



Authoring for advocacy

Writing a design brief on behalf of patients and families

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The child first and always



5: Results

4: Practice

3: Theory

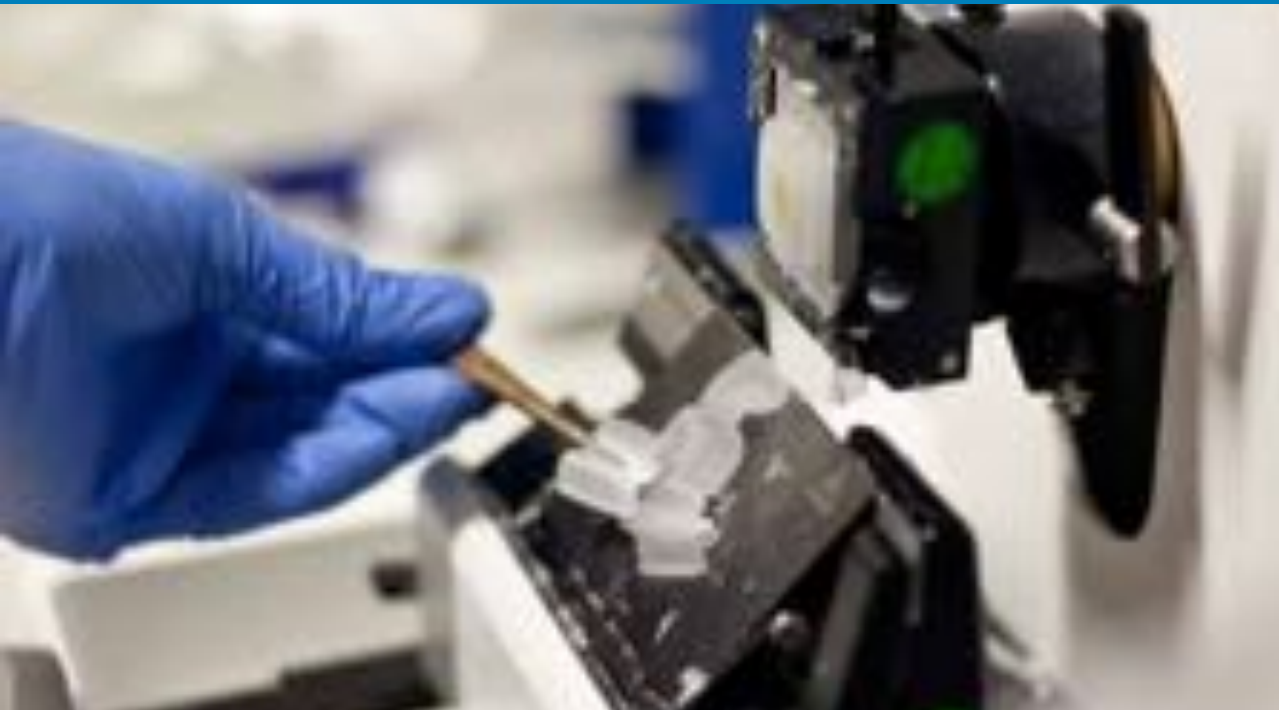
2: A brief to put “the
Child First and Always”

1: GOSH today



GOSH today





GOSH today

GOSH today



Iron Man's visit to Great Ormond Street Hospital



But that's not the
whole story...





Arriving at
GOSH



2. A design brief to put “*The child first and always*”



The functional content quagmire!



