

A photograph of four young women walking away from the camera on a paved surface. They are dressed casually in t-shirts, jeans, and a patterned poncho. In the background, there's a building with a corrugated metal roof and some hills under a clear sky.

The Client Said:
"These kids need to live longer."

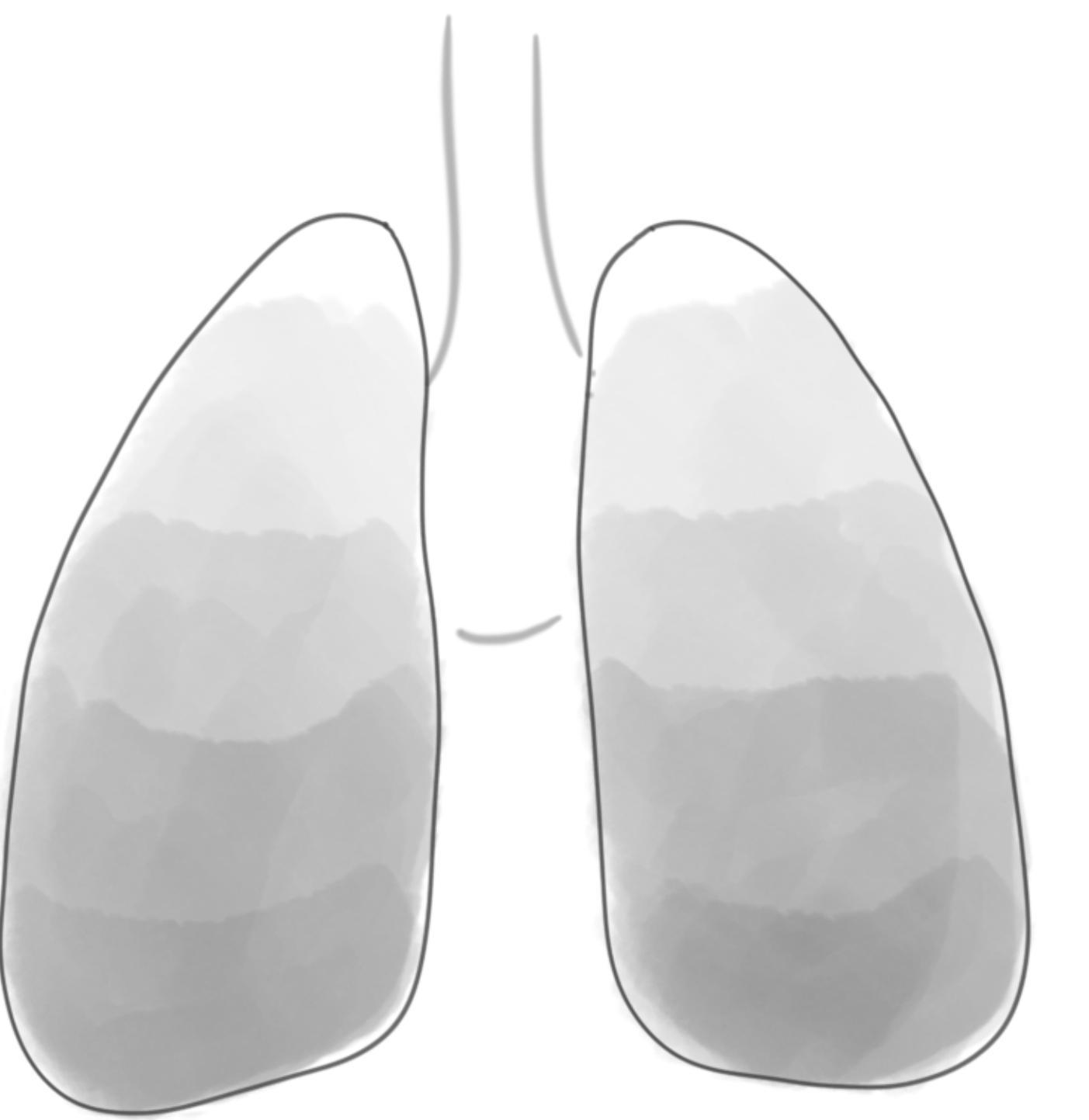
