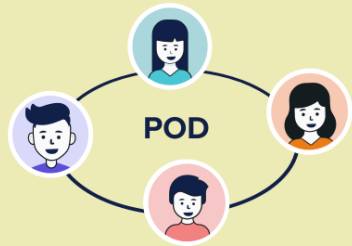
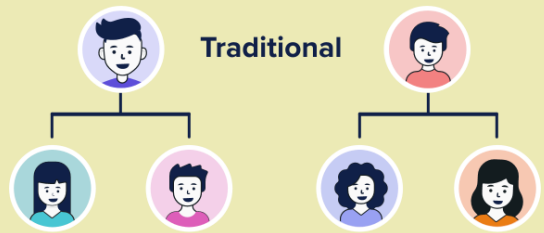


Utilizing  
Design  
Thinking to  
Identify  
Opportunities



Quirks Research Conference  
Thursday July 21, 2022  
1:00-1:30

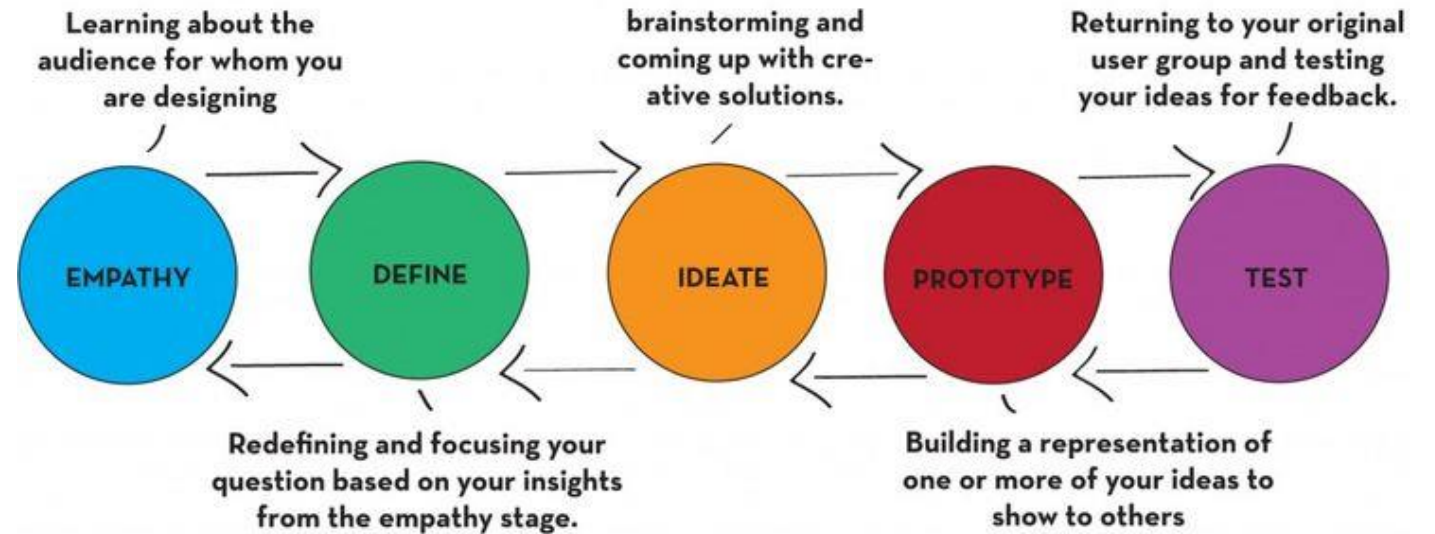


## 3 Areas of Focus for Today

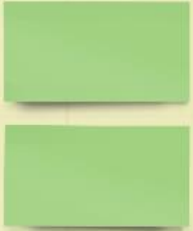






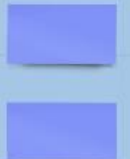

- How to approach and organize mounds of research data from qualitative interviews
- The power of a POV statement
- Innovative solutions based on design thinking approaches



# Design Thinking Process



Research Questions Framework

Objectives	Key Questions	Hypothesis	Questions
			
			
			

