aura
TEAM 26

EVALUATION BOARD

Designer: Baby goat crew - Team 8 **Client:** Aurea- Team 26

BRIEF

We propose to design a hybrid physical–digital solution that helps people over 70 in Naples safely and easily manage the entire journey from the doctor's prescription to the pharmacist, including electronic prescriptions and online bookings.Our goal is to make the current SPID-based process much simpler and more accessible, through an easy, intuitive interface and clear step-by-step guidance.
We want elderly users to no longer be afraid of "breaking" the technology, but to see it instead as a reassuring support in managing their health. The solution must be feasible within a €500 budget.

BACKGROUND

In our group, we discovered a common problem when we talked about our grandparents and older relatives: many of them have difficulties with the health system, especially in the step from the doctor's prescription to getting the medicine at the pharmacy.
We saw this problem even more clearly in Chiara's family pharmacy, where many elderly people struggle every day with digital medical prescriptions. They can no longer receive the prescription directly from the doctor, like during Covid, and many of them do not know how to use or unlock their SPID.
SPID is now very important to book specialist visits, pay health tickets, download prescriptions and manage vaccines. People who cannot use it are forced to wait in long lines in the pharmacy or at the counters, creating problems both for the elderly and for the service, which becomes overloaded with requests that could be done online.

REQUIREMENTS

- Digital prescriptions confusion
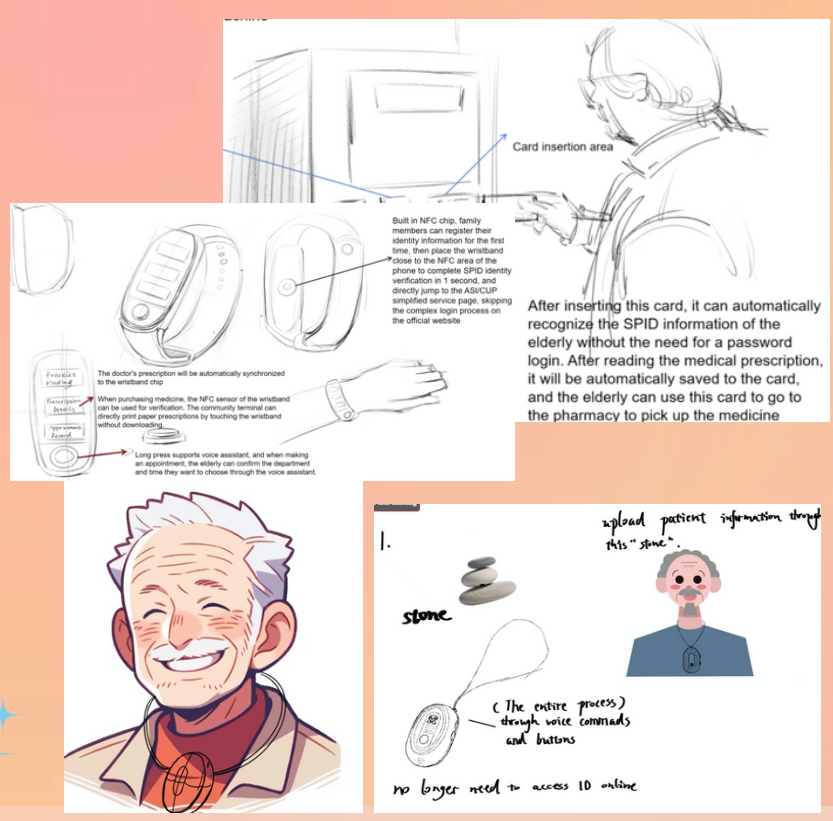- Online booking barriers
- Fear of technology
- Need guided solution

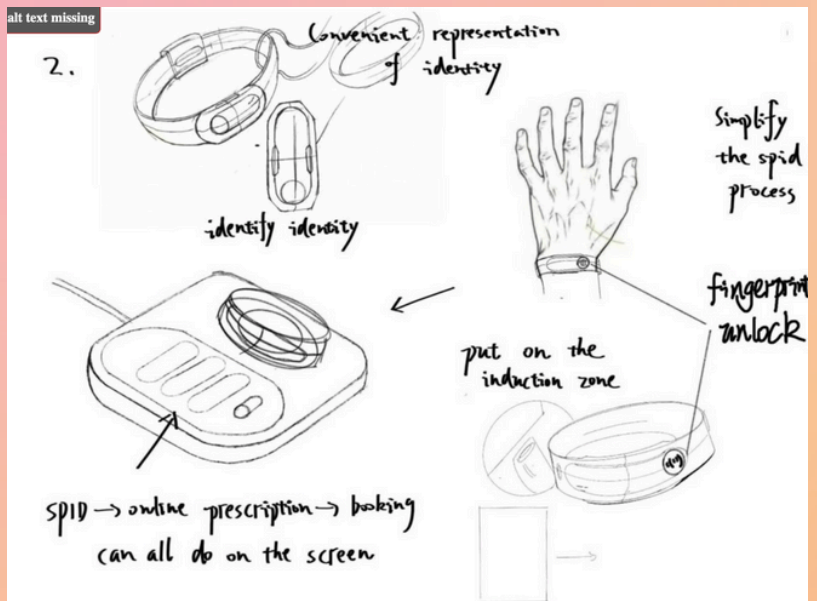## INITIAL DESIGN

Team 8 proposed several solutions, includin

- **Prescription machine: Terminal where elders insert a personal card that reads their prescription and saves it for use at the pharmacy.**

