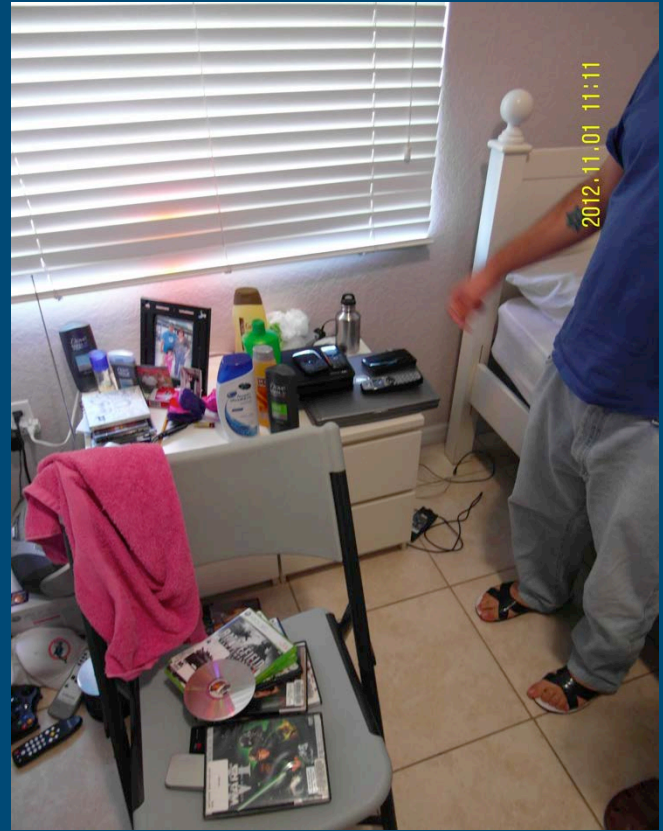


Case study:  
New tools for jail diversion  
program



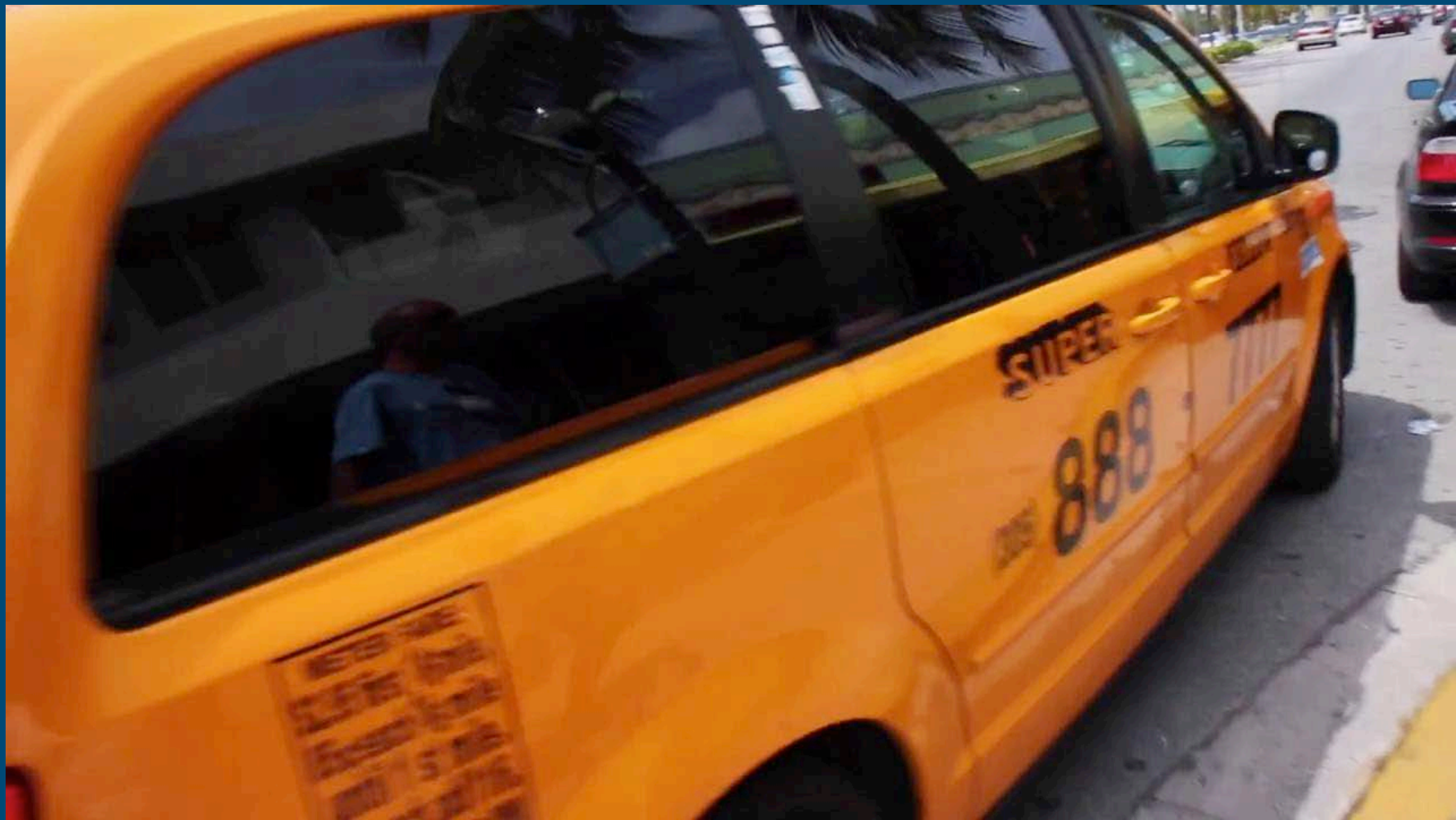
How can we watch over people and notice when they start to deviate from their normal patterns to prevent decompensation?













