Re-Thinking Personnel Hygiene: Exploring Tech-driven Solutions
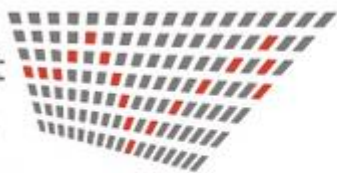
A human-centered approach for innovation

Veronica Bluguermann

✉ vb@livinglabs-global.com

🐦 @verobluguer

ehealth summit austria

HiMSS Europe

In Kooperation mit

eHEALTH 2015

Österreichs eHealth Event | Wien | 18. - 19. Juni 2015

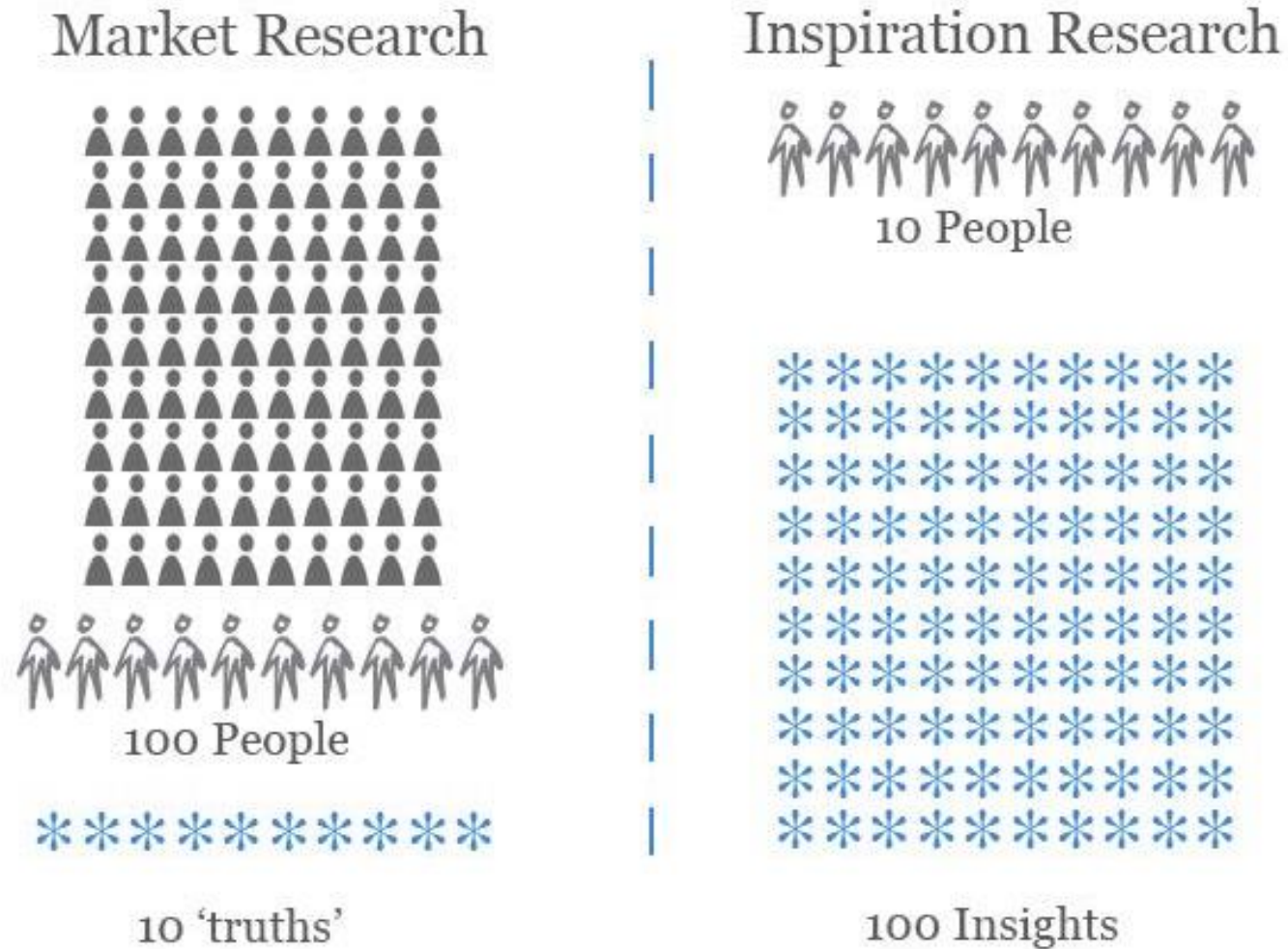# I do not need a drill.
I need a hole in the wall

WHY?

You've got to start with the customer experience and work back toward the technology - not the other way around.

