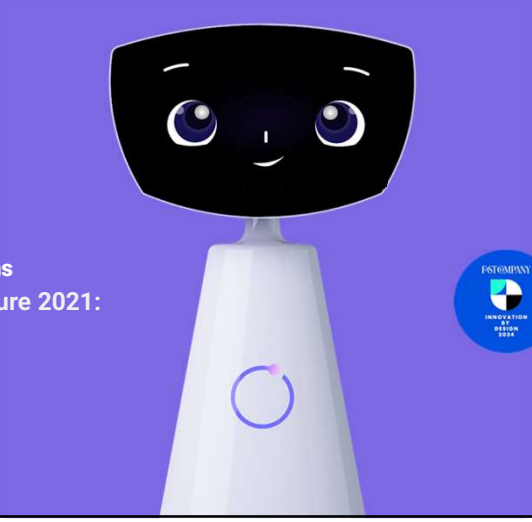
Building Better Products

Mineh Badmagharian & Karen Khachikyan



Time Best Inventions
Innovating the Future 2021:
Groundbreaking
Achievements

Fast Company Award
Innovation by design 2021:
Leading the Way in
Innovation and Excellence

Who We Are & What We Do



Karen Khachikyan, PhD
CEO, Founder

SYNOPSYS®



Dr. Mineh Badmagharian,
OTD/OTRL
Clinical Director

USC University of Southern California

Spreading kindness and care through technology

2025 Lean Summit

Let's See Robin in Action







What You Will Learn Today

Learning Objectives

- Define the role of stakeholder insights and analyze how engagement with stakeholders leads to the development of more effective and relevant product outcomes.
- Explain how interviews and user feedback inform product development and align with the needs of the target population.
- Describe the impact of iterative design processes by assessing how testing and feedback loops improve product quality and usability.
- Recognize how incorporating feedback loops into projects fosters continuous improvement.
- Discuss how translating user insights into actionable design decisions creates concrete features and functionalities.

Designing for Real Needs, Not Just Assumptions

anki™



Funding Raised: $200M+
Shut Down: April 2019

Google GLASS



Funding Raised: Not disclosed
Shut Down: April 2019

jibo



Funding Raised: ~$73M
Shut Down: Late 2018

Understanding your users isn't optional—it's the key to success.

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Who Shapes the Product?

Three Key Stakeholder Categories

"Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves." — **Steve Jobs, Co-founder of Apple**



Direct Users
Customers, end-users, and product development teams.

Indirect Users
Managers, internal support staff, and decision-makers.

External Influencers
Suppliers, partners, regulators, and industry peers.

Who Are Robin the Robot's Stakeholders?



Direct Users
Patients, caregivers, staff

Indirect Users
Admin, tech support, families

External Influencers
Healthcare regulators,

Direct Users - Patients

Patients/Residents – They directly interact with Robin for therapeutic interventions, social engagement, and cognitive exercises. They are the primary beneficiaries of Robin's functionalities.





Direct Users - Staff

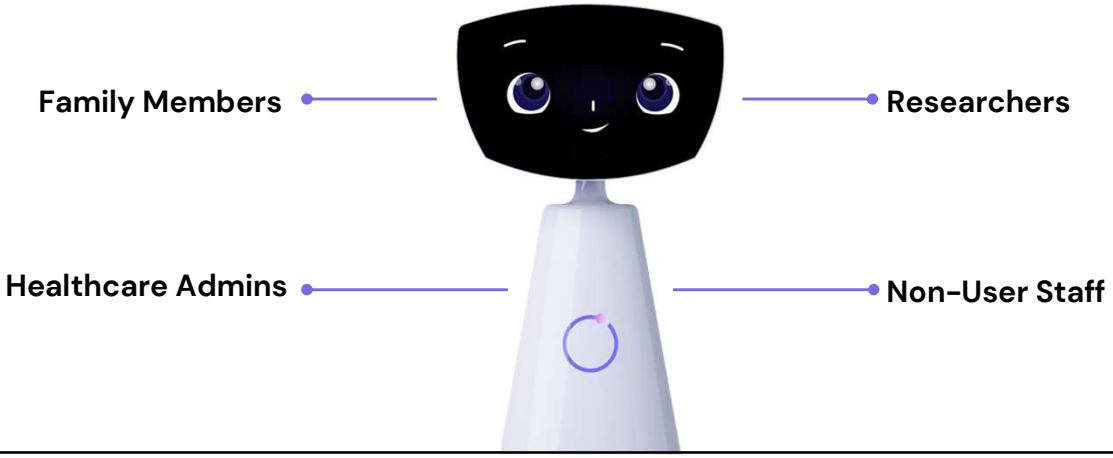
Hospital Staff – They use Robin as a tool to support patient care, enhance engagement, and streamline workflows.





Indirect Users – Expanding Impact

Considering indirect users is crucial, as they influence adoption, drive long-term success, and experience meaningful benefits from the solution's impact.



