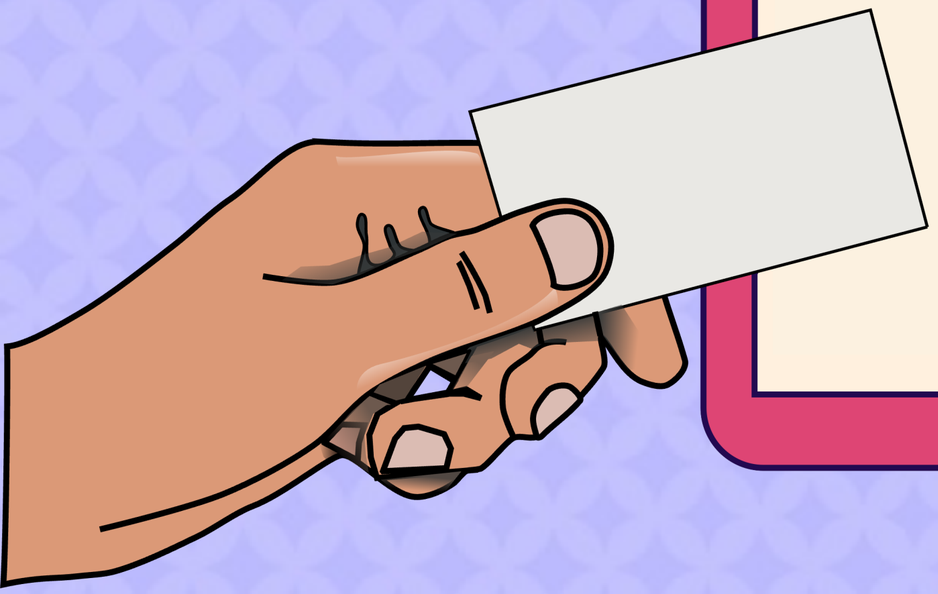
T1D PROJECT

FIONA, KING WAI,
AKSHITA, ANA



INTERVIEW

APPEARANCE

Designs

Materialistic

Glamorising healthcare

PERSPECTIVE

Interactions with people about the pump

Work - interacting with clients

Balance between professional and personal life

MEDICAL

Creative process is affected (thinking and time management)

Increased pressure

Another full time job

INSIGHTS

01

APPEARANCE/MEDICAL

As a graphic designer dislikes designs

02

PERSPECTIVE

Help describe what it is without having to explain it

Mind MAP

Designs are glamorised

- Creating a simplisitc design that is more functional and fit for purpose
- Thinking how the pump is used and the social situations we would need to accommodate

Full time job

- Professional vs Personal
- How to help the client get back into range when they are not in a good health condition

Stress and pressure

- Helping to get the client back on track when their health overtakes and prevents them from being able to work

CONCEPT IDEA

A business card that opens up conversation so you don't have to.

It's focuses on the clients profession vs personal life, providing people with the knowledge and education of an invisible disability.

The card gives context to what they can do and support you without having you to explain.

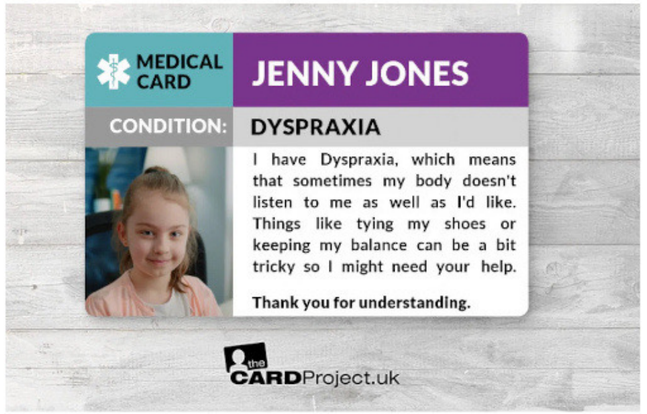
Why a business card?

