



Topic: *Four Pillars of Intuitive Design*

Presenter: Samantha Planas, Systems Engineer, Fresenius Kabi

Date: Thursday, August 21, 2014

Agenda: 6:00-6:30 p.m. CT – Dinner (\$5 Member / \$8 Nonmember) & Networking  
6:30-6:45 p.m. CT – Introductions & Announcements  
6:45-8:00 p.m. CT – Presentation and Q&A

Locations:

1. **Schaumburg, IL** – IBM, 10 N. Martingale Dr., Schaumburg, IL 60173 (3<sup>rd</sup> Floor Conference Room)
2. **Lake Forest, IL** – Hospira, 375 N. Field Drive, Building H3, Lake Forest, IL 60045 (1st Floor R&D Innovation Conf Rm)
3. **Milwaukee, WI** – Astronautics, 4115 N. Teutonia Ave., Milwaukee, WI 53209 (Board Room)
4. **Madison, WI** – Bjorksten | bit 7, 5407 Fen Oak Ct., Madison, WI 53718 (Mendota Conference Room)

Abstract

If you have ever pulled on a door marked *push* or filled your glass with hot water when you wanted cold, you may be a victim of unintuitive design. Every day, product users blame themselves for deficiencies in user-centered design. In this presentation, we'll review the relationship between engineering and design, provide a framework to identify poor usability, and outline four overarching concepts that can help product developers to be part of the solution, not part of the problem.

About Our Speaker

**Sam Planas** is a systems engineer at Fresenius Kabi, a medical device company, where she works in plasmapheresis product development. Previously, she has worked at Baxter and Fenwal in the areas of peritoneal dialysis, cellular therapies, therapeutic plasma exchange, and plateletpheresis. Sam is currently the INCOSE Chicagoland Chapter vice president, previously serving as the membership and communication chair. Sam holds a BS in Biomedical Engineering from Milwaukee School of Engineering and a Masters of Engineering Management from Northwestern University.

Questions?: For more information, go to <http://www.incose.org/Chicagoland/>.