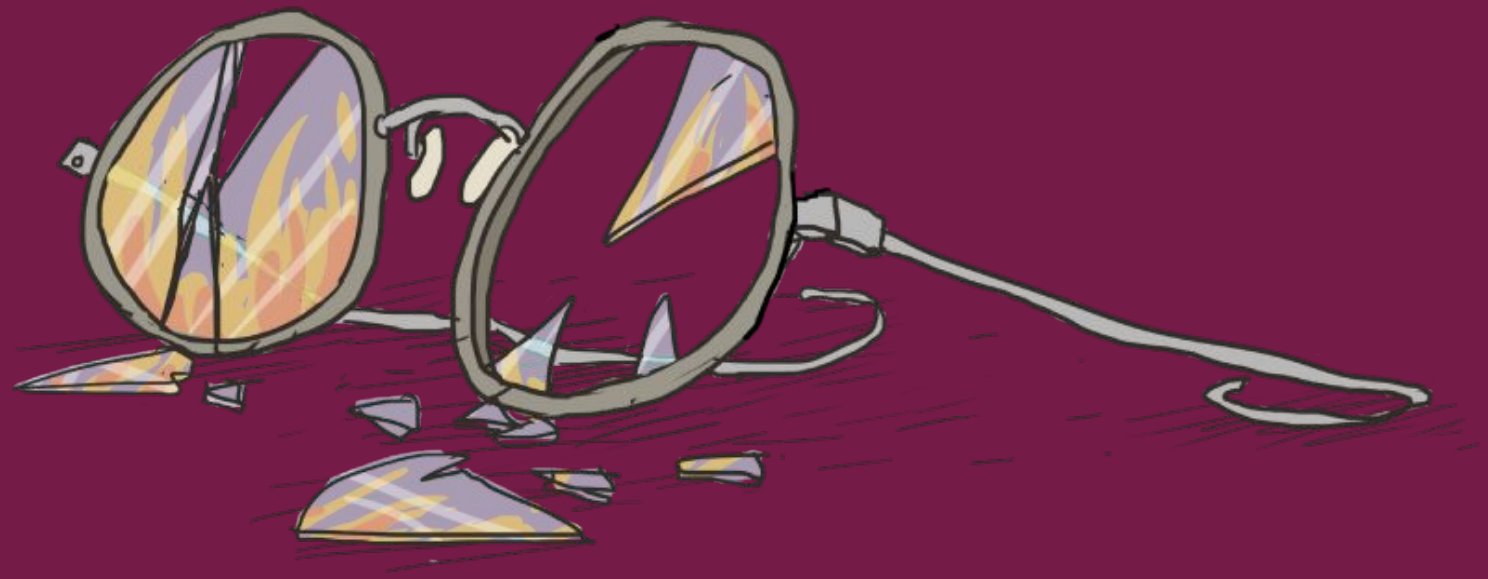
Lab of the Future: Utopian Paradise or Dystopian Dysfunction

Julie Morrison,
President, RockStep Solutions

Voula Gkatzidou,
UX Research Ops, AstraZeneca

Brian Mila,
Principal Designer, Lextech

Lab of the Future:
Utopian Paradise or Dystopian Dysfunction?

