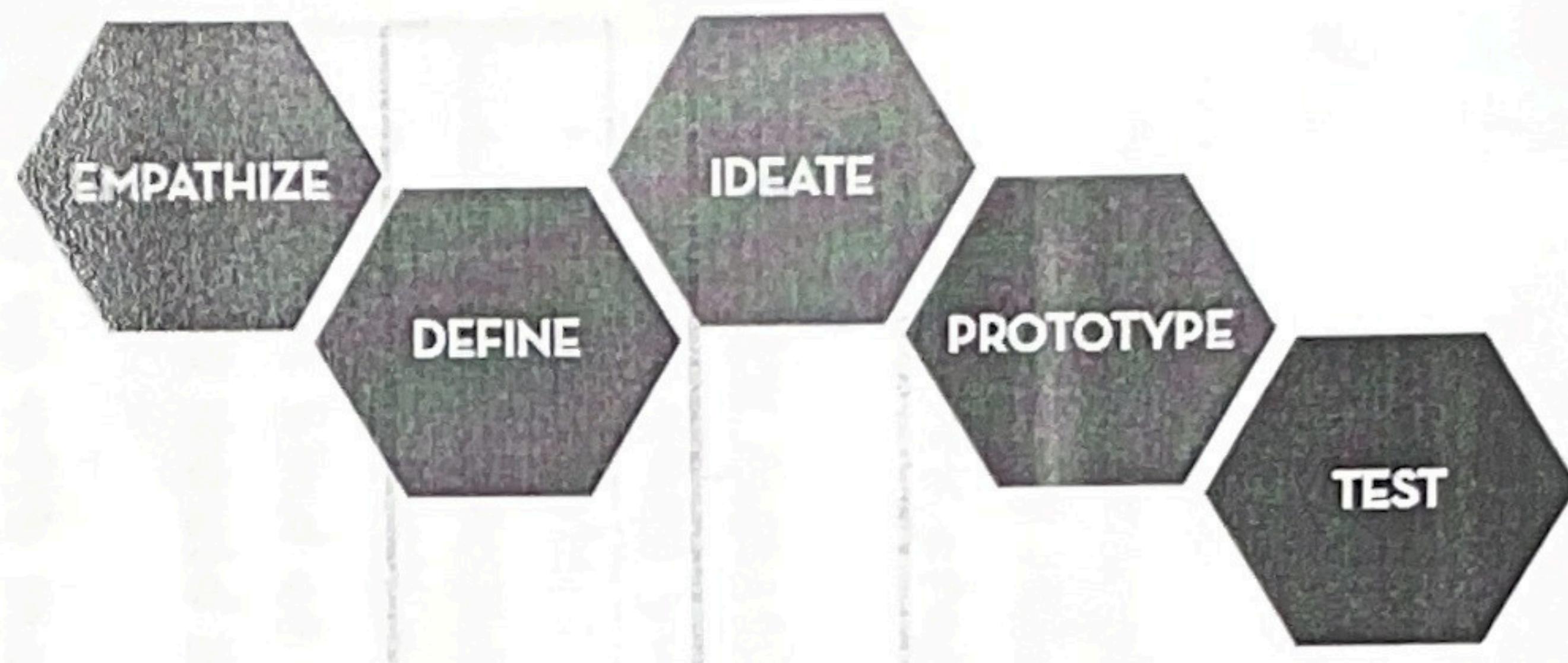


Design Thinking for BI



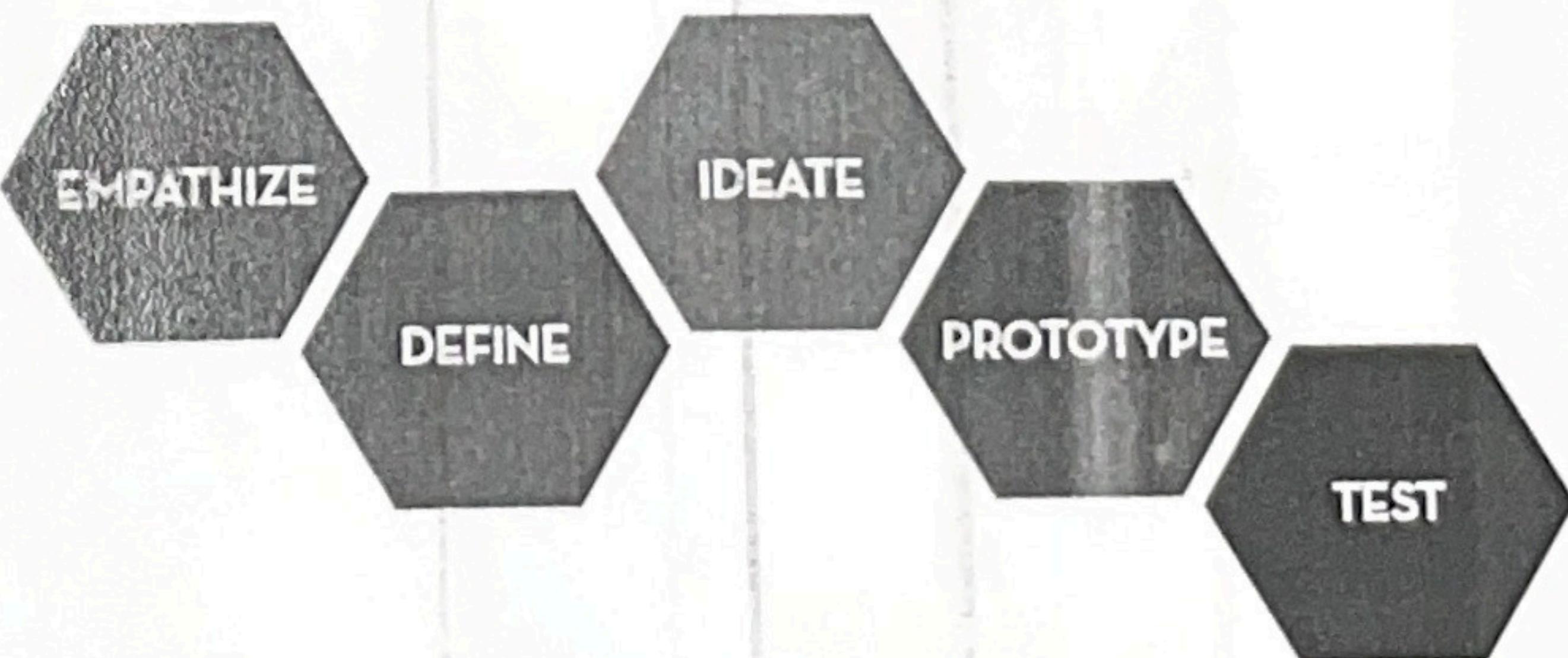
Team Members and Roles

Saad

Zainab

Asma

Uzair



BI DESIGN SPRINT - EMPATHIZE

Design
Thinking
for BI

For this design sprint, AI will act as your domain expert.

