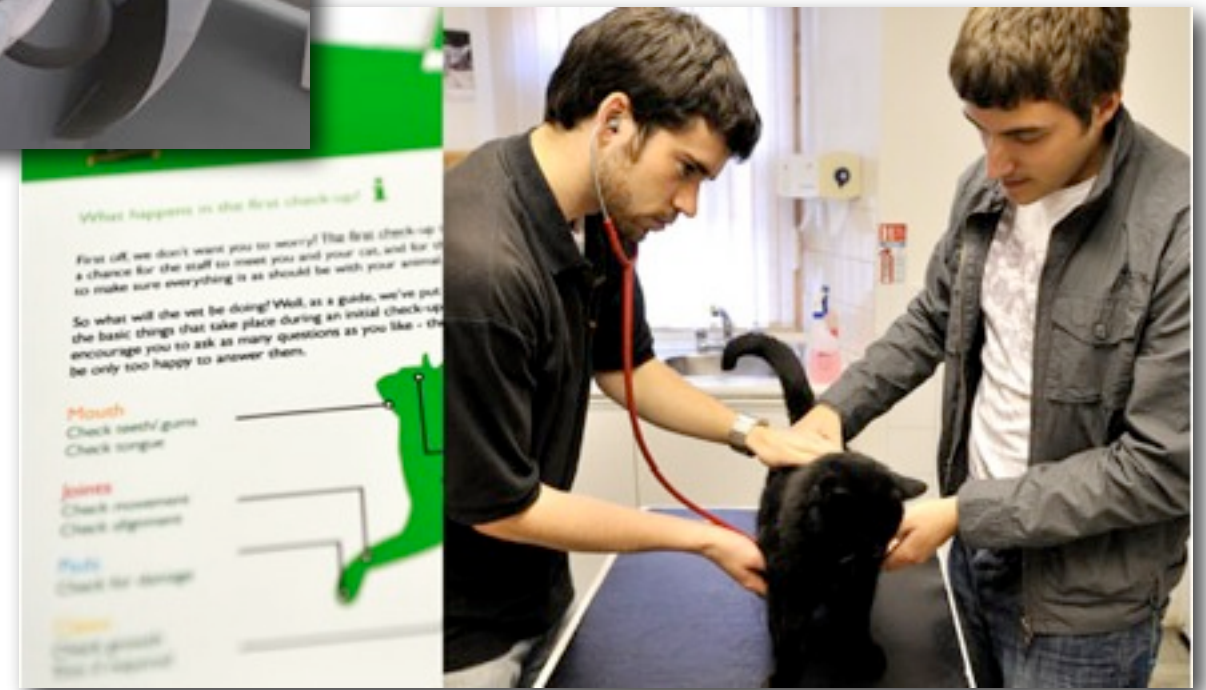
