Community Mobility Design Challenge 2019

Intro to Assumption Testing
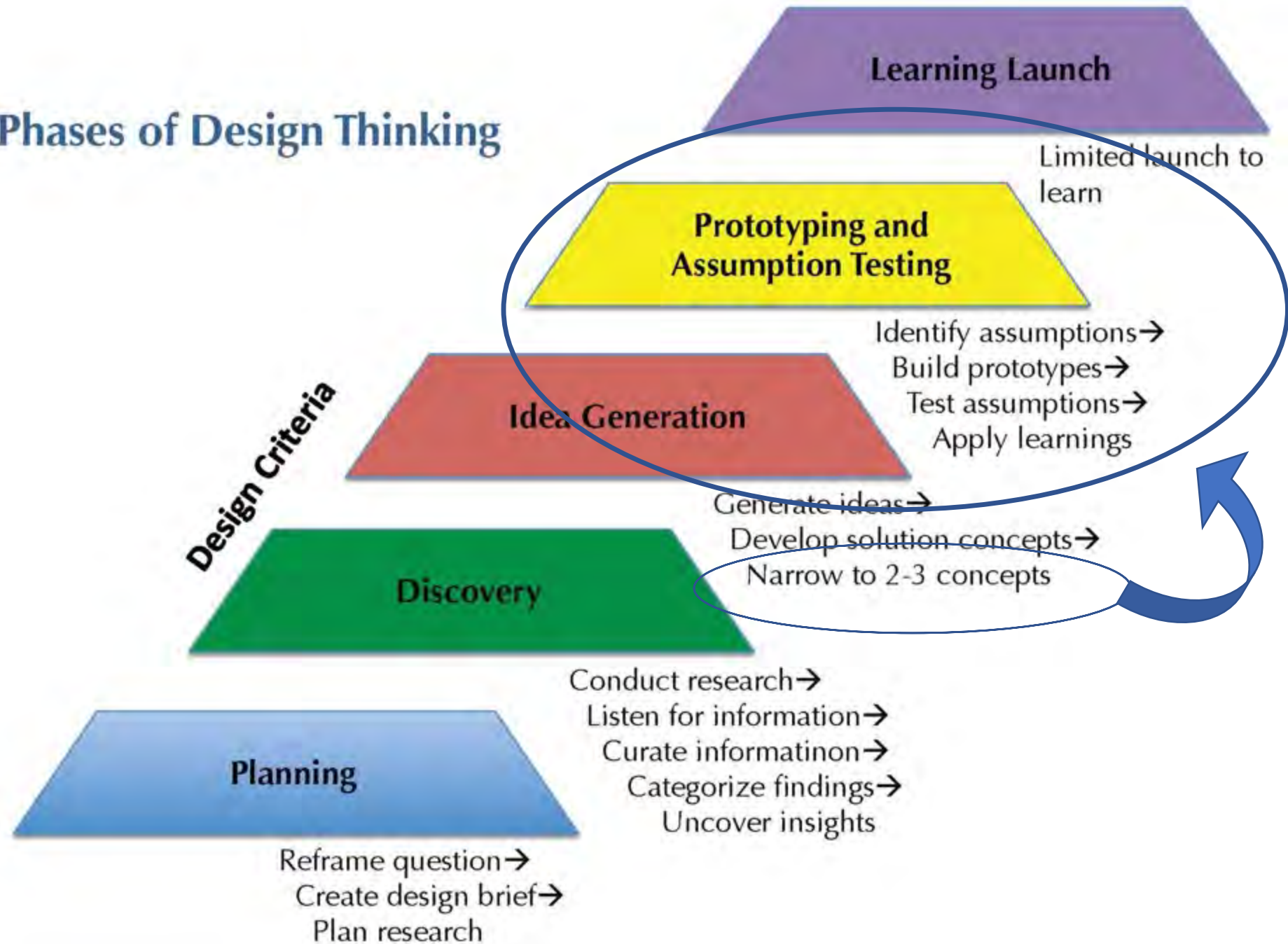
November 22, 2019

