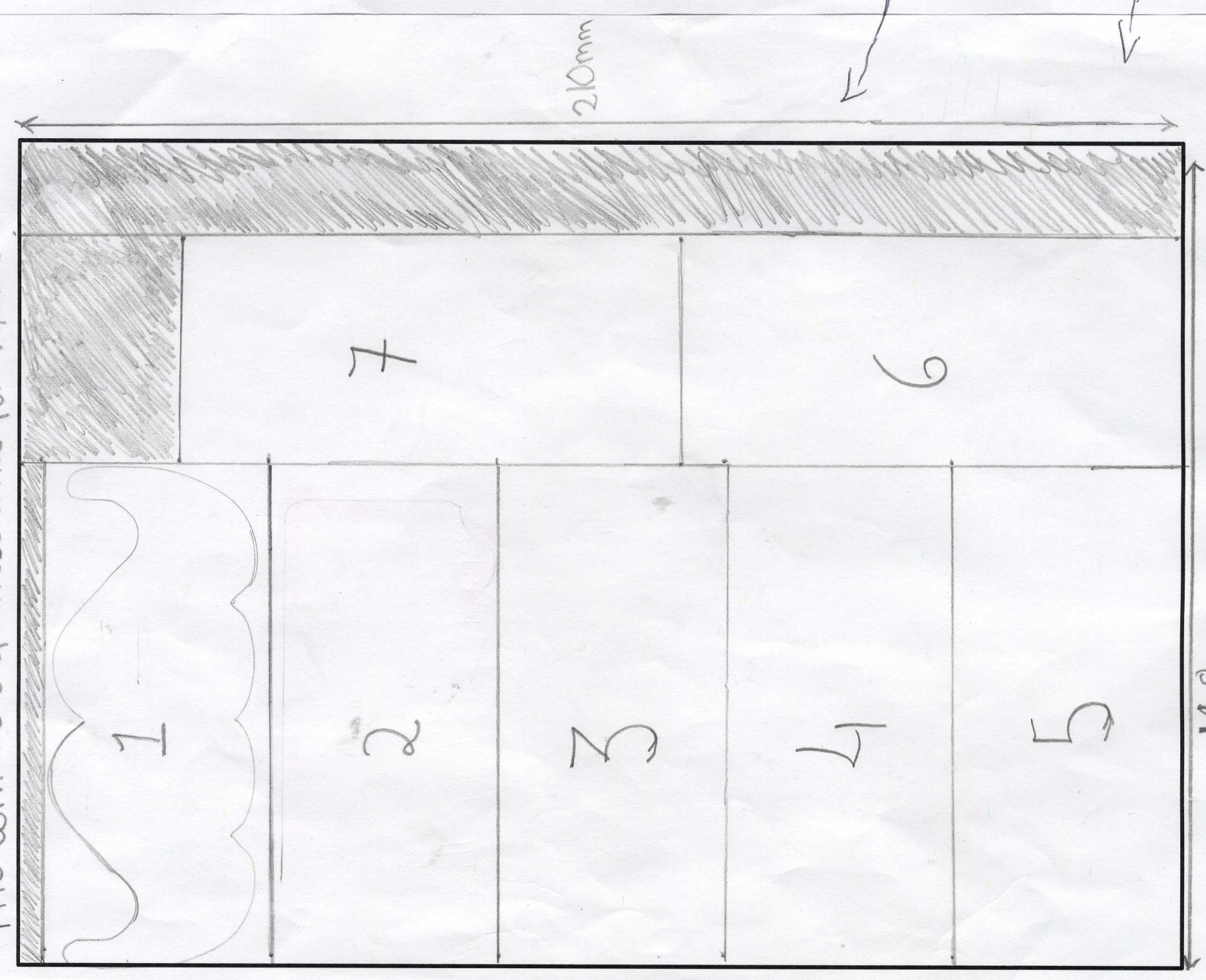


Research

How much material will we use:

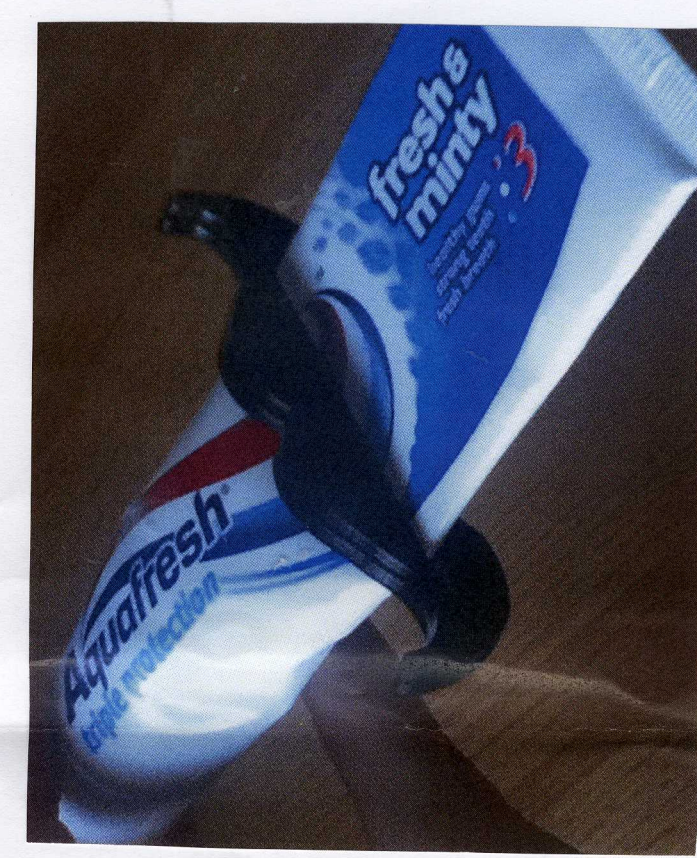
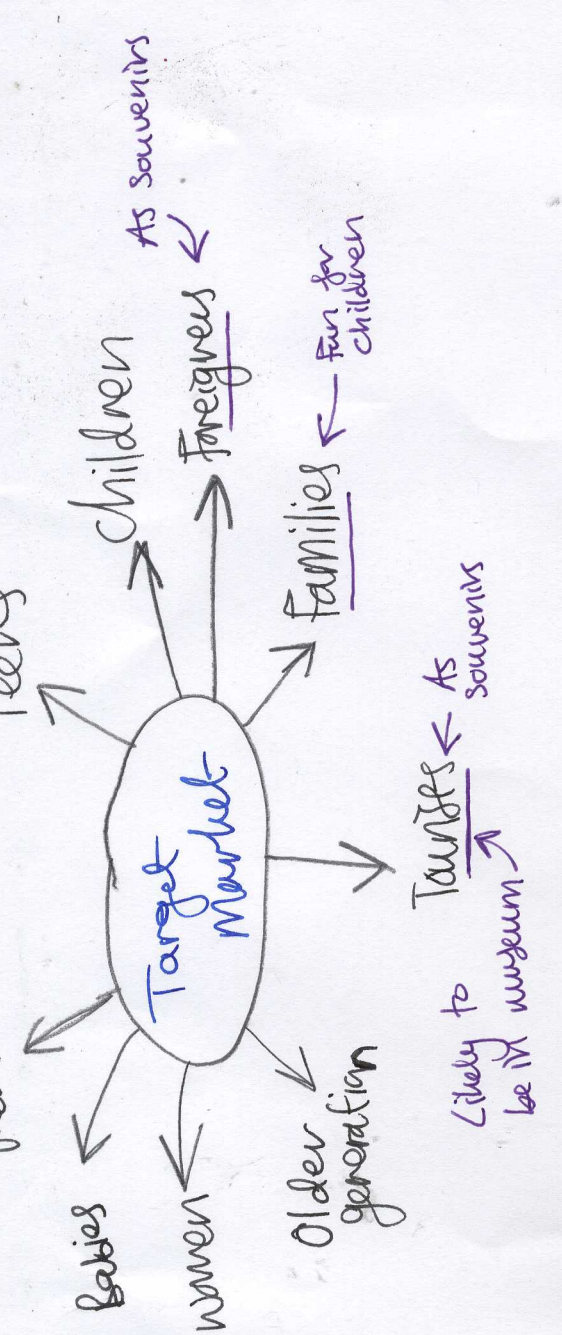
Planning the Lay Plan/ Tessellation