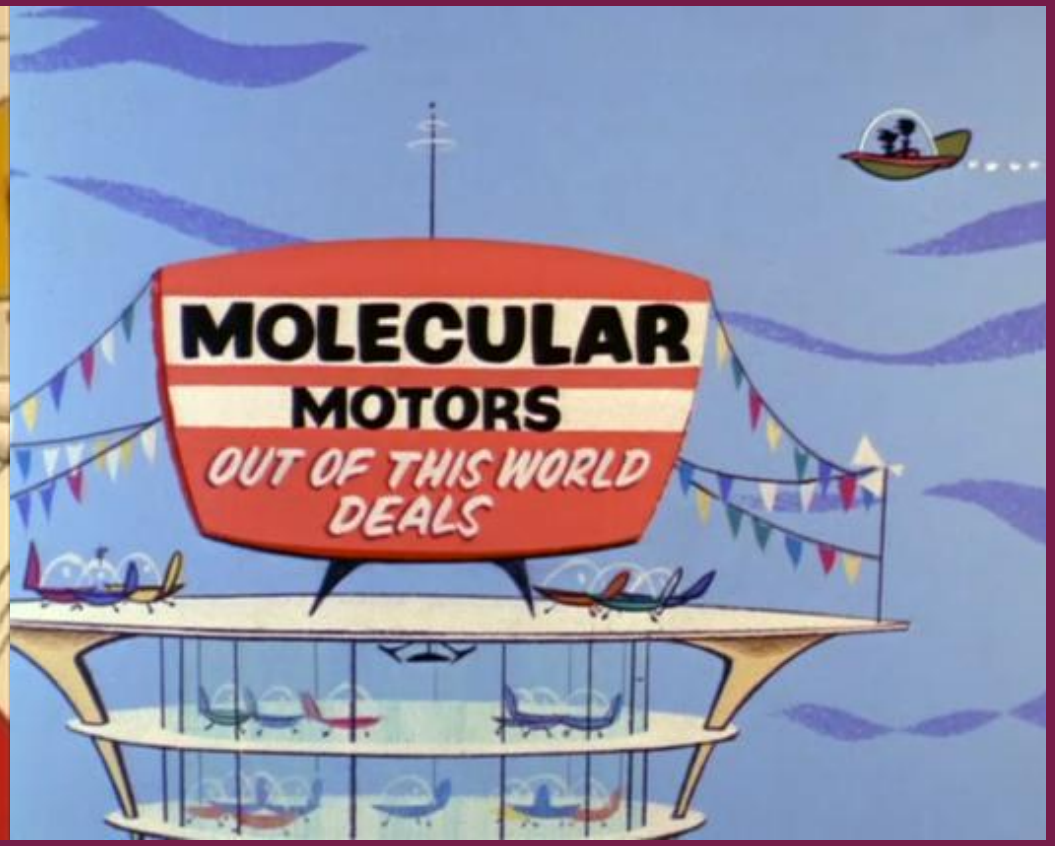


Voula Gkatzidou, AstraZeneca
Brian Mila, Lextech
Julie Morrison, RockStep Solutions

Pistoia Alliance Joint Project

User Experience for Life Sciences
&
Lab of the Future Groups

Lab of the ***FUTURE***



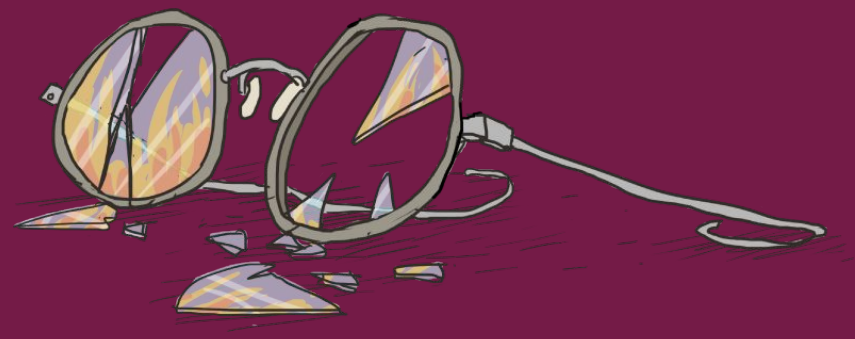
The Jetsons, 1960's American cartoon envisioning the future!

