

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.

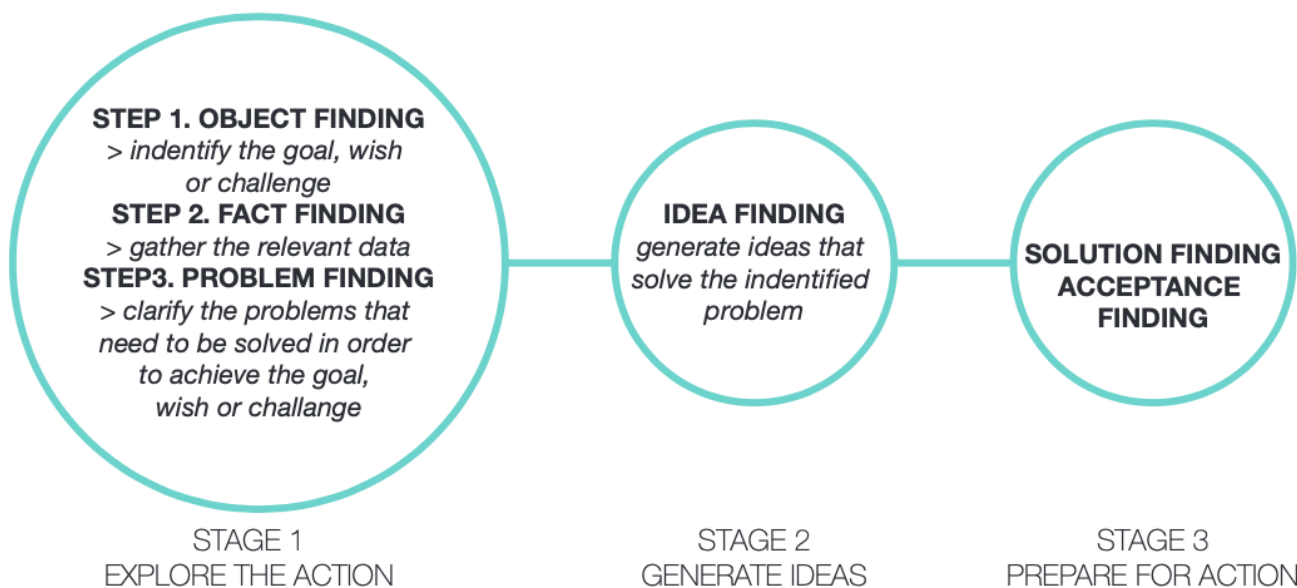


Image based on the creative problem solving method (van Boeijen, A. G. C., Daalhuizen, J.J., Zijlstra, J.J., van der Schoor, R. S.A. (2013) (Eds.). Delft Design Guide. Amsterdam: BIS Publishers, pp 24

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. Roozenburg 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 the patient satisfaction after having hip-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
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- Motivations
- Pain points
- 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

Kindness To experience a tendency to protect or contribute to the well-being of someone 	Sympathy To experience an urge to identify with someone's feeling of misfortune or distress 	Lust To experience a sexual appeal or attraction 	Desire To experience a strong attraction or to enjoy or want something 	Worship To experience an urge to admire, honor, and be devoted to someone 	Euphoria To be carried away by an overwhelming experience of intense joy 
Respect To experience a tendency to regard someone as worthy, good or valuable 	Joy To be pleased about or taking pleasure in something or some desirable event 	Amusement To enjoy a playful state of humor or entertainment 	Hope To experience the belief that something good or valued for one possibly happen 	Anticipation To expect or wait an anticipated desirable event that is expected to happen 	Surprise To be pleased by something that happened suddenly, and was unexpected or unusual 
Love To experience an urge to be affectionate and care for someone 	Energized To enter a high-activated state of being energized or excited 	Courage To experience an affective state of strength, perseverance and confidence in difficulties 	Pride To experience an enjoyable sense of self-worth or achievement 	Confidence To experience a mental or moral strength in belief or in support with full conviction 	Inspiration To experience a sudden and useful feeling of creative impulse 
Admiration To experience an urge to praise and estimate someone for their worth or achievement 	Enchantment To be carried away by something that is experienced as overwhelmingly pleasant 	Fascination To experience an urge to explore, investigate, or to understand something 	Relaxation To enjoy a state made of being free from mental or physical tension or concern 	Relief To enjoy the acute removal of stress or discomfort 	Satisfaction To enjoy the acute fulfillment of a need or desire 

emotion/studio

24 Negative emotions (1/2)

emotion/studio



24 Negative emotions (2/2)

emotion/studio



