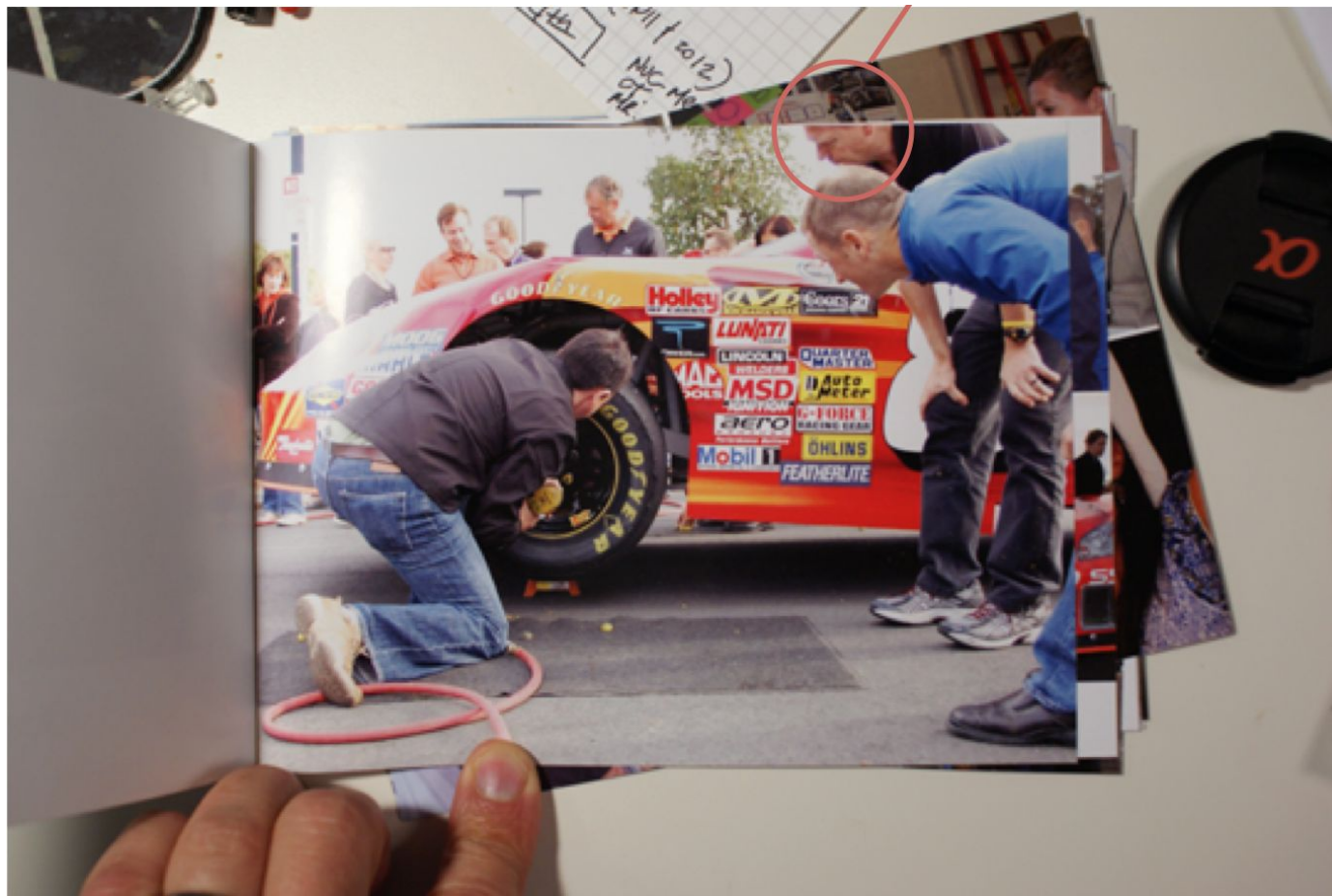
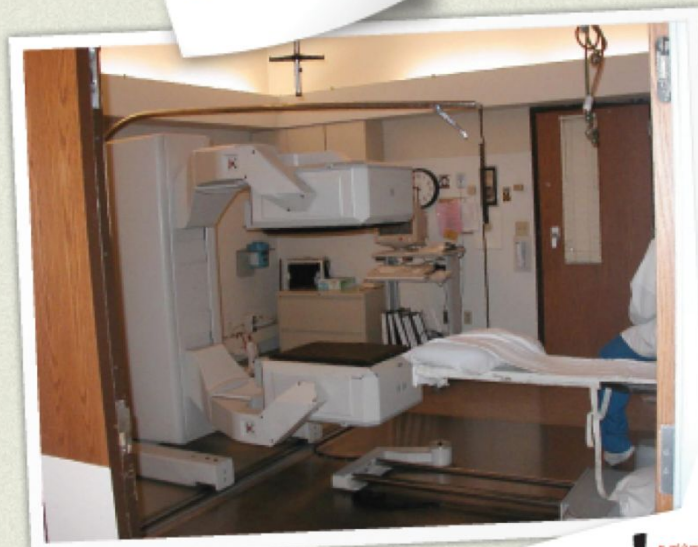


