



# SMILEY SERVICE

Super Healthy Team

Chun-Yi Chen, Yuan-Chou Chung, Miso Kim,  
Monica Gonzalez, & Pen Fan Sun

## AGENDA

### DISCOVERY

- Research Overview
- Environment Description
- Genre Differentiation
- Company Assessment
- Customer Perception

### SYNTHESIS

- Stakeholder
- Mapping the Service
- Problem Identification

### REDESIGN

- Moment Concept
- Experience Prototyping

# DISCOVERY

Research Overview

Environment Description

Genre Differentiation

Company Assessment

Customer Perception

### Observation

- Carnegie Mellon
- Duquesne University
- University of Pittsburgh

### Interviews

- Students
- Staff

### Online Survey

### Immersion

### Competitive Analysis

*“ They have monopoly. As a student with really terrible health insurance, no other options where I can go. Student health center is on campus, convenient and cheap. Because of that they don't need to have high quality, be a good service oriented place.” (by CMU student)*

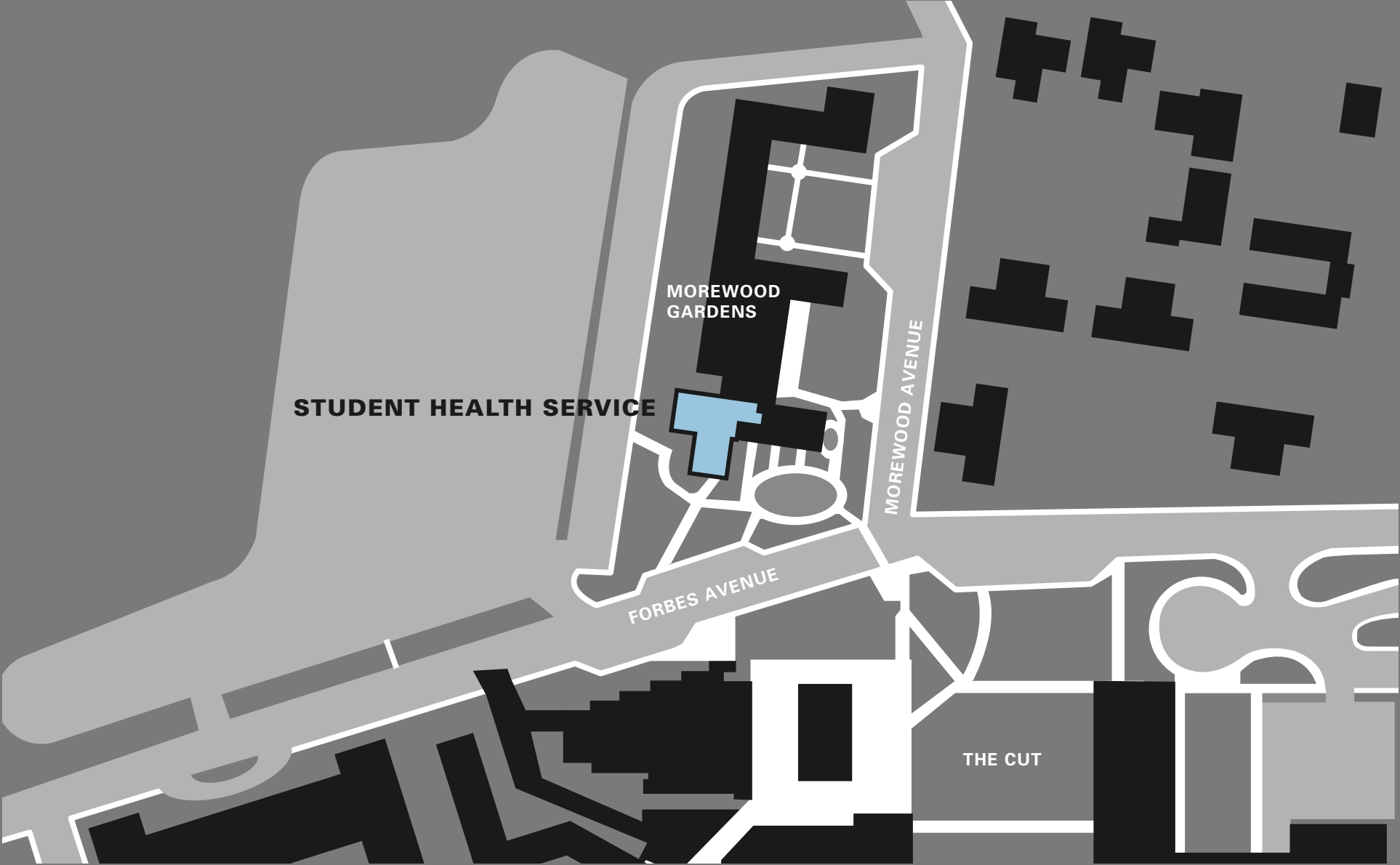
*“ I hate going because I come out feeling terrible. I felt like I've been treated horrible a whole time. I had to wait. It's has been terribly inconvenience. It's the overall bad experiences every time I go.” (by CMU student)*

*“ Well, I think the biggest question is almost everyone says that I am not feeling well, and can I get an appointment today? So, generally, the biggest concern is how fast they can get into the appointment. ” (by UPitt student)*

