Jam Session on Improving Processes

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Introduction

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How do you define innovation?
Innovation

• Creating something that is **valuable** to a **business** or **economy**.
  • Desirable
  • Viable
Design Thinking
The components of Design Thinking typically fall into two classifications:

- **(Mostly) thinking**: conceptualization, research, etc.
- **(Mostly) acting**: building, testing, etc.

The components are usually applied in a **sequential process** with repetition at the end of the sequence.

Our approach to Design Thinking asks you to **blur the distinctions** in these classifications and apply components iteratively.

Consider **thinking through action**.
The Essential Components of Design Thinking and the actions that a Design Thinker takes

- Problem, Issue, Concern
  - *action*: (re) Define the problem
- Benchmarking
  - *action*: Find Needs and Wants
- Brainstorming
  - *action*: Ideate, propose, conceptualize
- Prototype
  - *action*: Build, modify, visualize
- Test
  - *action*: find the gaps, find hidden needs
- Assess for revision
  - *action*: Review and repeat
Some examples of developing the Essential Components of Design Thinking through blurring the distinctions

- Problem statement, Issue, Concern
  - action: (re) Define the problem *through* Brainstorming
- Benchmarking
  - action: Find Needs and Wants *through* Prototyping
- Brainstorming
  - action: Ideate, propose, conceptualize *through* (restating) the Problem statement
Some examples of developing the Essential Components of Design Thinking through blurring the distinctions

- **Prototype**
  - *action*: Build, modify, visualize multiple answers to Benchmark an array of solutions

- **Test**
  - *action*: find the gaps, find hidden needs through observing emerging Problems/needs

- **Assess for revision**
  - *action*: Review and repeat through Brainstorming about redefining the Problem

- We call this last part *giving the proposed answers some trouble.*
The Essential Attitudes of Design Thinking and how you may apply them in a group setting.

• Stay focused
  • One speaker at a time, one topic at a time, one problem at a time

• Suspend Judgment
  • Ask questions before you deliver opinions

• Encourage wild ideas
  • Think broadly, shift topics, find correlations

• Build on the ideas of others
  • Be improvisational, say “yes and...”, create the “third thing”

• Fail early to succeed sooner
  • If you can’t find what does work, find what does not work
Defining the Problem
DEFINE THE NEEDLE TO BE MOVED
What is a problem assumption?

1. Something that must be true to lead to an effective solution.
2. It is key to defining your problem and metric correctly.
3. You will need to search for information that will help you learn about it, not just confirm it.
How to Win Le Mans
Goal: Win Le Mans

How might we build the fastest car?

How might we have the shortest race time?

- Faster car
- More skilled driver
- Wings
- Fewer mechanical failures
- Fewer pit stops
ASK YOURSELF: “What’s Good About That?”
“How might we increase access to incubators?”
What’s good about that?
How might we...
“get newborns to the correct body temperature quickly?”
First ask: “What’s good about that?”

More babies will survive

Well what’s good about that?

Well, incubators get babies to a safe temperature quickly and maintain it

What’s good about that?

More babies will be able to reap the benefits of incubators

What’s good about that?

We need to increase access to incubators.
DIGITAL INNOVATION & CONSUMER EXPERIENCE (@DICEGrp)

Digital Consumer Experience | Design is How IT Works
Innovative Technology Solutions & Platforms | Agile or Nothing
Innovative Education | Enable Learning
Training, Documentation & Support | Deliver Closed-loop Consumer Experiences
CARE... LIKE EVERYTHING ELSE DIGITAL

CONSUMER = PATIENTS

ACCESS | EXPERIENCE | CONVENIENCE

myJeffHealth  Journey to Jeff
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WORK & CARE... LIKE EVERYTHING ELSE DIGITAL

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THE EQUATION FOR

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