

DEAR. KID

A close-up photograph of a young child with dark skin, smiling broadly and showing their teeth. The child's face is the central focus, partially obscured by the large white text. The background of the entire image is a solid, vibrant orange.

master of Service design
BAU, Centre Universitari d'Arts i Disseny, Barcelona
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some context...

This dossier documents the comprehensive project development process undertaken over the past three months. Before delving into the details, it is essential to provide some context: We embarked on this project with the remarkable opportunity provided by the Sant Joan de Déu Hospital, which graciously welcomed us into their institution.

"Dear Kid" is an initiative designed for the pediatric patients at Sant Joan de Déu Hospital. This project involves a physical kit, which includes a diary and a doll, offered to patients. The diary is intended to be a companion throughout patient's hospital journey, serving as a space for reflection and personal growth for the children. The doll provides comfort and emotional support, helping to ease the anxiety and stress associated with hospitalization. Together, these elements form a physical kit aimed at enhancing the emotional well-being of pediatric patients. As you explore this dossier, you will uncover the many features and benefits of the diary, doll, and the overall kit offer.

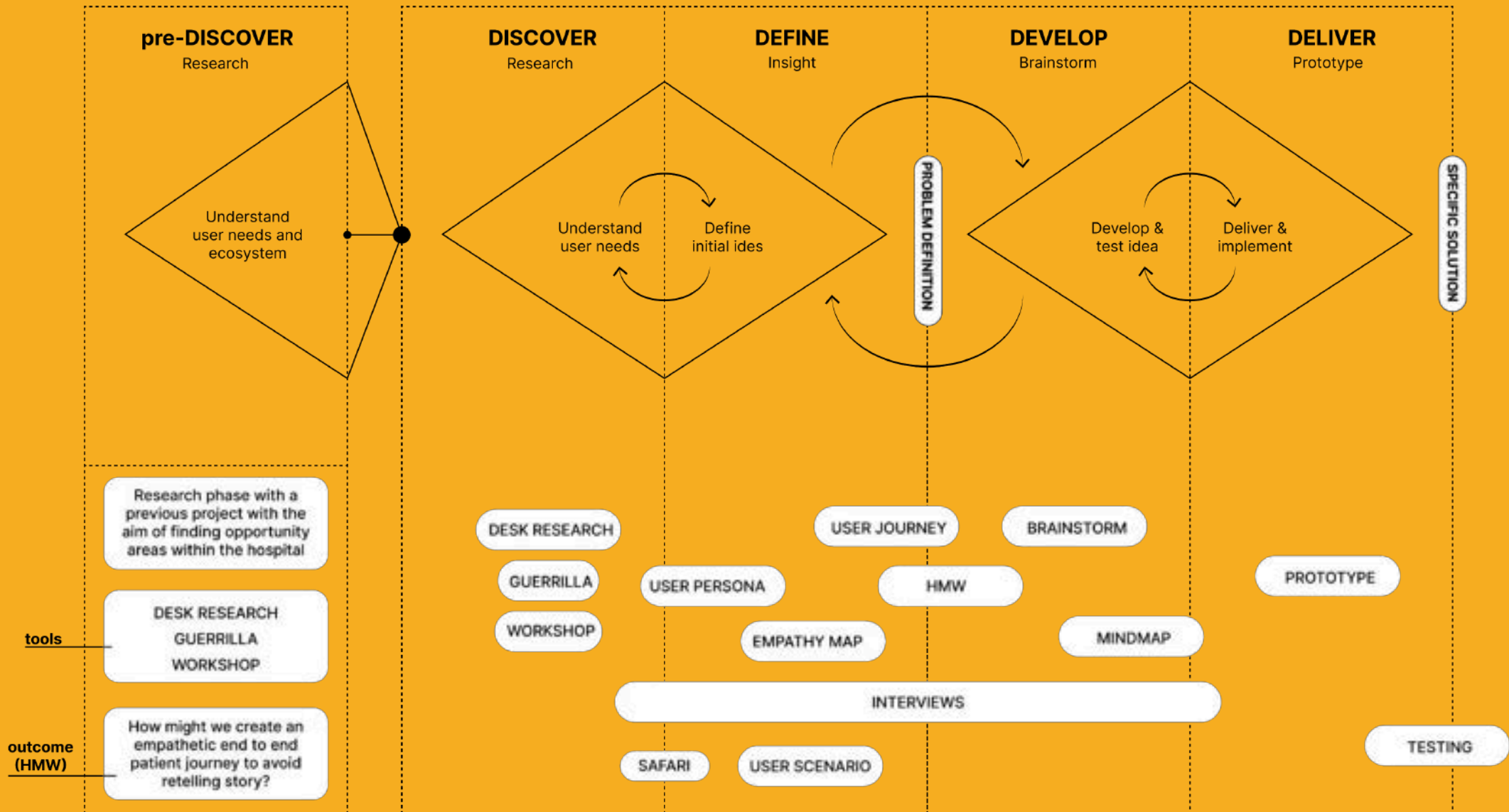
Methodology

DOUBLE DIAMOD



The methodological technique used for this project is the Double Diamond, which consists of five distinct design phases (pre-Discover, Discover, Define, Develop, and Deliver)

DOUBLE DIAMOD



pre-DISCOVER

The project we are about to present has experienced two different phases. The first phase began five months ago. Together with the university, we initiated a project in collaboration with Sant Joan de Déu Hospital, which involved developing a research phase regarding the hospital's two sectors: the public and the private. During the month allotted to us, we managed to gather extensive information on patient experiences within the facility. Through thorough field research, we outlined the various processes patients undergo, starting from their home to their experience within SJD. The result of the research led us to identify an intriguing problem to analyze:



How might we create an empathetic end-to-end patient journey to avoid retelling their story?

This initial approach to the hospital was crucial in laying the groundwork for the project that we subsequently developed. Thanks to the pre-research phase, and more specifically to the workshop conducted with three social workers from the hospital, we were able to identify specific needs of the child patients and gain a clearer understanding of the patient experience

pre-DISCOVER



click the link to discover the research in detail:

[LINK](https://miro.com/app/board/uXjVK_ugHuo=/?moveToWidget=3458764591220184150&cot=14)

https://miro.com/app/board/uXjVK_ugHuo=/?moveToWidget=3458764591220184150&cot=14

Scoping

Analyzing the hospital and the various services it offers, the first task we deemed most useful was to identify the dynamics, actors, and interactions that seemed most suitable for improvement or implementation from an experiential perspective.



Following an initial conversation with Irene Peral Trivino from the Patient Experience Team at the hospital, we realize that prioritizing children's experiences was both crucial and inspiring.



In more detail, we focused our research on the different types of interactions between child patients and the various figures around them. Therefore, facilitating communication and patient well-being will be the guiding thread of our research.

**LET'S
START**

DISCOVER

01

secondary RESEARCH

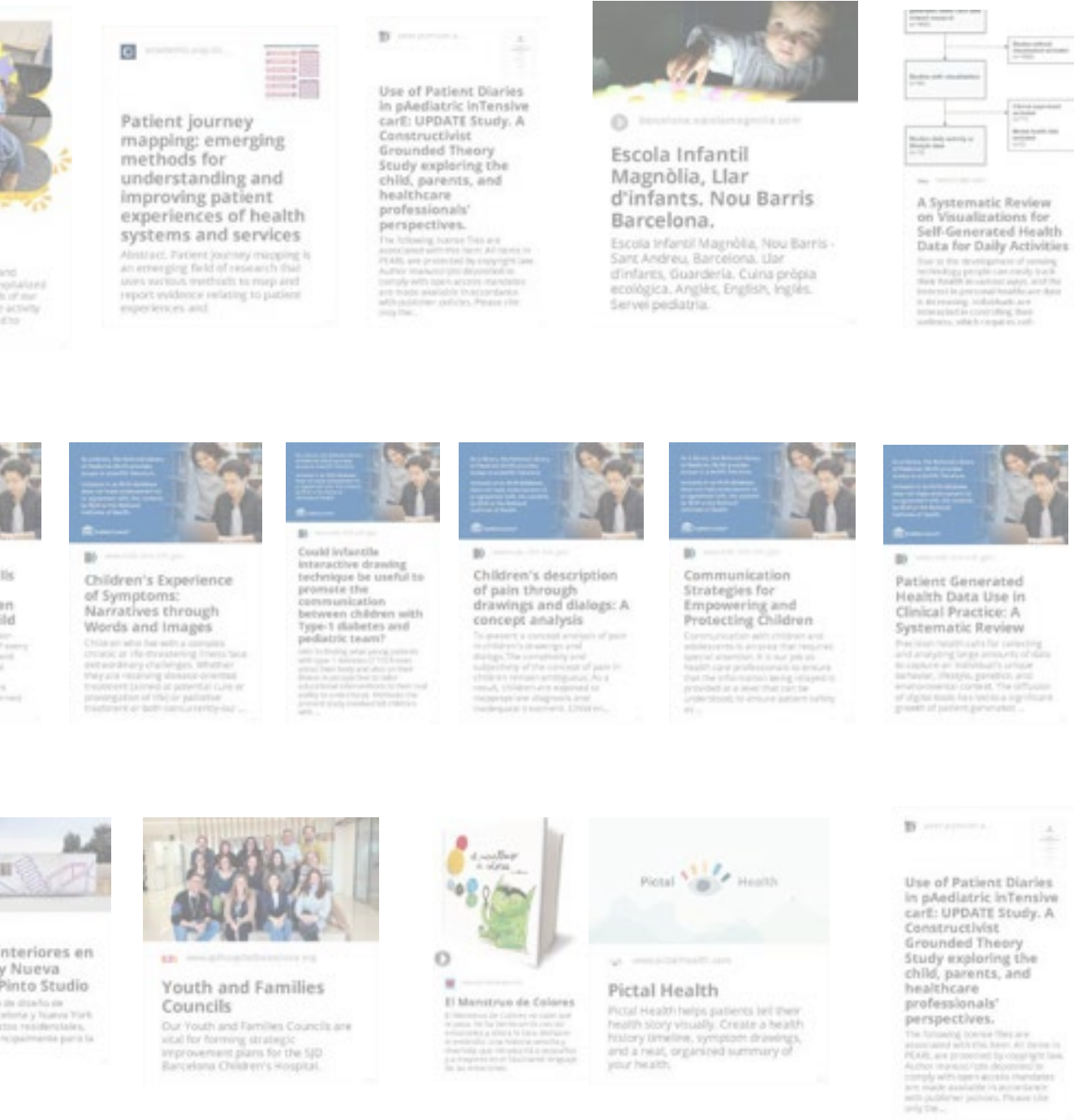
1.Desk research

ARTICLES

As a starting point, we began our Desk Research by analyzing various **medical articles concerning the communication and attitudes** to be employed when speaking with pediatric patients.



Discover/ Secondary Research

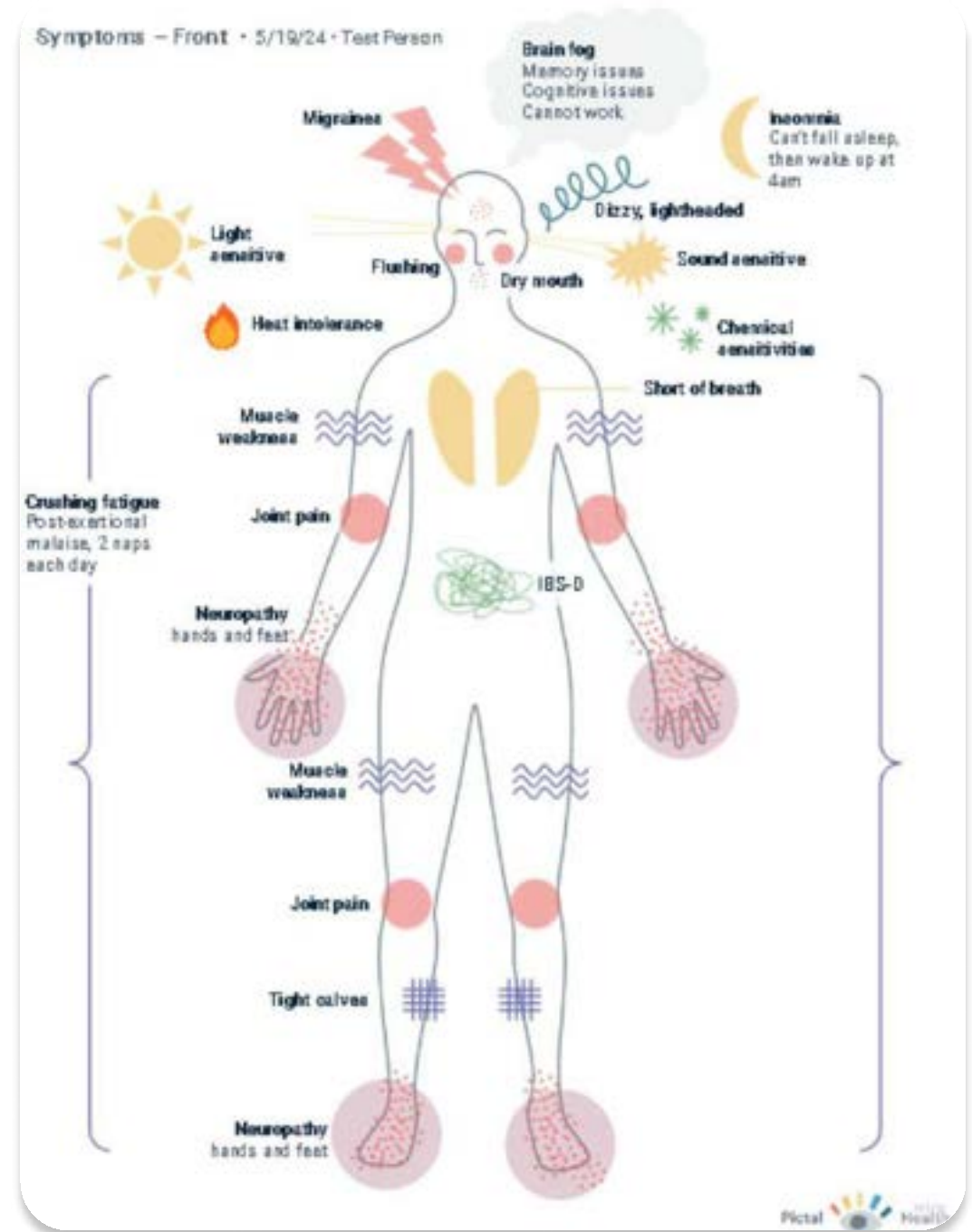


By studying and analyzing various medical and non-medical articles and the different dynamics between patients and the figures surrounding them in healthcare settings, we began to consider various options that could facilitate these interactions. Consequently, the most natural next step was to research analogous methodologies that could be beneficial both to pediatric patients and to the individuals involved in their care.

click the link to discover the articles in detail:
[LINK](#)

CASE STUDIES

A major part of the research was to analyze case studies that presented unique yet highly inspiring service solutions in healthcare. We are pleased to highlight two projects that proved particularly valuable throughout the research process. By conducting interviews with the individuals behind these projects, we were able to gather profound insights, which will be presented in the following pages.



