



## Prevas UX/UI-expertise helps Nipro choose new design concept

To improve their understanding of customer needs, Nipro Medical Europe chose to collaborate with Prevas when it came to conducting a comprehensive UX study of their medical devices.

“What I particularly appreciated early on during the initial discussions with Prevas was their approach of first establishing what problems needed to be solved, rather than jumping straight to solutions,” says Peter Drennan, the project manager at Nipro, a Japanese company that manufactures medical equipment.

Prevas’ analysis of user needs was based on interviews, surveys and observations conducted with end-users and experts from ten European countries. Prevas’ team also arranged a series of workshops to better enable Nipro to understand user behaviours and feelings and opinions about machine operation, as well as underlying motives that drive their actions and influence how they view Nipro’s products.

“Companies frequently have good ideas for how their products can be improved, but sometimes there is a lack of understanding of the customer’s wishes, problems and challenges,” says Maria Rojas, Team Leader Design and Innovation at Prevas. “That is what has made working with Nipro so great – they realise that the user perspective can lead to more satisfied customers, reduced development costs, higher revenues and a stronger brand.”

In addition to delivering and presenting the final design brief, Prevas has also assisted in handing over the assignment to the Nipro design team, which is now working to ensure that the captured insights, user needs and challenges are captured in Nipro's roadmap for its next generation products.

"We expected talented designers, which we got, but we also got a strategic plan that we now use to ensure that we choose the right solutions within the new design concept", says Peter Drennan.

More about [the collaboration between Prevas and Nipro](#).

## Prevas | Hello Possibility.

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### About Prevas

Prevas is a development hub with ingenuity at its core. With high technical expertise and deep business understanding, we help customers from a wide variety of industries to benefit through continuous technological innovation. Good for people, the planet and profits. Prevas was established in 1985 and currently employs 850 people in Sweden, Denmark and Norway. Prevas has been listed on NASDAQ Stockholm since 1998. For more information about Prevas, go to [www.prevas.com](http://www.prevas.com).