

PILLPACK DESIGN THINKING EXPERIENCE

AUGUST 2021

TIME: 60-120MINS

MATERIALS REQUIRED:

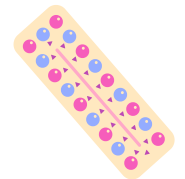
- WORKSHEETS +
PENS



- CANDIES IN
BAGS (PRETEND
MEDICINE)



- A TRADITIONAL
PILL ORGANISER



1. DRAW A BETTER MEDICATION TAKING SOLUTION. CAN BE A PROCESS OR PRODUCT, OR BOTH!



Use pictures to easily show your solution!

understand
your users
needs

2. EMPATHISE WITH THE NEEDS OF DIFFERENT STAKEHOLDERS INVOLVED IN THE PROCESS OF TAKING MEDICATION (E.G. THE USER, THE SPOUSE, SON, HELPER, DOCTOR)



I AM THINKING...

MY CONCERNS



I AM THINKING...

MY CONCERNS



I AM THINKING...

MY CONCERNS



I AM THINKING...

MY CONCERNS

3. DESIGN PRINCIPLES - CAN YOU FIND COMMON THEMES OF CONCERNS FROM THE STAKEHOLDERS BASED ON WHICH TO DESIGN YOUR SOLUTION?



WHAT ARE THE COMMON CONCERNS?



CAN YOU CONSOLIDATE IT INTO THREE DESIGN PRINCIPLES, SUCH AS PORTABLE, EASY TO BE REFILLED...

1

2

3



4. CREATE IDEAS THAT CAN BE A POTENTIAL SOLUTION, WITH THE 3 DESIGN PRINCIPLES IN MIND



MY IDEA...



MY IDEA...

FEEDBACK

FEEDBACK

5. AFTER GETTING SOME FEEDBACK, AND HEARING IDEAS, MAKE AN IMPROVED IDEA!



MY IMPROVED IDEA...

HOW CAN THIS CONCEPT BE TESTED OUT IN THE REAL WORLD?

6. GET FEEDBACK IN AN ORGANISED WAY - THERE IS NO 'NO' JUST 'BETTER!'



I LOVE...



CAN YOU EXPLAIN MORE...



ADD...



LOOK INTO...

7. CONGRATS! YOU'VE JUST EXPERIENCED A MINI DESIGN THINKING JOURNEY!

EMPATHISE

TO FIND NEW INSIGHTS, SEE THE PROBLEM FROM THE VIEW POINT OF DIFFERENT STAKEHOLDERS.

DESIGN PRINCIPLES

ACROSS STAKEHOLDERS, WHAT ARE THE COMMON CONCERNS THAT ARE SHARED. DESIGN YOUR SOLUTION WITH THESE IN MIND.

CREATE IDEAS +
GET FEEDBACK

USING THESE DESIGN PRINCIPLES, BRAINSTORM SOLUTIONS!
GET FEEDBACK FROM YOUR TEAM.

REFINE IDEA

YOUR IDEA CAN BE IMPROVED VIA MORE FEEDBACK. BE OPEN TO COMBINING IDEAS AND INSPIRATIONS.

GET MORE FEEDBACK

GETTING FEEDBACK IS IMPORTANT. USE A STRUCTURE TO GET MORE CONSTRUCTIVE FEEDBACK ON YOUR IDEA.