

Design- thinking

1

Empathise

2

Ideate

3

Prototype

4

Test

5

Define

1

Empathise

What is a problem?

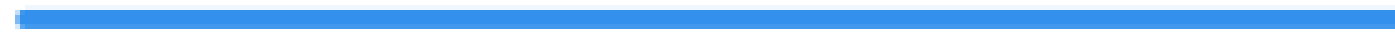


Survey

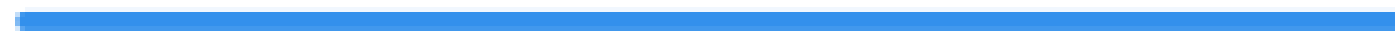
How long do you brush your teeth?

Anonymous Poll

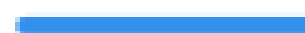
42% 30 seconds - 60 seconds



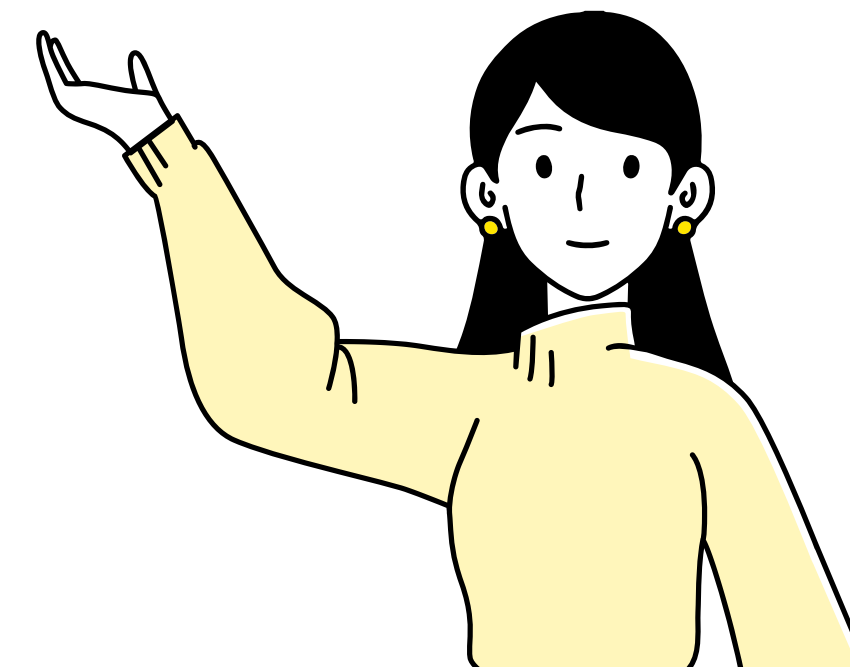
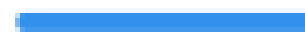
42% 60 seconds - 90 seconds



