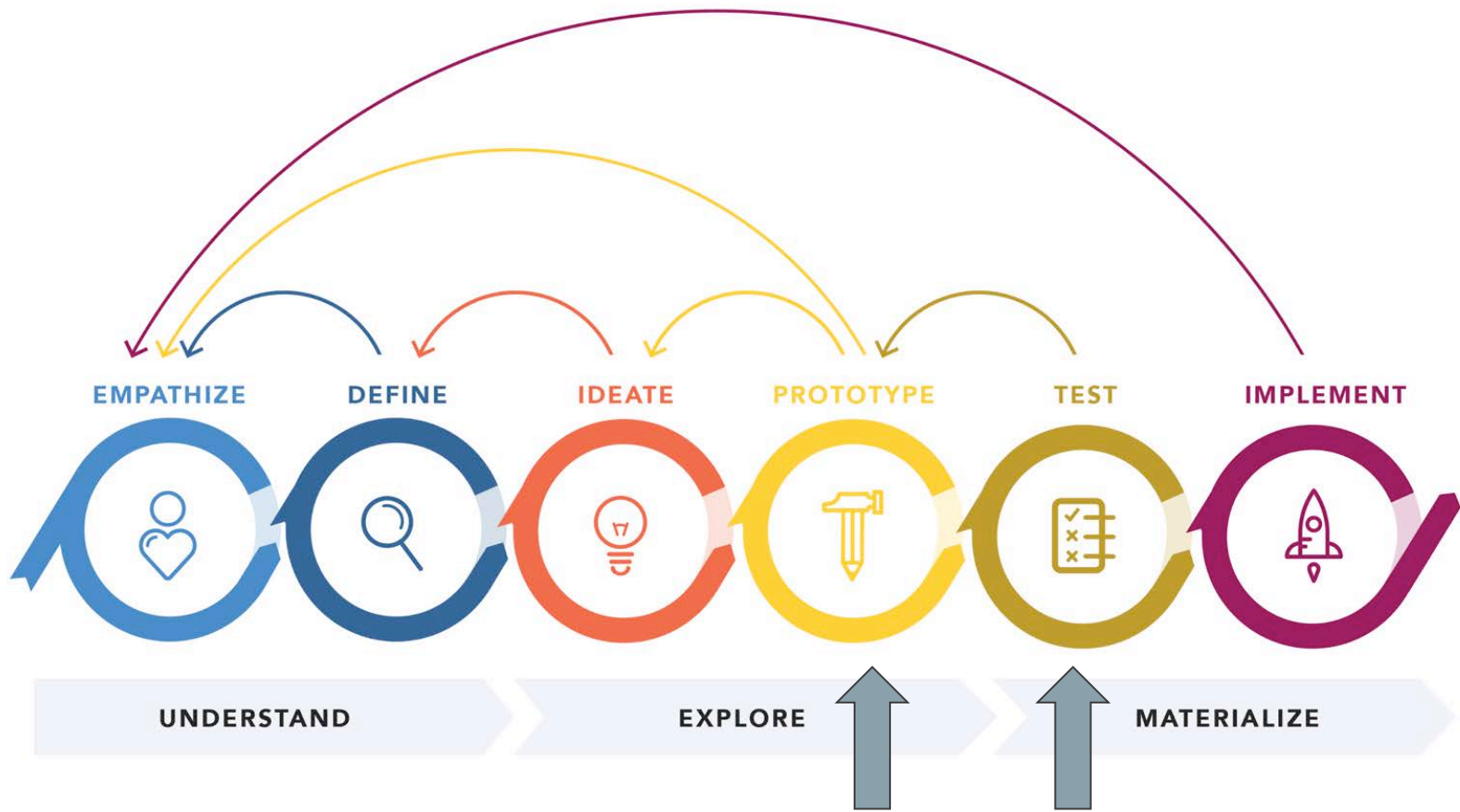




<https://www.youtube.com/watch?v=gw8y-J79XS4&feature=youtu.be>





PRODUCTS



PRODUCTS



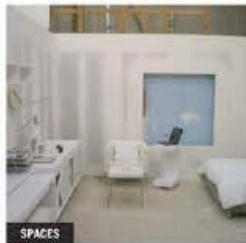
INTERACTIONS



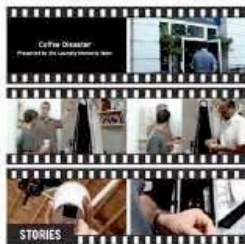
INTERACTIONS



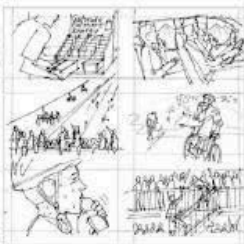
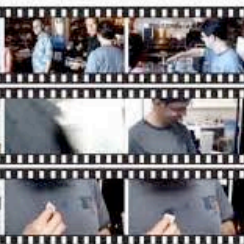
SPACES



SPACES



STORIES



STORIES



// Prototype to learn - not to prove

// Small tests of components of your design

// Iterate!

