

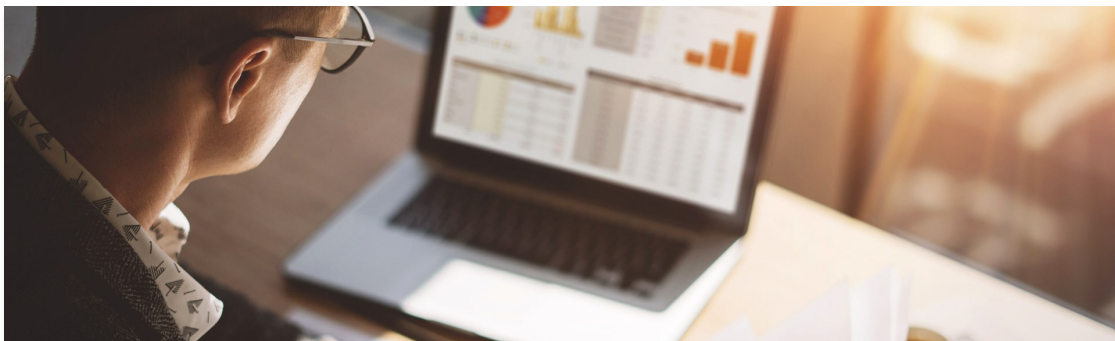
Harvard i-lab: User Research Seminar for Medical Device Startups

BOSTON, MA

The importance of user research cannot be underestimated, but how to integrate user research activities within a typical product development process is equally important. This workshop will outline tangible user research activities with structured goals and deliverable outcomes that can dovetail with the evolving needs of the product development. Harvard i-lab will address common questions from medical device entrepreneurs, including how to determine what research methods to use, how to make data actionable and prioritized, and what makes user research in the field of healthcare different.

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