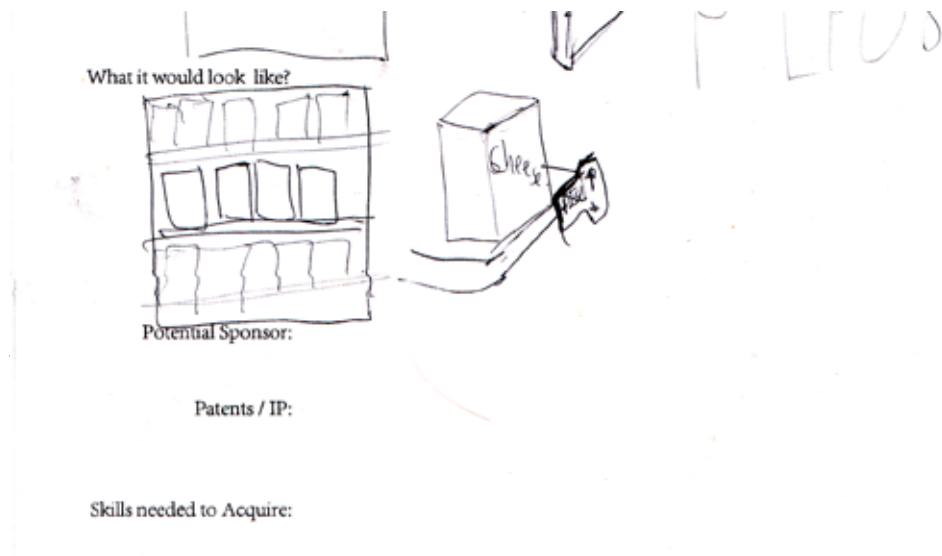


Project Title: Digg Shopping

User Problem: Shop marketer place products strategically in supermarkets to increase sales of higher mark up products. The user, and collective users don't have a choice in determining what should get prime position.

Project Description: Digg Shopping will be based on the concept of intelligent shoppers. Like digg the 'community' / other shoppers pick what are the best products. This product will be dynamic allowing customers to move the best products to the easiest and most visible shelf.



Potential Sponsor: Tesco,

Patents / IP: Build on the existing digg.com software, with patents for hardware.

Skills needed to Acquire: Programming, stock management,

Project Length: Short Project.

Deliverable: A complete section of working shelf, that would rank shopping on the consumers decision. A possible constant loading shelf with stock monitor could also be integrated.

Areas of Research: Emotions of Shoppers, Levels of interaction possible during shopping.

Project Title: Have a Word.

User Problem: Often when taking a mobile call the caller doesn't want to share there conversation and likewise people in the vicinity care little for conversations about last night antics.

Project Description: A move piece / mobile phone that could change its form depending on privacy settings. A face mask would cover the user to remove the noise of the conversation.

How it would work?

What it would look like?

Potential Sponsor: **Nokia**

Patents / IP:

Skills needed to Acquire: **Adaptive sound dimming materials.**

Project Length: **Long One**

Deliverable: **A Working prototype, and a adaptive mock-up that will show how the potential dampening would work.**

Areas of Research: **Social aspects of talking on a mobile phone, smart sound dampening materials.**

Project Title: Live Wallet

User Problem: Lack of emotional connection between spending and credit cards. Comparing prices and working out price per pound can be difficult when undertaken on the spot.

Project Description: A new device that would monitor shopping habits acting as a wallet, the wallet with be able to scan and find the cheapest products in the vicinity, store receipts and act as an emotional shopping companion to let you know if you can really afford to spend.

How it would work?



What it would look like?

Potential Sponsor: A debt Firm, Major Bank.

Patents / IP:

Skills needed to Acquire: Interaction of Users and emotional responses./

Project Length: Long One

Deliverable: A Working product.

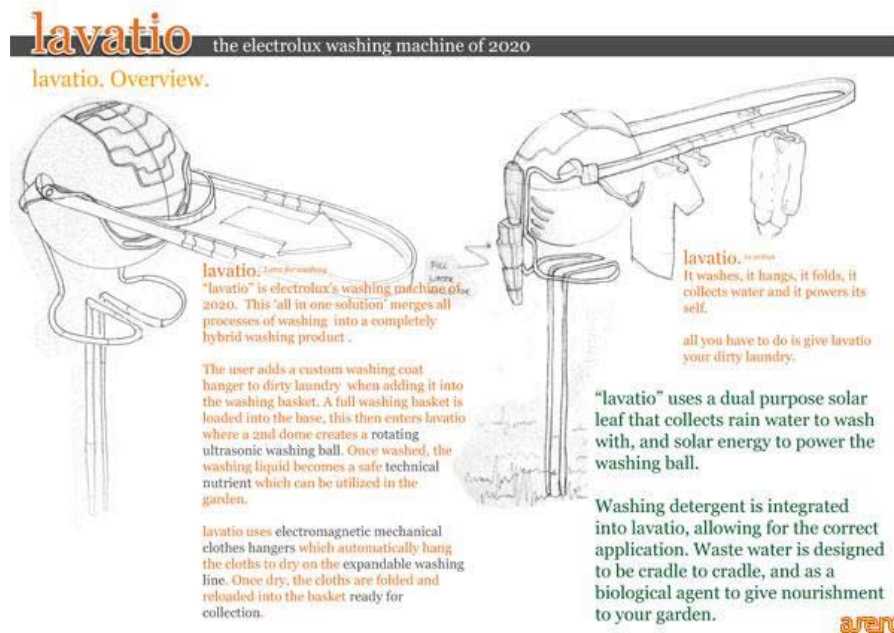
Areas of Research: Social aspects of shopping, Emotional Responses to shopping, Modern receipts and bank management, (RFID Cards, E-Recits, etc..)

Project Title: Redral.

User Problem: In this modern age consumer don't have the time to cook meals from scratch of deforest there freezer. Where in conventional larders only the top 10 inches is used, the rest of the food is hidden until it is thrown away.

Project Description: A external freezer unit with a solar panel for power, split into two uses. The user can create 'custom ready meal from frozen food pods', as the front interface will have a automated microwave / grill for the creation of these ready meals. There will be a magic draw which will allow access to 4 freezer shelves, while saving space in the kitchen.

How it would work?



