Welcome Back!

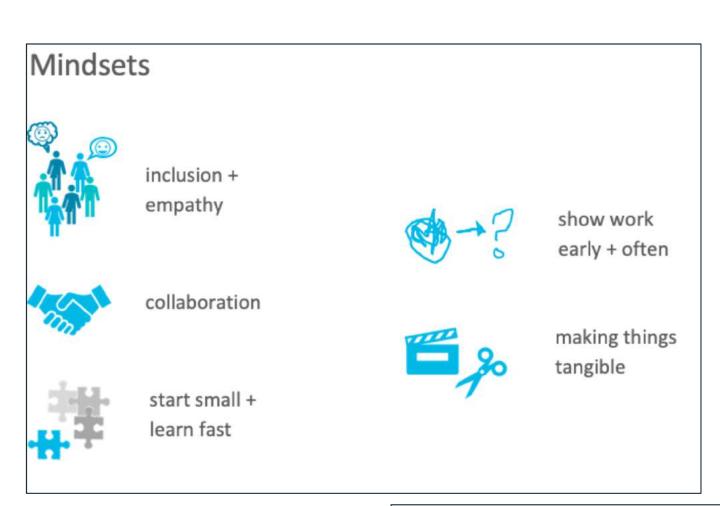
Say hi to others, get some breakfast and get settled.

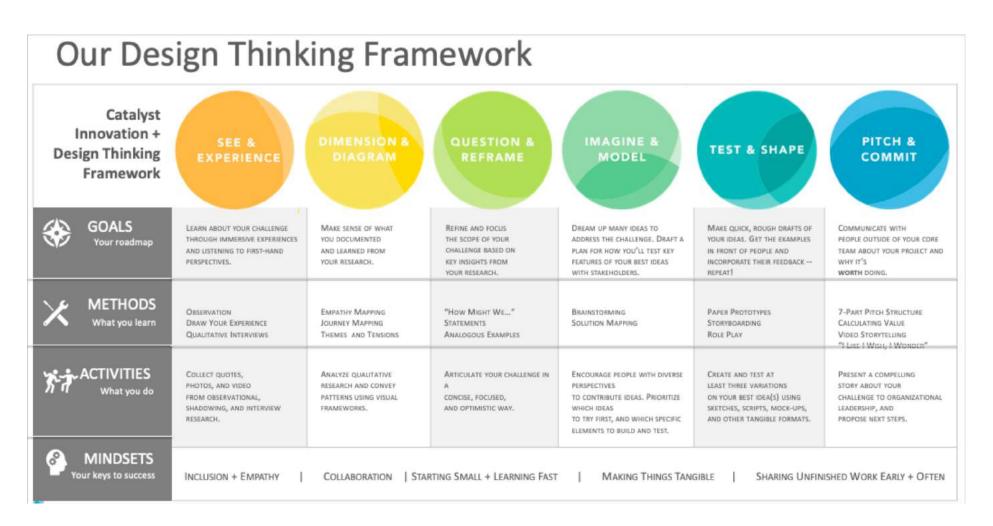
Be ready to start at 8:55a

Day 1 Review and Reflection

(25 minutes)

Review









Review

Design Research **Topic People Technology Process & policies Economics Environment**



Beliefs and Assumptions

Reflection - aka your homework (15 Minutes)

As a team - reflect on:

- One insight or realization you had from yesterday
- 2 possible directions your research might take
 (5 minutes)

Choose a spokesperson to share with the larger group. (1 minute/team)





As you go through the day today, remember.

- 1. Many projects become too ambitious.
- 2. A small project done well is better!
- 3. Re-state what your project is about, re-articulate what you're working on.
- 4. Identify your constraints.
- 5. Be concrete. | Think small. | What can you do in 4 months?



Pitching Your Project

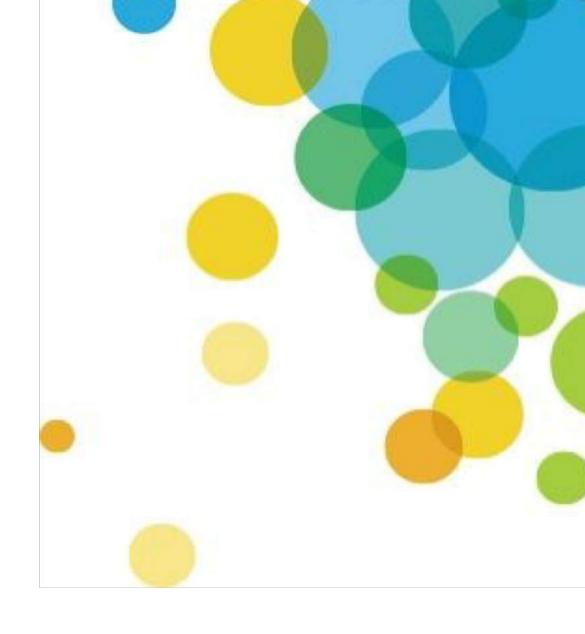
30 minutes

What's a "Pitch"?

Quickly introduce your project to

- increase stakeholder support
- get feedback.

(lasts a few seconds to a few minutes.)





The Pitch



- 1. Create your pitch as a team (10 minutes)
- 2. Practice your pitch with another team.

(20 minutes total-10 min per team)
Use "I like I wish I wonder" approach

Use tl	he 1	follov	wing	format	to	cue	up
your							

We're working on

Our goal is to

It's challenging because

But if we engage with and learn more about _____, _____, &

We think we could create a solution that



Understanding Your Environment: Qualitative Interviewing 60 minutes

What's a Qualitative Interview?

A series of questions asked of an individual to provide insight into their experiences.

"attempts to understand the world from the subjects' point of view, to unfold the meaning of peoples' experiences, to uncover their lived world prior to scientific explanations."

-Steinar Kvale





Why use Qualitative Interviews?

