



# M\*A\*S\*H

Mapping Activity of Student Health

Rodya J. Perez  
Cognitive Design Studio



# M\*A\*S\*H

## Mapping Activity of Student Health

Chris Gauthier  
Andrew Orr  
Rodya Perez  
Kristina Manvelian  
Jonathan Castelo

## First Person

This guy comes in from the west entrance wearing a blue shirt and sporting sunglasses. He stops in front of the first row of chairs, and takes off his glasses. He looks around to the left, then to the right, and finally notices the directions painted on the ceiling. He walks on over to the nurse check-in station, and proceeds to ask her a question. The lady sitting behind the desk tells him, gesturing with her hand, to go the opposite way from which he came in. The guy then turns around and it is only now that he notices the directions under the ceiling from which he originally came in from. I'm guessing he was looking for Group 1 because he made a left.

## Those Who Enter From the East

About everyone who entered from the East entrance seemed to know where they were going because they all went to wherever it was they were going as soon as they entered.

## Going to the Cashier

A girl enters from the west entrance and goes straight to the cashier's desk.

## Girl at the Pharmacy

This girl comes in from the west entrance, and walks over to the pharmacy. There is another person waiting in line, so the girl stands behind this guy, but she later moves to his right as this is along the velvet rope. She is soon helped, and goes on her way.

## Going to the Pharmacy Part II

Yet another girl enters from west entrance, wanting to get a prescription filled. Unlike the other girl who went to stand behind the guy, this girl kind of walked around dubiously. She ended up in between the cashier's and pharmacy's velvet ropes. It wasn't long before the lady at the pharmacy called this young lady up.

## Information Session Closed Forever

I saw one guy walk over to the information session booth and look through the papers on the board. The information session was closed though, as usual.

## The Girl who Talks to Me

I was using the computer closest to the west entrance. There are three computers sitting atop desks. The monitors are facing towards the walls, so that you're facing the entrance when you're using the computers. I was browsing the clinic's appointment process, when a girl accompanied by a guy comes up to me and asks, "Excuse me, can I ask you a question. Do you know when I can get my TB results back?" I told her I didn't know, but that she should go ask the nurse check-in who would probably know. The girl then walked over to the nurse-check in station, and reads the sign before filling out a blue sheet and taking it to the nurse check-in station.

## Finding the Medical Office

I saw two people enter together. One of them looks around and starts walking over to the nurse check-in station, but the other guy tells him to stop because he's going the wrong way. Apparently, they needed to find the medical records station. It was funny to see that they see the medical records station since they were right next to it.

### Final Thoughts

It was interesting for the girl to ask me a question thinking I worked there or something. I guess the desk throw people off since they are facing the entrance, and because they are on computers. I even remember one of our users saying that he thought the students behind the desk were student interns.

It seemed to me like people coming in from the west entrance had a hard time finding anything on their half of the room since the signs (the ones on the ceiling) were not readily visible.

Another issue seemed to be coming from people waiting in line for pharmacy visits. The velvet ropes are oddly positioned, and people don't know where to stand.

And lastly, many people would walk over to the nurse check-in station to ask questions that could be easily answered if there was a better system to transmit that information whether through better placed signs or something other.