(Steve Jobs)

People are the "raw material" for inspiration.

Market Research
100 People
10 'truths'

Inspiration Research
10 People
100 Insights

EMPATHY

Empathy: The ability to understand and share the feelings of another.

Empathy is the foundation of a human-centered design process to develop meaningful solutions.

EMPATHY

Tyler Bigchild, right, who oversees the alcohol making co-op at Vancouver's Drug Users Resource Centre, directs co-op participant Tim, left, in sanitizing and sorting bottles to hold home-brewed beer.   Tristin Hopper/National Post
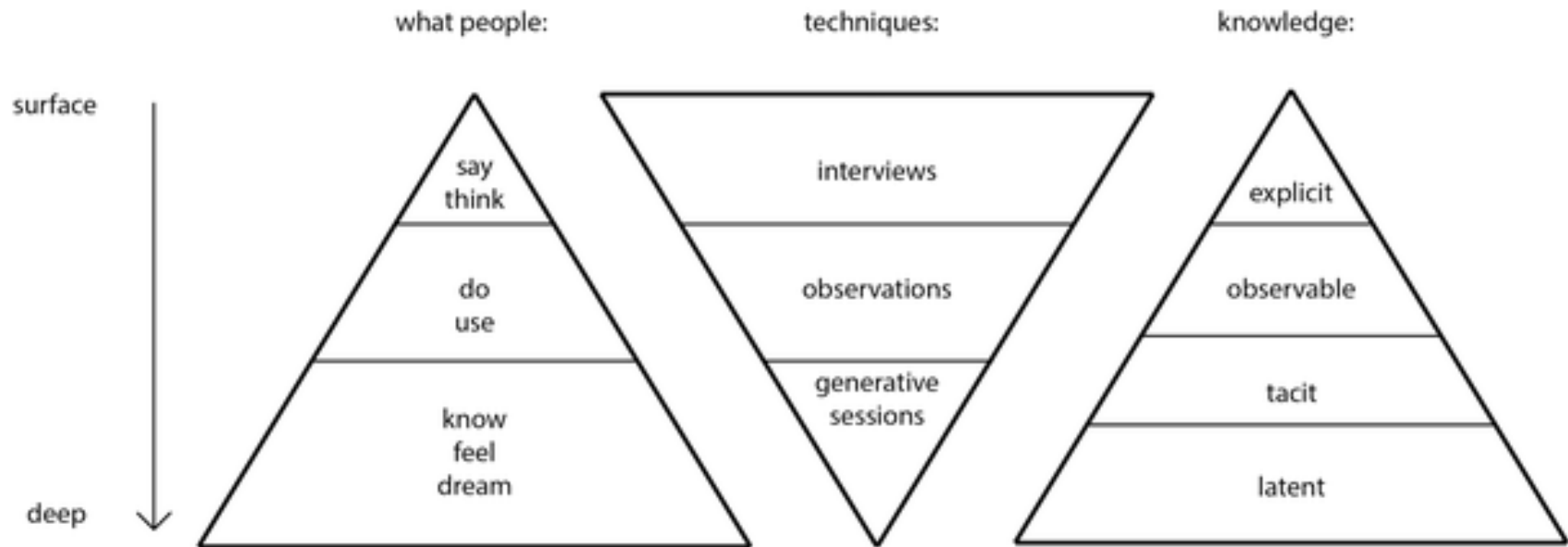
Understanding the context and people

Observation
Contextual Inquiry
Cultural probes
Shadowing
Role playing

Needs
Motivations
Behavior
Experiences

Interpretation

what people: | techniques: | knowledge:

surface → deep

say think — do use — know feel dream

interviews — observations — generative sessions

explicit — observable — tacit — latent

Involving people in the making

Share knowledge & ideas
Ownership

Reframing

Example: Cardiovascular diseases

ZOMBIES RUN!

Exploratory process

UNCERTAINTY / PATTERNS / INSIGHTS
focus of design-driven innovation (definition of new meanings)

