Visualizing your Solutions

The Innovation Catalyst Program at CCI
November 7, 2017

Patricia Merino Price, HumanSights

CCI
CENTER FOR CARE INNOVATIONS

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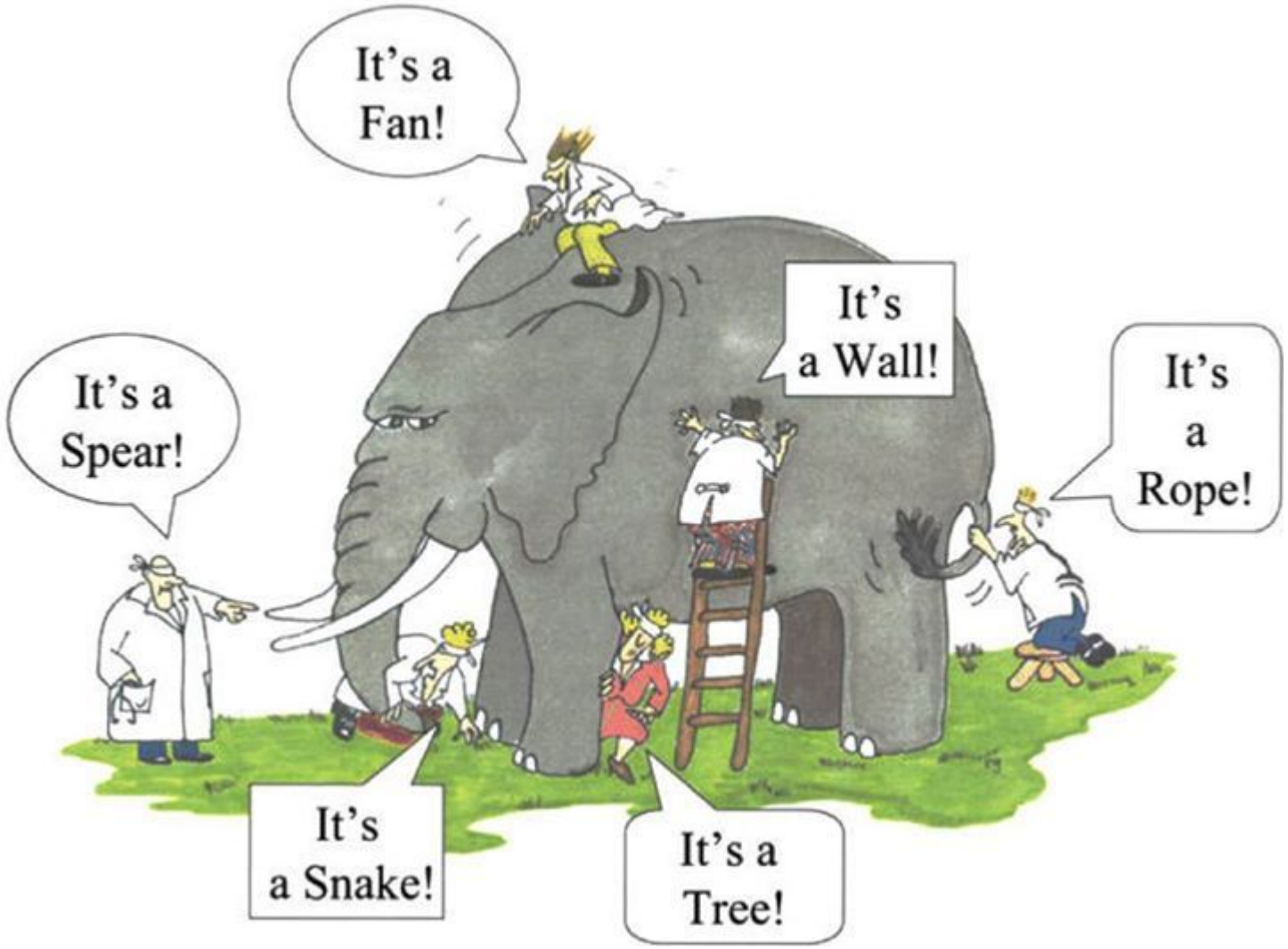

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Learning to visualize your thoughts, concepts, and solutions will move your work forward in

wondrous leaps.

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Welcome!

Before we start, in the chat, type:

1. Your name
2. Organization
3. Question(s) you have about visualizing your solutions?

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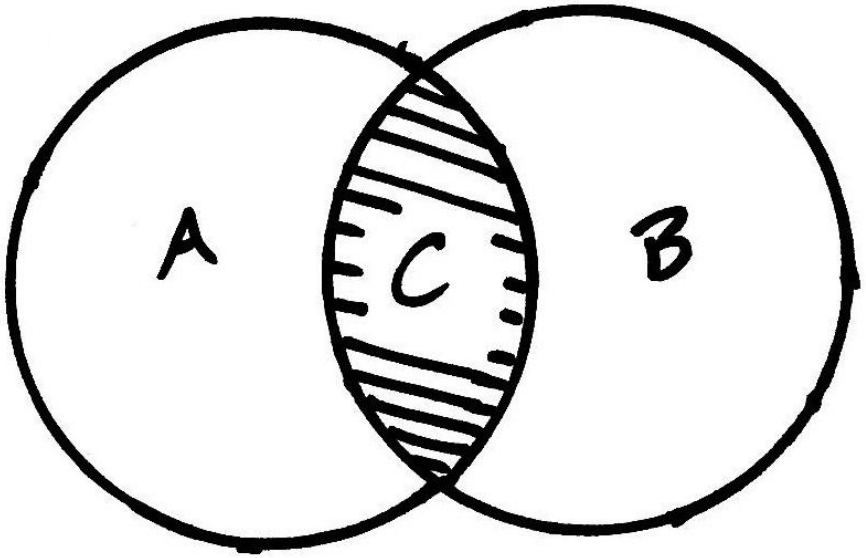
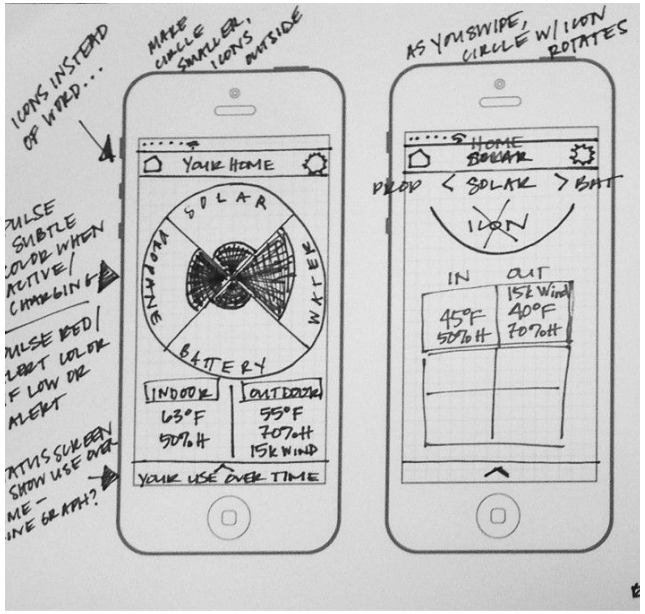
Why & When to Visualize?

2 Main purposes of visualization:

Communicating something...



Conceptual



Concrete

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How can drawing help me?

