

Interaction Designer / Usability Engineer
at **Philips Design Healthcare**
(2010 – 2012)

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About me



What was the product?

- Many products, with different historical features, and different stakeholders (Philips is BIG)
- Hardware and software - based
- Products were used to create medical images from patients, using different acquisition modalities:
 - Non-Interventional X-Ray
 - Interventional X-Ray
 - Magnetic Resonance
 - Computed Tomography
 - Ultrasound

What was the job?

- Harmonising the overall User Experience
- Identifying and managing stakeholders
- Gathering requirements
- Designing wireframes and prototypes
- Evaluating concepts
- Iterating
- Authoring user interface harmonization standards

Who were the team?

- User Interface Competence Centre (UICC)
 - Functioning as a UX consultancy within Philips Healthcare
- Backgrounds:
 - Psychologists
 - Human Factors Specialists
 - HCI experts with background in CS
 - Developers
 - Designers

Multi-touch Demonstrator

The task was to author a User Interface Harmonization Standard for Touch Screens

- UI standards provide a common language
- They remind UX experts about the DOS and DON'Ts of design
- They help developers create more user-friendly output
- They provide stakeholders with a rationale of product features

Multi-touch Demonstrator

To evaluate a set touch gestures for image viewing

- Gathered requirements from application specialists
- Brainstormed on use scenarios in paper, tablet and touch screen contexts
- Created, evaluated and iterated a multi touch image viewing prototype, that became the Philips multi touch demonstrator

Medical platform

An on-going task, to create harmonisation across different acquisition modalities

- Gathering and discussing requirements
- Managing stakeholders
- Creating Wireframes and prototypes
- Usability testing (formative / summative / on-demand)
- Iterating

Lessons learned

- Primary stakeholders can be hard to approach
- Requirements can be conflicting
- Industrial UX design is different to academic UX design
 - Time & budget management
 - Corporate input
 - Data gathered
 - On-demand tasks
- Having an impact to a real product is fulfilling!

Thanks!

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