Design Portfolio

of

Jodi Schwartz

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Design process

Optimism, Passion, Determination

As a...
Human-Centered Designer

Designing for the RIGHT audience
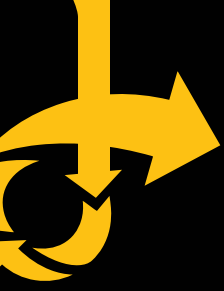
Helping Others

Improving experiences
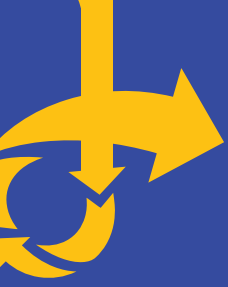
Call to action:

To develop delightful experiences that drives behavior change and create impact in a digital age.

How I bring it to life:

With relentless curiosity, empathy to understand the audience and a real-world application mindset.

How I help to communicate value

- Human centered design approach to provide experience innovation

   - Helping to find points of differentiation along the patient's journey

   - Framing insights to find opportunity

- Strong user empathy

- Visualy communicate deliverables

- Storytelling

- Multi-disciplinary collaboration

Projects and clients highlighted

Packaging Design

Goal: Design an e-commerce package that would "bring delight" to the user and encourage loyalty.

Interaction Design

Goal: Design an interaction that would make the phone owner more aware and educated about the existing services..

Service Design

Goal: Improve the adoption of the portal (a technology service used to connect the patients to the Center).

Design Strategy

Goal: Design a unique baby boomer travel experience.

Additional projects:
Experience Design for M-Blend (Master's Thesis)

Breaking down my process

Gaining Empathy: Getting Situated	**Determining the "real need"**	**Explore concepts Build and Iterate**

Understanding:
Challenge, problem, client
Deep-dive into trends, competition

Game-plan:
Research, background, budget

Observing-listening:
in-context, ethnographic, in-home, on-site observation, diaries, video surveys, experience simulation, quantitative

Framing insights:
Looking for patterns, clustering journey mapping, sorting, user-response analysis, observation web, workshop development

Framework creation:
insight storytelling

Framing possible concepts:
brainstorming, "How might we's"

Concept generation:
Personas, ideation session, concept generating, concept metaphors and analogies, role-play ideation, behavioral prototype

Prototyping and iterating:
concept sketching, behavioral and concept prototyping, storytelling, wireframe

Framing possible solutions:
service blueprinting, design strategy, solution roadmapping, storyboarding, in-context video, experience prototyping

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Understanding: Erie Family Health Center
Deep-dive into client, challenge, trends and competition

Internal Client Brief

- What is the Erie Family Health Center?
- What services do they provide?
- What does their client look like- who is their user? What does it mean to be a consumer of this experience?
- What is the general sequence of the user experience?
- What do you understand about the stakeholders?
- What insights can you gain from Erie Family Health Center web and social media presence? History, awards, and press?
- What experiences have you had that influence your perception of the client and project?
- What biases do you bring to this project as a designer?

Other examples:
P&G: challenge pitch from client
BBMG: Internal kickoff, background deep-dive, focusing on client documents, competitive landscape, trends.

Game-plan: Erie Family Health Center
Developed project scope

The Problem

On the surface, Erie Family Health Center provides good health care to low-income patients, but on a deeper level, Erie's "Trust, Heal, Care" mission is not fully being realized. The creative methods of this service design course provide a unique and effective approach to help build on these opportunities. There is great potential for patients to more fully engage in their health care and help increase care efficiencies within the Erie care facilities.

Our Research

Secondary Research	Contextual Interviews	On-Site Observations	Closing the Loop
Erie's website and other media channels served as a starting point for secondary research. Academic research and other reports were considered in order to gain basic understanding of the broader landscape.	Interviews with 4 of Erie's health care administration team were conducted. An informal interview was also conducted with a team member's spouse who is a patient at Erie.	Each of our team members visited with administrators at various Erie locations. A tour was given at the Davis & Evanston locations and time was spent observing in the waiting room. Observations were made over the course of over 5 hours.	Moving forward, the team plans to close the loop with more stakeholders (doctors, nurses, staff, administration, families, patients, etc.) by volunteering, interviewing, visiting bilingual schools, and discussing concepts with each group.

Insights

- Throughout patient's journey there are multiple wasted touch points that could be more efficient and effective: either removing unnecessary touch points, or utilize the touch points in a way to prevent information overload.

- Patients do not know the benefits of the following: patient portal, proper health plans, health promoting services, etc.. They also do not have enough knowledge about promoting their family's health.

- Erie services are under-utilized. Many patients are not aware the dental services, health education programs, counselling programs and many others available at their disposal. Erie provides many services to create a holistic experience for their patients, but this is not properly communicated to the patients.

Check-in: Managing Multiples — DSGN 401-3: Service Design — Project Proposal: Page 1

Point of View

Erie needs a way to enhance the efficiency and effectiveness of patient's journey, while helping patients conveniently care for their family, because currently there are many wasted touch points and under-utilized Erie services.

Design Direction

1 Optimizing Wasted Touchpoints
Focus on how to better utilize the time that patients wait during their patient experience to promote preventive health educations. these moments include waiting on hold to speak with a call center representatives, waiting to see the patient after checking in, and waiting to see the doctor in the patient room.

2 Increasing Service Awareness
There are currently many Erie's service offerings that patients do not know about and are under-utilized. We want to find better ways to promote these services so that patients can take full advantages and engage in their holistic health care.

3 Family Health Management
For parents that are managing their families' health needs, we would like to offer better and more efficient way to stay on top of everyone's health care.
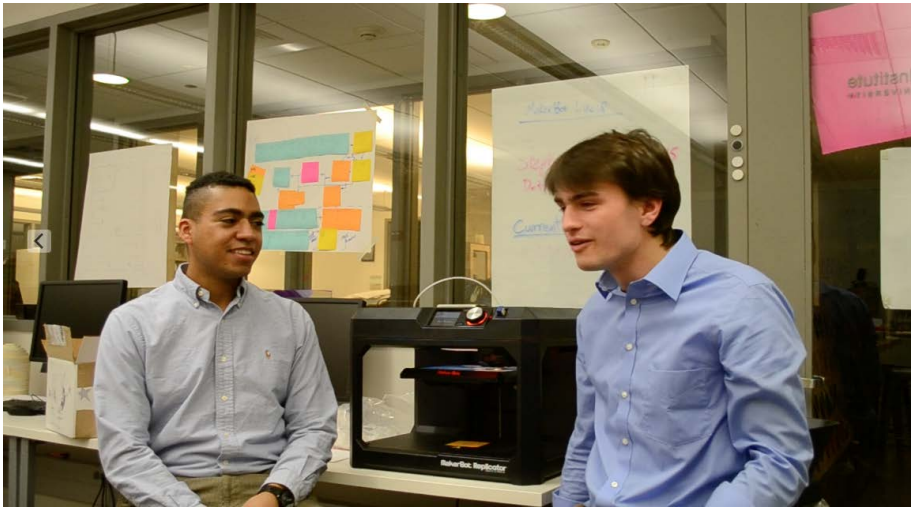
Timeline

Check-in: Managing Multiples — DSGN 401-3: Service Design — Project Proposal: Page 1

Observe-listen: Overview
Ethnographic Interviews, field visits, etc.

