DHW Lab
How We Design

Better healthcare experiences at Auckland City Hospital

**Design for Health & Wellbeing Lab**
2017

Our Approach

The Design for Health & Wellbeing Lab is improving healthcare experiences with patients, families and staff at Auckland City Hospital. We customise our approach to your problem, using Human-Centred Design to encourage collaboration, empathy, creativity, and prototyping. We work on a project-by project basis with all design disciplines to create solutions across spaces, environments, communication, services, digital and physical products.

COMMUNICATION & SERVICE

DIGITAL

PRODUCT

SPACES & ENVIRONMENTS

Our Process

Discover   **Define**   **Design**   **Deliver**
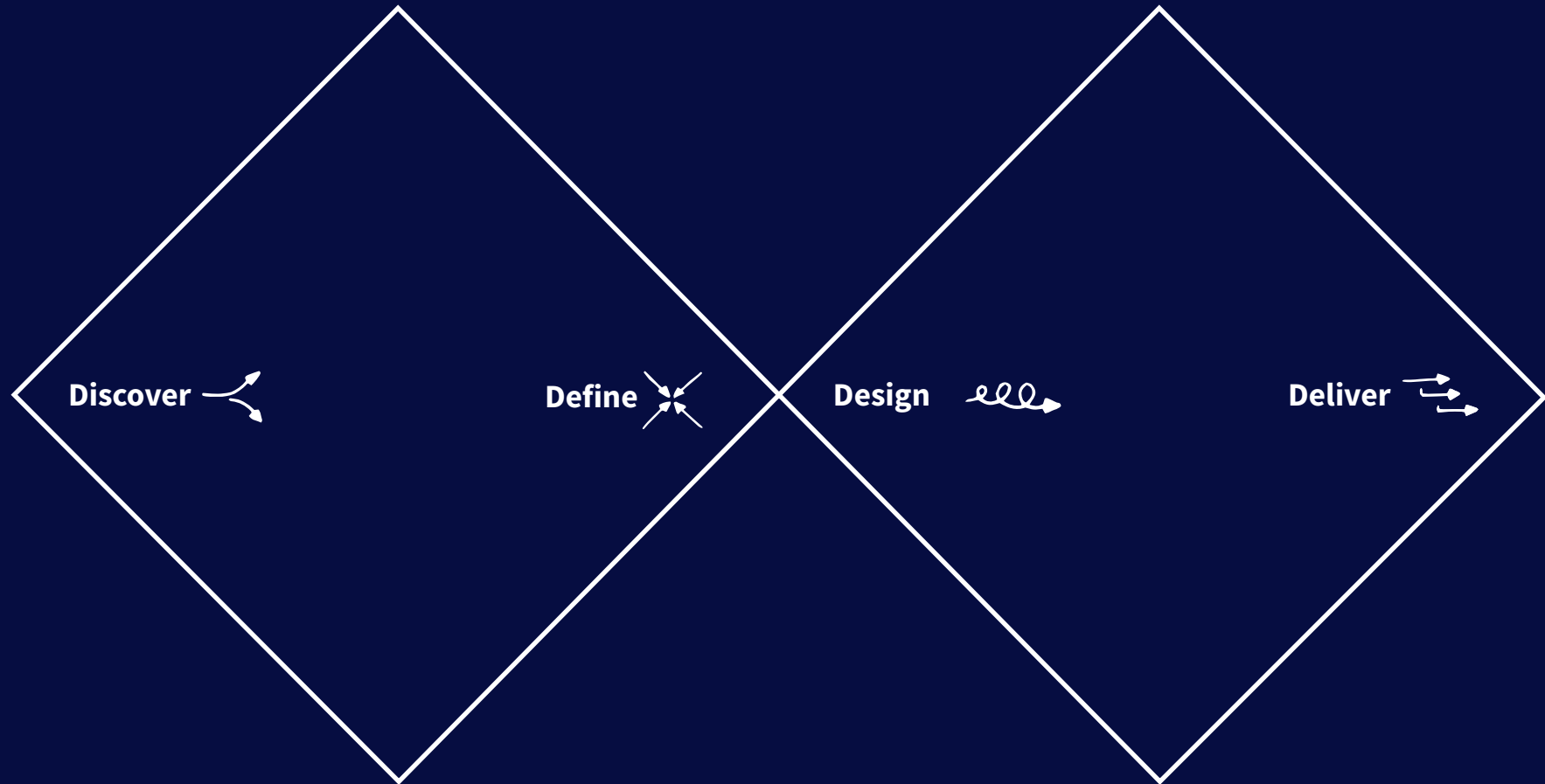
Tools & Methods

