



JAMES GLEDHILL IV

SERVICE DESIGN ~ 2024



CONTACT

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Hi there, I'm James Gledhill, a Service Design student at SCAD.
I'm passionate about using my skills and knowledge to create meaningful solutions.

SOFTWARE & PLATFORMS

- Figma
- Adobe InDesign
- Rhino
- Sketch Up
- Twinmotion
- XR stage technology
- Oculus
- Apple Vision Pro

SKILLS

- Prototyping with Virtual Reality
- Service Blueprinting
- Journey, Ecosystem & Stakeholder Mapping
- Graphic & Presentation Design
- User Experience Design
- 3D CAD Modeling

AWARDS & CERTIFICATES

- Deans List x 3
- Lextant: Design Research & Insight Translation
- Eagle Scout

EXPERIENCE

SCAD Museum of Art
Docent | 03/2023 - 5/2023

- Fostered an immersive art experience for visitors
- Orchestrated guided tours with a focus on clear communication and enhancing visitor comprehension
- Leveraged academic resources & technology to elevate the museum of experience

MIXXER
Intern & Camp Counsellor | 12/2019 - 9/2024

- Created an online maker community hub promoting member connectivity
- Prepped space & activities for guests, members and camp participants
- Processed concepts into formats ready for 3D printing, laser & plasma cutting

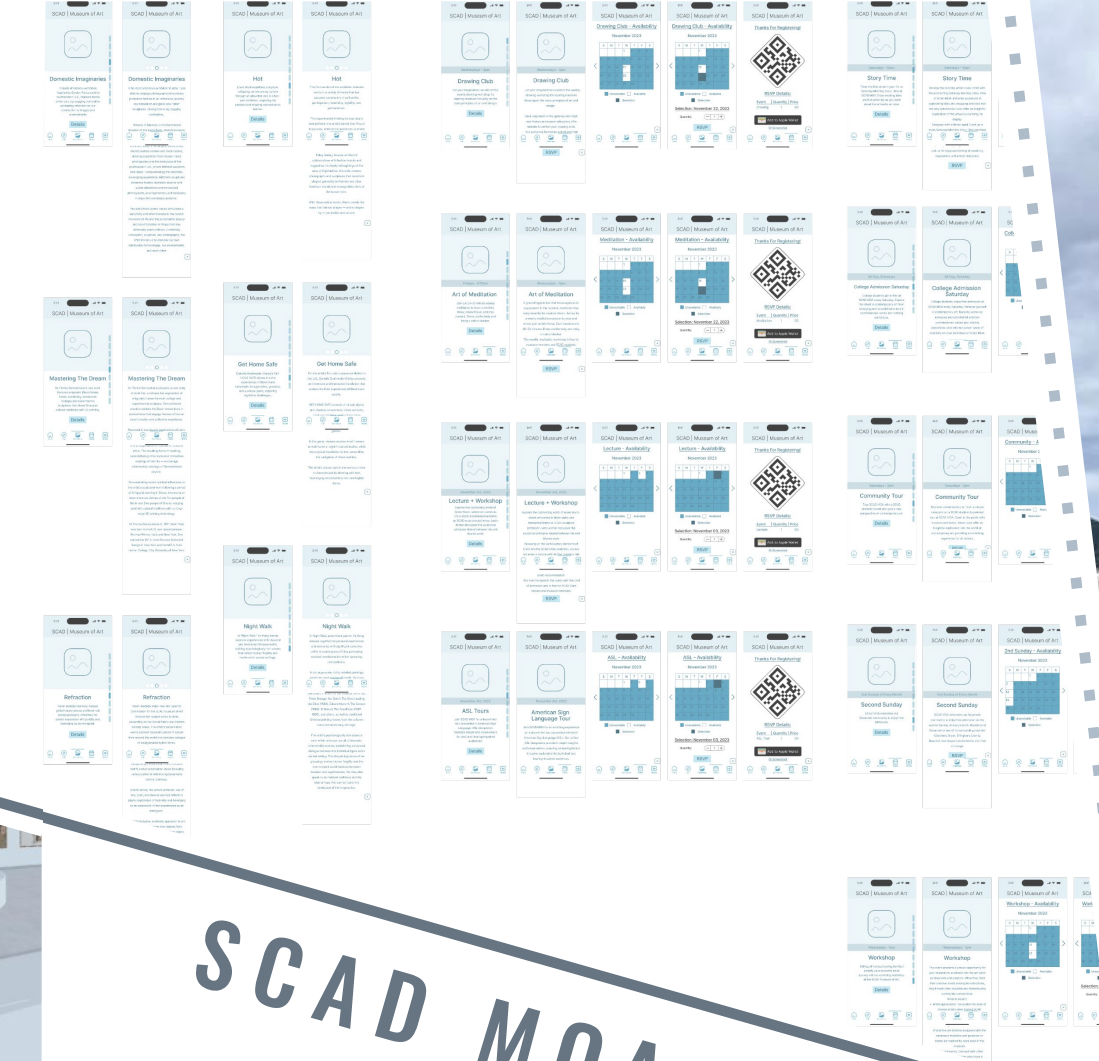
Service Design Club
Chair | 8/2024 - Present