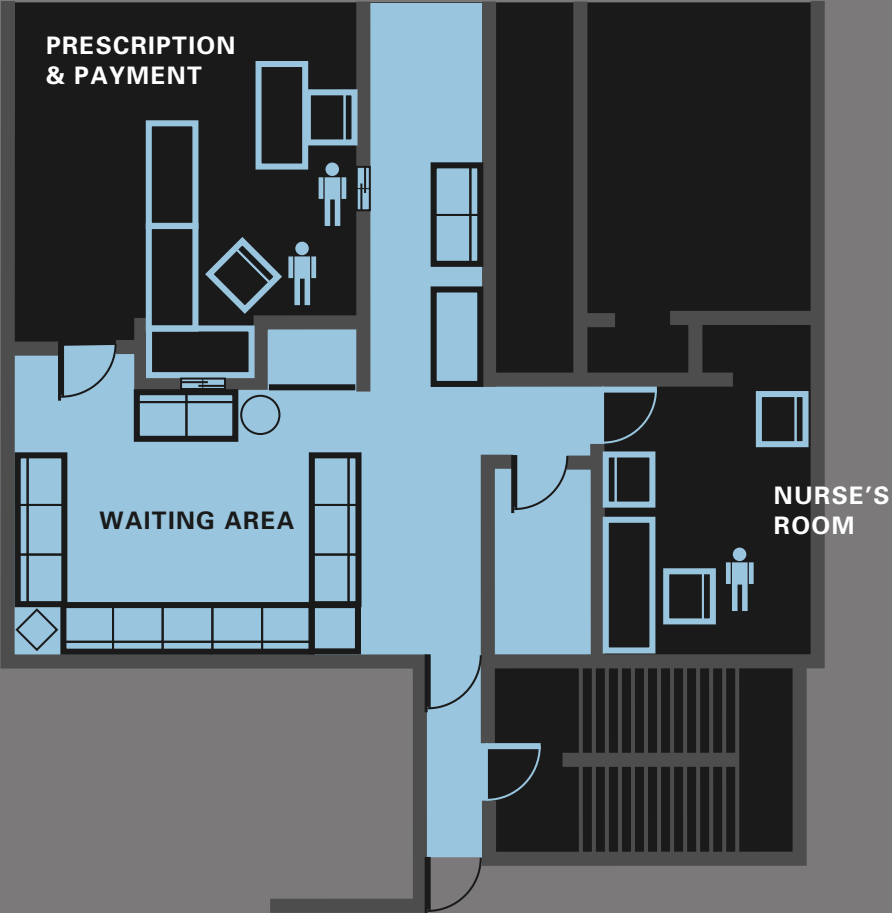
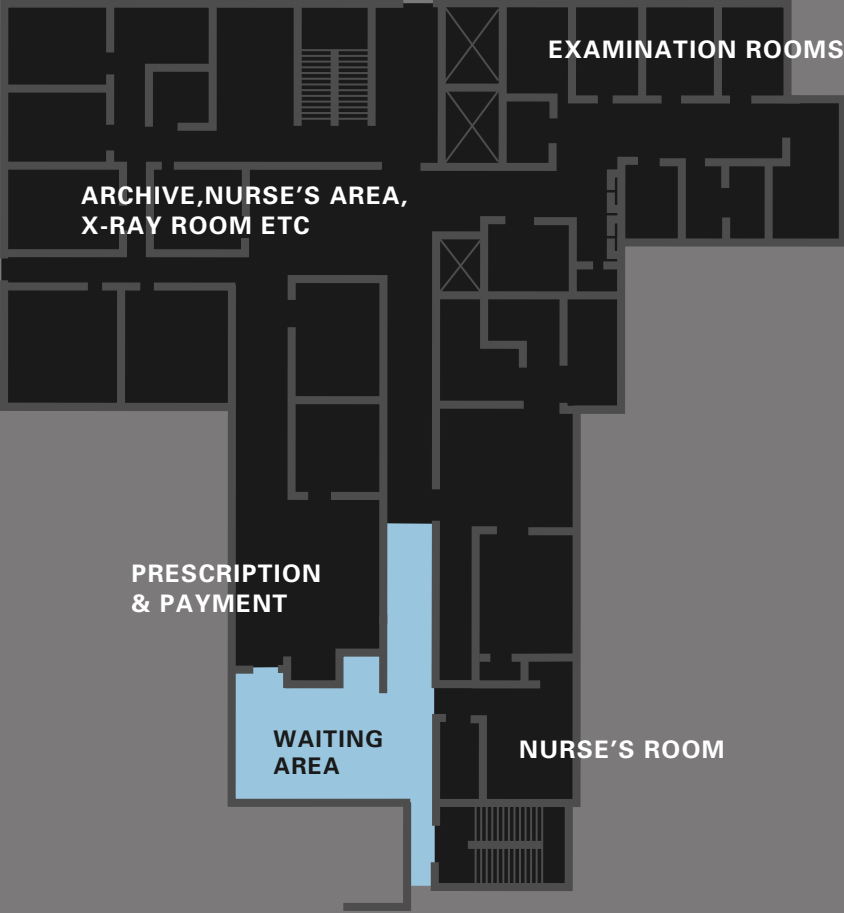
*“ Mostly that I must say 90% of their compliments is that nurses take good take care of me. ” (by UPitt student)*

*“ They even call to my house when I don't go to see the nurse and ask for blood pressure measurement.” (by Duquesne student)*

ENVIRONMENT DESCRIPTION: CONTEXT



ENVIRONMENTAL DESCRIPTION: DETAIL



## COMPANY ASSESSMENT

### Vision

A community that promotes and supports the integration of wellness principles into the lifestyle of its members as a result of effective leadership, quality care and education.

### Mission

To deliver quality, cost-effective health care that meets the physical, emotional, social and spiritual needs of the diverse enrolled student population we serve.

## CUSTOMER PERCEPTION

“It’s like your only choice is McDonald ‘s when you ready go out for a nice meal.”

“Well.. It’s not good, but it’s OK. People are nice.”

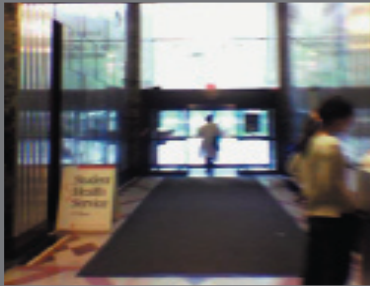
“They have monopoly. As a student with really terrible health insurance, no other options where I can go. Student health center is on campus, convenient and cheap. Because of that they don’t need to have high quality.”

“I hate going because I come out feeling terrible. I felt like I’ve been treated horrible a whole time. It’s the overall bad experiences every time I go.”



# GENRE DIFFERENTIATION

## UNIVERSITY OF PITTSBURGH



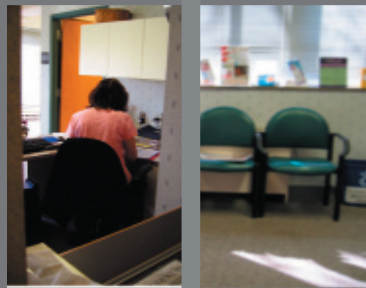
## THE GODFATHER

**Sub-genre:** Crime / Gangster

**Style:** Systematic



## CARNEGIE MELLON



## DR. QUINN

**Sub-genre:** Western (Community)

**Style:** Benevolent



## DUQUESNE UNIVERSITY

"Very small community and facility that are like family. They use corridor for waiting area. You can see inside-jokes written by the staff while waiting."

"Informal and simple. People can see the staffs and patients inside."  
"The staffs know the names of the students, and give out candies."

