

grit42 joins the Pistoia Alliance and its quest to realise the full potential of User Experience for life sciences

Today grit42 is excited to join the Pistoia Alliance and their quest to bring the full potential of User Experience (UX) to realisation for Life Sciences (LS).

COPENHAGEN, DENMARK, November 28, 2017 /EINPresswire.com/ -- "We started by asking ourselves, if software is hard to work with how truly useful is it? Not particularly useful, right. Ironically this is often the case in scientific software, so we made it our mission to exactly understand the workflows of our customers and couple that knowledge with an intuitive interface developed through extensive user-tests. Using these insights we have reduced specific customer workflows from days to minutes. In other words, user-friendly software in life sciences can be done - and together with the [Pistoia](#) Alliance we aim to be part of realising that shared mission on a broader scale." states Lasse Görnitz, Head of Branding at [grit42](#).



Pistoia Alliance & grit42

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*Erik Lottrup Thomsen,
Director of Development at
grit42*

"We are very pleased to welcome grit42 into The Pistoia Alliance, and look forward to working with them to achieve our goal of lowering barriers to innovation in the life science industry. The world of life sciences R&D continues to change rapidly – and sharing, partnering and collaborating will be essential to increased innovation. As our membership continues to grow, our projects and initiatives will be vital in fostering this collaborative mind-set and leading to new breakthroughs," comments Dr. Steve Arlington, President of The Pistoia Alliance.

Erik Lottrup Thomsen, Director of Development at grit42 continues, "We've regularly put on lab coats and spent days at a time observing the actual workflows in labs focused on pre-clinical drug discovery. These anthropological observations have enabled us to understand how we can build the best possible software to support those workflows. Furthermore, in 2016 we hired one of the most prominent user-experience design companies in Denmark - Usable Machine, which previously worked with Microsoft and LEGO among others – and completely overhauled the way you interface with our software, in order to achieve our vision of delivering highly capable yet user-friendly software in the life science space."

The Pistoia Alliance is a global, not-for-profit alliance of life science companies, vendors, publishers,

and academic groups that work together to lower barriers to innovation in R&D. The Pistoia Alliance has launched a User Experience (UX) for Life Sciences (LS) project to enable businesses to adopt UX principles and methods as they develop scientific software.

Copenhagen-based grit42 focuses on research and lab informatics software for pre-clinical drug discovery. The grit42 platform has been developed for data management, analysis, and visualisation within pre-clinical drug discovery, ranging from basic ideas, to in vitro and in vivo experiments, while keeping track of compounds, data, and results. Read more at <http://www.grit42.com>

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