



NATALIA  
RAMIREZ

Service Design . UX



# PROJECTS

1. Project Summary
2. Project Details and Process



Time is a very valuable commodity. Specially in today's world where people seem to always be busy, agendas are full of activities and the need for multitasking is becoming crucial.

Waiting is something that only a few people enjoy since it requires them to be inactive and put in pause many of their daily tasks.

My team saw the opportunity to **explore the waiting experience** and give it a new meaning by implementing and changing service components to the existing waiting room at Optim Healthcare.

On this project, I conducted interviews and surveys, did the stakeholder map, floor layout and models, and some of the app wireframes.

4 weeks

5 students

SD &amp; UX/UI

Observation

Ideation

Concepts



Long distance relationships are usually seen as something hard to cope with. Why? Because it is our human nature to want to be next to those we love. However, the majority of products and services in the market are targeted towards couples. And what about families? There is also long distance family relationships!

Clearly, communication today is a lot easier than it was decades before, allowing people to keep in touch even if not physically together. But how do families share what they've been up to on a daily basis?

My team saw the opportunity to **explore long distance family communication and sharing**.

On this project, I was responsible for the majority of the research, I conducted some of the interviews, designed all of the presentations and designed the app, starting with low fi wireframes to the actual prototype in Sketch and Principle.

10 weeks

3 students

ID &amp; UX/UI

Research

Ideation

Prototyping



\*\*Project under Non Disclosure Agreement (NDA)  
More information available upon request.

BMW asked us to **facilitate human connections and to foster authentic interactions**. So SCAD responded and selected a team of people who came from different cities and countries, spoke different languages, ranged in age, with a variety of passions and majors, to join BMW on their journey to cultivate connections and explore “social media breadcrumbs”.

On our team, I was the only Service Designer. Apart from the research and brainstorming, I had the opportunity to conduct several interviews to SCAD students, professors and others outside of SCAD, as well as lead the Affinitizing session at the Midterm Workshop we had with Conrad Albrecht Buehler, the Interaction Design Lead of BMW.

10 weeks

13 students

Research



**“Embrace ambiguity and uncertainty” they said.**

-Contextual Research Methods

Two controversial topics yet constantly used buzzwords: Millennials and Politics. My team saw the opportunity to **focus on what Millennials thought about Social Media, Abortion and Shopping, among others**. The research, as always, was what lead us in this direction.

THE KEY is a magazine with articles that represent our findings of the contextual research and ethnography done regarding these two topics. It represents the combination of skills from an ethnographer, a researcher and a designer.

My responsibilities were formulating the questions for the interviews and surveys, turning data points and insights into info-graphics and designing the layout of the magazine.

10 weeks

5 students

Millennials

Ethnography

Research

Magazine



Time is a very valuable commodity. Specially in today's world where people seem to always be busy, agendas are full of activities and the need for multitasking is becoming crucial.

Waiting is something that only a few people enjoy since it requires them to be inactive and put in pause many of their daily tasks.

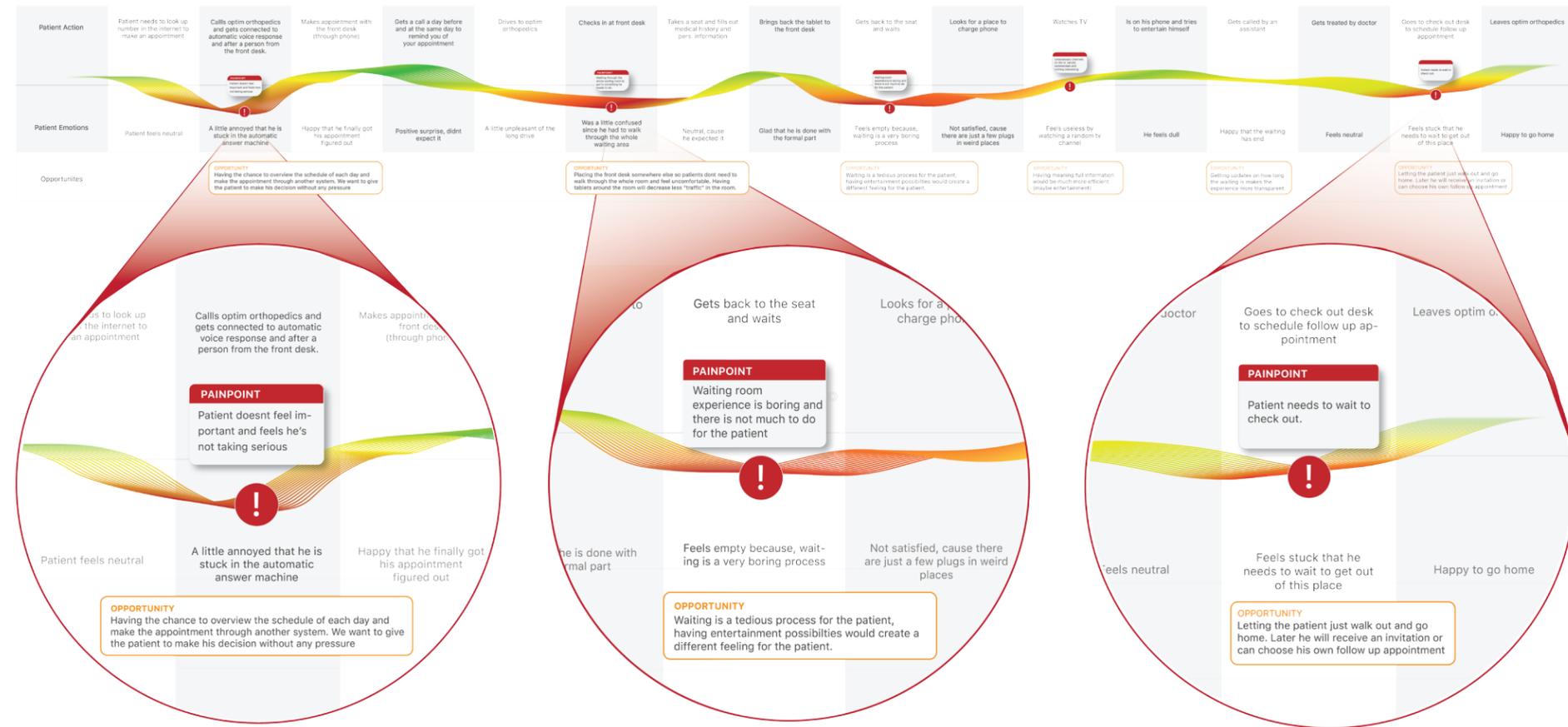
My team saw the opportunity to **explore the waiting experience** and give it a new meaning by implementing and changing service components to the existing waiting room at Optim Healthcare.

On this project, I conducted interviews and surveys, did the stakeholder map, floor layout and models, and some of the app wireframes.

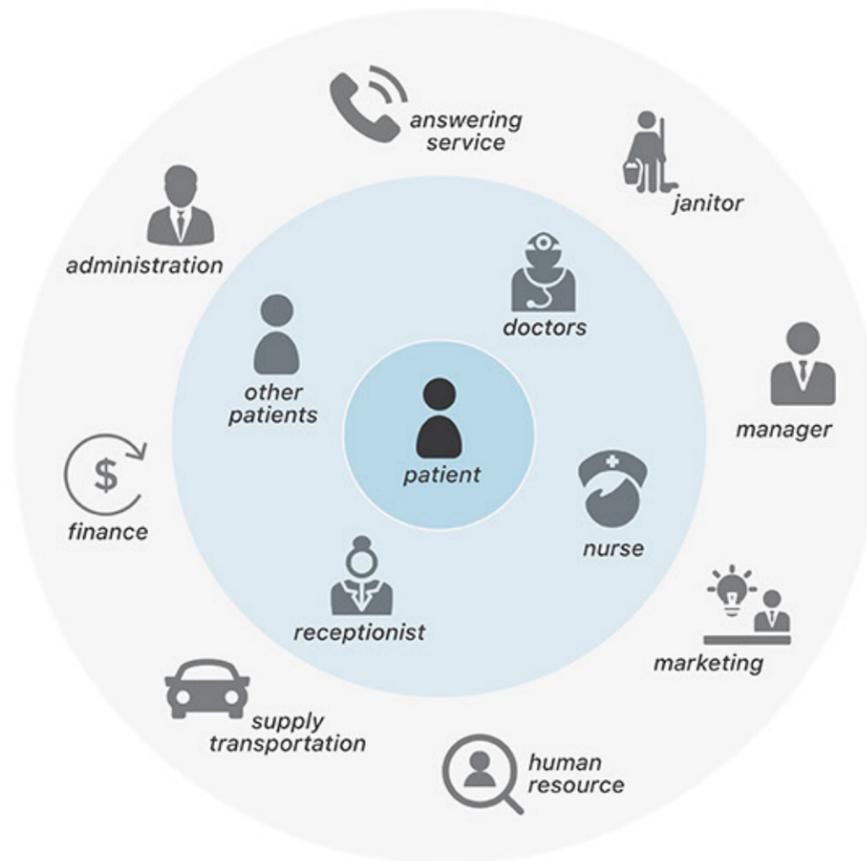
- 4 weeks
- 5 students
- SD & UX/UI
- Observation
- Ideation
- Concepts

In order to understand the pre-existing service and the different components, one of the first steps was experiencing the time in the waiting room, observing, analyzing and having conversations. This allowed us to focus on **the most important aspect: the users.** We mapped out the user journey, identified emotions, pain points and opportunities, having in mind the various users and stakeholders.

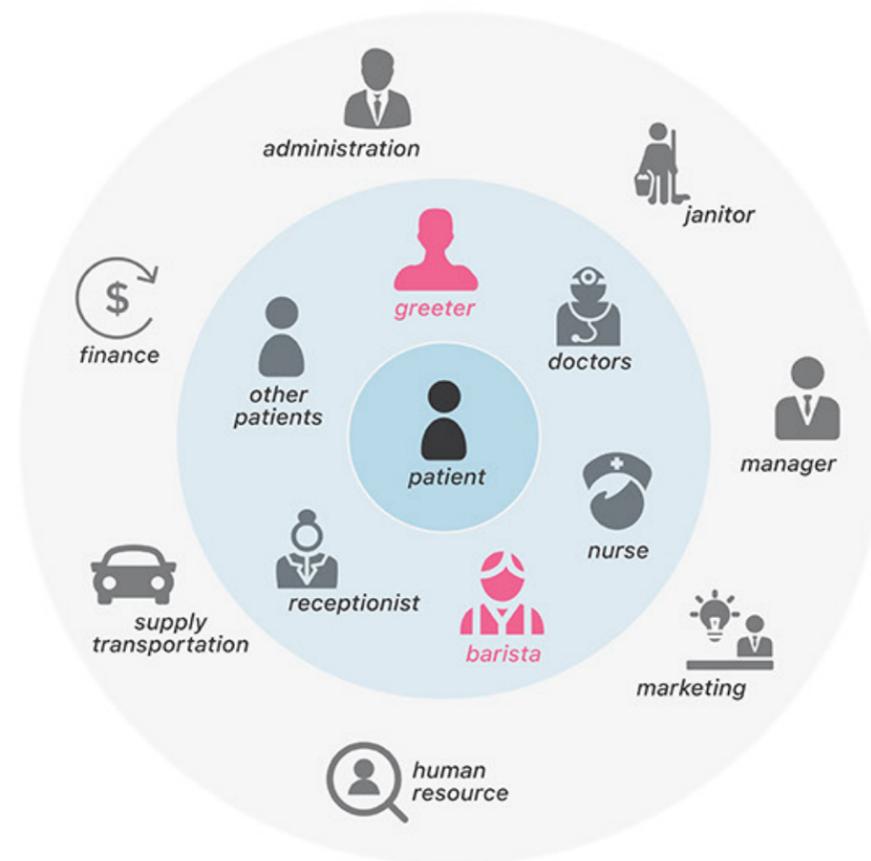
### User Journey Map



## Stakeholders Map

**Current**

The stakeholder map includes every layer of interaction. In the current situation there is the patient, other patients, receptionist, nurse, doctor, manager, marketing HR, etc.