## LITTLE HOUSE ON THE PRAIRIE

**Sub-Genre:** Western (Family)

**Style:** Practical



# SYNTHESIS

## Stakeholder

- Stakeholder Identification
- Staff Identification (detail)
- Stakeholder Model

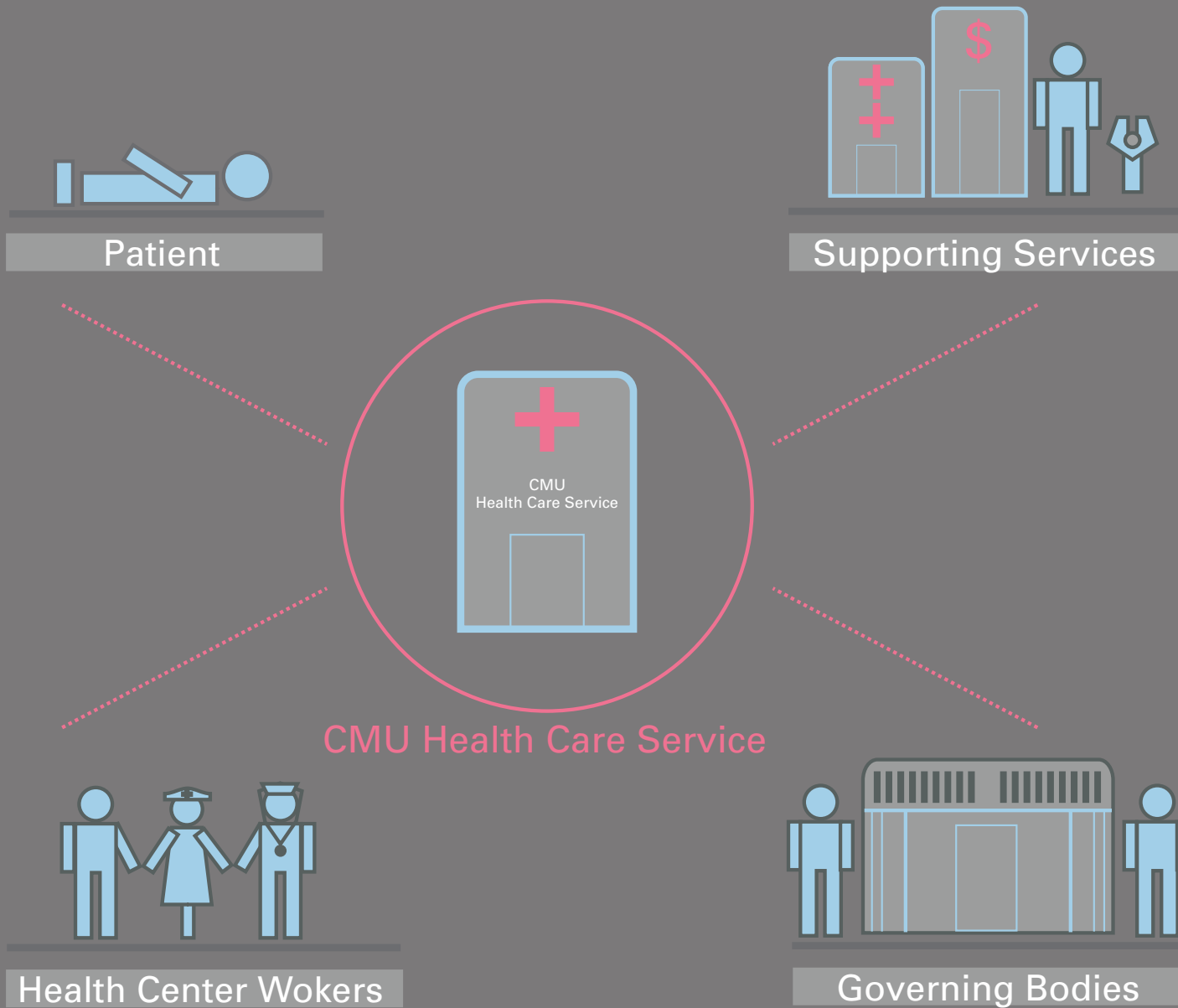
## Mapping the Service

- Process Map