CLARITY / FOCUS

RESEARCH
design-driven research
technological research

CONCEPT PROTOTYPE
user-centered design

DESIGN
product development
interface design, visual design
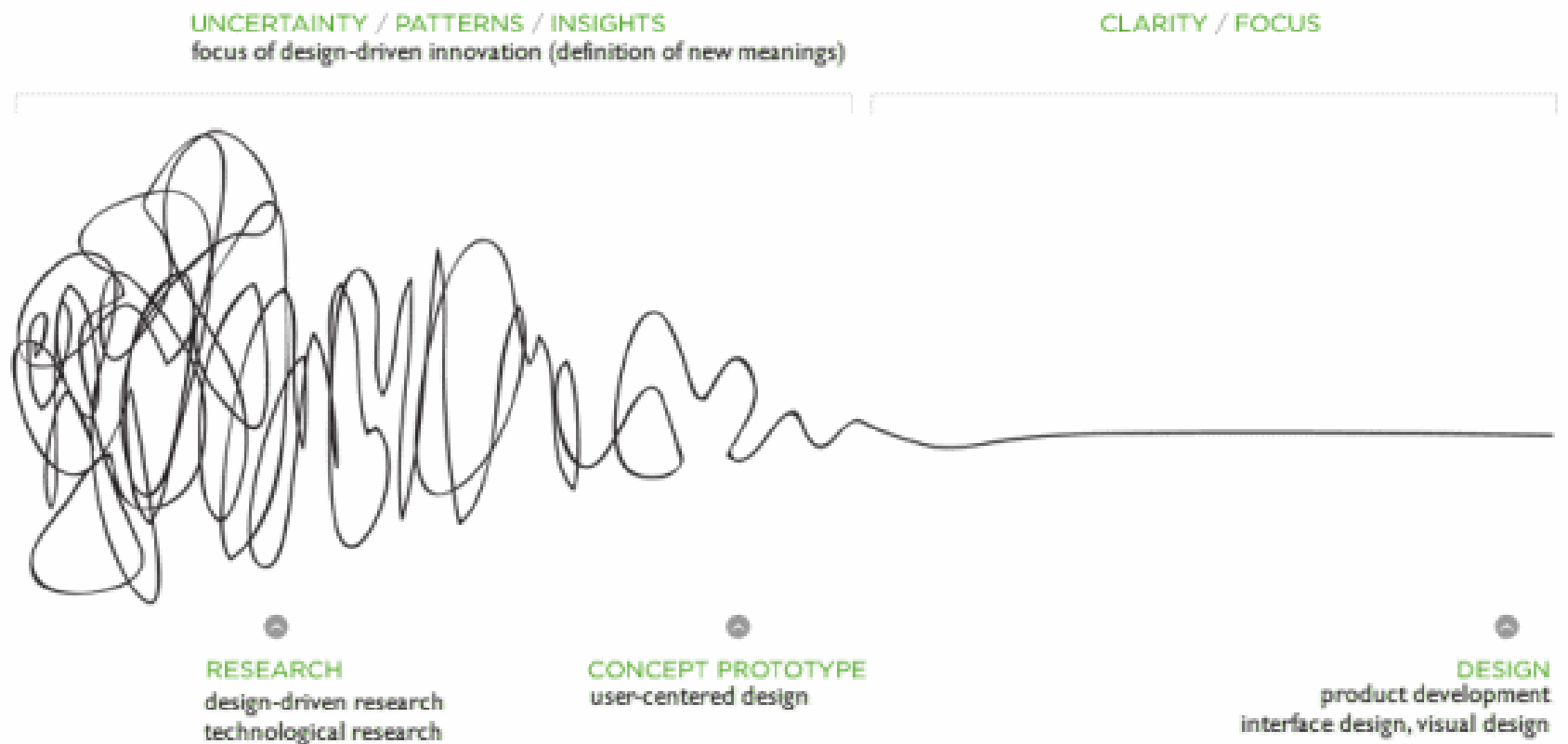
Visualization

