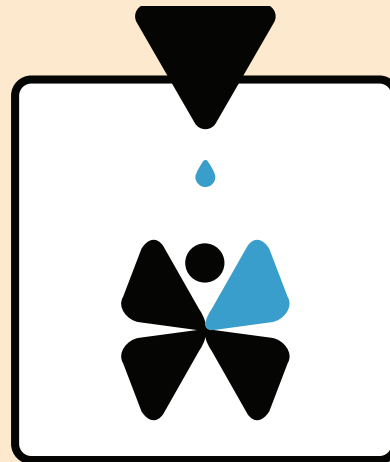


Design Fiction: Daffodil

A 3D BIOPRINTING SHOPPING EXPERIENCE IN 2040



LMC 6311: Visual Culture + Design
By: Michelle Ramirez

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Description

ALTERNATIVE FUTURE

In a 2040, 3D bioprinting organs, skin, bones, and cells will be a normalized occurrence. The days of donating organs for transplants are long behind as people can now purchase parts built specifically for their body at a fraction of the cost. However, this industry is dominated by a single company that keeps prices artificially high to reap the benefits.

Daffodil is a direct-to-consumer 3D bioprinting company that is modeled after an old glasses company's, Warby Parker, aesthetic and business model. The goal is to provide quality parts at an affordable cost in order to help as many people as possible to live a good life.

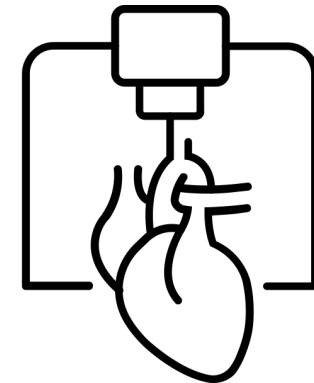
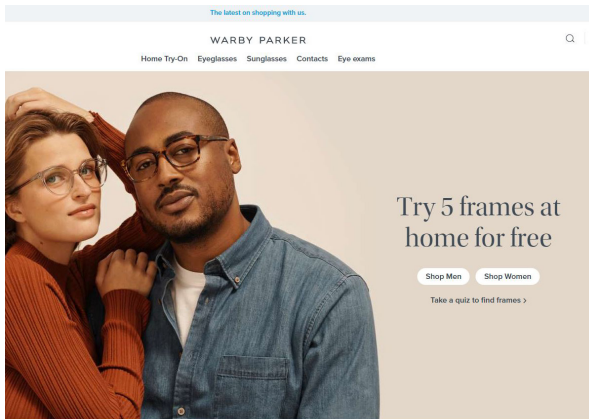
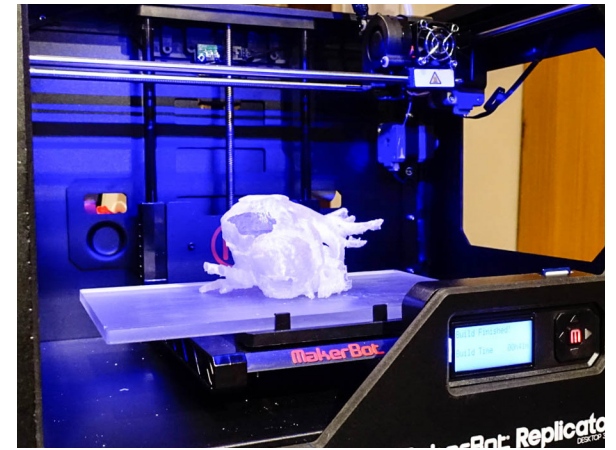
INSPIRATION

This design fiction is heavily inspired by current advancements in 3d printing. Researchers are using biocompatible scaffolding, bioinks made from living cells, and 3D printers to make cells, tissues, and medicine. Scientists have successfully 3D printed rabbit-sized hearts as recently as 2019. Reading this news, I asked myself, "what would the world look like if 3D bioprinted hearts was normal? So normal they could be treated like glasses."

I used Warby Parker as a business model and reference for the fictional store, Daffodil. I was inspired by their ability to provide high quality and stylish products at a fraction of a price. Additionally, they were motivated to do so because the glasses industry was reaping such a high revenue. That led to a second question "would 3D bioprinted body parts be affordable? Who would have access? Would there be a black market for these goods?" In my fictional future, 3D bioprinting is normalized, but expensive. Especially, considering the American health care system is unaffordable as is. I first turned to the "black market" but reconsidered, as cells, inkjet printers are actually readily available. Therefore, it would be more interesting to see how 3D bioprinting would play out in a real-world market.

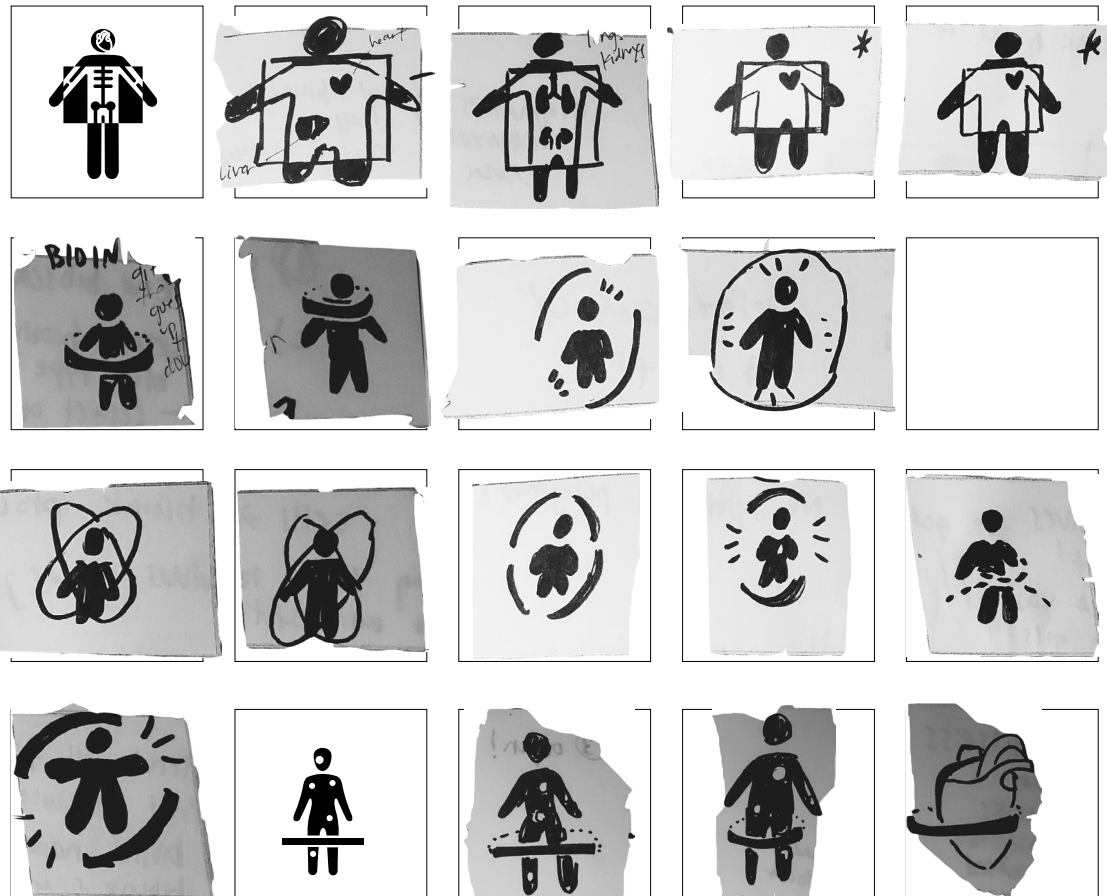
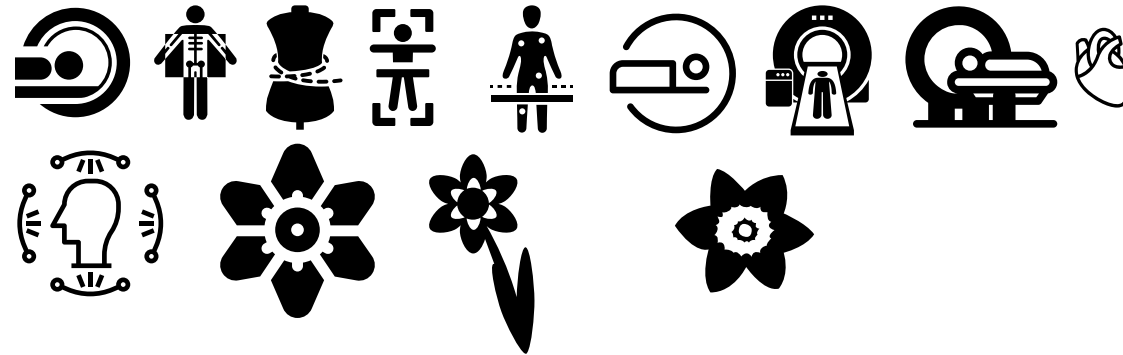
I designed the icons using Illustrator to help users navigate Daffodil's website and understand how the 3D bioprinting process works. The website prototype was created in Figma and is inspired by Warby Parker's current web experience. My aim is to provide the audience the creepy feeling of shopping for good and services they don't imagine is possible, but actually right around the corner.

