

# Experience Based Design

The concept, practical application  
and understanding the tools and  
techniques

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# 5 “Must do with me!” steps

“

And that is how  
change happens. One  
gesture. One person.  
One moment at a time.

“

Unrelenting focus,  
on things that really  
matter to the person

“

We all wake up with  
a gift of a possible  
difference  
What will you do  
with yours?  
Make it count

1. What matters to you?
2. Who matters to you?
3. What information do you need?
4. Nothing about me without me!
5. Service flexibility

“

Too often we underestimate the power of a touch,  
a smile, a kind word, a listening ear, an honest,  
compliment, or the smallest act of caring,  
all of which have the potential to turn  
a life around



# The ebd approach – a service improvement methodology



Capture the experience



Understand the experience



Improve the experience



Measure the improvement

Don't forget  
to include  
measurement  
throughout.

“The ebd approach is about using **experience** to gain insights from which you can identify opportunities for improvement.”

“It’s about experiences not attitudes or opinions.”

# The components of good design

## Performance

How well it does the job /is fit for the purpose

## Functionality



## Engineering

How safe, well engineered and reliable it is

## Safety



## The aesthetics of experience

How the whole interaction with the product/service 'feels'/is experienced

## Usability

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# Emotions and touchpoints

The ebd approach is driven by consideration of the moments of engagement.



moments of  
engagement

e.g. finding a car  
parking space



Emotions

how people feel  
through their journey  
e.g. scared



## Defining touchpoints

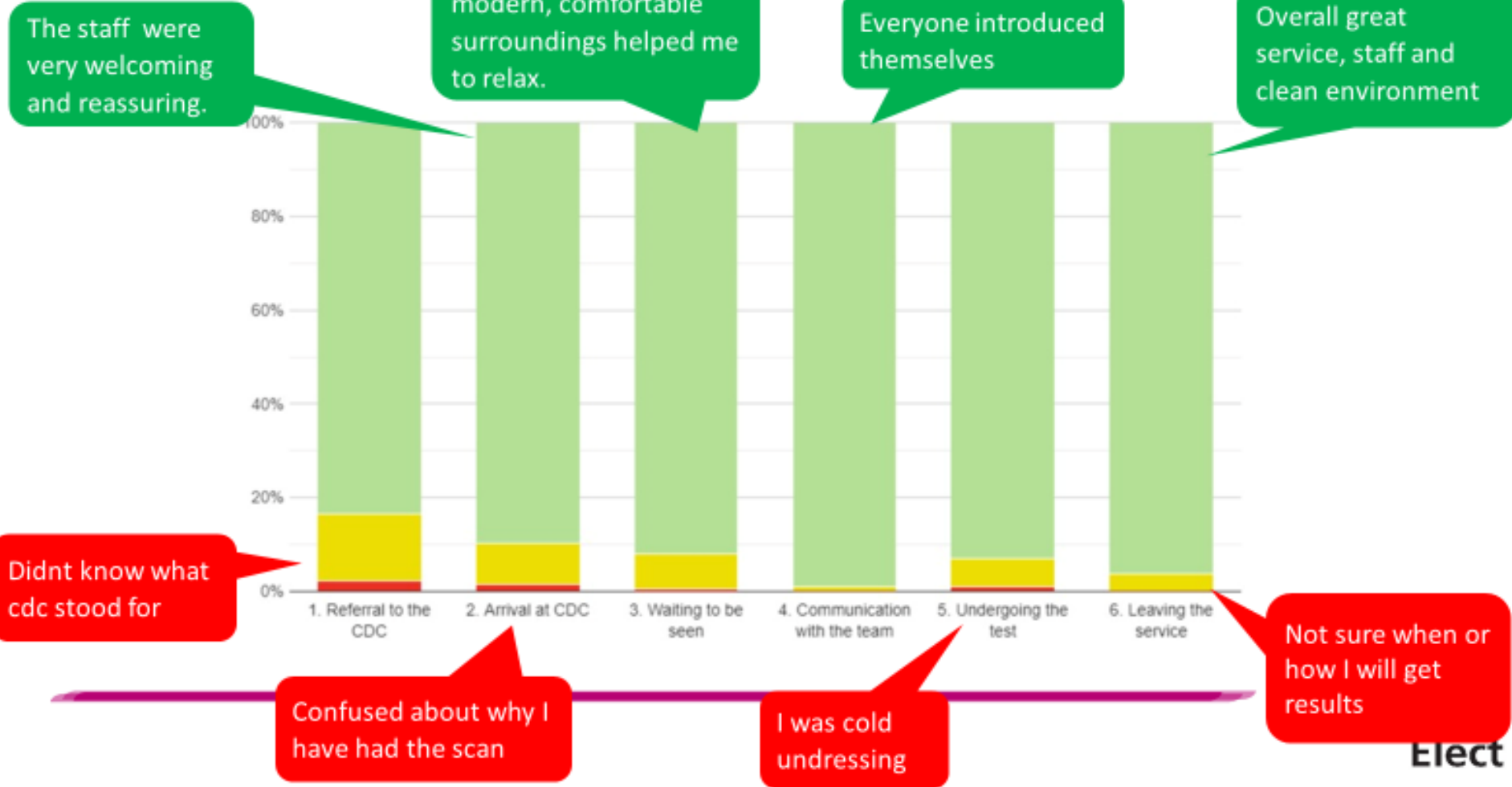
- Identify the patient journey (or part of the journey) you wish to study e.g., a patient's experience of an ambulance journey, from hospital discharge to arrival at home.
- Identify six to eight touchpoints to include in the study.
- Provide any supplementary questions with a Yes/No or equally simple response e.g., was the communication ahead of the discharge clear Y/N
- There does **NOT** need to be a supplementary question for each touchpoint.
- There will be a question at the end of the questionnaire to capture any other comments/feedback.
- A questionnaire for staff to 'sense check' their experience in delivering 'what matters to patients' can also be created