"PICTAL HEALTH"
by Katie McCurdy

This project is centered on the enhancement of communication and interaction between patients with chronic illnesses and their healthcare providers. By employing a visualization process for patient physical feedback and the development of personalized matrices, the project aims to facilitate and streamline the communication and tracking of medical concerns.

emotion representation

interaction system

schematize

"HAPPY SELF"
by Francesca Geens

Happy Self is a collection of journals tailored to different age groups, with the goal of fostering various aspects of daily well-being. Specifically, the children's editions aim to facilitate the expression of emotions and the processing of thoughts and opinions that might be challenging to convey solely through verbal communication. Drawing from these principles, we have extracted several key elements and graphic structures, which have subsequently been employed in the development of our prototype.

graphic structure

tone

mood visualization

primary RESEARCH

1.Observation

A critical aspect of our research involved conducting detailed observations at the hospital to gain a deeper understanding of the patient experience. We are pleased to present key observations that offered significant insights during the research process. By closely examining the interactions and environments within the hospital, we were able to gather valuable information, which will be detailed in the following pages.



2. Interviews & workshop

Interviewing had a big part throughout our project. Conducting interviews with diverse professional figures from different backgrounds, including doctors, nurses, families, and designers, was crucial for defining and validating the design concept throughout the entire process.

SJD personal

SJD doctor

SJD nurses

SJD social workers

SJD patient experience team

SJD patients' families

SJD's Family board
(4 families)

Designer

"Pictal Health" (Katie Mccurdy)

"Happy Self" (Francesca Geens)

"Arauna.studio" (Dani Rubio)

SJD personal

During the research phase, we had the opportunity to interview various professionals within the hospital. Among them; **psychologist** who had worked at SJD, two **nurses** in close contact with patients, two **social workers**, and a member of the **Patient Experience team**.



Irene Peral
Trivino
(Patient
experience team)



Dr. Natalia
Kazah
(Psychologist)



Soraya Peralta
Garzón &
Alicia Rodriguez
(nurses)



Social workers

SJD personals



Weekly Meeting (30 min to 1h)

Irene has been a fundamental part of our journey, as communication and meetings with her have been constant and extremely collaborative. Being part of the Patient Experience team, she provided us with many starting points, opinions, and clarifications regarding the culture within the hospital.



Online interview (30 min)

Psychologist Natalia Kazah has worked at SJD for years and is also the mother of a patient who has been treated at SJD. This dual role has been valuable in providing both professional and personal insights regarding the experience within the hospital.

“ Very often, children are more clear-headed than the people around them. They just need a little push. ”



Interview at the hospital (45 min)

Soraya and Alicia are two nurses at the hospital who specialize in pre-anesthesia and anesthesia treatments. Enthusiastic about participating in the interview, they were extremely clear and helpful in understanding the dynamics between caregivers and patients.

“ Sometimes caregivers influence patients too much during treatments; they don't know where the limit is. ”



Interactive workshop at the hospital (1h30min)

With two social workers, we had the opportunity to conduct a workshop during the pre-research phase to visualize the most common types of patient journeys and identify potential pain points concerning the children and the social workers themselves.

“ It is not uncommon to see patients who are stressed without being aware of what is happening. ”

SJD patients' families

Thanks to Irene, we were able to conduct a workshop/interview with **7 families** with children receiving care at SJD. The workshop was conducted online and consisted of an initial introduction from both us and the families. Subsequently, we shared a series of questions to be answered. These questions pertained to the overall experience with the hospital and how the children's experience unfolded from a **communicative perspective and in terms of sharing feelings and general issues.**



SJD patients' families



2 children under SJD care
age: 5 and 12 y.o

girl: Minory disease attended to Nephrology
boy: Cochlear implant

***What was the most prevalent mood of
your children during hospitalization?***

“

*It oscillated between fear and
curiosity.*

”

***On a communicative level, were your
children clear about their mood?***

“

*With my daughter, yes; with my
son, it was more challenging.*

”



daughter
age: 8 y.o

Oncological disease



son
age: 19 y.o

Survivor of cancer



daughter
age: 15 y.o

Cerebral Palsy

SJD patients' families



Daughter
age: 7 y.o

Cerebral Tumor

Can you describe your first day at the hospital with your child?

“

i felt lost, Helplessness in the face of the situation as parents

”

How did the hospital staff address your child's emotional and psychological needs?

“

"Offering us a multitude of access points to professionals, but they come at a time too early in the hospitalization. It would be better to accompany and support throughout the journey."

”



daughter
age: 15 y.o

Mucopolysaccharidosis



son
age: 16 y.o

Pluridisability

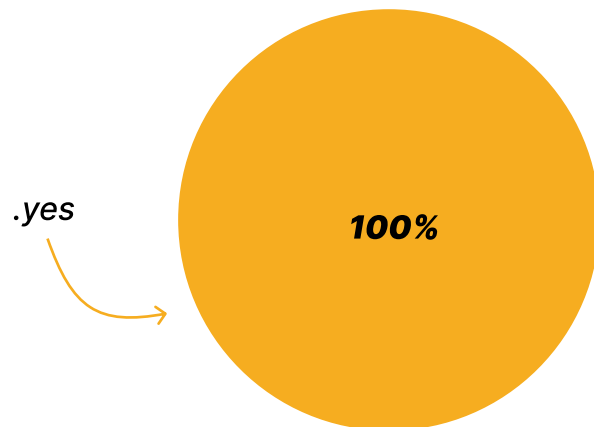
SJD patients' families

At the end of the workshop, we asked the families to complete a **survey** with additional questions and to share it with as many families as possible.

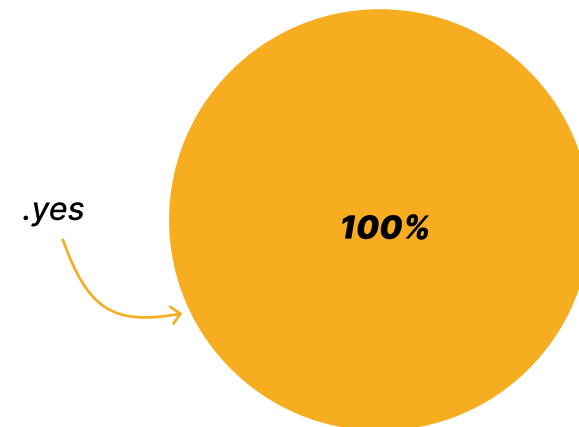
(12 answers)

here the most interesting stats:

"During the hospitalization, did you perceive that your son/daughter was aware of the situation surrounding him/her?"



"Has your son/daughter experienced moments of fear or insecurity related to any particular medical procedure?"



Designers



"Pictal Health" is one of Katie's project, involves supporting chronically ill patients through the graphical visualization of their pains and moods. The conversation with her was helpful in laying the **groundwork** for our idea and inspiring some **graphical designs** that we used on the solution.



The interview with Francesca was perhaps the most technical of all. As the creator of HappySelf, an emotional diary for children, she provided us with advice on how to **structure** our prototype and gave specific and effective examples to facilitate **communication** with children.



Dani is a graphic designer at Arauba, the studio was responsible for the **visual identity of the SJD** hospital. He explained the **design process** implemented for creating the graphics inside the hospital, helping us understand the best ways **to visually engage with pediatric patients**.

Designers



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Research plus 😊

During the master day at BAU, we conducted a small workshop with the various students present in the facility. This involved presenting the **outline of a body** and graphically representing (in a completely free manner) **moods, emotions, and physical pains**. This was useful for us to codify some icons that were helpful during the prototyping phase.



examples:



Head and Stomach pain



**Feeling confused
Stress pain**



**Dizzy feeling
Stomach burn
Ankle pain**



General pain

DEFINE

02

INSIGHTS



Hospitalized children often experience significant stress, anxiety, and feelings of isolation. Emotional well-being is crucial for overall recovery and positive hospital experiences.

There is a lack of consistent and effective tools for providing emotional support to pediatric patients.



Families often feel unprepared and uncertain about how to support their child's emotional needs during hospitalization. Engaged and informed families can significantly enhance the emotional and psychological well-being of the child.

There is a need for structured guidance and resources to empower families in their supportive roles.



Communication barriers between children and medical staff can hinder effective care and emotional support. Children often struggle to articulate their feelings, fears, and needs in a hospital setting.

Encouraging self-expression can help children process their experiences and reduce anxiety.

OPPORTUNITY AREAS



Develop comprehensive **emotional support** resources that cater specifically to the needs of hospitalized children.



Empowering families to engage actively in their child's emotional care by providing instructional materials and support.

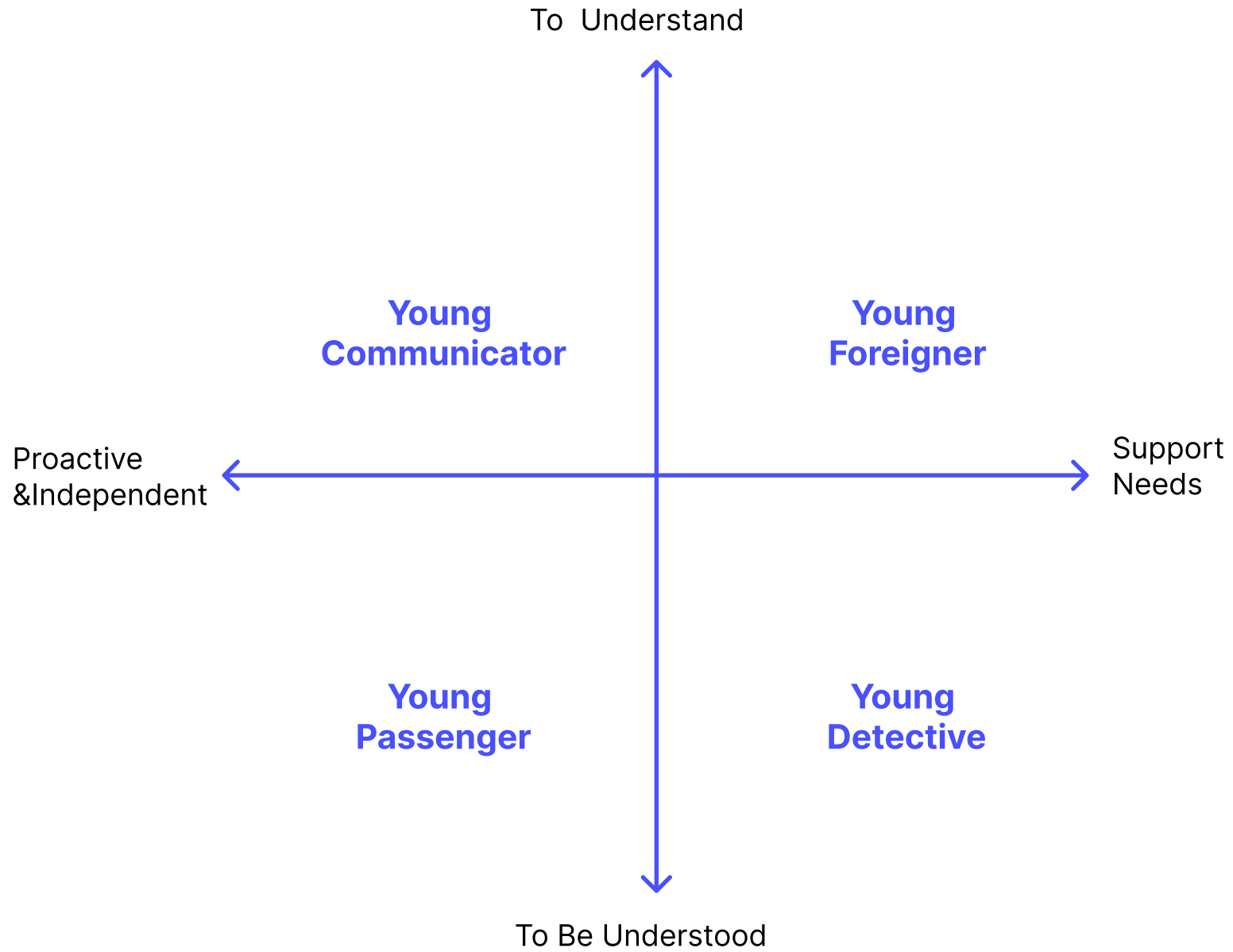


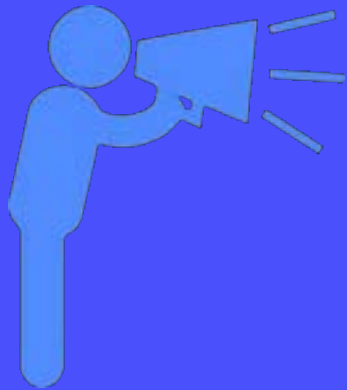
Creating a growing experience that equips with **self awareness** and communication tools that extend beyond their hospital stay and benefit them throughout their lives.

HOW
MIGHT WE?

"How can we facilitate **understanding**
between patients and medical staff,
empowering and increasing the patient's
sense of **self awareness**?"

USER PERSONAS





Young Communicator

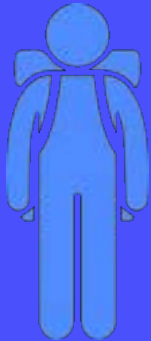
“I just want someone to listen and understand how I feel. It's scary when no one hears me.”

Needs

Clear and empathetic communication from staff.
Opportunities to express feelings and thoughts.
Social interaction.
Reassurance and detailed explanations about procedures.

