You are an Educational Designer

An Introduction to Design Thinking

Petrina LaFaire, Helen Morgan, Joyce Lee

HEALTH DESIGN
BY US

http://www.doctorasdesigner.com/
https://medium.com/@joyclee
Twitter: @joyclee

What is design?

It's a Monday at 10:00 AM and you have a 30 minute meeting.

Can you park here?
How long can you park?

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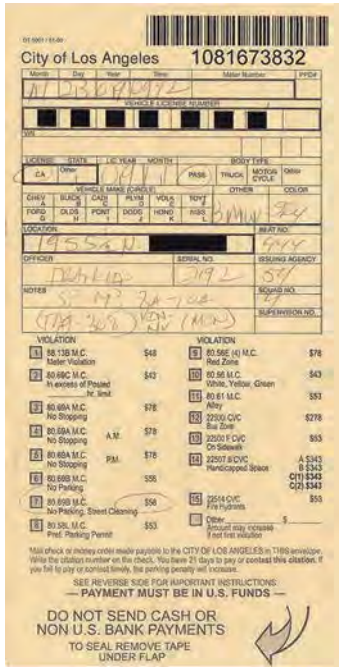
$95 Parking Ticket!



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"But I read the sign, and I thought I could park there! Did I misunderstand something??"

"I wondered why the signs had to be so complicated."

"My mind felt like it was doing intense math whenever I tried translating the signs."

-Nikki Sylianteng

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Problem Identification:

toparkornottopark.com

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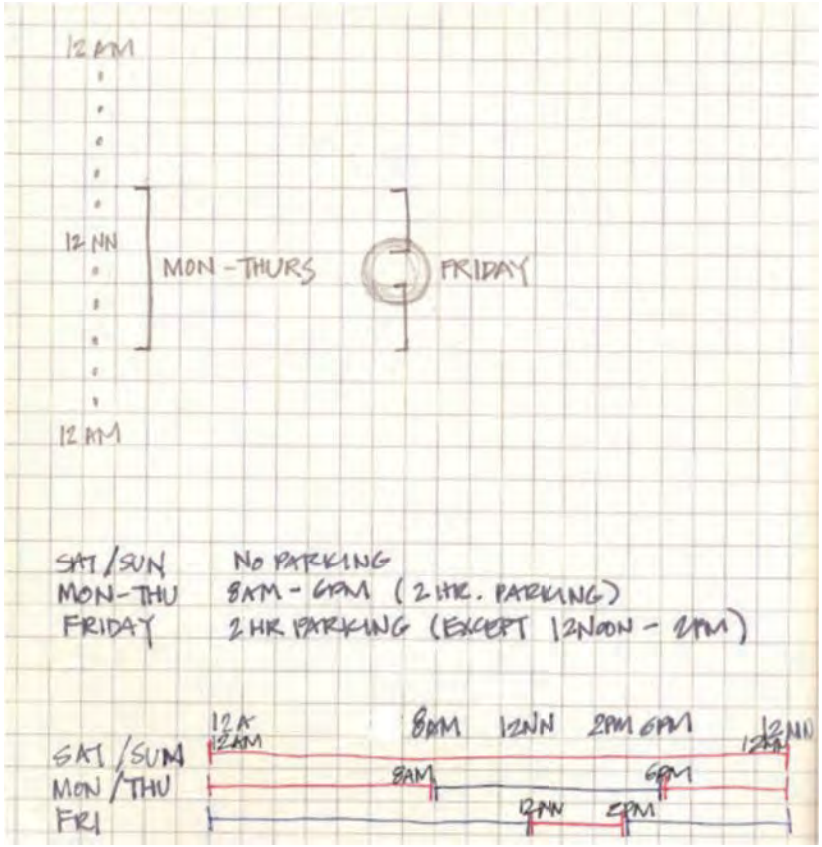
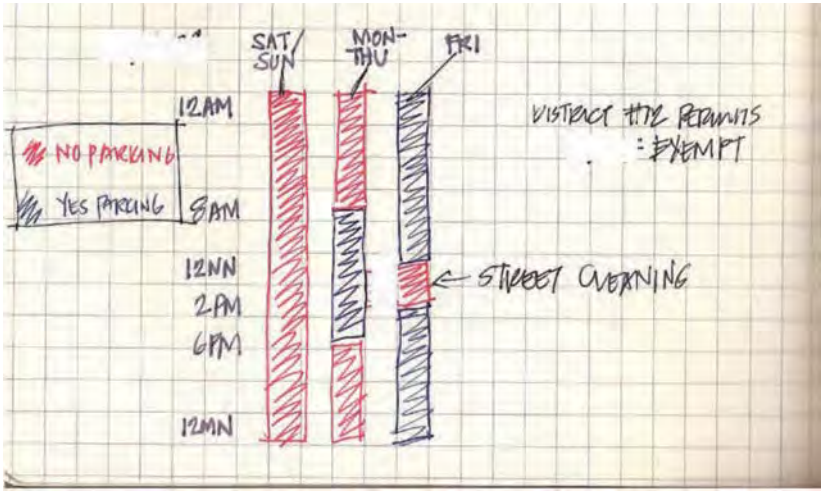
Ideation





