


NNAMDI ILONZO,

DISPOSABLE CAMERA

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INTRODUCTION

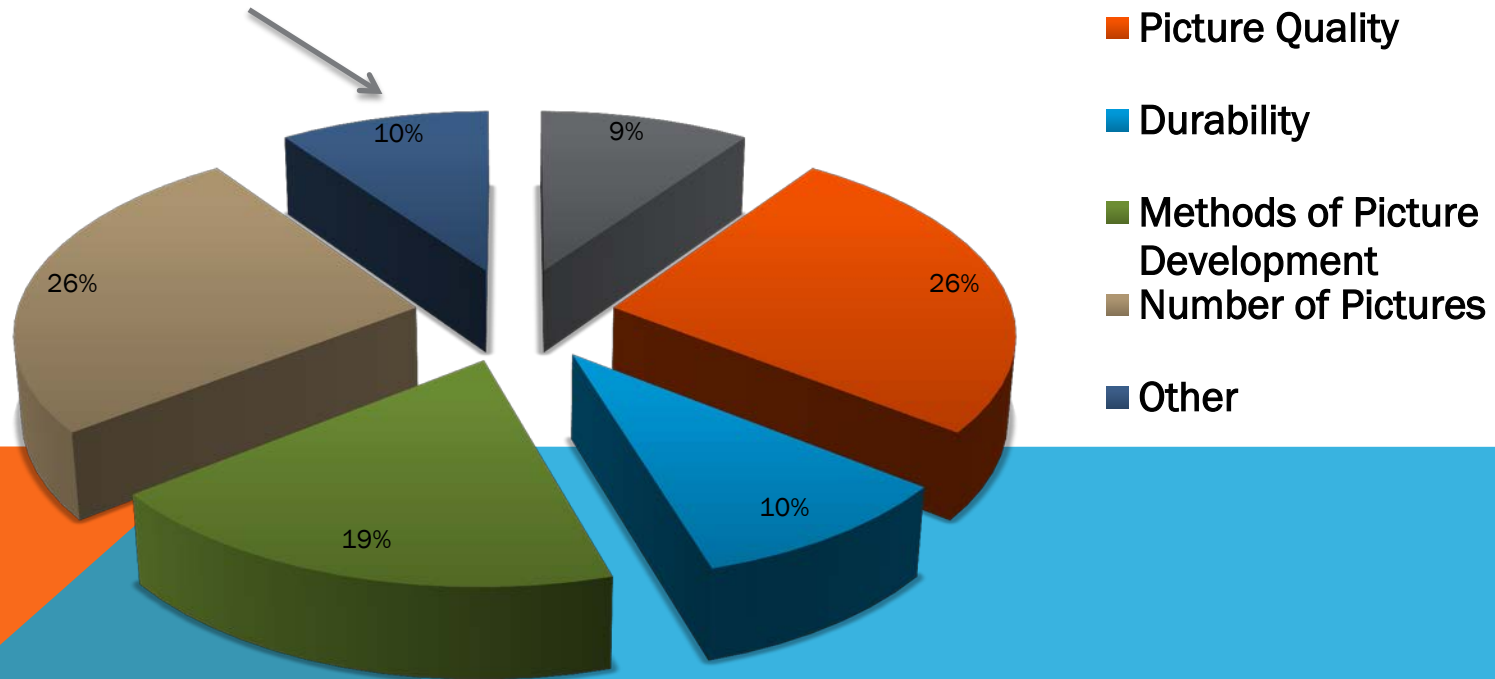
Problem statement: creating an environmentally, economically and socially sustainable single use camera.

Mission statement: to redesign the system of developing the picture of single use cameras.



