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hello

*Creative problem solving:
how design can help*

who are we?

Mollie Courtenay

@molliecourtenay

Chris Howroyd

@chrishowroyd

in the next hour

- *design defined*
- *design thinking*
- *insight exercise*
- *example tools in context*
- *q&a*

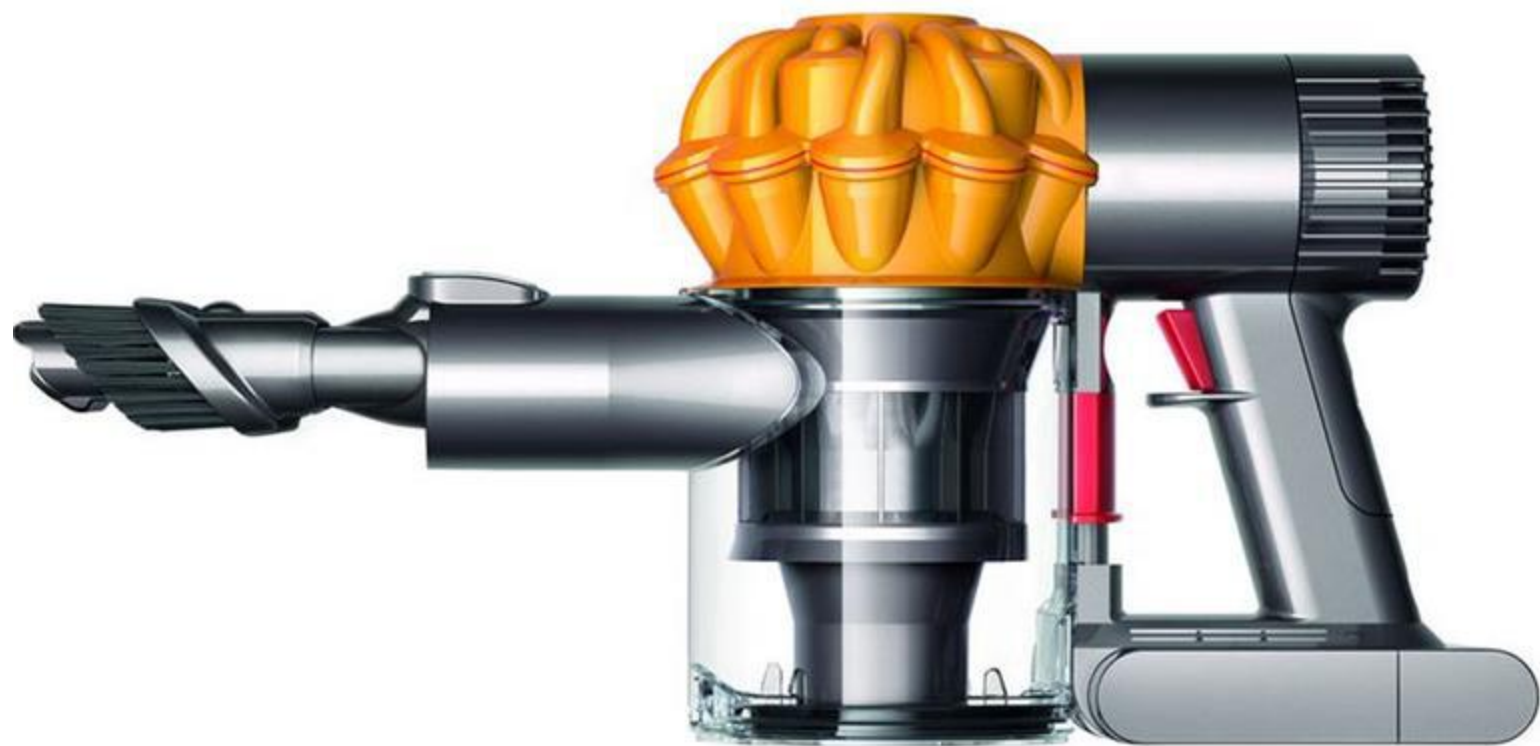
question

*when you hear the word design,
what do you think of?*











Sexual health: 24 hrs a day

Order free online
Test at home
Results by text
sh24.org.uk

SH:24

NHS





**Make a swap
when you
next shop!**



definition

“Design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers”

not just pretty things

design

has moved upstream

tactics to strategy

across industry



A photograph of a Hilton hotel entrance at night. The building's facade is illuminated with warm, golden light. A large, illuminated sign on the right side of the building features the Hilton logo (a stylized 'H' inside a circle) above the word 'Hilton' in a bold, sans-serif font. The entrance is covered by a wide, white canopy supported by several columns. The canopy is lit from below, creating a bright, welcoming atmosphere. The ground in front of the entrance is paved and appears to be a drop-off or pick-up area. A small, manicured tree is visible on the left side of the entrance. The overall scene is modern and well-lit.


Hilton



★ PRET A MANGER ★
Freshly prepared, good, natural food





Class **STD** Ticket type **ANYTIME DAY R** Adult **ONE** Child **NIL**
Number **31515** **7795630570**
Start date **14-FBY-11** Price **£6.90**

From **LOCHWINNOCH *** Valid until **14-FBY-11**
To **GLASGOW CEN/QST** Route **ANY PERMITTED**

2-PART RETURN
Validity **ON DATE SHOWN**

Printed 08:28 on 14-FBY-11



Adult **ONE** Child **NIL**
Number **04092** **79606305**

Price **£6.90**
Validity **ON DATE SHOWN**
RETURN

Printed 08:28 on 18-JNR-11

discuss:

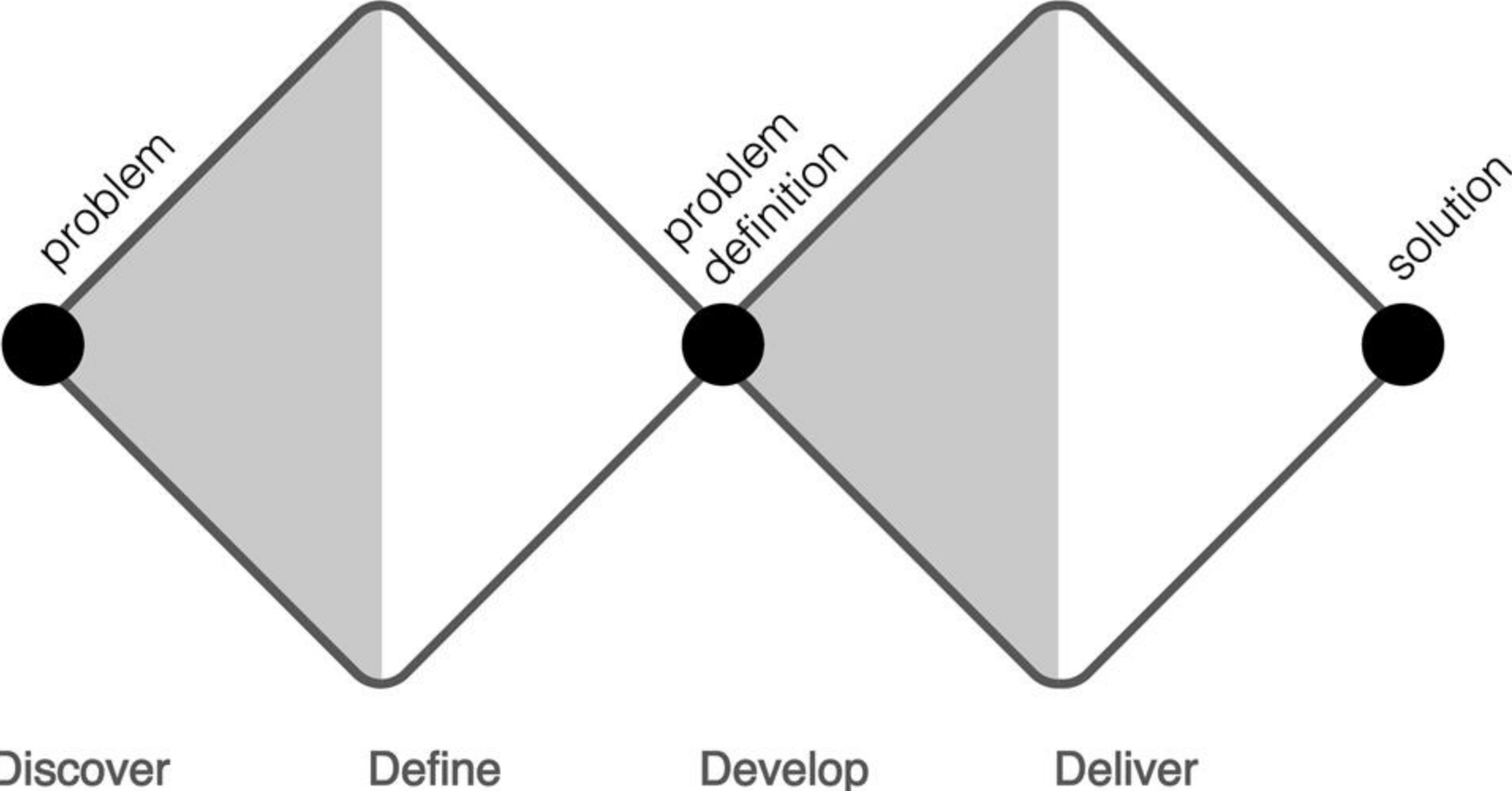
the good (and the bad)

- *product / service / anything*
- *why is it good / bad for the user?*
- *2 mins*

