



Design Thinking & HCA

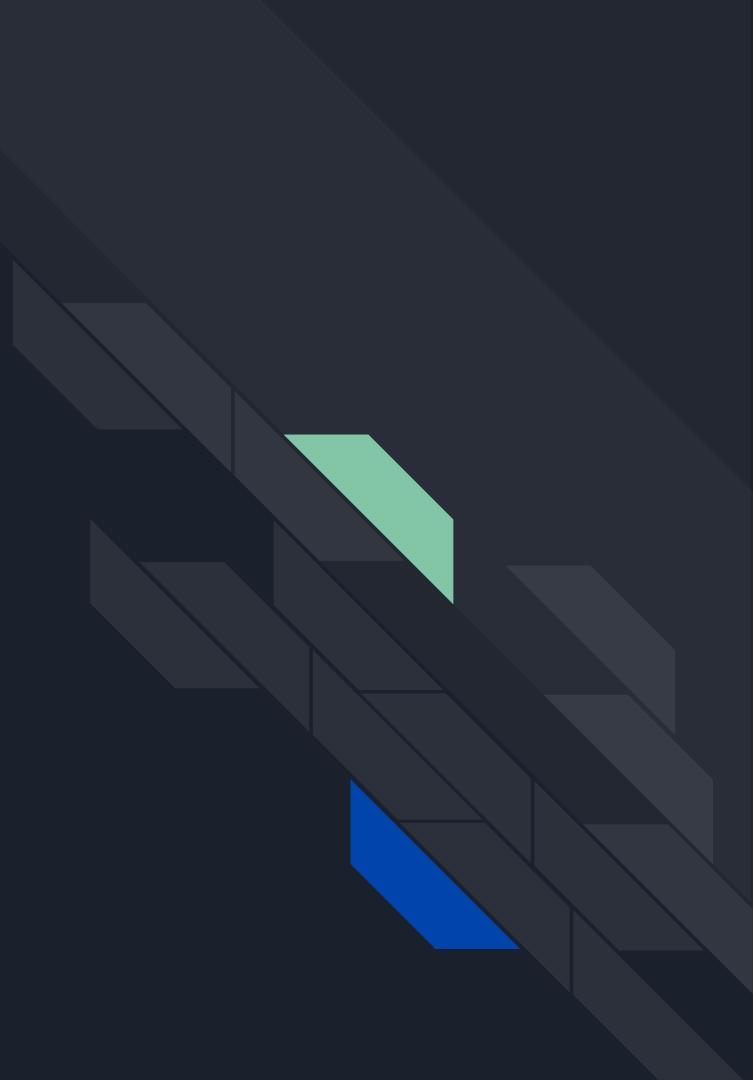
Rob De La Espriella



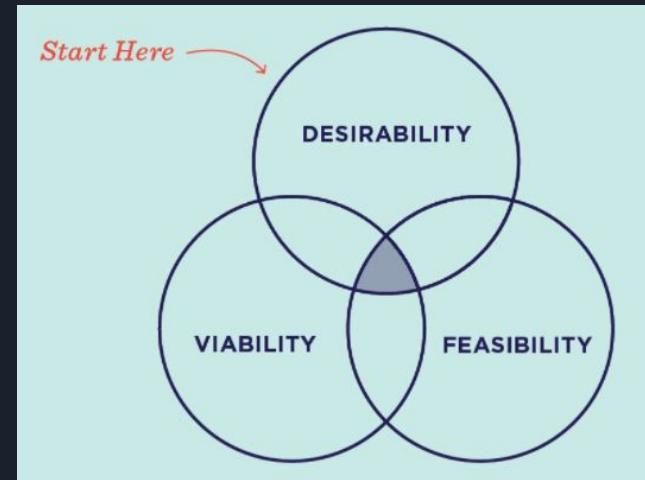
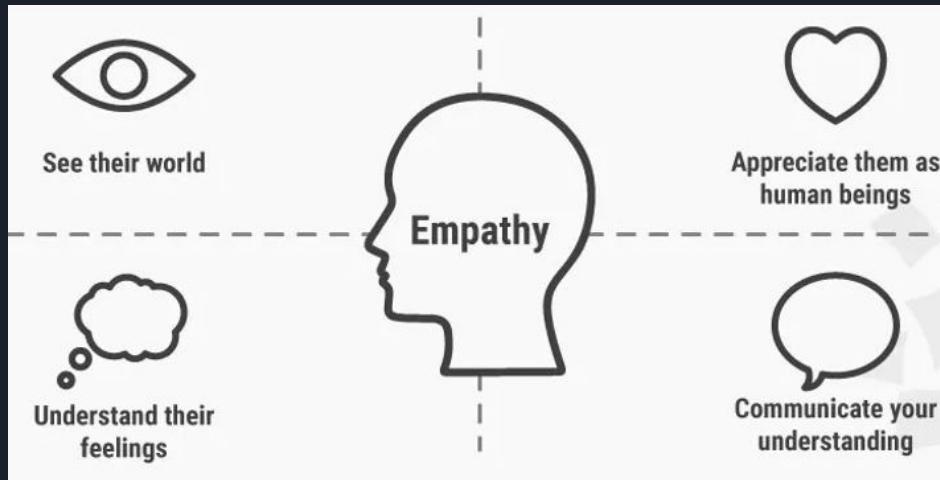
Agenda

