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Design Thinking

Clinicians as Design Thinkers

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Design Thinking

What is it?

A people-centered approach to solving complex problems.





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Why is it important?

1. NHS and local government needs creative ways to generate funding.
2. Citizens must drive health and social care IT – not bureaucrats.





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Enabling brainware to become software.

1. Clinicians expertise captured via Design Thinking to create software.
2. Export the software (embedded know-how as apps) to the world.
3. Drive the royalty income from sales to health and social care funding.



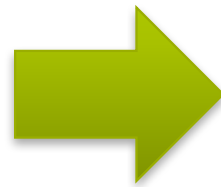
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Design Thinking

NHS becomes a net-exporter.

Turn the bad news into good news!



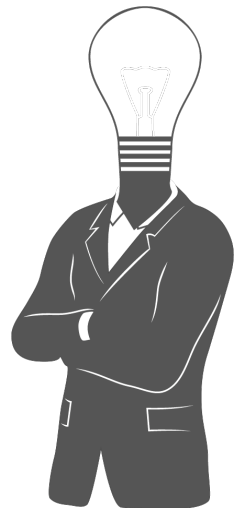


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Design Thinking

Why is Design Thinking key to health and social care?

We need to create citizen-centric IT for health and social care.



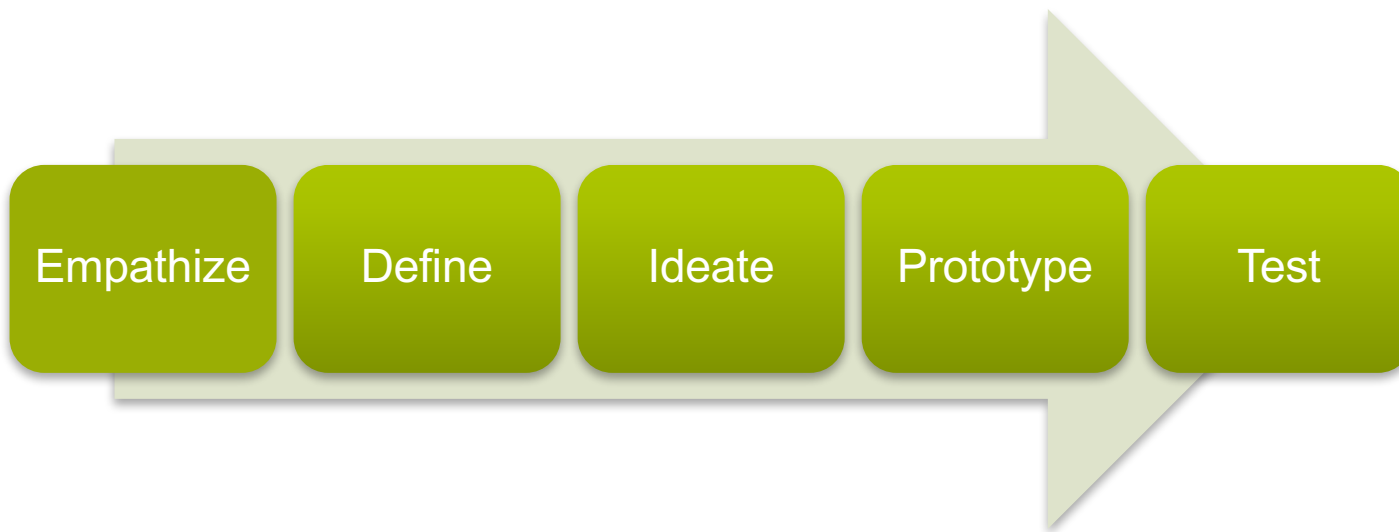


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Design Thinking

A step-by-step engagement with all stakeholders.

Learn about all stakeholders needs: citizens and care professionals.