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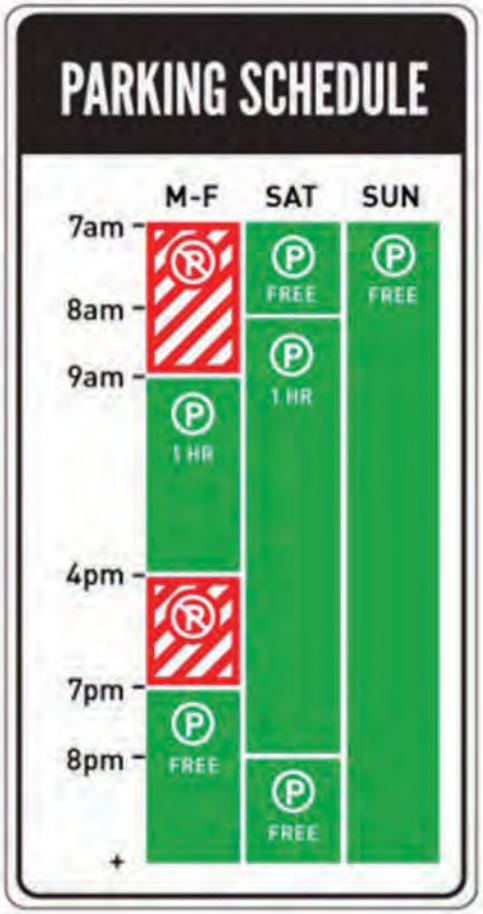
Prototyping



toparkornottopark.com

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Testing

NO STANDING
8:30AM–7PM
EXCEPT SUNDAY
PARKING SCHEDULE

PARKING SCHEDULE
SUN
MON –FRI
SAT
7 AM
8 AM
8:30 AM
4 PM
7 PM
PARK
1 HR
ANY
ANY
Is this* easier to understand?
Let me know below or online at #psr and nicole.sylianteng+psr@gmail.com.
This is awesome. The Mayor should hire you! Good job!
I like this!!
*This is an experiment by a girl who has gotten too many parking tickets, and thinks there must be a better way.
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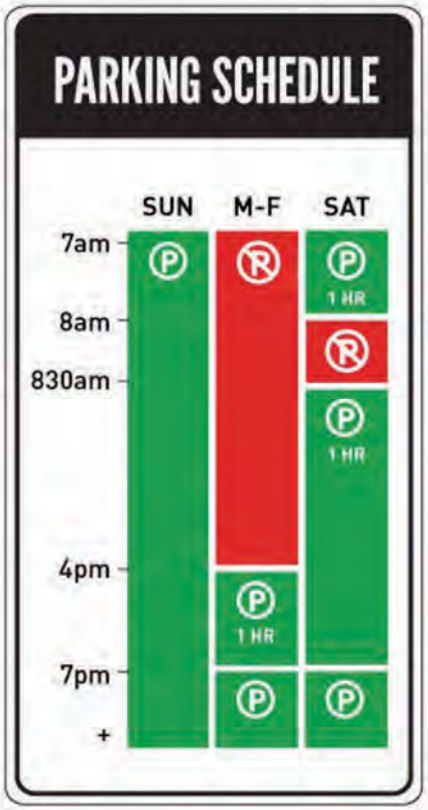
Testing and More Prototyping