What it would look like?

Potential Sponsor: Electrolux (project entered for the 2020 design competition, results in Sept)

Patents / IP:

Skills needed to Acquire: Solar Tech, Freezer, Automation, Cookery.

Project Length: Long One

Deliverable: A Working Product, with Kitchen mock up.

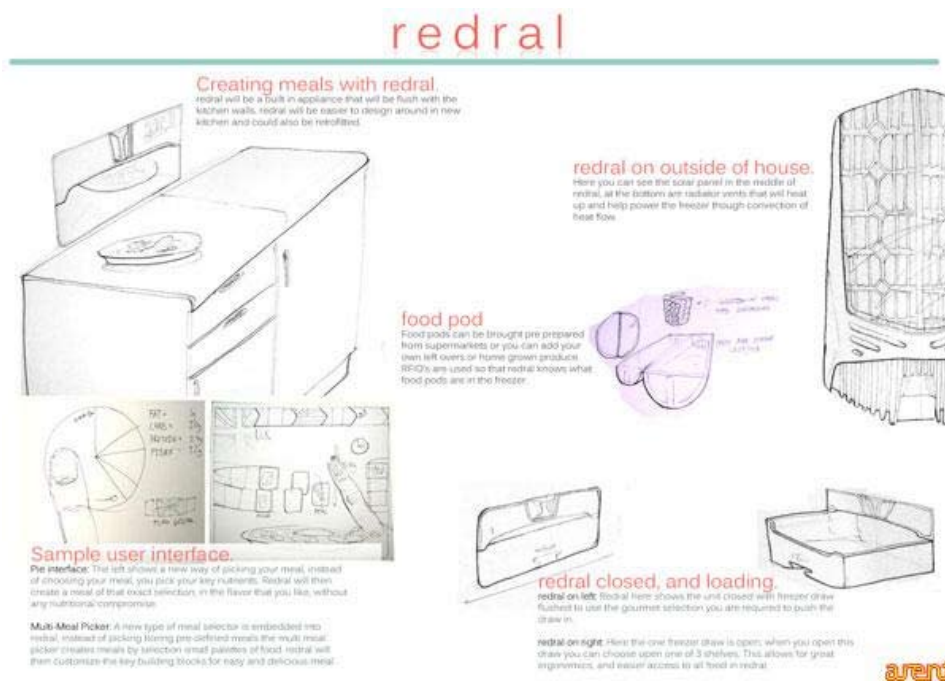
Areas of Research: Solar, nutrition, Ready Meals,

Project Title: Latiato

User Problem: There has been an increase in the demand for convince food as a result of todays consumer 'working harder'. The current ready meals are poor nutrition, and are pumped full of preservatives, along with many food miles for each meal

Project Description: A hybrid freezer and microwave combination. Food would be stored in individual food pods which would contain a basic palette of a meal, Chicken for example. The interaction between the consumer and the machine would allow for a high level of meal customization, while preserving the best nutrition of the vegetables and meat. All meals would be prepared by 'the machine' and would take under 10 min to produce from there frozen elements.

How it would work?



What it would look like?

Potential Sponsor: Electrolux, Entered for the 2007 Design Comp.

Patents / IP:

Skills needed to Acquire: Interaction of Users , Nutrition and Food preservation / food preparation automation.

Project Length: Long One

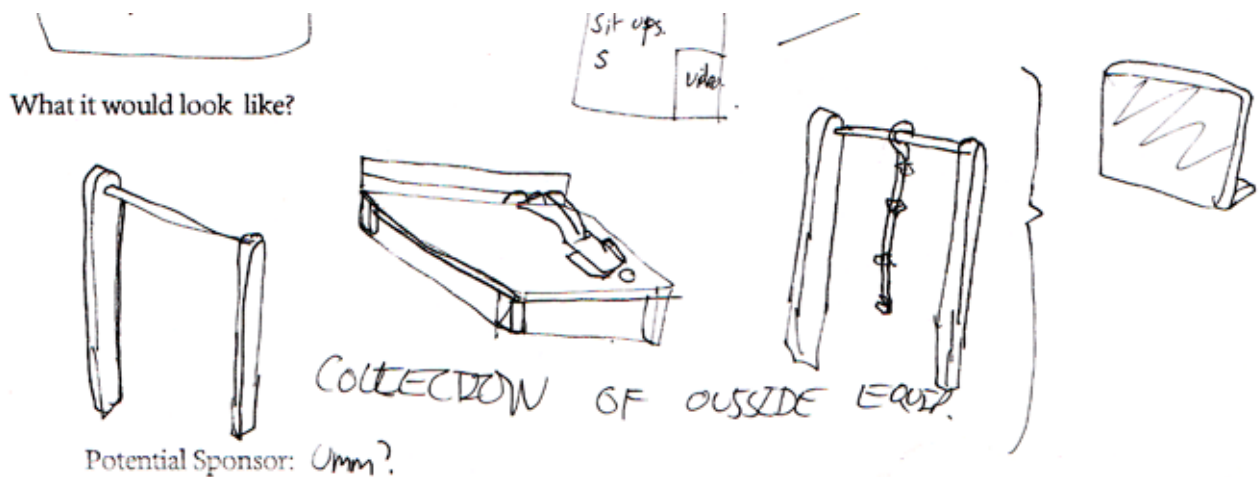
Deliverable: A Working freezer unit, and a prototype of a palette of a range of example meals that could be produced.

Areas of Research: Eating Habits, Frozen food preservation,

Project Title: Outdoor Gym

User Problem: Gym's are demoralizing with many distractions! Outside gym would build on the extreme underground workout blended with pakour. This product and Service would ast as a way to get user outside.

Project Description: A collection of outside gym equipment integrated with modern gym like feel, a real personal trainer would follow your training via data collected on the outdoor gym, and will instruct via a video system.



Patents / IP:

Potential Sponsor: Gym Chain.

