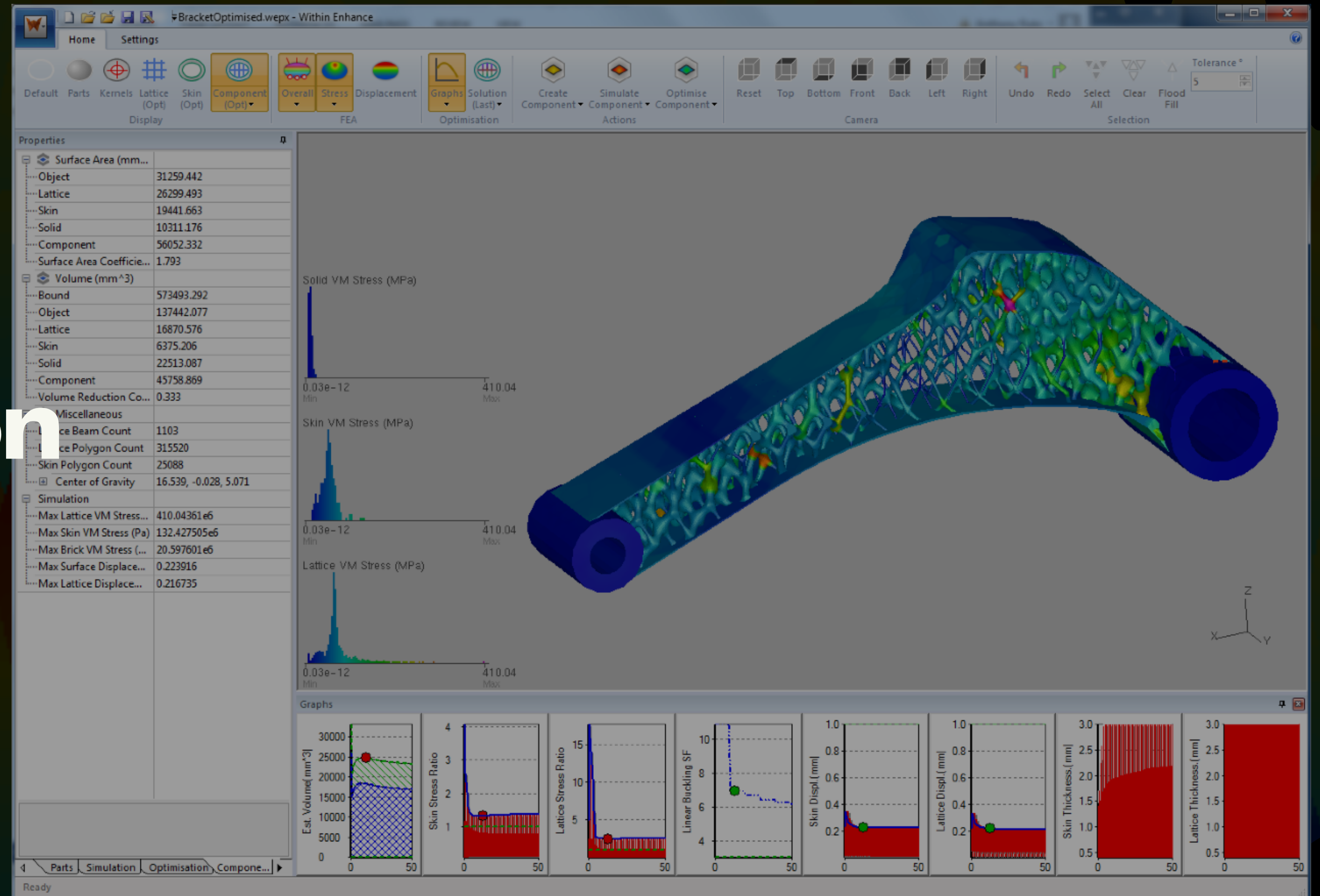


06

Acquisition

Within Medical



BIAS FOR ACTION

07

User Testing

How do designers, engineers, makers respond to the new environment, for the first time?

CUSTOMER OBSESSION