Pains

Frustration when not being understood.
Loneliness due to lack of communication.
Anxiety about expressing complex feelings.



Young Foreigner

“Everything feels so strange and different here. I just wish I could understand what's happening.”

Needs

Translators or multilingual staff.
Culturally sensitive materials and support.
Familiar cultural references in the hospital environment.

Pains

Language barriers causing misunderstandings.
Isolation from cultural and familiar contexts.
Fear and anxiety from unfamiliar surroundings.



Young Detective

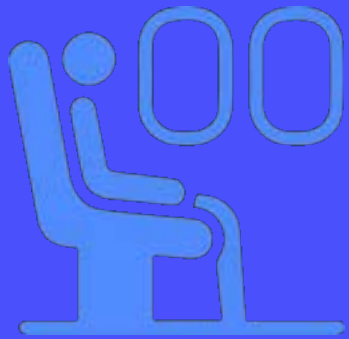
"I have so many questions about what's happening to me. I feel better when I know more."

Needs

Activities and entertainment to stay engaged.
Simple and clear explanations of medical procedures.
Constant support and comfort from caregivers.
A structured routine or schedule.

Pains

Frustration when information is unclear or inaccessible.
Anxiety from unanswered questions.
Overwhelm from complex medical information.



Young Passenger

“Being in the hospital is boring and scary. I need something fun to do and someone to explain what's going on.”

Needs

Activities and entertainment to stay engaged.
Simple and clear explanations of medical procedures.
Constant support and comfort from caregivers.
A structured routine or schedule.

Pains

Boredom and lack of engagement during the hospital stay.
Fear and anxiety about medical treatments.
Dependency on caregivers, leading to frustration.
Overwhelm from the hospital environment.

DEVELOP

or

STRATEGIC PRINCIPLES

Child-Centric Design



Developmentally Appropriate Materials:

Ensure that the diary and doll are designed to be age-appropriate, engaging, and safe for children aged 6-12. This includes using non-toxic, hypoallergenic materials and designs that appeal to children's sense of imagination and play.

Ease of Use:

The diary should include prompts and sections that are easy for children to understand and use independently or with minimal guidance. The doll should be simple yet versatile enough to encourage imaginative play.

Holistic Approach



Emotional Support:

Encourage emotional expression through creative outlets like the diary, helping children articulate their feelings and experiences.

Holistic Care Plans:

Develop individualized care plans that incorporate the use of the welcoming kit, ensuring that it complements medical treatments and enhances the child's overall well-being.

Integrated Family Support



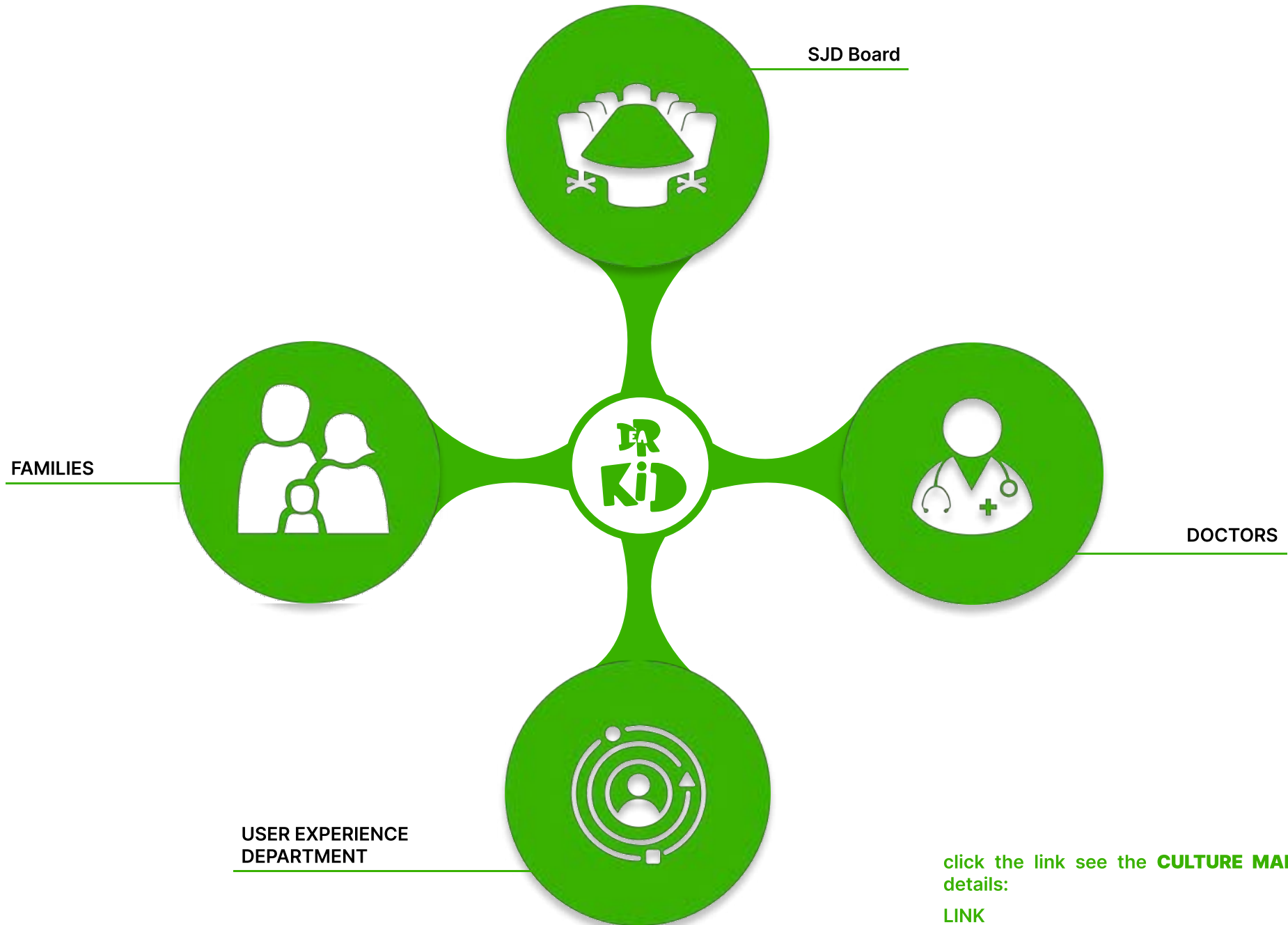
Instructional Materials:

Provide clear and engaging instructional materials that guide family members on how to use the diary and doll to support their child. These materials should be easy to understand and available in multiple languages if necessary.

Feedback Mechanisms:

Create channels for families to provide feedback on the welcoming kit, such as surveys or interviews, to continuously improve the service based on their experiences and suggestions.

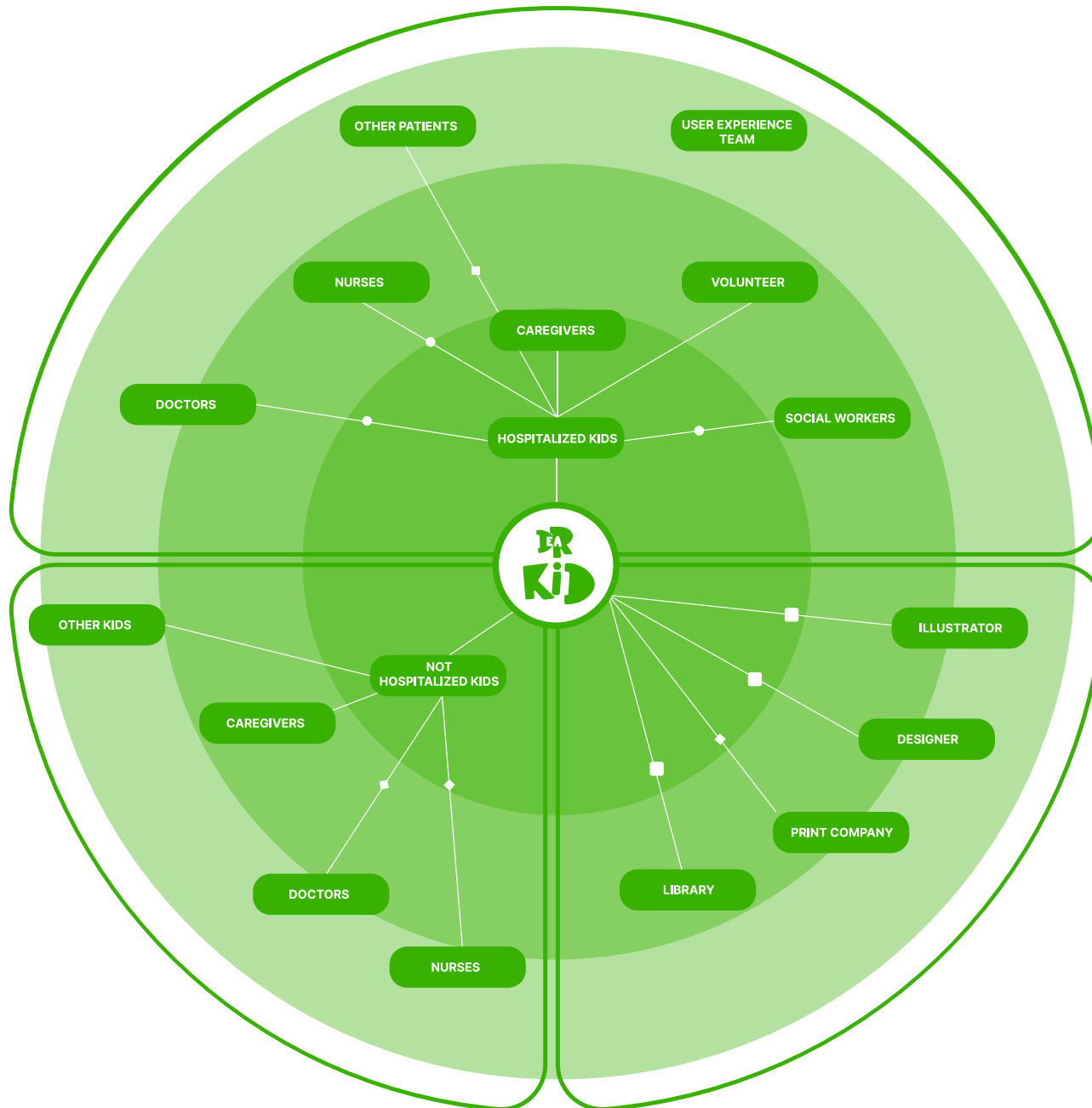
CULTURE MAP



click the link see the **CULTURE MAP** more in details:

[LINK](#)

STAKEHOLDER'S MAP



click the link to analyze the stakeholders map:

[LINK](#)

PROTOTYPE

DeaR. Kid

buddy DOLL



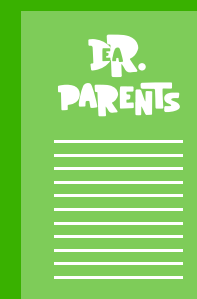
kit BOX



DeaR Diary



STICKERS selection



Caregivers
information

After the research and ideation phase where we identified the needs and pains of our targets, we have managed to design an physical product that can seamlessly integrate into the hospital ecosystem. It consists of a **Kit box**, called “**DeaR Kid**” composed: a **personal diary**, an **educational doll**, a selection of **stickers**, and, lastly, an **illustrative sheet** for caregivers.





1.

Dear Diary is the most crucial component of the Kit. Its purpose is to accompany the pediatric patient throughout the hospitalization journey. Containing three fundamental parts, it aims to cover various aspects of the experience; the first part focuses on **Self-awareness**, followed by the section of **Playful Distraction**, and finally, the part dedicated to **feedback and daily thoughts..**

COVER and INTRODUCTION



SELF AWARENESS section

During the research phase, we identified several reasons why patients might become stressed, one of which is the lack of immediate understanding of their situation. Therefore, we have dedicated a section of the diary to clarifying various aspects of the hospital: one section is dedicated to exploring the building, another to **introducing the professional** figures within the departments, and a final one to acquainting the patient with some **medical tools**.

The self-awareness section will be where the child receives the most guidance from their **caregiver**. The role of the caregiver (which will be explained in detail in the following phases) will be crucial for the patient at specific times to facilitate the use of the diary.

"WHO IS AROUND YOU?"

The first part of the self-awareness section consists of introducing the various professionals with whom the pediatric patient will interact the most.



In these two pages, the professionals are presented solely through visuals, using different colored tones to add dynamism to the visual effect.

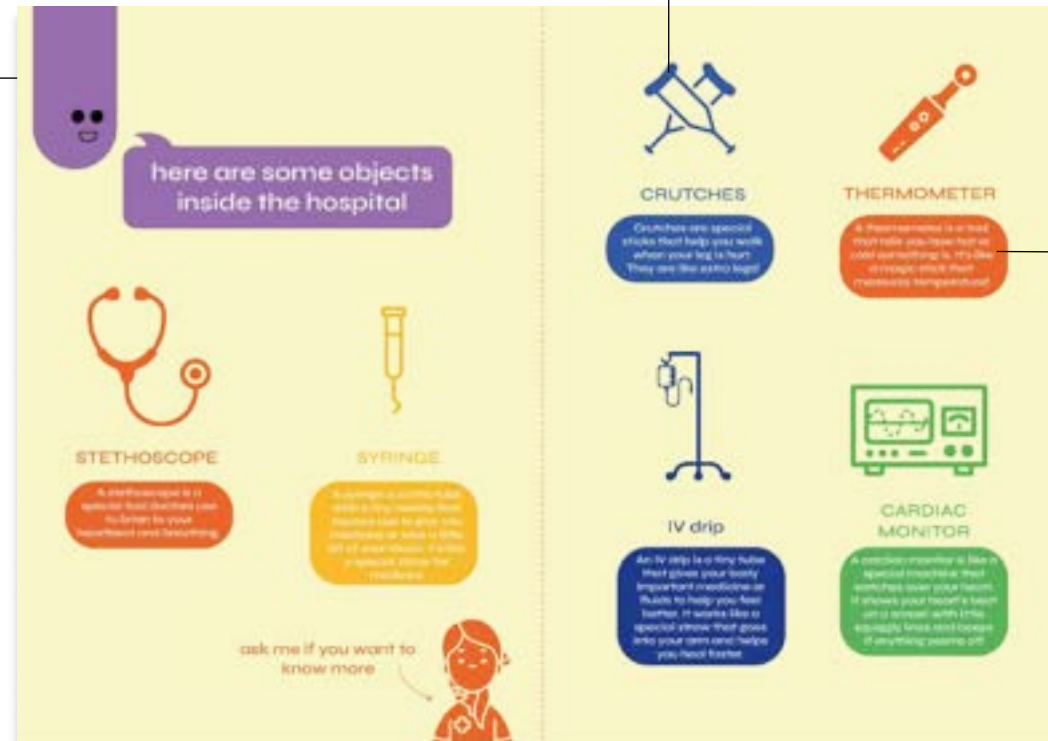
SELF AWARENESS section

In the subsequent pages, the professionals are presented again, but with an additional description of their roles. The colors are retained, and each character is given ample space.