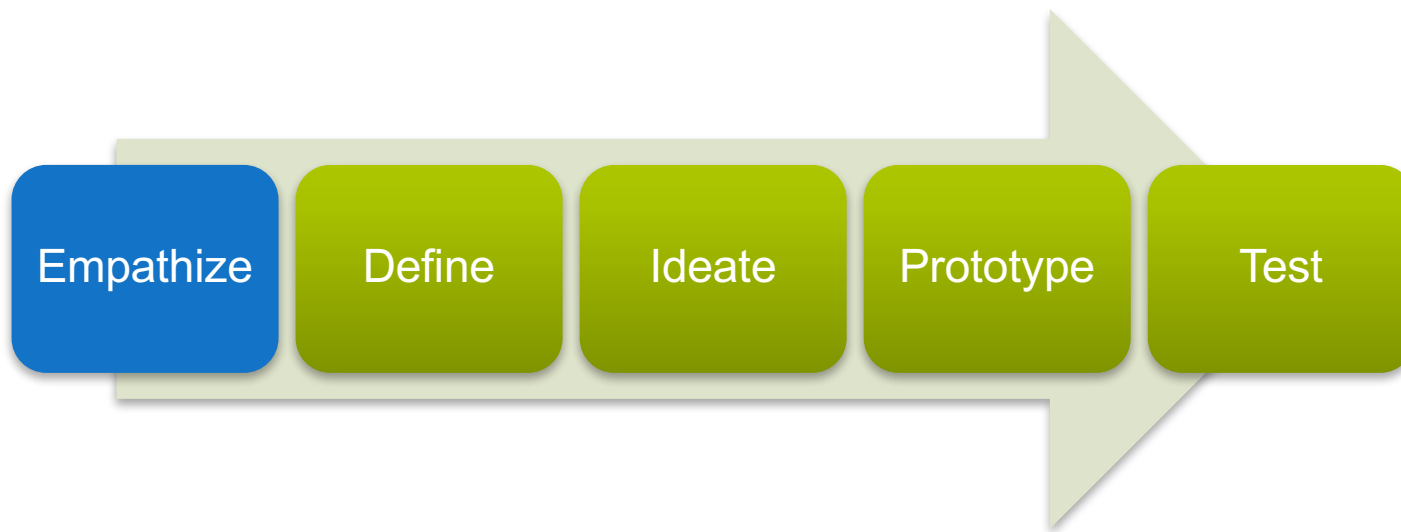


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Design Thinking

A step-by-step engagement with all stakeholders.

A 5-step process inspired by Stanford d.school.