Designed, prototyped, iteratively tested 2 new tools

// non-clinical “wellness check” for peer specialists

// “membership card”

# EMPATHIZE: DESIGN RESEARCH PLANNING

// Who are your stakeholders?

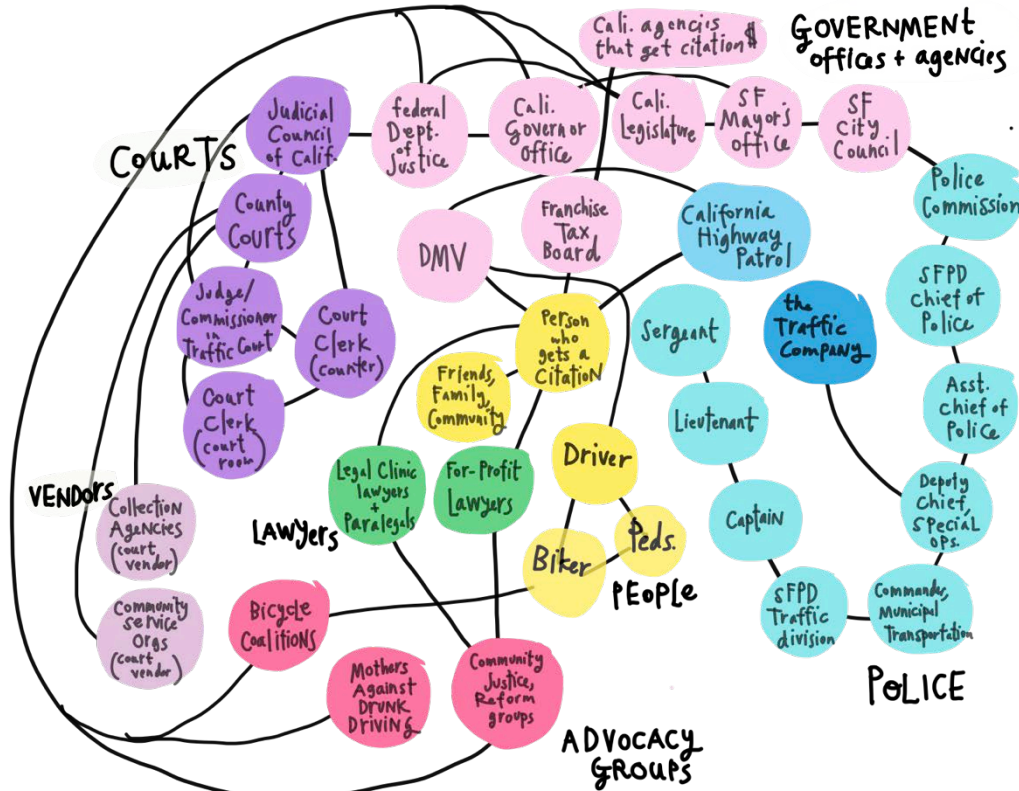
// Identify extreme users to include in your research

