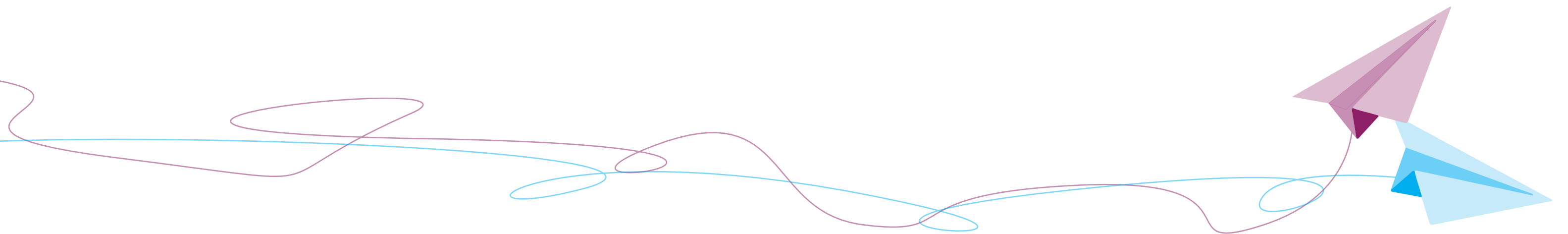




USER **RESEARCH** | PRODUCT **INNOVATION**





WORK

Livewell / Design Research Collaborative
Healthcare Design Research Associate
Cincinnati, OH / current job (since 2015)

Worked primarily on projects with Children's Hospital in developing tools for patient/family/provider communication - **helped with over 15 projects** including motion pieces, adherence systems, adherence products (with pending patents) and various internal organization tools.

prioritized and applied gathered research + patient, provider and family interviews + data synthesis + concept ideation + product development + scenario planning + consumer analysis + journey mapping

Kohler / Global Faucets Retail Division
Industrial Design Intern (co-op)
Sheboygan, WI / summer 2014 (4 months)

Ideations for Home Deopt product launch + CAD rendering + on-site market research + trend analysis and synthesis

LINK Consulting, Econogy/ Consultancy
Project Manager
Cincinnati, OH / fall 2016 (4 months)

Managed two full-time design interns + mediated between client expectations and team design capabilities + conducted internal critiques on ideation and development + market research + design coaching. **Product is now being manufactured to bring to market**

Enventys / Design Consultancy
Industrial Design Intern (co-op)
Charlotte, NC / spring 2013 (4 months)

Rapid concept ideation + consumer mapping + client meetings + patent searches + product research + CAD + trend summaries

DAAP Woodshop / Wood/Metal Workshop
Shop Coordinator (co-op)
Cincinnati, OH / fall 2013 (4 months)

Supervised and trained students + machine operation and maintenance + wood/metal working projects + inventory management

EDUCATION

University of Cincinnati
Masters of Science in Design
Bachelors of Science in Industrial Design

SKILLS

Product Innovation

rapid ideations
physical sketch models
ergonomic testing
client mediation

Design Research

ethnographic surveys
market/trend analysis
data visualization
prioritizing insights

Concept Rendering

Key Shot | Solid Works | Alias | Adobe Suite

PASSIONS

exploring the intricacies of human connection, problem solving for the underserved, dissecting social issues, simplifying products
my little family, documentaries, cheesy love quotes, sci-fi, houseplants

AWARDS

Featured in June 2016 issue of Passenger Terminal World (for 2016 Design Challenge)

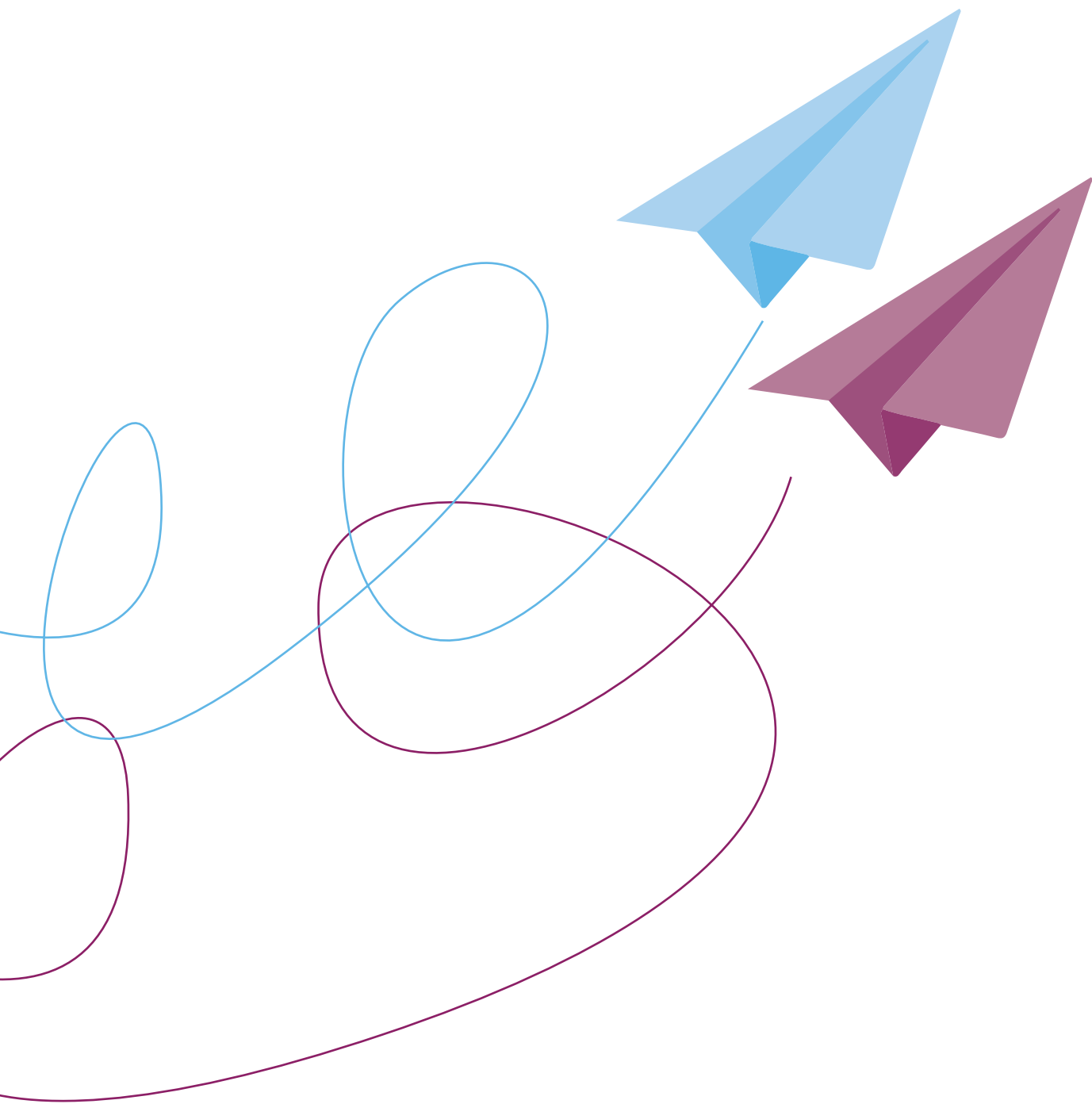
2015 Disney Imaginations Semi-finalist

2015 E-Pitch Competition - 3rd place

Presidential Leadership Award Nominee

Top 10 of Presidential Cincinnati Scholars

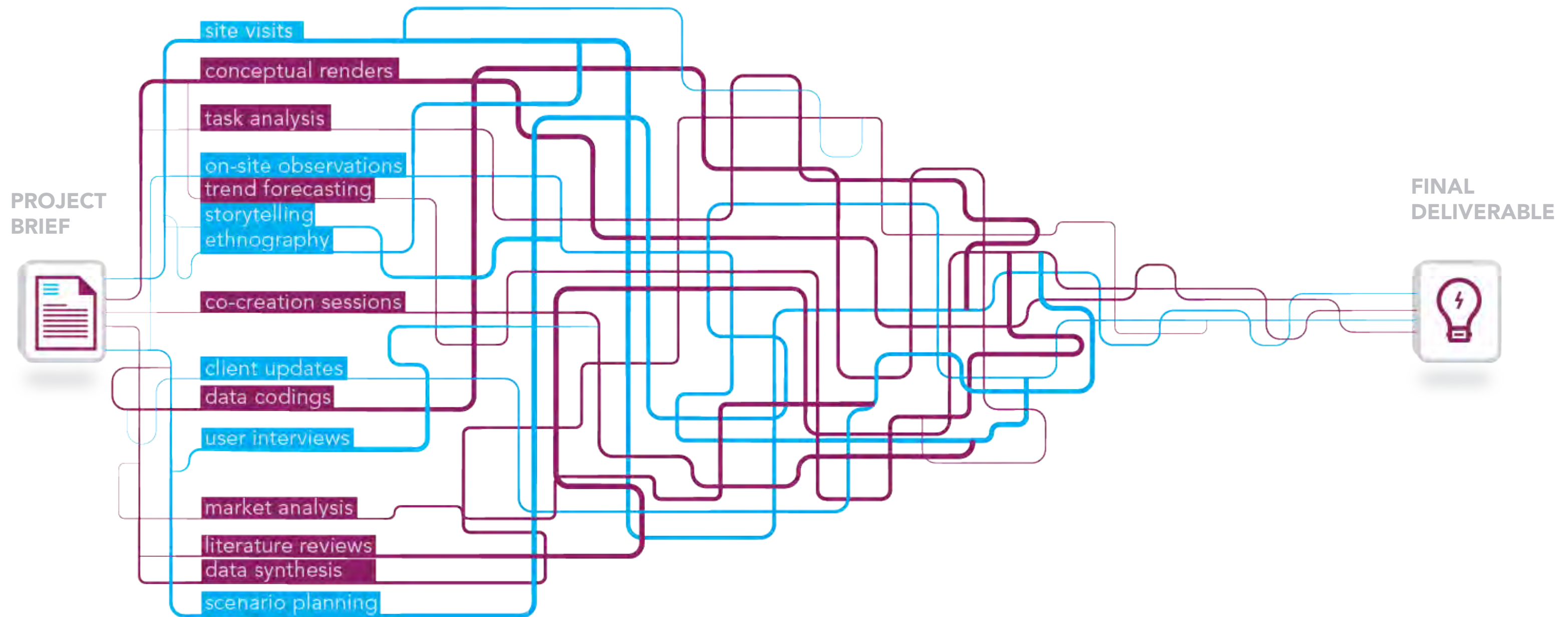
513.846.8379
scoggidl@gmail.com | Cincinnati, OH



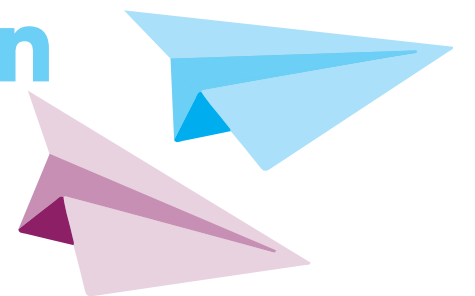
Design thinking is not unique in that it solves problems but how it goes about solving them.

It's a process of gleaming many insights and creatively applying them to user situations

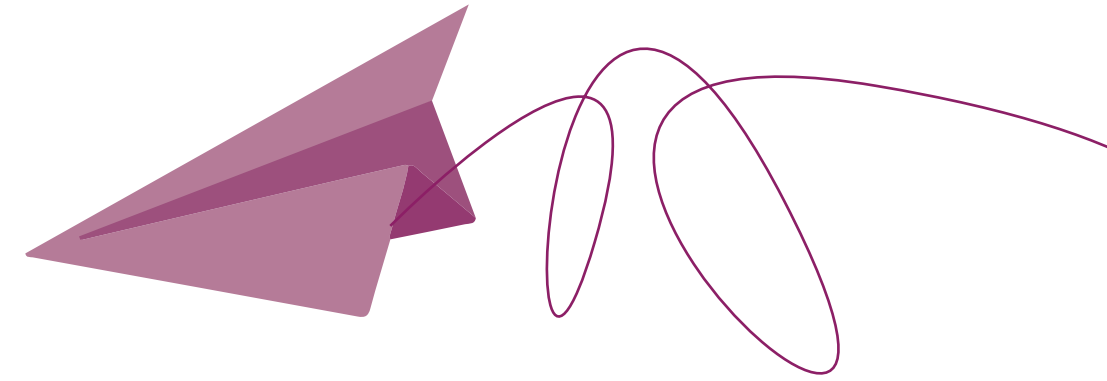
The process can get messy...



but it's my passion



CONTENTS



Pg 6 - 20

How can **hiking gear** be **redesigned** to fit a user market not currently being catered to?



