



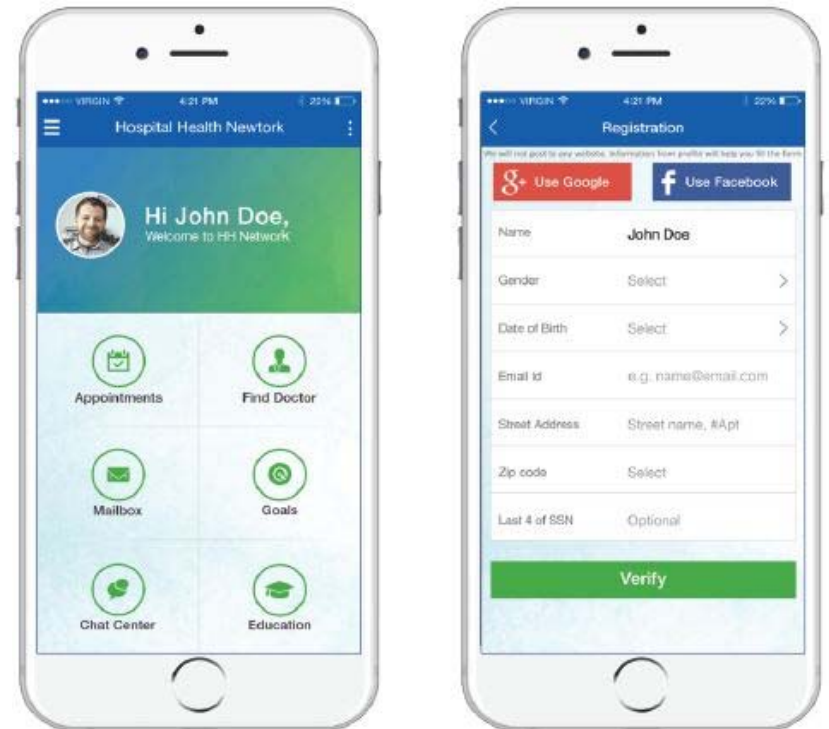
DESIGN MINDSET SOLUTIONS

WEEK 11: CLASS 01

CASE STUDY #2: Patient Engagement in Healthcare

Questions for Discussion

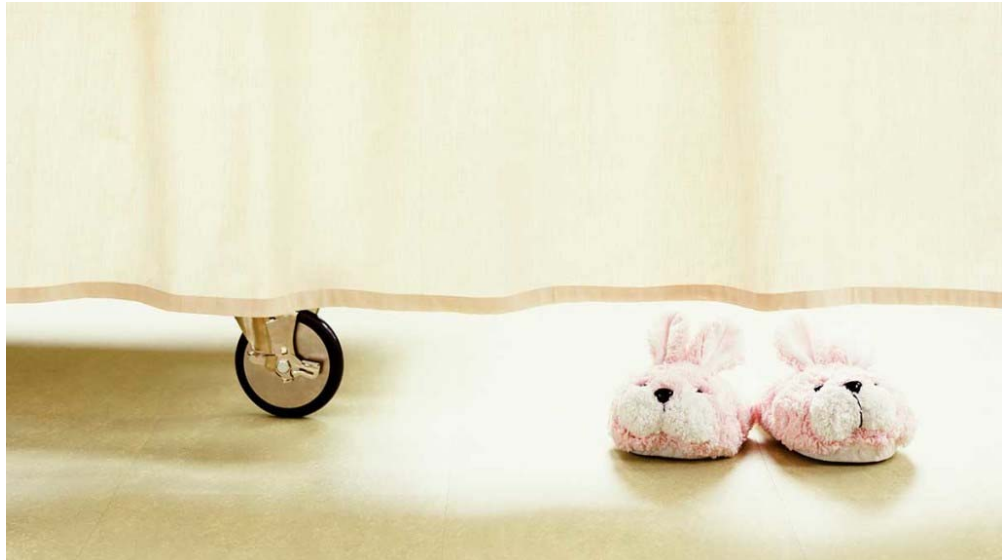
1. What Design Thinking Strategies were utilized?
2. How did the Patient Journey inform the Design Process and Patient Experience?



CASE STUDY #3: How Design Thinking Turned One Hospital into a Bright and Comforting Place

Questions for Discussion

1. What is Patient first thinking and why does it matter?
2. How did the hospital apply the design concepts we discussed?
3. What design thinking strategies were used?
4. What other industries did they look to for ideas?
5. How did the hospital reduce patient fears?



