

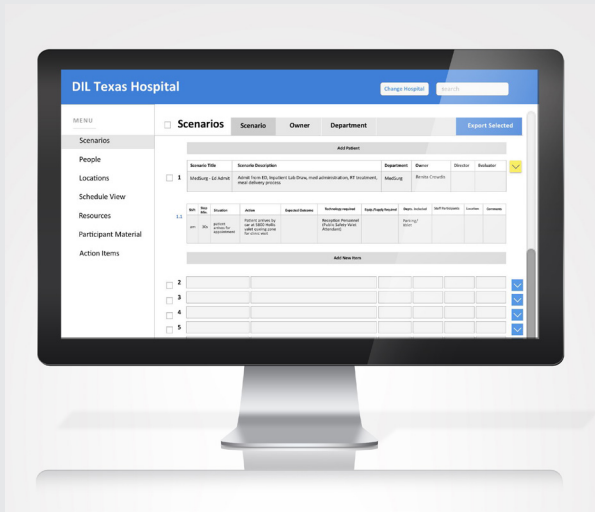
HEALTH DESIGN LAB: CASE STUDY

Day in the Life: a study in optimizing operational planning tools

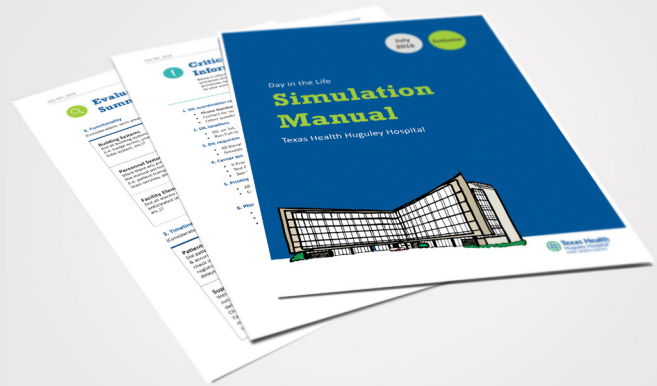


BLUE COTTAGE CONSULTING

September — December 2016



INTERACTIVE WEB APP WIREFRAMES



REDESIGNED PRINT MATERIALS

THE PROJECT

Blue Cottage Consulting is a US-based healthcare consultancy that specializes in strategy, operations and facility planning services. A central component of their work is the engagement of multidisciplinary user groups and project teams to inform the development of operations and facility plans which embody the strategic and operation vision of the healthcare organization and its users. When working on transition planning projects, Blue Cottage often runs 'Day in the Life' (DIL) training exercise and scenarios with various hospital departments to practice new operational plans and processes in preparation for 'go-live'. Through mock scenarios the plans and processes are streamlined and adjusted.

In collaboration with Blue Cottage the HDL team focused on two core areas for improvement in order to optimize their DIL planning tools. First, the HDL team conceptualized a web-app to improve the project management workflow for the Blue Cottage team, in order to enable them to more efficiently and effectively manage the DIL exercises. Secondly, the HDL team redesigned the current forms and documents to make them more user-friendly for the healthcare staff engaged in the DIL exercises.



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THE OUTCOME

1.

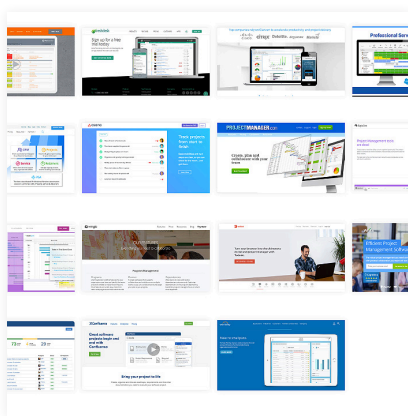
INTERACTIVE WEB APP: We conceptualized an interactive web app that would support the Blue Cottage team with DIL planning and management. The goal was to reduce the redundancies in the existing system, such as the need to enter the same information repeatedly, while also maintaining a level of adaptability for the users. By creating wireframes of the web app we have been able to communicate a simpler system for organizing a highly complex event.

2.

REDESIGNED PRINT MATERIALS: We also redesigned the print materials Blue Cottage uses with DIL clients. The Redesign of the print materials took resulted in two sets of documents. We created two sets of documents, one for corporate hospitals the “professional” documents, and one for community and children hospitals that had a more “playful” feel, both still maintaining the Blue Cottage brand identity.corporate hospital clients.

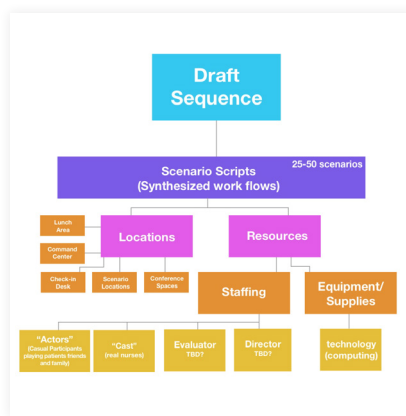
THE PROCESS

We began learning about our design space by looking over Blue Cottage’s existing documents and the presentations they use to explain DIL to their own clients. As the complexity of the DIL exercises became more clear we created a hierarchical chart of the DIL documents, how they relate to each other, and which documents are built off of others. At this time Blue Cottage provided us with a workflow of their process in creating the DIL exercise and executing it. From this we were able to contextualize the documents within their process and gain a deeper understanding of how they are used, and how things could be improved. We created an information architecture and began wireframing user flows as we understood them. Through frequent check ins with Blue Cottage we were able to refine these flows and wireframes and find parts of their service that could be streamlined, or even in some cases, eliminated. We then moved on to the form redesign. Our existing understanding of their system helped us create changes within the forms to support a cleared visual hierarchy while maintaining the functional requirements of the documents.



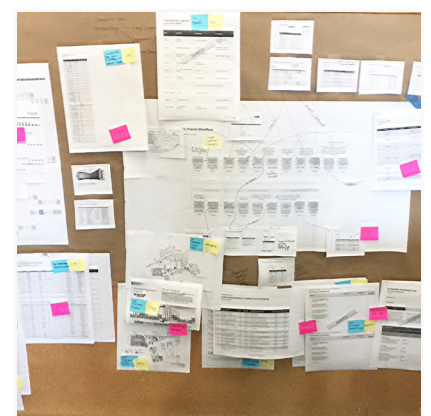
PRECEDENT RESEARCH

We looked to existing project management tools to inform our decisions around task management flows, as well the user experience for creating detailed operational schedules.



HIERARCHY CHART

A hierarchal chart to understand the sequence schedule and the information that it is built on, helped us to clarify how forms worked together as part of the larger DIL system.



WORKFLOW CHART

Blue Cottage created a work flow of their process in developing and implementing the DIL exercise. We used this workflow to contextualize the various organizational forms, spreadsheets and posters.