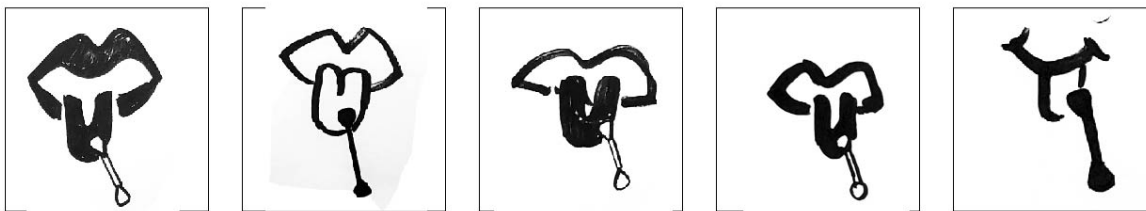
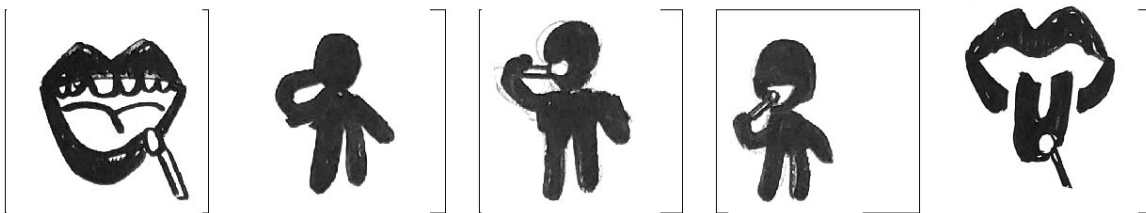
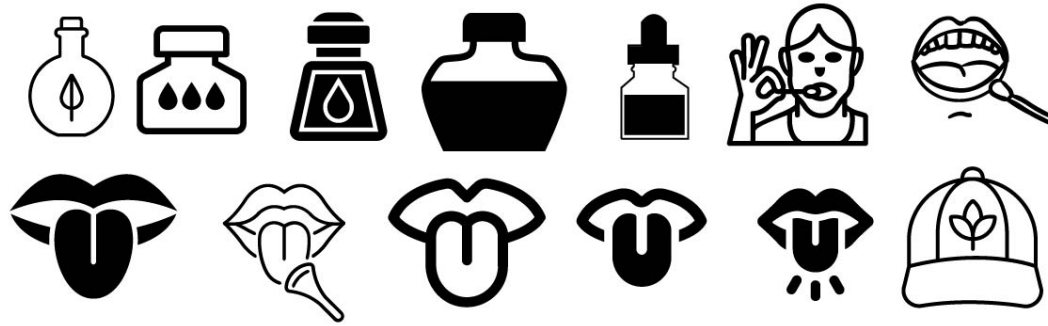
Moodboard



