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.
Our Process
Tools & Methods
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?
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?
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?
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?
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
- Contextual Testing
- Review Surveys
- Prototype Testing
- User Testing
- Roleplay
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?
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?
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/