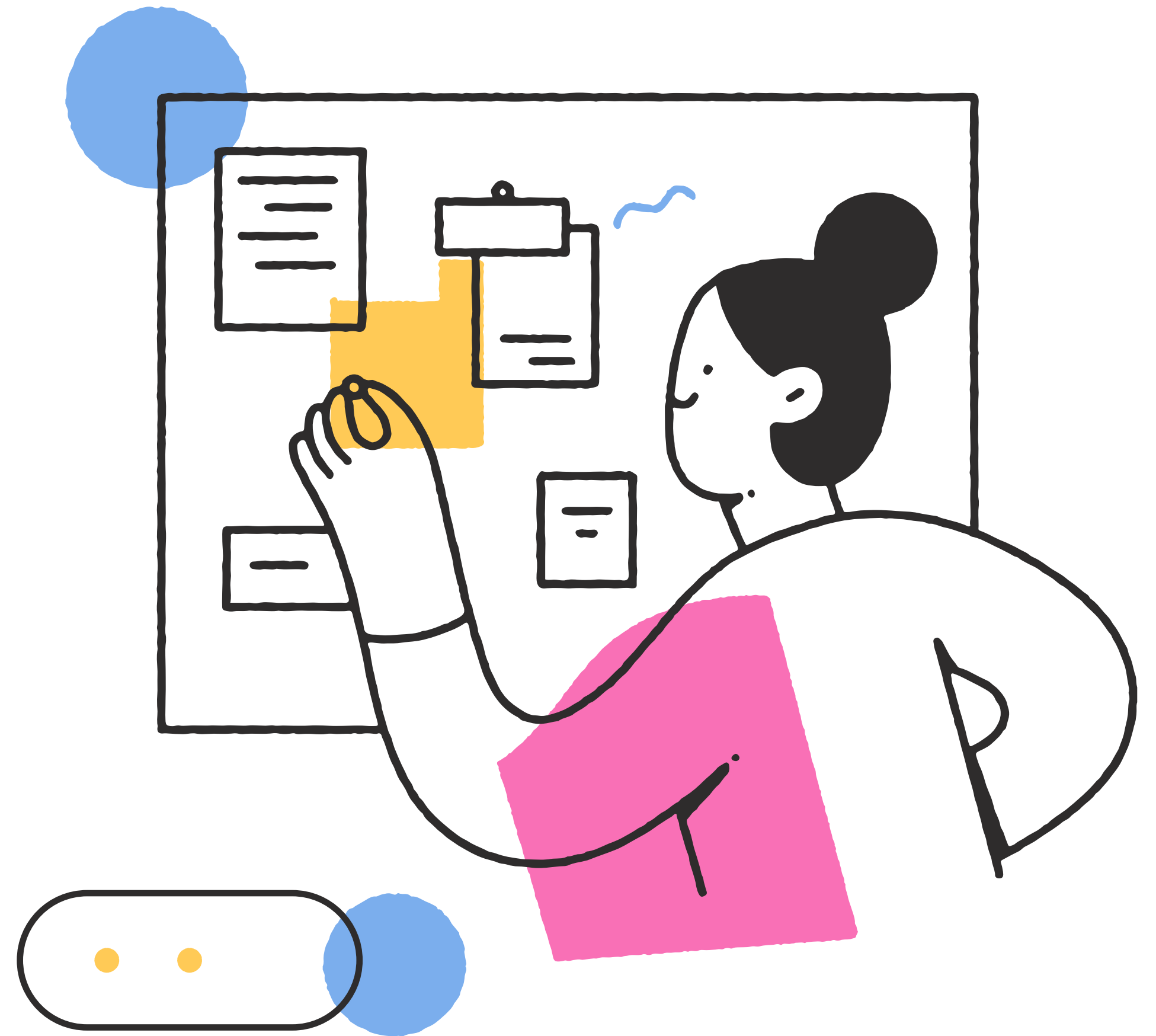


Madison Tanfara  
February 19, 2025

Yvonne Shek  
Service Design 2 - BDES-2503

# Campbell Dental

Co-Creation Workshop Deck



# Workshop Agenda

## 01 Introduction (2 mins)

- Introduce project goals and problems
- Introduce stakeholders

## 02 Activity 1: HMW ( 7 mins)

- Review website screens to identity pain points in the current stage

## 03 Activity 2: HMW ( 7 mins)

- Answer HMW Questions to come up with solutions to make the booking & automated communication process clear

## 04 Activity 3: Prioritization Chart ( 2 mins)

- Identity the most valuable and urgent solutions

## 05 Debrief & Wrap Up (1 min)

- Wrap up and thank co-creators for their time and insights

# Ground Rules

1



No devices

2



Do not interrupt  
other participants

3



Keep it kind!

# Executive Summary

This study focuses on understanding and improving **Campbell Dental service**.

My research method involved conducting a service audit, talking to the middle and back at Campbell Dental.

Campbell Dental has been around since 1960s, and is a small dentist offering various treatments.

Patients either call or book online to make appointments. However, the website is very **outdated** making it hard for patients to submit bookings.

# Executive Summary

## Key Findings

1

Patients do not utilize the website for scheduling appointments due to its lack of customization options.