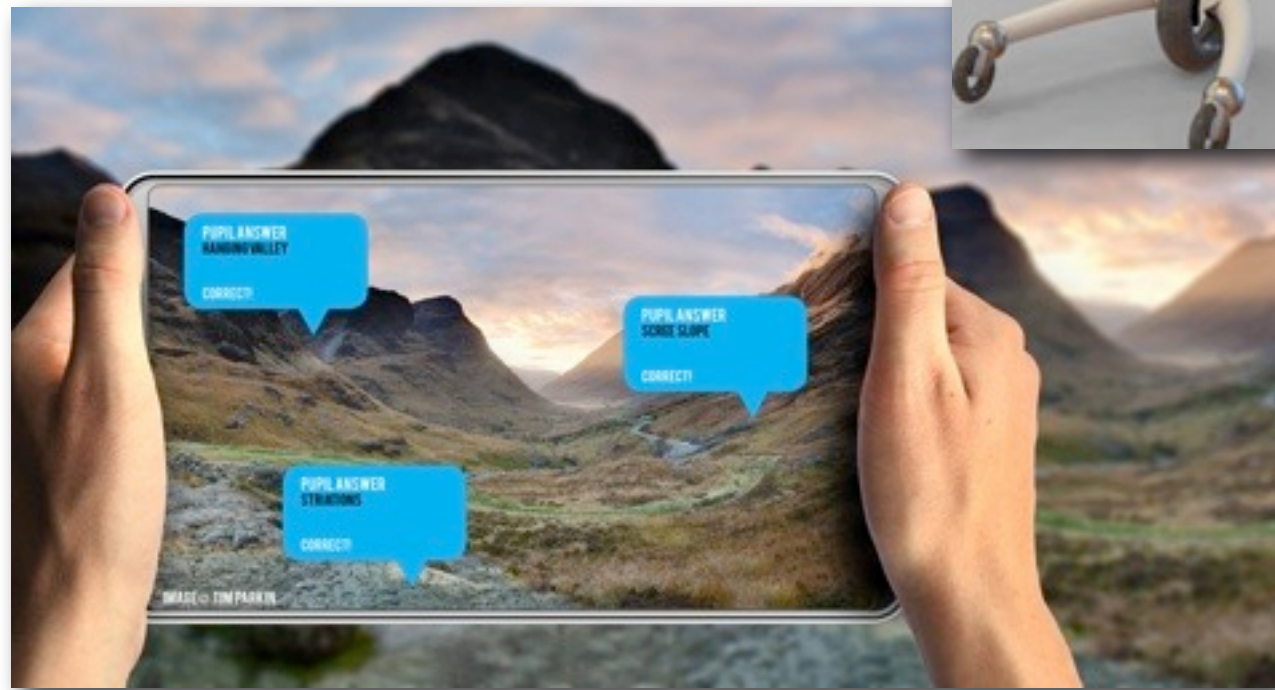