8% 90 seconds - 120 seconds

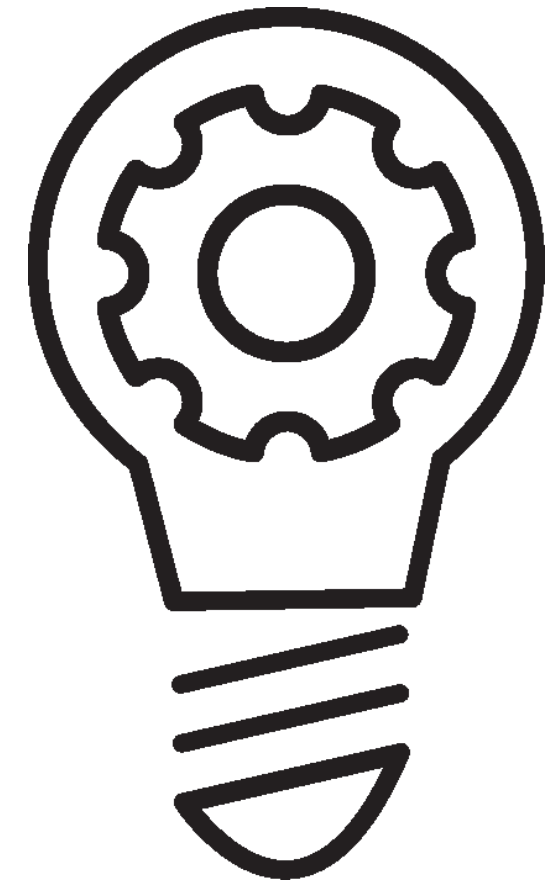
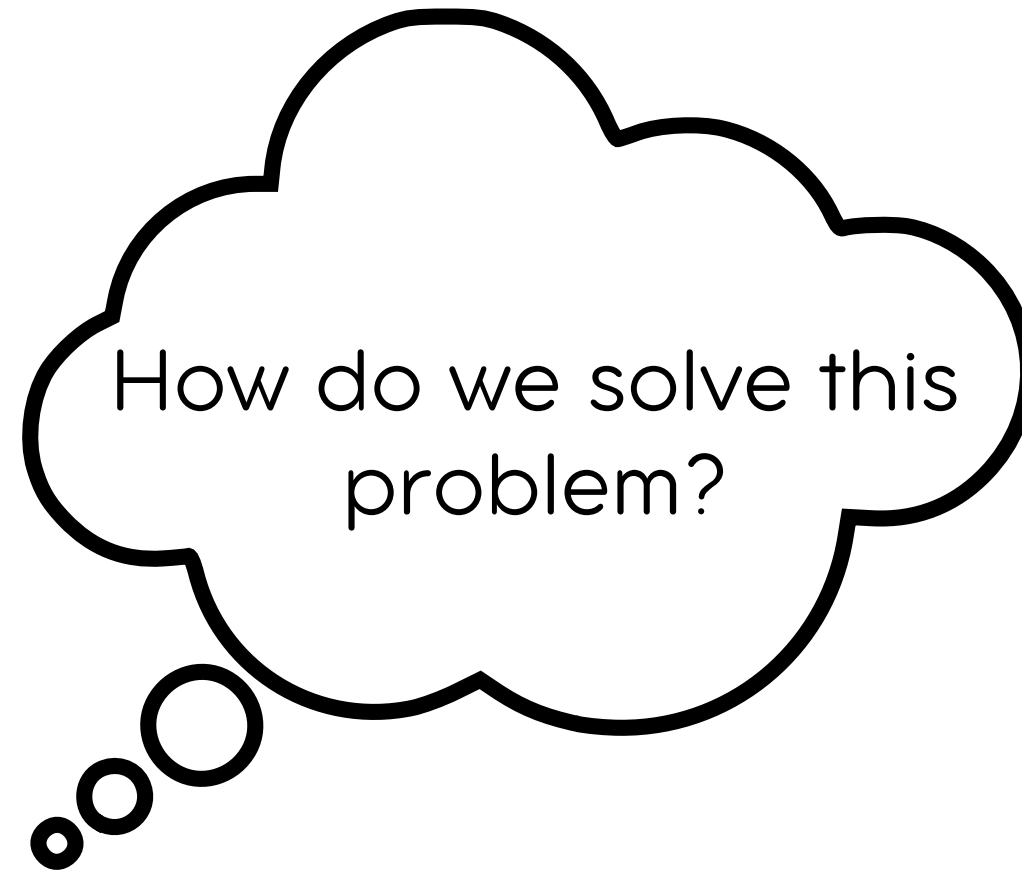
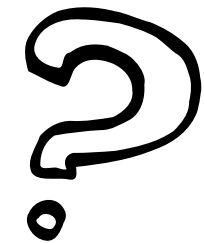


8% 120 seconds and more



2

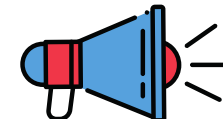
Ideate



People start notice problem when they actually see it

When people see
bacteria



They will pay
attention 



When we can't see the result immediately, we can't predict the consequences of our actions even though doctors and advertisement often say about that



So, how we can see that our teeth are not clean enough?

