

**Hillrom, a dynamic med-tech company, needed a fresh perspective in its operating room (OR) environment. The UIC Innovation Center employed observational research methods to analyze and synthesize complex data to deliver solutions for Hillrom's end users.**

## Methodology

### ACTIVITIES



What are people doing?

### ENVIRONMENT



Where are they doing it?

### INTERACTIONS



Who is interacting with whom?

### OBJECTS



How are objects used and where?

### USERS



Who is present and what are their roles?

## The Process

As outsiders, our researchers can see things that otherwise go unnoticed. A fresh set of eyes is often the catalyst for innovation. For the Hillrom project, student researchers used observational research methods to gather and analyze data related to staff movements and interactions as well as the physical layout of operating rooms. By identifying user pain points, aggregating data and weighing user priorities, this project produced robust qualitative insights and actionable tools.

## The Solution

Our team delivered a data-informed set of recommendations. In addition to the usable data, this project was a validation of observational research as a strong data collection methodology. As is usually the case, embedding problem solvers into the data-to-day operations in partner environments gives way to a robust interrogation process that results in data points that are often overlooked.

## The Impact

The Hillrom project provide our partner with a viable data set and reommendations that were immediatly implementable. Centering user experience is at the core of the UIC Innovation Center; processes. This project demonstrated to our partner that using variable observational methodologies and centering the user experience is a valuable way to transform how Hillrom viewed their challenge. The problem changed from a logistics centered challenge to an exploration of end user experience. In short, we demonstrated that we arrive at a better solution when you center the user.

