

Designing Studies that Uncover and Connect Business and User Needs

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Abstract

During the early feasibility development stage of product development, there is often the struggle of who to involve in the first rounds of research activities. The integration of both marketing and human factors from the onset of a study can provide significant advantages. In this poster, we explain that by utilizing the combination of both human factors and marketing methods and activities, researchers will uncover and connect user needs and market needs in a more timely and cost-effective manner than typical separated studies.

Primary Responsible Party

Human Factors:

- Who are the users?
- What are their needs?
- What is a typical use environment?
- What is the user's workflow?

Marketing:

Example:

Product: Infusion Pump

Users: Floor nurses

Needs: Deliver the correct amount of medication to patients without errors **Environment:** Hospital room with significant ambient sound (e.g., monitoring equipment and alarms) Workflow: Programming the pump while simultaneously monitoring vitals and tending to 3 other patients **Consumers:** Hospital Administration Staff

Backgrounds: Finance

Preferences: Saving the hospital money while maintaining good health outcomes **Tradeoffs:** Willing to pay more for technology that lasts longer and is easier to use Value Proposition: Good patient outcomes, less frustrated staff, fewer usability issues **Price Point:** \$3,500-\$4,000 every 5 years



• Who are the consumers/payers? • What are their backgrounds? What are their preferences? What tradeoffs are they willing to make? • What value proposition are they looking for? • How much will they spend on the product?

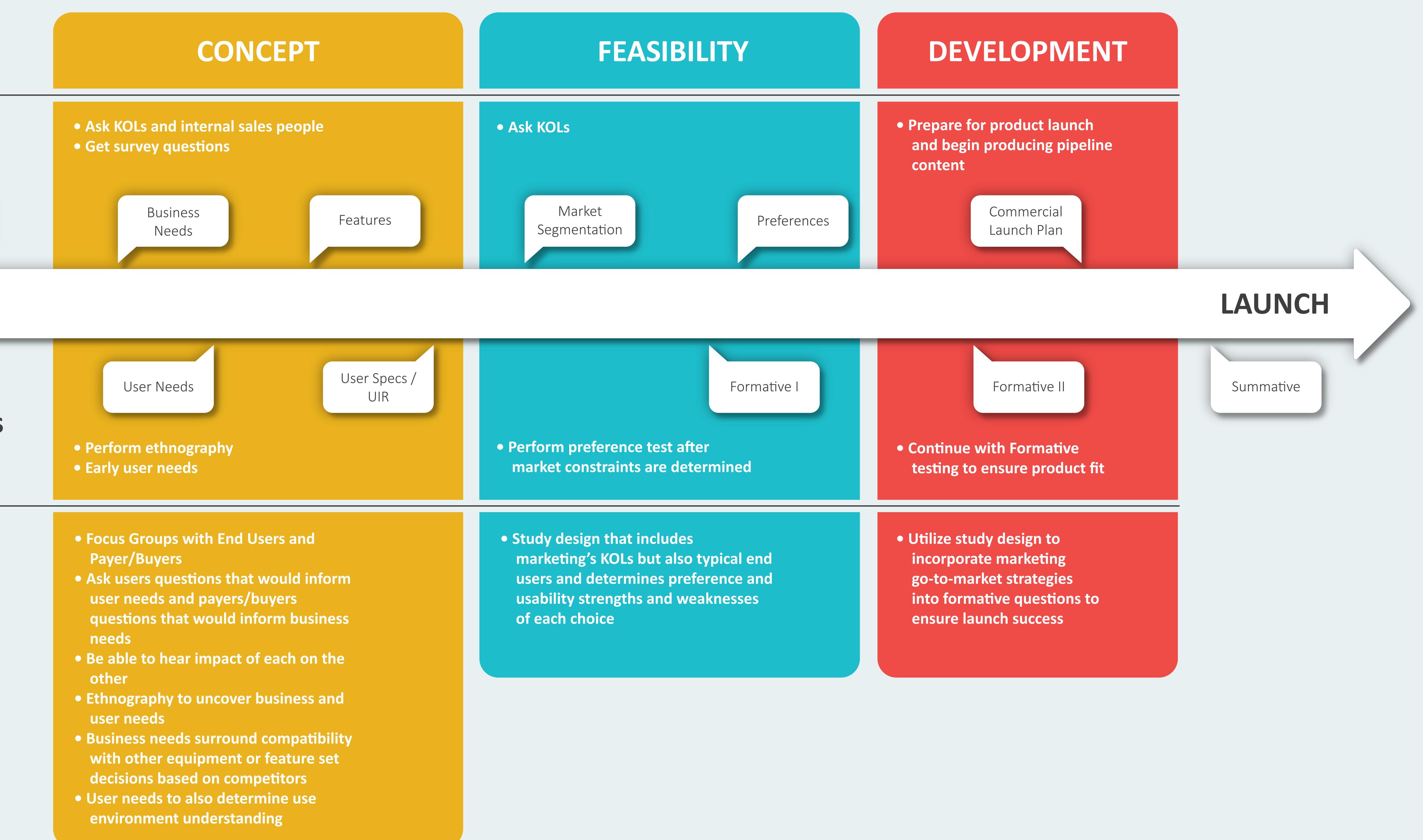
Marketing Business Case Human Factors

Integrated

In combining what would typically be two studies into one extended study, there are many benefits:

Cost Savings: With only one study, a single research team can be created from both marketing and human factors specialists. Then their study will only need one set of participants, one experience at a research facility, one set of travel expenses, and overall less costs associated with billable hours spent on the project.

Product Development Timeline





2 Time Savings: Time savings can be accounted for in costs but also in overall savings as time can be costs but also in overall savings as time can be resourced to other projects if less is spent by utilizing one study instead of two. A combined study will likely take more time than one standalone marketing or human factors study, but less time than two separate studies would take. There will only need to be one set of research materials and documentation, one approval process, and again, only one period of time spent performing the actual study.



Bicher Insights: Lastly, the benefits of this combined study can be found in the new holistic insights gained from both marketing and human factors. Marketing may learn something unexpected from their consumers that results from a human factors planned question, and vice versa. The techniques and skills from each department can help unearth findings that help both groups overall and result in a final end product that is better than either could have imagined on their own.