



# Medical User Research



**Ethnographic Research**

**User Research**

**‘Living with Conditions’ Research**

**Medical Market Research**

**Human Factors Research**

**Medical Devices Research**

**Future-proofing medical devices**





## User Research Elements

What THAY Medical can do for you:

- ETHNOGRAPHIC RESEARCH
- USER RESEARCH
- 'LIVING WITH CONDITIONS' RESEARCH
- HEURISTIC EVALUATIONS
- CLINICAL PRACTICE RESEARCH
- CONTEXTUAL ENQUIRY
- MEDICAL MARKET RESEARCH
- TASK ANALYSIS
- MEDICAL DEVICES RESEARCH
- COMPARATIVE ANALYSIS
- HUMAN FACTORS RESEARCH & TESTING
- COGNITIVE WALKTHROUGHS
- EXPERT REVIEWS

Use environments we can research in:

- Hospitals
- Doctor Surgeries
- Home—use environments
- Clinical Training Centers
- Care Facilities
- Clinics

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



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## Medical User Research

Understanding your intended users to create usable medical devices.

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

Before starting a medical device development project, it is ideal to quantify the requirements for the end product, both technically and commercially. This is often called 'market research', but in fact is more detailed than often assumed. There are many facets of market research, but with *medical* market research, there are defined areas and methods that can be used. All of these methods are used to gather data and evidence of user, market and business needs.

## Working together on usability

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 product development, so that the potential occurrence can be minimised. This increases the safety profile and evidence of safe use a device has.

The good news is that we are able to work globally in countries such as France, Spain, Portugal, Italy, Ireland, Sweden, Denmark, Holland, Germany, Brazil, Mexico, Australia, New Zealand, South Korea, India, Israel, South Africa, Canada, the USA and the UK. We can perform user research in all of these countries. In addition, we always work to the country specific regulations and always perform ethically to the highest standards achievable to give the highest quality of data and design input.

## Defining usable medical devices

Where a good product can become a great product.

User research is mandated in the human factors engineering process (as defined by the US based FDA as well as in IEC 62366-1:2015). It is also vital before and during medical device development. User research aims to understand and quantify user needs, which can enable safe, and usable medical devices to be developed. For more details, please visit our website or contact us.



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