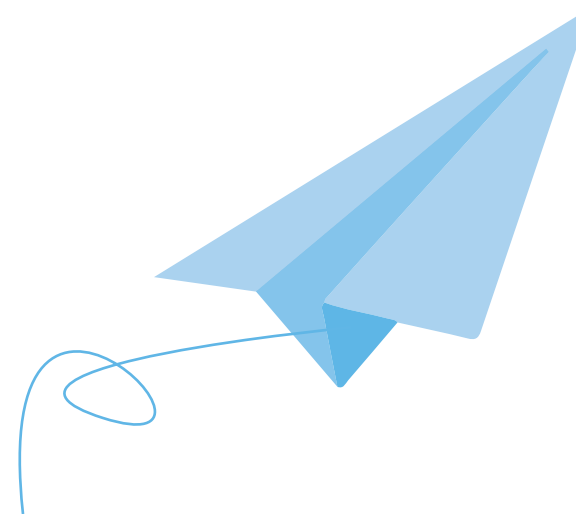
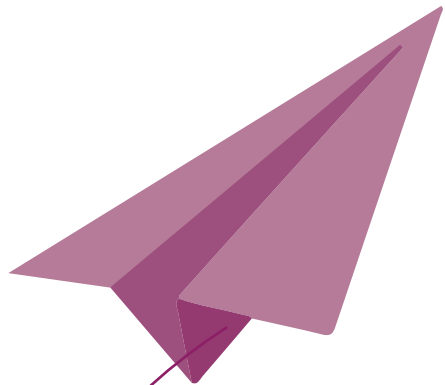
Pg 21 - 32

How can **social service workers** **build trust** with **single mothers**?



Pg 33 - 46

What is the **optimal journey** in pediatric oncology for **patients, families and care givers**?



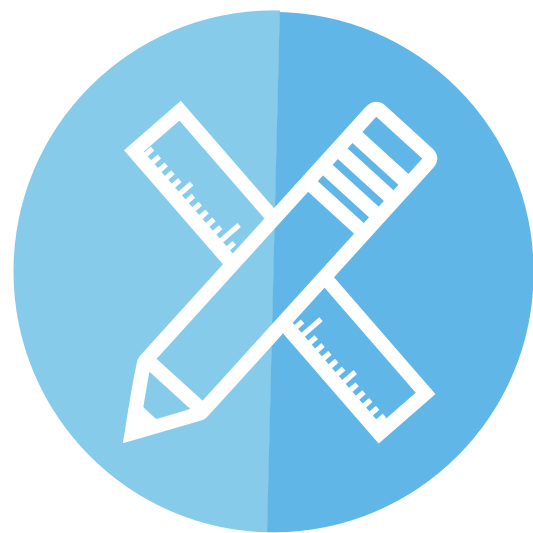
PROJECT
SAMPLE

1

HOW CAN **HIKING
GEAR** BE **REDESIGNED**
TO FIT A USER MARKET
NOT CURRENTLY BEING
CATEREED TO?

PROJECT OVERVIEW

Individual Project



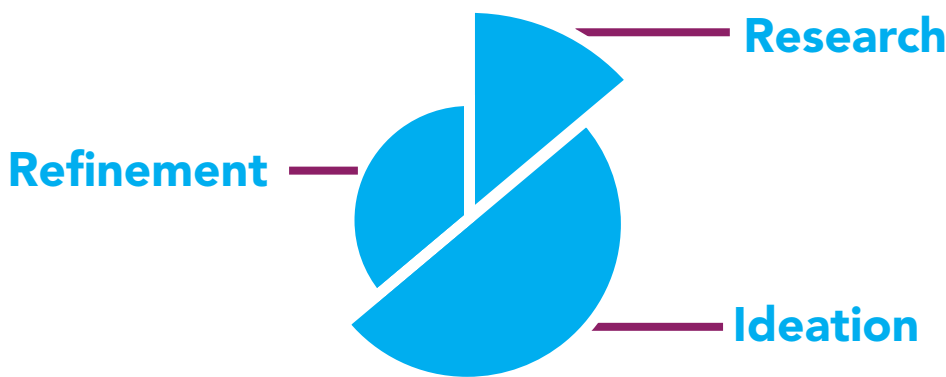
Goal

Create camping gear that taps into a user marker not commonly being catered to.

My Role

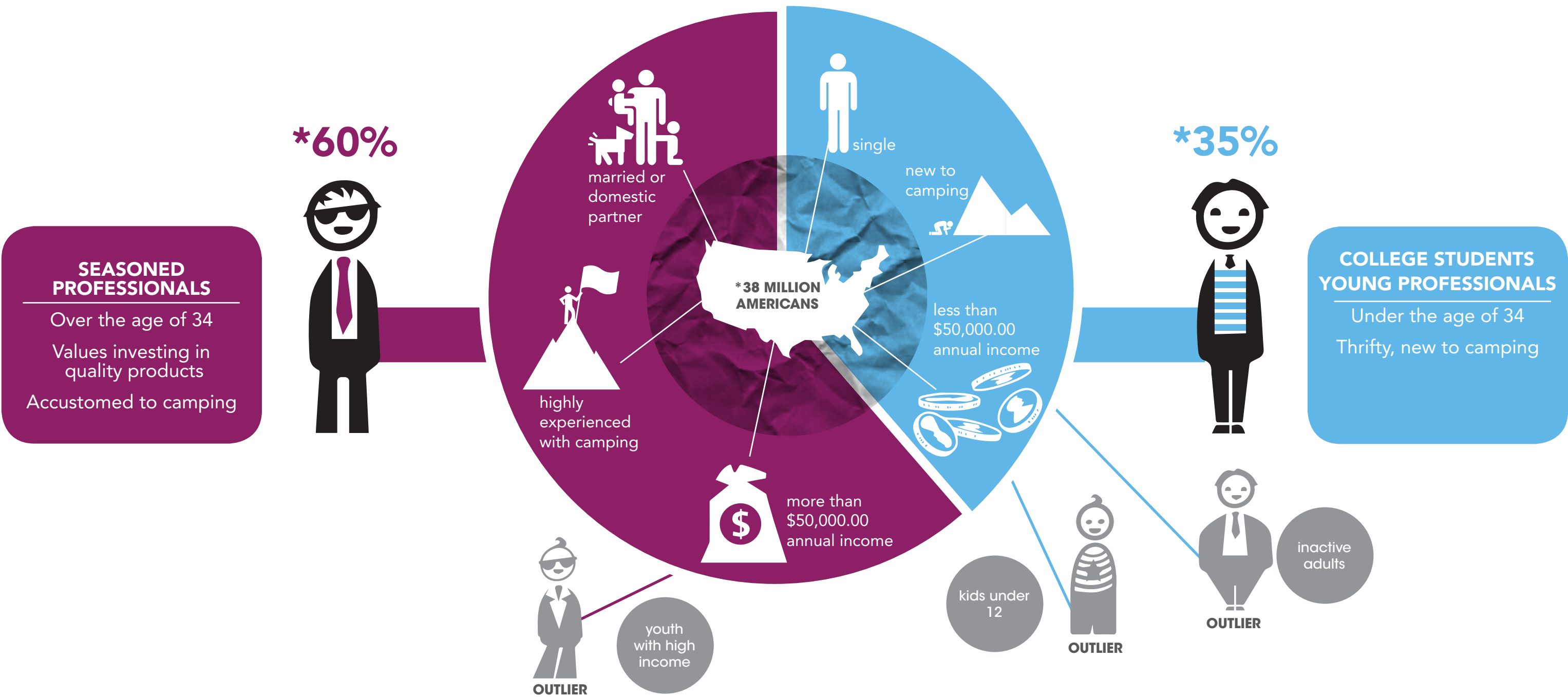
User Research
Market Analysis
Form Development
Sketch Models
CAD (Alias, SolidWorks)

Process



CONSUMER ANALYSIS
WHO IS BUYING THIS STUFF?

***38 MILLION
AMERICANS GO
CAMPING EACH YEAR**
(13% OF THE POPULATION)



*findings taken from the 2013 American Camping Report

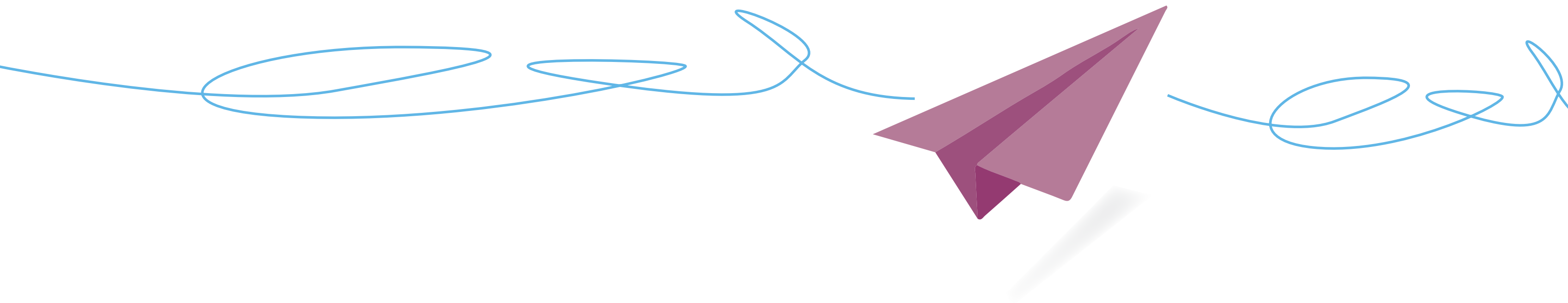
CONSUMER ANALYSIS

HOW DO THEY FEEL ?



**AH! THERE IS A
MARKET GAP.**

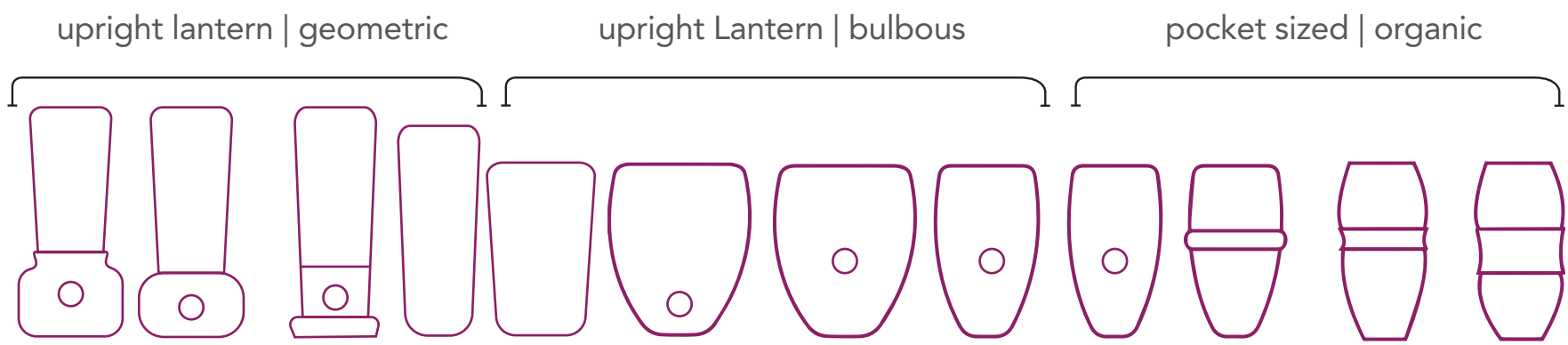
**WHAT IS THERE WAS
A HIKING LIGHT THAT
ALLUDED TO LUXURY
AND SOPHISTICATION
RATHER THAN
RUGGEDNESS?**



FORM/MATERIAL INSPIRATIONS
WHAT'S HIP THESE DAYS?



FORM DEVELOPMENT



a separate piece to carry away as a little ball of light?

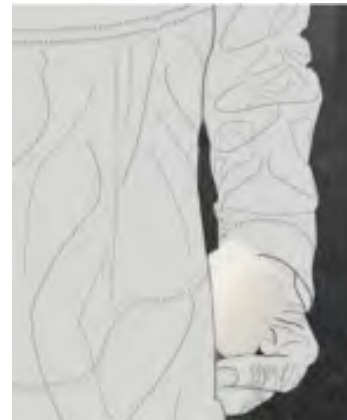
the light could be attached to the on mechanism so it glows brighter as it's lifted

a turn knob could lift the light up and down

FINAL FLASHLIGHT



FLASH LANTERN LIGHT.



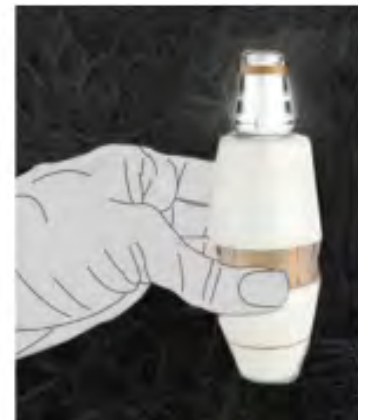
the light fits comfortably in a pocket



when the middle knob is twisted the light is raised.



The more the light is exposed the brighter it gets.



It can be held as a flashlight or sat on the ground for radial light.

