

Innovate UK

Results of Competition: Design Foundations Round 2

Competition Code: 1705_EE_DFR2

Total available funding is up to £3.25M across 3 phases

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Nuron Limited	Sewer Monitoring - User Experience	£54,267	£37,987
Project description - provided by applicants			
Climate change and population growth are increasing pressure on sewer networks. This challenge combined with increasing regulatory and public pressures to reduce environmental impacts and internal sewer flooding, means a step change is needed in sewer flow monitoring and management technologies. This step change is happening. Continuous monitoring of the entire network providing multiple parameters is on the horizon and with it Big Data. This data means that sewer operators can move to proactive and predictive management therefore reducing operating costs and reducing pollution incidents. This project aims to understand what the potential data uses are and how they will help sewer companies provide better customer services and protect the environment. But many new technologies fail because they are not designed with the people who will use the data insight in mind. Importantly, to make sure these opportunities are realised by operational personnel, it will identify what the data user interface and experience needs to be.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Rescon Ltd	Alder Hey @Home	£59,029	£41,320
Project description - provided by applicants			
<p>Almost 1 in 1,000 babies are born with congenital heart disease every year. In England, this results in 3,600 surgical procedures, with over 500 performed at Alder Hey Children's Hospital. Following surgery, delayed discharge is common and costly, reducing capacity for new admissions and impacting children and their families. We will stimulate high-quality, human-centred design activities for the development of a novel telehealth service solution (Alder Hey @Home) to support early discharge in collaboration with Alder Hey Children's Hospital clinicians, administrators, patients and their families. Stakeholder-led design and collaboration will feature, enabling all stakeholders to identify what is needed from the Alder Hey @Home solution. Multimedia designs and technology combinations will be used to validate user experience and lead to further iterative design. Whilst this project will focus on the design of Alder Hey @Home specifically for children's cardiac surgery, it will be readily adaptable for the wider inpatient service. The Alder Hey @Home solution will expand the reach of the hospital team into the community, allowing children to leave hospital earlier and recover safely whilst enabling close communication with specialist hospital staff.</p>			

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Preceptr Ltd	Enabling People to Enable Business	£51,514	£36,060
Project description - provided by applicants			
Preceptr Ltd are a micro SME with a bold vision. This project will apply a human centred design approach to discover, design & develop an innovative data enabled service which addresses the key challenges faced by businesses and individuals in helping them succeed.			

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Research and Practice Limited	Improving access and engagement to neurorehabilitation for stroke survivors	£89,351	£62,546
Project description - provided by applicants			
Research & Practice Limited (R&P) has assembled an experienced team of designers, clinicians and technologists to define and develop an engaging, scalable and affordable neurorehabilitation system for stroke survivors. Guided by the Helix Centre for Design in Healthcare, the team will undertake a collaborative design approach in close partnership with two leading NHS Trusts, including an acute and a community provider. We will apply Helix's user-centred design (UCD) approach to understand the physical, cognitive and emotional needs of stroke survivors and their carers.¶ Previous work by R&P founders in acute clinical settings has shown potential to improve patient outcomes. This work proved that better outcomes can be achieved by combining immersive digital experiences with evidence-based principles of neuroplasticity. This funding will allow the team to undertake a six-month process of user-centred design, clinical research and technology development, aimed at understanding real user behaviours and motivations towards rehabilitation and developing a solution that fits with the needs of stroke survivors and physiotherapists.			

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Imperial Chemical Industries Limited	Project Clean Up	£59,681	£29,841
Project description - provided by applicants			
<p>UK decorative (deco) paint and accessories sales are worth £473M across both consumer and trade markets. At AkzoNobel our paint brand Dulux innovates across the entire decorating journey; one unexplored pain-point is the customer's experience when cleaning up, and the amount of waste this creates - applicators, sandpaper, tape, etc - all of which mostly end-up in landfill or incineration. These downstream impacts make up 58% of our waste footprint from decorating. We have not looked at the full gamut of opportunities in this area before and believe we have a responsibility to do so. This project will research how and why customers create waste when decorating, and the barriers to new waste reduction behaviours. We will then define innovation opportunities and develop new product-service concepts to test with potential customers. Our process will involve crucial internal stakeholders and we will sub-contract sustainable design specialists Reboot Innovation to lead this design-led work. The project will deliver an implementation plan aligned to our commercial planning process. The plan will contain a toolkit for AkzoNobel to replicate this approach to deco innovation, marrying waste & circular economy issues with human-centred design.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Exceptional Individuals Ltd	Onboard with Dyslexia	£26,059	£18,200
Project description - provided by applicants			
<p>Far from being a disability, dyslexia offers a range undervalued skills, such as creativity, problem-solving, finding problems and solutions that others non-dyslexic people can't see as easily. Unfortunately, not all dyslexic people fulfil their potential in the same way that Einstein, Sir Richard Branson, John Lennon, Sir Jonathan Ive (Head of Design and Apple) and the 40% of self-made millionaires who are all dyslexic. That's because workplaces don't know how to make the most of this talent and that has led to dyslexic people being 5 times more likely to be unemployed. That's where Exceptional Individuals (E.I.) come in as a recruitment agency specialising in helping people with dyslexia find fulfilling jobs and helping companies make the most of the unique talent dyslexia brings. Because we are pioneering new services and new models for supporting candidates, we need to innovate to support the marginalised needs of people who are dyslexic. This funding is to help us meet the needs of dyslexic people as best as we can in a time that is financially viable as a business. We are aiming to do that in two ways: 1) streamline our processes using service design. 2) create a new tool to help us assess candidates strengths and weaknesses effectively.</p>			