**Future**

In the new (future) stakeholder map we added a barista and a greeter to the layer in which the patient have direct interactions with other people.

**Primary Persona****The Old-schooler**

She is a Lady, 57 years old, and suffers from chronic back pain. She visits Optim Orthopedics three times a week to get treatment.

While her time in the waiting room she feels very uncomfortable since there is not much to do and she would use her time differently if she could.

**Secondary Persona****Athletic Millennial**

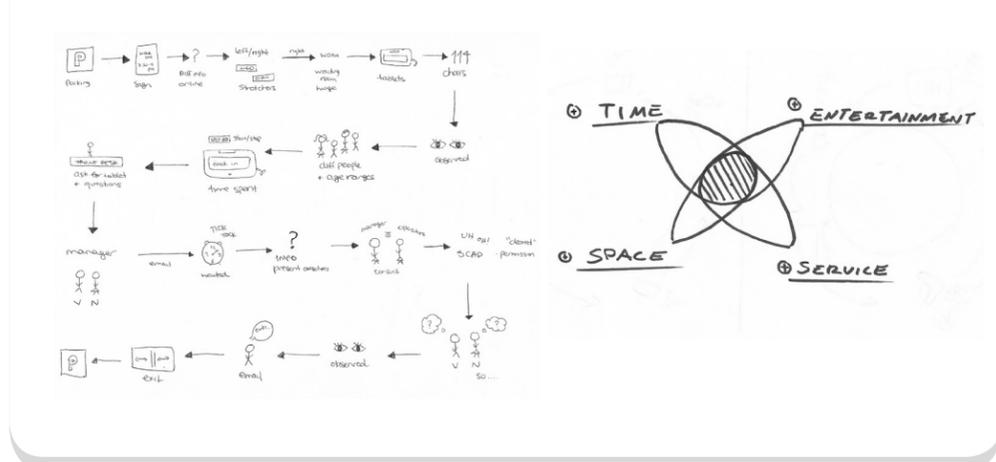
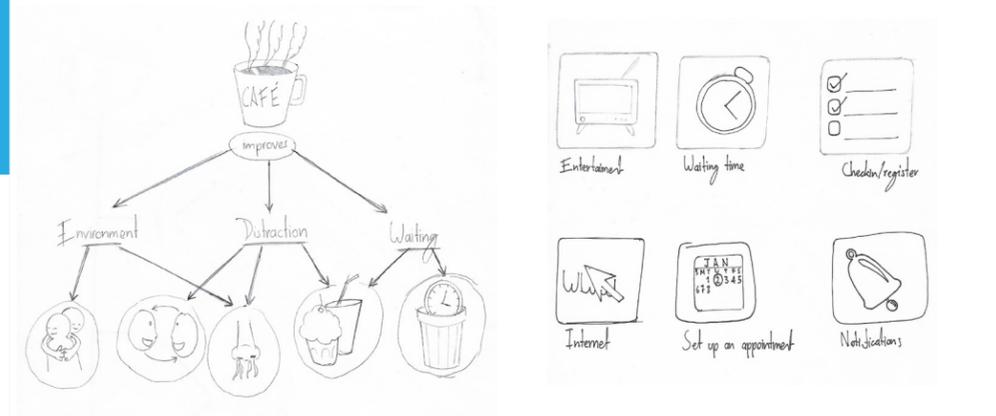
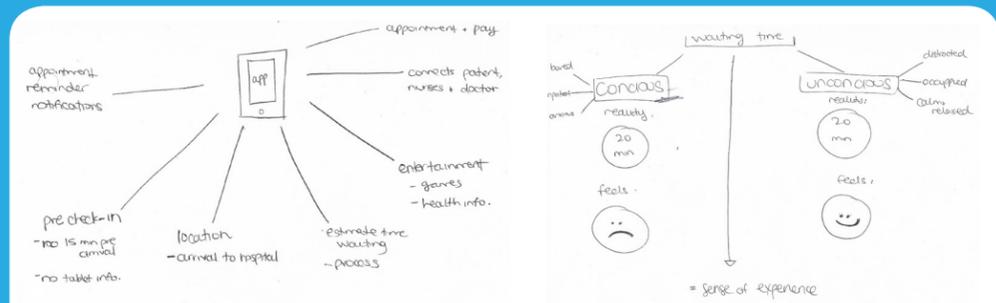
He is a young person, 23 years old, and a member of an athletic team. He broke his wrist in a match and needs to see the physician and doctor every week to complete his physical therapy.

He is frustrated since he has a hard time signing in with the provided tablet. (Just one hand)

**Served Persona****The Caregiver**

She works as a receptionist. She is open, friendly and supportive to the patients.

However sometimes she has trouble organizing appointments, handing out enough tablets to sign patients in or keep track of medical histories



## Models

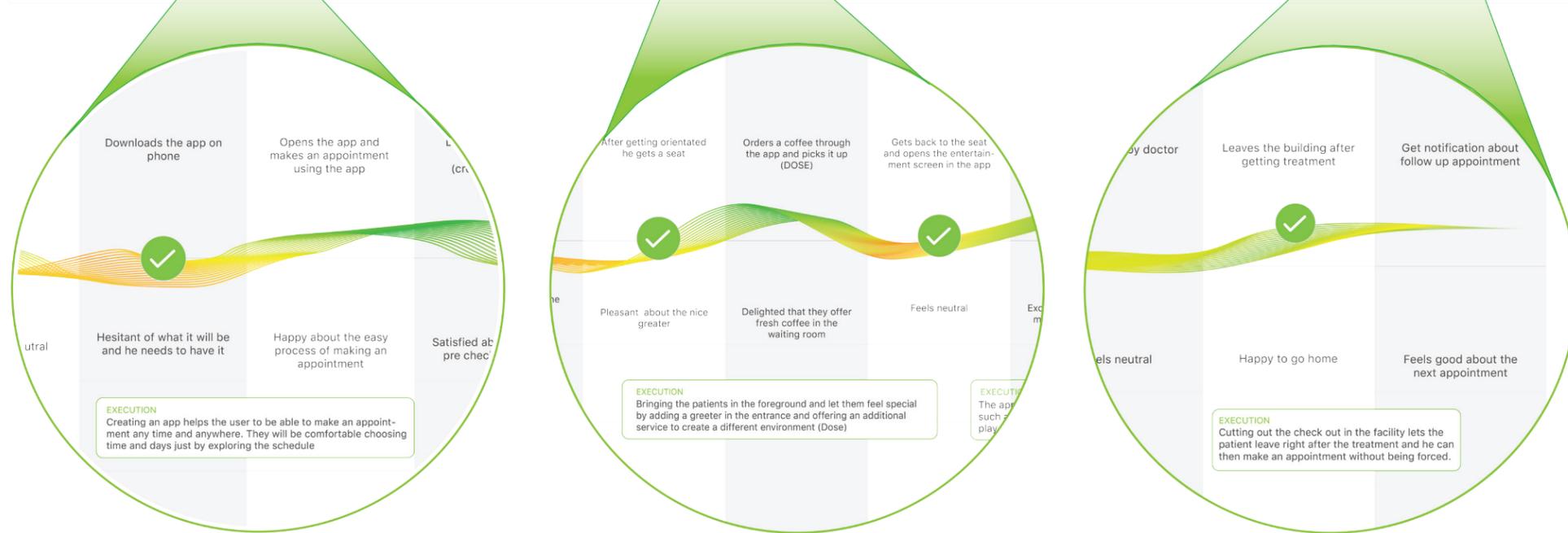
Created some rough model sketches to show complex systems in a simple way.

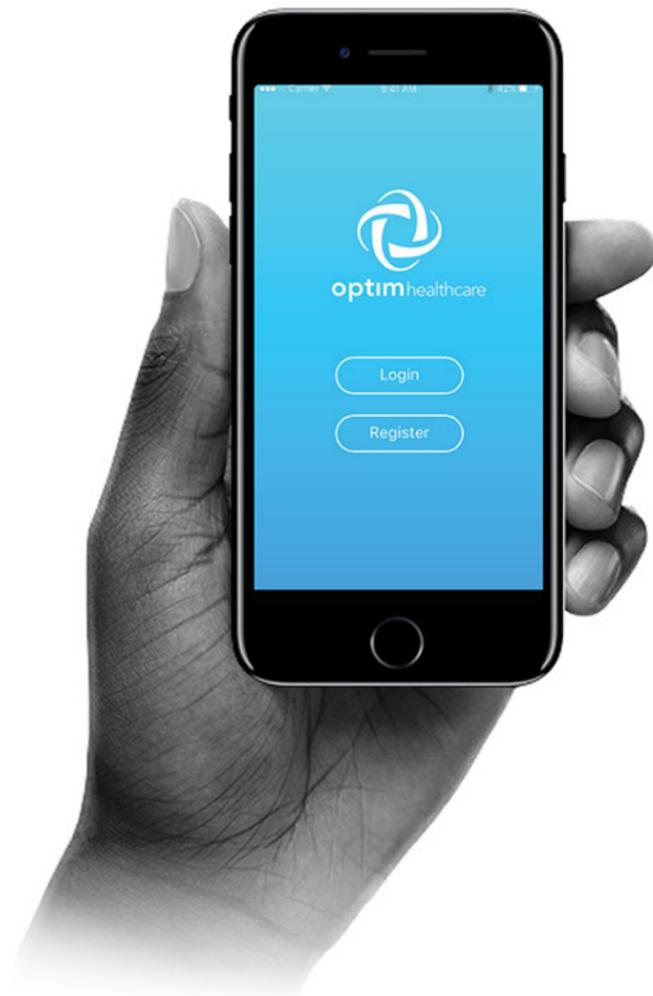
## Brainstorming & Ideation

The previous maps and models, lead us to the brainstorming and ideation of concepts. We came up with five service components/concepts.

This is the improved user journey with the five service components included. The previous pain points are no longer present.

## Improved User Journey Map

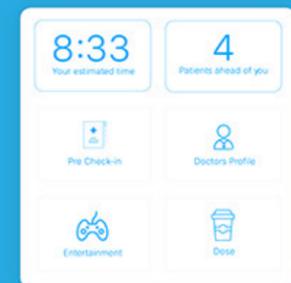
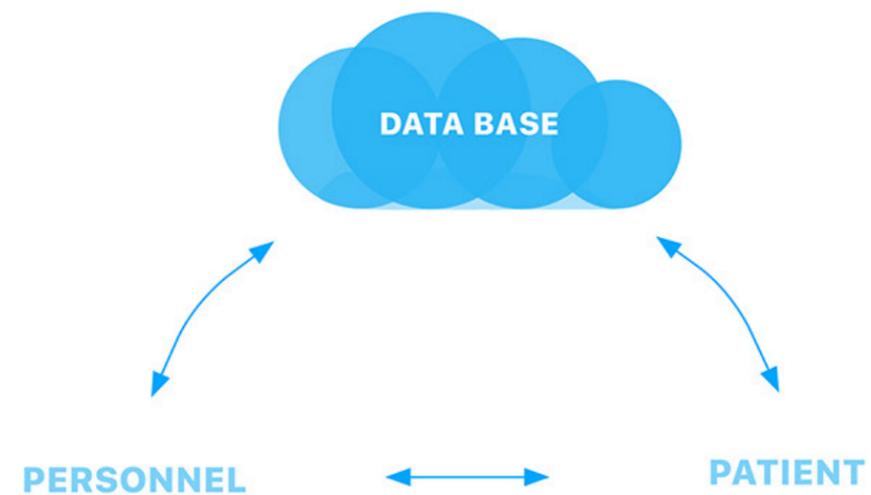




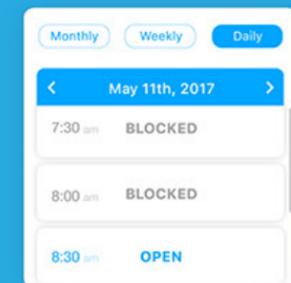
## Concept One

### Optim Patient App

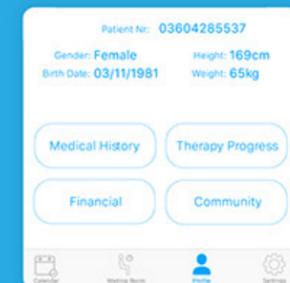
The patient app is a platform that interconnects patients with nurses and physicians. Tracking appointments and managing your medical history is enabled through the use of the app. Patients now have transparency over the factors that govern their time spent before the appointment.



