



**CASE STUDY**

# HOSPITAL BED

DESIGNING 'MADE FOR INDIA' HOSPITAL FURNITURE



# GODREJ HOSPITAL BED

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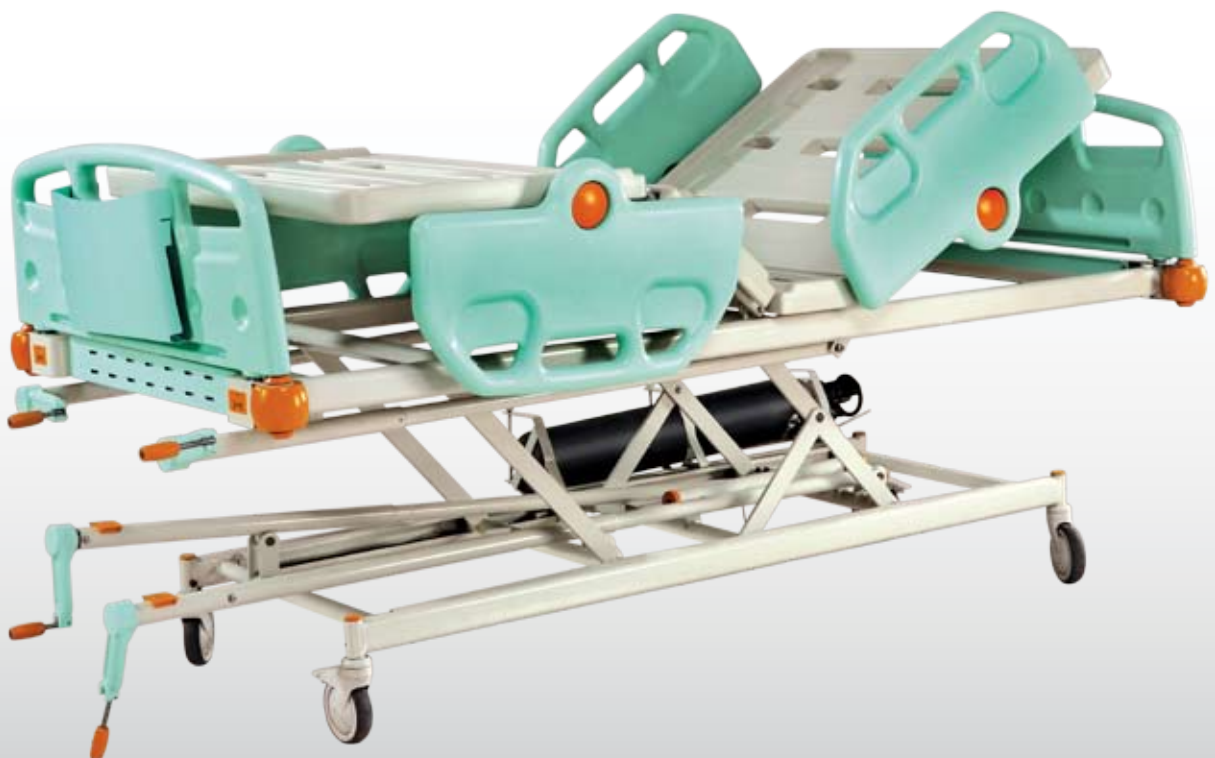
### BACKGROUND

Godrej Interio, a major brand in office & home' furniture in India, wanted to foray into the Hospital Furniture domain. The patient room furniture is a major product category and the client wanted Onio to design a completely new hospital bed & allied accessories based on deep user understanding & market positioning. Available hospital beds were either cheaply done Indian beds or very expensive European / American beds designed around ergonomics for people in those countries.

Onio worked on the design right from user research, concepting, prototyping to manufacturability and created a range of patient room furniture. Whether state-owned or private hospital chain, the bed was as affordable as it was user-friendly. Full-scale working prototypes were built & tested for performance before it was delivered to the client.

### SCOPE & CHALLENGE

1. Define the right product positioning and appropriate features for the Indian market
2. Users of all age groups should be able to use it
3. Respond to all users' needs: Patients, doctors, hospital staff & patients' relatives
4. Accommodate various bed configurations as demanded by healthcare procedures
5. Mechanism should be patentable
6. Simple & easy to use & operate
7. Complementary accessories like over-bed table, side storage etc. to be provided





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### ONIO'S SOLUTION

Onio's complete 'design & features' strategy to meet user needs, based on research, provided a great head-start. The bed's position adjustment mechanism was built for manual operation with a smooth mechanism to avoid machine-like feel. The final design was made into multiple variants with various combinations of features. Onio delivered multiple business benefits like -

- Design for mobility and space optimisation in hospitals
- Modularity of features for creating variants across the price range
- Areas coming directly in contact with patients are made of hygienic moulded plastic.
- Patented mechanism best suited for Indian situation, does not need electrical power to operate
- Ease of use with the right Indian ergonomics
- Designed for complying with CE norms for international acceptability

### HONOURS

This hospital bed design won the NID-BusinessWorld Design Brilliance Award in 2008  
India Today named it one of the top ten medical innovations for 2009

Research, Design & Prototyping. Prakash Khanzode receiving the award.