Service Blueprint - Rehash.Org
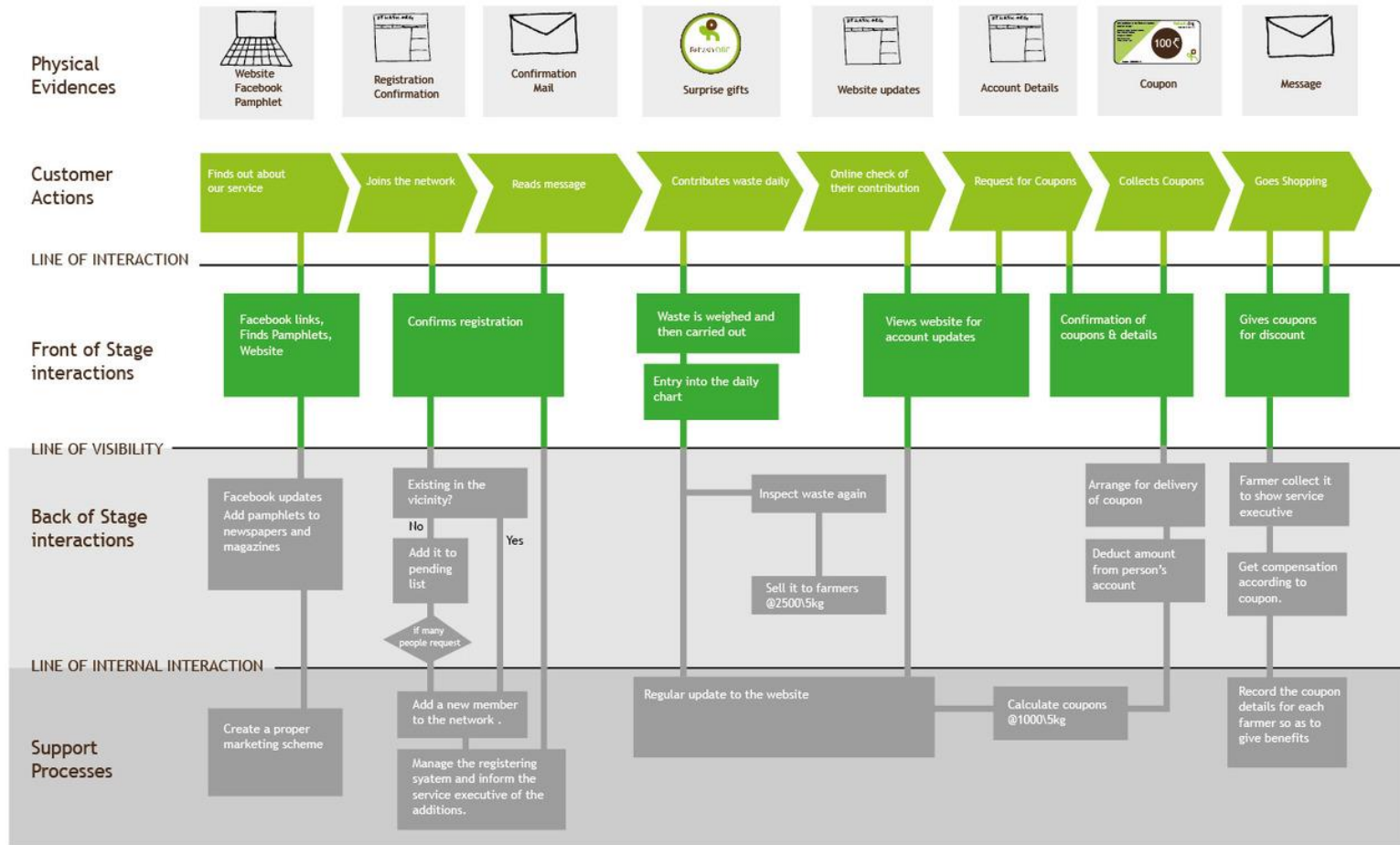
SERVICE ECOLOGY — WORK FLOW