SELF AWARENESS section

In this self-awareness section, various medical tools present in the hospital are introduced. The aim is to make the child more aware of their surroundings.



Colorful and easy-to-interpret illustrations

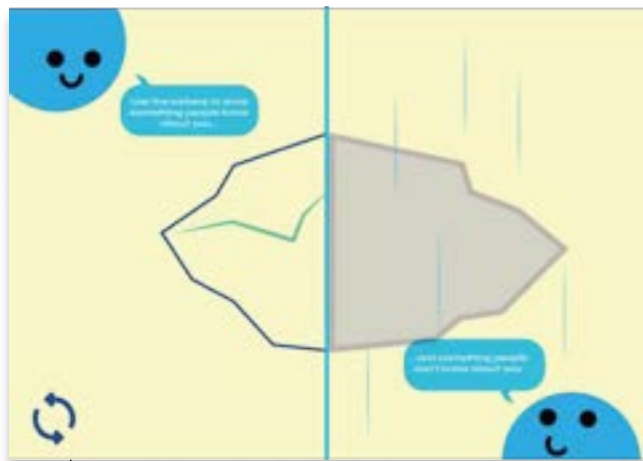
A basic description of how the tool works, using a child-friendly and engaging tone.

A visually unobtrusive suggestion with a graphic reference to the previous pages, encouraging the reader to be curious.

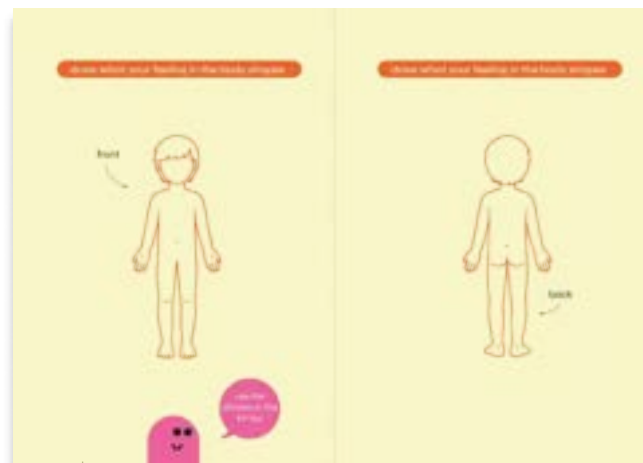
DISTRACTION section

The distraction section was developed following interviews and desk research. One of the most challenging aspects for pediatric patients in the hospital is combating **moments of boredom and waiting**. Between visits, treatments, and other internal dynamics, children often find themselves in situations where it is difficult to fight boredom. Therefore, we have included several pages where children can **have fun and learn** by drawing and completing small activities

In addition to helping children pass the time, this section can be useful for caregivers, who often find themselves victims of their children's boredom. Furthermore, there are sections where children are encouraged to express themselves both emotionally and physically. These feedbacks are thus valuable for caregivers to better understand the children's needs



The renowned Iceberg activity is a simple and enjoyable exercise that allows children to express sensations and curiosity.



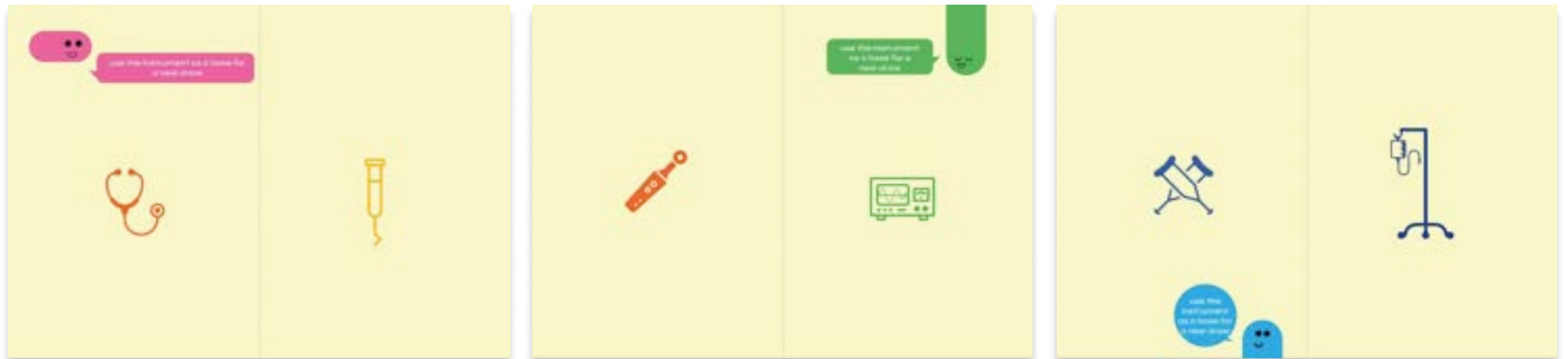
"Draw what you feel" is an activity as useful as it is interactive. By providing the silhouette of a child, participants are asked to draw or use stickers to represent their current emotions



Taking on a more educational approach, the diary features pages where the child must tackle training challenges, always maintaining a sense of identity and playful interaction.

DISTRACTION section

Another part of the distraction section revisits the illustrations and tools previously explained in the self-awareness section, placing them in the middle of the pages, allowing the child to express themselves through drawing freely.



TODAY'S section

The "Today's" section is the part of the diary where the child can express themselves daily, featuring various features with a free and open structure conducive to the child's expressiveness.

Section to write the date and the day of the week.
There are no pre-set dates per page to avoid giving the child a sense of oppression

emoji feedback of the day

Section to write or draw about the day

Section to write or draw a new thing

grateful section

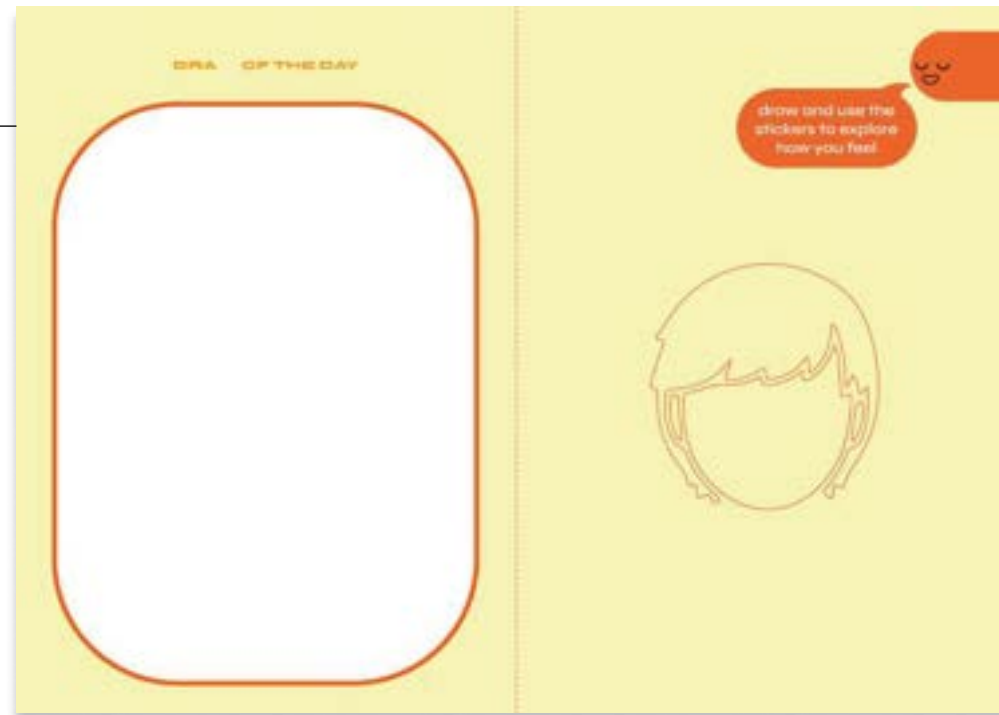
here more example

- challenge of the day
Ask someone what their favorite game is and play it together
- challenge of the day
Find out three interesting facts about the hospital and share them with someone
- challenge of the day
Learn how to say 'hello' in three different languages and greet people with it
- challenge of the day
Find a new book in the hospital library and read the first chapter

challenge of the day

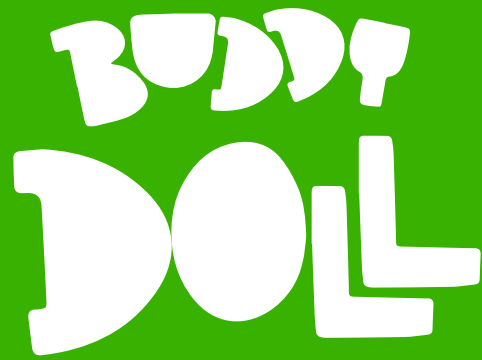
TODAY'S section

draw of the day section



how do you feel activities

click the link to look at the diary in detail:
[LINK](#)



2.

The Buddy Doll is the second component of the kit and aims to address one of the stressors identified in pediatric patients, which is to make them more aware of the medical procedures they will undergo. In this process of empowerment, the doll will collaborate with nurses before a treatment and serve as a model to show the patient where and how the treatment will be performed.

BUDDY DOLL

A featureless doll that allows the child to unleash their imagination.

The inspiration born from studying the "**Waldorf Doll**". The idea is that it is more of a "being" than an "object," leaving room for the child's imagination. Typically, they are made with soft fabrics and filled with natural materials such as sheep's wool or cotton. Waldorf dolls are designed to encourage creative play and free expression, without limiting the child with predefined details.

Polyester laminated with a soft finish

| 35cm | 300g

The idea of using a Waldorf doll within the hospital setting has already been implemented, with the difference that it is not a personal doll, but rather introduced only before a treatment, whereas the Buddy doll is a constant companion for the patient.

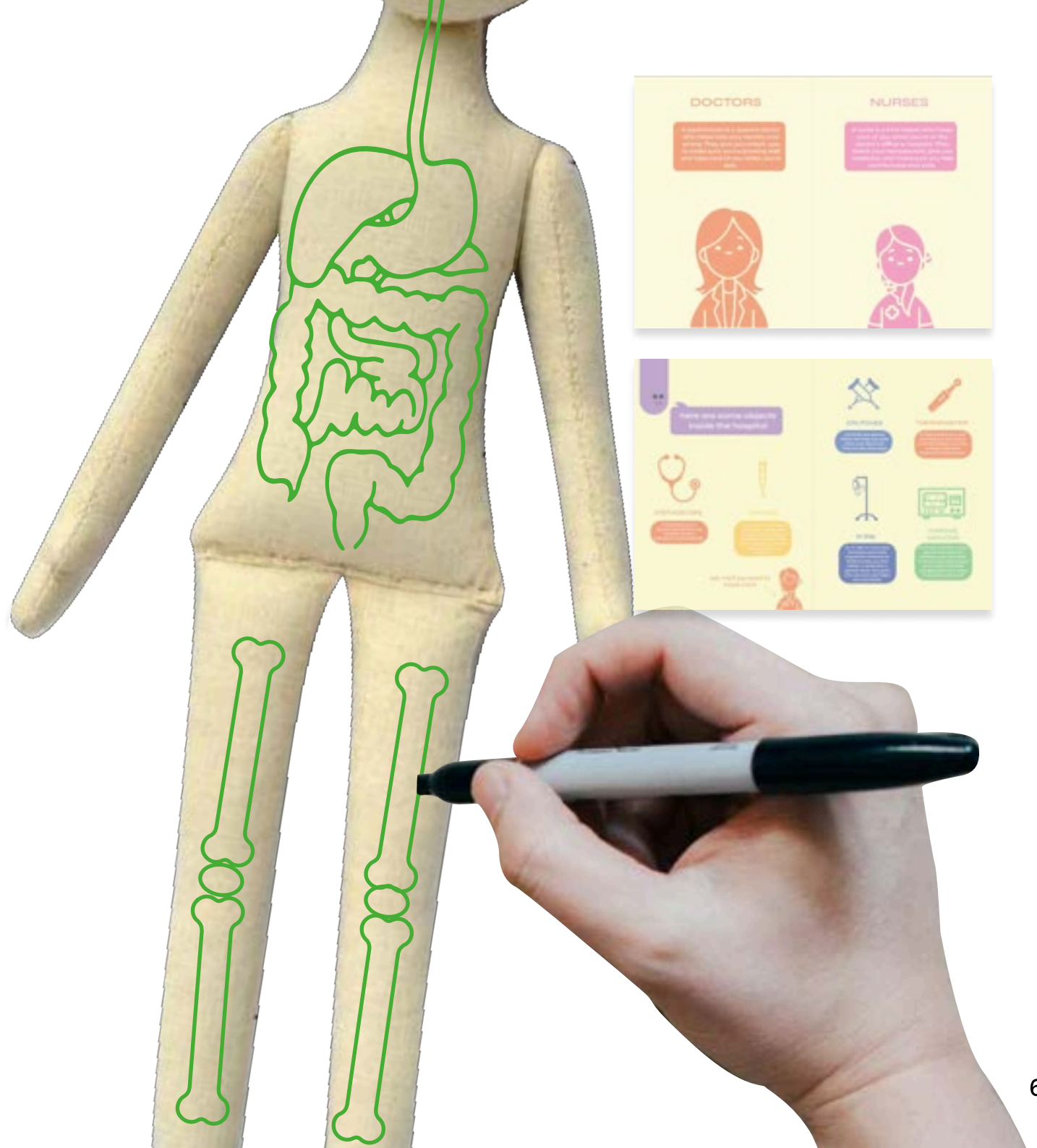


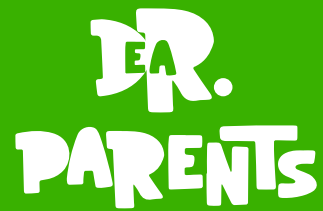
A material that lends itself to colors, easy to wash, and reuse.