Petr Kosnar
@faxecz
iampetr.com



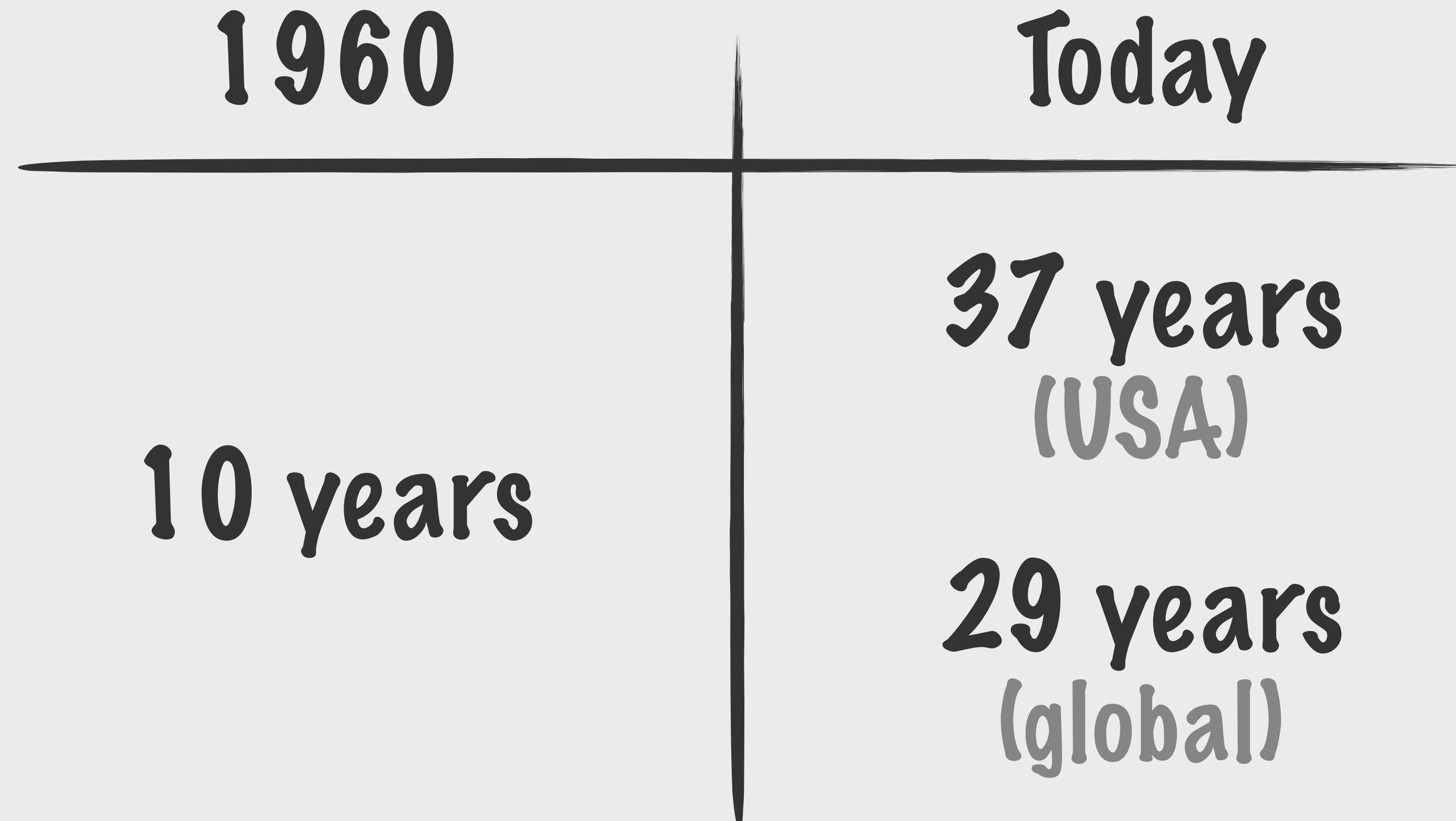
Prague, Czech Republic



Sarah
cystic fibrosis patient



Life expectancy



Sarah's daily routine

- Inhalations & breathing exercises (3×20 min)
- Enzymes, vitamins, bronchodilators, ... (10–30 pills)
- Frequent infections (often hospitalized)

How does she cope
with the therapy?