Service - Society
Service - Community
Service - Teacher
Service - Service

HOW · WHO · WHEN · WHERE · WHAT · WHY

https://educationforchild.wordpress.com/
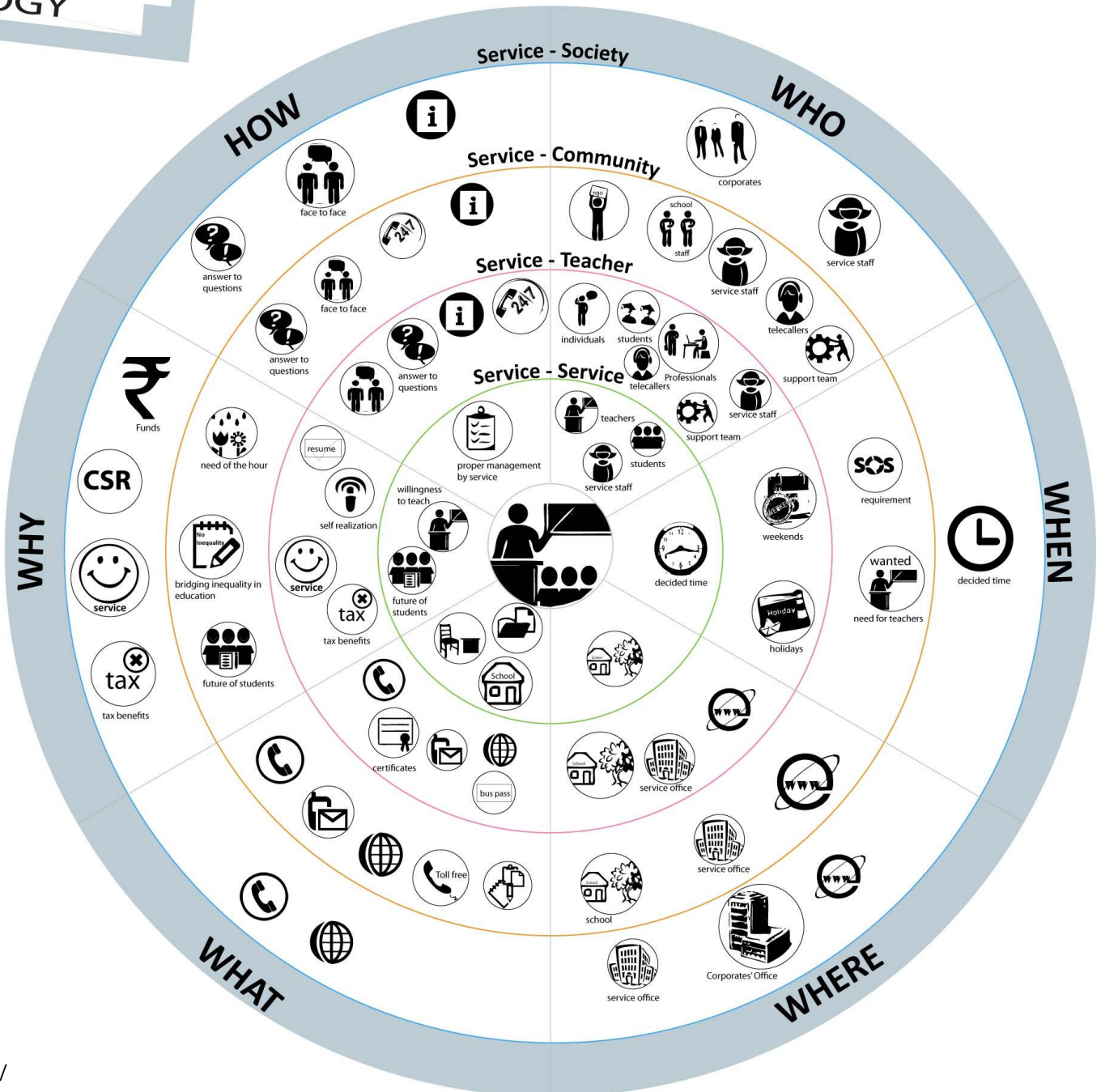
Workshop

1 - Personas

INTERESTS:
What does she spend her time on?
What enlivens her?
What does she read, watch, listen to?

POWERS:
What Resources does she control?
What can she do, muster?
Who does she have Influence over?
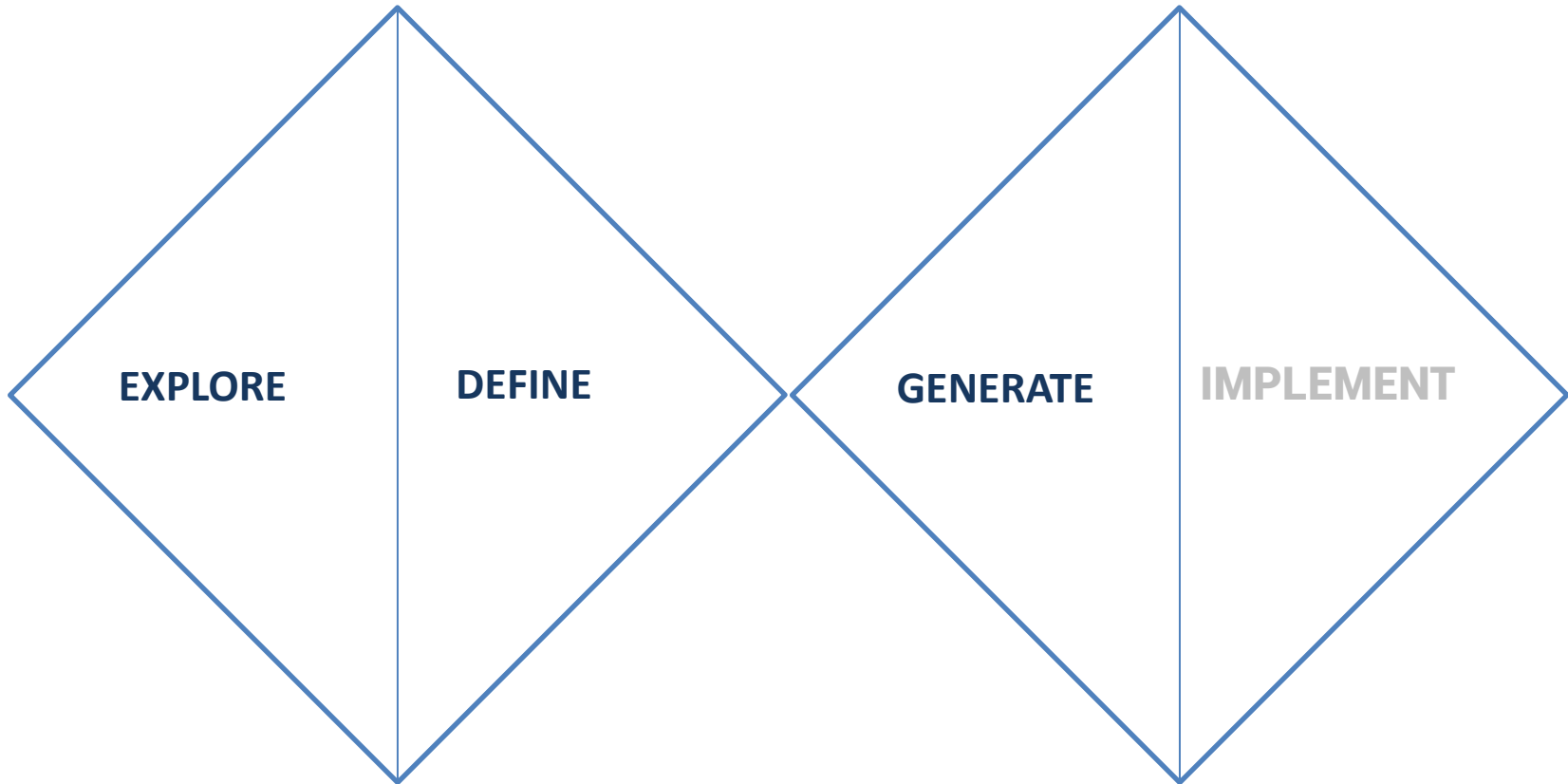
Name:
Fictionalize it

