

DELLTechnologies/Forum

REAL TRANSFORMATION
DESIGNATHON
Powered by Dell Precision

THEME

*In the spirit of Dell Technologies Forum 2019 –
Enabling **Real Transformation**,
introducing..*

“SMARTER BY DESIGN”

*Technology is fast demolishing all existing constraints of form, function & aesthetic,
across creative processes and pursuits.*

Designers, enabled by cutting-edge design technology, can now design..

Intelligent
(Spatial Design)

*Spaces that are more
intelligent, in their
construction and usage.*

Intuitive
(Product Design)

*Products that are highly
intuitive, in their
interactivity and purpose.*

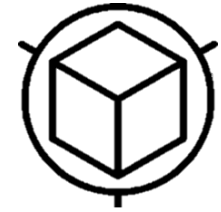
Immersive
(Motion Design)

*Content that is more
immersive, in its
experience and intent.*



THE CONTEST BRIEFS

The domain specific challenges to enable tech driven design transformation..



PRODUCT DESIGN

Design a smart product for home or work space usage, which addresses a key pain point or creates an innovative user experience for the end user.

- Identify the target audience of your solution
- Elaborate on how the proposed design concept is smarter by design and will work to deliver the intended benefits to the target audience.

Expected output:

- 3D renders of your design, presented in a self running power-point presentation (.ppx format).
- Clearly indicate,
 - The target audience and its problem statement
 - The design concept
 - How is the concept smarter by design?



SAMPLE OUTPUT

A smart, painless solution, that uses body sensors to provide real time glucose result.

<https://youtu.be/y8YVGYvvino>