design as a process

process vs artifact

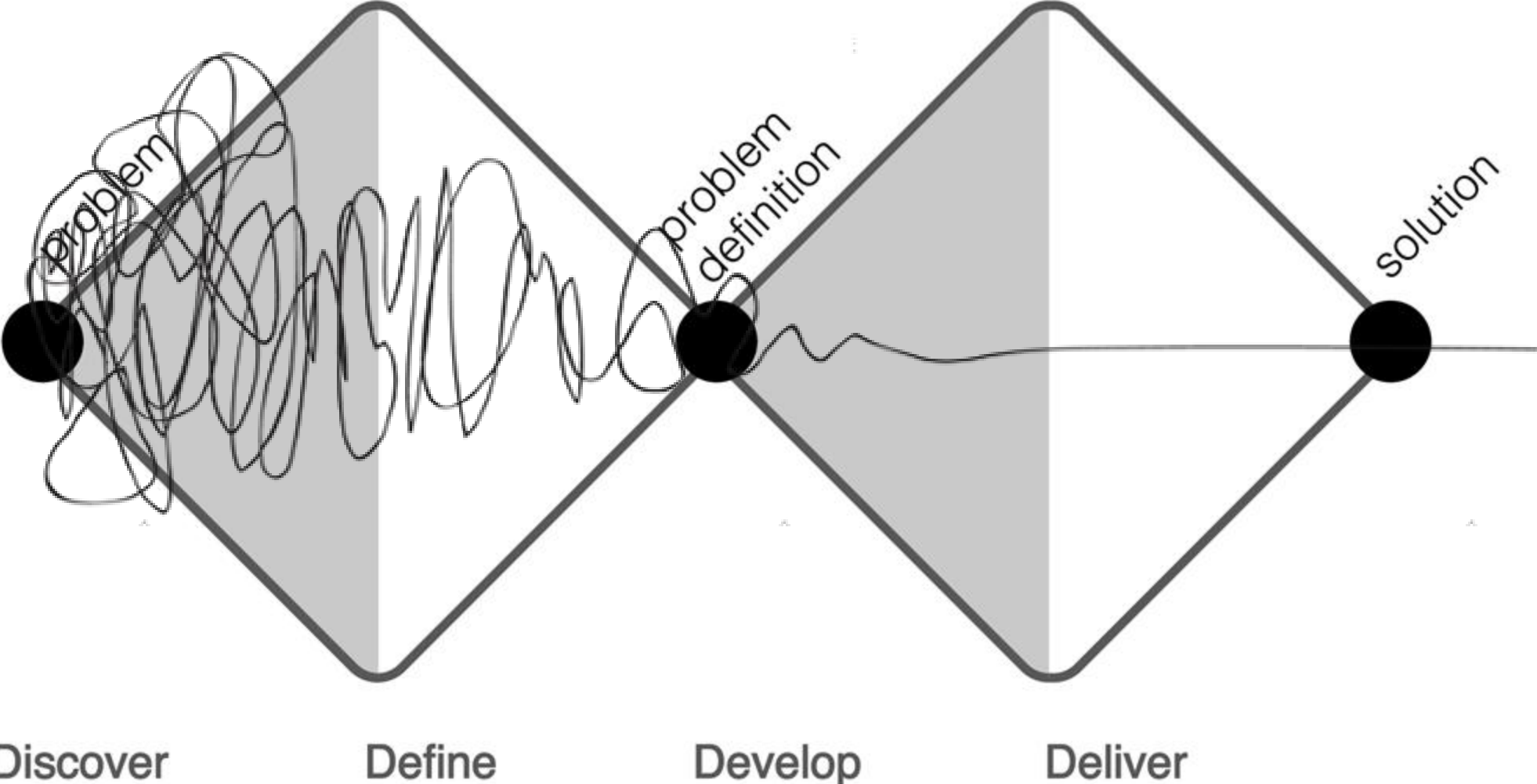
Design Council's Double diamond



Damien Newman's Squiggle

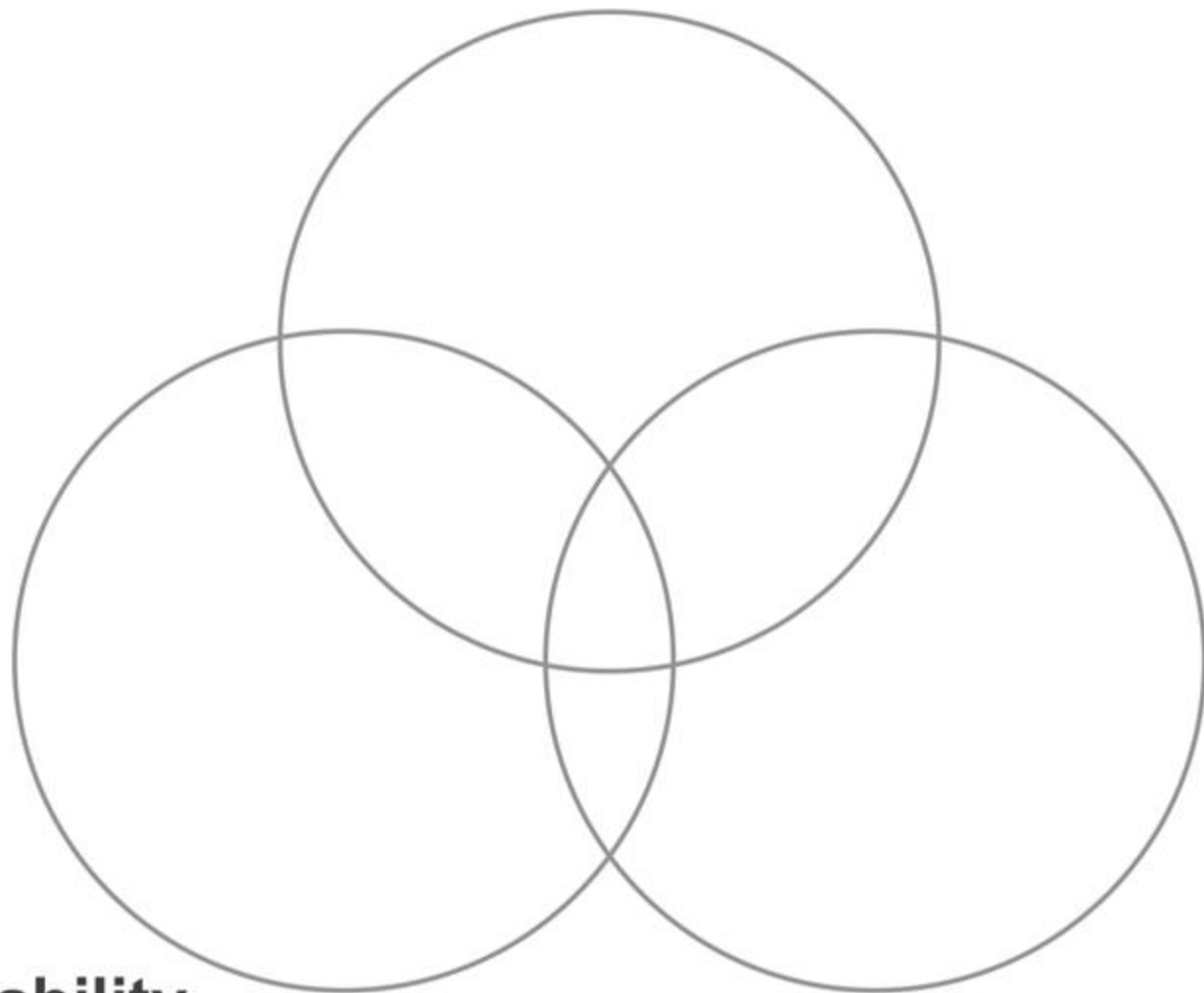


Design Council's Double diamond



Desirability

What people want

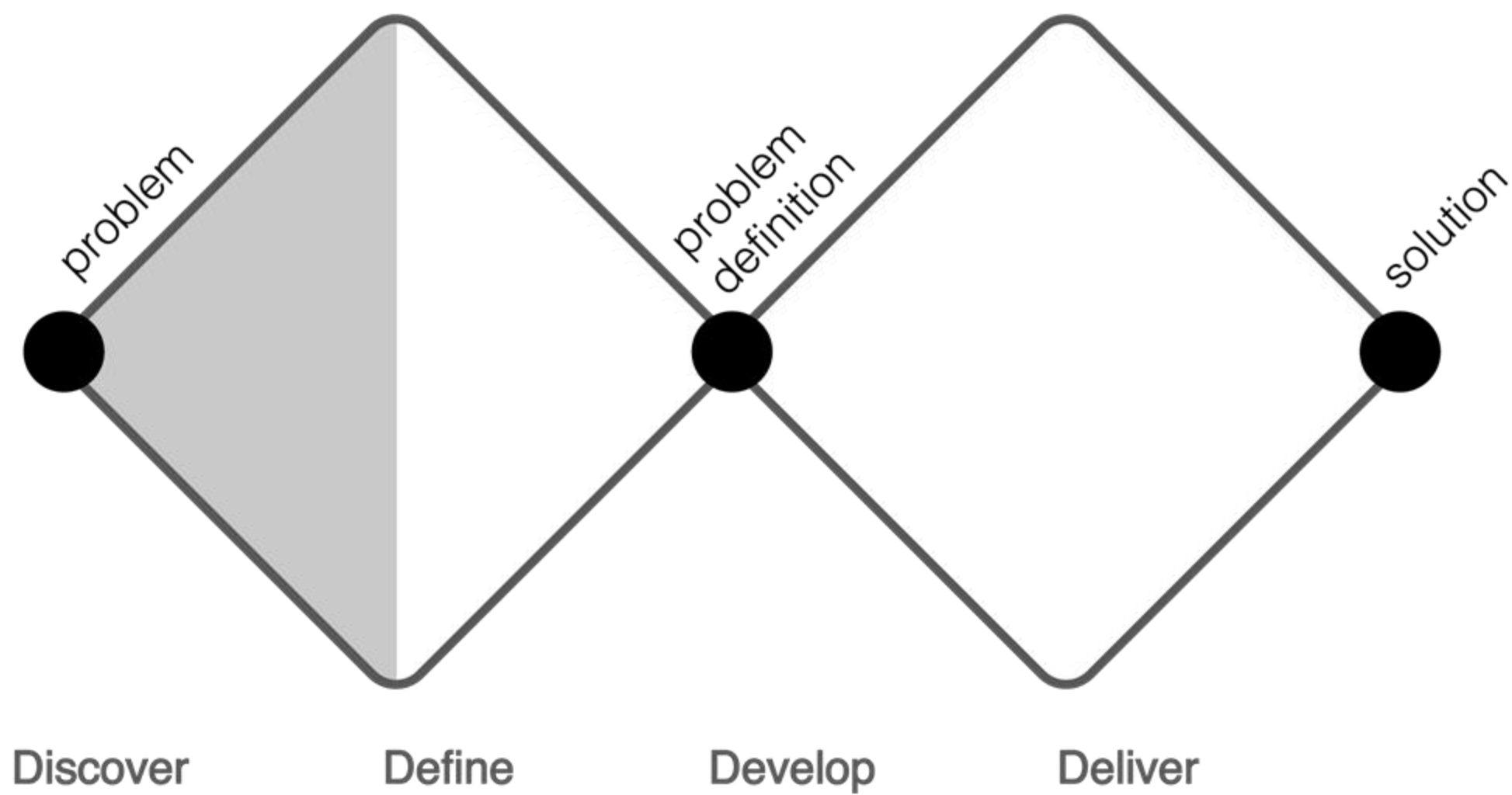


Viability

Economically sustainable

Feasibility

Technically possible



empathy

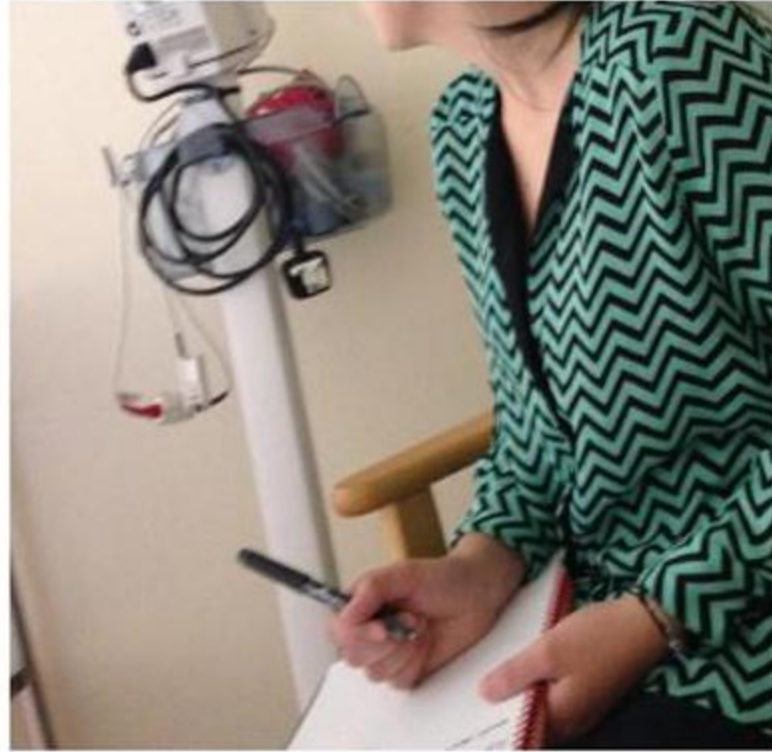






Observing:

“Listen with your eyes” and discover what people really care about.



Interviewing:

Conduct interviews to get deeper, more honest responses.



Immersive empathy:

Learn what it means to “walk in someone else’s shoes.”

workshop

- 1. Draw out insights through conversation*
- 2. Listen and empathise. Ask why?*
- 3. Define user needs*