Discover

Project Brief	Personas	Workshops	Feedback Stations	Existing Product Matrix
Photo Study	Roleplay	Interviews	Sketching	Surveys
Low-fi Prototypes	Value Proposition Map	Assumption Mapping	Photo Boards	Visual Probes

Define

Journey Mapping	Theming & Coding	How Might We?	User Goals

Design

Paper Prototypes	Wireframes	Isometrics	Photoshop Visuals	Hi-fi Prototypes
User Testing	Contextual Testing	3D Printed Prototypes	CAD Models	Prototype Testing
Full Scale Prototypes	Design Reviews	Roleplay	Review Surveys	

Deliver

|				
Decision Matrix	Full Scale Testing	Low Volume Production	Feedback Stations	Roleplay
Design Style Guides	Design Guidelines	Low Volume Production	Beta Testing	Quantitative Evaluation

Discover

Discover
Define the brief

We start by writing a clear brief that outlines the scope of the project, articulates the problem we're solving, and identifies any constraints or important considerations.
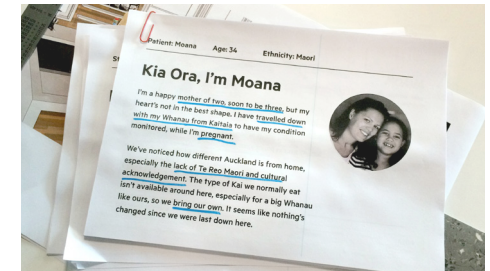
Key Considerations

- **What problem are we solving?**
- **What solutions already exist?**
- **What are our assumptions about the problem?**
- **Who are we designing for?**
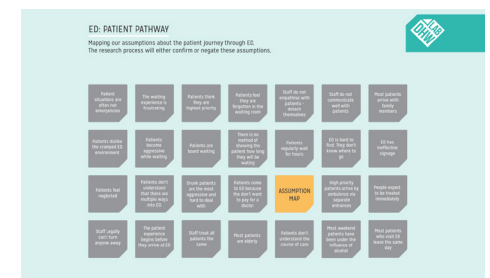- **What are the constraints of the project?**

Tools & Methods
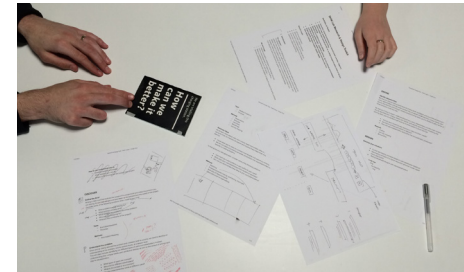
Project Brief

Personas

Voice Cards

Assumption Mapping

Existing Product Matrix
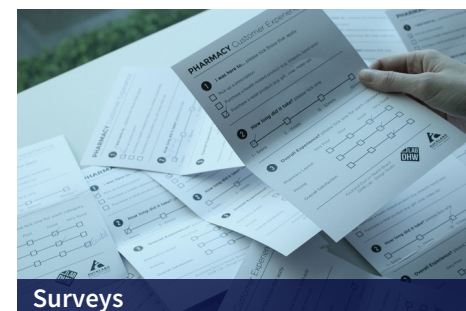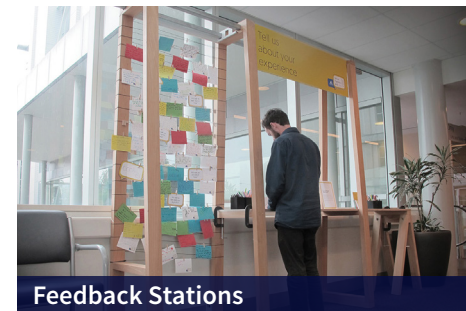