The will be 6 of these units for 7 packs



Each section is 90mm x 211mm

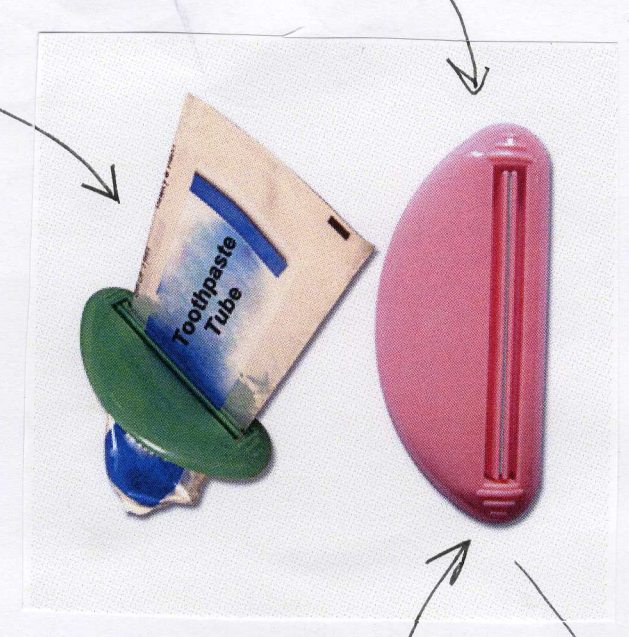
Teens



Testing  
No longer two layers because this  
lowers cost

Competitors

Having designs



A piece of acrylic  
this size will  
cost £0.72

Refresh  
Soft  
-cool  
-minty

Compared size  
of competition's product £0  
help work out how big our will

topic of "handy" small gap for toothpaste tube

Any wasted material will be used by the school

Sustainable shape; can hold the ends when pulling the "slider" up

1 colour: environmentally friendly

Easy to slide on and off

Fits in the theme of "London"

Fits in with the theme of "Handy"

Front view

Back view

Sliderz

Magnets on the back

SMALL

Front view

Different sizes for

Logo on the back

as it is small and useful it saves toothpaste

windows are engraved on

useful for Red acrylic fingers

Red acrylic Bus

Gap for toothpaste to fit through

wheels engraved on

Fits in the London Themes

Any wasted material will be used by the school

sustainable because it saves toothpaste and is made from acrylic which is recyclable

suitable for family target audience and tourists.

COLGATE

LONDON BUS DESIGN

FRONT VIEW

90mm WIDTH

40mm HEIGHT

ACCURATE SIZE DRAWINGS

BACK VIEW

Sliderz

magnetic tape so the toothpaste squeezer

SLIDERZ is the name of our product and will be engraved on the back

One colour: rest is etched on to show what it is a telephone box.

useful for acrylic fingers

Sustainable shape, easy to maneuver

"Handy"

Acrylic

Any material be used

on each it is ent

sustainable as it means less toothpaste is wasted and the acrylic is recyclable

Easy to slide

It is only made from one colour so is environmentally friendly.

Fits in with the theme of "handy" as it is simple and useful.

TELEPHONE

Front view

Sliderz

Here for toothpaste tube

# DESIGN IDEAS FOR TOOTHPASTE SQUEEZER

DESIGN VARIATIONS:

MOUSTACHE

Black

RED

LIPS

GLASSES

black frame

white lens

silver

## ORIGINAL IDEA

TOOTHPASTE

TOOTHPASTE SQUEEZER IN ITS ORIGINAL SHAPE

The toothpaste squeezer saves toothpaste so is sustainable.

We will also make them out of acrylic which can be recycled.

## DESIGN VARIATIONS: (LONDON THEME)

RED

RED WRITING

BLACK BACKGROUND

LONDON BUSES

LONDON BUS

BLACK

WHITE BACKGROUND

UNDERGROUND

UNDERGROUND TUBE SIGN

WHITE WITH BLACK WRITING

RED

WHITE

TELEPHONE

TELEPHONE BOX

# Sliderz

Toothpaste squeezer



# Sliderz



Come to the gift shop in the Design Museum!