Buddy Doll

how does it work?

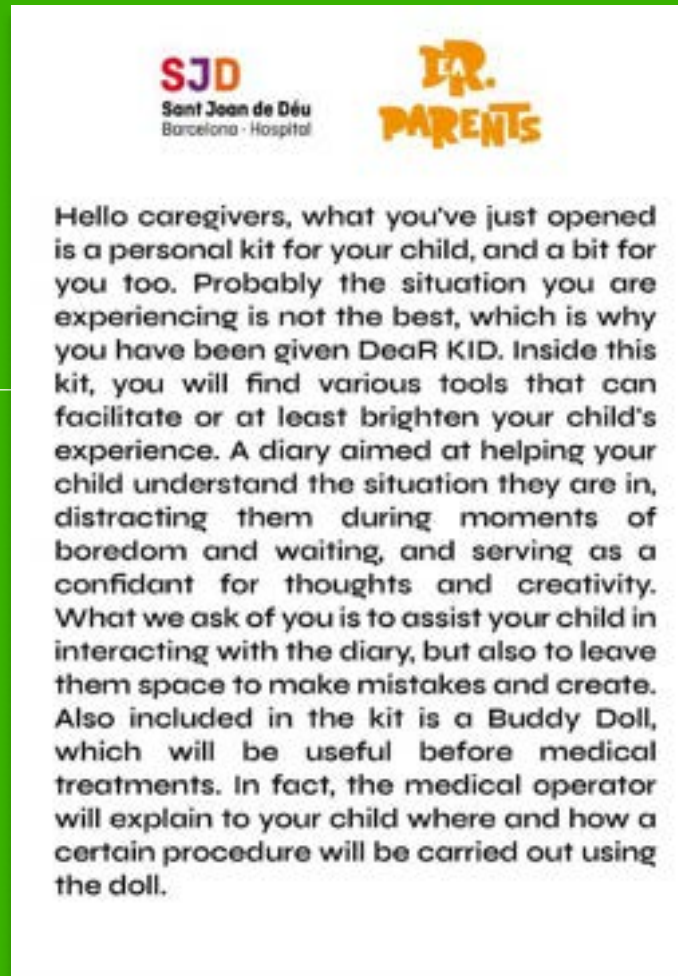
As previously mentioned, it is used before treatments or operations to explain the procedures to the child. Thanks to its fabric, it is easy to **draw** on, allowing social workers or nurses to show the points and parts of the body involved. They will also use the **diary** to indicate the professional who will perform the treatment and the specific tool that will be used.





3.

Explanation flyer of the kit contents for caregivers. The flyer explains how to use the various tools inside the kit, addressing caregivers in a more professional tone. The graphical representation is also more formal, as it is aimed at an adult audience.

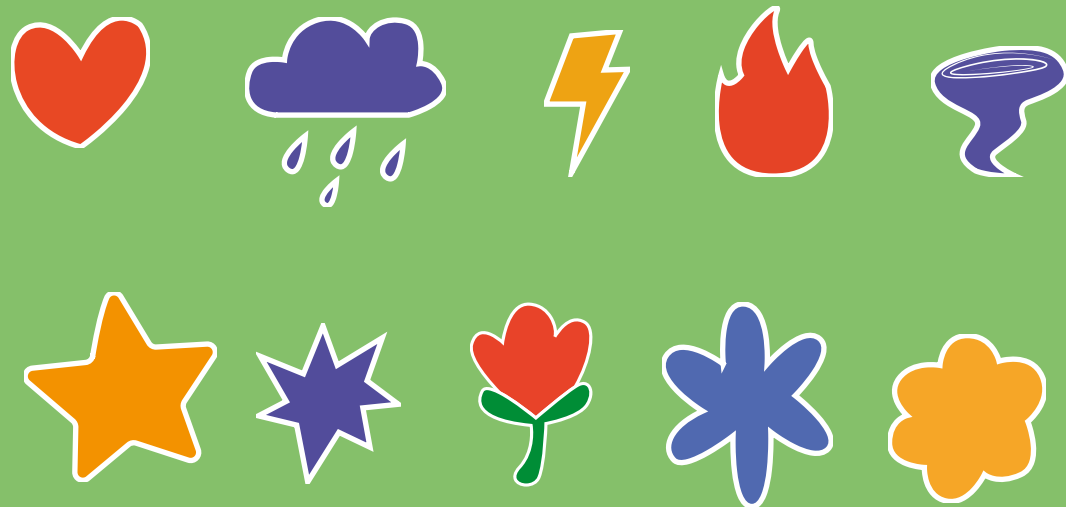


STICKERS

4.

Inside, there will also be a collection of stickers that can be used when the child desires, both in activities within the diary and to customize the doll, wherever they wish.

The icons used for creating the stickers are the result of online research regarding the graphical representation of emotions, as well as advice and guidelines from the designer Katie McCurdy, who was previously introduced, specializing in the graphic representation of moods.





PACKAGING

TARGET
AUDIENCE



Marta
Age: 9

Young Detective

With a curiosity for understanding and control, Marta values autonomy and independence. She use the diary to analyze and explore the hospital environment, finding solace in the doll's presence while feeling both curious and overwhelmed, viewing the kit as a tool for exploration and self-discovery.

“I want to figure out what's going on!”

Pains

Frustration when information is unclear or inaccessible.
Anxiety from unanswered questions.
Overwhelm from complex medical information.

Gains

Satisfaction from uncovering answers and solving problems.
Empowerment from understanding their condition.
Confidence in their ability to manage their situation

Family of Marta

Pains

Watching Marta go through medical procedures and treatments causes significant anxiety and emotional stress.

Uncertainty and lack of information about Marta's condition and treatment can lead to feelings of helplessness.

Finding effective ways to comfort Marta and ease her fears can be challenging, especially in an unfamiliar hospital environment.

Gains with Dear Kids

Emotional Relief: The diary and doll provide Marta with comforting companions, reducing her anxiety and, in turn, easing the family's emotional burden.

Informed Engagement: The diary includes information about hospital staff and medical tools, helping the family better understand Marta's treatment and communicate more effectively with her.

Enhanced Support Tools: The kit offers structured activities and coping strategies that the family can use to provide consistent and effective support to Marta.

Doctor of Marta

Pains

Communication Barriers: Explaining complex medical procedures to young patients in an understandable and reassuring way can be difficult.

Time Constraints: Balancing the need to provide detailed explanations with the demands of a busy schedule can be challenging.

Emotional Connection: Establishing a trusting and empathetic relationship with pediatric patients requires additional effort and sensitivity.

Gains with Dear Kids

Simplified Communication: The diary's introduction to medical tools and staff helps doctors explain procedures in a way that is accessible and engaging for Marta.

Strengthened Trust: The diary and doll foster a sense of security and trust, making it easier for doctors to build a rapport with Marta.

Social Workers

Pains

Emotional Overwhelm: Managing the emotional and psychological needs of pediatric patients can be overwhelming, especially in a hospital setting.

Resource Limitations: Limited resources and time can make it challenging to provide individualized attention and support.

Engagement Challenges: Keeping children engaged and positively distracted during their hospital stay requires continuous effort and creativity.

Gains with Dear Kids

Engagement Tools: The diary and doll provide structured activities that help social workers engage Marta in meaningful and comforting ways.

Personalized Support: Dear Kids' allows social workers to tailor their approach to Marta's unique needs, providing her with the emotional and psychological support she requires.

Enhanced Emotional Support: Dear Kids' resources help social workers facilitate Marta's emotional expression and coping, making it easier for her to navigate the hospital experience.

DELIVER

04

BUSINESS DESIGN

SERVICE CONCEPT

The Dear Kids is a thoughtfully designed kit aimed at providing **comfort, empowerment**, and **distraction** for hospitalized children aged 6-12. The box includes a doll and a diary, both of which serve as tools to help children cope with the emotional challenges of hospitalization. The doll offers companionship and a sense of security, while the diary allows children to express their feelings and experiences. By addressing the emotional and psychological needs of young patients, this product aims to improve their overall hospital experience and contribute to better health outcomes.

BUSINESS DESIGN PROCESS



STEP 1: Research and Needs Assessment

Conducted surveys and interviews with healthcare professionals, families, and patients to identify key emotional and psychological needs.

Identified common challenges faced by hospitalized children, such as anxiety, loneliness, and a lack of understanding of their situation.



STEP 2: Concept Development

Developed the idea of a support box containing a comforting doll and a diary to address identified needs.

Created a diary that is visually appealing and easy for children to use for self-expression.



STEP 3: **Prototyping and Testing**

Produced prototypes of the doll and diary.
Conducted pilot tests in hospitals to gather feedback from children, families, and healthcare providers.

Made iterative improvements based on feedback to ensure the products meet the emotional and practical needs of young patients.

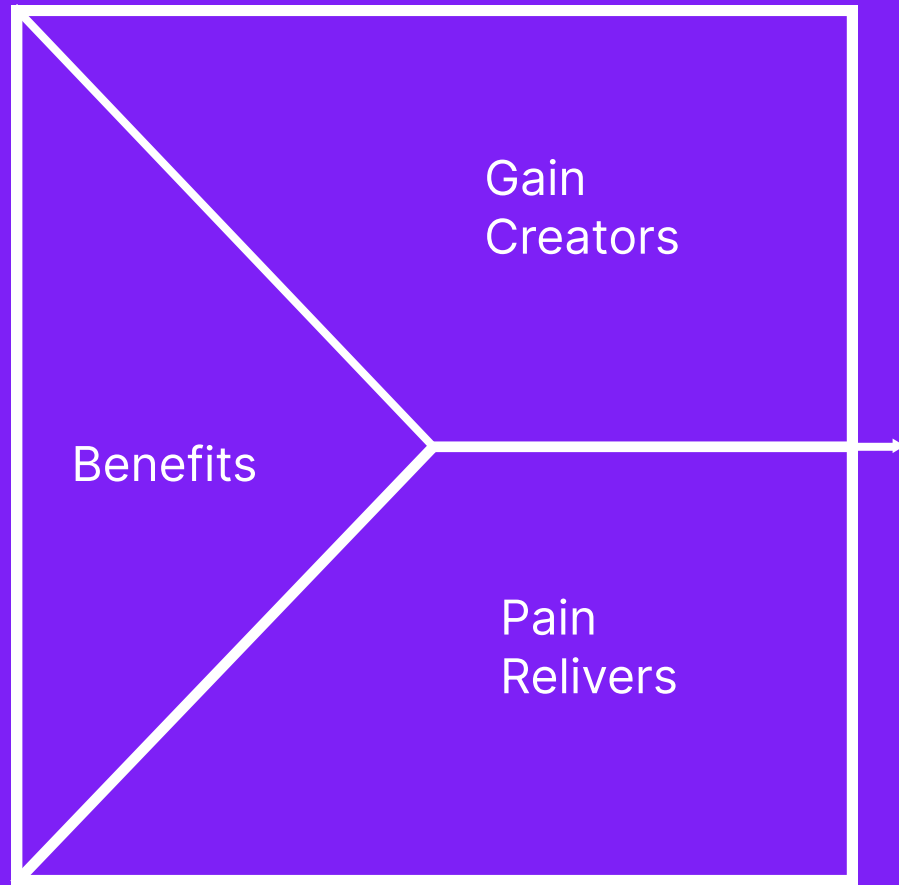


STEP 4: Production and Distribution

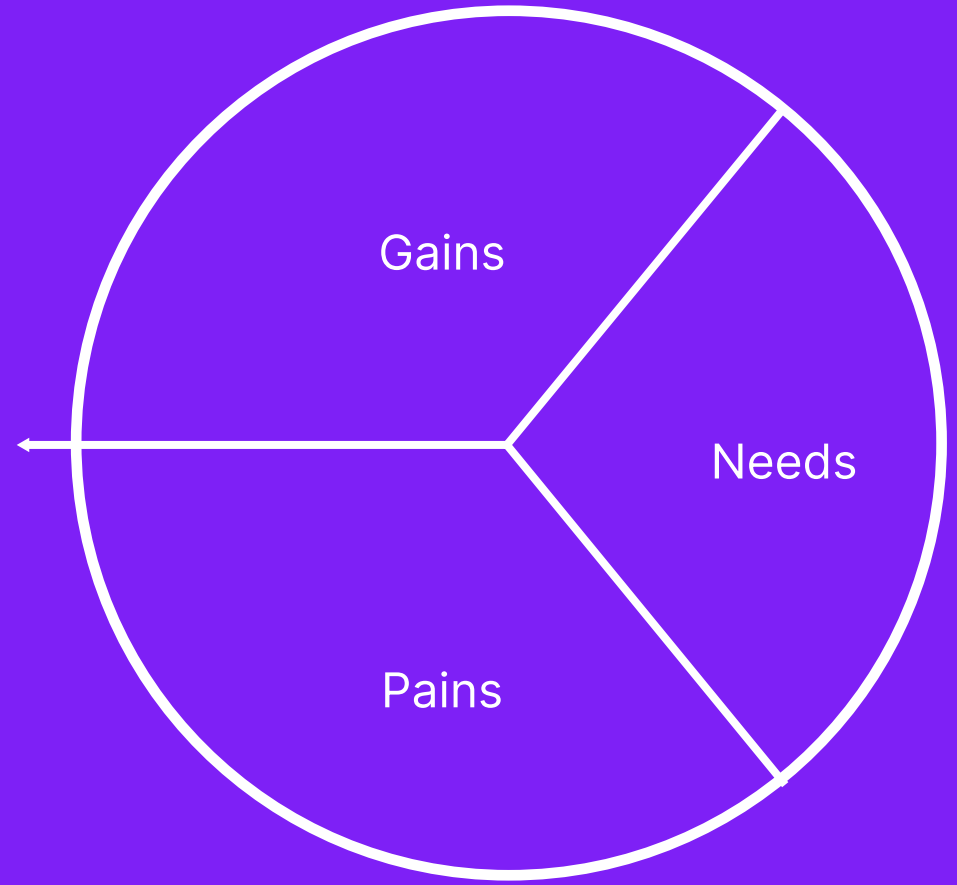
Established partnerships with manufacturers for high-quality production of the dolls and diaries.

