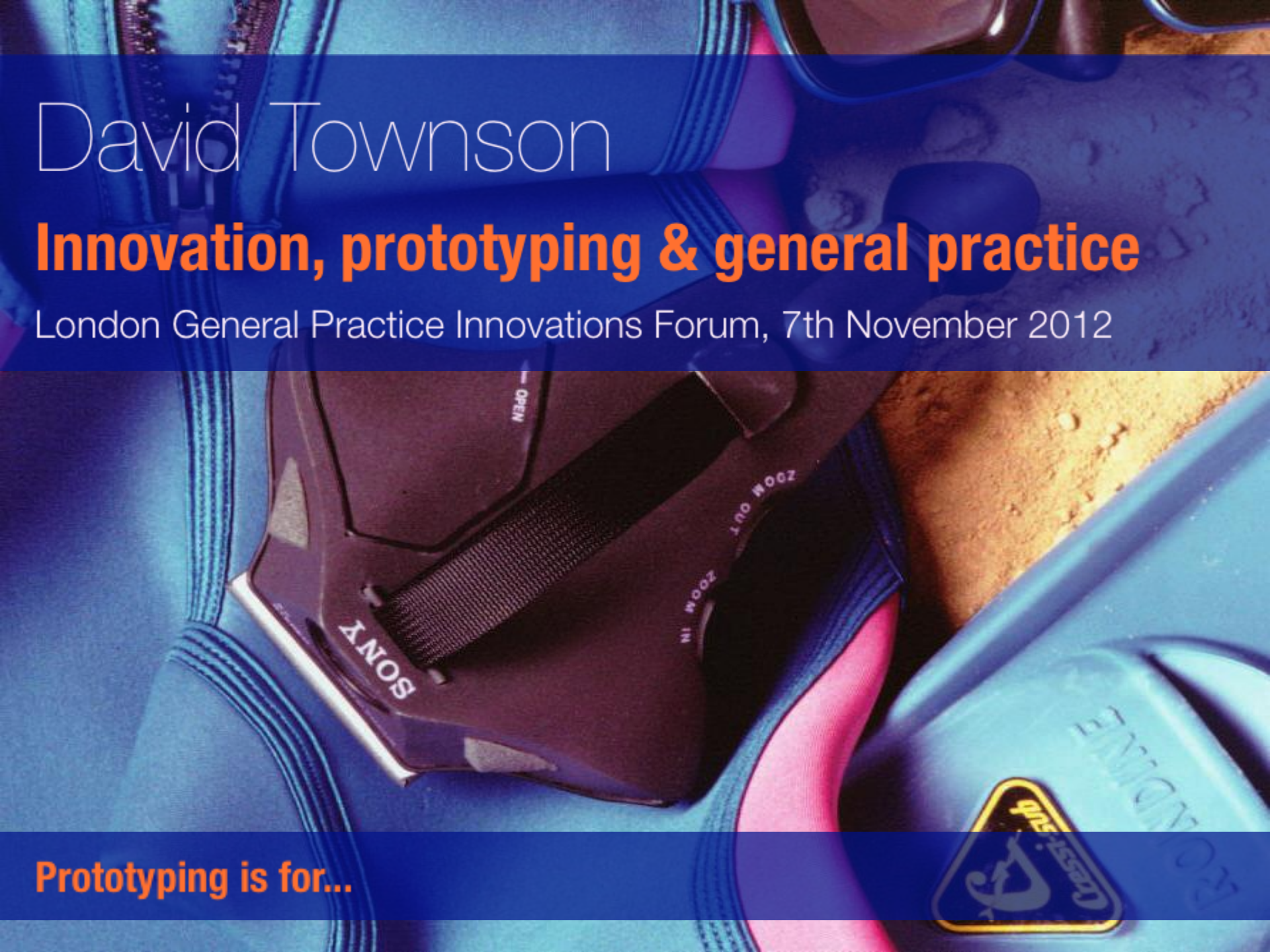

David Townson

Innovation, prototyping & general practice

London General Practice Innovations Forum, 7th November 2012

Prototyping is for...

…anyone looking to innovate.

What do we mean by innovation?

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Innovation =
Problem x Solution x Execution

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Innovation =

$$\underbrace{\text{Problem x Solution}}_{\text{invention}} \text{ x Execution}$$

What do we mean by innovation?