AI Prompt example:

Act as a [job role] working in [industry or domain]. I'm a student working on a Business Intelligence project, and I want to understand your needs. Can I ask you a few questions?

Interview questions examples:

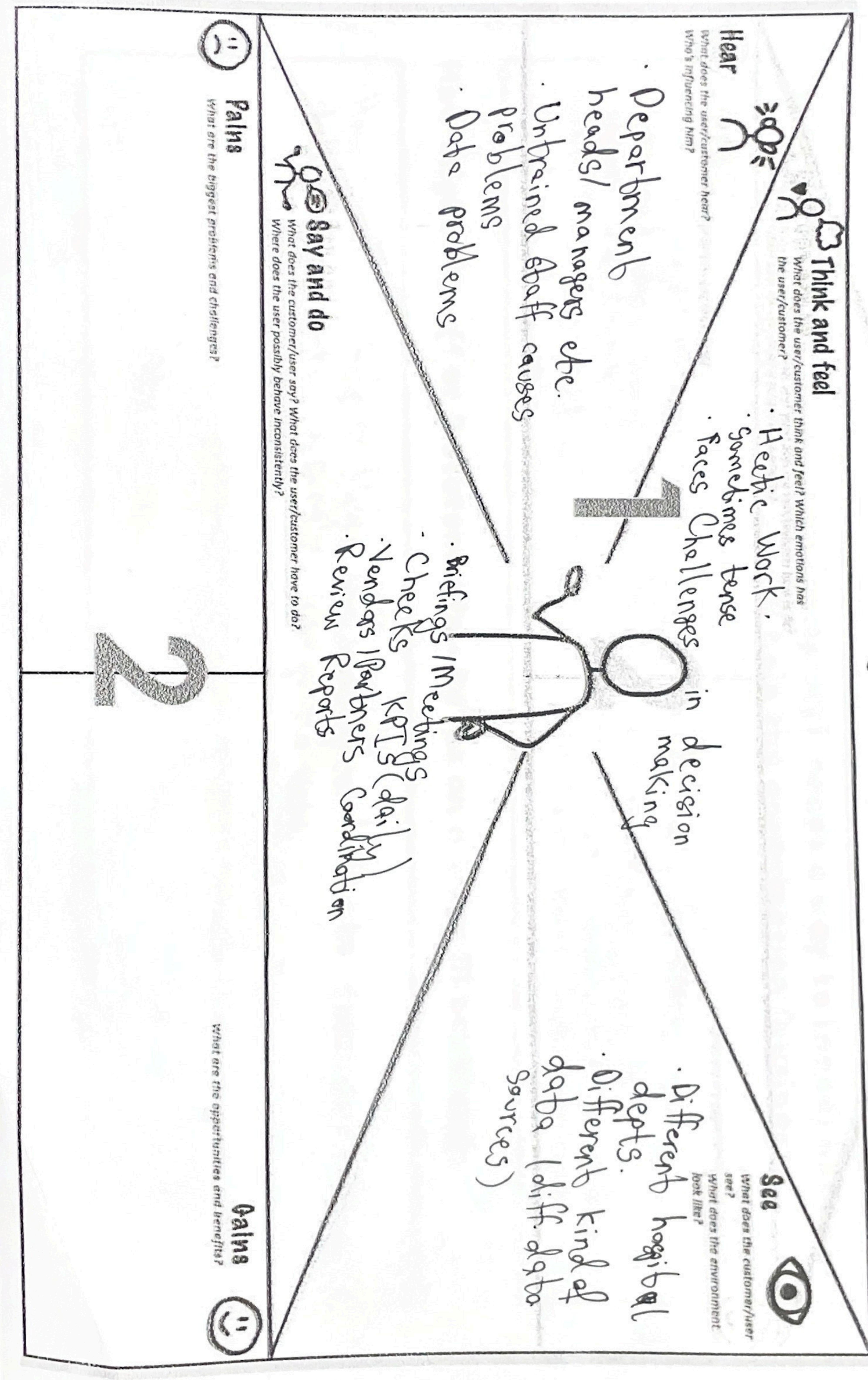
- What does your everyday look like?
- What decisions do you make regularly in your role?
- What information or data do you usually rely on?
- What challenges do you face when trying to make data-driven decisions?
- What kind of reports or dashboards are most helpful to you?
- What would make your job easier from a BI or analytics perspective?

Come up with more questions and jot them down. Make sure to keep the chat safe as you will be submitting it.

BI DESIGN SPRINT - EMPATHIZE

Design Thinking
for BI

Know Your Manager - Empathy Map



BI DESIGN SPRINT - DEFINE

So what's the business problem?

"[Stakeholder], a [role] from [company], needs a way to [need] because [insight]. Fulfilling this need will help the organization [business impact]."

Uzair, a hospital manager from ABC hospital, needs a way to assess critical patient data and data coming from different sources because currently data is distributed and security protocols make it difficult to access data. Fulfilling this need will help the organization make better decisions and maintain data integrity.

How might we... (1 or 2 statements - Focus on a clear BI problem)

How might we help Uzair use available tools to combine different data sources into a single integrated view.

*Design Thinking
for BI*

BI DESIGN SPRINT - IDEATE

TEAM MEMBER 1 NAME

Zanick

Come up with as many ideas. One idea per sticky note.



