

# Flecker Challenge

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PDT Challenge Edition

(with thanks to Seymour Powell.com)





# Introduction

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Design is about making things better for people, business, and the world.





# THE BRIEF

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TAKING A BREAK:  
REIMAGINE THE TEA BREAK

DESIGN IS ABOUT MAKING THINGS  
BETTER FOR PEOPLE, BUSINESS,  
AND THE WORLD.





# THE BRIEF

Come up with ideas on the theme of taking a break

Whether that's better for people, business or better for the world.

This could be digital or physical, a new product experience, service or system





# Innovation

Innovation is all about solving real human problems to improve user experiences. These human problems are best discovered through first-hand observation. What are the right questions to ask someone taking a break to find out this information?

With more and more opportunities to take customer experiences to new heights with developments in packaging and product formats, what are some new areas we can explore to take break-time to a totally new dimension?





# Influence

Product interfaces can serve not only to present valuable information but also to encourage positive behaviours during breaks, promoting more impactful use of time, whether to enhance efficiency or facilitate personal time. What other roles can interfaces play and how can they add an extra dimension or enhance the overall experience of time?





# User Experience

Maybe it's not just about making a cup of tea or coffee. It's about the entire journey and the relationship users have with a brand. Nespresso, for instance, offers both products and experiences through its business model, supplying coffee through to snacks. How can we see the broader picture to develop a service that enriches the overall break experience?





# Technology

Bringing technology to create immersive experience can engage our sense and unleash our creativity in ways previously unimaginable. It is phenomenal how people get influence by the surrounding environment. Would we be able to enhance our break time experience by having ability to control and design?





# Foresight and Futures

It might not tell us the future but allow us to be aware of emerging trends and behaviour. Perhaps, enjoying a tea break in the space could be our potential future.





# Submission

email to: [ddevans@deanclose.org.uk](mailto:ddevans@deanclose.org.uk)

Submission can be in any media, but you may want to submit the following

## **2 A3 sheets or PowerPoint slides:**

Sheet 1

The challenge or opportunity you identified

Your research

Your thinking

Some work in progress

How your ideas developed





# Submission

email to: [ddevans@deanclose.org.uk](mailto:ddevans@deanclose.org.uk)

Sheet 2

A photo of a model

A photo of a prototype

A drawing or diagram

A visual or render

A story board

All types of media will be accepted such as video, Audio, digital or more traditional design media.

See Mrs Davis for more info...





Good Luck!

Submission  
2 x A3 Sheets

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