

Action Guide

481: Lessons learned developing medical products

Ron Richard



Application Questions

1. Describe a time you've learned something helpful from a different industry. If you haven't, what other industries do you think could offer helpful insights for your organization?
2. What types of prototypes do you make?
3. Have you had problems with trying to please just one customer who is respected by the organization? Have you had people in the organization who think they don't need to talk to customers? What did you do?



Actions to Take

What to Do Now

- Practice being attentive and intentionally observing your surroundings. Look for customer problems.
- Focus on making products that make the customer exceedingly happy.

What to Do Soon

- Talk to customers with firsthand experience with the problems you're solving, such as how Ron talked to patients and medical practitioners.
- Take time to get input from customers so you can make good product development decisions. Avoid feature creep.