- 4. Re-frame a problem into an opportunity.*

Interview notes

a memorable experience of a healthcare service

User needs

As a user, I want _____,
so that _____.

As a user, I want _____,
so that _____.

As a user, I want _____,
so that _____.

As a user, I want _____,
so that _____.

Persona

Sketch

Age:

Lives:

Family:

Works:

Goals:

-
-
-
-

Name

Quote

Frustrated by:

-
-
-
-

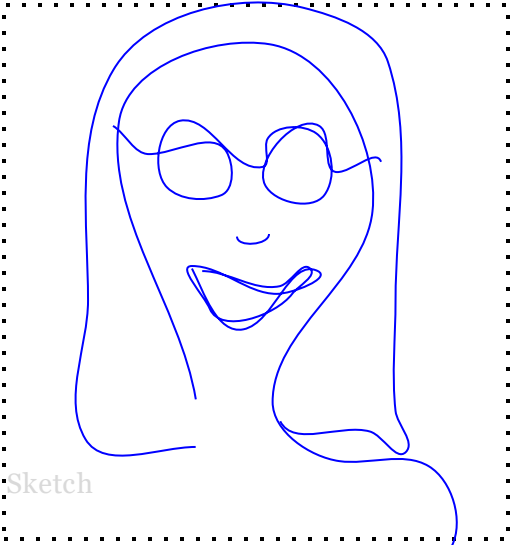
Motivated by:

-
-
-
-

Problem statement

re-framed as an opportunity

Persona



Sketch

Name

Anna

Age:

Lives:

Family:

Works:

Goals:

-
-
-
-

Frustrated by:

-
-
-
-

Motivated by:

-
-
-
-

I don't
have time for
that

Quote

user 1, create a persona based on user 2

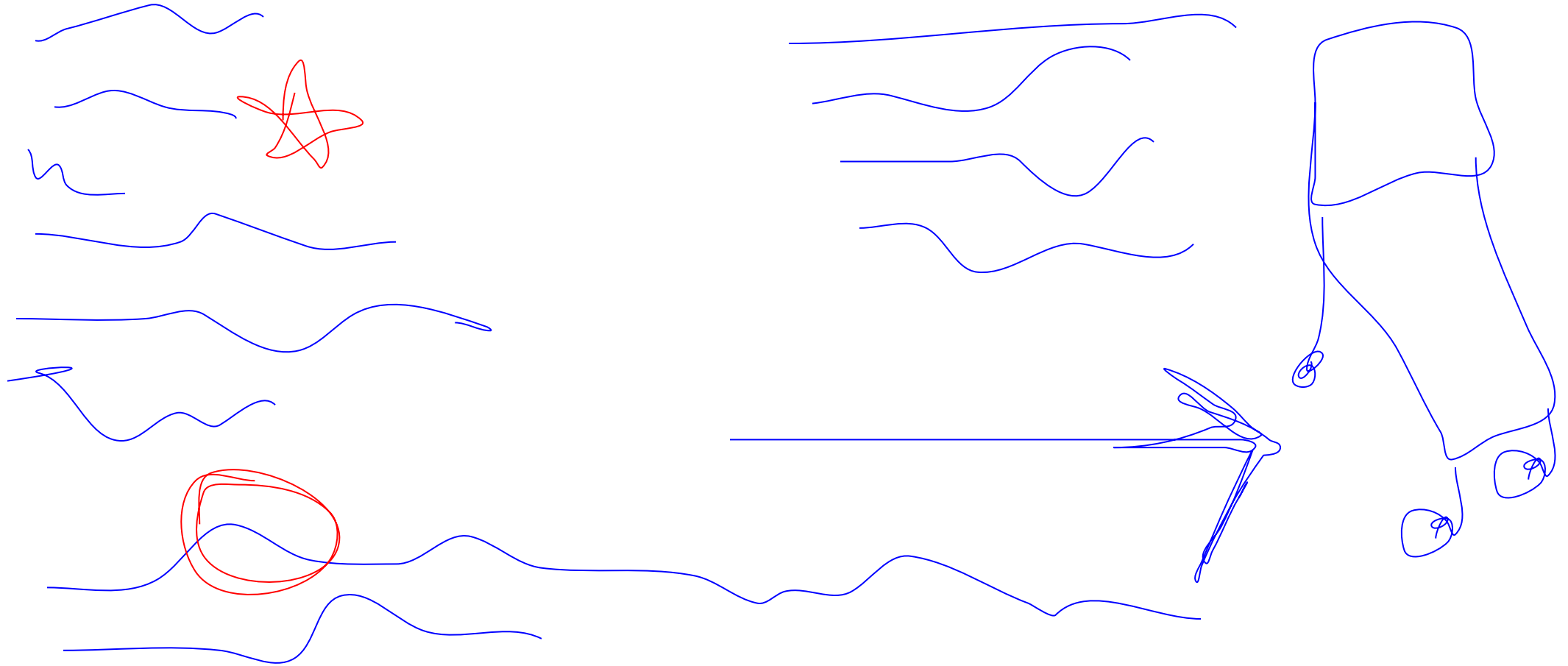
- *Draw out insights through conversation*
- *3 mins*