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Rahana Ltd	Live well - designing transformational innovation for over 65's	£51,622	£36,135

Project description - provided by applicants

There are 11.6 million people age 65 and over in the UK, and we want to know if they and their family/close friends would want products and services that could enhance communication and connections between them, to both extend health and provide recreation for over 65s. We want to know if over 65s and their families would want to use digital technology both to help them stay in touch more easily with their families and also increase the activities they might do. We also want to know what would make over 65s use digital products and what puts them off. Some data from digital products could be shared with families/friends to help prevent a health problem becoming a crisis. We want to know if people want us to do that and what is the best way to do it - what factors would make it desirable. We will listen to and work with over 65s and their families throughout this whole project to find out their views and help us think about what these services could be. This will help us decide if we could develop new services that people would pay for. If we can show that people over 65 and their families would buy this service, we will look into ways to deliver this in a sustainable manner that aligns with user preferences.

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GWMV Limited	New Medical Device	£59,117	£41,382
Project description - provided by applicants			
New Medical Device Research and Development			

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Archangel Imaging Ltd	Deployed AI platforms and business models	£50,359	£35,251
Project description - provided by applicants			
Exploring future products and services using proprietary AI technology.			

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Enlightening Software Limited	Enlighten	£58,914	£41,500
Project description - provided by applicants			
Enlighten is a concept for a software behaviour-support platform that will improve care provision within specialist educational services, residential and domiciliary care services, and for mental health services. It will guide and assist services to develop and monitor behaviour support plans and risk management strategies, allow them to track, monitor and analyse behaviours, events, triggers and outcomes to unearth invaluable insight that positively impacts care standards and cost of care provision. It will also provide services with specific advice and guidance on approaches to the challenges and difficulties they face in dealing with the patterns of behaviours displayed by their service users, based on the individual characteristics of each person.			

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River Cycleway Consortium Limited	HEART (Human-centred design and stakeholder Engagement to Accelerate River Travel)	£59,847	£41,892
Project description - provided by applicants			
*Context - UK Gov aims to increase city cycling and walking but road safety is a major barrier (DfT, 2017). RCCL are developing the Thames Deckway, a new safe, fast, clean and integrated walking/cycling route, floating on the Thames. *Challenges - RCCL need to understand how they can improve design to address articulated and unarticulated user and stakeholder needs. *Approach - The HEART feasibility study will use design to address innovation barriers, gain user/stakeholder insight, generate new innovation methods, ideas and strategic opportunities. IUK funding for HEART will lead to a radical new infrastructure for London and international export.			

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Castrads Limited	Investigating smart heating controls for period homes	£52,541	£36,778
Project description - provided by applicants			
We all have a duty to use energy wisely, and there are products on the market that can help. For example, smart heating controls. However, we also value our cultural heritage, which includes period buildings. Some people find that the aesthetics of smart heating controls are incompatible with period style buildings. We plan to explore the human issues around smart heating control design in period style buildings, and to identify the types of products that that would most suit the owners of period style homes.			

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Centurion Safety Products Ltd	Reimagining Above-Neck PPE	£59,483	£35,690
Project description - provided by applicants			
This is a project to apply best practice human centred design and innovation to the area of industrial PPE in order to solve known issues with user compliance, safety and long term wellbeing.			

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Becoco Ltd	BECOCO	£85,318	£59,722
Project description - provided by applicants			
<p>BECOCO's aim is to reduce the amount of women's online clothing that is being returned, which causes UK retailers an annual loss of £20bn. The main reason for the returns is a mismatch between customer expectations at the time of ordering versus the way they look when finally tried on. We are in the process of developing an innovative approach to fashion recommendation, which fuses fashion stylist expertise with artificial intelligence to generate scalable recommendations that are based on a user's body profile. With this project we want to get under the skin of our users to optimise the user adoption of our recommendation system. To achieve this, we require professional design expertise that is outside of BECOCO's team skills and budget. We will therefore partner with a specialist design agency that will help us identify how best to influence our customers' decision making processes towards more body-appropriate choices that have a lower return rate. The project's output will be a comprehensive understanding of our users' online shopping behaviour (to enable us to optimise our UX and pre-emptively design our technology around the most important factors in our operating business environment), as well as an increased in-house design capability for BECOCO.</p>			