// Go into this with humility and no attachment
to ideas





PAVING THE WAY

Prior to a scheduled visit, you receive engaging information about colon cancer screenings and topics you may want to discuss. During the visit you commit to a screening plan with your doctor, and then receive assistance in following through.



- * Skills to improve when exploring colon cancer screening options
- * Plan for screening visits of 90-120 years old
- * personal photos



NEEDS TO COME FROM AN EXPERT INSURED SOURCE

NEEDS TO BE PROMPTED BY DOCTOR

NEEDS TO BE HELPER FOR CAREGIVERS

How do you want to be supported? (e.g. text, email, app, etc.)

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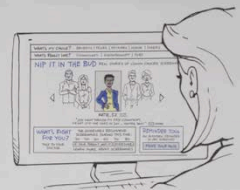
How do you want to be supported? (e.g. text, email, app, etc.)

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REAL STORIES

A digital community hub connects you to real, personal stories about peoples' experiences with colon cancer screening.

- * won't be people like you, treatment, motivations, emotion, culture
- * real voices, real issues
- * video clips, journal entries, real-time tweeting



NEEDS TO COME FROM AN EXPERT INSURED SOURCE

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TRACK HOW MANY PEOPLE ARE VISITING OTHERS TO SITE

YOU NEED 5 PEOPLE THEY VISITORS ARE

THEY BECOME MANAGERS

NUDGE DASHBOARD

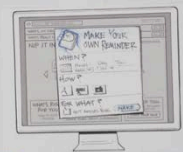
STORIES LEAD!

Real stories lead who follows

TRACK WHO CLICKED + SHARED

"I SPENT HALF AN HOUR THE OTHER DAY WATCHING CANINE TIGHTS!"

USE STORIES TO ANSWER QUESTIONS THAT ARE VALUABLE



HEAR THE EXPOSURE TO

HEAR THE EXPOSURE TO

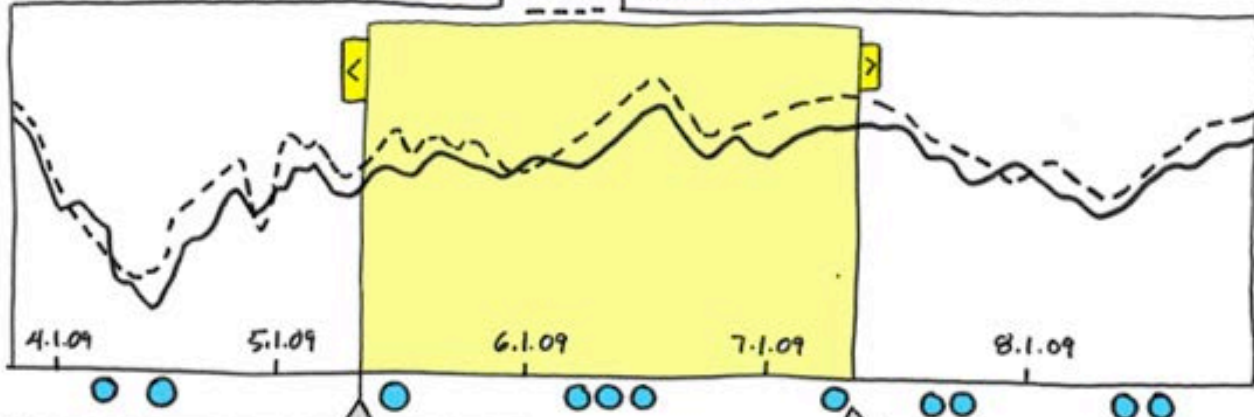
HEAR THE EXPOSURE TO

HEAR THE EXPOSURE TO



PERFORMANCE + ACTIVITY

COMPARE YOUR PERFORMANCE TO: SP500 DOW JONES NASDAQ MORE



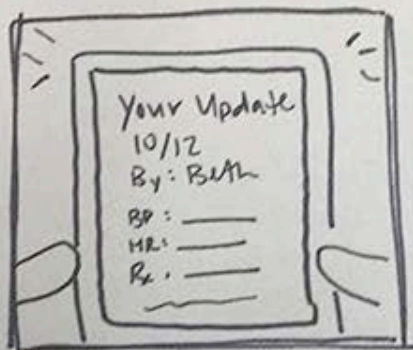
34 ACTIONS TAKEN BETWEEN 5.18.2009 AND 7.09.2009

