



DESIGN THINKING WORKSHOP 2022

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The Design Thinking Workshop (Digital Health Edition) was held on 7 - 8 December 2022 at MRANTI Technology Park. Jointly organised by Angsana Health and 1337 Ventures, the aim of the workshop was to help healthcare professionals to design and deliver patient-centric, integrated, and value-based digital solutions in healthcare.

THE PROCESS OF DESIGNING DIGITAL HEALTH SOLUTIONS

STEP 1: EMPATHY

Gather information to understand what customers really need, through observations (Figure 1) and interviews (Figure 2).

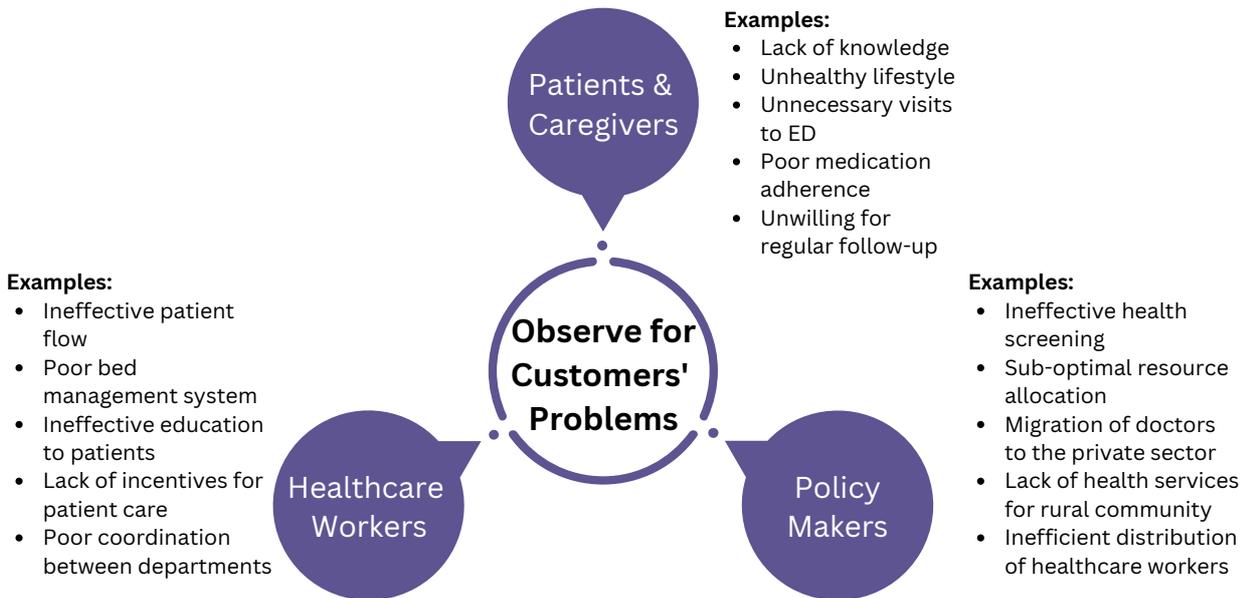


Figure 1: The Customers' Problems

Conduct qualitative interviews to investigate what issues upset the consumers, identify their “pain points”, and uncover the customers’ thoughts, feelings and motivations using the Empathy Framework as illustrated below (Figure 2).