user 2, create a persona based on user 1

- *Draw out insights through conversation*
- *3 mins*

Interview notes

a memorable experience of a healthcare service



user 1, interview user 2

- *Listen and empathise. Ask why?*
- *8 mins*

user 2, interview user 1

- *Listen and empathise. Ask why?*
- *8 mins*

User needs

As a user, I want _____,

so that _____.

As a user, I want _____,

so that _____.

As a user, I want _____,

so that _____.

As a user, I want _____,

so that _____.

synthesis

- *Define user need*
- *8 mins*

Problem statement

re-framed as an opportunity

re-frame - individually

- *Re-frame a problem into an opportunity*
- *5 mins*

share

- *Volunteer to share what you heard, and what your design opportunity is.*

value every interaction:
journey mapping

I just want a no number service -
 I want a STI test
 What journey would I take?
 • Make it clear @ the beginning - this site is for ordering test kits/contraception.

V1

First visit to clinic Y N

hope to see this working soon.
 Slogan to keep in ppl's minds encourage them to be tested more often.
 • Site to refer onto other services than clinic doesn't provide.
 • NHS - reassuring. Trust. Free. Important - feel safe.

• More detail + description needed to help understand
 • Would be annoying if registering took ages.

Ad campaign to launch, get ppl talking - make it a normal thing

• Wouldn't download the app
 • Anytime

• Useful to check over answers when filled in

• How long does the process take - would it be quicker for me to go with clinic?

GP

Translations
 App?
 • Youth friendly
 not too clinical

On my phone
 On my laptop/tablet

• don't want to be known
 • make an option

• Needed help unsure about blood test risk
 • Long
 • A what?
 • feel more comfortable doing this @ home.

• Good if live near
 • Help be anonymous box on side.

Pharmacy
 I collect my kit from the clinic

I visit an online sexual health service run by the clinic

At home

I decide to register as a one-time user

I create a user name, as I would rather not use my full name
 • incentive & shy
 • Need disclaimer at top. Highlight privacy

I complete the online sexual health, self risk assessment

• "I wouldn't know"

• NO - I would rather go to the clinic - and get my result immediately.

• option to update address each time

I order a full STI test kit

I receive my test kit

• Stickers: not obvious like purple striped bags from clinics.
 Inconspicuous. Not too secret / discreet.
 This sounds Megad

On my family computer

On a public computer

I don't have access to the internet

Positive exitip language
 Air post style invite check in for appointments
 Choices - Good Easy. (ms hass).
 Amazing idea

I create an account, to keep an online sexual health records

• Confirm confidentiality
 • Send myself reminder email to get checked regularly
 • useful But not for me

I would like the option to share my records with my GP or hospital

• Live near Dr
 • Useful if wanting to start a family.
 • Save time - Drs asking same Qs as clinicians.
 • Save dragging through history with another Dr.
 • Really helpful

• Good to be given option. But sensible to go for full test.

I would like the option to choose which test to do

• Lots of people unclear of the difference.
 • Depends what I'm worried about

• Good as live far. Save travel £
 • I have daddy post so would worry about receiving it.

• False Name

I receive my test kit in the post, to my home address
 • Live with Fam. Goal to have pick up option I receive my test kit in the post, to my work address

• Could my past records be backdated?
 • Thought GP had info anyway
 • Need to know - contraception
 • No - women -> family Dr.
 • Good - when using different Meds, so don't mix badly
 • Save irritation of repeating myself.
 • Security. Log out after 2mins.

• Wouldn't trust myself
 • Wouldn't know without medical recommendation

• Timely?
 • order & housemate at same time?
 • Easy.
 • Anonymous exterior important / discreet
 • Depends on urgency of situation.
 • Referred by Dr to test today.
 • Help free up time to do other stuff
 • If you have to wait for delivery?

initial assumptions

1. People want an online service
2. People want an online account
3. People will complete a risk assessment online
4. People will order a full STI test kit
5. People are happy to receive their kit at home
6. People are confident in doing the test at home
7. People will return the test by post
8. People will prefer to receive their results by text
9. People will be prepared to log into their account for more details about their test(s), diagnosis and treatment

FAQs.
Tailor info to what is on your account + what kit I have ordered



- Depends on urgency
- If its lost it would be really bad for a person that has built themselves up to do it.

- Wouldn't want a msg from clinic flashing up on phone - lots of cultures where sexual activity is frowned upon in area.
- 2 methods
- Receipt notification make sure its read.

↳ separate PUS/ NEG
Method + Amount info

• Ask if need help

• if in clinic no point using online service.

• Have to be thinking of the opening times.

• Easy do + drop

At the clinic

I drop it off at the clinic

Email

- You need to come back...
- Kids play on my phone

Text message

- Choose a time, so I'm not at work when I get the text.



- anyone can see phone
- More safe: login

Voicemail

- "perfect!"
- Have all in one place

I want to be directed to the website to see my result and further info

- Choose when + where I am when I read it.

Googling can bring up American advice. → Scams.
Trusted if it is linked to your account.

• No hesitation → trusted

I do the test

I return the completed test

I would like to receive my notification message via

I choose the amount of information I want to receive in my notification message

"I wouldn't have to leave my room to get a test that would be amazing"

- Easier
- Feel more normal. On Cleanse
- Less medical.
- Don't get the guilty feeling of being sat in the clinic
- Less embarrassment than being in toilet at clinic.

At home

- Fear a bit about the test right themselves.
- Always want nurse to do it.

I post it back to the clinic



Drop off at local pharmacy

• feel funny posting it.

• Will it fit in Post Box?

• might forget!

- If positive - call to talk + calm down
- wouldn't know where / when
- In a set amount of days - check account ...

Phone call



Through my online account

• Bad news: human voice

• If serious

• I'd want support straight away

I want to receive my result, then to be directed to the website for more info

- May not make time to look if had to look 2 places
- want 2 know ASAP

I want both my result and further info in the notification message

- Help people to stay to go to clinic - but if they need an appointment - will they go?
- Answering is the worst part.
- Better than waiting, not knowing when your name will be called.