Patient
Oakwood

average
billing
amount



admission:

average
length of
stay



average
patient
of
each
doctor



total
revenue

occupancy



expected
vs
achieved
discharge



Top
medical
conditions
treated

No judgement - Go for volume - Be creative

Design
Thinking
for BI

BI DESIGN SPRINT - IDEATE

TEAM MEMBER 2 NAME

Uzair Nadeem

Come up with as many ideas. One idea per sticky note.

Average Billing
Amount of
diff. medical
conditions
(Bar chart)

Most common
condition
at each blood
type

Analyses
of medicines
for conditions

Insurance
Provider
vs Billing
Amt.

Age demog-
raphic
analysis

Revenue
by hospital

Patient
load per
doctor

Average
length of
stay.

Most used
meds.

No judgement - Go for volume - Be creative

BI DESIGN SPRINT - IDEATE

TEAM MEMBER 3 NAME

Saach Thaplawala

Come up with as many ideas. One idea per sticky note.

Date of admission
- discharge
date.

new column
name stay.

check stay
by Medical
condition

check stay
by Admission
type

check stay
by test results.

check stay
by test results.

Avg bill per
Medical
condition

Avg bill per
Medical
condition

total bill
by medical
condition

total bill
by medical
condition

No. of unique
room per day

Avg stay
by medical
condition

No judgement - Go for volume - Be creative

BI DESIGN SPRINT - IDEATE

TEAM MEMBER 4 NAME

Name _____

Come up with as many ideas. One idea per sticky note.

New column:
Age Group
by grouping
by Age

Average of
Billing Amount
Amount by
Age Group
by Medical
Conditions

Sum of Billing
Amount by
Age Group

Average of Billing
Amount by
Medical Condition
and Gender

No. of patients
over time with
different
medical condit-
ions

Average
Billing Amount
by Brand
Type

Billing trend
across differ-
ent time
periods

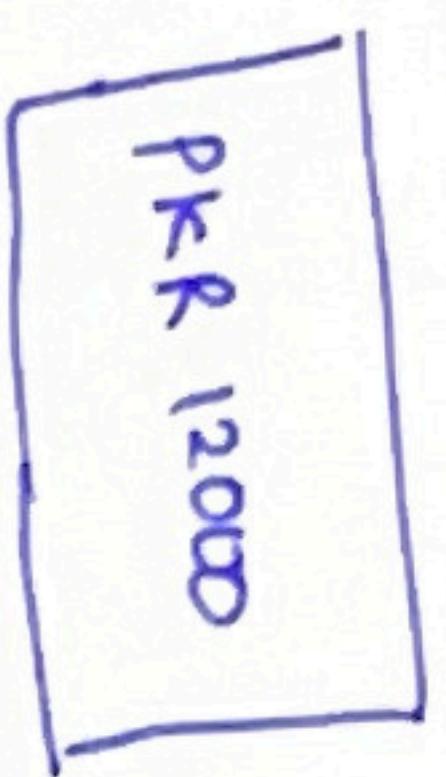
Most common
medical cond-
ition reversal
in home care
by Insurance
Provider

Occurrence of
different med-
ical conditions
in each gender

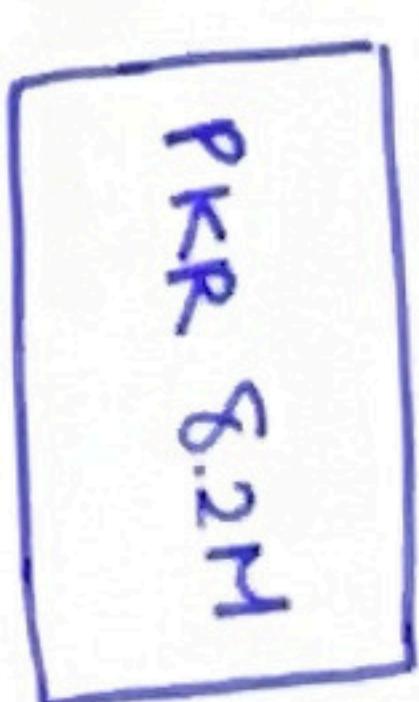
No judgement - Go for volume - Be creative

BI DESIGN SPRINT - IDEATE

Crazy 4s - Sketch ideas that might be a BI solution
Each member will create this individually.

