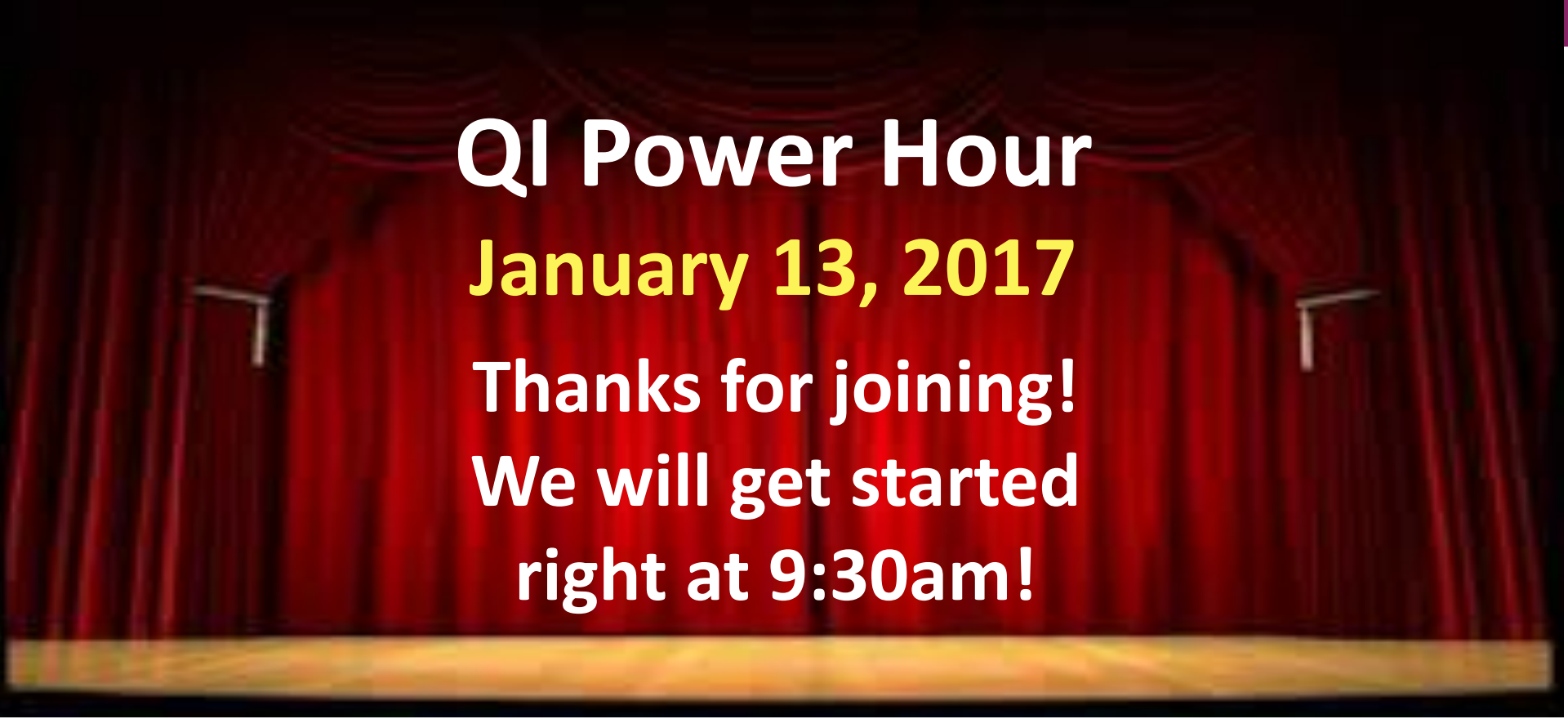
