

Design Thinking for Women's Health and Wellbeing

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Thursday, November 21

Today's agenda

Thursday, November 14

10:00–10:30 AM

Downloading

10:30–10:40 AM

Frameworks Lecture

10:40–11:00 AM

Themes + Sketching Frameworks

11:00–11:50 AM

Shareout

Team Observation
or theme/
insight

NAME
(Person interviewed)

High level info

- Age - Where they are from?
- reason they were interviewed

Finding from
interview

"quotes"

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, determine additional user research, identify analogous research, + start creation of frameworks > HMWs
Week 13 11/21	Synthesis activity
Week 14	Thanksgiving Break
Week 15 12/5	Guest Lecture + Feedback/Critique – Present refined insights, frameworks, and HMWs, Present opportunity areas, concept generation, and initial feedback
Week 16 TBD	Guest Lecture + 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

Bring all research to
class.

Teams will work on
Synthesis in the
classroom

Homework 4

Teams synthesize to
identify opportunity
areas + Concept
Generation

**Create
frameworks
to best
communicate
findings**

Four Key Activities for Synthesis:

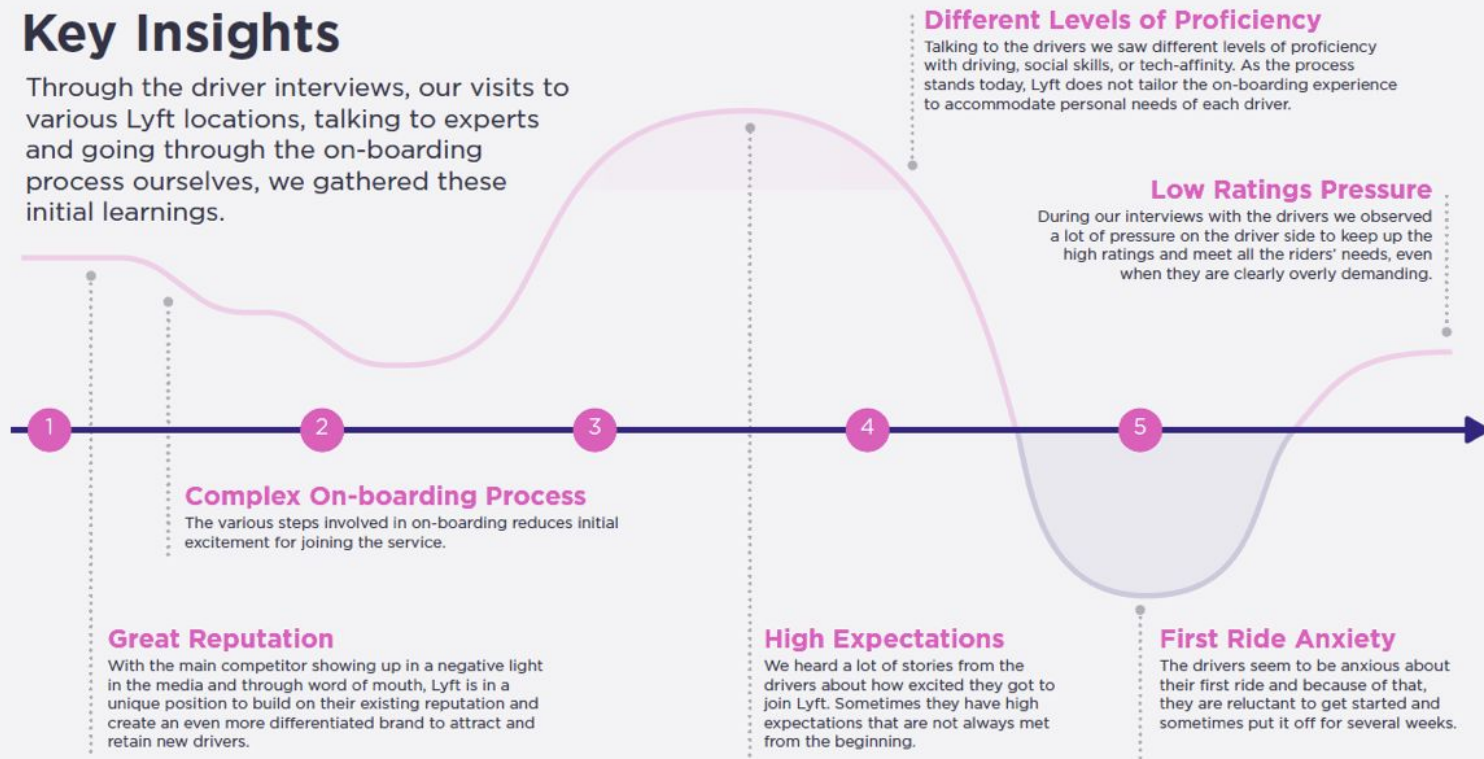
4. Storytelling + Frameworks

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

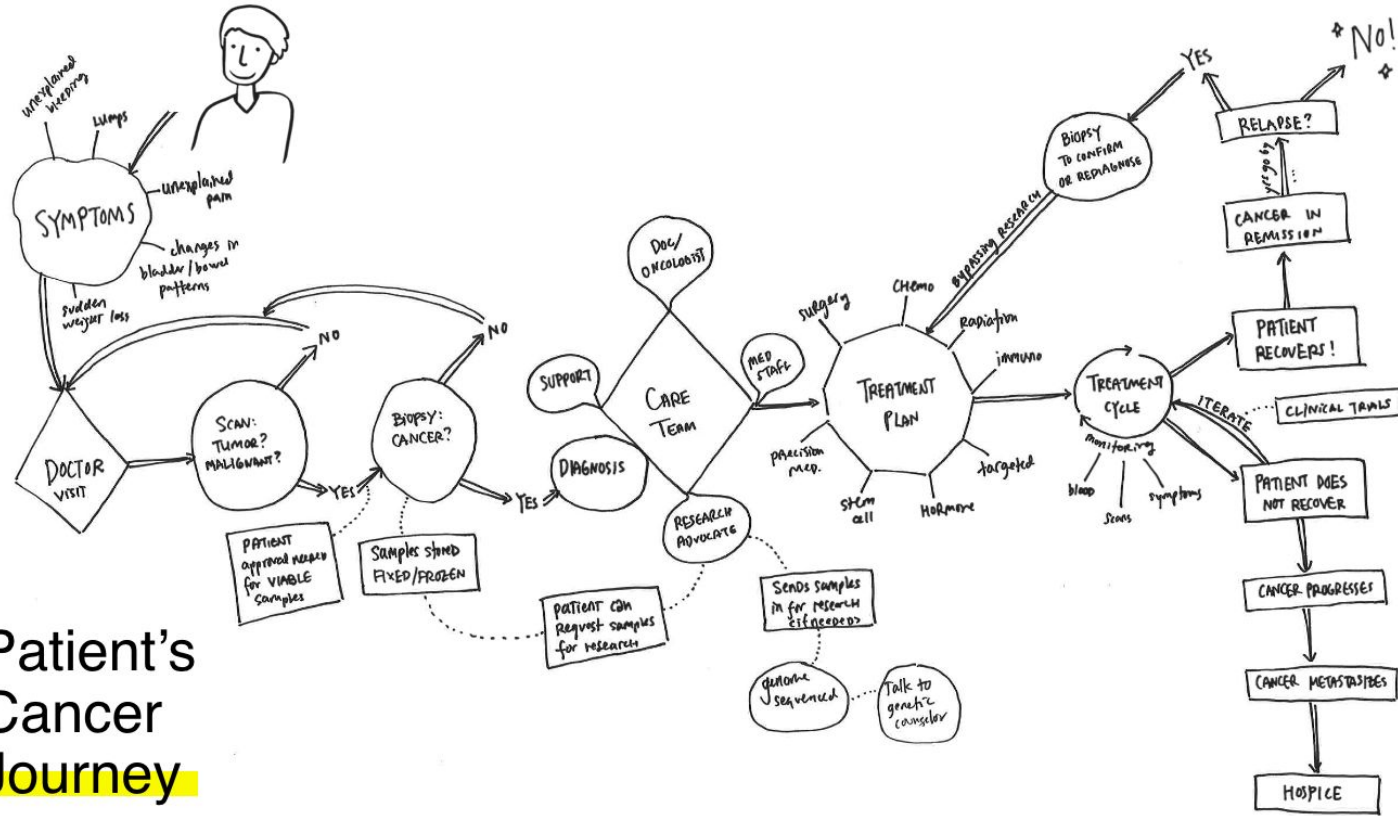
Journeys

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.