EPIC ODYSSEY



SCAD MOA: SERV



SCAD MOA: UXDG



EXTRAS

EPIC ODYSSEY

SUPERUSER TRAINING

EPIC Odyssey is a certification program designed to boost client employee skills with MyChart as part of a broader EPIC Systems initiative. Over five days, SuperUsers, who will guide their hospital's transition to EPIC Systems, receive hands-on experience and learn effective strategies to make the process as smooth as possible.

Our team started the quarter with the broad task of picking a service to research, analyze, frame, ideate, and document. Starting with a focus on telehealth in general, we quickly settled on EPIC Systems with employee training and change management as our primary focus.

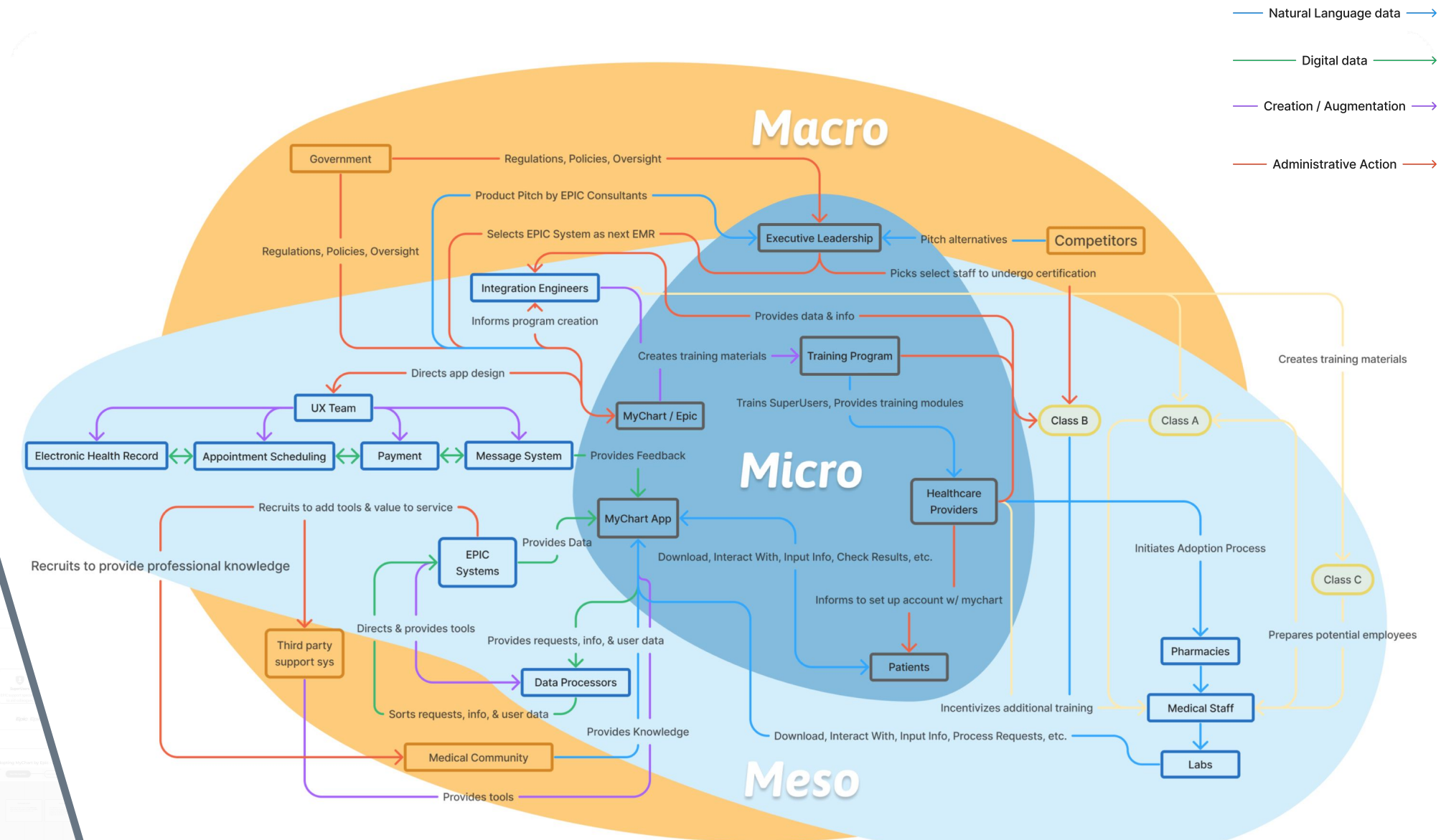
Leading up to midterms we completed a thorough foundation of research which culminated in developing an initial customer journey map, ecosystem map, and story board.

