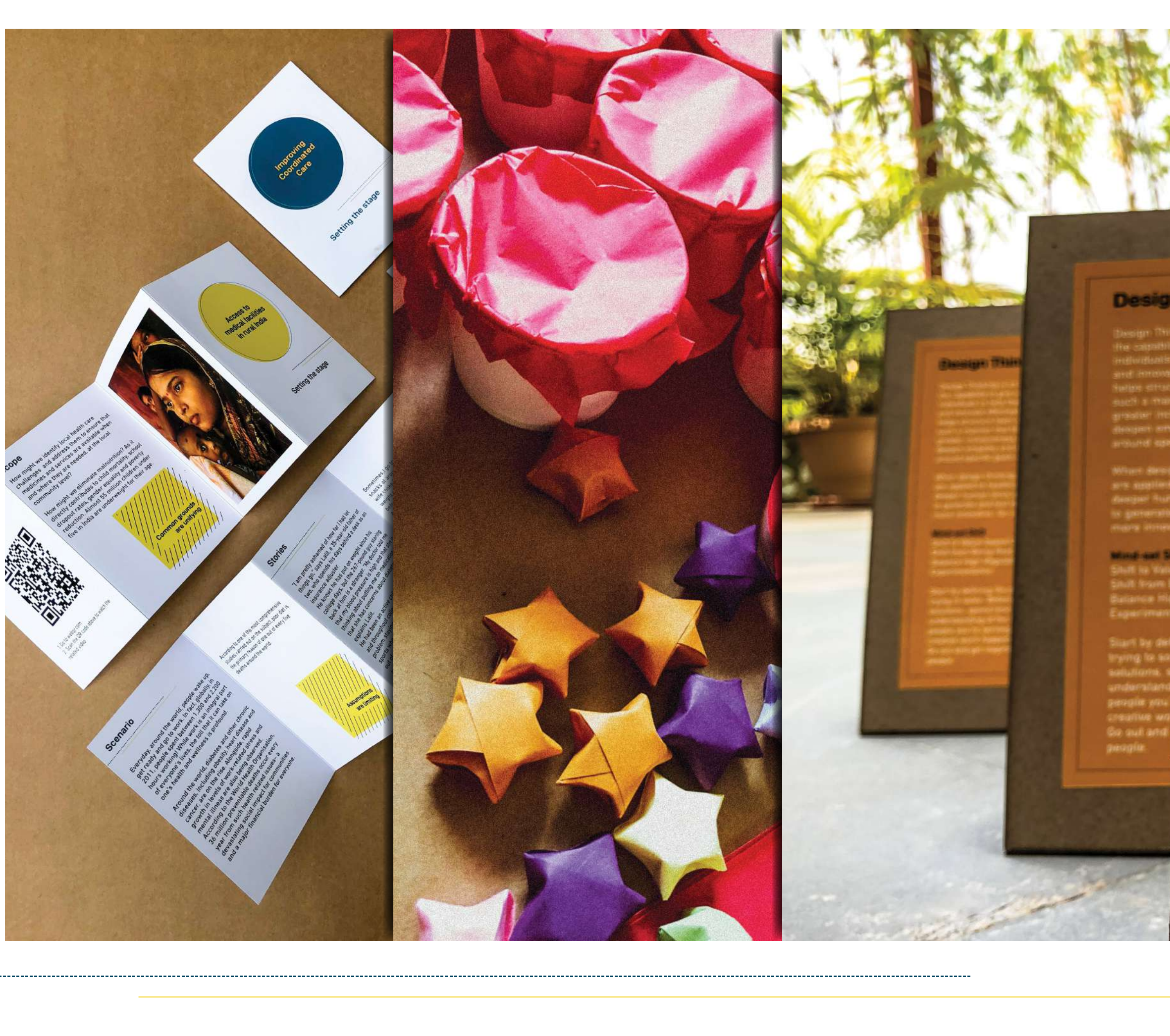
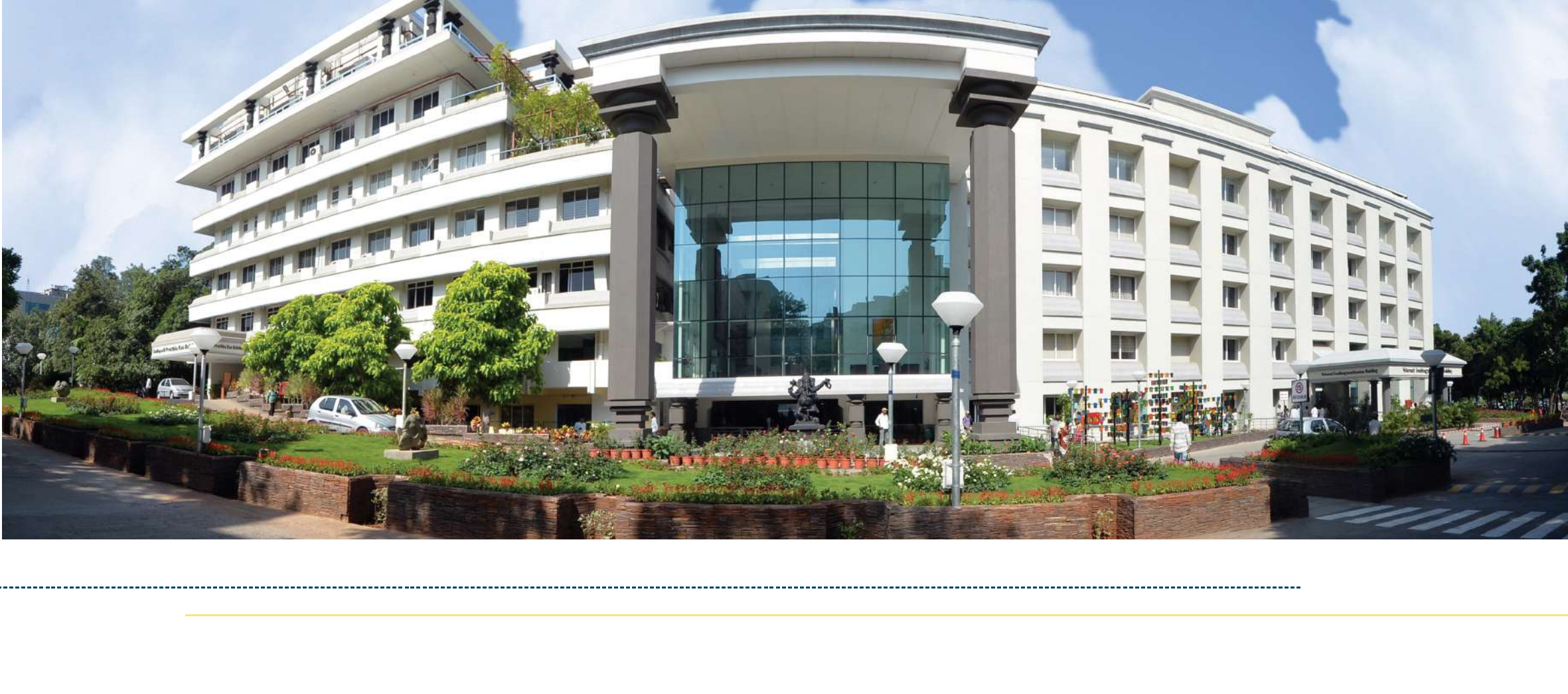