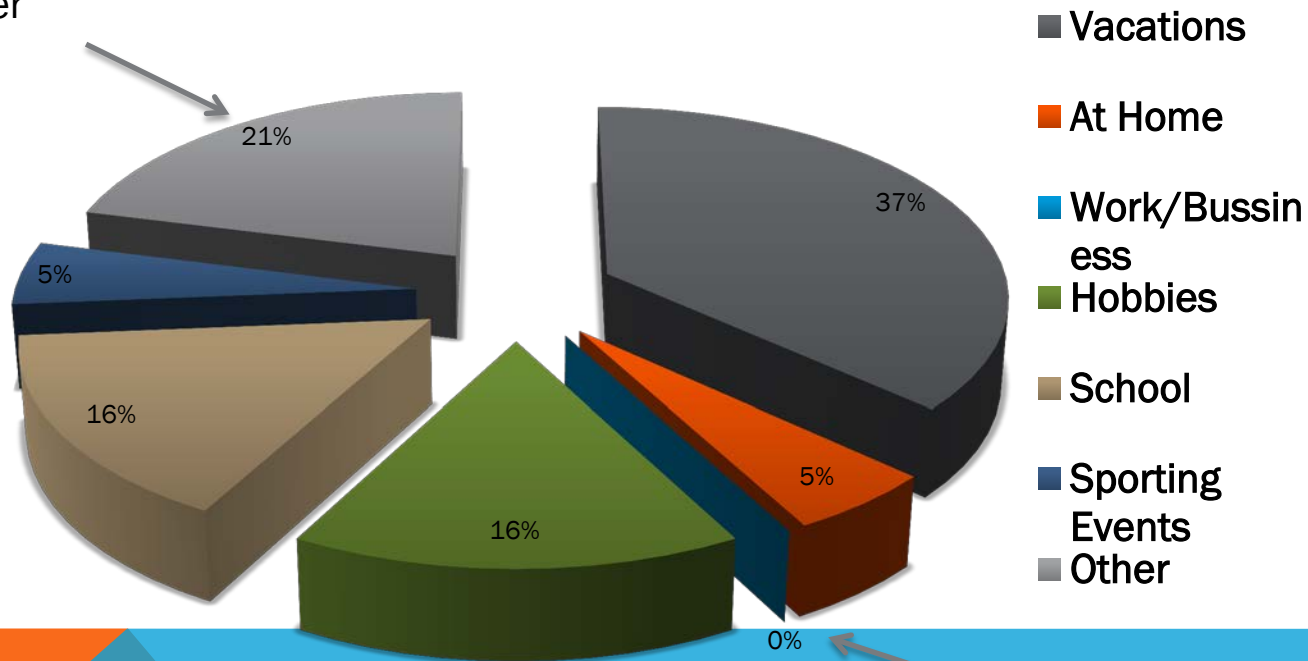
WHAT WOULD YOU CHANGE ABOUT DISPOSABLE CAMERAS? (CUSTOMER NEEDS)

- See pictures before they are developed
- Make them recyclable, throwing out capacitors is terrible for the environment
- Ability to view picture instantly



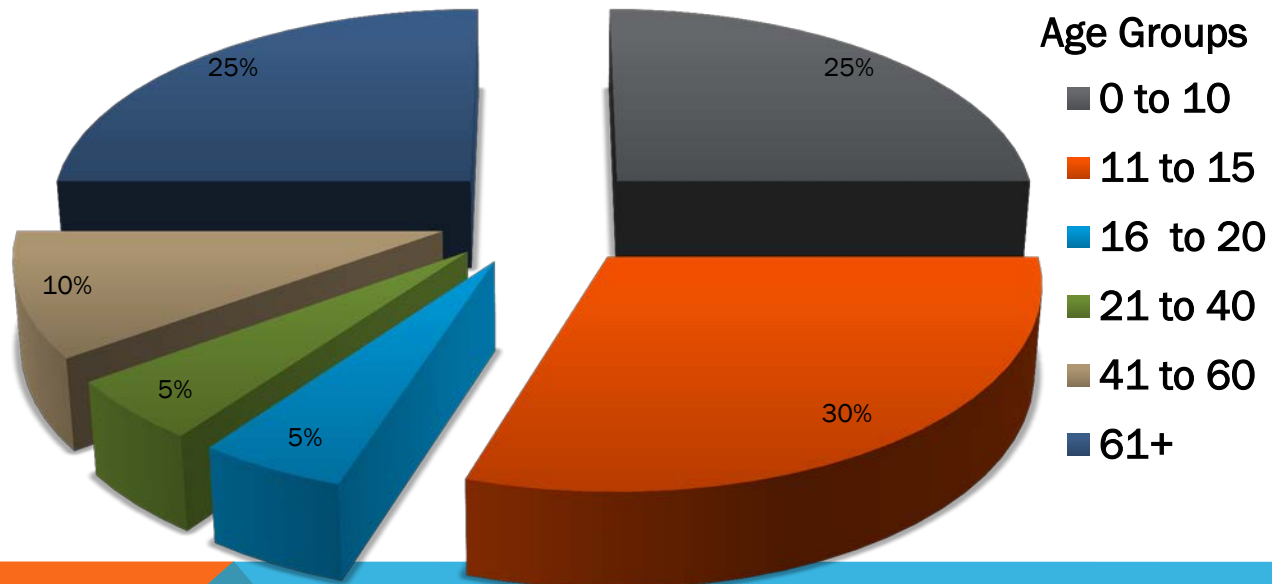
WHERE/WHEN DO YOU USUALLY USE DISPOSABLE CAMERAS?