Step 1:  
Hypothesis  
and key  
questions  
chart

# Step 2: Organizing the Data

**P12: Jessica the hard working mom/law enforcement admin who is struggling to get ahead**

**Background**

- has a son, 4 y.o.
- married, 7 years
- lives and works in Southern CA, as a husband
- works for LAPD, enforcement
- has become complacent with her position
- loves everything else about her job

**Attitudes & Behaviors towards finances**

- has "reaper" attitude towards money
- CA is such an expensive state
- paying for gas is a pain - almost \$4/gallon
- no car payment
- paid off student loans

**Reasons for not contributing to plan**

- Salary Credit: N/A
- Save Check: [Grid]
- Grad Perks: [Grid]

**Planning for the Future**

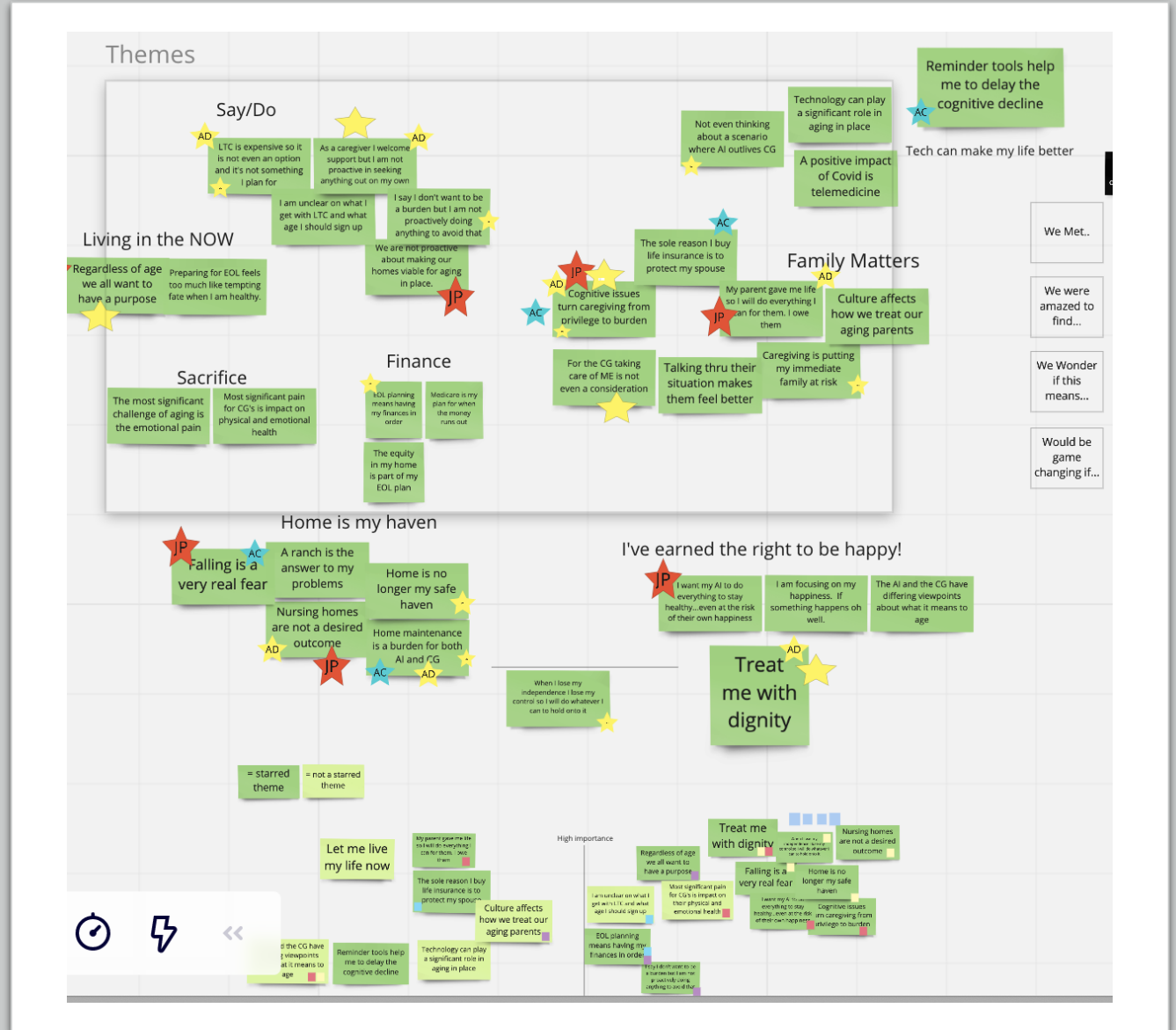
- not contributing to pension
- retire maybe by 65
- open to employer
- magic wand, make me rich

