



Innovative therapies...

Photo Therapeutics Omnilux

Lucid group design for health and beauty

Developing emerging technologies...

In 11 months, Lucid developed a clinical trial rig into a product that provides an effective alternative to traumatic surgery

Brief

Photodynamic therapies are non-invasive, light based treatments for skin cancers, pioneered by Cancer Research UK

Our challenge was to create a unique means of delivering therapies to suit patients, clinicians and budget managers

Designing for people

Our team shadowed clinical trials, creating storyboards to help understand treatments. We analysed treatment furniture to establish environmental constraints

Extensive ergonomic research revealed representative people sizes. Bringing all this information together, working with electronics specialists a product specification evolved

Proving the principle

Sketch designs were developed, into proof of principle rigs. To evaluate interaction design, feel and functionality, patients, clinicians, electronic engineers and marketers tested mock-ups

Developing ideas

To define a brand identity several forms were modelled. Concurrently mechanisms, electrical interfaces, alternative materials and production processes were investigated and resolved

Testing ideas

Rapid prototypes provided valuable feedback on trials in hospitals. Confident of a marketable solution we were able to accelerate delivery by placing tooling orders before design completion

Delivering right first time

Working with manufacturers in Europe and the Far East Lucid was able to deliver a complex electro-mechanical assembly with zero design defects

Lucid delivered a turnkey solution for a unique product now delivers millions of treatments worldwide

Lucid Group continues to innovate with Photo Therapeutics

