



HUMAN CENTERED DESIGN FOR STRYKER GROUP

Looking over your shoulder

How ergonomic empirical values and the process of usability engineering lead to an excellent medical product.



Design thinking: the stimulus for developing the new surgical tool comes from the needs of the users.



reddot design award
winner 2007



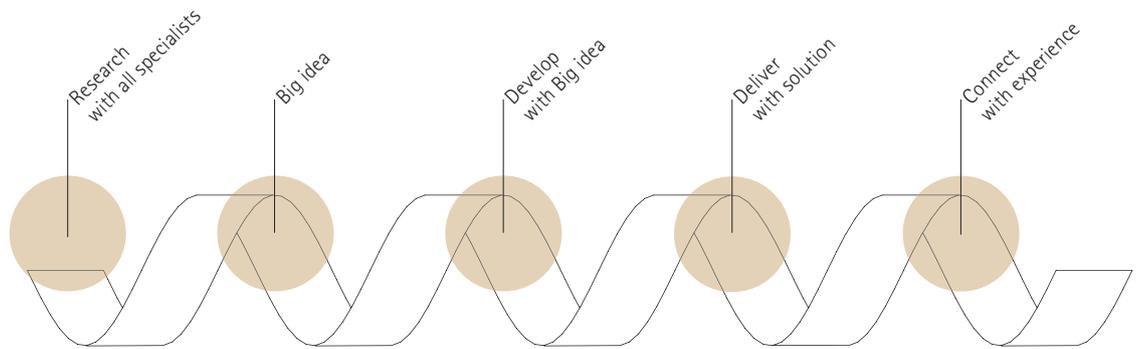
Ergonomics as a quality principle: hand-operated, cordless surgical tool for navigated, minimally invasive intervention

During prototype development, Erdmann Design involved surgeons in the testing of battery and propulsion technologies under realistic conditions.

Erdmann Design accompanied the equipment development with the «feed forward» and «design thinking» processes, resulting in a new product family of fatigue-free, battery-operated medical screwdrivers.

Maxon, a Swiss motor manufacturer with an excellent world-wide reputation, was brought into the innovation process.



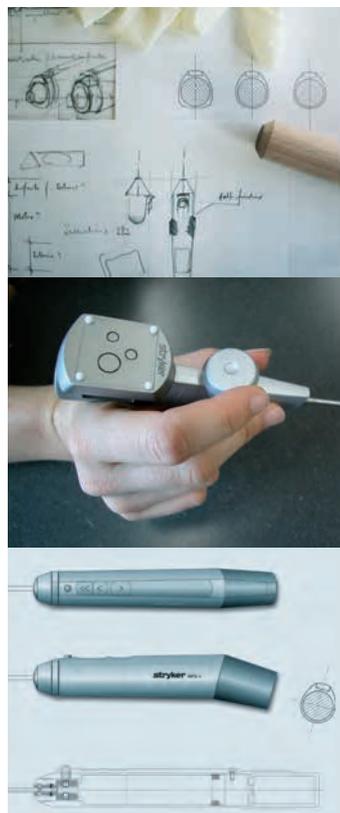


Projects since 1999

Sub-projects:

- Ergonomic studies
- Marketing seminars
- Customer analysis
- Prototype construction
- Industrial design
- Production data
- Training instructions
- Market introduction

www.stryker.com



Erdmann Design AG
 Stahlrain 2
 5200 Brugg
 Switzerland

T +41 56 460 9 460

www.erdmann.ch
info@erdmann.ch