# Design Thinking Workshop for Healthcare



## About the client

Established in 1987, L V Prasad Eye Institute (LVPEI) is a comprehensive eye health facility with its main campus located in Hyderabad, India. A World Health Organization Collaborating Centre for Prevention of blindness, the Institute offers comprehensive patient care, sight enhancement and rehabilitation services and high-impact rural eye health programs. It also pursues cutting-edge research and offers training in human resources for all levels of ophthalmic personnel.



## Design brief

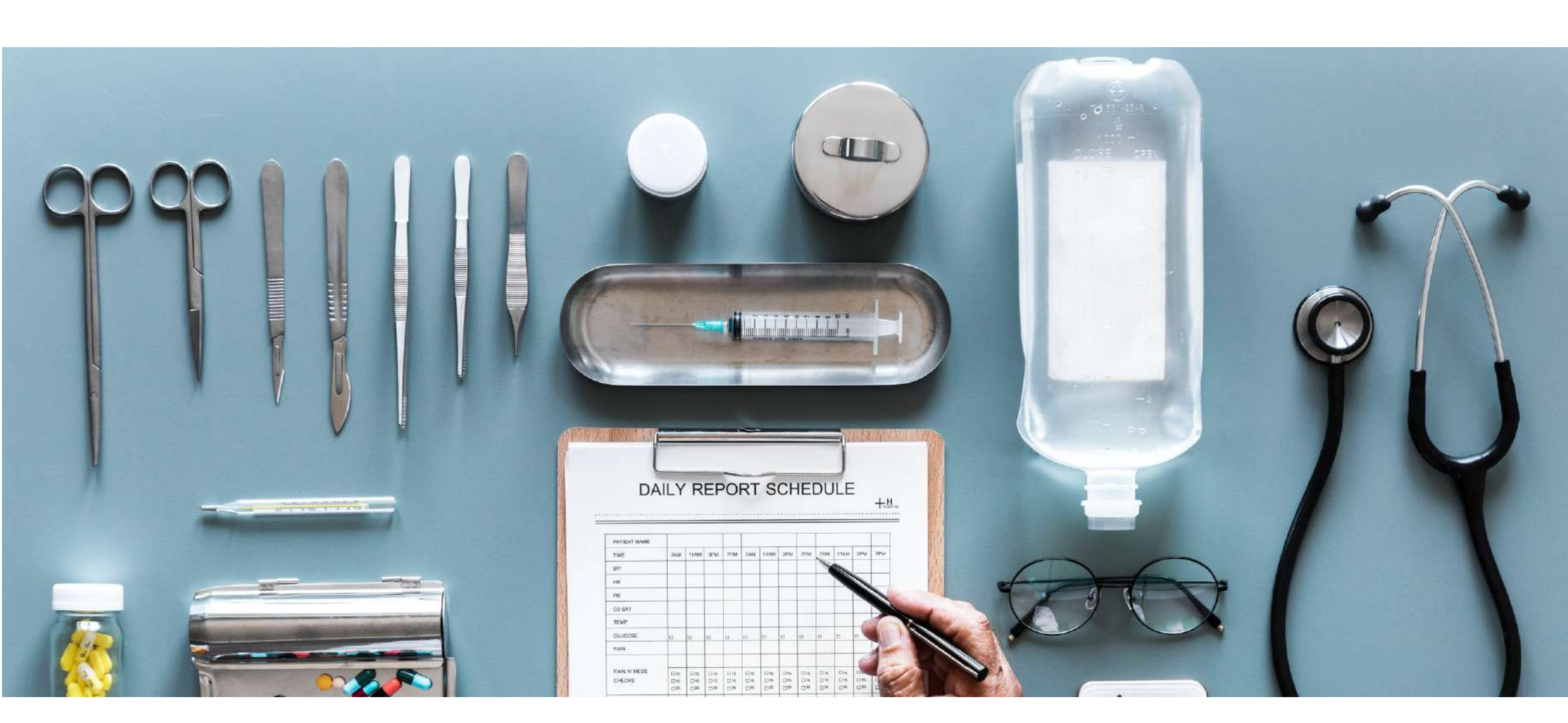
LVPEI organizes yearly Hackathons for eye-care. The existing model of the hackathon starts with ideation and goes on to manufacturing. The objective of