Design Thinking Clinic
A WISDoM event

Friday May 6, 10-12 noon
Associate Professor Gene Bawden & Dr Julie Roberts
SCHEDULE FOR TODAY

Introductions

What is Design Thinking?

Professor Daphne Flynn on using Design Thinking in healthcare (video)

What can Design Thinking do?

Design Thinking in practice (activity)

Next steps
DESIGN THINKING IS...

Human-centred
One of the most promising approaches for understanding patients’ experiences has been design thinking, a creative, human-centered problem-solving approach that leverages empathy, collective idea generation, rapid prototyping, and continuous testing to tackle complex challenges. Unlike traditional approaches to problem solving, design thinkers take great efforts to understand patients and their experiences before coming up with solutions.

Ref: Sharon H Kim, Christopher G Myers and Lisa Allen, Health Care Providers Can Use Design Thinking to Improve Patient Experiences, HBR, 2017
DESIGN THINKING IS...

A strategy for dealing with complex issues where solutions are not immediately obvious
Why do patients miss appointments?
DESIGN THINKING IS...

To design is to devise courses of action aimed at changing existing situations into preferred ones

—Herbert Simon

Image: https://www.business2community.com/web-design/how-design-impacts-your-daily-life-02140797
Design thinking is a mindset...

Where is the **opportunity** in this challenge?

How can we **improve** the user experience?

What is the **real** “problem” here?

Failure = learning.

Ambiguity is to be expected.
What can design thinking do?
Design Thinking can be used to...

- Create better systems
- Identify and address apparently intransigent challenges
- Redesign services to more appropriately meet customer/patient and organizational needs
- Produce innovation and beneficial change
A case study of Khoo Tec Puat Hospital, Singapore
CHALLENGE:
Elderly people struggling with the distance between clinics and confusion in navigating complex buildings.

RESPONSE:
House all geriatric services on the one level.
CHALLENGE:
Insufficient space in waiting area for people in wheelchairs.

RESPONSE:
Create stadium-model “flip” seating.
CHALLENGE:
Improve user experience for people attending multiple clinics.

RESPONSE:
Create electronic queue and appointment systems. Enable the use of the same queue number across multiple clinics on the same day.
CHALLENGE:

Reduce waiting time for outpatients.

RESPONSE:

Reorganise consultant rooms and increase communication between departments.

OUTCOME:

Reduced outpatient waiting time by 40%
The Design Thinking process
Design Thinking is a verb so let’s do it...
DISCOVERY:
What are the obstacles you face in successfully undertaking your work?

Write down as many things as you can think of that you think undermine you daily - or at least regularly - and interfere in you achieving what you want to achieve?

5 minutes.
DISCOVERY (continued):

Look for areas of commonality and areas of difference.

Working with a partner, interview each other and discover what that partner’s “roadblocks” are?

Don’t offer solutions (your aim is to “discover” not solve) but ask questions to ensure you understand the issue.

Take about 5 minutes each, and then each review your list and prioritise the list from MOST to LEAST obstructive.

12 minutes
DEFINE:

Of all the issues identified, which (if any) are consistently experienced by the most people?

Working with the whole table, share with each other, your top roadblocks.

Are there any patterns apparent? Are there consistent issues that you all experience?

• 5 minutes.
DEFINE:

Agree on one specific issue to address.
Brainwriting:
1. Knowing what you now know, and having heard what others have said, on your own, write down as many possible responses to the challenge as you can (aim for quantity not quality).

5 minutes

2. Now sort your ideas into your top 3 ideas (the ideas that seem desirable, feasible and viable).

2 minutes.

Brainstorming:
Share these ideas with team. Comment and expand on each other’s ideas. Group like ideas together. Look for affinity and connections. Look also for ways ideas might connect. 5 minutes
DESIGNING

Transform your top idea into a considered response to the issue.

Is your response a service, a product or a systems change?

How will it specifically address the issue you’ve identified? How will people access it? Are there any potential negative impacts?

Create an “elevator” pitch for your response.

• 10 minutes
DEMONSTRATE

Tell us the issue you identified and give us your elevator pitch!

3 minutes (per team)

Image: Wikimedia
DISCUSSION

What we’ve done

Why we’ve done it

Experiences?

Questions...
Next steps...

Contact Dr Julie Roberts, Julie.Roberts@monash.edu if you would like to explore your options to undertake a one or two-day training program in Design Thinking.