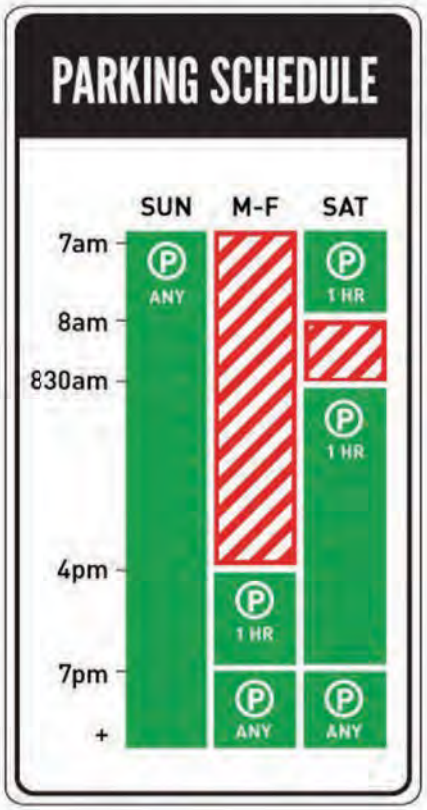
Solid

- Solid red bar to represent No Parking



Cross-hatch

- Cross-hatch to represent No Parking



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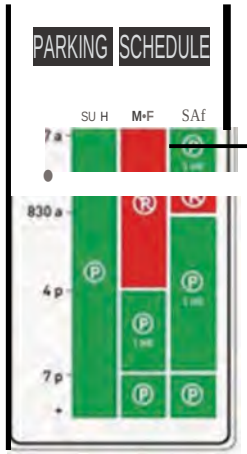
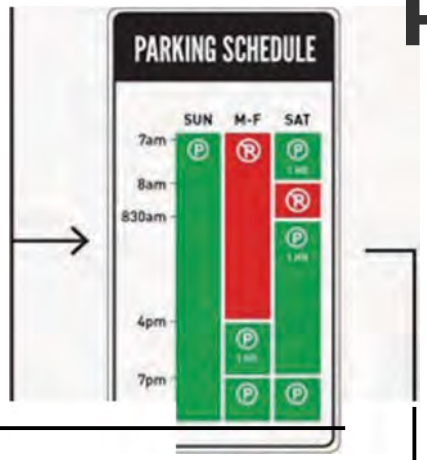
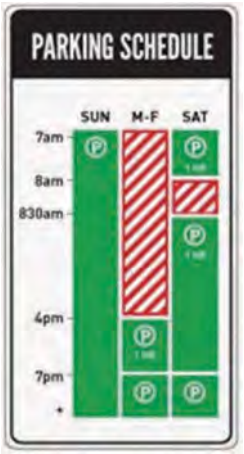
Testing and More Prototyping

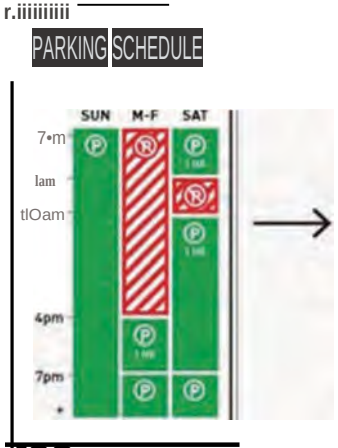
VS.



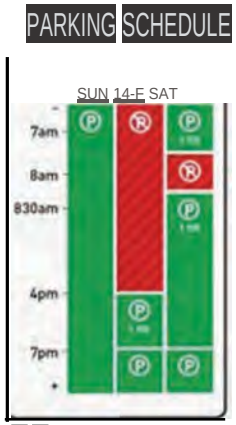


VS.





Optimized for colorblindness



Toned down pattern for non-colorbli nd

The Sydney Morning Herald

First published 1831 No. 55,234

INDEPENDENT. ALWAYS.

Tuesday, October 21, 2014 $2.50

Is this finally the end of our parking confusion?

Leesha McKenny
Urban Affairs

To park or not to park?

With sometimes complex directives and rangers on the prowl it can be an expensive question.

Now one Sydney council is turning to an idea from New York as a bold, visual solution to problematic parking signs.

