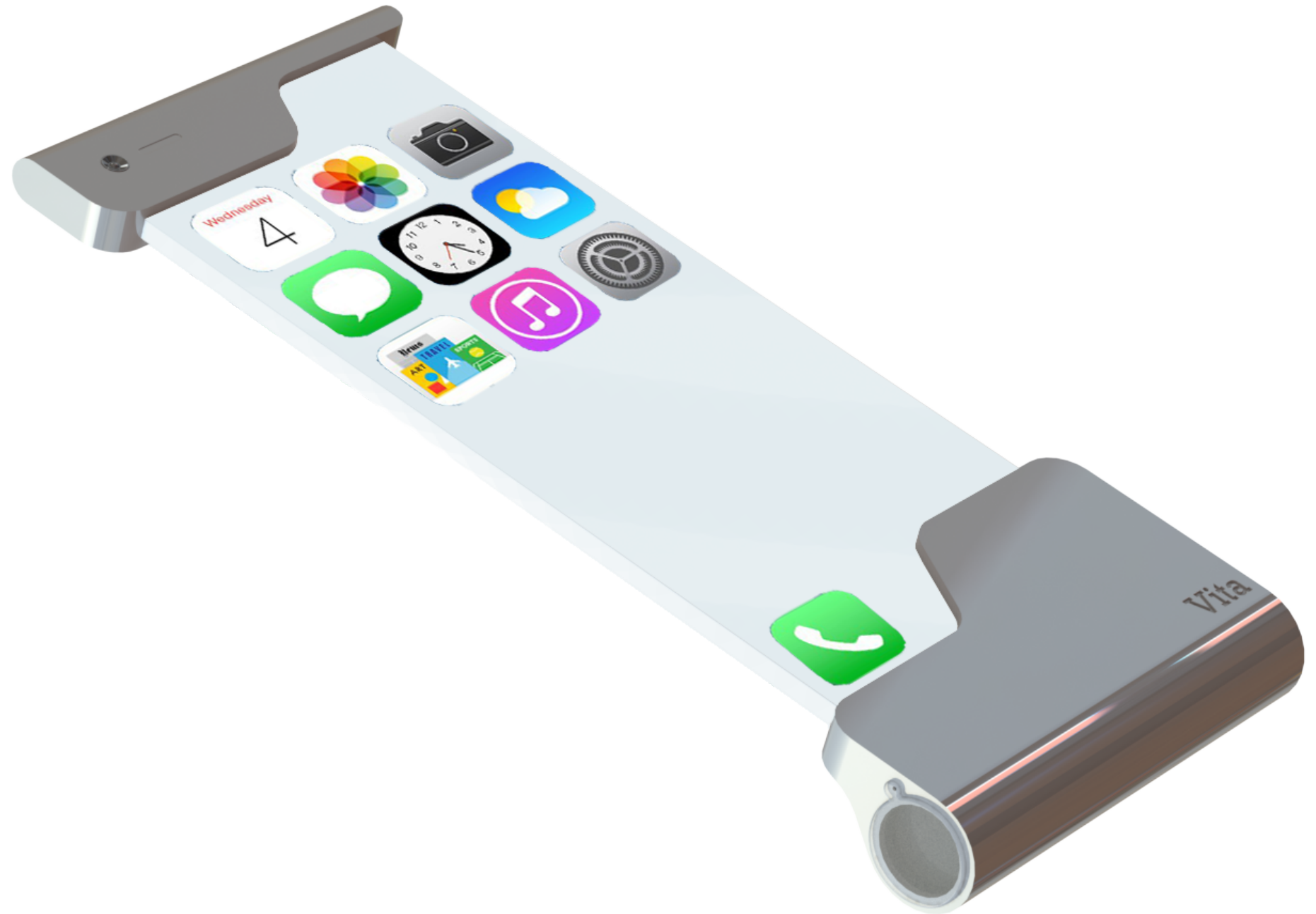
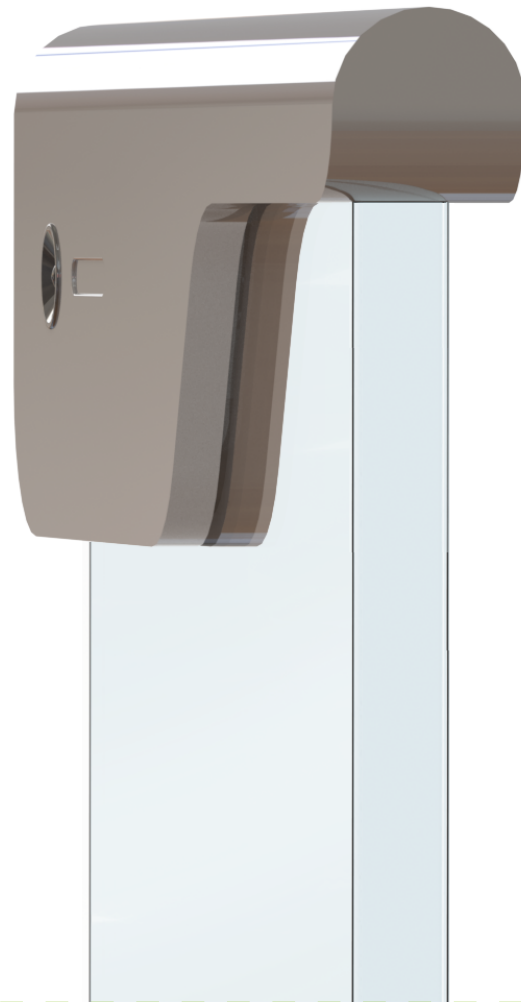