Patient advocacy
in design

3-part
design brief

Context

Content

Concept



3. Theory

ZMET



Design thinking

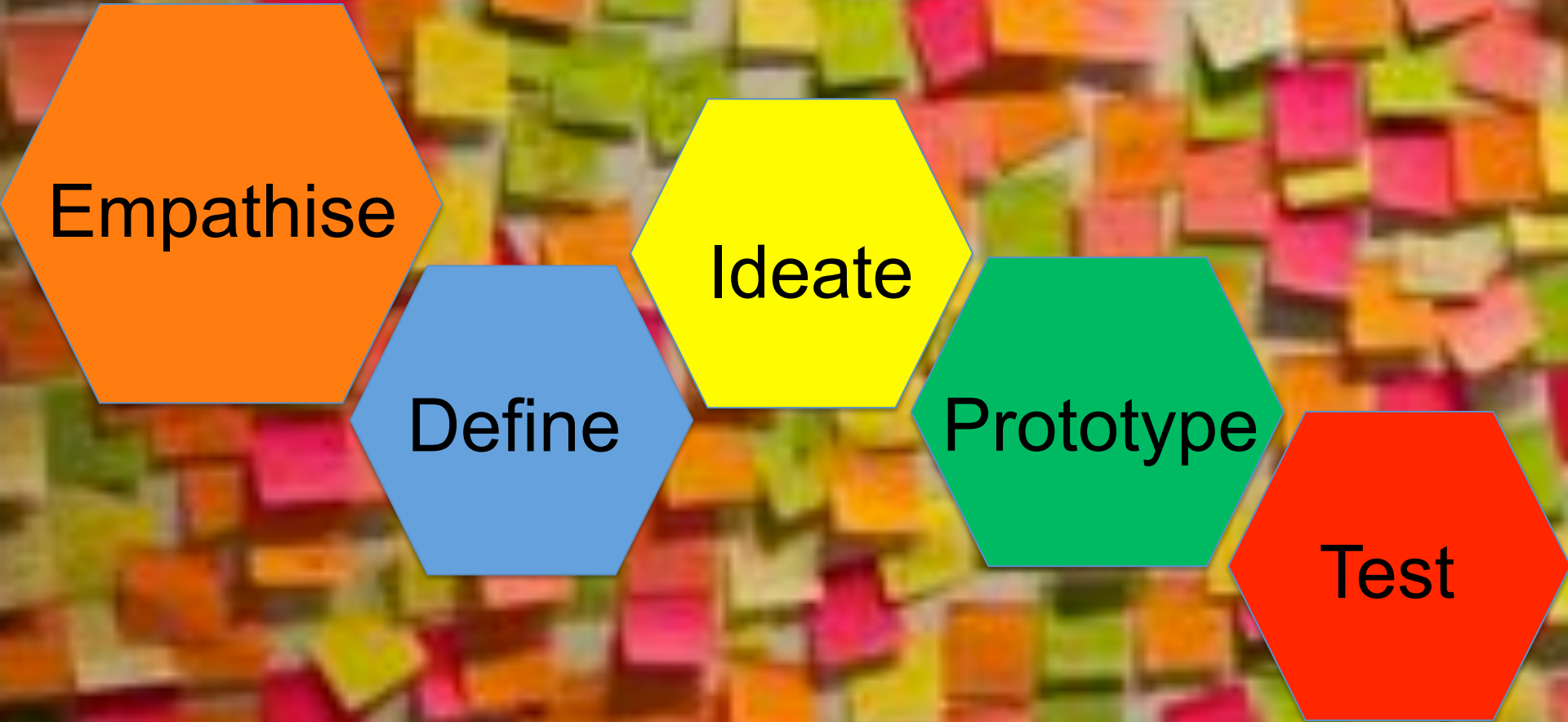
Empathise

Define

Ideate

Prototype

Test





4. Practice

GOSH Young People's Forum



Workshop 1



Image selection exercise



Postcard exercise





Workshop 3



Workshop 3



Workshop 3



Workshop 4





5. Results



Key themes