the workshop was to introduce the pre ideation phase to the participants to derive user-centered products, services, and systems.



As a prerequisite of the hackathon, the workshop has to be customized to foster creativity and boost innovation. The workshop participants included engineers, designers, doctors and the interns in the innovation center.

## Healthcare and Design Thinking

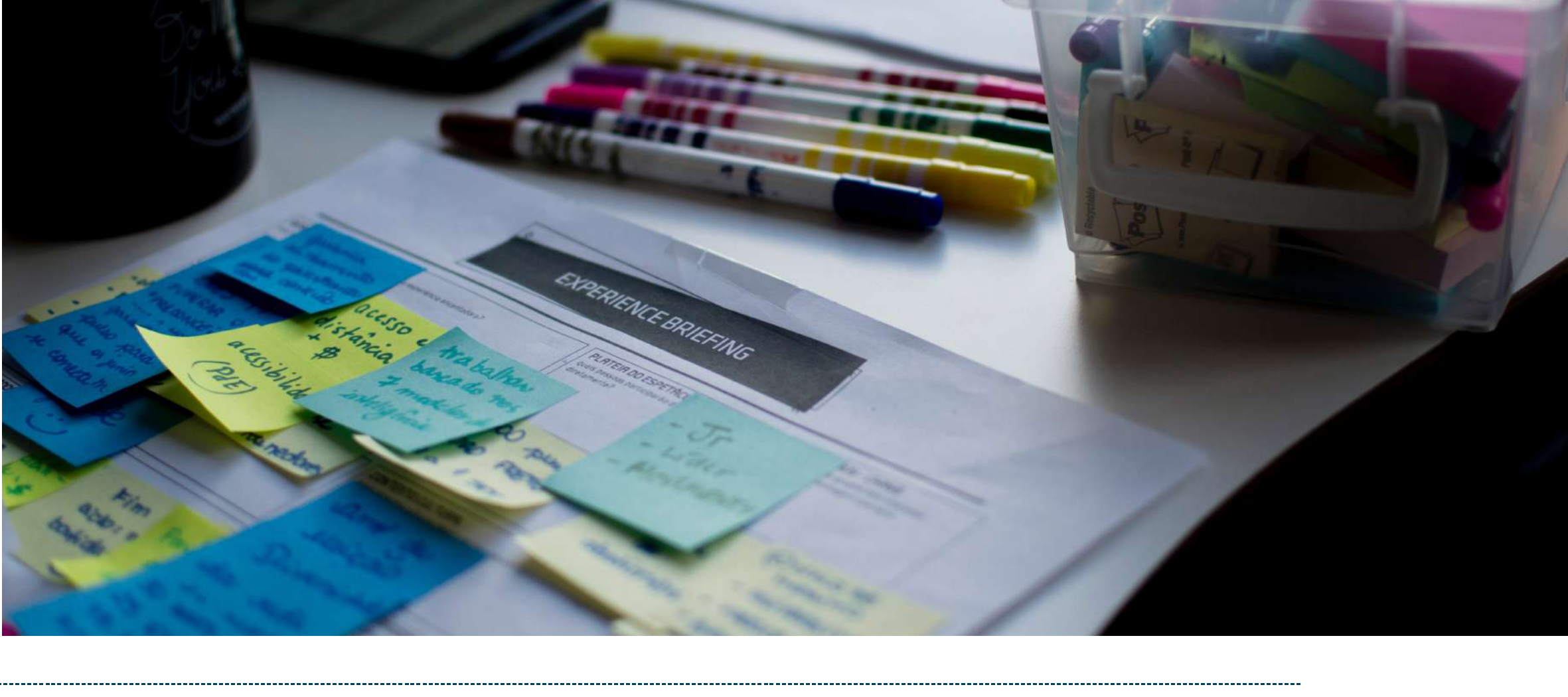
In the Healthcare industry, Design Thinking has already been successful in the development of new products and improved design of spaces. It is a useful process for decision makers and other organizational members to empathize with patients, think creatively, prototype, and continually test solutions to these problems.



