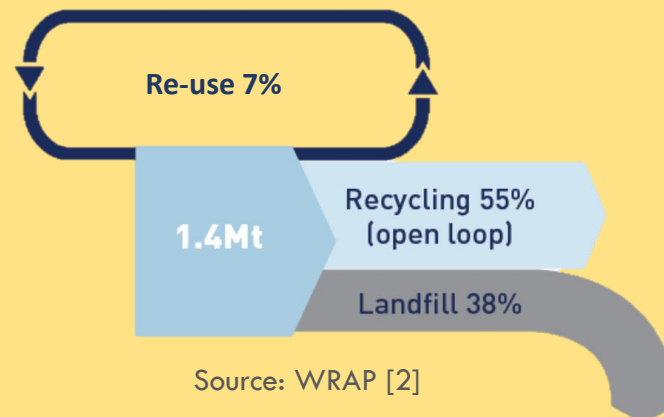


Super straight-forward computers, accessible to anyone

THE PROBLEM

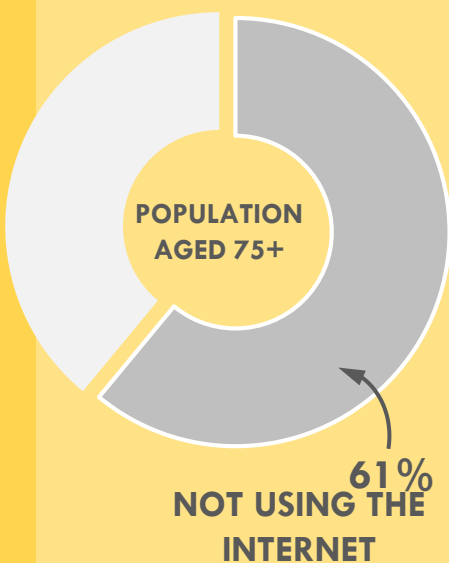
Electrical waste (WEE) is the fastest growing waste stream world wide. The UK is one the worst offenders, with the second highest amount of WEE in Europe [1]. Only 7% of our electrical appliances are re-used, with just over half being down cycled to lower value applications.



Businesses are responsible for a large amount of electrical waste, particularly computers, entering the waste stream. Driven by technological advancements, whole system upgrades and the relative expense of repairing PCs, tens of thousands of computers are being thrown away by businesses every year.

At the same time, parts of the population don't have access to computers at all. Recent reports suggest around 61% of adults over the age of 75 aren't using the internet [3], with a lack of knowledge and expense being two of the biggest barriers.

The pervasive trend of the internet and ever-increasing connectivity is leaving people isolated, with government and business services increasingly moving online. Even users who are online, often struggle with over-complex technology and require regular support.

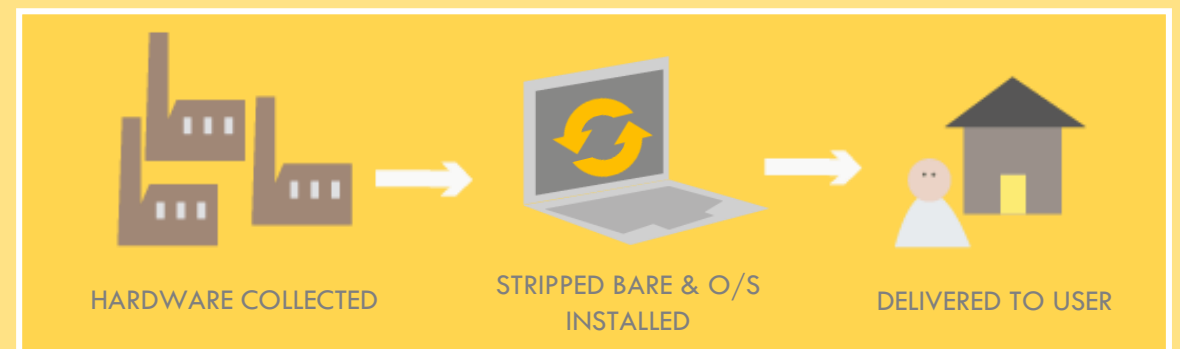


DESIGN PROPOSAL

By taking a whole system design approach, it's possible to address both problems and deliver real social and environmental impact.

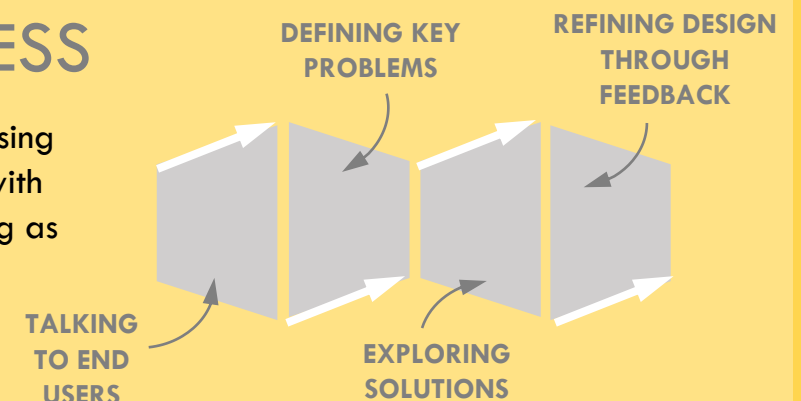
Used computers which are discarded by business can be given a second life by installing a much simpler operating system, designed to be easy to use for people with limited experience of technology. Although the discarded computers may not be suitable for high-end business use, they are normally more than capable of performing everyday jobs such as emailing or surfing the internet.

Our design removes previous barriers to technology; making PCs affordable and straight forward, cutting out large amount of E-waste in the process.



DESIGN PROCESS

The concept was developed using a design thinking approach, with the user and their needs acting as the driving force for product development.



[1] United Nations University, "The Global E-Waste Monitor," 2014.
 [2] WRAP, "Switched on to Value," 2014.
 [3] Age UK, "The Internet and Older People in the UK – Key Statistics," 2016.