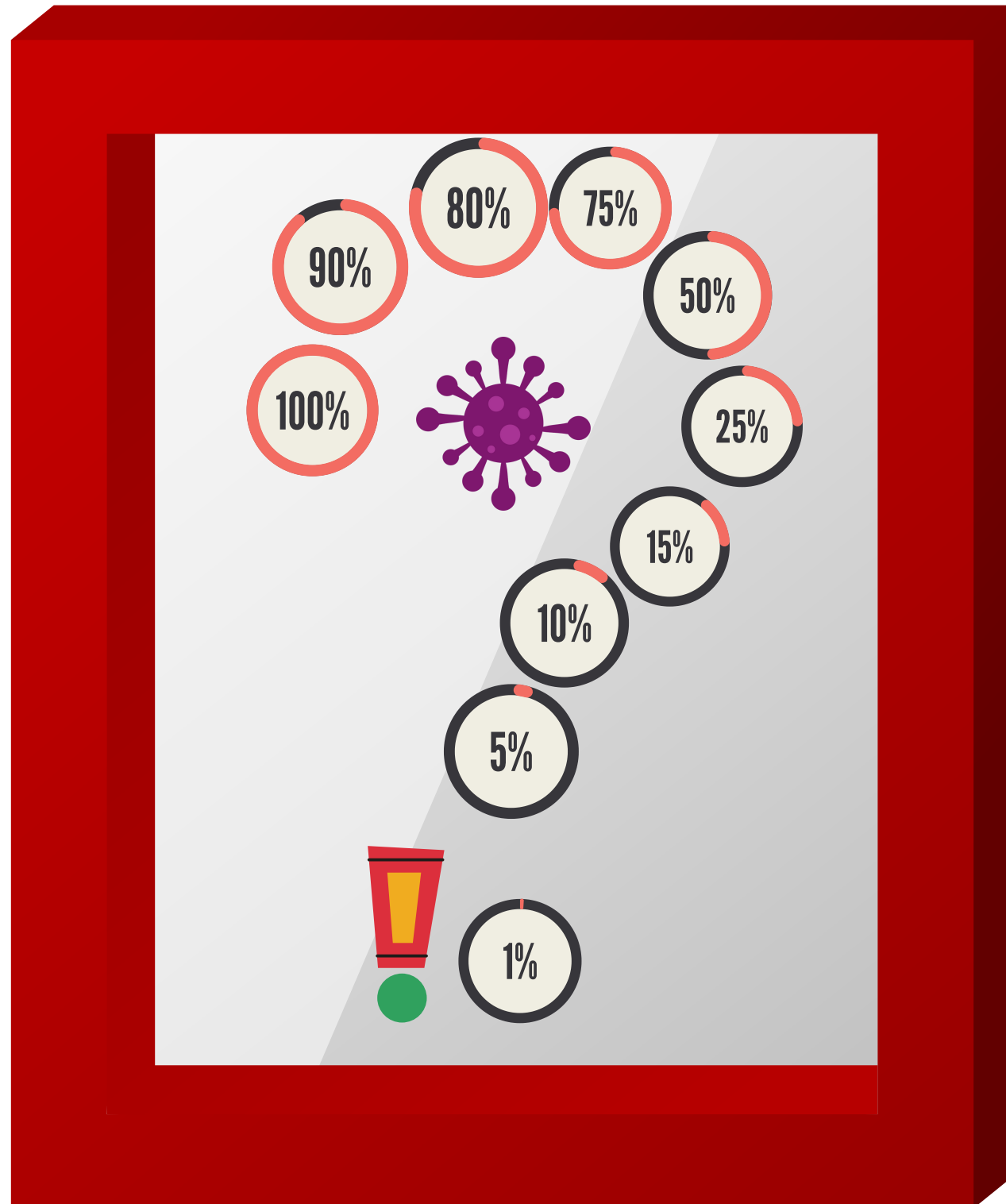