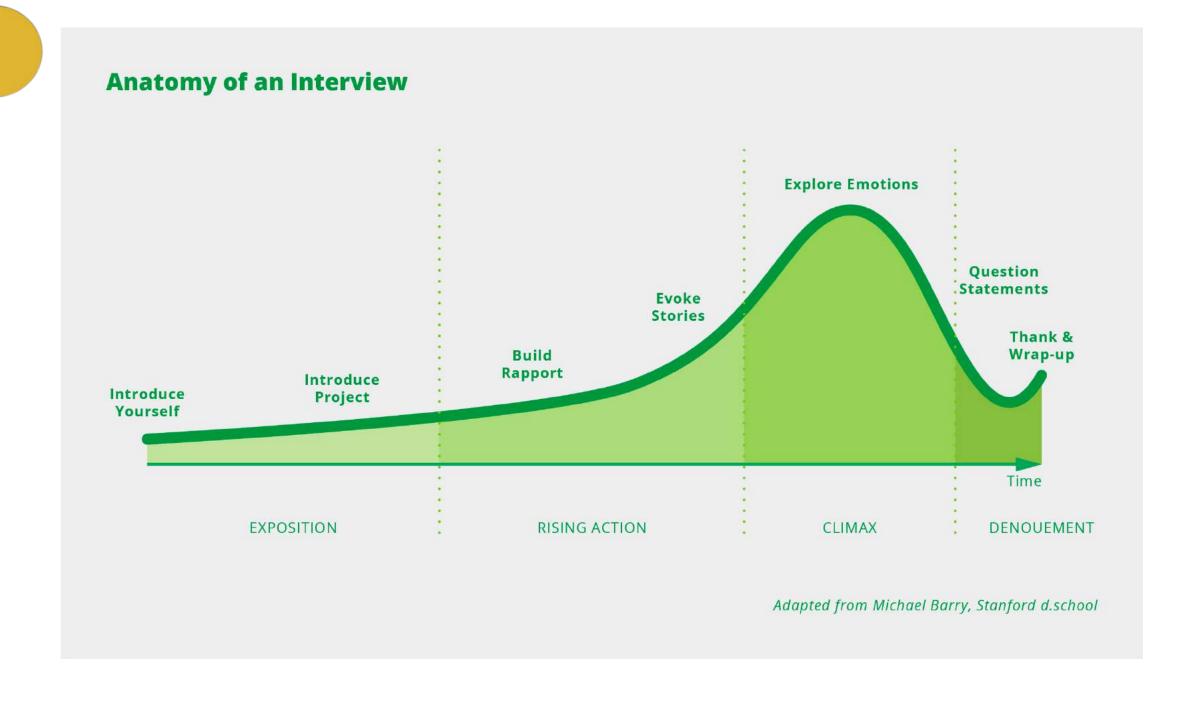
- Provide insights from people about their experiences.
- Interviews and observations create the foundation of deep understanding
- Pull from 'extremes' to get greater insight

Prior Work on Research Question	Data Collection and Analysis	Problems Encountered	Outcome	
Mature: Extensive literature, complete with constructs and previously tested measures	Qualitative only	Reinventing the wheel: Study findings risk being obvious or well-known	Research fails to build effectively on prior work to advance knowledge about	
	Hybrid	Uneven status of evidence: Paper is lengthened but not strengthened by using qualitative data as evidence	the topic	
Intermediate: One or more streams of relevant research, offering some but not all constructs and measures needed	Quantitative only	Uneven status of empirical measures: New constructs and measures lack reliability and external validity and suffer in comparison to existing measures	Results are less convincing, reducing potential contribution to the literature and influence on others' understanding of the topic	
	Qualitative only	Lost opportunity: Insufficient provisional support for a new theory lessens paper's contribution		
Nascent: Little or no prior work on the constructs and processes under investigation	Qualitative only	Fishing expeditions: Results vulnerable to finding significant associations among novel constructs and measures by chance	Research falls too far outside guidelines for statistical inference to convince others of its merits	
	Hybrid	Quantitative measures with uncertain relationship to phenomena: Emergent constructs may suggest new measures for subsequent research, but statistical tests using same data that suggested the constructs are problematic		

Edmondson, A.C. and McManus, S.E., 2007. Methodological fit in management field research. *Academy of management review*, 32(4), pp.1246-1264.



The Anatomy of an Interview





Interview Guide and Question Types





Interview Guide and Question Types

Compare and contrast questions

How is doing this different in a large city compared to within a small town?

Naïve outsider perspective

I've never been in the military before, can you tell me about the preparation that occurs before a battle?

Changes over time

How is your work today different from your work in this organization 5 years ago?

Sequence

Walk me through a typical day...

Specific examples

Let's take yesterday for example, what did you do on the factory floor to prepare for the day?

Peer comparison

Do other organizations track data in this way, or if they don't how do you believe it is done differently?

Projection

What do you think would happen it....

Naïve language

• Why do you call this the war room?

Demonstration

Could you show me how you use your inhaler?

Clarification

"and when you say "we are too bootstrapped to make progress" what do you mean by that?

Visualization

 Draw you best and worst experience. Then compare and contrast what is in the 2 images.



Some Things to Remember

- Be clear with the goals of the project
- Tell them how their participation will help
- Articulate that you need people who <u>really</u> <u>know</u> how things work
- Ask for permission to follow up if you have any additional questions
- Encourage participants to reach out if they have anything else they'd like to share

- Invite participants later for feedback on potential solutions
- Get <u>consent</u> covering
 - willing participation
 - recording audio or visuals
 - use of the information for internal or external purposes

Your organization may have consent forms you can use. Rewrite any language that is confusing or overly formal.



Interview: Working Parents

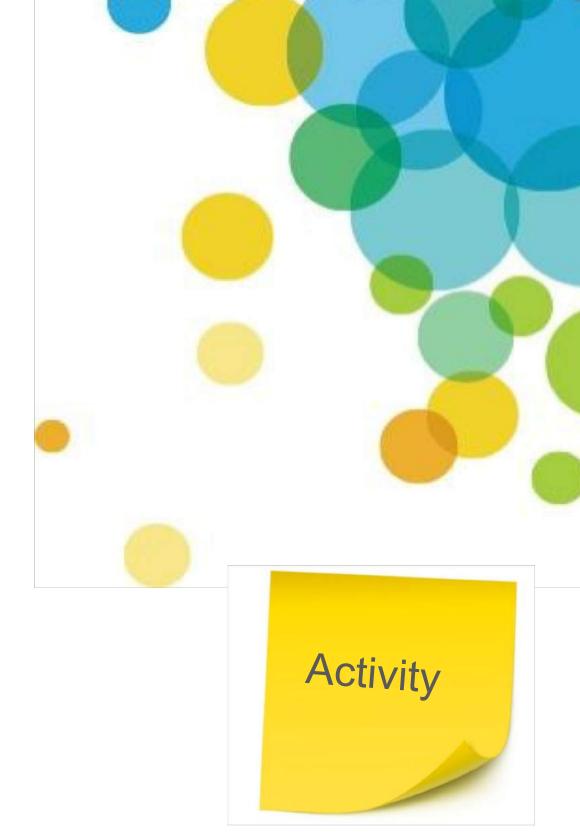
Working Parents Interview

Instructions:

- Count off by 2s
- Observe the Interview (20 minutes)

1s: Take notes on content, what the interviewee is saying.

2s: Take notes on what you notice about the interview including: *body* language, questions asked, words used, pacing, guidance from the interviewer.

