found for up to 90 minutes at a time.

Source: <http://xnet.kp.org/innovationconsultancy>



The Brainstorm

- For two-days in May 2004, four-teams of 10 (one from each hospital region) made up of nurses, ward clerks, managers and nurses assistants gathered in Oakland to hear the stories and then brainstorm ideas.
- They came up with **over 400 ideas!**
 - Genius Butterfly
 - Star Trek communicator
 - Arm computer-communicators
 - Holographic projectors of location
 - Plasma patient info screens



2007 NPSF Patient Safety Congress



Learning from the Past, Creating the Future



Source: <http://xnet.kp.org/innovationconsultancy>

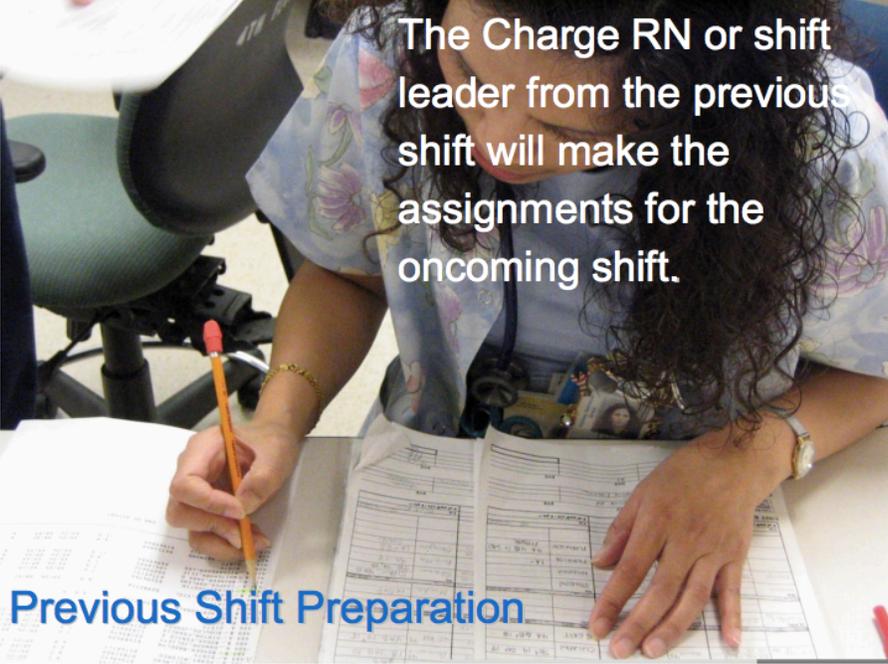


Nurse Knowledge Exchange

Before Change	During Change	During Shift
 <p>Previous Shift Prep: Outgoing charge nurse or shift leader makes staff assignments for the oncoming nurses.</p>	 <p>Unit-at-a-Glance: High level overview of patient's on the unit (similar to Unit system list). Charge RNs or shift leaders use to give handoff to each other.</p>  <p>(My Brain): printed summary of patient data compiled by nurse for the oncoming nurse. Reviewed by oncoming nurse prior to face-to-face handoff.)</p>  <p>Bedside Round: Outgoing and oncoming nurses meet at bedside to turnover care. Face-to-face shift change. Structured Report Out*</p>  <p>Patient Care Board: a whiteboard in the patient's room where daily goals and projected discharge info are written during bedside round. Teach Back**</p>	 <p>Shift Change Report (The Neuron): A shift change tool updated by nurses and unit assistants. Reports can be used for exchange of info on the unit and with ancillary services, Bed Control and hospitalists.</p>