Innovation =

Problem x $\underbrace{\text{Solution x Execution}}_{\text{assumption}}$

What do we mean by innovation?

“If you fail to define the problem accurately, no amount of resources – or creativity – will save you.”

- Hugh Dubberly

“If you block the air flow, you block the suction and you won't pick things up off the floor”

What do we mean by prototyping?

Prototyping is...

Trying stuff out…

Rehearsing for the future…

De-risking your ideas…

Any service is made up of people interacting with physical stuff, processing information and having encounters with others. All can be prototyped.

What do we mean by prototyping?

Redesigning the pharmacy experience.

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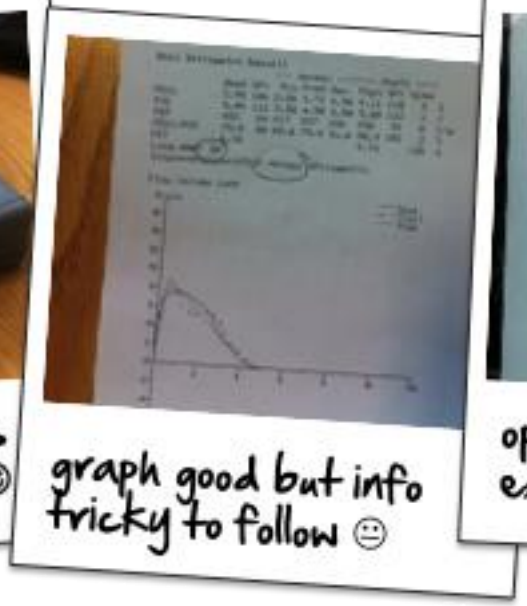
Research and map the customer experience

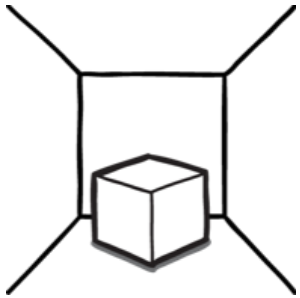
Before… During… After…



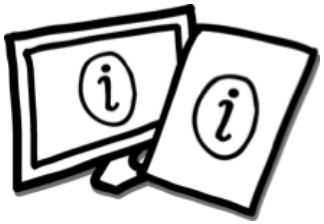
look for valuable problems to solve for both user and provider

How to go about prototyping

Prototyping framework



Physical stuff - objects and spaces
large and small

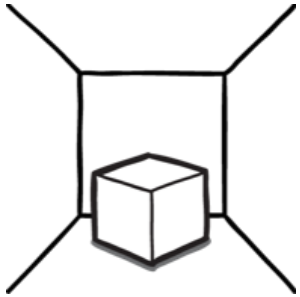


How information is presented,
digitally or otherwise

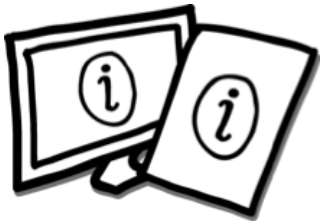
Interactions with people,
in person or remotely

