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

**Mindsets**
- Inclusion + Empathy
- Collaboration
- Start small + Learn fast

**Design Thinking Framework**

- **Goals**
  - Learn about your challenges through interviews, observation, and listening to first-hand perspectives.

- **Methods**
  - Design Thinking: empathize, define, ideate, prototype, and refine.

- **Activities**
  - Create ideas, prototypes, and tests from interviews, observation, and research.

- **Mindsets**
  - Inclusion + Empathy
  - Collaboration
  - Start small + Learn fast

**DESIGN DASH**
A super-fast introduction to design thinking methods & mindsets.
Review

Design Research

- Topic
- Technology
- Economics
- People
- Process & policies
- Environment
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 the following format to cue up your pitch:

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.

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The Anatomy of an Interview

Anatomy of an Interview

Adapted from Michael Barry, Stanford d.school
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 really know 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 consent 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 tool 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

Buy the right amount

plan/shop

stage/store

prep/cook

serve/eat

post prep/cleanup

All food done at the same time

Doing the dishes

Catalyst Training: Session 1 | 2019 | Center for Care Innovations
Cooking Dinner

- Buy the right amount
- Plan/shop
- Stage/store
- Prep/cook
- Serve/eat
- Post prep/cleanup
- Calm
- Distracted
- All food done at the same time
- Joyful
- Exhausted
- Doing the dishes
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)
Break
15 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!

3. 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

<table>
<thead>
<tr>
<th>Project name:</th>
<th>Whom is this for?</th>
<th>What problem are we addressing together?</th>
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<table>
<thead>
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<th>week 1</th>
<th>week 2</th>
<th>week 3</th>
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<table>
<thead>
<tr>
<th>Methods</th>
<th>Reflection</th>
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55
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

- Catalyst Project Name
- Proposal-project docs-legal
  - 1 - Understand and Frame
  - 2 - Prototype and test
  - 3 - Sustain momentum
  - Key visuals
  - Presentations
Organize physical notes, pictures, etc.
Postcards from the Field:

The value of showing work early and iterating

(30 minutes)
“”
I’ve already transitioned, but having to deal with meds every 3 months makes me remember I am a trans person.
- Member, 36 years old

“”
I hate always being the first trans client of a doctor...always having to train my doctor.
- Member, 50 years old

“”
20 years from now, all trans health care will be like Kaiser.
- Member, 66 years old
"When our daughter came out, we had to come out, too."
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

Dear Colleagues,

[Month] 2018

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
Project overview

- 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 ________________________

Pithy Project Title

[Catalyst Logo]

[Insert Photo]
### 2019-2020 Program Timeline

<table>
<thead>
<tr>
<th></th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
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<tbody>
<tr>
<td><strong>In-Person Workshops</strong></td>
<td></td>
<td>Workshop 1</td>
<td>Workshop 2</td>
<td></td>
<td>Workshop 3</td>
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<tr>
<td>in Denver, CO</td>
<td>10/24-10/25</td>
<td>12/3-12/4</td>
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<td>2/11-2/12</td>
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<tr>
<td><strong>Milestones</strong></td>
<td></td>
<td>Share your project activities with sponsors and stakeholders on a monthly basis.</td>
<td>During activities, take photos and video of stakeholders to document your research and prototype testing.</td>
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<td>Pitch your solution prototype at Workshop 3.</td>
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<tr>
<td>1. Attend virtual kickoff meeting (10/3, 11 am).</td>
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<td>2. Complete assigned research in advance of Workshop 1.</td>
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<td><strong>Remote Support</strong></td>
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<td>Ongoing coach support: Biweekly check-in calls with your coach to support, answer questions, and help you deepen your HCD practice.</td>
<td><strong>Virtual Office Hours:</strong> Monthly calls covering Recruiting and partnering with stakeholders, Brainstorming like a boss, Making Ideas tangible and testing them quickly, Prepping your Pitch and more!</td>
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<td><strong>Optional</strong></td>
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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 re-frame 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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Clinica, PCA
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.