Observe-listen:P&G
Ethnographic Interviews, field visits, etc.

Online Qualitative survey/online diary:

Panelist Results					
Name	Amazon Prime Member	Package they like to receive	Box picture used	Recognizable Box features	Tiffany Box
Donna L	Yes	box that is strong and easy to open. - Thicker corrugation of box=Secure items will be undamaged	Amazon detergent box	Look for return address-likes NON DESCRIPT PACKAGES THAT DON'T ANNOUNCE CONTENTS WHEN LEFT AT FRONT DOOR	Pretty

Observe-listen: Samsung
Ethnographic Interviews to understand phone security landscape

Sample: In-depth interview questions for recruited participant:

Background questions
    Family, background, tell us about yourself?
    What phone do you have?
    When did you get this phone?

Phone usage in a daily life
    Where do you spend the most time?
    Where do you put your phone?

Things you've done to phone security
    What would you miss the most if someone steal your phone right now?
    Have you ever had your phone lost or stolen, or left it at home? What was that like?
    Stories of phone lost or stolen.

Security in other Aspects
    How do you take care of your laptop, car, passport, etc?
    Bulls Eye map activity -which items are most important?

Secondary research:

Existing apps:
    "Find my iPhone"
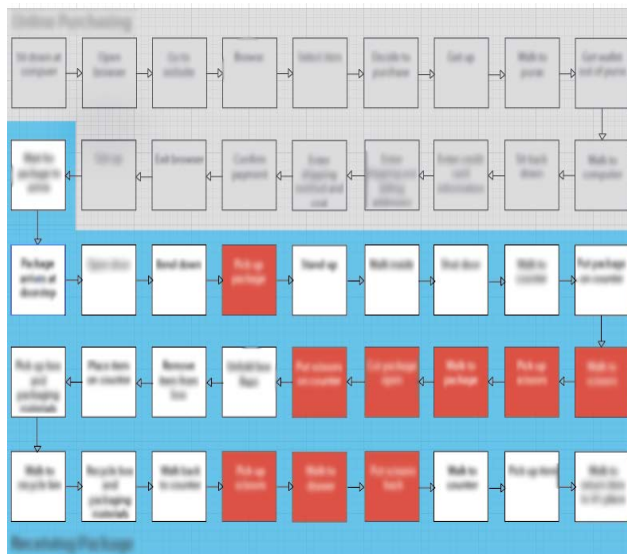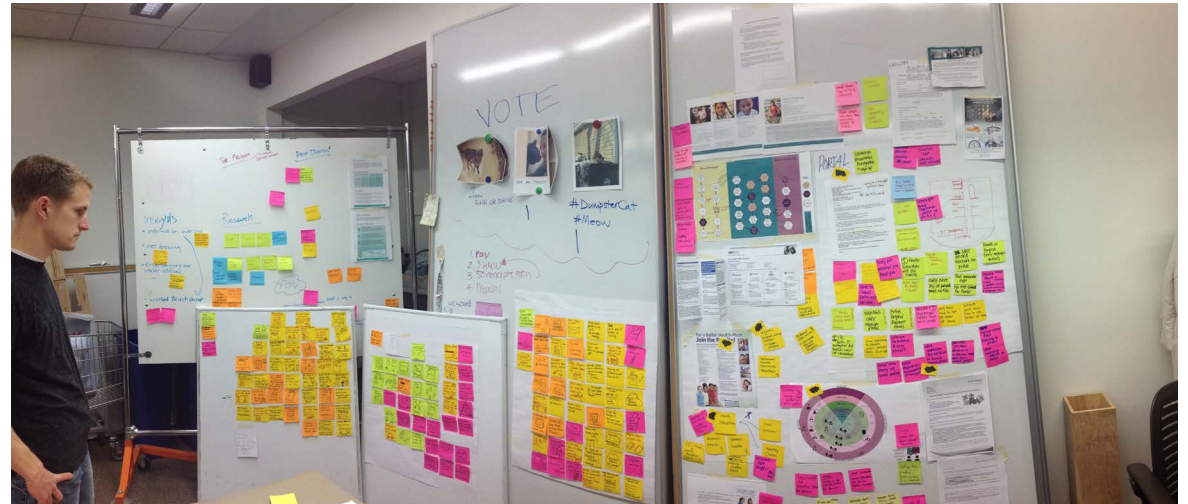   Prey
    Samsung kill app
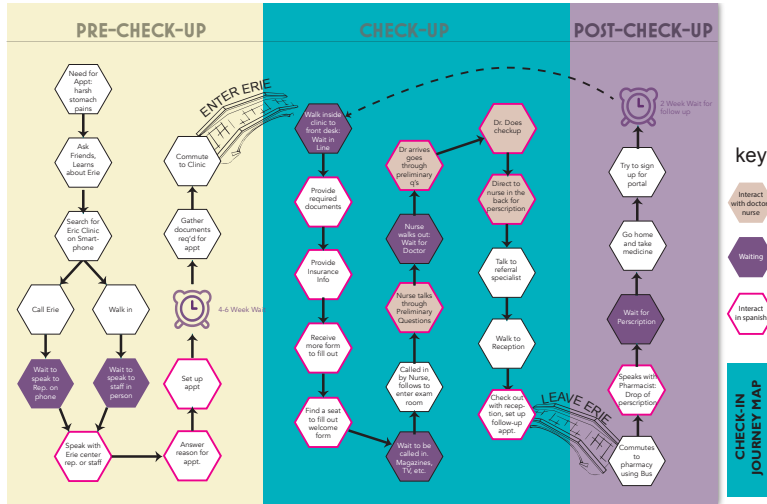   Passcode