## Plan of action

2 days workshop  
No. of participants: 30 each day  
Duration: 4 hours

- The general course of action:
1. Ice Breaker
  2. Team Formation and warm-up activities
  3. Challenge and Debriefing
  4. Deep Dive
  5. Idea generation
  6. Make and Fail forward
  7. Group discussion



## Participation and Space

We broke away from the conventional formats of workshops and focused on tangible learning processes. We planned our workshops to be dynamic, energetic and collaborative. We utilised the given space to encourage inter departmental collaboration. We designed group activities and used insightful collaterals to represent various concepts of Design Thinking.



Individuals from different departments collaborating.



Space set up for participants at LVPEI.



Participants immersed in Design Thinking.



Understanding context through short movies.



Material for mockups.

## Day 1

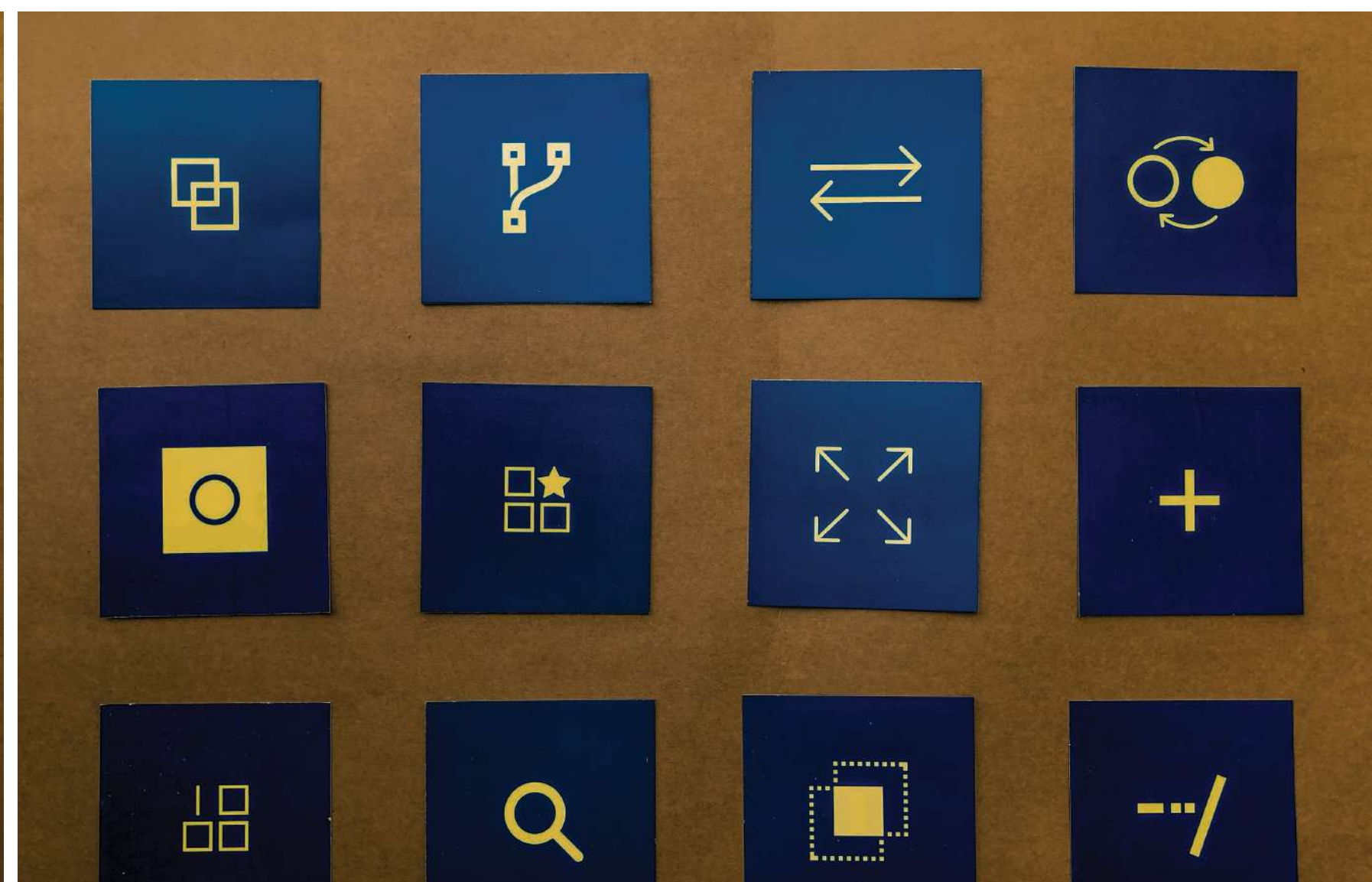
### Theme: Problem Solving

We focused on complex problems such as coordinated care, community health centers, palliative care. Specially designed information cards along with audio-visuals and stories of stakeholders were shared with the participants. The participants defined different ethnographic standpoints of the stakeholders to build empathy and create insights.

After gaining a deeper understanding, each group ideated upon the most relevant solution. The session was summarised with SWOT analysis and feedback on the solutions.



Spin the wheel to pick a topic.



Idea generation tool cards.



Scenario cards.