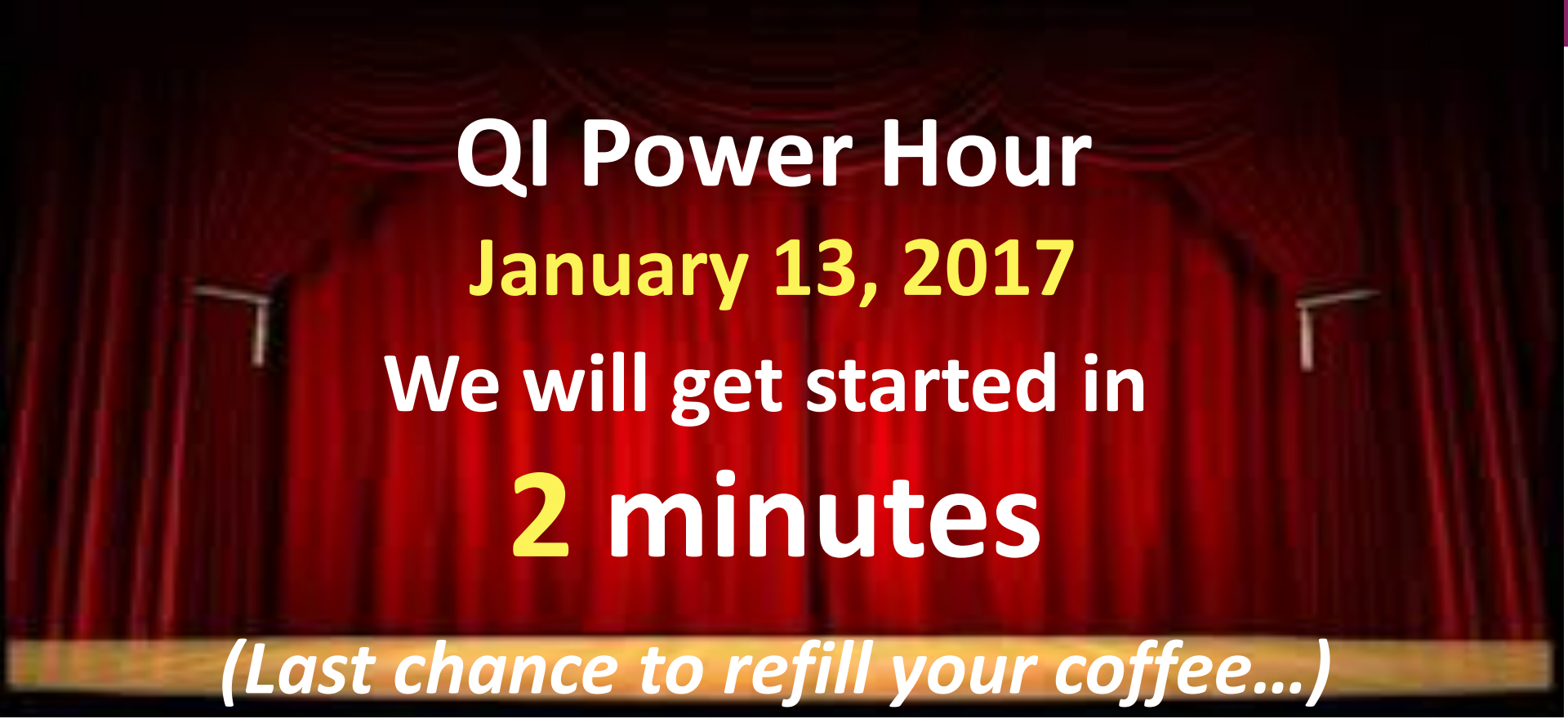


