Driven by close collaboration between design and development







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PRESENTERS



Mary Donnelly Principal Consultant Fathom Consulting



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Mike Kropp Senior Software Engineer MedAcuity



MODERATOR

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PRESEIVI	FUBY



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ABOUT FATHOM CONSULTING



FROM COMPLEXITY TO CONFIDENCE

Strategic Advisory Experience Research and Design

Operations Effectiveness

A business and design consultancy that takes a human-centric approach to the design of products, services, and strategic initiatives. We have a 22-year legacy of bringing the key voices to the table to confidently meet customer needs and ensure team alignment, collaboration, and momentum.

CONTACT ···

Need Name *Position* Email address

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ABOUT FATHOM CONSULTING



DESIGNING PRODUCTS WITH CUSTOMER AND USER NEEDS AT THE FOREFRONT

Supporting clients as they examine concepts, implement device design, test and train users, and prepare for FDA submission.

- Qualitative and quantitative research
- Design thinking workshops
- Concepting and GUI prototyping
- User interface design specs documentation
- Formative and summative testing





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ABOUT MEDACUITY

U.S.-based software engineering partner to global MedTech companies and innovators, large and small Delivering custom software solutions for all classes of MedTech platforms ISO 13485 & 27001 Certified

MEDÁCUITY

IEC 62304 & ISO14971 Compliant

Completed Projects Software Engineers

Average Years Experience

()+

Repeat Business Rate

CONTACT ···

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SECTION NAME HUMAN CENTERED DESIGN

HCD focuses on designing useful, usable things



It is a **mindset** that considers the end-user to be the expert on what they need and how products should work.



It is a **practice** that consists of several methods to uncover how users think, what they need, and what works well for them.



It is an **experience**. Your users are having an experience with your product right now, whether you designed it or not.

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SECTION NAME TRADITIONAL PRODUCT DEVELOPMENT

Lives at the intersection of technology and business

USER NEEDS OFTEN POORLY UNDERSTOOD

TECHNOLOGY

What do we know how to do?

BUSINESS

What moves us toward our goals?

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SECTION NAME HCD MINDSET

Taking an **OUTSIDE-IN**

approach enables the user voice to guide the design of effective products, services, experiences and operations.

Users are the experts about what they need!

Experiences

Interactions

Touchpoints

Procedures

Systems

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SHARED SOLUTION SPACE

Incorporating *user voices* creates a *shared solution space* where products that *meet the needs of businesses and their customers* can be created.

THE RESULT

You avoid creating products that are...

- Unnecessary
- Too hard to use
- Not adopted
- Not profitable



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Invest in tools and technologies that enable and facilitate collaboration between people and teams



Maintain collaboration between teams throughout the development lifecycle to avoid inefficiencies and rework that result from teams working in isolation



Take time to sort out and rescope efforts as design challenges are identified during implementation



Intent and rationale of UX design is better conveyed through **design tool collaboration**, not solely in specification



Close collaboration between design and development becomes second nature when it is an organizational mindset evangelized from the top

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KEY TAKEAWAYS PROTOTYPING AND USER TESTING FOR MAXIMUM POSITIVE IMPACT



Use formative testing with prototypes to get feedback from test subjects to determine what's working and what isn't



Start prototyping as early as possible - get essential feedback on designs before development resources have been committed to a design





Don't implement SW to test design



Use collaborative design tools, such as InVision, Sketch and Figma to allow for fast prototyping and "real" experiences to yield better user feedback

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THANK YOU

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FOR JOINING US