CONCEPTEN ONTWIKKELEN

1. Updaten en uitwerken van je lijst van eisen
Stap 1: Maak een procesboom

1. ORIGINATE
- 1.1 Search manufacturer
- 1.2 Manufacture product
- 1.3 Test product
- 1.4 Check product safety
- 1.5 Pack product
- 1.6 ....

- 1.1.1 ....
- 1.1.2 ....

2. DISTRIBUTE
- 2.1 Determine price
- 2.2 Advertise product
- 2.3 Sell product
- 2.4 Provide product
- 2.5 ....
- 2.6 ....

- 2.1.1 ....
- 2.1.2 ....

3. USE
- 3.1 Buy product
- 3.2 Open product
- 3.3 Interact with product
- 3.4 Clean product
- 3.5 Maintain product
- 3.6 ....

- 3.1.1 Transport product
- 3.1.2 Carry product
- 3.1.3 Place product
- 3.2.1 Grab product
- 3.2.2 Open packaging
- 3.2.3 Recycle packaging

4. DISCARD
- 4.1 Take product apart
- 4.2 Recycle components
- 4.3 ....
- 4.4 ....
- 4.5 ....
- 4.6 ....

- 4.1.1 ....
- 4.1.2 ....

1. Updaten en uitwerken van je lijst van eisen
Stap 2: Schrijf je eisen op

Requirements

- The user shouldn't have to make more decisions in his morning ritual.
- The intervention shouldn't influence your sleeping hours.
- The morning ritual should not be extended longer than 15 min.
- The user should experience less stress in his morning ritual
- It should be a low threshold to implement the intervention in his morning ritual.
- The intervention with the morning ritual should be experienced as intimate
- The user should be stimulated to start his day by eating grains, fruit, dairy, egg
  - source MensHealth
- The workspace shouldn't be bigger than the area the user uses for having breakfast.
- The intervention shouldn't cost more than €3,- (a day)
  - (2x the cost of a noodle b.f.)
- The product should be at least 50% recyclable.

Demands

- The user doesn't have to make more decisions in the morning.
- The user should sleep his normal amount of sleeping hours (6-8)
- The workspace shouldn't be bigger than the area the user uses for b.f.
- The intervention shouldn't cost more than €3,-
- The product should be at least 50% recyclable

Wishes

- The intervention evokes as little stress as possible
- The intervention is as cheap as possible
- The intervention takes as little time as possible
- The intervention stays as close to the user's personality as possible (intimate)
- The intervention should be exciting
- The manufacturer should be close to the buyer. (geographical)

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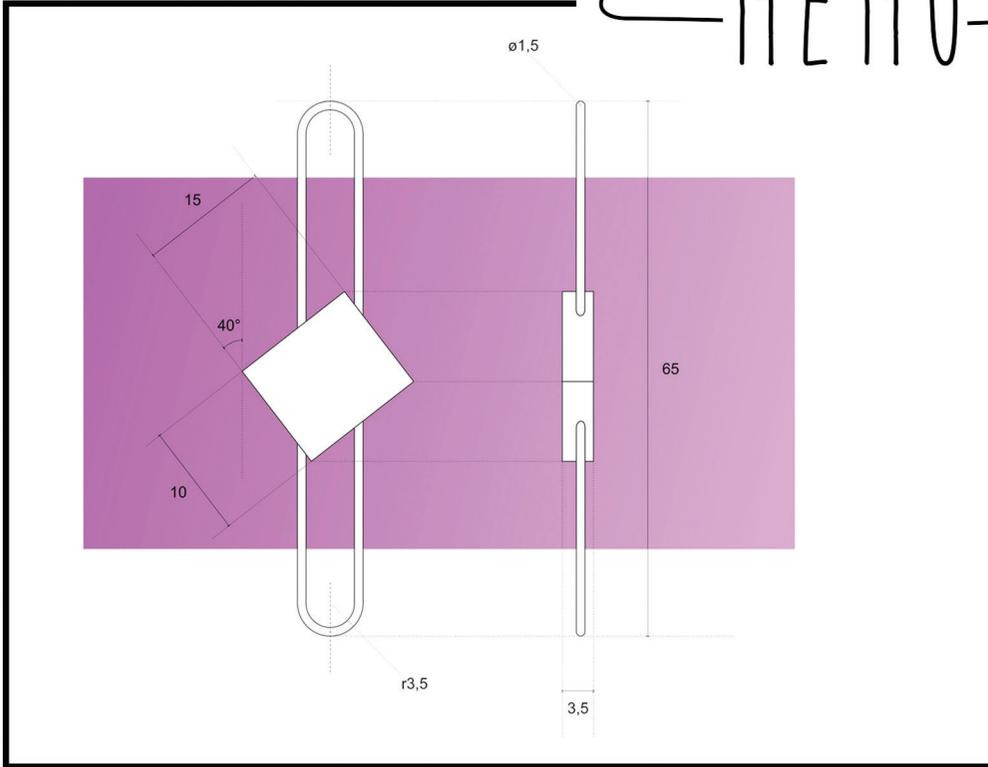
MEMO-ME

