

# 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 we don't quite know what the problems are from each stakeholder's perspective, and we are trying to get diverse stakeholders involved to help us identify that.

*Identify a team to move through the human-centered design (HCD) process (even if it is just 2 people) and express the initial problem in "How might we" (HMW) question structure*

**B. Initial HMW Question:** How might we improve the quality of women's preventive visits [hereafter "visits"] in our clinic?

- **Who is the end user?** Members of our clinic community – patients, staff, care providers
- **Who are other stakeholders?** Community partners from whom we get referrals/who we refer to, hospital/healthcare system administrators

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

**C. Key questions to answer**

1. How do we **currently assess** how patients, staff, and care providers experience about visits? **What do we know** from these assessments, and what more would we like to know?
2. What are the **power and relational dynamics** like among these end users and stakeholder groups? **How might those dynamics affect** the ways in which these groups experience visits?
3. What are the **priorities** of each of these end user and stakeholder groups in relation to visits? **How might those priorities affect** the ways in which these groups experience visits?
4. What are the **key challenges** that each of these end users and stakeholder groups would say about our preconception care and well woman visits? What **strengths/things that work well** do these end user and stakeholder groups highlight?

*Identify methods that fit with your parameters (time, resources, staff) to explore the answers to these questions*

*Discuss as a group the "insights," and revisit your original HMW question: what does "quality" actually mean for these different groups? Are there key issues that cut across all groups that could be good to address? Are the challenges which seem most important to the patients which should be prioritized? Articulate the more specific "problem" grounded in all you have learned and a HMW question to accompany it.*

**E. Synthesizing findings\***

- Map out the power and relational dynamics among the groups, based on what you learned – is there information from what you learned to help understand how those dynamics might affect how these groups approach visits similarly or differently? (2)
- Create a list of priorities, challenges, strengths, by end user and stakeholder group – what is similar, what is different? Is there any information from what you gathered to suggest why there might be those similarities and/or differences? (3,4)
- Draw out the process of the visits– did anything you observe surprise you? How does the other information gathered support/contradict what you observed? (2,3,4)
- Is there other information you still need to gather to better understand the nature of and perspectives on visits?

*Reflect on all the data gathered as a team and pull out "insights" – connections that you notice, answers to your questions that may be surprising or contradictory*

**D. Gathering information\***

- Review patient satisfaction scores and comments for the past year specific to visits (1, 2,3,4) – what questions are not captured in these surveys that would be helpful to ask of patients? (1)
- Have 1:1 conversations with select **staff** and **care providers** about their experience of the visits (2,3,4)
- Have 1:1 conversations with select **patients** who agree at the end of their visits for a follow up phone call, emphasizing the voluntariness and the fact that this will not affect their relationships with clinic staff (2 (for patients), 3 (for patients), 4 (for patients))
- If possible, observe a visit from start (the patient arriving) to finish (patient leaving) using a structured observation guide (2,3,4)
- Have 1:1 conversations with members of **other stakeholder groups** (2,3,4)
- Reflect as a team on your experiences with visits – how do you relate to the end user/stakeholder groups? How would you answer these questions? (1)

**F. New HMW Question (if needed)** e.g.: How might we ensure that patients' priorities are respected by care providers and staff during visits?

- **Who is the end user?** Patients
- **Who are other stakeholders?** Care providers, staff

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

**G. New key questions to answer (if needed) – revisiting Step 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?
3. How are patients' priorities currently incorporated into visits?
4. How do patients feel about the way in which their priorities are incorporated?
5. How do care providers and staff feel about patients' priorities in relation to their own?
6. What does "respecting patients' priorities" mean to patients, care providers, and staff?

*Reflect on the information you have already gathered. Do you feel you have a sense of the answers to these questions already? Is there more information you could/should gather? If you would like to gather more information, return to step D and proceed (you may further hone your HMW question again). If not, review the findings from E which particularly relate to your new HMW question and proceed to H.*

**H. Brainstorm answers to your HMW question**

- As a team, write down as many ideas as possible which 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 so the team is 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 stickies into one of the 4 boxes of the matrix as a team.
- Decide as a team which quadrant(s) you are going to prioritize. Have each team member vote on their top-3 ideas within that quadrant.

**K. Implement selected idea**

- Following the plan you developed in step J, you can roll out your idea
- As you learn from your implementation, you may find that you would like to scale the work up further. You may also find that your idea needs significant alterations. You may even want to consider a new HCD cycle to consider how to solve new problems which come up in relation to your idea. In this way, HCD may continue to be useful in the further evolution of your idea.

**J. Develop implementation strategy for selected idea**

- Decide at what scale you will roll out your 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
- This step moves into the realm of traditional project implementation or using a PDSA approach. However, the lessons learned throughout the HCD process may still provide useful insights into the implementation of your project, so don't hesitate to return to this earlier data.

*Based on the prototype experience, was there one idea/way of approaching your idea which seemed the most promising? If so, proceed to step J. Were there other pieces of information you learned which suggest that none of the ideas are the right ones? If so, you may want to return to other ideas from step H and/or reflect on what you learned back in steps G and E.*

**I. Prototype (test) of each idea**

- The goal of a prototype is to try out your idea and get feedback on a small scale.
- You have multiple small prototypes focused on different parts of the idea to answer specific questions (for example, if part of the idea is to have staff ask the patient what their goal is for their visit during check in, you may try different scripts for doing that and get responses focused on the language used and the timing).
- Ensure that you have a clear picture of how you will get feedback from end users and other stakeholders in relation to each prototype.

*Discuss the most popular idea(s) and determine as a team which idea(s) to proceed with to prototyping. Decide how to best prototype each idea. For example if it is a protocol, you could simulate the experience and get feedback from different end users/stakeholders. You could ask a handful of care providers and staff to enact the protocol and share their experiences with you, along with patients.*

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