Better understand and define the context and boundaries of a problem

Develop more usable & useful solutions

Share learnings & solutions in a more accessible way to spread benefits to others

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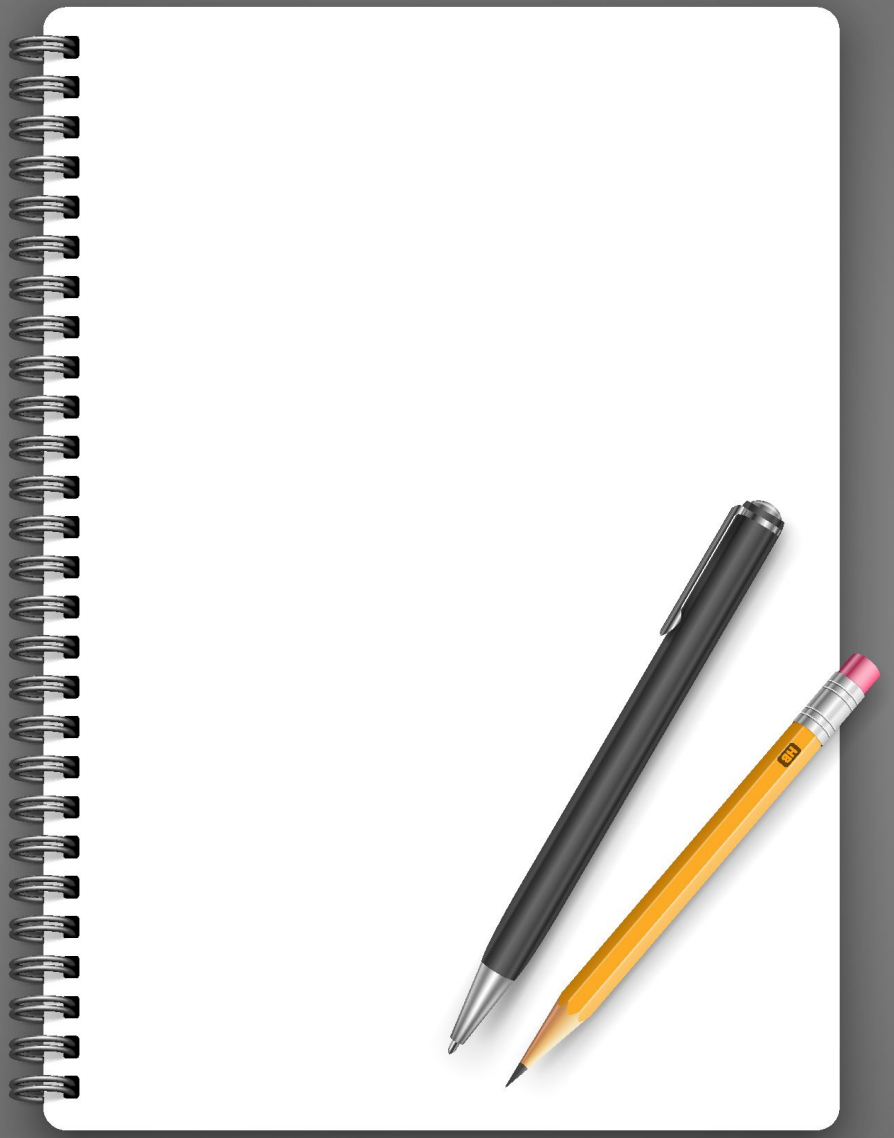
your turn!

Let’s warm up:

Get a pencil or your favorite pen and a few pieces of (ideally) blank paper.



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your turn!

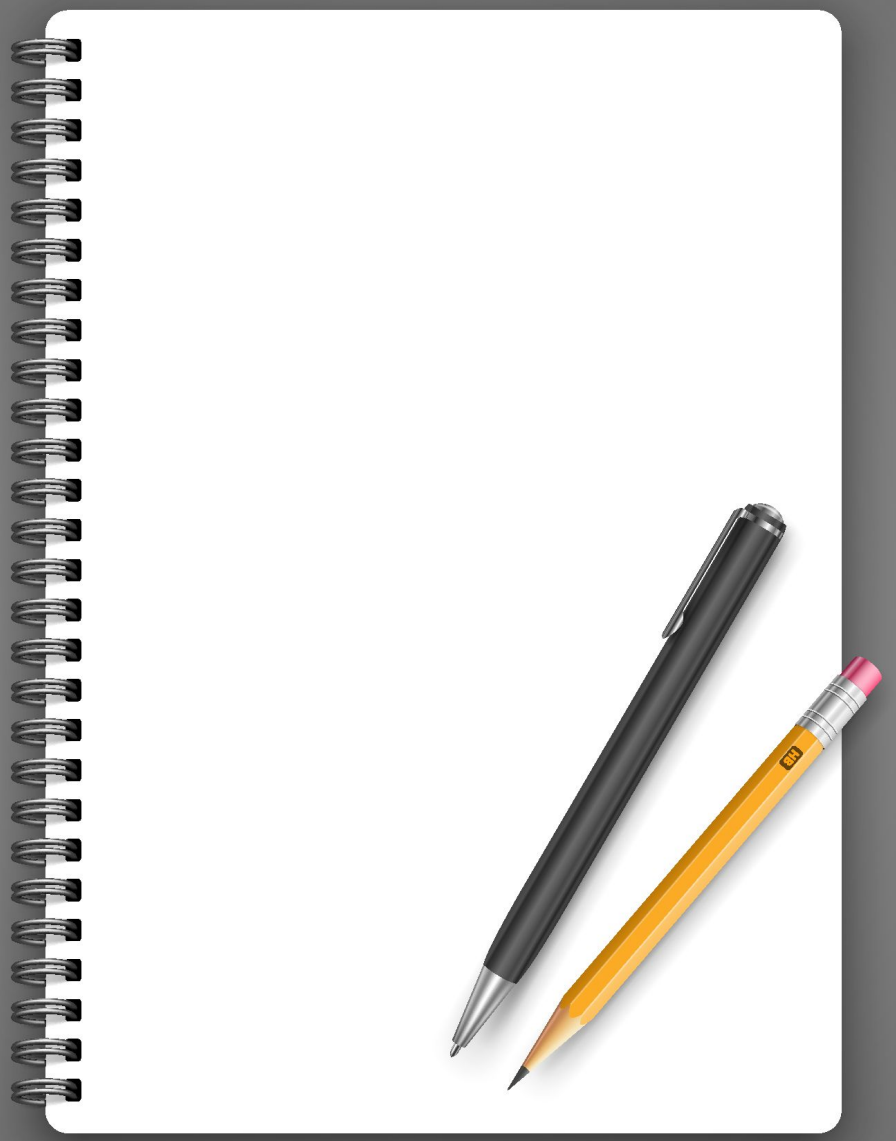
Draw the following:

- Circle
- Square
- Triangle
- Arrows

However you want!
Add any additional flair.

Take a picture and SMS them to at [removed]

(feel free to keep doodling as we go.)