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Maudsley International CIC	Wheel of Wellbeing: Digital Services	£47,666	£33,366
Project description - provided by applicants			
<p>Mental health services are struggling to cope with demand and there is a growing focus on more preventative approaches that empower the population to care for their health holistically. Digital and online platforms may offer part of the solution to these demands, facilitating efficiencies and cost savings and enabling the scalability of more complementary services. This project aims to use early stage design to better understand the digital mental health market and create early stage prototypes that leverage the potential impact of the Wheel of Wellbeing (WoW) framework. WoW is a clinically proven and holistic approach to sustained positive mental health and wellbeing and aims to improve mental health outcomes at a population level. Maudsley International is a Community Interest Company (CIC) providing specialist mental health consultancy focused on improving health and wellbeing outcomes. Uscreates is a design and innovation agency with over a decade of experience designing products, services and interventions to improve social outcomes. The project will be supported by MI associates with a range of clinical and behavior change expertise.</p>			

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Environmental Excellence Training and Development Ltd	Upskilling Healthcare Cleaning Staff. A design investigation of approaches to training.	£44,179	£30,000
Project description - provided by applicants			
<p>Upskilling Healthcare Cleaning Staff - A design led investigation of how new media technology and approaches to interactive, personalised engagement, knowledge and skills can be developed. Cleaning services play a vital front-line role in environmental Infection Prevention and Patient safety. Traditional methods of staff training are inconsistent, time pressured with critical barriers of literacy and poor engagement with the individual trainee. Our new approach is to develop a method for directed short-burst microlearning using a training 'App' on a mobile phone, tablet or PC. With Interactive prompts and augmented visual illustration of task and technique, the trainee can work at their own pace to develop knowledge, skills and confidence. Each element of the complex patient environment can be broken down to single items, with the cleaning method for each item presented in a simple visual form. Through interactive 'gaming' type engagement with the 'App', learning can be measured and tested. The gamification introduces a competitive personal challenge. Repetitive gaming with the 'App' aids knowledge retention, skills development and builds confidence towards achieving assessed practical competency in meeting environmental cleaning and infection prevention standards.</p>			

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Trueform Engineering Limited	Connecting UK's Wayfinding	£59,547	£35,728
Project description - provided by applicants			
<p>Our project wishes to connect communities and citizens on the go, to accessible digital information and content through human centric design. Trueform's Signage and Wayfinding project will put our citizens and urban communities at the heart of the design process for the first time. This radical shift in approach will lead to insights about what content and data we need when we are out and about, in order to lead healthier, informed, more fulfilled lives, whilst on the move. It will enable Trueform to develop tailored propositions in support of our mission of creating enhanced vibrant public spaces and urban centres for the UK. This in turn will accelerate our work in support of reducing pollution, encouraging urban regeneration and healthy lifestyles, and therefore reducing UK CO2 emissions, supporting local retail and commerce and building community safety and resiliency. In addition, it will support Trueform's goal of employing people in the UK in the business of connecting us to our communities and environment.</p>			

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Anasyst Ltd	User centred design to create customer demand concepts for point-of-care applications	£59,400	£41,580
Project description - provided by applicants			
<p>Anasyst is a technology driven company in the early stages of developing cutting edge analytical measurement systems for a range of applications including DNA measurement, chromatography for pharmaceutical development, clinical and veterinary testing, and in-situ environmental testing. This early-stage design project gives Anasyst the opportunity to gain insight in a particular sector and apply these insights in a design driven fashion. We expect that this will significantly enhance our chances of creating highly attractive concepts that are most likely to stimulate market demand. The project will enable us for the very first time to work with specialists in 'œdesign thinking' capability. Our chosen sub-contractor is an expert in the 'œfuzzy' process of consumer insights and ideation and they will support us in challenging assumptions and reframing objectives. The objective of the project is two fold: 1. To deliver two robustly validated concepts that can be taken forward for further development and commercialisation; 2. To build our internal design-thinking capability to accelerate future commercialisation and increase value. These key objectives will help transform our organisational innovation culture and empower our people to become confident and capable problem solvers.</p>			

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The Age of No Retirement Community Interest Company	Intergenerational Startup Hub	£59,660	£41,760
Project description - provided by applicants			
<p>This project explores how the design of intergenerational services (the synergies from combining younger and older) can lead to greater social cohesion and economic growth within our British communities. Exploratory work has identified similarities between younger people emerging from tertiary education and older people emerging from full-time careers. Younger people tend to be infused with exuberance and tech savviness, but tend to be insecure about which career direction to take. Their older counterparts are increasingly excited about the opportunities offered by a longer healthy life expectancy and are armed with a broad arsenal of skills and experience. The Intergenerational Startup Hub project will look to explore the synergies between these two generational groups - leading to greater intergenerational cooperation and cohesion within our communities; shed new light on modern retirement and career-building models; and provide opportunities for innovation and economic growth on a local, distributed and scalable basis across the UK. The cross-sector project stakeholder group will demonstrate the value and impact of a user-centred design-led approach to innovation, as well as bring new design expertise and capabilities within their respective organisations.</p>			

