A Human-Centered Design Journey Example – Details

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A. Initial Problem: We know there are challenges with preconception care and well woman visits, but what are the problems from each stakeholder’s perspective? and we are trying to get diverse stakeholders involved to help us identify these key problems.

Identify a team to move through this human-centered design (HCD) process (even if it is just 2 people) and express the initial problem you want to solve. You may need to consider a new HCD cycle to consider how to solve these new problems which come up in relation to your HMW question. In this way, HCD may continue to be useful in the further exploration of your ideas.

B. Initial HMW Question: How might we improve the quality of women’s preventive visits (hereafter “visits”) in our center? (1)

• Who is the end user?
• Who are other stakeholders?

Members of our clinic community – patients, staff, care providers

Community partners from whom we get referrals/who we refer to, hospital/healthcare system administrators

C. Key questions to answer

1. How do we currently assess the quality of these visits (hereafter “visits”) in our clinic?
2. What are the power and relational dynamics among the groups, based on what you learned from these groups in relation to visits?
3. What are the priorities of each of these end user and stakeholder groups in relation to visits? (1, 2, 3, 4)
4. How do those priorities align and/or not align with care providers’ priorities? Staff members’ priorities? Hospital/healthcare system administrators’ priorities? (1, 2, 3, 4)

D. Gathering information*

1. Review patient satisfaction scores and comments for the past year specifically related to visits (1, 2, 3, 4).
2. Have conversations with staff and care providers about their experience of the visits as patients?
3. Have 1:1 conversations with select patients who agree at the end of their visits for a follow up phone call, emphasizing the volunteer nature and the fact that this will not affect their relationship with clinic staff (2 for patients, 3 for patients, 4 for patients)
4. Observe if possible a visit from a new patient, or a return patient (pregnant/patient bearing a baby)
5. Use a structured observation guide (2, 3, 4)
6. Have 1:1 conversations with staff (2, 3, 4)

Reflect on the information you have already gathered. Do you feel you have a sense of the answer to your HMW question? Is it possible you could frame another HMW question? 

*Note: Numbers in Steps D and E correspond with which Step C key questions are being explored

Discuss as a group the “insights,” and revisit your original HMW question: what do these insights mean for your design?

Identify key questions that you would need to explore to try to answer that HMW question

1. Draw out the process of the visits – how do you relate to the end user/stakeholder group? How would you measure these questions? (1, 2, 3, 4)
2. Identify key questions that you would need to explore to try to answer that HMW question

E. Synthesizing findings*

• Map out the power and relational dynamics among the groups, based on what you learned from these groups in relation to visits. How do these groups experience their relationships (similarly or differently)?
• Create a list of priorities, challenges, strengths, by use of stakeholder group – community partners, hospital/healthcare system administrators, core and extended stakeholders (Care providers, staff, members of clinic community)
• What are the insights from these groups that you can use to suggest why there might be these similarities and/or differences?
• Draft an initial HMW question: how do you want to improve women’s visits? How do you want to improve women’s visits (key challenges) – groups experience these groups?

F. New HMW Question (if needed) – revisiting C

1. What are the range of priorities that our patients have in relation to visits?
2. How do those priorities align and/or not align with care providers’ priorities? Staff members’ priorities? Hospital/healthcare system administrators’ priorities? (1, 2, 3, 4)
3. How are priorities currently incorporated into visits?
4. How do other information other information you still need to gather to better understand the nature of visits and what more do we need to know about these groups?

G. New key questions to answer (if needed) – revisiting C

1. What do we know about these groups in relation to each prototype.
2. Do they agree at the end of their visits for a follow up phone call, emphasizing the volunteer nature and the fact that this will not affect their relationships with clinic staff (2 for patients, 3 for patients, 4 for patients)
3. Observe if possible a visit from a new patient, or a return patient (pregnant/patient bearing a baby)

H. Brainstorm answers to your HMW question

• Articulate the more specific implementation strategy that would answer your HMW question, grounded in what you learned during your understanding phase on individual sticky notes.
• As a team, discuss and group similar ideas as the team familiar with all the ideas on the table
• Create a 2x2 matrix with “High/Low” impact at the extremes of one axis and “High/Low Resource” at the extremes of the other axis. Sort your groups of sticks into one of the 4 categories
• Decide as a team which quadrant(s) you are going to prioritize. Have each team member vote on their top ideas within that quadrant

I. Develop implementation strategy for selected idea

1. Decide at what scale you will roll out idea, how you will monitor and evaluate it, what your timeline will be, and when/how you will reflect on the idea and consider making additional changes.
2. This step moves into the realm of traditional project implementation or using a PDSA approach. However, the lessons learned throughout this process may provide useful insights into the implementation of your project, so don’t hesitate to return to this early data.

J. Implement selected idea

1. Following the plan you developed in step I, you can roll out your idea
2. As you learn from your implementation, you may find that you would like to scale the work up either for a larger group of patients or for a different center. You may need to consider a new HCD cycle to consider how to solve these new problems which come up in relation to your HMW question. In this way, HCD may continue to be useful in the further exploration of your ideas.

K. Prototype (test) of each idea

1. The goal of a prototype is to test if your idea will work and get feedback on a small scale.
2. You have multiple small prototypes focused on different parts of the idea to answer specific ideas.
3. You may also find that your idea needs significant alterations. You may even want to return to other ideas from step H or reflect on what you learned back in steps D and E.

L. Discussion

Discuss the most popular idea(s) and determine which team(s) to proceed with to prototype.

Decide how to best prototype each idea. For example if it is a project, you could simulate the experience and get feedback from different end users/stakeholders. You could also ask a human-centered design experts and staff to enlist the prototype and share their experiences with you, along with patients.