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# Health Clinic Design Challenge

YOUR MISSION IS TO INVENT, BUILD, AND TEST WAYS TO  
REDESIGN THE HEALTH CLINIC EXPERIENCE.

NAME: \_\_\_\_\_



# MODE EMPATHIZE

The first step of the design process is to gain empathy so you can better understand how people interact with your challenge.

Write 3-5 questions to help you learn more about your interviewee(s)'s experience:

**what :: how :: why**

**what is this person (or persons) doing?**

Notice what is happening both with the person and the context he/she is functioning within.

**how are they doing it?**

pretend you are describing the picture to someone not looking at it.

**why are they doing it this way?**

take a guess. start to form a story. then ask.

**GO INTERVIEW AND OBSERVE!**



MODE  
EMPATHIZE

**Interview tips:** ask why :: encourage stories :: don't be afraid of silence :: don't suggest answers to your questions

Record or sketch any interesting responses/  
insights/inferences/behaviors that you notice  
[Remember, what :: how :: why]



REFLECT  
TEST

SUMMARIZE WHAT YOU DID IN THIS STEP:

HOW DID I FEEL WHILE IN THIS PROCESS MODE? WHY?

WHAT QUESTIONS DO I HAVE?



# MODE TEST

**Testing tips:** do not explain your prototype too much :: do people understand what it is without too much help? :: let go of your prototype :: how do people use it? :: be open to feedback—learn from your prototype :: which parts of your prototype work well? :: which parts of your prototype don't work well?

It's time to test out your idea and share it with others!

FILL OUT THE CHART BELOW AS YOU ARE TESTING.  
USE THE TIPS TO HELP YOU.

+ likes	Δ changes
? questions	💡 new ideas



# REFLECT EMPATHIZE

SUMMARIZE WHAT YOU DID IN THIS STEP:

HOW DID I FEEL WHILE IN THIS PROCESS MODE? WHY?

WHAT QUESTIONS DO I HAVE?

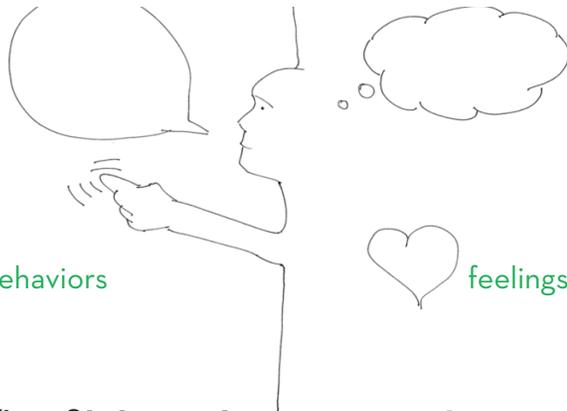


# MODE DEFINE

BEFORE COMING UP WITH SOLUTIONS, YOU NEED TO PICK THE PERSON YOU WANT TO HELP. COMPILE INFORMATION FROM YOUR INTERVIEWS, INCLUDING DIFFERENT USERS, NEEDS, AND INSIGHTS YOU FOUND.

quotes and defining words

thoughts and beliefs



actions and behaviors

feelings and emotions

## The Point of View Statement:

- has empathetic language about the user (**specific!**)
- identifies a need that is deep & emotional (**verb!**)
- incorporates unexpected insights (**observation + interpretation**)

## A Sample POV:

A wellness-conscious, Zen-seeking woman **needs** to see a link between a product and the process that created it **because** for her, imperfections are visual indicators of purity.

Write your final POV statement below:

\_\_\_\_\_ needs \_\_\_\_\_  
*Your User* *User's Need*

because \_\_\_\_\_  
*Insight*



# REFLECT PROTOTYPE

SUMMARIZE WHAT YOU DID IN THIS STEP:

HOW DID I FEEL WHILE IN THIS PROCESS MODE? WHY?

WHAT QUESTIONS DO I HAVE?



# MODE PROTOTYPE

WHAT IS A PROTOTYPE?

**pro-to-type [proh-tuh-tahyp]**

n.

**A first or preliminary model of something, from which other forms are developed or copied.**

WHY BUILD?

You build physical prototypes to help your ideas take shape, to share your ideas with others and to test out how your ideas look, feel and work.

**Building tips:** keep it rough :: prototypes are not supposed to be perfect--learn from the building process :: what can you make to get the best feedback or to convey the experience of your idea in the best way?

**Make prototypes of 1 or 2 of your ideas!**



# REFLECT DEFINE

SUMMARIZE WHAT YOU DID IN THIS STEP:

HOW DID I FEEL WHILE IN THIS PROCESS MODE? WHY?

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## MODE IDEATE

WITH YOUR POV STATEMENT IN MIND, WRITE A NUMBER OF 'HOW MIGHT WE...' STATEMENTS.

### Why use a 'How might we...' statement?

A 'HOW MIGHT WE...' STATEMENT (HMW) WILL LAUNCH YOU INTO A (HOPEFULLY) GENERATIVE IDEATION SESSION BY SETTING UP THE CREATION OF SOLUTIONS IN A PINPOINTED, OPTIMISTIC WAY.

Write your favorite HMW from your team's list below!

How might we...

Once you have generated a number of HMW statements, decide (as a team) which ones would generate the most compelling brainstorming session. **Don't be afraid to try out something wild!**

**Brainstorming tips:** defer judgment :: go for volume :: one conversation at a time :: be visual :: headline :: build on the ideas of others :: stay on topic :: encourage wild ideas

Write or sketch your favorite idea from your team's brainstorm:



## REFLECT IDEATE

SUMMARIZE WHAT YOU DID IN THIS STEP:

HOW DID I FEEL WHILE IN THIS PROCESS MODE? WHY?

WHAT QUESTIONS DO I HAVE?