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Health+Design Summit

Welcome to Day One
The purpose of this summit is to bring together a diverse group of professionals to share knowledge, get inspiration, and jumpstart the innate creativity that exists within and beyond this community.
## Summit Overview

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Introduce Yourself + Your Inspiration
Why Design?
Why Design?

• Design is a mindset that can help you break down barriers to innovation, and work outside the “box”

• Design can inspire creativity and a new perspective

• Design gets at the heart of what matters to people and why they behave the way they do
What Is Design?

Design is a way of thinking that includes:

- Inspiration
- Insight
- Prototyping
- Intuition
- Experimentation
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- Intuition
Design Innovation Stories
Bank of America: Keep the Change

- Reframing the design problem
- Building on existing human behavior to create an increase in product usage
Zambulance

- Be empathetic; see the human need
- Respect local intuition
Emergency Room Experience

- Put yourself in the shoes of the user or beneficiary
Emergency Room Experience

- See opportunity all around you
Six Tools For Design

In order to help adopt this mindset, we have a number of tools to put in your back pocket.
Tools For Design

1. Get Out There
Tools For Design

2. Talk To Extremes
Tools For Design

3. Understand + Observe

SAY

THINK

DO

FEEL
4. Work with Diverse Disciplines
5. Envision Ideas In Context
Tools For Design

6. Prototype Early+Often
Health+Design Summit

Behavior Change + Design
The complexity of how we make decisions
Traditional Thinking

• Change existing behavior
• Tell people what to do
• People are rational
• Blame people

Design Thinking

• Create new behaviors
• Show people what to do
• People are human
• Blame design
Behavior Change Design Principles
Behavior Change Design Principles

1. Respect the power of the default
Behavior Change Design Principles

1. Respect the power of the default

2. Show, don’t tell
Behavior Change Design Principles

1. Respect the power of the default

2. Show, don’t tell

3. Engage me as a social creature
Behavior Change Design Principles

1. Respect the power of the default
2. Show, don’t tell
3. Engage me as a social creature
4. Close the gap between cause and effect
Behavior Change Design Principles

1. Respect the power of the default
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3. Engage me as a social creature
4. Close the gap between cause and effect
5. Change the system, not just me
The US has a significant problem with unplanned pregnancy, especially among unmarried 18- to 29-year-olds. Seven in 10 pregnancies in this demographic are unplanned, a statistic that applies to women of all ethnicities and socioeconomic status. Complicating matters are the social tension between abstinence-only and contraception-inclusive educators, and the hassle and expense associated with obtaining prescription birth control.
No Loo, No I Do:
Leveraging the social dynamics of the community

Design Principles:
- Change the system, not me
- Engage me as a social creature
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Bedsider:
Finding the right voice and modes of communication

Design Principle:
- Close the gap between cause and effect
Mimes In Traffic, Bogota:
Using social norms to promote better civic behavior

Design Principles:
- Show, don’t tell
- Engage me as a social creature
Don’t Mess With Texas:
Leveraging community pride

Design Principle:
• Engage me as a social creature
Weight Watchers: Speaking to and supporting users through multiple touchpoints.

Design Principles:
- Respect the power of default
- Close the gap between cause and effect
Learnings from the Private Sector:

Chikondi F. Mwanza, MTN

Brian Mweemba, Samsung

James Mbuzi, Tap Zambia

Joseph Kamba Kamba, Manzi
Coming Tomorrow

The Design Challenge
Welcome To Day Two
Health+Design Summit

Inspiration From People
How to Interview

• Using interviews as the source of inspiration requires a different way of engaging and interviewing people with people

• Engaging people in their homes or surroundings gives an better understanding of who that person is and where they come from

• Interviewing in person those who will be hearing your message helps us understand how best to speak to them out in the world
What To Listen For

• Using interviews as inspiration is more about understanding the whole person than searching for a specific answer to a specific question.

• Listen for clues that point to a person’s values, what they desire, who they aspire to be, or how they spend money.
Creative Questioning

Show me
If you are in the interviewee’s environment, ask him/her to show you the things they interact with (objects, spaces, tools, etc). Capture pictures and notes to jog your memory later. Or have them walk you through the process.