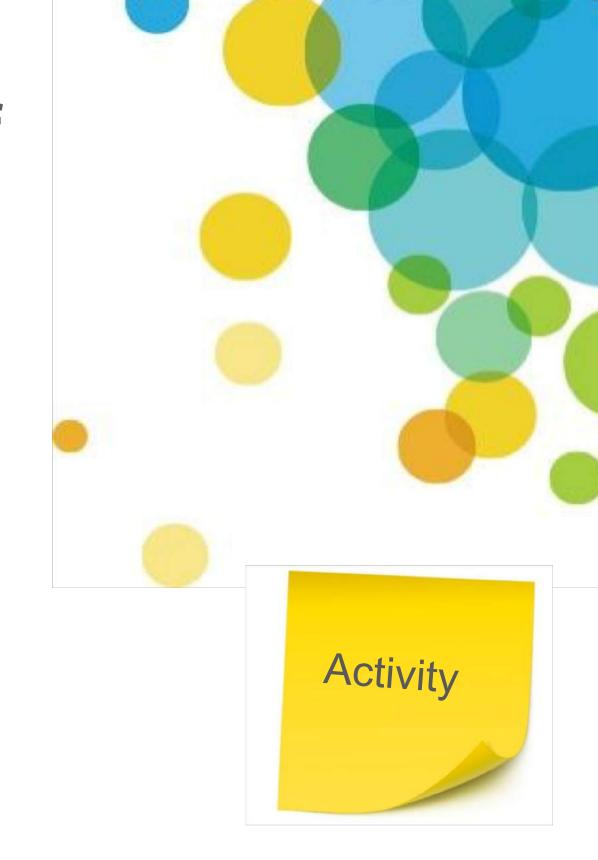




Working Parents Interview - Debrief

Instructions:

- Debrief the Interview as a Group: Share what you learned, noticed, experienced about interview (10 minutes)
- Capture Content as a group- write down facts, insights, quotes, on individual sticky notes from your observations (10 minutes)





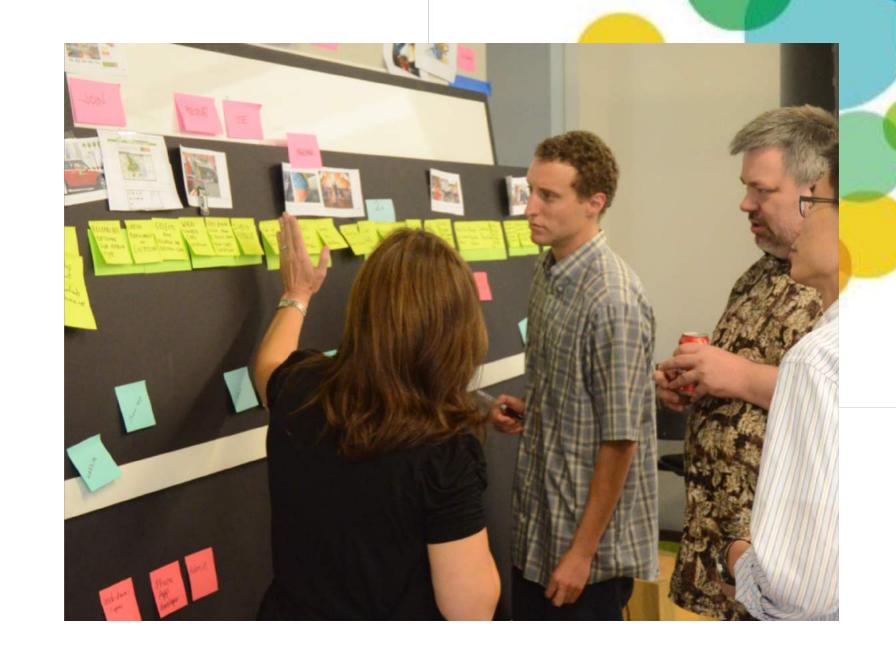
BREAK
(take 15)

Understanding your Environment:

Journey Mapping (45 minutes)

What is a Journey Map

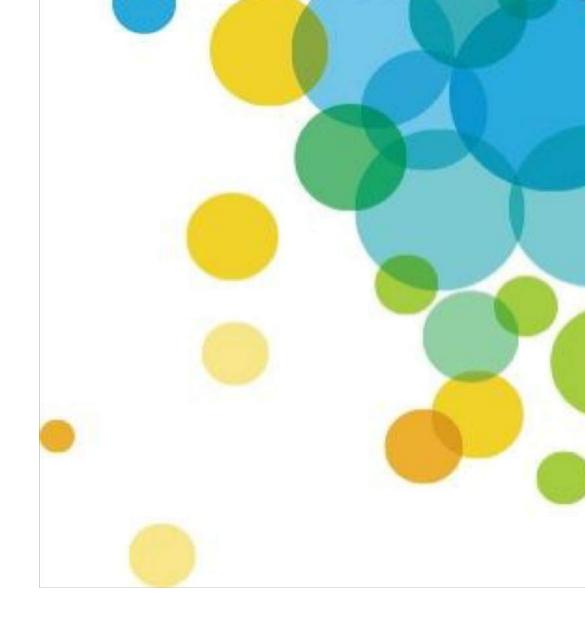
- A flow chart of a person's experience
- Made up of core activities
- Layered with important information like feelings, interactions, and pain points
- Can be done over a small period of time (a day) or over a long period of time (years)





Why use Journey Maps

- Visualize personal stories and experiences
- Easier to share and understand than a report
- Represents multiple types of information in one visual
- Offers spring board for solutions and strategy
- A took for gaining feedback and validating your insight





