

DART 491 | Discursive Design Research I  
Roxanne Desrosiers Celeste Nakai Véronique Pelletier

# REVOLUTION REBOOT

**/ MATERIAL**  
**/ INTERACTION SCENARIO**  
**/ DESIGN AESTHETIC**

## / NAME & BRAND

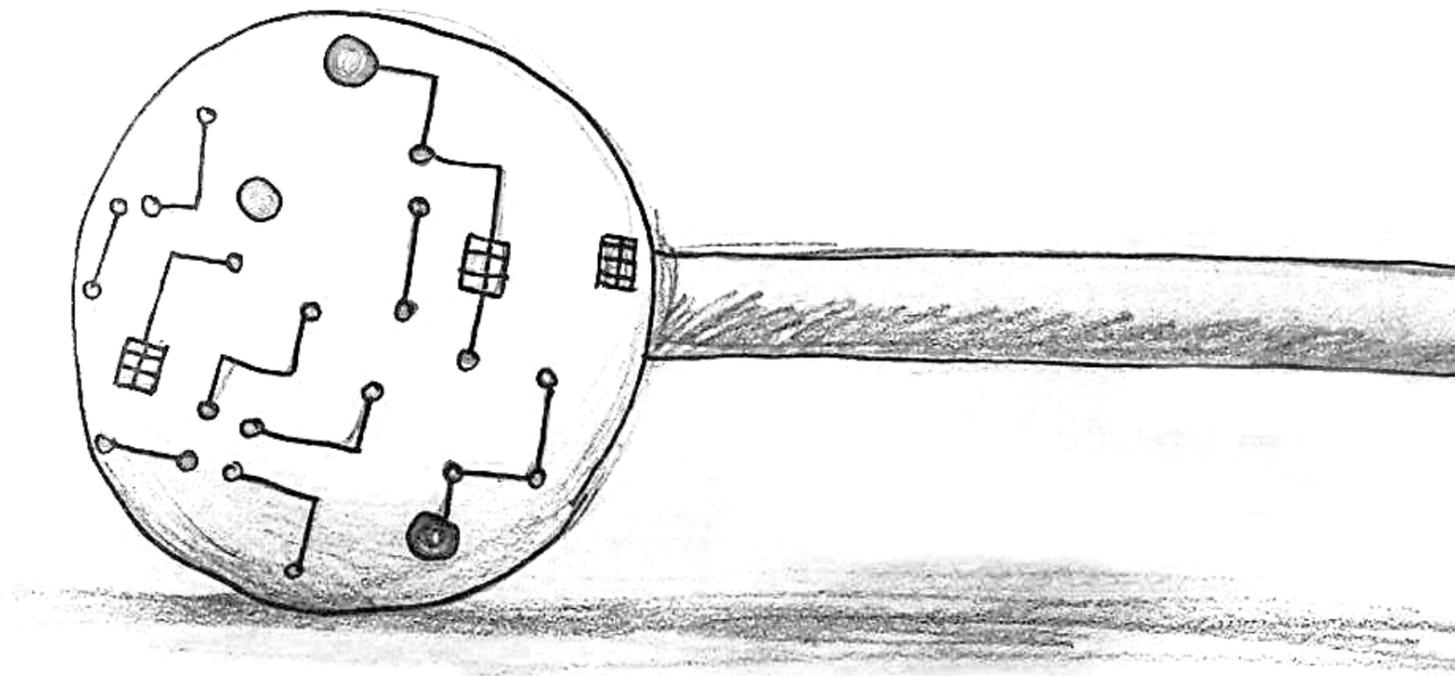
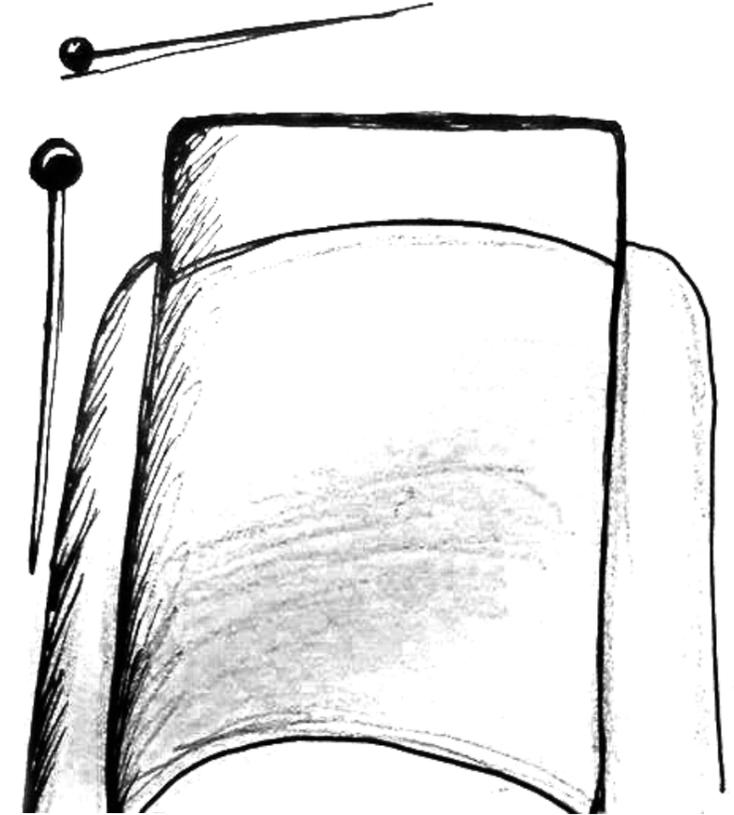
Pin Your Memory

## / EXTREME CONTEXT

People (not just elderly) cannot remember anything on their own anymore.

