Do it yourself

Design Thinking

Workshop

A guide for medical educators

A simple guide to kickstart your own design thinking workshop.

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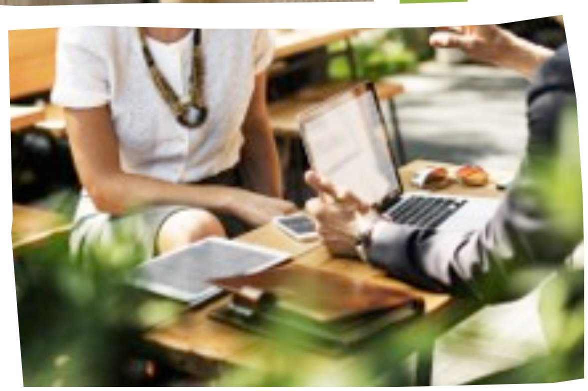

Prepared for #CORD18

iMedEd Track

Problem Domain

What is the problem you hope to focus your group upon?

Task for Preparation

Think about what issue you will want your attendees to help you think about. What is an issue or a problem locally that is a "pain point" for leadership, trainees, patients, or stakeholders. Use the space below to brainstorm some ideas!

Plan your stakeholder list below.

Who would you want to ask to help you generate your potential problems? Who can help you to select the most important on to address in your workshop? Use the space below to brainstorm some ideas!

Discovery

This is the very first activity you will run at your workshop (potentially after introductions and a brainstorming session). This is where you brainstorm and explore all the possible angles of a problem.

Task for Preparation

1. ***PREPARE THE STORY:*** *Usually this works best if you write a briefing paper that recaps the story about the current situation for your participants (300-500 words) An example of this would be the case here: https://www.aliem.com/wp-content/uploads/3.05-Case-of-the-Catastrophic-Classroom.pdf*

2. ***GATHER DATA IN PREPARATION:*** *Gather points of data, testimonials, surveys, roster guest "interviewees" that can form a panel on the day of.*

3. ***ASSIGN PRE-WORK:*** *Give participants some pre-work. Some examples of pre-work include:*
   - assigning team members to conduct empathetic interviews;
   - conduct "use diary" for themselves;

Tasks on the Day:

1. ***EMPATHETIC INTERVIEWING:*** *If you were able to bring in guest interviewees, conduct a brief panel discussion to set the tone of the types of questions you wish to ask, and then distribute the guests amongst your participants. Encourage your team to ask and LISTEN to what the problem is. Ask them to conduct open-ended, empathetic interviews within a team. Have only ONE interviewer per small group, with the others acting as scribes. Have the scribes directly observe and write down what they hear. Encourage groups to swap interviewers after 1-2 questions, and migrate to meet other interviewees.*

2. ***DOCUMENT REVIEW:*** *At some tables have documents that team members can review and use to construct their perception of "what's wrong"?*

3. ***DATA EXCHANGE:*** *If you assigned pre-work, have participants bring their notes or transcripts, and share it with group members.*

Interpretation

The second part of the workshop. This is where you combine the challenges from above and identify central themes.

Task for Preparation

1. ***BRING STICKY NOTES, MARKERS, & BRISTOL BOARDS:*** *These are good for brainstorming and then theming ideas that emerged from the discovery phase. Use 1 color for the interpretation phase.*

Tasks on the Day:

1. ***TELLING A STORY:*** *Read aloud the following prompt to the group: "Share your thoughts and insights from the discovery stage with the group. Actively listen to others' stories and assess for commonalities and differences."*

2. ***DATA EXCHANGE:*** *If you assigned pre-work, have participants bring their notes or transcripts, and share it with group members.*

3. ***BRAINSTORM:*** *Challenge individuals to list down all the problems and sub-problems that they can think of. Consider offering a small reward (chocolate bar!) for the individual or pair that can generate the most ideas. (Use Color #1 of sticky notes)*

4. ***SEARCH FOR MEANING:*** *Begin by clustering the different components of the stories and brainstorm into central themes. Have individuals take their items up to the wall and theme the items. Empower team members to help you to group stickies together by topic or theme. As a facilitator, create titles or general categories for each theme. Use the themes to identify insights.*

5. ***ISOLATE A PROBLEM (OR A FEW PROBLEMS):*** *Based on the thematic analysis above, make sure to have the group pick 1-3 problems that they think are most important. These serve as the launching point for your next activity. Try to make sure that your problem:people ratio is no more than 1:3 (i.e. if you have 9 people, then you can have 3 problems to take to next phase).*

"The best way to have a good idea is
to have a lot of ideas"
-Linus Pauling

Ideation

The third part of the workshop. This is where you brainstorm potential solutions and determine constraints.

