

Courage-Blood Monitor Healthcare for Kids

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Keywords: Smart device, Well-being for kids, Design for health, Human-centered design

This is a blood pressure measuring device designed specifically for children, from its appearance to the user experience. During use, the cuff is inflated and the pressure gradually increases, while a one-way air valve on the cuff inflates a beautiful star. Children are curious and fearful of this medical process, which is symbolized as receiving a trophy, greatly reducing their fear of medical experiences. After bravely completing this “war,” the children will receive a small star wand as a prize. This work won the 2023-INTERNATIONAL DESIGN EXCELLENCE AWARDS.



Image 1. Child-Centric Design: The Courage-Blood Monitor Healthcare for Kids prioritizes the needs and comfort of children in its design. From the appearance to the user experience, every aspect is tailored to make the process less intimidating and more engaging for young users.



Image 2. Holistic Approach to Healthcare: Beyond simply measuring blood pressure, the Courage-Blood Monitor Healthcare for Kids takes a holistic approach to pediatric healthcare by addressing the emotional needs of young patients. By making medical experiences less daunting and more rewarding, it fosters a positive attitude towards healthcare from a young age.



Image 3. Positive Reinforcement: Upon completion of the measurement, children are rewarded with a trophy, further reinforcing their courage and making them feel proud of their accomplishment. This positive reinforcement enhances their confidence and willingness to undergo future medical procedures.



Image 4. Symbolic Representation of Courage: The inflation of the star serves as a symbolic representation of the child's bravery during the blood pressure measurement. By associating the process with the concept of bravery and accomplishment, it helps alleviate fear and anxiety commonly associated with medical procedures.



Image 5. Engaging Prize: To further incentivize participation and bravery, children receive a small star wand as a prize. This not only serves as a tangible reward but also adds an element of fun and excitement to the experience, encouraging children to view medical procedures in a more positive light.



Image 6. Interactive Visual Feedback: One of the key highlights is the incorporation of an interactive visual feedback system. As the cuff inflates, a beautiful star inflates alongside, providing a captivating and reassuring visual cue for the child, transforming what could be a scary medical procedure into a magical experience.