- Used during childhood
- Never



- Most individuals do not use disposable cameras for work and business

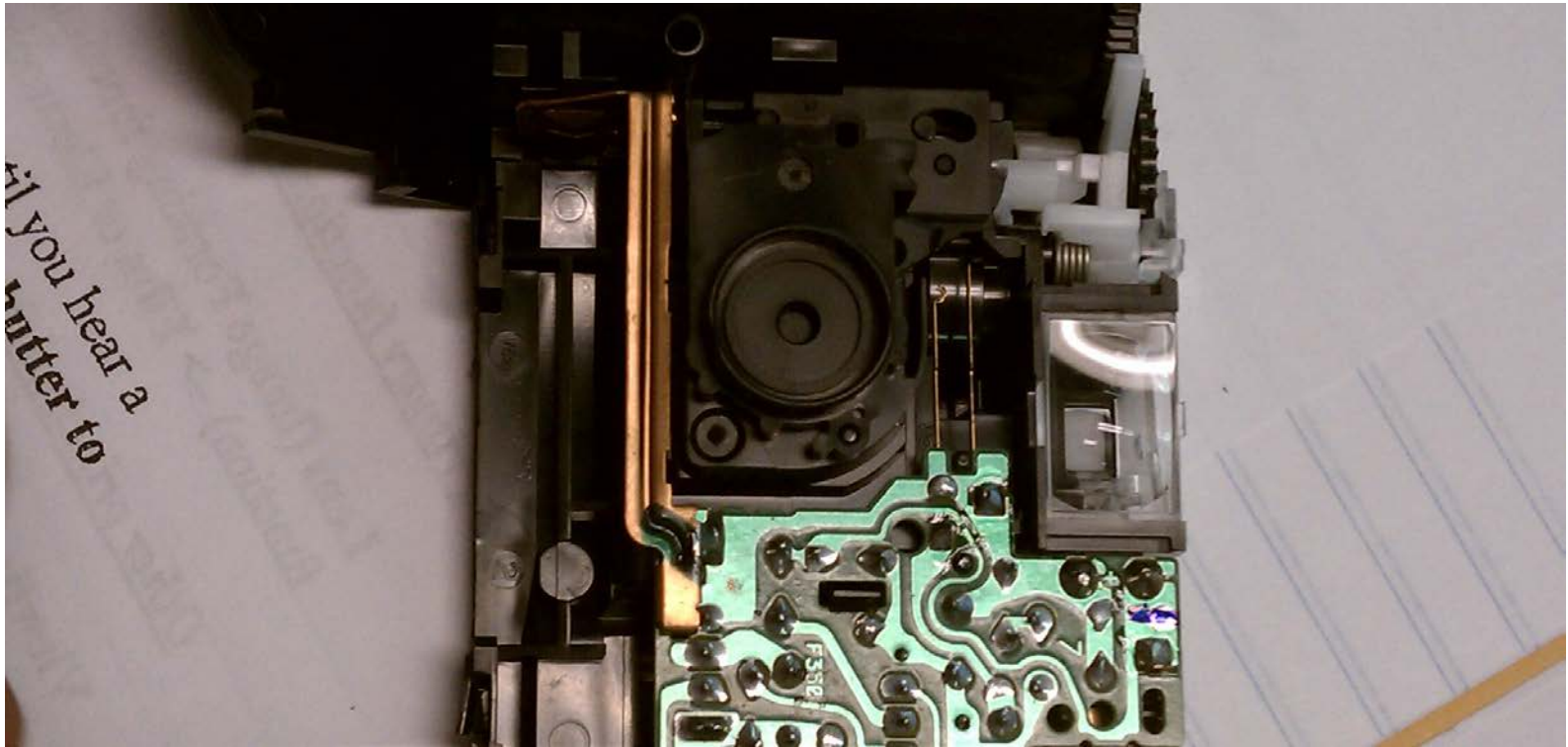
WHAT AGE GROUP USES DISPOSABLE CAMERAS THE MOST?



