

Bayer Challenge

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Introduction

Enhanced with interactive intelligence, the future of Bayer offers an unparalleled experience for users to easily find, monitor, and keep track of products.

MANAGING

- Track and traceability.
- Managing shelf life and expired goods.
- Authenticating products.

RETAIL

- Advertising and brand messaging.
- Point of purchase interaction.
- Easily locate products.

USABILITY

- Organize product usage and safety guidelines for legibility.
- Tracking intake and dosage for optimal results & safety.
- Product Education

Proposal

Make self-diagnosis and self-treatment easier for busy adults.

- Information overload in the current marketplace.
- Difficult for consumers to find the right products for their ailments.
- Heart health and stroke prevention awareness.
- Keeping track of medicine intake and taking it at the right times for optimal results.



U.S. consumers make
26 trips a year to
purchase OTC products...
and only visit the doctor
about 3x.

Thanks to OTC products,
6.1 million
people have avoided
missing work, school,
and other appointments
due to illnesses within
the last year.

OTC products provide
symptomatic relief for
60 million
consumers who would
otherwise not seek any
treatment.



“How do I know which medicines are right for me?”

“There’s so much information, it takes me a while to see how much and how often I should take this product for it to work.”



“There are too many similar products that consumers always ask which ones suit their needs.”

“Customers are confused by the information.”

- Less clutter, more info.
- Simple, intuitive navigation of information.
- Zoom in on the details for legibility and ease of use ie. visually impaired.



The future of Bayer

Bayer products enhanced with smart technology to provide convenience and assurance to the safety for the user.

E-ink

Electronic ink. When laminated to a plastic film, it creates an Electronic Paper Display (EPD).

Electronic ink is actually a straightforward fusion of chemistry, physics and electronics. It's so much like paper, it utilizes the same pigments used in the printing industry today.

Eink®



RFID

RFID tags are intelligent bar codes that can talk to a networked system to track every product that you put in your shopping cart

It's uses also include tracking progress through an assembly line and warehouses during production and distribution.

IoT/BLE

Bluetooth continues to embrace technological advancements and push the unlimited potential of the IoT. It boasts quadruple the range, double the speed, and boosts broadcast messaging capacity by 800%.

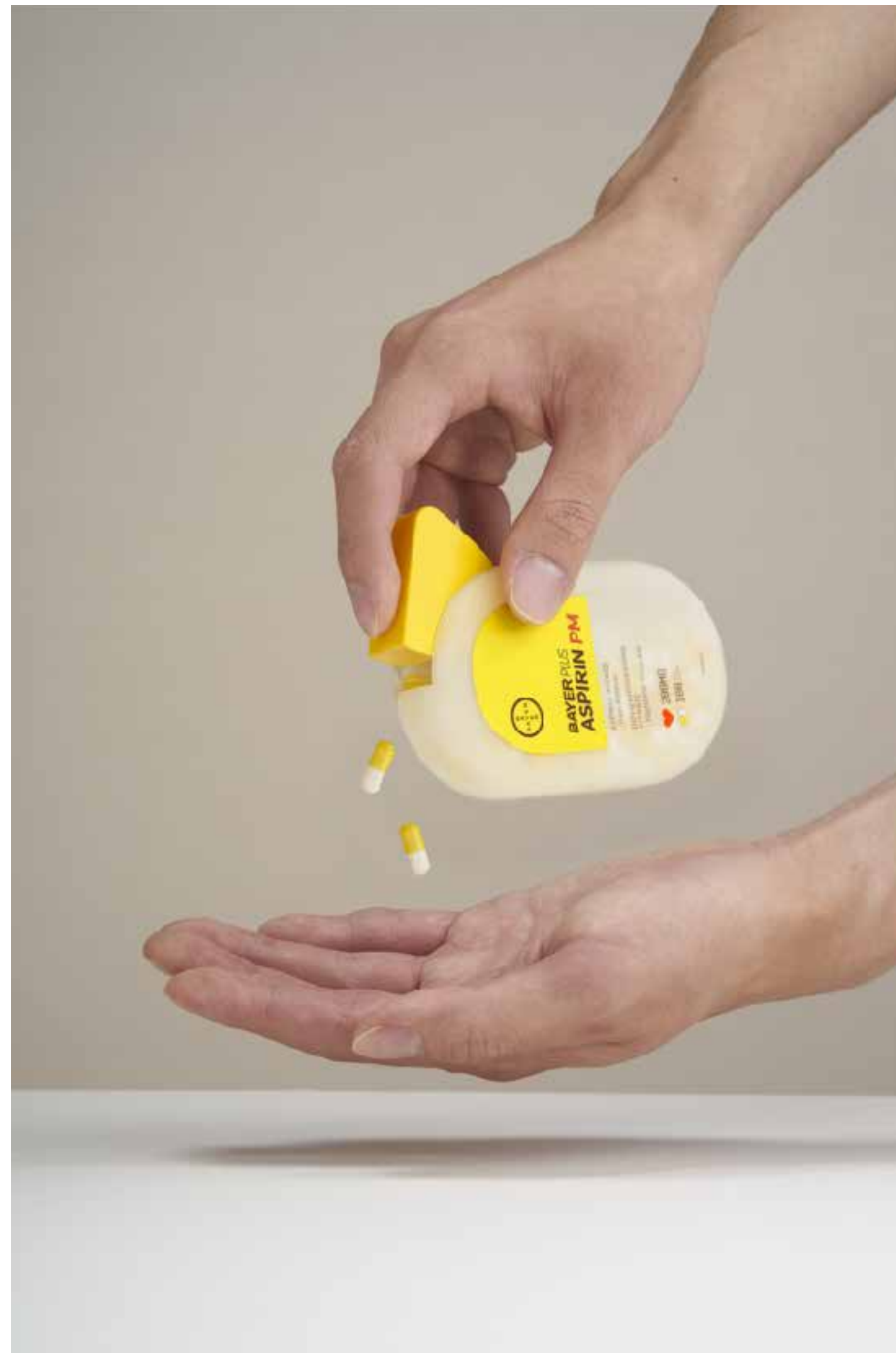
Importantly, while it now offers a wider range, it has been designed to offer significantly reduced power consumption.



Concept: Extension and rebrand of the current Bayer product line + dispensing methods.

- Easy open flip-cap for accessibility.

- Push pump dispensing.



Autonomous kiosk. Can detect and treat multiple symptoms and match the needs of the consumer through sensors or smart wearable devices.



- Detects vitals or input manually on touch screen.
- Smart labels react and identify recommended product to you.






BAYER 



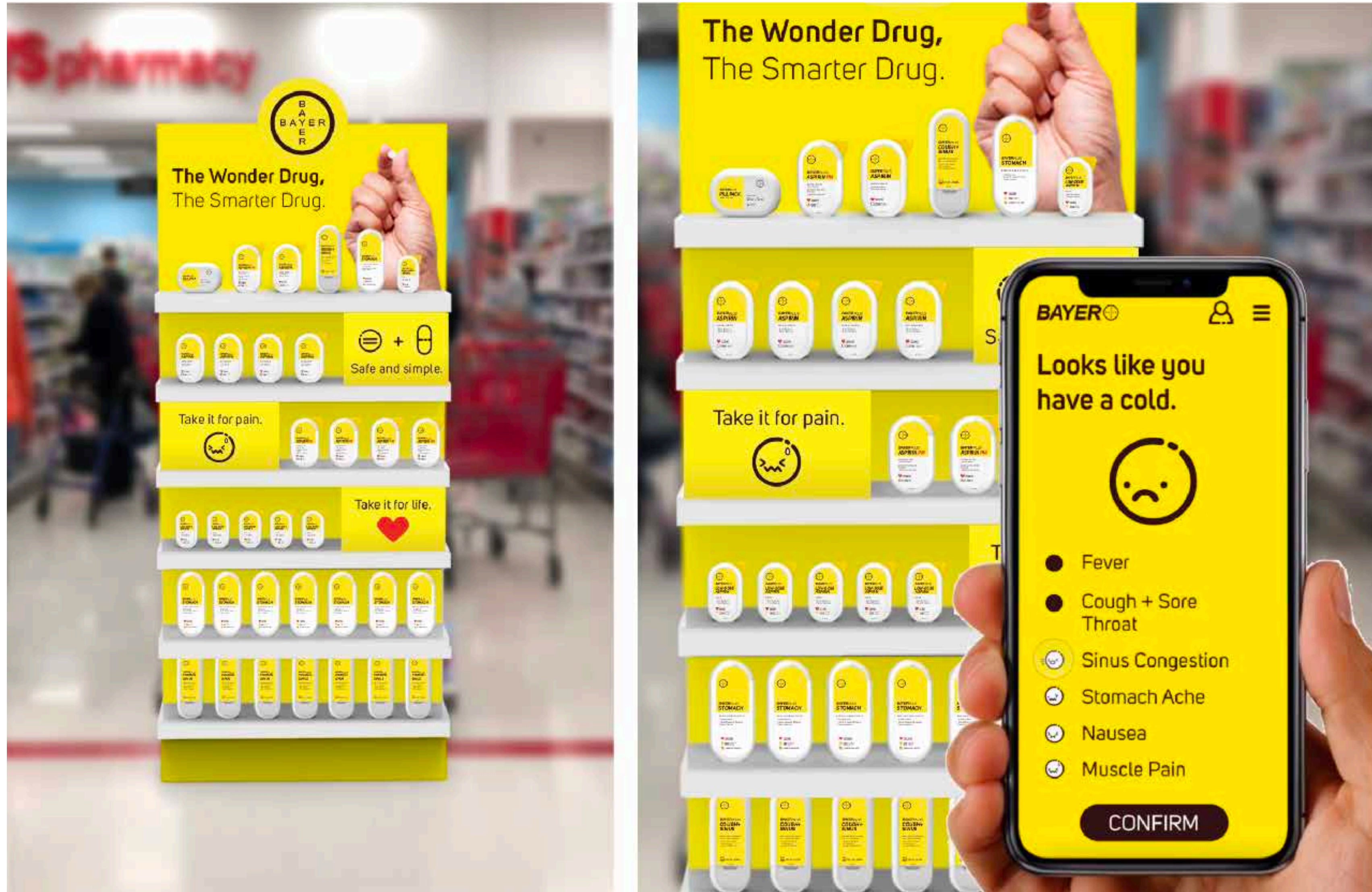
Looks like you
have a cold.



-  Fever
-  Cough + Sore Throat
-  Sinus Congestion
-  Stomach Ache
-  Nausea
-  Muscle Pain

CONFIRM

Retail engagement with mobile device. Creating brand presence on the shelf and educating the consumer about the products.



Home and safety.

Ease of use and safety as priority.



Safety & security through mobile device recognition.

Smart home devices that act as an at home clinic (OTC advisor).



Keeps track of dosage, reminders, and expiration dates for you.

On-the-go Personalized Pill Pack

Bayer products enhanced with smart technology can be personalized by the autonomous kiosk and be used on-the-go.



Final Points

By making self-diagnosis and self-treatment easier through interactive intelligence, the future of Bayer offers an unparalleled experience for users while maintaining a positive brand reputation.

This system achieves this through:

interaction that engages consumers both in retail and in the home,

packaging that informs and heightens the effectiveness of the product,

and tracking and maintaining products to ensure the best quality.

Thank You.

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