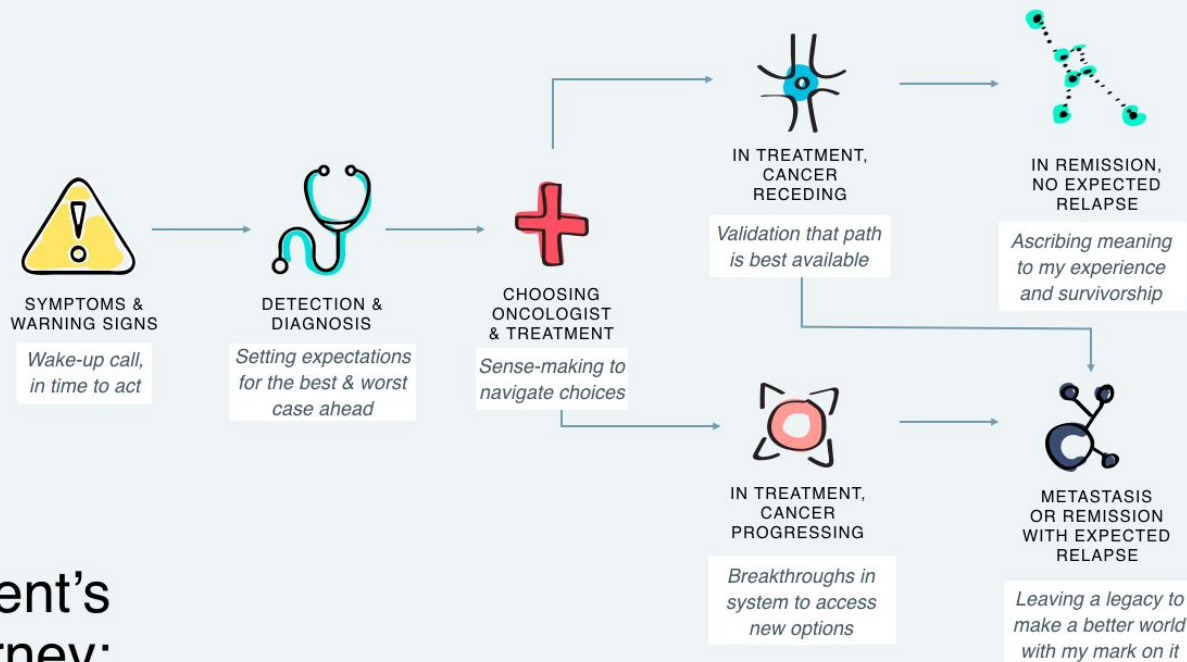


Journeys



Patient's Cancer Journey

Journeys

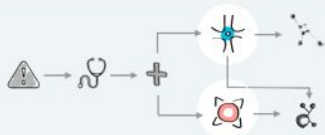


Patient's
Journey:
Simplified

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

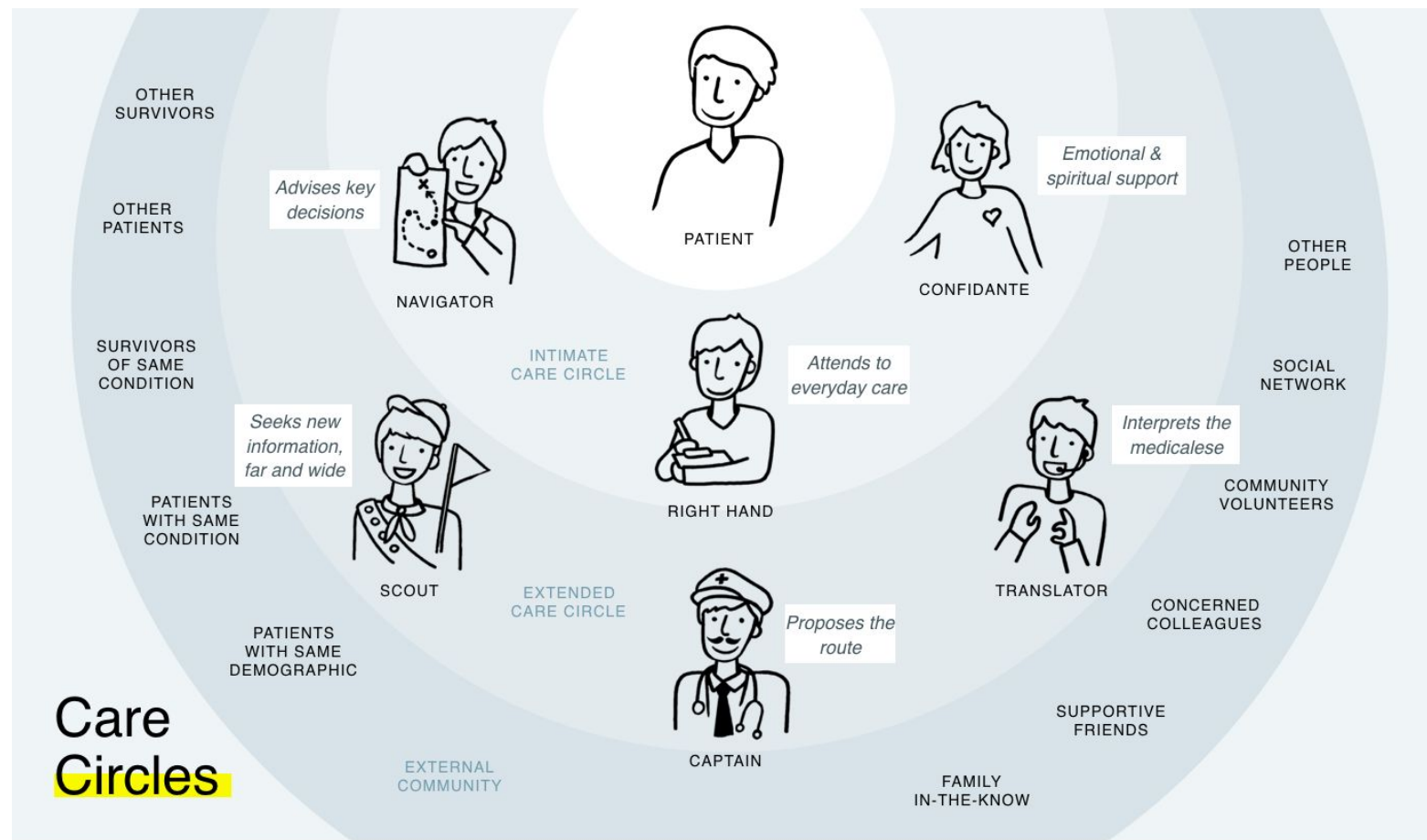
"For my second surgery I told my mom she couldn't come because she was so