46th Annual Educational Conference & Exhibition

*Patient Access: The First Connection to a Lasting Impression*

September 21 – 24, 2014
MAKING FIRST IMPRESSIONS - LAST

You get what you Design
This was in “AUGUST”
Activity
Human-Centered Design Model

- Empathize
- Define
- Ideate
- Prototype
- Test
Draw Your Experience
Draw Your Experience

5 min:
Think about your worst/best hotel experience.
What images pop in your mind?
What colors come to mind?
Grab a piece of paper and draw!
Draw Your Experience - Debrief

5 min:
Pair up and debrief each other about the drawing
What do the symbols mean?
Why those colors?
SIX WORD STORY
Six - Word Story

2 min:
Write a six word story for your best or worst Hotel experience
Six - Word Story - Debrief

5 min: Share your six word stories with each other
General Share out
Journey Mapping
Customer Journey Example: Car Purchase

Positive Experiences:
- Researching cars, found new model
- Found special financing offer
- Call from an employee who explained the alternatives
- Received "Thank You" letter
- First ride in the new car

Negative Experiences:
- Car has an engine failure
- The financing offer is actually not what was promised
- Waiting to receive contract
- Signed financing and purchase contract

Time
Human-Centered Design Model

- Empathize
- Define
- Ideate
- Prototype
- Test
PROTOTYPING
THE MARSHMALLOW CHALLENGE
Teams of 4

20 Sticks of Spaghetti
1 Yard Tape
1 Yard String
1 Marshmallow

GOAL:

Build the tallest freestanding structure.

You may use as much or as little of the supplies as you wish. However, the entire marshmallow must be on the top of the structure!
SUMMARY
REFERENCES

STANFORD D-SCHOOL

INNOVATION CONSULTANCY
https://xnet.kp.org/innovationconsultancy/

THE MARSHMALLOW CHALLENGE
http://marshmallowchallenge.com/Instructions.html