Photo study

Discover
Understand the problem

Once we've clearly defined the problem and created a brief to work to, we begin developing our understanding of the problem and context at a deeper level.

We identify the different types of users and stakeholders involved, immerse ourselves in the environment to begin unpacking the problem and identify user needs.

Key Considerations

- **What types of users are involved?**
- **Who are the different stakeholders?**
- **What is the context or environment?**
- **What are the needs, pain points and desires of different users?**

Tools & Methods

Roleplay

User Interviews

Feedback Stations

User Workshops

Bespoke Workshops

Photo Boards

Surveys

Discover
Generate Ideas

As we learn more about our users and their needs, ideas or possible solutions often spring to mind. We document these ideas to make our process more tangible and generate conversation with users and stakeholders about solutions.

Key Considerations

- How might this idea solve problems or pain points for different users?
- What value does this bring to users and stakeholders?
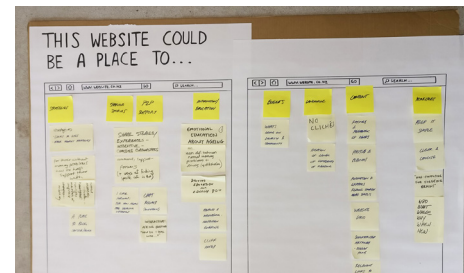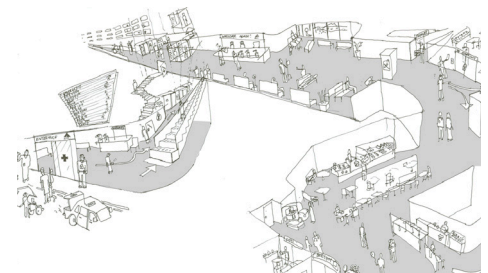- How can we simply demonstrate these ideas to our users/stakeholders?