Today's Agenda

- Intro to Assumption Testing and Prototyping
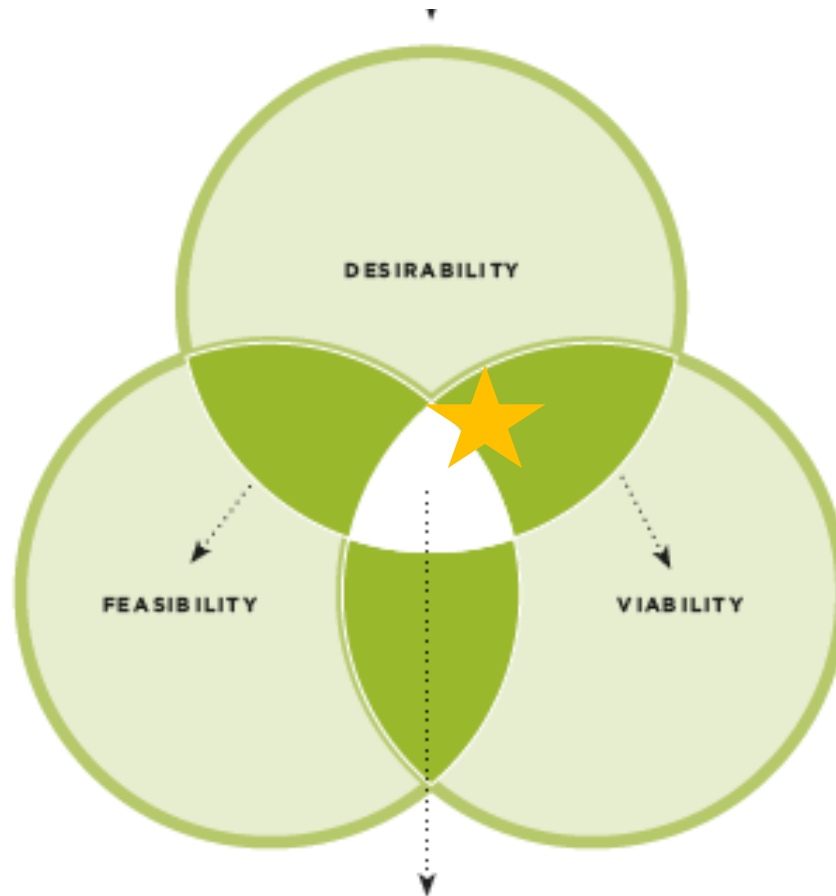- Schedule Reminders
- Team Updates

Road Map

- August: Kick-off Team Activities
- Sept 9 – Nov 15: On-site workshops take place
- Nov – Dec: Concept Narrowing
- Jan - Feb: Prototyping and Assumption Testing
- Feb 28: End of Project
- March 15: Final Invoices Due
- April: Team Pitches

Phases of Design Thinking

Learning Launch

Limited launch to learn

Prototyping and Assumption Testing

Identify assumptions→
Build prototypes→
Test assumptions→
Apply learnings

Idea Generation

Generate ideas→
Develop solution concepts→
Narrow to 2-3 concepts

Design Criteria

Discovery

Conduct research→
Listen for information→
Curate informatinon→
Categorize findings→
Uncover insights

Planning

Reframe question→
Create design brief→
Plan research

The Goal: Solution "Sweet Spot"

DESIRABILITY

FEASIBILITY

VIABILITY

The solutions that emerge at the end of the Human-Centered Design should hit the overlap of these three lenses; they need to be **Desirable, Feasible, and Viable.**

Source: IDEO Human-Centered Design Toolkit

Is Each of Your Concepts a Fully Developed Idea?

Are your awesome, BIG ideas clearly articulated?

Have you described them in enough detail to answer the question: How will this work?

