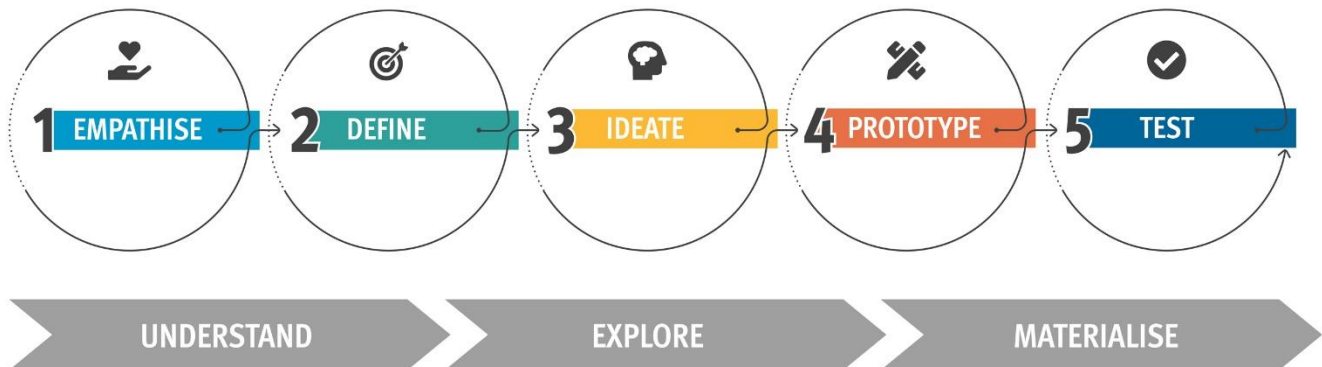


Design thinking at Gold Coast Health

Promoting consumer-centric, innovative problem solving

Design thinking explores the desires, needs and challenges of the end user to fully understand a problem in the hopes of developing more comprehensive and effective solutions. It is client-directed and continually considers how what is being created will respond to the client's needs. Design thinking is an iterative and experimental process, based on five principles:



No	Principle	Description
1	Empathising with consumers and identifying their main gains and pain points	The first stage of the design thinking process is to gain an empathic understanding of the problem. Empathy is crucial to this human-centred design process and allows design thinkers to set aside their own assumptions to gain insight into consumers and their needs.
2	Defining the right problems to solve	This stage involves putting together the information created and gathered through the empathising stage. Observations are analysed and synthesised to define the core problems. The problem should be defined in a human-centred way, from the perspective of those affected – in this case the consumers themselves.
3	Ideating on the best solutions for consumers	This third stage involves stakeholders starting to generate some ideas, based on understanding consumer needs from the empathising stage and identifying and analysing the problem during the define stage. There should be no restrictions during this phase, with the opportunity to 'think outside the box' and examine different ways of viewing and solving the problem.
4	Prototyping	Those convening the design thinking process would now work with stakeholders to produce several prototyped options to examine in more detail. This experimental phase provides an opportunity to identify the best possible solution for each of the problems identified during the first three stages. By the end of this stage, the design team will have a better idea of the constraints and the problems that are present and have a clearer view of how real consumers would

		behave, think, and feel when interacting with the end product or service.
5	Testing these solutions in different scenarios	This is the final stage of the model but in an iterative process the results generated during the testing phase are often used to redefine one or more problems and inform consumer understanding, the conditions of use, how consumers think, behave, and feel, and to empathise. Even during this phase, alterations and refinements are made to rule out problem solutions and derive as deep an understanding of the product or service and its users as possible.

For more information on design thinking, please email the Centre for Health Innovation at GCESOCHI@health.qld.gov.au