

Using the patient journey method

The patient journey method is a tool to generate insights in opportunities for innovations. It can be modified to your own needs. In general the patient journey is a mapping over time, with a horizontal time axis. The vertical axis can include (many) different elements dependent on your design goal. In order to make a patient journey that will provide you with the most valuable insights, you need to define a design goal. Therefore, we also provide you with some information to define a design goal.

How to use a patient journey?

Let's take a step back and take a look at design. At the Faculty of Industrial Design Engineering at Delft University of Technology we teach multiple models, approaches and perspectives on design. For this course we will clarify the creative problem solving method (van Boeijen, A. G. C., Daalhuizen, J.J., Zijlstra, J.J., van der Schoor, R. S.A. (2013) (Eds.). Delft Design Guide. Amsterdam: BIS Publishers, pp 24).

This method consists of three stages: stage 1 Explore the challenge, stage 2 Idea finding and stage 3 Prepare for action. We are currently in the first step: Exploring the challenge. This stage consists of three steps: step 1 Object finding, step 2 Fact finding and step 3 Problem finding.

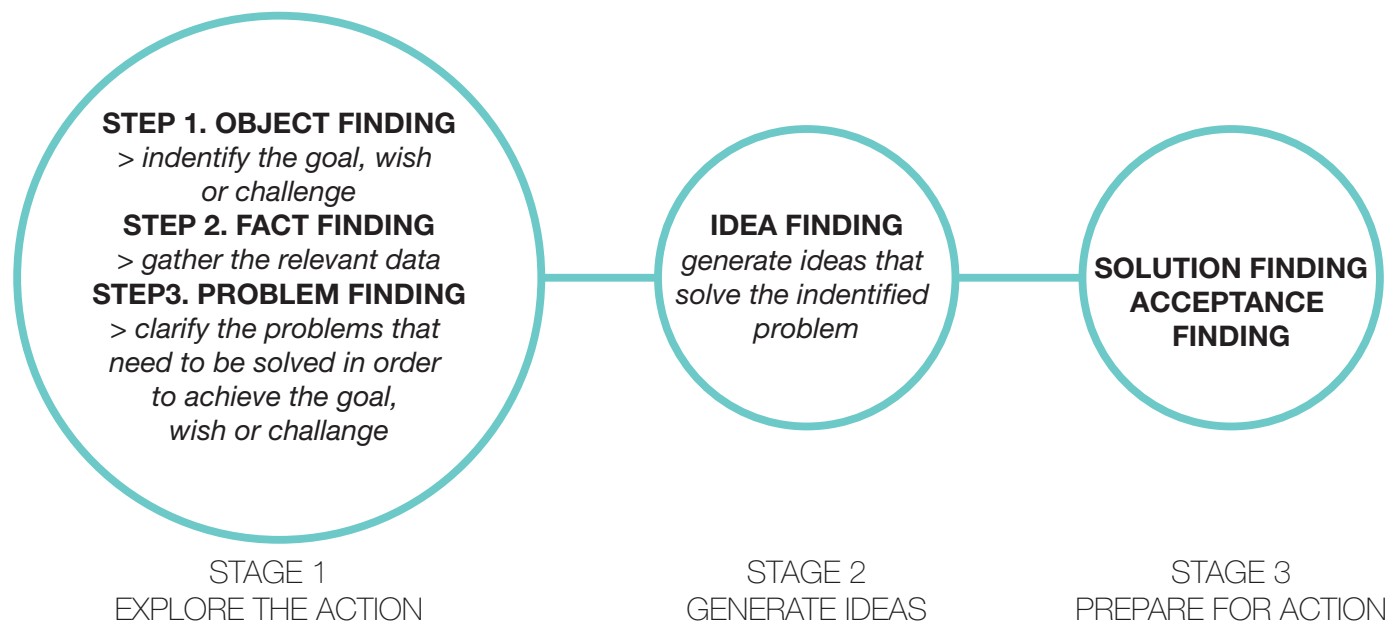


Image based on the creative problem solving method (van Boeijen, A. G. C., Daalhuizen, J.J., Zijlstra, J.J., van der Schoor, R. S.A. (2013) (Eds.). Delft Design Guide. Amsterdam: BIS Publishers, pp 24

For this week's challenge we will go through these steps. The first step is to define your design goal in the theme that you have chosen with your team. The second step is to Find Facts; in this course you and your team did this by interviewing the patient or actor. For analysing your data, you will use a patient journey to create a visual overview that will serve step 3, Problem Finding.