- Touch Point Identification

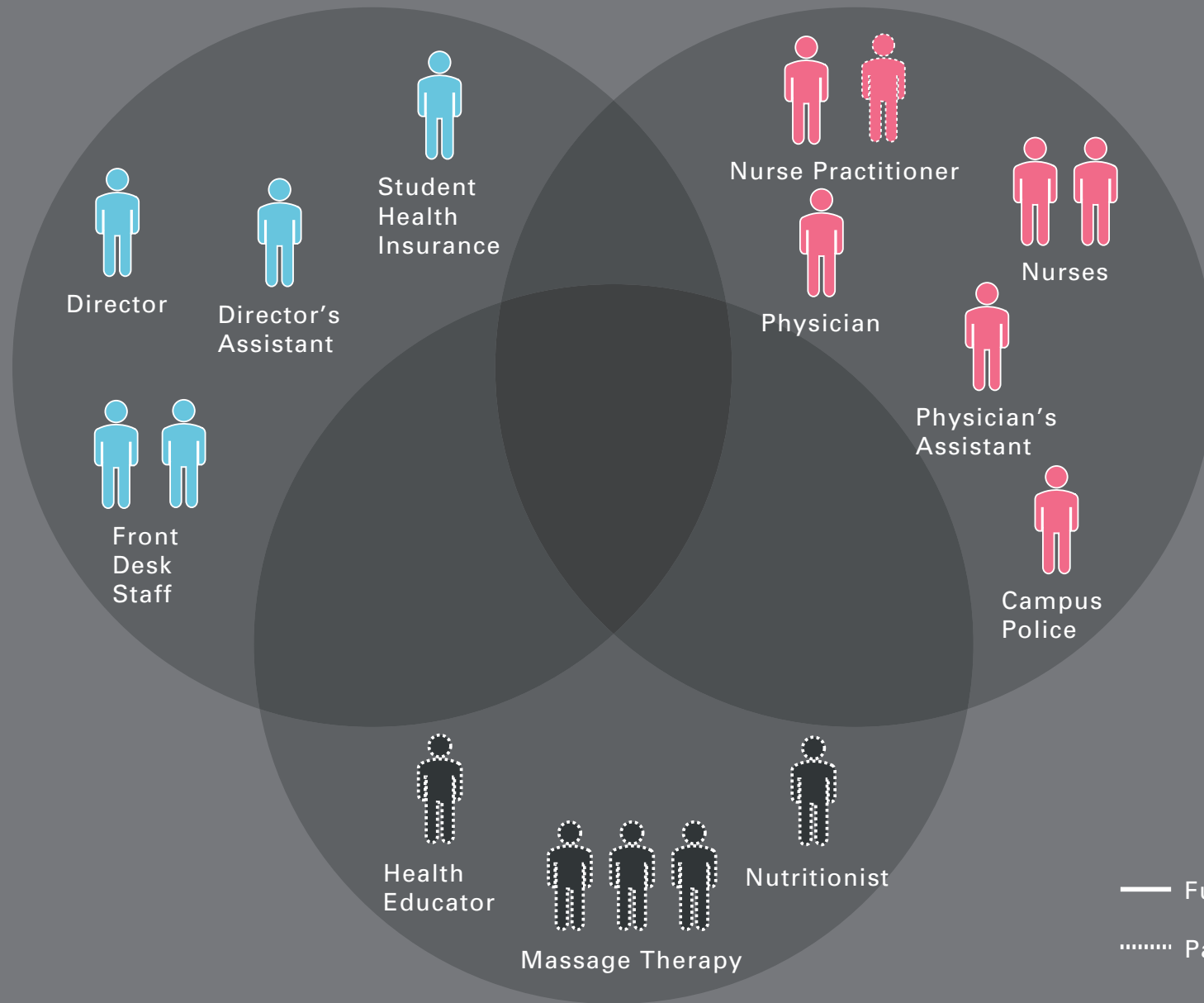
## Problem Identification

- Perception Contrast
- Problem Analysis Map

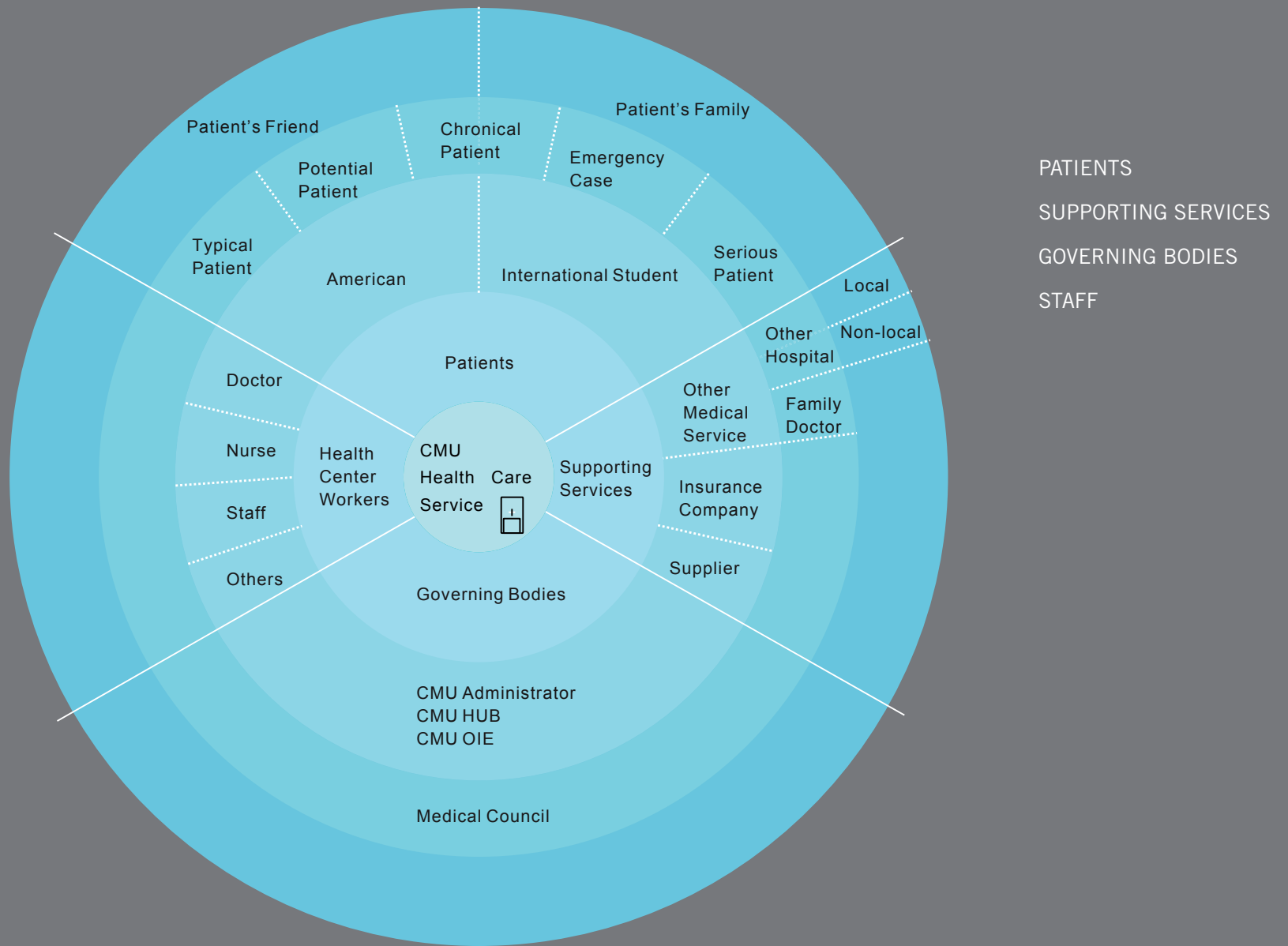
# STAKEHOLDER IDENTIFICATION



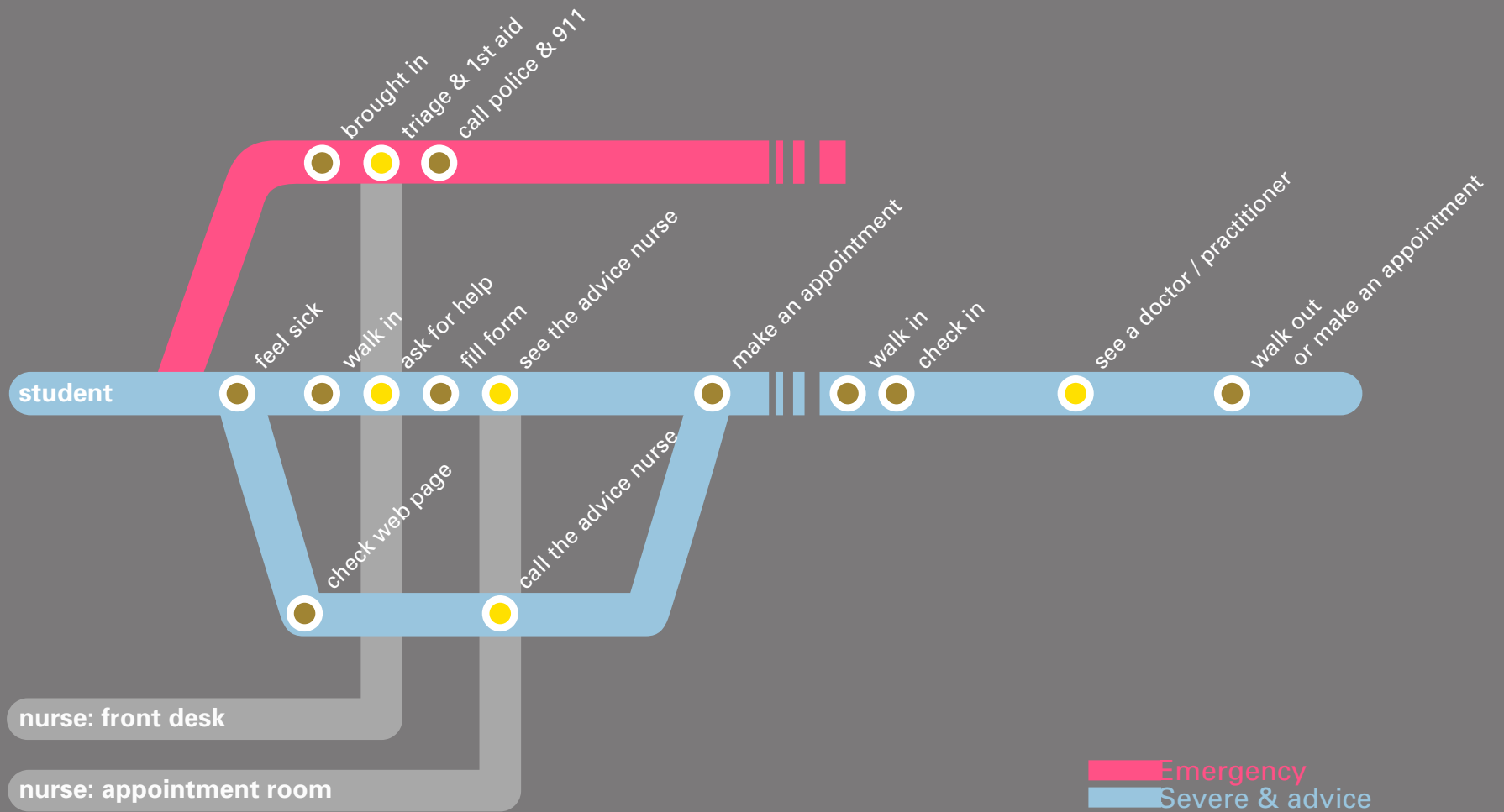
# STAKEHOLDER IDENTIFICATION (STAFF)