- "This is good yeah!"
- If it takes too long, people will get put off → longer to wait and worry.
- Pre paid is important
- How do it want arrive
- Be more anxious waiting longer for results

- If NEG result should still share some advice / info.
- Want to know options straight on
- Give number to call
- As much as possible!

needs vs. assumed wants

1. People want an online service
2. People want an online account
3. People will complete a risk assessment online
4. People will order a full STI test kit
5. People are happy to receive their kit at home
6. People are confident in doing the test at home
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Charlotte

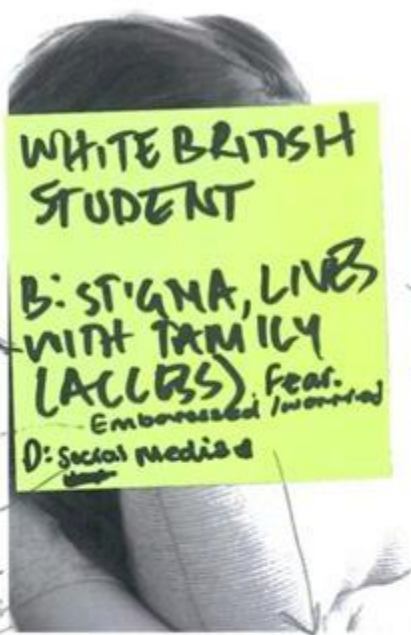
15 years old, Heterosexual
Single
School pupil, doing GCSEs
British / Black African
Lives in Peckham with her family

School is tough for Charlotte, she's really intelligent and mature. She wants to do well in her GCSEs but wants to fit in more. She cares a lot about what people, especially boys, think of her. Getting tested seems normal to Charlotte, she'd like access to more advice.

When I go clinic, mum thinks I'm at school. I get fast-tracked coz I'm under 16. I wouldn't get things delivered to my house, I'd come clinic and pick it up.

*"We aren't told anything at school."
"Nobody ever believes I'm 15"
"I can talk to some friends about stuff but then you don't know who is gonna find out all these things about you - then you find out everyone knows your business"*

B: Need for privacy
- Early GP
D: Getting tested feels normal to her.
Happy to go to clinic
↳ knowing she has to go to be safe



Catherine

18 years old
Straight
Single
Lives with her parents in Waterloo

Catherine is on a gap year before going to University. She has a close network of friends and enjoys the local club scene.

Having recently ended a long term relationship she has had a number of one night stands, on one of which she had unprotected sex with a man she did not previously know. She has taken the morning after pill, which she sourced from a local pharmacy, but is extremely worried that she may have been exposed to an STI. She is embarrassed to visit her local SH clinic or talk to friends or family about it.

Catherine is a social media addict (Facebook, Twitter and Tumblr) via her iPhone and laptop.

WHITE BRITISH STUDENT
B: STIGMA, LIVES WITH FAMILY (ALLERS) Fear. Embarrassed / worried
D: Social Media

Jorge

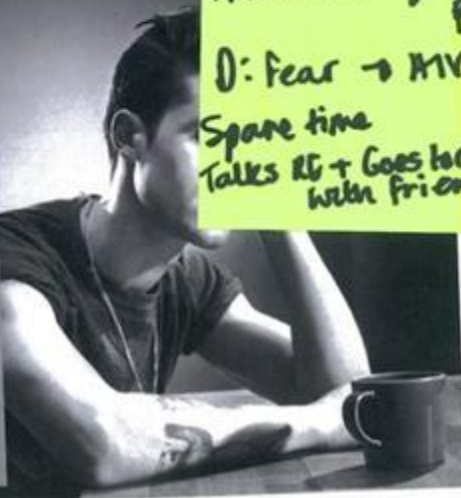
20 years old, Homosexual
Single, sort of seeing someone
Student
British / European
Lives in a student flat in elephant and castle

Jorge is studying at LCC and works on Sundays in Sainsburys. He describes himself as lazy and he doesn't do early starts. He's often out in East London with his best friend.

Jorge always drags his best friend to the clinic and she'll get tested at the same time. He gets really worried if he isn't tested regularly.

"If I didn't have to leave my room to get tested that would be amazing, I am really lazy."

Jorge has an iPhone you'll never see him with out it. He has a MacBook too that he uses for doing his uni work or watching TV.



B: Lazy
Hates going to clinic
iPhone - always buying / playing
D: Fear → HIV etc
Spare time
Talks RT + Goes to dance with friend

Adal

29 years old, Heterosexual
Single
Extremely entrepreneurial, currently working with friends on a new business, investigating car insurance claims
British Pakistani
Lives with his extended family in Essex

Adal is a very creative and driven character with lots of ideas for new businesses.

He really he wants a wife, his previous long term relationship ended badly a couple of years ago. He feels constant pressure: from friends to go and sleep with women, and from his family to do the opposite. Another Monday afternoon, he finds himself in the clinic, to see if he caught anything this time... He feels really guilty and annoyed at himself.



B: Family finding out Time
Doesn't like admitting that he needed to get tested!
D: Staying healthy
Trying new things - early adopter
Likes knowledge. IT.

Catherine (worried about sex she had six weeks ago)

Aware

Sees a poster in her local pharmacy about SH24.

Thinks that she'd like to check it out, if she could get tested and not go to a clinic that would be great.

Device

Remembers the URL and searches in her phone that night in bed.

Curious.

Access site

Flicks through the home page. Watches the first few seconds of the video.

The process looks easy and is happy to collect the kit and avoid home delivery.

Begin log in process

After checking confidentiality info, she enters her info.

Pleased to see it all looks to be going through smoothly.

Order

Chooses to pick up from Burrell Street clinic.

What are their opening times? Do I have an order number to show?

Pick up / Delivery

Picks up the kit the next day.

Prefer to take kit home, read through instructions and watch the video again.

Meets with clinician

Clinician has her details up on his screen. They discuss his results and partner notification options.

More relaxed after the conversation.

At clinic reception

Shows her text message with SH24 ID and waits for his name to be called.

The clinic experience so far wasn't as bad as she had imagined.

Result

Text: reporting a positive result, suggesting going to a clinic and showing text.

Chlamydia is not so bad, relieved to know, but feels annoyed at herself.

Wait

Gets notification that clinic has received his sample and are processing it.

Glad it got there but now internalising her worry and getting more stressed out.

Return Test

Pops package in the post that day.

Getting nervous about the result now, Google-ing everything.

Do test

She does the test in her room.

A bit nervous she hasn't done the test right..

Treatment

She ensures to remember to take the full course of treatment.

Realises that she might not be able to use SH24 when she goes to uni.

