



Our Mission & Purpose

Mission

Design a tote bag with thoughtfulness that gives patients a sense of security and love. A tote bag that provides space for essential necessities that patients will have easy access to while providing them with happy moments and encouragement.

Purpose

Create a tote bag that reminds patients they are loved, not alone in their fight, and assure them that they're being thought of through the process.



Gain Empathy

Method 1

- Interviews with a cancer patient and a doctor

Goal:

- Interviews:
 - Allowed us to gain insight into the struggles and lifestyle of a cancer patient. This gave us a deeper connection with the interviewee to help them feel heard and interpret how they are processing the whole situation.
 - The doctor allowed us to get a second hand perspective of someone who deals with patients on the daily and how they empathize with them.

Method 2

- Observations of youtube vloggers with cancer

Goal:

- Observations:
 - Enable us to clearly observe how someone with cancer is doing versus saying. We can observe what is most essential to them on their hospital visits.
 - Also, we were able to observe the lifestyle they have and what brings them joy. These observations help to create a tote bag that isn't just useful , but brings joy to them.



Ideation Phase

Process:

- Divide the work amongst the group.
 - ◆ Roles: observer, interviewer, designer, and task keeper
- Find and interview a cancer patient and doctor.
- Watch a substantial vlog showcasing someone's lifestyle with cancer.
- Aggregate interview and observation notes to find common themes.
- Incorporate information into tote design.
- Create a prototype as a group.



Design Objectives

- Eco-friendly, washable, reduces spread of bacteria, and doesn't cause further illness in patients.
- Promotes awareness about lymphoma and leukemia.
- Reusable and washable.
- Unisex: interchangeable tote and backpack
- Lightweight, but high quality to easily maneuver with secure longevity.
- Places specifically for photos, drink, snack, and medication .
- Multiple pockets.
- Make patient feel thought of by others.



Key Observations:

- Healthy lifestyle: eating habits
- Entertainment: reading, watch shows
 - Stay connected with family
- Visit happy memories/ keep mind off of chemo
 - Constantly stay hydrated
 - Carry medications
- Need a blanket or jacket for chills as an effect of chemo
- Prefer lightweight items to bring, but also want everything they need to be comfortable while in chemotherapy
 - Journaling and yoga, calming activities
 - Reflective

Conclusions:

- ★ Healthier lifestyle habits keep them in their best shape despite the cancer
- ★ Distractions keep them from falling into deep depression or loneliness
- ★ Supportive family and friends are essential
- ★ They want to be heard, treated normal, and not just be seen as another cancer patient
- ★ Hydration is so necessary, especially with the chemo effects
- ★ Stay in touch with their feelings to stay alert to how they're feeling

Group Final Video: Design Prototype



<https://m.youtube.com/watch?v=BQjcluODf0c>