Existing security features
    Finger print
    Phone case

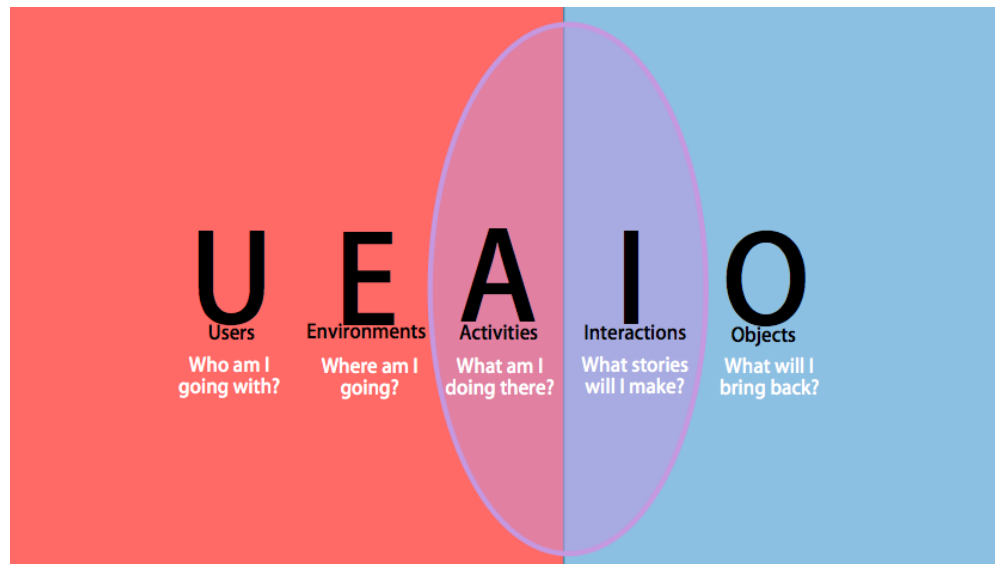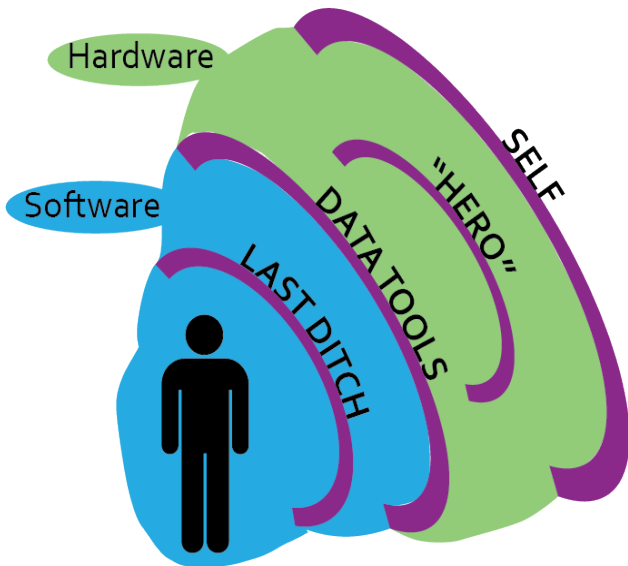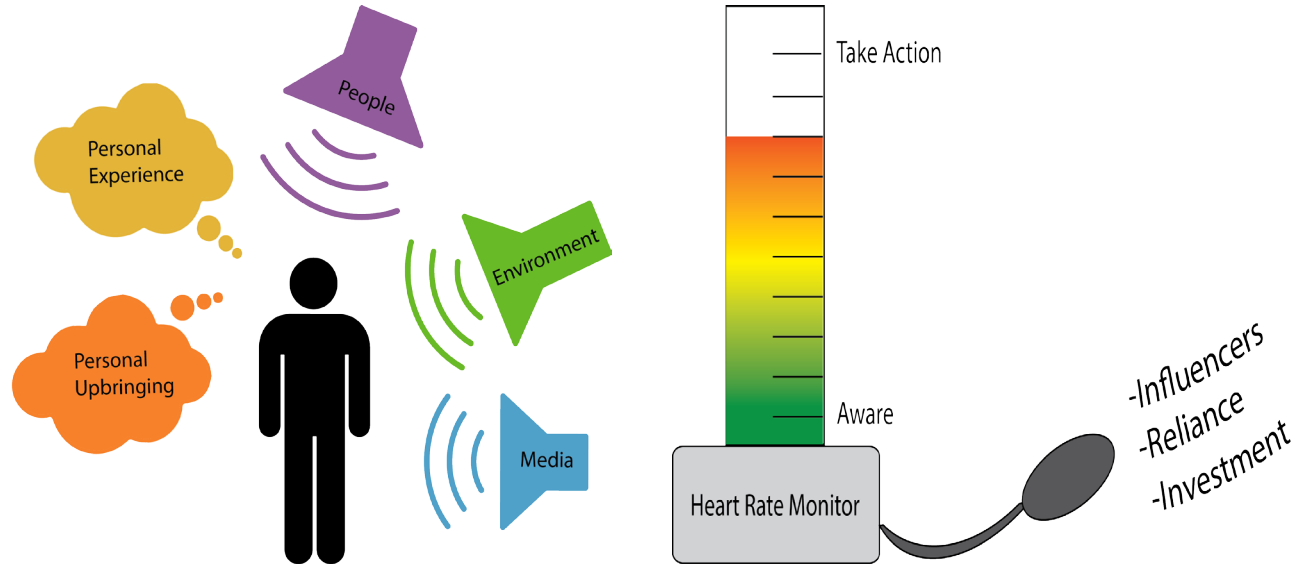# Framing insights
Synthesizing observation into insight
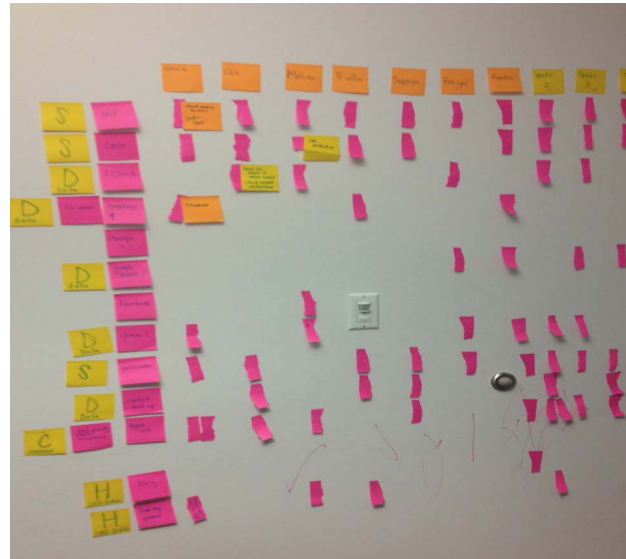
Framework creation: Samsung
Insight storytelling

RELIANCE

Communication (phone, text, email)

Media (photos, music, games)

Organization (calendar, alarm, contacts)

INVESTMENT

Money

Emotion

Personal Experience

Personal Upbringing

People

Environment

Media

Take Action

Aware

Heart Rate Monitor

-Influencers
-Reliance
-Investment

Hardware

Software

SELF

"HERO"

DATA TOOLS

LAST DITCH

U E A I O

Users — Who am I going with?