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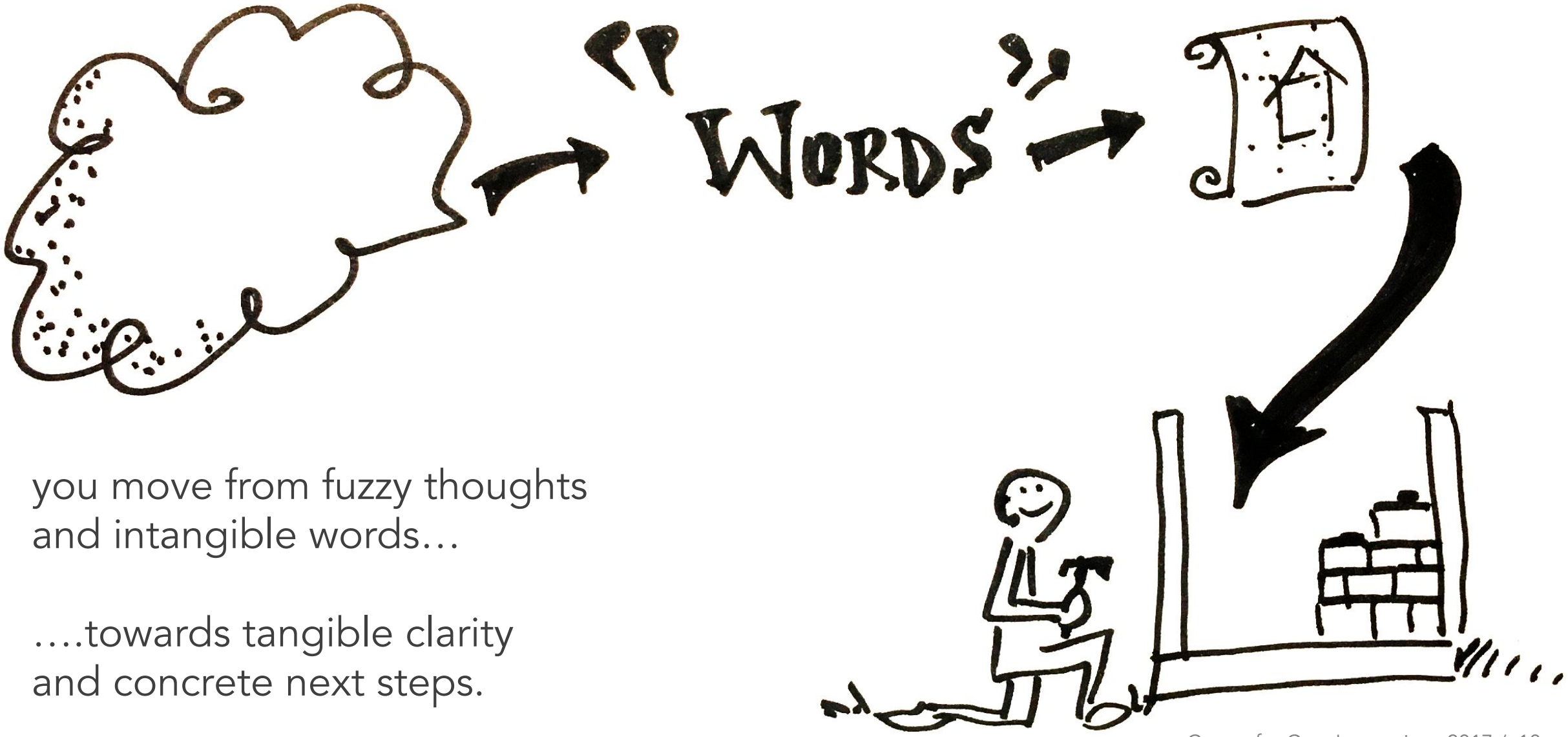
When you draw...



you move from fuzzy thoughts
and intangible words…

….towards tangible clarity
and concrete next steps.

Let's use your case study visual as a way to try out some of these ideas.

VISUAL OF THE SOLUTION

Share one legible sketch (pen and paper), storyboard, process map, or other framework that visualizes what the sequence of events what the experience was like with your solution from the perspective of an end user (provider, patient).

Note: DO NOT insert your sketch here. Upload the sketch to the "Case Study Materials" folder using this naming format: HEALTH CENTER NAME_Sketch1.

or…

.

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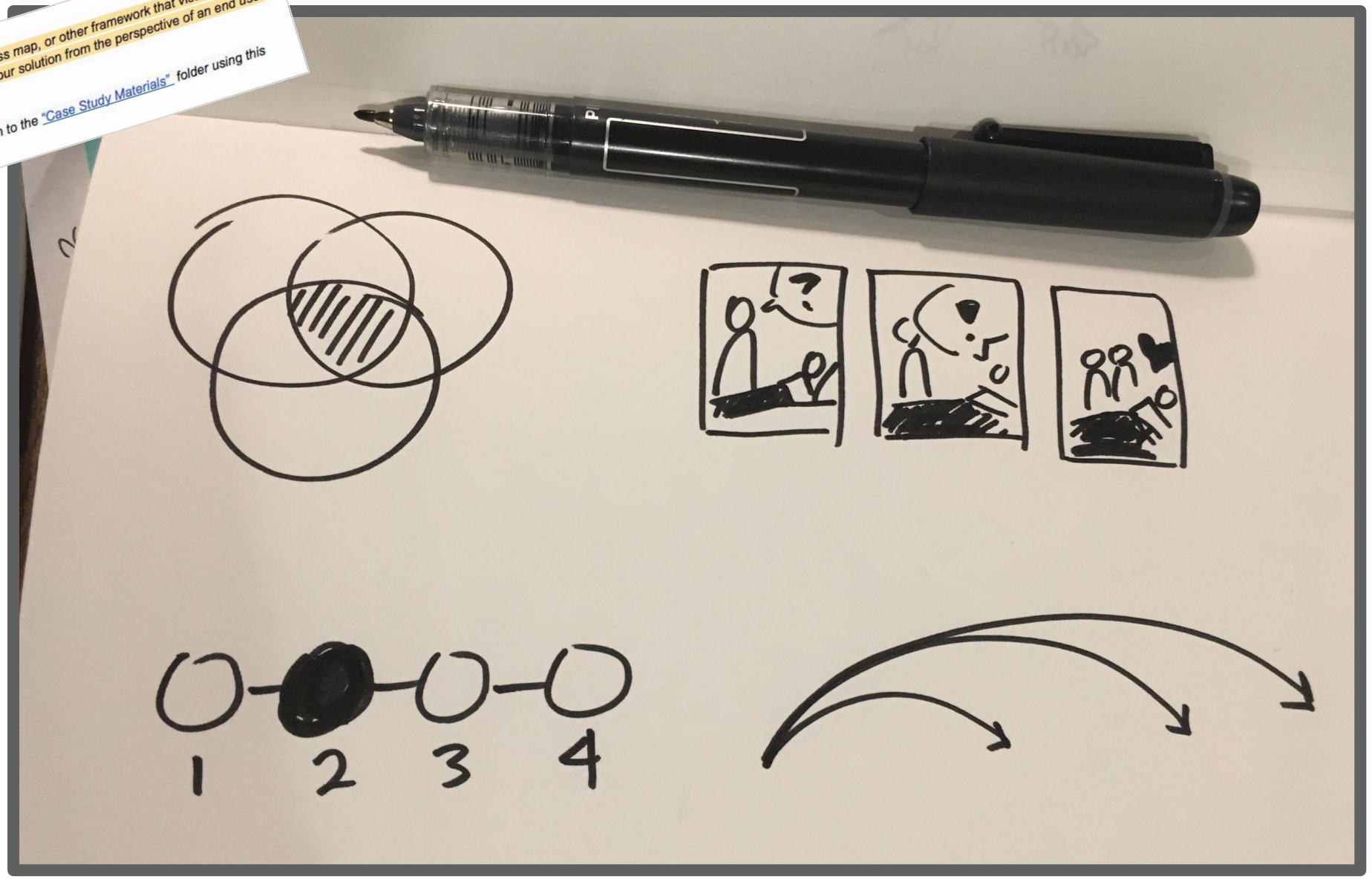


So how can we visualize our solutions?

1. Start with the basics:

What is your subject?

VISUAL OF THE SOLUTION

Share one legible sketch: storyboard, process map, or other framework that visualizes what the sequence of events what the experience was like with your solution from the perspective of an end user (provider, patient).

Who is your audience?

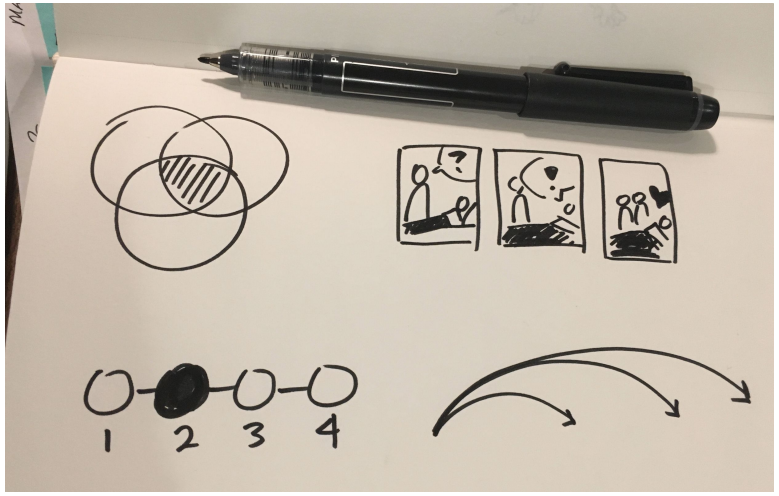
Other Safety Net providers interested in learning from your efforts.

