



## One step ahead of the future

A process-oriented method for engineers, doctors,  
marketing experts and designers.



Medical products take between 36 and 104 months until they are approved and launched on the market.

Here strategic tools help to make the goals of the process and decision-making steps comprehensible over long periods for everyone involved.

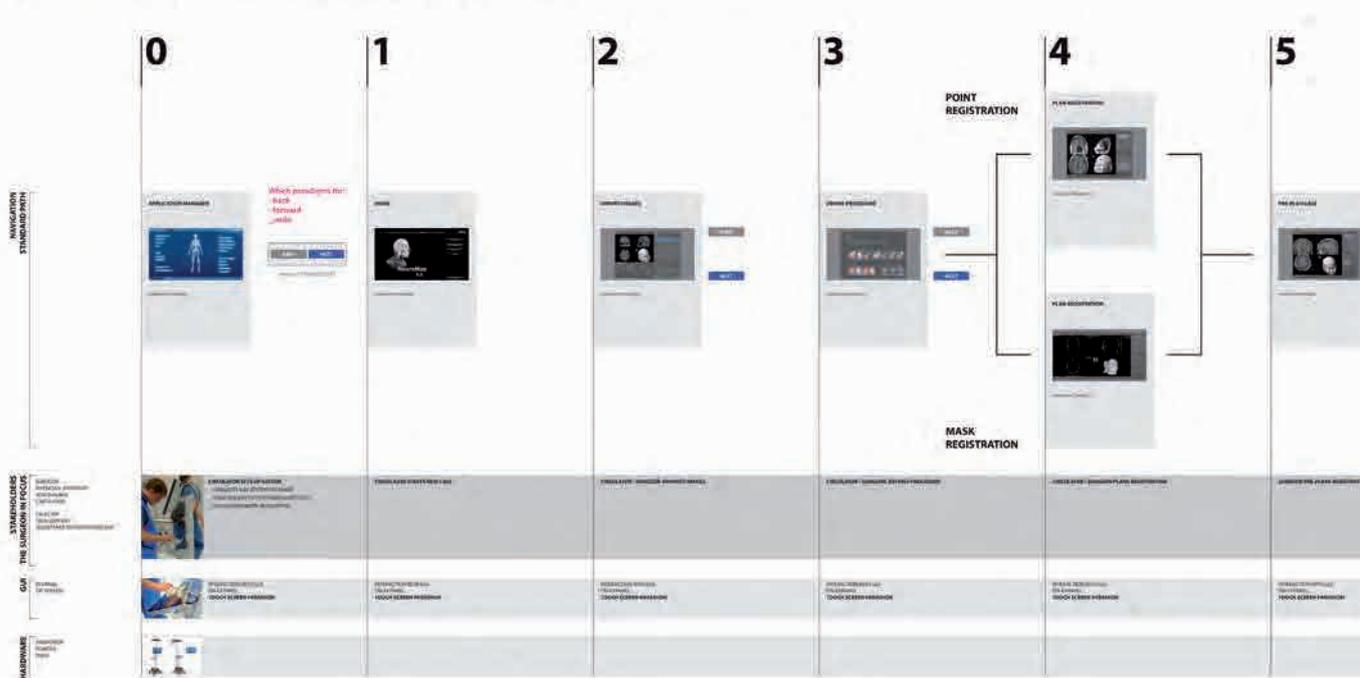
Erdmann Design's many years of experience in the development of medical systems leads to a tool for realizing genuine human centered design qualities: the experience map.



