

IDEA #8

Highgieneous

”The idea is to create and develop a whole new brand in the hygiene sector, starting with the employees of hospitals. The unusually cheap prototype is basically very small electronic components gathered in a box. It is a universal plug and play solution that does not distract the working environment at the hospital, does not interfere with the network at the hospital at all, and does not need any kind of renovation. This box have the ability to spot and monitor if people de facto wash hands correctly. First comes measuring the current behaviour, and then the implementation of an add-on for the product, that contains nudging and gamification elements. This will push and nudge people to the correct behaviour. It not about forcing people, but making it more attractive and fun reminder to never skip the procedure, remember for the consequences of doing it incorrectly and make it a natural choice to wash hands. This is very important especially when working with vulnerable kids and adults who get infected easily. This product will not only tell people to wash hands, but it will also give feedback, as it recognizes and appreciates the effort, that is made. Denmark’s hygiene statistics are very alarming, however with the help of Highgieneous it is easier to both remember and implement washing hands after toilet visits and other events that needs hand washing.”

Needed competences:

- engineer
- programmer
- photography / videography skills
- behavioural design