



Linköpings university

Reinventing Research and Education

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LiU EXPANDING REALITY

Developments of guidelines regarding the graphic design of drug packaging

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the Problem

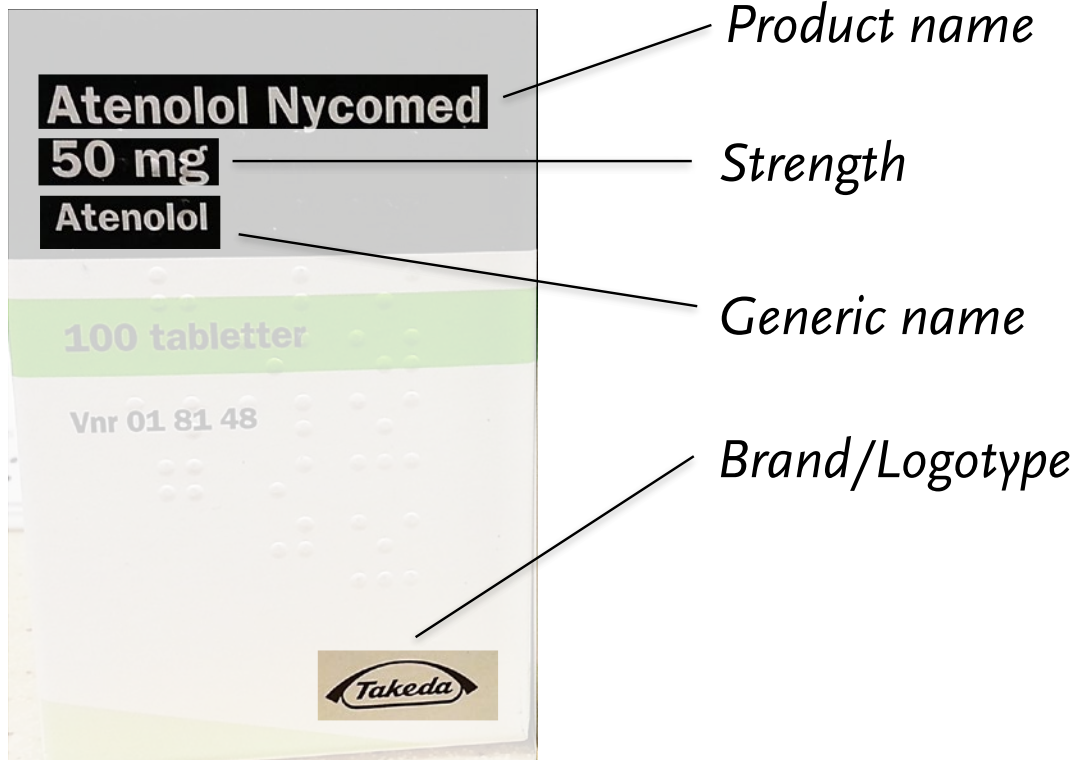


the Problem



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the Problem



the Problem



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the Problem



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the Problem

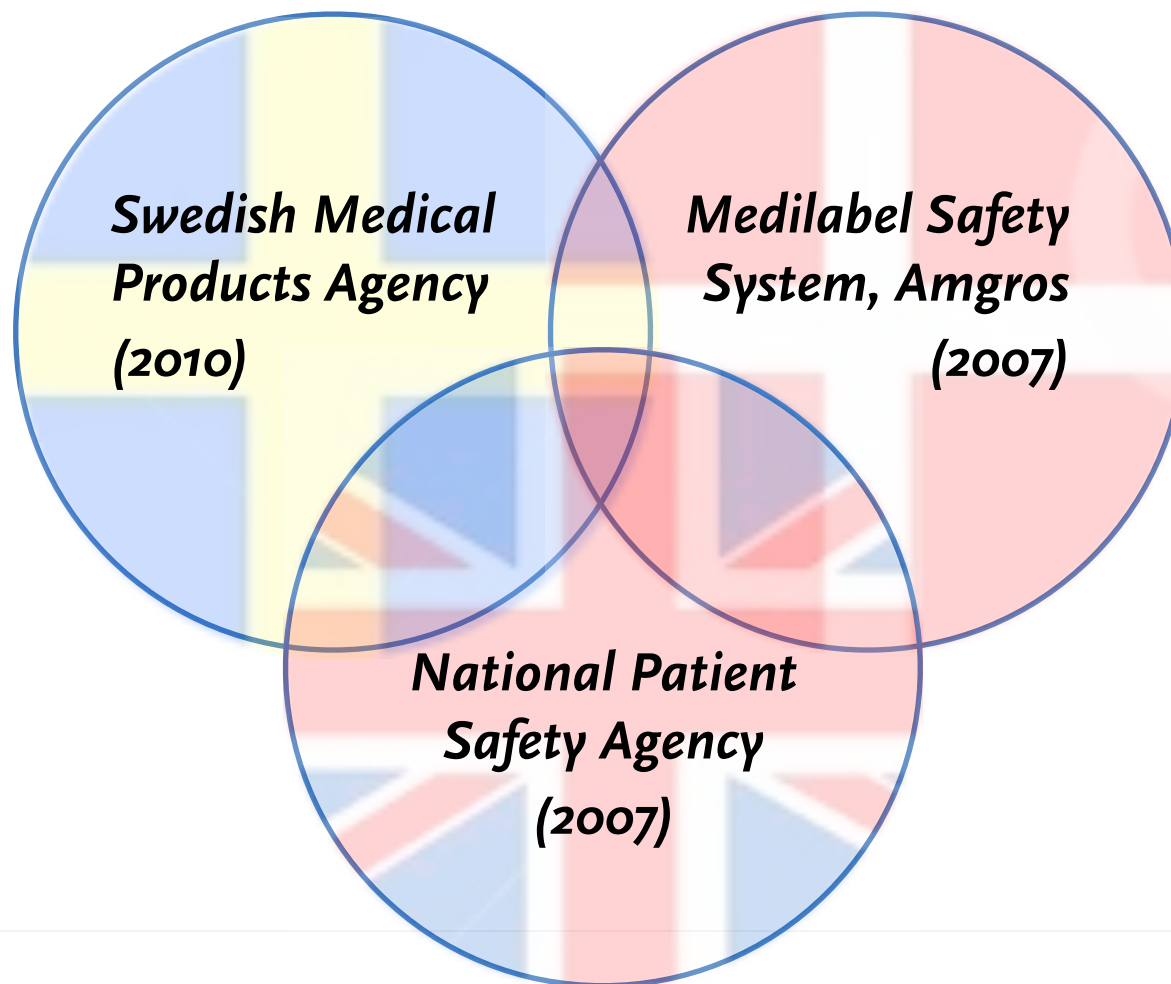


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the Method

- Expert Interviews
- Cross Case Analysis
- Prototyping

Cross Case Analysis



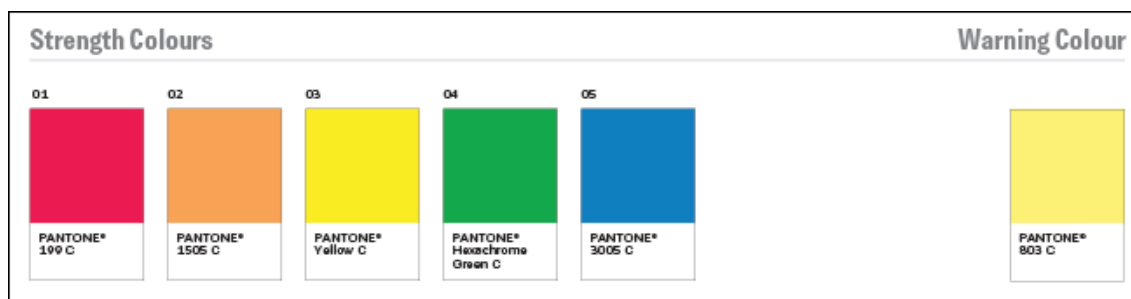
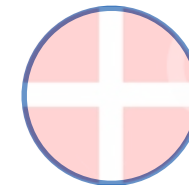
Cross Case Analysis

- MPA - Swedish Medical Products Agency (2010)
 - High hierarchy for *Generic Name*
