My name is Caroline Del Vecchio, and I am a senior in Industrial Design at MassArt. As a designer, I thrive on the research and data gathering elements of any project. I love the process of tackling a problem, gaining insight from users, and brainstorming solutions that will not only fix the problem, but also impact the users’ lives in a positive way. I believe that the design projects I have included for my Lam Prize submission, demonstrate creative and innovative solutions for these human-centered design challenges.

The Digital Recipe Box is a digital and physical solution to storing, organizing, and sharing recipes with family and friends. Through research, I found that different generations have their own methods of saving and sharing recipes, that each have their own pros and cons. The Digital Recipe Box combines elements of recipe storage from multiple generations to create a solution that preserves recipes and makes passing them on easier. The digital screen display allows for the user to easily share, look-up, and follow the steps to make their favorite meals, and the physical storage compartment, allows users to preserve and keep close any handwritten or nostalgic recipes.

The Cordfolio was designed based on the observation that people are always on-the-go and typically do not go anywhere without a device. After speaking with people, I was able to identify that the major pain points of bringing devices on-the-go were the battery life of the device, cord organization, and access to a power source. The Cordfolio is a portable hub for device charging. The Cordfolio has a power strip running through the center for users to plug multiple cables in at the same time, and hooks and pockets on the interior side panels for proper and efficient cable storage. The entire Cordfolio goes into the wall using a plug located on the exterior spine of the unit, to charge multiple devices at once without removing any cords. PWR House is a brand that was designed and developed around the Cordfolio being its flagship product, with the overall goal to create a brand that solves the problems that users face when traveling with technology.

Collaborative Storytime was a short term project that allowed me to ideate way to create a collaborative storytelling experience for millennial parents and their
children. The initial concepts evolved into the idea of a Storytime Blanket that provided an open format with slight suggestions so that parents and children could create stories together using the blanket as a backdrop for the story that they create. The blanket concepts allow the user to use provided objects or their own toys and things from their bedroom as characters and props in the story, to push creativity and because children ages 0-3 develop a better understanding of things when they have tangible items to hold while learning about them.

Toddy is an existing brand that designed an innovative cold brew coffee maker. For this project, I took inspiration from Toddy's visual brand language to expand their product line and resolve some issues that users were having with the product currently on the market. After speaking with users, I was able to identify that a major pain point in Toddy's current model was the fact that is produced too much cold brew for a single person to go through in the time that the coffee would stay fresh. I designed a portable, single-user cold brew solution to accommodate these needs, and modified the system to make the product easier to use overall.

Globally, there is an estimated minimum of 190,900 premature deaths caused by drugs. The Harp Band was designed as a way to help opioid addicts begin and maintain their recovery process. It is smart band that attaches to an apple watch face. The band contains a heart rate sensor, temperature sensor, and accelerometer that work together, along with the Harp Band app, to aid in the recovery process. The band monitors the users temperature and heart rate to be able to detect a potential relapse, and notify the users sponsor that they may be struggling or need to talk.
Artwork