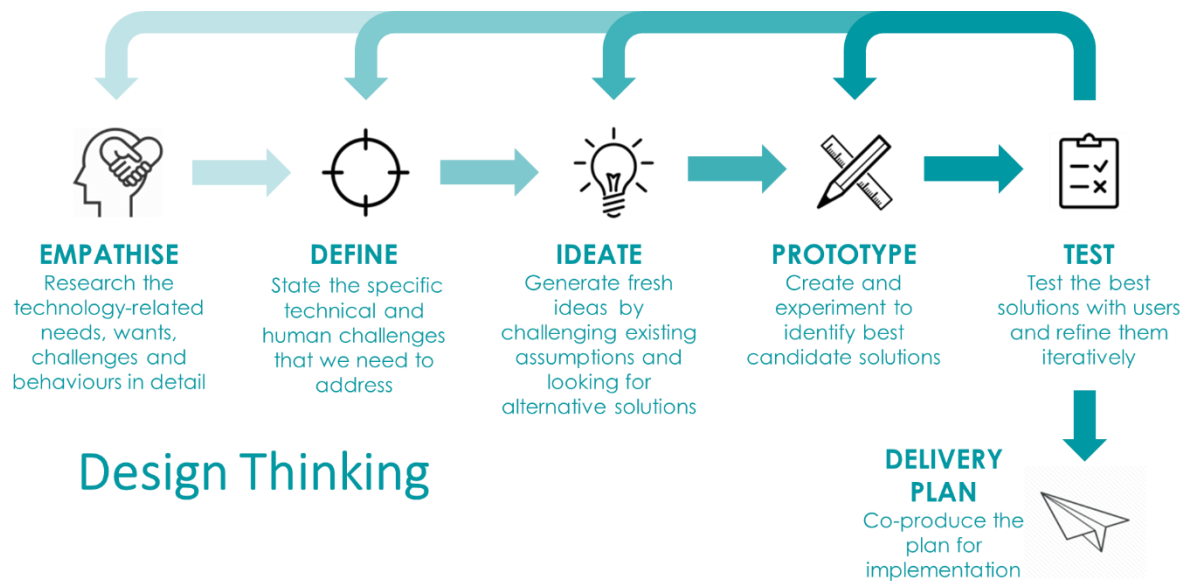


DESIGN THINKING



Design Thinking

At Solidsoft Reply we believe that success depends on bringing together clinical, patient and technical perspectives to achieve pragmatic and effective solutions. Our philosophy is co-production founded on design thinking. We start by understanding the perspective of users. We work with them to challenge assumptions, redefine problems and create innovative solutions which we prototype and test. Design thinking helps us gain a deep understanding of the challenges from the user's perspective. We co-design and co-produce solutions that work best for people working on the front line.

EMPATHIZE

Empathy means listening to clinicians and patients to understand their viewpoints, the problems they are trying to solve and their experience and insight. Empathy is crucial to the design of human-centred solutions that meet real-world challenges. It allows us to set aside our own assumptions and gain insight of users' needs. We conduct user research through preliminary discussions, workshops, interviews and ethnography.

DEFINE

We gather, collate and curate the information gathered during the Empathize stage. We analyse this information and other observations and synthesize them to generate clear, human-centric statements of problems and stakeholders' needs. We present the outcomes



and learnings to stakeholders and agree the priorities.

IDEATE

We focus on a solution design that addresses users' needs and priorities. We challenge existing ways of thinking and help to generate fresh ideas and alternative views to produce innovative solutions to the stated problems. We provide a written high-level design for the envisaged solution which we present to stakeholders for review and refinement.

PROTOTYPE

Co-production means collaboration with stakeholders on the evolution of the solution. Prototyping is experimental and helps us identify the best possible solution for each problem. Our team implements and demonstrates features that may be incorporated into the solution. Prototyping allows stakeholders to assess the effectiveness of each proposed feature and to refine the design based on early feedback.

TEST

We work with users to rigorously test the solution generated in the Prototype phase. Test results often indicate additional problems, and we may return to previous stages to make further alterations and refinements.

DELIVERY

Once there is broad agreement that the solution is ready for use, we deliver it. We move it into an operational mode, provide end-user support and training and roll out the solution to the wider community of users.

SOLIDSOFT REPLY

Solidsoft Reply is the Reply company specialized in developing digital healthcare solutions for patient safety and closed-loop medicine management. We partner with Healthcare and Industry, helping our customers succeed through our expertise in designing and implementing innovative solutions, and through our continued commitment and investment in Microsoft technologies and the Microsoft Azure cloud platform. We are a published thought leader and deliver software and services via our team of highly skilled and competent people. <http://www.solidsoft.reply.com/>