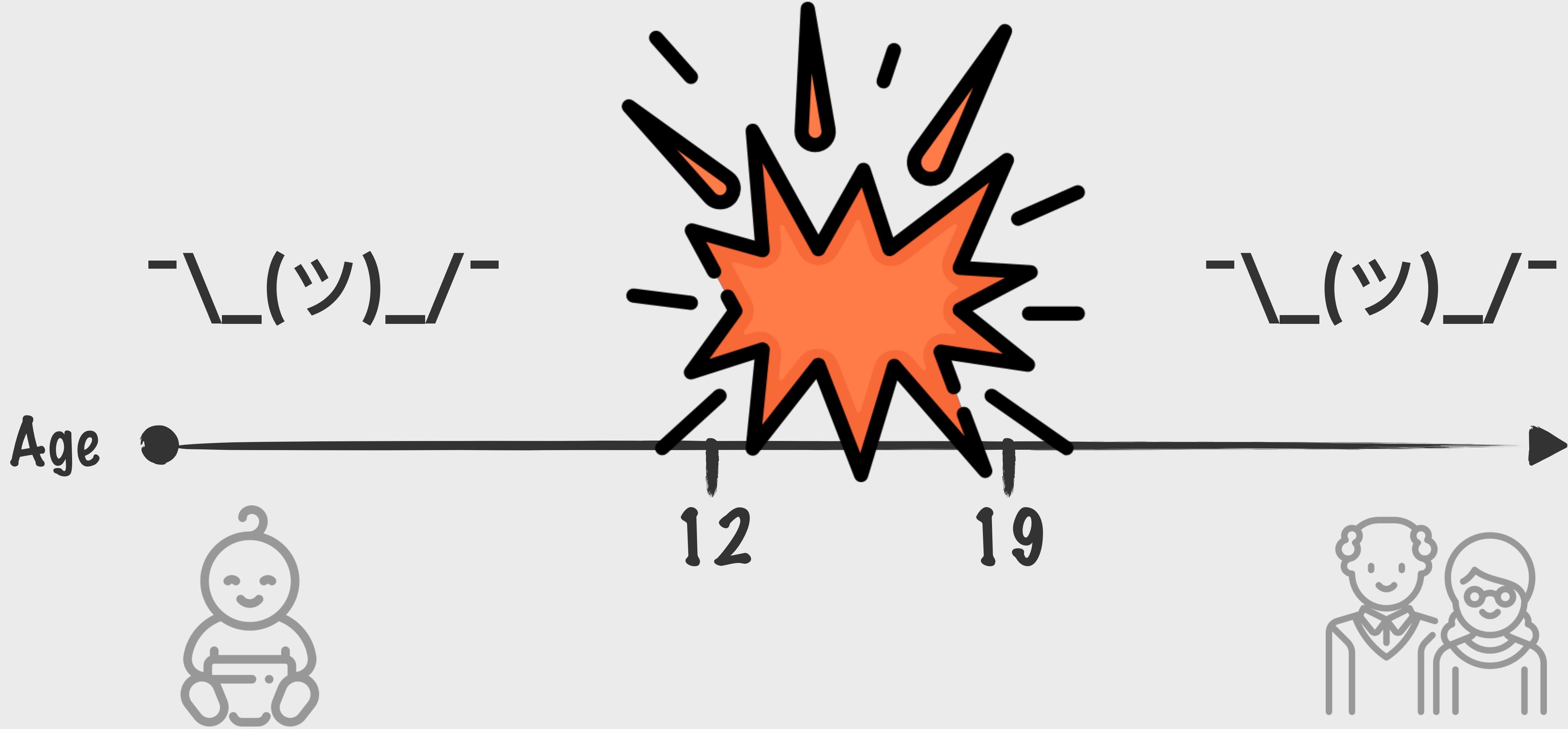
Age

-＼(ツ)／-



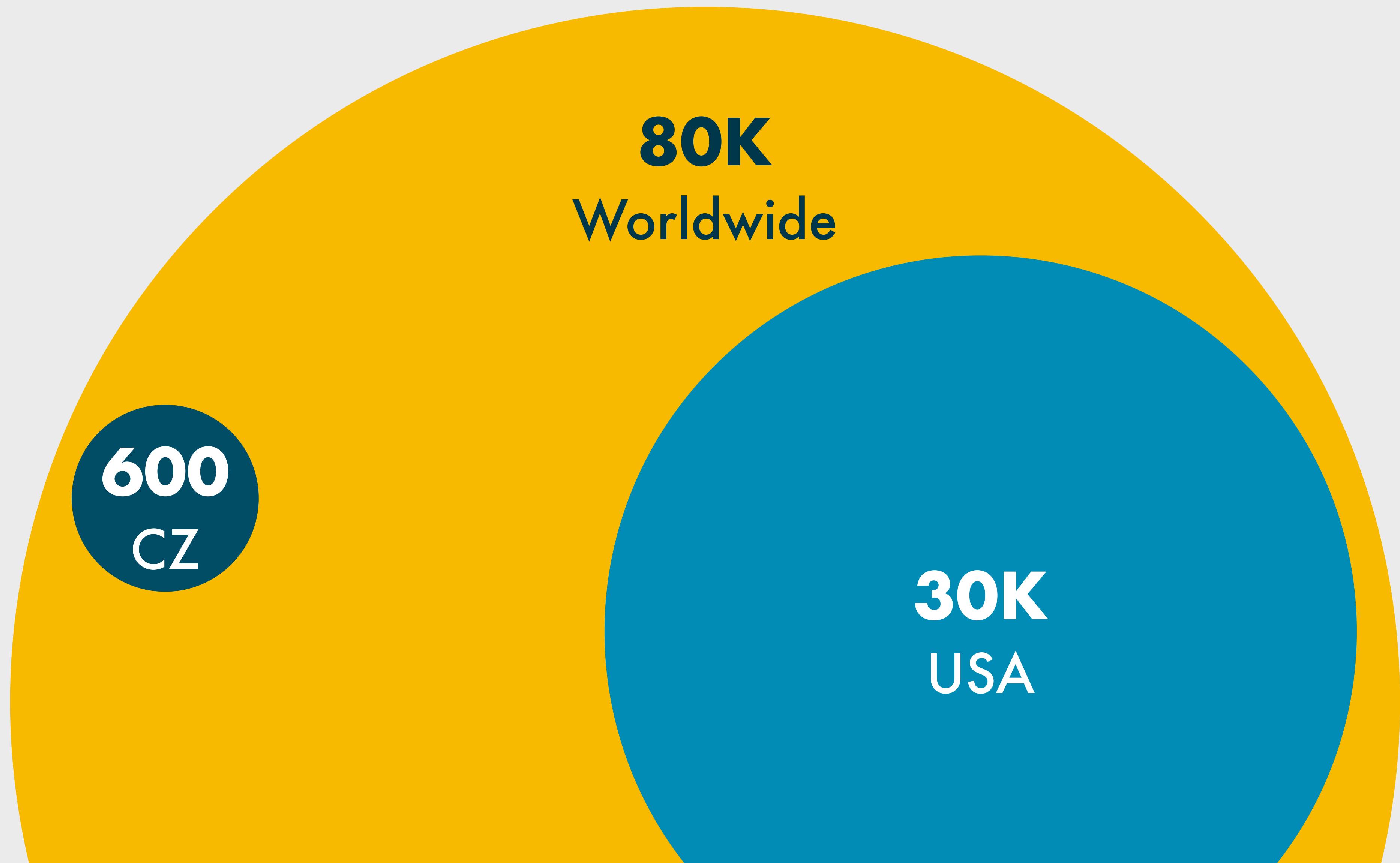
-＼(ツ)／-







Target group: Cystic Fibrosis Patients





Now you're familiar with CF!
(welcome!)







CF Hero

Five biggest challenges

#1 They cannot meet each other