 - Standardized placement for important elements (Generic Name, Strength, BarCode etc)



Cross Case Analysis

- Medilabel Safety System, Amgros (2007)
 - High hierarchy for *Product Name* and *Strength*
 - Color Coding for strength and warning
 - ATC codes



Cross Case Analysis

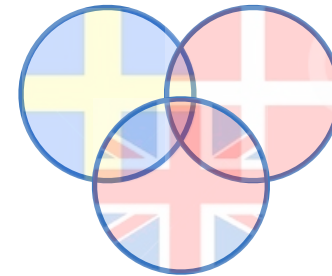
- National Patient Safety Agency (2007)
 - Designated placement for the dosage label close to the *Generic Name* and *Strength*
 - Important information on multiple sides of the package
 - *Tall Man Lettering* to distinguish similar pharmaceutical names
 - Contrast between background and typography



cefTAZidim cefoTAXim
ceftazidim cefotaxim

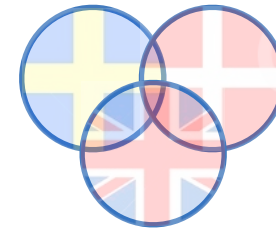
Prototyping

- Summary of Cross Case Analysis:
 - Generic name
 - Strength
 - Labeling for dilution
 - Labeling of hazardous pharmaceuticals
 - Color-coding for different strengths
 - Important information on multiple sides



