



## The user determines the function

Usability studies, interviews, questionnaires, observations and evaluation for a medical product in the home care market.



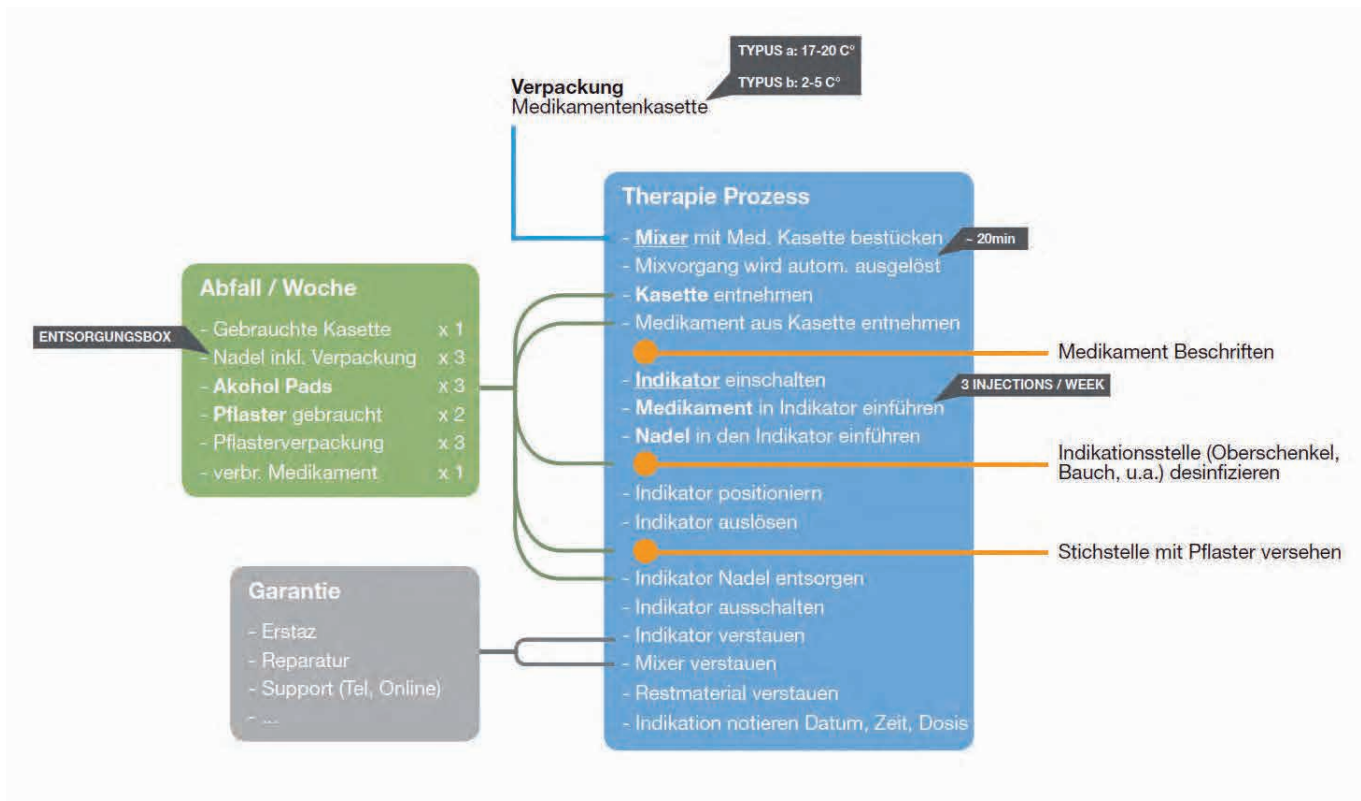
Medical products and aids are increasingly being developed for use at home.

Benefit and applicability therefore have to be gathered from target audiences early on so that the development can be guided in the right direction.

With prototypes and usability studies, Erdmann Design focuses on the decisive questions for product development.



Research into the target markets leads to fictitious «ad hoc personas» which are used as a basis for evaluation.



The treatment process is illustrated.

The home care market is growing and calling for new products. These products often require a high degree of competence and knowledge from the final users.

For such products to become successful and established on the market, the service package has to be incorporated for the customers during development – as a guarantee that they will handle the products carefully and appropriately.

This means that technical competence and function are no longer the driving factors for development. Service quality and user-friendliness now also have to be taken fully into consideration as new key aspects.