Mosman Council wants the state's councils to lobby Roads and Maritime Services (RMS) to adopt a "time block" model put forward by a Brooklyn designer that it says will cut down the visual clutter as well as unfair penalties.

"Parking signs are often complicated and difficult to understand with multiple instructions for different parts of the day or week," the council's proposal to the Local Government NSW conference said.

"It is understood that this proposal represents a major change to the status quo, however this is something that could be explored and introduced on a staged basis over time across NSW."

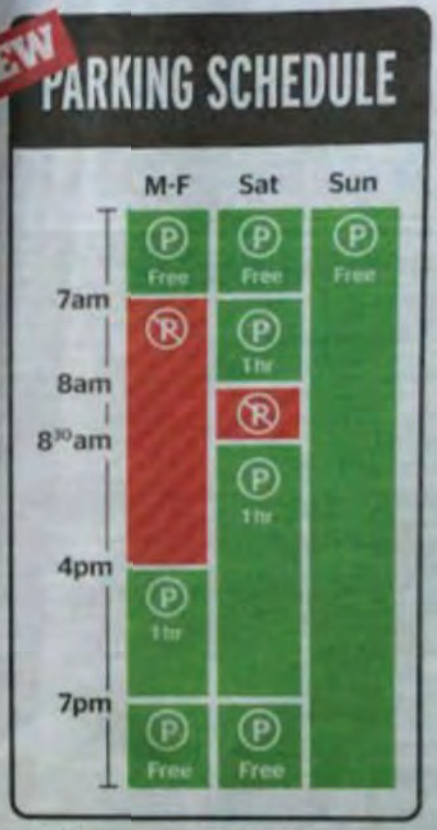
It has been a year since New York City cleared

Continued Page 4

OLD

Complex: Some of the many confusing parking signs in Sydney.

NEW



Simple: Mosman council's proposed parking signs.

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A REDESIGNED PARKING SIGN SO SIMPLE THAT YOU'LL NEVER GET TOWED

WIRED

BUSINESS INSIDER

Finally, A Parking Sign That's Easy To Read

Designing a Less Confusing Parking Sign

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Design Success!

“Up to 60% improved compliance”

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Design is a form of problem solving.

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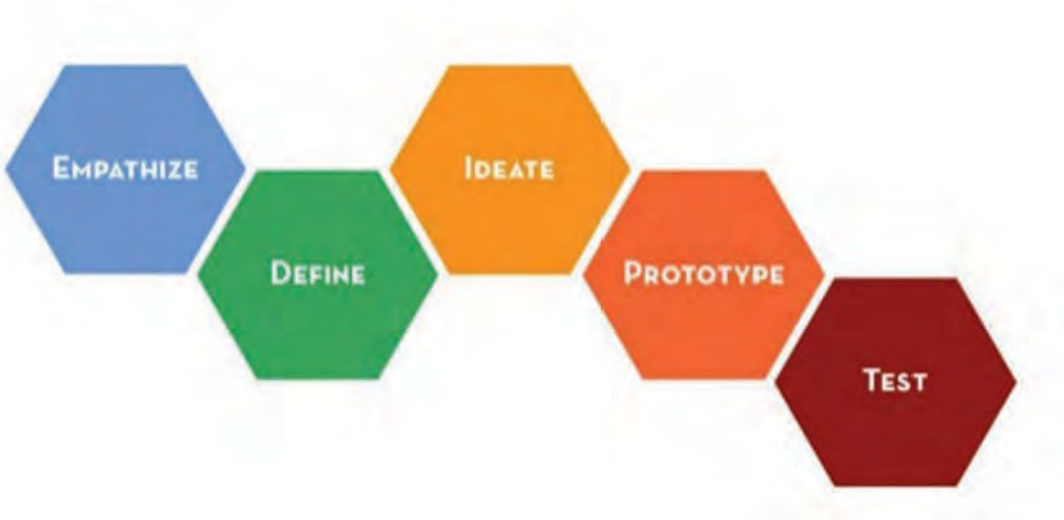
Can the user accomplish their goal?

