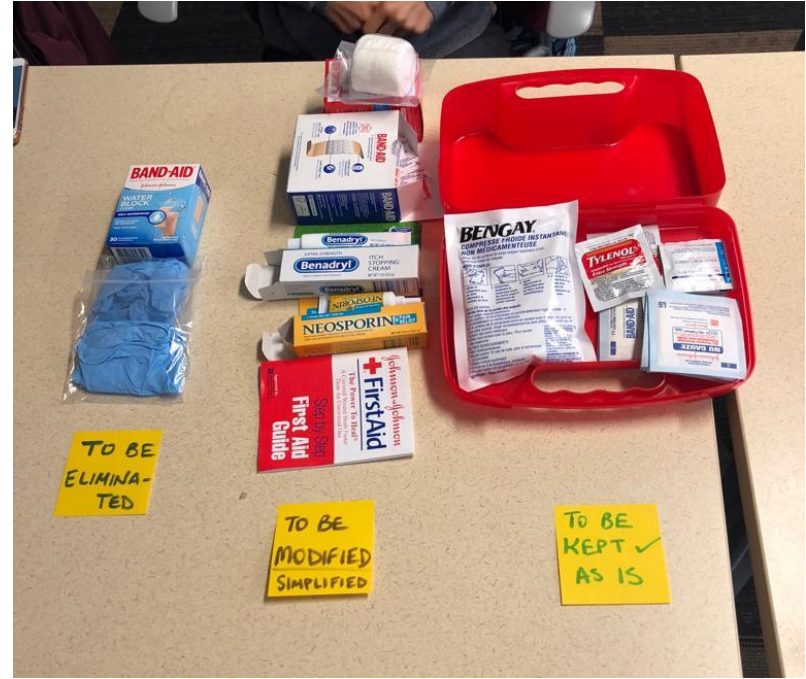

First Aid Kit Redesign

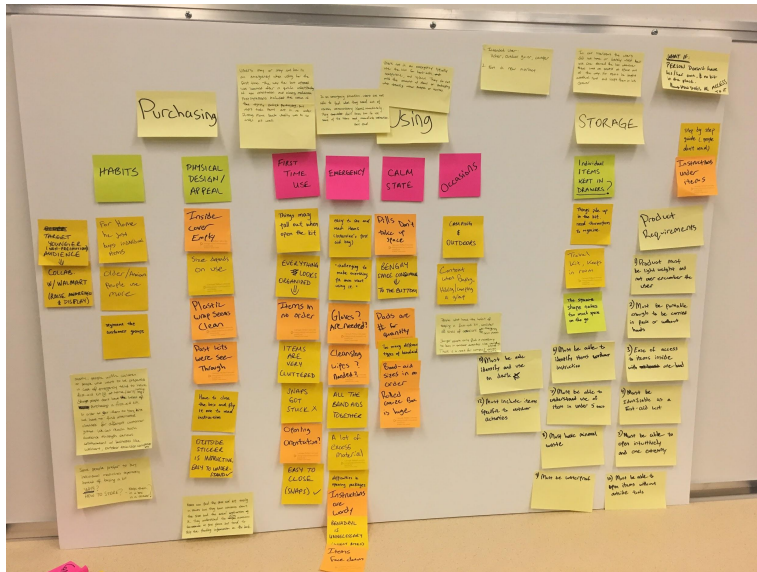
— Melanie Zeng, Dan Behof, Zeynep Olcer —

User Research



User Experience

with the current first aid kit

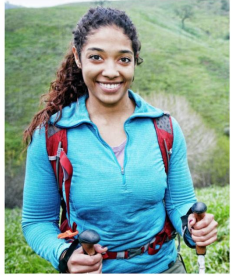


Findings:

- When on hikes, most people use smaller, lighter kits if any
- The square box shape is not flexible to pack
- Most items have no order/organization
- When looking for instruction, people can't find it immediately

User Persona

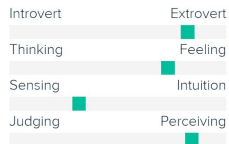
Peyton Hillman



"Take the road less traveled"