SASKATCHEWAN HEALTH QUALITY COUNCIL

Putting Patients First
better health · better care · better value · better teams



SASKATCHEWAN HEALTH QUALITY COUNCIL

Putting Patients First
better health · better care · better value · better teams

To Mute and Unmute

Press: *6

SASKATCHEWAN HEALTH QUALITY COUNCIL

Overview

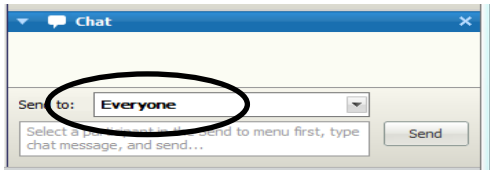
- Colleen Kennedy – Design Thinking for Innovation
- Q & A
- Evaluation Poll

SASKATCHEWAN HEALTH QUALITY COUNCIL

Your WebEx tools

- Raise your virtual **hand**

- Use **chat** function



- **Speak** up ***6**

SASKATCHEWAN HEALTH QUALITY COUNCIL

PLAY
REC

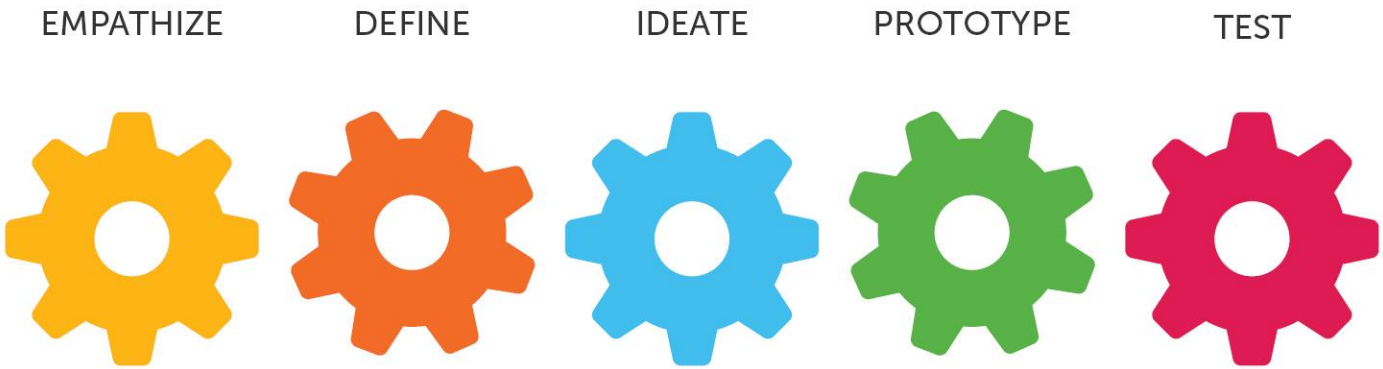
DESIGN THINKING FOR INNOVATION

“One’s ability to generate innovative ideas is not merely a function of the mind, but also a function of behaviours. If we can change behaviours, we can improve our creative impact.”
Clayton Christensen

What is Design Thinking?

an approach to innovation that matches human needs with available resources by leveraging empathy.

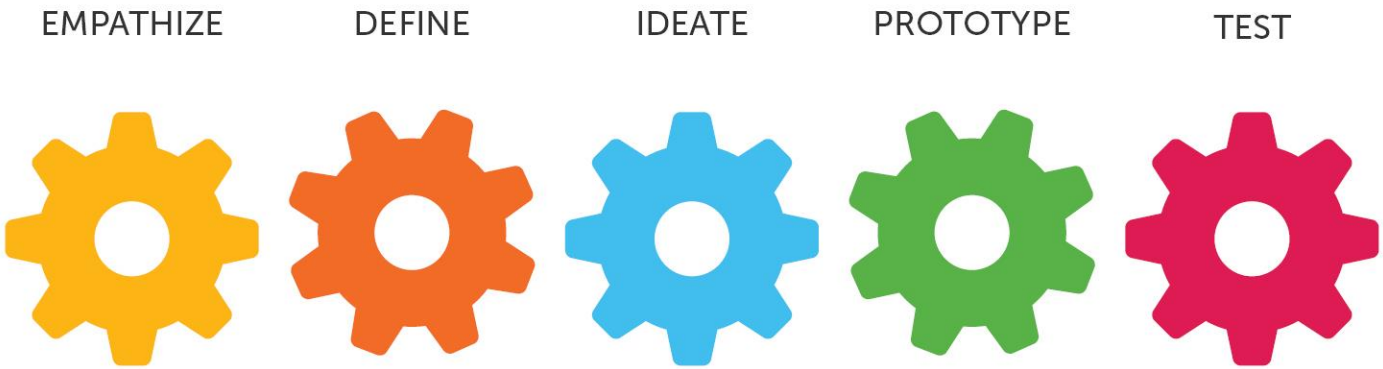
A Design Thinking Model



Mindset for Innovation

- Creative confidence
- Empathy
- Deferring judgment
- Bias towards action
- Failure inevitable
- Continually iterating, refining and improving

A Design Thinking Model



How is Design Thinking applied to system/services?

