

**Luto.**

**Peezy Case Study.**



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# Case Study.

## **Creating instructions for use that are 'Easy Peezy'**

In January 2014, Luto had the pleasure of working on a set of new instructions for use for a medical device called 'Peezy'. Luto provides a hands on usability testing service, that is specifically designed for each set of instructions or device we test.

Peezy, created by Forte Medical, is a device that aids the user in giving a midstream urine sample. Obtaining good midstream urine samples using traditional methods can be problematic; it's a tricky process for the user and contamination can lead to the need for re-testing.

Peezy not only makes the process a lot easier for the user, but it can also have a positive impact on contamination rates. Innovative device design means Peezy is simple to use if you know how. However, this requires simple, clear instructions for use to help the user get it right first time.





# Project Brief.

Our challenge was to re-design the instructions for use as part of the packaging, ensuring they were clear and simple, and reflected the simplicity of the process.

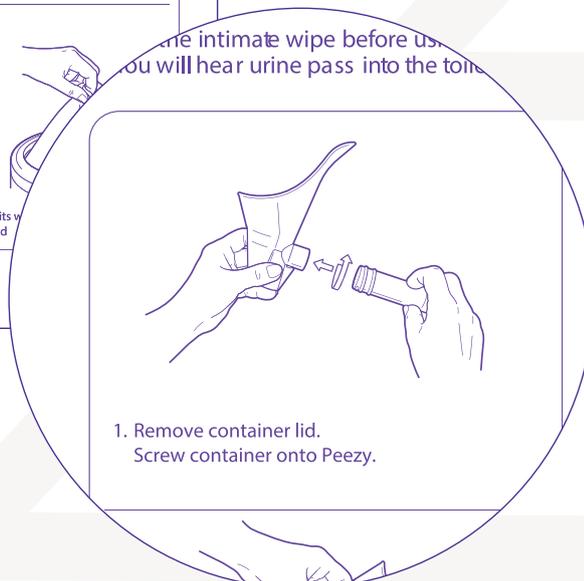
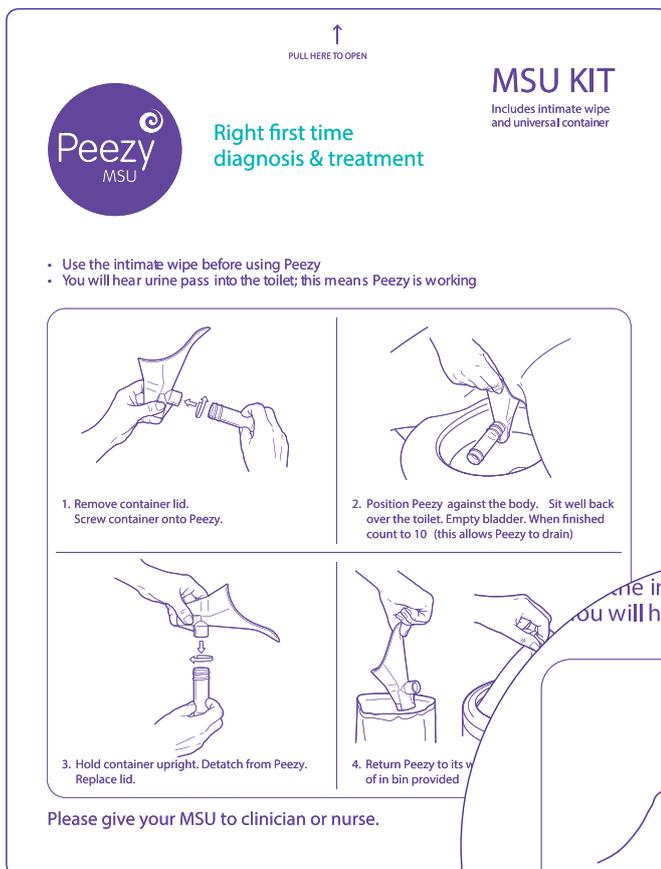
The re-design also needed to account for the use of Peezy in male and female users, as opposed to just females in previous designs.

