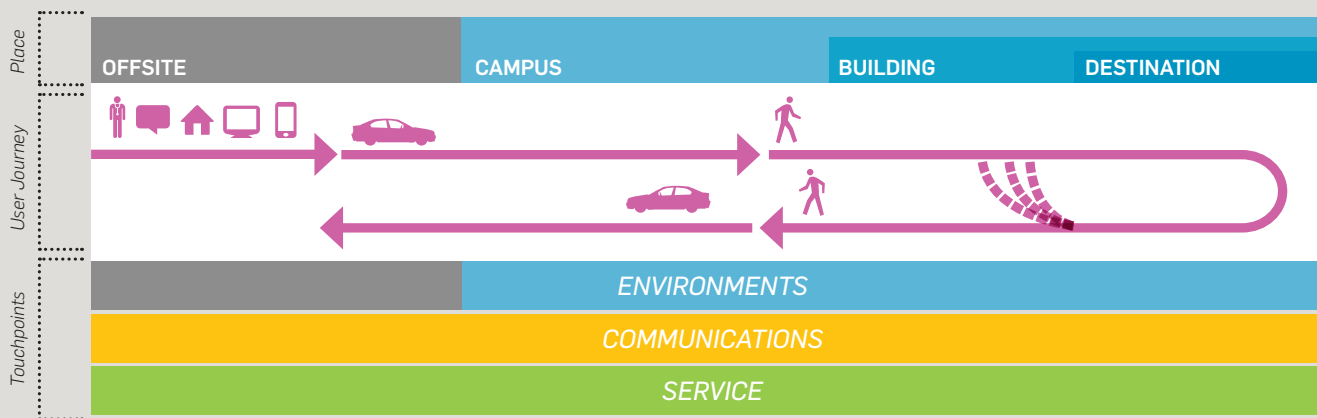


DESIGNING FOR PATIENT & GUEST EXPERIENCE: SUMMARY

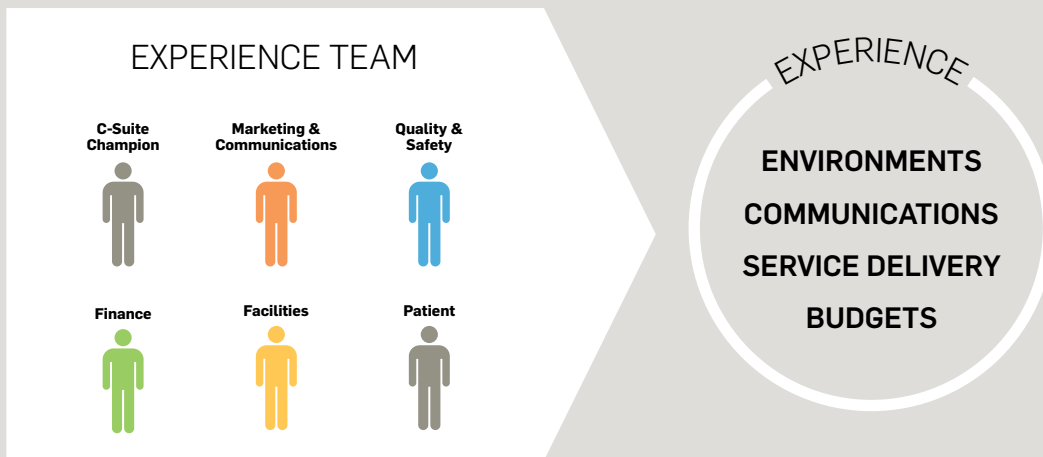
A MODEL FOR CREATING EXPERIENCES



SAMPLE JOURNEY TOOL

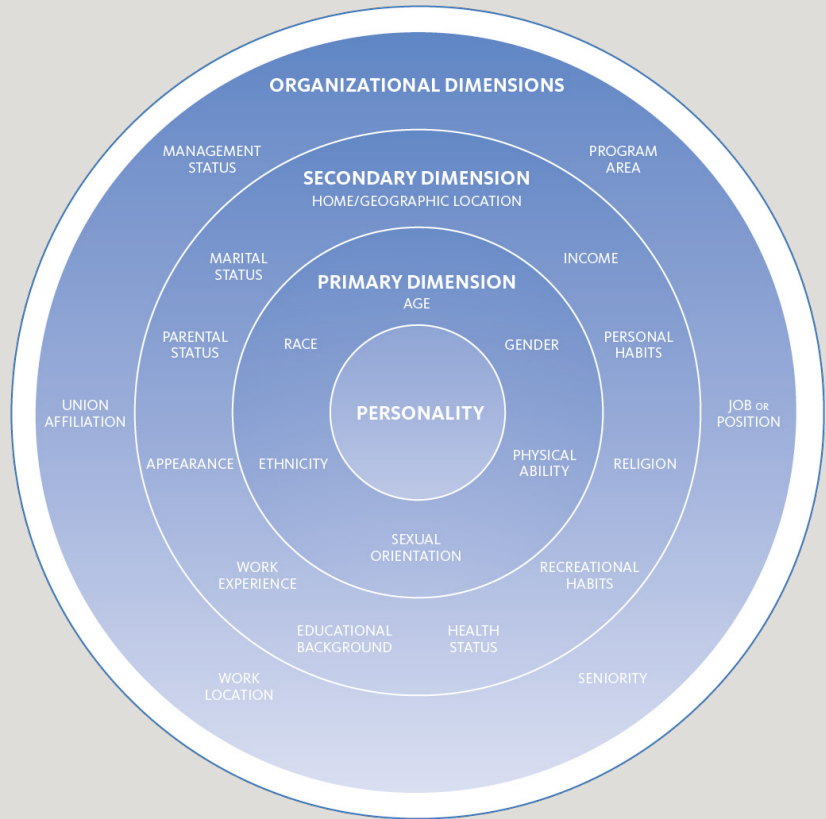


THE EXPERIENCE DESIGN TEAM



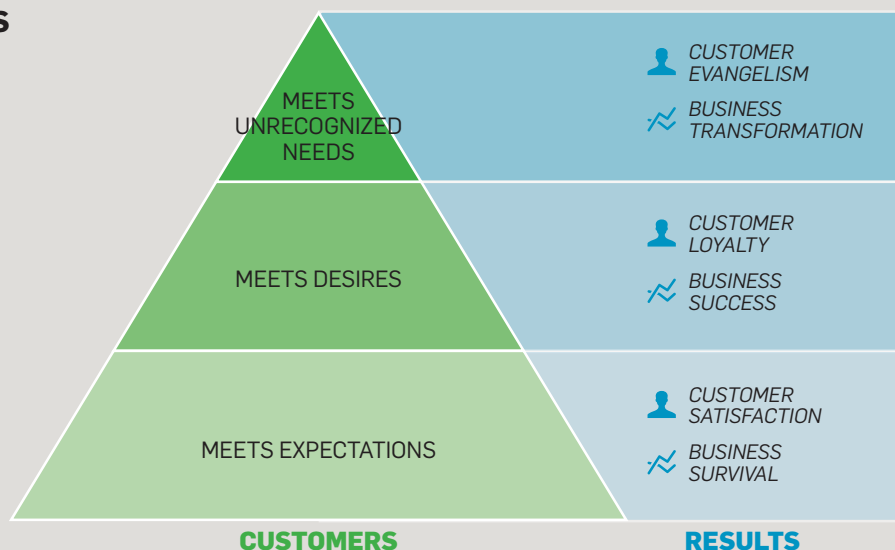
DESIGNING FOR PATIENT & GUEST EXPERIENCE

THE DIVERSITY WHEEL



Adapted from: Gardenswartz, L., and A. Rowe. 2003. *Diverse Teams at work: Capitalizing on the power of diversity*. Alexandria, VA: Society for Human Resource Management.

CUSTOMER HIERARCHY OF NEEDS



Chip Conley, "Peak: How Great Companies Get Their Mojo from Maslow"

CONTACT INFORMATION

DESIGN NGAGENCY

Design Engagency is a brand experience consultancy that uses design to create change for businesses and organizations.

Passionate about understanding the needs of our clients and the people they serve, we use a strategic design process to translate intangible ideas and stories into brand experiences that people can see, touch, feel and be inspired by encountering.

Design Engagency was founded and is led by Greg Nelson. Trained in interior architecture, Greg's design work includes not only physical spaces, but also communications, services and organizational solutions that consider the broader brand experience. He collaborates with clients and multidisciplinary teams to conduct research, develop strategies, and create dynamic design solutions that connect with users across all market sectors and all scales of projects.

Greg has enjoyed serving a wide variety of clients on diverse assignments including City of Hope, Amgen, Microsoft, Cedars-Sinai Medical Center, PIMCO, UC Irvine Medical Center, Hulu, Sprint, Mars Food, and the Federal Reserve Bank. Greg is an NCIDQ-certified interior designer, holds an Evidence-based Design and Accreditation Certification (EDAC), and is a professional member of the Society for Experiential Graphic Design (SEGD.)

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Principal



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Pickett Design Associates is a professional interior design practice with over twenty-five years of experience committed to rigorous inquiry, ambitious design and responsive service. We are an independently owned and operated company with WBE certification. The highest attention is given to architectural