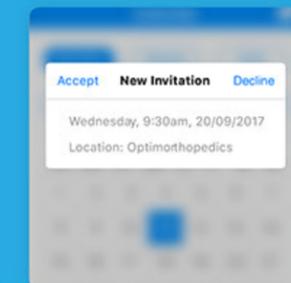
The main page "waiting room" includes some instant information about your appointment. It also includes pre check in, entertainment, information about your doctor and coffee shop.



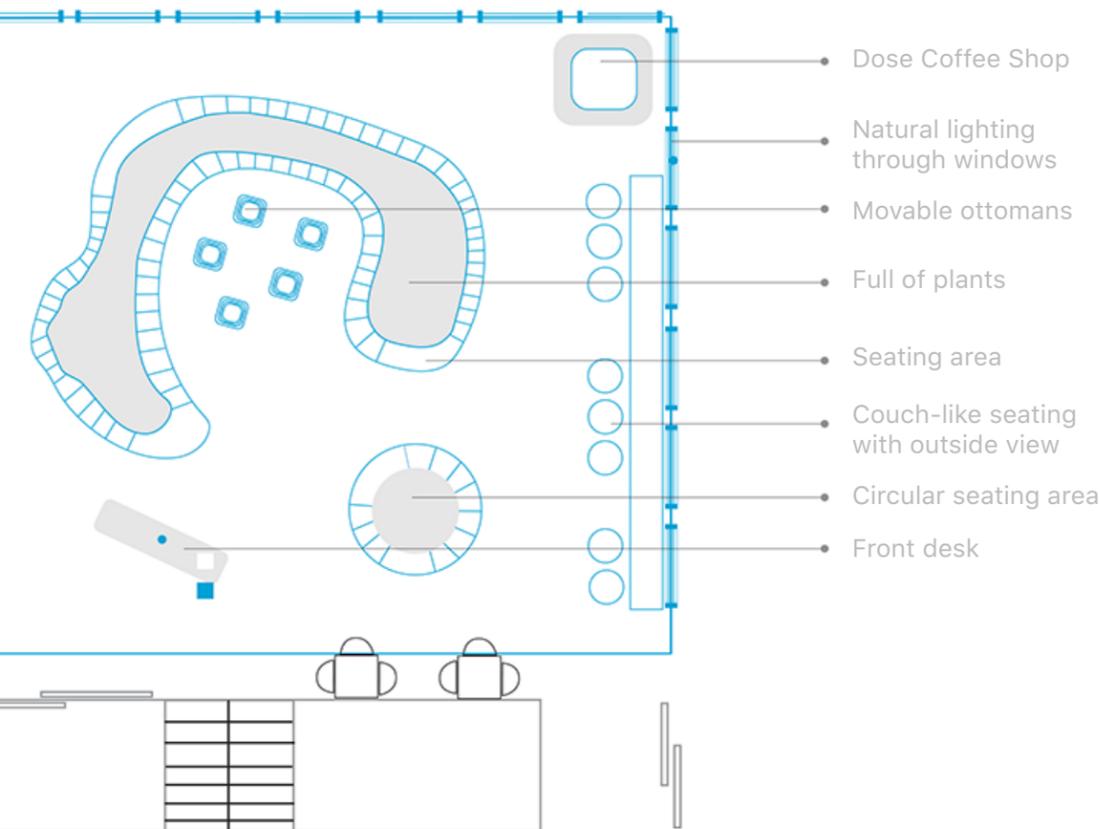
The patient has the ability to see the calendar with possible time slots. He or she is now able to make the appointment through the app/website.



In the profile section you are able to see the most important information relevant to the doctor. Furthermore you can keep track of your medical history and therapy progress.



There is also an automatic messaging system which will send you new appointment suggestions, confirmations and changes.



## Concept Two

### Service Scape

Open seating areas invite the patients to interact amongst each other. Patients have the option to choose from different seating types. The layout should facilitate the patient feeling as if he/she is not in a waiting room but rather in an enjoyable, relaxing space.

With the chosen arrangement, we focused on staying away from the typical waiting room idea. We got inspired by coffee shops and other places we went to, where people socialize.

Plants in the room are not only visually appealing, they are also there to decrease the stress level and provide fresh oxygen in the room.



## Concept Three

### Dose Coffee Shop

Dose is a coffee shop where patients can purchase food and drinks while they wait. Although physical injuries and therapies is the focus of Optim Healthcare, a nutritional option would also contribute to the patient's well being. Dose aims to provide a nutritional, culinary experience for the patients and staff of Optim.

Again the ideas of a non-traditional space in which patients can spend their time before a doctor's appointment is inspired by coffee shops.

### The Menu

The style and the food on the menu reflects the relaxing atmosphere the coffee shop should bring into the room.

SNACKS		SALADS		DRINKS	
Cup of Fresh Fruits	\$3.00	Salmon Quinoa Salad	\$11.00	Coffee	\$2.00
Yogurt Parfait	\$3.25	Caprese Salad	\$9.00	Green Juices	\$4.00
Croissant	\$2.25	Chicken Caesar Salad	\$9.00	Tea	\$2.00
Mozzarella String Cheese	\$2.00	Kale & Tofu	\$11.00	Orange Juice	\$2.00
Cookies	\$0.50			Chocolate Milk	\$2.50
Oatmeal					
Cereal					
Chocolate Chip					
Pudding	\$3.00				
Vanilla					
Chocolate					
Banana					
		SANDWICHES			
		Ham & Cheese	\$9.00		
		Turkey Pesto	\$8.00		
		Almond Butter & Jelly	\$6.00		

dose

dose

dose

## Concept Four

### Sensory Experience

If you think about the average waiting room, there are probably just a few good memories associated with that. Most remember smell, what they see and sometimes what they hear.

Our team took the 5 senses and turned them into positive aspects for a waiting room. We wanted them to be a conscious experience. These included vision, hear, feel, smell and taste.



Self Adjusting  
Temperature



Visuals  
(paintings,  
plants, etc)



Aroma  
to create  
relaxation



Soothing  
Music



Taste (Dose  
Coffee Shop)

## Concept Five

### Enhanced Human Interaction

Optim greeters are the ambassadors of customer satisfaction. Being the first human interaction entering Optim, greeter takes great pride in guiding patients through check in process. In addition, personal assistances are trained to facilitate the transitioning of physically impaired patients as they complete their visit.

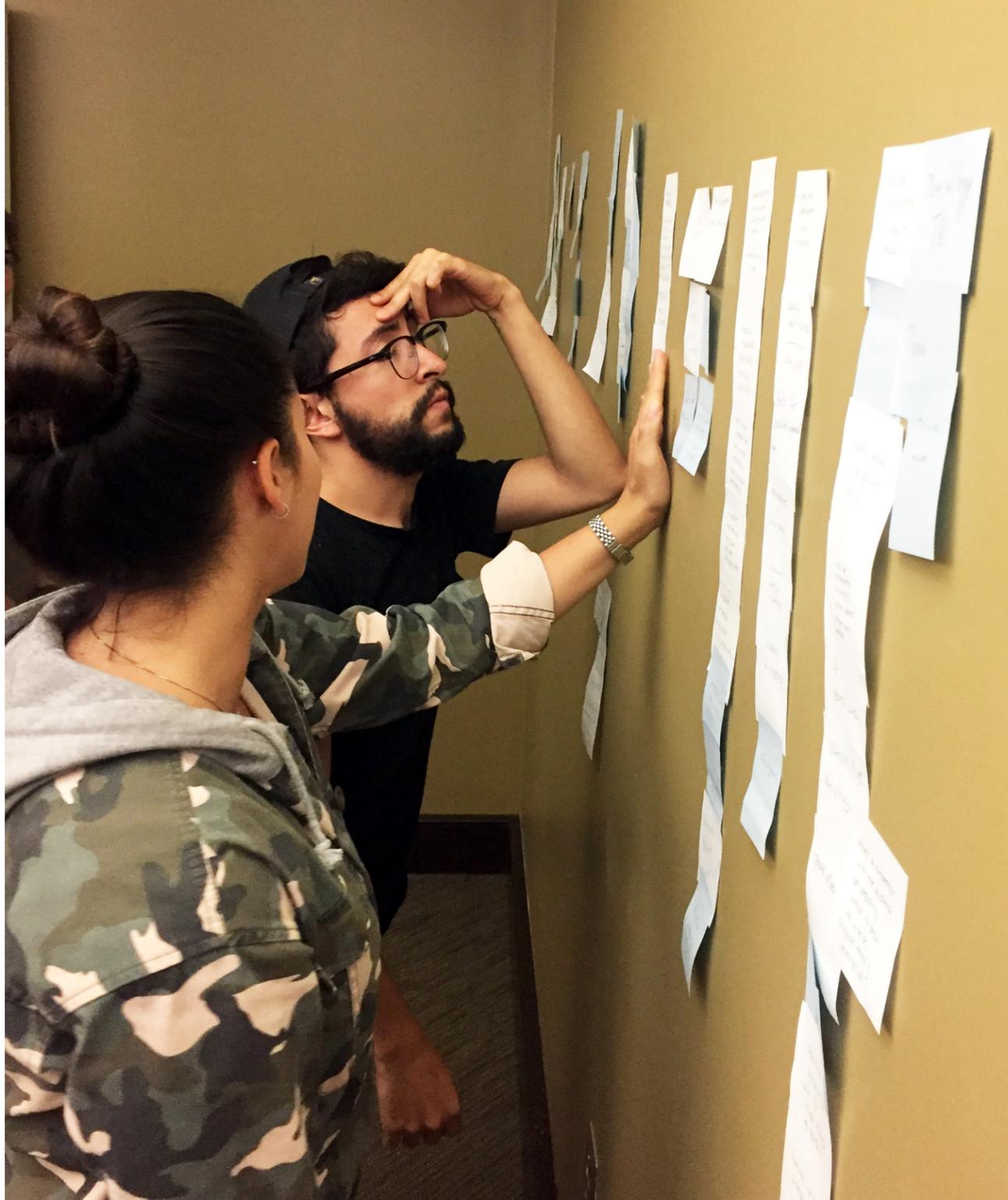
Below you will see a storyboard of a possible Way of how a greeter could approach a patient.