# Original Pack.

The original Peezy pack was provided to Luto. This contained the instructions for use and was used as the starting point for Luto's work on the project.

The original pack contained some useful information and images for the user. However, Luto noted the following potential problems:

- All text and images shown in one colour
- Too much detail in the images
- Small step numbers and a lack of flow between steps
- Difficult words that may not mean very much to a patient





## Expert usability review.

Luto used an initial testing phase to explore how potential users of Peezy would use the instructions on the pack and the device.

This phase was essential for the project team to understand the impact of the instructions on use of the device and to allow for a thorough exploration of opportunities for improvement.

The results of this testing identified several issues. These were discussed with the client and together we made some key decisions about information that could be re-designed.

## Solution.

The content of the pack was reviewed by a team that included information design specialists, a pharmacist, a registered nurse and a lay patient representative.

This review and the results from the initial testing phase, allowed us to establish which messages were key to the effective use of the device.

A new illustrative style was designed, complementing Forte Medical's brand. The graphics were reproduced and other layout factors for good practice in readability and design were incorporated. This resulted in a much sleeker and easier to use pack design.



The project team used its experience with plain writing to improve the readability of the text included on the pack



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## Usability testing.

Another testing phase was then completed with the revised pack. Luto believes that the key to building truly effective instructions is to use an iterative approach:

- Identify opportunities for improvement
- Develop and design
- Investigate whether the changes are effective.

The results of this second round of testing allowed us to fine-tune the design and conclude that we had overcome the issues identified in the initial phase of testing.

**'Delighted with the service, the diligence, the knowledge and expertise made available to us.'**

Giovanna Forte, Managing Director, Forte Medical

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## New pack.

The new packaging and instructions will be launched alongside Peezy Mark III in March 2014.

The new pack used techniques considered to be reflective of best practice in readability and design:

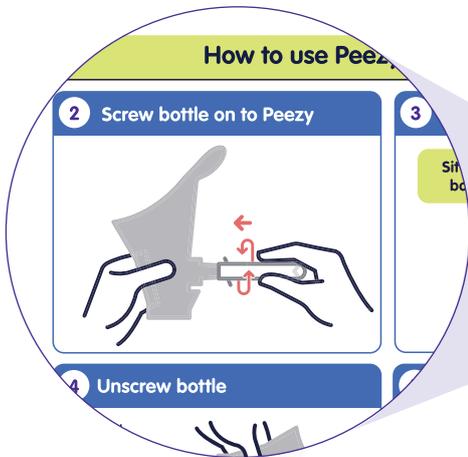
- Clearly labelled pack contents
- Key instructions shown within the 5 main steps, using simple, clear wording
- Block colour and shading to illustrate the device
- Use of accent colours for highlighting and emphasis
- Use of familiar signs, such as those to indicate different instructions for females and males



# New Pack.

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Giovanna Forte, Managing Director, Forte Medical



Tear here →

## Peezy MIDSTREAM

Please read before use

Non-sterile specimen mailer and storage container. **PE 50 Standard**

This pack contains:

Bottle (10 ml)      Peezy

**Get ready**

! Make sure your bladder is full

**How to use Peezy in 5 easy steps →**

**1 Remove bottle lid**

**2 Screw bottle on to Peezy**

**3 Empty your bladder completely**

Sit well back

- Hold Peezy as shown and urinate.
- Urine also runs into the toilet.
- Keep holding Peezy in place - it will not overflow.
- When finished count to 10 - this lets Peezy drain.

**4 Unscrew bottle**

- Hold bottle upright.

**5 Replace lid and return bottle**

- Return full bottle to healthcare professional.

**Dispose of used Peezy**

! Do not use Peezy if the pack is open or damaged. Throw away and ask for a new pack.

