

BIOMARKER

Tom Bueno, Jacob Horowitz, Adam Kassir, Martin Mensch, Christopher Naegle | Design in Management – Richard Buchanan, Kipum Lee, Michael Goldberg | Case Western Reserve University

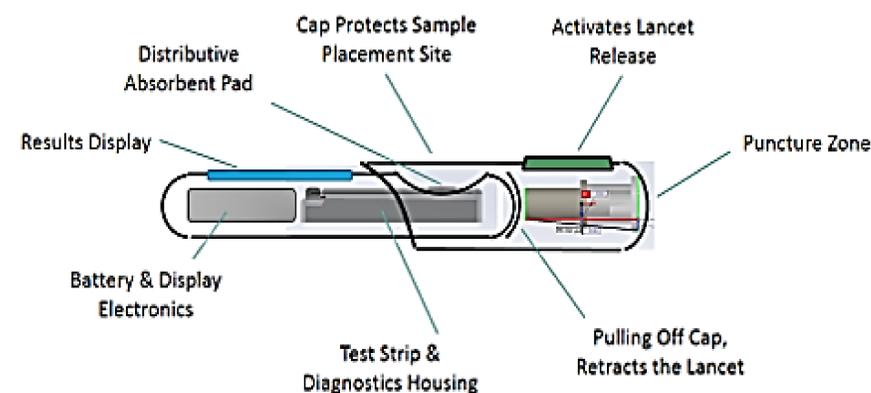
Problem Statement

Prostate cancer is the most common form of cancer in men over the age of 50. Early detection and treatment are vital to the survival of individuals who contract prostate cancer, yet current screening methods are only 60% accurate with many false positives. The biomarker technology developed by Dr. C.C. Liu provides an accurate, fast, and non-invasive method for detecting prostate cancer but needs to be commercialized and developed as a consumer product.

Insights

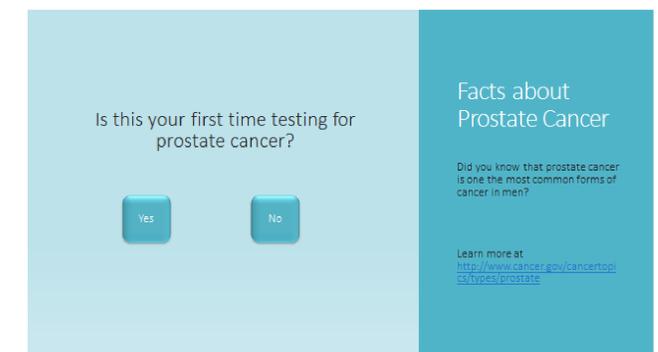
- If you can develop a low-cost, accurate screening system for prostate cancer that can easily be used at home you can increase the rate of testing and early detection.
- The biggest difficulty in design is incorporating the emotional context of the test, particularly a positive result, into the system as a whole. If you can reduce the emotional impact and provide guidance on next steps, individuals will be more likely to use the test

Device Layout

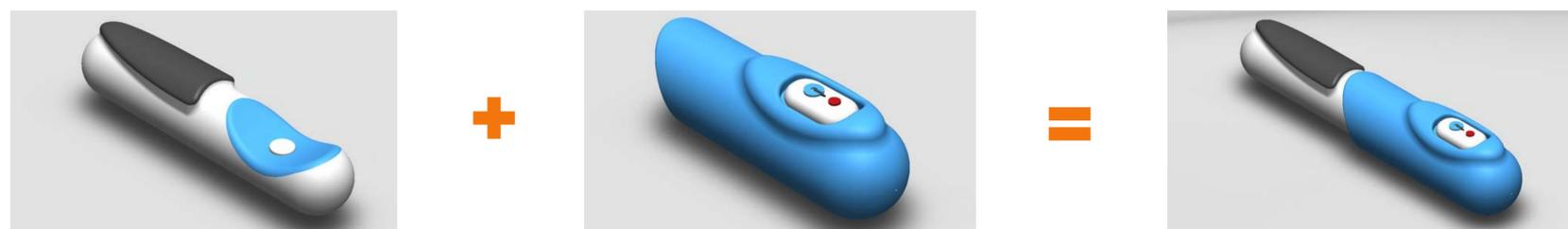


User-Focused Design

- Tempered emotional response using words instead of symbols
- Preliminary positive result leads user to website that will assist the user in next steps including:
 - Identifying local physicians if the user does not already have one
 - Providing additional information on prostate cancer



Prototype Design



Packaging