innovation in design education

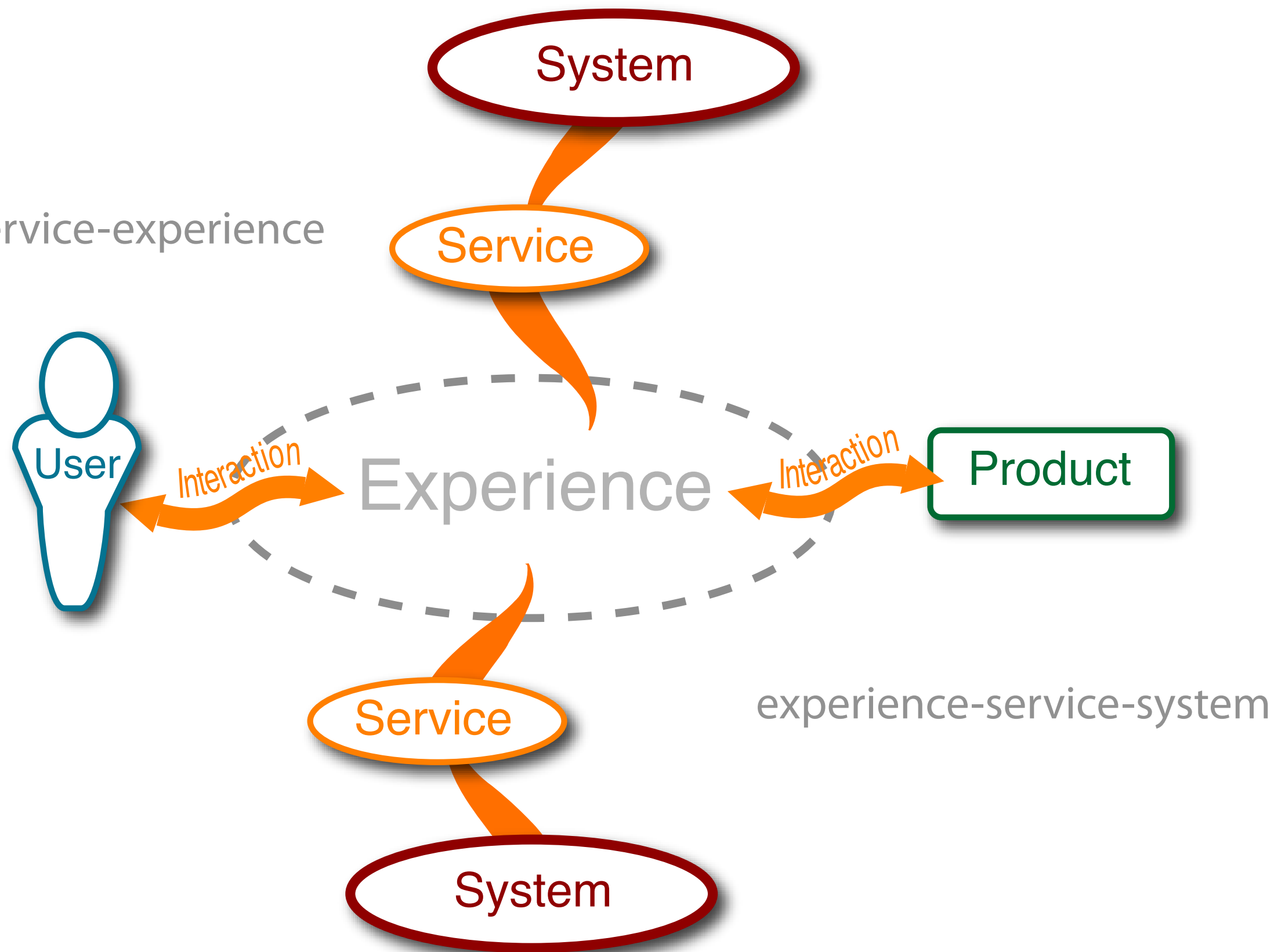
GSA Design Innovation Symposium