Tools & Methods
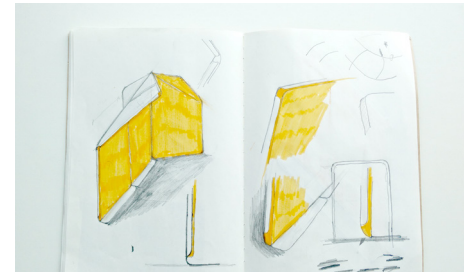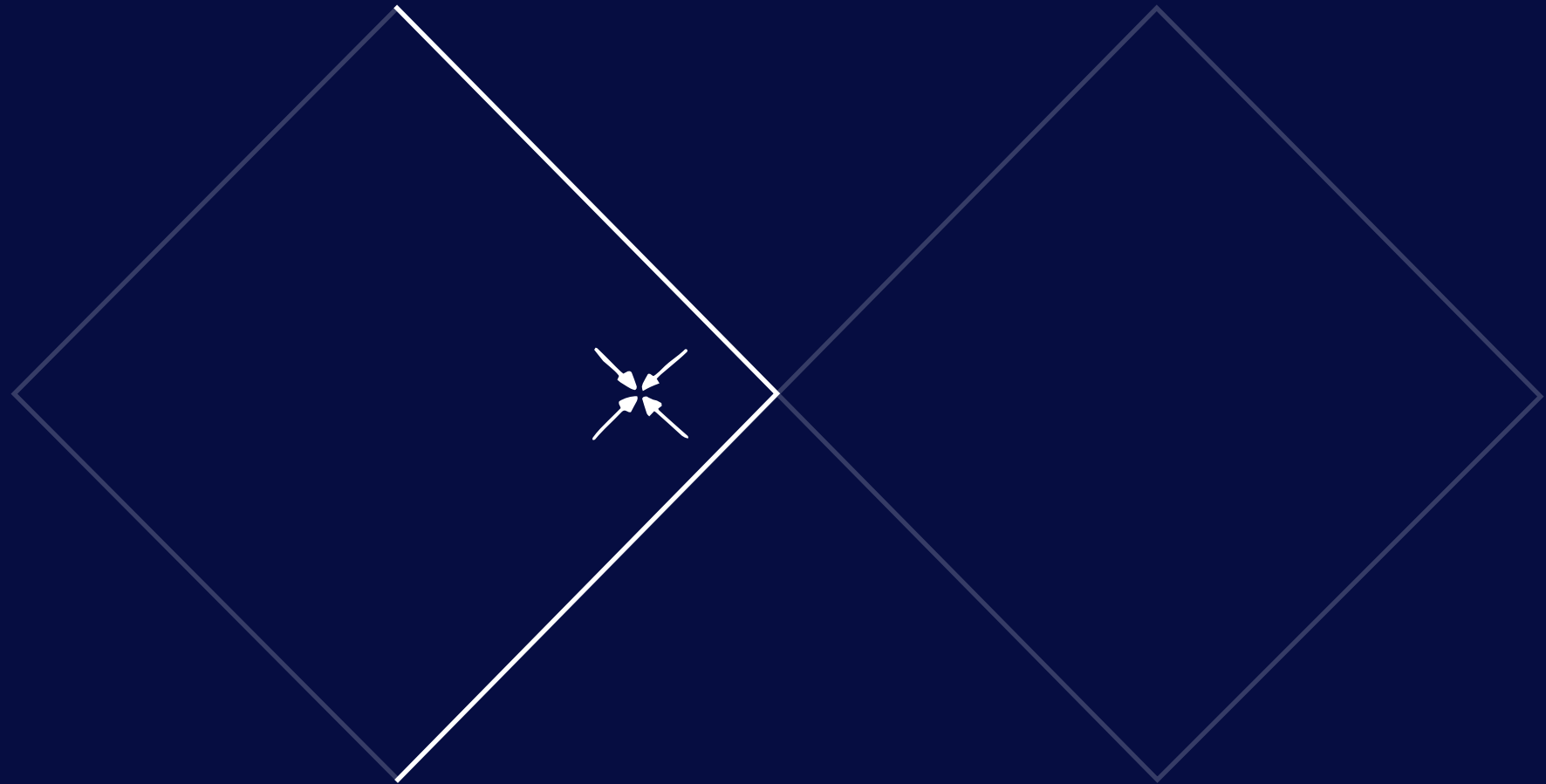

Sketching

Low-fi Prototyping

Value Proposition Map

Visual Probes

Define

Define
Analyse & Identify

Data collected through research and investigation during the discover phase helps us build a clearer picture of the problem. We group, theme and distill both qualitative and quantitative findings into insights that will guide the development of design solutions.

