



Human Factors for Packaging



Packaging Research

User Research

Packaging Design

Packaging Testing

Human Factors Testing

Readability Testing

Future-proofing medical devices





Human Factors for Packaging

Understanding your intended users to create usable packaging.

THAY Medical is an ISO accredited company and a natural choice of partner when developing packaging—where ease of use, efficiency, effectiveness and user satisfaction are paramount. We specialise in collaborating with pharmaceutical and medical organisations to provide the usability and human factors engineering elements that are now critical in maximizing safety when using packaging .

In a modern world where people expect to access medicines and devices quickly and without issue, understanding who will be needing to use packaging is important if the user experience is to be optimal. If packaging is designed where it is over-complicated, too secure or wasteful, the users experience may be diminished. People are increasingly environmentally-conscious and with a increasingly aged population, understanding the capabilities of the elderly user is becoming more and more important.

Packaging Services

What THAY Medical can do for you:

- PACKAGING RESEARCH
- MEDICAL MARKET & USER RESEARCH
- 'LIVING WITH CONDITIONS' RESEARCH
- HEURISTIC EVALUATIONS
- COMPARATIVE ANALYSIS
- MANUAL, PIL & INSTRUCTIONS DESIGN
- PACKAGING DESIGN
- PACKAGING RISK ASSESSMENT
- USABILITY ENGINEERING
- PACKAGING PERFORMANCE TESTING
- HUMAN FACTORS TESTING
- READABILITY TESTING
- REGULATORY COMPLIANCE

Use environments we can research and test in:

- Hospitals
- Doctor Surgeries
- Home—use environments
- Pharmacies
- Care Facilities
- Clinics

NOTE: 'Human Factors Testing' may be known as "Usability Testing" in some countries.



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Working together on efficient packaging

Understanding why users do what they do.

THAY Medical are focused on understanding why users perform tasks in the manner they do. Often real life is different to intended use, and this is when complication, use errors and adverse incidents occur. It makes sense to predict these issues before and during packaging development, so that the user experience can be maximised. This increases the safety profile and user satisfaction of using packaging.

The key to optimising packaging is to research, develop, test and produce user friendly solutions using the human factors engineering methods. This includes user research, packaging research and comparative analysis in the initial stages, risk assessment and prototyping in the design stage, before testing packaging solutions with real users in human factors testing or to regulated or user-specific requirements in performance packaging testing.

Usable packaging

Where a good product has great packaging.

Often the perception of a product starts with its packaging. For medicines and medical devices, packaging has to be protective, secure, clearly labelled and suited to the user. It is not often commercially seen as a vital area to optimise, but the effect of packaging can create a positive user experience, or can mean negativity when packaging prohibits easy access to medicines and devices. For more details, please visit our website or contact us.