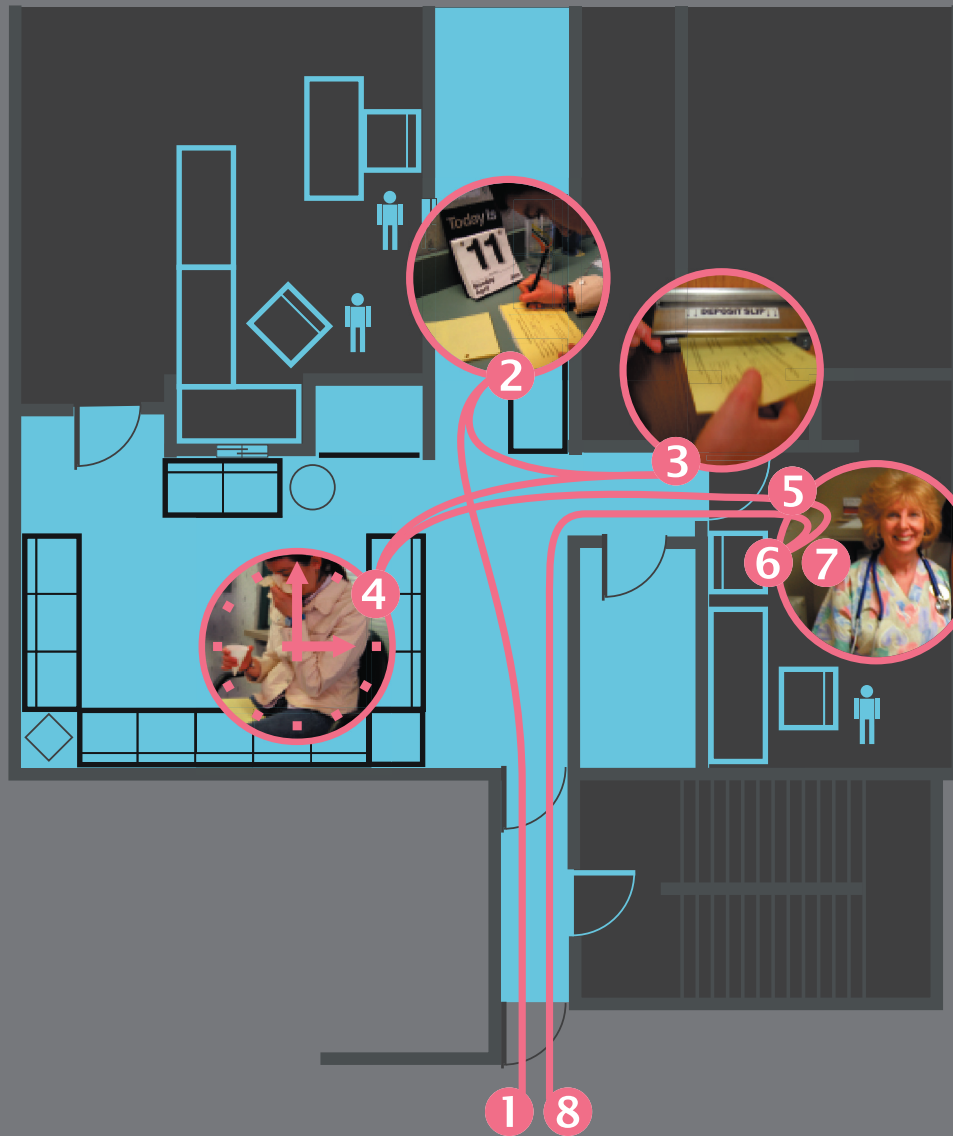
# STAKEHOLDER MODEL



# PROCESS MAP

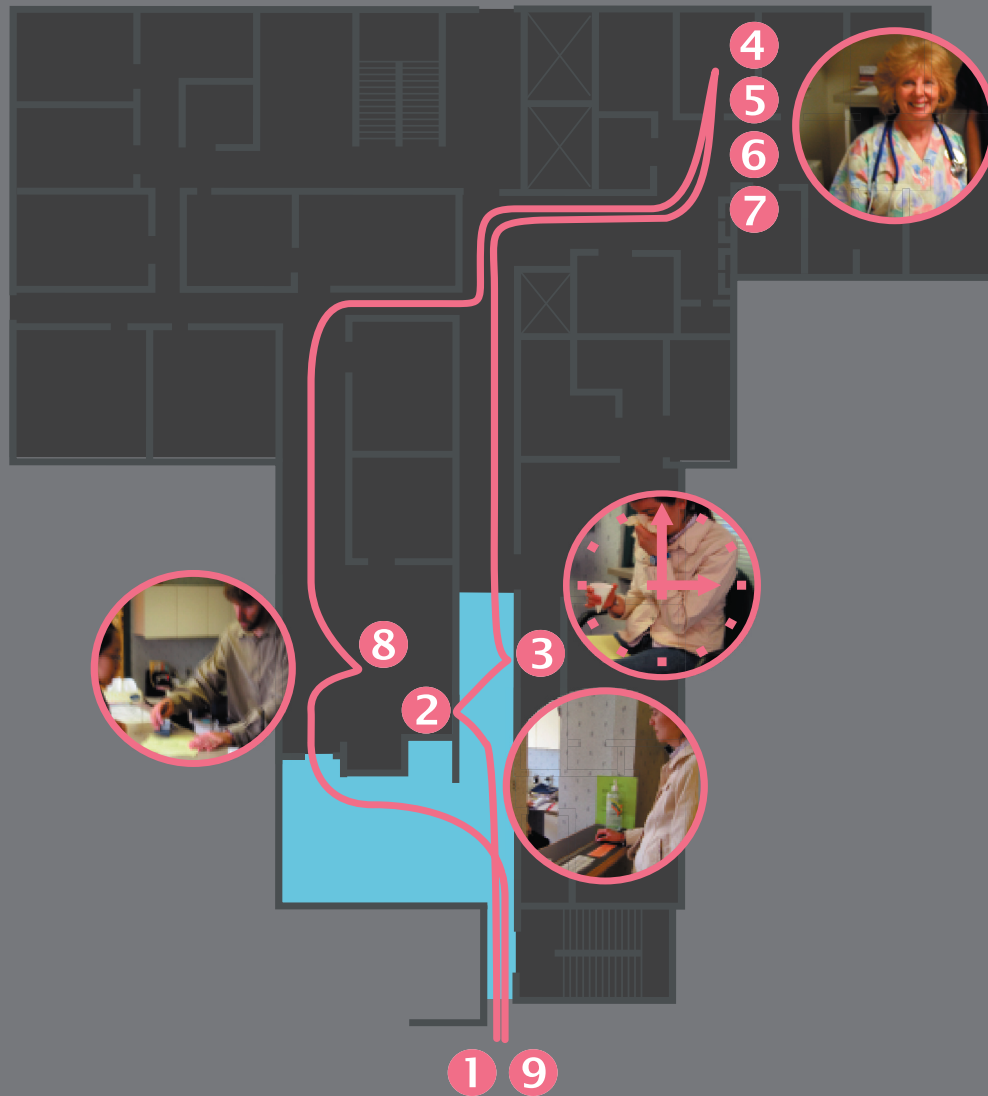


# TOUCH POINTS: NURSE



- 1 ENTER
- 2 FILL A FORM
- 3 DROP FORM IN SLOT
- 4 WAIT
- 5 ENTER NURSE'S ROOM
- 6 TRIAGE
- 7 1. GET ADVICE & MEDICINE  
or  
2. MAKE APPOINTMENT
- 8 LEAVE