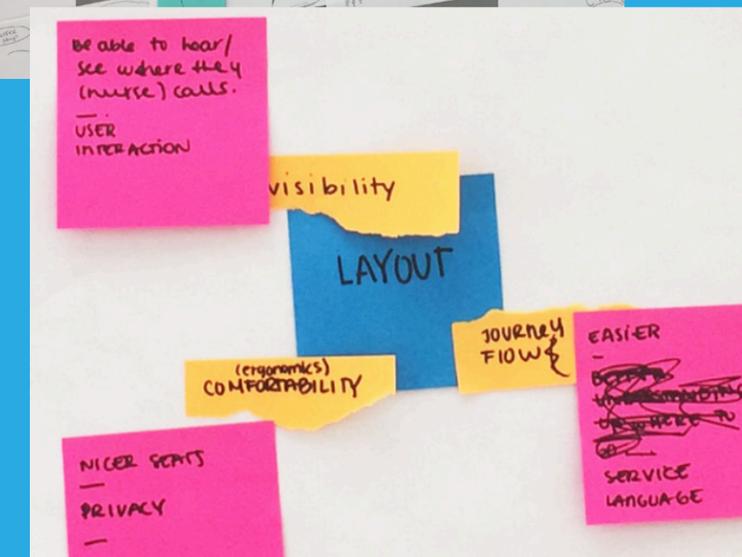
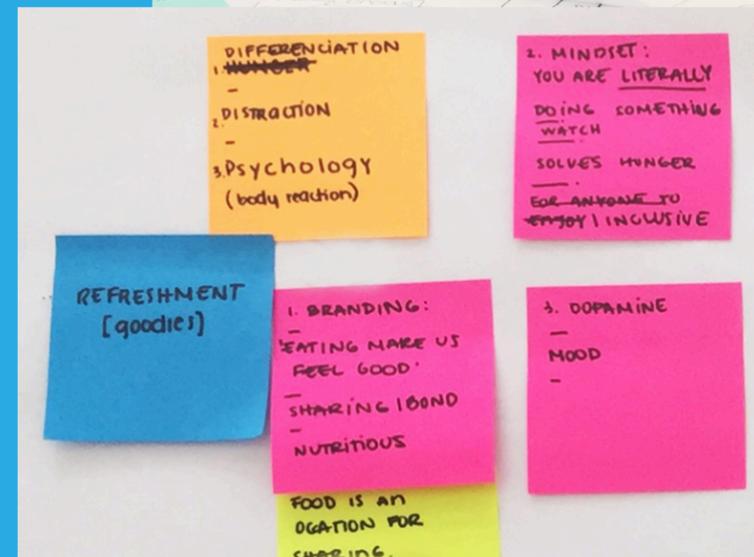
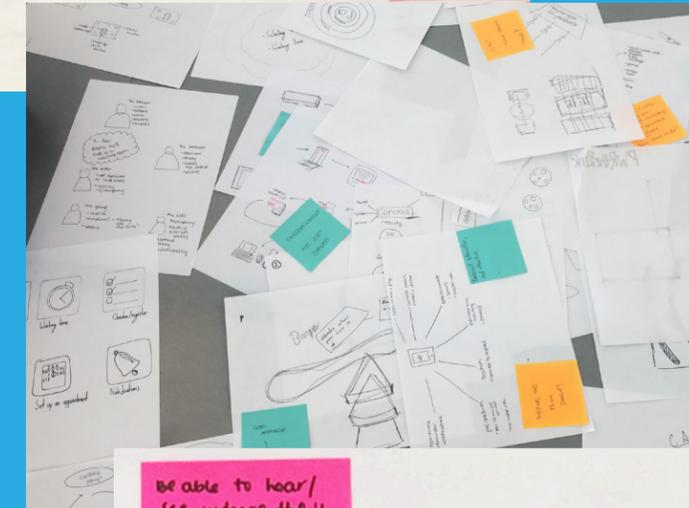
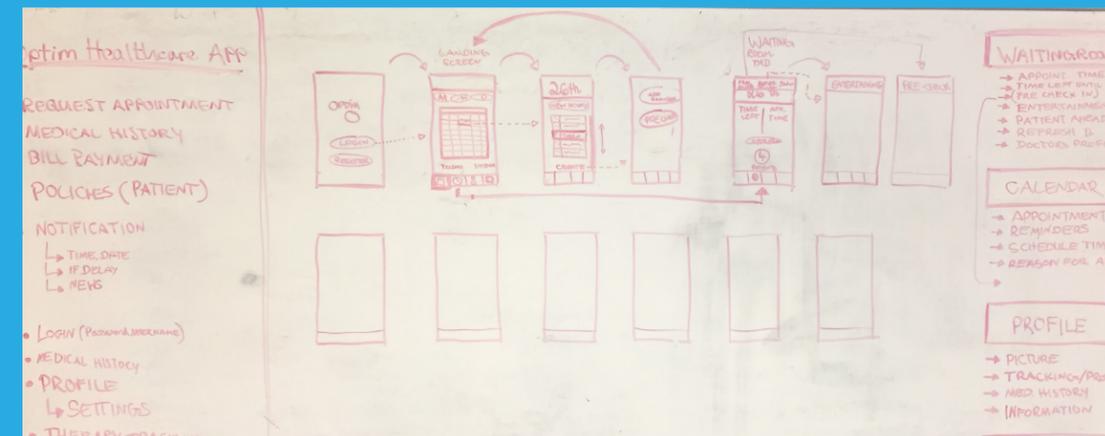
Here is some of the "behind the scenes" and "messy stuff", that were crucial for the development of the concepts.

During this project, some difficulties we encountered were coming up with concepts that would be beneficial to the majority of the stakeholders. One concept we had but discarded was regarding an art gallery and a gift shop for patients to enjoy while waiting.

However, we realized that these ideas leaned towards trying to place pre existing entertainment aspects into the waiting room, but we didn't really have a reason for doing this. We weren't focusing on the user and their need, so we re-adapted our brainstorming methods to make sure we were putting our user first and the ideas were centered around this.



Wireframing  
Affinitizing  
Brainstorming  
Post its



# Loop

Keep Your Family in the Loop

and uLoop



Long distance relationships are usually seen as something hard to cope with. Why? Because it is our human nature to want to be next to those we love. However, the majority of products and services in the market are targeted towards couples. And what about families? There is also long distance family relationships!

Clearly, communication today is a lot easier than it was decades before, allowing people to keep in touch even if not physically together. But how do families share what they've been up to on a daily basis?

My team saw the opportunity to **explore long distance family communication and sharing.**

On this project, I was responsible for the majority of the research, I conducted some of the interviews, designed all of the presentations and designed the app, starting with low-fi wireframes to the actual prototype in Sketch and Principle.

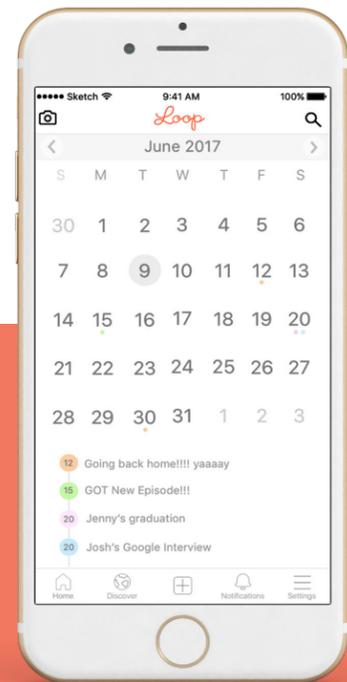
Families want to *be* close to each other. However, at times this is not possible. How might we facilitate families to *feel* close to each other despite the distance?

- 10 weeks
- 3 students
- ID & UX/UI
- Research
- Ideation
- Prototyping

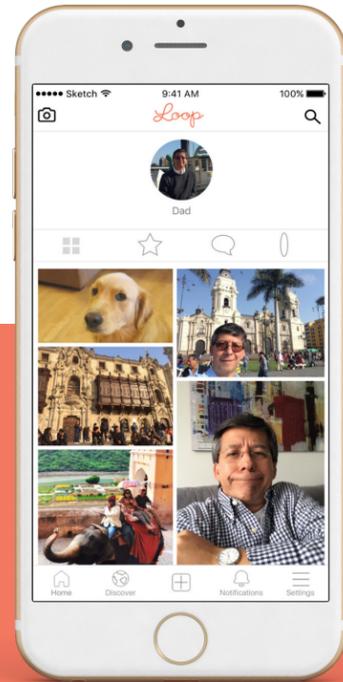


# What is *Loop*?

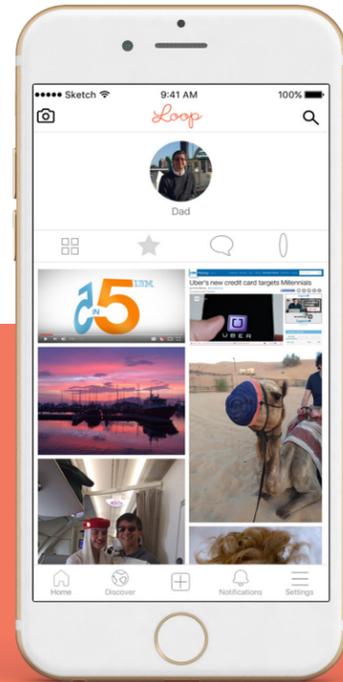
**Loop** is a mobile application targeted towards families, particularly those that long distance relationships. Loop seeks to promote emotional closeness, despite physical distance.



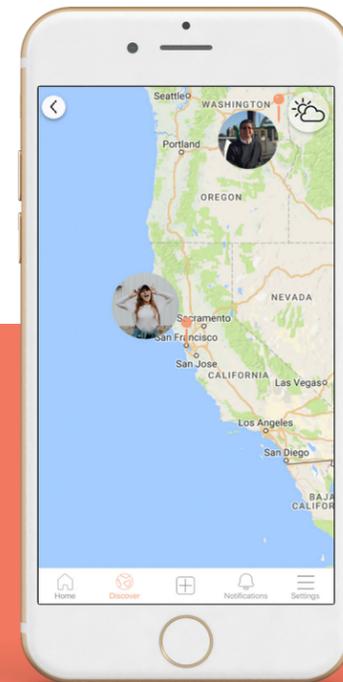
Family shared calendar



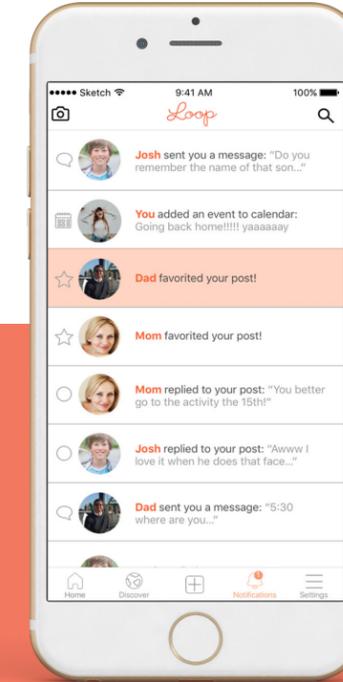
Easy access to family member's old posts



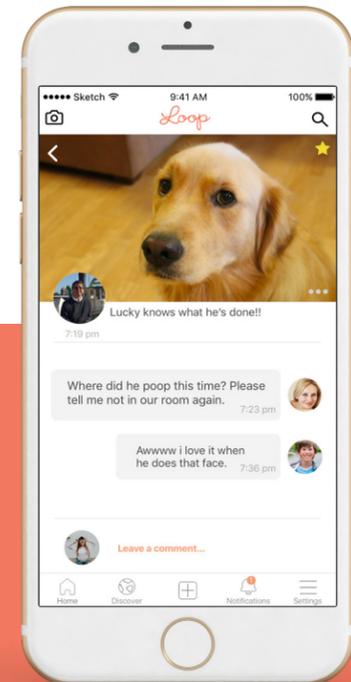
See family member's favorite posts



See members' location and corresponding weather



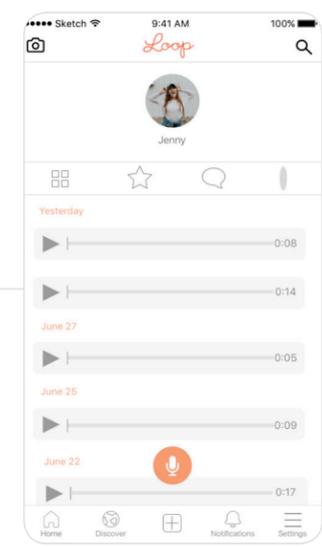
Notifications



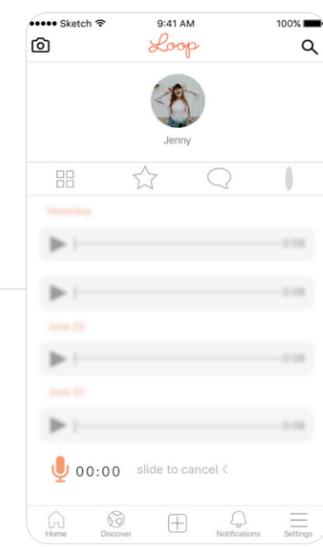
Comment and Favorite directly on a shared picture (thread)

# uLoop

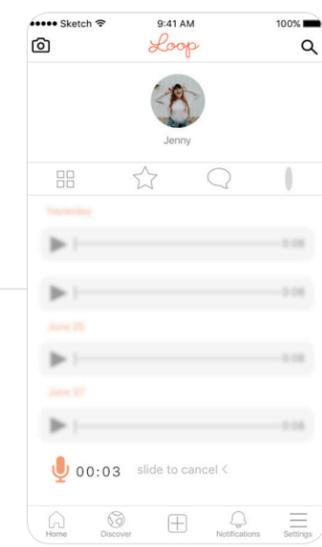
Is a voice memo device that is part of the Loop app. uLoop allows for more meaningful communication between family members and focuses on the importance of hearing each other's voices.