2

Patients arrive a week early, miss their appointment, or no-show, disrupting the staff's schedules.

3

Since COVID, the children's area has no toys, and with only a tv screen to keep children entertained

# Executive Summary

## Key Findings

1

Patients do not utilize the website for scheduling appointments due to its lack of customization options.

2

Patients arrive a week early, miss their appointment, or no-show, disrupting the staff's schedules.

3

Since COVID, the children's area has no toys, and with only a tv screen to keep children entertained

# Who's Involved?



**Mike**

Paitent

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**AGE: 45**



**Christina**

Office Manager

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**AGE: 48**



**Roger**

Owner

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**AGE: 54**

# Activity 1: Website Walkthrough

## Goals:

*Identify pain points in the website*

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## Tasks:

- Review Website Pages
- Mark Frustrations with sticky notes

[oakvilledental.ca/](http://oakvilledental.ca/)





## Activity 2: HMWs

### Goals:

*How might we optimize the patient booking and communication process to enhance the overall experience of patients and staff?*

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### Tasks:

- Come up with solutions to make the booking process clear and accessible



# Activity 3: Prioritization

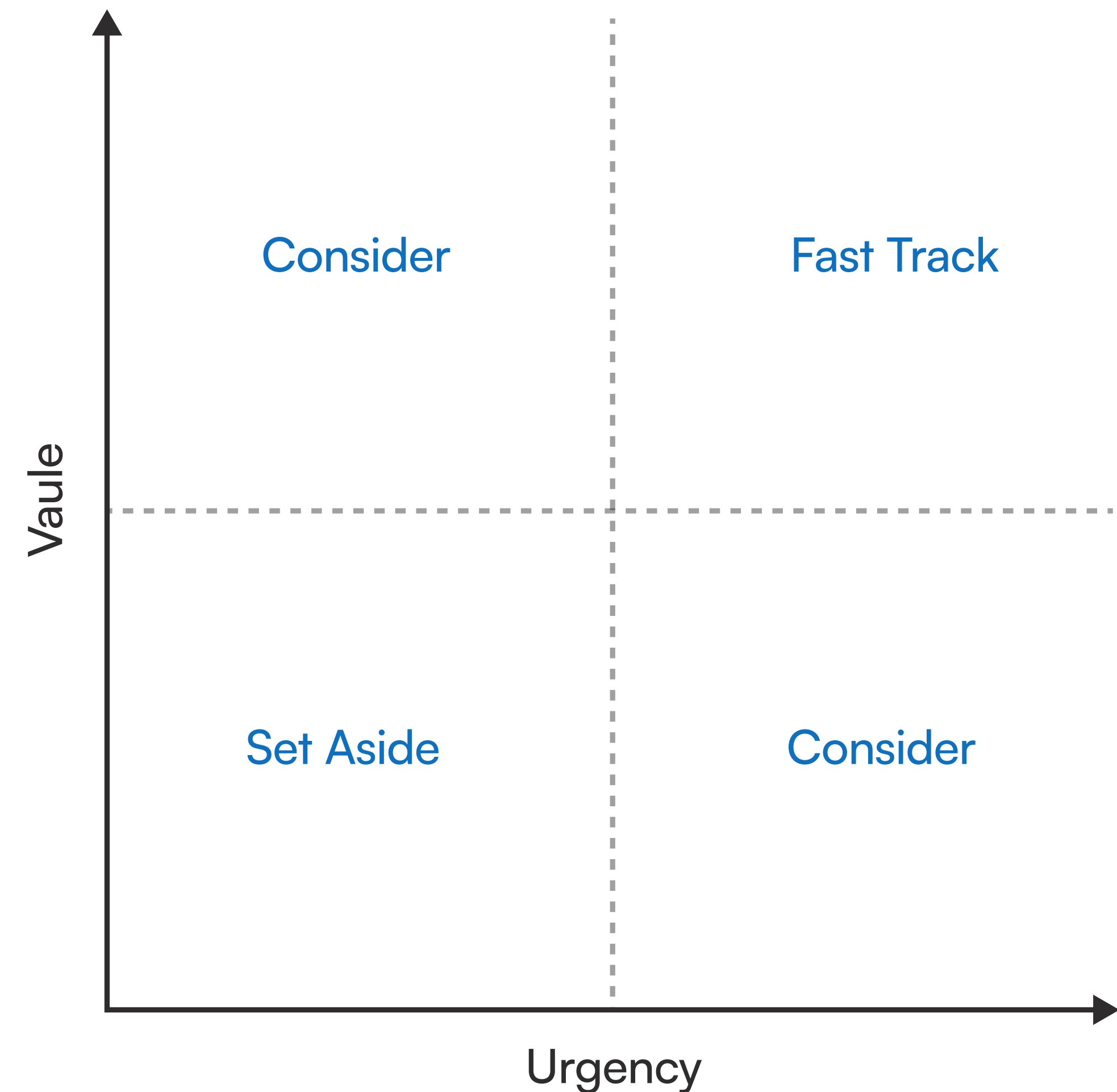
## Goals:

*Discuss your ideas/solutions and pick which ideas need to be prioritized!*

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## Tasks:

- Identity the most valuable and urgent solutions



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# Thank You!