Developed distribution channels through hospitals and healthcare providers.

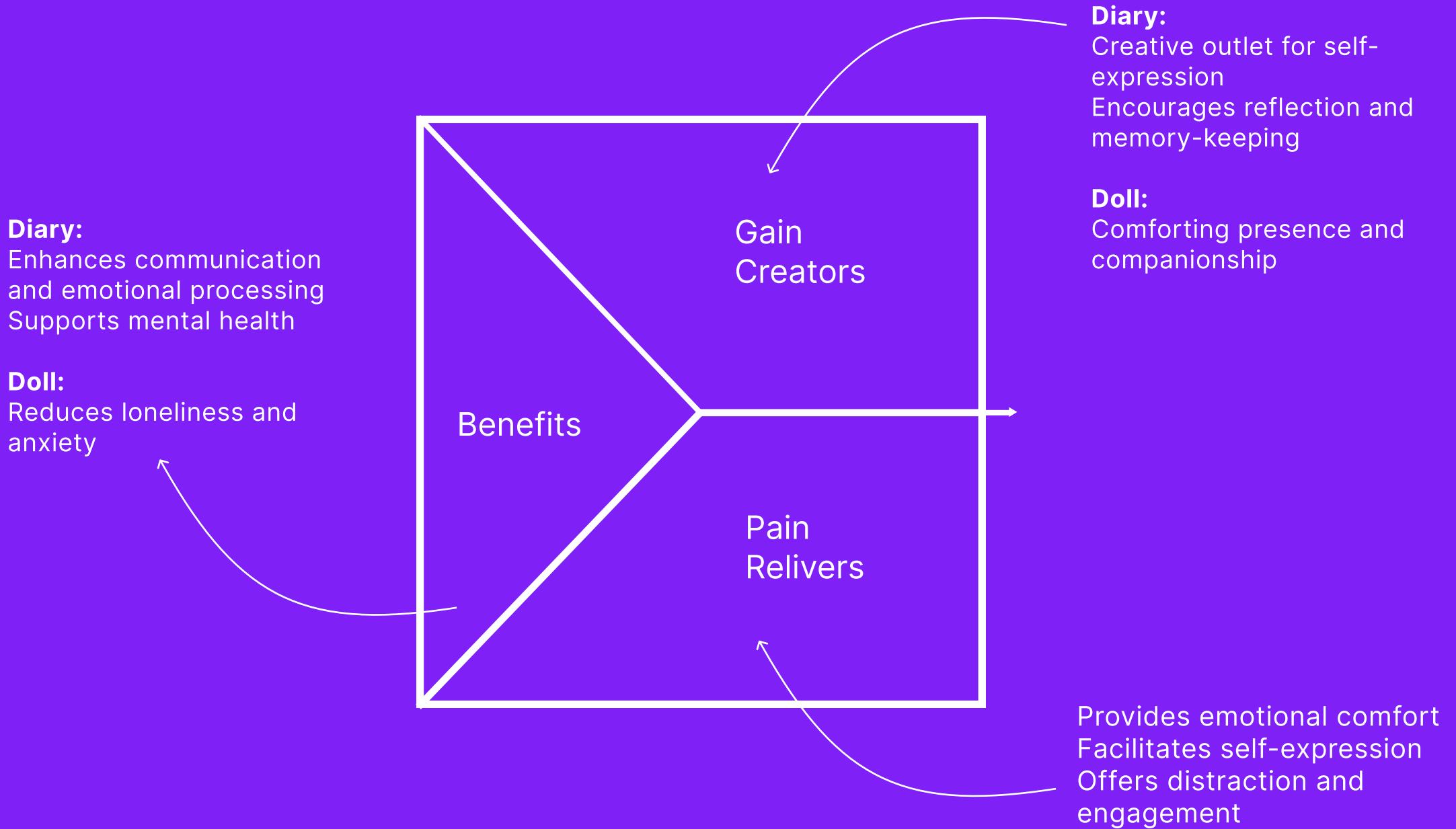
VALUE PROPOSITION

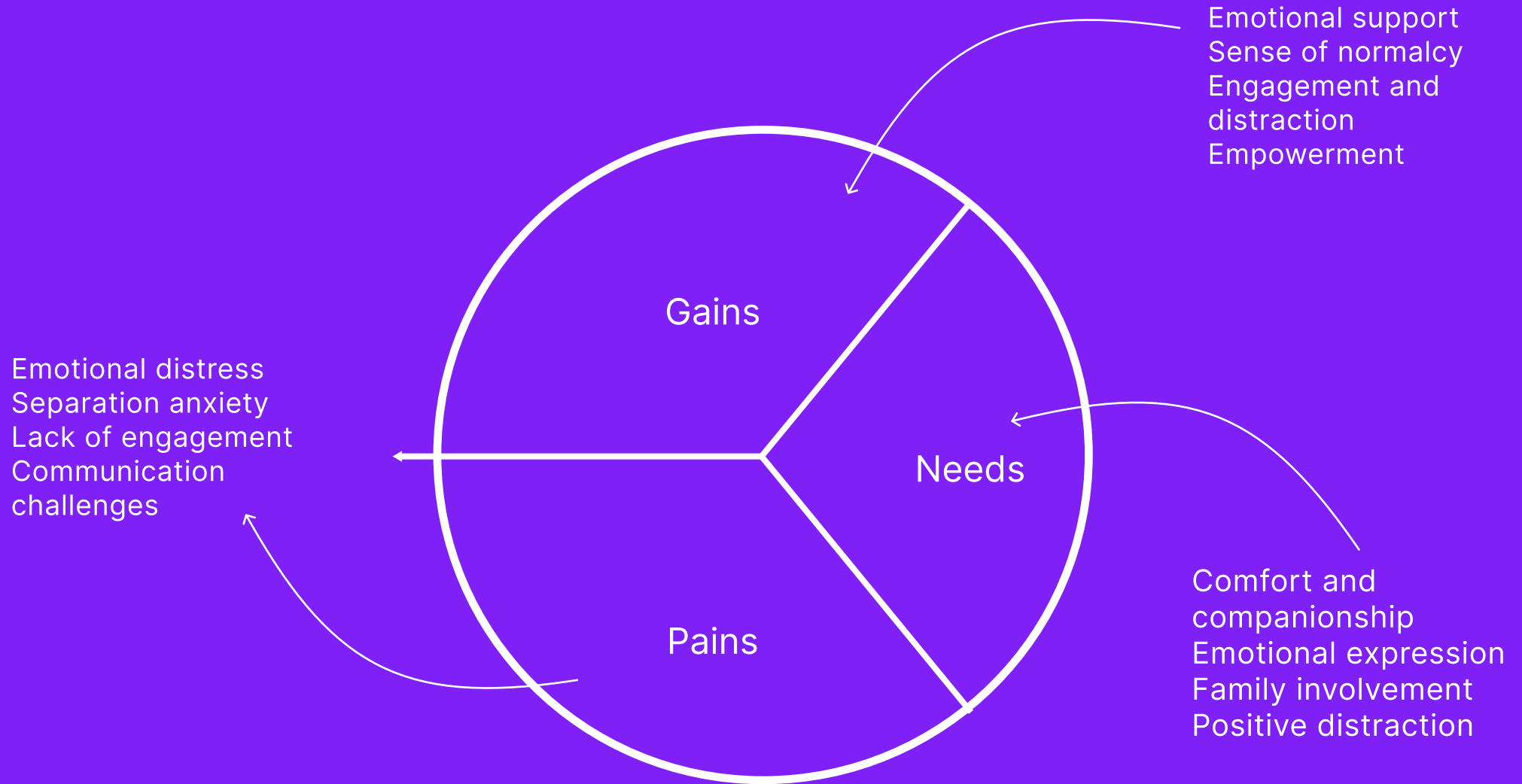


Product



Customer





"Facilitating a patient's journey of **self-growth**
through the Dear Kids,
enabling the child to **express** themselves and
develop a sense of **self-awareness**."

BUSINESS MODEL CANVAS

Key Partners

Hospitals and Healthcare Providers: Partnerships with institutions that can distribute the product directly to pediatric patients and integrate it into their care protocols.

Suppliers: Relationships with suppliers of materials and components needed for manufacturing the diary and Waldorf doll.

Hospital's Patient Experience Team

Hospital's Patient and Family board

Key Activities

Designing and manufacturing the diary and a doll.

Establishing channels to collaborate with artists to design illustrations for diary.

Developing guidance and instructions for the effective use of the diary and doll.

Establishing channels to print the diary and make the doll.

Key Proposition

"Facilitating a patient's journey of empowering through an analog companion, enabling the child to express themselves and develop a sense of self-awareness."

Customer Segments

Listening to customer feedback and addressing any issues or concerns to ensure satisfaction with the product.

Customer Relationships

Offering guidance and resources to help families effectively utilize the diary and doll.

Key Resources

Facilities and equipment for producing the diary and doll. Partnerships with hospitals, healthcare providers, and online retailers for distributing the product.

Channels

Collaborating with hospitals and healthcare providers to distribute the product directly to pediatric patients.

Cost Structure

Manufacturing Costs: Expenses related to producing the diary and doll, including materials, labor, and overhead.

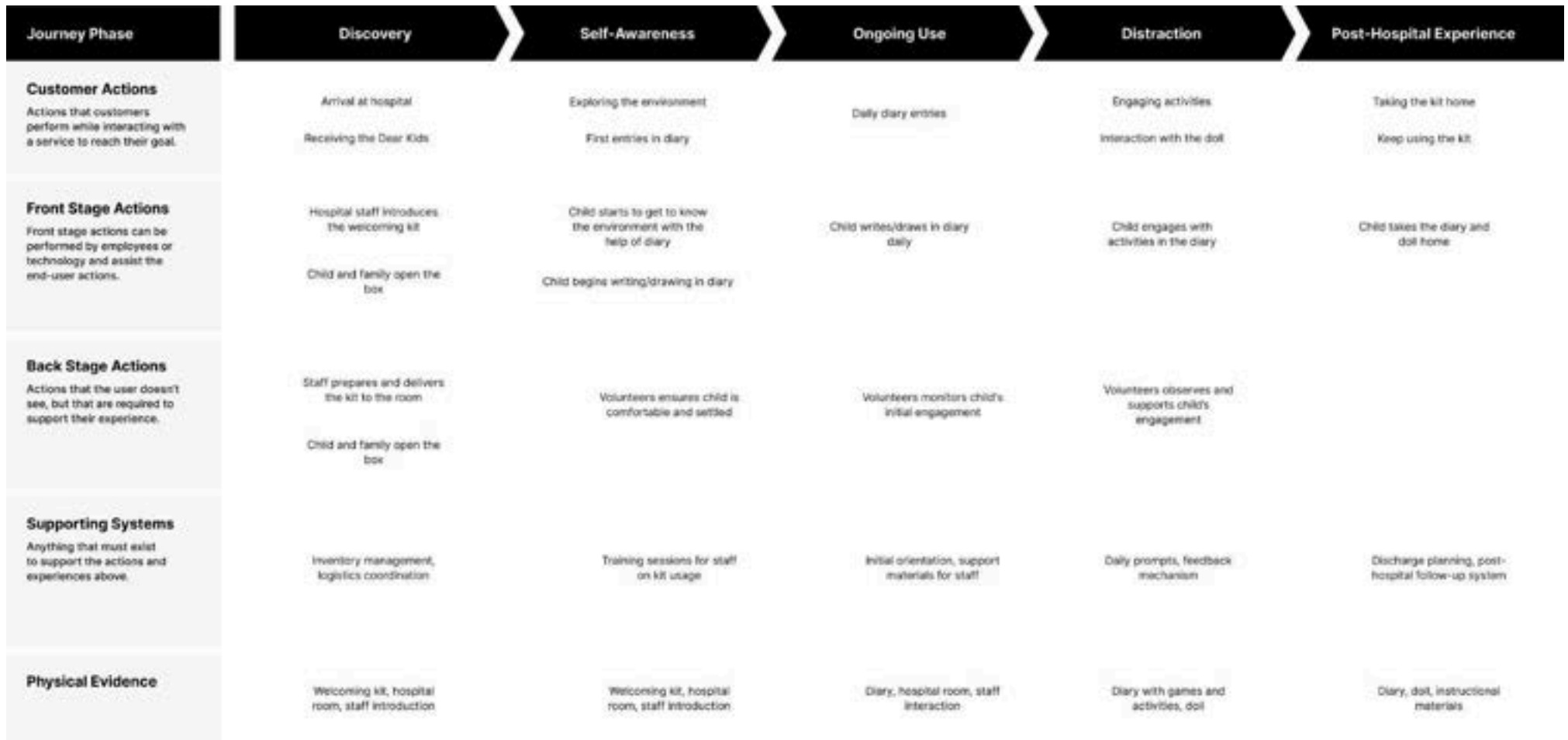
Research and Development: Investment in product innovation and improvement, as well as the development of instructional content.

Revenue Stream

Grants and Donations: Funding from non-profit organizations and charitable donations.

Partnerships: Financial support from corporate partnerships and sponsorships.

SERVICE BLUEPRINT



To see in detail: https://miro.com/app/board/uXjVK_ugHuo=/?moveToWidget=3458764591476718726&cot=14

USER JOURNEY



To see in detail: https://miro.com/app/board/uXjVK_ugHuo=?moveToWidget=3458764591476875751&cot=14

KPI'S

Emotional Well-being and Patient Experience

Patient Satisfaction Score

To measure overall satisfaction with the "Dear Diary" kit.

Metric:

Surveys conducted post-interaction to gauge overall satisfaction.

How to measure?

Rating scale from 1 to 5, average score tracked monthly.

Actions

1. Develop a simple, age-appropriate survey to be filled out by patients with the help of their caregivers.
2. Ensure that surveys are distributed and collected consistently at the end of each month.
3. Aggregate and analyze the data to identify trends and areas for improvement.
4. Share monthly reports with hospital staff and stakeholders.

