1. Start with some must-read books.

“The Design of Everyday Things” by Don Norman, who is considered the father of human-centered design, and “Hidden in Plain Sight: How to Create Extraordinary Products for Tomorrow’s Customers” by Jan Chipchase, a well-known designer who specializes in emerging markets. They will help you learn to see the world with new eyes.

2. Follow up with some articles about design thinking.

Rethinking Design Thinking by Don Norman

“Designers resist the temptation to jump immediately to a solution to the stated problem. Instead, they first spend time determining what the basic, fundamental (root) issue is that needs to be addressed.”

Design Thinking 101 by Sarah Gibbons

“...It is a user-centered process that starts with user data, creates design artifacts that address real and not imaginary user needs, and then tests those artifacts with real users; It leverages collective expertise and establishes a shared language and buy-in amongst your team; It encourages innovation by exploring multiple avenues for the same problem.”

Why Bad Technology Dominates Our Lives by Don Norman

“We must change our mind-set from being technology-centric to become people-centric. Instead of starting with the technology and attempting to make it easy to understand and use, let us take human capabilities, and use the technology to expand our abilities. We need to return to one of the core properties of human-centered design: solve the fundamental issues in people's lives.”

The Myth of Human-Centered Design by Mark Rolston

“A good design must take into account what the user wants, but ultimately frame those desires within the boundaries of the technology. A great design does even more than that. It shapes the user's expectations around those boundaries.”

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3. If you want to jump right in, check out these resources.

- Design Thinking for Educators by IDEO
- d.school bootcamp bootleg from the d.school at Stanford
- IDEO HCD toolkit from IDEO
- Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions by Bruce Hanington & Bella Martin
- Design Sprints by Jake Knapp

4. Remember who you're designing for, and get them involved in the

Regardless of what you are designing, always design with patients and caregivers to create the most innovative solutions! Check out the story behind Diabetemoji for an example of this process in action.

5. Check out my thoughts on the intersection of healthcare and design!

“On what it takes to effectively design the future of healthcare - my conversation with Joyce Lee”

Dear Medical Designer: Should I give up medicine to do design?

Dear Medical Designer: Finding Design Opportunities

Healthcare Provider: Think Like a Designer! Goal-Directed Design in Healthcare

“Design is not a department” Creating a culture of design in healthcare

“A Design Thinking Problem Every 15 Minutes: The Privilege of a being a Healthcare Stakeholder”

6. Follow some health designers and get their perspectives.

You can start with these folks: Dennis Boyle, Annie Valdes, Abbe Don, Stacey Chang, Paul Bennett, Aaron Sklar, Lenny Naar, Matt Trowbridge, Jose Gomez-Marquez, Bon Ku.

What is the ROI on design? Read the annual Design in Tech Report from John Maeda.

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