FINAL FLASHLIGHT



LIGHT.

intensifies as it's raised or lowered



KNOB.

slide to the right to
turn on (reverse for off)
controls light intensity



CHARGE BASE

battery powered
added weight to the bottom
adds to balance



LET'S TAKE IT A STEP FURTHER...

what if this style pattern
was developed into two
additional hiking
products?



SUPER PORTABLE
HIKING STOVE



CAMPING COOKWARE

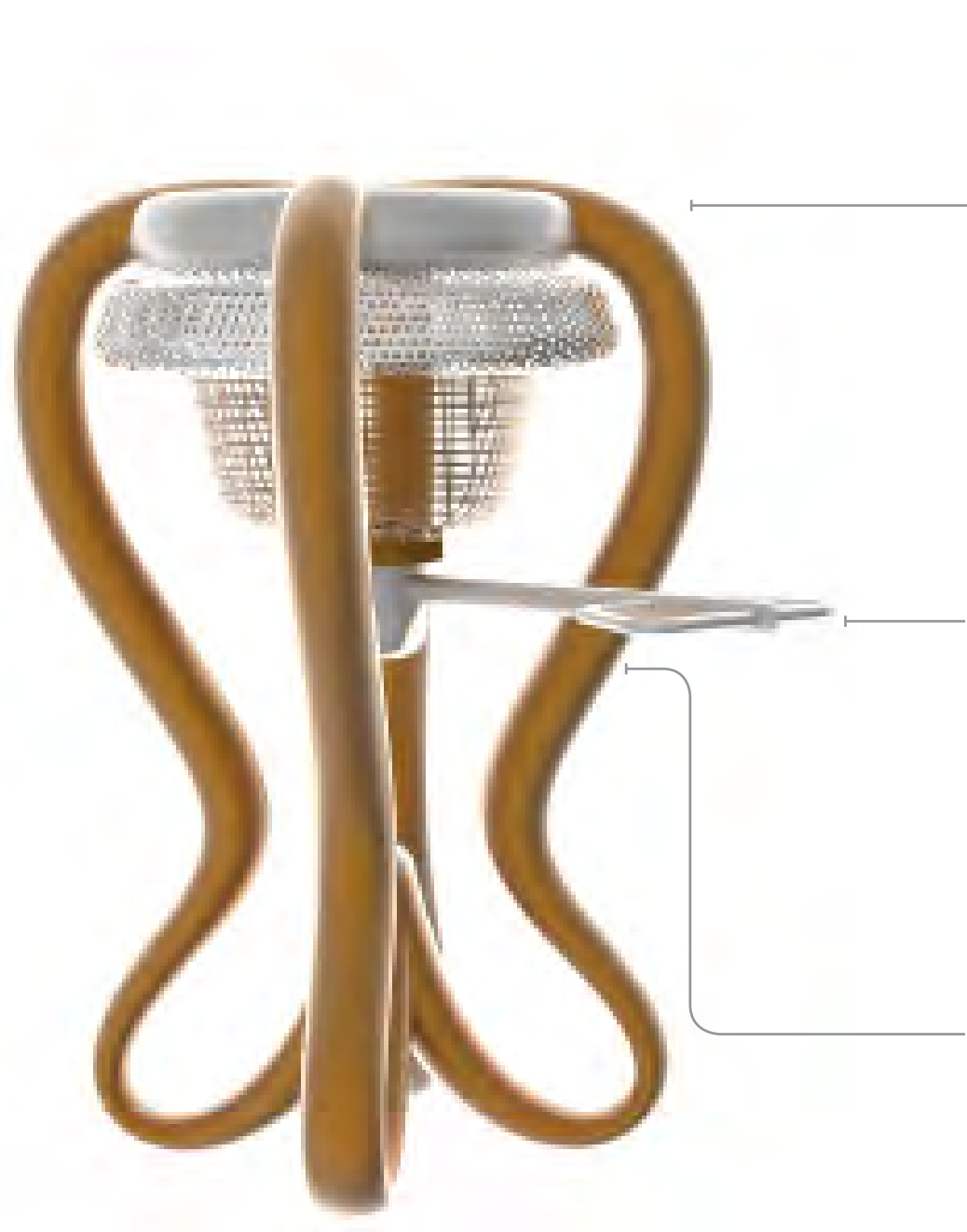
FINAL STOVE



MINI - PORTABLE STOVE.

.2" brushed aluminum legs that open up
to a 2.75 diameter base

FINAL STOVE



TOP.

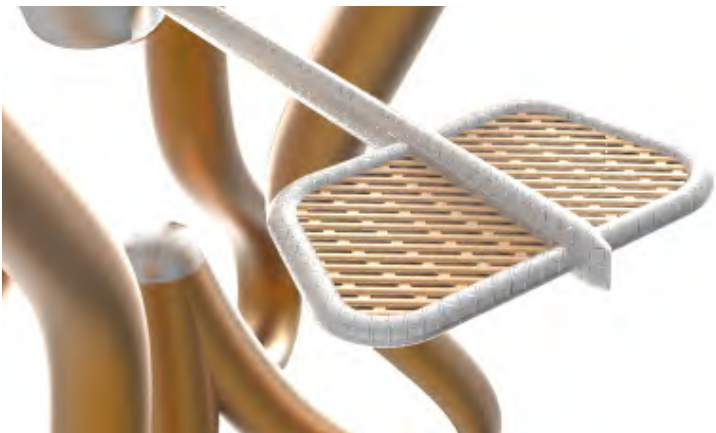
aluminum steel coated top



KNOB.

off/on/ignite switch

initially slides to the right to ignite (you'll hear a "click") and continues to intensify heat the further right it goes. (reverse for off)



FUEL CONNECT.

fuel connects to the stove via a gas tube connection at the base of the switch



FINAL COOKING UTENSILS



COOKWARE SET.

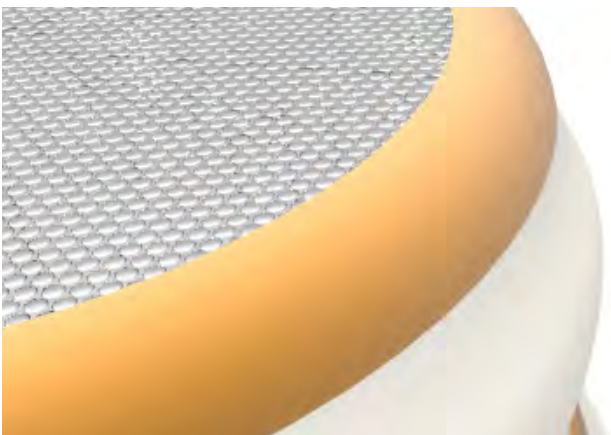
INCLUDES:

- (2) 8 oz. drinking cup
- (1) .4 L bowl
- (2) .55L two medium skillets
- (3) 6" removable handles

FINAL COOKING UTENSILS

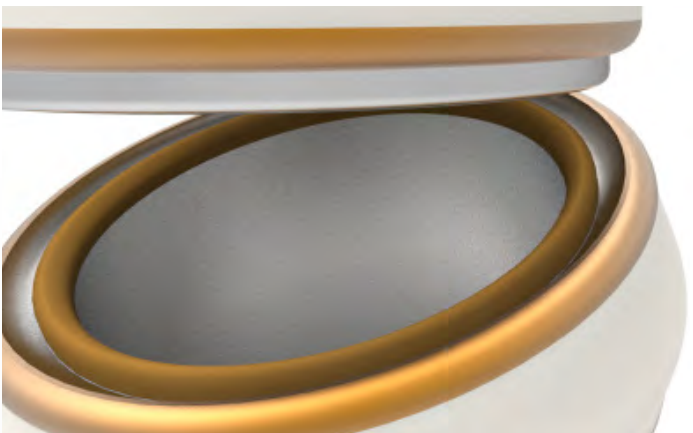
TEMPERED.

bottom of the pot is finished with knurled steel for durability and heat distribution



INTERLOCKING.

two medium skillets "snap" into each other. Locks securely to carry other pieces. Not for transporting food



MAGNETIC HANDLES.

a handle snap point, coupled with a hidden magnet keep the pot handles secure when inserted



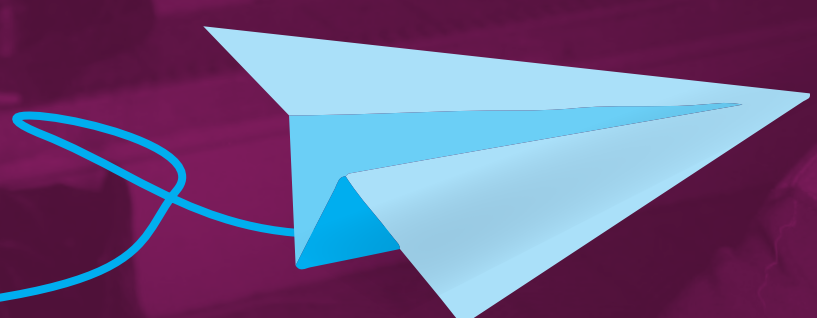
A person with a large backpack is hiking on a dirt path in a forest. The path is covered with fallen leaves, and the trees are bare, suggesting autumn. The person is wearing a dark jacket and pants. A purple semi-transparent box is overlaid on the left side of the image, containing text.

Want to see more?

**Contact me for samples of other
product design focused projects.**

PROJECT
SAMPLE

2



HOW CAN **SOCIAL
SERVICE WORKERS
BUILD TRUST WITH
SINGLE MOTHERS?**

PROJECT OVERVIEW

Team



2 Advisors



1 Chief
Researcher
and Designer

Goal

Create tools that enable social workers to build stronger trust with low-income, African-American, young, single mothers.

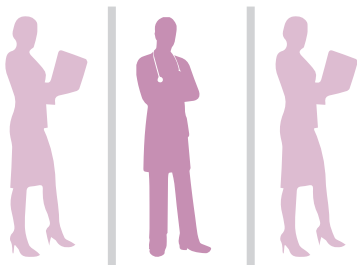
My Role

I met with mothers and providers, explored current trust building techniques, identified key issues and built prototypes of low-cost, analog tools for workers.

User Sample for Research



5
young
single mothers



5
social
service workers

Process

Refinement

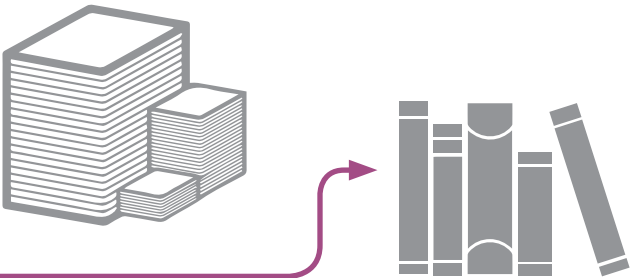
Ideation

Research



FINDING INSIGHTS

> 10 books
> 100 academic articles
10 qualitative interviews



Young Mothers

*Mother	Age at Pregnancy	Experience with social workers	Expressed view of trust
Jasmine	17	had a social worker in order to receive basic aid from child services	Very Pessimistic
Victoria	18		Pessimistic
Shirley	19		Optimistic
Lynne	17	Very limited contact	Optimistic

Social Service Workers

*Service Worker	Years Practicing	Type of Experience
Abby	2	attends ordered supervised meetings with parents and children, teaches parenting skills, meets with young mothers occasionally
Shirley	2	supervises group therapy sessions with abused children, most contact with young mothers comes from pregnant teens
Elizabeth	18	has worked both to remove and place children in homes, professor, psychologist, worked with young mothers on occasion
Miranda	32	retired child protective service worker, has worked with many young mothers throughout her career



African American, lower-incomes mother who had their first child between the ages of 13 - 25.



Workers who help give aid to mothers: volunteers, trained professionals and those still in training.