Environments — Where am I going?

Activities — What am I doing there?

Interactions — What stories will I make?

Objects — What will I bring back?

Frame possible concepts: Erie Family Health
Insight and need state into opportunity

MANAGING MULTIPLES

Point of View
Erie needs a way to enhance the efficiency and effectiveness of a patient's journey, while helping patients conveniently care for their family, because currently there are many wasted touch points and under-utilized Erie services.

How might we help patients better manage their family's various health needs?

How might we expose more of Erie's services through communication?

How might we optimize wasted touch points to integrate health education into existing parts of the patient's journey?
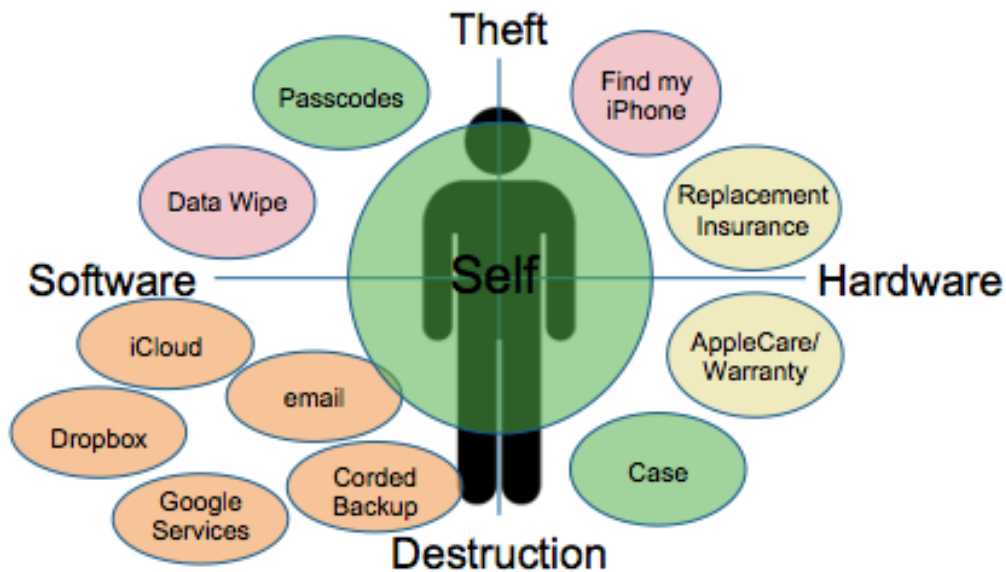
Frame possible concepts: Samsung
Insight into opportunity

Key insight: People are their own security. When it comes to protecting their hardware, they protect the outside to protect the inside.


Protection Landscape

What if we could reduce the users reliance on themselves to protect their phone?

What if we could work together with our phone?

How might we increase user awareness & understanding of best phone preparedness methods starting at the out of box experience?

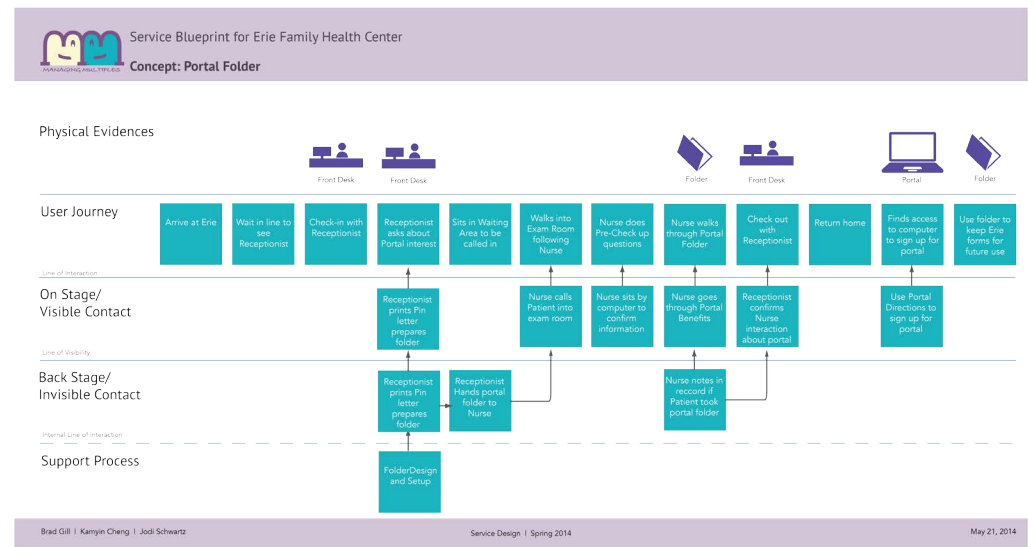|	
cloud understanding	in-context education
why the user should care	holistic experience