worried and anxious that it put more stress on me."

— 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

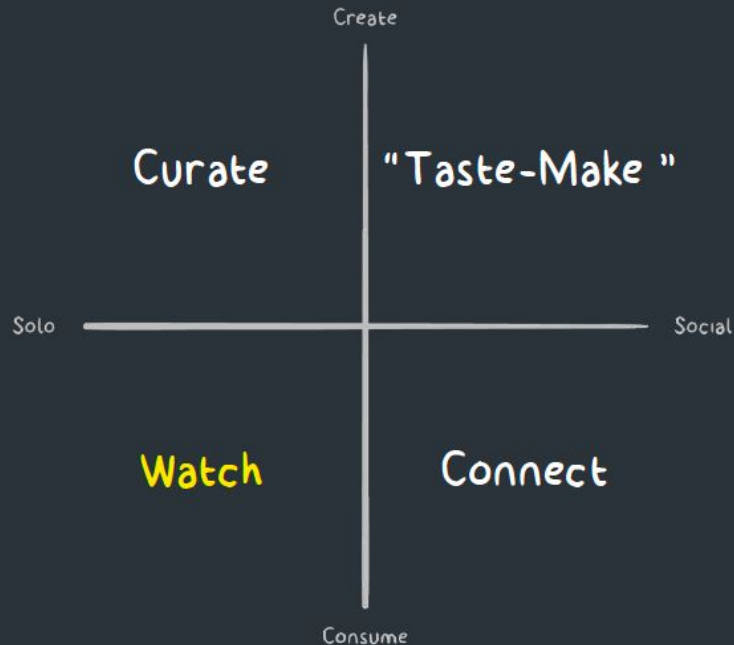
Maps



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?

Expectations for Presentation after Thanksgiving Break

- All past research
- Insights
- Frameworks
- Concept Ideation