



OHROPEUT

Your smart ear protector

TEEN HEARING: DANGER AHEAD

Most teens are engaged in dangerous listening habits

NEARLY HALF

of teens showing potential signs of hearing loss

46%

(ringing, roaring, buzzing or pain)

1 in 6 teens have symptoms often or all the time

(about 5 students in the average classroom)

Breakdown of teens with at least one symptom, often or all the time

12%
age 13-14

19%
age 15-17

17%
age 18-19

Risky Habits

Teens know there are risks and are still leaving their hearing unprotected

88%

Nearly 9 in 10 teens engage in at least one risky hearing behavior

81%

Listen to loud music with earphones

21%

use mowers & other loud tools

16%

use noisy powered toys

by Siemens Hearing Instruments



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TARGET GROUP

commuters
construction workers
office workers
people with sleeping disorders



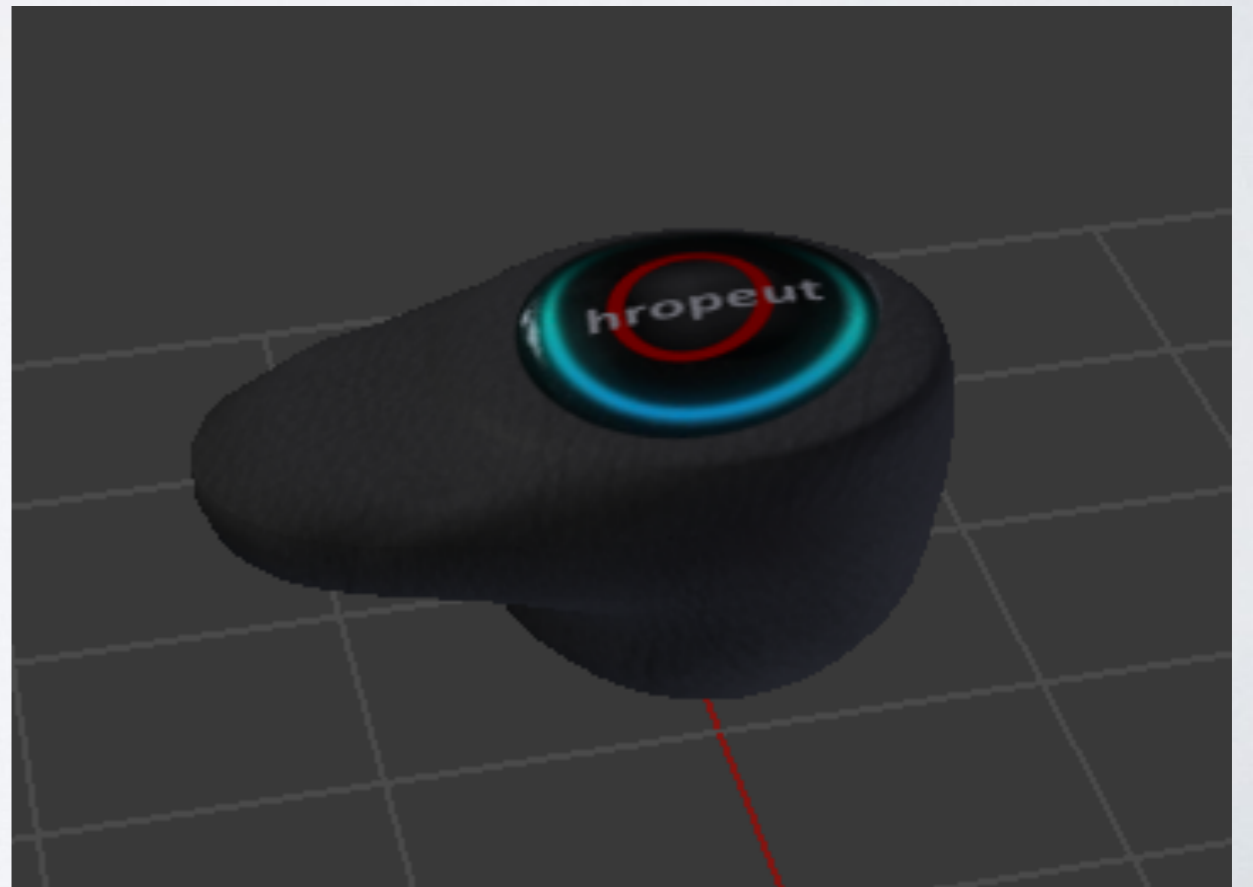
PRODUCT BENEFITS

block out noise
let in specific sounds
listen to your own music
alarm



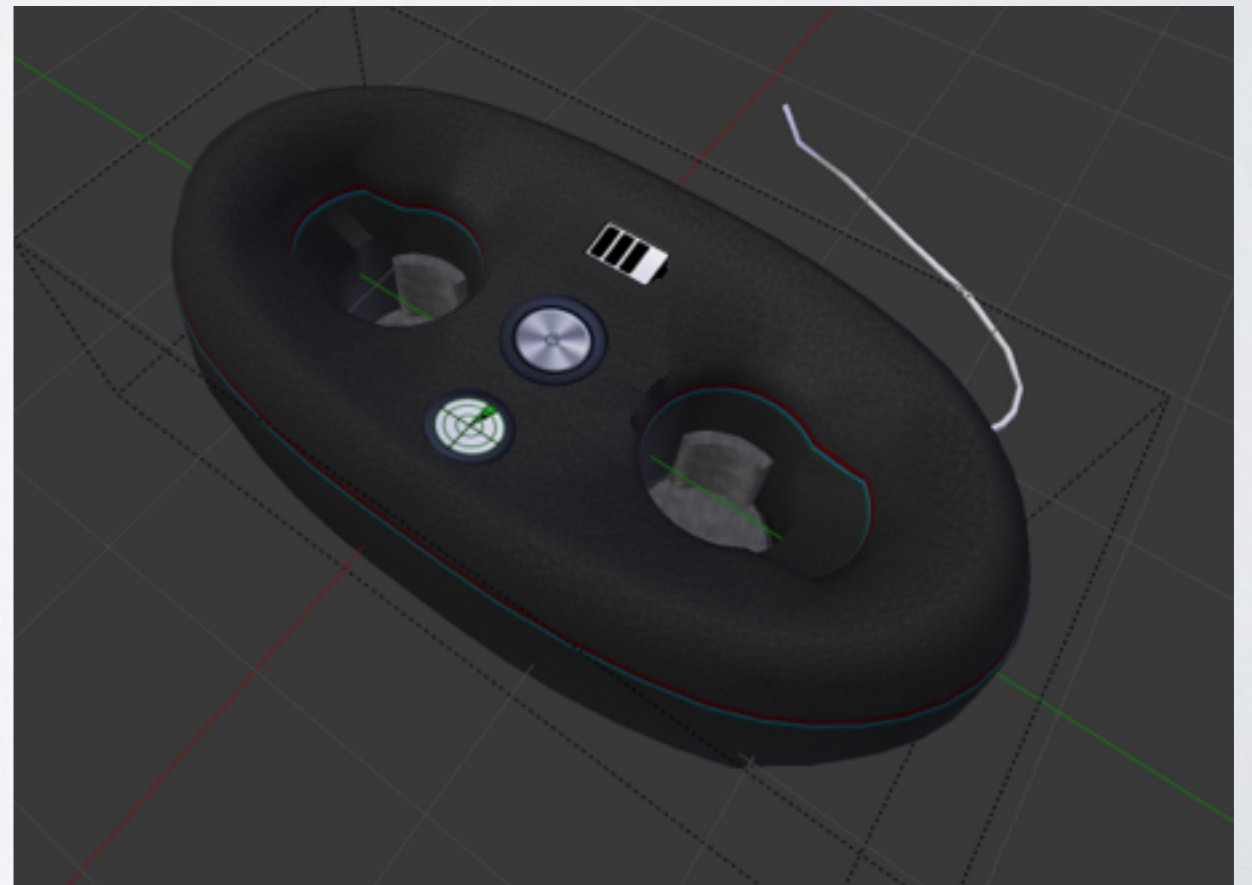
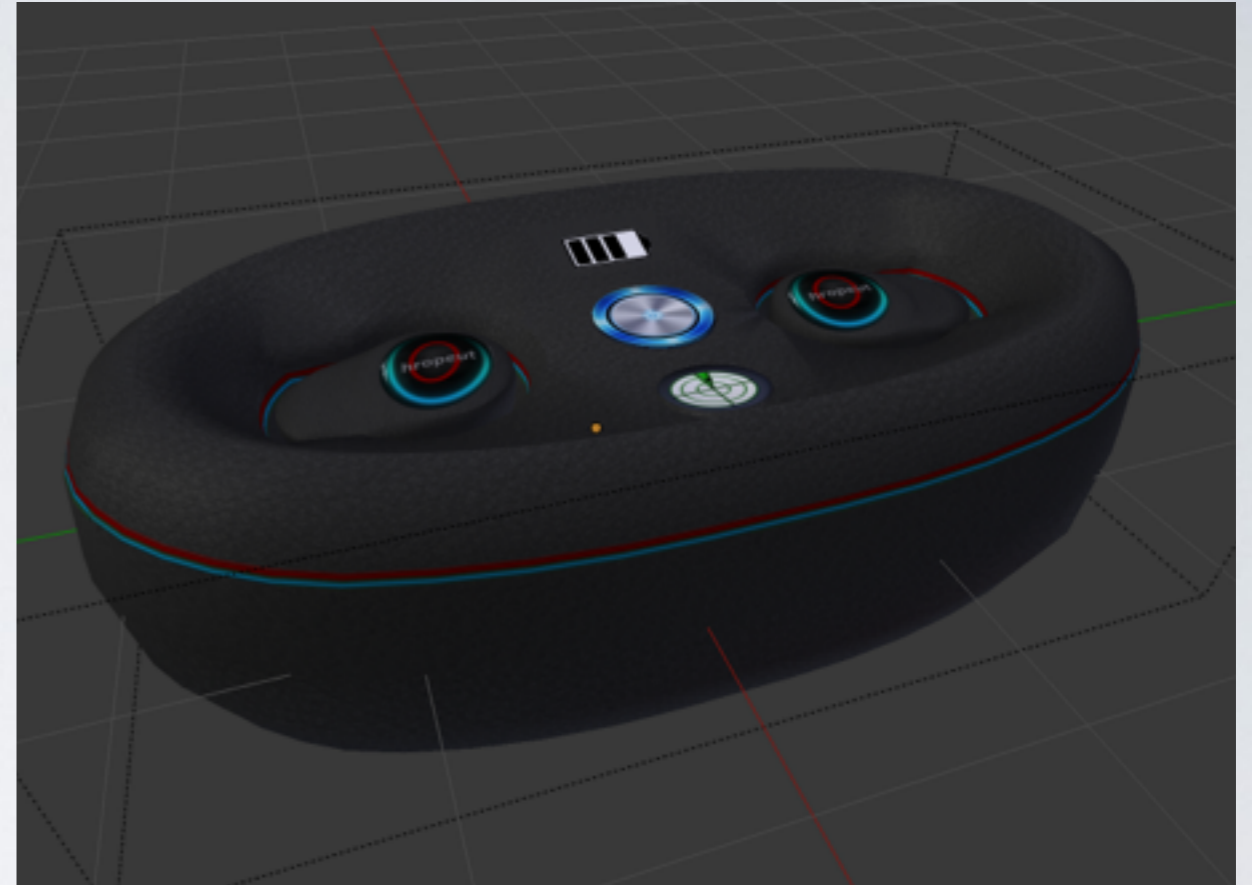
ITERATION: OHROPEUT