Mobile Phones for Teenagers



3DD2009
Design Project 2

William Woodford
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Product Design 2

William Woodford 13413807 PD2

A handwritten signature in black ink, appearing to read 'W. Woodford'.

Product Offer

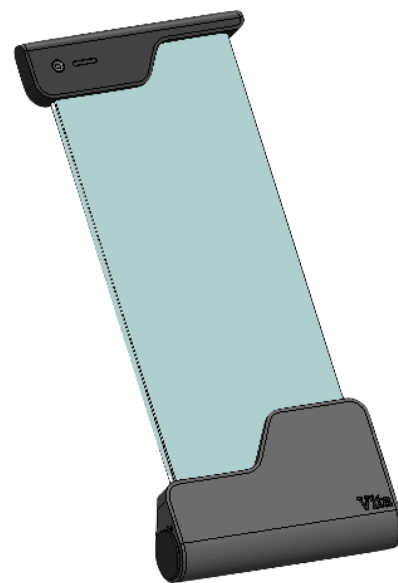
What makes the Vita special?

The Vita is a mobile phone that aims to decrease the number of deaths linked to medical compliance. The prevention of death or accidental over dose is due to the pills being regulated by the phone. The phone releases the pills when the users parents set the alarms. Once the pills are taken the phone registers the information and inputs the info into a weekley report that will be sent to the users parents and there GP.

15% of the turnover will be be donated to the Cystic Fibrosis Trust allowing the charity to research further into preventing the disease.

The phone will be sold for £119.99. This price coincides with phones currently on the market, however the quality of the phone is far better than these.

As the phone will initialy be sold online there will be a short dispatch time with a global market.



Prevention
Indendence
Safety

Vita

Buy now and get free shipping.

[See the gallery and compare models](#) [Share](#)

① Choose a model:

Right handed £119.99	Left handed £199.99
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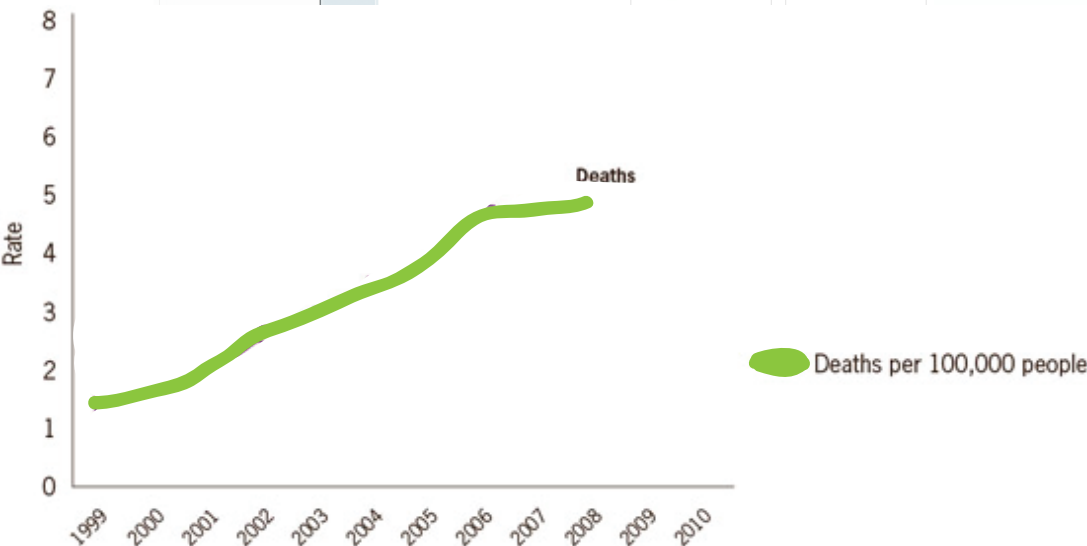
② Choose a finish:

Black	White
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③ Choose storage:

[How much storage is right for you?](#)

32GB	64GB
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This graph shows the increased death rates due to poor medical compliance. The aim of the phone is to reduce the death toll.

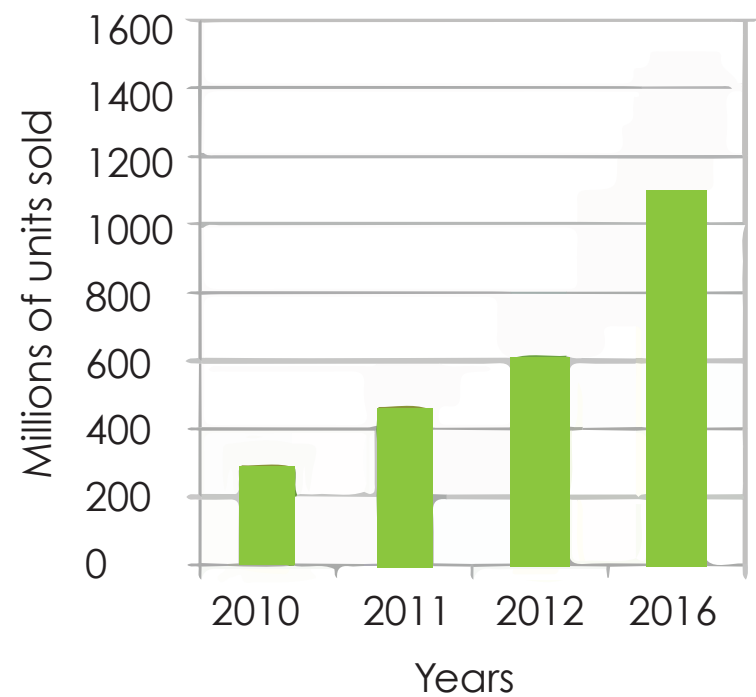
William Woodford 13413807 PD2

Enterprise Scenario

Size of global market:



USA: 200,000 people
UK: 25,000 people
Asia: 1.7 million people



Leaflet

This is a newspaper or leaflet that is directed towards the parents. As the phone is directed at children between the ages of 12-18 years old the younger end of the scale will be proved with the phone by there parents. The QR code at the bottom of the leaflet can be scanned and will take the reader straight to the website.



Website

As the product will be sold globally the need for a website is paramount. It allows people to purchase the product and have it shipped to there homes. The website is simple yet effective and allows the user to navigate the website easily.

Navigation

The tabs within the website take the user to information regarding the product, the shop, where the user can purchase the phone, donations to the Cystic Fibrosis Trust, and the support centre.

