Design Thinking for Women's Health and Wellbeing

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Thursday, November 7

Today's agenda

Thursday, November 7

10:00–10:40 AM
Guest Lecture

10:40–11:40 AM
Group Presentations

11:40–11:50 AM
Expectations for Next Week

Semester Schedule

**Week 8	10/17**	Introduction to course, design thinking, women's health
**Week 9	10/24**	observations and collect secondary research
**Week 10	10/31**	Create teams based on project topics
**Week 11	11/7**	Present observations + initial research plans, **Guest Lecture**
**Week 12	11/14**	Present initial insights, conduct additional synthesis, identify analogous research, discuss frameworks > HMWs
**Week 13	11/21**	Present refined insights, frameworks, and HMWs, **Guest Lecture**
Week 14 |	Thanksgiving Break
**Week 15	12/5**	**Guest Lecture** + Feedback/Critique - Present opportunity areas, concept generation, and initial feedback
**Week 16	TBD**	Final Presentations - Date + Time TBD

Project timeline

Thurs 10/17
Intro Project
Brainstorm

Thurs 10/25
Topic Research
work session

Thurs 10/31
Bring in topics
Assign or select teams

Homework 1
Teams conduct observations

Thurs 11/7
Present 3 key insights from Homework 1

Each team will have 7 mins to present

Homework 2
Teams conduct user research

Thurs 11/14
Present key insights from Homework 2

Each team will have 10 mins to present

Homework 3
Teams conduct immersive research and user interviews

Thurs 11/21
Guest Lecturer

Bring all research to class.

Teams will work on Synthesis in the classroom

Homework 4
Teams synthesize to identify opportunity areas + Concept Generation

Project 1: Build empathy skills thru place-based observation and research

Design thinking activities we'll learn and do:

Gather inspiration through:

- Place-based observation (*Homework 1*)
- User research (*Homework 2*)
- Immersive research (*Homework 3*)

Storytelling and synthesis
(done during each homework assignment)

Homework 2:

Refine your user research plan

Work with your team to :

- Define your target audience
- Write some initial questions to address
- Write interview questions (open ended, experience based)

Conduct your User Research

- Speak with **AT LEAST** 5 people
- Focus on EXTREMES - who are the extreme users that are stakeholders in your topic?
- Document your process! Take very detailed notes and document quotes.

Introduction to User Research

Observation

Empathy

Human Centered Design

Demonstrate how you open the pill bottle.

nutella
FERRERO

Guide to Note-taking

Photographs

Remember to ask permission before taking any photographs.

If the light levels allow, turn the flash off so that the photography is less distracting. Use the camera as a visual form of note taking - take lots of photographs. Close ups and context shots will remind you later of what you saw. Remember to ask to take a couple of face shots of the participant before the end of the interview – these are useful reminders of who you spoke to.

Guide to Note-taking

Note-taking

Write in the voice of the participant. Don't be tempted to interpret the meaning during the interview – be true to their intent. Aim for direct quotes wherever possible.

Ideally the main note taker should not be the person leading the questions, as they will need to maintain good eye contact to build rapport with the participant.

How do I interview someone?

Building empathy in your interviews.

Evoke Stories

Get your interviewee out of the clouds! Go from high-level comments to concrete and specific information. Stories tell us important details about and experience and help us truly empathize with our interviewees.

Memorable	Individual	Powerful
Stories help people recall specific details they might not otherwise remember; these details can very easily go overlooked/forgotten in a non-human-centered process.	Sure, we're not designing for one specific person, because everyone's experience will be different, but this only makes any trends and patterns that start to materialize even more significant.	At the core of every compelling story are the emotions associated with it. Emotions and feelings help us identify what's truly important to our interviewees.

Interview Tips

Engage + Connect

Try your best to connect with your interviewee and imagine what it may be like in their shoes.

Listen Closely	Dont Assume	Dig Deeper
Pay close attention to what they are saying and be sure to write down quotes.	Don't judge or jump to conclusions. Be curious.	Ask more questions, dig deeper to get at the heart of their motivations.
Validate Feelings	**Ask "Why?"**	**Let Silence Breathe**
Make the interviewee feel comfortable and heard.	Ask follow up questions. Get every detail you can out of their stories	After asking a question, give them time to reflect and provide additional information in an answer.

Tips for after each interview

- Find a place to have coffee immediately after the interview. Spend half an hour chatting through the key insights with your team members.

- If time doesn't allow for this in the field, try to do it as soon as possible afterwards. Don't wait until you are storytelling with the team!

Prompts to begin your synthesis

- Note the **10 most interesting / inspiring things** that you observed/heard.
  These are often the behaviors, problems, or needs that caught your attention.

- What were the **top 5 insights** from your research?
  Insights are the revelations - the unexpected things that make you sit up and pay attention. They bring visibility and clarity to previously hidden meaning.

- What **opportunities** might these insights present?

- What are the **key motivators (drivers)** that would motivate this person to do/use/buy _____?

- What are the **key barriers (hurdles)** that might prevent this person doing/using/buying _____?

Questions?