#2 Diverse target group

No two CF patients are the same.



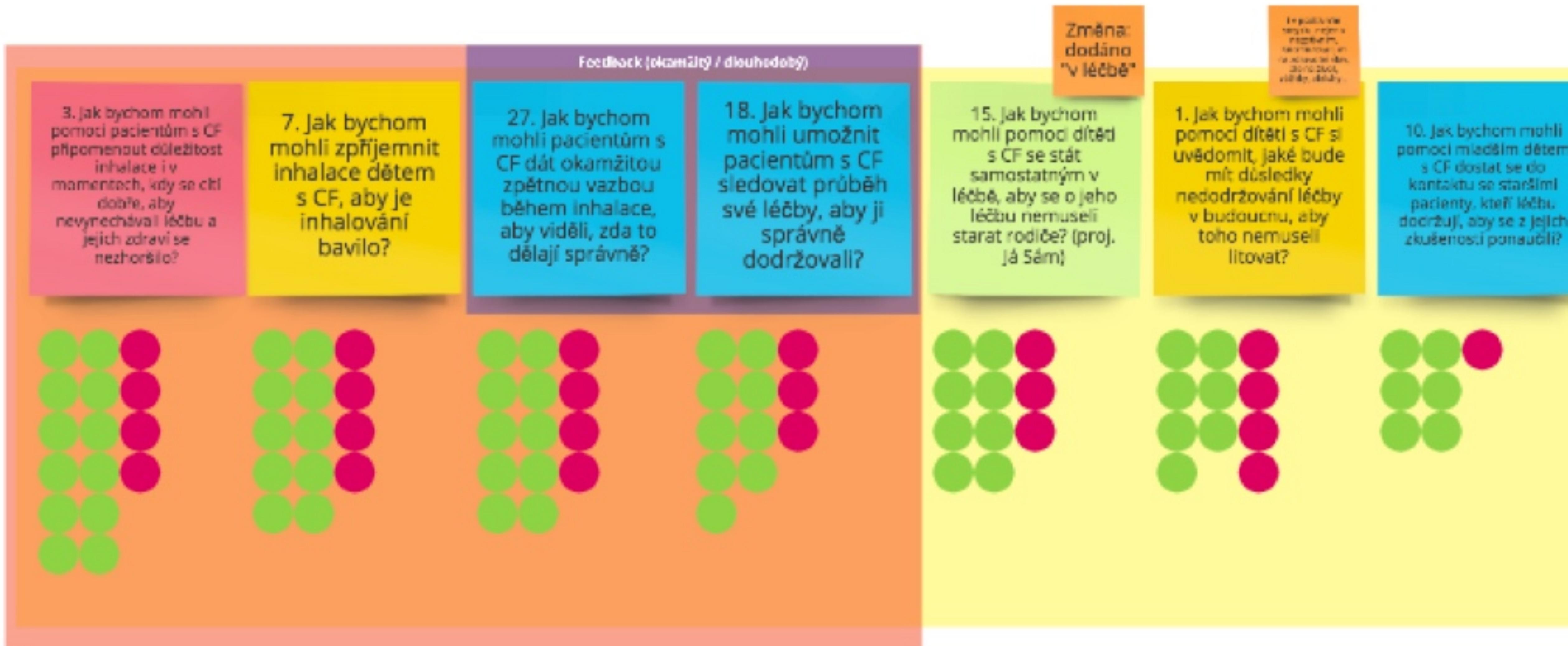
#3 Life with CF is so complex



#4 The boring thing must stay boring



#5 How to prioritize so many problems?



What were the key issues?