Profession:
Be very specific

Age:
Choose a number, Not a Range

Personal BG:
Mini Life story — Hometown, Family, Schooling, Work, etc

NEEDS:
What does she NEED, in her Life, in her work?
What's ESSENTIAL for her, what does she require?
WHAT's MISSING?

BEHAVIORS:
What Are her ROUTINES &
BUYING
Free Time
Rituals

VALUES:
What carries MEANING For Her?
WHAT's her MORAL COMPASS?
What makes her INDIGNANT, SATISFIED, FRUSTRATED?
What does she WANT for the World?

ASPIRATIONS:
WHAT KIND of PERSON DO THEY WANT TO BE?
Brands?
SPENDING Patterns?
Life Dreams? Heroes?
Role Models?

"%Archetype%"

*"%key quotes%"*Nam at tellus mauris. Duis nisi nunc, auctor non vulputate id, sagittis vel nibh. Vivamus ac tincidunt mi.

absolute %product-service%

Technology
Information Technology and Internet

EXPERTISE LEVEL
%USER TYPE%

IT and Internet

Using software

Using mobile - tablets apps

Using Social networks

USER EXPERIENCE GOALS

Helpful
Free
Motivating
Safety
Originality
Aesthetic
Entertaining
Speed

Michelle C.

%Age% %Residence%
%Profession_background%
%family_life-style%

%Software/devices_attitud_behaviour%

PERSONALITY
%MBTI%

%PERSONALITY TAGS%

Openness

Neuroticism
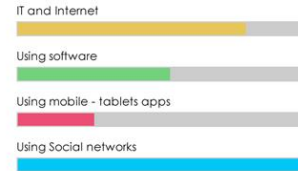
App
Software

- Games
- Photography
- Social Media
- Others

- Business
- Design
- Utilities
- Others

DEVICES & PLATFORMS

REFERENTS & INFLUENCES

MUST DO

- **%do%**: %why%.
- **Hide unnecessary processes.** Not interested in having the "control".
- **Lorem ipsum dolor sit amet**, consectetur adipiscing elit.
- **Lorem ipsum dolor sit amet**, consectetur adipiscing elit.
- **Lorem ipsum dolor sit amet**, consectetur adipiscing elit.

MUST NEVER

- **%don't do%** %why%
- **Lorem ipsum dolor sit amet**, consectetur adipiscing elit.
- **Etiam posuere** felis in arcu bibendum pharetra.
- **Integer viverra** imperdiet porttitor.

Relationship with Brand & %product%

L2 Recognize brand but seeks directly into Internet

SEEK and VALUE...

