

Experience Models

DESN 24427 Design Strategy & Computation

Experiences follow universal patterns: they have a beginning, a middle, and an end

They can be described in simple terms like: before, during, and after

Using these temporal prompts, we can organize observations and findings around a person's experience

Experience Models

Visual frameworks that build empathy

- Recreating a user's path helps you understand their actions, avoidances, frustrations, and choices
- The visualization of that path is commonly referred to as an experience model (or experience map, customer journey, user journey, patient journey, etc.)
- They can document existing activities, or to prototype new ones
- Experience models can describe complex events (W).
- They can show events with a variety of complexity:
 - Simple: how does the shopping cart work on a particular mobile application?
 - Complex: what exactly happens when a patient visits an emergency room?
- At any scale, the **key** is to document **all possible choices** and **outcomes** as the experience progresses through **completion**

They key thing to keep in mind

 You are trying to map the experience from the active person's perspective as they move through a sequence of events

VA PATIENT EXPERIENCE JOURNEY



The VA Patient Experience Journey Map represents a common set of moments Veterans experience before, during, and after a health care appointment visit. While this map does not represent what happens to every Veteran during every appointment, it is a good starting point to define the ideal patient experience at VA and recognize high impact improvement opportunities. Veterans also identified five key moments that matter during which VA can build trust with Veterans or lose them entirely. VA can and should make sure these moments are done right.



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REGISTER FOR VHAT BEFORE VISIT			ARRIVING TO FA	CILITY DU	DURING APPOINTMENT		NG FROM FACILITY	AFTER VISIT	
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	a Paraman and a second	Schedule prepare to appointment	or and park at through	labsorvisit		Check out of appointment, complete labs, or visit with friends	Fill Exit prescriptions facility	Take immediate action Follow up on visit	Manage whole health
+ Bright Spots	"M	Welcome 🌣 Appointm o VA" call reminder	Travel benefits To Valet parking To Valet parking The Ipiul Veterans Friendly greeners	Socializing with buddies Kiosk Helping others check	ik ద Socializing 📗 additional 🗍 i	Socializing Scheduling with buddies routine follow up	🌣 Travei benefits	THE STATE OF THE S	Talking to a trusted helper
PAIN POINTS	incorrect information or information or information or insurance the insurance the insurance ins	Outdated	n	VA sta O Cance appei	cey updates Gendly 4 Uncomfortable history taff environment 4 No connection	Skipping (2) Navigating this step to next appointment (2) Waiting for next appointment	Longwait times Uncomfortable environment Feeling unsafe Transitioning to mail order medications	Scheduling Sunclear next sieps Interpreting test results Getting ahold of provider Getting lost in handoff Referral to non-VA care	South Conflicting advice Managing care without VA support
THIS MOMENT Matters Because	Scheduling can be a barrier to care for Veterans with immediate needs		Navigation c can cause str frustration		Trusted relationships with providers are critical to Veterans' whole health	prevent V	times may eterans from eir medication	Supportive follow-up care helps Veterans understand next steps	
WHAT SHOULD We Measure?	"I got the appointment when I needed it."		MEASURING EASE "It was easy to go for my	o find where appointment."	"I felt heard and cared for."		sy to get my tions filled."	"I understood what I needed to do next to manage my whole health."	

^{*}I he process for registering for VHA includes the following steps:

- Deciding to register for WA Health Care
 Understanding and applying for eligibility
 Getting a Service Connected Disability Rating

To learn more

Check out this resources

- A Designer's Research Manual (book)
 - eBook available thru library here:
 https://tinyurl.com/y5aezgy8

