

# CIRCULARITY THROUGH HUMAN-CENTERED DESIGN

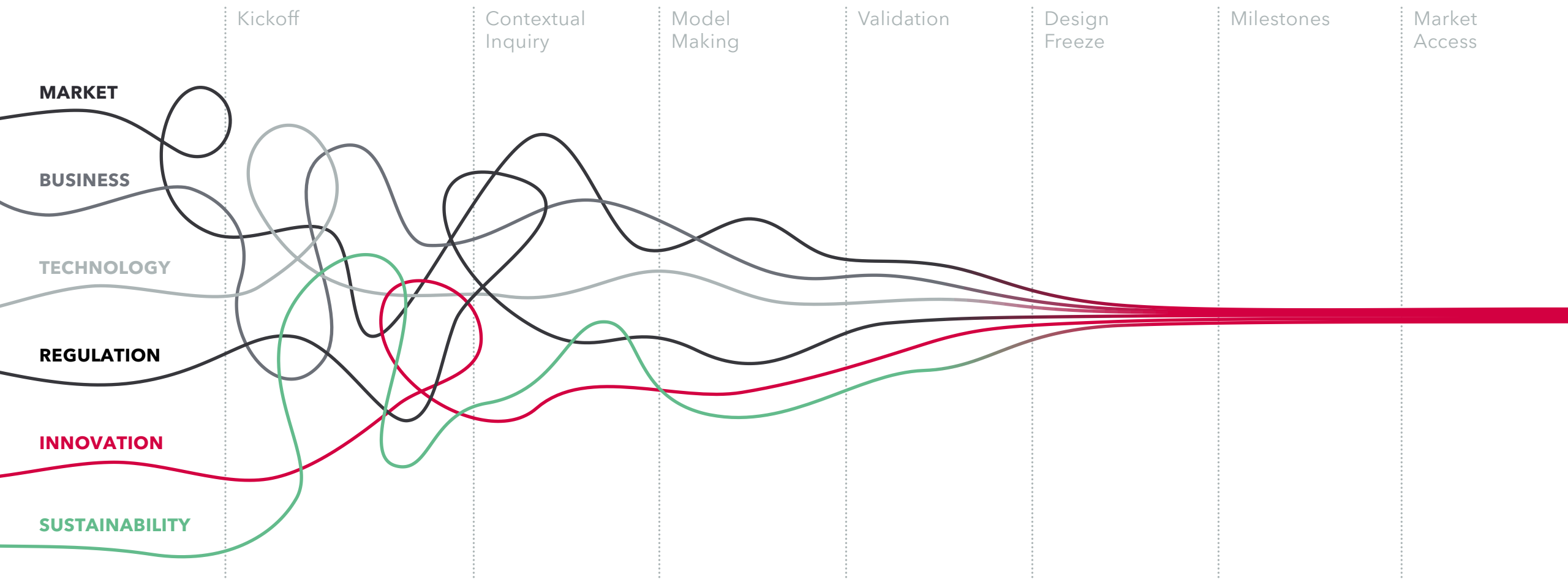
12. März 2024



# NEEDS MODEL



# HUMAN-CENTERED DESIGN



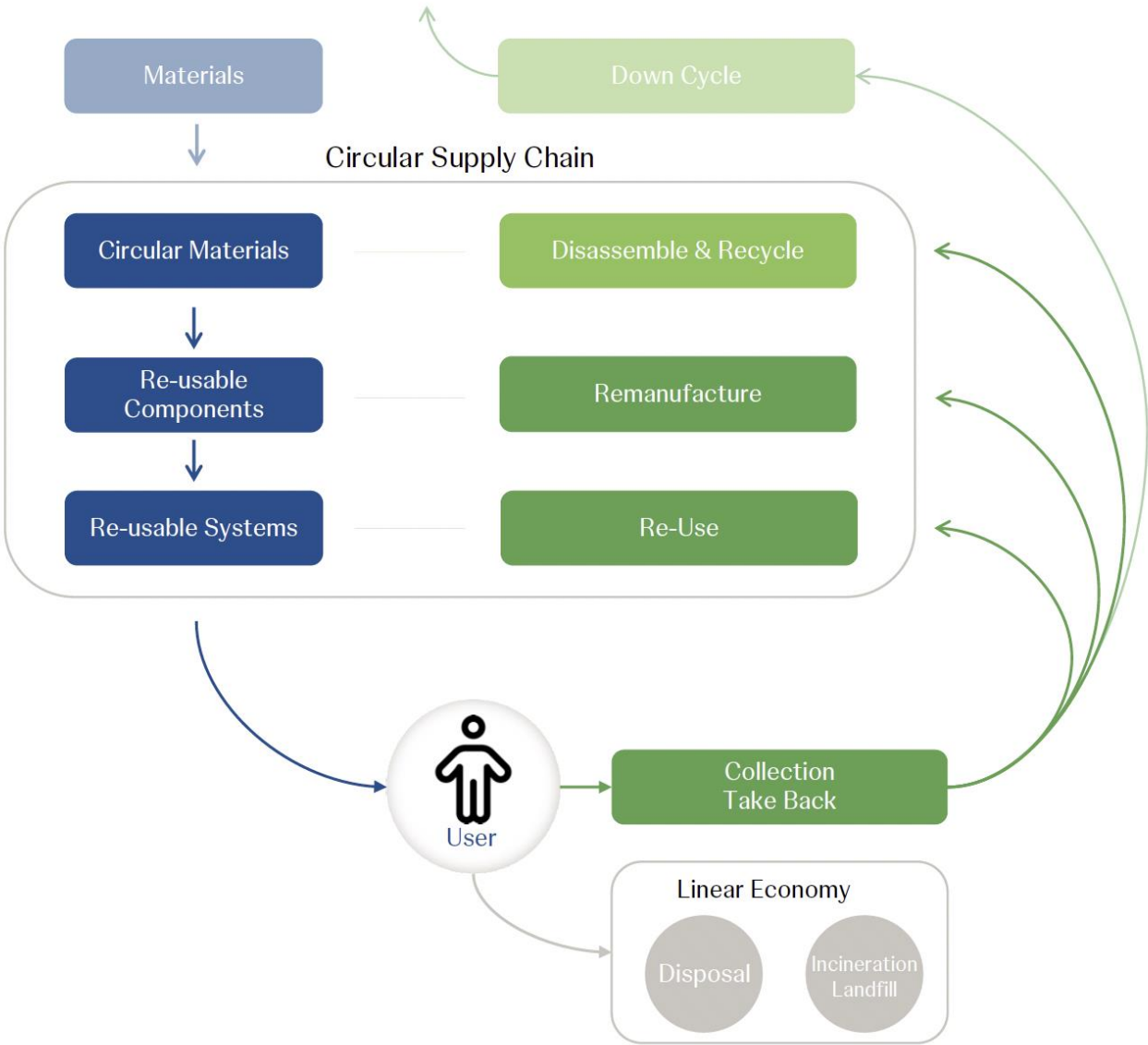
# STEP BY STEP TO CIRCULAR ECONOMY

- Designing for Circularity
- Collection: Take-Back Systems
- Recycling, Re-Use
  
- Understanding the Behavior of the Patient / Customer



# SYSTEM THINKING

- Understanding current Workflow
- Patient, Pharmacy, Doctor



# COLLECTION

- \_ Build, Test and Learn
- \_ Used products ar resources



# MATERIAL

- Innovation
- Look and Feel



# GATHER INSIGHTS

Early design feedback through testing and findings



COMPLEXITY OF OUR RESEARCH



# VOICE OF CUSTOMER

- Interview, Observe, Show and Tell
- Define users' "happy flow"
- BAG initiative
- FDA documentation
- Human Factor Testing



TESTING WITH  
PATIENT GROUPS

# TEST AND LEARN

Solutions and Opportunities:

- Early models
- Process visualisation
- Country specific regulation



# EARLY PROTOTYPING AND TESTING

Solutions and Opportunities:

- Early models
- Process visualisation
- Learning