Concept generation:
Oportunity into concept brainstorming
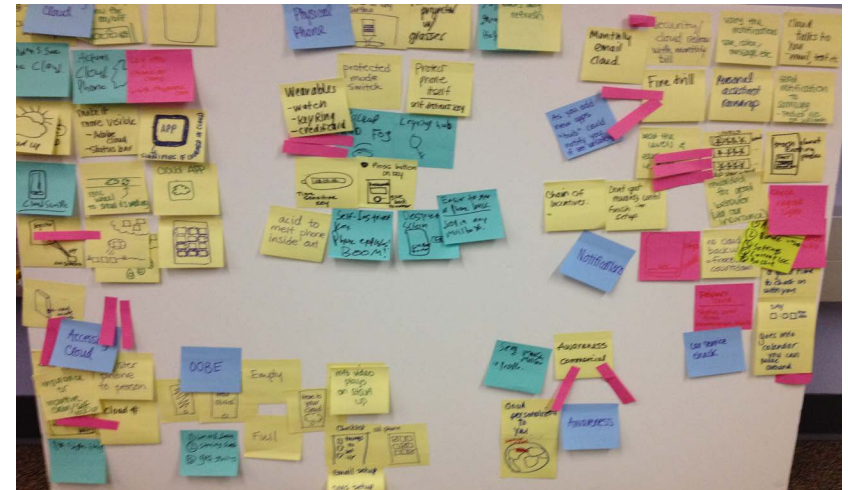
Concept generation: Erie Family Health
Service blueprinting development
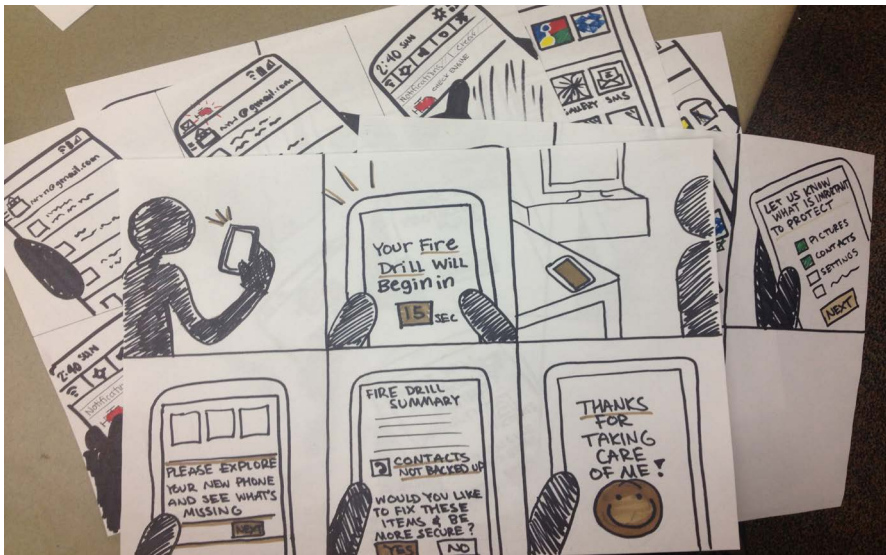
Concept generation: Northwestern
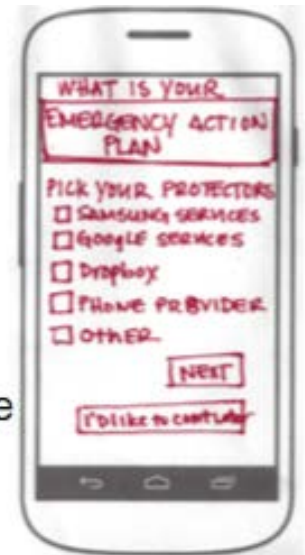## Storyboarding selected concepts based on feasibility and desirability

Prototyping and iterating: Samsung
Brainstorming into concepts with user feedback

"helps guide instead of dictate"

"it's nice to be prompted"
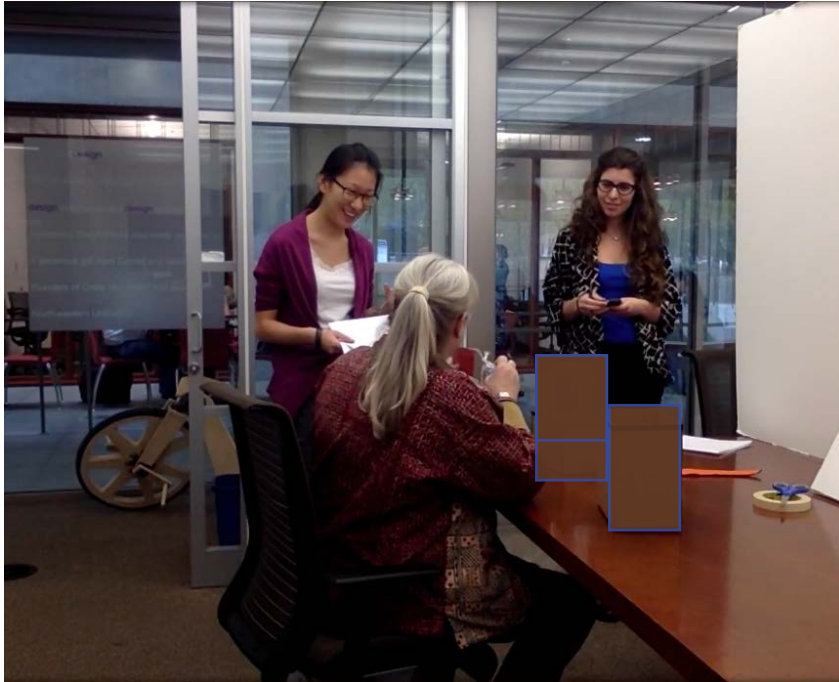
"did my data actually get deleted/backed-up?"

"would it be possible to run on my own time?"

"running on a set interval would drive me insane" -Paul

Prototyping and iterating: P&G
Brainstorming into concepts with user feedback

Sample questions for Panelist visit: testing low-fidelity prototypes

Overall rating- bullseye
> Overall, what would you rate this box?