Family and Caregiver Involvement

Instructional Material Utilization

To track how frequently families use the instructional materials provided.

Metric:

Usage frequency of instructional materials.

How to measure?

Percentage of families reporting regular use of materials.

Actions

1. Keep records of how many instructional materials are distributed.
2. Send follow-up surveys to families to track usage frequency.
3. Analyze the data to determine the percentage of families using the materials regularly.
4. Improve and update materials based on usage patterns and feedback.

BRANDING

MISSION & VISION

MISSION

Our mission is to provide comfort, companionship, and emotional support to hospitalized children through thoughtfully designed products that foster creativity, expression, and resilience. We aim to ease the hospital experience for patients and their families by offering tools that promote mental well-being while helping them to creating self awareness.

VISION

Our vision is to transforming hospital stays for children and their families into more positive and supportive experiences. We aspire to create a world where every hospitalized child feels understood, supported, and empowered through innovative emotional support solutions.

VALUES

4 VALUES

Compassion

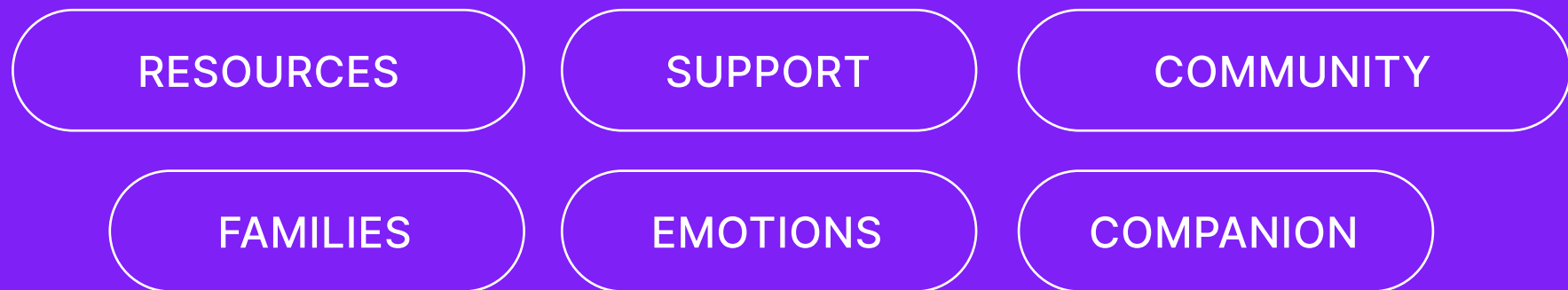
Innovation

Empowerment

Reliability

Empowerment

Empowerment is at the heart of our brand, providing children with the tools they need to navigate their hospital experience confidently. Through our pediatric kit, children gain a sense of self-expression and understanding with a diary designed to articulate their thoughts and emotions. The included doll offers tangible emotional support, while encouraging notes from hospital staff foster a sense of education. Our kit empowers children to face their hospital journey with strength and positivity, supported by their families and caregivers

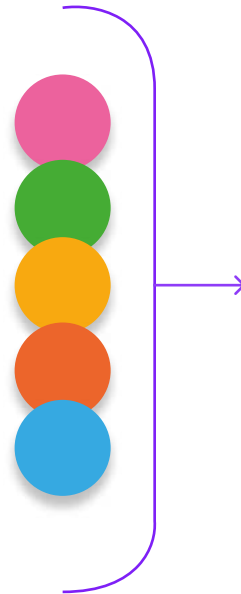


VISUAL / VERBAL TONE

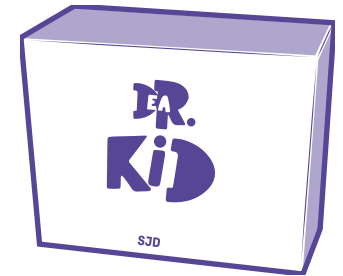
DEAR + DR = **DEAR.**

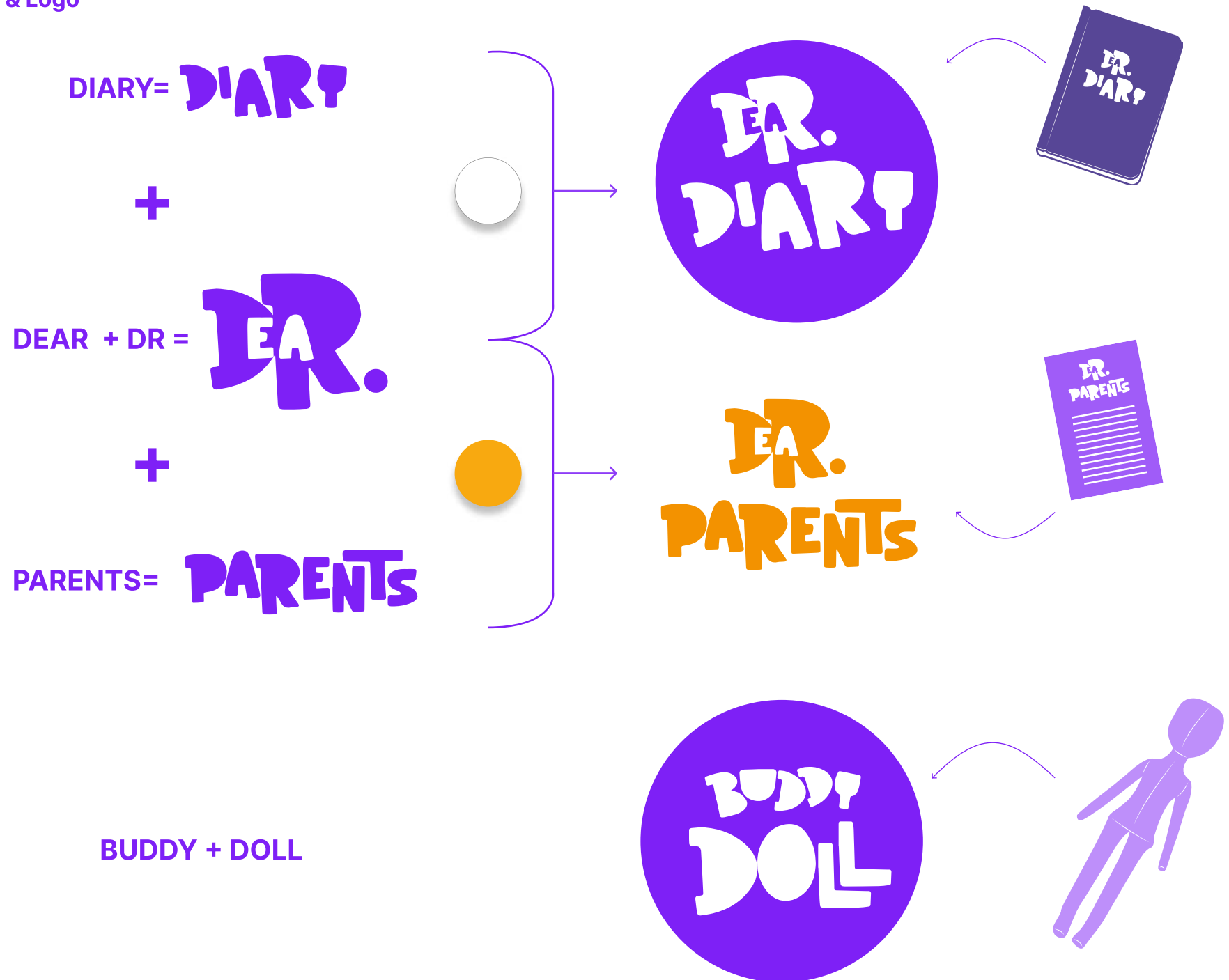
+

KIT (D) = **KID**



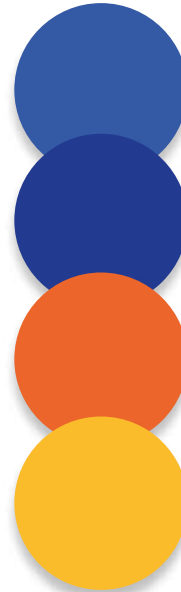
DEAR.
KID





DR.
DIARY

main
COLOR PALETTE



complementary
COLOR PALETTE



DEAR.
DIARY

MASCOTTE
CHARACTERS

These characters, with simple geometric shapes and appealing colors, are designed to accompany the child while using the diary. In constant motion, they integrate dynamically and uniquely into the pages, often addressing the reader directly...

SYNE

font used for normal text

regular
abcdefghijklmnopqrstuvwxyz
1234567890

medium
abcdefghijklmnopqrstuvwxyz
1234567890

semibold
abcdefghijklmnopqrstuvwxyz
1234567890

bold
abcdefghijklmnopqrstuvwxyz
1234567890



illustration
alphabet for
titles

ABCDE
FGHIJ
KLMNO
PQRST
UVWXY
Z

...like this

DEAR. DIARY

TEXT BOX

The text boxes used are colorful and dynamic, without a precise structure on the page. Most consist of vignettes, giving the impression that they come from the various mascots.

Use the iceberg to draw something people know about you...

who is around you?

A psychologist is a special helper who talks with you about your feelings and thoughts. They help you understand and manage your emotions so you can feel happier and more confident.

challenges of the day
Find a new book in the hospital library and read the first chapter

VERBAL TONE

The verbal tone is very direct, often consisting of brief instructions or prompts, as the child should feel in control of the interaction. The diary's role is to provide non-intrusive yet clear suggestions. In the self-awareness section, the tone can be slightly more technical, although it has been designed for immediate understanding by children. This is why the illustrative flyer for caregivers advises them to accompany the child during this section.

DR.
DIARY

ILLUSTRATION
SELECTION

selfawareness
section

A 3x3 grid of medical-related icons. The first two rows feature stylized human figures in various colors (purple, orange, blue, pink, green, yellow) with medical symbols like stethoscopes or lab coats. The third row contains icons of medical equipment: a stethoscope, crutches, a reflex hammer, an IV stand, a monitor, and a syringe.

distraction
section

A 2x2 grid of distraction-related icons. The top row shows an iceberg and two human figures. The bottom row shows a human digestive system and five circular icons containing various cartoonish characters and organs like a brain, stomach, and heart.

BRAND PROMISE

“Comfort, Empowerment, and Distraction
for every child in the hospital”

Empowerment:

by giving them tools to express their feelings, understand their experiences, and maintain a sense of control.

Comfort:

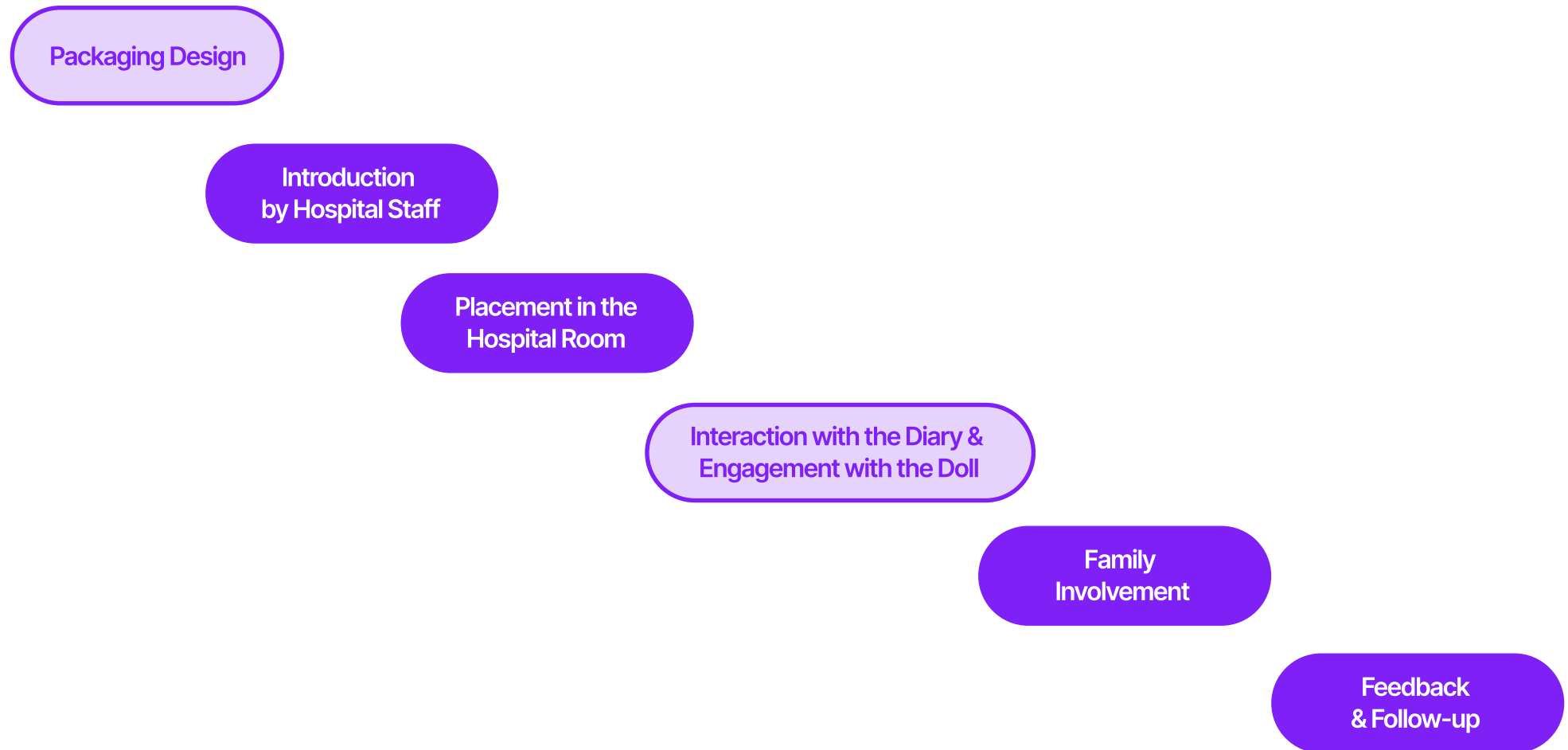
by providing a sense of safety and emotional relief to children during their hospital stay.

WHY?