# CDC touchpoints

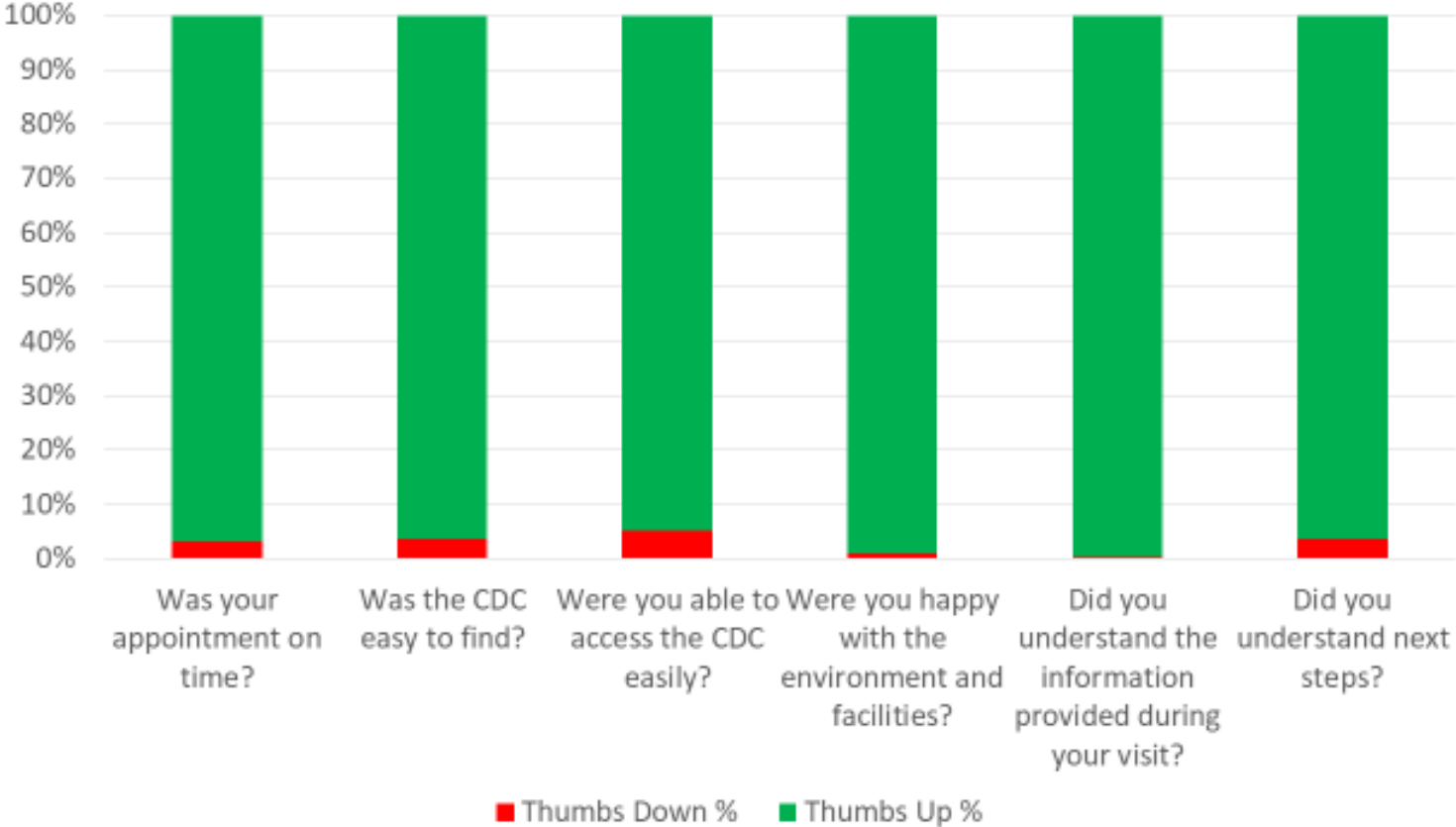
## Touchpoints and supplementary questions

Touchpoints	Supplementary question (s)
<b>1. Referral to the CDC</b>	What information did you receive when being referred to the CDC? Free text response  Was your appointment on time? Thumbs up or down  How long did you wait for your appointment? Select an option – 1 day, 2-3 days, 1 week, 2-3 weeks, 1 month, more than one month
<b>2. Arrival at CDC</b>	Was the CDC easy to find? Thumbs up or down Were you able to access the CDC easily? Thumbs up or down
<b>3. Waiting to be seen</b>	Were you happy with the environment and facilities? Thumbs up or down
<b>4. Communication with the team</b>	Did you understand the information provided during your visit? Thumbs up or down
<b>5. Undergoing the test</b>	How many tests did you have during your visit? Select an option: 1, 2, 3, 4, 5, 5+
<b>6. Leaving the service</b>	Did you understand next steps? Thumbs up or down