Created by Andrei Yushchenko
from Noun Project

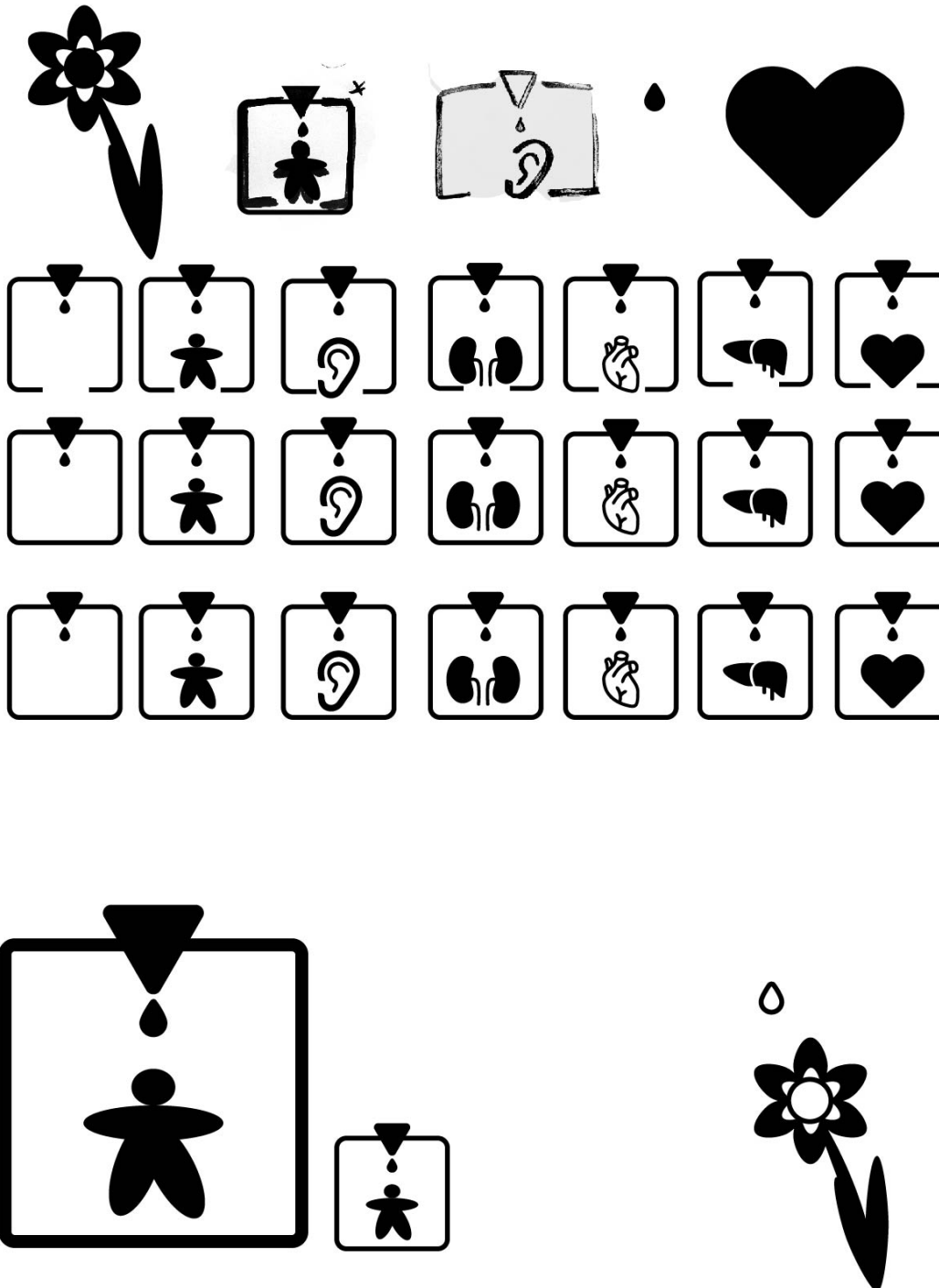
First Draft



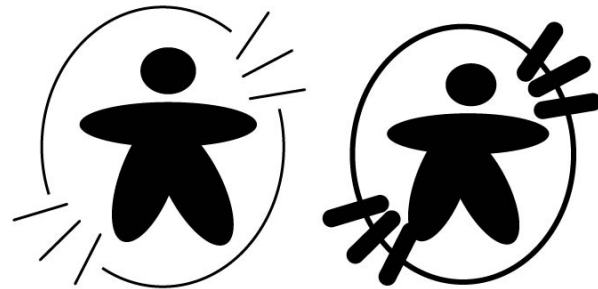




System / Logo



BioScan



Biolnks

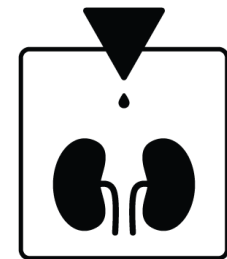
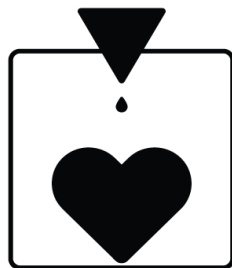
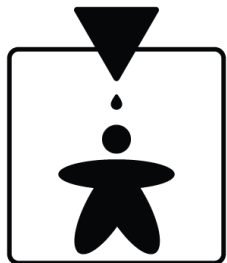
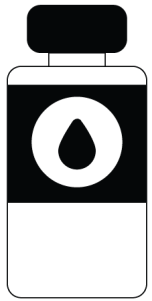


note to self: borrow leaf icon

Mouth Swab (optional)



Refinement





Daffodil

PREPRINT KIT BIOINK ORGANS SKIN BONE CARTILAGE

Get PrePrint Kit for free

SHOP MEN SHOP WOMEN

LEARN ABOUT PREPRINT HERE >

Daffodil

PREPRINT KIT BIOINK ORGANS SKIN BONE CAR

PHOTO

Ear Heart Kidney

Daffodil

PREPRINT PROCESS ORGANS SKIN BONE CARTILAGE

DO YOUR BODY SCAN & MOUTH SWAB AT HOME (IT'S FREE!)

LEARN HOW TO GET BIOINK

CHOOSE YOUR BIOINK

Daffodil

PREPRINT KIT BIOINK ORGANS SKIN BONE CARTILAGE

WHAT'S THE PREPRINT KIT?

- 1. Scanner**
We'll ship the scanner to you for free! Get good scans of your tips to make sure you get the best scan. (Skip this step if you have scans.)
- 2. Mouth Swab**
Choosing to YourFormula BiInk? No problem! Use the complimentary mouth swab to get those cells ready. Not using it? Leave the packet untouched.

Daffodil

PREPRINT PROCESS BIOINK ORGANS SKIN BONE CARTI

HISTORY

Every idea starts with a problem. Ours was simple: organs and body parts are too expensive. We were students when one of us lost her finger on a backpacking trip. The cost of replacing one was so high that she spent the first semester grad school without her finger, unable to write and maneuver. (We don't recommend this.) The rest of us had similar experiences, and we were amazed at how hard it was to find body parts that didn't leave our wallets bare. Where were the options?

It turns out there was a simple explanation. The 3d bioprinting industry is dominated by a single company that has been able to keep prices artificially high while reaping huge profits from consumers who have no other options.

We started Daffodil to create an alternative.



Daffodil

PREPRINT KIT BIOINK ORGANS SKIN BONE CARTILAGE

HOW TO COMPLETE YOUR BODY SCAN

1. Enter your address to get your complimentary scanner.
2. Wave scanner around the body part you need printed. (Don't forget to stay still!)
3. Email us the measurements and we'll start working on your print ASAP.

Daffodil

PREPRINT KIT BIOINK ORGANS SKIN BONE CARTILAGE

SHOP MEN

Daffodil

XOSCAN BIOINK ORGANS SKIN BONE CARTILAGE

WHAT'S THE DIFFERENCE IN BIOINKS?...