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Flicktek Limited	Flicktek for IoT and Home Automation	£59,819	£41,873
Project description - provided by applicants			
<p>We are Flicktek, the company that developed the first sensor to recognise finger movements and gestures. The sensor can be embedded into any bracelet or watch strap. Wearing this sensor currently allows the user to interact with their connected products (e.g. smartphones, wearable devices) with simple finger movements. As part of our proposed project, we aim to develop a product based on our technology which allows everyday life control of home appliances by the flick or snap of a finger. The project consists of conducting user experience research towards the identification of the consumer's needs in the field of Internet of Things (IoT) and Home Automation. We aim at understanding what are the factors that are preventing a wider adoption of remote controlling for home appliances and systems. Our goal is to apply user-centred interaction design to test the immense potential of Flicktek's gesture control technology as well as other existing control modalities in this promising but hitherto stagnant field.</p>			

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LENA Space Limited	Design Innovation in Space Technology Commercialisation	£60,000	£42,000
Project description - provided by applicants			
LENA Space develops low-cost, fast to market rocket technology primarily for space launch systems. Our challenge is to creatively explore opportunities for commercialisation that enables the business to move to a revenue generating and privately financed model. Leveraging a human centred design process is the best solution to develop products and services that resonate more deeply with an audience ultimately driving engagement and growth. Working with industry leaders we are taking a collaborative and iterative approach to the double diamond process run across three phases of activity that builds in key tools from business model canvassing and human centred design. In parallel we are embedding key skills back into the business to bring design thinking into the culture of the organisation, addressing an innovation barrier.			

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James H. Heal & Company Limited	Laboratory of the Future	£60,159	£30,080
Project description - provided by applicants			
James Heal plays a specific role in the industry. It designs and manufactures the instruments used to test the standards of new clothing. Whether this is for colour fastness, strength, crease recovery, abrasion or pilling. 90% of goods are exported to manufacturers around the world, mostly to Bangladesh, China, Tukey and India. James Heal is wanting to use a human centred design process to understand what the lab of the future will look like.			

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Film Network Limited	PlayRight	£47,287	£32,993
Project description - provided by applicants			
Through our research project, PlayRight, we are looking to investigate the potential for Blockchain technology to create a service for users within the filmmaking industry which addresses the fundamental need to reach a target audience in the most cost effective way possible. For small, independent filmmakers and video creatives there are huge barriers to doing just this, barriers which only the major studios and large distributors can overcome. We aim to combat the problems within the non-mainstream film creation and distribution processes, by leveraging the benefits of immutable record keeping, decentralisation and automated contracts, presented by Blockchain.			

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BleepBleeps Limited	Digital Kids	£84,528	£59,170
Project description - provided by applicants			
<p>BleepBleeps create cute connected devices that make parenting easier. They offer assistance at different life stages - from giving birth and looking after your baby, to raising your child. With Design Foundations funding, BleepBleeps will be able to explore opportunities to broaden the types of products we produce, as well as the methods that we use to innovate. The project will ask two key questions: 1. How can we help parent's curate their children's digital experience? 2. How can we help children lead better digital lives? Using the subcontract services of Normally - digital design consultants, BleepBleeps will take a rapid and iterative approach to concept development, with regular user testing that utilises the methodologies of software development. Through this cross-pollination of expertise, we aim to generate new learnings and identify insights & design avenues that will lead to new products and innovations. Thereby strengthening the brand proposition and product offerings outside of our core hardware business. The project will draw upon two of BleepBleeps core brand values - 'One product, two users' where products are loved by parents and children in equal measure, as well as 'Non-prescriptive parenting', by giving parents tools to parent in their own way, to their own values.</p>			

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Innovate UK

Results of Competition: Design Foundations Round 2

Competition Code: 1705_EE_DFR2

Total available funding is up to £3.25M across 3 phases

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Zenotech Ltd	Windfarm Architect	£59,995	£41,997
Project description - provided by applicants			
Windfarm Architect is a collaborative project between high-tech SME Zenotech, wind energy specialist Everoze and design and creative expert Drop Dead Design. The team will apply the double diamond design process to create a specification for a new online wind energy resource analysis service. The team will apply the first 3 stages of the process to elicit a broad range of service features and workflow stages before down-selecting elements for an iterative series of prototypes. If successful, we will to implement the specified service to be made available to the wider wind energy sector, supporting UK businesses.			

