

Capstone Projects

Workshop

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April 2022



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Design Thinking

What is your familiarity?

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Continuum of Development

Empathize



Define



Ideate



Prototype



Test



Say

Do

Empathy

Think

Feel

Define
(the problem)

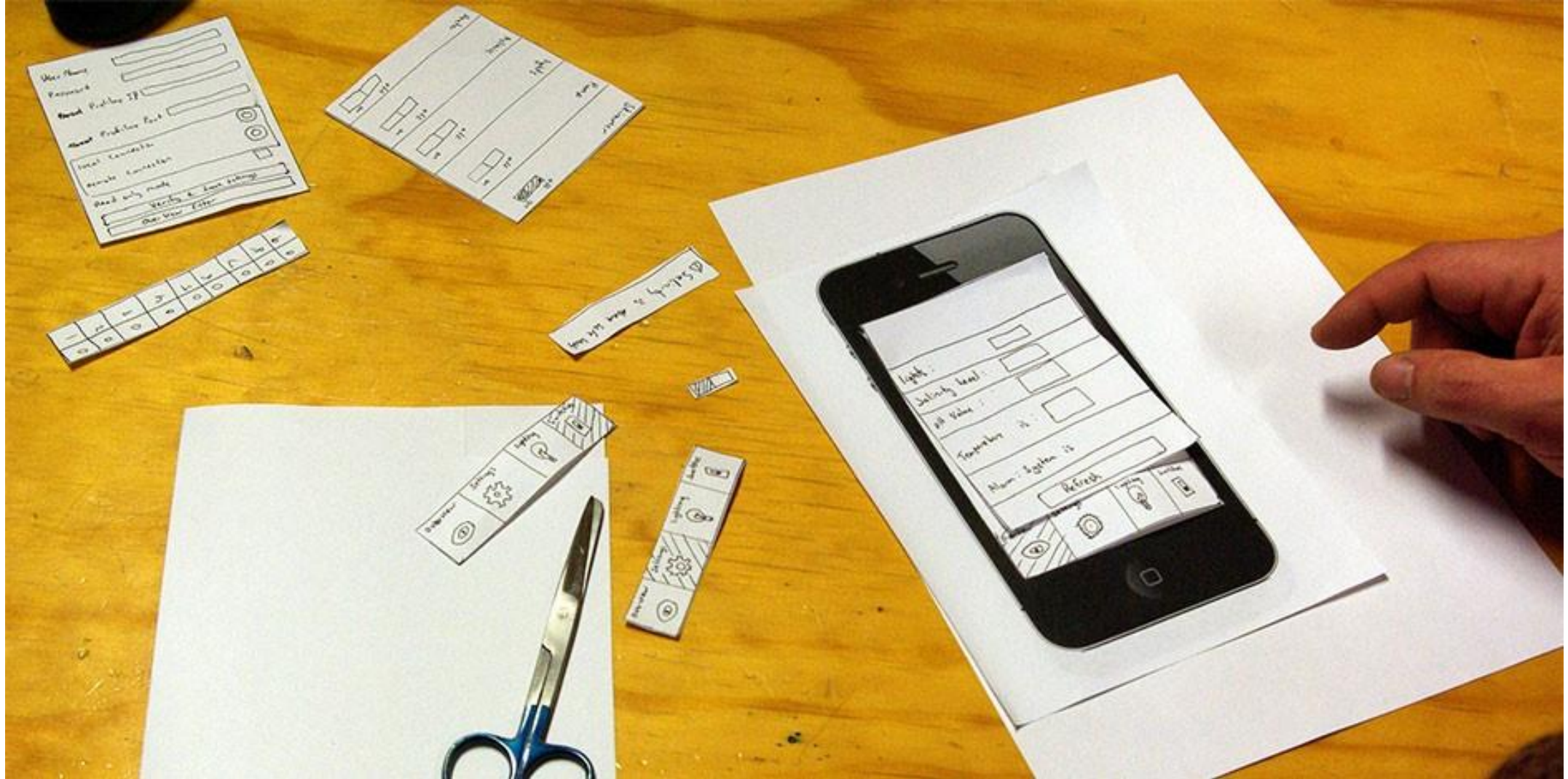
- Human Centered
- Broad Enough
- Narrow Enough

(User) _____ needs to
(User Needs) _____ because
(Motivation) _____

Point of View Statement

“Ideation is the mode of the design process in which you concentrate on idea generation. Mentally it represents a process of ‘going wide’ in terms of concepts and outcomes. Ideation provides both the fuel and also the source material for building prototypes and getting innovative solutions into the hands of your users.”

– d.school, An
Introduction to
Design Thinking
PROCESS GUIDE

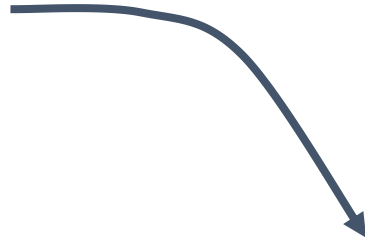


- Test the prototype, not the user
- Recreate the 'real world environment'
- Make the user comfortable, but allow them to explore
- Observe and capture feedback

Ideation Exercise:

- 1) Each fellow will pick one of their ideas and present it to the group. (3 minutes)
- 2) The group can ask questions about the idea. (5 minutes)
- 3) Each fellow will come up with a variation or enhancement of the idea. (5 minutes)
- 4) Each fellow will share their improvement (1 minute)

Desirability

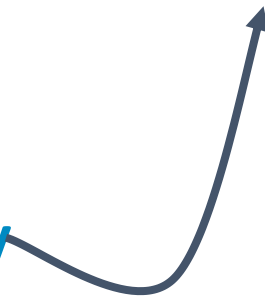


Impact

Viability



Feasibility



Assignment (choose one of the following):

- 1) Ideation - If you are still looking for more ideas of what to focus on, conduct three 'interviews' with coworkers about problems they see. Synthesize these thoughts into a point of view statement for each person.
- 2) Evaluation - If you have an idea that you are happy with, please evaluate the idea through the three lenses of desirability, viability and feasibility.

We will set up meetings in early May to review your assignment.

Thank You

