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## **Reflection II**

### **Outline:**

What insights did you gain from the video and readings?

- interesting that storyboards are also used in films and tv shows
- it is important to consider all perspectives, not just your own, in the case of TedTalk, Dietz didn't consider the perspective of a fearful child.
- storyboards do not require artistic talent

What aspects of journey mapping and storyboarding stood out to you as valuable design tools?

- journey map can reveal user's experience when interacting with a product
- creating customer persona to model a theoretical customer's interactions
- storyboarding can convey a surprising amount of user emotion

How can you apply storyboards and journey maps to develop better design ideas?

- applying storyboards improves your ability to empathize with users when designing
- make more human centered designs
- make designs more accessible to different groups

How did Doug Dietz's experience with MRI machines change your perspective on human-centered design in healthcare?

- machines used by so many different types of people must be comfortable
- I haven't really considered comfort / emotion for medical equipment ux

Provide an example: If you were designing a healthcare product or service, how would you use these tools to improve the user experience?

- example

What challenges do you think designers might face when implementing these methods?

- designers may lack artistic talent and struggle to put their ideas into a storyboard
- designers may have difficulty creating accurate personas for their users