The Design Process



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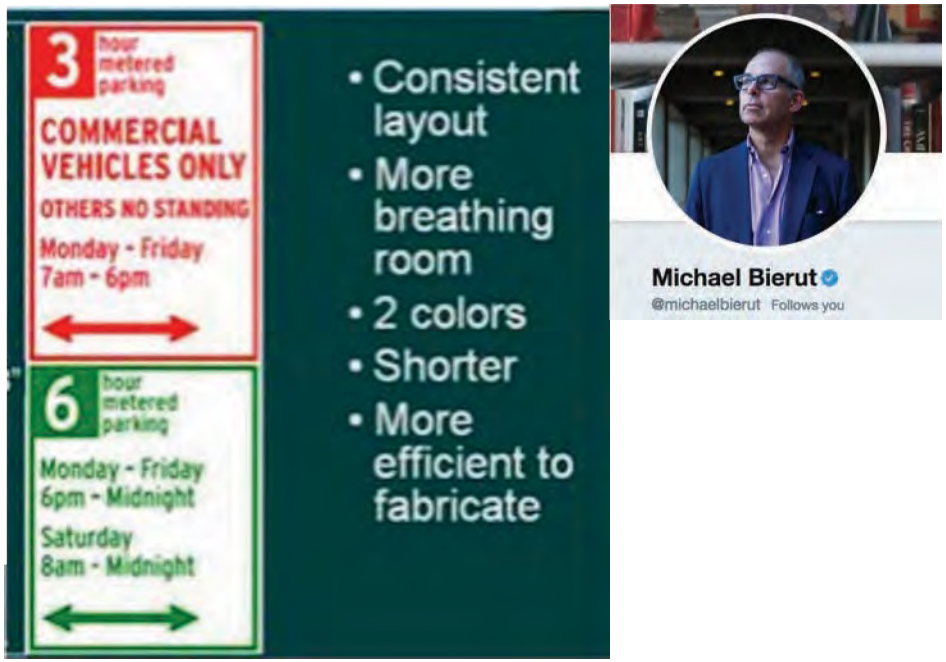
Who is qualified to bea designer?



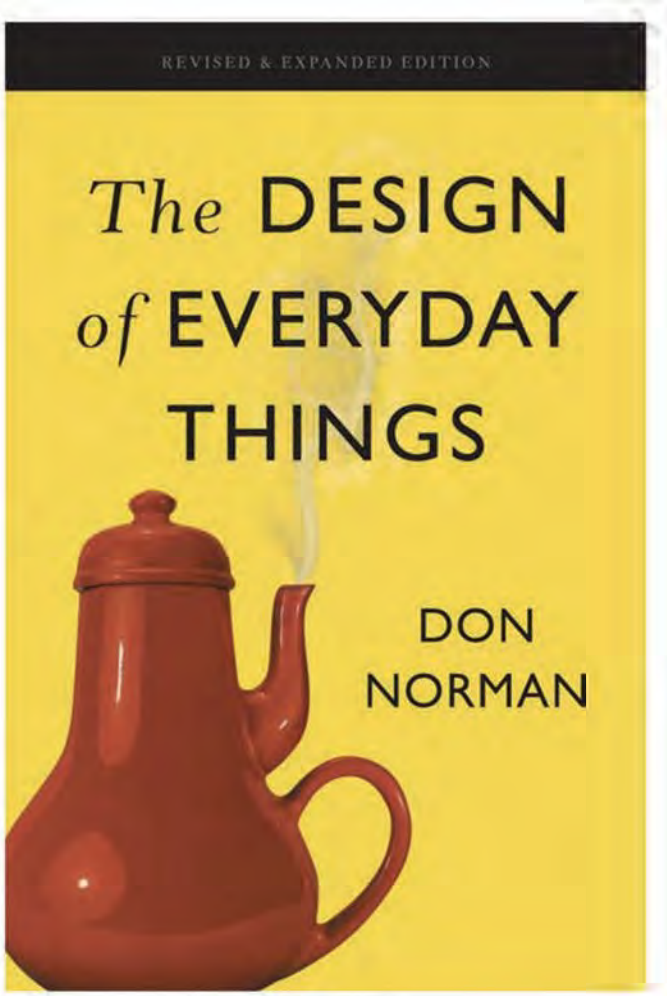
Pentagram

Graduate School Applicant

YOU are a designer.

(Welcome to the club.)

What is human-centered design?



