Happier + Healthier
The role of people, process and place in new approaches to designing for service

John Zimmerman
Assistant Professor, School of Design and Assistant Professor, Human-Computer Interaction Institute
johnz@cs.cmu.edu

Monica Gonzalez Veron
MDes Interaction Design
cacklefire@gmail.com

Shelley Evenson
Associate Professor and Director of Graduate Studies
evenson@andrew.cmu.edu

School of Design,
Carnegie Mellon University,
MMC 110, Pittsburgh PA 15213, USA
Offers a variety of basic medical services to university students much like a doctor’s office

Deals with prevention and treatment of minor illnesses and injuries
Lack of conscious design with regard to the space has led to the staff to find ways to improvise.

The staff of the SHS is professional and caring and wanted an opportunity to improve their work and the emotional well-being of patients.
Service design is a form of architecture that involves processes rather than bricks and mortar. The perception of a service is influenced by many factors such as time, people, places and processes.
The service designer must identify and respond to customer expectations by designing all the elements or resources that have the potential to influence the experience.
A small team of design students conducted a Three-Week exercise
Centered on the patients’ discomfort and its influencers
High impact & low cost concepts were embodied in a scenario and presented to the director of the clinic

The clinic’s management accepted the ideas and made some attempts of implementation.
Traces of the re-design were hard to see
Discovered big dissimilarities between the staff and the student’s experiences
The caregivers found themselves unable to feel related to the suggested improvements

The staff found it difficult to relate to sources of discomfort
Lessons learned

Designers must understand how organizations work at all levels.

A Service Design intervention should suggest improvements and provide tools for the internal stakeholders so that changes are not only executed and effective but also embraced and sustainable over time.

Service innovation through Participation:
Design development should be ‘for the people’ and be done ‘by the people’.
Rediscovering the challenge


Goal

Channel

Walk In Journey

Patient Research & Observation

Staff Interviews & Journals

*online scheduling for massage and non clinical appointments

*community dedicated website wellness opportunities made more explicit

*communication between the front & back office

*revamp of the appointment area

*more efficient paperwork, check instead of writing

*more and better planned office space

*campus awareness and branding

be informed & make an appointment

CMU campus & online info

SHS facilities entrance

Schedule an Appointment

Locate Front Desk

Check In

Sit on Waiting Room

Wait

Be called by the Nurse

Go to Exam Room with the Nurse

Triage

Examination by the Nurse

Examination by a Doctor

Doctor / Nurse brings medications

Doctor / Nurse fills docs

Make an Appointment

Go to the Front Desk

Go Home

Be called by the Nurse

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more visible website awareness campaign

campus signage

information desk @ UC

more efficient phone system

online reservations

chat reservations

on-site signage

facilities layout

new check in process

campus id + rfid

support work / academic activities

provide opportunities for relaxing

feedback about waiting time left

transparent process

do not sit & wait, be paged

bright sign

reduce uncertainty

provide information

make the process transparent (know which step you are in)

why no one is with you? process transparency

relax / work opportunities

not just pain killers

connectedness

interactivity and intelligence

physical presentation

emotional abilities

find your way out (signage, floor lines...)

be comforted, go back to work unworried

make it quick, make it simple

reservation boards, pick your spot

reservation touch screens on site & UC

make your reservation on the exam room, dont stop on your way out

make your reservation later online

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D&E 2006
The Advice and Appointment (A&A) area surfaced as difficult both from the student side and the staff side.
Patient Journey for the A&A area

1. locate shs
2. locate front desk
3. check in
4. wait
5. nurse call
6. exam
7. get medicine
8. fill docs
9. go home
Goal: Locate the clinic

Walk a mile study How does the clinic feels like?

It can be very chaotic, the clinic is not visible from the street.
Walk a mile study How does the clinic feels like?

Goal: Locate the front desk

Lots of information, none of it really helpful.
Walk a mile study How does the clinic feels like?

Goal: Sign In

Misterious Process, the information is either missing or too confusing
Walk a mile study How does the clinic feels like?

Goal: Wait to be seen (be seen as soon as possible)

No indicator for the waiting time, the waiting room is uncomfortable
Town Meeting How do we make it better?


H+H

Participatory Design Session

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"You are the experts"

All the staff was involved

4 Teams - conformed randomly

Advice and Appointment Journey was analyzed

Particular and open ended tasks were assigned to each team

Analog + Dynamic involvement through “Moment Flip-Books”
Meeting Dynamics

discover & discuss

sketch & comment

present & reflect

Town Meeting How do we make it better?

Town Meeting How do we make it better?

Staff’s sketches

"I think it’s very efficient but I think it’s cold and impersonal, I think that if they could just see... If they could see some humanity..."

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**Context & People**
- student's situation
- caregiver needs
  - use "human language"

**Processes**
- anticipate
- acknowledge
- inform
- innovate
- optimize

**SHS**

**Expectations**
- State what the service is
- What is it for?
- How long it takes to access it?
- What is the procedure for accessing it?

**context & people**

**Processes**
- Simplify Paperwork
- Automate tasks
- More human resources taking care of the front line

**Expectations**
- Make use of On-Campus resources as a way to develop innovative changes
- Constant validation strategies
Stage 1: Implement new sign in forms, improve interior signage

Stage 2: Improve exterior signage, improve web site

Stage 3: Make SHS presence more evident inside campus (external touch points)
Stage 4: Implement electronic records
Stage 5: Recondition space inside the clinic
Scaffold improvements - Experience Road map

Provide campus contacts for the design of particular touch points

SHS Action Principles
Service Design for Human to Human services should consider:

Managing expectations

Any service to be perceived as good it needs to fulfill not only the client’s expectations but also the ones of the service provider.
Influent factors

Service Design for Human to Human services should consider:

**Managing expectations**

Any service to be perceived as good it needs to fulfill not only the client’s expectations but also the ones of the service provider.

**Organic systems and emotion**

The emotional state of the service provider will influence their ability to provide not only specialized help but also to make it in a warm and caring way.

Provider's Mood + Service = customer's perception

More than expected = good

Less than expected = bad

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**Influent factors**

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**Ownership and sustainability**

The redesign must belong to the people inside the service.
Thank You

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Monica Gonzalez Veron
MDes Interaction Design
cacklefire@gmail.com

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