DISCOVERY & FRAMING

TESTING & REVISION

Following our midterm we prepared for a co-creation workshop. With the help of our class, we discovered new insights and oversights in our initial documentation and ideation

These new points from our co-creation workshop helped us develop a revised customer journey map and a service blueprint for the EPIC Odyssey portion of our recommendations.



ECOSYSTEM MAP

FINAL DOCUMENTATION & VISIT

As the quarter was coming to a close we focused on creating a white paper as a culmination of the entire quarter's work, encompassing our key findings and points to convey.

Following this our team had the opportunity to visit EPIC Systems headquarters in Verona, WI. While there we met with a change management project manager and a team member to share our findings. Our work was well received and they were receptive to many of our concepts. We also toured their headquarters which is sprawling and fantastical.

Solution

Certification Suite

Our proposed suite of certification levels offers comprehensive training solutions designed to address all stages of career development.

This program provides three distinct levels of training, ensuring that individuals at any point in their career can benefit from tailored educational opportunities.

Leveled Training

Each level of the EPIC training program is structured to equip participants with the necessary skills and knowledge to excel in their respective duties.

Whether you are just starting out, advancing in your career, or seeking to master your profession, the EPIC Certification Suite delivers an inclusive and thorough training experience for everyone.

	Class A	Class B	Class C
In-Person Training Lecture sessions held in the workplace			
Online Training Modules, videos, & articles accessed virtually			
Simulation Four hospital spaces with training scenarios			
Med Students Students, part-time employees & interns			
Current Employees Employee currently employed within the healthcare system			
Senior Employees Admins/Managers expected to oversee transition to EPIC Systems			

Dr. Jane Doe, 45, is a senior healthcare administrator with expertise in healthcare technology and data analytics.

She focuses on enhancing healthcare delivery and managing smooth system implementations, balancing administrative duties with staying current on technological advancements.

Brian, 38, is a resident medical student with a focus on patient care and medical research.

He balances his clinical duties with ongoing education, utilizing healthcare technologies like Epic MyChart to enhance efficiency and data accessibility.

Emily, 22, is a dedicated and friendly medical student who focuses on patient interactions and clinical learning.

She uses healthcare systems and resources in her studies, striving to improve her proficiency and knowledge in the medical field.

9

Benefits

EPIC Core Benefit: Comprehensive training improves hospital efficiency and satisfaction with EPIC Systems, driving growth as more hospitals adopt EPIC for better performance.

Quality Control

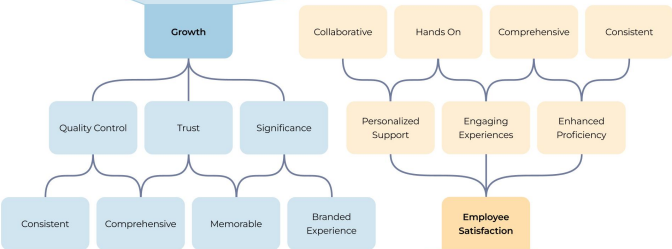
Through consistent and comprehensive training, EPIC ensures the proper utilization of its systems. By empowering SuperUsers to train their staff, EPIC maintains control over implementation, upholding high standards and effective system use across all hospitals.