# TOUCH POINTS: DOCTOR (APPOINTMENT-REQUIRED)



- 1 ENTER
- 2 CHECK-IN
- 3 WAIT
- 4 ENTER EXAMINATION ROOM
- 5 TRIAGE
- 6 WAIT
- 7 TALK WITH PRACTITIONER, GET PRESCRIPTION
- 8 PAY
- 9 LEAVE



## PERCEPTION CONTRASTS

### STAFF



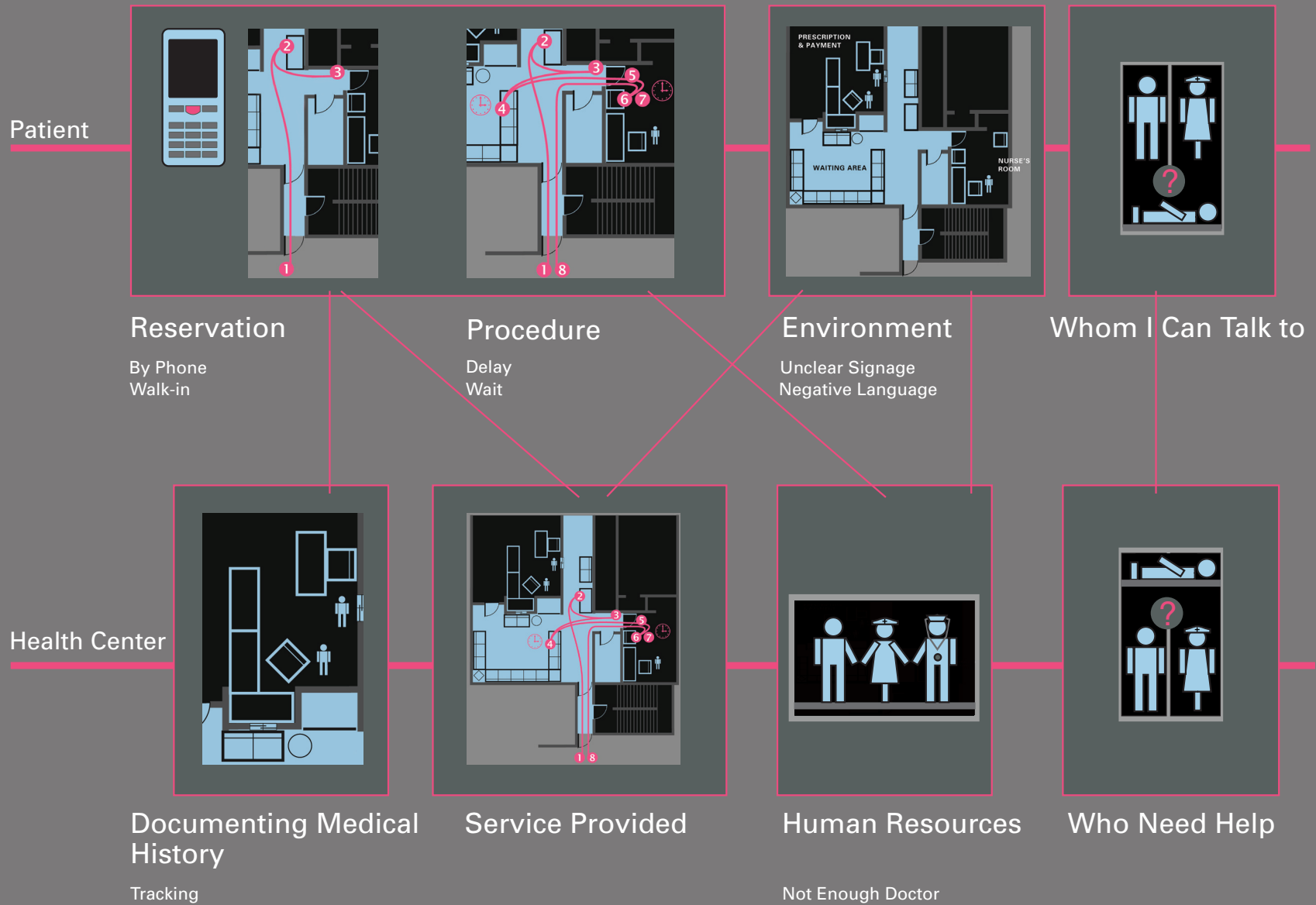
"Having a nurse there is a level of confidence so that you know that you are getting the right information, because she has the questions, she knows what to ask"

### STUDENTS



"I hate going because I come out feeling terrible. I felt like I've been treated horrible a whole time. I had to wait. It's has been terribly inconvenience. It's the overall bad experiences every time I go."

# PROBLEM ANALYSIS MAP



## MAJOR PROBLEM

“I hope the wait time can be shorter. I usually wouldn't come here. It wastes a lot of time, because of the wait time. My friends also complain about the wait time.”

“You have to fill out this form to see the appointment nurse, but you have to wait in line to see the appointment nurse to just set up an appointment for an later day.”

“Frustrating, terrible, even especially if you have to have an appointment you have to sit in the waiting room for half an hour.”