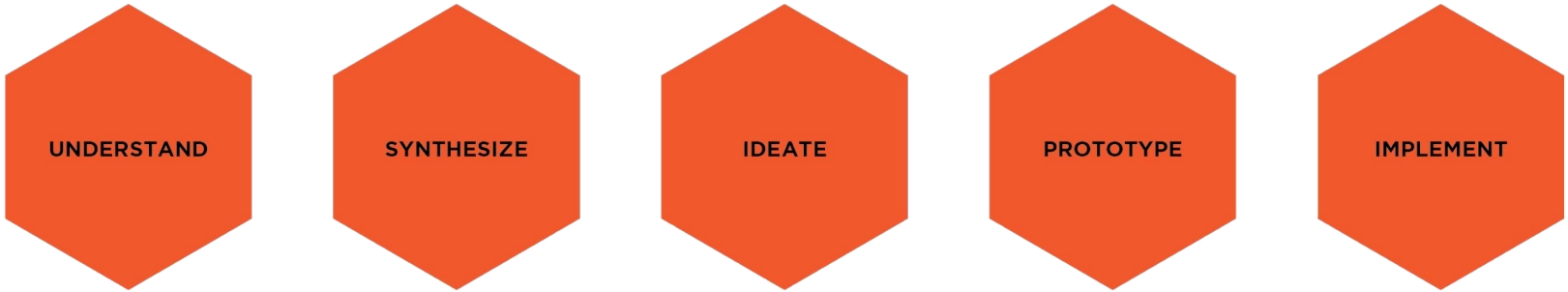
Introduction to Storytelling & Synthesis

Observation

Empathy

Human Centered Design

Approach: Utilizing Design Thinking Spaces



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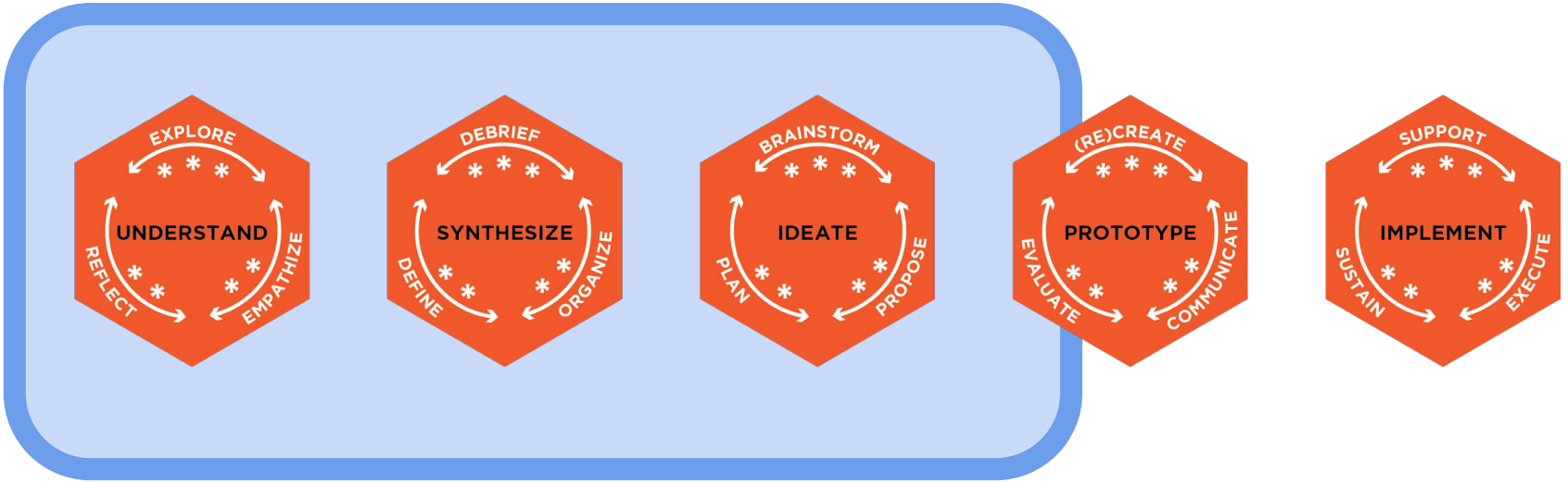
Approach



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Approach

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SYNTHESIZE

Debrief

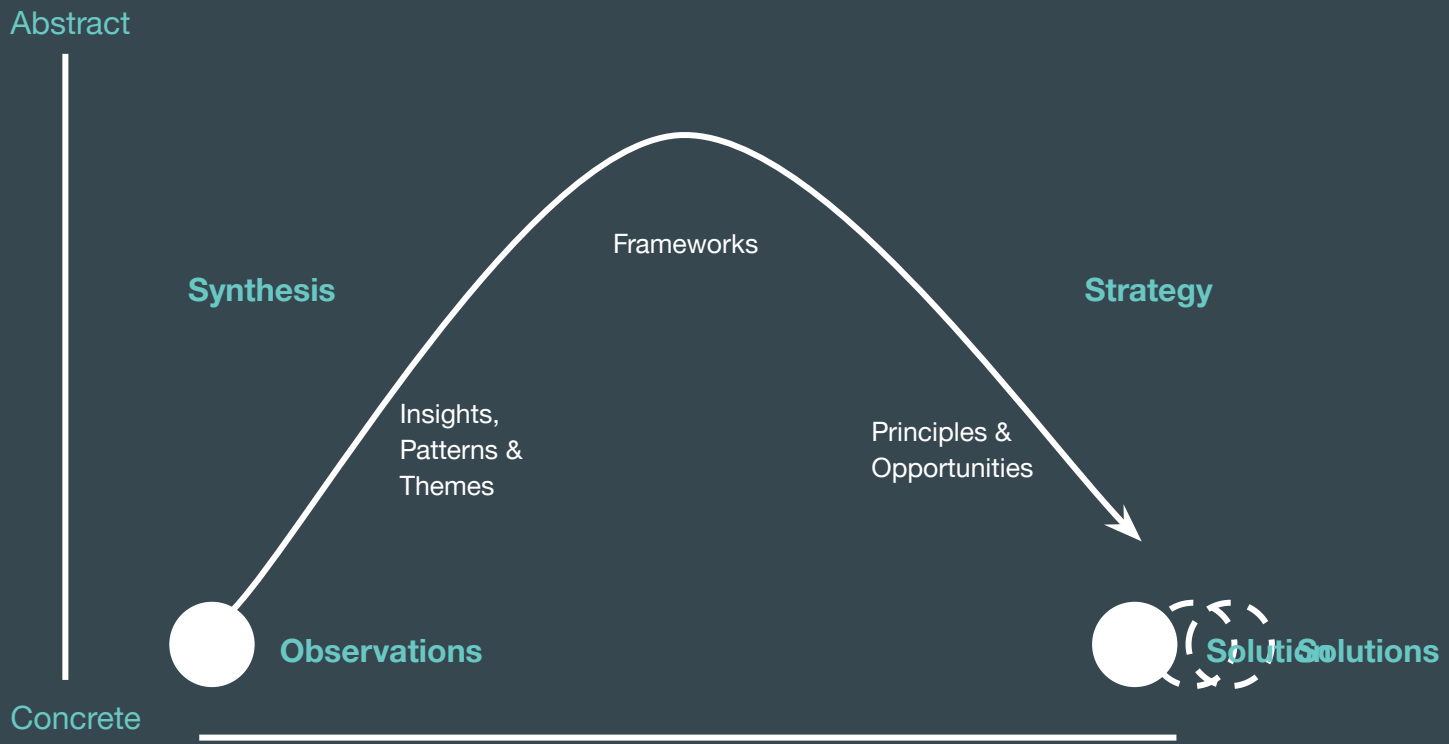
- Filter content for relevance and prioritize information
- Communicate content to team members