The Role of External Influencers

External influencers shape adoption, funding, and public perception.

Industry Experts	Drive credibility and validate impact.
Policymakers & Regulators	Shape regulations and funding opportunities.
Media & Journalists	Influence public perception and awareness.
Advocacy Groups	Support adoption through community engagement.
Thought Leaders	Drive trends and acceptance in the industry.

"No man is an island, and no business thrives alone—stakeholders are the roots that keep it grounded and growing." — **Peter Drucker, Father of Modern Management**

Voice of the Customer - Driving Innovation

Voice of the Customer (VOC) *is the process of capturing customer expectations, preferences, and dislikes to improve product development.*



How to Capture What Users Really Want

Direct Feedback	Indirect Feedback	Stakeholder Insights
Interviews	Observations	interviews
Surveys	Analysis	Inputs
User testing	Reviews	Feedback

When to Engage Stakeholders?

Engage Early:

- Ensure alignment with stakeholders early on
- Identify potential roadblocks
- Prevent wasted resources

Engage Often:

- Establish continuous feedback
- Allows for quick pivots

Build Better!



Building Robin the Robot with Stakeholder Insights

What we did:

- Real-time observations
- Parent interviews
- Staff interviews
- Surveys
- User feedback
- Co-creating sessions



Turning Insights into a Better Product

User insights →

Surveys →

Data →



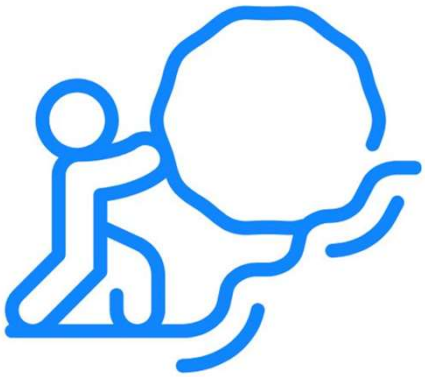
- Personality
- Character
- Facial Design
- Movement Speed
- Activities
- Dialogues
- Features

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Challenges in gathering user feedback

Issues encountered:

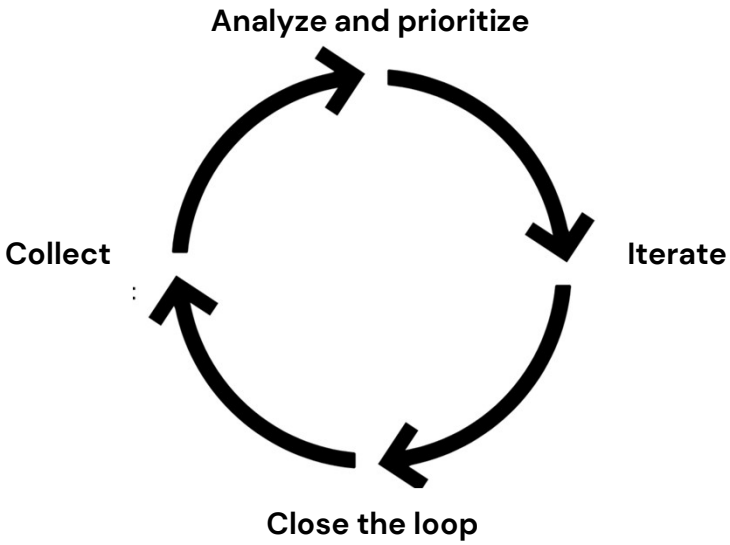
- Limited access to stakeholders
- Bias in feedback
- Inconsistent participation
- Prioritizing feedback
- Interpreting non-verbal feedback



Solutions and Mitigations



How to Run Effective Feedback Loops
Build, Measure, Learn

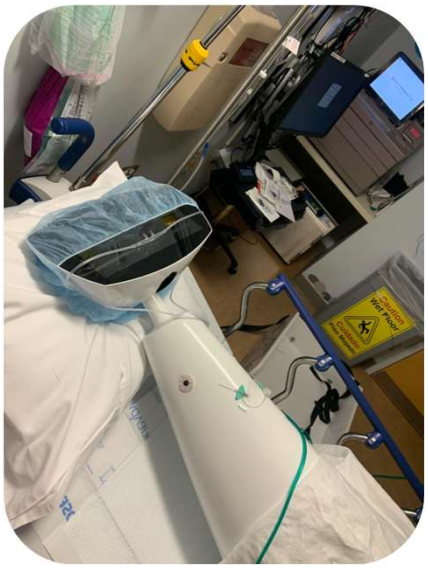


Continues Improvements Through
Cross-Functional Teams





Case Study – How Robin Improved Through Iteration



Interactive Session

1) Break into small groups
2) Observe an interaction between Robin and a user
3) Each group focuses on one key aspect of the interaction
4) Discuss as a group and identify 1-2 areas for improvement.
5) Share your key takeaways with everyone!



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