- What is Design Thinking?
- How does Design Thinking fit into HCA?
- Q&A

What is Design Thinking?



Design Thinking is a human-centered approach to solving problems



The tools in design thinking are all aimed at improving empathy with stakeholders and then challenging the team to create innovative solutions

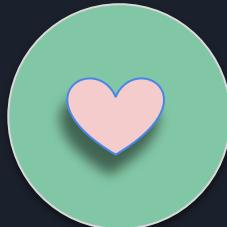


Definition cloud

- Design thinking is an iterative approach to problem solving that intentionally seeks out people with different perspectives, knowledge, skills and experience and has them work together to create a practical solution for a real-world problem.
- A method of problem-solving strategy wherein the data collected is expressed visually in order to create new strategies, ways and methods to solve problems, create opportunities or strengthen weaknesses.
- Design Thinking is both an ideology and a process, concerned with solving complex problems in a highly user-centric way.
- Design thinking can be described as a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market

Design Thinking

Empathize



Define



Ideate



Prototype

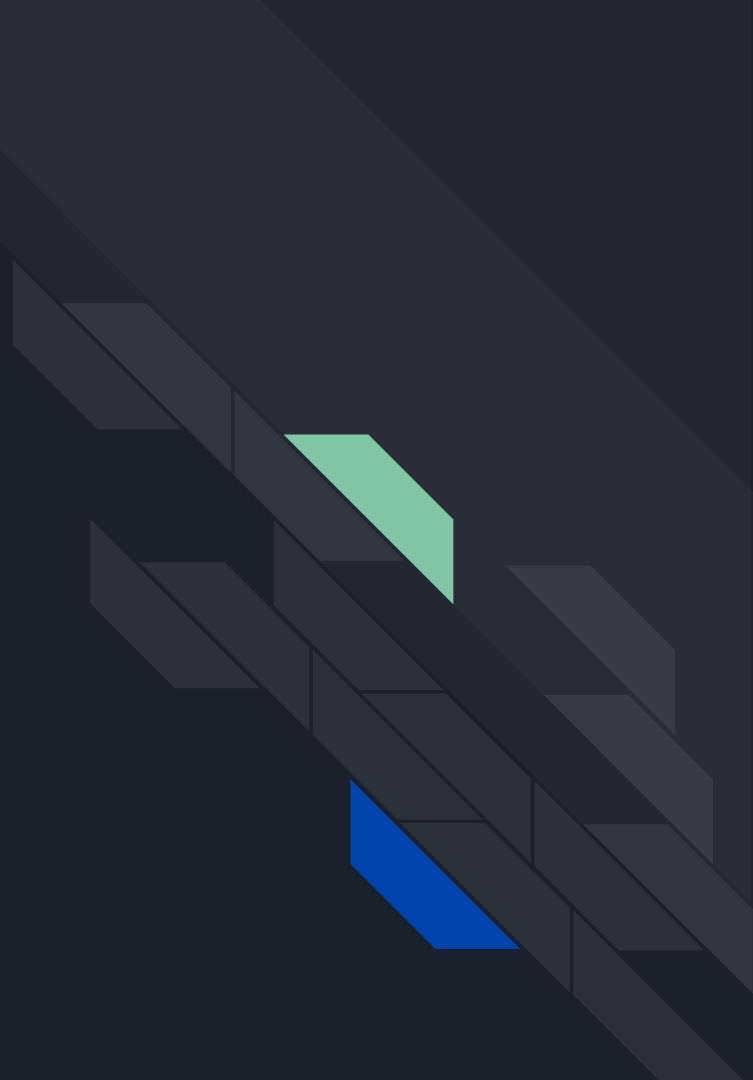


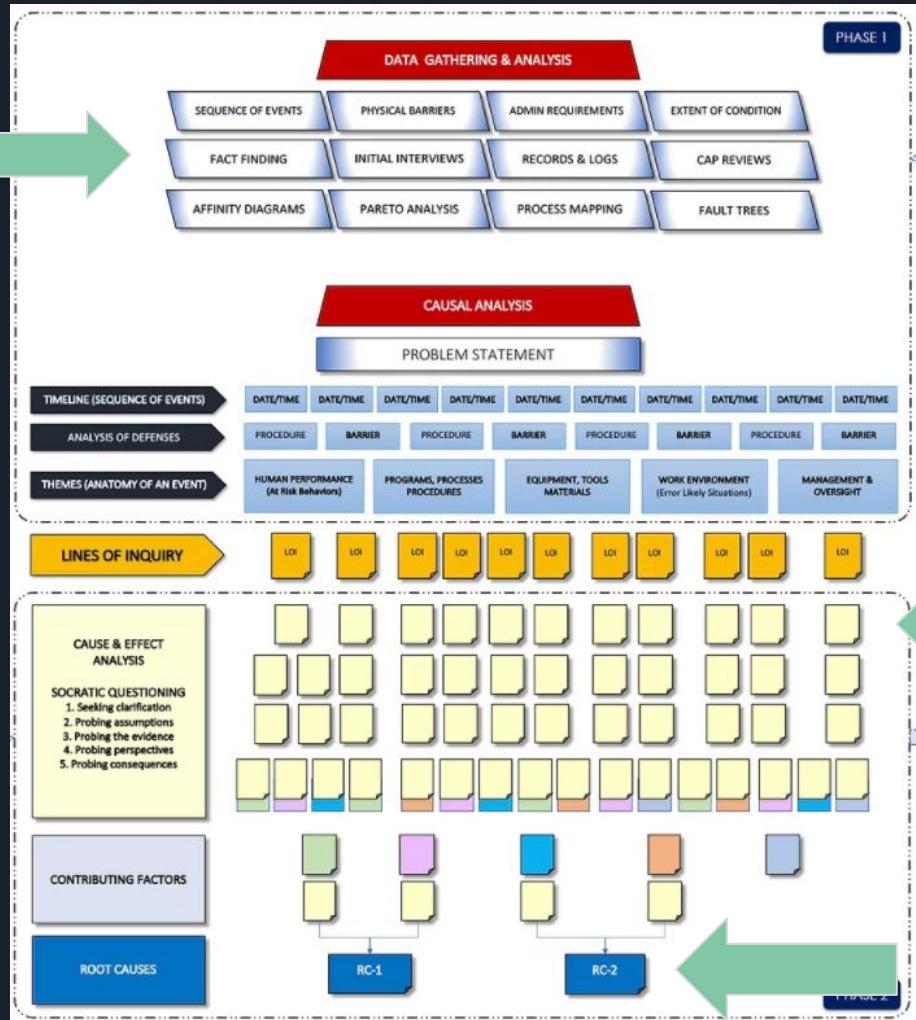
Test



<https://www.youtube.com/watch?v=IdYzbV0NDp8>

How Does Design Thinking Fit Into HCA?