H1 %content_or_feature%
H2 Rank
H3 Top downloads
H4 %content_or_feature%

USING BRAND

Frequency
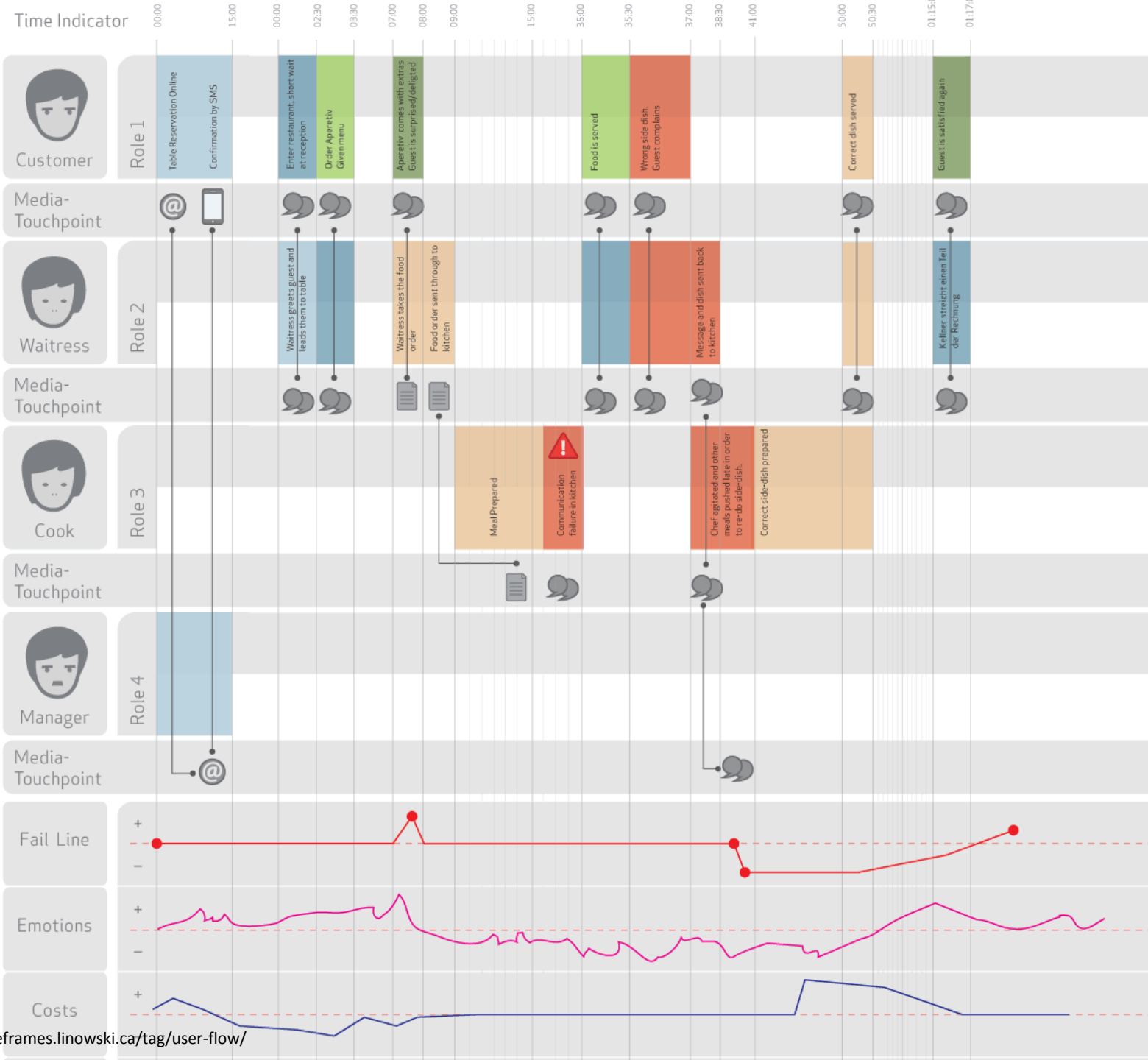
- Brand
- Internet

Participation
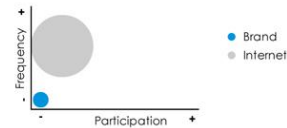
BRAND IS...

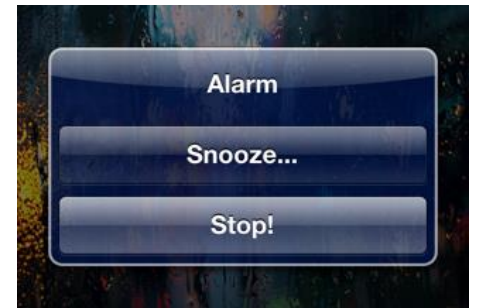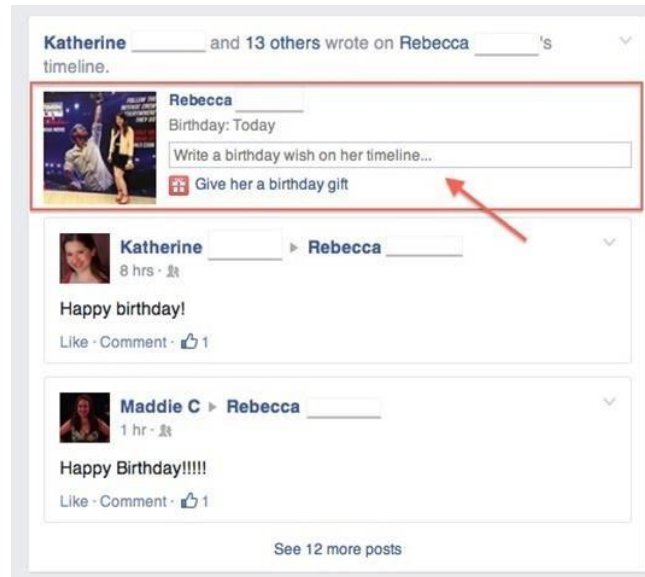*"%relationship_key_quote% sit amet, conse adipiscing elit. Integer bibendum tempus ante id egestas."*