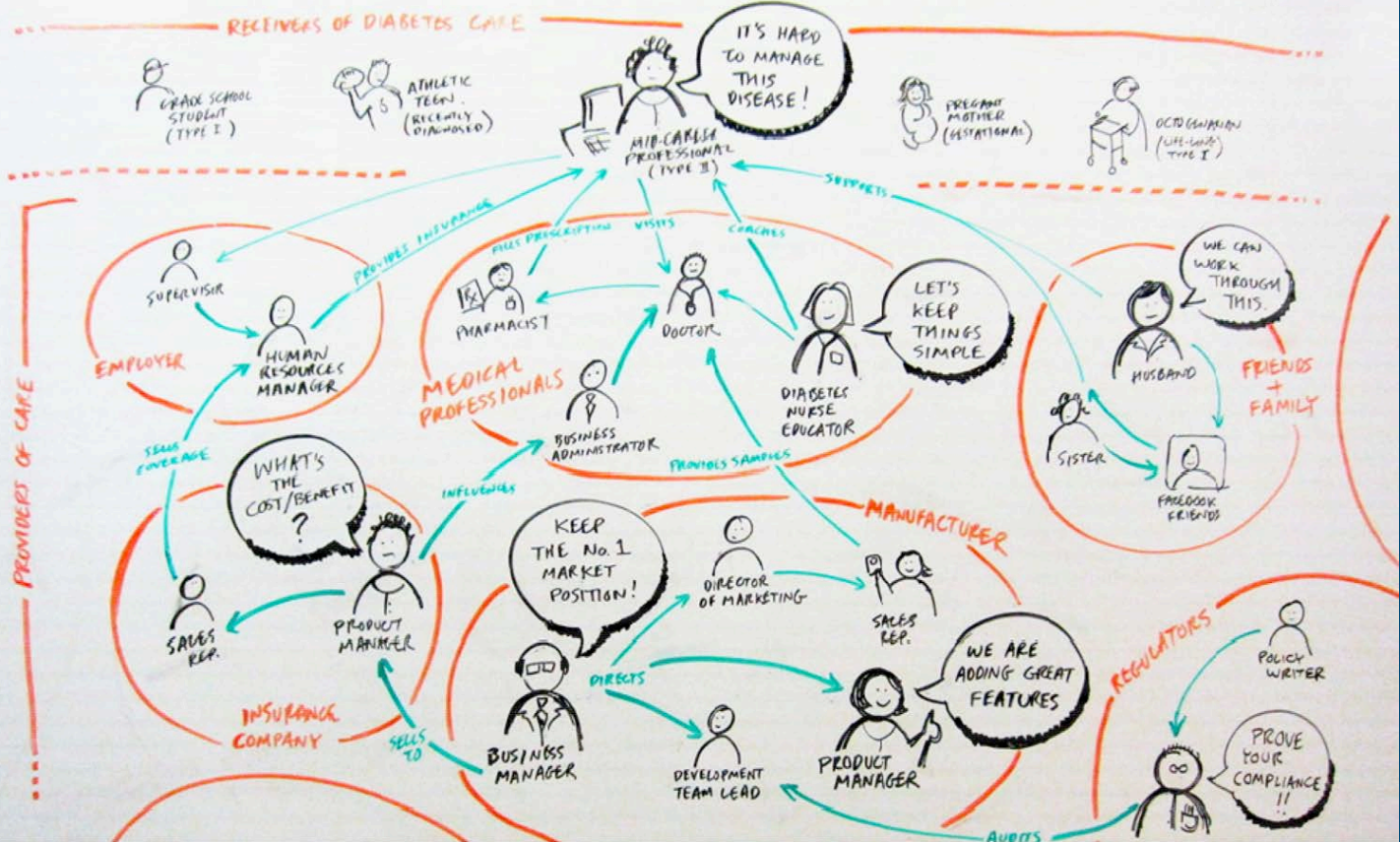
// Identify possible analogous research

// What design research methods might you use?