Human-centered Design

"An approach that puts **human needs**, capabilities, and behavior first, then **designs to accommodate** those needs, capabilities and ways of behaving.

Participatory Design

"Don't design for me, design with me"

Interdisciplinary Workshop:
Design My Diabetes Solution

Empathy.

“I was really frustrated with texting blood sugars to my mom and dad,” Reece says.

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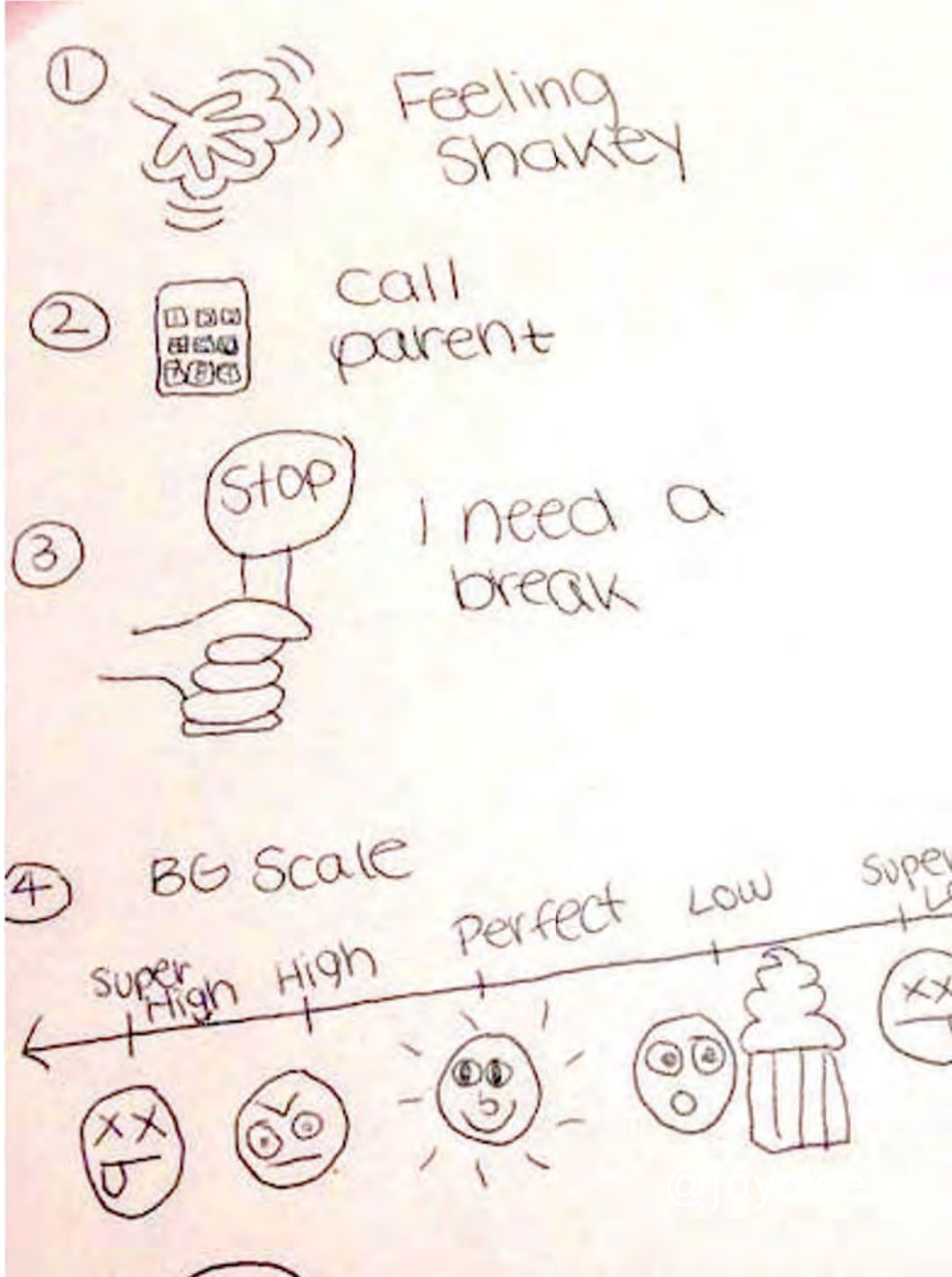
Define.

