innovation in design education

GSA Design Innovation Symposium
16 September 2010
product design was...
product design is evolving . . .
designing for experience
creative thinking / design thinking

research skills & social science methods

visualisation

communication

collaboration
visualising complex information, generating insights
developing prototype tools, generating user feedback
generating propositions

journey mapping

identifying key stakeholders: service user, nurse, GP

key stages of the journey:

placing the collected insights from the research in the appropriate stage.
When the playlist finishes he decides to try to pick himself up and makes a new playlist which takes him up to more upbeat music. He finds that it works and starts to use the program all the time.
MOBILE WELL BEING

Mobile Bus >>

- A mobile version of the Well Being festival tent that actively engages those that are not reached e.g. school children or rural areas.

- The interior of the bus is filled with compact versions of the well being activities.
**Challenge**
- What can be offered to the patient during the waiting time to “Make use of the waiting time”?
- What can the patient do during the waiting stages to enhance the experience of the consultation stages?
- What can the GP and patient do during the waiting stages to build the trusted relationship between them?

**Approach**
- What if the patient could engage with the GP/ NHS out with the surgery/ Hospital?
- What if there was a tool which could help build the trusted relationship between GP and patient?
- What if there was a sense of co-producing the treatment procedure and also the confidence to open up?
- What if you could reinforce the check up system to get people to come back for therapy?

**Outcome**
- Quick idea generation based on all our research, with the main focus on our “what ifs”.
- Generated concepts to meet the needs of the “what if” scenarios.
- Worked on 5 concepts to get an overall user experience at every stage of the treatment.
- Progressed with generation and detailing of concepts.

**Key Insights >>**
- Stigma of talking about mental health
- Fear of booking first appointment by phone
- Barrier between patient and GP
- Develop a relationship between GP and patient
- Reduce the sense of waiting
- GP and patient interaction only lasts 10 minutes
- Patients have misguided expectations about treatment programmes
- Patients can not track their progress visually
- Patients feel intimidated by the huge choice of self help websites available
- Patients tend not to come back after the second consultation
- Waiting rooms are often bleak and uninviting
using the internet, the user finds out about thinkingforward, and orders a copy of the booklet to be sent to his house.