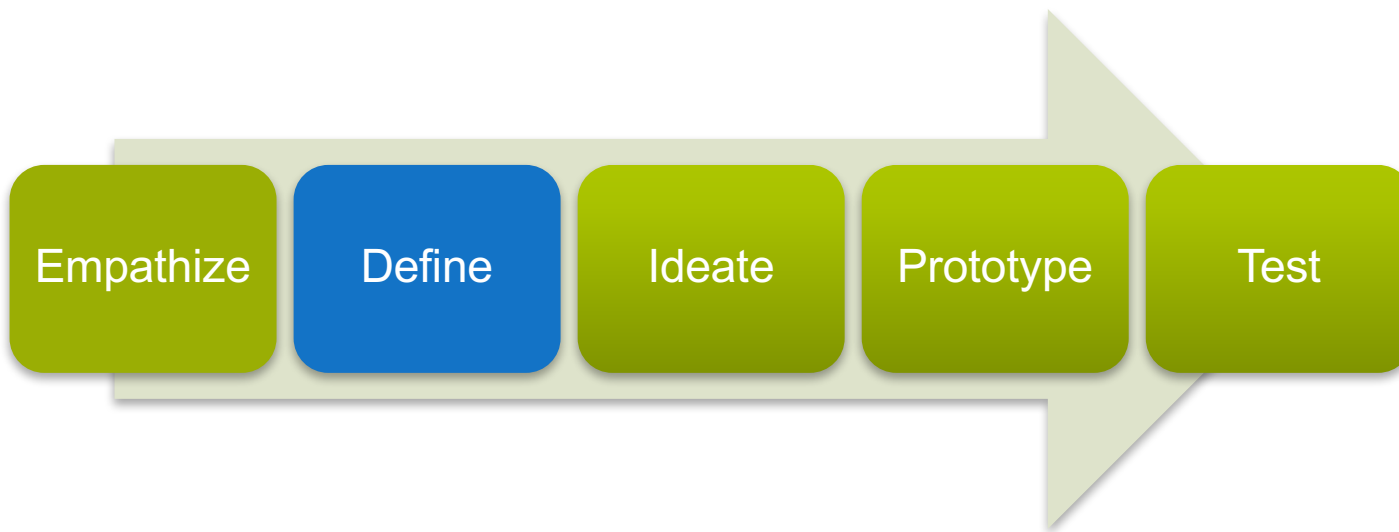


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Design Thinking

A step-by-step engagement with all stakeholders.

Ask the right questions: leads to the right answers.



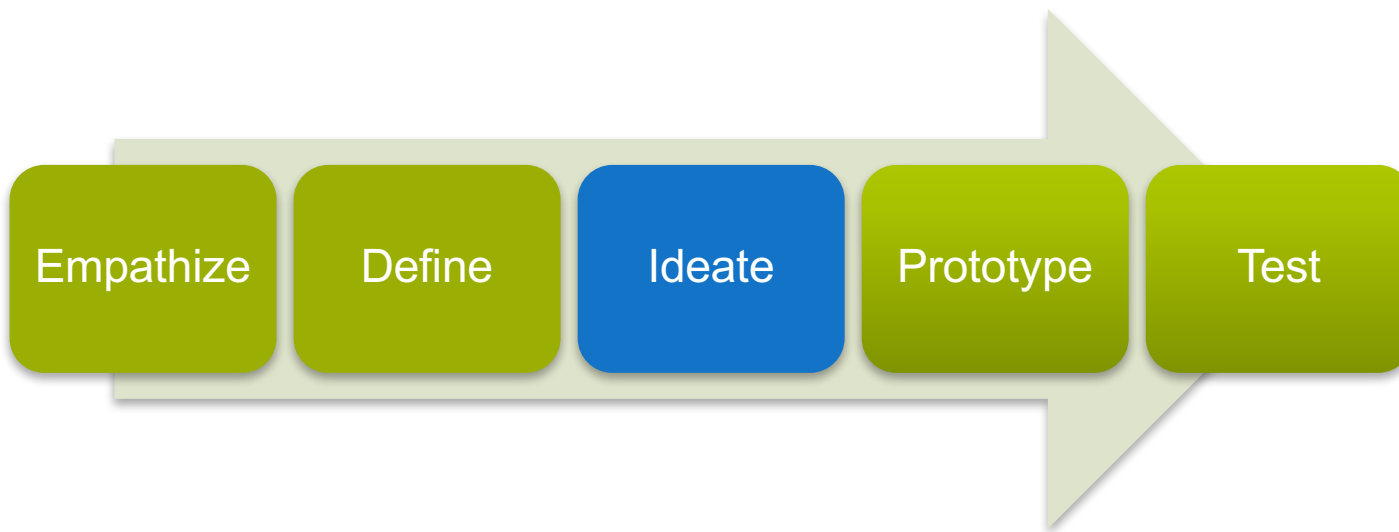


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Design Thinking

A step-by-step engagement with all stakeholders.

Brainstorm and rapidly create solutions: Visually Done.