Our product, **Sliderz**, is available **here**. It is a

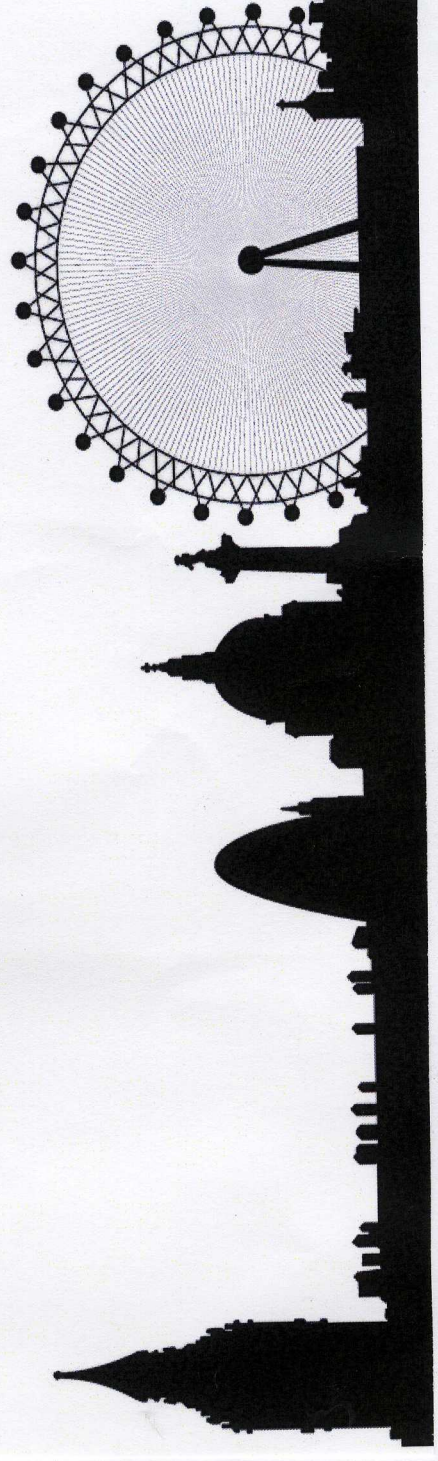
'slider' that allows you to push the contents up

and helps to get the last bits of toothpaste out!

Are you a child looking for a fun product? Are you someone who has difficulties moving your fingers? **Sliderz** are the product for you!



Come along to the **Design Museum Gift Shop** today and buy some **Sliderz!**



### BUDGET TEMPLATE

Item	Supplier	Description	Unit Cost	Quantity	Total Cost
Product: PRODUCTION	Hindlays	100mm x 100mm x 3mm	£0.12	12	£8.64
Materials: magnetic tape	Hindlays	3mm for each one	£16.00	1	£16
Tools and equipment: Laser cutter	available at school used in manufacturing		£0	1	£0
Labour (hours to manufacture and assemble each product)	200 members				
Other costs (e.g. packaging and transport, marketing etc)	FOOTAGE	Assembly cost	£2.64	1	£2.64
	PROTOTYPING	Prototyping	£15	1	£15
<b>Total production budget: (prototyping and development)</b>					<b>£500</b>
<b>Grand Total:</b>					<b>£4056</b>

**BUDGET SUMMARY:**

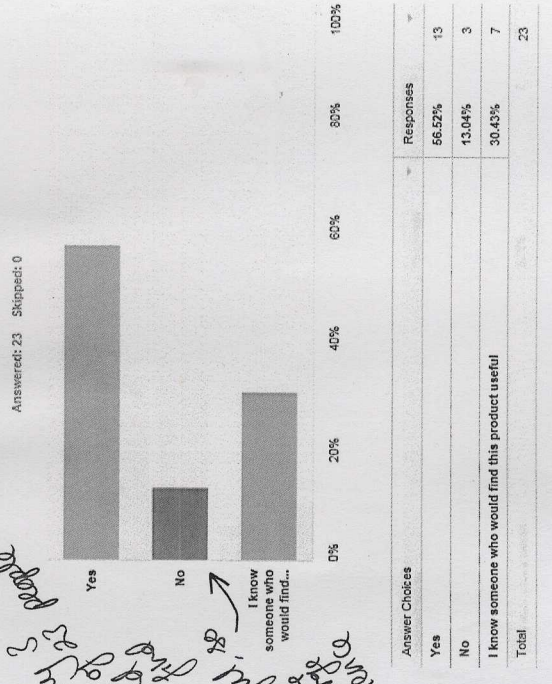
Number of products you propose to sell:	28
Cost price of each product:	£2.73
Retail price of each product: (double the cost e.g. from £5.00 to £10.00)	£7.50
Total you expect to make through sales: (number of products x retail price)	£216