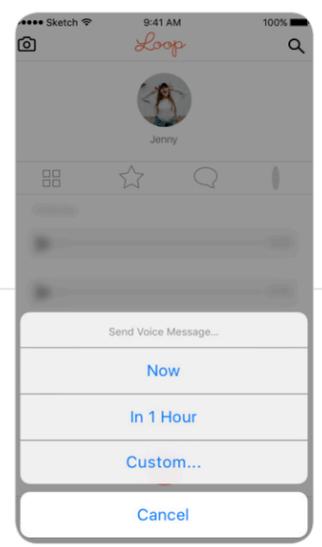
uLoop section in member's profile. See all past voice messages or record a new one.



Hold record button to send a new message.



Message is being recorded. Let go when finished.



Select sending preference for voice message.

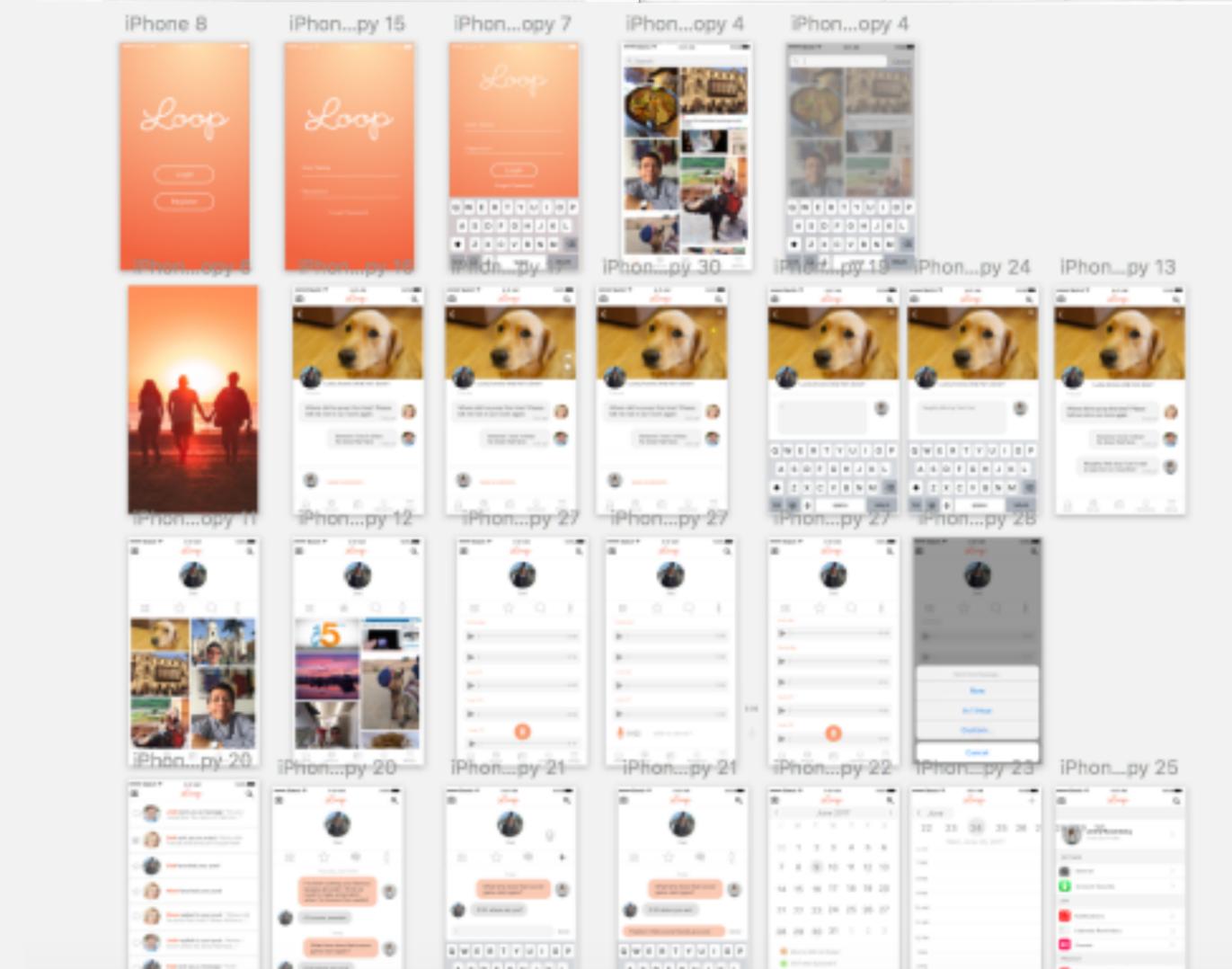
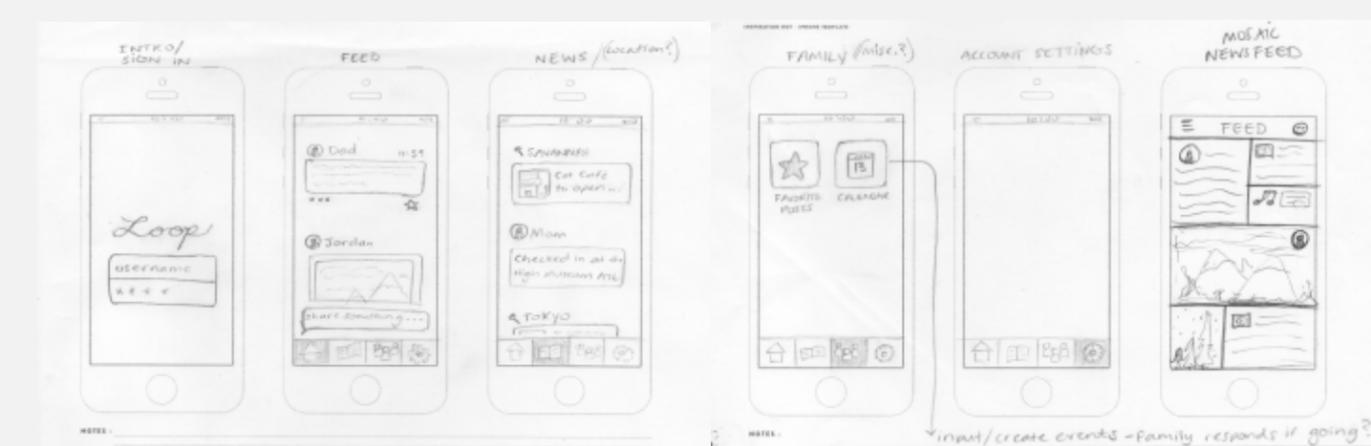
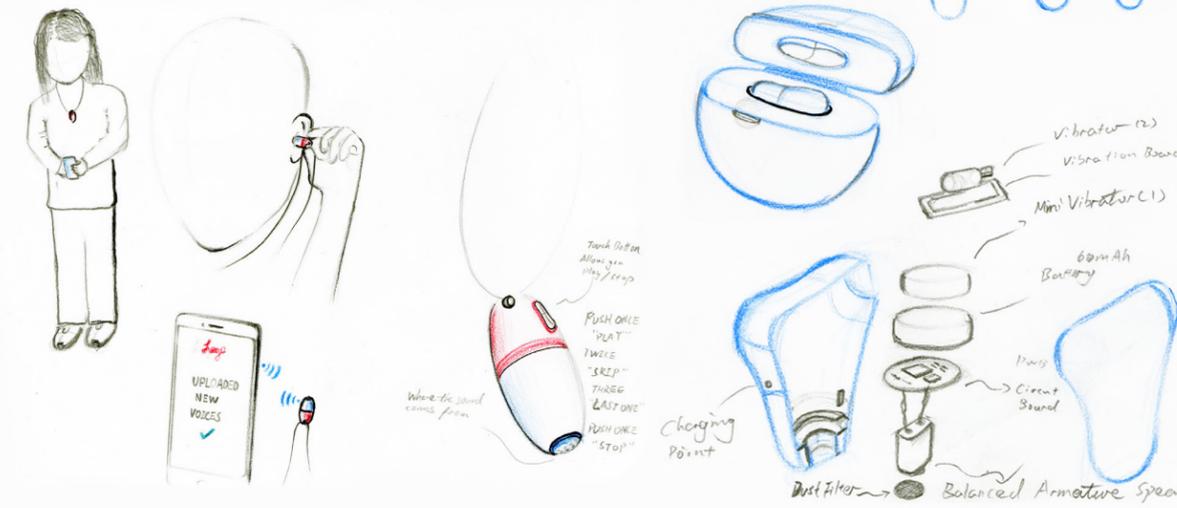
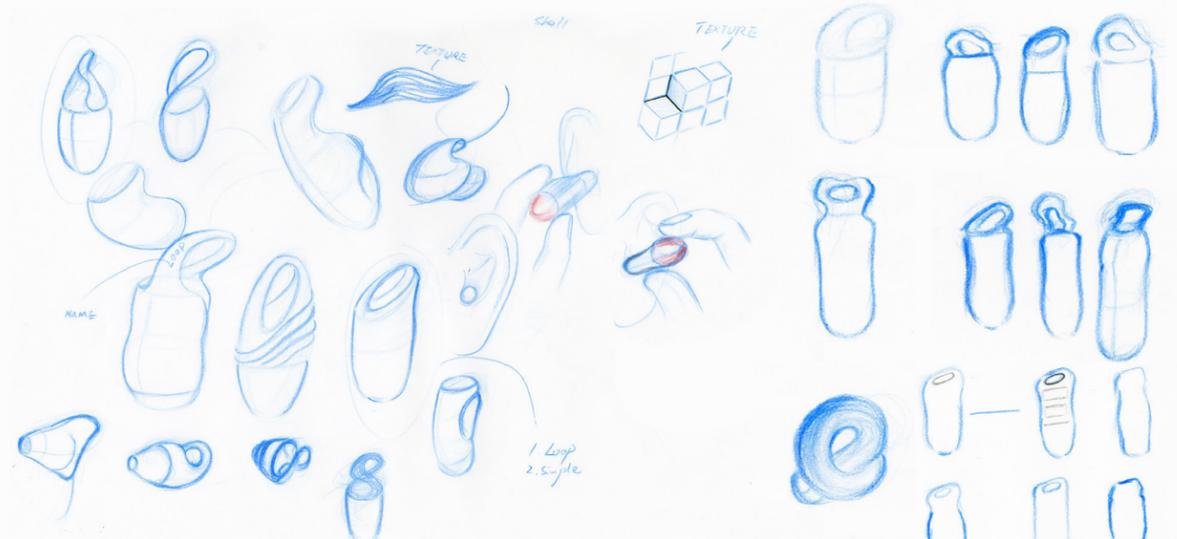
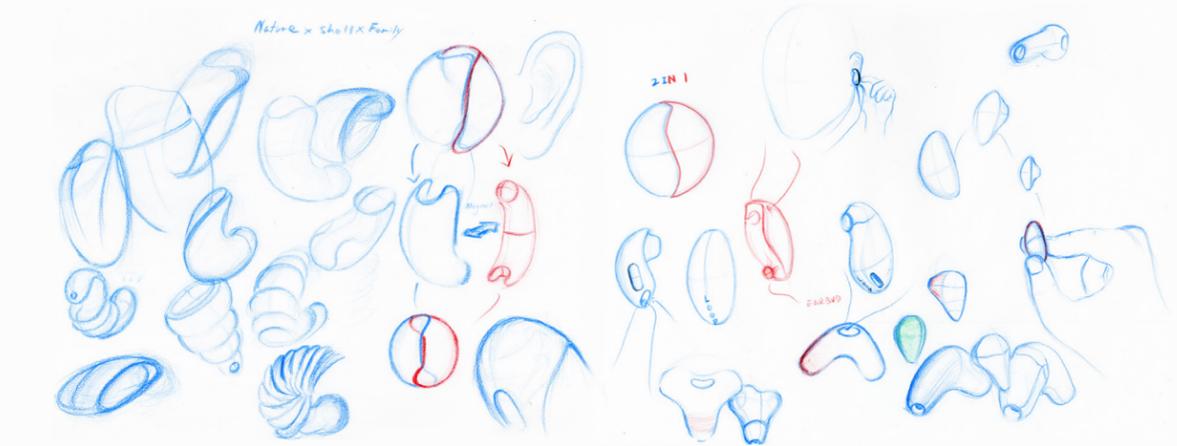


uLoop comes in the form of a necklace. Voice messages can be heard out loud or by placing it in one of your ears, like an ear-bud.



