

*Kai Arcos*



*Soft  
Cuffs*



# Soft Cuffs

*An alternative to metal handcuffs  
with a focus on **Comfort** and **Dignity**;  
for use in mental health institutions*

## Comfort

The use of metal handcuffs compromises the patient's physical health, as they can cause cuts and leave room for self-harm

Made from a soft and light material, Soft Cuffs are designed to solve this issue

## Dignity

Metal handcuffs also have an impact on the patient's mental wellbeing, often causing them to relive trauma

Soft Cuffs tackle this issue with their calming and anti-aggressive design



## Effectiveness

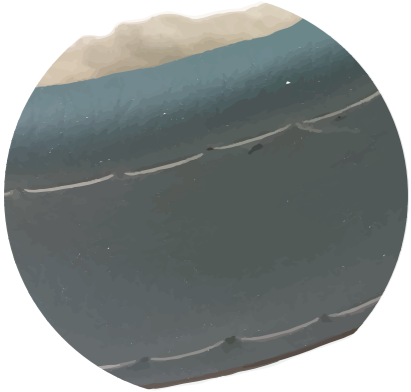
In cases in which the effectiveness and strength of the restraints is key, Soft Cuffs provide a reliable and fast solution

The concept is based on the mechanism of releasable zip ties, with the final prototype using these as a foundation



## Soft material

The inner lining made from soft and fluffy fabric provides a feeling of comfort and contributes to a less aggressive appearance



## Calming colours

The calming and neutral colours give a less threatening appearance to the cuffs, adding up to the Dignity aspect of the design



## Push system

The zip tie base allows for a faster restraint, making it as easy as holding the ends with one hand and pushing the heads up with the other



## Easy unlock

The releasable nature of the zip ties allow for easy unlocking by the staff while staying secure and impossible to unlock by the patient



# Is the issue... an issue?

Possibly the first question that comes to your mind.  
Is this actually an existing problem?

" We have recently seen fractures, lacerations, and injuries to the radial, ulnar, and median nerves caused by handcuffs. "

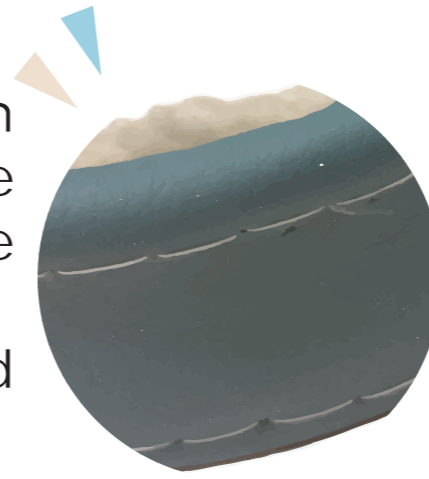
" They handcuffed me so tight, when my mum came to see me, she thought I'd tried to commit suicide because my wrists were bleeding. "

" Not once did anyone say I was going to be taken away like a criminal. I was devastated and embarrassed. "

## What people say about *Soft Cuffs*



Qualm had three interviews with police officers who claimed that the zip tie mechanism is currently in use with great results  
This makes the Soft Cuffs a fast and reliable alternative



**10/10** perceived the Soft Cuffs to be less aggressive  
Surveys proved the overall design to be less intimidating, with testers making emphasis on the relaxing colours and the stitched design



**10/10** were unable to take off the Soft Cuffs  
These statistics prove that, with a simple button push unlocking mechanism, the Soft Cuffs are as secure as unreleasable zip tie cuffs



**10/10** found the inner lining material to be gentle  
Some testers even claimed that having the Soft Cuffs on "felt like nothing" even when tightened

# The Business Model Canvas

Designed for: Soft Cuffs

Designed by: Clara Arcos Jimenez

Date: 20/06

Version: 2





# *The Business Model*

For Soft Cuffs, Qualm proposes a Business Model which is mainly based on campaigning and subscriptions.


## *Campaigning*

Partnering with NHS in return of a reduced price subscription for Soft Cuffs will allow Qualm to run campaigns that will inform the general public about methods used in mental health institutions. This can be done on social media and in fairs, in a similar fashion to tourism fairs.

A forum will be open to the public and mental health professionals. Users will be able to share stories and connect, creating a stronger bond between patients, the general public and professionals. A similar platform is run by *American Express*, where everyone is able to contribute to the forum with their own knowledge and experiences.

## *Subscriptions*

Soft Cuffs will be sold along services, such as repair and replacement of damaged or faulty cuffs, initial training in the use of the cuffs, additional training for new staff and renewal plans for future redesigns. Training would work in a similar way as IT training for office employees, with the difference that only the staff who have completed training will be allowed to use the Soft Cuffs.



# What's next?

Possibly the question that comes to your mind now.  
When will I hear more about *Soft Cuffs*?

## *Advertising campaigns*

Advertising on social media and events related to mental wellbeing.

Building a community around *Soft Cuffs* and the values they portray.

## *Funding campaigns*

Setting up a Kickstarter or Indiegogo campaign and contacting possible investors through events.

## *Production*

When the funding goals are met, Qualm will be ready to begin the production of *Soft Cuffs*.

## *Launching*

Advertising the launch of *Soft Cuffs* to the market.  
Contacting possible buyers.

# References

## *Quotes*

Complaints of pain after the use of handcuffs should not be dismissed. 1999 January 2.  
NCBI. PMC.

[www.ncbi.nlm.nih.gov/pmc/articles/PMC1114546](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1114546)

'They handcuffed me so tight my wrists were bleeding'. 2014 October 23.  
BBC News.

[www.bbc.co.uk/newsbeat/article/29735059/they-handcuffed-me-so-tight-my-wrists-were-bleeding](http://www.bbc.co.uk/newsbeat/article/29735059/they-handcuffed-me-so-tight-my-wrists-were-bleeding)

The Day I Was Taken Away in Handcuffs for Being Suicidal. 2017 February 28.  
The Mighty.

[themighty.com/2017/02/handcuffed-for-being-suicidal-involuntary-treatment](http://themighty.com/2017/02/handcuffed-for-being-suicidal-involuntary-treatment)

## *Validation statistics*

Results of user testing and feedback carried out during the design process.

## *Business model*

American Express example: '30 Brands with the Best Digital Marketing Campaigns'.  
Eric Siu for Single Grain.

[www.singlegrain.com/digital-marketing/best-online-marketing-companies](http://www.singlegrain.com/digital-marketing/best-online-marketing-companies)