October 7, 2014

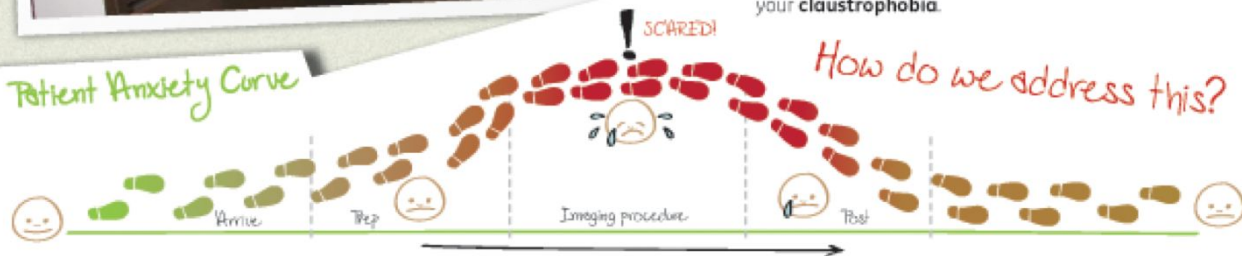


Our **BIG** challenge



Diagnostic equipment has fueled much of the advance in medicine in the 20th century by letting us see inside the body noninvasively, but it still sits in **white, sterile, fluorescent rooms that smell like a medicine cabinet**. The equipment is **far from friendly** and, in most exams, you have to **lie very still for 30-45 minutes, alone**, while the medical technologist leaves the room and you fight your **claustrophobia**.