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Innovate UK

Results of Competition: Design Foundations Round 2

Competition Code: 1705_EE_DFR2

Total available funding is up to £3.25M across 3 phases

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Hybrid Air Vehicles Limited	Airlander Luxury Tourism Design Development	£99,740	£59,844
Project description - provided by applicants			
<p>Airlander is a revolutionary new aircraft that combines the best characteristics of fixed wing aircraft, helicopters and lighter than air technology. It can remain airborne for up to 5 days at a time, carry a payload of 10 tonnes and land/take-off from any reasonably level surface including water. Airlander 10 is currently optimised for defence and security roles. This project is focussed on understanding how best to utilise Airlander's unique capability to address the vast luxury tourism market. The challenge is to understand the value proposition offered by the aircraft and the best means of delivery formed through the early stage human centred design process. A successful project will deliver a design blueprint and initial roadmap for the commercialisation of a luxury tourism model of the aircraft. It will also facilitate the development of a new culture, supplementing HAV's functional and engineering focused methodology with human centred creative design thinking. Our chosen sub-contractor Design Q has extensive experience in insight led design, specialising in the early stage design and build of luxury business jet interiors. During the project we aim to exploit key contacts, gain insight and market understanding to provide sound foundations for the success of this offering.</p>			

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Innovate UK

Results of Competition: Design Foundations Round 2

Competition Code: 1705_EE_DFR2

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
James Hutton Limited	Tayberry Seedling	£59,446	£29,723
Project description - provided by applicants			
<p>Access to a healthy nutritious meal is not available to all members of society. Since 2009 across the UK there has been a staggering increase of > 4500% in the use of food banks (Trussell Trust, 2017). In England, 26% of the population were defined as inactive with obesity prevalence at 27% (NHS England, 2017) mostly driven by disadvantaged sectors of society. Furthermore, c. 45% of adults in England ate fewer than 3 portions of fruit and vegetables daily. In areas of Scotland this figure is worse. Using Dundee as a city model, early stage discussions have occurred with a range of stakeholders - medics, academics, the City Council, community champions and social enterprises to develop a participatory city scale project of growing soft fruit (raspberry & blueberry) for the provision of healthy nutritious food that leads to physical activity; additionally with the potential to increase green space known to have a positive impact on mental health. To shape project development prior to seeking funding we require key early stage user data to understand the needs of citizens from across different societal sectors to ensure that it has focussed and relevant deliverables. Furthermore, we will explore and begin to define new commercial models as a potential business for this concept.</p>			

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Innovate UK

Results of Competition: Design Foundations Round 2

Competition Code: 1705_EE_DFR2

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
International Dance Supplies Limited	Next Generation Ballet Shoe Research and Design	£79,955	£47,973
Project description - provided by applicants			
There are certain specialist shoes that have not changed in design for over 80 years, despite extensive innovations in other footwear markets and related sectors such as materials and manufacturing methods. This project will explore innovation within a particular specialist shoe design focused towards enhancing the wearer experience. This will require extensive background research to thoroughly understand the needs and preferences of the wearer as well as to better understand recent innovations in related footwear markets. Following on from this, various ideas and concepts will be generated and reviewed against the findings of the background research to generate a shortlist of next generation shoe concepts that can be prototyped for physical testing and evaluation.			

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Innovate UK

Results of Competition: Design Foundations Round 2

Competition Code: 1705_EE_DFR2

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Ziggy's Wish Limited	NRT Applied to Patient Adherence	£58,283	£40,798
Project description - provided by applicants			
<p>Ziggy's Wish is a Manchester-based company seeking to apply its unique behaviour-changing system, Narrative Resilience Technology (NRT), to the multi-billion-dollar problem of Patient Adherence. NRT combines narrative, psychology and technology in order to promote human agency around oftentimes difficult subject matter. We believe NRT has the potential to promote patients' adherence to long-term treatment programmes, and unlock a lasting, complementary solution for the multiple sectors currently struggling with this issue, including Industry, Government, Health, Academic, and Technology sectors. Over a six-month period of design, we will work with a range of experts to explore and subsequently identify a human-led, patient-centred and multi-sector-informed design solution that will not only speak to the patients, but also serve the needs of the multiple sectors operating in this market space.</p>			

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Competition Code: 1705_EE_DFR2

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Red Ochre Enterprises Limited	Retention and support for carers in work	£59,846	£41,892
Project description - provided by applicants			
<p>Carers UK estimates that there are currently 6.5 million carers in the UK, a figure that is on the rise. More than 4 million carers provide up to 19 hours of unpaid care and of these, more than 3 million are still in paid work. How to balance work and caring responsibilities is a major concern, particularly for middle to senior carers in work and their employers. In order to develop supportive offerings for carers in work, we wish to discover and define key opportunity areas for new product and service development in this domain. More specifically, we wish to discover and understand what those employees with caring responsibilities, their employers and the cared for consider to be effective coping strategies or solutions to those issues identified. At present our thinking is lead by personal experience or anecdote. Accordingly, a structured design process will allow us to assess the issues faced, prioritise those issues, consider possible solutions and prioritise those solutions. Red Ochre will sub-contract STBY, a design research specialist, to guide and coach us in this new design-driven approach. These need, customer type and concept direction outputs will serve to inform our next steps toward new product or service development to support and retain carers in work.</p>			