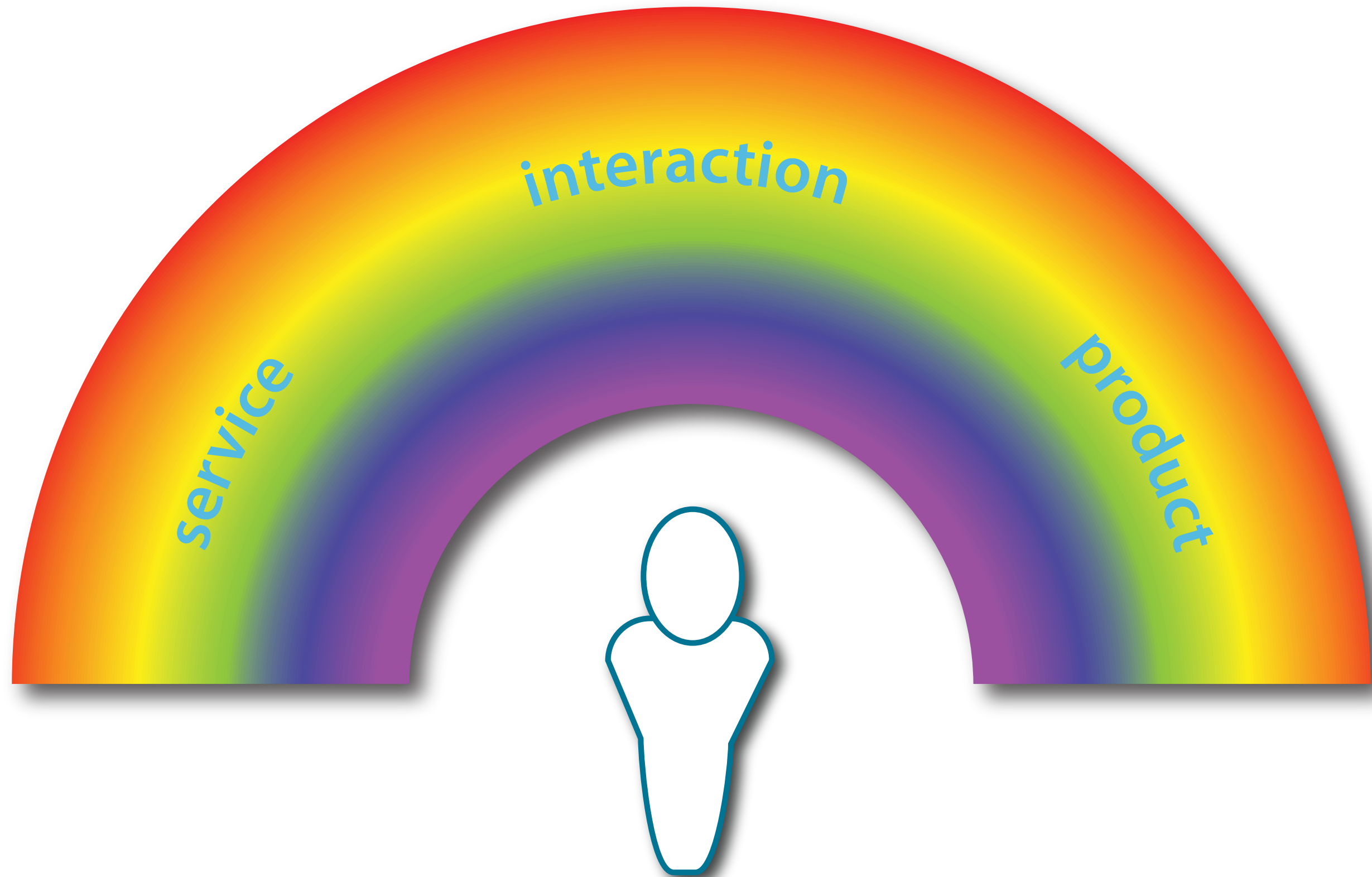
16 September 2010

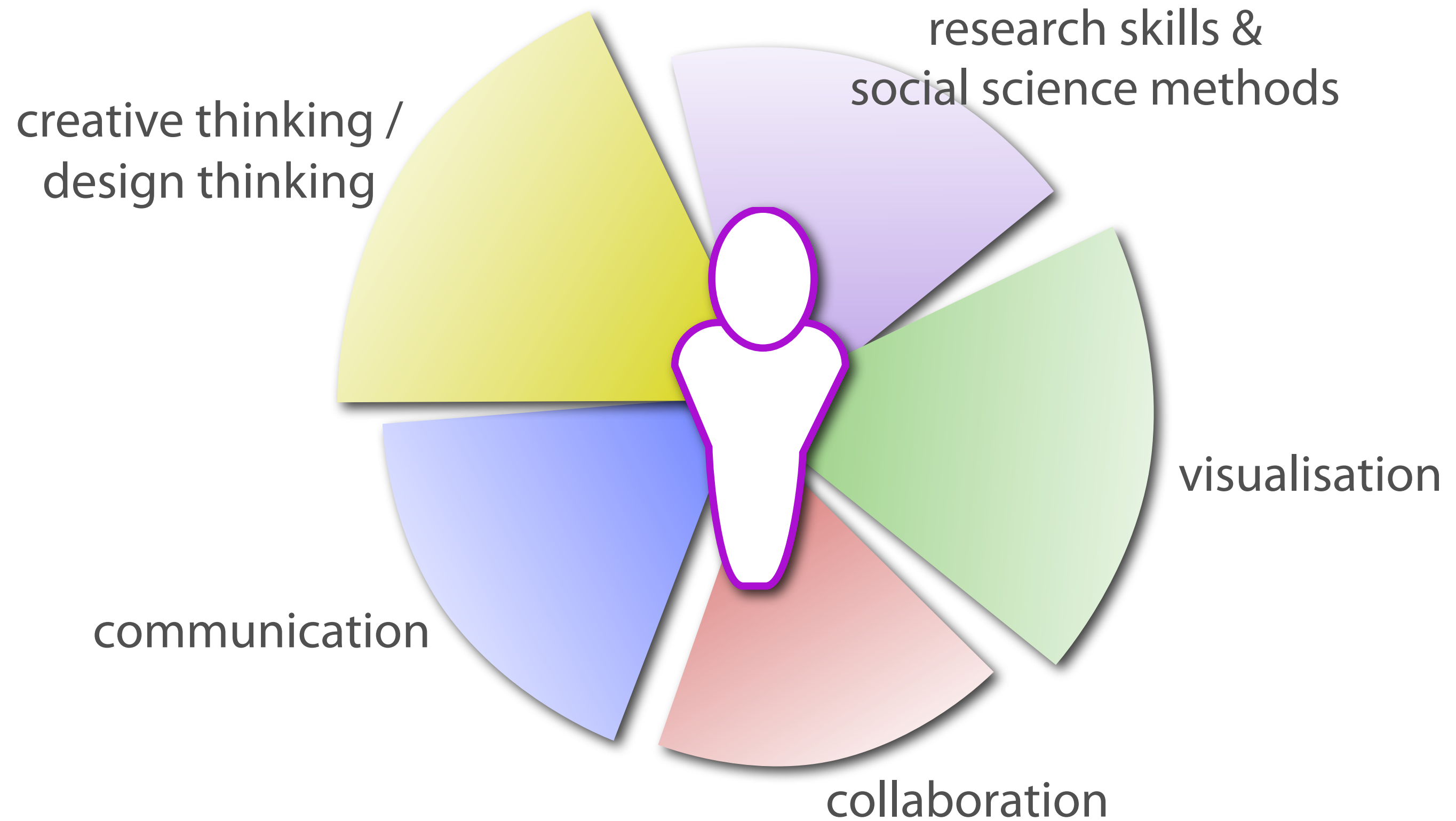




