ABSTRACT
Kubtec is a leading digital X-ray company based in Stratford, Connecticut. Kubtec offers the most innovative tools in digital x-ray equipment for specimen radiography, low-dose imaging, and forensic analysis.

We will show the benefits of applying design thinking to Kubtec’s business problems. The company has three different types of end users. The main challenges for the company are how to communicate more effectively with each end user that includes buyers, X-ray technicians and patients. We also take consideration for utilizing the space. These challenges have become the research questions for this project.

RESEARCH QUESTIONS
• How might we get people to understand the benefit of using 3D imaging?
• How might we enhance X-ray technicians’ experience of interacting with the machines?
• How might we enhance patient’s experience with the machine?

DESIGN THINKING PROCESS
We took design thinking process to conducted this research. Design Thinking is a problem-solving process that leads to innovation and ultimately transform the way organizations develop products, processes, and strategy. It consists with six steps.

1. DEFINE
Defining the problems through assessing the company as a whole.
2. RESEARCH
Conducting extensive primary and secondary research for different types of end users.
3. IDEATE
Producing ideas that can solve the current problems.
4. PROTOTYPE
Creating design solutions for the problems.
5. TEST
Testing and refine the prototype.
6. IMPLEMENT
Implementing the ideas that proved to have good test results.

CUSTOMER EXPERIENCE
We adopted a Human Centered Design (HCD) approach to design the exterior of the KUB-250. We asked parents-to-be and parents with newborn babies how they would perceive a neonatal experience. Based on feedback from parents, we created this whole machine wrap sticker design. The image reflects hope and gives the parents a soothing, calming, and positive feel.

STICKERS FOR NEWBORN BABY’S PARENTS

An Intromerative Tomosynthesis Imaging 2D vs. 3D software was designed to compare the 2D vs 3D imaging. It is a user-friendly software that invites viewers to slide to next X-ray image and see the differences. This action was designed to create an emotional connection between the viewers and the Kubtec. Using interactive contents helps deliver the message in a memorable way and eventually influences the decision of purchasing it.

TRADE SHOW
We designed a display booth that is constructed of renewable and recyclable materials. Eco-friendly flooring can set Kubtec apart from the competition at shows. People would notice the difference in the environment you’ve chosen for your booth. Eco-friendly flooring to your booth can make a difference in the environment Kubtec could make a difference in the environment.

CONCLUSION
Design Management is a business side of design. It applies the design thinking process that addresses triple bottom line: people, profit, and planet. We used this approach to solve Kubtec’s business problems. In each step, we used empathy to understand end user’s pain points. This approach led to the solutions that met each user’s needs.

For more information please scan the QR code.