*Real names not used for privacy

EMPATHIC UNDERSTANDING

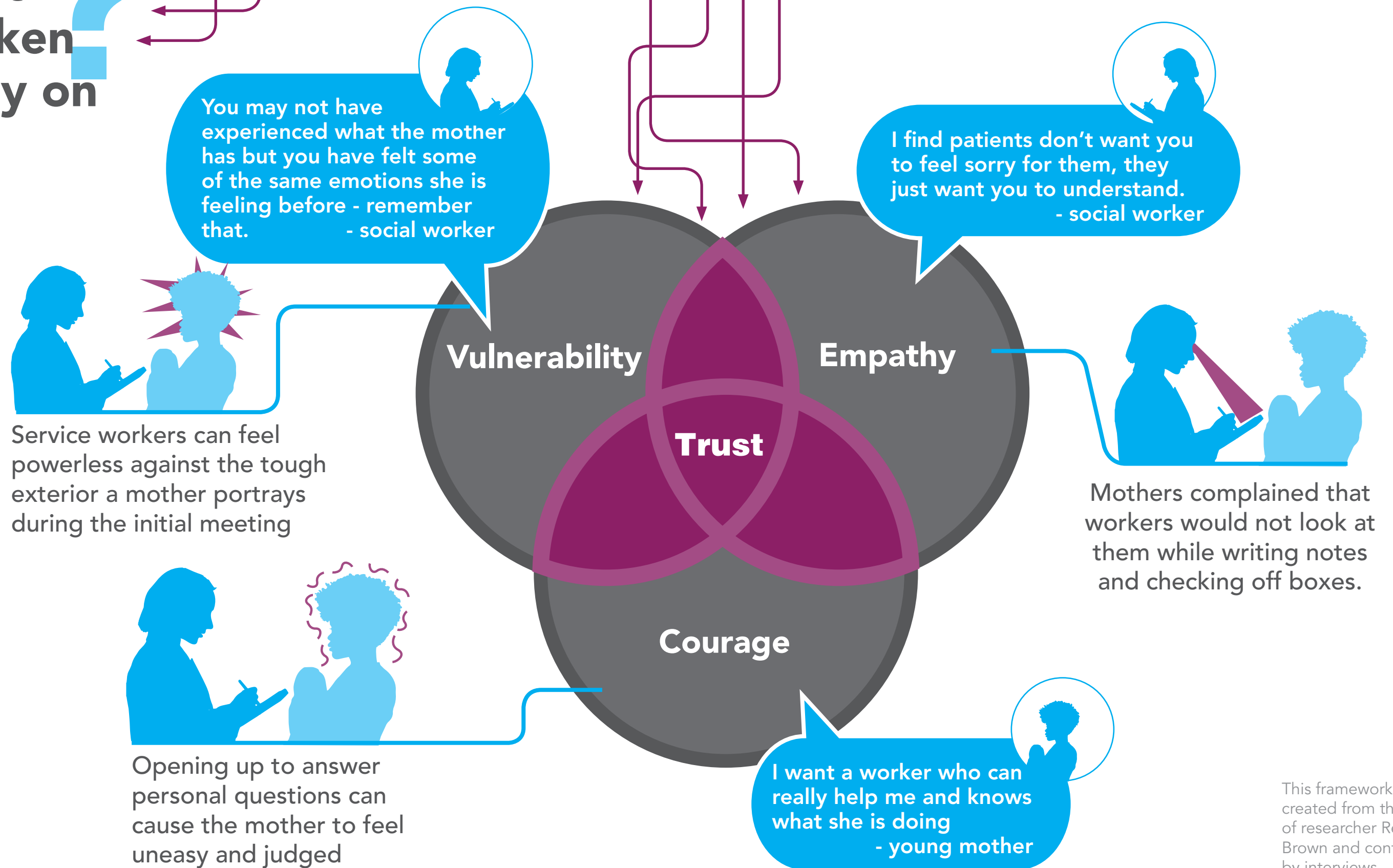


In interviews I found young mothers **did not trust** social service workers enough to be open with them and service workers were **too overwhelmed** to establish meaningful connections. This leads to **trust gaps** that undermine the **client/provider relationship**.



how is
trust
broken
early on

in the small moments...

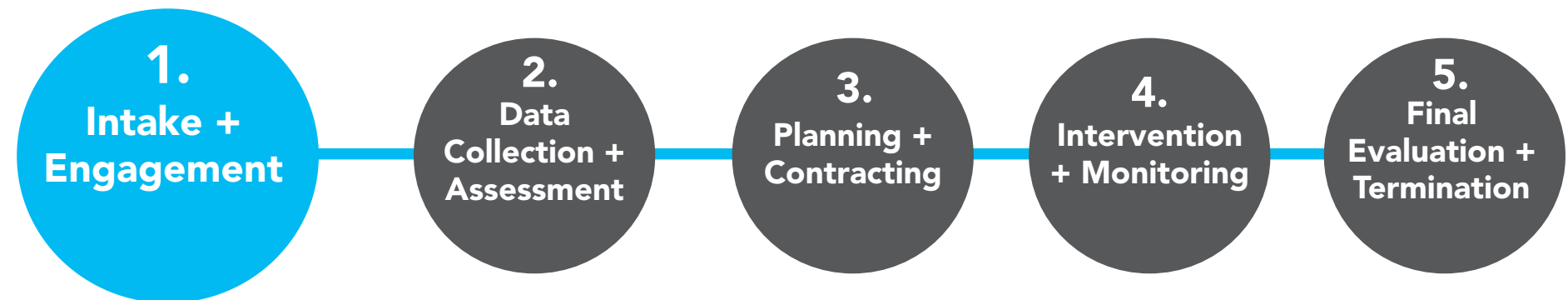


This framework was created from the theories of researcher Reneee Brown and confirmed by interviews.

HOW CAN THESE INSIGHTS BE APPLIED TO THE TRUST RELATIONSHIP



Added insight :
most trust is formed initially in the first stage of client interaction



Voice

what is said
and how it is
conveyed



Vulnerability

vocalize how you
can relate to the
emotions they are
experiencing

Empathy

avoid generalizing
their experience,
listen thoroughly,
use soft voice

Courage

strong, steady
voice, confident
answers, stay
focused in
conversation

Posture

how one
appears to
feel



relax your posture
(uncross legs and
arms)

nod while they
are talking, keep
eye contact,
match their
posture

eye contact

Energy Levels

the physical
energy
one exudes



avoid seeming
too energetic,
remain calm and
gentle.

slow down and
speak clearly,
avoid absorbing
their sadness or
anxiety

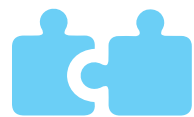
controlled
excitement,
confident

WHAT IS THE CORRECT APPROACH?

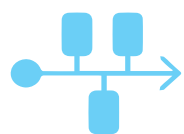
The solution needs to be...



Quick - sometimes social workers only get to spend 10 minutes with the client during their visit



Integrated into current tools - social workers will not use it if it prevents them from quickly moving on to the next client



Intuitive - trained and untrained workers serve social needs so the solution needs to be easy to operate across learning spectrums



Cost effective - will be used in volunteer and government aid agencies who have limited resources



Gamification

Fostering connection through playful engagement together to work toward personal goals



or a social app to connect young mothers with similar care plans



Agency phone app

A safe interface for mothers to communicate personal needs



or training to help workers understand the mother's concerns



Group Sessions

Allowing mothers to answer each other's hesitations to trust



or giving the mother a checklist of things it is okay to ask a social worker about

chosen direction!



Private check lists

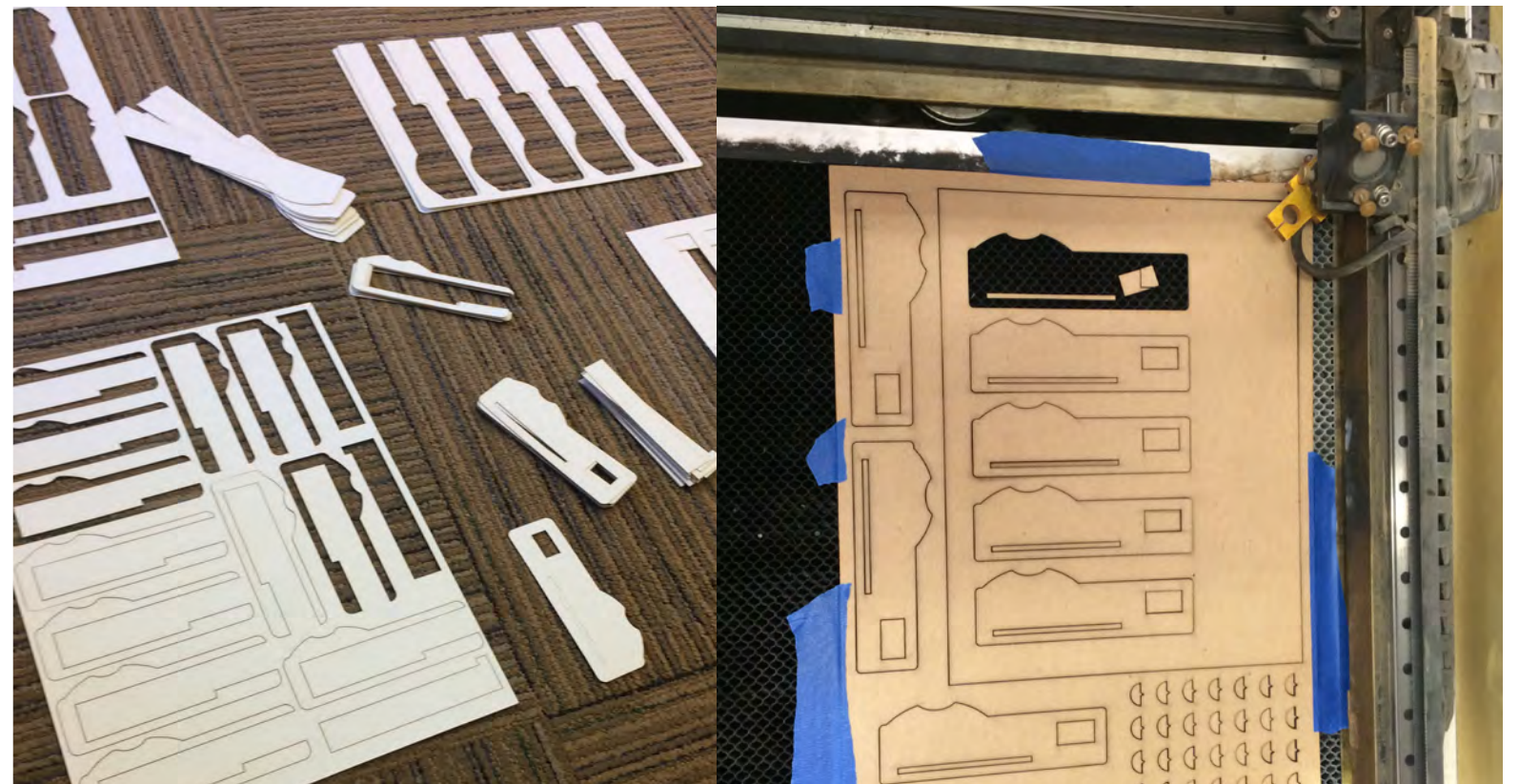
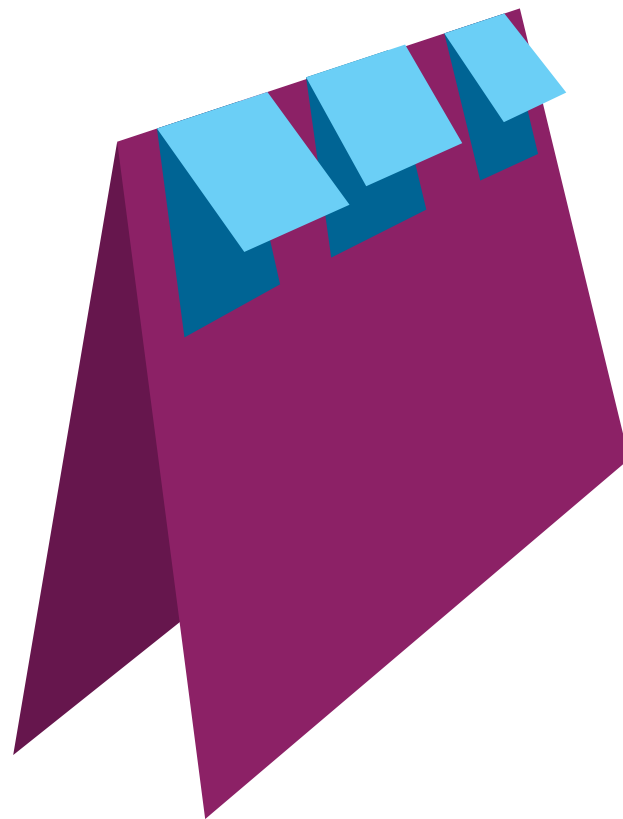
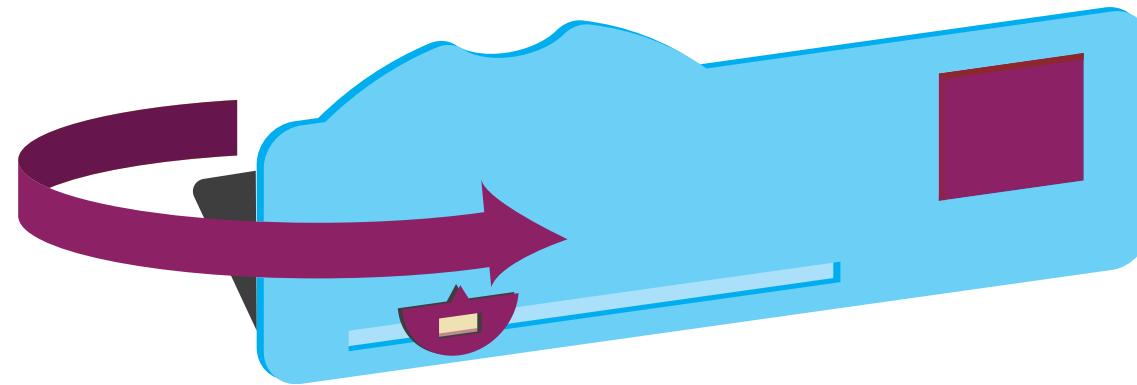
Prompts for workers to follow in engaging with clients



WHAT IS THE BEST SOLUTION?