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Innovate UK

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Competition Code: 1705_EE_DFR2

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Knowledge Capital Limited	IRIS (Improving Recruitment, Interviewing and Selection)	£56,485	£39,540
Project description - provided by applicants			
<p>The way that UK business recruit and select staff is outdated and inefficient. By using technology to dramatically improve the process, we can solve the structural problems that contribute to an unequal system. Current recruitment practices, amongst other things, (i) discriminate against regional hiring by favouring geographic centralisation (in major cities) at a time when remote working is widely accepted, (ii) favours traditional working hours when flexible working should provide opportunities to skilled individuals requiring a different arrangement (disabled people, professional mothers) (iii) perpetuates biases built into the system leading to less diverse teams (unconscious bias), (iv) for SME's, lessen the cost of wrong hiring decisions - improved hiring and reduction in attrition benefits small businesses. The purpose of this project is to create a new solution driven by emerging technology (AI & chat bot) that is proven to be more effective at selection (structured assessments, online behavioural tests) but unless it retains a human element underpinned by good design, hiring managers are not going to be reluctant to 'outsource' human judgment to a machine.</p>			

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Innovate UK

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Competition Code: 1705_EE_DFR2

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
3ADAPT Limited	A low cost approach to define user centered experiential project requirements.	£45,742	£32,019
Project description - provided by applicants			
<p>This project aims to develop a low cost toolkit that helps inform project requirements to improve user experience, wellbeing and productivity. The approach combines user opinions on their current spaces and what improvements they would like to see with data on the environmental conditions of the spaces they occupy covering factors such as air quality, thermal comfort, lighting, acoustics, etc. The approach will identify opportunities to improve user experience and business outcomes through setting appropriate requirements for these environmental conditions. Through iterative development cycles, the intention is to reduce the cost of implementing the approach, so it is low enough to be undertaken quickly at the earliest design stages without significant 'upfront' client investment. Through the project we will explore the potential of being able to offer this to clients through a 'freemium' business model where they do not pay for the initial service. This could then be monetised through offering focused, context specific paid services based on user information and data on their environment. This would represent a radically different business model for the building design industry over-coming perceptions of the high cost of early stage user engagement and data collection.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Harworth Estates (Waverley Prince) Ltd	Developing Active Towns on Brownfield Land	£47,655	£28,593
Project description - provided by applicants			
Harworth Group plc (HG) (through its subsidiary Harworth Estates (Waverley Prince) Ltd) in conjunction with primary sub-contractor Sheffield Hallam University (SHU) will complete a project - known as Active Towns - to establish the design principles which will ensure that brownfield site regeneration projects are delivered in such a way, so as to maximise the resident population's ability and motivation to engage with physical activity, for the benefit of public health and the wellbeing of resident populations. The programme will be a demonstrator programme for the effective use of public open space to boost health & wellbeing outcomes on new developments of scale. It will also look to harness technology from Sheffield Hallam University for prototyping in order to boost participation rates - in line with the type of activity that local residents and workers are interested in seeing being developed at Waverley.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
MyPocketSkill Ltd	Applying Innovative User Centric Design to a Social Impact Digital Platform for Teens	£35,878	£25,115
Project description - provided by applicants			
<p>This project will apply human-centred design to explore the potential to grow and scale an online digital platform - a new way for teens to connect with local people for the purposes of earning money for doing simple jobs. The system connects users in a way no other social media platform does by having two types of profiles; buyer and seller and manages the interactions between the two safely and securely. We will apply an innovative approach to designing a digital platform, using human-centred design in the context of a digital platform to answer questions on how to connect teens safely and effectively to relevant tasks in their neighbourhoods, based on location, preferences and capabilities and what would attract more employers to the platform. We also want to user-test the feasibility of further unique innovations such as pairing of teen/parent profiles and being able to bid for live jobs on the platform. As well as growing the company profitably and creating opportunities for direct employment, the project will deliver value to the UK taxpayer by improving the skills and experience of young people - enhancing prospects for future employment, career decision-making, moving into higher education or setting up businesses of their own.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Healthcare Over Internet Protocol Community Interest Company	CyberPharma	£56,928	£56,928
Project description - provided by applicants			
Pharmacies are integral to community based care, trusted sources of health advice that relieve demand otherwise directed at GPs and A&E. Current adoption of continuously monitored telehealth will likely increase pressure for immediate and care, similar to the introduction of 111. There may be new role for the 'cyber' pharmacy, as part of the digital health services supply chain - and intermediating to manage demand as trusted digital health experts. The challenge is understanding people's attitudes, feelings towards this role for pharmacies. Early-stage design activities will provide insights to patient and pharmacist expectations and needs to build desirable services. Widely disseminated findings will assist business developing telehealth, making services more acceptable and deliver the consequent positive health outcomes without increasing strain in other parts of the health system. This project seeks to be able to build services from the 'human up' based on understanding of motivations rather than impose solutions from the 'technology down'.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Disabled Enabled Limited	Requirements Gathering & Scoping Project	£59,625	£35,775
Project description - provided by applicants			
Disabled Enabled Ltd (DisabledGo) have used an Innovate UK Design Foundations grant to explore how its services could be vastly improved before growing its 1m user base to 3m over the next 3 years.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
SH24 CIC	Genital dermatology - online diagnosis and treatment	£59,576	£41,703
Project description - provided by applicants			
<p>SH:24 makes it easier for people to access sexual and reproductive health services, whilst enabling NHS services to become more productive and cost efficient. Working in partnership with NHS Trusts we plan to research, test and develop a new remote clinical pathway which represents a new access point for the diagnosis and treatment of common genital dermatological conditions such as genital warts and genital herpes. Taking inspiration from the private sector, in and outside the UK, who offer online services for general dermatological conditions, we will work closely with NHS clinicians and prospective service users to develop and test assumptions around a remote, online model dedicated to genital dematology, which is: - clinically sound; endorsed by NHS clinicians - cost effective; to enable it to form part of a feasible and sustainable business offer to the NHS - embraced and highly valued by service users; functional, usable and desirable We hope to test and validate our assumptions to prove that the NHS can further save precious and valuable resource by adopting online services, whilst also improving access to services and improving the experience of service users.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Wired Sussex Limited	F-5G Toolkit - Using design led innovation to exploit 5G technologies.	£31,533	£22,073
Project description - provided by applicants			
Using design-led methods, Wired Sussex Ltd is creating an innovation toolkit to enable it to provide products & services to digital companies who want to take advantage of 5G and the new technologies that it enables. This toolkit will greatly enhance the services that Wired Sussex can provide, particularly to that part of its customer base which is involved in innovation beyond screen-based digital technologies. Once designed and tested, the toolkit will initially be utilised at a national 5G testbed for small businesses in Brighton.			