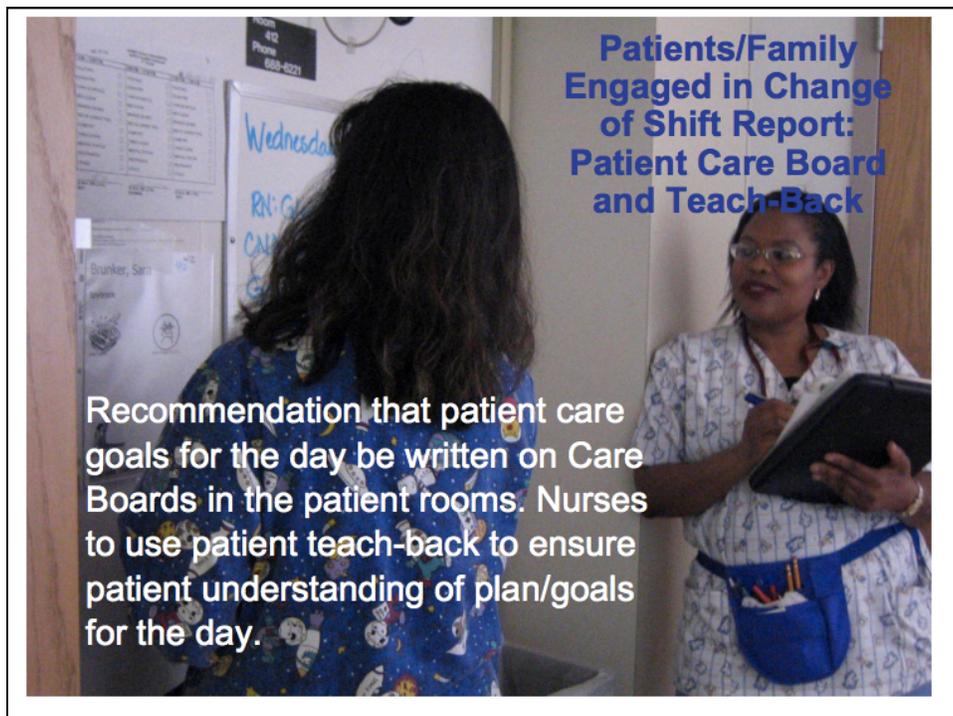
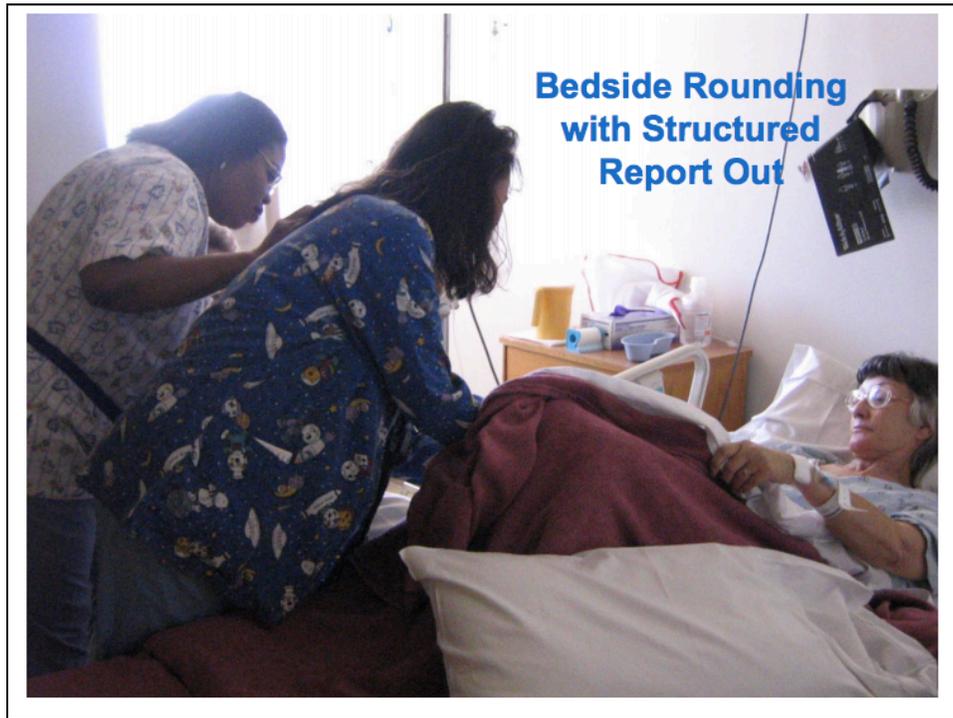
2007 NPSF Patient Safety Congress

Learning from the Past, Creating the Future



The Charge RN or shift leader from the previous shift will make the assignments for the oncoming shift.