Budget template →

← Prototyping

← Customer survey

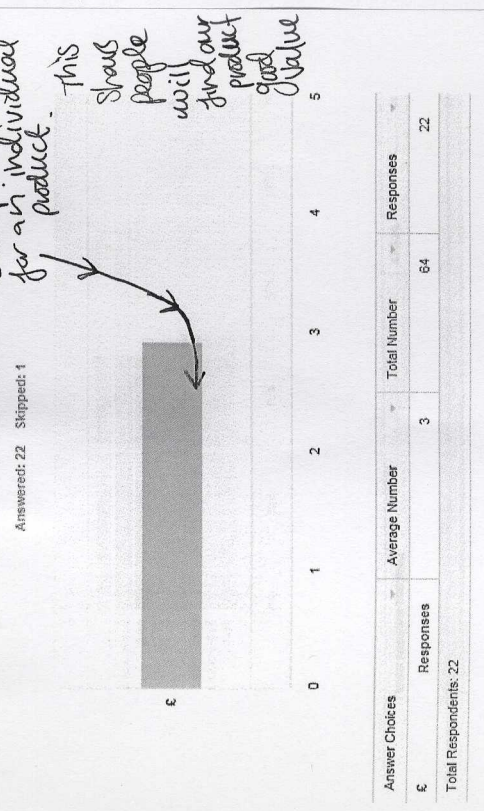
### Would you find this product useful?



Answers: 23 Skipped: 0

Only 2 people answered  
out of 23 people  
this not find it useful  
as they're so used to  
having a tube  
and it's not  
a gift

### How much would you pay for a product that helps you get your toothpaste out of the tube, quick and easy?



Answers: 22 Skipped: 1

Our price for an individual product. This shows people will find our product good value

### If you do know someone who suffers from arthritis, please specify your relationship to them

spouse	10/24/2013 1:03 AM	View respondent's answers
grand parent	10/23/2013 6:35 PM	View respondent's answers
Friend. Would also help my son who has Cerebral Palsy	10/23/2013 5:15 PM	View respondent's answers
Dad, Mum, Grandma, Grandad, Uncle, Auntie, Auntie - basically everyone!	10/23/2013 4:43 PM	View respondent's answers
Father	10/23/2013 4:14 PM	View respondent's answers
Mother	10/23/2013 1:15 PM	View respondent's answers

← Also useful for tube for with disabilities

← Lots of people know others with arthritis so could give it as a gift.

# DESIGN VENTURA 2013 STUDENT COMPETITION ENTRY FORM

To enter the Design Ventura Competition, you need to complete this form, submit a summary of your idea on up to three A3 Visualisation Sheets and complete the project evaluation.

It is compulsory for all schools to participate in the evaluation process, this comprises of one teacher evaluation and a completed survey from each participating student.

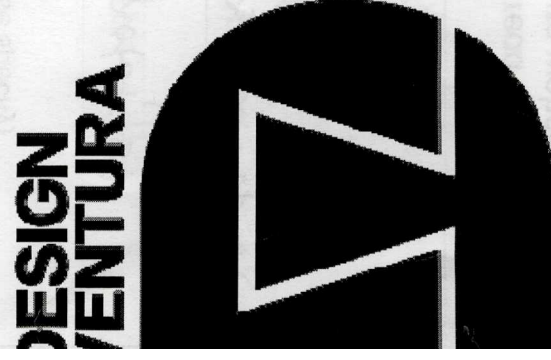
**Guidance for Teachers:** Each school may submit **one** competition entry from a single team. Entry forms and accompanying documents must be sent by **5pm on Wednesday 13 November 2013** via [www.wetransfer.com](http://www.wetransfer.com) to [ventura@designmuseum.org](mailto:ventura@designmuseum.org)

**Evaluation** please complete the **teacher** form:  
[http://warwick.ac.uk/~eishbd/DVT/dvt1\\_2013.htm](http://warwick.ac.uk/~eishbd/DVT/dvt1_2013.htm)

And **every student participating in the project** must complete the student form:  
[http://warwick.ac.uk/~eishbd/DVS/dvst\\_2013.htm](http://warwick.ac.uk/~eishbd/DVS/dvst_2013.htm)

Good luck!

