

# PROUSER



# »HEY, CAN YOU DO THE UX FOR OUR LABORATORY SERVICES?«

## What is User Centered Design and User Experience?

Mostly during a development process of a new machine or workflow optimization the potential user or employee isn't integrated in the process. However it is most important to place the user, who has to work at the end with the development, at the center of the entire design process with his specific user needs. This kind of development is called User Centered Design (UCD).

This approach actively involves the end-user throughout the whole development process. In this way, the technique and

process is adapted to humans and not the other way around.

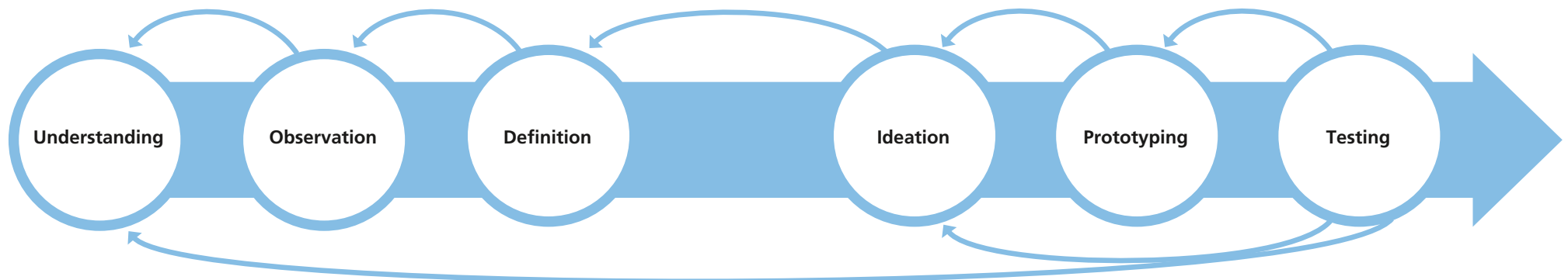
If the UCD process is used during the whole development process, in form of e.g. personas, user testings, interviews or workshops, you can create a good User Experience (UX) and Usability for your users and employees.

## The design thinking tool

It is a possible tool to bring UCD to your development process (see [www.designthinking.ideo.com/](http://www.designthinking.ideo.com/)). As you can see in the picture below: before you are creating new ideas and protoyps, you have to understand your user and his environment.

## Benefits

- Holistic understanding of the user centered design and user experience
- Quality through understanding the user
- Sustainable process optimization and higher productivity
- Improved involvement of employees and generating employee satisfaction and motivated teams
- Avoidance of project failure and costly revision as well as redesign
- Minimized training effort



# EXAMPLE

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## The scenario

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The laboratory of the lab assistant Christina gets a new machine for automatic cell counting. The results of the machine are displayed on a tablet. Both the operation of the machine and the tablet do not provide an intuitive user interface and important infos aren't shown.

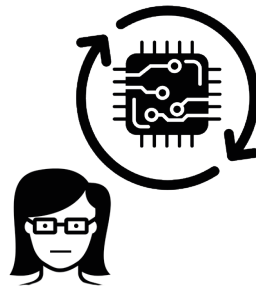


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## The Problem

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The development team has considered many aspects of software and hardware design. Many important requirements by end users have not been integrated, including e.g. user needs, user desires and user expertise.

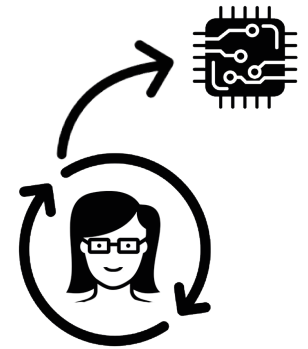


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## The Solution

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Throughout the development process, the end user should be in the center of attention (= User Centered Design Process). Therefore the technology is adapted to the user behavior and not the other way around.



**»You've got to start with the customer experience and work backwards to the technology.«**

**Steve Jobs**

# THE SOLUTION: WORKSHOPS

Possible methods to achieve the user centering are workshops during the development and optimizing process.

## Workshop issues

- Analysis of every process, software or hardware you are already using in your laboratories
- Conception of every process, software or hardware you are planning to have in your laboratories
- Your daily workflow in the laboratory to explore where you can improve the flow
- Creating innovativ ideas to optimize your laboratory

## What we offer

- Company-specific in-house workshops
- Individual adaptation of the tools and the material to your issue
- Preparation of material and workshop implementation including moderation and methodologies
- Final PROUser report with potential analysis

# PROCESS ACCOMPANIMENT

Using the UCD process during the process accompaniment in form of e.g. user testing, diary studies, personas or interviews is the cornerstone of achieving the user centering.

- From the user's point of view fields of action and concrete challenges will be identified in the processes and optimized with innovative tools
- Accompaniment of the complete project phase, beginging with the briefing and ending with the rollout of the new process, software or hardware
- Accompaniment only some parts of the project phase e.g. specific work-shops at the beginning and testings with the first prototype

... it's never too late to bring UCD and UX to your company!

**WOULD YOU LIKE TO FIND OUT MORE ABOUT PROUSER  
AND THE USER CENTERED DESIGN PROCESS?**

**GET IN TOUCH WITH US!**

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