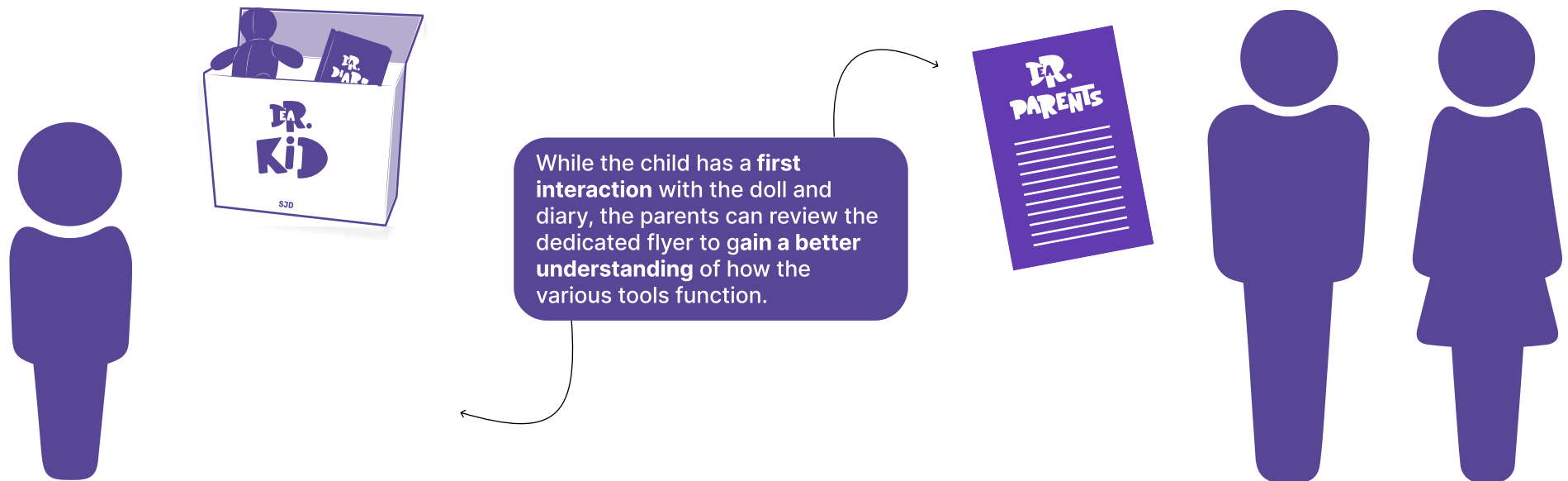
Distraction:

by providing engaging distractions that transport children to worlds of imagination and play, offering a temporary escape from the challenges of the hospital environment.

BRAND TOUCHPOINTS

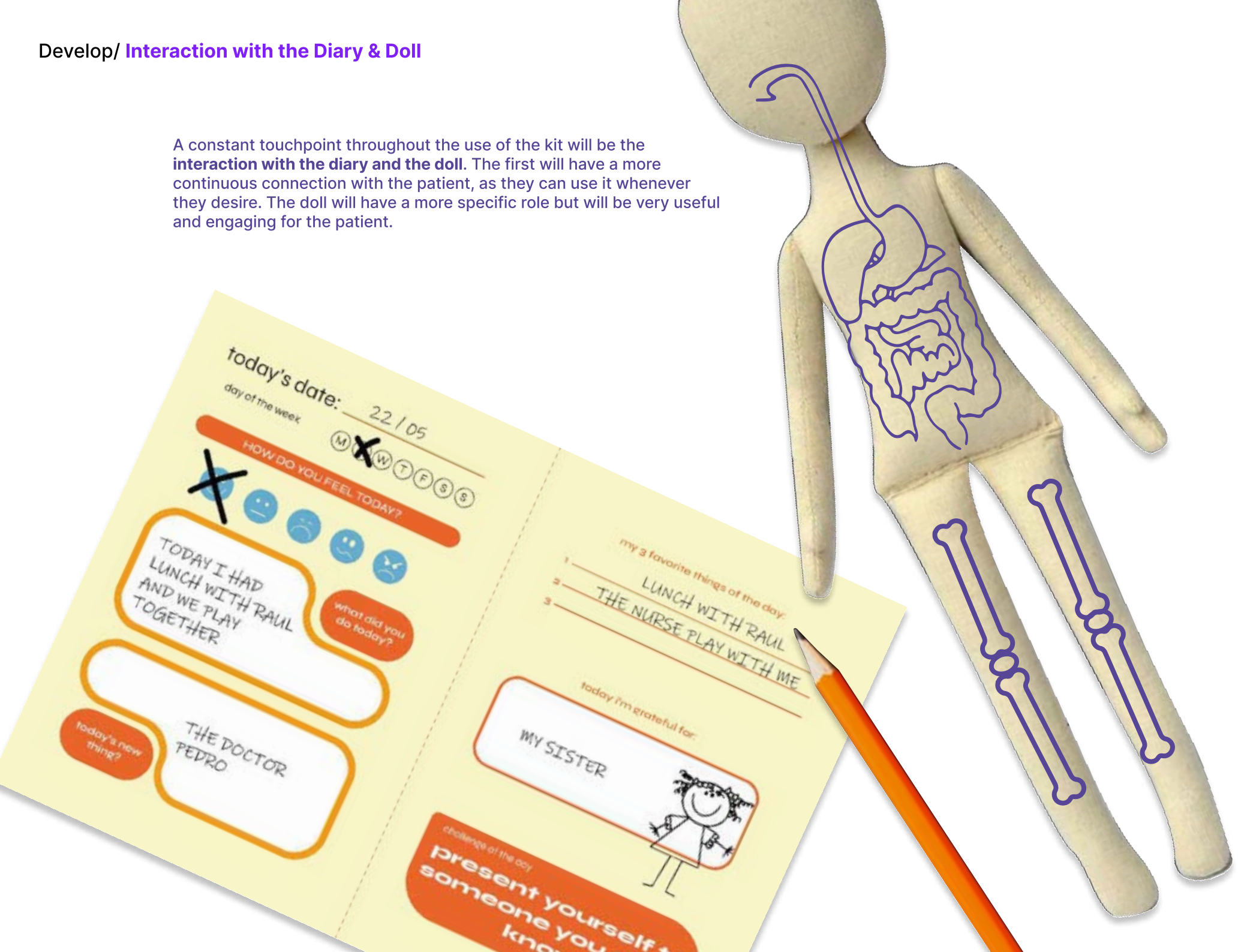


A fundamental touchpoint in the interaction with Dear Kid is the moment of the **kit's delivery**. This will be given to the child within the hospital in the presence of the caregiver. **Social workers** will be responsible for delivering it and introducing the theme of the kit to both the child and caregiver.



Develop/ Interaction with the Diary & Doll

A constant touchpoint throughout the use of the kit will be the **interaction with the diary and the doll**. The first will have a more continuous connection with the patient, as they can use it whenever they desire. The doll will have a more specific role but will be very useful and engaging for the patient.



**FUTURE
VISION**





As we look to the future, we envision the Dear Kids evolving to include a digital component, enhancing accessibility to data for hospital to help their research.

DATA COLLECTION



The Dear Diary might serve as a valuable tool for the hospital's research team, providing anonymized data to improve pediatric care practices and emotional support strategies.

Data Collection and Analysis

Emotional Trends:

Collect data on emotional trends and common stressors experienced by children during their hospital stay, enabling researchers to identify patterns and areas needing intervention.

Outcome Correlation:

Analyze the correlation between emotional states and recovery outcomes, helping to refine support programs and therapeutic approaches.

How?

STEP 1: QR Code Integration

Include a QR code to the end of the Dear Diary. Families or caregivers can scan these QR codes using their smartphones.

STEP 2: Selective Sharing

Children can give permission for specific pages to be shared. By scanning the QR code, families or caregivers can upload these selected pages to a secure cloud storage.

STEP 3: Cloud Connectivity

The uploaded content will be accessible to the hospital's research team, providing them with valuable data while maintaining the privacy and consent of the patients.

Privacy and Security

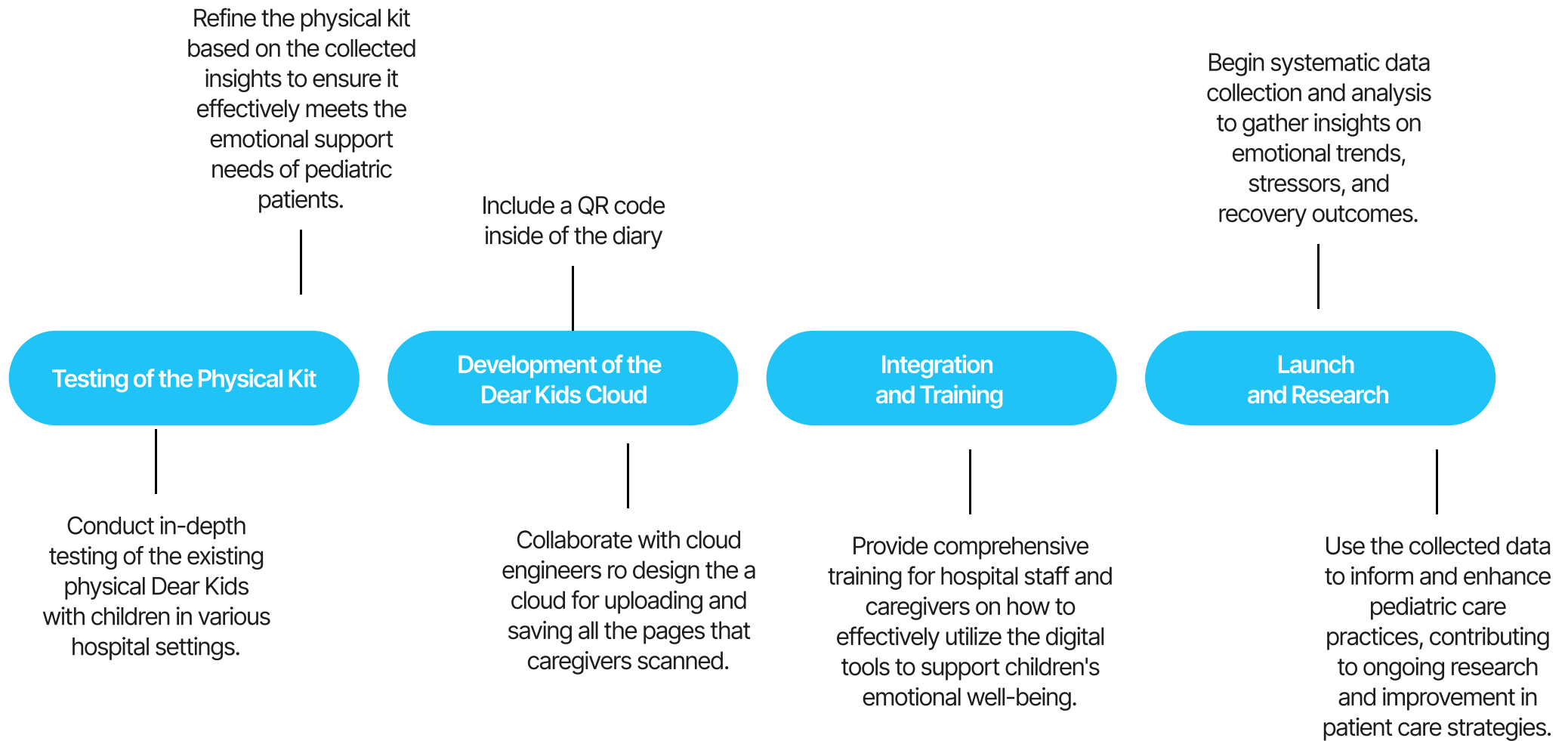
Anonymized Data:

Ensure all collected data is anonymized to protect patient privacy while still providing valuable insights for research.

Secure Platform:

Implement robust security measures to safeguard data and maintain trust with patients and families.

ROADMAP



CONCLUSION

The "Dear Kid" initiative represents a pioneering approach to enhancing the hospital experience for pediatric patients at Sant Joan de Déu Hospital. This project has been driven by a commitment to provide comprehensive emotional support to young patients through the integration of a physical diary, a doll, and instructional materials for families. Over the past three months, we have meticulously designed, developed, and tested this welcoming kit with the aim of addressing the multifaceted needs of hospitalized children aged 6-12 years old.

The core of the "Dear Kid" project lies in its holistic approach to emotional well-being. By offering a diary, we empower children to articulate their thoughts and feelings, fostering self-awareness and emotional resilience. The doll serves as a comforting companion, helping to alleviate the anxiety often associated with hospital stays. Through these tools, we aim to create a nurturing environment that supports the mental and emotional health of young patients.

A significant aspect of this initiative is the active involvement of families and caregivers. The instructional materials included in the kit are designed to guide families in engaging with their children's emotional needs effectively. By equipping families with these resources, we promote a collaborative approach to care, enhancing the overall support system available to the child. This engagement not only benefits the child but also empowers families to take an active role in the emotional healing process.

Our vision extends beyond immediate emotional support. The project incorporates plans for long-term data collection and analysis through a digital version of the diary. This digital integration will facilitate ongoing support and provide valuable data for the hospital's research team. By tracking the emotional well-being of patients over time, we aim to gain insights that will inform future interventions and contribute to the broader field of pediatric care.

Throughout this project, we have identified several opportunity areas: improving communication between children and medical staff, involving families more deeply in the care process, and addressing language barriers for non-native speakers. Each of these areas presents a chance to enhance the hospital experience further. However, challenges such as ensuring consistent usage of the diary and doll, and measuring long-term impacts, remain. Addressing these challenges will be crucial for the sustained success of the initiative.

Looking ahead, the integration of digital tools and data analytics will play a pivotal role in the evolution of the "Dear Diary" project. By leveraging technology, we aim to offer personalized and continuous support to patients, even after discharge. The collected data will not only help in improving individual patient care but also contribute to the hospital's research, providing insights into the emotional and psychological needs of pediatric patients.

The "Dear Diary" initiative is more than just a project; it is a commitment to improving the hospital experience for young patients through emotional support and family involvement. By providing a structured yet flexible framework for emotional expression and comfort, we hope to make a significant positive impact on the lives of children during their hospital stays. As we move forward, the continuous evaluation and adaptation of this initiative will ensure that it meets the evolving needs of patients and their families, ultimately contributing to better health outcomes and overall patient satisfaction.

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