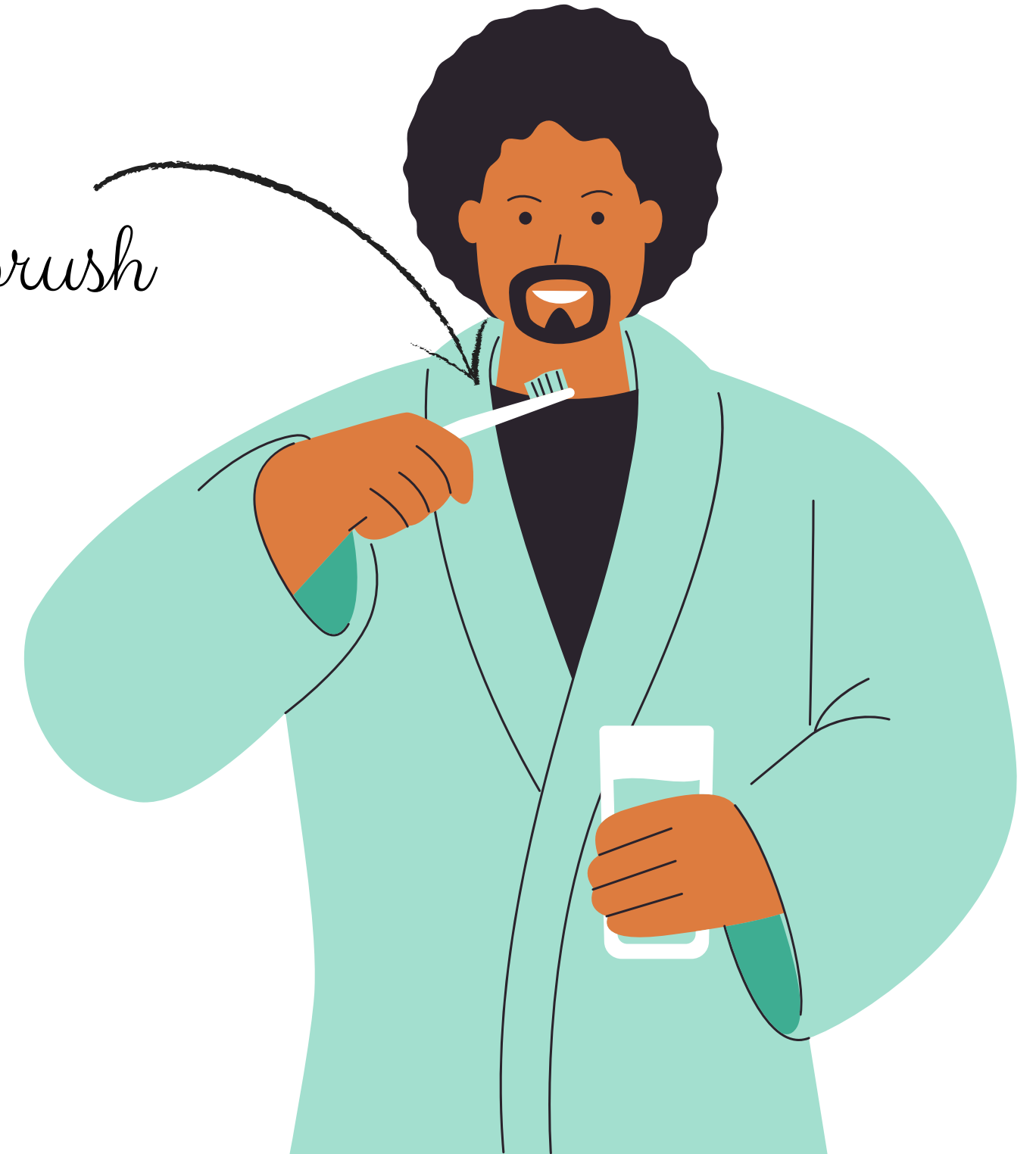
We have solution!

