



SHINE

Improving Health Care for All

THE PROBLEM ✨

How can a hospital implement a process of continual improvement from the bottom up? Virginia Mason's answer is Moonshine—a Lean process that empowers all staff to prototype solutions to reduce inefficiency and waste.

Only a handful of Moonshine projects have moved past project initiation, and fewer have reached production. Virginia Mason engaged us to evaluate the process and identify opportunities for improvement.

SHINE IS OUR VISION FOR A LEANER PROTOTYPING PROCESS

Through research into Moonshine's history and current implementation, as well as staff interviews, we learned that the redesigned process needs to be flexible with busy staff schedules, easier to initiate with less paperwork, and it should have a centralized repository of resources. From these findings, we built a set of design recommendations for Virginia Mason.



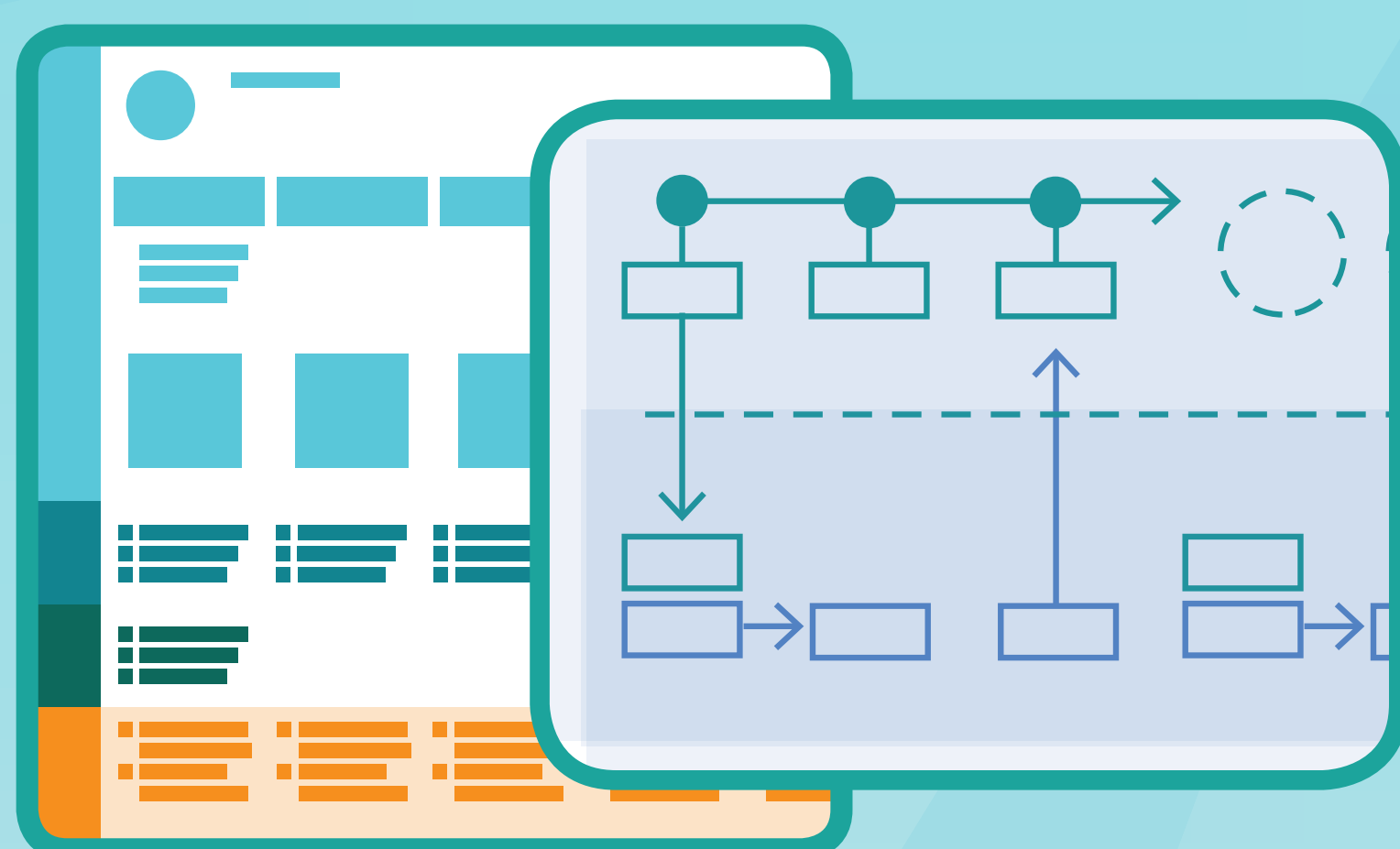
A Centralized Website

Optimize workshops and reduce project initiator's time spent filling out paperwork. We created a site map, wireframes, and a user flow to demonstrate how the Shine Portal could work as a learning and project management tool.



A Convenient Mobile Prototyping Kit

We reinvented the Mobile Moonshine Kit with a new start guide, activity cards, and enough supplies to get anyone started with prototyping.



A Streamlined Process

A simple and clearly defined process for project initiation will ensure participants are able to follow through and start ideating. We created a detailed journey map of the Shine Pathway and a service blueprint of the entire system to present VM with a clearly defined process for project initiation.



A Fresh Rebrand

There's no clear way to identify Moonshine products "in the wild" and it's hard to explain the mission or purpose of Moonshine to new team members. To increase visibility of Shine we created a preliminary style guide, logo, and drafted a set of guiding principles.

TEAM 4K

Kristen Demarjian • kdem@uw.edu

Kris Everson • keverson@uw.edu

Dave Kennedy • dave@davekennedyimages.com

Kyle Witt • kawitt@uw.edu