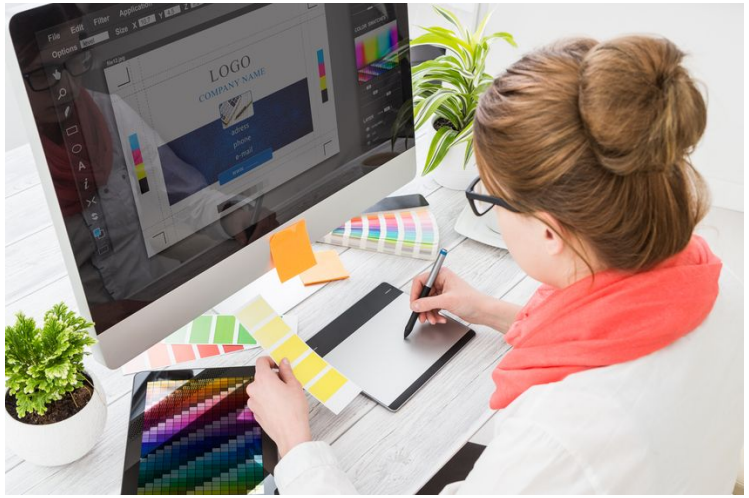
In the near term, the graphic designer who will help translate your efforts into a refined case study.

What fidelity is needed?

At this stage: rough.

Like back of the napkin rough.





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your turn!

Write down the 1-2 sentence description of your solution.

Include:

- what your solution is
- who it helps
- when it helps
- how it helps
- why it helps

Our solution, (name of solution),

helps (user):

when (moment of intervention):

by (how it helps):

because (why it helps):

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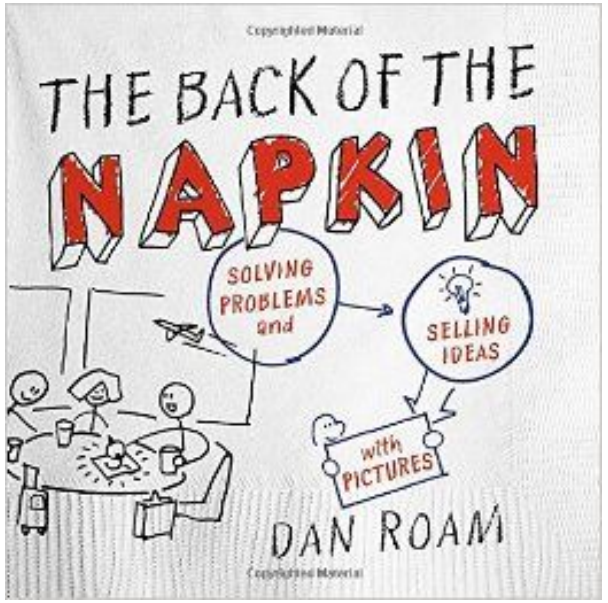
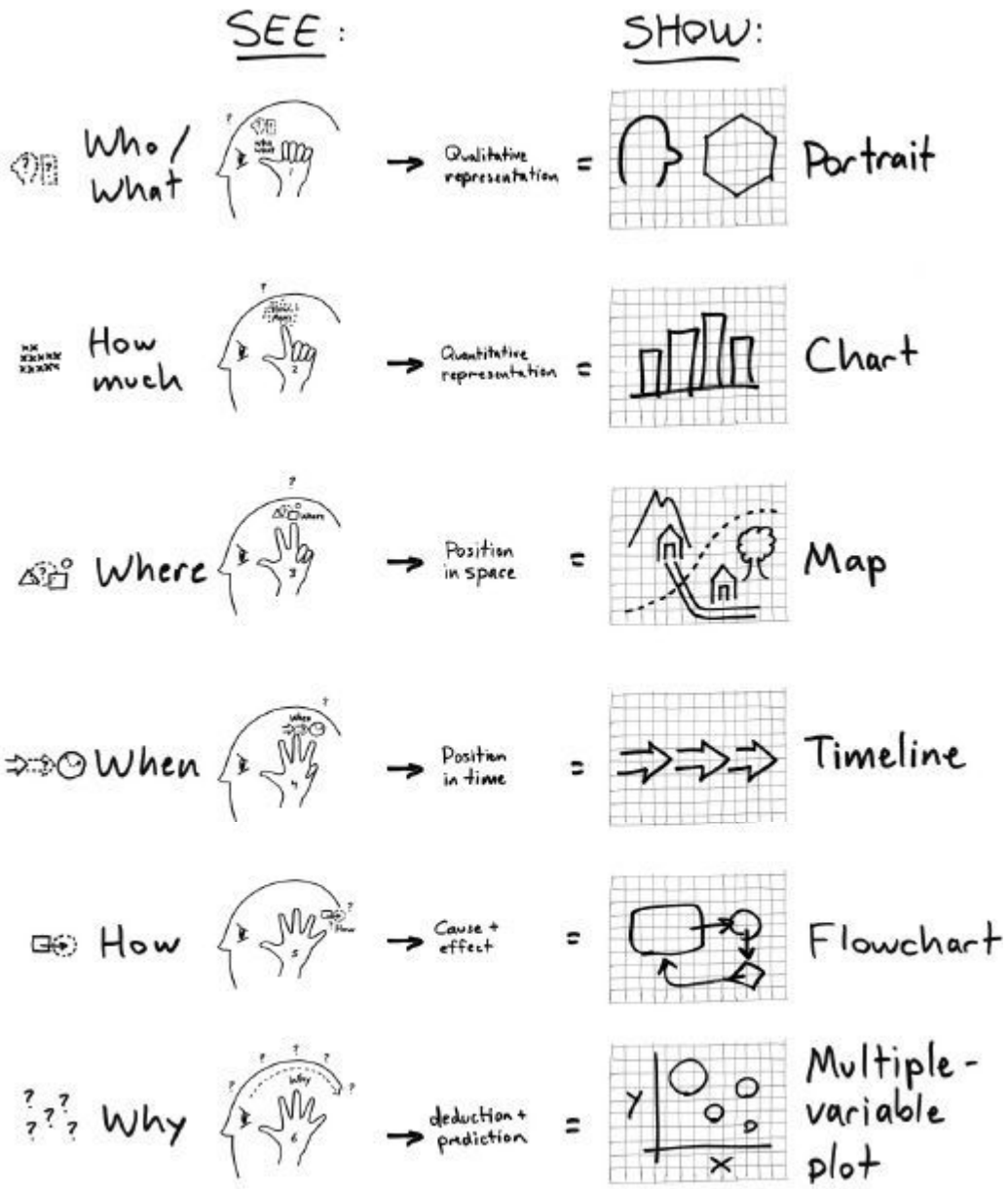
So now think more specificially about
“How it helps”

What information is most important to communicate?





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example Timeline:

From Journey Map to Storyboard

http://www.designkit.org/methods/35

Think through the details of your concept by breaking your idea into smaller moments in the experience. A great way to do this is by creating a Storyboard that shows how a potential customer might interact with your idea over time.