Patents / IP:

Skills needed to Acquire:

Project Length: Long One

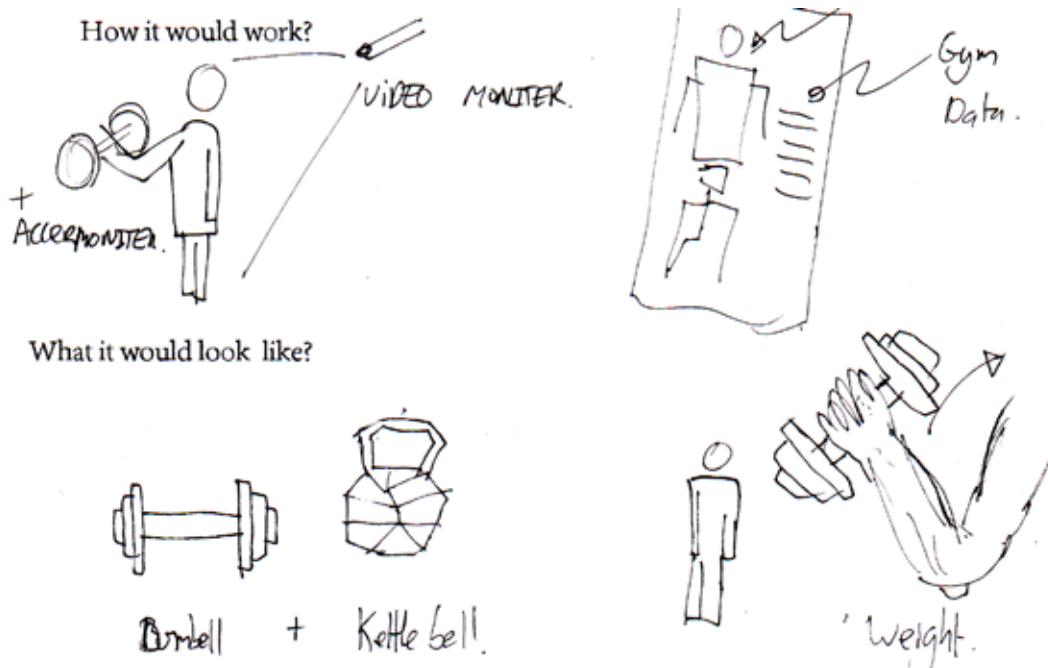
Deliverable: Physical Outdoor gym design, data service and link with personal trainers.

Areas of Research:

Project Title: Wii Weights

User Problem: Free weights are one of their hardest exercises in the gym to know if you are doing it right. Free weights effectiveness depends on the method of weight lifted, and the bio mechanics of the person picking up the weights. Often a low weight in good form is better than a poorly lifted high weight. But How do know whats too much weight, and what good posture, without a personal trainer?

Project Description: A complex system that monitors how the weight is lifted by multiple accelerometers. There will be a camera built into the back of a two way gym mirror, this will monitor motion and analysis bio-mechanics. These two systems would be analysis by a computer running advance algorithm that would be developed with sports scientist. The interaction and feedback of the weights would allow for many new and interesting methods of feedback.



Potential Sponsor: Kettle Bell, Nintendo, Gym Sponsor.

Patents / IP:

Skills needed to Acquire: Accelerometer, Motion detection, Biomechanics, [organicmotion.com](http://www.organicmotion.com) (Motion detection without a lycra suit)

Project Length: Long One

Deliverable: Full working production, with interface and workflow.

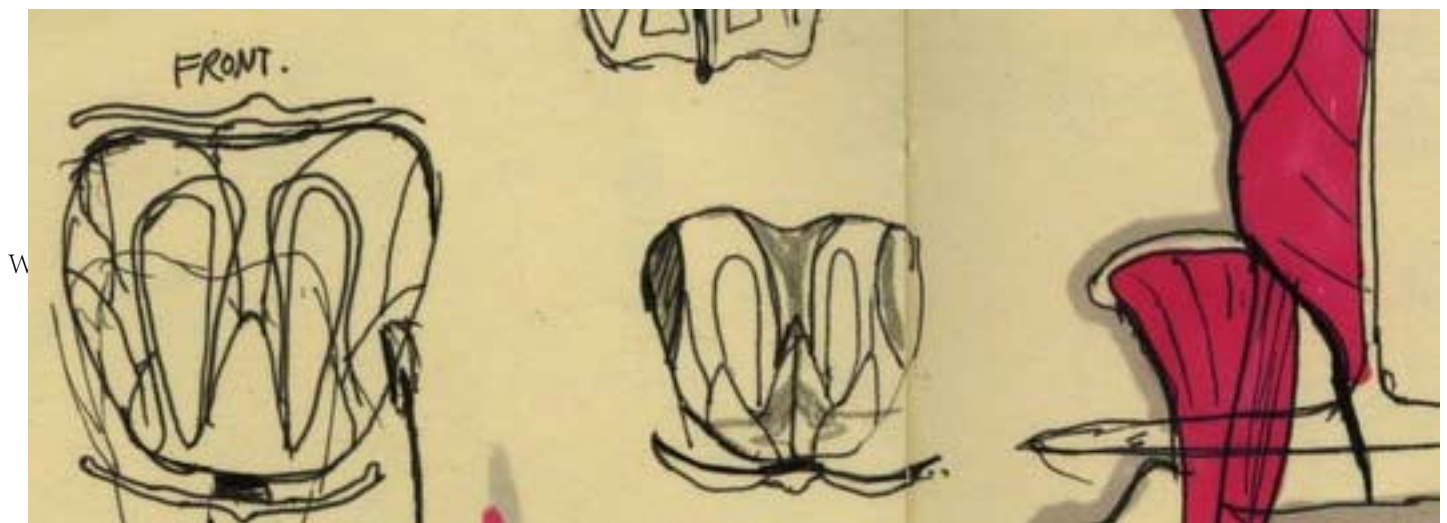
Areas of Research: Physio, Biomechanics, Body Profiling,

Project Title: Dynamic Slouching Seat

User Problem: We all slouch on seats are designed to be sat upright, but what if instead of complying to what the chair wanted us to do, the chair changed to support us.

Project Description: The seat will slouch with you providing constant physical support.

How it would work?



Potential Sponsor:

Patents / IP:

Skills needed to Acquire:

Project Length: **Short**

Deliverable: **A fully working seat.**

Areas of Research:

Project Title: An Endless 'reel'display

User Problem: Reading and keeping up to date with RSS feeds, and Facebook Notification can be a nightmare when not a you PC. Then you constantly need your browser open. Current 'sideshow appliances' and e-book reader are hard to focus on, and don't help with the constant feed of news in a manageable manor.