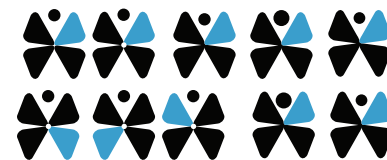
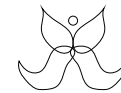
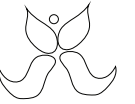
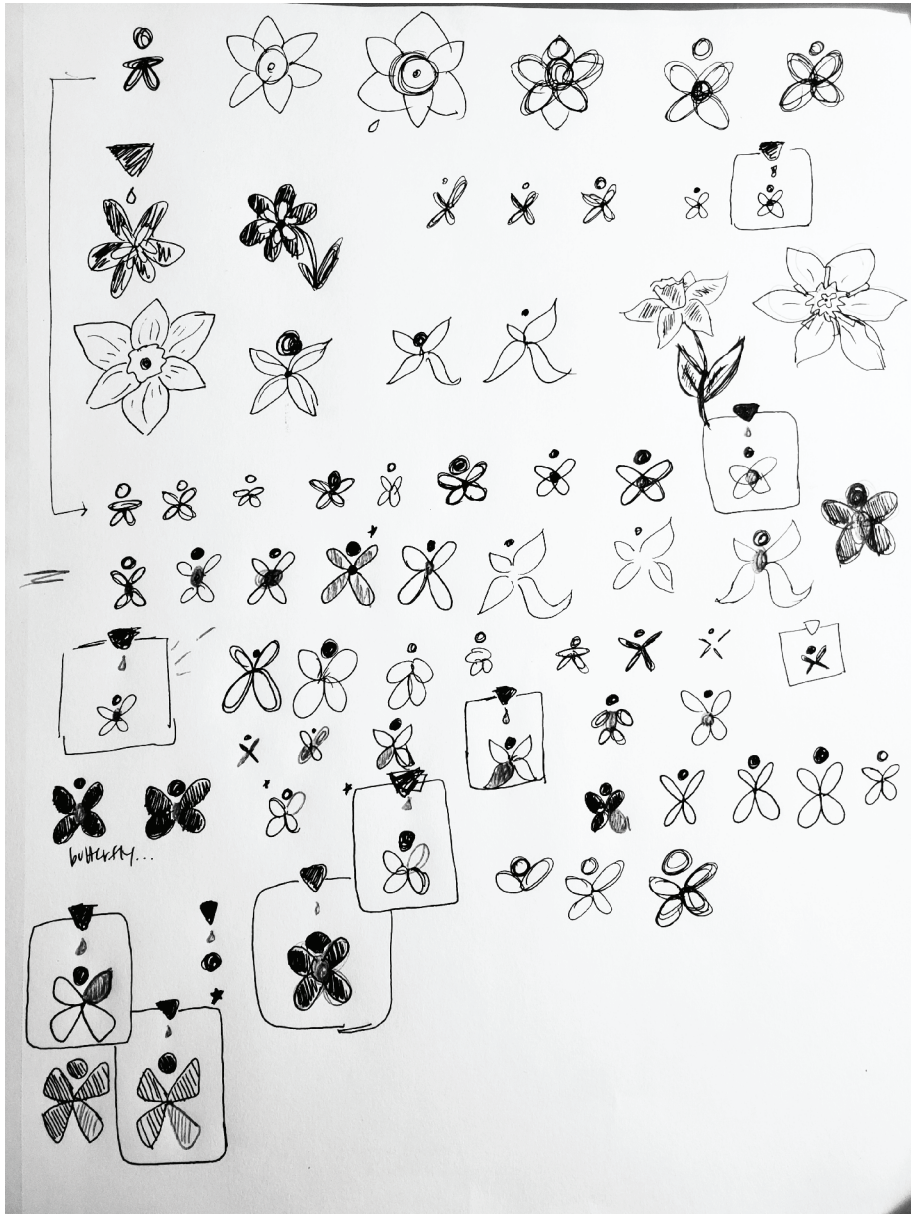
LEARN HOW TO GET BIOINK

Daffodil

PREPRINT KIT BIOINK ORGANS SKIN BONE CARTILAGE

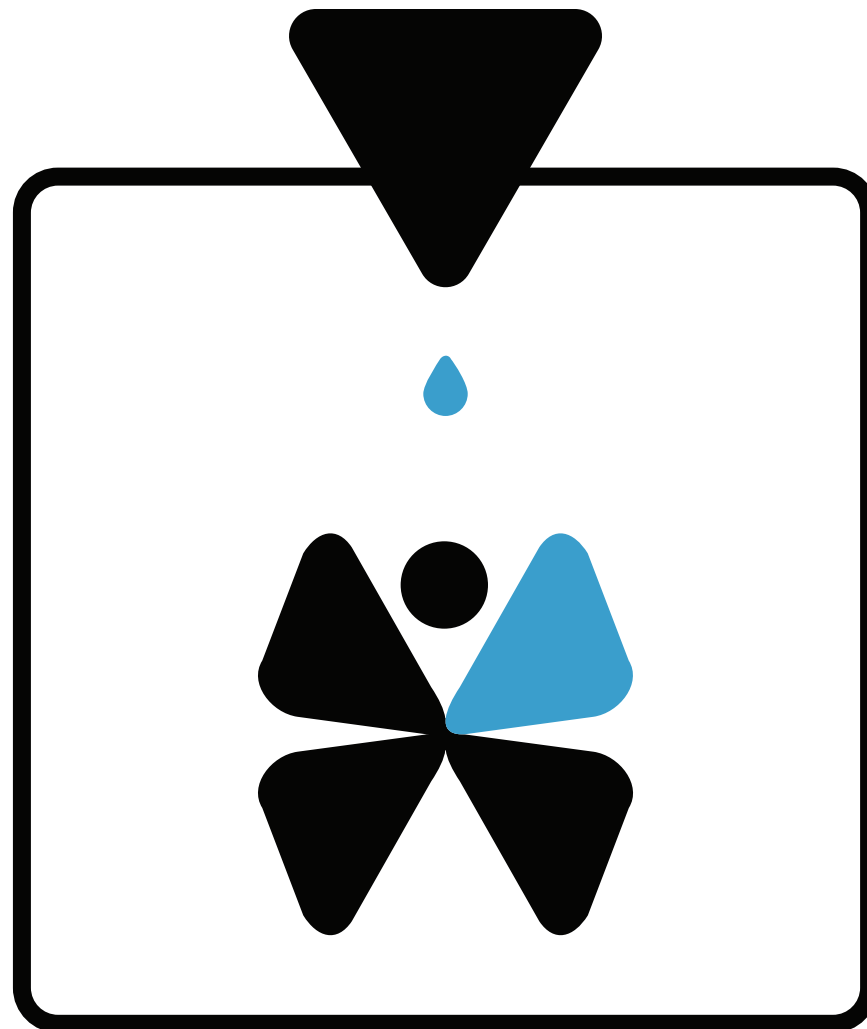
WHICH BIOINK IS RIGHT FOR YOU?