What is a design goal?

We use the definition of a design goal from Rozenburg and Eekels (N. F. M. Rozenburg and J. Eekels, Product Design. Fundamentals and Methods, 1995, Wiley-Blackwell). The authors define a design goal as a desired future situation(s) that you would like to establish by a design process. As the future situation is often hard to imagine, you have to explore the problem that is solved. This can be done by answering various questions, the “WWWWW” ((van Boeijen, A. G. C., Daalhuizen, J.J., Zijlstra, J.J., van der Schoor, R. S.A. (2013) (Eds.). Delft Design Guide. Amsterdam: BIS Publishers, pp 101).

- What is the problem?
- Who has the problem?
- What are relevant context factors?
- What are the goals?
- What are the side effects to be avoided?

Making the distinction between the goal-as-intended and the statements about the problem (here we call them objectives), these statements can help you define the right problem.

For example, your goal is to improve the patient satisfactory of hip-surgery patient after surgery, because 25% of the patients are disappointed about the final outcome, although from a medical point of view the surgery was a success. In this case the goal-as-intended is to improve patient satisfactory of hip-surgery patient after surgery. The goal-as-intended consists of multiple objectives:

- The target group are hip-surgery patients;
- The target time frame is the rehabilitation phase;

The goal is to align patient expectations with the (anticipated) outcomes of the hip-surgery.

Setting up the patient journey

By defining the design goal, we completed step 1 of the first phase, Explore the challenge. The next step is Fact Finding. We interviewed several patients and specialist that are involved in the treatment path of hip-surgery. The insights from these interviews was that the patients were not satisfied by the surgery, because they were disappointed about the final result, although from a medical perspective the operation succeeded. The reasons for their disappointment differ, for example, because they were not as mobile as they expected, or as fast pain free as they hoped, etc.

This indicates that the preparation towards surgery, when the expectations are communicated by the specialist, might play a role for this design problem.

Define the time axis

A patient journey can be used to evaluate the result of the research. In this case we use the whole timespan from first complains to rehabilitation phase. So, it is important to realise that although your target time frame is a specific phase, the relevant phases for your design goal can be completely different, because the cause of the ‘friction point’, in this case disappointment, is in a different phase. Keep in mind that in a patient journey one phase includes only ten minutes and another phase can be 1 year.

Define the vertical axis

The vertical axis consists of the elements that are mapped out over time. So far these were the activities of the relevant actors. To define which elements you should include on the vertical axis, once more, include your design problem and goal. Which kind of insight do you need to define your problem? This can be based on an activity, for example. In this case, you have to describe what happens in every phase. Or what you have done in the second practical challenge, the activity of the relevant actors in every phase. But as Froukje mentioned in her lecture there are many different elements that you could incorporate, for example:

- Goals
- Actions
- Values
- Jobs
- Emotions

- Motivations
- Painpoints
- Barriers
- Touchpoints
- Pictures
- Opportunities
- Non human actors
- ...

Emotions and emotional state

One of the most interesting elements that we can use for the patient journey are emotions. Because they give you insight in the user experience. Mapping these emotions over time can also help you identify possible problems. To understand the underlying problem, it is important to identify the type of emotion. Here in Delft, Pieter Desmet developed and validated a toolkit with 24 positive and 24 negative emotions that you can use to understand and identify the emotions.