Journey Mapping – How to

Choose a personal journey for your project

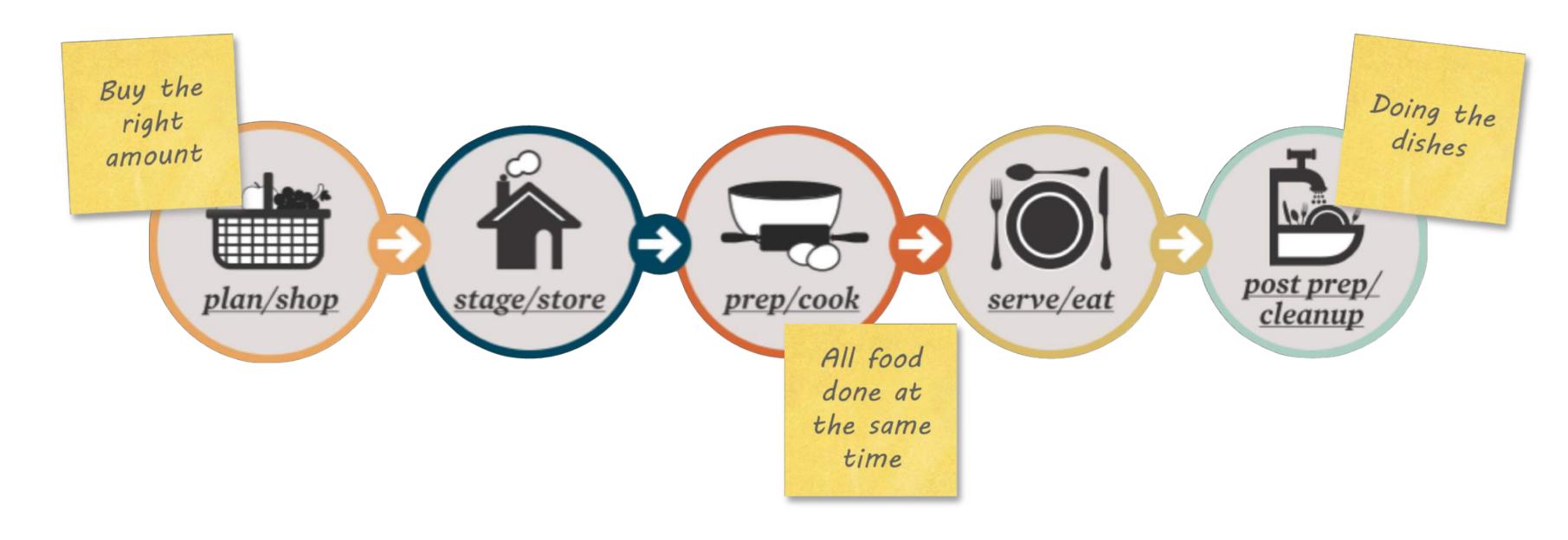
Start simply, then add on and remake the map as you learn

- 1. List key activities s/he does
- 2. Order them from left to right
- 3. Label "stages" of related activities
- 4. Add in "layers" of information: Thoughts, feelings, pain points, quotes, etc.



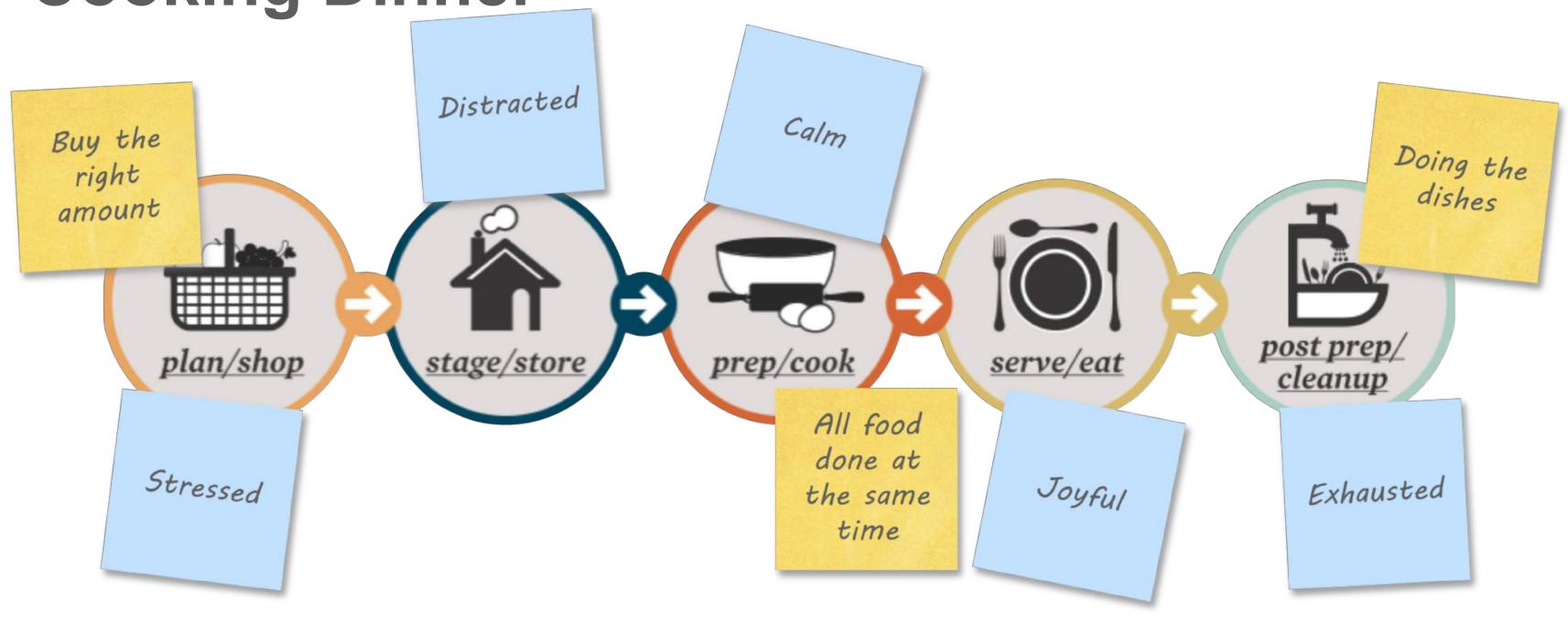


Cooking Dinner





Cooking Dinner





Cooking Dinner Positive Joyful Emotion Calm Buy the Doing the dishes right amount post prep/ stage/store plan/shop prep/cook serve/eat cleanup All food done at the same Distracted time Stressed Exhausted Negative catemotion

2019



park lise + wake-up drag from bed brush shower pack, eak pixel drive end of the day dinner 1:00 am 6:00 6:30 start of the day 3:20 school 6:30

GLV.

ACTIVITY: Journey Map Working Parents

Journey Mapping – Working Parent

Create a journey map

Start simply, then add on and remake the map as you learn

- 1. List key activities s/he does
- 2. Order them from left to right
- 3. Label "stages" of related activities
- 4. Add in "layers" of information: Thoughts, feelings, pain points, quotes, etc.