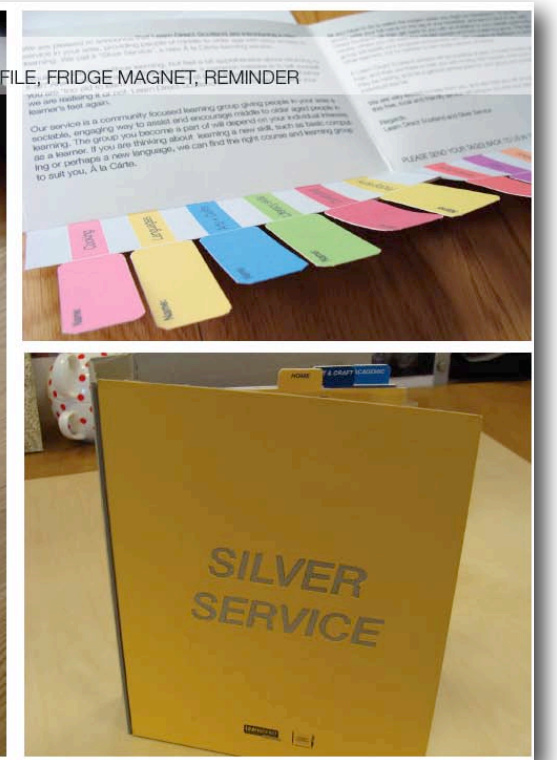
system-service-experience











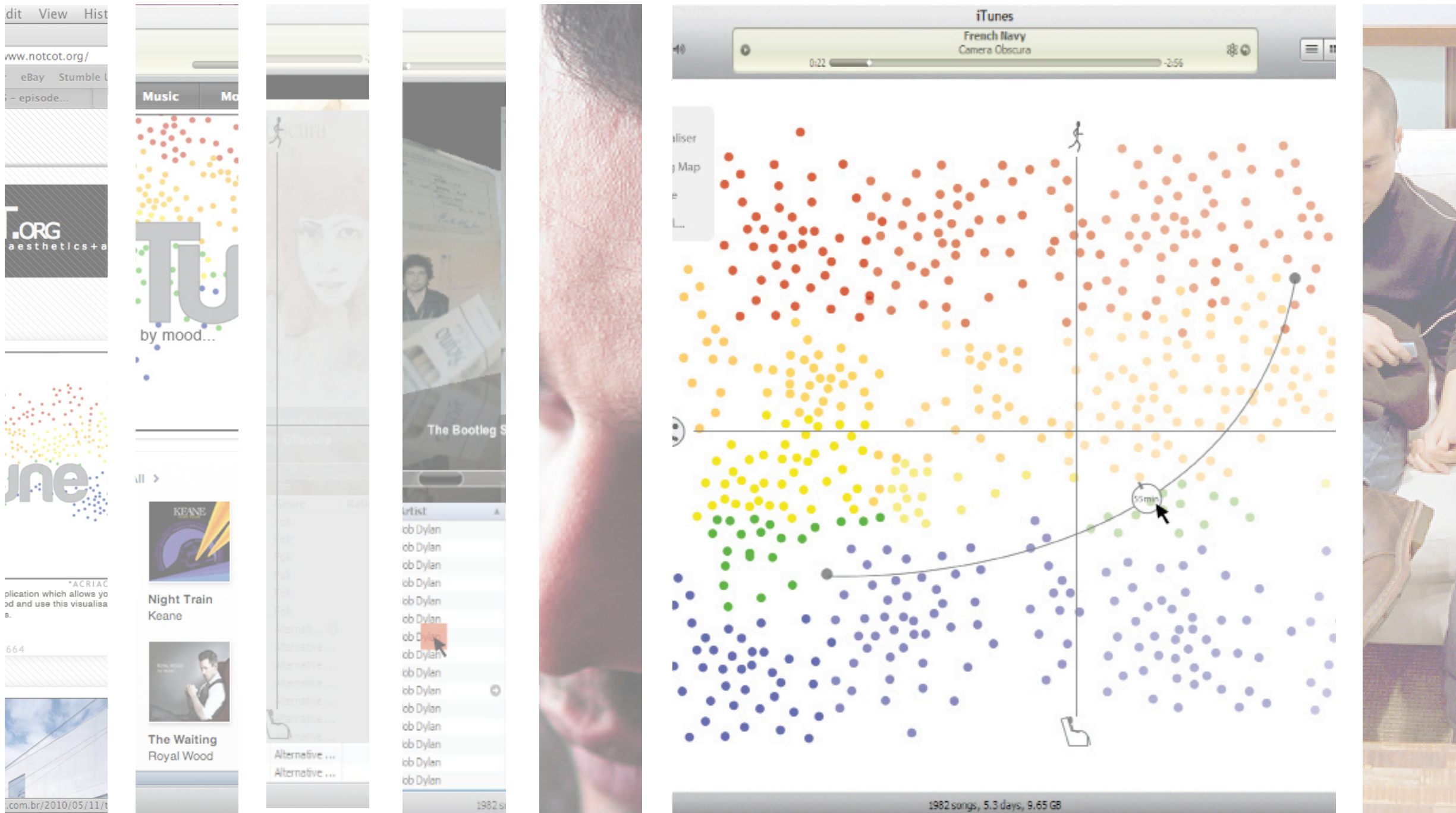


awareness realisation identifying engagement diagnosis treatment check ups management recovery