## / TARGET AUDIENCE

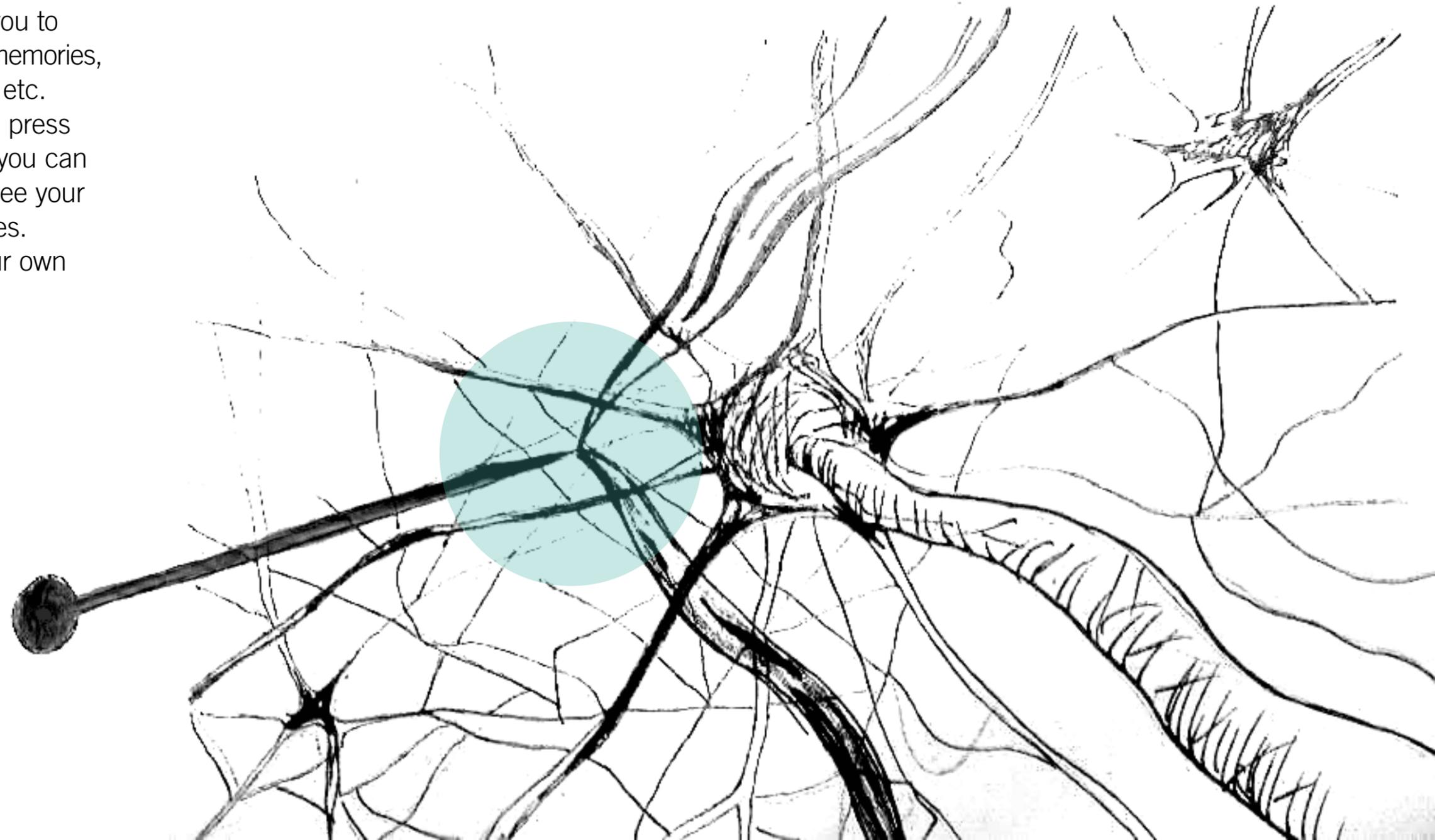
Our device is installed on newborns and works throughout their entire life, since in our extreme scenario people of all ages behave as if they were from Alzheimer's disease and dementia. Their memory is impaired; however, their natural instincts and judgement are still intact.



## / HOW DOES OUR DEVICE WORK?

Our device is a micro ship that is inserted behind the ear of a newborn right after they are born. This device records and categorizes your memories in order to be able to remember and be reminded of the important events of your life.

Different categories are available for you to watch: work related memories, family memories, friends memories, travel memories, etc. It is controlled by touch, so when you press behind your ear with the right finger, you can then close your eyes and be able to see your memories, as if you were at the movies. The memories are obviously from your own point of view.





## **/ WHY IS OUR DEVICE USEFUL & REVOLUTIONARY?**

Our device is useful and revolutionary because since the population is aging, Alzheimer's disease and dementia are the illnesses that older people are going to be faced with the most. We thought it was of utmost importance to create something to help them and also help the families and loved ones that also have to deal with the disease. Alzheimer's disease does not hurt the person physically per se, but it certainly is difficult to deal with and accept with the family members. It is heartbreaking to go visit a loved one that cannot remember who you are, even if they really are trying to. We basically want to facilitate the memories and help people who are suffering from this illness to be able to remember for a little longer.

This is the situation today, but our population is getting older and older. So, it is not as far-fetched as one could think to imagine a society where everybody (not just the elderly) has memory problems. Regardless of diseases, memory problems could increase considerably over time if we take into account the fact that people are less inclined to remember information. In fact, our society is relying a lot on technology, using devices as a kind of platform to store valuable information instead of storing it in our heads. Therefore, in this situation pushed to the extreme, our pin would replace these devices and act directly on the human brain.