Trust

Comprehensive and memorable training fosters enduring relationships with hospitals and SuperUsers. EPIC's dedication to excellent service builds trust, enhances its reputation, and drives company growth through strong, reliable partnerships.

Significance

Memorable training and a distinctive branded experience differentiate EPIC from competitors. This unique approach underscores EPIC's significance, creating a positive, lasting impression and reinforcing its leadership position in the industry.



SuperUser Core Benefit: Quality training boosts SuperUser's ability to oversee EPIC implementation and train hospital staff effectively, leading to employee satisfaction.

Personalized Support

Collaborative and hands-on training provides SuperUsers with personalized support from consultants, account managers, and specialists. This relationship continues during and after EPIC implementation, ensuring tailored guidance and ongoing assistance for successful adoption.

Engaging Experiences

Hands-on and comprehensive training offers SuperUsers an engaging experience through immersive, practical sessions. This approach makes learning memorable and exciting, encouraging SuperUsers to maintain enthusiasm as they train others effectively.

Enhanced Proficiency

Comprehensive and consistent training ensures SuperUsers achieve enhanced proficiency. This deep understanding enables them to effectively train their staff, ensuring successful implementation and ongoing optimization of EPIC Systems at their home hospitals.

15

SOLUTION & BENEFITS

MUSEUM OF ART

VIRTUAL PROTOTYPE

We thoroughly reviewed and improved upon the SCAD Museum of Art experience through comprehensive exploration, stakeholder engagement, interviews, surveys, collaborative brainstorming, and a refined virtual prototype

In the initial phase of our study, we conducted an exploration of the museum. This involved engaging in conversations with various stakeholders, analyzing online reviews, and evaluating the museum's web presence, all of which laid the groundwork for our journey map.

Moving forward we expanded our insights by conducting additional interviews and surveying museum visitors to inform the creation of a detailed service blueprint.

DISCOVERY & FRAMING

CURRENT STATE

“Small, Secluded Admissions Desk”

The current admissions desk fails to capture the attention of visitors

“Confusing Layout”

A wall divides the main lobby space and there is an absence of noticeable wayfinding

“Congested Café / Shop”

The café/shop space is very crowded and awkward to navigate

Our collaborative efforts continued with a brainstorming workshop involving docent employees whose valuable input helped us identify key areas for improvement. With these insights, we proposed practical alterations, including the addition of welcoming lobby seating, a reconfiguration of café seating, adjustments to the admissions desk, and the introduction of floor-marked thoroughfares.

To test and visualize these changes we developed a virtual prototype that could be experienced through a VR headset. With it we gathered feedback and further refined our prototype.

TESTING & REVISION

PROPOSED STATE

Prominent Admissions Desk

The admissions desk was redesigned to be clear & straightforward

Dedicated Pathway

The floor has been segmented into designated walking areas & seating has been added for comfort

Café / Shop Redesign

The new café layout is designed to be an open & relaxing space



VISUALIZED

MUSEUM OF ART

LO-FI APP PROTOTYPE

In User Experience Design Methods, as a part of an individual project, I developed a low-fidelity mobile app prototype for the SCAD Museum of Art. My goal was to streamline and harmonize the presentation of museum information to improve the pre-visit experience.

I began this project by analyzing the SCAD Museum of Art's digital resources. The research revealed a fragmented system with essential functions scattered across different platforms leading to a confusing user experience filled with outdated information and bugs that hindered task completion.