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 Bus >>

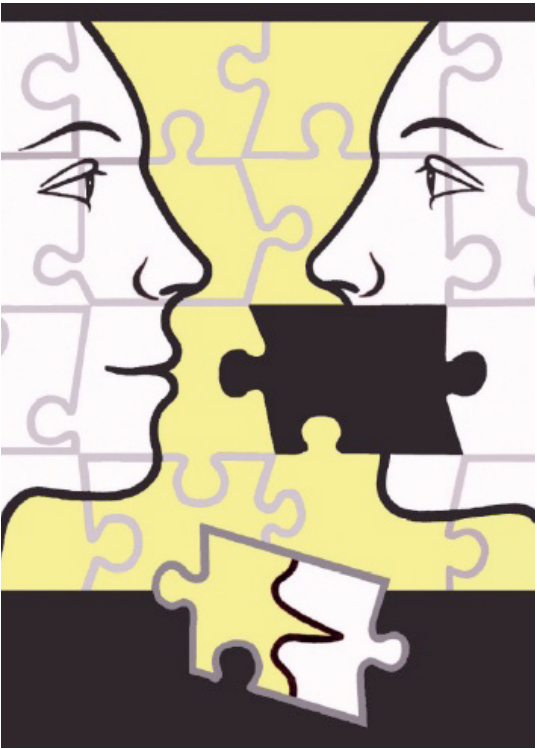
- A mobile version of the Well Being festival tent that actively engages those that are not reached e.g. school children or rural areas.
- The interior of the bus is filled with compact versions of the well being activities.



Strategy >>

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 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.

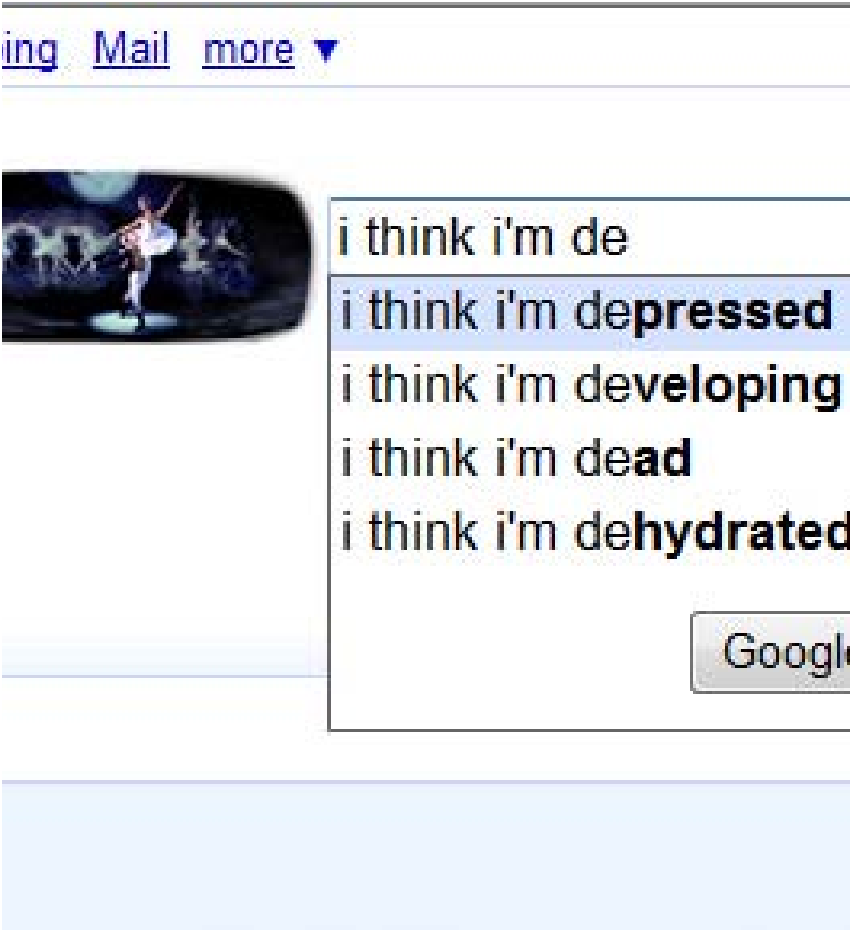
Approach

- 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.

teenage boy, student



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

