

DEFINIEER EEN ONTWERPVRAAGSTUK

1. Probleemstelling

Who has the problem?

Efficiency Seekers: People who need to work/school on time early in the morning. Efficiency is key in their morning ritual. Most important motivators for them are: sleeping v.s. start working early.

What is the problem?

The user doesn't take time to eat a healthy breakfast. However he knows that he should to have a productive day. He doesn't want to spend time worrying ^{nor} - "What to eat for B.F." The reason why: they find it hard to take time for themselves in the morning. They feel that on a workday - their responsibility lies with the company they work for. → Prioritize professional role over their personal life.

What are relevant context factors?

Relevant places for the user to think about its breakfast is at home, in the kitchen or the grocery store. During our research in week 3 the user indicated that he already thinks about is breakfast the day before, when he visits the grocery store. The next morning he continues his eating ritual in the kitchen & starts preparing his breakfast.

What side effects need to be avoided?

The efficiency seeker should not have less sleep, nor experience more stress in the morning. We do not want him to have more decisions to make. Besides it's not a matter of the other between being efficient & taking some time for himself. there should be a balance.

Which actions are admissible?

What are the constraints that you need to work within?

Specific actions Like: going to the toilet, brushing teeth, getting dressed etc. can't be avoided in the morning ritual. Besides the morning ritual will still take place after the user gets out of bed. Time will stay important. The Efficiency seeker will always be aware of a time constraint. + Weekend/workdays will always differ.

2. Definier een ontwerpvraagstuk

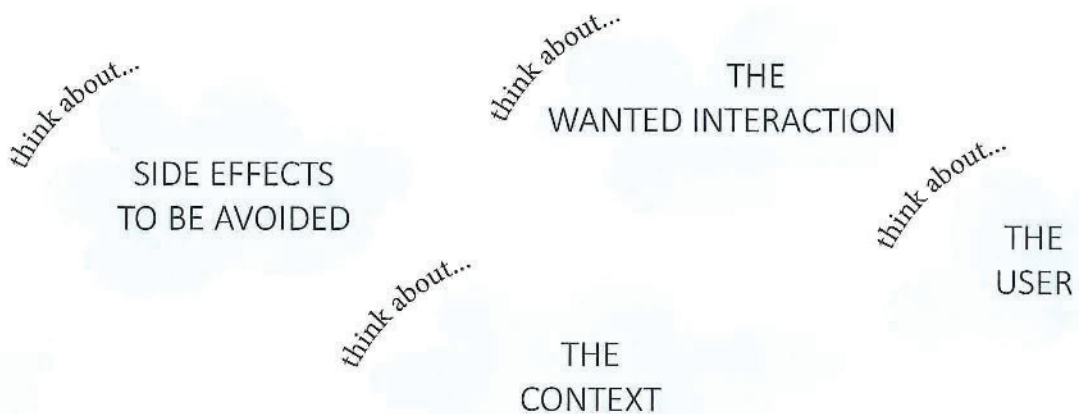
“ I want
efficiency seekers.....
(target users)

to
focus more on themselves in their
morning ritual.....
(effect you want to accomplish)

because
an intimate and healthy morning
ritual supports being efficient
and productive during the day.....

”

3. Schrijf een lijst met eisen



- Preliminary requirements
- The user should not have to make more decisions in his morning ritual
 - The user should experience less stress during his morning
 - The intervention should not influence the user's sleeping hours
 - The morning ritual should not be extended more than 15 minutes
 - It should be a low threshold to implement the intervention in his morning ritual
 - The user should be stimulated to start his day healthy
 - The intervention should be easy to adapt in the user's morning ritual.
 - ~~The~~ The interaction with the user's morning ritual should be experienced as intimate.