ACTION	DESCRIPTION	REASON	ASSET	SHARES	VALUE	ASK ABOUT THIS
SOLD	ECOLAB	COMPANY FORECAST (MORE)	EQ	2,200	+\$91K	NOW LATER
SOLD	COCACOLA	SECTOR PERFORMANCE (MORE)	EQ	1,400	+\$58K	NOW LATER
BOUGHT	ALTRA	PNC ANALYSIS (MORE)	EQ	5,500	-\$102K	NOW LATER
BOUGHT	KING CITY WASH.	PORTFOLIO BALANCE (MORE)	MB	20,200	-\$232K	NOW LATER
SOLD	3COM	COMPANY FORECAST (MORE)	EQ	3,400	+\$91K	NOW LATER

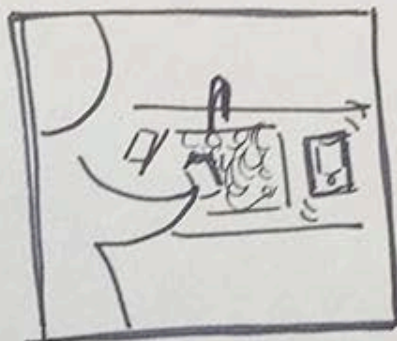
Text Portal



It's been a long day at work, and you're being in the PICU with child but with the new text portal you're looking forward to receiving your mid-shift update soon.



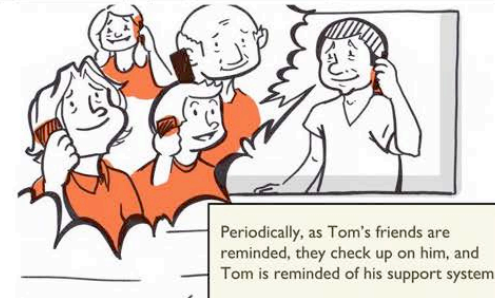
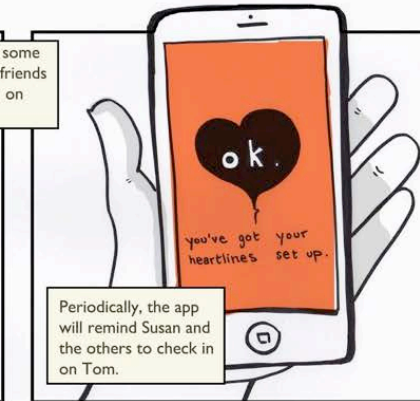
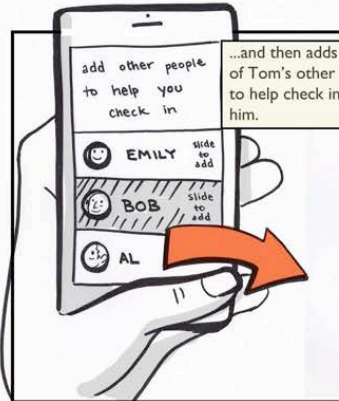
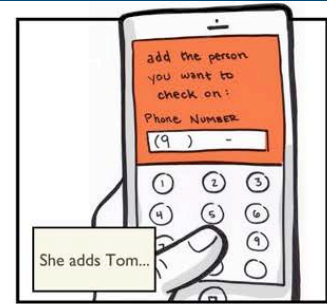
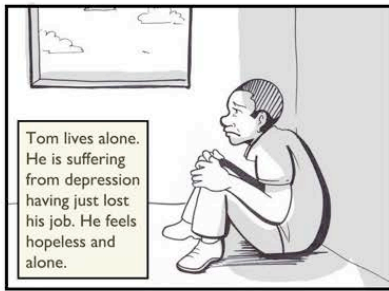
Your phone dings and you know it's the update so you open the text portal and read about your child's condition, vitals and updates. Content with the new information you go back to work.



As you're doing the dishes that evening you receive the end of shift update and read it. Nothing has changed but it's nice to feel in the loop.



As you go to bed, you think about your child and how you wish you could be with them. But you find comfort in knowing you'll wake up to an update in the morning.









Health Guide

As a trained Health Guide, Jane has the experience to help you with products to make you feel better and services to keep you on track.