Themes and Tensions
(Affinity Clustering)
(45 minutes)

Themes and Tensions (also called Affinity Clustering)

A way to sort and make sense of data





ACTIVITY: Working Parents Themes and Tensions

Work with the Data (25 minutes)

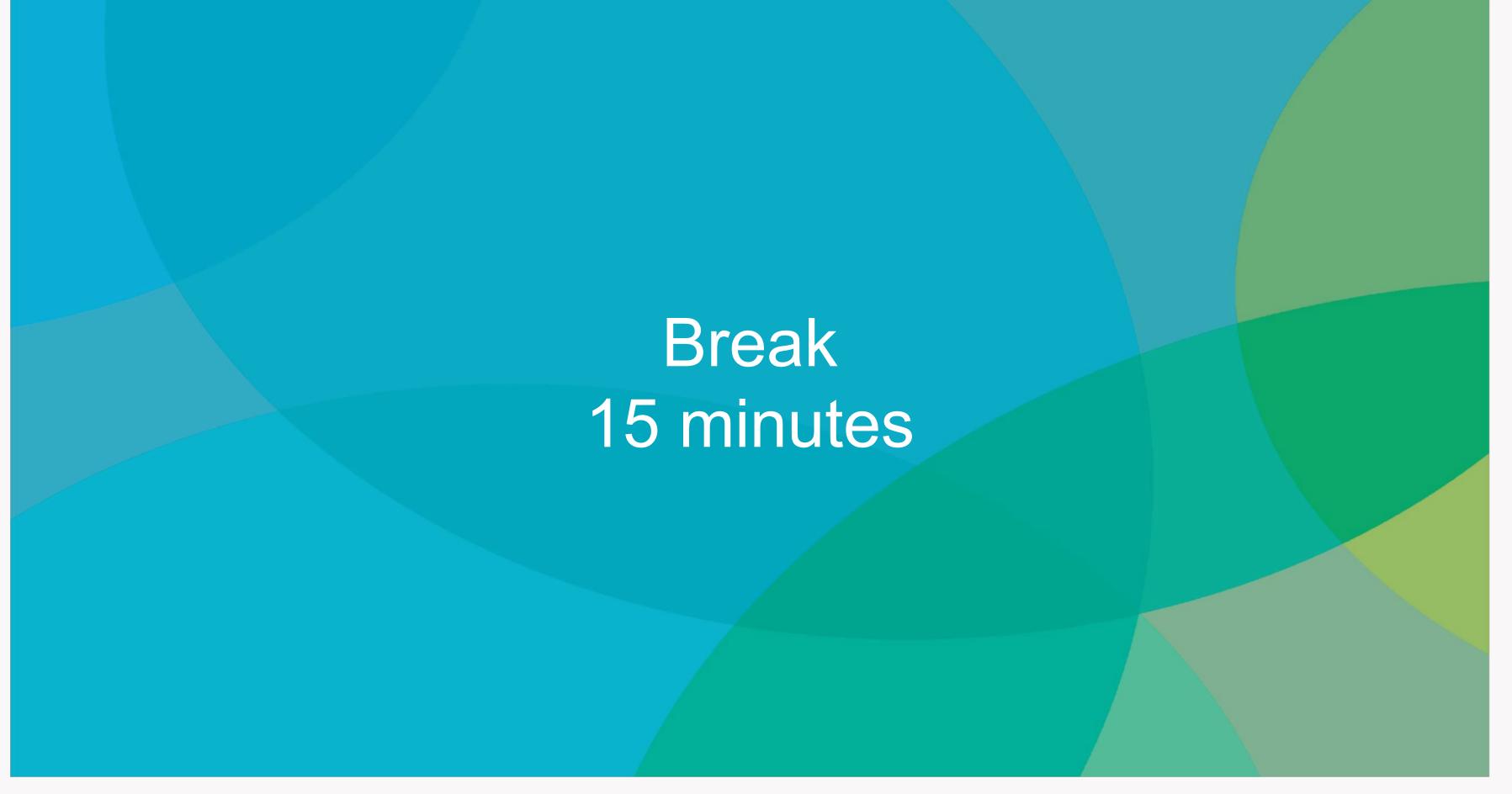
- Use the data you collected from the interview and journey map- the facts, insights, quotes, etc.
- Group your sticky note data where you notice patterns, consistent behavior, set ups, tensions or pain points, etc.
- Name your themes.
 Find additional evidence to reinforce or negate the idea.
- Settle on a small number of concepts/themes organized hierarchically (header with with supporting evidence).
- Choose one theme and identify tensions within that theme.

Coaches will float around to help

Debrief as a big group (10 minutes)







It's Your Turn:
Team Planning, Project Scoping, and
Feedback
(60 minutes)

Let's Review Where We've Come

You have already:

- Pitched and received feedback about your project
- Learned about qualitative interviews and journey mapping
- Sorted data into themes and tensions
- Developed "How Might We" questions





Remember

- 1. Many projects become too ambitious.
- 2. A small project done well is better!
- Restate what your project is about, re-articulate what you're working on.
- 4. Identify constraints you have.
- 5. Don't be vague. | Think small | What can you do in 4 months?



Based on the work today, begin to make your plans

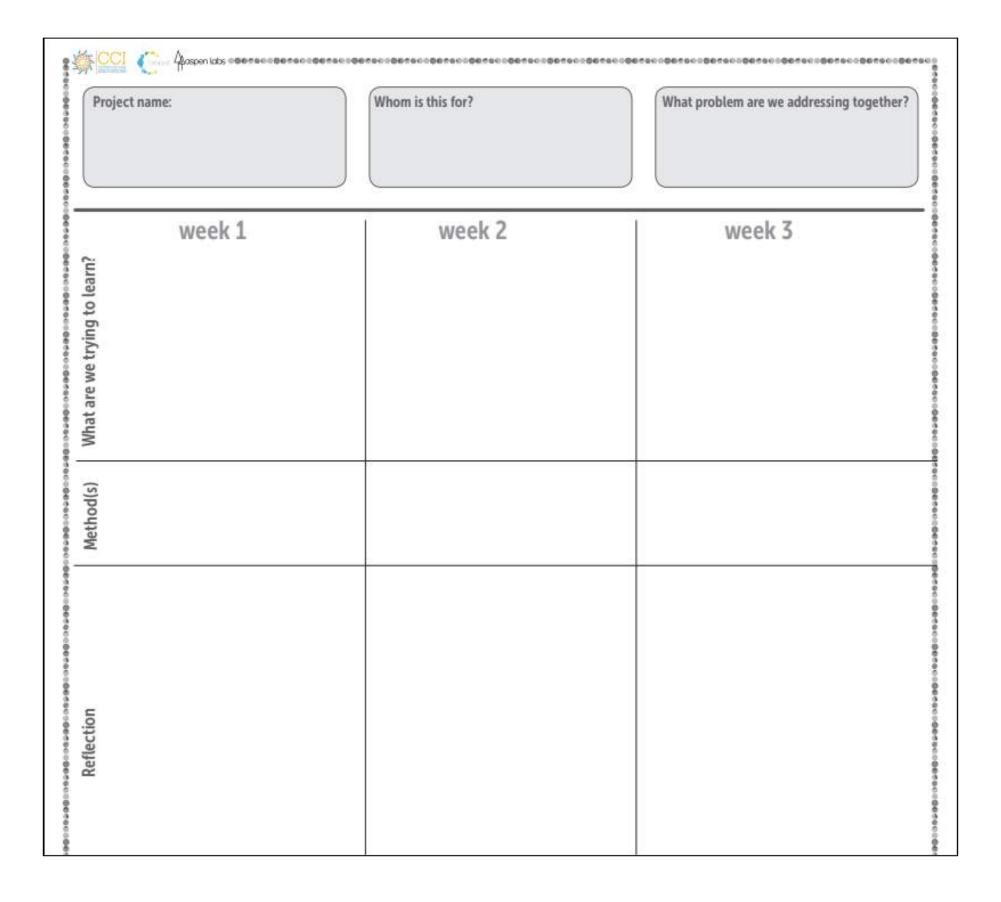
- 1. Use your Design Research Canvas and Planning Poster to continue to scope your project (15 min)
- 2. How will you incorporate journey mapping and interviewing into your research plan?
 - Include 2 Journey Maps and 5
 Interviews into the next phase of your research.
 - How might you include the other methods you learned/have already use-(Empathy Maps/Drawing your Experiences)