Organize

- Collapse content
- Chunk & find themes
- Develop insights

Define

- Identify design and research opportunities
- Define the project scope
- Develop how might we statements


Abstract
Concrete
Synthesis
Frameworks
Strategy
Insights,
Patterns &
Themes
Principles &
Opportunities
Observations
Solutions

What is Synthesis?

- Act of making sense of what we've seen and heard during observations
- Takes us from inspiration to ideas, from stories to solutions
- Enables us to establish a new perspective and identify new opportunities

Four Key Activities for Synthesis

1. Tell stories about individuals
2. Look for patterns
3. Extract the key insights
4. Create frameworks to best communicate

1. Tell Stories About Individuals

Lisa

30yo, 3x cancer survivor

5yo — Ewing's Sarcoma, in remission
13yo — 2nd Osteosarcoma, in remission
30yo — Hylanizing Clear Cell Carcinoma, in remission

Pursuing a master's degree in games & education, after deciding not to be an oncologist for fear of spending her life in a cancer ward.

"I was told I was not going to make it through the weekend... my parents were asked to make funeral arrangements. The hardest thing was saying goodbye to my sister."

"No way did I think that bump in my mouth could be cancer."

"Once she got out of the Google terror rabbit hole she actually became useful — and convinced me to go to the best surgeon, who invented the procedure."

"I imagined all the things I would do when I grew up — going camping, going hiking. This one year was the tradeoff I would make to have the rest of my life."

Frederick and Natasha

53 yo, stage 2 esophageal cancer

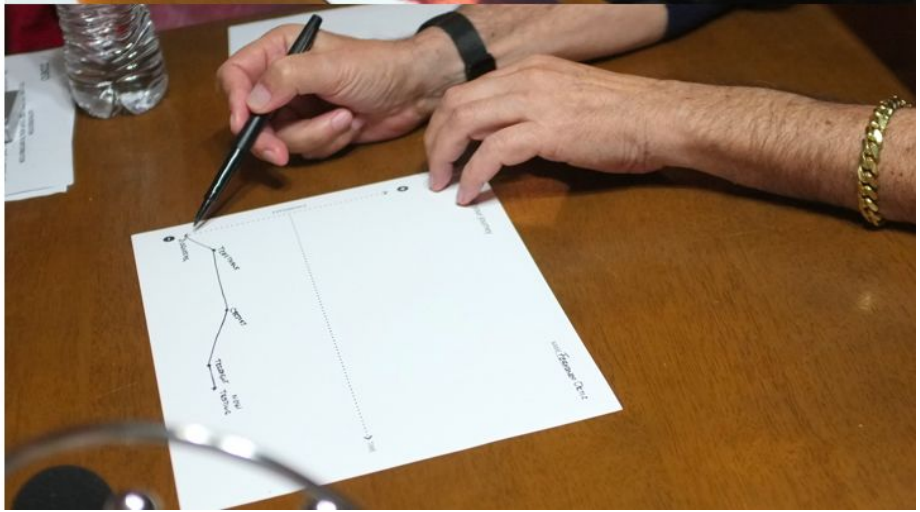
Fall 2015— undiagnosed symptoms emerge
Summer 2016 — diagnosed with stage 2 esophageal cancer
Feb 2018 — Completed second round of treatment

Immigrated from Colombia 11 years ago. Frederick works as a painter. They have three daughters and a very tight-knit Catholic community.

“When I was diagnosed it felt like I was going into the lightning storm. I am a pilot in Colombia and it’s very bad if you’re flying.”

“The hardest part was surgery. It was like the flame could go off anytime and he”d be gone. I didn’t know if I would see him again. The surgery was seven hours and I stayed the whole time.”

“I feel like I am the mom of everyone here. I can’t cry in front of him with him going through this…the shower became my best friend. I would cry in the shower.”



Four Key Activities for Synthesis:

1. **Tell stories about individuals**

- Take turns telling stories
- Actively listen to your team members and look for meaning
- Analyze and interpret meaning
- Focus on the highlights
- Go deeper

2. Look for Patterns

Four Key Activities for Synthesis:

2. Look for patterns

- Look for buckets and themes
- Consider the relationships between buckets
- Group and re-group
- POINT
    - Problems, Opportunities, Insights, Needs, Themes

3. Extract the Key Insights

Four Key Activities for Synthesis:

3. **Extract key insights**

What is an insight?

