

Opportunities in the Journey Map

HUMAN-CENTERED DESIGN SESSION 2

February 14, 2023

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NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
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Session Outline

Warm-up: Characteristics of Screening Tools

Stakeholders Mapping

Journey Maps

Identify Opportunity Areas

Closing Recap

What can you expect?



Session 1: Building Empathy & Creating Context

Build empathy for individuals with arthritis, align on the context for these design sessions, and brainstorm all possible stakeholders.



Session 2: Opportunities in the Journey Map

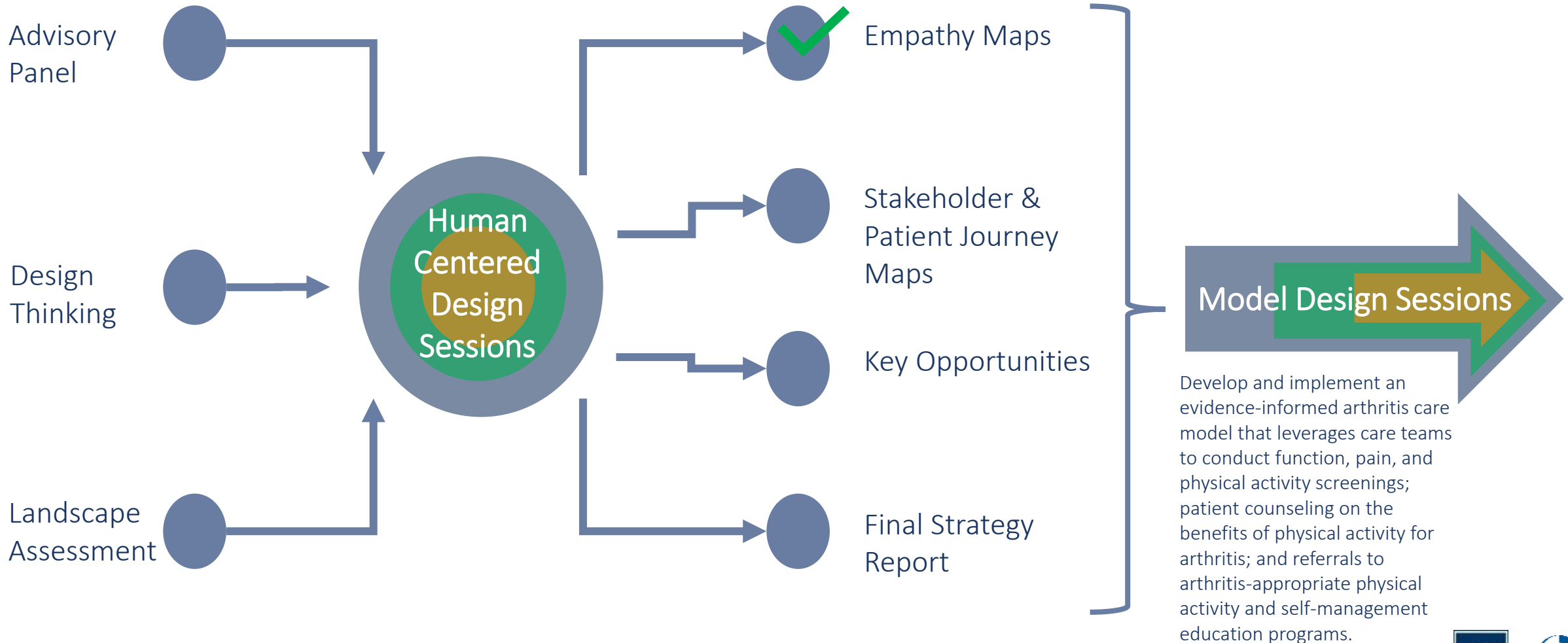
Creatively brainstorm opportunities in the service blueprint for stakeholders to increase screening, counseling, and referring to physical activity-based interventions.



Session 3: Problem/Opportunity Matrix

Explore key opportunities to increase self-management (including physical activity-based interventions and lifestyle change) that are viable, feasible, and desirable.

Project Inputs & Outputs



WARM-UP

Characteristics of an Effective Screening Tool



Rules of Brainstorming



SECTION 2

Stakeholder Mapping



10-Minute Break

SECTION 2

Journey Map



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