Key Considerations

- What are the common needs or pain points for users?
- Where in the journey are they experienced or desired?
- How did users or stakeholders respond to ideas presented?
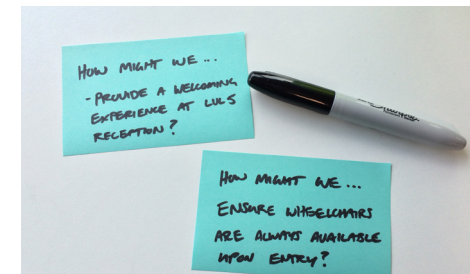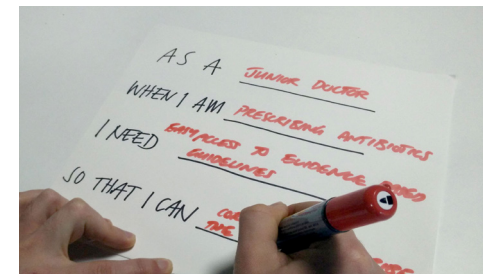- Who might benefit most from ideas presented?
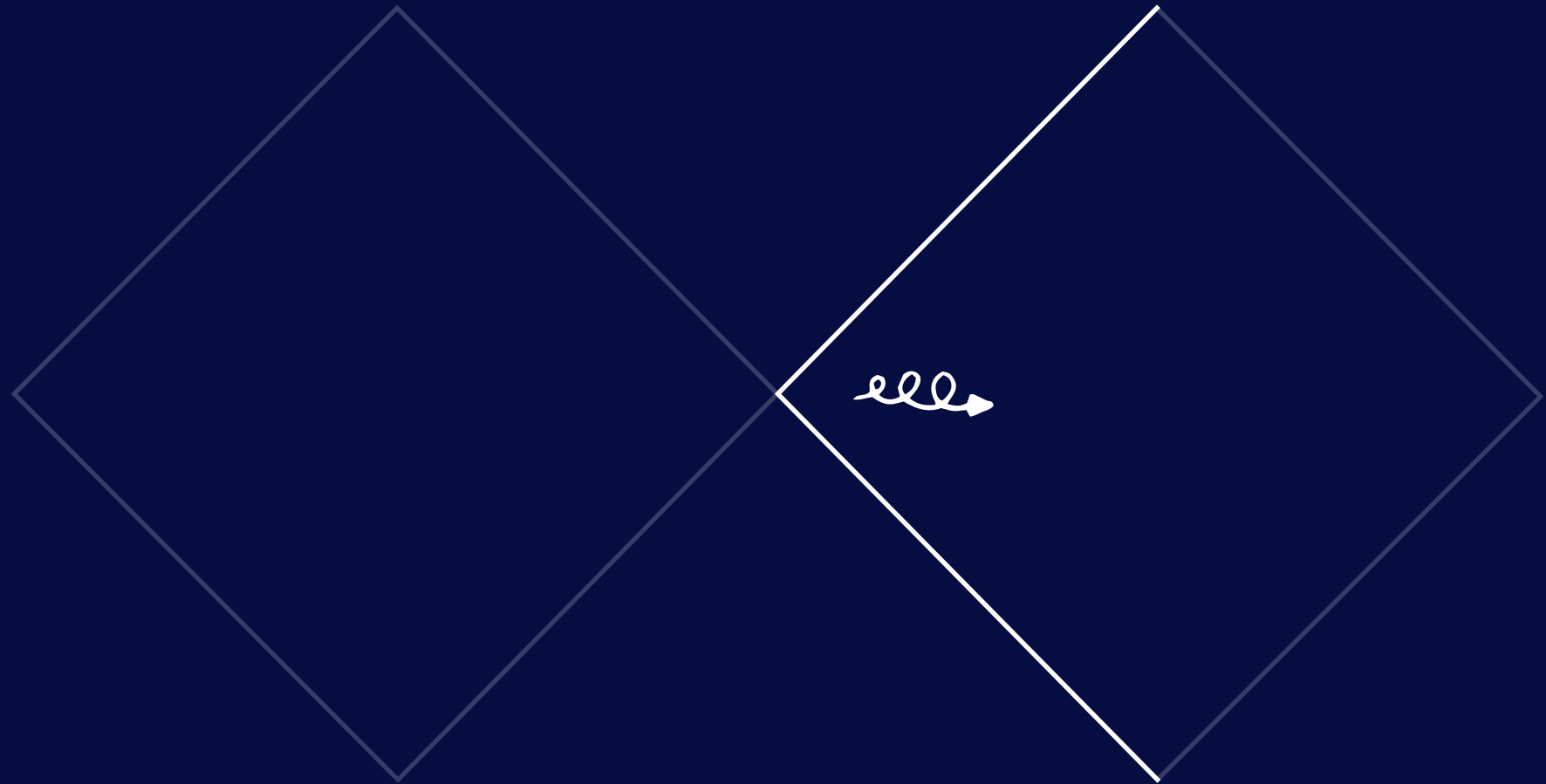
Tools & Methods
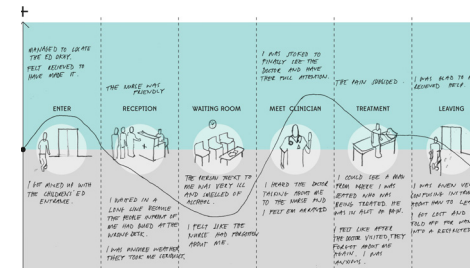
Journey Mapping