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Competition Code: 1705_EE_DFR2

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
NFC Helps Me Limited	Internet of Supporting Things	£59,675	£41,773
Project description - provided by applicants			
<p>The world isn't designed for people with additional needs, and a lack of accessibility means a lack of opportunity to be independent. NFC Helps Me Ltd was spun out of a 6-times outstanding special needs school and has created a user-led and commercially viable alternative to person-to-person support for those with learning disabilities. Smart IoT technology is used to link location to learning, which can empower individuals, increase autonomy and enhance employability. This project seeks to gain valuable customer insight into two new customer groups, those with dementia and acquired brain injury. How can we better understand barriers and enablers to independence? New ideas will be generated, plus a concrete delivery plan for both a minimum viable product and future development. We will make the world a more accessible place; help smash the stigma associated with ageing and disability; foster systemic change and create a replicable, sustainable model for assistive technology. We will work with Humanly, a human-centered research and design studio dedicated to social impact; and award-winning digital agency and software development house, BAM Mobile, who will lead on the development of hi-fi prototypes for user testing.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Future Piano Limited	Designing a Future Piano	£59,800	£41,860
Project description - provided by applicants			
<p>This project is looking at how the piano, a historic and iconic instrument, can be made to fit more appropriately into our modern lives. It seeks to retain the acoustic grand piano with all of its richness of sound and its impressive, monumental stance, whilst also making it a lighter, slimmer, space-saving instrument. We aim to radically rethink how a piano works and looks. The team is led by Sarah Nicolls, an innovative concert pianist with over 20 years' experience, playing around the world and working with composers to create new music. The human-centred design comes from Keech Design, a leading London-based design company led by Tristram Keech, former Design Director at Conran & Partners and David Keech, who was the first non-Japanese designer to join Yamaha's creative team in Hamamatsu, prior to which he was an Associate at Foster & Partners. The main aim of the project therefore is to shore up thinking on the basic idea, to examine how other users might need or redefine it, to look at the scope of re-design feeding in technical expertise where necessary, creating final visual and written reports and documents which can be used to create an investible business case going forward.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Snap Out Limited	Taking a human-centred design approach for new digital products for transport users	£51,813	£36,269
Project description - provided by applicants			
The aim of this project is to generate ideas and test assumptions for new digital products based on a combination of two existing product prototypes, using a user-led, human-centred design approach. Snap Out will use the 'double diamond' approach and human-centred design methods, to explore and test product ideas and explore market viability with potential customers and strategic partners. Snap Out has recognised potential benefits and opportunities from utilising a human-centred approach to the design of its digital products. This project provides Snap Out with the opportunity to better align its new products with the needs of the target market in a structured approach.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Walk With Path Limited	Understanding running injuries	£56,688	£39,682
Project description - provided by applicants			
Walk with Path are experts in reducing the risk of falling for people using our award-winning knowledge of gait, mobility and insole technology. Since inception, we have focused on mobility challenges caused by ageing and serious diseases such as diabetes, Parkinson's and Multiple Sclerosis. Now we aim to open up our thinking and explore how we can help prevent, treat and rehabilitate treat sports-related injuries, particularly running.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Immaterial Labs Ltd	Monolithic metal-organic frameworks	£57,505	£40,254
Project description - provided by applicants			
Immaterial Labs Ltd is a spinout from the University of Cambridge. They design and manufacture porous nano-materials called metal-organic frameworks (MOFs) for applications in gas storage, gas separation, and catalysis. These materials soak up gases much like a sponge soaks up water. IMM have developed a technology for producing mechanically and chemically robust MOF pellets - attributes that are essential for end-applications. This project will develop a commercial strategy for the exploitation of Immaterial's technology, and involves Rapid Innovation Group as subcontractors.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
SafetyNet Technologies Limited	Bright Fish	£58,636	£41,045
Project description - provided by applicants			