Age: 28
Work: Account Manager
Family: In a relationship
Location: New York, New York
Character: Bold

Personality



Adventurous

Driven

Environmentally Conscious

Independent

Goals

- To explore and see what the world has to offer
- To take care of the planet and be sustainable
- To be responsible in their actions and always be prepared

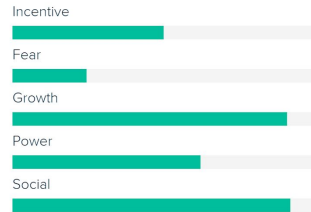
Frustrations

- Not be hindered by bulky and heavy objects
- Sometimes is alone or with inexperienced hikers
- Most packaging always leaves too much waste

Bio

Peyton is an account manager at a big firm in the heart of New York City. To get away from all the hustle and bustle of the big city she enjoys traveling upstate to hike and camp in the wilderness. She is conscious of her decisions especially when it comes to the environment. Peyton cares a lot about her friends and family and really cherishes the time she spends with them.

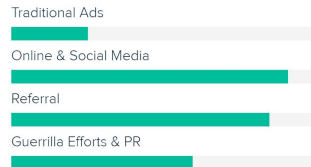
Motivation



Brands & Influencers



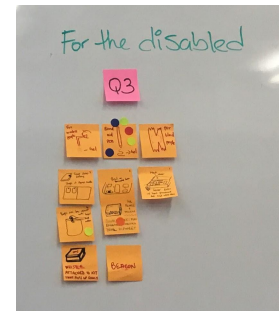
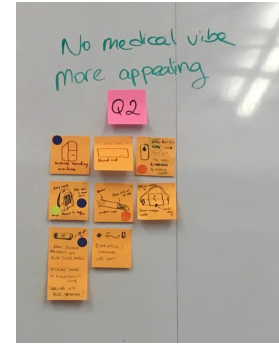
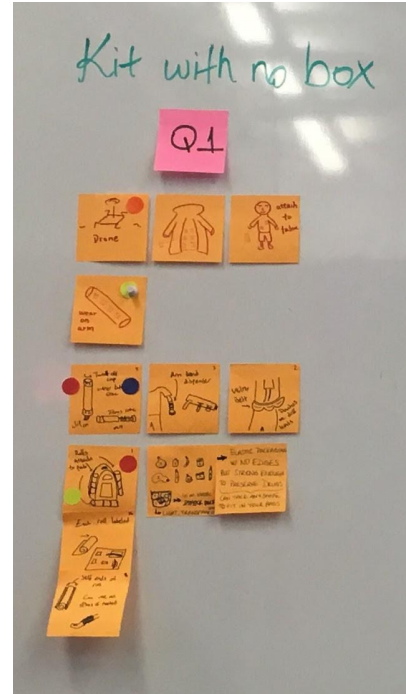
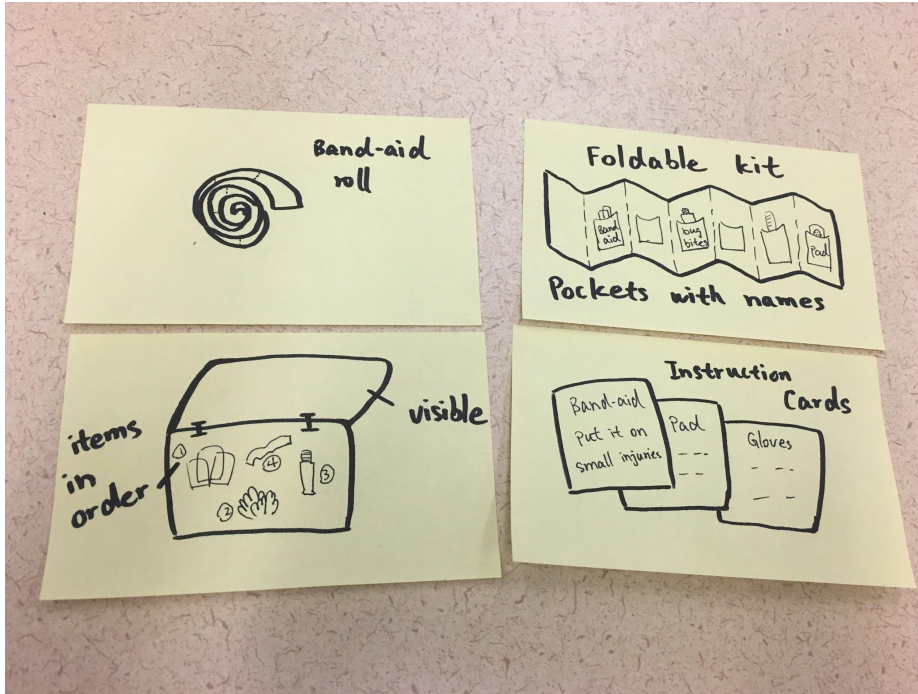
Preferred Channels