paper sketches
sugru model
digital model



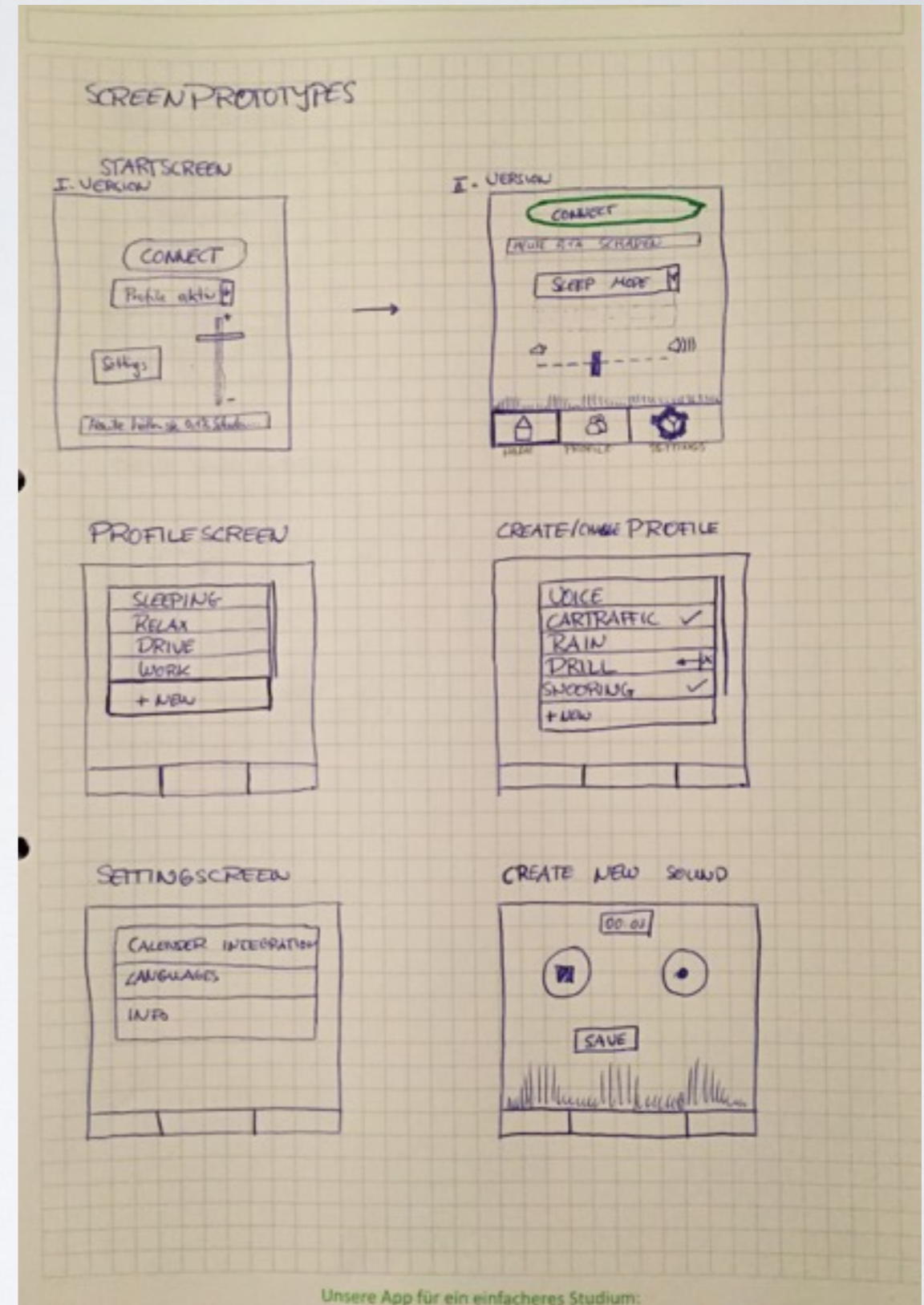
ITERATION: DOCK

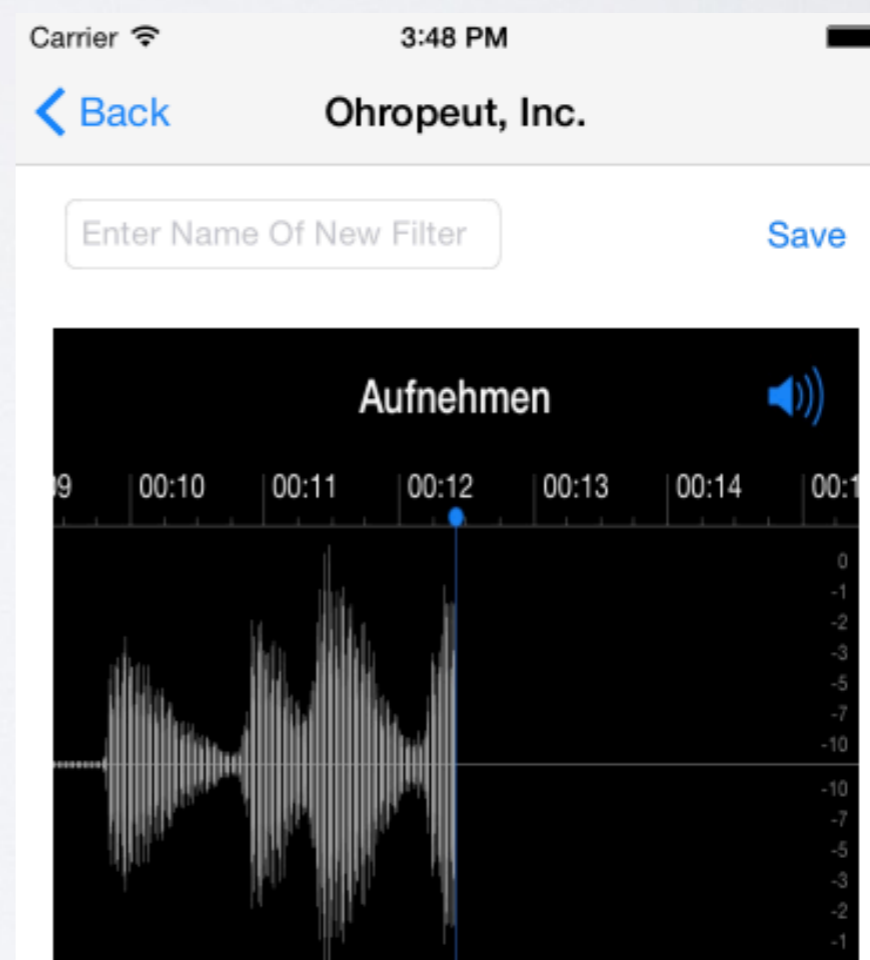