Some of the tools in Design Thinking can be used to support data gathering in HCA, especially when non-traditional methods appear to be needed

Principles taught in Design Thinking for interviewing can be applied in the group interviews

In HCA, at the end of the process we're left with the root causes - AKA the defined problems!

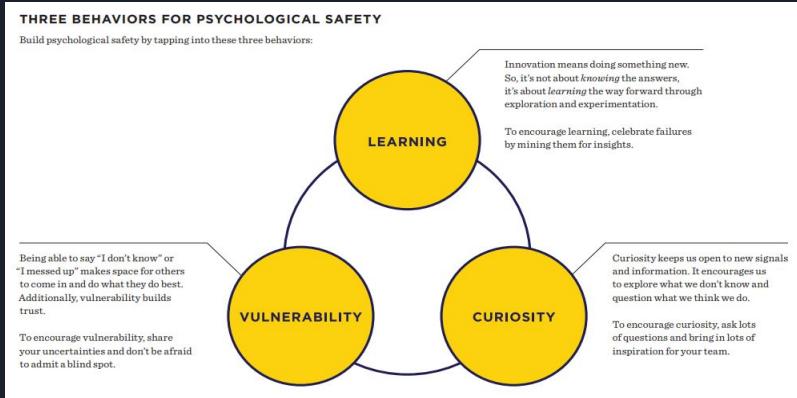


Design Thinking Tools for HCA Data Gathering

- Depending on the type of event, it may be beneficial to re-enact the sequence of events with the team to better understand what went into the event occurring
- In the event it's not possible to reach enough people for some questions, a survey could prove useful in helping understand cultural sentiments
- In some instances group interviews may not be possible - 1 on 1 ethnographic interviews from Design Thinking can be used instead

Design Thinking tools are meant to help us empathize with stakeholders and help us understand why people act as they do

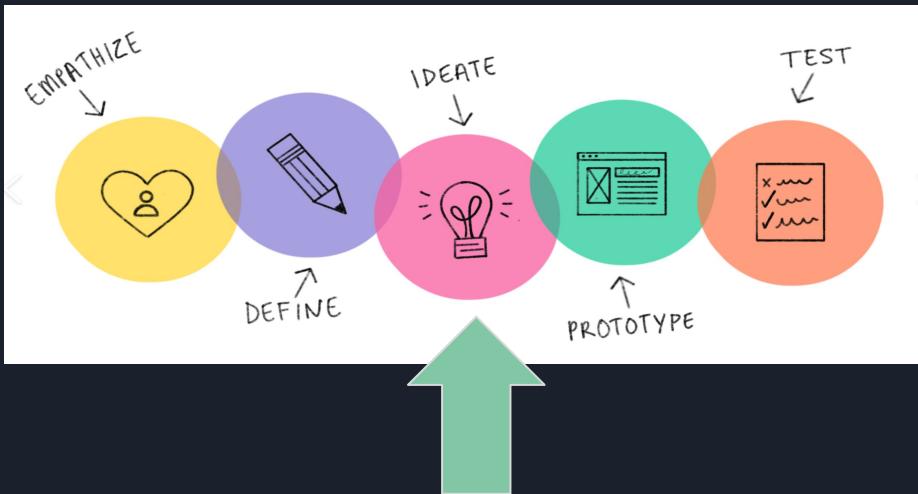
Design Thinking & Interview Facilitation



- A good facilitator creates a space of “Psychological Safety” so participants can share their thoughts openly
- Open-ended questions
 - While we typically want to be focused and drill down a line of inquiry, sometimes we can get the sense there’s something going on that’s not on our board already. Here, we use open-ended probing questions to see if we can pull out extra information we weren’t previously aware of, generate a new LOI, and then get back to focused questions

Design Thinking & Root Causes

- Sometimes your root causes may have straightforward solutions - great!
- Other times, they may be more complex, like fixing an organisation's culture, and require genuine creativity, brainstorming, and testing to fully address
 - Use Design Thinking here!



Since we've already defined the problem via HCA, we can pick up at the ideation phase and begin prototyping solutions

Q&A