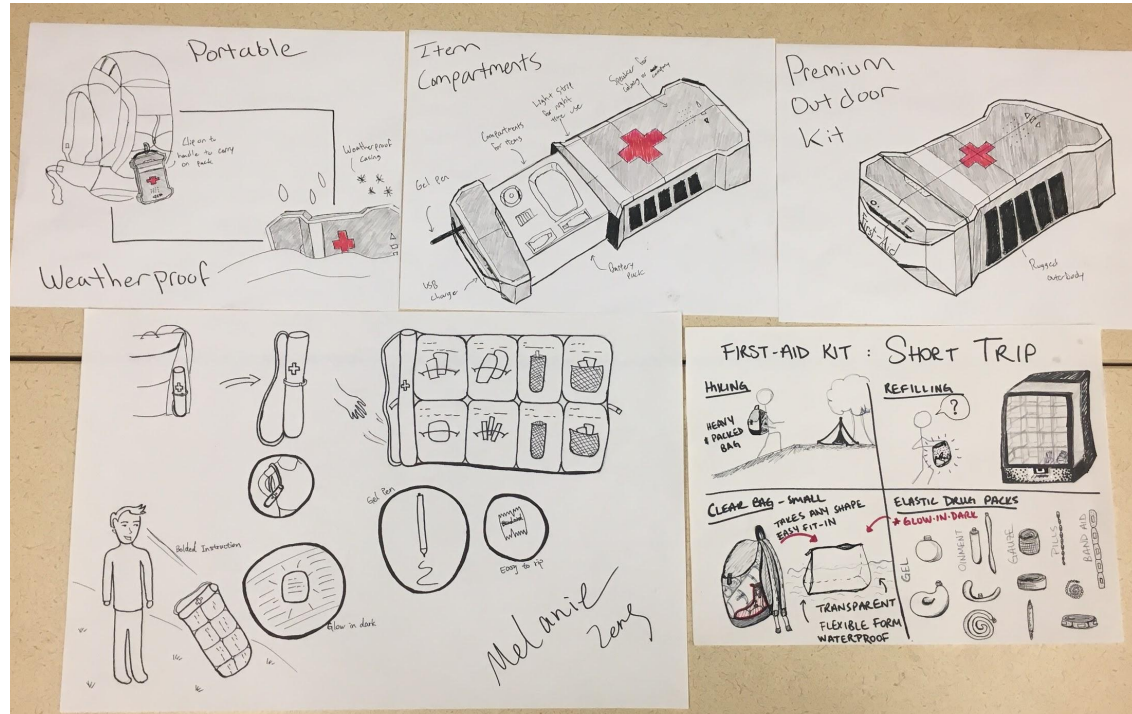
Design Objective

Design a lightweight and easy-to-carry first aid kit where items can be accessed with one hand and instructions can be read in all occasions for the outdoor communities