Feedback session



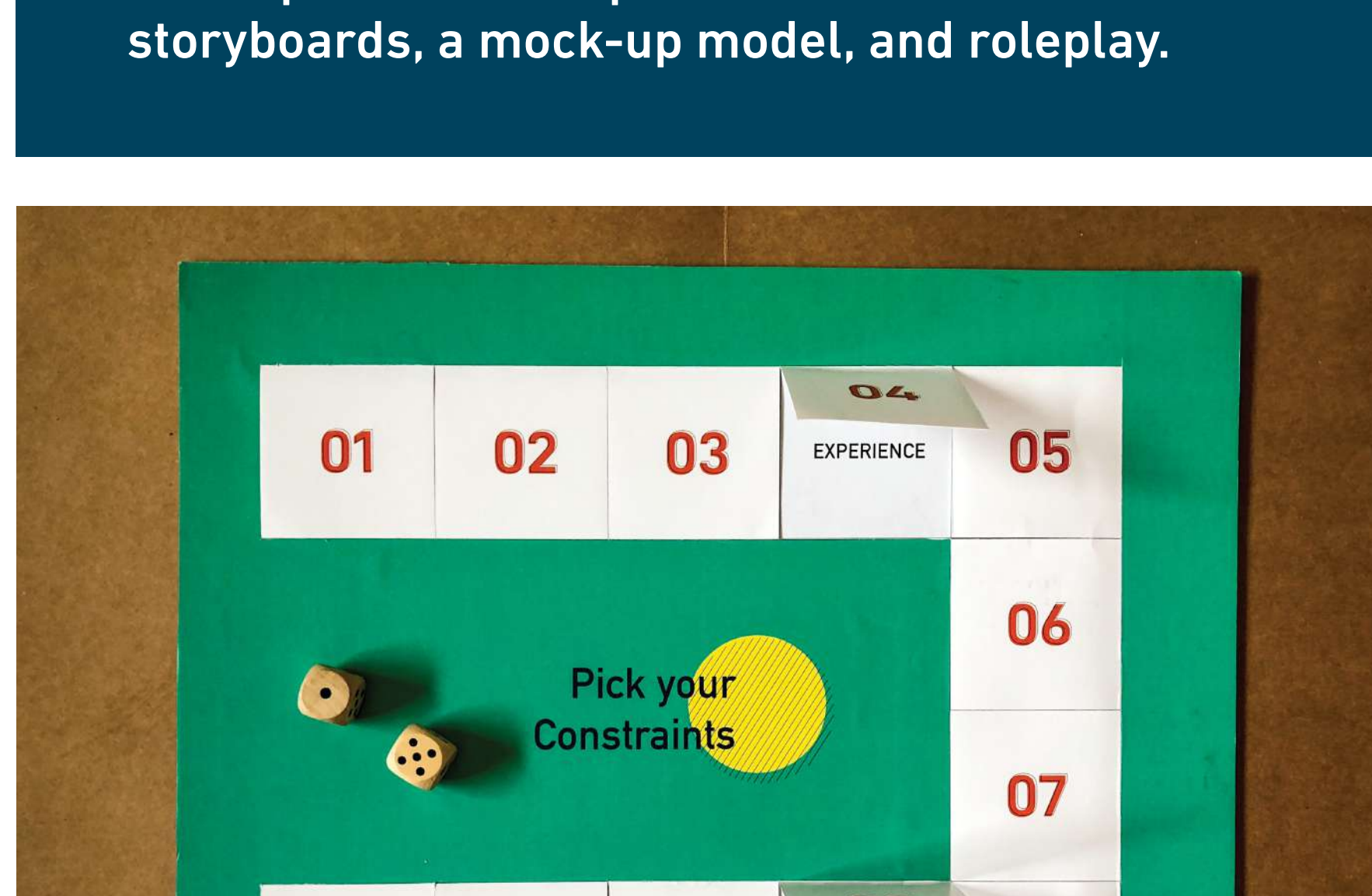
Briefing cards