Concept 1

Title of your concept: Memo-Me

Description: Small reminder placed below the clockwork on a watch.

Why this concept solves your design challenge:
This reminder will motivate the user to think more about his b.f. & therefore intrinsic stimulate himself.

ø1,5

15

40°

65

10

r3,5

3,5
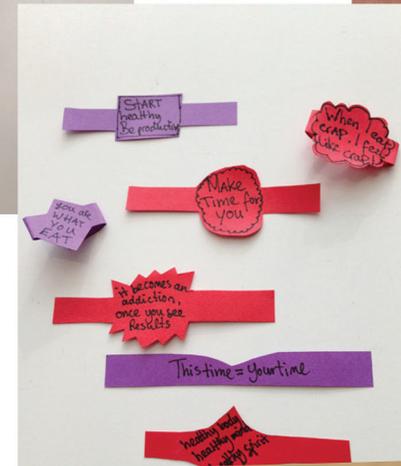
It becomes an addiction
once you see the results

YOU ARE
WHAT YOU
EAT

"This time
is your time"

NOTE TO SELF:
WHEN I EAT CRAP
I FEEL LIKE CRAP

HEALTHY BODY
HEALTHY MIND
HEALTHY SPIRIT

"YOUR BREAKFAST
IS A REFLECTION OF
YOUR LIFESTYLE"

2. Ontwikkel drie concepten

BOOSTBOX: 'BREAKY'

1 User fills in online his preferences for a healthy breakfast for a certain amount of days of the week & pay.

2 Service composes interesting and healthy breakfast and send it.

3 User gets box with the chosen amount of brown bags. In every bag there is a surprising, yet delicious healthy breakfast.

