



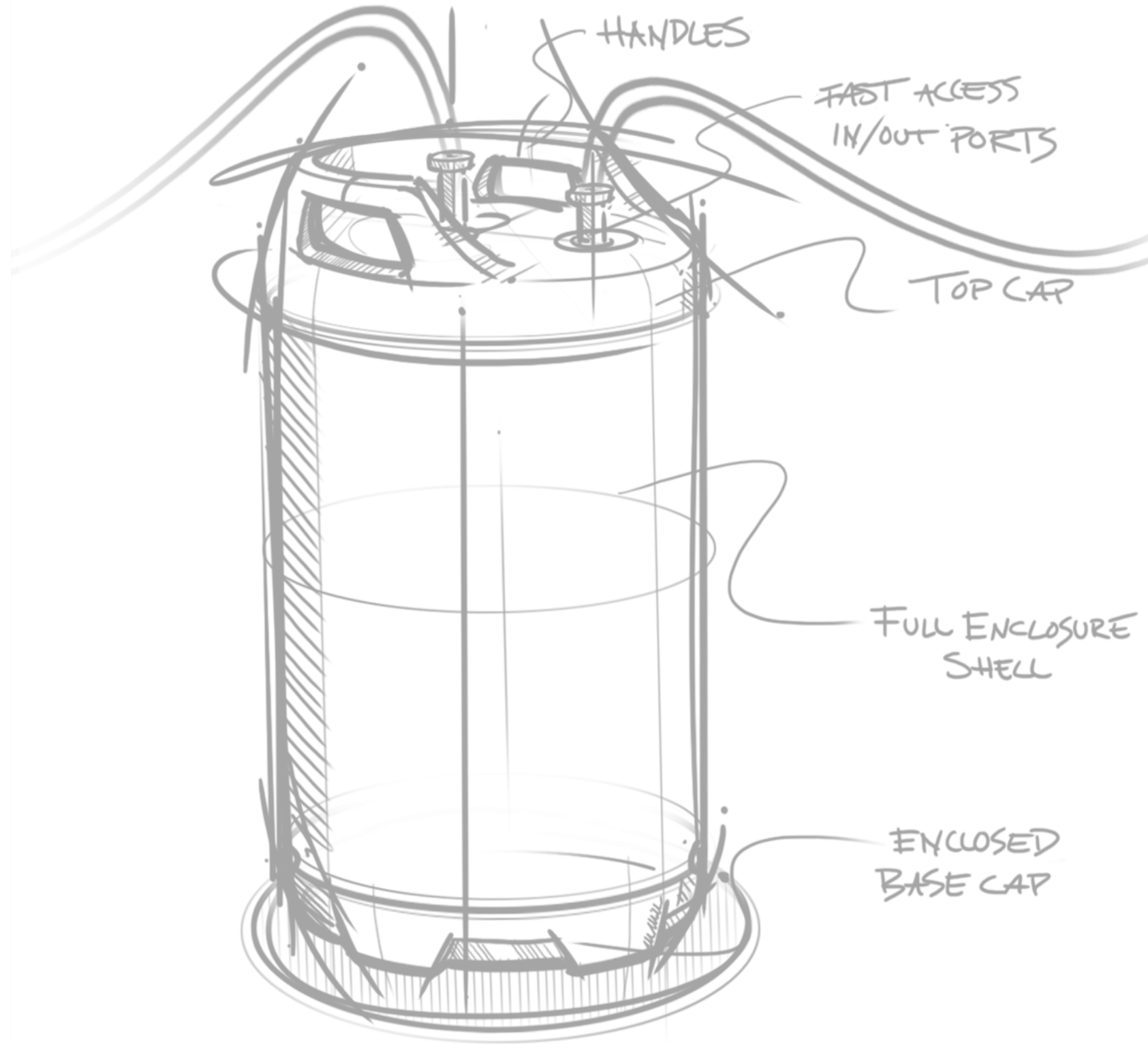
RepliGen OPUS

Design and Development



THE CHALLENGE

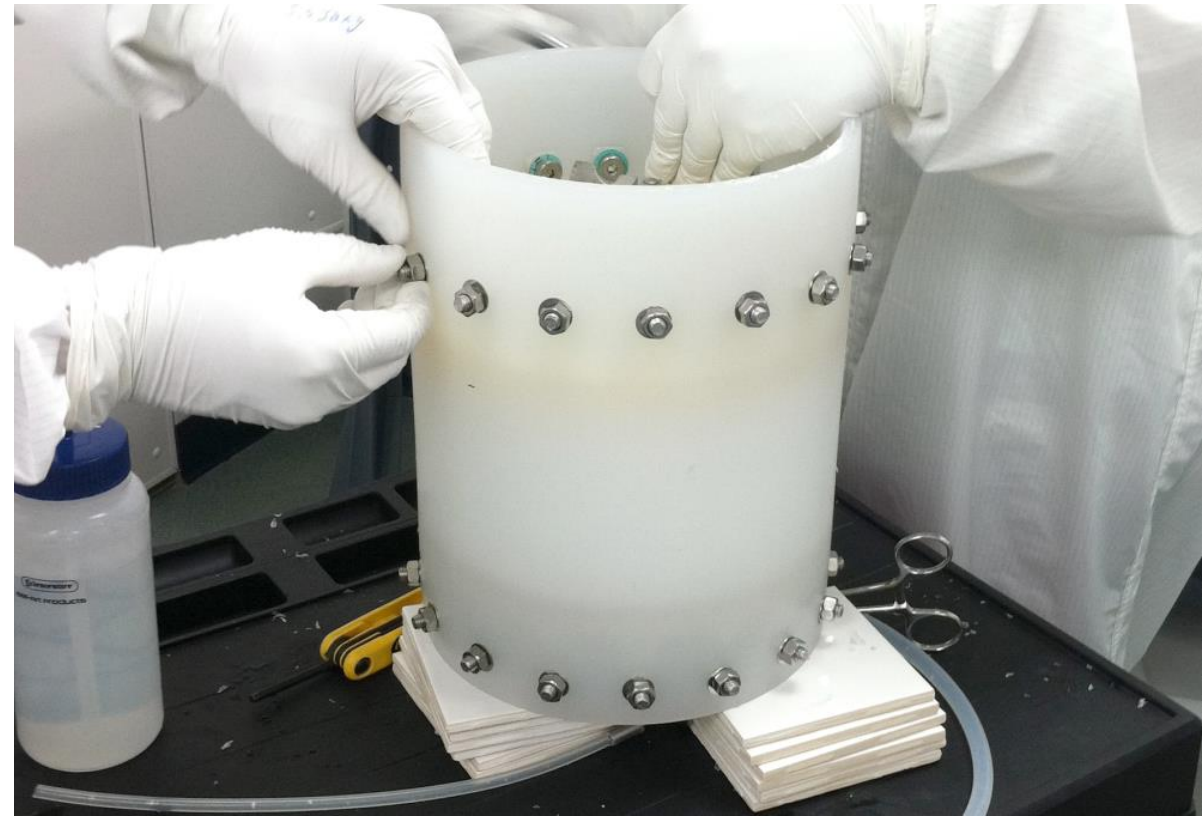
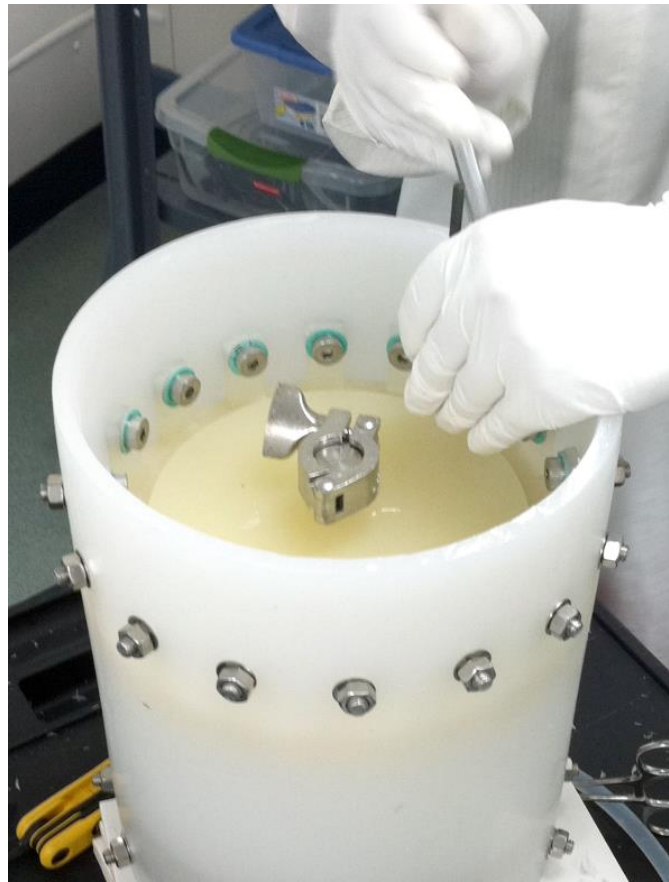
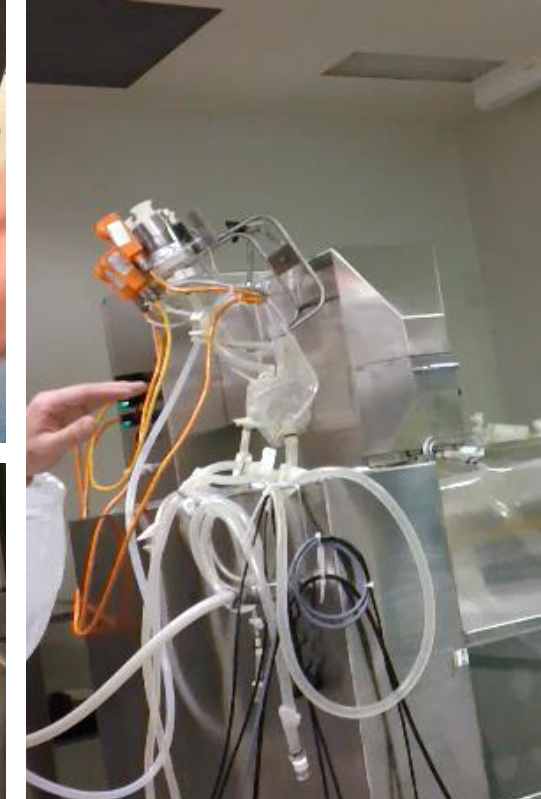
The design challenge for OPUS became a balancing act of developing a fully configurable chromatography column that promotes an improved user workflow, ensures consistent purification results, and reduces the risk of exposure to harmful byproducts, all while staying true to a unified design language. In order to achieve this goal the team needed to enhance the user experience and meet each stakeholder's unique requirements. This ranged from RepliGen's requirement to manufacture and fill each column in house in a low-throughput but high-precision process, to the end user's requirement for easy transport, set up, and operation in a variety of different lab and production environments. The columns also needed to be configurable to each customer's specific application while simultaneously meeting stringent purification performance criteria. This means pharmaceutical and biotech companies can specify the filtration resin, diameter, and desired bed height of their column while resting assured that chromatographic performance will be met.