- 3. Work on a project plan over the coming 6 weeks using your Project Planning Poster (15 minutes)
- 4. Share your research and project plans with other teams for feedback. Take notes! (20 minutes)





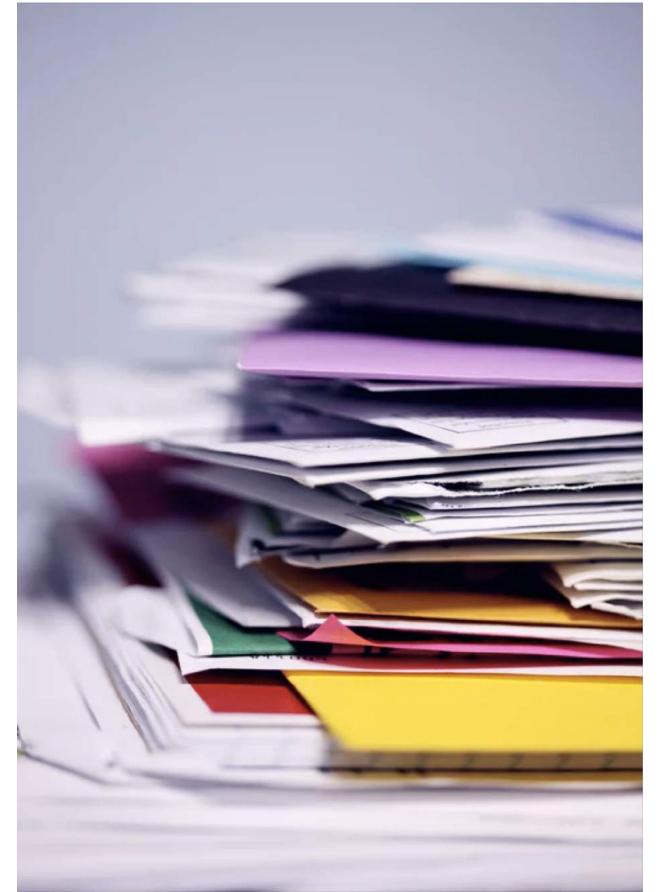
Presenting: The Project Planning Poster

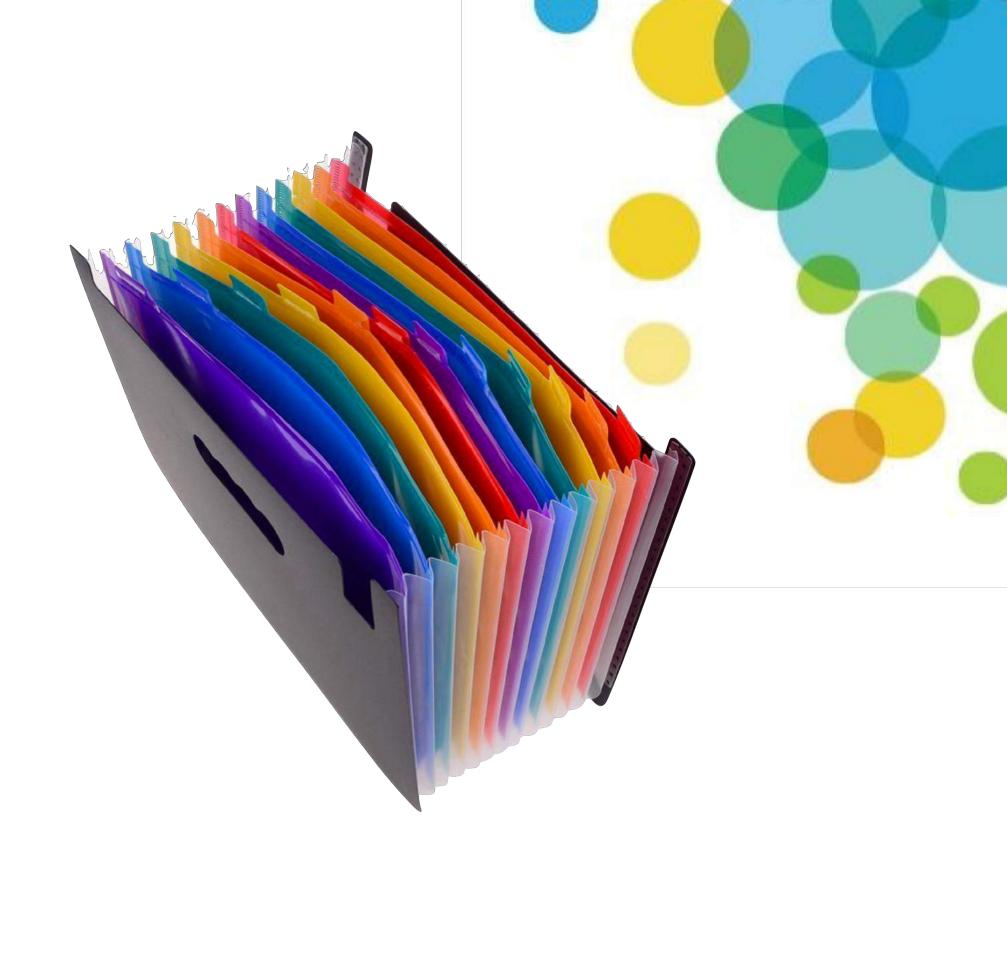




Reflection: How has your project scope changed since the beginning of the day?

