MEX DESIGN COMPETITION ENTRY
THE BSR 017 BLIND PHONE

WHY SHOULD TALKING INTO A
PHONE NEED PERFECT VISION?

MEX Design Competition Entry Concept - BSR 017 Blind Phone

Market

There are 12 million people of limited sight in Europe. There has been little designed specifically for their specific needs for over 4 years, and there is no low cost handset available in the marketplace for blind or partially sighted people. Currently blind and partially sited people have to use third party software on normal phones to access them. This is becoming and increasing problem as phones become more complicated, and the only specific blind phone, the Owasis built in Spain, is old and an inferior design.

Concept

The BSR Blind Phone © is aimed at filling a niche requirement for blind and partially sighted people. A phone designed from the ground up around the needs of a restricted sight person. From the form of the physical design to the user interface, everything is done to remove the requirement of a screen or any visual input or feedback. It aims to gain buy in from the blind community early on, and take advantage of Corporate Social Responsibility opportunities with mobile OS and handset manufacturers to produce a low cost device that perfectly meets the needs of it's target audience.

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The Product

The BSR Blind Phone © is designed to be strong, simple, weather proof, and entirely dedicated to the needs of people who cannot, or are unable to interact with a phone screen.

As well as providing a lifeline for blind and partially sited people, the BSR Blind Phone © can also work in situations where a phone user cannot look at the screen, or is in an environment unsuitable for normal phone usage. This may include driving or flying, or severe weather conditions.

With the addition of a solid state hard drive, the BSR Blind Phone © will also make a fantastic intuitive media player, using Bluetooth to connect with a user's computer and download media files directly.

The Interface

The entire interface is verbal, allowing the user to interact via the keypad, two way navigation and softkeys

The Project

Blindphone inc are looking to partner with niche handset producers, such as Tattu, for the production of the device, and verbal interface designers, such as Nuance for the design and production of the verbal interface. The aim is to produce the BSR Blind Phone © for a unit cost of less than €50.
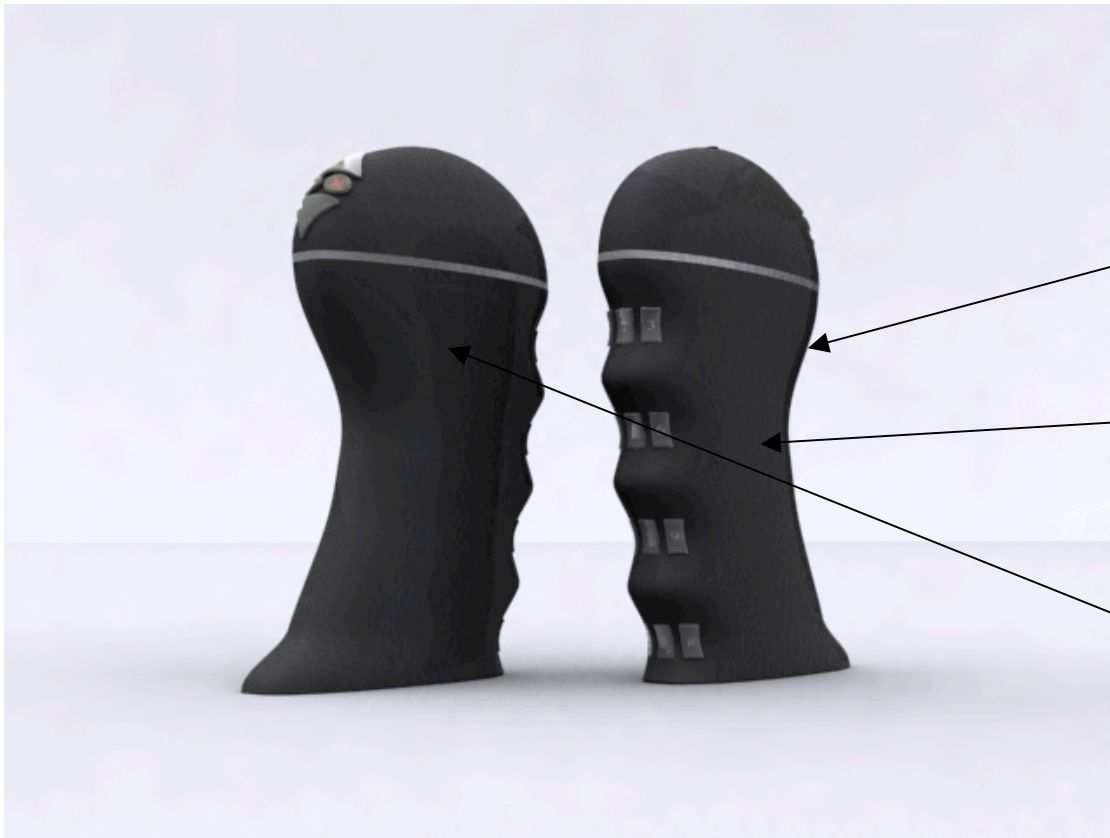
Basic Features

Phone designed from the ground up as a device to be picked up and operated by someone with NO sight.