Low-cost, analog solution that integrates into worker clipboards to walk them through proactively establishing trust with their clients

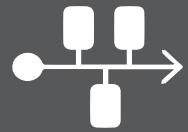
prototypes/
experimentation



**FINAL
SOLUTION**

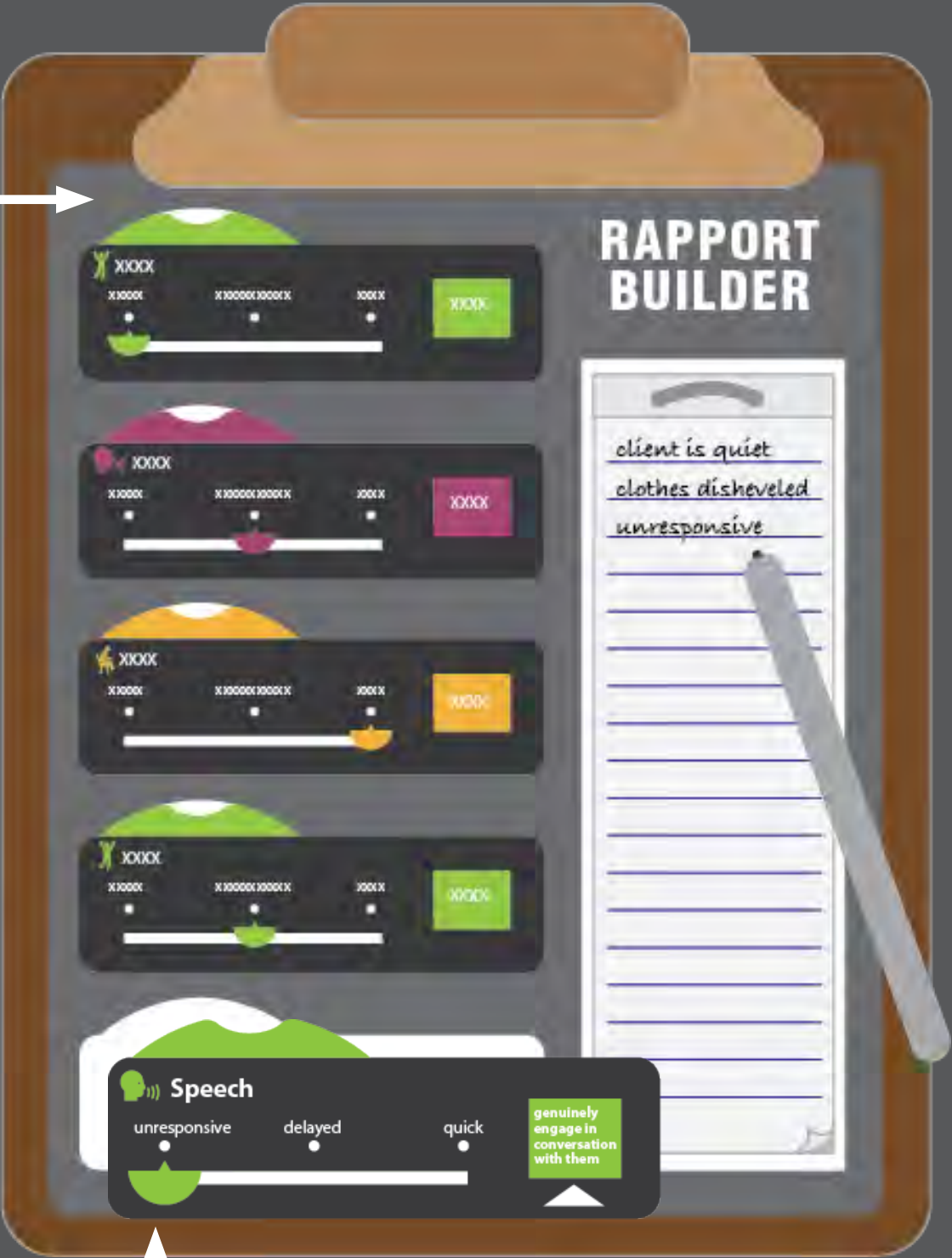
Empathy Sliders :
Empowering social workers
with tools for quick connection

 **Quick** - Only requires workers to change behaviour based on selected prompt.

 **Intuitive** - Can be used with a simple slide to the correct category.

 **Integrated into current tools** - Clips into clipboard or folder already used to collect notes.

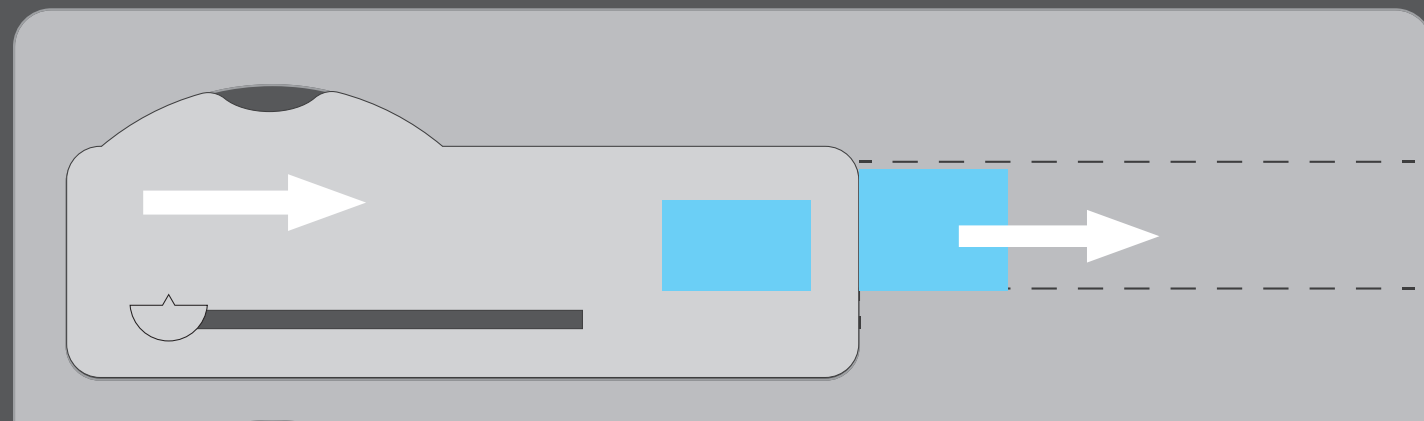
 **Cost effective** - Analog solutions are cost effective since they do not require software and electronic devices. Created from paper products-can be easily reproduced.



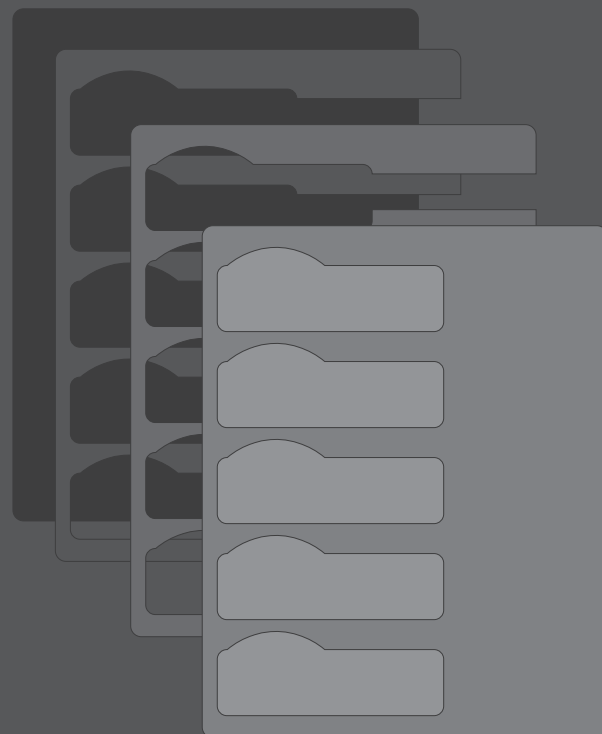
sliders snap into clipboard attachment

HOW IT WORKS

SLIDING MECHANISM



The sliding tab is not left exposed, but easily slides into a concealed slot.



CUSTOMIZATION

Energy



Posture



Auditory



Each slider's color indicates which behavior type it caters towards

FINAL SOLUTION



Also useful as a
training tool for new or
volunteer social
service workers



Forces workers to
Actively respond to
the mother's moods,
attitude, mental
processing speed, etc
and respond accordingly





Want to see more?

**Contact me for product samples
and development updates**

PROJECT
SAMPLE

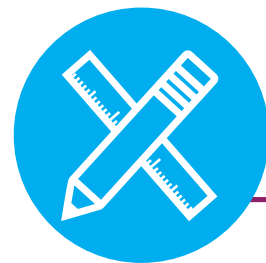
3

WHAT IS THE **OPTIMAL
JOURNEY** IN PEDIATRIC
ONCOLOGY FOR
**PATIENTS, FAMILIES
AND CARE GIVERS?**

Team



2 Advisors



4 Students



2 Project Leads



1 Research Assistant

User Sample for Research



41
medical
staff

9
patient
families

Goal

Identify key opportunity areas within the cancer patient care journey at Cincinnati Children's Hospital and conceptualize solutions that can be further refined at a later stage.

My Role

I interviewed patients, families, and care providers on a range of care areas. Audio (along with relevant literature) was coded based on identified themes. I created patient and staff journey maps and identified points of stress. Conceptual solutions were created and presented back to the client for further development.

Process

Refinement

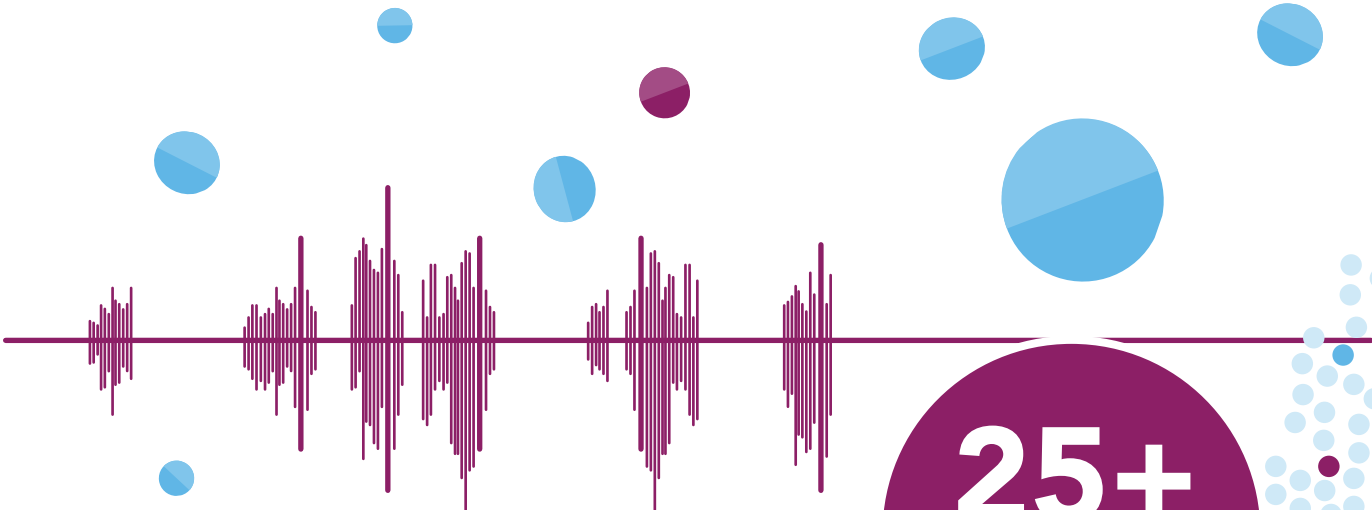
Ideation

Research



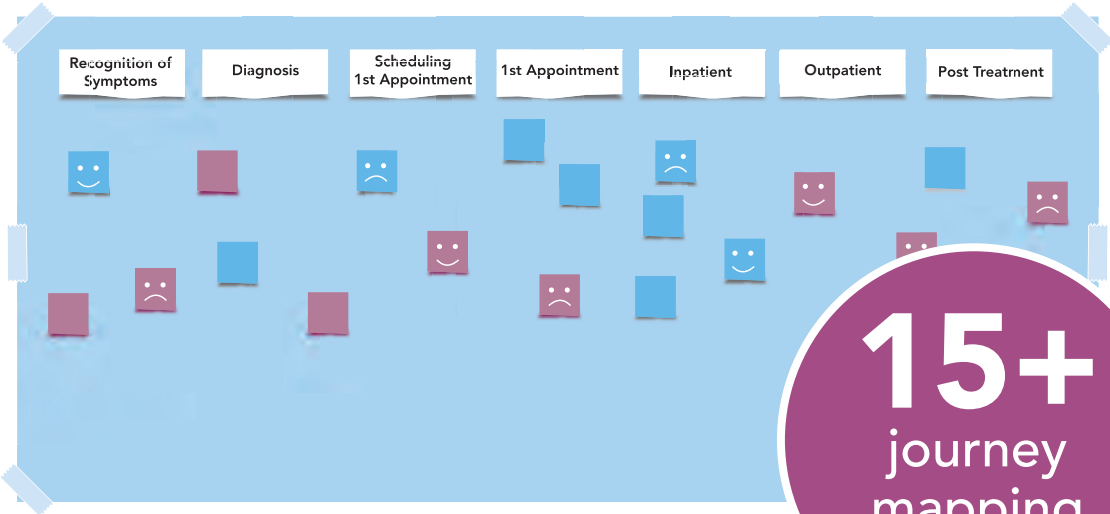
COLLECTING DATA FROM ALL STAKEHOLDERS

Audio carefully analyzed and coded based on themes



25+ hours of audio

I conducted journey mapping activities with clients to pinpoint pressure points



15+ journey mapping sessions

ISOLATING INSIGHTS



761
insights

We printed
key insights and
grouped them to
discover patterns
and opportunity
areas

"My daughter has heard all about this other patient here in the hospital but hasn't had the chance to meet them yet."

