

PROJECT BRIEF

GLOBAL STUDIO / TEAM 15

Showing love and care through gift-giving to unwell loved ones living far away from each other

BACKGROUND INFORMATION

Traditionally, Turkish people are very close with their family and friends. They take great pride in taking care of each other and helping one another, especially in times of need such as when they are unwell. They support them by talking, being there for them, giving them healthy food and essentials, making sure that they follow doctor's orders, and so on. The problem is that when people are far away from their loved ones, it is difficult to gift them the love and care they need from afar.



The unwell person is in need.



The unwell person's loved ones bring him gifts (such as a food).



The loved ones support the unwell and they communicate.

TARGET GROUP

45-65 year-olds,
middle class

DESIGN PROBLEM

Find a convenient solution for middle aged people who wants to give the gift of caring to their loved ones when their loved ones are unwell and live afar.

CONTEXT

Distant
communication
and gift giving

REQUIREMENTS

Should be simple enough for middle-aged people to use as they may have a hard time using technology.

TIMELINE

Week 2

Brief
given

Week 3

Initial design
ideas

Week 4

Refined design
concepts

Week 5

Final design
concept

Week 6

Final
presentations