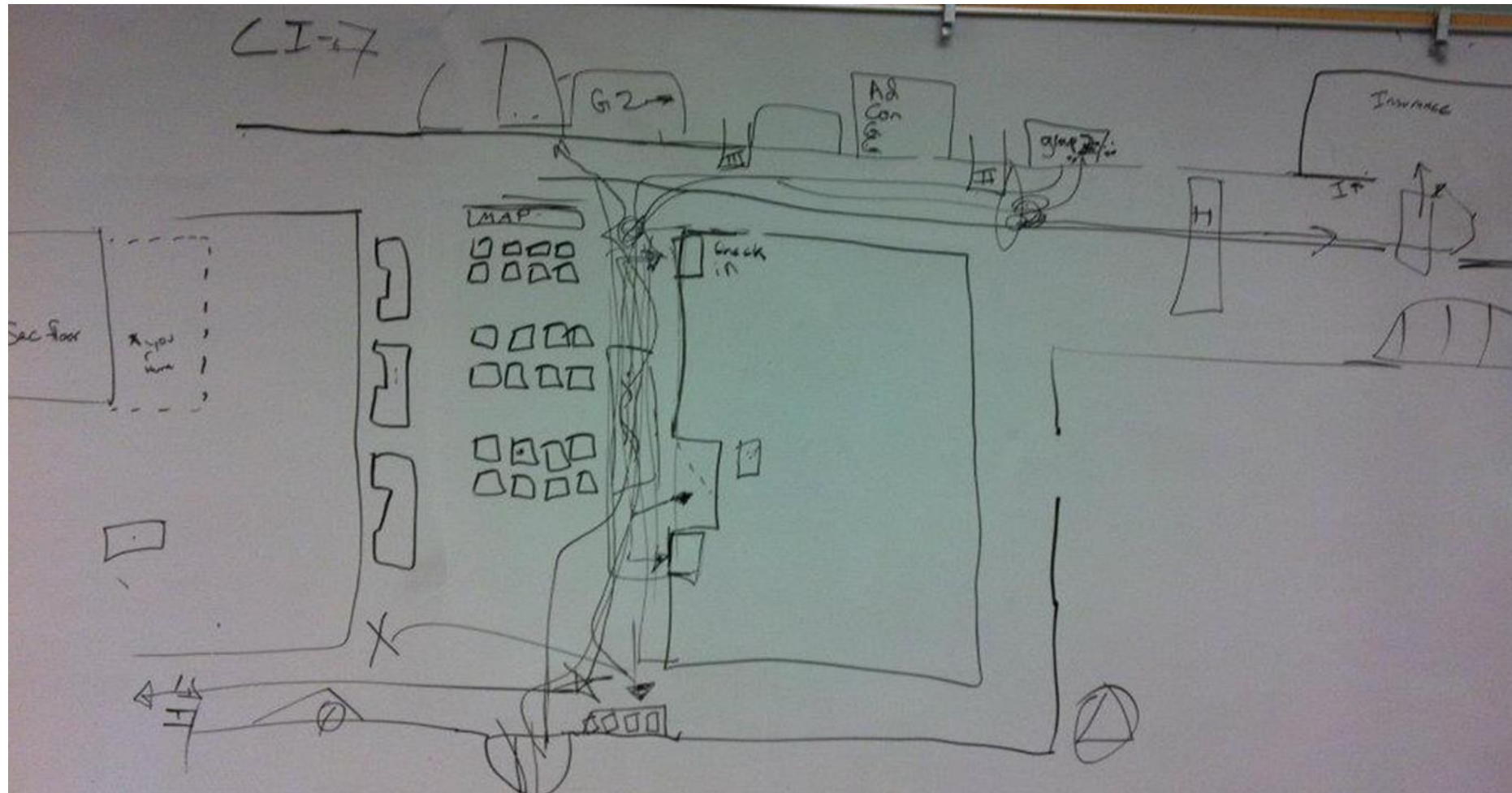
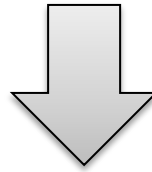


# M\*A\*S\*H

## Mapping Activity of Student Health

Chris Gauthier  
Andrew Orr  
Rodya Perez  
Kristina Manvelian  
Jonathan Castelo

## Activity Trail



### General Information

- 22 years of age
- 3<sup>rd</sup> year
- Has U-Ship insurance
- Last time at Student Health Services was 2010

### Key Points

- Would make an appointment online; wouldn't want to make an appointment face-to-face
- Went in through the East entrance
- Found Group 2 without problem using the West sign
- Found bathroom by walking all the way around to East hall thinking North hall was for doctors only
- Information booth (in southeast corner) is closed, and would ask pharmacy cashier for information, but no one was there
- Was unaware of a map in the lobby, but did see hand sanitizer
- Thought north hall would be restricted because the nurse/cashier booths were next to it