"I felt that because I was older I was not a priority."

"I felt so alone when I was discharged from the hospital - like now what?"

"I truly believe that the mental battle is everything."

An app - but there is nothing like human conversation

"I wish test results were explained a little better."

"It's very blurry (the first couple of days). I just remember constant people, constant paperwork - it was very overwhelming."

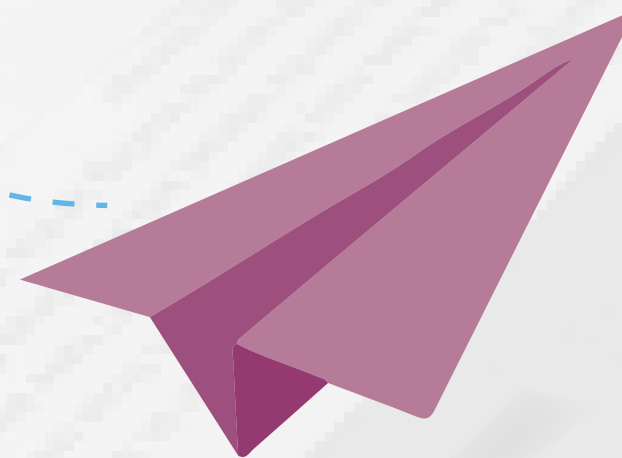
"Doctors have the same conversations with families a hundred times a day. I would like a simple handout/info sheet."

"It was hard to make sense of all the information coming at me at first."

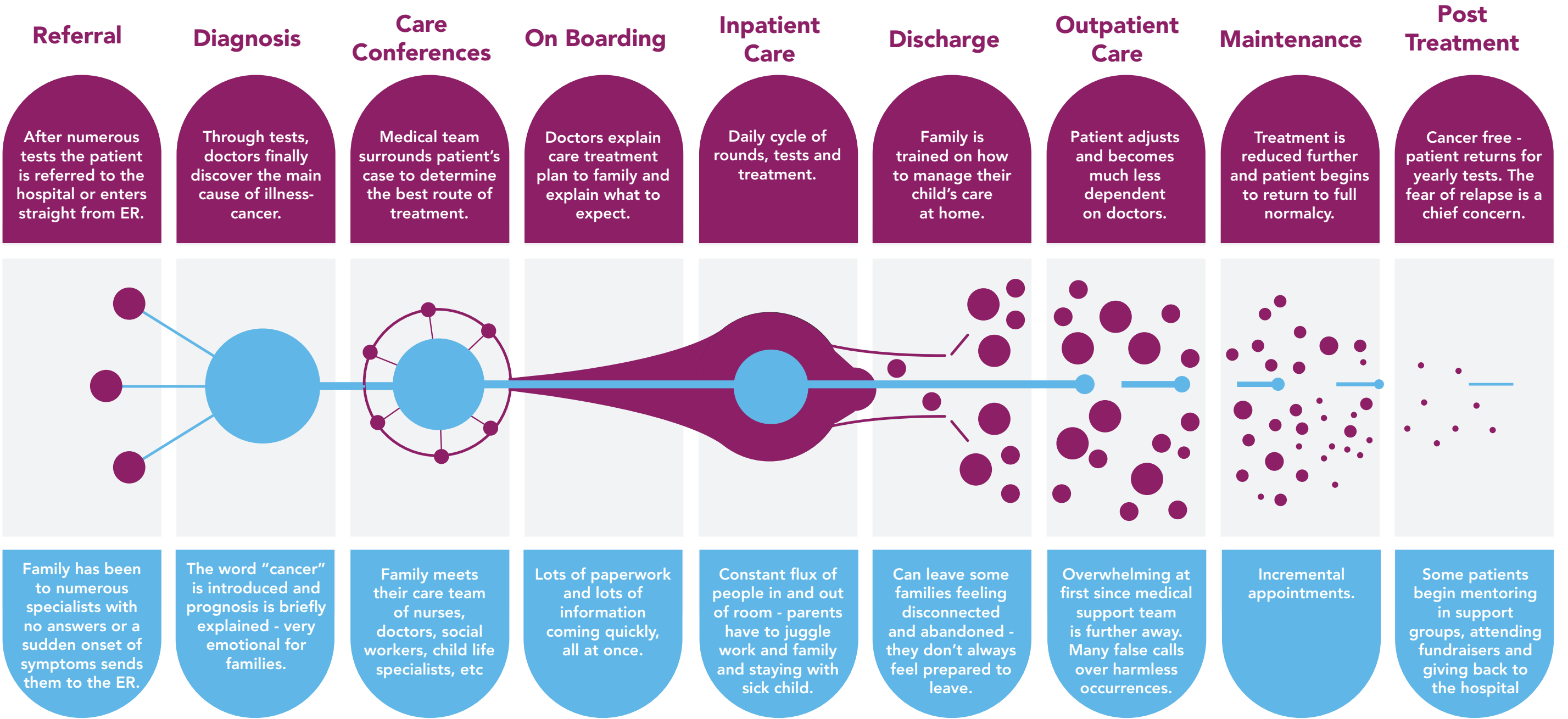
"When I found out I was sick I didn't necessarily have an idea of what was about to happen."

THAT'S ALL GREAT BUT...

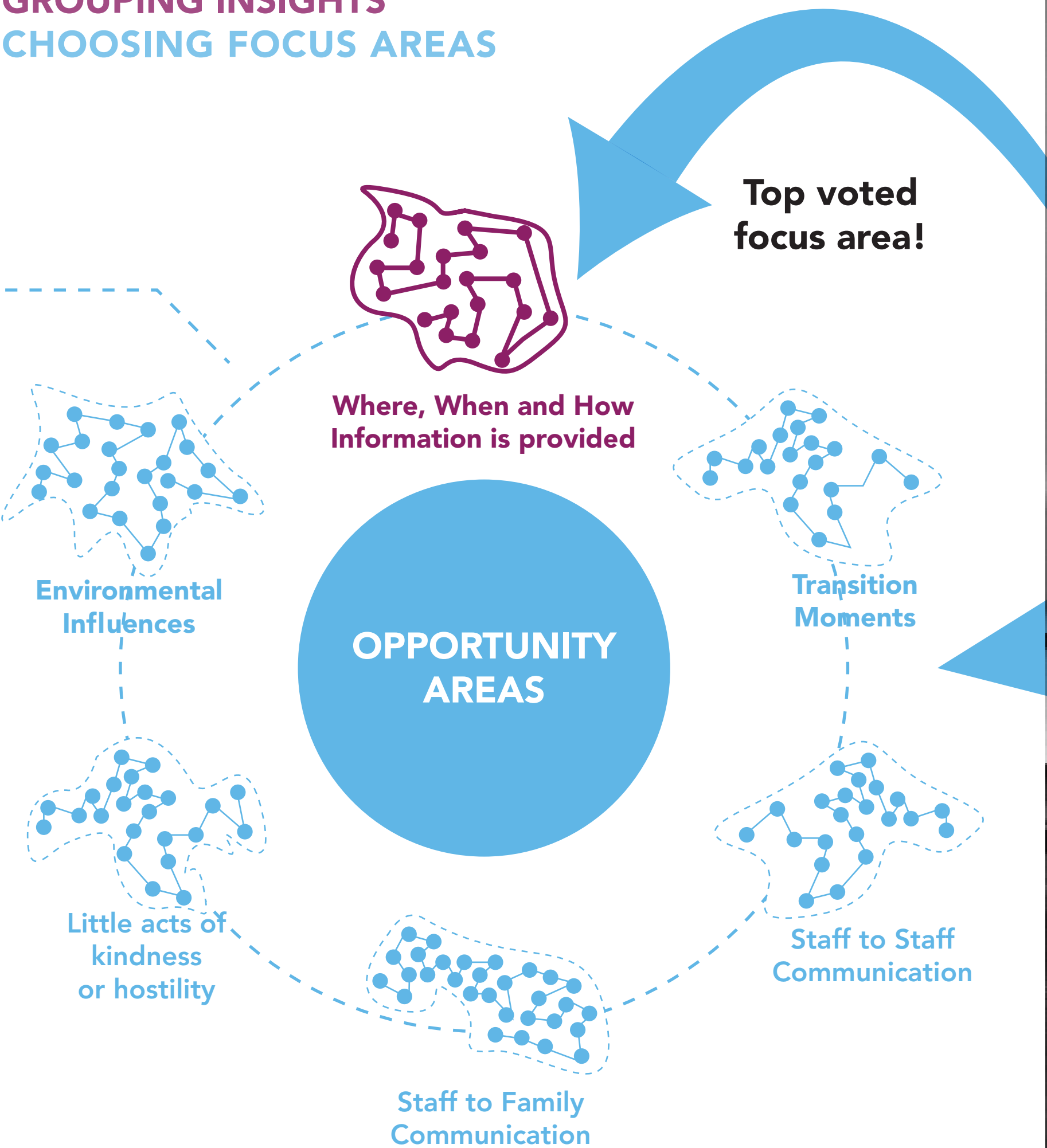
**HOW DO THESE
INSIGHTS FIT INTO
THE USUAL PATIENT
EXPERIENCE?**



JOURNEY MAPPING: PATIENTS/PROVIDERS



GROUPING INSIGHTS
CHOOSING FOCUS AREAS



**Stakeholders
discussed and voted
on what they felt
where the most
pressing issues.**

JOURNEY MAPPING: PATIENTS/PROVIDERS

The new aspirational
benchmarks and resulting
concepts were brought back
to users for feedback and
feasibility checks



**Final
Conceptual
Solutions!**

CONCEPTUAL SOLUTION 1 OF 4

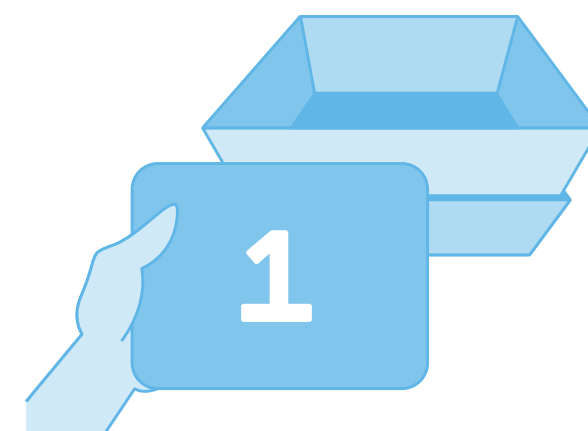
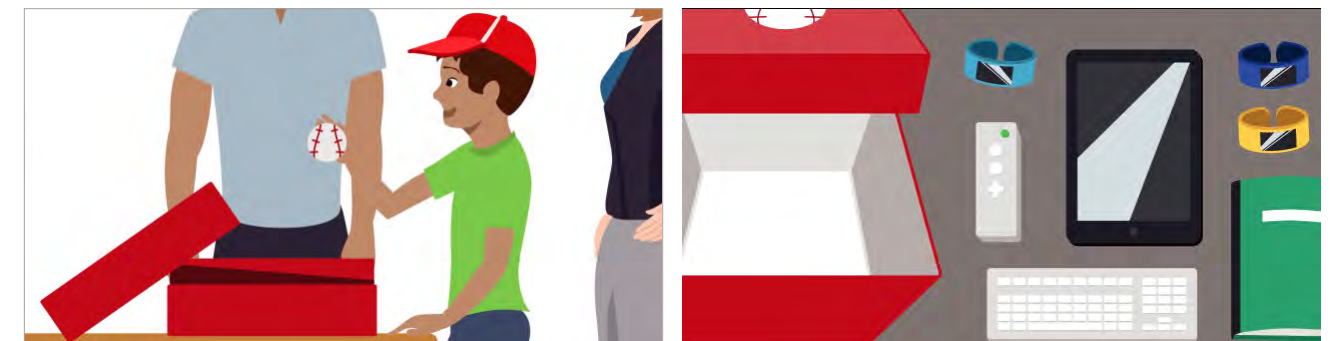
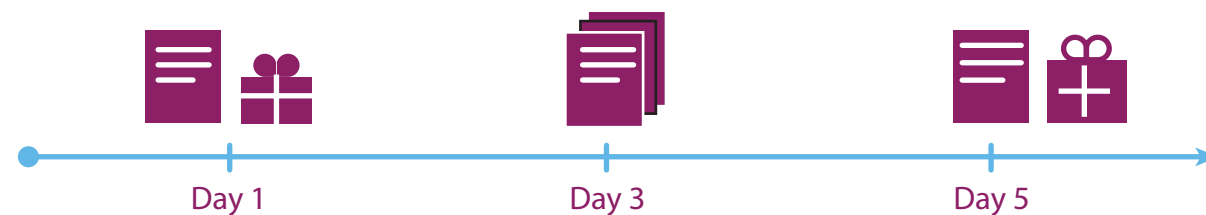
Katie's Treasure Box