Service design project to create the best possible service through which to provide commercial fishing crews with technology to dramatically increase their gear selectivity.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Mindfulness Everywhere Ltd	Future Mindfulness	£40,048	£27,059
Project description - provided by applicants			
<p>As evidenced by the rising profile of mindfulness and meditation, the last few years has seen a growing interest in products and experiences which support wellbeing. Despite this growth, the marketplace for physical fitness-based products far outweighs that of mental fitness. Through deep customer insight, prototyping and co-design, this project will identify high-value opportunities for new wellbeing products which learn from the domain of fitness and exercise. Led by Mindfulness Everywhere, the makers of one of the world's most popular mindfulness apps, the project will explore both digital and blended digital/physical solutions with the ambition to define, in detail, product opportunities which are accessible and attractive to real people. Just as important to the products articulated will be the project process itself and therefore emphasis will also be given to capacity building so that as Mindfulness Everywhere continues to grow, design-led innovation can be part of not only product development but everything it does.</p>			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Karen Fardell & Associates Ltd	Future Proof	£55,025	£38,515
Project description - provided by applicants			
<p>The space we live in affects our health and well being. Our homes are also our biggest asset but much of our housing stock is neither energy efficient nor suitable for the requirements of our growing ageing population. What if Britain's biggest home owners could be supported to upgrade their homes so that they could stay safe and independent in their own homes for longer? We cannot rely on new build alone. Only 1% of our existing housing stock is replaced per annum and to solve the problem we need to make at least one home improvement a minute. According to Age UK (2017) 99% of people in residential care are 65yrs+. If residential care costs is around £39,300pa and the average home is worth £232,530 (National House Price Index, 2017) more families will be forced to support the long term care of their elderly relatives. Britain's homeowners spend £27.2 billion on home improvements every year yet the process is financially risky and often stressful because it requires important decisions that need to be made quickly and often without adequate knowledge. This project will support stakeholders in the home improvement sector to future proof their homes against their changing future needs.</p>			

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Innovate UK

Results of Competition: Design Foundations Round 2

Competition Code: 1705_EE_DFR2

Total available funding is up to £3.25M across 3 phases

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
The Audience Agency Services Limited	Services for data haters: from audience insight to decision support	£59,968	£41,978
Project description - provided by applicants			
The Audience Agency offers state-of-the-art solutions for understanding audiences for cultural events, with large datasets aggregated from arts organisations across the UK. But our research shows that most customers lack the skills to make best use of this. A typical comment: 'oel should be doing more with the data you give me access to, but don't have the time to learn how - I just need to get straight to the answers. Our project will engage with staff in arts organisations across the country to understand their needs and ways of working around data, then work iteratively and collaboratively to co-design and test a range of possible new approaches & solutions that can make Audience Agency datasets more accessible and actionable. We will seek to understand what is most valuable to the sector and create a roadmap for developing it. This project will lay the groundwork for transforming how the cultural sector engages with and uses data.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Luuvo Limited	Innovations in carry-on luggage	£98,000	£68,600
Project description - provided by applicants			
There appears to be a growing trend to use 'carry-on' luggage in preference to 'hold' luggage wherever possible. Increasingly flights are offering travellers the possibility for putting carry-on's into the hold for no charge as the overhead lockers can't cope with the demand. From observation, flights in or to the U.S. seem to have 'enlarged' carry-on luggage! International size requirements need to be researched The reason is likely to be faster speed of exit from final destination airport plus possibility of lost luggage when contents are essential for immediate use. It appears that most carry-on luggage tends to be a miniaturised version of hold luggage but some crucial parts of the user journey are very different "" suggesting that the optimal solution should also be very different. If the final solution looked and behaved differently to existing carry-on luggage, product differentiation would be more easily achieved.			

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