How to go about prototyping

Example method: Simulation with materials to hand



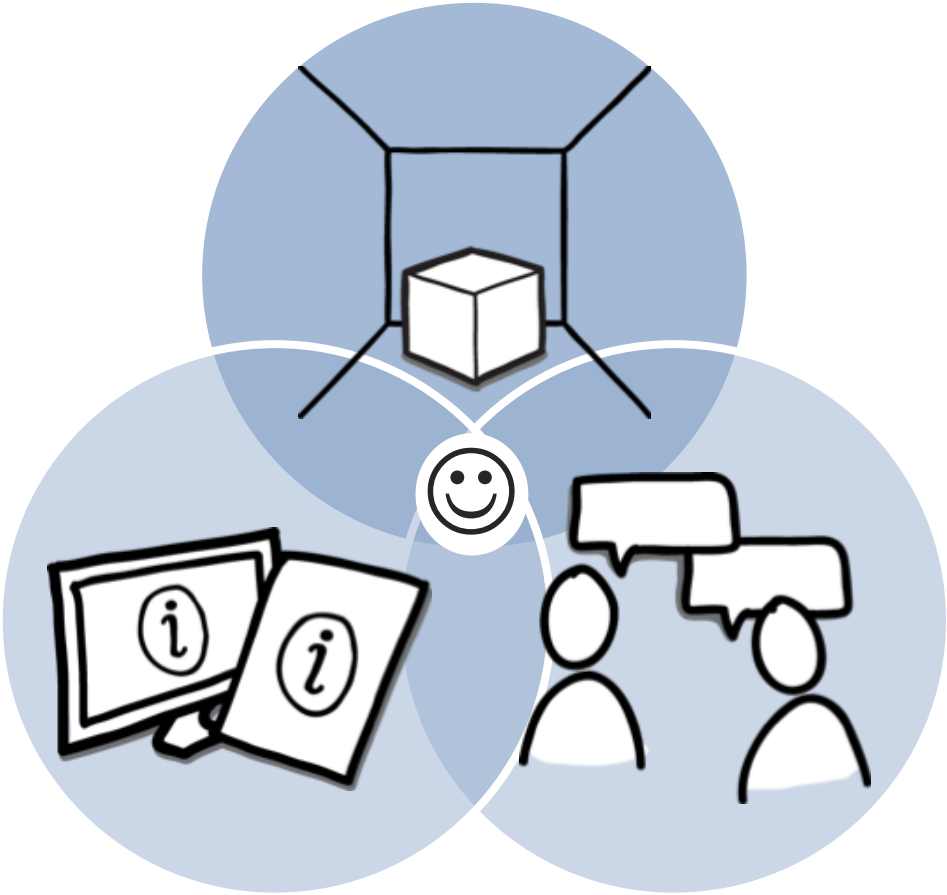
Example method: Paper prototyping

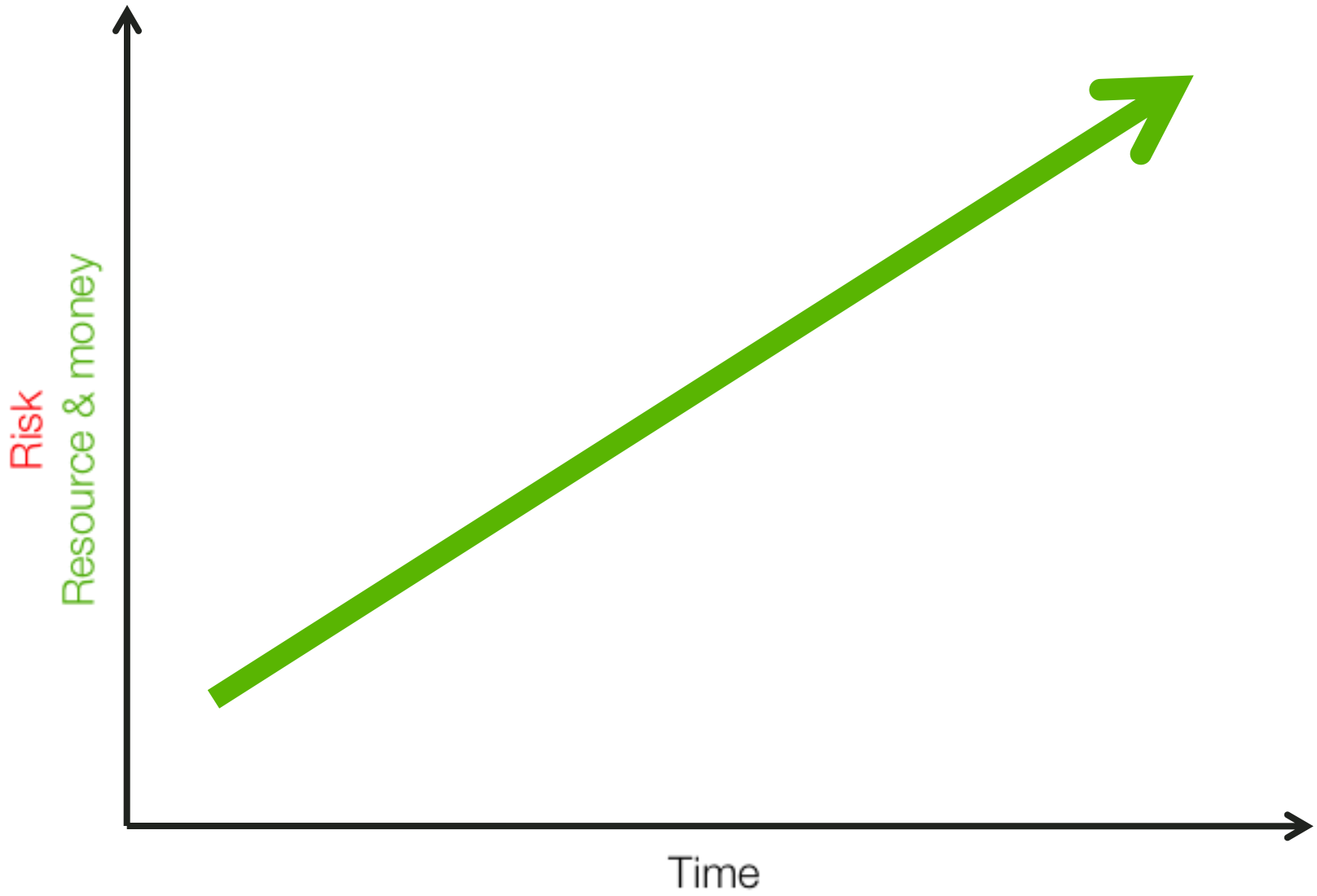


Example method: Role play (with or without script)