Project Description: A display that will rotate showing information that is being constantly updated, the device would use RSS (Really Simply Synchronization, coupled with a feed filter to display the latest news. The device would be a similar endless whiteboard, which would be feed by an inject printer that would use whiteboard ink, this ink would be collected and reused, create a closed system. A OCR / Scanner would monitor user input which would be easy to produce using whiteboard pens.

How it would work?



What it would look like?

Potential Sponsor: MicroSoft, HP, Engadget, Facebook

Patents / IP: Hp Currently hold a similar patent on a system that records white board information and uses a 2 axis plotter to place the information onto the whiteboard.

Skills needed to Acquire: Printer Tech, White Board Printing, OCR, RSS

Project Length: Short

Deliverable: Working Prototype + Visual Mockup + Software

Areas of Research: Printer Tech, RSS, OCR, Character Reader.

Project Title: Energy Tree

User Problem: There is currently little connection between household energy usage and where it comes from. The ability to turn off means going beyond standby.

Project Description: A Tree that dies or lives depending on your environmental efficiency. From the central unit, you can monitor your energy usage in a similar way to monitoring a website for hits. The amount of information would go beyond what is happening now, and will look into habits and potential energy hogs. The Unit will look at complete energy usage monitoring heating, electricity, and recycling.

How it would work?

What it would look like?



Potential Sponsor:

Patents / IP:

Skills needed to Acquire: Hydroponics, Electronics design, interaction design.

Project Length: Long

Deliverable: Working Prototype

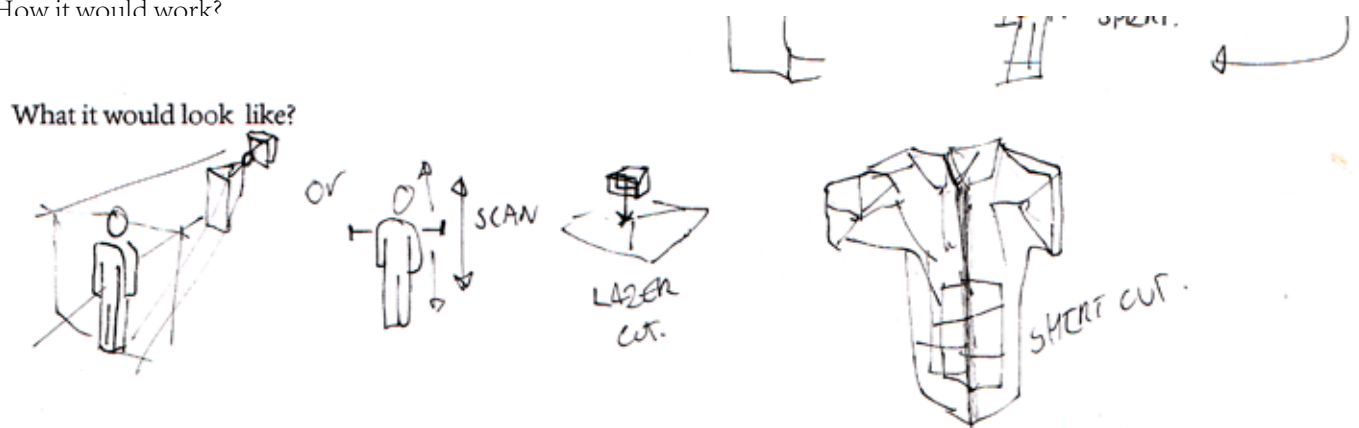
Areas of Research: Hydroponics, interaction design, weights, cradle to cradle & electronics.

Project Title: Shirts as Splines

User Problem: Buying a shirt is currently limited to neck size, and length if your lucky, It doesn't take into account body size and body composition. The only way to get a really good shirt is get it tailored, or try on every shirt in every store.

Project Description: A retail POS system that creates shirts as splines making them to order, based on accurate body composition, and anthropometric data.

How it would work?



What it would look like?

Potential Sponsor: Paul Smith

Patents / IP: Body scan algorithm, shirt expandability design.

Skills needed to Acquire: CNC fabric cutting, mass manufacture of knitting/sewing, human body

Patents / IP:

Skills needed to Acquire: Body scan algorithm, shirt expanding design.

Project Length: Short, Would compliment wii wights.

Deliverable: a "wizard of oz" mock up, with all front end design issues being resolved so future hardware could be developed. A range of shirts for various body types.

Areas of Research: 3D Body Scanning, Body Mass, Shirt Fashion and Tailors methods of production.

Project Title: Aiplane Sleep Visor

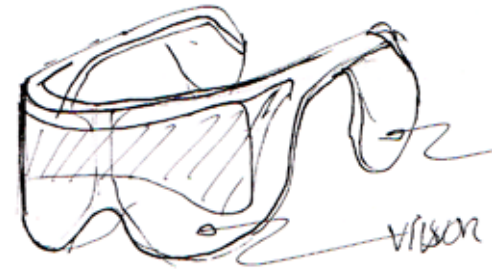
User Problem: The current light shades + noise deflectors on airplanes are uncomfetable + don't cut out aircraft noise.

Project Description: A stylish and hyper efficient sleep visor, that iwll both cut out airplane noise and cabin light.

How it would work? Using sound stopping technology, Material dampening and a electronic EEC to create a all in one stylish soutuion to getting the best rest on a airplance.

What it would look like?

What it would look like?



Potential Sponsor: BA, Virgin, Bose

Patents / IP:

Skills needed to Acquire: ECC, Accousitics.

Project Length: Short.

Deliverable: A working pair of specs.

Areas of Research: ECC Brain Relaxation, Emotional Aesthics, Sound Dampening.

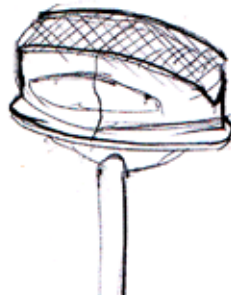
Project Title: Peoples Net

User Problem: Our internet presences is controlled by large corporations that seal and funnel our data. Governments can cut all forms of communication if they deem it to be a priority. Mobile communication can be cut, and corporations can funnel and block the truth. E.g. China a Tiamena Square. "People Net" creates a global wireless mesh network using

Project Description: "People Net" creates a global wireless mesh network that would be solar powered and complete self sufficient. A 'bit torrent' physical network would be created with data be distributed at a fast rate once a critical mass of devices were installed.