RegularFormula Your formula



Final Icons

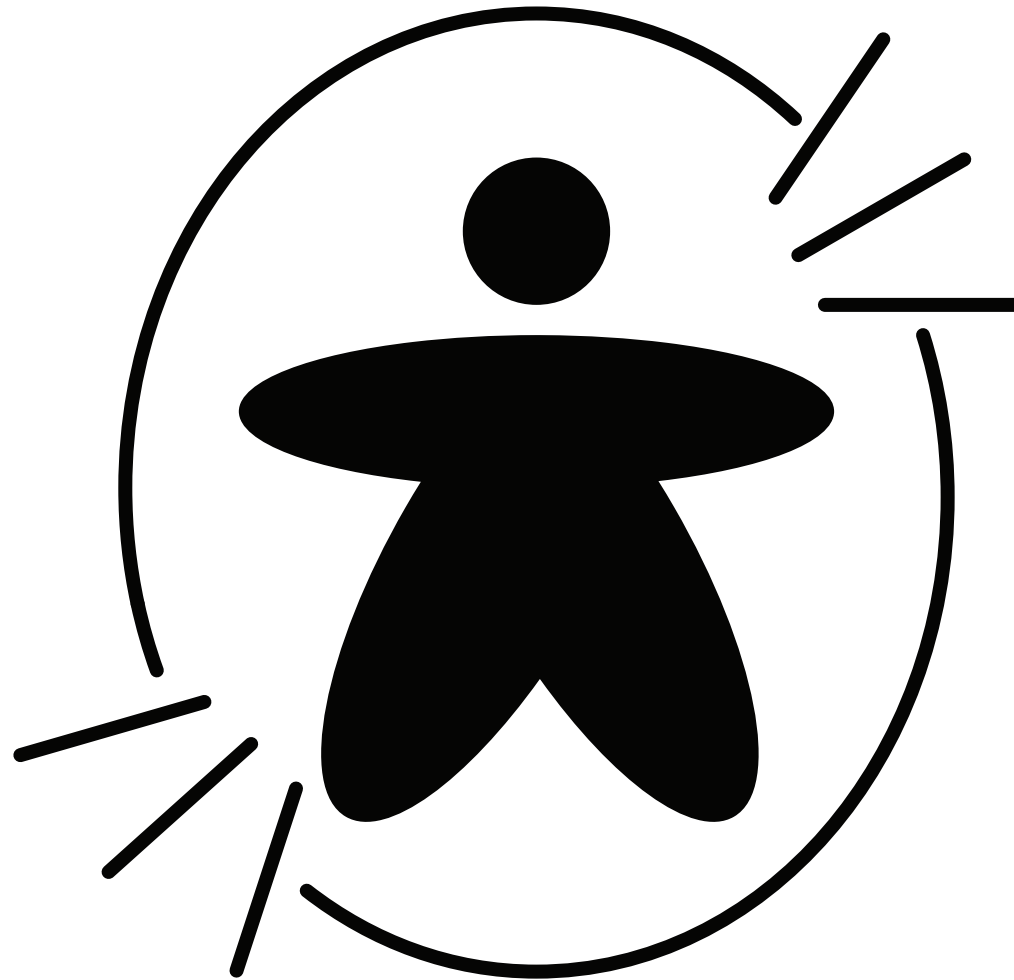
I. Logo



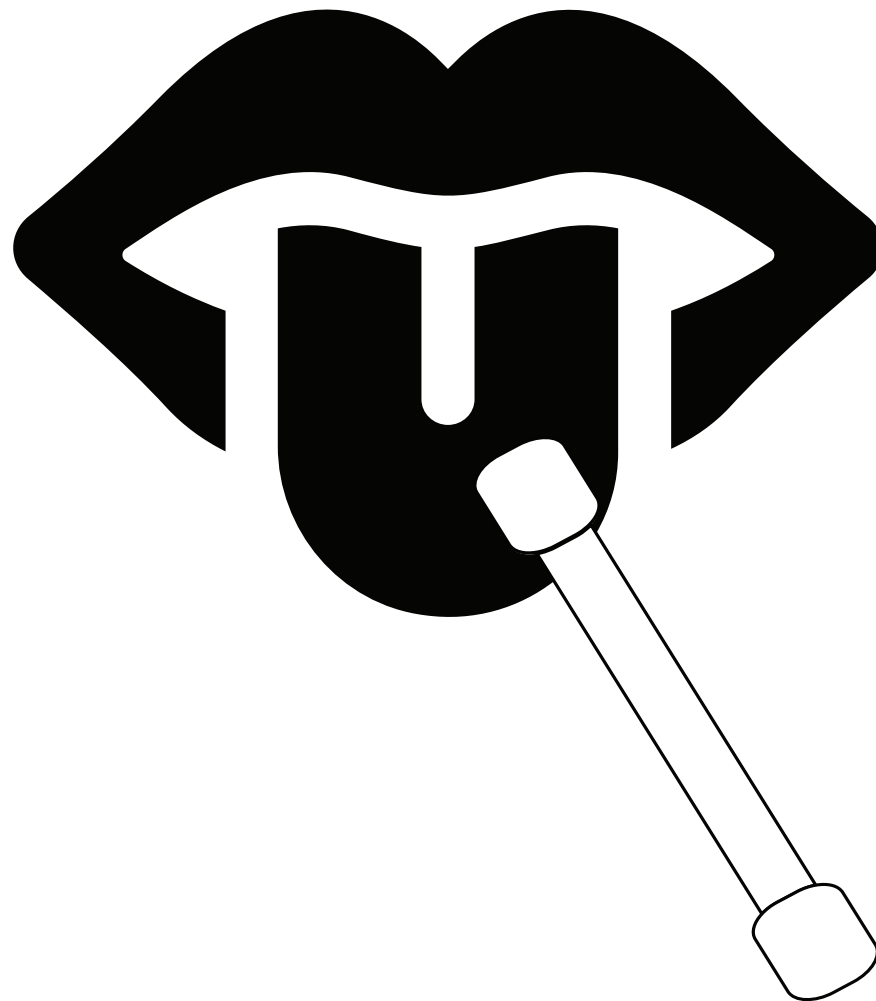
Blue Droplet Icon:
Created by Bohdan Burmich
from the Noun Project

