Harvesting health

Design a product, system or service which uses sustainable food and farming to help improve people's health or wellbeing

RSA STUDENT DESIGN AWARDS 2018/19 – TUTOR BRIEFING

HARVESTING HEALTH

Charlie Rohan

Senior Director, User Centred Design

NCR in Context
Some numbers

- Since **1884** when John H. Patterson purchased the National Manufacturing Company right up to today, NCR has been at the forefront of innovation in consumer facing technologies

- By **1900**, NCR boasted that its sales force extended from Norway and Alaska to New Zealand and China, with nearly **1,000** agents in more than **270** offices.

- Today, over **700** million transactions per day are completed on NCR solutions. Most are self-service.

134

YEARS
young

A presence in
180

countries
around
the world

Over
700M

TRANSACTIONS
every day around
the world

Financial | Retail | Hospitality | Travel | Telecom & Technology | Small Business

VISION:

Lead how
the world **connects,
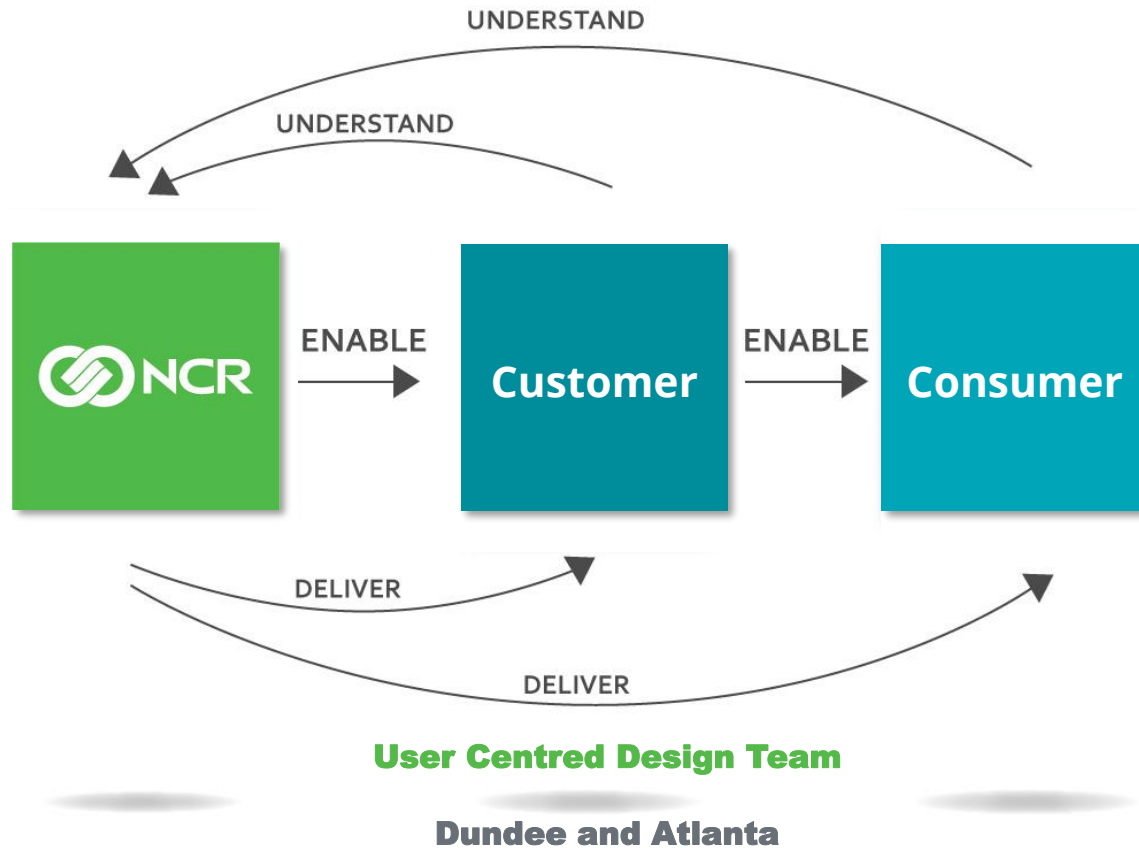interacts** and
**transacts with
business.**

MISSION:

Partner with our
customers to lead the
next generation of
**consumer
experience
innovation** and
productivity gains.

PURPOSE:

We power
iNCRedible
experiences
that make
life easier.