#1

How might we enable CF patients
**monitor the adherence to their
treatment plan**
so that they know when to work harder to improve it?

#2

How might we help CF teenagers
take control of their treatment
so that they become independent of their parents?

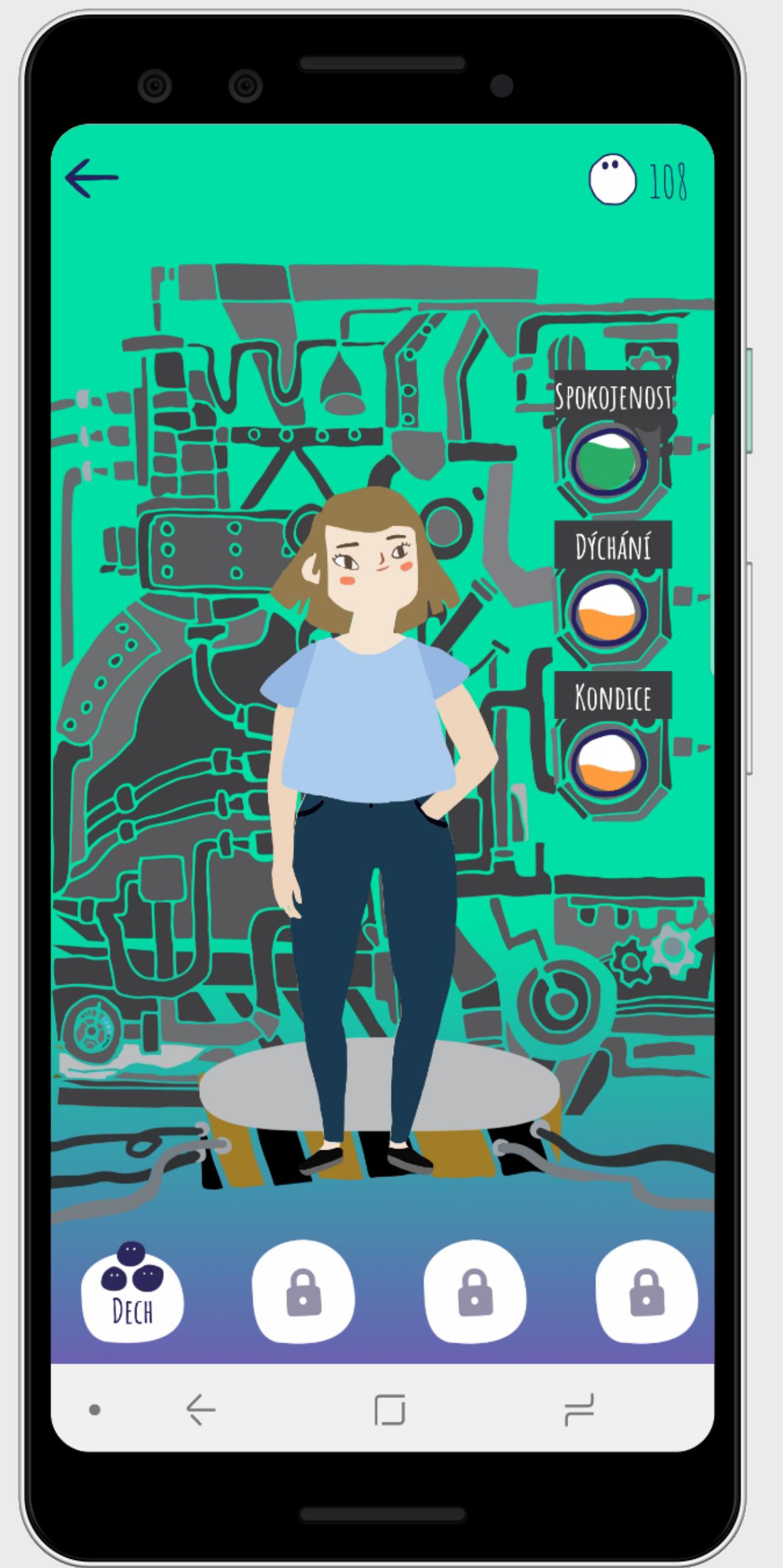