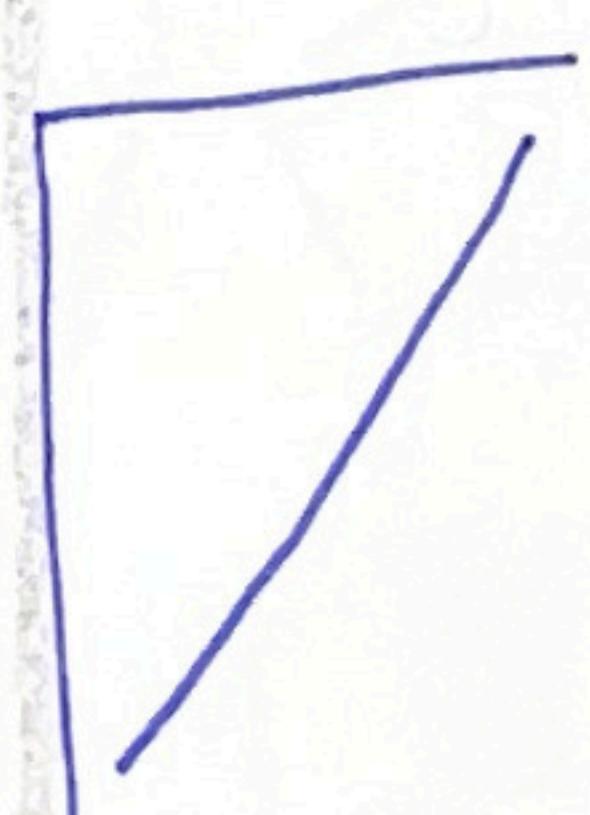


→ card showing
average billing

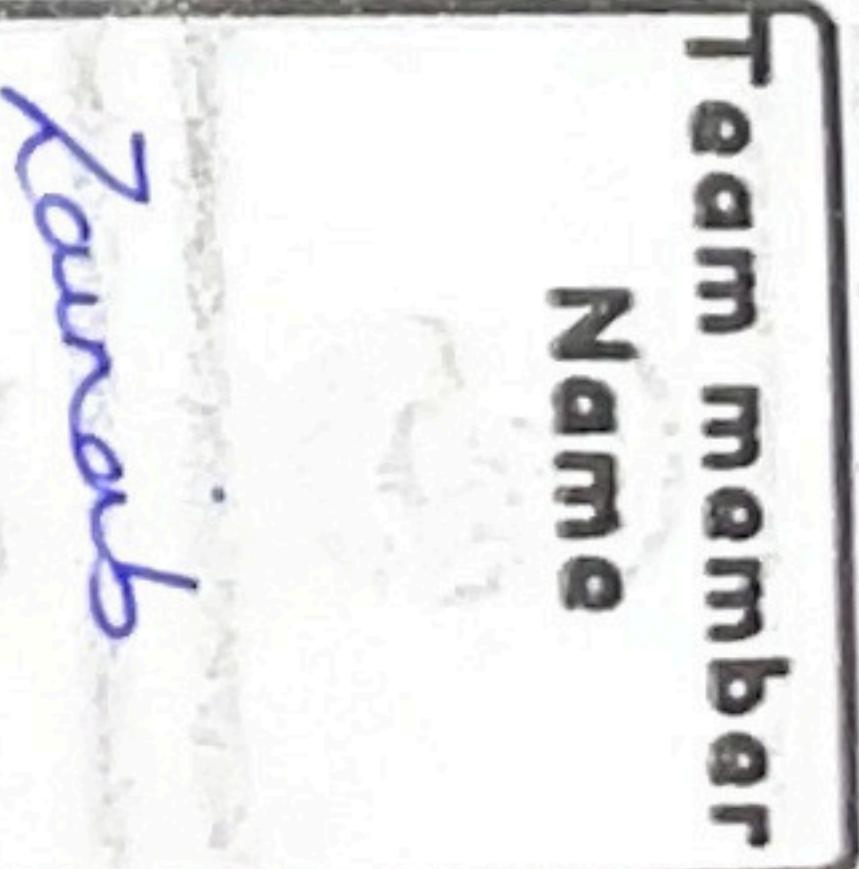


→ card showing
total revenue

1



→ line chart
showing
revenue trend



Design
Thinking
for BI

4

3

2

BI DESIGN SPRINT - IDEATE

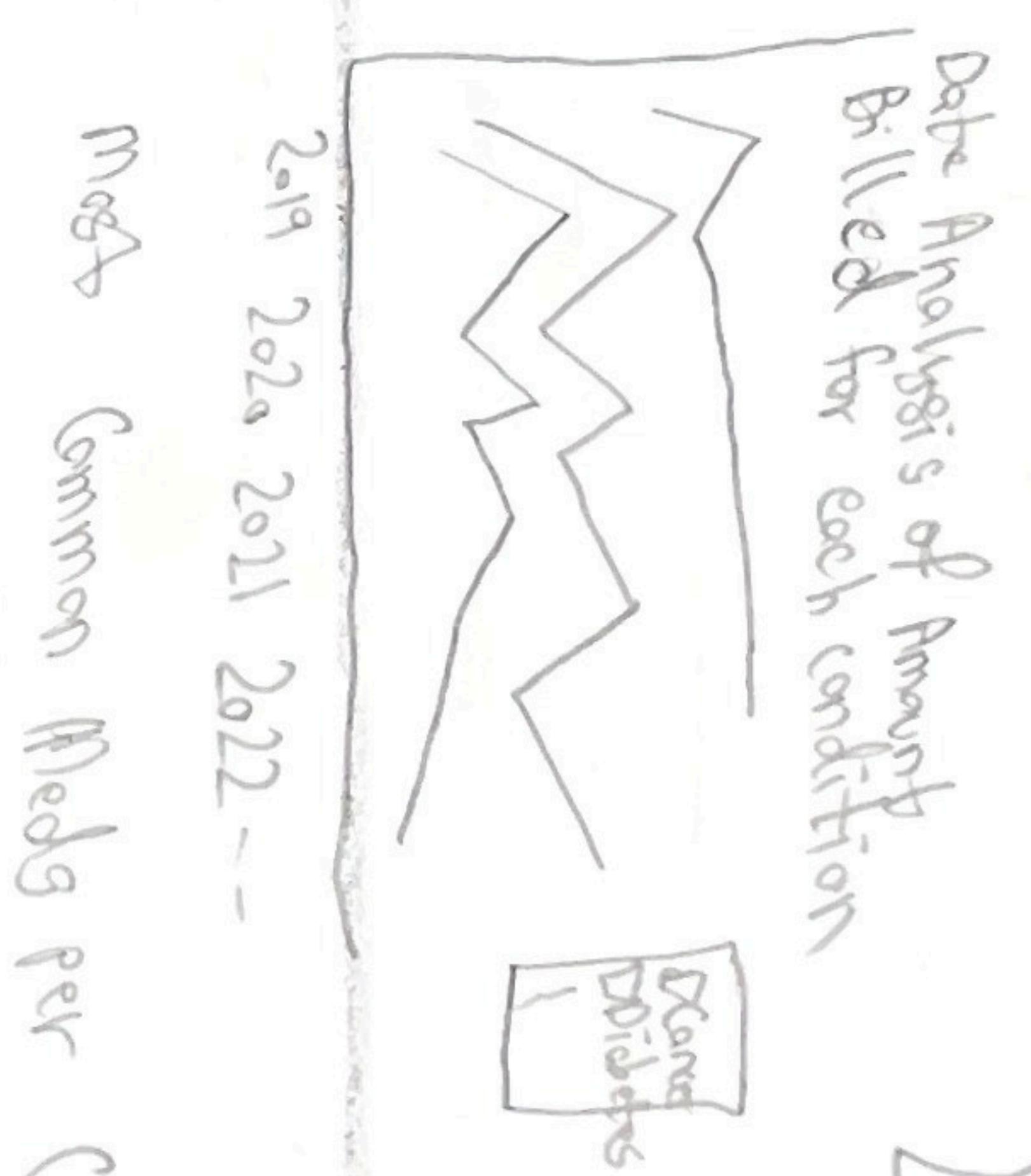
Design Thinking
for BI

Crazy 4s - Sketch ideas that might be a BI solution
Each member will create this individually.