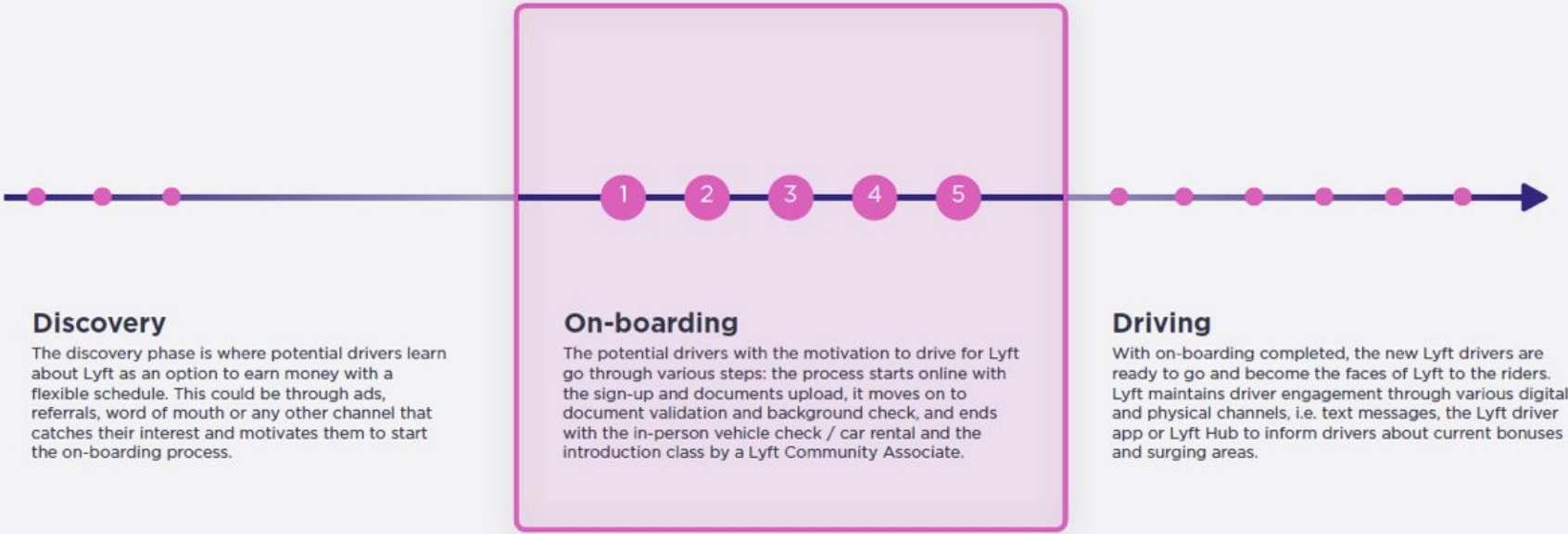
- Insights are revelations - the unexpected things that make you sit up and pay attention

- Insights bring visibility and clarity to previously hidden meaning

- Insights allow us to see the world in a new way

The Driver Journey

For our own understanding, we spent time mapping out the driving journey, focusing on the key elements of the on-boarding process during our deep-dive immersion.



Discovery

The discovery phase is where potential drivers learn about Lyft as an option to earn money with a flexible schedule. This could be through ads, referrals, word of mouth or any other channel that catches their interest and motivates them to start the on-boarding process.

On-boarding

The potential drivers with the motivation to drive for Lyft go through various steps: the process starts online with the sign-up and documents upload, it moves on to document validation and background check, and ends with the in-person vehicle check / car rental and the introduction class by a Lyft Community Associate.

Driving

With on-boarding completed, the new Lyft drivers are ready to go and become the faces of Lyft to the riders. Lyft maintains driver engagement through various digital and physical channels, i.e. text messages, the Lyft driver app or Lyft Hub to inform drivers about current bonuses and surging areas.

Our understanding of the Lyft on-boarding process

1

Sign-up

The sign-up is a 7 step process, where drivers provide personal information, upload relevant documents and get familiar with basic rules and regulations associated with driving for Lyft.

2

Check-up

After uploading various documents (e.g. driver's license), Lyft validates the uploaded documents and drivers go through a background check by a third party.

3

Vehicle set-up

Drivers have two options for their vehicle set-up. They can rent a car through one of Lyft's partners (Hertz, Maven) or drive their own car (that needs approval by Lyft).

4

Intro to Lyft

Combined with car inspection/car rental, drivers get introduced to driving at Lyft by a Community Associate, where they learn about the Lyft brand, how to use the app and other important basics.