Diagnosis + On boarding

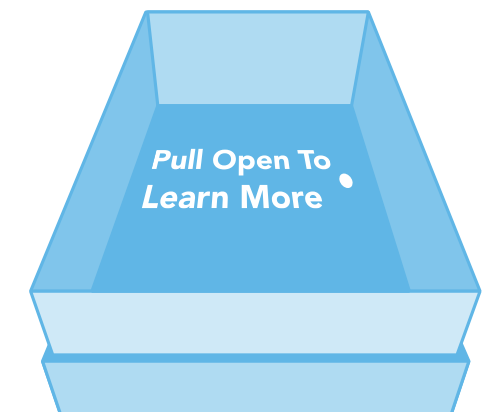
"In the binder you've got a listing of every medicine you are likely to encounter... having something visual to convey that information would be just a little bit less overwhelming." - Patient



A clever, personalized packaging system that strategically introduces families and patients to tools to help them throughout their journey.



The family goes through the package with the help of a social worker or nurse.



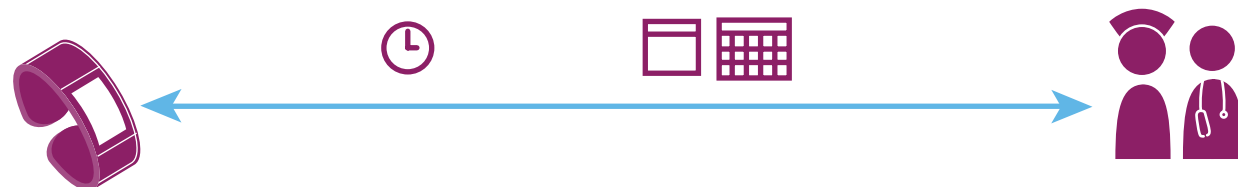
Every "chamber" introduces the family and patient to a new aspect of the patient care experience along with a tool to help them navigate.

CONCEPTUAL SOLUTION 2 OF 4

"Blue" Band Inpatient + Outpatient

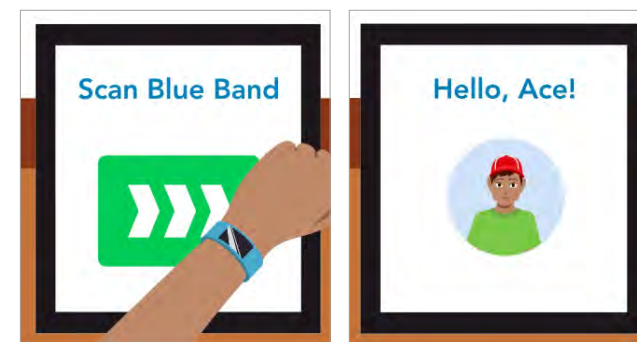


All-in-one device that effortlessly connects patients, family and staff to relevant information. It also records and stores vitals, permits instant access to patient medical records and sends notifications on upcoming appointments and treatments.

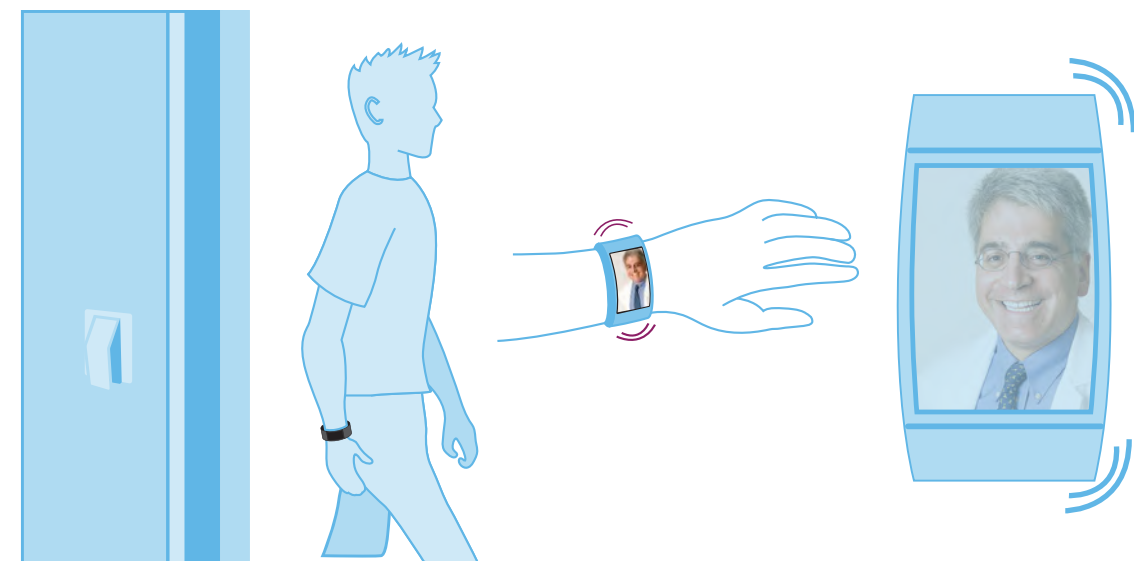


"I wait hours and as soon as I go to the bathroom of course the doctor comes in and I miss him." - Parent

"It's extremely overwhelming when you have a lot of forms to fill out." - Parent



Serves as a check-in pass and automatically transfers patient information to the central medical database



Dad wants to take a walk and get some coffee.

Dr. P sends a message to meet in the room in 15 minutes - now dad can plan accordingly.

CONCEPTUAL SOLUTION 3 OF 4

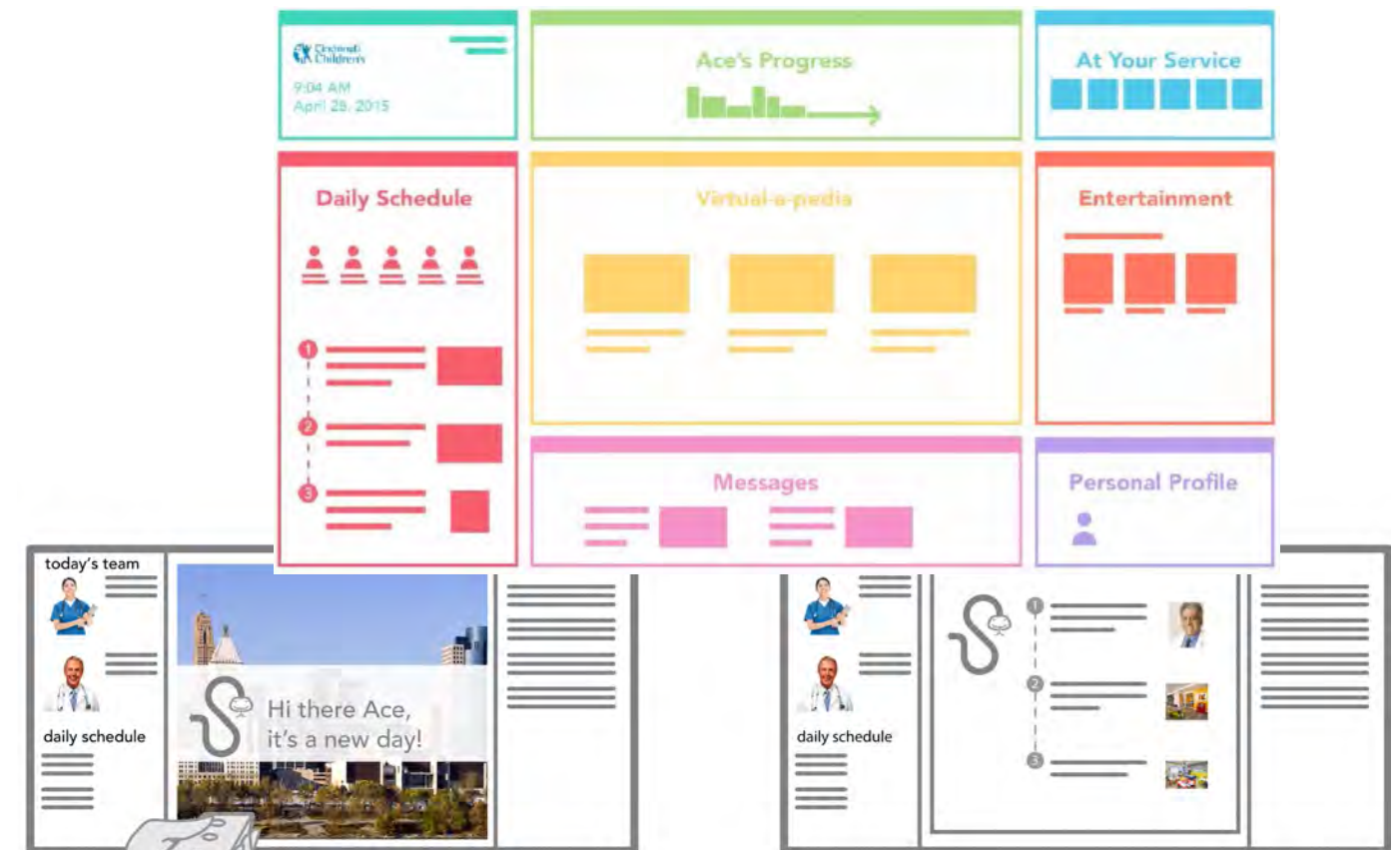
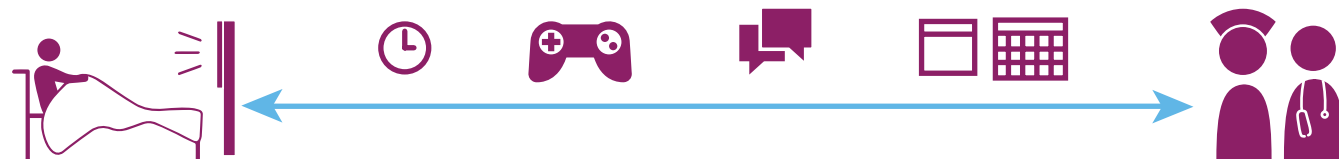
Oasis Control Center Inpatient

"A rough timeline or something that is a little more visual (that explains) this is what your life is going to look like would be nice." - Parent

"Whatever the hospital can do to make the experience feel more 'normal' is appreciated" - Parent



An inpatient portal connected to television containing all the necessary information specific to the patient allowing patients and families to control the information they need when they want it. It also facilitates connections between medical staff, families, patients and their friends through video messaging.



Customizable to patients' interests . Easy access to all pertinent personal health information.

Patients can learn about cancer in a way that accommodates their learning style and be more aware of their daily schedule.

Oasis App

Outpatient

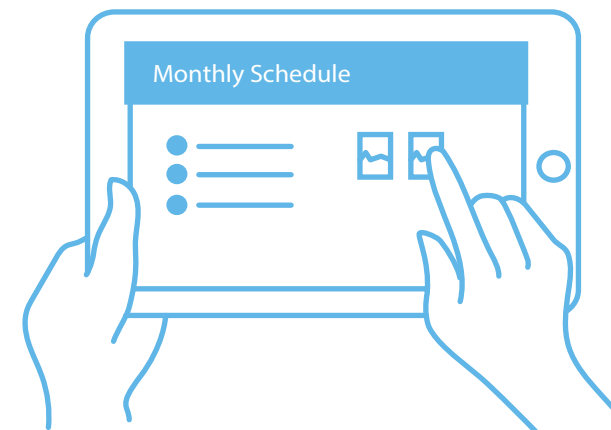
"You live with the fear that it (cancer) is going to come back everyday. The first year was extremely tough. Every headache or something he gets you immediately worry." - Parent



Portable portal. A virtual buddy or assistant that helps families adjust to the new care patterns of their child when returning home.