Product IS...

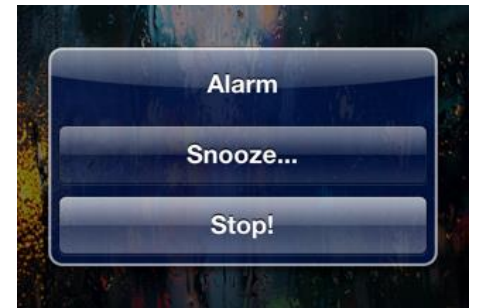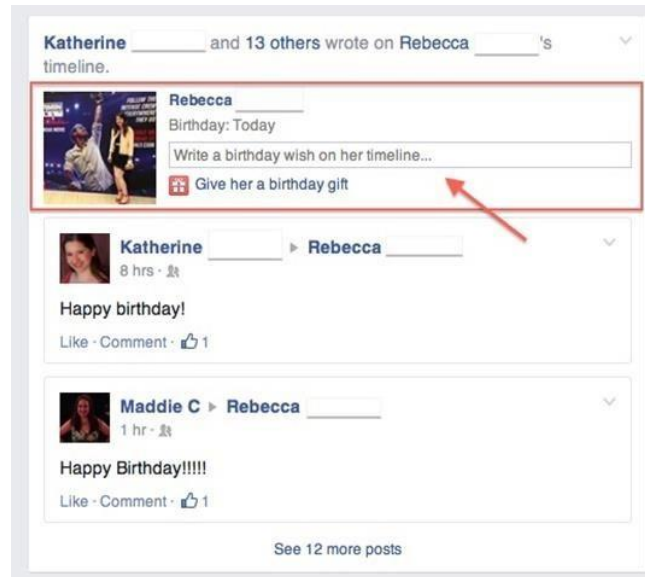*"%relationship_key_quote% (product)"*

User Persona Basic Layout

Blueprint+ v4.3

Time Indicator

00:00 · 15:00 · 00:00 · 02:30 · 03:30 · 07:00 · 08:00 · 09:00 · 15:00 · 35:00 · 35:30 · 37:00 · 38:30 · 41:00 · 50:00 · 50:30 · 01:15:0 · 01:17:0

Customer — Role 1
- Table Reservation Online
- Confirmation by SMS
- Enter restaurant, short wait at reception
- Order Aperetiv / Given menu
- Aperetiv comes with extras / Guest is surprised/delighted
- Food is served
- Wrong side dish, Guest complains
- Correct dish served
- Guest is satisfied again

Media-Touchpoint
@ 📱 💬 💬 💬 💬 💬 💬 💬 💬 💬 💬 💬

Waitress — Role 2
- Waitress greets guest and leads them to table
- Waitress takes the food order
- Food order sent through to kitchen
- Message and dish sent back to kitchen
- Kellner streicht einen Teil der Rechnung

Media-Touchpoint
💬 💬 💬 💬 📄 📄 💬 💬 💬 💬 💬 💬 💬 💬 💬

Cook — Role 3
- Meal Prepared
- ⚠ Communication failure in kitchen
- Chef agitated and other meals pushed late in order to re-do side-dish.
- Correct side-dish prepared

Media-Touchpoint
📄 💬 💬 💬

Manager — Role 4

Media-Touchpoint
@ 💬 💬

Fail Line
+ / −

Emotions
+ / −

Costs
+ / −

Source: http://wireframes.linowski.ca/tag/user-flow/

2 – Define

What is the rule/normal?

2 – Define

What is the rule/normal? → INVERT

2 – Define

Utopia

Propose idea scenarios based on your persona.

3 – Ideation

What if…?

Thank you.-

Veronica Bluguermann

✉ vb@livinglabs-global.com

🐦 @verobluguer