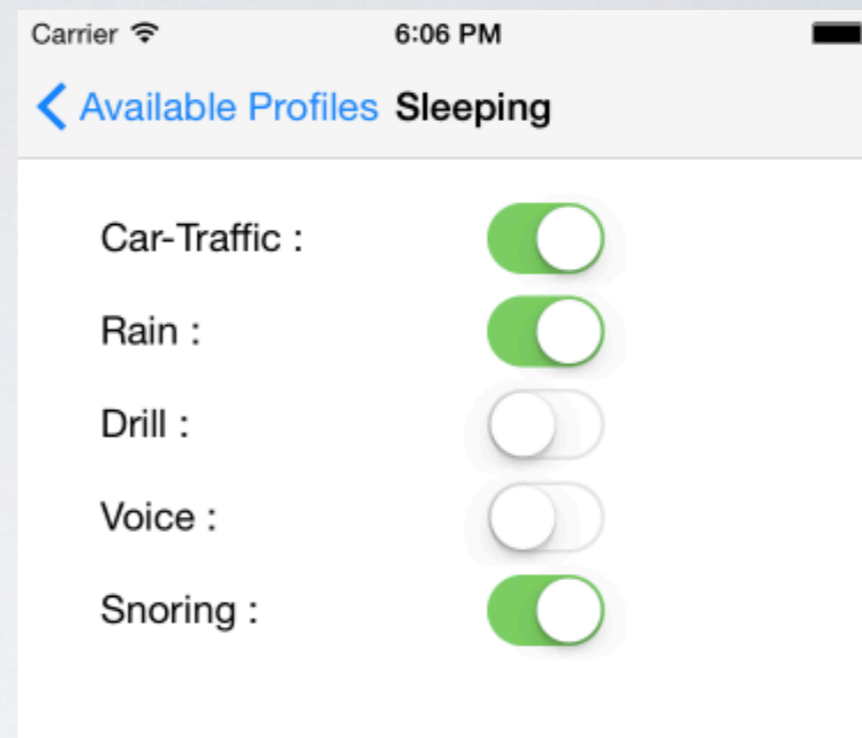
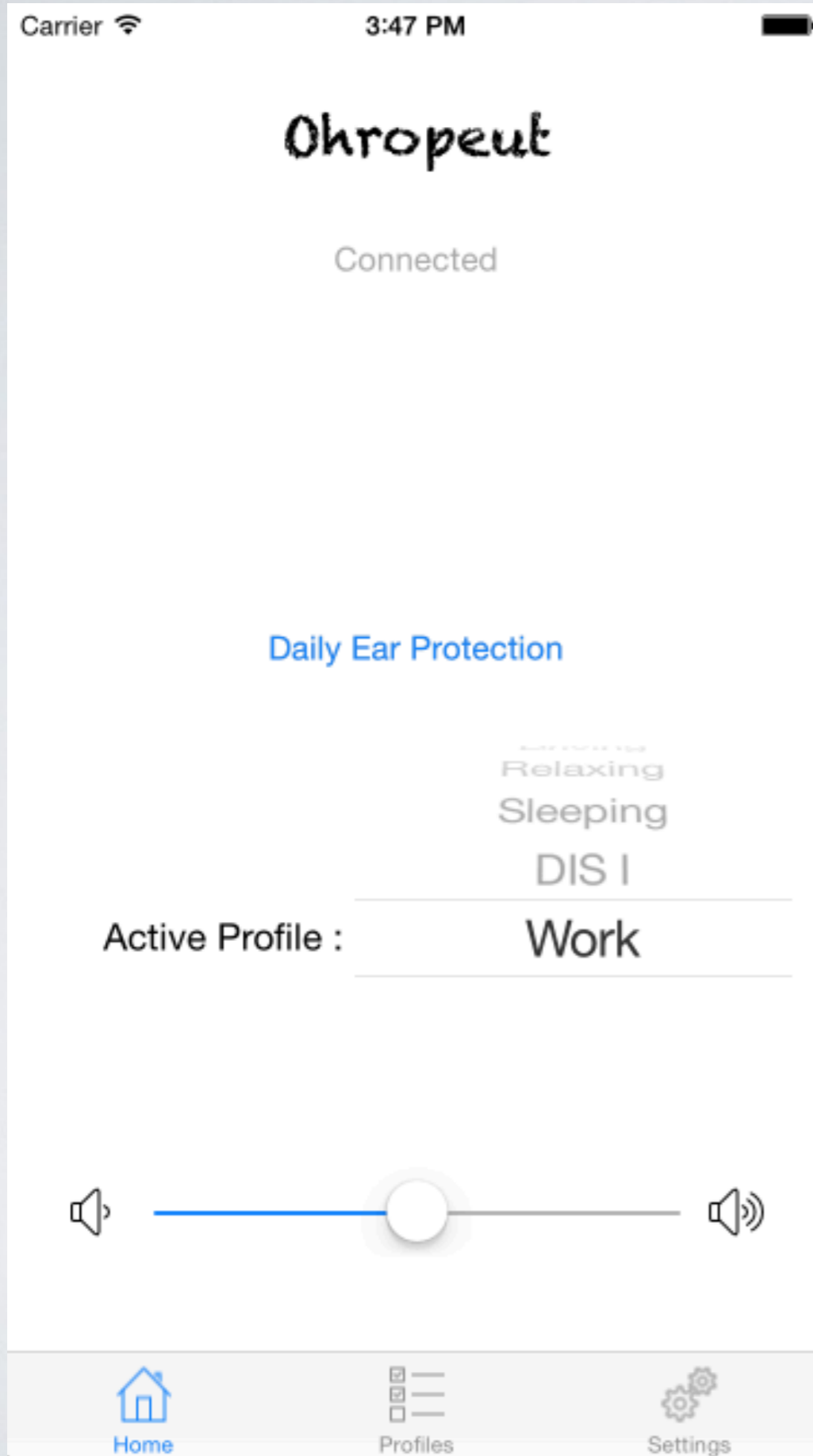
paper sketches
digital model