4 Every breakfast it takes maximum three actions to prepare.

Removable

*Size in mm
Based on
1 banana +
2 sandwiches

150

250

TUESDAY

BOOSTBOX
BREAKY

MONDAY

480

150

60
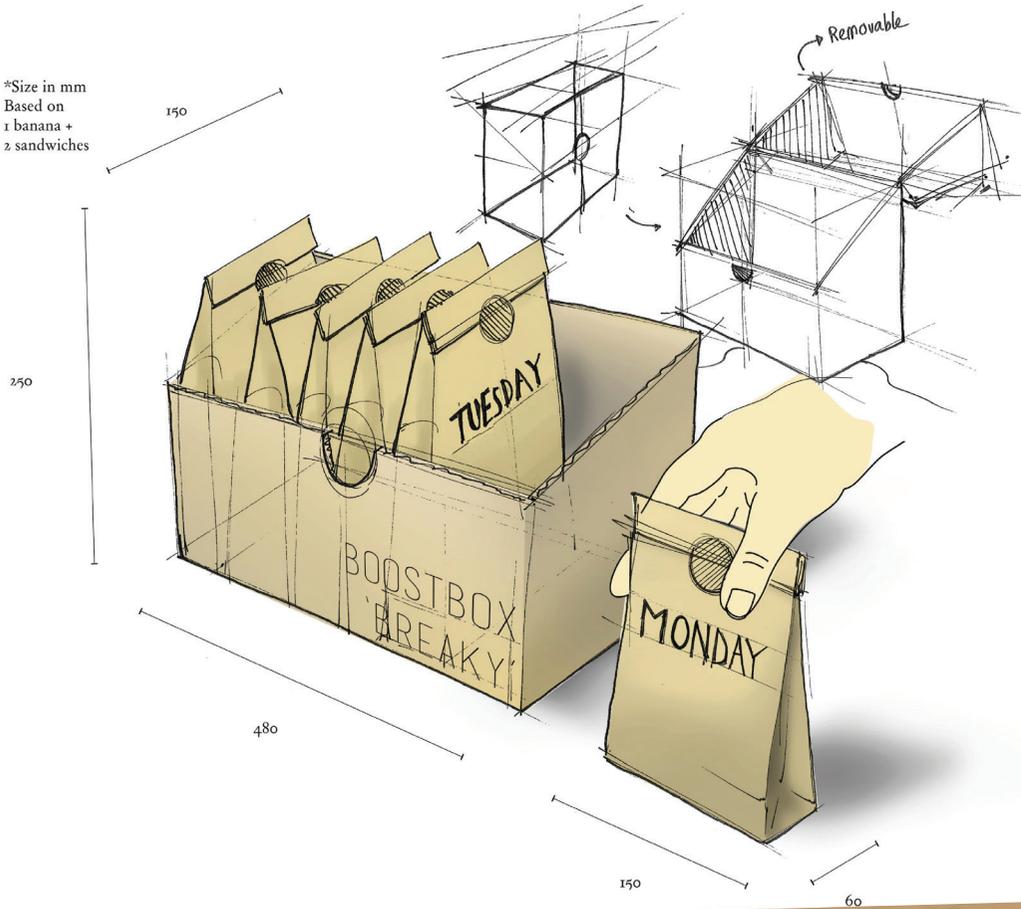
Concept 2
Title of your concept: BOOST-BOX 'breaky'
Description: A weekly breakfast box.

Why this concept solves your design challenge:
this box will make it easier to maintain a healthy lifestyle. Choices are already been made & because you already have it at home it would be a waste not to eat it

Moodboard

2. Ontwikkel drie concepten

FRUIT OR DARE

Upload picture

Wireframe APP
Fruit or Dare

Share picture

share ⇒

Monday

Rank it!
fruit?
verbs?
grains?
nuts?
other?

Monday

Rank it!
fruit?
verbs?
grains?
nuts?
other?

Monday

Jeroen won!

Gift
of the week

Keep up
the good work

Gift
of the week

Come on, there's
still time to beat him!

Ranking
this week

1.   2.

Last week:

m t w t f
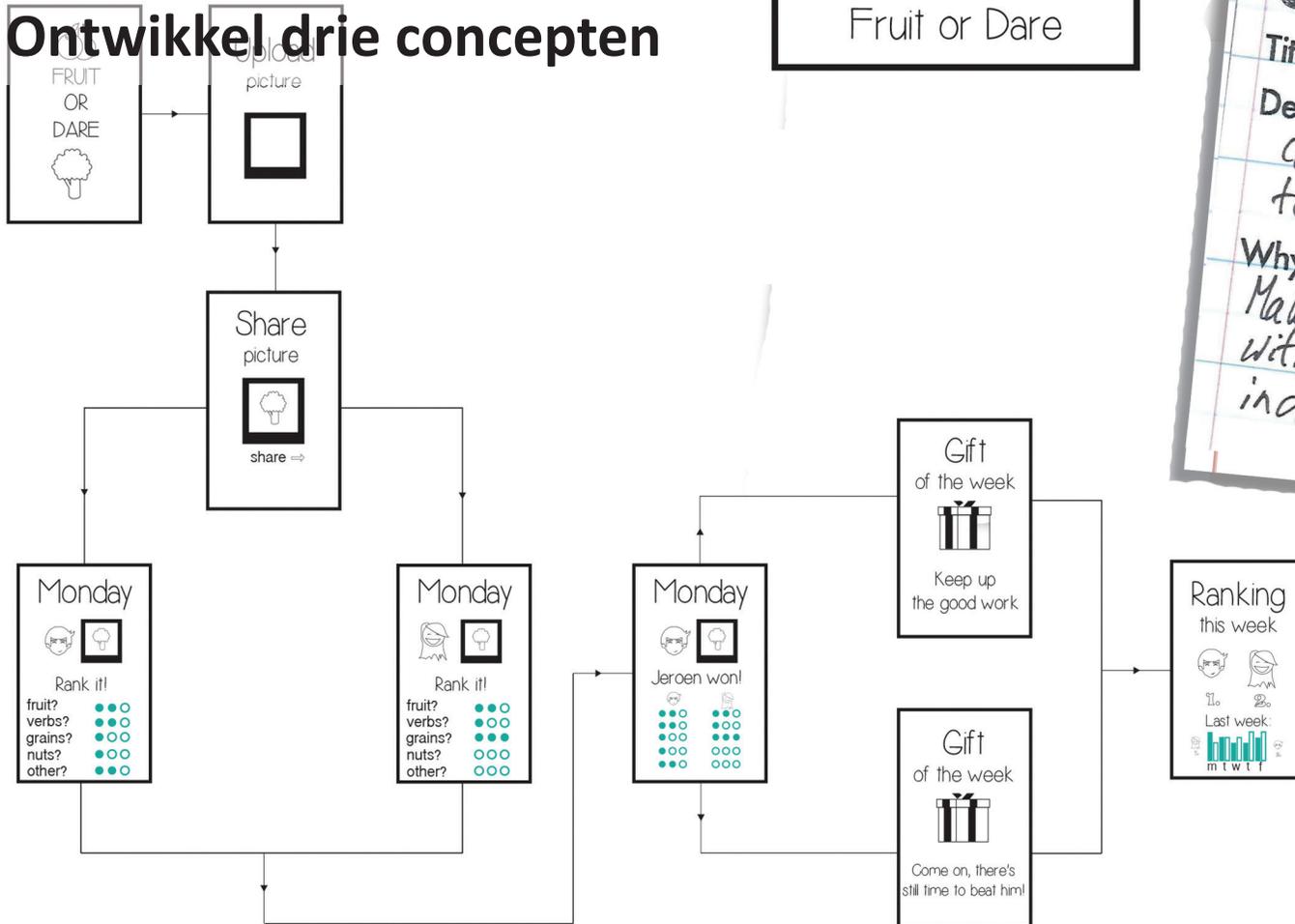
Concept 3

Title of your concept: Fruit or Dare

Description: Application in which you could dare your friends/loved ones to eat more healthy

Why this concept solves your design challenge: Making eating healthy into a challenge with people you care about involved will increase motivation to do so.

Example screen
Fruit or Dare

Color scheme APP
Fruit or Dare

{ tangerine } hues

Usage APP
Fruit or Dare

Phone

Tablet

FRUIT OR DARE

Ranking
this week

1.   2.

Last week:

m t w t f

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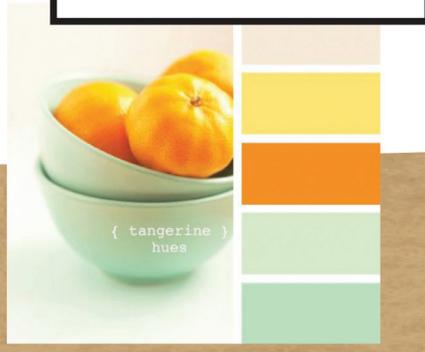
3. Een concept kiezen

Memo - me
(concept title & sketch)

Boost Box 'Breaky'
(concept title & sketch)
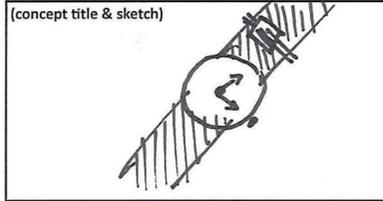
Fruit or Dare
(concept title & sketch)
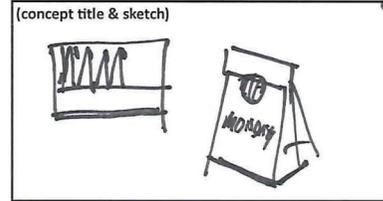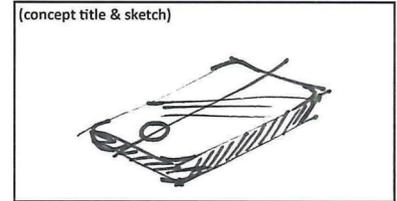
Evokes as little stress as possible

Close to user's personality

Takes as little time as possible

The intervention should be exciting.

The intervention is as cheap as possible!

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	--	-	+	++

Most positive point lie for concept 3 in the upper right corner. We consider the game to be the most powerful motivator to eat healthy in the morning. Especially when somebody you love is involved.

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