SOCIAL IMPACT DESIGN · HEALTHCARE DESIGN
MULTICULTURALISM · INFORMATION DESIGN
RESEARCH INTERESTS
COMMUNITY ENGAGEMENT · EXHIBITION DESIGN
EXPERIENCE DESIGN · COLLABORATION · EQUITY · VR
SUSTAINABILITY · INTERNATIONAL DEVELOPMENT
PARTICIPATORY METHODOLOGIES · DESIGN THINKING
TRANSDISCIPLINARITY · ENVIRONMENTAL DESIGN
VISUAL COMMUNICATION DESIGN · SOCIAL JUSTICE
SOCIAL ENTREPRENEURSHIP · UNIVERSAL DESIGN
INTERACTION DESIGN · ACCESSIBILITY · OUTREACH
IMMERSIVE TECHNOLOGIES · USABILITY · WELLNESS
As a design-thinker, my talent is seeing the connections between seemingly unrelated things, connecting these and making them actionable.
DESIGNING WELLNESS ECOSYSTEMS THROUGH IMMERSIVE EXPERIENCES
Design is a powerful conduit for change.

DESIGN IS EVERYTHING WE DO.

“To design is to devise courses of action aimed at changing existing situations into preferred ones.”

IN NATURE, ECOSYSTEMS THRIVE ON BALANCE

INTERDEPENDENT RELATIONSHIPS BETWEEN ANIMALS, PLANTS, NATURAL RESOURCES, AND GEOGRAPHY WITHIN A SPECIFIC ENVIRONMENT
NOTHING EXIST IN A VACUUM.

ELEMENTS ARE INTRICATELY TIED TO ONE ANOTHER IN COMPLEX WAYS AND THROUGH SOPHISTICATED RELATIONSHIPS.
IN DESIGN / BUSINESS, BALANCE IS THE VALUE PROPOSITION & PROMISE OF A BRAND

DESIGNERS MUST CONSIDER WHOLE ECOSYSTEMS OF INTERACTIONS WITH A BRAND SO THAT THE VALUE PROPOSITION IS CONSISTENTLY DELIVERED WITH EACH USER INTERACTION
EXPERIENCE DESIGN (XD) is the practice of designing products, services, customer interactions, and environments with a **focus placed on the quality of the participant’s experience**. as well as culturally relevant solutions. It considers how solutions play a role in delivering value over time and how this must be accounted for even in the early phases of innovation or the product design process. XD considers all stages of the user journey as opportunities to provide value and further engage participants.
With experience design, planning and execution are based on trying to align products and services with a brand and methods of engaging its audience. XD considers a user’s experience as unfolding over time, across multiple stages and touchpoints, all of which determines how value is perceived.

As customers become demand more participation, the experiences themselves are evolving, becoming bigger and more immersive. Successful immersive experiences put users at the center and think about it from their perspective. If the audience is made the protagonist, they will see the most meaning and relevance for themselves.
Human centered design is a framework.

- Define challenge
- Gather data
- Reframe challenge
- Brainstorm
- Ideate
- Prototype/co-create
- Assess
- Iterate
- Implement
- Measure impact
GREAT DESIGN ALWAYS CONNECTS WITH PEOPLE

Designers need to understand the relationship between what they produce and the meaning their product has for others.

ETHNOGRAPHY IS A TOOL FOR BETTER DESIGN

by revealing a deep understanding of people and how they make sense of their world
steps used in **ETHNOGRAPHIC RESEARCH** are similar to the **DESIGN THINKING** process

**DESIGN THINKING**

“a methodology for practical, creative resolution of problems or issues that looks for an improved future result.”

*The Sciences of the Artificial, Herbert Simon*
Design Thinking is a *methodology* used by designers to *solve complex problems*, and find desirable solutions for clients.

Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be, and to co-create desired outcomes that benefit the end user. A design mindset is not problem-focused, it’s *solution-focused*, and *action oriented*. It involves both analysis and imagination.
Design thinking is a framework:

- Define the challenge
- Gather data
- Reframe challenge
- Brainstorming
- Ideate
- Evaluate
- Prototyping/co-create
- Assess
- Iterate again
- Implement
Design Thinking involves:

- Prototyping
- Co-creation
- Creative thinking
- Iteration
- Critical thinking
- Transdisciplinary collaboration
- Innovation
- Brainstorming
- Strategy
Design Thinking is about imagining, using empathy, observing, learning, participating, discovering, role playing, storytelling, listening, and doing.
CHALLENGE

To truly understand what patients go through during an MRI exam, GE Healthcare team put themselves in the patients’ shoes. They looked at the MRI experience from the patients’ eyes, their hands, their ears. They put as much thought into what goes outside an MRI system, as what goes inside it.

“We don’t design products for customers, we provide experiences for people.”
Patients are not only looking for an accurate diagnosis, but for a positive imaging experience as well. Patients shouldn’t be fearful about not feeling in control. Besides feeling safe and at ease, GE Healthcare is helping to make procedures more pleasant and comfortable by redefining the experience of having an MRI exam.
As virtual reality (VR), and augmented reality (AR), become more affordable to the public and for general use in smaller healthcare settings, technologies like Pokémon Go will grow.
AUGMENTED REALITY ENCOURAGES PHYSICAL ACTIVITY IN HOSPITALIZED CHILDREN
MICHIGAN HOSPITAL USES POKEMON GO TO GET KIDS TO DO PHYSICAL THERAPY
VR/AR TECH

IMMERSIVE EXPERIENCES

IT MAY NOT BE LONG BEFORE YOUR DOC PRESCRIBES YOU A DOSE OF VIRTUAL REALITY INSTEAD OF PAINKILLERS.
Happy Earth Day!

Twitter: DESIGNTHECHANGE

Facebook: DESIGN GLOBAL CHANGE

Thank you.

NATACHA POGGIO

DESIGNGLOBALCHANGE.ORG