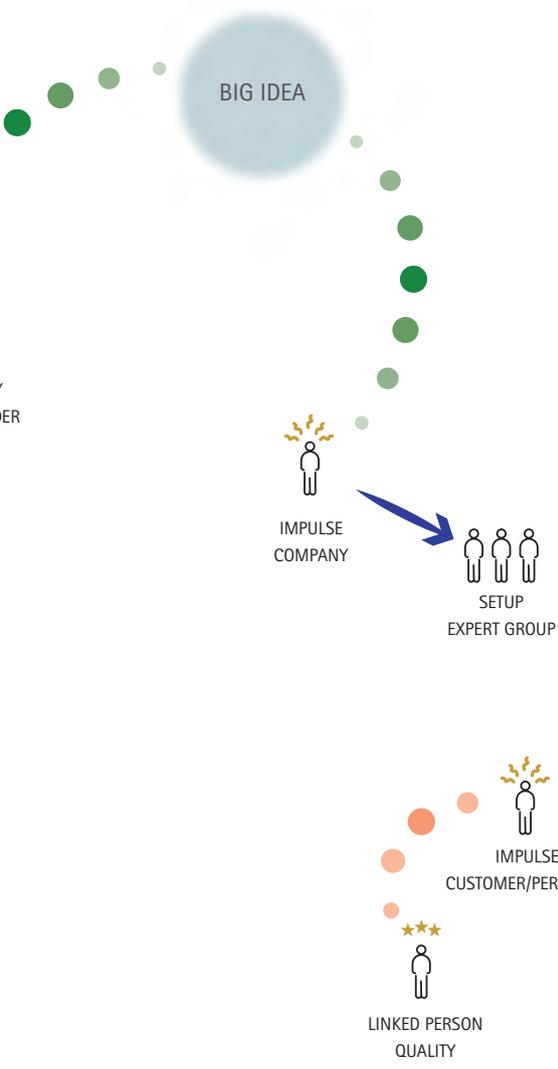
Whether with individual components or entire setups, the experience map documents the development steps in real life. Developers and users contribute their knowledge together.

### CRANIAL 2.0 THE FLOW OF A 80% CASE v05.09.2011 | SIMPLICITY AND EASE OF USE REDUCED

PURPOSE OF AN EXPERIENCE MAP: CONTRIBUTE THE OVERVIEW OF THE ENTIRE WORKFLOW IN RESPECT TO CREATE A SEAMLESS USER EXPERIENCE FROM PRE-OP TO POST-OP COVERING SOFTWARE AND HARDWARE INTERACTION PARADIGMS INCLUDING ALL STAKEHOLDERS INTERACTING WITH THE SYSTEM.



The created experience map helps to focus on the essential at all times: the goal is the user.



Classic planning culture is often seen as a linear process with few clearly defined milestones which is handled «step by step».