Startup Kit
> What are your first impressions?
> How do you feel about a kit to start you off and introduce you to our product?
> Would this live in your home?
> > How would it be positioned?
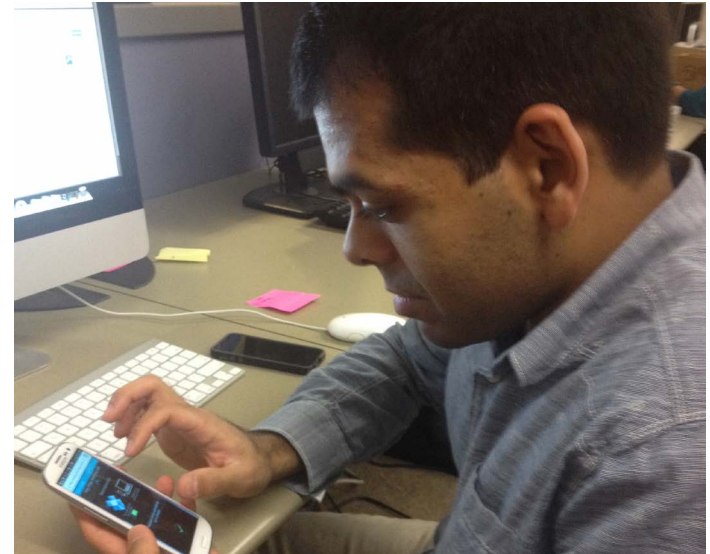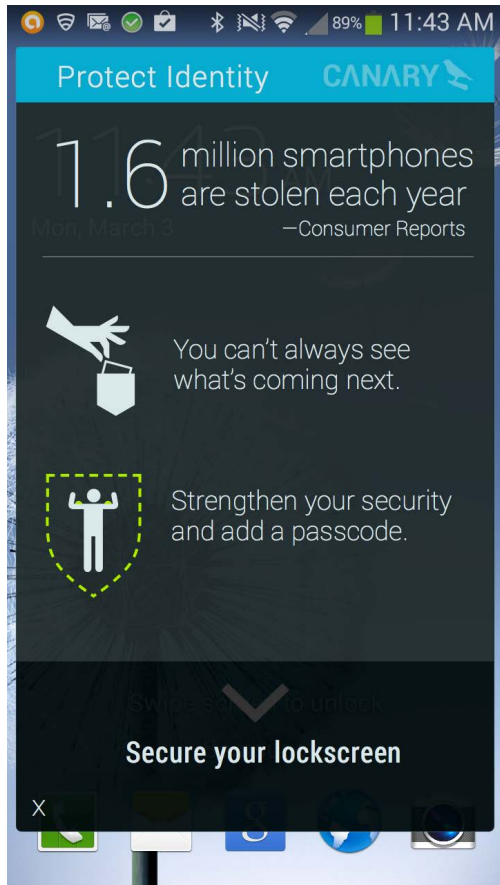> How would you feel about this being shipped to your home?
> How do you picture the product sitting in this storage container?
> How should these items be secured when shipped?
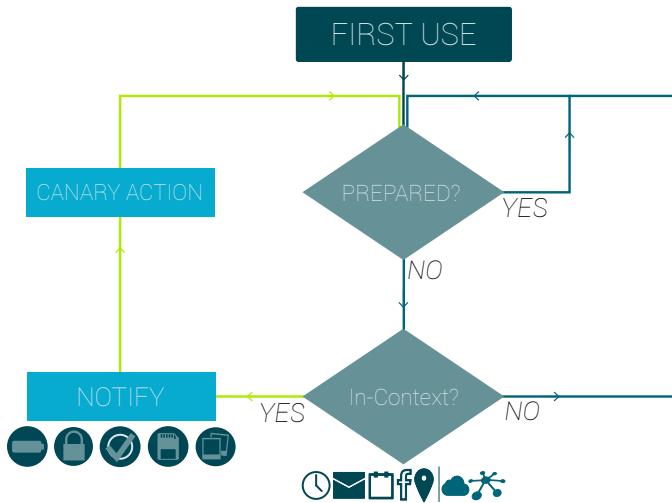
Prototyping and iterating: Samsung
Concepts into low-fidelity protoypes
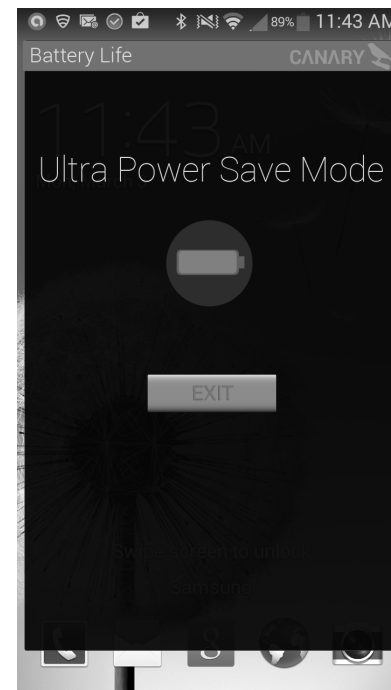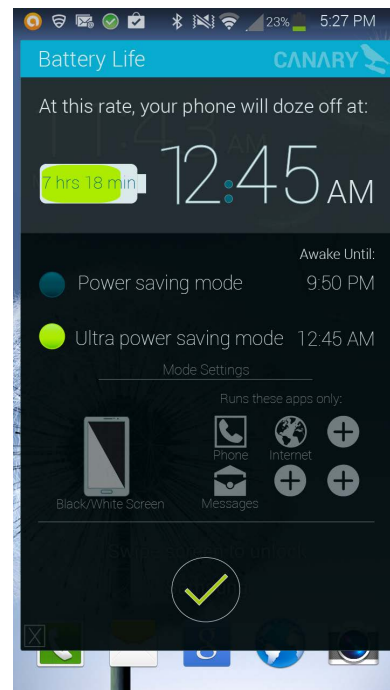
Prototyping and iterating: Samsung
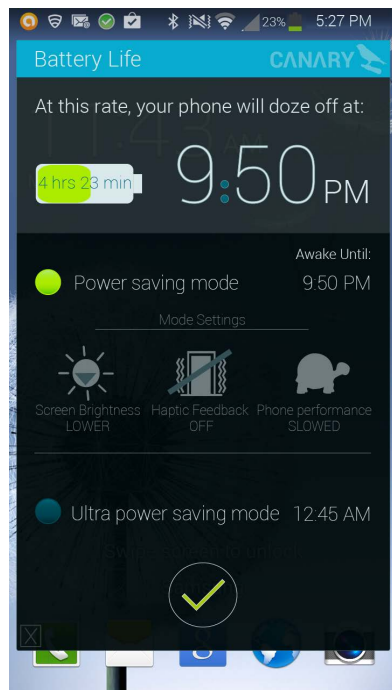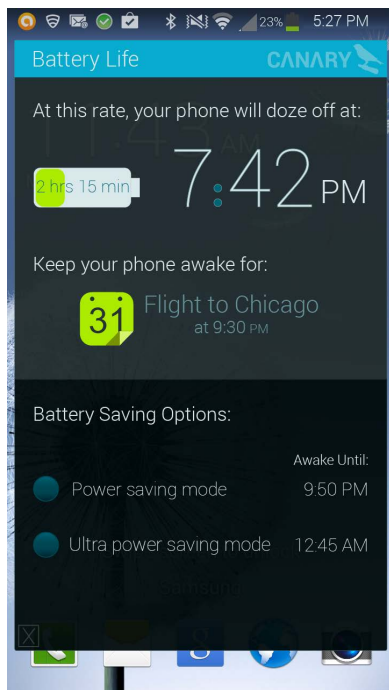## Low-fidelity to high fidelity and final recommendation