24 Positive emotions

<p>Kindness To experience a tendency to protect or contribute to the well-being of someone</p> 	<p>Sympathy To experience an urge to identify with someone's feeling of misfortune or distress</p> 	<p>Lust To experience a sexual appeal or appetite</p> 	<p>Desire To experience a strong attraction to enjoy or own something</p> 	<p>Worship To experience an urge to idolize, honor, and be devoted to someone</p> 	<p>Euphoria To be carried away by an overwhelming experience of intense joy</p> 
<p>Respect To experience a tendency to regard someone as worthy, good or valuable</p> 	<p>Joy To be pleased about (or taking pleasure in) something or some desirable event</p> 	<p>Amusement To enjoy a playful state of humour or entertainment</p> 	<p>Hope To experience the belief that something good or wished for can possibly happen</p> 	<p>Anticipation To eagerly await an anticipated desirable event that is expected to happen</p> 	<p>Surprise To be pleased by something that happened suddenly, and was unexpected or unusual</p> 
<p>Love To experience an urge to be affectionate and care for someone</p> 	<p>Energized To enjoy a high-spirited state of being energized or vitalized</p> 	<p>Courage To experience mental or moral strength to persevere and withstand danger or difficulties</p> 	<p>Pride To experience an enjoyable sense of self-worth or achievement</p> 	<p>Confidence To experience mental or moral strength to withstand or cope with the situation</p> 	<p>Inspiration To experience a sudden and overwhelming feeling of creative impulse</p> 
<p>Admiration To experience an urge to prize and estimate someone for their worth or achievement</p> 	<p>Enchantment To be carried away by something that is experienced as overwhelmingly pleasant</p> 	<p>Fascination To experience an urge to explore, investigate, or to understand something</p> 	<p>Relaxation To enjoy a calm state of being free from mental or physical tension or concern</p> 	<p>Relief To enjoy the recent removal of stress or discomfort</p> 	<p>Satisfaction To enjoy the recent fulfillment of a need or desire</p> 

emotion / studio












24 Negative emotions (1/2)

emotion / studio

<p>Doubt The feeling when you have no certainty, but there is more that you should do than to doubt. You don't know which option you should choose.</p> 	<p>Anger The feeling when someone is doing something that is harmful or offensive to you or you want to go against the person to stop them from doing it.</p> 	<p>Disgust The feeling when someone is doing something that you don't want to get into contact with or you have a bad taste, smell, or taste. It makes you want to get away from it.</p> 
<p>Distress The feeling when something bad is happening to you or someone else. You feel like you can't do anything to help.</p> 	<p>Frustration The feeling when someone is doing something that you want to do but you can't do it because of some obstacle.</p> 	<p>Disappointment The feeling of being let down or disappointed because that is different from what you expected. You feel that you should be disappointed in your own expectations.</p> 
<p>Sadness The feeling when you miss someone or something that was important to you. You feel like you can't do anything to make it better.</p> 	<p>Annoyance The feeling when someone is doing something that bothers you. You have the urge to stop them from doing it.</p> 	<p>Boredom The feeling when you have a feeling of missing or longing for something that you don't have.</p> 
<p>Loneliness The feeling when you feel like you are alone and miss someone or something that you can't do anything to make it better.</p> 	<p>Embarrassment The feeling when you do something that you are ashamed of or that you don't want to do in front of other people.</p> 	<p>Guilt The feeling when you think you have done something wrong and you feel like you should be punished for it.</p> 

24 Negative emotions (2/2)

emotion / studio

<p>Disappointment The feeling when you feel that you are disappointed because that is different from what you expected. You feel that you should be disappointed in your own expectations.</p> 	<p>Contempt The feeling when you think someone is inferior. You don't want to have anything to do with someone like that.</p> 	<p>Regret The feeling when you think about something you didn't want to happen but you have done it. You feel like you should have done something else.</p> 
<p>Envy The feeling when you see someone else doing something that you want to do but you can't do it because of some obstacle.</p> 	<p>Indignation The feeling when someone is doing something that you think is wrong or unfair. You feel like you should be angry at them.</p> 	<p>Anxiety The feeling when you are thinking about something bad that might happen to you or someone else. You feel like you can't do anything to stop it.</p> 
<p>Fear The feeling when you are worried or afraid about something bad that might happen to you or someone else. You feel like you can't do anything to stop it.</p> 	<p>Pity The feeling when you see someone else in a bad situation and you feel like you should help them.</p> 	<p>Confusion The feeling when you get lost or don't know what to do. You feel like you can't do anything to make it better.</p> 
<p>Insecurity The feeling when you are worried about your ability to do something or to maintain it in a certain situation. You feel like you should be insecure about your own abilities.</p> 	<p>Shame The feeling when you think that other people know something bad about you that you don't want them to know.</p> 	<p>Shock The feeling when you see something that you didn't expect to see. You feel like you can't do anything to make it better.</p> 