3D printer & human icon:
Original work

2. BioScan



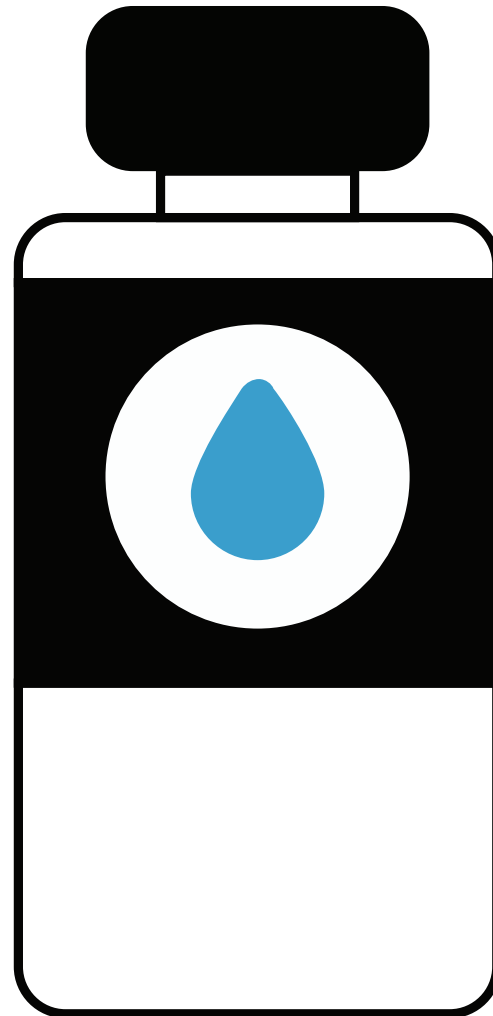
3. Mouth Swab



Mouth Icon:
Created by Adrien Coquet
from the Noun Project

Swab:
Original work

4. DaffodilFormula BioInk



Droplet Icon:
Created by Bohdan Burmich
from the Noun Project

Bottle Icon:
Original Work

5. YourFormula BioInk



Fingerprint Icon:
Created by icon 54
from the Noun Project

Bottle Icon:
Original Work

6. Purchase Ear

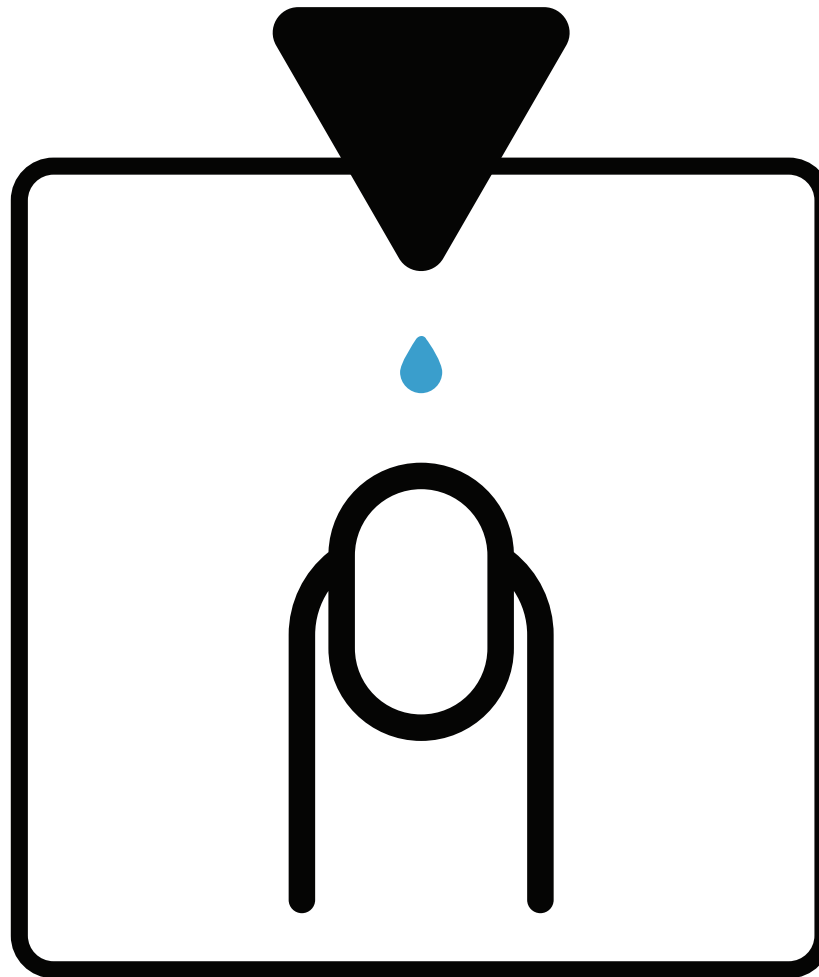


Droplet Icon:
Created by Bohdan Burmich
from the Noun Project

Ear Icon:
Created by Oksana Latysheva
from the Noun Project

3D Printer Icon:
Original Work

7. Purchase Finger

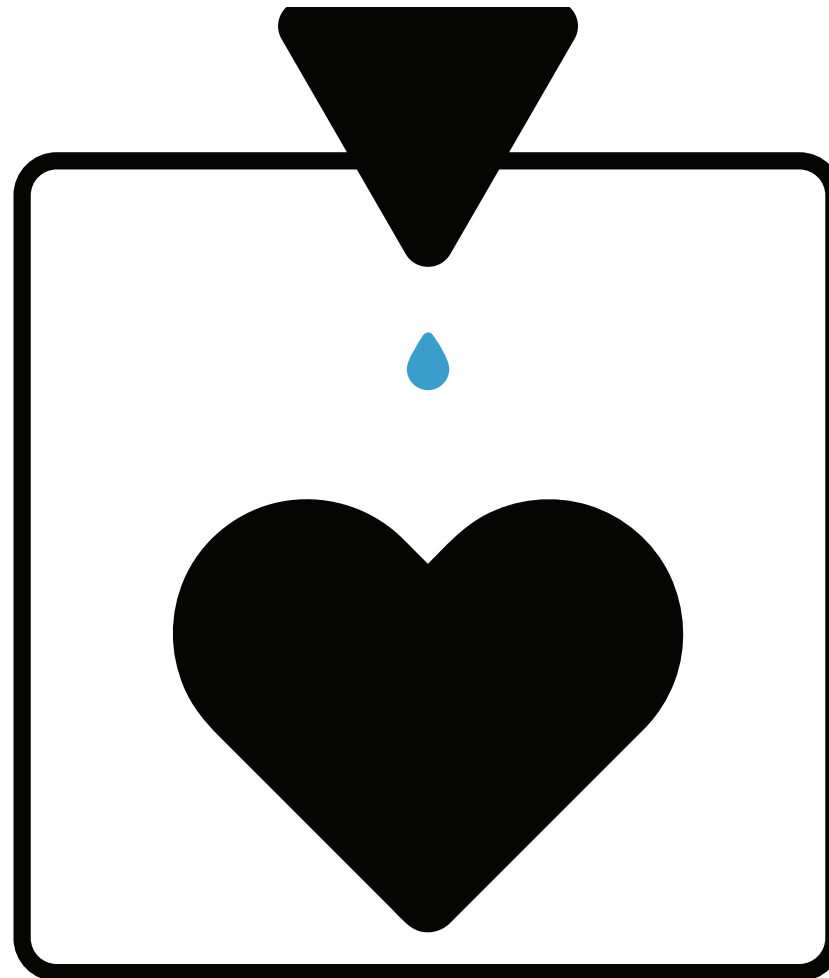


Droplet Icon:
Created by Bohdan Burmich
from the Noun Project

Finger Icon:
Created by Andrejs Kirma
from the Noun Project

3D Printer Icon:
Original Work

8. Purchase Heart

