

Case report – Unomedical

Purpose

The project was launched in order to search for improvements for the existing packaging for infusions set for insulin pump with starting point in user friendly packaging. The user observations were to give Unomedical insight into the consumer's immediate conception of user friendly packaging without instructions. In general the users of these products receive instruction before they use the products. The other types of packaging were meant to give Unomedical ideas of how other opening mechanisms works for the consumers.

Gathering of insight and research

The preparatory work consisted of making an evaluation of which packaging systems that Unomedical would benefit most from testing. Five types of packaging were chosen for test.

Test packaging

1. Infusions set in insertion mechanism with integrated tube
2. Infusions set in insertion mechanism without integrated tube
3. Container with tears trip and click-lid
4. Autoclaving bag
5. Container with pull ring and screw lid



1



2



3



4



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User observations

The five types of packaging were tested in a user study. It is important for Unomedical that everyone is able to open their packaging. Therefore the end users participating in the study were young as well as elderly people with and without physical ailments.

Question frame

The consumers were asked to open the packaging one at the time (in random order), while they think out loud.

After opening of each product:

1. How was the packaging to open?
2. Was there anything on the packaging that helped you to open it – instructions, graphics, markings in the material?

After all types of packaging have been opened:

3. Which type of packaging was the easiest to open and why? List the products in order of priority.

4. What makes the packaging difficult to open?
5. If you were to use these types of packaging every week, which packaging properties are the most important?

Workshop and idea generation

Unomedical had gathered employees from the entire organisation for a workshop day. During the workshop the video clips from the end user studies were analysed. Below you will find the insights that were identified during the day.

Insights from the end user study:

- The consumer use own experience from how known products are opened. This means that screw lids and pull rings are visually decoded fast, whereas other types of packaging call for evaluation before the consumer has found a strategy for how the packaging is to be opened easiest.
- The consumer does not spend much time on examining the product. Therefore it is important that the most essential signals to the consumer are visible on “the front” of the product.
- Red marking signals to the consumer that they must look here.
- In cases, where “something sticks out” , which is the case with “container with tear strip” it signals that here the consumer must be attentive.
- It is of great importance to the consumer’s opinion on the open ability of the packaging, if they can see the product within the packaging. A transparent packaging can make the packaging less intuitive, as the focus of the consumer changes between decoding the packaging vs. the content.
- Consumers, who do not have experience with the use of a product, can have difficulties evaluating the open ability of a packaging, as they cannot put up meaningful success criterion for the packaging. In these cases the consumer will use a known situation as starting point, which they have experienced can be a problem. It can for instance be important, that a packaging remains proof after closure or that the packaging gives feedback to the consumer that it is properly closed. In this test it was not relevant, but due to lack of insight in the use of the product it became a success criterion for one of the consumers in the test.

Concept development and prototypes

During the workshop a number of concrete solutions as well as thoughts and general ideas were generated, which will be highly usable during the development of future products. As these are not implemented, it is not possible to show the concepts. One of the purposes was furthermore to test the process, so that it forward looking can be used for development of packaging concepts for new products.