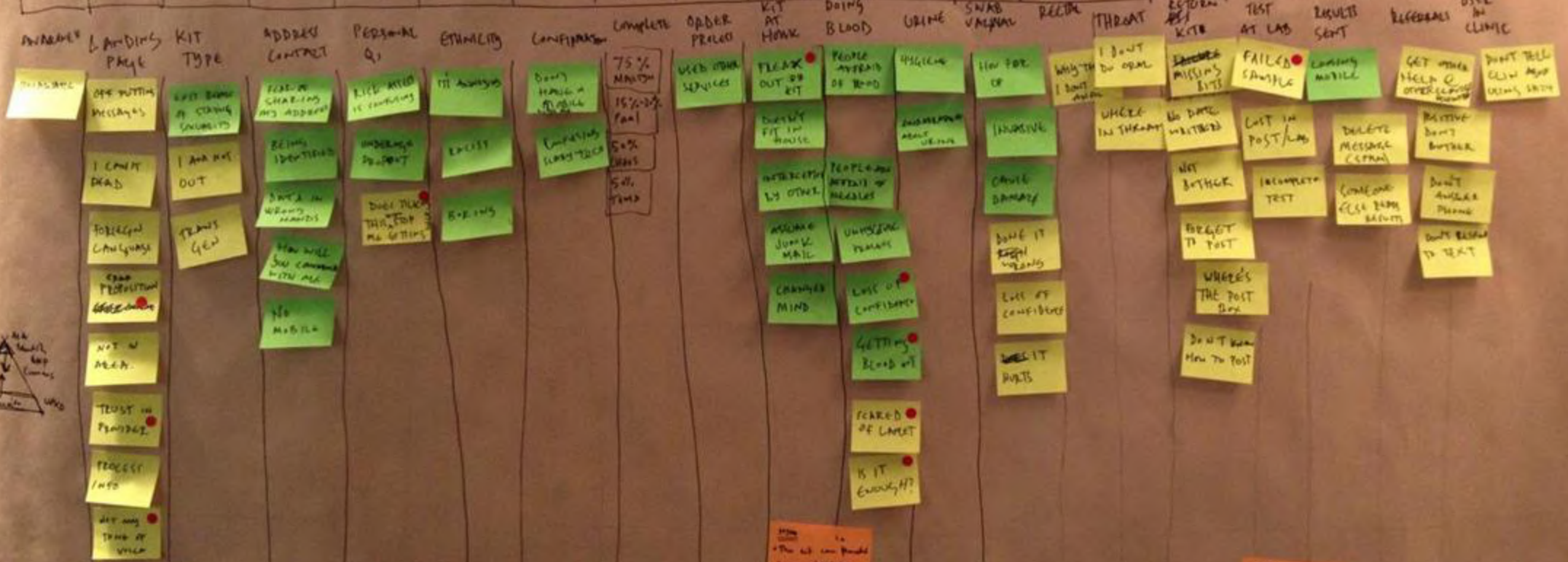
Re-order

5 months later, logs back in and so on...

Glad that it took less time than before. But begins to get nervous again.

60%

5%



How
 • How many that anyone would? • How many that anyone would? • How many that anyone would?

How
 • How many that anyone would? • How many that anyone would? • How many that anyone would?

How
 • How many that anyone would? • How many that anyone would? • How many that anyone would?

How
 • How many that anyone would? • How many that anyone would? • How many that anyone would?



fail fast, fail cheap:
prototyping



“Any service is made up of people interacting with physical stuff, processing information and having encounters with others - all can be prototyped”

David Townson

Hello!

this is your
test kit...
let's get you
started.

SCAN THE
CODE



OR WATCH
THE VIDEO AT
www.sh24.mh3.

SWABS

URINE

BLOOD

Blood

[Blank pink sticky note]

SH24 Request Form

SH24

Place in the test kit bag

Date collected -- / -- / --

FOR LAB USE ONLY

Identifier #1	8548aaa58b
Identifier #2	c0d7dc417241
Reference	339a720a58
Source	SH24
Test	25



Swab sample kit

For instructions:
howto.SH24.org.uk
or scan the QR code

SH24

Blood sample kit

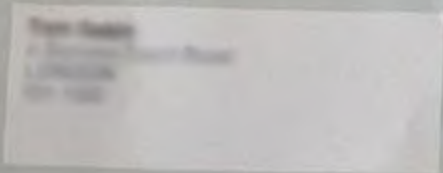
For instructions:
howto.SH24.org.uk
or scan the QR code

SH24



Urine sample kit

For instructions:
howto.SH24.org.uk
or scan the QR code




A Web Page

Home | Text + Treat | Contraception | Advice + Support

Find a clinic at pharmacy
Specialist support

Find services near you

Enter your postcode to find sexual health clinics near you




More support

There are many charities and support services that offer free, trusted and impartial advice on a variety of topics related to your health.

Find a service that can help you with:

- feeling down, anxious or depressed
- drugs, violence or assault
- sex, drugs and alcohol
- medication that may reduce your chances of getting HIV
- vaccinations (HPV and Hepatitis A and B)



SH24

SH24 The Sexual Health Service

SH24 is a free, convenient and discreet sexual health check up. Get a test kit sent you by post. The test takes 10 minutes and you simply post it back in the envelope provided.

Get tested for...

- ✓ Chlamydia
- ✓ Gonorrhoea
- ✓ Syphilis
- ✓ HIV

Key facts...

- SH24 is free to use if you live in the London boroughs of Lambeth and Southwark
- Your private data will be stored securely on SH24 servers


Get started.

Your postcode


How SH24 works

1	Order online and receive kit by post
2	Do the test in less than 5 mins
3	Return the test for free to our lab
4	Get your results in a text message

SH24 is supported by

Guy's and St Thomas' 

NHS Foundation Trust

King's College Hospital 

NHS Foundation Trust

Specific concerns (optional)

In some cases it may be best if you visit the clinic.

Do any of the following apply to you?

- I am under 16
- I have had unprotected sex within the last 3 days
- I have been sexually assaulted
- I may have symptoms for an STI

About you

Name and address

Please give us your name and address so that we can post an STI kit.

Full name

Address

Town or city

Contact details

We will send your results by text message and we may also need to contact you by email.

Mobile

Email

Further information

Before we finish, there are few more details we need so we can monitor access to our services

Ethnicity

- White
- Mixed / multiple ethnic groups
- Asian / Asian British
- Black / African / Caribbean / Black British
- Other ethnic group