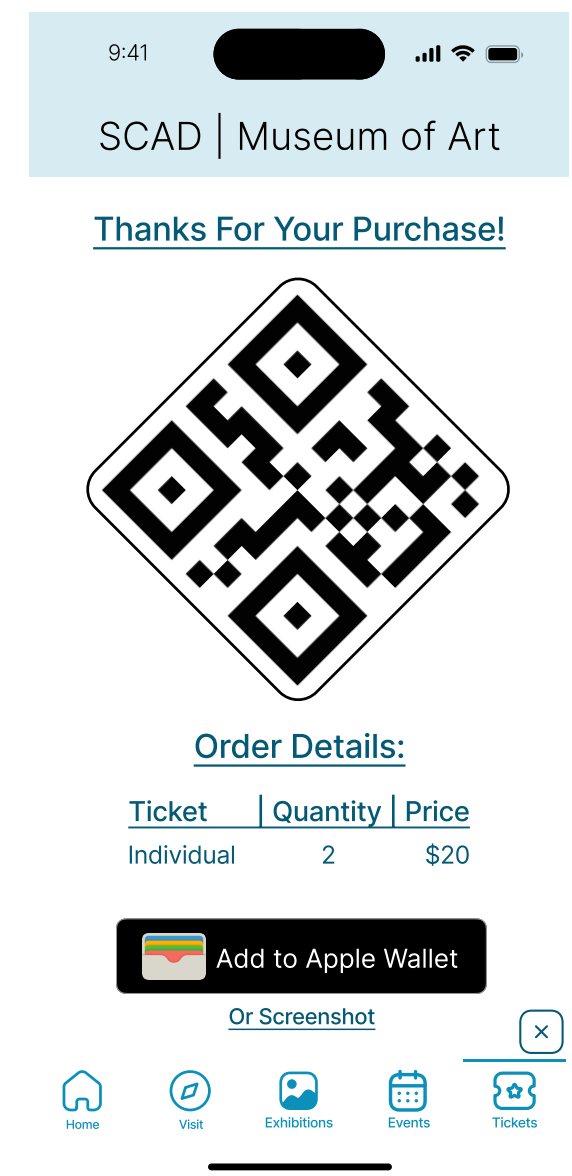
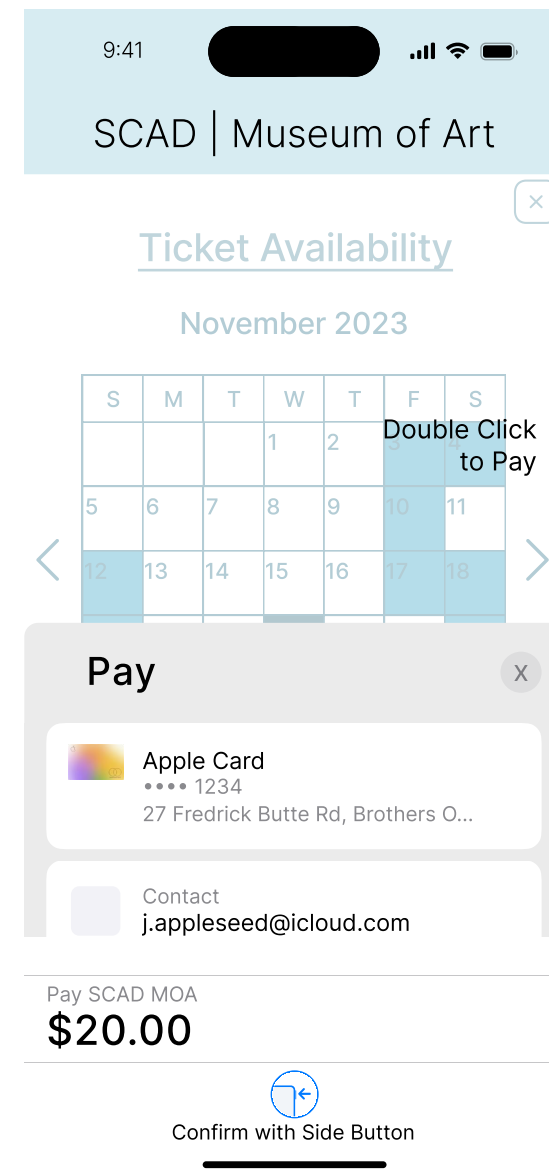
After reviewing the museum's digital presence I conducted a competitive analysis of three successful museum apps to identify key features behind their success. During this period I also developed user personas and created the initial information architecture for the prototype.

DISCOVERY & FRAMING

TESTING & REVISION

With my initial research complete, my goal was to streamline and unify the museum's information for visitors. I developed a prototype with four main sections—Visit, Exhibitions, Events, and Tickets—designed to quickly provide the most important and frequently sought information which had previously been scattered across different platforms.