The familiarty of a business card and the purpose of one

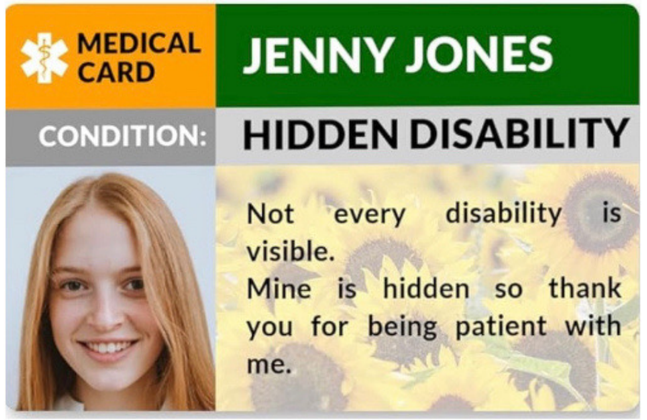
FORMAL

Hidden Disability
MEDICAL CARD
My name is Joy
I have a hidden disability. I have mobilty issues and suffer from chronic pain. Please give me time and be patient with me.
EMERGENCY CONTACT DETAILS ARE ON THE REVERSE

theCARDProject.uk
If I need some support please contact:
First Name
First contact number
Second Name
Second contact number
Bio-degradable
theCARDProject.uk

