

Human-Centered Design Session 2: Opportunities In the Journey Map

The overall objective of this session is to continue to brainstorm potential stakeholder involvement, identify the tools that each stakeholder has that might influence behavior change, review and add to the journey maps, and begin to surface opportunity areas to further explore.

Welcome & Objective Review..... 5 min.

- Welcome to the group
- Review of Human-Centered Design & the rules of brainstorming

Warm-up: Characteristics of An Effective Screening Tool..... 20 min.

- Reflect on characteristics of an effective screening tool as a group, including a discussion of the following:
 - What questions are ‘must haves’ in an effective screening tool?
 - Who should administer the screening?
 - To be most effective, where should the screening tool take place (e.g., clinical setting, at home, in the community, etc.)?
 - How long should the screening take?
 - How should the survey responses be collected?
 - What type of evidence is available around the tool’s effectiveness?
 - Is the screening tool connected to Quality Measures or reimbursement?

Stakeholder Mapping – Assets and Barriers..... 18 min.

- Review care team members (traditional and non-traditional) and discuss their assets and potential barriers
- Break into three workgroups to complete Stakeholder Mapping and Journey Maps

Break..... 10 min.

Journey Map..... 45 min.

- Review your group’s persona and corresponding journey map
- Discuss reactions to the journey map and identify potential barriers and missed opportunities
- Identify opportunities for where and how various care team members could provide support throughout the journey map

Group Recap..... 20 min.

- Identify promising opportunity areas to further explore during the third human-centered

Wrap Up/Next Steps..... 2 min.