DESIGN KIT INTRODUCTION TO HUMAN-CENTERED DESIGN WORKSHOP

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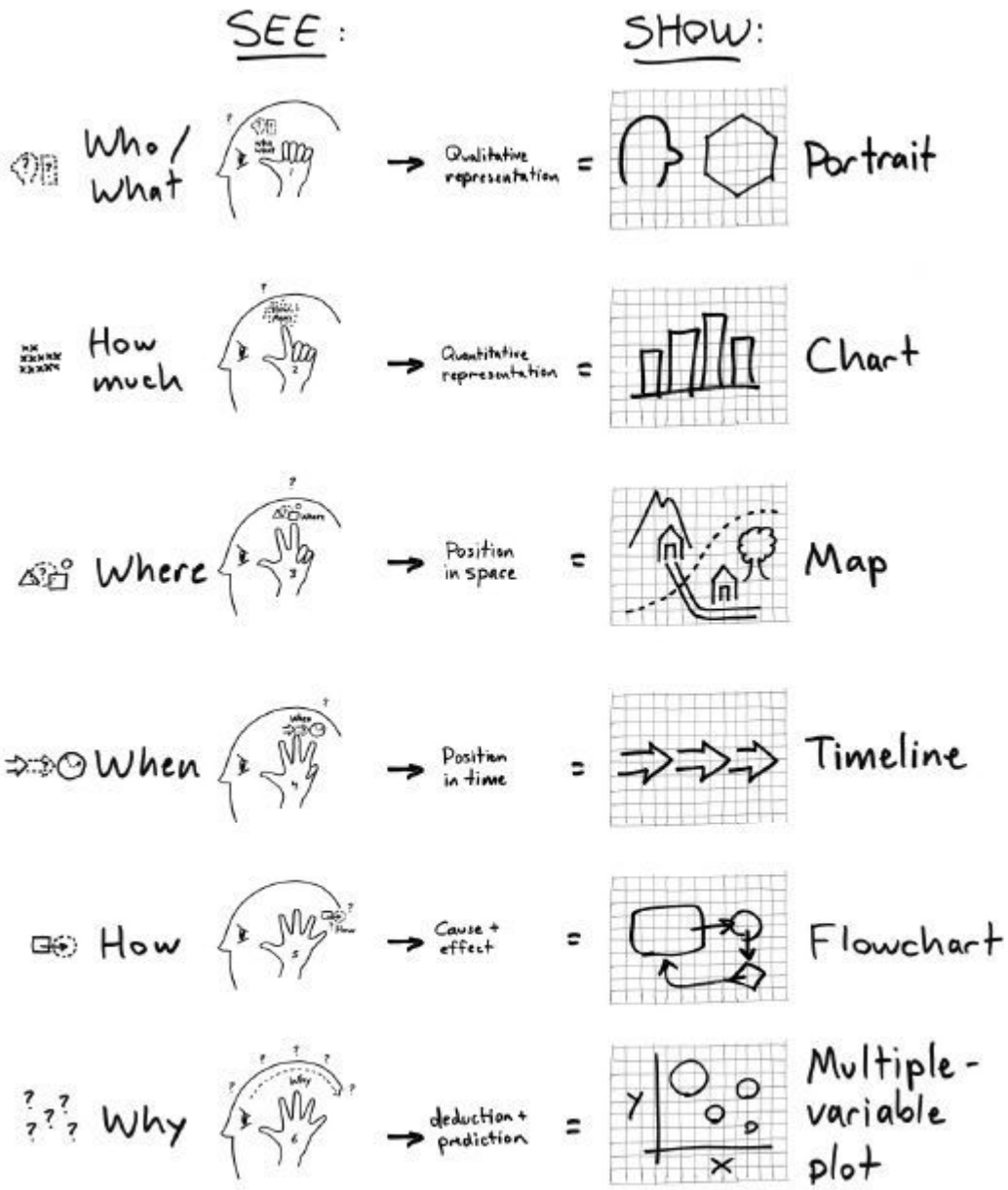
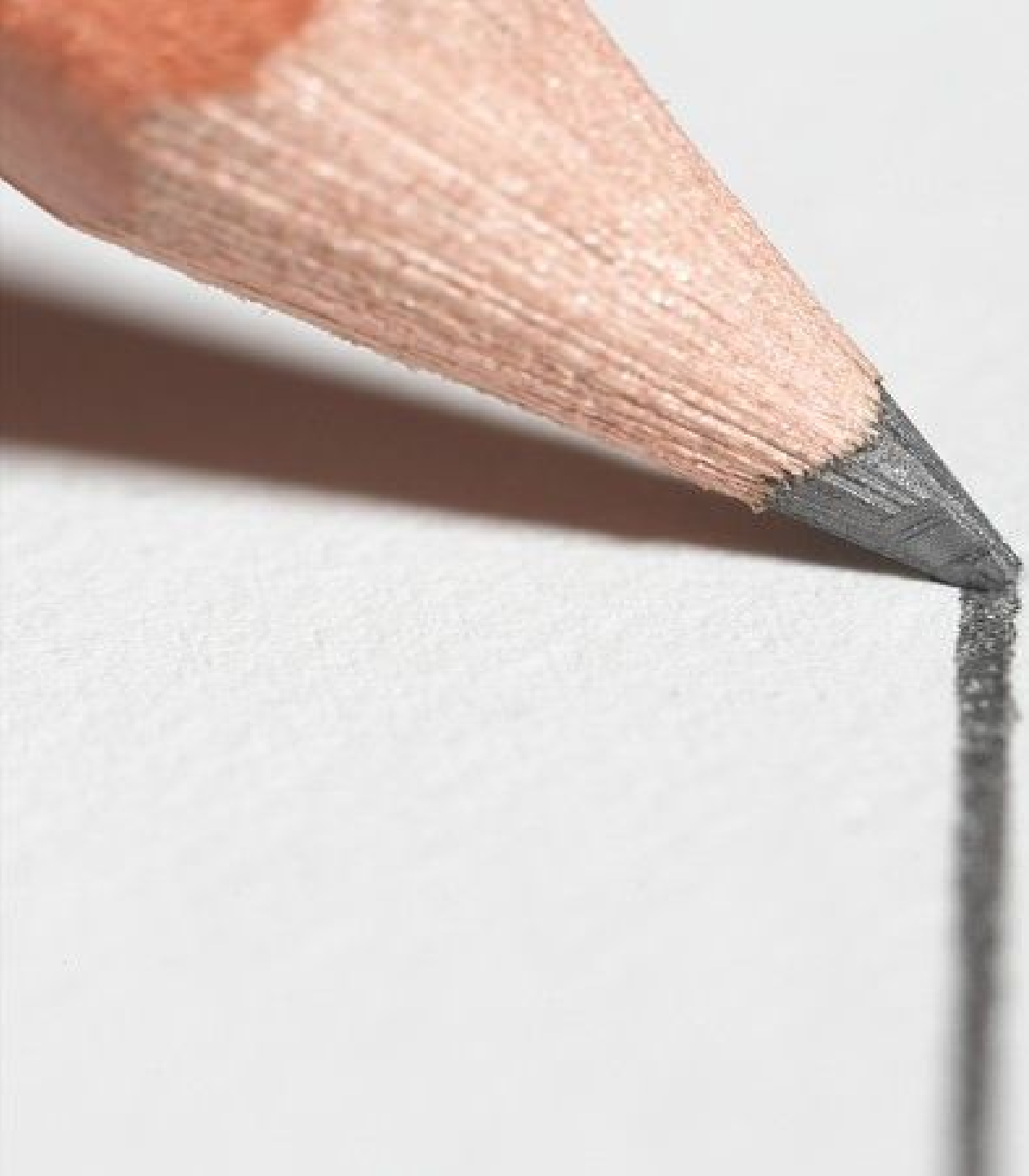
your turn!

Now determine what's at the core of your solution. (e.g., role, process, environment, tool change)?

Identify one type of drawing that could help show the core of your solution, highlighting what makes it really useful.