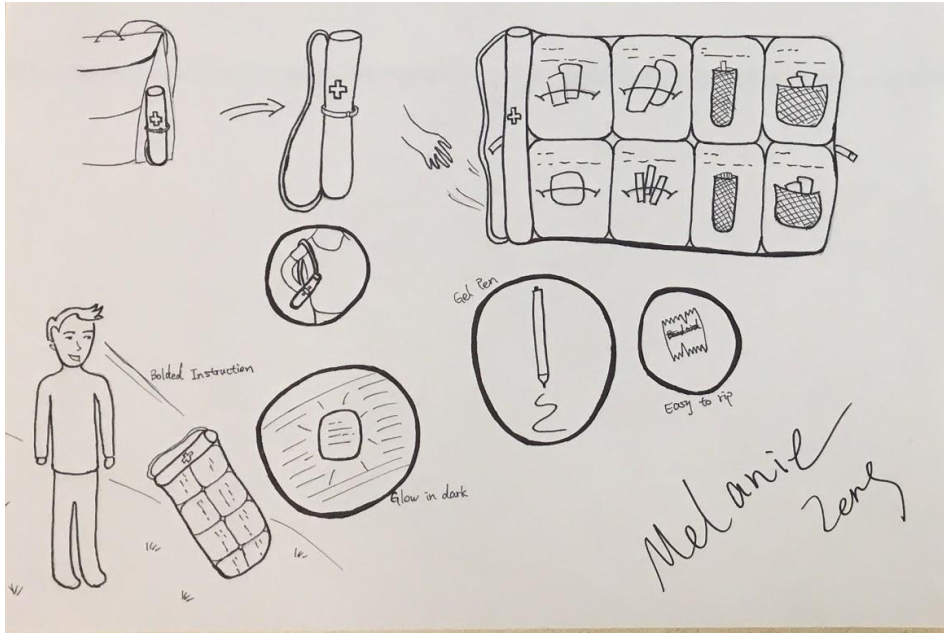
Design Process - Ideation



Design Process - Concept Exploration



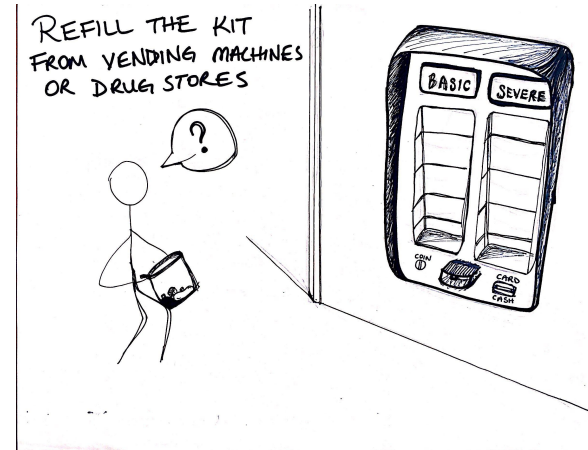
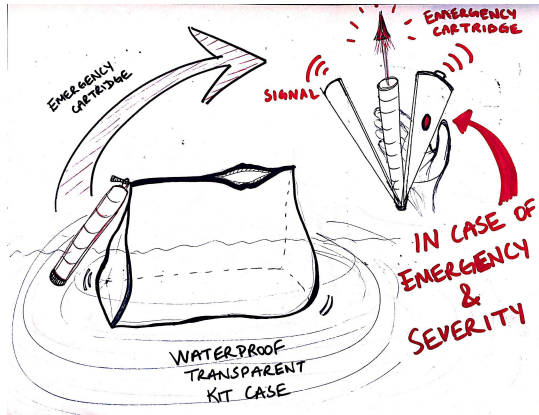
Long Trip



- Rolled up kit able to be easily attached to sides of backpack
- Users can also carry it hands-free with the strap
- Able to be accessed and utilized by one hand if necessary
- Items are individually in pouches that is rolled in one flexible package
- Instructions glow in dark

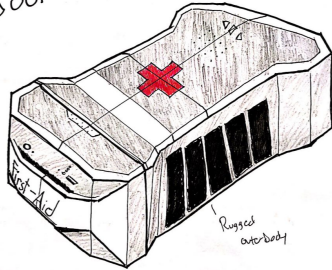
Short Trip

- Items are contained in individual flexible packaging that can conform to different shapes when under pressure
- Individual pouches are carried in on clear flexible kit
- Item packs can be purchased from vending station to refill used items

