

# From Our Morning Tea to Your User Experience

by Radhika Bawa



## The Morning Tea Brainstorm

It's Wednesday, the sun is up, and my co-founder (who also happens to be my husband) and I are having a conversation over our usual morning cuppa. The topic? We are wrestling with a deep question: What does "Make in India" actually mean to us? And, more importantly, what should it promise to you, our incredible customers who put your trust in our product, CREA? (Yes, we take work home, don't judge!)

We start throwing out the usual suspects: "Jugaad," "Frugal," "Software developer for the world."

They feel incomplete. They focus on how we make things but don't capture the spirit or the value we truly want to deliver.

## Finding Our North Star: Atithya

We pause, put down our cups, and start drawing on our shared travel experiences from all over. And then, it hits us. The one thing—the single, unifying principle that we, as Indians, broadly do right and take immense pride in: Atithya (आतिथ्य), or Hospitality.

Think about it. Whether it's the personal touch at a local hotel compared to a comparable Western experience, the attentiveness of retail staff, or the almost reverential way we treat guests at our homes—we will often inconvenience ourselves to ensure a visitor feels comfortable. It's in our DNA to anticipate needs.

So, there it was. Our "Make in India" manifesto for CREA. "Make in India" must mean dedicating ourselves to delivering the BEST User Experience possible. It's not about being the cheapest or the fastest; it's about treating you, the user, like the most honoured guest in our home. Your experience with CREA is our commitment to Atithya.

## Our Four Goals for Atithya UX

Our promise of hospitality is broken down into four clear, continuous goals we strive for every day as we build and refine CREA.

### Goal 1: Reliability

Just as a good host ensures a guest's comfort is undisturbed, we are continually working to ensure CREA is robust and reliable. Our goal is for the product to simply work, every time you need it, without frustrating hiccups.

### Goal 2: Intuition

A truly hospitable experience requires little instruction. Our aim is for CREA to be so intuitive that you can focus on your work, not on figuring out the software. We want to anticipate your needs before you even click.

### **Goal 3: Responsiveness**

When you ask a question or need support, you deserve a prompt answer. Our goal is to ensure our product and our support team are built for instant seva (service). No cold shoulders, no long delays.

### **Goal 4: Usability (Effortless Flow)**

The ultimate goal of hospitality is to remove friction. We are obsessing over the details—the clean design, the smooth workflow—so that using CREA feels effortless, like sinking into your favorite armchair.

### **Your Trust is Our Honour**

For us, the "Make in India" tag isn't just a geographical label; it's a commitment to a standard of excellence rooted in a deep cultural value. When you choose CREA, you are accepting our invitation into a relationship built on respect, anticipation, and genuine care. This morning tea session gave us clarity. We should build our product with the head of a world-class engineer and the heart of an Indian host.

Thank you for being our guest. We promise to pursue these goals every day to make your experience with CREA the very best it can be.

---

*Esbee Dynamed specialises in OR integration and connected surgical instrument tracking solutions. To learn how we can support your operating theatre, contact our team.*

*Write to us at [info@esbeedynamed.com](mailto:info@esbeedynamed.com) for more info.*