DISCUSSION: How Yves Behar is Putting Design Technology in the Service-of-Aging

Questions for Discussion

1. What are the benefits of the smart suit?
2. How will data make a difference?
3. What are the pros and cons of ElliQ?



METROPOLIS

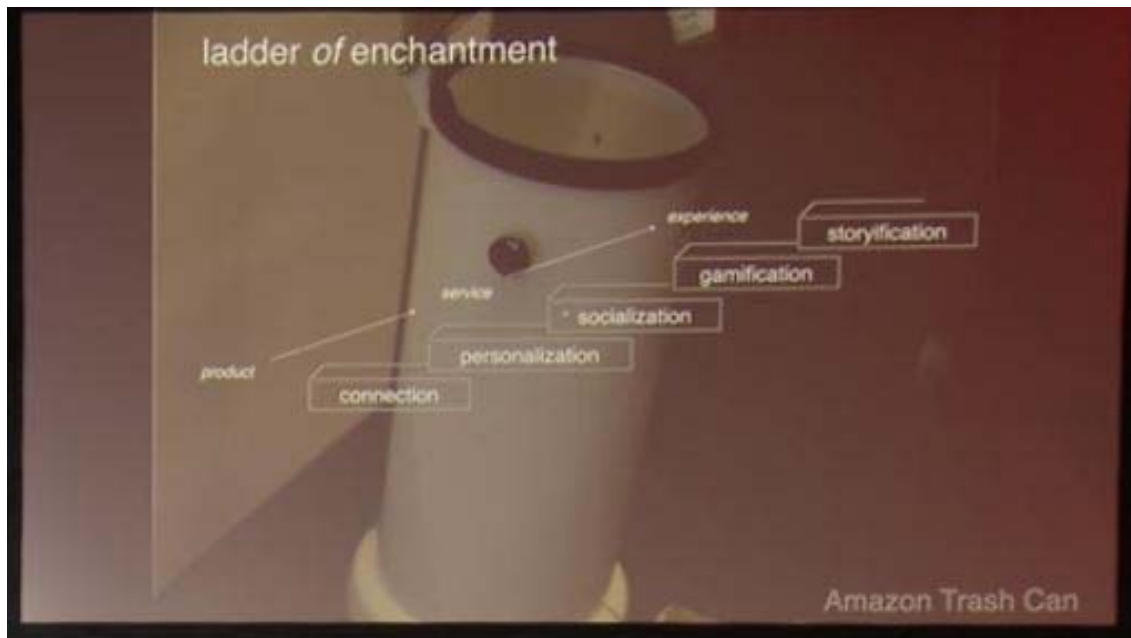
<http://www.metropolismag.com/design/how-yves-behar-is-putting-design-technology-in-the-service-of-aging/>

DISCUSSION: Ordinary Objects with Extraordinary Capabilities

- What are the impacts on data?
- What are the impacts on behavior?
- What technologies would you embed?



DISCUSSION: Ordinary Objects with Extraordinary Capabilities





DESIGN MINDSET SOLUTIONS

WEEK 11: CLASS 02

READING ASSIGNMENT DISCUSSION: Key Takeaways – Part 4

- Eliminate the “Loudmouth”
 - Try “brainwriting”
- Brainstorming:
 - Be Visual
 - Go for quantity - develop 100’s of ideas
 - Utilizing “and” instead of “but”
 - Like, Concern & Suggest



[image: Flickr user Marco Arment]



<https://challenges.openideo.com/blog/seven-tips-on-better-brainstorming>

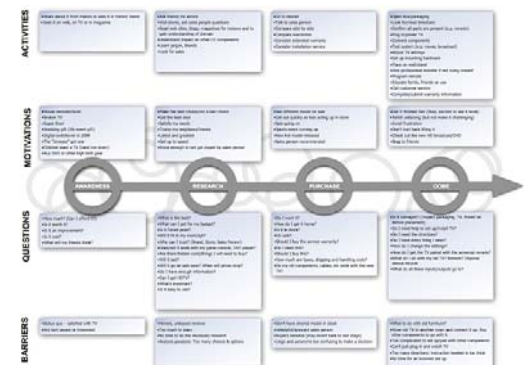
READING ASSIGNMENT DISCUSSION: Key Takeaways – Part 4

- Find your Story
 - Bar Test
 - Take your audience on a journey
 - Practice!!!

- Research
 - Determine the client journey map
 - Establish a framework:
 - Actions | Motivations | Questions | Barriers



<http://firstround.com/review/This-Advice-From-IDEOs-Nicole-Kahn-Will-Transform-the-Way-You-Give-Presentations/>



<https://hbr.org/2010/11/using-customer-journey-maps-to>

User Experience Defined

Design in practice: Owner's Perspective



Team Project: Fast Casual Dining - The Design Challenge

- Vandelay Industries is opening a new Fast Casual venue



- Your team has been hired as the Creative Consultant

Team Project: Fast Casual Dining - The Design Challenge

- Understand your Client's Needs
 - Vandelay Industries needs your guidance to develop the front of house experience.
 - Important elements to address:
 - Key design features
 - Functionality
 - Building Materials
 - Flow (Patron & Staff)
 - Services
 - Seating