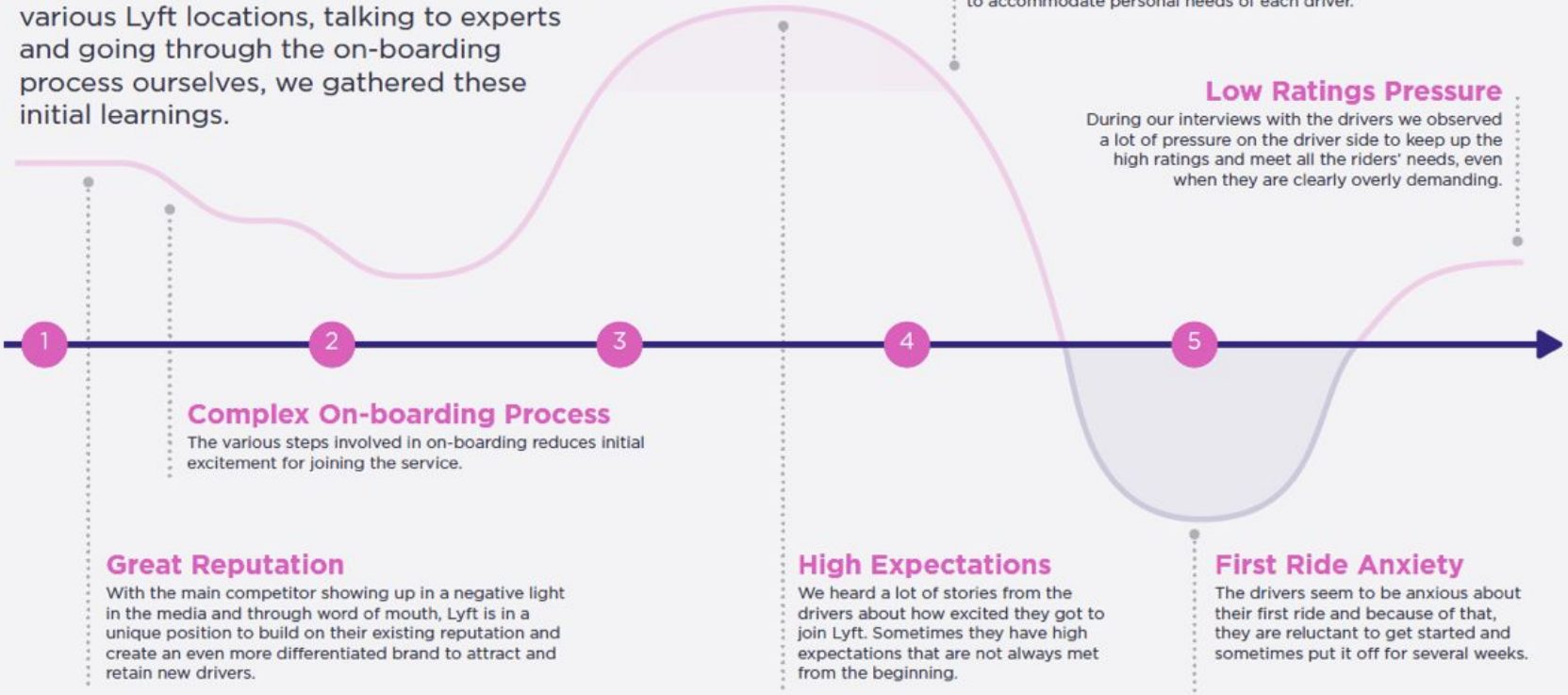
5

First ride

The stickers are applied to the windshield, the Lyft Dash is connected and ready to go — it's time to turn on the app and switch to online. The on-boarding finishes with the first ride as a driver.

Key Insights

Through the driver interviews, our visits to various Lyft locations, talking to experts and going through the on-boarding process ourselves, we gathered these initial learnings.



Different Levels of Proficiency

Talking to the drivers we saw different levels of proficiency with driving, social skills, or tech-affinity. As the process stands today, Lyft does not tailor the on-boarding experience to accommodate personal needs of each driver.

Low Ratings Pressure

During our interviews with the drivers we observed a lot of pressure on the driver side to keep up the high ratings and meet all the riders' needs, even when they are clearly overly demanding.

Complex On-boarding Process

The various steps involved in on-boarding reduces initial excitement for joining the service.

Great Reputation

With the main competitor showing up in a negative light in the media and through word of mouth, Lyft is in a unique position to build on their existing reputation and create an even more differentiated brand to attract and retain new drivers.

High Expectations

We heard a lot of stories from the drivers about how excited they got to join Lyft. Sometimes they have high expectations that are not always met from the beginning.

First Ride Anxiety

The drivers seem to be anxious about their first ride and because of that, they are reluctant to get started and sometimes put it off for several weeks.

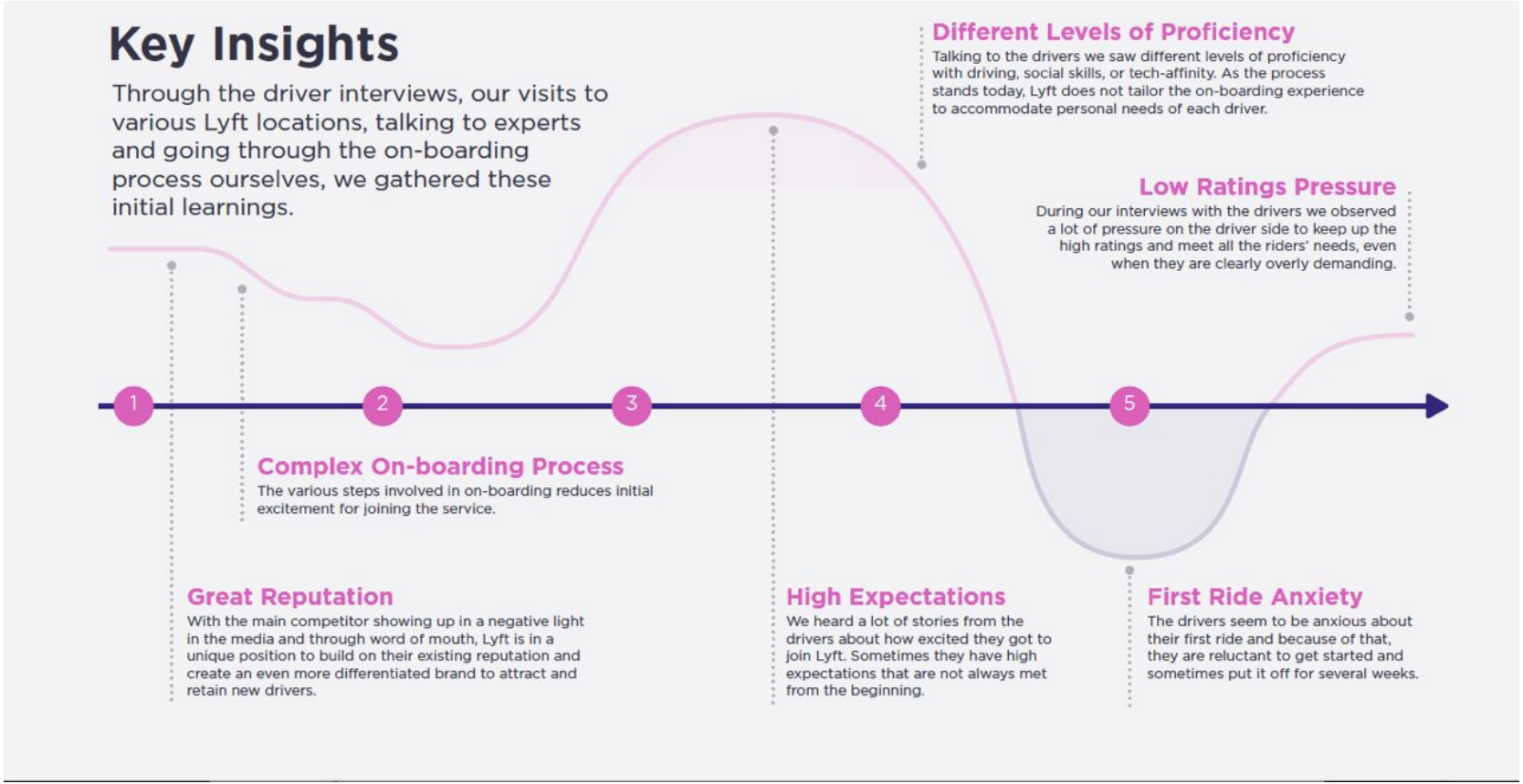
4. Create frameworks to best communicate findings