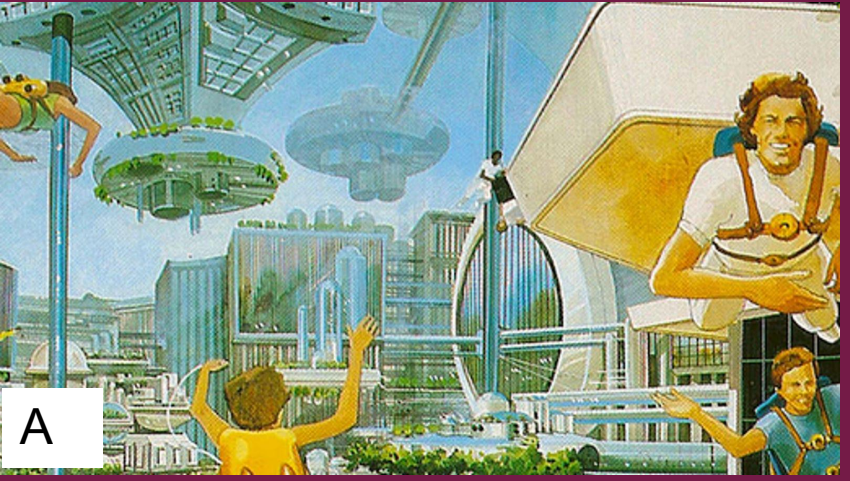
Amy Huff,
Senior Director
Global Operations,
Charles River

REALITY CHECK

Geoff Wang,
Director of IT,
Bolt Bio

LOTF

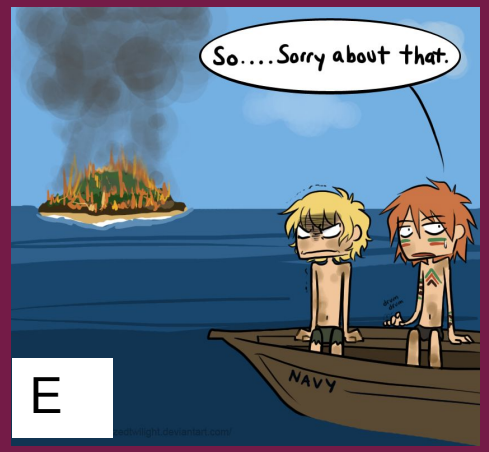



A

B

C

D


So....Sorry about that.
NAVY
E

you always were a bloody jerk
wait, ralph-
F

G

H

70%

Likelihood that your digital transformation initiative will **fail** or **severely underperform** expectations*

*Deloitte

WHY?