FIRST USE

PREPARED?   YES

CANARY ACTION

NO

NOTIFY

In-Context?   NO

YES

Algorithm developed to determine when Canary is activated
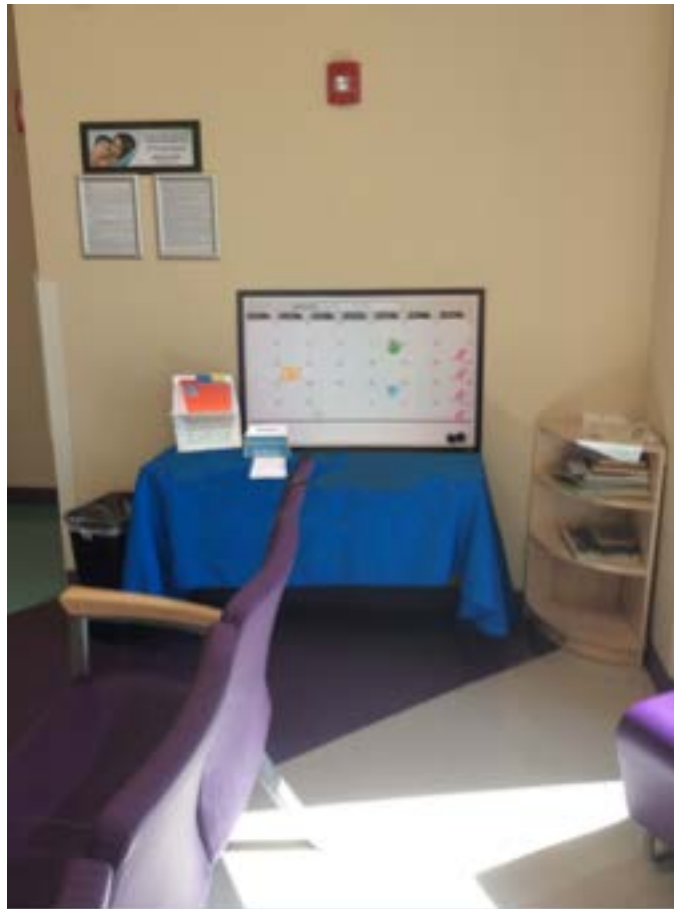
In-context scenarios developed to help user focus on:
- Memories not pictures
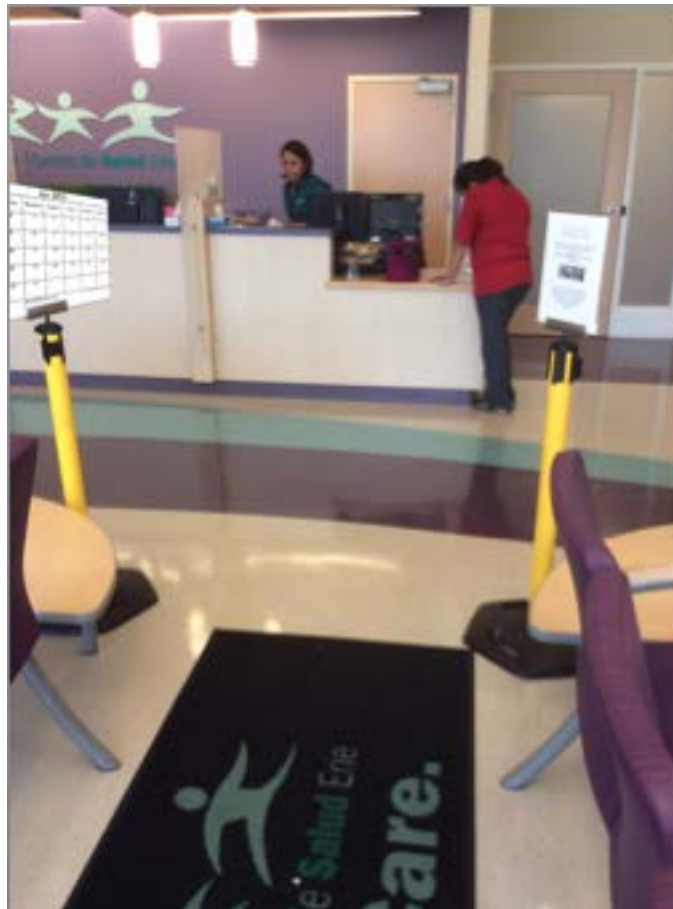- Events not battery life (pictured below)

Battery Life · CΛNΛRY

At this rate, your phone will doze off at:

2 hrs 15 min **7:42** PM

Keep your phone awake for:

31 Flight to Chicago
at 9:30 PM

Battery Saving Options:

Awake Until:
○ Power saving mode   9:50 PM
○ Ultra power saving mode   12:45 AM

Battery Life · CΛNΛRY

At this rate, your phone will doze off at:

4 hrs 23 min **9:50** PM

Awake Until:
● Power saving mode   9:50 PM

Mode Settings

Screen Brightness   Haptic Feedback   Phone performance
LOWER   OFF   SLOWED

○ Ultra power saving mode   12:45 AM

Battery Life · CΛNΛRY

At this rate, your phone will doze off at:

7 hrs 18 min **12:45** AM

Awake Until:
● Power saving mode   9:50 PM

● Ultra power saving mode   12:45 AM

Mode Settings

Black/White Screen

Runs these apps only:
Phone   Internet
Messages

Battery Life · CΛNΛRY

Ultra Power Save Mode

EXIT

SAMSUNG

Normal Power · CΛNΛRY

Back to normal power mode.

Sat, Mar 8

29°F
AccuWeather.com   Evanston
Cloudy
03/08/2014 3:32 PM

31 Calendar   Camera   Email   Voicemail

Phone   Contacts   Messaging   Internet   Apps
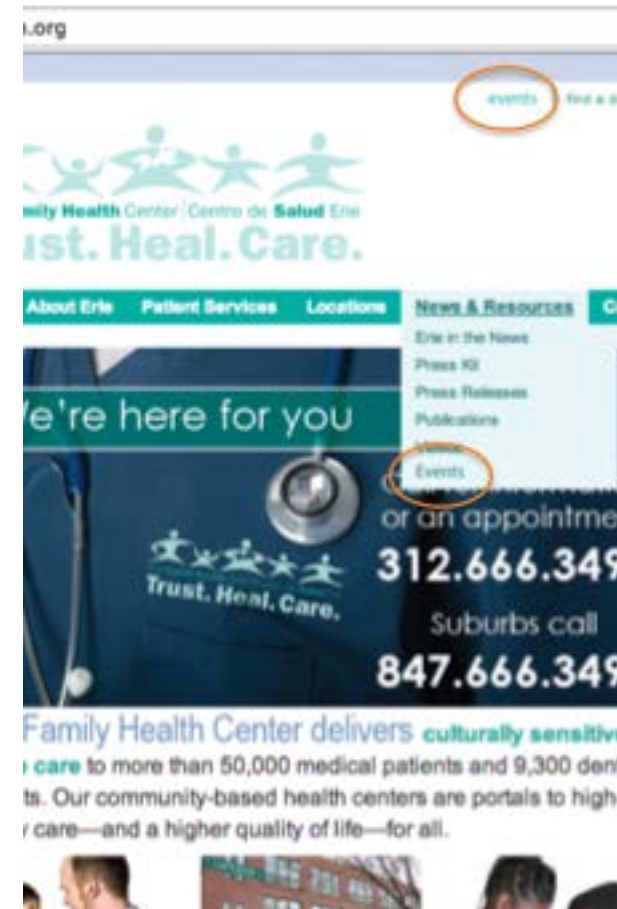
Frame possible solutions:
Optimizing touchpoints in user journey

