



How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Commercial awareness
- 5 Execution
- 6 Magic

Please see the next page for further details

The Hygienic Home



Awards

There is one award available for this brief.

The Eureka Award of £3,000

The judging panel may decide on more than one winner and will allocate the award accordingly. In addition, the judging panel may award commendations.

Brief

Design or redesign a floor cleaning product that will make cleaning easier and more effective, enabling older people to maintain their independence for longer.

Background

- In this day and age more people are living longer, and their ability to undertake even simple tasks can become impaired by the aging process and the physical degeneration and medical conditions that it can entail.
- Understandably, people want the option to remain independent in older age, remaining in their own homes rather than having to move in with a family member, going into sheltered accommodation or entering older people's homes. There is also a practical economic benefit in enabling older people to retain their independence, as the cost of providing social care is set to rise in line with the increase in the senior population.
- One of the key ways that people can be enabled to remain independent for longer is through having the right tools to effectively take care of themselves and their homes.
- Keeping homes clean and hygienic can be challenging in older age – traditional floor cleaning appliances are often heavy and cumbersome, whilst newer, automated products are still very expensive and are only capable of removing surface litter.
- A need exists for floor cleaning products that are easy for people with a variety of impairments to use, yet that are capable of really cleaning all of the floor surfaces commonly found in people's homes.
- Understanding people and their needs and what they really want from home products is central to delivering design that works.

How should you approach this brief?

- Using the principals of inclusive design, you should develop a product that is designed to aid those with impairments whilst having a mainstream feel and appealing to a broad spectrum of users.
- The institutional nature of many specialised products for the elderly should be avoided, both to widen their appeal and remove any stigma attached. What enables the elderly to use the product should lead to a better experience for all users.
- This brief requires you to undertake primary research to really understand the needs of the people you are designing for. Observe, engage with and listen to them – what are their physical and emotional needs? What are the problems that exist with existing products? And what difference would your proposal make to their lives?
- It also requires you to gain an understanding of how you clean different common floor surfaces found in the home, from carpets and tiles to vinyl and wood. What products already exist, and how is yours different? Do some market analysis, and highlight the unique points in your solution against other existing products/services in the competitive environment.

For the purposes of illustration only, viable responses could include:

- a floor cleaning device that is easy to use by those with age-related impairments
- a floor cleaning device that encourages regular and easy use and allows older people to keep their environments clean and hygienic
- a floor cleaning product that caters to the needs of an ageing population, but appeals to everyone in the spirit of true universal design

... and many more are possible.

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August 2017
Briefs launch
+ registration
opens

15 Jan 2018
Competition
opens

14 Feb 2018
'Early Bird'
submission
deadline (£25)

14 Mar 2018
Final submission
deadline
(£35)

21 Mar 2018
Judging begins:
shortlisting and
interviews

22 May 2018
Winners
announced

Judging Criteria

There are six criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 **Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 **Research and insights** – how did you investigate this issue? What were your key insights?
- 3 **Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result
- 4 **Commercial awareness** – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?
- 5 **Execution** – we are looking for a design solution that feels pleasing and well resolved
- 6 **Magic** – we are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Key dates

August 2017 – Briefs launch online + registration opens

Mon 15 Jan 2018 – Competition opens for submissions via sda.thersa.org

Wed 14 Feb 2018, 4pm GMT
– Deadline for 'early bird' submission at reduced entry fee of £25

Wed 14 March 2018, 4 pm GMT
– Final deadline for online registration + submission (£35 entry fee)

Wed 21 March 2018
– Judging begins (2 stages: shortlisting + interviews with finalists)

Tues 22 May 2018 – Winners announced

June 2018 – Awards Ceremony

Submission Requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission
- None of your submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online

The submission requirements are:

- **1 x A3 PDF Hero image with 1 sentence description**
A singular 'poster image' that conveys the essence of your project, and includes a 1 sentence strapline or description. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)
- **Optional YouTube / Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards

Partner Information

Eureka

Eureka are one of the leading brands in floor cleaning appliances in the US. With headquarters in Boston, Massachusetts and a history spanning over 108 years, they are also one of the oldest brands in the product area and were founded in a spirit of innovation.

Eureka is now part of the Midea group. Midea is the world's largest producer of major appliances. Established in 1968, Midea is publicly listed and, since July 2016, a Fortune 500 company that offers one of the most comprehensive ranges in the home appliance industry. Midea specialises in air treatment, refrigeration, laundry, large cooking appliances, large and small kitchen appliances, water appliances, floor care and lighting.

Midea is headquartered in Southern China, but is a truly global company with over 100,000 employees and operations in more than 200 countries. The company has 21 production facilities and 260 logistics centres worldwide. After nearly 50 years of continued growth, Midea now generates annual global revenue of more than US\$2.4bn.

Brief developed by Chris Gidwell, Industrial Design Director, Floorcare at Eureka.