

# Architects of

Those who made our lives more beautiful



**EASY TO USE:** Gokhale (right) and Karandikar have developed an easy-to-use interface

## DIGITAL DESIGN Design Directions

For graphical user interface in an endoscopy machine

DESIGN DIRECTIONS CAME OUT TOPS IN THE DIGITAL design category with its graphical user interface (GUI) for an endoscopy monitoring and recording device, Stryker Device Capture Ultra. The firm has extended its record of winning in each edition of these awards.

At its core, the machine offers surgeons unique high definition-encoding capabilities for capturing videos of surgery, and archiving those for future referral or presentations. It also offers functions such as patient scheduling and information storage pertaining to the surgeons,

# Innovation

and comfortable through design

nurses and other operation theatre staff associated with each surgery.

According to Falguni Gokhale, director of Design Directions, the easy-to-use interface helps improve productivity and quality of operation theatre staff. "It reduces the chances of human error and allows the OT staff to focus on their critical jobs before, during and after surgical procedures," says Parekh.

The hardware of the product was designed in Paris and the software in Bangalore.

In fact, the GUI is a key feature in competitive trials and for winning deals in the US. Thanks to the new user-friendly interface, Stryker's sales of this line of product are up about 44 per cent this year.

Hemant Karandikar, head of marketing and brand strategy, says that the GUI design team spent a year on prototyping and getting feedback from the users on the GUI designs.

*Vishal Krishna*