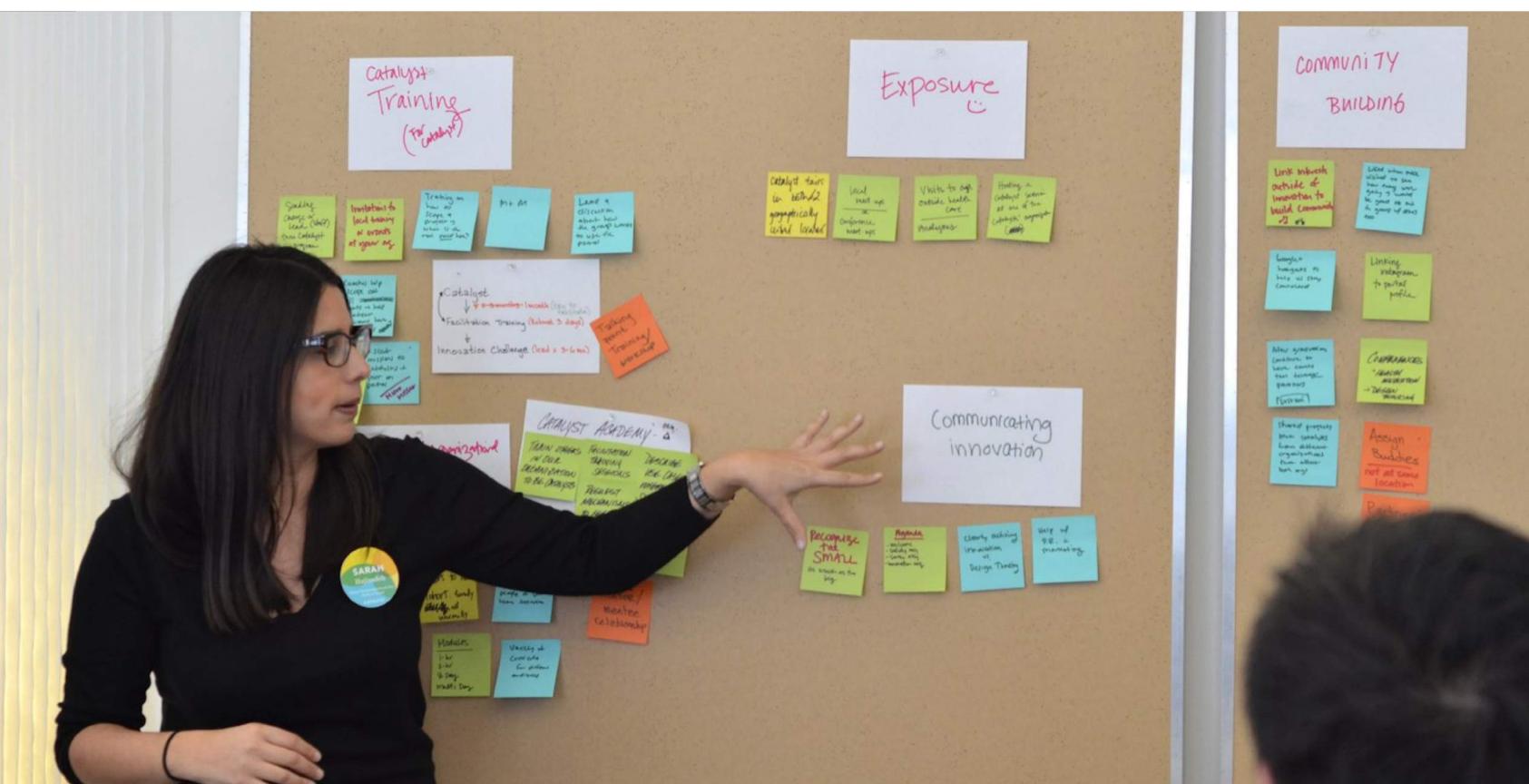
Organizing and Displaying Project Research (10 minutes)