Here is some of the "behind the scenes" and "messy stuff", that were crucial for the development of the app and product.

Product Ideation sketches  
Low-fi and High-fi wireframes  
User Testing





UT of the product and app lead to **iteration**. We needed to brainstorm and re-design based upon user's feedback, to better meet their needs.



"The longer ones make me feel like Shrek"



lafilm.edu

It was essential to do the user testing to decide which shape was more comfortable and appealing to the users.



BMW asked us to **facilitate human connections and to foster authentic interactions**. So SCAD responded and selected a team of people who came from different cities and countries, spoke different languages, ranged in age, with a variety of passions and majors, to join BMW on their journey to cultivate connections and explore "social media breadcrumbs".

On our team, I was the only Service Designer. Apart from the research and brainstorming, I had the opportunity to conduct several interviews to SCAD students, professors and others outside of SCAD, as well as lead the Affinitizing session at the Midterm Workshop we had with Conrad Albrecht Buehler, the Interaction Design Lead of BMW.

\*\*Project under Non Disclosure Agreement (NDA)  
Details available if directly contacted.

- 10 weeks
- 13 students
- Research

We started questioning ourselves and turning every idea into a "How" question, not knowing really where that would lead us.

How might we make BMW users feel like a small connected tribe while preventing them from feeling like one of the masses?

How could this equally inform our daily / routine journeys and the events / trips throughout our lives?

How can we stitch these digital breadcrumbs together to influence our future journeys?

How might we use the car to create an emotional link between the user and their social relationships?

How might we utilize user's social media data to recommend personalized, meaningful trips to the user?

How can social connections make a journey more meaningful?

How might we address the desire of wanting to have unique journeys?

How can we utilize a person's journey to strengthen their social connections?

### User Journeys

To better understand the experience of each journey, we used our secondary research and collected anecdotes to create scenario maps, exploring what a user might **think**, **feel**, and **do** during each stage. This map is for commuting.

	PREPARING	TRAVEL	WORK
DOING	<ul style="list-style-type: none"> <li>Making a playlist</li> <li>Picking out tomorrow's outfit</li> <li>Looking for new podcasts</li> <li>Leaving kids at school</li> <li>Eat breakfast</li> <li>Check traffic routes</li> <li>Grabbing bags</li> <li>Make coffee</li> <li>Reading material</li> <li>Check weather</li> <li>Leave a note for the babysitter</li> <li>Make lunch night before</li> </ul>	<ul style="list-style-type: none"> <li>Taking pictures</li> <li>Checking social media</li> <li>Listening /reading news</li> <li>Make lunch night before</li> <li>Listening to podcasts</li> <li>Hitting red lights</li> <li>Answering emails</li> <li>Getting gas</li> <li>Grab some food</li> <li>Discovering new places</li> <li>Picking up coffee</li> <li>Almost getting in an accident</li> <li>Posting to Twitter</li> </ul>	<ul style="list-style-type: none"> <li>Looking for parking space</li> <li>Grumpy to workers because of bad commute</li> <li>Waits in car - few minutes alone before work</li> <li>Digging for keys in purse</li> <li>Thinking about the long commute back</li> <li>Walking from car to office</li> <li>Taking all of things out of car</li> </ul>
THINKING	<ul style="list-style-type: none"> <li>I hope there is no traffic</li> <li>Am I going to have time to do all stops I need before work?</li> <li>Oh no, I'm late</li> <li>Who am I going to run into?</li> <li>I wish the weekend wasn't over</li> <li>Am I dressed okay for today</li> </ul>	<ul style="list-style-type: none"> <li>Can I get there already????</li> <li>I have to go to the bathroom</li> <li>Thank God for Spotify/Pandora</li> <li>I love/hate this city</li> <li>My job pays well, I get to have a bigger house</li> <li>About life and all my problems</li> </ul>	<ul style="list-style-type: none"> <li>What was that song I heard in the am?</li> <li>I should ask for a raise</li> <li>I need a vacation</li> <li>Thank God I'm finally here</li> <li>I have so many meetings and things to do</li> <li>Thinking about the long commute back</li> <li>Where/with who am i going to have lunch?</li> </ul>
FEELING	<ul style="list-style-type: none"> <li>Panicked</li> <li>Sleep</li> <li>Sad</li> <li>Stressed</li> <li>Excited</li> <li>"Auto-mode"</li> </ul>	<ul style="list-style-type: none"> <li>Stressed</li> <li>Frustrated</li> <li>Anxious</li> <li>Daydreaming</li> <li>Relaxed</li> <li>"Dissociative"</li> </ul>	<ul style="list-style-type: none"> <li>Stressed</li> <li>Hungry</li> <li>Annoyed</li> <li>Productive</li> <li>Relieved</li> <li>Prepared</li> </ul>

We interviewed 72 people in 3 days, to understand their social media behavior, the ownership of their cars, and details about their travels. The insights from these interviews became a key factor for the persona creation and ideation stage.

A JOURNEY IS NOT JUST THE TRAVEL, BUT THE - EXPECTATIONS - THAT SOMETHING IS WAITING FOR ME. FEELING THAT THINGS ARE COMING

THERE'S A TRIP WHERE YOUR DESTINATION IS THE POINT OF WHY YOU'RE DRIVING. THERE'S A TRIP WHERE LIKE, THE JOURNEY IS THE MOST IMPORTANT PART

"social media is part of how we -sell- ourselves"

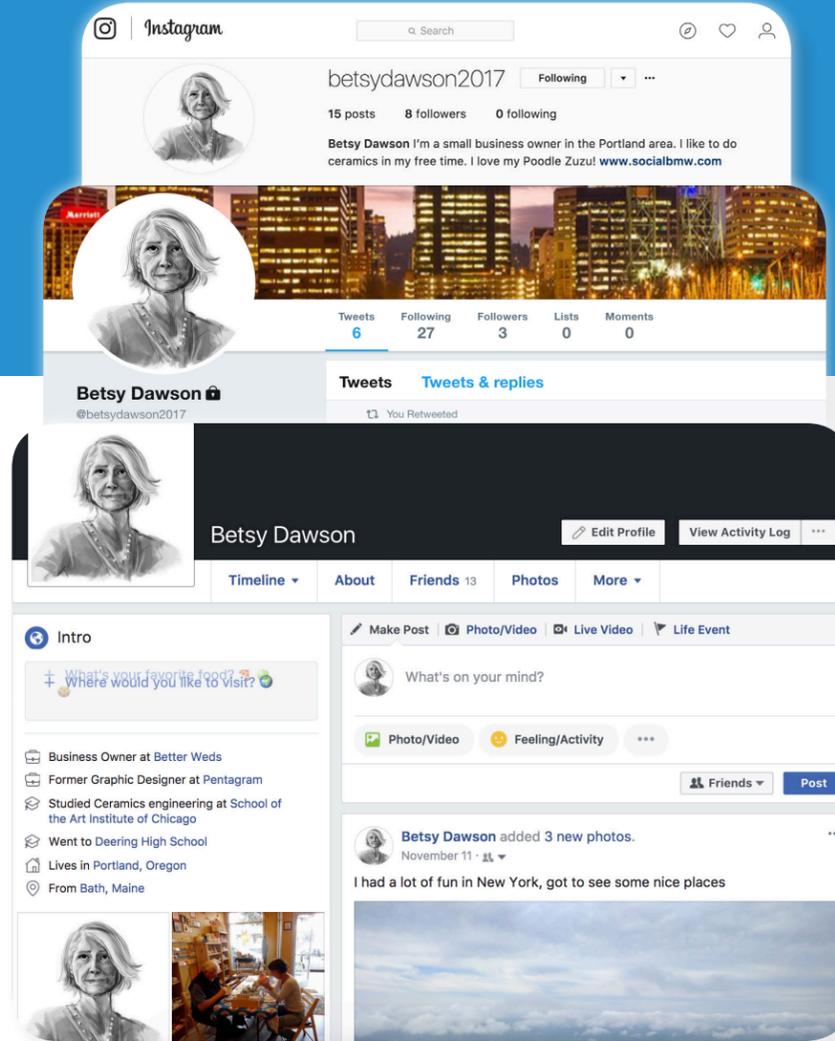


## Meet Betsy, our persona!

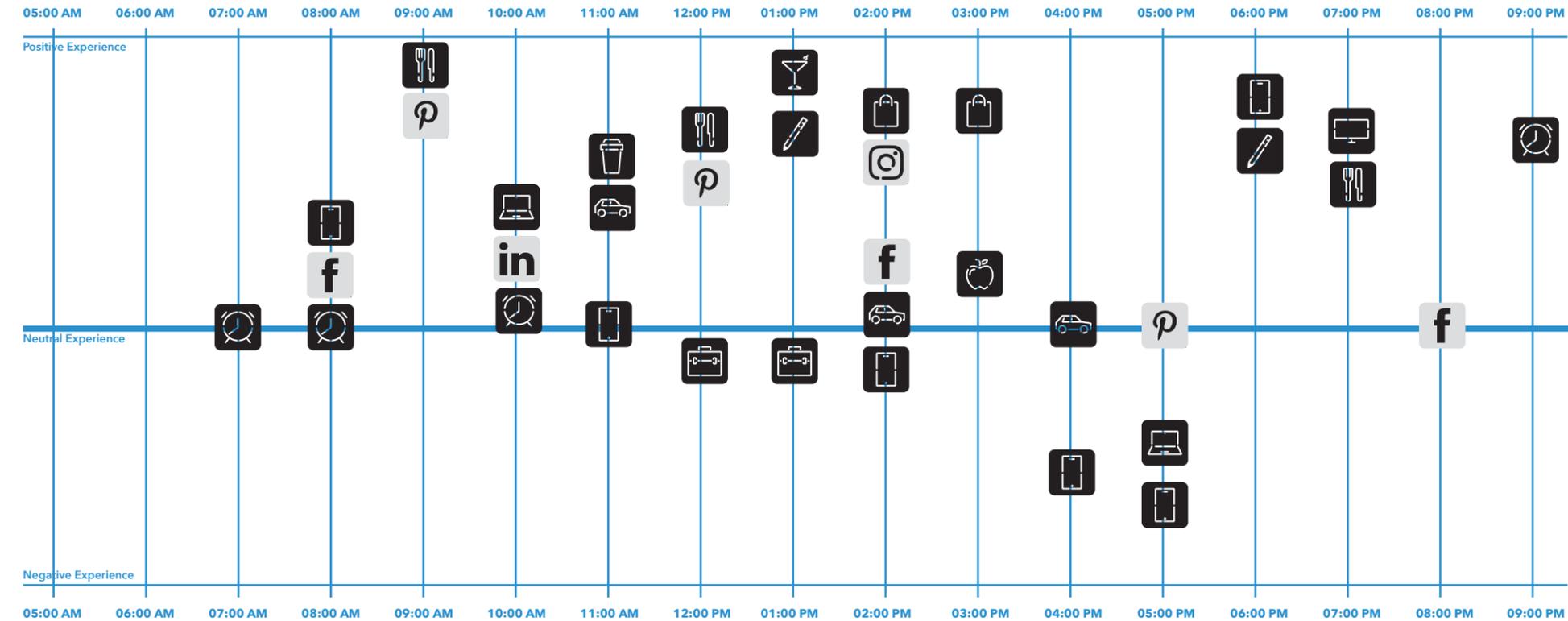


**Betsy** is 53 years old. She is a wedding planner from Portland who does ceramics as a hobby. Her social media activity consists of sharing photos of her artwork and reposting political articles she's passionate about. Also, she tries to keep up with her children's lives through there.

