

Story Telling in Medical Imaging

by *Gerrit Muller* University of South-Eastern Norway-NISE

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

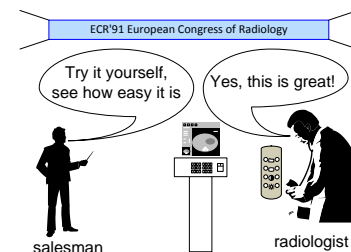
Abstract

Story telling was not used explicit during the development of the medical imaging workstation. Two stories which did have a great impact of the development of the product are described: “The sales story” and “The radiologist at work”. The relation of the stories to the requirements and design is shown.

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Stories used during development

The sales story how to capture the interest of the radiologist for the product.

The radiologist at work describing the way a radiologist works, which explains why the radiologist is **not** interested in viewing, but very interested in films.

The gastro intestinal examination how the URF system is used to examine patients with gastro intestinal problems. This story is not described here, because it is outside the scope of the discussed thread of reasoning

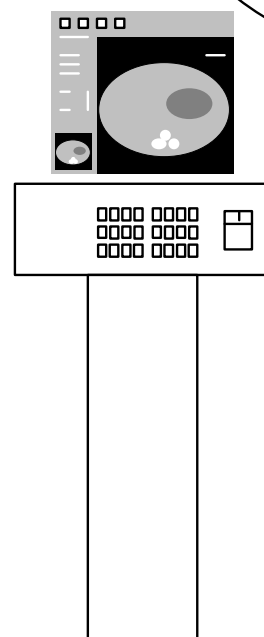
Main sales feature: easy viewing

ECR'91 European Congress of Radiology

Try it yourself,
see how easy it is

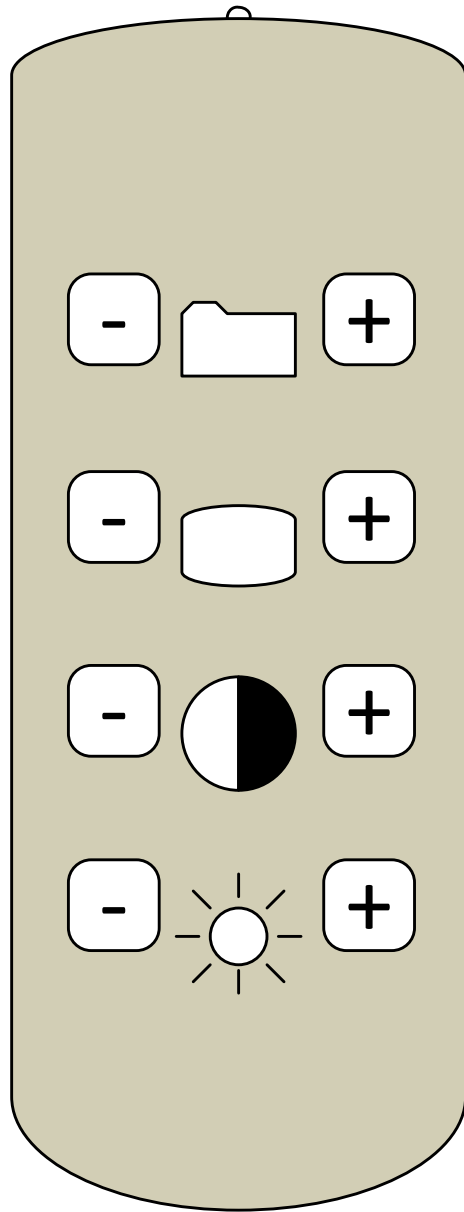


Yes, this is great!