CONSULT

BOOK UP

DROP OFF

QUICK RX



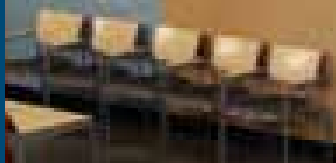
WVET at Walgreens

neighborhood health center



pick up prescriptions

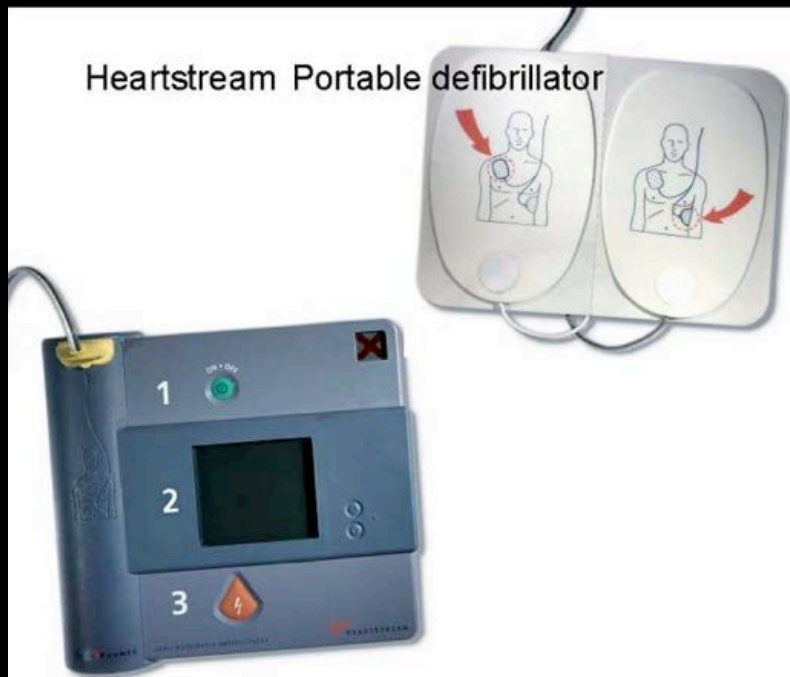
pick up express refills





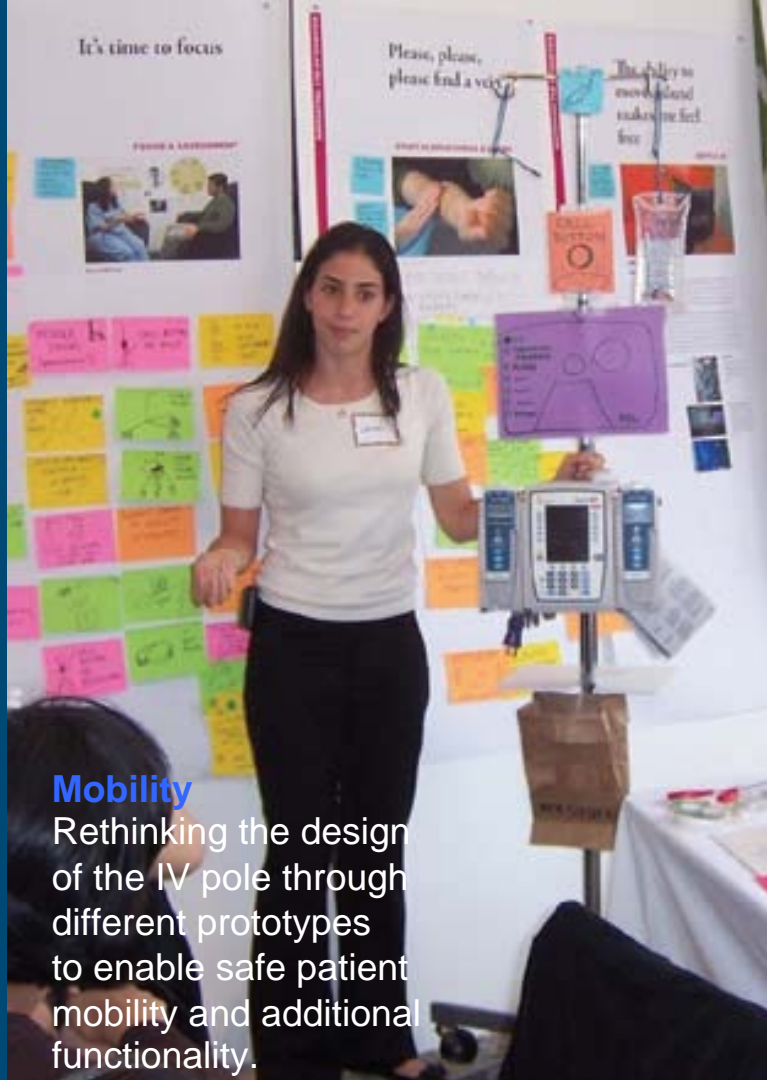


Heartstream Portable defibrillator









Mobility

Rethinking the design of the IV pole through different prototypes to enable safe patient mobility and additional functionality.



Drug Prep

Prototyping tools to help streamline the drug delivery and preparation in order to enable chemo-ready nurses.



HUMAN-CENTERED DESIGN

// Kids Advisory Board

CHICAGO IDEAS WEEK LAB
Ann & Robert H. Lurie
Children's Hospital of Chicago
Kids Advisory Board





// Not pass/fail

// Use this as an opportunity to co-design with your users

// Have a thick skin...the user is always right

“If you’re not prepared to be wrong, you’ll never come up with anything original.”

PROTOTYPE, TEST

// Create prototype of 1 idea

// Plan how you will test your idea