



## IDEO's Human-Centered Design Process: A Hands-on Practicum

### Moderators

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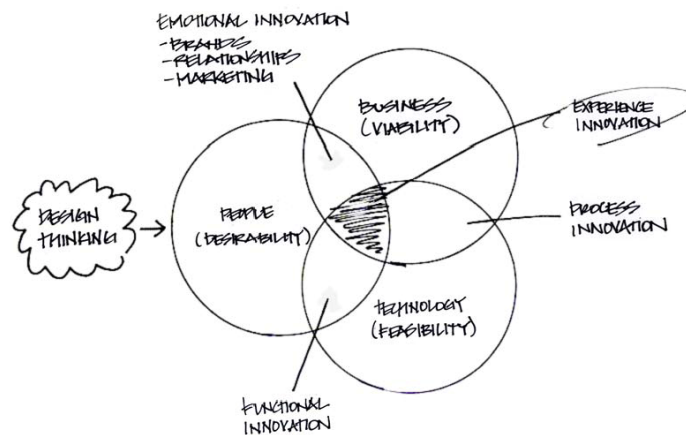
### Introduction

The July webinar featured a unique approach to identifying new ideas for Ix tools and services. IDEO, a leading design and innovation firm, led us through a condensed version of their human-centered design process.

IxAction Alliance members were asked to look for instances in which people are taught something by an unexpected source. Participants took pictures of the teaching moments they observed and submitted them prior to the webinar.

IDEO views design work as the intersection of design thinking, functional innovation, process innovation and emotional innovation. The convergence of approaches leads to experience innovation.

## WHO IS IDEO?



Design Thinking.

IDEO

## Inspiration, Ideation, and Implementation

Inspiration comes from watching what people do in real life to get a better understanding of what they really need. Ideation involves brainstorming to develop a portfolio of answers to address those ideas. Implementation is not about implementing a final solution, but rather prototyping ideas to see which ones have merit.

### Inspiration

A lot of time is spent up front in the field looking for inspiration to solve a given problem. It's not just about listening to what people say, but observing what they do in real life. IDEO tries to understand what people feel and get into what they are thinking. IDEO's methodology seeks to understand underlying motivations and desires that are difficult for people to consciously articulate.

This type of empathic design research is different from traditional market research in the following ways:

<b>Traditional Market Research</b>		<b>Design Research</b>
improves existing things	→	inspires new possibilities
explicit needs reported	→	latent needs revealed
market segments	→	individuals
artificial settings	→	natural context
static interviews	→	dynamic conversations
broad	→	targeted

While traditional market research deals with existing products, the purpose of design research is to find seeds that might grow into new, exciting, and innovative ideas and products. To this end, inspiration was drawn from IxAction Alliance members' submitted pictures. Images were used as "seeds" that could potentially grow into new innovations.

The pictures were categorized into themes that are used to generate brainstorm questions. The following themes emerged:

#### Reasons to Learn

- develop practical knowledge
- have fun
- develop general awareness
- prompt behavior change
- satisfy curiosity

#### Ways to Learn

- up front hooks vs. immediacy
- single mode, multi-modal, experimental
- alone vs. with others

To enable movement to the next stage of the design process, an individual, Vernon, a fictional character, was presented in order to ground the design process in real-life terms. The description of Vernon was as follows:

*Vernon considers himself lucky. Even though he came to America with little experience or education, he now holds a stable job. He works hard, but his long hours allow him to*

*feed his family, and also provide a few luxuries like a basic mobile phone. Vernon was recently diagnosed with high blood pressure and high cholesterol.*

*Vernon doesn't have a lot of time to think about his new diagnosis, and he didn't really understand everything his doctor explained. He needs help understanding his condition so that he can stay aware of his care plan.*

He has conditions that he can't necessarily "feel," which makes treatment challenging.

## **Ideation**

Ideation refers to the process of coming up with ideas. Rapid-fire brainstorming was used to generate ideas, with a focus on quantity. The conversation focused on a "HMW = How Might We" approach.