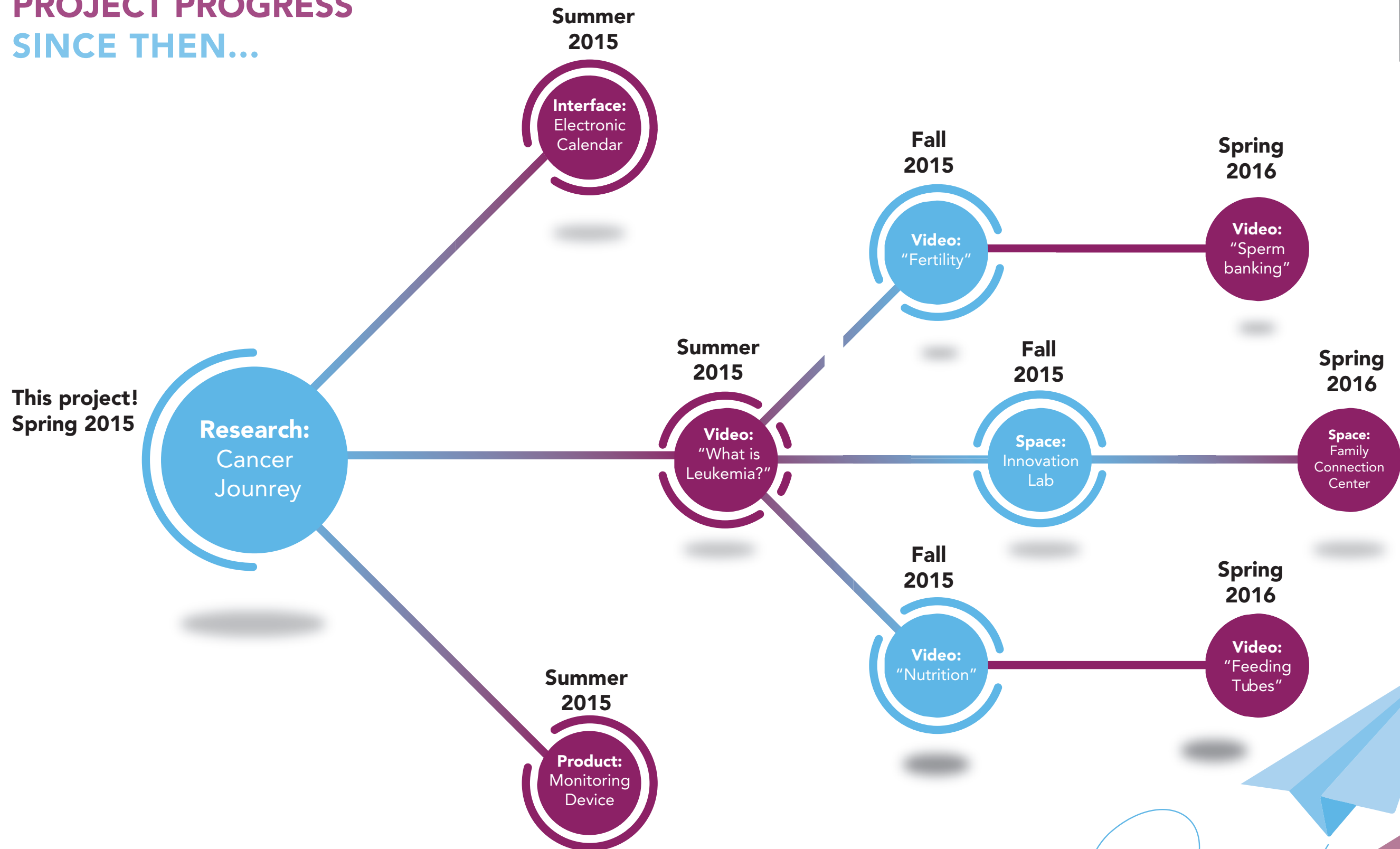


Families are trained on how to use the app as part of their discharge process.



The app mirrors the features of the Oasis Portal so there is familiarity and comfort with using the interface.

PROJECT PROGRESS SINCE THEN...





Want to see more?

Check out recent Children's
work on Live Well's website
livewellcollabortive.org

A COLLECTION OF
INDEPENDENT
PROJECTS

GERMANY

METRO THEMED CARDS

for a design competition created and sponsored by Walt Disney Imagineering giving students the opportunity to showcase their skills and talents through a Disney related project.



WALT DISNEY Imagineering

semi - finalist



This was part of a larger group project centered around solving transportation issues within a major city. One of my portions consisted of developing a imaginative metro card inspired by the lotus flower.



BEFORE



AFTER

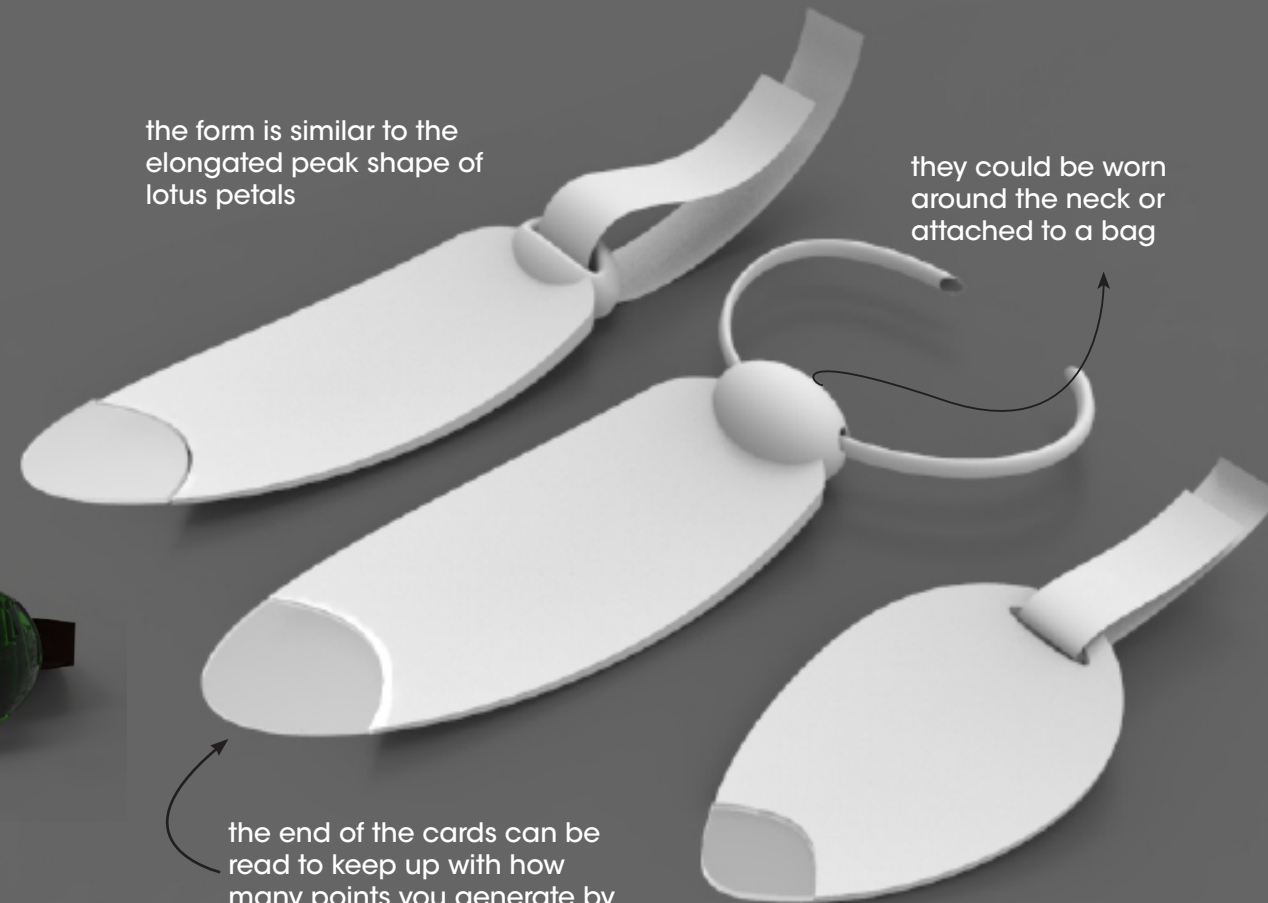
when inserted into the card reader the end seed portion glows for visual feedback



all the pieces are curved for elegance and to mimic the petal



size in comparison to credit card



the form is similar to the elongated peak shape of lotus petals

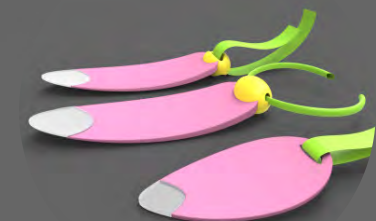
they could be worn around the neck or attached to a bag

the end of the cards can be read to keep up with how many points you generate by using the metro

COLOR/MATERIAL OPTIONS



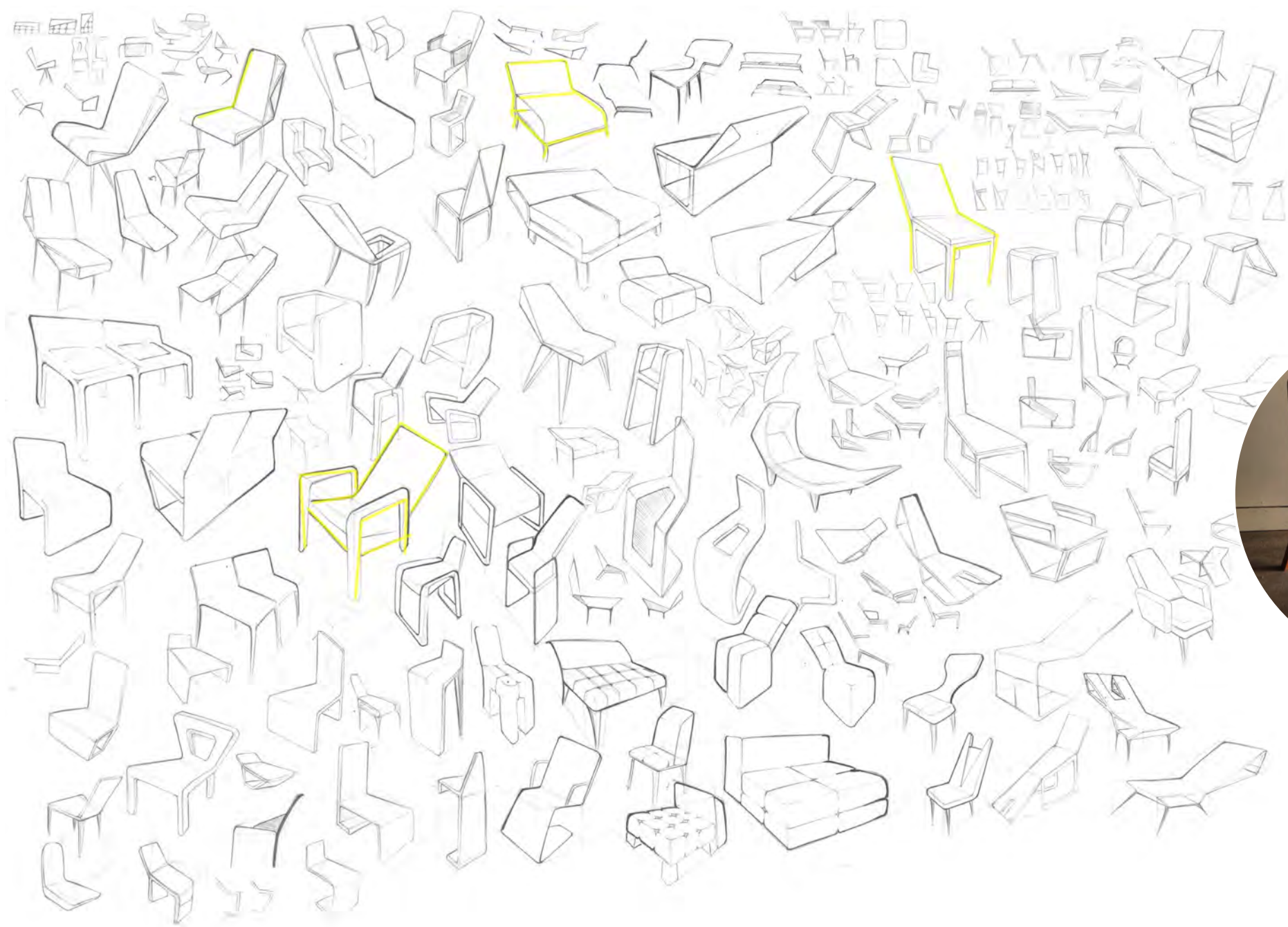
bamboo/wood



recycled plastic



FURNITURE DESIGN



a casual, retro inspired chair- made from wood and aluminum



NEW TAKE ON NESTING MEASURING CUPS

simplistic and functional



MY DESIGN

Why hide your utensils in drawers when you can display them on the counter?



INSPIRATION
JOSEPH,JOSEPH

- these measuring cups can stack inside each other for easy storage
- they are see through so you can readily tell how full they are without having to guess
- their crescent shape allows the user to use them as a "scoop" in order to fill them. (for loose food such as flour, etc)

LET'S GET IN TOUCH!

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