



HMW and Ideation



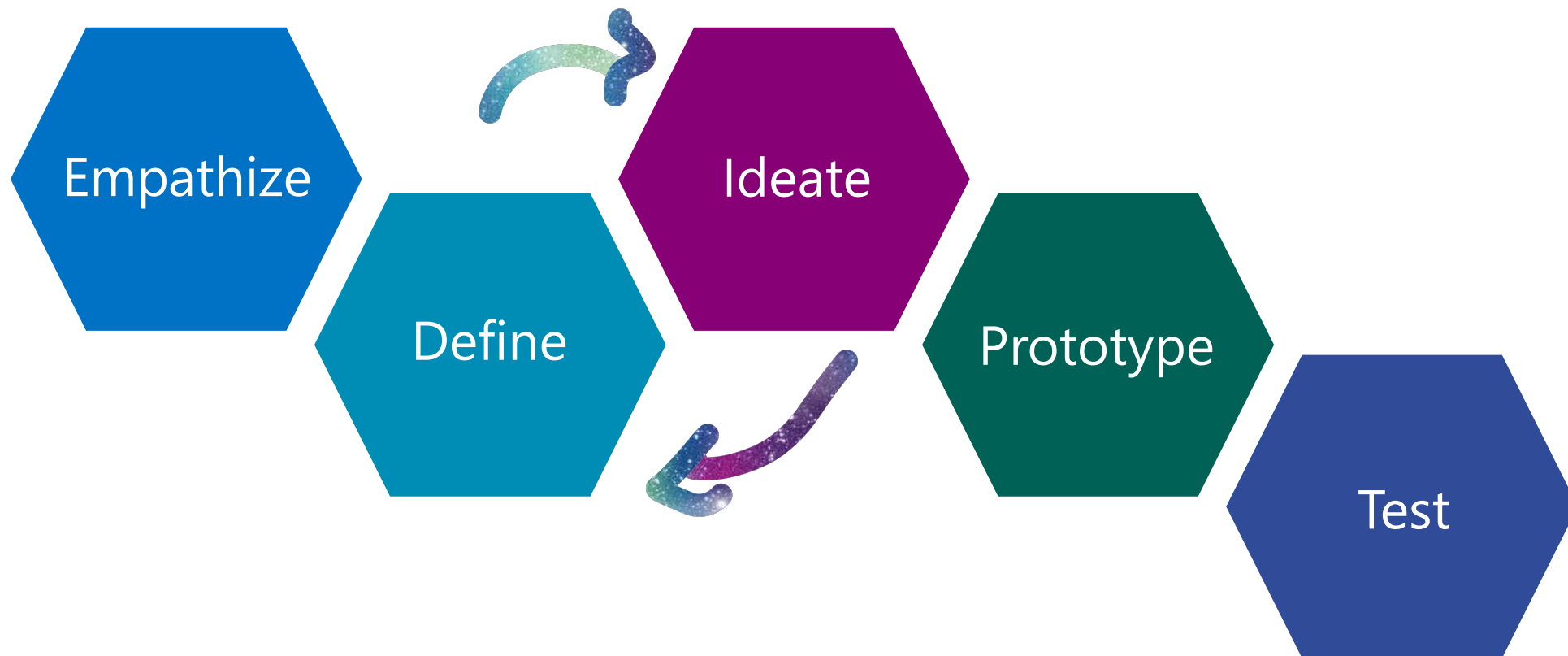
Agenda

- Introduce HMW methodology
- Describe crazy 8 activity

Design thinking phases

Phases of design thinking

Today begins the ideate phase and exploring what the solutions could be to the problem statement. This is a phase for expansion and thinking big.



How might we...?

How might we (HMW)

The goal is to expand thinking in a problem space by asking the question “how might we...?”

We’ll use it on problem statements to expand thinking before ideating on potential solutions.

Invented by Procter and Gamble and advocated in design thinking by IDEO, design firm.

HMW techniques to try

- Double down on what's good
- Focus on emotion
- Take it to the extreme
- Explore the opposite
- Create an analogy
- Question an assumption

Sample HMW

Problem statement: Patients need to be able to manage their healthcare from their phone and easily access critical services in order to improve health outcomes.

HMW

Enable patients to access without a phone or any technology?

HMW

Prevent a user from ever missing an appointment?

HMW

Ensure users are following up on their health actions?

HMW

Connect patients to helpful non-care services?

HMW

Create new ways for doctors to communicate with patients?

HMW

Make it as easy to manage health as it is to order a Domino's Pizza?

HMW

Make users happy to pay their medical bills?

HMW

Allow patients to manage their healthcare by fax?