## Day 2

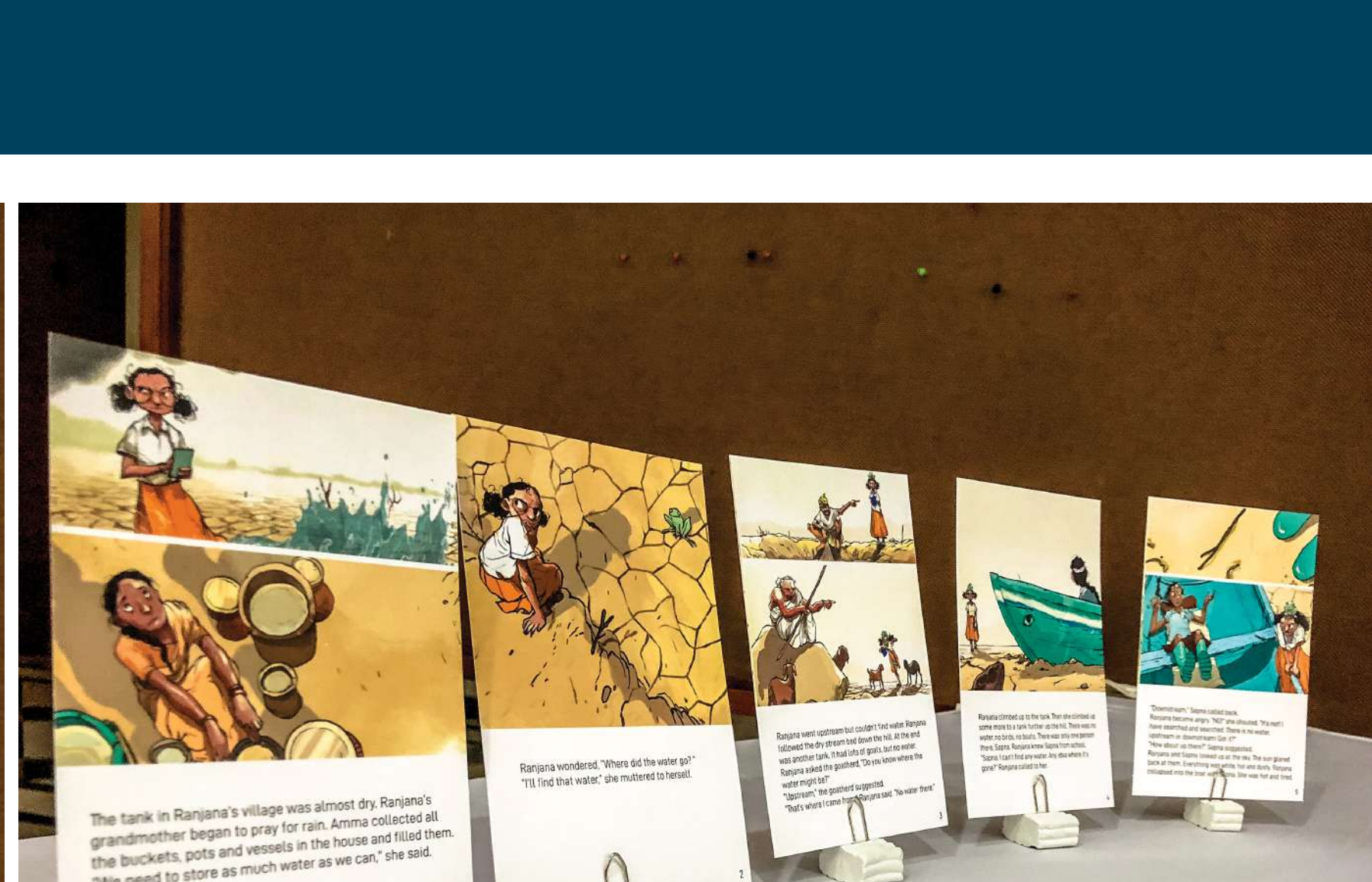
### Theme: Need finding and problem redefinition