The Good Kitchen

- In Denmark, more than 125,000 senior citizens rely on government-sponsored delivery meals program (due to illness, age, or other conditions).
- Many of the seniors have nutritional challenges and a poor quality of life because they simply do not eat enough.
- It is estimated that 60% of Denmark's seniors in assisted living facilities or residential care units have poor nutrition, and 20% are actually malnourished.

EMPATHIZE

"The ability to be aware of, understanding of, and sensitive to another person's feelings and thoughts without having had the same experience"

Issue:

- Too close to the problem
- No view of context

Empathize

Change your perspective

Limit yourself

Do it yourself

Engage in an analogous experience

Look for extremes

Observe/Interview

The Good Kitchen

Interviews

- Loss of control over their food choices.
- Embarrassed to accept government assistance
- Disliked eating alone because it reminded them that their families were no longer around.

Artifacts

- Very responsible in the kitchen
- Had a keen sense of seasonal food
- Tried to customize their own meals by adding spices or other ingredients.

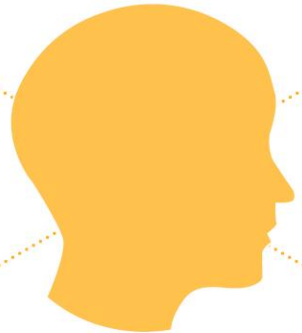
Extreme Empathy

- Perceived as sloppy
- Workers don't feel empowered to do what they loved
- Bored and unmotivated

Activity: Empathy Map

- Undervalued
- Demoralized
- Deflated
- Low status job

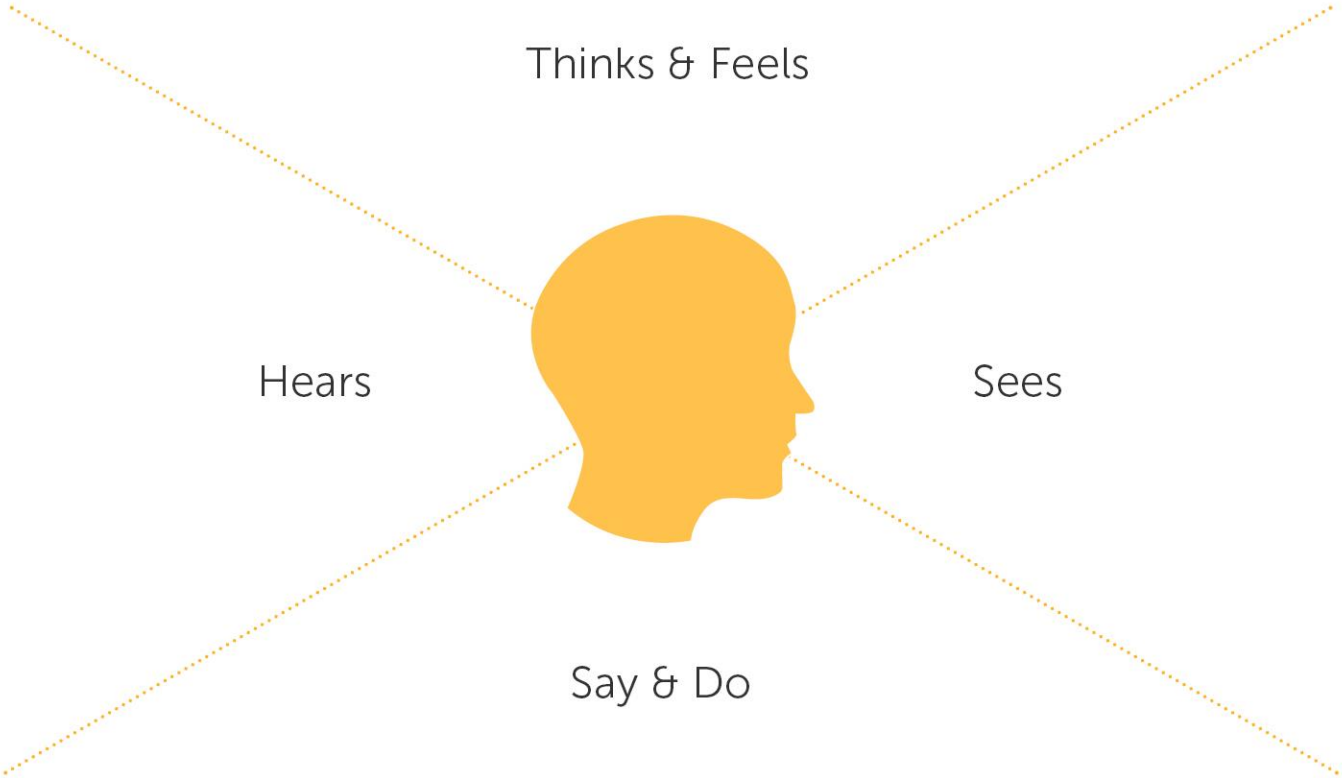
- "Make things better"
- "Do things different"
- No one asks how they would like things to be different