Take a picture and SMS them to [removed]



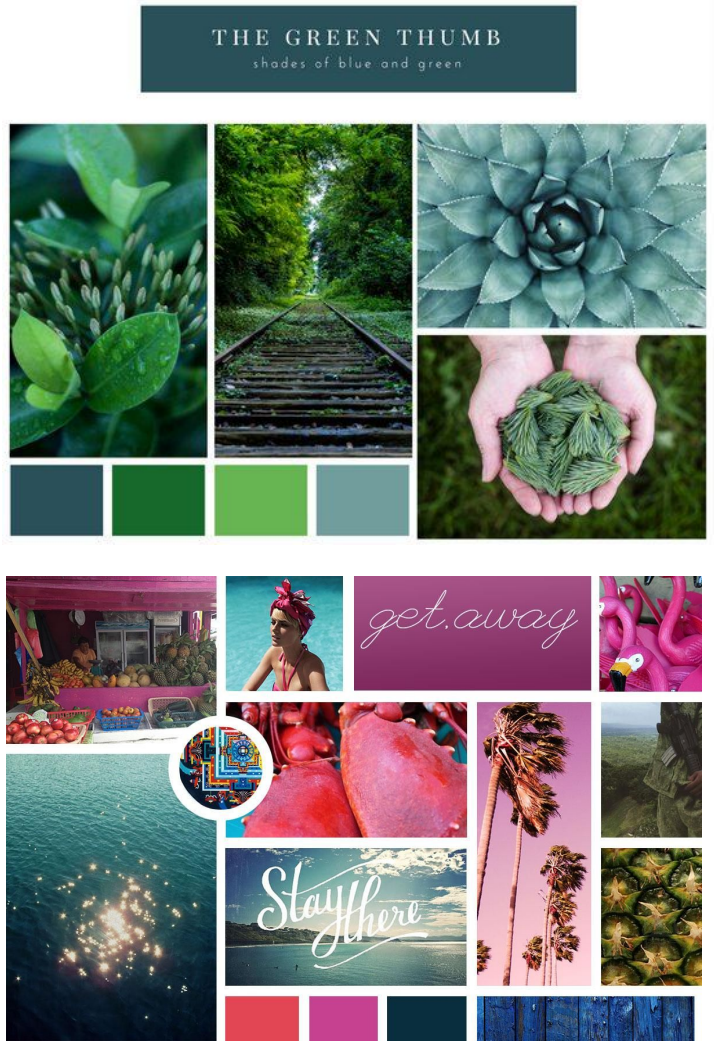


Putting pencil to paper helps you:

- Connect more viscerally to your thoughts.
- Clarify ideas with yourself and with others by giving you something tangible to discuss.
- Think through more complex system challenges by giving them form, breaking down the pieces, and mapping their relationships to each other.

Basics of information design

Context / Intent / Tone / Emotion



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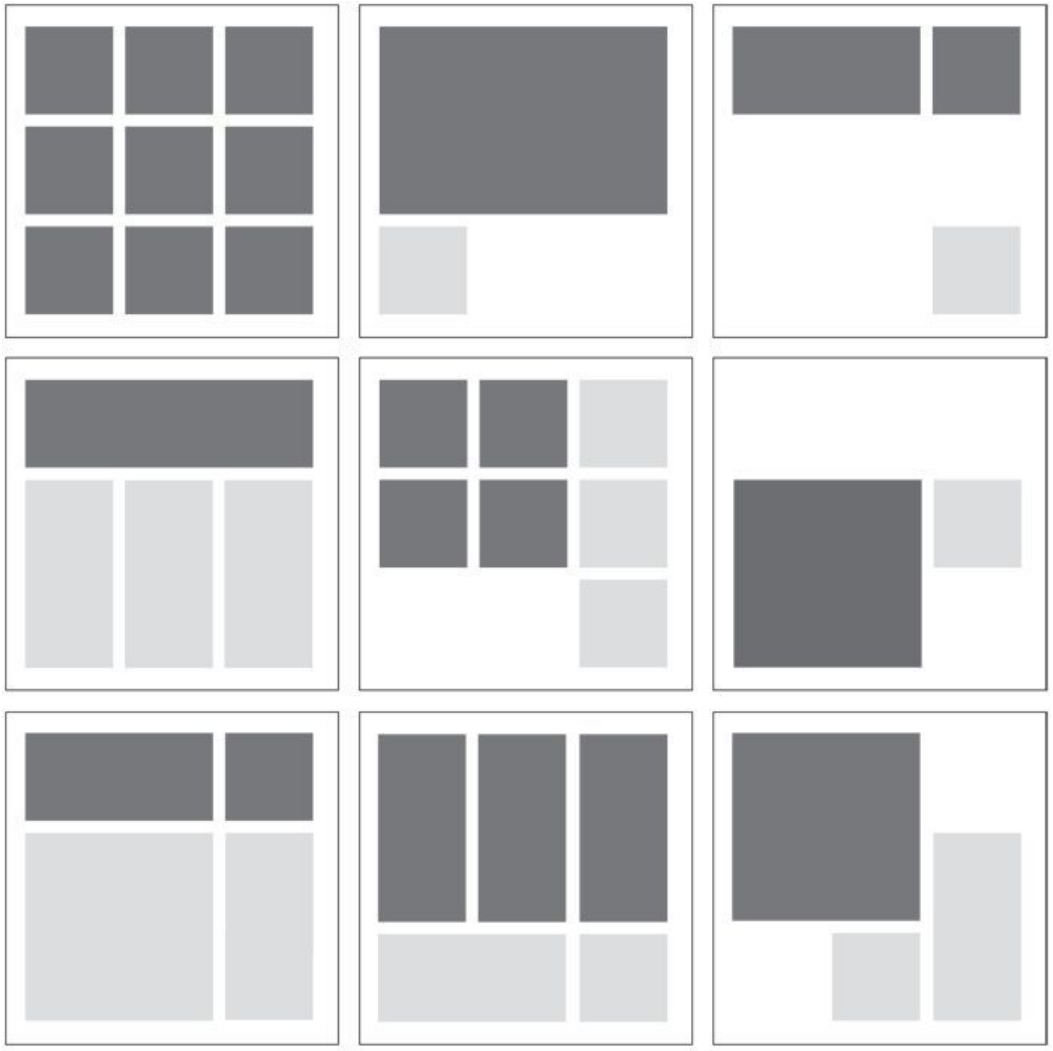
Focus / Hierarchy

Layout / Grids



John P. Corrigan

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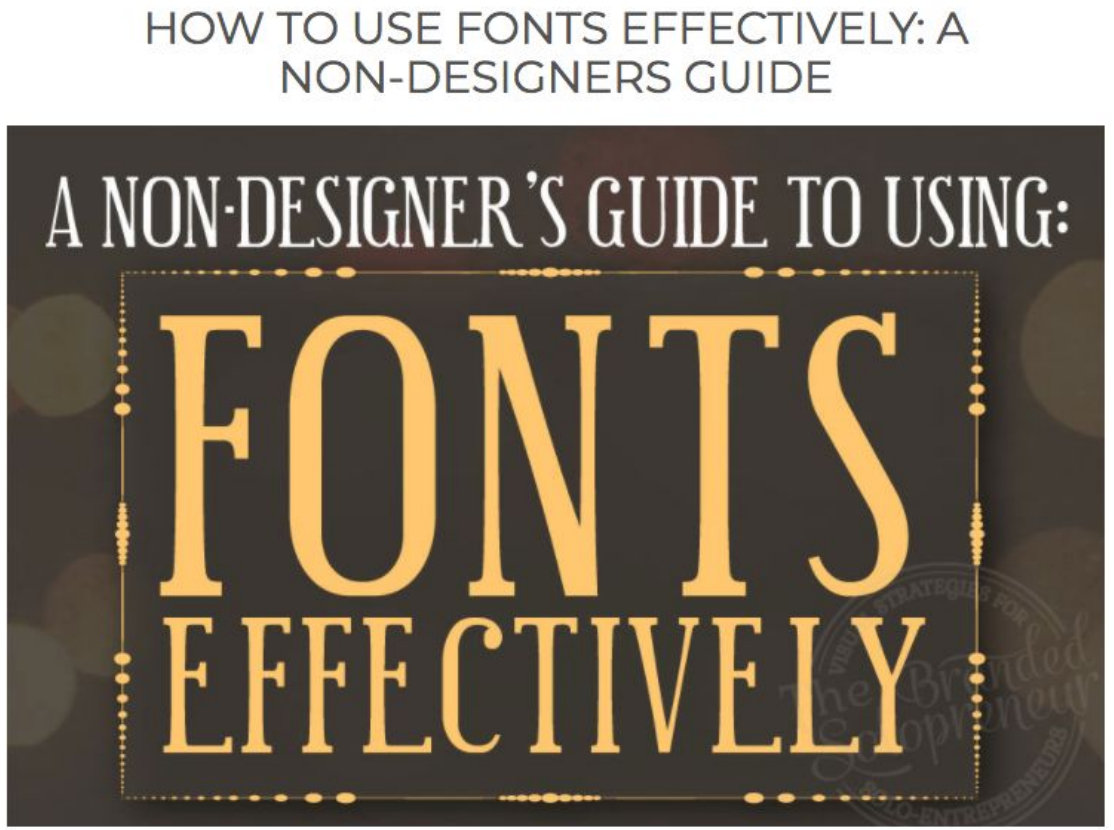
Fonts: Serif, San-serif, and so much more



