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DESIGNER TEAM: RUDNIKI
EVALUATION BOARD 1

ON OCTOBER 27, 2021

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

Gift-giving, for us, is an act of kindness to fulfill not only the physical needs of a person but also their **emotional needs**. It is a way to make our loved-ones realize that we are here for them, may it be **with or without a tangible 'gift'**.

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 **communicating, visiting** and being there for them, giving them **healthy food, essentials** or **personalized gifts** for them, arranging **small gatherings** for them 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 GOUP

45-65 year-olds, middle class

CONTEXT

Distant communication and gift giving

DESIGN PROBLEM

Find a convenient solution to middle aged people who wants to give the gift of caring to their loved ones when their loved ones are unwell and live afar. For example, it can be an app with the support of a physical product (such as a gift hamper).

REQUIREMENTS

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

TIMELINE



BACKGROUND

We decided on our story after interviews with **middle-aged people** about what makes them happy, and after researching the events of gift giving in Turkish culture. In our brief, we have included examples and explained **what gift giving means** in our culture.

STORY

We talked about the habits in the absence of the problem. Then, we created a **scene** where the problem surfaces.

DESIGN PROBLEM

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

REQUIREMENTS

We drew attention to the consideration of the abilities of **middle-aged people**.

TIMELINE

We gave a **simplified timeline** according to Global Studio's Designer Brief.

INITIAL IDEAS



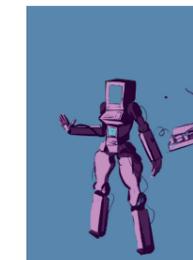
ON NOVEMBER 28, 2021



"Sphere robot-helper."



"Sphere robot-helper. Cleaning windows."



"Granny-helper. Robot with the live-streaming screen (there should be the one who is controlling the robot)"

The first idea was futuristic. However, it was a little off from the brief we gave. There were weak connections in terms of human relations and our culture. We talked about how they could continue with the one idea they had.

We did not receive revised ideas.



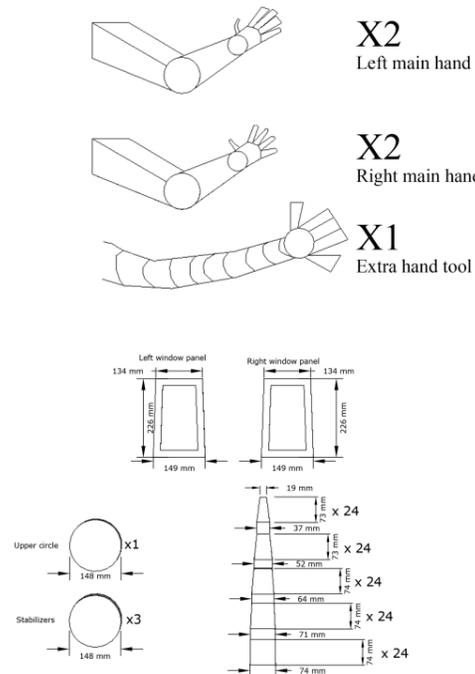
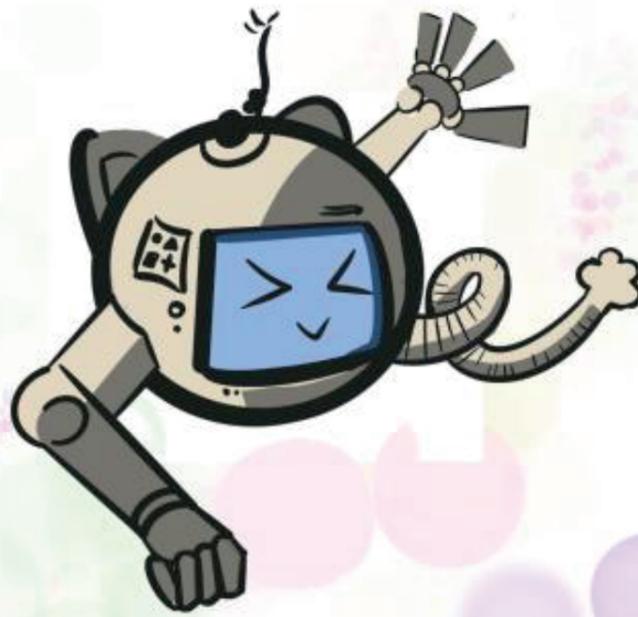
BERFU CETE, ASMA HAMEED, MEHMET AFLAZI

**DESIGNER TEAM: RUDNIKI
EVALUATION BOARD 2**

FINALIZATION & TECHNICAL DRAWINGS



ON DECEMBER 03, 2021



"The thing is going to look like this. And the pdf is rendering."

They made a technical and perspective drawing that shows the concept product. It was lacking design solution, a usage scenario and the IKEA style instruction manual. This made our job difficult. We liked the futuristic concept style.

PROTOTYPING



We made a simplistic prototype that is able to do various chores with its changing form because it is a concept product.

OVERALL FEEDBACK

COMMUNICATION



In our meetings, we appreciated the friendly attitudes of them and we had a good time. We could not meet so many times. We had a poor communication throughout the process. We used Discord's individual and team channels. Not being at the meeting at the agreed hours and misunderstandings for both of the groups.

TIME MANAGEMENT



We tried to catch-up with the specific timeline of the project. However, time management was not good. No submissions were made on time, and make-up requests for missed meetings were always prompt and immediate. Indeed, they tried their best and they were kind to our concerns.

DEVELOPMENT & FINAL PRODUCT



The final product is fun to work on and it is a concept style. This is why it is not applicable in real life. There were no enough revised ideas so they came up with the final version without adding new elements to the initial idea they had.

OVERALL EXPERIENCE



We enjoyed while researching and designing throughout the process, but due to the lack of communication and poor time management, our work as clients and designers became more difficult and we had to undertake more tasks. Still, it was nice to get to know and explore Russian culture, and to notice our similarities and differences.