**Themes**

**Top 10 Things we learned**

**Reaction to New Ideas**

# Step 3: Affinitize and Cluster



the **point of view** statement

---

we met...

---

we were amazed to discover...

---

we wonder if this means...

---

it would be game changing if we...

---

Step 4: Develop a  
POV Statement



# The point of view statement

---

**We Met: Opportunity Audience with a conflict-** Pediatric patients in need of an MRI who are panicked by the thought of having to lay still in a huge, cold, scary looking machine.

~~**We were amazed to discover: the aha moment-the insight.** 80% of children who need an MRI need to be sedated because they are so terrified. If an anesthesiologist isn't available, the scan has to be postponed, causing families to go through their cycle of worry all over again.~~

**We wonder if: (area to brainstorm)** – There is any way to infuse comfort into the experience?

---

**It would be game changing if: (Opportunity Space)** We could strip away the fear associated with an MRI and actually make it fun!

---



The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a solid teal shape on the right side, a solid teal shape on the left side, and another cluster of white dots in the bottom-left corner.

# Our Challenge and How We Approached it

# Project Goal/Design Challenge--

Can we identify any opportunities to put a different spin on life insurance so that users can enjoy this benefit while they are living?



Nationwide®



Aging  
Individuals

---



# The point of view statement

---

**We Met:** Aging individuals enjoying the freedom of retirement but facing the physical realities of growing old

---

**We were amazed to discover:** They were more afraid of falling (often in their own homes) than chronic illness

---

**We wonder if that means:** Falling represents a loss of independence, and therefore a loss of self

**It would be game changing if:** We could senior proof homes by providing tools and services that allow remain confident and independent during the aging process.



Future  
Oppty



# INFORMAL CAREGIVER











*"I feel less like a sandwich and more like a panini-getting squeezed and burned on both sides."*

(Grace Whiting, President & CEO National Alliance for Caregiving)



Nationwide®



## HEALTH OVER HAPPINESS- ALL ABOUT CONTROL

*"My mother wants to eat chips and drink wine all day. I want to keep her alive as long as possible."*

## COGNITIVE DECLINE SHIFTS FROM PRIVILEGE TO BURDEN

*"I expected the physical decline and I was happy to take care of Dad. But when he started having cognitive decline it was so much harder."*



# The **point of view** statement

---

**We Met:** Caregivers devoting all of their time taking care of others even at the detriment of their own health and well-being

---

**We were amazed to discover:** They were doing EVERYTHING on their own

---

~~**We wonder if that means:** They were putting off searching for help as a way to hang on to control~~

---

**It would be game changing if:** we could help caregivers feel empowered and supported by offering services that are easier and more intuitive

---



PILOT



## Caregiver Support

Being a caregiver can be complex and challenging. You may need support and on-demand solutions for uncharted territory and unexpected moments. That's why we're working with knowledgeable, skilled third-party providers you can trust. Our providers understand your pain points and can deliver convenient and compassionate solutions when you need it.



*"It would be helpful to have somebody to fall back on, or just to help me when I am feeling vulnerable."*

*"All of these benefits give you confidence that your loved one will be well taken care of and you won't have to worry."*

*"I could have used this eight years ago when my mother had a stroke. From financial issues and just day to day stuff, this is what I needed to reassure me it was going to be okay."*

*"Knowing that I have resources available to me when I need them, allows me to have the peace of mind to do my work and be a better caregiver."*



**Nationwide®**

QUESTIONS/COMMENTS?

THANK YOU FOR LISTENING!