Shiny toy syndrome

Resistance

Poor prioritization

Lack of alignment with business outcomes

Micromanagement / Mismanagement

Lack of awareness within the organization

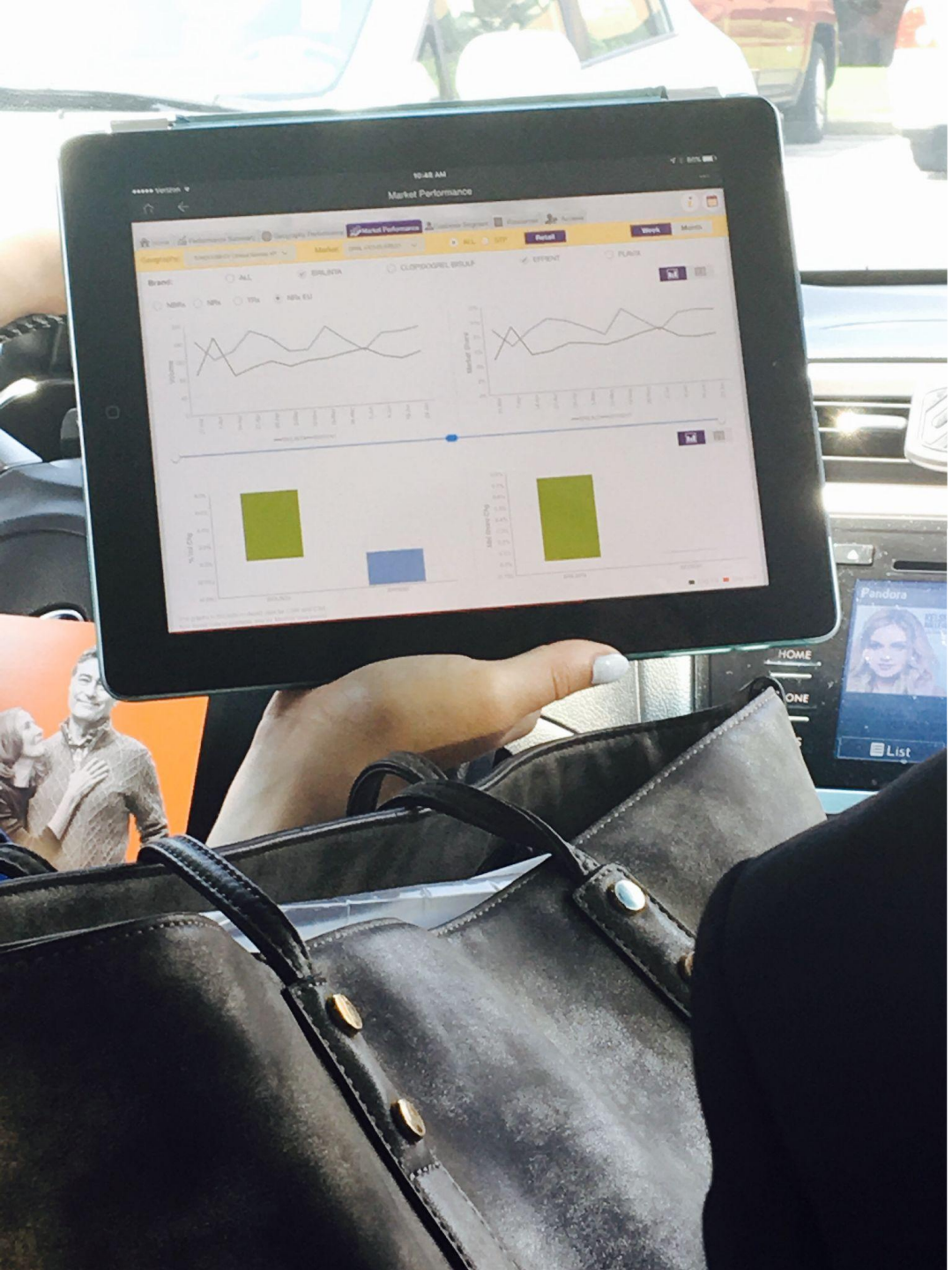
Lack of training

Fear of change

Uncertainty

Lack of control

Are we solving the right problem?


Market Performance
Pandora
List

lenovo
ThinkPad

When we know WHY we do what we do, everything falls into place. When we don’t, we have to push things into place.

- Simon Sinek

Forget the technology, start with the people

I love the human to animal interaction part of laboratory medicine. I think it is a critical piece of what connects us to the science and to the patient that we never see. And we connect with the animals because we know we're never going to directly touch that patient.

Amy Huff, Global Director of Operations, Charles River

Data + AI Progression

1 Defeat Data Drudgery

- Filter what should be automated (core business processes)
- Organize IT & business to partner solving the problem
- Inventory data resources

2 Go Beyond Dashboards

- Use employee experience as filter to identify subset of data to fix
- Define who owns & can access the data
- Combine multiple systems
- Identify minimum data to answer specific questions

3 Tell Smarter Stories

- Define what's worth knowing/receiving notifications about
- Create feedback loop
- Create data team
- Create new hypotheses from data-driven answers