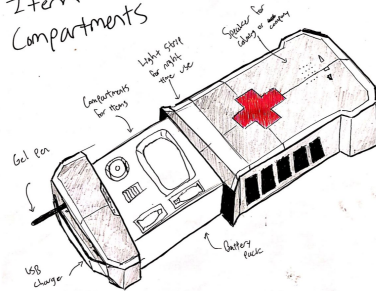


Premium Model

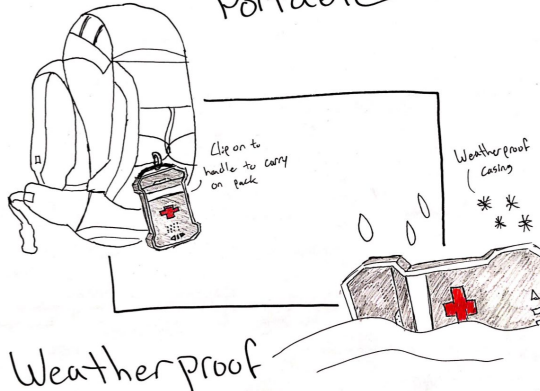
Premium
Outdoor
Kit



Item
Compartments

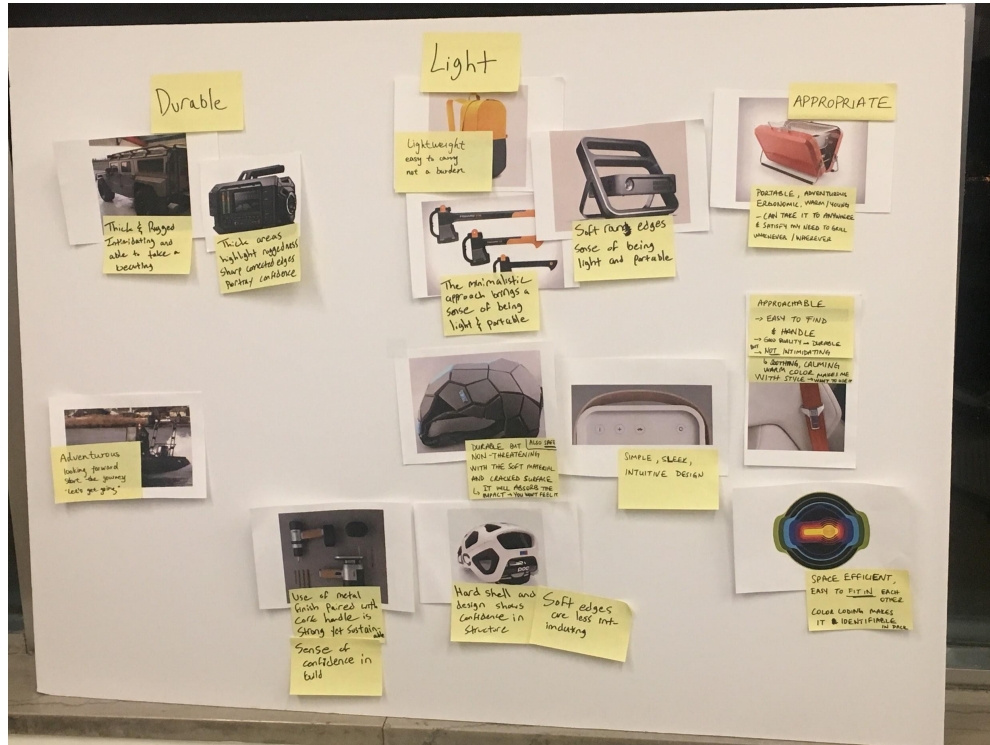


Portable



- Items are contained in waterproof hard case shell
- Interior slides out revealing first aid items
- Shell has a light for use in dark or to illuminate wounded area
- Shell also has a speaker to play instructions/to calm down user/play music