Product Extension

Technical Specification

Display: Retina HD display

LED backlit multitouch display

Standard sRGB

Processor: CPU - 2.5GHz

CPU type - Quad-core

Memory: Ram - 2GB

ROM size - 32 or 64GB

External memory up to 128GB

Camera: Video Recording - UHD 4K (3840x2160)

Camera - 16MP

Flash

Auto focus

IR filter

Physical spec: 163 x 65 x 6mm

Connectivity: 802.11a/b/g/n/ac Wi-Fi

Bluetooth 4.0 wireless technology

Battery: 2800mAh

Max internet usage time - 11 hours

Sensors: Touch identification

Barometer

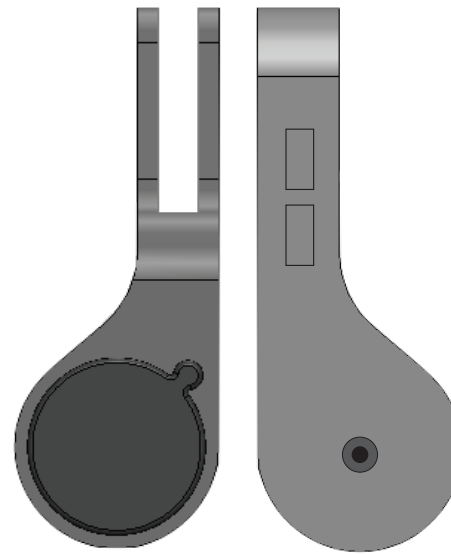
Accelerometer

SIM card: Nano SIM

Variations: Colour (black, white)

Left and right handed

The main attribute of the phone is its ability to allow children between the ages of 12 - 18 years old to become independent and live in an unfettered way. The image below shows the pill dispensing unit on the mobile phone. As well as this there is the unit designed to aid children who suffer from diabetes however this is still in the early stages of development.

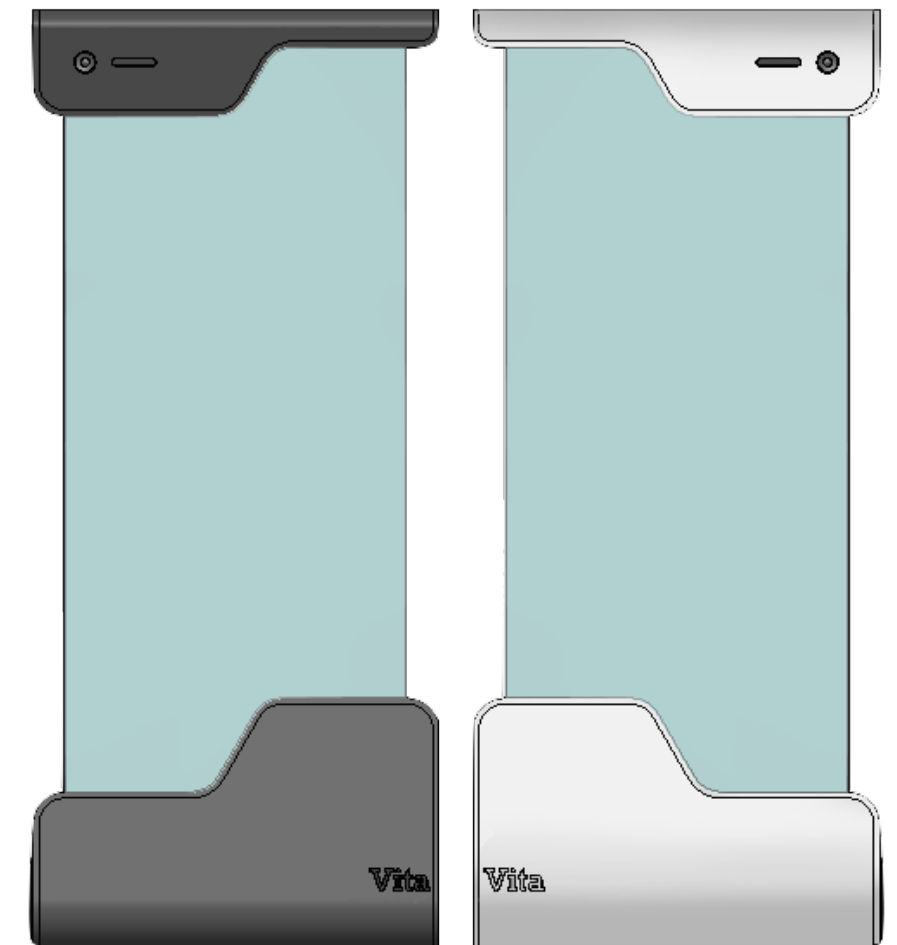


Left: pill dispenser unit, right: diabetes unit.