4 Increase Intelligence

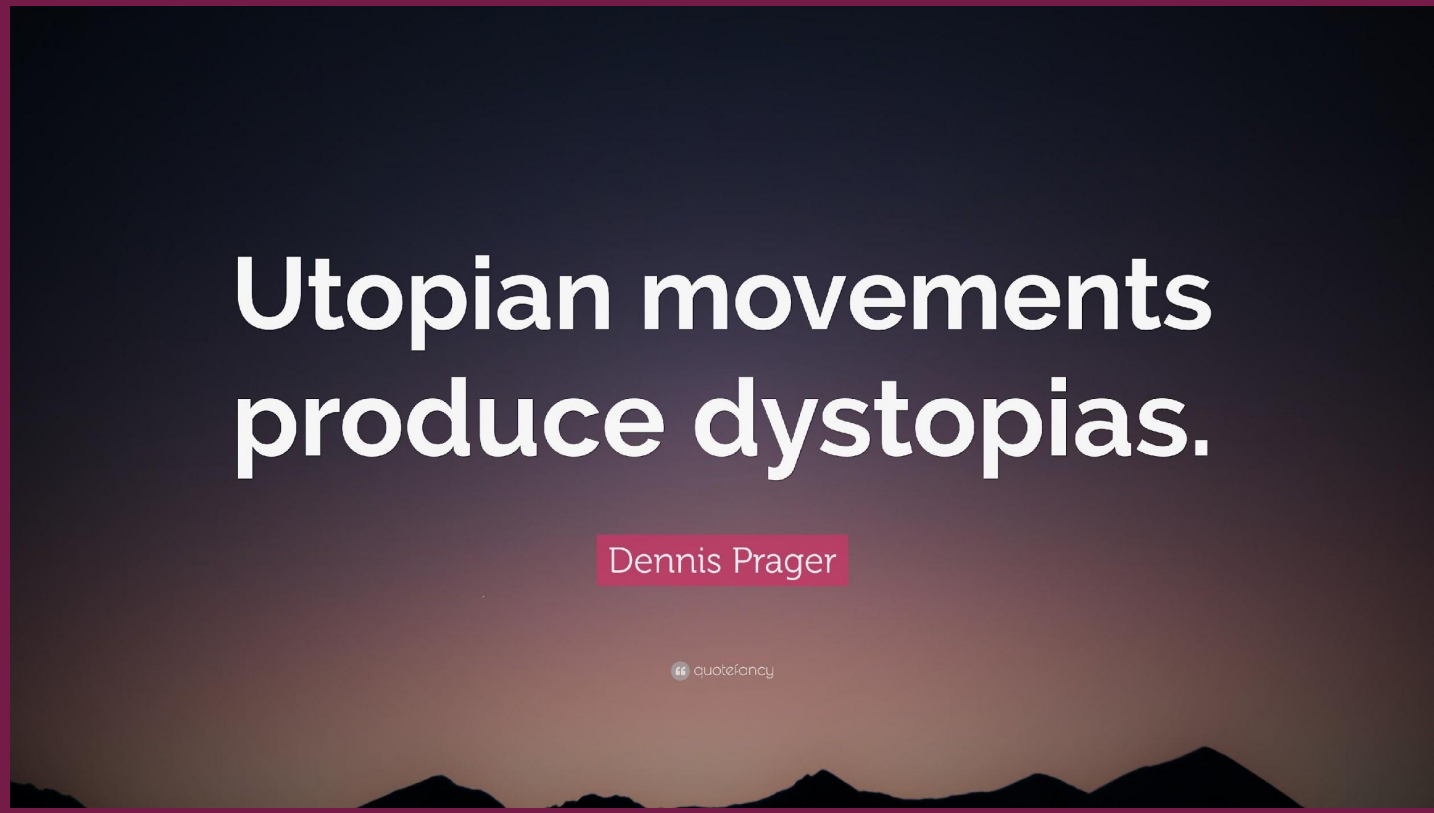
- Formalize feedback loops
- Keep asking new questions based on answers identified

5 Embrace Transformation

LEXITECH

Summary

- Listen to the end users
- Find out the “Lab of Today” challenges
- Solve for these. Quick wins!
- Repeat!

Next Steps

- Pistoia Alliance Blog
- Join a UXLS project
- Engage in discussions about the future of UXLS