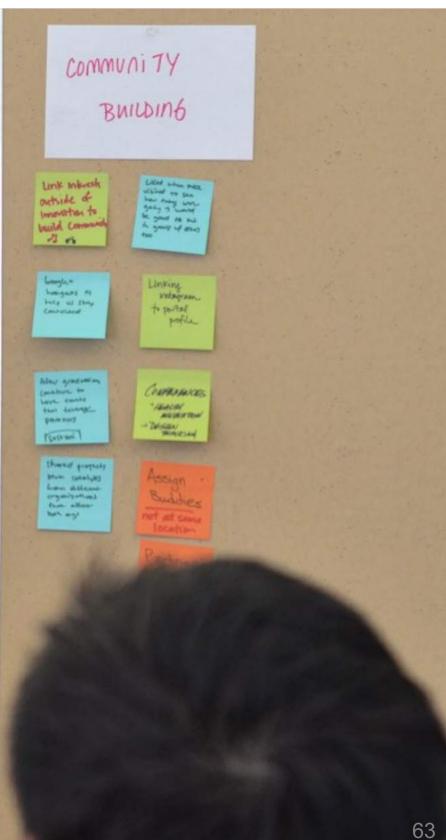




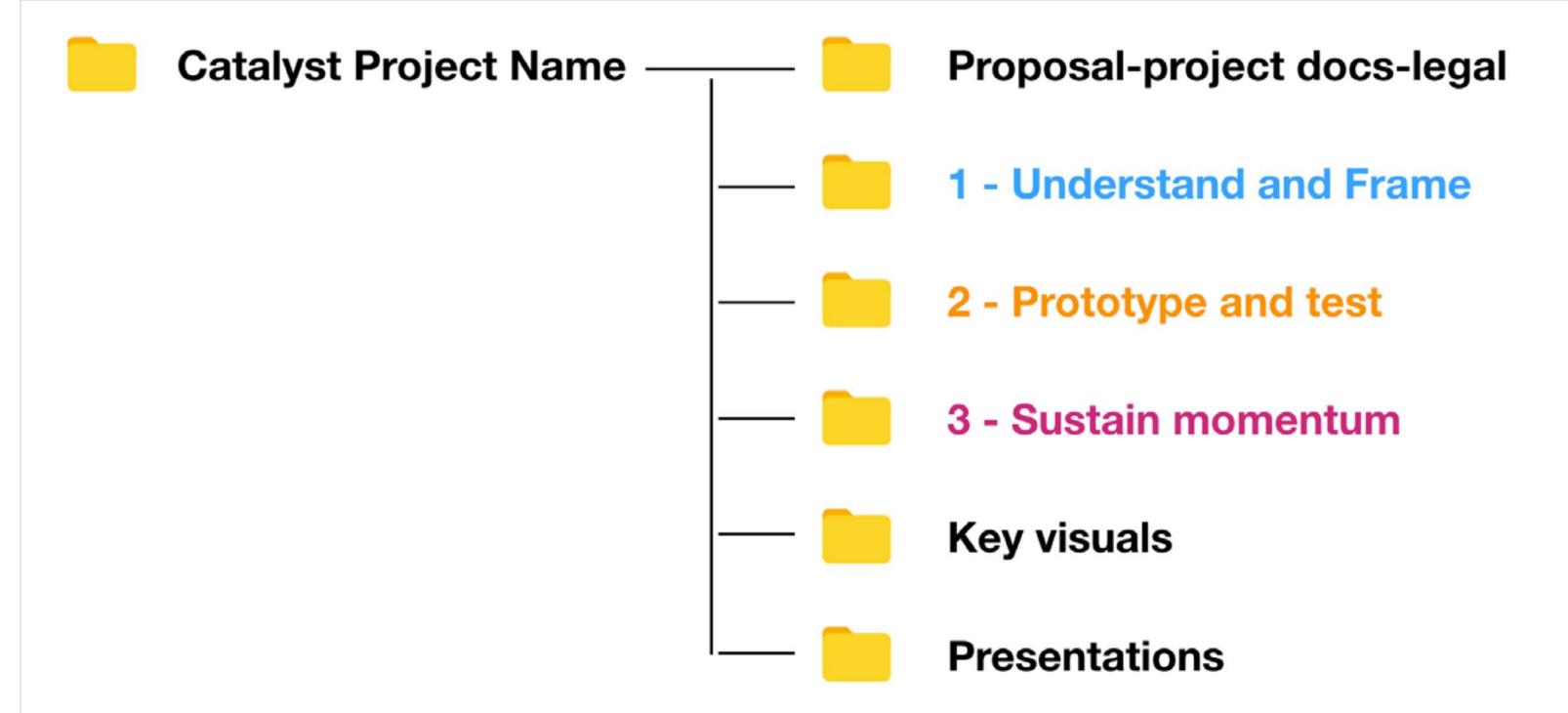


Find a wall/board for project work





Organize digital assets





Organize physical notes, pictures, etc.





Postcards from the Field:
The value of showing work early and iterating
(30 minutes)













Hrishikesh and Sural constructed a prototype of one of opportunity areas they found from their design research. They are taking this new skillset back to Olive View Medical Center with the hopes of facilitating a co-design session with staff and patients that explores these opportunity areas in more depth.

Send colleagues "postcards from the field" as you go

A Postcard from the Field...

Pithy Project Title



[Month] 2018

Dear Colleagues,

We are excited to share about our project to...

This month, we did... We learned...

We wanted to thank [names] for their help with...

Our next steps are to...

We are looking for people to share their perspective on... ... If you are interested, email [project lead name] at [email].

Sincerely,

[Catalyst team member names]



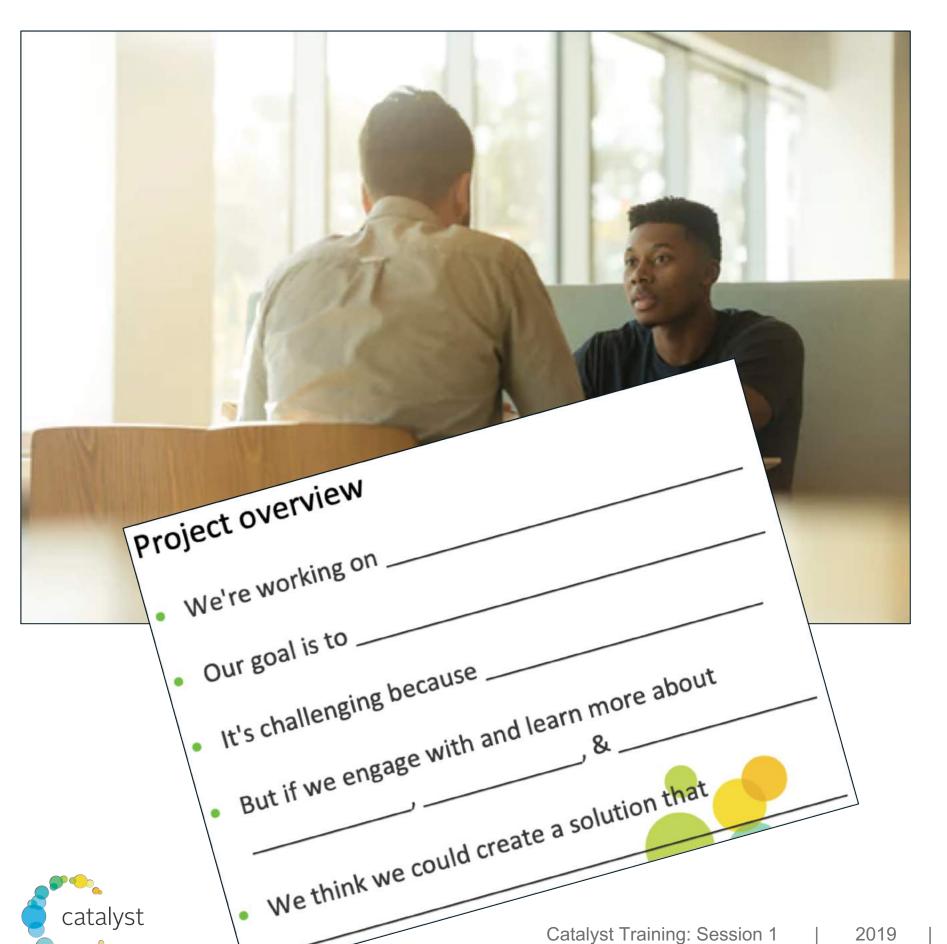
[Photo caption here]

What We're Hearing:

"Direct quote from staff about what they learned, or client about what they experienced..."
-Source Attribution



Review, Wrap-Up, Next Steps 15 minutes











Reminders

- ✓ Do the things you lay out in your research plan.
- √ Take photos and video (with consent!) during your research activities. These will be helpful for the Feb showcase.
- ✓ Set aside time regularly to "synthesize" and reflect on what you are learning. Create a visual framework of your key themes and insights to discuss with your sponsor and stakeholders.
- ✓ Narrow in on the pain point(s) you will focus on for the rest of the program. How might you reframe those challenges so they are articulated as optimistic and collective opportunities ("How might we...[HMW]")?
- ✓ Bring your journey maps/personas, hierarchy narrative (quotes, sub-themes, and major theme), and HMW statements to Workshop 2.



Virtual Office Hours

Design research office hours (Q&A) 3rd Tues 4-5pm MST

- Techniques to be shared virtually:
 - Ethnographic research techniques
 - Making sense of your research
 - More on "How Might We..." Statements
 - Maybe more...

All sessions will be recorded and posted to www.careinnovations.org/Colorado/catalyst





Lean on Your Coaches



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www.careinnovations.org/Colorado/catalyst



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The Resource Center

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MEET YOUR COMMUNITY

PROGRAM ACTIVITIES

RESOURCE LIBRARY

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WELCOME, CATALYSTS!

This site is a support center for **Catalyst** teams. Program updates, resources, and community contact information can be found on this website. This website is managed by Center for Care Innovations.

For more information about Catalyst, please visit the program page.

Take home your Catalyst Kits and Methods Cards!







Day 2 Evaluations

Thank you, and onward!

Please complete your evaluation forms.