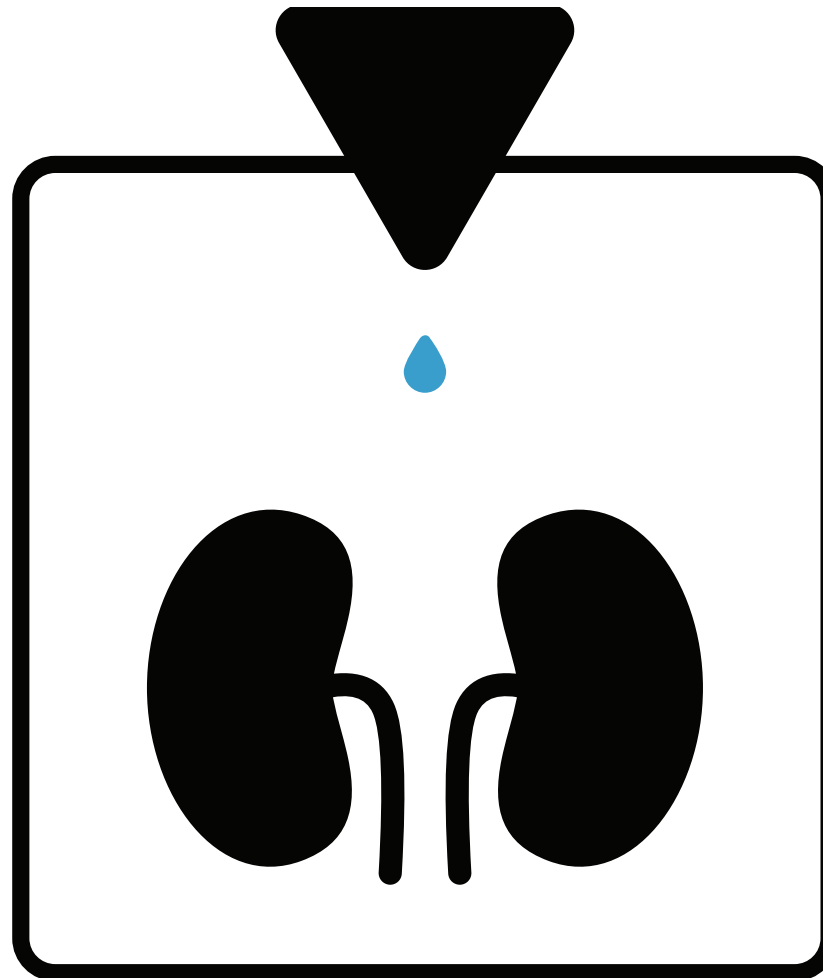


Droplet Icon:
Created by Bohdan Burmich
from the Noun Project

Heart Icon:
Created by shashank singh
from the Noun Project

3D Printer Icon:
Original Work

9. Purchase Kidney

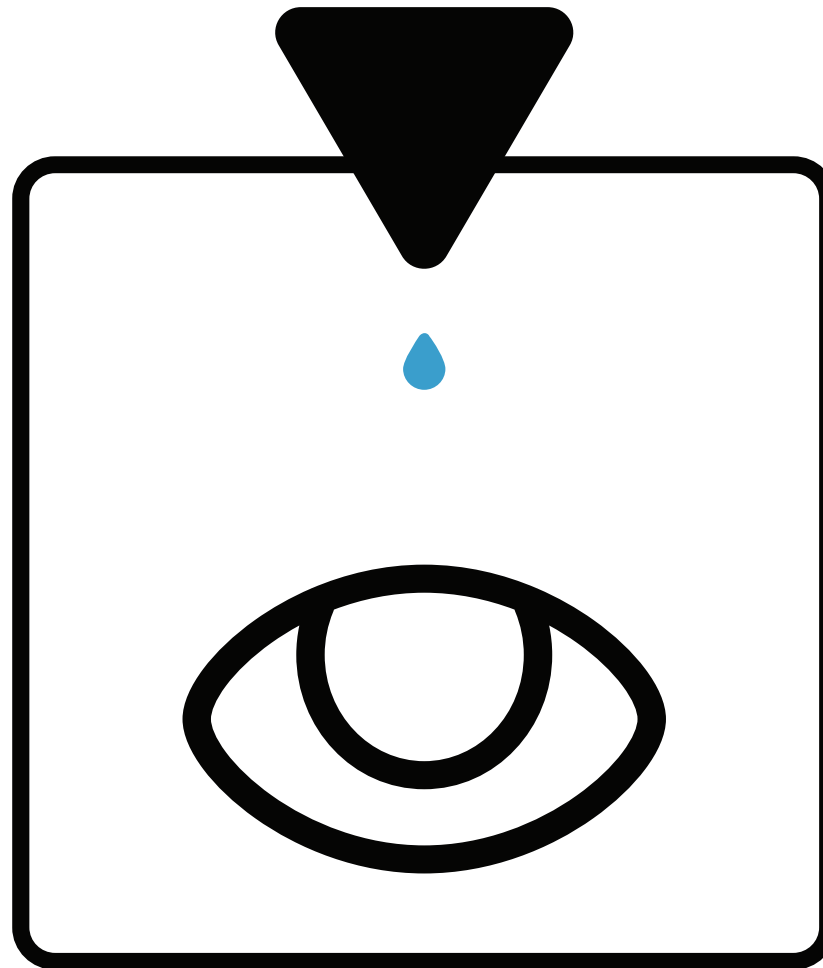


Droplet Icon:
Created by Bohdan Burmich
from the Noun Project

Kidney Icon:
Created by Xinh Studio
from the Noun Project

3D Printer Icon:
Original Work

10. Purchase Eye

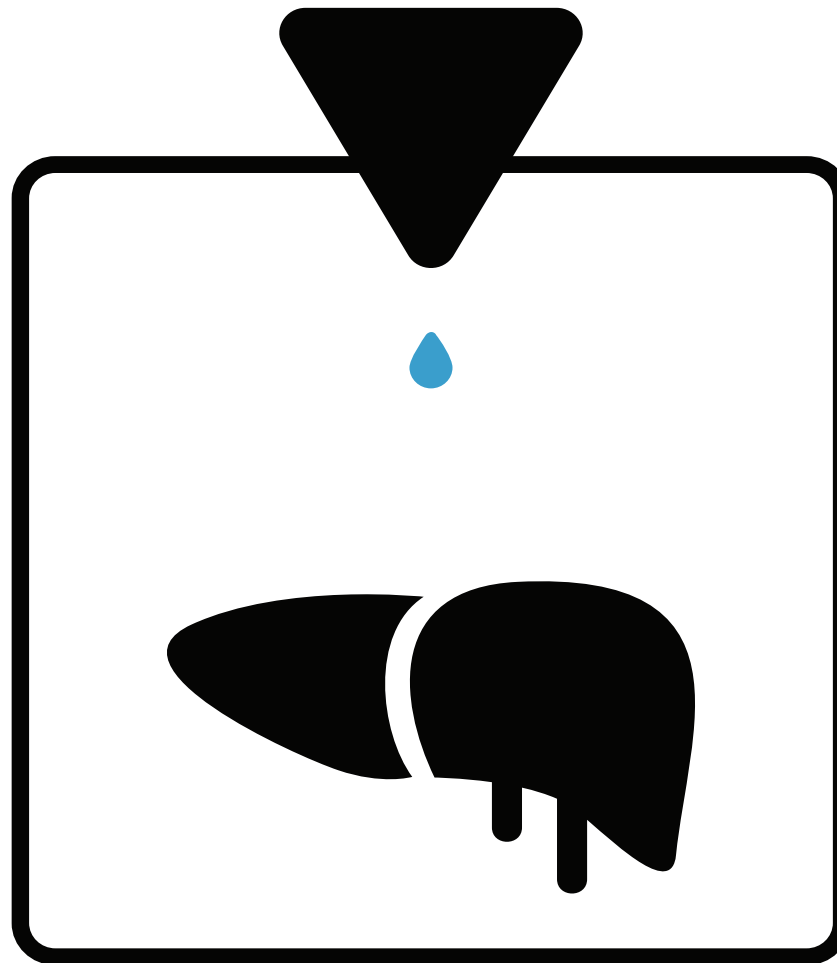


Droplet Icon:
Created by Bohdan Burmich
from the Noun Project

Eye Icon:
Created by Evgenii Likhachov
from the Noun Project

3D Printer Icon:
Original Work

II. Purchase Liver



Droplet Icon:
Created by Bohdan Burmich
from the Noun Project

Liver Icon:
Created by Fahmi
from the Noun Project

3D Printer Icon:
Original Work

Logos in Context

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Daffodil

[PREPRINT KIT](#)

