

GLOBUDDYS FOR ENGAGING CONSULTATIONS

FUTURE
MATERIALS



NICE TO MEET YOU. WE ARE FUELFOR.

We design healthcare experiences that work for people. We have built a deep expertise in the healthcare domain over the last 18 years. We have a strong capability and track record in insights-based design and strategy.

We love what we do. We enjoy the complexity of health care and its challenges. We like to work hand-in-hand with people - our clients, patients, caregivers - to reshape, redefine and redeliver health care that can be empowering and empathic.

WWW.FUELFOR.NET

GLOBUDDYS IS A PATIENT EXPERIENCE TOOL FOR KIDS BETWEEN THE AGES OF 4-8, TO POSITIVELY DISTRACT AND MANAGE STRESS AT A HEALTHCARE CONSULTATION. IT USES STORY TELLING AS A FUNDAMENTAL PRINCIPLE TO ENGAGE KIDS THROUGHOUT THE VISIT AND ENABLE THEM TO COMPLY WITH THE HEALTHCARE PROCESS.

AS A UNIQUE COMMUNICATION PLATFORM BETWEEN KIDS, THEIR PARENTS AND THE HEALTHCARE PROVIDERS GLOBUDDYS PROMPT CHILDREN TO NATURALLY AND INTUITIVELY CARE FOR THE LITTLE CREATURES BY DIRECT TACTILE INTERACTIONS THAT TRIGGER BOTH VISUAL AND TACTILE FEEDBACK TO CREATE A SIMPLE DIALOGUE.

GLOBUDDYS COULD BE A PLATFORM THAT EXTENDS THE NARRATIVE INTO TOUCH POINTS BEYOND THE HEALTHCARE VISIT, SUCH AS PREPARING FOR VISIT AT HOME, OR AFTER THE VISIT.



light.touch.matters
the product is the interface



This project is being funded with support from European Commission under grant agreement no. 310311. This publication reflects the views only of the author and not necessarily those of the European Commission.

