

An award-winning process, from brief to final design.

The co-production process

Our new **KALM Co-Produced Washroom Range** was developed from start to finish with Experts by Experience, a highly skilled group of former service-users, whose expertise helped guide the project from the initial concept stage all the way through to the final design. This was to **ensure the needs of end users were at the heart of the design from the start.**

// I've found, when using bathrooms in hospital myself, that they are important places of user experience... products that are sympathetically designed and user aligned can make even more of a difference... Kingsway's design team were truly motivated to understand and ambitious for the products to be outstanding examples of customer experience design. //

Hannah Chamberlain, Expert by Experience.



Find out more about the KALM Co-Produced Washroom Range at kingswaygroupglobal.com



Concept Product Innovation Winner at DiMH 2025!

STEP 1

Clinical review



Before starting our co-production process, we met with clinical teams to gather their requirements for a new washroom range from a safety and accessibility standpoint. This ensured all subsequent design choices were **safe by design.**

STEP 2

Project brief and introductions



During this stage, Experts by Experience and Kingsway Group discussed the project background and objectives in a relaxed environment, creating the framework of the group's working relationship and collaboration going forward.

STEP 3

Market review



We reviewed the existing products in depth, to identify any strengths, areas of improvement and evaluate how well these products support service-users on a day-to-day basis within challenging environments.

STEP 4

Design framework established

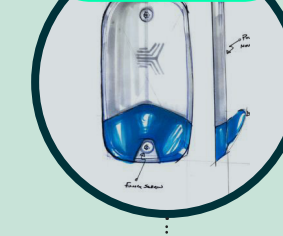


During this session, we jointly set out our aims for the new product range. From this session, we identified the design pillars of **'Generous. Appropriate. Considered.'**

These acted as our main reference point when designing the products and helped us focus on creating items which would enable growth and development.

STEP 5

Initial concept feedback



The Experts by Experience panel provided feedback on initial product concepts over several different sessions, enabling us to have a collaborative discussion and ensure products remained true to our core design pillars.

STEP 6

Live prototype review



We had an in-person session to share physical prototypes with the Experts by Experience panel. This was crucial as it enabled us to receive precise feedback to refine the products further.

STEP 7

Final designs confirmed



After finalising the prototypes, we were able to move into the production phase. This overall process, and the designs of our final products, led to the range receiving **two industry awards.**

Generous. Appropriate. Considered. A practical example

The new shower shelf had to be generous enough in size to accommodate all the items a service-user would need to have, but also had to be considered that it would not so big that it reminded them of the home comforts they did not have to hand.