

There has been little change in the way healthcare has been delivered since the middle of the last century. Now it's time for a revolution and at Pearson Matthews we think we know how it's going to happen. In the next 10 to 15 years consumer demand and technological discovery will shape products which will transform the way we access healthcare. We have a way of thinking and understanding product design that could radically change both the products and the delivery systems that we use in our day-to-day lives. Welcome to the future, welcome to Healthscape™



Pearson Matthews is made up of 30 designers and engineers. But we are also dads, sisters, grandsons, healthcare users, joggers... We understand people, how they interact with technology and how it can be used to improve their lives. One of our designer's family suffers from an allergy, so we started to think about allergy monitoring patches for children. Could a patch detect rises in CO₂ in Susie's blood and warn her of a potential allergy attack? Could a 'carer's patch' be alerted? Could patches administer a dose of anti-histamine if the situation became critical? Our answer is PatchitUp, a system geared to appeal to children and help them control their condition – so they and their family worry less.



By asking questions early on in the design process, we build a 'user protocol'. Questions about how people perceive, approach and interact with products, about their health concerns and lifestyle. For instance, we found that consumers would prefer answers when and where they wanted them. We talked to people like Deano. There are some health questions that he would rather not discuss with his family GP or worry about while he's waiting days for an appointment. Four-Twenty would be an over-the-counter self-testing kit for Sexually Transmitted Diseases that Deano could use at home in private. It could contain simple, non-invasive screening for the four most common STDs as well as valuable information on other conditions and advice on what to do if the results are positive. No embarrassment, no worry.



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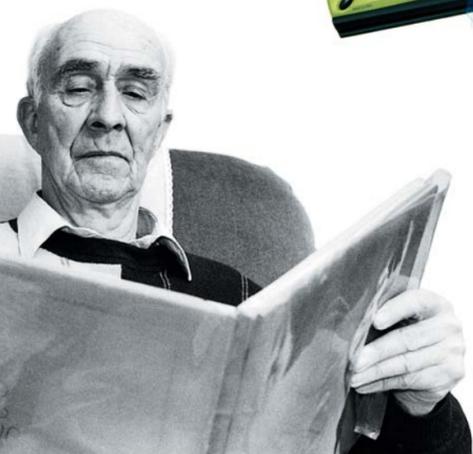
Questions, questions, questions. What will consumers think of that shape? How many buttons should it have? Is that colour right? All too often designers are used for surface styling once the product's function and engineering have been defined. But if we're brought in at an earlier stage to commercialise technology and interpret it for the user, there is a far better chance of developing a genuinely innovative product. By asking the right questions and taking a human-centred view of technology, we can create products that companies haven't even thought of yet. Real breakthrough products, not just upgrades.

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We like to think of our clients as partners. When the relationship is right, it can be a case of "you know about the science – we know about design, let's work this out together". People come to us for ideas, because they are backed up by solid experience and technical facilities (and it's not just from the medical sector as Philips, Boots and Unilever will testify).



With an aging population, many more people like Jack will need help to live with dignity in their own home. Re:memory is a system of spectacles, smart cards, software and processing unit all contained within a compact wallet. Designed to help dementia sufferers, the 'speaking' spectacles can help find objects and maintain a daily routine, keeping Jack independent for longer. Smart cards make the wallet a source of family contact and logic games help maintain mental activity as well as providing clinical data for carers. Not just a product, but a system to enable technology to work for real people.



Understanding peoples' lives and taking a holistic look at a problem can come up with something that is more than just a 'saleable commodity'. We studied Amanda's case history. Amanda was born with a hole in her heart and had been an overweight, unfit child. Because of her condition she doesn't exercise, she puts on weight, loses confidence and self-esteem. Amanda wants to get fit, but under her own terms and at her own speed. The Wellness System could integrate supermarket loyalty cards, gym membership tags and intelligent sportswear to monitor her progress in a positive, empowering way.

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So what makes Pearson Matthews different? The four Healthscape™ products we've shown encapsulate our belief in 'market pull', not 'technology push'. Design for user's needs rather than just a use for new technology. If that sounds interesting, we should talk.

If you would like to find out more about Pearson Matthews, visit our web site at www.pearsonmatthews.com or telephone David Billig on 020 8547 0470 to discuss your future projects.

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future made real by design

Pearson Matthews Limited 9 Princess Mews, Horace Road, Kingston Upon Thames, Surrey, KT1 2S2
Telephone +44 (0)20 8547 0470 Fax +44 (0)20 8547 0123
design@pearsonmatthews.com www.pearsonmatthews.com