



ZMET[®] in action: Astorino/Children's Hospital

- Business problem:** Astorino wanted to deeply understand the current Children's Hospital of Pittsburgh experience so that it could create an ideal design for the \$500 million new building.
- What we asked:** ZMET interviews with patients, parents and hospital staff regarding "thoughts and feelings about your experiences in the various rooms and areas – inside and outside – where you spent time at Children's Hospital."
- What we learned:** Participants focused on the Deep Metaphors[™] of Container and Transformation providing insights about current limitations as well as the future potential of the hospital experience.
- The results:** Astorino successfully created a design which activated the Deep Metaphors[™] and resulted in a more pleasant and comforting experience.



What we **learned**

Participants saw the current hospital as a **maze or prison that made them feel lost, confused or trapped**; cut off from the outside world and isolated.



They contrasted the hospital with the more **positive container of home**. Home conveys feelings of **normalcy, belonging, family, feeling welcome and comforted**.





What we **learned**

Patients desired to **escape the restrictive container** and be **transformed to their old self**.





Translating the insights

Participants envisioned the ideal hospital experience through the Transformation Deep Metaphor™.

Hospitals should change patients from sick to healthy. The existing hospital, with its blocky structure and drab colors, implied stagnation.

In designs for the new hospital, **color inspired feelings of successful transformations**. A **butterfly**, nature's prime example of transformation, was used as **design motif throughout the new hospital**. All this created a more **comfortable, inviting "container."**



Transformation Corridor



First floor entrance



Healing garden



Translating the insights

The exterior of the hospital was redesigned as well, to create the impression of a **more inviting and healing “container.”**



We wanted to create a design that could help heal patients, provide parents with hope, and keep the staff energized day to day. We were able to make valuable design decisions that we could not have made without ZMET. For example the Transformation Corridor was designed for all of the patients, parents and staff to feel empowered to heal through their Children,s Hospital experience. Christine Astorino, founder and CEO of fathom