Concept Narrowing to 3 Concepts
(with your facilitator)

Assumption Testing and Co-Creation

You are Sleuths

- Testing your hypotheses about your concepts – you may think they are good, but you don't yet know what others may think about it

- Your hypotheses rest on your assumptions: for your hypotheses about your concepts to be correct, you assume "X" is true. Now you need to test "X"

How to Test "X" that Underlies your Concepts

- **Thought experiments** – Use logic and existing data in a mental process to test your assumption

- **In-person testing** – using prototypes, interact with customers and stakeholders to give them a chance to not just give feedback but co-create the next iteration of your concept

Assumption Testing Worksheet

Name of Concept: On-Demand Trips to Health Care for Patients

Test 1: User Desirability (This service will bring value to the lives of our customers so that they want to use it.)

Step 1: Make a list of the general questions that you have about the concept from a standpoint of desirability by customers.

Step 2: Answer each question based on your best guess, or assumption. This answer should be phrased as an affirmative statement.

Step 3: Put a check mark next to each assumption that could make-or-break the success of the concept. That is, if this particular aspect failed, the whole concept would fail. We will focus on testing the assumptions that are essential to the success of the concept.

Step 4: Indicate how you will test the assumption through secondary research and analytics (e.g., web research, past findings) or through a test with your customers in-market. These tests will answer: What information would you need to collect in order to confirm or disprove each assumption? What would be the best ways to quickly and effectively get that information?

Step 5: Identify who will take the lead in testing each make-or-break assumption and by when.

Question	Assumption (Stated as an affirmative answer to the question.)	Make-or-Break?	Data needed to test (secondary, in-market, or both). Describe.	Lead person/ Date
Will our target patient population be willing to use a new, unproven transportation service to go to health care appointments?	We will be able to create the needed trust among our target patient population so they will use our new service.	✓	- Discuss with partners their ability to act as intermediaries to introduce the service to their patients. - Bring prototypes of the service to a sampling of patients and get their feedback	Carolyn, by 9/1/18

Co-Creation with Customers using Prototypes

Co-creation allows us to find what resonates with users

- Helps us ensure that we're choosing the best elements from each solution for our higher fidelity prototype

- De-risks your project for future implementation

- Allows us to make changes before we've invested significant funds in developing our concept

What is a Prototype?

- Simply, a visual representation of your idea

- Prototypes should be rough, low-fidelity, even 2-D – again leaving space for customers/ stakeholders to engage with the prototype

Types of Prototypes

Sketches make ideas concrete.

Storyboards put the solution in context.

Rockingham Co.: "Communications Tool"

I really don't feel like thinking about this right now but I won't have any help if I wait until I am home…

Discharge Planner calls HCP to ask about scheduling follow up appointment so they have an idea of the available options

 looks at list of transportation options and decides to call to ask the Transportation Coordinator which options she qualifies for

 and Discharge Planner call Transportation Coordinator

Transportation Coordinator explains options and offers to schedule a ride

 chooses best option for her and asks Transportation Coordinator to schedule a ride and confirm appointment with HCP

This is a big relief!

Patient leaves hospital with follow up appointment and ride confirmed

I am so glad I don't have to think about this when I get home!

Transportation Coordinator, using transportation logistics software will remind driver and rider of arrival time

Patient is ready when driver arrives and gets to her follow up appointment on time

Great !A reliable driver and professional, caring service. I don't feel like going but I don't want to let everyone down…

 HCP will/may follow up to confirm patient intent to keep follow up appointment

On-Time Arrivals

Title On-Time Arrivals #1

What's Happening

Taking the bus, the client arrives on time for her first appointment with a case worker.

Title On-Time Arrivals #2

What's Happening

The case worker provides the client with a package of credits, discounts and coupons, including bus passes and free Lyft rides.

Title On-Time Arrivals #3

What's Happening

The next week, the client's bus is late. In a pinch, she uses her Lyft coupon to hail a free ride to her appointment.

Title On-Time Arrivals #4

What's Happening

Arriving at her appointment a few minutes late, she explains her situation with her case worker. The case worker then relays the story, and the effectiveness of the perks package, to a judge.
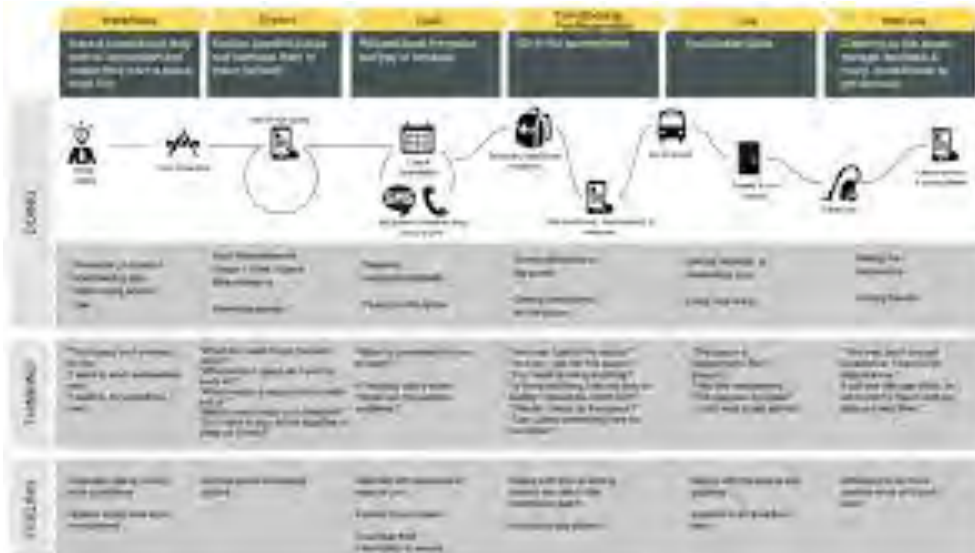
Card Sort Activity

Other prototype ideas

Service blueprint

Flow chart

Journey map

Tips for Sharing Prototypes

1. Show, not Tell: Best way to get feedback without your own biases impacting that feedback

2. Talk 20% of the time, listen 80% of the time.

3. Create a no-selling zone. You are testing the potential of your idea—not convincing them it is a good idea.

4. Your idea is not precious or even right – the feedback is.

5. The customer has to be able to see themselves in the prototype to give you the best feedback
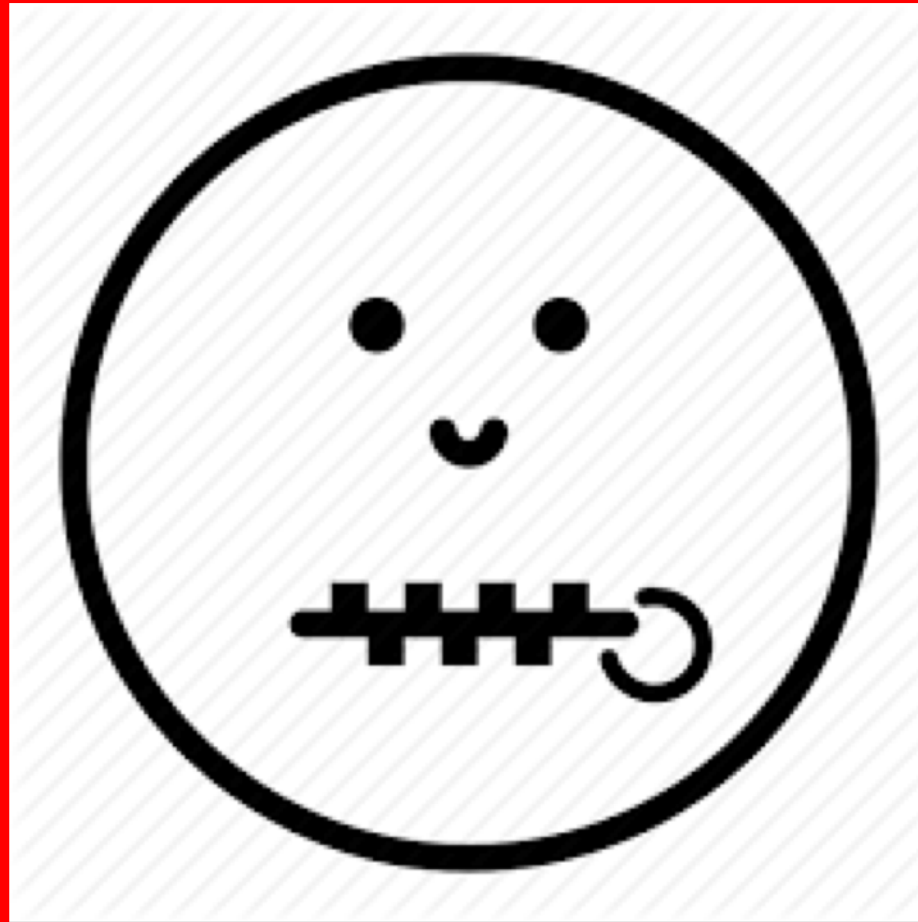
Before sharing your prototype . . .

