



## Medical Devices 2007/08 Brief

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## 2007 Summary

- 2006/7 Brief very well received
- Over 150 entrants
- 10 Short-listed
- Quality of work very impressive
- Reflection on the guidance given by yourselves to students
- GSK committed to supporting RSA and student placements-8 to date (&CH 07)

## 2007/08 Brief

- 2006/7 Driver: Self Control
- Give people the ability to help themselves, to achieve self control. Self control is understood as, 'an exertion of will on personal behaviours, actions and thought processes.'
- Will power=well power
- **Challenge: Using design to empower individuals through a product/packaging/ritual**
- Results in society feeling healthy / keeping healthy
- Focus on 2 areas – Smoking & Weight control (obesity).

# Brief

- Need to understand the complexity of the issues involved in smoking cessation and weight control - with attention to motivations/triggers for actions.
- Use product/packaging/systems to enhance
- Understanding interaction with the product/packaging/ritual is vital

# Brief discussion

- Examples we've thought about- 'conscience earpiece' / virtual photo booth / calorie calculator
- Building a relationship with the consumer leading to incentives or feedback.
- Identifying the needs and concerns of people is key-don't guess
- The 'needs' will drive the solution – dig deep to identify.
- Consider: perceptions, blame culture, & motivations for actions (see brief).

## More Detail

- Materials/Pack reuse –encourage sustainability when possible
- Consider the young/old/global needs

# Tutor notes

- To help us understand the your project you may submit a research board – highlighting thought processes, consumer insight etc.
- Mix CAD with sketch images-design quality key-highlight problem & solution
- Judges looking to quickly understand concept-so clear message needed
- This is a challenging brief so clear statement is important
- Any problems/queries e-mail:  
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