Draw it
Ask participants to visualize their experience through drawings and diagrams. This can be a good way to debunk assumptions and reveal how people conceive of and order their activities.
Creative Questioning

5 Whys
Ask “Why?” questions in response to five consecutive answers. This forces people to examine and express the underlying reasons for their behavior and attitudes.
Creative Questioning

Think aloud
As they perform a process or execute a specific task, ask participants to describe aloud what they are thinking. This helps uncover users’ motivations, concerns, perceptions, and reasoning.
Design Challenge:

How might we design a communications campaign around alcohol abuse?

Teams
3 design teams; 6 field teams

Schedule
Interview preparation
Community visits
Insights + opportunities
Design Challenge Rules

1. Understand + observe
2. Respect diverse perspectives
3. Let your inner expert go
4. Be humble
5. Get out of your comfort zone
Community Visits
Interview Preparation

Person leading the interview

Person focused on documenting

Two people focused on taking notes
Welcome Back

Reflections
Surprises
Behavior Change Design Principles

1. Respect the power of the default
2. Show, don’t tell
3. Engage me as a social creature
4. Close the gap between cause and effect
5. Change the system, not just me
Reviewing What You Heard

Capturing all parts of your interview is essential to understanding the big picture.

1. Get back in your groups
2. Write out what you heard
3. One thought per post-it
4. Say it out loud when you post it
Uncovering themes
Talk amongst your group about common themes and one-off observations. Ask:

1. What were some shared challenges you heard?
2. What were some unique obstacles?
3. Are different patterns beginning to emerge?
4. Are there interesting angles we might begin to explore?
Considering New Opportunities

Framing up the right question helps lay the foundation for idea generation. We call them “How Might We’s” and they’re meant to get the creative juices flowing!

1. Decide three themes your team would like to explore
2. Make sure the question is big enough to generate a lot of ideas but small enough to focus the topic
3. Start each question with “How might we...”
Health+Design Summit
Welcome To
Day Three
Brainstorming Rules
Defer judgment
Encourage wild ideas
Build on the ideas of others
Be visual
Stay focused on the topic
6
One conversation at a time
7

Go for quantity
Review + Voting

- Most innovative idea
- Most likely to succeed
- Just want to try it
What Is A Prototype?

• Prototypes help define products, roles, services, systems, spaces, and even business plans.

• A prototype is a both a question and an invitation to receive feedback.
Types Of Prototypes

Product
Types Of Prototypes

Product

Software
Types Of Prototypes

Product

Software

Space
Types Of Prototypes

Product  Software  Space  Service
Types Of Prototypes

- Product
- Software
- Space
- Service
- System
Why Prototype?

• “Fail early to succeed often”

• The more you build the more you discover
Some ways to think about prototyping:

Learn By Doing.
Understand the mindset and experiences of people by experiencing them for yourself, firsthand.
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**Provoke Discussion.**
Test out your ideas to stimulate conversation amongst your group.
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**Evolve Ideas.**
Use prototyping to refine certain elements or features of an overall design.
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Test out your ideas to stimulate conversation amongst your group.

**Evolve Ideas.**
Use prototyping to refine certain elements or features of an overall design.

**Pilot Test**
Get your prototype out into the world. Have people interact with it, and collect their feedback.
Prototyping Tips

1

In prototyping, the parts are greater than the sum.

Break your visions into bite sized pieces that can be easily made and tested.
Prototyping Tips

2

Don’t underestimate people’s imagination.

Get it out into their hands earlier and more often.
Prototyping Tips

3 Be ready to learn from failure. Don’t expect success, plan for iteration.
Prototyping Tips

4

Prototype with anything.
Anything can be a prototype.
Prototyping Your Ideas
Review + Test
Prototypes
Applying our Learnings

• Think of your biggest health related challenge
• What do you think is a different question to ask?
• Where might be a different place to start thinking about the problem?
• What will you do differently to gain inspiration for your ongoing campaigns?
Return To Public Health

- Think of your biggest health related challenge
- What do you think is a different question to ask?
- Where might be a different place to start thinking about the problem?
- What will you do differently to gain inspiration for your ongoing campaigns?
Sustainability
Thank You