in feedback



Staff insights



ACCESSIBLE

AMONG A BUNCH OF STRANGERS

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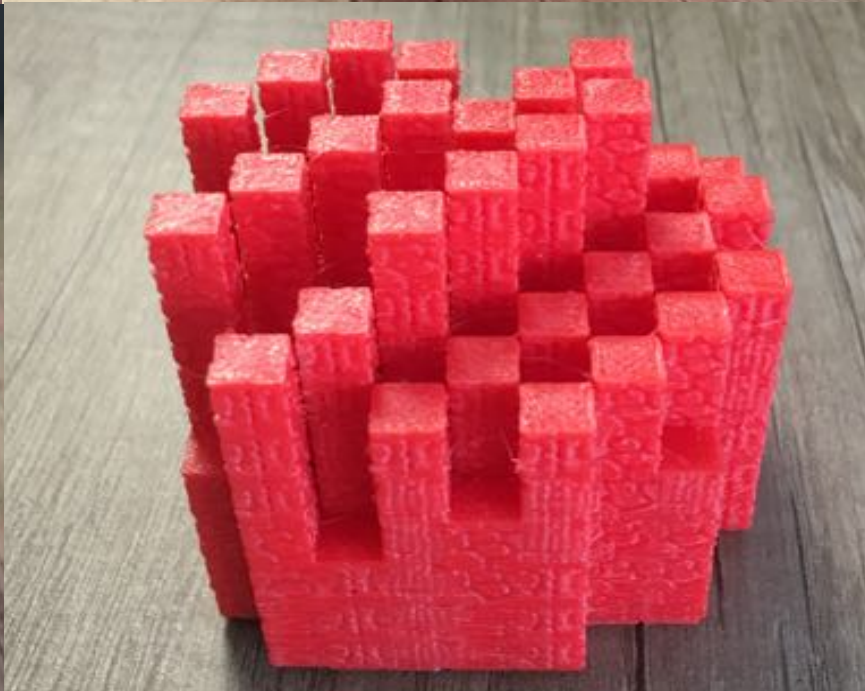
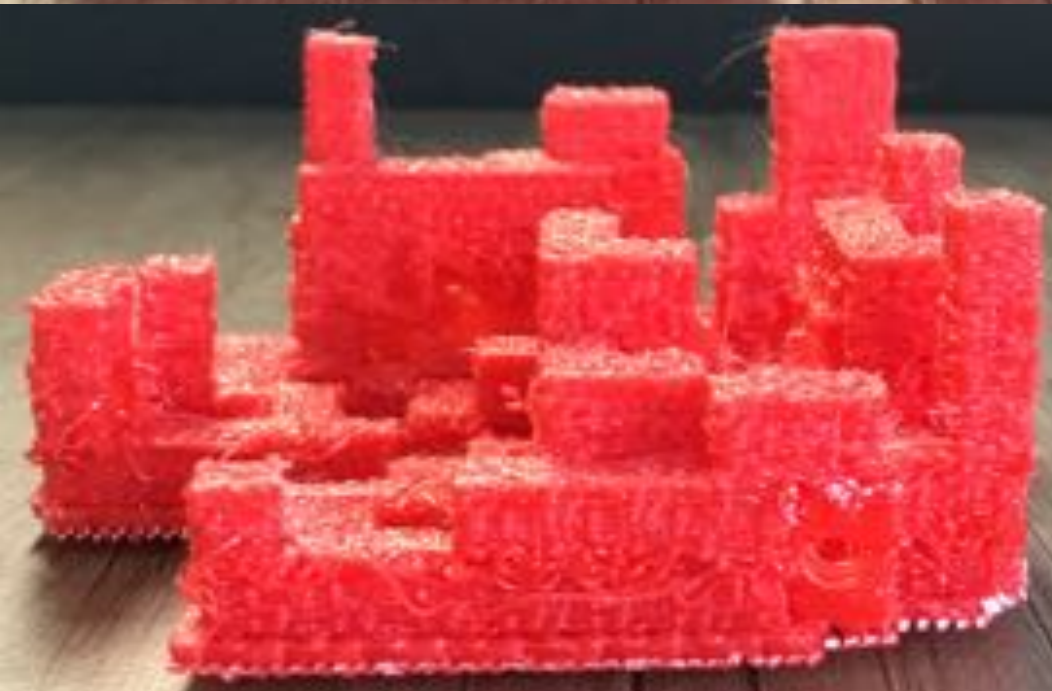
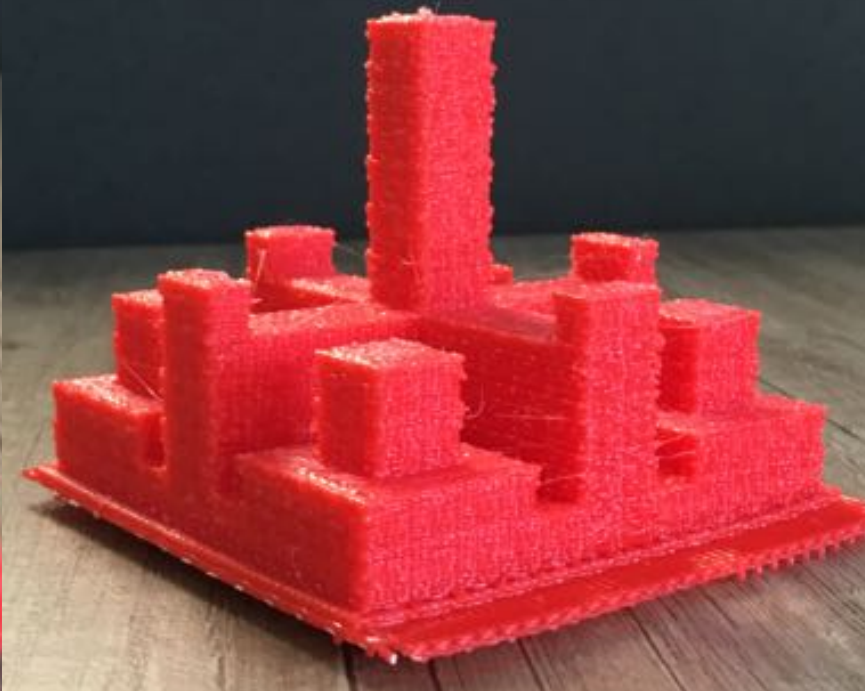


Family stories

What we learned



Blokify models



Success?



Co-design =
hard work!









D₂ **R**₁ **E**₁ **A**₁ **M**₂

B₃ **I**₁ **G**₃

