Myra’s competence areas

- Product design
- Interaction design
- Surface engineering
- User testing
- Project management

WHAT DO USERS ACTUALLY NEED?

In most cases we work by following a special procedure, with a design methodology. We do this to make our work process as rational and efficient as possible. It includes workshops, user tests, shape and design studies, functional models, interaction interfaces and surface engineering.

THE RIGHT WORK METHOD FROM THE OUTSET SAVES BOTH TIME AND MONEY

To develop a good product, you need to know a bit about how it will be used and by whom. We obtain such information through a user survey and function analysis. The user survey investigates and documents how the current and similar products are used. The function analysis details all the functions of the product and also the requirements and requests of customers and users.
Myra Methodology

**Projects**

IxD

User testing

Methodology

**IDEAS FLOURISH IN THE CREATIVE PHASE**

Using the preliminary survey and function analysis as ideas, Myra draws up a number of ideas that reflect the product from various perspectives. The initial ideas are refined based on the core’s ideas, expressions, design, shape and testing possibilities.

**THE IDEAS ARE REDUCED TO SUSTAINABLE FUNDAMENTAL CONCEPTS**

The aim of this stage is to arrive at a fundamental design and fundamental expression – a fundamental concept. This gives us a clear overall view of how the product will work and what it will comprise. However, all initial details are not designed at this stage.

**THE CONCEPT BECOMES REALITY**

After checking with our customer, we adjust, update and sample all parts of the selected concept to produce a final design proposal. All design surfaces are documented in 3D CAD drawings, which a design engineer can use as a basis.

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A MODEL ENABLES EVERYONE TO SEE THE SAME THING

When we have decided on the final design we produce a model that looks like the real product. Models and prototypes are a valuable tool when verifying the final design, structure and function. They also enable the product to be tested in a realistic way so that results can be evaluated. These models have the same dimensions, shape and graphic design as a finished product. They can be used for photographs of the product and market surveys.

LONG-TERM GOALS AND FOLLOW-UP OF RESULTS

We at Myra are always on hand to provide support in the concluding stages and follow-up. We act as a sounding board for design and construction ideas and can help customers by creating presentations, models and other display material.

IxD from an industrial design perspective

Fulfilling the IxD intentions as well as the hardware design intentions
• In this project:
  - 1 min unload + load
  - later increased to 1.5 min

Measurable goals

• Information from all stakeholders
  – Interviews
  – Different Gambro BCT – groups
  – Operators
  – Blood center management

Understanding

Explaining

• Information to all stakeholders
  – Visualization
  – Prototypes
Loading in 6 steps…