

12. Sponsor: Unilever

Challenge

Design an app that helps to improve hygiene for people in low income areas by addressing frugal solutions. The app should help people understand ways in which they can attain optimal hygiene in their daily lives (e.g. boiling water, pollution, vaccines, etc).

Background

Poor hygiene, lack of safe drinking water and poor sanitation are the cause of millions of preventable deaths each year. By 2020, Unilever aims to help more than a billion people to improve their hygiene habits. Simply increasing household cleaning, hygiene and sanitation can make a big difference to peoples' quality of life. This brief asks you to focus on these issues, but to be adventurous in your thinking.

Considerations

- The wider environmental impact of your concept
- How your proposed solution fits within 'circular economy' thinking
- Understand local peoples' needs as best you can in order to propose a solution that will work in your chosen locality. You could choose a country and start there, or identify a specific low income market.

The following would all be viable responses:

- A service that establishes hygienic habits incidentally
- A service that provides something useful to customers and helps them improve their hygiene
- A consumer product that changes the way people behave
- An everyday activity or event people can take part in

Target audience

The audience is global. You are addressing low income people and/or families. Within that, target your user group and profile them accordingly. Hygiene is a sensitive topic for many people, make sure not to be offensive or preachy.

Further information on sponsor

Unilever

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