



TEAM8

DESIGN FEEDBACK BOARD FOR AURA

BACKGROUND

Due to the traditional belief that "every medicine has three parts of poison", she resists regular antihypertensive drugs, worsening her condition to cerebral hemorrhage and uremia. Now needing multiple daily medicines at different times, she faces incompatible hospital-style, hard-to-use pill boxes and missed doses—issues shared by many elderly who also struggle with reluctance to take medicine and medication management.



User questions

Unwilling to take medication:

Due to outdated beliefs, elderly people believe that taking medication is a harmful behavior to their bodies. They may refuse to take medication or secretly throw it away, and their children may not know. However, not taking medication may lead to minor illnesses becoming serious illnesses.

The elderly need to take a lot of medications:

1. She needs to take five or six medications at the same time every day, each with different schedules, dosages, and frequencies. Even if her children label the pillbox, she may still forget.
2. She hesitates to take her medication after the scheduled time, worried about overdosing or reduced effectiveness.



Deep down, she harbors a fear: drug dependence means losing her autonomy. And the pill box she uses daily has already become a tangible symbol of this anxiety.

User requirements

We have provided design concepts for the design from the following aspects:

Design a pill box that addresses this by reducing resistance, weakening the negative association with "taking medicine", and strengthening positive incentives.

Grandma's first impression of pill boxes is that they are round with sharp edges—just like the ones used in hospitals—and this makes her feel uncomfortable when using them. She prefers light gray and beige, and dislikes the bright colors used in medical settings. For operation, she hopes the pill box has a simple design that "opens with a press and allows for immediate access to medications". Additionally, the text on the pill box must be clear and easy to read.

Types of Daily Medications



We hope this pill box can reduce negative associations related to "taking medicine" from three aspects: "visual design", "material selection" and "usage method". Meanwhile, based on the above points, we also aim to help the elderly reduce their resistance through sensory connections.

Similar Products



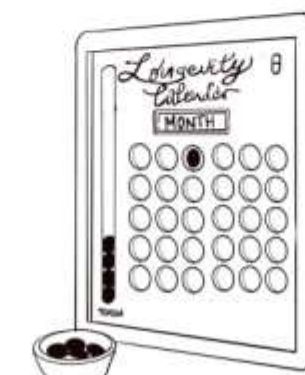
Scheme sketches

We are very pleased that the designer team has provided us with 3 solutions. This provides us with more options and allows us to see more possibilities for this product.

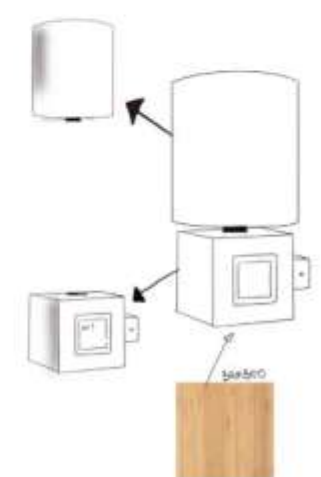
PROPOSAL 1
HARMONY BOX



PROPOSAL 2



PROPOSAL 3
THE CONNECTED COMPANION





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Designers: AURA(team 26) | Clients: Baby goat crew (team 08)



Material: Centered on bamboo and wood, offering a smooth and lightweight texture. This aligns with the elderly's psychological preference for "natural and safe" and avoids the cold feel of metal or plastic.

Style: Leaning towards a minimalist Chinese aesthetic, creating a soothing and relaxing visual atmosphere that suits the elderly's aesthetic and emotional needs.

2. Functional Adaptation: Tailored for Elderly Use

Zonal Design: Multiple compartments corresponding to "daily / per-use" medication doses, addressing the common issues of missed or mixed-up medication among the elderly.

3. Visual and User Experience: Friendly and Easy to Use

Color: Uses low-saturation browns and beige, providing a soft, non-glaring visual that avoids strong light stimulation to the elderly's vision.

Detail Considerations: The friction of bamboo and wood is moderate, making it easy for the elderly to grip and open/close; the texture adds tactile layers, improving grip stability.

Problem

Size issue



We found that the sizes given by the team were a bit large, and the resulting products might not be suitable for elderly users, making them inconvenient to store. The other team might think that Chinese elderly people like bigger things, but not everything is liked in larger sizes.

Communication

We communicated with the group across from us and learned about their needs. There was a very interesting little episode in the middle, which left a lasting impression on us. We shared our design ideas and learned about the pain points of elderly people in the other group's country, which gave us a deeper understanding of our design. Moreover, we also viewed the scenery of each other's countries, which was very beautiful and something we both really liked.



Customer Standards	1.Has the product integrated elements more favored byelderly Chinese people (in terms ofolfaction, vision,and touch)?	2.Does the final design effectively address the user’s pain points?	3.Has the design transformed ordinary medicine boxes into shapes that are more suitable for elderly use?	4.Does the design take into account the issues caused by the decline in physiological functions in the elderly?
Customer Satisfaction (5-Point Scale)	4.5	5	4	4.5