Prototyping

- Exploratory Design Method / Design Rationale / QOC



Produktnamn
Generisk namn

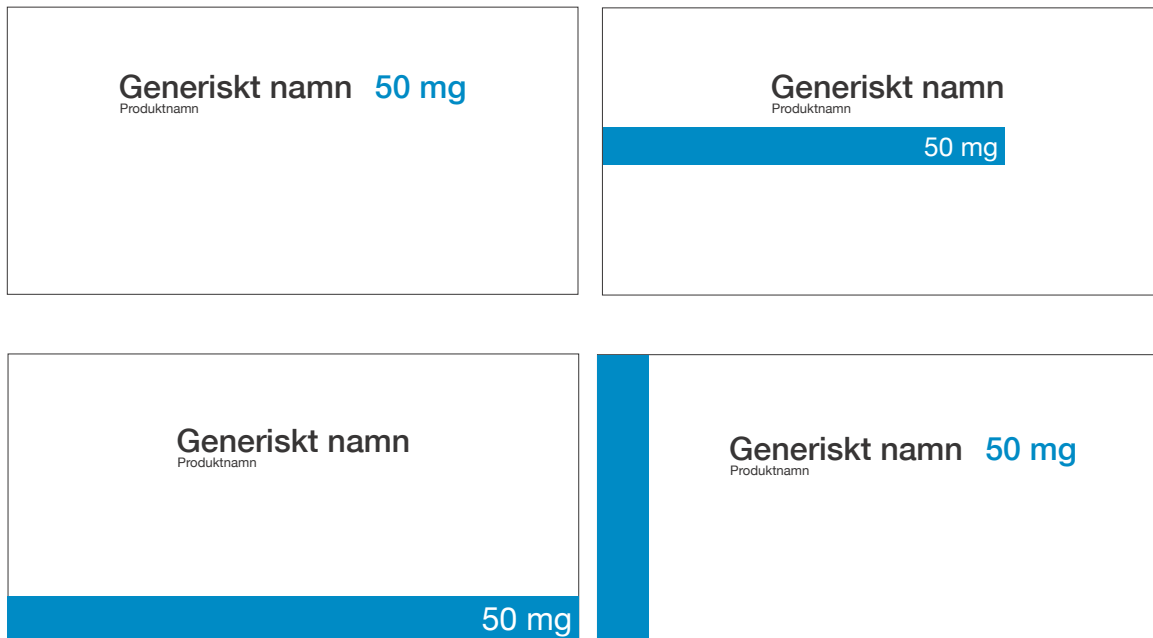
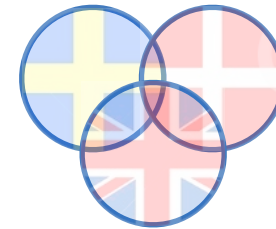
Generisk namn
Produktnamn

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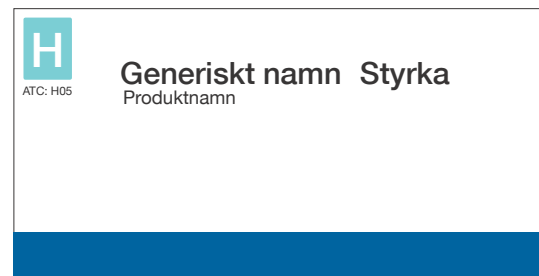
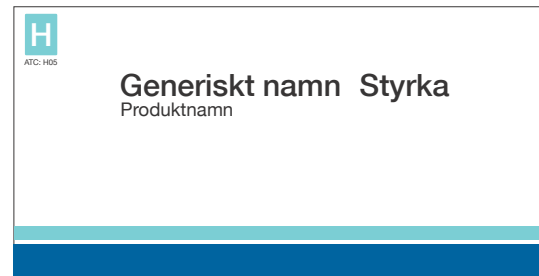
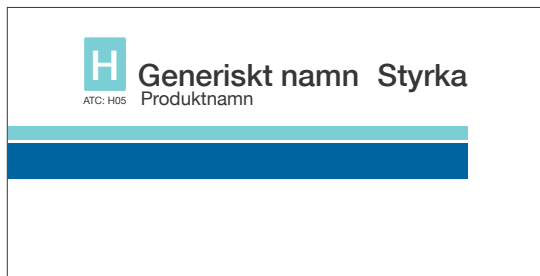
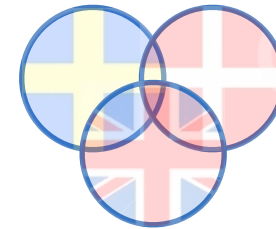
Prototyping

- Exploratory Design Method / Design Rationale / QOC



Prototyping

- Exploratory Design Method / Design Rationale / QOC



Prototyping



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Prototyping



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Expert Interviews

»To have the background colored with strength and the number in the same color gives a clear visual link between these elements. The color also stands out and is clearly visible from a distance.«

- Expert 1.

»With this system one could immediately answer the question without checking with the computer or the lockers. It also helps the patient to realize when they change strength. They get a visual confirmation of the doctors prescription.«

- Expert 2.



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Expert Interviews

»At the same time it's one problem compared the plethora of problems we meet with todays packages.« - Expert 2



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Final Reference Design



1. Generic Name
2. Product Name
3. Strength
4. Color Coding
5. Space for dosage label
6. ATC Code
7. Order Code
8. Brand/Logo
9. Number of Units
10. Warnings

Thank's for listening!

Questions & Comments?



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