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MAYO CLINIC

The needs of the patient
Come first

- FOUNDING PRINCIPLE



60% of all TRAFFIC
68% of PATIENTS

150 MILLION UNIQUE VISITORS / YEAR

(far fewer in person)

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SKETCHNOTES
@mjbroaddbent

#CanUX
canUX

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Design & the Patient Experience

INSIGHT FRAMEWORK

DECISION MAP



DECISION POINT

EMPATHISE WITH THEMSELVES
Right design will emerge

BEHAVIOR GRID



Communication design

EMOTIONS

REDUCES PATIENT FEARS

INCREASE COMFORT

Use more visuals

MOBILE HEALTH

Consumers EXPECT a mobile experience

HUGE CHANGE for HEALTH CARE

MOBILE FIRST DESIGN

“Design
IS AN
EXPRESSION
of PURPOSE.”

- Ray & Charles Eames