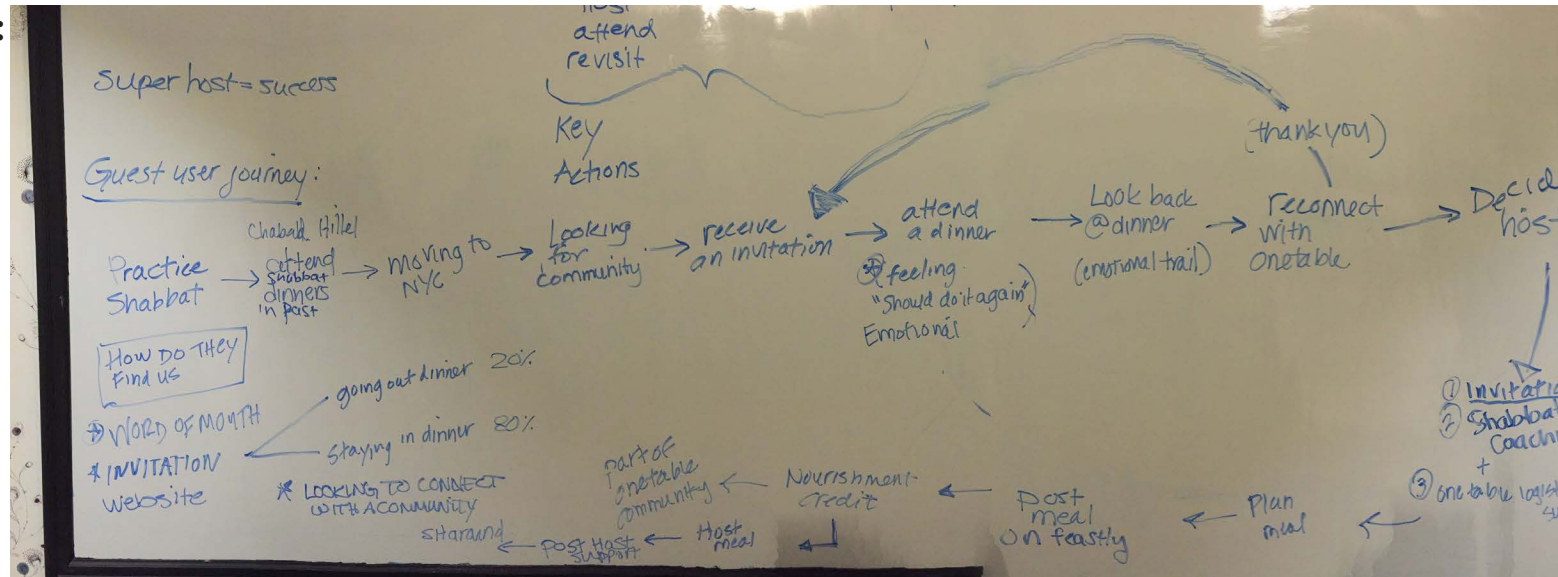

In the Lobby

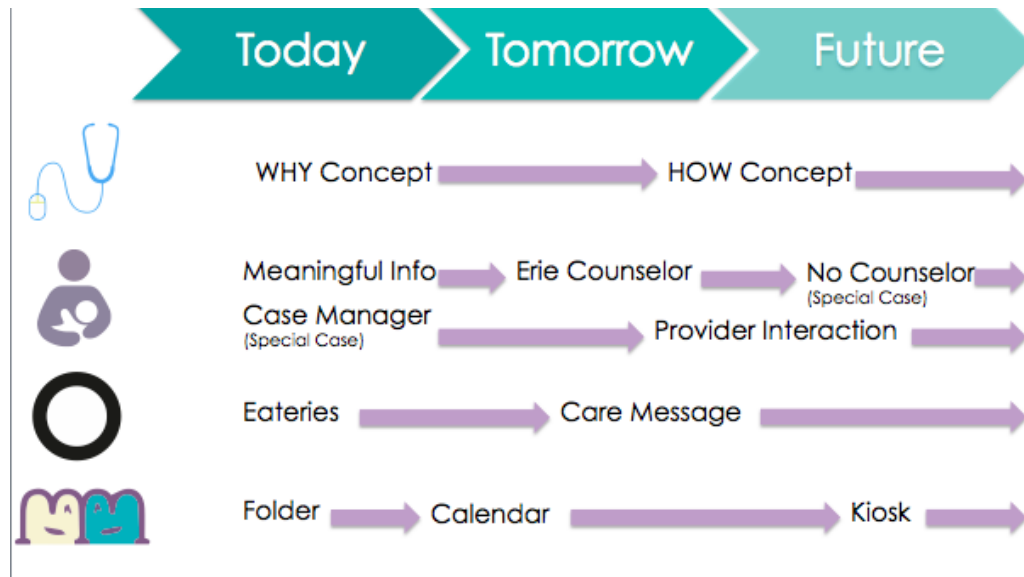**On the waiting line**

On the website

Frame possible solutions:
Road mapping, step, stretch and leap solutions

Marketing Roadmapping:

Step, stretch, leap solutions:

A little about myself...

I love to be inspired by all that surrounds me.

I question "why" things are the way they are.

I learn best by teaching others. Working together.

I am passionate about making a difference (big or small).

I am determined to improve society and the interactions between society's members.

Our World, Acrylic, 2007- My mantra in a picture

My education

2014 MS-EDI: Engineering Design and Innovation Program

NORTHWESTERN UNIVERSITY

2011 BS-Mechanical Engineering

UNION COLLEGE Schenectady

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Understanding Phone Health
For Samsung

Goal: Design an interaction that would make the phone owner more aware and educated about the existing services.

How Might We: Created an educated user who takes proactive measures towards their holistic phone health.

Strategy: Designed an in-context interaction that would prompt phone awareness and education by focusing on the human needs related to each potential risk.

Managing Multiples
For Erie Family Health Center

Goal: Improve the adoption of the portal (a technology service used to connect the patients to the Center).

How Might We: provide parents who are managing multiple family members more efficient and engaging ways to stay on top of every memeber's healthcare.

Strategy: Provide solutions for patients alongside their journey into the Center. Improve the check-in experience, how events are broadcasted to the patients, and how the portal is introduced.

3D Printing Recycling: M-Blend
For Maker Community

Goal: Manage the new 3D printing wastestream. Allow consumers to focus on the product that comes from the value of recycling.

How Might We: alter the Maker Community behaviors to incorporate recycling into a growing new segment.

Strategy: Focus on the Maker Community to integrate the M-Blend touchpoints into their 3D printing routine. Using M-Blend service to provide an opportunity to connect the Makers creating at home to the Maker Spaces popping up around the cities.