UNDERSTAND

UNDERSTAND

NCR → ENABLE → **Customer** → ENABLE → **Consumer**

DELIVER

DELIVER

User Centred Design Team

Dundee and Atlanta

Usability – Accessibility – Industrial Design – Interaction Design – User Interface Design
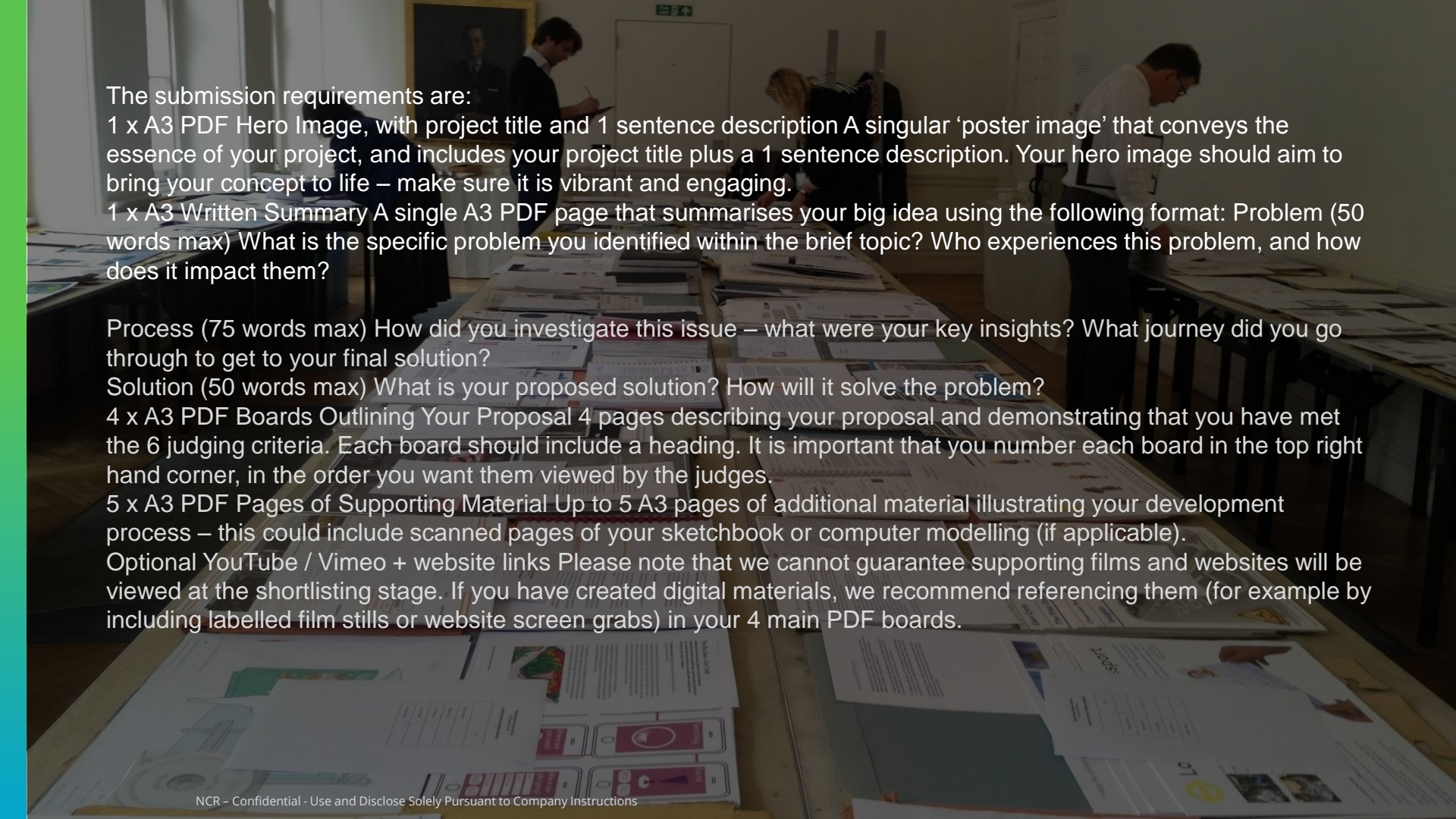
NCR and the RSA
… and me and the RSA

- 1980, student entry as 3rd year student studying industrial design

- 2003-2012, annual sponsorship with 12 week paid internship as award

- 2016, returned to annual sponsorship

- We work with great people, get great interns and support the next generation of designers.