How Might We create a better experience for teen parent communication?

Ideate.


1
Feeling Shakey
2
call parent
3
Stop
I need a break
4
BG Scale
Super High
High
Perfect
Low

Prototype.

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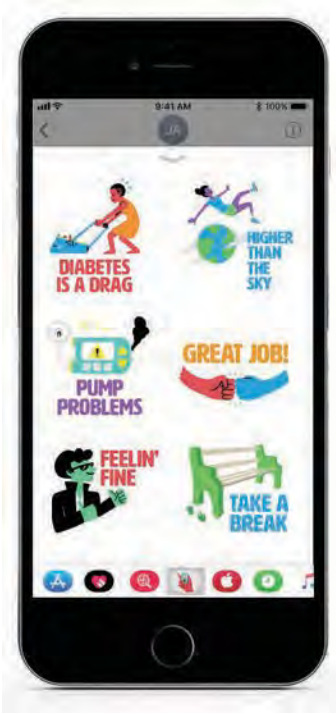

HEALTH DESIGN BY US

Prototype.

Test.

Prototype.

Test.

Prototype.

Test.

Diabetemoji.com

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Design ensures that you are solving the right problem.

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Focus on your end-users:

Students and Learners

<u>Not</u> the LCME, university administrators, accreditation bodies, Rackham

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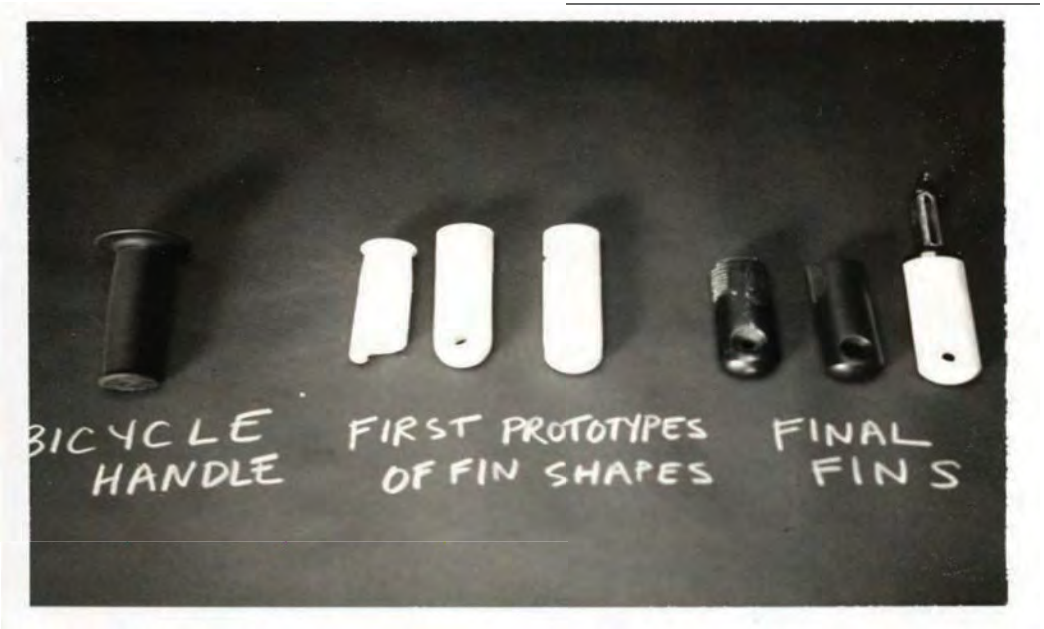
Design Thinking

Push boundaries, surprise, and delight

Quality Improvement

Measure and improve the ROI

Design is about inclusion



“Universal Design”

