

ASSISTIVE TECHNOLOGY | DESIGN PRIZE 2018

Briefing Document

We are looking for students with good ideas for products that will improve the lives of people living with disabilities, long term health conditions or age related impairments.

You may be about to begin a course in design or engineering, be a university or college undergraduate or about to graduate from a course in design or engineering. We would like to hear from you and encourage you to enter this annual competition.

Motability Operations deliver the Motability Scheme, which supports people with disabilities in achieving greater independence, through access to affordable, worry-free mobility, and are pleased to be sponsoring the award this year. They are passionate about improving the lives of their 600,000 customers and families, and focus on meeting their needs.

Along with Designability, Motability Operations want to support young designers to work with the public to design innovative new equipment. They value the support of organisations like Designability who can help mentor students on how to bring great ideas to the market.

The Designability team have many years of practical experience implementing a Human Centred Design process with great results. This approach requires a deep understanding of people. They use an iterative development process, testing design solutions with people early and continuing to do this until the product is ready for manufacture.

The Opportunity

The Assistive Technology Design Prize is offering the winner an opportunity to develop their idea further with the support of the Designability team in Bath;

- Mentoring from Designability staff to help develop your idea; product design, industrial design, user interface design, mechanical engineering, design research, clinical expertise
- Access to Designability workshop facilities; 3D printer, CNC milling machine, metal fabrication, soft modelling etc.
- Dedicated project/desk space at Designability for the development of your idea
- The winner will have access to £5,000 of funding to support the development of their idea and to cover expenses as required (travel, accommodation and food)

Designability are based at the Royal United Hospital in Bath, Somerset. Ideally the winner will spend their time with Designability between July and September 2018. They can work at the Designability offices all summer if they wish but this is not compulsory.

Application Schedule

Design Prize opens: Wednesday 9th May 2018

Application deadline: Midday Monday 25th June 2018

Judging Panel

The applications will be reviewed by a judging panel, consisting of staff from both Designability and Motability Operations, as well as representatives from industry and assistive technology companies.

Shortlisting: All applications will be reviewed and assessed, with successful applications being shortlisted for the prize.

Interviews: Shortlisted candidates will be invited to interview, where they will be asked to;

- supply a portfolio of their work and a CV in advance of the interview
- present their idea to a panel of judges
- answer questions about their idea
- complete a short design task

The summer placement opportunity and conditions of the award will be discussed with all candidates who are interviewed, as well as their availability to work alongside Designability in Bath. All candidates will have the chance to ask questions to the judges.

Interview dates: week beginning 2nd July 2018

Design Prize winner announced: Wednesday 11th July 2018

Feedback: *All unsuccessful applicants will receive feedback on their idea in July 2018*

Application Requirements

About you: Tell us a bit about yourself; your education, experience, interests, name and address.

Short description of idea: In no more than 500 words please describe the idea, the problem that it addresses, who it would benefit and your ambitions to develop the idea further with support from the Design Prize?

Images of idea: Please submit up to 3 images that help to describe the idea. These can be sketches, illustrations, design visualisations, or photographs of models or prototypes.

Originality: Please confirm that, to the best of your knowledge, this product is your own original idea and does not already exist.

Availability: What is your ability to attend an interview in June (if shortlisted) and to travel to/stay in Bath during the summer (between July and September) to be supported by the Designability team to develop your idea further?

What sort of ideas are we looking for?

We are looking for students with good ideas for products that will improve the lives of people living with disabilities, long term health conditions or age related impairments. Your idea can be for anybody, but it must present a solution to a problem that will have a positive impact on people's lives.

Your idea might fall into one of the following areas of daily living:

- Cooking and cleaning
- Gardening
- Eating and drinking
- Mobility (getting around)
- Personal hygiene/care or dressing
- Travel and leisure
- Exercise and fitness
- Learning and education
- Social life
- Occupation
- Rest and sleep
- Medication
- Routine/schedule
- Interacting and communication

How will the ideas be accessed?

All applications will be accessed against some set criteria;

Novelty - is the idea new or different to what has gone before?

Impact - who will benefit from the product idea and what impact will it have on their lives?

Viability - how commercially viable is the solution?

Insight - how well does the idea solve the identified need? have users been consulted?

Design - the quality of the design and engineering behind the idea

Candidates who are asked for interview will also be accessed on; the quality of their portfolio, their experience to date (CV) as well as their approach to problem solving and desire to work with Designability to learn and develop as a young designer.

Placement report

The successful student will be asked to produce a short report on their placement with Designability, highlighting;

- what they've learned from the experience
- how they feel their idea has progressed
- what they've learned about the potential impact of well-designed assistive technology on their intended audience group.



About Motability Operations Ltd

Motability Operations deliver the Motability Scheme, which supports people with disabilities in achieving greater independence, through access to affordable, worry-free mobility.

As operators of the Motability Scheme, they aim to provide a wide range of cars, Wheelchair Accessible Vehicles, scooters and powered wheelchairs that meet their customers' disability needs.

Motability Operations are passionate about improving the lives of their 600,000 customers and their families, and focus on meeting their needs. They provide award-winning customer service and aim to offer a wide range of vehicle choice at affordable prices.

<https://www.motabilityoperations.co.uk/about-us/>



About Designability

Designability is a national charity combining expertise in design, engineering, user interaction, community healthcare and technology, with a passion for creating life-changing assistive technologies. We conduct original research and develop commercial products that meet real needs.

We appreciate the value of involving 'people' throughout our research and development activities and the focus of all our work is on the needs of the people that use our products.

We work with end-users, carers and health professionals to help us understand the problem, find a solution and test it in real life situations.

We create desirable, usable product design solutions, and we work with a network of partners to bring these products to market to help as many people as we can - we've transformed over 200,000 lives in the last 50 years.

www.designability.org.uk