Four Key Activities for Synthesis:

4. Storytelling + Frameworks

- Find the best way to express your insights
- Find the right framework for your story

Journeys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1
2
3
4
5
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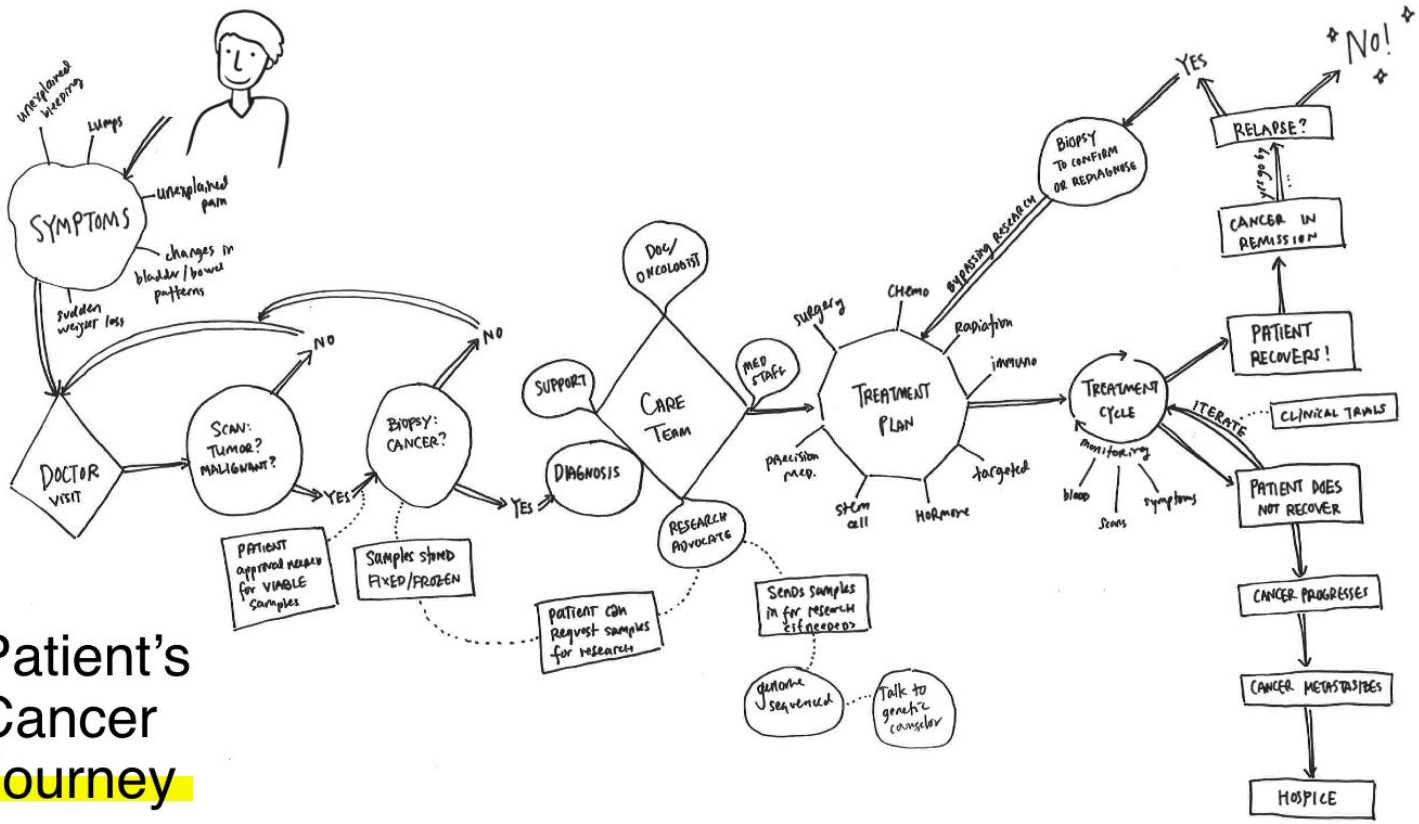
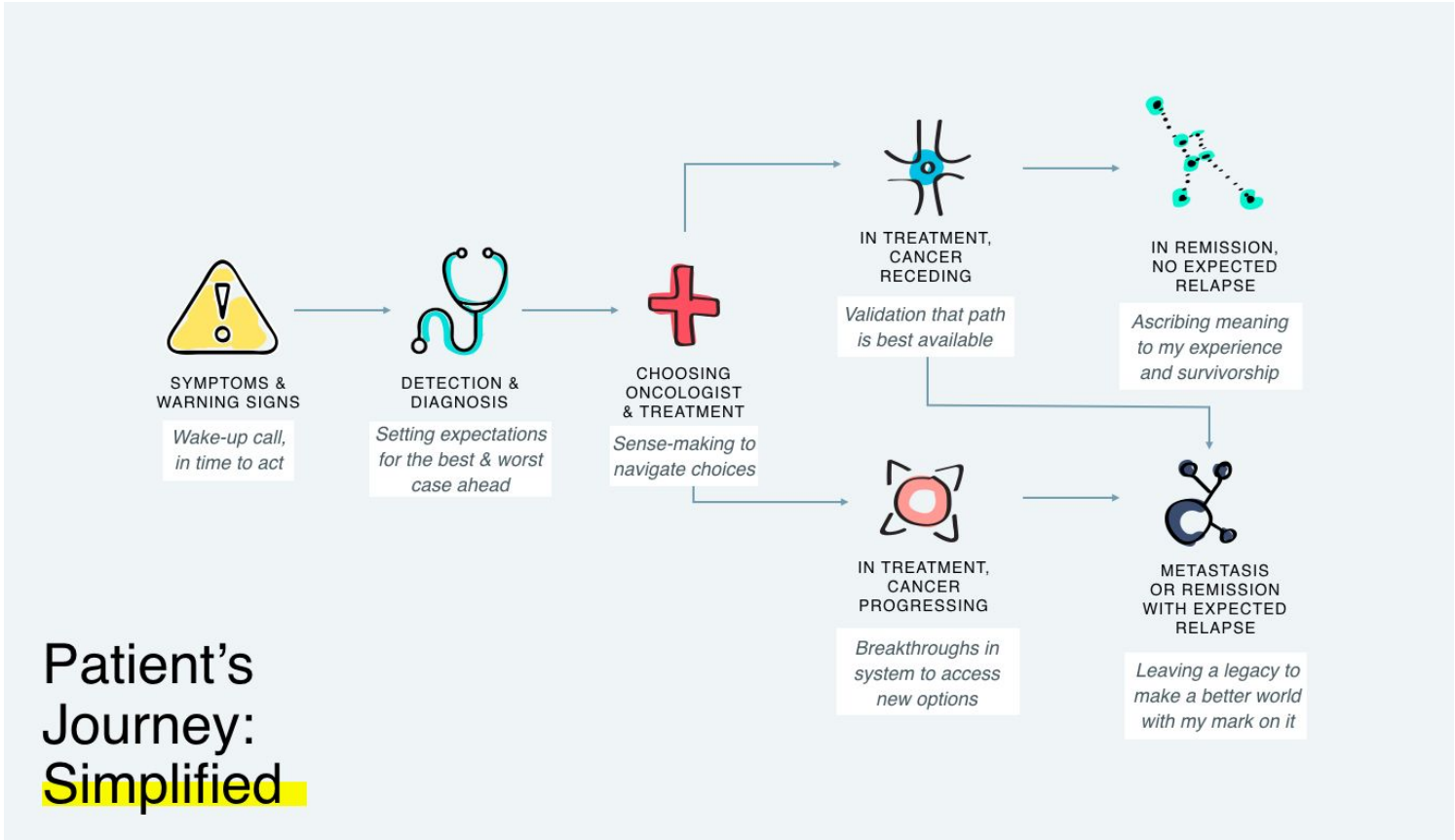


