

Surgical 'cut and seal' innovation

Market opportunity assessment
& technical concept
development



Challenge ↗

Our client believed there was a market opportunity to provide surgeons with a novel surgical cut and seal technology platform.

Approach ↗

We combined primary research with technical developments:

- 20 ethnographic observations and interviews across 4 main surgical market procedures
- Opportunity analysis based on stakeholder needs, clinical benefit and procedural constraints for each of the markets
- Development of 5 innovative concepts from creative brainstorming workshop
- Design and technical feasibility testing on the selected lead concepts

Benefit ↗

Our Voice of Customer research revealed an unexpected tradeoff that shifted the emphasis of subsequent design work

With this and other key insights, we were able to generate a range of novel, relevant concepts

We delivered to our client a comprehensive package of work that helped them define future strategy for this important part of their portfolio