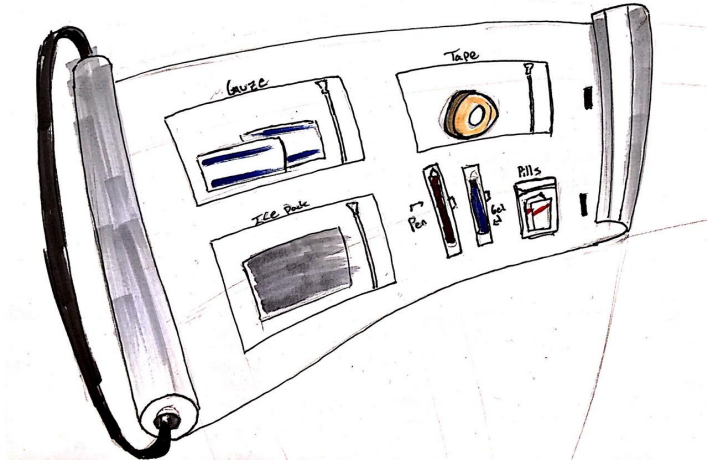
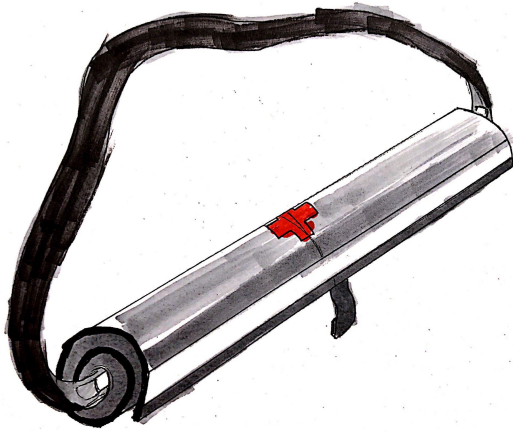
Design Process - Aesthetic Inspiration



Brand Language:

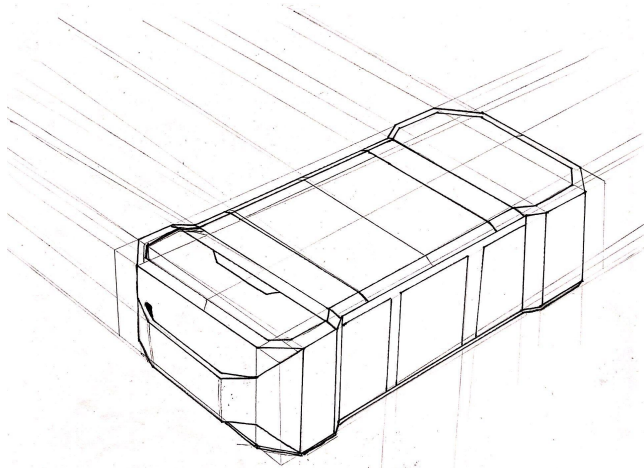
- Durable
- Light
- Appropriate
- Adventurous
- Water-proof
- Trustworthy

Final Concept - Soft Case

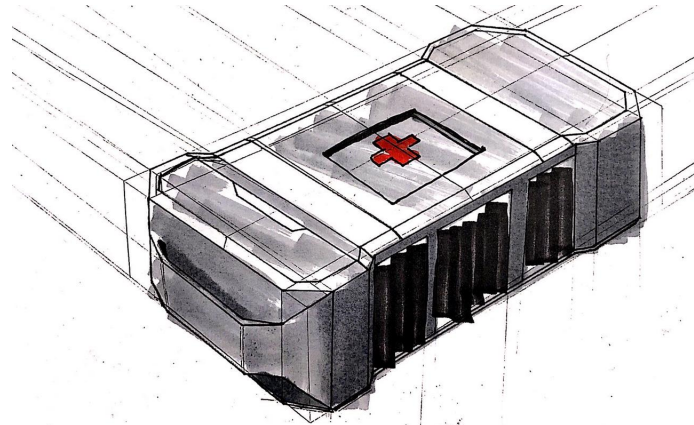


- Roll Up design
- Flexible LED on the outside
- Clear waterproof pouches
- Removable strap for individual carry/backpack carry
- Capable of using one handed