ITERATION: APP

paper sketches
dummy app





UX

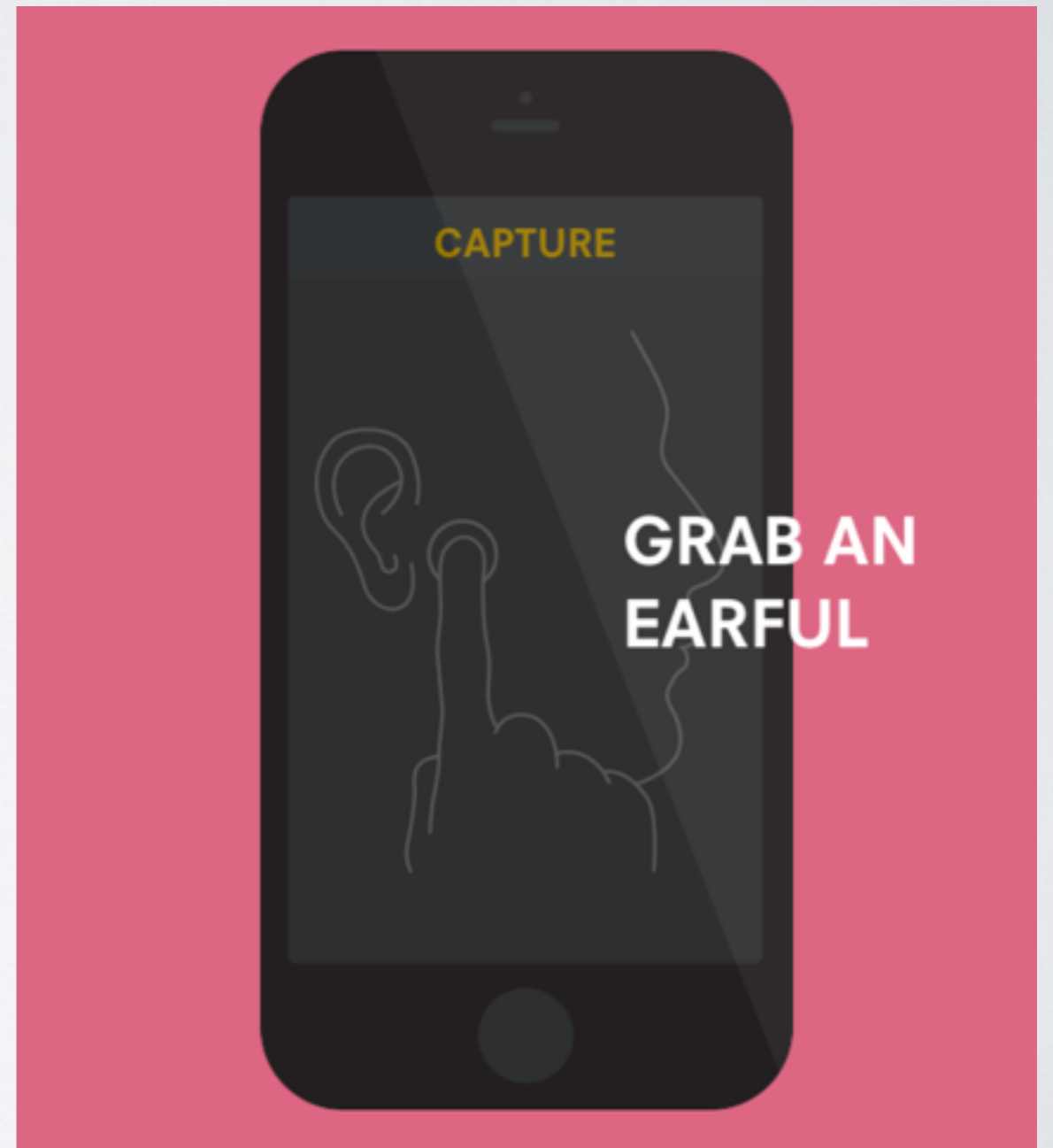
order your ohropeut
first use
charge & clean



