



# **Ergonomics & Aesthetics in Medical Product Design: An Investigation Into the Importance to the User**

*Anthony Gosnay*

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Certain medical products can be fatal if not understood or used correctly. The result can be just as serious if the user is not inclined to interact or use the product purely because it does not appear enticing. To some, using a medical product has become part of their life; such as an insulin injector, but this does not necessarily mean they are happy carrying around a bland, featureless product with them. This paper has carried out an investigation relating to the 'four-pleasures' (physio, psycho, socio & ideo) to understand what is important to a user of a medical product; whether it makes a positive statement about themselves to others around them, how comfortable it is to use or simply how confident they feel when using it. The conclusions drawn would specifically suit those who intend on carrying out medical research to design a product intended for the vast majority to make day-to-day living easier or more pleasurable.

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