**User-centred design as part of Human Factors | Te hoahoa ā-kiritaki hei wāhanga o Ngā Āhua Tangata**

**Visual  
The video begins. The opening screen has a white background. In the middle of the screen are the words ‘Human Factors’ in large letters. Each letter of the word ‘Human’ is a different colour. The word ‘Factors’ is blue. Underneath that is a line, under which is written in smaller blue letters ‘User-centred design as part of Human Factors.’**

**The screen changes and a te reo translation of the opening screen appears. It reads ‘Te hoahoa ā-kiritaki hei wāhanga o Ngā Āhua Tangata.’**

**We then see designer Sarah Lakomy. She has short blonde hair and wears a blue cardigan over a white t-shirt. She moves a plastic basinet around a woman in a hospital bed to demonstrate how it works.**

Audio  
[Sarah] Hi, I’m Sarah Lakomy. I’m an industrial designer. I’m also a Master’s student at Massey University and in the improvement and innovation team at the local hospital.

**Visual  
Sarah is sketching on a white pad inside a lecture room at Massey University. Her laptop sits beside her, and there is a container full of pens on the table.**

Audio  
[Sarah] So, I have just designed a product called Hatch, which is a bassinet designed to go in birthing facilities to facilitate in the acute postpartum period to enable maternal bonding.

**Visual  
A simulation of how Hatch works is shown. A mother is in a hospital gown in bed. The bassinet containing a doll is moved towards her. The mother demonstrates how Hatch allows her to be closer to her ‘baby’.**

Audio  
[Sarah] The whole idea with Hatch is that it enables that maternal proximity so that mums have the physical ability to be able to reach and manoeuvre and access necessary accessories to provide independent care for their newborn, so they’re less dependent on calling a call bell and needing assistance from midwives.

**Visual  
A close-up of the bassinet is shown. Sarah points out pockets on the top of the bassinet where a baby’s gear is stored.**

Audio  
[Sarah] The real foundation of this project was around designing something with women for women and by women because traditionally women’s health care has been sidelined.

**Visual  
Sarah is working on her laptop in the lab again. A prototype of Hatch is on her screen. We then see some close-ups of drawings of Hatch she has sketched.**

Audio  
[Sarah] So, I thought it was important to take a real equitable approach to this design and focus on an area that, you know, was due for some improvement innovation and some excitement around it.

**Visual  
Sarah continues sketching on a large sheet of white paper in the lab. Her face is reflected in her laptop screen.**

Audio  
[Sarah] Coming from an industrial design perspective, so a product designer, it’s really important to understand that an object doesn’t exist in isolation, it exists in a context, it exists because people are using it.

**Visual  
Computer-generated images based on Sarah’s sketches of Hatch are shown on her laptop screen. The camera then zooms out to show Sarah sitting in front of her laptop.**

Audio  
[Sarah] It’s really important to engage those people or understand the context that it’s going to exist in before you get too deep into the design by basing it on assumptions.

My first starting point was understanding the industry that I was going to be designing for and who the key stakeholders were in that field.

**Visual  
We see a close-up of Sarah’s hands holding an iPad.**

Audio  
[Sarah] So, I worked collaboratively with kaiāwhina, midwives, other midwifery staff and mums through a range of different methods, so there were online surveys, some interviews. I went on a tour around a birthing facility which gave me the opportunity to understand what the different priorities were for the different user groups and understand the context that my design would be going into.

**Visual  
We see a shot of Sarah’s computer with a Hatch bassinet prototype on it. The picture then changes to Sarah back behind her computer screen.**

Audio  
[Sarah] User-centred design is a really important part of having a Human Factors approach, particularly as an industrial designer.

**Visual  
Sarah’s laptop screen is open and shows a moving prototype of Hatch. The view is from over her shoulder.**

Audio  
[Sarah] You can’t design a product without having that end-user involved from start to finish and having that back-and-forth conversation to really develop the product in a meaningful way, which is what made Hatch such a rewarding project.

**Visual  
A computer-generated image of a person in a hospital room in bed using the Hatch bassinet appears. Credits roll and the video ends.**