DISCOVER

Discovery is the strategic evaluation of a brand, user and business needs to identify key insights and market opportunities.

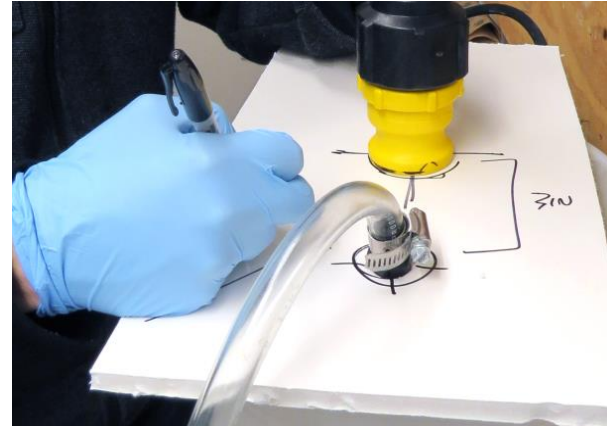
To create the ideal chromatography experience an understanding and alignment of all user needs were required. Various research methodologies were implemented to identify both articulated and unarticulated insights in order to generate opportunities and inputs.



DESIGN

Design rationalizes the right path by generating, developing and evaluating ideas that meet the success criteria of this ideal experience.

Many design iterations were needed, exploring what worked and what didn't. Further developing and applying the design process to facilitate creative decision-making and hone in on making the best idea a tangible reality.



DEVELOP

Development optimizes the design for user, functionality, performance and manufacturability.

Collaborating with talented professionals from various disciplines helped inform the development process and execute the design intent of OPUS to provide attention to each detail from all angles.



DELIVER

Delivery implements the design through the challenging aspects of supplier identification and management to the successful launch of the product.

The OPUS chromatography columns offer users with an unparalleled flexibility in biological purification. The intuitive design allows for a simplified and consistent workflow across each different sized column. OPUS greatly enhances usability, productivity, efficiency, and speed to market.