The activities of Day2 centered around addressing the loopholes in patient care, healthcare experience, community care and some more healthcare problems. For the topic selected by the participants, they empathized with the stakeholders, used tools like How-why laddering to reach to the core reason of the problem. As the workshop progressed, there were layers of complexity that were added to redefine the Task Brief.

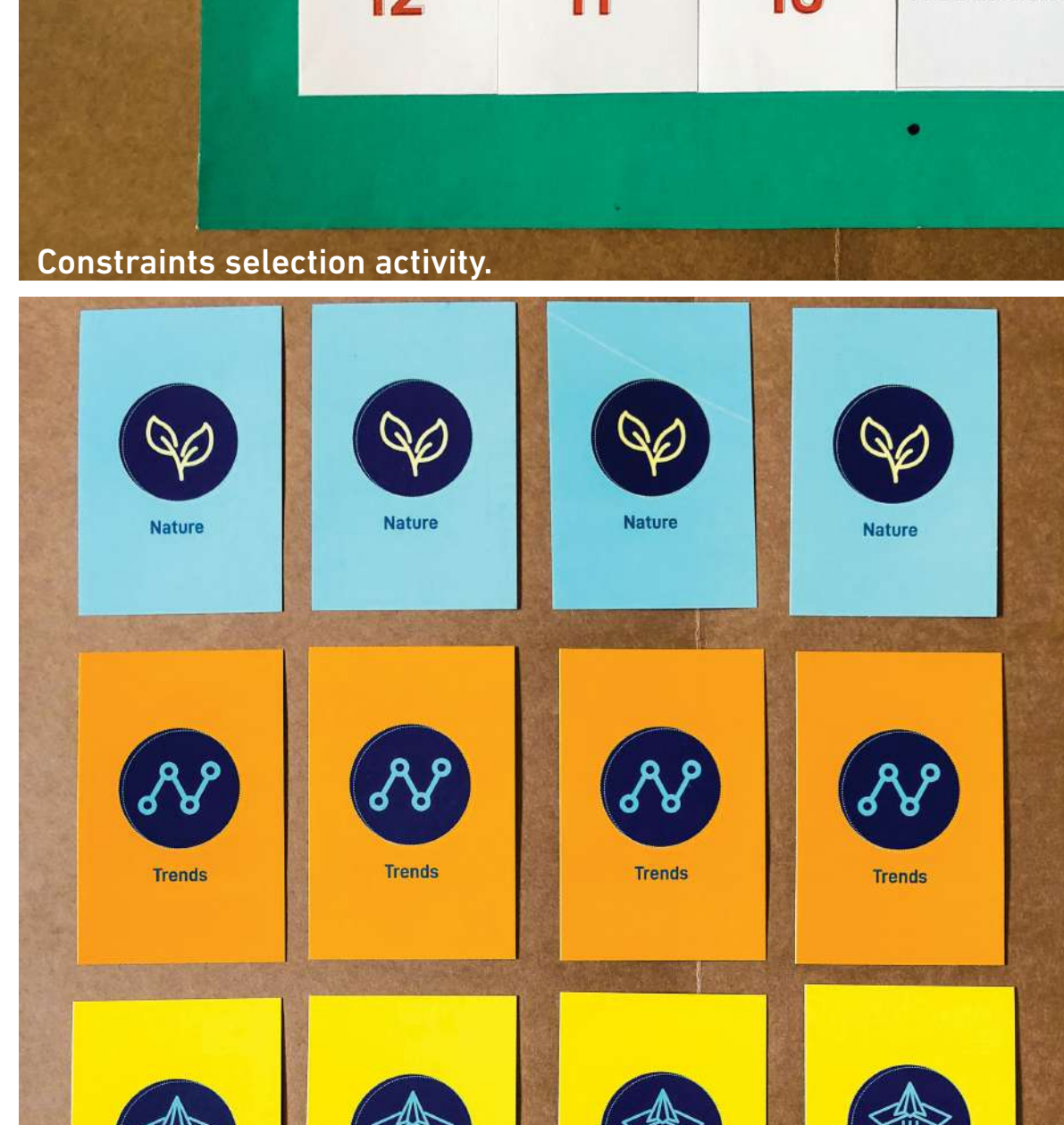
The solutions, took inspiration from different sectors and fields. The solutions were shared in the form of storyboards, a mock-up model, and roleplay.