[BIOINK](#)

[INTERNAL](#)

[EXTERNAL](#)

[INTERNAL SCAN](#)



Get PrePrint Kit
for free

[SHOP INTERNAL](#)

[SHOP EXTERNAL](#)

[LEARN ABOUT PREPRINT HERE >](#)

[FAQ](#)

[CONTACT US](#)

[OUR STORY](#)

Daffodil

PREPRINT KIT

BIOINK

INTERNAL

EXTERNAL

INTERNAL SCAN



WHAT'S IN THE PREPRINT KIT?



1. BioScan

The free scanner collects accurate external measurements, including ears, fingers, toes, and skin. If you're new to scanning, we recommend you read our [tips](#) pages before you get started. If you're in a rush, simply take a clear photo of the desired part.



2. Mouth Swab

The mouth swab is a free and optional device if you are using [YourFormula BioInk](#). The cells in your mouth swab are what we use to create the BioInk. Don't want to do that? No problem! Leave the packet untouched in your pre-paid return package.

Daffodil

PREPRINT KIT

BIOINK

INTERNAL

EXTERNAL

INTERNAL SCAN

The BioScan is only compatible with external parts. A biopsy from your primary care doctor or select Daffodil locations is required for internal parts. Schedule an appointment with us today (only select states apply).

Name, Date of Birth,
Height, Weight.

follow instructions.
Stay as still as possible
for 30 seconds.

email with a Daffodil
Account number. Enter
your account# during
check out to autofill
measurements. Don't
forget to mail back the
BioScan with the
provided return label.

SHOP INTERNAL

SHOP EXTERNAL

Daffodil

[PREPRINT KIT](#)

[BIOINK](#)

[INTERNAL](#)

[EXTERNAL](#)

[INTERNAL SCAN](#)



HOW TO COMPLETE YOUR BIOSCAN

1.

Turn on BioScan and enter the following: Name, Date of Birth, Height, Weight.

2.

Once green light is on, select body part and follow instructions. Stay as still as possible for 30 seconds.

3.

BioScan is complete when you receive an email with a Daffodil Account number. Enter your account# during check out to autofill measurements. Don't forget to mail back the BioScan with the provided return label.

[SHOP INTERNAL](#)

[SHOP EXTERNAL](#)

Daffodil

PREPRINT KIT

BIOINK

INTERNAL

EXTERNAL

INTERNAL SCAN



WHICH BIOINK IS RIGHT FOR YOU?



DaffodilFormula

This is a classic concoction of cells that are perfect for healthy, lasting parts. It's the traditional combination of alginates, collagen, and gelatin. You really can't go wrong.



YourFormula

In addition to the classic combination of alginates, collagen, and gelatin, we use your living cells to help create new tissues. Think of it as yourself giving the ultimate pat on the back. All we need is a mouth swab (directions included in PreKit package).

SHOP INTERNAL

SHOP EXTERNAL

Daffodil

PREPRINT KIT

BIOINK

INTERNAL

EXTERNAL

INTERNAL SCAN

Internal Parts

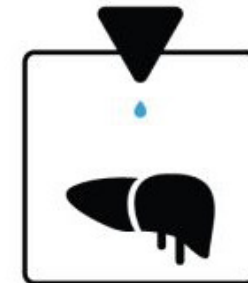
SCHEDULE AN INTERNAL SCAN TODAY



Heart



Kidney



Liver

Split your purchase into three easy (and totally interest-free) payments with Affirm.

Daffodil

PREPRINT KIT

BIOINK

INTERNAL

EXTERNAL

INTERNAL SCAN

External Parts

GET A FREE PREPRINT KIT TODAY



Ear



Finger



Eye

Split your purchase into three easy (and totally interest-free) payments with Affirm.

Daffodil

PREPRINT KIT

BIOINK

INTERNAL

EXTERNAL

INTERNAL SCAN

HISTORY

Every idea starts with a problem. Ours was simple: organs and body parts are too expensive. We were students when one of us lost her finger on a backpacking trip. The cost of replacing one was so high that she spent the first semester of grad school without her finger, unable to write and maneuver. (We don't recommend this.) The rest of us had similar experiences, and we were amazed at how hard it was to find body parts that didn't leave our wallets bare. Where were the options?

It turns out there was a simple explanation. The 3d bioprinting industry is dominated by a single company that has been able to keep prices artificially high while reaping huge profits from consumers who have no other options.

We started Daffodil to create an alternative.

By circumventing traditional channels, designing body parts in-house, and engaging with customers directly, we're able to provide higher-quality, better-looking parts and organs at a fraction of the going price.

We believe that buying pieces of yourself should be easy and fun. It should leave you happy and good-looking, with money in your pocket.

We also believe that everyone has the right to live.

Almost one billion people worldwide lack access to 3d bioprinted parts, which means that 15% of the world's population cannot effectively move or work. To help address this problem, Daffodil partners with non-profits like HeartSpring to ensure that for every 3d printed organ sold, another part is distributed to someone in need.

There's nothing complicated about it. Good body, good life.





Enter Measurements



Daffodil Account#

Skip

Confirm BioInk

DaffodilFormula



YourFormula





Review Selections

Part

Right Ear \$5,000

BioScan Measurements

	Auricle	Helix	Concha	Tragus
AD	-350	-120.9°	176	12.4
AS	-325	-121.7°	021	16.6

Lobule Type

Free 34.8

Melanin Range

180.98

Freckle Density

0.12

Hair Type

3a -0.344

BioInk

Your Formula + \$100

Subtotal

\$5,100

Add to Cart

Edit Selections

Figma Prototype

Click link below to view the entire website prototype of on Figma.

<https://bit.ly/3oWZkBh>

Click link below to view functioning prototype of Daffodil's website. Created using Figma.

<https://bit.ly/3s3tJKp>

Credits



Photo by
Matheus Ferrero
on Unsplash



Photo by
Frank Flores
on Unsplash



Photo by
Womanizer WOW Tech
on Unsplash



Photo by
Etty Fidele
on Unsplash