FINAL PRESENTATION
Your design challenge

" **I want**

Efficiency Seekers
....
(target users)

to

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

....

because

an intimate & healthy morning ritual
....
(reason(s) why this effect is relevant for your user in this context)
supports being efficient & productive
....

during the day.
....

.... "

FRUIT
OR
DARE
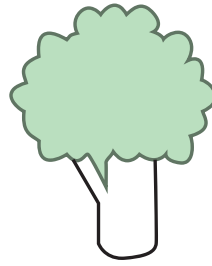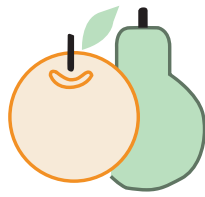
Be challenged to eat healthy!

Efficiency Seeker

FRUIT
OR
DARE

Monday

Rank it!

fruit?
verbs?
grains?
nuts?
other?

Challenge

Fruit or Dare is an application designed to support efficiency seeking professionals to take time for themselves in the morning and to pursue a healthy breakfast routine.

Ranking
this week

1.

2.

Last week:

m t w t f

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Outcomes of the user test

① Usability Test
↳ Rate screen unclear
↳ didn't recognize buttons
↳ Transitions photo-making
   and rating screens not clear.
↳ Buttons and swipes need
   to be optimized.
↳ Main colours too similar

Positive
↳ Most of general flow worked
   really well
↳ Participant enjoyed playing

Positive / improvements

→ In your presentation
   you could also show a
   short movie instevad
   of photo's of your
   user test!

"Being able to
also do something
with sound" "in combination...
that's a win-win situation"
"something is good..."

② Impact Test
↳ User lost motivation during
   the last day: "I already
   knew that I was winning;
   I knew what her breakfast
   would be."

↳ Motivated to eat diverse
   and spend more time on food
   in the morning: "I wanted
   to send my picture first at
   some point"

Positive / improvement

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Recommendations

What could be improved:
- Improvements on interface
- Sharpening challenge
- Test with more users
- Aesthetics application
- Compatibility tablets
* Reminder to get groceries in time

Reflection on process:

You might have found out that keeping track of all the data you gathered in the analysis phase is quite hard to handle in later stages. That's why I think the templates help a lot in not losing focus. I would love to do another iteration as I have so many questions and ideas that I would like to test & explore.

Reflection on design

The design fits the user's (efficiency seekers) lifestyle perfectly. Being challenged by someone you care about has proven to be an effective motivator to take a little bit more time for yourself in the morning.
This design does require the user to anticipate on having the right groceries in stock for the morning. This is something that does not necessarility fits our target user. So that might be another recommendation.
In the End: Fruit or Dare has the potential to solve the users dilemma of eating healthy in the morning vs. being efficient, but another iteration will have to verify more.

TUDelft
DESIGN
APPROACH

MODULE 8&9:
PROTOTYPING & TESTING A CONCEPT