ORDER PROCESS

via app:

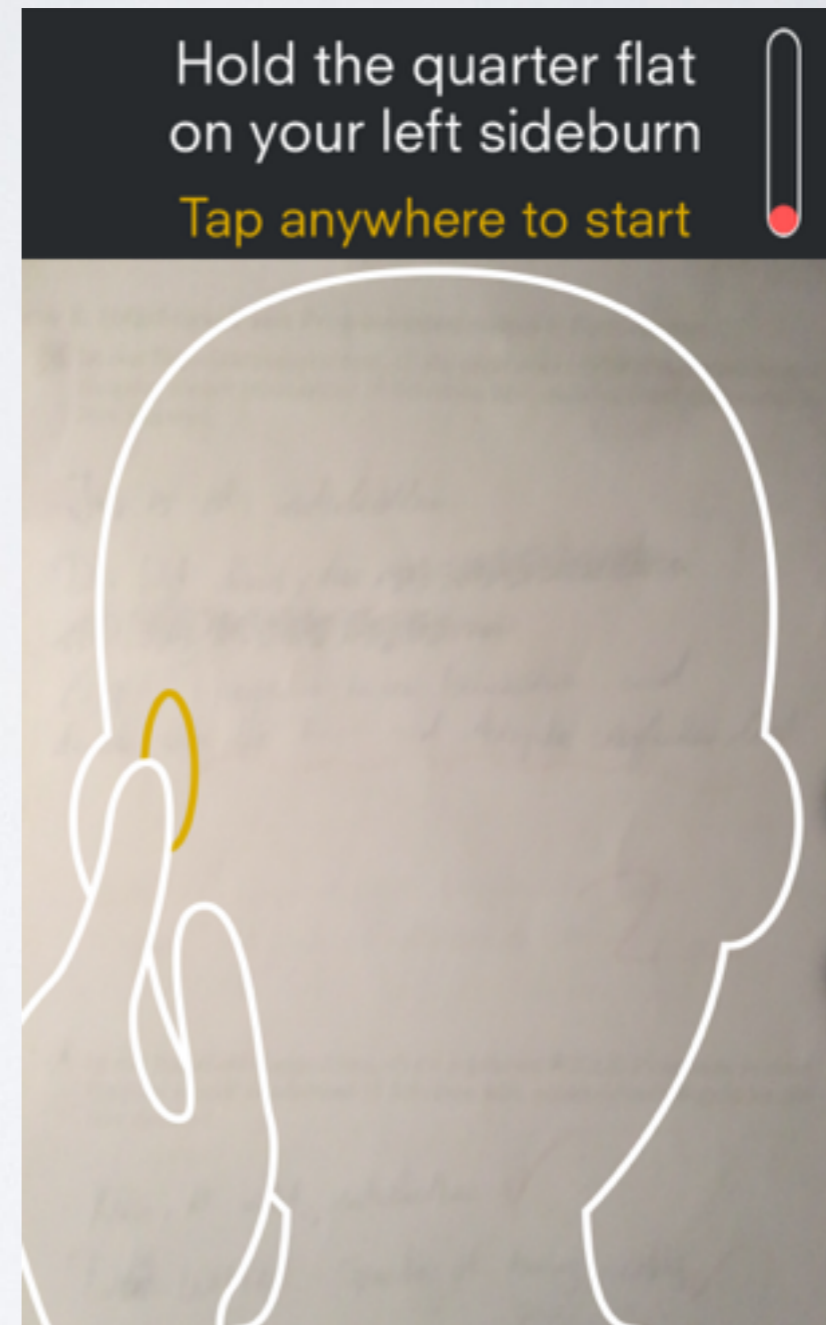
1. take multiple pictures
2. choose color
3. pay in the app