## Sequence Model #4

User 4

5/10

Task: Navigate the clinic

**Intent:** Find Group 2  
**Trigger:** Needs to attend scheduled appointment  
 ∇  
 Enters East side of building  
 ∇  
 Looks at sign on west wall  
 ∇  
 Follows signs towards West wall and turns the corner  
 ∇  
 Arrives  
**Intent:** Has to pee  
 ∇  
 Looks around lobby for the bathroom  
 ∇  
**BD:** Thinks North hallway is for doctors only  
**BD:** Doesn't see a sign or the bathroom for males  
 ∇  
 Walks to the South side  
 v  
 Then walks back to the East entrance  
 v  
 Happens to spot bathroom on North end of the east side

**Intent:** Needs information  
**Trigger:** Has a question  
**BD:** Information booth is closed  
 v  
 Walks to cashier  
 v  
**BD:** No cashier at desk  
 ∇  
 Unable to ask a question

\*BD = Breakdown



### General Information

- 23 years of age
- 3<sup>rd</sup> year
- Has U-Ship insurance
- Hasn't gone to clinic since he first attended UCSD

### Key Points

- Would make an appointment in person
- Wasn't unaware that there was a west entrance, but wouldn't use it because of its odd location
- Came in through the West entrance
- For any questions, he would ask the nurse at urgent care check-in because it is closest and most direct way to get information
- Did not know the computers in the lobby were for students to sign-in or make appointments
- Thought the students on the computers were interns
- Was able to easily spot the East sign for Group 1 from the West entrance, but not the Group 2 sign; Ironically, the Group 2 sign was over his head
- Felt that signs did not do a good job of directing people who didn't know where to go

## Sequence Model #5

User 5

5/12

Task: Navigate the clinic

**Intent:** Make an appointment in person  
**Trigger:** Is sick and in need of immediate attention  
▽  
Enters West side  
▽  
Asks the nurse at urgent care booth  
  
**Intent:** Find Group 2  
**Trigger:** Needs to check in  
▽  
**BD:** Unable to find Group 2 sign from the East side  
▽  
Talks to the nurse at urgent care  
▽  
Follows directions to Group 2

\*BD = Breakdown



# M\*A\*S\*H

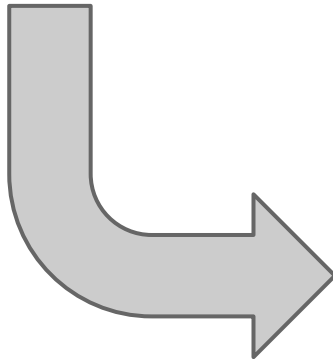
## Mapping Activity of Student Health

Chris Gauthier  
Andrew Orr  
Rodya Perez  
Kristina Manvelian  
Jonathan Castelo

# The Beginning




# The End




# The Big Picture



Navigation  
Tools



Landmarks




Communic  
ation




Signs




Map




Entrance




Locations




Info:  
General



Info:  
Specific



Spatial  
Cues



Info:  
Impressions



Finding Group 2

User 5	User 6	User 8	User 9	User 4	ABSTRACT STEP	ALTERNATIVE STEP
Looks Around	Sees sign on west wall	Looks at sign on west wall	Looks at east wall	Looks at sign on west wall	Looks around	Ask someone Look at amp
-	-	Walks down west hallway	Looks down west hall	-	Wanders aimlessly	Ask someone Look at amp
Walks to nurse at urgent care booth	-	-	-	-	Finds a person	-
Asks nurse	-	Asks a doctor	-	-	Ask someone	
-	Sees group 2 sign on west wall hallway	-	Sees group 2 sign on the wall	-	Spots sign on wall	-
-	Continues walking towards group 2 sign	-	Walks to group 2 sign	Walks towards west wall & turns the corner	Follows directions using signs	-
Goes where directed	Arrives	Goes where directed	Arrives	-	Task Completed	-