- Fellow disgruntled staff
- Poor conditions

- Focus on economy
- Have good kitchen skills

Activity: Empathy Map



DEFINE

Develop a deep understanding of your users. Making sense out of what we see and hear to uncover opportunities for design.

Define

Understand the challenge

Search for meaning

Shape a point of view

Frame opportunities

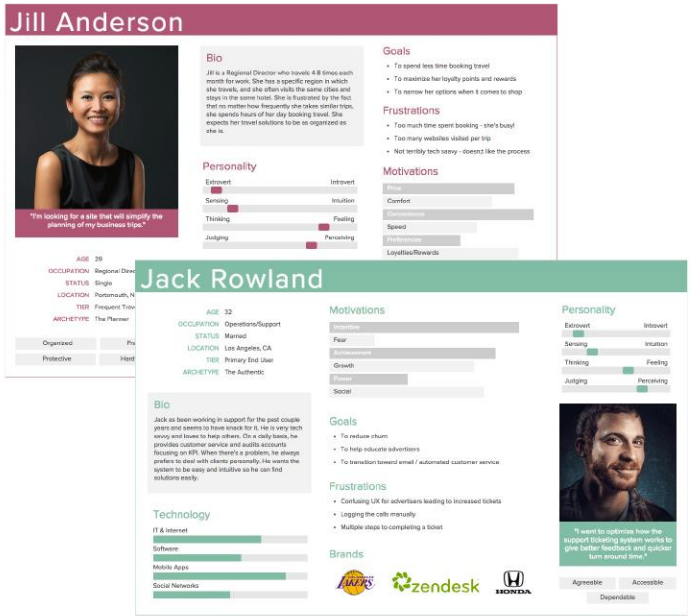
What is a Persona?

Synthesis of people who have been researched

One persona represents a significant portion of people

Cast of characters who will engage with your solution

Why a Persona?



Provides rich and vivid image of your audience

Prevents self-referential thinking

Makes it easier to discover potential solutions

Build a persona

Age:
Location:
Job Title:
Family:

Goals:

- (Latent) desires they want to achieve
- A task that needs to be completed
- The experience they want to feel

Attitudes:

- Their perception of the "problem"
- Their expectation of the "solution"

Behaviours:

- What's working well for them?
- Their struggles with current solutions
- Frustrations they would like to avoid

Motivations:

Rewards

Fear

Creativity

Personal Growth

Social Status

IDEATE

Idea is the part of the design process in which you aim to generate radical design alternatives.

Ideate
Go for quantity and defer judgments.