#3

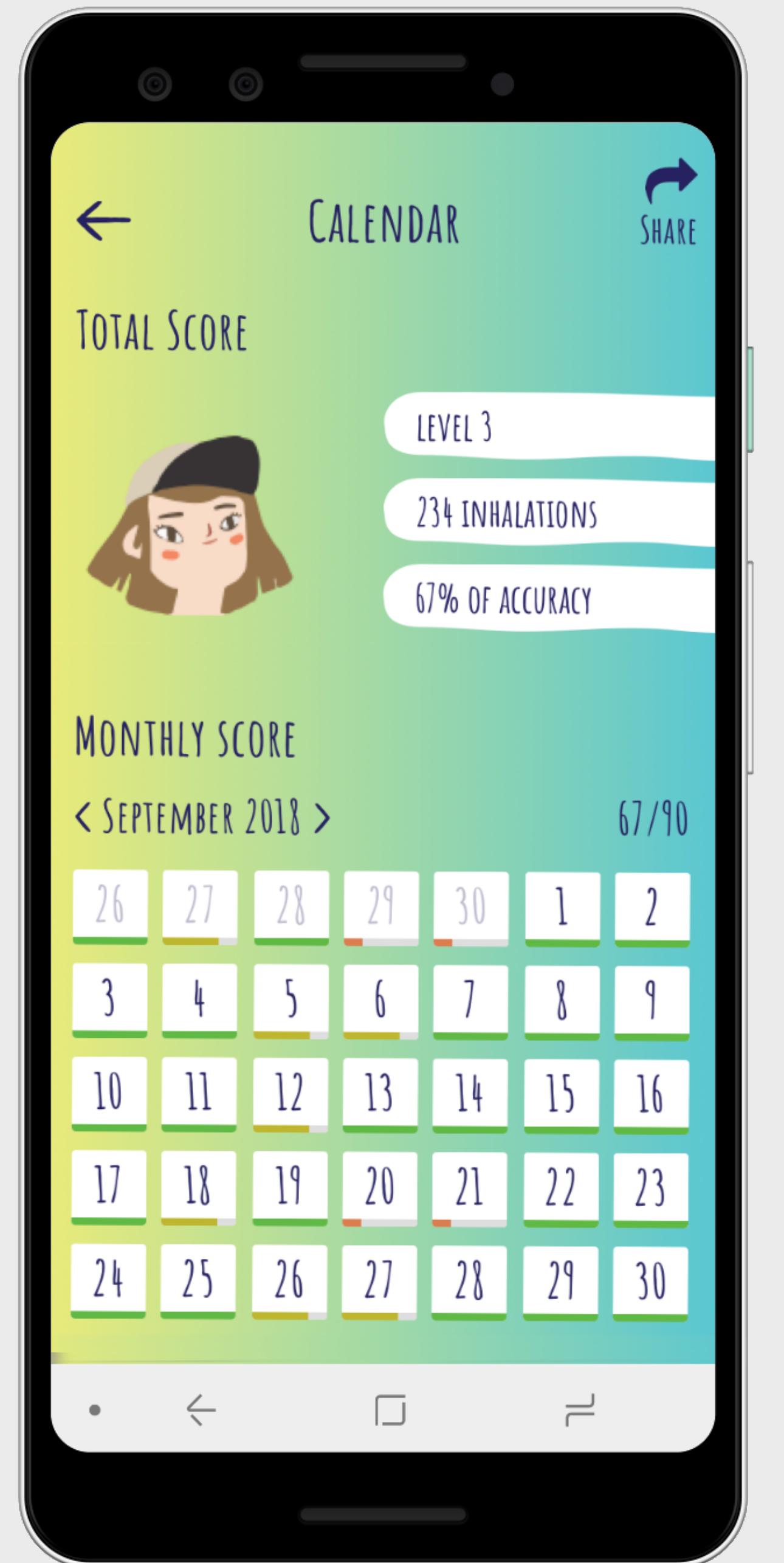
How might we provide CF youngsters enough
**information about the consequences
of their behavior**
so that they would not regret it later?













Result:

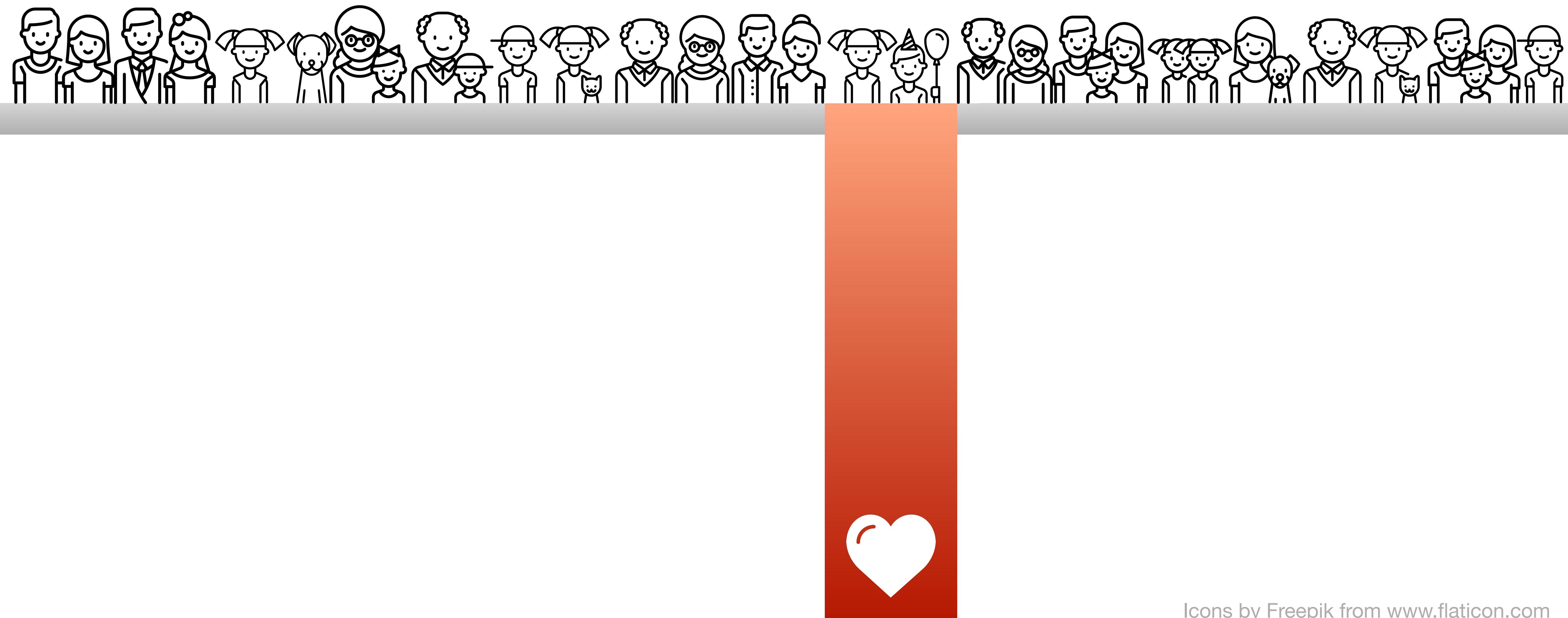
This tool is here to help CF kids live longer.