- **Stone device: Wearable "stone" that stores patient info and lets them manage prescriptions via simple buttons and voice.**

- **Smart wristband: NFC bracelet that holds SPID and prescription data, enabling quick verification, printing and booking without complex logins.**

IMPROVED DESIGN

Team 8 appreciated our first concept, especially the way we softened the cold, clinical look of the pillbox, and asked us to make the subdivision of the medications clearer.
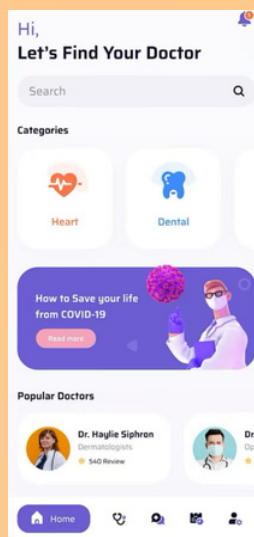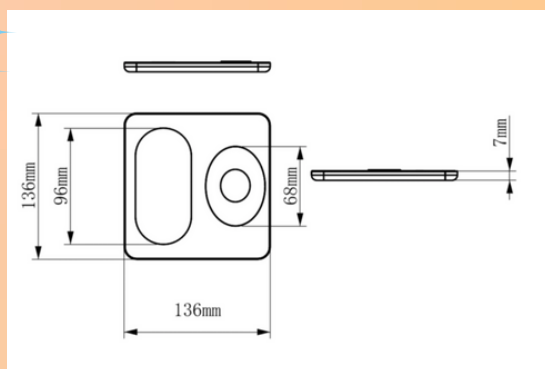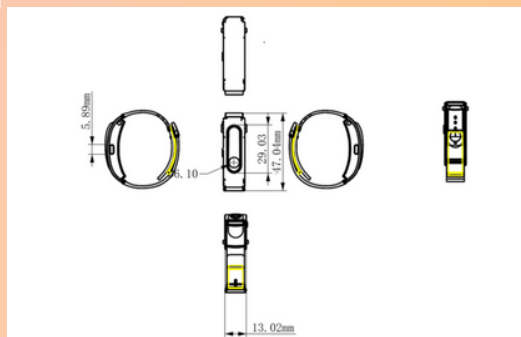
★★★★★

Our final design is a hybrid system with a wearable watch and a small home device: the watch stores the user's identity, and the box guides them step by step from the doctor's prescription to the pharmacy, simplifying all SPID-based procedures with clear icons and an intuitive interface. The graphics we presented are also very well designed and visually appealing.

✦ TECHNICAL DRAWINGS

★★★☆☆

The team 8 sent us precise measurements for the watches, the box and the interface to be placed inside it; they work well, although the overall device could be slightly larger for elderly users.
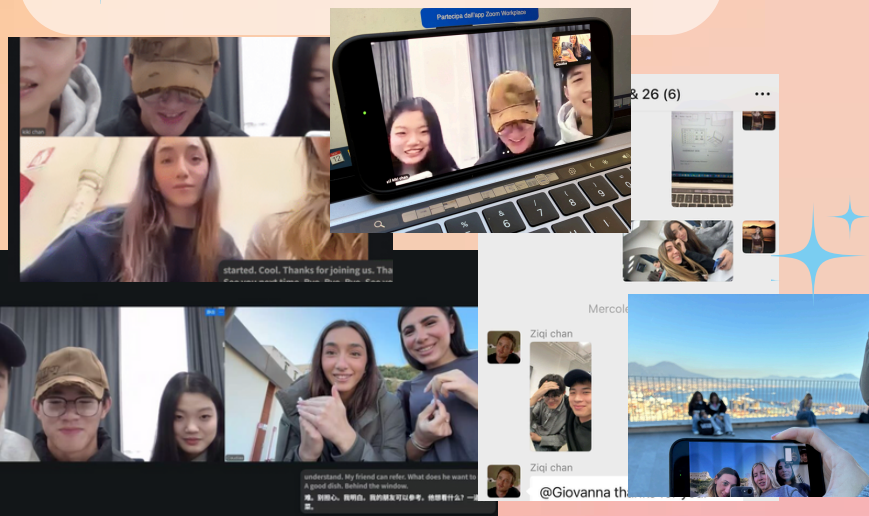

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✦ PROTOTYPING

We created a physical prototype of our device, using simple materials to test its size, shape and interaction with elderly users, modelling the watch and strap in air-dry clay and building a small cardboard box with a screen mock-up.

✦ COMMUNICATION

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Our communication with Team 8 was good: we stayed in touch through the blogs, had video calls, and were always connected via the WeChat group. Overall, we had no problems understanding each other and it was very nice to get to know each other.

★★★★★

✦ OVERALL FEEDBACK

This course gave us the opportunity to explore how design can respond to real social needs, especially those of elderly people. Working with Team 8, who have a different cultural and academic background, helped us broaden our perspective: it was inspiring to get closer to another culture, to know it and understand it better.
The lessons were very stimulating and introduced us to tools and methods that supported our design process. All of this led us to create something that is not only functional, but also emotionally reassuring and accessible for users.