

Design Language

Casual, Modern, Cleanliness. We want our design to spark the idea of something new, something better, and less intimidating than any previous experience with needles. We want to use new shapes and sleek color to inspire a new idea of quality and beauty. People have a tendency to be less afraid of things they find beautiful. So we want our design to be as inviting (given that it is built to prick you) can be.

The casual aspect of our design includes its different elliptical shape and slightly more bulk than other syringes. This is an attempt to calm the patient. If it looks slightly less intense and direct as basic syringes than the patient might be less inclined to have anxiety induced when seeing the needle. Just like being in a professional intense environment such as a police station might give somebody anxiety, The tiki-bar in hawaii will calm your nerves and allow you to think more clearly and rationally with lower blood pressure.

We need it to look modern. The new wave of modern design with sleek rounded corners and eye-grabbing color schemes gives the impression and feel of something being better in every aspect. This means the patient will put more trust into the 'thing' about to enter their body. Medical Professionals will feel more comfortable giving the shot and therefore give the patient a more pleasant experience. You see modern design in many products across multiple fields attempting to give their product a sense of craftsmanship and quality that could only be accessed through the latest research.

If something is about to enter your body, you usually want this thing to be as clean as possible, it's just basic human instincts, like washing your dishes! So, if we use a color scheme that appears clean, like grey, we will give the user a feeling of confidence in the products cleanliness.

CLEAN.

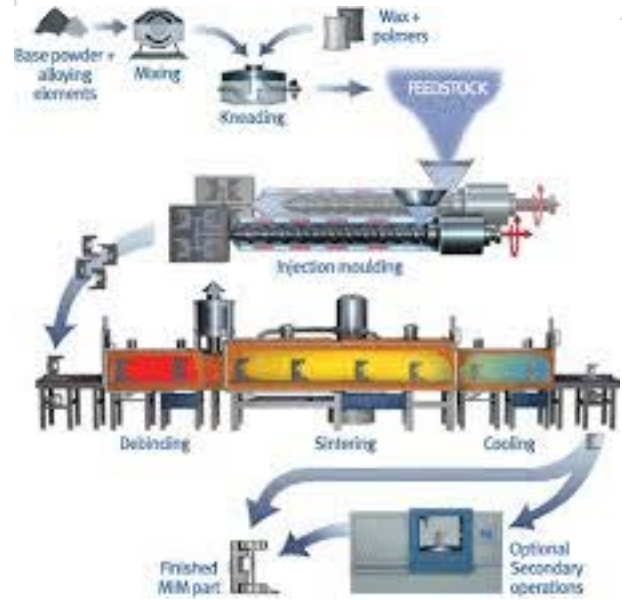


CASUAL.



MODERN.





Injection Molding