Set the context for your customer

"Through our research, we have come to realize that _____ is an issue, so we came up with an idea to help solve that issue. What you see in front of you represents part/all) of our idea. It is of course still a <u>work in progress</u>. We would love to get your feedback on what you see and how you interpret this. If you have any ideas to add to this, we'd love to hear them too!"

Then . . .

After sharing your prototype . . .

Debrief your customer

"While you were doing X, what was going through your mind?"

"You seemed (add emotion – puzzled/amused/delighted) at one point. Can you tell me more about what you were thinking?"
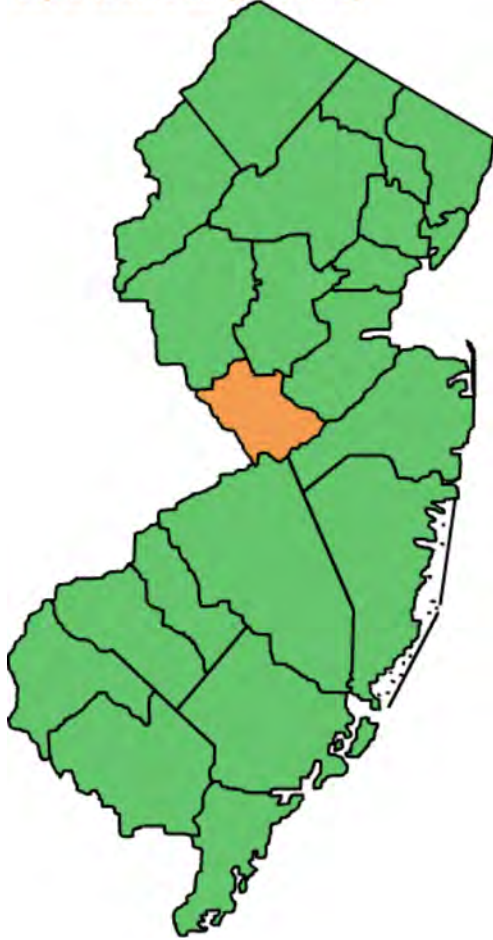
"What would you change about this idea?"

Team Updates

ask teams to highlight design criteria (1 or 2)

How can the transportation community become part of solutions that enable low-income residents to become more fully engaged in **economic opportunities** in their community?

Mercer County, NJ

Team Leads:

Cheryl Kastrenakes, Greater Mercer TMA

Team members:

