# How Healthcare Experiences are Becoming a Little Less Scary and a Little More Like Me

## Why We Use Human Centered Design

The most successful healthcare experiences (and by experiences we mean everything from mobile apps to a trip to the doctor) won't strive to change users or behaviors to fit a product or process. Success is about designing the product/experience to fit its users.

Where do we start?  **We Listen.** The builders get into the shoes of the target audience – clinicians, patients, families.  Families!  Families and caregivers are processors of information, translating information to other family members, making decisions and treating patients.

We observe the current experience, ask where are the hang-ups and how could it be better?

Then what?  **We Create** a prototype tested to mimic the experience of a first-time user, participant, patient, customer.  We observe how clinicians and families interact with a product or navigate an experience.  This process reveals the true intuitive responses of our audience.

We then steer our development based on the intuitive and logical responses we're seeing.  We inject those intuitive responses and behaviors into product design.

After more testing, we change design based on the experiences of patients, the needs of clinicians, the feedback from families and caregivers.  Using a collaborative design process, we note that our users are some of our best architects.

Finally, **We Deliver** a product or experience that is co-created by its users - nurses, doctors, patients and families.
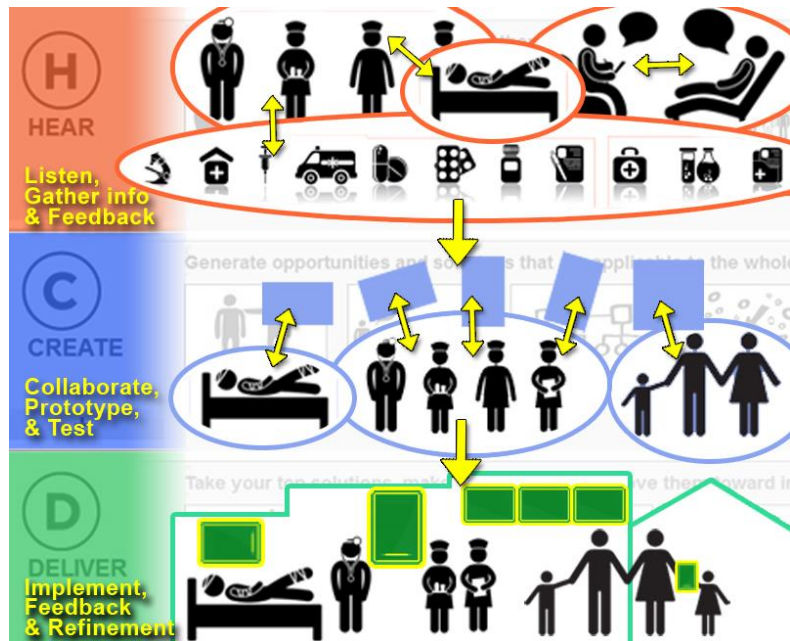
**Sample Case Study:**

An industrial engineer at a large Healthcare technology company wrapped up a two-year project working on a brand new, beautiful MRI machine. It won awards for technology, for magnetic resonation.

At one launch at a hospital, he proudly waited to see his design live in the hospital.  He encountered a young patient with her parents in the hallway, about to go into the scan room.

The little girl was clearly terrified, tears rolling down her face.  A nurse walked toward them and gave her a sedative to calm her down before her test.

This moment changed the engineer's perspective forever.  He knew he had to approach the MRI design from a different perspective, one more human-centered.  MRIs had to be less scary!

Without significant funding to redesign the MRI machine from scratch, the engineer focused on the experience. He and his team transformed the MRI machine into a kid's adventure story, applying colorful decals to the outside of the machine and on every surface of the room, covering the equipment, floor, ceilings and walls. They also created a script for the technician to lead their patients through the adventure.

Some of the prototypes included a pirate ship and a space ship.  With these new designs and others, the number of patients needing sedation decreased dramatically. Patients were happier. Hospitals were happier. His greatest achievement was when a young boy once asked his mom after the scan: "can we come back tomorrow?"