Final Concept - Hard Case



- Hard body design
- Two LEDs on the outside
- Waterproof casing



- Slide out interior for items
- Possible attachment for bike mount

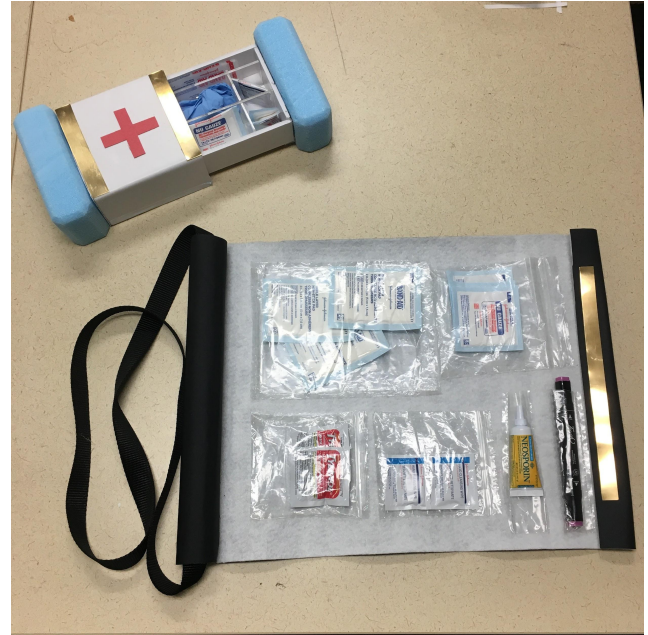
Final Concept - Refill



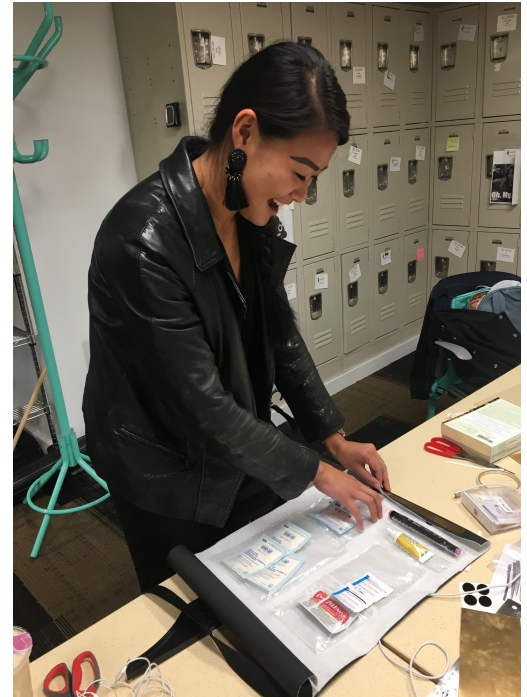
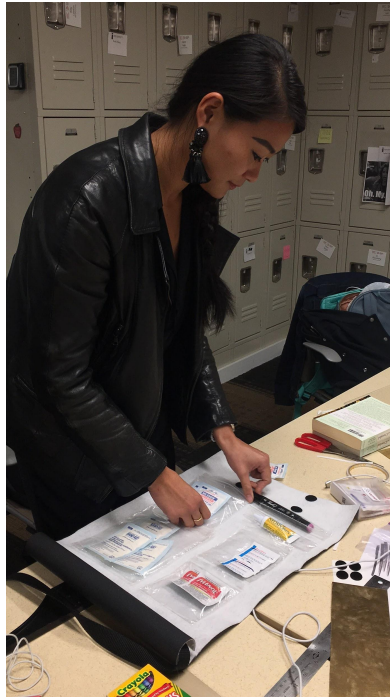
- Packages of individual items available for purchase at retail stores
- Very minimal packaging used to keep things eco friendly
- Items sold not in mass quantities due to expiration



Prototypes



User Testing



User Testing



Feedback for Improvement

Soft Case Kit

- Adding simple instructions inside to show how to fold and use the LED lighting internally
- Making LED lighting mild or implement at an optimum angle for internal use so that it doesn't reflect on the eyes and disturb the user, especially in use case of an emergency

Hard Case Kit

- Optimize the usable dimensions by minimizing the size of the handles and maximizing the inner capacity to include more items
- Adding on internal locks to hold the sliding mechanism in the end

Ready To Implement!