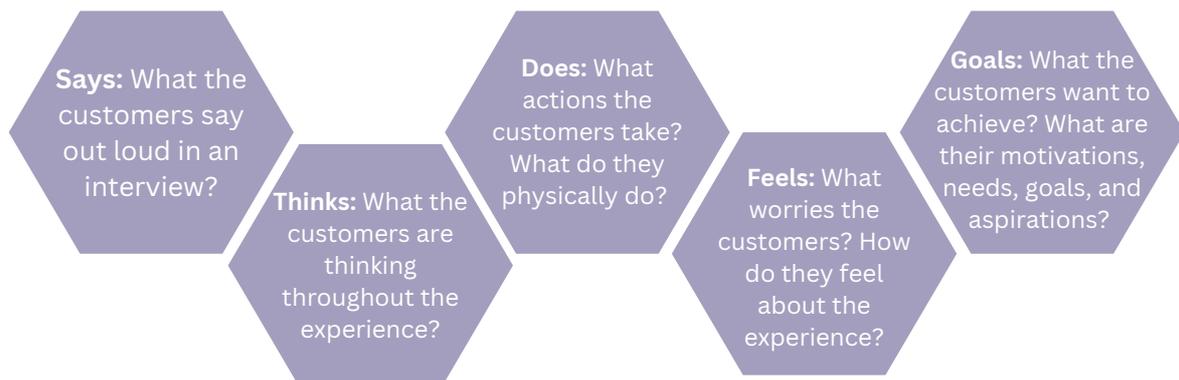


Figure 2: The Empathy Framework

STEP 2: DEFINE

Given the customers' problems above, now define them into several point of view (POVs) using the three steps below (Figure 3). The POVs must be human-centric but not organisation-centric.

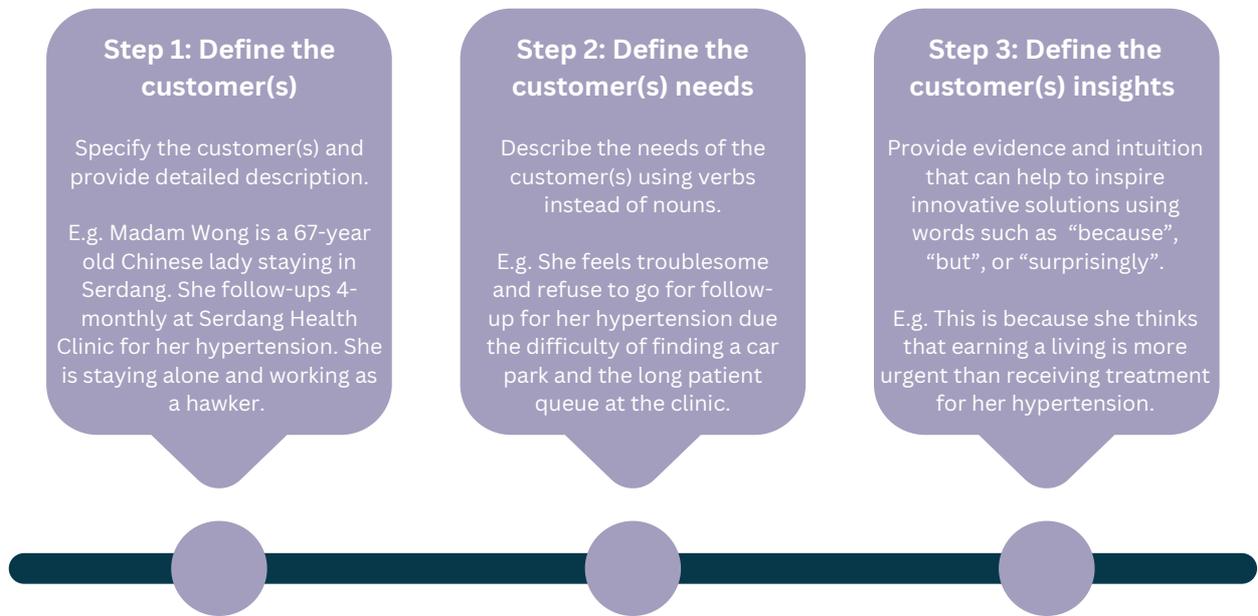


Figure 3: The Three Steps of Defining POV

The complete POV in the above example would be: Madam Wong is a 67-year old Chinese lady staying in Serdang. She follow-ups 4-monthly at Serdang Health Clinic for her hypertension. She is staying alone and working as a hawker. She feels troublesome and refuse to go for follow-up for her hypertension due the difficulty of finding a car park and the long patient queue at the clinic. This is because she thinks that earning a living is more urgent than receiving treatment for her hypertension.

You may define as many POVs as possible. List all POVs in a table. Then, discuss and select at least 3 POVs that you want to solve the most.