Phone uses intuitive Pistol Grip Phone © ergonomics to allow instant correct placement of user's hand on device.

Tactile materials allow users to get their bearings as soon as the phone is picked up.

User experience deliberately focused around core telephony functions.

No display required, so allowing tough design and easy production.
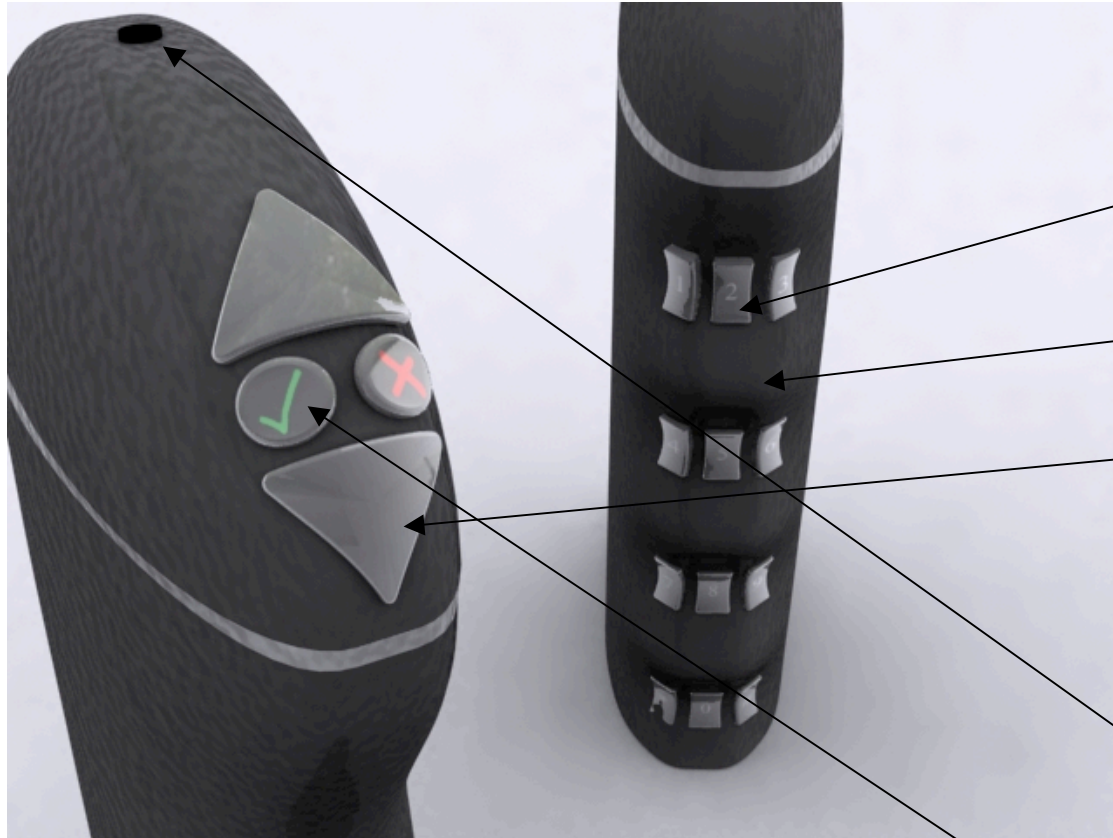
Physical and interaction ergonomics

Physical (first round design)

Number keys placed for instant access when picked up, and shaped to show Braille representations of numeric information

Direct relation between number keys and moulded finger placements.

Thumb operated up and down two-way navigation keys allows for navigation of verbal menus.

Interaction

Proprietary 2D verbal navigation system

Access via headphones either plugged in to the clearly accessible jack at the top, or via BlueTooth

Experience designed from the ground up as a non-visual interaction paradigm

Simple one stage Send/End interaction keys

Design Process

1. Establish partnerships (around IP sharing and combined forward development) with corporate and further education partners

2. Develop prototype around two key concepts
   - Physical design and ergonomics
   - Interaction design and verbal menus

3. Approach NGOs and government bodies to get approval

4. Secure target audience stats and determine production figures.

5. Produce and sell!

Thankyou for Looking at my concept

Remember those who can't