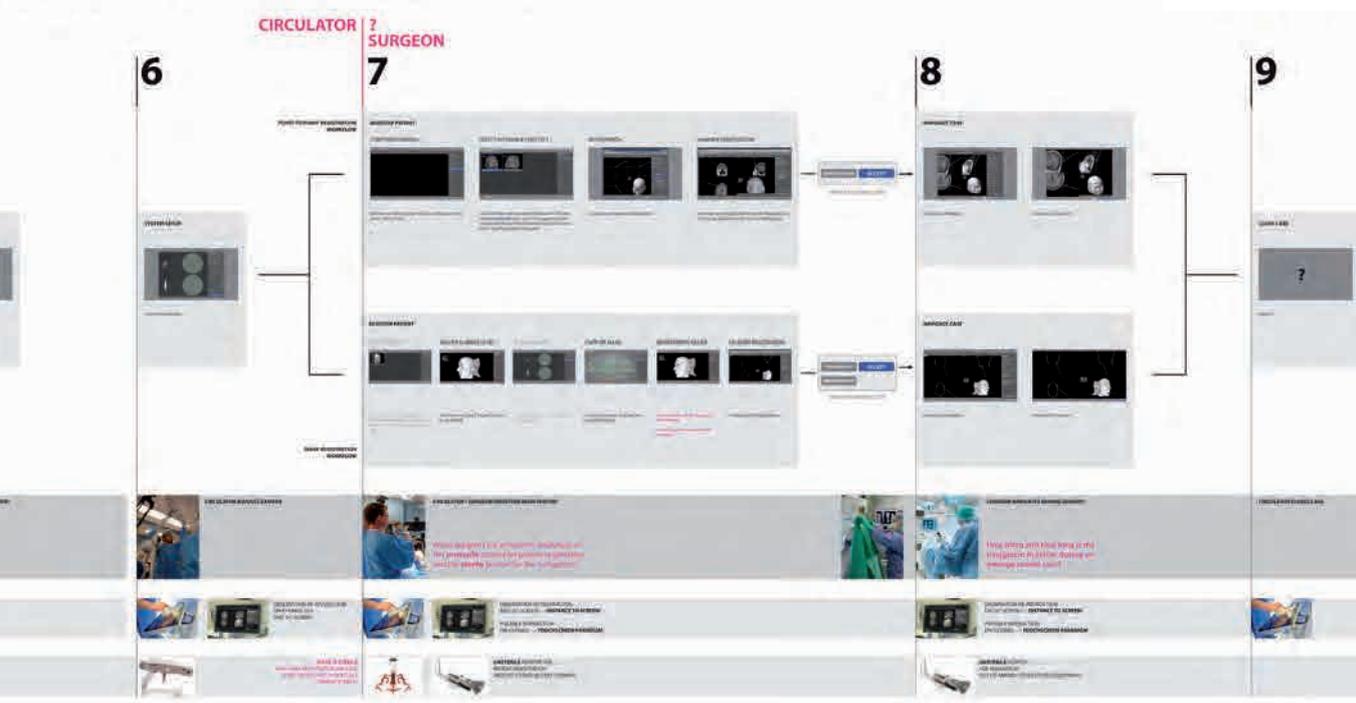
Today, already in the development stage, medical products are expected to be adapted purposefully to the needs, concerns and experiences of the specialist medical world and their practical application by doctors, nurses, care attendants and patients.

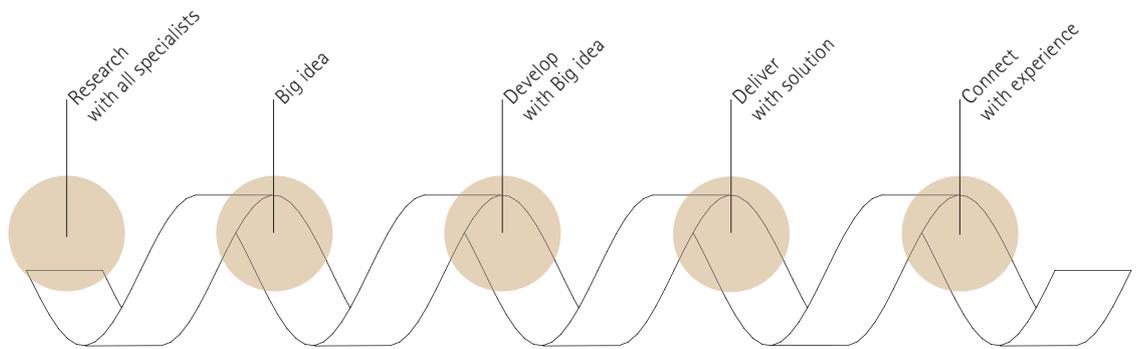
This means that everyone involved in the process has to be integrated in development at an early stage. The knowledge and ideas of the users are part of the design. In-house experts, from research and development to marketing specialists and sales professionals, are involved right from the start.

For Erdmann Design, this is «human centered design». A dynamic process that links together the requirements of the internal company objectives and business field strategies with the needs and demands of the target market.

The tool for this, the experience map from Erdmann Design, continuously records all internal and external influencing factors and therefore documents the entire development process.

## PLANNED, SMART, REACTIVE, ANTICIPATING





Project since 1992

Sub-projects:  
System design  
Interaction design  
Model construction  
Didactic preparation  
Team building  
Corporate design  
Management  
Usability  
Documentation



Erdmann Design AG  
Stahlrain 2  
5200 Brugg  
Switzerland

T +41 56 460 9 460

[www.erdmann.ch](http://www.erdmann.ch)  
[info@erdmann.ch](mailto:info@erdmann.ch)