After completing my first prototype I conducted two user testing sessions where I guided users through specific tasks and tracked their navigation within the app. This allowed me to identify bugs and areas of confusion in the user experience.

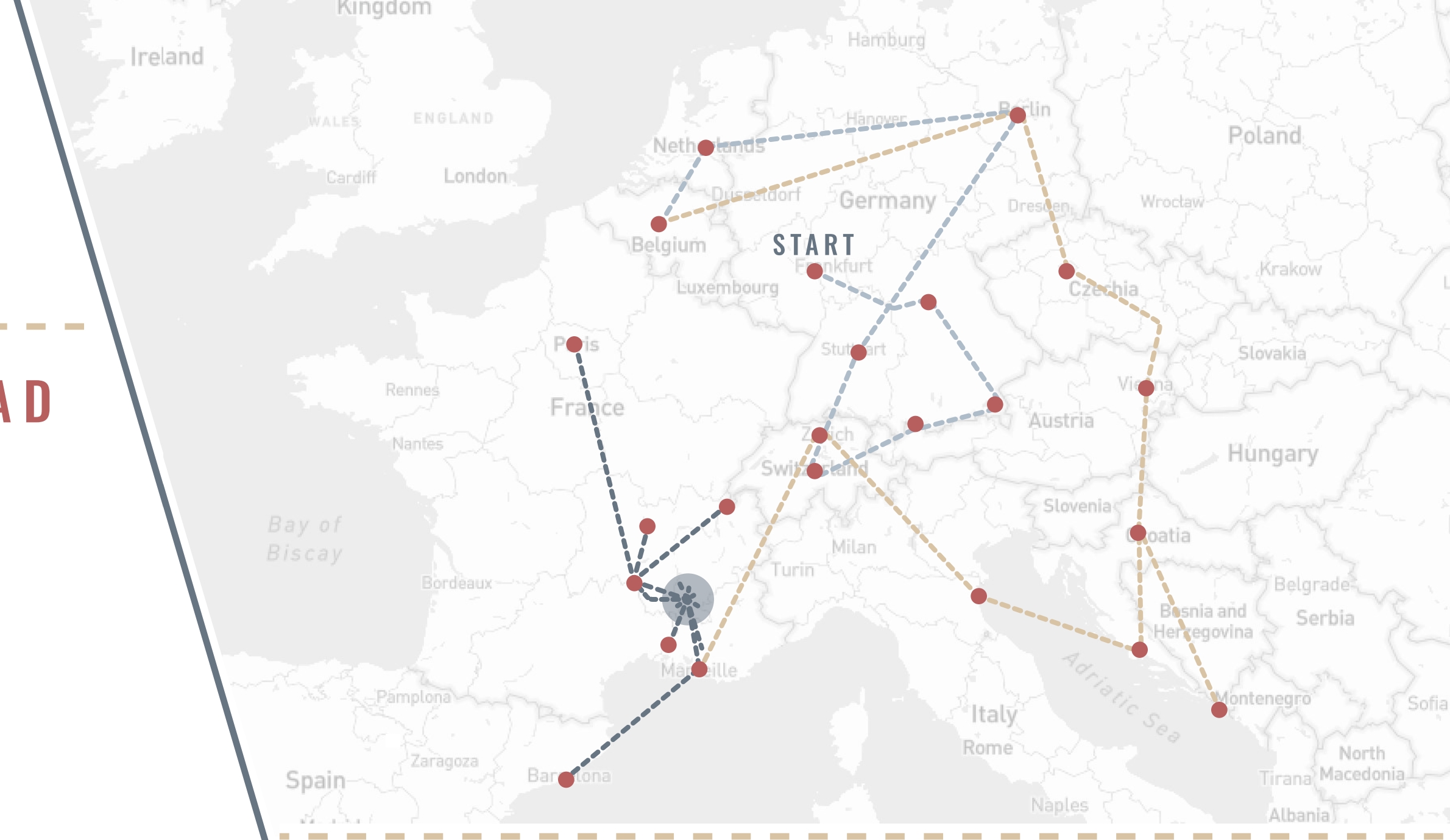


INTERNAL TICKETING SYS

TRAVEL PHOTOGRAPHY

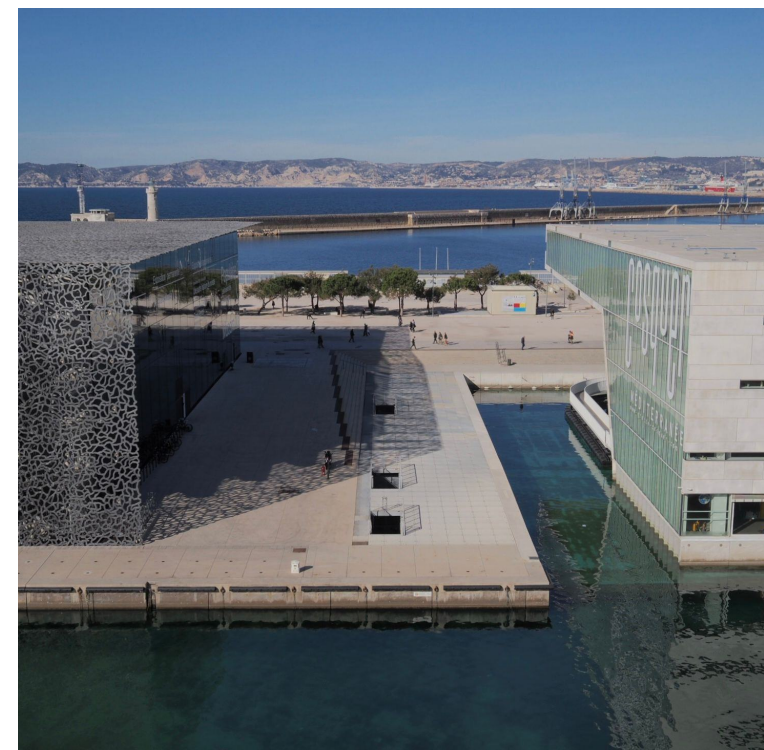
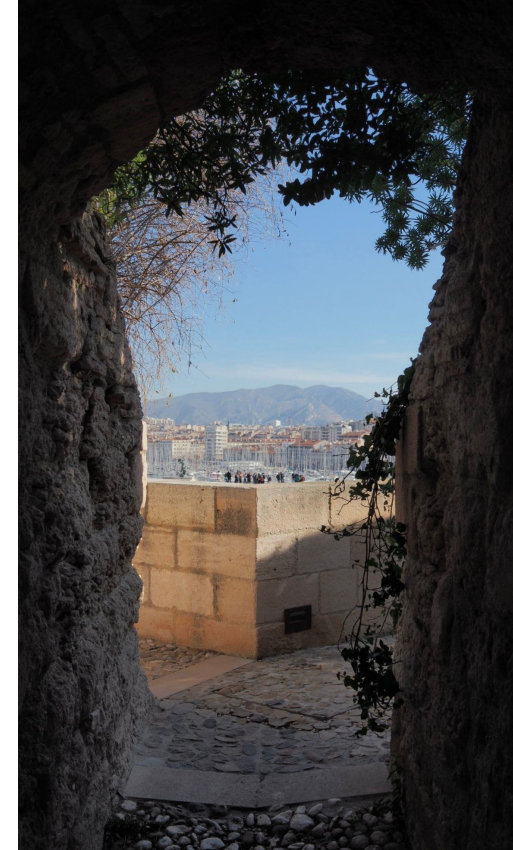
STUDY ABROAD

During the Winter quarter of my junior year, I studied abroad in Lacoste, France. This time away from my typical design classes presented me with an amazing opportunity to take a photography class, and to embrace an unfamiliar environment with open arms. With new friends, and on my own as well, I explored incredible locations both near & far from my home base in Lacoste.



MY JOURNEY

EXPLORATION

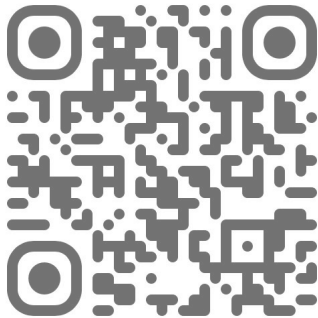




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LET'S CONNECT