You are an Educational Designer
An Introduction to Design Thinking

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http://www.doctorasdesigner.com/
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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?

@joyclee
$95 Parking Ticket!
“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

@joycee
Ideation

toparkornottopark.com

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Prototyping

toparkornottopark.com

@joyclee
Testing and More Prototyping

- Solid red bar to represent No Parking
- Cross-hatch to represent No Parking
Is this finally the end of our parking confusion?

Leesha McKenny
Urban Affairs

To park or not to park? With sometimes complex directives and signs in the proof, 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.

Mowman 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,” 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 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

Simple: Mowman Council’s proposed parking signs.
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”
Design is a form of problem solving.
Can the user accomplish their goal?
The Design Process

1. **Empathize**
2. **Define**
3. **Ideate**
4. **Prototype**
5. **Test**
Who is qualified to be a designer?

- Consistent layout
- More breathing room
- 2 colors
- Shorter
- More efficient to fabricate

Pentagram

Michael Bierut

Nikki Sylianteng

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.
Define.

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

@joycllee
Ideate.

1. Feeling shakey
2. Call parent
3. Stop. I need a break
4. BG Scale
   - Super High
   - High
   - Perfect
   - Low
   - Super Low
Prototype.
Design ensures that you are solving the right problem.
Focus on your end-users:

Students and Learners

Not 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”
Design is about **optimism**

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Please put *only your initials* on your specimen and place it on the back of the toilet. Your nurse will collect your specimen.

Thank you!

Please write your initials with the *Red Marker* on the specimen cup if you are experiencing *intimate partner violence*, *domestic violence*, or anything else you wish to discuss *in confidence* with your provider. We will ask anyone accompanying you today to leave the room before discussing your concerns.

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
It's a mindset shift for me-being onsite at a hospital. Every interaction is designresearch. Just met a neurosurgeon, accidently mhealth.
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 the topic
Be visual

QUANTITY
Share:

Gather your client’s feedback on your solutions.

Use concerns to change the next iteration of your 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!

Acknowledgements

Jacob Dwyer, Ashley Garrity, Valeria Gavrila, Emily Hirschfeld, Ram Menon, Amy Ohmer, The Nightscout Foundation

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