# THE VDOT UI REDESIGN STARTED WITH THE ENGSTROM VENTILATOR THE OLD VENT HAD THE SCIENCE, BUT NOT ENOUGH EMPATHY FOR THE USERS NEEDS



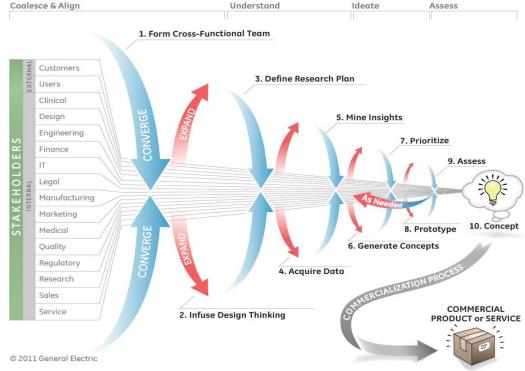
#### WE HAVE FOUR USER TYPES

- Mostly Respiratory Therapists
- SOME DOCTORS
- Some Nurses
- Some researchers

### THE GLOBAL DESIGN USER EXPERIENCE PROCESS

### ORIGINAL ENGSTROM VENT INTERFACE





ITERATIVE SESSIONS OF CREATIVE EXPANSION AND REFINEMENT,
RESULTED IN THE NEW VDOT DESIGN





### **IMMERSION...**

- CREATE A CROSS FUNCTIONAL TEAM
- PRACTICE "DESIGN THINKING" THROUGH BRAINSTORMING, SKETCHING, QUICK PROTOTYPING, AND STORY TELLING
- THEY PRACTICE DESIGN WITHIN THE CONTEXT OF LOCAL BUSINESSES: A HARLEY DEALER, A GAS STATION, OR A WOMEN'S' FASHION BOUTIQUE
- AT THE END OF THIS SESSION, THE GROUP CREATES A TEAM "EXPLORATION" PLAN TO DISCOVER WHAT OPPORTUNITIES EXIST...





THE TEAM IS THEN ENCOURAGED TO...

## EXPLORE...

- EVALUATE THE COMPETITIVE LANDSCAPE
- DISCOVER NEW IDEAS AS A TEAM
- REVIEW ADJACENT DOMAINS FOR EXAMPLE AUTOMOTIVE INTERFACES
- CREATE SUMMARIES FOR NEXT SESSION ....



HANDS ON REVIEW SIX COMPETITIVE VENTILATORS

AUTOMOTIVE USER INTERFACES CHICAGO AUTO SHOW





### **CULTIVATE GROUP GENIUS**

- THE TEAM SHARES THEIR EXPLORATION DISCOVERIES
- THEY WORK ON VARIOUS VDOT CONCEPTS
   USING THEIR DESIGN THINKING SKILLS
- IN THIS SESSION INTELLECTUAL PROPERTY IS ALSO GENERATED AND CAPTURED.

#### VDOT IS APPLYING FOR PATENTS FOR

- 1. THE PAST, PRESENT, FUTURE NAVIGATION PARADIGM
- 2. THE GRAPHIC TRENDS FEATURE
- 3. A TIDAL VOLUME AND COMPLIANCE TOOL
- 4. THE OVERALL DESIGN AESTHETIC

AFTER THIS SESSION GRAPHIC DESIGN AND USABILITY TESTING BEGIN RAMPING UP...





#### USABILITY TESTING REFINED THE DESIGN

- ROUND 1 TESTING EXPOSED SOME CONCEPT STRENGTHS AND WEAKNESSES
- ROUND 2 TESTING IDENTIFIED SOME EFFECTIVE DESIGN REFINEMENTS

USABILITY TEST ROUND 1 – GERMANY, FRANCE, UK, USA USABILITY TEST ROUND 2 – UK, USA



