innovation in design education

GSA Design Innovation Symposium 16 September 2010









product design was ...







serve in the first chards out

First off, we don't want you to searry! The first ches a charge for the staff to meet you and your cat, and to make sure everything is as should be with your

So what will the vet be doing? Weil, as a goole, we've o the basic things that take place during an initial checks encourage you to ask as many questions as you like - to be only too happy to answer them.

Check toreth/ gr Check torepre Charle recommender Charle obgenome Parti Charles No. Another





product design is evolving ...





designing for experience





designing for experience





visualisation

GSA design student attributes













user research











visualising complex information, generating insights













developing prototype tools, generating user feedback



awareness realisation identifying engagement diagnosis treatment check ups

identifying key stakeholders: service user, nurse, GP

key stages of the journey:

placing the collected insights from the research in the appropriate stage.

THE GLASGOW SCHOOL # ARL

generating propositions

management recovery

Andrew, Hannah, James, Matthew, Momo I 10.06.10

Awareness: inTune: User Journey



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.



presenting propositions

Mobile Bus >>





presenting propositions

Ben G, Ben P, Kav, Keith, Ken I 13.05.10

Strategy >>

Key Insights >>

-Stigma of talking about mental health

-Fear of booking first appoinment by phone

-Barrier between patient and GP

-Develop a relationship between GP and patient

-Reduce the sence 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



Challenge

-What can be offered to the patient during the waiting time to "Make use of the waiting time"

-What can a 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.

presenting propositions

teenage boy, student



using the internet, the user finds out about thinking **foreword**, and orders a copy of the booklet to be sent to his house.



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The following outlin

presenting propositions





businesses/ organisations

commissions

benefitting from innovation