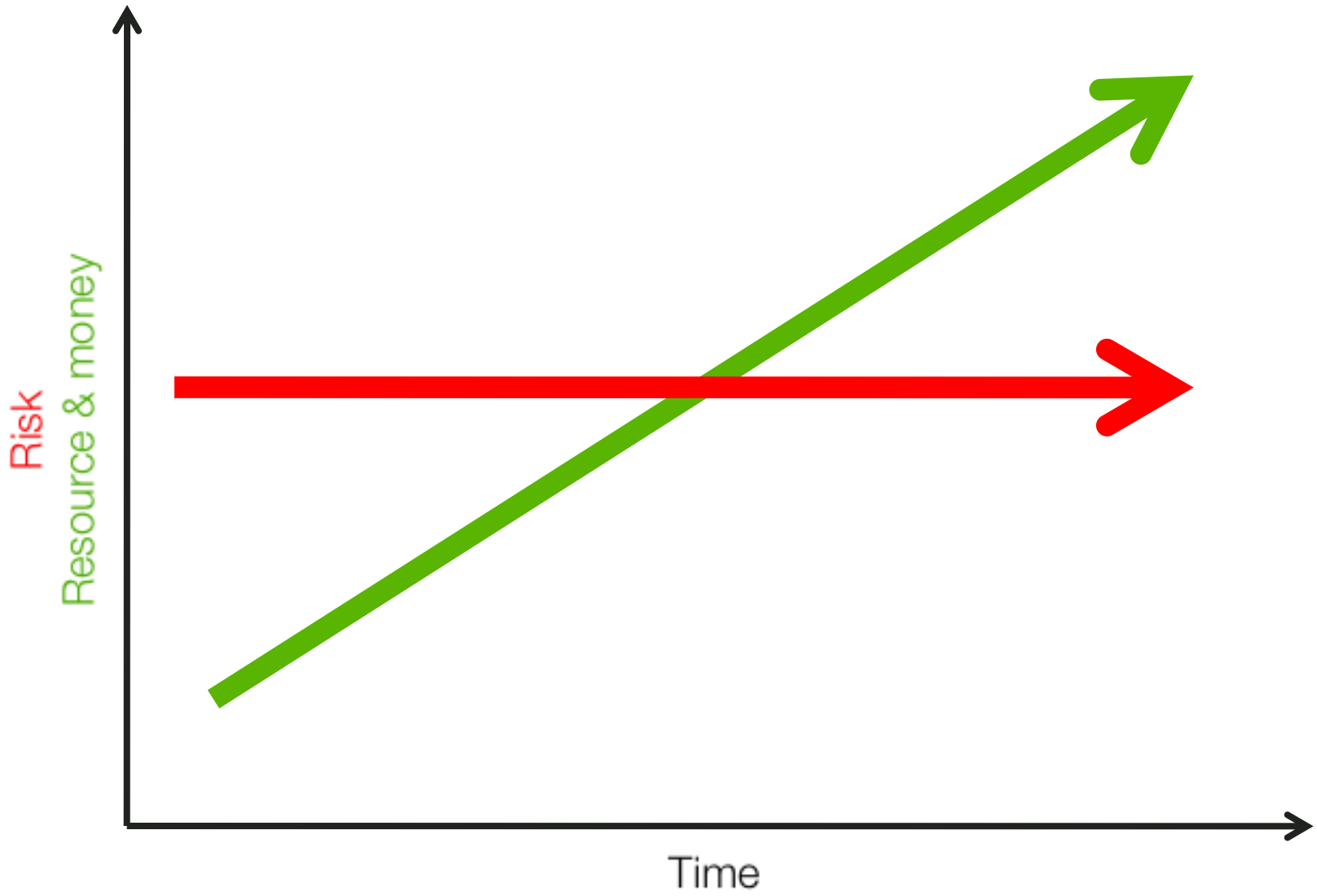
How to go about prototyping

Prototyping framework: explore the intersections!