Patient Innovation
SHARING SOLUTIONS, IMPROVING LIFE

Design is about optimism

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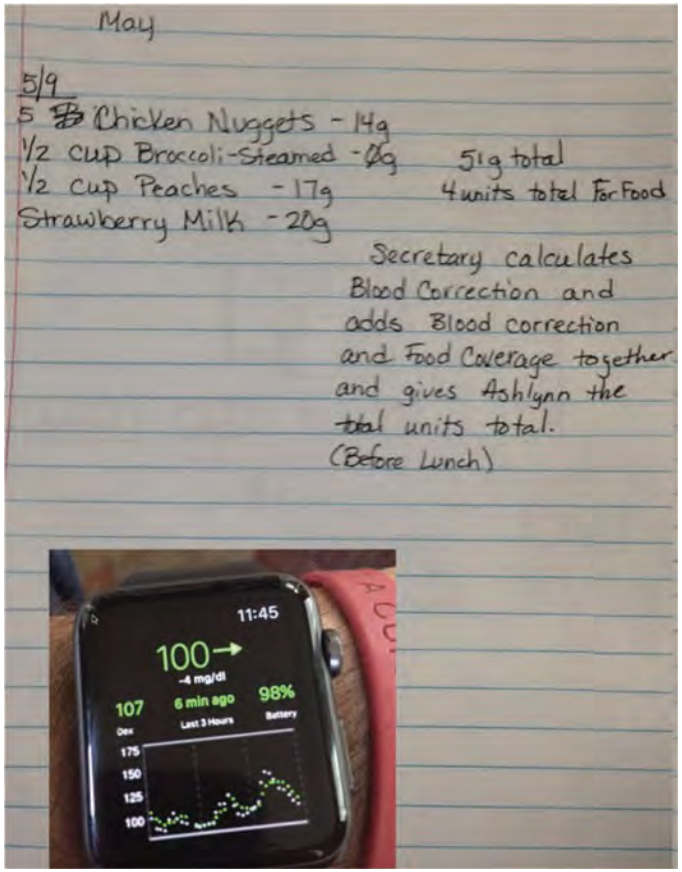
Design is about survival

@joyclee

Design is about humility



“Lead Users”

“it can also come off as arrogant when a designer fails to respect the solutions that already exist, particularly those that have evolved from within a community.”

–Jan Chipchase

@joyclee

A Design Thinking Problem Every 15 Minutes

Patient Care!

com/lennyna
30971963817
9840

Lenny **Naar**
@lennynaar

Follow

It 's a mindset shift for me-being onsite at a hospital. Every interact ion is #designresearch . Just met a neurosurgeon, accidenta lly #mhealth

1:00 PM -2 Feb 2015 London, England, United Kingdom

1 FAVORITE

Our Challenge:

How might we design an ideal health science education experience?

How might we design a tailored health science education to our students' individual or specific needs?

How might we design a tool or experience to support for optimal student learning?

Empathy:

Interview your client about their experience as health science educators.

Ask open-ended questions: Who? What? Why?

5 minutes per person

Define:

“If I had **asked my customers** what they wanted, they would have **told** me a faster horse.”

- Henry Ford

Define:

Capture findings and reframe around your client's needs.

Create a new "how might we" statement defining the problem your client has.

5 minutes individually

Ideate:

Write and draw out as many solutions as possible for your client's needs.

Be creative & have fun!

5 minutes individually

Remember:

Defer judgement

Encourage wild ideas

Stay focused on thetopic

Be visual

QUANTITY

Share:

Gather your client’s feedback on your solutions.

Use concerns to change the next iteration of you design!

5 minutes per person

Prototype:

Sketch out your final design!

5 minutes individually

Testing:

Elicit feedback from your client and discuss possible ways to begin testing your design.

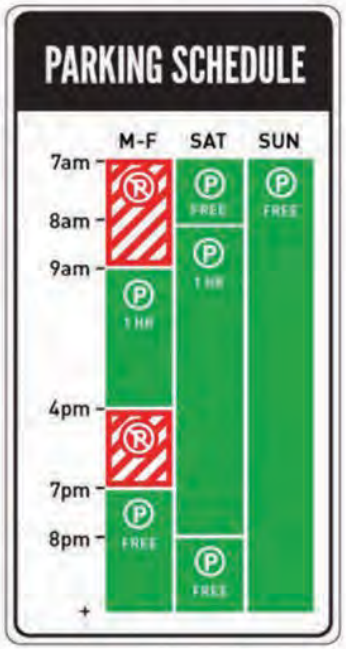
5 minutes per person

Report Out:

If anyone would like to share their solutions!

What will be your parking sign project?

Resources: www.doctorasdesigner.com/design



THANK YOU!

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medium.com/@joyclee

joyclee@med.umich.edu