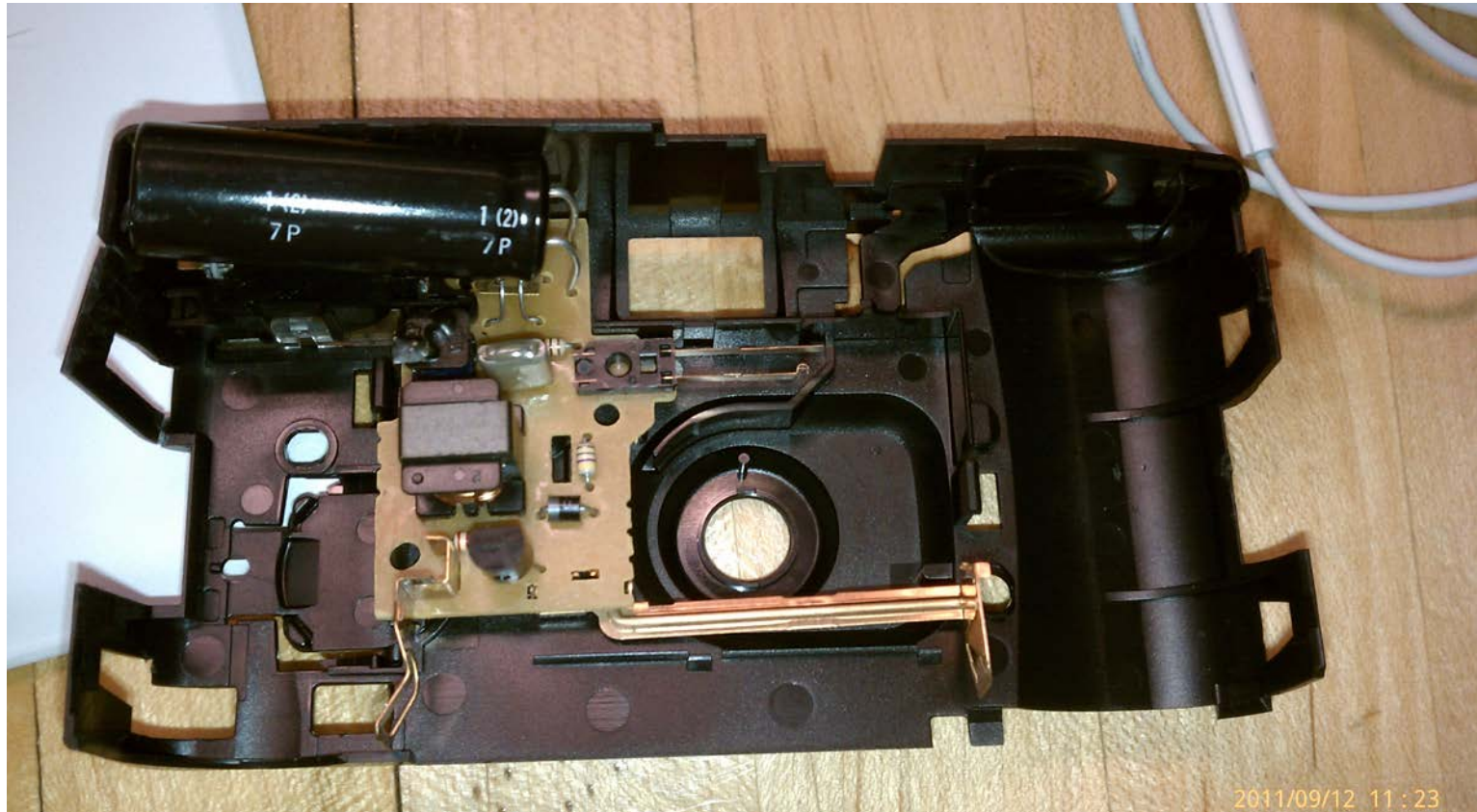
DISASSEMBLY



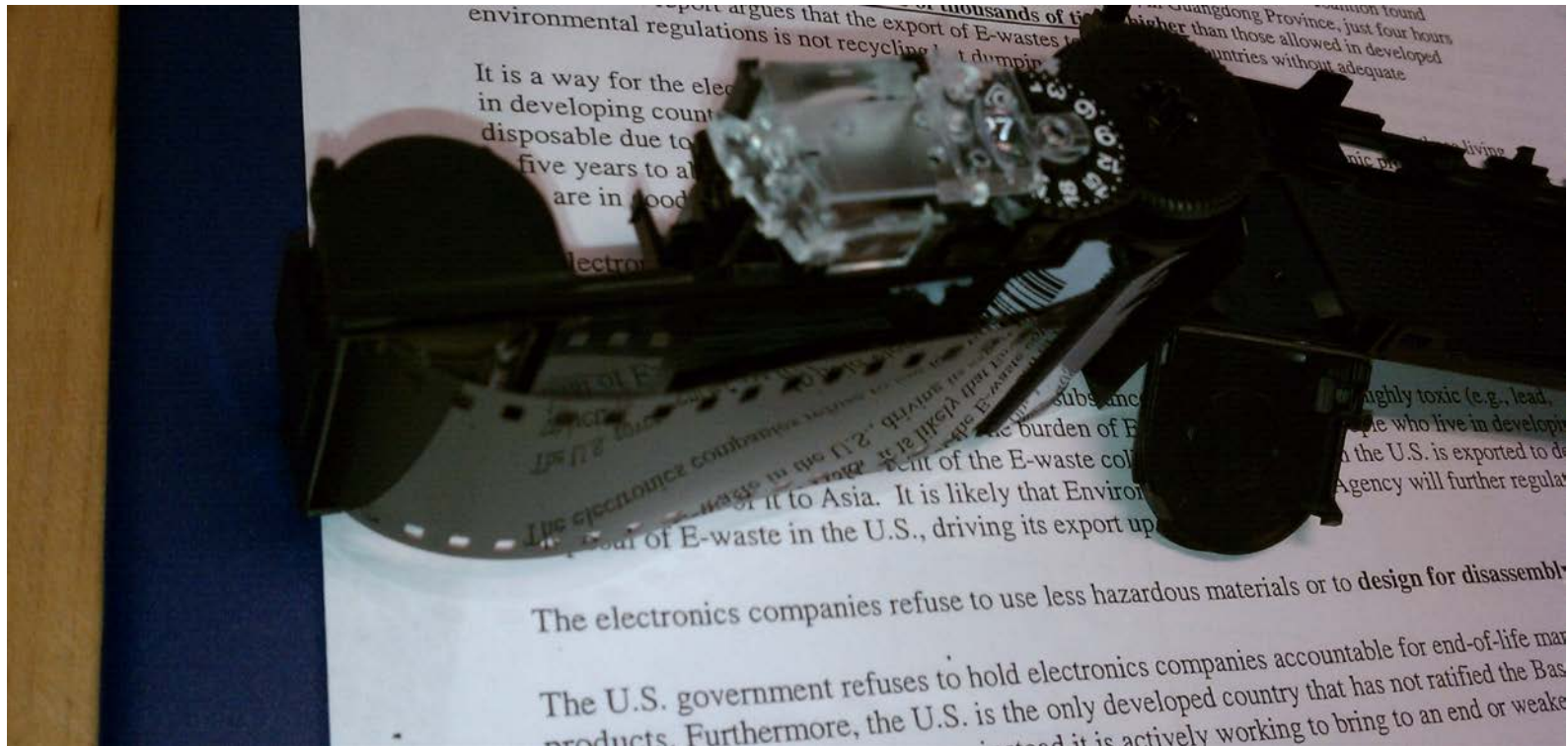
CIRCUIT FRONT VIEW/LENS



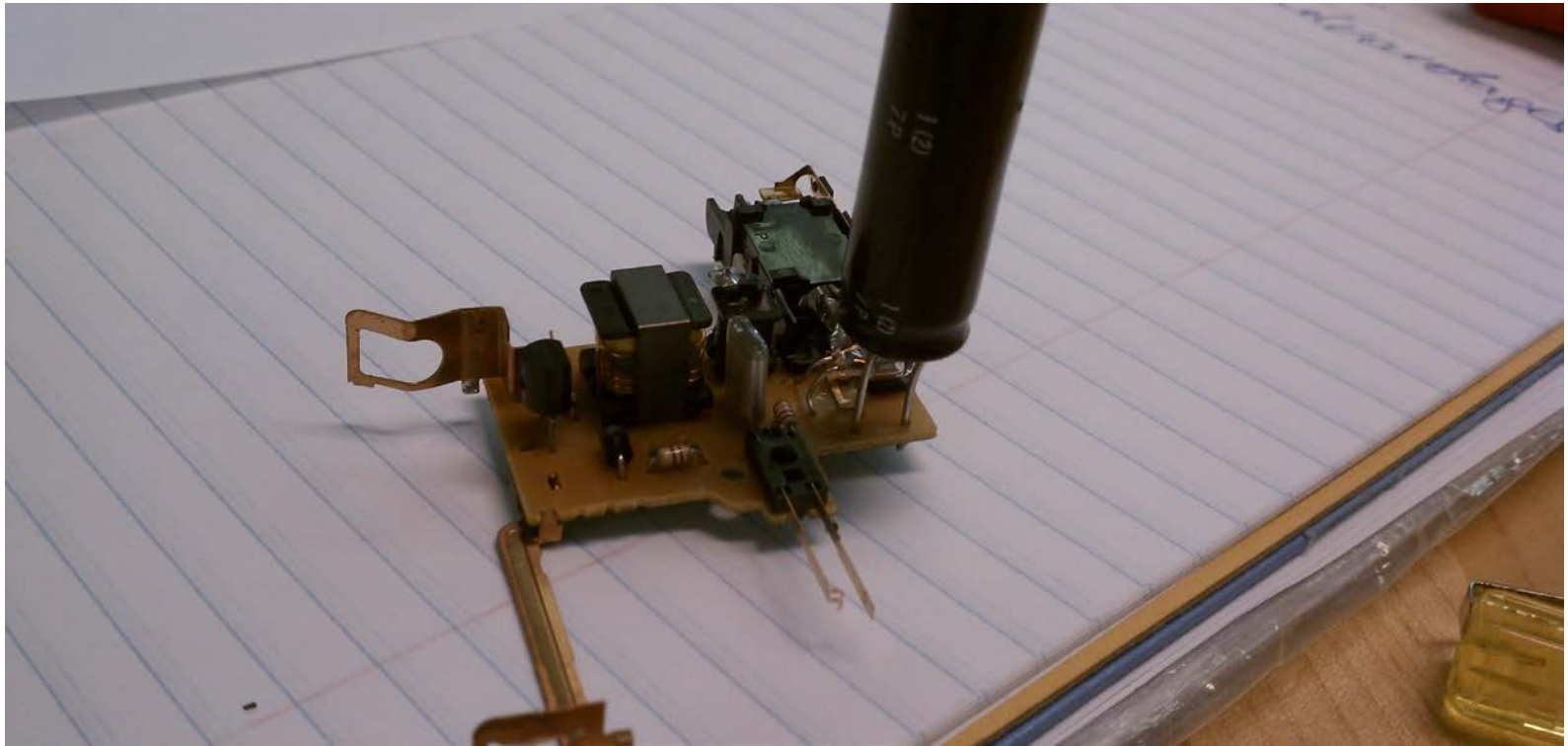
FRONT COVER



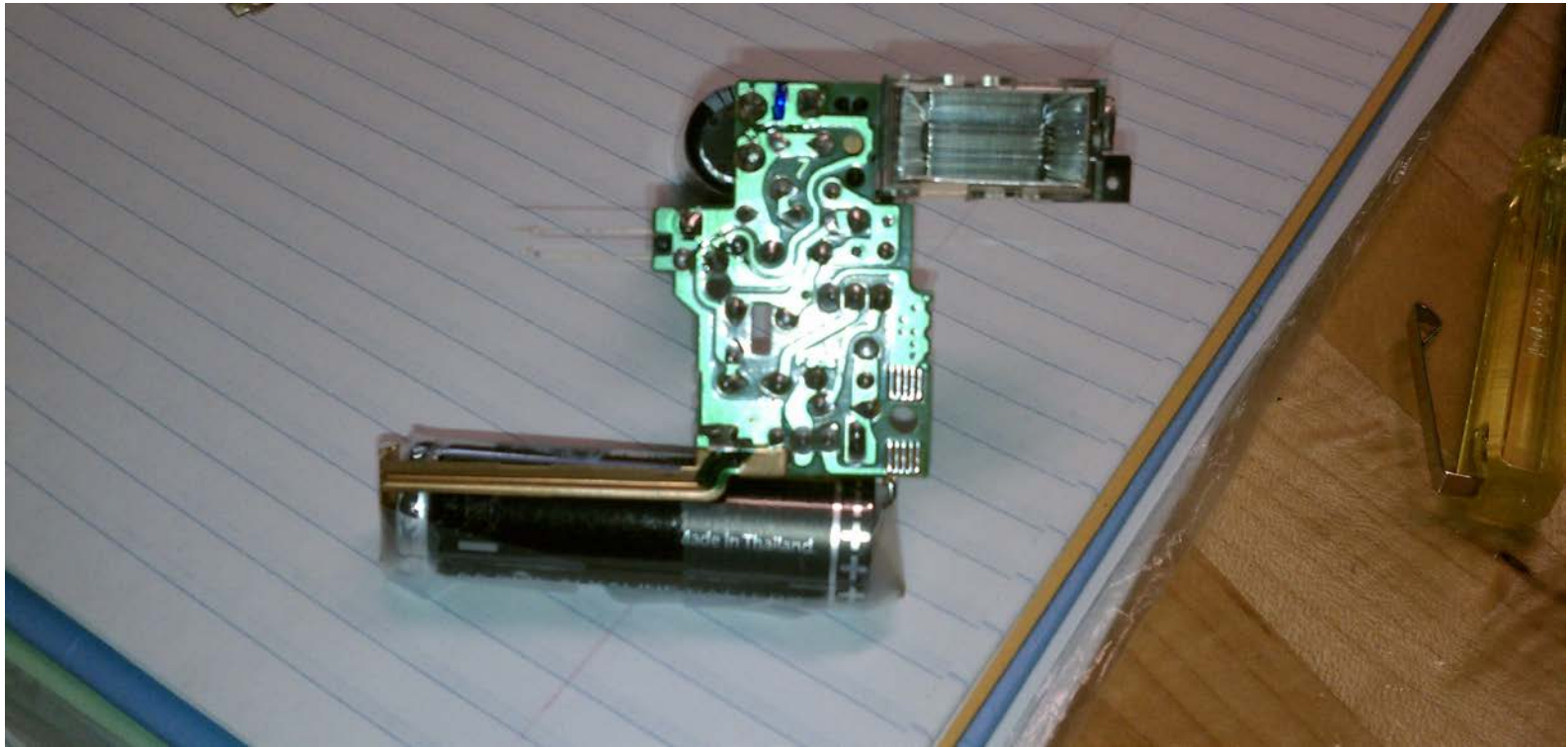
FILM



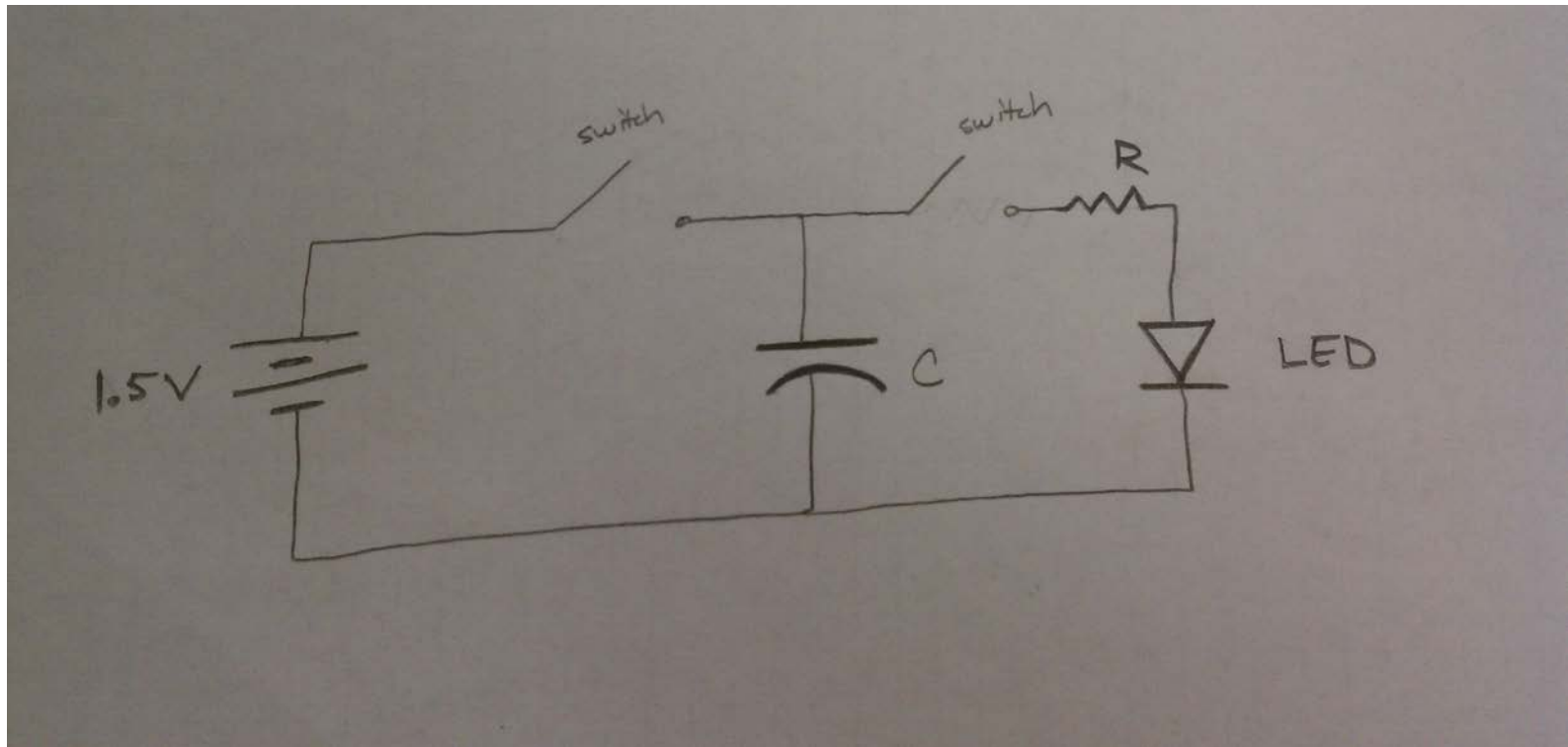
CIRCUITRY