Task for Preparation

1. ***BRING STICKY NOTES, MARKERS, & BRISTOL BOARDS:*** *These are good for brainstorming and then theming ideas that emerged from the discovery phase.*

Tasks on the Day:

1. ***"HOW MIGHT WE…":*** *Facilitate the "How Might We" brainstorm on Sticky notes (Color #2) - one idea per sticky for EACH problem that you selected in the previous Interpretation phase.*

2. ***BRAINSTORM BELL RINGER:*** *Divide the group into smaller subgroups and have them brainstorm about each individual problem. Give each group about 15 minutes at each problem station, and challenge them to generate solutions, and to riff off of ones already at each station. Again, consider offering a small reward (chocolate bar!) for the individual or pair that can generate the most ideas.*

3. ***TRANSCRIBING:*** *At the end of the brainstorm, have them aggregate the proposed solutions into a single list. For low tech version, give a large piece of chart paper and have them transcribe with a marker. If you have computers and wifi, send a google doc link to the participants and ask them to collaboratively transcribe all the solutions into the document in a table.*

4. ***SELECTING PROMISING IDEAS:*** *Combine similar ideas into categories. As a group, select the top ideas. (You can use a number of methods to narrow down the top ideas - voting, debating, using a SWOT analysis for key ideas).*

5. ***REFINING IDEAS/REALITY CHECK:*** *Determine what is at the core of the idea. Determine any potential constraints and solutions to those constraints.*

Experimentation

The fourth part of the workshop. This phase is about bringing your idea into reality. Building, testing, failing, learning, and doing it over and over again.

Tasks on the Day:

1. ***FORM SOLUTION TEAMS:*** *Divide the group into teams dedicated to specific high-priority solutions.*

2. ***CREATE A PROTOTYPE/PITCH:*** *Create a prototype to share the idea with others. Examples include storyboards, diagrams, fake advertisements, electronic mock-ups, models, and real-life simulation. Encourage creativity. This phase can last for hours to days depending on the complexity of the solution, and the details desired in the pitch.*

3. ***PITCH DOCUMENT:*** *Ask each team to eventually create a "pitch" document - 3-4 pages max. This can be drawn by hand or typed out. For instance, for a prototype app, a team then takes serial photos of sketches they made of "sample screens", so they have it on their smartphones.*

4. ***SOLICIT FEEDBACK:*** *Ask the teams to take their pitches out to the world (usually overnight, or between sessions) to collect feedback. Remind them to take notes for improvement, and archive them somehow. Encourage them to select multiple people from various backgrounds and perspectives to provide feedback. If possible, teams should identify trends in the responses, correspond with team mates, and find a way to refine or change the prototype based upon the responses.*

5. ***STAKEHOLDER CHECK IN:*** *The guest interviewees that were in Part 1 of the workshop can be invited back to act as judges now about the various pitches. Ideally you give participants at least 1 evening to prepare their pitches for presentations. Encourage teams to tell stories, engage in role-playing and improv, to convey their meaning.*

Evolution

This is the part beyond the workshop. This is the phase of the experience where you launch into development of your project. Then it is an iterative process; with each successive team meeting, planning/documenting your next steps, and sharing the ideas with people who can make the idea a reality.

Tasks on the Day:

1. ***DETERMINING OUTCOMES:*** *Determine the impact of the proposed solution, as well as potential pearls and pitfalls for future endeavors. Make sure to use a Specific, Measurable, Achievable, Results-focused/Relevant, Timely (SMART) objective so that you can measure successes or failures. Facilitate the various teams' choices in their outcomes*

2. ***DEFINING SUCCESS:*** *Help teams "define success" (Phrases like: "We will be successful when… <INSERT OUTCOME>). Have the teams converge on a set of outcome measures (can be quant and qual)*

3. ***TIMELINE:*** *Create a timeline (or Gantt chart), list tasks/actions, assign champions, identify gaps, plan for regular check ins and future team meetings.*

4. ***CREATE A PROJECT HOME BASE:*** *Consider having teams start virtual project "home base", i.e. creating a Google Drive/Site Folder, Basecamp account, Slack group, Wiki, etc.*

5. ***IDENTIFY POTENTIAL TEAMMATES/PARTNERSHIPS:*** *Identify partners who can help facilitate the continued success of your current idea, as well as work on future ideas. Learn from each other. Ask teams to audit their own team's abilities, resources, and connections. Figure out what is missing to help make project successful. Identify their "draft picks" for making their "success dream team"*

6. ***PROJECT TOUR:*** *Facilitate a "Project Tour" gallery walk, where all participants walk around as a big group and each project team quickly summarizes their idea and project again (i.e. deliver a refined pitch), then have them ask group about suggestions to fill the roster for their "success dream team".*

After The Session

1. ***REPORT BACK DAY:*** *Announce the next day when all project groups will convene and report back. Make sure to tell group to plan for this at the END of first session, and consider doing this 3-6 months from the day to allow teams to make progress.*
2. ***MIDPOINT CHECK IN:*** *Based on the team's own target timelines, plan to check in with them about half way between the two meetings and remind groups of their accountability.*

Notes