Reimagining the Waiting Experience

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Project Overview

1. Direct Observation + Secondary Research
2. Stakeholder Facilitation Session + Kickoff
3. Forming Insights
4. Framing the Problem
5. Idea Generation
6. Stakeholder Brainstorming Session
7. Idea Evaluation
8. Concept Development
Patients are different...
...so why is waiting the same?
How might we **personalize** the waiting experience to make it more engaging?
An integrated service that empowers patients and families to do as they wish with their time so that waiting feels less like waiting and more personal.
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Patients have more options to do what they want. They are more free to enjoy different environments, choose their entertainment and become informed at their own pace.
The Offering
Online Check-in

From...
Separate portal scheduling

To...
Personal account + scheduling
Concierge + Greeter

From...
Patients come to you

To...
You go to the patients
HI KATE!❤️

REGISTRATION IN 2 MINUTES...
Appointment Tracker

From...
Having no idea how long you have to wait

To...
Knowing exactly where you are in the process
I definitely have time to grab a cup of coffee!

Next appointment 15 mins
Freedom to Explore

From...
Sitting in one place

To...
Flexibility to move where you wish
New Environments

From...
Waiting spaces that look and feel the same

To...
A variety of spaces to pass the time in
Child Care

From...
Busy worrying about your kids

To...
Attending better to your own needs
MOM, SEE YOU LATER

DAYCARE
8am - 9pm.
Easy Storage

From...
Keeping track of various personal items

To...
Feeling more welcomed and comfortable
Activities

From...
TVs, magazines and phones

To...
Having a variety of options at your fingertips
Patient Education

From...
Relying on staff to tell you what’s happening when it’s your turn

To...
Having tailored information at your fingertips prior to procedures
Call Button

From...
Feeling anxious and not always having someone to talk to while waiting

To...
Having someone to talk to when you need them the most
Slide to ask for assistance.

How can I help you?
Doctor Interactions

From...
Doctors telling you what to do next

To...
Doctors walking you through treatment and lifestyle changes
Action Plan
Now...

Buzzers
Personal iPads
Netflix, games, wifi
Digitized maps
Utilize existing spaces
Coat check + storage
Mobile receptionist

Near...

Appointment tracker
Personal web portals
Upgrade interior design
Child care
Call button

Far...

Location sensors
Wait time screens
Procedure education
Spa, Lounge, Cafe
Personal chat
Thanks!!