# REDESIGN

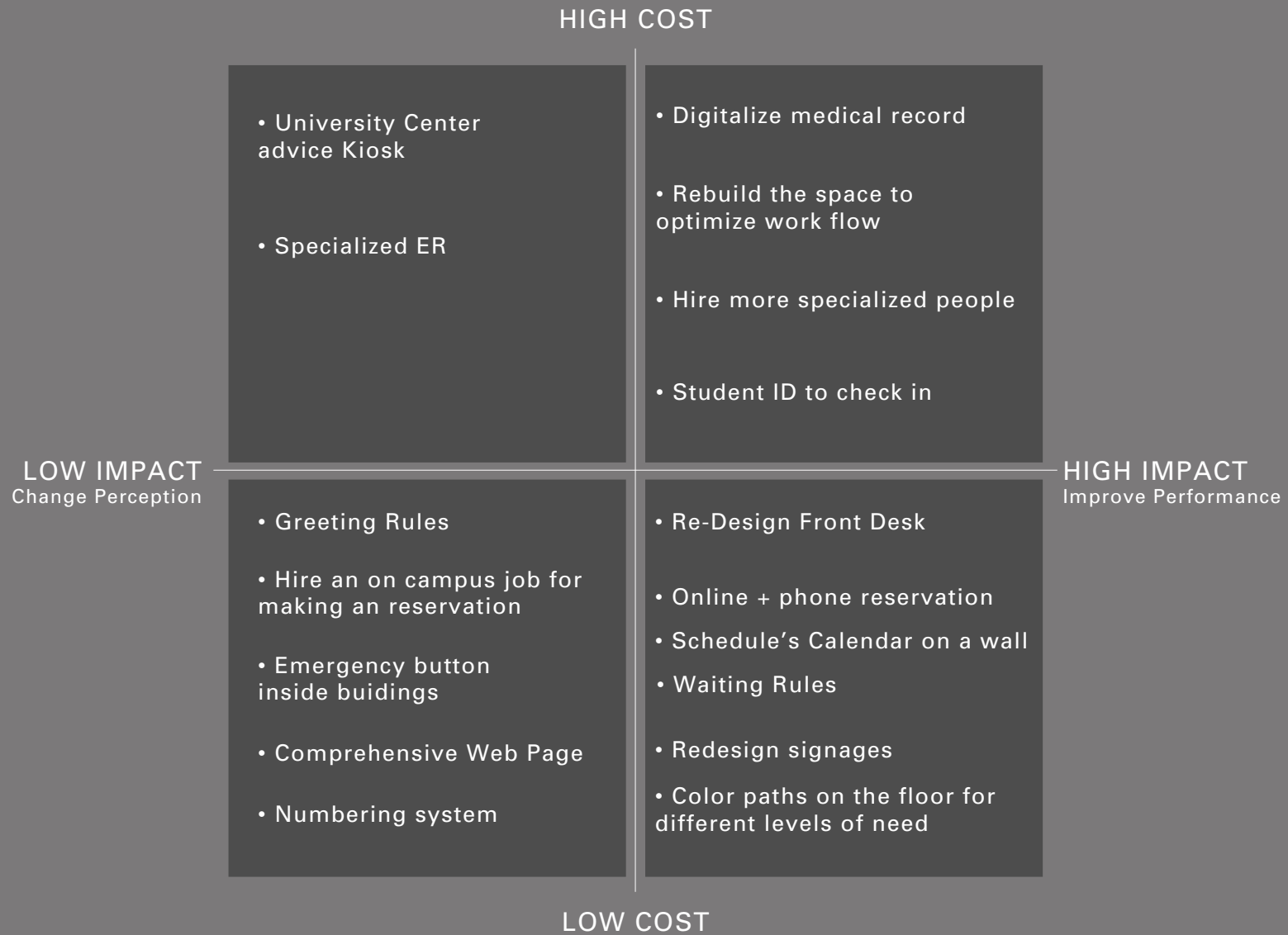
## Moment Concept

- Diagraming Design Solutions
- Selected Solution
- Ideation Sketches

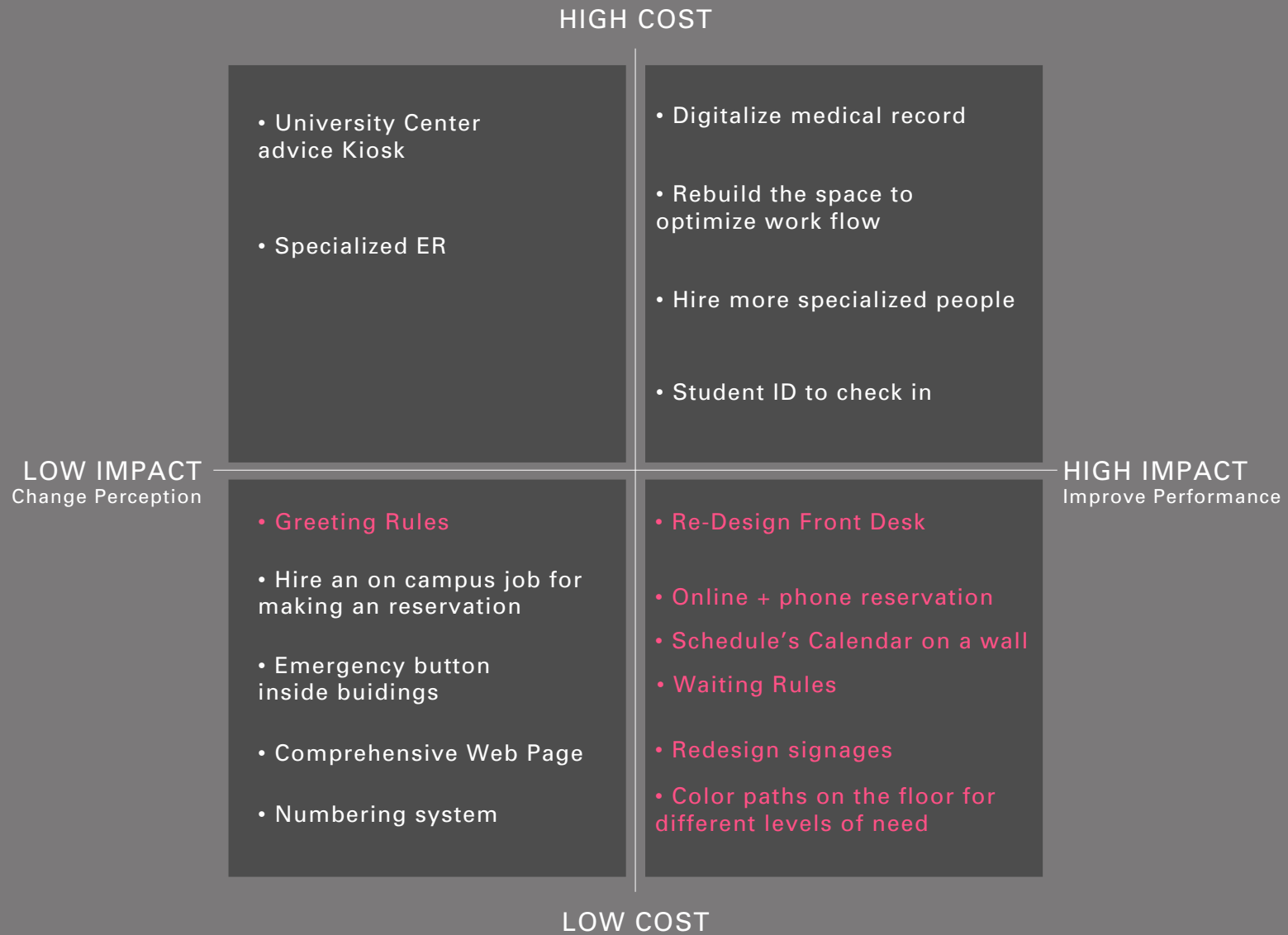
## Experience Prototyping

- New Customer Journey
- Persona
- Scenario and Enactment

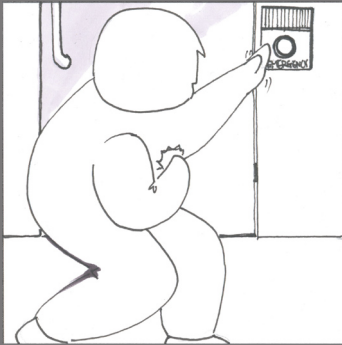
# DIAGRAMING DESIGN SOLUTIONS



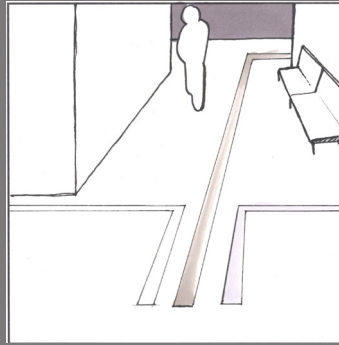
# SELECTED DESIGN SOLUTIONS



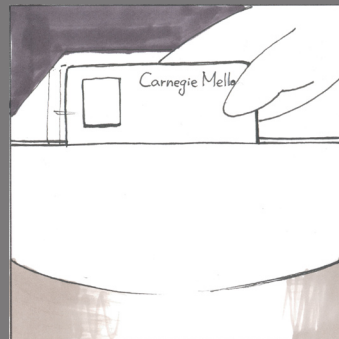
# IDEATION SKETCHES



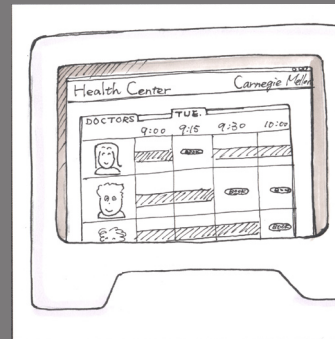
• Emergency Button



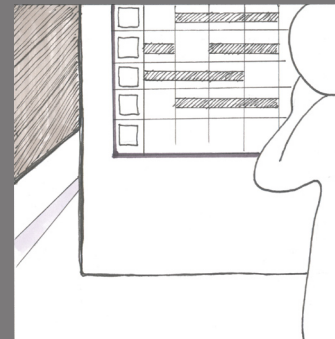
• Color Path on the Floor for Different Levels of Needs



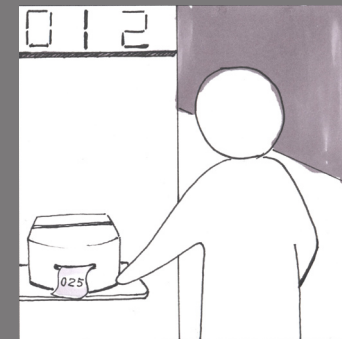
• Redesign the Front Desk and Check-in



• Onlie Reservation

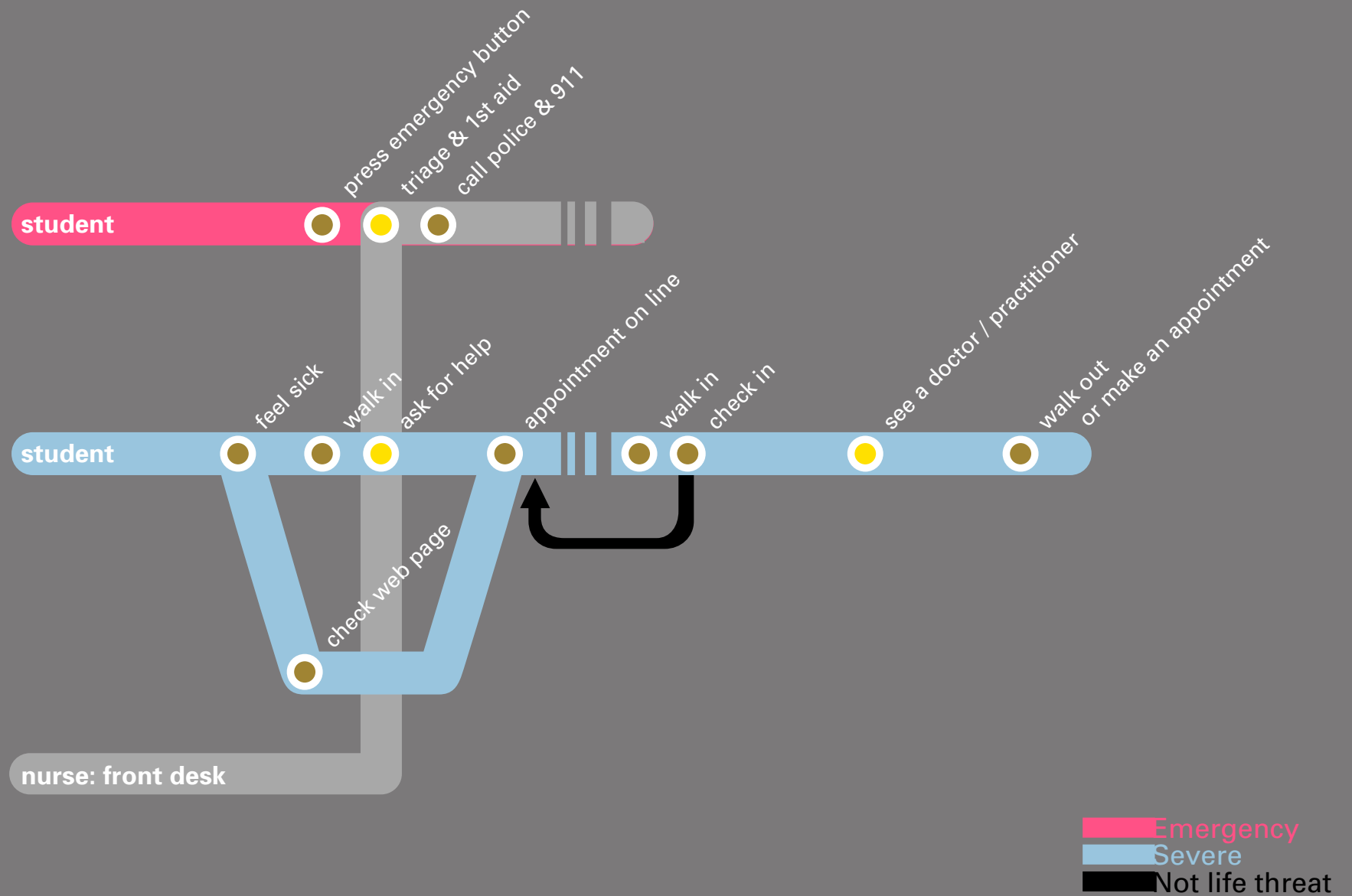


• Schedule On the Wall



• Numbering System

# NEW CUSTOMER JOURNEY





# PERSONAS

## SEVERE / CHRONIC CASE



**Douglas Graham**  
35 years old  
English Post-Doc

He has Diabetes. Whenever he feels bad he takes some candies, but this morning even with the candies he still feels bad. He knows that a insulin shot may help him. He is feeling really bad but he manages to get to the Student Health Center.

## NON-THREATENING CASE



**Sena Kim**  
20 years old  
CS Major

She lives in Morewood Gardens. Last night she slept with the windows open and caught a terrible cold, this morning she took some Tylenol but still feels bad, while in class she checks online but she can't get enough info so she walks to the Student Health Center between classes.

## EMERGENCY CASE



**Steven Moss**  
25 years old  
Civil Engineering Master

It's Sunday nights and he was playing basketball at the University Center. During the game he got hit by one of his teammates and fell down. He fractured his ankle.



THANK YOU!