How it would work? A peer based network on built with a bit torrent style connection of networks. The device would be solar powered and would act as its own webserver and router. The device would be open source , and property of the community.

What it would look like?



Potential Sponsor: Fone, BoingBoing

Patents / IP:

Skills needed to Acquire:

Project Length: Short.

Deliverable:

Areas of Research: BitTorrent.

Project Title: Beach Boom Box.

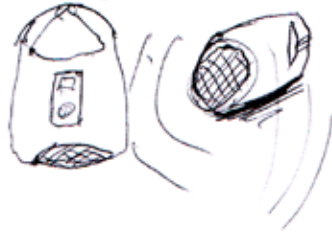
User Problem: Getting good tunes down the beach is tricky, water and sand attach away at my ghetto blaster.

Project Description: A "boombox" that can play multialbe PMP devices. The device would be waterproof and floatable.

How it would work? A waterproof enclosure of the pmp with waterproof spears. A waterproof user interface would speed up selecting beach tunes.

What it would look like?

LOK UKE!



BEACH BOOM BOX IN WATER PROO BAG.



INTO A SURF BOARD AESTHETIC.

Potential Sponsor: O'Neil, Quicksilver

Patents / IP:

Skills needed to Acquire:

Project Length:

Deliverable:

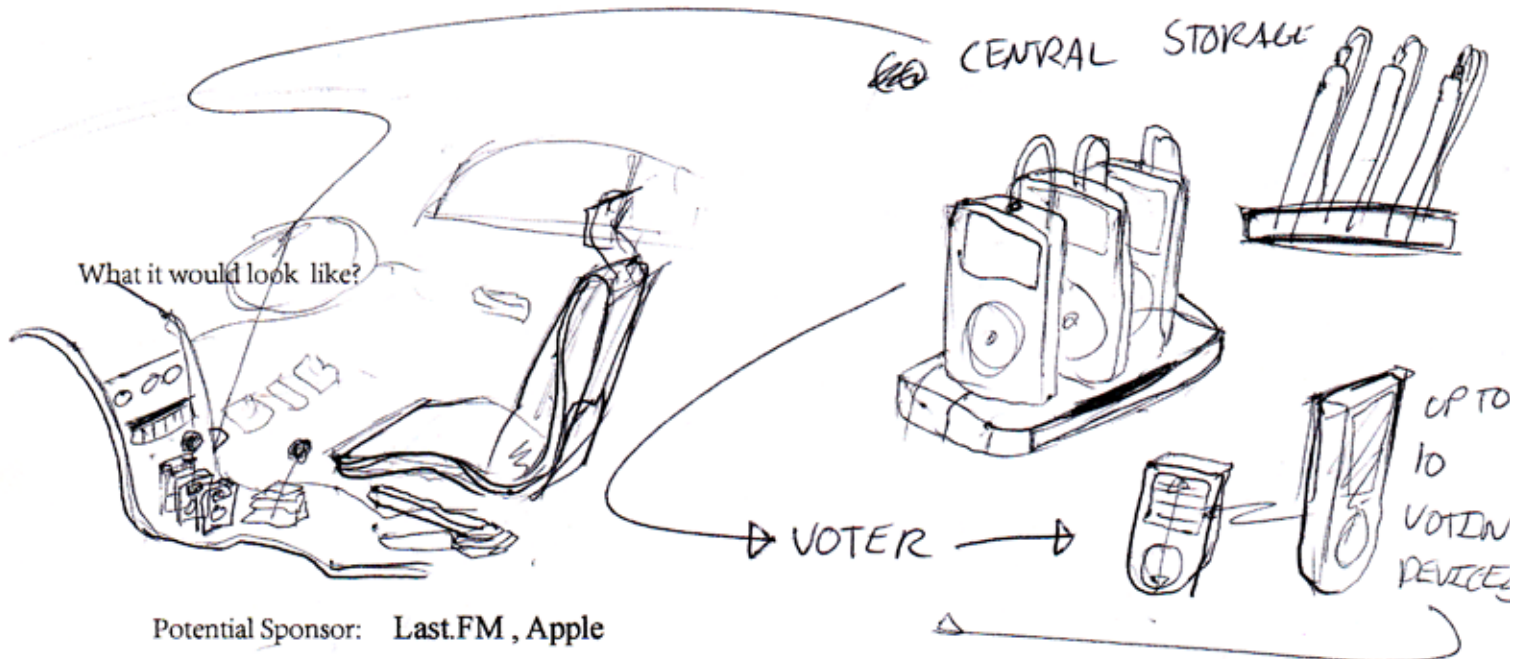
Areas of Research:

Project Title: Radio Nazi.

User Problem: In most 'modern' social situations they're 3 - 8 user with music devices each with there own taste. Radio Nazi would add a service where all music could be grouped, and the users could select and vote on there tunes that they want to hear next.

Project Description: A device that allows connection of multiple PMP players to a central unit where multiple users can select + pick there personal music taste.

How it would work?



Patents / IP:

Skills needed to Acquire: Music rating systems,

Project Length:

Deliverable: A working product, and really clever + intuitive user interface.

Areas of Research: Music tastes, rating systems, emotional response to music.

Project Title: (OLED / LED) LEED Gold Lighting.

User Problem: Currently very little good looking OLED, LED and LEED certified Lighting.

Project Description: A collection of lighting products that use LED's as there light source using the latest LED / OLED Technology.

How it would work?

What it would look like?

Potential Sponsor: Resolute, GM, 3M

Patents / IP:

Skills needed to Acquire:

Project Length:

Deliverable:

Areas of Research:

Project Title: Being able to duck. Emergency Gov. Supply

User Problem: HM Government recommend preparation for an emergency situation in the UK. Its not if, but When. We are all meant to be ready, but were not.

