



UnoMeter™ Safeti™ Plus

Commercial success through user-centric design

Challenge

The condition of a critical patient can change from one hour to the next. This makes the monitoring of urine production a significant indicator of patient condition. PDD was commissioned by Unomedical, a ConvaTec company, to research and develop the successor to its UnoMeter™ Safeti™ urine monitoring device for hourly diuresis management. This was a difficult challenge as the current product had been value engineered progressively over its ten year lifespan and many of the features were well liked by users. In a mature market, differentiation is hard to achieve.

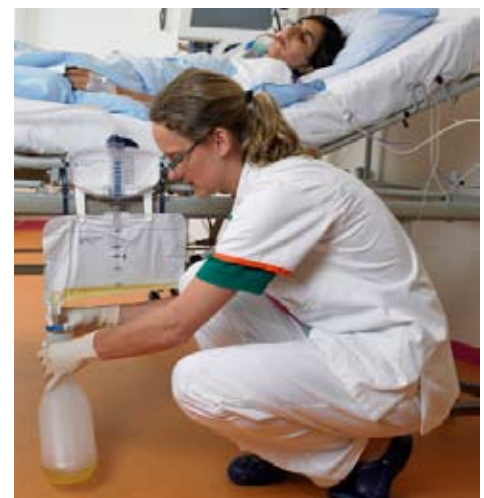
Solution

PDD conducted research in hospitals across Europe with the aim of identifying where opportunities existed to improve user and patient safety (especially in relation to infection control) and ease of use. The study mapped the product life from purchasing through to disposal and defined the touch points and roles, needs and attitudes of all the stakeholders. Comparing the variables in process, use and attitudes across the different countries enabled the team to define common unmet needs and gain an understanding of purchasing drivers. A clear message that emerged was that, although infection control is an important issue,

customers were not prepared to tolerate a premium price for infection control features, unless they were fully documented and financially justified. Witnessing the “work-arounds” used by nurses to cope with the pressure of their working days helped to identify the opportunity spaces. The PDD team of behavioural psychologists, designers and engineers stayed with the project from research through design development and market validation to ensure that the frameworks for success established through the research were not compromised.

Result

The UnoMeter™ Safeti™ Plus incorporates the best features of its predecessor with numerous improvements to both usability and infection control. Design does not need to be revolutionary to be successful. Value is added through understanding and satisfying stakeholder needs. The new device has been extremely well received in the market as sales have shown.



dba design effectiveness
award winner

“Since its launch, the UnoMeter™ Safeti™ Plus had an immediate effect on our top line, and it was the single biggest driver of the company’s new product sales.”

Ulrik Langsager; ConvaTec Continence and Critical Care product portfolio manager

Building deep relationships that deliver meaningful innovation

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