<p><b>School Name, Year Group and Team Name:</b></p>	<p>Weald of Kent, year 10 Diffuser Diffusion</p>
<p><b>TEAM MEMBERS</b> Tell us who is in your team</p>	<ol style="list-style-type: none"> <li>1. Hannah Barton (Finance)</li> <li>2. Constance Shea (Communications)</li> <li>3. Katherine Le Spirel (Communications)</li> <li>4. Amy Crutch (Designer)</li> <li>5. McLaughney Isobel (Designer)</li> <li>6. Lucy Morgan (Teacher leader)</li> </ol>
<p><b>YOUR IDEA</b> Summarise your idea in 100 words or fewer. Remember to refer to the original brief and relate your idea to the theme 'handy':</p>	<p>'Sliders' are tube squeezers, that slide along the tube to remove <del>then</del> remaining contents or aid those who have trouble using their fingers. They come in three designs relating to a British theme (beer, Moustache and phone box). A pack of three can be sold for £7.5 and is made of acrylic plastic. 'Sliders' prevent waste contents remaining in the tube to be binned and is <del>also</del> also manufactured to decrease waste. They are handy as they are useful and handheld. The target audience are tourists or families.</p>
<p><b>Target market</b> Who is your target market and why?</p>	<p>London / British tourists as they make fun souvenirs, families with young children as they are fun, as well as being useful for those who have <del>trouble</del> trouble using their fingers e.g. those with arthritis in fingers.</p>
<p><b>Marketing</b> How will your target market find out about your idea?</p>	<p>- we have a poster to display around the design museum, as well as contacting members on Facebook pages and via Twitter for email</p>



<p><b>Materials &amp; Manufacturing</b> What will your final product be made of?</p> <p>How will your final product be manufactured?</p>	<p>Materials: Acrylic Plastic, Magnetic strip</p> <p>Tools: Laser cutter</p> <p>Acrylic will be laser cut and etched and magnetic strip will be stuck on back.</p>
<p><b>SUSTAINABLE DESIGN</b> How will you avoid making a negative impact on the environment through your idea? (e.g. use of recycled materials or minimal packaging):</p>	<p>We cut plastic to maximise plastic sheets sizes usage and waste material will be recycled. The sliders themselves will prevent waste within tubes and magnetic tape roll will be completely used. Waste material would be used by the school.</p>
<p><b>COSTING AND BUDGET</b> Please provide evidence about your costings. You can use the Finance Template in the Enterprise Resources section at <a href="http://ventura.designmuseum.org">ventura.designmuseum.org</a> and add it as an attachment below:</p>	<p>What is the cost price of <b>ONE</b> product? ≈ £ 2.50</p> <p>What will the <b>retail</b> price of each product be? £ 7.50</p> <p><b>How many</b> products do you plan to make and sell? 28</p> <p>What is the <b>total amount</b> that you will make from sales? £ 40.56</p> <p>Which <b>charity</b> would you donate the proceeds to? Why? <b>A big Community.</b></p>
<p><b>ATTACHMENTS</b> Please tick if you have included these documents with your entry and list any additional attachments</p>	<p>Up to 3 A3 visualisation sheets showing your research, idea development and final response to the brief. <input checked="" type="checkbox"/></p> <p>Additional information on marketing materials. <input checked="" type="checkbox"/> <del>Poster for design museum</del></p> <p>Additional budget information (e.g. Finance Template) <input checked="" type="checkbox"/> <del>Poster for design museum</del></p> <p>Other attachments (please specify) Survey Packaging/logo/prototypes <del>Poster poster</del></p>
<p><b>Notes</b> Use this space to tell us anything else you would like to about your idea:</p>	<p>Budget information as part of A3 visualisation sheets</p>

Please tick this box to confirm that you have read and agree to the competition **terms and conditions** on the Ventura website [ventura.designmuseum.org](http://ventura.designmuseum.org)