Theming & Coding

How Might We Statements

User Goals

Design

Design
Develop Solutions

Once we've defined our insights, and identified areas to improve the user experience, we begin developing concepts explored during Discovery, or generate further ideas in response to our insights.
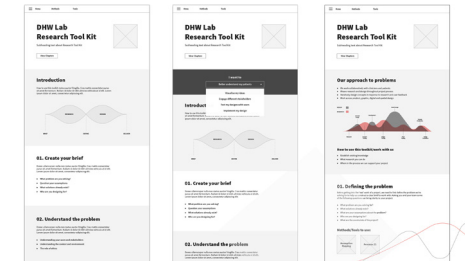
Key Considerations

- **What did users find useful or valuable about our initial ideas?**
- **How might we improve upon them?**
- **What is the best medium for delivering value to the user? e.g. physical product vs. digital product?**
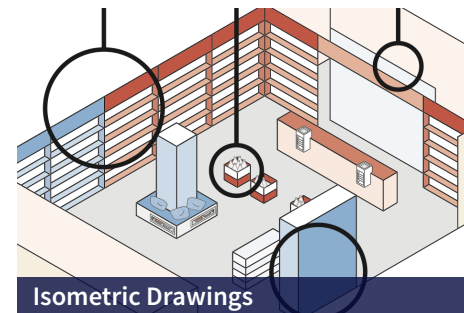
Tools & Methods
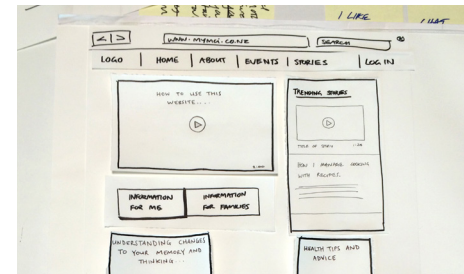
Paper Prototypes

Wireframes

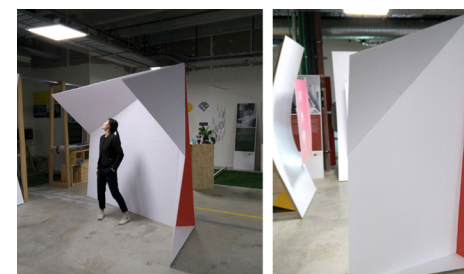
Isometric Drawings

Photoshop Visualisations

3D Printed Prototypes

CAD Models

Full Scale Prototypes

Hi-fi Prototyping

Design
Test Solutions

As we develop ideas and solutions at different levels of
fidelity, it's important to establish a feedback loop with users
and stakeholders to ensure we're meeting their needs and
developing solutions together. Between iterative phases of
design development, we test our ideas with users in their
environment or context. Once we're at detail design level,
it's important to test the scale, usability and materiality (if
physical) of our solutions.