Patient's Cancer Journey

Journeys


SYMPTOMS & WARNING SIGNS
Wake-up call, in time to act
DETECTION & DIAGNOSIS
Setting expectations for the best & worst case ahead
CHOOSING ONCOLOGIST & TREATMENT
Sense-making to navigate choices
IN TREATMENT, CANCER RECEDING
Validation that path is best available
IN REMISSION, NO EXPECTED RELAPSE
Ascribing meaning to my experience and survivorship
IN TREATMENT, CANCER PROGRESSING
Breakthroughs in system to access new options
METASTASIS OR REMISSION WITH EXPECTED RELAPSE
Leaving a legacy to make a better world with my mark on it
Patient's Journey: Simplified

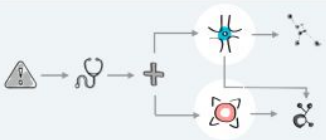
INSIGHTS

05

Caretakers are a critical part of treatment, but often lose their support system.

—

Caretakers play an extraordinarily important role in cancer journeys, especially for the old and the young. Supporters are often those who keep records, translate information and seek out the best possible treatment for those that they love. That said, as a patient it can also be challenging to build support when you're down both physically and mentally.



SUPPORTIVE QUOTES

—

"I'm ready to finish my bucket list. I want to travel, but my husband just wants to rest."
— Stacey