ART VANDELAY
THE IMPORTER EXPORTER



Team Project: Fast Casual Dining - The Design Challenge

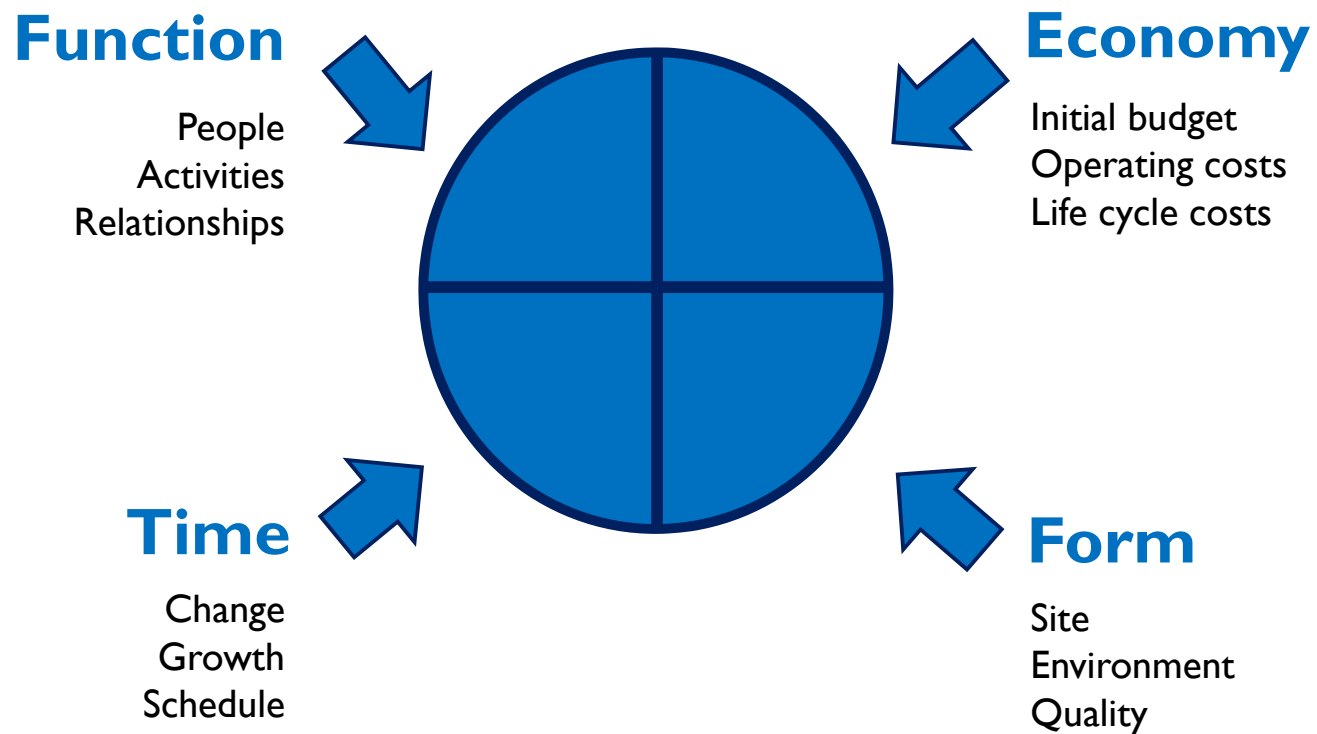
- Core Concepts in your Presentation
 - **Context:** Neighborhood, adjacent competition if any.
 - **Precedents:** What has been done before? What other examples are available from other markets?
 - **Conceptualize:** sketch-out and story board your ideas. What does the experience want to be? Create your napkin sketches

Team Project: “Problem Seeking” – 5 Step Process

1. Establish Goals
2. Collect and Analyze Facts
3. Uncover and Test Concepts
4. Determine Needs
5. State the Problem



STUDIO CONCEPTS: *The Whole Problem* – 4 Considerations



Team Project: Fast Casual Dining - The Design Challenge

- Key Design Constraints – Extreme Services
- Each team must select an extreme service from the following list to incorporate into your proposed solution:
 - **Speed:** create a faster service model, extreme efficiency
 - **Casual:** increase the informal experience
 - **Social Interaction:** create distinct opportunities for people to converse and interact
 - **Multi-serve:** add a complimentary or adjacent service (banking, technology, food offering, library, art gallery, etc.)

Team Project: **Fast Casual Dining - The Design Challenge**

- **Option #1: Aloft Hotel, 101 North Broad Street**
 - <http://www.mscretail.com/property-listing/101-n-broad-street/>
- **Option #2: Broad & Spring Garden**
 - <http://www.mscretail.com/property-listing/broad-spring-garden/>
- **Option #3: 1220 North Broad Street**
 - <http://www.mscretail.com/property-listing/1220-n-broad-street/>
- **Option #4: 631 North Broad Street**
 - <http://www.mscretail.com/property-listing/631-north-broad-street/>
- **Option #5: 1128 Walnut Street**
 - <http://www.mscretail.com/property-listing/1128-walnut-street/>

TEAM PROJECT: FAST CASUAL - PRESENTATIONS

Order:

- Team 6
- Team 3
- Team 2
- Team 7
- Team 8
- Team 1
- Team 5
- Team 4

Guidelines:

- Each team has 8 minutes to present.
- Minimum of two presenters
- You are encouraged to visit your site
- Define the look & feel through precedent and prior analysis
- Use your drawing skills to communicate ideas