Previous Shift Preparation



General Electric

DOUG DIETZ



PRINCIPAL DESIGNER, GE HEALTHCARE





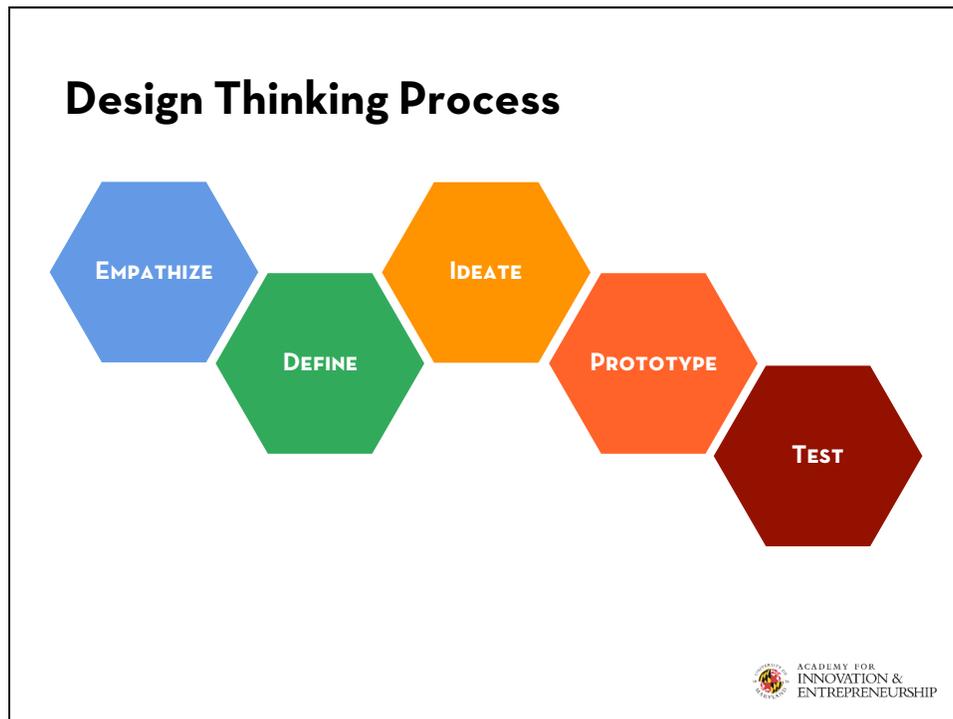
Procedural Theater UPMC 'Jungle Adventure' Pilot Install

The collage includes: a 'Before' photo of a standard medical room; an 'After' photo of the room transformed into a jungle-themed theater with a log ride table; a close-up of the log ride table; a close-up of a purple frog prop; a close-up of a waterfall and koi pond floor; a close-up of 3D jungle wall panels; a photo of the theater in operation with a patient on the log ride; and a small illustration of a toucan, a frog, and a tiger.

- Interactive Jungle theme**
- Log ride (table)
- Waterfall- Koi fish pond floor
- 3D Jungle walls
- LED light effects, Aroma diffuser, sounds

A small diagram at the bottom of the collage shows a central blue star icon connected by lines to several smaller icons representing different components or stages of the project.

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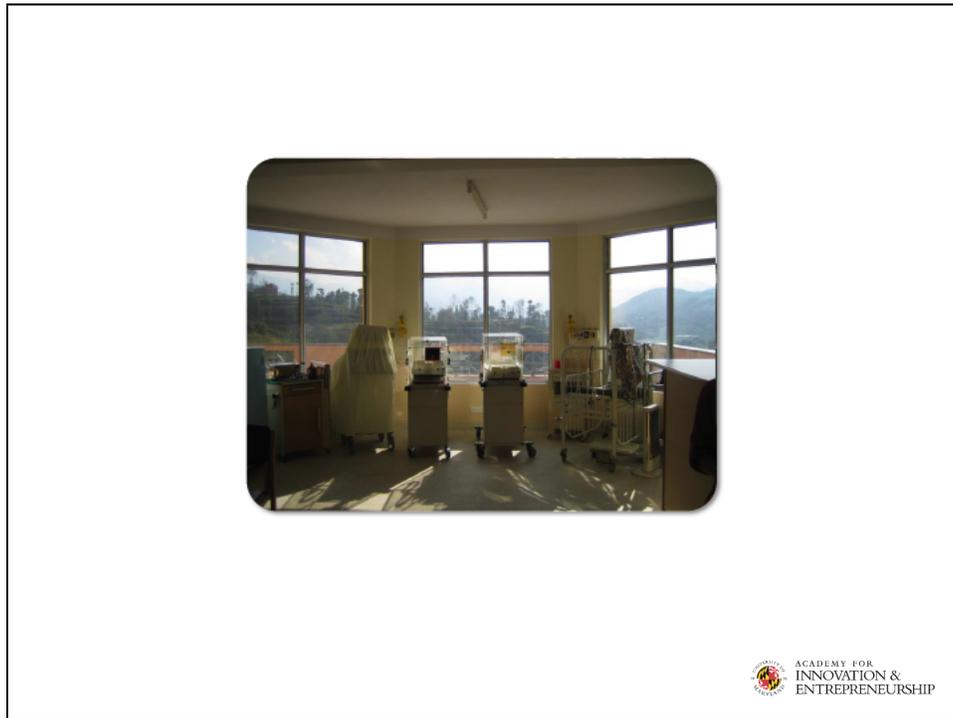


embrace

(the original design directive)

create a cheaper and easier-to-maintain incubator for clinics in Nepal

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Nepalese Parent



Typical Nepalese Parent is a rural villager with an annual income of less than \$200. They are illiterate, have access to local rural clinics (~30 minutes away) but not to major health facility since they lack the funds/resources to travel to a major hospital. Because of this baby delivered at home, unassisted.

the embrace point of view

user

desperate Nepali mother living in a remote village

need

to keep premature baby *warm* to give it a chance to survive

insight

most mothers don't have the means to bring their baby to a hospital





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