A. Initial Problem: We know there are challenges with preconception care in well women's visits, but we don’t know what we should focus on.

B. Initial HMW Question: How might we improve the quality of women's preventive visits (visits) in our clinic community?

End user: patients

Key stakeholders: providers

C. Key questions to answer – e.g. what do we know already about patient and provider experiences? What power dynamics shape patient and provider experiences? What priorities do patients and providers have? What challenges do they observe? What strengths?

D. Gather answers to questions through whatever methods are appropriate and feasible (e.g. interviews, observations, team reflection, patient satisfaction surveys)

E. Synthesize findings to identify insights, noting similarities and differences between patient and provider priorities and perspectives, connections you notice, surprising or contradictory answers to questions

F. New HMW question (if needed) e.g. How might we ensure that patients’ priorities are respected by care providers during visits?

End user: patients

Key stakeholders: providers

G. New key questions to answer (if needed) – revisit Step C to identify what information you would need to better understand the newly identified issue

H. Brainstorm answers to your HMW question using techniques such as sticky note brainstorming and sorting to identify which ideas you would want to test out

I. Prototype (test) each idea

The goal of a prototype is to try out each idea and get feedback on a small scale using methods [e.g. presenting your idea as a skit to end users] that fit the idea and your circumstances

J. Develop implementation strategy for selected idea

Decide at what scale you will roll out your idea, how you will monitor and evaluate it, your timeline, etc – similar to traditional project implementation or even using PDSA with a QI idea

K. Implement selected idea following the plan you developed, continuing to test, revise, and ask new questions for ongoing improvement as you evaluate your impact

A Human-Centered Design Journey Example

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