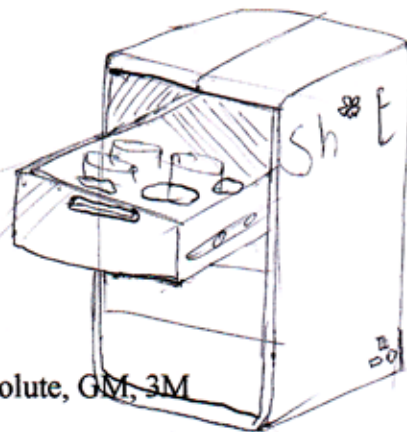
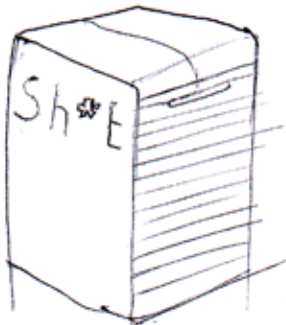
Project Description: A collection of products assemberled into a easy to store and seal box. This will be a 'off the shelf' energy response device. That would assemble and design all key components, allow for the customer to be completely self sufficient for 14 days without having to leave there house.

How it would work?

PRE PACKED
FOOD - WATER

BUILT INTO BOX
PURIFIER
LIGHT SOURCE
GENERATOR + PETROL

What it would look like?



Potential Sponsor: Resolute, GM, 3M

Patents / IP:

Skills needed to Acquire:

Project Length:

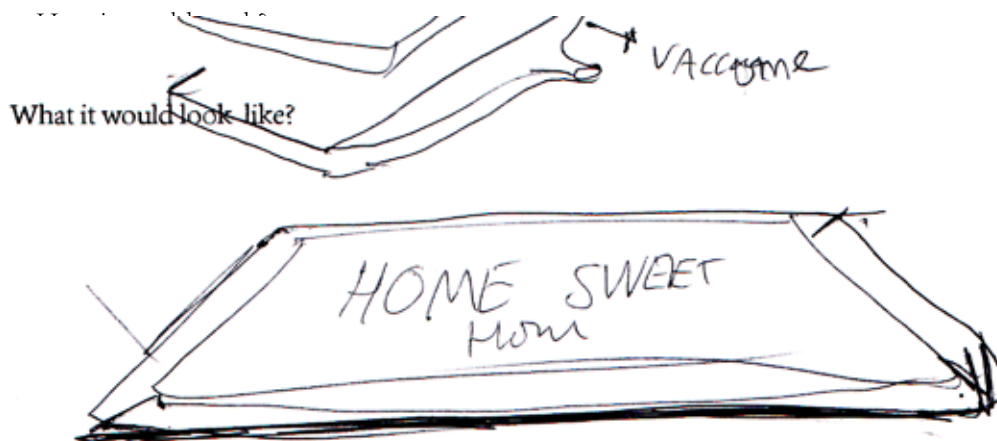
Deliverable:

Areas of Research:

Project Title: A Door mat that works.

User Problem: doormats don't work, they collect and remove dust, but then just leave it on your doorstep or just inside your house.

Project Description: a product with a vacuum / collector system that would remove all the dust from your shoes.



Potential Sponsor:

Patents / IP:

Potential Sponsor: Dyson.

Patents / IP:

Skills needed to Acquire:

Project Length:

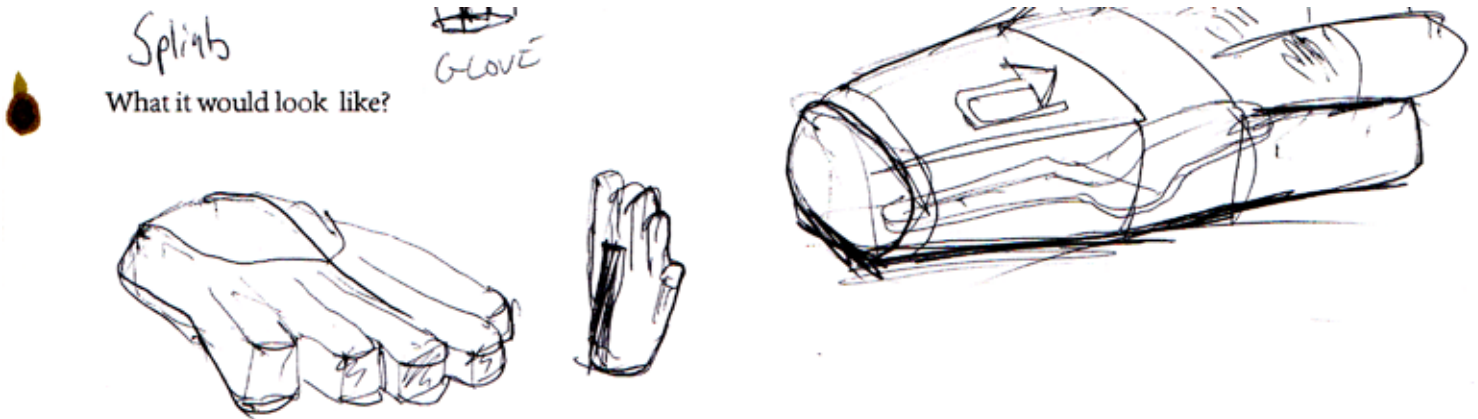
Deliverable:

Areas of Research:

Project Title: Snowboard Glove with Wrist Pad.

User Problem: Large percent of hands are broken because of ice on the slopes, and hand being placed down when snowboarding.

Project Description: a snowboard glove with an intergrated wrist and finger support.



Potential Sponsor: Burton, wistler, insurance company.

Patents / IP:

Potential Sponsor: Burton, Whistly, Insurance comapny?