HMW

Allow children to participate in their own healthcare management?

HMW

Make it easy for families to manage healthcare together?

Crazy 8s

Sketching best practices

Drawing is the first step in prototyping. It's a modality for expressing ideas.

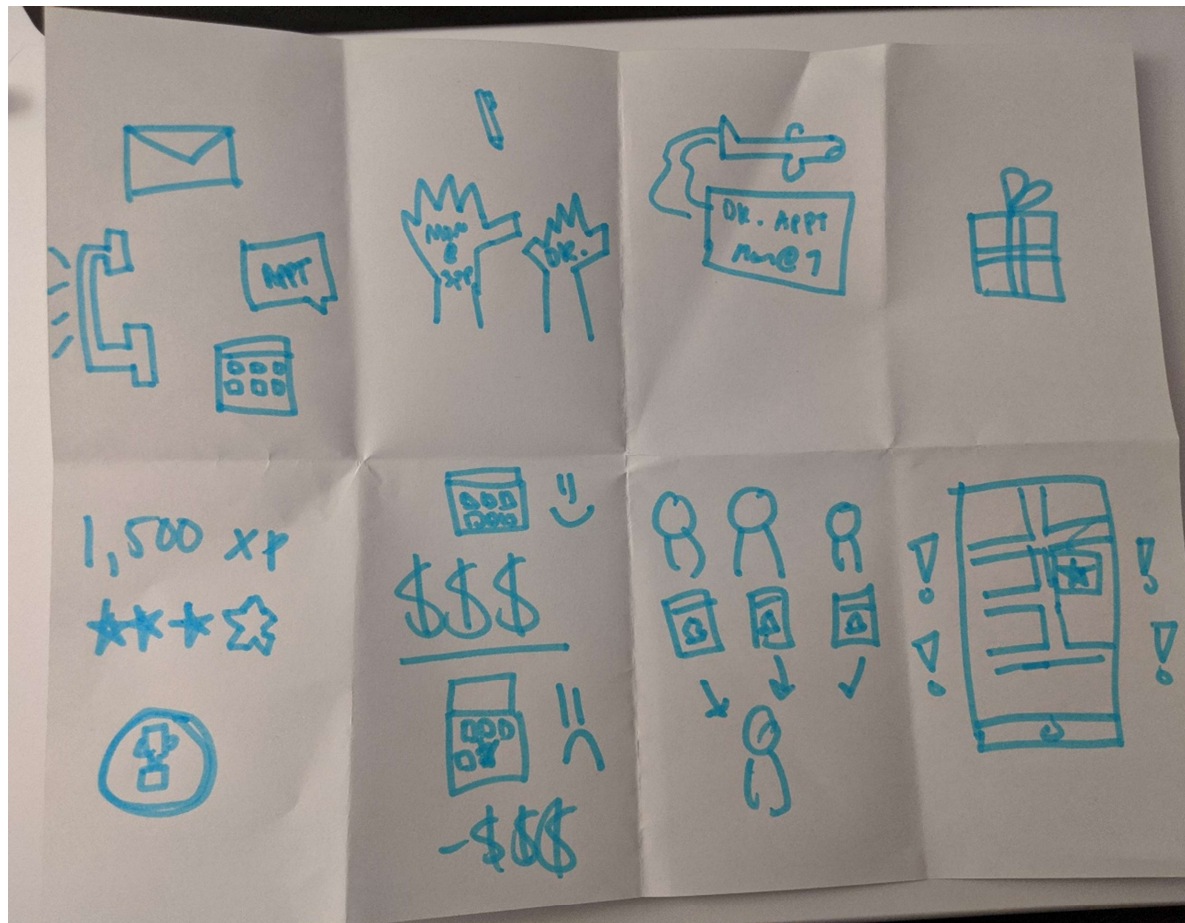
- Capture the essence
- Don't worry about the details
- Everyone can sketch

Activity - crazy 8s

- Pick one of the problem statements
- Fold a piece of paper into 8 sections. You'll have 5 minutes to draw one solution in each section.
 - Pictures not words
 - No limits on the idea
- Share with team
 - What area did you choose?
 - Describe each idea

Sample crazy 8s: you can do it, too!

Follow up care is critical to health outcomes; patients should have the support they need to never miss an appointment.



1. Reminder alert on all the devices
2. Write it on hands with sharpie
3. Fly it from an airplane
4. Patient gets a present for showing up
5. Incentive program with points and stars
6. Patient gets cash when they show up, loses cash if they don't
7. Family and friends are recruited to bug
8. Phone loads appointment on map and only shows map until patient goes

KMO

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