concepts, design details and quality drawings to communicate our ideas. Our extensive background of experience includes: healthcare facilities, commercial and institutional/educational projects. Working from our offices in Culver City and Walnut Creek, some of our active projects include: UCLA Telemedicine PRIME Facility, UC Irvine Medical Center – H.H. Chao Comprehensive Digestive Disease Center, UCLA Semel Institute for Neuroscience and Human Behavior - Integrative Phenotyping Center for Neuropsychiatry (IPCN), San Jose State University Student Union and Kaiser Permanente Cerritos MOB. Completed noteworthy projects include: UC Irvine Douglas Hospital, UCLA Ronald Reagan Medical Center and UC Irvine Medical Center – Executive Suite and Conference Center.

Our wide-ranging professional experience enables any challenge of a project's design development and/or construction to be addressed. By coordinating consultant services ranging from lighting to furniture to art installations, we facilitate a smooth and successful project. Certified in the State of California, LEED Certified and fully equipped with CAD and BIM technology, our staff of ten+ professional interior designers and architects fully interfaces with other team members to maintain the highest level of communication to find project-appropriate solutions. We approach our work as a collaborative effort working within our client's program criteria, scheduling and financial goals

Christine Hardin, LEED AP, EDAC
Principal



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ADDITIONAL RESOURCES

ORGANIZATIONS & WEBSITES



healthdesign.org



healthdesign.org/edac



planetree.org



practicegreenhealth.org



herdjournal.com



segd.org



hablamosjuntos.org



informationisbeautiful.net/visualizations/colours-in-cultures/

BOOKS

[The Experience Economy, Updated Edition](#)

[Experience Design: A Framework for Integrating Brand, Experience, and Value](#)

[This is Service Design Thinking: Basics, Tools, Cases](#)

[Service Design: 250 essential methods](#)

[Peak: How Great Companies Get Their Mojo from Maslow](#)

[101 Design Methods: A Structured Approach for Driving Innovation in Your Organization](#)

[Quiet: The Power of Introverts in a World That Can't Stop Talking](#)

ARTICLES

[Experience Design: When Innovation Isn't Enough](#)

[A Breath of Fresh Air for Health Care](#)