Patents / IP:

Skills needed to Acquire:

Project Length:

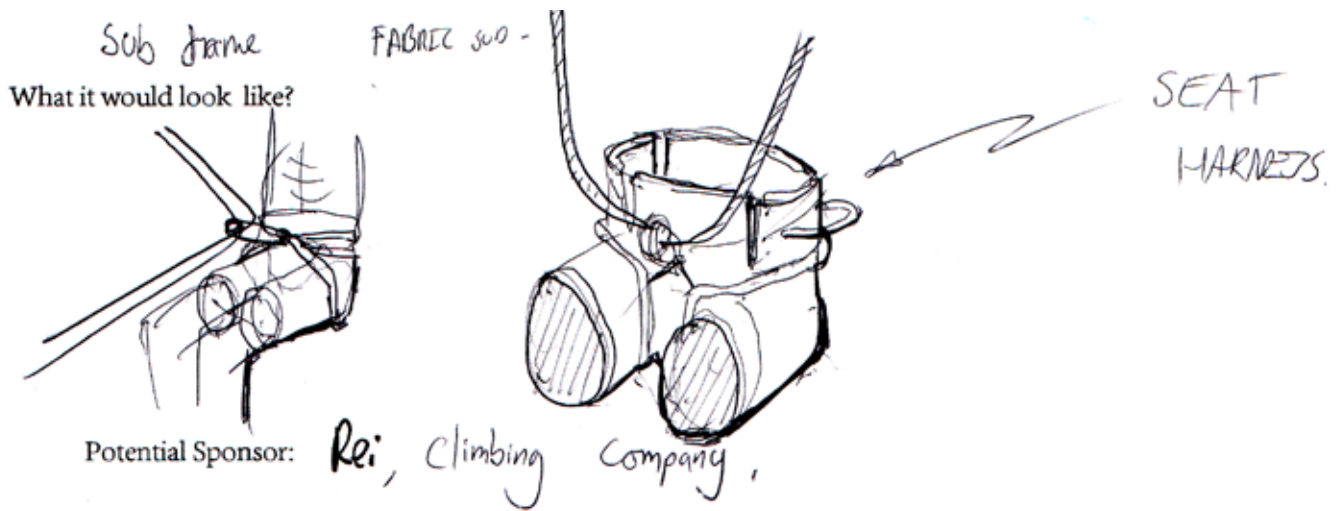
Deliverable:

Areas of Research:

Project Title: Nice Package Climbing Harness

User Problem: Climbing harnesses are uncomfortable and ugly. You place them on top of current cloths, which create a bulk of material being collected in the crotch area. If you don't wear y-fronts that resulting fitting can be very uncomfortable.

Project Description: a climbing harness that is build into a pair of climbing shorts, cutting down on chafing and increasing pivot and confort.



Patents / IP:

Potential Sponsor: REI, Climbing Company.

Patents / IP:

Skills needed to Acquire:

Project Length:

Deliverable:

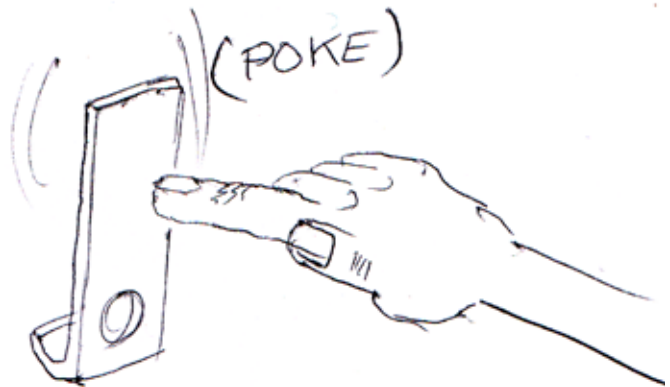
Areas of Research:

Project Title: POKey

User Problem: a new social interaction language has been created, what a poke is exactly is still being figured out. A poke can be sexual, it can be as part of 'poke war', it can be a i'm thinking of you. Currently its on your computer, I want to take it outside my bedroom.

Project Description: a device that will allow recipitation of pokes and allow to scan sprofiles and spead the poking love.

What it would look like?



Potential Sponsor: Facebook.

Patents / IP:

Potential Sponsor: Facebook.

Patents / IP:

Skills needed to Acquire:

Project Length:

Deliverable:

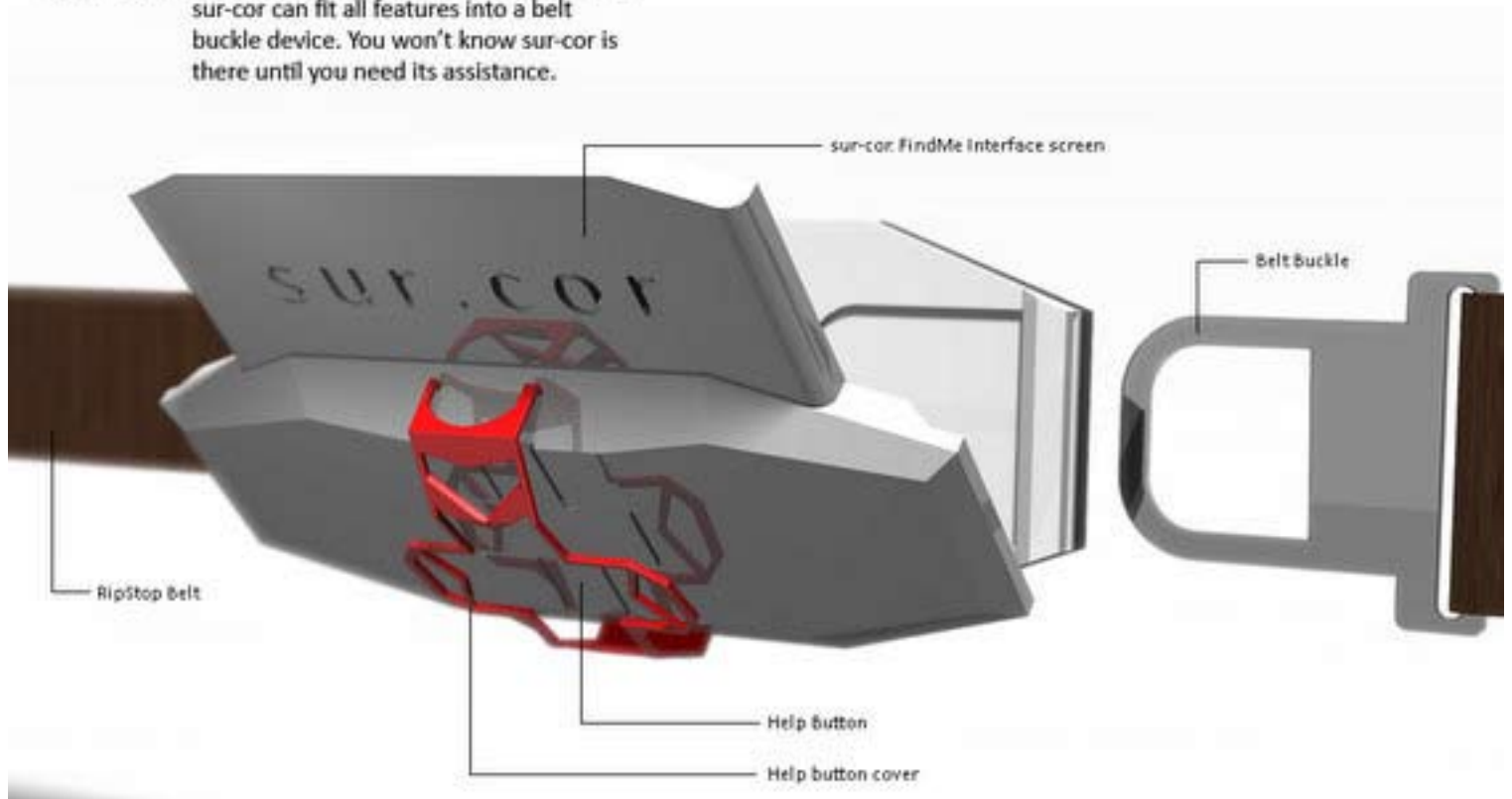
Areas of Research:

Project Title: Remote Water-sport Alarm + Flare + Knife.

User Problem: If you find your self in trouble its often big trouble. While kitesurifng, or Kayaking in Surf there is nearly every danger possible to you, Lines, board, kite, Sea.

Project Description: a device like a mobile that can both send for rescue and save your live.

SUR-COR. Using modern advance in miniaturization, sur-cor can fit all features into a belt buckle device. You won't know sur-cor is there until you need its assistance.



Patents / IP:

Skills needed to Acquire:

Project Length:

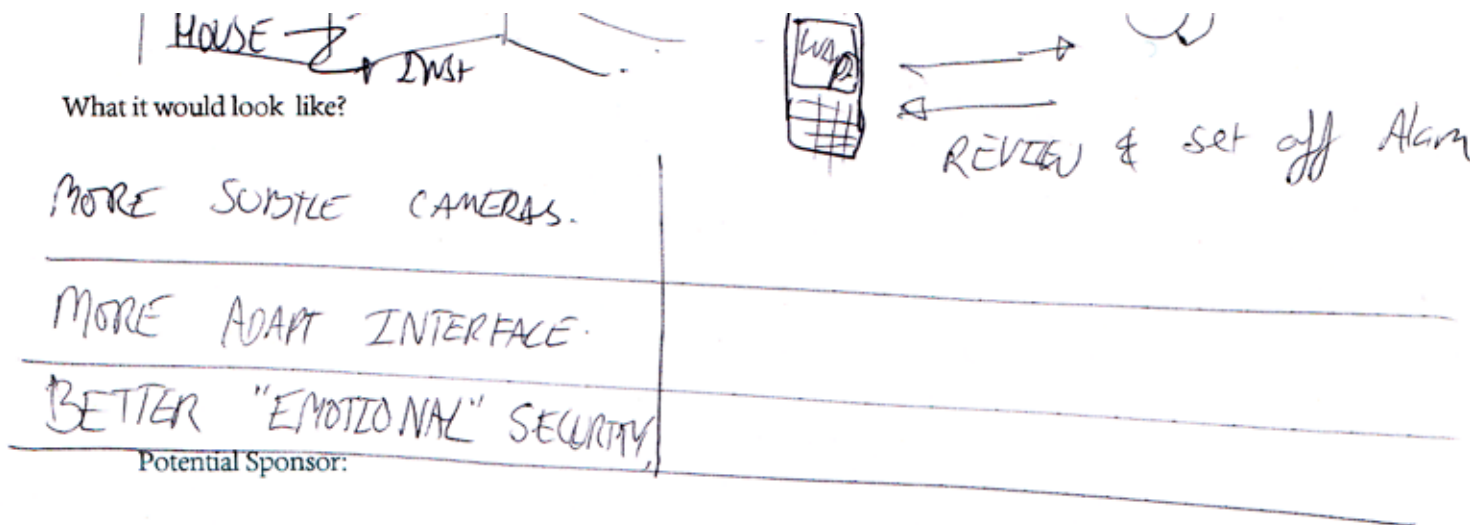
Deliverable:

Areas of Research:

Project Title: "Rob Me"

User Problem: Burglar Alarms are so complained, no one ever turns them on.

Project Description: a new system that would look at the usability and human factors in the design and use of a alarm system. It would inform the residence , letting them know to alert the emergency services



Patents / IP:

Potential Sponsor:

Patents / IP:

Skills needed to Acquire:

Project Length:


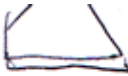
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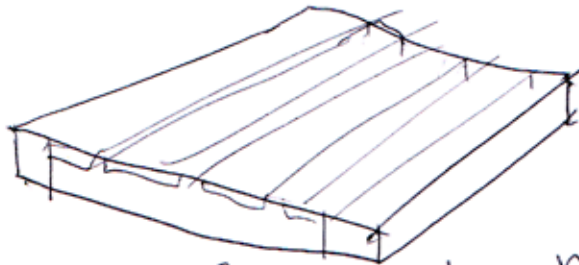
Areas of Research: Emotina of Secure, Video Web Programs, New Montiring System.

Project Title: SuperPallet + Transport for Trolley.

User Problem: Often Pallets weight more than the weight of the good. They aren't uniform and they are seen as disposable.

Project Description: A hybrid system of modern material science and new advance in asset management.

' SUPER LIGHT.   normal pallet 40 pane.
What it would look like?



Potential Sponsor: *Farplast, fedex, DMC.*

Patents / IP:

Potential Sponsor: DHL, FedEX

Patents / IP:

Skills needed to Acquire:

Project Length:

Deliverable:

Areas of Research: Manufacture pallet in modern technologies.

Project Title: HitchHike

User Problem: not having a car is a pain, especilyl when do many people are going in the same direction. People are scared of people (becasuse of Media?). Why can't we all share, and play nice, and save the planet as well.

Project Description: a recommender based system that allows for safe hitchhiking. (Similer to CoachSurfing)

How it would work?

What it would look like?

Potential Sponsor: Couchsurfing

Patents / IP:

Skills needed to Acquire:

Project Length:

Deliverable: Working Device, Website, Database

Areas of Research: Data service, Social Engineering.