Some tools for design research  
and synthesis you can try today

# Stakeholder Map for the Traffic Citation System



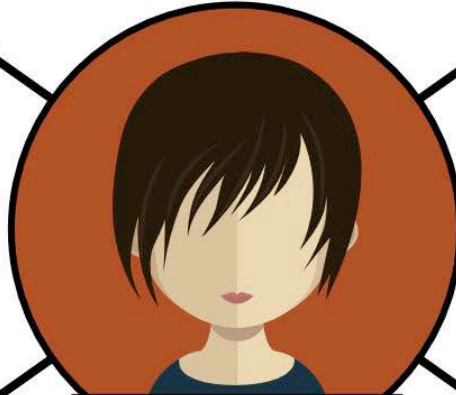


## TASKS

What tasks are users trying to complete? What questions do they need answered?

## FEELINGS

How is the user feeling about the experience? What really matters to them?



## INFLUENCES

What people, things or places may influence how the user acts?

**NAME**

## PAIN POINTS

What pain points might the user be experiencing that they hope to overcome?

## OVERALL GOAL

What is the users ultimate goal? What are they trying to achieve?

# PERSONA PROFILE



## INTERESTS:

What does she spend her time on?  
What enravens 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:

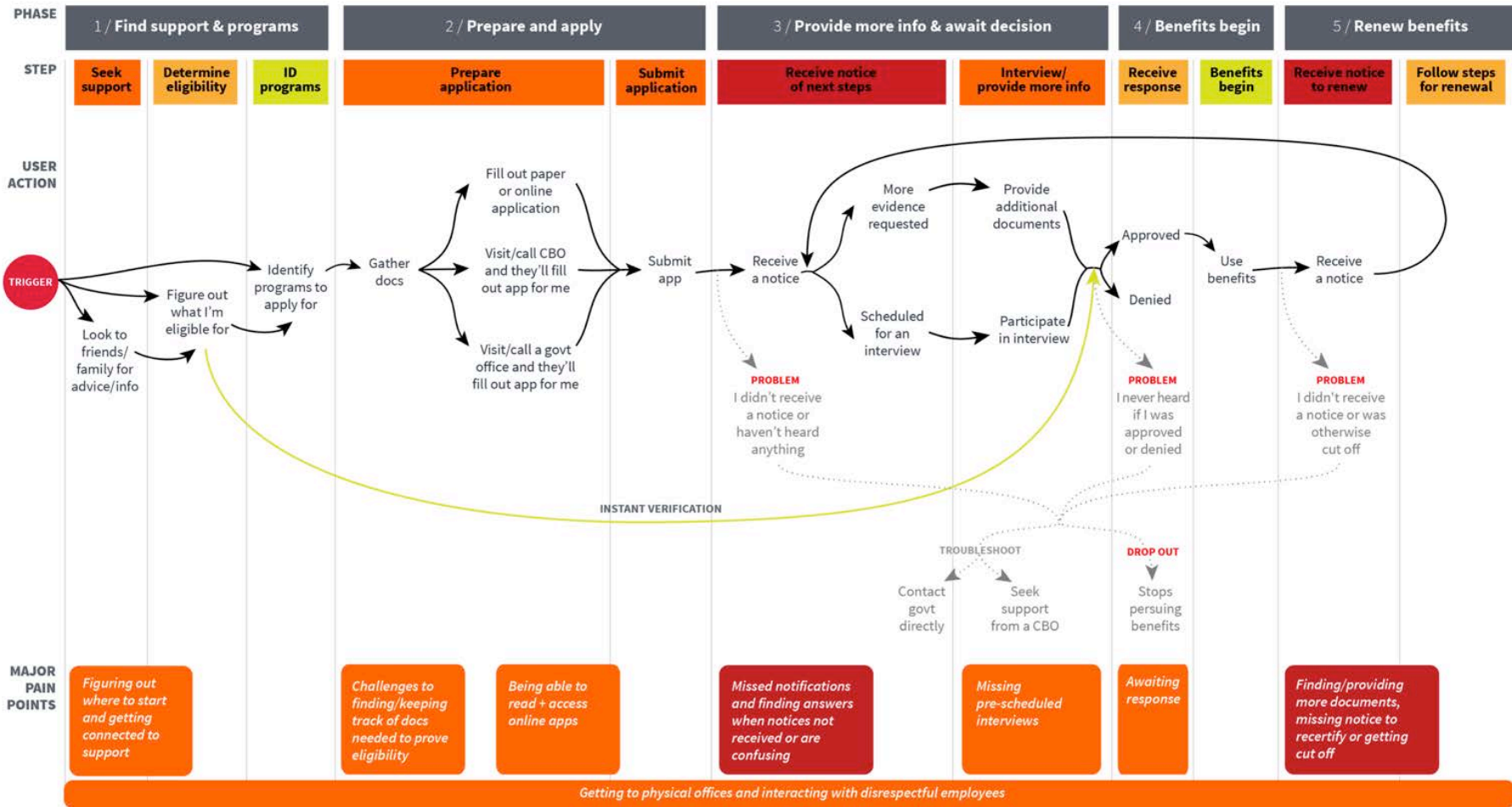
What ARE her  
ROUTINES  
BUYING  
Free Time  
Rituals

