

Reading: Good design

- 1 Think of something you use that is well designed, for example, something you use in your kitchen, in your workplace, or in your bedroom. Why do you like the design?
- 2 Read about some good design ideas in a hospital. What problem did they solve?
- 3 Answer these questions.
 - 1 How did the designers find out about the patients' experience?
 - 2 Why were the videos boring?
 - 3 What did the nurses suggest and propose and why?
 - 4 What did the consultants recommend and why?



suggest, propose, recommend

1 Use an *-ing* form (*doing*) after these verbs.

They suggested/proposed/recommended attaching mirrors.

NOT *They suggested to attach mirrors.*

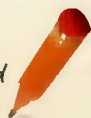
2 These verbs are all formal. We use them to report what people said when we are writing. We generally use different expressions when we are speaking.

Why don't we attach mirrors?

Let's attach mirrors.

How about attaching mirrors?

They recommended attaching mirrors.



- 4 Work in pairs. Look at the article again. What do you think the nurses and design consultants actually said?



Seeing things through the users' eyes

A large healthcare organization in Minnesota employed some consultants to help improve its patients' experiences. The designers looked at its hospitals through the eyes of its patients and made videos of the things they saw. The results were a surprise. Patients spend most of their time in bed, so they look at the ceiling or the floor for hours and hours. The videos were very boring.

One nurse suggested sticking pictures on the ceilings. The designers proposed putting whiteboards on walls in patients' rooms. Patients could write on them with coloured pens and when they were in bed, patients could see their messages and pictures. The consultants recommended attaching mirrors to the ends of the gurneys used in the hospital to move patients from one place to another. The patients could look in the mirror, see their nurse and have a conversation.

All these ideas worked and the patients liked them. Good design is about understanding human beings and seeing things from their point of view.

a gurney (AmE): a table with wheels, used for moving sick people in a hospital