Magic Mirror and smart toothbrush

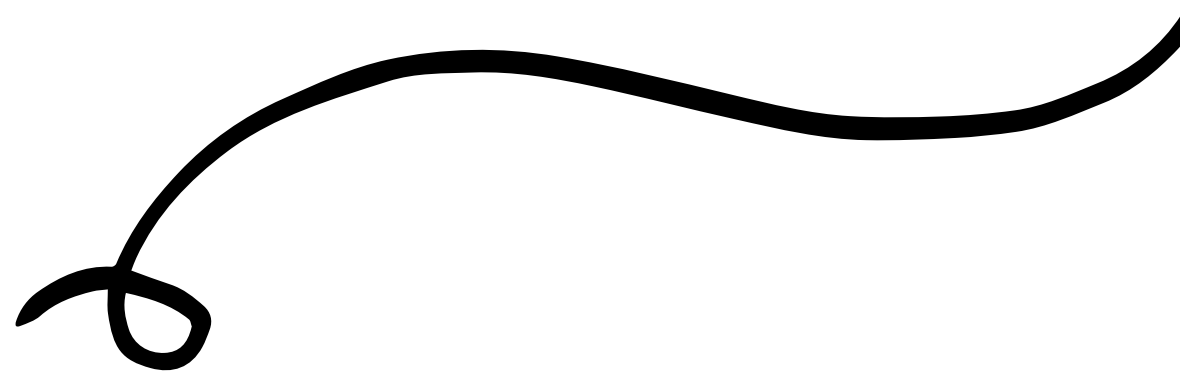
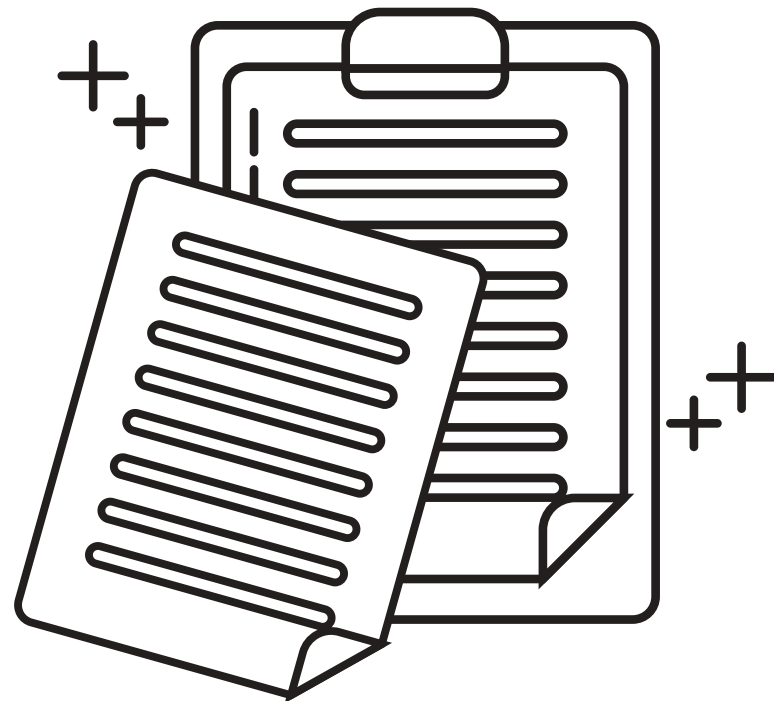
Magic mirror



Magic toothbrush



- We tested the product and during process it motivated us to brush our teeth longer . Because the percentage of how clean our teeth are appears in the mirror and, accordingly, it was possible to understand how dirty they are.
- To achieve the perfect result, we brushed our teeth longer than usual.



Brushing your teeth for at least 2 minutes is necessary to maintain the natural whiteness of the teeth, and most importantly it strengthens the enamel. Most often, a careless attitude to brushing teeth leads to inflammatory gum disease, caries.

Therefore, it is very important to make this process interesting for both children and adults.