## VALUES:

What carries meaning for her?  
What's her moral compass?  
What makes her indignant,  
satisfied, frustrated?  
What does she want for the world?

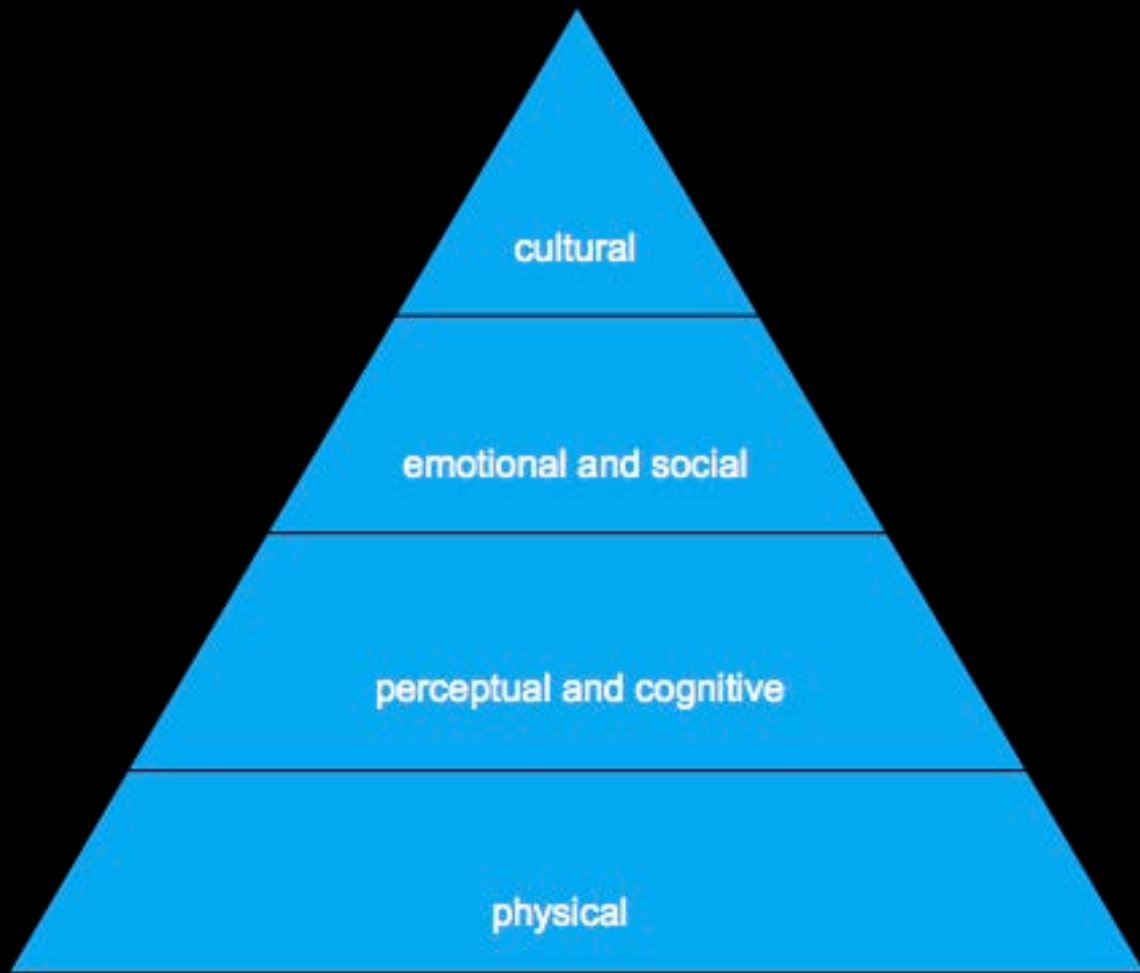
## ASPIRATIONS:

What kind of person  
do they want to be?  
Brands?  
Spending patterns?  
Life Dreams? Heroes?  
Role Models?



## Experience Model: **5Es**





Flanders  
"Through GOD, all prevails."

Insights with *design energy*

TOKYO SLIM



Megurin

Too high:

Behavior change is hard.

Too low:

Joe usually tests his blood sugar at  
the kitchen table.

Just right:

Loved ones for be a motivator for  
behavior change.

Too high:

Patients need to be educated about  
their medical conditions.

Too low:

Patient education materials should be at a 4th grade reading level.

Just right:

The healthcare system educates patients when it is convenient for them, not when the patient is ready to learn.

# Brainstorming

# IDEA KILLERS...

REASONS WHY CREATIVITY AND INNOVATION DON'T FLY IN YOUR ORGANISATION

**Yes, but...** It already exists! Our customers won't like that!

WE DON'T HAVE TIME... **NO!** It's not possible...

**It's too expensive!** Let's be realistic... *That's not logical...*

*We need to do more research...* THERE'S NO BUDGET...

**I'm not creative...** We don't want to make mistakes...

The management won't agree... **GET REAL...**

*It's not my responsibility...* It's too difficult to master...

**THAT'S TOO BIG A CHANGE...**

The market is not ready yet... *Let's keep it under consideration...*

**It is just like...** The older generation will not use it...

WE ARE TOO SMALL FOR THAT...

*It might work in other places but not here...*

SINCE WHEN ARE YOU THE EXPERT?... *That's for the future...*

There are no staff members available...

**IT IS NOT SUITABLE FOR OUR CLIENTS...**

Poster from the book: Creativity in Business  
Download your own poster at: [www.ideakillers.net](http://www.ideakillers.net)



# Brainstorming

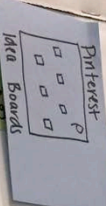
- Defer Judgment
- Encourage Wild Ideas
- Build on the Ideas of Others
- Stay Focused on Topic
- One Conversation at a Time
- Be Visual
- Go for Quantity



IDEO



incentive to reuse to go food containers  
(10) off coffee w/ refills  
REBATES ON REUSING BOTTLES, BAGS

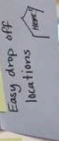


"reused art" displays around town

school project - students build/make with old stuff

provide city reusable bags w/ sustainability goal printed @ each grocery store

goodwill drop works around town



Art Family Day Competition

COLLABORATIVE PUBLIC ART

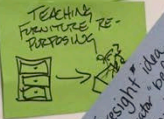


Corporate Stores  
2nd hand store

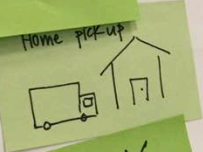
App that allows to post what they have to donate

