

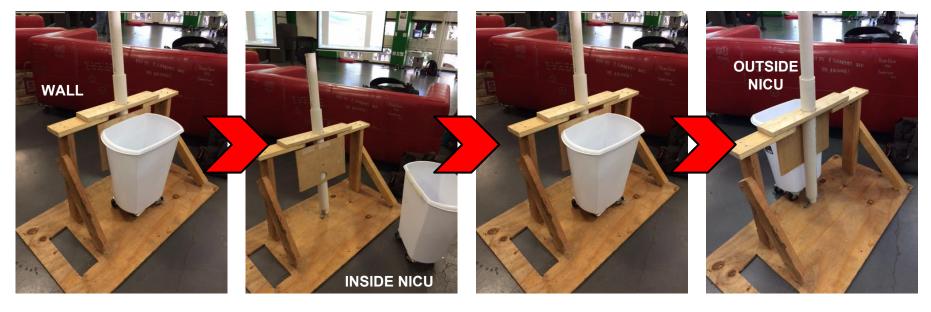


## **Design wants & needs**

- 1. Remove the sound
- 2. Keep it mobile
- 3. Handsfree operation
- 4. Make space
- 5. Reduce people traffic

### The solution

# spinbinz



Homebase Mobile Returned Rotate & Empty

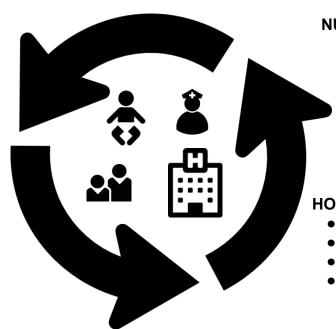
# Aligning with all stakeholders

#### **NICU BABIES**

- Cleaner environment less chance of infection
  - Reduced sound more conducive development environment

#### **PARENTS**

- Less worried about the effect on their babies
- Safer/cleaner environment
- Less disturbances during having 'baby-time'



#### NURSES/DOCTORS

- Workplace safety
- Efficient work flow
- Less people in the NICU

#### **HOSPITAL**

- Safer environment liability
- More efficient work flow
- Greater space utilization
- State-of-the art NICU → more customers

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