We made Betsy real social media accounts. This way, we could all be more familiarized with her. We also used her social media posts to show how the different concepts could work; all being based on her pre-existing behavior.



## Betsy's User Journey



Betsy accompanied us from the beginning of the process all the way to the end. In the Midterm Workshop with Conrad, together we mapped out her journey, including activities and social media.



At the Midterm Workshop, I had the opportunity to lead the affinitizing session.



"Social media has become  
less SOCIAL.  
Fewer connections  
are being made and  
it is turning into a  
landscape or archive of  
data."

—Conrad Albrecht-Buehler

**"Embrace ambiguity and Uncertainty" they said.**

# THE KEY



These three words: embrace, ambiguity, and uncertainty, are the key to understanding what Contextual Research Methods is all about.

Two controversial topics yet constantly used buzzwords: **Millennials and Politics**. My team saw the opportunity to focus on what Millennials thought about Social Media, Abortion and Shopping, among others. The research, as always, was what led us in this direction.

THE KEY is a magazine with articles that represent our findings of the contextual research and ethnography done regarding these two topics. It represents the combination of skills from an ethnographer, a researcher and a designer.

My responsibilities were formulating the questions for the interviews and surveys, turning data points and insights into info-graphics and designing the layout of the magazine.

10 weeks

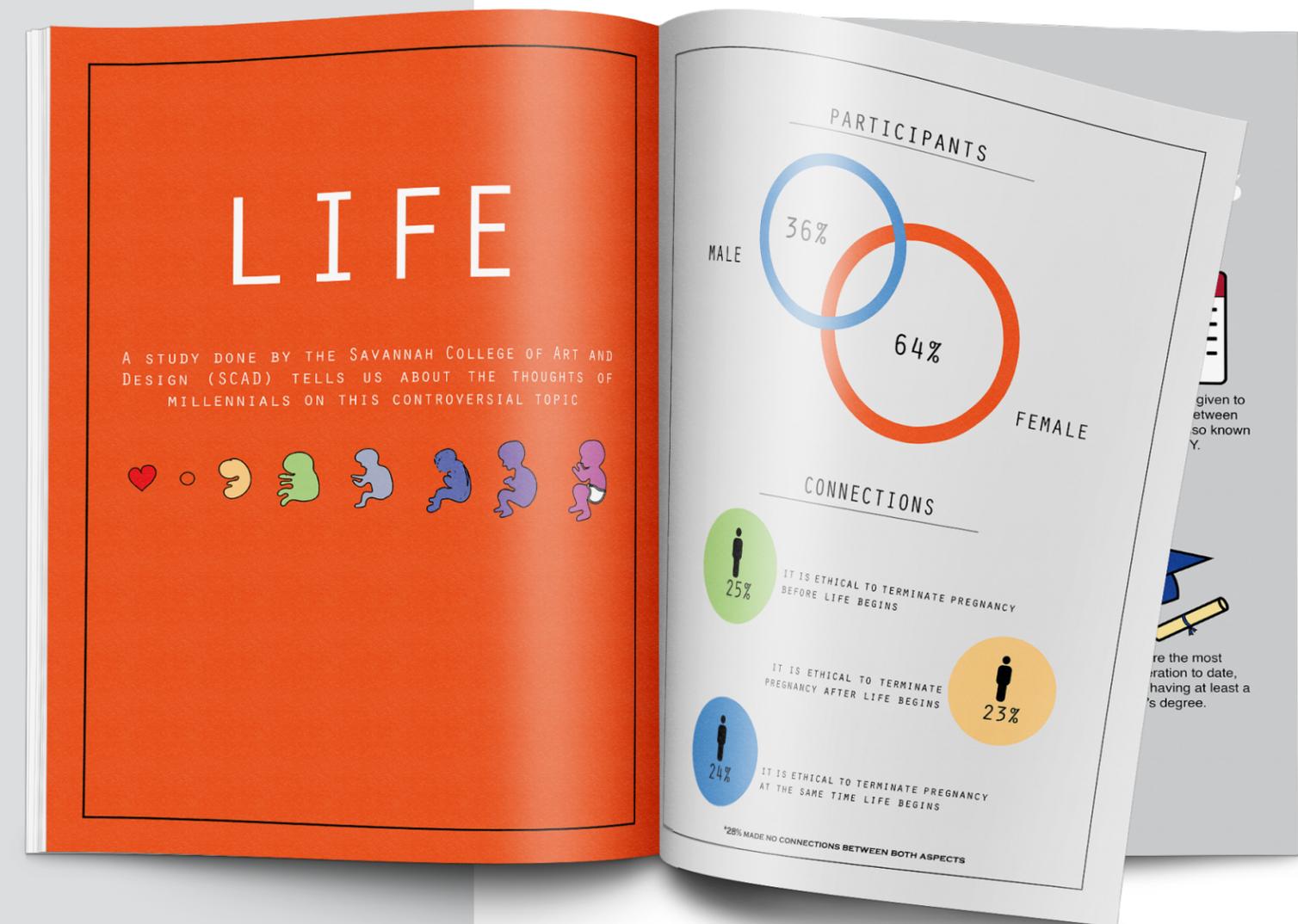
5 students

Millennials

Ethnography

Research

Magazine

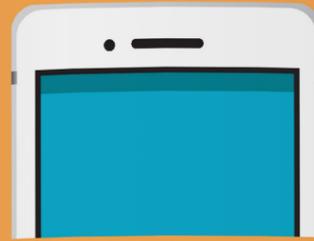


We used various tools throughout: IDEO tools DesignKit, 101 Design Methods, cultural probes (an interactive activity for people to do and provide data), surveys, interviews and affinizing.

# WHO CAN WE TRUST?

MILLENNIALS **DON'T** TRUST SOCIAL MEDIA

We found this to be true after conducting a survey and having conversations with young millennials at Savannah College of Art and Design.



The world we live in is advancing in technology at breakneck speed, and millennials are trying to keep up with it as best as they can. Social Media, of course, has a huge role in everyday life of millennials. Social media is a great tool for entertainment, a platform for voices to be heard and a hub to make connections with people around the world. These aspects also have its drawbacks. Having all this personal information available to anyone with internet access is a big concern. Most millennials said they didn't trust social media with their personal information. This is not surprising. A lot of these millennials don't feel safe with their information out there in the world. We can see how this is an issue worth solving, but most



13% use two-factor authorization. Less than 40% of the participants established that they feel that their information is safe on social media. If you don't know what some of these features are, maybe you should look into it more. These are just a few options available to being safer on social media. Millennials don't have to settle to use social media. We encourage you to do research of your own on the subject. You have the ability to control your privacy on social media. You shouldn't feel like social media is the puppeteer and you are attached to strings.

Only 25% said they enable strict privacy restrictions on their social media.

Cultural probe @Art fair



millennials aren't doing anything about it. Only a 25% said they enable strict privacy restrictions on their social media. 11% use VPN when using social media and just

Less than 40% of the participants established that they feel that their information is safe on social media.

Once you have the knowledge, it is much harder for social media to take advantage of you and your personal information. Join us on the movement to inform this generation in order to create a better future for us and others



# social media

## The Political Platform of 21st Century Politics

It's no question that in the fast-paced world we live in we are surrounded by stimulus. In observations done by students at the Savannah College of Art and Design, Millennials were seen using their phones while they were waiting in line. Politicians today are faced with a new challenge: how to gain the attention of young voters who are preoccupied with their phones. Politicians have always had to adapt to the ever-changing way the public consumes media. Historically, this can be seen by John F. Kennedy's use of television as a political platform in the 1960's. More recently, Barack Obama utilized the internet to revolutionize his political campaign. In May of 2015, the U.S. government introduced the @POTUS Twitter account; an account dedicated to the President of the United States.

The impact of the Millennial vote is becoming just as important as the Baby Boomer vote. Millennials represent about 31% of the electoral vote in the United States election, and politicians are taking notice. How to reach these young voters, calls for a different platform, however. Young voters are generally interested in politics, with eighty-five percent of Millennials reporting that keeping up with the latest news is at least somewhat important to them. How they keep up with the news, though, is much different than Baby Boomers. In a study conducted by Pew Research Center, sixty-one percent of Millennials reported getting news about politics and government on Facebook in a given week.



The shift of media consumption is evident when compared to Baby Boomers, who when asked the same question, only thirty-nine percent reported getting their political news from Facebook. The majority of Baby Boomer's (60%) reported getting their political news from local TV, while only 37% of Millennials reported the same. In a study conducted by students at the Savannah College of Art and Design, forty-five percent of Millennials reported using Facebook as their most-used social media, while only six percent used Twitter the most. Politicians changed their tactics, for the 2016 Presidential Election, where it was estimated that they designated nine percent of their media budget to digital and social media, possibly as an effort to get the attention of young voters. Political engagement online seems to be increasing; in 2014, sixteen percent of registered voters follow candidates for office, political parties, or elected officials on a social networking site. This is an increase from the 2010 midterm election when only six percent did so.

Today, social media seems to be filled with political posts. At least 65% of Facebook and Twitter users reported some of what they see on each site is related to politics. Political candidates in the 2016 Presidential Election made a significant impact online, using social media to broadcast presidential rallies, share their views on certain issues, and create ads for their political campaign. As big as a presence politics has online, there is a surprising gap in voter turnout for young voters. The Center for Information & Research on Civic Learning and Engagement reports that "an estimated 23.7 million young voters participated in the 2016 presidential election, which is 50% of citizens aged 18-29 in the United States". Millennials continue to have the lowest voter turnout of any generation. It seems that even though political posts are reaching young voters online, much of this generation has an easier time sharing a post on Facebook than making it to the polls.

**"Millennials represent about 31% of the electoral vote in the United States election"**  
-Pew Research Center

“Millennials do not like to be categorized.”

Anonymous Participant  
Cultural Probe, Starland District, 2017

# MILLENNIALS: BY THE NUMBERS



Millennials make up the largest share of the U.S. population, at **28.7 percent**.



Millennials are often associated with the rise of technology.