2

Team member
Name

Uzair
Nadeem



Most Common
Condition
Cancer



1

Team member
Name

Uzair
Nadeem

3

4

BI DESIGN SPRINT - IDEATE

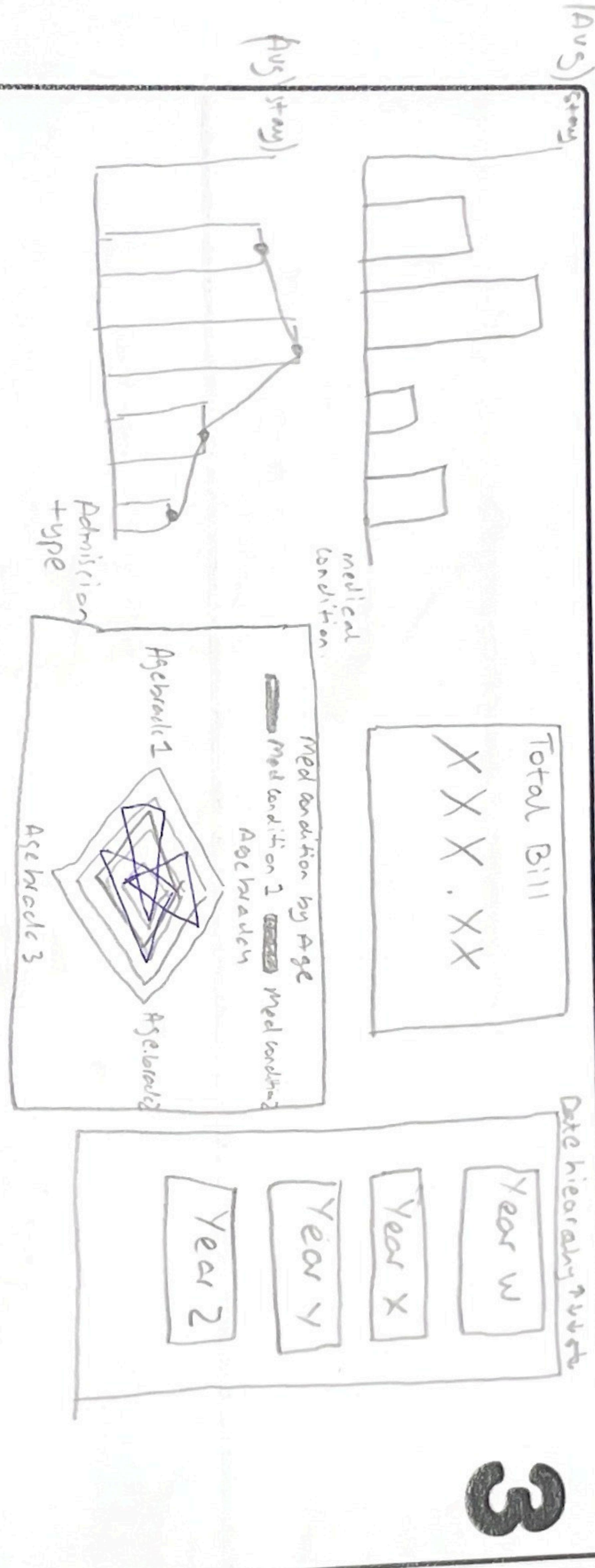
Design Thinking
for BI

in
ing

Crazy 4s - Sketch ideas that might be a BI solution
Each member will create this individually.

3

Team member
Name
Saad Theplawa.