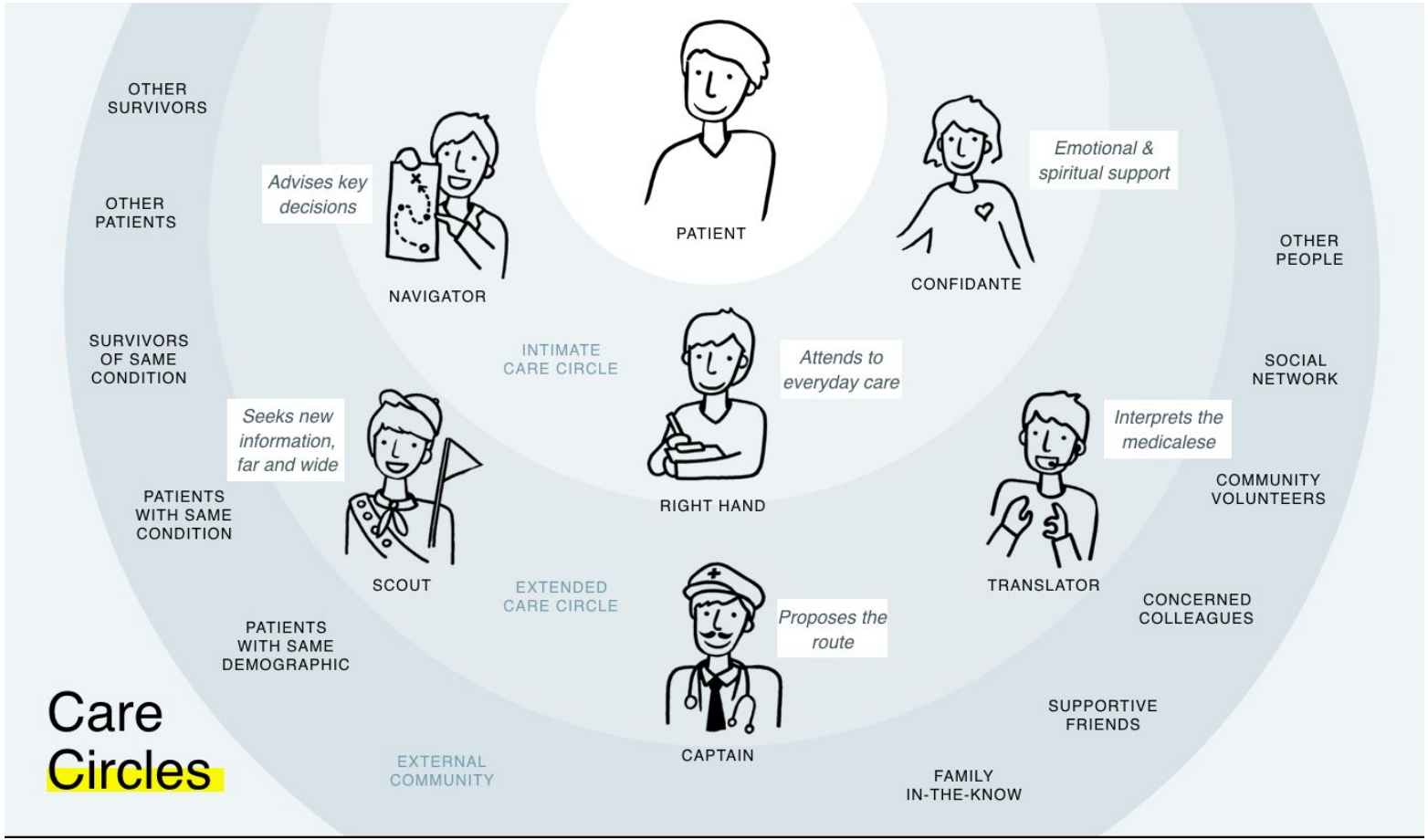
"It's been 6-7 months and now all this [bottled up emotional experience] is coming out. He felt like it was all about me."
— Stacey

"For my second surgery I told my mom she couldn't come because she was so worried and anxious that it put more stress on me." — Beth

"My mom would use a chatbot. Clearly she needs someone to talk to." — Beth

"I felt like I was going to pass out. I was crying non-stop. I didn't want to cry in front of him." — Natasha

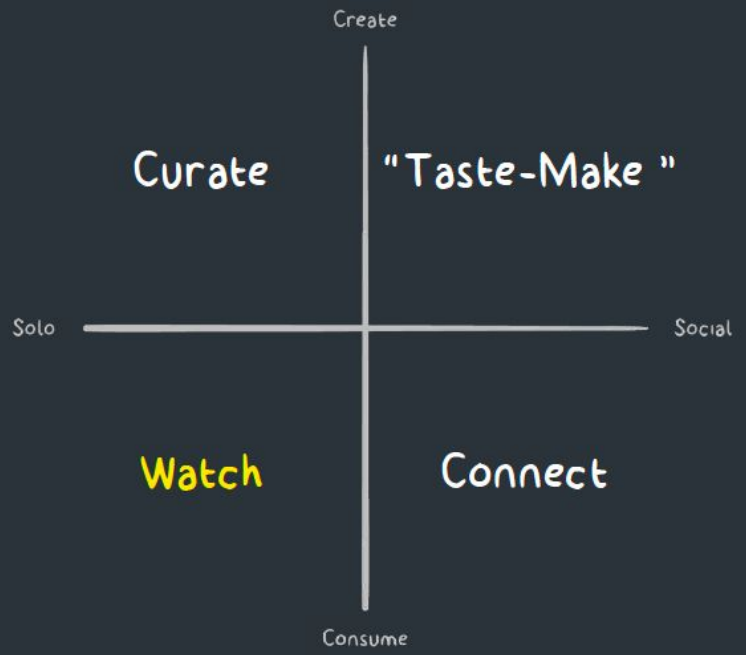
Maps


OTHER SURVIVORS
OTHER PATIENTS
SURVIVORS OF SAME CONDITION
PATIENTS WITH SAME CONDITION
PATIENTS WITH SAME DEMOGRAPHIC
Advises key decisions
NAVIGATOR
PATIENT
Emotional & spiritual support
CONFIDANTE
OTHER PEOPLE
SOCIAL NETWORK
COMMUNITY VOLUNTEERS
CONCERNED COLLEAGUES
SUPPORTIVE FRIENDS
FAMILY IN-THE-KNOW
INTIMATE CARE CIRCLE
Attends to everyday care
RIGHT HAND
Seeks new information, far and wide
SCOUT
Interprets the medicalese
TRANSLATOR
EXTENDED CARE CIRCLE
Proposes the route
CAPTAIN
EXTERNAL COMMUNITY
Care Circles

Two by Twos

02. Levels of Engagement

Not only how, when, and where we watch TV has changed (content + context), but also how we might potentially engage with it, socially and/or creatively.



Behavioral Segmentation

"Hold my hand through the process."

Offer the opportunity to learn more about, and be coached through the retirement process using straightforward language. Allow them to pause the process and take time to consult others when questions arise.

PASSENGERS

"Let me see all the possibilities in front of me."

Give them the opportunity to experiment with different retirement scenarios. Offer unbiased information to expand their understanding of retirement.

EXPLORERS

"Show me the process from beginning to end."

Show what the whole process will look like so they can plan in advance. Visualize multiple income sources all in one place.

PATHFINDERS

"Get me to the finish line as quickly as possible."

Provide the convenience of completing the application without visiting an office. Offer instant feedback to let them know that the process has been successful.

BY-PASSERS

Questions?