Why bother?



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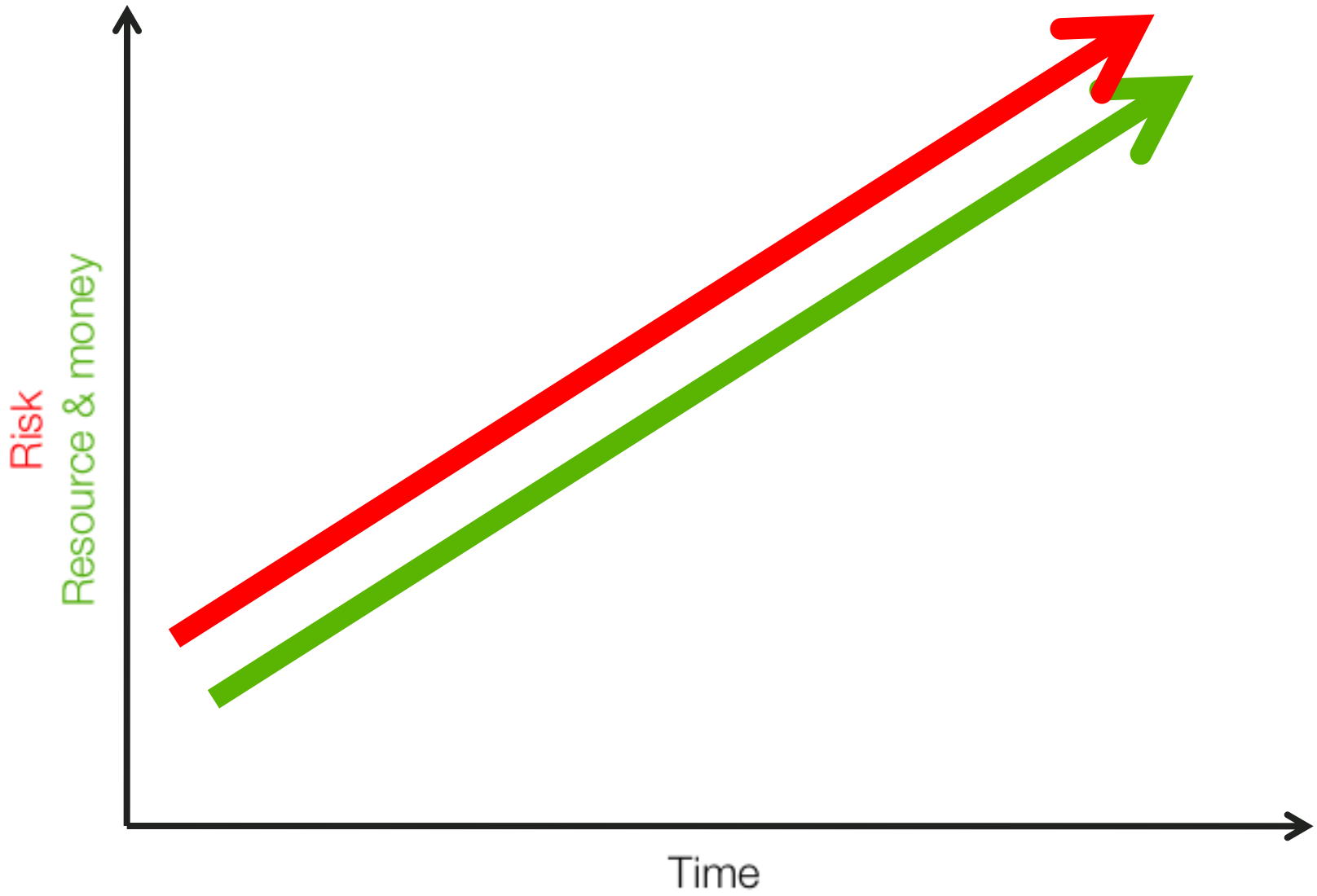