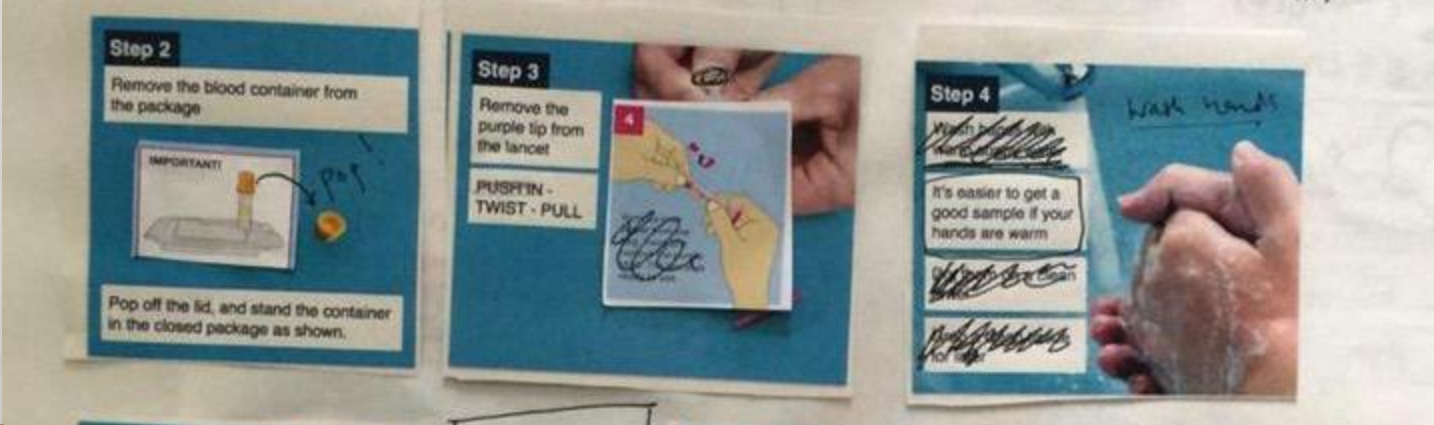
Date of birth

For example, 20 3 1976

	α	late α	β
User type	F&F	F&F	PUBLIC
T&C	x	α	β
User to SH24 data	SSL	SSL	SSL
SH24 to Lab	x	x	? DEPENDS ON KIT FULFILLMENT
User to Lab	x	PAPER ID NO PERSONAL DATA	PAPER ID NO PERSONAL DATA
Lab to SH24	x	HL7 SSL AUTHENTICATED NON N3	HL7 SSL AUTH N3?
SH24 to user	x	SMS (TWILIO)	SMS?
SH24 to clinic	x	NHS EMAIL	NHS EMAIL OR N3
Lab to clinic	x	x	x
ADMIN	SH24 TEAM	CLINIC TEAM MEMBER	ANON
ADMIN SECURITY	AUTH	AUTH	2 FACTOR AUTH











thank you

but before you go...

use less words

what is it?

"Quadruped. Graminivorous. Forty teeth, namely twenty-four grinders, four eye-teeth, and twelve incisive. Sheds coat in the spring; in marshy countries, sheds hoofs, too. Hoofs hard, but requiring to be shod with iron. Age known by marks in mouth."

Charles Dickens— Hard Times



← Back to ePTS



Mollie Smith
11-11-1980 35 years old

✓CPE
✓PEDIC

Notifications

- ✓ Mollie completed 1 Task >
- 📅 New appointment: 11 April 2016 >
- 💬 Mollie commented on Care Plan >

⊙
⊙

Last apt. Next apt. 1 month

TOOLS

CARE

SETTING

Tracking

Tasks

Archive

Filter:

Tracking what?

All

Contributed by

All

Date range

Last 6 months

⊙ EMILY 11-11-15
DAILY UPDATE
 "Feeling okay. Proud of myself for going to a busy shopping centre yesterday!"
 - feeling 😊

⊙ MOLLIE 11-10-15
TRACKING SLEEP
 8 hours ↑ up 10% from last week
 see M on sleep

⊙ MOLLIE 9-10-15
TRACKING NEGATIVE THOUGHTS
 3 times today ↓ Down 25% from last month
 see M on negative thoughts

⊙ EMILY 5-9-15
UPDATE
 "Worried about Mollie. She's showing early warning signs and shutting me off"



collaborate

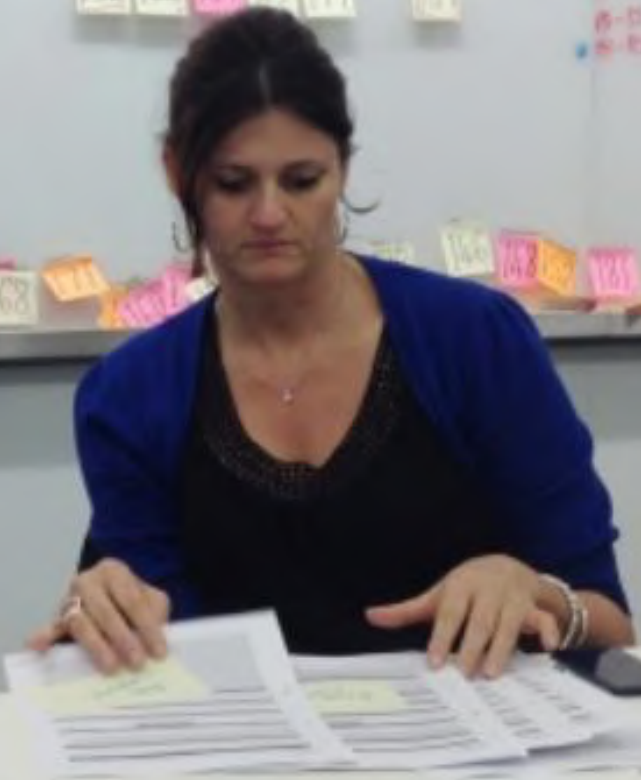


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A large whiteboard covered in sticky notes and handwritten notes. The sticky notes are organized into rows and columns, with some containing numbers and others containing text. The handwritten notes on the right side of the board are in red and black ink, listing various items and descriptions.

Symbol	Sticky Note 1	Sticky Note 2	Sticky Note 3	Sticky Note 4	Sticky Note 5	Sticky Note 6	Sticky Note 7	Sticky Note 8	Sticky Note 9	Sticky Note 10
9		19	23	31	43	52				
8	7	57	83	120						
0	50	28								
6	23	31	54	55	80					
101	68	112			126	129				
9	26									
7	22	32			75					
101	21				84					

Handwritten notes on the right side of the whiteboard:

- 1-1 - [Symbol] - [Text]
- 2-1 - [Symbol] - [Text]
- 3-1 - [Symbol] - [Text]
- 4-1 - [Symbol] - [Text]
- 5-1 - [Symbol] - [Text]
- 6-1 - [Symbol] - [Text]
- 7-1 - [Symbol] - [Text]
- 8-1 - [Symbol] - [Text]
- 9-1 - [Symbol] - [Text]
- 10-1 - [Symbol] - [Text]
- 11-1 - [Symbol] - [Text]
- 12-1 - [Symbol] - [Text]
- 13-1 - [Symbol] - [Text]
- 14-1 - [Symbol] - [Text]
- 15-1 - [Symbol] - [Text]
- 16-1 - [Symbol] - [Text]
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- 18-1 - [Symbol] - [Text]
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- 20-1 - [Symbol] - [Text]
- 21-1 - [Symbol] - [Text]
- 22-1 - [Symbol] - [Text]
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iterate





think; user first



SH:24 Retweeted



Chris Howroyd @chrishowroyd · 19 Nov 2015

Huge thanks to team @esroresearch for their expert input into @sh24_nhs prototype user journeys for contraception





**innovate
with appropriation**

