

INDUSTRIAL DESIGN CONCEPT

CONCEPT NAME:

JB Fresh Filter

COMPETITION CHALLENGE: Design a physical product solution that allows people to safely enjoy the benefits of Michigan's diverse water resources.

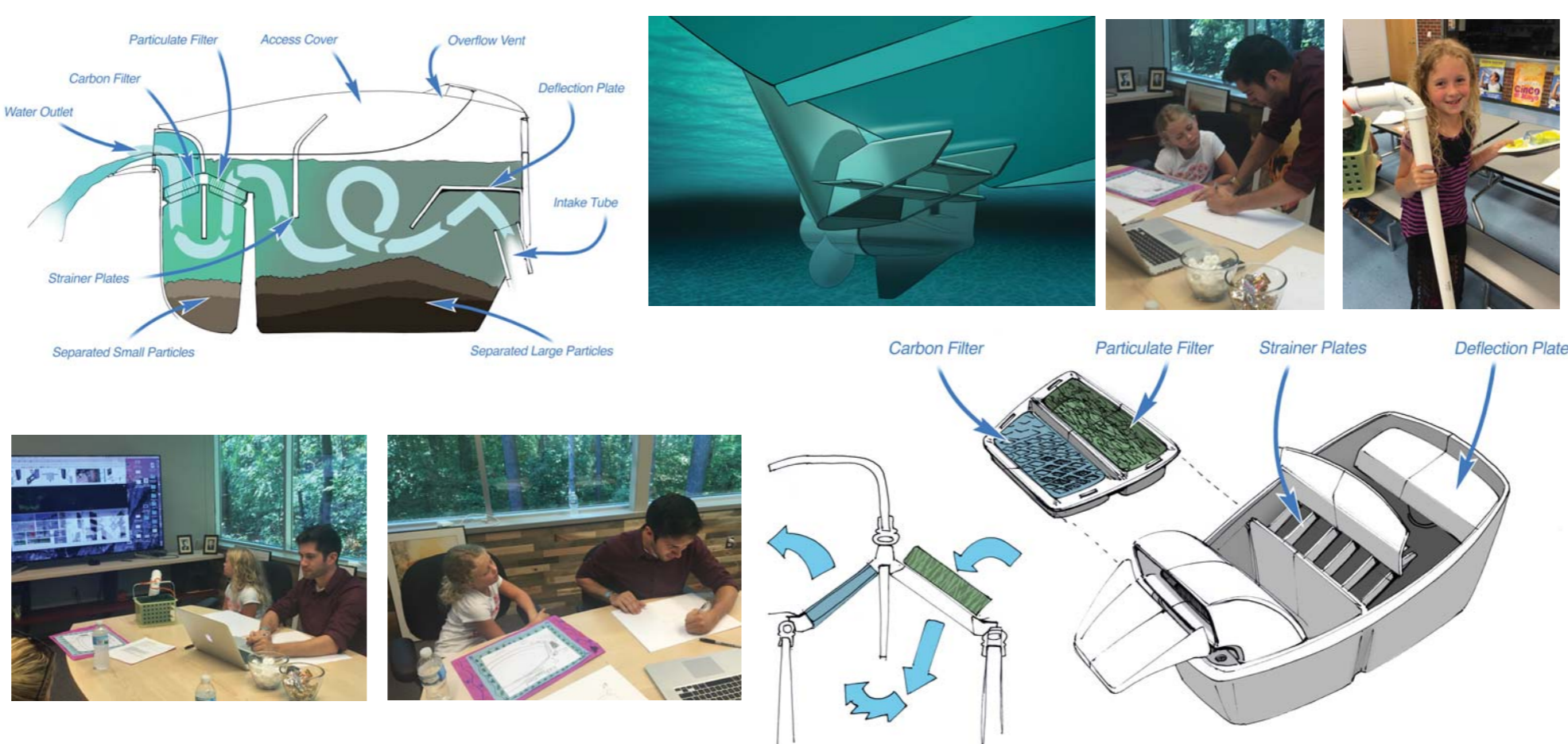


CONCEPT DESCRIPTION

Michigan's lakes and rivers are experiencing increased boating activity as people seek outdoor recreational enjoyment. This is good for the State's economy, but can be bad for water quality. In response to this paradox, the J.B. Fresh Filter concept attaches to the back of boats and collects dirty water as the boat moves forward. The water passes through various filter media and exits cleaner than when it entered. The "Fresh Filter" is effective at low and high speeds, is scalable for small to large watercraft, and the technology can be integrated into newly constructed watercraft, and adapted to existing boats.

Critical design thinking principles were used to turn a problem into a solution; taking advantage of increasing watercraft density on Michigan's waterways as the solution to cleaning Michigan's lakes and rivers- the more boats, the more filtering devices that can be deployed.

IDEA DEVELOPMENT & MENTORING



FINALIST BIO



Jordan Dyment
SCHOOL:
**Roosevelt Elementary,
West Bloomfield
School District**
AGE GROUP:
K -5th Grade

MDC EVALUATION

JUDGE'S COMMENTS:

"Awesome design thinking and mock-up process"
"This design will actually work- having fun while cleaning water is a great idea"
"This concept will raise our society's awareness of water quality as watercraft adapt the technology and people see the cool design solution on an increasing number of boats"

INDUSTRY PARTNER:



www.michigandesigncouncil.org