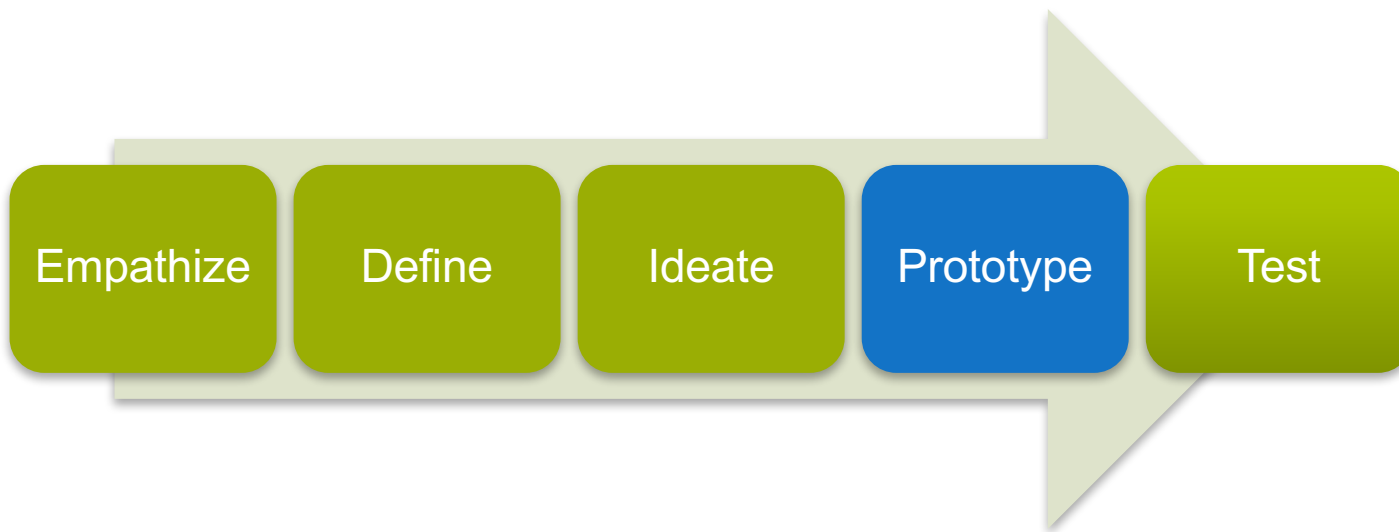


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A step-by-step engagement with all stakeholders.

Don't plan it – do it! Use Visually Done approach.



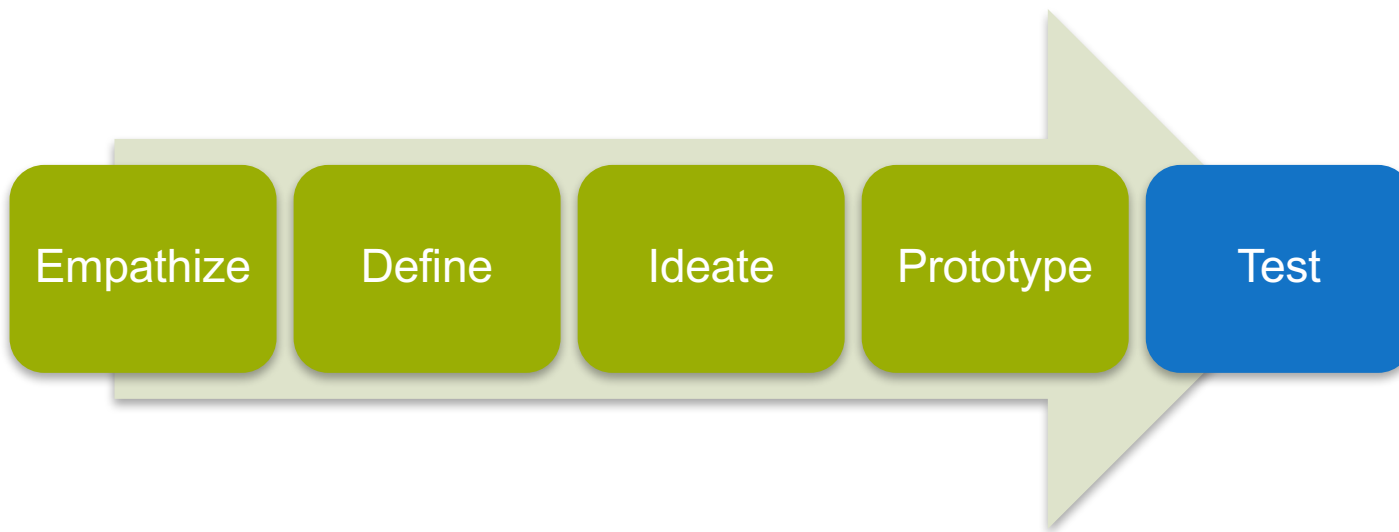


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A step-by-step engagement with all stakeholders.