http://thebrandedsolopreneur.com/fonts-done-right/

Images

Photos
Icons
Illustrations
Animations
...and Fonts!

Color

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With conceptual and concrete visualizations, it's helpful to think about these key elements:

1. Context / Intent / Tone / Emotion
2. Focus / Hierarchy
3. Layout / Grids
4. Fonts: Serif, San-serif
5. Images (BONUS: Photos / Video / Animations)
6. Color

K.I.S.S.

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if there's time….

Bonus

Upload 2 high resolution, website worthy (not dark) photos depicting your solution at work.

Note: DO NOT upload the photos here. Upload the photos to "Case Study Materials" folder using this naming format: HEALTH CENTER NAME_Photo1.

PHOTO #1 CAPTION:
160 characters max

PHOTO #2 CAPTION:
160 characters max

VIDEO PERSPECTIVE
If you have one, uload a short (<1 minute) video clips from patient interviews, staff reactions to solution – this will go on the website, so you need consents.

Note: DO NOT upload the videos here. Upload the videos to "Case Study Materials" folder using this naming format: HEALTH CENTER NAME_Video1.

VIDEO TITLE:

SHORT DESCRIPTION OF VIDEO: *Description (160 characters max)*

NAME OF PERSON: *Name*

ROLE/JOB TITLE: *Title*

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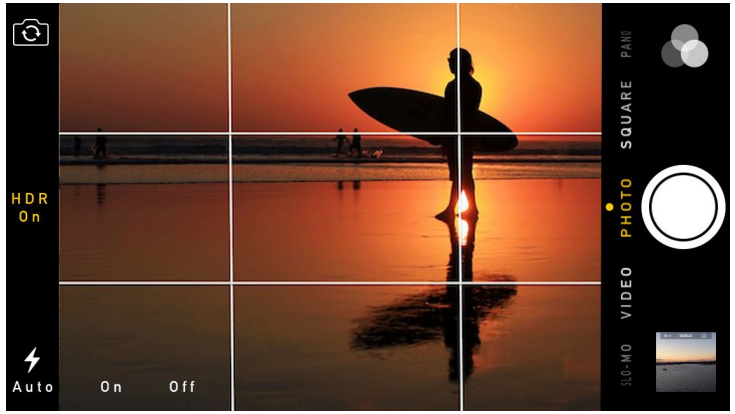
Bonus: Photos



Use your grid

Watch your lighting

Stabilize your camera

Provide context as able

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Bonus: Video

- same as photos
- use a mic
- HD for photos, SD for videos, unless you are hiring a professional.

Q&A / Whitespace coaching

Learning to visualize
your thoughts, concepts,
and solutions will move
your work forward in

wondrous leaps.

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Next Steps

1. **Sketch your solution visual** and submit to CCI

VISUAL OF THE SOLUTION

Share one legible sketch (pen and paper), storyboard, process map, or other framework that visualizes what the sequence of events what the experience was like with your solution from the perspective of an end user (provider, patient).

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2. Continue to **practice drawing y**our thoughts and ideas in your notes, meetings, experiments, and presentations.

3. Take a drawing class! Play Pictionary! **(have fun!)**

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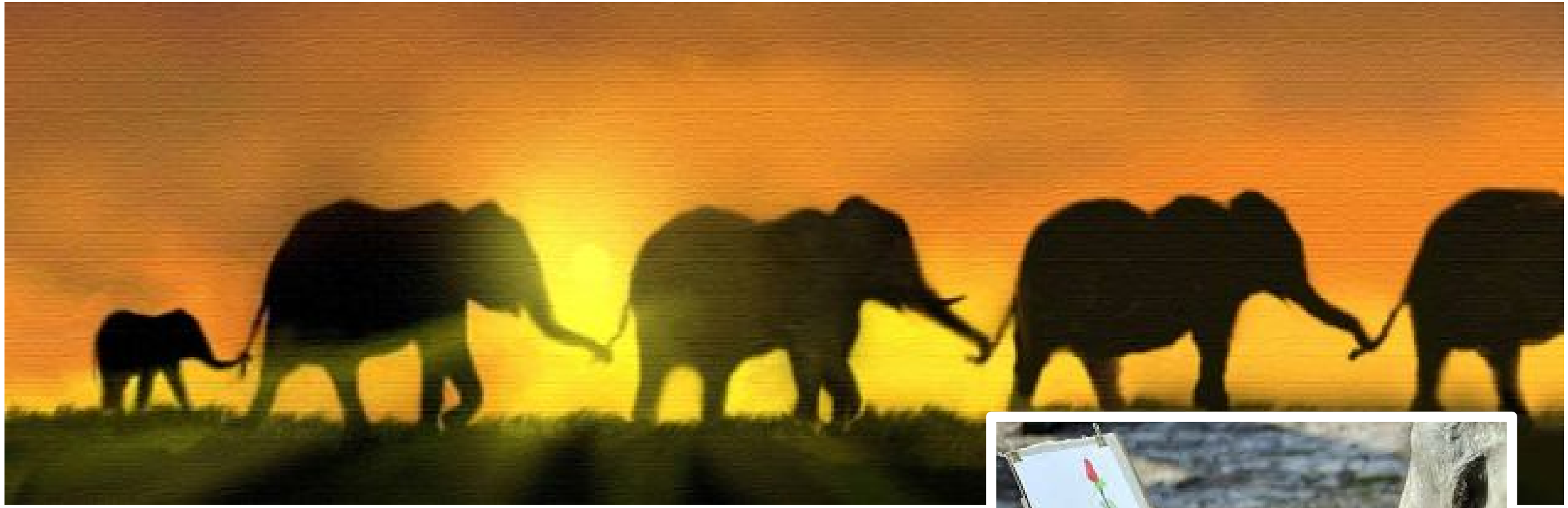

Align others more clearly and swiftly through visualizations, as you bring them along on your journey!

