



## HSCP Sparking Evidence-Based Conversations

<div><b>Who are we designing for?</b></div> <div>As a team, you can decide if you are designing for a patient, a service user or your colleagues in this session.</div>	<div><b>What do they see?</b></div> <div>What influences your user? What do they see others doing or not doing?</div>	<div><b>The problem space</b></div> <div>From your exploration and discussion, what are some key 'pain points' or challenges that are facing your user right now?</div> <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><b>Solution Idea</b></div> <div>What are some interesting/innovative ways we can tackle your two identified challenges to directly or indirectly improve your user's experience?.</div> <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><b>Some details</b></div> <div>Based on your discussions, try to describe your proposed solution in more detail. Explain what it is, what challenge it addresses and what it will do.</div> <div><b>Title of your solution</b> A catchy title is always more memorable.</div> <div><b>Description of your solution</b> Try to outline what your solution will do, how it will do it. Give as much detail as you can right now.</div> <div><b>What are the benefits of your solution?</b> Describe how your solution will benefit the user. There may be multiple benefits like emotional, economic or social. There may also be benefits that go beyond the primary user themselves. You should refer back to your stakeholders at this point to find potential benefits for them too.</div>
<div><b>Tell me some things about them?</b></div> <div>It's really important that you develop a clear picture in your mind about the person or 'persona' you are creating your innovation for. This will help you later in keeping track of whether or not your proposed solution will meet their needs</div>	<div><b>What do they hear?</b></div> <div>What are friends, family, the media and other influences telling your user that impacts their thinking?</div>	<div><b>Identify your target</b></div> <div><div></div></div>	<div><b>Identify your solution</b></div> <div><div></div></div>	
<div><b>Who else is interested in them?</b></div> <div>This is your opportunity to think about who else would like to solve the problem for your user? Are there other people or organisations that would benefit from you addressing this problem? These will be your key stakeholders.</div>	<div><b>What do they think or feel?</b></div> <div>What really matters to your user? What occupies their mind? What worries or aspirations do they have?</div>	<div><b>What would you need to make this happen?</b></div> <div>How much money, team time or management buy-in would you need to solve this problem and achieve this outcome?</div>	<div><b>How can HSE NHSCPO and Spark help?</b></div> <div>Now that you've completed your session, what's next?</div> <div><div><input type="checkbox"/> Access HSCP Resources on HSE Website <a href="https://www.hse.ie/eng/about/who/health-and-social-care-professionals/">https://www.hse.ie/eng/about/who/health-and-social-care-professionals/</a></div><div><input type="checkbox"/> Contact NHSCPO for information on CPD opportunities <a href="mailto:HSCP.NationalOffice@hse.ie">HSCP.NationalOffice@hse.ie</a></div><div><input type="checkbox"/> Refer to our HSCP Deliver Strategic Framework 2021 –2026.</div><div><input type="checkbox"/> Submit an Abstract of your work to the National HSCP Conference 2025</div><div><input type="checkbox"/> Check on HSE Spark website for details of upcoming funding, training and networking opportunities</div></div>	<div></div> <div>Visit HSE Spark</div>