

a documentation of
process

**Interaction Design Workshops II:
Applications in Health and Wellbeing**

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BJC Healthcare**

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≡ The Prompt ≡≡≡

“ Patients struggle with transportation issues, impacting their ability to manage their health. ”

Research Process

Interviews

We conducted interviews at Barnes Jewish, and Christian Hospital with patients and social workers. Each interview lasted approximately 30 minutes. Interviewees were arranged by the BJC innovation team.



Class Collaboration

We shared valuable insights from our interviews with our classmates, and participated in a workshopping session at BJC to further process and evaluate the interviews. This helped everyone in the class to more properly understand the transportation problem.



Secondary Research

After sharing information throughout the class, we identified pieces of information that would be helpful for us to know before moving forward. Some topics we researched were logisticare, Medicaid, and additional transportation options.



≡ Experience Map ≡

Utilizing the research we conducted, we were able to create a fairly comprehensive map of a patient's experience when using transportation to and from the hospital. This process allowed us to empathize with the patients, and more properly identify areas to target with our solutions.

The experience map consisted of a more detailed version of the following matrix:

BJC Patient Experience Map

EXPERIENCE MEDICAL ISSUE

SCHEDULE APPOINTMENT

TRAVEL TO APPOINTMENT

HAVE APPOINTMENT

RECEIVE INFORMATION

TRAVEL HOME

RESPOND TO NEXT STEPS

ACTIONS	EXPERIENCE MEDICAL ISSUE	SCHEDULE APPOINTMENT	TRAVEL TO APPOINTMENT	HAVE APPOINTMENT	RECEIVE INFORMATION	TRAVEL HOME	RESPOND TO NEXT STEPS
<p>Call the doctor Walk to a friend Google it</p>	<p>Look up notes from Plan transportation Call hospital Check doctor's schedule, find when Next time, schedule appointment, read doctor if the last time</p>	<p>Remember appointment Take the metro Call Cab-a-Ride Take the bus Drive Don't intend to drive Walk Take a taxi Ride a bike</p>	<p>Form opinion on doctor Wait Unknown timing</p>	<p>Take the metro Call Cab-a-Ride Take the bus Drive Don't intend to drive Walk Take a taxi Ride a bike</p>	<p>Take medicine Get medicine from pharmacy Get another doctor Physical therapy</p>		
<p>EMOTIONS</p> <p>Frustrated about not being healthy Frustrated, unsure of diagnosis Anxious to have to go to the doctor Worried about the possible expense Worried about meeting with Scared about possible stress "I am responsible for my health" Motivated "The Goddard year!" "Yes, right!"</p>	<p>Knowledgeable whenever interacting with an unfamiliar system Happy with helpful service Nervous - "I just scheduling something"</p>	<p>Frustrated that not a priority when Cab-a-Ride drivers are unexpectedly to get them to hospital when they can't move quickly Frustrated with Cab-a-Ride's rules Upset about having to pay Glad that call a ride website Comfortable calling friends & family for help Scared about power chair theft Cab-a-ride drivers are safe "My chair is my Cadillac" "My chair is too heavy so I can't take a cab!"</p>	<p>Form opinion about doctor Nervous about appointment "My doctors are busy so they can't help" "I have been, they are so good" the doctor</p>	<p>Overwhelmed with transportation options Social workers, frustration with lack of an adequately engaged & responsive system Social workers, but under-appreciated Patients frustrated with waiting times for ride or transfer systems The Cab-a-ride drivers are safe Scared about power chair theft "My chair is my Cadillac"</p>			
<p>QUESTIONS</p> <p>What does my insurance cover? What are my transportation options? What insurance do I qualify for? "There are no good questions about your body"</p>	<p>What is my best/better schedule that? What are the metro times on the available appointment days?</p>	<p>What will the weather be like? What if my chair gets stolen?</p>	<p>What will the weather be like? What if my chair gets stolen? What are the metro times on the available appointment days?</p>	<p>What will the weather be like? What if my chair gets stolen? What are the metro times on the available appointment days? "My chair is my Cadillac"</p>			
<p>LOW POINTS</p> <p>Spent down prevents people going to the doctor</p>	<p>Last minute changes, can't change appointment with because of scheduled transportation Spent down times were available to receive care Pain of transportation/First Travel Waiting time</p>	<p>Last minute changes Cab-a-Ride waiting time Pain payment for transport. Should Public transport alternatives Confusing disoriented state Takes longer than necessary to get there Not walk enough for power chair B/C resources alone I wouldn't call-a-ride time pick up Believe an others for help Pain of transportation/First Travel</p>	<p>Cancel change appointment time Cab-a-ride waiting time Required walk time for Cab-a-Ride. Should Public transportation route alternatives Confusing disoriented state "My chair is too heavy so I can't take a cab" Longer transport time than necessary Not walk enough for own power chair B/C resources given to unqualified people Absence of B/C resources Missing</p>	<p>Spent down results in expensive needs Not walk enough for own power chair Believe on others for help Unsure or not aware of insurance eligibility</p>			
<p>HIGH POINTS</p> <p>Community support helps received information data</p>	<p>Community support Positive attitude Hospital information data Opportunity for social setting</p>	<p>Medical team for transportation Positive attitude B/C resources can help Good attitude/individual "Taking my power chair is like riding a bike, walking down the street with wheel in your hand"</p>	<p>Community support Positive attitude Social opportunity "I love them they are so good" the doctor</p>	<p>Community support Positive attitude Social opportunity</p>	<p>Community support Positive attitude B/C resources help Social opportunities</p>	<p>Community support Positive attitude B/C resources alone Believe, truly, delivery "Taking my power chair is like riding a bike, walking down the street with wheel in your hand"</p>	