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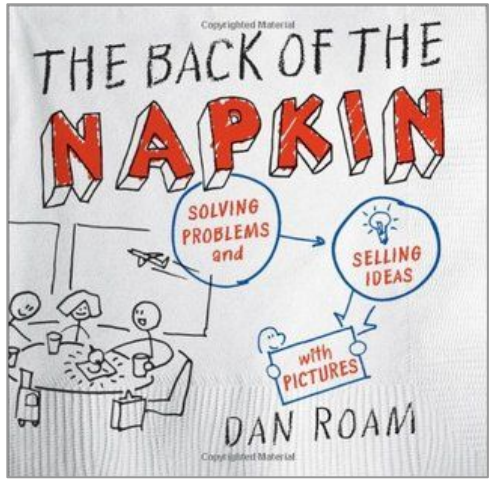
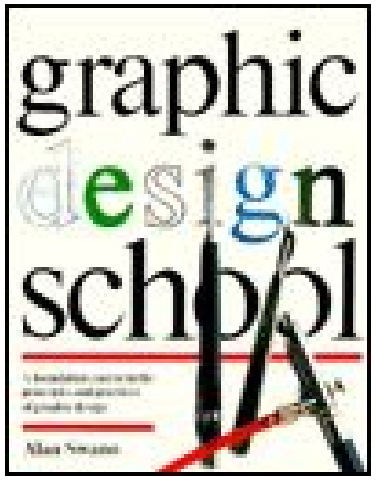
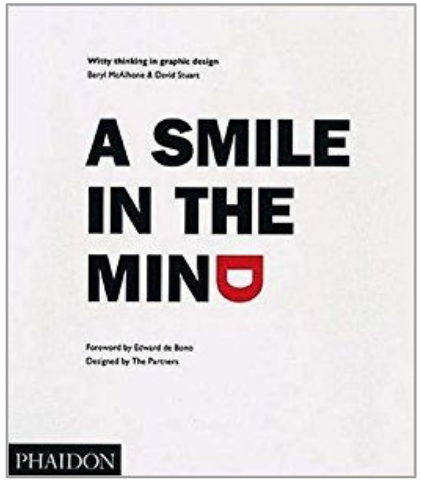
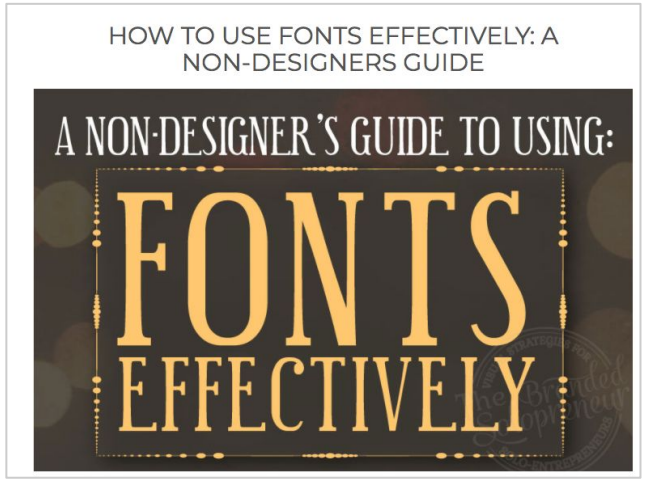
Thank you!

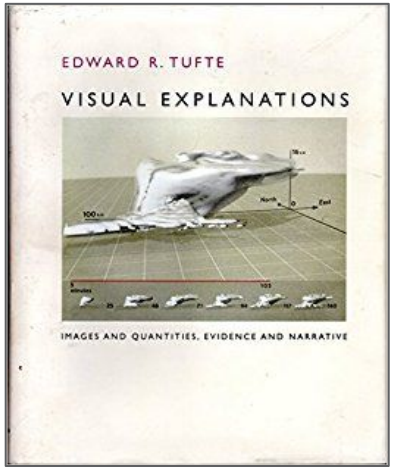
Resources & Inspiration

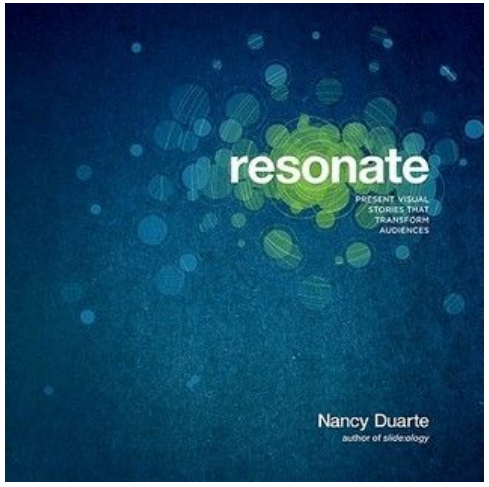


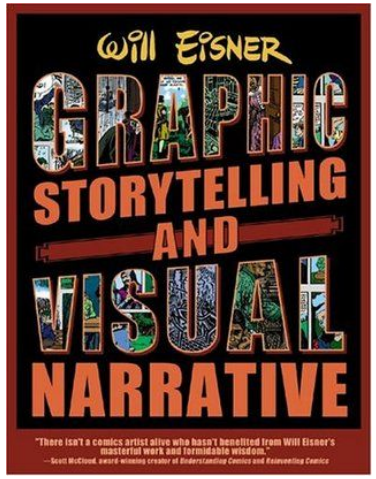


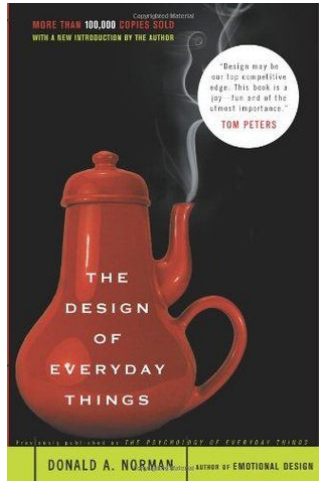


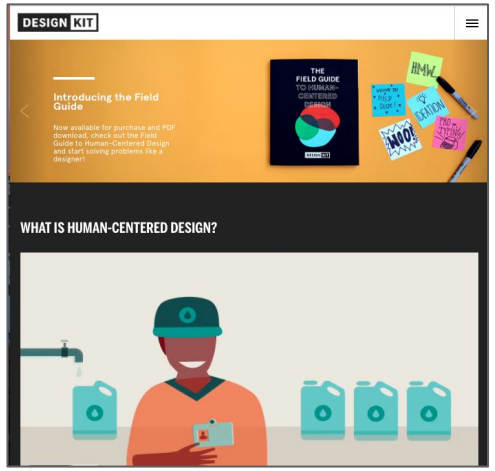


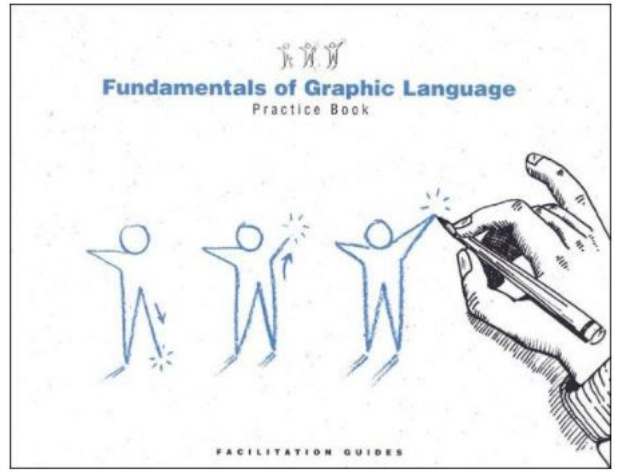












Resources & Inspiration

The Back of the Napkin: Solving Problems and Selling Ideas with Pictures, by Dan Roam

Graphic Design School: A foundation course in the principles and practices of graphic design, by Alan Swann.

A Smile in the Mind, by Beryl McAlhone & David Stuart.

How to Use Fonts Effectively: A Non-Designers Guide, by Andrea 'Dre' Beltrami

Visual Explanations: Images and Quantities, Evidence and Narrative - Edward Tufte

Resonate: Present Visual Stories that Transform Audiences, by Nancy Duarte

Graphic Storytelling and Visual Narrative, by Will Eisner

DesignKit, IDEO.org

The Design of Everyday Things, by Donald A Norman

Fundamentals of Graphic Language, by the Grove

Getting ready for November 30th in LA

Register on Eventbrite no later than November 17 :
https://www.eventbrite.com/e/catalyst-in-person-session-4-tickets-37284416694

Storytelling Workshop Objectives

The session will build Catalysts' confidence:

1. Using personal, relevant and actionable stories to inspire and motivate adoption.
2. Giving and receiving feedback that is constructive and productive.
3. Applying GUIDE™ as an impactful frame for empowering change.

We'll also reflect on the second phase of the program.

To dos: Watch videos/review GUIDE framework in advance of workshop.