

**WILDDSIGN®**  
Creatives with Competence

**PRODUCT DESIGN - SUCCESS FROM IDEA TO SERIES PRODUCTION**

We are one of Europe's leading design agencies in the medical and healthcare industry. In our 360 ° approach we integrate user research, innovative design, technical implementation, and brand-building activities into a powerful support for forward-looking companies.

Since 2015 our office in the design boomtown Munich complements our presence in the DACH region and is a hub for our customers and network partners with a focus on medical and laboratory technology.

**WHY A DESIGN AGENCY - AND WHY WILDDSIGN?**

- Full service design agency. 3 creative teams in Europe and Asia.
  - Owner-managed. With German origin and international orientation.
  - One team, 40 people who are committed to your cause.
  - Creative support where you need it.
  - Assertiveness. To put your ideas into practise.
  - More than 27 years of experience.
- We can do it: functional design solutions!



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A little insight in our work here at wilddesign

# CASESTUDIES

## SPINDIAG

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As a young, innovative medtech-startup we were on the quest for industrial designer experienced in the medical field and turned lucky with WILDDSIGN!”

Dr. Mark Keller (Chief Product Officer | Co-founder)



Case study about a complete design development over 2 years - Product Design, User Interface Design and Corporate Design.

# SPINDIAG

## USER CENTERED DESIGN | ESSENTIAL FOR POINT-OF-CARE

### Spindiag

Spindiag GmbH was spun out from the Hahn-Schickard research institute in 2016. Spindiag is developing a diagnostic platform for the fast, simple and efficient detection of infectious diseases.

The system must meet high usability requirements in order to establish itself directly at the point of care. In order to master this challenge, Spindiag was supported by Wilddesign.

Starting with the product and interface design, a close cooperation has developed over 2 years in almost all areas of the start-up.

### User Interface Design

We tested and evaluated different interaction concepts. The outcome consists of a status display and three separately positioned touch buttons.

The setup allows for straightforward operation of the device - without contact to multilayered menus or settings options. This is a notable difference to the touch screen and a strong advantage in the point-of-care context.

The detailed development of the interface was tested by our customer in close cooperation with external usability experts in multiple usability evaluations.

### Product Design

Our first step was to consider integration into the point-of-care environment with regard to the dimensions of the equipment. Here, compactness is a fundamental requirement. Through technical optimizations, vertical alignment and a slightly curved housing design, the footprint was reduced and a slim perception created. The aim for the usability was a simple and ergonomic operation, which should be conveyed to the user with the first glance at the device. Through discrete ventilation openings and design inspiration from the consumer-product area, we were able to give the high-tech minilab a professional, but approachable appearance.



### Corporate Design

The market for smart point-of-care analyzers is developing at a high rate. In order to position Spindiag with a highlight on its unique selling propositions, we jointly created a progressive brand image.

The design deliberately picks up on digital design trends to reflect the smart and digital approach. Additionally, we were able to help shape basic areas of the brand appearance, ranging from cartridge packaging, instructions for use and the website, thus ensuring that the brand was coherently recognizable.