≡≡≡ Pain Points ≡≡≡

By flushing out our experience map, and working with the cumulative information from our interviews, we were able to identify three main ideas that we wanted to tackle with our solution. Each insight was pulled directly from an interview conversation.



“I feel like I’m always waiting around”

- Joanie, BJC Patient



“You’re the first young person I’ve seen in a while”

- Ruth, BJC Patient



“Travel agent should be in my job description

- Maura, BJC Social Worker

≡ Reshaping the Problem ≡

“ The ride home from the hospital presents a significant barrier for patients in managing their health. ”

New Goals

- 1 Reduce patient wait time
- 2 Create cross-generational conversations
- 3 Reduce social workers' burden

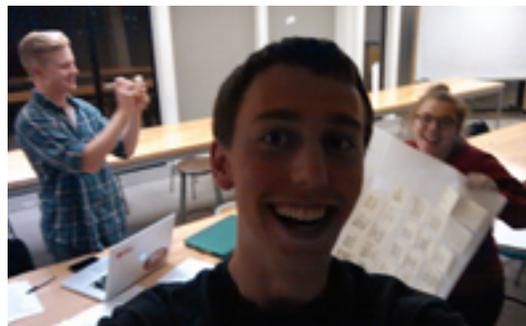
Ideation

To come up with creative solutions to assist patients with their transportation home from the hospital, we took multiple approaches to brainstorming and ideation. Each strategy presented us with a different team dynamic, which was helped us yield creative new ideas each session.



Virtual ideation

Working remotely, we all participated in a virtual ideation by creating a Google Document that we could edit simultaneously. Utilizing the concepts of Gaming and Social Media, we participated in 10-minute “sprints” in each concept (i.e. how Gaming relates to our first pain point, and the second, etc.)



In-person brainstorm

Working in person provided us with a very different dynamic. We were less structured in our approach, and took a more traditional, bounce-ideas-off-one-another approach to the brainstorm.