Patient Anxiety Curve

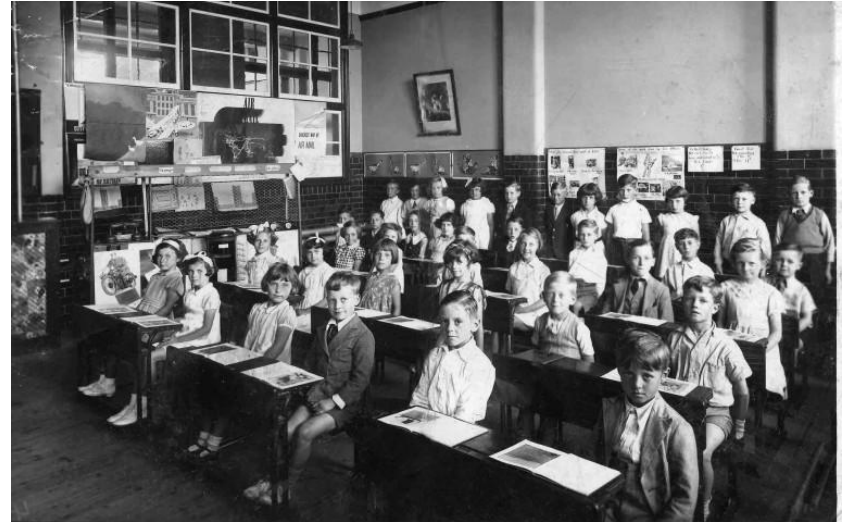


**As designers we need to think
about ourselves less...**

Control

Order

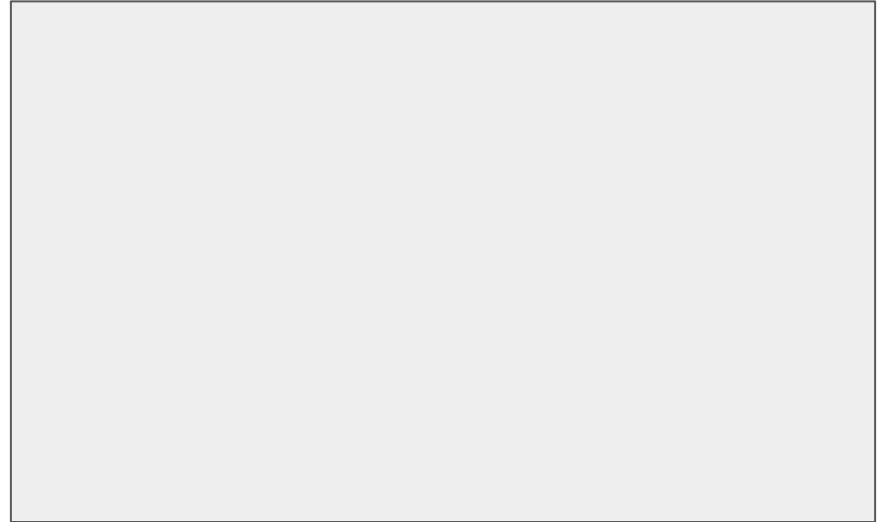
Hierarchy



**Information
overload**

**Endless
Opportunities**

Selfies



**Good design > good questions >
people who care > think about
themselves less**

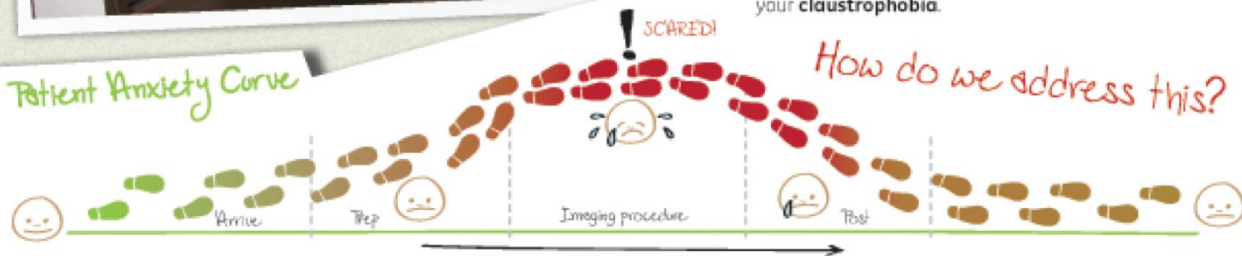
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Patient Anxiety Curve





Strangers



Smells funny

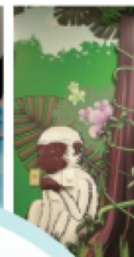
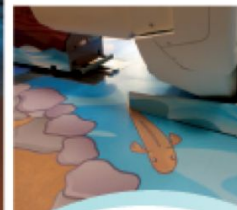
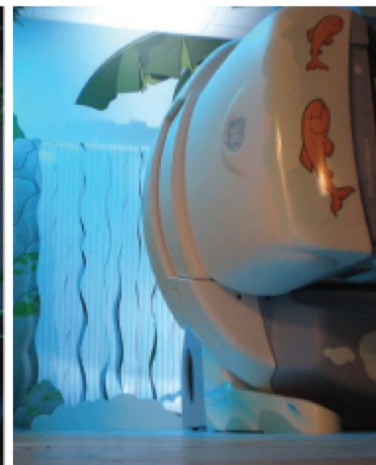


Scary Scanners





Jungle Adventure



(Before)

“The Nuclear Medicine room that was designed by GE is absolutely fantastic. That room is **exactly what a children's hospital should look like**. It is the epitome of what a pediatric imaging room should be, with all of the **lights, sounds, smells, and amazing decorations** on the walls, floor, and scanner. We are so excited and proud of this room in our department. In fact, the staff from several nursing units has expressed how jealous they are of what a **wonderful experience** this room will create for our patients and families.”

Dana Etzel-Hardman, MSN, MBA, RN, CPN,
Training and Education Specialist





As you continue your journey as a designer, I hope you don't forget the most important purpose of Prototyping...

...think about yourself less, to gain empathy and a deeper understanding for who you're designing for.