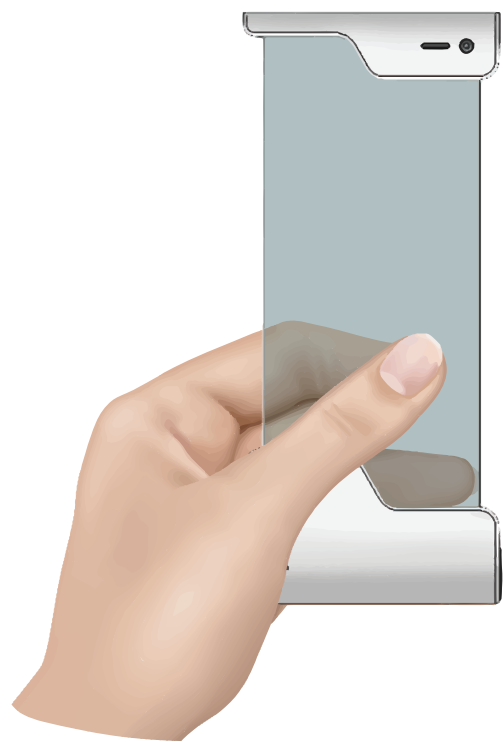
The Vita also boasts a ultra thin design with a high definition screen.

The Vita will initially be produced in black and white however due to the chosen material, ABS, the colour can be altered during the injection moulding process.

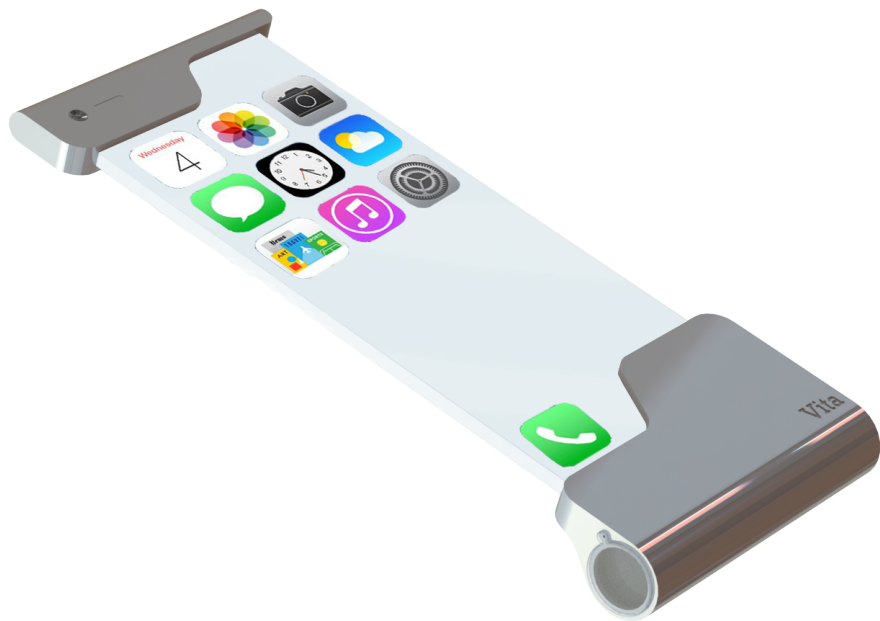


Left and right handed mobile phone in the colours specified.

Product Culture



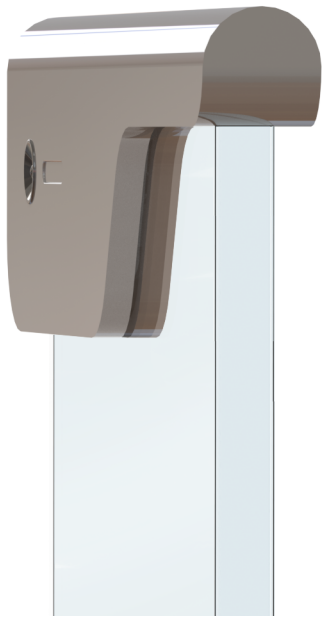
Perfect ergonomics for left and right handed users