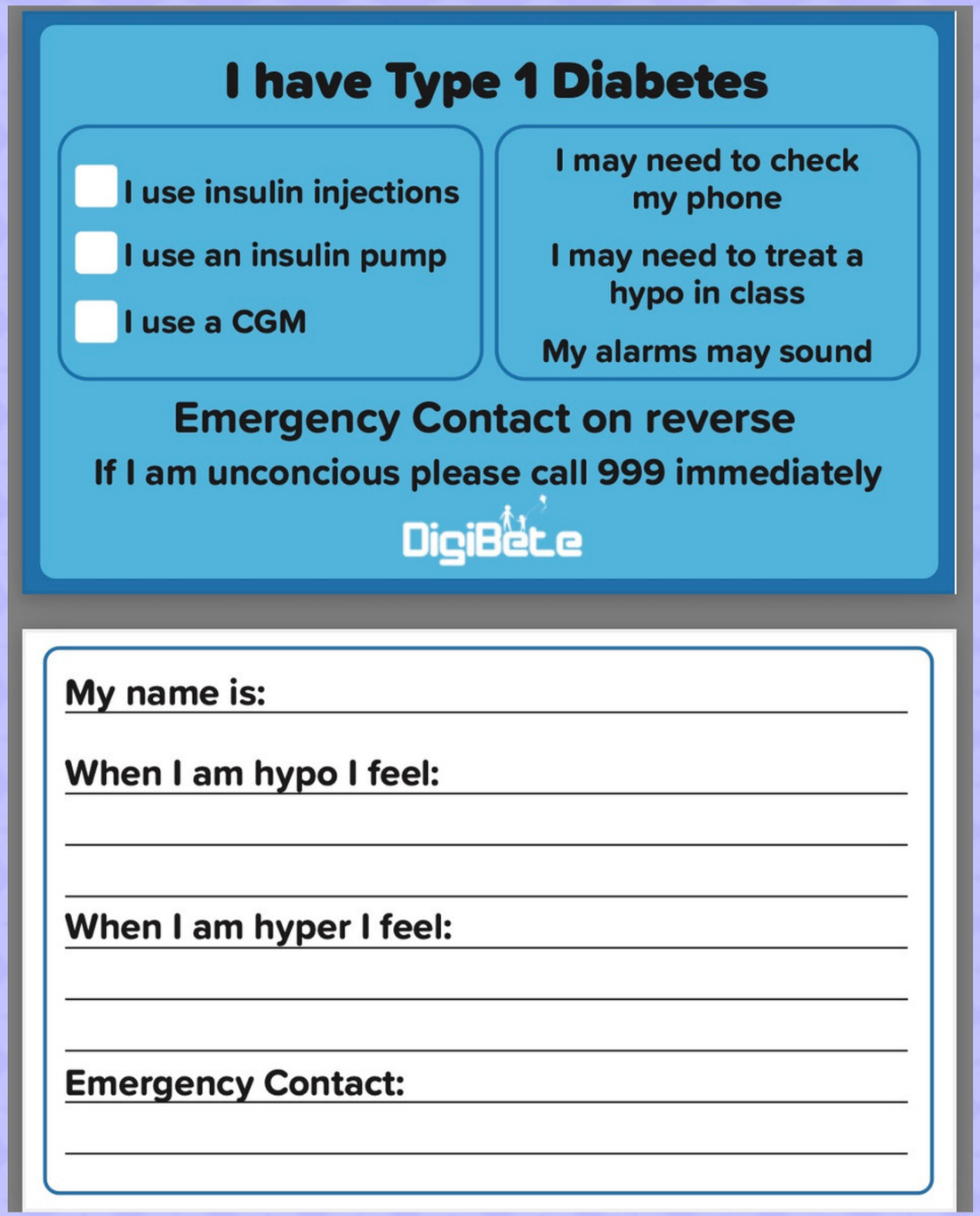

MEDICAL CARD
JENNY JONES
CONDITION:
DYSPRAXIA
I have Dyspraxia, which means that sometimes my body doesn't listen to me as well as I'd like. Things like tying my shoes or keeping my balance can be a bit tricky so I might need your help.
Thank you for understanding.
theCARDProject.uk

National Disability Card
Surname SMITH
Given names JANE ELIZABETH
Number
437973GB 01
Date of birth
21-JAN-1989
Date of expiry
10/07/2023
UK


MEDICAL CARD
JENNY JONES
CONDITION:
HIDDEN DISABILITY
Not every disability is visible.
Mine is hidden so thank you for being patient with me.

Hidden Disability
My name is Joy.
I am non-verbal.
I can hear and understand you.
Please be patient as I may need a little more time to communicate with you, and talk calmly and quietly to avoid causing me any distress.
See my emergency details on the reverse

INFORMAL


I have Type 1 Diabetes
I use insulin injections
I use an insulin pump
I use a CGM
I may need to check my phone
I may need to treat a hypo in class
My alarms may sound
Emergency Contact on reverse
If I am unconcious please call 999 immediately
DigiBete
My name is:
When I am hypo I feel:
When I am hyper I feel:
Emergency Contact:

#A69576 #F2F2F2 #8C8C8C #262626 #0D0D0D

You should
work with

— Rue

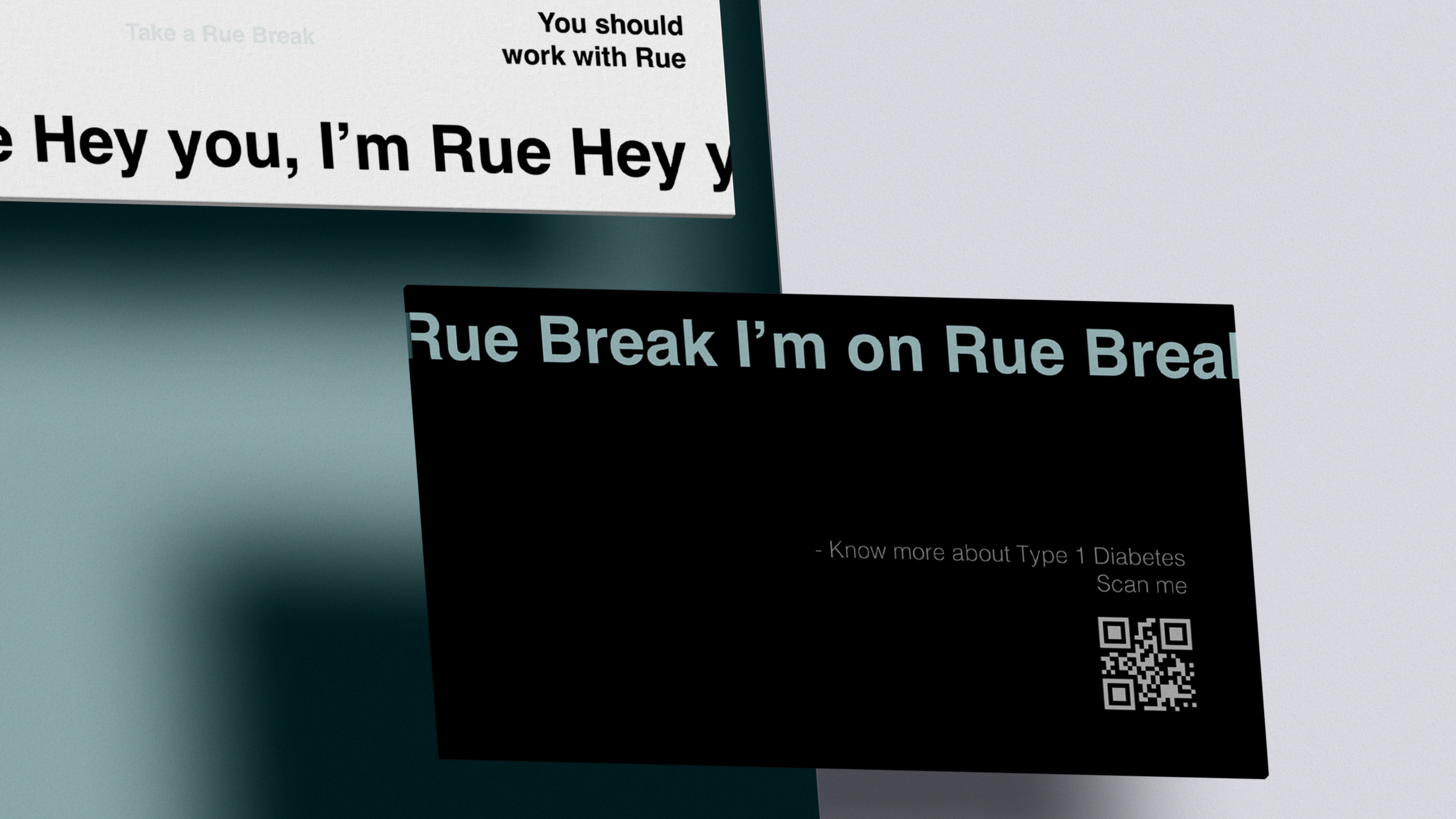
helloyou@
workwithrue.co.uk

OPEN

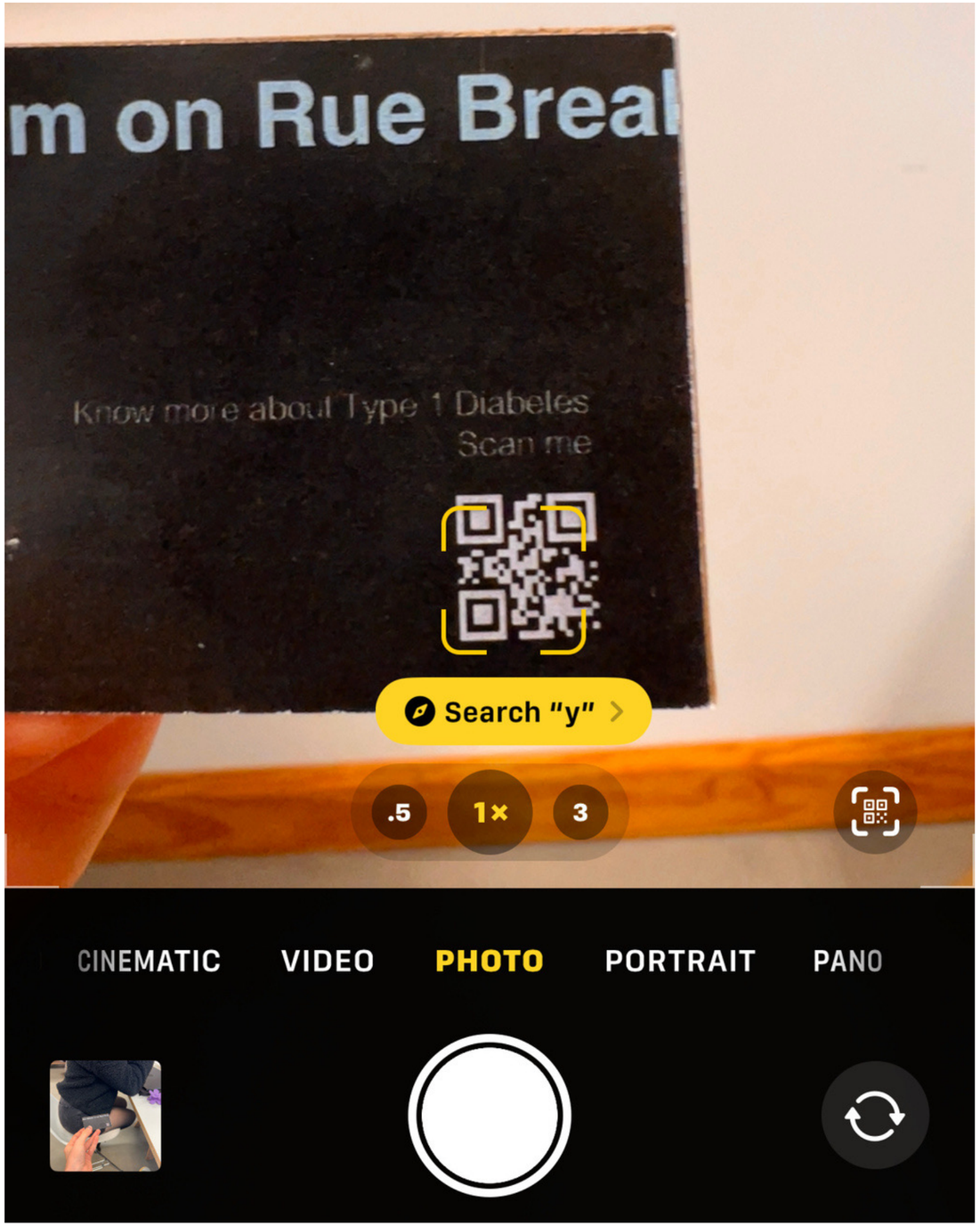
BACK IN
30 MINS

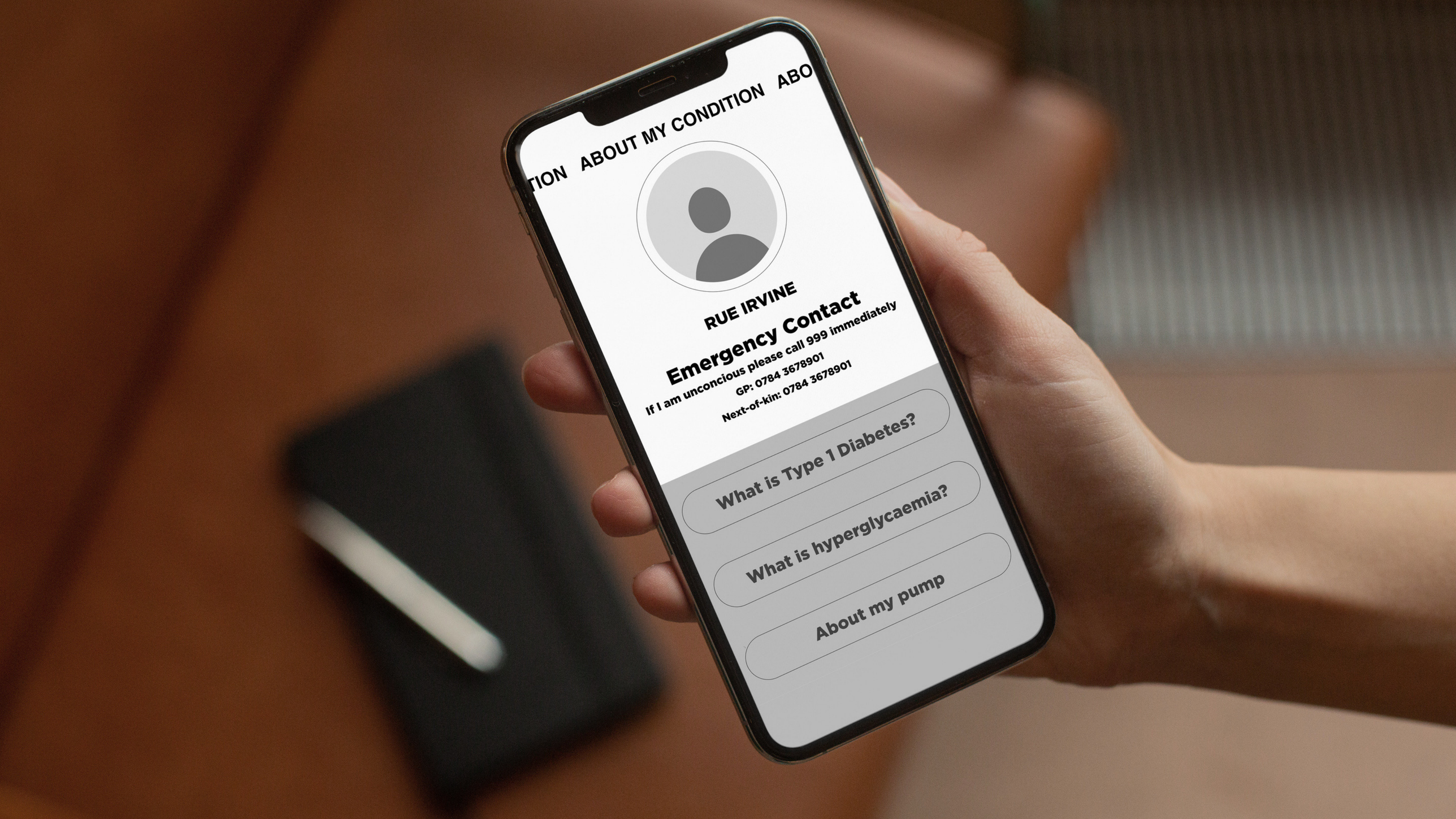
CLOSED
OPEN

Sorry might
Take a Rue Break
Take a Rue Break
Take a Rue Break
Take a Rue Break
- For chance takers and
change makers
You should
work with Rue
Rue Hey you, I'm Rue Hey y
Rue Break I'm on Rue Brea
- Know more about Type 1 Diabetes
Scan me


Take a Rue Break
You should
work with Rue
e Hey you, I’m Rue Hey y
Rue Break I’m on Rue Breal
- Know more about Type 1 Diabetes
Scan me

PROTOTYPE


m on Rue Breal
Know more about Type 1 Diabeles
Scan me
Search "y"
.5
1×
3
CINEMATIC
VIDEO
PHOTO
PORTRAIT
PANO


TION ABOUT MY CONDITION ABO
RUE IRVINE
Emergency Contact
If I am unconcious please call 999 immediately
GP: 0784 3678901
Next-of-kin: 0784 3678901
What is Type 1 Diabetes?
What is hyperglycaemia?
About my pump

Sorry might
Take a Rue Break
Take a Rue Break
Take a Rue Break
- For chance takers and
change makers
Take a Rue Break
You should
work with Rue
Rue Hey you, I'm R

Thank you!

Any questions?