CIRCUITRY CONTD.



CIRCUITRY OF FLASH



VIDEO



LED FLASH VS. LAMP FLASH

Selection Criteria	LED Flash	Lamp Flash
Price	+	0
Power Consumption	+	-
Brightness	+	+
Sum “+”	3	1
Sum “-”	0	1
Sum “0”	0	1
Net Score	3	0
Rank	1	2

REUSABLE VS. DISPOSABLE

Selection Criteria	Reusable	Disposable
Price	+	+
Ease of Use	0	+
Waste	+	-
Sum “+”	2	2
Sum “-”	0	1
Sum “0”	1	0
Net Score	2	1
Rank	1	2

LCD SCREEN VS. VIEW FINDER

Selection Criteria	LCD Screen	View Finder
Price	-	+
Ease of Use	+	0
Attractiveness	+	--
Sum “+”	2	1
Sum “-”	1	1
Sum “0”	0	1
Net Score	1	0
Rank	1	2

FILM VS. FLASH MEMORY

Selection Criteria	Film	Flash Memory
Price	0	+
Number of Pictures	0	+
Ease of Transfer	-	+
Sum “+”	0	3
Sum “-”	1	0
Sum “0”	2	0
Net Score	-1	3
Rank	2	1

AA BATTERY VS. LITHIUM ION BATTERY

Selection Criteria	AA Battery	Lithium Ion Battery
Price	+	-
Life Expectancy	-	+
Size	0	+
Sum “+”	1	2
Sum “-”	1	1
Sum “0”	1	0
Net Score	0	1
Rank	2	1

CONCLUSION

Single use cameras can still be profitable in today's society and compete with digital cameras



E-WASTE? WHAT E-WASTE?

It is all about reducing, reusing, and recycling!



REFERENCES

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