### **HMW = How Might We...**

HMW leverage discrete bits of Ix to help Vernon stay on his care plan?  
 HMW help Vernon understand the importance of the Ix he receives?  
 HMW leverage curiosity to prompt Vernon to engage with Ix?  
 HMW infuse fun into Vernon's Ix?  
 HMW use multimodal channels to help Vernon stay aware of his care plan?  
 HMW help Vernon feel supported when he doesn't understand his Ix?

### **Ideation Brainstorm Guidelines**

IDEO has very few rules, but does have a few, including confining brainstorming to discrete periods of time. The other "rules" are as follows:

- defer judgment
- encourage wild ideas
- build on the ideas of others
- stay focused on the topic
- one conversation at a time
- be visual
- go for quantity

To get more into the mechanics of brainstorming, webinar participants selected from a variety of "HMW" questions to determine which topics the brainstorming session should handle. The following question was selected:

*How might we leverage curiosity to help Vernon engage with information therapy?*

The brainstorming session aimed to produce 25 ideas and resulted in 31 possibilities. IDEO selected 7 ideas for members to vote on to explore further in the implementation stage of the design process.

### Brainstorm Results

- tell a story about someone like Vernon who is coping with the same problem
- Does Vernon play computer games with his grandchildren?
- Tease with pieces of data, messages
- What do X, Y, Z (all TV celebrities of sports figures) have in common? The figures have chronic illnesses they are successfully managing)
- Ask Vernon questions that aren't directly on topic, but might prompt curiosity
- Make it personal - how will the tools help Vernon understand specific steps that will be easy to fit into his lifestyle.
- does Vernon watch tv
- Get Paris Hilton to use Ix
- ask Vernon how does he learn?
- commercials that sell products
- Make him curious about what will happen if he controls his conditions vs. what will happen if he does not
- Use/test full range of phone functions- ring tones/vibration, games, IM, ...
- Got it...offer incentives make him curious with rewards or incentives program
- use scary pictures showing results of not attending
- Learn from pharma industry on their DTC advertising strategies
- use a calendar to input information specific to his conditions
- Show a before and after picture
- Messages that will make Vernon feel good about himself i.e. smart, by participation in Ix
- a dollar for fruit he eats per day , 25\$ per pound of weight lost.
- send Vernon home from care giver with a dvd of the encounter to play as a rerun
- Engage media personality
- Mythbusters on the topic
- Get local restaurant to offer demo recipes/meals that will help control HBP and cholesterol.
- Engage him through a pharmacy program.
- Use Netflix/Amazon type technology to branch off on topics he's already indicated an interest in.
- Help him get a phone upgrade thru participation
- engage Vernon's health buddy--family or friend
- use a child to teach him how to
- Welcome him into the high blood pressure club
- Men who manage their BP have better sex lives
- Involve the grandkids in providing support & motivation

Members chose the following:

- Create a high blood pressure club

## Implementation

The next stage involves exploring and implementing “\$10/10 Minute Prototypes,” which are ideas that can be tried out with minimal investment of time and money.

If you have a specific question you’re trying to answer, you can often come up with a quick and inexpensive prototypes to address the problem. For example, to address awareness of a particular issue on a college campus, paper fliers with tear-offs for phone numbers were created to see if it was a viable method of raising awareness. The prototype worked; people took the tear-offs and called the number. Minimal money and effort was expended to find a viable option.

To start thinking about how a high blood pressure club might be created, questions that the group had about the high blood pressure club were elicited:

- How does he find out about the club?
- How does his membership change based on controlling his blood pressure?
- What's the initiation to the club?
- Is it virtual? Is it live? Is it over email?
- How does the club grow?

A few \$10/10 minute experiment ideas were suggested:

- try an email or text to a group of folks and measure response
- approach people in person with the idea and see if they are interested in joining
- partner with a physician to hand out membership card
- organize an evening event

Volunteers were recruited among webinar participants to try out one of the above experiments. The experiment group will work offline and report their findings back to the community.

## Additional Resources

IDEO and Ix Innovation Design: Next Steps: <http://ixcenterblog.org/archives/736>

IDEO web site: <http://www.ideo.com/>

More about Design Thinking: <http://www.ideo.com/news/item/article/design-thinking1/>