radiologist

Remote control makes viewing easy



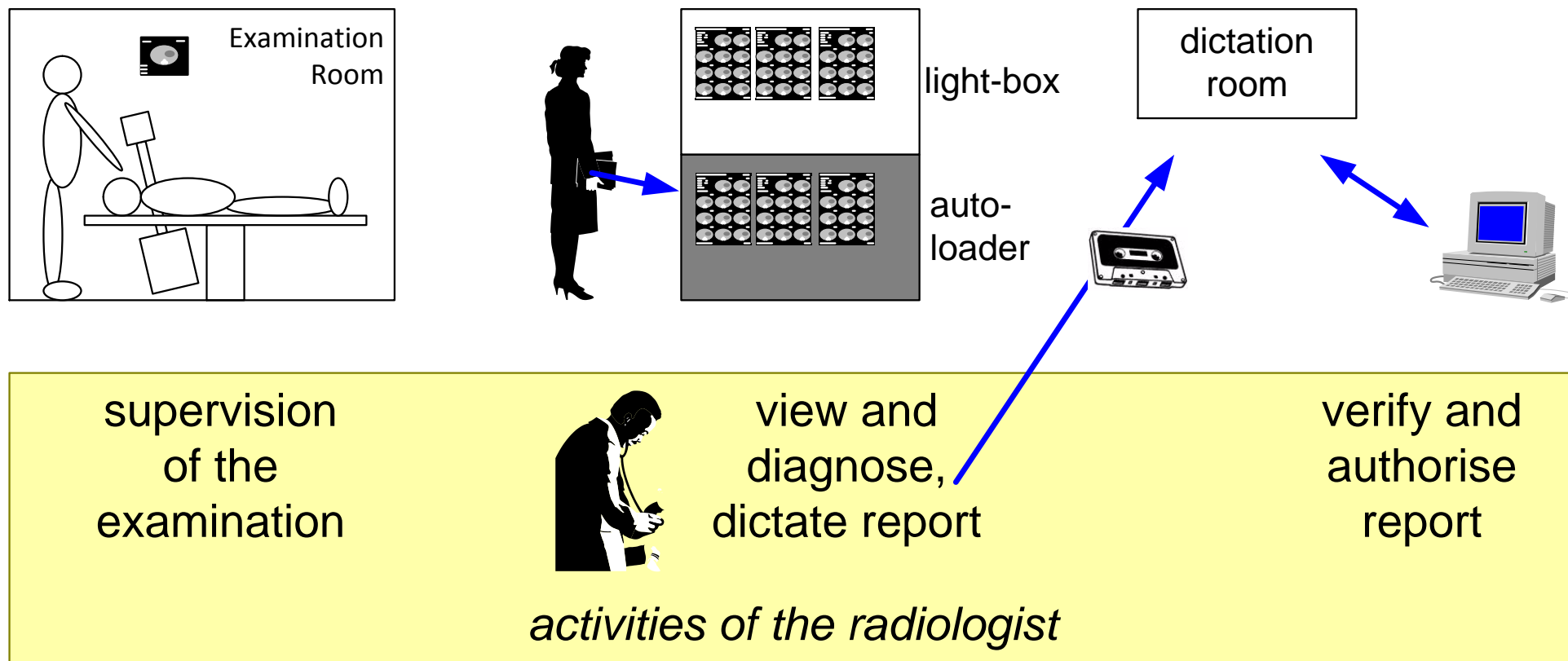
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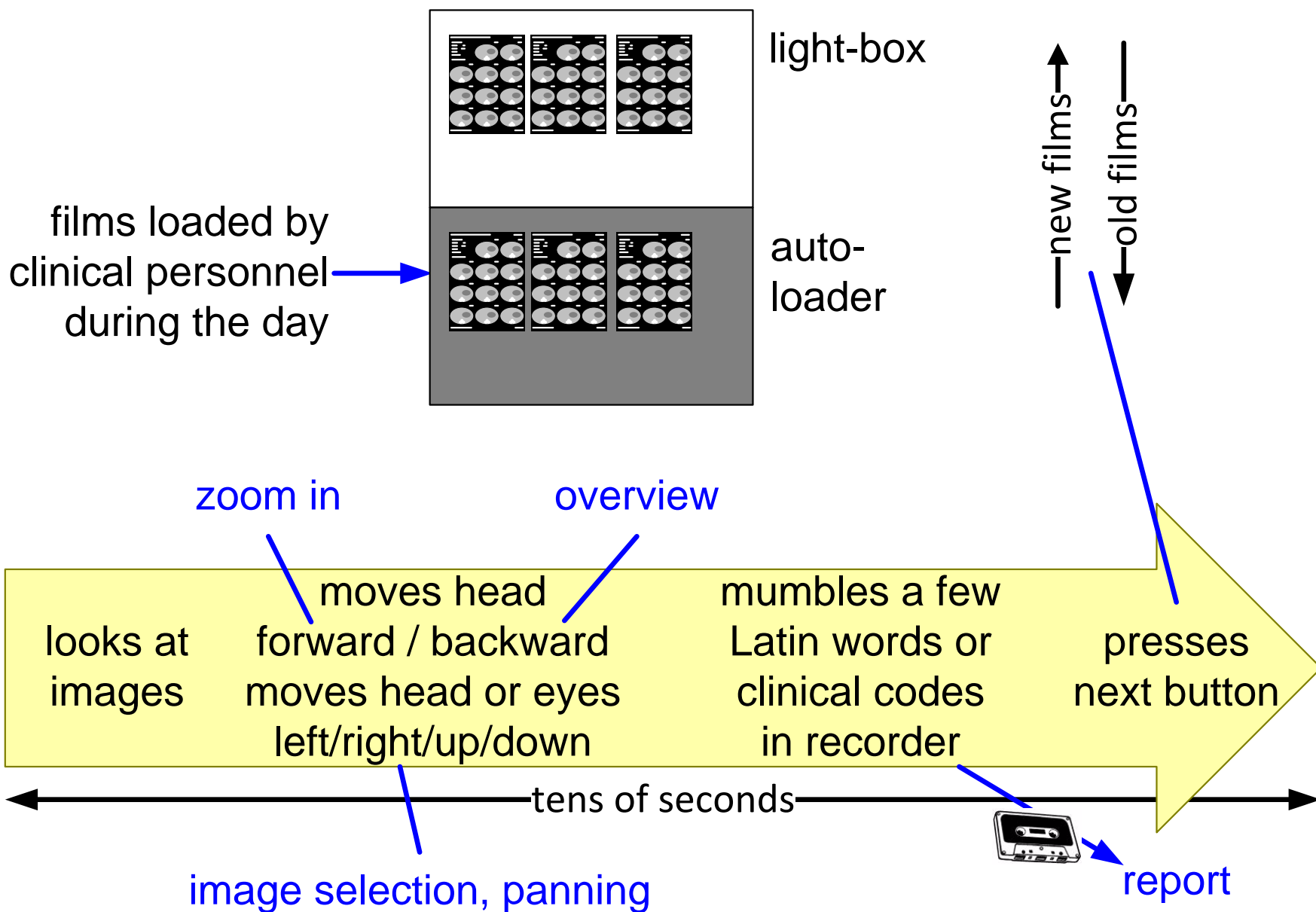
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Radiologist workspots and activities



Diagnosis in tens of seconds



From story to design