2

1

4

BI DESIGN SPRINT - IDEATE

Design Thinking
for BI

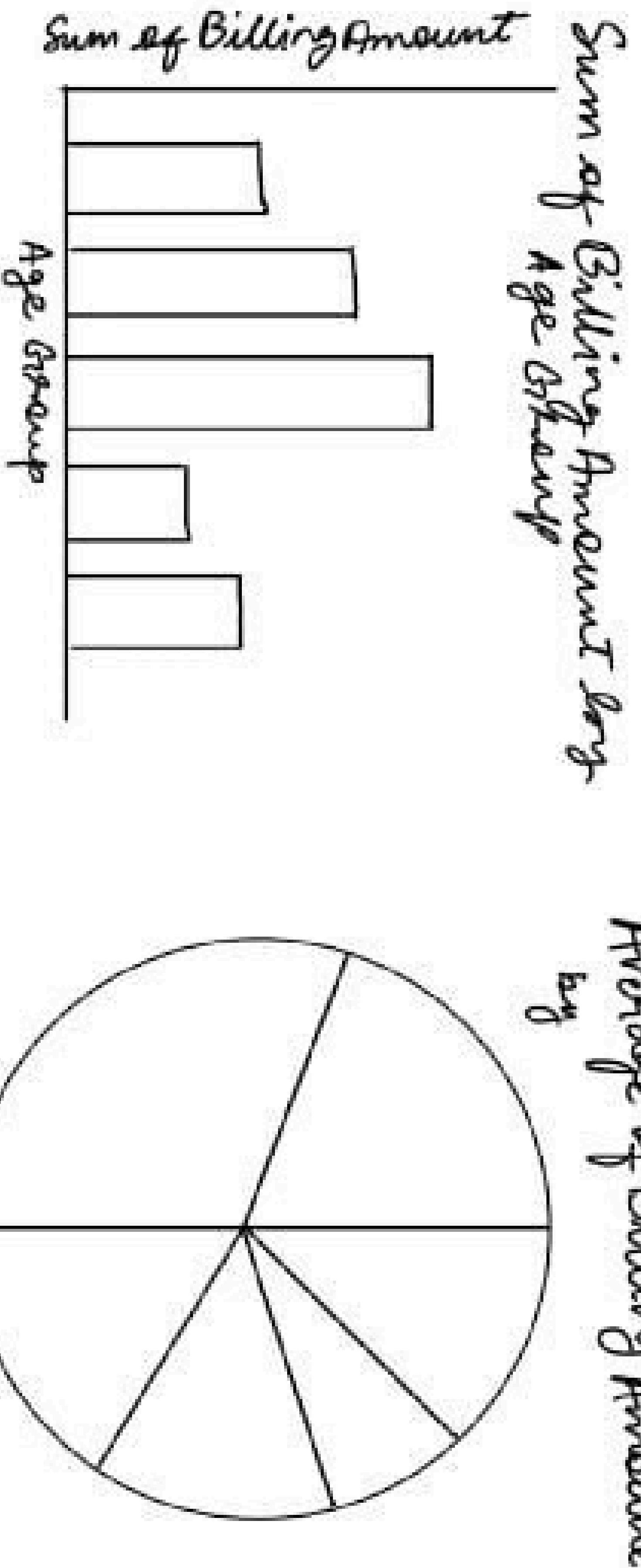
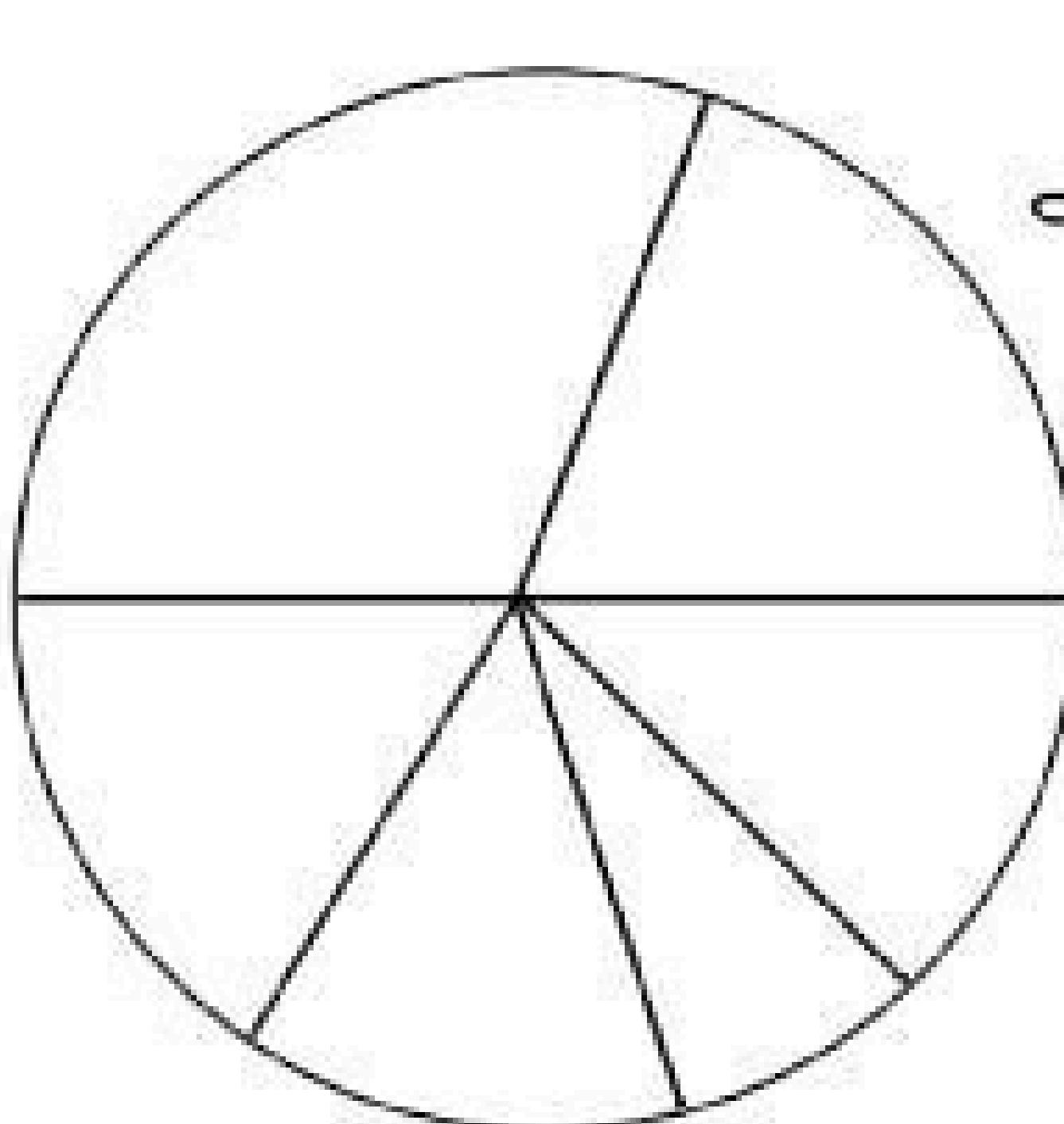
Crazy 4s - Sketch ideas that might be a BI solution
Each member will create this individually.

