07.11.16
Designworkshop II
Review Concept
PLEASE, UPLOAD YOUR FILES (DELIVERABLE 1)!
Until 7.11.16

Review Concepts
Show at least three different approaches to solving the problem you framed in Deliverable 1:

- IDEA: THE HUMAN PERSPECTIVE
Which challenges, problems or needs from your user group did you tackle how? How can your idea solve these issues? How is their experience better with your idea applied?

How does it merge hard- and software?
How does it make in- and output mechanism easier?
How does it increase the emotional experience?

- A POTENTIAL REALISATION/ TECHNICAL SOLUTION
Describe roughly how your idea could be realised/ what technological or design requirements are needed for realising it, e.g. smart fabrics, threedimensional screen, context-sensitive UI design, ...
Review Concepts
Show at least three different approaches to solving the problem you framed in Deliverable 1:

- INSIGHT FROM RESEARCH & YOUR FRAMED PROBLEM
- HOW MIGHT WE (HMW) QUESTION

Selection of at least 3 solutions/ideas to answer your HMW:
- IDEA
- POTENTIAL REALISATION
A human-centered process: Applying empathy
PERSONAS/NEED TYPES

A PERSONA IS A FICTIONAL CHARACTER DESCRIBING A SPECIFIC USER GROUP. SHE COMBINES DIFFERENT ASPECTS LIKE DEMOGRAPHICS, NEEDS, WISHES, HABITS AND CULTURE. PERSONAS HELP TO GUIDE THE DESIGN PROCESS ALONG THE USERS’ NEEDS.

HOW:
PERSONAS RESULT FROM USER RESEARCH AND OTHER DATA COLLECTED DURING THE RESEARCH PHASE ABOUT THE POTENTIAL USER GROUP.
Clark Andrews

**Motivations**

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

**Goals**

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

**Frustrations**

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

**Bio**

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.
To-Go Joe | Early Adopter

“I don’t want to constantly carry around my re-usable coffee mug with me every where I go”

Convenient sustainability
Angela is a busy young professional. She is sustainably aware and actively recycles and seperates her organics in her apartment. She will go out of her way to take soft plastics to the recycilgn depot. All of this effort takes its toll and Angela wants a way to enjoy her coffee waste free without having to put in all the extra effort. Getting coffee is supposed to be an a small break in a hectic day and having to coordinate bringing your own mug doesn’t always get the attention it needs.

Brand Relationship

Experience goals
• A convenient way to get a coffee to-go without making waste.
• Not have to think about where her re-usable mug is all the time

End goals
• Guilt free coffee to-go
• Convenience that doesn’t impact the environment

Life goals
• Reduce impact of consumption on the environment

Source: https://static1.squarespace.com/static/5678bae6a976af9f4de2e384/t/56846e60025981dd0768a0bab/1451519494480/
WHAT DOES SHE THINK AND FEEL?
What really matters to her?
What occupies her thinking?
What worries and aspirations does she have?

WHAT DOES SHE HEAR?
What are friends, family and other influencers saying to her that impacts her thinking?

WHAT DOES SHE SEE?
What things her environment influence her?
What competitors is she seeing?
What is she seeing friends do?

WHAT DOES SHE SAY AND DO?
What is her attitude towards others?
What does she do in public?
How has her behaviour changed?

PAIN
What fears, frustrations or obstacles is she facing?

GAIN
What is she hoping to get? What does success look like?
A STORYBOARD DESCRIBES A SPECIFIC SITUATION IN WHICH A USER USES THE SERVICE OR CARRIES OUT THE INTERACTION. USE CASES CAN HELP TO ANALYSE AN EXISTING SERVICE OR DESCRIBE A NEW IDEA.

HOW:
DESCRIBE THE SITUATION AND HOW THE USER INTERACTS WITH THE SERVICE/INTERACTION IN EACH SINGLE STEP. USE TEXT AS WELL AS IMAGES TO DEPICT ALL DETAILS, LIKE IN A STORYBOARD OF A MOVIE.
Do I have this one? I can't remember.

If only I had a way to find out.

I can help with that.

With TrueVerse you can simply.

Scan a bar code.

Select a category.

Never buy the same thing twice again!

Thanks, TrueVerse!
Milestones & Deliverables: Concept

Concept Development
07.11.16 Review Concept
14.11.16 Review Concept
21.11.16 **Deliverable 2**: Presentation Concept with Storyboard & Planning of Prototyping
Refine one of your ideas into a detailed concept.

Make sure you answer the following questions:
How does your concept solve the problem you framed?
Why is your concept targeted specifically at your target group?
Why is your concept better than the solution already existing?
What technology can be used to realize your concept?

Illustrate a storyboard to present your detailed concept!
Questions?