2003

2010

2017
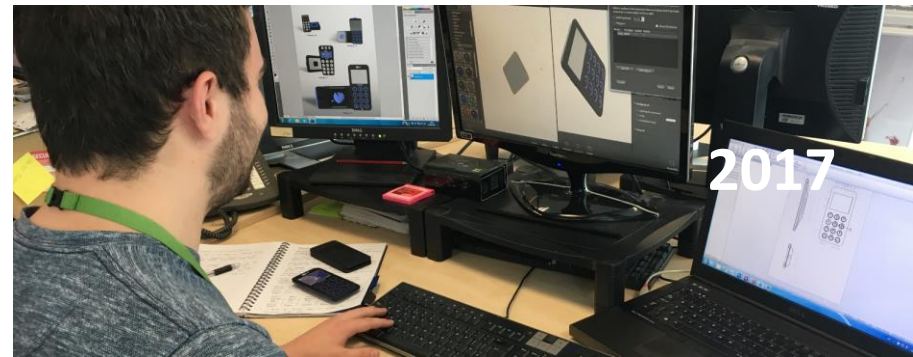
Judging - Reality

The submission requirements are:

1 x A3 PDF Hero Image, with project title and 1 sentence description A singular 'poster image' that conveys the essence of your project, and includes your project title plus a 1 sentence description. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.

1 x A3 Written Summary A single A3 PDF page that summarises your big idea using the following format: Problem (50 words max) What is the specific problem you identified within the brief topic? Who experiences this problem, and how does it impact them?

Process (75 words max) How did you investigate this issue – what were your key insights? What journey did you go through to get to your final solution?

Solution (50 words max) What is your proposed solution? How will it solve the problem?

4 x A3 PDF Boards Outlining Your Proposal 4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. It is important that you number each board in the top right hand corner, in the order you want them viewed by the judges.

5 x A3 PDF Pages of Supporting Material Up to 5 A3 pages of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling (if applicable).

Optional YouTube / Vimeo + website links Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards.

Judging Criteria

1 Social and environmental benefit
2 Research and insights
3 Design thinking
4 Commercial awareness
5 Execution
6 Magic

Photograph from Dundee Design Festival 2016
Image: Alan Richardson

What Do Winners Get Out Of The NCR Placement?

"During this time I had the opportunity to do tremendously exciting design work that was a huge leap forward from my studies." Douglas Maitland (Intern:2005). Digital Product & Service Design, Co-founder at Cogworx

"The biggest impact the internship had on me is the fact it totally altered my preconceptions of the path my career could take after completing a graphic design degree." Richard Turnbull (Intern: 2006). Marketing & Communications Manager at UNW LLP

"There are many defining moments in your career, and for me the internship with NCR is one of those." Chris Holden (Intern: 2008). Founder & Creative Director, AJOTO

"It also helped me shadow and learn off others, discussing career routes and options for specializing as a designer further down the line." Matt Ward (Intern: 2009). Visual Merchandising Designer at Forevermark

"To this day I still take great pride in the work that I produced whilst at NCR in such a short space of time and working in a sector that was unfamiliar to me, something that I couldn't have done without the help of my fellow colleagues". James Pickup (Intern: 2012). CAD & Visualisation Designer at Jaguar Land Rover

"Overall a fantastic experience designing within a multinational business and working with a great group of people." Andrew Flynn (Intern (not RSA) 2014. Industrial Designer - Personal Care, Dyson

"Joining NCR has given me the opportunity to put what I learned in University into practice, while participating in a live brief. From SolidWorks to Photoshop I have tested my skills in many different programs and gained experience that will definitely help shape me as a designer in the future." James Burnside (Intern: 2017)

Emily George
Winner 2017/18

"Winning the RSA Awards allowed me to develop design skills and also my professional social interaction. From the shortlisting procedure where I presented my idea to a panel of industry judges, to the winning experience of the Awards Ceremony. The ceremony stands out from other student design awards, since the experience allows for a workshop style networking experience with professionals in the industry and the other RSA winners. This leads to where I am now, interning with the UCD team within NCR. I participate as a member of the team. This has been beneficial for my learning, working with designers from different design backgrounds. Ultimately this whole experience has opened my eyes to a broader design thinking approach, allowing me to grow both as a person and a designer."