Explore user experiences and gain feedback. Iterate.

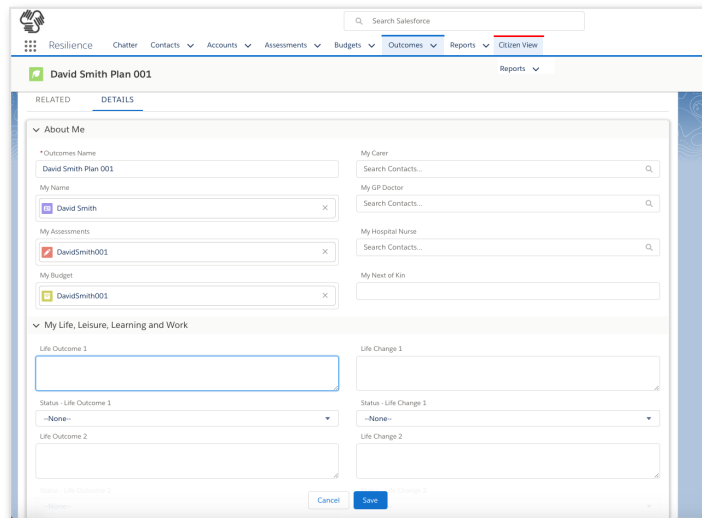




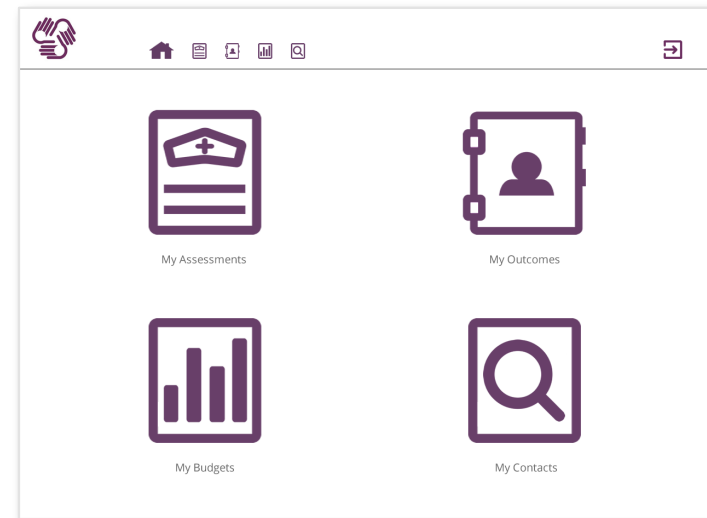
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Design Thinking

Optimised user experiences.



Care Professional



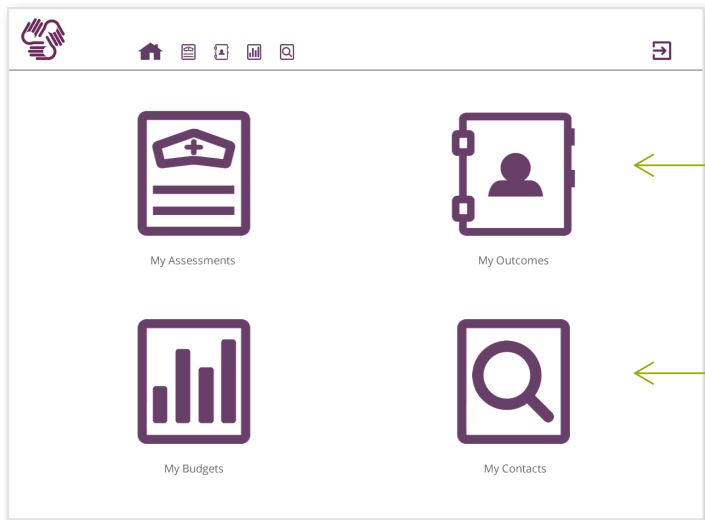
Citizen



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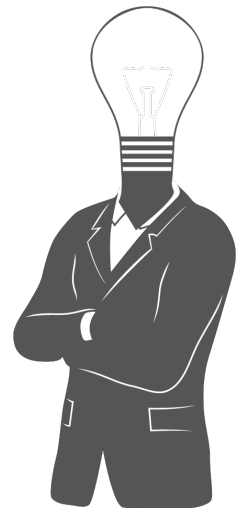
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Citizen-Centric User Interface (UI) is key.



