

Wellness Project: Beyond a Simple Pill Box

Three design solutions to bring trust, nature, and care back into daily medication

AURA Team – Naples

The Real Problem: Understanding the Emotional Challenge

The real issue is not memory; it is trust. Many elderly people do not forget to take their medication; they choose not to take it because the act makes them feel fragile, ill or dependent.

Medicines feel cold and clinical.

Natural remedies feel warm, familiar and safe.

Traditional pill boxes reinforce the idea of being sick.

The challenge is to restore dignity, calm and emotional comfort. Our goal is to make the person feel supported, not controlled.

Our Design Vision: Invite, Not Force

The objective is to encourage self-care through compassion and a positive emotional experience.

Key principles:

- Integrate medical care with natural, familiar elements.
- Focus on wellbeing rather than illness.
- Use family affection as an emotional motivator.

The experience should feel human, gentle and reassuring.

Three Design Proposals (Budget 9–14 euros)

Each proposal aims to transform the medication routine into a moment of calm, meaning and emotional connection.

Proposal 1 – The Harmony Box

Concept: A daily wellbeing ritual rather than a simple pill container.

A bamboo box with two sections: Medical Care and Natural Strength.

Opening the box becomes a peaceful ritual.

Optionally, a QR code can play a short message from family members.

Estimated cost: 13 euros.

Proposal 2 – The Longevity Calendar

Concept: Shift the focus from “taking a pill” to “completing a daily step.”

A wooden organizer with a small board and 30 tokens.

After taking the pill, the person inserts one token for that day.

This creates a clear sense of progress and personal achievement.

Estimated cost: 12–14 euros.

Proposal 3 – The Connected Companion

Concept: Replace a cold alarm with a warm and gentle signal.

A smart plug connected to the person’s favorite lamp.

At the correct time, the lamp turns on softly.

The light illuminates a small bowl holding the pill, creating a positive and reassuring atmosphere.

Estimated cost: 15 euros.

Recommendation

Recommended Proposal: Harmony Box.

It respects personal beliefs, integrates medical routine in a gentle way and uses family affection as motivation. It creates a calm, meaningful and emotionally supportive experience.

Next Steps

Discuss which idea is most effective.

Select the concept to be prototyped.

Research suitable materials (bamboo, wood, ceramic).

Explore ways to integrate physical and digital elements in a simple and pleasant way.

Thank You

Thank you for your collaboration. Our aim is to combine empathy and design to support the daily wellbeing of elderly users.