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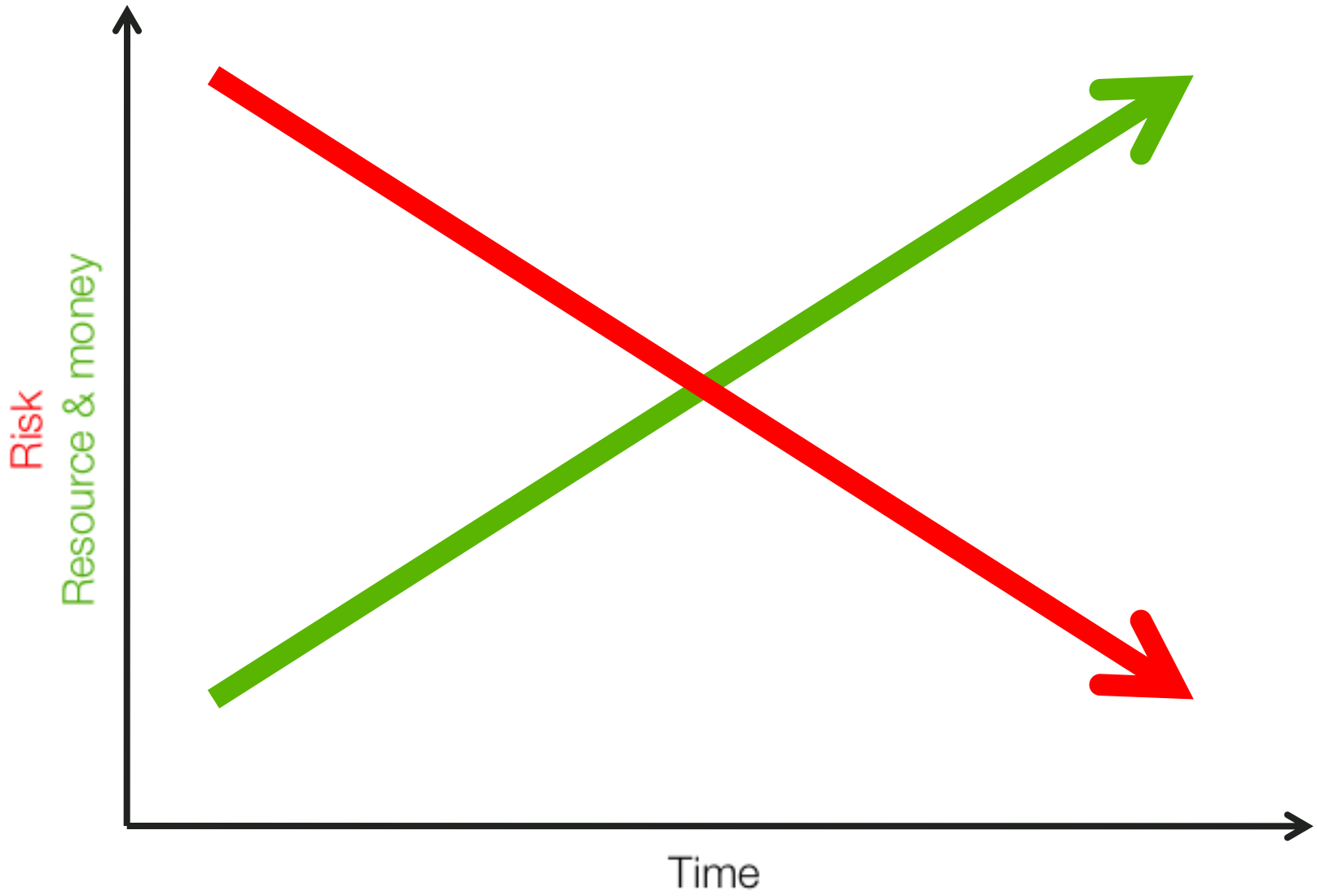

Why bother?

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Find out more

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