We learned that regardless of the format in which you come up with ideas, it is incredibly important to all be present at the same time. When you see or hear the ideas of your teammates as you are coming up with ideas yourself, you are able to feed off of each other and get to places you would not have been able to on your own.



travel pals

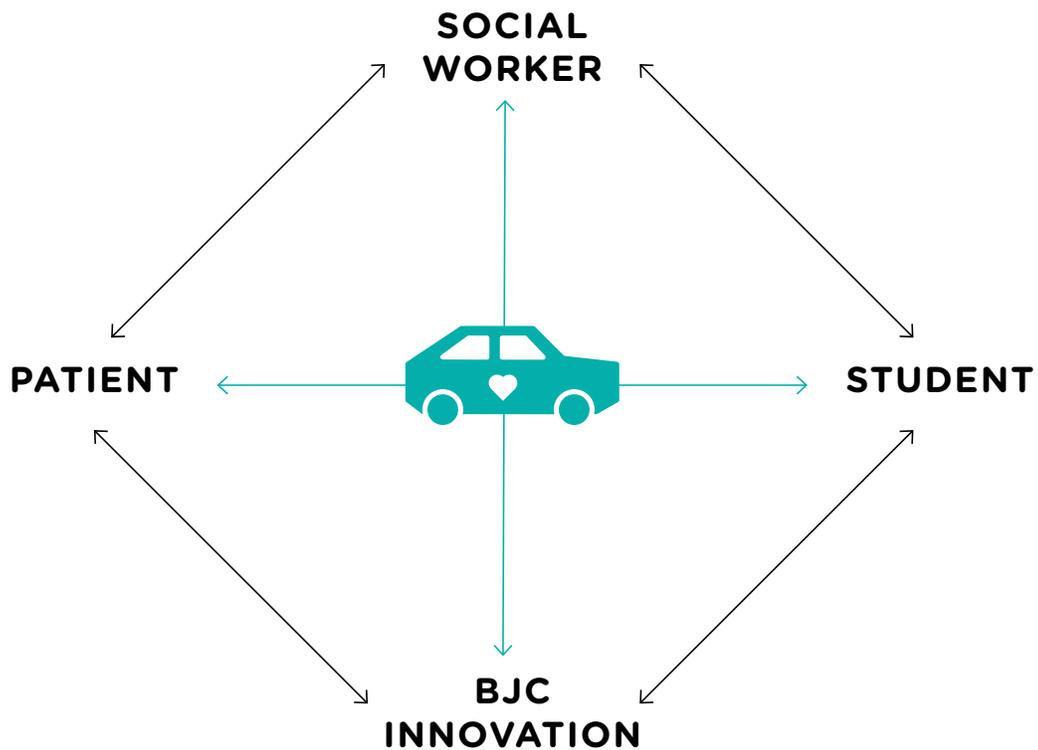
Travel Pals are **local social work students** that improve the transportation experience of BJC patients by **providing dependable rides home** from the hospital.

Through cross-generational, organic conversations, patients **end their hospital experiences on a high note** and the travel pals use the **candid insights** as fuel for monthly workshops with the BJC innovation team.

With this additional transportation resource, social workers can stop feeling like travel agents and **focus on what they do best.**

Stakeholder Map

This stakeholder map represents all parties involved in Travel Pals, and how their current relationships are supplemented by the new program. Travel Pals connects everyone relevant to this problem.



Beneficial for All

The best part about Travel Pals is that it is mutually beneficial for all parties involved. Everyone has an incentive to participate because they all gain something from the new relationships formed through the program.

Patient

- > A safe, reliable ride home from the hospital
- > Cross generational conversations
- > A humanized end to their hospital visit

Social Worker

- > Reduced work load
- > More time to spend on the core of their job
- > Cross generational conversations
- > A humanized end to their hospital visit

Student

- > Hands-on experience in a hospital setting
- > Mentorship from social worker
- > Practicum hours for school program

BJC Team

- > Real-time, candid feedback from patients
- > Travel Pals to assist with ideation

Our Team



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