Needs & Insights Webinar
For Aging by Design organizations
By Overlap
Thursday, November 10, 2016
Welcome!
Goals for today:

• Share how Overlap does analysis as part of a design research process
• Give you some basic tools for understanding the needs of the population you serve
• We are not asking you to do data analysis for this project
In this session we will talk about:

• What need statements are and why they’re valuable
• How to write need statements
• How to sort need statements to identify themes/insights
• How to turn what you learn into ”How Might We” questions
Please ask questions as we go!
What is a need statement?

A short sentence that describes what a person needs.

We use need statements to turn engagement output into single ideas that can be worked with to identify themes or insights.
Why need statements?

• Simple, direct stories of what people need
• Breaks complexity down into pieces
• Inspires empathy
• Challenges assumptions
Example:

Understand the needs and experiences of people in the Waterloo area who have concurrent mental health and addictions challenges.
to be honest with

I need to not feel like I'm still failing

I need to not be alone

I need courage, but it's hard

I need to feel heard

I need someone to pick me up when I'm down

I need a little hope

I need someone to understand me
• I need to feel respected at the hospital
• I need you to forgive me
• I need you to trust me
• I need to know people who aren’t drug users
• I need a positive place to be after treatment/rehab
• I need you to understand that I didn’t get into this on purpose
• I need you to be real honest with me
• I need to acknowledge my improvements and how far I have to go
• I need to stop judging myself
• I need to hear others’ stories
• I need to get into detox as soon as I’m ready
• I need to trust that my workers won’t break their promises
Dignity by Default: Design Principles

1. Identify the root problem (a diagnosis, trauma, etc.) and help me deal with it.
2. Take a proportionate and respectful approach to risk and safety.
3. Give me the best experience, as if I was your customer.
4. Act as one service.
5. Keep the door open for life.
6. Treat me like a person.
7. Offer hope and meaning.
8. Provide practical supports without judgment.
10. Be kind.
11. Value connections.
12. Explain what’s going on (before, during, after) without me having to ask, in a way that I can understand.
13. Help me feel safe. Assume I have trauma.
14. Strive for environments that are nice to be in.
15. Help me to find a purpose.
16. Teach me skills and how to actually apply them.
17. Bring back fun.
18. Truly customize my care.
19. Include and support my supporters.
I need a blanket
“No one dies alone” policy
How to write need statements

• Work from engagement material or engagement notes
• Capture explicit and implicit needs
• Make smart leaps
• More is better than less
• Keep it simple—use stickies
I need to understand the process.

I need to not feel scared.

I need my doctor to care enough about me to expedite my tests and results.

I need to be treated as a whole person.

I need to have my tests put in context.
Try it yourself

• Find some sticky notes and a sharpie
• Or paper and a pen
If you really knew me...

you would know that
I've taken on some form
of caregiving for 20+ years.
You would know the
struggles of growing up
with a chronically ill
mother.

Age: 34
Gender: Male

I am (check all that apply):
☐ An older adult
☒ A caregiver for an older adult
☐ A service provider for older adults

I consider my biggest challenge
to be...

Knowing when I
can help and when
I need respite.
Tell us about your day yesterday, or a day last week.

What happened that day?

I was home when the noise arrived and she wanted my help flush the PICC line.

Help us understand your experience that day. Write in the spaces below to tell us what you were thinking, seeing, saying, doing, feeling, and hearing.

For the day that you described, or more generally...

What were you trying to achieve?
1. Help Home Care Nurse
2. Help mom get better
3. Flush PICC line

What do/did you need to achieve this?
1. Tasks that can’t easily lead to death
2. V
3. Proper medical training

What single change would make the biggest impact for you?
A homecare system which budget’s time for a drip so that I can care for elsewhere.

Please tell us a bit about yourself.

Age: 34
Gender: Male
Zip Code: N/A

I consider my biggest challenge to be...
How the healthcare system unloads tasks onto “free” caregivers no matter the risk.

I am (check all that apply):
- An older adult
- A caregiver for an older adult
- A service provider for older adults
I need to know that the Home Care nurse values my mom's safety over her own time.

I need my mom’s Home Care nurse not to be angry with me.

I need proper medical training if I’m going to help with medical tasks.

I need to not feel scared that I’m going to do something that hurts my mom.

I need the healthcare system to stop unloading tasks onto “free” caregivers without regard to risks.

I need to feel comfortable with any caregiving tasks I take on, especially medical ones.

I need to be aware of when I can help and when I can’t.

I need to help my mom to feel better.

I need the Home Care nurse to flush my mom’s PICC Line.

I need to not have to defend myself to my mom’s Homecare nurse.

I need the nurse to respect that I’m not comfortable helping with this procedure.

I need to balance self-care with caregiving.
Comments? Questions?
Identifying themes and insights
Clustering need statements

- Don’t predefine your themes
- Avoid creating groups that are generic and jargon-y
- Let the themes emerge on their own
- When you’re done, name the clusters
- Use names that are clear, not cute
Try it—cluster some of your need statements
I need ways that I can help that are suited to what I can do

I need to help my mom to feel better

Help me support my loved one

I need to know that I'm not going to make things worse

I need to not feel scared that I'm going to do something that hurts my mom

I need to feel comfortable with any caregiving tasks I take on, especially medical ones

I need to feel that the Home Care nurse values my mom's safety over her own time

Respect me and what I'm comfortable with

I need my mom's Home Care nurse not to be angry with me

I need the nurse to respect that I'm not comfortable helping with this procedure

I need my mom's Home Care nurse not to be angry with me

I need to have to defend myself to my mom's Home Care nurse

I need the healthcare system to stop unloading tasks onto "free" caregivers without regard to risks

I need proper medical training if I'm going to help with medical tasks

Appropriate tasks for formal and informal caregivers

Keep my loved one safe above all

I need to balance self-care with caregiving

I need to be aware of when I can help and when I can't

Balance caregiving with self-care
Comments? Questions?
Create “How Might We” (HMW) questions

• HMW questions are simple tools for highlighting focus areas to drive action
• Use themes and need statements to develop HMW questions
How to write a HMW question

1. Choose a theme or need statement that you want to act on
2. Decide what you want to do about it (improve, increase, etc.)
3. For whom
4. Write it into a question that starts with “How Might We” (HMW)
• HMW help caregivers balance self-care with their caregiving role?

• HMW ensure that appropriate tasks are given to formal and informal caregivers?

• HMW support formal caregivers so that they can respect the boundaries and wishes of informal caregivers?

• HMW prioritize the safety of VOAs within the constraints of the health care system?
Comments? Questions?
Thanks!