



fuseproject

A close-up photograph showing a person's thumb and index finger pressing a small, light blue circular button on a white, rounded rectangular device. The background is dark and out of focus.

Theranos
version 1.5
Phase 1
10.17.07

project objectives:

1. “Reskin” the current Theranos device with a more brand-informed look and feel, taking technical considerations such as internal temperature and light safety into account.
2. Develop and refine design directions which consider engineering and manufacturing challenges, as well as timing constraints.
3. Develop design directions which facilitate the use of the device both in medical offices and in homes.
4. Develop designs that support key Theranos brand messages consistent with the overall brand positioning to be further developed in conjunction with v2.0.

DESIGN DRIVERS

What are the key elements of our design approach?



Theranos is different from other medical products. For use at home by private individuals as well as small medical offices, it's adapted for effortless integration into your lifestyle. Like other home accessories, Theranos is personal and refined -- a compelling object to be proudly displayed.



By creating a device that's human and tactile, Theranos alleviates the anxiety associated with the administration of health care. No cold, threatening medical machine, its approachable form and friendly presence encourage interaction with the device, inviting the user to be a participant in their care, not a subject.





Theranos empowers through simplicity. No visual clutter or intimidating complexity.

The clean visual language speaks to the fact that it's easy to use and intuitive to operate. Uncomplicated design elements and thoughtful product features make the Theranos experience painless and reassuring, at the doctor's office and at home.





Recognizing the need for people to trust in the new, unfamiliar device, Theranos evokes confidence through design: quality and integrity of execution, in the fit, feel, and finish of the product. Clear, honest, and reliable.



DESIGN DIRECTIONS

BEND

SMART OVERLAP





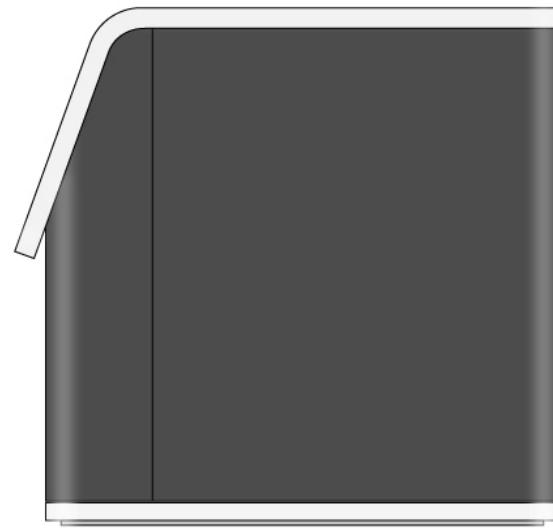












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ICONIC LANGUAGE

















DESIGN SUMMARY





fuseproject

Industrial Design and Branding

“fuse the clutter of detail into a rich narrative” A. Schlesinger