UK's only UNESCO City of Design

"One of the top 12 places to live in Britain, Scotland's new capital of cool"
Sunday Times

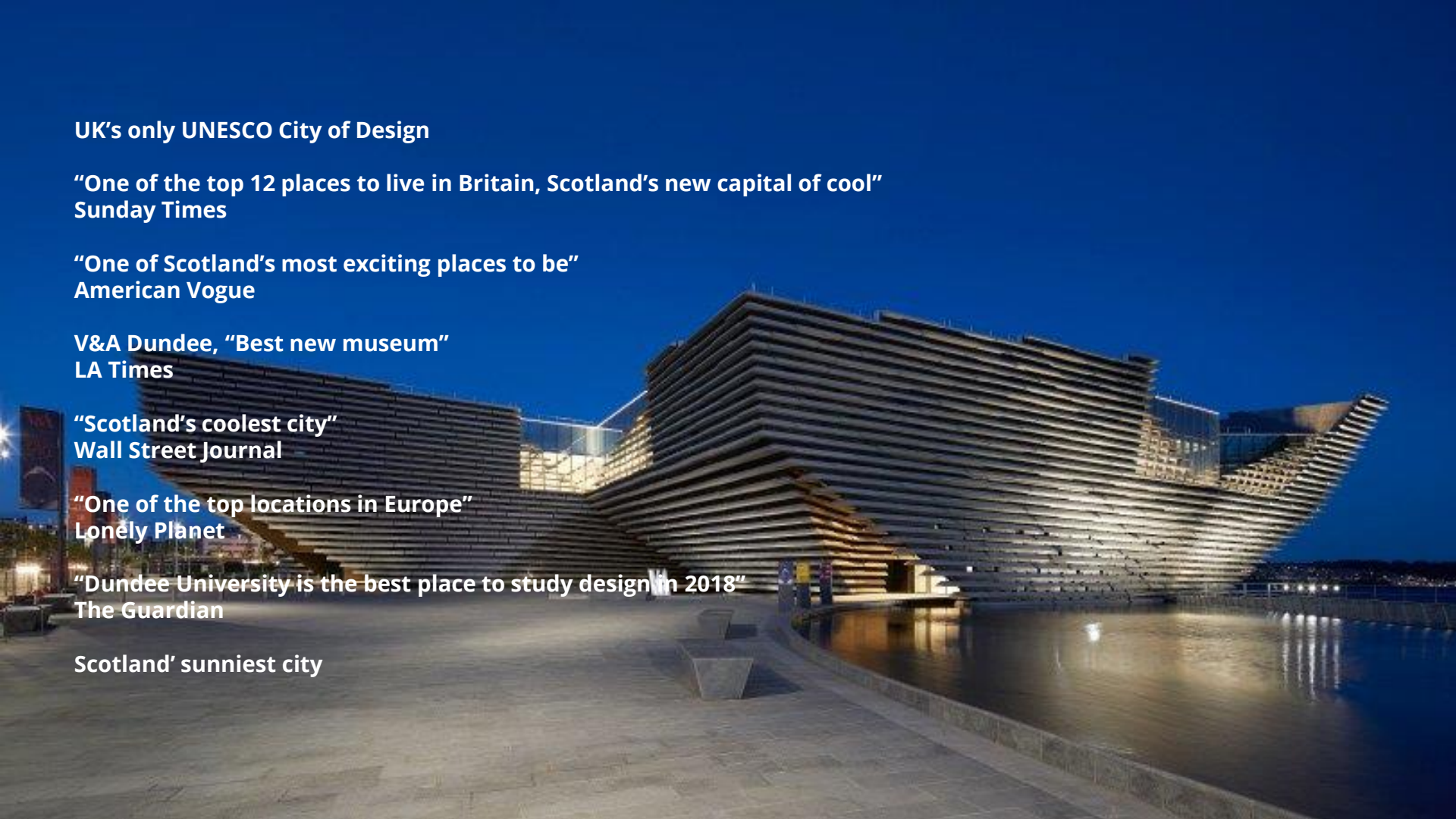"One of Scotland's most exciting places to be"
American Vogue

V&A Dundee, "Best new museum"
LA Times

"Scotland's coolest city"
Wall Street Journal

"One of the top locations in Europe"
Lonely Planet

"Dundee University is the best place to study design in 2018"
The Guardian

Scotland' sunniest city

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