Clear glass screen



Smooth body shell

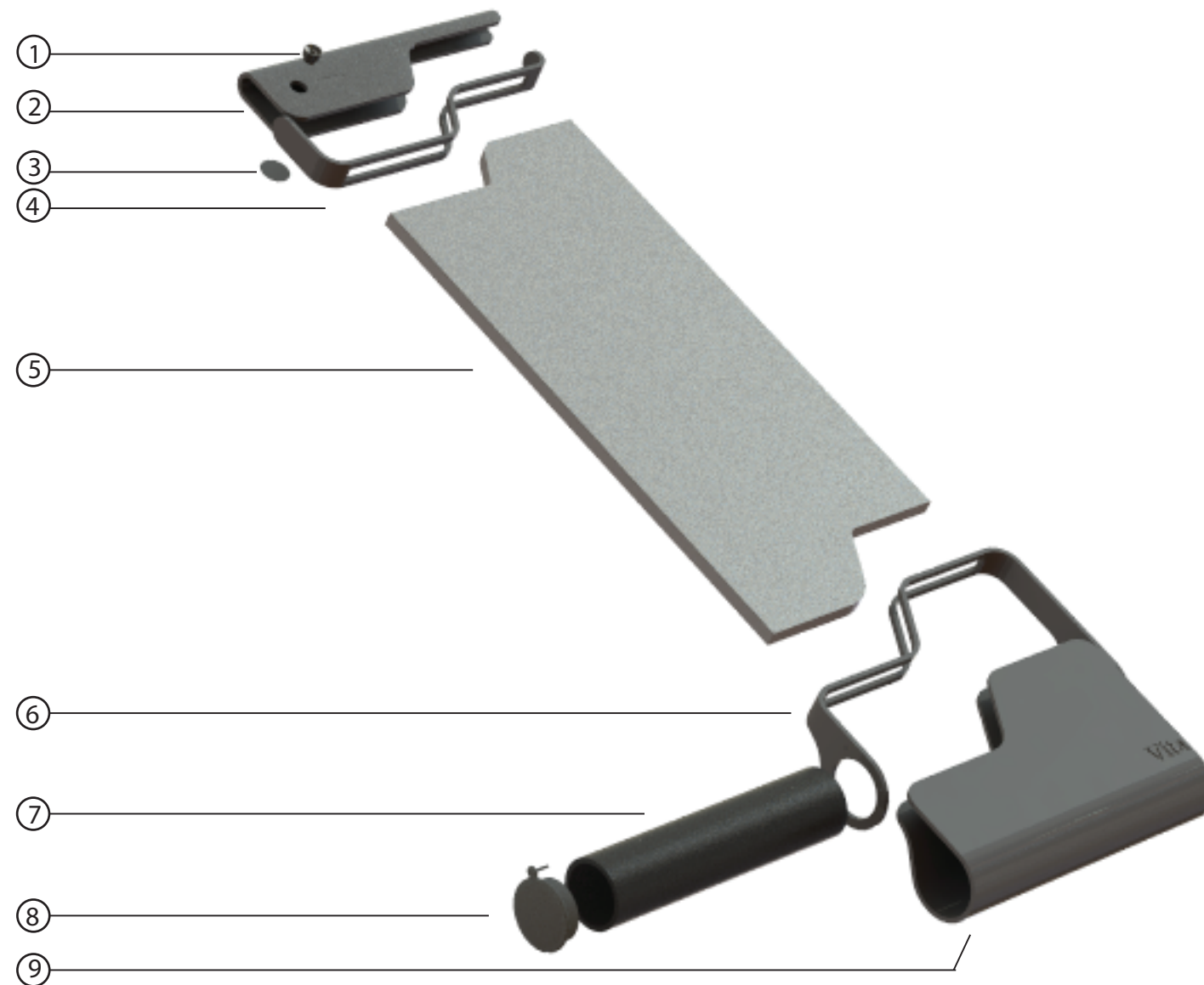


Ultra thin display



Unique interface

Exploded Assembly



Bill of materials

- 1: Front facing camera. External standard component.
- 2: Part one of upper casing. Injection moulded ABS.
- 3: Rear facing camera. External standard component.
- 4: Part two of upper casing. Injection moulded ABS.
- 5: OLED screen. External standard component.
- 6: Part one of lower casing. Injection moulded ABS.
- 7: Internal tube/ Pill case, Injection moulded ABS.
- 8: Pill casing stopper, Silicon.
- 9: Part 2 of lower casing, Injection moulded ABS.

General Assembly