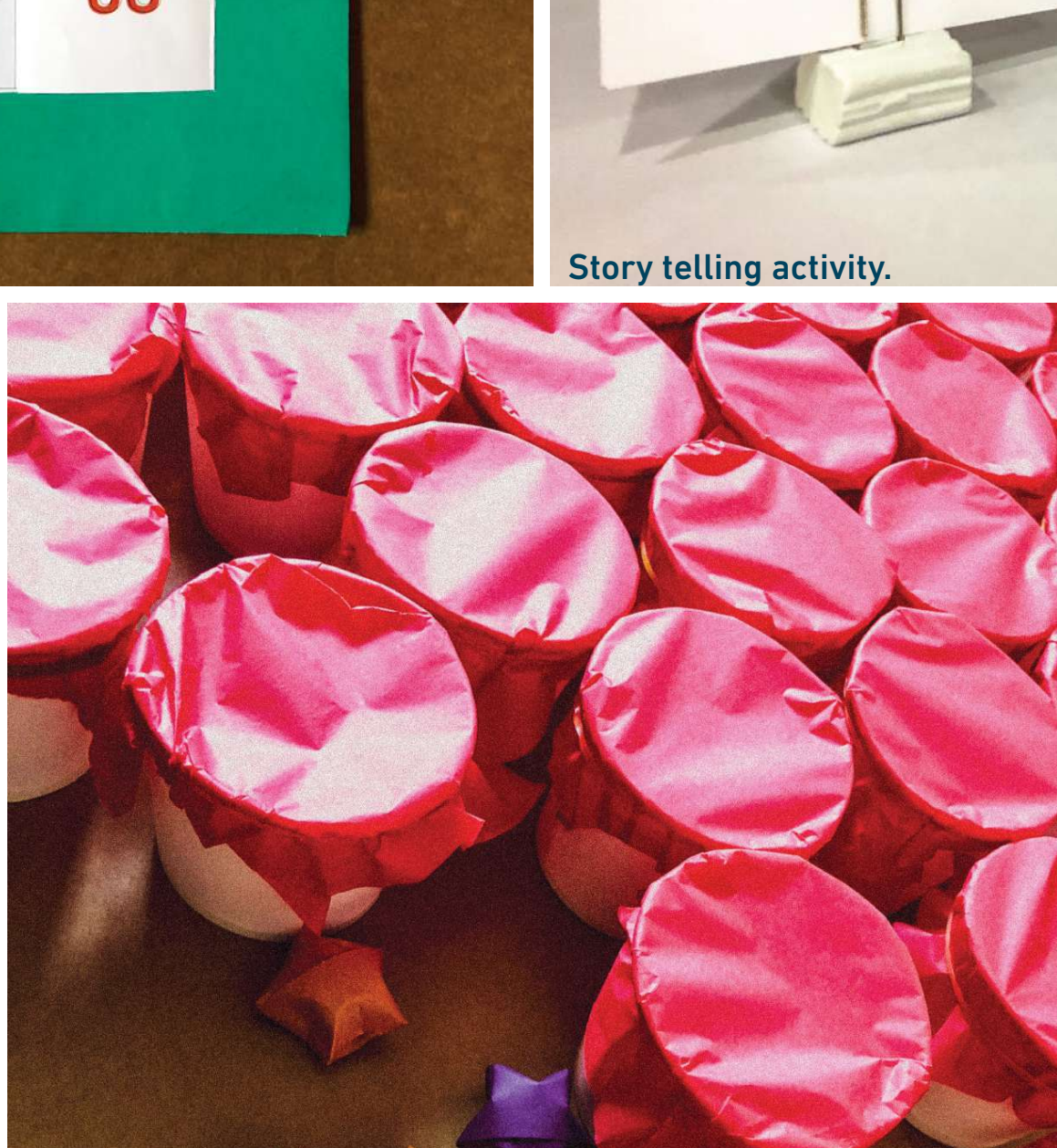
Constraints selection activity.



Story telling activity.



Idea generation cards.



Team formation activity



Feedback session