Leslie Koppel, Rise of Hightstown

Greg Krykewycz, Delaware Valley Regional Planning Commission

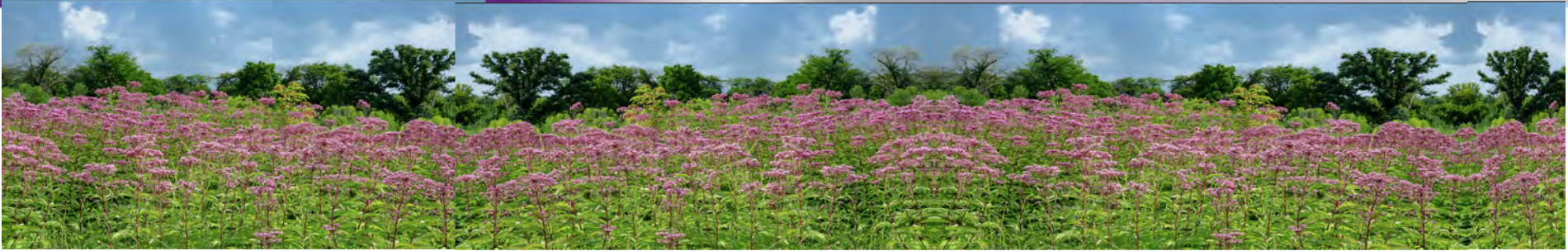Paulash Banerjee, Trenton Area Soup Kitchen

Matt Lawson, Mercer County Planning Division

Elena Peeples, East Trenton Collaborative Program

Thom Stead, Delaware Valley Regional Planning Commission

How can the transportation community become part of efforts to improve the **health and well-being** of low-income residents in their community?

Lee & Ogle Counties, IL

Team Lead: Kari Wolfe, LOTS

Team members:
Chris Tennyson, Regional Office of Education
Lois Meisenheimer, Regional Office of Education
Cathy Furguson-Allen, Lee County Health Department
Kyle Auman, Ogle County Health Department
Staci Stewart, Lee County Probation Department
Dr. Pratip Nag, KSB Hospital
Michelle LaPage, Rochelle Community Hospital
Patrick Phelan, Sinnissippi Center

Allen County, KS

Team Leads :
Jessica Thompson, Thrive Allen County
Dr. Brian D. Wolfe, Community Health Center of Southeast Kansas

Team members:
Beck Voorhies, Thrive Allen County
Holly Jerome, Southeast Kansas Mental Health Center
Marion Thompson, Allen County Regional Hospital
Glenna Garcia, Southeast Kansas Mental Health Center
Rev. Daniel Davis, First Presbyterian Church

Clark & Cowlitz Counties, WA

Team leads:
Bill Baumann, Human Services Council
Anna Riedel, Kaiser Permanente

Team members:
Jason Scott, Kaiser Parmanente
Amy Elkinton, Citizen
Diana Avalos-Leos, SW Washington Accountable Community of Health
Sue Neal, Battle Ground HeathCare
Alexandra Holbrook, PeaceHealth
Nina Davenport, AAA & Disabilities of SW Washington
Aideet Pineda, Molina Healthcare
Yasmina Aknin, Clark County Public Health
Anna Willis, WA State Department of Social and Health Services
Carolyn Noack, Free Clinic of SW Washington
Daniel Smith, Community Health Plan of Washington
Harry Kiick, Citizen

Washington Solutions

- **Party Bus Destinations**

  Deviated fixed route shuttle service which picks up riders from rural locations with high senior populations within rotating service areas; providing transportation to healthcare and/or SDoH locations while working to decrease isolation and loneliness through the use of activity coordinators on vehicles to promote personal interaction and community building.

- **Jeriatic Jet Service**

  Deviated fixed route shuttle service providing transportation to those in rural locations. Service would provide group trips to common destinations where healthcare and SDoH needs can be met, while connecting with pre-scheduled volunteer drivers to transport riders for needs outside of HUB location.

- **Destination Deviation**

  Provides deviated fixed route within rotating service areas to HUB location where healthcare and SDoH needs can be met. When vehicle is not operating it would provide shuttle service for riders to access more than one need/destination within the HUB location. Local healthcare providers would have the ability to reserve a seat on behalf of their client to ensure access to healthcare and reduce missed medical appointments. Pre-scheduled connections with volunteer drivers for needs outside of HUB locations would be available.

How can the transportation community become part of solutions to empower low-income residents to become **integrated into their community**?

