The purpose of a gallery crawl is to introduce topics, share broad information about users, and then narrow the findings to prepare participants for the ideating and prototyping phase. The following slides outline six common types of gallery crawl boards.
Different types of boards

- Overview
- Interview Outcomes
- Current State
- Personas or Jobs to Be Done
- National Leaders
- Analogous Industry Inspirations

Note: These boards work best when there are more pictures, less text and big font size.
OVERVIEW BOARD

The purpose of the overview board is to highlight information on what made you decide to work on this project or details on how the department is organized. Ideas for content include:

• Name of service line, department, or organization
• Background
• Vision, mission
• Customers, partners
• Suite of offerings
• Important statistics
OVERVIEW BOARD EXAMPLES:
CURRENT STATE

The purpose of this board is to highlight key metrics, workflow and illustrations of the current state. Ideas for content include:

• Resource structure
• Metrics
• Workflow
• Offerings
• Business model
• How it works
CURRENT STATE BOARD EXAMPLES:
NATIONAL LEADERS

The purpose of the national leaders gallery crawl board is to share examples of organizations that are solving the same or similar problem really well. Ideas for content include:

• Name of the organization
• Background/Overview
• Structure
• Priority areas
• Solutions
• Metrics
NATIONAL LEADERS BOARD EXAMPLES:
Interview Outcomes

The purpose of the interview outcomes board is to synthesize findings and identify patterns that rise to the top. Grouping topics based on key words, relationships and context will help participants understand what is important to end users/stakeholders. Ideas for content include:

- We asked ## stakeholders these questions: [Insert interview questions]
- Based on our interviews, we identified themes across the responses
- The following themes emerged from our analysis
- What do people, patients, or users really need?
- Include quotes bubbles to make it more visual
INTERVIEW OUTCOMES BOARD EXAMPLES:
PERSONAS

The purpose of the persona is to communicate the types of people the participants will be designing for. The content is usually from end user interviews and key stakeholders. Ideas for content include:

• Fictional first name and demographics
• What is the person trying to accomplish?
• What is the person’s needs?
• ‘Wouldn’t it be great if’ statements
PERSONAS BOARD EXAMPLES:
Hannah
Title: Care Manager (RN)
Care Management Team
Age: 29, Single

Job Role: Care Managers are nurses who work closely with the medical team to make sure that patients are receiving the appropriate care. In addition, they coordinate benefits and services with insurance providers, Medicare and Medicaid.
3. Wouldn’t it be great if Hannah can:

- See patient’s risk over time.
- Choose from a list of ‘smart’ action items.
- Forward detailed information to Physicians and Nurses.
Quote Bubbles

[Insert quote here]

[Insert quote here]
Best way to use quote bubbles:

Print, cut and tape the bubbles directly onto the boards. This is a great way to share real quotes you heard while interviewing key stakeholders.
ANALOGOUS INDUSTRY INSPIRATIONS

The purpose of the analogous industry board is to go beyond healthcare and see what other industries are doing to meet the needs of the user(s). In the past, examples from retail, banking, hospitality, airline and tech companies worked really well to serve this purpose.
ANALOGOUS INDUSTRY BOARD EXAMPLES: