



DESIGN LEAD
USER CENTERED
DESIGN RESEARCH AND INNOVATION CENTER

16 Partners

NINE COLLEGES

50+ workshop sessions

30+ publications

1000+ students

FIFTY-FIVE FACULTY

100+ co-ops

130+ PROJECTS

25+ Research Fellows

100+ graduate students

TWENTY PATENTS

WHO WE ARE

The Live Well Collaborative is a non-profit founded in 2007 by the University of Cincinnati and Procter and Gamble. Live Well specializes in research and development of products and services for living well across the lifespan, with an expertise in the 50+

WHAT WE DO

- product development
- service design
- system design
- user centered research
- design thinking workshops
- health simulations
- game theory application
- loft exhibit experiences

WHERE WE ARE

Cincinnati Office
20 E Central Parkway
Cincinnati, OH 45202

www.LiveWellCollaborative.org

JOIN US!

Find out more about how you can join the Live Well Collaborative, please contact:

Linda Dunseath
LWC Chief Operating Officer &
Executive Director
ldunseath@livewellcollaborative.org

WHAT'S IN IT FOR COLLABORATIVE MEMBERS:

You own the IP rights to everything developed in a studio project.

LWC's unique ability to develop product and service solutions in 15 weeks!

One stop shopping for all of your interdisciplinary needs.



HOW WE WORK

- 1 Your organization signs up for a 2-year membership.
- 2 You have access to UC's multidisciplinary resources for a semester long design studio to develop product & service concepts for your market.
- 3 The studio projects are priced according to your desired deliverables.
- 4 You are invited to special collaborative events twice a year, where experts and other members like you share the latest consumer insights and trends.
- 5 We customize design thinking workshops for your team, to help you understand your consumer and clearly define actionable opportunities.
- 6 The Live Well Collaborative will be your one-stop shop for a seamless interface with UC.

WE KEEP GREAT COMPANY



THE CHALLENGE

You want to develop user centered product & service solutions.

But you don't have the internal expertise or resources to do so.

You need a fresh innovative perspective.

But your internal teams are sometimes working too close to the problem to think outside their comfort level.

Traditional organizations don't offer.

The interdisciplinary thinking that provides comprehensive solutions.

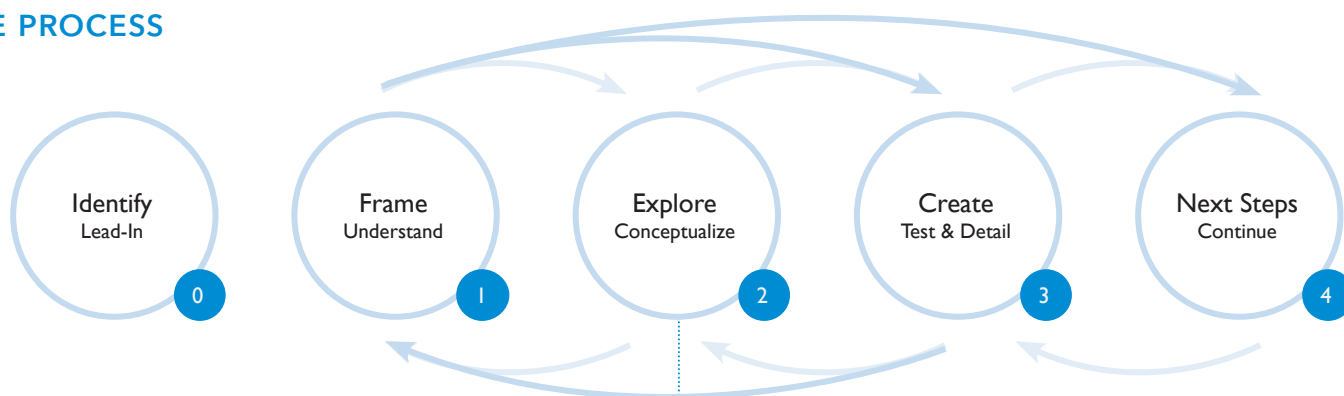
Dealing with universities involves too much time and red-tape.

And too many complex negotiations about who owns the IP rights!

THE SOLUTION

- 1 We leverage the fresh perspective and unique interdisciplinary thinking of University of Cincinnati students and faculty.
- 2 In 15 week semester long projects, students, faculty and experts come together to develop innovative product and service solutions focused on meeting the needs of your market.
- 3 The Live Well Collaborative resolves IP right issues, interfaces between industry and academia and makes it easy for you to partner with UC.

THE PROCESS



Phase 0

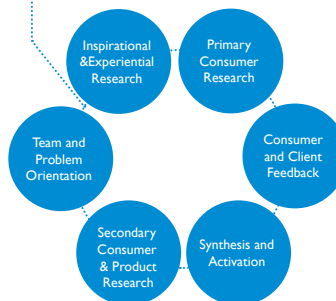
Before the project

During the planning stage of a project, the sponsor identifies the problem space and collaborates with Live Well on the project brief.

Phases 1, 2, 3

During the 15 week Semester

The research team focuses on obtaining knowledge about the topic, translates insights into concept ideas and tests and refines concepts to meet the needs of the project sponsor.



Phase 4

After the Project

Possible future opportunities regarding the project results for the member and Live Well. This should also be discussed in Phase 0.