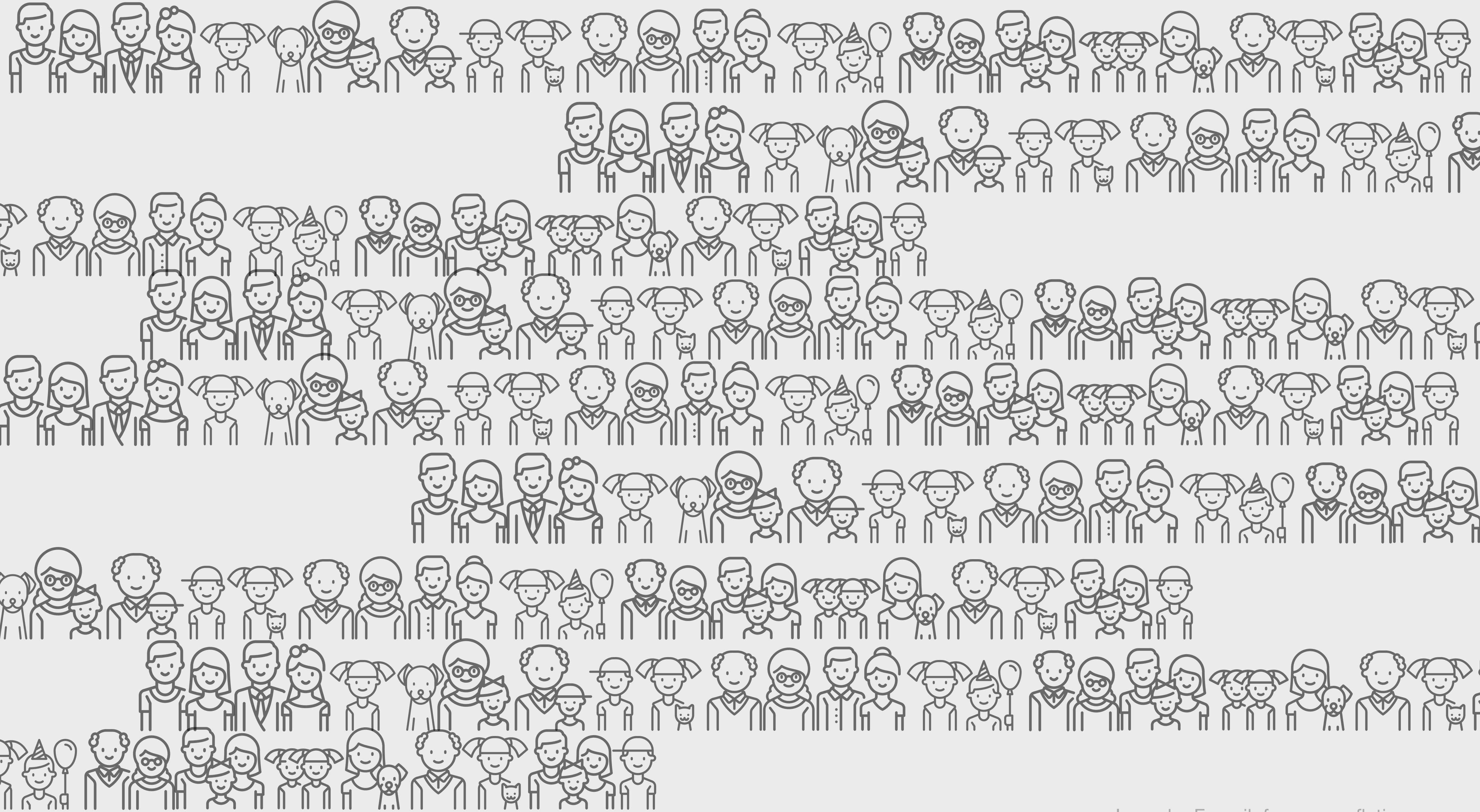
What was so interesting about it?

