

Design Brief

The problem

Eating disorders; obesity and anorexia, are becoming an increasing problem in today's society. The problem is health experts can predict how much an average man or woman should eat everyday, but who is the average man or woman? How much exercise does an average person do every day? And surely for most of us our daily exercise changes daily, so, so must our diet, but by how much?

My solution

My solution to this problem is a device, small enough to be carried around, by which on one side you can count how much you have exercised that day, and on the other side you can count you how much you have eaten. There will be buttons on either side by which you can input these two variables and in the middle it will have some sort of digital feedback to tell you how balanced they are, and therefore whether you need to exercise or eat more.

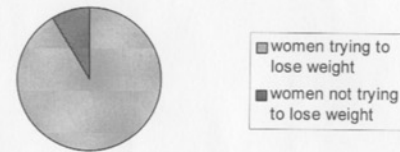
The device will be aimed at anyone suffering from an over of under eating based disorder such as anorexia, binge eating or obesity, and has difficulty knowing how much they should eat having not been eating and exercising the correct amount for a substantial period of time.

If the prototype I will make is successful then I hope that it will be batched produced by a manufacturer therefore I will need to think about how more than one can be made easily and how this will effect the price.

I will need to speak to the potential users for the device, and see what they would expect it to be able to do and how much they would be prepared to pay for it. I would also ask them where they would use it, at home or to be carried around, so as to know what sort of size it would be.

I may also need to research what products are already available for my target market and how I would adapt or improve on these ideas.

Percentage of women trying to lose weight



From this data we can see that most women are trying to lose weight so they is a market for any weight loss device.

Do you find it difficult to keep a track on how many calories you are consuming?



I asked 100 women who were trying to lose weight whether they find it difficult to keep track of how many calories they are consuming and burning off, for surely losing weight is burning off more calories than they consume. As 82 of the sample of 100 women I asked said that they do find it difficult to keep track of this, I can therefore conclude there is a market for the product I propose. I will need to do some more research into exactly how the target market would like a product to work and the cost it would take to make such a product.

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Weight Watchers

Design Brief

I am going to design and make a device to help people with weight problems keep track of and adapt how much they exercise compared with how much they eat every day. This device would be a prototype that demonstrates how the idea would work and could be show to a potential manufacturer who may want to make a batch of them.