## Consolidated Design Ideas

Information Booth	Urgent Care Slip	Lobby	Large Signs
<ul style="list-style-type: none"><li>• Have it open</li><li>• Better training for information person</li><li>• Place a map</li></ul>	<ul style="list-style-type: none"><li>• Digitize</li></ul>	<ul style="list-style-type: none"><li>• Keep three computers at two seated desks &amp; one squished together</li><li>• Take off irrelevant posters</li></ul>	<ul style="list-style-type: none"><li>• Triangle</li><li>• Arrows and symbols</li><li>• Signs for bathrooms, groups, insurance, and optometry</li></ul>
Big Wall Sign	Group Colors	Map	Carpet & Poles
<ul style="list-style-type: none"><li>• For East &amp; West entrance</li></ul>	<ul style="list-style-type: none"><li>• Group 1 = Blue</li><li>• G 2 = Green</li><li>• G 3 = Orange</li></ul>	<ul style="list-style-type: none"><li>• Make one for East side</li></ul>	<ul style="list-style-type: none"><li>• Color coded lines</li></ul>
Entrance Sign			
<ul style="list-style-type: none"><li>• Make one for both East &amp; West entrances</li></ul>			



# M\*A\*S\*H

## Mapping Activity of Student Health

Chris Gauthier  
Andrew Orr  
Rodya Perez  
Kristina Manvelian  
Jonathan Castelo



- 18 years of age  
- Freshman at UCSD

## Goals

1. Make an appointment online
2. Attend scheduled appointment
3. Find Group 1
4. Be seen and treated

## Johnny “The Freshman” Rancid

*“I'm still new around here, and haven't been to the doctor in a long time.”*

### BACKGROUND

Johnny's like most college students. He has high hopes for his college career, and plans on enjoying every bit of it. He likes his new life here, away from Nagging Nancy mom and Soup Nazi dad. Young Johnny's free to roam wild. Johnny's all work and play during the day, but mindless fun and debauchery fill his nights. The world is his oyster, and nothing can bring our Johnny boy down.

Except maybe the terrible flu he's come down with. He's been sick before, but never like this. He's running with a temperature hot enough to fry an egg. Johnny wonders how he could have gotten this sick ... was it over sharing that cup with that one girl who had a runny nose ... or perhaps it was the fact that he got caught in the rain going home. Maybe it was the party he attended yesterday, the one he doesn't remember all too well anymore. What's left of that night are fragmented bits and pieces, but he'll never forget the hot chick he made out with. He begins to think that girl gave him mono, but then a wave of sudden realization hits him. He looks over to his roommate, Charlie Chan whose been coughing and puking his lungs out all week. Midterms are just around the corner, and this is no condition to be in. Johnny is determined to get better, and decides on getting himself to the clinic as soon as possible, so he can tackle midterms full force.

### USER SCENARIO

This is Johnny's first year, so he's not too sure on what to do exactly. No worries though because he's got Google on his side. After some keen Googling, Johnny finds the Student Health Clinic Services (SHS) website, and makes an appointment online. After filling out the form online, he's assigned to Group 1. He's not too sure on what that means, but does know that he has an appointment a week from now in a place called Group 1.

As the week zooms by, the day comes for Johnny to head on over to SHS. Johnny lives in Sixth college so he enters from the east entrance and is now standing in the lobby. This is his first time here, so he's not too sure on what to do. He surveys his surroundings and looks for some direction.

Across from him on the ceiling, he spots directions for Group 2, but not for Group 1. He looks to his right, and sees the east hallway, but is hesitant to go down that path. The novelty of the building has him feeling dubious about wandering around, and he is a little anxious about where he can go and where he can't with it being a clinic and all. So without clear direction for where Group 1 is, Johnny does what any normal person would do, and asks someone. He sees students sitting on a desk with a computer in front of them. They are facing his direction so he figures they are some sort of student interns, and decides to ask them for directions. Much to his dismay, they turn out to be regular patients, just like him. Johnny figures the next best thing to do is ask the lady at the nurse-check in. After waiting in line, he's told that Group 1 is just down the hallway. Turns out it was next to him the entire time. Johnny has a quick laugh at how close he was, and then proceeds over to Group 1.