Key Considerations

- **How do users respond or interact with
  solutions?**
- **What do users find easy or difficult about
  our solutions?**
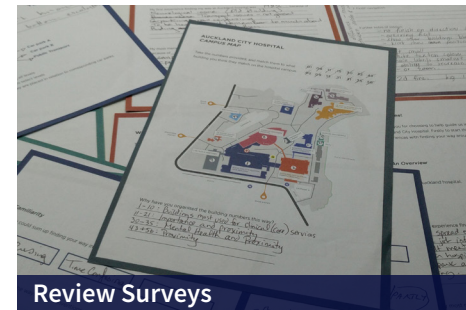
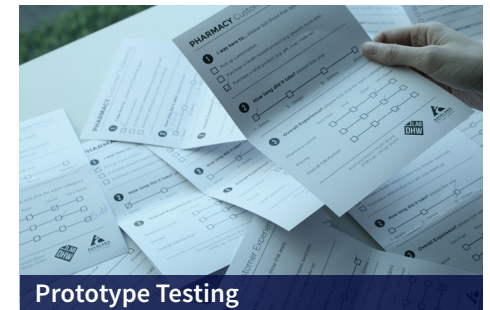## Tools & Methods

Design Reviews

User Testing

Contextual Testing

Roleplay

Review Surveys


Prototype Testing

Deliver

Deliver
Select & Detail

Following design development, concept testing and review sessions, solutions are narrowed down based on assessment criteria, and a final direction is chosen. From here, our time and attention is directed towards high fidelity detailed design, whilst developing an implementation plan.

Key Considerations

- **What will it cost to manufacture a high fidelity prototype?**
- **What additional capability might we need to deliver the design?**

Tools & Methods
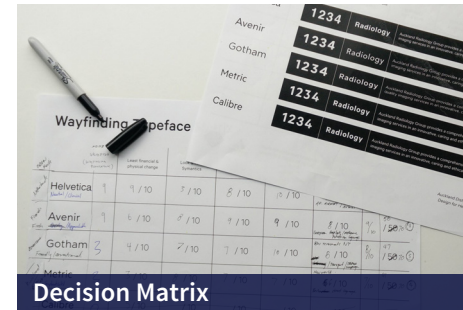
Decision Matrix

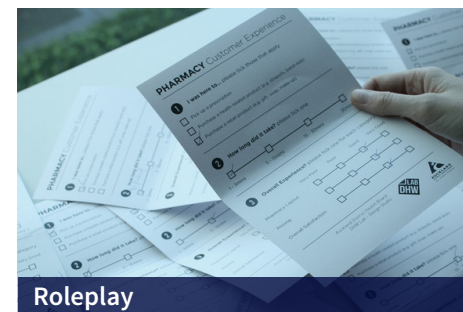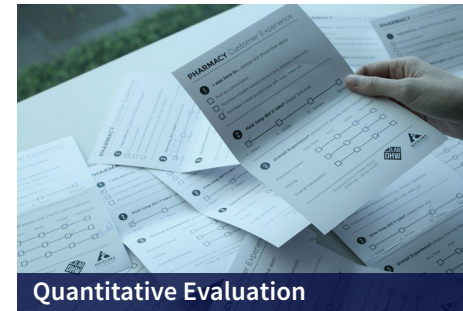Full Scale Testing

Design Style Guides

Deliver
Implement & Evaluate

Upon completion of detailed design and production, the realised solution will be physically installed or digitally implemented into the hospital environment, depending on the type of project. Anecdotal feedback will be collected while a more detailed evaluation of the solution is conducted.

Key Considerations

- What existing channels can we leverage to implement our solution?
- What change management is required to implement our solution?
- What metrics are we evaluating against?
- What is the best way to measure the success of this solution?

Tools & Methods

Quantitative Evaluation

Low Volume Production Runs

Roleplay

Beta Testing

Design Guidelines

Feedback Stations

References:

http://www.designkit.org/

http://www.designcouncil.org.uk

http://www.servicedesigntools.org/

http://designingwithpeople.rca.ac.uk/

http://dschool.stanford.edu/use-our-methods/

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