STEP 3: IDEATE (FORMATION OF AN IDEA)

Given the several POVs defined above, now ask yourself the right questions using “how might we” (HMW). Frames the POVs as generative questions. They should allow for the generation of a variety of solutions but shall not be too broad to the extent that we do not know where to start with ideas. Stay affirmative and inspirational. There are 10 steps to generate ideas using "HMW" (Figure 4). The generation of ideas shall also be guided by diverge thinking, convergent thinking, and prioritisation.

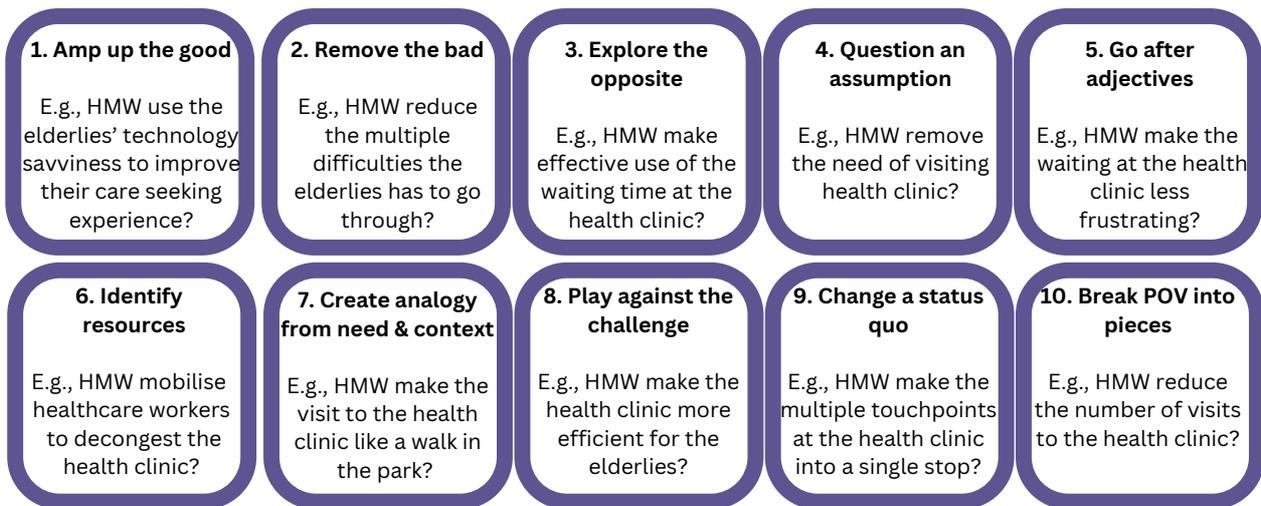
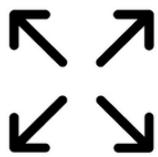


Figure 4: Steps to Generate Ideas using “HMW”



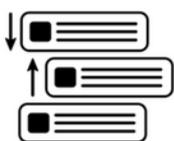
Diverge thinking

- Generate as many ideas as possible. Focus on the quantity (i.e., volume of idea) over the quality of ideas.
- Built on the ideas of others (e.g., literature reviews).
- Visualise your ideas (e.g., use a mind map).



Convergent thinking

- Categorise ideas and see what items can be classified together.
- Modify your ideas by adding, moving or editing the information.



Prioritisation

- Determine which ideas should get attention.
- Consider the resources (financial, technologies, human, and time) and impact (effect to your business in long run) of each idea.
- Classify all your ideas into a Prioritisation Matrix (Figure 5).