4

Team member
Name
Hewon
Fahroozin

Medical Condition:

- o Cancer
- o Asthma
- o Arthritis
- o Obesity
- o Hypertension
- o Diabetes



Average of Billing Amount by Medical Condition and Gender

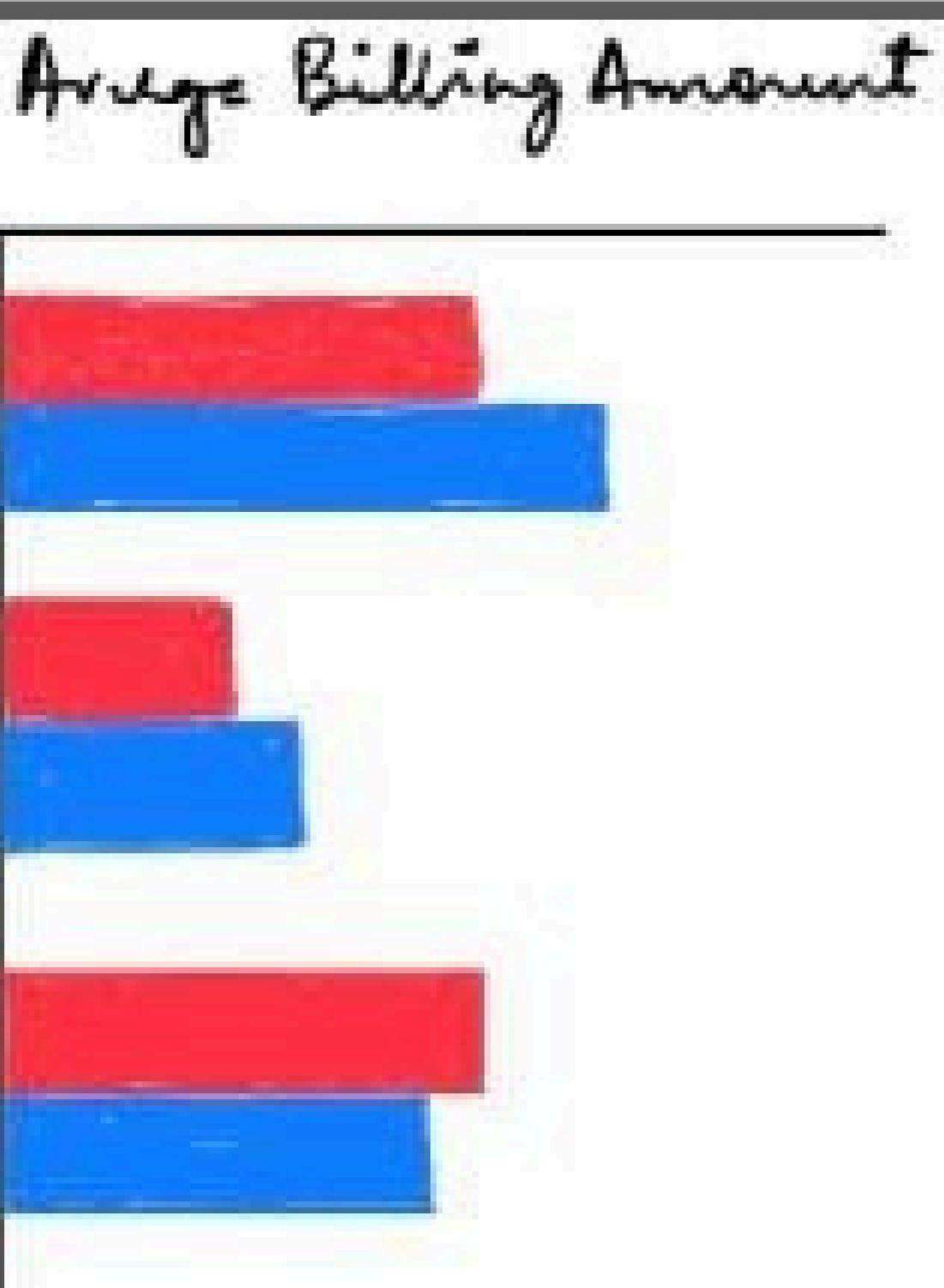
Gender • Male • Female

Total Billing Amount

\$xx,xxx

Total No. of Patients

xxk



3

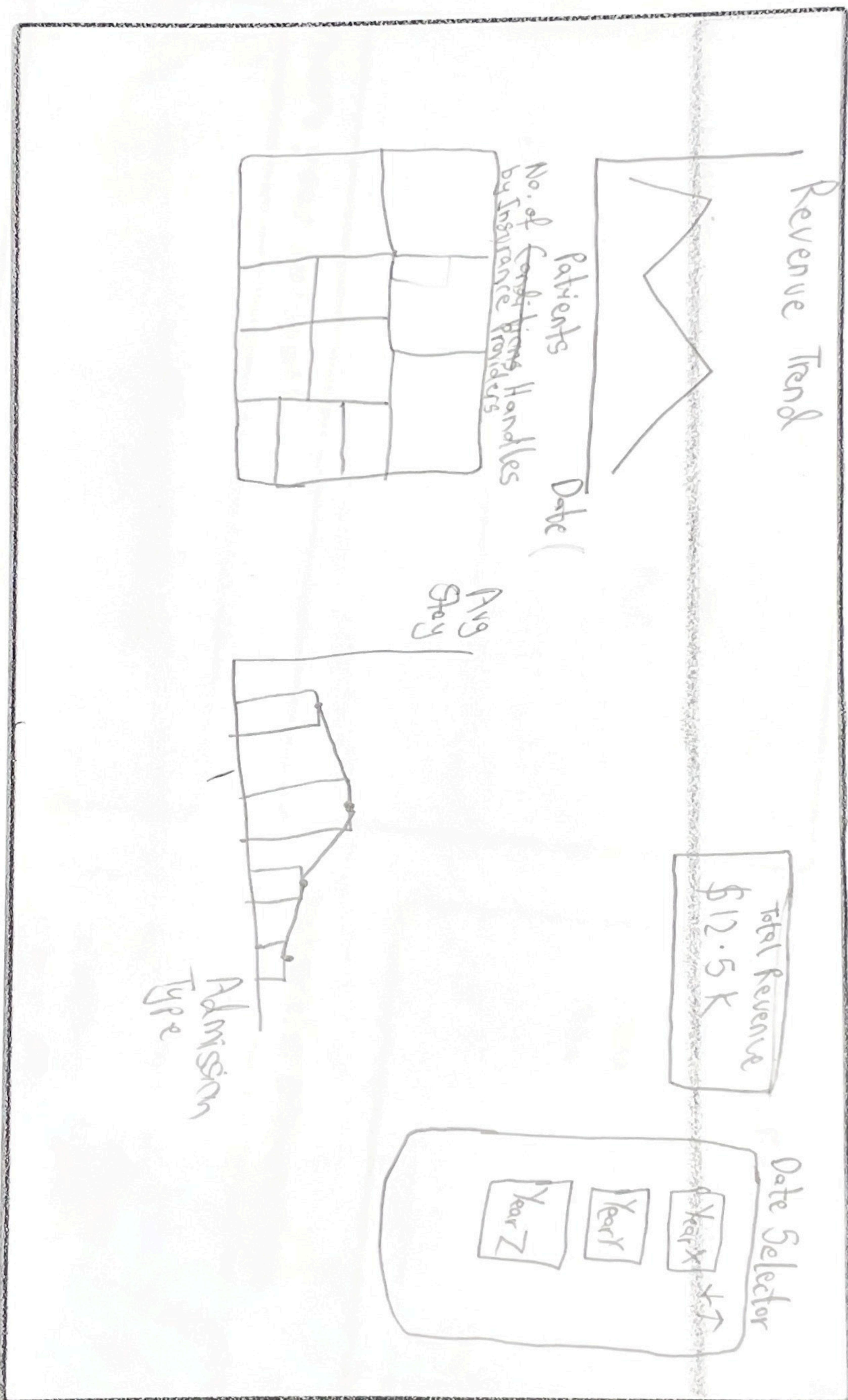
2

1

BI DESIGN SPRINT - PROTOTYPE

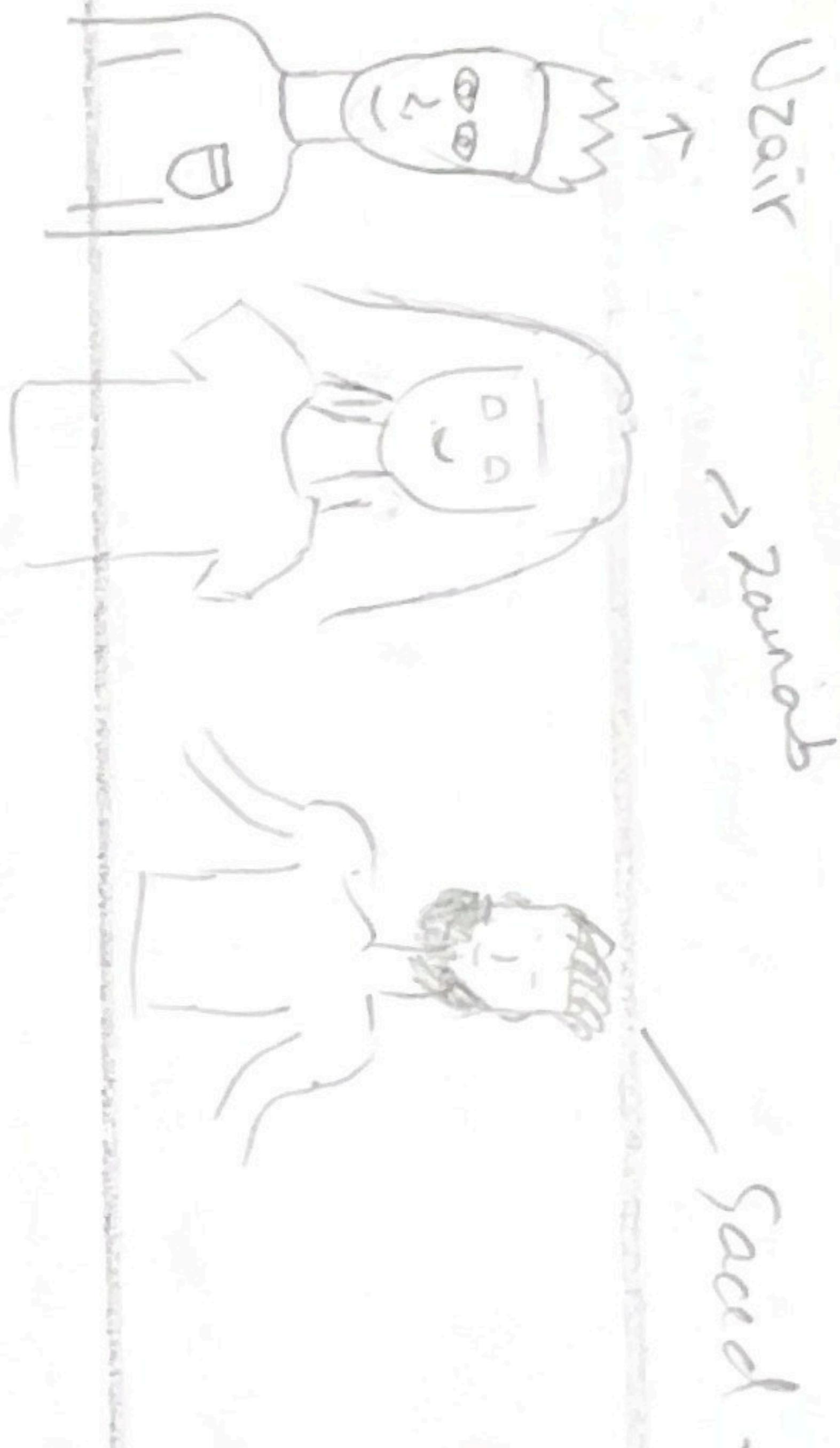
Choose your favourite idea from the Crazy 4s. Make it as a group!

Design Thinking
for BI



YOUR BI TEAM

Create a doodle of your team - be creative!



Potential Facts

Billing Amount
Length of Stay
Age

Potential Dimensions

Gender
Blood Type
Medical Condition
Insurance Provider
Hospital
Admission Type
Test Results
Medication

What's your dataset?

Healthcare Dataset

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for BI

BI DESIGN SPRINT - TEST

Design
Thinking
for BI

Upload the prototype picture & ask your AI expert for feedback!

It helps solve many business problems. To zoom into date, check insurer performance. Total revenue in Trend line.

Improvements

add a filter by doctor / medical condition
highlight outliers
color patient load by doctor

What can you improve? Reflect as a team!

Should analyze one specific matter on one page.
Many more KPI can be added
Some critical information regarding other columns that are not used in dashboard.