

Case Study: Global Medical Device Organisation

*“Journey towards Inclusive
Design practice”*

**Centre for
Inclusive
Design**

The Project

Challenge

Centre for Inclusive Design (CfID) partnered with a global Medical Devices organisation who were looking to achieve 'transformational' outcomes by applying an Inclusive Design lens on their products, systems and customers. They were experiencing a consistently developing product market as well as increased scrutiny on user-experience from their customer service submissions. They were keen to understand their baseline, information analysis from the field, to gain valuable insights on their product range as well identifying potential new markets. Whilst the Australian market represented a small percentage of their overall market share, it presented them with a unique opportunity to test with a wide range of diverse users from abilities, culture, language and sex.

Solution

To enable the organisation to embed inclusive design CfID took a holistic approach that involved product analysis, training and on-the-job practice to ensure inclusive design methodology was understood, adopted and became standard practice. The workshops allowed participants to explore participatory design techniques and to understand when real people with lived experience should be consulted. By challenging design ideas from an 'edge user' perspective, participants were able to reach innovative solutions to increase inclusion.

Impact

The organisation identified new product features that not only improved the inclusiveness of the product but improved the user experience for all users.

Conducting medical device product analysis through an inclusive lens helped them uncover design gaps and revealed opportunities for system innovation.

The user testing report revealed unique user feedback, findings, user issues and recommendations.

The training provided the staff with the tools, learnings and confidence to conduct edge user testing. Ultimately this will lead to greater inclusion and more robust product and feature design.

The workshops gave participants the tools to create a culture of inclusion, tips to create accessible documents, hands-on experience of the inclusive design process and insights into positive outcomes.

By embedding the inclusive design methodology, techniques and tools into the organisational culture, they are now equipped to accelerate innovation and demonstrate true value to the business and the customers they serve.

Staff now have the skills that can be utilised across all future designs and shared with teams across the broader organisation.

If you have
any questions
or feedback,
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