Ideate

Aim for quantity to reach quality

Constraints are your friend

The brilliant and the ridiculous

Diverging a bit longer

How to Ideate?

Insight

responding to what we've learned about the challenge so far

Adjacent

similar but different to the challenge at hand

Disruptive

a chance to reframe the way we're thinking about the challenge at hand

How to Ideate: SCAMPER

Scamper Challenge	Redesign food delivery service for seniors
Substitute	Use real diningware instead of paper plates
Combine	Delivery staff also includes a dietitian to help with seniors' nutrition
Adapt	Come with extra meal options if food preferences change suddenly.
Magnify, minimize, modify	Make delivery cars into food trucks, or make delivery cars into bicycle delivery
Put to other uses	Train "delivery staff" to also be "wait staff' for seniors.
Eliminate	Remove delivery staff and replace with drones
Reverse, rearrange	Pick up seniors in a bus and bring them to a restaurant space where they can socialize with staff and other seniors.

SCAMPER

Scamper Challenge	
Substitute	
Combine	
Adapt	
Magnify, minimize, modify	
Put to other uses	
Eliminate	
Reverse, rearrange	

PROTOTYPE

Prototyping is getting ideas and explorations out of your head and into the physical world.

Prototype:

Show how it works!

Build in order to think

Time is of the essence

Gather feedback

Fail early to succeed sooner

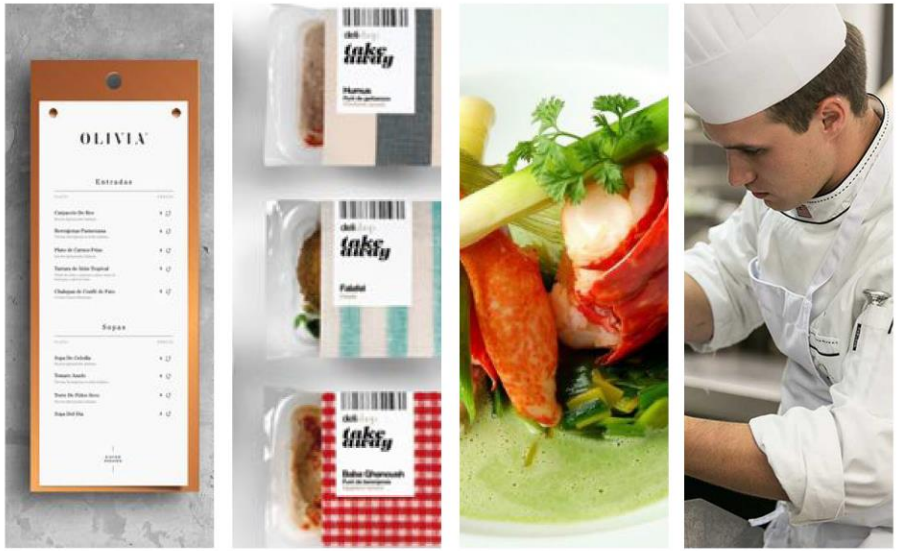
Types of Prototypes:

Physical

Digital

Experiential

The Good Kitchen



- Meals
- Food presentation
- Packaging
- Menus
- Uniforms

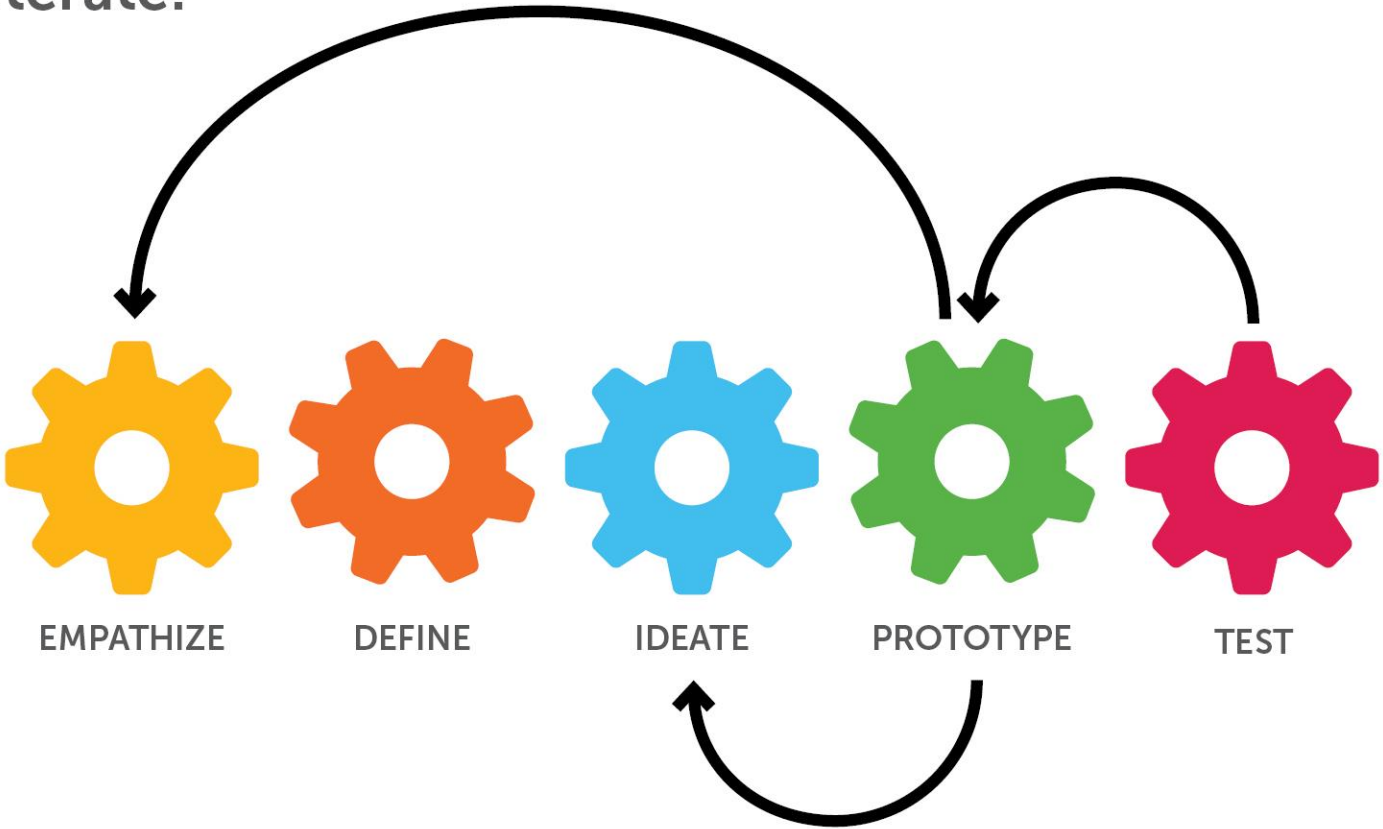
Issue:

- Fear of failure
- Failure is intrinsic
- Failing without learning
- Learn and build up

TEST

Testing is the chance to get feedback on your solutions, refine solutions to make them better, and continue to learn about your users.

Iterate:



Test

Check your assumptions repeatedly

List your questions

Make some priorities

Track learnings, move forward

Archive your iterations

The Good Kitchen

500% increase in meal orders in the first week alone.

22% increase in customers

78% increase in sales of healthy dishes

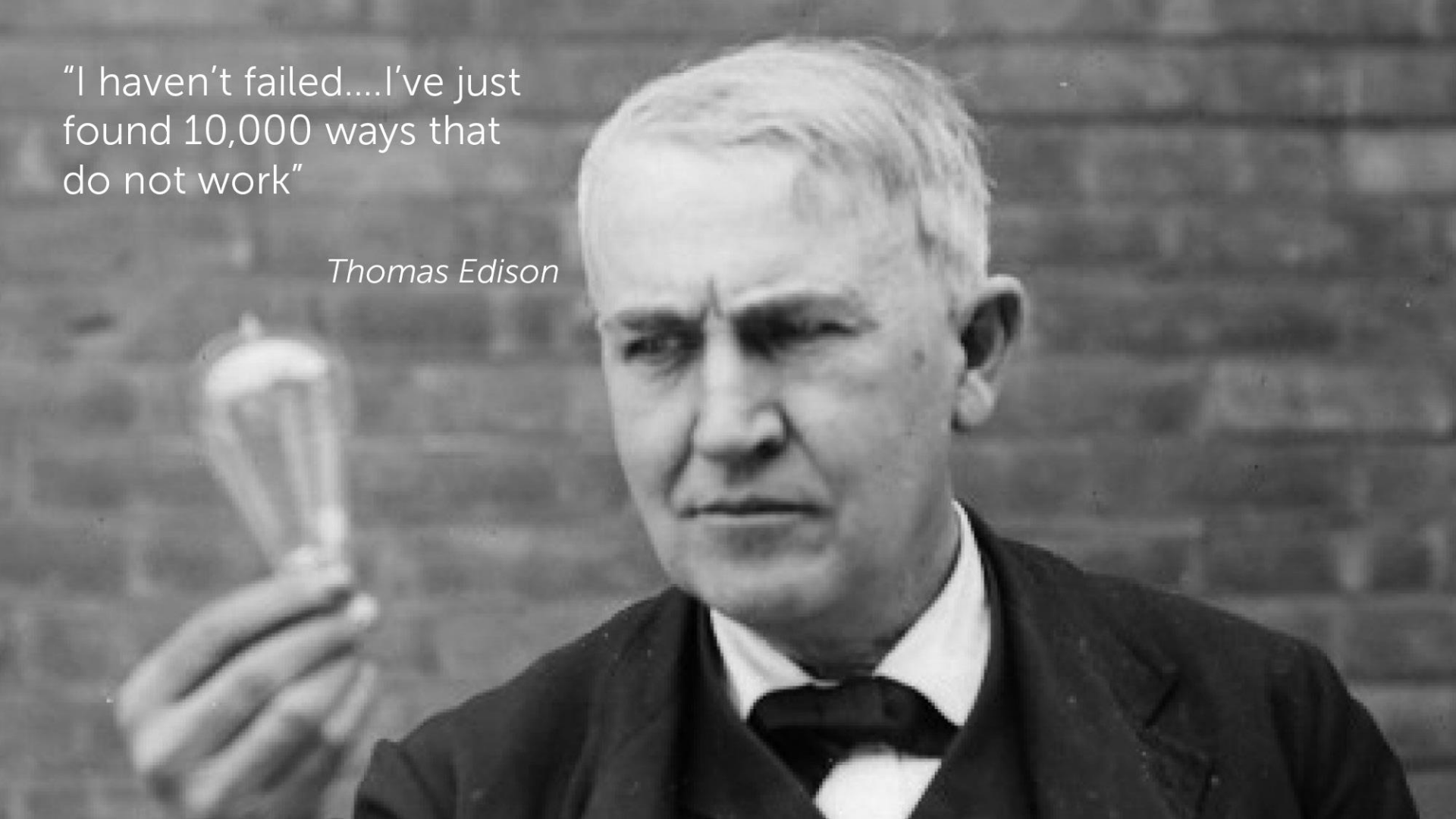
Employee sickness absence went down 9%.

Number of job applicants tripled.

MindShift:

Activities for Teams, Innovators and Change Agents

"You can learn more about a person in an hour of play than in a year of conversation." - Plato


“I haven’t failed….I’ve just found 10,000 ways that do not work”
Thomas Edison

DESIGN THINKING FOR INNOVATION

Special thanks to Andrew Sui who is my partner in crime in this work. As a graduate of Emily Carr Design School and someone currently pursuing a graduate degree in this field – he brings new ideas and energy to the team and this work all the time!

Evaluation Poll

SASKATCHEWAN HEALTH QUALITY COUNCIL