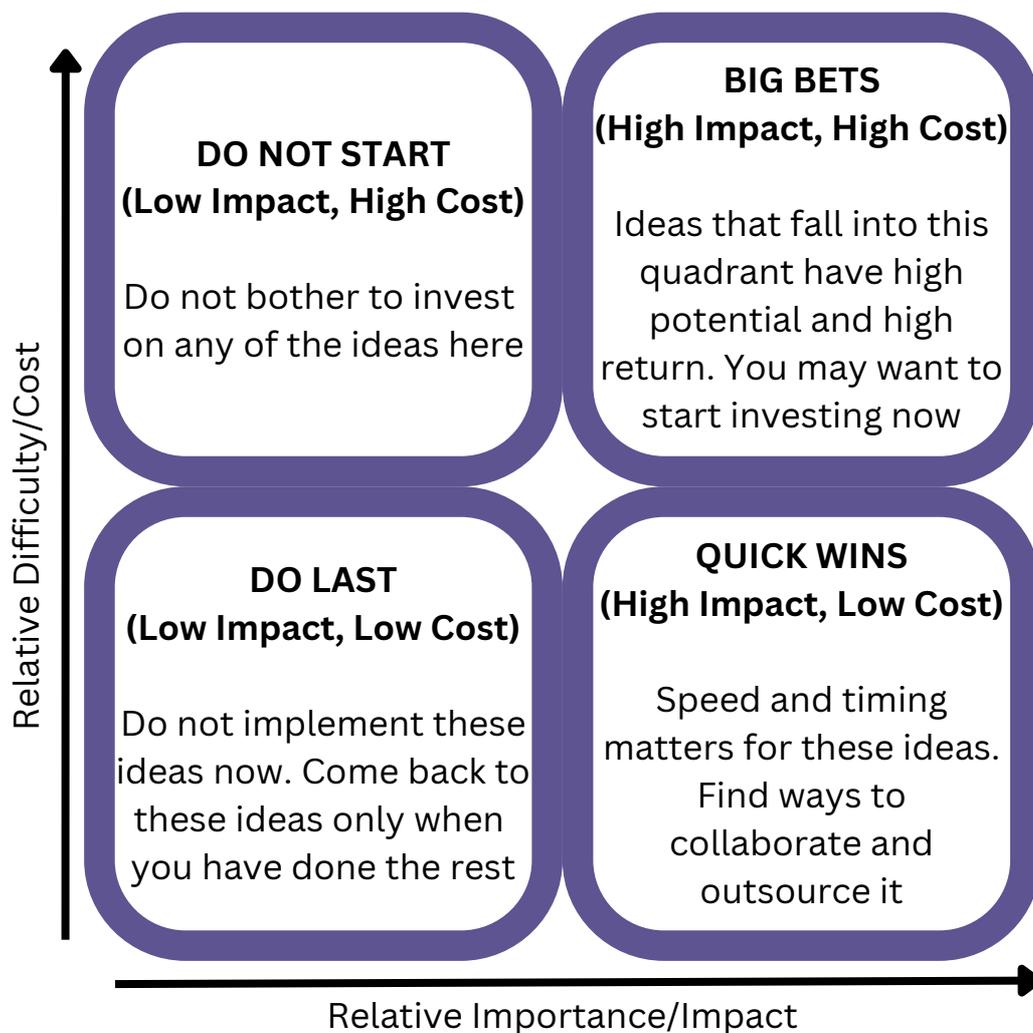


Figure 5: The Prioritisation Matrix

STEP 4: PROTOTYPE

Using resources at hand, quickly throw together models of your top ideas and build a prototype. You may start with building prototype for the ideas that fall under the "Quick Wins" quadrant.

Firstly, sketch, draw or design your solution in just one canvas. The goal is to ensure your sketch or drawing is clear for users to know what they can get out of the solution. Then, construct a digital ad that brings your solution to life. Try to include details that help people understand why they should choose your digital solution.

Your prototype can be a computer system, mobile app, programme or software, hospital information system, wireless device, etc.

STEP 5: TEST & PITCH

Present your prototype with actual end users (customers) and listen to their honest feedback. It should be an artifact that facilitates a new, targeted conversation. Remember, validation of the prototype is not the focus at this stage.

When presenting your prototype, focus should be given on ensuring clarity, building connection, and showing carry through.



Ensure clarity:

- Why do we need to innovate?
- What is the problem you are addressing?
- What is/are the problem(s) you hope to solve?
- Why is it important to address this in Malaysia?



Build connection:

- What is the product/service that you provide to customers?
- What do you understand about your customer's need?
- What do you have that no one else does?
- Who will be passionate about your business?



Show carry through:

- Who can make this work?
- Who are the team? What are their prior experience?
- What have you done in the past that has prepared you to take on this new challenge?
- Why are you well-suited to succeed in this idea?