ORDER PROCESS

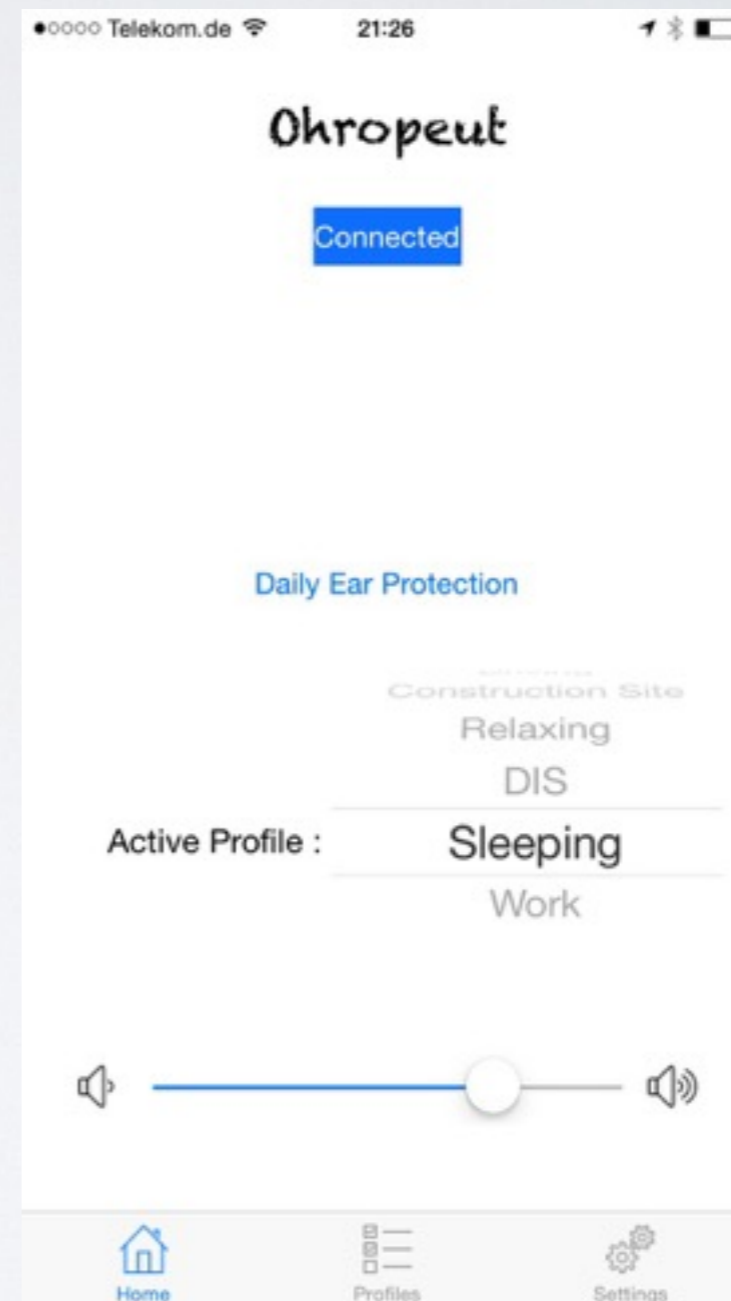
via app:

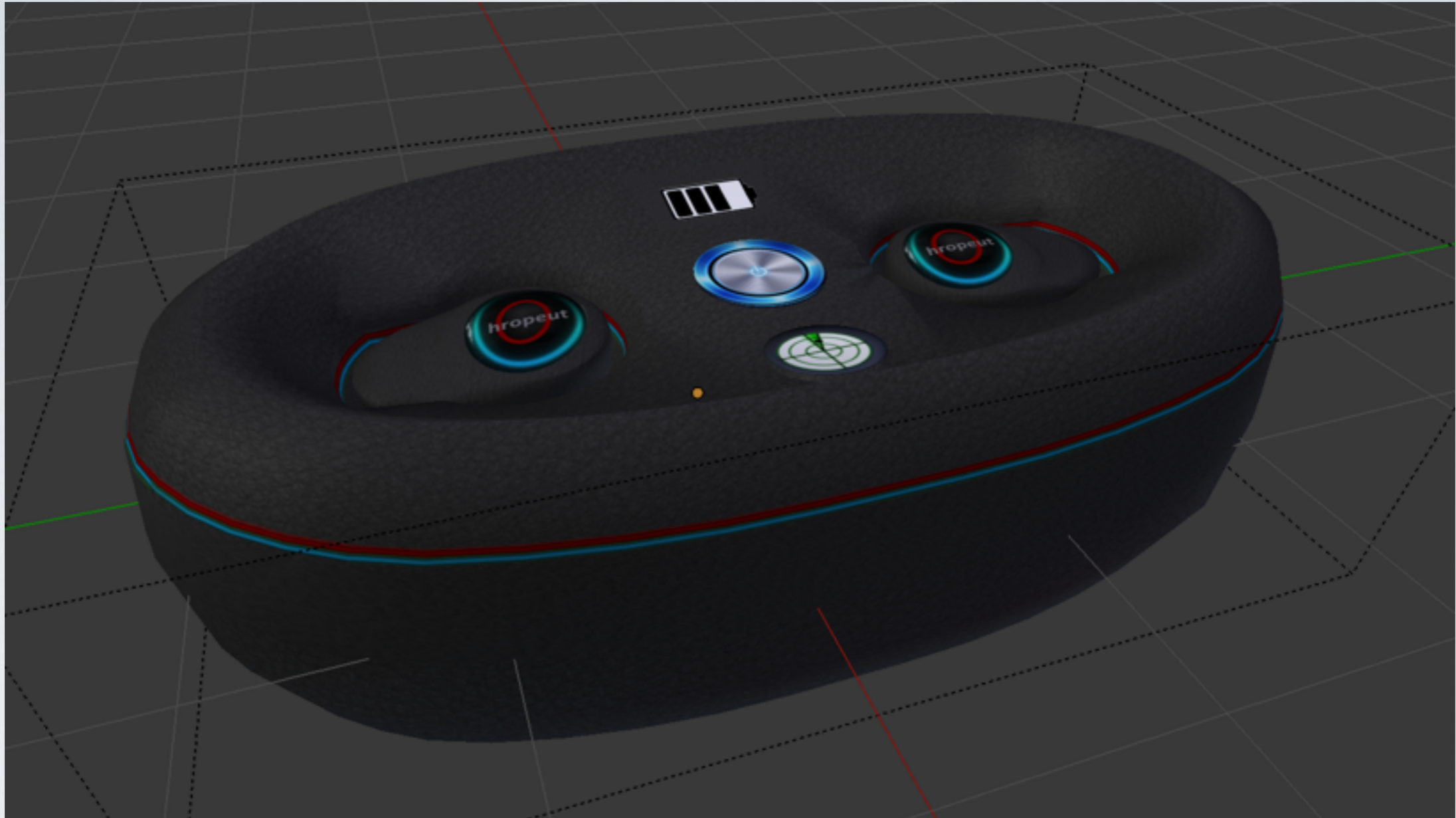
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2. choose color
3. pay in the app



FIRST USE

connect
standard filter





CHARGE & CLEAN

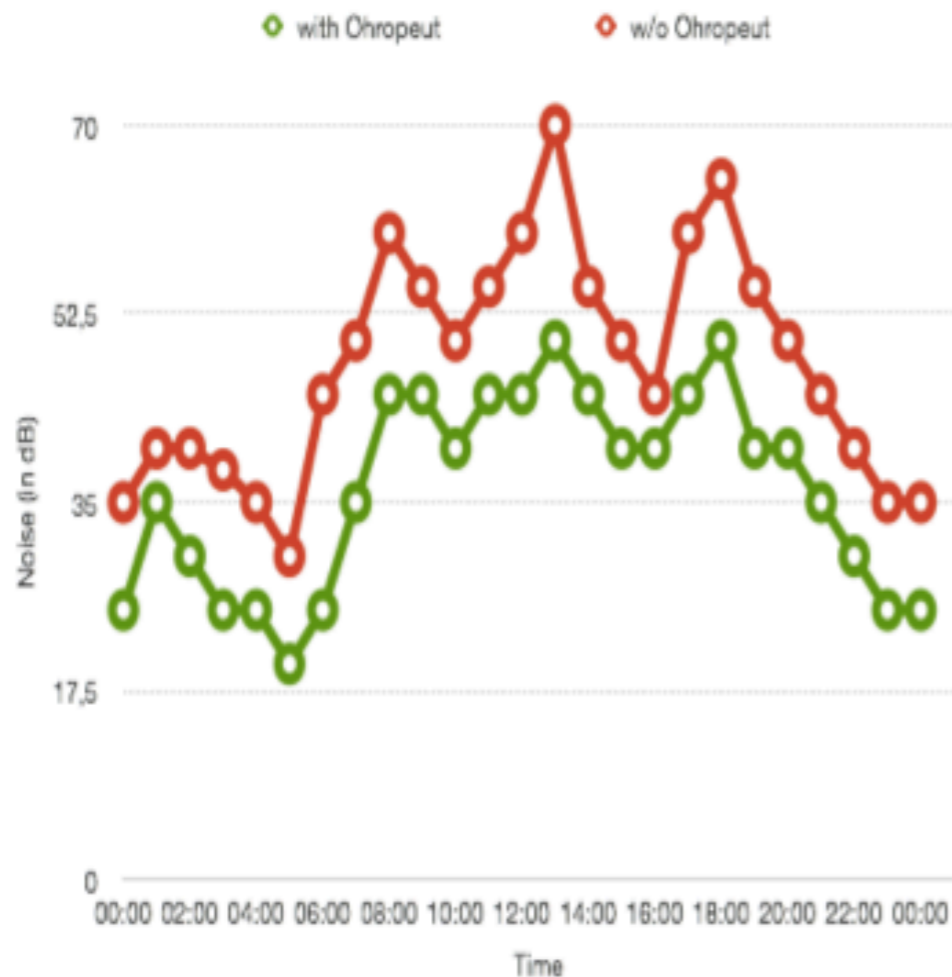
HABIT

daily review
competition with friends



Back Daily Ear Protection

you earned 51 ohropoints today!



Back

	Alex W	85
	Moritz	90
	Mohamed	110
	Manuel	75
	Alex K	100

VIDEO

prototype



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Your smart ear protector

by

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