# Emotional Map




# Supplementary questions responses - Patient thumbs up and down






# Patient Experience Web Based Application

## Being Admitted

Select how you felt





Supported

Worried

Relieved

Safe

Happy

Uncomfortable

Comfortable

Confused

Frightened

Cared for

Misunderstood

OK

+ Additional

Good

Unhappy

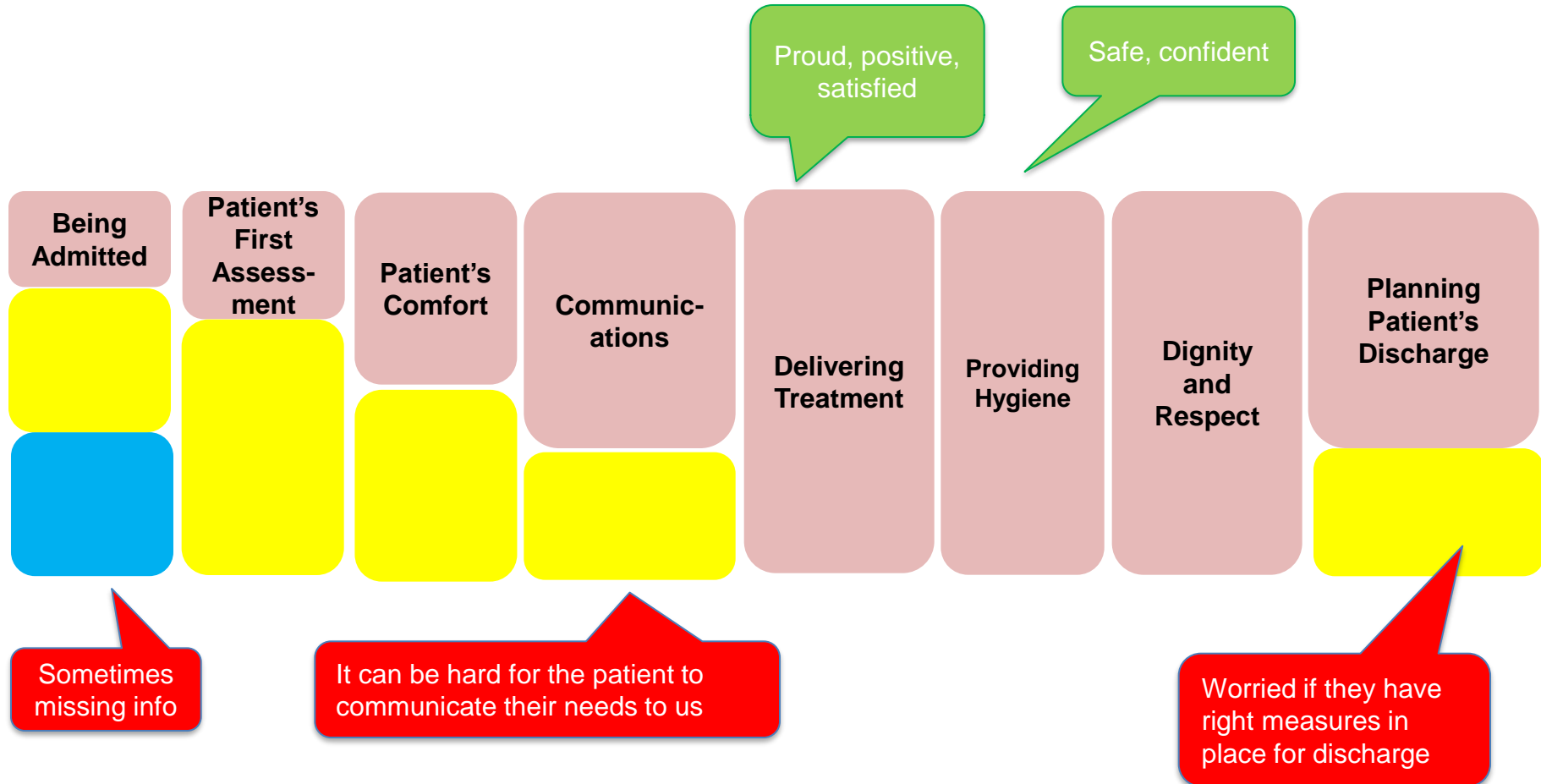
BACK

Add Comment

NEXT

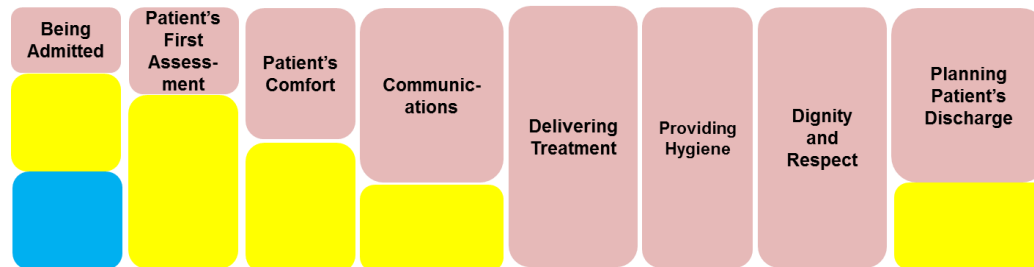
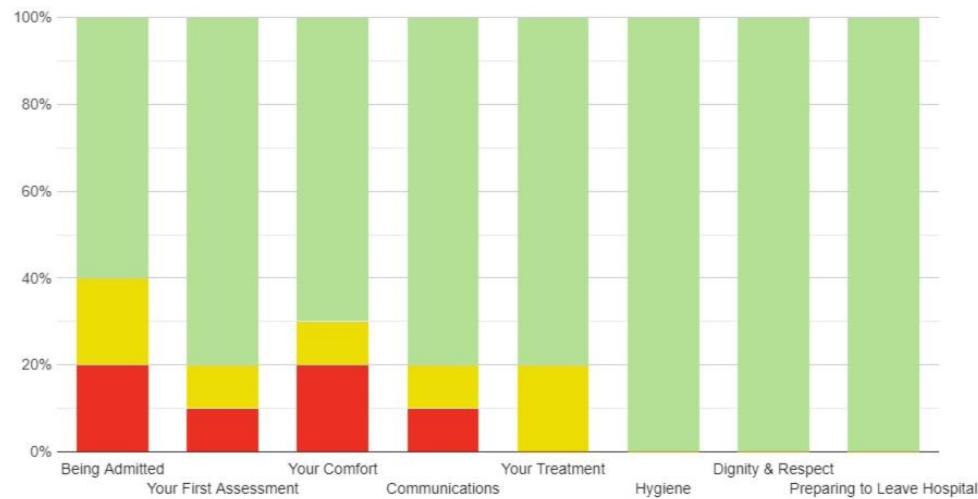
# What about staff?

# Emotional Map – Staff experience providing in-patient care





# Patient EBD vs Staff EBD - in-patient



# Using the data to drive improvement

- Form a focus group to include representation from service users and staff
- Review the EBD results together
- Identify areas for improvement
- Co-design improvements
- PDSA tests of change
- Adopt changes that positively affect experience

# What you need to do an EBD study

- Identify a lead for your project
- Create a small project team
- Agree who will oversee data collection
- Collect data from at least 30 service users and 50% of staff
- Produce the report and share with the project team to identify areas for improvement
- Make improvements and repeat survey in 6 months

# Other EBD resources - NHS England - HoPE

Putting S x | Experi x | User Exp x | NHS Elec x | The Patie x | HOPE ne x | www.nhs x | Hheads of x | Hheads of x

https://future.nhs.uk/PatientExperience/grouphome

## Hheads of Patient Experience - HOPE

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### HOPE Futures NHS Platform Top Tips

- Tag documents when you upload them - this helps members find things when using the search box
- Save your documents as PDFs - this often helps if they are large files
- Search for platforms for specific topics
- Search for discussion items on the platform before you post a new question as there is often a discussion thread already started that could answer your query
- Tag people in comments and discussions - this way it hits their notifications and they are more likely to see it
- Tailor your notifications to suit you. This can be a weekly update, daily or live updates as they happen. Whatever suits you
- If you have a document you are happy to share - post it on the platform. Everyone can access it and you won't have to email each person that asks for it

[Support](#)

# Other useful info

- <https://improvement.nhs.uk/improvement-hub/patient-involvement/>
- <https://www.kingsfund.org.uk/topics/patient-experience>
- <https://www.patient-experience.org/Home>
- <https://www.pointofcarefoundation.org.uk/resource/experience-based-co-design-ebcd-toolkit/?gclid=CjwKCAiAlvnfBRA1EiwAVOEgfBri483L5tsx0Dbb4DZEKiEew6g96DOJnFkmWkrYWAUu43IAKs6xrRoC754QAvDBwE>

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