Philips iXR develops and produces X-ray machines for medical interventions. iXR’s customer service department gathers large amounts of field-feedback data – mostly unstructured text – which is segmented over several databases and tools. In the past this data was not used optimally; it was not combined and therefore insights were lost. This is a problem that occurs in more and more companies. The problem space was explored using research-by-design.

**Timescape**
This resulted in a concept called Timescape. In Timescape customer data from different sources is linked automatically and visualised as items on timelines. On selecting an item the full details of this data element is immediately shown. Timescape gives a coherent image of a customer: it gives both a visual overview (the context), as well as the in-depth information. Users no longer need to link data manually or go into different tooling with different passwords and interfaces. In the evaluation it was clear that Timescape can lead to new insights and better and faster problem solving.

**Process**

**Orientation phase**
An eye-opening overview of available datasources and a list of inter-departmental data problems were compiled by having open interviews with 37 employees. By using personas, the project focus was determined: supporting the field-feedback procedure.

**User-centered design phase**
Iteration 1: several concepts were worked out using paper prototypes and discussed in focus groups. Based on these talks the Timescape concept was selected. Iteration 2 and 3: the concept and user interface were further refined using hi-fidelity user-interface drawings. Iteration 4: a working prototype was created as a web application in ASP.NET. This application was linked to several data sources.

**Evaluation**
The working prototype was evaluated with seven users over a period of two weeks. The evaluation showed that the system could indeed increase the quality of answers to customer complaints. Philips iXR will keep using and maintaining the system while other business units will also implement the system. Future improvements are aimed at finding ‘similar problems’ at other customers and improving the linking methods.