2nd hand store  
arrangement where 50% of cost goes on toward goods

COMPETITION FOR MOST REUSED ITEM

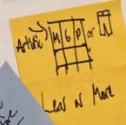
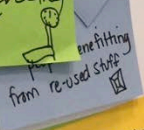


insight into furniture buying things



PACKAGING RE-USE  
Find a box

COMPETITION FOR REDUCING TRASH

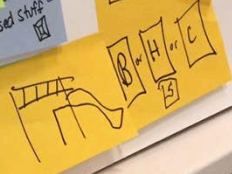


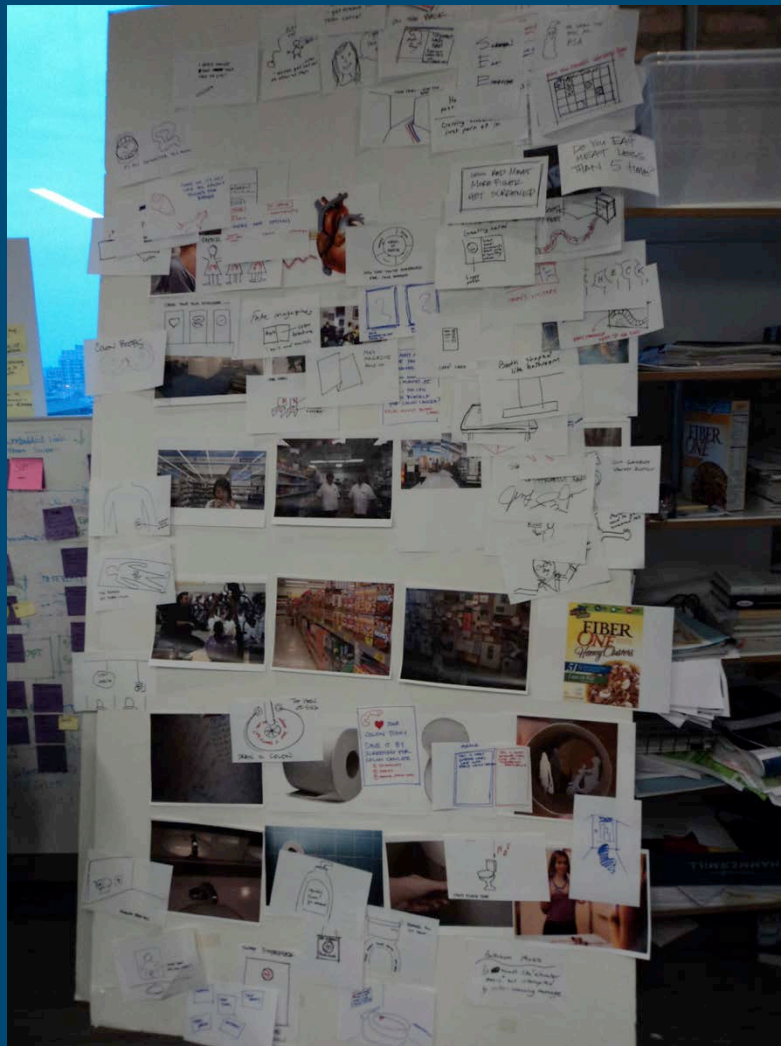
Award Annual

Community Center - teach how to make your own environmentally friendly cleaners

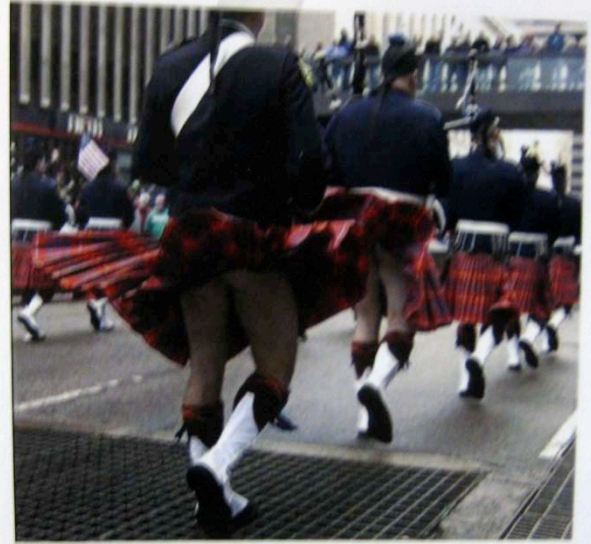


EXTRA TO PEOPLE WHO REUSE





HEY, IT COULD BE WORSE!