● User Persona: Elderly Citizens

● Custom UX Design

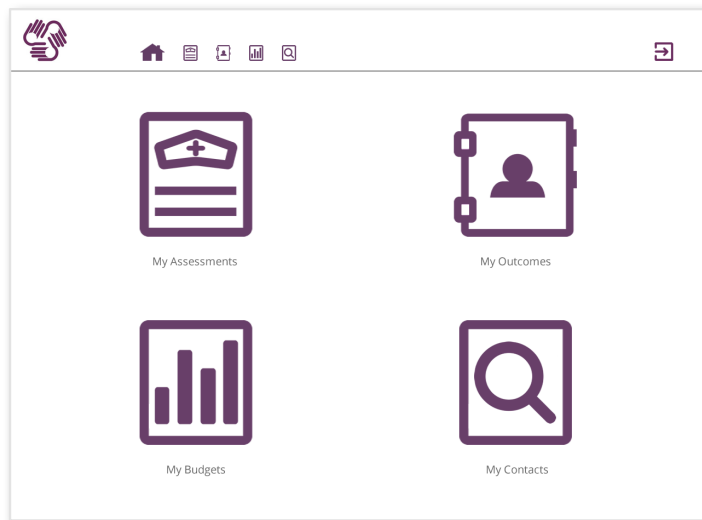




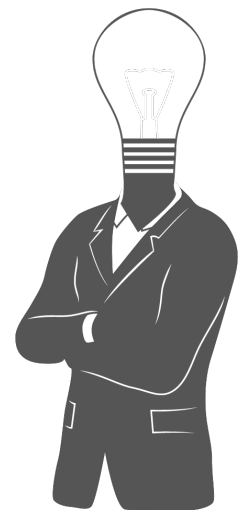
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Design Principles for citizens as users.



- 1. Meaningful Journey
- 2. Fierce Reduction
- 1. Progressive Disclosure

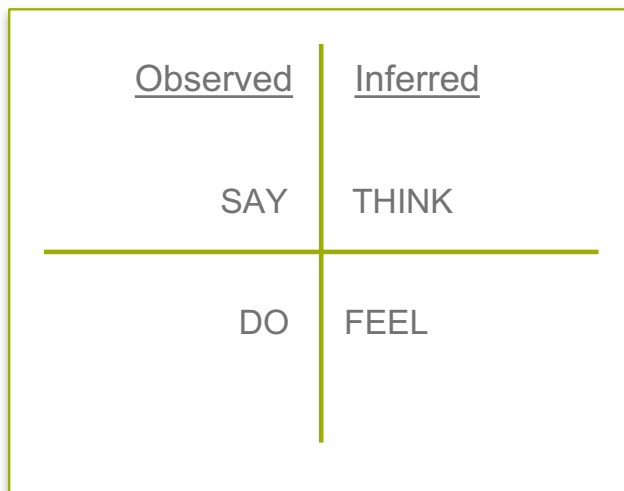




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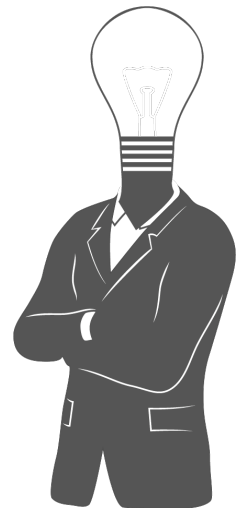
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Design Workshops as enablers for all stakeholders.



Empathy Mapping

- 1. Citizens
- 2. Care Professionals
- 3. Managers





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