

Ideation Session

Goals of the Co-Design

1. To see a different perspective on both our problem space and user group
2. Inform protocol for next co-design

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Agenda

1. Provide background information (2 min)

- a. **Problem Space:** The advancement of technology has made medicine more accessible than ever for patients through the use of telemedicine devices. A multitude of devices in the patient's home are collecting data; however, there is no solution for the user to retrieve all of this information at one touchpoint. The goal of our project is to create an integrated home health experience through which we have been actively creating a design concept, prototyping, and researching.
- b. **Project Type:** Our primary project type is cross-channel experience design. Our final concept will aim to improve the current home healthcare experience by boiling down telemedical and personal wellness experiences into one single experience for caregivers to manage.
- c. **User Group:** Adult caregivers who balance their career with caring for their elderly loved ones who live in the same household.
- d. **Write User Group on the whiteboard!!!***
- e. Any questions?

2. Persona Introduction (1 minute)

- a. Denise is an adult caregiver who balances her career with caring for her elderly mother who lives with her. She has shown that she wants help with managing her schedule and focusing on her personal wellness. Often her own needs will come second to her mother's. She balances working full-time while booking doctor's appointments, filling prescriptions, and making sure her mother is fed and properly cared for.

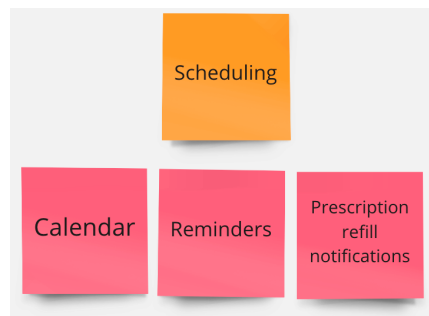
3. Ice Breakers (4 min ideate; 4 min present; 8 min total)

- a. *Goal: make participants feel more comfortable; get them thinking creatively*
- b. Shady Salesman
 - i. Activity:
 1. Split into small groups

2. Each group must come up with a terrible product (4 minutes)
 3. Each group has 1 minute to pitch their idea to the other teams. (4 minutes)
 4. Vote on the most convincing/well-marketed product (hand raise)
- c. **Sub-Activity:** Brainstorm any possible problems and opportunities related to our problem space and user group on sticky notes & whiteboard (5 min)

4. Tree Diagram (10 min)

- a. *Goal: brainstorm components surrounding the features we showcase and the interactions that can come from these features*
- b. Put features identified from competitive analysis on the whiteboard. We conducted a competitive analysis with current telehealth devices. These include medical portals, wellness apps, and caregiving apps. We then conducted an affinity diagram where we organized similar features. These were:
 - i. Calendar
 - ii. Reminders
 - iii. Emergency options - with protocols/actionable steps
 - iv. Medical information - healthcare provider info
 - v. shortcuts
 - vi. Customization option
- c. Have participants build off of these features
 - i. Touchpoints, actions, etc.
 - ii. Ex:



iii.

5. Flow Diagram Activity (10 min)

- a. *Goal: identify the various interactions of the design system (show the actors, communication, and interaction within a process/ system)*
- b. Split into smaller groups
- c. Reflect on the steps, actions, and touchpoints needed to accomplish a task in these key features as defined in the tree diagram activity
- d. Create scenarios on accomplishing the tasks identified previously
- e. Determine the feelings and interactions the user might have when using the features 🤔💗🐦

- f. List out each step-by-step interactions/touch points needed in the scenario and create a flow diagram
- g. Identify where any feature may connect with each other and how (cross-channel experience)

6. Design Charrette (10 min x 3)

- a. *Goal: To collaborate in small groups on a variety of ideas*
- b. Split up into smaller groups (based on the flow diagram)
- c. Ideate for 10 minutes via whiteboard
- d. Two people switch to the next group; Repeat two more times until 3 rounds are completed
- e. Individuals that have stayed in the same group the whole time will present all ideas
- f. Peer Critique & Analysis
 - i. Critique between each group presenting ideas
 - 1. What parts of these ideas feel most feasible?
 - 2. What did you come up with that might be “blue sky”?
 - 3. What do you wish you were able to design for in this activity?
 - 4. How do you imagine implementing these ideas into real-world application?

7. Reflection (5 min)

- a. Questions:
 - i. Based on the ideation conducted today, what other technologies do you think would be effective for this cross-channel experience?
 - ii. What idea seems most challenging and difficult to achieve? What conflicts emerged?
 - iii. What idea you discovered throughout the workshop do you believe to be the most feasible?
 - iv. What features would you want to see in a final solution?
 - v. What feedback do you have for us on this project?
- b.

Conclusion

- 1. Our team would like to thank you for your participation!