Dear Aliens,

Anal probing isn't your only option. There are other, equally effective ways to inquire about the colon health of the human race.

# How can you help people in Makupula High school use computers + the internet?

Must  
know

Learners must know  
how to log-on.  
Must learn how  
save via Flash  
On and Off to  
Projector.

To be on the  
Internet.

How  
to  
use  
a  
computer

To know how  
to create a  
blog at your  
own.

Spread Sheet  
to type names  
or calculate

To show them how  
to type when you  
are using the computer  
through the  
internet

To show them how  
to connect networks  
to the computer

Play iJust  
on YouTube

To create  
a  
blog  
at  
your  
own

Play music  
via Internet

Watch vid  
on YouTube

How to use  
a computer

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a computer

Some inspiration for your  
brainstorming





My name is Ray Williams,  
and I've lived in Flint for 56 years.

What I worry about most is the un

Document receiving help in this  
crises as well.

But I find hope in every human being

in the city of Flint ~~was~~ impacted  
by the water crises.

## **Inspiration:** Fostering effective Healthcare team partnerships



Empathy exercises and activities



## Inspiration: Supporting family caregivers

### When to give an Epi-Pen Jr.



"blue, pale, weak pulse, confused, trouble breathing, swollen lips, swollen tongue, hoarse voice, many hives"

Kid created instructional signs and notices





**Are you ready  
for this?**

Join the free birth control support network.

**Later Gator.com**  
When Now's Not The Time For A Baby.



Case Study:  
Reproductive Health in Zambia

# THE DIVINE DIVAS

we today for love health consultations









## MEET THE DIVAS

---



### *Condoms for* **EVERY GIRL**

Every girl picks out her outfit everyday, right? Well, the condom is for the you and everyone else because it should be used every time you have sex.



### *The Pill for the* **PERFECTIONIST**

Ms. Perfection never misses a party, exam, or birthday, and she never forgets to take the Pill everyday. And that's good because the Pill needs to be taken at the same time every single day.



### *The Injection for the* **GIRL ON THE GO**

The Girl on the Go doesn't have time to stop and think about her birth control everyday, and that's why the injection works well for her. She only needs to remember it every 2-3 months and then she can get on with her busy



### *The Implant for* **MS. AMBITION**

Ms. Ambition has big plans for her future, and at the moment, they don't include having children. The Implant gives her peace of mind, so she can focus on what's really important to her right now.



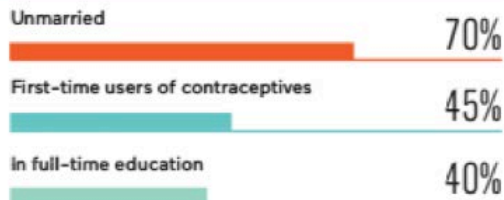
### *IUD for the* **SUPERGIRL**

Supergirl's IUD makes her invisible and protected from pregnancy for a super long time. Of course, she has the option of having the IUD removed whenever she decides she's ready to have super children.

In its first 12 months of operating, the Diva Centre has served:

**2,237** WOMEN AND GIRLS

A breakdown of a sub-group of Diva Centre clients:



PERCENTAGE OF DIVA CENTRE CLIENTS AGE 15-19



MSZ has estimated that the first Diva Centre has led to:

UNINTENDED PREGNANCIES AVERTED

**518**

UNSAFE ABORTIONS AVERTED

**161**

## DEFINE

// Try out at least two frameworks

// Articulate some insights with design energy

# IDEATE

// Brainstorm at least 25 ideas

// Make it visual!

// Vote for the most promising ideas (3 voting dots/person)