Usability is the norm. Usability has been and remains an essential element in the way Erdmann Design thinks and acts. We realize this with prototype designs (design thinking – hands on) and procedures to evaluate the users (experience map, interviews and usability workshops).



## User survey

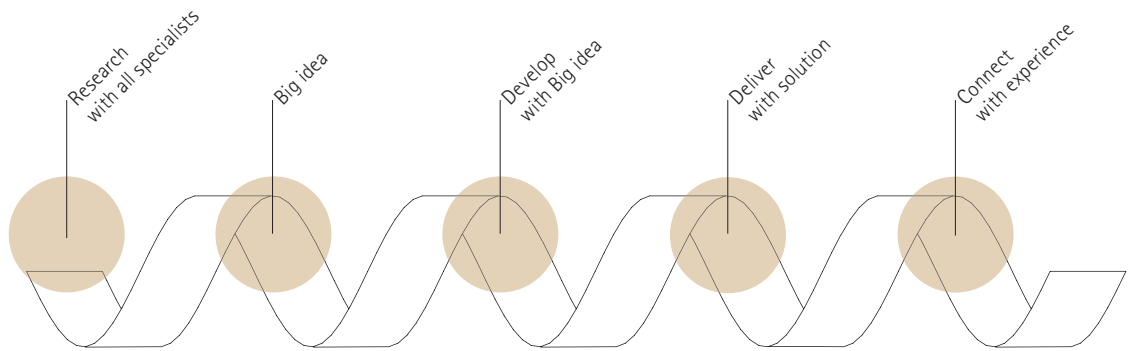
Summary of awareness from the survey from February 2012

Requirements	Private user	Professional user	Commonalities
<b>Sense and purpose</b>	<ul style="list-style-type: none"> <li>Fully automatic reconstitution process.</li> <li>reduce rubbish or recycling</li> <li>Independent of socket</li> </ul>	<ul style="list-style-type: none"> <li>The reconstitution process should be controlled</li> <li>less rubbish.</li> <li>Re-usable medicine cartridge (for repeated mixing)</li> </ul>	<ul style="list-style-type: none"> <li>Less rubbish</li> </ul>
<b>Product size</b>	<ul style="list-style-type: none"> <li>Compact size for flexible use (eg. travelling)</li> </ul>	<ul style="list-style-type: none"> <li>Compact constituent parts for a smart set</li> <li>Wall fastening</li> </ul>	<ul style="list-style-type: none"> <li>Compact size</li> </ul>
<b>Additional functions</b>	<ul style="list-style-type: none"> <li>Guided instruction</li> <li>visual and acoustic process (a character appeal for kids)</li> <li>Clock/Date</li> </ul>	<ul style="list-style-type: none"> <li>Memorize function for medicine application</li> </ul>	
<b>Design, Aesthetics</b>	<ul style="list-style-type: none"> <li>Robust and compact case</li> <li>Functional compact design, discreet</li> </ul>	<ul style="list-style-type: none"> <li>A modern functional compact design</li> <li>Process focused</li> </ul>	<ul style="list-style-type: none"> <li>Functional compact design</li> </ul>
<b>Handling, Screen</b>	<ul style="list-style-type: none"> <li>Haptic, visual and acoustic feedback</li> <li>Big push buttons and big screen (for elderly people)</li> </ul>	<ul style="list-style-type: none"> <li>Push buttons and touch (ergonomic and modern technology)</li> <li>Big screen for better legibility</li> </ul>	<ul style="list-style-type: none"> <li>Big screen (legibility)</li> </ul>
<b>Source, availability</b>	<ul style="list-style-type: none"> <li>In the pharmacy (Servicepoint) with professional salespeople.</li> </ul>	<ul style="list-style-type: none"> <li>In the pharmacy (Servicepoint) with professional salespeople.</li> </ul>	<ul style="list-style-type: none"> <li>Pharmacy (Servicepoint)</li> </ul>
<b>Place of action</b>	<ul style="list-style-type: none"> <li>At home in the kitchen, bath, living room...</li> </ul>	<ul style="list-style-type: none"> <li><b>Professional:</b> Station office</li> <li><b>Private:</b> Where necessary</li> </ul>	

 Important



The results of the real survey are summarized and analyzed.



Project in 2011

Sub-projects:

Process studies

Model construction

Design prototypes

Usability test

Industrial design

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