“When I was watching series during the inhalations, I was not concentrating on the breathing... now I’m watching the inhalation in the app and I’m doing it better. It’s great!”

girl, 14 yo

The wider you go, the shallower your personal impact.

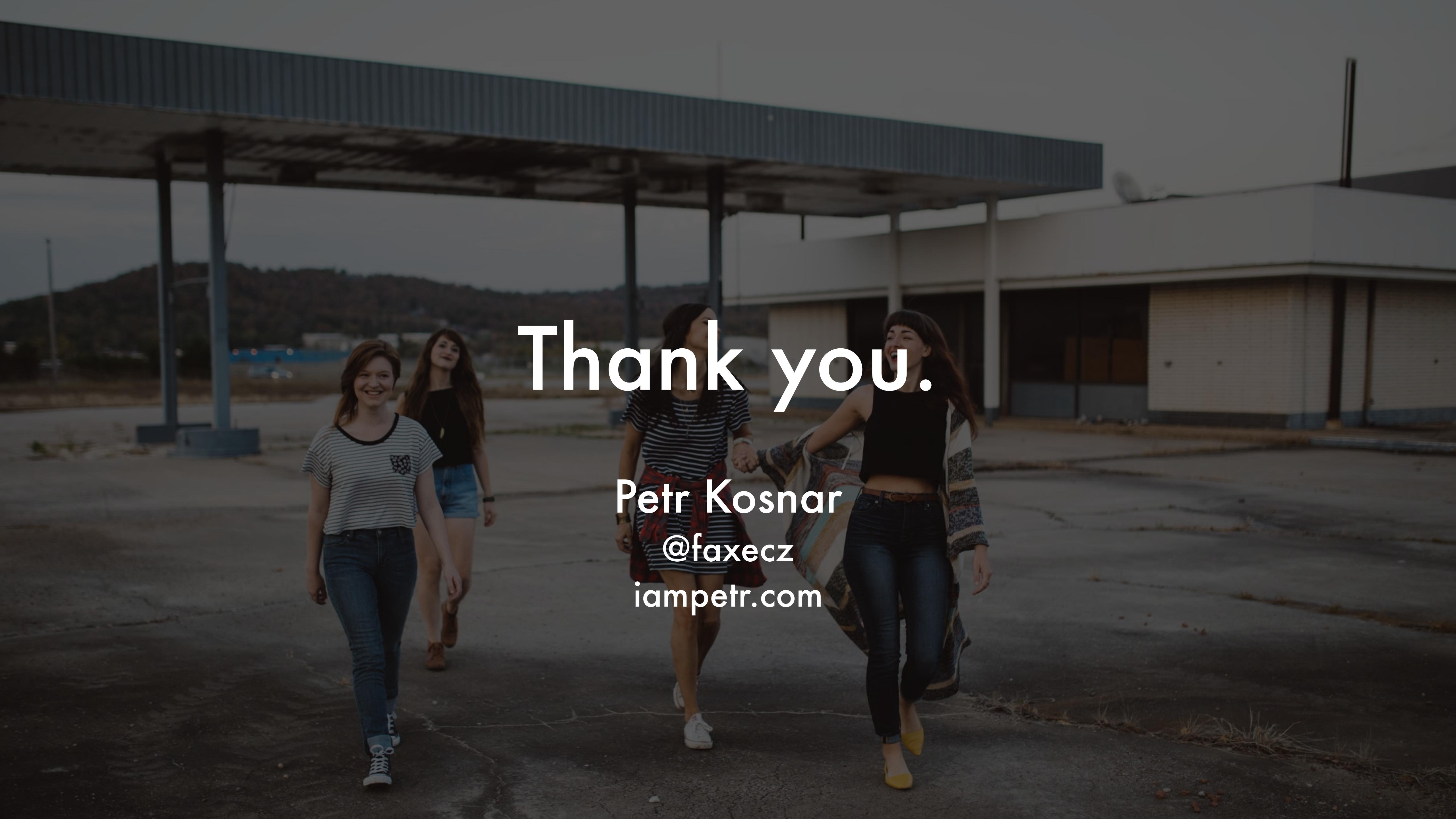






A photograph showing the backs of four people standing in a forest. A woman on the left has her hair pulled back with a clip. In front of her is a young boy with short hair. To the right of the boy is another woman with long hair tied back. On the far right, a man with a shaved head is visible. They are all wearing denim jackets.

Help people.
Not only businesses.

A photograph of four young women walking away from the camera on a paved surface. They are dressed casually in t-shirts, jeans, and a striped dress. The background shows a modern building with large windows and a parking lot. The sky is overcast.

Thank you.

Petr Kosnar
@faxecz
iampetr.com