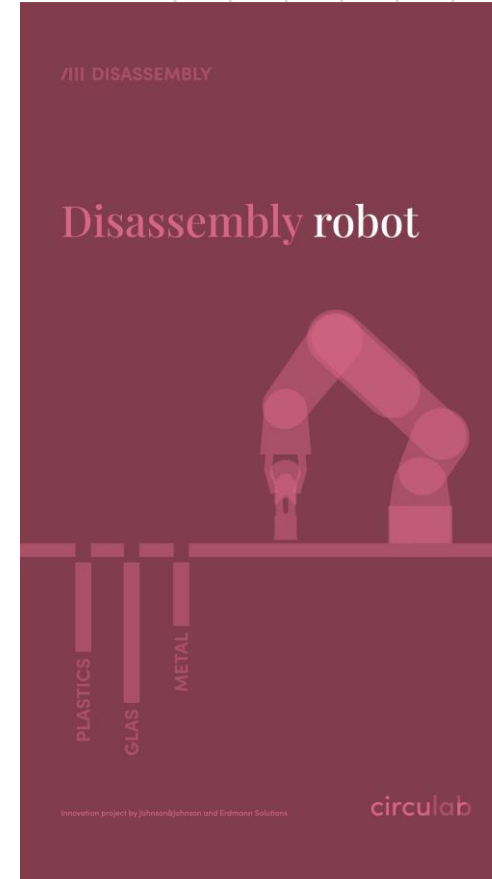
# SIMULATION

- Circulab project start
- Process Visualisation
- Concept Design
- User Iteration



# COMMUNICATION

- \_ Lead communication for JnJ
- \_ Circulab - global strategy development for JnJ



# DATA ARE RELIABLE AND VALUABLE: CREATE BUSINESS BENEFIT

- \_ Sharing important data
- \_ Simulate and optimize workflow
- \_ Learn for risk management
- \_ Foresee market needs



Patrick Eder  
Warehouse &  
Logistics Leader



Transparency – safer supply chain



## RISK MANAGEMENT

... Block Chain wäre für uns Ideal. Bekämen die Spritzen beim Abfüllen gleich einen Sensor, könnte man die Temperatur überprüfen – So wird der ganze Lebenszyklus vom Produkt zugänglich und trackable ...



# DESIGNING CIRCULAR PRODUCTS





# ONBOARDING

\_ Your needs for circular economy



# ONBOARDING TO OUR METHODS



- \_ We invite you to visit our circular economy project in Neuhausen
- \_ We support you to develop your circular products

# Unser Angebot. Projektförderung.

## Projektförderung



finanzierte Coachings & Fachexpertisen Unterstützung  
(10T + 5T CHF)