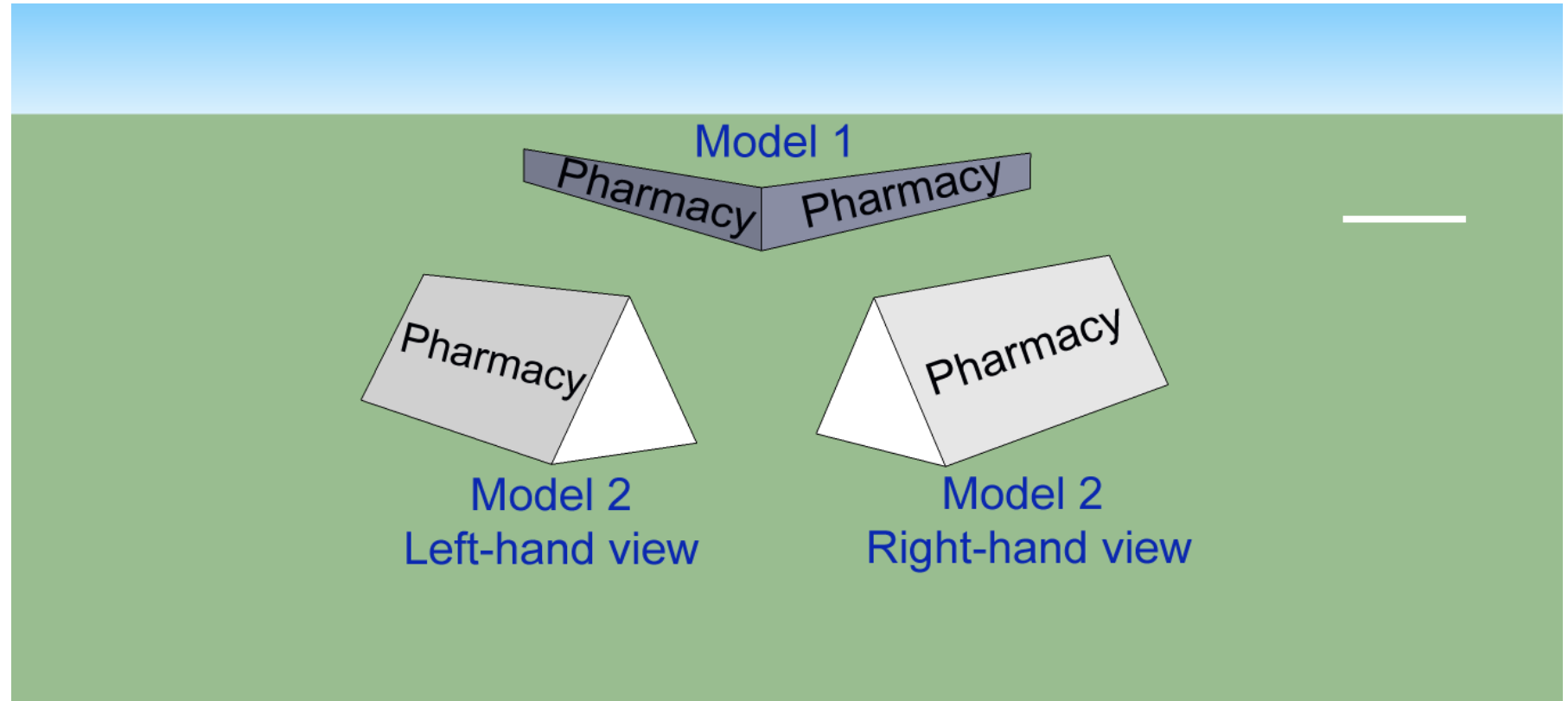
# M\*A\*S\*H

## Mapping Activity of Student Health

Chris Gauthier  
Andrew Orr  
Rodya Perez  
Kristina Manvelian  
Jonathan Castelo



## Sign Models



## Sign Placement - Main Lobby -



## Sign Placement - East Hallway -



## Sign Placement - East Hallway -