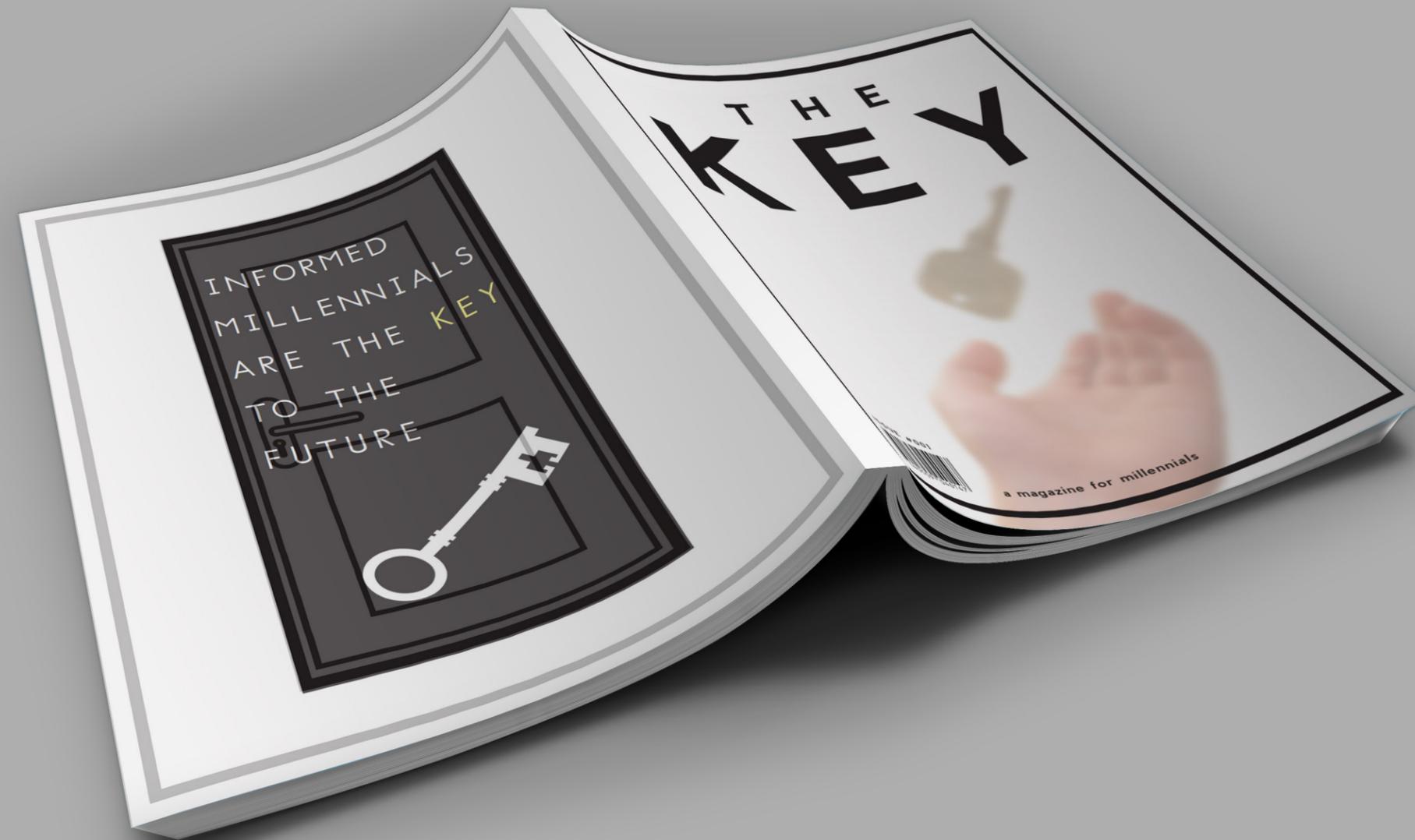
Millennials are the most diverse generation with **56% caucasian**, **15% African American**, **19% Hispanic**, **6% Asian**, and **4% other**.



Millennials are a name given to the generation born between **1980-1999**. They are also known as Generation Y.



Millennials are the most educated generation to date, with **34 percent** having at least a bachelor's degree.

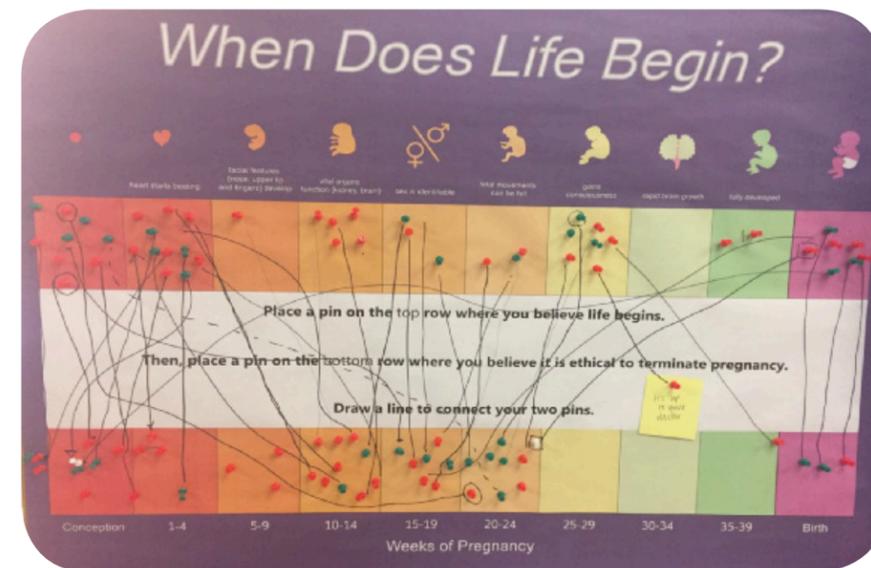
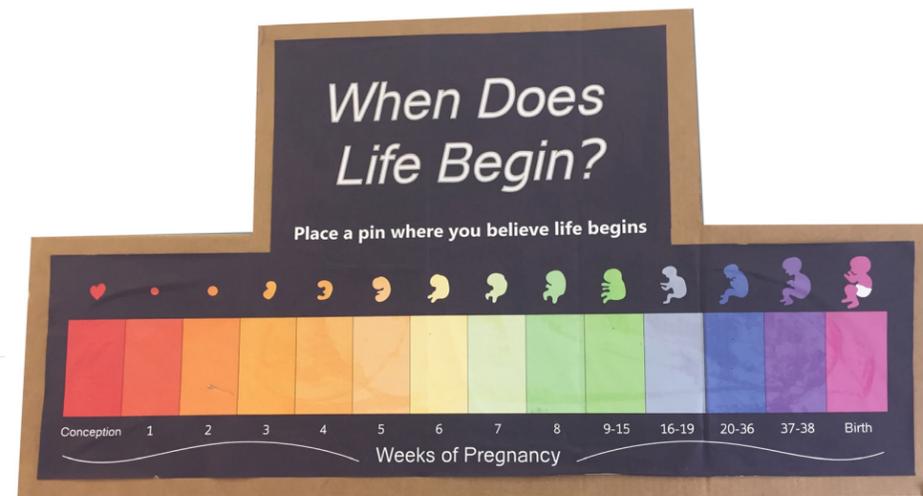
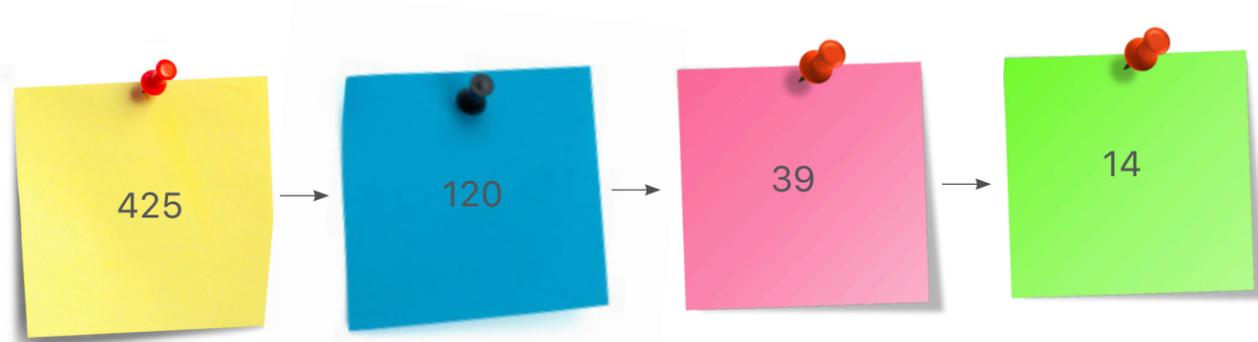
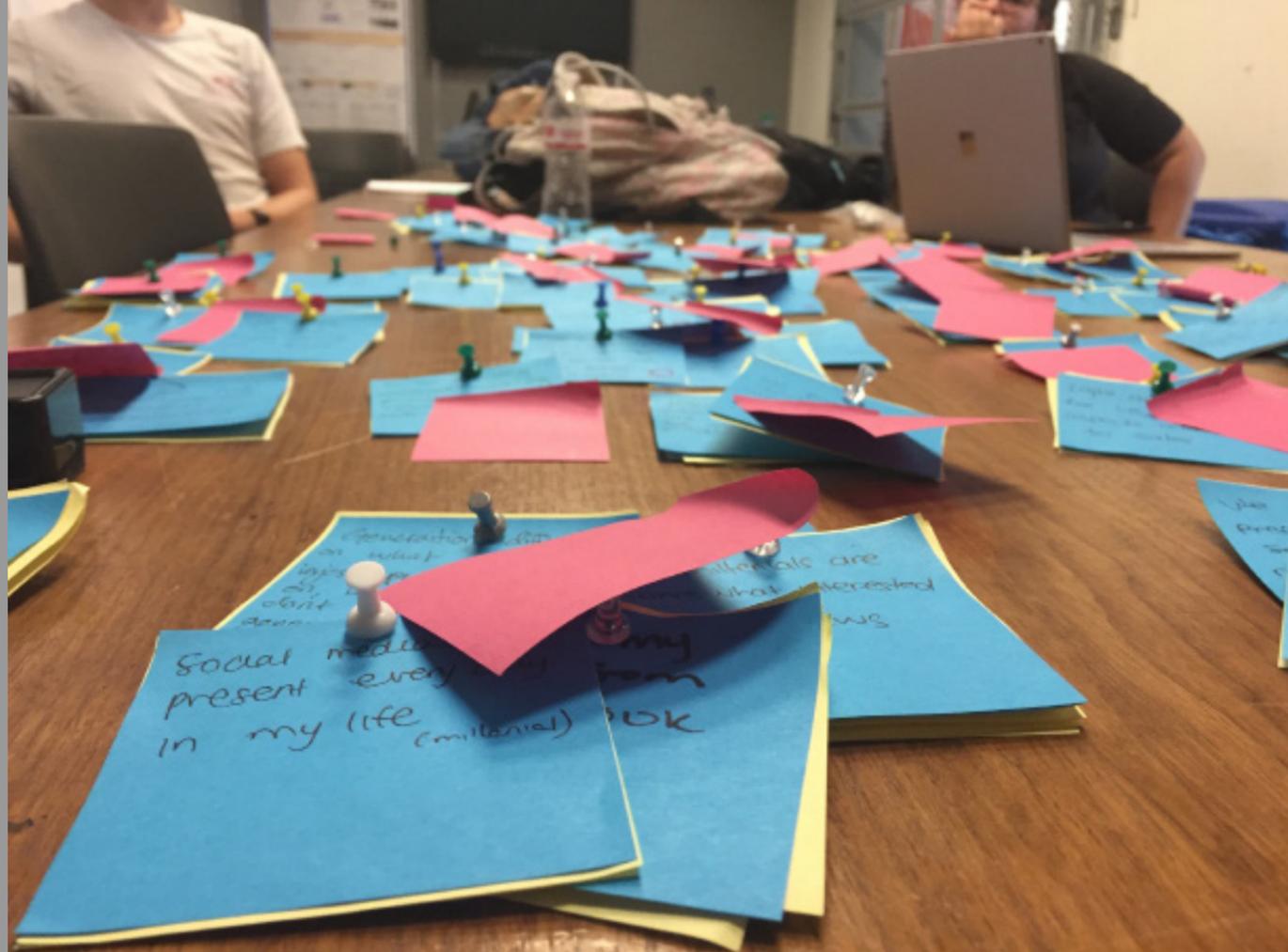


Here is some of the “behind the scenes” and “messy stuff”, that were crucial for the development of the magazine.

### Affinitizing Process Cultural Probes Magazine Editorial Boards

During the process of gathering information through the cultural probe, after doing the third probe, my team and I got stuck. The issue we realized was, having such a controversial and very narrow topic like abortion was limiting people’s answers and opinions. So, we decided to make new probes, with more general topics like social media and education that could give us true insights about Millennials.

However, we didn’t discard the previous data obtained because we knew that could lead to one of the articles. And it did; article about abortion called “LIFE”.







[nramirezpabon@gmail.com](mailto:nramirezpabon@gmail.com)  
912-596-9518