Southeast, WI
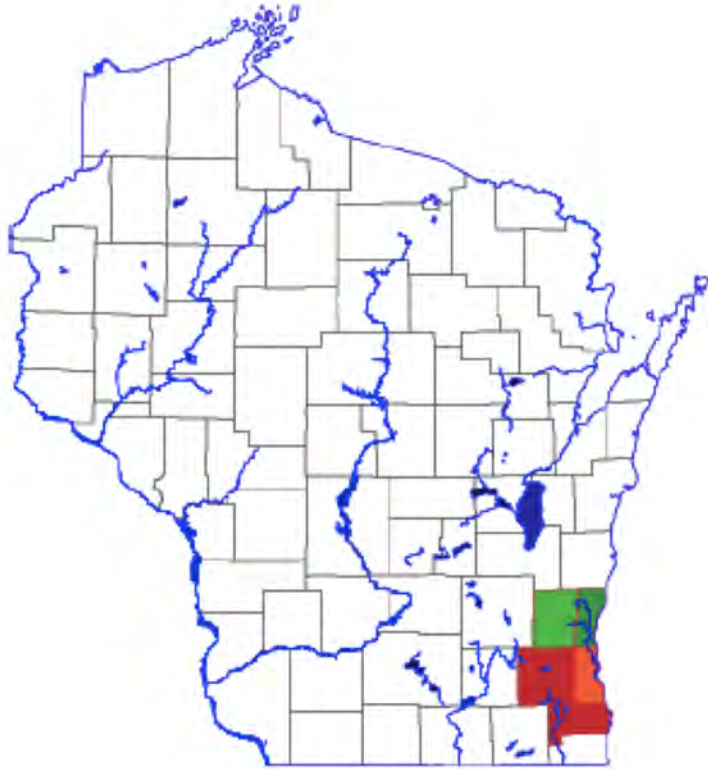
Team Leads:
Matthew Manes, Interfaith Caregivers of Ozaukee County
Corie Dejno, Interfaith Caregivers of Washington County

Team members:
Paul Schultz, Interfaith Caregivers of Ozaukee County
Janean Brudvig, Interfaith Caregivers of Washington County
Ben Callif, Bader Philanthropies
Joy Neilson, Ozaukee & Washington County Transit Services
Jennifer Brost Sarnecki, Southeastern Wisconsin Regional Planning Commission

Reminders and Updates from your NCMM team

Phase 3 Specific Reporting

For each solution:

Complete the tables for **Customer Desirability**, **Operational Feasibility**, and **Financial Viability**, included in the reporting package, based on your activities during the month, e.g.,), and score each solution concept from 1-5 based on the following criteria:

Your Solutions	Customer Desirability* (your solution will be wanted and desired by customers)	Operational Feasibility* (you have the necessary partnerships, technology, operations, policies, capital stock, etc., to successfully launch the solution)	Fiscal Viability* (you have the revenue from funders, customers, and other sources to cover your expected costs)
Solution Concept 1:			

Please share <u>photos or representations</u> of any prototypes your team created and of your co-creation sessions

Monthly Reporting Requirements
Budget Modifications

- **Why:** The design challenge process is iterative and requires flexibility – we want to make sure your budget can be adjusted as your project does

- **What:** Please submit a table showing previous and proposed budgets, and an explanation for the change.

- **How**: Submit budget modification requests to **king@ctaa.org** and **conrick@ctaa.org**

- **When**: Need to have a budget modification request submitted at least 1 week prior to your monthly report submission to allow time for NCMM staff to consider your request

Upcoming Webinars

Wednesday, December 18, 2:00 - 3:00 pm ET

Link: **https://zoom.us/j/4592397395**
Call-in: (929) 436-2866 **Meeting ID:** 459 239 7395

Wednesday, January 15, 2:00-3:00 pm ET

Link: **https://zoom.us/j/4592397395**
Call-in: (929) 436 2866 **Participant Code:** 459 239 7395

April!

In-person meeting with team leads to deliver final business pitches.
More information to come soon.

Your dedicated page: nc4mm.org/challenge-2019

Look under Resource Pages for

- Templates for planning assumption testing
- Archived webinar + slides

Questions?

(press *6 to unmute your phone)